Expressions of interest sought

Development potential for mixed use scheme - 10 Park Street, Llanelli

- A key site within the heart of Llanelli Town Centre.
- Development potential (STP) for variety of uses including commercial, residential and offices.
- Possibility of grant funding.
Location

Llanelli is the largest town in the county of Carmarthenshire with an urban catchment population of 48,428 within a district population of 185,610 (ONS 2016 Mid Year Population Estimates), located approximately 15 miles northwest of Swansea and 18 miles south east of the county town of Carmarthen. Llanelli lies on the south side of the M4 Motorway, approximately 5 miles from Junction 48.

Llanelli town centre’s retail offer is anchored by the modern, covered St. Elli shopping centre which benefits from footfall of approximately 135,000 people per week. The Centre is anchored by a 70,000 sq ft Asda foodstore, Argos, Sportsdirect.com, Wilkinson’s and Peacocks.

More recently the mixed use Eastgate leisure complex has been developed on Council land in the town centre with an array of restaurants including Nandos, Red Costa Coffee and Joe’s Ice Cream, retail space, an ODEON Cinema with 5 state of the art screens and a 53 bed Travelodge and office accommodation.

Llanelli and surrounding areas have continued to thrive with substantial success in attracting investment and development in all sectors of the property market. These include the residential developments at North Dock and Machynys; the Jack Nicklaus designed golf course; the Dragon 24 office development at North Dock; the renovation of the harbour and the construction of the Dyfatty Park in Burry Port and the Millennium Coastal Path, which runs from Llanelli to Pembrey Forest.
Strategic Town Centre Development Opportunity

Swansea Bay City Deal

The UK Government and Welsh Government have signed the Swansea Bay City Deal which is an acknowledgement on a national level that the region around Swansea needs wider financial and political support for regeneration to go forward.

The Swansea Bay City Deal includes the Local Authorities of Carmarthenshire, Swansea, Neath Port Talbot and Pembrokeshire. Over the next 15 years there is £1.3bn of investment earmarked for the region across eleven regeneration projects.

As part of the deal, Llanelli has been allocated £40million for a proposed “Wellness and Life Sciences Village” at Delta Lakes, a short distance from the town centre, which will include health, leisure, Wellness and hotel facilities. Carmarthenshire County Council is leading on the delivery in partnership with Swansea University, Abertawe Bro Morgannwg and Hywel Dda University Health Boards. This project has significant potential to drive economic growth for the benefit of the town and surrounding areas.
Recent intervention

The Council has a keen focus on the regeneration of the town centre. The Llanelli Town Centre Task Force was set up in 2015 by the Leader of the Council, Councillor Emlyn Dole, with key priority themes and actions focused on buildings and premises, environment and access, marketing, people and business support within the town centre.

With the benefit of Welsh Government funding support, the Council has actively been acquiring vacant and underutilised properties in the town centre. By promoting a diverse tenure mix in the high street including flexible retail space, and upper floor residential accommodation the Council has been successful in bringing vacant properties back into use.

The next step is to bring forward new development on key sites in the Council’s ownership.

Llanelli Town Development Sites
10 Park Street

A recently cleared site with an approximate area of 300 sq.m (0.075 acres). A mixed use development is envisaged that links the Eastgate area with Stepney Street and the western and northern parts of the town centre.
The vision for Llanelli Town Centre

The town centre plays an important part in the wider vision for Llanelli as a place to live, work and visit. Llanelli needs to strive for a high quality environment in the town centre that is attractive and inviting to a mix of people. In order to achieve this, the Council’s aspirations for Llanelli town centre include:-

- A reinforced clear (historic) town structure with valuable architectural assets.
- A diverse range of commercial opportunities and employment.
- A diverse range of businesses driven by local people.
- High levels of permeability within the town centre.
- Good pedestrian connections between town centre and surrounding neighbourhoods and towards the coast.
- Distinct natural assets such as greenspaces and the river as a legible part of the townscape.
- Schools/colleges/training centre with a presence in the town centre.
- A mixed use town centre with uses that enliven the public spaces during day and night time.
- A town centre that benefits from a varied and attractive residential offer.

Interested parties should reflect the Council’s aspirations in their development proposals.
Funding £

There is potential funding available to support appropriate and eligible development proposals.

Carmarthenshire County Council’s Economic Development Team will work with developers to understand their project and advise upon the necessary funding application process.

Interested parties should be aware that the Council owns various other properties/sites within Llanelli town centre and these could be made available to interested parties.

Method of disposal

The Council’s preference is for a long leasehold disposal at a peppercorn ground rent but a freehold disposal would also be considered. Prospective developers will be invited to submit written expressions of interest for one or more of the sites. Further information will be provided following initial dialogue with interested parties. The following is an indication of the information that the Council is likely to request as part the submission process:

- A brief description of the development.
- Sketch proposals for the development of the site.
- Details of the developers background and similar schemes undertaken.
- Indicative financial appraisal.
- Development programme for the implementation and completion of the proposed scheme.
- A definitive time table for the development.

Submissions will be evaluated on the deliverability of the proposals and the information provided to support them. The Council are not bound to accept the highest or any tender.
For further information please contact:

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These particulars are intended to give a fair description of the property, but are set out for guidance only. Their accuracy cannot be guaranteed and you should satisfy yourself by inspection or otherwise as to their correctness.

Carmarthenshire County Council is obliged to consider all offers received in respect of this property up until the exchange of contracts. It is not obliged to accept the highest or any offer.