

PONTYPRIDD SOUTHERN GATEWAY

DRAFT MASTERPLAN

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INTRODUCTION

The Southern Gateway is identified in the Pontypridd Placemaking Plan as one of the key areas that can accommodate interventions and investment of significant scale, which would have a substantial impact in transforming the town centre and the role that it performs in growing the prosperity of the wider County Borough and Capital City Region.

As part of the development of the Placemaking Plan, the Council has been proactive in securing key properties in the area to ensure that it is able to manage the type of development delivered and ensure the highest design quality. In light of the acquisitions made there is an opportunity to further the design and placemaking approach for the southern gateway.

The Southern Gateway is the first area that people experience when entering the town from the south, including from Pontypridd Railway Station, which is a key station in the South Wales Metro. Transforming the area therefore provides the opportunity to create a distinct sense of arrival that is unique to Pontypridd; an opportunity to welcome people into the town; enhance its fine historic townscape; and open the town to its riverside and parkland setting.



View over Pontypridd town centre

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The proposed masterplan for the Southern Gateway visualises how the area can respond to the issues and opportunities identified and be transformed into a gateway place that:

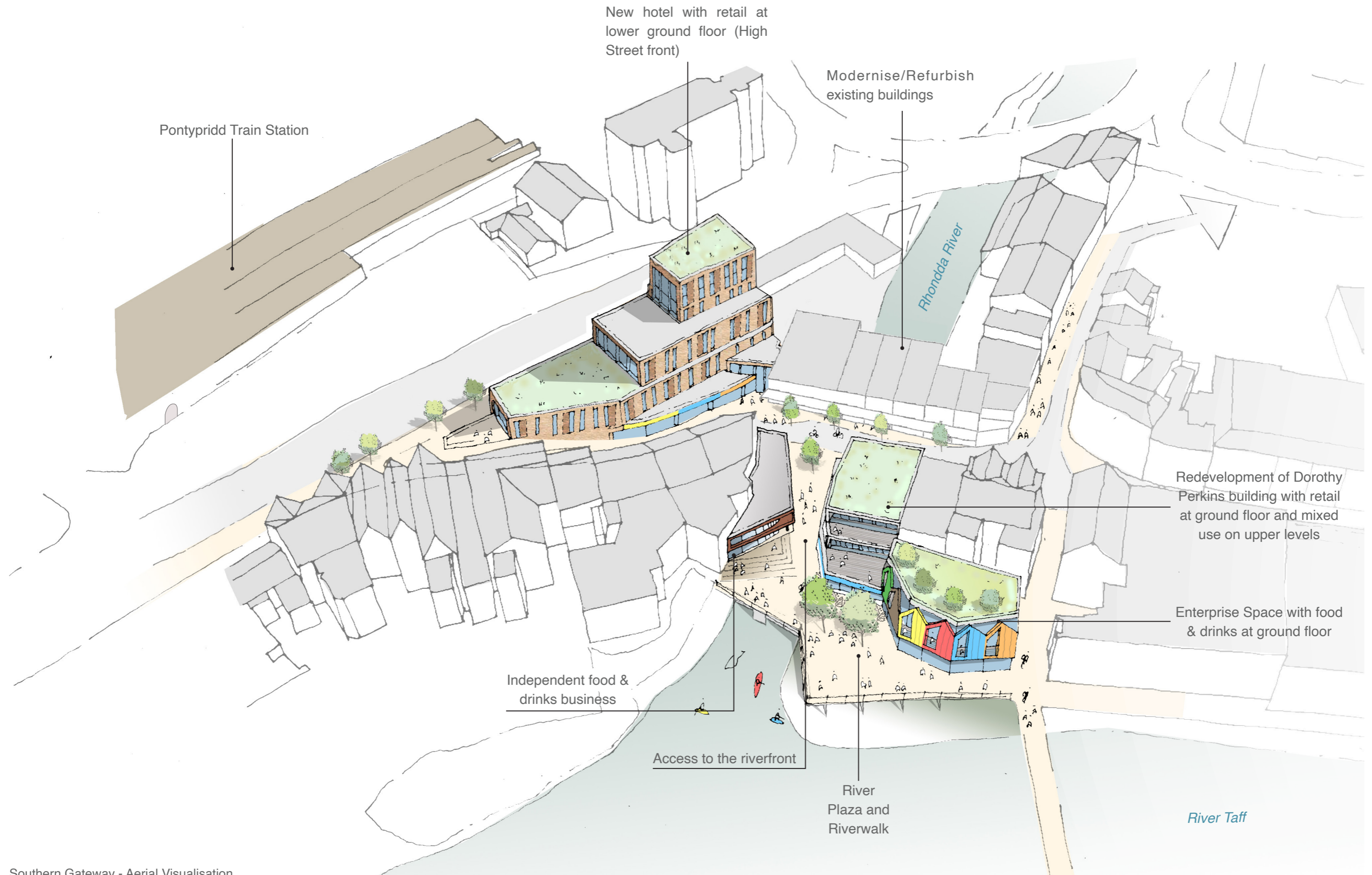
- delivers new commercial uses that would strengthen the vitality of the town centre;
- creates opportunities for new distinctive architecture and public spaces that build on the town's unique assets and strengthen its sense of place;
- and create a new riverside setting for the town.

The key intervention areas of the masterplan are as follows:

1. Former Bingo Hall and Angharads Nightclub.
2. The former Marks & Spencer and Dorothy Perkins site.
3. The commercial block where Tesco is a tenant.
4. The streets and public spaces that surround these key development plots (including Sardis Road, High Street and Taff Street).



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Southern Gateway - Aerial Visualisation

CONCLUSION

In recent years Pontypridd town centre has attracted significant investment that is transforming the town and re-establishing it as a place to visit, work and live. The Pontypridd Placemaking Plan presents an ambitious vision for Pontypridd that builds on the momentum and provides a framework for delivering investment that can deliver the ambition.

Currently the Southern Gateway area is not fulfilling its significant potential, and the masterplan presented in this document identifies how this can be rectified.

The redevelopment proposals will create a distinctive sense of arrival into the town; deliver new architecture; provide a diverse mix of floorspace that will diversify the town centre experience; improve physical and visual connectivity; and, create a unique riverside space and setting.

The Southern Gateway area presents a strategic opportunity to start delivering the Placemaking Plan on a major scale, creating significant momentum that can continue the town's significant growth.



Aerial view of Pontypridd town centre



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