

Phase 1 Proposals

The building that will be constructed in phase 1 consists of three main elements – the market hall, a flexible events space and a central core between these two elements providing toilets and a bar that will serve both areas (see Appendix 6 for plans). In addition, the existing red brick entrance from Sussex Street (town centre – prime retail area) will be retained, refurbished and reoccupied. The development will be targeting a BREAAAM “Very Good” rating.

The Market Hall

The vision for the market hall is to have a focus on quality, Welsh food produce, to provide a clear “brand” and market offer for the development and attract new visitors to the town who perhaps previously would not have considered Rhyl as a destination for them to visit.

The market hall will be fully enclosed and heated (to a low comfort level) as required. It offers approximately 600m² of floorspace on the ground floor, with a further 230m² on a mezzanine level accessed by stairs and a lift. The ground floor will be the location for the market stalls and seating (for diners), with the mezzanine level offering additional dining seating. Construction will be a simple portal frame, using a mix of structural steel and wood, along with glazing to provide good natural light levels.

In terms of business premises there will be three main offers:

- **6 hot food kiosks** – the concept here is that each stall would provide a different offer of street food and/or world cuisine, ideally using locally sourced produce and ingredients. Customers would order and collect their food from the stalls and could then sit and eat within the hall or, when the weather is suitable, outside in the courtyard area. Current plans indicate approximately 220 internal covers, with around 120 on the ground floor and a further 100 on a mezzanine level. The tables are communal, but the varied offer means that one customer party could order a mix of food from each hot food stall, ensuring everyone gets the opportunity to eat something they like!
- **10 permanent market stalls** – located on the ground floor of the market hall, these would be available to rent on a reasonably long-term basis and would be open every day the market hall is open. Ideally the majority of these would also have a food offer, providing local Welsh producers the opportunity to market and sell their products. We plan that at least one of these units would provide a hot takeaway coffee/tea offer and an ice cream/desert offer. Others might provide opportunities for a bakery (although the baking would probably need to happen off-site), a greengrocer, cheese shop, craft beer, etc. We acknowledge that the market may not be able to sustain an exclusive food offer, especially in the early days of its operation, and thus we anticipate some non-food offer within the market as well.
- **6 temporary market stalls** – these would be like more traditional market stalls that could be erected and dismantled as required, and would be located down the central spine of the market hall. These stalls would be available on very short-term lets, possibly as short as one day going up to a few months. The idea here is that these stalls would offer opportunities for new business start-ups, test-trading, seasonal or themed market events, etc.

The market offer described above create the opportunity to establish and grow a much stronger, local/Welsh food offer in Rhyl town centre, which is currently very under-represented in this market segment. It will offer small businesses the opportunity to start-up and establish some market share on a low-risk basis with minimal capital investment and easy-in/easy-out terms, an approach which will be even more critical in the post-COVID-19 environment.

Looking beyond the market itself, if we can establish a strong local food offer, there is a wider opportunity to start providing the local hospitality businesses with local produce from the market businesses, consolidating the “local, Welsh food” brand for the town and wider region. This would provide a real boost for the visitor economy and help start repositioning the North Wales region as a location for a great food offer in a manner so successfully achieved in places like Cornwall. Such shorter supply chains would keep more money local and thus create opportunities for more local business and job growth.

The Event Space

The idea of the event space is to create an indoor, flexible space that is capable of hosting a range of events. As with the market hall, the event space provides the opportunity to create a new and unique offer to the town which will be appreciated and used by the local community, but also offer an additional dimension to the visitor offer and attract more people to come to Rhyl.

The event space is another simple, portal frame construction offering approximately 475m² of floorspace. The same palette of materials as the market hall – structural steel and wood – would be used, and again the building is fully enclosed and heated. The need for additional ventilation in this space is currently being investigated, as this may be required for some of the anticipated uses. Natural light levels are expected to be lower than the market hall, partly because the structure will be bounded on each side by existing buildings, but also partly to ensure flexibility of use. The plans provide plenty of storage space, and the bar will open directly on to this space (as well as onto the market hall area).

The type of uses we envisage being accommodated in the event space include:

- **Speciality markets** – to supplement the market hall, we envisage a range of additional market events being held in the event space over the course of a year. These could include Farmer’s Markets, French Markets, Christmas Markets, Vintage/Antique Markets, etc. The space, in conjunction with the market hall, also offers the opportunity to establish a Rhyl Food Festival which could really boost visitor numbers and spend.
- **Community events** – the space could be made available to community groups for a range of events such as carol singing at Christmas, school plays and performances, buskers, battle of the bands competitions, etc. Whilst such events are unlikely to raise much in the way of income, they will ensure the local community feel they have some “ownership” of the space.

- **Exhibitions/Conferences** – the space provides a perfect venue for exhibitions or conferences. It could be hired out on a commercial basis for such use (e.g. product launches), supported by grants funding (e.g. art exhibitions with Arts Council support) or made available for the community (e.g. it could display classic cars from local car groups).
- **Commercial live performances** – such uses could provide income for the wider development, with income generated both from ticket sales and bar (and additional income for food businesses in the market hall who can offer pre-performance meals). Such events could range from live music, theatre, or even “event” cinema such as sing-a-long-a Frozen or Sound of Music.

The key will be to provide a mix of events over the course of a year to help ensure the space is regularly used and thus feels busy rather than being a dead space that is walked through from the town centre to reach the market hall. Even when there is no specific event on, there will be options to ensure the space looks and feels busy through the provision of free to use facilities such as table tennis or giant games (chess, Jenga, etc.)

The Central Service Area

The two main spaces – the market hall and the event space – will be connected in the middle by a central service area which will provide a bar serving both main areas, toilets, stairs and a lift to provide access to the market hall’s mezzanine area. The location and design of this area enables either the market hall or event space to operate independently of each other whilst still having access to toilets and the bar. So for example, simply by closing one door the event space could be used into the evening (for a live music event for example) and still have toilets and an open bar when the market hall itself is closed. The space is duplicated at first floor level, offering additional toilets and bar to service the market hall’s mezzanine level.

The Queen’s Chambers

The Queen’s Chambers are the only part of the existing structure which will be retained. It is an attractive (albeit currently somewhat dilapidated) red brick building which fronts onto Sussex Street in the town’s prime retail area and is within the town centre conservation area. The proposal is to refurbish this building, which will be connected and provide the main entrance to the event space, and find new occupiers for the two ground floor retail units (41m² and 39m² respectively) and first floor offices (which could provide storage for the ground floor retail units and/or management offices for the wider development). As the main entrance to the event space from the town centre, the appearance, signage and occupiers of the ground floor units will be critical in creating an excellent first impression and inviting introduction to the new spaces behind the building.

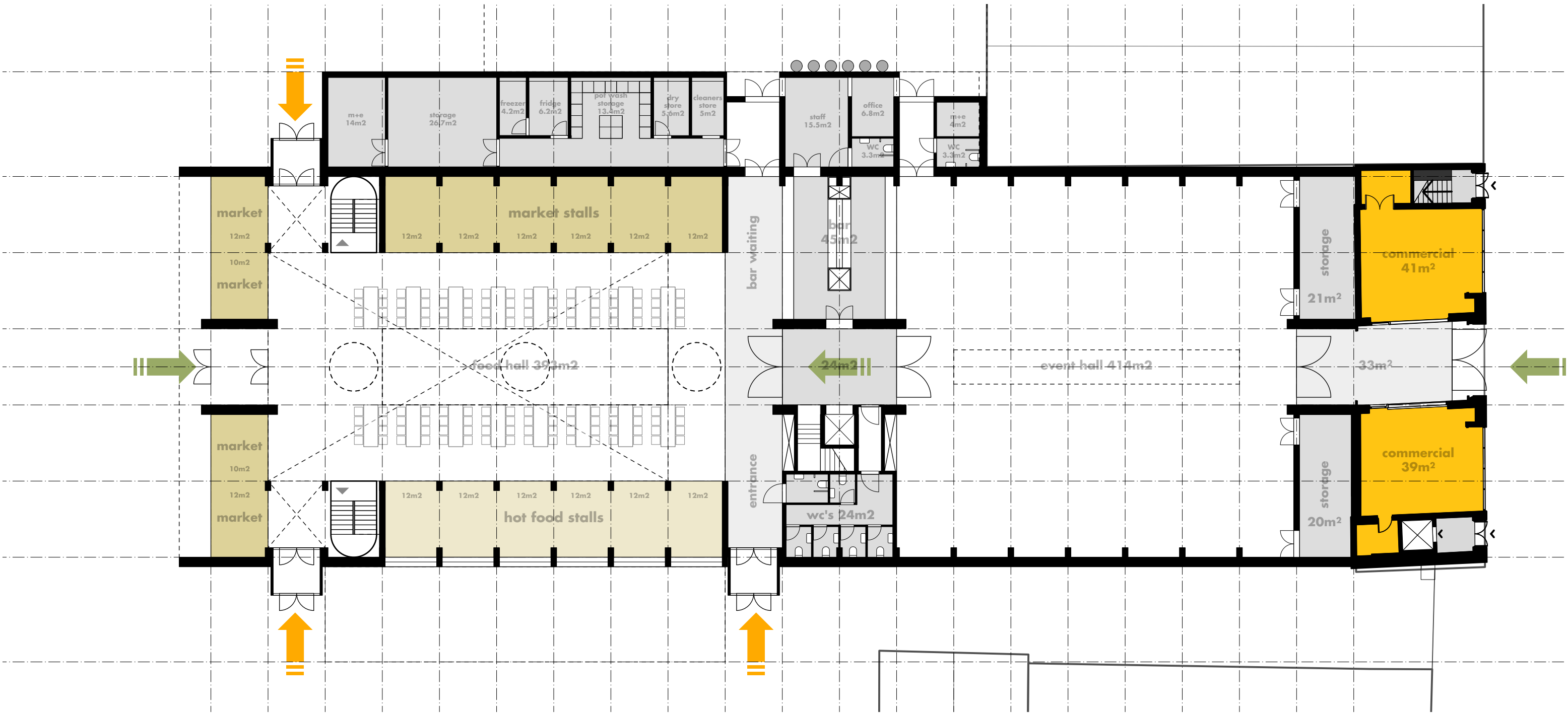
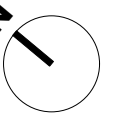
The External Spaces

As well as the buildings detailed in the previous section, phase 1 of the Queen’s Buildings development will also involve some public realm improvements including:

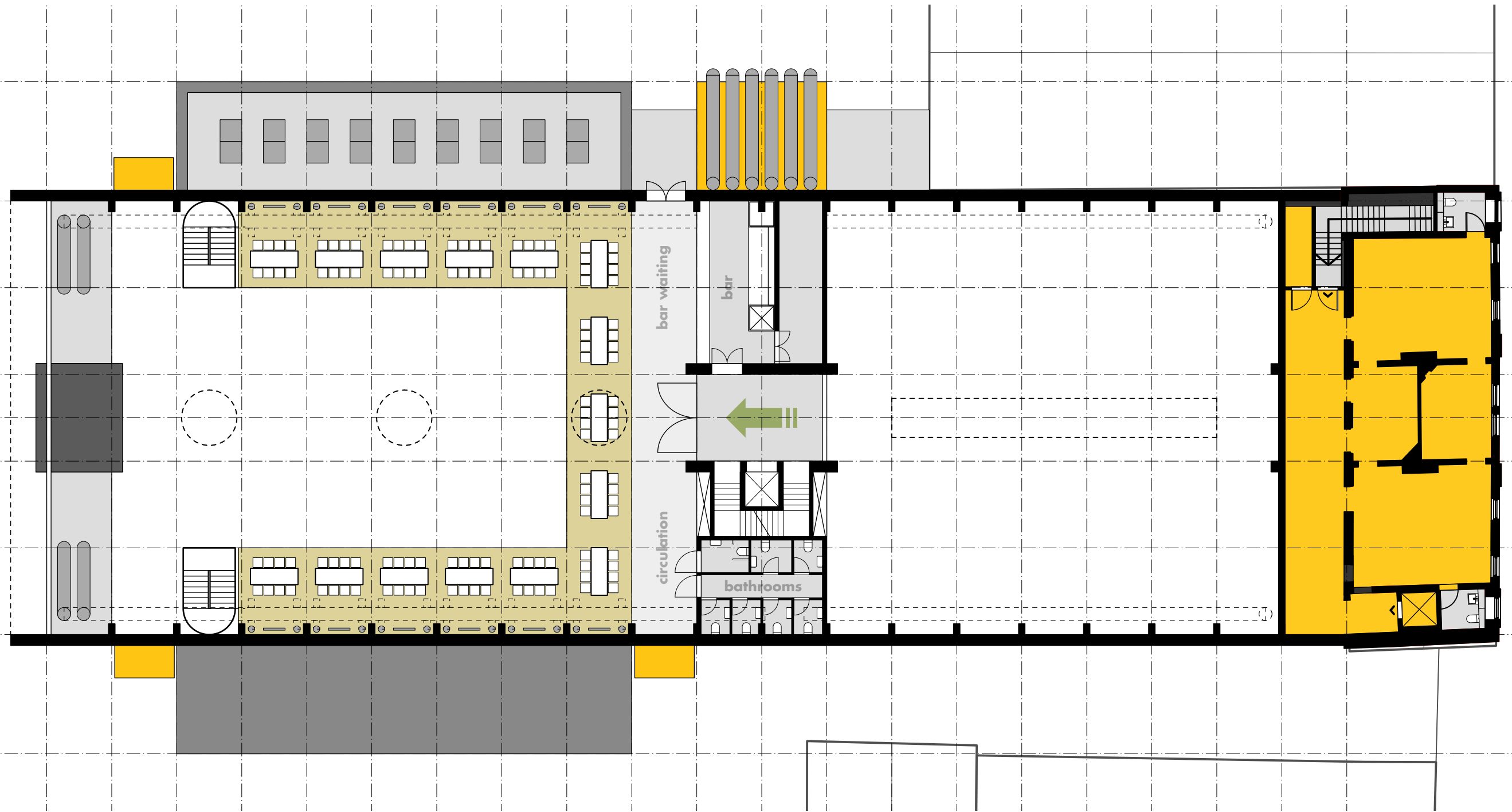
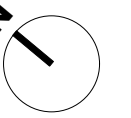
- **West Parade/seafront link** – to connect the market hall to the seafront area to the north of the site, this area of public realm will also include some signage to ensure that people are aware of the market hall and event space from this important visitor area.

- **Courtyard Space** – to the west of the market hall, the plan is to develop an external courtyard area which will provide additional outdoor seating for the market hall, but also offer the opportunity to “spread” the market into this area in the summer months, or offer a location for some more events. Most of this courtyard space will be provided as part of phase 1 of the wider development, but it will only be completed once phase 2 is developed.
- **Temporary landscaping** – after demolition of the existing buildings but in advance of the future development phases, some areas will receive a temporary landscaping treatment. These spaces could be used for a range of “meanwhile” uses such as car parking, pop-up markets or events.

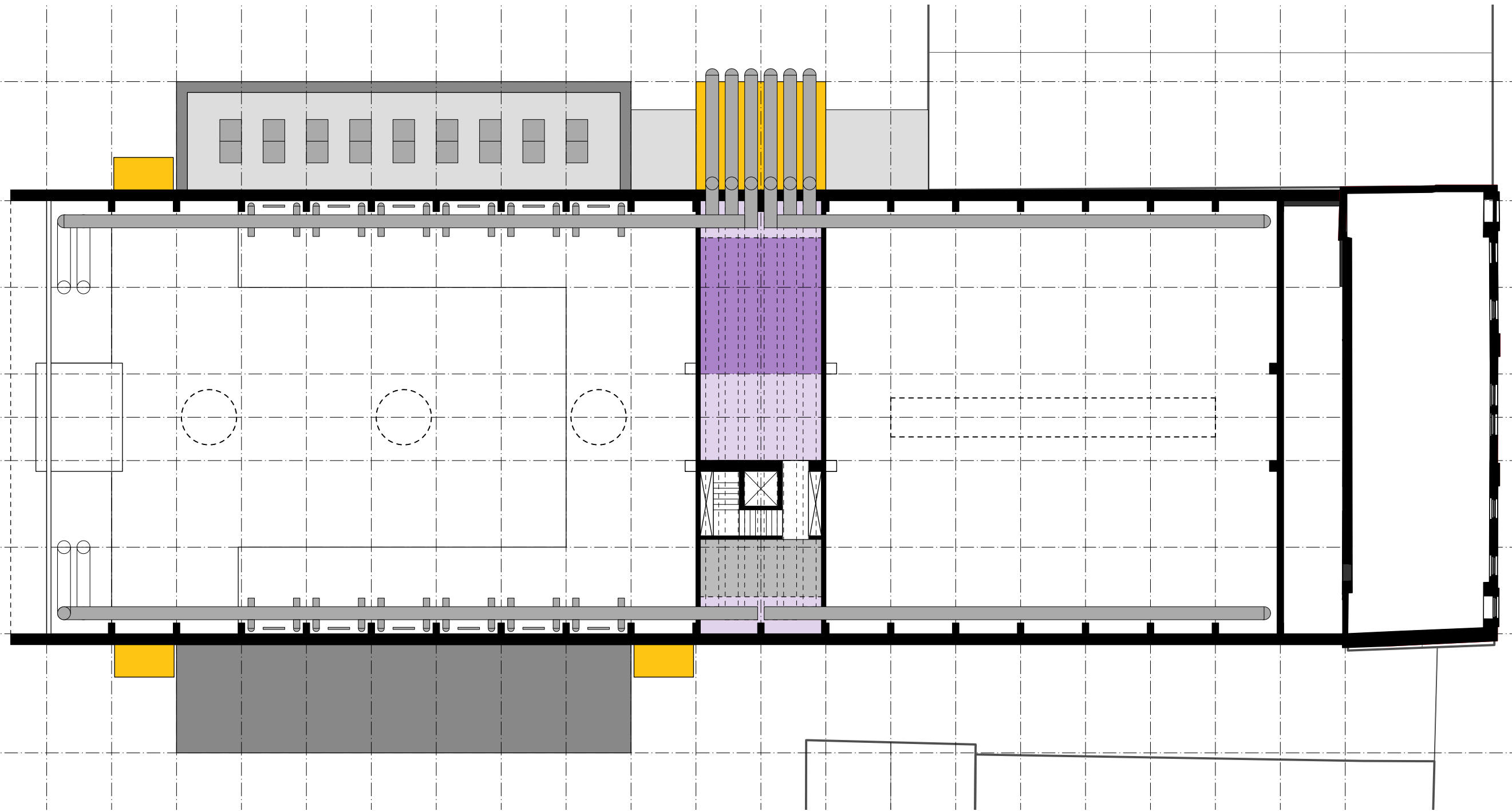
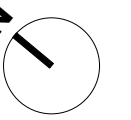
2.1 ground floor plan 1:200



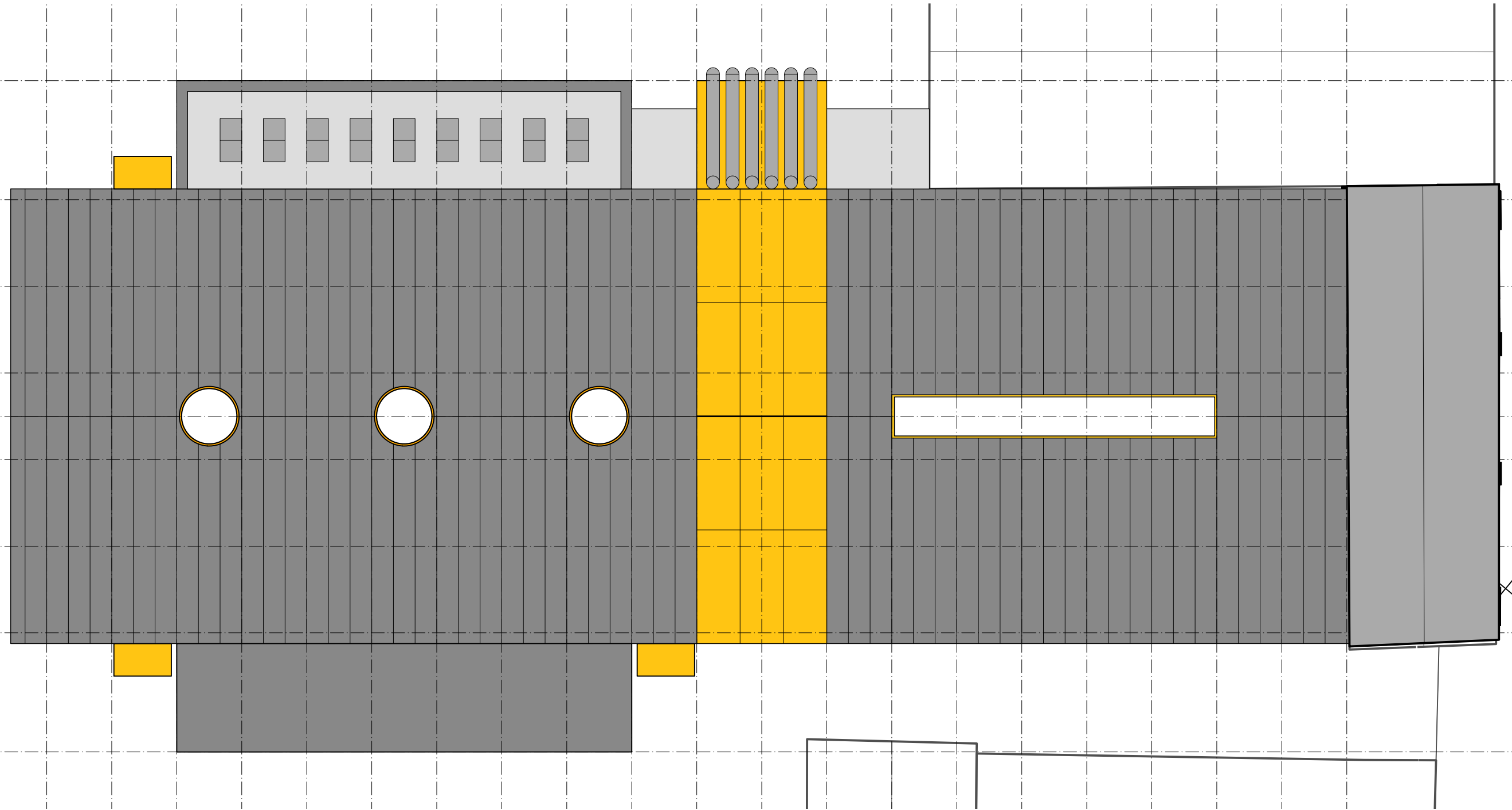
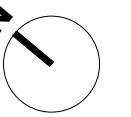
2.2 first floor plan 1:200



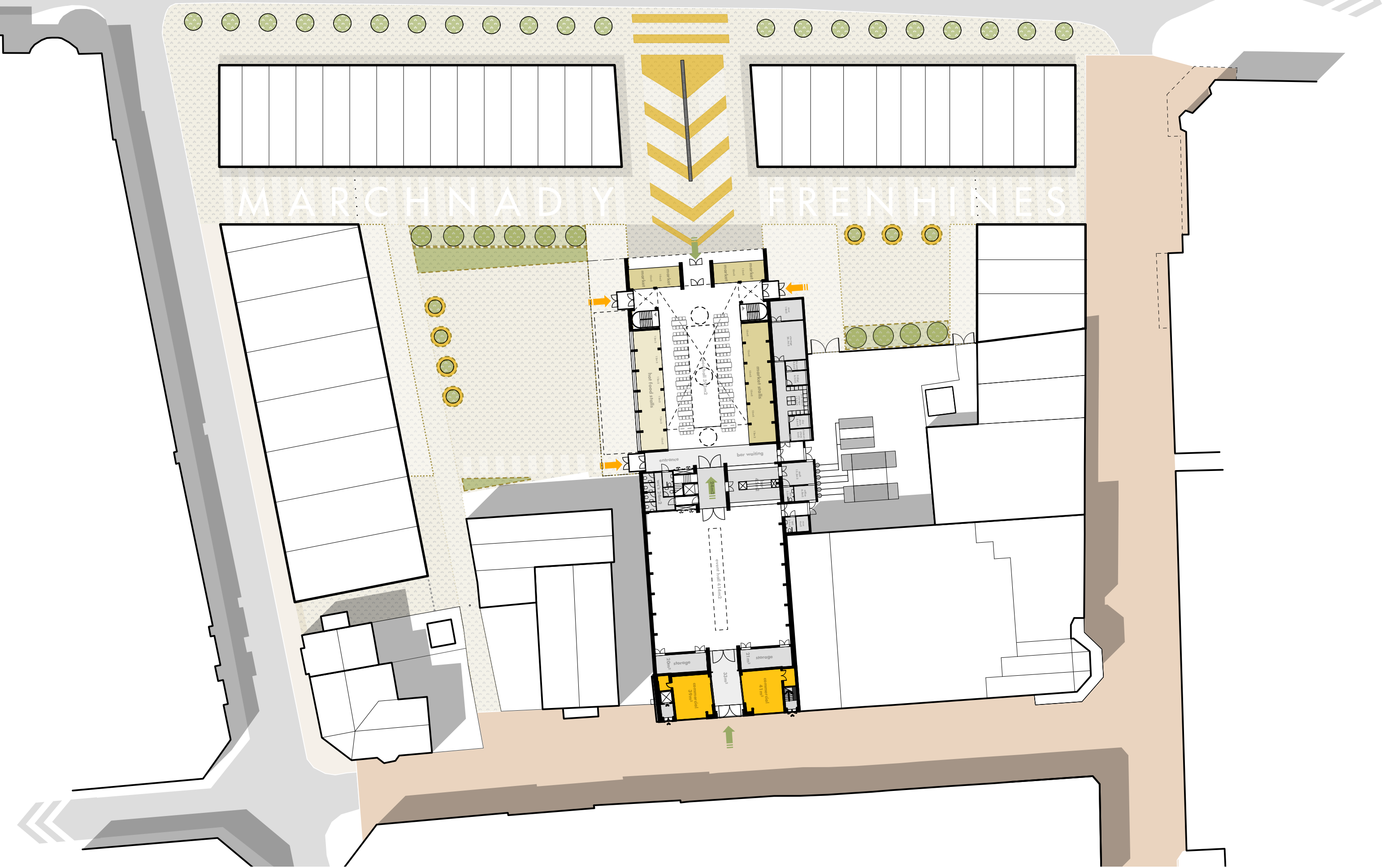
2.3 second floor plan 1:200



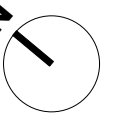
2.4 roof plan 1:200



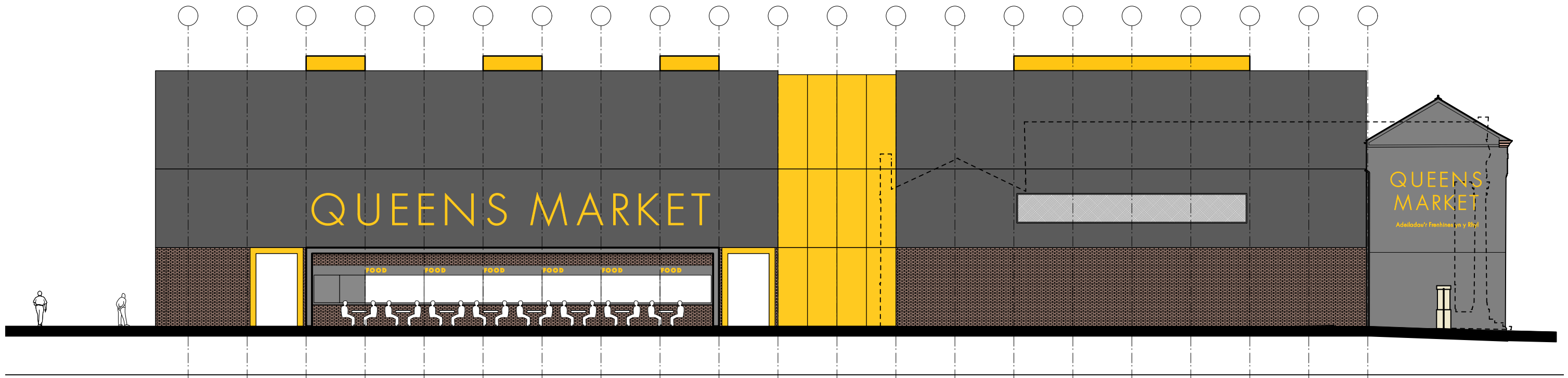
2.x site plan 1:500



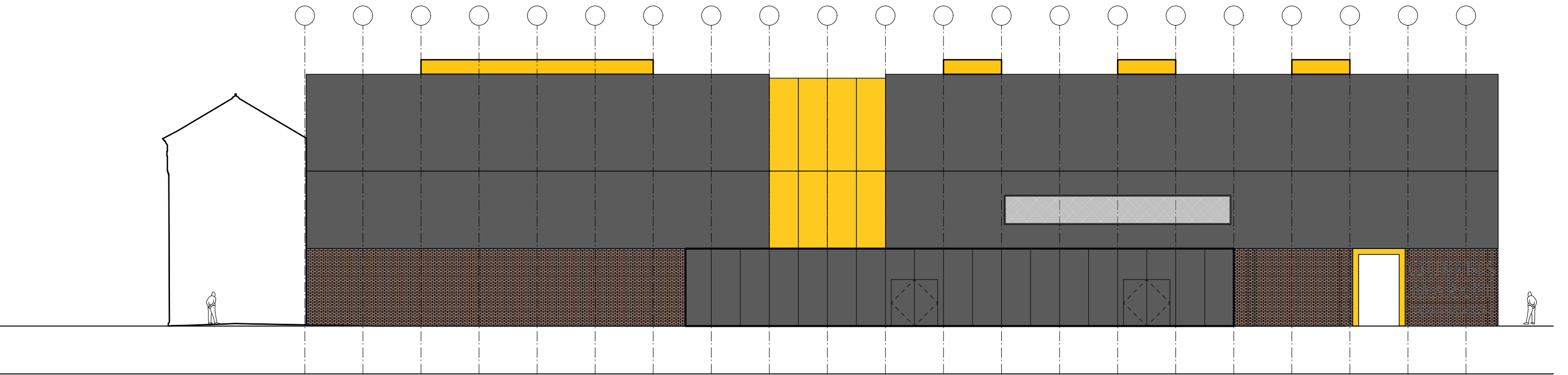
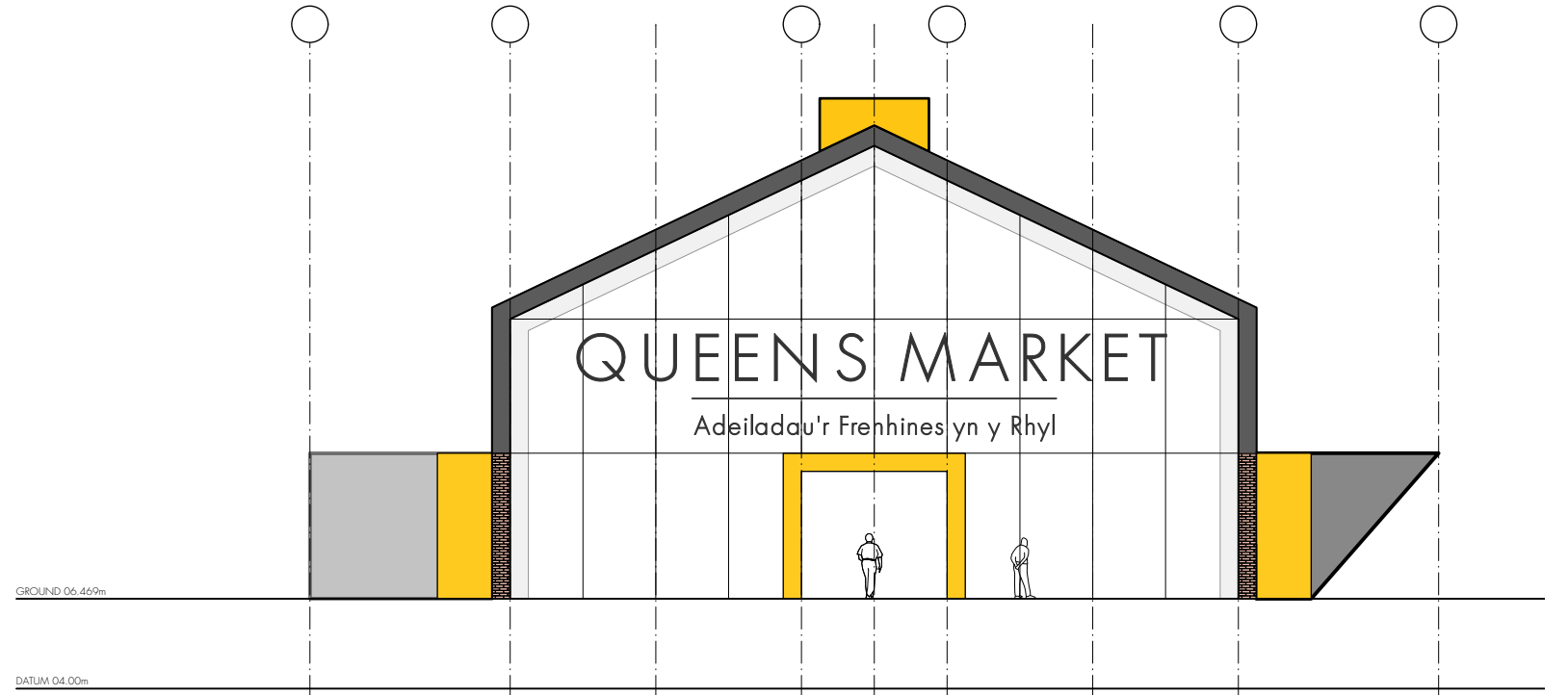
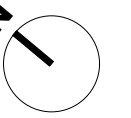
3.1 elevations 1:200



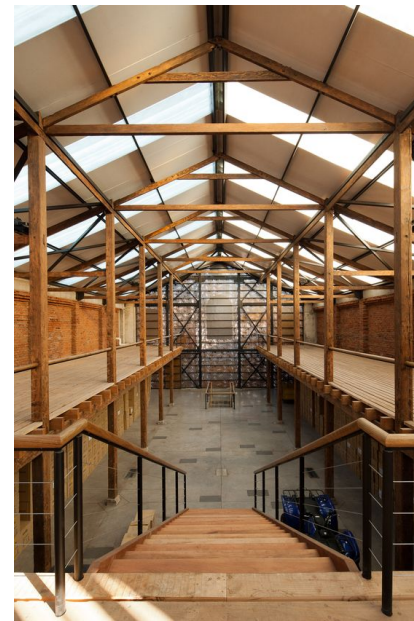
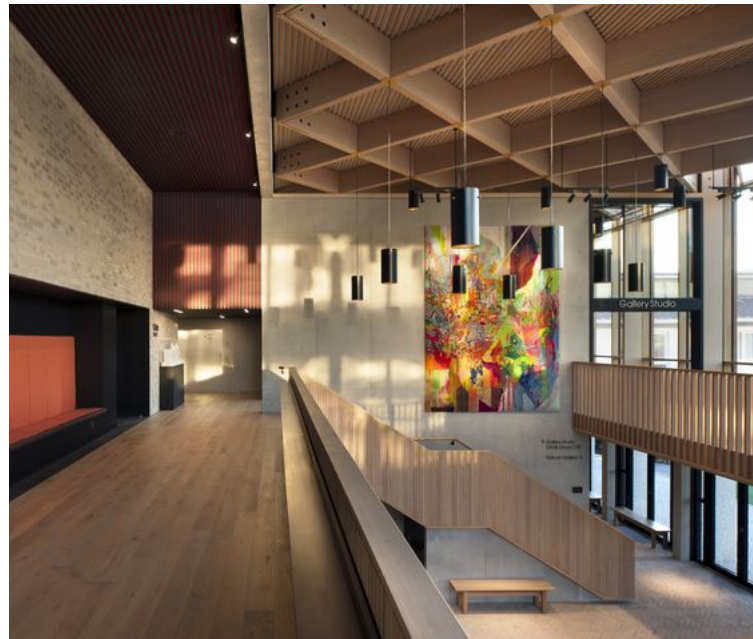
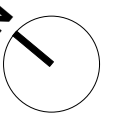
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3.2 elevations 1:200



2.4 materiality precedents



2.5 materiality precedents

