

APPENDIX 2 PROJECT LIST

PROJECT LIST

The following lists the projects currently “on the books” within the Rhyl Going Forward Programme. Note that not all of them are being delivered by the Rhyl Going Forward Team and may be being progressed by other parts of the Council or partner organisations.

Workstream:	Completed:	Committed:	Development:	TOTAL
West Rhyl	1	6	2	9
Tourism	5	4	25	34
Town Centre	3	4	6	13
Neighbourhoods	0	7	2	9
TOTAL:	9	21	35	65

Project Prioritisation Process

For the projects listed in the table titled “in development or under consideration”, we need to try and prioritise each project by categorising it as:

- **SHORT-TERM** – development of this project should commence immediately or at least within the next 12 months
- **MEDIUM-TERM** – development of this project does not need to commence in the next 12 months but should commence within the next 3 years
- **LONG-TERM** - Development of this project should not commence for at least 3 years

Recently completed projects

Projects that have completed on site/construction in the last 5 years

Project:	Workstream:	Description:
16 -18 Edward Henry St	West Rhyl	Conversion of vacant/derelict property into managed office units
Drift Park	Tourism	Environmental enhancement of West Promenade area
Coastal defence works	Tourism	Coastal protection works from Blue bridge to Drift park area
Apollo Cinema	Tourism	Refurbishment of cinema to create all digital theatres, new foyer and sea view bar
85 – 90 West Parade	Tourism	Demolition of derelict buildings and temporary landscaping of site
Improve sea view	Tourism	Demolition of redundant building and wall near sky tower to improve view and access to beach and sea
Brighton Road	Town Centre	Demolition of building and environmental enhancement to create pedestrian link between car park and town centre.
Bus Station	Town Centre	Environmental enhancement scheme
Costigans	Town Centre	External refurbishment of key gateway building

Committed Projects

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

Project:	Workstream:	Description:
West Rhyl Housing Improvement Project	West Rhyl	Acquisition of properties to create new park, remodelled houses and some new residential/commercial development
Supplementary Planning Guidance	West Rhyl	Development of planning policy to support potential cpo activity and guide future development in the area
13 – 15 Crescent Road	West Rhyl	External refurbishment of listed property (PENNAF PROJECT)
Community Seeds	West Rhyl	Development of derelict site to rear of Gronant Street to provide community growing/food production (PENNAF PROJECT)
2 John Street	West Rhyl	Refurbishment of property to create boutique house share concept (PRIVATE PROJECT)
Community Land Trust	West Rhyl	Development of Community project to develop and manage residential properties serving local need
Rhyl Bridge & Harbour	Tourism	Construction of new pedestrian/cycle bridge and development of harbour
E Parade beach access	Tourism	Construction of new DDA compliant slipway to improve access to the beach near RNLI station
Honey Club	Tourism	Construction of 60 bedroom hotel and restaurant on site of former Honey Club
Mountain Bike Skills	Tourism	Development of mountain bike skills area at Glan Morfa to compliment cycle and bmx track
Bee & Station	Town Centre	Refurbishment of former pub/hotel to create small office units
RhylGenerate	Town Centre	Small scale environmental works to improve appearance of vacant retail units (TCM PROJECT)
40 – 47 Water Street	Town Centre	External refurbishment of property (PENNAF PROJECT)
Railway Station	Town Centre	Refurbishment of railway station
Rhyl Cut Fisheries	Neighbourhoods	Environmental improvements to create fishing opportunities and improve biodiversity
H bridge	Neighbourhoods	Works to improve pedestrian and cycle prioritisation of the H bridge
Rhyl High School	Neighbourhoods	Construction of new school building
Area Renewal	Neighbourhoods	External improvements to properties in East and West Rhyl
ARBED	Neighbourhoods	Works to improve energy efficiency of residential properties in West Rhyl
Green Links	Neighbourhoods	Works to improve connections to and interpretation of key natural sites in Rhyl (and beyond)
Green Infrastructure	Neighbourhoods	Development of strategy to create more comprehensive network of green spaces in and around Rhyl

Projects in development or under consideration

Development of the project is underway, but significantly more work may be required to understand the feasibility of the proposal and/or to develop the concept. Some, but not all, of the required funding may be in place.

Project:	Workstream:	Description:
Edward Henry St	West Rhyl	Develop proposals for the reuse/redevelopment of properties in public ownership on Edward Henry Street
Crescent Rd car park	West Rhyl	Develop proposals for the development of the Crescent Rd frontage of the car park (offices or residential)
Children's Village	Tourism	Develop proposals to consider how the Village can make a far greater contribution to tourism and support the concept of creating an "Entertainment Zone" around the cinema
Sky Tower	Tourism	Develop proposals for the future use of the sky tower
Sun Centre	Tourism	Develop proposals for how to replace the sun centre wet leisure facilities and create a new, year round leisure facility
Pavilion Theatre	Tourism	Develop proposals for the refurbishment of the theatre to improve the financial viability and improve the visitor experience
Ocean Plaza	Tourism	Facilitate the redevelopment of the site
85 – 90 West Parade	Tourism	Develop proposals and facilitate the development of the site
West Parade – Sandringham to Sydenham	Tourism	Proposal to allocate as for housing in the LDP. Develop proposals and facilitate the development of the site
The Grange	Tourism	Develop an approach to enable the quality redevelopment of this eyesore site.
Marine Lake ski drag	Tourism	Construction of ski drag to increase capacity for water skiing and wake boarding and create new visitor attraction
Marine Lake commercial opportunities	Tourism	Develop proposals to increase commercial use of Marine Lake and improve its potential as a visitor destination and attraction
Rhyl Marina	Tourism	Development of a marina as the third phase of Rhyl Harbour development
Promenade Activity Programme	Tourism	Delivery of a programme of small scale activity along the promenade (sand sculpture, circus workshops, ect) to improve visitor experience
Big Wheel	Tourism	Advertise for a Big Wheel operator for the area in front of the cinema
LoveRhyl website	Tourism	Domain name LoveRhyl has been acquired. Develop a new website for the town (to include town centre offer)
Marketing campaign	Tourism	Develop and deliver marketing campaign for Rhyl to improve negative perceptions and increase visitors (linked to above)
Aqua Park	Tourism	Extend existing paddling pool or incorporate into new wet leisure facility a more comprehensive outdoor water play area.
Garford Road slipway	Tourism	Improve the slipway and introduce management arrangements to improve access to beach and water

Beach Huts	Tourism	Reintroduce Beach Huts in the East Parade promenade area
Wind Farm Interpretation Centre	Tourism	Create a visitor centre that provides information and advice on the windfarms and renewable energy
Quiet Revolution Wind Turbines	Tourism	Install "Helix" wind turbines along the promenade
Cycle link	Tourism	A new route under/over the railway to create a direct cycle link between the new bridge and North Wales Path to the cycle facilities at Morfa and beyond to the Vale of Clwyd
Boutique Training Hotel	Tourism	Develop a property to operate as a boutique training hotel offering quality accommodation but also providing training opportunities for local people
Pedestrian signage strategy	Tourism	Develop and implement a comprehensive pedestrian signage strategy that covers the whole town (inc. Town centre), possibly replacing all or majority of existing finger posts.
Public art strategy	Tourism	Develop a strategy for the introduction of major art installations in the town. NOTE: If this is to act as a mechanism to attract new visitors the art would probably need to be reasonably controversial - along the lines of "Verity" in Ilfracombe.
Resort Management	Tourism	Develop proposals to improve overall management and coordination of services and properties along the promenade
Queen's Market	Town Centre	Investigate possibility of working with current owners to redevelop the site to create new retail units as part of a wider mixed use scheme
Rhyl Town Hall	Town Centre	Develop proposals to consider how the Town Hall could be used to create a better destination and more activity in the town centre, possibly with an arts based approach but including opportunities for training and entrepreneurs.
Water Street Queens Street Bodfor Street	Town Centre	Development of public realm/highways improvements to some or all of these areas to support investment in independent retail, food, arts and crafts
Vacant Property Scheme	Town Centre	Development of proposals to grant aid and/or acquire vacant or underutilised properties in secondary shopping areas to support investment in independent retail, food, arts and crafts
49 – 55 Queen Street	Town Centre	Refurbishment of WG owned property to create enterprise units and office accommodation
Parking Strategy	Town Centre	Development of parking strategy to review locations, appearance, signage, charges, etc
Public WiFi network	Neighbourhoods	Installation of public WiFi system in Rhyl to support small businesses, encourage visitors to stay longer and spend more time in shopping areas
Rhyl High School Innovation Centre	Neighbourhoods	As part of the Rhyl High School new build, develop an innovation centre for community and business access specialising in ICT development

PRIORITISATION CHECKLIST

When considering how we prioritise projects, the following questions should be considered:

For all projects:

1. Will this project directly create new jobs in Rhyl?
2. Will this project safeguard or relocate existing jobs in or to Rhyl?
3. Will this project directly lever private sector investment in Rhyl?
4. Will this project help facilitate private sector investment in other Rhyl sites?
5. Can this project help create a more positive image of Rhyl?

For West Rhyl Projects:

1. Will this project help create a more balanced housing market which is not dominated by one type of housing or tenure?
2. Will this project help create a balanced, stable community with more economically active people living in the area?
3. Will this project improve the appearance of the area?

For tourism/coastal strip projects:

1. Will this project create an attraction which will attract people to Rhyl who currently do not visit?
2. Will this project create an attraction that generates repeat visits?
3. Will this project be open all year?

For Town Centre Projects:

1. Will this project help retain or attract national retailers to the High Street or other pedestrianised areas?
2. Will this project help facilitate new investment in the independant sector in secondary retail areas?
3. Will this project create opportunities for new uses in secondary retail areas?

For Housing & Neighbourhoods:

1. Will this project help improve the quality of housing in Rhyl?
2. Will this project help improve the quality and amenity of open space in Rhyl?
3. Will this project help improve facilities in Rhyl?