

Appendix 1c

Seafront Highlight Report

January 2014



**Y RHYL
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Aims & Objectives	Current Status:
<p>Along the coastal strip we are trying to create new business and job opportunities by increasing visitor numbers and visitor spend:</p> <ol style="list-style-type: none"> 1. To improve the visitor experience by ensuring a clean and well maintained environment, a welcoming atmosphere and by providing a range of activities and events. 2. To create new visitor attractions that are consistent with the current appeal of Rhyl as a family orientated seaside resort, but that will attract visitors who currently do not visit. 3. To market the resort more effectively to improve the public perception of Rhyl as a place to visit, live or invest 	YELLOW
	Previous Status:
	YELLOW

What's going well?

- New Aquatic Centre and new use for Sky Tower, and demolition of Sun Centre and improvements to Pavilion Theatre
- Honey Club
- Rhyl Harbour
- New Rhyl brand and website
- Orientation & Signage Strategy

New Aquatic Centre and new use for the Sky Tower and demolition of the Sun Centre and improvements to the Pavilion Theatre

Future delivery options for the facilities currently operated by Clwyd Leisure were to be considered by the County Council's Cabinet on 14th January.

Honey Club

Pre-application consultations about the design of the hotel proposed for the site of the former Honey Club have been taking place with the County Council's Planning & Public Protection service and a Planning application from the chosen developer will follow. It is still anticipated that the hotel should be completed and operating by autumn 2014.

Following the confirmation of the Compulsory Purchase Order for the adjacent burnt out property at 25/26 West Parade, the "cooling off" period which is built into the statutory process has now expired which means that it is now possible to enter the site to complete the demolition and this is expected to be completed by the end of next month.

Rhyl Harbour

Work has been continuing on the construction of the quayside building and this is expected to be completed by early 2014.

The Harbour Empowerment Order process will start to make progress as soon as the scoping exercise to define the extent of 'works' orders to be included, has been completed. The

County Council needs to provide technical input to inform the scoping report, but given the resource demands of the construction programme, this has not yet been completed.

New Rhyl brand and website

Work on the development of the new website utilising the new brand is nearing completion and it is expected to go live by the end of January.

Orientation & Signage Strategy

Consultants have been appointed to develop an orientation and signage strategy for the town. An inception meeting has taken place and analysis drawings are expected by the end of the month.

What concerns us and what are we doing about it?

The Ocean Plaza site continues to be an eyesore adjacent to the Harbour but a Planning application for a revised scheme was received from the developers on 2nd December. The new scheme would involve the construction of a food store, 4 non-food retail units, café, restaurant, family pub and hotel, petrol filling station and an electricity sub-station all within the boundary of the plot owned by the developer.

The Grange Hotel also continues to be an eyesore on the seafront but after it failed to sell at auction, it was purchased by an experienced developer based in the Midlands who has been in discussion with the County Council's Development Control & Compliance section about the potential for the redevelopment of the site.

The operator who was interested in developing a cable ski attraction at Marine Lake has withdrawn from the project. However, another operator approached the County Council to explore the potential for developing a related activity on the beach and is also interested in the cable ski project.

Outlook

Progress on the Rhyl Harbour project combined with the completion of the demolition of the Honey Club is a tangible sign of our regeneration programme moving forward. There remains a considerable amount of work to do, however the prospects are positive.

Completed Projects

Demolition of the Honey Club

Committed Projects

A commitment has been made to deliver the project and the necessary funding is in place.

Project	Lead Organisation	Forecast Completion	Delivery Confidence
Harbour Empowerment Order	DCC	Dec 14	YELLOW
Rhyl Harbour & Bridge	DCC	Mar 14	GREEN
New Rhyl brand and website	DCC	Jan 14	GREEN
Demolition of 25/26 West Parade	DCC	Feb 14	GREEN
Orientation & Signage Strategy	DCC	Mar 14	GREEN

In Development

Feasibility or ongoing development of the project is underway.

Project	Lead Organisation	Comments
Ocean Plaza	SDG	Developer has submitted a Planning application for a revised scheme.
Aquatic Centre & Sky Tower and Sun Centre & Pavilion	DCC	Delivery options for facilities currently operated to be considered by County Council Cabinet in January
The Honey Club redevelopment	DCC/Chesham	Planning application awaited.
Marine Lake Cableski	DCC	Operator withdrawn from project. Concession to be re-advertised.

Under Consideration

Consideration is being given to potential future priority projects for this work stream as part of the process for developing the Rhyl Town & Area Plan and details of these will be brought to the Board for further consideration in due course.

