



CONSULTANCY APPOINTED TO DEVELOP MASTERPLAN FOR WEST RHYL

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A multi disciplinary practice with expertise in urban design and regeneration has been jointly commissioned by the Welsh Assembly Government and Denbighshire County Council to develop a Masterplan to transform and revitalise part of West Rhyl.

DPP Shape – which operates as part of DPP LLP, the largest planning consultancy in Wales - was selected from twenty four organisations that bid for the contract.

The team that will be working on the Masterplan includes highly experienced architects, urban designers, regeneration experts and spatial planners with a track record of delivering a wide range of high profile regeneration projects including those in seaside towns such as Blackpool and Morecambe.

The Rhyl Masterplan will focus on the redevelopment of the area immediately west of the town centre between Water Street, Wellington Road, Butterton Road and West parade.

The brief focuses on the need for a housing regeneration programme to address issues of houses in multiple occupation, the quality of the overall environment and crime and anti social behaviour.

The Masterplan will address these issues through the redevelopment and refurbishment of residential and commercial streets, the creation of green open spaces and reducing the density of the population.

DPP Shape will initially undertake a base line survey of the area, collating all the relevant information and data on a range of issues, identify problem areas and develop potential options and ideas prior to consulting with the local communities.

Leighton Andrews, Deputy Minister for Regeneration, said the appointment of DPP Shape was a key step in the long term strategy to revive the fortunes of Rhyl and tackle issues affecting local communities.

“Rhyl has been identified as one of the key towns within the North Wales Coastal Strategic Regeneration Area and its successful regeneration is a vital component of the strategy to bring about genuine change to the socio-economic profile of the area”



The Deputy Minister emphasised the importance of all stakeholders, interested parties, community groups and individuals being involved with the consultation process.

“DPP Shape will be carrying out a great deal of work to engage with local people to gauge their views and thoughts in order to develop an agreed vision to improve housing and the environment for Rhyl.

“The Masterplan will be developed through a community planning exercise and the involvement and buy- in of local people is absolutely vital for success and I hope as many people as possible will take advantage of this opportunity.”

Councillor David Thomas, Denbighshire County Council’s Cabinet Lead Member for Regeneration, said: “It’s vitally important that everyone with an interest in the regeneration of Rhyl take every opportunity possible to have their say.

“The Council is delighted to be working with the Welsh Assembly Government and all its partners on plans to improve the quality of life for residents and visitors, as well as improving the visual image, encouraging investment and bringing the former glory back to Rhyl. The masterplan will be key to this ambitious programme of regeneration.”

Shelagh McNerney, Managing Director at DPP Shape comments:

“This piece of work represents DPP Shape’s first bid as lead consultant and we’re looking forward to bringing our new ideas to this high profile and important project, working with Denbighshire Council, the Assembly Government and the people of West Rhyl.”

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Notes to Editors

DPP Shape is a brand new studio of creative architects, urban designers and spatial planners, committed to quality, value, and the process of regeneration. It offers a comprehensive range of services associated with all stages of the planning, place making and regeneration process. It works at all spatial scales.