

EBBW VALE

SUSTAINABLE REGENERATION FRAMEWORK

REPORT

APRIL 2011

This document has been produced by:



In association with:

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On behalf of:

Blaenau Gwent County Borough Council

UG1218

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All plans within this document are orientated due north.

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9.1 Delivery

Ebbw Vale is entering a new and significant stage in its history. The emerging Local Development Plan (LDP), The Heads of the Valleys Strategy and the regeneration of The Works, together with investments in the town centre and major transport improvements have created an opportunity for real, sustainable change.



In March 2009, ERM, Powell Dobson, DTZ and Capita Symonds were commissioned on behalf of Blaenau Gwent County Borough Council (BGCBC) and the Welsh Assembly Government (WAG) to prepare an over-arching framework to guide the future sustainable development of Ebbw Vale, with particular focus on the town centre and the northern corridor.

Key requirements of the framework were:

- A baseline assessment of the area;
- Development of a framework of key sustainability objectives in relation to economic, social and environmental factors;
- Identification of key town centre interventions;
- Identification of key development opportunities for the Northern Corridor;
- Demonstration of how each of the recommendations delivers on the agreed framework of sustainability objectives;

- Appraisal of delivery issues such as funding and land ownership constraints and opportunities.

The Framework seeks to build on the strengths of the past and provide the framework to secure sustainable regeneration for the future. Whilst it is by necessity development focussed, it is driven by an holistic approach to sustainability. Ambition, and a desire for fundamental change are important, but so are pragmatism and deliverability.

The Works is seen by the Welsh Assembly Government as an exemplar in sustainable development, and the team has drawn heavily on the holistic approach which characterises that project. In addition, development at The Works will create many of the development opportunities in the Northern Corridor, so the areas are already intrinsically linked.

The town centre is recognised as needing an ambitious but complementary set of projects, which work cohesively with the Northern Corridor and The Works.

As required by the brief, this document may be used as a consultation document for the emerging Local Development Plan.



Ebbw Vale Town Centre



Rhyd-y-Blew
(Northern Corridor)

The report is structured as follows:

Section 2 -

Study Area discusses the location, boundary and principal physical characteristics of the study area.

Section 3 -

Sustainable Development Context and Principles sets out the Sustainable Development drivers for the study area and provides reference to the economic, social and environmental baseline.

Section 4 -

Options Development sets out how and why the development proposals have been developed.

Section 5 -

Town Centre Projects summarises each of the key interventions (or 'projects') for the Town Centre Area. Individual projects are summarised on individual or multiple A3 sheets.

Section 6 -

Northern Corridor Projects summarises each of the key interventions (or 'projects') for the Northern Corridor Area.

Section 7 -

Infrastructure Needs discusses future infrastructure developments in the area considering ongoing highways work and the need for green corridors and public transport throughout the study area.

Section 8 -

Study Area Programme considers how individual projects, sites and interventions might be prioritised.

Section 9 -

Delivery discusses key delivery issues and options for the sites and then draws together the material presented in previous sections into an overall regeneration framework map to set the projects in context. There after there is discussion of the next steps the client might need to implement in order to make the proposals happen.

This document is also supported by a suite of annexed documents as follows:

Annex A -

Key Regeneration Policy Objectives

Annex B -

Ebbw Vale Regeneration Assessment and Baseline Market Review

Annex C -

Regional and Local Socio-economic Characteristics

Annex D -

Local Environmental Baseline

Annex E -

Stakeholder Consultation Summary

Annex F -

Sustainable Development Framework

Annex G -

Low Carbon Communities – drivers for change

Annex H -

Ebbw Vale Regeneration Framework Executive Summary (options development)

2.1 EBBW VALE IN CONTEXT

Ebbw Vale is located in Blaenau Gwent County Borough, in South Wales. It is located approximately 30 miles north of Cardiff and 20 miles northwest of Newport. Ebbw Vale is the largest town in Blaenau Gwent, and is the administrative centre. It has been identified as a principal hub within the emerging LDP and a focal point for future growth in the Heads of the Valleys region.

In terms of connectivity, Ebbw Vale benefits from the recently opened Ebbw Valley rail line which currently provides an hourly service to Cardiff Central (journey time under 1 hour). The highway network to the south is constrained, despite improvements in recent years, such as the Cwm Bypass. However, strong east west connectivity is provided by the A465 Heads of the Valleys road to the north of the town. The A465 is subject to ongoing upgrade to a full dual carriageway, with the section to the north of Ebbw Vale programmed for completion by 2015. This route provides access to Swansea to the west and Abergavenny to the east (and thereafter A40 and M50 to the Midlands).

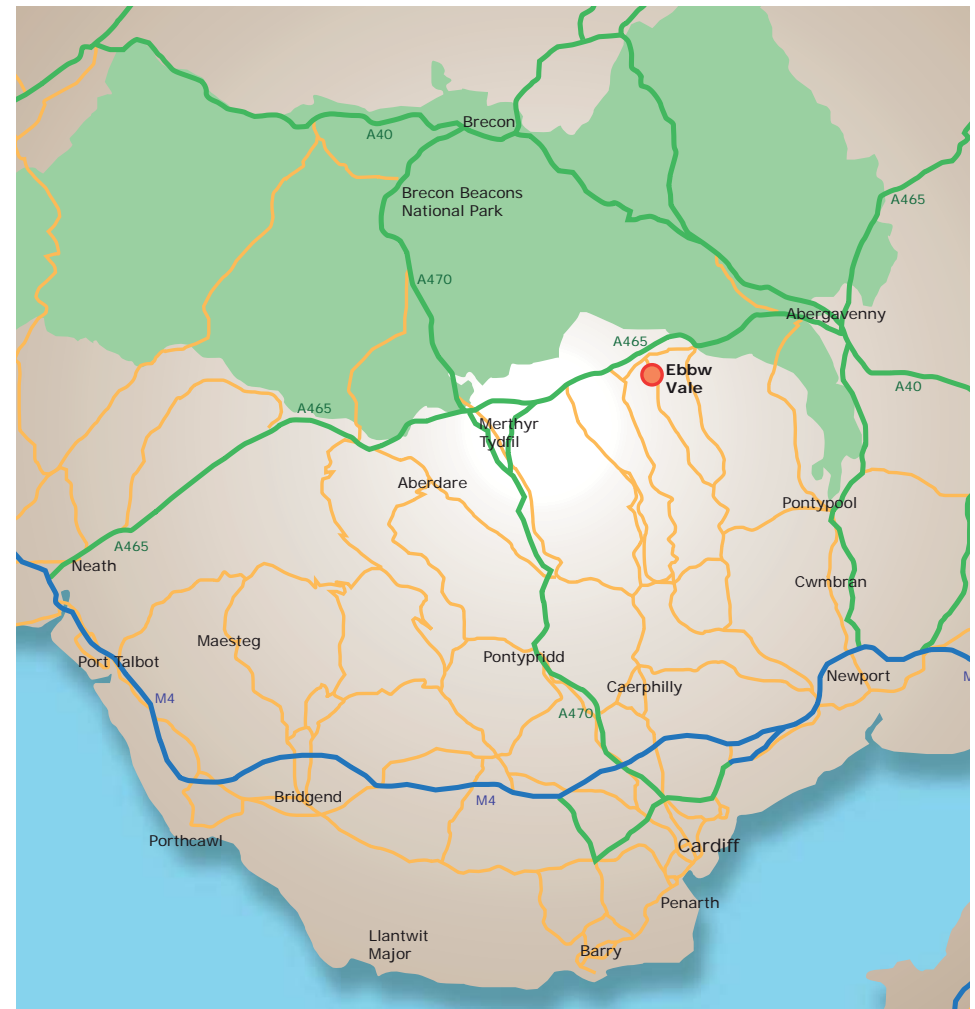


Figure 2.1 Strategic Context Plan

SECTION

02

STUDY AREA

The topography of Ebbw Vale has influenced its development towards a linear north/south pattern. Key developments outside of the core Town Centre/Northern Corridor study area, identified on the adjacent plan, include:

- Festival Park to the south with a retail outlet shopping centre, which includes a recently opened Marks and Spencer store.
- The Works, to the south east of the Town Centre, with an approved mixed use masterplan including a hospital, residential and commercial development and the relocation of education facilities such as the college.
- Rassau Industrial Estate to the north of the Heads of the Valleys Road.

The following pages set out a series of key issues and opportunities that exist with the Town Centre and the Northern Corridor.

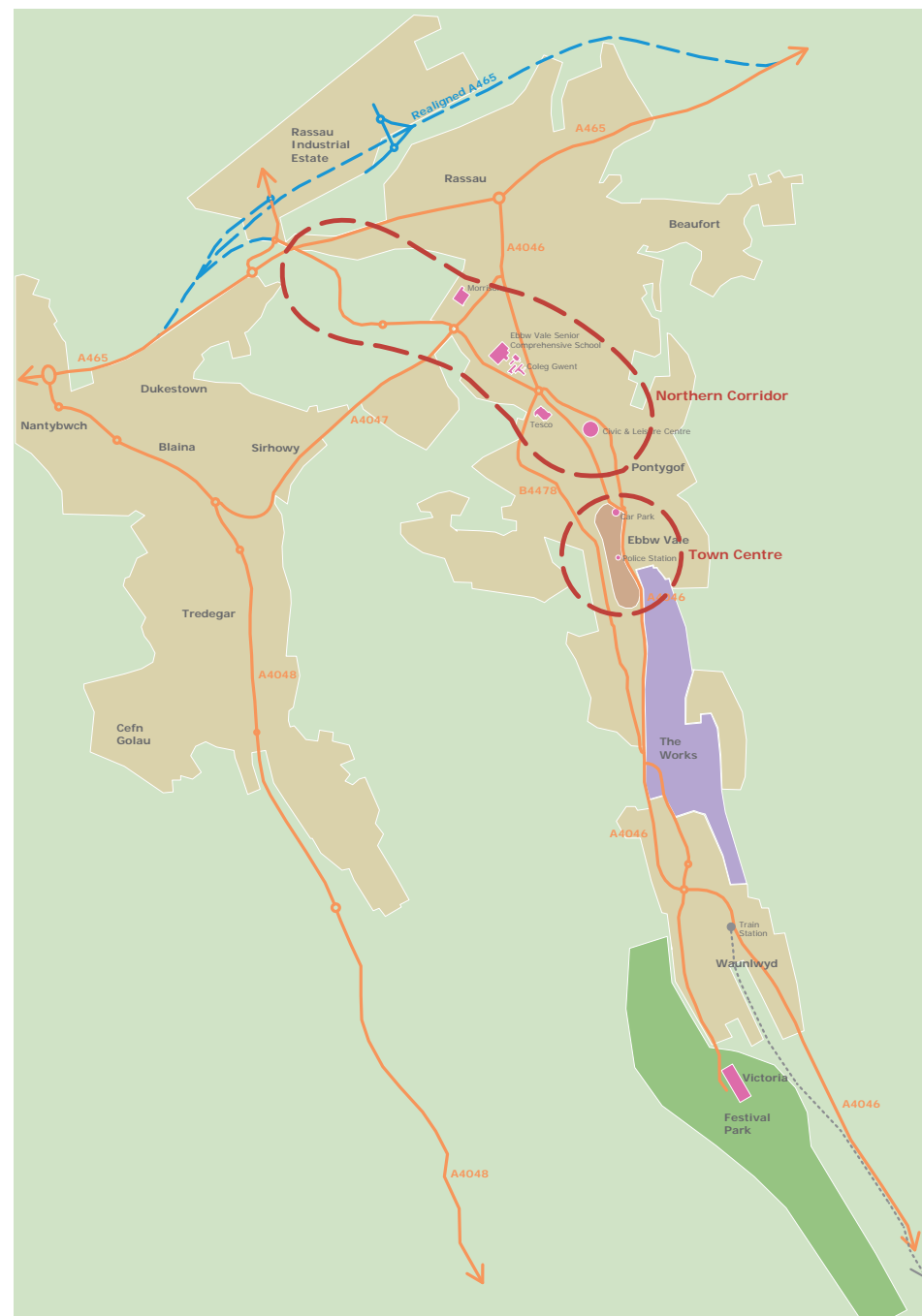


Figure 2.2 Local Context Plan

2.2 THE TOWN CENTRE

The Town Centre study area (as identified on the adjacent plan) covers the northern part of the Bethcar street running up to Market Square. Bethcar Street forms the primary retail street for Ebbw Vale. Key physical characteristics of the Town Centre include:

General

- A mix of land ownerships and tenures constrains development options in places.
- In recent years significant public realm investment has improved the physical environment in much of the area.
- The Town Centre is currently severed from The Works by the A4046. However, the Peripheral Distributor Road (PDR) proposed as part of The Works masterplan presents opportunity to create an enhanced vehicular and pedestrian environment in this area.

Market Square

- Currently dominated by vehicular movements and is difficult for pedestrians to negotiate.
- PDR alignment provides opportunity to create an attractive northern gateway.
- Square would act as a key pedestrian link to the Northern Corridor areas.



Figure 2.3 Town Centre Study Area

Market Street and Bethcar Street Public Toilets

- Market Street is well used and an important hub on market day, but suffers from poor built environment to the north.
- Public toilets are well used and valued by traders but are single storey and out of character with the rest of the street.
- Pedestrian link to the south of the toilets is a poor access point to the bus and taxi interchange.

Bus and Taxi Interchange

- Bounded by the rear of properties of Bethcar Street, creating a 'Service Area' feel.
- Unfriendly pedestrian environment and an unattractive arrival point.
- Physically constrained by few shelters and a narrow pedestrian island.
- Opportunity with PDR alignment to create an attractive transport interchange and point of arrival, with a welcoming pedestrian environment.

Southern Town Centre

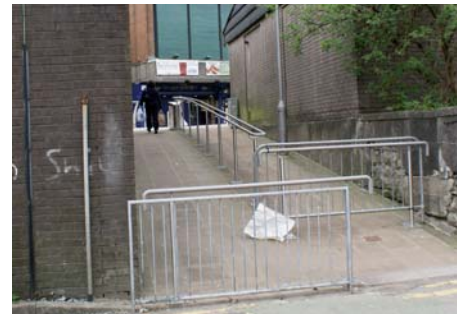
- The redevelopment of the Council owned land in this vicinity, for retail and office purposes, will further reinforce the commercial focus of this part of the town centre.



Market Square public realm improvements



Public toilets



Link to Market Street



Bus/Taxi interchange



The carpark and St John's Ambulance building



The A4046

2.3 NORTHERN CORRIDOR

The Northern Corridor (see adjacent plan) begins at the northern tip of the Town Centre and extends to Rhyd-y-Blew in the north. The area consists of both public and privately owned land which will be subject to significant change over the coming years (see Table on following page). Early assessment of this area identified the following key characteristics:

- Delivery of The Works masterplan will create vacant site development opportunities throughout much of the Northern Corridor, as existing land uses such as the college, Leisure Centre and possibly the school will be relocated.
- The Civic Centre is in poor condition and, subject to the conclusions of the Council's ongoing Workplace Transformation Study, in the long-term a new facility could be provided elsewhere.

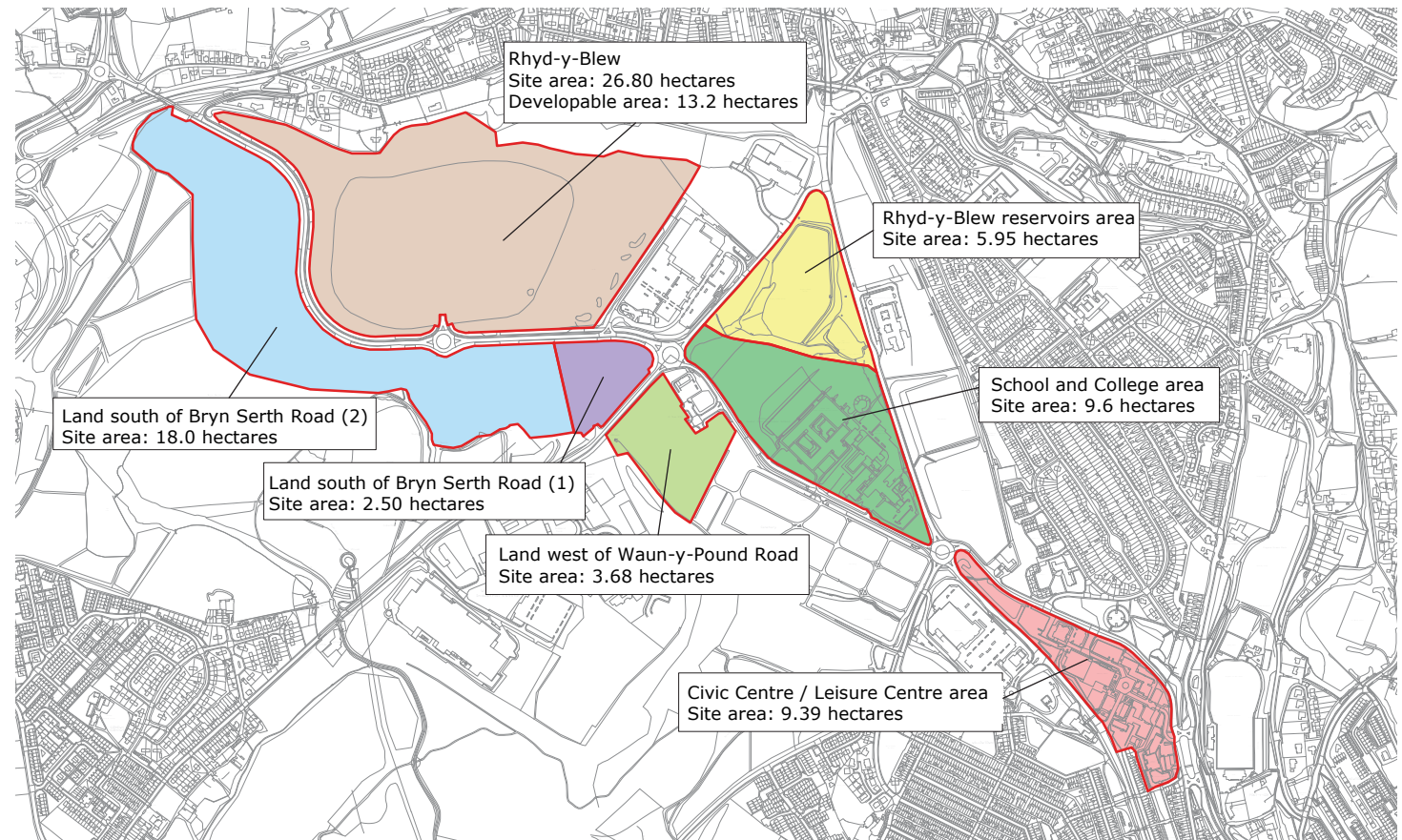


Figure 2.4 Northern Corridor Area Plan

- The area surrounding the Civic Centre is inefficient in terms of land take and there are a number of unoccupied buildings.
- Environmental, pedestrian and cycling connectivity could be improved significantly.
- A number of private land interests exist, many of whom have existing development aspirations.
- Rhyd-y-Blew is recognised as a strategic regional employment site, but has remained undeveloped for a long period of time.
- There are Local Site of Interest for Nature Conversation throughout the area, at Rhyd-y-Blew, Bryn Serth, Waun-y-Pound and Sirhowy Hill Woodland and Cardiff Pond.
- Many of the sites are previously developed land.
- The proposed Heads of the Valleys realignment and dualling creates a revised access arrangement and is likely to increase traffic movements from the north of town, creating an opportunity for a destination land use within the Northern Corridor.
- Changes will be required to the existing infrastructure network to accommodate future traffic growth.

Site Name	Ownership	Current Status/ Planned Change
Rhyd-y-Blew	Public (WAG)	Currently vacant
Bryn Serth 1	Private	Currently vacant
Bryn Serth 2	Private	Currently vacant, access being developed
Bryn Serth 3	Private	Currently vacant
Rhyd-y-Blew Reservoirs	Private	Currently vacant
College/school Land	Public (BGCBC, Coleg Gwent)	School proposed to move to The Works (2013), College to move to The Works (2012)
Civic/Leisure Centre Area	Public (BGCBC, Christian Centre, Job Centre and Magistrates Court Services)	Leisure Centre to move to The Works (2012)

Table 2.1 Land Ownership and Future Prospects



Blaenau Gwent Council Offices



Leisure Centre



Rhyd-y-Blew Site



Civic Area

SUSTAINABLE DEVELOPMENT CONTEXT & PRINCIPLES

In preparing this document, the consultant and client teams worked together to develop a comprehensive set of objectives for the development of the study area. These 'sustainability objectives' were informed by baseline reviews of policy, market, environmental, consultation feedback and other factors. This is in order that a 'line of sight' can be established between overarching policy, the sustainable development objectives, and the proposals contained in this report. Summaries of the baseline reviews are contained in the following Annexes:

Annex A - Key Regeneration Policy Objectives
 Annex B - Ebbw Vale Regeneration Assessment and Baseline Market Review
 Annex C - Regional and Local Socio-economic Characteristics
 Annex D - Local Environmental Baseline
 Annex E - Stakeholder Consultation Summary

In consultation with the client team, the sustainability objectives were used to develop a Sustainable Development Framework (SDF), included at Annex F. This SDF sets out the sustainability objectives and suggests associated Key Performance Indicators (KPI) and targets. The Framework also identifies the emerging LDP challenges that each objective addresses.

The SDF provides a clear and transparent means of informing the evolution and testing of development options. Each of the development proposals, or 'projects' as we have termed them, contained in this document have been proof tested against the agreed objectives. As the development of the area progresses, the SDF will no doubt evolve, but it will continue to provide a means of testing the success of delivering upon agreed sustainability objectives.

The sustainability objectives each fall under one of four overarching 'themes'. They draw from the core themes of the emerging Blaenau Gwent LDP, but with a particular focus on Ebbw Vale's role as a Principal Hub. The themes are as follows:

1. Economic Sustainability: To Create and Progress a Prosperous Society within Ebbw Vale and the Wider Heads of the Valleys Area
2. Social Sustainability: To Create and Enhance Sustainable Communities within Ebbw Vale and the Wider HoV Area
3. Environmental Sustainability: To Create and Enhance a Sustainable Environment in Ebbw Vale and the Surrounding Area
4. Resource Sustainability: To Enhance the Sustainable Consumption of Resources and Reduce the Ecological Footprint

The agreed sustainability objectives set out under their respective overarching themes are below:

Economic Sustainability: To Create and Progress a Prosperous Society with Ebbw Vale and the wider Heads of the Valleys area.

- To enhance the attractiveness of Ebbw Vale as a place for business investment
- To support a more dynamic, diverse and enterprising Local Economy
- To maximise local employment, training and education opportunities

Social Sustainability: To Create and Enhance Sustainable Communities within Ebbw Vale and the Wider HoV Area

- To strengthen the local community and enhance community participation in Ebbw Vale and the wider HoV area.
- To improve the quality of Blaenau Gwent housing stock.
- To improve the availability and accessibility of key community facilities in and around Ebbw Vale.
- To enhance the health and wellbeing of residents and workers within Ebbw Vale.
- To reduce crime, social disorder and fear of crime.

Environmental: To Create and Enhance a Sustainable Environment in Ebbw Vale and the Surrounding Area

- To implement and monitor the use of best practice environmental management techniques and sustainable procurement of resources.
- To minimise the environmental impact of any proposed development and maximise environmental enhancement.
- To protect and enhance the physical and built landscape of the town and its surrounding area, including buildings of heritage value.
- To protect and enhance local biodiversity, including designated and non-designated sites of value.

Resource Sustainability: To Enhance the Sustainable Consumption of Resources and Reduce the Ecological Footprint of Ebbw Vale

- To promote the development of a low Carbon community
- To enhance access to, and use of public transport, walking and cycling.
- To protect water resources and maintain existing situation with regards to flooding.
- To reduce materials use and minimise waste production.
- To maximise the localised management of waste and recycling.



VISION & PRINCIPLES

4.1 OVERVIEW

Ebbw Vale has, particularly since the closure of the Steelworks in 2001, been a focal point for regeneration. The Works is a widely accepted exemplar approach to Sustainable Development and is seen by many as a catalyst for regeneration in the area. However, it was recognised through this study that there is a need to provide a more holistic regeneration plan to complement and incorporate The Works in relation to:

- The opportunities created by the relocation of facilities to The Works from the Northern Corridor;
- Buildings (such as the Civic Centre) coming to the end of their useful life in the Northern Corridor;
- The aspiration that Ebbw Vale becomes a Principle Hub as set out in the emerging LDP; and
- The development of the Heads of the Valleys Road, resulting in increased accessibility to the Northern Corridor

It was identified early in the study that there was a need to remain focussed on deliverability, whilst at the same time reflecting the ambition and raised aspirations which characterise regeneration in the Heads of the Valleys.

4.2 THE VISION

Taking into account the sustainability objectives and the overall context of the framework, the following vision was developed for the study area:

“To create a series of developments that complements and enhances the vibrancy of Ebbw Vale as a sustainable community. Key aspects of the Northern Corridor will be to support a vibrant retail led Town Centre with sustainable residential development and provide improved economic opportunity and leisure facilities centred to the north. The area should capitalise on the opportunities for improved access presented by the planned realignment of the A465 Heads of the Valleys road.

It is intended that all the developments will achieve high sustainability and urban design standards. The developments will positively exploit the opportunities presented by the environmental setting of the area through high quality public realm and green infrastructure. A key focus will be to complement the educational opportunities presented at The Works with suitable employment space and create additional opportunities in a wide range of market sectors. The Northern Corridor will support the continued evolution of Ebbw Vale town and Town Centre as a Principal hub in Blaenau Gwent and the Heads of the Valleys area.”

4.3 KEY PRINCIPLES

The framework identifies individual projects and interventions which can be implemented over time to take advantage and respond to the key opportunities and constraints of the area.

The key guiding principles were:

- Supporting a thriving Town Centre;
- Enhancing and supporting links to The Works;
- Removing conflict within the development portfolio;
- Providing employment at Rhyd-y-Blew;
- Providing sustainable infrastructure;
- Responding to community needs; and
- Integrating environmental aspects

4.4 DEVELOPMENT STRATEGY

The development of the preferred option presented herein has evolved through a process of iterative design and consideration by both the client and design team.

The strategic status of Rhyd-y-Blew to the north and The Works to the south of the Town Centre create a strong regeneration focus. A risk was identified early in the development of the framework whereby investment focused in these two areas would result in tension across the regeneration area and the Town Centre itself being effectively bypassed.

The framework therefore took a more balanced holistic approach. This is illustrated in the adjacent graphics and is reflected in the development proposals contained in this document. The balanced approach focuses development, based on identified need, in and around the Town Centre, with The Works and peripheral parts of the Northern Corridor forming a southern and northern gateway to the Town Centre respectively. Development in these gateway areas would provide complementary development opportunities to those within the Town Centre.

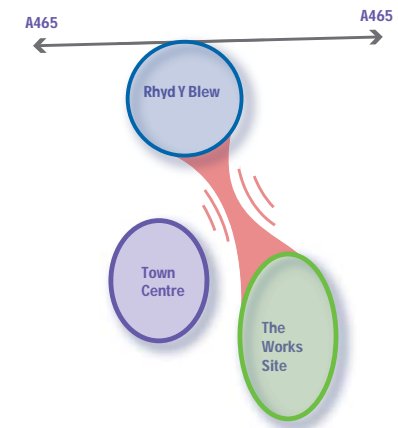


Figure 4.1

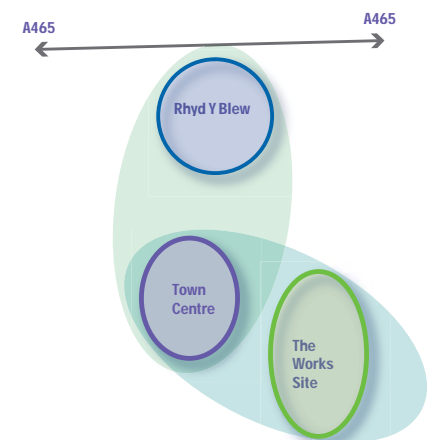


Figure 4.2 A more balanced approach across Ebbw Vale

TOWN CENTRE PROJECTS

In developing proposals for the Town Centre, the team has drawn upon the sustainability framework and the following key factors have been taken into account:

- The need to take a radical approach to enhancing the performance of the Town Centre
- The need to increase the attractiveness of Ebbw Vale Town Centre as a place to invest as a principal town centre.
- The need to develop the links from The Works regeneration area,
- Identified market demand for a Town Centre store.
- The opportunity for improved public transport infrastructure and reduced through-traffic as a result of the proposed Peripheral Distributor Road (PDR) within The Works
- The opportunities arising from the potential relocation and redevelopment of public sector buildings in the Northern Corridor.

Two key projects are proposed. They are summarised below, and detailed on the Project Sheets which follow:

Southern Gateway

A new southern gateway to Ebbw Vale Town Centre is proposed, incorporating offices and a potential convenience store. It provides a strong physical gateway to The Works and a draw to the town centre from surrounding areas. In addition, this project would significantly increase the daily footfall through the Town Centre. It is recognised that this project would increase accessibility to these facilities as well as have wider regeneration benefits to the town centre through increased footfall.



The project is considered to sit well in terms of scale within the town centre and acknowledges the value of existing properties. The project also proposes a revised bus and taxi interchange allowing improved public transport provision to be made available to serve both the Town Centre and The Works.

Parking has been identified during consultation within BGCBC as a key concern in relation to the functionality of any new offices within the Town Centre. The current indicative layout suggests there is potential to provide a number of spaces (possibly reserved and to include disabled space allocation) as undercroft parking at a proposed commercial building. An initial assessment of the proposals in relation to the draft Wales Parking Standards (2008) has identified the following:

- The building location would be classed in Zone 2 Town Centre - *"The centre of towns which local people regard as their destination for most activity which is not met within their own local community"*
- Based on this classification maximum parking requirements would be 1 space per 60m² for a building greater than 1000m²
- Based on the working assumption of new commercial premises of an approximate gross area of 7980m², this would equate to a maximum planning provision of 133 parking spaces for the new commercial space.
- Including other potential development to the east of the A4046 would require a further 76 car parking spaces. This indicates that some of the users of the commercial building will need to use the proposed multi-storey car park on the Works.



SECTION

05

TOWN CENTRE PROJECTS

There is identified capacity within the NCP car park to the north of the Town Centre, as the top two floors are rarely if ever utilised (during a site visit these upper floors were locked). This is located within a maximum five minute walk from proposed commercial building. Nevertheless, parking provision will need to be further investigated as the design progresses, and will in part be dependant on the Councils conclusions on staffing, green travel planning, and future parking provision elsewhere in the town.

Market Square

The Market Square project has sought to complement the Southern Gateway major project and provide a key link with the Northern Corridor whilst accounting for the key constraints of the site and responding to initial proposals identified in the Draft Town Links Study completed through The Works.



Town Centre Projects

Site 1: Southern Gateway

Potential Use:

Bus interchange / offices / convenience retail / gateway square

Location:

The Walk/A4046

Size:

NA

Ownership:

Local Authority

Current Use:

Highway / vacant / St Johns Ambulance Hall

Access:

A4046

Access Objectives:


• Opportunity to provide improvements due to reduction of traffic associated with the proposed PDR

• Improve safety and reduce conflict between different users

• Simplify arrangements for pedestrians and provide a link to The Works

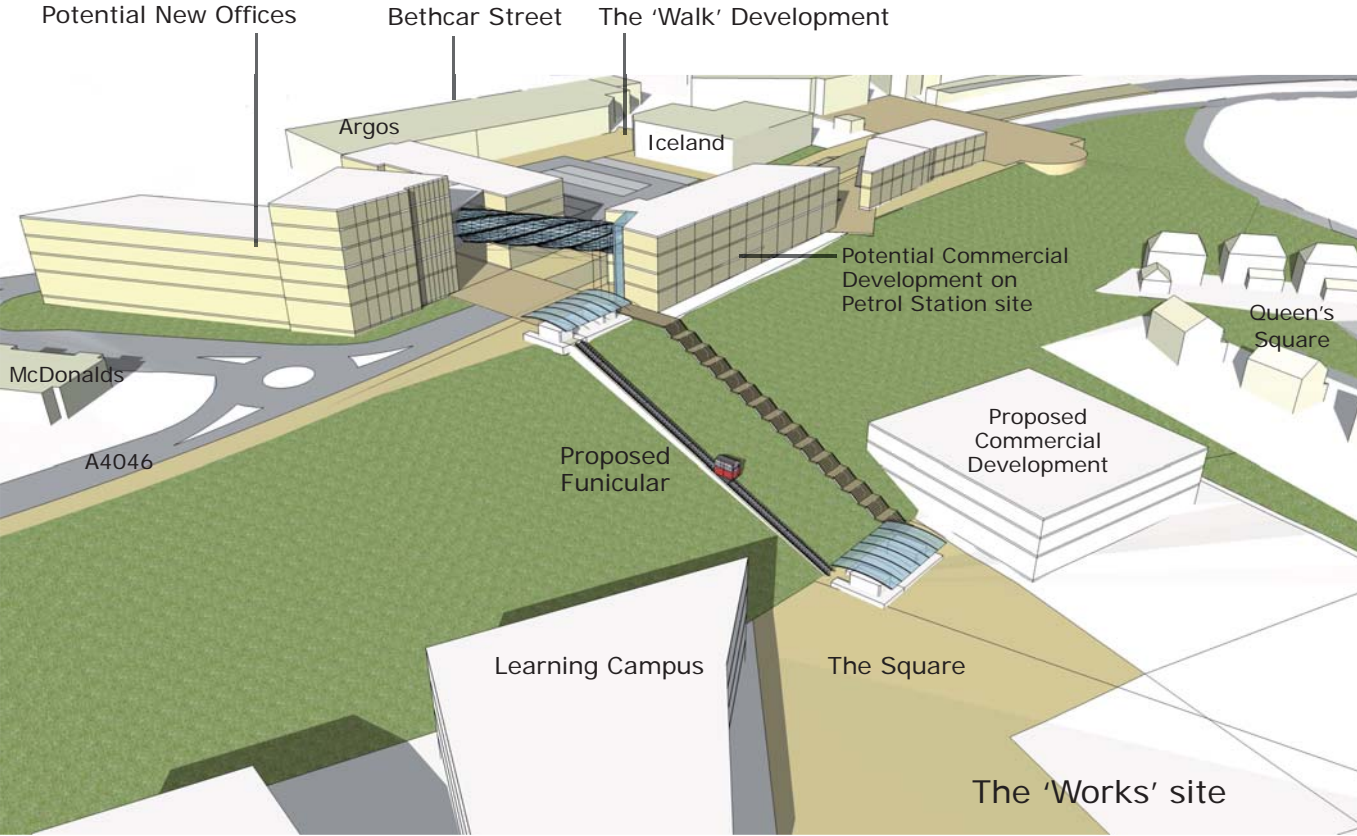
• Provide a safe and well designed bus / taxi interchange

Strategic Location



Sustainable Development Objectives:

Business Investment	Provides town centre retail location and increases viability of town centre locations.
Local Economy	Continues viability of town centre with increased footfall.
Local Employment, Training & Education	The increased retail provision would be expected to provide increased employment opportunity within the town centre.
Local Community	Brings offices and associated community interaction through employment to the town centre increasing exposure and accessibility.
Community Facilities	Brings offices and associated community interaction through employment to the town centre increasing exposure and accessibility
Physical Landscape	Provides a framework for further town centre improvements and removes existing unattractive buildings which are unsympathetic to the Bethcar Street streetscape
Local Townscape	The scale of proposed development would accord in scale to the existing town centre and support the progression of the town. Does not interact directly with existing listed buildings, but recognises the value of existing buildings on Bethcar Street, such as the bank.
Low Carbon Community	Encourages public transport with modernised facilities and functionality. Promotes and responds to connections with The Works and the Rail link. Modern building standards will reduce carbon emissions over existing buildings.
Public Transport, Walking & Cycling	Project provides modernised and user friendly public transport facilities.



Delivery Context:

Introducing new offices to the Town Centre will bring more activity to the centre and will help to sustain the economic performance of the town. Potential further development to the east of the A4046 gives the opportunity to enhance the mix and quality of retail and commercial floor space in the town. Recent market enquiries indicate that there is interest in the town and capacity for further comparison retailing.

A key part of the delivery of this project will be the enhancement of the A4046 for pedestrian movement.

The option has been developed to minimise land acquisition and maximise integration with The Works site.

Market Context:

The proposal relies upon Council owned land and does not require site acquisition.

Delivery Programme Priority:

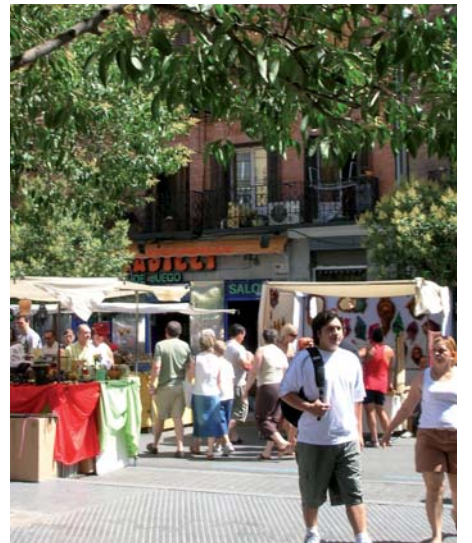
Medium to long term.

Town Centre Projects

Site 1: Southern Gateway continued



Indicative Sketch of Proposals



Precedent Images

Town Centre Projects

Site 2: Market Square

Potential Use:

Redesigned junction arrangement with improved pedestrian movement facilities. Also potential for retail/A3/mixed use

Location:

A4046/Libanus Road

Size:

NA

Ownership:

Mixed

Current Use:

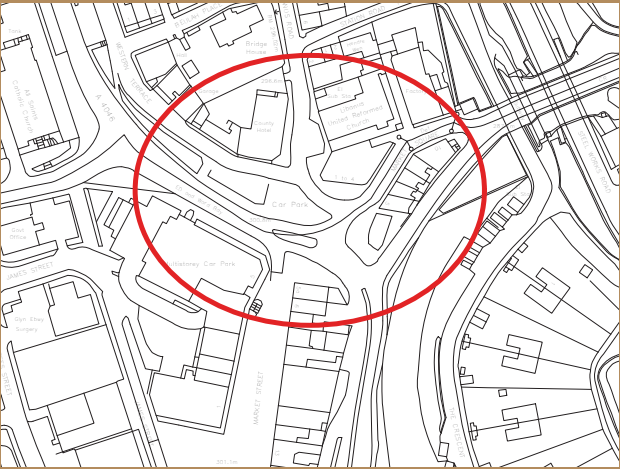
Vacant / highway / retail

Access:

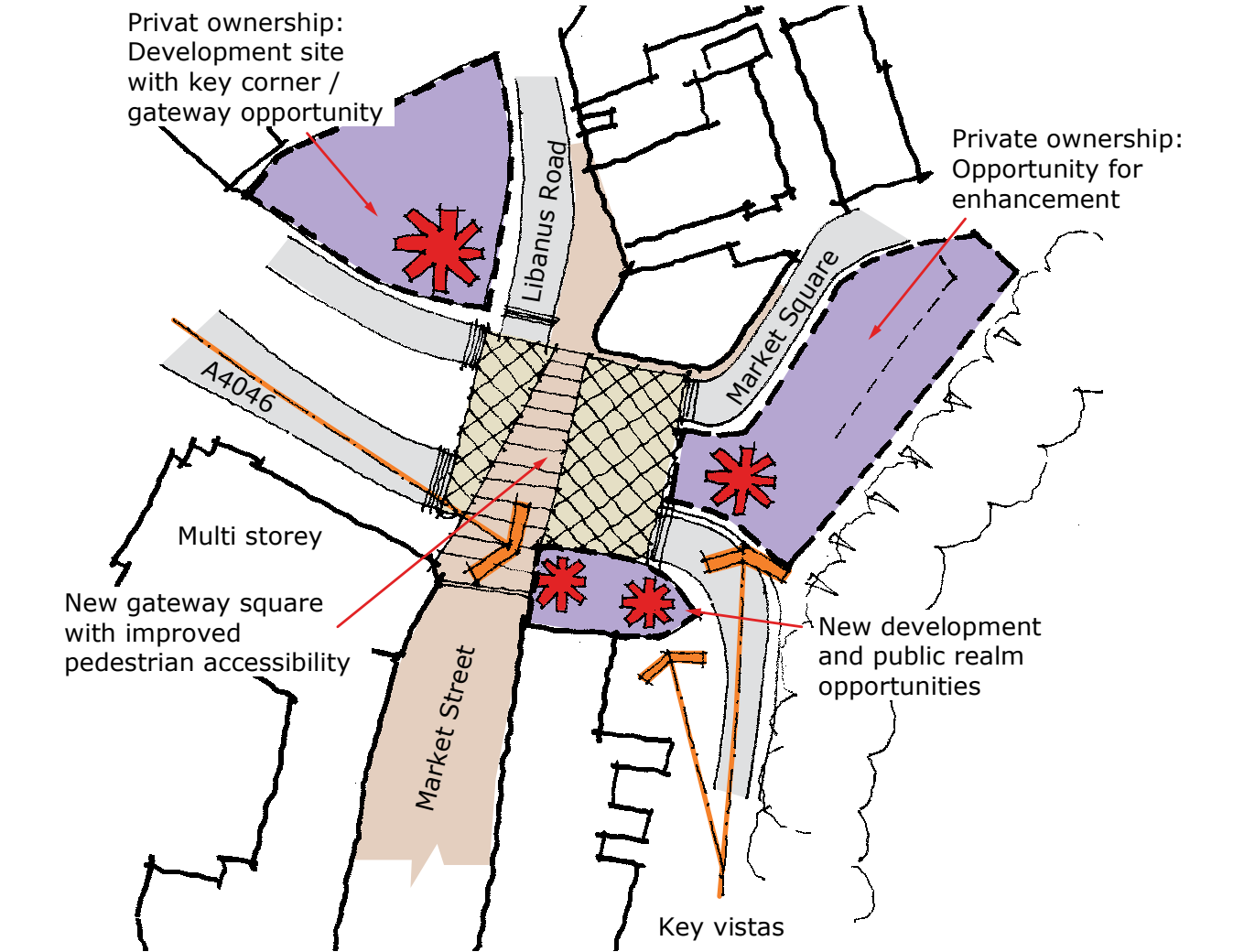
A4046 Junction

Access Objectives:

- To improve pedestrian access into the town centre from the north
- To provide an upgraded northern gateway into the town and remove the currently confusing junction arrangement
- To reduce the severance affect of the A4046 in this area of the town centre



Site Location



Indicative Potential Proposals

Delivery Context:

Important gateway sites situated adjacent to the core retail area. The delivery priority is to achieve a more appropriate road layout and connection from the North to Market Street.

Market Context:

The sites are in separate ownerships. There is no immediate development potential. Other uses such as car parking, office space, health and residential would suit and benefit the town. These sites could accommodate occupiers displaced from elsewhere such as the Job Centre.

Delivery Programme Priority:

Medium to longer term. Post delivery of new highway layout following PDR implementation.



Sustainable Development Objectives:

Business Investment	Enhancement to public realm and public access through the town centre will increase viability of the town centre. In addition, the orientation of Market Square allows for development plots and improved frontage around the northern section of the town centre providing increased opportunity for investment.
Local Economy	This project will be a key link between the development of the northern corridor and the town centre. It will provide a key function in the permeability of the site and ensure that the value of increased residential development around the town centre is maximised.
Local Community	This project will be a key part in enhancing the functionality and vitality of the town centre and will facilitate the wider accessibility of the town centre to a broader range of the existing and proposed community.
Community Facilities	This project will be a key part in enhancing the functionality and vitality of the town centre and will facilitate the wider accessibility of the town centre to a broader range of the existing and proposed community. In conjunction with the southern gateway this project will have a positive influence on the accessibility and range of public transport opportunities in Ebbw Vale.
Physical Landscape	This project would aim to deliver an improved townscape to the northern section of the town centre.
Health and Wellbeing	This project will be a key part in enhancing the functionality and vitality of the town centre and will facilitate the wider accessibility of the town centre to a broader range of the existing and proposed community.
Public Transport, Walking & Cycling	This project would be progressed in accordance with the southern town centre projects to facilitate easier transport movements and would work with the delivery of the gateway project to ensure key pedestrian links to the town centre are maintained.

NORTHERN CORRIDOR PROJECTS

These projects support the future development of the Town Centre, and capitalise upon development opportunities presented by the relocation of some facilities to The Works.

The projects align with the overarching sustainability objectives and seek to deliver:

- A focus of residential development in close proximity to the Town Centre;
- A central hub for future commercial leisure activities;
- An opportunity to develop a mix of employment types with good links to the A465 and the surrounding environs;
- Good interaction with the infrastructure network and an overarching network of green links;
- Complementary mix of uses to The Works site and the Town Centre.

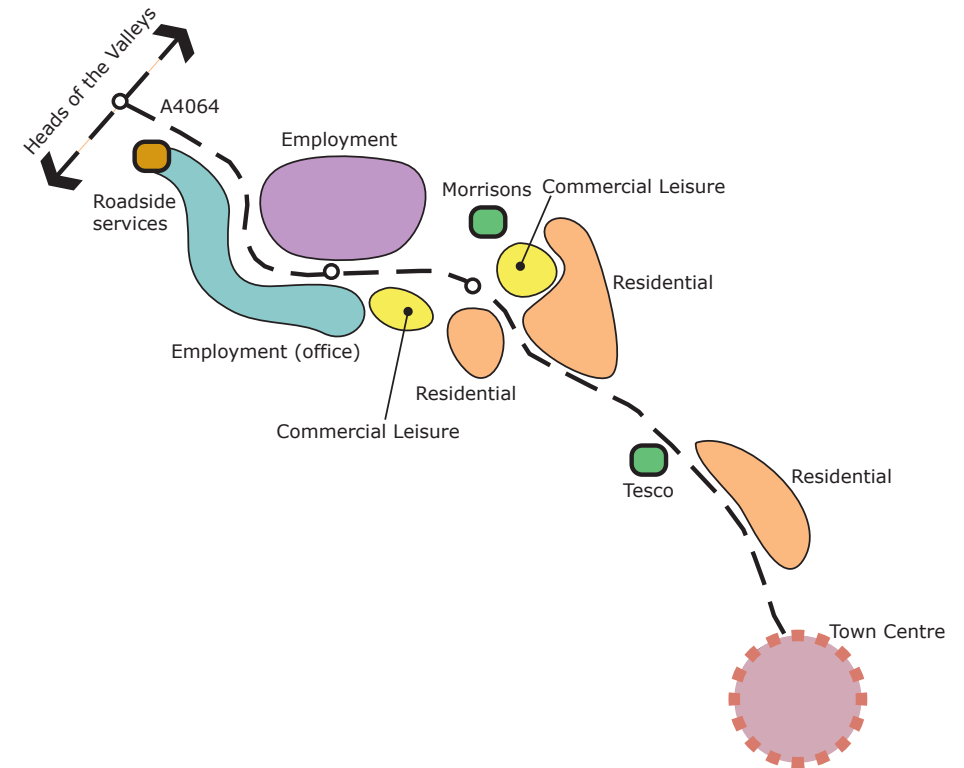


Figure 6.1 Northern Corridor Concept

Northern Corridor Projects

Site 1: Civic/Leisure Centre Area, west of Cemetery Road

Potential Use:

Residential (180 - 240 units)

Location:

Existing Civic / Leisure Centre Area, west of Cemetery Road

Size:

4.02 hectares

Ownership:

Local Authority

Current Use:

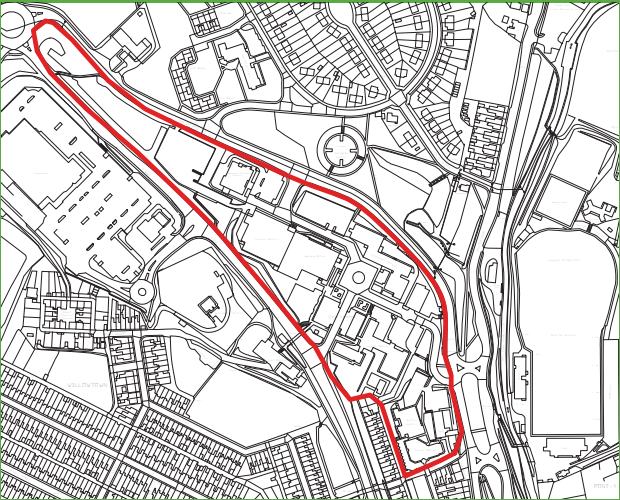
Civic Centre, Leisure Centre, Health Centre, Job Centre, Christian Centre, vacant land

Access:

Existing access off A4046

Access Objectives:

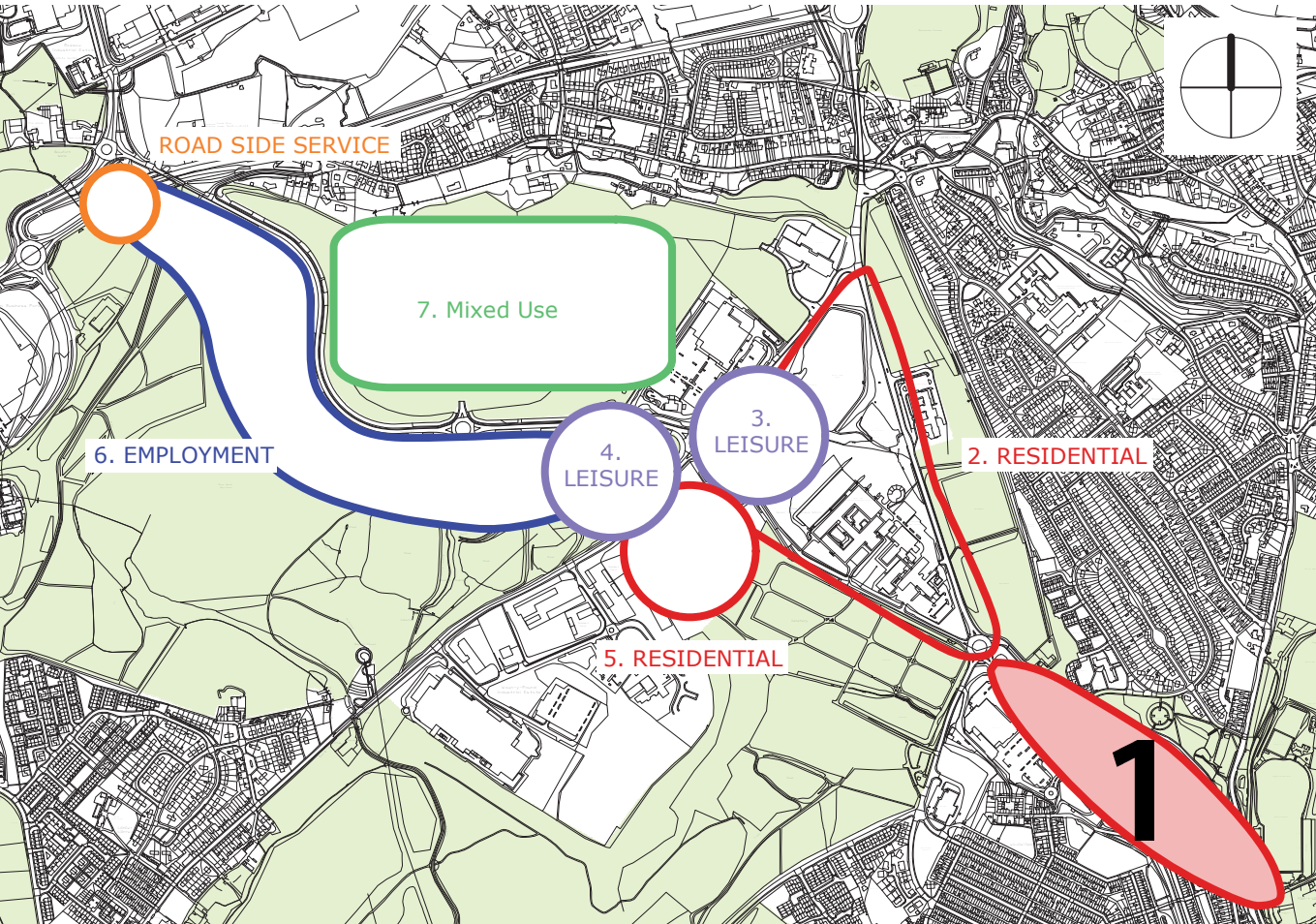
- Improve pedestrian / cycle links to town centre.
- Provide public transport access.
- Improve pedestrian access across College Road.
- Any proposed internal site layout should allow for the integration of public transport with a slow design speed to facilitate safe and comfortable pedestrian movement.



Site Location

Sustainable Development Objectives:

Local Economy	Location of housing within closest proximity to the town centre intended to generate the greatest economic benefits from residential housing demands within Ebbw Vale
Housing Stock	Housing delivered will be driven by required design standards, including Code for Sustainable Homes level 4 minimum requirements
Local Townscape	Proposed development would replace existing buildings with an improved quality of building in this location and enhance connectivity between existing residential and the town centre.
Public Transport, Walking & Cycling	Proximity of residential properties to the town centre and the associated facilities is intended to decrease the need for private vehicular transport.
Flooding & Water Resources	Development is outside the floodplain and detailed design will provide an opportunity to improve existing drainage regime.



Land Use Context

Delivery Context:

The redevelopment of this site is as a consequence of other projects rather than a project in itself. The redevelopment is related to the proposed relocation of the Leisure Centre to The Works and the possible longer term relocation of the Civic Centre. Following demolition this leaves vacant plots.

Council Administrative functions are currently dispersed around a variety of offices within Blaenau Gwent, some of which are no longer fit for purpose and/or have significant operational costs. The Council are currently undertaking a Workplace Transformation Study in order to inform the most effective accommodation arrangements are provided to service Blaenau Gwent into the future. The re-location of the Civic Centre is predicated on the outcome of this study. The Workplace Transformation Study results, alongside this project proposal, will have to be reviewed to ensure a best value sustainable approach is taken to the delivery of Council facilities throughout Blaenau Gwent. Whilst the long-term possibility of re-locating the Civic Centre in the Town Centre will bring activity to the Centre and help to sustain the performance of the town, it is recognised that the Workplace Transformation Study may identify differing arrangements.

Market Context:

Situated close to the HoV, Tesco and the Town Centre residential interest is likely but timing in terms of the release of other sites will need to be managed. Value will be reduced by demolition costs and site preparation.

Delivery Programme Priority:

Delivery priority is subject to BGCBC Workplace Transformation Study. Recommended as medium to long-term priority

Northern Corridor Projects

Site 2: School/College & Rhyd-y-Blew Reservoirs Area

Potential Use:
Residential (470-600)

Location:
Existing School / College / Lewis Land

Size:
13.4 hectares

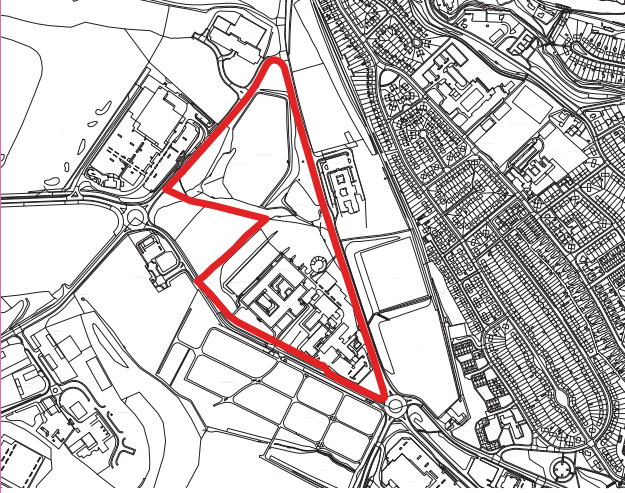
Ownership:
Local Authority / Lewis / Coleg Gwent

Current Use:
School / College / Vacant

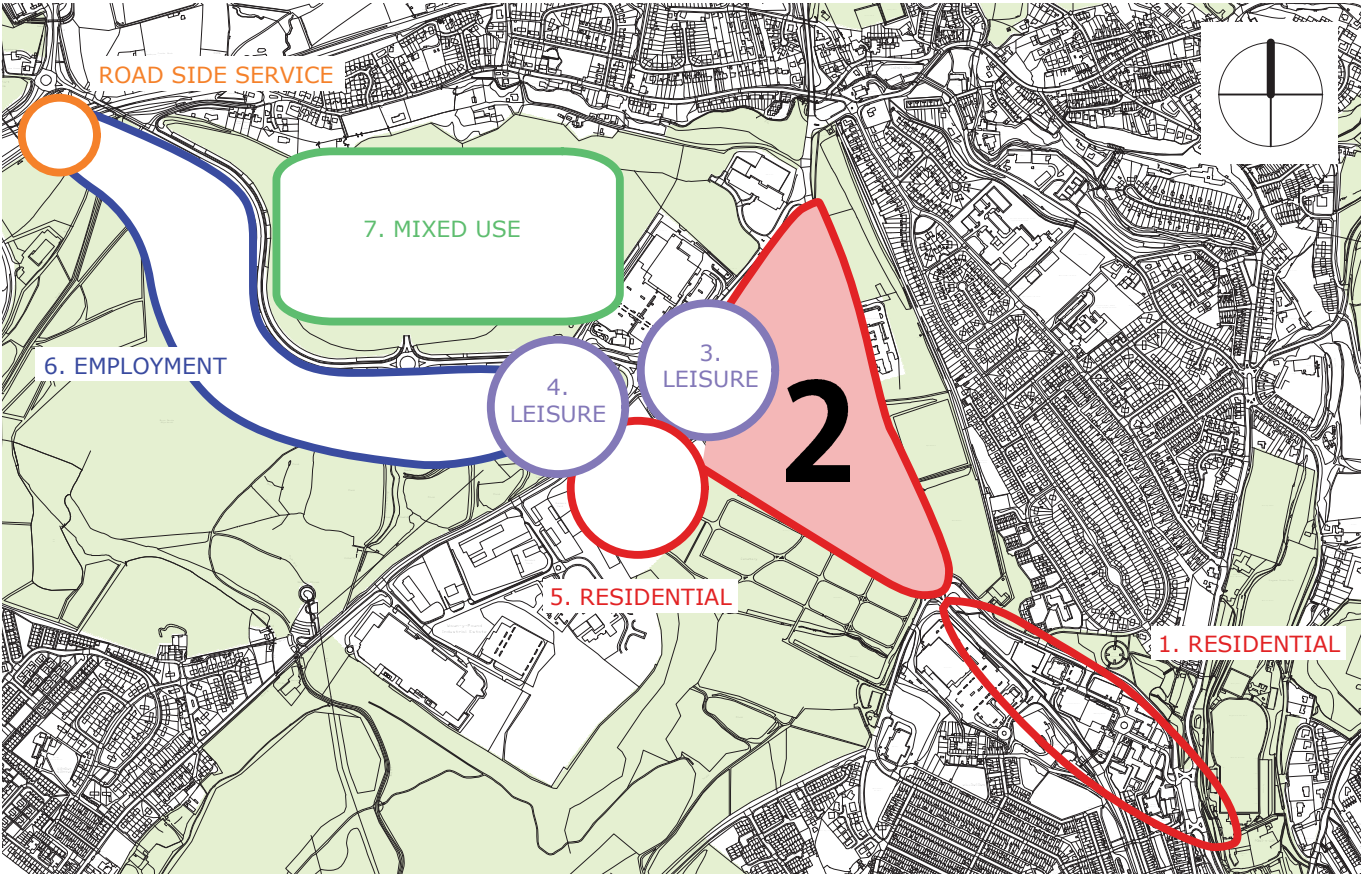
Access:
Five access points off the A4046

Access Objectives:

- Improve pedestrian / cycle links to town centre.
- Provide public transport access.
- Improve pedestrian access across College Road.
- Any proposed internal site layout should allow for the integration of public transport with a slow design speed to facilitate safe and comfortable pedestrian movement.



Site Location



Land Use Context

Delivery Context:



Relocation proposals and utilisation of a vacant site create the opportunity to bring forward development. This would form an important part of the wider mixed use of the Northern Corridor. Given part BGCBC ownership there is some scope to transfer funds to other projects. The Council is currently investigating options for capacity improvements to Cemetery Road Roundabout. An initial appraisal of options has identified likely land take from within Site 2. The Council will need to ensure a collaborative approach to development of both infrastructure and regeneration plans to ensure that a comprehensive solution in terms of land use and development is taken to get the best out of the road network and available land.

Market Context:

A well located site close to the HoV road and Morrissions, but in quite an open elevated position. Would have residential potential but value will reflect position and the cost of demolition in part.

Delivery Programme Priority:

Medium Term
(Lewis land could be developed in the short term subject to sensitive consideration of likely adjoining land uses).



Sustainable Development Objectives:	
Local Community	Housing provides effective community integration of the existing residential areas of Glyn Coed and Rassau and provides an opportunity for a strong community infrastructure through the area with access to the proposed commercial leisure facilities.
Housing Stock	Housing delivered will be driven by required design standards, including Code for Sustainable Homes level 4 minimum requirements on public sector land and encouraged on private sector plots.
Community Facilities	Residential development would provide an improved infrastructure network to enhance vehicular and non-vehicular movements and access to facilities. Residential development in close proximity to the commercial leisure facilities.
Health and Wellbeing	Health benefits in relation to improved walking and cycling environment and potential improved air quality.
Biodiversity	Ecological survey and detailed understanding of this site required prior to development. Proposals should maintain existing green corridors, such as hedgerows, tree lines and drainage corridors.
Local Townscape	The development of this project site would utilise previously developed land and result in the removal of existing outdated buildings such as the school and the college.
Public Transport, Walking & Cycling	Public transport provision will be introduced in close proximity to all new residential property connecting existing and proposed employment areas with the residential areas.
Flooding & Water Resources	There will be an increase in hard surface as a result of development on the current open space around the school. The development is outside of the floodplain and there will be an opportunity in the detailed design to maintain existing run off rates within the constraints of ground conditions.

Northern Corridor Projects

Site 3: Land North of the School

Potential Use:

Mixed use: Commercial leisure and associated A3 uses (combined with site 4)

Location:

Existing School

Size:

2.1 hectares

Ownership:

Local Authority

Current Use:

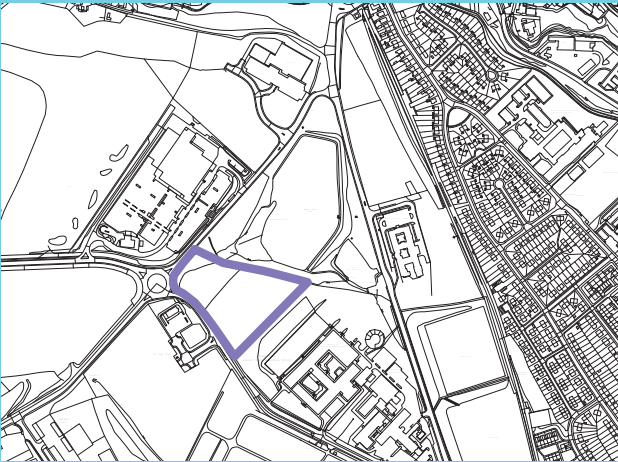
School / Vacant

Access:

Existing access off A4047

Access Objectives:

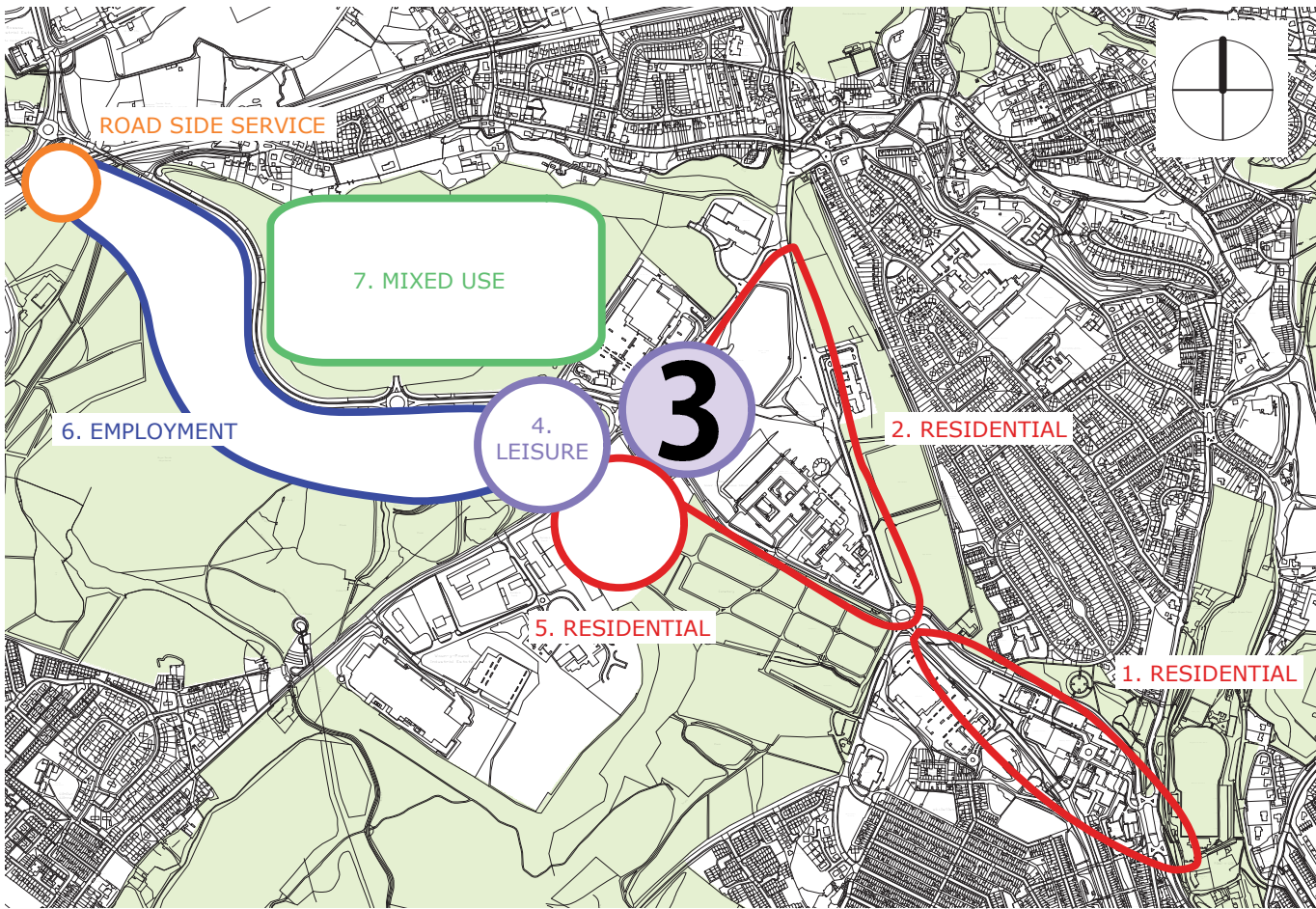
- Ensure good pedestrian access to, from and through the site
- Provision of a regular public transport service
- Car parking is to be sensitively designed to avoid visual impact and achieve integration
- Significant design effort to reduce impact and severance effect of existing roundabout junction in order to unite site with site 4



Site Location

Sustainable Development Objectives:

Business Investment	Commercial leisure facility responds to public consultation aspirations. Develops the economic sectors available to Ebbw Vale and opportunities for inward investment.
Local Economy	The introduction of commercial leisure would be a new market sector to Ebbw Vale and would stimulate a wide range of employment opportunity to the region.
Local Employment, Training & Education	Commercial leisure will generate an alternative employment opportunity within the local economy which is not currently available within Ebbw Vale.
Tourism Economy	Provision of commercial leisure facilities would provide additional infrastructure required to support a growth in “stay over” visitors and extend the duration of stay.
Local Community	Provision of facilities in response to previous community consultation and it is hoped that a central location of the northern corridor will provide a hub point for the community within this area.
Community Facilities	This project would provide key facilities for the community.
Physical Landscape	These facilities will be central to the northern corridor and located at a key modal point on the transport network. It is important that the facilities provided are of a high quality design.
Local Biodiversity	Opportunities to increase and maintain the connectivity between Waun-y-Pound and the retained areas of Rhyd-y-Blew SINC should be integrated into the development of this area.
Public Transport, Walking & Cycling	The provision of effective public transport and safe cycle parking and access will be an important opportunity within this location.
Flooding & Water Resources	The development is outside of the flood plain, effective development of the drainage design will be required.
Waste & Recycling	Waste management protocol to be introduced to minimise waste production and maximise recycling.



Land Use Context

Delivery Context:

Reliant upon achieving vacant possession this site could form a central part of the wider Northern Corridor. This site together with sites 4 and 5 is at the heart of the Northern Corridor. There is already a restaurant located at the roadside of site 5. Together the delivery of development focussed at this roundabout would create very strong image and leisure destination. The leisure element is a long term aspiration and will need to respond to market demand.

Market Context:

Situated on the roundabout the site is highly visible. Subject to market capacity in terms of current leisure provision elsewhere this site could compliment the employment and residential development proposed elsewhere in the Northern Corridor and to the South at The Works.

Delivery Programme Priority:

Longer term.



Northern Corridor Projects

Site 4: Land South of Bryn-serth Road (1)

Potential Use:

Mixed use: Commercial leisure and associated A3 uses (combined with site 3)

Location:

Off Bryn-serth Road or A4047

Size:

2.5 hectares

Ownership:

Newbridge Estates

Current Use:

Vacant

Access:

Potential to access off Bryn-serth Road or A4047

Access Objectives:

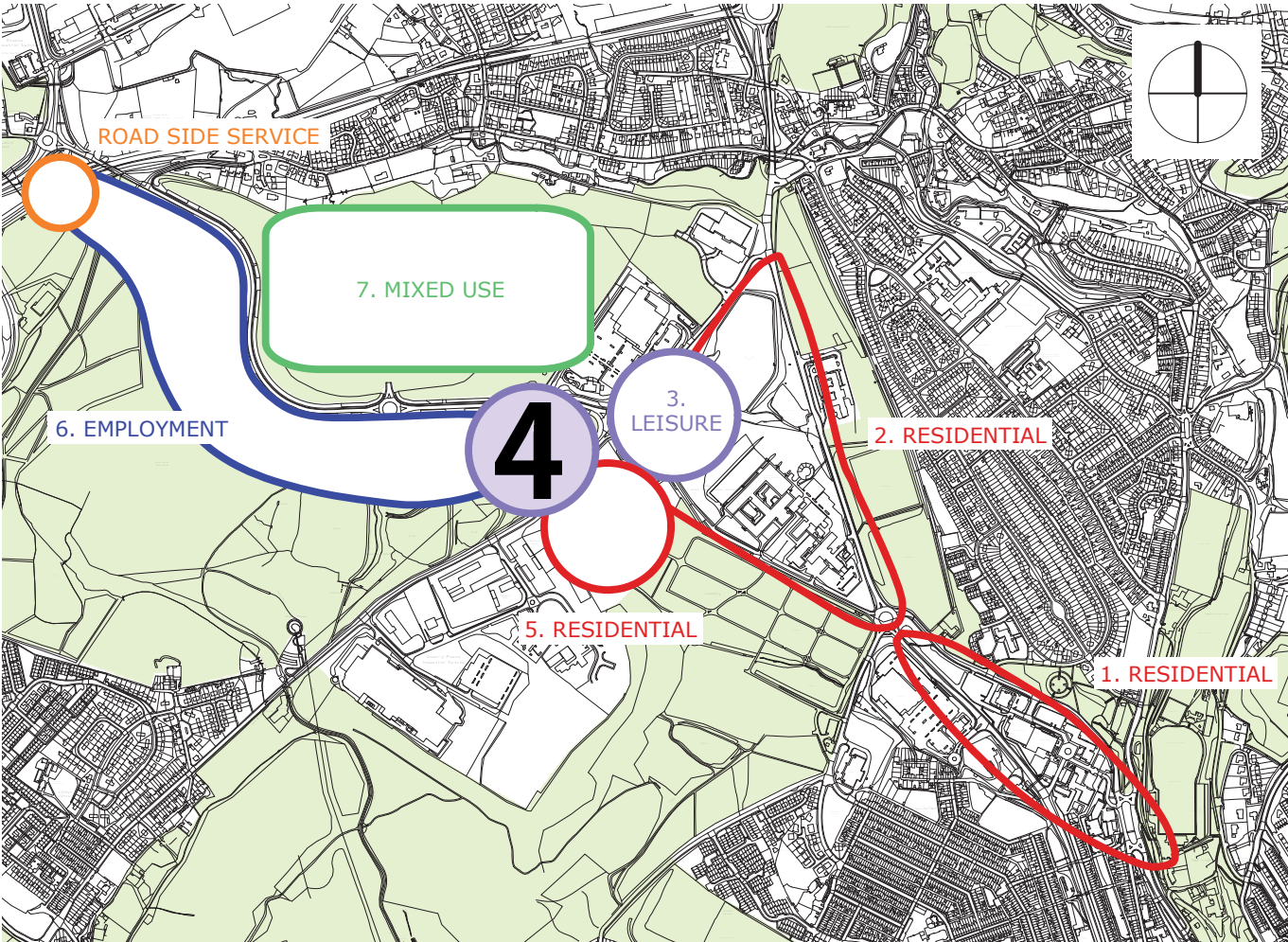
- Ensure good pedestrian access to, from and through the site
- Provision of a regular public transport service
- Car parking is to be sensitively designed to avoid visual impact and achieve integration
- Significant design effort to reduce impact and severance effect of existing roundabout junction in order to unite site with site 3



Site Location

Sustainable Development Objectives:

Business Investment	Commercial leisure facility responds to public consultation aspirations and represents a development of the economic sectors available to Ebbw Vale and an opportunity for inward investment.
Local Economy	The introduction of commercial leisure would be a new market sector to Ebbw Vale and would stimulate a wide range of employment opportunity to the region.
Local Employment, Education & Training	Commercial leisure will generate an alternative employment opportunity within the local economy which is not currently available within Ebbw Vale.
Tourism Economy	The provision of commercial leisure facilities would provide the additional infrastructure required to support a growth in “stay over” visitors and extend the duration of stay.
Local Community	Provision of facilities in response to previous community consultation and it is hoped that a central location of the northern corridor will provide a hub point for the community within this area.
Community Facilities	This project would provide key facilities for the community.
Physical Landscape	Facilities will be central to the northern corridor and located a key modal point on the transport network. It is important that the facilities provided are of a high quality design.
Biodiversity	Opportunities to increase and maintain the connectivity between Waun Y Pound and the retained areas of Rhyd-y-Blew SINC’s should be integrated into the development.
Public Transport, Walking & Cycling	The provision of effective public transport and safe cycle parking and access will be an important opportunity within this location.
Flooding & Water Resources	The development is outside of the flood plain, effective development of the drainage design will be required.
Waste & Recycling	Effective waste management protocol need to be introduced in the commercial leisure facilities.



Land Use Context

Delivery Context:

An immediately available site forming part of a wider leisure opportunity at the centre of the Northern Corridor. The leisure element will need to respond to market demand; as such effective integration and flexibility around the boundary with Site 6 may be required to achieve the overall site objectives. This is currently considered possible as the sites are in single land ownership.

Market Context:

As per site 3 the market is dependent upon the increase in population and activity in and around Ebbw Vale.

Delivery Programme Priority:

Longer term.



Northern Corridor Projects

Site 5: Land West of Waun-y-pound Road

Potential Use:

Residential (130 - 165)

Location:

Off Waun-y-pound Road adjacent to KFC

Size:

3.7 hectares

Ownership:

Newbridge Estates

Current Use:

Vacant

Access:

Potential to access off Waun-y-pound Road and A4047

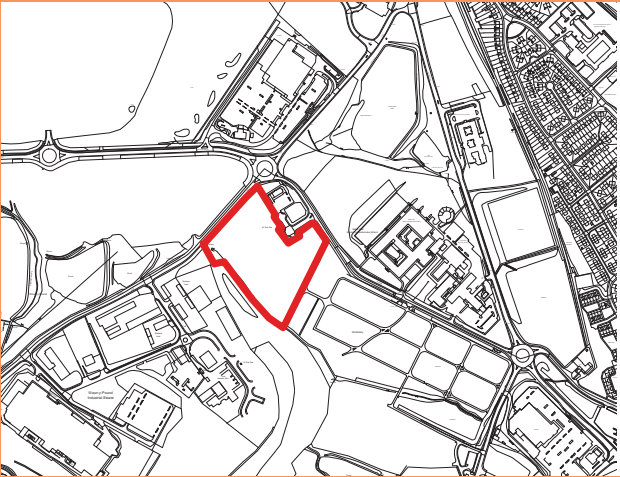
Access Objectives:

•

Need to, through good design, reduce the severance affect and impact of Beaufort Road

•

The site should be designed to appear as part of site 2 and not a separate 'island' development



Site Location

Sustainable Development Objectives:

Housing Stock	Housing delivered will be driven by required design standards, including Code for Sustainable Homes level 4 minimum requirements as an aspiration.
Community Facilities	Residential development would provide an improved infrastructure network to enhance vehicular and non-vehicular movements and access to facilities. The residential development will be in close proximity to the commercial leisure facilities and will assist in ensuring the sustainability of these operations.
Health & Wellbeing	Improved housing stock and infrastructure work will enhance ability to move throughout area by non vehicular options, with beneficial health benefits in relation to walking and cycling and improved air quality.
Local Biodiversity	Ecological survey and detailed understanding of this site will be required prior to development. Proposals should maintain existing green corridors, such as hedgerow treelines and drainage corridors. This site is in close proximity to the Waun Y Pound SINC site and opportunities for providing connectivity through this site should be explored to ensure the enhancement of biodiversity throughout the region.
Local Townscape	The development of this project site would utilise previously developed land and provide greater context to the existing building in this area.
Public Transport, Walking & Cycling	Public transport provision (stops and services) should be introduced in close proximity all new residential property, this will be essential to ensure the on-going sustainable development through the area, connecting existing and proposed employment areas with the residential areas.
Flooding & Water Resources	The development is outside of the floodplain and there will be an opportunity in the detailed design to maintain existing run off rates within the constraints of ground conditions within the drainage regime.

Land Use Context

Delivery Context:


An immediately available site, which could help kick start development across the wider Northern Corridor. Site is in single ownership. If delivered early, the site would set the character of the area, therefore high quality design is required.


Market Context:


A more sheltered location wedged between the adjacent industrial estate and the cemetery. The site has an attractive position if orientated to the south and integrated with site 2.

Delivery Programme Priority:

Short term.







Northern Corridor Projects

Site 6: Land South of Bryn-serth Road (2)

Potential Use:

Road side services to the north, adjacent to A465 with remainder as employment.

Location:

Adjacent to Bryn-serth Road

Size:

18 hectares

Ownership:

Newbridge Estates

Current Use:

Vacant

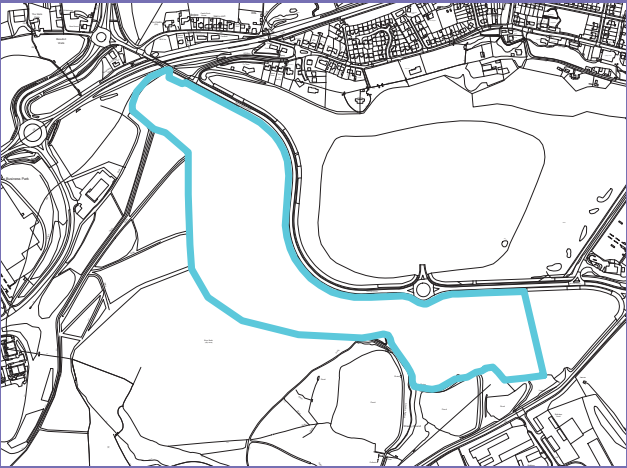
Access:

Existing access off roundabout on Bryn-serth Road. Potential to provide additional access off Bryn-serth Road.

Access Objectives:

Limit number of access points onto Bryn Serth Road in order to control potential congestion

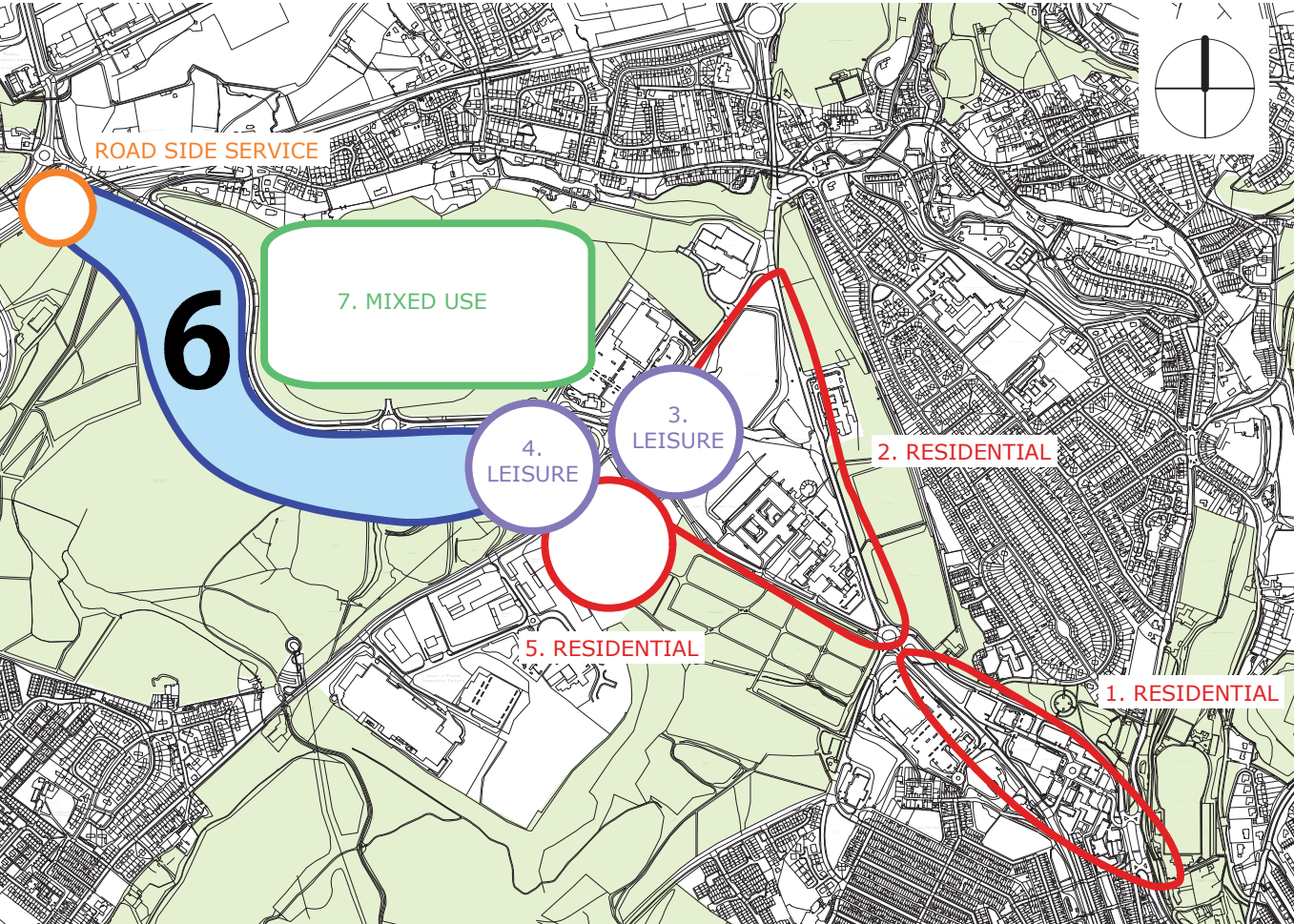
Provide pedestrian and cycle links direct to the proposed leisure and residential to the east



Site Location

Sustainable Development Objectives:

Business Investment	This site is currently in private ownership and the progression of employment space would be a positive inward investment into Ebbw Vale. The proposed land use provides opportunity for inward business investment with good access to the A465 in the near future.
Local Economy	The Bryn-Serth development would provide key employment opportunities in the Ebbw Vale area.
Local Employment, Training & Education	This project would be a key employment centre for both Ebbw Vale and the wider area. In particular utilising the proximity of the site to the A465.
Local Community	There are key opportunities for the interaction of the site with Bryn Serth Park. Plans are progressing for a visitor centre close to this site.
Health & Wellbeing	The proposed development includes access through to the Bryn Serth Ponds and the proposed visitor centre which will provide additional outdoor space for residents and workers.
Physical Landscape	The development of Bryn Serth must be undertaken within the known environmental constraints of the site and sensitively accommodate and enhance the valuable ecological features to the south. It would be beneficial if the site is able to provide ecological linkages to Rhyd-y-Blew.
Local Biodiversity	Bryn Serth is a SINC and development must be sensitive to this designation. The functionality of Bryn Serth within the wider environmental context of Rhyd-y-Blew and Bryn Bac Parc must also be considered.
Public Transport, Walking & Cycling	The provision of effective public transport and safe cycle parking and access will be an important opportunity in this location.
Flooding & Water Resources	The development is outside of the flood plain, effective development of the drainage design will be required.
Waste & Recycling	Effective waste management protocol should be introduced in the employment facilities.



Land Use Context

Delivery Context:

A large site in single ownership, which could complement the development of site 7, Rhyd-y-Blew. Integration with site 4 should help pull the Northern Corridor together as a cohesive area.

Market Context:

The site is more suited to smaller scale employment development as part of a larger employment and leisure offer.

Delivery Programme Priority:

Medium term.



Northern Corridor Projects

Site 7: Rhyd-y-Blew

Potential Use:
Employment

Location:
Adjacent to Bryn-serth Road

Size:
26.5 hectares

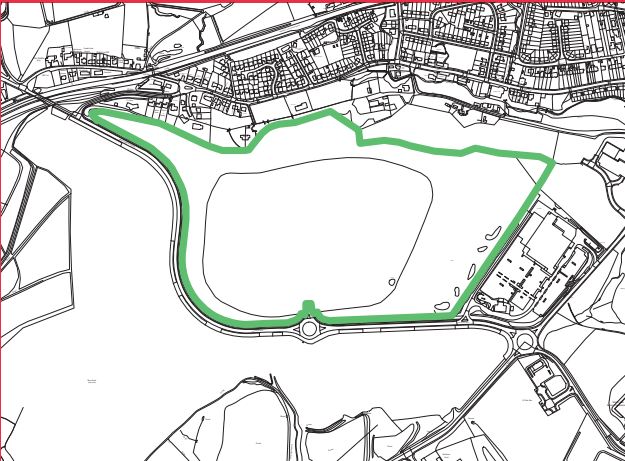
Ownership:
Welsh Assembly Government

Current Use:
Vacant reclaimed site

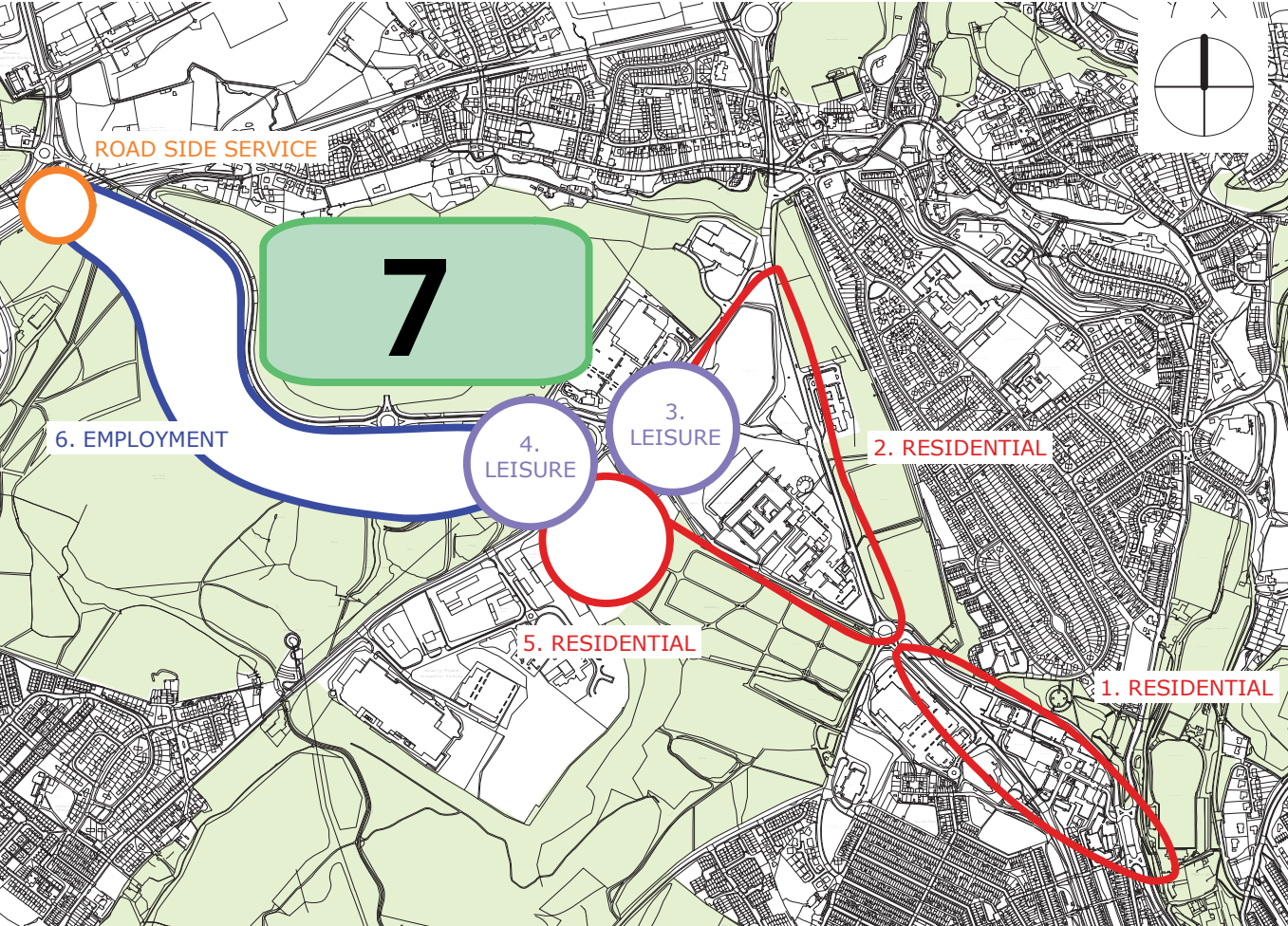
Access:
Existing access off Bryn-serth Road

Access Objectives:

- Utilise spur off existing roundabout
- Ensure pedestrian linkages through the site to the existing housing in the north is retained
- Ensure any pre-development infrastructure retains maximum potential development flexibility



Site Location



Land Use Context

Delivery Context:


Delivery is enhanced by public ownership and the potential availability of convergence funding. This would enable the site to be serviced and made available. The development of this site together with sites 1, 2 and 5 begins to achieve the critical mass, which will ensure the Northern Corridor is brought forward.

Market Context:

This is a very large site that offers the potential to accommodate a variety of employment generating uses. The site is elevated and could form the visible destination for the Northern Corridor.

Delivery Programme Priority:

Short to medium term.



Sustainable Development Objectives:

Business Investment	Rhyd-y-Blew intends to provide a specific investment opportunity with good access to the realigned A465.
Local Economy	The development would aim to provide key employment opportunities in traditional employment industries of the area and also emerging employment opportunities
Local Employment, Training & Education	Rhyd-y-Blew would be a key employment centre for both Ebbw Vale and the wider area utilising the proximity of the site to the A465.
Local Community	There is a limited development footprint available so it is key to ensure that space provides maximum potential for community interaction. There are key opportunities for interaction with Bryn Serth Park.
Health & Wellbeing	It should be a key aim of development to provide access to recreational facilities which can be used by employees, visitors and residents alike.
Physical Landscape	The development must be undertaken within the known environmental constraints of the site and sensitively accommodate and enhance valuable ecological features of the site.
Local Biodiversity	Rhyd-y-Blew is a SINC so any development must be sensitive to this designation. The functionality of Rhyd-y-Blew within the wider environmental context of Bryn serth and Bryn Bach Parc must also be considered.
Public Transport, Walking & Cycling	The provision of effective public transport and safe cycle parking and access will be an important opportunity in this location.
Flooding & Water Resources	The development is outside of the flood plain, effective development of the drainage design will be required.
Waste & Recycling	Effective waste management protocol need to be introduced in the employment facilities.

7.1 REVISED ROAD NETWORK

In parallel with this study, a transport study (North Ebbw Vale Access Strategy) is being undertaken to assess the infrastructure needs to provide optimum route capacity. The draft preferred option from the transport study has been reviewed and integrated as the infrastructure requirement of the Northern Corridor Sustainable Regeneration Framework.

As these plans progress through further development it is important to recognise that further refinement in the details of both studies will be required to ensure that a comprehensive approach in terms of land use to get the best out of the road network and development potential. The integration of the two studies as currently set out is shown in Figure 7.1. It is understood that the infrastructure improvements works are currently in draft format and require further consultation and working with BGCBC.



Figure 7.1 Integration of Draft Preferred Option Route Alignment with the Northern Corridor

7.2 IMPROVED PUBLIC TRANSPORT, PEDESTRIAN AND CYCLE LINKS

The provision of effective public transport infrastructure will be key to the success of the Northern Corridor and its ability to support the Town Centre. The proposed PDR would reduce the traffic flows along the A4046 within Ebbw Vale Town Centre opening up potential opportunity to regenerate and reconfigure the existing bus station arrangement as proposed in the Southern Gateway Project. The provision of effective pedestrian and cycle network would be a requirement in the delivery of a sustainable community.

Additionally, there is an opportunity to provide a network of green links between the Northern Corridor sites to allow the effective integration of the Sites of Interest for Nature Conservation (SINC) and other key habitat areas such as Bryn Bach Parc and the Brecon Beacons National Park. It would be the aspiration to combine these features throughout the Northern Corridor.

Figure 7.2 sets out the key strategic green links. Of particular importance is the north-south link to the east of the corridor that will facilitate non-vehicular access to the Town Centre through Northern Corridor Project Site 1 and Town Centre Project Site 2. This route could be further developed as a stand-alone project.



Figure 7.2 Northern Corridor Strategic Green Links

SECTION

08

STUDY AREA PROGRAMME

In the development of the overall programme there is a need to consider the interaction of the projects in terms of the availability of land, the provision of revised infrastructure projects and managing land use supply to ensure sustainable regeneration over a period of time. In addition, flexibility needs to be maintained in order that developments can respond to funding or market opportunities and the aspirations of private landowners. Hence an approach to programming and phasing has been taken which seeks to assign delivery priorities as opposed to a fixed programme, and these comments are provided on the project sheets. The outline programme below provides an overview of these priorities.

PROJECTS	PROJECT SHEET	PROGRAMME PRIORITY	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Town Centre Projects													
Southern Gateway Development	Town Centre Site 1	Medium Term											
Bus Interchange	Town Centre Site 1	Medium Term											
Potential Redevelopment of High Street	Town Centre Site 1	Long Term											
Market Square Project	Town Centre Site 2	Medium Term											
Northern Corridor Projects													
Civic Centre/Leisure Centre Area: Residential	Northern Corridor Site 1	Medium/Long Term											
College and School Land: Residential	Northern Corridor Site 2	Medium Term											
Land North of School: Commercial Leisure	Northern Corridor Site 3	Long Term											
Rhyd-y-Blew Reservoir: Residential	Northern Corridor Site 2	Short Term											
Bryn Serth: Employment	Northern Corridor Site 6	Short Term											
Bryn Serth: Commercial Leisure	Northern Corridor Site 4	Medium/Long Term											
Waun-y-Pound: Residential	Northern Corridor Site 5	Short Term											
Rhyd-y-Blew: Employment	Northern Corridor Site 7	Shore/Medium Term											
Key Infrastructure Projects													
Infrastructure Works: Libanus Road		Medium Term											
Infrastructure Works: Cemetery Road Roundabout		Medium Term											
Infrastructure Works: A4047/College Road and A4046/Beaufort Road Junctions		Short Term											
Green Infrastructure		Short Term											
Key External Projects													
Perimeter Distributor Road (The Works)													
College and School Relocation and Opening at The Works													

Project Development Period



Project Implementation Period



Project Driven by Private Sector



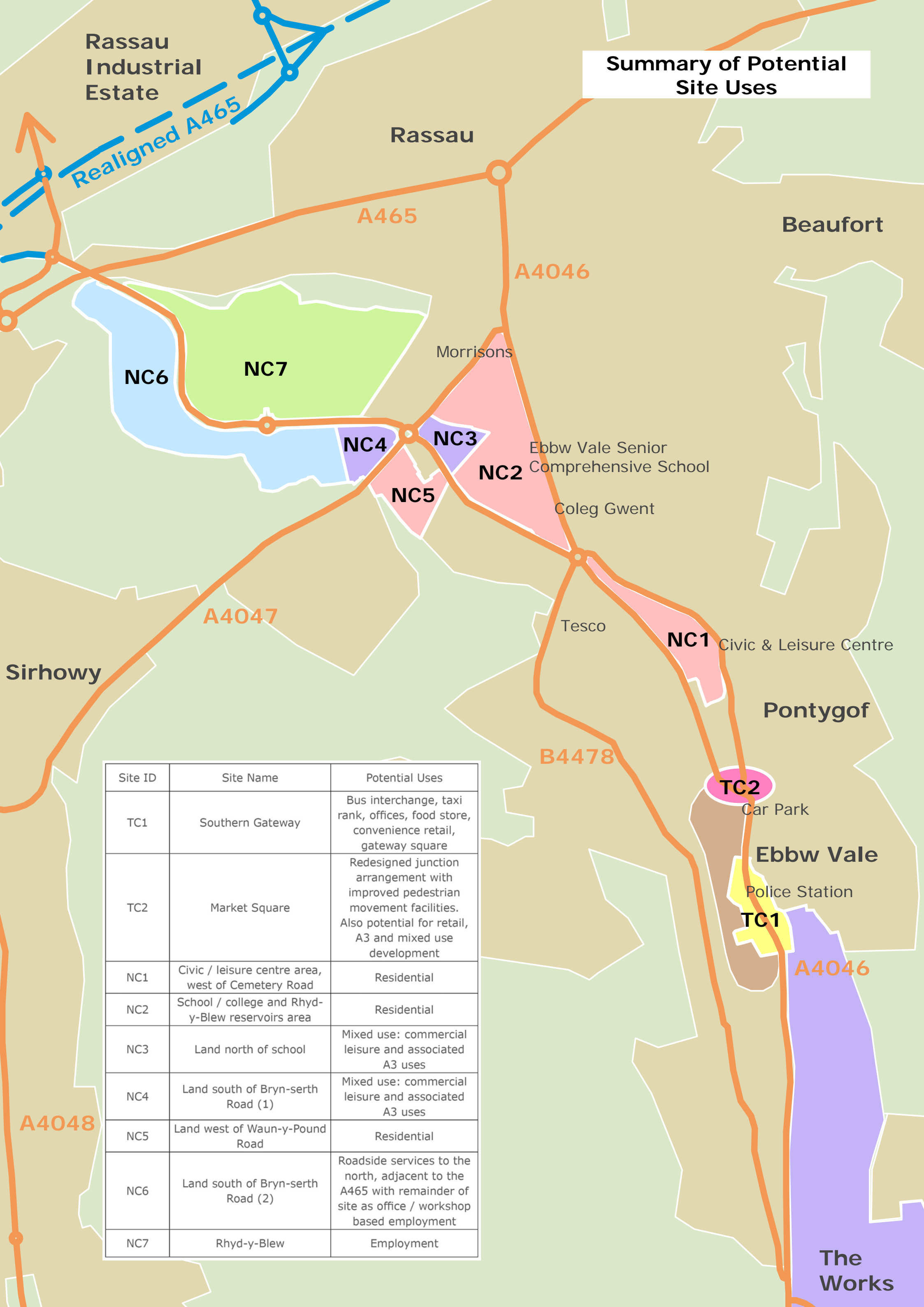
The attached map provides an overview of the regeneration proposal defined through this framework and the connections with the ongoing regeneration at The Works. This plan represents the holistic regeneration for Ebbw Vale.

This framework brings together a wide range of private and public sector land and identifies a number of interlinked project opportunities which, when taken forward, will support the holistic regeneration of Ebbw Vale.

The framework sets out the guidance and principles against which the private sector should seek to deliver their plots in the area. In relation to the public sector, it is recognised that a number of the proposals are interlinked and that there will be a requirement for a range of funding mechanisms to be utilised in order to ensure the delivery of the 'projects'.

It is recommended that the Sustainable Regeneration Framework should form part of an overall Investment Programme for Ebbw Vale, to include The Works site. This will ensure investors, public and private, understand the extent of investment taking place in Ebbw Vale and how the various projects complement each other. Besides private sector investment (including section 106), potential sources include:

- WAG: capital funding
- WAG: Town Centre Improvement Grants (TIGs).
- Blaenau Gwent County Borough Council
- BGCBC (Prudential borrowing)
- Income from land receipts
- Convergence funding
- Targeted match funding
- WAG: Development Funding (Welsh Investment Strategic Partnership, Dragon, Welsh Industrial Partnership)
- Heritage Lottery



As defined by the brief, the team undertook a review of the potential viability of Joint European Support for Sustainable Investment in City Areas (JESSICA) as a mechanism to support the identified projects.

A series of meetings were held with WAG's JESSICA team, including a joint walkover in the Town Centre. In the interests of deliverability, JESSICA favours intervention in individual projects, as opposed to area-wide strategies. The Civic Centre proposal was initially attractive as a JESSICA project, but civic uses proved to be ineligible for funding. At present, it is unclear whether JESSICA's requirement for a secure financial return on its investment is compatible with the challenging market conditions prevailing across the Heads of the Valleys.

Following much consideration, the team concluded that creating a single financial model and delivery vehicle for the entire study area would not be practicable due to the diversity of activities, land ownerships and types of development. The problems associated with bringing all of the ownerships, constraints and financial and legal issues together into one development entity would outweigh the potential benefits. Hence the financial modelling undertaken to underpin the proposals has adopted a simpler approach, by analysing the individual projects and proposals put forward by this study. This is presented in a separate report, prepared by DTZ.

Delivering the proposals set out in this framework will require leadership, partnership, resources and focus. It is considered that the establishment of a BGCBC led Delivery Board or Partnership would merit consideration and would facilitate a structured approach to proactively engaging with the key third parties and landowners in the area.

The delivery of the site specific projects has been considered throughout the development of this framework. The following identifies aspects of this assessment which will influence how the framework is taken forward by BGCBC:

The Southern Gateway

- Provides significant opportunity for Town Centre regeneration;
- Needs BGCBC to complete the Workplace Transformation Study, to achieve a preferred option status to determine if this site is a possible location for the long-term relocation of Council offices and to fully define the building requirements;
- It is understood that funding for improvements to the bus and taxi interchange is available. Projects taken forward utilising this funding should be delivered within the full context of this framework;
- The delivery of the PDR is an important part of the overall success of the overall Town Centre Improvements; and

Market Square

- Delivery of project is dependent on the delivery of the PDR;
- Scheme will be highways/pedestrian access led to have most positive effect on the Town Centre;
- All development plots identified should be taken forward around the preferred highways arrangement;
- Private sector landowners will need to be engaged in the development/redevelopment of plots; and
- Grant funding in relation to streetscape and shop frontage may be available in order to deliver this project.

Civic and Leisure Centre Area, West of Cemetery Road

- The release of part of this site relies on the results of the Workplace Transformation Study and the Council's desire to rationalise and modernise its accommodation. Council administrative functions are currently dispersed around a variety of offices within Blaenau Gwent, some of which are no longer fit for purpose and/or have significant operational costs;
- Whilst the site is in majority Council ownership, existing long leases and wider public sector ownerships will need to be resolved;
- Site development will be influenced by potential on site abnormalities, including potential demolition costs; and
- There is potential to reduce overall site into phased plots, to allow better interaction with wider the wider framework projects.

School/College and Rhyd-y-Blew Reservoirs

- Site availability dependent on the relocation of facilities to The Works;
- Land availability affected by potential infrastructure works to Cemetery Road Roundabout. Co-ordinated design approach required to gain best value;
- Rhyd-y-Blew reservoir land is in private landownership, wider framework presents opportunity for land to be developed in synergy with surrounding uses; and
- Site development will be influenced by potential on site abnormalities, including potential demolition costs.

Land North of School and Land South of Bryn-Serth Road (1)

- The delivery of a successful commercial leisure hub development

in this area will be dependent on the effective delivery of junction interchange that accounts for the surrounding uses and associated movements

- Sections on land allocated for Commercial Leisure are in both public and private ownership.
- Commercial Leisure is considered to be important in providing a mix of community facilities in Ebbw Vale, although it may be some years before market conditions are favourable.

Land West of Waun-y-Pound Road

- Delivery programme dependent on private sector land owner.

Land south of Bryn-Serth Road (2)

- Delivery programme dependent on private sector land owner.

Rhyd-y-Blew

- Land in the ownership of the Welsh Assembly Government
- Funding for infrastructure to the site currently being sought

This Sustainable Regeneration Framework provides a defined set of projects that can be implemented and delivered throughout the study area during the life of the LDP, to 2021. The projects seek throughout to adopt and promote a best practice, holistic approach to sustainable regeneration, and build on the momentum that has been created by The Works.

Having established the framework and the key projects, the focus needs to turn to delivery. Recommended next steps include:

General

- Finalise the strategy for and commence consultation on the framework recommendations.

Town Centre Projects**Southern Gateway Town Centre**

- In light of the findings of the Workplace Transformation Study, identify if there are any office requirements for this site and exactly what these will entail.
- Development of detailed design and financial modelling of the agreed building area.
- Progress outline planning application and land assembly.
- Progression of The Works learning link within the masterplan area to be developed in conjunction with project design brief.
- The public transport interchange works should be progressed in advance if possible to capitalise on available funding.

Market Square Town Centre

- Development of a detailed design brief to ensure consistency of materials and approach.
- Delivery of a formal planning framework against which the development can come forward at the appropriate time in conjunction with PDR.

Northern Corridor Projects

- Progression of highways infrastructure, including public transport provision) proposals in conjunction with the design framework to ensure a co-ordinated approach to framework delivery.
- Design briefs and development/disposal strategy to be progressed in accordance with the framework sustainability objectives for the plots in public ownership.