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partnership

# Montgomery

Town Centre Placemaking Plan



# Montgomery

## Town Centre Placemaking Plan

Montgomery is a small market town situated between the much larger towns of Newtown and Welshpool, close to the Wales-England border. Montgomery town centre is distinctively historic with its medieval street layout, handsome Town Hall, and attractive mixture of Georgian, Victorian, and timber-framed buildings.

This striking town centre, impressive castle ruins, and position in the picturesque countryside near to Offa's Dyke National Trail makes Montgomery a popular place to visit. At the same time, the town has a strong sense of community and is an important local service centre for surrounding rural communities, with a primary school, doctors' surgery, library and range of community facilities and sports clubs.

Although it is in many ways a successful and prosperous place, Montgomery town centre faces similar challenges to many other small rural towns. This includes how to sustain

services and retail businesses most useful to residents whilst attracting and satisfying visitors, and how best to accommodate the movement and parking of private vehicles whilst maintaining functional, healthy, and pleasant public spaces.

Not least because of its charter market, the town centre of Montgomery has been an important meeting place and focal point for surrounding communities for many years. Although wider changes in shopping habits and economic conditions have reduced its importance as a commercial centre, the important local services in and near to it mean it continues to remain important to residents and visitors today and will continue to do so in future. The Placemaking Plan provides an opportunity to protect and enhance the dual roles of the town centre as both a functional place for use by residents and an attractive tourist destination.



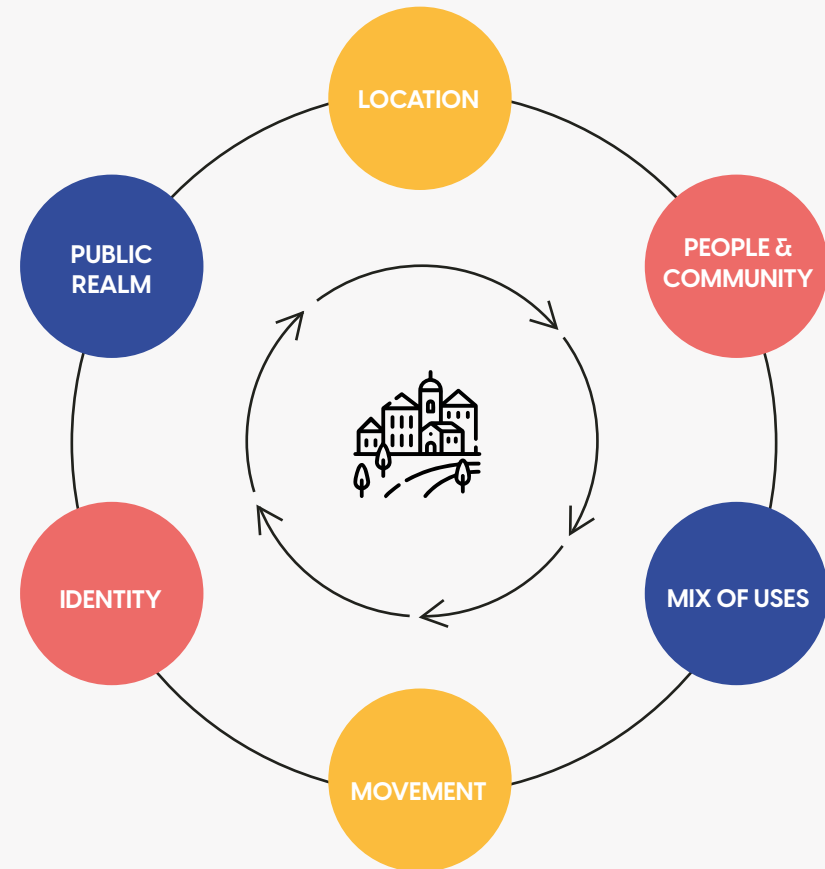
# Making the town centre a great place

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Historic places like Montgomery have been a focal point for communities for centuries, and this contributes to their individual identity and that of the wider area and its population.

Places shape us and we continue to shape them. This Plan provides the opportunity to help celebrate and grow the best features of Montgomery whilst reinvigorating the less-loved ones. And the town centre also has a local role to play in helping to address the interlinked challenges of the climate crisis and biodiversity loss.

A great place also needs to deliver on several fronts simultaneously. The Placemaking Wales Charter describes of these as six key themes which work together to make a great place.



# Stakeholder & Community Involvement

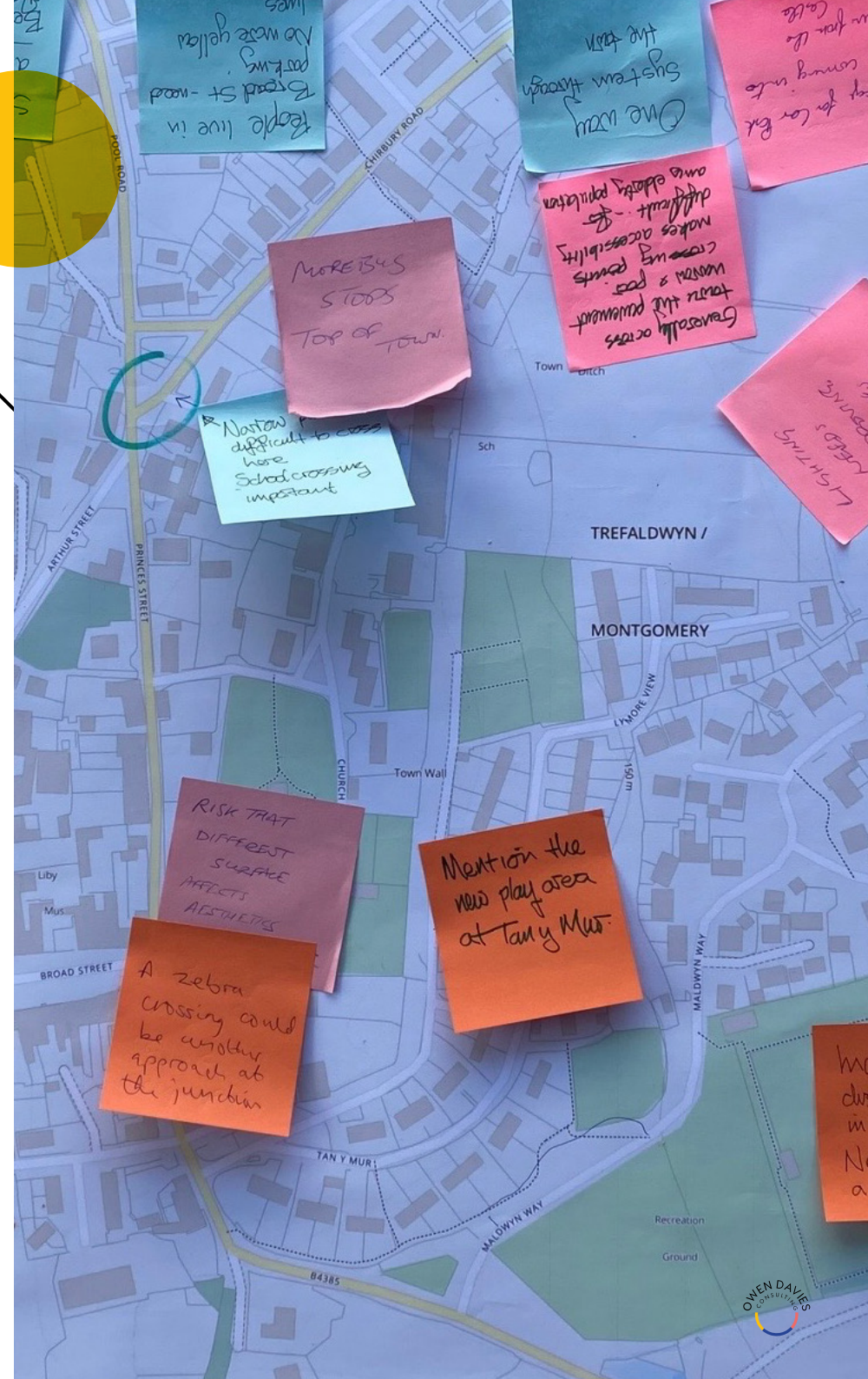
This Placemaking Plan has been developed based on the information and feedback provided by the community of Montgomery over an eight-month period.

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From April to July 2023, local stakeholders helped to identify the key issues and opportunities in the town centre and the priorities for the emerging Plan. As part of this, a meeting was held in the Town Hall in June, and this was attended by representatives of local businesses and community organisations. An online participation platform that allowed residents to propose ideas was also launched and promoted locally resulting in 120 visits, and feedback that informed the development of draft project ideas, which were then discussed with key local stakeholders in August 2023.

In September 2023, the draft Placemaking Plan was put on the online participation hub for review and feedback. The Plan was viewed 360 times by 120 individuals, and comments and feedback survey responses were submitted. In October 2023, a public drop-in session to review and comment on the draft Plan was held outside the Town Hall, and this was attended by over 50 residents, visitors and representatives of local businesses. Paper copies of the Plan were also made available at the public library.

In Montgomery, key local stakeholder groups included the Town Council, Montgomery Partnership, Destination Montgomery, Taste Montgomery and the school, amongst others.



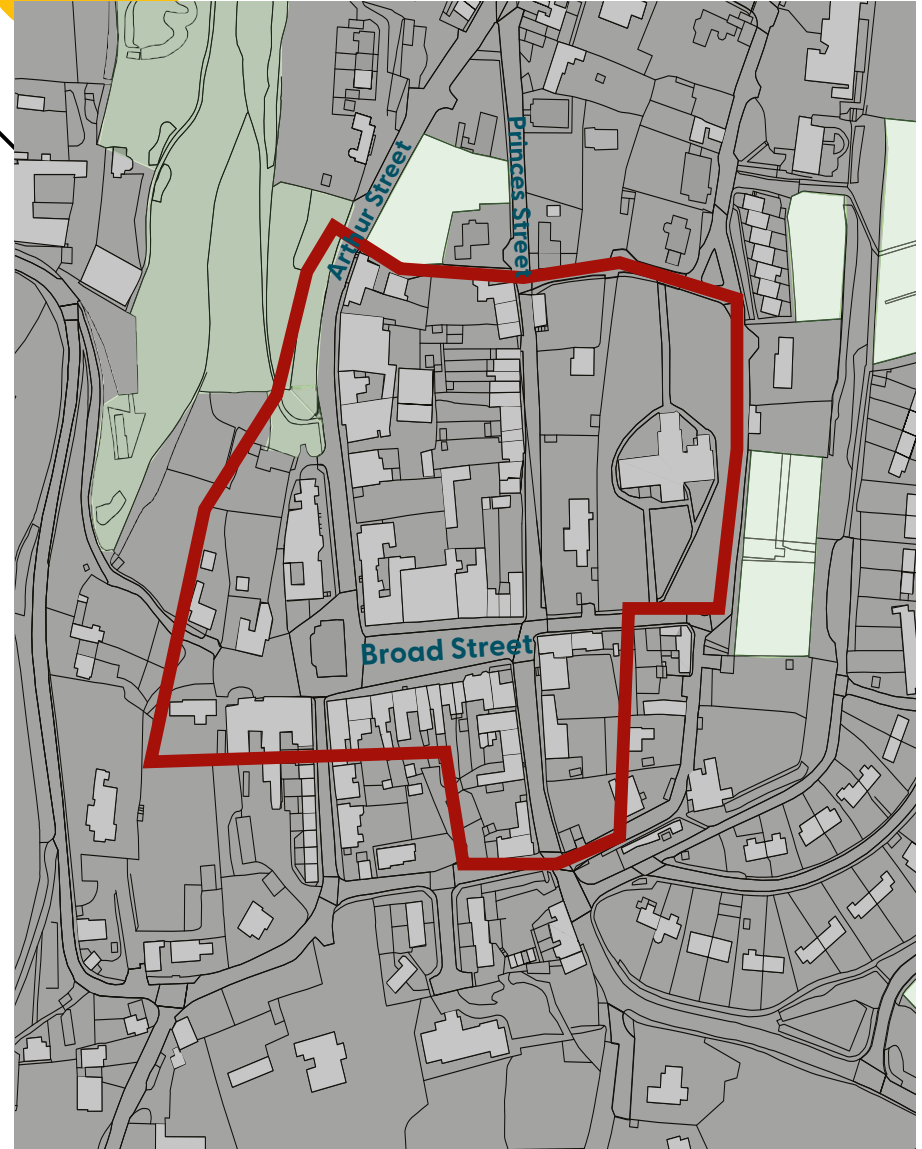
# Town Centre

To align with the focus of the main source of regeneration funding in Wales, Welsh Government's Transforming Towns programme, the main area of focus for this Placemaking Plan is the 'core' town centre. In Montgomery, this comprises Broad Street, Arthur Street and Princes Street.

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The Placemaking Plan discusses development activity and opportunities in the area surrounding this 'core' centre when they could have a significant impact on the centre itself. In Montgomery, the area surrounding the 'core' town centre contains a diverse range of supporting community and leisure uses, including Montgomery Castle, Tan Y Mur car park, sports and recreation facilities, areas of local employment, the doctors' surgery and the primary school.

The 'core' town centre is indicated by the red line on the diagram.



# Health Check

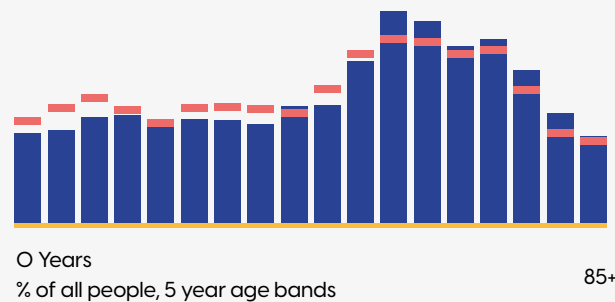
The information in this section provides the context for the analysis and ideas in later sections of this Placemaking Plan. It is a summary of the Montgomery Baseline Health Check Report 2023, produced as part of the Placemaking Plan development process and available on request.

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## Population

The population in 2021 was 970 with 3,000 people living within the surrounding villages and 5km hinterland. Montgomery has an older population and a smaller working age population than the national average and the Welsh Index of Multiple Deprivation (2019) shows that Montgomery is amongst the 20% least deprived areas in Wales.

Age profile, Montgomery (blue) and Powys average (red bar)



## Public Realm

The town centre has a wonderful historical charm and quality that is one of its major draws. It is a designated Conservation Area with a distinctly Georgian appearance based around a medieval street pattern and impressive Town Hall. Recognising the large number of well-maintained historic buildings and the preservation of the streets, Montgomery's streetscape is distinctive and attractive. However, in a town with such a high-quality streetscape, the poor appearance of some aspects of the public realm, for example bits of street furniture and some of the road signage, let it down.



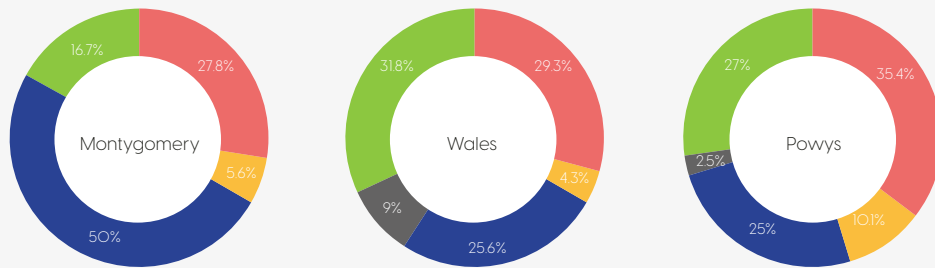
## Diversity & Vacancy

Whilst the number of town centre businesses has slowly declined over several years, the centre continues to provide a small, diverse and remarkably high-quality range of businesses, largely driven by the visitor economy and a range of services, community and cultural activity serving the community. Although there are no vacant premises, the number of business that have closed and converted into residential/holiday accommodation is a concern.

Compared with towns across Powys and Wales, Montgomery's strength is in the amount of leisure uses (food, drink, accommodation), whilst its weakness is comparison shopping and services.

### Types of businesses as proportion of occupied units:

Comparison Convenience Leisure Miscellaneous Service



The comparison retail offer is high quality and independent, including the renowned R.H. Bunner & Son Ltd traditional hardware store, florist, antiques dealer, interior furnishings shop, bookshop, and craft and gift shop specialising in local products. There is a limited food retail offer with a Spar and a small café with deli section, but it is boosted by the high-quality weekly Charter Market that brings in regular customers from outside the town. There are also a small number of services for the local population (a repair garage, a Post Office in a café, and a hair salon). The hospitality sector is also small but high quality, with The Dragon Hotel and The Checkers 5-star Michelin Guide restaurant.

## Attractions & facilities

Montgomery's key strengths are the range of visitor attractions and community facilities acting as a major draw in and around the centre. They include Montgomery Town Hall, the Montgomery Institute and library, Montgomery Castle, St Nicholas Church and the Old Bell Museum. The town's location near to Offa's Dyke National Trail is another significant reason to visit.

## Movement

The compact nature of Montgomery should mean that people can walk and wheel to and through the centre quite easily. However, the steep landscape and the narrow historic streets with slim or missing pavements present barriers to pedestrian movement, with many direct routes and crossing points feeling unsafe. For visitors, the route between the town centre and Montgomery Castle is not well waymarked and needs to be signposted and the pathway improved. The quantity and management of on-street parking in some areas of the town centre sometimes causes issues with the flow of traffic along Princes Street and Arthur Street, and there is a need for improved signage to direct long-stay visitors to park at Tan y Mur car park. There are highly valued regular bus services to Welshpool, Newtown and Shrewsbury, with the main bus stop conveniently located next to the Town Hall. The narrow streets and amount of on street parking, however, sometimes causes temporary issues with traffic flows and congestion.

## Identity

Montgomery successfully promotes itself as a distinctively historic town with a thriving and active community. The town's setting and brand has made it a destination for walking and cycling and are rightly heavily promoted by Destination Montgomery with high quality printed and online marketing.

## Stakeholders & Partnerships

7 Montgomery has an impressive range of stakeholder organisations supporting the management and improvement of the town and its centre. The Town Council drives many initiatives and it is supported by a diverse network of civic organisations, including those managing property, running attractions and public facilities, organising events, and promoting tourism, trade and the arts. A Montgomery Partnership group brings together groups such as Taste Montgomery and Destination Montgomery to share information and coordinate activity.



# Montgomery Constraints and Opportunities

## Constraints and Observations

- 1 Princes Street is a busy main road that has narrow or no pavement in places. Parking can cause a conflict for passing vehicles.
- 2 Broad Street at right angles to Princes Street provides an attractive wide enclosed space for community events and/or parking.
- 3 Parking along Arthur Street can cause congestion and create issues for the bus.
- 4 Bunnors Hardware Shop on Arthur Street is a thriving business and tourist attraction in the town.
- 5 Street trees in planters are an attractive addition to the street scene.

## Opportunities

- 6 Improve pedestrian links to the Castle.
- 7 Public realm improvements to the community garden at the base of the route to the Castle.
- 8 Street furniture to be replaced where necessary due to wear and tear.
- 9 Free parking.
- 10 Spectacular views can be seen from Kerry Street and Bishops Castle Street across the gardens and roof tops of Montgomery to the hill beyond.
- 11 Spectacular views can be seen from the Church and Church Bank over the bowling green over the Vale of Montgomery.
- 12 There is an opportunity to create additional parking for visitors and potentially a new bus stop.



### Key

- Buildings
- ★ Listed buildings
- Conservation area
- ⊙ Gateways
- Main links
- Community uses
- Play uses
- Green spaces
- Heritage uses
- Commercial Use buildings
- Community Use buildings
- Parking
- Pedestrian route to castle

# Key Issues and Opportunities

Montgomery has significant strengths as a place to live and as a place to visit, with its attractive, historic town centre and active local community as well as a wealth of community assets. In recent years, local

organisations and businesses have worked hard to make Montgomery a 'town for all seasons', as reflected in the breadth and depth of events taking place in the town across the year.



# The strengths and weaknesses of the town centre include:

## Uses & activity

- Small yet diverse and high-quality, with a mix of resident-focused shops, services, cultural and community facilities, and visitor-focused businesses.
- Negligible vacant commercial premises, resulting in few opportunities for new business growth and expansion.
- Impressive range of visitor facilities and attractions including free parking, free public toilets, tourist information points (informal outdoor and inside the Institute), Cadw-managed Castle, medieval Church and local Museum.

## Destination & identity

- Attractive and historic centre with a distinct Georgian character and many eye-catching heritage features.
- No brown tourism signs from strategic roads passing near the town promoting amenities and attractions.
- A diverse calendar of community and visitor-orientated events throughout the year.
- Limited offer for visiting families, although this has been improved by the new play park on the recreation field opposite Tan y Mur.
- A popular base for hiking; located 2km west of the Offa's Dyke National Trail and surrounded by picturesque rolling hills with footpaths.
- Comprehensive and high-quality online presence complemented by physical marketing that provides relevant up-to-date information for the community and visitors.

## Living

- Several residential premises have been converted into short term/holiday lets. A concern for the loss of local housing and sustaining a younger and economically active population.

## Traffic & Movement

- A walkable town centre; most public spaces, however, prioritise vehicles, whether moving or parked.
- Historic streets in a medieval layout with occasional narrow pavements. This results in parts of the town centre having poor accessibility, especially for people with mobility issues.
- Directional signage to the public car park is low-key and unclear, contributing to the car park being under-utilised.
- No EV charging points in the town with the nearest in Garthmyl (5km to the north of the town).
- Occasional issues with traffic flow linked to narrow highways in parts of the town centre, and problem parking. Concerns raised that there is little enforcement against problem parking.
- Regular local bus services and the town is part of the national bus network (T12 service between Machynlleth and Wrexham). Currently limited services in evenings and on Sundays.

# Key Objectives

The creation of this Placemaking Plan and the Welsh Government Transforming Towns funding programme provides an opportunity to build on Montgomery's many strengths, address the small number issues that face it, and make it an even better place to live in and visit.

The objectives of this Plan are to make Montgomery...



Easier to find and navigate.



With a consistently high-quality public realm



Enjoyable to experience in all seasons and at all ages



That embraces the future whilst celebrating its past

# Project Delivery Areas

There are four project delivery areas which provide a focus for the Plan, each one combining several proposed opportunities with the potential to transform the centre. The Plan also identifies several crosscutting actions that apply to the whole town centre and help to deliver the vision and objectives.

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1. Princes St – Broad Street Junction



2. Broad Street



3. Arthur Street Community Garden



4. Tan y Mur Car Park



Suggested Ideas and locations to consider in Montgomery



Gateway



Key Streets



Links with Castle



Community garden



Maldwyn Way Car Park

Key to diagram



Parking



Consider pedestrians priority with narrowing or shared surfaces



Cafe/restaurant



Church



Public WCs



Potential to plant more trees



Pedestrian routes



Museum



Overnight Accommodation



Tourist Information



# Princes Street – Broad Street Junction

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The junction where Princes Street (B4385) meets Broad Street and Church Bank is the point of arrival for many visitors to the centre from the north or south.

It is also a convenient route for pedestrians walking into the centre, including from the Tan y Mur car park. However, approaching vehicles in both directions have no effective advanced signs or information highlighting the town centre, car parking options (long and short stay) and awareness of pedestrians crossing. As it is currently designed, the junction has

become an unwelcome boundary between the town centre and the east of the town, the businesses (café/post office) and its amenities (church, sports clubs, school).

The actions proposed below aim to make the area more safe, informative, and appealing gateway to the town centre, effectively filtering long and short stay parking and reducing unnecessary town centre congestion.

Princes Street - Broad Street Junction

# Actions

- Take advantage of the new 20mph speed limit, which will slow traffic, by raising the road surface, using unified materials and marking the edge of the road using cobbles, and making drivers more aware of the presence of pedestrians crossing.

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- Raise the level of the roads feeding into the junction and change the surface material to the same as that of the surrounding pavements.

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- Widen pavements around junction to make crossing in all directions easier for pedestrians; doing so would also enable continued use by the florist, placement of street furniture, planters and/or gateway signage.

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- Improve the quality and visibility of nearby roadside signage to encourage long-stay visitor parking in the Tan y Mur car park and short-stay parking on street in Broad Street.

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- Install Vehicle Activated Speed Signs on the north and south approaches to the junction in order to remind drivers of the new 20 mph speed limit.

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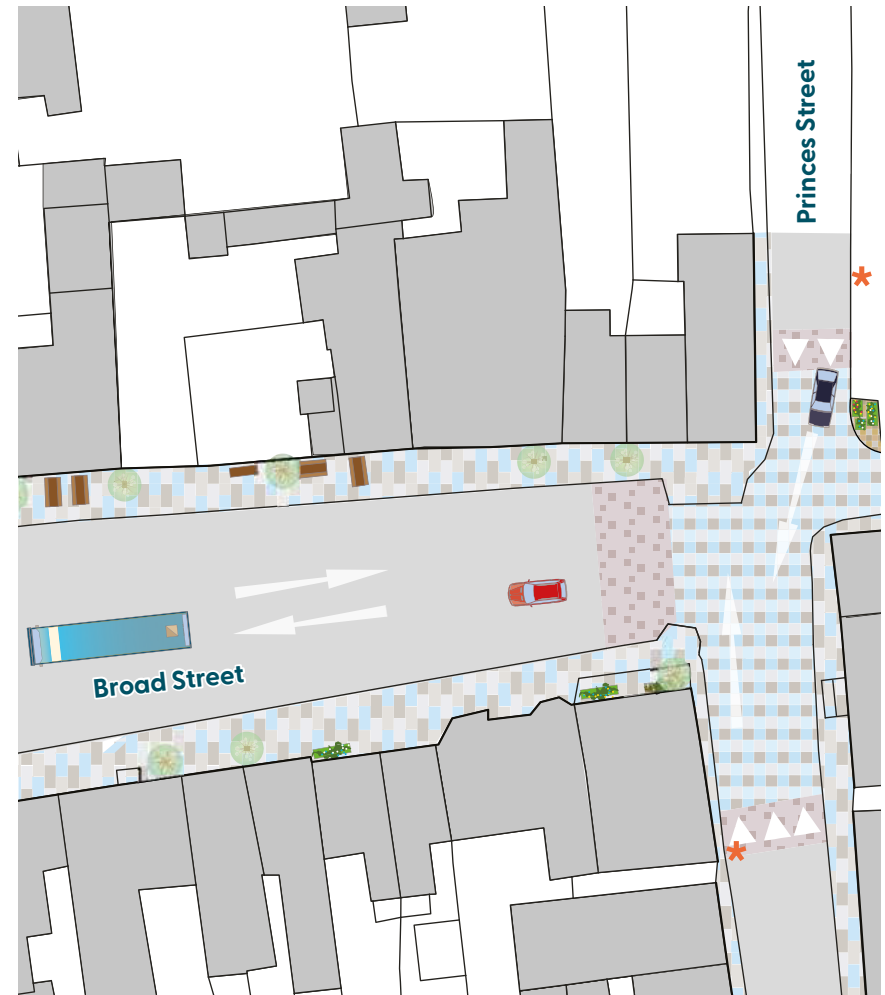
↑ Current design of junction



↑ Example of a short length of raised shared surface on a 20mph high street with road edge markings (Abergavenny).

## Concept for Princes Street

(Note: Broad Street parking not shown for clarity)





# Broad Street

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Montgomery's main street, Broad Street is an impressive public space that is home to a number of businesses and also provides the best view of the town's iconic Town Hall. But presently – despite its grandeur – the space is let down by elements of the public realm and it feels dominated by vehicles.

The actions proposed seek to raise the level of the public realm to those befitting such a handsome space and improve the management of on-street parking to redress the balance of the space between pedestrians and vehicles.



## Broad Street

# Actions

- Replace or refurbish to a conservation area-standard the lower quality elements of the public realm, such as the Give Way sign at the Princes St junction, the street lighting columns, and other street furniture in the area around the town noticeboard.

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- Surface treatment of the parking bays and re-marking of the parking spaces either using white lines or using higher quality stone sets.

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- Increase the number and quality of the disabled parking bays.

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- Build out the street corner over the current (ignored) hatched white lines opposite the Town Hall and near the Spar to make the junction easier for pedestrians to navigate and dissuade inconsiderate parking that contributes to problems with traffic flow around Broad Street and Arthur Street.

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## Concept for Broad Street



↑ Example of parking bays with stone set markings



← Example of a conservation area standard lighting column



# Arthur Street Community Garden

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The Community Garden located off Arthur Street is an asset to Montgomery residents and visitors to the town. It provides the most direct footpath access to the Castle and is an important community space near to the Institute. In addition, there are few central outside seating areas and the space is important as somewhere residents and visitors can sit and relax.

At present, the space is pleasant and well-maintained by volunteers, but it feels anonymous and the visibility

and importance of the links to the castle could be improved. Some aspects of the Garden – for example, the sloping ground – make it less practical as a space than it could be.

The actions proposed below seek to make the space more useful for the community, especially when hosting events, and make it a more visible and convenient everyday space for residents and visitors.

## Arthur Street Community Garden

# Actions

- Maintaining the existing two tiers, level out and improve the surface material of the two tiers, improving drainage as necessary. Build-up the lower boundary wall to improve safety and the separation of the space from the road.

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- Install new seating on the inside of the proposed wall and a canopy to provide shelter and improve the space for events.

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- If essential improvements to the permissive footpath are made, improve the visibility of signage to the Castle and provide visitors with information about it.

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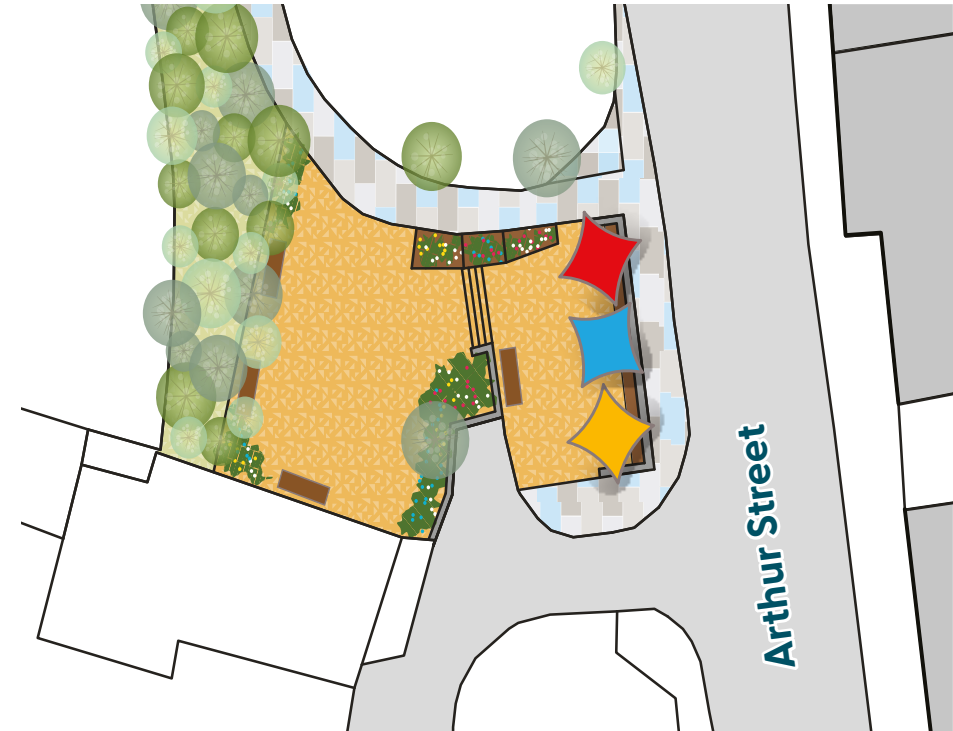
- Make the Garden more appealing to families with small children – potentially by integrating subtle elements of creative and discovery play.

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- Install mains electricity and water connection points to facilitate the use of the space by traders and for events.

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## Concept for the Community Garden





# Arthur Street Vision





# Tan y Mur Car Park

As it is Montgomery's only designated public car park, Tan y Mur/Maldwyn Way must function efficiently for the town to prosper. Located just a few minutes' walk from the town centre, the car park is the most appropriate place for medium to long term parking by visitors who would otherwise take up the limited spaces available in the town centre.

As the main point of point of arrival for visitors, it should provide more information about the town centre and its offer, and the pedestrian route to the town centre should be clearly signed and made as pleasant as possible.

Installing Electric Vehicle (EV) charging points in the car

park would encourage long term parking and support the visitor economy and residents unable to install their own charging point due to its historic environment.

Improved signage and EV charging, along with the car park's location next to the new play park, is likely to increase usage and result in the need for additional parking spaces by reconfiguring the existing car park and/or by extending it without encroaching on the recreation ground.

Subject to the findings of any future traffic and parking study, the area could also be considered as an option for a public bus stop and turning point.

## Tan y Mur Car Park

# Actions

- Improve signage to the car park on the approach roads into Montgomery to encourage its use by medium to long-term visitors and users of the Offa's Dyke National Trail.

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- Improve visitor information, including information about what the town centre has to offer, at the car park, perhaps using a digital noticeboard.

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- Improve the pedestrian route between the car park and the town centre, for example by widening particularly narrow pavements, improving street lighting, and – if possible, given the topography and road layout – introducing designated pedestrian crossings.

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- Install public Electric Vehicle (EV) charging points.

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Example of EV Charge point



# Thematic / Town-wide Projects

The Placemaking Plan also proposes several actions that apply to the whole town centre and will contribute to the delivery of the Plan's vision and objectives for Montgomery.

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1. Traffic and parking management
2. Signage
3. Visitor information
4. Smart Towns and digital infrastructure
5. Town centre holiday-lets

## Thematic/Town-wide Projects

# 1 Traffic and Parking Management

Apart from Broad Street, large parts of the centre have kept their medieval street pattern and so are not ideal for modern transport and parking demands. However, it is normal for drivers to need to exercise a little patience and consideration for other road users, and vehicles drive slowly to the considerable benefit of pedestrians and cyclists.

However, Powys CC has wider concerns about traffic and bus movements and parking management across the town centre.

In the absence of up-to-date information, it is recommended that a comprehensive traffic and parking survey is undertaken before making any significant changes.

The proposals for the Princes Street/Broad Street junction and for Broad Street seek to alleviate some of the issues with traffic flows, parking management and pedestrian movement. For example, improvements to parking signage would direct long stay visitors to Tan y Mur car park and help reduce traffic through Broad Street.

Ideas that have been suggested and would need rigorous testing based on this data include new on-street parking restrictions, time limited visitor parking and a residents' permit scheme, and one-way traffic movement in Broad Street/Arthur Street.

And aspects of congestion experienced around Arthur Street are expected to improve with planned improvements at Bunnars that will reduce vehicles parked on the road and will move the entrance to the workshop facilities off the public road.

Traffic and parking issues outside of the town centre should also be addressed; for example, there is a need to make crossing the junction of Arthur Street, Princes Street/Pool Road, and Chirbury Road safer for pedestrians.

## Actions

- In partnership with Powys CC, commission an independent traffic and parking study to create an agreed evidence base for any future changes to traffic or parking arrangements.



↑ Parked cars on Broad Street



## Thematic/Town-wide Projects

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# Signage

Clear, informative and high-quality signage both near and around the town centre is an important means by which a visitor's experience of Montgomery can be improved. In addition, signage has the potential to mitigate the less desirable impacts of tourism (e.g. additional traffic and parking) for the benefit of residents and businesses.

24 Currently, car parking options (designated on-street parking and the free Tan y Mur public car park) are poorly signed for first-time visitors, leading to inefficient use of the town's parking spaces and contributing to pressure on town centre roads. Pedestrian signage around the town centre is adequate and, in some places, high-quality, but should be kept updated as the town centre changes. In addition, the route to Montgomery is signposted from the nearest main road (A483) but passing traffic is not made aware of the attractions of and facilities in the town.

# Actions

- Install clearer and more informative signage about car parking options (short-stay in town centre and long-stay in public car park) for vehicles approaching and moving through the town.
- Commission the installation of brown tourism road sign(s) on the A483 promoting Montgomery as a visitor destination.



↑ Example signage

Thematic/Town-wide Projects

# 3 Visitor Information

There is a need for additional and high-profile tourist information points closer to the main points of arrival for visitors to the town centre that will complement the attractive kiosk information point located at the junction of Princes and Arthur Streets.

Currently, the Institute provides a centrally-located indoor tourism (and local) information point, but currently this is not promoted outside the building.

- 25 In addition, a comprehensive information point located at Tan y Mur car park would quickly provide information to long stay visitors, including walkers and those wishing to explore the town.



↑ Tourist information signage

# Actions

- Promote and signpost the local information provided by the Institute.
- Make the Tan y Mur car park information point similar of a similar standard to the existing kiosk.



↑ Example of visitor information sign from Talgarth

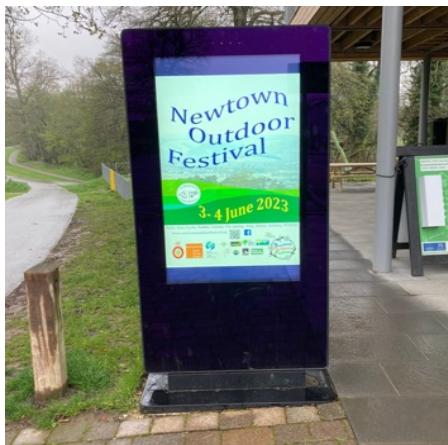
## Thematic/Town-wide Projects

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# Smart Towns and Digital Infrastructure

As well as celebrating its history, Montgomery should look to the future and embrace the concept of a Smart Town: a place that uses technology to collect local data that is used to inform decision-making. Improving the town centre's digital infrastructure can make it an easier place to visit and a more attractive place to spend time.

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← Example digital noticeboard promoting a local event.

## Actions

- Secure essential digital infrastructure such as 5G mobile coverage. Improve the coverage and accessibility to the town-wide public Wi-Fi and also introduce LoRaWAN gateways to facilitate smart initiatives.

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- New digital infrastructure will allow data-driven decisions and improve place management. For example:
  - Sensors could be used to help monitor traffic and parking
  - Sensors supporting the management of street planters and other green infrastructure. This data could inform watering schedules and therefore potentially save water and reduce costs.
  - Sensors or a public Wi-Fi system could monitor footfall in the town centre, providing data to inform funding application and measuring impact.

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- Explore ways in which visitors' experience can be improved through reliable and trustworthy public Wi-Fi that builds a database of visitor contacts and a digital noticeboard in a prominent position (town centre and car park) that shares local information and offers.

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- Express interest in Montgomery being part of current or future digital infrastructure, place planning and skills development programmes delivered by Powys County Council.

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- Engage with the Smart Towns Wales programme to learn from best practice and share resources with other places seeking to become Smart Towns.

## Thematic/Town-wide Projects

# 6 Impact of Town Centre Holiday Lets

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Stakeholders have raised concerns about the lack of control and loss of prominent town centre commercial and residential buildings to 'Airbnb' style holiday lets and the impact it is having on town centre living and the availability of local homes.

The Plan encourages the situation to be monitored and, if necessary, the Local Planning Authority to use its existing powers to make it necessary to apply for planning permission to change from a dwelling to a holiday let.



# Actions, Delivery and Funding

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The Plan has built broad agreement among stakeholders and the wider community for a range of potential actions and investments in the town centre. Some projects have the potential to be delivered immediately as likely funding and the commitment from a lead body is already in place. Other projects will be longer term and aspirational, requiring further feasibility work, planning and identification of appropriate funds.

Project delivery also requires the contribution and coordination of a range of stakeholders with a long-term commitment to the prosperity of the town. The Town Council are pivotal to overseeing the Plan, and the involvement of the Montgomery Partnership will be required to implement it. Either body can lead on certain projects, but there is also a need for leadership on individual projects from private individuals/business, community organisations, and local charities or Trusts. The next steps include a partnership discussion with the relevant organisations to agree roles and




responsibilities. Powys County Council's Town Centre Liaison Officer and Regeneration Officer are available to guide and support Montgomery through this and future stages.

Because of time, resources and available funding, it will not be possible to tackle each project at once, and some ideas need a phased approach. The action plan is categorised by the following priorities and timescales.

1. **Immediate** – quick-win permanent or temporary projects, likely deliverable within 12 months.
2. **Short term** – projects that require further planning, funding, and statutory approval, likely deliverable within 12- 24 months.
3. **Medium to long term** – significant projects that need further feasibility studies, design, consultation, planning, statutory approvals and substantial funding; likely deliverable within 2 to 5 years.

# Priority Projects

Stakeholders have identified the following package of three projects as priorities, as they have the greatest potential to better promote the town centre, make it easier to discover and navigate, and to increase activity within it.

	 1 - Visitor movement & parking	 2 - Tan y Mur car park	 3 - Public realm
Aim	Understanding the nature of town centre traffic and parking management	Encouraging use of the car park for long-term parking and making it a high-quality destination for visitors	Improve the quality of the public realm in key spaces in town centre
Immediate	<ul style="list-style-type: none"> <li>Commission a robust traffic and parking study and agree measures</li> </ul>		
Short-term	<ul style="list-style-type: none"> <li>Improve road signage to encourage long-stay parking in the public car park</li> <li>Re-mark parking spaces in Broad Street, ensuring that there are an appropriate number of compliant disabled parking spaces</li> <li>Commission the installation of brown tourism road signage on the A483</li> </ul>	<ul style="list-style-type: none"> <li>Improve/make more comprehensive the visitor information provided in the car park</li> <li>Improve road signage to the car park on the approaches to the town and in the town centre</li> <li>Install public Electric Vehicle charging points</li> </ul>	<ul style="list-style-type: none"> <li>Secure new temporary education &amp; community facilities near to the centre.</li> </ul>
Medium-term		<ul style="list-style-type: none"> <li>Improve the pedestrian route from the car park to the town centre, including wayfinding and street lighting</li> </ul>	
Long-term		<ul style="list-style-type: none"> <li>If required, explore options for expanding or changing the layout of the car park to increase capacity</li> <li>Create a turning point and bus stop near to the car park</li> </ul>	<ul style="list-style-type: none"> <li>Design and then implement changes to key town centre junctions to make them more supportive of active travel</li> </ul>

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## Princes Street – Broad Street Junction

Action	Timescale	Potential funding	Responsibility
Install improved road signage on the approach to and at the junction to indicate different parking options to visitors, particularly directing longer-stay visitors to the nearby public car park.	Short	Powys CC	Partnership between Town Council and Powys CC
Prepare designs to establish the feasibility, cost and delivery options for improving the junction by raising the road surface, widening pavements, and using a shared material.	Medium	Transforming Towns	Partnership between Town Council and Powys CC
Secure funding and implement.	Long		Partnership between Town Council and Powys CC

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## Broad Street

Action	Timescale	Potential funding	Responsibility
Replace or refurbish low quality elements of the public realm like old traffic signage and the street lighting columns.	Short	Town Council and Powys CC	Partnership between Town Council and Powys CC
Improve the road surface, review the layout of parking spaces (including the number and size of disabled parking bays), and re-mark them.	Medium	Transforming Towns	Partnership between Town Council and Powys CC
Build out the street corner opposite the Town Hall and near the Spar to dissuade problem parking.	Medium	Powys CC	Powys CC



## Arthur Street Community Garden

Action	Timescale	Potential funding	Responsibility
Make improvements to the permissive path to Montgomery Castle and introduce signage to it.	Short	Town Council	Partnership of Town Council, Cadw, Powis Estates
Prepare designs to establish the feasibility, cost and delivery options for improving the space by levelling each tier, improving drainage as necessary, and installing electricity and water connection points.	Medium	Transforming Towns	Partnership between Town Council and Powys CC
Secure funding and implement.	Medium-long		Partnership between Town Council and Powys CC

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## Tan y Mur car park

Action	Timescale	Potential funding	Responsibility
Install improved visitor information in the car park.	Immediate	Brilliant Basics	Town Council or Montgomery Walkers are Welcome
Install public Electric Vehicle charging points.	Short	Transforming Towns	Powys CC
Explore the feasibility of improving the pedestrian route between the car park and the town centre such as by improving street lighting and road crossings.	Medium		Powys CC
If required and supported by data from the traffic and parking study, explore options to increase the capacity of the car park, and/or create a bus turning point and stop near to it.	Long		Powys CC



## Thematic/Town-wide Projects

Traffic and parking management	Timescale	Potential funding	Responsibility
Action: Commission a comprehensive traffic and parking study to inform any future changes to parking in the town centre.	Immediate	Town Council, Powys CC, Transforming Towns	Town Council in partnership with Powys CC
Signage	Timescale	Potential funding	Responsibility
Action: Using information previously collated, secure funding for and commission the installation of brown tourism signs promoting Montgomery on the A483.	Short	Brilliant Basics	Town Council, Montgomery Partnership
Visitor information	Timescale	Potential funding	Responsibility
Action: Install signage in the public car park and around the town to direct visitors to the information provided in the Institute.	Short	Brilliant Basics	Town Council
Smart Towns	Timescale	Potential funding	Responsibility
<p>Actions:</p> <p>Improve the town centre public Wi-Fi and install a LoRaWAN gateway to facilitate future smart initiatives, for example those to help with traffic and/or parking monitoring and management.</p> <p>Express interest with Powys CC for support through the SPF digital infrastructure, place planning and skills development programmes.</p> <p>Engage with the Smart Towns Wales programme to learn from best practice elsewhere.</p>	Short	Transforming Towns, Powys CC, UK Shared Prosperity Fund	Town Council in partnership with Powys CC

## Funding

Many of the proposals require funding for their implementation or revenue for their ongoing management and maintenance. Establishing new sources of income, including grant funding, will enable the delivery of a better quality and managed town.

This section provides an overview of the main potential sources of funding, although each project is likely to be eligible for a range of funding from multiple sources depending on the type of scheme. Online funding platforms, such as [Funding.Wales](#) and from [Powys CC](#) are a good source of information. PAVO provides funding support to community and voluntary organisations and can help identify small grants and major capital [PAVO funding](#).

### ▶ Transforming Towns Placemaking Grant

A Welsh Government funding programme administered by Powys CC. The fund is designed to cover a broad range of interventions (residential, commercial, green infrastructure, public realm, site acquisition, street markets, outside trading, digital). A full list of eligible interventions can be found in the [Framework of Interventions](#).

Applications must be made to Powys CC [Regeneration@powys.gov.uk](mailto:Regeneration@powys.gov.uk) (£250,000 is the maximum grant).

### ▶ Brilliant Basics Tourism Fund

A Welsh Government capital fund to deliver small-scale tourism infrastructure improvements projects that support the wider tourism offer and support basic facilities to remain open all year and into the evening. (£300,000 is the maximum grant)

### ▶ Shared Prosperity Fund

A UK Government fund for projects and programmes which meet an investment priority:

- Communities and Place
- Supporting Local Business
- People and Skills

The Mid Wales Regional Investment Plan, produced by Ceredigion and Powys County Councils, sets out the investment priorities for the region. Powys has been allocated £22,704,129 of core funding between 2022 and 2025.

To learn more and bid for funding, contact Powys CC: [ukspf@powys.gov.uk](mailto:ukspf@powys.gov.uk)

### ▶ Wales Tourism Investment Fund

A Welsh Government fund delivered in partnership with Development Bank of Wales, providing patient capital to tourism businesses for projects that will stimulate growth and create/safeguard jobs.

To learn more and apply, contact Welsh Government: [WTIF@gov.wales](mailto:WTIF@gov.wales) (Loans of £100,000 to £5,000,000 for qualifying projects).

### ▶ Be Active Wales Fund

Grants available for community sport clubs and organisations for projects that aim to reduce inequality, create long-term sustainability and/or introduce new or different ways of operating. (£300 to £50,000)

### ▶ National Lottery Awards for All Wales

Grants for projects that bring people together and improve places and spaces that matter to the community, delivered by voluntary or community organisations. (£300 to £10,000)

### ▶ National Lottery People and Places

Larger grants for voluntary, community or public-sector organisations for projects that:

- Support organisations to adapt or diversify to respond to new and future challenges.
- Support communities adversely affected by COVID-19.
- Support communities and organisations to become more resilient to help them to respond better to future crises.

Two grant programmes, medium (£10,001 to £100,000) and large (£100,001 to £500,000).

### ▶ Community Facilities Programme

A Welsh Government fund for community and voluntary organisations to provide or improve community facilities, see [gov.wales](#) to learn more.

Two grant programmes, small (£5,000 to £25,000) and large (£25,001 to £300,000).

To apply, contact Welsh Government: [CommunityFacilitiesProgHelp@gov.wales](mailto:CommunityFacilitiesProgHelp@gov.wales)