

Aberaeron Place Plan



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Llywodraeth y DU



Cyngor Sir
CEREDIGION
County Council



Ciwedd Amgylcheddol Ewrop ar
gyffwrdd Datblygu Gwledig
Evropský zemědělský fond pro
rozvoje venkova
European Agricultural Fund for
Rural Development
Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government

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We are very pleased to introduce the inaugural Aberaeron Place Plan. Being one of the earliest planned towns in Wales, Aberaeron has a history of being at the forefront of town planning. In 2016 the town, was crowned winner in Wales' Best Places competition, a nationwide contest organised by the Royal Town Planning Institute (RTPI) Cymru and which celebrates the places protected, carefully planned or improved by the planning system for communities.

This Place Plan is the first that comes from the people of Aberaeron. It has been brought together not by just consultation but by the town residents, businesses and organisations being fully involved in its production and its ideas. We very much hope that it will be instrumental in helping the town grow and develop in a way that its residents wish.

We thank all those who have been involved in its production, in particular the Councillors from Aberaeron Town Council who led the process and without whose dedication this plan would just have been an unfulfilled "good idea".

We understand that community engagement and involvement is key to our success and therefore we will welcome your comments and suggestions as we move forward. To ensure that future development is positive and effective all actions in relation to identified issues and themes will be developed in partnership with others; including Ceredigion County Council, Hywel Dda University Health Board, Dyfed-Powys Police, Ceredigion Association of Voluntary Organisations and the Welsh Government.

With regards to community desires and aspirations, it is important that community needs are met, however, this has to be balanced out against potential constraints including; local geography, population size and fluctuations, financial restrictions, grant funding opportunities and other such factors. More than anything, we look forward to Place Plan's ideas, and aspirations leading the development of our town for many years ahead. As such, this document, despite outlining potential future developments for Aberaeron, is fluid and will continue to be updated and adapted at regular intervals.

Aberaeron Town Council



Aberaeron Harbour



- ① **County Hall & Market Street**
Enhancing and investing in the appearance and functionality of spaces.
- ② **Cae Sgwar**
Environmental enhancements and protection.
- ③ **Harbour**
Protect the identity & ensure adequate maintenance of the harbour and its identity.
- ④ **North Beach**
Greening of promenade.
- ⑤ **South Beach**
Ongoing flood defence scheme; improve access including coastal path links and signage.
- ⑥ **Memorial Hall**
Support and maintain as a centre of community.
- ⑦ **Penmorfa Offices**
Redevelopment of the site.



Aberaeron Harbour

1.1 Overview

All communities in Wales have been encouraged to develop a Place Plan. Place Plans enable communities to engage creatively with the planning process to produce a community led document which provides detail for the local area which reflects its distinctiveness and addresses specific local issues. Welsh communities now have more opportunity than ever before to shape the future of the places where they live and work.

A number of consultation events have been held and local residents as well as visitors have contributed towards the plan and its vision for the future. The Place Plan was developed in partnership with specialist consultants and specialist officers from the local authority.

Place Plans that align with the Local Development Plan can be adopted as Supplementary Planning Guidance, and may assist with decision making in relation to the use and development of land, and changes and improvements to local services.

The document can assist in achieving local aspirations and improve community well-being. The Aberaeron Place Plan has been developed by Aberaeron Town Council in conjunction with the local community and Ceredigion County Council.

1.2 About Aberaeron

Aberaeron is a town in the west of Ceredigion situated on the coastal trunk road A487. The town was planned in the early 19th Century and comprises elegant Regency style buildings located around a principal square and the harbour, which now forms a conservation area with many shops, businesses, holiday accommodation and dwellings protected by way of Listed Building status. Later development occurred outside this historic area. The town's main industry is tourism, but it is also the home of important public services including Ceredigion County Council and the new Integrated Health Centre, both of which create significant employment opportunities.

The community facilities serve not only Aberaeron town but also the wider area. This includes a leisure centre, swimming pool, residential home and sheltered housing unit. The GP practice

covers a wide area and is incorporated within the new integrated health centre, with the ambulance station located behind.

A primary school, secondary school including 6th form, pupil referral unit, the library, and the Canolfan y Môr neurodivergent unit are located in the town and serve the local catchment area and other parts of Ceredigion. The County Youth Service runs a statutory youth club and a number of other organisations provide services for children and young people. Aberaeron has a strong sporting heritage and there are many clubs in town that provide a host of sporting opportunities. This is also matched by a number of organisations that provide artistic and cultural opportunities along with the Town Improvement committee which invests in small-scale, but important, capital projects within the town. The town therefore provides a range of services to a wider community including shopping, health, leisure, learning and community facilities.

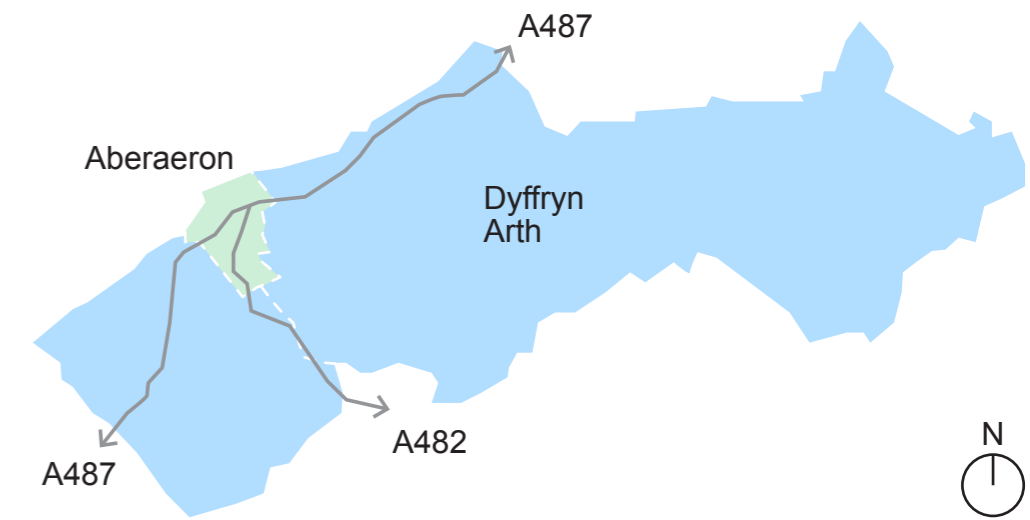
1.3 Key Data for Aberaeron

Aberaeron is mentioned briefly in the Future Wales The National Plan 2040, in relation and proximity to Aberystwyth, the largest town in the region. "Aberaeron to the south plays a similar role and is a key administrative and tourist hub."

Aberaeron is locally significant as an Urban Service Centre in Ceredigion County Councils adopted Local Development Plan (LDP). It has a range of both private and public sector employment opportunities including the County Council Offices and numerous small retail and commercial outlets that are largely concentrated in the town centre, displaying a number of good frontages with strong retail offerings. The town has developed itself as a 'foodie hub' over recent years and has a range of well-regarded eateries. Further information and key statistics include:

Key:

- Aberaeron community
 - Adjacent community wards within Ceredigion
 - Main road
- (2022 ward boundaries)



Aberaeron Place Plan

1. Introduction

According to the 2021 census, Aberaeron has a population of approx. 1,300 compared to 1,422 from the 2011 census.

The Welsh Index of Multiple Deprivation 2019 ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Ranking 1257, Aberaeron sits within the 50% least deprived areas - 34th least deprived out of 46 areas in the Ceredigion Local Authority.

Aberaeron returned one of the highest percentages of Welsh-speakers in the 2021 Census (65%), as in 2011 (59.9%) - a 6.1% increase in percentage of Welsh-speakers.

1.4 A World Changed by Covid-19

Covid-19 has not only disrupted our daily lives and caused endless uncertainty, but it has also offered us an opportunity to reset the clock and think again about the places we want to live, work and play in. We need to rebuild a greener, cleaner society with decarbonisation and social justice at its heart which respects our environment, whilst giving people good places to live in, which are accessible on foot, bike and public transport. This is as true for Aberaeron as it is for the whole of Wales.

The Covid-19 pandemic has changed working patterns. As the centre of administration, hybrid working is impacting the way the town operates and the Town Council recognises shifts in daily footfall to local businesses. If more purpose built units, such as Penmorfa and County Hall continue to be underutilised by the Local Authority, then their re-use should be considered within the local context of Aberaeron. There is an opportunity to engage with local residents and businesses to design and secure the future of these sites in a way which benefits the town. Early suggestions include work hubs for home workers within the private and public sector to access printing facilities, meeting rooms, opportunities for public engagement, permanent exhibition areas for Cymdeithas Aberaeron, conference facilities, hotel and wedding venues or community hubs. A holistic approach is required possibly through the Public Service Board partnership to identify these opportunities and align priorities.

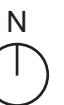
Our reliance on digital communications continues to grow, and these trends are set to continue. The Town Council's own assessment demonstrates the importance of fast and reliable broadband and mobile services for businesses, communities, and individuals alike. Improving digital connectivity within Ceredigion will be essential to provide the infrastructure required for the future.

The data on the following page is predominantly based on the Lower Super Output Area (LSOA).

Key:

● Aberaeron (LSOA 2021)

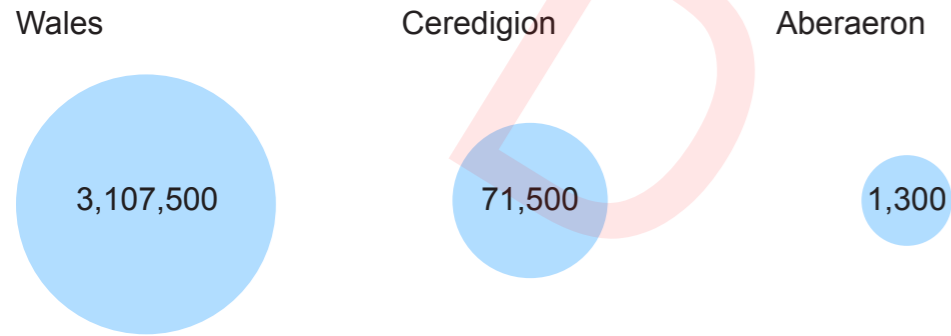
— Main road



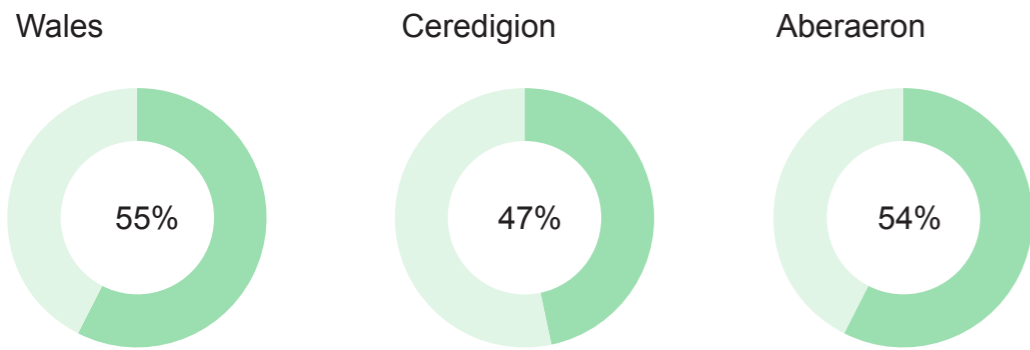
Aberaeron Place Plan

1. Introduction

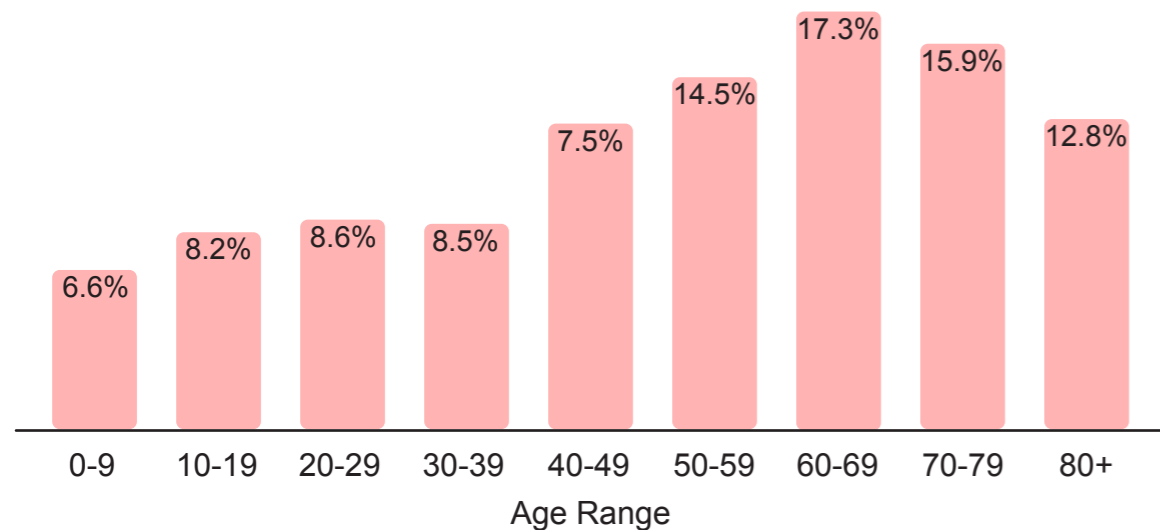
Population



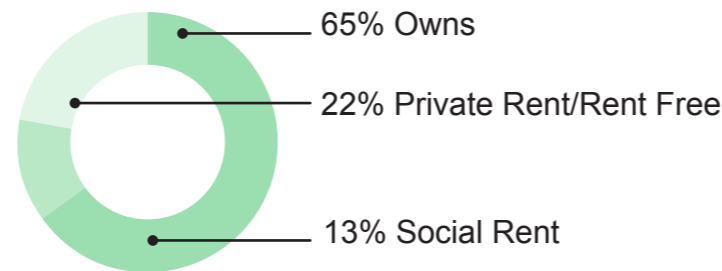
% Population Identifying as Welsh Only



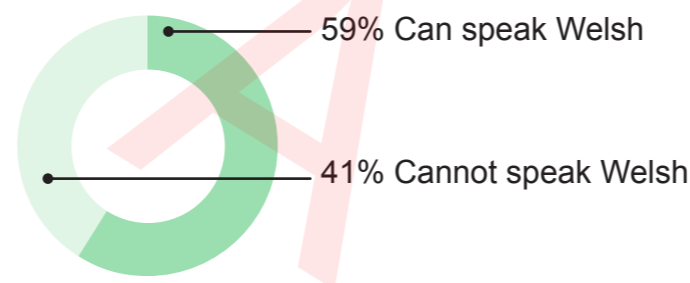
% Population Age Groups in Aberaeron



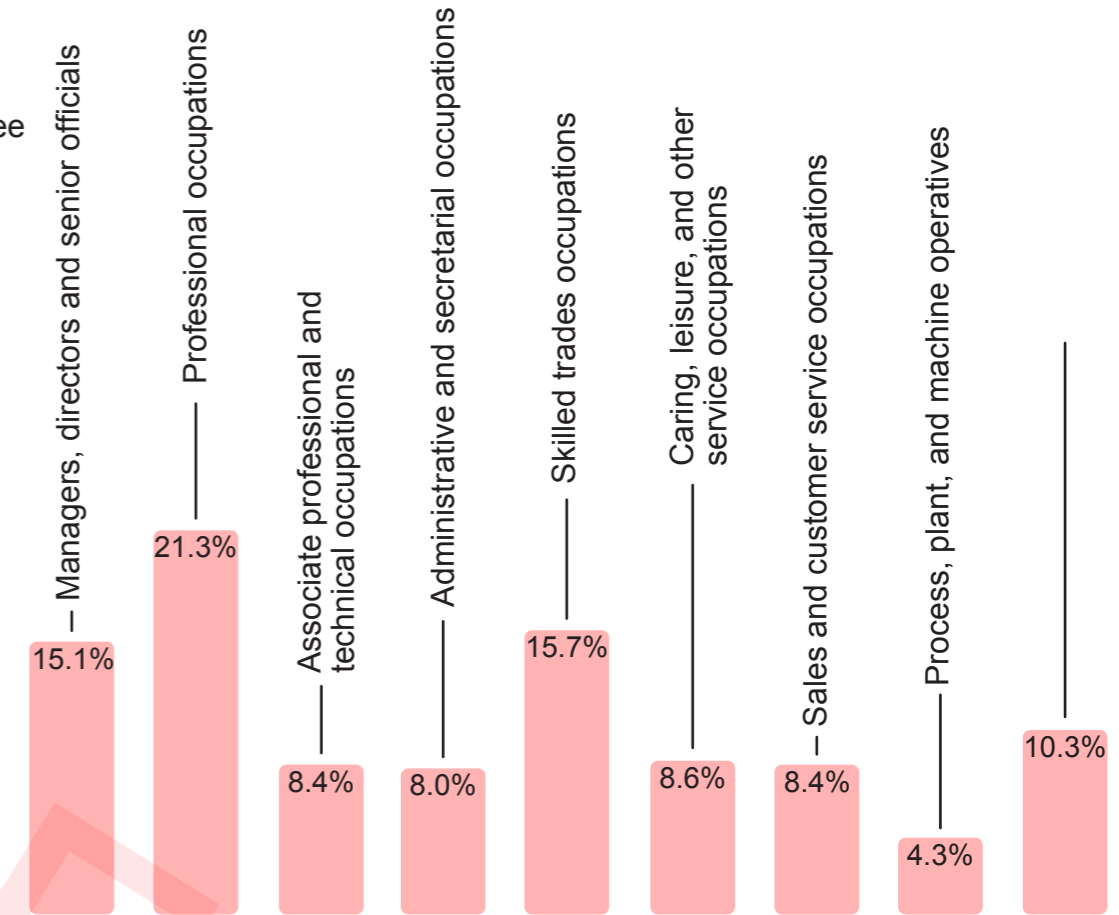
Household Tenure in Aberaeron



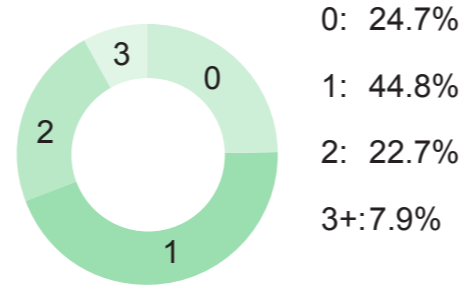
Welsh Language in Aberaeron



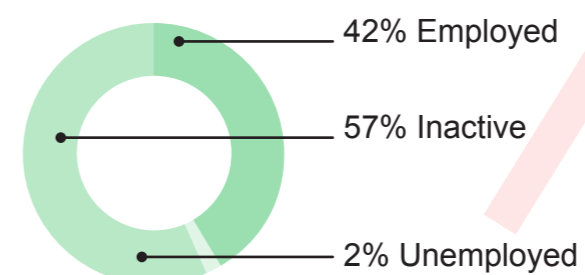
% Occupation Breakdown in Aberaeron



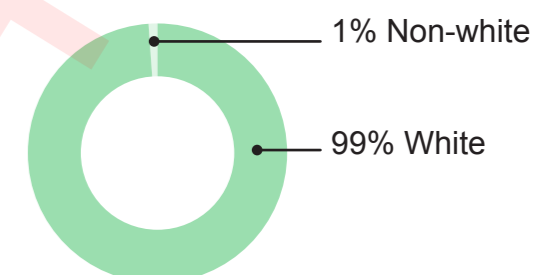
Cars/Vans per Household in Aberaeron



% Economic Activity in Aberaeron



Ethnicity in Aberaeron



Data source: NOMIS, Wales, 2021

2.1 Context

Place Plans complement existing statutory development plans and address community scale issues such as design of community facilities and open space. They act as a mechanism for communities to engage creatively with the planning process.

2.1.1 Links to Other Plans

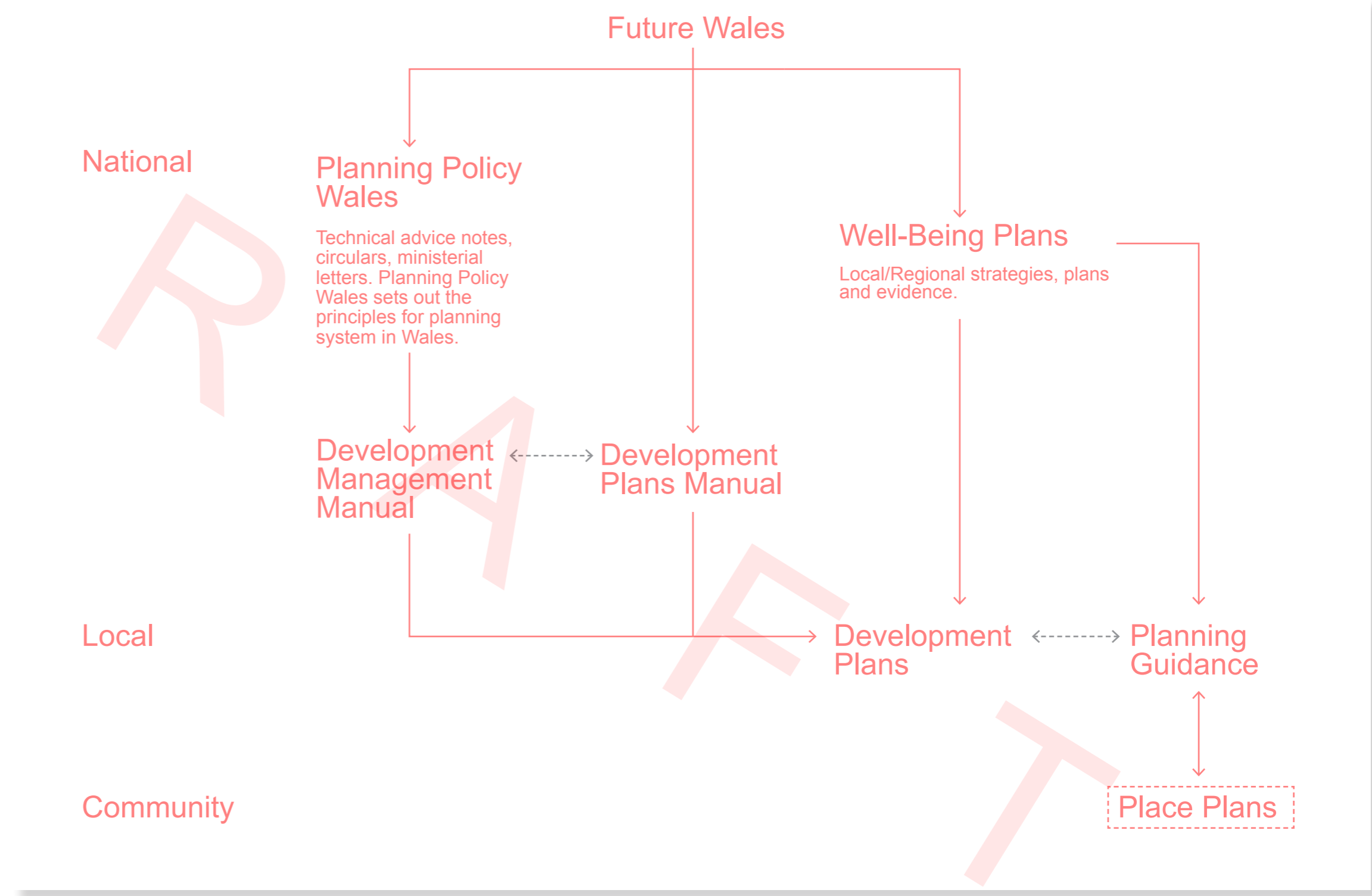
Local planning authorities are required to prepare a plan for their area known as a Local Development Plan (LDP), which sets out the authority’s objectives in relation to the development and use of land in their area and their general policies for the implementation.

In April 2013 Ceredigion County Council formally adopted the ‘Ceredigion Local Development Plan’. Consequently, proposed development must be considered in accordance with the policies contained within this plan. Welsh Government have subsequently introduced Place Plans, which add detail and elaborate further on the content of the statutory development planning. Though Place Plans are non-statutory documents which can support the delivery, they are prepared with the intention of potentially becoming Supplementary Planning Guidance (SPG) in the future.

This community-led guidance helps achieve local aspirations and improve community well-being. Place Plans are informed by policy, but also offer an opportunity to inform and shape longer-term local and national strategies.

The Plan links to County Council strategic documents including:

- The Ceredigion Local Development Plan.
- Ceredigion For All (Local Service Board).
- The Ceredigion Corporate Strategy.
- Rights of Way Improvement Plan (ROWIP).
- The Ceredigion Well-being Plan.
- Aberaeron Green and Blue Infrastructure.
- Aberaeron Regeneration Strategy.
- Aberaeron Conservation Area Appraisal and Management Plan.



Place Plan context within planning policy, legislation and guidance

2.1.2 Link to Policy

All projects outlined in the draft Place Plan meet the duty set out under the 'Well-being of Future Generations (Wales) Act 2015', to carry out the 'Sustainable Development Principle' through the five ways of working, Collaboration, Integration, Involvement, Long Term and Prevention.

The five key principles of 'Planning Policy Wales: Edition 11' have been considered as part of the process for producing Place Plan projects. These include:

- Growing our economy in a sustainable manner.
- Making best use of resources.
- Facilitating accessible and healthy environments.
- Creating and sustaining communities.
- Maximising environmental protection and limiting environmental impact.

Links to Local Development Plan (LDP) policies:

- DM19: Historic & Cultural Landscape (protects buildings of cultural & historic importance).
- Policy DM07: Conservation Areas.
- Policy DM03: Sustainable Travel.
- Policy LU18 & 19 Retail Proposals County wide & in Urban service centres & LU21 Change of use from an Existing Retail Use.
- Policy LU22: Community Provision.
- Policy DM09: Design & Movement.
- Policy DM10: Design & Landscaping.

2.1.3 Place Plan Themes

There are five core Place Plan themes which provide structure and allow for projects and actions to align with local, regional, and national priorities. Whilst the content of this Place Plan and set of sub-themes are unique to Aberaeron, the categories are common across all Ceredigion towns. Each of the themes are informed by legislation, policy, and community aspirations. The following background descriptors provide a framework for structuring the Place Plan:

Well-being:

Thinking about the long-term impact of decisions and supporting the local community to prevent persistent problems such as poverty, health inequalities and climate change. These actions aim to reduce the disparities within communities and create conditions that enable people to live and work in safe, vibrant places. The theme corresponds with the aims of the 'Well-being of Future Generations (Wales) Act 2015' and sustainable development principles.

Placemaking:

Taking a holistic approach to the planning and design of spaces. Placemaking draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness and well-being. This should lead to developing distinctive and vibrant spaces which strengthen the relationship between people and places. The theme responds to 'Planning Policy Wales - Edition 11' and incorporates the values of 'The Placemaking Wales Charter'.

Heritage and Culture:

Protecting the distinct regional heritage and rich cultural assets that are present in the town. These actions aim to develop the historic character which acts as an attractor for people to live and visit. The theme applies conservation principles and helps to understand the heritage value of many local historic features - a vital part of the cultural identity of Ceredigion. The theme corresponds with the Conservation Area Appraisal and Management Plan.

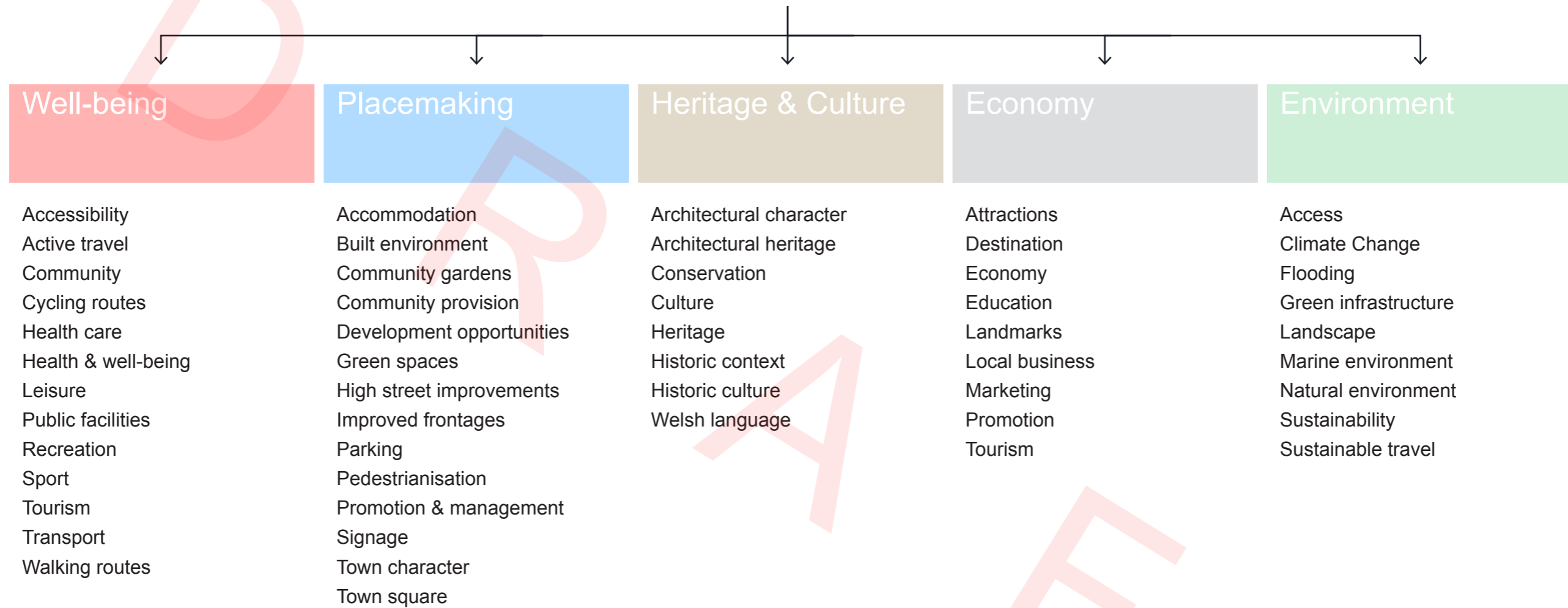
Economy:

Developing a targeted regeneration investment programme which supports a sustainable prosperous economy. This addresses key challenges to achieve a vision of an economy that delivers a sustainable future for all who choose to live and work in the local community. The theme is linked to local, regional, and national regeneration policy and support to improve town centres. This aspect of the Place Plan is informed by the Aberaeron Regeneration Strategy (2023) and general consensus around key projects and interventions which have informed the Town Council's approval.

Environment:

Creating greener, sustainable, and well-connected communities which take action to reduce carbon emissions and enhance biodiversity. This includes championing the local environment and the sustainable management of natural resources. The theme advocates county and national objectives, as well as carbon emission targets to protect the environment for future generations. The theme is informed by the Green and Blue infrastructure plan for the town and key opportunities the Town Council would like to move forward and prioritise.

Ceredigion's Common Themes



Common themes across Ceredigion's Place Plans

2.1.4 Well-being Legislation

Wales was the first nation to enact Well-being in law and this legislation filters down to all projects and plans in Wales. The well-being goals and five ways of working which form part of the 'Well-being of Future Generations (Wales) Act 2015', as outlined at a local level within the 'Ceredigion's Local Well-being Plan 2018-2023', have informed the development of this Place Plan.

The Place Plan is structured to incorporate the four objectives contained in the Ceredigion Public Services Board Local Well-being Plan 2023-28. To this effect, the Place Plan reflects how the Town Council will take "all reasonable steps" towards meeting the four objectives and the cross-cutting objective in the Well-being Plan. These include:

- Town Council to continue to support a number of municipal services underpinning tourism and the local economy, e.g. street cleaning, ground maintenance, provision of plants and flowers.
- Town Council to continue to support improved access to participate in outdoor physical activities and recreation e.g. walking, play, sports and community spaces.
- Town Council to continue to support and celebrate the bilingual culture of the town and the provision of opportunities for people to learn and improve their Welsh language skills.
- Town Council to continue to support measures to provide a safe and welcoming environment in the community.
- Town Council to continue to support and undertake measures to safeguard and expand biodiversity in the area.
- Town Council to continue to help reinforce civic pride and local citizenship through opportunities to volunteer, participate in activities, and support a range of community initiatives.

The Town Council's Place Plan objectives will inform its Business Plan which will also include mechanisms for monitoring their progress and their review.

2.1.5 Purpose and Benefit of the Plan

Place Plans give communities more of a say in local planning decisions and the development of their local area. To devise the Aberaeron Place Plan, the Town Council worked with the community to gather views and evidence on several topics suggested by the community. In general, Place Plans can assist in achieving local aspirations and improve community well-being, by setting out the ambitions of the local community and attracting funding to realise them. It is intended that the Aberaeron Place Plan will:

- Influence future planning decisions in the town.
- Identify priorities for investment.
- Create a body of evidence that can be drawn on to attract investment into the town.
- Direct the future work of organisations in the town, including the Town Council.

The Town Council intends on submitting the final version of the Place Plan to the Local Planning Authority (Ceredigion County Council) for adoption as Supplementary Planning Guidance (SPG). SPG provides detail and illustrations as to how the aims of the LDP may be delivered in practical terms locally and will provide the County Council with a more detailed understanding of Aberaeron, on which to base its planning decisions.

The Place Plan differs from the Town Council's own business plan in two key ways:

- It focusses on land use and is intended to be adopted as Supplementary Planning Guidance by the Planning Authority.
- It highlights issues and solutions that cannot be addressed solely by the Town Council and which will require partnership working to deliver.



The seven well-being goals identified by the 'Well-being of Future Generations (Wales) Act 2015'

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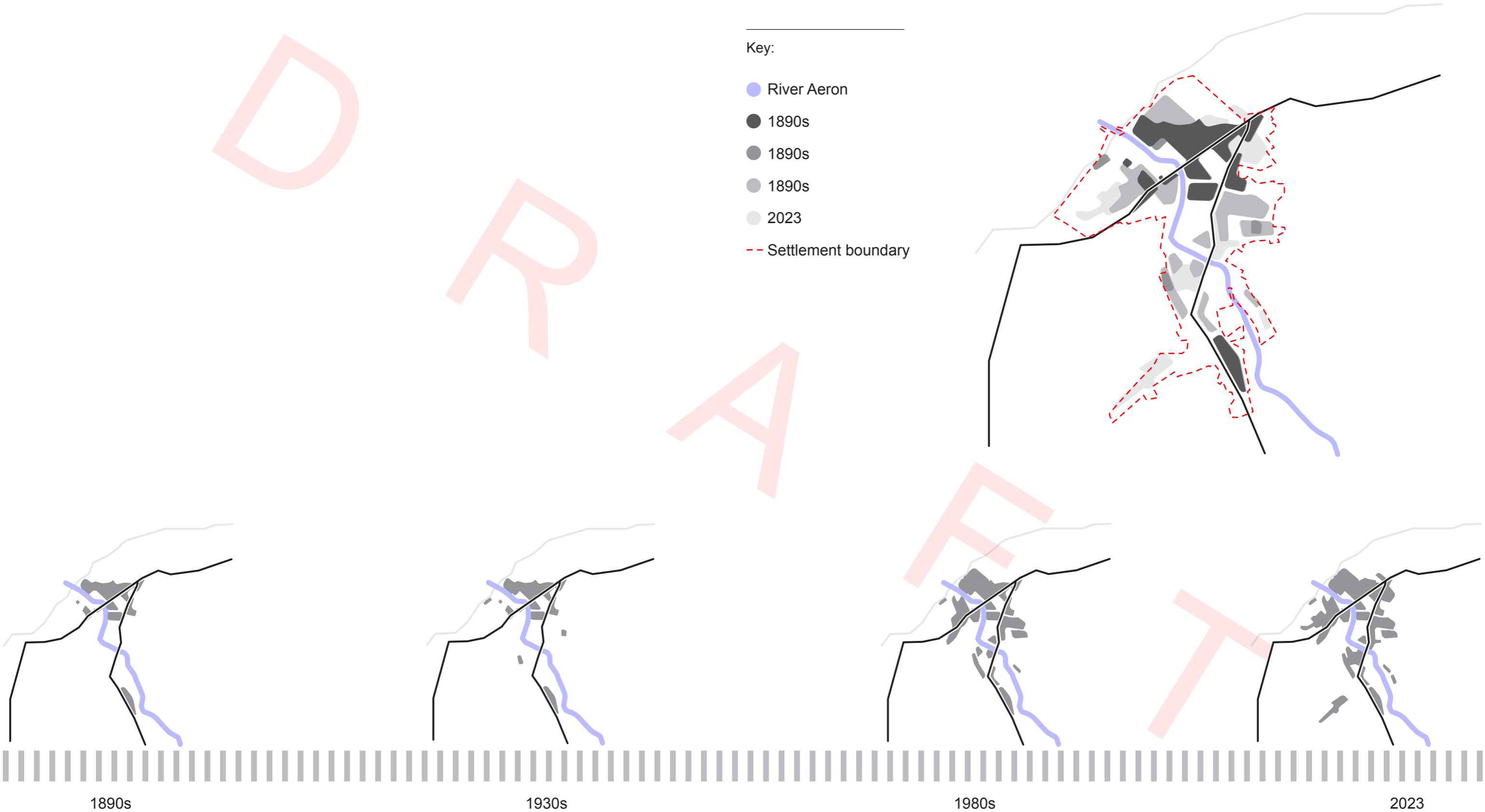
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Key:

- River Aeron
- 1890s
- 1890s
- 1890s
- 2023
- Settlement boundary



1890s

1930s

1980s

2023

Aberaeron settlement growth

2.2 Approach

The preparation of the Plan was undertaken under the guidance of officers of Ceredigion County Council and consultants appointed by them. This provided a framework for the Plan.

Public engagement was undertaken in the form of consultation events and local residents as well as visitors have contributed towards the Plan and its vision for the future.

A draft plan was produced by the Clerk and senior Members of the Council and approved by the Town Council.

The Covid-19 lockdown meant that the Plan was in abeyance for a number of years. The Plan was then updated and revised in accordance with the change in the Town's circumstances and developments.

2.2.1 Place Plan Boundaries

The communities surrounding Aberaeron and which, in the main, feed into the town as an Urban Service Centre, can cover a seven-mile radius. This comprises GP services and various clinics at the Integrated Care Centre; Primary and Comprehensive education, employment, youth clubs, leisure (club activities), library services, the play areas, retail and hospitality spend. While the immediate boundary of Ffos Y Ffin, Henfynyw, and Aberarth, are more reliant on Aberaeron for these services, since developing this Place Plan, there is now a new small supermarket and pub opened in Ffos Y Ffin.

Aberaeron Town Council recognises and respects the independence of the surrounding communities which are served by their own community council's. Therefore the Aberaeron Place Plan preparation focused on the residents, clubs and businesses within the town boundary.

Engagement session for Aberaeron Regeneration Strategy, January 2023



2.2.2 Community Involvement

The Town Council is currently developing a wider strategy that will provide direction and guidance for town developments and improvements. This will be supported by a series of annual plans to assist with clarity and action to ensure that residents are fully involved and aware of developments and improvement.

2.2.3 Community Feedback

A number of consultation events were held and local residents as well as visitors have contributed towards the Plan and its vision for the future.

These included:

- A meet and greet stall at the 2019 community Christmas event when people were invited to answer questions in a questionnaire.
- Two drop-in sessions for individuals, business people and representatives of local organisations which included a round-table discussion.

The most prominent views fed back and addressed in the Plan included the following:

- Making the town an attractive place to live.
- Maintaining the town centre as a vibrant shopping centre.
- Improving the provision of on-street and off-street parking in the town/disabled provision/traffic management.
- Promoting a clutter free town centre, providing easy pedestrian access.
- Respecting development design in the context of a Listed Building environment.
- Safeguard the town's landmarks, including the County Hall, and protect the historic names of dwellings in both languages.
- Promote the use of the Welsh language.
- Enhance the natural environment and promote the adoption of environmentally friendly policies including enhancing Fairtrade products.
- Provide recreational facilities and support sports.

2.2.4 Responses

Some of the comments and feedback from community consultation include:

The commitment and general enthusiasm of local people and town council, together with associated committees shows that we care.

Good aspects of Aberaeron are the harbour, the parks, the houses - they are full of events and activities.

The town centre is flat and good access to post office and shops. Parking is the only issue.

There is nowhere better! The harbour and the square are the jewel in the crown. They should be conserved, not overdeveloped and spoiled.

Such a wonderful place to live in and for children to grow up. Aberaeron is an attractive historic town and is always clean.

There are great annual events here. We need to build on what we have whilst realising the geographical restraints.

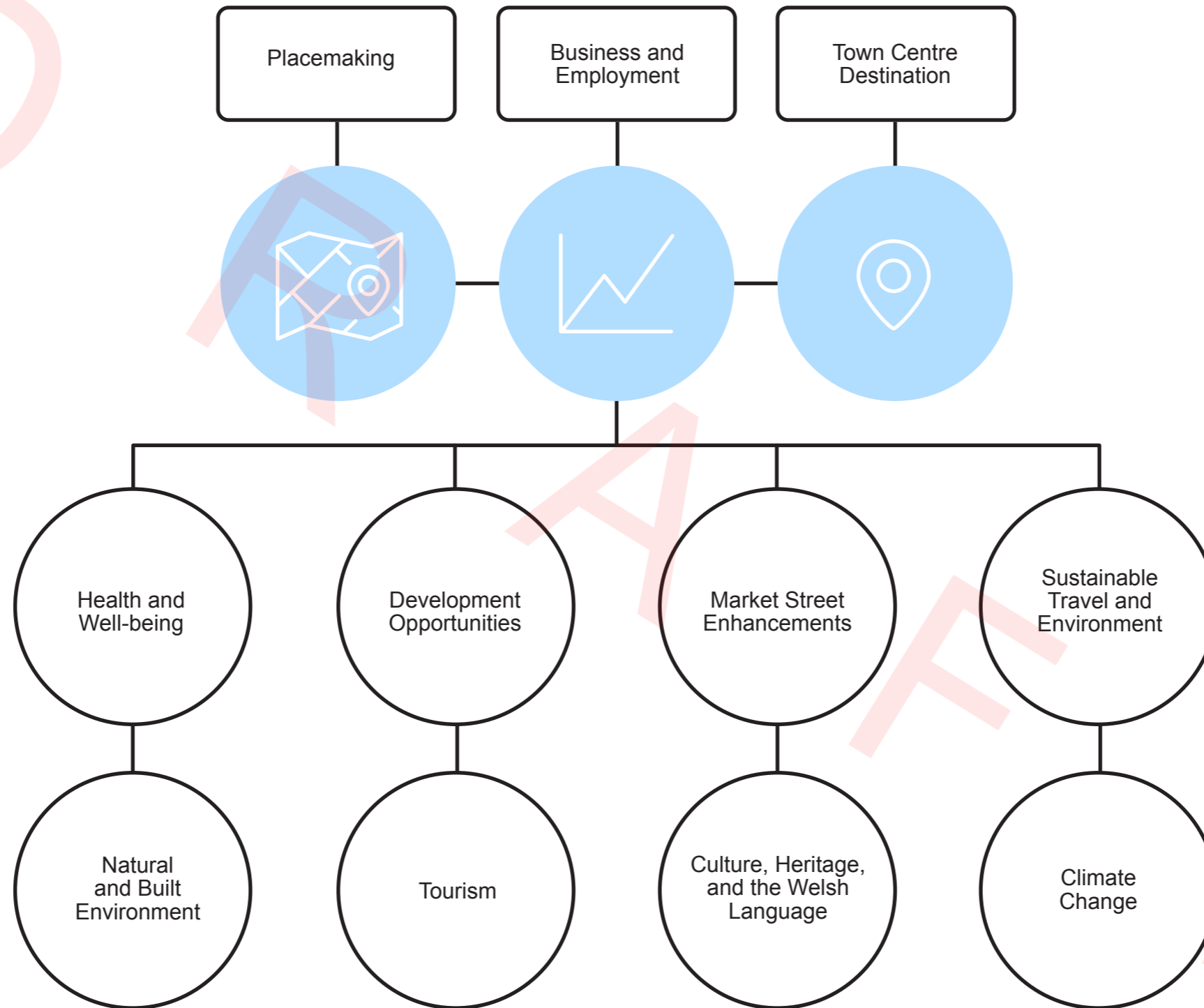
It's important not to allow the town to lose its identity in any future development.

Aberaeron is a fabulous location - sea and sailing, green spaces, high quality eateries, walks!

Good community spirit and very welcoming.



Coastal connection



3.1 Vision and Strategy

The vision is for Aberaeron to:

- Be a vibrant place to live.
- Be a place for business growth and enhanced employment opportunities.
- Retain and improve services for the benefit of the town and the wider community.
- Maintain and promote its cultural heritage and the Welsh language.
- Continue to develop Aberaeron as a major tourism destination.
- Retain a sense of civic pride.

It is the intention of the Town Council to further develop their annual business plan by having an outline for short term, medium, and long-term project delivery, in readiness for any grants that come available. Many grants have a small window for applying and therefore it will be important to gather as much information as possible, including supporting data, to plan the council’s budget accordingly. It is worth noting that Aberaeron Town Council has a small population for a town which offers so much, and it has the second highest council tax precept in the county. We are therefore very much reliant on Ceredigion County Council and Welsh Government in delivering projects as part of their town centre regeneration and economic development strategy; like the re-design of Market Street post-covid.

3.2 Focal Points

Aberaeron has key focal points, landmarks and attractions that make them unique. It is important to maintain existing ones wherever possible but at the same time improve and develop them wherever possible and develop new ones. Focal points for Aberaeron include:

1. The inner and outer harbour

Viewed by many as the key focus for the town. It is essential that the harbour and its structures are maintained and enhanced to continue and develop its tradition as both a harbour for sailing and fishing activities, as well as a focal point for tourists. Major harbour defence works started in 2024 including a new breakwater and flood defences along Quay Parade and Pwll Cam. Some work has already been undertaken to enhance the areas immediately

adjoining the harbour at Pwll Cam but further work is required to enhance the facilities of the South Beach area and near the former Tourist Information Centre.

2. Cae Sgwar

One of the most used leisure sites in town and as such its retention and development is vital to the sustainability of Aberaeron. The Field is now maintained by the Town Council and work is constantly ongoing to keep it as an attractive space. It was designated the Ceredigion Centenary Field in 2018 with the aim of enhancing its position as a recreational area and community facility.

3. County Hall

This is a historic building and key landmark in the centre of the town, which has more recently housed a tourist information centre, library, Cymdeithas Aberaeron and other services including a council help desk. It is a key focal point of the town and the surrounding area. Future uses should explore how the building can continue to have a community focus and be developed as a hub with local amenities for both residents and visitors.

4. Promenade

Making the promenade a green and a more attractive place to walk, which could enhance existing routes and raise awareness of the Coastal Path and connections. The local GBI plan highlights an opportunity to improve Aberaeron’s coastal biodiversity by introducing coastal planting and space for nature as part of the seafront flood defence scheme. This could activate the seafront public realm by introducing space to socialise, play, explore, learn, walk and cycle.



1. Regent Street junction
2. View of Bellevue Gardens

3.3 Priorities

In order to structure the Place Plans a number of key themes were developed during initial consultation which included:

- A great place to live and work;
- Greener Aberaeron;
- Destination Aberaeron.

Every project will have key themes running through them, namely:

1. The health and well-being of our residents

A sense of place or community 'ownership'. The maritime heritage is important to the town and surrounding community. So too is the built environment of the planned town. It is important that residents from every socio-economic background have a buy-in to their community. The development of a community hub in the town centre, along with enhancements to the built environment and amenity spaces, will provide a place where residents who feel isolated at home can meet, engage with others, and converse.

2. Welsh language

It is important that residents are given the opportunity to meet and converse in the Welsh language and to also encourage new speakers of Welsh. That businesses are also encouraged to actively promote the Welsh language as part of a vibrant Welsh speaking town.

3. Arts and Culture

There is a need in Aberaeron for a museum space and a centre for the arts, which would showcase so many of the artists and craft makers in and around Aberaeron, many of whom exhibit throughout Wales, England and beyond.

4. Green Spaces and Active Travel

The development of green space in the town is important to residents and visitors to enjoy what green spaces Aberaeron offers. Aberaeron recognises that its low population falls outside the Welsh Government criteria for active travel funding, yet there are other opportunities which could be developed. The creation of circular routes in the town will link the coastal path, harbour walks, woodland, and riverside to the east of the town and beyond. The routes will extend to the Llanerchaeron cycle path and walkway, with the potential to reach Lampeter. The greening and softening of the promenade has a great deal of potential to link with the new harbour defence extended walk, out to sea in effect, along the new rock revetment.

5. Promotion of Local Businesses

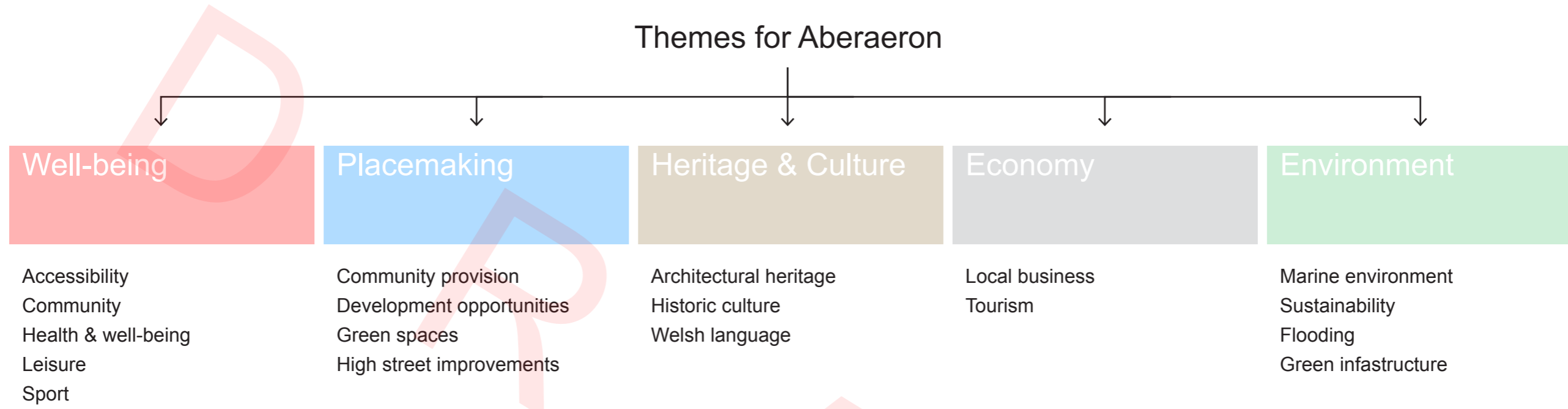
Aberaeron, a harbour town known for its colourful houses and high-quality shops, has had its economy impacted post-pandemic. The loss of office-based council staff, particularly from two key locations, has impacted lunchtime trade and convenience shopping. Reduced parking on Market Street has also affected local shoppers. As consumer habits shift, Aberaeron will need to adapt by focusing more on its role as a destination with a unique retail and hospitality offer. Despite high rents, its strong occupancy rate and locally run businesses position it well for the future.

6. Improvements to the Environment

Aberaeron is part of the Cardigan Bay Marine SAC. It is a place of beauty and there is an opportunity to develop the wild green area to the south of the wooden bridge at the harbour area into a seabird reserve. This small area is already rich in insects and various habitats identified by Ceredigion's ecology officer. With display boards and sympathetic pathways, it would be an area to sit and enjoy and for school children to undertake projects about their natural environment. The council planting strategy already involves plants which are wild, or herbs that only need intermittent watering that attract bees and insects. The Town Council is developing a biodiversity plan which will sit alongside all future projects.



Harbourmaster Hotel and Quay Parade adjacent to the harbour



Emerging topics under their respective themes within Aberaeron's Place Plan

4.1 Emerging Themes

The community has prioritised a set of sub-themes which fit within the Place Plan framework outlined in Section 2. The topics in the Place Plan are interlinked and their contents cross reference. One of the main purposes is to add an additional layer of local knowledge to each theme. This has led to the following emerging objectives:

Well-being:

Focus on maintaining and improving facilities to promote active lifestyles for residents and visitors. Key goals include enhancing sports infrastructure and supporting recreational facilities. Active travel is encouraged to promote health, with plans to extend footpaths and create accessible coastal routes. Preserving key areas like Cae Sgwar and the swimming pool is essential.

The town values green spaces and plans to create circular routes linking coastal paths, the harbour, and woodland to nearby cycle paths.

Placemaking:

The town seeks creative solutions to overcome land limitations and improve public infrastructure including redevelopment of portions of existing vacant buildings and providing affordable housing within the existing built environment. A coordinated approach involving public and private sectors is essential to align development with community needs.

Heritage and Culture:

There is a strong commitment to preserving Aberaeron's cultural identity, particularly through Welsh language and architectural heritage. Plans involve ensuring new developments align with the historical character of the town, improving the town's cultural offer and developing a strategy to reuse existing vacant historic buildings.

Economy:

Aberaeron remains a popular tourist destination with diverse accommodation options. To maintain a vibrant town centre a coordinated tourism strategy is needed to balance services and adapt to modern travel trends. Proposals include dual-language interactive boards and a virtual town trail to promote local history and support smaller businesses. The need to facilitate parking spaces for visiting coach tours to the town remains a challenge.

Environment:

Environmental preservation and sustainability are prioritised, with a focus on renewable energy, improving coastal defences, and adopting a circular economy model. The community supports climate-conscious policies and seeks to implement projects that mitigate climate change while enhancing the natural landscape.



Penmorfa Council Offices



4.2.1 Overview

All opportunities must be taken to ensure that individuals whether locals or visitors are able to lead an active and healthy life. Aberaeron provides a host of opportunities for individuals to participate across a large range of activities. Effort must be made to maintain and enhance current facilities and opportunities. The health of the nation is now covered by the Well-being of Future Generations (Wales) Act 2015 so it is vital that we look forward and provide for our future generations.

General points the community suggested in relation to well-being included the need for sport facilities, ensuring the swimming pool is maintained, promoting local footpaths and walking, and improving the harbour facilities to include water sports.

4.2.2 Health and Well-being

The development of a community orchard through the Orchards Project is currently underway.

Prioritise pedestrian movement and active travel, rationalise bus, coach and car parking, whilst also exploring the opportunity to provide further EV charging where appropriate.

Possible solutions for car parking and reducing harmful emissions caused by congestion include, integrating EV charging points in existing car parks alongside a new area designated purposely for bus/coach drop-off/parking.

4.2.3 Sport

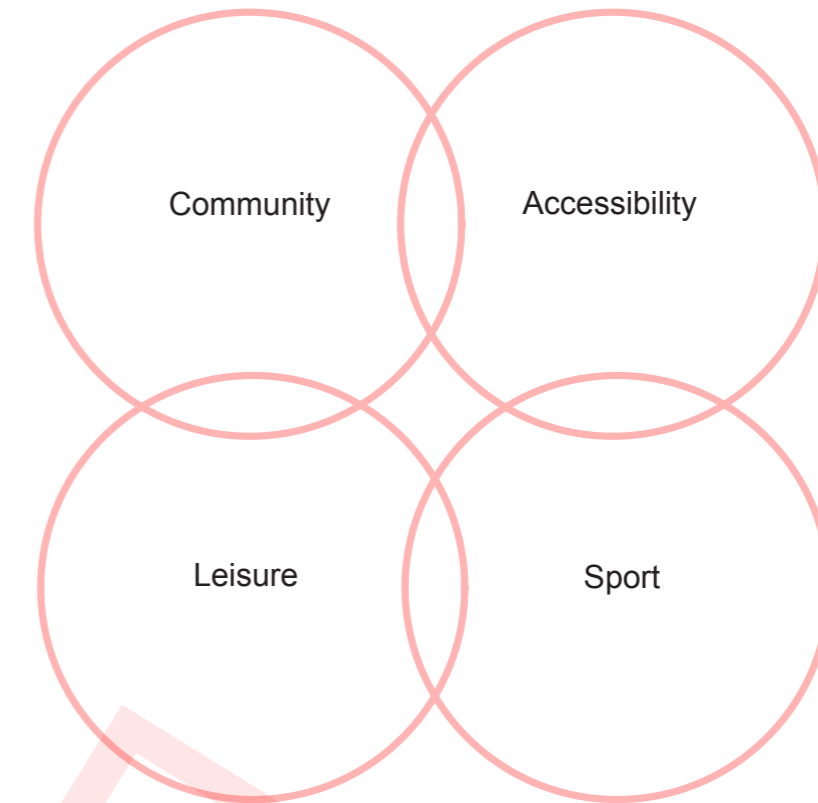
An astro turf pitch with flood lighting would increase the ability to provide activities during the winter months. This could be located on Local Authority owned/managed land adjacent to the comprehensive school. A possible source of funding is Sport Wales.

4.2.4 Accessibility

The Coast Path on the southern side of Aberaeron could be linked to the northern side. Depending on land stability, drainage and ownership the Coast Path from Aberaeron to Aberarth could be made easy access, creating a circular walk back to Aberaeron, along the A487 pavement.

4.2.5 Leisure

Cae Sgwar is one of the most used leisure sites in the town and as such, its retention and development is vital to the town's history, culture, sustainability, and health and well-being. Parc y Fro accessible recreational playground near Aberaeron Sports Club is highlighted as an important site among the town's recreational and play facilities.



Aberaeron's well-being priorities

4.2.6 Actions

- Continue to develop astro turf pitches and all weather facilities for a range of local sports societies on Local Authority owned/managed land.
- Improve accessibility for those with limited mobility or other accessibility needs along the Coastal path in the next three years.
- Improve coastal connections, circular routes, river paths and cycling routes.
- Extend Llanerchaeron path to Lampeter.
- Continue to use planters as street barriers to aid pedestrianisation measures. These can be doubled up as attractive community herb gardens.
- Promote a clutter free town centre and provide easy pedestrian access.
- Provide increased opportunity for the development of watersports including storage for kayaks and paddleboards.
- Promote safe routes to school linking Rhiwgoch with Aberaeron.
- Continue to maintain and enhance recreational and playground facilities.
- Widen footpaths on Regent St, Playing Field side to promote pedestrian connectivity and safety.
- Develop opportunities for learning Dinghy sailing in Aberaeron.
- Improve changing facilities at the cricket/football pitch and develop a club house.

4.2.7 Well-being Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

| Ref | Policies | Relevant National & Local Policies & Strategies |
|-------|--|--|
| we-01 | Proposals for improving and increasing the provision of effective multi-use of sport, leisure and recreational facilities where there is a demand will be supported providing they meet criterion 1 and 2 of LDP Policy LU22. | WG TAN16: Sport, Recreation, and, LDP Policy LU22: Community Provision. |
| we-02 | Proposals of new pedestrian and cycle routes or improvements to existing networks will be supported, (including appropriate signage). All new developments must consider the introduction of new or expansion of active travel infrastructure proportionate to the needs arising from the development. | Future Wales National Plan 2040 Policy 12: Regional Connectivity and, LDP Policy DM04: Sustainable Travel Infrastructure as a Material Consideration LDP Policy DM05: Sustainable Development and Planning Gain. |



Aberaeron Harbour

Ensure that individuals whether locals or visitors are able to lead an active and healthy life.

Placemaking



4.3.1 Overview

Aberaeron benefits from a fantastic balance between green spaces and buildings. It is vital to retain its architectural heritage whilst addressing the needs of future generations. Any developments in either area need to retain and enhance town character.

It is essential that basic services such as street cleaning are retained and improved. The perception of the town, its cleanliness, and ambience are vital to retaining the place as special to visit.

Issues linked to traffic problems within town offer opportunities to explore alternative methods of travel such as active travel. This would reduce the number of vehicular short journeys and provide opportunities for health improvement.

The parking issues also have a detrimental effect on tourism visits as there is no suitable location for coach drop-offs in town.

There is insufficient off-street parking provision in the town. Pay and display car parks are currently located at South Beach, North Beach and Regent Street. However at busy times there is not sufficient space to meet the needs of the town, leading to heavy traffic build up in the streets and illegal parking either parking on double yellow lines and in dangerous places. There needs to be review of spaces within town that could change use and be made into car parks.

Community feedback included:

- “Promote Aberaeron as a clutter free town.”
- “Enhance the natural environment for the benefit of local residents.”
- “Provide charging points for electric cars.”

4.3.2 Green Spaces including Village Greens

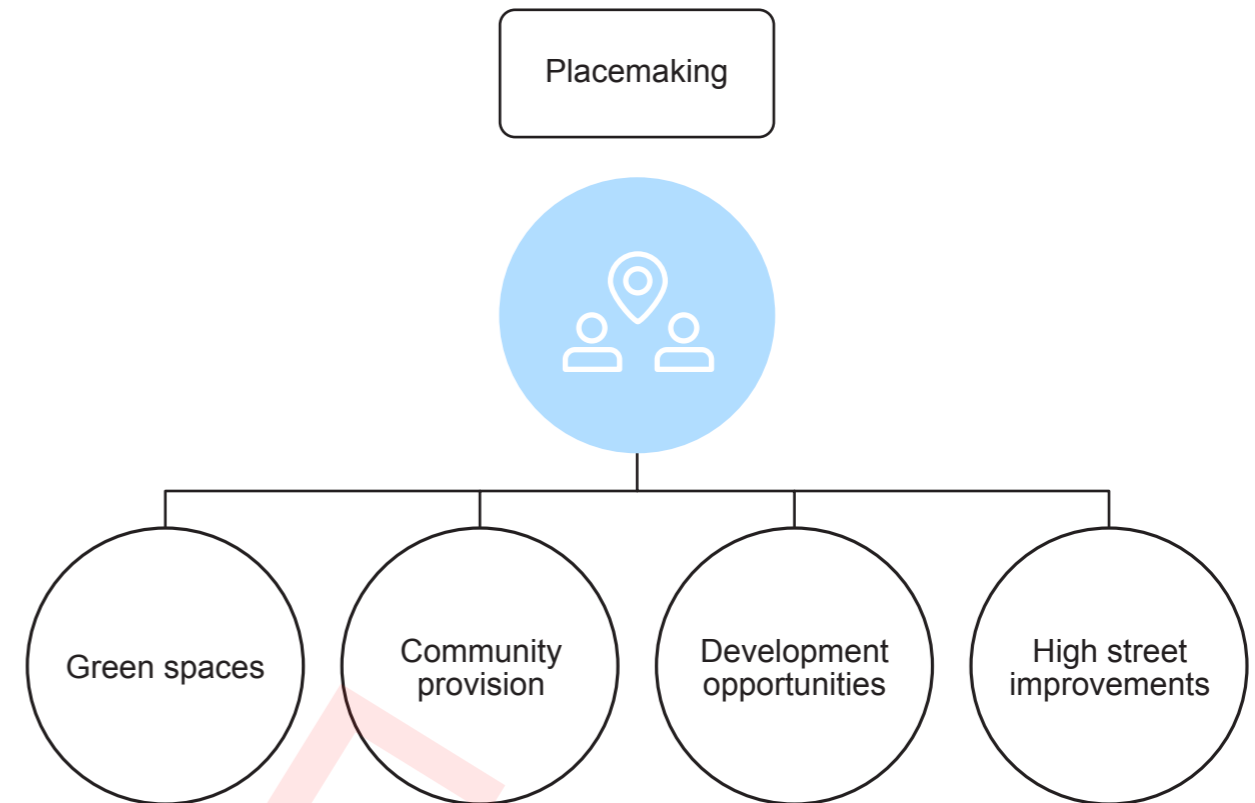
Preserve and develop the town’s balance of green spaces. Aberaeron GBI plan places emphasis on a significant decrease in tree cover, with 1000 trees lost between 2006 and 2013. The Town Council currently has a tree planting and wood management strategy in place to tackle this issue.

4.3.3 Traffic Management

Aberaeron is well served by the bus services with routes and regular buses from north to south and east to west. However, the following matters should be considered in any future traffic management plan. There is a serious need for a review of traffic flow within the town centre. This would have a positive impact on pedestrian safety. There is a need to rationalise bus, coach and car parking, whilst also exploring the opportunity to provide for EV charging hubs. The parking issues have a detrimental effect on tourism visits as there is not a suitable location for coach drop-offs in town. Currently the town has three ‘pay and display’ car parks on Regent Street, North Beach and South Beach.

Since the introduction of the one-way system, visitors parking in the North Beach car park now use Regent Street as the gateway into town. A wider footpath is needed alongside the school playing field at Lower Regent Street. Widening the upper section is also needed but would impact current two-way traffic. The increase in camper vans and mobile homes staying overnight on-street has also caused significant pressures in the town.

The introduction of a one-way system at Quay Parade, may improve road safety whilst enabling those with mobility issues to access the Quay Parade and its facilities.



Aberaeron’s placemaking priorities

4.3.4 Development Opportunities

Development in relation to places is always dependent upon geographical areas, especially in relation to land use. Aberaeron has a relatively small and physically restricted landscape. Constrained by surrounding steep slopes, there is a shortage of suitable development land for the future.

Development across the town centre must aim to achieve a balance between retaining the old and developing the new.

The community has expressed the need for housing, specifically affordable housing. Due to the limited availability of land for development, such opportunities for the provision of housing would need to be within the current built environment. Therefore there is a need for creative and co-ordinated solutions.

There is very limited opportunity for light industrial-type development. With regard to retail there are very few empty shops in Aberaeron which is encouraging. The shopping area is relatively small and when retail units become available, they are quickly filled. The larger shops are harder to fill when they become available due to the high business rates. It is important that Aberaeron remains attractive for businesses who want to establish themselves in the town. Aberaeron has thrived by having small, independent retail which provides a unique offer to the shopper.

4.3.5 High Street Improvements

Aberaeron, despite being a small town and not having a huge number of shops, is a key shopping centre for the wider community and other parts of West Wales. There are a variety of shops, retail outlets and places to eat and the provision is of a good range from economical good value shops to what nowadays is described as ‘high-end’. It is of great future benefit to improve and develop this provision wherever possible in keeping with the architectural quality of the town.

Community feedback included:

- “Maintaining the town centre as a vibrant shopping centre is essential going forward”.

4.3.6 Actions

- A solution to empty properties could include setting up work hubs for home workers within the private and public sector to provide access to: meeting rooms, opportunities for public engagement, permanent exhibition area for Cymdeithas Aberaeron, Conference facilities, hotel and wedding venue or community hubs. A holistic approach is required with the potential to partner with the Public Service Board to identify opportunities and align priorities.
- Ensure compliance with relevant design guidance of shop frontages in the town centre.
- Increasing accessibility to information of local attractions and businesses and help to promote Aberaeron as a retail centre and tourist destination.
- Improve access, parking and recreational space, by improving the coastal path, developing a recreational area, and implement the use of artwork and viewpoints.
- Make parking in Aberaeron free during non-peak times to reduce on-street parking and feed funds raised through paid parking to subsidise the “hopper bus”.
- Improve the provision of on-street and off-street parking in the town/disabled provision/traffic management.
- Introduce a location for a coach drop-off and pick-up point.
- Use planters as street barriers to aid pedestrianisation measures and double up as attractive community herb gardens.
- Cae Sgwar is one of the most used leisure sites in the town and as such, its retention and development is vital to the town’s history, culture, sustainability and health and well-being.
- Maintaining the town centre as a vibrant shopping centre.
- Focus on harbour enhancements.
- Commit to town centre first policy, as set-out in the Welsh Government’s position statement on revitalising town centres and addressing the challenges they face.
- Enhancing the Market Street by improving the pavement, street furniture, highways configuration and surface treatment.
- Continue following Town Council’s tree planting and wood management strategy.

4.3.7 Placemaking Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

| Ref | Policies | Relevant National & Local Policies & Strategies |
|-------|---|--|
| pl-01 | Proposals that maintain and enhance the vitality and viability of the Town Centre will be strongly supported. | Future Wales The National Plan 2040: Policy 6: Town Centre First LDP Policy DM06: High Quality Design and Placemaking LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres. |
| pl-02 | Proposals that provide electric vehicle charging infrastructure will be supported. | Future Wales National Plan 2040 Policy 11: National Connectivity; and, Policy 12: Regional Connectivity. |

Development across the town centre must aim to achieve a balance between retaining the old and developing the new.

Heritage & Culture

4.4.1 Overview

The Welsh language remains a key part of Aberaeron’s identity, and efforts must continue to promote its use within the community. Protecting the town’s architectural heritage is equally important, ensuring that future developments respect its unique character and cultural background. The preservation of historic assets, many of which are underutilised, is essential for protecting the character of the town.

Community feedback included:

- “More Welsh lessons would be good.”
- “Respect and safeguard the historic names of buildings and places.”
- “Respect development design in the context of a Listed Building environment.”
- “Make more efforts to provide visitors with information about the history of the town like the town trail.”

4.4.2 Welsh Language

Many people within the town and the locality speak Welsh either as first or second language. All efforts must be made to retain and improve the use of the Welsh language within the community.

4.4.3 Architectural Heritage

Aberaeron prides itself on its individual character and its historical and cultural background. As such all future developments must seek to retain and promote this. The fabric of the town is vital to retaining Aberaeron’s cultural heritage and therefore all developments must be in-keeping with architectural qualities.

4.4.4 Historic Assets and Culture

Many historic areas of the town face economic decline, leaving buildings underused and investment low. Targeted regeneration can unlock potential, revitalise neglected spaces, and give historic assets new purpose. Aberaeron needs a museum and arts centre to showcase local talent, potentially through the redevelopment of the County Hall. The town needs to develop a strategy for reusing vacant historic buildings.

4.4.5 Cymdeithas Aberaeron Society

Cymdeithas Aberaeron Society, a community heritage society, has a major role to play in securing the historical context.

4.4.6 Actions

- Introduce more recycling bins and a “plastic-free” policy in the conservation area.
- All developments in town must respect the architectural heritage of the town and it may be that the conservation area within the town centre should be extended.
- Produce design development guides for new projects within or near the conservation area.
- Respect development design in the context of a Listed Building environment, as outlined in the Aberaeron Conservation Area Appraisal and Management Plan.
- Safeguard the town’s landmarks, including protecting the historic names of dwellings.
- Promote the use of the Welsh language.
- Explore the feasibility of transforming County Hall into a vibrant community hub, incorporating a museum/gallery/spaces for local activities.
- Develop a strategy to reuse existing vacant historic buildings including community engagement and planning for reuse of historic buildings in public ownership.
- Support the development of Cymdeithas Aberaeron Society’s work including their exhibitions in County Hall.

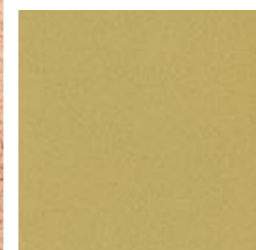
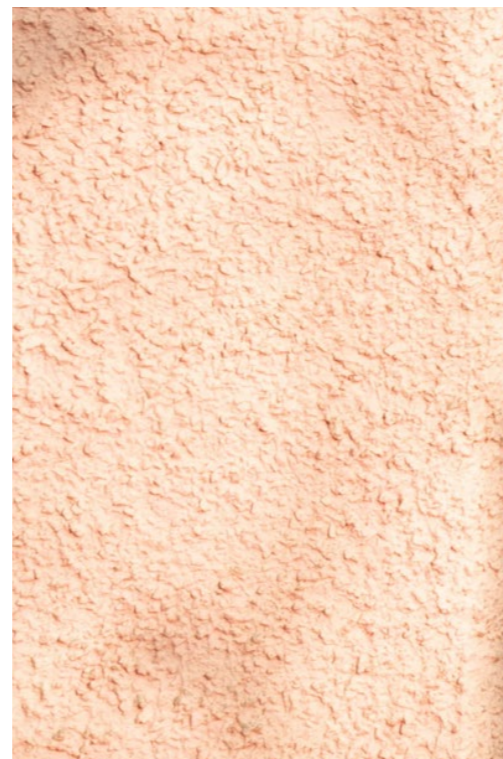
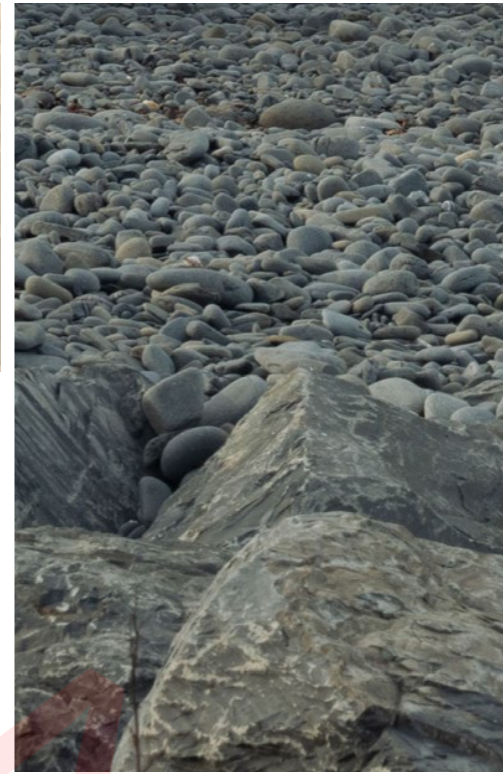
4.4.7 Heritage and Culture Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

| Ref | Policies | Relevant National & Local Policies & Strategies |
|-------|--|--|
| hc-01 | Developments that facilitate the appropriate re-use of vacant or underused heritage buildings will be supported where they are designed to protect, conserve, and enhance the character of the building. | WG TAN 24: The Historic Environment LDP Policy DM19: Historic and Cultural Landscape. |
| hc-02 | Proposals that contribute to the use of Welsh and support the Thriving Welsh Language well being goal will be supported. | Future Wales The National Plan 2040 Outcome 4: A Wales where people live in places with a thriving Welsh language. Ceredigion Welsh Language Promotion Strategy 2024-2029. |

The fabric of the town is vital to retaining Aberaeron’s cultural heritage.



Aberaeron material palette



4.5.1 Overview

Tourism is a key aspect of Aberaeron's economy, but there is a growing need for better coordination in developing tourism services and adapting to modern visitor expectations.

Aberaeron is associated with four Linked Settlements, some of which are located a small distance inland. The largest of the Linked Settlements is Ffosyffin (approximately 3km from Aberaeron). Despite the advantages of proximity that Ffosyffin has in relation to Aberaeron, Llwynceilyn (4.1km from the Service Centre) was chosen (as an interim solution), to accommodate some of the current shortfall of opportunity to meet the growth identified for Aberaeron. This will be reviewed as the situation has since changed with a recently developed convenience store and village pub opening in Ffosyffin and a safe route for school paths being established.

Community feedback included:

- "There needs to be better parking."
- "A Chamber of Trade would be beneficial."
- "There are a lot of events for tourists."

4.5.2 Tourism

Aberaeron is a major destination for tourists many of whom are not one off or short stay visitors but have a caravan in or close to town and visit most weekends and for longer stays. To enhance the visitor experience in Aberaeron the tourist information centre needs to be reinstated. It will serve as a focal point for tourist information, promote local attractions, and support local businesses, improving the overall tourism experience and economic growth.

As well as the landmarks and attractions already mentioned there is a wide variety of tourist accommodation in Aberaeron. From caravan sites and camping grounds to boutique hotels and holiday cottages. All are well used and visitor numbers are high, however at present there is a decline in the bed and breakfast sector with businesses for sale. The biggest hotel in town The Feathers Royal has been reopened and this has had an impact on the number of beds available. The hotel has been a major venue for functions and this too has a knock on effect on businesses.

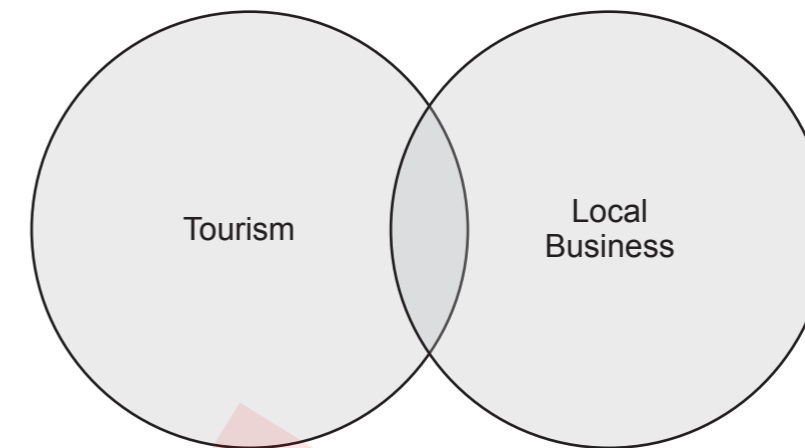
There currently appears to be the need for a more coordinated approach to tourism development, to retain a balance of provision and improve services. Whilst the way that people organise and plan their holidays is changing, with the increase in online booking, there is still a need for tourist information services.

The implementation of dual-language interactive electronic mapping and information boards to provide local cultural and historical information would help promote the history, culture and language of the town.

The Town Council have already agreed to take part in the wider County council Digital Scheme to strengthen Aberaeron's digital connectivity and online presence. A new town app, free Wi-Fi, and other existing platforms will enhance access to local attractions and businesses, promoting Aberaeron as a retail centre and tourist destination.

4.5.3 Local Business

Information boards could incorporate the historical virtual town trail developed by Cymdeithas Aberaeron. This could be adapted to include stops at local shops and public houses. This would increase the spread of people around the town, benefitting smaller businesses that are not located in the main retail area.



Aberaeron's economic priorities

4.5.4 Actions

- Electronic Information boards could incorporate the historical virtual town trail developed by Cymdeithas Aberaeron.
- Make parking in Aberaeron free during non-peak times (to reduce on-street parking).
- Explore opportunities of reusing light industrial units for local businesses.
- Continue to improve digital connectivity and online presence.
- Improve visitor experience by reinstating the Tourist Information Centre.
- Work with partners in the context of Ceredigion’s Economic Strategy to identify local employment opportunities and emerging sectors. Explore opportunities for reuse and occupation of empty landmark buildings such as County Hall, and the associated regeneration potential.

4.5.5 Economy Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

| Ref | Policies | Relevant National & Local Policies & Strategies |
|-------|---|---|
| ec-01 | Proposals that maintain and enhance the vitality and viability of the Town Centre will be strongly supported. | LDP Policy DM06: High Quality Design and Placemaking, and, LDP Policy LU13: Change of Use in Relation to Existing Employment Land or Buildings LDP Policy LU21: Change of Use from an Existing Retail Use. |
| ec-02 | Development proposals that encourage tourism and local employment opportunities will be supported provided they give priority to the re-use of brownfield sites, or the conversion of existing buildings. | LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres LDP Policy LU17: Tourism Facilities/ Attractions (non accommodation). |



The Feathers Royal Hotel



Environment

4.6.1 Overview

At this current moment in time the impact of climate change on the world we live in, and the efforts to rectify the situation, are high on most agendas. It is therefore important that all developments within Aberaeron and the wider community link make a commitment to having a reduced or positive impact on the environment. Many efforts have already been made around town to reduce impact on the natural landscape by individuals and organisations including the reduction of single use plastics.

It is clear from the consultation events that all residents view climate change as a priority and therefore there is a need for a coordinated and managed approach.

Community feedback included:

- “Provide charging points for electric cars.”
- “Aim to be a carbon positive and plastic free town.”
- “Work with CADW and the LPA to ensure listed buildings are not prohibited from installing solar panels.”
- “Explore opportunities for greener local energy from the river and the sea.”

4.6.2 Marine Environment

Cardigan Bay SAC is a protected coastal area recognised for its important marine and coastal biodiversity, including several nationally and internationally important species. The site’s designation helps safeguard key habitats, such as sea cliffs supporting rare seabird populations and unique plant species. Effective safeguarding of the town’s maritime heritage requires careful management to protect the area while balancing ecological preservation with potential human and environmental pressures.

4.6.3 Sustainability

Aberaeron lies at the mouth of the Afon Aeron along the designated Heritage Coast of Cardigan Bay. It is surrounded by steep hillsides and cliffs. To the north of Aberaeron, the landscape becomes a narrow coastal plain. Aberaeron’s coastal location also means the visitor economy plays an important role in the town, also making it home to significant areas of ecological interest. Given its spectacular setting, the natural

environment in Ceredigion is at the heart of its identity. Opportunities and ideas for Aberaeron are explored further in the Green and Blue Infrastructure (GBI) Strategy.

4.6.4 Actions

- Develop the wild green area to the south of the wooden bridge at the harbour area into a seabird reserve.
- All green sites should be maintained to a high and safe standard and improvements made wherever possible for the benefits of residents and tourists.
- Explore community renewable energy opportunities with key partners including generating energy from Aberaeron.
- Explore opportunities for green energy installation.
- Work towards improving energy efficiency of old buildings.
- Support ongoing flood defence work and maintain north beach sea defences.
- Address flood risk in urban areas by integrating sustainable drainage solutions (SuDS), which slows the flow of water and reduces surface water runoff.

4.5.5 Environment Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

| Ref | Policies | Relevant National & Local Policies & Strategies |
|-------|---|--|
| en-01 | Developments that include measures to achieve low carbon emissions by using renewable energy and low carbon technology will be supported. | Future Wales The National Plan 2040: Policy 17: Renewable and Low Carbon Energy and Associated Infrastructure LDP Policy LU25: Renewable Energy Generation. |
| en-02 | Proposals that include SUDS will be support-ed. | LDP Policy DM13: Sustainable Drainage Systems WG TAN 12: Design, and, Sustainable Drainage Statutory (SuDS) Guidance. |



Aberaeron's coastal connection

Aberaeron Place Plan

4. Themes and Objectives

Key:

Sites identified within the Place Plan

— Settlement boundary

— Site boundary

1. Market Street ●●●
Investment & Enhancement

2. County Hall ●●●
Historic landmark

3. GP Health Centre & Ambulance Station ●●●
Healthcare provision

4. Leisure Centre ●●●
Health/recreation

5. Swimming Pool ●●●
Health/recreation

6. Primary School ●●●
Education

7. Secondary School ●●●
Education

8. Harbour ●●●
Maintenance/significance identity

9. Cae Sgwar ●●●
Leisure/recreation/green space

10. Memorial Hall ●●●
Historic asset & community use

11. Car Parking ●●●
Traffic management plan for parking at busy times

12. South Beach ●●●
Improved access following sea defence work

13. North Beach ●●●
Leisure/recreation with improved promenade greening

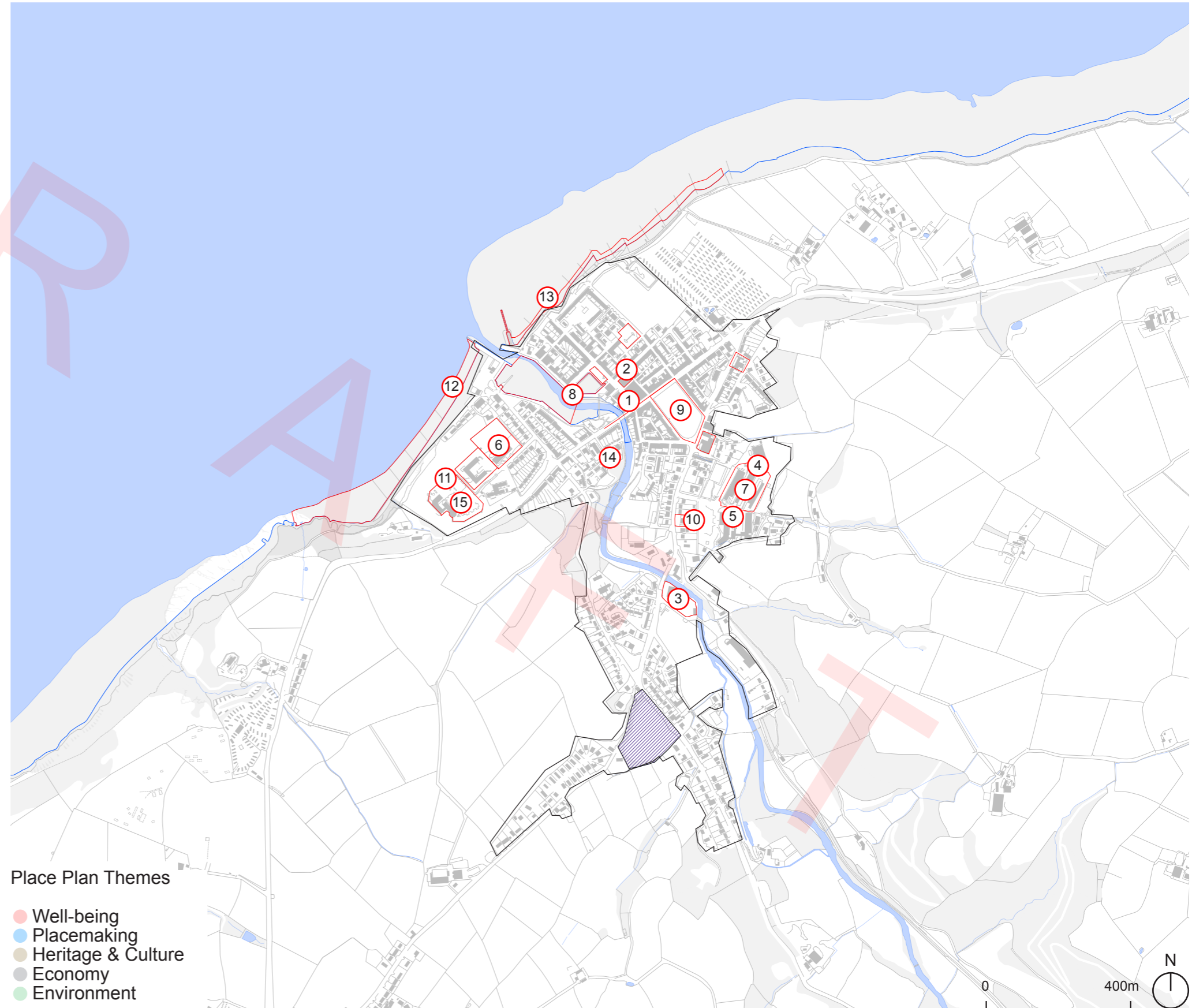
14. Canolfan Aeron ●●●
Education

15. Penmorfa ●●●
Local authority offices

Local Development Plan allocated sites

▨ Housing Allocations

A. Cae Rhiwgoch, Aberaeron - H0101



Place Plan Themes

- Well-being
- Placemaking
- Heritage & Culture
- Economy
- Environment

