

TOWN LINKS STUDY EBBW VALE



Prepared on behalf of ERM for
BLAENAU GWENT
COUNTY BOROUGH COUNCIL &
WELSH ASSEMBLY GOVERNMENT

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TOWN LINKS STUDY

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1.0 INTRODUCTION

The Town Links Study is an urban design study of the links between the steelworks site and the wider connections within Ebbw Vale. With reference to the sustainability objectives for The Works site, the study will look at long-term physical regeneration of the town and future uses, promote walking and cycling as alternative modes of transport to private vehicle use, and consider recreational activities, landscape and biodiversity issues.

The Town Links Study has been carried out in conjunction with the ongoing development of the masterplan and regeneration of the town, and looks at both short and medium term scenarios as well as long-term aspirations. This is to identify not only local improvements to the public realm, but also to highlight sites within the study areas that are of strategic significance to the regeneration of Ebbw Vale.

Context

The former steelworks at the bottom of the valley is currently an isolated site. Despite being the economic heart of the region, the site was physically separated from the town with few entry and exit points, resulting from the operational logic of the plant, and reinforced through the topography of the site.

The closure of the steelworks and development of the new masterplan provide the opportunity to fundamentally change the historic patterns of movement and settlement. Besides creating a new community within the existing town, The Works masterplan creates new links into the site, stitching together the hills on either side. This will impact on the historic setting of frontages and views, shifting the focal point of the town to the previously avoided site.

Objectives

The main objective for this study is to improve the public realm of the links to the masterplan site. The aim is to facilitate walking and cycling for everyday purposes such as shopping, bringing children to school and visiting friends and relatives, as well as for leisure activities. This is to assist a fundamental change towards more sustainable and healthier travel choices in Ebbw Vale. Promoting and enhancing these links could support the social cohesion between the communities in both the existing and new developments.

Further objectives for the links are to improve their legibility, beauty, safety, biodiversity and landscape. They should form gateways to the town and create new development opportunities for Ebbw Vale.

The key objectives for the links are:

- To promote walking and cycling
- To connect the existing town with The Works
- To enhance the landscape and biodiversity
- To create legible gateways
- To create safe walking and cycle routes to schools

The study

The study is split into several study areas. Each area has a different character, extent and role, resulting in the need for individual approaches and solutions to achieve the objectives.

The study areas are:

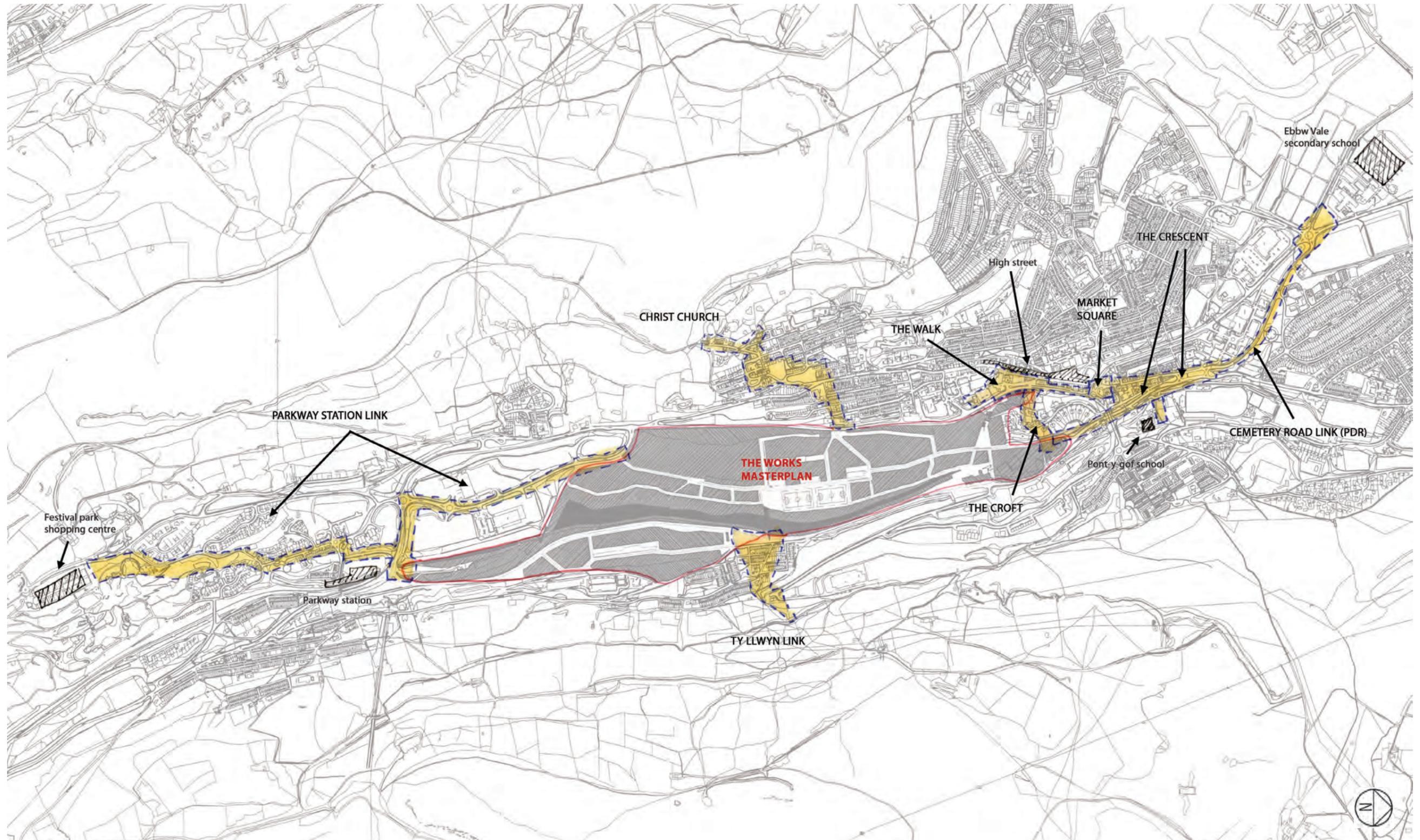
1. **The Walk:** This is the urban link from the town centre to the new urban centre of The Works, including the A4046 where it bypasses the town centre.
2. **Market Square:** A key junction in the centre of Ebbw Vale where the main approach routes of Ebbw Vale meet.
3. **Cemetery Road (PDR):** An out-of-town route that forms the gateway to both Ebbw Vale centre and The Works.
4. **The Croft & The Crescent:** The Croft is a pedestrian link from The Works to the town centre. The Crescent covers the school run to Pont-y-Gof school from both The Works and Ebbw Vale Libanus Road.
5. **Christ Church & Ty Llwyn:** A green link connecting both sides of the valley through the masterplan site.
6. **Parkway Station & Festival Park:** Arrival point and link from Festival Park to the southern end of The Works.

After an initial analysis, the proposals for the different study areas will identify options for improving routes and opportunities for redevelopment. These options will show the implications of different solutions. After establishing key desire lines and nodes within the public realm, the scheme design will propose improvements in the public realm, landscaping, locations for public art, key frontages and development opportunities depending on the specific character and requirement of the area.

The proposals will be supported through design principles that can be applied creatively in all study areas. Part of these design principles is specifying the use of the Design Code developed for The Works masterplan.

The proposals do not take constraints such as statutory services and traffic data into account.

General site plan



Executive summary

This report is an urban design study on how to improve the physical links between Ebbw Vale and The Works masterplan site. It identifies six areas between the town and the site that will become key links between the two as the masterplan comes to fruition. Each area comprises different uses and has different urban characters. Options to improve these areas in terms of pedestrian and cycle movement, quality of the public realm and biodiversity and amenity value are presented. It also addresses the changes in movement patterns that will come about as a result of the new Peripheral Distributor Road (PDR), including the movement pattern along this road and how it will affect the existing A4046.

The study contains specific guidance to coordinate designs for short and long-term interventions. Depending on the nature of the proposals, some aspects can be implemented immediately, or can be carried out incrementally over a period of time – such as improvements to lighting and signage, whilst others form the starting point for further consultation, testing and detailed design.

The study is split into the following sections:

- Analysis;
- Design Principles;
- Aims and Proposals; and
- Appendix.

This report is not final: Three of the areas have been taken forward and are subject to separate detailed highway design proposals. These are likely to affect the urban design aspirations set out in this document. These areas are: The Walk, Market Square and Cemetery Road.

The study findings and proposals for the six areas are summarised below.

Analysis

Analysis of the areas showed that they all suffered from high levels of neglect and poor maintenance of the public realm, inclusive of any hard and soft landscaping present. For example, dense and overgrown vegetation, untended grass, broken street furniture and paving are all commonplace. However, the majority of the issues relating to maintenance are relatively easy to solve, for example, through a rigorous maintenance regime and clear responsibilities being defined. These are key to achieving early and noticeable wins in the upgrading of the public realm of in the town.

Design Principles

There are a number of reoccurring problems in the areas that can be addressed by following certain design principles. Common problems identified in the analysis include poor lighting and signage. Poor lighting will be a more important issue on routes that experience higher levels of

usage following the implementation of The Works, whereas signage will be important in all places as a result of the increase in visitors to the town. The study sets out the design principles that can be applied across all the areas to address these common problems.

The Walk

The Walk is the link from the town centre to the new urban centre of The Works and includes parts of the A4046, the potential of which is focused on after the PDR is built. At present, there is no cohesion between the masterplan site and Bethcar Street (the main shopping street in the town centre), despite their proximity. However, the opportunity exists for substantial change in this area, turning the town centre from an inward looking high street with inactive frontages facing the steelworks site into a new gateway, embracing and overlooking the valley and The Works masterplan. Three different options have been developed for The Walk, according to different levels of intervention. All of the options include traffic calming to the A4046 and improved public transport facilities; however, they vary in terms of the significance of the intervention for the link between the masterplan and Bethcar Street. As the options for The Walk cover a wider area and affect several sites, they need to be tested further in terms of planning, viability, statutory services and landownership.

Market Square

Market Square is one of the key junctions in the centre of Ebbw Vale and it is where the main approach routes of Ebbw Vale meet. It is a traffic-dominated environment surrounded by underused and partly derelict buildings. The opportunity to improve Market Square will present itself once the PDR is built, allowing different highway arrangements and releasing further areas for development. The aims for this site are to consolidate existing plots, provide frontage and enclosure to the public realm and improve the pedestrian environment. The proposals presented for Market Square are a starting point for further design work, as this highly constrained site requires a thorough design approach.

Cemetery Road

Cemetery Road is an out-of-town route that provides access to both Ebbw Vale town centre and The Works masterplan site. This road will become part of the PDR and will be subject to significant changes. The proposals presented in the study focus on a landscape framework for the road, and highlight pedestrian desire lines and potential cycle lanes. It also explores options to change the gyratory at Libanus Road into a staggered junction.

The Croft and The Crescent

The link of the Croft is a leafy and quiet pedestrian walkway from The Works masterplan site to the town centre. The main improvements to this route presented in the study are to lighting and signage. The Crescent covers the way to Pont-y-Gof primary school from Libanus Road and

The Works. Improvements to this link concentrate on making it more pedestrian and cycling friendly in order to encourage walking and cycling to school. The proposal also highlights potential areas for public art and feature lighting, which can be used to support local identity and heritage.

Christ Church & Ty Llwyn

This link is an important recreational route, which connects to the wider walking and cycling network on the valley slopes through the masterplan site. The proposals for Christ Church not only identify improvements to the public realm and landscape but they also address sites which are subject to change, in terms of frontage, alignment, the use of the Design Codes for The Works, and potential parking arrangements. Within this study area are also sites that are of strategic significance to the main objective of creating a more direct connection between Ebbw Vale and The Works. In these cases, more rigorous public control may be appropriate in order to achieve the design aspirations presented in this document. The analysis for Ty Llwyn revealed a development, which is mainly intact and the proposal concentrates on signage and public realm improvements.

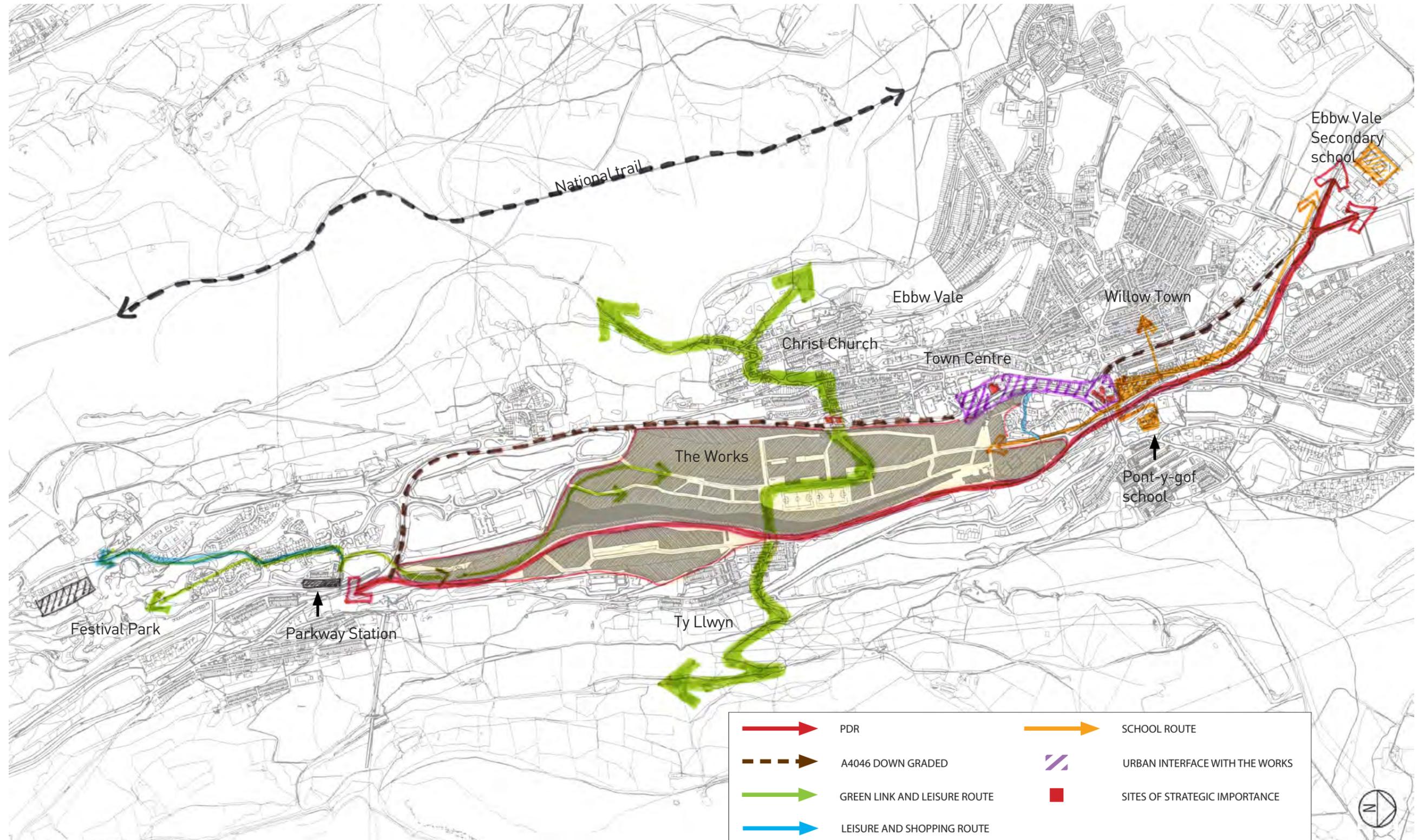
Parkway Station & Festival Park.

Parkway Station is the gateway to Ebbw Vale for recreational visitors and people going to Festival Park shopping centre. It forms part of a 'green chain', consisting of the station, the adjacent Festival Park, Wetland Park and Rural Link. The study identifies relevant crossing points of the A4046 and where signage is required to assist way-finding and making the routes safer. The report concludes that Victoria Park, as a relatively new and affluent development, does not require any further investment within the merits of this study. On the other hand, it has accepted that alternative routes along Festival Drive are not to be progressed due to it being a commercial estate, which must cater for large vehicle movement and has low levels of natural surveillance.

The proposals presented in this study vary widely in terms of scale, levels of intervention and time-scale, depending on their various characters and functions. A table at the end of each study area provides an overview of the interventions, their rationale, levels of financial and physical intervention, threats and phasing. The phasing is considered in conjunction with the phases of The Works masterplan. In cases of high levels of financial investment or proposals that affect land in private ownership, funding and planning mechanisms must be explored shortly so as to stay within the time-frame of the masterplan phases.

Together with The Works masterplan and the momentum it generates for the regeneration of Ebbw Vale, the Town Link Study presents an opportunity to overcome long-lasting disconnection of different parts of the town. It also lifts the appearance and amenity value of key public realm, which should play an important role in attracting visitors and investment to Ebbw Vale and improve the quality of life for existing residents.

General site plan: Summary



2.0 TOWN LINKS ANALYSIS

In the course of the project an analysis of urban design and movement issues has been undertaken. This has been informed by consultations, site visits and meetings with stakeholders. A review of existing reports and documents has also been undertaken. The detailed documentation of the analysis can be found in appendix of this report. The analysis has identified the problems, the potential and the assets that need to be addressed through the concept design.

2.1 The Walk

The Walk will form part of the key pedestrian connection between the Works site, at the top of the proposed Learning Link, and Gateway Square to Bethcar Street, in Ebbw Vale Town Centre. Starting at Gateway Square, the route crosses the A4046, goes up steps to a level about 1m above the A4046 and runs alongside the frontage to Iceland superstore, which faces a private car park. The Walk then goes along a pedestrian passage between the side elevation of the office and the stepped elevation of retail premises. At Bethcar Street, a roofed 'pavilion' marks the entrance to The Walk. The Walk is well maintained.

The survey area also includes the area to the north of Gateway Square where an existing taxi rank and bus stops are located along the A4046, and a further pedestrian route links into Bethcar Street.

The area of the taxi rank is characterised by a building line at a sharp angle to Bethcar Street and rear elevations of buildings backing onto this area. This is the legacy of a former rail track crossing Bethcar Street and continuing to James Street. The taxi rank is poorly overlooked and dominated by the poor quality environment of the service yard of the Iceland store.

The area of the A4046 is dominated by the highway and lined with inactive rear facades of buildings. The area lacks enclosure, active frontage, and pedestrian crossings. It is accessed from the high street by a narrow and daunting alleyway, adjacent to a public toilet block. The block is out of date and reportedly a hot spot for anti-social behaviour.

The Walk: Pictures



A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- 'The Walk' is a fairly well maintained and has good levels of pedestrian activity during store opening hours;
- Upgrade of Bethcar Street.

Weaknesses

- Steps between A4046 and car park hidden in shrubs and not DDA compliant;
- No pedestrian crossing on desire line across A4046;
- Route is not legible – there are no landmarks to suggest it links to Bethcar Street;
- Route along edge of Iceland store dominated by car parking and blank façade of store;
- Low quality pedestrian environment along A4046 between Gateway Square and bus and taxi interchange with building rears fronting these areas;
- Bleak and dark alley between Bethcar Street and bus interchange;
- Car-pedestrian conflicts at taxi rank;
- Litter and poor waste storage at the taxi rank;
- Drug taking and anti-social behaviour at the rear of the toilet block;
- Toilet block out of date;
- Clutter and poor signage.

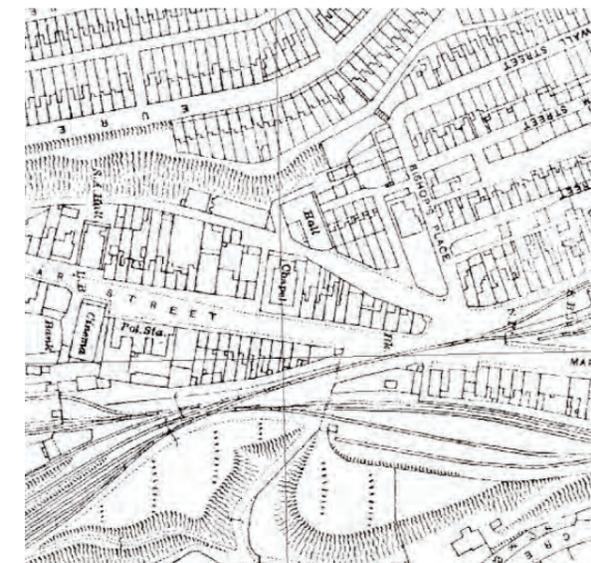
Opportunities

- Improved pedestrian crossings on A4046 to be addressed in Gateway Square design;
- Enhance footpath along car park and add ramp at the stairs to improve facilities for pram and wheelchair users;
- Reduce carriageway of A4046 after downgrading;
- Improve pedestrian routes and public realm along A4046;
- Extensions and rear development along A4046;
- Relocate bus interchange to improve interchange facilities with rail and taxi passengers;
- Improved lighting and signage;
- Comprehensive redevelopment between 2 and 32 Bethcar street to create new direct route to the high street;
- Rebuild toilet block;
- Waste management and storage facilities at taxi rank.

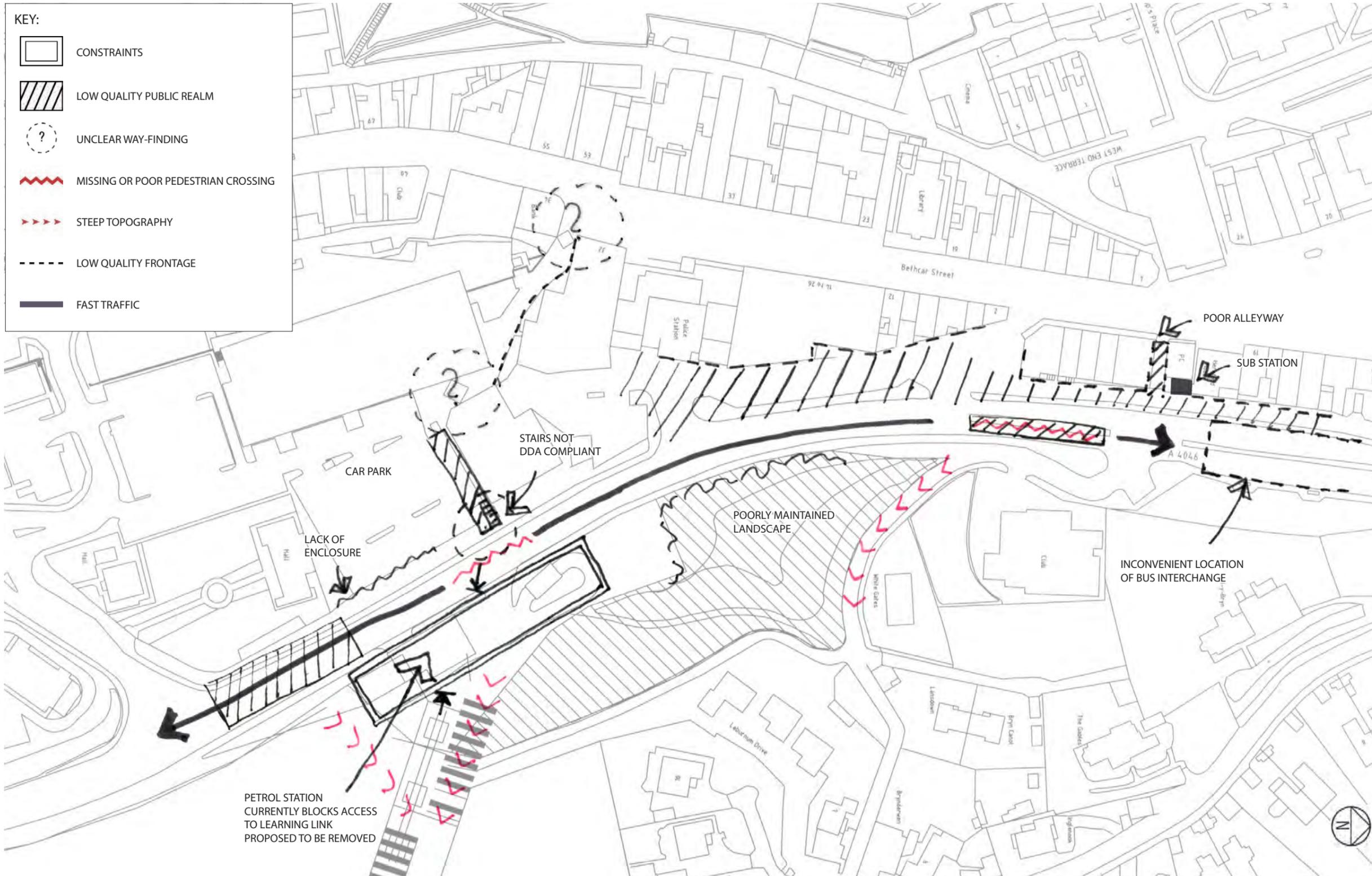
Threats

- Landownership and associated maintenance of car park and The Walk;
- Phasing – Gateway Square proposals assume calming of A4046 once Peripheral Distributor Road (PDR) constructed – interim solution required. Phasing of comprehensive development;
- Significant improvement of public realm along A4046 will only be achieved by comprehensive redevelopment to improve the rear facades fronting the route;
- Landownership, funding and timing issues.

Map 1920: Rail crossing of Bethcar Street



The Walk: Issues and constraints



2.2 Market Square

Market Square is the area where Libanus Road, the A4046, Market Street and Market Square meet. It is a key junction in the centre of the town where all cardinal movement routes through Ebbw Vale come together. Currently, a complex network of highway infrastructure dominates the area, serving the requirements of vehicular movement but not pedestrians. The majority of the buildings turn away from the roads, frontages are bleak or in poor condition and several premises are under-used or empty. The buildings in the centre of the gyratory form an island surrounded by traffic, with the ground floor uses of take-away fast food shops. Servicing access is difficult due to lack of space, and pedestrian connections are highly restrained. This setting prevents other uses on the site and an upgrade or redevelopment is difficult to achieve.

Historically, the area was occupied by rail tracks and was built up subsequently, with a market hall and church defining a civic centre. The rail tracks later became replaced with roads and the market hall was demolished, leaving the area void of character and a specific function different to vehicular movement.

Several key sites in the area are currently undergoing different levels of change, as uses are being relocated or buildings are empty. In addition to this, the PDR will reduce traffic flows on the A4046, allowing a re-think of the current highway arrangement.

A Summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Prominent location.

Weaknesses

- Low quality pedestrian environment;
- Lack of pedestrian crossings;
- Complex highway design;
- Under-used properties;
- Bleak frontages;
- Congestion;
- Lack of enclosure;
- Street clutter;
- Small and fragmented plots.

Opportunities

- Simplify highway layout;
- Viable plots through merging;
- New uses at high density;
- Prominent frontages;
- New travel patterns through PDR.

Threats

- Landownership;
- Funding;
- Highway requirement;
- Services;
- Statutory.

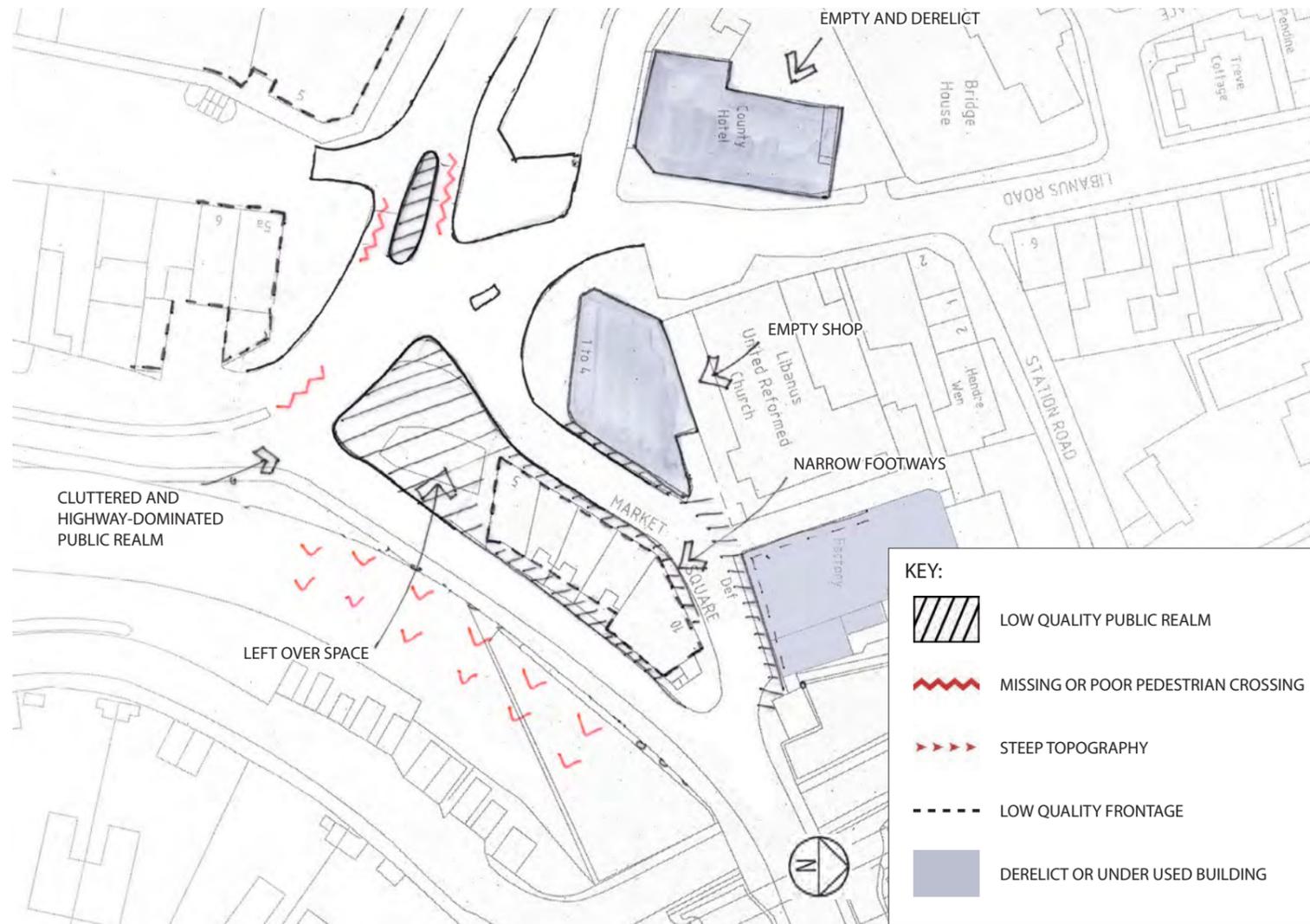
Map 1920



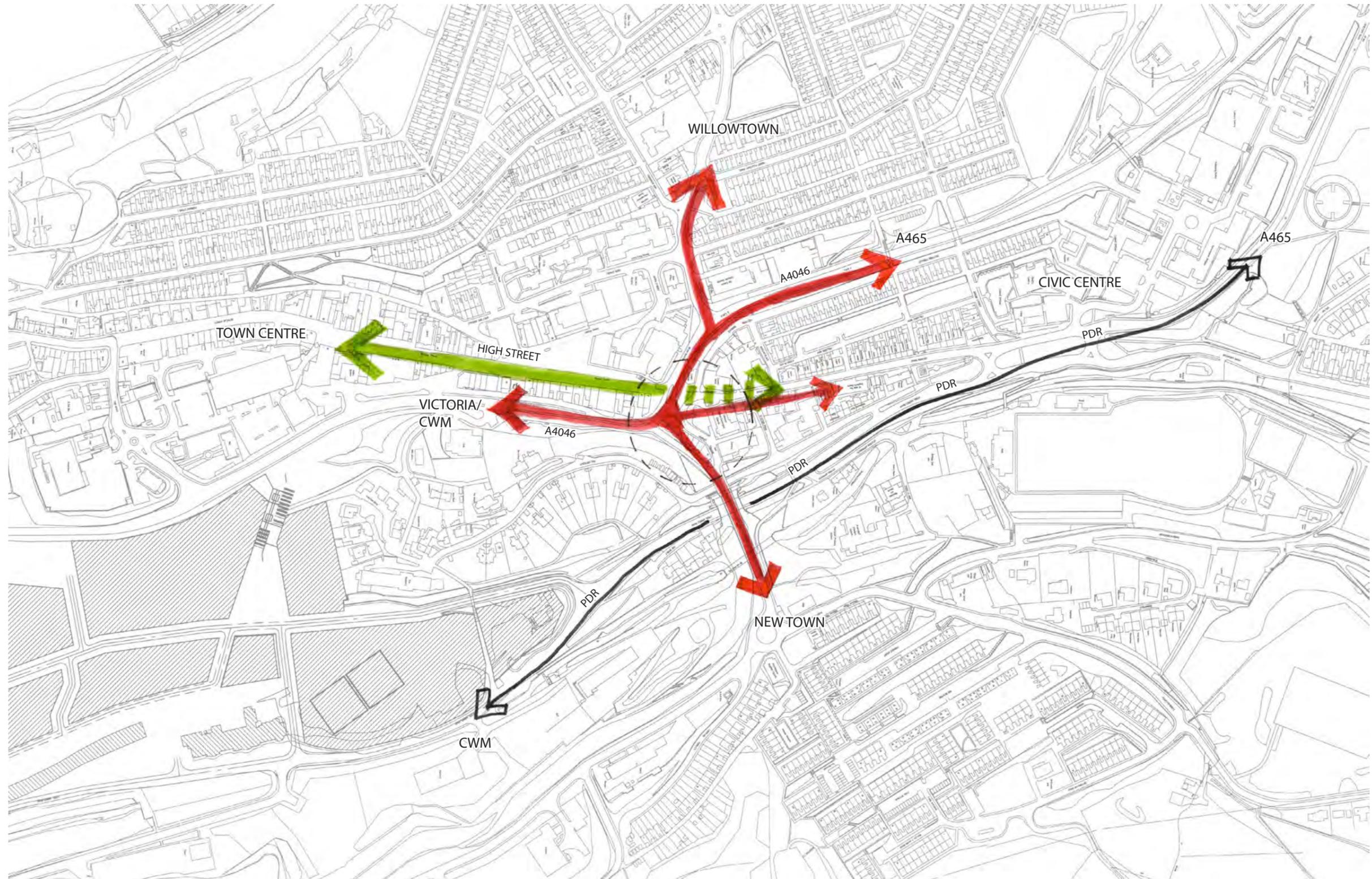
Market Square: Pictures



The Market Square: Issues and constraints



Market Square: Strategic movement



Market Square highway options assessment

In 2000 a study was undertaken to explore highway improvements to the A4046/Market Square junction and the A4046/Bryn-Teg Terrace. Several options were developed. In the study, the A4046 was considered to be the main movement route together with a second strong branch, Market Square. Bryn-Teg Terrace and Libanus Road were of a lower order in relation to the A4046. This summary will concentrate on the A4046, Market Square and Libanus Road junction.

The study focused on highway improvements alone with a strong emphasis on vehicular movement. Improving public transport and pedestrian movement have not played a leading role in the designs and no cycling improvements have been introduced. Most of the options relate to the current highway boundaries without affecting any existing buildings. However, the options for changing the gyratory system of Market Square into a two-way working street remove the buildings in the middle of the gyratory system.

As the study primarily addresses highway considerations, none of the options seek to improve the urban form, create development opportunities or create a place of character for what is one of the key urban junctions of Ebbw Vale.

The options can be grouped into three approaches for the A4046/Market Square Junction: 1. Roundabout; 2. priority junction; and 3. signalised junction.

1. Roundabout options

The advantage of the roundabout options is that if the gyratory system is retained, the access to Libanus Road can be kept, which is relevant for the public transport routes. However, the roundabout options make it extremely difficult to maintain a pedestrian crossing from Libanus Road to Bethcar Street with resulting in increased disconnection and reduced activity and commercial viability of Libanus Road.

In addition, the roundabout options do not consider the urban form of the site and in some cases require some buildings to be demolished.

2. Priority junction

The main difference between the priority junction options is retaining the access to Libanus Road and the gyratory system, or removing both. The options are unobtrusive and fit in well with the current public space available, but they do not add any quality in terms of relating to frontages or vistas. The proposed pedestrian tunnel is difficult to justify, as these are often unwelcoming and frequently not accepted by the public.

Lastly, of all the priority junction proposals, option 03 is very similar to the current layout of the junction.

3. Signalised junction

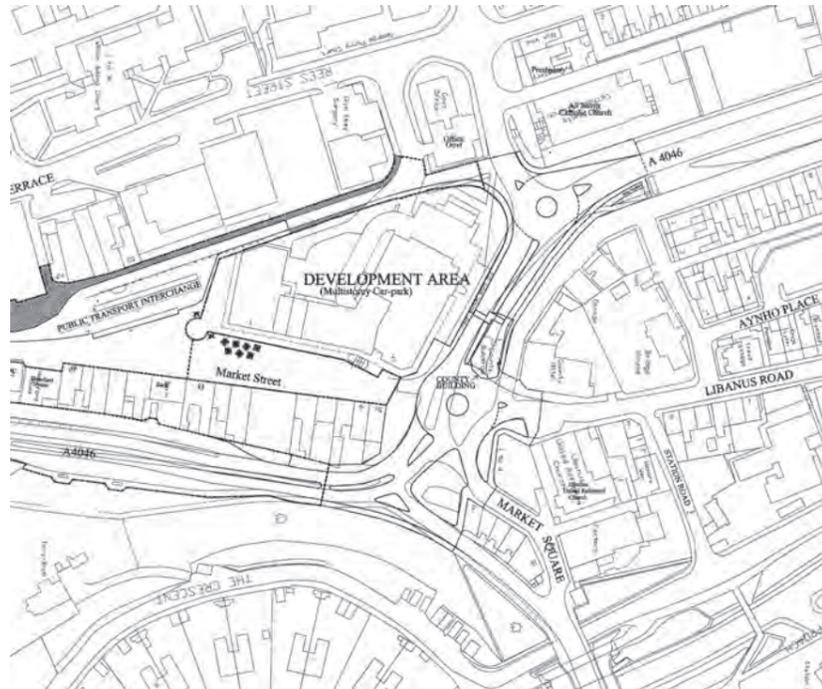
All of the signalised junction options remove the gyratory system and block off Libanus Road to normal traffic; however, in some cases, restricted bus access is explored. The new alignment of Market Square does not release any developable land. The layout does not contribute to the urban form and public realm of the site, although it does not affect any buildings except the Market Square units. The extra bus lanes make a level pedestrian crossing difficult to achieve and therefore pedestrian bridges are introduced. These bridges are significant new structures and will have a strong visual impact on the site. Their height will make crossing the A4046 for pedestrians a tedious and tiring experience and will lead to further disconnection and decreased commercial viability of Libanus Road.

Of all the signalised junction options, option 10c appears to achieve the best balance of improvements by providing a public transport access to Libanus Road and by providing a level pedestrian crossing of the A4046.

An overview of all junctions is provided in the following table.

| | Option | Remove gyratory | Access to Libanus RD | Public transport to Libanus RD | Access to Western Terrace | Pedestrian Crossing | Other buildings affected | Comments |
|---------------------|--------|-----------------|----------------------|--------------------------------|---------------------------|---------------------|---|------------------------------------|
| Roundabouts | 1 | x | ✓ | ✓ | x | x | x | |
| | 2 | x | ✓ | ✓ | x | Staggered | x | Crossing nowhere near desire line |
| | 4 | ✓ | ✓ | ✓ | x | x | Several units at Bethcar St and Daniels | Very big roundabout |
| | 7 | ✓ | x | x | ✓ | Tunnel | Daniels | |
| | 8 | ✓ | x | x | ✓ | Tunnel | Daniels | Roundabouts with slip lanes |
| Priority junction | 3 | x | ✓ | ✓ | x | Staggered | x | Similar to present layout |
| | 5 | ✓ | x | x | ✓ | Tunnel | x | |
| | 6 | x | x | x | ✓ | Tunnel | x | |
| Signalised junction | 9 | ✓ | x | x | ✓ | Tunnel | x | |
| | 10a | ✓ | x | x | ✓ | Staggered | x | |
| | 10c | ✓ | x | ✓ | ✓ | Staggered | x | |
| | 10d | ✓ | x | ✓ | x | Bridge | x | |
| | 10e | ✓ | x | ✓ | x | Bridge | x | As 10e, different bridge alignment |
| | 10f | ✓ | x | x | ✓ | Staggered | x | |
| | 10g | ✓ | x | ✓ | ✓ | Bridge | x | |

Roundabouts



Option 1



Option 2



Option 4

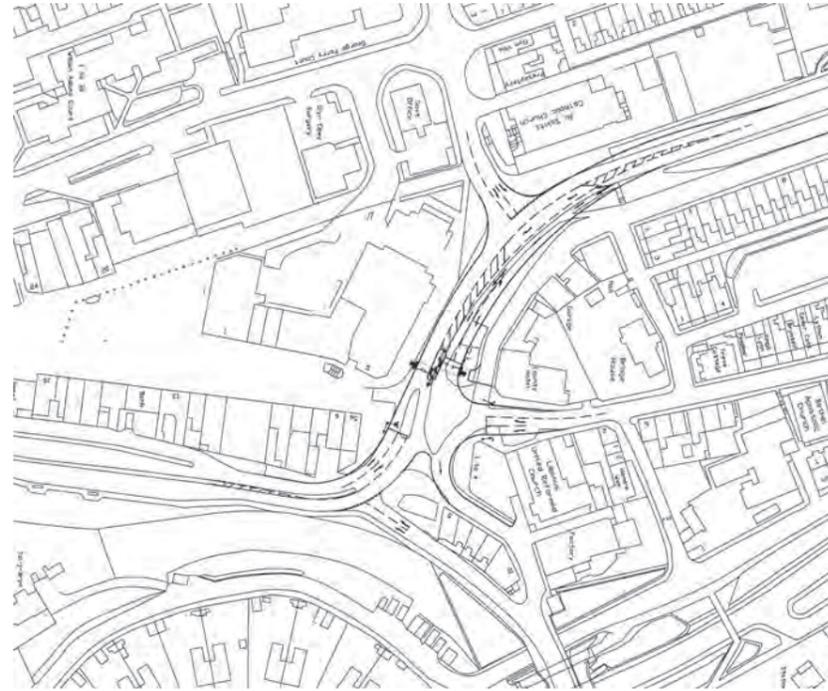


Option 7



Option 8

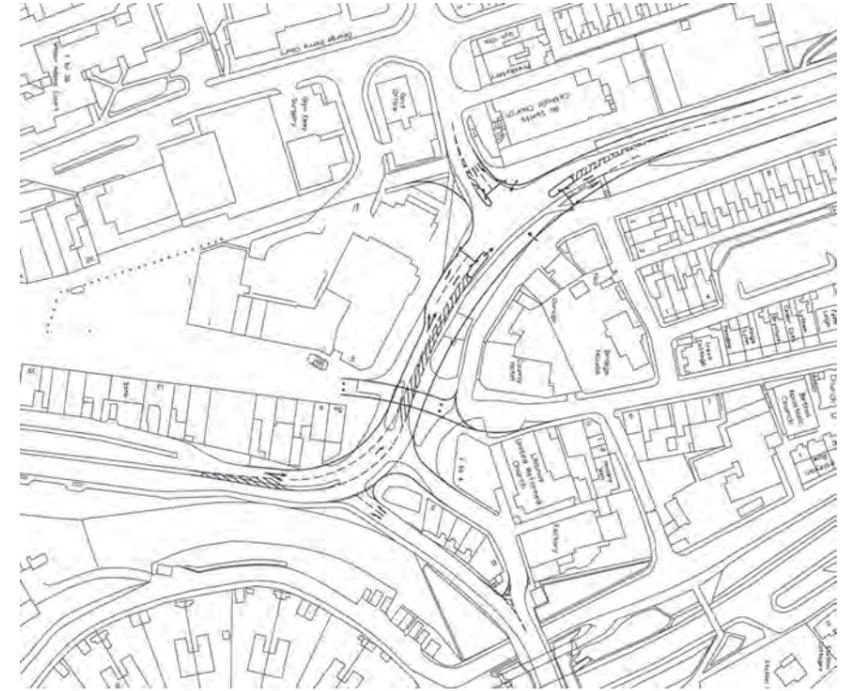
Priority junction



Option 3



Option 5



Option 6

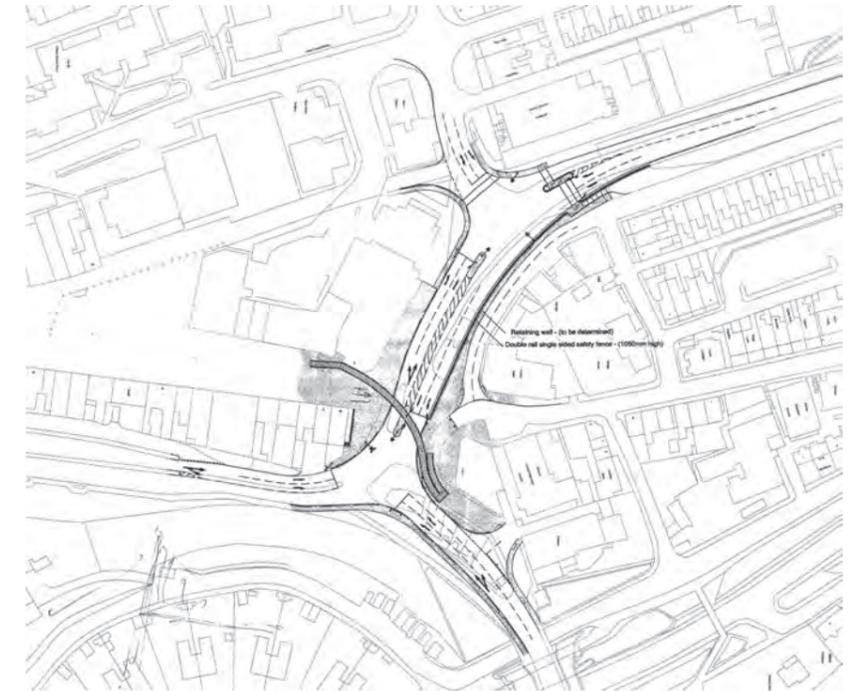
Signalised junction



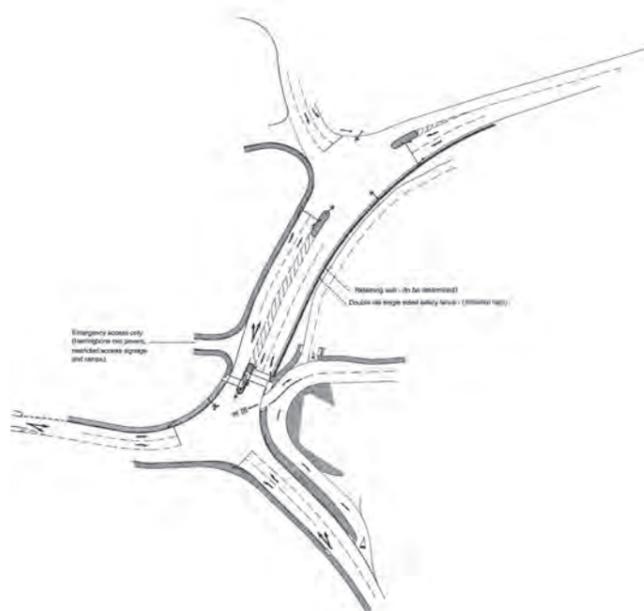
Option 9



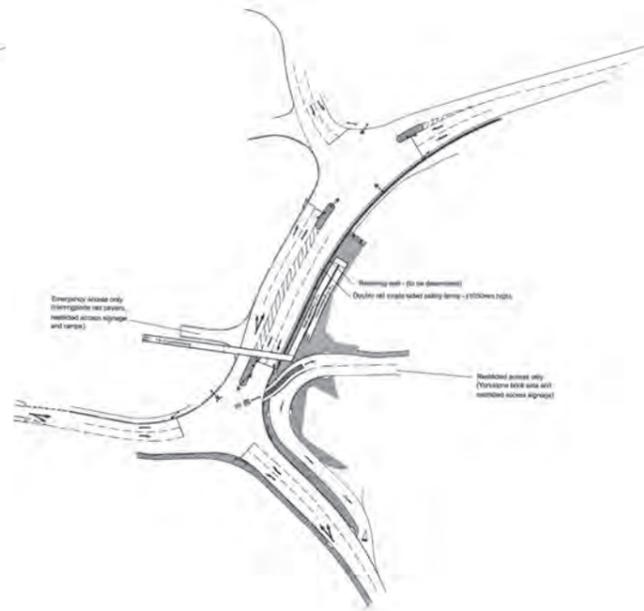
Option 10a



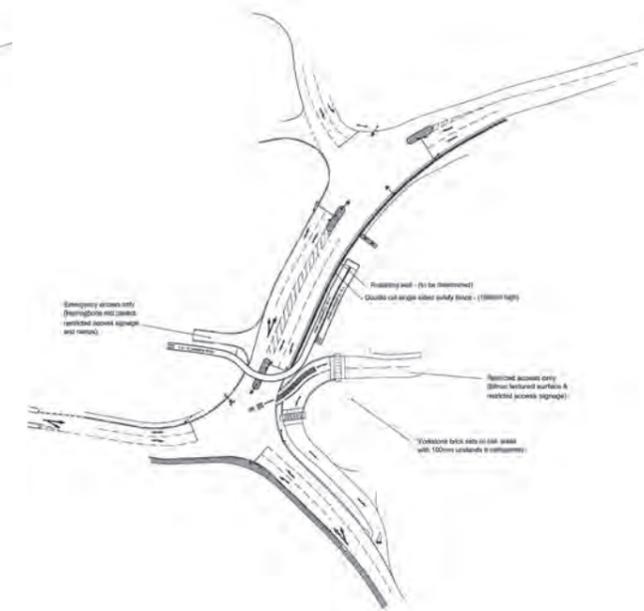
Option 10g



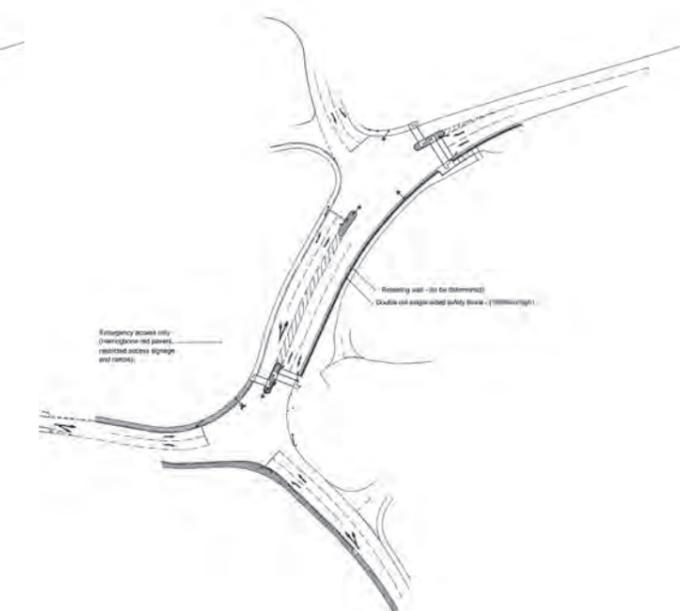
Option 10c



Option 10d



Option 10e



Option 10f

2.3 Cemetery Road (PDR)

Cemetery Road comprises the routes from the northern end of The Works site up to Colleg Gwent. This approach from the north is a major gateway to Ebbw Vale and part of the strategic highway network. It provides access to The Works masterplan area, Ebbw Vale town centre, Head of the Valley Road, Beaufort, Pont-y-Gof School and Colleg Gwent. Cemetery Road will change considerably once The Works masterplan is fully developed and the PDR is built with increased levels of traffic along Cemetery Road and Steelworks Road and reduced traffic flows along the A4046.

Cemetery Road roundabout is located at the junction of the A4046, B4486 and B4478. It is an out-of-town gateway and provides pedestrian access to Colleg Gwent and Ebbw Vale secondary school. The roundabout is heavily trafficked and suffers congestion at peak times. The informal pedestrian crossings are unsafe due to short visibility of left-turning traffic.

Cemetery Road then drops down towards the masterplan site, flanked by an embankment, access to parking and the civic centre to one side, and open green space to the other. The open space is partly bleak and empty. Informal pedestrian crossings link the residential areas of Beaufort to the civic centre and town centre.

The roundabout at Libanus Road is a strategic roundabout for traffic to and from Beaufort, Steelworks Road and the town centre as well as providing access to the Civic Centre and pedestrian access to the rugby club's sport pitches. A small park with a war memorial lies adjacent to the roundabout. The place forms a gateway to Libanus Road and the town centre. It is a rather undefined open space, bounded by landscape and a bleak retaining wall to the west. Low quality buildings front the roundabout. The landscape and public realm is in some parts poorly maintained, is cluttered and lacks pedestrian crossings.

After the roundabout, Cemetery Road changes to Steelworks Road. Steelworks Road is crossed by a pedestrian bridge to Pont-y-Gof and the 'Big Arch', which forms a gateway to The Works. Adjacent to The Works, there is an informal pedestrian crossing across Steelworks Road between The Dingel and the new residential development.

A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Well landscaped roundabout and pedestrian crossing;
- War memorial forms gateway and landmark;
- Open landscape, with good views of town and surrounding areas;
- Good landscape setting of cemetery with views of valleys, formality of the boundary treatment;
- Boundary railings to cemetery well maintained;
- Good quality mature beech trees and views down to Steelworks Road.

Weakness

- Fast traffic conflicts with pedestrian movements;
- Poor visibility at pedestrian crossings of cars leaving the roundabout;
- Half hidden and bleak front elevation of Colleg Gwent at prominent landmark location;
- No cycle lane facilities;
- Cluttered, poorly maintained public realm in parts;
- Wide, empty, left-over green space surrounding roundabouts;
- Footway to Rugby Club closed;
- Redundant footpaths around war memorial;
- Narrow footways in poor condition;
- Missing pedestrian crossings on Steelworks Road;
- Footways insufficiently lit and overlooked in some areas;
- Lack of enclosure at roundabout;
- Low quality architecture at prominent locations;
- Poor quality amenity planting appears neglected, blocky, isolated and is poorly maintained;
- Sporadic avenue trees to road corridors, uncertainty of infrastructure landscaping, and no common theme;
- Poor design of roundabout, very poor gateway to Ebbw Vale;
- Tree and shrub stock generally poor quality, scale and setting of landscape is inconsistent;
- Fire station highly visible.

Opportunities

- Improve cycle and pedestrian safety through improved crossings and introduction of cycle lanes;
- Wholesale redevelopment of Colleg Gwent site after relocation to The Works masterplan;
- Potential in conjunction with PDR to remove roundabout and replace with signalised junction; free up developable land, redesign town gateway;
- Declutter and improve street furniture;
- Clarify maintenance responsibilities;
- Enhance and re-use gate and footway to sport pitches;
- Improve pedestrian crossing facilities;
- Enhancement of existing amenity planting, maintenance and management regime;
- New treatment of roundabout and introduction of public art to provide an effective gateway feature to Ebbw Vale. This would become an iconic landmark and an area of local recognition and orientation;
- Enhance existing vegetation with a consistent landscape theme which would create additional character and formality to the street scene and surrounding open space;
- Scatter structured trees to break up/ soften and integrate existing blocks of vegetation and frame open views;
- Structured planting to screen existing development, Tesco and the fire station;
- Create informal avenues through appropriate specimen tree planting;
- Promote the war memorial as a key focal point to the roundabout and surrounding street scene.

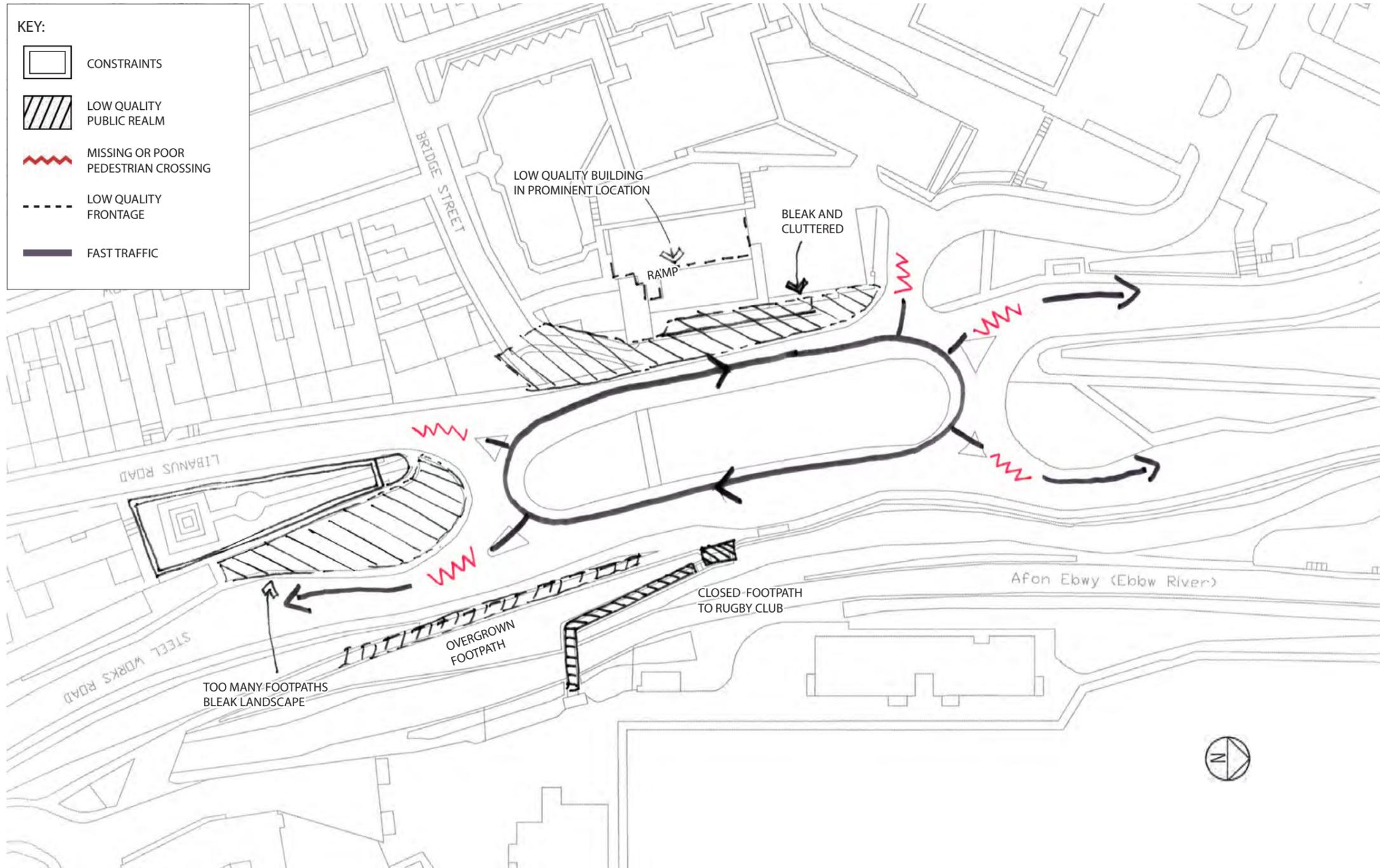
Threats

- Highways requirements to increase capacity of the junction to detriment of cycle/ pedestrian movement;
- Viability of redevelopment of Colleg Gwent site;
- Landownership;
- Limited road width to widen footways;
- Poor landscape management and maintenance regime;
- Potential conservation issues for any works around war memorial.

Cemetery Road: Issues and constraints



Libanus Road gyratory: Issues and constraints



Cemetery Road: Pictures



2.4 The Croft and The Crescent

2.4a The Croft

Walkway between Main Street North, the Crescent and A4046 leading to the town centre.

This route connects the first phase of the development with the town centre and provides a secondary link besides the funicular. It will be the main cycling and pedestrian route until the Learning Link is constructed. It therefore plays a crucial role in connecting the development with the town centre.

The route runs down a steep slope with some adjacent residential development. It crosses The Crescent and continues on a narrow footway in a westerly direction. The footway is bounded by two stonewalls and mature trees. It crosses the access road via a footbridge and continues to Steelworks Road.

The Works masterplan proposes the removal of the footbridge, creating a level crossing on the new Main Street North.

A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Pleasant environment with stone walls and mature trees;
- Predominantly little and slow traffic;
- Well overlooked at The Crescent.

Weaknesses

- Topography is extraordinarily steep – in parts too steep for cycling and not DDA compliant;
- Low levels of natural surveillance (aside from at The Crescent);
- Overgrown shrubs and trees;
- Steps;
- Difficult way-finding;
- Lighting;
- Pedestrian link to the high street.

Opportunities

- Improvements to lighting and signage;
- Treatment and maintenance of shrubs and trees

Threats

- Topography will remain a deterrent to cycle and pedestrian movement;
- Low levels of natural surveillance and activity during evening hours.

2.4b The Crescent

Libanus Road, The Crescent, Station Road, Station Approach

This link is part of the school run from the first phase of the residential development to Pont-y-Gof primary school and from Libanus Rd to the school. Both links join at the bottom of Station Rd at The Crescent. This forms part of the school run up to Colleg Gwent and the Ebbw Vale Senior Comprehensive School from the masterplan site. The route from Libanus Road also serves as a pedestrian route to the rugby stadium. The junction at the Bridge Head pub forms a gateway to the rugby stadium and Pont-y-Gof school. This area is characterised by occasions of high volumes of pedestrian movement associated with rugby events, and provides access to the school and some properties.

The link from the Northgate residential development runs north along Main Street and then as a footway up to The Crescent. A pedestrian tunnel links the footway on both sides of the tunnel. At the bottom of Station Road, a footbridge spans over Steelworks Road and leads to a footway along Station Approach. Station Road is a pedestrianised link between Libanus Road and The Crescent. It forms a main part of the school run from Ebbw Vale to the school.

Included in the study area is a staircase, connecting the houses at The Dingle with The Crescent. This staircase is the only pedestrian connection of this development to the town centre.

Libanus Road forms a gateway to the town centre and is effectively a continuation of Bethcar Street. It is a rather narrow street with residential development and shop fronts on both sides. Several routes cross it from east to west, linking the town centre with Pont-y-Gof School and Steelworks Road, which is the northern approach to The Works masterplan area.

A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Green pedestrian footway to sports pitches and Pont-y-Gof School;
- War memorial forms gateway and landmark;
- Good street proportions of Libanus Road;
- Vernacular architecture in Libanus Road;
- Clearly legible town centre approach up Libanus Road;
- Highly permeable pedestrian network at the Libanus Road area;
- Areas of a pleasant environment with stone walls and mature trees;
- Predominantly little and slow traffic at The Crescent;
- Gateway and landmark structure of the 'Big Arch';
- Safe crossing of Steelworks Road via footbridge.

Weaknesses

- Low levels of natural surveillance;
- Overgrown shrubs and trees;
- Poor lighting;
- Daunting pedestrian tunnel;
- Fences and steps in poor condition;
- Poor maintenance regime;
- Narrow footways and car dominated environment;
- Cluttered public realm in parts;
- Poor road surface on Libanus Road;
- Low quality architecture at prominent locations;
- Empty shops and buildings in poor condition.

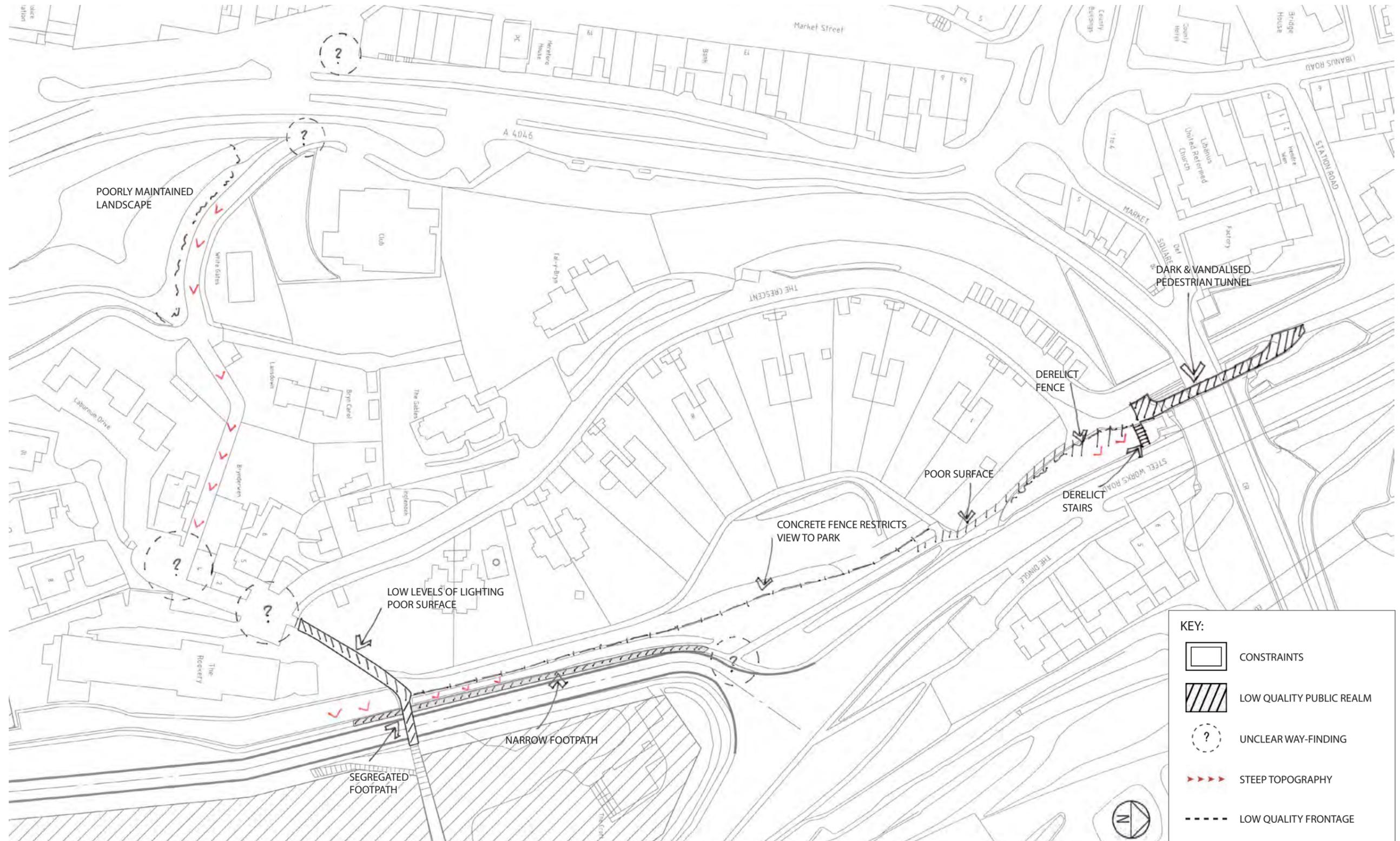
Opportunities

- Improve lighting and signage;
- Treat and maintain shrubs and trees;
- Upgrade public realm through paving, widen footways, public art;
- Architectural feature lighting of the 'Big Arch';
- Declutter and improve street furniture;
- Clarify maintenance responsibilities;
- Introduce cycle lane;
- Resurfacing ;
- Prepare shop and property management strategy to improve occupancy levels and appearance;
- Improve pedestrian crossing facilities;
- Replace steps with ramps where required.

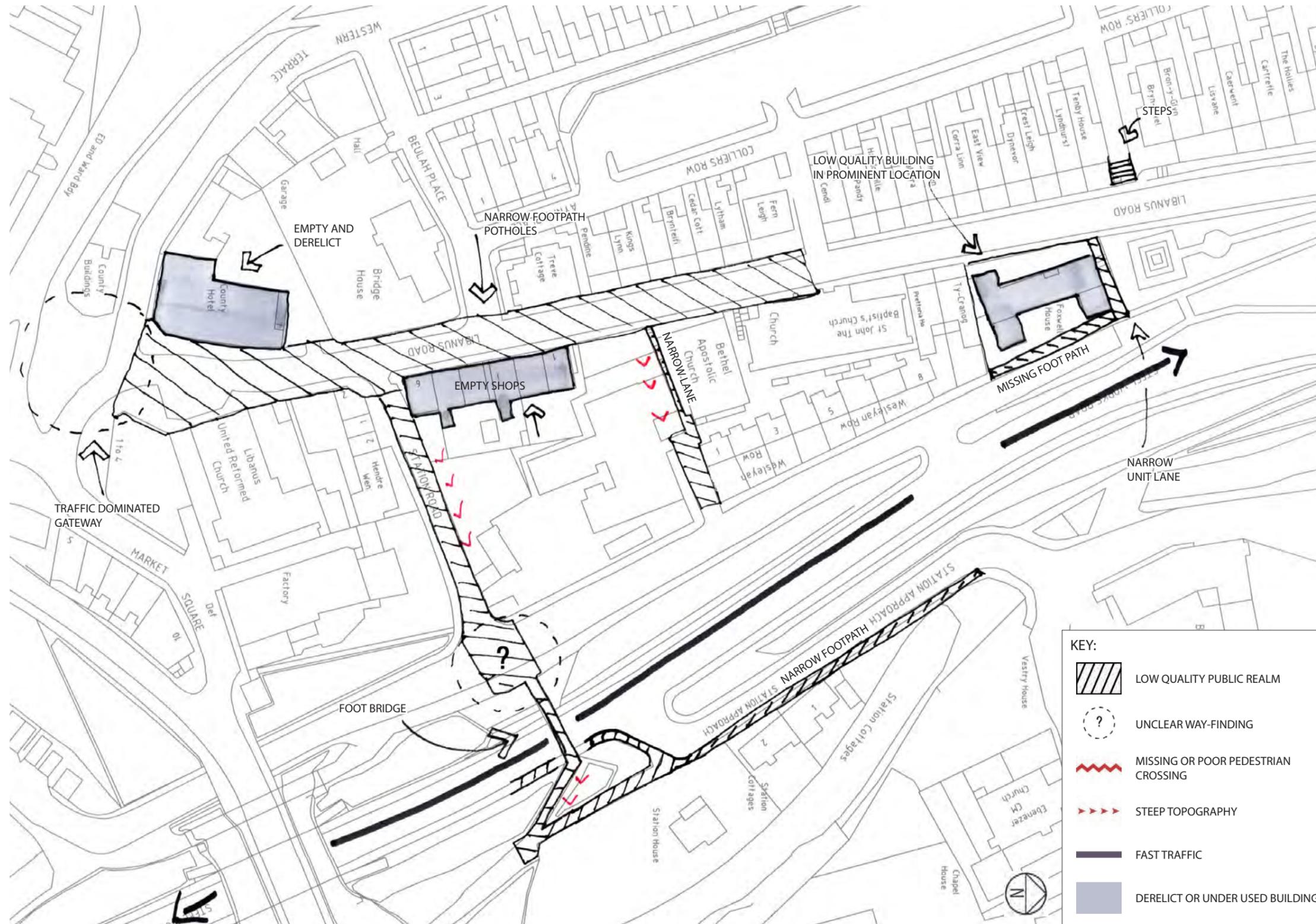
Threats

- Topography will restrict DDA compliance;
- Low levels of overlooking and activity during evening hours;
- Landownership;
- Limited road width to widen footways;
- Shop viability;
- Potential conservation issues for any works around war memorial.

The Croft and The Crescent: Issues and constraints



Libanus Road: Issues and constraints



The Croft and The Crescent: Pictures



2.5 Christ Church and Ty Llwyn

2.5a Christ Church

The Christ Church route provides the connection from the Christ Church Link from Gateway Square along the A4046 past Christ Church and the surrounding regeneration area, and up to the slopes of the valley. Christ Church is predominantly a residential area presently undergoing regeneration. Starting from Christ Church Link on Gateway Square, the key route crosses the A4046, follows some steps up a small embankment, runs up an unnamed access road past Christ Church itself and then follows Spencer Street and Commercial Street to give access to residential areas as well as the slopes beyond. It is an important route that links The Works site to the town and provides access to the slopes for recreational activities for both residents and tourists.

The area of Christ Church, Briery Hill, is characterised through a rural setting, with terraced housing overlooking the valley. The quality of the housing stock varies considerably with some derelict buildings at prominent locations. The area's public green spaces are predominantly steep and grassed with low levels of biodiversity and poor access. The steep topography of the area has resulted in a winding main access road and sets of staircases for pedestrian movement.

A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Good views and vistas across the valley;
- Good wayfinding and character due to landmark of Christ Church;
- Predominantly quiet residential streets;
- Green links to access land and public rights of way;
- Derelict buildings and available land designated for redevelopment.

Weaknesses

- Topography is extraordinarily steep - in parts too steep for cycling and not DDA compliant;
- Arbitrary design of pedestrian routes around and across open green space do not follow pedestrian desire lines;
- Poor frontage to route – lack of enclosure or rear elevations fronting the street;
- A number of derelict and empty buildings;
- No pedestrian crossing on A4046;
- Street furniture and surfaces in poor condition;
- Low levels of overlooking;
- Bleak open green space;
- Poor way-finding to the slopes of the valley for pedestrians and cyclists;
- Areas of hard landscaping in poor condition;
- Gated access to public rights of way and access land gives impression of private ownership.

Opportunities

- Clearly identifiable pedestrian and cycle routes through signage and hard and soft landscaping;
- Legible street furniture to be located throughout Christ Church which is consistent with the material palette identified within The Works masterplan;
- Encourage pedestrian and cycle movement through Christ Church to the slopes of the valleys beyond;
- Improve building fabric and appearance as part of local regeneration masterplan;
- Complete redevelopment of sites to improve street frontage and passive surveillance as part of local regeneration masterplan;
- Generally enhance public realm through decluttering, street furniture, street lighting;
- Potential for steps, landings and benches to assist pedestrian movement along steep access road;
- Potential for cycle ramps to assist in wheeling cycles uphill;
- Improved pedestrian crossings on A4046 to be addressed in Church Link Gateway Square design.

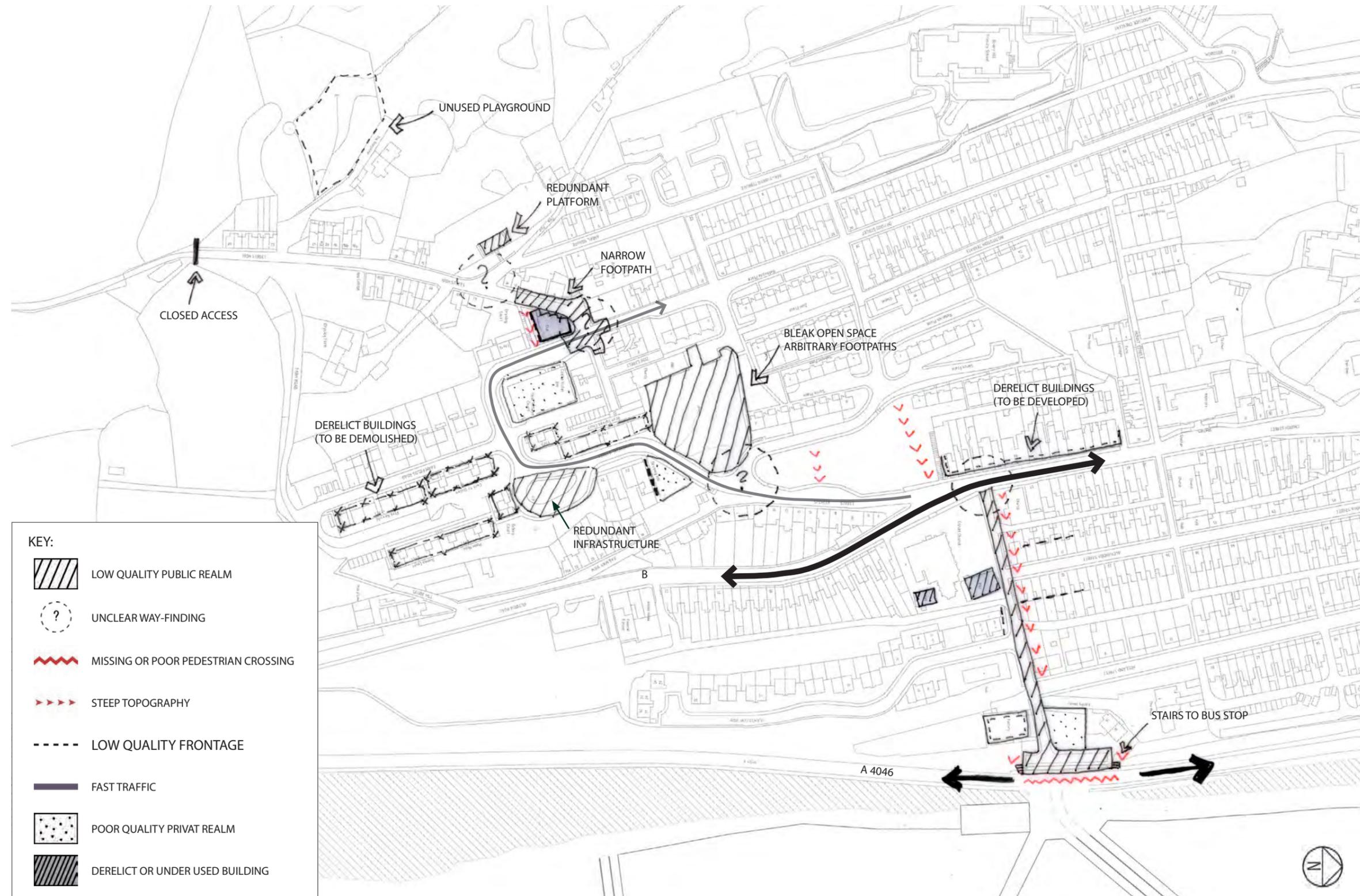
Threats

- Topography will remain a deterrent to cycling and pedestrian movement;
- Landownership may result in piecemeal regeneration of area

Christ Church: Pictures



Christ Church: Issues and constraints



2.5b Ty Llwyn

This link connects the foot of the new green bridge that spans the central valley to the village of Ty Llwyn via Eastville Road. It links Ty Llwyn to The Works masterplan area and also provides recreational access to the valley slopes above Ty Llwyn.

Sitting on a steep slope, Ty Llwyn is a highly contained settlement with a strong local character and sense of community. Much of its built form is characterised by rows of terraced houses that face the valley, with access from the rear. Historically, Ty Llwyn suffered the impact of its close proximity to the steelworks, resulting in poor housing stock. With the steelworks gone, some level of self-build and repair works are taking place in an uncoordinated way. The quality varies from well-kept and built to half-finished and even derelict.

A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Fantastic vistas to The Works masterplan area and Wetland Park;
- Strong rural character of Ty Llwyn;
- Signs of regeneration and building activity;
- Local character.

Weaknesses

- Fast traffic on Steelworks Road creates poor pedestrian environment;
- Litter and derelict buildings lower quality of experience;
- Rear elevations of buildings and under used sites on main vistas;
- Steep topography on existing streets;
- Poor way finding to slopes of the valley for pedestrians and cyclists;
- Narrow roads and footpaths;
- Inconsistent boundary treatment.

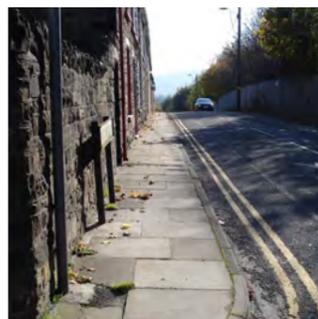
Opportunities

- Improve pedestrian crossings on Steelworks Road;
- Potential for traffic calming and widening footways on existing streets;
- Provide legible links to wider footpath network in the valley slopes;
- General enhancement of Ty Llwyn: property and waste management, screening, landscaping, public realm improvements;
- Clearly identifiable pedestrian and cycle routes through signage and hard landscaping;
- Widen footpath to downgraded Steelworks Road;
- Legible street furniture to be located throughout Christ Church which is consistent with the material palette identified within the Works masterplan;
- Encourage pedestrian and cycle movement through Ty Llwyn to the slopes of the valleys beyond.

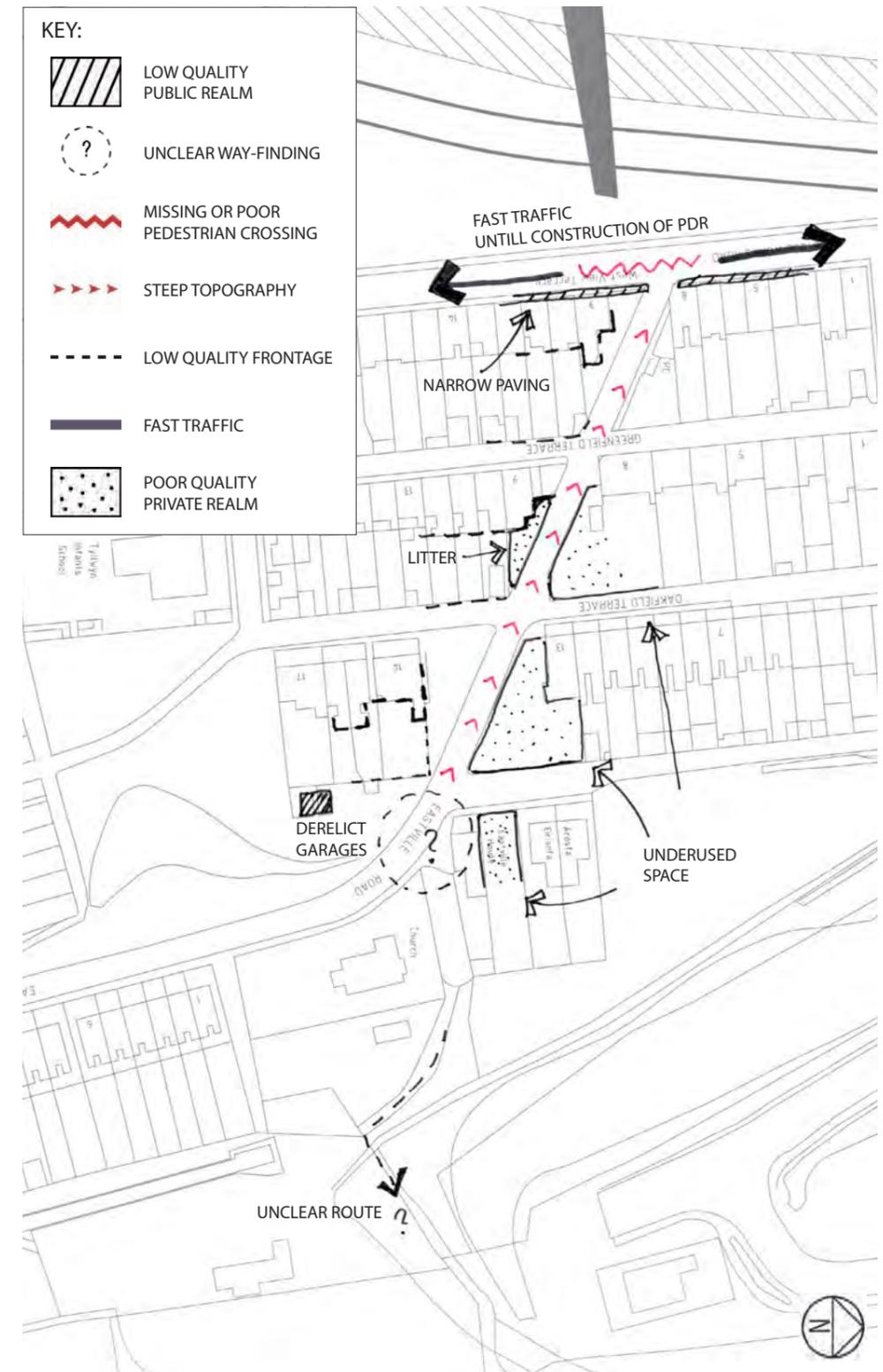
Threats

- Short term improvements to Steelworks Road unlikely until PDR constructed;
- General neglect of private properties outside control of council;
- Landownership;
- Delay to green bridge construction would sever link from The Works site.

Ty Llwyn: Pictures



Ty Llwyn: Issues and constraints



2.6 Parkway Station

This link is the connection from Parkway Station to Festival Park residential area and shopping centre, and to the masterplan site. It is used for shopping, commuting to the Park-and-ride at Parkway Station and recreational journeys into the hills and parks. Access to the shopping centre includes two key routes, one for vehicles and one predominantly for pedestrians. The vehicular route runs via Augusta Street and Queens Street, which is an out-of-town rural road giving access to adjacent residential properties and Festival Park shopping centre. The pedestrian route runs through the residential development of Victoria and Festival Park.

The link from Parkway Station with The Works masterplan area is important to promote cycling and walking to the station from the southern end of The Works site – in particular from the new hospital. The link also provides access to the Wetland Park and central valley slopes, which can be used for recreation by visitors arriving by train. There are two potential routes from the station to The Works site: one route will connect to the pedestrian and cycle route alongside the PDR and to the Rural Link once the PDR is constructed; the other runs along Station Road and Festival Drive.

The pedestrian route to Festival Park shopping centre runs through a relatively new and well-maintained residential area. Only on approaching the shopping centre does it run through neglected parts of Festival Park. It should be noted that the Festival Park shopping centre is perceived as a threat to the retail of Ebbw Vale high street.

The Victoria Business Park is characterised by large footprint buildings with low levels of natural surveillance and is dominated by traffic, including large vehicles, which is typical for a business park. Besides this, it is well maintained and lit.

A summary of the strengths, weaknesses, opportunities and threats is outlined below:

Strengths

- Short distance between station and The Works site;
- Good views down the Wetland Park on the route alongside the rail line;
- Newly built properties and park in Victoria provide a welcoming, well overlooked and well kept environment;
- Rural character of Augusta and Queens Street appropriate for vehicular movement.

Weaknesses

- Conflict between pedestrians and traffic crossing A4046 Station Road in the short-term before PDR built;
- Festival Drive/ Station Road roundabout;
- Semi-industrial environment on Festival Drive with low levels of passive surveillance;
- Poor wayfinding for pedestrians due to lack of signage and legibility of routes
- Distance from Parkway Station to shopping centre;
- Traffic arriving at and leaving Parkway Station might drive via The Boulevard and Augusta Street.

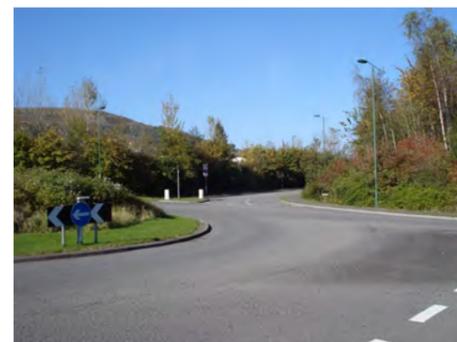
Opportunities

- Create safe pedestrian/cycle crossing on A4046 Station Road when downgraded, interim crossing improvements also required;
- Green and off-street pedestrian and cycle facilities of the PDR and Rural Link;
- Possibility of removing/downgrading roundabout when PDR is built;
- Introduce cycle ways on Station Road and Festival Drive;
- Assist wayfinding through signage;
- Green link connection from the Wetland Park via the Rural Link to Festival Park;
- Raise awareness of high street offer and town centre amenities at Festival Park shopping centre.

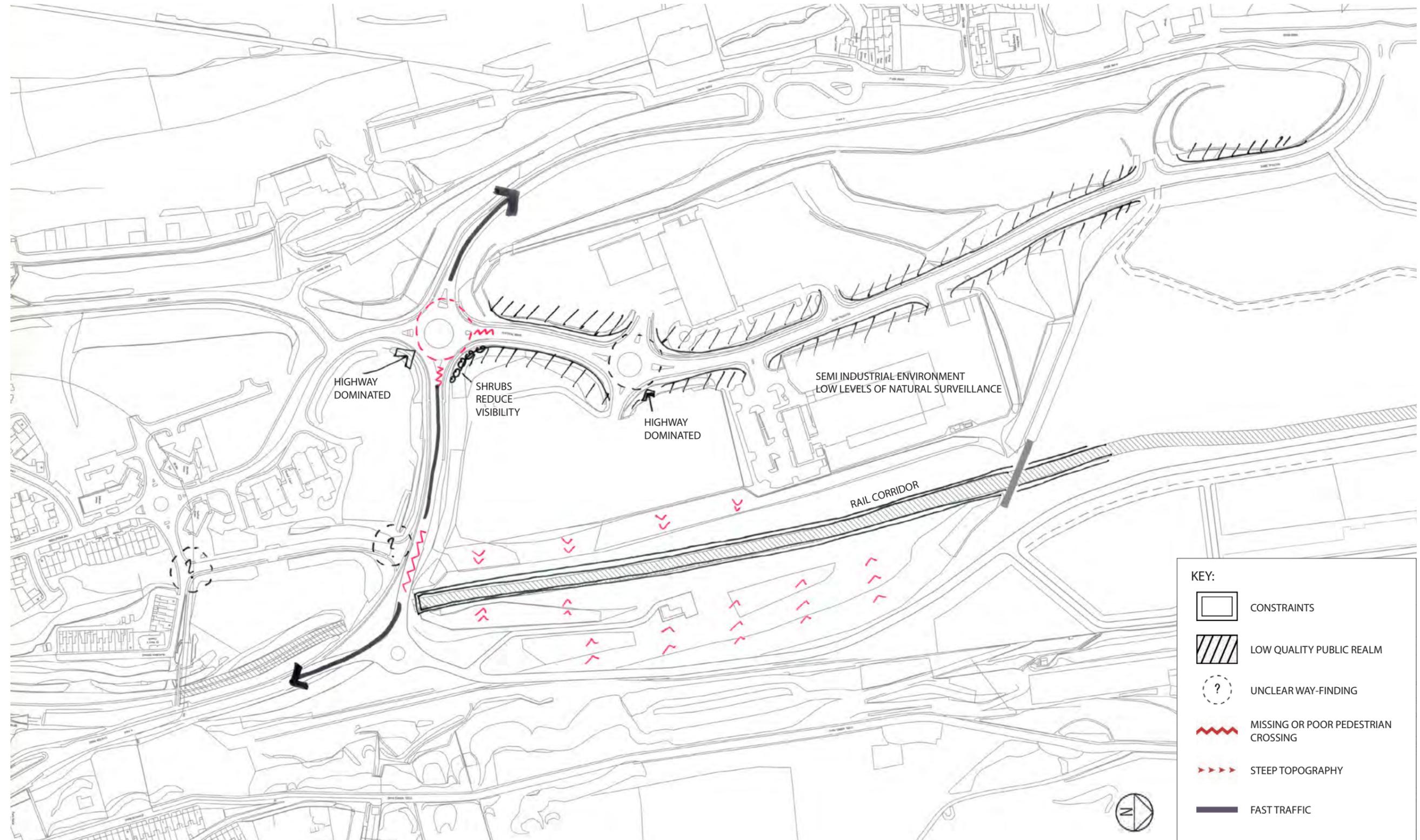
Threats

- Traditional highways design of the A4046 Station Road as an out-of-town A-road is inherently problematic for achieving safe pedestrian and cycle facilities;
- Cost of short-term solution against long-term solution when new PDR is in place;
- Residents might oppose signage or increased pedestrian movement through their neighbourhood.

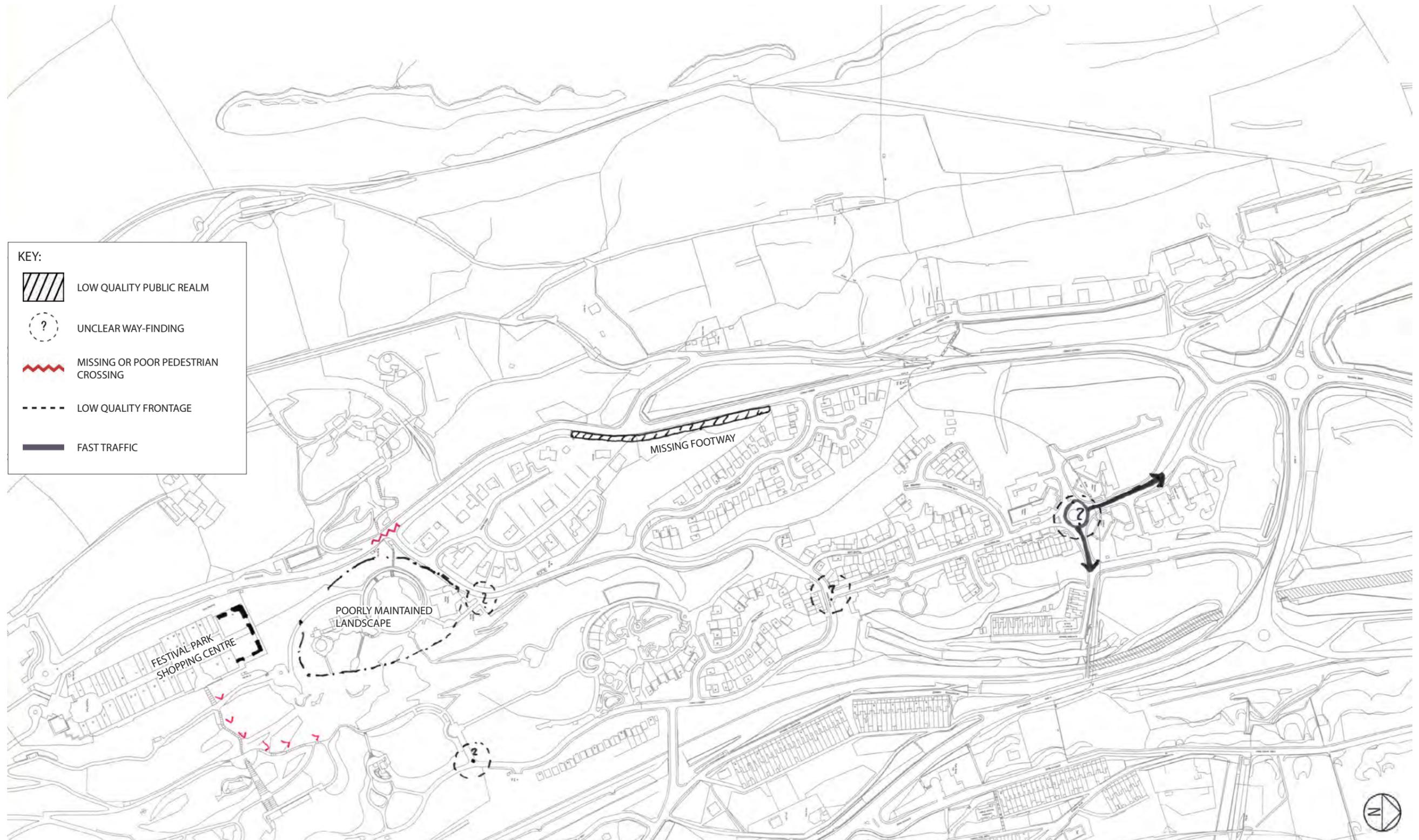
Parkway Station: Pictures



Parkway station link: Issues and constraints



Festival park link: Issues and constraints



3.0 DESIGN PRINCIPLES

The analysis of the areas revealed several recurring weaknesses that can be addressed through applying the design principles outlined below. They should be used as a tool and guidance for further designs or when works are carried out in the study areas. The design principles are not specific to the proposals and can therefore be carried out in an incremental process. However, they are key to achieving the objectives outlined for each study area.

Unify design: The Design Code

A design code has been developed for The Works (The Works Ebbw Vale Design Codes, 2007) for soft and hard landscaping materials, planting, street furniture, lighting, signage, residential boundary treatments and parking principles. Applying the code in other parts of the town will help to unify the appearance of the existing and new public areas and create a sense of inclusion. Street furniture and landscaping materials can work as 'advance parties', introducing the character of The Works in other selected areas. The code differentiates between more urban and rural character areas. Unless otherwise indicated, paving materials, street furniture, signage and lighting should be used as in the code, in accordance with their character. In areas, which have their own code and material palette, such as the town centre, a clear distinction should be made from other character areas.

Signage

The people of Ebbw Vale will know their daily routes and will not require any signage. This will change with Ebbw Vale attracting more visitors and newcomers who need assistance in finding key facilities and assets of the town. The proposals indicate key orientation nodes where signage will improve wayfinding and promote local amenities.

A signage strategy for recreational destinations, such as the national trail and Wetland Park and covering the whole valley area, should be taken into consideration.

Signposts are set in the Design Code (2007).

Improve light and visibility

A review of the existing lighting provision should be undertaken. The focus should be areas of dense vegetation and little natural surveillance, where lighting should exceed the average level. Special lighting should be used to enhance local and characteristic structures such as stone walls or bridges. In areas where trees and shrubs reduce visibility and lighting, vegetation should be carefully cut back and tree canopies thinned out or lifted.

Landscape and biodiversity

A common finding of the analysis was the need to improve green spaces, which tend to be poorly maintained, overgrown and littered, or bleak and empty. This neglected landscape leads to anti-social behaviour such as litter and dumping, prevents natural surveillance and creates hiding opportunities. Furthermore, it prevents the development of an urban landscape with mature trees and defined edges.

Trees and shrubs should be cut back to mark a clear distinction between soft and hard landscaping. Wooded areas within an urban setting should be thinned out to support mature tree growth. New planting should be introduced in areas of low biodiversity, to soften and define edges and to create green links.

Enhance public realm: declutter, resurfacing and maintenance

A recurring issue of the study areas was the general level of neglect of the public realm. Key to a successful public realm is a clear sign of being cared for. Street furniture, such as bollards, lighting columns, fences, bins and railings, should be reviewed and removed where possible or replaced if required. A robust maintenance regime must be set up with clear responsibilities for the different areas. Improving maintenance could be a key to achieving early wins for the project. Resurfacing of footways should take place where required.

Material examples: Extract from the Design Code



4.0 AIMS AND PROPOSALS

4.1 The Walk

The aim for The Walk study area is primarily to improve the pedestrian connection between the Learning Link and Bethcar Street. It will be the most prominent physical route between the town centre and The Works masterplan. Furthermore, with the opportunity of downgrading the A4046, this road can be changed from a highway-dominated environment with bleak frontages to a green corridor, with improved footways and rear developments facing the street. These changes will also address the public transport interchange, providing easy access, proximity to the key movement routes and a high quality waiting environment.

There is opportunity for substantial change in this area, turning the town centre from an inward-looking high street with inactive frontages facing the steelworks site, to a new gateway, embracing and overlooking the valley with The Works masterplan.

The aspiration of an improved connection and upgrade of the public realm can be achieved through several levels of intervention:

- Low level: low impact public realm upgrade and retaining current buildings;
- Medium level: Creating a new link via an existing building site and some redevelopment;
- High level: Comprehensive redevelopment of key sites and a new prominent pedestrian link.

Outlined below are the three options.

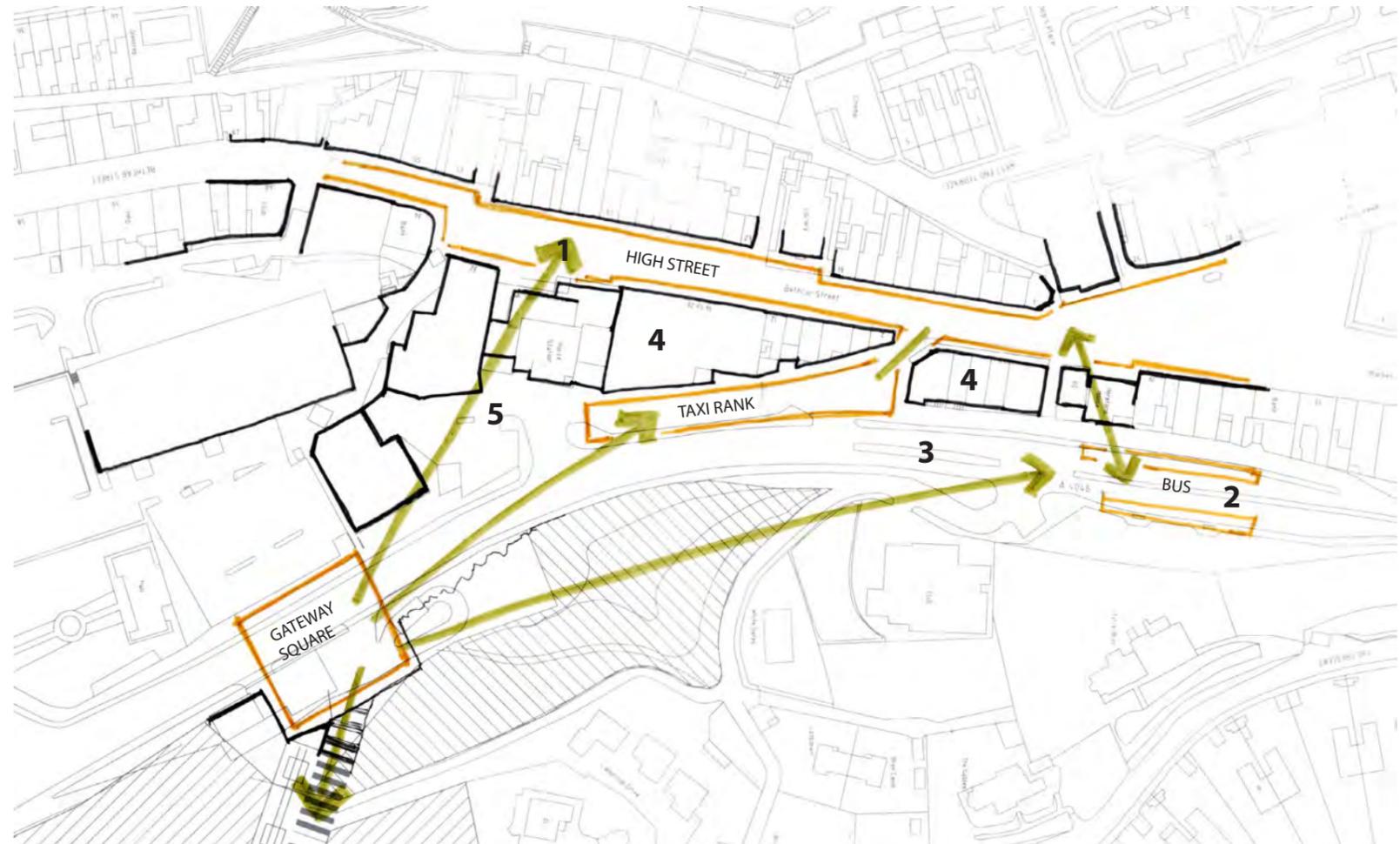
All options show the A4046 downgraded and reduced in width. The eastern kerb is being retained with the potential to widen the footways of the western kerb, nearer to the town centre. A new gateway square at the top of the Learning Link will form the entrance to the masterplan site. This square should be enclosed with a new building located at the present embankment between the A4046 and car park. As a raised table, the square will act to calm traffic and enable convenient pedestrian crossings.

The A4046 will essentially be a green corridor with formal planting, as a strong active frontage may weaken the high street and as this area is less viable for local retail.

Unlike the other study areas, where the Design Codes (2007) should be applied, this area will have to create a transition between the design code and town centre material palette. The strategy should be to extend the town centre code as far as the A4046, treating the public realm and The Walk as part of the high street. At Gateway Square and along the A4046, the Design Codes (2007) should be applied.

All proposals will affect statutory services in the area. More information of these services and how they will be affected through the proposals can be found in the appendix.

The Walk: Key objectives and pedestrian desire lines



1. Creating strong link to the High Street
2. Improved public transport interchange
3. Green corridor after downgrading
4. Revitalising property value through development opportunities
5. Robust servicing provision for retail

Option 1: Low-level intervention

Vision

The vision for this option is to downgrade the A4046, making it a greener and more pedestrian-friendly environment, and to improve links between The Works and Bethcar Street without significantly affecting any of the existing plots or buildings.

Proposals

The Walk and Gateway Square (1, 13)

Access between The Works and the town centre will be improved by changing the steps at the beginning of The Walk (pedestrian footway) to a series of DDA compliant ramps alongside the existing Iceland store. These will improve access for all people. Soft landscaping will be planted adjacent to the ramps to soften the existing hard landscape and improve the quality of the public realm and the pedestrian experience along The Walk, although this will result in the loss of some car parking for Iceland.

In Gateway Square, two rows of trees will be planted leading to The Walk in order to aid legibility towards the town centre as well as to enhance the environmental quality of the square. In addition, life and vitality will be brought to the square by developing a small pavilion building in the northeast corner that can be used as a café, waiting and ticket area and public transport staff rooms.

New Pedestrian Link and Façade Improvements to the rear of Nos. 14-26 Bethcar Street (5,6)

Accessibility and permeability between The Works and the town centre will be further enhanced by providing a new pedestrian link through the centre of the block comprising 2-32 Bethcar Street. This will run adjacent to the existing police station and result in the loss of some retail floorspace in Nos. 14-26. However, it will provide the opportunity to create a second frontage to this building, which will benefit from the increased footfall outside.

Furthermore, the rear façade of Nos. 14-26, which is currently unsightly with exposed servicing, will be redesigned to provide a more attractive and active frontage, enhancing the quality and appearance of the town centre when approached from The Works.

Traffic Calming of the A4046 and Relocation of Bus Stops (2, 5, 4, 7, 8, 11, 12)

The A4046 will be downgraded from a primary route dominated by traffic to a greener and more pedestrian-friendly environment with road narrowing and reduced traffic speeds. The pavements will be widened and pedestrian crossings introduced to make crossing the road easier for pedestrians. Street trees will also be planted along both sides of the road to provide a sense of enclosure and enhance the quality of the public realm.

The existing bus stops located further north on the A4046 will be relocated adjacent to the new Gateway Square, including a new bus shelter, and creating a public transport hub at the key node between The Works and the town centre. A raised speed table will also be built in this location to help slow traffic and aid pedestrian crossing. The existing bus lay-by on the east side of the road in Market Square will be retained as a bus stand. However, the lay-by on the west side of the road will be converted into on-street car parking for adjacent properties.

The existing traffic island and taxi rank will be moved further to the east in order to narrow the A4046 at this point. It will also be extended to the north to incorporate new disabled parking spaces, which will replace the existing disabled parking spaces located in the gap leading to Bethcar Street in this location. Public realm improvements will be carried out in this area thus creating a third attractive pedestrian link to the town centre.

A small roundabout will be built at the junction between the A4046 and The Walk (road) to allow terminating bus services to turn. It will also help to slow traffic and mark the entrance to the downgraded street.

Removing Slip Road, Relocating Public Toilet Block and Closing Alleyway (9, 10)

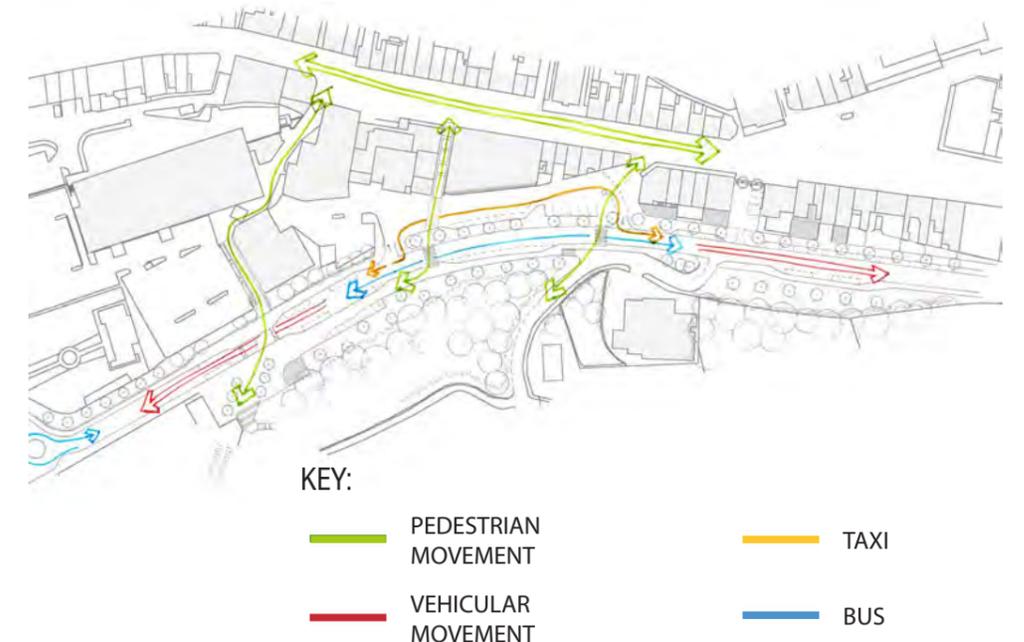
The slip road located to the west of the A4046 adjacent to the existing bus stops will be removed and the land used to create rear service yards and/or amenity areas for the properties on Bethcar Street to the west, or for further development of these properties. The retail units at ground floor level will be retained and the upper floors used for residential and/or office uses, increasing the number of people living and working in the town.

The existing toilet block adjacent to the alleyway connecting the slip road with Bethcar Street will be demolished and replaced with a new facility in Gateway Square (see 'The Walk and Gateway Square' above). The alleyway will be closed off and the space used as a car park for the adjacent properties. The redevelopment of this space should not be taken into consideration, as it is occupied by a substation (to be retained) and several statutory services.

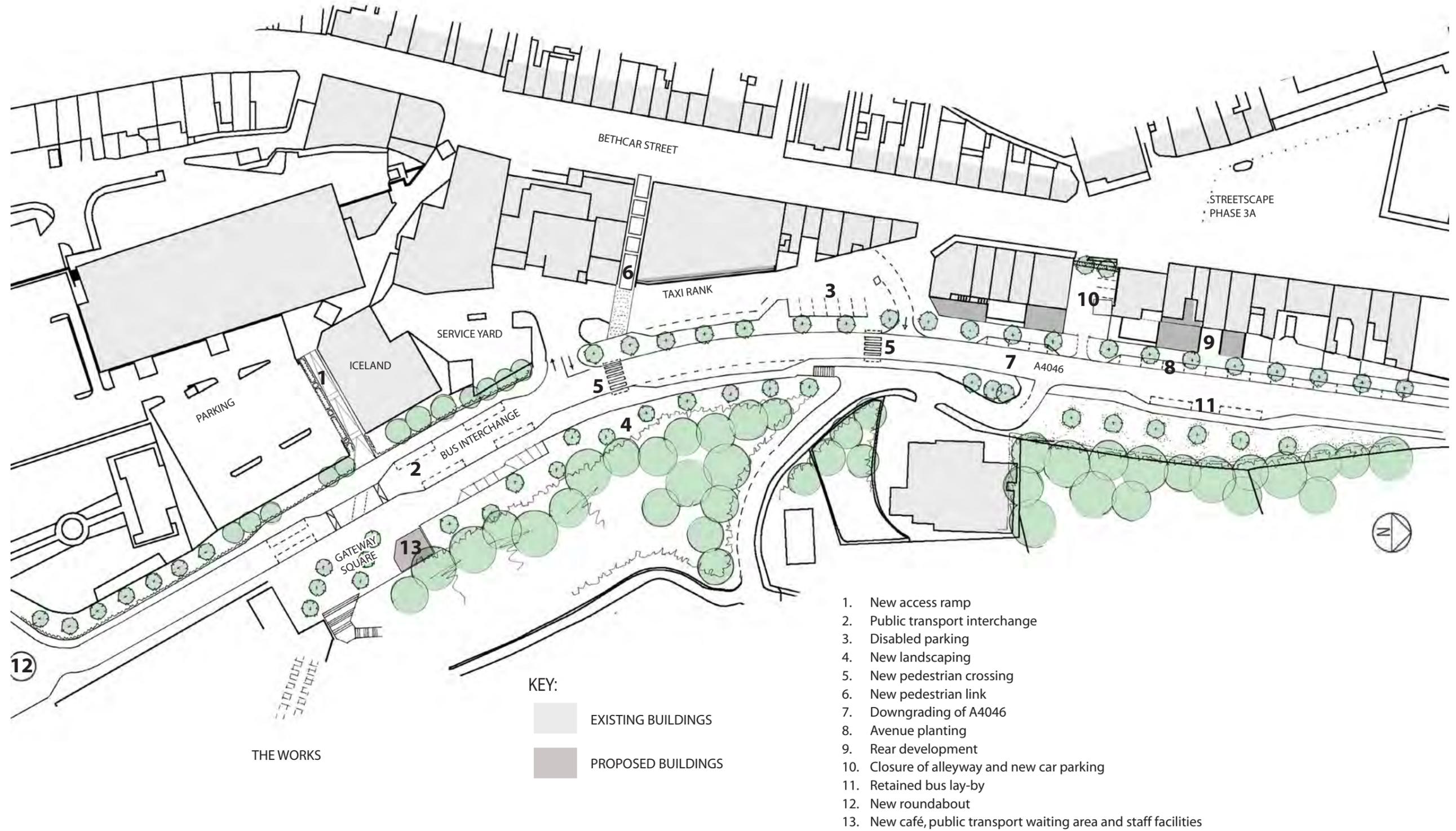
Option 1: Landuse and key frontage



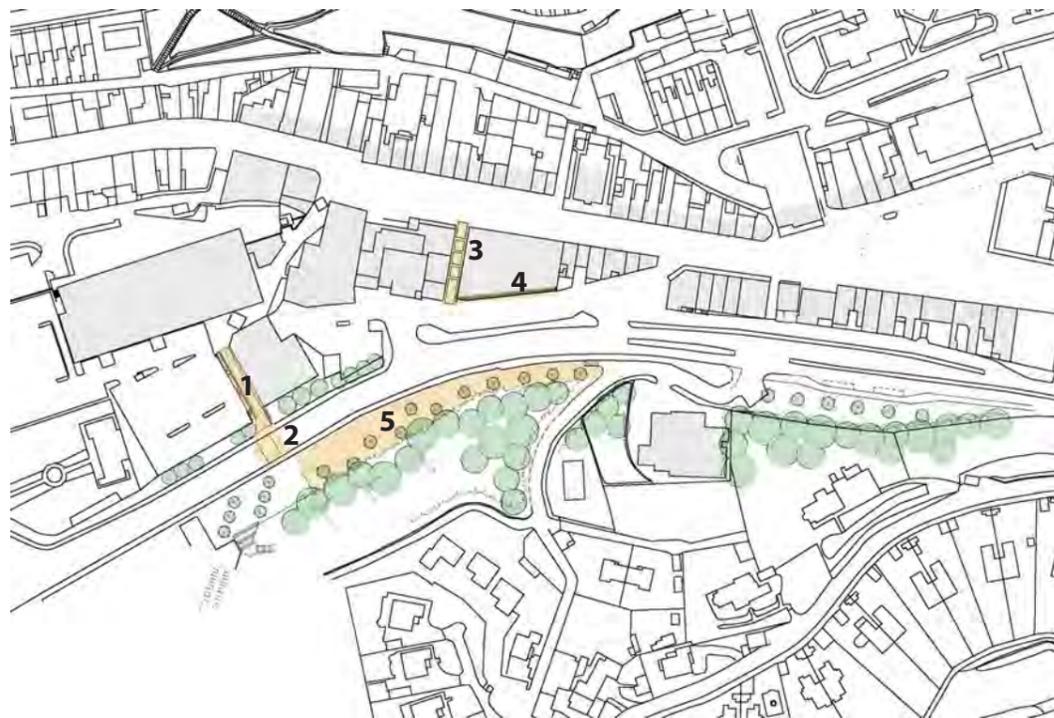
Option 1: Movement



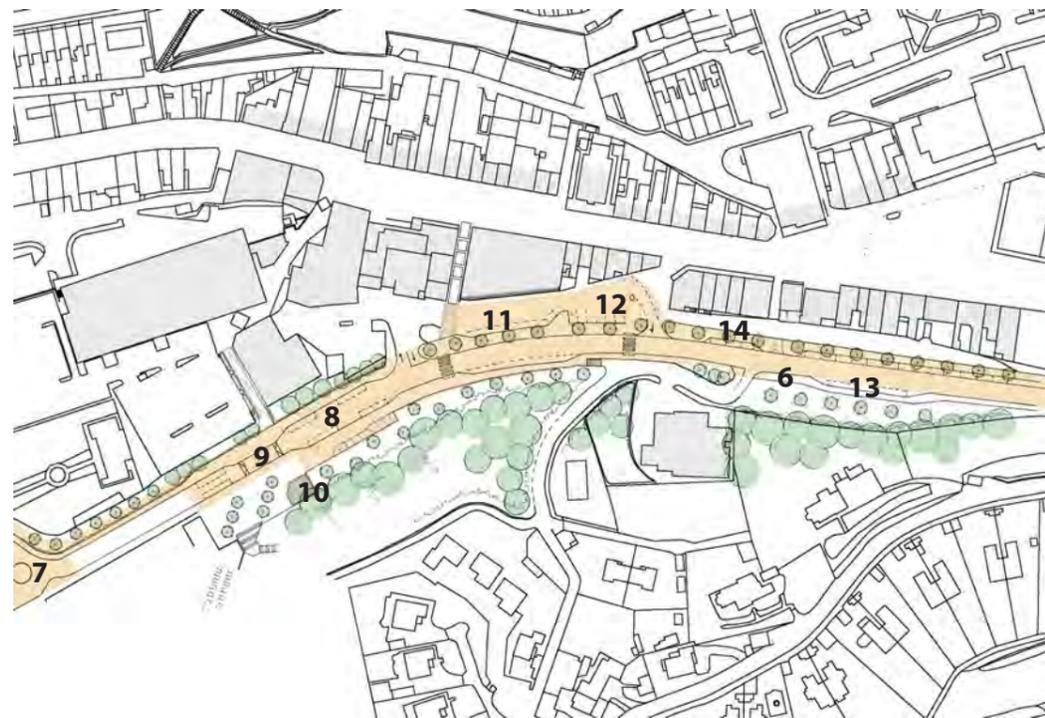
The Walk: Option 1



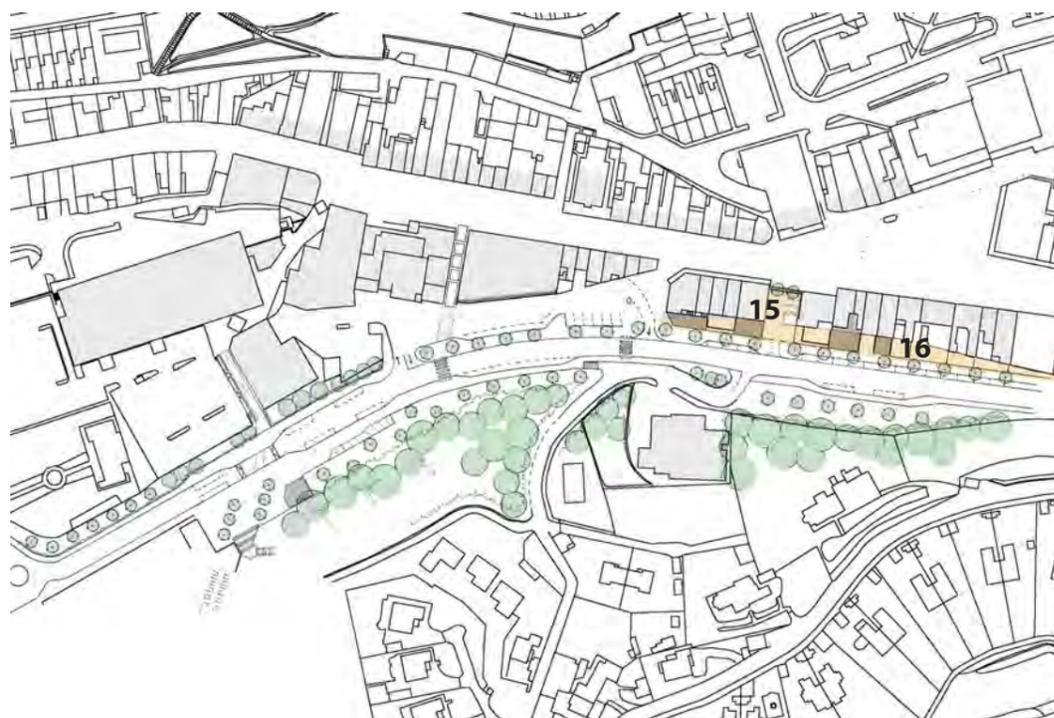
Option 1: Phase 1



Option 1: Phase 2



Option 1: Phase 3



Phasing

The proposals for this option can be carried out in three stages corresponding with different phases of The Works masterplan. The first stage will be carried out in phases 1 and 2 of the masterplan and encompass the proposals to improve accessibility along The Walk and crossing of the A4046 at Gateway Square. Landscaping works should be carried out at the eastern side of the A4046. The second stage will be carried out in phase 4 of the masterplan and encompass the works required to downgrade the A404, relocate the bus stops and landscape works. This stage must follow the implementation of the PDR in phase 3 of the masterplan, which will divert any through traffic away from the A4046. The third and final stage will be carried out in phase 5 of the masterplan following the works in the earlier stages and will involve removal of the slip road, demolition of the existing public toilets and creation of the car park.

Conclusion

This option will improve links between The Works and the town centre, whilst affecting only a few of the existing land owners thus representing low-level intervention. It will also create a higher quality environment behind the main shopping street, which is more attractive and safer for pedestrians. It therefore accords with the sustainability objectives of the masterplan by promoting more sustainable forms of travel.

However, this option does not create a strong physical and active link between the masterplan site and Bethcar Street. Even though the proposal will improve access and upgrade the public realm, the connection crosses a transition zone of the A4046 and will access Bethcar Street from the rear. To overcome this, a higher level of intervention as in option 2 must be applied and Iceland will have to change. This can happen at a later stage, once other phases are completed.

| The Walk | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|---|-----|---|---|---|------------------------------------|-------------------|------------------------|---|
| Stage 1: 2008 - 2012 The Works masterplan phases 1 & 2 | | | | | | | | |
| | 1 | New ramp and soft landscaping | DDA compliant access | low | immediately | high | early win | land ownership |
| | 2 | New pedestrian crossing | Safe crossing of A4046 | low | immediately | high | early win | n/a |
| | 3 | New pedestrian link | Provide new linkages to the high street to bring | medium | immediately | medium | early win | land ownership, cost |
| | 4 | Improvements to rear building facade with possible new entrance and active frontage | Create new frontage, improve appearance | medium | immediately | low | early win | land ownership, private sector investment |
| | 5 | Landscape eastern edge of A4046 | Enhance streetscape | medium | immediately | medium | early win | n/a |
| Stage 2: 2014 - 2016 The Works masterplan phase 4 | | | | | | | | |
| | 6 | Calming and narrowing/downgrade of A4046 | Enhance streetscape; traffic calming and development opportunities | high | after completion of PDR in phase 3 | high | long-term regeneration | highway requirements, cost, statutory services, status of A road, phasing PDR |
| | 7 | New roundabout | Turning facilities for buses, traffic calming | medium | with 6 | high | n/a | highway capacity, statutory services |
| | 8 | Relocate bus stops | Create new public transport hub closer to High Street, promote public transport | medium | with 6 | medium | long-term regeneration | highway capacity |
| | 9 | Raised table pedestrian crossing | Improve pedestrian crossing; traffic calming | low | with 6 | medium | n/a | highway requirements |
| | 10 | New public toilet block with possible cafe/shops, ticket and waiting area | Provide staff rooms for bus drivers following removal of toilet block in later phase and bring vitality to the square | medium | immediately | medium | n/a | cost |
| | 11 | Redesign taxi rank | Improve operation and capacity | low | with 6 | medium | n/a | n/a |
| | 12 | Redesign disabled parking spaces and upgrade public realm | Retain accessibility to High Street | low | n/a | low | n/a | n/a |
| | 13 | Retain bus layby | Additional waiting capacity for increased services | low | n/a | n/a | long-term regeneration | n/a |
| | 14 | New tree planting | Enhance streetscape, screen building rears | medium | with 6 | medium | long-term regeneration | statutory services |
| Stage 3: 2016 - The Works masterplan phase 5 | | | | | | | | |
| | 15 | Demolish public toilet and develop new car park | Provide alternative car parking | low | n/a | low | long-term regeneration | |
| | 16 | Remove slip road | Free up space for rear development | high | n/a | medium | long-term regeneration | statutory services, parking, land ownership |

Option 2: Medium-level intervention

Vision

The vision for this option is to downgrade the A4046, making it a greener and more pedestrian friendly environment, and creating a stronger and more legible link between The Works and Bethcar Street along The Walk (pedestrian) by redeveloping some of the adjacent land and buildings for further retail uses.

Proposals

The Walk and Gateway Square (1, 2, 3, 17)

This option will create a more direct link from The Works to Bethcar Street by realigning The Walk (pedestrian) and redeveloping the adjacent properties. The southwest corner of the existing Iceland store will be demolished to make way for the newly aligned pedestrian route, although the redeveloped shop will be extended closer to the road to maintain the existing floor area of the building. The Woolworth store can be redeveloped subsequently to provide active frontage to The Walk. A new building will be developed to the south on the existing Iceland car park providing an active frontage on this side of the route and enclosure to Gateway Square. Further to the south, St Johns Hall site will be redeveloped into a larger retail unit, to provide alternative space for the Iceland store and broaden the retail offer at this location.

In Gateway Square, trees will be planted to enhance the environmental quality of the square and aid legibility to The Walk. The trees will be aligned with the new pedestrian route creating a vista in both directions. The new building to the west (on the existing Iceland car park) will provide a greater sense of enclosure in the square and a more urban character.

Downgrading the A4046 and Relocation of Bus Stops (4, 5, 6, 7, 8, 9, 10, 13, 16)

As in Option 1, the A4046 will be downgraded to provide a more pedestrian friendly and humane environment, and the existing bus stops will be relocated closer to The Walk in order to create a public transport hub. The proposed changes are the same as those described for Option 1.

Extension to rear of Nos. 14-26 Bethcar Street (14)

A more prominent pedestrian route along The Walk means that a secondary pedestrian link through the block comprising 2-32 Bethcar Street, as in Option 1, is not necessary. However, as in the first option, the rear of Nos. 14-26 Bethcar Street can be redesigned and extended to provide a more attractive and active frontage.

Removing Slip Road, Relocating Public Toilet Block and Closing Alleyway (12, 13)

As in Option 1, the existing slip road will be removed, resulting in further development area for the properties on Bethcar Street to the west or service yards and/or amenity areas for these properties. The public toilet block will be relocated to Gateway Square and the site will then be used for car parking, as in option 1.

Phasing

The proposals for this option must be carried out in four stages corresponding with different phases of The Works masterplan. The first stage will be carried out in phases 1 and 2 and involve: finding alternative accommodation for the organisations and community groups using St Johns Hall; redeveloping this site to provide a new retail unit, which can be an alternative site for Iceland; and building a temporary ramp, which is DDA compliant, and pedestrian crossing of the A4046 until the later works are carried out. Landscaping works at the eastern side of the A4046 should also be carried out in this phase.

The second stage will take place in phase 3 of the masterplan and involve: part demolition and redevelopment of the existing Iceland store to realign The Walk; soft landscaping in front of the new building to soften its appearance and enhance the quality of the public realm.

The third stage will be carried out in phase 4 of the masterplan and encompass the works to downgrade the A4046 and relocate the bus stops, as well as extend the rear of Nos. 14-26 Bethcar Street (this stage must follow the implementation of the PDR in phase 3).

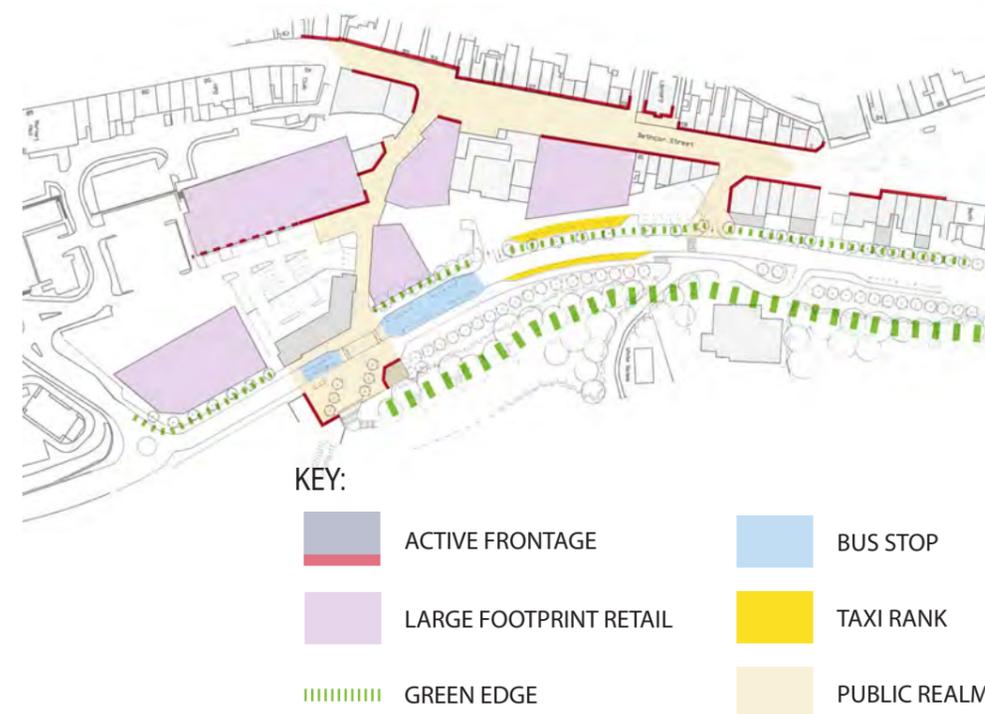
The fourth and final stage will be carried out in phase 5 of the masterplan and involve the removal of the slip lane and relocating the public toilets.

Conclusion

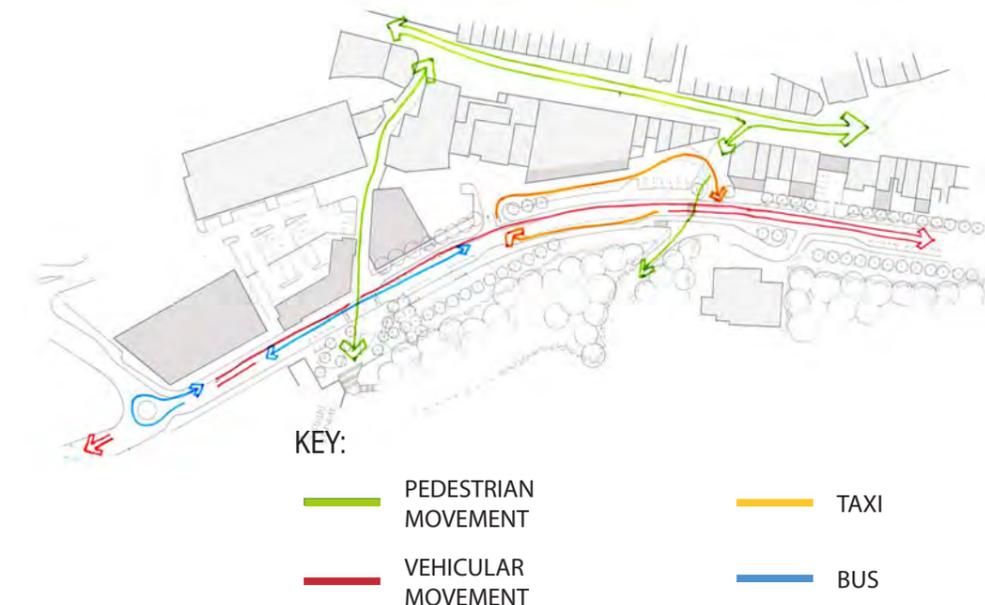
This option will result in a more direct pedestrian link between The Works and the town centre by realigning The Walk and redeveloping some of the surrounding land and properties. It will affect the owners of this land and properties and therefore represents medium-level intervention. As in Option 1, it will create a higher quality pedestrian environment behind Bethcar Street by downgrading the A4046 and making it greener and more attractive.

The core of this option is to create a strong urban link between The Works and Bethcar Street. The link should be experienced as one unified space in terms of levels of activity, enclosure and urban character. Even though this option will affect several properties, it is a unique chance to open up Bethcar Street to The Works site, especially as alternative sites for affected properties are available close by.

Option 2: Landuse and key frontage



Option 2: Movement



The Walk: Option 2



KEY:

- EXISTING BUILDINGS
- PROPOSED BUILDINGS

1. Widening and redevelopment of The Walk
2. New store (alternative for Iceland)
3. Redevelopment of the Iceland store
4. New office/business development
5. Relocated bus stop
6. Redesign of taxi rank
7. Taxi drop off
8. Disabled parking
9. Pedestrian crossing
10. Downgrading of A4046
11. Avenue planting
12. Rear development
13. Closure of alley way and new car parking
14. Retained bus lay-by
15. Rear extension
16. New roundabout
17. Redevelopment of Woolworth
18. New café, public transport waiting area and staff facilities

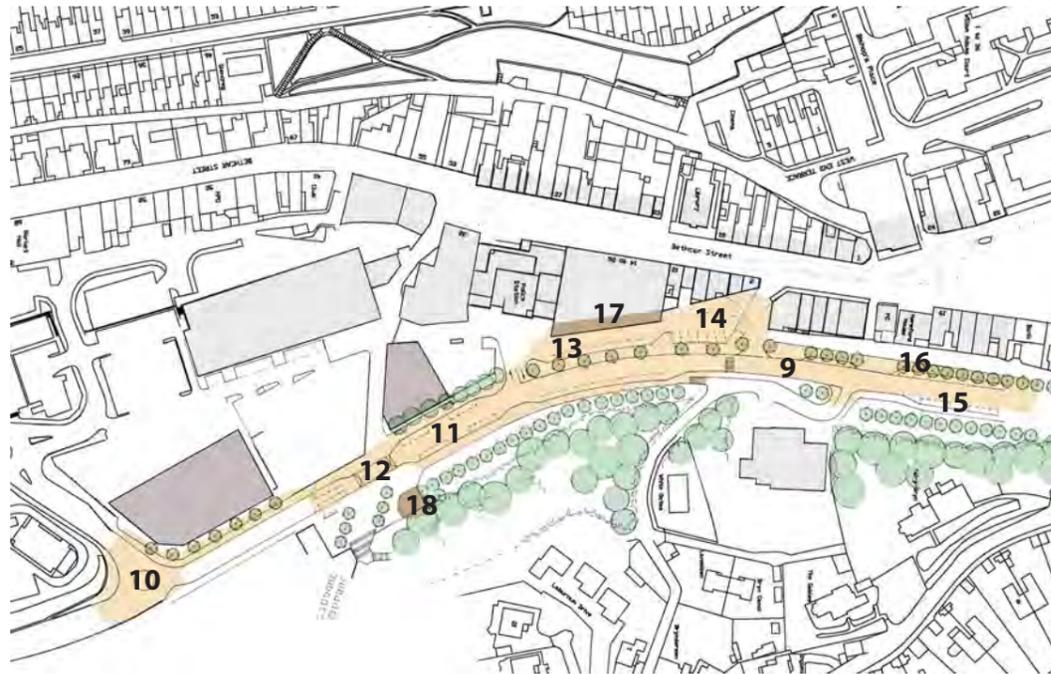
Option 2: Phase 1



Option 2: Phase 2



Option 2: Phase 3



Option 2: Phase 4



| The Walk | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|---|-----|---|---|---|-------------------------|-------------------|------------------------|---|
| Stage 1: 2008 - 2012 The Works masterplan phases 1 & 2 | | | | | | | | |
| | 1 | Relocate St. Johns Halls/community groups | Clear land for further development | medium | immediately | high | long-term regeneration | availability of suitable alternative |
| | 2 | Develop new store | Alternative site for Iceland | high | after 1 | medium | long-term regeneration | land ownership; private sector investment services |
| | 3 | New ramp | DDA compliant access | low | immediately | medium | early win | land ownership |
| | 4 | New pedestrian crossing | Safe crossing of A4046 | low | immediately | high | early win | n/a |
| | 5 | Landscape eastern edge | Enhance streetscape | medium | immediately | medium | early win | n/a |
| Stage 2: 2012 - 2014 The Works masterplan phase 3 | | | | | | | | |
| | 6 | Redesign The Walk | Creating a legible, active route according to the pedestrian desire line. | medium | with 6 | high | long-term regeneration | land ownership |
| | 7 | Redevelop Iceland | Free up land for The Walk and create new frontage | high | with 5; after 2 | high | long-term regeneration | land ownership; private sector investment |
| | 8 | Landscaping of Iceland edge | Enhance frontage | low | with 6 | medium | early win | n/a |
| Stage 3: 2014 - 2016 The Works masterplan phase 4 | | | | | | | | |
| | 9 | Calming and narrowing/downgrade of A4046 | Enhance streetscape; traffic calming and development opportunities | high | after completion of PDR | high | long-term regeneration | highway requirements, cost, statutory services, status of A road, phasing PDR |
| | 10 | New roundabout | Turning facilities for buses, traffic calming | medium | with 8 | high | n/a | highway capacity, statutory services |
| | 11 | Relocate bus stops | Create new public transport hub closer to High Street, promote public transport | medium | with 8 | medium | long-term regeneration | highway capacity |
| | 12 | Raised table pedestrian crossing | Improve pedestrian crossing; traffic calming | low | with 8 | medium | n/a | highway requirements |
| | 13 | Redesign taxi rank | Improve operation and capacity | low | with 8 | medium | n/a | n/a |
| | 14 | Retain disabled parking and upgrade public realm | Retain accessibility to High Street | low | n/a | low | n/a | n/a |
| | 15 | Retain bus layby | Additional waiting capacity for increased services | low | n/a | n/a | long-term regeneration | n/a |
| | 16 | Avenue planting | Enhance streetscape, screen building rears | medium | with 8 | medium | long-term regeneration | statutory services |
| | 17 | Extend shopfront | Increase floor area, create new frontage | medium | with 12 | low | n/a | private sector investment, ownership |
| | 18 | New public toilet block with possible cafe/shops, ticket and waiting area | Provide staff rooms for bus drivers following removal of toilet block in later phase and bring vitality to the square | medium | immediately | medium | n/a | cost |
| Stage 4: 2016 - The Works masterplan phase 5 | | | | | | | | |
| | 19 | New office/business development | Upgrade location; provide enclosure and activity to square | high | n/a | high | long-term regeneration | landownership, statutory services, parking, private sector investment |
| | 20 | Redevelop Woolworths | Improve connection to the High Street | high | n/a | high | long-term regeneration | cost, private sector investment |
| | 21 | Demolish public toilet | Free up space for car parking | medium | with 22 | medium | n/a | cost |
| | 22 | Take out slip lane | Free up space for rear development | high | with 21 | medium | long-term regeneration | statutory services, parking, landownership |

Option 3: High-level intervention

Vision

The vision for this option is similar to options 1 and 2 but will also aim to increase retail floor space of the city centre. This vision is to downgrade the A4046, making it a greener and more pedestrian friendly environment. This will create a major connection for pedestrians between The Works and Bethcar Street along The Walk that will also be a main shopping street, through substantial redevelopment of the adjacent land and buildings.

Proposals

The Walk and Gateway Square (1, 2, 3, 5)

As in Option 2, this option will create a more direct link from The Works to Bethcar Street by realigning The Walk (pedestrian) and redeveloping the adjacent properties. However, The Walk will be widened creating an even more direct link from Gateway Square to Bethcar Street in response to the natural desire line, and both Iceland and Woolworths to the north will be redeveloped providing an active frontage on the north side of the route. Therefore, it will become part of the shopping street in the town centre.

As in Option 2, trees in Gateway Square will be in line with The Walk to create a vista in both directions and enhance the environmental quality of the public space. Further enclosure to the square will be provided by the new building to the west (on the existing Iceland car park), which can be used as offices and will also form an entry way to The Walk from the east.

Downgrading the A4046 and Relocation of the Taxi Rank (6, 8, 9, 10, 11, 14)

As in Options 1 and 2, the A4046 will be downgraded to provide a more pedestrian friendly environment. However, this option proposes to retain the existing bus stops in their present location. The existing taxi rank behind Nos. 2-32 Bethcar Street will be relocated slightly further to the south, with two single lanes on both sides of the street allowing comprehensive redevelopment of the block. A raised speed table will be built adjacent to Gateway Square to help slow traffic and aid pedestrian crossing. Further bus stops will be provided adjacent to Gateway Square.

Redevelopment of Retail Block (Nos. 2-32 Bethcar Street) (2, 9, 7)

This option proposes the comprehensive redevelopment of the block comprising 2-32 Bethcar Street, which includes the police station. Flexible, high-quality retail space can be provided. A service yard is incorporated into the block for shared use and this will be screened using street trees along the road to the east. Disabled parking spaces will also be incorporated to replace those existing.

Upgrading Slip Road, Removing Public Toilet Block and Creating New Pedestrian Link (12, 13)

Unlike Options 1 and 2, this option will retain and upgrade the existing slip road behind the properties on Bethcar Street. However, the existing public toilet block will be removed and a new pedestrian link created between the slip road and main shopping street. An alternative toilet facility should be introduced especially for public transport staff. Avenue style street trees will enhance environmental quality.

Phasing

A phasing strategy has not been formulated for this option.

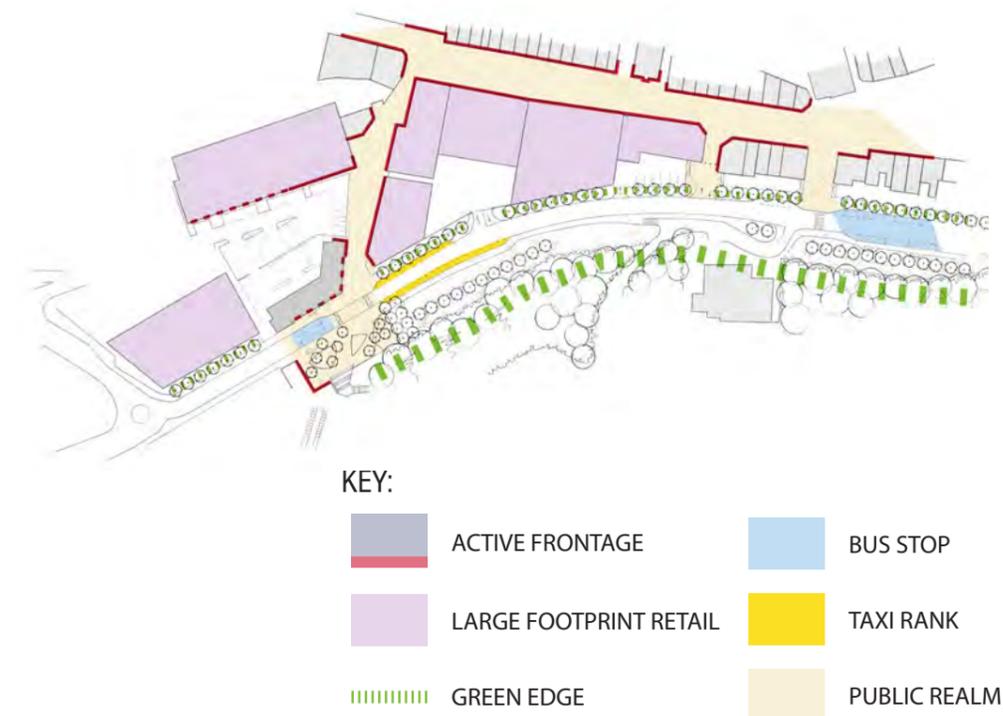
Conclusion

This option will provide a very strong link between Gateway Square and Bethcar Street, whilst also increasing and upgrading the retail stock in the town centre. Like the other options, it will also downgrade the A4046, making it more attractive and suitable for pedestrians.

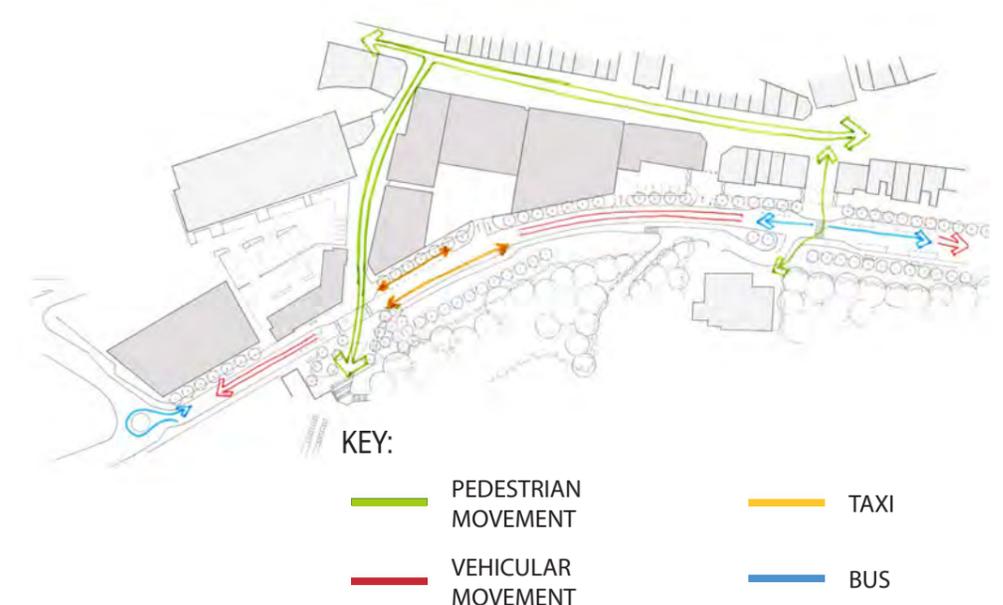
However, retaining the slip road will prevent any further development to the rear of the Bethcar Street retail units in this location, and major redevelopment of the block to the south would affect existing services.

Due to the major impact this option would have on existing properties and the likely high costs involved, this option will not be progressed further but would need to be imbedded in a bigger and long-term framework for the town.

Option 3: Landuse and key frontage



Option 3: Movement



The Walk: Option 3



KEY:
 EXISTING BUILDINGS
 PROPOSED BUILDINGS

1. Widening and redevelopment of The Walk
2. Redevelopment of retail units
3. New office/business development
4. Redeveloped police station site to retail use. Police station to be relocated.
5. New retail location
6. Taxi rank
7. Disabled parking
8. Pedestrian crossing
9. Downgrading of A4046
10. Avenue planting
11. Redesigned bus stop
12. Retained slip lane
13. Level pedestrian access to bus stop and toilet block removed.
14. New roundabout

| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|--------------------|-----|---|--|---|---|-------------------|------------------------|---|
| The Walk: Option 3 | 1 | Widening and redevelopment of The Walk | Create a legible, active route according to the desire lines | high | with redevelopment of no. 2 | medium | long-term regeneration | ownership |
| | 2 | Redevelopment of retail units | Provide a new active frontage to The Walk; provide wider range of retail units | high | immediately | medium | long-term regeneration | ownership |
| | 3 | New office/business development | Provide a new active frontage to The Walk and Gateway Square; upgrade the location | high | with calming of A4046 | medium | long-term regeneration | ownership; status of A046 , phasing of PDR |
| | 4 | Redeveloped police station site to retail use. Police station to be relocated | Provide a new frontage to The Walk; upgrade the location | high | immediately | medium | long-term regeneration | relocation of police station |
| | 5 | New retail location | Temporary facility for redevelopment of The Walk in short-term | high | immediately | medium | long-term regeneration | ownership |
| | 6 | Taxi rank | More taxis close to pedestrian area; free up land for development | medium | with calming of A4046 | medium | long-term regeneration | status of A046 , phasing of PDR |
| | 7 | Retain disabled parking | Retain accessibility of high street/ town centre | low | n/a | n/a | n/a | n/a |
| | 8 | Pedestrian crossing | Improve safety of pedestrians | medium | with calming of A4046 | high | early-win | status of A046 , phasing of PDR |
| | 9 | Calming of A4046 | Enhance streetscape; traffic calming and development opportunities | high | masterplan phase 3, after completion of PDR | medium | long-term regeneration | highway requirements, costs, statutory services |
| | 10 | Avenue planting | Screen building rears; enhance streetscape | medium | with calming of A4046 | medium | long-term regeneration | statutory services; status of A046 , phasing of PDR |
| | 11 | Redesigned bus stop | Enhance waiting facilities | low | with calming of A4046 | low | early-win | status of A046 , phasing of PDR |
| | 12 | Retaine slip lane | n/a | low | n/a | low | n/a | |
| | 13 | Level pedestrian access to bus stop and toilet block removed | Improve safety and enhance pedestrian area | medium | with relocation of bus stop | medium | long-term regeneration | |
| | 14 | New roundabout | Provide turning facilities for the buses; traffic calming | medium | with calming of A4046 | medium | long-term regeneration | status of A046 , phasing of PDR |
| | 15 | Sign posts and general lighting | Improve safety, legibility and way-finding | low | immediately | high | early win | |
| | 16 | General maintenance | Increase appreciation of public realm and discourage anti-social behaviour | medium | immediately | high | early win | cost, management |

4.2 Market Square

Market Square is an important junction for people travelling through Ebbw Vale, as the main movement routes from east to west and from north to south cross there. As such, it is a very prominent place, a role the current gyratory arrangement and relatively poor building stock does not perform.

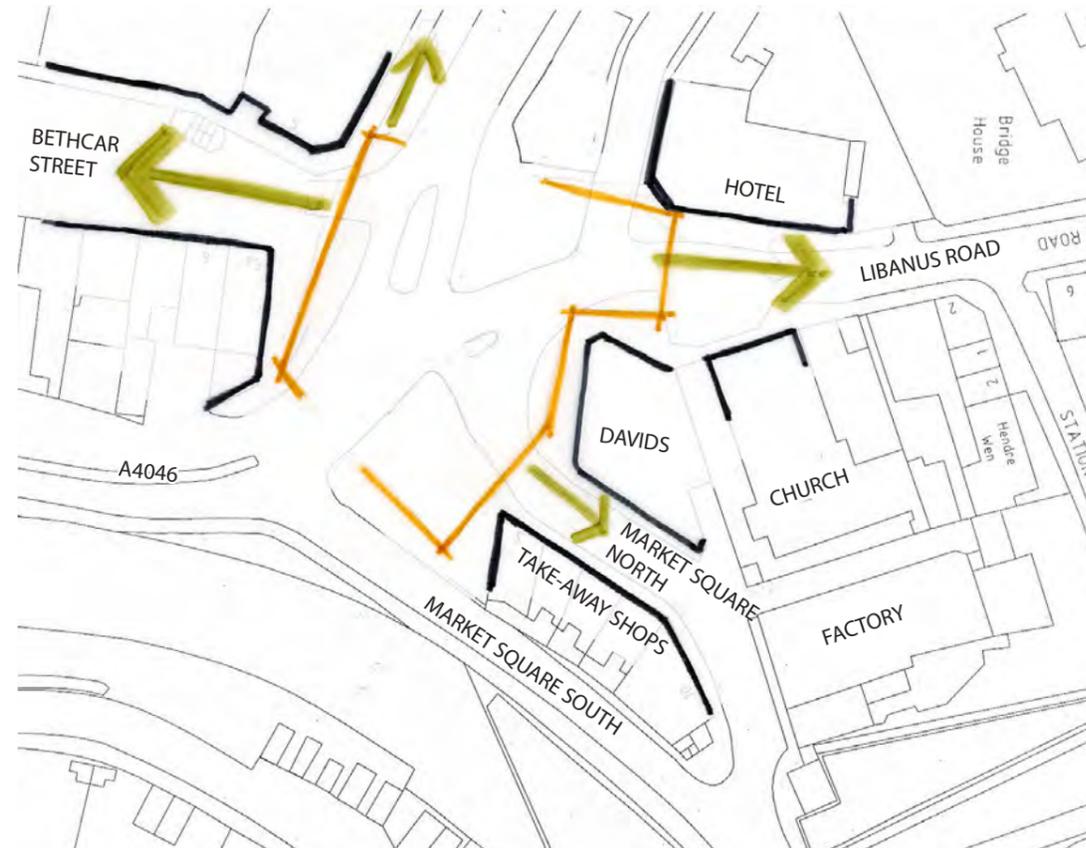
The vision for Market Square is of a busy, urban junction surrounded by development of appropriate scale and uses. These would be business-type buildings such as shops, offices or hotels, using the prominent location to their advantage and with frontages relating to and framing the public space. The streetscape would strike a balance between vehicular and other types of movement and will provide good access not only along the A4046, but also to Libanus Road and to New Town.

To revitalise the property market of the area, good accessibility for both pedestrians and vehicles and more flexibility in plot size is crucial. The area would benefit from more generous plot sizes that allow comprehensive and larger development in order to attract investment. Good pedestrian links to Libanus Road and New Town along sufficiently wide pavements should support creating a better footfall for the adjacent properties and create a pleasant pedestrian journey into the town centre. However, it should be acknowledged that this area forms a gateway to the high street, but is not part of it.

Furthermore, the street design must allow for public transport moving along the A4046 and Libanus Road.

Four options have been developed which summarise the urban design aspirations for the area. They are developed from a basic understanding of movement patterns, statutory services and landownership. However, these options must be tested against up-to-date traffic data and the anticipated change to traffic flows once the PDR is built. This information may result in other street design proposals being developed.

Market Square: Key objectives and pedestrian desire lines



Option 1 'Big block'

This option would result in a high level of intervention. The gyratory system would be removed including the demolition of Daniels and the take-away shops at Market Square. The northern part of Market Square would be removed and the southern part running along the top of the embankment widened to a two-way working street. This would create a unified block with access from Market Square. The developable land area of this block would be just under 1000m².

Urban design

This option would create a new block of a viable size, addressing the A4046 with a frontage of higher scale and massing. The new development could provide a new vista for people travelling along the A4046 and give enclosure to the public space. Potential uses for this new block could be ground floor retail and offices above. Parking and servicing of this block can be located at the rear, next to the church.

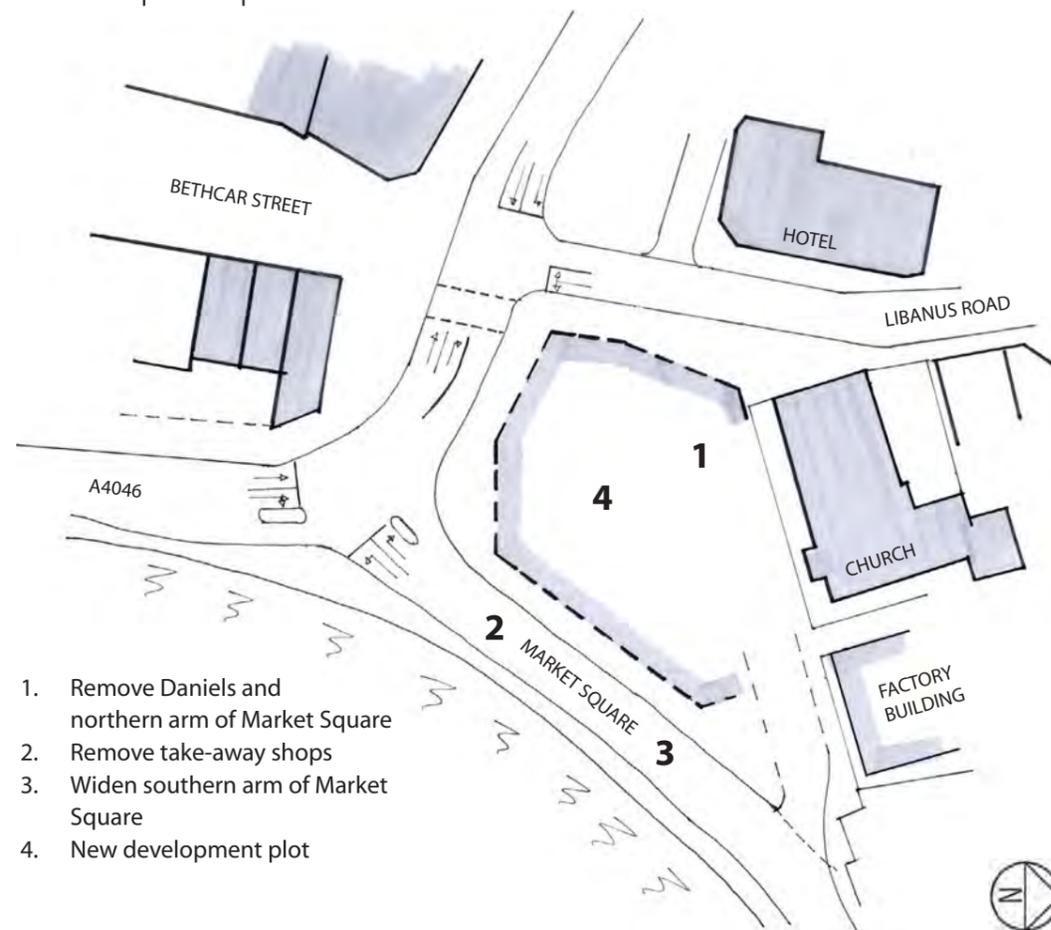
Access

The junction of Market Square and Libanus Road with the A4046 should be treated as one signalised junction, with the cars coming from the south on the A4046 stopping at Market Square and the cars travelling from the west stopping at Libanus Road. There will be only one pedestrian crossing required, located at Libanus Road to Bethcar Street.

Comment

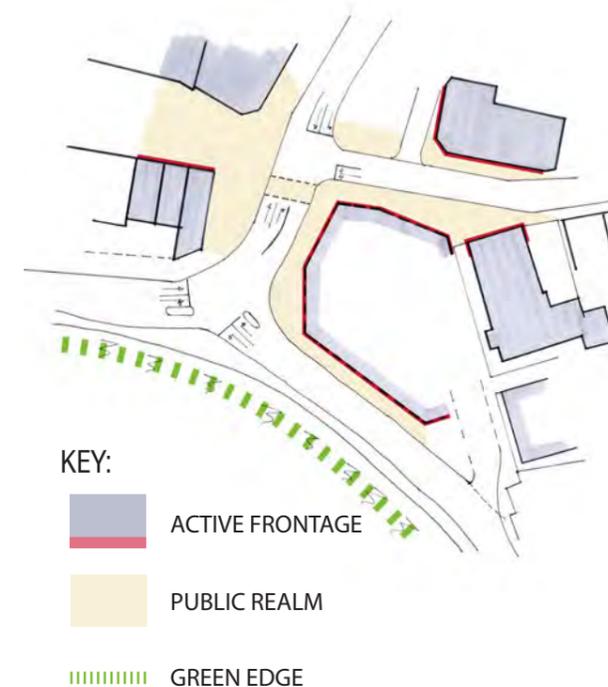
This option would change the historic layout and grain of the area and would require several buildings to be demolished. Statutory services would also need to be diverted and plot boundaries would change significantly. However, the area has been subject to considerable changes over the last 50 years with little historic fabric and alignment remaining intact. From an urban design perspective, the area has not recovered from these changes. There is now the chance to address the different role and function this area has within Ebbw Vale with a new development and road alignment.

Market Square: Option 1

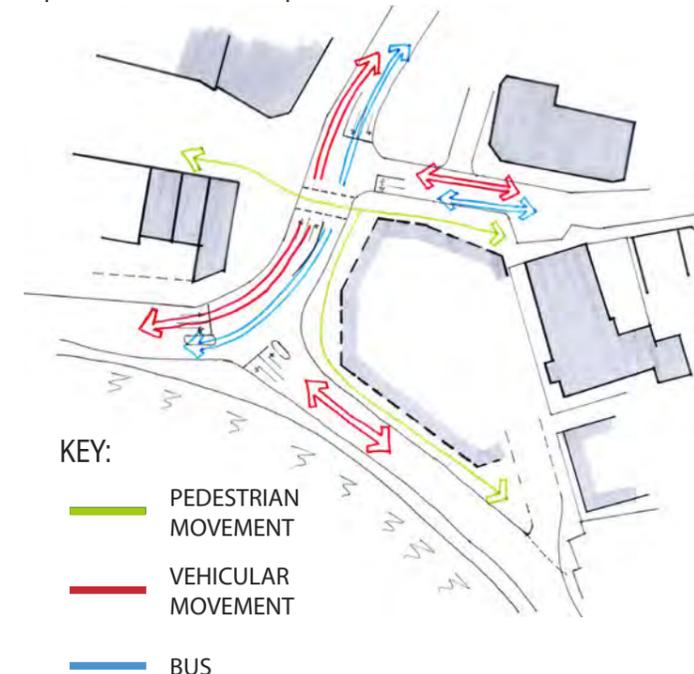


1. Remove Daniels and northern arm of Market Square
2. Remove take-away shops
3. Widen southern arm of Market Square
4. New development plot

Option 1: Landuse and key frontages



Option 1: Movement patterns



Option 2 'Square'

Urban design

These two options create a new square in front of Daniels. The rectangular shape of the square relates to the urban character of the space and to the alignment of the current buildings adjacent to it. These and some new development form the frontage to the square. The gyratory system would be removed and Market Square turned into a two-way working street. To gain sufficient width in Market Square, either the take-away shops (option 2a) or Daniels (option 2b) must be removed. In option 2a, Daniels would front the square and would form the main vista of the area. Together with the County Hotel (if retained) these two buildings would inform the historic setting of the square and would give character to it. The site of the take-away shops should be redeveloped, even though the site is just 15m wide. The new development would provide enclosure to the square and could take advantage of the south facing elevation overlooking The Crescent.

In option 2b, Market Square would be widened and the take-away shops would be retained. The consequence of this is that Daniels must be demolished and any new development of the factory site would have to be set back (See 4.4 The Crescent). A new development should replace the Daniels building to provide frontage and enclosure to the square. However, it is acknowledged that this plot is relatively small and its redevelopment may be difficult to achieve. A potential use of this building could be associated with the adjacent church. The square should also be fronted by a new development next to the take away buildings, creating a continuous building line along Market Square and providing enclosure to the square. This new development can be accessed from the rear together with the take away shops and could contain ground floor retail with offices or flats above.

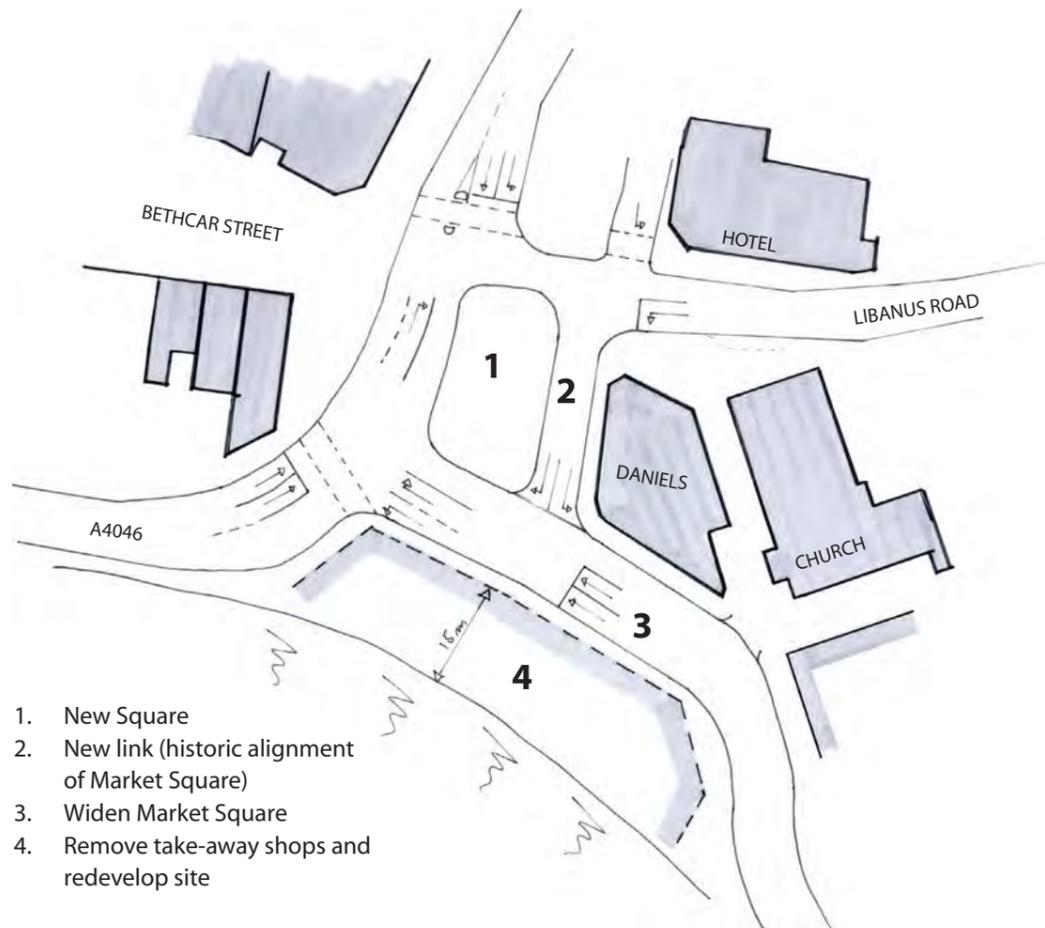
Access

In terms of movement, the square in both options creates a new link from Libanus Road to Market Square in front of the Daniels site. This should help to organize traffic more efficiently. The square is treated as a four-arm signalised junction with a square island in the middle. This island would not be accessible for pedestrians and would need to be landscaped. For pedestrian movement, two crossings would need to be introduced, one from Bethcar Street to Libanus Road and one from Bethcar Street to Market Square, linking to the take-away shops footway. In addition, the footway adjacent to the take-away shops should be widened.

Comment

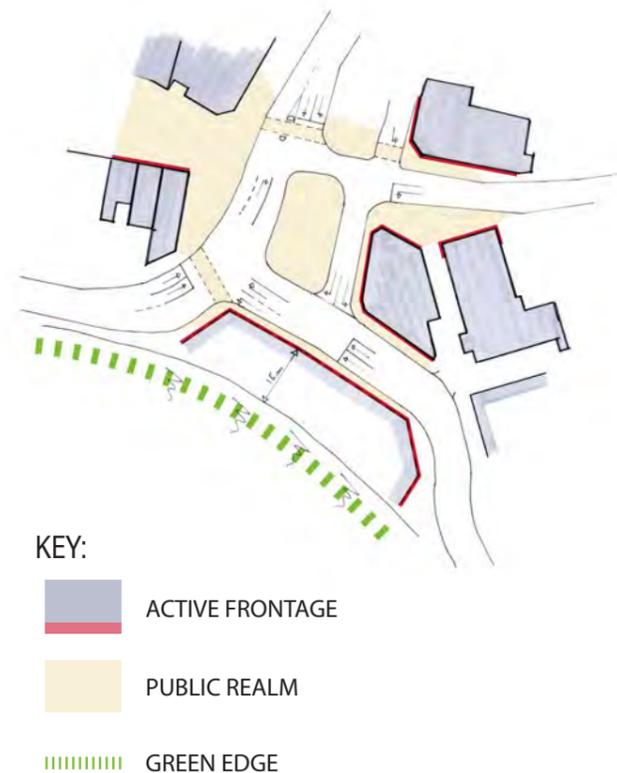
These two options would be more in keeping with the current layout and plot sizes of the site. Fewer plot boundaries and statutory service corridors would be affected, which would ease phasing issues and reduce costs. However, as the plot sizes would not change significantly, the redevelopment of the sites around the square may be less viable than in option 1.

Market Square: Option 2a

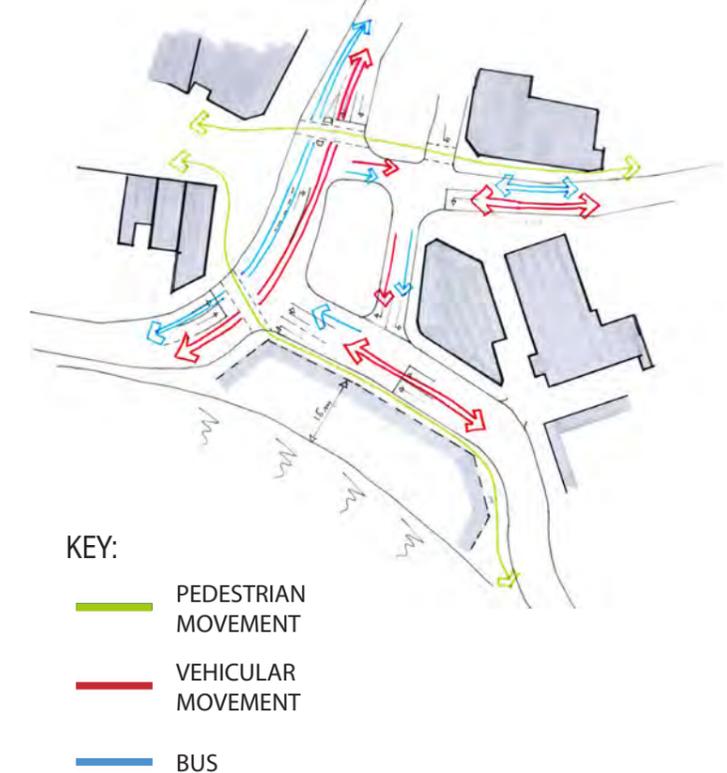


- 1. New Square
- 2. New link (historic alignment of Market Square)
- 3. Widen Market Square
- 4. Remove take-away shops and redevelop site

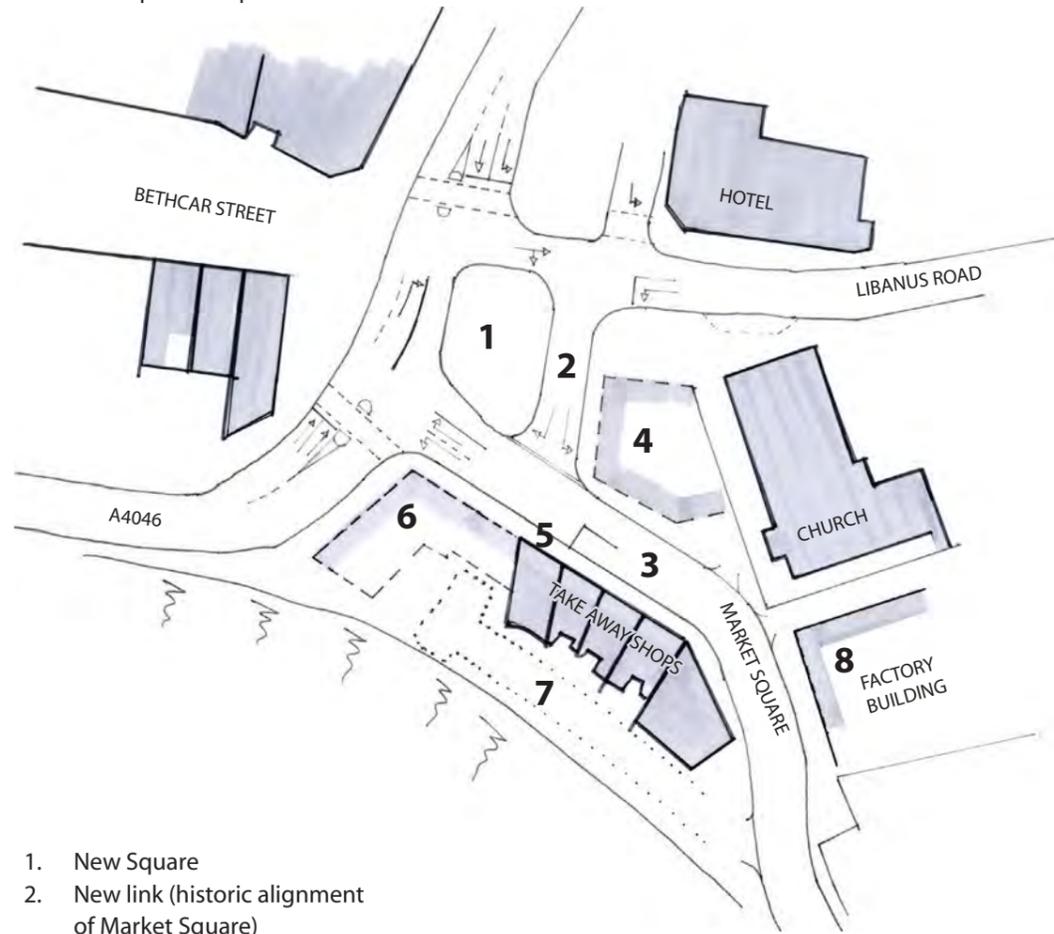
Option 2a: Landuse and key frontages



Option 2a: Movement patterns



Market Square: Option 2b



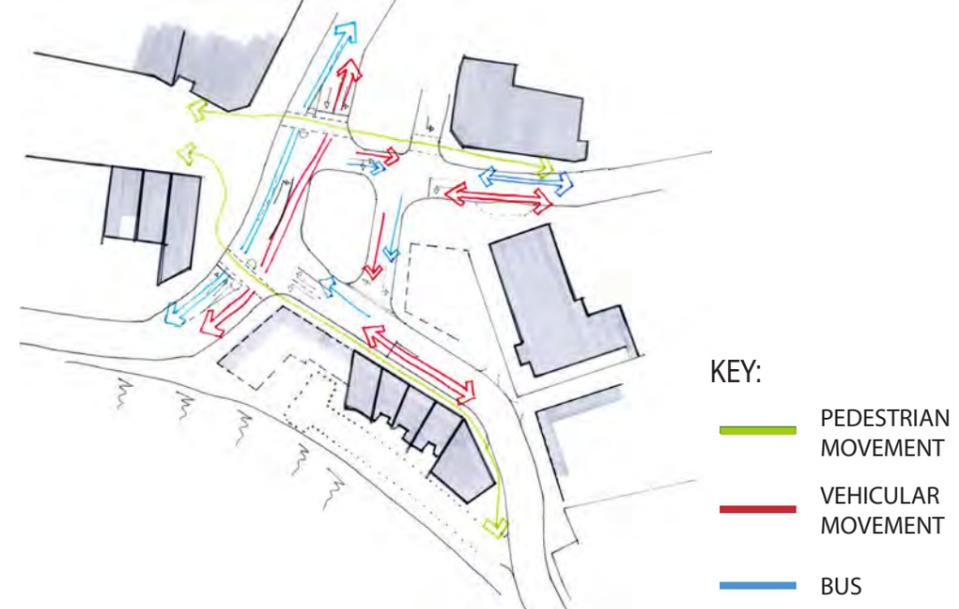
1. New Square
2. New link (historic alignment of Market Square)
3. Widen Market Square
4. Redevelop Daniels
5. Widen footway
6. New development
7. Close off southern part of Market Square. Allow only service access
8. Building line of redeveloped factory building to be set back

Option 2b: Landuse and key frontages



- KEY:
- ACTIVE FRONTAGE
 - PUBLIC REALM
 - GREEN EDGE

Option 2b: Movement patterns



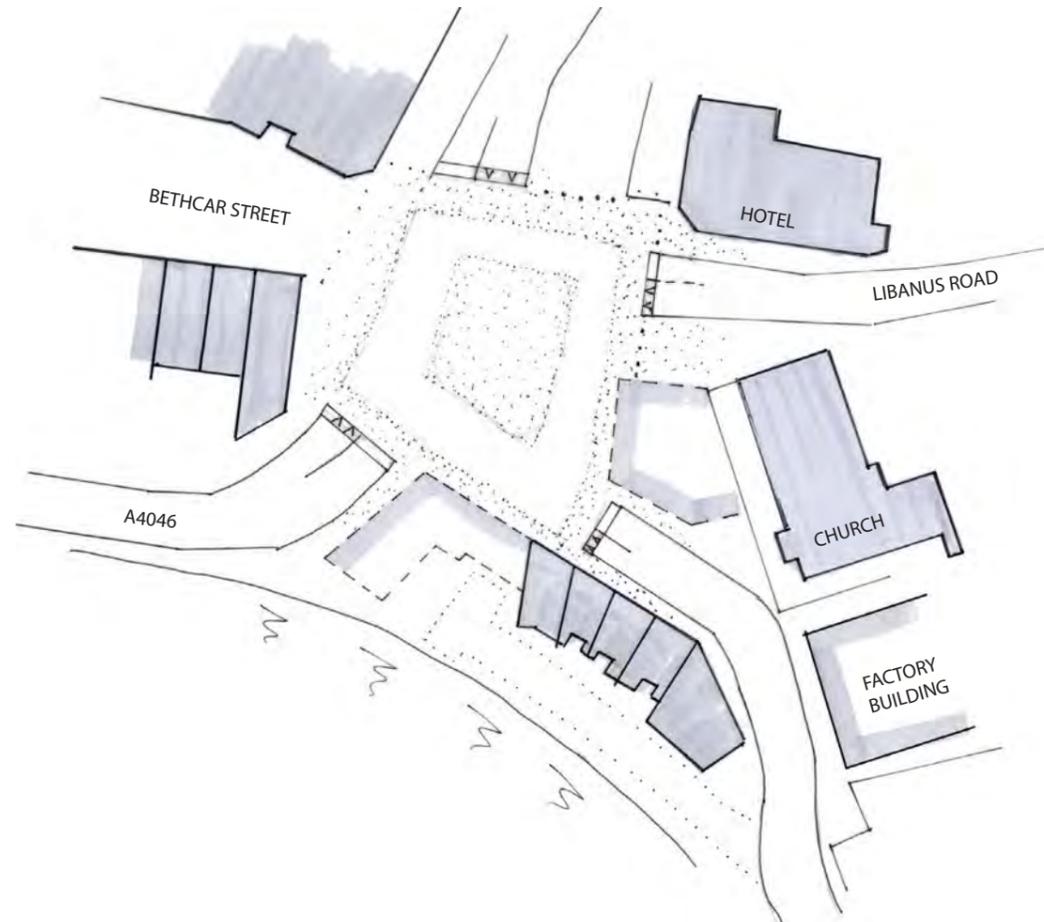
- KEY:
- PEDESTRIAN MOVEMENT
 - VEHICULAR MOVEMENT
 - BUS

Option 3 'Naked Street'

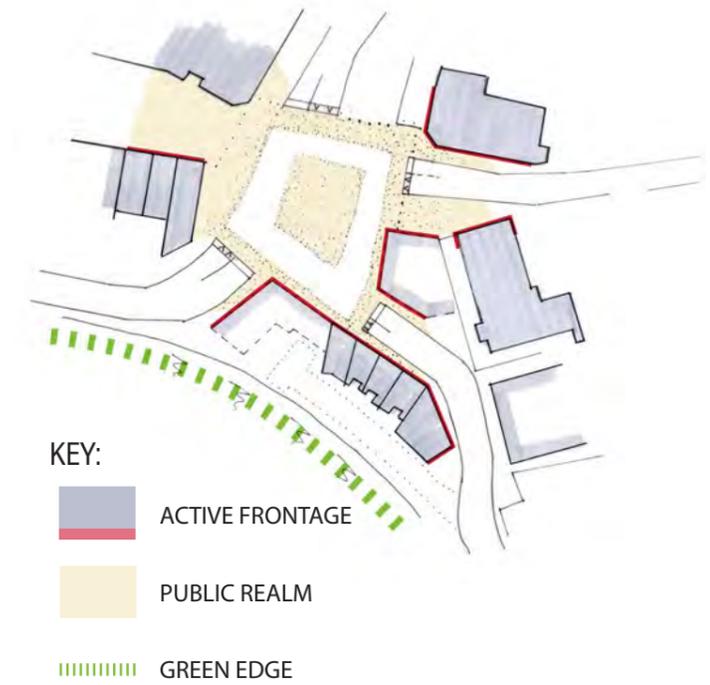
The urban design of this option is similar to option 2b. The main difference is the treatment of movement and therefore the design of the square. Instead of a signalised junction with defined carriageways and footways, a concept called 'naked street' could be introduced. The idea behind the concept is to create a level of uncertainty for drivers, so that they have to navigate the junction slowly and with a higher level of awareness for other road users. The square would work in a similar way to a roundabout, but with the main difference that corners are tight to reduce traffic speeds. Pedestrians are not restricted to a dedicated area and can cross the space wherever they see appropriate, even though they are guided by a change in materials to certain areas. The entire junction will be a raised table for traffic calming to emphasise the change from a guided highway system to a self-regulated space. Queuing may arise which would be beneficial because it would slow traffic and gives drivers time to orientate themselves.

This concept has the same advantages as a roundabout, but at the same time gives pedestrians improved movement routes according to their desire lines. It also avoids a signalised junction, which is less flexible and rather complex for the site. The disadvantages of the concept are that firstly it is inappropriate for high volumes of through traffic and secondly it is new in the UK compared to the continent. It may require a period of transition until people are used to the concept and can navigate it with ease.

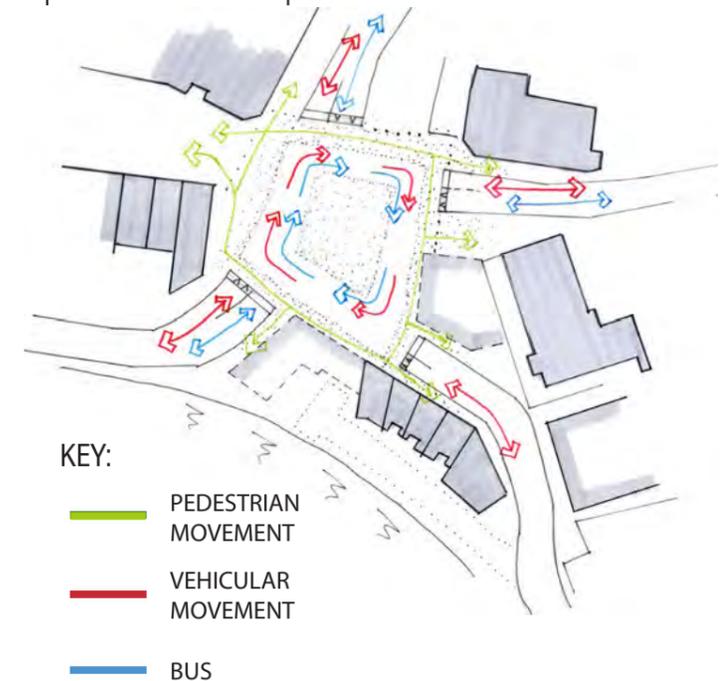
Market Square: Option 3



Option 3: Landuse and key frontages



Option 3: Movement patterns



| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation* | Delivery Priority** | Regeneration effect** | Threats |
|------------------------------|-----|---|--|---|-------------------------|---------------------|-----------------------|--|
| Market Square : Option 1 | 1 | Remove Daniels and northern arm of Market Square | Create a unified block | high | after No. 3 | | | ownership, costs, statutory services |
| | 2 | Remove take-away shops | Provide space for the widening Market Square | high | after completion of PDR | | | ownership, costs |
| | 3 | Widen southern arm of Market Square | Turn Market Square into a two-way working street | medium | after No. 2 | | | ownership, costs |
| | 4 | New development plot | Provide new vista; give enclosure to the public place | high | after No. 1 | | | ownership, costs, statutory services, planning |
| Market Square : Option 2a | 1 | New Square | Traffic calming and organise traffic flows | medium | after No. 3, with No. 2 | | | n/a |
| | 2 | New link (historic alignment of Market Square) | Reduce traffic on A4046 by providing an alternative link | medium | after No. 3, with No. 1 | | | n/a |
| | 3 | Widen Market Square | Turn Market Square into a two-way working street | medium | after No. 4 | | | ownership |
| | 4 | Remove take-away shops and redevelop site | Provide space for widening Market Square; provide new vista and give enclosure to public space | high | after completion of PDR | | | ownership, costs, statutory services |
| Market Square : Option 2b, 3 | 1 | New Square | Traffic calming and organise traffic flows | medium | after No. 3, with No. 2 | | | n/a |
| | 2 | New link (historic alignment of Market Square) | Reduce traffic on A4046 by providing an alternative link | medium | after No. 3, with No. 1 | | | n/a |
| | 3 | Widen Market Square | Turn Market Square into a two-way working street | medium | after No. 4 and No. 8 | | | ownership |
| | 4 | Remove and redevelop Daniels | Provide frontage to Market Square | high | after completion of PDR | | | ownership, costs |
| | 5 | Widen footway | Improve safety and pedestrian access | medium | after No. 4, with No. 3 | | | n/a |
| | 6 | New development | Provide new vista and give enclosure to public space | high | with No. 3 | | | ownership, costs, statutory services, planning |
| | 7 | Close off southern part of Market Square. Allow only service access | Provide servicing and parking for adjacent properties | low | with No. 3 | | | n/a |
| | 8 | Building line of redeveloped factory building to be set back | Provide space for widening Market Square | high | with No. 4 | | | ownership, costs |

*** Implementation**

The rear arrangement of Market Square should not start before the completion of the PDR (~2014). However, as all options require high levels of physical interventions and changes in ownership, first steps to achieve the options should start immediately.

**** Delivery Priority and Regeneration Effect**

The Market Square junction is one of the most central and urban places in Ebbw Vale. As such, improving this space will be highly beneficial for the perception of Ebbw Vale as a place and support the long-term regeneration. Furthermore, the proposed improvements will support broader sustainable development objectives, such as improving pedestrian movement or providing opportunities for business and investment close to public transport.

All of these aspects should justify a high priority for the regeneration of Market Square.

4.3 Cemetery Road (PDR)

The study's aim for the PDR is to look at its role and function as a main approach route to Ebbw Vale from an urban and landscape point of view, and to improve the cycle and pedestrian facilities along it.

Cemetery Road will experience increased levels of traffic once the PDR is built. The aim of this study is to improve the pedestrian and cycle facilities for this reason, as it is part of the route from the masterplanning site to the Ebbw Vale senior comprehensive school and crossed by informal pedestrian crossings at several locations. Improving the adjacent landscape and built environment to a high quality gateway is a key element of this link.

Cycle lanes (3)

With the upgrade to the PDR, this road will no longer be suitable for on-road cycling, and creating an on-footway cycle lane should be taken into consideration. This cycle lane will be an extension of the cycle lane currently ending at the General Offices and lead up to the school, encouraging pupils to cycle to school rather than being driven by a parent. In the long-term, this cycleway could connect to the regional cycle network along the A465.

At the northern end of The Works and under the Big Arch, Steelworks Road is constrained in width. The cycle lane should therefore run through the masterplan site and follow the footway up to The Crescent, where it can then run on-street again. At the gyratory, the cycle lane can run either on the western side of the footway or on the eastern side. Another alternative option is running the cycleway through the Civic Centre.

The advantage of the western side is fewer crossings of the PDR, but it will require increased building works to push back an embankment to widen the footway.

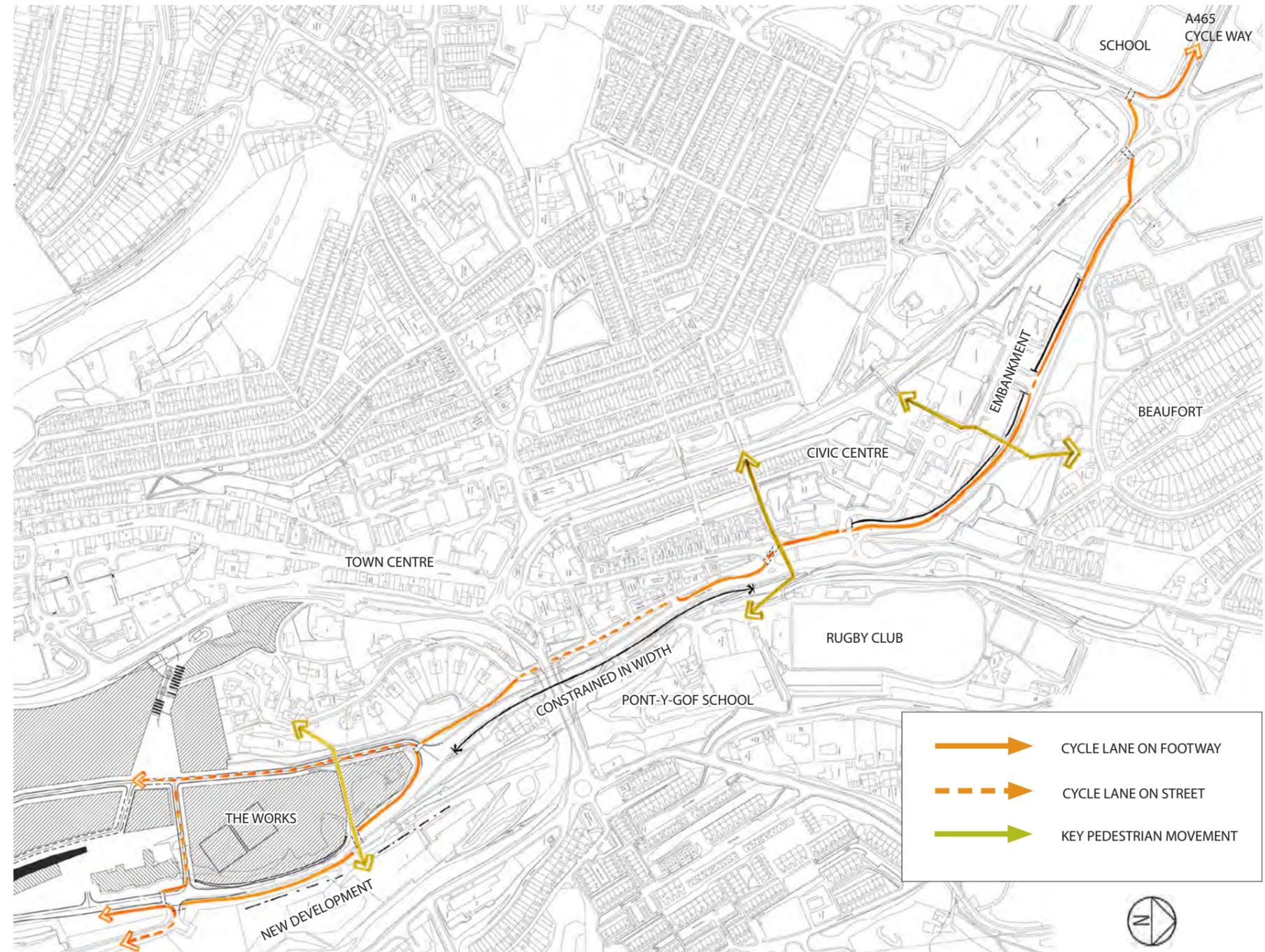
Running the cycle lane on the eastern footway is less labour intensive, as the land is flat, but it will require at least one more secure crossing of the PDR and it passes along the emergency exit of the fire station.

The third option, running the cycleway through the Civic Centre, has the advantage of an on-road cycleway with relatively calm traffic and only minor engineering works involved. This option would need to be clearly signposted and does not reflect a clear desire line.

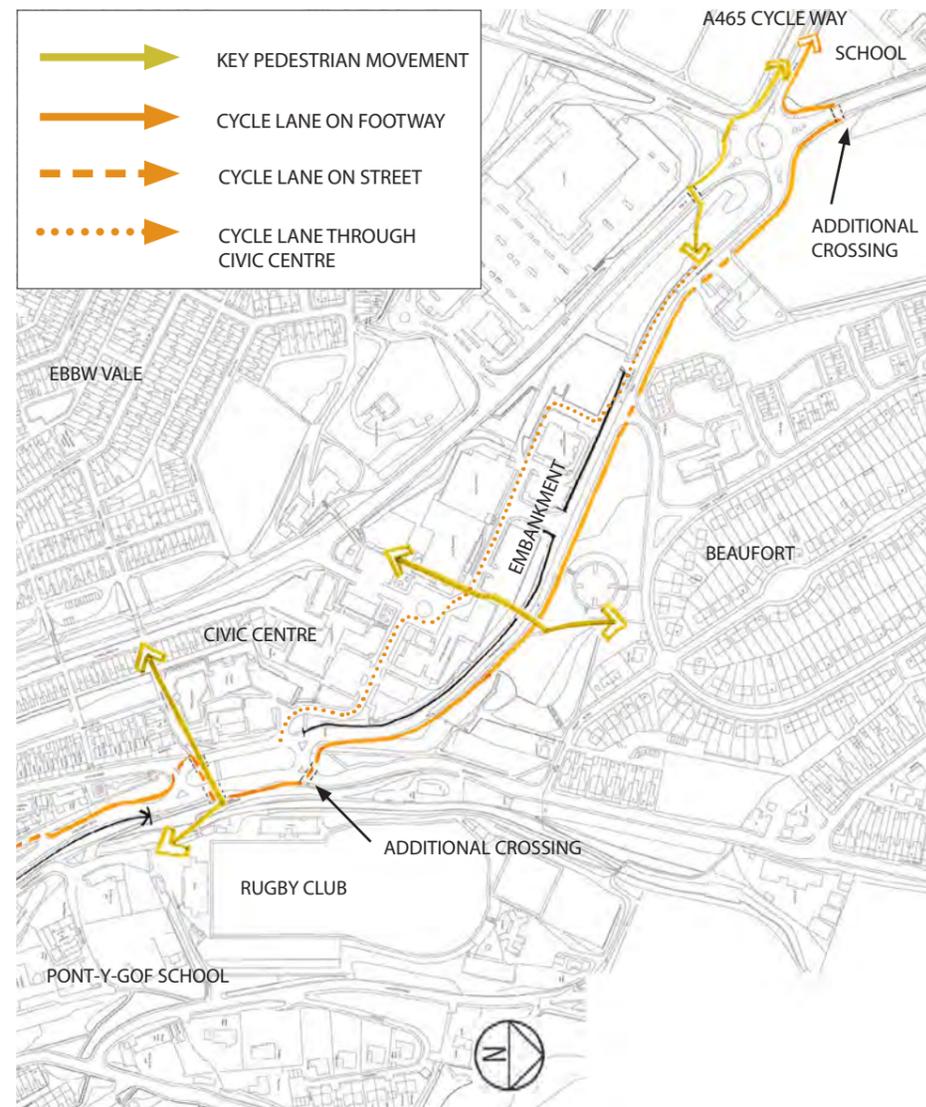
Pedestrians (2)

Pedestrians often cross Cemetery Road at several informal crossing points, providing vital connections from the adjacent developments into town. With the upgrading of Cemetery Road, formalising these crossings so they are safe must be taken into consideration. Special focus must be given to the roundabout at Colleg Gwent, where students cross the road despite restricted visibility and high volumes of fast traffic.

Cemetery Road: Cycle lane on western footway



Cemetery Road pedestrian and cycle movement: Cycle lane on eastern footway and civic centre



Cemetery Road: Proposal



1. Avenue planting and improved landscaping
2. Improved pedestrian crossing
3. On-footway cycle lane
4. Landmark feature
5. Remove gyratory

Landscape (1)

As outlined in the SWOT analysis, the design objective of Cemetery Road is for a green corridor. New tree planting to enhance existing vegetation with a consistent landscape theme could create additional character and formality for the street scene and surrounding open space. These scattered structured trees can break up, soften and integrate existing blocks of vegetation, frame open views, or screen unsightly building blocks and car parks.

Public Art (4)

The roundabout at Colleg Gwent has the potential for a prominent public art installation to provide an effective gateway feature to Ebbw Vale. This would become an iconic landmark and an area of local recognition and orientation.

The Cemetery Road/ Steelworks Road gyratory (5)

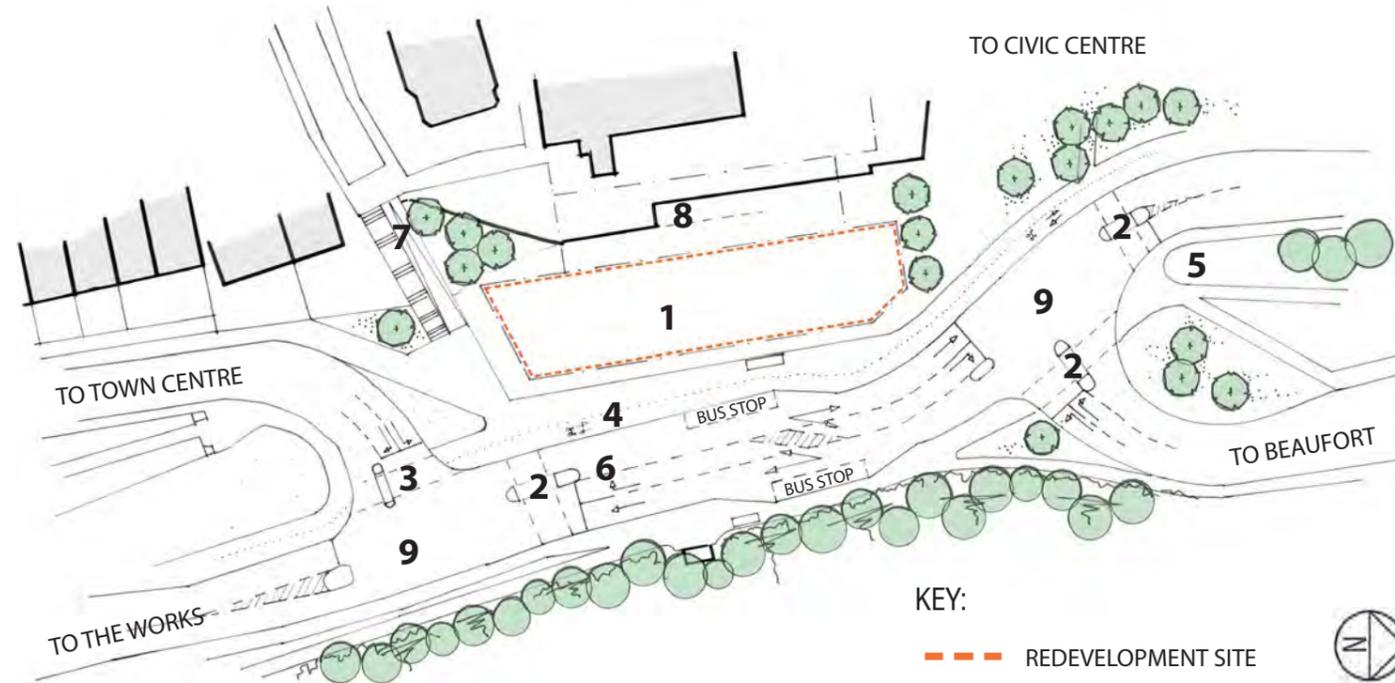
The current gyratory system is a wide, highway dominated area, neither characterised through a prominent urban environment, nor through a strong landscape. The aim for this place is to simplify the highway and to accommodate the main pedestrian desire lines. The PDR at this location bypasses the town centre, but with the opportunity to enter the town. This should be reflected in formal landscaping, pedestrian crossings, paving and traffic calming. This will stand in contrast to the more rural character approaching this location.

The most important pedestrian route is from Bridge Street to the footway leading to the rugby club and Pont-y-Gof school. This route should be recognised through new steps and ramps, leading to a signalised pedestrian crossing of the highway. The other important pedestrian crossing is the Libanus Road junction. Being part of the school run and on-footway cycle path, a toucan crossing should be provided at this location.

Due to increased levels of traffic and the revised highway alignment, the vehicular entry/exit lane to the civic centre, which belongs to the adopted highway network, must be closed, leaving two more alternative access points.

| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|---------------|-----|---|---|---|--|----------------------|------------------------------------|--|
| Cemetery Road | 1 | Avenue planting and improved landscaping | Create a green corridor that connects Ebbw Vale and The Works | medium | masterplan phase 3, with PDR; planting can start immediately | medium | long-term regeneration | delay/changings in design of PDR |
| | 2 | Improved and formalised pedestrian crossing | Improve safety of pedestrian crossings | medium | PDR | high | long-term regeneration | highway capacity and requirements |
| | 3 | On-footway cycle lanes | Improve cycle facilities | high | masterplan phase 3, with PDR | medium | long-term regeneration | highway requirements, cost, topography |
| | 4 | Landmark feature/public art | Improve identification, creating an area of local recognition and orientation | medium/low | immediately/in conjunction with PDR design | low | early win & long-term regeneration | cost - benefit |
| | 5 | Remove gyratory | Simplify highway and create sense of place at gateway | high | PDR | high | long-term regeneration | cost, statutory services |
| | 6 | Landscape maintenance | Increase appreciation of landscape and discourage anti-social behaviour | low | immediately | high | early win | |
| | 7 | Review lighting | Improve safety | low | incrementally | medium | early win | |
| | 8 | General maintenance | Increase appreciation of public realm and discourage anti-social behaviour | medium | immediately | high | early win | cost, management |

Cemetery Road: Libanus Road Gyratory, option 1



1. New development site accessed from the higher level
2. Pelican crossing
3. Toucan crossing
4. Cycle path
5. Restricted visibility
6. Closed access
7. New ramp and steps
8. Remove ramp
9. Signalised junctions

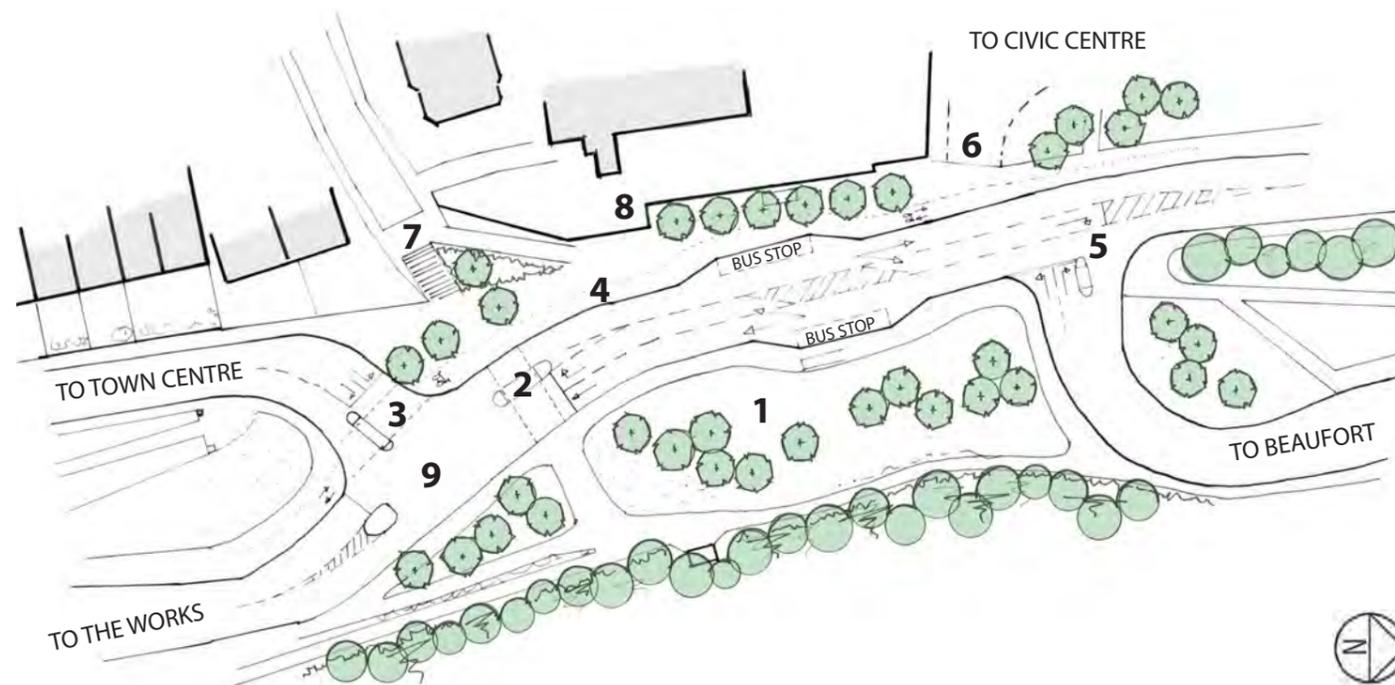
There are two options for removing the gyratory:

Option 1: Carriageway to the west

This option shifts the highway to the eastern edge of the site, creating a bend in the road alignment and freeing up developable land in front of the health centre. This land has a very prominent location and will require a high quality approach for development. A new building could span over the retaining wall to the west, with access both from the lower and higher levels. This area could accommodate the extension of the health centre. This building will provide enclosure to the square and deflect the route and thus will act as a traffic calming measure.

This alignment might result in restricted visibility at junctions due to the topography of the area. Solving this will require more detailed design work, but it may lead to signalling both junctions.

Cemetery Road: Libanus Road Gyratory, option 2



1. New landscaping
2. Pelican crossing
3. Toucan crossing
4. Cycle path
5. Priority junction
6. Closed access
7. New ramp and steps
8. Remove ramp; new landscaping
9. Signalised junction

Option 2: Carriageway to the east

The main carriageway will be shifted to the western side of the site. This leaves more land to the east, but restricted access will hinder development and this site becomes landscaped. The area in front of the retaining wall should be treated as a public space through paving and formal landscaping.

In this option, restricted visibility may be of less concern, but again will require more detailed investigation of the topography. This may lead to leaving the Beaufort Road junction as a priority junction. On the other hand, this option will not provide any improved sense of enclosure.

4.4 The Croft and The Crescent

4.4a The Croft

The leafy and local character of the route should be maintained with only 'soft' measures to improve wayfinding, accessibility and safety. This can be achieved through a review of the existing lighting and setting up additional lighting where required. The trees and shrubs should be cut back where they restrict visibility and footways resurfaced where in poor condition. In addition, the footbridge is to be removed and a new access is to be provided south of the bridge. This new access will have steps to overcome the level difference, but a ramp for pushing buggies, bicycles, etc. should be provided.

4.4b The Crescent

These routes should be pleasant, easy to find and safe pedestrian links between the first phases of the masterplan, the town centre and Pont-y-Gof School. They should encourage walking and cycling to school for both parents and children. The links should be giving the children opportunities to explore their environment and to learn responsible behaviour in the public realm.

Several areas along the route are in need of repair and generally appear neglected. This is detrimental to the feeling of safety, gives opportunities for accidents and encourages crime and anti-social behaviour. Beside physical improvements to these routes, an improved maintenance regime (removal of litter, weeds, old leaves or graffiti) is essential.

Footways, crossings and places (3, 7, 9, 10)

Special attention must be given to crossings and footways. As children or parents with siblings often move in groups, wide pavements or shared surfaces have a higher importance than on normal pedestrian routes. Narrow footways along Main Street North and Station Approach should be widened to a minimum width of 2m and up to 4m where possible. This should accommodate children cycling on footways in addition to pedestrian movement.

Pedestrian tunnel (5)

The daunting pedestrian tunnel of the 'Big Arch' next to The Crescent should be closed. The footway should run immediately parallel to The Crescent under the smaller arch. The carriageway would need to be reduced to one-way working under the arch and the footway removed on the western side of The Crescent.

Libanus Road – Pont-y-Gof School (7,10)

The two road crossings at Libanus Road and The Crescent provide an opportunity to create special public nodes with a string of raised and paved surfaces that would act to calm traffic and improve accessibility. The Crescent is where the two school routes separate heading either towards The Works or Ebbw Vale. This area is more likely to be a place where parents and children linger and chat. Another node in this string is in front of the Bridge Head pub. A raised and shared surface can indicate the gateway function and improve pedestrian movement in this area.

The paving of Station Road should be extended to a raised tabled surface on Libanus Road and The Crescent. This will assist traffic calming, wayfinding and ease pedestrian movement. Seating should be introduced at the end of the footbridge and existing car parking should be removed and replaced by parallel parking in The Crescent.

The railings of Station Road should be moved to one side. Lighting columns and existing bollards need to be reviewed and replaced to create a clutter free and well-lit route.

The Big Arch and footbridge (6,8)

The Grade II listed structure is an extraordinary landmark of Ebbw Vale and forms a clearly visible gateway to The Works during daytime. Architectural feature lighting would enhance the area and strengthen the identity of Ebbw Vale.

The footbridge is clearly visible from Steelworks Road and seems to be in good condition. It creates the opportunity for an art project associated with Pont-y-Gof School, such as artwork at the railings. This would give children a recognisable place they can identify with and enhance the public realm.

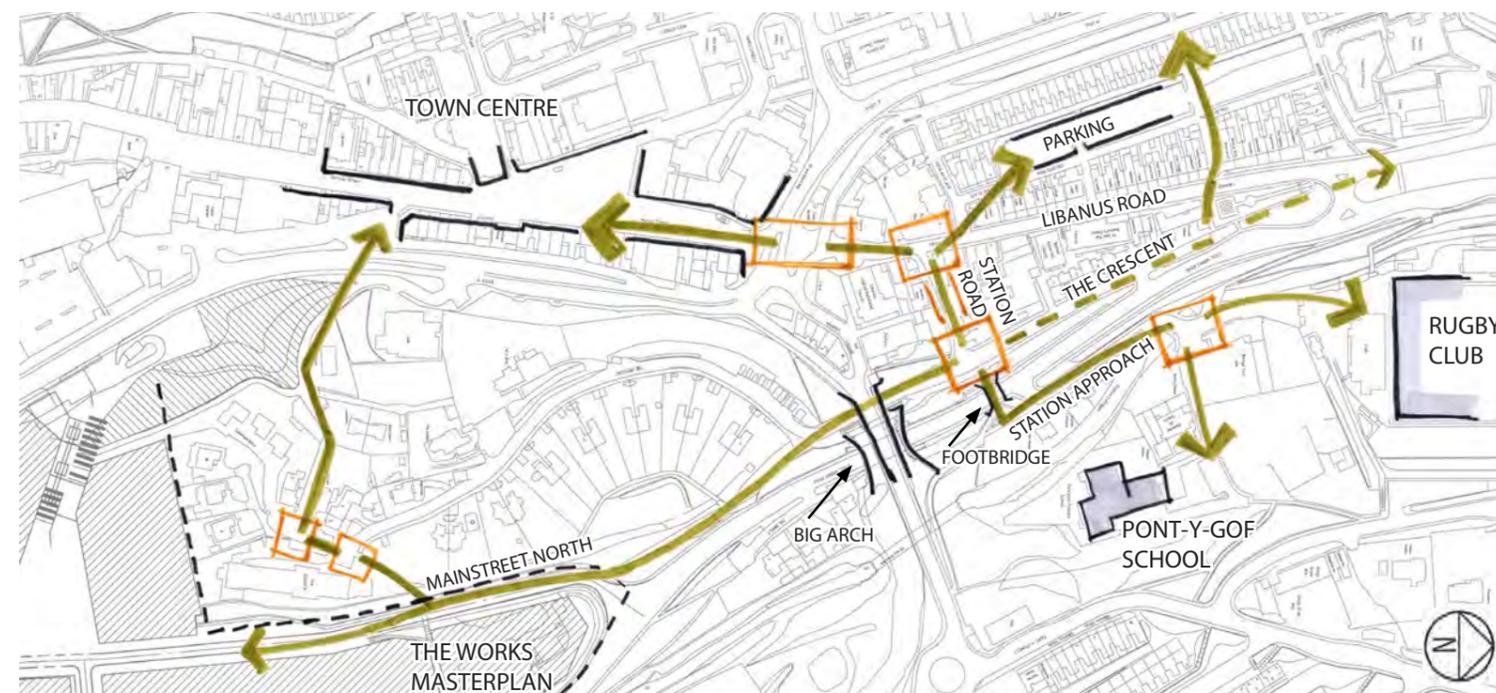
Ice cream factory (13)

The redevelopment of the ice cream factory site with mixed use or residential use can improve passive surveillance at Station Road and The Crescent.

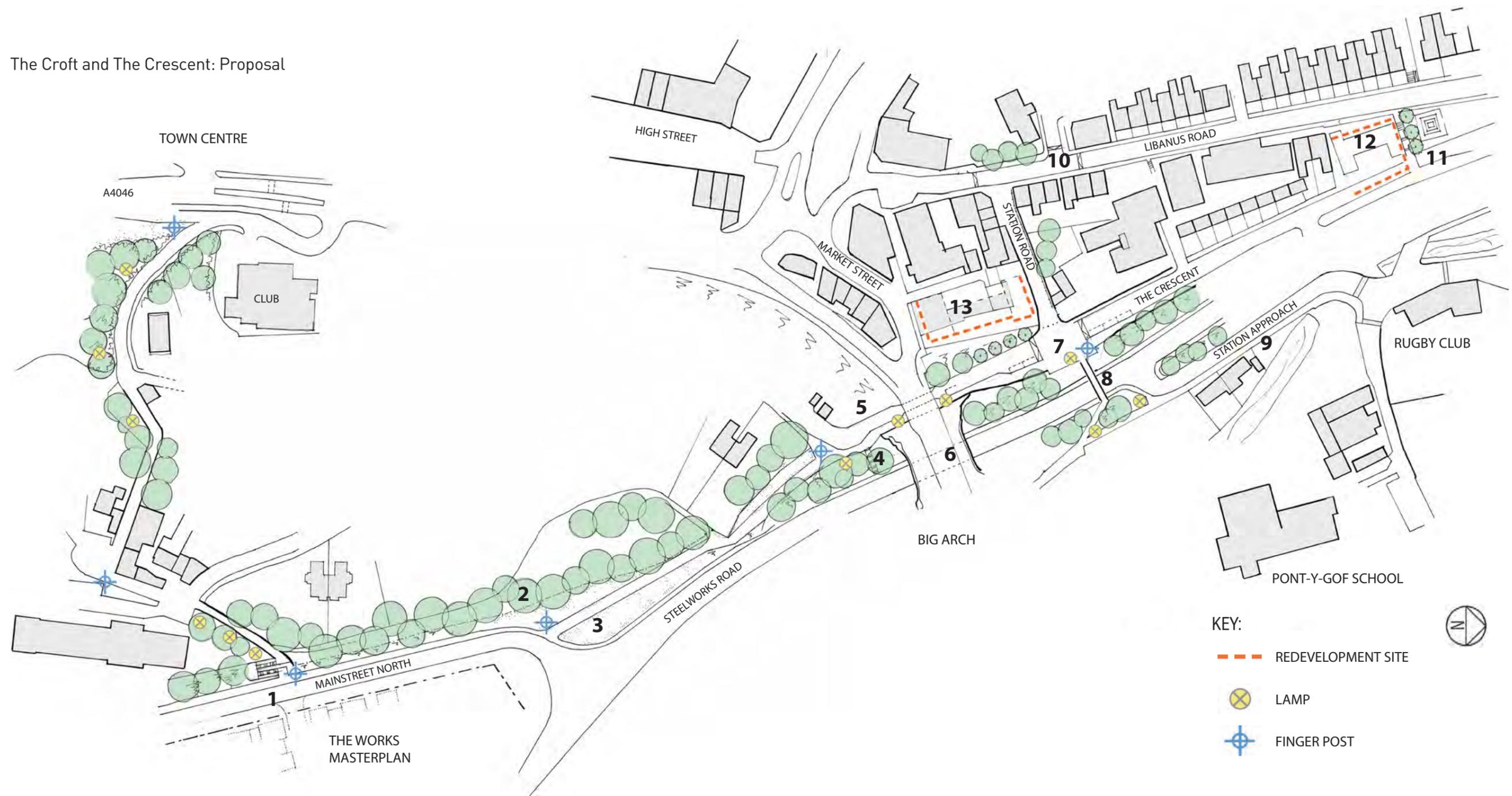
Foxwell House (12)

The site has a gateway function and forms the backdrop to the war memorial. A redevelopment of the site should be considered in the long-term, as the current building is in poor condition and is not contributing to the site in its appearance.

The Crescent: Key public realm and desire lines



The Croft and The Crescent: Proposal



KEY:

- REDEVELOPMENT SITE
- LAMP
- + FINGER POST

1. Remove footbridge and build new access including steps and ramps.
2. The concrete slab fencing along Main Street North should be removed. It could be either replaced with a fence allowing visual connections or not replaced at all.
3. Widen footway to accommodate cyclists.
4. Repair stairs.

5. Closure of pedestrian tunnel. New footway next to carriageway and reduce carriageway to 3.5m. Remove footway on western kerb of The Crescent.
6. Architectural feature lighting.
7. Extend paving, declutter, raised surfaces, new seating.
8. Public art project.
9. Widen eastern footway of Station Approach through removing footway on western side of Station Approach.

10. Raised and shared surface.
11. Improve lighting and remove wall along the memorial.
12. Redevelopment with office/residential or mixed-use. An extension of the site across the dead end of The Crescent should be taken into consideration. The footway adjacent to the memorial must be maintained and overlooked by a new development.
13. Redevelopment with residential use/mixed use. The site should be accessed from Market Square as well as from Station Road, with habitable rooms overlooking The Crescent.

| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|--------------------------|-----|--|---|---|--|-------------------|------------------------------------|---|
| The Croft & The Crescent | 1 | Remove footbridge and build new access | Temporary pedestrian access to town centre; free up developable land for Northgate three | medium | masterplan phase 1, with Northgate Three | high | early win | |
| | 2 | Remove concrete slab fencing along Main Street North | Increase visual connection | low | immediately | high | early win | residents of The Crescent may have objections |
| | 3 | Widen footway | Accommodate cyclists and pedestrians | low | immediately | high | early win & long-term regeneration | |
| | 4 | Repair stairs | Improve pedestrian access | low | immediately | low | early win | |
| | 5 | Close pedestrian tunnel and redesign carriage way to priority access and accommodate footway | Improve safety and enhance public realm; traffic calming | medium | immediately | high | early win | |
| | 6 | Architectural feature lighting | Strengthen local character and legibility | medium | immediately | high | early win | ownership, maintainance, heritage consent |
| | 7 | Extend paving, declutter, raised surface, new seating | Upgrade public realm | medium | immediately | medium | early win & long-term regeneration | |
| | 8 | Public art project with school or rugby club | Creating sense of ownership | medium/ low | immediately | low | long-term regeneration | |
| | 9 | Widen eastern footway of Station Approach through removing footway on western side of Station Approach | Improve safety and pedestrian access | medium | immediately | medium | early win & long-term regeneration | cost - benefit |
| | 10 | Raised and shared surface | Improve pedestrian safety by traffic calming; increase perception of space at shop fronts | medium | immediately | medium | early win & long-term regeneration | |
| | 11 | Improve lighting and remove wall along the memorial | Improve safety and pedestrian access | medium | immediately | medium | early win | |
| | 12 | Redevelopment with office/ residential or mixed-use | Upgrade the location | high | long-term | medium | long-term regeneration | ownership, cost - benefit |
| | 13 | Redevelopment with residential use or mixed-use | Upgrade the location; improve passive surveillance (safety) | high | immediately | medium | long-term regeneration | ownership |
| | 14 | Sign posts and general lighting | Improve safety, legibility and way-finding | low | immediately | high | early win | |
| | 15 | General maintenance | Increase appreciation of public realm and discourage anti-social behaviour | medium | immediately | high | early win | cost, management |

4.5 Christ Church and Ty Llwyn

The design objective for Christ Church and Ty Llwyn is to link both sides of the valley through The Works site. The main purpose for this route is for leisure and recreational use for pedestrians and cyclists.

As a new route through Ebbw Vale, this route must be clearly signposted from the hills through the built up area and the masterplan site.

4.5a Christ Church

The aim for this area is to provide a legible pedestrian and cycle route from the hills to the masterplan site. As the area of Christ Church is presently undergoing long-term regeneration, the study is also addressing some of the development sites, which inform this link.

The character of the Christ Church study area is that of a semi-rural neighbourhood with strong links to the landscape. Grazing sheep on wide, open, green space and a village-type local centre underline this character. The proposal for this study area is to strengthen this character through landscaping, location of buildings and uses.

Cycle and pedestrian routes

A clearly identifiable pedestrian and cycle network through Christ Church linking the slopes of the valley beyond should be established through legible signage, street furniture and consistent hard and soft landscaping. Barriers to movement, such as locked gates or high kerbs, are to be replaced.

Along the route from Gateway Square up to Christ Church, the footway should be located adjacent to the church wall and the narrow footpaths adjacent to residential dwellings is to be reduced. Existing handrails are to be replaced with new railings. Benches should provide options to rest on the steep incline.

Public realm

The street furniture will reflect the character of the area it is sited within. Those street furniture elements located towards the valley slopes will reflect its rural nature, whilst those situated in more formal areas nearer to The Works site will reflect its semi-urban nature. Rural and urban street furniture is specified in the Design Codes (2007)

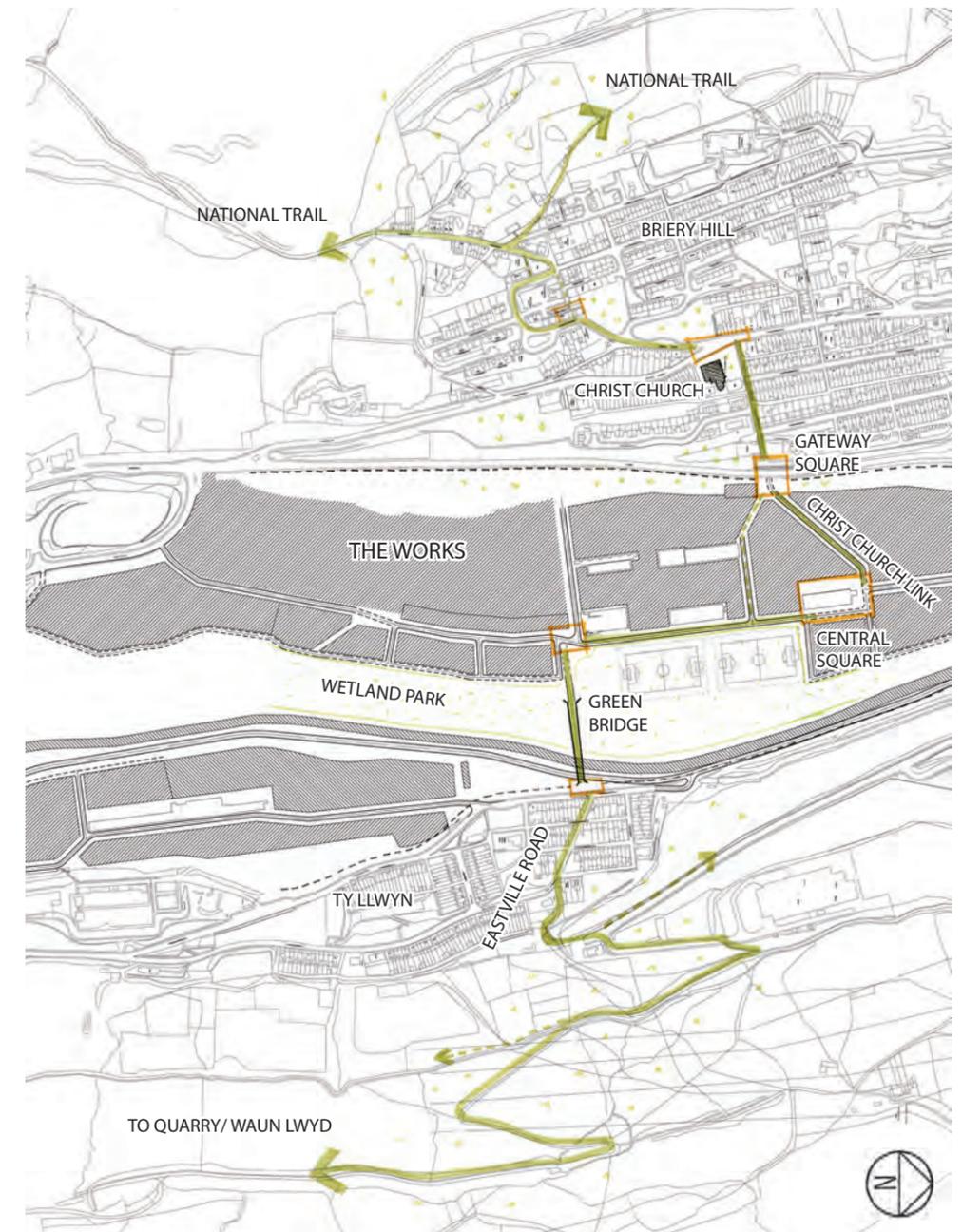
Landscaping

The aim is to promote a greener link with usable open space where possible. Structured tree planting will screen and soften building façades and assist in the legibility of the green link.

Existing established tree species should be used towards the top of the valley slopes, with a transition to semi-native species towards The Work's site to reflect the change of character from rural to urban context.

A new informal play area should be introduced close to Commercial Street and Zion Street, where it strengthens the local centre of the pub and church. It will lie along the pedestrian movement route and be enclosed and overlooked by residential development. This is to replace the play area at the high street.

Christ Church Link & Ty Llwyn: Green link



Christ Church Proposal

Redevelopment site 1

This site is currently occupied by derelict old terraced houses. The site faces the lane coming up from Christ Church link and informs the setting of Christ Church and the adjacent open land. A redevelopment of this site should respect the historic urban form and proportions of this place by retaining the building line and similar height of the existing buildings (2-3 storeys). The building facing the lane and the open green space should be accentuated through architectural detail, creating an animated frontage and focus point.

Redevelopment site 2

This new development will be at a transition point from The Works to the existing town. It is a key site to inform the gateway between Briery Hill and The Works masterplan.

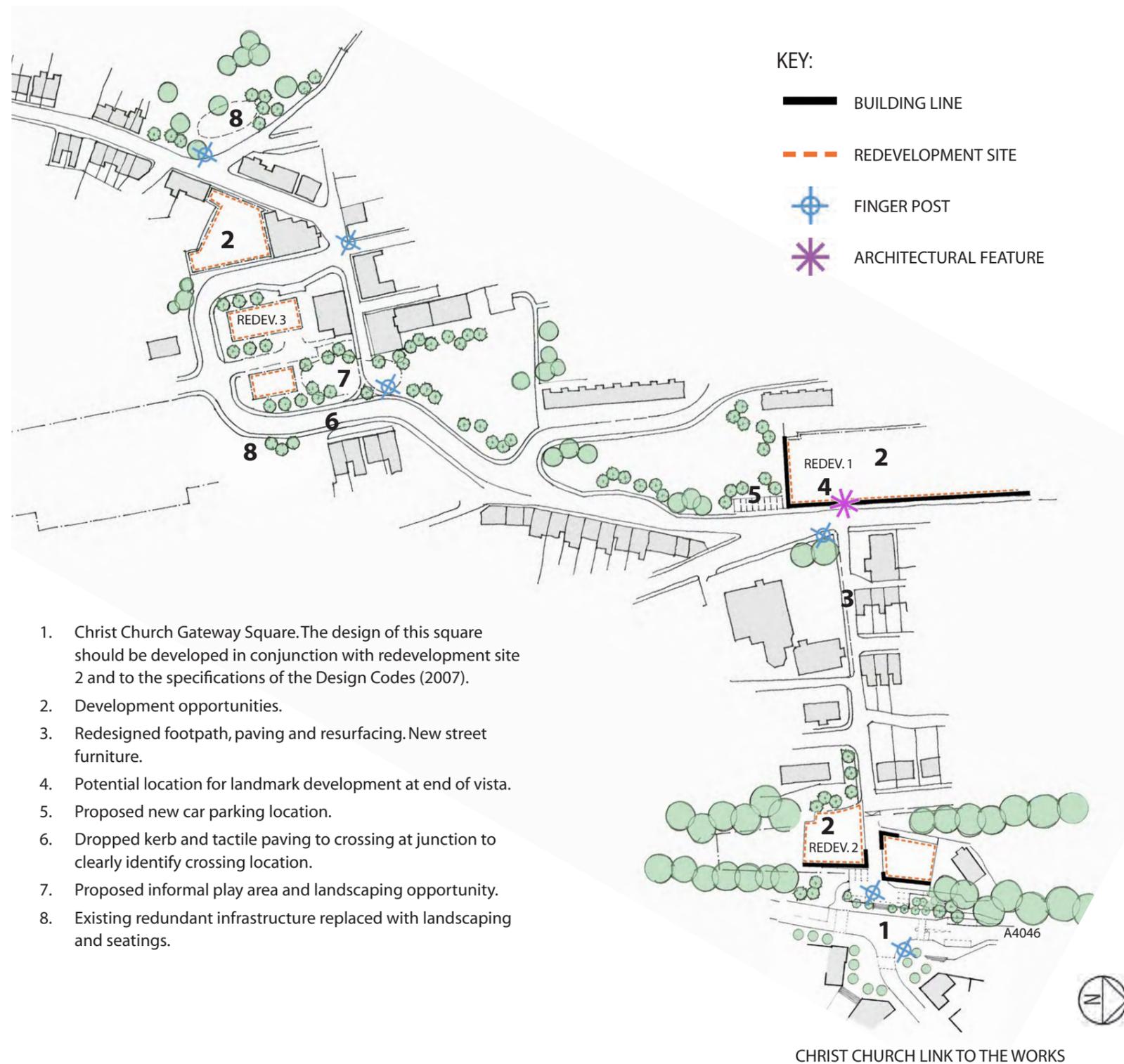
In order to create an integrated design of Gateway Square and the site, both areas should be designed in conjunction. A close coordination of both square design and site development is essential. A vision and design principles are outlined overleaf.

The opportunity for this site is to transfer part of the design character of The Works beyond the A4046 by applying the Design Code (2007) for the redevelopment of this site.

The use of the site should be residential or mixed-use. Massing can be prominent to provide enclosure to Gateway Square, with main frontage overlooking the valley.

Redevelopment site 3

Redeveloping this site should be taken into consideration to strengthen the sense of a small community focus at Zion Street/ Commercial Street. This redevelopment should be grouped around new children's play facilities, which would relate to the other community facilities (church, club, pub) here.



| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|---------------|-----|---|--|---|--|-------------------|------------------------|-----------------------------|
| Christ Church | 1 | Western part of Christ Church Gateway Square | Provide gateway to Christ Church and The Works; connect existing town with new development | high | in conjunction with development site 2 | high | long-term regeneration | cost |
| | 2 | Development opportunities | Upgrade the location | high | immediately/incrementally | medium | long-term regeneration | planning control, viability |
| | 3 | Redesigned footpath, paving and resurfacing. New street furniture. | Improve safety and enhance pedestrian area | medium | immediately | high | early win | site constraints |
| | 4 | Potential location for landmark development at end of vista | Improve identification; create an area of local recognition and orientation | medium | immediately | low | long-term regeneration | planning control |
| | 5 | Proposed new car parking | Provide parking | medium | immediately | medium | early win | |
| | 6 | Dropped kerb and tactile paving to crossing at junction to clearly identify crossing location | Clearly identify crossing location; enhance pedestrian area | low | immediately | medium | early win | |
| | 7 | Proposed informal play area and landscaping opportunity | Strengthen the local character and community; improve biodiversity | medium | immediately | medium | long-term regeneration | ownership |
| | 8 | Existing redundant infrastructure replaced with landscaping and seatings | Enhance public realm; improve biodiversity | medium/ low | immediately | medium | long-term regeneration | |
| | 9 | Sign posts and general lighting | Improve safety and orientation | low | immediately | high | early win | |
| | 10 | General maintenance | Increase appreciation of public realm and discourage anti-social behaviour | medium | immediately | high | early win | cost, management |

Design Principles for the Holland Street Site (Redevelopment Site 2)

This site has a key role in integrating the existing town with The Works development, as it is fronting the Gateway Square of the Christ Church Link. This square and its approach routes are one of the vital connections between The Works and Ebbw Vale and as such the design quality of the public space and adjacent buildings is highly relevant. Through applying some of the relevant design principles of The Works on this site, the separation of old and new can be blurred and a soft transition achieved. A Design Code has been developed for the Ebbw Vale The Works Design Codes (2007). The design principles of this code should be taken into consideration when developing this site.

The character of the site is a gateway to the predominantly residential neighbourhood of Briery Hill. As such, it should reflect the urban scale and use of the area, whilst providing a strong frontage to the square and framing the vistas to Christ Church.

The following should be applied to this site:

Uses

The site has previously been used for employment, but in order to integrate the new development into the existing fabric, the use should be preferably residential. Live/work units are acceptable.

Height

The building height is to be between 1 and 3 storeys with at least 2 storeys at the corners facing the square.

Frontage & Enclosure

The buildings should provide enclosure to the square and access route. The main vista to Christ Church must be maintained and the built form should be used to frame the views. Habitable rooms and main entrances should be overlooking the square and access route. Boundary treatments are specified in the Design Codes (2007) Appendix D: Property Boundary Treatment (p. 108-112).

Access

Pedestrian access should be taken from the access route and square.

Vehicular access should be from the access route. Parking can be located on-plot and on-street. Some parking can be provided on the square as long as it does not restrict pedestrian or cycling desire lines and key vistas. Details for on-plot parking are specified in the Design Codes (2007) Appendix F: On-Plot Parking (p. 114-116)

Materials

The building materials for the buildings are specified in the Design Code (2007) Appendix B: Building Materials (p. 86-87).

The materials for landscape and public realm are specified in the Design Code (2007) Appendix D: Landscaping Detailing Catalogue (p. 94-107).

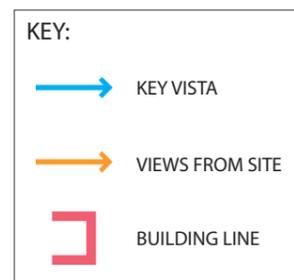
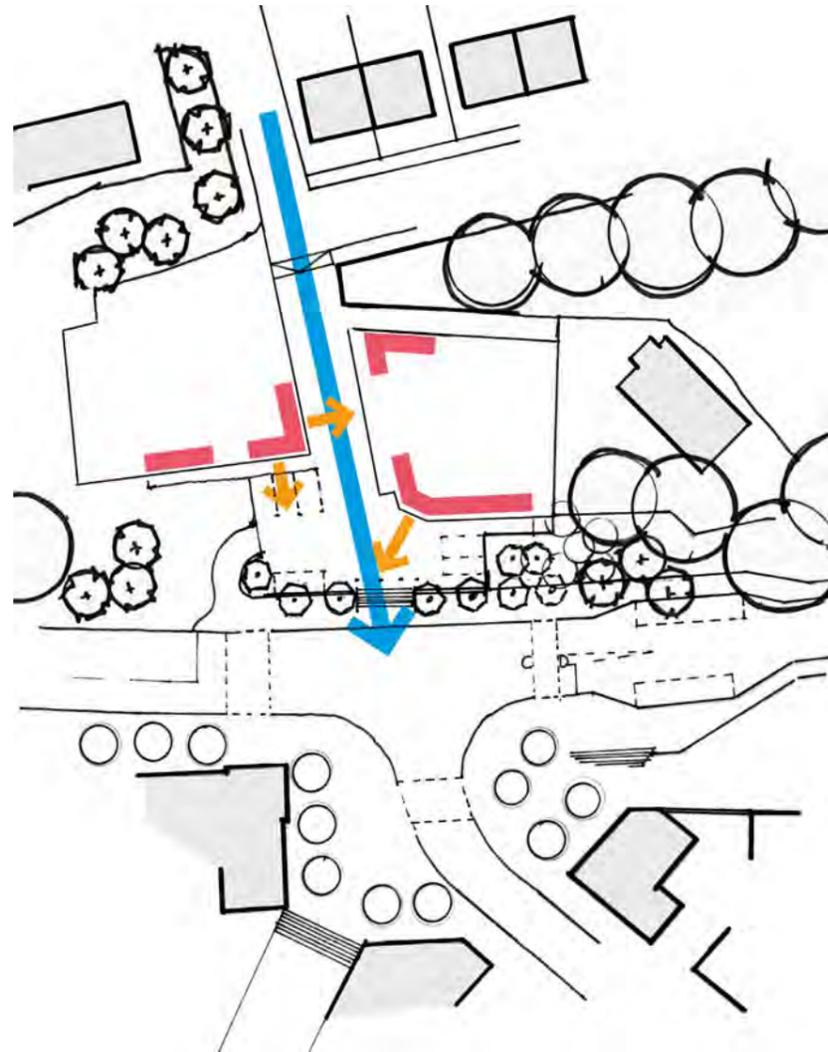
Holland Street Site: Indicative Layout



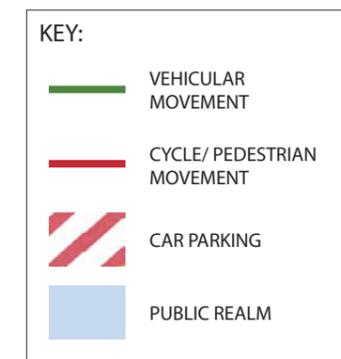
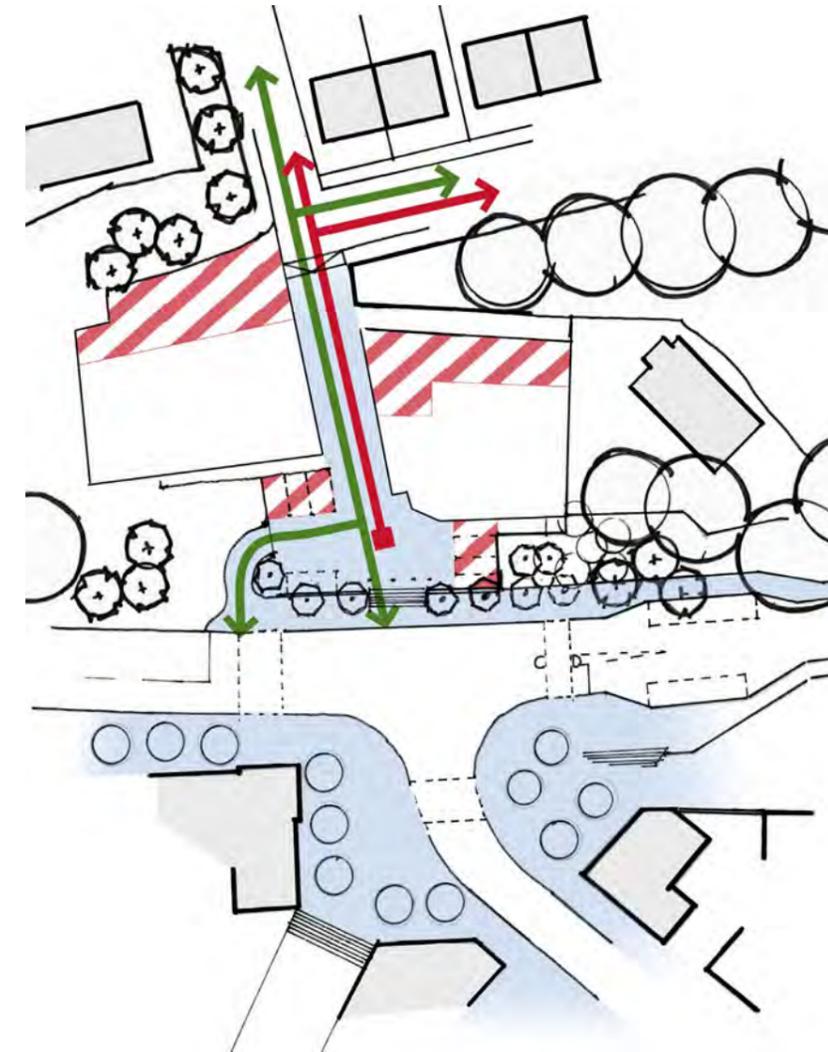
KEY:

- EXISTING BUILDINGS
- PROPOSED BUILDINGS

Holland Street Site: Frontage & Enclosure



Holland Street Site: Access



4.5b Ty Llwyn

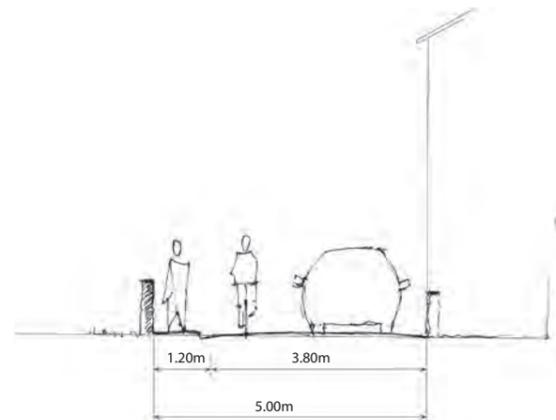
The objective for Ty Llwyn is to facilitate a pedestrian and cycle link from the masterplan site to the slopes of the valley, where it becomes part of the wider recreational network. Other regeneration objectives for Ty Llwyn are to take advantage of reduced traffic flows on Steelworks Road and to manage private investment towards retaining and promoting the unique character of Ty Llwyn.

Improvements of the route are to include a clear signage that extends into the valley slopes. Eastville Road should be retained as a shared surface, with potential to resurface and to indicate an informal footway at one side of the kerb through paving.

A further measure to improve the public realm and character of Ty Llwyn is to develop a design code for external materials, such as fences, walls, or the colour range of external finishes. Residents could be encouraged in using the code through grants for building stock improvements.

1. Green Bridge Square will be the interface between Ty Llwyn and the masterplan site. The square will consist of steps and ramped access to Steelworks Road and will have legible street furniture and signage.
2. Informal crossing of Steelworks Road and widening of footways on the eastern kerb.
3. New crossing point to link the proposed resource centre and school site.
4. Eastville Road to be resurfaced. Rumble strips to be introduced for traffic calming.
5. Scatter specimen trees in areas of open space to assist the integration of existing landscaping and screening of existing built form.
6. Signage to indicate access to public rights of way.

Ty Llwyn: Indicative Street section



Ty Llwyn: Proposal



| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|----------|-----|---|--|---|--|-------------------|------------------------------------|--------------------------|
| Ty Llwyn | 1 | Green Bridge Square | Create connection to The Works | medium | masterplan phase 2, with Green Bridge | medium | long-term regeneration | delay of Green Bridge |
| | 2 | Informal crossing of Steelworks Road and widening of footways on the eastern kerb | Create connection to The Works; increase adjacent property value | medium | immediately | medium | long-term regeneration | delay of Green Bridge |
| | 3 | New crossing point | Link the proposed resource centre and school site | low | masterplan phase 2, with Resource Centre | medium | long-term regeneration | delay of Resource Centre |
| | 4 | Resurface Eastville Road | Improve safety and enhancement of Eastville Road | medium | incrementally | medium | early win & long-term regeneration | |
| | 5 | Scatter specimen trees in areas of open space | Integration of existing landscaping; screening of existing built form | medium/ low | immediately | medium | early win | |
| | 6 | Signage | Indicate access to public rights of way | low | immediately | high | early win | |
| | 7 | Lighting | Improve safety and orientation | low | incrementally | medium | early win | |
| | 8 | General maintenance | Increase appreciation of public realm and discourage anti-social behaviour | medium | immediately | high | early win | cost, management |

4.6 Parkway Station

The objective for this area is to improve the accessibility of Festival Park and the masterplanning site. It seeks to improve the relationship of the Festival Park shopping centre to the high street and address local traffic management issues.

Pedestrian Links to Festival Park

The walking distance from the station to the shopping centre of approximately 20 minutes is too long to generate a high volume of pedestrian movement. However, the station provides an opportunity to draw visitors to Festival Park through an improved wayfinding. Setting up signage should be established in coordination with park management.

Festival Park shopping centre – Ebbw Vale town centre

The attraction of the shopping centre should be considered as an opportunity to draw visitors to the town centre, which provides a different shopping experience and a wider range of amenities. This can be achieved through convenient connections and raising awareness of the high street at the shopping centre. Measures could include:

- An information board;
- Free maps/ leaflets promoting the town centre;
- Display of current cultural events;
- Opening times of local amenities and market days;
- Discount on taxi fares in conjunction with parking tickets;
- Increased frequency of bus services.

The extension of the shopping centre can be used as a chance to introduce measures as outlined above.

Pedestrian and cycle links to The Works

The key measure to improve walking and cycling connections to The Works is to facilitate a safe crossing of the A4046. Beyond that, the route runs either along the PDR and the Rural Link or along Festival Drive. Whilst the new PDR design and the Rural Link will provide a high quality link in the future, the inherent semi-industrial character of Victoria Business Park will remain and deter pedestrian and cycle movements.

One crossing of the A4046 should be constructed in conjunction with the PDR design close to the new roundabout.

The other crossing should be near the junction of the Festival Drive roundabout. Once the PDR is downgraded, there is an opportunity to improve crossing facilities.

Traffic management at Parkway Station

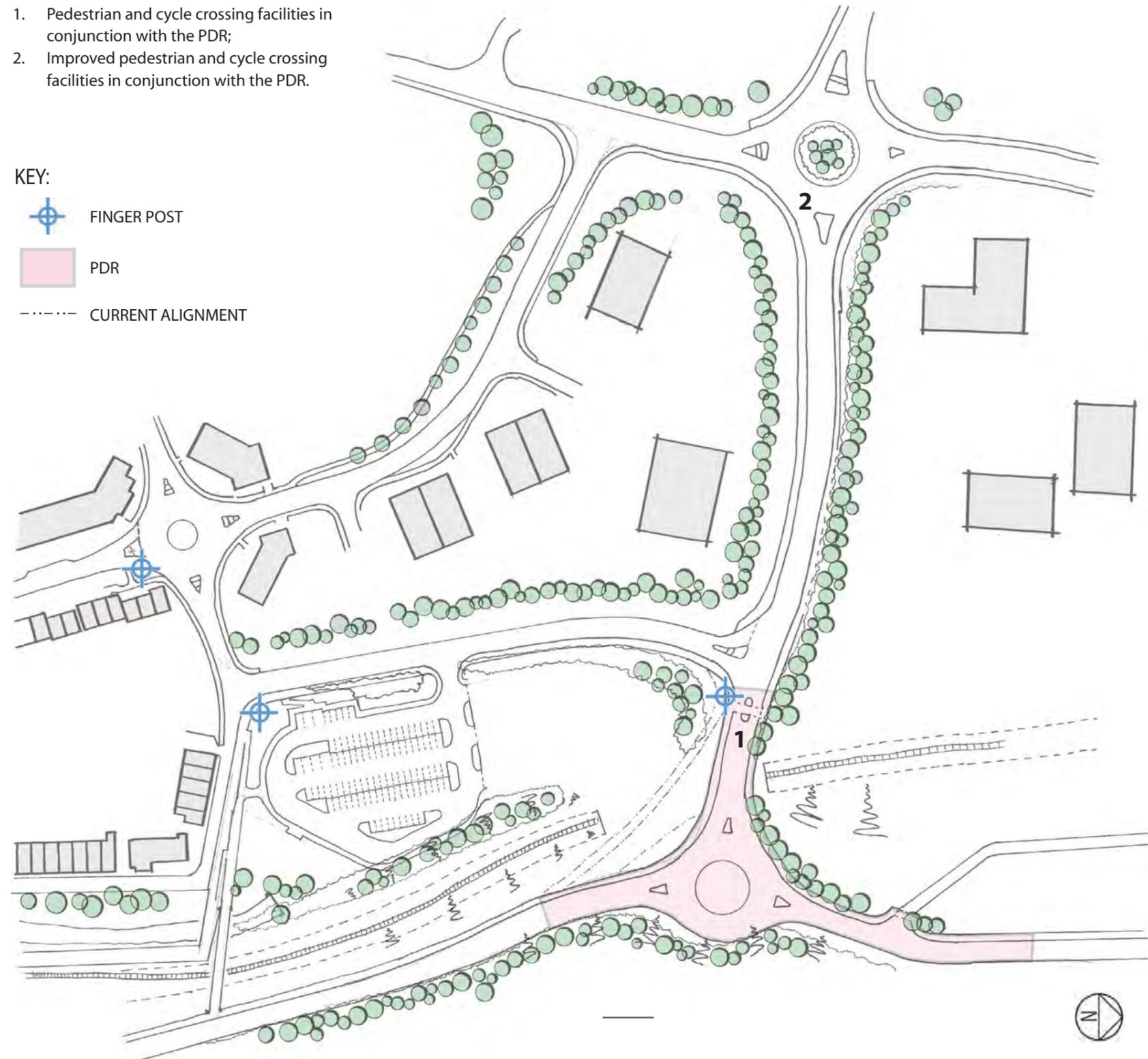
There are concerns that once Parkway Station is operating, some drivers might drive via The Boulevard, especially during peak times. If this is the case, a narrowing of the driveway to only one priority lane should be taken into consideration.

Parkway Station: Proposal

1. Pedestrian and cycle crossing facilities in conjunction with the PDR;
2. Improved pedestrian and cycle crossing facilities in conjunction with the PDR.

KEY:

-  FINGER POST
-  PDR
-  CURRENT ALIGNMENT



Parkway Station: Concept plan



| Location | No. | Project/ Intervention | Objective | Level of physical/ financial intervention | Implementation | Delivery Priority | Regeneration effect | Threats |
|-----------------|-----|-----------------------------------|--|---|------------------------------|----------------------|------------------------|----------------------|
| Parkway Station | 1 | New pedestrian and cycle crossing | Provide crossing facilities | medium | masterplan phase 3, with PDR | high | long-term regeneration | highway requirements |
| | 2 | Improve crossing facilities | Improve crossing facilities | medium | immediately | medium | long-term regeneration | highway requirements |
| | 3 | Sign posts and general lighting | Improve safety and orientation | low | immediately | medium | early win | |
| | 4 | General maintenance | Increase appreciation of public realm and discourage anti-social behaviour | medium | immediately | high | early win | cost, management |

REFERENCES

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