

10 Key objectives & strategic moves

The transformation of Burry Port is taking place against a backdrop of a diverse range of development opportunities creating c300 new homes, commercial, retail, leisure and tourism in the harbour area. The potential exists for the whole town to grow and prosper from Burry Port's increasing profile as a high-quality place to live and destination for exploring the attractions of the South and West Wales coastline.

However, the town centre requires its own plan to ensure that it grows and develops in balance with the quality of experience that has been envisioned for the marina area. The following strategic objectives should help to achieve this goal:

1. Raise the profile and identity of Burry Port as a coastal town with an attractive centre, marina and coastline
2. Encourage the town centre to become more interesting and appealing mix of uses for local families and visitors
3. Encourage the growth of new leisure and retail uses in the centre
4. Improve the pedestrian and cycling connections between the town centre and the area south of the railway line including key transport facilities and the marina area
5. Public realm and building improvements that dramatically improve the visual appeal of the town and enhances the coastal character.
6. Green infrastructure improvements which add interest and scale to the landscape character.

Identity

The town centres' identity and appeal should be founded on confidence in its role as a high quality and attractive working town. Focusing on the quality of its built environment, independent shopping and hospitality, heritage, culture and events will help create a better and more marketable image of the centre that corresponds with the harbour and coastal attractions.

The town centre already meets the day to day needs of the local community but needs to improve its quality and diversity to appeal to a wider range of people visiting the area. This should be achieved through a better environment and range of businesses and attractions.

The ability to intercept a greater number of visitors to the Millennium Coastal Park should be tackled through high quality signage positioned along the main movement routes as well as through a unifying and up-to-date online presence.

Movement

The biggest issue is the lack of good connections and poor pedestrian and cycling experience between the town centre and the harbour area. The priority should be connecting points of arrival (train station, car parks, harbour and coastal path) and key destinations in a way that encourage movement and overcome both physical and perceptual barriers.

Improvements to the levels of cycling infrastructure could revolutionise how the town centre is accessed and used – and become part of its identity alongside cycling the Millennium Coastal Path.

Mix of uses

This is important in terms of broadening the town centre's appeal in the best traditional of popular seaside towns. The centre would benefit from providing more attraction for families and more shops selling locally sourced gifts, clothes and leisure products for the growing visitor market. And more contemporary cafés and high-quality pubs/restaurants would encourage local residents and visitors mooring overnight in the marina to develop a night time economy.

Improvements that create new business spaces and encourages a greater diversity along the high street would responds to the healthy levels of commercial interest in the centre and encourage new business start-ups. The future re-use of the Co-op building should be the catalyst for several new enterprises as well as exploring the feasibility of relocating the library to the centre.

Public Realm and buildings

Although the centre feels lively with customers and community activity, the quality of the public realm and many of the building frontages appear lacklustre and undistinguished

Prominent buildings along Station Road could be relatively quickly transformed through a coordinated enhancement scheme taking its inspiration from the genteel pastel-coloured properties found in many seaside towns and already evident in the harbour developments and Stepney Road.

However, there are limited opportunities for significant public realm alterations along Station Road and Stepney Street because of the width of the roads and traffic movement.

There are important points of arrival where targeted improvements should create significantly improved gateways including outside the current Co-op building opposite the uninviting 'cage' footbridge and road crossing as well as at the junction of Station Road/Stepney Road next to the train station platform.

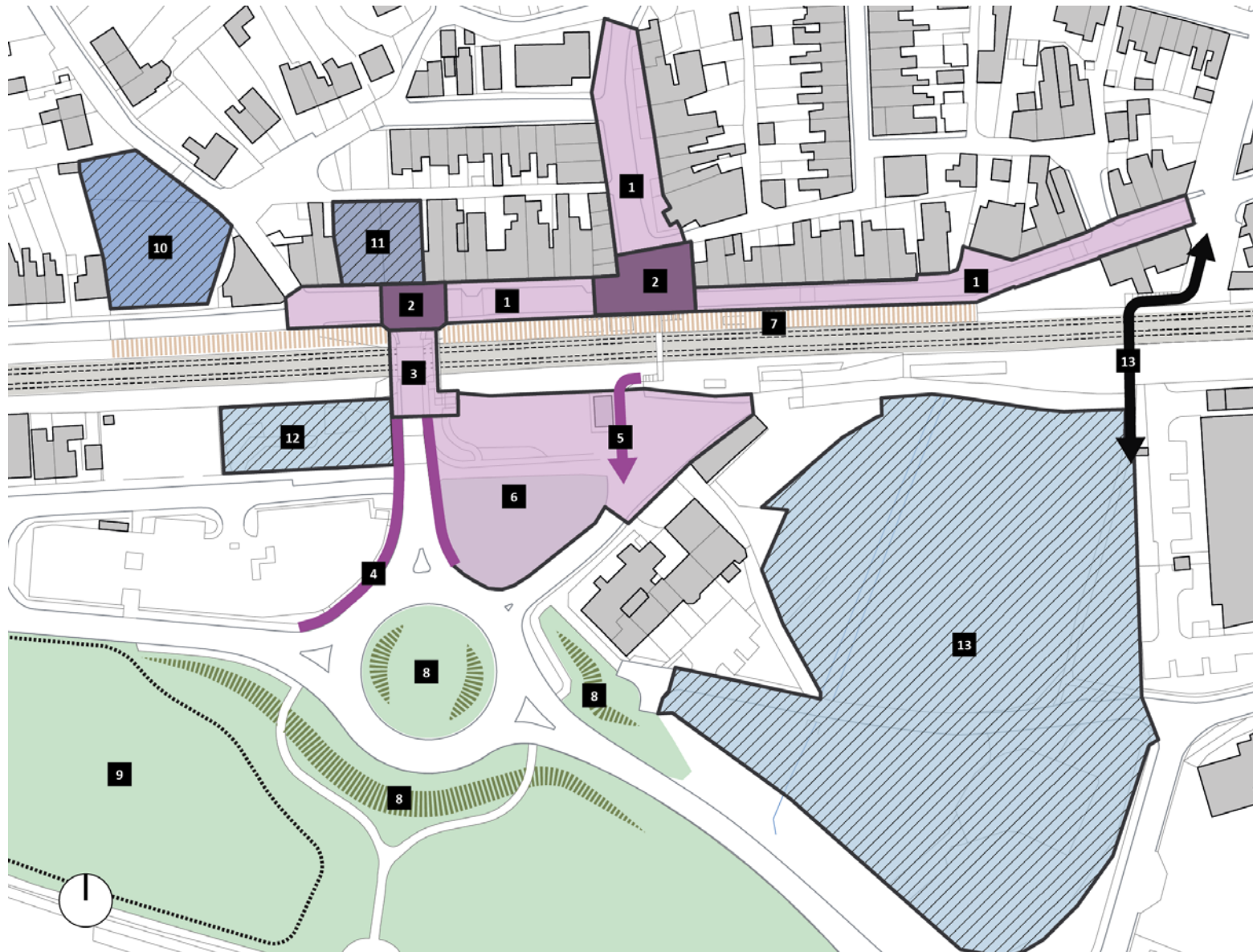
The centre would also benefit from improvements at the train station driven by the station's importance as a gateway for the town centre, harbour and to the attractions along the Wales Coastal Park. Improvements include more prominent and impactful 'welcome' and wayfinding signage directing visitors towards the attractions of Burry Port. Additional seasonal planting and prominent floral displays would provide a 'wow factor' potentially intercepting more passengers passing through the centre.

Open Space events and activity

There are few opportunities to hold regular large scale outdoor event within the town centre without closing the roads. However, Marina Fields as the towns established outdoor events space provides significant scope for improved infrastructure to encourage the operation of future event and green infrastructure and information improvements to strengthen links with the town centre.

11 Placemaking Project Opportunities

Figure 16 - Opportunities



KEY

- 1. Station Road / Stepney Road Enhancements
- 2. Town Centre Gateways
- 3. Railway Bridge Improvements
- 4. Town Approach from Ashburnham Roundabout
- 5. Route and Wayfinding Improvements to South of Station Footbridge
- 6. Ashburnham Road Area Redevelopment
- 7. Pembrey & Burry Port Station
- 8. Ashburnham Road / B4311 Gateway
- 9. Marina Fields
- 10. Vacant Site
- 11. Co-op building
- 12. Proposed site for relocated Co-op
- 13. Development Site and link
- 14. Cycling infrastructure
- 15. Wayfinding and signage

Station Road / Stepney Road Enhancements

Objective - To reinvigorate the commercial centre of the town to help support existing businesses, encourage new enterprises and attract more visitors.

Station and Stepney Road represent a characterful and locally popular centre for the town. They benefit from the lively presence of numerous businesses and the daily activity associated with the station. However, the fabric of many of the buildings and much of the public realm is jaded and detracts from the personality and appeal of the centre.

Figure 17 - View Stepney Road



Actions

1. Feasibility study to explore ideas for public realm and environmental improvement to Station Road and Stepney Road. Options and assessment of a range of improvements including:

- New paving materials and street furniture (and how they can be used consistently throughout the town to reinforce local identity)
- Street lighting that is appropriate to the character of the town centre
- Localised reduction or carriageway widths, shared-surfacing, reduced / controlled access for different vehicle users, rationalised parking arrangements, etc.
- Review of existing Traffic Regulation Orders (TROs)
- Opportunities for increasing the usable pedestrian space, outside seating and display areas for businesses
- Pavement licensing arrangements
- Street furniture and signage audit and proposals for the de-cluttering of the street environment
- 'Access for all' appraisal of options
- Strategy for engagement with local businesses, wider stakeholders and the public
- Cost appraisal
- Risk assessment
- Delivery timescale

In support of the feasibility study, undertake or commission the following:

- Topographical survey of the area
- Utilities, basement and radar surveys
- Liaison with statutory undertakers to understand potential future works in street
- Assessment of funding opportunities

2. Liaise with the building and business owners with properties fronting Station Road and Stepney Road to identify potential cosmetic improvements to buildings and commercial frontages. This could include:

- Painting of exterior walls: As most properties are rendered and some are already painted, the painting of all the frontages in a range of colours will dramatically improve the visual appeal of the town, reinforce its 'coastal' character and create a point of interest on approach from the train and marina.
- Maintenance and repair: An agreed programme of general maintenance
- Shopfronts and signage: a review of opportunities to enhance shopfronts including signwriting, extendable canopies, standards for window dressing, boundary treatments, display and seating areas

Figure 17 - Impression of Station Road



2. Town Centre Gateways

Objective - To define and frame the town centre by creating enhanced 'spaces' at key points of entry – the railway bridge at the western end of Station Road and the junction of Stepney Road, Station Road and the railway station entrance.

The two locations identified are particularly cramped in terms of pedestrian access – despite being points of entry, and are visually unremarkable or, in the case of the railway bridge, unattractive. There is also a lack of space in the town centre for informal activities and business use. The creation of new spaces, without compromising the highway requirements, will help address these issues and strengthen the identity of the town centre.

Actions

1. Feasibility study to explore ideas for gateway spaces including options for:

- The localised reduction or carriageway widths, shared-surfacing, reduced / controlled access for different vehicle users, rationalised parking arrangements, etc. to create increased pedestrian/activity space
- Opportunities for seating and public art (for example a possible mural to the gable wall of 54 Station Road)

It is anticipated that this feasible study would be carried out at the same time as project 1 Station Road / Stepney Road Enhancements, and therefore share the same technical assessments listed above

3. Railway Bridge Improvements

Objective -Create an attractive and accessible gateway to the town centre that welcomes visitors and positively reflects the character of the town.

As the primary point of access into the town centre on approach from the south, the railway bridge is extremely unattractive and inadequate in terms of accessibility and user experience. As a minimum, the bridge requires a substantial overhaul to improve its function and appearance and should ideally be replaced with a superior design.

Figure 18 - Existing unattractive approach to town centre



Actions

This is an opportunity to enhance the bridge and that this may include a community based public art. Opportunities exist to incorporate improvements with proposed highway crossing proposals in development by Carmarthenshire CC. Notwithstanding, the aspiration for the bridge advocated by this study is as follows:

1. Feasibility study in liaison with Carmarthenshire CC, Transport for Wales and stakeholders to investigate two potential levels of intervention:

- 1 - The installation of a new footbridge which provides adequate width for users (including pedestrians, dismounted cyclists and people using wheelchairs, mobility scooters and prams) to comfortably pass in both directions. The design should complement the character of the townscape, be uncaged, lit and afford views towards the town and coast. The spaces either side of the bridge should also be substantially remodelled to allow easy and safe access.
- 2 - A substantial overhaul of the existing bridge including the removal of the cage, resurfacing, lighting and cosmetic improvements, together with substantial remodelling of the spaces either side of the bridge to allow easy and safe access and space for users to wait until the bridge is clear to use.

Both options should be coordinated with potential adjacent schemes as described for '2 Town Centre Gateways' and '4 Town Approach'. Also, for either option, the inclusion of cosmetic enhancements involving a community arts scheme would be welcomed.

4. Town Approach from Ashburnham Roundabout

Objective - Create a safer and more comfortable, attractive and welcoming approach to the town centre from the south.

As the primary point of access into the town centre on approach from the south, the route between the Ashburnham Road roundabout and the railway bridge is unattractive and inadequate in terms of accessibility and user experience. Improved pavements widths, crossings, boundary treatments and environmental improvements will help to provide a positive first impression.

Figure 19 - Views Ashburnham Roundabout



Actions

1. Feasibility study to explore ideas for public realm and environmental improvement to Station Road and Stepney Road.

Options and assessment of a range of improvements including:

- New boundary treatment to the car park edge to the west of Ashburnham Road to replace the unattractive timber/metal rail and unmaintained green edge. This could instead be delineated by a low

wall faced with natural stone to create a tidy, attractive and low maintenance edge and help to screen the car park beyond

- New street lighting of a scale and design appropriate to the town centre setting. Lighting in the town centre should be consistent and should replace the utilitarian highways type lighting currently in place
- New paving materials and street furniture (used consistently throughout the town to reinforce local identity)
- Street furniture and signage audit and proposals for the de-cluttering of the street environment
- Improved pedestrian crossings
- 'Access for all' appraisal
- Strategy for engagement with local businesses, wider stakeholders and the public
- Cost appraisal
- Risk assessment
- Delivery timescale

5. Route and Wayfinding Improvements to South of Station Footbridge



Objective - Create a more legible, comfortable and attractive route to the south of the Station footbridge in the vicinity of Ashburnham Road.

As one of two main points of access into the town centre on approach from the south, the route south of the footbridge is confusing, unattractive and inadequate in terms of accessibility and user experience. A legible pedestrian route and improved use of the available space will help to provide a positive and more coherent first impression.

Action

1. Feasibility study to explore ideas for improved pedestrian route, more efficient parking arrangement and associated environmental improvements. Options and assessment of a range of improvements including:

- A delineated and paved pedestrian route and crossings including access and space adjacent to the public convenience and connecting with the existing footway on Ashburnham Road
- Associated environmental improvements potentially including tree planting, lighting, signage and seating
- New paving materials and street furniture (used consistently throughout the town to reinforce local identity)
- Improved pedestrian crossing
- Reconfiguration of the existing parking layout to make more efficient and legible use of the available space

6. Ashburnham Road Area Redevelopment

Objective - To reimagine this key area located at the centre of the town between the two main points of entry.

This substantial area is currently fragmented, comprising an area of grass, footways and parking. It visually detracts from the character of the town, creating a negative first impression. This area, however, is highly accessible and could accommodate a viable economic use and/or useable green space, adding interest and vitality to the town centre – especially in coordination with other identified development opportunities to the south of the railway.

Actions



1. Feasibility study including economic appraisal to explore a range of ideas and options for the redevelopment of the identified area. Assessment of options relating to two design approaches including:

- Built development including a range of land-uses that are complementary to the town centre and bring cohesion to the urban form and circulation routes, attractive high-quality architecture and improved external spaces
- Environmental improvements to create a useable green and hard-surfaced public space / gardens and improved circulation routes. This option could also include the ideas for a performance space / bandstand

7. Pembrey & Burry Port Station

Objective - Create a memorable sense of arrival for visitors arriving by train and an enhanced town centre environment.

Actions

1. Work with Transport for Wales, the Community Rail Partnership, Town Council and station volunteers to explore ideas for a range of environmental improvements to the station including:

- Planting: especially along boundary railings opposite the businesses on Station Road, comprising ornamental bedding displays typical of traditional train stations, to bring colour and texture to the town centre. The section immediately to the west of the road bridge should also be improved with maintained structural planting.
- Signage: Enhanced platform and wayfinding signage potentially incorporating a branding slogan or reference to the identity / attractions associated with the town

“Alight here for the Millennium Coastal Path, Burry Port Harbour, National Cycle Network, Pembrey Country Park”

Figure 20 - Examples of station signage



8. Ashburnham Road / B4311 Gateway

Objective - Create a sense of arrival for visitors approaching via the B4311 and from the marina and Memorial Grounds.

Actions

1. Feasibility study to develop planting enhancements to the soft areas surrounding and including the B4311 roundabout. This should seek to establish characterful structural planting, green and blue infrastructure, which adds interest and scale but does not obscure views or create a utilitarian landscape character. Instead, a scheme incorporating coastal species, including the Black Pine which help to define the character of the open space to the east of the marina.

9. Marina Fields

Objective - Support the greater level of use of the current events area for both formal and informal uses, and help to unify activity held between the Marina and Town Centre

Actions

1. Feasibility with Carmarthenshire CC, the Events Group and Marine Group to identify requirements to support a broader range of year-round activities.

- An assessment of current known activities and scoping for future events. It is anticipated that a range of facilities could be provided such as power and water supply stations, areas of hardstanding or reinforced grass, storage facilities for equipment, etc.

- Feasibility study for the implementation of a performance shelter/ event space including economic assessment and potential funding sources.
- Develop a programme of events and develop greater year-round use to increase visitor numbers and enhance the reputation of the town.

Figure 21 – Views Marina Fields



10. Vacant Site – Sea View Public House

Objective – the site has been identified as an important opportunity for new housing and uses near to the town centre. Planning permission has been granted for 10 dwellings although the site remains undeveloped. The vacant site, in its current state, has a negative impact on the quality of the town centre.

11. Co-op building

Objective – to create additional space for small town centre businesses, community enterprise and services.

Action

- Liaise with the Co-Op and their appointed Agents to help influence the options for this prominent town centre building. The current Co-op building is likely to become available for new uses during 2023/24
- Explore options to support with grants and other mechanisms the improvement and reconfiguration to create smaller business spaces appropriate in scale for the local market and encourages a greater diversity along the high street. The building has the potential to support several new businesses as well as exploring the feasibility of relocating the town library.

- Figure 22 – Co-op building



12. Seaview Terrace site for relocated Co-op

Objective – to ensure that the new store, completed by the end of 2022, integrates closely with the town centre through the range of proposals set out in the Plan that seek to improve active travel and movement.

13. Development Site

Objective – to ensure the sites future development and use integrates closely with the regeneration of the town centre through an appropriate masterplan, movement and linkage strategy.

Action

- Prepare a site masterplan/development brief setting out key principles for any future development.
- Explore options for improving the attractiveness of the existing footbridge railway crossing connecting with the development site.

14. Cycling infrastructure

Objective – Significantly improve the levels of cycling infrastructure available in the town centre to reflect the destinations role as a key point of entry onto the Millennium Coastal Path and to enhance the areas cycling reputation.

Action

- Explore as part of the public realm and movement improvements set out in this Plan the opportunity for eye-catching public cycle stands and pumps.
- Integrate ideas for new facilities with future Active Travel improvements

- Figure 23 – Eye-catching cycling infrastructure



15. Wayfinding and signage

Objective – a signage and information strategy connecting points of arrival (train station, car parks, harbour and coastal path) and key destinations in a way that encourage movement and overcomes both physical and perceptual barriers.

Action

- A high-quality town map and signage positioned in the centre of the town
- Walking and cycling signage with distance markers between the centre and coastal destinations
- Town centre information directing visitor towards the Amelia Earhart memorial and other heritage features

12 Funding and delivery

In response to COVID-19, Carmarthenshire County Council has established underpinning resources to support the recovery and growth of town centres. Working with Welsh Government's Transforming Towns programme, and opportunities arising from the UK Government's Levelling Up and Future Prosperity Funds, a range of new initiatives and business support could be made available. This Plan forms an important basis for identifying the needs and the range of opportunities these new funds and resources could help to deliver, which include:

- Carmarthenshire County Council Business Grant Funds – opportunities for businesses to apply for direct support through, Transformational Commercial Property Development Fund, Business Start-Up Fund and Business Growth Fund.
- Town digital solutions – a series of initiatives to support businesses and communities to obtain faster and more reliable internet connectivity and application of digital SMART towns.
- Funding has been secured for local marketing/ distinctiveness including branded promotional material, prepared social media content for every town.
- Local energy plans - Carmarthenshire Energy Limited will support communities to identify and scope potential sites for new energy generation.
- Circular Economy - support with initiatives that grow manufacturers design products to be reusable and the reuse of materials.

Delivery

The growth plan is for all the stakeholders of Burry Port and requires commitment and effort from local authorities, community organisations and businesses for the town is to be successful and deliver sustained prosperity. This Plan is necessary to provide a clear pathway for the prioritised actions over three levels of importance:

- Immediate - actioning of quick-win permanent or temporary schemes, to take advantage of available seed funding and current programmes.
- Short term - delivery within the next 2-3 years - priority transformational projects that may require feasibility studies, planning, funding, approvals before delivery.
- Strategic - Significant projects and strategies that may take several years to develop and will help guide the towns direction to be resilient and to respond to long term changes.

Table 2 – Action Plan

PROJECT	IMMEDIATE	SHORT	STRATEGIC
1. Station Road / Stepney Road Enhancements			■
2. Town Centre Gateways			■
3. Railway Bridge Improvements		■	
4. Town Approach from Ashburnham Roundabout		■	
5. Route and Wayfinding Improvements to South of Station Footbridge	■	■	
6. Ashburnham Road Area Redevelopment			■
7. Pembrey & Burry Port Station	■		
8. Ashburnham Road / B4311 Gateway			■
9. Marina Fields	■	■	
10. Vacant Site		■	■
11. Co-op building	■	■	
12. Proposed site for relocated Co-op	■		
13. Allocated Food Store Site	■		
14. Cycling infrastructure	■		
15. Wayfinding and signage	■		

