
**Conwy County Borough Council
Replacement Local Development Plan
(RLDP) (2018 – 2033) – Call for Sites**

Land at Dinerth Road, Rhos on Sea, Conwy, LL48 4UL

Welsh Government

September 2022

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Status: Final
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For and on behalf of Avison Young (UK) Limited

1. Preface

- 1.1 This representation has been prepared by Avison Young, on behalf of the Welsh Government, as part of the consultation exercise being carried out by Conwy County Borough Council (CCBC) in respect of the invitation to submit affordable housing led sites for inclusion in the Conwy Replacement Local Development Plan (RLDP) (2018 – 2033) where at least 50% of the housing will be affordable (social rented and /or intermediate).
- 1.2 This representation is made in respect of and to safeguard the existing housing allocation of the land at Dinerth Road, Rhos-on-Sea, which is currently allocated for housing (65 dwellings) under Policy HOU/1 (Site – Dinerth Road) of the adopted Conwy Local Development Plan (LDP) 2007-2022 (adopted October 2013).
- 1.3 The land subject to this representation falls within the ownership of the Welsh Government.
- 1.4 We understand that the RLDP will identify specific sites to deliver housing, employment and other major development needs, such as retail, in Conwy up to 2033. This stage in the preparation of the RLDP is a call for candidate sites and invites developers, landowners, and other interested parties to submit details of potential sites for development or reuse.
- 1.5 The site presents a significant opportunity to deliver sustainable, high quality, new housing (comprising affordable and open market) on vacant, previously developed (brownfield), sustainably located land within an established residential area.
- 1.6 Further details of the proposed candidate site are clearly set out in the completed Call for Sites Form that accompanies this statement, together with a plan indicating the extent and make-up of the site itself.

2. The Site Context

- 2.1 The site (as shown in Figure 1 below and at Appendix I) extends to some 1.8 hectares and comprises vacant, previously developed (brownfield) land.



Figure 1: Site Location Plan

- 2.2 The site lies to the south-east of Dinerth Road towards the centre of Rhos-on-Sea and is set within a largely residential area, which represents the dominant land use and bounds the site on all sides.
- 2.3 Rhos-on-Sea is situated on the North Wales coast with Colwyn Bay located approximately 3.4km to the south-east and Llandudno 6.7km to the north-west.
- 2.4 The site itself is bound by Dinerth Road to the west, Stuart Drive to the north and Princess Avenue to the east.
- 2.5 Access to the site is gained via a simple priority T-junction located on Dinerth Road, approximately 80m southwest of the Llandudno Road junction. This existing access accommodated all vehicular movements associated with the site's previous office use.
- 2.6 The site is occupied by a single storey office development (with some limited first floor elements for plant rooms etc.), comprising six main blocks laid out in a stepped fashion down the site, from south-east to north-west, connected by corridors between the blocks. A seventh smaller block is located in the centre of the site. The blocks are set within lawns and largely surrounded by on-site car parking areas.

- 2.7 The site has been vacant for a number of years and is available for residential redevelopment. Its last use was as a government office and was occupied by Conwy County Borough Council's education and social services departments.
- 2.8 The site is located within Flood Risk Zone A as defined by NRW's Development Advice Map. There are no heritage designations on or immediately adjacent to the site, although the remains of Llys Euryn Medieval House, which is a Scheduled Ancient Monument and a Grade II Listed Building, is around 60 metres from the south-eastern boundary of the site. However, it is physically separated from the site by woodland and the properties on Princess Avenue.

3. Background

Existing Planning Policy Context

- 3.1 The subject site falls within the settlement boundary for Llandrillo-Yn-Rhos / Rhos-on-Sea, as defined by the proposals map accompanying the Conwy Local Development Plan (LDP) 2007-2022 (adopted October 2013).
- 3.2 The site is allocated for residential development (65 dwellings) under LDP Policy HOU/1 (Site – Dinerth Road).
- 3.3 In terms of affordable housing, LDP Policy HOU/2 requires an affordable housing provision of 35% in Rhos-on-Sea although Policy HOU/7 states that a higher affordable housing provision will be sought on Council and Government owned sites, where viable.
- 3.4 In terms of density, LDP Policy HOU/4 seeks a density of 30 dwellings per hectare on allocated sites and large windfall sites (10 dwellings above).
- 3.5 In terms of mix and tenure, LDP Policy HOU/5 states that housing developments should reflect the requirements for tenure, house types and sizes as set out in the Local Housing Market Assessment (LHMA) and the Affordable Housing/First Steps Registers, unless it can be demonstrated that local circumstances suggest a different housing mix would better meet the local needs.
- 3.6 According to Natural Resources Wales' Development Advice Map, the site is located within Flood Zone A (i.e. considered to be at little or no risk of fluvial or tidal/coastal flooding). Technical Advice Note (TAN) 15 provides guidance on development and flood risk. It indicates that development can take place within Zone A with no need to apply the justification test and no need to consider flood risk further.

Planning History

- 3.7 There are no planning history records for the site held on the local authority's website.

Rationale for Safeguarding the Housing Allocation

- 3.8 Conwy's LDP was adopted in October 2013. In accordance with statutory requirements there is a need to commence a full review of the LDP every four years, the process for which has now commenced. This will assist in meeting the deadline for having an adopted replacement LDP in place to avoid having a local policy vacuum that the new regulations threaten to create.
- 3.9 The subject site is identified as a housing allocation in the adopted Conwy LDP. The site has received meaningful interest in recent years from prospective purchasers proposing its redevelopment for residential purposes. It is on this basis that this representation has been prepared to safeguard the site as a housing allocation in the replacement LDP which can deliver much needed affordable housing.

4. Site Assessment

Principle of Residential Development

- 4.1 The principle of residential development is established by way of the site's allocation in the current Local Development Plan and its location within the settlement boundary of Rhos-on-Sea, which is identified as within the Urban Development Strategy Area. The site is vacant and represents previously developed (brownfield) land.
- 4.2 The site is located within a largely residential area, which represents the dominant land use and bounds the site on all sides, so its future redevelopment for residential purposes would be compatible with and complimentary to those adjacent uses.
- 4.3 The allocation and future redevelopment of the subject site for residential purposes is therefore considered acceptable in principle, subject to sustainability principles and impact on visual and residential amenity, biodiversity/nature conservation, trees/landscaping, highway safety etc.
- 4.4 The key material planning considerations associated with the development of the site for residential use are discussed below.

Transport

- 4.5 Dinerth Road connects with Llandudno Road to the north and the A547 Conwy Road to the south via an underpass beneath the A55 North Wales Expressway. Dinerth Road is lit by an appropriate system of street lighting, is approximately 7.3m wide with 2.0m wide footways on either side, and subject to a 30mph speed limit.
- 4.6 Local pedestrian facilities in the area are excellent with approximately 2.0m wide footways on either side of Dinerth Road, which connect onto the wider pedestrian infrastructure within Rhos-on-Sea. Cycling in the immediate vicinity of the site is accommodated via on-carriageway routes.
- 4.7 Bus stops are located at a distance well within 400m (<5 minutes' walk) from the site on Llandudno Road and Dinerth Road. From these stops, regular buses operate between Rhyl and Llandudno via Llanddulas and Colwyn Bay; between Conwy and Llysfaen via Llandudno, Llandrillo and Colwyn Bay; as well as between the Railway Station (Colwyn Bay) and Abergele.
- 4.8 The nearest railway station is located in Colwyn Bay some 2.7km southeast of the site, which can be reached by car in four minutes, public transport (Service 12) in 13 minutes or by cycle in 13 minutes, based on an average cycle speed of 12km/h.
- 4.9 The site is in the centre of Rhos-on-Sea and is well located to encourage sustainable modes of travel due to its proximity to the facilities and amenities of Rhos-on-Sea and bus/rail links to key settlements and employment centres further afield.

- 4.10 In terms of sustainability, the site is well linked to existing walking, cycling and public transport infrastructure, including bus and rail, allowing sustainable travel options to/from the site and destinations further afield. As such, the site is very accessible by means of transport other than the private car. Furthermore, there are a range of local facilities nearby. There is a convenience store opposite the site entrance; a primary school and a further education college within Rhos-on-Sea; a secondary school nearby at Penryn Bay; a range of local facilities and services in Rhos-on-Sea centre approximately 1km walk from the site, along with a wide range of other amenities nearby. The site has access to all key services.

Ecology

- 4.11 There are no known ecological issues or constraints associated with the site's future redevelopment. There are no known non-statutorily designated sites within 2 km the site.
- 4.12 A preliminary ecological assessment as previously been undertaken to seek signs of the presence of protected species; specifically bats. No evidence, such as bat droppings, urine staining, or live animals were recorded as a result of the survey effort and generally the building was considered to offer negligible potential to be exploited for roosting purposes.
- 4.13 In summary, there are limited opportunities for ecological presence on the site. Based on the past survey work which has been undertaken, there are no ecological constraints associated with the site's allocation for housing.

Trees

- 4.14 A survey of the trees on site was undertaken in August 2017. A total of 19 no. individual trees were surveyed and assessed at the site. Of the individual trees, 14 no. were assessed as Category C (Low Quality and Value) and 5 no. were assessed as Category U (Unsuitable for Retention). There are no trees of particular note on site.
- 4.15 A small number of peripheral trees would probably need to be removed as part of the site's future redevelopment for housing.

Flood Risk

- 4.16 According to the Development Advice Maps (DAMs) included within Technical Advice Note (TAN) 15, the subject site is located within Flood Zone A and is not at risk of flooding.

Welsh Language

- 4.17 Technical Advice Note 20 (Planning and the Welsh Language) seeks to safeguard and promote the interests of the Welsh language through development proposals.
- 4.18 In accordance with this policy context, the impact of the proposal on linguistic character of the surrounding area is a material consideration. The provision of much needed affordable housing will provide further opportunities for Welsh speakers to remain in the area. As such, safeguarding the allocation of the site within the RLDP will not have a detrimental impact upon the needs and intensity of the Welsh language.

Deliverability

- 4.19 One of the key objectives of the LDP preparation process is to ensure that sites allocated for development represent viable and deliverable opportunities. This is particularly the case for housing development to ensure that the housing land requirements of the RLDP can be met.
- 4.20 It is our view that the subject site continues to represent a viable and deliverable opportunity for residential development that occupies a sustainable location.
- 4.21 The site is not encumbered by any known legal constraints / covenants and is wholly owned by our client, the Welsh Government. As such, its development could be delivered within the revised Plan period and would make a significant contribution to the housing land supply for the County and the delivery of much needed affordable housing.

5. Summary

- 5.1 This representation has been made to safeguard the housing land allocation at Dinerth Road in Rhos-on-Sea and demonstrates that the site has the potential to deliver much needed housing (both affordable and open market housing) during the RLDP period (2018-2033).
- 5.2 The site is currently allocated for housing (65 dwellings) under Strategic Policy HOU/1 (Site – Dinerth Road) of the Conwy Local Development Plan (LDP) (2007-2022), which was adopted in October 2013.
- 5.3 The site falls within the settlement boundary for Llandrillo-Yn-Rhos / Rhos-on-Sea and is situated within an established residential area, which represents the dominant land use and bounds the site on all sides. As such, the site is considered to be suitable for housing development given its compatibility with the immediate neighbouring uses.
- 5.4 The considerations within this statement provide clear and material justification to safeguard the site in the RLDP for housing development, which will contribute to the performance of the emerging RLDP by continuing to provide a sustainable development opportunity for the delivery of much needed affordable housing.

Appendix I

Site Location Plan

Dinerth Road Government Offices Site Location Plan - GVA/SLP/DR1



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For illustrative purposes only.

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