

5.3 Action Plan

Wrexham Town Centre Conservation Area Character Assessment and Management Plan				
ACTION PLAN				
Objective	Actions	Timescale	Associated Plans & Initiatives	Responsibility
Preserve the historic street pattern	All new development must accord with design guidance as set out in Appendix 1 of this document.	Immediate		Environment and Planning
Remove Street Clutter	Review existing management arrangements for waste disposal and explore opportunities for purpose built storage areas appropriate to the character and appearance of the Conservation Area.	2019/2020	Wrexham Town Centre Masterplan (2016)	Environment and Planning Housing and Economy Town Centre Regeneration Group
	All Planning Applications for new development within the town centre to be accompanied by a waste management plan.	Immediate		Environment and Planning
	New or replacement street furniture to be sited and designed in accordance with the Public Realm Strategy (2015).	Immediate	Public Realm Strategy (2015)	Environment & Planning
Improve Street Surfaces	Continuation of programme of re-surfacing works to key streets within the town centre.	Ongoing	Public Realm Strategy (2015)	Environment & Planning
	All new surfacing works to be designed in accordance with the recommendations of the Public Realm Strategy (2015).	Immediate	Public Realm Strategy (2015)	Environment & Planning
	Management processes to be reviewed in relation to cleaning of roads and pavements	2019		Environment & Planning
Enhance the setting of St Giles Church	In conjunction with the Church undertake a review of the condition of the public realm	2019		Environment & Planning

	within the immediate setting of the asset and agree priorities for action.			
Increase Planting	Ensure the objectives and recommendations of both the Tree and Woodland Strategy 2016-2026 and the Public Realm Strategy (2015) are implemented during associated works or through Section 106 monies as and when appropriate.	Immediate	Tree and Woodland Strategy 2016-2026 Public Realm Strategy (2015)	Environment & Planning
Improve the Quality of new Shop fronts	All new development to accord with guidance as set out within LPG 12: Guidance to be reviewed following adoption of the LDP	2019/2020	Local Development Plan 2013-2018	Environment and Planning
	Enforcement action within the town centre to be a priority – Enforcement procedures to be reviewed and updated accordingly.	2019		Environment and Planning
Improve the quality of signage throughout the Conservation Area	Explore option of designating an ‘Area of Special Control of Advertisements’	2019/2020		Environment and Planning
Improve standards of building maintenance	Submit Stage II bid to the Heritage Lottery Fund for a Townscape Heritage Scheme (and implementation, if successful)	March 2019 (2019 – 2023)	Wrexham Townscape Heritage Scheme (following approval by HLF)	Housing and Economy Environment and Planning Town Centre Regeneration Group
Restore and refurbish key historic buildings	Submit Stage II bid to the Heritage Lottery Fund for a Townscape Heritage Scheme (and implementation, if successful)	March 2019 (2019 – 2023)	Wrexham Townscape Heritage Scheme (following approval by HLF)	Housing and Economy Environment and Planning Town Centre Regeneration Group

	Undertake physical improvements to the fabric of the town centre market buildings	2019-2023		
Bringing empty buildings and disused floor space back into use	Submit Stage II bid to the Heritage Lottery Fund for a Townscape Heritage Scheme (and implementation, if successful)	March 2019 (2019 – 2023)	Wrexham Townscape Heritage Scheme (following approval by HLF)	Housing and Economy Environment and Planning Town Centre Regeneration Group
	Develop a criteria for important vacant buildings		NW Important Buildings Scheme – TRI Regional Regeneration Plan	Housing and Economy Town Centre Regeneration Group
	Improve appearance of empty shop windows as an interim measure through use of vinyls etc. in consultation with owners.	Ongoing		Housing and Economy Town Centre Regeneration Group
Increasing Awareness and Appreciation	Implementation of Traditional Building Skills Project	2018 Onwards		Housing and Economy
	Implementation of lighting improvements to key buildings and spaces secured through section 106 monies where appropriate	Immediate	Public Realm Strategy (2015)	Environment and Planning
	Explore interpretation projects for the town centre in conjunction with the Heritage Partnership	2018 Onwards	Wrexham Heritage Strategy 2018-2028	Housing and Economy
	Improve the profile of the town centre as a tourism destination	2018 Onwards	Destination Management Plan 2018-2020	Housing and Economy