

**SUMMARY OF WRITTEN REPRESENTATIONS OF KERRY JAMES BSc HONS MTPL  
MRTPI**

**AUGUST 2024**

**Ref: KJP/21/002**

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## **1.0 QUALIFICATIONS AND EXPERIENCE**

1.1 My name is Kerry James. I hold a BSc (Hons) degree in Geography with Environmental Studies and a MTPL Masters degree in Town Planning. I am a corporate member of the Royal Town Planning Institute (MRTPI).

1.2 I am the Principal of Kerry James Planning, a Chartered Town Planning Consultancy, which I established in April 2004.

## **2.0 INTRODUCTION**

2.1 The scope of my evidence is to consider the planning viability of a scheme proposed by Robert Parry and the Objectors and the general development potential of land that would be affected by the Development Consent Order.

## **3.0 THE LAND**

3.1 The Land is located on the southern side of the B538, to the west of Pen yr Efail Crossroads, Moelfre, Abergele, LL22 8PN.

## **4.0 PLANNING APPRAISAL**

4.1 Planning Policy Wales (PPW) (February 2024) sets out the land use planning policies for the Welsh Assembly Government and is supplemented by a series of Technical Advice Notes.

4.2 The Conwy Local Development Plan was adopted in October 2013.

4.3 The Land is located within the open countryside and Rural Development Strategy Area as set out in the adopted Local Plan. The Land is currently in agricultural use.

4.4 Planning Policy Wales encourages tourism where it contributes to economic development, conservation, rural diversification, urban regeneration and social inclusion.

4.5 Policy TOU/1 of the adopted local plan states that the Council will promote a sustainable tourism economy.

4.6 Policy TOU/2 refers to new sustainable tourism and recreational development.

- 4.7 Policy TOU/4 refers to chalet, caravan and camping sites.
- 4.8 I consider that PPW and the Local Plan would support tourism related developments on the Land.
- 4.9 I consider that Policies TOU/2 and TOU/4 are too restrictive and not in accordance with the general thrust of Planning Policy Wales nor current trends for eco tourism and glamping.
- 4.10 I consider that a stand alone new glamping site at the Land would be acceptable in principle.
- 4.11 I refer to the Conwy Replacement Local Development Plan (RLDP) and Topic Paper on Tourism which recognises the need to update the existing local plan policies to allow glamping proposals in rural areas.
- 4.12 I consider that new build proposals, including eco-tourism, equestrian activities, mountain biking, a café or restaurant, farm shop, a hotel or guest house on the Land would be acceptable in principle.
- 4.13 I consider that the Land would support a proposal for renewable energy in the form of a solar or a wind turbine development
- 4.14 I refer to other material considerations including flood risk, highways and access, biodiversity and land safeguarded for minerals.
- 4.15 I determined that the most developable area of the Land is that which is referred to in Article 20 of The Order. Confirmation of the Order would result in the Land being blighted for future development. I refer to the definition of blight as set out in The Planning Act 1990.

## **5.0 CONCLUSION**

- 1.1 I concluded that a prestige tourism and leisure development on the Land would be acceptable in principle as would a renewable energy proposal. Robert Parry has drawn up detailed proposals of a potential high quality development which could be assimilated into the landscape and support rural diversification. I conclude that the Order would create blight to the detriment of the land owners.

**PLANNING ACT 2008 – SECTION 88 AND 89 AND THE INFRASTRUCTURE  
PLANNING (EXAMINATION PROCEDURE) RULES 2010 – RULES 4, 6 AND 9  
AND 13**

**APPLICATION BY MONA OFFSHORE WIND LIMITED FOR AN ORDER GRANTING  
DEVELOPMENT CONSENT FOR THE MONA OFFSHORE WIND FARM**

**WRITTEN REPRESENTATIONS OF KERRY JAMES BSc HONS MTPL MRTPI**

**AUGUST 2024**

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## **1.0 QUALIFICATIONS AND EXPERIENCE**

1.1 My name is Kerry James. I hold a BSc (Hons) degree in Geography with Environmental Studies and a MTPL Masters degree in Town Planning. I am a corporate member of the Royal Town Planning Institute (MRTPI).

1.2 I am the Principal of Kerry James Planning, a Chartered Town Planning Consultancy, which I established in April 2004. Prior to this I was employed by Susan Hughes Planning Ltd as an Associate. I have also held the post of Principal Planning Officer with Congleton Borough Council, Planning Officer with Wrexham County Borough Council and Planning Assistant with Vale Royal Borough Council.

## **2.0 INTRODUCTION**

2.1 Kerry James Planning having previously advised on potential for tourism development on land at Pen Yr Efail, Abergele, has been instructed by Harriet Mary Parry, Robert Wynne Parry, Griffith Wynne Parry and Elizabeth Wynne Wade (“objectors”) MNOW-AFP079: MNOW-AFP129: MNOW-AFP130: MNOW-AFP131 to prepare Written Representations with respect to the application by Mona Offshore Wind Limited for an order granting development consent for the Mona Offshore Wind Farm. The scope of the evidence is to consider the planning viability of a scheme proposed by Robert Parry and the Objectors and the general development potential of land that would be affected by the Development Consent Order.

## **3.0 THE LAND**

3.1 The Land is located on the southern side of the B538, to the west of Pen yr Efail Crossroads, Moelfre, Abergele, LL22 8PN. The Land is identified in green on Drawing No. 22000496\_PLN\_INFO\_3260.1 The application site, the subject of the Order is edged in red (A copy of the plan is contained within Appendix KJP1).

## **4.0 PLANNING APPRAISAL**

4.1 Planning Policy Wales (PPW) (February 2024) sets out the land use planning policies for the Welsh Assembly Government and is supplemented by a series of Technical Advice Notes. Paragraph 1.2 states that the primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales, as

required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation.

4.2 The Conwy Local Development Plan was adopted in October 2013. It sets out the key challenges facing Conwy, identifies the Vision, Objectives and the Spatial Strategy for development in the area over the period 2007 to 2022. The site is located within open countryside. Relevant policies include:

- DP/1 Sustainable Development Principles
- DP/2 Overarching Strategic Approach
- DP/3 Promoting Design Quality
- DP/4 Development Criteria
- DP/6 National Planning Policy Guidance
- STR/1 Sustainable Transport, Development and Accessibility
- STR/2 Parking Standards
- NTE/1 The Natural Environment
- NTE/3 Biodiversity
- NTE/4 The Landscape and Protecting Special Landscape Areas
- NTE/6 Energy Efficiency and Renewable Technologies in New Development
- NTE/7 Onshore Wind Turbine Development
- MWS/1 Minerals and Waste
- MWS/3 Safeguarding Hard Rock and Sand and Gravel Resources
- TOU/1 Sustainable Tourism
- TOU/2 New Sustainable Tourism and Recreational Development
- TOU/4 Chalet, caravan and Camping Sites

A copy of the Conwy Local Development Plan and Proposals Map are contained within Appendix KJP2.

4.3 The Land is located within the open countryside and Rural Development Strategy Area as set out in the adopted Local Plan. It is also located within the Betws Yn Rhos Special Landscape Area. The Land is currently in agricultural use. I have assessed the development potential of the land for tourism, recreation and energy development.

4.4 With regards to tourism development, Planning Policy Wales states that the planning system encourages tourism where it contributes to economic development, conservation, rural diversification, urban regeneration and social inclusion, while recognising the needs of visitors and those of local communities. Paragraph 5.5.3 states that in rural areas, tourism-related development is an essential element in

providing for a healthy and diverse economy. Here development should be sympathetic in nature and scale to the local environment.

- 4.5 The Council has produced a Destination Conwy Management Plan 2023 – 2029. The document states that Conwy is a County that welcomes tourism. It is in its DNA, from Bronze Age visitors, through to the Victorians who developed Llandudno into a seaside resort. Tourism is a key economic driver for the county, and indeed for the wider region. Tourism is a priority sector for Conwy - tourism's value to the local economy is estimated to be worth £739.53million, supporting over 8,783 jobs in the county (STEAM 2021 data). Not surprisingly the county attracts a wide range of different visitor types, with day visitors providing the largest volume. Day visitors are those who visit the area from outside purely for some or all of a day, and do not use overnight accommodation locally. More significant is the number of staying visitors across the county, accounting for 1.61 million visitors (STEAM 2021 data) up 76.2% on the previous year.
- 4.6 Staying visitors will be spending a period of time in the county and using overnight accommodation again in the county. This high percentage increase in 2021 was influenced by the lifting of lockdown restrictions caused by the global Covid-19 Pandemic in 2020. It's encouraging to see how quickly the demand for overnight visits for the county started to return as soon as lockdown restrictions eased. Staying visitors are particularly valuable to the local economy, as they spend money not just with accommodation providers but also in local restaurants, pubs and retailers - in turn generating spend by these businesses within the local economy. In fact, although the number of staying visitors is almost one fifth that of day visitors, their economic impact is almost double that of day visitors. Across the county as a whole, there is a strong and increasingly dynamic and fast changing range of accommodation options, from camping and bunkhouses, through glamping, self-catering properties, caravan parks, bed and breakfasts and guest houses, to a strong offering of small, boutique, large and luxury hotels.
- 4.7 It is recognised that the County's Planning Framework needs to act as a control to aspects that are deemed detrimental, yet should also be a support mechanism for aspects that are improvements or innovations. Destination Conwy commits to offering its Destination Management experience so that the needs of the destination are understood and become embedded in the planning system, and consequently managed as appropriate to support the tourism and hospitality sectors across the county. In particular, the Framework needs to be inherently agile enough to respond to changes across the tourism sector, so Conwy County can better manage threats and



embrace opportunities. A copy of the Destination Conwy Management Plan is contained within Appendix KJP3.

- 4.8 The tourism strategy statement as set out in the Local Development Plan states that tourism makes a vital contribution to the economy of the Plan Area. The Community Strategy – ‘One Conwy’ recognises that year-round tourist attractions are essential to the prosperity and well being of the area and the local economy. The main tourism accommodation focus lies in the traditional coastal holiday resorts. Principal attractions comprise the unique natural and built environmental assets of the Plan Area and the proximity to Snowdonia National Park. It is important not only to protect these traditional attractions and facilities and improve the overall quality of existing accommodation, but also to promote and support tourism in off-peak seasons whilst safeguarding environmental and heritage qualities.
- 4.9 Policy TOU/1 states that the Council will promote a sustainable tourism economy by a) Supporting, in principle, proposals for new high quality all-year round sustainable tourism development that diversifies the economy and encourages cross-boundary links with neighbouring authorities in line with Policy TOU/2; b) Resisting proposals that would result in the loss of serviced accommodation, in line with Policy TOU/3; c) Control the development of both new sites and extensions to existing sites for chalets, static and touring caravans and camping within the Plan Area, in line with Policy TOU/4; d) Support, in principle, proposals to extend the holiday season in off-peak periods for existing chalets, static and touring caravans and camping sites whilst sustaining environmental and heritage qualities as set out in Policy TOU/4; e) Improve connectivity by supporting the delivery of improved links at Foryd Harbour, improvements to the Wales Coastal Path and through the Public Rights of Way Improvement Plan in line with Strategic Policy STR/1 and Policy TOU/2; f) Support, in principle, the establishment of new or converted high quality (4 and 5\*) hotels which broaden the range of accommodation available in line with Policy TOU/2.
- 4.10 The supporting text to Policy TOU/1 states that the natural and built environment assets are key factors in attracting tourists into the area and need to be effectively managed and protected. However, tourism in Conwy is currently experiencing a change in demand with a decline in traditional summer family holidaying and an increasing emphasis on a wider range of activities, not solely restricted to the traditional summer months. The three main growth areas are business tourism, marine activities and short activity and speciality breaks. These growth areas need quality accommodation and facilities to ensure that tourism continues to play an important role in the Plan Area.

- 4.11 There may be exceptional circumstances when larger tourism accommodation and attractions may be appropriate in the open countryside or other non-urban locations where they result in an all-year-round tourism facility and rural employment gain. Examples of schemes in the open countryside could include: eco-tourism, equestrian activities, mountain biking, canoeing, paint-balling and fishing as part of an integrated tourism facility.
- 4.12 Policy TOU/2 refers to new sustainable tourism and recreational development. Under clause 1 it states that new high quality sustainable tourism and recreational development within the Urban and Rural Development Strategy Areas will only be supported provided all the following criteria are met; a) the proposal represents an all year round high quality tourism offer which provides a range of tourism facilities and leisure activities; b) the proposal is appropriate in scale and nature to its location; c) the proposal is supported by evidence to demonstrate that there would be local employment benefits; d) the proposal is sustainably accessible and encourages the use of non car based transport; e) the proposal makes use of any suitable existing buildings in preference to new build and previously developed land in preference to greenfield sites where appropriate; f) the proposal would not have an unacceptable adverse impact on occupiers of neighbouring properties; g) the proposal would support and extend the range of facilities on offer within the Country; h) the proposal would assist the Council's regeneration objectives; i) the proposal meets other related policies in the Plan; j) the proposal would not appear obtrusive in the landscape and is accompanied by a detailed landscaping scheme and where appropriate a Landscape and Visual Impact Assessment. Clause 2 states that new high quality holiday accommodation will only be supported where it forms an ancillary or complementary part of any existing or proposed tourism development scheme and meets all criteria 1a) to j) above. There will be a presumption against the development of new static caravan sites.
- 4.13 Policy TOU/4 states that there will be a presumption against the development of new static caravan sites. Extensions or improvements to existing chalet, caravan and camping sites within the Rural Development Strategy Area will only be permitted where a) the site is within or adjacent to and would form part of an existing chalet, caravan and camping site; b) any increase in the number of pitches or accommodation is small in scale; c) the scheme would not result in an unacceptable concentration of sites or pitches at any one locality; d) suitable access can be achieved and the development does not result in an unacceptable risk to highway safety. The policy states that the term camping site encompasses touring caravans, tents and yurts,

whilst schemes for timber pods or alternative small structures will be assessed on their own merits in line with the above criteria.

4.14 The supporting text to the policy states that static and touring caravan sites as well as chalets and camp sites are an important offer of holiday accommodation, which can be crucial to the success of the tourism economy. However such sites are often seen as being visually intrusive, which is particularly apparent in the main resort areas of Towyn and Kinmel Bay where a series of sites have merged and become prominent in the landscape. Similarly, past intensification of sites has visually affected a small number of rural locations. In some areas the cumulative impact of existing sites may be considered visually obtrusive and dominant in the landscape, therefore, the Council will encourage landscaping schemes to improve and screen sites as well as reducing density. The Plan will seek to ensure that future development is permitted only where the proposal would not result in an over concentration of similar uses in the locality and where there is significant enhancement to biodiversity in the area.

4.15 The supporting text goes on to state that for clarity the term tourist 'attraction' refers to a recreation or leisure recreation or leisure offer without accommodation, whilst sites that combine elements of both accommodation and attractions are defined as a tourism 'facility'. Individual schemes of a high design quality where both attractions are combined with accommodation will be assessed on their own merits in line with the above policy and other policies within the Plan. The amount of land given over to self-catering accommodation in the form of static caravans and chalets is excessive in the Urban Development Strategy Area. Therefore, the Council will continue with the long established policy of resisting proposals to develop further land for additional units in these areas. This problem of saturation does not apply in the more extensive rural area. However, such development, particularly static caravans, can be obtrusive in the landscape and damaging to the character of the rural area unless strictly controlled. Whilst recognising this strict control, the Council also believes that given the right location the development of small-scale groups of high quality, purpose built, holiday chalets can be acceptable in the rural area. However, development permitted under the policy must form part of an existing hotel/motel facility, working farm or an established tourist attraction, since this would assist in retaining the enterprise and be beneficial to the rural economy. The replacement of static caravans with woodland-lodge style chalets/cabins will be permitted where it improves the impact on the landscape. However, as with all development, proposals for any accommodation will only be allowed after it has been demonstrated that there will be no adverse impact on the integrity of the natural environment.

4.16 Immediately to the north of the Land is the Penrefail static caravan park and Roberts touring caravan park. On the northern side of the B5381 is the Sirior Bach static caravan park. Further to the east are a number of other static and touring caravan sites. Having regard to the above tourism policies, it is my opinion that both PPW and the Local Plan would support tourism related developments on the Land. One option is the extension of both the existing static caravan and touring caravan parks into the northern section of the Land. In accordance with Policy TOU/2, a development could comprise an ancillary or complementary part of an existing tourism development (the existing caravan sites). Provided the development formed part of the existing sites and was of a small scale, it would accord with Policy TOU/4. Access could be served either through the existing caravan/camping sites or the B5381 or A548 subject to achieving adequate visibility. A proposal could include the extension of the static park with new statics or preferably high quality log cabins, shepherd huts and other glamping type accommodation and the extension of the touring site. Whilst the Land is located within the Betws Yn Rhos Special landscape Area, a proposal to extend the existing site(s) incorporating a high-quality landscaping scheme would ensure that the development is capable of being satisfactorily integrated into the landscape in accordance with Policy NTE/4. This would be demonstrated through the submission of a Landscape and Visual Impact Assessment to assess the visual and landscape impacts of the development.

4.17 The wording of Policies TOU/2 and TOU/4 imply that any new tourist accommodation within the open countryside will only be allowed if it is linked to an existing caravan/camping site or a new tourism facility (i.e not a stand alone tourist accommodation venture). It is my opinion that this approach is unduly restrictive and not in accordance with the general thrust of current Planning Policy Wales. This is reflective of the age of the Local Plan which covers the period 2007 to 2022. In the last few years, the tourism industry has seen a shift in how people travel and what they're looking to experience when they visit a destination. From a focus on wellness, to connecting more with local communities, to considering how to minimise their environmental footprint, visitors are changing how they travel. These trends have led to a rise in new styles of accommodation such as glamping, shepherd huts, cabins and eco-pods. Conwy Borough has seen the impact of these travel trends with businesses opening or diversifying to adapt to this new kind of travel and choice of accommodation. Planning permissions have been granted for new glamping sites, not associated with an existing caravan or touring site. These include Robert Parry's existing accommodation (Sior), a shepherd hut at Pen Yr Allt Farm, Tan Y Fron Road, Abergele, LL22 9BB, approved on appeal, 10 pods/shepherd huts at Brynffangl Uchaf, Pen Y Bryn Road, Betws Yn Rhos, LL22 8AD and 3 glamping pods at Tan Y

Ffordd, Abergele Road, Llanrwst, LL26 0NT. It is my opinion that there is development potential for a new glamping site at the Land which is not linked to either the existing Penrefail static or Roberts touring caravan parks. This is the stance that the Planning Inspector took in his decision letter with regards to the appeal at Pen Yr Allt Farm. He considered that alternative small camping structures, such as shepherd huts, are different to new building un serviced accommodation, which Policy TOU/2 seeks to restrict. As such he allowed a new self catering accommodation development within the rural area that was not linked to any existing tourism use. He also considered that the development would bring about small benefits to the rural economy of Conwy. A copy of the appeal decision is contained within Appendix KJP4. As such I consider that a proposal for a stand alone new glamping site at the Land would be acceptable in principle.

- 4.18 As the adopted Local Plan covers the period 2007 to 2022, the Council has produced a series of topic papers which have been put together to inform the production of the Conwy Replacement Local Development Plan (RLDP). A Tourism topic paper was published in 2018. It states that there have been a number of enquires/applications for new campsite or caravan sites on existing farm holdings. With these new types of small scale 'glamping' accommodation becoming increasingly popular the Authority will need to consider these types of applications and draft appropriate policy to support the development of small scale low impact alternative accommodation associated to genuine farm diversification. New developments would need to be in suitable locations and not have a negative impact on the landscape. Specific policies may be required to ensure farm and rural business diversification is appropriate, assists the retention of the enterprise and benefits the rural economy. In recent years since the adoption of the LDP there has been an increase in the types of self-catering/temporary accommodation on the market. The types of accommodation that have been seen are pods, yurts, tepees and wooden tents, collectively these are known as 'glamping'. There has been increasingly more enquiries and applications regarding these alternative types of accommodation, both to be used on new sites and also existing sites within Conwy. The Authority is likely to experience an increase in planning applications for these non-traditional types of accommodation. This type of 'low impact' accommodation can be aesthetically more acceptable than 'traditional' forms of accommodation such as static caravans. Therefore, current LDP policies will require modification to ensure that all types of holiday accommodation are included and assessed appropriately. A successful tourism destination is highly dependent on the quality, level and type of accommodation available within that area. Providing quality accommodation is one of Conwy's key priorities, there is a need to ensure there is a sufficient supply and range of quality accommodation to meet changing market needs,

accommodate growth and support a thriving tourism economy. Furthermore, it is also recognised that a broader range of serviced accommodation would allow more choice for the visitor and appeal to the growing short break market. A copy of the topic paper is contained within Appendix KJP5.

- 4.19 It is clear from the topic paper that the Council accepts that the current local plan policies need to be updated to reflect current demand for glamping proposals in rural area. The Council is currently preparing the Deposit Plan, which is hoped to be published in 2024. Section 8 of the topic paper provides further information as to how the existing policies may be amended. For Policy TOU/4 it states that “This policy will require changes to clarify CCBC’s approach and what is meant by reference to ‘static caravans’, control increases to already large sites, consider modern forms of low impact accommodation and separation of existing & new sites. Also, possible separate policy for camping & caravan sites”.
- 4.20 I have referred above to proposals for the extension of existing camping and caravan sites or provision of new un serviced accommodation. However, Policies HOU/1 and HOU/2 also allow for new tourism facilities and leisure activities. Indeed the supporting text to Policy HOU/1 clearly states that larger tourism accommodation and attractions may be appropriate in the open countryside or other non-urban locations where they result in an all-year-round tourism facility and rural employment gain. The supporting text to Policy HOU/2 states that newbuild attractions and serviced accommodation could however be permitted in certain areas of the countryside if there are no sequentially preferable sites or buildings. This will enable particular development that could help extend the tourism season, provide benefit to the local community and promote greater links with Snowdonia National Park.
- 4.21 As previously mentioned, the Land is located adjacent and in close proximity to established caravan and camping sites. In my opinion Policies TOU/1 and TOU/2 would support new build proposals that would enhance the existing tourism offer within the surrounding area. Policy TOU/1 gives examples of schemes in the open countryside which would be considered acceptable, including eco-tourism, equestrian activities, mountain biking, canoeing, paint-balling and fishing as part of an integrated tourism facility. Other potential developments could include a café, restaurant or shops to serve the nearby campsites and also the cycle and motorbike tourists who use the adjacent roads. A new build hotel or guest house would also be considered acceptable under Policy HOU/2 as this would comprise new serviced accommodation. Provided that any proposal included high quality landscaping with screening, it is considered

that such leisure and/or tourism facilities could be satisfactorily assimilated into the landscape.

- 4.22 The tourism topic paper states that North West Wales has witnessed a considerable growth in activity based tourism over recent years and it is regarded as a potential major future growth area within Conwy. Furthermore, adventure tourism offers great opportunity to develop an all year round tourism product in that it is least affected by changes in the weather. The RLDP objectives and policies will continue to support the development and adaptation of a range of tourism attractions, in appropriate locations, to accommodate a wide array of activities in both the rural and urban areas. The paper recommends that Policies TOU/1 and TOU/2 be amended and that new policies may be required to cover adventure tourism sites. Section 8 of the topic paper states that for Policy TOU/1 “Changes to reflect other Policy revisions and new policy additions”. For Policy TOU/2 it states that “More clarity is required to support the provision of ‘tourist attractions’ primarily. This policy will require re-wording and clarification that the accommodation element should only be ancillary and proportionate to the attraction. Remove reference to the former Dolgarrog Aluminium Works site which is now Surf Snowdonia”.
- 4.23 Robert Parry has drawn up detailed proposals of a potential high quality tourism and leisure development. The scheme would be split into two phases. Phase 1 includes the northern section of the Land. Vehicular access would be obtained via the existing access from the A548. The proposal would include the installation of 26 1 and 2 bedroom lodge/cabins on stilts for tourism accommodation, farm shops housed in a modern agricultural building, smaller timber retail pods for farm shops/café/food takeaway. A playground/recreational amenity area would be provided along with a picnic area. Biodiversity net gain would be created through the creation of a new wetland/pond and extensive shrub and tree planting. Phase 2 would mirror the retail element along with a further 17 lodges/cabins on stilts and 22 cycling pods/cabins. The existing southern access onto the Land would be utilised. A copy of the proposed layout plans are contained within Appendix KJP6.
- 4.24 It is my opinion that the proposed development, as shown on the detailed layout plans, would accord with national planning policy and tourism policies in the adopted local plan. It would provide much needed high quality rural self catering accommodation and expand the tourism offer for existing users of camping and caravan sites in the area along with general visitors to the County. The development would result in rural diversification and provide invaluable investment to the rural area. The development

could be satisfactorily assimilated into the landscape due to the quality of the proposed landscaping.

- 4.25 The topography of the Land would support a proposal for renewable energy, either as a stand alone development or in connection with a leisure or recreation facility. Clause b) of Policy NTE/6 states that the Council will promote renewable energy sources within development proposals which support energy generation from biomass, marine, waste, solar and wind sources, including micro generation where this is acceptable, in terms of impact on quality of life, amenity, landscape, viability and biodiversity in line with Policies DP/6 and NTE/7. The supporting text states that renewable energy schemes will be encouraged where appropriate but the best way of meeting these aspirational targets in this Borough is through encouraging the use of on-site renewable energy sources. Given the likely scale of new development in Conwy over the Plan period within the urban coastal belt areas, the potential contribution from this source is considerable. It could take various forms including localised wind generators, solar panels or photo-voltaic cells incorporated into buildings.
- 4.26 There are examples of planning permissions being granted for solar farms within the rural area including that at Kinmel Solar Farm. Towyn and Teyrdan Farm, Llanelian, Colwyn Bay, Conwy, LL29 8YU. It is my opinion that the principle of development for the Land to be developed as a solar farm would be acceptable.
- 4.27 Policy NTE/7 considers onshore wind turbine development. Clause 2 states that outside the Clocaenog SSA the development of medium-scale wind farms over 5MW and below 25MW will only be approved in exceptional circumstances in the context of the following: a) Acceptability in terms of other Local Development Plan policies; b) The potential cumulative impacts on surrounding communities, landscape and environment are considered acceptable. Where the development of a wind farm is considered to have an unacceptable cumulative impact it will be refused; c) The development will not generate noise levels or shadow flicker that would be unacceptably detrimental to the amenity enjoyed by nearby residents or by users of public rights of way or other recreational facilities or areas; d) A satisfactory Environmental Impact Assessment should propose measures for the safeguarding, remediation and enhancement of habitat and biodiversity; e) Where possible, turbines are located no less than 500 metres from an occupied dwelling or other noise-sensitive building; f) Within SLAs wind turbine schemes medium-scale or larger will be resisted; g) Exceptional circumstances are considered to be where there is an overriding need or capacity issue which cannot be met within the SSA.



- 4.28 Clause 3 of Policy NTE/7 states that micro and small scale wind turbine development (5MW and less) will only be supported where a) It is of a proportionate scale in terms of predominant energy production to supply the building(s) which it directly serves; b) It does not compromise the ability of the SSA to achieve its anticipated target of energy production; c) Criteria 2 a) - f ) above are met and where appropriate a satisfactory EIA has been submitted; d) Within SLAs wind turbines will not be permitted unless serving a dwelling or cluster of dwellings at micro scale.
- 4.29 The Land is located within the Betws Yn Rhos Special landscape Area where medium scale or larger wind turbine schemes are resisted. However micro schemes are allowed where they serve a dwelling or cluster of dwellings. For micro schemes, single to twin turbine applications (under 50kW), turbines are restricted to 20m below blade tip. The supporting text to Policy NTE/7 states that national policies also encourage smaller, community-based wind farm schemes, typically of less than 5MW, as well as other forms of renewable energy, such as biomass, geothermal and CHP where their effects are considered acceptable. Stand alone renewable energy projects that are sympathetic to landscape character and local amenity will also be supported.
- 4.30 Reference has been made to the fact that the Land is located within the Betws Yn Rhos Special landscape Area and that any proposed development, whether tourism, leisure or renewable energy would need to assimilate into the landscape or at least not have any detrimental impact upon the quality or special character of the landscape. This can be achieved through high quality landscaping and screening. Other material considerations that would need to be taken into account when assessing the development potential of the land are flood risk, highways and access, biodiversity, land safeguarded for minerals etc. The part of the Land which would have the most development potential is that which lies adjacent to the boundary with the A548 and to the south of the Penrefail static caravan park and Roberts touring caravan park. This land is outside the sand and gravel safeguarding area (as shown on the Proposals Map 1 contained within Appendix KJP2) and also Zone B of the NRW DAM Map and Zones 2 and 3 for surface water and small watercourses of the Flood Map for Planning. An extract of the DAM Map and Flood Map for Planning are contained within Appendices KJP7 and KJP8. This section of the A548 is straight and has excellent visibility with two existing access points onto the land. Unfortunately, it is this most developable area of the Land that is included within the application site and which is referred to in Article 20 of The Order (plot 06-103). As such, if The Order is confirmed as proposed, it would result in the majority of the developable area of the Land being blighted for future development.

4.31 Section 149 of the Town and Country Planning Act 1990 ('TCPA') defines 'blighted land' as land falling within Schedule 13 of that Act. 2.3 Paragraph 24(3) of Schedule 13 states that land falls within the definition if "an application for an order granting development consent seeks authority to compulsorily acquire the land". The Explanatory Notes to the Planning Act 2008 provide further clarification, as follows: A national policy statement identifying a location as a suitable (or potentially suitable) location for a nationally significant infrastructure project may create blight at that location, reducing land values and making it hard to sell the land. Blight may also result from an application being made for an order granting development consent authorising the compulsory acquisition of land or from such authorisation being given. Section 175 amends TCPA 1990 (which extends to England and Wales), so as to allow owner occupiers adversely affected in this way to have the benefit of the existing statutory provisions relating to blight. The effect of subsection (6) is that the "appropriate authority" (who should receive the blight notice) in the case of blight caused by a national policy statement is the statutory undertaker named as an appropriate person to carry out the development in the national policy statement, or the Secretary of State where there is no such named undertaker. The Secretary of State is to determine any disputes as to who should be the appropriate authority. Subsection (4) prevents the appropriate authority from serving a counter-notice to a blight notice on grounds of having no intention of conducting the development. Subsection (7) makes it clear that the "appropriate enactment" for a blight notice is the development consent order, or the draft order in the terms applied for.

## **5.0 CONCLUSION**

5.1 Having completed the planning appraisal, it is considered that National and local planning policy would support in principle a proposal for a high quality prestige tourism and leisure development on the Land, whether this be for tourism accommodation (self catering and catered) or for provision of leisure/recreational facilities, subject to other material considerations. Robert Parry has drawn up detailed proposals of a potential high quality development which could be assimilated into the landscape and support rural diversification. It is also considered that small scale renewable energy proposals may also be acceptable. The granting of the Development Consent Order would effectively restrict any future development of the Land as it would involve the most developable sections of the Land, in particular the land adjacent to the A548. As such the Order would create blight to the detriment of the land owners.

**PLANNING ACT 2008 – SECTION 88 AND 89 AND THE INFRASTRUCTURE  
PLANNING (EXAMINATION PROCEDURE) RULES 2010 – RULES 4, 6 AND 9  
AND 13**

**APPLICATION BY MONA OFFSHORE WIND LIMITED FOR AN ORDER GRANTING  
DEVELOPMENT CONSENT FOR THE MONA OFFSHORE WIND FARM**

**WRITTEN REPRESENTATIONS OF KERRY JAMES BSC HONS MTPL MRTPI**

**APPENDIX**

**JULY 2024**

**Ref: KJP/21/002**

## **CONTENTS**

APPENDIX KJP1	Drawing No. 22000496_PLN_INFO_3260.1
APPENDIX KJP2a	Conwy Local Development Plan
APPENDIX KJP2b	Proposals Map
APPENDIX KJP3	Destination Conwy Management Plan
APPENDIX KJP4	Pen Yr Allt Farm Appeal Decision
APPENDIX KJP5	Tourism Topic Paper
APPENDIX KJP6	Proposed layout plans
APPENDIX KJP7	NRW DAM Map
APPENDIX KJP8	NRW Flood Map for Planning

## **1.0 QUALIFICATIONS AND EXPERIENCE**

1.1 My name is Kerry James. I hold a Bsc (Hons) degree in Geography with Environmental Studies and a MTPL Masters degree in Town Planning. I am a corporate member of the Royal Town Planning Institute (MRTPI).

1.2 I am the Principal of Kerry James Planning, a Chartered Town Planning Consultancy, which I established in April 2004. Prior to this I was employed by Susan Hughes Planning Ltd as an Associate. I have also held the post of Principal Planning Officer with Congleton Borough Council, Planning Officer with Wrexham County Borough Council and Planning Assistant with Vale Royal Borough Council.

## **2.0 INTRODUCTION**

2.1 Kerry James Planning, having previously advised on potential for tourism development on land at Pen Yr Efail, Abergele has been instructed by Harriet Mary Parry, Robert Wynne Parry, Griffith Wynne Parry and Elizabeth Wynne Wade (“objectors”) to prepare Written Representations with respect to the application by Mona Offshore Wind Limited for an order granting development consent for the Mona Offshore Wind Farm. The scope of the evidence is to consider the planning viability of a scheme proposed by Robert Parry and the Objectors and the general development potential of land that would be affected by the Development Consent Order.

## **3.0 THE LAND**

3.1 The Land is located on the southern side of the B538, to the west of Pen yr Efail Crossroads, Moelfre, Abergele, LL22 8PMN. The Land is identified in green on Drawing No. 22000496\_PLN\_INFO\_3260.1 The application site, the subject of the Order is edged in red (A copy of the plan is contained within Appendix KJP1).

## **4.0 PLANNING APPRAISAL**

4.1 Planning Policy Wales (PPW) (February 2024) sets out the land use planning policies for the Welsh Assembly Government and is supplemented by a series of Technical Advice Notes. Paragraph 1.2 states that the primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales, as required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation.

4.2 The Conwy Local Development Plan was adopted in October 2013. It sets out the key challenges facing Conwy, identifies the Vision, Objectives and the Spatial Strategy for development in the area over the period 2007 to 2022. The site is located within open countryside. **The building is a listed building.** Relevant policies include:

- DP/1 Sustainable Development Principles
- DP/2 Overarching Strategic Approach
- DP/3 Promoting Design Quality
- DP/4 Development Criteria
- DP/6 National Planning Policy Guidance
- STR/1 Sustainable Transport, Development and Accessibility
- STR/2 Parking Standards
- NTE/1 The Natural Environment
- NTE/3 Biodiversity
- NTE/4 The Landscape and Protecting Special Landscape Areas
- NTE/6 Energy Efficiency and Renewable Technologies in New Development
- NTE/7 Onshore Wind Turbine Development
- MWS/1 Minerals and Waste
- MWS/3 Safeguarding Hard Rock and Sand and Gravel Resources
- TOU/1 Sustainable Tourism
- TOU/2 New Sustainable Tourism and Recreational Development
- TOU/4 Chalet, caravan and Camping Sites

A copy of the Conwy Local Development Plan is contained within Appendix KJP2.

4.3 The Land is located within the open countryside and Rural Development Strategy Area as set out in the adopted Local Plan. It is also located within the Betws Yn Rhos Special Landscape Area. The Land is currently in agricultural use. I have assessed the development potential of the land for tourism, recreation and energy development.

4.4 With regards to tourism development, Planning Policy Wales states that the planning system encourages tourism where it contributes to economic development, conservation, rural diversification, urban regeneration and social inclusion, while recognising the needs of visitors and those of local communities. Paragraph 5.5.3 states that in rural areas, tourism-related development is an essential element in providing for a healthy and diverse economy. Here development should be sympathetic in nature and scale to the local environment.

- 4.5 The Council has produced a Destination Conwy Management Plan 2023 – 2029. The document states that Conwy is a County that welcomes tourism. It is in its DNA, from Bronze Age visitors, through to the Victorians who developed Llandudno into a seaside resort. Tourism is a key economic driver for the county, and indeed for the wider region. Tourism is a priority sector for Conwy - tourism's value to the local economy is estimated to be worth £739.53million, supporting over 8,783 jobs in the county (STEAM 2021 data). Not surprisingly the county attracts a wide range of different visitor types, with day visitors providing the largest volume. Day visitors are those who visit the area from outside purely for some or all of a day, and do not use overnight accommodation locally. More significant is the number of staying visitors across the county, accounting for 1.61 million visitors (STEAM 2021 data) up 76.2% on the previous year.
- 4.6 Staying visitors will be spending a period of time in the county and using overnight accommodation again in the county. This high percentage increase in 2021 was influenced by the lifting of lockdown restrictions caused by the global Covid-19 Pandemic in 2020. It's encouraging to see how quickly the demand for overnight visits for the county started to return as soon as lockdown restrictions eased. Staying visitors are particularly valuable to the local economy, as they spend money not just with accommodation providers but also in local restaurants, pubs and retailers - in turn generating spend by these businesses within the local economy. In fact, although the number of staying visitors is almost one fifth that of day visitors, their economic impact is almost double that of day visitors. Across the county as a whole, there is a strong and increasingly dynamic and fast changing range of accommodation options, from camping and bunkhouses, through glamping, self-catering properties, caravan parks, bed and breakfasts and guest houses, to a strong offering of small, boutique, large and luxury hotels.
- 4.7 It is recognised that the County's Planning Framework needs to act as a control to aspects that are deemed detrimental, yet should also be a support mechanism for aspects that are improvements or innovations. Destination Conwy commits to offering its Destination Management experience so that the needs of the destination are understood and become embedded in the planning system, and consequently managed as appropriate to support the tourism and hospitality sectors across the county. In particular, the Framework needs to be inherently agile enough to respond to changes across the tourism sector, so Conwy County can better manage threats and embrace opportunities. A copy of the Destination Conwy Management Plan is contained within Appendix KJP3.

- 4.8 The tourism strategy statement as set out in the Local Development Plan states that tourism makes a vital contribution to the economy of the Plan Area. The Community Strategy – ‘One Conwy’ recognises that year-round tourist attractions are essential to the prosperity and well being of the area and the local economy. The main tourism accommodation focus lies in the traditional coastal holiday resorts. Principal attractions comprise the unique natural and built environmental assets of the Plan Area and the proximity to Snowdonia National Park. It is important not only to protect these traditional attractions and facilities and improve the overall quality of existing accommodation, but also to promote and support tourism in off-peak seasons whilst safeguarding environmental and heritage qualities.
- 4.9 Policy TOU/1 states that the Council will promote a sustainable tourism economy by a) Supporting, in principle, proposals for new high quality all-year round sustainable tourism development that diversifies the economy and encourages cross-boundary links with neighbouring authorities in line with Policy TOU/2; b) Resisting proposals that would result in the loss of serviced accommodation, in line with Policy TOU/3; c) Control the development of both new sites and extensions to existing sites for chalets, static and touring caravans and camping within the Plan Area, in line with Policy TOU/4; d) Support, in principle, proposals to extend the holiday season in off-peak periods for existing chalets, static and touring caravans and camping sites whilst sustaining environmental and heritage qualities as set out in Policy TOU/4; e) Improve connectivity by supporting the delivery of improved links at Foryd Harbour, improvements to the Wales Coastal Path and through the Public Rights of Way Improvement Plan in line with Strategic Policy STR/1 and Policy TOU/2; f ) Support, in principle, the establishment of new or converted high quality (4 and 5\*) hotels which broaden the range of accommodation available in line with Policy TOU/2.
- 4.10 The supporting text to Policy TOU/1 states that the natural and built environment assets are key factors in attracting tourists into the area and need to be effectively managed and protected. However, tourism in Conwy is currently experiencing a change in demand with a decline in traditional summer family holidaying and an increasing emphasis on a wider range of activities, not solely restricted to the traditional summer months. The three main growth areas are business tourism, marine activities and short activity and speciality breaks. These growth areas need quality accommodation and facilities to ensure that tourism continues to play an important role in the Plan Area.
- 4.11 There may be exceptional circumstances when larger tourism accommodation and attractions may be appropriate in the open countryside or other non-urban locations



where they result in an all-year-round tourism facility and rural employment gain. Examples of schemes in the open countryside could include: eco-tourism, equestrian activities, mountain biking, canoeing, paint-balling and fishing as part of an integrated tourism facility.

4.12 Policy TOU/2 refers to new sustainable tourism and recreational development. Under clause 1 it states that new high quality sustainable tourism and recreational development within the Urban and Rural Development Strategy Areas will only be supported provided all the following criteria are met; a) the proposal represents an all year round high quality tourism offer which provides a range of tourism facilities and leisure activities; b) the proposal is appropriate in scale and nature to its location; c) the proposal is supported by evidence to demonstrate that there would be local employment benefits; d) the proposal is sustainably accessible and encourages the use of non car based transport; e) the proposal makes use of any suitable existing buildings in preference to new build and previously developed land in preference to greenfield sites where appropriate; f) the proposal would not have an unacceptable adverse impact on occupiers of neighbouring properties; g) the proposal would support and extend the range of facilities on offer within the Country; h) the proposal would assist the Council's regeneration objectives; i) the proposal meets other related policies in the Plan; j) the proposal would not appear obtrusive in the landscape and is accompanied by a detailed landscaping scheme and where appropriate a Landscape and Visual Impact Assessment. Clause 2 states that new high quality holiday accommodation will only be supported where it forms an ancillary or complementary part of any existing or proposed tourism development scheme and meets all criteria 1a) to j) above. There will be a presumption against the development of new static caravan sites, specifically the standard rectangular metal clad type of accommodation.

Note – 4.13 unless we somehow distinguish between the old rectangular caravans and the new trendy accommodation that Robert wants to use then 4.13 seems to shoot us in the foot! And conflict with elsewhere in the report and the conclusion

4.13 Policy TOU/4 states that there will be a presumption against the development of new static (rectangular metal clad) caravan sites. Extensions or improvements to existing chalet, caravan and camping sites within the Rural Development Strategy Area will only be permitted where a) the site is within or adjacent to and would form part of an existing chalet, caravan and camping site; b) any increase in the number of pitches or accommodation is small in scale; c) the scheme would not result ~~or~~ in an unacceptable concentration of sites or pitches at any one locality; d) suitable access can be achieved and the development does not result in an unacceptable risk to

highway safety. The policy states that the term camping site encompasses touring caravans, tents and yurts, whilst schemes for timber pods or alternative small structures will be assessed on their own merits in line with the above criteria.

4.14 The supporting text to the policy states that static and touring caravan sites as well as chalets and camp sites are an important offer of holiday accommodation, which can be crucial to the success of the tourism economy. However such sites are often seen as being visually intrusive, which is particularly apparent in the main resort areas of Towyn and Kinmel Bay where a series of sites have merged and become prominent in the landscape. Similarly, past intensification of sites has visually affected a small number of rural locations. In some areas the cumulative impact of existing sites may be considered visually obtrusive and dominant in the landscape, therefore, the Council will encourage landscaping schemes to improve and screen sites as well as reducing density. The Plan will seek to ensure that future development is permitted only where the proposal would not result in an over concentration of similar uses in the locality and where there is significant enhancement to biodiversity in the area.

4.15 The supporting text goes on to state that for clarity the term tourist 'attraction' refers to a recreation or leisure recreation or leisure offer without accommodation, whilst sites that combine elements of both accommodation and attractions are defined as a tourism 'facility'. Individual schemes of a high design quality where both attractions are combined with accommodation will be assessed on their own merits in line with the above policy and other policies within the Plan. The amount of land given over to self-catering accommodation in the form of static caravans and chalets is excessive in the Urban Development Strategy Area. Therefore, the Council will continue with the long established policy of resisting proposals to develop further land for additional units in these areas. This problem of saturation does not apply in the more extensive rural area. However, such development, particularly static caravans, can be obtrusive in the landscape and damaging to the character of the rural area unless strictly controlled. Whilst recognising this strict control, the Council also believes that given the right location the development of small-scale groups of high quality, purpose built, holiday chalets can be acceptable in the rural area. However, development permitted under the policy must form part of an existing hotel/motel facility, working farm or an established tourist attraction, since this would assist in retaining the enterprise and be beneficial to the rural economy. The replacement of static caravans with woodland-lodge style chalets/cabins will be permitted where it improves the impact on the landscape. However, as with all development, proposals for any accommodation will

only be allowed after it has been demonstrated that there will be no adverse impact on the integrity of the natural environment.

4.16 Immediately to the north of the Land is the Penrefail static caravan park and Roberts touring caravan park. On the northern side of the B5381 is the Sirior Bach static caravan park. Further to the east are a number of other static and touring caravan sites. Having regard to the above tourism policies, it is my opinion that both PPW and the Local Plan would support tourism related developments on the Land. One option is the extension of both the existing static caravan and touring caravan parks into the northern section of the Land. In accordance with Policy TOU/2, a development could comprise an ancillary or complementary part of an existing tourism development (the existing caravan sites). Provided the development formed part of the existing sites and was of a small scale, it would accord with Policy TOU/4. Access could be served either through the existing caravan/camping sites or the B5381 or A548 subject to achieving adequate visibility. A proposal could include the extension of the static park with new statics or preferably high quality log cabins, shepherd huts and other glamping type accommodation and the extension of the touring site. Whilst the Land is located within the Betws Yn Rhos Special landscape Area, a proposal to extend the existing site(s) incorporating a high-quality landscaping scheme would ensure that the development is capable of being satisfactorily integrated into the landscape in accordance with Policy NTE/4. This would be demonstrated through the submission of a Landscape and Visual Impact Assessment to assess the visual and landscape impacts of the development.

4.17 The wording of Policies TOU/2 and TOU/4 imply that any new tourist accommodation within the open countryside will only be allowed if it is linked to an existing caravan/camping site or a new tourism facility (i.e not a stand alone tourist accommodation venture). It is my opinion that this approach is unduly restrictive and not in accordance with the general thrust of current Planning Policy Wales. This is reflective of the age of the Local Plan which covers the period 2007 to 2022. In the last few years, the tourism industry has seen a shift in how people travel and what they're looking to experience when they visit a destination. From a focus on wellness, to connecting more with local communities, to considering how to minimise their environmental footprint, visitors are changing how they travel. These trends have led to a rise in new styles of accommodation such as glamping, shepherd huts, cabins and eco-pods. Conwy Borough has seen the impact of these travel trends with businesses opening or diversifying to adapt to this new kind of travel and choice of accommodation. Planning permissions have been granted for new glamping sites, not associated with an existing caravan or touring site. These include a **Robert Parry's**

existing accommodation (Sior) where he has already appealed on this ground for a shepherd hut at Pen Yr Allt Farm, Tan Y Fron Road, Abergele, LL22 9BB ,10 pods/shepherd huts at Brynffangigl Uchaf, Pen Y Bryn Road, Betws Yn Rhos, LL22 8AD and 3 glamping pods at Tan Y Ffordd, Abergele Road, Llanrwst, LL26 0NT. It is my opinion that there is development potential for a new glamping site at the land which is not linked to either the existing Penrefail static or Roberts touring caravan parks. As such I consider that a proposal for a stand alone new glamping site would be acceptable in principle.

Kerry – 4.17 seems a lot less bullish than how you presented it on page 13 of your original letter (below) – please can we make it more positive upbeat somehow ? really stress that the local plan is at odds with the overriding national policy and is therefore not supportable or sustainable

You will note from the wording of Policies HOU/2 and HOU/4, that any new tourist accommodation within the open countryside will only be allowed if it is linked to an existing caravan/camping site or a new tourism facility (i.e not a stand alone tourist accommodation venture). I consider this to be unduly restrictive and not in accordance with the general thrust of Planning Policy Wales. This is the stance that the Planning Inspector took in his decision letter with regards to the appeal at Pen Yr Allt Farm. He considered that alternative small camping structures, such as shepherd huts, are different to new building un serviced accommodation, which Policy TOU/2 seeks to restrict. As such he allowed a new self catering accommodation development within the rural area that was not linked to any existing tourism use. He also considered that the development would bring about small benefits to the rural economy of Conwy. It may therefore be possible to consider a small scale new glamping site, which is not linked to either the Penrefail static or Roberts touring caravan parks.

4.18 As the adopted Local Plan covers the period 2007 to 2022, the Council has produced a series of topic papers which have been put together to inform the production of the Conwy Replacement Local Development Plan (RLDP). A Tourism topic paper was published in 2018. It states that there have been a number of enquires/applications for new campsite or caravan sites on existing farm holdings. With these new types of small scale 'glamping' accommodation becoming increasingly popular the Authority will need to consider these types of applications and draft appropriate policy to support the development of small scale low impact alternative accommodation associated to genuine farm diversification. New developments would need to be in suitable locations and not have a negative impact on the landscape. Specific policies may be required to ensure farm and rural business diversification is appropriate, assists the retention of the enterprise and benefits the rural economy. In recent years since the adoption of the LDP there has been an increase in the types of self-catering/temporary accommodation on the market. The types of accommodation that have been seen are pods, yurts, tepees and wooden tents, collectively these are known as 'glamping'. There has been increasingly more enquiries and applications regarding these

alternative types of accommodation, both to be used on new sites and also existing sites within Conwy. The Authority is likely to experience an increase in planning applications for these non-traditional types of accommodation. This type of 'low impact' accommodation can be aesthetically more acceptable than 'traditional' forms of accommodation such as static caravans. Therefore, current LDP policies will require modification to ensure that all types of holiday accommodation are included and assessed appropriately. A successful tourism destination is highly dependent on the quality, level and type of accommodation available within that area. Providing quality accommodation is one of Conwy's key priorities, there is a need to ensure there is a sufficient supply and range of quality accommodation to meet changing market needs, accommodate growth and support a thriving tourism economy. Furthermore, it is also recognised that a broader range of serviced accommodation would allow more choice for the visitor and appeal to the growing short break market. A copy of the topic paper is contained within Appendix KJP4.

4.19 It is clear from the topic paper that the Council accepts that the current local plan policies need to be updated to reflect current demand for glamping proposals in rural area. The Council is currently preparing the Deposit Plan, which is hoped to be published in 2024. – could we put something helpful in about what the new plan is expected to say even if speculative and conjecture at the moment – maybe also Rachel Reeve new policies coming in

4.20 I have referred above to proposals for the extension of existing camping and caravan sites or provision of new un serviced accommodation. However, Policies HOU/1 and HOU/2 also allow for new tourism facilities and leisure activities. Indeed the supporting text to Policy HOU/1 clearly states that larger tourism accommodation and attractions may be appropriate in the open countryside or other non-urban locations where they result in an all-year-round tourism facility and rural employment gain. The supporting text to Policy HOU/2 states that newbuild attractions and serviced accommodation could however be permitted in certain areas of the countryside if there are no sequentially preferable sites or buildings. This will enable particular development that could help extend the tourism season, provide benefit to the local community and promote greater links with Snowdonia National Park.

4.21 As previously mentioned, the Land is located adjacent and in close proximity to established caravan and camping sites. In my opinion Policies TOU/1 and TOU/2 would support new build proposals that would enhance the existing tourism offer within the surrounding area. Policy TOU/1 gives examples of schemes in the open countryside which would be considered acceptable, including eco-tourism, equestrian

activities, mountain biking, canoeing, paint-balling and fishing as part of an integrated tourism facility. Other potential developments could include a café or restaurant to serve the nearby campsites and also the cycle and motorbike tourists who use the adjacent roads. A new build hotel or guest house would also be considered acceptable under Policy HOU/2 as this would comprise new serviced accommodation. Provided that any proposal included high quality landscaping with screening, it is considered that such leisure and/or tourism facilities could be satisfactorily assimilated into the landscape.

4.22 The tourism topic paper states that North West Wales has witnessed a considerable growth in activity based tourism over recent years and it is regarded as a potential major future growth area within Conwy. Furthermore, adventure tourism offers great opportunity to develop an all year round tourism product in that it is least affected by changes in the weather. The RLDP objectives and policies will continue to support the development and adaptation of a range of tourism attractions, in appropriate locations, to accommodate a wide array of activities in both the rural and urban areas. The paper recommends that Policies TOU/1 and TOU/2 be amended and that new policies may be required to cover adventure tourism sites.

4.23 The topography of the Land would support a proposal for renewable energy, either as a stand alone development or in connection with a leisure or recreation facility. Clause b) of Policy NTE/6 states that the Council will promote renewable energy sources within development proposals which support energy generation from biomass, marine, waste, solar and wind sources, including micro generation where this is acceptable, in terms of impact on quality of life, amenity, landscape, viability and biodiversity in line with Policies DP/6 and NTE/7. The supporting text states that renewable energy schemes will be encouraged where appropriate but the best way of meeting these aspirational targets in this Borough is through encouraging the use of on-site renewable energy sources. Given the likely scale of new development in Conwy over the Plan period within the urban coastal belt areas, the potential contribution from this source is considerable. It could take various forms including localised wind generators, solar panels or photo-voltaic cells incorporated into buildings.

4.24 There are examples of planning permissions being granted for solar farms within the rural area including that at Kinmel Solar Farm. Towyn and Teyrdan Farm, Llanelian, Colwyn Bay, Conwy, LL29 8YU. It is my opinion that the principle of development for the Land to be developed as a solar farm would be acceptable.

4.25 Policy NTE/7 considers onshore wind turbine development. Clause 2 states that outside the Clocaenog SSA the development of medium-scale wind farms over 5MW and below 25MW will only be approved in exceptional circumstances in the context of the following: a) Acceptability in terms of other Local Development Plan policies; b) The potential cumulative impacts on surrounding communities, landscape and environment are considered acceptable. Where the development of a wind farm is considered to have an unacceptable cumulative impact it will be refused; c) The development will not generate noise levels or shadow flicker that would be unacceptably detrimental to the amenity enjoyed by nearby residents or by users of public rights of way or other recreational facilities or areas; d) A satisfactory Environmental Impact Assessment should propose measures for the safeguarding, remediation and enhancement of habitat and biodiversity; e) Where possible, turbines are located no less than 500 metres from an occupied dwelling or other noise-sensitive building; f) Within SLAs wind turbine schemes medium-scale or larger will be resisted; g) Exceptional circumstances are considered to be where there is an overriding need or capacity issue which cannot be met within the SSA.

4.26 Clause 3 of Policy NTE/7 states that micro and small scale wind turbine development (5MW and less) will only be supported where a) It is of a proportionate scale in terms of predominant energy production to supply the building(s) which it directly serves; b) It does not compromise the ability of the SSA to achieve its anticipated target of energy production; c) Criteria 2 a) - f) above are met and where appropriate a satisfactory EIA has been submitted; d) Within SLAs wind turbines will not be permitted unless serving a dwelling or cluster of dwellings at micro scale.

4.27 The Land is located within the Betws Yn Rhos Special landscape Area where medium scale or larger wind turbine schemes are resisted. However micro schemes are allowed where they serve a dwelling or cluster of dwellings. For micro schemes, single to twin turbine applications (under 50kW), turbines are restricted to 20m below blade tip. The supporting text to Policy NTE/7 states that national policies also encourage smaller, community-based wind farm schemes, typically of less than 5MW, as well as other forms of renewable energy, such as biomass, geothermal and CHP where their effects are considered acceptable. Stand alone renewable energy projects that are sympathetic to landscape character and local amenity will also be supported.

4.28 Reference has been made to the fact that the Land is located within the Betws Yn Rhos Special landscape Area and that any proposed development, whether tourism, leisure or renewable energy would need to assimilate into the landscape or at least not

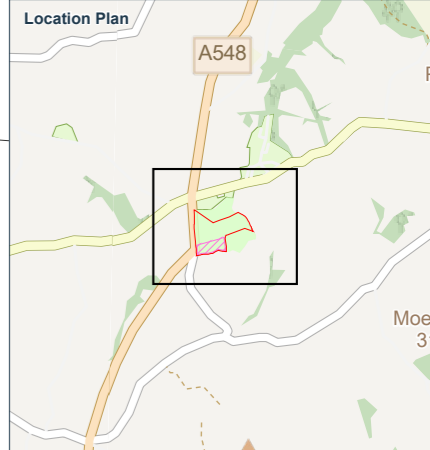
have any detrimental impact upon the quality or special character of the landscape. This can be achieved through high quality landscaping and screening. Other material considerations that would need to be taken into account when assessing the development potential of the land are flood risk, highways and access, biodiversity, land safeguarded for minerals etc. The part of the Land which would have the most development potential is that which lies adjacent to the boundary with the A548 and to the south of the Penrefail static caravan park and Roberts touring caravan park. This land is outside the sand and gravel safeguarding area and also Zone B of the NRW DAM Map and Zones 2 and 3 for surface water and small watercourses of the Flood Map for Planning. This section of the A548 is straight and has excellent visibility with two existing access points onto the land. Unfortunately, it is this most developable area of the Land that is included within the application site and which is referred to in Article 20 of The Order (plot 06-103). As such, if The Order is confirmed as proposed, it would result in the majority of the developable area of the Land being blighted for future development.

- 4.29 Section 149 of the Town and Country Planning Act 1990 ('TCPA') defines 'blighted land' as land falling within Schedule 13 of that Act. 2.3 Paragraph 24(3) of Schedule 13 states that land falls within the definition if "an application for an order granting development consent seeks authority to compulsorily acquire the land". The Explanatory Notes to the Planning Act 2008 provide further clarification, as follows: A national policy statement identifying a location as a suitable (or potentially suitable) location for a nationally significant infrastructure project may create blight at that location, reducing land values and making it hard to sell the land. Blight may also result from an application being made for an order granting development consent authorising the compulsory acquisition of land or from such authorisation being given. Section 175 amends TCPA 1990 (which extends to England and Wales), so as to allow owner occupiers adversely affected in this way to have the benefit of the existing statutory provisions relating to blight. The effect of subsection (6) is that the "appropriate authority" (who should receive the blight notice) in the case of blight caused by a national policy statement is the statutory undertaker named as an appropriate person to carry out the development in the national policy statement, or the Secretary of State where there is no such named undertaker. The Secretary of State is to determine any disputes as to who should be the appropriate authority. Subsection (4) prevents the appropriate authority from serving a counter-notice to a blight notice on grounds of having no intention of conducting the development. Subsection (7) makes it clear that the "appropriate enactment" for a blight notice is the development consent order, or the draft order in the terms applied for.



## 5.0 CONCLUSION

5.1 Having completed the planning appraisal, it is considered that National and local planning policy would support in principle a proposal for high quality prestige unique destination?? tourism and leisure development on the Land, whether this be for tourism accommodation (self catering and catered) or for provision of leisure/recreational facilities, - we need to stress and distinguish what Robert wants to do with the specialist chalets on stilts etc subject to other material considerations. It is also considered that small scale renewable energy proposals may also be acceptable. The granting of the Development Consent Order would effectively restrict any future development of the Land as it would involve the most developable sections of the Land, in particular the land adjacent to the A548. As such the Order would create blight to the detriment of the land owners.



- Key:**
- Grantor's Property
  - Option Area
  - Indicative Construction Compound

**Area:**  
 Option Area: 13.70ac/5.54ha  
 Indicative Compound Area: 3.62ac/1.46ha

**Notes:**  
 Coordinate System: British National Grid  
 Projection: Transverse Mercator  
 Datum: OSGB 1936

**Grantor:**  
 Harriet Mary Parry & Robert Wynne Parry & Griffith Wynne Parry & Elizabeth Wynne Wade

**Location:**  
 Ffordd Rufeinig, Llanfair Talhaiarn, Conwy, LL22 8PN

**Coords:** 293799, 373786

**Scheme Name:**  
 Mona Offshore Wind Farm

**Drawing Name:**  
 Heads of Terms Plan

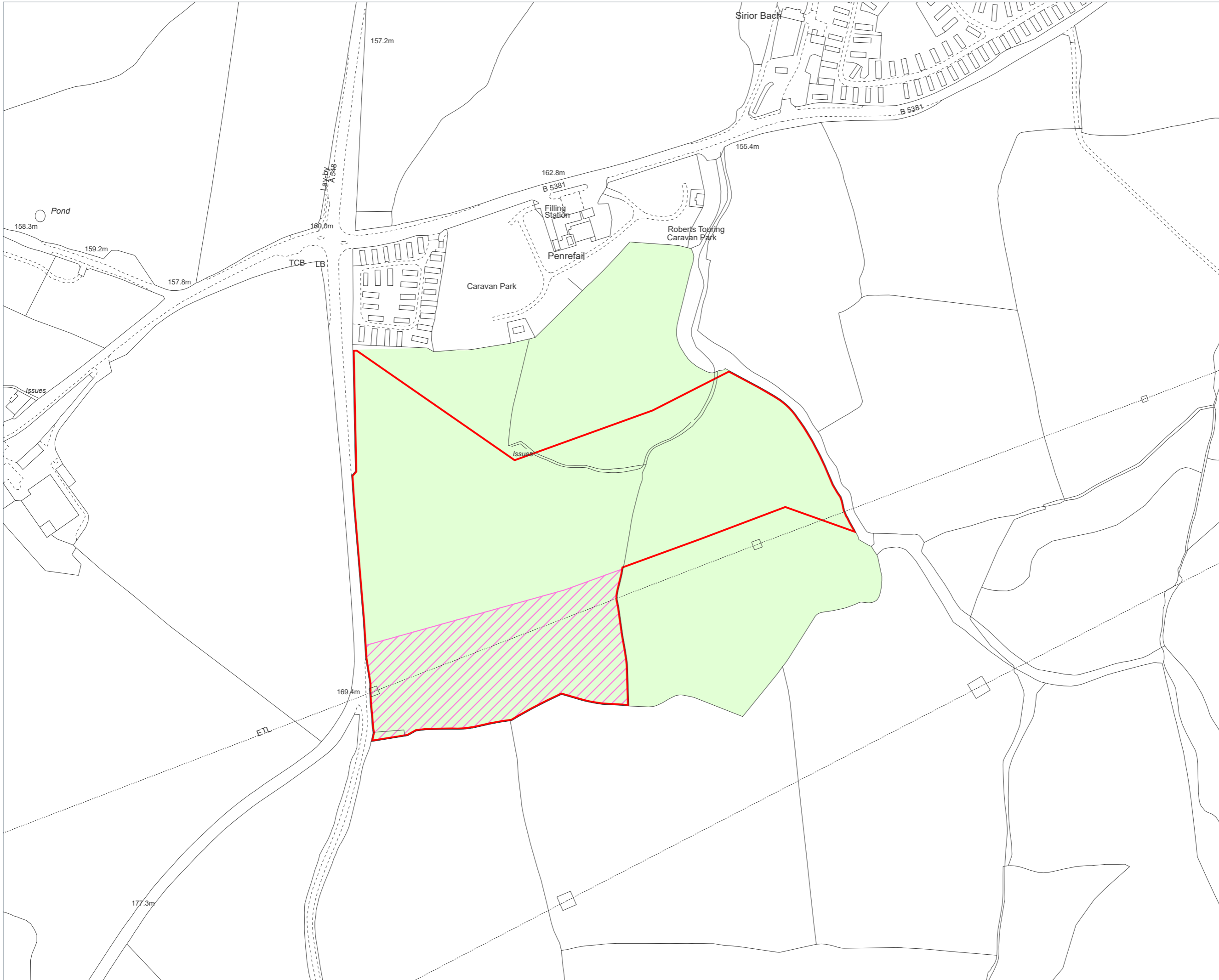
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Rev	Date	Description
-	17.04.2024	First Issue

**Drawn:** IN  
**Approved:** ED  
**Sheet No:** 1 of 1  
**Sheet Size:** A3



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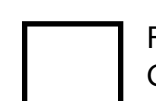




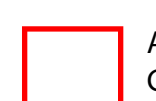

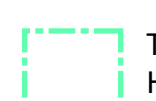
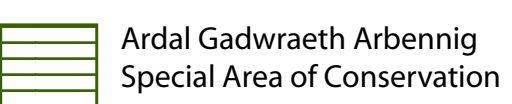

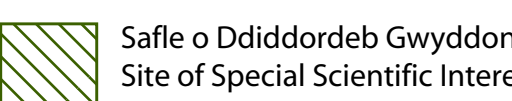
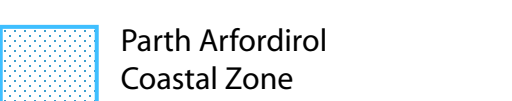
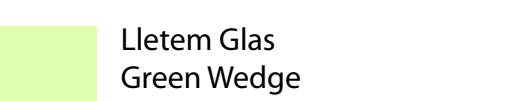

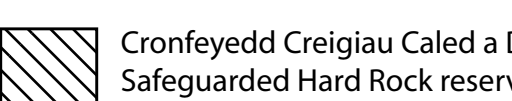
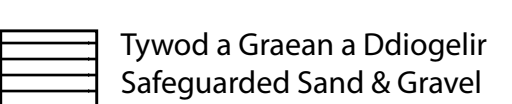
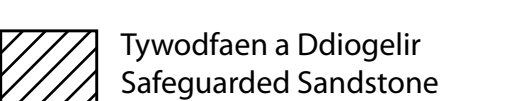


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# Map 1: Map o'r sir cyfan County wide map

## Esboniad i'r map Map legend

-  Ffin Bwrdeistref Sirol Conwy  
Conwy County Borough Boundary
-  Ffin Mapiau Cynigion  
Boundary of Proposals Maps
-  Parc Cenedlaethol Eryri  
Snowdonia National Park
-  Ffiniau Anheddiad  
Settlement Boundaries  
DP/2, HOU/1, HOU/2, HOU/6, EMP/1, EMP/2
-  Lleoliad Hanfodol Safle Trefnadaeth y Byd  
Essential Setting of World Heritage Site  
CTH/1, CTH/2
-  Ardal Gadwraeth  
Conservation Area  
DP/6, CTH/1, CTH/2
-  SSA Clocaenog  
Clocaenog SSA  
NTE/7, NTE/8
-  Tirwedd Hanesyddol  
Historic Landscape  
DP/6, CTH/1, CTH/2
-  Ardal Gadwraeth Arbennig  
Special Area of Conservation  
DP/6, NTE/1, NTE/3
-  Ardal Warchodaeth Arbennig  
Special Protection Area  
DP/6, NTE/1, NTE/3
-  Safle o Ddiddordeb Gwyddonol Arbennig  
Site of Special Scientific Interest  
DP/6, NTE/1, NTE/3
-  Parth Arfordirol  
Coastal Zone  
DP/6, NTE/1, NTE/5
-  Lletem Glas  
Green Wedge  
NTE/1, NTE/2
-  Ardal Tirwedd Arbennig  
Special Landscape Area  
DP/6, HOU/1, NTE/4
-  Cronfeydd Creglau Caled a Ddiogelir  
Safeguarded Hard Rock reserves  
MWS/1, MWS/2, MWS/3
-  Tywod a Graean a Ddiogelir  
Safeguarded Sand & Gravel  
MWS/1, MWS/3
-  Tywodfaen a Ddiogelir  
Safeguarded Sandstone  
MWS/1, MWS/3

## Rhestr o fapiau cynigion y CDLI List of LDP proposals maps:

- Map 1:** Map o'r sir cyfan/County wide map
- Map 2:** Llanfairfechan, Penmaenmawr & Dwygyfylchi
- Map 3:** Llandudno, Conwy, Deganwy, Llanrhos, Cyffordd Llandudno/Llandudno Junction, Bae Penrhyn/Penrhyn Bay & Ochr Penrhyn/Penrhynside
- Map 4:** Llandrillo yn Rhos/Rhos on Sea, Bae Colwyn/Colwyn Bay, Hen Golwyn/Old Colwyn, Mochdre & Llysfaen
- Map 5:** Abergele, Pensarn, Tywyn/Towyn, Bae Cimmel/Kimmel Bay & Llanddulas
- Map 6:** Llanrwst
- Map 7:** Glan Conwy
- Map 8:** Betws yn Rhos
- Map 9:** Cerrigydrudion
- Map 10:** Dolgarrog
- Map 11:** Eglwysbach
- Map 12:** Llanfair Talhaiarn
- Map 13:** Llangernyw
- Map 14:** Llansannan
- Map 15:** Tal y Bont/Castell
- Map 16:** Trefriw



## Cynllun Datblygu Lleol Conwy Local Development Plan 2007 - 2022

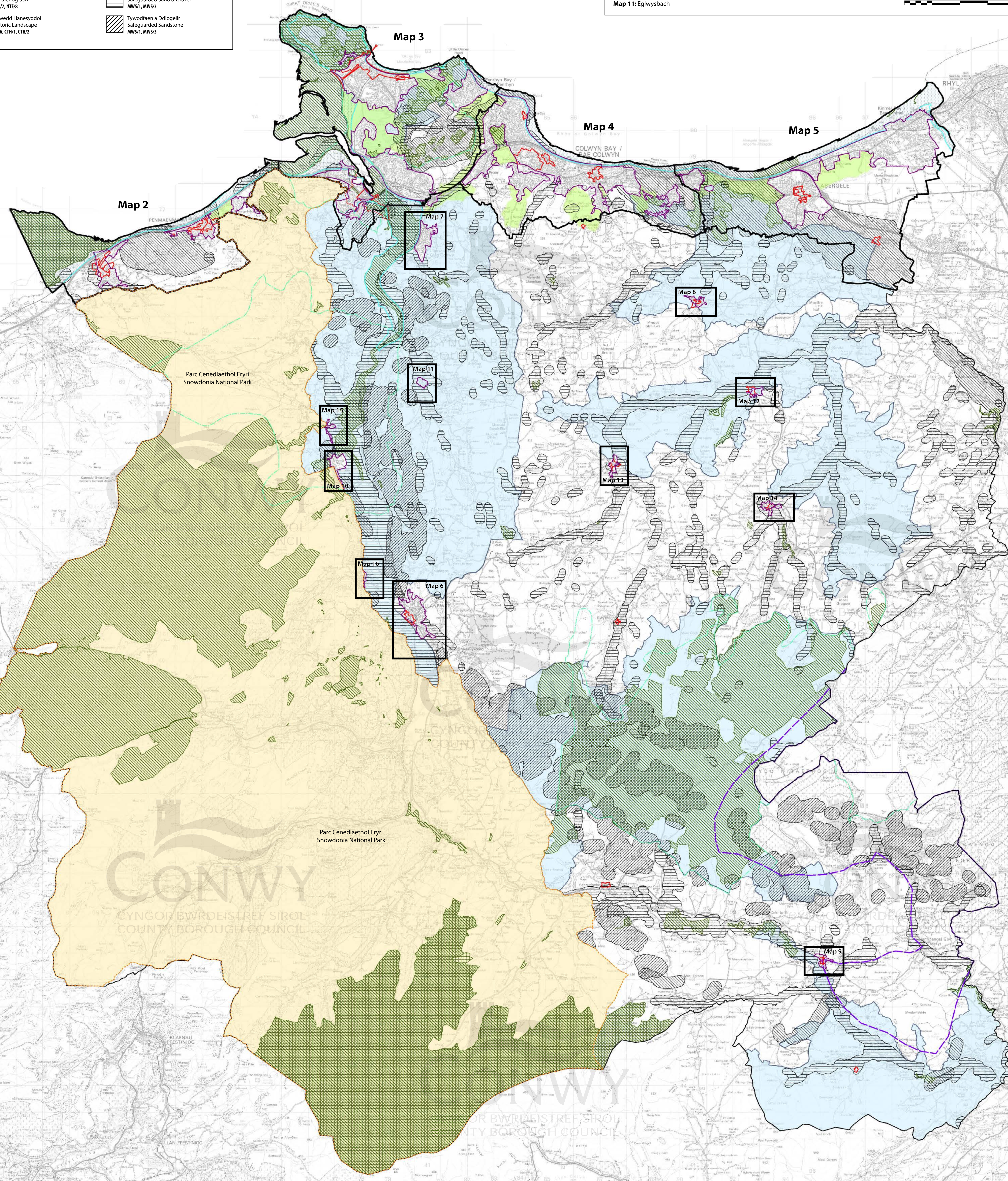
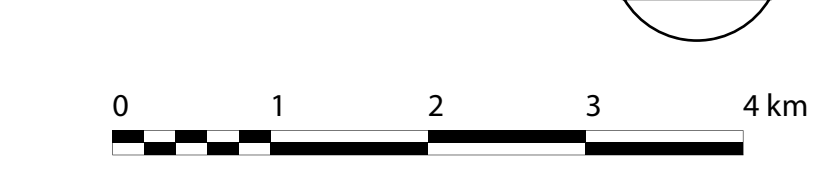
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Adopted Version 2013

Mae mapiau cynigion rhyngweithiol ar gael ar wefan CDLI Conwy. Cyfeirir i wefan y CDLI hefyd i weld y polisi llawn a gwybodaeth dystiolaeth gefndriol ac i lawrwytho copïau o'r map cynigion hwn a mapiau cynigion eraill.

Interactive proposals maps are available on the Conwy LDP website. Also refer to the LDP website for full policy and background evidence information and to download copies of this and other proposals maps.

conwy.gov.uk/cdli conwy.gov.uk/ldp

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“The Conwy Local Development Plan provides a clear vision on how new development can address the challenges we face”

---

## Foreword

We are privileged to live and work in a beautiful area. The things we enjoy about Conwy result from the interaction of local communities and the environment. Sometimes features are incidental, sometimes they have evolved over a very long time and sometimes they are planned; whatever the case we need to try and ensure that future communities have the opportunity to enjoy all that is best about Conwy. That is not to say things will remain the same; the area faces many pressures and challenges that can only be addressed by looking at the problems afresh.

We must find ways of meeting the local people’s housing and affordable housing needs and enable the provision of well-paid jobs for future communities that are generated by the current and future population, whilst safeguarding the linguistic character of communities, protecting the environment and addressing the threats from flood risk. At the same time, we must ensure that there is sufficient capacity in the development industry to deliver the level of growth promoted over the Plan period and also ensure that flexible mechanisms are put in place that promote a younger population by encouraging the existing and future younger population to remain and prosper in Conwy.

The process of preparing the new Local Development Plan has been a long and complex one. We have spent a great deal of time exploring the issues, consulting with a wide range of organisations, including the town and community councils, commissioning specialist studies and considering existing evidence. This process has allowed us to discuss the issues affecting the County Borough with many people and has provided a solid foundation on which to develop the document now before you.

This Conwy Local Development Plan provides a clear vision on how new development can address the challenges we face and identifies where, when, and how much new development will take place in Conwy up to 2022.

I would like to thank all those who have contributed to the development of this Plan and hope it provides the basis for the provision of new development in Conwy to address the needs of the local communities in a sustainable and locally distinctive manner.

**Councillor Dilwyn Roberts**  
**Leader of the Council**

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Section 1  
**Introduction**



## Section 1

# Introduction

Synopsis

The Conwy Local Development Plan (LDP)

Structure of the Plan

Background Evidence Papers

Sustainability Appraisal and Strategic Environmental Assessment

Habitats Directive Assessment

The Status of the Document and Cancellations

Policy Framework

Plan Area Context

The Key Issues in Conwy

The Issues facing Conwy



## 1.1 Synopsis

1.1.1 The Conwy Local Development Plan (LDP) covers that part of the Conwy County Borough outside Snowdonia National Park (known as the Plan Area). The Plan Area is rich in historic assets, has a buoyant tourism industry, excellent transport links, good water and air quality and a high quality natural environment (including coast and countryside). However, population and household projections have demonstrated that the population of the Plan Area could increase by as much as 7,850 people by 2022. The main characteristics of this population change and associated concerns are:

- The number of people within the 18-64 age group is declining resulting in a reduction in those of economically active age at the detriment to the economic performance of the Plan Area;
- The number of people aged 65+ is increasing significantly resulting in increased pressure on social care, health facilities and services at the detriment to economic performance;
- The number of children is projected to decrease significantly at the detriment to future economic performance, school pupil levels and community identity;
- The number of people living together in households is projected to decrease resulting in a requirement for new housing to support the existing population and a decline in family sized homes;
- The number of people in-migrating into the Plan Area far exceeds those out-migrating resulting in an increased need for more housing and employment opportunities and;
- The number of people residing in the Plan Area who out-commute to work in locations outside of the Plan Area is unsustainable resulting in a need to increase local employment opportunities.

1.1.2 The impact of these impending population changes creates a number of priority issues for the Council. There is a need to:

- Accommodate a sustained and deliverable level of housing and employment growth which reflects the principal natural population change, household size change and net in-migration;
- Accommodate additional employment opportunities to contribute to reducing out-commuting levels;
- Encourage a more balanced age structure and promote a more stable economic position through housing and employment offer, skills development, jobs creation and creative housing design. Whilst at the same time, adjusting to an ageing population in terms of health, social care, housing and employment need;
- Contribute to the current requirements for Affordable Housing for Local Need (AHLN) and maximise future provision;
- Protect Conwy's outstanding natural and built environment;
- Safeguard and promote the Welsh language and community identity;
- Encourage development which seeks to achieve the priority objectives of the Plan.





1.1.3 Having had regard to all these factors, the Council proposes a sustainable level of growth consisting of between approximately:

- 6,520 new housing units with a 10% contingency level of up to 7,170 new housing units to reflect natural population change, household size change and net in-migration.
- 2,350 new jobs with a contingency level up to 2,585 new jobs to reflect natural population change, household size change and net in-migration.
- 1,800 jobs with a contingency level up to 1,980 new jobs to contribute to reducing out-commuting levels.
- 1,875 new affordable housing units (1,000 from new build).

## 1.2 The Conwy Local Development Plan (LDP)

1.2.1 The Planning and Compulsory Purchase Act 2004 requires the Council to prepare an LDP for the Plan Area which acts as a single framework for the control of development and use of land within its administrative boundary. It sets out the key challenges facing Conwy, identifies the Vision, Objectives and the Spatial Strategy for development in the area over the period 2007 to 2022. The LDP will be used by the Council to guide and control development providing the basis by which planning applications will be determined. The LDP replaces existing Structure Plans and Local Plans which previously provided the policy framework for the Conwy Plan Area.

1.2.2 The purpose of the LDP is to:

- Provide a practical and detailed basis for the control of development and use of land.
- Afford protection to the natural and built environment.
- Provide incentive to developers by allocating land for particular types of development.
- Bring local and detailed planning issues before the public.

## 1.3 Structure of the Plan

1.3.1 The structure of the plan is such that clearly demonstrates how the needs and issues facing Conwy are to be tackled and delivered by 2022.





1.3.2 Section 2 sets out the key objectives of the Plan detailing how the land-use theme of the Conwy Community Strategy and key issues facing Conwy are to be tackled over the Plan period.

Section 3 presents the Council's Spatial Strategy to deliver the vision and objectives over the Plan period.

Section 4 comprises the development principles, strategic and criteria based policies against which development proposals will be determined.

Appendix 1 shows how the particular policies and development sites will be implemented, including which agencies will contribute towards delivery.

The Implementation Plan includes a Phasing Plan, Strategic Site descriptions and a list of the type of supporting information that will be required at planning application stage for each of the strategic sites.

Appendix 2 sets out the LDP Monitoring Framework, providing the basis for review or partial review of the Plan and modifications, where required.

1.3.3 The LDP is also supported by a Proposals Map which shows the geographical location and extent of the site specific developments and protection policies that are designated within the LDP.

## 1.4 Background Evidence Papers

1.4.1 Various background papers and other technical data have provided the evidence base for the approach taken in this Conwy LDP (refer to the Council's website for a definitive list [www.conwy.gov.uk/ldp](http://www.conwy.gov.uk/ldp)).

“The structure of the plan is such that clearly demonstrates how the needs and issues facing Conwy are to be tackled and delivered by 2022.”

---

## 1.5 Sustainability Appraisal and Strategic Environmental Assessment

1.5.1 A Sustainability Appraisal and Strategic Environmental Assessment (SA/SEA) has been carried out on the Conwy LDP to ensure that it meets social, economic and environmental objectives. The SA/SEA has been an important process in identifying areas of change and mitigation measures to ensure the Conwy LDP is sustainable. The results of the SA/SEA are presented in BP/10 available on the Council's website [www.conwy.gov.uk/ldp](http://www.conwy.gov.uk/ldp).

## 1.6 Habitats Directive Assessment

1.6.1 The Council is required to undertake an Appropriate Assessment of its land use development plans where it potentially affects European Sites (Special Areas of Conservation, Special Protection Areas and Offshore Marine Sites). An initial Habitats Regulations Appraisal (HRA) Screening Exercise was undertaken on the Conwy LDP assessing its overall impact, which is available on the Council's website.

---

“A Sustainability Appraisal and Strategic Environmental Assessment (SA/SEA) has been carried out on the Conwy LDP to ensure that it meets social, economic and environmental objectives.”





## 1.7 The Status of the Document and Cancellations

1.7.1 When the LDP is adopted in 2013, for the purposes of Section 38(6) of the Planning and Compulsory Purchase Act 2004 the following plans will be cancelled:

### Structure Plans

- Adopted Gwynedd Structure Plan (1993)
- Adopted Clwyd Structure Plan - Second Alteration (1999)

### Local Plans

- Adopted Colwyn Borough Local Plan (1999)
- Adopted Llandudno Conwy District Plan (1982)

### Unitary Development Plan

- Draft Conwy UDP (2001)

### Statement

- Affordable Housing Delivery Statement

## 1.8 Policy Framework The Wales Spatial Plan

1.8.1 The Planning and Compulsory Purchase Act 2004 and accompanying regulations require that the Conwy LDP must have regard to the Wales Spatial Plan (WSP). The WSP is divided into six cross-boundary Spatial Plan Areas (SPAs). The Conwy Plan Area falls mainly within the North East Wales – Border and Coast SPA and is seen as making a very important contribution to both the Welsh and UK economy. The future prosperity of the Area is closely linked with that of North West England SPA as well as the neighbouring SPA of North West Wales and Central Wales. Further information on the relationship between the LDP and WSP is provided in BP/1 ‘Related Plans and Strategies’.

1.8.2 Other important national, regional and local plans and strategies have influenced the direction of the Conwy LDP. The main implications of these matters on the Plan are summarised in BP/1. However, throughout this LDP the relevant documents are referred to in the reasoning and justification for the policy approach, where appropriate.

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“The Plan Area is an area of outstanding landscape ranging from sandy beaches and headlands to sheltered valleys, open moors and natural woodland...”

## 1.9 Plan Area Context

1.9.1 The Plan Area covers an area of 1,130 sq. km. with an estimated resident population of approximately 111,700 people. The urbanised settlements of the Plan Area, predominantly along the narrow coastal belt, houses around 85% of the overall population, with the remaining 15% falling within rural settlements. Around 4% of the population reside in the Snowdonia National Park, which is located outside of the Plan Area. The coastal town of Llandudno represents the largest populated area (20,000 inhabitants), closely followed by Conwy (14,200 inhabitants), Abergele (10,000 inhabitants), Colwyn Bay (9,700 inhabitants) and Towyn & Kinmel Bay (7,800 inhabitants), all of which are served via excellent road and rail transport links and well established public transport services. The remaining, predominantly inland, rural area contains a number of locally important main villages and hamlets offering key facilities and services.

1.9.2 The Plan Area is an area of outstanding landscape ranging from sandy beaches and headlands to sheltered valleys, open moors and natural woodland which borders the mountains of Snowdonia National Park. There are a number of Historic Landscape areas as well as five designated nature conservation sites of international importance, which are offered the highest level of environmental protection. The Plan Area also includes a number of locally designated sites which contribute to the overall character and quality of the natural environment.

1.9.3 In general terms, the economy relies heavily upon tourism and service industries, and is largely evident within the urban coastal settlements and the attraction of the rural area. Industrial employment, although limited to a certain extent and predominately located near the coast, includes manufacturing and research, and is found in places such as Kinmel Bay, Colwyn Bay and Llandudno Junction. Agriculture and forestry are important employment activities in the predominately Welsh speaking rural areas. Some of these rural settlements are either partly or wholly within the National Park.

1.9.4 Llandudno is a traditional Victorian seaside resort, which combines its existing tourism role with a thriving commercial centre and acts as the sub-regional shopping centre for the area. Conwy Town Centre falls within a designated World Heritage Site and is important in terms of its contribution to the tourist economy, whilst Llandudno Junction is emerging as an important location for office and business-led investment. Other local important urban settlements include Llanfairfechan and Penmaenmawr to the west and the towns of Abergele and Kinmel Bay to the east.



1.9.5 Conwy is faced with the challenge of improving socio-economic conditions in areas of economic decline and multiple deprivation, such as Colwyn Bay. In order to meet this challenge, a Strategic Regeneration Area (SRA) has been designated to foster an economic and social upturn especially in central and eastern Conwy. The SRA is wide reaching and extends into the neighbouring county of Denbighshire.

## 1.10 The Key Issues in Conwy

1.10.1 In order to ensure a robust basis for the development strategy of the plan, a review was undertaken of the social, economic and environmental information available for issues affecting the Plan Area.

1.10.2 Further details of these issues are set out in the LDP Consultation Report and BP/1 available on the Council's website [www.conwy.gov.uk/ldp](http://www.conwy.gov.uk/ldp).

## 1.11 The Issues facing Conwy

1.11.1 The table below provides a list of the priority issues, their source and related outcomes from the 'One Conwy' Community Strategy, related spatial objective and relevant policies in this LDP to contribute towards tackling them.

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“a review was undertaken of the social, economic and environmental information available for issues affecting the Plan Area”



Table 1: Key Issues Impacting on the Plan Area

PRIORITY ISSUES	SOURCE	ONE CONWY OUTCOMES	LDP SPATIAL OBJECTIVE	LDP IMPLEMENTATION
<p><b>Overcoming High Levels of Constrained Land:</b> Previously Developed Land in Conwy is limited. Additionally, the potential for development is also constrained resulting from a high level of flood risk along the coast in particular in Llandudno and to the east of the Plan Area, high levels of natural and heritage assets and topography. However, Conwy needs to use land efficiently, by locating development in sustainable locations and, where practicable, on previously developed land to protect the unique natural and built environment.</p>	<ul style="list-style-type: none"> <li>▪ Wales Spatial Plan (Update 2010)</li> <li>▪ BP/4 'Housing Land Supply'</li> <li>▪ BP/5 'Housing Land Availability Study'</li> <li>▪ BP/27 'Landscape Character Areas'</li> <li>▪ BP/28 'Historic Environment'</li> <li>▪ BP/30 'Phasing Plan'</li> <li>▪ BP/31 'Capacity of the House Building Industry'</li> <li>▪ BP37 'Growth Distribution Options Report'</li> </ul>	<p><b>1, 2, 3, 6, 8</b></p>	<p><b>SO 1</b></p>	<p>Development Principles, HOU/1, EMP/1, NTE/1, Design SPG, Planning Obligations SPG and Biodiversity in Planning SPG</p>
<p><b>Tackling Deprived Areas:</b> Colwyn Bay has experienced a significant decline in the tourism industry. There is a need to promote the comprehensive regeneration and renaissance of Colwyn Bay to broaden economic activity, address social exclusion, reduce deprivation, and limiting and reducing Houses in Multiple Occupation (HMO) through the Strategic Regeneration Area Initiative and the Colwyn Bay Masterplan.</p>	<ul style="list-style-type: none"> <li>▪ Wales Spatial Plan (Update 2010)</li> <li>▪ Bay Life Initiative Strategy (2006)</li> <li>▪ Welsh Government Strategic Regeneration Initiative Area Status.</li> <li>▪ Colwyn Bay Masterplan Brief (2009)</li> <li>▪ Colwyn Bay Masterplan Baseline Study</li> <li>▪ 'Turning the Tide Strategy'</li> <li>▪ BP/37 'Growth Distribution Options Report'</li> </ul>	<p><b>3, 5, 8</b></p>	<p><b>SO 2</b></p>	<p>Development Principles, HOU/1, CFS/1, Planning Obligations SPG, Householder Design Guide SPG, Design SPG, Colwyn Bay Masterplan SPG and Welsh Language SPG</p>

PRIORITY ISSUES	SOURCE	ONE CONWY OUTCOMES	LDP SPATIAL OBJECTIVE	LDP IMPLEMENTATION
<p><b>Accommodating Sustained Housing Growth and promoting a More Balanced Age Structure:</b> More houses are required as a result of changing household sizes and net in-migration. There is a need to accommodate a maximum of up to approximately <b>6,520</b> new houses, with a contingency level of up to <b>7,170</b> new housing units, primarily in the accessible and sustainable urban coastal belt locations. The new houses will be of the right type and creatively designed to encourage the younger population and families to remain and return to the area in order to contribute to a step change in the predicted population age structure and associated declining workforce.</p>	<ul style="list-style-type: none"> <li>▪ Wales Spatial Plan (Update 2010)</li> <li>▪ BP/2 'Population and Household Projections';</li> <li>▪ BP3 'Growth Level Options Report';</li> <li>▪ Welsh Government (WG) latest 2008 based National and Sub National Household Projections.</li> <li>▪ BP/9 'Affordable Housing Viability Study'</li> <li>▪ BP/30 'Phasing Plan'</li> <li>▪ BP/31 'Capacity of the House Building Industry'</li> <li>▪ BP/37 'Growth Distribution Options Report</li> </ul>	<p><b>3, 4</b></p>	<p><b>SO 3</b></p>	<p>Development Principles, HOU/1, Planning Obligations SPG, Householder Design Guide SPG, Buildings and Structures of Local Importance SPG, Biodiversity in Planning SPG, Design SPG, Welsh Language SPG and Rural Conversions SPG.</p>
<p><b>Prioritising Affordable Housing Need:</b> Conwy has an inadequate supply of affordable housing for local need. There is a requirement to ensure that provision of up to approximately <b>1,875</b> new affordable homes for local need are provided to contribute to the levels of demand and to promote a more balanced age structure.</p>	<ul style="list-style-type: none"> <li>▪ BP/7 'Local Housing Market Assessment (Phase 1)';</li> <li>▪ BP/9 'Affordable Housing Viability Study'</li> <li>▪ BP/34 'Site Viability Assumptions Paper'</li> <li>▪ BP/36 'Affordable Housing Needs Calculation'</li> <li>▪ Conwy Affordable Housing Register (2010)</li> <li>▪ Conwy First Steps Register (2010)</li> </ul>	<p><b>3, 4</b></p>	<p><b>SO 3</b></p>	<p>Development Principles, HOU/1, Planning Obligations SPG, Householder Design Guide SPG, Buildings and Structures of Local Importance SPG, Biodiversity in Planning SPG, Design SPG, Welsh Language SPG and Rural Conversions SPG.</p>
<p><b>Accommodating Gypsies and Travellers:</b> Conwy needs to ensure that appropriate mechanisms are in place to accommodate any identified need for gypsies and travellers.</p>	<ul style="list-style-type: none"> <li>▪ BP/22 'Gypsy and Traveller Site Demand Assessment';</li> <li>▪ CCBC Unlawful Encampments Register (Dec 2009),</li> <li>▪ BP/7 'Local Housing Market Assessment (Phase 1)'</li> </ul>	<p><b>3, 4</b></p>	<p><b>SO 3</b></p>	<p>Development Principles, and HOU/1</p>

PRIORITY ISSUES	SOURCE	ONE CONWY OUTCOMES	LDP SPATIAL OBJECTIVE	LDP IMPLEMENTATION
<p><b>Accommodating Sustained Economic Growth, Reducing Out-Commuting and Promoting a more Balanced Age Structure:</b> There is a need to accommodate sustained economic growth of a maximum of up to approximately <b>20.5</b> hectares, with a contingency level of up to <b>22.5</b> hectares of employment land to meet the population change predictions. To contribute to the reduction in out-commuting levels, a further <b>15.5 hectares</b> of employment land, with a contingency level up to <b>17 hectares</b> will be accommodated. The strategic hub of Conwy, Llandudno Junction, Colwyn Bay and the accessible and sustainable location of Abergele will be utilised in meeting this need. To contribute to a more balanced age structure, a greater emphasis will be placed on higher value employment opportunities and skills development.</p>	<ul style="list-style-type: none"> <li>▪ Wales Spatial Plan (Update 2010)</li> <li>▪ BP/3 'Growth Level Options Report'</li> <li>▪ BP/13 'Employment Land Monitoring Report'</li> <li>▪ BP/14 'Employment Land Study Report',</li> <li>▪ Denbighshire and Conwy Sub Regional Economic Study (2007),</li> <li>▪ Statistics on Commuting in Wales 2008 – WG Statistical Directorate statistical bulletin SB 80/2009</li> </ul>	<p><b>1, 5</b></p>	<p><b>SO 4 &amp; 5</b></p>	<p>Development Principles, EMP/1, Planning Obligations SPG, Biodiversity in Planning SPG, Design SPG, Welsh Language SPG and Rural Conversions SPG.</p>
<p><b>Protecting Regional &amp; Town Centres:</b> The regional centre of Llandudno and other important Town Centres within the Plan Area experience pressure from non-retail uses. There is a need to maintain and, where appropriate, enhance Llandudno as the retail centre for the region, promote the regeneration of Colwyn Bay, as well as other retail centres and, where possible, enhance the overall vitality, attractiveness and viability of the centres through a more diverse shopping experience.</p>	<ul style="list-style-type: none"> <li>▪ BP/15 'Retail Study'</li> <li>▪ BP/16 'Primary and Secondary Retail Areas and Hierarchy Study'</li> <li>▪ CCBC Planning Applications</li> <li>▪ Bay Life Initiative Strategy (2006)</li> <li>▪ Welsh Government Strategic Regeneration Initiative Area Status</li> <li>▪ Colwyn Bay Masterplan Brief (2009)</li> <li>▪ Colwyn Bay Masterplan Baseline Study</li> </ul>	<p><b>5</b></p>	<p><b>SO 6</b></p>	<p>Development Principles, CFS/1, Shop Front Security &amp; Design SPG, Buildings and Structures of Local Importance SPG, Planning Obligations SPG, Biodiversity in Planning SPG, Design SPG, and Welsh Language SPG</p>
<p><b>Encouraging Sustainable Tourism:</b> The tourism sector results in an increase in unemployment over the winter months in Conwy. There is a need to encourage and, where possible, safeguard the tourism sector, particularly in the coastal resorts, and exploit tourism potential, especially relating to the natural and built environment, in order to encourage all year round tourism.</p>	<ul style="list-style-type: none"> <li>▪ Wales Spatial Plan (Update 2010)</li> <li>▪ BP/14 'Employment Land Study',</li> <li>▪ North Wales Tourism Strategy (2003 – 2008),</li> <li>▪ Denbighshire and Conwy Sub Regional Economic Study (2007),</li> <li>▪ 'Turning the Tide Strategy'</li> </ul>	<p><b>6</b></p>	<p><b>SO 7</b></p>	<p>Development Principles, TOU/1, Planning Obligations SPG, Biodiversity in Planning SPG, Design SPG, and Welsh Language SPG</p>



PRIORITY ISSUES	SOURCE	ONE CONWY OUTCOMES	LDP SPATIAL OBJECTIVE	LDP IMPLEMENTATION
<p><b>Encouraging Sustainable Transport:</b> The dominant mode for journeys to work, including high outward commuting, is by car within the Plan Area. There is a need for improved sustainable transport use and transport infrastructure in Conwy through the development of an integrated transport system, sustainable accessibility in urban and rural areas, public transport provision, modal interchanges, increased cycling and walking facilities and the requirement of travel plans to reduce car dependency.</p>	<ul style="list-style-type: none"> <li>▪ Wales Spatial Plan (Update 2010)</li> <li>▪ Conwy Local Transport Plan (2006),</li> <li>▪ Denbighshire and Conwy Sub Regional Economic Study (2007),</li> <li>▪ Statistics on Commuting In Wales (National Statistics, 2008),</li> <li>▪ North Wales Regional Transport Plan (2008)</li> <li>▪ Bay Life Initiative Strategy (2006)</li> <li>▪ Welsh Government Strategic Regeneration Initiative Area Status</li> <li>▪ Colwyn Bay Masterplan Brief (2009)</li> <li>▪ Colwyn Bay Masterplan Baseline Study</li> </ul>	<p><b>4, 5, 6</b></p>	<p><b>SO 8</b></p>	<p>Development Principles, STR/1, Parking Standards SPG, Design SPG, Householder Design Guide SPG, Design SPG and Rural Conversions SPG</p>
<p><b>Promoting High Quality Design:</b> There is a need to insist on high quality sustainable design to sustain and enhance the character of Conwy as well as providing more innovative design to encourage the younger population to remain and return to the area.</p>	<ul style="list-style-type: none"> <li>▪ 2008 based Population and Household Projections,</li> <li>▪ CCBC Planning Applications</li> <li>▪ BP/28 'Historic Environment'</li> <li>▪ Conwy Conservation Area Appraisals</li> </ul>	<p><b>6</b></p>	<p><b>SO 9</b></p>	<p>Development Principles, HOU/1, EMP/1, NTE/1, Planning Obligations SPG, Householder Design Guide SPG, Buildings and Structures of Local Importance SPG, Planning Obligations SPG, Biodiversity in Planning SPG, Design SPG, Welsh Language SPG and Rural Conversions SPG</p>
<p><b>Efficient Use of Natural Resources:</b> Conwy is vulnerable to the impacts of Climate Change, in particular, to rising sea levels and sudden heavy rain storms leading to an increased risk of flooding. There is a need to use natural resources more efficiently and exploit renewable energy production through installed electricity generating capacity.</p>	<ul style="list-style-type: none"> <li>▪ Planning Policy Wales,</li> <li>▪ TAN15,</li> <li>▪ CCBC Planning Applications</li> <li>▪ BP/17 'Strategic Flood Risk Assessment'</li> <li>▪ The Planning and Energy Act 2008)</li> <li>▪ TAN22</li> </ul>	<p><b>1, 2, 4, 6</b></p>	<p><b>SO 10</b></p>	<p>Development Principles, HOU/1, EMP/1, NTE/1, Planning Obligations SPG, Householder Design Guide SPG, Planning Obligations SPG, Biodiversity in Planning SPG and Design SPG</p>

PRIORITY ISSUES	SOURCE	ONE CONWY OUTCOMES	LDP SPATIAL OBJECTIVE	LDP IMPLEMENTATION
<p><b>Protecting Conwy's Cultural Heritage:</b> There are 24 Conservation Areas in the Plan Area, with 1436 listed buildings, 24 of which are Grade 1, 70 Grade II* and 1342 Grade II which are vulnerable to development pressure. Conwy also experiences a loss of non-listed buildings, structures and features of historical and architectural importance. There is a need for development to take into account the historic built environment, and ensure that design and build quality will help protect, maintain and, where appropriate, improve on this quality in Conwy.</p>	<ul style="list-style-type: none"> <li>▪ CCBC,</li> <li>▪ CADW</li> <li>▪ Sustainability Appraisal Scoping Report (2006)</li> <li>▪ Conwy Conservation Area Appraisals (2009)</li> <li>▪ Conwy Building at Risk Register (2009)</li> <li>▪ Conwy Non-Listed Buildings of Architectural Merit Register</li> <li>▪ BP/28 'Historic Environment'</li> </ul>	6	SO 11	Development Principles, HOU/1, EMP/1, CTH/1, Householder Design Guide SPG, Buildings and Structures of Local Importance SPG, Planning Obligations SPG, Biodiversity in Planning SPG, Design SPG, and Rural Conversions SPG
<p><b>Protecting and Enhancing Conwy's Natural Environment:</b> There is pressure on wildlife species and habitats (biodiversity) from development. Where appropriate all new development should help enhance the biodiversity resource within the Plan Area and protect natural environment designations shared with neighbouring authorities.</p>	<ul style="list-style-type: none"> <li>▪ CCBC Biodiversity Action Plan (2006)</li> <li>▪ LANDMAP (2009)</li> <li>▪ BP/27 'Landscape Character Areas'</li> </ul>	6, 7	SO 12	Development Principles, HOU/1, EMP/1, NTE/1, Householder Design Guide SPG, Biodiversity in Planning SPG, Planning Obligations SPG and Design SPG
<p><b>Protecting and Enhancing Community Facilities &amp; Services:</b> Existing urban and rural areas in the Plan Area experience a shortfall of formal and informal open space, including allotments and leisure. More recently, some rural communities are also experiencing pressure for the change of use of key community facilities, such as village public houses and shops. There is a need to safeguard and enhance key community facilities and services to ensure the protection and promotion of sustainable communities.</p>	<ul style="list-style-type: none"> <li>▪ BP/19 'Open Space Assessment'</li> <li>▪ BP/25 'Allotment Site Demand and Supply Report'</li> <li>▪ CCBC Planning Applications</li> </ul>	1, 4	SO 13	Development Principles, HOU/1, EMP/1, NTE/1, CFS/1, Planning Obligations SPG, Biodiversity in Planning SPG, Design SPG and Rural Conversions SPG
<p><b>Reducing Waste:</b> There has been an increase in the amount of recycled waste. Whilst recycling rates are good by County standards there will be a substantial amount of effort required to continue the improvement and to reduce overall waste levels, landfill, increase re-use/recycling of waste and safeguard existing sites.</p>	<ul style="list-style-type: none"> <li>▪ BP/20 'Waste Management'</li> <li>▪ Regional Waste Plan (2008)</li> <li>▪ Landfill Feasibility Study (2009)</li> </ul>	6	SO 14	Development Principles, MWS/1, Planning Obligations SPG and Design SPG

PRIORITY ISSUES	SOURCE	ONE CONWY OUTCOMES	LDP SPATIAL OBJECTIVE	LDP IMPLEMENTATION
<p><b>Meeting the Needs for Minerals:</b> There is a need to safeguard for a continuous supply of minerals to meet the needs of the industry and community.</p>	<ul style="list-style-type: none"> <li>▪ North Wales Regional Technical Statement (2007)</li> <li>▪ British Geological Society Minerals Mapping (2009)</li> <li>▪ BP/29 'Safeguarding Aggregate Resources'</li> </ul>	<p><b>6</b></p>	<p><b>SO 15</b></p>	<p>Development Principles and MWS/1</p>
<p><b>Protecting the Welsh Language and Culture:</b> There is pressure on the Welsh Language within the Plan Area. Through the LDP there is a need to protect the Welsh language.</p>	<ul style="list-style-type: none"> <li>▪ Planning Policy Wales</li> <li>▪ Draft Equality Impact Assessment (2010)</li> <li>▪ BP/33 'Welsh Language'</li> </ul>	<p><b>7</b></p>	<p><b>SO 16</b></p>	<p>Development Principles, HOU/1, EMP/1, CTH/1, Planning Obligations SPG and Welsh Language SPG</p>





Section 2  
**Vision & Objectives**



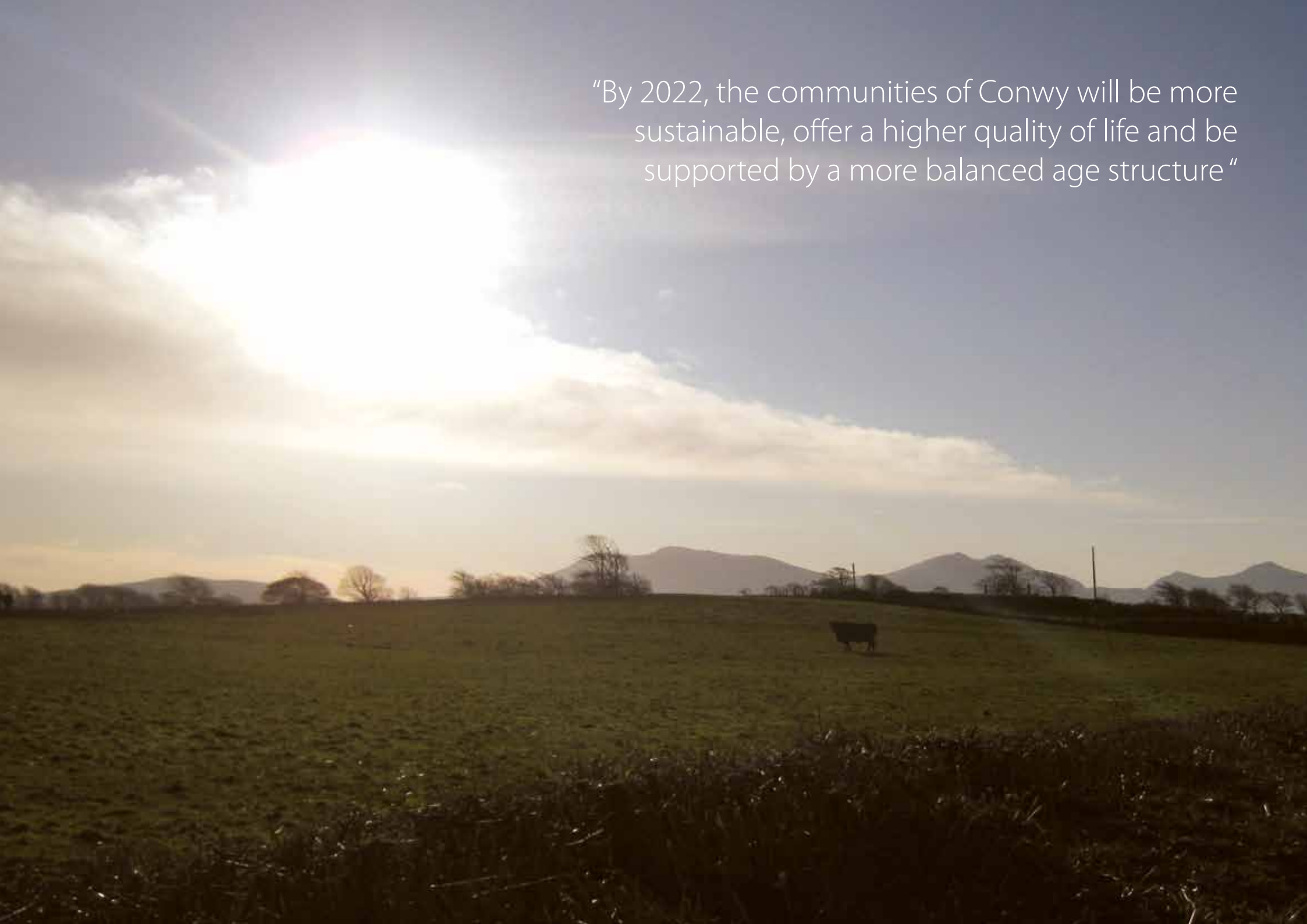
## Section 2

# Vision & Objectives

A Vision for Conwy  
The Vision – ‘Conwy in 2022’  
Spatial Objectives



“By 2022, the communities of Conwy will be more sustainable, offer a higher quality of life and be supported by a more balanced age structure”



## 2.1 A Vision for Conwy

2.1.1 The following vision sets out where we want to be in 2022. The objectives that follow address the issues that have been identified in Section 1 and the supporting Background Papers. Two key strategies which have informed the LDP Vision are summarised in BP/1 'Related Plans and Strategies' – the 'One Conwy' Community Strategy and Conwy Corporate Plan.

## 2.2 The Vision – 'Conwy in 2022'

2.2.1 "By 2022, the communities of Conwy will be more sustainable, offer a higher quality of life and be supported by a more balanced age structure.

The development needs generated by future changes in population and reducing out-commuting levels will have been achieved. The housing needs of the area will be better accommodated, with greater access to affordable housing for local need. Communities will be educated and skilled and have greater access to high quality, better paid jobs, particularly in the higher value service industries and year-round tourism sectors, resulting in a more prosperous and thriving Conwy. Through the promotion of an Urban Development Strategy Area, the sustainable and accessible urban coastal belt settlements of Abergele, Colwyn Bay, Conwy, Llandudno and Llandudno Junction will have become the economic, social and cultural focus of the Plan Area. The strengthening of the strategic hubs and regeneration areas along the key road and rail corridor will have been achieved as a result. Through a Rural Development Strategy Area, the special character of the rural areas as places to live and work will have been fostered through the provision of locally accessible jobs and services. Within these communities, development will have supported and sustained the long-term wellbeing of the Welsh Language.

People in Conwy will feel safer and healthier, resulting from accessible, higher quality, energy efficient and well designed developments that protect and enhance the natural and built environment. Essential recreation and open spaces will have been protected and enhanced and Green Wedges and Special Landscape Areas will have secured community and settlement identity.

An improved public transport, walking and cycling network will have been secured and a sustainable public transport interchange facility at Llandudno and Colwyn Bay realised. A long-term supply of aggregates will have been safeguarded and waste minimisation and energy generation promoted."



## 2.3 Spatial Objectives

2.3.1 A number of LDP objectives have been formulated as a means of realising the vision and tackling the priority issues within the Plan Area. The origin of the objectives is detailed in BP/1 'Related Plans and Strategies'. The Spatial Objectives are:

- SO1. To accommodate sustainable levels of population growth.
- SO2. To promote the comprehensive regeneration of Colwyn Bay, Abergele, Towyn and Kinmel Bay to broaden economic activity, address social exclusion and reduce deprivation through the Strategic Regeneration Area Initiative.
- SO3. To provide land and develop a diverse supply of housing to contribute to needs, including affordable housing for local need, and to meet the need for gypsies and travellers, at a scale that is consistent with the ability of different areas and communities to grow.
- SO4. Identify and safeguard land to meet the community's needs for more jobs and greater economic prosperity and reduced out-commuting levels focussing, in particular, on higher value employment opportunities and skills development within and around the strategic hubs of Conwy, Llandudno, Llandudno Junction and Colwyn Bay and in the accessible and sustainable location of Abergele.
- SO5. Encourage the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests.
- SO6. Develop vibrant town centre destinations for shopping, business and commerce, culture, entertainment and leisure through the protection and enhancement of the vitality, viability and attractiveness of Llandudno as the strategic sub regional retail centre, and regeneration of Colwyn Bay town centre and other key shopping centres.
- SO7. Concentrate development along existing and proposed infrastructure networks and, in particular, at locations that are convenient for pedestrians, cyclists and public transport.
- SO8. Assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year round tourism industry.
- SO9. To encourage efficient patterns of movement and to recognise the strategic role that the A55 and rail corridors will play in meeting the development needs of the Plan Area, and to give particular attention to development locations that are convenient for pedestrians, walking and cycling in Conwy to aid the reduction of transport CO2 emissions.



## “Reduce energy consumption through the careful siting and design of buildings”

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- SO10. Ensure that good, sustainable, inclusive design is delivered which includes the opportunity to design out crime, to develop strong, safe and locally distinctive communities and encourage the younger population to remain and return to the area.
- SO11. Reduce energy consumption through the careful siting and design of buildings and the promotion of renewable energy developments where they have prospects of being economically attractive and environmentally and socially acceptable.
- SO12. Safeguard and enhance the character and appearance of the undeveloped coast and countryside, sites of landscape/conservation importance, features of archaeological, historic or architectural interest and ensure the conservation of biodiversity and protected species.
- SO13. To protect and improve accessibility to essential services and facilities, including open space, allotments, health, education and leisure.
- SO14. To promote the prudent use of resources through the minimisation of waste and assist in providing an integrated network of waste management facilities consistent with the needs of the area and the waste hierarchy.
- SO15. Contribute to regional and local mineral needs in a sustainable manner.
- SO16. Ensure that development supports and sustains the long-term wellbeing of the Welsh language and the character and linguistic balance of communities within the Plan Area.

2.3.2 BP/1 on Related Plans and Strategies shows the LDP Spatial Objectives and sets out how they relate to the objectives of the Community Strategy and the Corporate Plan, the five themes of the Wales Spatial Plan and the four sustainability principles listed in Planning Policy Wales.



Section 3

# **The Spatial Strategy & Key Diagram**



## Section 3

# The Spatial Strategy & Key Diagram

Spatial Strategy Summary Statement  
Sustainable Growth for Conwy  
Housing Need, Type and Design  
Capacity of the House Building Industry  
Employment Need  
A Consistent and Coherent Housing and Employment  
Growth Strategy  
Providing Flexibility - Contingency Housing and  
Employment Sites  
Delivering the Needs – Spatial Distribution  
Urban Development Strategy Area  
Rural Development Strategy Area  
Main Villages  
Minor Villages  
Hamlets  
Open Countryside  
Key Diagram





## 3.1 Spatial Strategy Summary Statement

3.1.1 The Conwy LDP strategy is a 'hybrid' strategy which provides development in locations that contribute to meeting local needs whilst promoting sustainable growth. This is achieved by targeting development in the priority accessible urban strategic hub locations and in areas of decline and in need of regeneration, but at the same time ensuring that rural communities are fostered through the provision of sustainable levels of local accessible jobs and services. It is an essential element of the strategy that the level of development reflects the roles and functions of individual settlements.

The Spatial Strategy is formed on a number of key component parts shaped from the priority issues, vision and objectives and further underpins the policies in the LDP. The level of growth and the overall approach to sustainable distribution has been influenced by a number of key strategy components to ensure future development is right for Conwy as indicated in table 2 below:

<b>Key Strategy Components</b>	<b>LDP Spatial Objectives</b>
1. Having regard to National, Regional and Local Policy and Evidence.	All
2. Promoting a sustainable and balanced approach to managing future housing and employment growth and reduction in out-commuting levels.	1, 3, 4, 5
3. Ensuring flexibility through the provision of a housing and employment contingency land supply and appropriate release mechanism.	3, 4, 5
4. Prioritising future development within the strategic economic hub locations of Conwy, Llandudno, Llandudno Junction and Colwyn Bay and within and on the fringe of settlements closely linked to essential facilities and services, and accessible to the strategic road and rail networks along the urban coastal belt.	2, 6, 7, 9
5. Targeting development in line with the Hierarchy of Settlements to reflect the roles and functions of individual settlements.	1, 2, 3, 4, 5, 6, 7, 9, 16
6. Recognising the limited availability of brownfield lands, but at the same time exploiting brownfield opportunities where suitable and deliverable prior to greenfield.	1, 2, 3, 4, 5, 6, 7, 9
7. Recognising the flood risk constraints to the East of the Plan Area.	2, 11
8. Allowing for improvement and regeneration opportunities through the Colwyn Bay Masterplan and Abergele Masterplan.	2
9. Ensuring development contributes towards necessary infrastructure improvements and are phased accordingly.	7, 9, 10
10. Ensuring development provides necessary community facilities and contributes towards affordable housing delivery and skills and training development.	3, 4, 5, 13
11. Reducing the impact of development upon the coastline and countryside and directing growth to areas that have the environmental capacity without causing undue harm to areas that are valued for their intrinsic value in terms of biodiversity, landscape, historic or conservation interest.	5, 12
12. Recognising the capacity of the house building industry to deliver the strategy for Conwy.	1, 3

# Conwy Spatial Strategy

- Urban Development Strategy Areas
- Rural Development Strategy Areas
- Conwy Plan Area
- Snowdonia National Park
- Dual Carriageway
- Other Major Roads
- +—+—+ Rail



Diagram 1

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3.1.2 A number of development options were considered in relation to levels of housing & employment development (refer to BP/2 – ‘Population and Household Projections’) and the general spatial distribution (refer to BP/37 – ‘Growth Distribution Options Report’). In order to target development appropriately the Plan is also supported by a Hierarchy of Settlements policy to assist the formulation of the strategy (refer to BP/8 – ‘Hierarchy of Settlements and Settlement Boundaries’). In line with the key strategy components above, the preferred spatial option is promoted through the Urban Development Strategy Area (UDSA) which directs approximately 85% of new development to either within or adjacent to existing urban settlements on green and brownfield lands along the coastal belt and the inland market town of Llanrwst. These locations are accessible to key facilities and services, are closely linked to employment areas and are supported by a strategic road and rail network. They form the predominant population areas in need of Affordable Housing for Local Need (AHLN), and they fully utilise the Wales Spatial Plan strategic hub of Conwy, Llandudno, Llandudno Junction and Colwyn Bay.

3.1.3 The development requirements of the Plan’s rural communities are promoted through a Rural Development Strategy Area (RDSA) and are directed at meeting the needs of the Main Villages, Minor Villages and Hamlets. Collectively, the Urban and Rural Development Strategy Areas make up the Spatial Strategy for Conwy as illustrated in Diagram 1. The approach ensures that all communities have access to housing, employment and key facilities and services through the provision of appropriate sustained growth in all communities, but at the same time contributes to conserving the attractive coastline and landscape and the objective to retain the Welsh culture and language. Together with encouraging the right type of housing and employment, skills development and innovative design, provides a framework for contributing to a more balanced age structure and an economically active workforce.





## 3.2 Sustainable Growth for Conwy

3.2.1 Future population projections are fundamental in the determination of the number of additional dwellings and employment that will be required on sites across the Plan Area over the Plan period (refer to BP/2). Assumptions made in this regard impact on all other areas of the Plan. For example, future population growth will place additional pressure on the network of facilities necessary to support sustainable communities (waste, education, leisure, renewable energy etc). Policies within the Plan will ensure that the required community facilities will be developed in parallel with developments.

3.2.2 The capacity of the house building industry (refer to BP/31 – ‘Capacity of the House Building Industry’), the availability of suitable and deliverable land (refer to BP/21 – ‘Site Deliverability Assessment’), the views of the community and stakeholders (refer to the Consultation Report) and the social, economic and environmental impacts (refer to BP/10 – ‘Sustainability Appraisal and Strategic Environmental Assessment’) are all key pieces of evidence base that have played vital roles in informing the key strategy components and in determining the level of growth set out in this Strategy.

3.2.3 Having assessed the key components determining the appropriate level of sustained growth, the strategy will contribute to the delivery of the priority issues and provide approximately:

- 6,520 new housing units with a 10% contingency level of up to 7,170 new housing units to reflect natural population change, household size change and net in-migration (refer to BP/2, BP/3, BP/4, BP/5, BP/41).
- 2,350 new jobs with a contingency level of up to 2,585 new jobs to reflect natural population change, household size change and net in-migration (refer to BP/2, BP/3, BP/13, BP/14, BP/42).
- 1,800 jobs with a contingency level up to 1,980 new jobs to contribute to reducing out-commuting levels (refer to BP/2, BP/3, BP/13, BP/14, BP/42).
- 1,875 new affordable housing units (1,000 from new build) (refer to BP/2, BP/3, BP/7).

3.2.4 Additionally, the Strategy makes provision to accommodate the need for:

- Allotments (refer to BP/25).
- Burial Grounds (refer to BP/32).
- Open space (refer to BP/19).
- Minerals Safeguarding (refer to BP/29).
- Waste Facilities (refer to BP/20).
- Transport Infrastructure (refer to BP/38).

### 3.3 Housing Need, Type and Design

3.3.1 As a result of reducing household sizes and projected net in-migration there is a greater need for new housing and, in particular, an AHLN requirement over the Plan period.

3.3.2 The Council will insist that housing is of the right type, size and tenure and is built to a high quality of design which incorporates renewable energy technologies. At the same time, the Council will adjust to an ageing population in terms of housing type.

“As a result of reducing household sizes and projected net in-migration there is a greater need for new housing and, in particular, an increasing AHLN requirement over the Plan period.”

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### 3.4 Capacity of the House Building Industry

3.4.1 BP/31 demonstrates that the level of growth proposed by the Council of 6,520 dwellings (478 dwellings a year) is in line with what the house building industry are likely to be able to deliver. Any greater growth than this level would seriously undermine the deliverability of the Plan.

### 3.5 Employment Need

3.5.1 Evidence indicates that out-commuting levels can be reduced through the accommodation of additional jobs. As detailed in BP/3 – ‘Growth Level Options Report’ a further 1800 jobs (15.5 hectares), with a contingency level up to 1980 jobs (1.5 hectares), should be accommodated within the Plan to reduce out-commuting levels. There is no impact on the need for further housing development as those out-commuting reside in the Plan Area. A total of 36 hectares is proposed for employment use to be met via completions, commitments and new allocations.

3.5.2 The Council will develop a skills and knowledge based economy which optimises the value of the area’s natural resources, environment and cultural heritage. Together with the promotion of business and technology clusters and higher value employment offer a more economically active population will have contributed to overcoming the predicted decline in the economically active workforce. The type of employment offer and skills development is crucial to attracting a healthier workforce, a more balanced age structure and contributing to a younger population overall. To ensure a strategic and holistic approach to development and support the housing strategy, the employment land will be allocated predominantly in the strategic hub locations within the accessible UDSA and in the accessible settlement of Abergele.

### 3.6 A Consistent and Coherent Housing and Employment Growth Strategy

3.6.1 It is recognised that new economic growth will require a comparable level of homes to support population growth, specifically the growth of economically active residents (labour supply). As detailed in BP/2, BP/3 and BP/37, the Plan promotes a consistent and coherent growth strategy which ensures a holistic approach to employment and housing growth. This is supported by a number of mixed-use employment and housing sites that are phased to ensure delivery.

“The Council will develop a skills and knowledge based economy which optimises the value of the area’s natural resources, environment and cultural heritage.”

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### 3.7 Providing Flexibility - Contingency Housing and Employment Sites

3.7.1 The LDP assumes that a high degree of housing and employment development will come forward from permissions, allocations, and in the case of housing, windfalls as a source of supply over the Plan period. However, whilst sites have been appraised to assess their deliverability, it is acknowledged that some may not come forward over the Plan period for a number of reasons. To accommodate this possibility, and for flexibility, the Plan therefore includes an additional element of housing and employment land (above the identified supplies) which has also been appraised and which is included within the Plan as a contingency to be released should some of the allocated sites not come forward as anticipated.

3.7.2 It is intended that the contingency be released where the Annual Monitoring Report (AMR) demonstrates that projected cumulative employment and housing targets as set out in the Plan are undermined in a way that impacts negatively on the strategy of the Plan. The basis for the release of contingency sites is detailed in Policy HOU/1 and evidenced in BP/41 – ‘Release of Contingency Sites’.



## 3.8 Delivering the Needs – Spatial Distribution

3.8.1 The Spatial Strategy guides the location of development and the provision of services and infrastructure towards the achievement of the vision and objectives, which are then delivered through policies in the next Section.

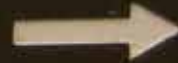
3.8.2 Supported and directed by Strategic Policy DP/1 – ‘Sustainable Development Principles’ and DP/2 – ‘Overarching Strategic Approach’, the Plan directs development towards the most sustainable locations within UDSA, as illustrated in the Key Diagram and detailed in Strategic Policies HOU/1 – ‘Meeting the Housing Need’ and EMP/1 – ‘Meeting the B1, B2 & B8 Office and Industrial Employment Need’.

3.8.3 The UDSA is supported by a RDSA setting out the approach to meeting the needs of the rural settlements within the Plan Area. In general, it is not anticipated that the relative size of settlements will change significantly but, in some cases, their functions need to be enhanced or strengthened, particularly where this enables needs to be met locally, leading to the creation of more sustainable communities.

3.8.4 The Implementation and Monitoring Sections in Appendices 1 and 2 detail where certain phasing is required in order to achieve delivery. This is supported by Strategic Policies HOU/1, EMP/1 and BP/30 – ‘Phasing Plan’.



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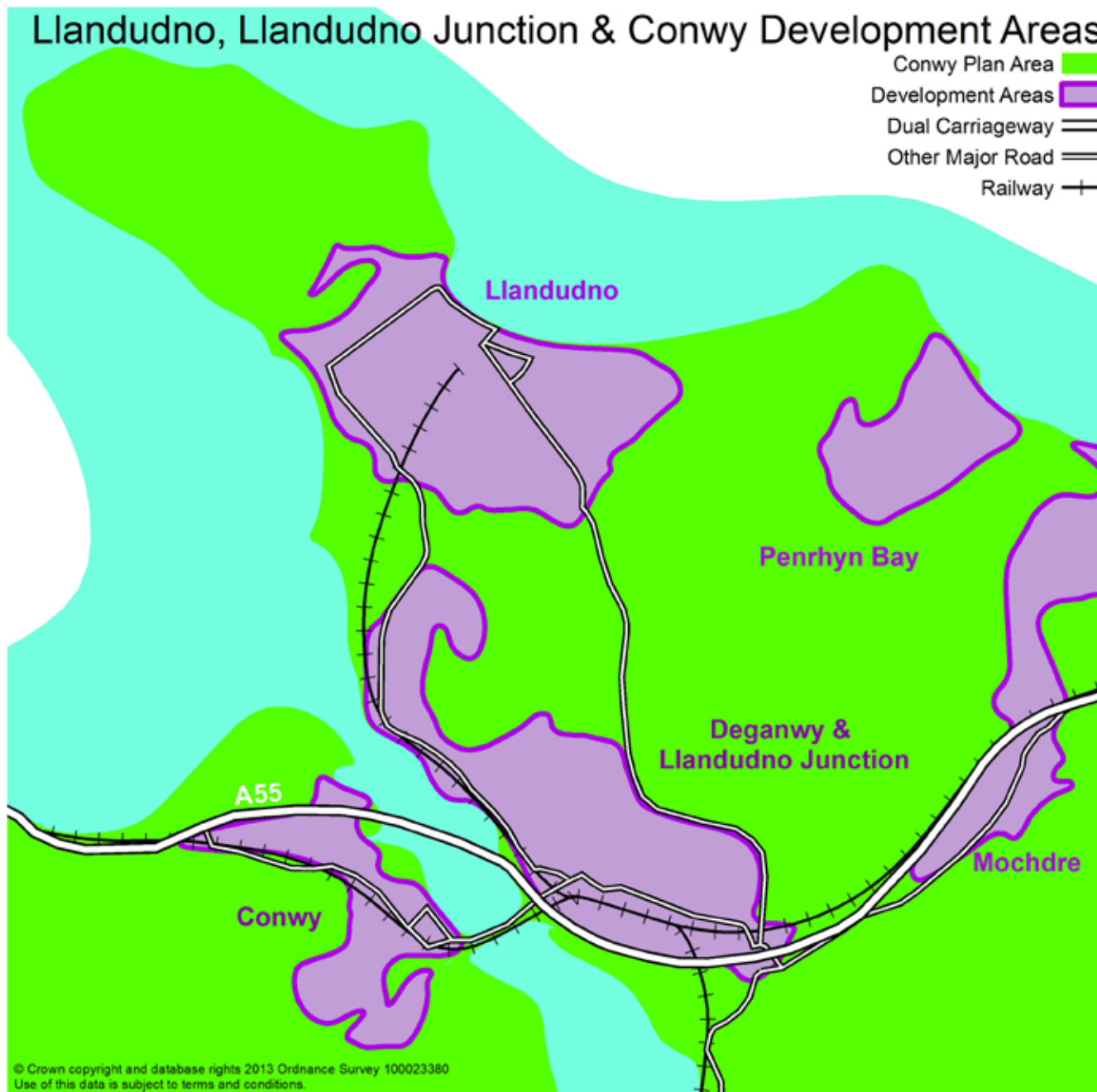


### 3.9 Urban Development Strategy Area

3.9.1 The urban areas offer the greatest range of employment, facilities and services. These areas have a high degree of accessibility by public transport and other sustainable modes, and have the greatest need for AHLN. They benefit from a strong strategic rail and road corridor running through North Wales connecting the key hubs as recognised in the Wales Spatial Plan, which play an important role in sustaining the local economy. To enhance their roles and tackle the communities needs and issues, the Council will focus the majority of future housing and employment on a combination of Previously Developed Land (PDL) and greenfield land in these locations, primarily through existing commitments, windfall development and new allocations. To accommodate the new allocations for housing, the 'settlement boundaries' have been extended. Development outside the new settlement boundaries will not be allowed in these locations in order to protect the natural and historic environment, except in exceptional circumstance for employment and for AHLN need on exception sites adjoining Llanrwst.

3.9.2 While each of the UDSAs has their own characteristics, a number of the urban locations experience close links and roles:

Diagram 2



## Llandudno, Llandudno Junction and Conwy

3.9.3 Llandudno, Llandudno Junction and Conwy provide an important cultural, social and economic role to the Plan Area and are situated along a strong strategic rail and road corridor. Over the Plan period it is projected that approximately 1,905 (30%) new dwellings will be delivered on PDL and greenfield land within and on the edge of Llandudno, Llandudno Junction and Conwy to meet the demand for market and AHLN. This is inclusive of new homes that have already been completed or permitted. To partly meet the employment needs (B1, B2 & B8) within the Plan Area, approximately 15 hectares of employment land will be delivered in Llandudno Junction, Llandudno and Conwy over the Plan period from completions, commitments and new allocations.

3.9.4 The Town Centre of Llandudno will not accommodate any further major convenience or comparison retail up to 2012, but will be protected and, where possible, enhanced to ensure a balanced mix of uses that sustain activity throughout the day and evening. To improve accessibility and relieve congestion, an interchange facility will be provided at Llandudno Rail Station. The serviced tourism accommodation offer within Llandudno will be protected and, where possible, enhancement supported to cater for increasing demand, but will further diversify towards all year round tourism, including business tourism, and take advantage of our strategic links to Snowdonia National Park.

3.9.5 Llandudno Junction is promoted as a key economic hub at the heart of North Wales. Through the Llandudno Junction Masterplan, Llandudno Junction will see development improvements to create sustainable mixed uses and residential neighbourhoods with a mix of housing types and workplaces. The completion of the Welsh Government relocation to the area and the realisation of proposed mixed use sites will further advance the town as a gateway location in the future. The area's connectivity between the residential element and Llandudno Junction town centre to the north of the rail line and the employment and retail land uses to the south will be improved, in particular through a new footbridge from the railway station to the leisure and entertainment area. New higher value employment opportunities and a rail-freight allocation will have promoted more sustainable travel and a shift from the car to more walking, cycling and public transport usage.

3.9.6 Within Conwy Town, convenience stores are overtrading which may be detrimental to local choice and quality of retail experience. Whilst there would be a qualitative benefit in the development of a retail facility that provides 'top-up' shopping on a day to day basis, it is recognised within this Plan that there are no appropriate sites within the town walls and the retention of the historic environment will take precedence over fulfilling the retail need. A balanced approach will be implemented in Conwy to ensure the needs of the community are contributed to and the historic assets protected and enhanced.

“The Town Centre of Llandudno will be protected and, where possible, enhanced to ensure a balanced mix of uses that sustain activity throughout the day and evening.”

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## Colwyn Bay, Mochdre, Rhos-on-Sea and Old Colwyn

3.9.7 Colwyn Bay serves the retail, residential and economic needs of the surrounding catchment and is situated along a strong strategic rail and road corridor. To enhance its strategic role, tackle deprivation and achieve the overarching spatial objectives over the Plan period, it is projected that approximately 1,587 (25%) new dwellings will be delivered on PDL and greenfield land in these

key areas, inclusive of new dwellings that have already been completed or permitted. Focussing housing development in this accessible location will significantly contribute to achieving the vision and objectives. Existing undeveloped employment (B1, B2 & B8) land will have been built in Rhos-on-Sea and Mochdre providing greater employment opportunities.

3.9.8 The town of Colwyn Bay will have realised its full potential through the implementation of the Colwyn Bay Masterplan. Through the Strategic Regeneration Initiative, the Colwyn Bay Masterplan will contribute to physical regeneration through improved housing stock, the control of Houses in Multiple Occupation (HMO), higher employment offer, accessibility to services and the overall environment. The area will have been regenerated, protected and enhanced to ensure a balanced mix of uses that create a thriving town centre and attractive environment that sustains the community.

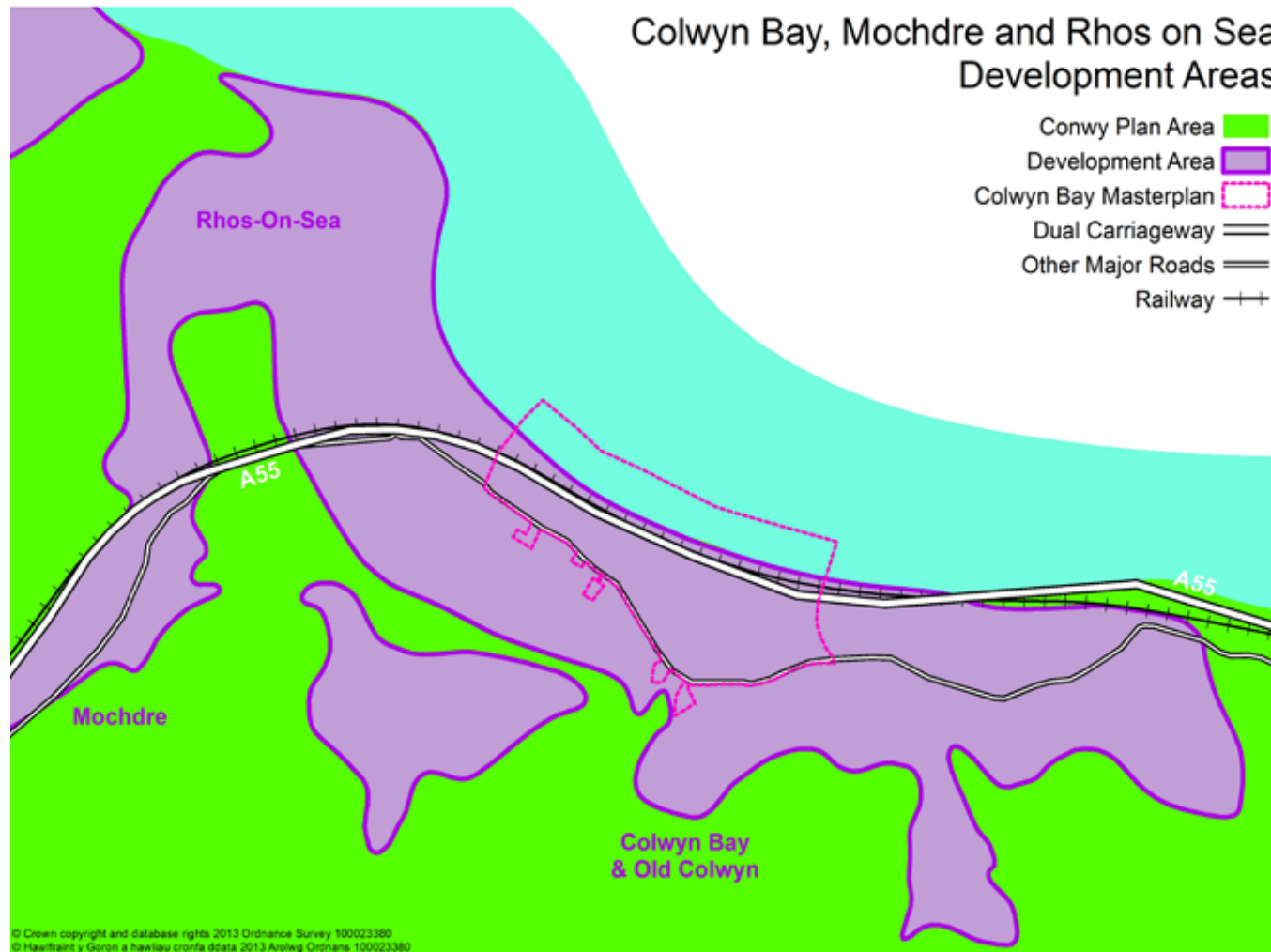


Diagram 3

## Abergele, Towyn & Kinmel Bay (including Pensarn)

3.9.9 Abergele, Towyn & Kinmel Bay are key areas that serve the essential service needs of the surrounding catchment. Abergele will be the key growth area in the East to meet development needs, predominantly as a result of high flood risk constraints. Being located along a strong strategic road corridor and supported by existing facilities and services Abergele has the land availability and environmental capacity to deliver the majority of the housing and employment development in the area to meet the needs of the community and enhance the role of the area overall. An Abergele Masterplan will form the delivery vehicle to bring all the development

opportunities together holistically, providing the means to ensure that the implications of new development impact positively on the wider areas as a whole. Over the Plan period it is projected that approximately 1,270 (20%) new dwellings will be delivered on previously developed and greenfield land in these key areas, inclusive of new homes that have already been completed or permitted. The level of growth and the new build allocations in Abergele are a clear reflection of poor past windfall developments coming forward, low commitments, high affordable housing requirements and constraints to the East of the County in Towyn and Kinmel Bay.

Approximately 6 hectares of employment land (B1, B2 & B8) will be delivered in the Abergele area to meet needs and contribute to a reduction in out-commuting levels and car usage. The constraints associated with the Abergele Business park and related poor land take-up will have been realised through the relocation of employment land to more accessible locations with direct access to the A55 corridor. Abergele, Kinmel Bay and Towyn will also benefit from improvements having been included in the Strategic Regeneration Area Initiative.

3.9.10 To realise the development potential in Abergele and lessen impact on the town centre, a Traffic Improvement Scheme will manage the volume of traffic, congestion and prevent pressure on the surrounding road network. Greater sustainable and safer cycle links will be realised through the completion of the Sustrans National Route 5 and new cycle/pedestrian bridge at the new Foryd Harbour development in Kinmel Bay.

3.9.11 Towyn and Kinmel Bay are subject to high flood risk levels which will result in limited development opportunities for the future. The Plan recognises that such a lack of development is likely to be to the detriment of the area due to the possibility of a number of brownfield sites becoming and remaining vacant in these locations. Action Plans will be prepared to assist in preventing further decline of the area concentrating on principle links, gateways and landmarks which attract more attention from residents and tourists.

### Abergele, Towyn and Kinmel Bay Development Areas



Diagram 4

## Llanfairfechan & Penmaenmawr

3.9.12 Llanfairfechan and Penmaenmawr are smaller urban settlements which are self contained with a range of essential facilities and services. Over the Plan period approximately 317 dwellings (5% of the housing need) will be accommodated in these locations, predominantly to meet the affordable housing requirement.



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“Llanfairfechan and Penmaenmawr are smaller urban settlements which are self contained with a range of essential facilities and services.”

## Llanrwst

3.9.13 Llanrwst is classed as an urban area and forms part of the UDSA as a result of its size, the facilities and services that it offers and the support it provides to the Main and Minor Villages. Llanrwst is located in a rural setting some 13 miles south of Conwy town. It is not as accessible in terms of its position and access to the strategic road and rail network and to employment opportunities. For these reasons, the urban area of Llanrwst will accommodate an element of market, AHLN and employment to contribute to demand, but the level of development will be to a lesser extent to what is proposed in the urban coastal locations to protect its rural character, natural and built environment.

## 3.10 Rural Development Strategy Area

3.10.1 The strategy for the rural area is to promote a sustainable rural economy and contribute to meeting AHLN in the Main Villages, Minor Villages and Hamlets, to eliminate any social disadvantages whilst at the same time conserving their natural and built character. A number of the rural settlements within the Settlement Hierarchy (see Policy DP/2) have distinctive individual roles, but at the same time support and provide essential links to other communities.

3.10.2 Farming remains a vital part of the rural economy and is important in protecting the character and appearance of the landscape. Over the years there has been some diversification from the traditional rural activities primarily by the reuse of farm and other buildings for business purposes. This has not only helped to retain employment within rural areas but has also enabled some farms to remain operational as the diversified activity supports the farming business. By allowing suitable conversions of buildings for business use or live work enterprises, including tourism, the Council aims to support the rural economy. However residential conversions may be more appropriate in some locations and for some types of building to support business and AHLN.

3.10.3 The Council will continue to support a balanced approach to diversification through the conversion of rural buildings provided that it does not result in unacceptable environmental impacts and the character of the countryside is not adversely affected. Accepting the lack of suitable land within rural settlements, new employment opportunities will have been realised through a flexible approach to new development on non-allocated sites. On such sites, new skills and training will have been provided.

3.10.4 The Plan Area is an important area for tourism. The countryside is itself an attraction with plenty of opportunities for recreation. The strategy will support improved access to, and enjoyment of, the countryside throughout the rural Plan Area.

“Farming remains a vital part of the rural economy and is important in protecting the character and appearance of the landscape “

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## Main Villages

3.10.5 **Dwygyfylchi\*, Glan Conwy, Llanddulas and Llysfaen are categorised as Tier 1 Main Villages. Betws-yn-Rhos, Cerrigydrudion, Dolgarrog\*, Eglwysbach, Llanfair Talhaiarn, Llangernyw, Llansannan, Tal-y-Bont\* / Castell and Trefriw\* are categorised as Tier 2 Main Villages.** They provide an important range of facilities and services, including shopping, to their surrounding rural settlements. The Tier 1 Main Villages provide a higher level of facilities and services than the Tier 2 Main Villages and have greater sustainable access to the higher order urban areas. It is important that their existing level of facilities and services are protected wherever possible. The Tier 1 Main Villages will provide a combination of market value and AHLN from existing commitments, on allocated sites and from windfall development, to realise the spatial objectives for the delivery of AHLN and protection of the natural and historic environment. Within the Tier 2 Main Villages, the Council will seek to deliver 100% AHLN only on allocated sites and windfall sites within the settlement boundaries to represent the level of facilities and services and to safeguard the Welsh language. To provide an element of flexibility, market dwellings will be permitted in exceptional circumstances on allocated sites and windfall sites within the Tier 2 Villages as a means to deliver affordable housing on-site, subject only to financial viability. Such windfall schemes will generally be smaller than those permitted in the Urban Development Strategy Areas, no more than 10 dwellings, and will be phased in line with the provision of infrastructure. Small scale 100% AHLN exception sites may be permitted outside,

but on the edge of, the settlement where it meets local need. Smaller retail, commercial and leisure development will be permitted at a scale appropriate to the function of the settlement and where it enhances sustainability.

3.10.6 Over the Plan period, approximately 950 dwellings (15% of the housing requirement) will be distributed between these settlements (inclusive of the Minor Villages and Hamlets) through existing commitments, windfall sites and new allocations primarily in the Tier 1 & 2 settlements. Approximately 15% of the employment requirement (B1, B2 & B8) will be allocated and permitted in these locations to support sustainable development. However, the Plan recognises the development constraints in Dolgarrog, Tal y Bont and Trefriw and the links with Snowdonia National

Park. In Dolgarrog, the existing employment site at the former Aluminium Works will have been safeguarded for mixed use (employment/leisure/tourism/housing) uses to provide all year round tourism and recreational job opportunities.

*\*Falls partly within the Snowdonia National Park*

Diagram 5

### Main Villages

- Tier 1
- Tier 2



### Minor Villages

3.10.7 The Villages of **Bryn Pydew, Glanwydden, Groes, Henryd, Llanbedr-y-Cennin\*, Llanellian, Llanddoged, Llangwm, Llanefydd, Pentrefelin, Pentrefoelas, Rhyd-y-Foel, Rowen\*, St George, Tal-y-Cafn and Tyn-y-Groes** are smaller settlements where limited development is allowed to meet the needs of the community, safeguard the existing facilities and services and protect the natural and built environment. There are no settlement boundaries for Minor Villages and no allocations are made for market housing or employment. However, to meet the needs of the community, the Council will seek to deliver 100% AHLN only on windfall sites within the confinements of the settlement or where single or small groups of new dwelling estates (up to 5 dwellings) represent a form of infilling and relates physically and visually to the settlement. The level of development should represent the level of facilities and services and safeguard the Welsh language. To provide an element of flexibility, market dwellings will be permitted in exceptional circumstances on windfall sites within the confinements of the settlement as a means to deliver affordable housing on-site, subject only to financial viability. Small scale 100% AHLN exception sites may be permitted outside on the fringe of the main settlement confinements, where it meets local need.

*\*Falls partly within the Snowdonia National Park*

### Minor Villages & Hamlets

- Minor Villages
- Hamlets



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“The level of development should represent the level of facilities and services and safeguard the Welsh language.”

## Hamlets

3.10.8 The Hamlets of **Bodtegwel, Bryn-y-Maen, Brymbo, Bryn Rhyd-y-Arian, Bylchau, Capelulo\*, Cefn Berain, Cefn Brith, Dinmael, Glan Rhyd, Glasfryn, Groesffordd, Gwytherin, Hendre, Llanfihangel GM, Maerdy, Melin y Coed, Nebo\*, Pandy Tudur, Pentre-llyn-cymmer, Pentre Isa, Pentre Tafarn-y-Fedw, Rhydlydan, Tan-y-Fron** are smaller in size than the Minor Villages and have relatively few facilities and services. The Hamlets will experience very little development over the Plan period. Small scale development proposals which help to diversify rural economy, create improved links to the National Park and provide key community facilities will be encouraged. Hamlets may be appropriate for agricultural or forestry worker dwellings, conversions to dwellings for AHLN, provision of a single AHLN, farm diversification schemes and other developments with specific locational needs.

*\*Falls partly within the Snowdonia National Park*

## Open Countryside

3.10.9 Within the open countryside, agricultural or forestry worker dwellings, conversions to dwellings for AHLN and farm diversification schemes will be considered where it meets local identified need, supports the economy and protects the open countryside.

## 3.11 Key Diagram

3.11.1 The Key Diagram illustrates the LDP Strategy at a Plan Area-wide scale. This is supported by an additional key strategic diagram on transport strategy, retail hierarchy and Proposals Map. This diagram, outlines the broad spatial principles of the Strategy and are not intended to be detailed or site specific. The preferred policy directions are reflected in the diagrams, to facilitate community consultation and sustainability appraisal.

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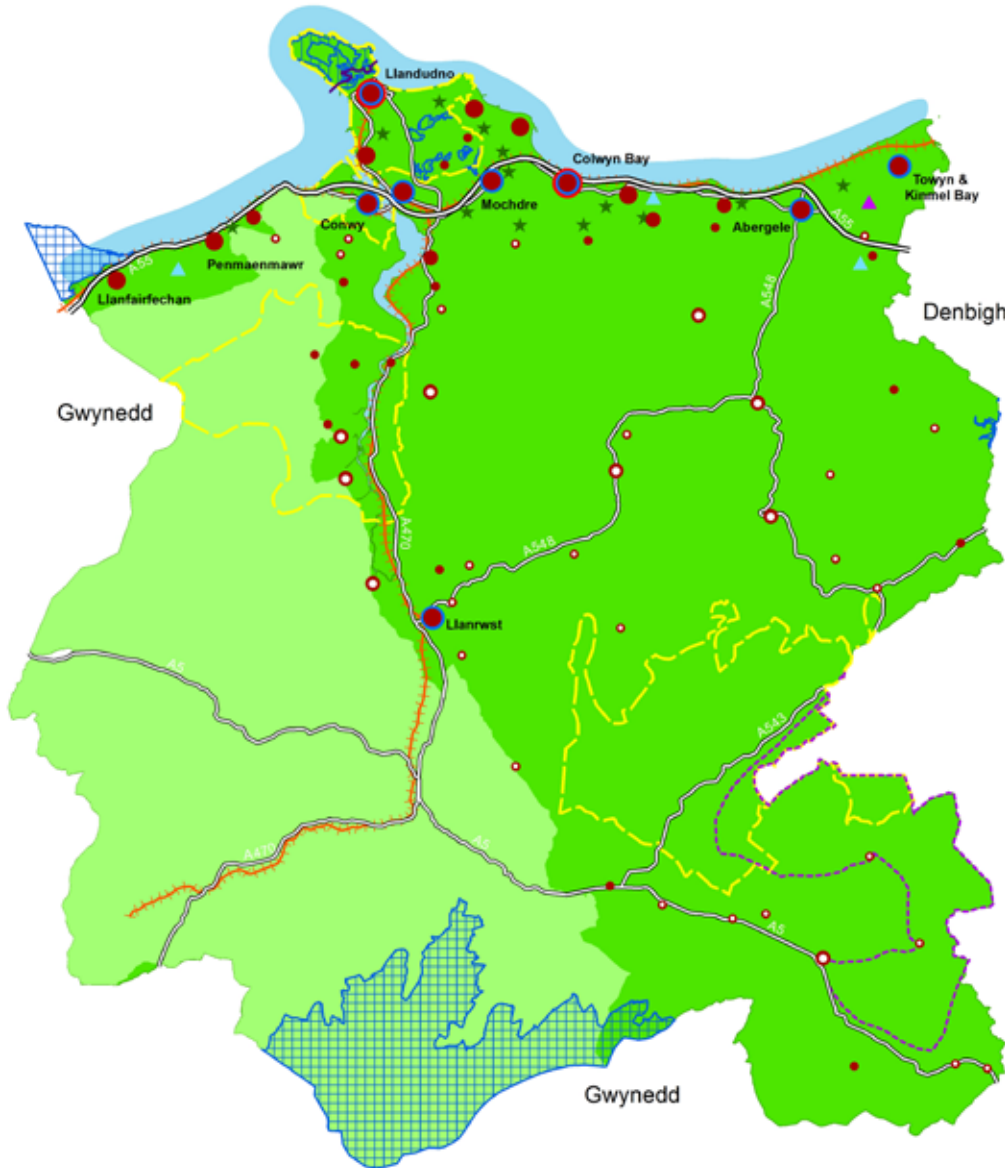
“Small scale development proposals which help to diversify rural economy, create improved links to the National Park and provides key community facilities will be encouraged.”



# Conwy Local Development Plan 2007 - 2022 Key Diagram

## Hierarchy of Settlements

- Urban
- Tier 1
- Tier 2
- Minor Village
- Hamlet
- Main Retail Centre
- Main Employment Area
- Conwy Plan Area
- Snowdonia National Park
- ▲ Working Mineral Locations
- ▲ Waste Management Facilities
- ★ Green Wedge
- ══ Dual Carriageway
- ══ Other Major Roads
- ══ Rail
- ══ Heritage Coast
- ▭ Clocaenog SSA
- ▭ Historic Landscape
- ▭ Special Protection Area
- ▭ Special Area of Conservation



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Section 4

# **Spatial Policies and Supporting Development Management Policies**

Conwy Local Development Plan 2007-2022



## Section 4

# Spatial Policies and Supporting Development Management Policies

Development Principles

The Housing Strategy

The Economic Strategy

Tourism

Community Facilities and Services

The Natural Environment

Cultural Heritage

Sustainable Transport

Minerals and Waste





## 4.1 Development Principles

**Policy DP/1** - Sustainable Development Principles

**Policy DP/2** - Overarching Strategic Approach

**Policy DP/3** - Promoting Design Quality and Reducing Crime

**Policy DP/4** - Development Criteria

**Policy DP/5** - Infrastructure and New Developments

**Policy DP/6** - National Planning Policy and Guidance

**Policy DP/7** - Masterplans and Community Appraisals

**Policy DP/8** - Colwyn Bay Urban Regeneration Masterplan



## 4.1 Development Principles

### 4.1.1 Principles Determining the Location of Development

4.1.1.1 The principles of sustainable development underpin the Conwy LDP. Sustainable development means achieving economic stability and removing social inequalities whilst at the same time protecting and enhancing the environment. The Development Principle Policies aim to ensure that the location, scale and type of development allowed follows sustainable development principles and achieves environmental, economic and social gains for current and future generations of Conwy.

4.1.1.2 It is essential that we promote attractive, high quality, sustainable places where people want to live, work and relax. This chapter, therefore, contains the key principle policies relating to sustainable development and sets out the priority criteria that new development will need to meet, in principle, in achieving sustainable and appropriately located development.

4.1.1.3 Proposals in the Plan Area should seek to promote sustainability by demonstrating that the following criteria set out in Policy DP/1 – ‘Sustainable Development Principles’ have been taken into account.

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“It is essential that we promote attractive, high quality, sustainable places where people want to live, work and relax.”



## STRATEGIC POLICY DP/1 – SUSTAINABLE DEVELOPMENT PRINCIPLES

1. Development will only be permitted where it is demonstrated that it is consistent with the principles of sustainable development. All developments are required to:
  - a) Accord with national guidance in line with Policy DP/6 - 'National Guidance';
  - b) Be consistent with the sequential approach to development as set out in Spatial Policy DP/2 - 'Overarching Strategic Approach';
  - c) Make efficient and effective use of land, buildings and infrastructure by giving priority to the use of previously developed land in accessible locations, achieve compact forms of development through the use of higher densities and be capable of future adaptation in line with Policy DP/2 and other related policies within the Plan;
  - d) Conserve or enhance the quality of buildings, sites and places of historic, archaeological or architectural importance in line with Strategic Policy CTH/1 - 'Cultural Heritage';
  - e) Conserve or enhance the quality of biodiversity and wildlife habitats, and safeguard protected species in line with Strategic Policy NTE/1 – 'The Natural Environment';
  - f) Take account of and address the risk of flooding and pollution in the form of noise, lighting, vibration, odour, emissions or dust in line with Policies DP/2 and DP/3 - 'Promoting Design Quality and Reducing Crime';
  - g) Make efficient and effective use of resources by employing sustainable building techniques, incorporating energy and water conservation measures and, wherever possible, the use of renewable energy, in line with Policy DP/3 and Strategic Policy NTE/1.
2. Development proposals should also where appropriate:
  - a) Provide safe and convenient access by public transport, bicycle and on foot minimising the need to travel by car in line with Policy DP/2 and Strategic Policy STR/1 - 'Sustainable Transport, Development and Accessibility';
  - b) Include measures to manage traffic and minimise congestion arising in line with Strategic Policy STR/1;
  - c) Make provision for infrastructure and other public services made necessary by the development, in line with Policies DP/4 - 'Development Criteria', DP/5 - 'Infrastructure and New Developments' and the Monitoring and Implementation Plan;
  - d) Be designed to a high standard, being attractive, adaptable, accessible, safe and secure as set out in Policy DP/3;
  - e) Promote sustainable economic development in line with Strategic Policy EMP/1 - 'Meeting the Employment Need';

- f) Conserve or enhance the quality of valued open spaces, the character and quality of local landscapes and the wider countryside in line with Strategic Policies NTE/1 and CFS/1 - 'Community Facilities and Services';
- g) Take account and address the potential impact of climate change in line with Strategic Policy NTE/1;
- h) Protect the quality of natural resources including water, air and soil in line with Strategic Policy NTE1;
- i) Reduce waste production and manage waste re-cycling in line with Strategic Policy MWS/1 - 'Minerals and Waste'.

4.1.1.4 This key policy draws together sustainability issues to ensure that the fundamental principles of sustainable development underpin all development proposals. The issues dealt with are covered in greater detail in the later subject chapters. It also includes references to key sustainability issues of building methods and materials, which will be part of the overall consideration of the development proposal, but are not directly related to the planning system.

## 4.1.2 Overarching Strategic Approach

### 4.1.2.1 Strategic Objectives

SO1, SO3, SO4, SO7.

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"...key sustainability issues of building methods and materials, which will be part of the overall consideration of the development proposal."



# POLICY DP/2 - OVERARCHING STRATEGIC APPROACH

Development will be located in accordance with the overarching strategic approach set out below:

## Urban Areas

Abergele/Pensarn, Colwyn Bay (inclusive of Rhos-on-Sea and Old Colwyn), Conwy, Deganwy/Llanrhos, Llandudno, Llandudno Junction, Llanfairfechan, Llanrwst, Mochdre, Penmaenmawr, Penrhyn Bay/Penrhynside and Towyn/Kinmel Bay.

Most new development will take place within, and on the fringe of, these urban areas. Over the plan period approximately 85% of the housing and 85% of employment (B1, B2 & B8) development (through completions, commitments, windfall and new allocations) will be located primarily within, and on the fringe of, the urban areas to reflect the spatial priorities of contributing to the creation of sustainable communities.

Urban Areas will be key in the provision of a combination of market and Affordable Housing for Local Need (AHLN) on both allocated sites and windfall sites. Settlement boundaries will be amended to reflect the proposed development. AHLN will also be permitted on exception sites adjoining Llanrwst.

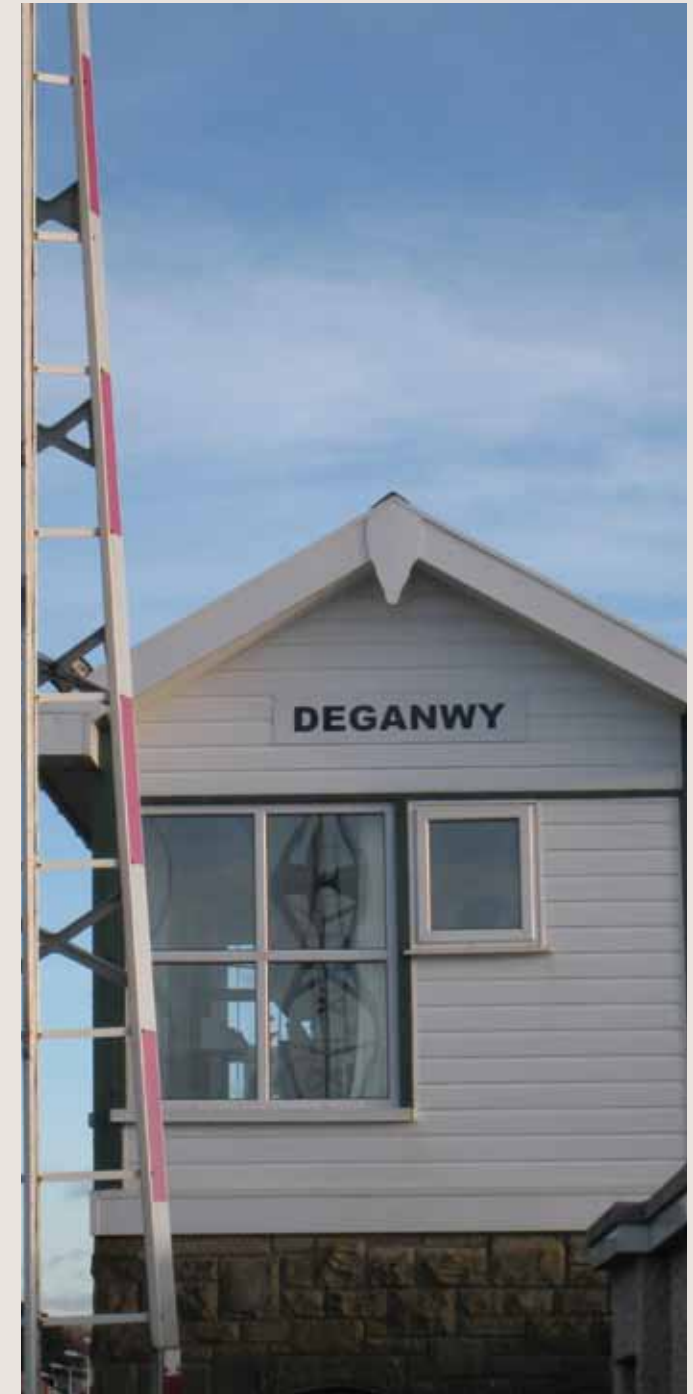
## Main Villages

Tier 1: Llanddulas, Dwygyfylchi\*, Llysfaen, Glan Conwy

Tier 2: Betws-yn-Rhos, Cerrigydrudion, Dolgarrog\*, Eglwysbach, Llanfair Talhaiarn, Llangernyw, Llansannan, Tal-y-Bont\*/Castell and Trefriw\*

The scale of proposed future development will reflect the settlements' needs in terms of the size and function and their physical and functional relationships with the urban areas. Main Villages provide a service function for the Minor Villages and Hamlets and this will be maintained and further developed to meet the needs of these communities. Over the Plan period, approximately 15% of the housing and 15% of the employment (B1, B2 & B8) development will be accommodated within Main Villages, Minor Villages and Hamlets, but primarily in the Tier 1 and Tier 2 Main Villages and delivered through completions, commitments, windfall and new allocations.

Tier 1 Main Villages will provide a combination of market value and AHLN and Tier 2 Villages will seek to provide 100% AHLN only on both allocated sites and windfall sites within the confinements of the settlement boundaries. To provide an element of flexibility, market dwellings will be permitted in exceptional circumstances on allocated sites and windfall sites within the Tier 2 Villages as a means to



deliver affordable housing on-site, subject only to financial viability testing. Such development will be of a smaller scale than that permitted in the Urban Areas. No further development will be permitted outside settlement boundaries, except for 100% small scale AHLN on exception sites to meet identified need in line with Policy HOU/6 – ‘Exception Sites for Affordable Housing for Local Need’ and in exceptional circumstances to meet employment needs in line with Policy EMP/3 – ‘New B1, B2 & B8 Office and Industrial Development on Non-Allocated Sites’;

### **Minor Villages**

Bryn Pydew, Glanwydden, Groes, Henryd, Llanbedr-y-Cennin\*, Llanddoged, Llanelian, Llangwm, Llanefydd, Pentrefelin, Pentrefoelas, Rhyd-y-Foel, Rowen\*, St George, Tal-y-Cafn and Tyn-y-Groes.

Limited development will take place in the Minor Villages to protect the character of the area, and contribute to the creation of sustainable communities. Over the Plan period, no market housing sites or employment sites will be allocated, neither will the settlement boundaries be drawn around the Minor Villages. In line with Policy HOU/2, the Minor Villages will seek to deliver 100% AHLN only on windfall sites within the confinements of the settlement or where single or small groups of new dwelling estates (up to 5 dwellings) represent a form of infilling and relates physically and visually to the settlement. To provide an element of flexibility, market dwellings will be permitted in exceptional circumstances on windfall sites within the confinements of the settlement as a means to deliver affordable housing on-site, subject only to financial viability testing. Small scale 100% AHLN exception sites may be permitted outside, on the fringe of, the main settlement confinements, where it meets local need in line with Policy HOU/6.

In exceptional circumstances new B1, B2 & B8 employment development will be permitted in line with Policy EMP/3.

### **Hamlets**

Bodtegwel, Bryn-y-Maen, Bryn Rhyd-y-Arian, Brymbo, Bylchau, Cefn Berain, Cefn Brith, Capelulo\*, Dinmael, Glan Rhyd, Glasfryn, Groesffordd, Gwytherin, Hendre, Llanfihangel GM, Maerdy, Melin y Coed, Nebo\*, Pandy Tudur, Pentre Isa, Pentre-llyn-cymmer, Pentre Tafarn-y-Fedw, Rhydlydan and Tan-y-Fron.

Over the Plan period, there will be no allocations for development within the Hamlets. Development will only be permitted in exceptional circumstances. An exception will be where development would provide single AHLN or employment opportunities in acceptable and sustainable locations.

*\* Falls partly within the Snowdonia National Park*

4.1.2.2 The Overarching Strategic Approach defines the framework for the location of development. This is necessary to ensure that the countryside is protected from gradual encroachment on the edges of villages and to help guard against incremental growth in unsustainable locations. However, the efficient re-use of previously developed land within development frameworks will generally be supported, subject to the satisfaction of relevant policies, in the interests of sustainability. Frameworks have been defined to take into account the present extent of the built-up area, development committed by planning permissions and other proposals included in the LDP.

4.1.2.3 To contribute to achieving the priority issues of protecting the natural and built environment and providing land to meet AHLN, the Council is promoting a level of development over the Plan period which looks to play a part in delivering these priority issues. In tackling these issues facing Conwy, development will be focussed in the most sustainable locations, in line with Policy DP/2 – ‘Overarching Strategic Approach’ in the Urban Development Strategy Areas of Abergele, Colwyn Bay, Llandudno and Llandudno Junction.

## 4.1.3 Promoting Design Quality and Reduction of Crime

### 4.1.3.1 Spatial Objectives

SO10, SO11, SO14.

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“However, the efficient re-use of previously developed land within development frameworks will generally be supported.”



## POLICY DP/3 – PROMOTING DESIGN QUALITY AND REDUCING CRIME

1. All new development will be of high quality, sustainable design which provides usable, safe, durable and adaptable places, and protects local character and distinctiveness of the Plan Area's built historic and natural environment. The Council will require development to:
  - a) Be appropriate to, and enhance, its locality in terms of form, scale, massing, elevation detail and use of materials;
  - b) Meet the Council's approved standards of open space provision and parking;
  - c) Meet required standards of accessibility, having suitable regard to the needs of people of different ages and abilities in the design of the proposal;
  - d) Have regard to the impact on adjacent properties and areas and habitats supporting protected species;
  - e) Have regard to appropriate orientation, energy efficiency and the use of renewable energy in design, layout, materials and technology in accordance with NTE/6 – 'Energy Efficiency and Renewable Energy Technologies in New Development';
  - f) Provide sustainable urban drainage systems to limit waste water and water pollution and reduce flood risk in line with national guidance and Policy NTE/8 – 'Sustainable Drainage Systems'.
  
2. The Council will also seek, where appropriate, to:
  - a) Enhance the local character of buildings, heritage and open spaces;
  - b) Provide for a compatible mix of uses, particularly in town and village centres;
  - c) Incorporate landscaping within and around the development appropriate to the scale and impact of the development;
  - d) Integrate with existing routes to provide linked up places connecting with the wider area, in particular public facilities and green transport routes;
  - e) Provide developments that offer transport alternatives and promote walking, cycling and use of public transport;
  - f) Create safe places through the adoption of 'designing-out-crime' principles to provide natural surveillance, visibility, and well lit environments and areas of public movement;



- g) Secure the retention and enhancement of features of biodiversity;
  - h) Incorporate areas and facilities for waste management, rainwater harvesting/storage, grey water reuse and recycling;
  - i) Have regard to the Authority's Road Adoption Guidelines in road design.
3. The Council will seek the contribution of an agreed percentage of the total development costs for the provision or commissioning of publicly accessible art or design improvement works in accordance with DP/5 – 'Infrastructure and New Developments' where appropriate to its location and viability.

4.1.3.2 Any development, from an urban extension to an extension to an existing household, must respond to its context, including existing buildings, open spaces and village edges, and ensure an integrated scheme that does not harm local amenity and, wherever possible, brings benefits to the area. High quality design is a priority issue for the Council to encourage the younger population to remain and return to the area to work and live. Sustainable development can be achieved where attractive and functional places are created that have substantial benefits for the development itself, the residents, the environment and community. Minimum requirements for accessibility to buildings are included in Approved document Part M of the Building Regulations and assessed separately from the Planning system; however the Council will look favourably on proposals that seek to provide higher levels of accessibility than are required. Poorly designed developments are unacceptable; they can reduce the perception of safety, increase crime, discourage recycling, increase energy consumption and discourage residents from exercising and using local open spaces. To assist good design, a Householder Design SPG has been prepared and a Design SPG will be prepared in line with the monitoring section to support Policy DP/3.

4.1.3.3 All new buildings should be of high quality, sustainable design and must respect and enhance their surroundings without harming local amenity. They should protect and enhance local distinctiveness and character. They should be of an appropriate scale, design and materials which are appropriate to their location including landscaping. Public art may make a significant contribution to enhancing local character and identity, and will be supported where appropriate in accordance with DP/4 – 'Development Criteria' and the supporting Planning Obligations SPG.

"All new buildings should be of high quality, sustainable design and must respect and enhance their surroundings without harming local amenity"

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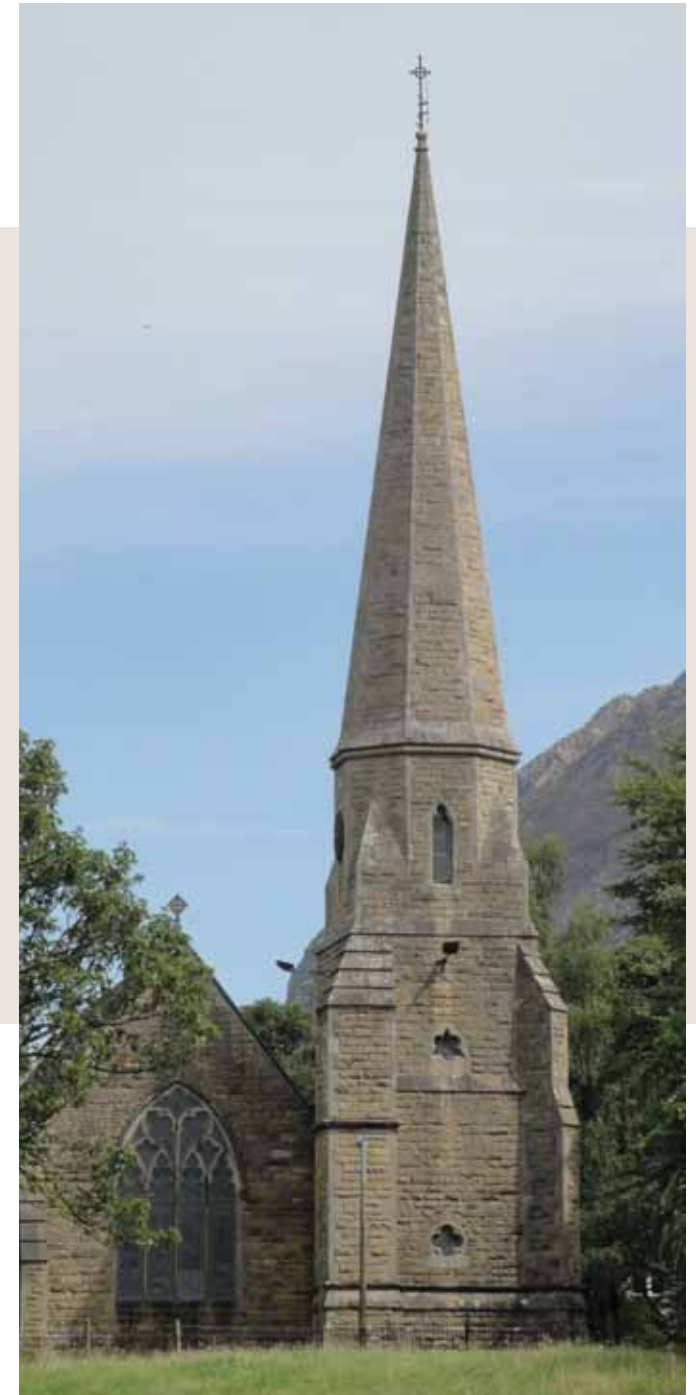
## 4.1.4 Development Criteria

### 4.1.4.1 Spatial Objectives

SO1, SO13.

## POLICY DP/4 – DEVELOPMENT CRITERIA

1. Development proposals, where appropriate and in accordance with the policies of the Plan and the Council's Standards should provide the following:
  - a) Affordable Housing for Local Need;
  - b) Safe access from the highway network and enhancement of public transport, cycling and pedestrian infrastructure;
  - c) Car parking;
  - d) Safe and secure cycle parking;
  - e) Open Space;
  - f) Safe and convenient access for all to public buildings and spaces, including those with limited mobility or those with other impairments such as of sight or hearing;
  - g) Screened storage of refuse, including recyclable materials;
  - h) A design and layout that minimises opportunities for crime;
  - i) Financial contributions towards the provision and maintenance of infrastructure, services and facilities required by the development.



2. Planning permission will not be granted where the proposed development would have an unacceptable adverse impact:
  - a) On residential amenity;
  - b) From traffic generated;
  - c) On archaeological interests and the built form;
  - d) On the Welsh language;
  - e) On environmental conditions arising from noise, lighting, vibration, odour, noxious emissions or dust;
  - f) On ecological and wildlife interests and landscape character;
  - g) On flooding and flood risk;
  - h) On the best and most versatile agricultural land;
  - i) On quality of ground or surface water;
  - j) On essential community facilities.

4.1.4.2 It is important that development proposals make proper provision to meet the needs generated. Read together with Policies DP/1 and DP/3 on 'Sustainable Development Principles' and 'Promoting Design Quality and Reducing Crime' respectively, this policy provides a check-list for developers to help ensure that all requirements are met. To avoid an overly lengthy and complex policy, many of the criteria cross-refer to other policies in the Plan, which provide the full detail.

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“Planning permission will not be granted, where the proposed development would have an unacceptable adverse impact “

## 4.1.5 Infrastructure and Development

### 4.1.5.1 Spatial Objective

SO13.

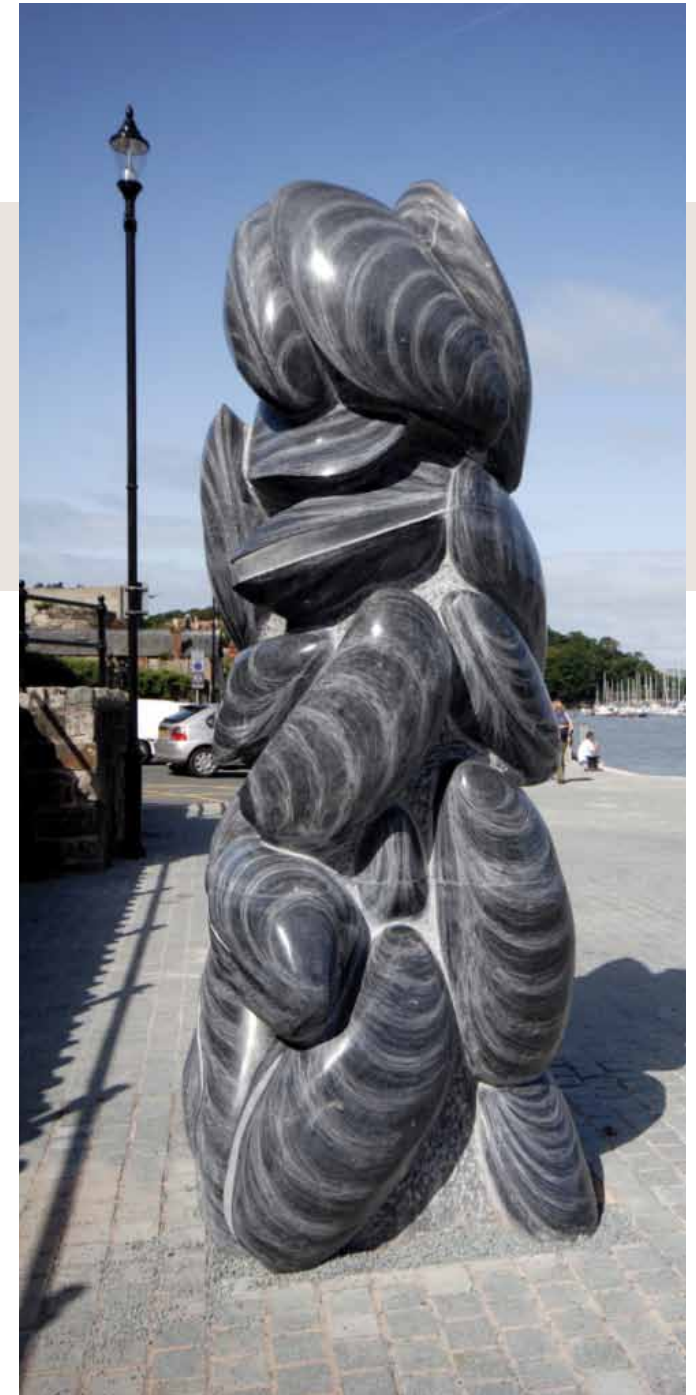
## POLICY DP/5 - INFRASTRUCTURE AND NEW DEVELOPMENTS

All new development, where appropriate will be expected to make adequate contributions towards new infrastructure to meet the additional social, economic, physical and/or environmental infrastructure requirements arising from the development or future maintenance and upkeep of facilities. Contributions will be sought in line with the Council's priorities.

4.1.5.2 Proposals for development in Conwy will be supported which have made suitable arrangements for the improvement or provision of on-site and off-site infrastructure, services and facilities made necessary by the development and for their future maintenance.

4.1.5.3 It is important that provision is made for additional infrastructure, services and facilities resulting from new development and for their future maintenance, as well as for suitable access, parking, drainage, design, renewable energy and landscaping within the site. All new development contributes to demands on existing infrastructure, community facilities and public services. Developers will, therefore, be expected to contribute towards the necessary improvements or new provision to serve needs arising from their development. Development should not take place before the infrastructure needed by its occupants is in place. Development will only be permitted when agreement has been reached between the relevant parties on the funding and programmed implementation of required on-site and off-site provision as set out in the Planning Obligations SPG. However, it is apparent that some sites experience considerable constraints which could have an impact on the deliverability of a site financially. In these cases, a degree of flexibility will be applied.

4.1.5.4 The contributions will be sought in line with priority mechanisms set out in the Planning Obligations SPG.



“It is important that provision is made for additional infrastructure, services and facilities resulting from new development and for their future maintenance, as well as for suitable access, parking, drainage, design, renewable energy and landscaping within the site.”

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### **Community Infrastructure Levy (CIL)**

4.1.5.5 The Community Infrastructure Levy (CIL) is a voluntary mechanism that allows local authorities in England and Wales to levy a standard charge on most types of new development, to fund the infrastructure needed to support development in their area.

4.1.5.6 The regime for this new charge now allows local authorities to impose charges upon most new development via CIL. The CIL has been the subject of lengthy consultations. In essence, CIL has been designed to replace the current system of planning obligations. However, the Government has set out transitional rules for a period of 4 years from 6th April 2010, following which Local Authorities may not seek contributions for pooled resources, for example play-space contributions, via Section 106 agreements. It is the intention of the current Plan to secure contributions via Section 106 Agreements until work begins on the CIL (potentially early 2013). The LDP policy and any related SPG provided in the interim will be monitored annually through the Annual Monitoring Report (AMR) and amended where required.

## 4.1.6 National Planning Policy and Guidance

### 4.1.6.1 Spatial Objectives

Inclusive of all Spatial Objectives - SO1 to SO16

## DP/6 - NATIONAL PLANNING POLICY AND GUIDANCE

Development proposals must comply with national planning policy and guidance.

4.1.6.2 The Welsh Government's national land use planning policies are set out in Planning Policy Wales and Minerals Planning Policy Wales supplemented by Technical Advice Notes and Circulars and by Ministerial Interim Planning Policy Statements. Authorities in Wales must have regard to national policy, including the Wales Spatial Plan, in the preparation of LDPs.

4.1.6.3 A thorough scoping exercise has been undertaken of all national guidance as set out in BP/1 – 'Related Plans and Strategies' to understand areas of repetition. However, to provide the user of the Conwy LDP with the relevant national guidance related to certain planning applications, the Council will provide regular updates on the public website and provide guidance notes.

4.1.6.4 Policy DP/6 subjects all planning applications to up-to-date planning guidance to avoid unnecessary repetition throughout the LDP.







## 4.1.7 Masterplans and Community Appraisals

### 4.1.7.1 Spatial Objectives

SO2, SO5, SO6, SO8.

## DP/7 - MASTERPLANS AND COMMUNITY APPRAISALS

Land use proposals resulting from Masterplans, Community Appraisals, or similar, will be supported where they:

- a) Relate to the Strategic Objectives of the Plan;
- b) Have regard to national policy, the Wales Spatial Plan and the Community Strategy;
- c) Can be developed and supported by evidence base of need;
- d) Are supported by Strategic Environmental Assessment/Sustainability Appraisal, where appropriate;
- e) Are realistic, viable and can demonstrate deliverability through supplementary evidence;
- f) Are prepared in consultation with the public and relevant stakeholders;
- g) Conform with other related policies within the Plan.



4.1.7.2 The overarching aim of Masterplanning is to achieve sustainable places. This process identifies the need for consideration of site planning, community integration, sustainable transport, ecology and landscaping. There is also a recognised need to raise the quality of design for new developments in the Plan Area, from strategic sites and significant areas of change to some smaller individual sites.

4.1.7.3 There are a number of such schemes in progress including Masterplans for Colwyn Bay, Llandudno Junction and Llanrwst which have been progressing in accordance with specific and separate briefs and are all at different stages. A further Abergele Masterplan is proposed to not only provide the strategic direction for the proposed developments set out in this Plan, but to further understand the wider implications and improvement measures associated with the development. The LDP will support those aspects of the masterplans which meet Policy DP/7.

4.1.7.4 The majority of masterplans will be Council-led, however, developers or community groups may wish to undertake similar exercises to inform wider development proposals. In both instances there will be two main aims: to “regenerate town centres and villages and rejuvenate run-down or underused areas” and to “protect, conserve and enhance the natural and built environment”. Any proposals requiring planning permission will be considered against the Development Principles and other policies in the Plan.



## DP/8 - COLWYN BAY URBAN REGENERATION MASTERPLAN

Regeneration proposals in Colwyn Bay will be concentrated within the Colwyn Bay Masterplan (CBMP) area as shown on the proposals map. Key Proposals and interventions will be supported which assist the following Colwyn Bay urban regeneration objectives:

- a) Creates the conditions for investment and economic growth and improved social activity;
- b) Provides for new housing in line with Strategic Policy HOU/1 – ‘Meeting the Housing Need’;
- c) Increases connectivity to the waterfront, east-west links between the town centre, East Colwyn and Eirias Park and along Abergele Road in line with Strategic Policy STR/1;
- d) Provides for new town centre retail and commercial development in line with Strategic Policies CFS/1 and STR/1;
- e) Enhances the opportunity provided at Eirias Park by the new Events Centre and Rugby Academy with further clustering of the sports facilities to the southern boundary;
- f) Contributes to buildings and structures with local or national heritage importance through sympathetic enhancement or conservation proposals;
- g) Provides for improved development of the waterfront to include coastal defence works and the enhancement of the area as a tourism and leisure facility/attraction;
- h) Provides for improved development of the Bay View Shopping Centre and its connectivity with the surrounding town centre in line with Strategic Policies CFS/1 and STR/1;
- i) Creates a new focus for the town centre;
- j) Improves vehicle movement and public transport access to and within the town, including a new integrated transport hub at the Station Square and realigned highways and new public realm in line with Strategic Policy STR/1.

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“The Council are working in partnership with WG to promote the comprehensive regeneration of coastal communities, broaden economic activity, address social exclusion and reduce deprivation.”

4.1.7.5 In 2008, the Welsh Government (WG) launched the Strategic Regeneration Area Initiative (SRA) to regenerate coastal communities in Conwy and Denbighshire. The Council are working in partnership with WG to promote the comprehensive regeneration of coastal communities, broaden economic activity, address social exclusion and reduce deprivation. As part of this regeneration initiative, a multi-disciplinary team of consultants has been appointed to prepare a Masterplan for Colwyn Bay to promote the sustainable regeneration of the area to 2025.

4.1.7.6 The urban regeneration of Colwyn Bay is not about radical redevelopment. The objectives will be achieved through changing and enhancing the spatial experience of the town and link its assets together. This will be achieved via key themes and spatial objectives.

4.1.7.7 Allocating land in the UDSA and, in particular, housing allocations within Colwyn Bay, will improve and support the objectives of the Colwyn Bay Masterplan and other settlements in the coastal zone which are supported by the SRA. The Colwyn Bay Masterplan forms SPG, which consists of the final report produced by DPP Shape and supported by evidence set out in BP/23 – ‘Colwyn Bay Master Plan Baseline Report’.





## 4.2 The Housing Strategy

- Policy HOU/1 - Meeting the Housing Needs
- Policy HOU/2 - Affordable Housing for Local Need
- Policy HOU/3 - Phasing Housing Development
- Policy HOU/4 - Housing Density
- Policy HOU/5 - Housing Mix
- Policy HOU/6 - Exception Sites for Affordable Housing for Local Need
- Policy HOU/7 - Council and Government Owned Sites in the Plan Area
- Policy HOU/8 - Register of Land Holdings
- Policy HOU/9 - Meeting the Site Need for Gypsies and Travellers
- Policy HOU/10 - Houses in Multiple Occupation and Self Contained Flats
- Policy HOU/11 - Residential Care Homes and Extra Care Housing
- Policy HOU/12 - Re-Use and Adaptation of Redundant Rural Buildings for Residential Use

“The shortage of affordable housing to rent or to buy is one of the greater challenges facing many communities in Conwy.”

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## 4.2 The Housing Strategy

### 4.2.1 Spatial Objectives

SO1, SO2, SO3, SO12.

### 4.2.2 Housing Strategy Statement

4.2.2.1 Housing issues remain the key area of concern for many communities within the Plan Area. The shortage of affordable housing to rent or to buy is one of the greater challenges facing many communities in Conwy. Local incomes in the Plan Area are generally low and opportunities for higher paid employment limited. The combination of these factors creates difficulties for local people to access the housing market. The accessibility and affordability of housing is an essential factor in securing long term sustainability of our communities. The average household size in the Plan Area has also decreased, as more people live alone and young people move from the area, to be replaced by older people moving in. The changing age and social structure of Conwy’s population may threaten the wellbeing of communities and the viability of local schools, businesses, services and facilities. Therefore, it is crucial to the future of Conwy that the needs of predicted population and household change are secured and a more balanced age structure promoted through the development of well designed and accessible dwellings of the right type, size and tenure.

4.2.2.2 The strategic housing policy is designed to ensure that over the remainder of the Plan period a housing land supply of a maximum of up to 6,520 houses (with a contingency level of up to 7,170 dwellings) will be built in the right places and of the right type to maximise the contribution it makes towards meeting identified market and affordable housing needs (refer to BP/2 – ‘Population and Household Projections’). The key priority is to increase the supply of Affordable Housing for Local Need (AHLN) and the Council will take every opportunity through its policies to maximise AHLN provision. The policy approach ensures that the affordable housing requirement of 1,875 (refer to BP/36 – ‘Affordable Housing Needs Calculation’) is met through the provision of approximately 1,000 new build affordable housing units over the Plan period. The strategy recognises that the ‘bottom line’ affordable housing need figure of 1,875 is not simply about the requirement to build new homes – it’s about households in need. As well as providing new affordable housing of approximately 1,000 new build dwellings, the strategy recognises that there are a variety of other ways of helping these households which don’t require new-build homes – for example through placement within existing social housing stock, the provision of supported purchase schemes such as the Homebuy initiative, and through financial support to rent within the private sector (housing benefit). Such non-build methods of delivery will be met through the Conwy Housing Strategy Team and the implementation

of the Conwy Local Housing Strategy. As evidenced in BP/36, this approach seeks to deliver the identified need of 1,875 which comprises a split of 50% social and intermediate housing.

4.2.2.3 The growth strategy proposed is sufficient to meet the demands created by population and household projections and to satisfactorily deliver the majority of the new build affordable housing need. The housing policy is clear in that the level of housing need cannot be achieved without being flexible and fully understandable of the viability issues associated with housing development. It also recognises the importance of having a joined-up approach with the Conwy Local Housing Strategy to deliver the social and intermediate needs of Conwy.

4.2.2.4 To that point, the policy target for the level of affordable housing to be provided over the Plan period is informed by taking account of the risks to delivery, the types of sites likely to come forward over the Plan period and on the likely levels of finance available for affordable housing, including both public subsidy such as Social Housing Grant and the level of developer contribution that could reasonably be secured. Site capacity thresholds and site specific targets set out in the housing policy have been balanced against the need for affordable housing and site viability as evidenced in BP/9 – 'Affordable Housing Viability Study' (AHVS). Informed by the AHVS, a split target has been adopted to take into account different market areas in Conwy. The Plan fully recognises in its housing supply figures that it will not always be possible to achieve the required percentage of affordable housing on all sites (allocations and windfall), in particular from brownfield site developments. A flexible policy approach to affordable housing contributions through negotiation and viability assessments, in addition to the other mechanisms to deliver need, provides the bases for a realistic and achievable target.

4.2.2.5 The Tier 1 Main Villages will provide a combination of market value and AHLN from existing commitments, on allocated sites and from windfall development, to realise the spatial objectives for the delivery of AHLN and protection of the natural and historic environment. Within the Tier 2 Main Villages, the Council will seek to deliver 100% AHLN only on allocated and windfall sites within the settlement boundaries. To provide an element of flexibility, market dwellings may be permitted in exceptional circumstances on allocated and windfall sites within the Tier 2 Villages where it is essential to assist the delivery of affordable housing on site and where supported by the completion of a Viability Assessment Pro-Forma. Such windfall schemes will generally be smaller than those permitted in the Urban Development Strategy Areas (no more than 10 dwellings on windfall sites) and will be phased in line with the provision of infrastructure. Small scale (up to 5 dwellings) 100% AHLN exception sites may be permitted outside, but on the edge of, the settlement where it meets local need.



4.2.2.6 There are no settlement boundaries for Minor Villages and no allocations are made for new dwellings. To meet the needs of the community, the Council will seek to deliver 100% AHLN only on windfall sites within the confinements of the settlement or where single or small groups of new dwelling estates (up to 5 dwellings) represent a form of infilling and relates physically and visually to the settlement. The level of development should represent the level of facilities and services and safeguard the Welsh language. To provide an element of flexibility, market dwellings may be permitted in exceptional circumstances on windfall sites only where it is essential to assist the delivery of affordable housing on site and where supported by the completion of a Viability Assessment Pro-Forma. Small scale 100% AHLN (up to 3 dwellings) exception sites may be permitted outside, on the fringe of, the main settlement confinements where it meets local need.

4.2.2.7 The needs of the Hamlets will be met through appropriate development. Agricultural or forestry worker dwellings, conversions to dwellings and single AHLN developments may be permitted in appropriate locations.

4.2.2.8 The policy approach recognises that the improved delivery of AHLN is challenging, resulting from a lack of financial subsidy, increased developer build costs and decreasing house prices. This not only requires a flexible approach by the Council, but also a positive 'step change' from landowners and developers when negotiating land purchase or option costs in the future. Proposals for reduced affordable housing contributions from housing schemes will not be permitted where it results from land being purchased at 'inflated' prices. Land purchase should be negotiated on the basis of providing affordable housing, other planning obligations and overcoming 'known' constraints. The policy assumption is that land has been purchased at the right price. Deviation from the policy assumption and reduction in affordable housing contribution will only be acceptable where a supporting viability assessment demonstrates that 'unknown' development costs are apparent.

4.2.2.9 To contribute to the viability of schemes in the future, the Council will be proactive and propose to use its own land holdings and establish a register of public owned sites to contribute to meeting AHLN.

4.2.2.10 The Plan includes criteria based policies to contribute to meeting the site needs for gypsies and travellers identified in the Gypsy and Traveller Accommodation Needs Assessment (GTANA) and in assessing applications to accommodate housing for the elderly. Policies are also covered to ensure the right density and type of housing is considered in addition to controlling the development of further houses in multiple occupation to encourage higher living standards. To safeguard the open countryside, further policy is set out to control the conversion of rural buildings in the open countryside.

4.2.2.11 This section incorporates the necessary detailed policies, supported by the Implementation and Monitoring Section, to ensure this strategy is delivered.

## STRATEGIC POLICY HOU/1 – MEETING THE HOUSING NEED

1. Over the period 2007 to 2022 the Council will plan, monitor and manage the delivery of approximately 6,520 new dwellings (at an average annual rate of 478 new dwellings) inclusive of completions, commitments, windfall and new allocations and a contingency level of up to approximately 7,170 dwellings.
  - a) Priority will be given to locating new development in line with Strategic Policy DP/1 – ‘Sustainable Development Principles’ and the settlement hierarchy set out in Policy DP/2 – ‘Overarching Strategic Approach’. Approximately 85% (5,542 dwellings) of the housing development will be located within the accessible Urban Development Strategy Area and distributed as set out below and in Table HOU1a:





## Housing Allocations

<b>URBAN DEVELOPMENT STRATEGY AREA</b>		
<b>Urban Settlement</b>	<b>Site</b>	<b>Housing Allocation</b>
Abergele	Abergele Business Park	200 Dwellings
Abergele	Rhuddlan Road/Tandderwen Farm	600 Dwellings
Colwyn Bay	Lawson Road	35 Dwellings
Colwyn Bay	BT Exchange	70 Dwellings
Colwyn Bay	Glyn Farm	39 Dwellings
Old Colwyn	Ty Mawr	255 Dwellings
Old Colwyn	Ysgol y Graig	30 Dwellings
Rhos on Sea	Dinerth Road	65 Dwellings
Rhos on Sea	Dinerth Hall Farm	80 Dwellings
Llandudno Junction	Esgyryn	120 Dwellings
Llandudno Junction	Social Club/Youth Club	40 Dwellings
Llandudno Junction	Woodland	75 Dwellings
Llandudno	Plas yn Dre	40 Dwellings
Penrhyn Bay	Plas Penrhyn	30 Dwellings
Llanfairfechan	West Coast Building	10 Dwellings
Llanfairfechan	Adjacent to Glanafon	15 Dwellings
Llanfairfechan	Dexter Products	15 Dwellings
Llanrwst	Bryn Hyfryd/Ffordd Tan yr Ysgol	40 Dwellings
Llanrwst	Site A North of Llanrwst	50 Dwellings
Llanrwst	Site E adj to Bryn Hyfryd	50 Dwellings
Llanrwst	Site D East of Llanrwst	60 Dwellings
<b>Total UDSA Allocations</b>		<b>1919 Dwellings</b>

Outside the urban settlement boundaries, no further housing development will be permitted, except to meet AHLN on exception sites adjoining Llanrwst in line with Policies HOU/2 – 'Affordable Housing for Local Need' and HOU/6 – 'Exception Sites for Affordable Housing for Local Need'. Development proposals within settlement boundaries on unallocated sites will be assessed against other policies in the Plan;

- b) In the Main Villages, the scale of proposed future development will reflect the settlement's size and function and their physical and functional relationships with the urban areas. Over the Plan period, approximately 15% (978 dwellings) of the housing requirement will be accommodated mainly within the Tier 1 and Tier 2 Main Villages and distributed as follows:

## Housing Allocations

<b>RURAL DEVELOPMENT STRATEGY AREA</b>		
<b>Rural Settlement</b>	<b>Site</b>	<b>Housing Allocation</b>
<i>Tier 1 Main Villages</i>		
Dwygyfylchi	Off Ysguborwen Road	15 Dwellings
Dwygyfylchi	North of Groesffordd	30 Dwellings
Glan Conwy	Top Llan Road	80 Dwellings
Llanddulas	South of the Mill	20 Dwellings
Llanddulas	Pencoed Road	20 Dwellings
Llysfaen	Adjacent to former rectory	30 Dwellings
Llysfaen	Adjoining Ysgol Cynfran	40 Dwellings
<i>Tier 2 Main Villages</i>		
Betws yn Rhos	Ffordd Llanelwy	10 Dwellings
Betws yn Rhos	Minafon	10 Dwellings
Cerrigydrudion	Land fronting B5105	20 Dwellings
Dolgarrog	Tan y Ffordd	15 Dwellings
Dolgarrog	Aluminium works	30 Dwellings
Eglwysbach	Off Heol Martin	10 Dwellings
Llanfair TH	The Smithy	25 Dwellings
Llangernyw	Coed Digain	25 Dwellings
Llansannan	North of Llansannan	25 Dwellings
	<b>Total RDSA Allocations</b>	<b>405 dwellings</b>

The Tier 1 Main Villages will accommodate an element of market and AHLN and the Tier 2 Main Villages will seek to achieve 100% AHLN subject to viability. Outside the settlement boundaries only justified small-scale schemes (up to 5 dwellings) providing 100% AHLN on exception sites at the edge of the settlements, or where it represents a Rural Enterprise Scheme or a Low Impact Development, will be

permitted in line with Policies DP/6 – ‘National Planning Policy and Guidance’, HOU/2 – ‘Affordable Housing for Local Need’ and HOU/6 – ‘Exception Sites for Affordable Housing for Local Need’;

- c) In the Minor Villages, only limited development will be permitted to reflect viability, sustainability and the character of settlements. Over the Plan period, no housing allocations or settlement boundaries are required. Only small scale development seeking to achieve 100% AHLN proposals may be supported within the confinements of the settlement where it comprises redevelopment, conversion of existing buildings or where single or small groups of new dwelling estates (up to 5 dwellings) represent a form of infilling and relates physically and visually to the settlement. At the edge of minor settlements, only justified small-scale schemes (up to 3 dwellings) providing 100% AHLN, or where it represents a Rural Enterprise Scheme or a Low Impact Development, will be permitted in line with Policies DP/6, HOU/2 and HOU/6;
- d) In Hamlets and in the open countryside, housing development will only be permitted in exceptional circumstances. A single dwelling may be supported within, or at the edge of, the settlement or where this represents a conversion of a non-residential building in the open countryside, and where it is justified to meet AHLN or a Rural Enterprise and/or Low Impact Development on a case by case basis, in accordance with Policies DP/6, HOU/2 and HOU/6;
- e) The following sites are identified as contingency sites to be held in reserve but which can be released for development on a managed basis if the allocated housing sites in the Plan do not come forward for development as anticipated in the Plan:

<b>CONTINGENCY SITES</b>		
<b>Settlement</b>	<b>Site</b>	<b>Dwellings</b>
Abergele	Llanfair Road	100 Dwellings
Colwyn Bay	Glyn Farm	27 Dwellings
Old Colwyn	Llysfaen Road	20 Dwellings
Conwy	Henryd Road, Gyffin	10 Dwellings
Llandudno	Nant y Gamar Road	60 dwellings
Penrhyn Bay	Off Derwen Lane	175 Dwellings
Penmaenmawr	Conwy Road	15 Dwellings
Llanfairfechan	West of Penmaen Park	45 Dwellings
Llanrwst	Site C North East of Llanrwst	70 Dwellings
	<b>Contingency Total</b>	<b>522 Dwellings</b>

## Basis for release of Contingency Sites

If, following adoption of the LDP, the Joint Housing Land Availability Study (JHLAS) indicates that the Council is unable to achieve a five year housing land supply, the Council will release a site (or sites) from the list of contingency sites, in order to increase the housing land supply. The release of contingency sites will be based on the following criteria:

- i) The location of the site within the Spatial Strategy, with priority being given to the release of a site in the same area where a shortfall in the land supply has been identified, and;
  - ii) The ranking of the site within BP/21, with priority being given to releasing the highest ranking contingency sites.
2. The Council will give priority to housing on previously developed land over the Plan period by phasing development in line with Policy HOU/3 – ‘Phasing Housing Development’, the Housing Delivery and Phasing Plan and table HOU/1b. Through the plan, monitor and manage approach, housing contingency sites will be released accordingly in line with the Monitoring Plan and the Annual Monitoring Report.
3. The Council will ensure that housing developments make the best and most efficient use of land by achieving a broad mix of housing types at an appropriate density which reflects the diverse needs of the residents in line with Policies HOU/4 – ‘Housing Density’ and HOU/5 – ‘Housing Mix’.
4. The Council will address the need for gypsies and travellers in line with Policy HOU/9 – ‘Meeting the Site Need for Gypsies and Travellers’.
5. The Council will control the development of self contained flats and Houses in Multiple Occupation to aid regeneration, improve housing quality and choice, and contribute to an enhanced environment in line with Policy HOU/10 – ‘Houses in Multiple Occupation and Self Contained Flats’.
6. The Council will accommodate the housing needs for the elderly in line with Policy HOU/11 – ‘Residential Care Homes and Extra Care Housing’.
7. The Council will control the conversion of rural buildings to residential in line with Policy HOU/12 – ‘Re-Use And Adaptation Of Redundant Rural Buildings For Residential Use’.

Table 3 HOU1a Settlement Hierarchy		Completions	Permissions	Windfall	Allocations	Empty Homes	TOTALS	%
Urban	Abergele, Towyn & Kinmel Bay	143	245	95	800	116	1399	21.3
	Conwy, Llandudno Junction & Llandudno	485	424	426	305	135	1775	27.1
	Colwyn Bay, Rhos on Sea & Mochdre	506	245	352	574	174	1851	28.2
	Llanfairfechan & Penmaenmawr	132	53	80	40	44	349	5.3
	Llanrwst	33	0	58	200	21	312	4.8
<b>URBAN TOTAL</b>		<b>1299</b>	<b>967</b>	<b>1011</b>	<b>1919</b>	<b>490</b>	<b>5686</b>	<b>86.8</b>
Rural	Tier 1 Main Villages	28	70	43	235	8	384	5.9
	Tier 2 Main Villages	46	0	103	170	12	331	5.1
	Minor Villages	16	0	33	0	6	55	0.8
	Hamlets	6	0	31	0	4	41	0.6
	Open Countryside	23	0	35	0	0	58	0.9
<b>RURAL TOTAL</b>		<b>119</b>	<b>70</b>	<b>245</b>	<b>405</b>	<b>29</b>	<b>868</b>	<b>13.2</b>
<b>TOTALS</b>		<b>1418</b>	<b>1037</b>	<b>1256</b>	<b>2324</b>	<b>519</b>	<b>6483</b>	<b>100.0</b>
							<b>School Modernisation</b>	<b>199</b>
							<b>TOTAL</b>	<b>6753</b>
							<b>Contingency</b>	<b>522</b>
							<b>OVERAL HOUSING TOTAL</b>	<b>7275</b>

**Table 4 HOU1b- Estimated Housing Delivery**

	2007 - 2012	2012 - 2017	2017 - 2022	TOTALS
<b>Completions</b>	1418	0	0	<b>1418</b>
<b>Permissions</b>	0	1037	0	<b>1037</b>
<b>Windfall</b>	0	628	628	<b>1256</b>
<b>Empty Homes</b>	269	125	125	<b>519</b>
<b>School Modernisation</b>	0	99	100	<b>199</b>
<b>Allocations</b>	0	934	1390	<b>2324</b>
<b>TOTALS</b>	1687	2823	2243	<b>6753</b>

“Local planning authorities in North Wales have undertaken an apportionment of the latest Welsh Government household projections with the involvement of key stakeholders.”

### 4.2.3 Housing Need

4.2.3.1 The Welsh Government requires local planning authorities within each region of Wales to work together and with appropriate stakeholders to apportion the Welsh Government’s sub-national household projections, or agree their own regional projections. Local planning authorities in North Wales have undertaken an apportionment of the latest Welsh Government household projections with the involvement of key stakeholders. The apportionment procedure placed an expectation on Conwy to consider options for housing development based around a figure of 5,325 dwellings during the Plan period (i.e. 355 dwellings per year).

4.2.3.2 The growth projections and associated housing requirement are informed by BP/2. This paper updates the 2008-based projections which were published by the Welsh Government in 2010. The updated projections were produced in October 2011 by Conwy County Borough Council’s Corporate Research Department. The LDP uses the 6,620 15 year figure as the principal indicator of new dwelling requirement for the whole of the County Borough for 2007 – 2022 period. This figure is reduced to 6,520 for the 15 year period when development within the part of the Snowdonia National Park Authority, which falls within the Conwy County Borough boundary, is taken into account. BP/2 uses more recent data to prepare a more up-to-date set of population and household projections, and provides data on the assumed dwelling impacts of these projections, including potential future housing mix requirement. It also looks at the migration trend assumptions used in the preparation of Welsh Government’s 2008-based projections and discusses why Conwy County Borough Council have opted to use different assumptions to predict future growth taking into account the justification to deviate away from the WG 2008-based projections. WG produced only one migration scenario (5-year trend based) which





had limited usefulness, especially as migration is the most volatile component of change. Taking these factors into account, the requirement for new housing during the Plan period has been calculated at approximately 6,520 (approximately 478 dwellings a year) with a contingency level up to 7,170 dwellings.

4.2.3.3 This level of housing growth reflects the principal natural population change, household size change, net in-migration and at the same time contributes to tackling the key objectives of AHLN delivery, protection of the natural and built environment and provides suitable housing for the existing and future younger population to remain and work in the area. Overall, this growth represents past trend builds over the last 5 years (refer to BP/4 - 'Housing Land Supply') and reflects the capacity of the house building industry and their ability to deliver over the Plan period (refer to BP/31 - 'Capacity of the House Building Industry').

4.2.3.4 The majority of this housing requirement will be delivered in the Urban Development Strategy Area being the most sustainable location as demonstrated in BP/37 - 'Growth Distribution Options Report' and BP/8 - 'Hierarchy of Settlements and Settlement Boundaries'.

4.2.3.5 The Authority proposes that this housing requirement of 6,520 should be met by phased development across the Plan period, split into three time periods (from April to March) as shown in table HOU1b, the Implementation and Monitoring Section, BP/30 - 'Phasing Plan' and BP/4 - 'Housing Land Supply'.

4.2.3.6 Sufficient land, therefore, needs to be allocated in the LDP to accommodate approximately 6,520 dwellings over the Plan period, including the contribution from those already built since 2007, current commitments and the sources of supply from windfall sites (refer to BP/4). A further contingency land supply from suitable and deliverable sites totalling 650 dwellings is included in the Plan (6,520 + 650 = 7,170 dwellings). Contingency sites will be released in order of priority as outlined in Policy HOU/1, where the Council is unable to achieve a five year housing land supply.

4.2.3.7 In accordance with national planning policy, development in sustainable and accessible locations on previously developed land (PDL) is preferred to greenfield sites. In delivering the housing needs in Conwy, it will not be practicable to deliver the whole dwelling requirement on PDL, so some loss of greenfield sites and green wedges will be necessary to ensure deliverability of the Plan. Within this LDP, the strategic housing sites (sites over 100 dwellings) and non-strategic sites (sites under 100 dwellings) are located on the Proposal Map and within the Housing Delivery and Phasing Plan set out in the Implementation and Monitoring section.

## 4.2.4 Sources of Housing Supply

4.2.4.1 The Conwy LDP will allocate sites that are capable of providing 10 or more dwellings for housing. As shown from the 2012 Joint Housing Land Availability Study, Conwy has already delivered 1,418 new homes between 2007 and 2012. The outstanding commitments (those with current planning permission but not yet built) and projected windfall (development likely to come forward on unallocated sites) totals 2,293 homes (refer to BP/4 – ‘Housing Land Supply’), which are likely to be built over the Plan period. This figure includes bringing back into use a projected 519 empty homes over the Plan period and developing out sites totalling approximately 199 dwellings becoming available from the School Modernisation Programme. The Council will consider serving a completion notice to reduce that uncertainty and ensure deliverability of the needs facing the communities of Conwy.

4.2.4.2 Taking into account all these sources of housing supply, land is allocated in this Plan to accommodate approximately 2,324 houses and a further 522 for contingency as shown below:

**Table 5: Sources of Housing Supply**

Source of Supply	Greenfield	Brownfield	Total
All Net-Completions 01/04/07 – 31/03/12	362	1056	1418
Commitments as at 01/04/12	176	556	732
Further committed sites since 01/04/12	251	54	305
Windfall	64	1192	1256
Empty Homes		519	519
Primary School Modernisation		199	199
<b>Sub Total</b>			<b>4429</b>
<b>Allocation</b>	<b>1744</b>	<b>580</b>	<b>2324</b>
<b>Contingency</b>			<b>522</b>
<b>Overall Land Requirement</b>			<b>7275</b>

“In delivering the housing needs in Conwy, it will not be practicable to deliver the whole dwelling requirement on PDL, so some loss of greenfield sites and green wedges will be necessary to ensure deliverability of the Plan.”

“... all the settlements within the Plan Area have been subjected to a sustainability test to assess their capacity for housing.”

#### 4.2.5 Broad distribution of new housing growth

4.2.5.1 Evidence to support the distribution of growth is detailed in BP/37 – ‘Growth Distribution Options Report’. As part of the process to investigate where housing land might be made available to meet future housing needs, all the settlements within the Plan Area have been subjected to a sustainability test to assess their capacity for housing and in formulation of the Settlement Hierarchy (refer to BP/8 – ‘Hierarchy of Settlements and Settlement Boundaries’). As detailed in the Strategy (section 3) and BP/37, a greater scale of development is proposed within the Urban Development Strategy Area to reflect the sustainability of the area in terms of adequacy of facilities and the capacity of the local environment. These locations have a strong range of community facilities offer with good access to new and existing jobs, key services and infrastructure. The target for housing developments in each settlement tier between 2007 and 2022 is set out in Table HOU1a.

#### 4.2.6 New Housing in the Countryside

4.2.6.1 Housing development in the open countryside will be strictly controlled unless it can be fully justified by reference of robust supporting evidence. One of the few circumstances in which new isolated residential development in the open countryside may be justified is when accommodation is required to enable rural enterprise workers to live at, or close to, their place of work. In line with policy DP/6, rural enterprise dwellings include:

- A new dwelling on an established rural enterprise (including farms) where there is a functional need for a full time worker and the business case demonstrates that the employment is likely to remain financially sustainable.
- A second dwelling on an established farm which is financially sustainable, to facilitate the handover of the management of the farm business to a younger farmer.
- A second dwelling on an established farm which is financially sustainable, where there is a functional need for a further 0.5 or more of a full time worker and at least 50% of a Grade 2 Standard Worker salary, as defined by the latest version of the Agricultural Wages Order, is obtained from the farm business.
- A new dwelling on a new rural enterprise where there is a functional need for a full time worker.





4.2.6.2 A rural enterprise comprises land related businesses including agriculture, forestry and other activities that obtain their primary inputs from the site, such as the processing of agricultural, forestry and mineral products together with land management activities and support services (including agricultural contracting), tourism and leisure enterprises.

4.2.6.3 New permanent dwellings will only be allowed to support established rural enterprises providing the required functional, time and financial tests are met in line with Policy DP/6 and demonstrated through a Rural Enterprise Dwelling Appraisal.

4.2.6.4 In general, preference will be given to the re-use or replacement of existing buildings over those which propose the erection of a new dwelling in order to avoid further development in the countryside. Where new buildings are proposed to be erected they should be sited and designed to minimise impact on the countryside, and where possible be grouped around existing development and meet the Development Principles and other related policies of the Plan. The erection of a further dwelling would not be justified where an existing dwelling serving the unit, or closely connected with it, has either recently been sold off or in some way separated from it.

## 4.2.7 Second Dwellings on Established Farms

4.2.7.1 The Plan encourages younger people to manage farm businesses and promotes the diversification of established farms. To support this policy objective it may be appropriate to allow a second dwelling on established farms that have met the financial and functional tests as set out in Policy DP/6. The two exceptions to the policy are:

- Where there are secure and legally binding arrangements in place to demonstrate that management of the farm business has been transferred to a person younger than the person currently responsible for management, or, that transfer of management is only conditional upon grant of planning permission for the dwelling. The younger person should demonstrate majority control over the farm business and be the decision maker for the farm business; or,
- There is an existing functional need for an additional 0.5 or more of a full time worker and that person obtains at least 50% of a Grade 2 Standard Worker salary, as defined by the latest version of the Agricultural Wages Order, from the farm business.

## 4.2.8 New Dwellings on New Enterprises

4.2.8.1 In line with Policy DP/6, a new dwelling will be permitted where it can be demonstrated through evidence base that it is essential to support a new rural enterprise. It will be essential for applications to further demonstrate that there is clear evidence of a firm intention and ability to develop the rural enterprise concerned, that the new enterprise needs to be established at the proposed location and it meets the functional, time and financial tests. These forms of evidence base should be supported through the submission of a Rural Enterprise Dwelling Appraisal at the application stage in line with Policy DP/6.



## 4.2.9 One Planet Development

4.2.9.1 One Planet Development is development which, through its low impact, either enhances or does not significantly diminish environmental quality. One Planet Development is potentially an exemplar type of sustainable development which should initially achieve an ecological footprint of 2.4 global hectares per person or less in terms of consumption. They should also be zero carbon in both construction and use.

4.2.9.2 One Planet Developments may take a number of forms. They can either be single homes, co-operative communities or larger settlements. They may be located within or adjacent to existing settlements, or be situated in the open countryside. Where One Planet Developments involve members of more than one family, the proposal should be managed and controlled by a trust, co-operative or other similar mechanism in which the occupiers have an interest. Land based One Planet Developments located in the open countryside should, over a reasonable length of time (no more than 5 years), provide for the minimum needs of the inhabitants in terms of income, food, energy and waste assimilation. Where this cannot be demonstrated, they will be considered against policies which seek to control development in the open countryside as set out in this Plan.

4.2.9.3 Planning applications for land based One Planet Developments located in the open countryside need to be supported by robust evidence. In line with Policy DP/6 a management plan must accompany planning applications for this type of development. The management plan should set out the objectives of the proposal, timetable for development of the site and timescale for review. It should be used as the basis of a legal agreement relating to the occupation of the site should planning consent be granted. The management plan should include a Business and Improvement Plan, Ecological Footprint Analysis of the development, Carbon Analysis of the development, Biodiversity and Landscape Assessment, Impact Assessment to identify potential impacts on the host community, and a Transport Assessment and Travel Plan to identify the transport needs of the inhabitants and propose sustainable travel solutions.

“The Plan encourages younger people to manage farm businesses and promotes the diversification of established farms.”

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## 4.2.10 Affordable Housing for Local Need

### POLICY HOU/2 – AFFORDABLE HOUSING FOR LOCAL NEED

1. The Council will require the provision of AHLN in new housing development as identified in The Local Housing Market Assessment and the Conwy Affordable Housing and First Steps Registers. The delivery of AHLN will be guided by Table HOU2a, the Housing Delivery and Phasing Plan and the following hierarchy:
  - Giving AHLN provision a high priority through negotiating with developers to include AHLN on-site in all housing developments within the settlement boundaries of the Urban Development Strategy Area and Tier 1 Main Villages, according to the following distribution:

Llandudno and Penrhyn Bay, Rhos on Sea	35%
Conwy, Llandudno Junction, Glan Conwy, Llanrwst	30%
Llanfairfechan, Penmaenmawr, Colwyn Bay, Dwygyfylchi, Llanddulas & Llysfaen	20%
Abergele, Towyn and Kinmel Bay	10%
  - A lower provision may be acceptable where it can be clearly demonstrated and supported by the submission of evidence including completion of a Viability Assessment Pro-Forma. Off-site provision or commuted payments will be acceptable for development proposals consisting of 3 or less dwellings, and may be acceptable for proposals consisting of 4 or more dwellings provided there is sufficient justification. It is expected that the AHLN units will be provided without subsidy.
  - At the edges of the Urban Development Strategy Areas, development will not be permitted outside the settlement boundaries, apart from exception sites providing 100% AHLN adjoining Llanrwst.
  - Windfall sites in Tier 1 Main Villages will reflect levels of need and consist of no more than 10 dwellings.
  - Within the Tier 2 Main Villages, the Council will seek to achieve 100% AHLN on allocated and windfall sites within the settlement boundaries. Market dwellings may be permitted in exceptional circumstances on allocated and windfall sites where it is essential to assist the on-site delivery of affordable housing and where supported by the completion of a Viability Assessment Pro-Forma. Windfall sites will reflect levels of need and consist of no more than 10 dwellings.

- Outside Tier 1 and Tier 2 Main Village settlement boundaries, as an exception, small scale 100% AHLN will be acceptable on the edge of settlements up to 5 dwellings, giving first priority to Previously Developed Land, to encourage the creation of sustainable communities in line with Policies DP/2 – ‘Overarching Strategic Approach’, and HOU/6 – ‘Exception Sites for Affordable Housing for Local Need’.
  - Within the Minor Villages, the Council will seek to achieve 100% AHLN only through single and small scale developments within the confinements of the settlement and where proposals represent a form of infilling and relate physically and visually to the settlement. Market dwellings may be permitted on such windfall sites in exceptional circumstances where it is essential to assist the on-site delivery of affordable housing and where supported by the completion of a Viability Assessment Pro-Forma. Windfall sites will reflect levels of need and character of the settlement and consist of no more than 5 dwellings.
  - At the edge of Minor Villages, only justified small-scale schemes (up to 3 dwelling) providing 100% AHLN, or where it represents a Rural Enterprise Scheme or a Low Impact Development, will be permitted in line with Policies DP/6 and HOU/6.
  - Within Hamlets, development will only be permitted in exceptional circumstances to provide an individual single justified AHLN dwelling in an acceptable and sustainable location in line with Policy HOU/6.
  - Within the open countryside, AHLN will be guided in line with Policy DP/6.
2. All developments will be required to achieve an appropriate mix in terms of housing types and house sizes of AHLN within a development, determined by local circumstances at the time of the submission of a development proposal in line with Policy HOU/4.
  3. AHLN units should be fully integrated within a development and indistinguishable from non-affordable housing in line with Policy DP/3.
  4. The Council will seek to achieve higher levels of AHLN on Council owned sites in line with Policy HOU/7.
  5. The Strategic Planning Policy Service will seek to establish a Plan Area-wide register of land holdings in public ownership for AHLN, in line with Policy HOU/8.



**Table 6: HOU2a**  
**Affordable Housing Delivery**

<b>Source of Affordable Housing Supply</b>	<b>Urban Development Strategy Area (UDSA)</b>	<b>Rural Development Strategy Area (RDSA)</b>
Generated via completions 1/4/2007 – 31/3/2012	202	12
Commitments as at 1/4/2012	184	27
Further committed sites since 1/4/2012	28	0
Generated via Windfall Includes supply generated by Rural Enterprise dwelling and AHLN Exception sites.	241	211
Generated via Windfall (school modernisation) 10% of projected 199 dwellings split 85% in UDSA and 15% in the RDSA	17	3
Generated from Allocations seeking levels of AHLN in line with Policy HOU/2	392	225
<b>SUPPLY VIA STRATEGY AREA 2007 - 2022</b>	<b>1064</b>	<b>478</b>
<b>TOTAL SUPPLY</b>	<b>1542</b>	

## 4.2.11 Meeting the Need for Affordable Housing in Conwy

### Local Housing Market Assessment

4.2.11.1 A shortage of Affordable Housing for Local Need (AHLN) is one of the most pressing priority issues the Plan Area faces. The authority has been working collaboratively with Snowdonia National Park, Ynys Môn, Gwynedd and Denbighshire Housing and Planning Authorities to develop improved shared understanding of the housing market through a Local Housing Market Assessment (LHMA), recognising that housing market areas do not conform to administrative boundaries. The LHMA Phase 1 (refer to BP/7) provided a good guide to the general County-wide level. A further revised assessment of the affordable housing requirements has been prepared as detailed in BP/36 – ‘Affordable Housing Needs Calculation’. The affordable housing needs calculation presented in BP/36 uses the methodology recommended in Welsh Government’s Local Housing Market Assessment Guide (March 2006) and represents a partial update of the Local Housing Market Assessment base line report that was produced for North West Wales in 2008. The revised affordable housing needs calculation looks at current and potential future affordable housing need, and calculates an annual estimate of how many households will require help to access affordable housing in addition to households who are already being helped. The revised calculation gives an annual estimate of households falling into affordable housing need in the Plan Area of 125 (approximately 61 social need and 64 intermediate need each year), concluding an overall affordable housing need of 1,875. This represents a reduction in overall affordable housing requirement based on past assessments. This is as a result of the availability of better quality up-to-date base data and a review of the calculation methodology, rather than as a reflection of an increase in the supply of affordable housing or a dramatic fall in the number of households in need.

4.2.11.2 The ‘bottom line’ affordable housing need figure of 1,875 is not the total new build housing figure required for the LDP, but represents overall ‘households’ in need. ‘Social housing need’ (915 by 2022) includes people who meet very specific criteria of housing need and are eligible for social rented housing assistance. This element of need is primarily delivered via other mechanisms, for example through placement within existing social housing stock; the provision of supported purchase schemes such as the Homebuy initiative; and through financial support to rent within the private sector (housing benefit). It is recognised within the Plan that the social housing need will be delivered via these alternative methods and not via new build developments. The delivery of social need is further supported and evidenced in the Conwy Local Housing Strategy to be implemented by the Conwy Housing Strategy Team via a partnership approach.



4.2.11.3 'Intermediate housing need' covers those who do not fall into the social need category but still need help to rent or buy within the open market. As detailed in BP/36, 64 households (960 by 2022 rounded up to 1,000) are in need of intermediate housing and will be delivered via new build dwelling supply detailed in table HOU/2a above. Table 6 provides the level of affordable supply, calculated based on the housing supply in Table 3, with AHLN delivery on the basis of the split policy in HOU/2. This calculates the maximum levels of AHLN likely to be achieved from the identified sources of housing supply; 1,542 units. In practice, a lower level is likely to come forward, owing to the flexibility within the policy on the basis of viability considerations. Even so, the level of AHLN oversupply that is provided in this scenario will ensure that the new-build requirement of 1,000 AHLN units will be met over the Plan period, with almost half of this figure already either complete or committed. Small-scale schemes on brownfield sites coming forward over the Plan period are those most likely to be less viable for AHLN provision owing to higher existing use values and increased development costs. In contrast, large and particularly Greenfield allocated sites will provide higher levels of AHLN, with financial viability being taken into account on a site-by-site basis. However, the policy assumption is that land has been purchased at the right price taking into account the requirements of planning obligations and constraints. Applications seeking to provide a lesser level of affordable housing as a result of inflated land purchase costs will not be accepted. Only new 'unknown' development costs will be considered through the completion of an Affordable Housing Viability Assessment Pro-forma demonstrating issues of viability. Based on the level of delivery of affordable housing set out in Policy HOU/2 the overall need of approximately 1,000 new build dwellings can be achieved through the Plan's growth level.

4.2.11.4 An Affordable Housing Supplementary Planning Guidance will be prepared to give further guidance on how Policy HOU/2 is to be implemented. It will include information on defining affordability and eligibility, types and sizes of affordable housing for local need, financial viability and applying flexibility to the requirements.



## 4.2.12 Rural Housing Enabler Studies

4.2.12.1 The Welsh Government guidance on undertaking Local Housing Market Assessments states that in the context of rural settlements an additional survey at the community level is the practical way to proceed to assess housing needs in rural areas as housing need can be highly localised in rural areas. In order to improve the information on local housing needs and help deliver affordable housing in Conwy, the Authority part funds Rural Housing Enablers. The role of the Rural Housing Enablers is to act as independent, impartial brokers working on behalf of local communities to assist communities to come up with tailor-made solutions to meet identified local housing need and to help communities carry out housing need surveys.

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“... to assist communities to come up with tailor-made solutions to meet identified local housing need and to help communities carry out housing need surveys.”

“In the Hamlets only single 100% AHLN units will be permitted in exceptional circumstances.”

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#### **4.2.13 Viability**

4.2.13.1 In line with the Welsh Government’s Technical Advice Note 2 (TAN2) which emphasises the importance of viability testing policy targets, the Council has prepared evidence on the financial viability of housing development by setting deliverable affordable housing targets and by assessing an appropriate threshold which should trigger affordable housing contributions.

4.2.13.2 Through the results of the financial viability evidence base, within the Urban Development Strategy Area and Tier 1 Main Villages the Council proposes a split affordable housing target by housing market area, ranging from 35% in Llandudno, Penrhyn Bay and Rhos on Sea, to 10% in Abergele, Towyn and Kinmel Bay. The Council will seek to achieve 100% AHLN provision within the Tier 2 Main Villages and Minor Villages; however, market dwellings may be permitted in exceptional circumstances on allocated and windfall sites where it is essential to assist the on-site delivery of affordable housing and where supported by the completion of a Viability Assessment Pro-Forma. In the Hamlets only single 100% AHLN units will be permitted in exceptional circumstances.

4.2.13.3 The assumption is that land purchase costs are negotiated on the basis of taking on board known planning obligations as identified in the Plan and known constraints. Applicants should complete the Affordable Housing Viability Assessment Pro-Forma available on the council’s website, or as detailed in the Planning Obligations SPG, where new unknown viability issues become apparent which impact on the deliverability of the scheme.

4.2.13.4 The Council will closely monitor delivery through the Annual Monitoring Report (AMR) should there be significant market change.

## 4.2.14 Affordable Housing Target in Conwy

4.2.14.1 The LDP affordable housing target must be based upon a realistic assessment of what is likely to be achievable within the Plan Area. The AHVS provides the viable target to which affordable housing should be provided and the threshold from which it should be sought.

4.2.14.2 The contribution to the affordable housing target will be delivered through completions since 2007, commitments (those with planning permission), the predicted windfall and new allocations. This source of potential affordable housing supply will be further contributed too through the implementation of the Empty Homes Strategy, new build on exception sites (see Policy HOU/6) and conversions within the open countryside to form agricultural workers dwellings. Table HOU2a details the distribution of these sources of supply and the overall delivery target over the Plan period. The application of these targets and the yield of affordable housing will be key monitoring elements in the AMR. However, what is clear from viability testing of sites in a range of market areas is that a single AHLN target cannot apply to all sites and the split approach taken in Policy HOU/2 is appropriate and allows financially viable development of AHLN on sites throughout the Plan Area. A conservative approach to estimate AHLN demonstrates that the new-build AHLN requirement of 1,000 dwellings can be delivered on this basis, taking into account the flexibility in the policy subject to viability testing.



4.2.14.3 There remains a relatively high level of long term empty properties in Conwy as detailed in the Council's Empty Homes Strategy. As a result of current initiatives and the commitment of a full-time Empty Homes Officer in Conwy, it is anticipated that 519 empty dwellings could be brought back into use for housing purposes over the Plan period and in many cases will give wider regeneration benefits. Some of the affordable housing shortfall identified in Conwy will be met by empty properties being brought back into use. A Commuted Sum Protocol has been prepared which sets out that commuted sum payments can be used to finance the bringing back into use of empty homes. It is important that Conwy works in partnership with other organisations to help bring these long-term empty properties back into permanent residential use as affordable housing for local needs. The LDP housing policies link up with Gwynedd and the Snowdonia National Park Authority's Empty Property Strategies by facilitating the return of long-term empty properties and the conversion of other appropriate empty buildings back into permanent residential use including AHLN.

4.2.14.4 It can be seen that the proportion of affordable housing required by the Local Development Plan is based on the AHVS. Whilst this provision is to be challenging, it represents an appropriate response to a well established need and is a major community priority which has been clearly expressed throughout the preparation of the LDP. The priority in delivering this contribution will be via on-site affordable housing. Off-site provision or commuted payments will be acceptable for development proposals consisting of 3 or less dwellings, and may be acceptable for proposals consisting of 4 or more dwellings provided there is sufficient justification. It is expected that the affordable housing units will be provided without subsidy. To assist developers, an Off-Site Assessment Pro-Forma supports the Planning Obligations SPG which should be completed as part of a planning application if an off-site contribution is sought.

“It is important that Conwy works in partnership with other organisations to help bring these long-term empty properties back into permanent residential use as affordable housing for local needs.”

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## 4.2.15 The Hierarchy of Settlements and Affordable Housing Provision

4.2.15.1 Settlement boundaries have been provided for all settlements falling within the Urban Development Strategy Area and the Tier 1 and 2 Main Villages. These settlements are better equipped with the services and employment opportunities to support new housing. They are also considered to have the capacity to accommodate development without detriment to the position of the Welsh language. Within the Main Villages and Hamlets no settlement boundaries are drawn.

4.2.15.2 The Tier 1 Main Villages will provide a combination of market value and AHLN from existing commitments, on allocated sites and from windfall development. Within the Tier 2 Main Villages, the Council will seek to deliver 100% AHLN only on allocated and windfall sites within the settlement boundaries. In exceptional circumstances market dwellings will be permitted in the Tier 2 Villages within the settlement boundaries on allocated and windfall sites where it is essential to assist the delivery of affordable housing and where supported by the completion of a Viability Assessment Pro-Forma. Such windfall schemes will generally be smaller than those permitted in the Urban Development Strategy Areas (no more than 10 dwellings on windfall sites). Small scale (up to 5 dwellings) 100% AHLN exception sites may be permitted outside, but on the edge of, the settlement where it meets local need.

4.2.15.3 There are no settlement boundaries for Minor Villages and no allocations are made for new dwellings. To meet the needs of the community, the Council will seek to deliver 100% AHLN only on windfall sites within the confinements of the settlement or where single or small groups of new dwelling estates (up to 5 dwellings) represent a form of infilling and relate physically and visually to the Minor Village. The level of development should represent the level of facilities and services and safeguard the Welsh language. To provide an element of flexibility, market dwellings may be permitted in exceptional circumstances on allocated and windfall sites only where it is essential to assist the delivery of affordable housing and where supported by the completion of a Viability Assessment Pro-Forma. Small scale 100% AHLN (up to 3 dwellings) exception sites may be permitted outside, on the fringe of, the main settlement confinements, where it meets local need. The Affordable Housing SPG will provide further guidance on sites classed as falling within the confinements of the settlement and exception sites.

4.2.15.4 The needs of the Hamlets will be met through appropriate development. Agricultural or forestry worker dwellings, conversions to dwellings and single AHLN developments may be permitted in appropriate locations.

“They are also considered to have the capacity to accommodate development without detriment to the position of the Welsh language.”

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## 4.2.16 Flexibility

4.2.16.1 The Council expects developers to purchase land for housing in the future having taken into account the need to provide the 'known' planning obligations and any 'known' abnormal costs (e.g. contamination costs). This step change in purchasing land over time will further assist the delivery of affordable housing as it is anticipated that this reduction in the value of the land will make such sites attractive to Housing Associations seeking to provide affordable housing. However, it is inevitable that changes to the economic climate, site specific issues and the level of need will change over the period of the Plan which could warrant sites being unviable or indeed more viable to seek a higher provision. Therefore, a flexible approach is applied to Policy HOU/2 and trigger points have been put in place in the Monitoring and Implementation section for when actions need to be taken to release contingency sites or warrant a review of the Plan.

4.2.16.2 Further guidance on applying flexibility to affordable housing contributions will be provided in the Affordable Housing SPG.



## 4.2.17 Off-Site Provision of Affordable Housing

4.2.17.1 The onus will be on the developer to set out the exceptional circumstances as to why provision may not need to be on site and how their alternative proposal will address the affordable housing need identified by the Local Authority.

4.2.17.2 Detailed guidance on flexibility will be provided in the Affordable Housing SPG.



## 4.2.18 Phasing Housing Development

### POLICY HOU/3 – PHASING HOUSING DEVELOPMENT

Housing allocations will be released in line with the Phasing Plan as set out in the Implementation and Monitoring Framework.

4.2.18.1 In the light of local circumstances and sustainability, the Plan phases development over the period of the LDP. The Phasing is justified by considerations relating to physical or social infrastructure, or to the adequacy of other services, which may indicate that a particular site cannot be released for development until a particular stage in the Plan period (refer to BP/30 – ‘Phasing Plan’). As set out in BP/30, where phasing is included in an LDP it should take the form of a broad indication of the timescale envisaged for the release of the main development areas or identified sites, rather than an arbitrary numerical limit on permissions or a precise order of release of sites in particular periods.

4.2.18.2 Proposals for phasing should allow for a reasonable degree of choice and flexibility, for example to secure an efficient and effective housing market. Flexibility will be needed in respect of the emergence of unidentified sites, i.e. sites not allocated in the LDP for the particular type of development and generally referred to as windfall sites. Phasing policies should recognise the need for possible adjustment to the timing of land release to the extent that the emergence of unidentified sites exceeds or falls short of the assumptions in the LDP. Where assumptions are made in the LDP about the future availability of windfall sites the assumptions will need to be checked by regular monitoring of planning permissions granted.

## 4.2.19 Housing Density

### POLICY HOU/4 – HOUSING DENSITY

1. Residential developments should make the best use of land. The Council will seek a density of 30 dwellings per hectare on allocated sites and large windfall sites (10 dwellings and above).
2. Higher densities of up to 50 dwellings per hectare will be sought where it represents a sustainable use of land and buildings and does not result in an unacceptable impact. Higher density schemes which result in a negative residual value and lower affordable housing provision will be discouraged.
3. Lower densities below 30 dwellings per hectare may be acceptable in circumstances where natural and/or built environment and infrastructure constraints impact on site layout.

4.2.19.1 Residential proposals should comply with the policies in the Development Principles and LDP9 - 'Design' Supplementary Planning Guidance in order to achieve quality living environments. For new homes to contribute to meeting the needs of current and future residents, it is important that they are designed to a high quality, are sustainable and inclusive and create an attractive environment that functions well, where people want to live, which meets their needs and which creates a sense of place where community identity can develop.

4.2.19.2 In line with government guidance, higher density developments are encouraged. This approach is supported by BP/9 – 'Affordable Housing Viability Study' where it is shown that increasing the density to 40 dwellings per hectare (dph) will improve residual values and overall affordable housing delivery. For example, in the lower value areas of the Plan Area, increasing the density from 30dph to 40dph will make the difference between having a scheme which has negative residual value to one where the residual is positive and affordable housing is provided. Evidence as shown in BP/9 demonstrates that housing density at 50dph and above decreases the viability of schemes resulting in a lesser affordable housing provision. The main reason for the apparent decrease in viability is that the 50dph and above schemes includes a significantly higher proportion of smaller units, notably flats. Smaller units, in a location such as Conwy, will normally have a depressing impact on overall viability since they do not generate a significant surplus of sales value relative to costs. When affordable housing is included in these schemes, residual value

can quickly become negative or viability marginal. In general terms however, BP/9 demonstrates that residual value will be maximised between 40dph and 50dph. The Council has, therefore, sought higher density developments of up to 50dph on a number of Urban Development Strategy Area sites in sustainable locations to ensure a higher level of affordable housing delivery. It will be essential to test the viability of a housing scheme at planning application stage in line with Policy HOU/2 but the Council also recognise that lower densities, of below 30dph, may be necessary in exceptional cases to achieve a satisfactory design and amenity. To this point, low cost market dwelling schemes built at a price affordable to those in need, enabled through the level of density proposed, design, layout and materials, will be supported where affordable housing is delivered and retained in perpetuity. The Housing Delivery and Phasing Plan details those sites which will accommodate higher housing density.

4.2.19.3 Building at moderate to high densities also enables best use to be made of development sites, and helps safeguard the countryside from unnecessary development. Where building occurs on a large scale, dense forms of development can also support the critical mass of people that may be needed to support local facilities. There is no reason why higher densities should compromise the quality of new development.

## 4.2.20 Housing Mix

### POLICY HOU/5 – HOUSING MIX

Development proposals should reflect the requirements for tenure, house types and sizes as set out in the Local Housing Market Assessment and the Conwy Affordable Housing and First Steps Registers, unless it can be demonstrated by evidence that the local circumstances of the particular settlement or location suggests a different mix of housing which would better meet the local needs. A proposed mix of dwellings which results in a negative residual value and lower affordable housing provision will be discouraged.



4.2.20.1 All housing developments in Conwy should be inclusive and accommodate a diverse range of residents' household size and housing need to create mixed communities. All housing developments, therefore, need to provide a more balanced range of housing types to reflect identified community need. The percentage split of housing mix throughout the Plan Area was concluded using the most up to date population projections set out in BP/2. This information will be reviewed resulting from future projections for Conwy and the finalisation of the Conwy LHMA.

4.2.20.2 As set out in the Planning Policy Wales, it is desirable in planning terms that new housing development in both urban and rural areas should incorporate a reasonable mix and balance of types and sizes of affordable housing to cater for a range of housing needs and contribute to the development of sustainable communities. PPW also states that for affordable housing it is important that authorities have an appreciation of the demand for different dwelling sizes and types of housing (i.e. intermediate and social rented) in relation to supply, so that they are well informed in negotiating the required appropriate mix of dwellings for new developments. The Council will implement the LHMA and the Affordable Housing Registers in negotiating the appropriate mix of housing type to meet the needs of the community. This applies especially to housing estates which, because of their size, have the potential to contribute significantly to the community's need for a wider range of dwelling sizes and types. As with HOU/4, all policy implications relating to density and development mix issues need to be tested at a scheme specific level taking into account the viability of the scheme in line with HOU/2.

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“All housing developments, therefore, need to provide a more balanced range of housing types to reflect identified community need.”



## 4.2.21 Exception Sites For Affordable Housing For Local Need

### **POLICY HOU/6 – EXCEPTION SITES FOR AFFORDABLE HOUSING FOR LOCAL NEED**

Housing schemes providing 100% AHLN may be permitted as an exception to normal policy circumstances in line with Strategic Policy HOU/1 and Policy HOU/2 and providing the following criteria are met:

- a) The general local need for affordable dwellings has been proven;
- b) There are no allocated sites coming forward within the development boundaries or confinements of the settlement which could meet this need;
- c) The proposal adjoins and forms a logical extension to the development boundary or adjoins the existing settlement;
- d) Secure arrangements are provided to restrict the occupation of an affordable house/houses on first occupation and in perpetuity to those who can prove general local need for an affordable house;
- e) The number, size, type and tenure of the dwellings meet the justified local need as set out in the local housing needs survey in line with Policy HOU/5;
- f) The AHLN units are of high quality, built to the Welsh Government's Development Quality Requirements – Design Standards and Guidance 2005 in line with Policy HOU/2, Strategic Policy NTE/1 – 'The Natural Environment' and The Code for Sustainable Homes;
- g) The development proposal meets the requirements set out in the Development Principles and other related policies of the Plan.



4.2.21.1 National policy allows for exception sites when meeting affordable housing need within, or adjoining, villages in circumstances where planning permission would not normally be given and where there is a demonstrable local need for affordable housing that cannot be met in any other way. These 'rural exception' sites provide a small but important source of affordable housing in rural areas and are regarded as additional to the provision of housing to meet the general needs. The location of rural exception sites will be determined by Policy HOU/2.

4.2.21.2 Such sites and proposals will be assessed on the basis of proven need, the suitability of the site and size of the dwelling(s), in addition to local requirements and affordability. It must be possible to develop a selected site in a way that contributes positively to the area and it must also be affordable. The density, setting, design, materials, landscaping etc must make a positive contribution to the character of the village or area.

4.2.21.3 In every case the needs of the particular village are carefully surveyed and assessed by the Council, Registered Social Landlords and Rural Housing Enablers before a scheme is progressed. Occupancy controls are imposed to ensure that the benefits of affordability (usually gained by the low land value derived from the exceptional basis of the scheme) are preserved in perpetuity for subsequent occupiers if the Council's criteria are met.

4.2.21.4 Exception sites will be considered where allocated sites exist within the development boundary but have not been brought forward. Evidence must be produced to demonstrate that the site is not likely to come forward for some time or is no longer deliverable due to new constraints.

## **4.2.22 Council And Government Owned Sites In The Plan Area**

### **POLICY HOU/7 – COUNCIL AND GOVERNMENT OWNED SITES IN THE PLAN AREA**

The Council will seek to achieve higher levels of AHLN on Council and Government owned sites greater than the standard for private sites, where viable, in line with Policy HOU/2 and as shown in Table HOU2b and the Housing Delivery and Phasing Plan.

4.2.22.1 The disposal of local authority and Government owned land for AHLN will also add to the certainty of delivery. As a result of the level of housing need within the Plan Area, and the priority issue to protect the natural and historic environment, Council owned land is identified in the Housing Delivery and Phasing Plan. Where deliverable and suitable to the character of the area, the Council will seek to accommodate a higher AHLN provision on-site than the standard set for privately owned sites.

## 4.2.23 Register Of Landholdings

### POLICY HOU/8 - REGISTER OF LANDHOLDINGS

The Strategic Planning Policy Service will seek to establish in partnership with the Conwy Housing Service, the Snowdonia National Park and other public agencies, a County Borough-wide register of landholdings in public ownership for AHLN.

4.2.23.1 To maximise the use and deliverability of exception sites and potential future 100% allocations for AHLN, the Council will proactively establish a County Borough-wide register, alongside Engineering and Design Services, Housing Services, neighbouring authorities where cross-boundary issues exist, and the Welsh Government. Land will be appraised on a regular basis to ensure that a land-bank of potential deliverable and suitable sites are available to meet the affordable needs of the community.



## 4.2.24 Meeting The Site Need For Gypsies And Travellers

### POLICY HOU/9 - MEETING THE SITE NEED FOR GYPSIES AND TRAVELLERS

1. Where a need is identified for a gypsy and traveller caravan site, proposals will be permitted provided all of the following criteria are met:
  - a) The site must be suitable for this type of use with a realistic likelihood that the site can be developed during the Plan period;
  - b) Previously developed land, or vacant land, on the edge of urban areas will be considered before sites in rural locations. Sites in rural or semi rural settings may also be acceptable provided they respect the scale of nearby communities and do not place an undue burden on local infrastructure.
  - c) A site allocated for other uses will only be released as an exception where a local housing needs assessment has established a need for a gypsy or traveller site, the need cannot be met in any other way and the scale of development does not exceed the level of need identified;
  - d) The site is accessible to shops, schools and health facilities by public transport, on foot or by cycle;
  - e) There is good access to the main transport network and the proposed development will not cause traffic congestion and highway safety problems;
  - f) The site is already appropriately screened or capable of being adequately screened and landscaped;
  - g) The site will have adequate on-site services for water supply, power, drainage, sewage disposal and waste disposal facilities;
  - h) The proposal would not be detrimental to the amenity of adjacent occupiers.
2. Based on the need identified in the Gypsy and Traveller Accommodation Needs Assessment (GTANA) the Council will identify and seek to obtain planning permission for suitable sites by September 2014.

4.2.24.1 Appropriate provision is required to meet the needs of gypsies, and travellers. An understanding of these needs is required if appropriate accommodation is to be provided and the number of unauthorised encampments and developments in the Plan Area reduced. It is now a statutory requirement under Section 225 of the Housing act 2004 for all local planning authorities to assess the accommodation needs of all gypsies and travellers and address any identified needs through the planning system. All local planning authorities are, therefore, required to include



suitable policies in the LDP to be used in the consideration of proposed gypsy and traveller sites and to allocate sites where a clearly defined need has been identified.

4.2.24.2 Welsh Government Circular 30/2007 ('Planning for Gypsy and Traveller Caravan Sites') requires local planning authorities to make provision for gypsy and traveller caravan sites through site allocation, where a need is identified, along with criteria-based policies. While the guidance acknowledges that a range of information sources can be considered in assessing the need and level of provision required, it emphasises that the information must be robust. The guidance acknowledges that Local Housing Market Assessments (LHMAs) provide the key source of information enabling local authorities to assess the level of gypsy and traveller accommodation provision that is required when preparing their LDPs.

4.2.24.3 Separate Welsh Government Guidance on the preparation of LHMAs (March 2006) strongly recommends that local authorities work in partnership with neighbouring authorities, as travelling patterns are liable to cross local authority boundaries.

4.2.24.4 The Council is currently undertaking a north west 'Local Housing Market Assessment' (LHMA) in partnership with neighbouring local authorities and Bangor University. As part of this work a 'Gypsy and Traveller Accommodation Needs Assessment' (GTANA), which includes face to face interviews with gypsy traveller parties, has been carried out and provides a robust basis for assessing the need for gypsy and traveller accommodation in the region over the LDP period. While the GTANA has not yet been formally published, the findings are available and indicate a need for 3 residential pitches in Conwy by 2016 with need projected to grow by 3% per annum. In addition the GTANA identifies a likely need for a transit site (for up to 7 caravans) on the County border with Denbighshire, where the two authorities may possibly be able to co-operate in provision in order to maximise usage.

4.2.24.5 In the light of these findings, the Council has expanded Policy HOU/9 to include a commitment to identify and seek planning permission for sites within a specified timescale based on this identified need. To ensure that there is potential to provide both residential and transit needs the Council will identify suitable sites in Conwy and seek permission within the timescale specified. Additionally, as a separate exercise, the possibility of a joint approach with Denbighshire County Council will be considered which could identify further opportunities to accommodate transit needs.

"An understanding of these needs is required if appropriate accommodation is to be provided and the number of unauthorised encampments and development in the Plan Area reduced."

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4.2.24.6 In planning for the accommodation of gypsies and travellers, it is important that site(s) are sustainable and have good access to key services and facilities and maintain and enhance the natural environment. With regard to site provision possible Welsh Government sources for funding for site delivery will be explored.

#### 4.2.25 Houses In Multiple Occupation And Self Contained Flats

### POLICY HOU/10 – HOUSES IN MULTIPLE OCCUPATION AND SELF CONTAINED FLATS

1. The Council will control the development of Houses in Multiple Occupation to aid regeneration, improve housing quality and choice, and contribute to an enhanced environment within the Plan Area. This will be achieved by resisting all proposals to create Houses in Multiple Occupation.
2. The sub-division of residential properties within the Urban Development Strategy Area to self contained flats will be permitted provided that:
  - a) The scheme of conversion and change of use does not create a House in Multiple Occupation;
  - b) Where appropriate, the development complies with the Development Principles, the Council's Parking Standards and all self contained flats are designed to a high quality in line with the Welsh Government's Development Quality Requirements – Design Standards and Guidance 2005 which includes space and Lifetime Home standards and the minimum standards to be met in relation to the Code for Sustainable Homes;
  - c) The level of resident activity and traffic generated would not seriously impact upon the privacy and the amenity of occupants of neighbouring properties;
  - d) The Development is supported by an identified need set out in the Local Housing Market Assessment (Phase 2).



4.2.25.1 The creation of self contained flats has become increasingly popular over recent years, particularly in the Colwyn Bay and Llandudno areas. This has been achieved through the erection of new buildings and through the conversion of large houses or commercial properties. Self contained flats can help to address the needs of those wanting to purchase or rent small units of accommodation, as well as providing a relatively affordable housing option for those wishing to purchase their first property.

4.2.25.2 Whilst the creation of self contained flats helps to meet a housing need, in some instances their provision can be detrimental to the amenity of existing residential areas. For example large numbers of flats can lead to problems such as a shortage of on street parking and bin storage issues. In addition, areas with high levels of flats are often associated with low levels of owner occupation which in some instances can lead to lower standards of maintenance and associated environmental degradation issues (thereby prejudicing environmental improvement and regeneration objectives). Furthermore, the cumulative impact of converting larger dwellings to flats can have a detrimental impact on creating mixed and balanced communities by reducing the number of family homes available within an area. There are currently already high concentrations of self contained flats that are having an impact on the character and appearance of the Colwyn Bay area. To improve the area's appearance and aid the regeneration of Colwyn Bay, in particular, and other areas within the coastal belt, Policy HOU/10 is required to prevent the over concentration of such uses and ensure that development is meeting identified needs. Policy HOU/10 will also support the approach to be set out in the Colwyn Bay Area Masterplan to improve housing offer, address social exclusion and reduce deprivation in Colwyn Bay.

4.2.25.3 In addition to self contained flats, the provision of Houses in Multiple Occupation (buildings where some facilities are shared by several people who are otherwise living independently of one another) has also historically been a problem in Conwy, in particular, in Colwyn Bay. Houses in Multiple Occupation (HMOs) often provide a relatively poor living environment and rarely contribute positively towards the quality of an area. In order to support national and local regeneration aims, as well as other adopted Council policy, further HMOs will be strongly resisted and an emphasis placed on the reduction of such properties within Conwy.

4.2.25.4 The Council will produce Supplementary Planning Guidance (SPG) on Self Contained Flats and Houses of Multiple Occupation to support the policy. The SPG will provide supporting guidance to Policy HOU/10 detailing the definitions of Self Contained Flats and HMOs and the required design standards for self contained flat conversion.

“Whilst the creation of self contained flats helps to meet a housing need, in some instances their provision can be detrimental to the amenity of existing residential areas.”

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## 4.2.26 Residential Care Homes And Extra Care Housing

### POLICY HOU/11 – RESIDENTIAL CARE HOMES AND EXTRA CARE HOUSING

Within the Plan Area proposals for residential care homes or extra care homes will only be permitted where all the following criteria are satisfied:

- a) The new care accommodation is located either within the settlement boundaries identified in the Urban Development Strategy Area or a Tier 1 Main Village;
- b) On the advice of the Council's Social Service and/or Housing Strategy and taking into account the extent of existing private and local health authority establishments the proposal will not result in the over provision of care accommodation compared to the needs of the locality;
- c) The new care accommodation can be adequately serviced;
- d) It is located within reasonable walking distance of a town or village centre.

4.2.26.1 A significant number of residential care establishments exist throughout the Plan Area, particularly in the Urban Development Strategy Area. The Authority considers that where existing provision is sufficient to meet the reasonable needs of the locality, further development should be resisted. Such an approach will avoid excessive pressure being placed on local Social Services providers and the limited land within existing settlements, which may be needed for other purposes. Before making a decision on a proposal to create or extend a care home, the Authority will consider the advice of Social Services and/or Housing Strategy on whether such establishments are needed.

4.2.26.2 From a sustainable development perspective, the Authority considers that the settlements within the Urban Development Strategy Area and the Tier 1 Main Villages provide the most appropriate locations for residential homes for the elderly. In locations where the Authority is satisfied that a care home for the elderly can be satisfactorily provided, it should be sited within reasonable walking distance of town or village services and in a location which will minimise the affects of the proposal on the amenity of neighbouring residential properties.

4.2.26.3 Likewise the Authority will support the re-use of large buildings for residential care purposes, subject to the location requirements outlined above. In addition the Authority must be satisfied that the building to be used can be converted without detriment to its existing character or in a manner which is likely to harm the amenity of neighbouring properties.

4.2.26.4 Extra care housing is an important contribution to affordable provision. Although not counted in statistics as new affordable housing, some residents who move into these homes do leave vacated affordable housing units for others.





## 4.2.27 Re-Use and Adaptation of Redundant Rural Buildings for Residential Use

### POLICY HOU/12 – RE-USE AND ADAPTATION OF REDUNDANT RURAL BUILDINGS FOR RESIDENTIAL USE

1. The conversion and re-use of suitably constructed buildings of merit in the rural area for permanent residential purposes will be supported provided that:-
  - a) It can be demonstrated that there is no significant demand to accommodate business, tourism, sport and/or recreation uses to secure the retention of the building, and;
  - b) The proposed development seeks to contribute to Affordable Housing for Local Need in line with Policy HOU/2, and,
  - c) The existing building is structurally sound and suitable for conversion or is capable of being made so without substantial major external alteration or reconstruction, and;
  - d) The building is worthy of retention due its appearance, historic, architectural or landscape value, and that the scheme of conversion retains the identified important features, and;
  - e) Safe access for pedestrians and vehicles can be provided without prejudicing the character and appearance of the area, and;
  - f) The proposal represents a sustainable development in terms of the location and construction, and;
  - g) Any ancillary works associated with the conversion will not unacceptably adversely affect the rural character of the locality.
2. Development proposals for residential conversions which represent a subordinate part of a scheme for business re-use will be determined in line with Policy DP/6 – ‘National Planning Policy’.

4.2.27.1 Proposals for residential development will only be considered where every effort has been made to secure a suitably constructed rural building of merit for economic use in line with the policy. A supporting statement should be submitted with the application which explains the extent of the marketing exercise and includes the agent's view as to the commercial viability of the site. Applicants are encouraged to read the relevant sections contained within the SPG on Rural Conversions for further detailed guidance on undertaking satisfactory marketing exercises and producing supporting statements.

4.2.27.2 Due to their location, such developments must be carefully controlled. It is crucial that the proposed use and design takes account of the character and appearance of the existing building and the surrounding area. Policy DP/3 – 'Promoting Design Quality and Reducing Crime' and supporting LDP9 – 'Design' SPG also apply. Additionally, the Council recognises that the Plan Area has a number of non-listed buildings and structures which by reason of their design, material and social and historical connections are fundamental parts of the character and identity of their locality. Policy CTH/3 – 'Buildings and Structures of Local Importance' and supporting LDP8 – 'Buildings and Structures of Local Importance' SPG are also applicable.

4.2.27.3 Developments should be of a scale appropriate to their location, as large employment developments in the countryside may conflict with the principles of sustainable development, resulting in unsustainable traffic movements and potential environmental harm. Developments resulting in significant numbers of employees or visitors should be located within or near to settlements and be accessible by public transport, cycling or walking. In areas without such access, small-scale business development may still be appropriate where it results in only a modest increase in vehicle movements. This may require the production of a Travel Plan and/or mitigation of traffic impact in accordance with Strategic Policy STR/1 – 'Sustainable Transport, Development and Accessibility'.



## 4.3 The Economic Strategy

- Policy EMP/1** – Meeting B1, B2 & B8 Office and Industrial Employment Needs
- Policy EMP/2** – Allocation of New B1, B2 & B8 Office and Industrial Employment Development Sites
- Policy EMP/3** – New B1, B2 & B8 Office and Industrial Development on Non-Allocated Sites
- Policy EMP/4** – Safeguarding B1, B2 & B8 Office and Industrial Sites
- Policy EMP/5** – Office and Industrial Improvement Areas
- Policy EMP/6** – Re-Use and Adaptation of Redundant Rural Buildings

## 4.3 The Economic Strategy

### 4.3.1 Spatial Objectives

SO1, SO4, SO5.



“...such employment initiatives should provide permanent skilled careers that will attract and retain young people within the area.”

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### 4.3.2 Economic Strategy Statement

4.3.2.1 The economic strategy policies of this Plan need to address a number of employment related challenges and aspirations including:

- Meeting the employment needs of the predicted population;
- Promoting and developing new higher value employment opportunities;
- Supporting business and technology clusters;
- Supporting the growth of existing business, entrepreneurs and business start-ups;
- Developing a skills and knowledge based economy which optimises the value of the area’s natural resources, environment and cultural heritage;
- Utilising the County’s strategic road and rail position. Ideally, such employment initiatives should provide permanent skilled careers that will attract and retain young people within the area.

4.3.2.2 Collectively these are important elements in promoting a more balanced and skilled age structure and a positive means to promoting and retaining a younger and more economically active population.

4.3.2.3 The employment strategy is designed to ensure that over the Plan period the Council works with its partners to plan, monitor and review the delivery of approximately 2,350 new jobs (20.5 hectares of land) of B1, B2 & B8 office and industrial employment uses with an additional contingency level (of 235 new jobs) up to a total of 2,585 jobs (22.5 hectares). A further 1,800 jobs (15.5 hectares) with an additional contingency level (of 180 new jobs) up to 1,980 new jobs (17 hectares) has been made available for B1, B2 & B8 office and industrial employment uses within the Plan to contribute to reducing out-commuting levels. The development of business and technology clusters will be promoted, together with the transport, environmental and telecommunications infrastructure needed to support such networks. The Economic Strategy recognises that within such ‘clusters’ collaboration between related businesses (which buy and sell from each other and share the same infrastructure, technology, potential customers and skill base), can result in a more competitive, productive and innovative environment.

4.3.2.4 Policies developed under the Economic Strategy seek to focus attention on accessible locations with good infrastructure. This should contribute towards meeting population objectives, reducing out-commuting levels, meeting identified needs in the urban and rural settlements, developing skills and creating higher value employment. The Council will work closely with private and public partners to formulate an investment strategy for the Plan Area that takes account of potential financial incentives which may become available through various schemes such as the Wales Infrastructure Investment Plan.



4.3.2.5 The Wales Spatial Plan identifies strategic hub areas within which future investment for employment, housing, retail, leisure and services should be focused. Conwy/Llandudno Junction/ Llandudno/Colwyn Bay is recognised as one such hub, and the designation of Colwyn Bay – Rhyl as a Strategic Regeneration Area adds emphasis. The Council recognises this through seeking to concentrate development within the Urban Development Strategy Area. To that end the publication of the Colwyn Bay Masterplan is a key delivery vehicle in creating employment and overcoming deprivation and economic decline, of which jobs creation represents a key driver. However, the economic strategy recognises the high level of constraints within the strategic hub to the east of the Plan Area in distributing and safeguarding employment supply.

4.3.2.6 It is important that the economic strategy also encourages smaller scale employment outside the urban settlements so that rural enterprise can develop and contribute to local economic development. However, such development must be compatible with the landscape, highway, ecological and amenity interests. It is also important to improve the speed, quality and accessibility of high speed Information and Communication Technology (ICT) infrastructure to facilitate greater opportunities for home or remote working in rural areas. Such working offers distinct opportunities, not only for implementing sustainable development principles, but also for creating new employment, re-using vacant buildings and reducing the need for vehicular journeys to work. It may also help mitigate the migration of local people from the area and strengthen community life by allowing people to live and work in their home village.

4.3.2.7 The economic strategy includes policies which look to protect the existing stock of office and employment premises and promote new office and industrial employment generating businesses on suitable non-allocated sites. The promotion of appropriate green economy and eco-industry networks are also supported provided there are no unacceptable impacts. Additionally, the rehabilitation and refurbishment of existing employment areas will be encouraged wherever possible to encourage environmental improvements, investment attraction and regeneration overall.

4.3.2.8 This Economic Strategy sets out the approach to contributing to these key issues.

### 4.3.3 Meeting B1, B2 & B8 Office and Industrial Employment Needs

## STRATEGIC POLICY EMP/1 - MEETING B1, B2 & B8 OFFICE AND INDUSTRIAL EMPLOYMENT NEEDS

Meeting the employment needs of the County is at the heart of Council's future objectives. Over the Plan period the Council will plan, monitor and review the delivery of approximately 20.5 hectares of B1, B2 & B8 office and industrial employment land, (inclusive of completions, committed sites and new allocations) with a further contingency level of up to 2.0 hectares (22.5 hectares in total) of B1, B2 & B8 office and industrial employment land, to meet the population predictions over the Plan period. Approximately 15.5 hectares, with a contingency of 1.5 hectares (17 hectares in total), of B1, B2 and B8 office and industrial employment land to contribute to the objective of reducing out-commuting levels will be provided. Higher value B1, B2 & B8 office and industrial employment, skills development, business and technology clusters and the promotion of a more balanced age structure will be encouraged. This will be achieved by:

- a) Supporting new employment development in the Urban and Rural Development Strategy Areas in line with Policy EMP/2 – 'New B1, B2 & B8 Office and Industrial Employment Development';
- b) Contributing to the reduction of out-commuting levels by supporting additional new B1, B2 & B8 office and industrial employment development in the Urban Development Strategy Area in line with Policy EMP/2;
- c) Supporting new B1, B2 & B8 office and industrial employment development on non-allocated sites within the Urban and Rural Development Strategy Areas in line with Policy EMP/3 – 'New B1, B2 & B8 Office and Industrial Development on Non-Allocated Sites';
- d) Tackling problems of deprivation and economic decline through the retention and development of employment generating uses as part of the comprehensive regeneration of Colwyn Bay in line with Policy DP/8 – 'Colwyn Bay Urban Regeneration Master Plan';
- e) Protecting B1, B2 & B8 office and industrial employment sites from other uses in line with Policy EMP/4 – 'Safeguarding B1, B2 & B8 Office and Industrial Employment Sites';
- f) Promoting B1, B2 & B8 office and industrial Improvement Areas in line with Policy EMP/5 – 'Office and Industrial Improvement Areas';
- g) Promoting employment use of suitable underused or redundant land or buildings within the Rural Development Strategy Area in line with Policy EMP/6 – 'The Re-use and Adaptation of Rural Buildings';

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"It is important that the economic strategy also encourages smaller scale employment outside the urban settlements so that rural enterprise can develop and contribute to local economic development."



- h) Supporting appropriate diversification on agricultural holdings that is compatible with landscape, ecology and amenity and can be accessed sustainably in line with Policy DP/6 – ‘National Planning Policy and Guidance’;
- i) Promoting skills development in line with Policies DP/4 – ‘Development Criteria’, DP5 – ‘Infrastructure and New Developments’;
- j) Supporting the development of business/technology clusters and environmental benefits through green eco-industrial networking in line with Policies EMP/2, EMP/3 and EMP/4;
- k) Encouraging infrastructure that sustains and promotes the local economy in line with the Development Principles.

4.3.3.1 The means by which this Plan can directly facilitate an improvement in the economy of the Plan Area are limited. Its key role is to ensure that a sufficient supply of land is available and protected to enable a greater range of employment initiatives to be encouraged without compromising the environmental and historical assets within Conwy and the cultural identity of the Plan Area.

4.3.3.2 The majority of the larger and more sustainable settlements within the Plan Area are along the A55 and rail coastal corridor. Whilst these urban locations will accommodate the majority of the employment growth over the Plan period, the Plan recognises the needs of the rural communities and allocates employment land within the Rural Development Strategy Area to assist in promoting sustainable rural communities and contribute to reducing private car travel.

4.3.3.3 Studies into the requirements for employment land (refer to BP/2 - Population and Household Projections’) and availability of suitable sites from current supply (refer to BP/13 – ‘Employment Land Monitoring Report’) show that there is a large supply of land with planning permission for employment purposes within the Plan Area, predominantly within the Urban Development Strategy Area. As evidenced in BP/13, there is also sufficient land available to meet the majority of the short and medium to long term needs of the area. However, new land for employment purposes is allocated in the Urban and Rural Development Strategy Areas, predominantly in the Wales Spatial Plan strategic hub locations of Conwy, Llandudno Junction and Llandudno and the accessible location of Abergele, to meet the identified shortfall and the additional requirement to reduce out-commuting levels. In addition, appropriate proposals for new office and industrial development within and on the fringe of recognised settlements will be promoted where the priority objectives are met.

4.3.3.4 Most new employment development is to be located within the Urban Development Strategy Area, but additional allocations are made within the more accessible and serviced Rural Development Strategy Area settlements, predominantly within the Tier 1 and 2 Main Villages, to contribute to the

promotion of more sustainable communities and locally sourced and accessible jobs. The Council recognises that supporting existing and new businesses will assist local communities to prosper, provide skills development and help reduce the need for people to commute long distances to work. The policy approach is flexible enough to ensure that new appropriate proposals for rural local employment opportunities are also encouraged on non-allocated sites. It is paramount that the protection and enhancement of the Welsh language and culture in addition to the environment is achieved.

4.3.3.5 It is important that the existing stock of office and industrial employment premises is safeguarded. However, the Council recognises cases where current office and/or industrial premises are unsuited to an area and require relocation or are no longer viable financially.



#### 4.3.4 Allocation of New B1, B2 & B8 Office and Industrial Employment Development Sites

### POLICY EMP/2 – ALLOCATION OF NEW B1, B2 AND B8 OFFICE AND INDUSTRIAL EMPLOYMENT DEVELOPMENT SITES

1. Over the Plan period the Council will plan, monitor and review the delivery of approximately 20.5 hectares of B1, B2 & B8 office and industrial employment land, (inclusive of completions, committed sites and new allocations) with a further contingency level of 2.0 hectares (22.5 hectares in total) of B1, B2 & B8 office and industrial employment land to meet the population predictions. Approximately 15.5 hectares, with a contingency of 1.5 hectares (17 hectares in total) of B1, B2 & B8 office and industrial employment land to contribute to the objective of reducing out-commuting levels will be provided. Higher value B1, B2 & B8 office and industrial employment, skills development business and technology clusters to encourage a more balanced age structure. This will be achieved by:
  - a) Locating and protecting approximately 85% (17.5 hectares) of B1, B2 & B8 office and industrial land within the Urban Development Strategy Area (inclusive of completions, committed sites and new allocations) and an additional contingency level of 1.5 hectares (19 hectares in total) where most population growth is expected. New site allocations and contingency sites are distributed and protected as set out opposite:
  - b) Locating and protecting a further 15.5 hectares of B1, B2 & B8 office and industrial land within the Urban Development Strategy Area (inclusive of completions, committed sites and new allocations) and an additional 1.5 hectares of contingency (17 hectares in total) to contribute to reducing out-commuting levels. New site allocations and contingency sites are distributed and protected as set out opposite:

## URBAN DEVELOPMENT STRATEGY AREA

Urban Settlement	Site Allocation	Employment Allocation
Strategic Hub Location – Llandudno Junction	Esgyryn, Llandudno Junction (Mixed-use Housing and Employment Site)	5.2 hectares of B1 Employment
Strategic Hub location - Llandudno Junction	North East of Former Goods Yard	0.4 hectares of B1 Employment
Conwy	Penmaen Road, Conwy	0.5 hectares of B1 Employment
Llandudno	The former Goods Yard	1.4 hectares of B1 Employment
Abergele	Abergele Business Park (Mixed-use Housing and Employment)	2.0 hectares of B1 Employment
Abergele	Abergele South East (Mixed-use Housing and Employment)	2.0 hectares of B1 Employment
	Total USDA allocations	11.5 hectares (to meet requirement for 10.73 hectares- see table 8)
	<b>Contingency Site</b>	
Abergele	Abergele South East	3.7 hectares of B1/B2/B8 Employment (3.0 hectares requirement-see table 7)
	<b>TOTAL (inc. contingency)</b>	<b>15.2 hectares</b>

- c) Locating and protecting approximately 15% (3 hectares) of B1, B2 & B8 office and industrial land within the Rural Development Strategy Area (inclusive of completions, committed sites and new allocations) with an additional contingency level of 0.5 hectares (3.5 hectares in total) over the Plan period. New site allocations and contingency sites will be distributed and protected as set out below:

#### RURAL DEVELOPMENT STRATEGY AREA

Rural Settlement	Site Allocation	Employment Allocation
Tier 1 Main Village,	Land at Orme View Filling Station, Dwygyfylchi	0.5 hectares of B1/B2/B8 Employment
Tier 2 Main Village,	Land at Memorial Hall, Dolgarrog	0.3 hectares of BI/B2 Employment
Tier 2 Main Village,	Land at Llansannan	1.0 hectares of B1/B2 Employment
Tier 2 Main Village,	Site R44 Llangernyw	0.3 hectares of BI/B2 Employment
Tier 2 Main Village,	Site R5 off the B5105, Cerrigydrudion (mixed-use housing and employment)	1.0 hectares of BI/B2 Employment
	Total RDSA Allocations	3.1 hectares (to meet requirement for 3 hectares- see table 8)
	<b>Contingency</b>	
Tier 1 Main Village, Rural	MS9 Orme View Filling Station, Dwygyfylchi	0.5 hectares of B1/B2/B8 Employment (0.5 hectares requirement-see table 7)
	<b>TOTAL (inc. contingency)</b>	<b>3.6 hectares</b>

2. Allocated and contingency sites will be released as detailed in the Implementation and Monitoring Plan. A contingency site will be released if it is demonstrated through the Annual Monitoring Reports that annual development rates are 15% lower or higher than targets for two or more consecutive years.

### 4.3.5 Meeting employment demands from predicted population changes

4.3.5.1 To meet the employment land demands generated from predicted population change over the Plan period, Conwy needs to plan, monitor and review a requirement for 20.5 hectares of employment land with an additional contingency of 2 hectares (22.5 hectares in total) over the Plan period (Refer to BP/2) inclusive of employment constructed since 2007, sites undeveloped with planning permission and new allocations (refer to Table 7). The translation of jobs to land requirement ratio is detailed in BP/42 – ‘Employment Land Supply and Demand’. In line with BP/37 – ‘Growth Distribution Options Report’ 85% (17.5 hectares) of this employment land requirement is to be located in the Urban Development Strategy Area and 15% (3 hectares) in the Rural Development Strategy Area. This split of overall supply matches the distribution of contingency and housing sites providing for a holistic strategy approach.



### 4.3.6 Reducing out commuting levels

4.3.6.1 The most recent assessment of commuting levels published by the Welsh Government in 2010 sets out that 7,200 people out-commute from Conwy to work, an increase on previous 2009 figures (figures are net). An objective of the Council is to reduce the level of out-commuting through the provision of economic growth. The provision of more jobs than housing could lead to a reduction in out-commuting, but overall the level of net outward commuting is unlikely to be reduced dramatically, due to the smaller and more rural nature of the Plan Area. Only larger urban areas have sufficient population and employment to provide the variety of jobs required to support relative self containment. Therefore, the distribution of employment land generated from out-commuting reduction is allocated within the strategic hub locations and in the accessible and sustainable location of Abergele.

4.3.6.2 As identified in BP/2 and BP/3, a further 1,800 jobs should be accommodated in the Plan to contribute to reducing out-commuting.

4.3.6.3 To contribute to the reduction in out-commuting levels, a further 15.5 hectares, with an additional contingency level of 1.5 hectares (17 hectares in total), of employment land is to be accommodated in the Urban Development Strategy Area, predominantly in the Strategic Hub location of Conwy/Llandudno/Llandudno Junction/Colwyn Bay and the accessible and sustainable urban settlement of Abergele. This element of additional need is kept separate from the demand generated by predicted population change as a result of there being no housing need implications from residents already residing within the Plan Area.

4.3.6.4 All allocations and their uses as set out in Policy EMP/2 are protected. The change of use from protected allocation to alternative employment or non-employment uses will not be permitted. Table 7 below details the employment land framework over the Plan period.

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“An objective of the Council is to reduce the level of out- commuting through the provision of economic growth.”

Table 7: Plan Area Employment Land Framework 2007 – 2022

<b>Demand generated by predicted population change</b>	
Land Required	20.5 hectares (17.5 ha in the Urban Development Strategy Area and 3.0 ha in the Rural Development Strategy Area)
Contingency	2.0 hectares (1.5 ha in the Urban Development Strategy Area and 0.5 ha in the Rural Development Strategy Area)
Sub-total Land Requirement	22.5 hectares
Distribution of Need	Target 85% of need within the Urban Development Strategy Area and 15% within the Rural Development Strategy Area
<b>Demand generated to reduce out-commuting levels</b>	
Land Required	15.5 Hectares in the Urban Development Strategy Area
Contingency	1.5 Hectares in the Urban Development Strategy Area
Sub-total Land Requirement	17 Hectares
Distribution of Need	Target 100% of need within the Urban Development Strategy Area
<b>TOTAL LAND REQUIREMENT</b>	
Overall Land Requirement	36 hectares (20.5 ha + 15.5 ha)
Overall Contingency Required	3.5 hectares (2 ha + 1.5 ha)
<b>Employment Land Uses</b>	
Employment Land Uses	Greater demand and shift towards B1/B8 uses in the short to medium term and B2 in the longer term

4.3.6.5 Achieving and maintaining high levels of B1, B2 & B8 economic growth and employment is an important planning issue with implications, not only for the creation of sustainable employment opportunities, but also upon interrelated issues such as housing availability and infrastructure. Therefore, the intention is to ensure that economic opportunities are utilised to their full potential within the Plan Area.







### 4.3.7 Employment Land and Neighbouring Authorities

4.3.7.1 The Plan recognises that B1, B2 & B8 employment land supply in Conwy cannot be considered in isolation from that in neighbouring authority areas, especially those locations that are strategically positioned along the A55 corridor. The Conwy LDP takes into account the levels of employment land availability, as well as the intensity and type of existing employment activity. In Denbighshire, the St Asaph Business Park is a large 47-hectare development consisting of large-scale office uses, Parc Menai and the Bryn Cegin estates in Gwynedd are also key employment sites. In addition, the Denbighshire LDP proposed the allocation of approximately 26 hectares of new employment land at Bodelwyddan. However, to meet the priority objectives of the Plan, in particular to reduce out-commuting levels, predicted population changes and promote a holistic growth strategy, new employment allocations are promoted within the Conwy Plan Area

### 4.3.8 Sources of Employment Land Supply

4.3.8.1 In meeting the required 20.5 hectares of employment land to contribute to predicted population change and the additional 15.5 hectares to contribute to out-commuting levels over the Plan period, the Council can also take account of employment completions those built and commitments (those with planning permission but not yet built) since 2007. The Council has already undertaken work to identify and classify this existing stock. The Employment Land Monitoring Report (refer to BP/13) sets out that there is already a significant land-bank of employment land. Table 8 below summarises the current position in terms of land supply. This gives the Council a clear idea of what land is freely available for development purposes prior to considering new employment allocations. Additionally, it is paramount to ensure that the right type of land use (B1, B2 & B8) is available at the right time over the Plan period as detailed in BP/13 and BP/42. Overall, in taking account of the completions and committed sites, the Council needs to allocate approximately 11 hectares of employment land within the Urban Development Strategy Area and 3 hectares within the Rural Development Strategy Area, predominantly for business (B1) use to meet predicted population change and contribute to reducing out-commuting. This takes into account that some 11.7 hectares have already been built since 2007 and 10.57 hectares have permission but not yet started as shown in Table 8 below, BP/13 and BP/42. Of this supply, none falls within the Rural Development Strategy Area.

4.3.8.2 The Council recognises that there may be occasions where the sites detailed in Table 8, or new allocations, do not come forward. To compensate for this possibility, the Plan has identified 3 hectares of land in the urban area and 0.5 hectares of land in the rural area as a contingency employment supply if required. Every opportunity has been taken to allocate land within the Strategic Hub locations. The release of the employment contingency land will be informed by the Implementation and Monitoring Plan, Phasing Plan and the Annual Monitoring Report.

Table 8: Employment Land Supply (2007 to date)

Sites	Use type	Constructed since 2007	Committed (undeveloped)
<b>URBAN DEVELOPMENT STRATEGY AREA</b>			
Mochdre Commerce Park, Mochdre Conwy,	B1, B2 & B8 (predominantly B2 & B8)	5.5	5
Hotpoint, Narrow Lane, Llandudno Junction	B1	3.7	0
Llandudno 'online', Conwy Road, Llandudno Junction	B1 & B2	0	3.2
Abergele Business Park	B1	2.0	0
Lynx Express, Penrhyn Avenue, Links Rd, Rhos on Sea	B1	0	0.13
Unit 1 Morfa Conwy Business Park, Conwy	B1 & B2	0.2	0
Land at Ffordd Maelgwyn, Llandudno Junction	B1, B2 & B8	0.3	0
Former Dairy, Station Road, Mochdre	B1 & B8	0	0.7
Ty Gwyn, Llanrwst	B1, B2 & B8	0	1.54
<b>Sub Total</b>		<b>11.7 Hectares</b>	<b>10.57 Hectares</b>
Total current supply in the urban area		22.27 hectares	
Total required to meet predicted population change		17.5 hectares	
Total required to contribute to out commuting levels		15.5 hectares	
New land allocations required in the UDSA		10.73 hectares	
<b>RURAL DEVELOPMENT STRATEGY AREA</b>			
N/A	N/A	0	0
<b>Sub Total</b>		<b>0.00</b>	<b>0.00</b>
Total required to meet predicted population change		3 Hectares	

### 4.3.9 New B1, B2 & B8 Office, Industrial and Waste Management Facilities Development on Non-Allocated Sites

#### POLICY EMP/3 – NEW B1, B2 & B8 OFFICE AND INDUSTRIAL DEVELOPMENT ON NON-ALLOCATED SITES

New, office and industrial facilities development within or adjacent to the main built up areas of the Urban Development Strategy Settlements and the Tier 1 & 2 Main Villages and Minor Villages will be supported on non-allocated sites, subject to other policies in the Plan and all the following criteria being met:

- a) The proposal is appropriate in scale and nature to its location;
- b) It can be demonstrated that the proposal could not be accommodated on land allocated for the particular use or be located on a suitable brownfield site or building;
- c) The proposal is supported by evidence of local employment benefits in terms of viable jobs provided and local skills generated;
- d) The proposed development would not have an unacceptable adverse impact on occupiers of neighbouring properties or the environment;
- e) The proposal is sustainably accessible;
- f) There is no adverse impact on the Welsh language in line with Policy CTH/5 – ‘The Welsh Language’.

4.3.9.1 In addition to the above sources of supply and allocations, the Authority will also consider B1, B2 & B8 economic development proposals on non-allocated sites within or adjacent to the main built up areas within the Urban Development Strategy Area and the Tier 1 & 2 Main Villages subject to Policy EMP/3 and other policies within the Plan. Proposals for waste management facilities at such locations will be considered on their individual merits in line with Policies EMP/3 and MWS/6. A professional business plan, prepared by a qualified and independent advisor/surveyor, will be required to support a planning application under the policy, demonstrating the viability of the scheme and the employment benefits, including skills development. Proposals will not be supported where there are adverse impacts on the environment and amenity of the area. Proposals for new office and industrial development will be subject to meeting LDP4 – ‘Planning Obligations’ Supplementary Planning Guidance document, in particular for local skills development.



4.3.9.2 Supporting evidence is required to demonstrate that there are no alternative allocated or previously developed sites that could be utilised as an alternative to the use of greenfield sites. The Council will take full advantage of its Rural Business Asset Plan in bringing back into use empty or derelict land and buildings for employment use within the Rural Development Strategy Area prior to considering new build developments on greenfield lands subject to Policy EMP/6 – ‘Re-use and Adaptation of Redundant Rural Buildings’.

4.3.9.3 Proposals will be subject to meeting Policy CTH/5 and Supplementary Planning Guidance LDP4.

### 4.3.10 Safeguarding B1, B2 & B8 Office and Industrial Sites

## POLICY EMP/4 – SAFEGUARDING B1, B2 & B8 OFFICE AND INDUSTRIAL SITES

1. Existing B1, B2 & B8 office and industrial employment sites as designated on the Proposals Map, are safeguarded for the purposes of B1, B2 and B8 uses only. Development that would lead to the loss of existing B1, B2 & B8 employment sites on designated land will not be permitted. Proposals for changes of use between the B1, B2 & B8 use classes on existing designated land will be permitted provided the proposed development does not prejudice the strategic employment land requirement, is compatible with the amenity of occupiers of neighbouring properties and the environment in general, and subject to being acceptable in terms of other Local Development Plan Policies.
2. Proposals which would lead to a loss of B1, B2 & B8 employment land or buildings not falling within a designated or allocated area, as shown on the Proposals Map, will only be supported in exceptional circumstances where the development is acceptable in terms of other Local Development Plan policies and provided:
  - a) The site has no reasonable prospect of it becoming marketable for B1, B2 and B8 employment development or;
  - b) The site is incompatible with the surrounding area for B1, B2 & B8 employment uses and an alternative land use would benefit the surrounding area and community;  
In either of these cases the applicant must also demonstrate that the non-employment use;
  - c) Would be compatible with neighbouring employment uses and;
  - d) Will respect the character and amenity of the surrounding area and is landscaped accordingly.

4.3.10.1 There is significant pressure to allow alternative, higher value land uses on employment sites. If uncontrolled, this will reduce the scale, range and type of employment sites available within the Plan Area. Existing established office and industrial areas are shown on the Proposals Map as safeguarded areas. These existing and established office and industrial areas are vital to the current and future supply, where other forms of non office and industrial development will not be permitted in line with the policy. Proposals for changes of use between the B1, B2 & B8 use classes on existing designated land will be permitted subject to being acceptable in terms of the policy and other related Local Development Plan Policies. Policy EMP/4 does not relate to new employment allocations as detailed in EMP/2. In line with Policy EMP/2, new employment allocations are protected solely for the use that they were allocated in order to meet the strategic employment land requirement over the Plan period. The review and monitoring of the allocated and designated sites will form part of the Council's annual Employment Land Monitoring Report.

4.3.10.2 Many waste management activities fall within the general industrial class in the Use Classes Order and can be considered to be a B1, B2 or B8 use. This is particularly the case given the increased move towards enclosing waste management activities in purpose-designed buildings. The North Wales Regional Waste Plan recommends that each Local Planning Authority assesses available industrial land for suitability for waste management operations. Proposals for waste management facilities at such locations will be considered on their individual merits.

4.3.10.3 In addition to the designated areas and proposed allocations, there are a significant number of smaller sites providing valuable office and industrial employment premises for local businesses, but are not specifically allocated or designated within the Plan. The Council will endeavour to ensure that these employment sites and buildings are treated as a valuable resource. The loss of such sites will only be permitted in exceptional circumstances under this policy. There may be cases where the site is unsuitable for B1, B2 & B8 employment purposes by virtue of its location and surroundings or comprehensive evidence demonstrates that the current office or industrial use is no longer viable. In such cases, the applicant must submit relevant financial information to support the case, plus evidence of the premises being marketed for a minimum of 12 months at a realistic price. A supporting statement should be submitted with the application which explains the extent of the marketing exercise and includes the agent's view as to the commercial viability of the site. Applicants should take note of further detailed guidance to be produced as SPG, relating to satisfactory marketing exercises and producing supporting statements.

### 4.3.11 Office and Industrial Improvement Areas

## POLICY EMP/5 – OFFICE AND INDUSTRIAL EMPLOYMENT IMPROVEMENT AREAS

The Council will promote and encourage the improvement of the following B1, B2 & B8 Office and Industrial employment sites, as shown on the Proposals Map:

- a) Builder Street/Council Street, Llandudno
- b) Arch Motors, Llandudno
- c) Former Fisheries Research Site, Benarth Road, Conwy
- d) Glan y Mor Road and Vale Road, Llandudno Junction
- e) East of Tre Marl (1), Llandudno Junction
- f) Tre Marl (1), Llandudno Junction
- g) Bron y Nant Road, Mochdre
- h) Glan y Wern Road, Conwy Road, Mochdre
- i) Pensarn Trading Estate, Pensarn, Abergele
- j) Peel Street, Abergele
- k) Cadar Avenue/St Asaph Avenue, Kinmel Bay
- l) Station Yard, Llanrwst
- m) North Station Yard, Llanrwst

4.3.11.1 The Council recognises that it is sustainable to make better use of what we already have through improvement and refurbishment. There are many established industrial areas which have historically been developed on an ad-hoc basis. Whilst existing industrial sites are recognised as important safeguarded areas under Policy EMP/4 in terms of the benefits they provide for local employment, many of the areas have become outdated and unsuitable for modern processes, particularly in relation to poor environmental conditions, unsuitable premises and inadequate access and infrastructure. The sites covered by the policy provide opportunities for potential benefits in terms of environmental improvements/landscaping and improvements to the buildings and level of infrastructure provision. To be most effective such initiatives need to be undertaken as part of a comprehensive package looking at marketing/signage, the image of the estate, accessibility/public transport and the potential for rationalisation and partial redevelopment. Where appropriate, the expansion or relocation of businesses will be encouraged where Policy EMP/4 is satisfactorily met. The list is not comprehensive and opportunities will arise to improve other established employment areas.



## 4.3.12 Re-Use and Adaptation of Redundant Rural Buildings

### POLICY EMP/6 – RE-USE AND ADAPTATION OF REDUNDANT RURAL BUILDINGS

The re-use and adaptation of existing buildings in the rural area to new business uses that contribute to the local economy and Welsh language and culture will be permitted where:

- a) The building is substantially intact and structurally capable of conversion without requiring major or complete reconstruction, and;
- b) The building is capable of conversion to accommodate the proposal without substantially altering its size, character and external appearance and the proposed form, bulk and general design are in keeping with their surroundings, and;
- c) Conversion does not result in unacceptable impacts upon the structure, form, character or setting where the building is of historic and/or architectural interest, and;
- d) Safe access for pedestrians and vehicles can be provided without prejudicing the character and appearance of the building and area, and;
- e) The proposal represents a sustainable development in terms of the location and construction, and;
- f) Any ancillary works associated with the conversion will not unacceptably adversely affect the rural character of the locality, and;
- g) There is no adverse impact on the Welsh language in line with Policy CTH/5;
- h) The application is supported by a professional business plan which demonstrates the viability of the scheme.

4.3.12.1 Local Planning Authorities should adopt a positive approach to the conversion of rural buildings for business re-use (Planning Policy Wales). Where buildings are no longer required for their original use, predominantly agriculture, they can present a valuable opportunity to offer employment and support the rural economy and Welsh language and culture. In line with national guidance, re-use for employment use will always be the first priority over residential development. Potential new uses include business, tourism or recreation. Proposals for employment uses will be considered acceptable where all criteria are met under the policy. Further guidance is to be provided in LDP7 'Rural Conversions' SPG.

4.3.12.2 A professional business plan, prepared by a qualified and independent advisor/surveyor, will be required to support a planning application under the policy, demonstrating the viability of the scheme and the employment benefits.







## 4.4 Tourism

- Policy TOU/1- Sustainable Tourism
- Policy TOU/2- New Sustainable Tourism and  
Recreational Developments
- Policy TOU/3 - Holiday Accommodation Zone
- Policy TOU/4 - Chalet, Caravan and Camping Sites



## 4.4 Tourism

### 4.4.1 Spatial Objectives

SO5, SO8.

### 4.4.2 Tourism Strategy Statement

4.4.2.1 Tourism makes a vital contribution to the economy of the Plan Area. The Community Strategy – ‘One Conwy’ recognises that year-round tourist attractions are essential to the prosperity and well being of the area and the local economy. The main tourism accommodation focus lies in the traditional coastal holiday resorts. Principal attractions comprise the unique natural and built environmental assets of the Plan Area and the proximity to Snowdonia National Park. It is important not only to protect these traditional attractions and facilities and improve the overall quality of existing accommodation, but also to promote and support tourism in off-peak seasons whilst safeguarding environmental and heritage qualities. This section incorporates the necessary detailed policies to ensure that activities such as cycling, walking and environmental and heritage tourism are promoted and supported as part of a strategy that sustains the tourism industry and local communities. Development should also be in line with and take guidance from other local and national policy documents and strategies.

## STRATEGIC POLICY TOU/1 - SUSTAINABLE TOURISM

The Council will promote a sustainable tourism economy by:

- a) Supporting, in principle, proposals for new high quality all-year round sustainable tourism development that diversifies the economy and encourages cross-boundary links with neighbouring authorities, in line with Policy TOU/2 – ‘New Sustainable Tourism and Recreational Development’;
- b) Resisting proposals that would result in the loss of serviced accommodation, in line with Policy TOU/3 – ‘Holiday Accommodation Zone’;
- c) Control the development of both new sites and extensions to existing sites for chalets, static and touring caravans and camping within the Plan Area, in line with Policy TOU/4 – ‘Chalet, Caravan and Camping Sites’;
- d) Support, in principle, proposals to extend the holiday season in off-peak periods for existing chalets, static and touring caravans and camping sites whilst sustaining environmental and heritage qualities as set out in Policy TOU/4;
- e) Improve connectivity by supporting the delivery of improved links at Foryd Harbour, improvements to the Wales Coastal Path and through the Public Rights of Way Improvement Plan in line with Strategic Policy STR/1 – ‘Sustainable Transport, Development and Accessibility’ and Policy TOU/2;
- f) Support, in principle, the establishment of new or converted high quality (4 and 5\*) hotels which broaden the range of accommodation available in line with Policy TOU/2.

4.4.2.2 The natural and built environment assets are key factors in attracting tourists into the area and need to be effectively managed and protected. However, tourism in Conwy is currently experiencing a change in demand with a decline in traditional summer family holidaying and an increasing emphasis on a wider range of activities, not solely restricted to the traditional summer months. The three main growth areas are business tourism, marine activities and short activity and speciality breaks. These growth areas need quality accommodation and facilities to ensure that tourism continues to play an important role in the Plan Area.

4.4.2.3 The traditional coastal attractions and facilities offered by places such as Llandudno, Colwyn Bay, Conwy, Rhos-on-Sea, Towyn and Kinmel Bay remain important contributors to the economy but recent trends point towards the need for a more diverse tourism base. Venue Cymru in Llandudno has undergone expansion and contributes to the overall range and quality of business-based tourism facilities offered within the Plan Area. The opportunity exists to preserve and enhance these services through the provision of new facilities and the improvement in the quality of existing facilities. This will include improving the quality of holiday accommodation and enabling the provision of a wide range of indoor and outdoor activities, with a preference towards the re-use of previously developed land.

4.4.2.4 The location of Foryd Harbour on the border between Kinmel Bay in Conwy and Rhyl in Denbighshire means its future use is in the hands of the two local authorities. This site will be safeguarded in the Development Plan for improved cycle and pedestrian links, with any future development and environmental safeguarding being carefully managed through a collaborative partnership approach.

4.4.2.5 There may be exceptional circumstances when larger tourism accommodation and attractions may be appropriate in the open countryside or other non-urban locations where they result in an all-year-round tourism facility and rural employment gain. However, development should not be at the expense of environmental quality or community interests. Well-designed schemes can often conserve or improve biodiversity and landscape quality but it is recognised that there can be negative impacts on the countryside which can lead to partial urbanisation. Therefore, Policy EMP/1 – ‘Meeting the B1, B2 & B8 Office and Industrial Employment Needs’ provides strict criteria for considering such proposals. Examples of schemes in the open countryside could include: eco-tourism, equestrian activities, mountain biking, canoeing, paint-balling and fishing as part of an integrated tourism facility. Examples of where major facilities may be acceptable in the open countryside are the former Dolgarrog Aluminium Works and Gwrych Castle, Abergele.

“Venue Cymru in Llandudno has undergone expansion and contributes to the overall range and quality of business-based tourism facilities offered within the Plan Area.”

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#### 4.4.3 New Sustainable Tourism Developments

### POLICY TOU/2 – NEW SUSTAINABLE TOURISM AND RECREATIONAL DEVELOPMENT

1. New high quality sustainable tourism and recreational development within the Urban and Rural Development Strategy Areas will only be supported provided all the following criteria are met:
  - a) The proposal represents an all year-round high quality tourism offer which provides a range of tourism facilities and leisure activities;
  - b) The proposal is appropriate in scale and nature to its location and demonstrates resource efficient design;
  - c) The proposal is supported by evidence to demonstrate that there would be local employment benefits in terms of the number and range of jobs;
  - d) The proposal is sustainably accessible and encourages the use of non-car based transport;
  - e) The proposal makes use of any suitable existing buildings in preference to new build and previously developed land in preference to greenfield sites, where appropriate;
  - f) The proposal would not have an unacceptable adverse impact on occupiers of neighbouring properties;
  - g) The proposal would support and extend the range of facilities on offer within the County;
  - h) The proposal would assist the Council's regeneration objectives of Conwy;
  - i) The proposal meets other related policies in the Plan;
  - j) The proposal would not appear obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment.
2. New high quality holiday accommodation will only be supported where it forms an ancillary or complementary part of an existing or proposed new tourism development scheme and meets all of criteria 1 a) – j) above. There will be a presumption against the development of new static caravan sites.
3. Land at the former Dolgarrog Aluminium Works will be safeguarded for the purposes of an all year round sustainable tourism and recreation facility.

4.4.3.1 The demand for a wide range of year-round tourism facilities impacts on seasonality. The operation of different tourism businesses at different times requires a more flexible approach. The Council will support the development and adaptation of a range of tourism facilities to accommodate this changing demand where appropriate. In such cases a professional business plan, prepared by a qualified and independent advisor/surveyor, will be required to support a planning application under the policy, demonstrating the viability of the scheme and the employment benefits, including skills development.

4.4.3.2 The traditional summer visits for a period of one or two weeks is slowly in decline and the demand for shorter breaks is on the increase, however, this change should not be seen as a constraint. Tourism levels remain set to increase by 6% per year in the UK, a target which Welsh Government is committed to meet. One way in which this can be promoted is through the provision of a wider variety of all-year facilities in both rural and coastal locations such as water-based activities, the provision of activities/facilities for short breaks and day trips, and improved connections with neighbouring authority's facilities.

4.4.3.3 Tourism can also thrive in the rural areas where market towns, for example, can be utilised in order to attract a higher proportion of visitors. Rural areas also have the potential to integrate business diversification with tourism and the Plan will support suitable schemes in appropriate locations complying with local and national guidance.

4.4.3.4 Other forms of visitor accommodation include, for example, bed and breakfast establishments and self-catering cottages and apartments. Whilst the latter provide a valuable form of accommodation, the nature, scale, and location of new accommodation needs to be assessed carefully, to ensure that they do not conflict with other Plan objectives and sustainability principles.

4.4.3.5 The settlements within the Urban Development Strategy Area are the preferred locations for new development in order that new facilities are accessible to visitors and that new accommodation is provided where visitors can access a range of services by a choice of travel modes.

4.4.3.6 Within the Rural Development Strategy Area proposals should first look to the re-use of existing buildings and extensions to existing businesses in order to protect the countryside from inappropriate development, in line with Strategic Policy TOU/1 and Policy DP/6 – 'National Planning Policy and Guidance'. New-build attractions and serviced accommodation could however be permitted in certain areas of the countryside if there are no sequentially preferable sites or buildings. This will enable particular development that could help extend the tourism season, provide benefit to the local community and promote greater links with Snowdonia National Park. However, 'new-build' un-serviced accommodation will not be permitted in the open countryside to protect the area from private holiday homes being built across the Plan Area.



4.4.3.7 Visitor pressures particularly can give rise to concerns in environmentally sensitive locations. Related national guidance, strategies and studies confirm that policy needs to recognise the more restricted capacity of these areas.

#### 4.4.4 Conversions to Tourist Accommodation

4.4.4.1 There are many existing buildings within the towns and villages which present opportunities for conversion to holiday accommodation, both serviced and self catering. In addition, there are many rural buildings becoming redundant due to modern farm practices. The conversion of such suitable buildings to holiday accommodation would contribute towards the diversification of the rural economy and contribute to the promotion of Welsh culture and, therefore, would be generally welcomed, in line with Policies EMP/6 – ‘Re-Use and Adaptation of Redundant Rural Buildings’, DP/6 – ‘National Planning Policy and Guidance’ and the Council’s occupancy conditions. For such developments an independent Business Plan should be submitted to support the planning application in line with Policy EMP/6.

#### 4.4.5 Holiday Accommodation Zone

### POLICY TOU/3 - HOLIDAY ACCOMMODATION ZONE

Holiday Accommodation Zones are designated in Llandudno and shown on the proposals map. To safeguard an appropriate level of serviced accommodation for tourism, proposals for the redevelopment or conversion of existing serviced accommodation to other uses will not be permitted within the zones.

4.4.5.1 The Council aims to ensure that any decline in the level of serviced holiday accommodation, by change to alternative uses, is properly controlled.

4.4.5.2 Hotel accommodation is an important aspect of a sustainable tourism economy. The development of new hotels can be of benefit where they are improving the quality of accommodation in a specific locality. It is also important that the loss of hotels is resisted. It is important to retain hotel accommodation in the Llandudno and Deganwy area, where possible, in order to retain its unique character, vitality and appeal to tourists.



4.4.5.3 A key vacant site partly within one of the Holiday Accommodation Zones is the site of the former Pier Pavilion on North Parade. Redevelopment of this site has been long-awaited, however, there are existing technical constraints for any new proposals such as listed structures/remains. The Council is supportive of the site being redeveloped for a use which enhances the serviced Holiday Accommodation Zone whilst retaining the historic importance of the site.

4.4.5.4 The level and density of serviced accommodation will be regularly monitored in the Holiday Accommodation Zones to ensure the correct area is protected as detailed in the Implementation and Monitoring section.

“Hotel accommodation is an important aspect of a sustainable tourism economy. The development of new hotels can be of benefit where they are improving the quality of accommodation in a specific locality.”

## 4.4.6 Chalet, Caravan and Camping Sites

### POLICY TOU/4 - CHALET, CARAVAN AND CAMPING SITES

1. There will be a presumption against the development of new static caravan sites. Proposals for the improvement of existing sites within the Urban Development Strategy Area will only be permitted provided that the development:
  - a) Does not increase the number of static caravan or chalet units on the site, although minor extensions to the area of a site to facilitate density reduction and environmental or amenity improvements may be permitted;
  - b) Promotes a higher quality holiday accommodation, facility and design;
  - c) Would not appear visually obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment;
  - d) Accords with the Development Principles and other related policies within the Plan including the joint protocol on flood risk for Towyn and Kinmel Bay;
  - e) Is accompanied by a Biodiversity Statement which indicates where biodiversity gains will be achieved in line with Policy NTE/3.
  
2. Extensions or improvements to existing chalet, caravan and camping sites within the Rural Development Strategy Area will only be permitted providing that the development conforms to all of the following criteria:
  - a) The site is within or adjacent to, and would form part of, an existing chalet, caravan and camping site;
  - b) Any increase in the number of pitches or accommodation units proposed over the Plan Period is small in scale, relative to the scale and extent of existing provision within the same chalet, caravan or camping site;
  - c) The scheme would not result in an unacceptable concentration of sites or pitches at any one locality or area;
  - d) Suitable access can be achieved and the development does not result in an unacceptable risk to highway safety;
  - e) Compliance with criteria 1. b) – e) above.

The term 'camping site' encompasses touring caravans, tents and yurts, whilst schemes for timber pods or alternative small structures will be assessed on their own merits in line with the above criteria.
  
3. The Council will permit the extension of the holiday season for existing caravans, chalets and camping sites provided the site is suitable for such an extended use, that the extended season would not increase the consequences of an extreme flooding event, and that the development will be used only for holiday purposes.

4.4.6.1 Static and touring caravan sites as well as chalets and camp sites are an important offer of holiday accommodation, which can be crucial to the success of the tourism economy. However such sites are often seen as being visually intrusive, which is particularly apparent in the main resort areas of Towyn and Kinmel Bay where a series of sites have merged and become prominent in the landscape. Similarly, past intensification of sites has visually affected a small number of rural locations. In some areas the cumulative impact of existing sites may be considered visually obtrusive and dominant in the landscape, therefore, the Council will encourage landscaping schemes to improve and screen sites as well as reducing density. The Plan will seek to ensure that future development is permitted only where the proposal would not result in an over concentration of similar uses in the locality and where there is significant enhancement to biodiversity in the area.

4.4.6.2 For clarity the term tourist 'attraction' refers to a recreation or leisure offer without accommodation, whilst sites that combine elements of both accommodation and attractions are defined as a tourism 'facility'. Individual schemes of a high design quality where both attractions are combined with accommodation will be assessed on their own merits in line with the above policy and other policies within the Plan.

4.4.6.3 The amount of land given over to self-catering accommodation in the form of static caravans and chalets is excessive in the Urban Development Strategy Area. Therefore, the Council will continue with the long established policy of resisting proposals to develop further land for additional units in these areas. This problem of saturation does not apply in the more extensive rural area. However, such development, particularly static caravans, can be obtrusive in the landscape and damaging to the character of the rural area unless strictly controlled. Whilst recognising this strict control, the Council also believes that given the right location the development of small-scale groups of high quality, purpose built, holiday chalets can be acceptable in the rural area. However, development permitted under the policy must form part of an existing hotel/motel facility, working farm or an established tourist attraction, since this would assist in retaining the enterprise and be beneficial to the rural economy.

4.4.6.4 The replacement of static caravans with woodland-lodge style chalets/cabins will be permitted where it improves the impact on the landscape. However, as with all development, proposals for any accommodation will only be allowed after it has been demonstrated that there will be no adverse impact on the integrity of the natural environment, including Natura 2000 Sites, and that biodiversity benefits have been shown in line with Policy NTE/3.

“The replacement of static caravans with woodland-lodge style chalets/cabins will be permitted where it improves the impact on the landscape.”

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4.4.6.5 In line with Policy DP/6 and TAN15 – ‘Development and Flood Risk’, extending the holiday season to sites that are highly vulnerable to flood risk, such as the existing self catering caravan and chalet parks in the Towyn and Kinmel Bay area, will be resisted to ensure safety and limit overall risk. The Council will need to be satisfied, following consultation with Natural Resources Wales, that there is no increased risk from flooding on the application site before it will grant planning permission to extend the holiday season. The Council must also first be convinced that the presence of extra caravan-based population will not jeopardise the safety interests of permanent residents, either in the aftermath of a major flooding event, or in the event of short-notice warnings to evacuate the area.

4.4.6.6 A protocol for development in this area has been formed between the Council and Natural Resources Wales and should be given regard as to new development in the eastern part of Urban Development Strategy Area.





## 4.5 Community Facilities and Services

- Policy CFS/1 – Community Facilities and Services
- Policy CFS/2 – Retail Hierarchy
- Policy CFS/3 – Primary Shopping Areas
- Policy CFS/4 – Shopping Zones
- Policy CFS/5 – Retail Parks
- Policy CFS/6 – Safeguarding of Community Facilities outside the Sub-Regional Centre and the Town Centres
- Policy CFS/7 – Shop Front Design
- Policy CFS/8 – Shopping Street Frontage Security
- Policy CFS/9 – Safeguarding Allotments
- Policy CFS/10 – New Allotments
- Policy CFS/11 – Development and Open Space
- Policy CFS/12 – Safeguarding Existing Open Space
- Policy CFS/13 – New Open Space Allocations
- Policy CFS/14 – New Burial Ground Allocations
- Policy CFS/15 – Education Facilities



## 4.5 Community Facilities and Services

### 4.5.1 Spatial Objectives

SO6, SO13.

### 4.5.2 Community Facilities and Services Strategic Statement

4.5.2.1 The provision of social and community facilities is essential when considering new development proposals. Communities need good access to a wide range of services and facilities such as education, health and social care, open space and allotments, leisure and shopping in order to be sustainable. The provision of such facilities should be properly managed and incorporated into planning policies and regeneration plans.

4.5.2.2 An assessment of community infrastructure requirements in the Plan Area has been undertaken to establish the need for certain types of facilities over the Plan period - this evidence base is set out in the relevant Background Papers 15, 16, 19, 24, 25 and 32 on retailing, open space, education facilities, allotment provision and burial grounds. Land has been assessed and policies have been compiled to enable these needs to be met. This section of the LDP, therefore, includes the policies and allocations of land deemed necessary to ensure that existing community facilities and services are protected and the additional needs of communities can be met over the Plan period.

4.5.2.3 The provision of cultural and leisure facilities are particularly important in town centre destinations and should be retained. Any proposals creating, enhancing or resulting in a loss of such uses will be assessed against the Development Principles and other relevant Plan policies.

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“Communities need good access to a wide range of services and facilities”

## STRATEGIC POLICY CFS/1 – COMMUNITY FACILITIES AND SERVICES

The Council will protect and, where possible, enhance community facilities and services by:

- a) Protecting and enhancing the vitality, attractiveness and viability of the retail centres in the Plan Area by locating appropriate retail developments in line with Policy CFS/2 – ‘Retail Hierarchy’;
- b) Applying a sequential approach in determining proposals for new retail development in the Plan Area in terms of site selection and the availability of suitable alternative sites in line with Policy DP/6 – ‘National Planning Policy and Guidance’;
- c) Protecting the retail offer in Llandudno, and the town centres, by designating primary shopping areas and/or shopping zones in line with Policies CFS/3 – ‘Primary Shopping Areas’ and CFS/4 – ‘Shopping Zones’;
- d) Protecting the retail centre of Llandudno by designating Parc Llandudno and Mostyn Champneys as retail parks where large format retailing will be concentrated and safeguarded in line with Policy CFS/5 – ‘Retail Parks’;
- e) Safeguarding essential community facilities outside Llandudno, Colwyn Bay and the District Centres in line with Policy CFS/6 – ‘Safeguarding of Community Facilities outside the Sub-Regional Centre and Town Centres’;
- f) Protecting and enhancing the attractiveness of shopping centres by only permitting appropriate shop fronts and appropriate shop front security measures in line with Policies CFS/7 – ‘Shop Front Design’ and CFS/8 – ‘Shopping Street Frontage Security’;
- g) Meeting the community’s need for allotments by safeguarding existing allotments in line with Policy CFS/9 – ‘Safeguarding Allotments’ and allocating land for new allotments in Abergele, Llandudno Junction, Llanrwst and Dwygyfylchi in line with Policy CFS/10 – ‘New Allotments’;
- h) Ensuring that new housing development makes adequate provision for the open space needs of its residents and safeguarding existing areas of open space in line with Policies CFS/11 – ‘Development and Open Space’ and CFS/12 – ‘Safeguarding Existing Open Space’;
- i) Allocating replacement playing fields and new areas of land for open space at Abergele, and Glan Conwy in line with Policy CFS/13 – ‘New Open Space Allocations’;
- j) Allocating land for an extension to the cemeteries at Llanrwst and Penmaenmawr in line with Policy CFS/14 – ‘New Burial Ground Allocations’;
- k) Supporting development proposals for new education facilities in line with Policy CFS/15 – ‘Education Facilities’.



## 4.5.3 Retailing

### POLICY CFS/2 – RETAIL HIERARCHY

The Plan establishes a retail hierarchy for shopping centres within the Plan Area in accordance with national policy and guidance. The position of a shopping centre in the retail hierarchy will generally determine the level of new shopping provision. The larger the centre, the more likely it will be able to support new development. The retail hierarchy (below) is illustrated on the Diagram CFS/ 2a.

#### Sub Regional Centre: Llandudno

##### Town Centres:

Colwyn Bay  
Abergele  
Conwy  
Llandudno Junction  
Llanfairfechan  
Llanrwst  
Penmaenmawr

##### Local/Village Centres

Betws yn Rhos  
Cerrigydrudion  
Deganwy  
Dolgarrog  
Dwygyfylchi  
Eglwysbach  
Glan Conwy  
Groes  
Gyffin  
Llanddulas  
Llanfairtalhaiarn  
Llangernyw

Llanrhos  
Llansannan  
Llysfaen  
Mochdre  
Penrhyn Bay  
Pensarn  
Pentrefoelas  
Tal-y-Bont  
Tal-y-Cafn  
Towyn  
Trefriw  
Upper Colwyn Bay

##### District Centres:

Colwyn Bay West End  
Craig y Don  
Kinmel Bay  
Old Colwyn  
Rhos on Sea

“The position of a shopping centre in the retail hierarchy will generally determine the level of new shopping provision. The larger the centre, the more likely it will be able to support new development.”

Diagram 8  
CFS/2a



### Conwy Retail Hierarchy

-  Sub Regional Shopping Centre
-  Town Centre
-  District Centres
-  Local/Village Centres
-  Conwy Plan Area
-  Snowdonia National Park



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4.5.3.1 PPW at paragraph 10.2.1 states that local planning authorities should identify an existing hierarchy of centres and highlight any which fulfil specialist roles.

4.5.3.2 The categories within the retail hierarchy are based on those contained within PPW at paragraph 10.1.1. Detailed criteria relating to where each centre is positioned within the hierarchy has been formulated and provided in BP/16 – ‘Primary & Secondary Retail Areas & Hierarchy Study’.

4.5.3.3 New developments should be in keeping with the scale and function of the existing centres in order to create sustainable development patterns and to avoid any adverse effect on the other centres. Having regard to the position of the centre within the overall hierarchy is essential.

4.5.3.4 Individual planning applications relating to retail will be assessed on their own merit, in line with Policy DP/6 and on the basis of paragraphs 10.2.11 and section 10.3 of PPW. First preference will be given to developing sites within existing sub-regional and town centres, followed by edge-of-centre sites, and then district, local and village centres.

4.5.3.5 Llandudno’s role as the sub regional shopping centre attracts a large number of shoppers from the Plan Area and other neighbouring authorities. The LDP recognises the need to promote the retail function within Llandudno and Colwyn Bay whilst also supporting appropriate retail development in other centres in the hierarchy.

4.5.3.6 The second largest retail centre in the hierarchy, Colwyn Bay, will be enhanced in line with LDP10 – ‘Colwyn Bay Masterplan’ SPG and other associated regeneration proposals. To respond to declining economic conditions, the Council is actively working on the regeneration of the town centre and surrounding areas in line with Policy DP/8 – ‘Colwyn Bay Urban Regeneration Masterplan’. The Council and its partners will identify regeneration areas in the urban area of Colwyn Bay on the basis of its brownfield land redevelopment potential, economic and social need, and proximity to the Town Centre and sustainable transport links. The area presents unique qualities, opportunities and challenges, which are described in more detail in LDP10.

4.5.3.7 BP/15 - ‘Retail Study’ concludes that the town of Conwy is currently over-trading in respect of convenience retailing, which may be detrimental to residents’ choice and quality of retail experience. The Study suggests that there is benefit in the development of a retail outlet which provides top-up shopping facilities for residents on a day to day basis within the town centre. However, due to the historic nature of Conwy, this is more likely to be accommodated within the existing built fabric of the town, and the retention of the historic environment should take precedence over fulfilling identified convenience need.

4.5.3.8 The conclusions from BP/15 indicate that there is no need to allocate sites for retailing within the Plan period. Although the Retail Study does not recommend retail allocations in the LDP it does, nevertheless, state an element of need for additional comparison floor space in the Llandudno/ Llandudno Junction area by 2015. This need is, however, already met by a number of existing commitments for comparison goods retailing on the retail parks in Llandudno. The position will be reviewed as part of the next retail study which commenced in 2011/12.

“First preference will be given to developing sites within existing sub-regional and town centres...”

## 4.5.4 Primary Shopping Areas

### POLICY CFS/3 – PRIMARY SHOPPING AREAS

Primary Shopping Areas are designated in Llandudno and Colwyn Bay as shown on the proposals map. Changes of use of the ground floor of premises in these areas from class A1 shops to other uses will only be permitted where:

- a) It can be shown that the premises are no longer needed for A1 usage and the retention of A1 use at the premises have been fully explored, without success, by way of marketing at a reasonable market rate for a minimum of six months and;
- b) The proposed change of use does not have an unacceptable impact on the retail function or attractiveness of the primary shopping area.

4.5.4.1 Shopping not only contributes to the vitality, attractiveness and viability of town centres, but provides benefits to the local economy and can complement the leisure and tourism objectives of this Plan. It is therefore vital to protect the retail core of the main shopping centres and oppose developments which harm or undermine this function.

4.5.4.2 Examination of the mixture of uses within BP/16 indicate that around 70% of units within the primary shopping areas of Llandudno and Colwyn Bay are currently class A1 use. The primary shopping areas are therefore intended primarily for A1 use, although other uses will be permitted where they comply with the policy.

4.5.4.3 While it is necessary to protect the retail function within town centres, it is also important to consider how long term vacancy rates could be avoided or reduced. The number of vacancies within town centres has increased rapidly due to the current economic climate. This is true also for the sub-regional centre of Llandudno, which has seen an increase in vacancy levels over recent years.

4.5.4.4 One way the planning system can assist the recovery of town centres is to enable greater flexibility where long term vacancies are becoming a problem. In such cases, where a change of use from A1 is requested, the applicant would need to provide evidence of marketing the premises for a six month period at a reasonable market rate to demonstrate that there is no longer demand for a class A1 use at that location. Normally, where such a criterion is applied, a 12 month period of marketing is requested, however the Council recognises the negative impact vacant shop fronts have in town centres and seeks to help reduce vacancies wherever possible.

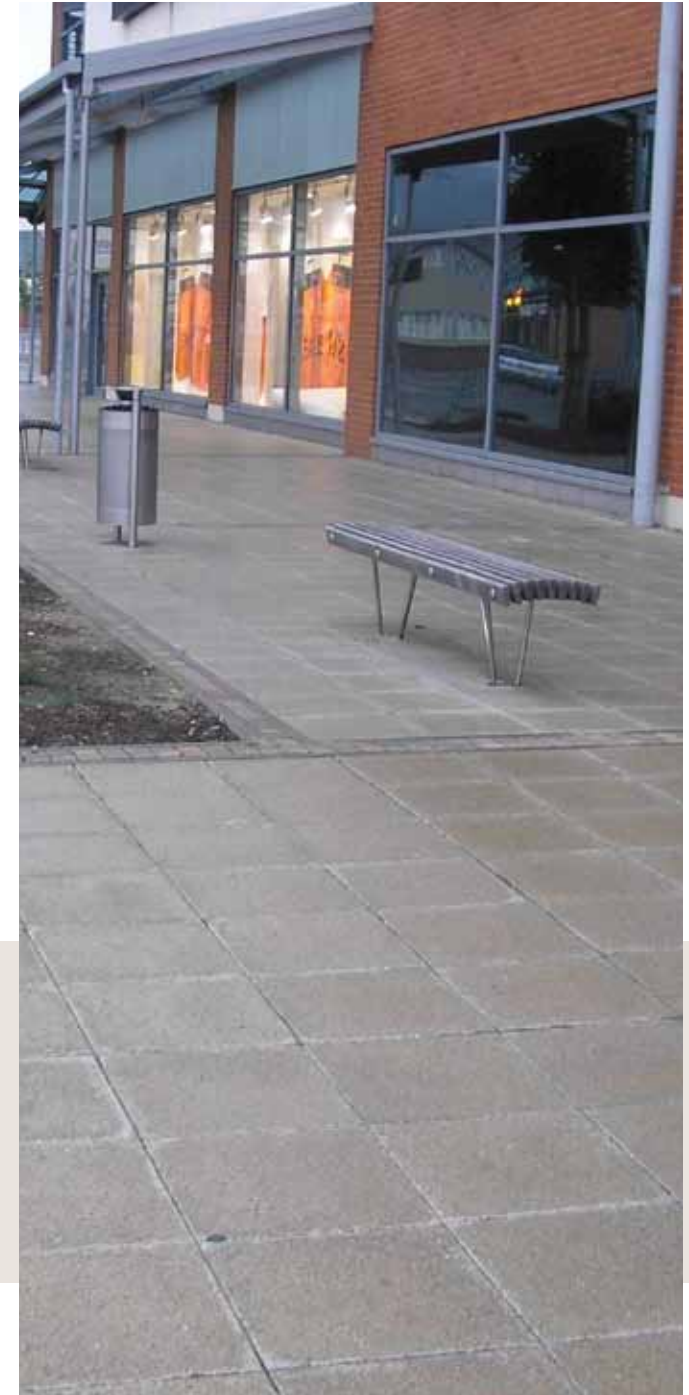
4.5.4.5 The Council will also need to be satisfied that the proposed new use will comply with criterion b) of Policy CFS/3, and balance the need for reducing the number of vacant units whilst protecting the integrity of the primary shopping area. In particular, special care must be taken to prevent the clustering of uses which may be detrimental to the attractiveness of the centre.

4.5.4.6 Policy CFS/3 will be subject to annual monitoring and review to prevent over-concentrations of uses which are detrimental to the centre. The overall level of vacancies within centres will be monitored on an annual basis to determine whether there is a need to adjust the policy criterion from 6 months to 12 months.

## 4.5.5 Shopping Zones

### POLICY CFS/4 – SHOPPING ZONES

Shopping Zones are designated in Llandudno, Colwyn Bay, Abergelge, Conwy, Llandudno Junction, Llanfairfechan, Llanrwst and Penmaenmawr as shown on the proposals map. Changes of use of the ground floor of premises in these areas from class A1 shops to other uses will only be permitted where the proposed change of use maintains or enhances the vitality, attractiveness and viability of the shopping centre and complies with the Development Principles.



4.5.5.1 Retail designations in previous adopted plans have been reviewed in the light of data collected over the previous ten years relating to changes of use and vacancy levels within shopping zones. Designated areas are proposed to protect the retail core of these areas.

4.5.5.2 Within the shopping zones, there is a presumption in favour of retaining class A1 uses, but it is recognised that other uses, in particular class A3 uses (such as cafes / restaurants), or commercial or service sector uses may be acceptable where this does not harm the vitality, attractiveness and viability of the centres. Indeed PPW at paragraph 10.2.4 states that planning policies should encourage a diversity of uses in centres. Particular attention, therefore, should be given to avoid the clustering of certain uses where these are detrimental to the attractiveness of the centre. Over recent years, problems have arisen with anti-social behaviour within certain town centres, this in most cases being associated with a high concentration of licensed premises such as pubs, clubs, bars and takeaways in a particular part of town, for example as on upper Mostyn Street, Llandudno which is an area containing both licensed and residential premises. Here the number of premises licensed to sell alcohol has increased from 7 premises in 2005 to 13 premises in 2011.

4.5.5.3 Planning proposals for the change of use to class A3 in such areas will need to be considered carefully against Policy CFS/4 and the Development Principles (in particular, policies DP/3 – ‘Promoting Design Quality and Reducing Crime’ and DP/4 – ‘Development Criteria’). The LPA will need to be satisfied that the proposal will not have a detrimental effect on the attractiveness of the centre arising from an over concentration of A3 uses, and/or cause unacceptable adverse impact on residential amenity, public safety, noise and crime. Relevant evidence supplied by other Council departments and external bodies such as the Police should also be taken into account where this forms a material planning consideration.

## 4.5.6 Retail Parks

### POLICY CFS/5 – RETAIL PARKS

Mostyn Champneys Retail Park and Parc Llandudno Retail Park, as shown on the proposals map, will be safeguarded to retain their large format character to complement the historic Primary Shopping Area of Llandudno. Mostyn Champneys Retail Park will be safeguarded for large format stores selling bulky and in-bulk goods. Parc Llandudno Retail Park will be safeguarded for large format stores selling non-bulky goods.

4.5.6.1 Mostyn Champneys Retail Park and Parc Llandudno are situated on the edge of Llandudno town centre and perform different retail functions to those which are typically found within town centres. Mostyn Champneys and Parc Llandudno Retail Parks consist of large format retail stores, 'large format' being stores which are typically 929 sqm (10,000 sq ft), or above, in size with associated car parking. In the case of Mostyn Champneys Retail Park, retailing is focused on the sale of bulky goods and in-bulk goods, whereas Parc Llandudno consists of large format retailers selling non-bulky goods. As stated in PPW at 10.3.12, the scale, type and location of such retail developments should not undermine the vitality, attractiveness and viability of town centres. Legal agreements are in place to restrict the change of use and subdivision of units at these locations.

#### 4.5.7 Safeguarding of Community Facilities Outside The Sub-Regional Centre and The Town Centres

### POLICY CFS/6 – SAFEGUARDING OF COMMUNITY FACILITIES OUTSIDE THE SUB-REGIONAL CENTRE AND THE TOWN CENTRES

Where no similar facilities exist outside Llandudno, Colwyn Bay, Abergelge, Conwy, Llandudno Junction, Llanfairfechan, Llanrwst and Penmaenmawr development which would lead to the loss of the following community facilities will only be permitted where it has been clearly demonstrated that the building is no longer viable for its existing use and that there is no continuing community need for those facilities:

- a) Shops selling convenience goods
- b) Post Offices
- c) Petrol stations
- d) Village/church halls
- e) Public houses



4.5.7.1 District, local, village and rural facilities such as those mentioned in Policy CFS/6 play a vital role in sustaining smaller centres and reducing the need for residents to travel to meet everyday needs. In smaller villages they also play an important community function, supporting those who have difficulty travelling further afield and forming a hub to village life.

4.5.7.2 The Council will encourage the retention of such community facilities as advocated in TAN6 – ‘Planning for Sustainable Rural Communities’ para 5.1.3 where they provide an essential service to the locality and are economically viable. When considering proposals which involve the loss of such facilities, the Council will consider the impact of the loss on the local community, in terms of the availability, access to alternatives and social implications, including the impact on the viability of the village as a whole. Where such proposals are received, the applicant will need to demonstrate that the current use is no longer viable by supplying relevant financial information to support the case, plus evidence of the premises being marketed for a minimum of 6 months at a realistic price. A supporting statement should be submitted with the application which explains the extent of the marketing exercise and includes the agent’s view as to the commercial viability of the site. Applicants are encouraged to read the relevant sections contained within LDP7 – ‘Rural Conversions’ SPG for further detailed guidance on undertaking satisfactory marketing exercises and producing supporting statements.



## 4.5.8 Shop Frontages

### POLICY CFS/7 – SHOP FRONT DESIGN

The Council will only grant planning permission to proposals for new shop fronts or alterations to existing shop fronts where they are in keeping with the building and its surroundings.

### POLICY CFS/8 – SHOPPING STREET FRONTAGE SECURITY

Planning permission or Listed Building Consent will not be granted for the installation of solid or perforated roller shutters on fronts of shops, or on other properties in shopping street frontages. The Council will normally grant planning permission or Listed Building Consent for external roller grilles and removable grilles on shop fronts and commercial properties where the grilles are integrated into the design of the shop front, have minimal visual impact and are compatible with the rest of the elevation of the building and the street scene.

4.5.8.1 Shop fronts are critical in forming the character and appearance of shopping frontages. The Council attaches considerable importance to suitably designed shop fronts, not only to preserve the character of buildings, but also to retain the overall attractiveness of streets and to maintain their commercial viability. Inappropriate developments can have a severe detrimental effect not only on the building but also the street scene, and the street's trading potential.

4.5.8.2 Both customers and shopkeepers benefit if the environment of the street scene is enhanced by well-designed and maintained shop fronts. In villages it will be important to respect the existing street and village character, while in major shopping centres within the Urban Development Strategy Area the emphasis will be on creating and maintaining a quality and vibrant environment. It should be acknowledged that many shop fronts will be located within conservation areas. Reference in such cases should be made to Policy CTH/2 – 'Development Affecting Heritage Assets'.

“The Council attaches considerable importance to suitably designed shop fronts, not only to preserve the character of buildings, but also to retain the overall attractiveness of streets and to maintain their commercial viability.”

## 4.5.9 Allotments

### POLICY CFS/9 – SAFEGUARDING ALLOTMENTS

Planning Permission will not be granted for development which results in the loss of land used for allotments, except:

- a) Where suitable, alternative provision is made that is at least equivalent in size and quality to that which will be lost, or;
- b) Where it can be demonstrated that there is no longer a community need for the allotments.

4.5.9.1 Allotment gardens can contribute to open space within the Plan Area. They have positive benefits not only for environmental sustainability but also for food production, wildlife and general amenity value. Allotments are an important community resource.

4.5.9.2 Planning permission will not be granted for the redevelopment of allotments simply because they have been allowed to fall out of use and become neglected. Development which would remove allotments from use altogether will only be allowed if it has been demonstrated that there is no need for the allotments or alternative provision has been made.

### POLICY CFS/10 – NEW ALLOTMENTS

1. Land is allocated to meet the demand for new allotments at the following locations:
  - a) Off Rhuddlan Road, Abergele
  - b) Esgyryn, Llandudno Junction
  - c) North of Llanrwst
  - d) North of Groesffordd, Dwygyfylchi
  - e) West of Gwrych Lodge, Abergele
2. Additional land may be identified during the Plan period in accordance with the Development Principles.



4.5.9.3 As detailed in BP/25 – ‘Allotment Site Demand and Supply Report’, there are 13 separate existing sites which provide in total 324 allotment plots in Conwy.

4.5.9.4 In locations where there is no publicly owned land to meet the needs of the community, the next best location in terms of sustainability has been allocated. Resulting from high constraints in Trefriw, those residents in need will be accommodated partly through allocation at Llanrwst, whilst some suitable land may also be available in the Snowdonia National Park Plan Area. Similarly, for those residents in need in Llandudno and Conwy, where sites are in short supply, the allocation in Llandudno Junction will help meet demand.

4.5.9.5 It is recognised that there is a need for allotments in other parts of the Plan Area and the Council are actively seeking suitable sites to meet the needs of communities. Suitability of such sites will be considered in accordance with the Development Principles.

“In locations where there is no publicly owned land to meet the needs of the community, the next best location in terms of sustainability has been allocated.”

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## 4.5.10 Open Space

### POLICY CFS/11 – DEVELOPMENT AND OPEN SPACE

1. New housing development of 30 or more dwellings shall make on site provision for the recreational needs of its residents, in line with the Council's standards for open space of 3 hectares per 1000 population, comprising of:
  - 1.2 hectares for playing pitches
  - 0.4 hectares for outdoor sport
  - 0.8 hectares for children's playing space
  - 0.6 hectares for amenity open space
2. In exceptional and justified circumstances, consideration will be given to the provision of a commuted sum as an alternative to on-site provision, in accordance with Strategic Policy DP/1 – 'Sustainable Development Principles' and Policies DP/4 – 'Development Criteria' and DP/5 – 'Infrastructure and New Developments'.
3. New housing development of less than 30 dwellings shall make provision of a commuted sum as an alternative to on-site provision, in line with the Council's standard for open space of 3 hectares per 1,000 population.

4.5.10.1 Housing developments should, in the majority of cases, incorporate play and amenity spaces into a scheme or, where this is not feasible, make a financial contribution secured through a planning obligation made under Section 106 of the Town and Country Planning Act 1990. Financial contributions will be accepted for residential developments of less than 30 dwellings. For residential developments of 30 or more dwellings, the Council will seek the provision of on-site children's play facilities and a financial contribution to off-site outdoor sports space. Developments of 200 or more residential dwellings will normally be expected to provide all required outdoor sport and children's playing space on-site. Further details on provision of open space and commuted sums can be found within LDP4 – 'Planning Obligations' SPG.

4.5.10.2 Recreation and open space is a key contributor to the overall quality of life of local people. A recent assessment of open space provision highlights a deficiency of outdoor sports, play space and in some areas, amenity space across the Plan Area. This amounts to a shortage of land for outdoor sports and for children's play space.

4.5.10.3 As recognised within the Healthy Conwy Strategy 2008 – 2011, the benefits to health and well-being that parks and open spaces bring to communities include increased exercise levels, social interaction and greater opportunities for children’s play. One of the aims of the Conwy Children and Young People’s Plan is to encourage children and young people to make use of areas such as parks, open spaces, sports and outdoor leisure facilities. However, the deficiency of public open space could present an obstacle to achieving such aims.

4.5.10.4 In acknowledging the deficiency, in 2003 the Council adopted a Standard for open space provision (based on the former NPFA Standard). These standards were revised in 2008 by Fields in Trust (FIT) and added to the revised TAN16 on ‘Sport, Recreation and Open Space’ in early 2009. It is these revised standards that have been incorporated into the policy.

4.5.10.5 Additionally, in recognising the importance of providing and improving amenity open space, the policy also includes a standard of 0.6 hectares per 1,000 population for this purpose, split 0.3 ha for ‘major formal amenity’ and 0.3 ha ‘neighbourhood amenity’. This is the standard previously adopted in the Colwyn Borough Local Plan which will be reviewed when undertaking the Open Space Audit and Assessment. Major formal amenity open space includes areas such as parks, public gardens, nature reserves and commons. At a local level, for example within housing developments, it can be used to provide the necessary buffer zones around children’s play areas. The need to provide amenity open space as with other types of open space will be guided by the Open Space Audit and Assessment. Developments in areas that have an oversupply of certain types of open space may not need to provide additional space, however a qualitative assessment should be undertaken to determine both the quality and accessibility of open spaces in these locations when considering if a contribution is necessary.

4.5.10.6 In addition to the policy, the Council has published LDP4 – ‘Planning Obligations’ SPG in line with Policy DP/4 – ‘Development Criteria’ to provide guidance to developers on how the open space standard will be applied to new developments.

4.5.10.7 Open space surveys are undertaken by the Council on a biennial basis and provide information on the adequacy of open space provision within the larger settlements. The most recent study undertaken in 2010 shows that there are deficiencies with the provision of playing pitches, outdoor sports and / or play space in the following areas: Abergele, Deganwy, Glan Conwy, Greater Colwyn, Kimmel Bay, Llandudno, Llandudno Junction, Llanfairfechan, Llanrwst, Llysfaen, Penmaenmawr, Penrhyn Bay, Penrhynside, and Towyn.



“Open space surveys are undertaken by the Council on a biennial basis and provide information on the adequacy of open space provision within the larger settlements.”

4.5.10.8 TAN16 suggests standards of space for playing pitches and outdoor sport as supported by FIT. These standards have been used in the most recent Open Space Assessment. However, it is acknowledged that TAN16 relates to other types of open space such as green corridors, civic spaces and amenity green space but due to the timing of publication of this TAN and the advanced stage of the LDP and supporting evidence base, it is considered appropriate to review the position once the Plan has been published for deposit as per advice in TAN16 (paragraph 2.29 refers to not delaying work on the LDP in the absence of a new Open Space Audit and Assessment).

4.5.10.9 It is, therefore, proposed that an Open Space Audit and Assessment will be undertaken to identify local needs, assess local provision and provision standards for accessibility and quality, and identify deficits/surpluses of open space in accordance with the latest version of TAN16. When completed, the Audit and Assessment will form part of the LDP evidence base and policies will be reviewed accordingly via mechanisms in the LDP adoption or review process.

## **POLICY CFS/12 – SAFEGUARDING EXISTING OPEN SPACE**

Planning Permission will not be granted for development which results in the loss of open space except where there is an over-provision of open space in the particular community, and the proposal demonstrates significant community benefits arising from the development, or where it will be replaced by acceptable alternative provision within the vicinity of the development or within the same community.

4.5.10.10 The term ‘open space’ as referred to in Policy CFS/12 includes the following types as described in TAN16: public parks and gardens, outdoor sports facilities, amenity green space and provision for children and young people. Such areas are of great significance to the local communities in the Plan Area. This is not only for the sports and recreational opportunities they offer, but the impact open space has on the attractiveness of the built and natural environment. Therefore, existing open space should not be lost unless the open space assessment clearly demonstrates an over-provision of open space necessary for the community’s requirements. In such cases, developers will also need to demonstrate how their proposals will bring about significant benefits for those communities which will be losing the open space, such as provision of a satisfactory level of affordable housing, neighbourhood shops or other leisure facilities as and where appropriate.



4.5.10.11 If there is an under provision of open space in the community, the developer will need to provide an acceptable alternative site within the vicinity of the development, or within the same town or community council area. Any alternative site should be equivalent to, or better than, that taken by development and be easily accessible to the local community by sustainable transport modes.

## **POLICY CFS/13 – NEW OPEN SPACE ALLOCATIONS**

1. Land is allocated to meet the demand for open space at the following locations:
  - a) Off St.George Road, South of Abergele Playing Fields
  - b) Top Llan Road / Llanrwst Road, Glan Conwy
2. Additional land may be identified during the Plan period in accordance with the Development Principles.

4.5.10.12 The Open Space Assessment, undertaken in December 2010, shows deficits in open space provision across the Plan Area. The above sites have been allocated to address deficits in current provision and reflect agreement and on-going deliverability discussions with landowners and developers. The playing field extension in Abergele is not additional provision, but replacement provision for the section of playing field that will be allocated for the housing allocation. Additional land for open space in Abergele will be provided as part of the total land allocation for housing.

### **4.5.11 New Burial Ground Allocations**

## **POLICY CFS/14 – NEW BURIAL GROUND ALLOCATIONS**

Land is allocated to meet the need for additional burial grounds in Llanrwst and in Penmaenmawr, adjacent to the existing cemeteries. Additional land may be identified during the Plan period in accordance with the Development Principles.

4.5.11.1 To meet the need for burial capacity in the Llanrwst and Abergele areas, the Council has undertaken work to identify suitable locations for either extensions to existing cemeteries, or new burial grounds. BP/32 – ‘Burial Grounds Demand and Supply Report’ gives more detail on work undertaken to date. In relation to Llanrwst, the existing capacity at the Cae Melwr cemetery will have reached its capacity by the end of 2013; therefore an extension to the existing cemetery is being created. Land adjacent to Penmaenmawr cemetery is also allocated in order to safeguard this site for future use, though it will not be required during the Plan period. Need also exists in Abergele and the Council are working with the local Burial Board and Town Council to seek suitable land to accommodate this need.

## 4.5.12 Education Facilities

### POLICY CFS/15 – EDUCATION FACILITIES

Development Proposals for new schools during the Plan period will be supported providing they are in accordance with the Development Principles.

4.5.12.1 The Welsh Government recognises the need to invest in schools for the future, and requires the Council to have in place a clear strategy across all schools. The Council embarked on the Primary School Modernisation Project (PSMP) 3 years ago. The strategy and implementation plan was formally adopted by the Council in October 2010.

4.5.12.2 Further consultation meetings will now take place within the banding as noted in the implementation plan. These formal consultation meetings will be staggered over a number of years. The responses from each formal consultation meeting will be presented to the Council who will consider them in deciding which option to progress and implement for each area/school. No new allocations for Educational Establishments can be decided until this process has been completed for individual schools or areas.

4.5.12.3 The results of the next phase of the PSMP are currently unknown, therefore, all options are still open, which could mean, status quo, amalgamation, area school on existing site, area school on new site, area school on multiple sites, or refurbishment of existing school. However, the Council will review its approach following the finalisation of the Conwy Primary School Modernisation Project in line with BP/24 – ‘Conwy Primary School Modernisation Report’. New schools will be supported subject to meeting other relevant policies within the Plan.

“If there is an under provision of open space in the community, the developer will need to provide an acceptable alternative site within the vicinity of the development, or within the same town or community council area.”





## 4.6 The Natural Environment

- Policy NTE/1 – The Natural Environment
- Policy NTE/2 – Green Wedges and Meeting the Development Needs of the Community
- Policy NTE/3 – Biodiversity
- Policy NTE/4 – The Landscape and Protecting Special Landscape Areas
- Policy NTE/5 – The Coastal Zone
- Policy NTE/6 – Energy Efficiency and Renewable Technologies in New Development
- Policy NTE/7 – Onshore Wind Turbine Development
- Policy NTE/8 – Sustainable Drainage Systems
- Policy NTE/9 – Foul Drainage
- Policy NTE/10 – Water Conservation

## 4.6 The Natural Environment

### 4.6.1 Spatial Objectives

SO11, SO12, SO14.

### 4.6.2 The Natural Environment Strategic Statement

4.6.2.1 The Plan Area benefits from attractive rural and coastal attributes which support a thriving tourism industry and provide a valuable leisure and recreation resource for residents. Policies in this section aim to protect and enhance the character of the countryside, landscape, built environment and the rich biodiversity and geological assets.

4.6.2.2 The countryside also supports a healthy agricultural economy and Government policy states that the location of the best and most versatile agricultural land should be taken into account alongside other sustainability considerations when determining planning applications.

4.6.2.3 As well as protecting the local environment, new development must also seek to limit the impact on the global environment by minimising resource use, increasing energy efficiency and reducing carbon emissions. The Spatial Strategy and sequential approach to its assessment directs development to be located in settlements that provide a range of services and facilities, reducing the need to travel (and therefore carbon emissions). Other policies in this section seek to increase the energy efficiency of buildings and increase production of renewable energy. There is also a need to ensure that development does not make wildlife and habitats more susceptible to loss through climate change and that they can adapt to future climate changes.



4.6.2.4 Much of the coastal area, particularly in the Urban Development Strategy Area, is at risk from flooding and there is a need to prevent inappropriate development in areas at risk. This risk is likely to increase in the future as a result of climate change and a rise in sea level. A restrictive approach is therefore applied to new development in areas at risk in line with Policy DP/6 - 'National Planning Policy and Guidance'. Appropriate surface water drainage arrangements, such as Sustainable Drainage Systems, will be required to help control surface water flooding as set out in this section.

4.6.2.5 The open countryside consists of all areas outside defined settlement boundaries. National guidance seeks to conserve and, where possible, enhance the countryside for the sake of its ecological, geological, physiographic, historical, archaeological and agricultural value. The open coastline is important to amenity, wildlife and recreation. The Great Orme is designated as Heritage Coast because its limestone cliffs and grassland are recognised as being among the nation's finest coastal scenery. The marine leisure industry and sea defence works both place pressure upon the coast. Such developments need to be sympathetic to the ecology and appearance of the coast. Likewise, some areas are likely to flood and development needs to be sited away from high risk areas.

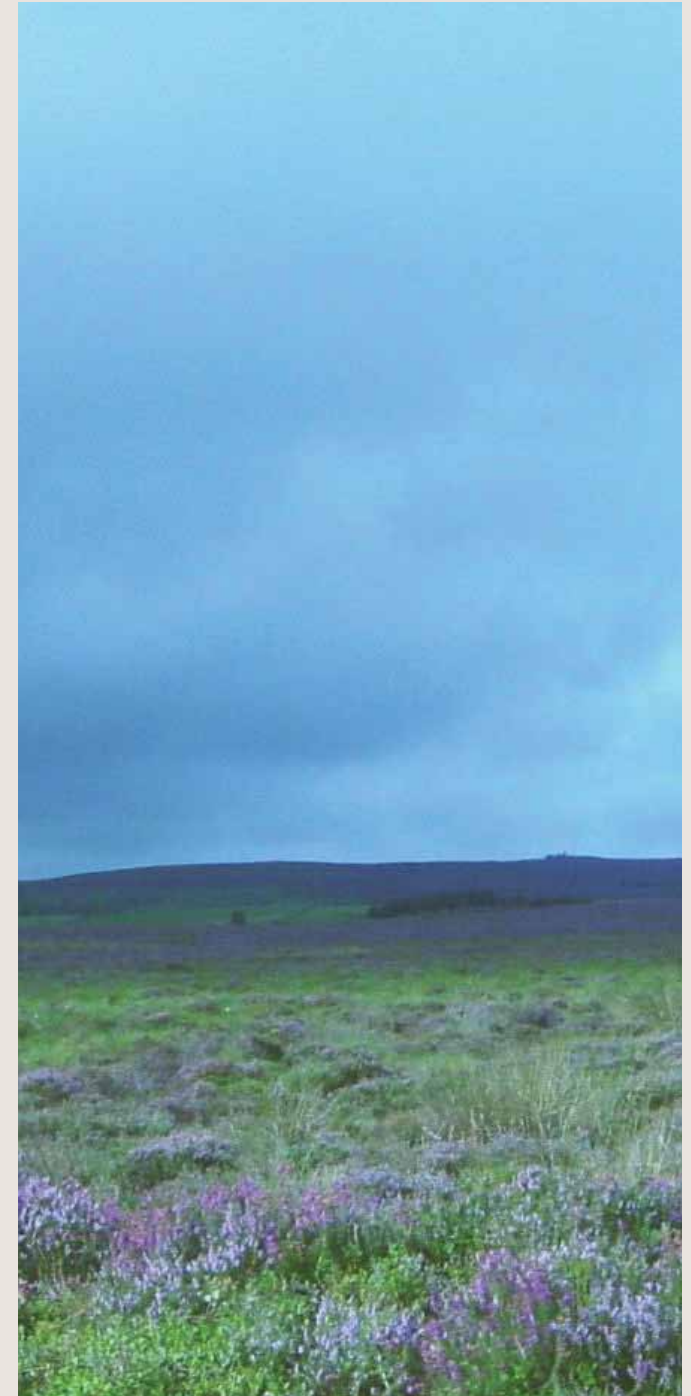
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“The countryside also supports a healthy agricultural economy and Government policy states that the location of the best and most versatile agricultural land should be taken into account alongside other sustainability considerations when determining planning applications.”

## STRATEGIC POLICY NTE/1 – THE NATURAL ENVIRONMENT

In seeking to support the wider economic and social needs of the Plan Area, the Council will seek to regulate development so as to conserve and, where possible, enhance the Plan Area's natural environment, countryside and coastline. This will be achieved by:

- a) Safeguarding the Plan Area's biodiversity, geology, habitats, history and landscapes through the protection and enhancement of sites of international, national, regional and local importance, in line with Policy DP/6 – National Planning Policy and Guidance';
- b) Using Green Wedges and settlement boundaries to control the identity of individual settlements, to prevent coalescence and to protect the immediate landscape surrounding urban areas in line with Policy NTE/2 – 'Green Wedges and Meeting the Development Needs of the Community';
- c) Where appropriate and necessary, improving the quality of statutory and non-statutory landscapes and areas of biodiversity value affected by development, through management agreements, habitat connectivity, improved planting, landscape and maintenance specifications, in line with the Development Principle Policies and Policy NTE/3 – 'Biodiversity';
- d) Working with developers to safeguard protected species and enhance their habitats in line with Policies DP/6 and NTE/3;
- e) Seeking to minimise the loss of Grade 2 and 3a agricultural land to new development, in particular, in the east of the Urban Development Strategy Area, in line with Policy DP/6;
- f) Respecting, retaining or enhancing the local character and distinctiveness of the individual Special Landscape Areas in line with Policy NTE/4 – 'The Landscape and Protecting Special Landscape Areas' and as shown on the Proposals Map;
- g) Protecting the Coastal Zone in line with Policy NTE/5 – 'The Coastal Zone';
- h) Promoting energy efficiency and renewable technologies in development in line with Policy NTE/6 – 'Energy Efficiency and Renewable Technologies in New Development';
- i) Preventing, reducing or remedying all forms of pollution including air, light, noise, soil and water, in line with Policy DP/6.



“...from the open moor land of Hiraethog to locally significant spaces around towns and villages.”

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### **High Quality Agricultural Land**

4.6.2.6 Paragraph 4.9.1 of Planning Policy Wales protects, where possible, the best quality agricultural land as this is a finite resource. There is no Grade 1 agricultural land within the Plan Area, although there are areas of Grade 2 and Grade 3a land in coastal areas. The Council will seek to minimise the loss of Grade 2 and Grade 3a land to new development although some may be necessary to ensure the housing targets are met. Planning applications affecting this issue will be subject to meeting the requirements of Policy DP/6.

### **Safeguarding Landscapes and Habitats**

4.6.2.7 The quality and variety of the environment in the Plan Area is reflected in the number of sites of international and national importance. National policies seek to protect, and in some cases enhance designated areas of the countryside and coast, biodiversity rich areas, habitats of local importance, agricultural land and the urban environment. Planning applications that are likely to impact on these areas will be subjected to Policy DP/6.

4.6.2.8 The Plan Area contains diverse, high quality landscapes and areas of visual quality from the open moor land of Hiraethog to locally significant spaces around towns and villages. The western boundary of the Plan Area adjoins the Snowdonia National Park. Although the National Park Authority decides planning applications within its area, CCBC is the planning authority for adjoining areas which could affect the Park's setting. In these areas, the Environment Act 1995 requires the Council to have regard to the purposes for which the National Park was designated.

4.6.2.9 Paragraph 5.2.8 of Planning Policy Wales promotes approaches to development which enhance biodiversity, prevent biodiversity losses, or compensating for unavoidable damage.

4.6.2.10 There are two Special Protection Areas (SPAs) and seven Special Areas of Conservation (SACs) which lie partly, or totally, within the Plan Area. SPAs and SACs are of international importance and consequently the European Directives and national policies afford them very high protection covered by DP/6. They are shown on the Key Diagram, assessed through the Habitats Regulations within BP/11 and listed in table 9 overleaf:

**Table 9: European sites within and adjacent to the Plan Area**

Site ref no	Name of Site	European Status		Location	
		SPA	SAC	In Conwy	Outside Conwy
UK0014788	Great Orme's Head / Pen y Gogarth		✓	✓	Entirely within Conwy
UK0030124	Creuddyn Peninsula Woods / Coedwigoedd Penrhyn Creuddyn		✓	✓	Entirely within Conwy
UK0030161	Gwydyr Forest Mines / Myngloddiau Fforest Gwydir		✓	✓	Also shared with SNP
UK0030205	Migneint-Arenig-Dduallt		✓	✓	Also shared with SNP
UK9013131	Migneint-Arenig-Dduallt	✓		✓	Also shared with SNP
UK0030146	Elwy Valley Woods / Coedwigoedd Dyffryn Elwy		✓	✓	Also shared with Denbighshire
UK0030202	Menai Strait & Conwy Bay/ Y Fenai a Bae Conwy		✓	✓	Also shared with Gwynedd
UK9013031	Traeth Lafan	✓		✓	Also shared with Gwynedd
UK0012946	Eryri/Snowdonia		✓	✓	In SNP and outside Plan Area
UK0030118	Aber Woods / Coedydd Aber		✓	X	In SNP and outside Plan Area
UK0030131	Dee Estuary / Aber Dyfrdwy SCI, RAMSAR	✓	✓	X	Off the Flintshire coast
UK9020294	Liverpool Bay / Bae Lerpwl	✓		X	Off Conwy's coast and also shared with Denbighshire, Flintshire and Gwynedd.
UK9020285	Puffin Island / Ynys Seiriol	✓		X	3km to NW west of Conwy CB

4.6.2.11 Paragraphs 5.3.8 and 5.3.11 of Planning Policy Wales also protect biodiversity on sites of national importance (for example, Sites of Special Scientific Interest). Sites of local importance (such as Local Nature Reserves and Wildlife Sites) are not protected through national policies, but will be recognised in the LDP due to their local importance. Supplementary Planning Guidance (SPG) LDP5 – 'Biodiversity in Planning' provides further information on this topic.

4.6.2.12 Urban areas also contribute to biodiversity. The Plan Area has over 400 hectares of urban green spaces, such as parks, sports pitches and road verges. These sites provide habitats and can act as wildlife corridors to allow species to travel between sites. They are also important in terms of amenity, recreation and wellbeing.

4.6.2.13 The Local Planning Authority, Countryside Council for Wales and the North Wales Wildlife Trust have identified a network of sites of local importance for biodiversity which are considered as candidate 'Wildlife Sites'. These sites, together with the nationally protected sites, form a habitat network which provides the foundation of the biodiversity resource in the Plan Area. Since a full evaluation of the entire candidate Wildlife Sites has not been carried out to date, their biodiversity value will be evaluated on a site by site basis when development proposals come forward in these locations.

4.6.2.14 Geodiversity relates to geological and geomorphological features. Such features include the Little Orme, which hosts a limestone pavement, and Llanddulas caves. Some sites have statutory protection such as Sites of Special Scientific Interest. In addition, Regionally Important Geological Sites are designated by regional groups on the basis of their scientific, educational, historic and aesthetic value. Planning applications that are likely to impact on these areas will be subjected to Policy DP/6.

4.6.2.15 Together these sites discussed above represent a strategic framework for the conservation of biodiversity and geodiversity. These sites include the statutorily protected international (Special Areas of Conservation and Special Protection Areas) and national (Sites of Special Scientific Interest) and locally protected Local Nature Reserves and County Wildlife Sites and RIG sites.

4.6.2.16 Trees and woodlands create and link habitats, contribute to landscape character and are increasingly managed as a renewable source of energy. The UK is one of the least wooded places in Europe. Only 12 percent of the UK and 14 percent of Wales is woodland, compared to an average of 44 percent in other parts of Europe. Ancient and semi-natural woodlands, in particular, are protected through Planning Policy Wales as irreplaceable habitats. Retaining existing trees, and planting and maintaining new trees, within new developments contribute to visual amenity and biodiversity. SPG documents on both Biodiversity and Design provide information on biodiversity, integration, planting, maintenance, legislation, surveys and sustainable requirements of development. Planning applications that are likely to impact on trees or woodland will be subjected to Policy DP/6.

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“Trees and woodlands create and link habitats, contribute to landscape character and are increasingly managed as a renewable source of energy.”





### 4.6.3 Green Wedges and Meeting the Development Needs of the Community

#### POLICY NTE/2 - GREEN WEDGES AND MEETING THE DEVELOPMENT NEEDS OF THE COMMUNITY

1. To prevent coalescence of the settlements and retain the open character of the area, the following Green Wedges are designated as shown on the proposals map:
  - a) Green Wedge 1 between Dwygyfylchi and Penmaenmawr
  - b) Green Wedge 2 between Deganwy, Llandudno and Llanrhos
  - c) Green Wedge 3 between Llandudno and Craigside
  - d) Green Wedge 4 between Penrhyn Bay and Rhos on Sea
  - e) Green Wedge 5 between Mochdre and Colwyn Bay
  - f) Green Wedge 6 between Llandudno Junction and Mochdre
  - g) Green Wedge 7 between Bryn y Maen and Colwyn Bay
  - h) Green Wedge 8 between Llanellian and Colwyn Bay
  - i) Green Wedge 9 between Coed Coch Road and Peulwys Lane
  - j) Green Wedge 10 between Old Colwyn and Llysfaen
  - k) Green Wedge 11 between Rhyd y Foel, Llanddulas and Abergele
  - l) Green Wedge 12 between Towyn and Belgrano

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“Within the Plan Area, green wedges safeguard the undeveloped coast and countryside and prevent settlements from merging.”

4.6.3.1 Within the Plan Area, green wedges safeguard the undeveloped coast and countryside and prevent settlements from merging. A review of green wedge designations has taken place to inform this LDP as set out in BP/12 – ‘Green Wedge Assessment’. The designated green wedges are shown on the proposals map.

4.6.3.2 To meet the levels of development required to meet the needs of the community and tackle the key issues impacting on Conwy, the Council has to assess which areas of land are most suitable for development. As the amount of Conwy’s brown-field land is low, the Council will inevitably need to allocate new development on the periphery of settlements. The review of the Green Wedges has assessed which areas are the least damaging to the open countryside, existing settlement and landscape.



## 4.6.4 Biodiversity

### POLICY NTE/3 – BIODIVERSITY

1. New development should aim to conserve and, where possible, enhance biodiversity through:
  - a) Sensitive siting; avoiding European protected sites or those of national or local importance;
  - b) Sensitive layout and design which avoids impacts or mitigates through an agreed programme for any identified adverse impact on biodiversity;
  - c) Creating, enhancing and managing wildlife habitats and natural landscapes including connectivity;
  - d) Integrating biodiversity measures into the built environment;
  - e) Contributing to achieving targets in the Conwy Local Biodiversity Action Plan (LBAP);
  - f) Providing for a management agreement with the Local Planning Authority to secure the retention and long term future of biodiversity interests where applicable.
2. All proposals should include a Biodiversity Statement detailing the extent of impact on biodiversity.
3. The Council will refuse proposals which would have a negative impact on a European Site, protected or priority species or habitat unless the impact is adequately mitigated and appropriate remediation and enhancement measures are proposed and secured by planning conditions or obligations.

4.6.4.1 The Council is committed to the protection and enhancement of biodiversity and will work with partners to ensure a proactive approach to the protection, enhancement and management of biodiversity in support of the Conwy Local Biodiversity Action Plan (LBAP). Whilst the need for development will be carefully considered against its impact on biodiversity, opportunities can arise through sensitively located and carefully designed developments. Change can bring about new opportunities where the use of conditions and Section 106 agreements can be used to create new habitats and manage existing ones.



4.6.4.2 Policy NTE/3 also applies to the potential impact of the development allocations made in this LDP and proposed development on Natura 2000 sites. BP/11 – “The Habitats Regulations Appraisal Screening Report’ sets out that all allocations within the plan are not likely to have a significant impact on Natura 2000 sites. Development will be permitted where it improves the appearance, biodiversity and landscaping of the site. Development proposals will only be allowed after it has been demonstrated that there will be no adverse impact on the integrity of the Natura 2000 Sites in accordance with Policy DP/6. The integration of biodiversity within new developments is an important part of sustainable development.

4.6.4.3 ‘Protected species’ are those species of plants and animals which are afforded legal protection, for example, under the European Union Birds Directive and Habitats Directive (these “European Protected Species” are the highest priority requiring protection), or under Schedules 1, 5 and 8 of the Wildlife & Countryside Act 1981 (as amended) and the Protection of Badgers Act 1992. Priority species or habitats are those defined in the UK Biodiversity Action Plan (BAP) or the Conwy LBAP.

4.6.4.4 Policy NTE/3 supports species protection legislation and Local Biodiversity Action Plan targets, and ensures that any harm to a species or habitat is weighed against the benefit of a development proposal. The judgement will be made on the basis of the expected effect on the species, the local, national or international significance of the population of the species, and its abundance, rate of decline or degree of threat.

4.6.4.5 As is detailed in the Development Principles section and, in particular, Policy DP/3 – ‘Promoting Design Quality and Reducing Crime’, when considering development proposals it is important to first afford priority to the maintenance and enhancement of existing habitats and species. The creation of compensatory habitat of species or habitats should only be considered as a measure of last resort. Where a species is affected mitigation and compensation measures should facilitate the survival of a species’ population, reduce disturbance to a minimum and provide adequate habitats to sustain at least the current level of a population.

4.6.4.6 Mitigation may include the provision of specific measures to reduce disturbance, harm or potential impacts, provision of adequate alternative habitats to sustain, and where possible enhance, the affected population, or facilitate the survival of individual members of the species. Such measures may be required through Section 106 agreements or planning conditions.

“...when considering development proposals it is important to first afford priority to the maintenance and enhancement of existing habitats and species..”

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4.6.4.7 Policy NTE/3 also applies to the effects of development on people's opportunity to enjoy and experience nature on a site. Development on or adjacent to an important site can have an adverse impact upon people's enjoyment of the site's biodiversity and landscape value, for example, through intrusive visual features, restrictions on access or a significant increase in noise levels.

4.6.4.8 Opportunities should be taken to achieve positive gain through the form and design of development. Where appropriate, measures may include creating, enhancing and managing wildlife habitats and natural landscape which could form the basis for a management agreement with the Council. Changes to the built environment should be viewed as an opportunity to fully integrate biodiversity within new development through innovation. Priority should be given to sites which offer habitat creation or linking which assists in achieving targets in the Conwy Local Biodiversity Action Plan (LBAP).

#### **Biodiversity Duty**

4.6.4.9 Section 40 of the Natural Environment and Rural Communities Act 2006 places a duty on all local authorities and other public authorities in England and Wales to have regard to the conservation of biodiversity in exercising their functions (biodiversity duty).

4.6.4.10 WG guidance on how LAs should comply with the biodiversity duty in the development control process states that key elements are screening development proposals for potential effects on biodiversity and seeking planning conditions and obligations to achieve biodiversity conservation. Further guidance is available in LDP5 – 'Biodiversity in Planning' SPG.

4.6.4.11 Paragraph 5.5.11 of Planning Policy Wales addresses the planning issues and in some cases, it may also be necessary for developers to obtain licences from the relevant authorities. The Council will work with developers to protect and enhance habitat for protected species and subject planning applications to Policy DP/6.

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“Where appropriate, measures may include creating, enhancing and managing wildlife habitats and natural landscape...”



## 4.6.5 Special Landscape Areas

### POLICY NTE/4 – THE LANDSCAPE AND PROTECTING SPECIAL LANDSCAPE AREAS

1. Special Landscape Areas are shown on the proposal map and designated in the following locations:
  - a) Great Orme and Creuddyn Peninsula
  - b) Conwy Valley
  - c) Abergele hinterland
  - d) Elwy and Aled Valleys
  - e) Hiraethog
  - f) Cerrigydrudion and the A5 corridor
2. In order to conserve the attributes of the Special Landscape Areas development proposals will have to show particular regard to the character of each locality in order to minimise their impact. Development will only be permitted if it is shown to be capable of being satisfactorily integrated into the landscape. In appropriate cases planning applications should be accompanied by a Landscape and Visual Impact Assessment to assess the visual and landscape impacts of the development.
3. All proposals, both within and outside SLAs, will be considered against the Development Principles and other policies in the Plan designed to protect the environment and landscape character.

4.6.5.1 The visual character of the landscapes, seascapes and townscapes in the Plan Area, and the separation of settlements, both within and outside of designated areas, is highly valued by residents and visitors. High priority is given to the protection, conservation and enhancement of this landscape character and new development should be well-designed and help sustain and/or create landscapes and townscapes with a strong sense of place and local identity.

4.6.5.2 The purpose of the designation is to ensure that the local character of these areas is not altered by inappropriate forms of development and that features which contribute to local distinctiveness are preserved. Poorly designed or sited development will be resisted. The design and materials used in the construction of that which is permitted should have regard to the local vernacular, and the siting and form of development should be such as to integrate with the landscape in a manner that is consistent with development which already exists. Guidance should be taken from LDP9 – ‘Design’ and LDP1 – ‘Householder Design Guide’ SPG.

4.6.5.3 LANDMAP, prepared by the Countryside Council for Wales, has been used to identify and describe distinctive Special Landscape Areas throughout the Plan Area. It incorporates details and values on habitat, historic, geological and cultural landscape qualitative. This information should be used, along with other studies that provide part of the evidence base about the landscape and the character of towns and villages in the Plan Area, to ensure that development proposals reflect the distinctiveness, qualities and sensitivities of the area.

4.6.5.4 Land falling outside of the SLAs is not instantly rendered suitable for development as there are other considerations and designations that could apply. LANDMAP may still also be relevant depending on layer coverage as most of the Plan Area is covered by at least one high value layer. A Landscape Character Statement will be required for all development outside of the settlement boundaries and outside of the SLAs, both defined on the proposals maps, and all development over 15 dwellings or 0.5 hectares inside the settlement boundaries.

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“The integration of development with the landscape should also have regard to landscape elements, such as walls, trees or hedgerows which are important to landscape character and should be retained.”



4.6.5.5 A Landscape Character Statements can be incorporated in the Design and Access Statement where one is required or form a separate document. A Natural Environment SPG will be produced to provide further guidance on completion of a Landscape Character Statement.

4.6.5.6 The integration of development with the landscape should also have regard to landscape elements, such as walls, trees or hedgerows which are important to landscape character and should be retained. Development which is incapable of being sensitively and unobtrusively integrated into the landscape, and which would be detrimental to landscape character, will not be permitted. In certain cases, the proposed development may benefit from being landscaped, in a manner which is in keeping with the locality, to minimise its impact.



## 4.6.6 The Coastal Zone

### POLICY NTE/5 - THE COASTAL ZONE

A Coastal Zone is defined on the Proposals Map. Development in the Coastal Zone, outside settlement boundaries, will only be permitted where the development:

- a) Specifically requires a coastal location;
- b) Does not adversely affect the open character of the zone;
- c) Does not adversely affect the nature conservation value of the zone with any effects identified mitigated for;
- d) Does not detract from the tourism value or facilities;
- e) Does not interfere with natural coastal processes;
- f) Does not impede the function of any existing coastal defence structures;
- g) Accords with the Development Principles of the Plan.

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“Due to the role which tourism and recreation plays in the local economy it is important to maintain and enhance the attractiveness of the area through the development of improved facilities.”

4.6.6.1 The need to control development along coastlines is important for environmental and economic reasons. Coastlines warrant special protection as they are often sensitive to development due to their open character and they also provide habitats for certain species of plants, mammals and birds. In addition, development should not interfere with natural coastal processes such as erosion and deposition. TAN14 states that “it is for each LPA to consider and define the most appropriate coastal zone in its area”. From an economic point of view, the coast can be an important tourist and leisure attraction. Employment opportunities can be provided from other coast related activities such as fishing and marinas. Coastal areas may also be susceptible to flooding and, therefore, there may be a need to carry out defence works to protect areas from such risks.

4.6.6.2 A high proportion of Conwy’s coastline is protected from flood risk although breaching from the sea is a continual risk. Large areas of Conwy’s eastern coastline have previously been breached and the central Bay of Colwyn has suffered undermining to the seafront and storm damage, although further defence work began in 2011. To the west, Llanfairfechan seafront has also suffered from over-topping. TAN14 states that “Planning Authorities need to be aware of coastal issues on two scales; the site and its immediate environs and in terms of the wider setting”.

4.6.6.3 The undeveloped coast will be protected as it will rarely be the most appropriate location for new development. The developed coast, by contrast, may provide opportunities for restructuring and regenerating existing urban areas. Where new development requires a coastal location, the developed coast will normally provide the best option, provided that due regard is paid to the risks of erosion, flooding or land instability. The LDP will also offer opportunities for safeguarding land and routes for Emergency Planning scenarios.

4.6.6.4 Much of the coastal land resource in the Plan Area has already been developed, with the main centres of the population in the Plan Area located on the coast. The remaining undeveloped coast is considered to be one of Conwy’s major environmental assets.

4.6.6.5 The coastline of Conwy is a significant factor in attracting visitors to the area. Due to the role which tourism and recreation plays in the local economy it is important to maintain and enhance the attractiveness of the area through the development of improved facilities.



## 4.6.7 Renewable Energy and Sustainability in New Development

4.6.7.1 The Spatial Strategy, in the location of new development, is designed to minimise the need to travel, especially by car, thereby reducing carbon emissions. The design of new development is also important, as energy use in buildings accounted for nearly half of UK carbon dioxide emissions in 2004 and more than a quarter of these came from the energy used to heat, light, and power homes.

4.6.7.2 Climate change will have major implications on the UK's environment and could result in more extreme weather events, including hotter and drier summers, flooding and rising sea levels leading to coastal realignment. This has severe consequences for the Plan Area, which is subject to large areas at risk of flooding.

4.6.7.3 The Council is seeking to ensure that all new development contributes towards sustainable principles and reduces or minimises carbon emissions, is resilient to future implications of climate change and protects residents from the effects of fuel poverty. New dwellings are likely to comprise the majority of new development in the Plan Area and the Code for Sustainable Homes is a national standard used to assess the sustainability of new dwellings. Particular Code for Sustainable Homes ratings should be met in order to ensure that the housing requirement is provided in a sustainable manner. The Code looks at dwellings in a holistic way and certain standards in terms of water consumption, environmental impact of materials used, provision of outside space, and protection of existing ecological features need to be met to reach a particular 'level'.

4.6.7.4 The policies in this section seek to achieve greater efficiency in the use of natural resources, minimise energy demand and increase the use of renewable resources. This should reduce the running costs of buildings and create attractive and healthy places for people to live and work by the use of natural light and ventilation. When looking at re-use of previously developed land, developers should seek to renovate existing buildings where appropriate rather than demolition and rebuilding. Recovered building materials should also be used where possible. This will reduce energy used in construction and will also contribute to protecting the built heritage.



## POLICY NTE/6 – ENERGY EFFICIENCY AND RENEWABLE TECHNOLOGIES IN NEW DEVELOPMENT

The efficient use and conservation of natural resources are essential to the overall quality of life within the Plan Area and to support wider social and economic sustainability objectives. The Council will:

- a) Promote high levels of energy efficiency through the application of sustainable design and construction techniques in all new residential developments (as set out in Strategic Policy HOU/1 – ‘Meeting the Housing Need’) and non-residential developments, in line with the Development Principles and other related policies within the Plan;
- b) Promote renewable energy sources within development proposals which support energy generation from biomass, marine, waste, solar and wind sources, including micro generation where this is acceptable, in terms of impact on quality of life, amenity, landscape, viability and biodiversity in line with Policies DP/6 and NTE/7 – ‘Onshore Wind Turbine Development’;
- c) Ensure that all new developments incorporate the principles of sustainable design such as: appropriate layout, massing, orientation, use of materials, rain water harvesting, energy efficiency, sustainable drainage, and waste recycling areas/storage in line with the Development Principle Policies and NTE/8 – ‘Sustainable Drainage Systems’, NTE/9 – ‘Foul Drainage’ and NTE/10 – ‘Water Conservation’;
- d) Support proposals which minimise the use of new materials in construction, utilise recycled materials and maximise opportunities for the subsequent reuse of materials in line with the Development Principles and Strategic Policy MWS/1 – ‘Minerals and Waste’.

4.6.7.5 Sustainable Development is at the heart of the Conwy LDP and the Council is seeking to create communities that use natural resources sustainably. Efficient use of natural resources, particularly the burning of fossil fuels, is one of the main means of reducing greenhouse gas emissions and reducing the impact of climate change. The planning system affects the use of natural resources, including energy and minerals, and how we use and manage waste. By responsible and efficient use, we can minimise the impacts to the environment, whilst ensuring sustainable availability for future generations.





4.6.7.6 Planning Policy Wales seeks for Local Planning Authorities to integrate energy efficiency and conservation objectives into the planning and design of new development in their areas. There is an increasing need to reduce the amount of carbon released. Local materials with a low embodied energy will be favoured. Renewable energy schemes will be encouraged where appropriate but the best way of meeting these aspirational targets in this Borough is through encouraging the use of on-site renewable energy sources. Given the likely scale of new development in Conwy over the Plan period within the urban coastal belt areas, the potential contribution from this source is considerable. It could take various forms including localised wind generators, solar panels or photo-voltaic cells incorporated into buildings. Developments that are sustainably designed and constructed can provide local renewable energy sources, use less energy, minimise heat loss, use less water, optimise natural light, facilitate better recycling, provide sustainable urban drainage systems and use recycled construction materials.

“Sustainable Development is at the heart of the Conwy Local Development Plan and the Council is seeking to create communities that use natural resources sustainably.”

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### **The Planning and Energy Act 2008**

4.6.7.7 The 2008 Act enables local planning authorities in England and Wales to set requirements for energy use and energy efficiency in their development plans. It gives local authorities the power to include in their development plan policies that impose reasonable requirements for:

- A proportion of energy used in development in their area to be energy from renewable sources in the locality of the development;
- A proportion of energy used in development in their area to be low carbon energy from sources in the locality of the development and;
- Development in their area to comply with energy efficiency standards that exceed the energy requirements of building regulations.

4.6.7.8 In July 2008 the Welsh Government issued a ‘Planning for Climate Change’ consultation paper seeking comments on possible changes to national planning policy including the following areas:

- The use of sustainable building standards to drive up the sustainability of buildings in Wales;
- A requirement that in future major development in Wales should incorporate on-site and/or near-site decentralised and renewable or low-carbon energy equipment contributing at least an additional 10% reduction in CO2 emissions, and;
- The ability for Local Planning Authorities to set higher standards in the above areas in their LDPs for strategic sites.

### **Code for Sustainable Homes and BREEAM**

4.6.7.9 The Welsh Government has adopted the Code for Sustainable Homes to support its zero carbon aspirations. The code replaces the Ecohomes standard and applies to all new housing promoted or supported by the Welsh Government or Welsh Government Sponsored Bodies (WGSBs). Assessment of proposed developments will be expected to be submitted as part of planning application proposals.

4.6.7.10 The Code measures the sustainability of a new home against categories of sustainable design, rating the ‘whole home’ as a complete package. The Code uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home. The Code sets minimum standards for energy and water use at each level.

4.6.7.11 The Code also gives new homebuyers better information about the environmental impact of their new home and its potential running costs, and offers builders a tool with which to differentiate themselves in sustainability terms.

4.6.7.12 From 1 May 2008 a minimum of Code Level 3 will be required for all new housing promoted or supported by the Welsh Government whether:

- Directly procured;
- The subject of financial support;
- Joint ventures or;
- Projects on land sold, leased or disposed of in any other way for development.

4.6.7.13 It also applies to all new housing on land improved or reclaimed with the Welsh Government or WGSB funding that is still subject to financial clawback.

4.6.7.14 Registered social landlords are also being invited to identify schemes within their work programmes. This is part of a pilot that aims to develop projects to meet the requirements of higher Code Levels, namely Code Levels 4 and 5. Housing developments promoted or supported by the Welsh Government will follow this approach.

4.6.7.15 The Building Research Establishment Environmental Assessment Method (BREEAM) is still a requirement for non residential developments promoted or supported by the Welsh Government.

### **Renewable Energy Assessment**

4.6.7.16 Planning Policy Wales requires local planning authorities to carry out local Renewable Energy Assessments (REA) to establish levels of energy use, explore options for renewable energy and identify strategic sites and their potential within the LDP Plan Area. Guidance documents were published by the Welsh Government as the Revised LDP was being finalised for consultation. However, the Council is committed to producing an REA and incorporating the results into the LDP during future review opportunities. The Council has also signed up to the European Covenant of Mayors and the Pathways to Zero Carbon project (PTOC). The collection of initial baseline information will inform both the PTOC project and the REA. The team producing the REA will work in collaboration with the team producing the PTOC, and the land use implications arising will be integrated into the LDP by means of early review.

4.6.7.17 The approach taken in Policy NTE/6 will be reviewed in light of new Government Guidance in line with Policy DP/6.

“Where the development of a wind farm is considered to have an unacceptable cumulative impact it will be refused;”

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## 4.6.8 Onshore Wind Turbine Development

### POLICY NTE/7 – ONSHORE WIND TURBINE DEVELOPMENT

1. The development of large or very large-scale (over 25MW) wind farms will be concentrated within the Clocaenog SSA in accordance with Policy DP/6 and be subject to a satisfactory Environmental Impact Assessment. Proposals will be expected to:
  - a) Demonstrate measures for the safeguarding, remediation and enhancement of habitat and species and conform to the principles contained in the Clocaenog Statement of Environmental Master Planning Principles (SEMP);
  - b) Ensure all details of associated ancillary development are submitted with the planning application as an integral part of the scheme;
  - c) Ensure that the potential cumulative impacts on surrounding communities, landscape and environment are considered acceptable. Where the development of a wind farm is considered to have an unacceptable cumulative impact it will be refused;
  - d) Demonstrate that the development will not lead to noise levels or shadow flicker that would be detrimental to the residential amenity of the surrounding area.
  
2. Outside the Clocaenog SSA the development of medium-scale wind farms over 5MW and below 25MW will only be approved in exceptional circumstances in the context of the following:
  - a) Acceptability in terms of other Local Development Plan policies;
  - b) The potential cumulative impacts on surrounding communities, landscape and environment are considered acceptable. Where the development of a wind farm is considered to have an unacceptable cumulative impact it will be refused;
  - c) The development will not generate noise levels or shadow flicker that would be unacceptably detrimental to the amenity enjoyed by nearby residents or by users of public rights of way or other recreational facilities or areas;
  - d) A satisfactory Environmental Impact Assessment should propose measures for the safeguarding, remediation and enhancement of habitat and biodiversity;
  - e) Where possible, turbines are located no less than 500 metres from an occupied dwelling or other noise-sensitive building;
  - f) Within SLAs wind turbine schemes medium-scale or larger will be resisted;
  - g) Exceptional circumstances are considered to be where there is an overriding need or capacity issue which cannot be met within the SSA.





3. Micro and small scale wind turbine development (5MW and less) will only be supported where
  - a) It is of a proportionate scale in terms of predominant energy production to supply the building(s) which it directly serves;
  - b) It does not compromise the ability of the SSA to achieve its anticipated target of energy production;
  - c) Criteria 2 a) – f) above are met and where appropriate a satisfactory EIA has been submitted;
  - d) Within SLAs wind turbines will not be permitted unless serving a dwelling or cluster of dwellings at micro scale.

**Table 10 - NTE7.1: Wind turbine typologies:**

<b>Category (Scale)</b>	<b>Output (broad output category*)</b>	<b>Supplementary criteria (to be read alongside Policy NTE/7)</b>
Micro	Under 50kW	<ul style="list-style-type: none"> <li>• Single or twin turbine applications.</li> <li>• Turbine below 20m to blade tip.</li> </ul>
Small	Under 5MW	<ul style="list-style-type: none"> <li>• Turbines up to 3 in number.</li> <li>• Turbines below 50m to blade tip.</li> <li>• Viewed as a small group.</li> </ul>
Medium	Over 5MW but below 25MW	<ul style="list-style-type: none"> <li>• Turbines up to 9 in number.</li> <li>• Turbines below 80m to blade tip.</li> <li>• Viewed as a large group.</li> </ul>
Large	Over 25MW	<ul style="list-style-type: none"> <li>• Turbines over 10 in number.</li> <li>• Turbines over 80m to blade tip.</li> <li>• Viewed as a large-scale wind farm.</li> <li>• Located within the SSA.</li> </ul>
Very Large	Over 25MW	<ul style="list-style-type: none"> <li>• Turbines over 10 in number.</li> <li>• Turbines over 110m to blade tip.</li> <li>• Viewed as a very large-scale wind farm.</li> <li>• Located within the SSA.</li> </ul>
Strategic	Over 50MW	<ul style="list-style-type: none"> <li>• Typically over 15 in number</li> <li>• Turbines typically over 100m to blade tip.</li> <li>• Viewed as nationally strategic</li> <li>• Located within the SSA</li> <li>• Applications for which are determined by National Infrastructure Planning delivered through PINS.</li> </ul>

\* These values are for guidance only. Efficiency and scale of units are continually subject to advances in technology and operational conditions, therefore these values are likely to increase and be amended and addressed through the LDP review process.





4.6.8.1 The Welsh Government is committed to delivering an energy programme to reduce carbon emissions. Its target of 1,120 MW of wind-generated electricity will mainly be generated from larger wind farms, located in seven Strategic Search Areas (SSAs). One of these, in Clocaenog Forest straddling the boundary of the Plan Area and the county of Denbighshire, could potentially generate around 280MW (per The WG Energy Policy Statement 2010). The precise boundary of the SSA will be shown on the Proposals Map. This line indicates the outer limit of the SSA boundary as shown on the TAN8 map. Supplementary Planning Guidance for onshore wind turbine development is being developed with Denbighshire County Council and should be given regard when considering all types of wind turbine development. An additional guidance document for developers has also been prepared and offers pre-application guidance and checklist.

4.6.8.2 National policies also encourage smaller, community-based wind farm schemes, typically of less than 5MW, as well as other forms of renewable energy, such as biomass, geothermal and CHP where their effects are considered acceptable. Stand alone renewable energy projects that are sympathetic to landscape character and local amenity will also be supported.

4.6.8.3 Policy NTE/7 is designed to promote wind turbine development in the right locations at the appropriate scales in the context of targets proposed by the Welsh Government for power generated by onshore wind. Larger developments should be concentrated in the Clocaenog SSA as identified in TAN8. The Council also wish to promote the use of the Clocaenog Statement of Environmental Master Planning Principles (SEMP), developed by the RSPB in conjunction with Denbighshire and Conwy local planning authorities, CCW and the North Wales Wildlife Trust. This establishes a cross-boundary approach to land management in order to maintain, improve or create habitats affected by large scale wind turbine development.

#### **Cumulative Impacts**

4.6.8.4 These are the combined impacts as a result of the development with other existing and planned development. In assessing cumulative landscape and visual impacts, the scale and pattern of the turbines including ancillary development will be relevant considerations. It will also be necessary to consider the significance of the landscape and the views, proximity and inter-visibility, and the sensitivity of visual receptors. There may also be cumulative environmental and/or social impacts.

#### **Community Benefit**

4.6.8.5 Community benefit is referred to in TAN8 and may go some way to ameliorate the community consequences of impacts in which the landscape and other depreciation of the quality of life may

be compensated. It falls to be negotiated with developers but is not a mandatory requirement or a material consideration in the determination of planning merits and should not be viewed as a means to overcome fundamental planning objections to a particular development. There is no entitlement to site a wind farm development in a particular location or to gain from a developer doing so but community benefits may reasonably be regarded as:

- a) Promoting good neighbour relations;
- b) Offering compensation for community disbenefits;
- c) Sharing the rewards with local communities.

4.6.8.6 Community benefit may fall within a number of categories (e.g. social, economic, environmental, ecological or educational benefits) and contributions may take a number of forms such as:

- a) **Community funds:** regular or one-off sums to a community fund which is agreed at application stage or before;
- b) **Benefits in kind:** infrastructure, environment, education or facility improvements agreed with the LPA and Community at application stage or before;
- c) **Local Ownership:** shares in the project or operating company are offered to local residents either using their own investment, profit-sharing or part-ownership schemes designed to tie community benefits to wind farm performance;
- d) **Local contracting and management:** the use of local employment during construction and operation of the wind farm.

The LPA will seek to negotiate Community Benefits in respect of wind farm development as a means to off-set or compensate for community impacts.

4.6.8.7 The impacts of wind farms on local communities, including cumulative impacts, need to be considered when determining proposals including those within the SSA. The focus of Environmental Impact Assessment tends to be on environmental impacts particularly on landscape, habitats and species rather than impacts on human communities. In order to determine whether or not there is an unacceptable impact on people and communities (including aesthetic and other changes to the environment) developers should consider the impacts of proposals on local populations including the assessment of local economy, health and well being. This should include consultation with affected communities and identify measures to mitigate, remediate and/or compensate for negative impacts.

“Stand alone renewable energy projects that are sympathetic to landscape character and local amenity will also be supported.”

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## 4.6.9 Sustainable Drainage Systems

### POLICY NTE/8 – SUSTAINABLE DRAINAGE SYSTEMS

1. The use of Sustainable Drainage Systems will be required wherever reasonably practicable with preference for on site disposal and where satisfactory arrangements can be put in place for the long term maintenance of those systems. Where this is not proposed a developer will need to justify that discharge is necessary and is adequately controlled.
2. Subsequent preference for surface water drainage will be for:
  - a) Drainage to a surface water body (river, lake etc.) subject to appropriate treatment and attenuation;
  - b) Drainage to surface water sewer;
  - c) Drainage to combined sewer.
3. The developer must demonstrate that higher preference drainage options are unfeasible before proposing less sustainable options.

4.6.9.1 The use of Sustainable Drainage Systems (SuDS) to manage water flows can be an important tool in minimising flood risk by increasing permeable surfaces in an area which allows water to seep into the ground rather than running off into the drainage system and reduces the impact of diffuse pollution from run-off and flooding. The effective use of permeable surfaces, soakaways and water storage areas should be incorporated in all new development where technically possible. Early consideration of SuDS is required in order that a range of techniques can be considered and developers are encouraged to enter into early discussions with the Council.

4.6.9.2 It is preferable to manage surface water runoff through the use of Sustainable Drainage Systems (SuDS) as they provide environmental, biodiversity and aesthetic benefits. SuDS may take the form of swales, lagoons, permeable paving, green roofs and sensitively re-engineered channels or reed beds, depending on the nature of the development and the area.

4.6.9.3 When the Sustainable Drainage section of the Flood and Water Management Act is commenced, developers will require permission from the SuDS Approval Board (SAB). This will usually be a joint application alongside the planning process. It will therefore be necessary for drainage



schemes to be put in place from the start of the design process and detailed in the DAS. Drainage design will be approved by the SAB and details of the required maintenance will also be needed as the SAB will be responsible for adopting SuDS which are constructed in accordance with the approved design (except for SuDS serving a single property). The SAB is the responsibility of the Lead Local Flood Authority but it is possible that a number of authorities will combine (to produce a North Wales SAB for example). National guidance is currently being prepared and will be considered under DP/6. The Water Framework Directive should also be referred to for considering any development which may have an impact on a river, lake or estuary. This assessment should be included in the DAS or Biodiversity Statement.

## 4.6.10 Foul Drainage

### POLICY NTE/9 – FOUL DRAINAGE

1. Foul drainage to an adopted sewer should be provided wherever possible, in compliance with Welsh Ministers Build Standards which are effective from 1 October 2012. The development of sites where drainage to a public sewer is not feasible will only be permitted if proposed alternative facilities are considered adequate and would not pose an unacceptable risk to the quality or quantity of ground or surface water or pollution of local watercourses or sites of biodiversity importance.
2. Development proposals which include vehicle parking and other hard surface areas used by vehicles must include measures such as trapped gullies and petrol / oil interceptors or other suitable methods of pollution control to safeguard against pollution of the water environment.

4.6.10.1 Development in the countryside, normally being development for agricultural purposes, including slurry from large agricultural installations, may be unacceptable if untreated effluent could enter local watercourses and the wider water environment. It will, therefore, be essential for such developments to provide plant which will treat their effluent if connection to the public sewer is not feasible. The policy makes it clear that the Council will not give planning permission for any development where it may prejudice the quality of ground or surface water, watercourses or sites of biodiversity importance unless measures are undertaken to mitigate the harm.

4.6.10.2 Where petrol, chemical or oil tanks or other facilities form part of a proposed development, the Council will normally require them to be contained by bund walls of sufficient size to prevent spillage or seepage.

## 4.6.11 Water Conservation

### POLICY NTE/10 – WATER CONSERVATION

All development should incorporate water conservation measures where practicable and conform to BREEAM standards promoting water conservation, efficiency measures and utilize SUDS techniques. Development proposals greater than 1,000 m<sup>2</sup> or 10 dwellings should be accompanied by a Water Conservation Strategy.

4.6.11.1 There are a number of ways water conservation can be achieved, such as water saving devices, rainwater harvesting and grey-water recycling, and the policy offers a degree of flexibility on the exact methods used. Large developments or the cumulative impact of smaller developments, incorporating such measures could, by reducing surface water run-off, have the potential to reduce levels of water courses and water tables, and thereby have an impact on biodiversity. A balance must be achieved between management of water recycling and ensuring no adverse impact on the water environment and biodiversity.

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“There are a number of ways water conservation can be achieved, such as water saving devices, rainwater harvesting and greywater recycling, and the policy offers a degree of flexibility on the exact methods used.”







## 4.7 Cultural Heritage

Policy CTH/1 – Cultural Heritage

Policy CTH/2 – Development Affecting Heritage Assets

Policy CTH/3 – Buildings and Structures of Local Importance

Policy CTH/4 – Enabling Development

Policy CTH/5 – The Welsh Language

## 4.7 Cultural Heritage

### 4.7.1 Spatial Objectives

SO6, SO10, SO12, SO13, SO16.

### 4.7.2 Cultural Heritage Strategic Statement

4.7.2.1 Historic areas play a key role in fulfilling the objectives of the Local Development Plan (LDP), whether they form commercial or shopping centres, visitor attractions, or attractive and interesting places to live. The Council is keen to ensure that such assets are protected from inappropriate development, and will take the opportunity to enhance historic areas and buildings where this is needed.

4.7.2.2 Laws and detailed national planning policy and guidance specifically concerning the protection of the historic environment and sites of archaeological importance apply, however the importance of adopting a holistic view to the protection of heritage assets should not be underestimated. Heritage assets such as historic landscapes, parks and gardens and buildings and structures of local importance do not benefit from statutory designation, although these contribute significantly to the interest and distinctive character of a place.

4.7.2.3 This LDP, therefore, includes strategic level policies relating to development and historical assets with details and management proposals to suit the characteristics and meet the challenges of each individual area provided within supplementary planning guidance.

4.7.2.4 The Welsh language is an important part of the fabric of local communities. The Council is committed to protecting this and encouraging development which supports and sustains the long term well-being of the Welsh language.

4.7.2.5 Background papers BP/28 – ‘Historic Environment’ and BP/33 – ‘Welsh Language Impact Assessment’ provide more information on the prevalent issues.

“Historic areas play a key role in fulfilling the objectives of the Local Development Plan, whether they form commercial or shopping centres, visitor attractions, or attractive and interesting places to live.”

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## STRATEGIC POLICY CTH/1 – CULTURAL HERITAGE

The council is committed to protecting and, where appropriate, enhancing its cultural and heritage assets. This will be achieved by:

- a) Ensuring that the location of new development on both allocated and windfall sites within the Plan Area will not have a significant adverse impact upon heritage assets in line with Policies CTH/2 – ‘Development Affecting Heritage Assets’, DP/3 – ‘Promoting Design Quality and Reducing Crime’ and DP/6 – ‘National Planning Policy and Guidance’;
- b) Recognising and respecting the value and character of heritage assets in the Plan Area and publishing Supplementary Planning Guidance to guide development proposals;
- c) Seeking to preserve and, where appropriate, enhance conservation areas, Conwy World Heritage Site, historic landscapes, parks and gardens, listed buildings, scheduled ancient monuments and other areas of archaeological importance in line with Policy DP/6;
- d) Protecting buildings and structures of local importance in line with Policy CTH/3 – ‘Buildings and Structures of Local Importance’;
- e) Enhancing heritage assets through heritage and regeneration initiatives;
- f) Preserving and securing the future of heritage assets by only permitting appropriate enabling development in line with Policy CTH/4 – ‘Enabling Development’;
- g) Ensuring that development is compatible with the long-term viability of the Welsh Language in line with Policy CTH/5 – ‘The Welsh Language’.

### 4.7.3 Development Affecting Heritage Assets

## POLICY CTH/2 - DEVELOPMENT AFFECTING HERITAGE ASSETS

Development proposals which affect a heritage asset listed below (a-f), and/or its setting, shall preserve or, where appropriate, enhance that asset. Development proposals will be considered in line with Policy DP/6, where applicable and Policy DP/3.

- a) Conservation Areas
- b) Conwy World Heritage Site
- c) Historic Landscapes, Parks and Gardens
- d) Listed Buildings
- e) Scheduled Ancient Monuments
- f) Sites of archaeological importance



“There are 25 conservation areas designated within the Plan Area. The designations have been derived locally, and each conservation area is unique in character.”

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4.7.3.1 There are 25 conservation areas designated within the Plan Area. The designations have been derived locally, and each conservation area is unique in character. The management of conservation areas has historically been provided by a set of over-arching policies that apply to all conservation areas. The approach adopted in this plan is to produce SPGs for particular themes or issues that are common to most, if not all, conservation areas and also formulate SPGs covering all conservation areas (based on the Conservation Area Appraisals and Management Plans) to proactively manage and guide development proposals.

4.7.3.2 Pressures for change within the majority of conservation areas in the Plan Area have been steadily mounting, with the special character and distinctiveness of many areas being significantly adversely affected by small-scale changes to many properties and larger scale alterations. In particular, installation of UPVC windows, doors, fascias and rainwater goods has had a negative impact on the character of a number of conservation areas. This is an example of problematic issues common to most conservation areas where additional guidance will be provided through an SPG.

4.7.3.3 Over recent years, pressure for development in low-density conservation areas has led to an increasing number of applications for demolition, redevelopment, infilling and backland development. Although national planning policy encourages prudent use of land with preference for the development of brownfield land within existing settlements, the character of low-density conservation areas, for example Pen y Cae, Penmaenmawr and Pwllcrochan, Colwyn Bay, should not be eroded. High density development, which is inconsistent with the built form of such areas, harms their character and there shall be a presumption against such development.

4.7.3.4 Where development or demolition proposals affect buildings or structures which contribute in a neutral or positive manner towards the special architectural and historic character of a conservation area there will be a presumption in favour of only those proposals that preserve or, if possible, enhance the character of the designated area. Where the character of conservation areas has been adversely affected by inappropriate changes and developments are proposed, the Council will seek to enhance rather than preserve the existing character by, for instance, the restoration of historic development and features.

4.7.3.5 Conwy castle (including the town walls) is a World Heritage Site. This designation highlights the international importance of the site. The Plan will advance proposals and guidance which reflect the pre-eminence of the designation together with the town's conservation area. UNESCO requires the preparation of a management plan to guide development affecting World Heritage Sites. A draft management plan has been prepared which includes a buffer zone intended to protect the setting of Conwy World Heritage Site. The Council will also consider the wider setting of the World Heritage Site which extends beyond the setting as shown on the proposals map, in line with Policy CTH/2. In addition to this management plan the Council will prepare proposals for the conservation area designation of Conwy town that will be framed within a World Heritage Site and Conservation Area Management Plan. An SPG will then be formulated from these documents.

4.7.3.6 The inclusion of parks and gardens in the Cadw/ICOMOS Register does not confer any extra statutory controls. New development which is proposed within or affecting the setting of a registered historic park and garden should not harm its special interest. Enabling development proposals within historic landscapes, parks and gardens should be systematically assessed to ensure that the special character of these assets are preserved. Development proposals which fall within registered historic landscapes, parks and gardens will be assessed against Policy CTH/2, the Guide to Good Practice on using the Register of Landscapes of Historic Interest in Wales, the SPG on the Natural Environment, Policy CTH/4 and the SPG on Enabling Development where relevant.

4.7.3.7 The Council recognise the importance of pre-application advice in order to ensure appropriate options for changes to listed buildings are fully considered to preserve their character prior to the formal submission of an application. All proposals to carry out works to listed buildings need to be fully justified in terms of ensuring that the special historical and architectural character and features of significance of the buildings and their settings are preserved. The demolition of listed buildings or the partial demolition of significant parts of a listed structure will only be allowed on the rarest of occasions where overriding justification is proven. There is also a need to consider Strategic Policy NTE/1 – 'The Natural Environment' with regards to statutory protected species, their habitats and resting places when assessing proposals for works to listed buildings. An SPG will be produced on listed buildings to provide information and guidance to applicants.

“Development should be sensitive to the preservation of archaeological remains and national policies stress the need to evaluate sites, record them and preserve those that are most important.”

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4.7.3.8 The implications of climate change and the increasing importance of energy efficiency in buildings will lead to increased conflict with conservation objectives. Sustainable solutions should be pursued where these would not significantly or irreversibly damage historic interests. Cadw published guidance on renewable energy and the historic environment in 2010. An SPG will be produced that sets out the principles and policies for energy conservation and renewable energy proposals affecting historic buildings, areas and parks, gardens and landscapes.

4.7.3.9 Development should be sensitive to the preservation of archaeological remains and national policies stress the need to evaluate sites, record them and preserve those that are most important. Consultations with Clwyd-Powys Archaeological Trust and Gwynedd Archaeological Trust have revealed that some of the proposed strategic allocations may require archaeological assessments or evaluation prior to any development taking place. Consultation responses such as these will be taken into account when producing development briefs for these sites or when assessing developers' proposals.

4.7.3.10 Scheduled ancient monuments form only a small proportion of the total number of archaeological and historic sites. When considering proposals on unscheduled archaeological sites, the Council will consult with the Clwyd-Powys/Gwynedd Archaeological Trusts, and take into account the interest and importance of the sites and their settings. Where necessary the Council will require that sites are properly assessed and evaluated before deciding on whether to grant planning permission. Planning permission will be refused if the archaeological site is of sufficient interest to merit protection from disturbance altogether. Preservation and recording of sites may also be secured through the use of planning conditions and agreements. An SPG will be produced to guide development proposals on these matters.

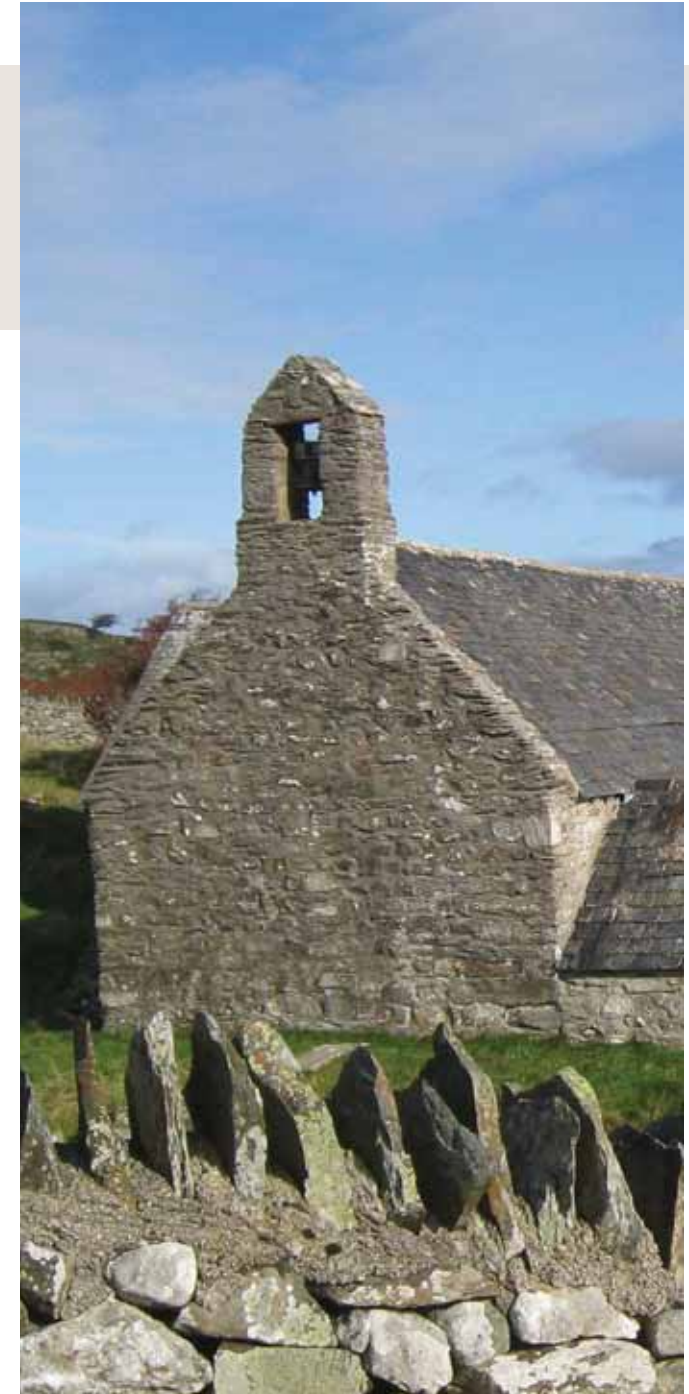


## 4.7.4 Buildings And Structures Of Local Importance

### POLICY CTH/3 - BUILDINGS AND STRUCTURES OF LOCAL IMPORTANCE

Development proposals affecting buildings or structures which make an important contribution to the character and interest of the local area will only be permitted where the building's distinctive appearance, architectural integrity and its setting would not be significantly adversely affected.

4.7.4.1 There are a significant number of buildings and structures which by reason of their design, materials and social and historical connections are fundamental parts of the character and identity of their locality. These buildings and structures should be retained, and appropriate uses sought to maintain their essential character. A local list of such buildings will be compiled from visual surveys and consultation with local interest groups. LDP8 – 'Buildings and Structures of Local Importance' SPG sets out the methodology for such a list and identifies criteria and additional controls, for example, Article 4 directions.





## 4.7.5 Enabling Development

### POLICY CTH/4 - ENABLING DEVELOPMENT

1. Enabling development which seeks to secure the preservation and/or appropriate alternative use of a listed building, or a building which makes a significant positive contribution to the character of a conservation area, historic landscape or parks and gardens of special historic interest will only be permitted where the following criteria are all met:
  - a) It will not materially harm the heritage values of the historic asset or its setting and;
  - b) It avoids detrimental fragmentation of management of the historic asset; and
  - c) It will secure the long-term future of the historic asset and, where applicable, its continued use for a sympathetic purpose and;
  - d) It is necessary to resolve problems arising from the circumstances of the present owner, or the purchase price paid and;
  - e) Sufficient subsidy is not available from any other source and;
  - f) It is demonstrated that the amount of enabling development is the minimum necessary to secure the future of the historic asset, and that its form minimizes harm to other public interests and;
  - g) The public benefit of securing the future of the historic asset through such enabling development decisively outweighs the disbenefits of breaching other public policies.
2. If it is decided by the Council that a scheme of enabling development meets all the criteria set out above, planning permission should then only be granted if:
  - a) The impact of the development is precisely defined at the outset, normally through the granting of full, rather than outline, planning permission;
  - b) The achievement of the heritage objective is securely and enforceably linked to the enabling development;
  - c) The place concerned is repaired to an agreed standard, or the funds to do so made available, as early as possible in the course of the enabling development, ideally at the outset and certainly before completion or occupation and;
  - d) The Council closely monitors implementation, if necessary acting promptly to ensure that obligations are fulfilled.





4.7.5.1 Enabling development which conflicts with planning policies or sound conservation principles is often advanced as a measure which will allow a listed building or building of local importance to be preserved or rescued from dilapidation and/or disuse. These buildings are frequently redundant, unused and possess large areas of surrounding land, including parks and gardens or landscapes that are themselves of special interest. Development proposals should be considered and formulated with an understanding of the design and significance of buildings and their settings, parks and gardens and their relationship with the historic buildings that are located within and adjacent to them. For example preserving key views and vistas to the building, and views from the building to its surroundings will be important determining considerations. Policy CTH/4 has been prepared in accordance with Cadw's 'Conservation Principles for the sustainable management of the historic environment in Wales'. An SPG on Enabling Development will provide guidance on the application of this policy.

## 4.7.6 Welsh Language

### POLICY CTH/5 - THE WELSH LANGUAGE

1. The Council will ensure that development supports and sustains the long term well-being of the Welsh language, and will resist development which, because of its size, scale or location, will significantly harm the character and linguistic balance of a community. The LDP strategy has been assessed for Welsh language impact and the following requirements identified:
  - a) Allocated housing sites in Abergele and Llanrwst and the allocated mixed use site in Dolgarrog will require 'Mitigation Statements' in line with the results of the Welsh Language Impact Assessment;
  - b) A 'Community and Linguistic Statement' should accompany:
    - Housing applications on unallocated sites of ten units or more in the Urban Development Strategy Area and five units or more in the Rural Development Strategy area;
    - A commercial, industrial or tourist development on unallocated sites with an area of 1,000 square metres or more in the Plan Area and;
    - Development which is likely to lead to the loss of community facilities as defined in Policy CFS/6.
  - c) Once housing windfall delivery is met for a spatial strategy area in line with figures in table 3 HOU1a, this will trigger a review which would introduce assessment of all unallocated housing applications against the Welsh language;

- d) A more detailed assessment in the form of a 'Community and Linguistic Impact Assessment' should accompany:
- Housing applications on windfall sites of 20 units or more in the Urban Development Strategy Area and ten units or more in the Rural Development Strategy Area;
  - A commercial, industrial or tourist development on unallocated sites with an area of 2000 square metres or more in the Plan Area.
2. The Council will encourage throughout the Plan Area both the provision of bilingual signs and the retention of traditional Welsh names for new developments and streets.

4.7.6.1 The Welsh language is an important part of the fabric and heritage of local communities. The Council will support and promote the Welsh language by ensuring there is sufficient employment and housing opportunities to retain Welsh-speakers throughout the Plan Area and limiting development in the Villages and Hamlets.

4.7.6.2 BP/10 – Sustainability Appraisal/Strategic Environmental Assessment and BP/33 – 'Welsh Language Impact Assessment' details the assessment of the LDP Spatial Strategy for Welsh language impact. As a result of the assessment work, applicants should submit a Mitigation Statement at application stage to determine the nature of any mitigation for the housing allocations in Abergele and Llanrwst and the mixed use site in Dolgarrog. The Council will prepare LDP6 – 'Welsh Language' Supplementary Planning Guidance (SPG) to inform applicants of the requirements of a Mitigation Statement.

4.7.6.3 Unanticipated types of development, on sites not allocated in the LDP and not included in the windfall (below ten units) supply, may require assessment to determine Welsh language impact. Applications on unallocated housing sites for ten units or more in the Urban Development Strategy Area and five units or more in the Rural Development Strategy Area will require Welsh language assessment in the form of a Community and Linguistic Statement, including details of mitigation measures. Once the housing windfall target is met for a spatial strategy area as per the figures in table 3 HOU1a, this would trigger a review of the LDP with the requirement to assess all future housing applications on unallocated sites for Welsh language impact.

4.7.6.4 Commercial, industrial or tourist developments on unallocated sites with an area of 1,000 square metres or more and proposals which would be likely to lead to the loss of a community facility as defined in Policy CFS/6 would also require assessment through a Community and Linguistic Statement. This should be submitted at planning application stage and details of what is required in the Statement will be included in the Welsh Language SPG.

4.7.6.5 Where applications are submitted in the Plan Area on unallocated sites of a larger scale, substantially over all of the above thresholds, including large scale residential, commercial, and industrial, tourism and infrastructure developments, the cumulative impacts on communities and the Welsh language are likely to be greater. Such proposals should be accompanied by a Community and Linguistic Impact Assessment, including details of mitigation measures. This should also be submitted at planning application stage and details of what is required in the Assessment will be included in the Welsh Language SPG.

4.7.6.6 The results of the Community and Linguistic Statements, Impact Assessments and Mitigation Statements submitted in line with Policy CTH/5 will be assessed at application stage and the Council will resist developments which, because of its size, scale or location, will significantly harm the character and linguistic balance of a community.

4.7.6.7 Signs, development and street names are all ways of promoting the distinctive culture of Wales and should be encouraged through the planning process.



## 4.8 Sustainable Transport Strategy

**Policy STR/1** - Sustainable Transport, Development and Accessibility

**Policy STR/2** - Parking Standards

**Policy STR/3** - Mitigating Travel Impact

**Policy STR/4** - Non-Motorised Travel

**Policy STR/5** - Integrated Sustainable Transport System

**Policy STR/6** - Railfreight

## 4.8 Sustainable Transport Strategy

### 4.8.1 Spatial Objectives

SO1, SO7, SO9, SO13.

### 4.8.2 Sustainable Transport Strategy Statement

4.8.2.1 New development is required to address the transport implications of that development. Larger schemes may be required to prepare transport assessments to illustrate how the amount of trips generated will be accommodated and how accessibility to and from the site by all modes of transport will be achieved. For non-residential proposals which are likely to have significant transport implications, the Government also requires the submission of travel plans, the purpose of which is to promote more sustainable forms of transport in relation to the activities of a particular development (for example; encouraging reductions in car usage and increased use of public transport, walking and cycling).

4.8.2.2 Meeting the travel objectives will require action on two fronts. Firstly, there needs to be positive action brought about through the Regional Transport Strategy to provide a vision and strategy for integrated transport in the County. Secondly, the LDP needs to provide robust policies to ensure that the location of new development supports the above objectives. Partnership working is essential to the achievement of these objectives. This section incorporates the necessary detailed policies to ensure the sustainable transport strategy is delivered.

“...to promote more sustainable forms of transport in relation to the activities of a particular development (for example, encouraging reductions in car usage and increased use of public transport, walking and cycling).”

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# Transport Map

- Conwy Plan Area
- Snowdonia National Park
- Dual Carriageway
- Other Major Roads
- Railway



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## STRATEGIC POLICY STR/1 - SUSTAINABLE TRANSPORT, DEVELOPMENT AND ACCESSIBILITY

Development will be located so as to minimise the need to travel. Convenient access via footways, cycle infrastructure and public transport should exist or be provided where appropriate, thereby encouraging the use of these modes of travel for local journeys and reducing the need to travel by private car and improving the accessibility of services to those with poor availability of transport. The Council will endeavour to improve accessibility and seek to change travel behaviour. This will be achieved by working with our partners to:

- a) Focus future development in the Plan Area in highly accessible locations, predominantly along the A55 and railway network within and on the edge of the Urban Development Strategy Area within the coastal belt in line with Policy DP/2 – ‘Overarching Strategic Approach’. All development proposals will be assessed against the Council’s Parking Standards as set out in Policy STR/2 – ‘Parking Standards’, mitigate travel in line with Policy STR/3 – ‘Mitigating Travel Impact’ and promote sustainable modes in line with Policy STR/4 – ‘Non-Motorised Travel’;
- b) Safeguard land to promote accessible communities that encourage integrated sustainable modes of travel in line with Policies STR/5 – ‘Integrated Sustainable Transport System’ and STR/6 – ‘Railfreight’. The Council will further improve public transport and promote sustainable modes and improvements to public transport services. Improvements to rail stations and bus stations will be sought to assist as interchanges between modes and promote sustainable travel behaviour. Development shall contribute towards these improvements where the need is required in line with the Policies DP/1 to DP/6. Improvement routes identified in the Regional Transport Plan for Conwy shall be safeguarded;
- c) Promote walking and cycling throughout the Plan Area as part of an integral and highly sustainable means of transport in line with Policy DP/4 – ‘Development Criteria’. The design and construction of walking and cycling facilities and infrastructure will be improved to make walking and cycling more attractive, direct and safe in line with Policy DP/3 – ‘Promoting Design Quality and Reducing Crime’. Quality and convenient pedestrian crossings will be promoted to facilitate safe and direct movement across busy roads. Development shall contribute towards these connections and quality cycle parking where appropriate in line with The Development Principles and the Council’s Parking Standards set out in Policy STR/2;
- d) Transport schemes which lead to improvements in accessibility will be supported in principle. In considering development proposals, the potential for more sustainable means of transport related to the uses and users of the development must be addressed, including the preparation of Travel Plans.

“Convenient access via footways, cycle infrastructure and public transport should exist or be provided where appropriate, thereby encouraging the use of these modes of travel for local journeys and reducing the need to travel by private car and improving the accessibility of services to those with poor availability of transport.”

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4.8.2.3 Good accessibility means that the community can access their needs (for example; shopping, education and employment) easily and without the need for a car. Accessibility can be improved by locating development at appropriate locations and by improving public transport, walking and cycling facilities and services. The development needs of the community will be met by locating the majority of development in the accessible locations, predominantly along the A55 and Rail Network corridor, within the Urban Development Strategy Area where there are key links to regular transport. Providing good accessibility can change travel behaviour towards more sustainable modes, however, travel planning, education and demand management are essential elements of the overall transport strategy. Improving accessibility and reducing car dependence helps to improve equality, reduce congestion and responds to the challenges of climate change and environmental sustainability. To improve the offer of sustainable modes of travel, health of the community and the environment, the Council will allocate land for an interchange facility at Llandudno Railway Station.

4.8.2.4 For relatively short journeys walking and cycling are both highly desirable means of sustainable transport which also support a healthy lifestyle. Census data (2001) shows the majority (66%) of Conwy residents who are economically active use their car to travel to work and whilst 14% of residents walk to their place of work, only 1.7% cycle. Unfortunately, walking and cycling to some areas is obstructed because major roads and roundabouts act as barriers to pedestrians and cyclists. Walking is part of almost every trip, and people are less likely to walk to a local shop or bus stop if the pedestrian environment is poor or appears threatening. Some roads, streets and junctions have been designed such that walking and cycling have become subordinate to the free flow of traffic. Improvements to walking and cycling options and their safety will be targeted within all settlements, primarily where access to employment and retail is required, in Llandudno, Llandudno Junction, Colwyn Bay and Abergele and for leisure and tourism purposes along the coast and river corridors. Examples would be the implementation of the Wales Coastal Path Improvement Programme and the Conwy Rights of Way Improvement Plan. All new developments will need to provide quality walking and cycling facilities and contribute towards sustainable improvements in the surrounding community as appropriate.





4.8.2.5 Walking and cycling are particularly important in centres where there are many people shopping, working, living and playing in close proximity. These centres can accommodate very large numbers of walkers and cyclists without the congestion, noise and pollution problems that can be created by a relatively small number of motor vehicles. To encourage the use of sustainable modes of transport, contributions towards improvements in health and protection of the environment will be sought. The Council will seek to implement new footbridge links at Llandudno Junction railway station and in Colwyn Bay between the town centre and seafront.

4.8.2.6 The LDP, therefore, seeks to make significant improvements to sustainable transport to improve walking and cycling options and their safety and to improve links to other sustainable modes of transport in the Plan Area and, in particular, to the Urban Development Strategy Area. To achieve this, the Council will work with partners to secure developer contributions and seek funding for improvements to cycling and walking, where required, to expand the Sustrans National Cycle Route 5 through the construction of a new cycle/pedestrian bridge connection at Foryd Harbour and to provide for a more complete network linking Conwy with Denbighshire. The completion of the National Cycle Route 5 at Llandudno is also being progressed.

4.8.2.7 In accordance with the Wales Transport Act 2006, the Taith consortium, which is a partnership of Local Authorities with transport responsibilities in North Wales, are required by the Welsh Government to produce a Regional Transport Plan (RTP). The RTP is a strategy for identifying and delivering improvements to our transport system over the next 25 years. The North Wales RTP has been produced and became operational in April 2010.

### 4.8.3 Parking Standards

## POLICY STR/2 – PARKING STANDARDS

1. Car parking provision should be in accordance with the Council's maximum standards, to reduce dependency on the car and to promote more sustainable forms of transport.
2. In locations with good accessibility to facilities and services, and served by high quality public transport, the Council will seek to reduce the amount of car parking provided, in line with the Conwy Parking Standards.
3. Secure cycle storage should be provided in accordance with the Council's standards.

4.8.3.1 The availability of car parking can have a significant effect on people's choice of transport. Accordingly, Government policy seeks to restrict levels of parking associated with new development in order to reduce the use of the car and promote more sustainable modes of transport. Car parking can also occupy a great deal of space and, therefore, impacts upon the appearance of development and the efficient use of land. TAN18 Section 4 states 'controls of parking, charging and limits on provision or time may be appropriate when they complement land use policies, contribute to the reduction in congestion and safeguard amenity'. The purpose of this policy and SPG is to manage demand for certain types of parking, in order to promote the environmental, social and economic goals of the plan. Where opportunities arise, for example on mixed use sites, shared-use parking and car pooling will be encouraged to minimise provision. The Council will review its parking standards in light of the Regional Transport Plan.



## 4.8.4 Mitigating Travel Impact

### POLICY STR/3 – MITIGATING TRAVEL IMPACT

1. New developments will be required to mitigate the undesirable effects of travel such as; noise, pollution, impact on amenity and health and other environmental impacts.
2. Where a proposed development is likely to have significant transport, social or environmental implications, the Council will require developers to submit a Transport Assessment and a Travel Plan with the planning application. A Road Safety Audit may also be required.
3. Where the proposed development is considered to have significant transport implications on a wider area, financial contributions will be required towards improvements in transport infrastructure, in particular to support public transport, cycling and walking, in accordance with the development principles in Section 4 – Spatial Policies and Supporting Development Management Policies.
4. The Council may also require developers to submit a Transport Statement for other development proposals where there is need to understand the traffic impact of the proposal.

4.8.4.1 It is important that all development mitigates its transport impact. 'Major development' proposals or development proposals with 'significant transport implications', as set out in TAN18, will be required to produce a Transport Assessment and a Travel Plan (as set out in Policy STR/3). A Transport Statement should be submitted alongside all other development proposals to enable the applicant to demonstrate to the Council that they have properly considered the transport impact of the proposal and taken into account how to mitigate them. The level of detail of the Transport Statement will vary according to the scale and complexity of the application in line with national guidance and Policy DP/6 – 'National Planning Policy and Guidance'.

4.8.4.2 A primary planning consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for pedestrians, cyclists, occupants of vehicles and other road users. Equally important is the need to ensure that road safety is not jeopardised by allowing proposals which would generate levels of traffic beyond the capacity of the surrounding road network.

## 4.8.5 Non-Motorised Travel

### POLICY STR/4 – NON-MOTORISED TRAVEL

The Council will support increased levels of non-motorised travel, including cycle use and walking, by ensuring that travel generating developments are located and designed to facilitate and encourage short distance trips between home, work, schools and colleges, other suitable destinations and for leisure. Apart from minimising the distance between trip origins and destinations, development proposals should ensure:

- a) That adequate safe and secure cycle parking is provided in accordance with the standards in Policy STR/2;
- b) That detailed designs and layouts encourage cycle use and walking.

4.8.5.1 The above hierarchy sets out the priority for the delivery of infrastructure provision for non-motorised modes through the planning process, for example; through Section 106 contributions. Although listed in priority order, no one priority should be promoted to the exclusion of others. The first priority is to connect to larger centres of attraction, both within or adjacent to the County, including the Urban Development Strategy Area and the Main Villages. These centres have a range of services and facilities, including schools and employment areas. This offers greater value for money in terms of the range of the population who could potentially use the routes. In addition, 'Safer Routes to Schools' is already delivered from a separate funding source. Leisure and recreation routes are also an important resource, particularly to improve access to the surrounding countryside as part of a healthy lifestyle.

4.8.5.2 The Regional Transport Plan includes separate strategies on walking and cycling and recognises their importance and the need to secure improvements to the capacity, quality and safety of the network. At the same time, existing public rights of way need protecting. The Council, through its local Highways Authority, is responsible for keeping the definitive rights of way maps up to date and for developing Rights of Way Improvement Plans. Public paths in rural areas (footpaths, bridleways and byways) provide an important resource for walkers and, in appropriate cases, for cyclists and horse riders.

“Leisure and recreation routes are also an important resource, particularly to improve access to the surrounding countryside as part of a healthy lifestyle.”

## 4.8.6 Integrated Sustainable Transport System

### POLICY STR/5 – INTEGRATED SUSTAINABLE TRANSPORT SYSTEM

In order to improve the transport system, accommodate development needs and enhance communities, the following schemes will be safeguarded and promoted as shown on the Proposals Map:

- a) Llandudno Railway Station – Deliver a high quality sustainable transport interchange facility;
- b) Llandudno Junction – Improve integration and enhance access to the retail, leisure, entertainment and business areas through the creation of a new footbridge from Llandudno Junction Railway Station;
- c) Foryd Harbour – Promoting the Sustrans National Cycle Route 5 and a new connecting pedestrian/cycle bridge at Foryd Harbour in Kinmel Bay;
- d) Kinmel Bay – To promote a link road between Parc Hanes and Ogwen Avenue to improve overall access in the area;
- e) Former Vale of Clwyd Railway in Kinmel Bay – Safeguard as a route to promote improved community access;
- f) Wales Coastal Path Improvement Programme and the Conwy Rights of Way Improvement Plan – To improve accessibility to the coast and countryside for local communities and visitors;
- g) Colwyn Bay – Improved access between the town and the seafront as part of the Colwyn Bay Masterplan and coastal defence project.



4.8.6.1 The availability and use of public transport is a very important element in determining planning policies designed to reduce the need for travel by car. To this end, national policy requires local planning authorities to explore the potential, and identify any proposals, for improving public transport by rail, including the re-opening of rail lines. Such routes could also provide walking and cycle routes as an interim measure prior to the introduction of rail services.

## 4.8.7 Railfreight

### POLICY STR/6 – RAILFREIGHT

The Council supports the movement of freight by rail and the existing railfreight facilities at Llandudno Junction and Penmaenmawr are safeguarded for this purpose.

4.8.7.1 For many years, the movement of freight by rail had been in decline, primarily as a result of competition from road transport. However, in recent years, there has been a resurgence in the use of rail nationally for the movement of freight but this has not been reflected locally. Many of the previously existing railfreight facilities in the Plan Area have been either removed or redeveloped except for the facilities that remain at Llandudno Junction and Penmaenmawr. These facilities consist of (i) sidings alongside Llandudno Junction Railway Station, (ii) the adjacent railfreight terminal at Llandudno Junction, and (iii) the ballast loading facility at Penmaenmawr. The railfreight terminal is currently unused, and part of the site has temporary planning permission for storage.

4.8.7.2 The Council supports the transfer of freight from road to rail and considers there is potential for the movement of freight by rail. Opportunities to create alternative railfreight facilities in the Plan Area are almost non-existent. The North Wales Joint Transport Board (TAITH) commissioned a strategic study into the potential for railfreight in North Wales in association with the development of the Regional Transport Plan. The study concluded that there was potential at Llandudno Junction for the movement of supermarket goods by rail, and for the movement of waste by rail as part of a wider North Wales initiative. TAITH supports the retention of railfreight facilities and the Council is mindful to safeguard all such facilities in the Plan Area, while there is the prospect of the further use of these facilities for railfreight purposes.

“The Council supports the transfer of freight from road to rail and considers there is potential for the movement of freight by rail..”





## 4.9 Minerals and Waste Strategy

- Policy MWS/1 - Minerals and Waste
- Policy MWS/2 - Minerals
- Policy MWS/3 - Safeguarding Hard Rock and Sand and Gravel Resources
- Policy MWS/4 - Quarry Buffer Zones
- Policy MWS/5 - Proposals for Waste Management
- Policy MWS/6 - Locations for Waste Management Facilities
- Policy MWS/7 - Use of Industrial Land for Waste Management Facilities
- Policy MWS/8 - Landfill Buffer Zone

“Designating buffer zones around quarries to protect amenity and ensuring that mineral operations are not unduly constrained by other land users ...”

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## 4.9 Minerals And Waste Strategy

### 4.9.1 Spatial Objectives

SO14, SO15.

### 4.9.2 Minerals and Waste Strategic Statement

4.9.2.1 The Council recognises that a strategic approach is needed to ensure the long-term supply of aggregates. The North Wales Regional Technical Statement (NWRTS), (2009) has been used to guide the LDP on such matters, and this document concludes that there is no need to allocate land for hard rock in Conwy at present, unless there are specific technical or environmental circumstances that would justify an allocation. The Council considers that there are no circumstances that would justify an allocation in the Plan Area. As well as existing hard rock quarries, the LDP safeguards significant additional hard rock resources, as well as sand and gravel resources.

4.9.2.2 Buffer zones around quarries are proposed to protect the amenity of residents and other sensitive land users, and to ensure that mineral operators can carry out their normal activities without being constrained by the undue presence of sensitive land users.

4.9.2.3 There are many drivers for change in terms of how we better manage our waste. These include European Directives and National Guidance, and also regional-level working to bring about a step-change in the management of waste. Additionally, advances in technology and the introduction of policies and practices mean that many modern waste management facilities on the outside look no different to any other industrial building, and undertake industrial processes or energy generation activities that are no different to many other modern industrial processes in terms of their operation or impact

4.9.2.4 The task of the local planning authority is to ensure that a sufficient amount of land within suitable locations is available for both regional facilities (where necessary) and local facilities. Site proposals should not adversely affect the integrity of European sites or be in conflict with other Plan policies. Waste facilities should, as outlined in the Wales Spatial Plan and Technical Advice Note (TAN) 21 – ‘Waste’, follow the proximity principle (i.e. the location of the facility should be as close to the waste source as possible). The outcome of the North Wales Residual Waste Treatment Project will also play a part in determining the location and type of technology at a regional level, through the procurement of treatment capacity to deal with residual municipal waste arising in the five partner authorities.

## STRATEGIC POLICY MWS /1 - MINERALS AND WASTE

The Council will ensure that there is sufficient provision of mineral resources and waste management facilities, while safeguarding the natural and built environment by:

- a) Safeguarding permitted reserves of hard rock at Penmaenmawr, Raynes (Llysfaen), Llanddulas and St George and additional resources of hard rock as identified on the proposals map in line with Policies MWS/2 – ‘Minerals’ and MWS/3 – ‘Safeguarding Hard Rock and Sand and Gravel Resources’;
- b) Allowing future extraction of aggregate minerals only where there is a need to maintain stocks of permitted reserves in line with Policy MWS/2;
- c) Designating buffer zones around quarries to protect amenity and ensuring that mineral operations are not unduly constrained by other land users in line with Policy MWS/4 – ‘Quarry Buffer Zones’;
- d) Safeguarding sand and gravel resources as identified on the proposals map in line with Policy MWS/3;
- e) Identifying Llanddulas and Gofer (shown on the Key Diagram) as locations for waste management facilities in line with Policy MWS/6 – ‘Locations for Waste Management Facilities’;
- f) Considering the suitability of existing industrial land and/or land safeguarded for railfreight to accommodate new waste management facilities which are complementary to neighbouring uses in line with Policy MWS/7 – ‘Use of Industrial Land for Waste Management Facilities’, STR/6 – ‘Railfreight’ and EMP/3 – ‘New B1, B2 & B8 Office and Industrial Development on Non-Allocated Sites’;
- g) Meeting future additional need for new waste management facilities in line with Policy MWS/5 – ‘Proposals for Waste Management’;
- h) Designating a landfill buffer zone around Llanddulas landfill site to ensure that only appropriate development in this location is permitted in line with Policy MWS/8 – ‘Landfill Buffer Zone’.

## 4.9.3 Minerals

### POLICY MWS/2 - MINERALS

1. The existing quarries at Penmaenmawr, Raynes (Llysfaen) and St George will provide the Plan Area's contribution to the regional supply of hard rock.
2. Applications for future extraction of aggregate minerals in other locations including extensions to existing quarries, within the Plan Area will only be permitted where there is a need to maintain stocks of permitted reserves having regard to the North Wales Regional Aggregates Working Party figures, or, where no figure exists, the demonstrated need of the industry concerned.

4.9.3.1 National policy is provided by Mineral Planning Policy Wales (MPPW) and Minerals Technical Advice Note 1: Aggregates (MTAN1). The NWRTS give guidance for LDPs on the long-term supply of aggregates.

4.9.3.2 Conwy has three active quarries, all of which produce construction materials (known as 'aggregates'). Penmaenmawr Quarry produces igneous rock, which is particularly suitable as railway ballast and for other uses. Raynes Quarry near Llysfaen and St George Quarry near Abergele both produce limestone, which is used, for example, in manufacturing concrete. Both Raynes and St George Quarry are physically constrained with regards to further physical extensions, however all three quarries have planning permissions which extend beyond the Plan period.

4.9.3.3 In addition to the active quarries, Llanddulas Quarry contains resources of high-quality limestone. Most of the quarry is occupied by a landfill site, whilst a legal agreement prohibits quarrying for general aggregate use.

4.9.3.4 The NWRTS states that there is no need to allocate land for hard rock in Conwy at present, unless there are specific technical or environmental circumstances that would justify an allocation. The Council considers that there is currently no justification for an allocation in the Plan Area. However, to allow a degree of flexibility for any potential change in circumstances over the Plan period, future extraction of aggregate resources may be permitted where there is a need to maintain permitted reserves. This will be assessed against figures from the North Wales Regional Aggregates Working Party and both MPPW and MTAN1. It is acknowledged that in some instances figures may not exist; therefore, proposals should have regard to the demonstrated need of the industry concerned.



4.9.3.5 There are deposits of sandstone with potential for use as high PSV (Polished Stone Value) roadstone in the Plan Area. To date, there has been no pressure to extract this material in the Plan Area and MTAN1 identifies South Wales as one of the main prospects for extraction. No allocation is therefore made in the LDP, however, proposals for the extraction of this material may be justified where the proposal is intended to meet a particular high specification not currently met in the Plan Area.

4.9.3.6 MPPW supports the development of borrow pits, which serve specific construction projects, in appropriate locations. It also recognises the need for small scale quarries to provide locally distinctive dimension stone, where these would retain the character of the local built environment. Borrow pits and small dimension stone quarries therefore fall outside the scope of Policy MWS/2.

4.9.3.7 MTAN1 also contains guidance on addressing specific impacts such as noise, dust and blasting, restoration and the use of secondary materials, such as demolition waste.

4.9.3.8 MTAN1 also requires planning authorities to assess and review the likelihood of future extraction from long inactive sites that have not been worked for 10 years. There are currently no sites with permitted reserves in Conwy that have been inactive for this period. In the event that the period of inactivity on a site exceeds 10 years, and the planning authority considers that further working is unlikely, it will consider serving a prohibition order. The purpose of a prohibition order is to establish without doubt that mineral development has ceased and cannot resume without the fresh grant of planning permission, and to secure the restoration of the land.

## 4.9.4 Safeguarding Hard Rock and Sand and Gravel Resources

### POLICY MWS/3 - SAFEGUARDING HARD ROCK AND SAND AND GRAVEL RESOURCES

1. The following resources and related facilities are included within the Safeguarded Hard Rock or Sand and Gravel designation:
  - a) The permitted reserves at Penmaenmawr Quarry, including processing areas, railhead and conveyor link;
  - b) The permitted reserves at Raynes Quarry, including processing areas and the areas occupied by the jetty and conveyor link;
  - c) The permitted reserves at Llanddulas Quarry (outside the area of the landfill site), including the areas occupied by the former jetty and former conveyor link;
  - d) The permitted reserves at St George Quarry, including processing areas;
  - e) Additional hard rock as identified on the Proposals Map;
  - f) Sand and Gravel resources as identified on the Proposals Map.
2. Planning permission will not be granted for any development within the Safeguarded Hard Rock or Sand and Gravel designation which could directly or indirectly harm the long-term viability of working those resources unless:
  - a) It can be demonstrated that the need for development outweighs the need to protect the mineral resource or;
  - b) Where such development would not have a significant impact on the viability of the mineral being worked or;
  - c) Where the mineral is extracted prior to the development.
3. In cases where the quality and depth of safeguarded hard rock or sand and gravel resources has not been proven, other forms of development may be consistent with the safeguarding approach provided that the applicant submits evidence, such as borehole samples, demonstrating that no commercially viable hard rock or sand and gravel resources would be affected.



“...safeguards identified mineral resources and related transport and processing facilities to ensure that they remain available.”

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4.9.4.1 The NWRTS recommends a specific safeguarding policy for Conwy. This policy implements that recommendation, and safeguards identified mineral resources and related transport and processing facilities to ensure that they remain available. Sand and gravel is not currently produced within the Plan Area; however, data from the British Geological Survey has identified resources in various locations across the Plan Area. Background Paper 29 – ‘Safeguarding Aggregate Resources’ provides a full justification for the safeguarding approach. It is stressed that this policy does not establish a presumption in favour of granting planning permission, instead that the presence of the mineral is considered when assessing whether alternative development can take place.

4.9.4.2 Some types of development would have a nil or negligible impact on the safeguarded resource, either because they relate to a time-limited temporary use, or as they involve a relatively low degree of capital investment (such as farm tracks), or because existing development in the same location presents an equivalent or greater constraint upon the potential for mineral working. These include:

- i) householder development incidental to the enjoyment of an existing dwellinghouse;
- ii) infill housing development between existing dwellings;
- iii) replacement dwellings, where the existing dwelling retains a residential use right;
- iv) new agricultural buildings (including slurry pits etc) and extensions to existing agricultural buildings within an existing farmyard, or where a new agricultural building would replace an existing agricultural building on the same site;
- v) agricultural access tracks;
- vi) proposals for the temporary use of land (e.g. caravan sites, composting facilities), where a condition imposes a specific end-date on that use, and where any related operational development is to be removed upon the cessation of that use.

4.9.4.3 Since geological and geomorphologic mapping is not an exact science, the Proposals Map does not identify a separate buffer zone around the Sand and Gravel Safeguarding designation or around the resources in the Safeguarded Hard Rock designation that do not have a current planning permission for mineral working.

## 4.9.5 Quarry Buffer Zones

### POLICY MWS/4 - QUARRY BUFFER ZONES

There will be a presumption against inappropriate development within the quarry buffer zones.



4.9.5.1 Buffer zones serve two purposes. One is to protect the amenity of residents and other sensitive land users; the other is to ensure that mineral operators can carry out their normal activities without being constrained by the undue presence of sensitive land users. In this policy, 'inappropriate development' includes mineral working (within the buffer zone) and land uses that could be affected (this includes all applications for residential (except householder), employment and tourism development and community facilities). Applications for these types of development in these buffer zones should be brought to the attention of the Council's Environmental Health Officer, Natural Resources Wales and the quarry operators. Proposals which would result in significant detriment to amenity or safety, or which would unacceptably restrict the operation of a quarry site, will be refused. In the case of hard rock, MTAN1 recommends that Buffer Zones should normally be 200m around each active area; for sand and gravel, the recommended distance is 100m. In Conwy, it is not always possible to achieve these distances due to the proximity of existing settlement boundaries. The extent of the Buffer Zones around permitted reserves is shown on the Proposals Map.

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"Buffer zones serve two purposes. One is to protect the amenity of residents and other sensitive land users;"



## 4.9.6 Proposals for Waste Management

### POLICY MWS/5 – PROPOSALS FOR WASTE MANAGEMENT

Development proposals for the management of waste, including alterations and extensions to existing facilities, will only be permitted where:

- a) The proposal meets a need identified in the North Wales Regional Waste Plan, or need arising at a local level;
- b) The need cannot be met through other existing or approved waste management facilities or the proposed activity is unsuitable at those locations;
- c) Where possible, the proposal recovers value from the waste;
- d) The proposal accords with Strategic Policies NTE/1 – ‘The Natural Environment’ and CTH/1 – ‘Cultural Heritage’ and the Development Principles.

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“The proposal meets a need identified in the North Wales Regional Waste Plan, or need arising at a local level;”

## 4.9.7 Locations for Waste Management Facilities

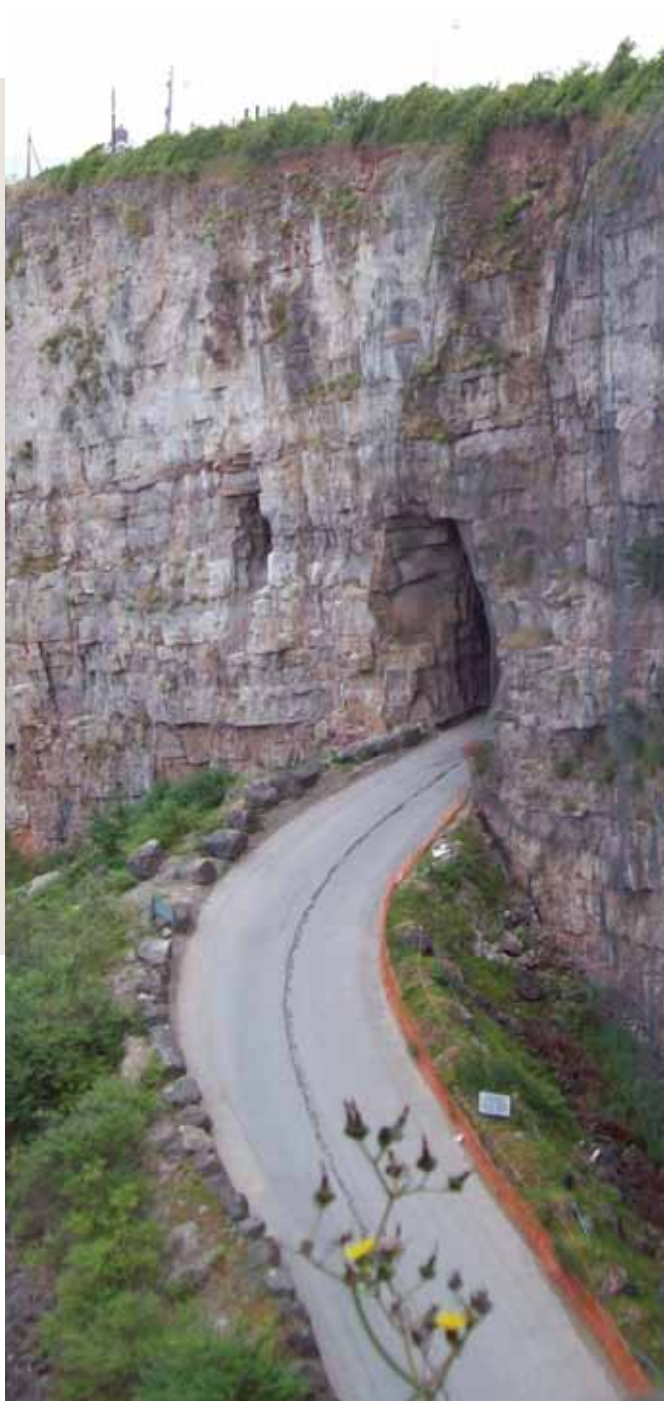
### POLICY MWS/6 – LOCATIONS FOR WASTE MANAGEMENT FACILITIES

1. The Plan identifies and protects the following sites for waste management facilities as shown on the Proposals Map:
  - a) Llanddulas Quarry (north of the existing landfill site)
  - b) Gofer, Rhuddlan Road, Abergele.
2. Subject to detailed assessment, the following operations may be suitable at these locations:
  - a) Materials Recycling
  - b) Waste Transfer Station
  - c) Recyclate Processing
  - d) Anaerobic Digestion
  - e) In-vessel composting
  - f) Household waste recycling centre
  - g) Mechanical Biological Treatment
  - h) Energy recovery

However, the list is not exhaustive and other proposals for the management of waste will be considered on their merits in accordance with the criteria in Policy MWS/5.

4.9.7.1 The North Wales Regional Waste Plan 1st Review (2009) recommends that 17.4 hectares of land should be identified in Conwy for the provision of waste management facilities. A total of 22 hectares of land has been allocated in Conwy (see BP/20 – ‘Waste Management’). The take up of land will be monitored in line with Policy MWS/5 in terms of addressing need for such facilities.

4.9.7.2 Llanddulas Quarry is centrally located within Conwy and the North Wales Region. The existing landfill site is one of the largest and most strategically located waste management facilities in North Wales, adjacent to the A547, with good access to the principal trunk road (A55). The main quarry already benefits from planning permission for landfill and composting.





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4.9.7.3 The private owners of the current waste management operations at Llanddulas have suggested a number of possible future waste management facilities at this location, including an integrated waste management facility which could include a variety of technology and treatment methods such as composting, materials recycling or waste transfer.

4.9.7.4 Gofer is the location of a previous landfill site but presently hosts a bulking station, transfer station and civic amenity facility. The area is located directly off the A547, and has good access to the A55. The Natural Resources Wales flood maps indicate that the site is not at risk of flooding (see also BP/17 – ‘Conwy Strategic Flood Consequence Assessment’). The full rationale for the selection of Llanddulas and Gofer as strategic locations for waste management can be found within BP/20.

4.9.7.5 The list of waste management facilities in Policy MWS/6 should not be taken as a definitive list and proposals for waste management facilities will be subject to detailed assessment to determine their suitability as per Policy MWS/5. Such facilities may also require Environmental Permits issued by Natural Resources Wales.

4.9.7.6 The Council commissioned consultants to undertake a search for sites that would be suitable for landfill or land-raising (see BP/26 Landfill Feasibility Study). The Plan Area is particularly constrained from highways access, landscape, flood risk and groundwater perspectives and no suitable sites were identified for landfill or land-raising by the study. The Council has therefore not allocated a site for landfill. Any proposals that may come forward for landfill will be assessed on a case by case basis.

“...integrated waste management facility which could include a variety of technology and treatment methods such as composting, materials recycling or waste transfer.”

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## 4.9.8 Use of Industrial Land for Waste Management Facilities

### POLICY MWS/7 - USE OF INDUSTRIAL LAND FOR WASTE MANAGEMENT FACILITIES

1. Proposals for waste management facilities will generally be permitted on existing industrial sites and on sites safeguarded under Policy STR/6.
2. Where existing industrial sites are unavailable, proposals for waste management may be permitted outside development boundaries in line with Policy EMP/3 – ‘New B1, B2 and B8 Office and Industrial Development on Non Allocated Sites’.
3. In exceptional circumstances, where it can be demonstrated that a proposal has specific technical or spatial requirements which conflict with the requirements of Policy EMP/3, proposals for waste management facilities outside settlement boundaries which do not accord with Policy EMP/3 may be permitted.

4.9.8.1 The North Wales Regional Waste Plan 1st Review recommends that each Local Planning Authority assesses available industrial land for suitability for waste management operations. Proposals for waste management facilities at such locations will be considered on their individual merits. A need has been established for 14.4 hectares of B2 land requirements over the Plan period of which a high level is committed.

4.9.8.2 There are other sites in the Plan Area that may be suitable for waste management uses, including land safeguarded for Rail Freight at Llandudno Junction. This site has potential to host waste management facilities such as waste transfer. Policy STR/6 and its supporting text encourage complimentary uses such as road to rail waste transfer.

4.9.8.3 Not all waste management facilities will be suitable on industrial sites in the Plan Area, whether due to their spatial requirements, the potential impacts on neighbouring uses or technical requirements. For example, landfill, open windrow composting and anaerobic digestion may be more appropriate outside of the settlements, as part of farm diversification. The policy therefore permits, in exceptional circumstances, proposals for waste management facilities outside the settlement boundaries. Such proposals will be rigorously tested to make sure it is necessary to locate them outside development boundaries, having followed the sequential approach outlined in the above policy. It should be demonstrated that there is a need for the proposal in line with Policy MWS/5 and no suitable alternative sites are available. The policy gives flexibility to deal with such schemes on their individual merits.



## 4.9.9 Landfill Buffer Zone

### POLICY MWS/8 - LANDFILL BUFFER ZONE

There will be a presumption against inappropriate development within the landfill buffer zone.

4.9.9.1 Natural Resources Wales generally advises that development should be a minimum of 250 metres away from landfill sites. The greatest danger to development near to landfill sites is that of migrating landfill gas travelling through the underlying rock and entering premises from underground. Problems also do arise from time to time in respect of odour, dust, noise and pests. The landfill buffer zone is a separate designation to the landfill site and it serves two purposes. One is to protect the amenity of residents and other sensitive land users (consequently, no additional landfilling is permitted within the buffer zone); the other is to ensure that the landfill operators can carry out their normal activities without being constrained by the undue presence of sensitive land users. A 250 metre buffer zone around the landfill site has therefore been designated to ensure that appropriate development only is located in this area. All applications for residential (except householder), employment, tourism development and community facilities within the buffer zone should be brought to the attention of the Council's Environmental Health Officer and Natural Resources Wales. Proposals which would result in significant detriment to amenity or safety, or which would unacceptably restrict the operation of the landfill site will be refused.

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“A 250 metre buffer zone around the landfill site has therefore been designated to ensure that appropriate development only is located in this area.”





# Glossary and Reference Documents



## Glossary

*Terms shown in bold are defined elsewhere in the glossary.*

**Adoption** – The final confirmation of a **Local Development Plan**

**Affordable housing** – Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing.

**Allocation** – Land which will be proposed for development, which will be identified in a Proposals Map in the **deposit** and the **adopted** versions of the **Local Development Plan**.

**Annual Monitoring Report** – A report that will assess progress with and the effectiveness of the **Local Development Plan** when it has been **adopted**. It will include for example, the total number of dwellings and the number of **affordable** dwellings.

**Community Strategy** – Local authorities are required under the Local Government Act 2000 to prepare these, with the aim of improving the social, environmental and economic well being of their areas. In Conwy, the responsibility for preparing the Community Strategy rests with the Conwy Local Strategy Partnership.

**Commuting** – in the context of this paper, commuting refers to journeys to work that cross local authority boundaries. Outward commuting refers to journeys by residents of Conwy County Borough to work in other areas, whilst inward commuting refers to journeys by residents of other areas to work in Conwy County Borough.

**County Borough** – This refers to the whole area for which Conwy County Borough Council is the unitary authority, including that part of the Council's area that lies within the Snowdonia National Park.

**Deposit Plan** – A formal stage during which organisations and individuals can make representations on the detailed policies and proposals.

**Development plans** – are plans that indicate the type, location and scale of future development, and which areas need to be protected from inappropriate development. Decisions on planning applications must follow the development plan, unless there are good planning reasons. See also **Local Plan, Local Development Plan, Structure Plan and Unitary Development Plan**.

**Dwelling** – comprises all permanent, self-contained accommodation, including houses and flats, and which can be provided either on green-field sites or by conversions or redevelopment on **previously developed land**.

**Employment Land / Site** - Land that typically forms part of an industrial estate or business park, exceeding 1 hectare in area, which is occupied by one or more of the following: offices, manufacturing, research and development, storage or distribution.

**ICOMOS** – International Council on Monuments and Sites.

**In-migration** – Residents who move from outside the Plan Area to within the Plan Area.

**Key diagram** – A diagrammatic representation of the areas of the main areas of growth in the Plan Area, and the areas to be protected from development. Key Diagram 1 shows the main settlements and the more significant areas to be protected. Key Diagram 2 illustrates the number of dwellings in each **Plan Sub-Area**.

**Local Plan** – an ‘old style’ **development plan**, which provides local detail to a **structure plan**.

**Local Development Plan (the Plan)** – the required statutory **development plan** for each **local planning authority** in Wales under the Planning and Compulsory Purchase Act 2004.

**Local planning authority** – The body that is responsible for planning decisions in its area. Conwy County Borough Council is the local planning authority for the **plan area**.

**Main settlement** – A town or village which has one of more community facilities, and which are shown on the **key diagram**.

**Minor settlement** – A smaller village or hamlet, which will be identified in the **deposit** version of the **Local Development Plan**.

**Plan Area** – The County Borough of Conwy, excluding that part that is within the Snowdonia National Park.

**Plan Sub-Area** – Areas that form part of the Plan Area, that share similar geographical characteristics.

**Preferred Option** – An option that has been selected to form the basis of the Preferred Strategy.

**Preferred Strategy** – The Preferred Strategy provides the context for the policies and proposals that will form part of the **Deposit Plan**.

**Previously Developed Land** – Land which is or was occupied by a permanent structure and associated fixed surface infrastructure. It includes areas around buildings such as gardens, but not parks, agricultural or forestry buildings or land on which the remains of buildings have blended into the landscape over time. There is a fuller definition of previously used land in Figure 2.1 of the Welsh Assembly Government’s document ‘Planning Policy Wales’.

**Rural Development Strategy Area** – Tier 1 Main Villages: Llanddulas, Dwygyfylchi, Llysfaen, Glan Conwy. Tier 2 Main Villages: Betws-yn-Rhos, Cerrigydrudion, Dolgarrog\*, Eglwysbach Llanfair Talhaearn, Llangernyw, Llansannan, Tal-y-Bont/Castell\* and Trefriw\*

**Settlements** – see **main settlements** and **minor settlements**

**Structure Plan** – An old-style **development plan**, which sets out the strategic planning policies and forms the basis for detailed policies in **local plans**. These plans will continue to operate until the **Local Development Plan** is adopted.

**Supplementary Planning Guidance (SPG)** – Guidance on policy issues in a form that is more detailed than what would be appropriate in a **development plan**. SPG must relate to development plan policies, and are relevant in deciding on planning applications.

**Sustainable development** – Development which meets present needs whilst striving equally to allow for those of future generations.

**Sustainability Appraisal** – Tool for appraising policies to ensure that they reflect sustainable development objectives (that is, economic, environmental and social factors).

**Spatial Option** – An option that indicates, in very broad terms, the distribution of development (in particular, housing development) between the Plan Sub-Areas (see definition above).

**Urban Development Strategy Area** - Abergele/Pensarn, Colwyn Bay (inclusive of Rhos-on-Sea and Old Colwyn), Conwy, Deganwy/Llanrhos, Llandudno, Llandudno Junction, Llanfairfechan, Llanrwst, Mochdre, Penmaenmawr, Penrhyn Bay/Penrhynside and Towyn/Kinmel Bay.

**UNESCO** – United Nations Education, Scientific and Cultural Organisation

**Unitary Development Plan** – A **development plan** that combines the strategic policies and local policies in one document. The draft Conwy Unitary Development Plan will eventually be replaced by the **Local Development Plan**.

**Wales Spatial Plan** – A plan prepared and approved by the National Assembly for Wales, which sets out a strategic framework to guide future development and policy interventions, whether or not these relate to formal planning control. Under the Planning and Compulsory Purchase Act 2004, a local planning authority must have regard to this plan in preparing an LDP.

**Waste management facilities** – Facilities for storing, sorting and treating of waste. They include, for example, Household Recycling Centres, waste transfer stations, composting facilities and various methods of recovering energy.

**Windfall sites** – A site not specifically **allocated** for development in a **development plan**, but which unexpectedly becomes available during the lifetime of a plan.

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- TAN 2: Planning and Affordable Housing – 2006
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- TAN 4: Retailing and Town Centres – 1996
- TAN 5: Nature Conservation and Planning – 2009
- TAN 6: Planning for Sustainable Rural Communities
- TAN 7: Outdoor Advertisement Control – 1996
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- TAN 12: Design – 2009
- TAN 13: Tourism – 1997
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# Destination Conwy Management Plan 2023 - 2029



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## 1 Tourism - The beating heart of Conwy

Conwy is a County that welcomes tourism. It is in its DNA, from Bronze Age visitors, through to the Victorians who developed Llandudno into a seaside resort. Tourism is a key economic driver for the county, and indeed for the wider region. Our fabulous scenery, long cultural heritage, amazing range of attractions, and talented and welcoming business people mean that Conwy County is now internationally recognised as one of the UK's leading visitor destinations. Tourism is worth £729million to the county, generated from 7.8 million visitors. (Steam 2021). Whilst this demonstrates the tourism sector's importance to the local economy in Conwy County, this data is affected by the Covid-19 pandemic as there were still lockdown restrictions in place for much of 2021. The economic value of tourism to the county pre pandemic in 2019 was £996.18m (-28.7% compared to 2021). This emphasises the true potential for tourism to the county and highlights exactly why it is a priority sector for the area.

Our cultural and Welsh language heritage means Conwy is rich in history, local myths and legends, offering a powerful sense of place, and as the county has a significant number of Welsh language speakers, it gives visitors experience of our Welsh heritage and language.

We have a supportive and welcoming community who recognise the value of tourism, and want to be involved and included in future plans.

This plan will support our community and tourism businesses across Conwy, whilst benefitting our visitors and residents. It will allow us all to play a role in ensuring that Conwy has a sustainable and buoyant tourism sector, which continues to gain national and international recognition for our sense of place and for everything we offer our visitors.

*The World Tourism Organisation (UNWTO) defines sustainable tourism as:*

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."*

We are pleased to commend and support this Plan.

Nigel Treacy

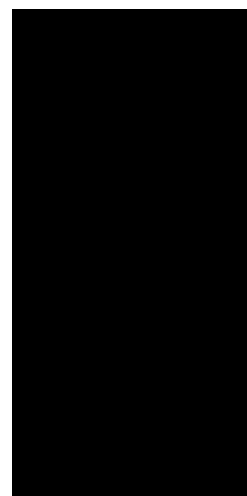
Chair

Destination Conwy

Clive Wolfendale

Chair

Destination Conwy Strategy / Action Plan Sub Group





## **2 What is our vision?**

We want Conwy's tourism industry to be one which puts Conwy on a national and international stage and is successful, dynamic and working together for the local community and businesses in order to deliver sustainable outcomes for the good of all by:-

- Increasing the value of tourism across the whole year
- Ensuring the sustainability of the visitor and resident experience
- Ensuring the quality of the visitor and resident experience
- Engagement of visitors with our heritage, cultural, spoken and built
- Achieving beneficial outcomes for the local community and visitors through greater engagement
- Support to address skills and workforce issues
- The sector working together to improve what we have and to attract new investment
- Influencing the County Planning Framework to meet the needs of the industry and be flexible enough to work with emerging and existing tourism trends
- Increasing the use of greener travel and transport infrastructure
- Ensuring that data supports tourism decision making
- Ensuring the destination meets resident and visitor expectations in terms of cleanliness, facilities and amenities.

These objectives were identified after a consultation process that involved a wide range of stakeholders and interested parties, including the public, private and third sectors as well as representative organisations. The Destination Conwy Partnership has then developed this Management Plan in order to work towards these objectives. By concentrating on these objectives, and by identifying priorities beneath each objective, the Destination Conwy Partnership can then develop an Action Plan of specific measurable items that will deliver results within an agreed time period.

### 3 Introducing Conwy

Conwy is a diverse county, covering an area of 1,130 square kilometres, situated at the heart of North Wales. The county has a varied geography ranging from the coast through into the heart of the Eryri National Park, thus offering a range of scenery and leisure opportunities.

Figure 1

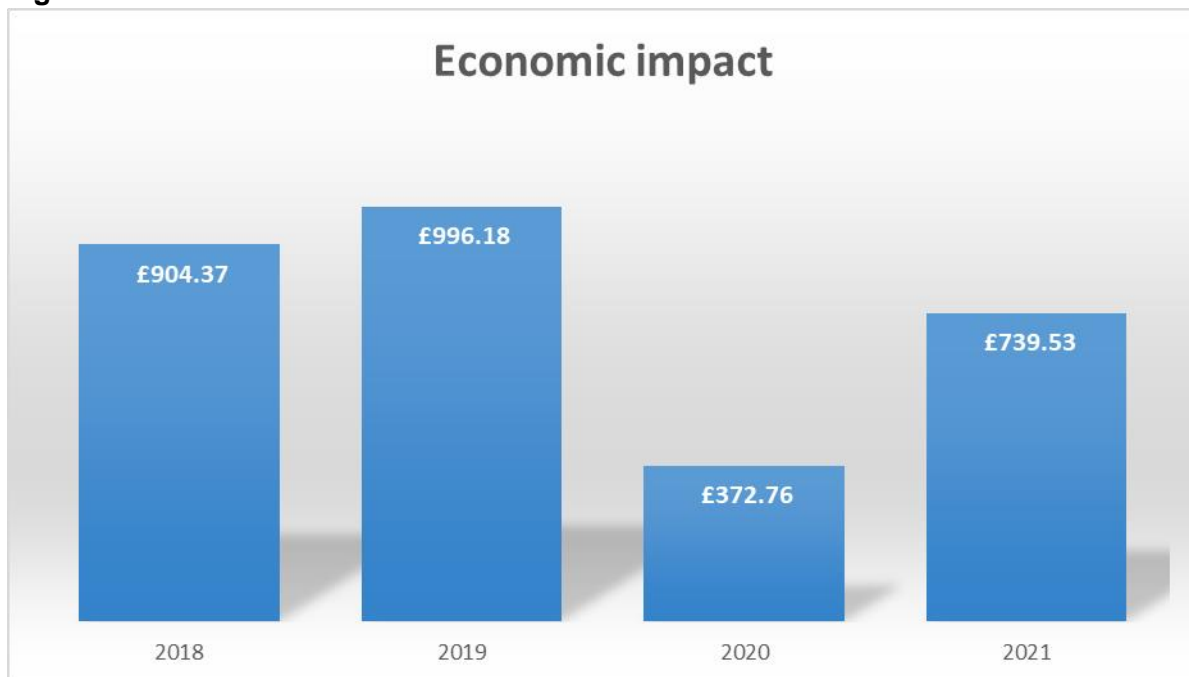


It links East, West and Mid Wales and has an estimated resident population of approximately 116,850 people. Conwy's location also has easy access to two international cities and airports in Liverpool and Manchester. An international cruise and ferry hub linking Ireland - in particular, Dublin - and the world in Holyhead is less than 40 minutes away. In addition, Conwy's position astride the A55 (East to West) and A470 (North to South) routes makes road links to Ireland and England seamless.

There is also good access to rail links with Llandudno Junction a key station that connects London to the county in 3 hours. This means Conwy County is not just ideally situated for discovering North Wales, but it is also well placed as a base from which to explore North-West England and the Marches as well as Ireland.

Conwy's location means that it has a visitor catchment that, within 3 hours driving time, encompasses almost all the major Northern English conurbations and a huge part of the UK population. This, along with its geography and continually developing tourism offering, means the county is a tourism hotspot, attracting 7.8 million visitors in 2021 (STEAM data), and making it one of the leading destinations in the UK.

**Figure 2**

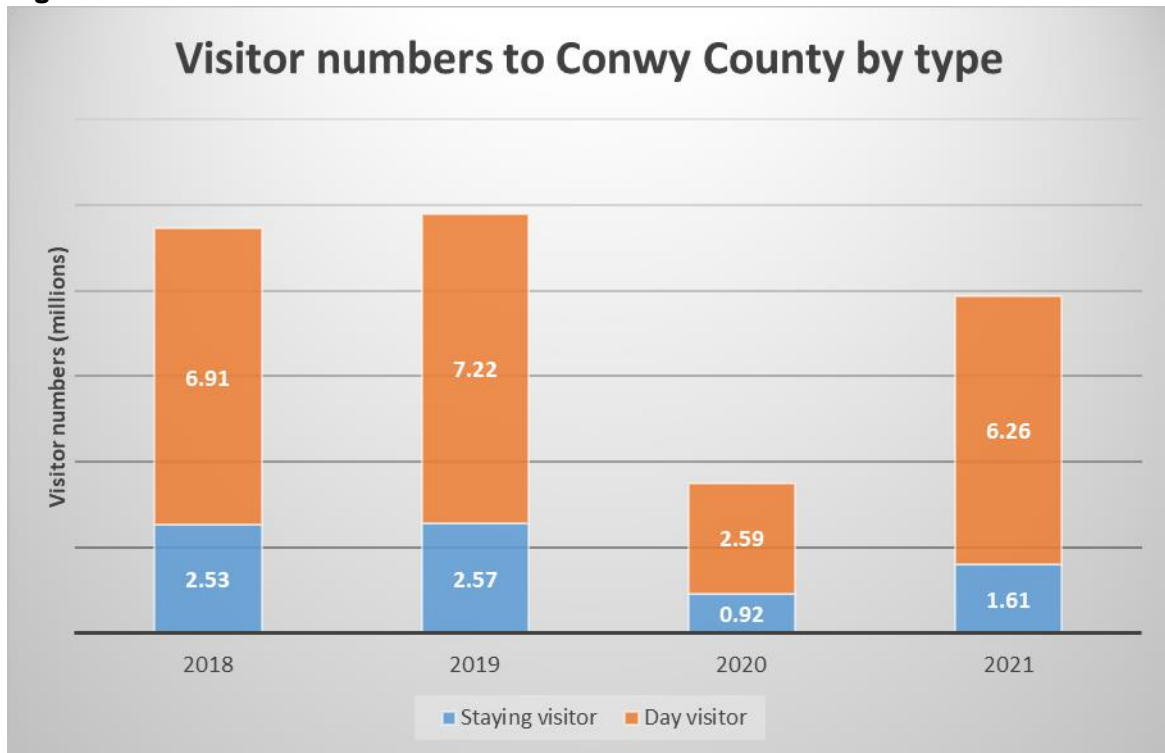


It should be no surprise therefore that tourism is a priority sector for Conwy - tourism's value to the local economy is estimated to be worth £739.53million, supporting over 8,783 jobs in the county (STEAM 2021 data).

Not surprisingly the county attracts a wide range of different visitor types, with day visitors providing the largest volume. Day visitors are those who visit the area from outside purely for some or all of a day, and do not use overnight accommodation locally.

More significant is the number of staying visitors across the county, accounting for 1.61 million visitors (STEAM 2021 data) up 76.2% on the previous year. Staying visitors will be spending a period of time in the county and using overnight accommodation again in the county. This high percentage increase in 2021 was influenced by the lifting of lockdown restrictions caused by the global Covid-19 Pandemic in 2020. It's encouraging to see how quickly the demand for overnight visits for the county started to return as soon as lockdown restrictions eased.

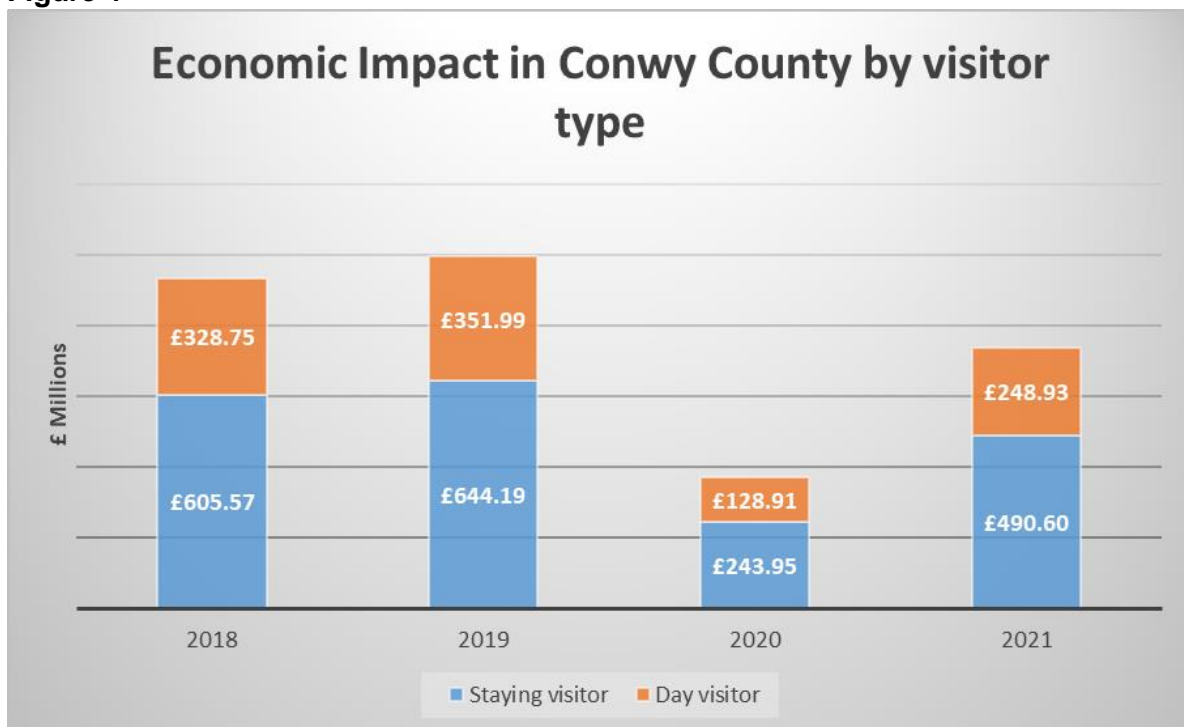
**Figure 3**



Staying visitors are particularly valuable to the local economy, as they spend money not just with accommodation providers but also in local restaurants, pubs and retailers - in turn generating spend by these businesses within the local economy.

In fact, although the number of staying visitors is almost one fifth that of day visitors, their economic impact is almost double that of day visitors.

**Figure 4**





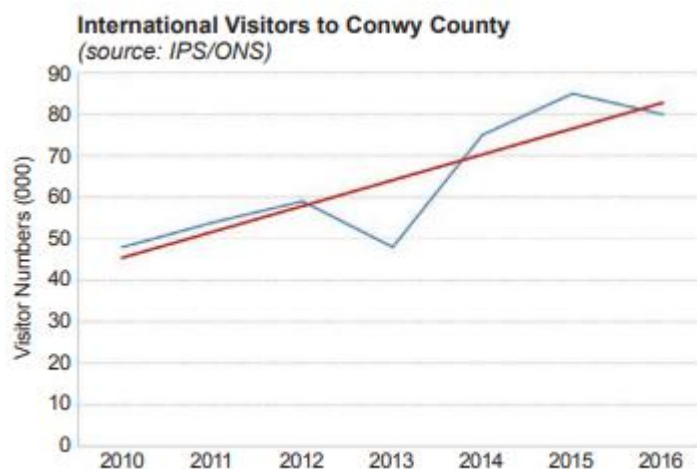
Many staying visitors are located along the coastal strip. Llandudno acts as the regional serviced accommodation hub for North Wales, and indeed accounts for a significant part of the total serviced accommodation stock for the whole of Wales. Llandudno is able to offer over 15,000 beds per night, with a breadth of accommodation to suit all visitors. Towards the East of the county, non-serviced accommodation (primarily static mobile homes) offers around 50,000 beds per night.

Across the county as a whole, there is a strong and increasingly dynamic and fast changing range of accommodation options, from camping and bunkhouses, through glamping, self-catering properties, caravan parks, bed and breakfasts and guest houses, to a strong offering of small, boutique, large and luxury hotels.

Conwy County is ideally located as a base to explore North Wales. It is where Snowdonia meets the sea and acts as a gateway to discover other destinations within the region. Our neighbouring counties have a wealth of attractions providing opportunities for visitors to extend their trip and discover more towns and villages across North Wales.

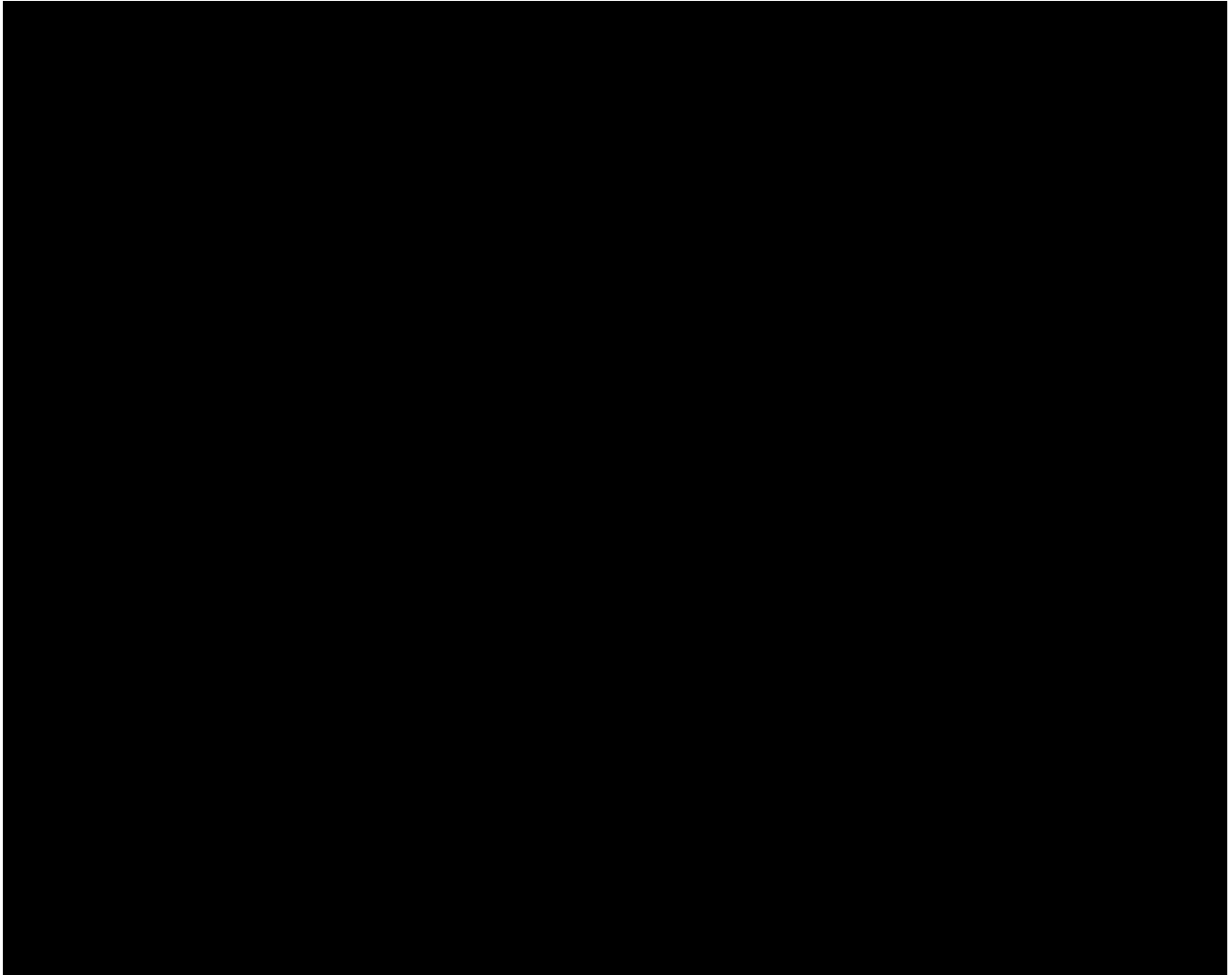
The developing attractions of North Wales, and Conwy in particular, have meant that an increasing number of international visitors are spending time in the county.

International visitors have increased by almost 50% between 2010 and 2016 to 80,000 visitors a year (IPS data 2016). Certain key destinations in the county are particularly attractive to visitors from specific destinations, and this provides another positive aspect for tourism opportunities in the future.



A number of towns within our county are twinned with international destinations in order to continue to attract more international visitors and boost the economy. Two UNESCO World Heritage Sites were twinned in 2016 when Conwy Castle was twinned with Himeji Castle in Japan. The aim of the twinning was to promote sustainable tourism at both sites; use educational projects to promote knowledge about the castles, their histories and the communities around them; and to exchange skills and expertise through joint cultural and sporting activities.

A Memorandum of Understanding between Llandudno and Champéry, and its surrounding region of Dents du Midi, was signed on April 1 2022. In 1989 Llandudno was formally twinned with Wormhout, a town in northern France, so the latest agreement will now provide Llandudno with a second twinned destination in order to benefit from mutual tourism.



Other twinnings include Colwyn Bay with Roissy-en-Brie in France, Snowdonia National Park with Triglav National park in Slovenia and Towyn and Kinmel Bay with Guidel in France.

#### 4 What makes Conwy County such an attractive destination?

As already noted, Conwy County is perfectly placed for exploring North Wales, as well as further afield. Equally, the natural environment of sea, mountains and valleys provide a resource for a tremendous variety of tourism offerings for visitors.

In particular there is a wonderful array of adventure activities that have made North Wales the adventure capital of the UK. These include surfing, zip wires, caving, mine exploration, mountain biking, sailing, kite-surfing, canoeing, rock climbing and walking.

But Conwy has even more to offer...

- Conwy County has 45 miles of coastline, of which 17.5% is designated as Heritage Coast. This offers family friendly beaches - including, boating and water sports, bustling harbours and the longest pier in Wales.
- The Wales Coastal Path runs through the county, and two new Wales Way routes (North Wales Way and Cambrian Way) cross the county, meaning there are many cycling, motorcycling, touring and walking friendly routes.
- The county offers two fully serviced marinas, as well as significant offshore and inland water sports facilities.
- Environment and wildlife feature strongly across the county, including the Great Orme Country Park SSSI, Conwy RSPB reserve and Bodnant Garden. 38% of the county lies within the Snowdonia National Park.
- Our cultural and Welsh language heritage means Conwy County is rich in local myths and legends, offering a powerful sense of place, and - as the county has a significant number of Welsh language speakers - giving visitors experience of our Welsh heritage and language.
- Our built heritage encompasses the World Heritage Site of Conwy Castle and Town Walls, Dolwyddelan Castle as well as numerous other castles and historic monuments, standing stones and the Great Orme Copper Mine.
- Conwy County is a cultural centre, with a major regional theatre and conference centre at Venue Cymru, as well as museums, galleries, craft workers and exciting arts festivals. In 2019 a new Culture Centre was built in Conwy town.
- The county has an excellent retail choice, with many independent and specialist retailers offering real choice to visitors. There is also a major retail hub in Llandudno.
- Conwy County has emerged as one of the leading international destinations for adventure seekers. Attractions include Surf Snowdonia, Zip World Fforest, Go Below, Llandudno Snowsports Centre, GYG Karting and Tir Prince, alongside extensive road cycling and mountain biking opportunities.
- The county boasts a wealth of award winning food and drink producers - from chocolatiers to butchers, vineyards to yoghurt makers - as well as some of the finest farm produce.
- This local produce helps to support our hospitality offer across the county, which has grown and gained a great reputation for quality food and service, attracting and developing leading chefs.

- Conwy is a county that has a great reputation for sport, with opportunities for participation or just spectating. There are excellent golf courses, hosting international championships (including the Curtis Cup 2020). Parc Eirias is home to a Welsh Premiership Rugby side as well as Wales's under-20 team, and hosts international under 20's rugby. The local geography also makes the county attractive for car rallying, including Wales Rally GB and the Cambrian Rally.
- Conwy has also developed a great reputation as a major event destination. Year on year the county hosts an increasing array of international events, covering sport, heritage, culture and music - with everything from Proms in the Park to World Snooker and Sea Fishing to the National Eisteddfod 2019.
- The county is also home to a number of quality outdoor attractions including Welsh Mountain Zoo, world famous Bodnant Garden, Conwy RSPB Nature Reserve and a number of farm parks such as Manorafon Farm Park.
- Conwy is benefitting from a pipeline of new ideas and developments that are feeding through to offer new tourism opportunities, such as the Dark Skies Initiative in the Eryri National Park.
- Conwy County has achieved a huge number of accolades and awards for its attractions and accommodation in recent years - from organisations as varied as Lonely Planet, TripAdvisor and the Japanese Association of Travel Agents - demonstrating both growing awareness and interest across the travel industry and high levels of visitor satisfaction.

This developing and diverse range of attractions has also meant that visitors, who traditionally were attracted to the coastal resorts of the county, have started to spread more widely across the county. And as this continues to develop, it is important that all sectors involved in the tourism economy pro-actively work together to manage and increase the opportunities that tourism affords the county.

[The Conwy Tourism Ambassador Programme](#) is a key tool to assist businesses with this. The scheme aims to enhance the visitor experience by increasing the knowledge that businesses and residents have about the tourism offer in Conwy County. The course offers 3 levels of achievements in the form of bronze, silver and gold awards, depending on how many modules an individual completes. As of March 2023, there are over 500 bronze level ambassadors, over 400 silver level ambassadors and over 300 gold level ambassadors. We will continue to promote and develop this course in order to continually improve the visitor experience in the county.

## **5 Why do we need a Destination Management Plan?**

A Destination Management Plan (DMP) is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take. By having a Plan, which has been drawn up through a consultative process with input from many stakeholders, everyone is aware of the direction in which we want to proceed and the priorities that will determine both policies and actions in the coming period. This means there should be alignment in the objectives and work of different partners, whether public, private or third sector - working towards a common goal of a better Conwy for everyone.

## **6 So what is Destination Management?**

Destination Management is a process of coordinating all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment.

By managing the destination, not only do visitors receive the best possible experiences during their time with us, but residents and the local economy benefit through increased stays and thereby expenditure - which (when supported through the Plan and elsewhere) in turn moves around the local economy, generating more employment, business and economic activity.

## 7 And what do we need to manage?

Conwy County has the huge benefit of having significant natural assets on its doorstep, alongside which are strong tourism-orientated locations and Wales's leading seaside resort. It is the role of the DMP to protect and enhance all these assets in order to deliver the best experience for visitors and for residents, and the maximum economic benefit for the local economy, as well as addressing and mitigating the impact of tourism where it risks negatively impacting communities. It is a core objective of this Plan that all sections of the Council, as well as the widest spread of businesses, recognise the importance that tourism plays in the local economy - and that the support of tourism and the visitor experience is woven into every aspect of work locally.

We also need to recognise that an effective DMP needs to extend its reach beyond the sometimes narrow definitions of tourism. Particularly in somewhere like Conwy County, the elements that make up and go to support the visitor offering are wide and diverse, ranging from the natural environment and cultural heritage through facilities in the community to wider infrastructure areas such as transport and housing.

It is recognised that the County's Planning Framework needs to act as a control to aspects that are deemed detrimental, yet should also be a support mechanism for aspects that are improvements or innovations. Destination Conwy commits to offering its Destination Management experience so that the needs of the destination are understood and become embedded in the planning system, and consequently managed as appropriate to support the tourism and hospitality sectors across the county. In particular, the Framework needs to be inherently agile enough to respond to changes across the tourism sector, so Conwy County can better manage threats and embrace opportunities.

The broad strategic thrust over the coming period is to make Conwy the leading destination area in Wales, and one that is known on the world stage of tourism destinations. This will be achieved through continuing to enhance the full range of infrastructure and facilities across the whole of the county, focussing in particular on developing and improving accessibility and facilities in key visitor locations and along the two "Wales Way Routes" (broadly covering the lines of the A55 and A470). Whilst it will continue to be a priority to address regeneration, the Plan also identifies that existing strong destinations should be positively maintained and either renewed or enhanced to retain their attraction to visitors.

It is worthy of note that several destinations in the county are highlighted by visitors as clean, tidy and well maintained. The Plan aims to continue to improve issues of sustainability and responsible tourism, whilst simultaneously ensuring resident and visitor expectations are met by providing good, quality infrastructure and facilities. This will be through recognised accreditation schemes, funding opportunities, partnerships or through community and business engagement around specific sustainability issues. Additionally there is recognition that at occasional hotspots, pinch points or events, the impacts of large numbers of tourists need to be mitigated and managed. Alongside this will be a thrust to encourage people to explore the area using a range of transport options other than private vehicles, and a long term objective is the development of a better integrated public transport system across the area.

In addition, the Plan recognises that making sure visitors' expectations are addressed requires strategic engagement and collaboration with other partners around broader key

issues, in particular skills and workforce and quality upgrading and maintenance of the accommodation offering within the area.

All this work will support extending the tourism market (both in terms of visitors and seasonality) to operating on a year round basis, thus growing value across the county for businesses, individuals and the public sector. In turn this will encourage more collaborative working between partners and improving experiences for visitors and residents alike. The Plan also allows for the opportunity to put in place localised strategies for different parts of the county (for example, East Coast and West Coast), as better data enables investigation and understanding of the tourism picture in these places. However this does rely on engagement and support from all partners in ensuring appropriate data is provided for the benefit of all parties.

The need for a sustainable model of tourism that supports Conwy's environment, language and communities emerged strongly as a priority through the [Creu Conwy consultation](#), which took place in 2021.

In 2022 Conwy County Borough Council undertook a 'Welsh Language and Visitor Offer' study.

Of the 69 businesses who responded to the survey:

- 81% - said *the Welsh language enriches customer experience*
- 79% - said *the Welsh language is of value to business*

Of the 193 visitors surveyed:

- 79% said the Welsh language enriches cultural experience

The 2021 Census shows a 3% decline in Welsh Language use in Conwy. This trend needs to be reversed if we're to contribute to the Cymraeg 2050 ambition of a million Welsh speakers. This project will support the Cymraeg 2050 themes of:

- 1) Increasing the use of Welsh – creating opportunities for people to use Welsh every day: at home, in the workplace or in our communities – geographically or virtually.
- 2) Creating favourable conditions – infrastructure and context.

In addition to the above, the Plan has determined a number of objectives that need to be attained across the period of the Plan. In order to achieve each objective a number of key priorities have been identified. These priorities will allow individual actions to be drawn up, with measurable and specific results to be achieved across a given period of time. The objectives and priorities are listed further on in this document.

## **8 Who will make it happen?**

Ultimately, the delivery of a great visitor experience lies with every single person who lives and works in Conwy County - because every single person influences what happens in the local area. The DMP sits under “Destination Conwy”, which is a partnership organisation aimed at supporting and promoting tourism in the local area. Destination Conwy oversees activities and actions in assisting Conwy’s destination management in its ambitions and vision. The Partnership is made up of representatives from across the local economy, particularly the tourism sector. It takes into account the geographical areas of the county and the different businesses and representative bodies across the tourism industry in its widest sense.

The Partnership currently operates a number of sub-groups - such as Marketing, Skills, Tourist Information and Ambassador Programme, Destination Management and Strategy / Action Plan. It is envisaged that these sub-groups, or others as needed, will oversee the proposed actions, being small, nimble and focussed on delivery. The sub-groups regularly report back to the wider Partnership.

The Strategy and Action Plan Sub Group will draw up and oversee an Action Plan deriving from the objectives and priorities, and delivering specific targeted outcomes starting within six months of the adoption of this Management Plan. It is intended that this Action Plan is dynamic and pro-active, and will constantly evolve and respond to particular circumstances or opportunities that may occur. Consequently, the Action Plan does not appear in this document, but will appear as a continuing piece of work that will change and develop as time continues.

In addition to the sub groups, it will also be vitally important to ensure the thoughts of the local community are represented within this plan and the overall Destination Conwy Partnership. Members of the Destination Conwy Partnership will represent the local community and will be encouraged to work with, and share views of, other businesses and residents across the county.

This close partnership model, between public and private sectors, has proved increasingly pro-active and successful in being able to influence policy and take into account the requirements and constraints on the different groups involved in the destination, the visitor experience, and the local economy. This model has been the ideal platform for developing this DMP, and is equally ideal for delivering the Plan. If you have any comments you would like to make on the plan or send to the Destination Conwy Partnership, please see contact details on page 20.



## 9 Finance

Despite the serious financial forecasts that lie ahead, it is expected that this Plan will also influence other policies relating to Conwy Council and partners in the planning, destination management, environmental management, training and skills, regeneration, business support, events fields etc, adding value by changing the emphasis of activities or policies. We are confident that this Plan will enable us to access funding from both UK and Welsh Governments, as well as any future sources of funding that become available. During our discussions and consultations relating to the development of this Plan, the Tourism Levy was raised as a possible means of supporting the sector and our communities in the future. While the Welsh Government is consulting on this, and there is no guarantee that it will be adopted; the Conwy Destination Management Plan could be an inclusive and fair way of identifying priority projects for investments from the Visitor Levy in the future, should it be established.

## 10 Encompassing a strategic approach

Much of Conwy's tourism economy is underpinned by small and micro businesses, run by hard-working and dedicated entrepreneurs and individuals, who deliver high levels of quality service to visitors. It is important that the Destination Management Plan supports them in their businesses and work. Equally, the Plan needs to take into account the wider strategic objectives that Conwy County Borough Council (as well as other partners across business and government) are seeking to achieve for the whole community, through a strong, vibrant and successful economy.

As a result, this Plan takes into account, and seeks to support, the strategies and objectives that are laid out in the following areas:

- Conwy County Borough Council Economic Growth Strategy

Tourism has a key role in this strategy, with focus on the development of year-round tourism (through reinforcing winter tourism), the development of a strong evening economy, and developing events and arts strategies.

- Conwy County Borough Council Local Development Plan

With tourism a vital element in the county, the Council's new Local Development Plan (currently in preparation) and its wider planning policy will need to encompass, protect and support the existing tourism infrastructure and accommodation base as well as opportunities for future tourism development.

- Creu Conwy Cultural Strategy

A strategy to put arts, culture and heritage at the heart of community life in Conwy County. Tourism is embedded throughout this strategy by using cultural activities and places to create the spark for economic growth, wellbeing and connection.

- A Sustainable Visitor Economy for Gwynedd and Eryri 2035

This Strategic Plan sets out the core principles for the visitor economy in the area, which will in turn lead to a series of actions to be agreed upon by the Sustainable Visitor Economy Partnership.

- North Wales Economic Ambition Board

Tourism is identified as a key sector, with focus on the development of year-round tourism, and the building and enhancement of hospitality and tourism industry skills through the creation of a tourism academy hub.

- Welsh Government Partnership for Growth Strategy for Tourism 2013 - 2020

Close attention will be paid to this strategy's five main areas - promoting brand, product development, people development, profitable performance, and place building.

- Welsh Government Wellbeing of Future Generations Act 2015

A key aspect of Conwy's tourism offering is highlighting the thriving culture and language of Wales, which links with the aspirations of this Act. A successful and prosperous tourism economy, feeding into the wider economy, will positively

impact on making Wales more prosperous, healthier, more equal, more resilient, more globally responsive and more cohesive.

Unsurprisingly, many aspirations and strategies in these seven areas overlap, and engage fully with the objectives and priorities that this DMP has identified.

## 11 What do we want to achieve

### 1. Increasing the value of tourism across the whole year:

- Increasing visitor spend and reducing visitor costs.
- Grow the number of overnight stays.
  - Marketing targeted at groups that seek overnight stays.
  - Dynamic pricing from the sector that encourages and rewards overnight stays.
- Evening economy, (extending the visit) increasing the offer/quality.
- Events: more, bigger and held throughout the year, with an emphasis on the shoulder months.
- Develop a stronger food offer.
- Target quieter months for visitors. Develop themes to attract visitors.
- Creating a year round destination.
- Ensuring all sectors work together (accommodation, events, attractions, food and drink), especially in quieter months.

### 2. Ensuring the quality of tourism and the visitor/resident experience:

- Creating links with the local community.
- Annual local community survey on satisfaction with tourism in the destination.
- Data: we don't have enough data to evidence the quality of the tourism offer across the county and what the issues are.

### 3. Ensuring the sustainability of tourism and the visitor/resident experience:

- Create a Conwy definition of what sustainability means.
- Sustainable businesses/buildings; energy efficient buildings/ EPC compliance, working on CO2 reductions.
- Transport is future proofed (i.e county wide plan for electric charge points, work with businesses to understand their plans). Gather more data to understand how many visitors use cars/electric/public transport.
- Greater education for our visitors on the importance of environmental protection, litter, cars, public transport, when and where to visit, their responsibilities.
- Data: we don't have enough data to evidence how sustainable the county is/what the issues are.
- Managing visitor numbers in peak times (responsibility to "achieve a balance between tourist activity and everyday life in the county" and encouraging wider geographic distribution of tourism in the county).
  - Spread the tourist out by encouraging them to discover and explore less visited places. There may well be areas where people would like to see more tourists, boost less popular attractions and develop new ones.
  - Sharing data of weekly/daily tourism numbers in the area, promote and highlight events that are going to attract large numbers: this alerts visitors and locals.
  - Create new itineraries and guided tours to less visited areas.
  - Dynamic pricing charging higher prices at peak demand and lower prices when demand and crowding is less.

- Demarketing can be used to discourage visitors in order to reduce negative impacts – as with marketing there is a range of methods available from price rises to reducing promotional activity.

4. Engagement of visitors with our heritage, cultural, spoken and built;

- Data. How many visitors engage with cultural/heritage activities/attractions?
- How many tourism businesses have a focus on traditional/local culture and heritage/Welsh language?
- Need to ensure that the offer is county wide (inclusive).

5. Engagement of local community:

- Survey local people to gauge their views on tourism in the Destination (online due to costs).
- Data from Ambassador Programme - how many locals engage?
- Destination Conwy - have some events that are open to local community to meet businesses.

6. Support to address skills and workforce issues;

- Ensure the proposed Tourism Academy provides tailored training and support that addresses both local and regional requirements, and that Destination Conwy is linked to the project.
- Gather data on skills related issues.
- Encourage Living Wage and proper workplace benefits.
- CCBC/DC/Employer engagement.
- Explore employee-sharing models.
- Utilise the free Conwy Ambassador scheme, including the new training modules, and integrate this within the new employee induction process. This will help employees from within or new to the area.

7. The sector working together to improve what we have and to attract new investment:

- Destination Conwy
- Business Groups
- Eryri National Park
- Rural industry
- Green industry

8. Influencing the Conwy Local Development Plan to meets the needs of the industry and be flexible enough to work with emerging and existing tourism trends:

- To ensure that tourism is consulted with via Destination Conwy in the development of the Conwy Local Development Plan.

9. Increasing the use of greener travel and transport infrastructure:

- Gather data from trains, stations and buses on usage and by whom.
- Monitor electric charge points in the county and promote.
- Business support to encourage green initiatives.

10. Ensuring that data supports tourism decision making:

- Refresh and undertake the Conwy Visitor Survey.
- Discuss how data can be collated and collected to better inform the sector.
- To improve STEAM data collection.

11. Ensuring the destination meets resident and visitor expectations in terms of cleanliness, facilities and amenities:

- Showcase the area's unique architecture and replace decaying infrastructure with quality new structures.
- Refresh and reactivate underutilised spaces.
- Create a baseline of enhanced quality all round to generate more visitors, more demand, and more value for residents.

In order to achieve the above, an effective team needs to be resourced within CCBC to oversee the strategy and to ensure regular CCBC and Destination Conwy consultation.

All actions will need to complement the relevant town Place Plans and strategies listed in Section 10.

## 12 Contact

Destination Conwy Steering Group welcomes further enquiries about anything in this document, or tourism in general. General tourism information can be found on the Destination Conwy website at [www.visitconwy.org.uk](http://www.visitconwy.org.uk)

Further enquiries about this document can be made to:

Jasmin Ryan

Tourism and Regeneration Manager





## Appeal Decision

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by I Stevens BA (Hons) MCD MBA MRTPI

an Inspector appointed by the Welsh Ministers

Decision date: 12/10/2023

Appeal reference: CAS-02536-C0V1D0

Site address: Pen Yr Allt Farm, Tan Y Fron Road, Abergele, LL22 9BB

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- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by Mr Robert Wynne Parry against the decision of Conwy County Borough Council.
  - The application Ref 0/50072, dated 22 September 2022, was refused by notice dated 16 November 2022.
  - The development is described as retention of shepherd's hut and associated works (retrospective application).
  - A site visit was made on 25 September 2022.
- 

### Decision

1. The appeal is allowed and planning permission is granted for shepherd's hut and associated works at Pen Yr Allt Farm, Tan Y Fron Road, Abergele, LL22 9BB, in accordance with the terms of the application, Ref 0/50072, dated 22 September 2022, subject to the conditions set out in the schedule to this decision letter.

### Procedural Matters

2. As I noted on my site visit that the shepherd's hut was in place, along with the associated parking area and connecting pathway, I have dealt with the appeal on the basis that it seeks retrospective planning permission under the terms of Section 73A of the Town and Country Planning Act 1990. However, as the retention of works does not fall within the meaning of development as set out in the Town and Country Planning Act 1990, I have amended the description of the development in the formal decision.

### Main Issue

3. The main issue is whether there are other material considerations that would be sufficient to outweigh any conflict with local planning policies.

### Reasons

4. The appeal site comprises an irregular shaped portion of land that has been fenced off from an agricultural field at Pen yr Allt Farm. The farm buildings, some of which are listed, lie to the north of the site beyond the large field. An existing field access has been used to provide a parking space, from which a path runs adjacent to the field boundary



hedgerow towards a shepherd's hut. The hut is used for self-catering holiday accommodation. It is finished in corrugated metal on its walls and curved roof, with timber-framed openings.

5. In planning policy terms, the appeal site is in the Rural Development Strategy Area (RDSA), as defined in the Conwy Local Development Plan (LDP) 2007-2022, adopted in October 2013. The site is also in the Rhyd y Foel to Abergele Special Landscape Area (SLA). LDP Policy TOU/1 supports a sustainable tourism economy, and includes, in principle, support for new high quality all-year round sustainable tourism development. Policy TOU/2 seeks, amongst other things, to support new high quality holiday accommodation only where it forms an ancillary or complementary part of an existing or proposed new tourist development and meets several development criteria. The supporting text to this policy adds that the Plan will support suitable schemes for business diversification schemes within rural areas, in appropriate locations complying with local and national guidance. To this end, Planning Policy Wales (PPW), Edition 11, February 2021, recognises that in rural areas, tourism-related development is an essential element in providing for a healthy and diverse economy.
6. Although not a refusal reason, LDP Policy TOU/4 has been referred to in parties' submissions. The policy addresses extensions or improvements to existing chalet, caravan, and camping sites within the RDSA. It also clarifies that schemes for timber pods or alternative small structures will be assessed on their own merits in line with policy criteria. Policy TOU/4 clearly refers to existing sites, whereas the appeal development is a single holiday unit on a farm, and there is no suggestion that it forms part of an existing tourist development or holiday accommodation site. There is no clear reference within the policy to the creation of new sites in the RDSA.
7. The appellant has confirmed that Pen yr Allt is still a working farm. Although I note the Council's comment that the development does not represent a farm diversification scheme, there is no local policy requirement to demonstrate this. Indeed, the supporting text to Policy TOU/4 supports small-scale groups of holiday chalets in the rural area on, amongst other things, working farms. Although the appeal development is not a chalet, as an alternative small camping structure it is different to a 'new build' form of un-serviced accommodation, which the supporting text to Policy TOU/2 clarifies is not supported in the open countryside to protect the area from private holiday homes being built across the Plan Area.
8. Whilst noting the development does not fall within the types of holiday accommodation supported by Policy TOU/2, by virtue of it being a new site in the rural area, I have considered other material considerations. The supporting text to Policies TOU/2 and TOU/4 does not prohibit such developments in the rural area; in the latter case, there is support for development in the right location. More broadly, national planning policy supports tourism-related development which is sympathetic in nature and scale to the local environment.
9. As the site is in the SLA, development will only be permitted if it is shown to be capable of being satisfactorily integrated into the landscape, as sought by LDP Policy NTE/4. The shepherd's hut is adjacent to the narrow and winding rural lane. However, views of the structure are largely confined to its upper section, given the presence of the tall hedgerow that lines the lane and provides strong definition to the field. The absence of any similar structures in the locality does not necessarily make the development harmful. Indeed, the presence of a small-scale, metal-clad structure of simple form and appearance is not untypical in the countryside and affords the hut a rural character that is appropriate to its setting.

10. The surrounding topography also limits views further along the highway, particularly as it lowers to the east, such that the structure is seen in glimpses for short durations for passing vehicles. The development has also not affected any existing features along the lane, as it utilises an existing agricultural field access. The slate-covered hardstanding areas are small, supporting the hut, outdoor area, parking area and connecting pathway. The hut and hardstanding materials are appropriate to the rural setting and not excessive in scale as they serve this single unit of holiday accommodation. The development does not affect the broader field pattern, as it occupies a small portion of the land adjacent to its edge.
11. I viewed the development from the eastern highway and western footpath boundaries to the field, respectively. While it is located at the higher end of the field, the development is viewed in longer-distance glimpses in between vegetation, and in those views, it is set against the backdrop of the hedgerow boundary. The timber fencing that separates the appeal site from the wider field is unobtrusive and I note that additional landscaping measures are proposed along that section. In these more distant views, the development is perceived as a small-scale structure related to the rural, agricultural context in which it is located. Contrary to the Council's assessment, I do not consider the hut is prominently located as it is only seen partially from the highway and in glimpses from either side of the large field.
12. Although detached from the farm complex, the shepherd's hut has been carefully sited and its position, along with proposed additional landscaping, ensures that it is not prominent in the landscape nor harmful to the rural character of this locality. I note that additional paraphernalia is located adjacent to the hut, including a hot tub, heater, outdoor seating, and lighting attached to several poles. The features are predominantly timber-clad, in a small section of the site which is to be enclosed by additional hedgerows. Given their minor scale and close association with the single hut, the features do not have a harmful effect on the rural character of the area.
13. I have considered the statutory requirements for special attention to be paid to the desirability of preserving the setting of listed buildings. In doing so, given the design of the shepherd's hut and its distance from the group of buildings at Pen yr Allt Farm, I am satisfied that the development does not harm the setting of listed buildings. I note the Council's Conservation Officer also raises no objection, and whilst I note their concerns about additional units on the land, I am dealing with the proposal before me which is for a single unit. Any future proposals would be subject to separate planning applications and be assessed on their own merits at that time.
14. Overall, whilst noting the LDP aims to control new holiday accommodation through Policies TOU/1, TOU/2 and TOU/4, the development has been located so as not to harm the rural character of the area. It is not a visually obtrusive form of development and as such, its high-quality design protects local character, in accordance with the design-related objectives of LDP Policies DP/3, DP/4 and NTE/4. Furthermore, the development provides some small benefits to the rural economy of Conwy through the additional holiday accommodation. This broadly accords with the aims of local and national tourism policies. These material considerations support my conclusion that, due to the specific circumstances of this case, the development does not result in material harm and does not conflict with the spatial development aims of the Conwy LDP.

### **Other Matter**

15. I note references from the parties to other rural holiday accommodation schemes in Conwy. From my reading of the submitted decision (Appeal Ref: APP/T6905/A/18/3202290) there is a clear difference between the appeal development

and that scheme, where the proposed pods/hut accommodation formed part of a tourist development scheme at the main dwelling. I also note references to another Council decision (Local Planning Authority Ref: 0/47072) for a shepherd's hut. While the Council refer to other decisions it has taken for holiday accommodation, the site-specific circumstances of those cases differ from the development before me, which I have determined on its own merits and having regard to material considerations.

### **Conditions**

16. I have considered the conditions recommended by the Council in the light of advice in Welsh Government Circular 016/2014 'The Use of Planning Conditions for Development Management' ('the Circular'). The Council's suggested occupancy condition is necessary to restrict occupancy of the shepherd's hut to holiday accommodation use, given the LDP's approach to development in the countryside. Given that the site access and vehicle parking are in place, the suggested highways conditions are not necessary.
17. As the development is in place, it is necessary to secure details of the additional landscaping measures via planning conditions. The Council's Ecologist considers that the measures will provide an appropriate biodiversity enhancement measure, thereby satisfying national planning policy, and I see no reason to disagree. There are strict timetables for compliance because permission is being granted retrospectively, and it is not possible to use negatively worded conditions to secure the approval and implementation of the biodiversity enhancement scheme before the development takes place. The conditions will ensure that the development can be enforced against if the requirements are not met.

### **Conclusion**

18. For the reasons given above, and having regard to all other matters raised, I conclude that the appeal should be allowed.
19. In reaching my decision, I have taken into account the requirements of sections 3 and 5 of the Well-Being of Future Generations (Wales) Act 2015. I consider that this decision is in accordance with the Act's sustainable development principle through its contribution towards one or more of the Welsh Ministers' well-being objectives.

*I Stevens*

INSPECTOR

## SCHEDULE OF CONDITIONS

- 1) The development shall be occupied as holiday accommodation only and shall not be occupied as a person's sole or main place of residence or by any persons exceeding a period of 60 days in any calendar year. An up-to-date register shall be kept at the holiday accommodation hereby permitted and be made available for inspection by the local planning authority upon request. The register shall contain details of the names of all the occupiers of the accommodation, their main home addresses and their date of arrival and departure from the accommodation.

Reason: To ensure that the development is used as holiday accommodation and to comply with Policies DP/1, DP/2, DP/6, HOU/1, HOU/2, and HOU/6 of the adopted Conwy Local Development Plan (2013) and advice in Planning Policy Wales, Edition 11 (February 2021).

- 2) Unless within 3 months of the date of this decision a detailed scheme of landscaping, to include details of proposed planting (including planting layout plans, planting schedules, species, sizes, numbers/densities and the implementation/maintenance programme) is submitted in writing to the local planning authority for approval, and unless the approved scheme is implemented in the first planting season following the local planning authority's approval, or in accordance with a timetable set out in the approved details, the use of the shepherd's hut shall cease until such time as a scheme is approved and implemented. If no scheme in accordance with this condition is approved within 6 months of the date of this decision, the use of the shepherd's hut shall cease until such time as a scheme approved by the local planning authority is implemented.

Reason: In the interests of visual amenity and biodiversity, and to protect the setting of the Special Landscape Area and nearby listed building, in accordance with Future Wales Policy 9, Policies DP/3, DP/4, DP/6, NTE/3, NTE/4 and CTH/2 of the adopted Conwy Local Development Plan (2013), and advice in Planning Policy Wales, Edition 11 (February 2021).

- 3) Any planting, seeding, or turfing comprised in the approved details of landscaping which within a period of 5 years from the date of planting die, are removed or become seriously damaged or diseased shall be replaced in the next planting season with others of similar size and species.

Reason: In the interests of visual amenity and biodiversity, and to protect the setting of the Special Landscape Area and nearby listed building, in accordance with Future Wales Policy 9, Policies DP/3, DP/4, DP/6, NTE/3, NTE/4 and CTH/2 of the adopted Conwy Local Development Plan (2013), and advice in Planning Policy Wales, Edition 11 (February 2021).

- 4) The existing boundary hedge shown on the topographic survey (Drawing Ref: 10773/1 (sheet 1 of 1)) shall be retained at a minimum height of 2m in height above the level of the adjacent highway.

Reason: In the interests of visual amenity and to protect the setting of the Special Landscape Area, and to comply with Policies DP/3, DP/4, DP/6, NTE/3, NTE/4, and CTH/2 of the adopted Conwy Local Development Plan (2013), and advice in Planning Policy Wales, Edition 11 (February 2021).

- 5) No external lighting shall be installed within the application site unless details of the external lighting have first been submitted to and approved in writing by the Local Planning Authority. The external lighting shall thereafter only be installed in accordance with the approved details.

Ref: CAS-02536-C0V1D0

Reason: In the interests of visual amenity and to protect the setting of the Special Landscape Area and nearby listed building, and to comply with Policies DP/3, DP/4, DP/6, NTE/4 and CTH/2 of the adopted Conwy Local Development Plan 2013, and advice in Planning Policy Wales, Edition 11 (February 2021).



# Replacement Local Development Plan 2018-2033

## Topic Paper

September 2018

Topic Paper 04: Tourism

This document is available to view and download on the Council's website at: [www.conwy.gov.uk/rldp](http://www.conwy.gov.uk/rldp) . Copies are also available to view at main libraries and Council offices and can be obtained from the Strategic Planning Policy Service, Coed Pella, Conway Road, Colwyn Bay LL29 7AZ or by telephoning (01492) 575461. If you would like to talk to a planning officer working on the Local Development Plan about any aspect of this document please contact the Strategic Planning Policy Service on (01492) 575181 / 575445 / 575124 / 574232.

**This document can be provided on CD, electronically or in large-print and can be translated into other languages. Contact the Planning Policy Service on (01492) 575461.**

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## **1. Introduction**

The Local Development Plan (LDP) is first and foremost a land use plan that identifies site specific development opportunities in response to the needs of the community for more housing, jobs, services and facilities. It also seeks to preserve, protect and enhance where appropriate, those aspects of the built and natural environment which are important in defining the quality and sensitivity of the places we value, enjoy, move through, and live in. The ultimate aim of the LDP will be to deliver sustainable development.

The LDP is a vehicle for the Council to define its key growth and development priorities and will provide the ongoing framework of policies to guide decisions on planning applications.

## **2. Purpose of this Topic Paper**

This is one of a series of topic papers which have been put together to inform the production of the Conwy Replacement Local Development Plan (RLDP). Their aim is to interpret the relevant evidence and guidance in relation to the specific topic and identify the key issues that the Plan will need to address as well as possible policy approaches to be incorporated in the Plan. Each topic paper has been compiled from detailed evidence originating from LDP Background Papers (technical documents that form the evidence base for the RLDP.) Topic papers are designed to cover key subject areas currently covered in the adopted LDP and summarise technical data contained within the Background Papers to make the presentation of data more accessible to readers. Topic papers establish a baseline position and identify the key issues facing the County Borough which the RLDP will need to address.

The Topic Papers are intended to provide an early opportunity for stakeholders and the public to have an input in the Plan. This topic paper covers key issues relating to Tourism.

### **Background**

Tourism is an important part of the Conwy economy, supporting 12,208 full-time equivalent jobs directly or indirectly, bringing £839m revenue to the County's economy annually and supporting 70,000 bed spaces (24% of North Wales stock). As such, it is one of the mainstays of Conwy's economy and is a major source of employment and revenue.

The benefits are increasingly shared across the County; with visitors spending on accommodation, food and drink, leisure activities and shopping. Non-tourism businesses also benefit through local supply chains.

Tourism also has a critical value to the wider community; particularly in the rural areas where many goods and services are only available to the resident community and remain viable because of visitor spend. This wider economic benefit to the destination is referred to as the Visitor Economy and is far more wide reaching than the direct impact of just the tourism element alone.

## **3. Key Changes to Legislation and Policy (since LDP adoption)**

### **3.1 National**

#### **The Well-being of Future Generations (Wales) Act 2015**

The Well-being of Future Generations (Wales) Act 2015 places a duty on public bodies to carry out sustainable development. This concept is not new but has been expanded under the Act and requires an improvement of all four aspects of well-being: economic, social, environmental and cultural well-being of Wales. It suggests public bodies such as Councils

think more about the long-term, work better with other organisations and communities to prevent problems and take a more joined-up approach.

The Act highlights seven 'well-being goals' to help ensure that public bodies are all working towards the same vision of a sustainable Wales (see Figure 1 below). The Act specifies five ways of working: long-term, integration, involvement, collaboration and prevention. Each of which will be incorporated into the RLDP process.

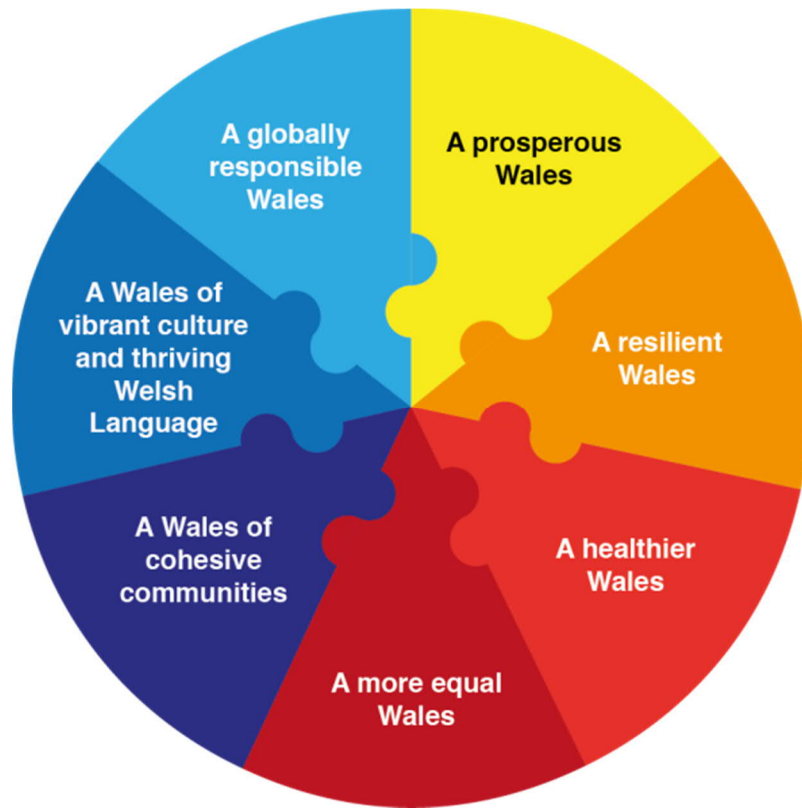


Figure 1: Well-being Goals

### **The Planning (Wales) Act (2015)**

The Planning (Wales) Act 2015 introduced a statutory purpose for the planning system, stating that any statutory body carrying out a planning function must exercise those functions in accordance with the principles of sustainable development as defined in the Well-being of Future Generations Act. The planning system is therefore necessary and central to achieving sustainable development in Wales. It provides the legislative and policy framework to manage the use and development of land in the public interest so that it contributes positively to the achievement of the well-being goals.

### **National Development Framework (NDF)**

The Planning (Wales) Act 2015 requires WG to produce and keep up-to-date the NDF. The NDF must cover a 20 year period accommodating Government priorities into a single, coherent direction, indicating the land use implications of key goals and objectives. The NDF will set out WG land use priorities and provide a national land use framework for SDPs and LDPs. The NDF concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, helping to co-ordinate the delivery of WG policies to maximise positive outcomes. The NDF forms part of the statutory development plan and SDPs and LDPs must be in general conformity with the NDF.

## **Welsh Government Partnership for Growth Strategy for Tourism 2013 – 2020**

The strategy emphasises that tourism touches many parts of WG policy including skills and employment, planning, regeneration, heritage and culture. It also benefits many other sectors of the economy including transport, retail and agriculture and therefore, it is important to consider the wider influences of tourism and to identify a coherent set of responses to the strategic challenges that are likely to face the tourism sector in Wales during the strategy period.

The strategy, based on detailed research and analysis of the many factors that are likely to affect the future performance of tourism in Wales, seeks to drive higher tourism earnings to deliver maximum value for the Welsh economy. It supports the delivery of the following priorities for tourism defined in WG's Programme for Government:

- Develop tourism activity and specialist markets and secure maximum benefit from major events in our high profile venues;
- Promote Wales as a destination by making a high quality tourism offer;
- Work to extend the tourism season and associated benefits;
- Identify funding opportunities to improve the visitor infrastructure and produce in Wales; and
- Support investment in staff training and management to support a high quality tourism industry.

The Strategy places emphasis on key areas to achieve priorities including promoting the brand, product and people development, profitable performance and place building. It further identifies areas of competitive advantage including the natural environment, heritage and culture, activities and adventure, events and festivals and distinctive destinations.

### **Planning Policy Wales (Edition's 9, 2016 & 10 – consultation draft, 2018)**

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government and provides the context for land use planning in Wales. It is supplemented by a series of Technical Advice Notes (TANs) and policy clarification letters. PPW, the TANs and policy clarification letters comprise national planning policy. National planning policy should be taken into account in the preparation of all tiers of development plan. PPW will sit alongside the National Development Framework (NDF) which will set out where nationally important growth and infrastructure is needed and how the planning system at a national, regional and local level can deliver it by providing direction for Strategic Development Plans (SDPs) and Local Development Plans (LDPs).

PPW 9 - Chapter 11 'Tourism, Sport and Recreation' highlights the fact that tourism is vital to economic development throughout Wales. WG's aim is for tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales. The development plan should contain clear policies for the provision, protection and enhancement of sustainable tourism in both urban and rural areas.

At the time of writing this Topic Paper, Planning Policy Wales – 9<sup>th</sup> Edition (2015) remains in force. However, WG consulted on PPW – 10<sup>th</sup> Edition between February and May 2018 and once finalised, this edition is expected to be in place prior to the adoption of the RLDP. As such, the RLDP will need to align with the expected content of PPW – 10<sup>th</sup> Edition.

Chapter 4 of PPW 10 relates to 'Productive and Enterprising Places' which includes physical infrastructure, the use of energy and the efficient use of resources amongst its themes. It includes the development of land necessary for economic development, including rural enterprise and tourism, and encouraging planning authorities to provide a framework for maintaining and developing well-located, well-designed and good quality tourism facilities.

PPW 10 says;

*'The planning system encourages tourism where it contributes to economic development, conservation, rural diversification, urban regeneration and social inclusion, while recognising the needs of visitors and those of local communities. The planning system can also assist in enhancing the sense of place for an area which has intrinsic value and interest for tourism. In addition to supporting the continued success of existing tourist areas, appropriate tourism-related development in new destinations is encouraged. In some places however there may be a need to limit new development to avoid damage to the environment (for example in undeveloped areas), or to the amenity of residents and visitors.'*

### **Technical Advice Note (TAN) 13: Tourism**

The TAN was adopted in 1997, with no updates, and contains very little tourism based information to advise Development Plans.

## **3.2 Regional**

### **Strategic Development Plan (SDP)**

The Planning (Wales) Act 2015 provides a legal framework for the preparation of SDPs. SDPs should be prepared on a regional basis and must reflect functional areas, to address issues such as regional tourism and economic opportunity areas.

The preparation of an SDP allows opportunities and challenges to be considered and planned for in an integrated and comprehensive way, promoting the achievement of positive planning outcomes. SDPs must be in general conformity with the NDF.

### **Growth Vision for the Economy of North Wales (North Wales Economic Ambition Board – 2016)**

The aims of the Vision are;

- To improve the economic, social, environmental, and cultural well-being of North Wales;
- To support and retain young people in the region's communities;
- To address worklessness and inactivity across the region;
- To support and enable private sector investment in the region to boost economic productivity and to improve the economic and employment performance of North Wales.

Specifically in relation to tourism the vision will seek to capitalise on the regions reputation as a place with great quality of life and as a world-renowned adventure tourism destination.

## **3.3 Local**

### **Conwy Corporate Plan 2017-2022**

The purpose of the Corporate Plan is to present Conwy County Borough Council's Priorities for the five years from 2017 to 2022. The priorities are the areas that the Council want to focus special attention on in order to support the achievement of the citizen outcomes.

The outcomes are as follows:

- People are educated & skilled
- People are safe and feel safe
- People have access to affordable, appropriate, good quality accommodation that enhances the quality of their lives.
- People are healthy & active

- People live in a county that has a prosperous economy
- People value and look after the environment
- People live in a county where heritage, culture and the Welsh language thrive
- People in Conwy contribute to their community. They are informed, included and listened to.

Across all areas of work the Council is committed to ensuring that the needs of the present are met without compromising future generations, endeavouring to make the best decisions in light of financial restraints. In addition the Corporate Plan gives a commitment to consider the impact of policies on rural communities, those protected under Equalities legislation and people living in poverty. The Council will also promote the Welsh language, and build confidence to be progressive. Harnessing the potential of technology to improve performance, business processes and efficiencies is a strategic priority up until 2022.

### **Conwy Economic Growth Strategy (2017 – 2027)**

This Economic Growth Strategy for Conwy has been developed in the context of the wider Economic Growth Vision for North Wales. The Growth Vision was produced through the North Wales Economic Ambition Board which aims to work on a regional level to unlock the area's potential and to collaborate on themes such as transport infrastructure, skills, strategic sites and premises, business growth and innovation.

One of the themes of this Strategy is Transformational Tourism which aims to make Conwy '*a truly international, year round destination*'.

The aim of this growth strategy is to build on these themes to develop high impact initiatives which will make a significant contribution to Conwy's economy. Delivering these big ambitions will require close collaboration between the private, public and third sectors with new ways of working. They will require both public and private investment. And most importantly of all they will require vision, imagination and ambition. One of the 5 ambitions outlined in the Strategy is;

*'To develop the night-time economy and a winter tourism offer across the county making Conwy a year-round visitor destination'.*

North Wales has been recognised as the fourth best tourism destination in the world by Lonely Planet, and Conwy County is at the heart of that tourism offer. The town of Conwy has an international reputation because of its world class heritage and Llandudno is named as the best seaside town in the UK and the 4th best destination in the UK by TripAdvisor. The county is becoming world renowned as a centre of excellence for adrenaline adventure with Surf Snowdonia, Go Below, and Zip Fforest all leading the way. Major events have attracted new audiences to the county and made significant economic contributions. The key now is to build on that success and to improve the quality of jobs that are linked to this tourism industry. 1 in 4 jobs in Conwy are directly linked to tourism. Sustainable destination management and engagement of the community is needed alongside targeted investment to continue to improve the food and retail offer and develop the night-time economy particularly within town centres.

### **Destination Conwy Management Plan (2015 – 2018)**

The Destination Conwy Management Plan sets out the touristic ambitions for the county – aiming to encourage the growth of the local economy through capitalising on local historic and natural assets. The Management Plan identifies the following main themes to achieving an improved visitor experience;

- Community Tourism – Placemaking, employment opportunities, etc.
- Events – Access all Eirias, Wales Rally GB, etc.

- Business Tourism – conferences, events, exhibitions.
- The Outdoors – extending and improving the outdoor tourism offer.
- Heritage – promoting and improving Conwy’s heritage assets and experiences.

## **Placemaking**

Placemaking now forms the core of PPW and must be embraced in both plan making and development management decisions to achieve the creation of sustainable places in line with the Well-being of Future Generations Act objectives. Placemaking is a multi-dimensional approach to planning, designing and managing an areas protection and enhancement. It is about responding to the surroundings by understanding the history and development of a place, its function and most importantly its residents and their relationship with the locality. It is then about delivering change that works towards meeting its environmental, economic and social goals. It uses a local community’s assets and needs as inspiration for creating good, functional places that promote people’s health, happiness and well-being.

The Abergele Placemaking Plan (APP) is currently being prepared. It will be owned and delivered by the local community and once finalised will set out the issues which need tackling in Abergele with an Implementation and Monitoring plan produced to address those issues. It will be the local reference document to achieving an improved and more sustainable community.

## **4. LDP Policy – Current position**

The LDP was adopted in October 2013 and has to date been through the Annual Monitoring process four times. The next section of this topic paper addresses the key findings that have arisen from the Annual Monitoring Reports (AMRs). The current LDP Tourism policies can be found at Appendix 1 for reference.

## **5. LDP AMR findings and Review Report Conclusions**

Policy TOU/1 - Sustainable Tourism Development sets out the key objectives with regards to the Council’s approach to the areas where tourism development will be supported. It is clear and does not require any amendment.

Policy TOU/2 - Sustainable Tourism and Recreational Developments was formed for large scale tourism developments, especially accommodation additions to recreation sites. It is generally working well and has been used to promote and defend sites which do not comply. Amendments to help clarify the Policy may be required at Review.

Policy TOU/3 - Holiday Accommodation Zone was somewhat of an inherited situation, which was updated and revised according to the latest survey work. However, market influences have the ultimate control and the area has seen a small number of properties wishing to close and be put on the market for various reasons. Lenders also prefer the open market properties to economic ones. An amendment at Review is considered necessary to allow for greater flexibility in the policy.

Policy TOU/4 - Caravan and Camping Sites is strictly in terms of the coastal areas in only allowing site improvements and promoting lower densities. In the rural area there is some change to the policy needed in order to address the existing large scale static sites from over-developing into sensitive landscapes. An amendment at Review will be necessary.

Two strategic objectives are of particular relevance to this LDP area:

- SO5: Encourage the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests.
- SO8: Assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year round tourism industry.

There are no concerns over the implementation of the strategic objectives. As stated above some factors have become apparent with TOU/2, TOU/3 and TOU/4 and minor amendments are planned at LDP Review stage, none of the changes go to the heart of the plan or strategy but will add further clarity.

It is considered that the policies are aiding to deliver the Strategic Objectives SO5 and SO8 in the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests. They also assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year round tourism industry where development complies with other policy in the LDP.

It should be noted that the above AMR findings are based on set indicators whereas proposed changes/additions in the RLDP will take into account changes in legislation, guidance and planning decisions.

## **6. LDP Evidence Base**

The following new or updated evidence base will be required to inform the RLDP.

- Llandudno Tourism Vision\*
- Holiday Accommodation Zones
- Tourism Growth Strategy
- Conwy Destination Strategy
- Related Plans & Strategies
- LDP AMR and Review
- Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) Scoping
- Site Deliverability Assessment

\*The aim of the Llandudno Tourism Vision will be to provide an analysis of Llandudno's key assets and an understanding of the current offer to visitors and assess the shape of future investment in the resort. This will include the assets, attractions and companies related to the tourism industry. Focus will also be placed on the tourism offer during the winter season.

In order to examine the future direction for the visitor economy, it is important to understand the current and historic position in terms of visitor profile and expenditure, key markets and historic trends in the sector. To establish the current position of tourism activity, expenditure and impact we will collate existing information detailing the visitor capacity of the area. This will include data on accommodation stock, accommodation occupancy, trip type, trip duration, and trip spend where available. Analysis will also focus on winter visitor numbers to satisfy the study's winter tourism aspirations.

## **7. Key issues**

### **Adventure Tourism**

Adventure Tourism is a growing market, with new attractions within and in close proximity to Conwy County. The Authority has supported new tourism proposals such as Surf Snowdonia in Dolgarrog. Welsh Government wish to promote Wales as the world's capital of adventure tourism, 2016 was the Year of Adventure and subsequent annual themes have been announced to promote Wales's greatest strengths and focus activities, events and attractions on the strongest qualities of the Welsh tourism offer. New and existing adventure tourist attractions within or close to Conwy include;

- Coed y Brenin Outdoor pursuits centre,
- Surf Snowdonia, Dolgarrog
- Bounce Below and Zip wires, Blaenau Ffestiniog
- Zip World, Bethesda
- Zip World Fforest, Betws y Coed
- Mountain bike centre, Blaenau Ffestiniog

North West Wales has witnessed a considerable growth in activity based tourism over recent years and it is regarded as a potential major future growth area within Conwy. Furthermore, adventure tourism offers great opportunity to develop an all year round tourism product in that it is least affected by changes in the weather. The Heart of Adventure/Calon Antur Guide and website looks to brand the area as an international exemplar of good practice across the outdoor sector and highlights the range of activities available throughout the region.

The RLDP objectives and policies will continue to support the development and adaptation of a range of tourism attractions, in appropriate locations, to accommodate a wide array of activities in both the rural and urban areas.

### **Rural Business Diversification**

In rural areas, tourism-related development is an essential element in providing for a healthy, diverse, local and national economy. The Authority recognise that some agricultural business may need to diversify in order to provide additional income, this sometimes involves the conversion of existing underused buildings into short term self-catering holiday accommodation. Policies within the Local Development Plan support the conversion of certain agricultural buildings where appropriate. The main purpose of the policies are to provide some form of economic benefit and not to permit second home occupation.

There have been a number of enquires/applications for new campsite or caravan sites on existing farm holdings. With these new types of small scale 'glamping' accommodation becoming increasingly popular the Authority will need to consider these types of applications and draft appropriate policy to support the development of small scale low impact alternative accommodation associated to genuine farm diversification. New developments would need to be in suitable locations and not have a negative impact on the landscape. Specific policies may be required to ensure farm and rural business diversification is appropriate, assists the retention of the enterprise and benefits the rural economy.

### **Alternative forms of accommodation**

In recent years since the adoption of the LDP there has been an increase in the types of self-catering/temporary accommodation on the market. The types of accommodation that have been seen are pods, yurts, tepees and wooden tents, collectively these are known as 'glamping'. There has been increasingly more enquiries and applications regarding these



alternative types of accommodation, both to be used on new sites and also existing sites within Conwy. The Authority is likely to experience an increase in planning applications for these non-traditional types of accommodation.

This type of 'low impact' accommodation can be aesthetically more acceptable than 'traditional' forms of accommodation such as static caravans. Therefore, current LDP policies will require modification to ensure that all types of holiday accommodation are included and assessed appropriately.

### **Creating a night-time economy and a winter visitor offer**

The night-time economy and a compelling winter visitor offer are fundamental to establishing Conwy County as a year-round destination. To grow this market, and ensure as many of these bookings as possible are overnight stays, Llandudno needs to offer more things for visitors to do in the evening, including offering more places that are open to eat. Meanwhile the STEAM1 data shows that visitor numbers across the county dip significantly from November through to February. This doesn't mean that people don't holiday during the winter months, they're just choosing to go elsewhere. Whilst Llandudno is the key destination within the county, investment must be across the county to ensure a consistent visitor experience. Core to attracting more visitors through these months will be programmes to invest in attractor events at this time of year and developing/investing in attractions which can be enjoyed through the winter. This would encourage more accommodation to be available at this time, contributing to the overall ambition of improving the tourism range and creating the environment for full-time, quality jobs.

The RLDP objectives and policies will continue to support the development and adaptation of a range of tourism attractions and facilities to improve the winter tourism offer for the area.

### **Holiday Accommodation**

A successful tourism destination is highly dependent on the quality, level and type of accommodation available within that area. Providing quality accommodation is one of Conwy's key priorities, there is a need to ensure there is a sufficient supply and range of quality accommodation to meet changing market needs, accommodate growth and support a thriving tourism economy. Furthermore, it is also recognised that a broader range of serviced accommodation would allow more choice for the visitor and appeal to the growing short break market.

### **Cultural Tourism**

The Destination Conwy Management Plan identifies heritage as one of the fastest growing tourism sectors in Wales and the UK with more than half of the top 20 visitor attractions in Wales being historic sites. WG is managing a project to develop heritage tourism in Wales, which will help maximise the economic value of heritage by increasing the number, length and value of visits to Wales. The project will also help open Wales's outstanding heritage to a wider audience by making it more enjoyable both for visitors and for people who live in Wales. Cadw is working with communities, heritage partners and the tourism sector across Wales to improve the visitor experience and provide a more integrated range of heritage tourism activities by developing heritage tours, trails and events packages.

Conwy's cultural heritage is rich and diverse and includes examples such as Conwy Castle World Heritage Site which is an essential part of the all Wales project as an important historic, economic and social asset.

## 8. Proposed amended and new policies

Taking into account the issues detailed above, it is proposed that the following policies will need amending as part of the RLDP:

Policy	Comment
TOU/1- Sustainable Tourism	Changes to reflect other Policy revisions and new policy additions.
TOU/2 – New sustainable tourism and recreational developments	More clarity is required to support the provision of ‘tourist attractions’ primarily. This policy will require re-wording and clarification that the accommodation element should only be ancillary and proportionate to the attraction. Remove reference to the former Dolgarrog Aluminium Works site which is now Surf Snowdonia.
TOU/3 – Holiday Accommodation Zone	Recent applications indicate that in certain circumstances an element of flexibility may be required in relation to Holiday Accommodation Zones. Perhaps a two tiered system to protect the ‘primary’ accommodation stock (i.e, Llandudno Promenade) from alternative uses and allow a more flexible approach to the ‘secondary’ stock areas – subject to a sound evidence base and strict criteria.
TOU/4 – Chalet, caravan and camping sites	This policy will require changes to clarify CCBC’s approach and what is meant by reference to ‘static caravans’, control increases to already large sites, consider modern forms of low impact accommodation and separation of existing & new sites. Also, possible separate policy for camping & caravan sites.

In addition, new policies may be required to cover the following issues;

Adventure Tourism sites	Where appropriate to support the principle of new and expanded sites in line with a revised Policy TOU/2
Alternative forms of holiday accommodation	Consideration to be given to modern, low impact forms of holiday accommodation such as yurts, huts, pods, etc.
Rural Diversification	There have been a number of applications granted to support existing rural businesses to diversify and provide alternative holiday accommodation. Possible new policy specifically to address and clarify this issue.

Permanent new holiday accommodation	A new policy to provide criteria for the development of new and converted permanent holiday accommodation (eg, hotels, bunk houses)
-------------------------------------	---

## 9. Sustainability Appraisal / Strategic Environmental Assessment

The Sustainability Appraisal Scoping Report outlines the proposed approach to the RLDP's Sustainability Appraisal (SA), incorporating a Strategic Environmental Assessment (SEA), to ensure that it meets social, economic and environmental objectives. The SA/SEA is an important process in identifying areas of change and mitigation measures to ensure the RLDP is sustainable and in compliance with the Planning (Wales) Act and the Well-being of Future Generations Act.

The following SA objectives are particularly relevant to tourism;

- **Employment and Skills:** Increase the number and quality of employment opportunities to meet identified needs, whilst improving the level of educational attainment and skills amongst residents.
- **Transport and Communications:** Enhance the accessibility of public services, economic opportunities and markets through improving infrastructure and creating a sustainable transport network, whilst also ensuring access to high quality communications and utilities.
- **Economic Growth:** Deliver sustainable economic growth and maximise the economic contribution of the CCBC area to the North Wales region, including through diversifying and strengthening the local economic base.
- **Cultural Heritage:** Conserve, protect and enhance the historic environment and cultural assets, including the use of the Welsh language.

The RLDP will be of specific importance in determining the acceptability, including in environmental terms, of the proposed location, nature, size and operating conditions of all new development proposals.

## 10. Conclusion

There is a need to encourage and, where possible, safeguard the tourism sector, particularly in the coastal resorts, and exploit tourism potential in the natural and built environment to increase the all year round tourism offer. Adventure and cultural tourism are growing sectors within Conwy and North Wales and CCBC will aim to further develop the region as a place for such tourism businesses to thrive, raise standards and encourage skills and careers. Holiday accommodation, particularly within the coastal towns, will need to be carefully controlled and protected to ensure an adequate supply and range of good quality accommodation to meet the all year round tourism market needs.

This Tourism Topic Paper seeks to establish the key issues to be addressed and the evidence required early in the RLDP process but as the Plan will take at least three years before adoption new evidence and issues may arise. Based on the current evidence available it is considered that the proposed new and amended policies would provide a more robust approach to delivering CCBC's tourism strategy. A key stakeholder group will regularly review the evidence base to identify strategic changes to policy objectives and evidence and then recommend updates to the background papers.

## Appendix 1: Existing LDP Policies

### **STRATEGIC POLICY TOU/1 – SUSTAINABLE TOURISM**

The Council will promote a sustainable tourism economy by:

- a) Supporting, in principle, proposals for new high quality all-year round sustainable tourism development that diversifies the economy and encourages cross-boundary links with neighbouring authorities, in line with Policy TOU/2 – ‘New Sustainable Tourism and Recreational Development’;
- b) Resisting proposals that would result in the loss of serviced accommodation, in line with Policy TOU/3 – ‘Holiday Accommodation Zone’;
- c) Control the development of both new sites and extensions to existing sites for chalets, static and touring caravans and camping within the Plan Area, in line with Policy TOU/4 – ‘Chalet, Caravan and Camping Sites’;
- d) Support, in principle, proposals to extend the holiday season in off-peak periods for existing chalets, static and touring caravans and camping sites whilst sustaining environmental and heritage qualities as set out in Policy TOU/4;
- e) Improve connectivity by supporting the delivery of improved links at Foryd Harbour, improvements to the Wales Coastal Path and through the Public Rights of Way Improvement Plan in line with Strategic Policy STR/1 – ‘Sustainable Transport, Development and Accessibility’ and Policy TOU/2;
- f) Support, in principle, the establishment of new or converted high quality (4 and 5\*) hotels which broaden the range of accommodation available in line with Policy TOU/2.

### **POLICY TOU/2 – NEW SUSTAINABLE TOURISM AND RECREATIONAL DEVELOPMENT**

1. New high quality sustainable tourism and recreational development within the Urban and Rural Development Strategy Areas will only be supported provided all the following criteria are met:
  - a) The proposal represents an all year-round high quality tourism offer which provides a range of tourism facilities and leisure activities;
  - b) The proposal is appropriate in scale and nature to its location and demonstrates resource efficient design;
  - c) The proposal is supported by evidence to demonstrate that there would be local employment benefits in terms of the number and range of jobs;
  - d) The proposal is sustainably accessible and encourages the use of non-car based transport;
  - e) The proposal makes use of any suitable existing buildings in preference to new build and previously developed land in preference to greenfield sites, where appropriate;

- f) The proposal would not have an unacceptable adverse impact on occupiers of neighbouring properties;
  - g) The proposal would support and extend the range of facilities on offer within the County;
  - h) The proposal- would assist the Council's regeneration objectives of Conwy;
  - i) The proposal meets other related policies in the Plan;
  - j) The proposal would not appear obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment.
2. New high quality holiday accommodation will only be supported where it forms an ancillary or complementary part of an existing or proposed new tourism development scheme and meets all of criteria 1 a) – j) above. There will be a presumption against the development of new static caravan sites.
  3. Land at the former Dolgarrog Aluminium Works will be safeguarded for the purposes of an all year round sustainable tourism and recreation facility.

### **POLICY TOU/3 – HOLIDAY ACCOMMODATION ZONE**

Holiday Accommodation Zones are designated in Llandudno and shown on the proposals map. To safeguard an appropriate level of serviced accommodation for tourism, proposals for the redevelopment or conversion of existing serviced accommodation to other uses will not be permitted within the zones.

### **POLICY TOU/4 – CHALET, CARAVAN AND CAMPING SITES**

1. There will be a presumption against the development of new static caravan sites. Proposals for the improvement of existing sites within the Urban Development Strategy Area will only be permitted provided that the development:
  - a) Does not increase the number of static caravan or chalet units on the site, although minor extensions to the area of a site to facilitate density reduction and environmental or amenity improvements may be permitted;
  - b) Promotes a higher quality holiday accommodation, facility and design;
  - c) Would not appear visually obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment;
  - d) Accords with the Development Principles and other related policies within the Plan including the joint protocol on flood risk for Towyn and Kinmel Bay;
  - e) Is accompanied by a Biodiversity Statement which indicates where biodiversity gains will be achieved in line with Policy NTE/3.

2. Extensions or improvements to existing chalet, caravan and camping sites within the Rural Development Strategy Area will only be permitted providing that the development conforms to all of the following criteria:

- a) The site is within or adjacent to, and would form part of, an existing chalet, caravan and camping site;
- b) Any increase in the number of pitches or accommodation units proposed over the Plan Period is small in scale, relative to the scale and extent of existing provision within the same chalet, caravan or camping site;
- c) The scheme would not result in an unacceptable concentration of sites or pitches at any one locality or area;
- d) Suitable access can be achieved and the development does not result in an unacceptable risk to highway safety;
- e) Compliance with criteria 1. b) – e) above.

The term 'camping site' encompasses touring caravans, tents and yurts, whilst schemes for timber pods or alternative small structures will be assessed on their own merits in line with the above criteria.

3. The Council will permit the extension of the holiday season for existing caravans, chalets and camping sites provided the site is suitable for such an extended use, that the extended season would not increase the consequences of an extreme flooding event, and that the development will be used only for holiday purposes.

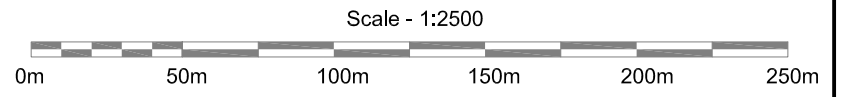
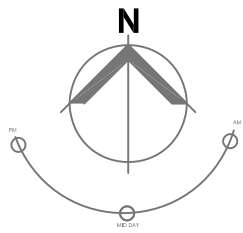
## Appendix 2: Tables from Planning Policy Wales 9

Spatial policies that the RLDP may address;

<b>Paragraph</b>	<b>Policy Issue</b>
11.1.10	Availability of recreational land and water resources
11.2.1	Sustainable tourism proposals
11.2.3	Protection of open space
11.2.5	Sympathetic use of greenways

Topic based policies that the RLDP may address;

<b>Paragraph</b>	<b>Policy Issue</b>
11.2.1	Sustainable provision for tourism
11.2.1	Rural diversification
11.2.2	Standards of provision
11.2.3	Tourism development and provision of open spaces
11.2.4	Safe cycle routes
11.2.6	Multi-purpose and adjacent tourism and recreation uses



Proposed 2 x Bed - Lodge / Cabin on Stilts



Proposed 1 x Bed - Lodge / Cabin on Stilts



Proposed Farm Shop - Modern Agricultural Building



Proposed Farm Shop Timber Pods / Stalls - Wood Fired Pizza - Welsh Food - Local Jams & Chutney etc.



Proposed Site Plan

KEY :

- Order Limits / Works Corridor
- Social Hub - Covered Cook Out - BBQ Area - Picnic Tables
- New Wetland / Pond Water Feature with Reed Beds & Grasslands
- New Shrubs, Plants & Landscaping
- New Tree Planting
- New Oak Frame Car Port with Green ECO Roof Meadow Mix
- 1 x Bed - Lodge / Cabin on Stilts
- 2 x Bed - Lodge / Cabin on Stilts
- Cycling Pod / Lodge / Cabin on Stilts
- Proposed Farm Shop - Modern Agricultural Building
- Proposed Farm Shop Timber Pods / Stalls - Wood Fired Pizza - Welsh Food - Local Jams & Chutney etc.
- Kids Playground Area with Zip Line

Note: All Roads & Paths within the Minerals Zone / Area are to be Grasscrete or Farm Tracks

ISSUE TYPE

**PROPOSED FEASIBILITY DRAWINGS**



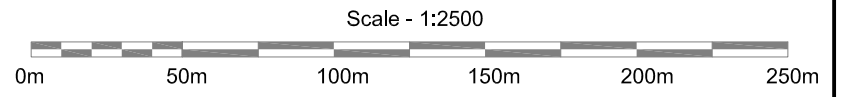
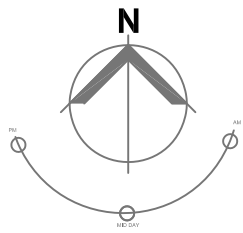
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Proposed 2 x Bed - Lodge / Cabin on Stilts



Proposed 1 x Bed - Lodge / Cabin on Stilts



Proposed Farm Shop - Modern Agricultural Building



Proposed Farm Shop Timber Pods / Stalls - Wood Fired Pizza - Welsh Food - Local Jams & Chutney etc.



Proposed Site Plan

**KEY :**

- Phase 1 - Development
- Order Limits / Works Corridor
- Social Hub - Covered Cook Out - BBQ Area - Picnic Tables
- New Wetland / Pond Water Feature with Reed Beds & Grasslands
- New Shrubs, Plants & Landscaping
- New Tree Planting
- New Oak Frame Car Port with Green ECO Roof Meadow Mix
- 1 x Bed - Lodge / Cabin on Stilts
- 2 x Bed - Lodge / Cabin on Stilts
- Cycling Pod / Lodge / Cabin on Stilts
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ISSUE TYPE

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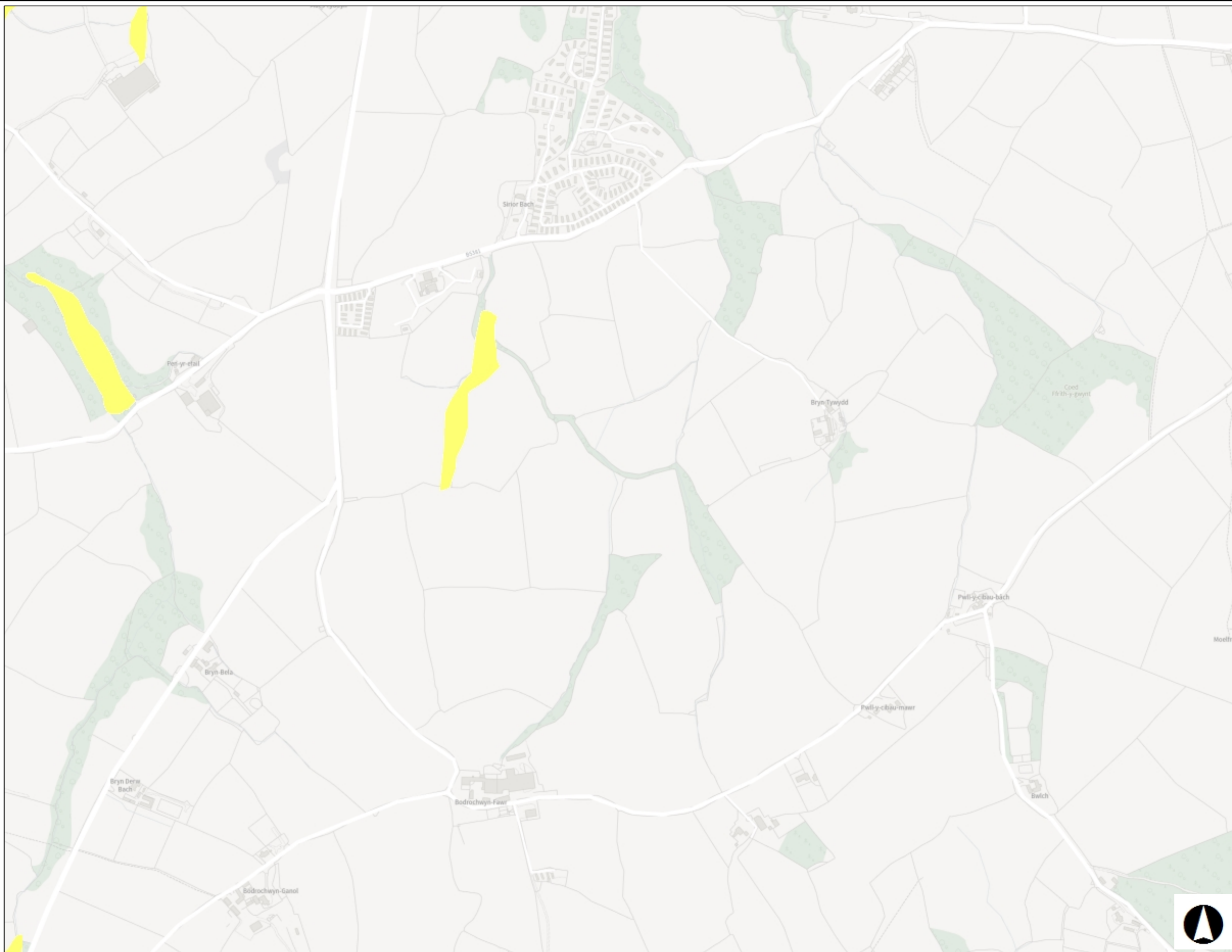
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**B R A R C H I T E C T U R E**

Map Perygl Llifogydd / Flood Risk Map -

Allwedd / Map Key

- Zone C1
- Zone C2
- Zone B
- Zone A



Graddfa / Scale at A3 1:6,614

Dyddiad / Date  
05/06/2024

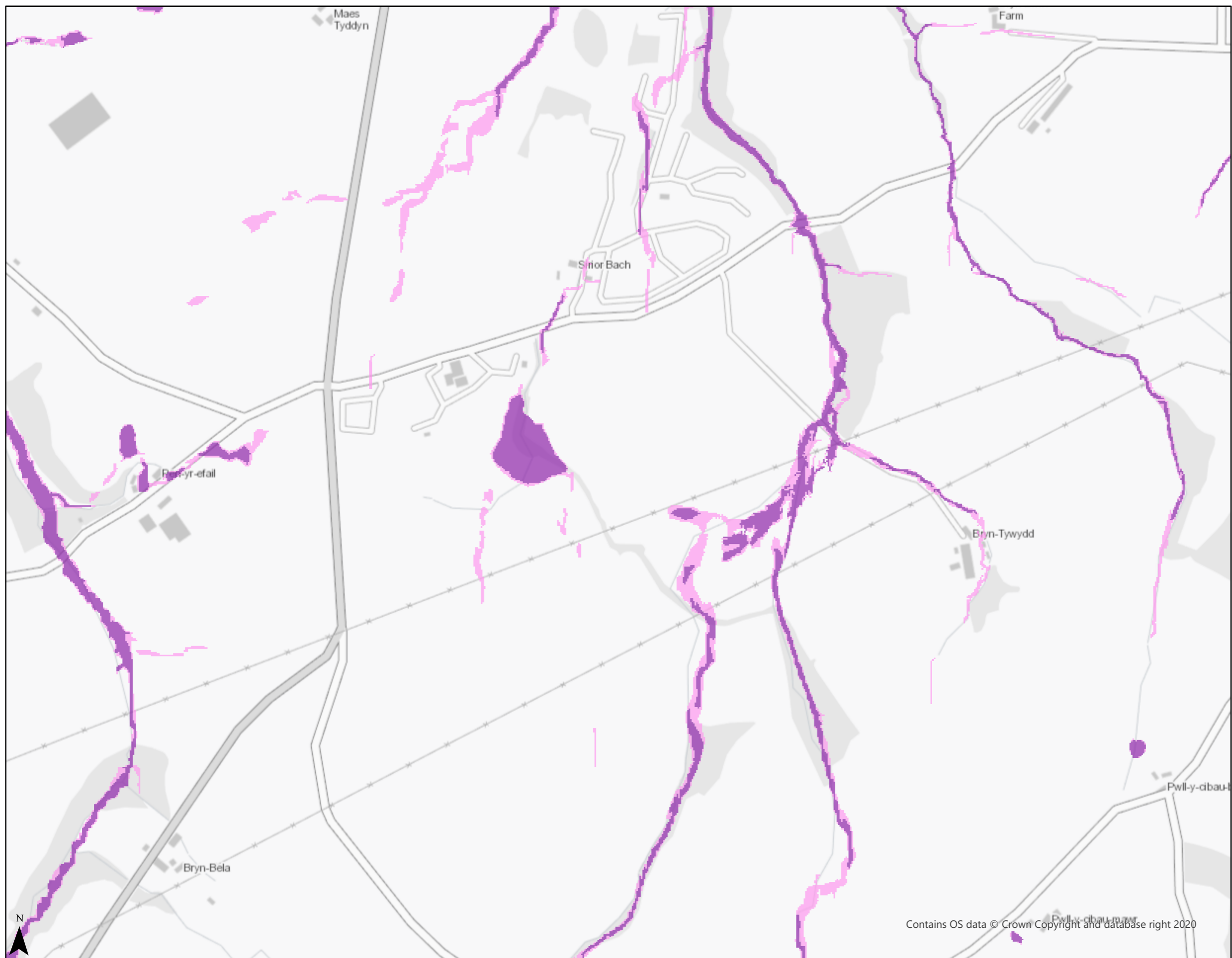


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**Flood Map for Planning - Detail**  
**G Parry**

**Legend**

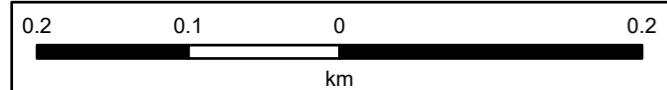
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- TAN15 Defended Zones
- Rivers
- Sea
- Rivers and Sea
- Rivers
- Flood Zone 3
- Flood Zone 2
- Sea
- Flood Zone 3
- Flood Zone 2
- Surface Water and Small Watercourses
- Flood Zone 3
- Flood Zone 2
- Flood Risk from Reservoirs
- Main Rivers



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Scale at A3: 1:5,000

Date: 05/06/2024



British National Grid

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