

Cynlluniau Lle Ceredigion Place Plans

Cardigan and Area Place Plan

November 2019



Cyngor Sir
CEREDIGION
County Council





Cardigan is set on the river Teifi, a mile from Cardigan Bay and the Irish Sea. In its 900+ year history Cardigan has been the seat of kings and the birthplace of the National Eisteddfod. In the 19th century it was the busiest port of Wales.

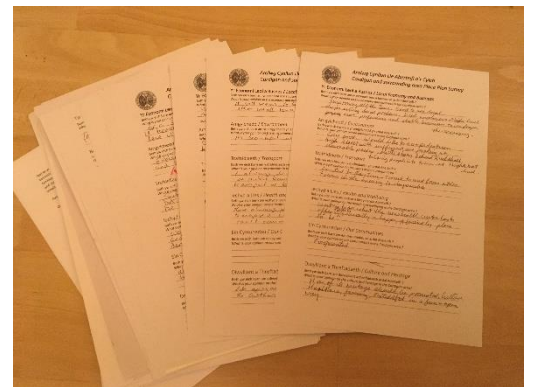
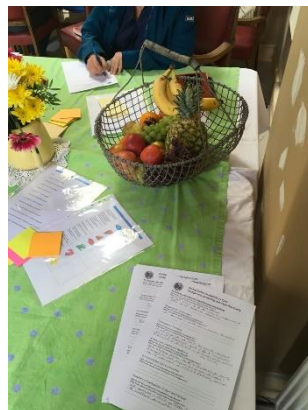
Nowadays over 4,200 people live in Cardigan and it serves a hinterland population of well over 35,000. It is well known as a market town. Farming is still important to the area although the economy has diversified more towards tourism in recent decades.

In recent years Cardigan has capitalised on its location with its river, costal location, nearby beaches, evocative walks, scenery and with this its rich heritage in the restoration of Cardigan Castle and the investment in the high street to produce a mix of mostly small independent shops and cafes, all adding to the experience that is Cardigan.

This has come about through a unified approach by politicians, developers, shopkeepers, planning, police and the people of Cardigan all working together. A single, coherent and compelling vision.

Communities consulted

Having consulted at length in 2018 using online survey, paper survey, public events and open days within Cardigan and local link communities of Aberporth, Llechryd, and Penparc This place plan looks at Cardigan from within the town and from the views of those in the nearby communities who use it.





Identified development of areas in Cardigan Town

From the surveys, a few areas were highlighted. The town has 2 light industrial estates, namely Parc Teifi and Pentood.

Both have opportunities to cater for a wider type of entrepreneur or growth business. Parc Teifi is managed by the Welsh Government and numerous problems have occurred with potential businesses, resulting in planning having to be approved outside the town boundaries. This park has space for additional startup units.



Pentood industrial estate is also well occupied and with recent developments into a new haulage yard, the old Cattle market is part of this busy quarter of the town. The estate could benefit from an alternative entrance as the present junction is within a busy entry street on the southern approach of the town (Blue line). The industrial estate would benefit from an entrance from the more suitable Cardigan By-Pass so avoiding the residential street.



In 2020, the old Priory Hospital has been purchased by Wales and West Housing, we await the proposed use and design in March 2021. Early indications are housing for the elderly towards the main road, office accommodation and a riverside garden space with public access.



In 2023, it is hoped the NRW flood prevention scheme will get underway which will see work to protect the town by creating a barrier along the river.

The area along the river known as the strand has been in legal dispute for many years. This is a prime location for some river side seating and possibly small food outlets to be licenced to use.



Netpool area and Radley fields. Rugby club are still waiting for a lease from Ceredigion CC. other information from consultation mentions need for a 3G pitch training facility, sports changing rooms and within part of the skapark a pump tract. Netpool has potential for freerunning /parkour facility – such facility would be not vandalised as its is just series of walls etc.

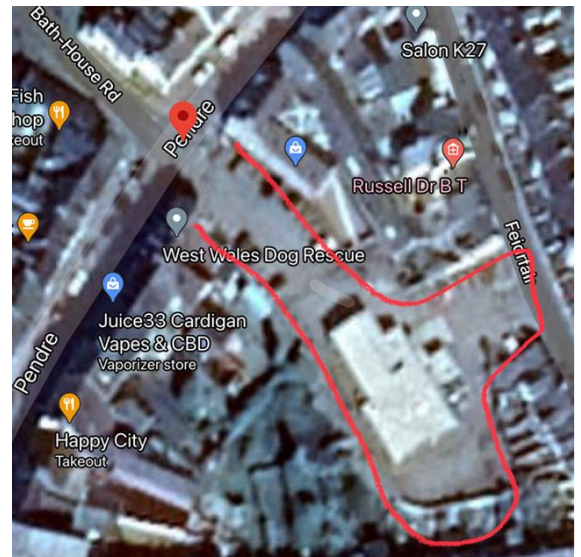


Other points raised was to change access to the area of the town to run from the roundabout through the new site previously planned for an out of town supermarket so avoiding Greefield row . Other comments rasied:

- Play area in North Cardigan - Maesglas , Dol y Dintir
- Outdoor community gym

Vehicle Parking

The town has an increasing demand for electrical vehicle but only 3 rapid chargers exists in the town at Tesco and 4cg car parks. Council car parks need to put in place EV chargers before 2030, ideall before 2025. Alternatively , a town centre car park with EV chargers could be created at the old Health centre site which is for sale. This car park could be used by the traders who operate on Pendre, it is at the street level for those with mobility issues and for other vehicle owners it brings more foot traffic to the northern part of the town centre.



Ceredigion CC Car Park should have spaces for public use, disabled bays, short term stay/ EV points. Provides parking for nearby library use. Other comments :

- Parking for larger vehicles near by-pass town - better drop off pick up points for coaches
- Overnight Parking and hook up facilities for mobile campervans



Signage

There is no directional signage anywhere on approaching or within Cardigan town for its largest heritage site, Cardigan Castle .

Improve signage to Cardigan town from Carmarthen

Active Travel / Walking / Cycling



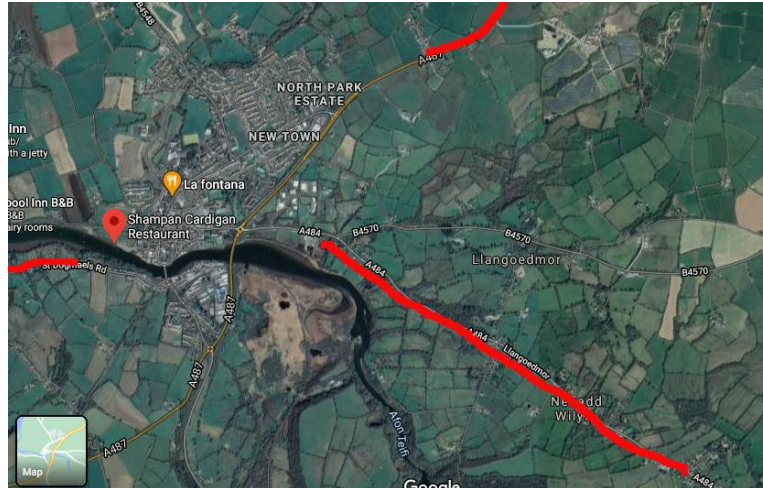
The Coastal path needs to be completed along the riverside. Some plans and designs have been made previously but the money ran out. The link between Prince Charles Quay and Quay Street Car Park. For the longer term, survey also wanted to see this path extended along the estuary as a walk and cycle path to Patch .



At Patch a feasibility is underway to create additional parking, slip and improve boat access to the sheltered bay. Will create better facilities for Watersports at Patch

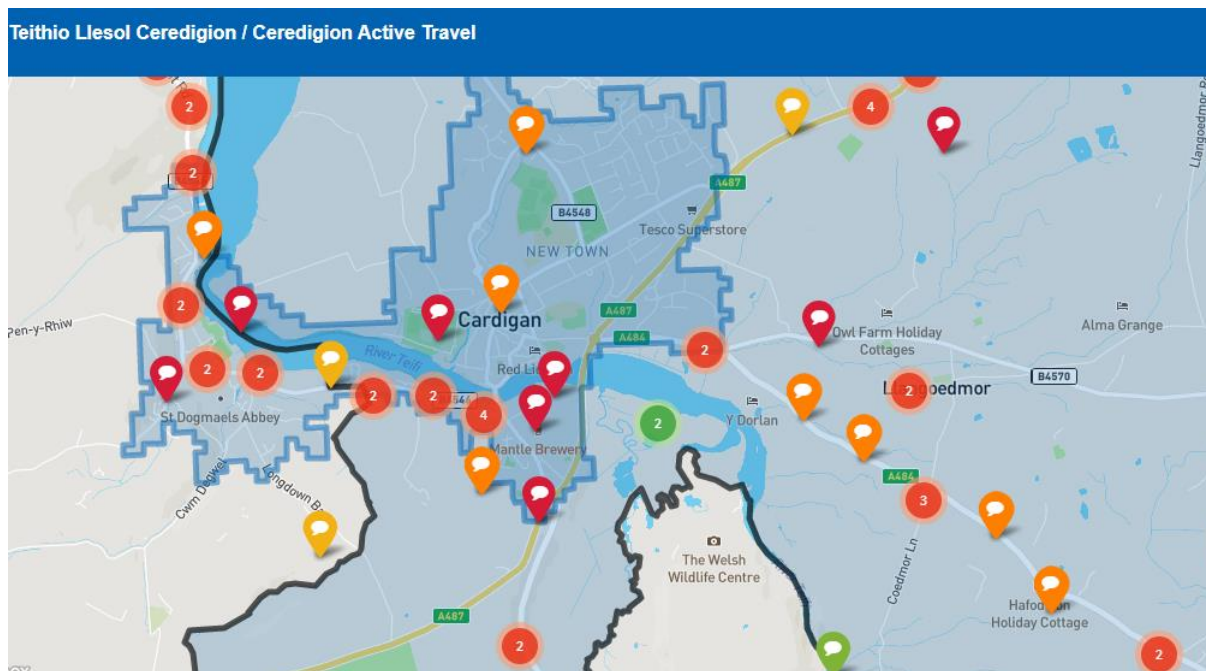
and improve launching facility for boats . Result of feasibility expected in June 2021. The river area in the town centre needs to have rubble cleared to allow boats to more at Prince Charles Key, at the moment this facility is unusable , same goes for the pontoon installed below the quay. Need to Improve access to river traffic to cardigan centre - approach from estuary needs to be made safer.

The connection to the 3 main linked communities to Cardigan need to be developed and/or strengthened for Active Travel. These being Llechryd , Penparc, St Dogmaels.



Some additional evidence of this came from Active Travel Consultation

<https://ceredigion.commonplace.is/comments>



Additional comments raised related to active travel for inclusion:

- Create safe footway in Llechryd Village – currently half the village has none to access play areas and community Hall on foot
- Safety measure outside Llechryd school
- Improve river walk to Cillgerran and Cardigan
- Pavement between Aberporth and Parcllyn
- In Cardigan town the amount of cars being used to go to school, work and the shops is really unbelievable, most people I see at the school live within a



mile but are too lazy to walk or cycle, it used to be done in the 70s,80s why not now. Introduce cycle lanes ,no car days near the school,we all want to save the enviroment ,why cant Cardigan be the town that everyone follows!

- Bike/pedestrian routes are a must, many would cycle locally of routes were safer.
- Widen the 20 mph on the ring road of Cardigan
- Speed signs in Aberporth outside school and Blaenannerch straights
- terrible unsafe roads for the 21-century traffic, not helped by the authorities bending backward to promote tourism without spending on cyclepaths , walking access between villages, between tourist caravan parks and main urban area and coastal estuary path

Environmental

The survey responses provided comments and consideration in relation to the areas living environment.

- Bee friendly rewilding ,more wild flowers and trees on common ground, verges and roundabouts. I saw hedges and grass being cut that weren't in the way of visibility, the other day. Waste of fuel, money, reduces bio-diversify, polluting. I like to see fruit trees planted, and community edibles as Machynlleth have done very successfully. Also more trees.
- Environment - shame about the high rate of littering compared to some other places.
- I worry about the floods, sea level rise and biodiversity loss. I love Cardigan countryside.

Economical Thoughts

Although this place plan doesn't try to support the economical aspect of Cardigan, comments to pass to other activities in the local authority:

- Very little in the way of well paid jobs, unlike Aberystwyth there are no large employers, no large public sector employer based in the town. Therefore, economy is driven by seasonal jobs and tourism. Ceredigion needs to create better environment and opportunity for enterprise and creativity
- Need to prevent Brain Drain , more long term employment opportunities
- Need more independent clothing shops and variety. No need for more food and tea/coffee shops
- Good small local businesses but not enough big employers (20-50). Little scope for training
- Town feels upbeat and positive - doesn't feel like too many empty units on the high street but doesn't feel like there's a huge amount of employment around for the young or for the ambitious.
- Doing well it would be good to get some stores on the ex-sainsbury site but not coffee and food shops - save trips to camarthen think it would improve



- economy of the town as well as people would shop in town rather than travelling somewhere else.
- Need a register of building owners for Cardigan town centre in order to ensure the upkeep and removal of pigeons and clearing of gutters in place – Enforcement need to be more active from council.
- It needs some substantial improvement to bring some sustainable jobs into the local economy. Something additional to agriculture, tourism and the few larger employers.
- Create small start up retail shopping units. - low rent Business starter units Town Centre with support from expertise.

Historic & Architectural Quality

The natural and the built heritage are an asset to the area. The history and the Eisteddfod make Cardigan special. It is important for the identity of the people of the area to engage with the heritage and it is an asset for tourism and trade. There is a delicate balance to attain where our culture and heritage while attracting tourists could develop in a crass way that would kill its subtle appeal and the thing that brings people here.

Some of Cardigan buildings are themselves real treasures but owners are not local and letting them rot. Need a register of building owners to target and enforce. To work on the strong heritage and history of Cardigan, identified as an attraction, The artistic quarter needs developing further.

Have street art installed throughout the town linked to Cardigan's many unique features - as a major port, exporter of the Cardigan brick, centre for trading, farming, medieval history with birth place of the biggest culture event in Europe, The National Eisteddfod. Make use of an Artist 'think tank' for having an input into aspects of development in town, such as green spaces, art installs, street events, street furniture. Some ideas provided in the consultation:

- Improve the Bus station at Finch and bus stops with colour artistic wrap which denotes aspects of Cardigan to the travel, discourages graffiti and informs...maybe images of heritage, events, theatres, shops, history, parks.
- Art installation throughout town and on approach to Cardigan – roundabouts.

Welsh Language

Planning policy to promote Welsh names for frontages of Shops, businesses names and Street names

Community Well Being

Feedback in this area was around better facilities in town and linked villages for disabled, such as lack of public toilets, street level parking for those with health conditions or mobility problems. Other comments



- Reduce light pollution, complete the installation of LED lighting in Cardigan and villages.
- Dog mess bins on the road to Gwbert
- Additional seating on Cardigan high street and parklets and trees in the town centre.
- Licence for use of paving by shops/hospitality where possible without reducing access and paving use.

Implementing the place plan

Intended as a supplementary guide for local authority planning and development .