

1966.28213

20th September 2019

Strategic Planning and Communities Manager
PO Box 1
Coed Pella
Conway Road
Colwyn Bay
LL29 7AZ

Dear Sir

Re: Preferred Strategy – Strategic Policy 11, Land at Llanrhos.

This representation is submitted on behalf of our Clients, Beech Developments Ltd.

Having previously suggested that the release of land in this locality would be an appropriate part of the Council's future development plan strategy, our Clients are pleased to see that the Council has considered it appropriate to include a site at Llanrhos within their Preferred Strategy as a potential Strategic Site.

Beech Developments, therefore, confirm their support for the proposed allocation, they are in discussions with all of the relevant landowners and there does not appear to be any reason why development in this area cannot be delivered within the Plan period in a comprehensive fashion so as to deliver the range of uses that the Council envisages.

However, Beech Developments have been looking at the proposals in a little more detail, it is apparent that the area of land identified for development within the Preferred Strategy, whilst potentially sufficient to provide 250 dwellings alone, would not be sufficient to provide the range of uses that the LPA has in mind for the mixed use development (including a primary school, open space and B1 employment land) in an attractive, comprehensive, development. Furthermore, the Concept Plan for the development, included within Appendix 2 to BP06, relates to a different area of land to that on the Plan within the Preferred Strategy, it demonstrates how more than 250 dwellings could be provided, but does so on a larger area of land.

Therefore, the proposed development at Llanrhos is supported, but, the following points are emphasised:

1. A development on the land identified for development can be delivered, however, the area of land identified within the Preferred Strategy is insufficient to provide 250 dwellings as part of a mixed use development as presently described. Further work would be necessary to assess the scale and type of development that could be provided within this site, Beech Developments would be happy to assist in progressing this if it was considered appropriate.
2. If 250 dwellings as part of a mixed use development is required in this locality, as envisaged in the Preferred Strategy, then additional land will need to be released.

Beech Developments have further considered the potential for development at Llanrhos in order to assess the scale of development that they consider could be appropriately delivered in this locality. The following documents are attached as part of this representation:

- a) Illustrative Masterplan.
- b) Landscape and Visual Overview.

The Masterplan illustrates how a comprehensive development could be provided comprising, the housing, open space, primary school and employment development that the Council has indicated that it wishes to see provided. This approach would involve the development area being extended around the southern side of the Robertson Research premises and the adjacent caravan site, as well as an extension of development to the south of Bryn Lupus Road.

Were this option to be accepted in full, then it is considered that the development would have the capacity to deliver approximately 480 dwellings. A further element to emphasise is that this approach would enable the potential primary school site to be located on the Pentwyn Road frontage (as part of a relatively open 'buffer' area) and from discussions with the Conwy Education Department, it would appear that this location would be viewed as preferable given that the school would be better located in relation to Deganwy from where it is envisaged that pupils would also be drawn.

The extended area was initially identified having regard to landscape considerations, however, having identified the potential development area, the potential impact of the proposed development has been assessed in greater detail within the appended Landscape and Visual Overview. The Overview concludes that the area is already significantly influenced by urban development, but the potential

development can be acceptably achieved, particularly through an approach that adopts landscape led principles.

In conclusion to this representation, we support the identification of the proposed Strategic Site at Llanrhos, however, we also invite the LPA to consider the allocation of a larger site that will better achieve the identified objectives of the Plan, including the provision of an increased number of dwellings.

Beech Developments would be happy to work with the LPA in progressing proposals for this area.

Yours faithfully

M GILBERT