

Heading:

REFERENCE NO. 45/2014/0927/PO  
FORMER HONEY CLUB SITE  
21-26 WEST PARADE, RHYL

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 Application Site

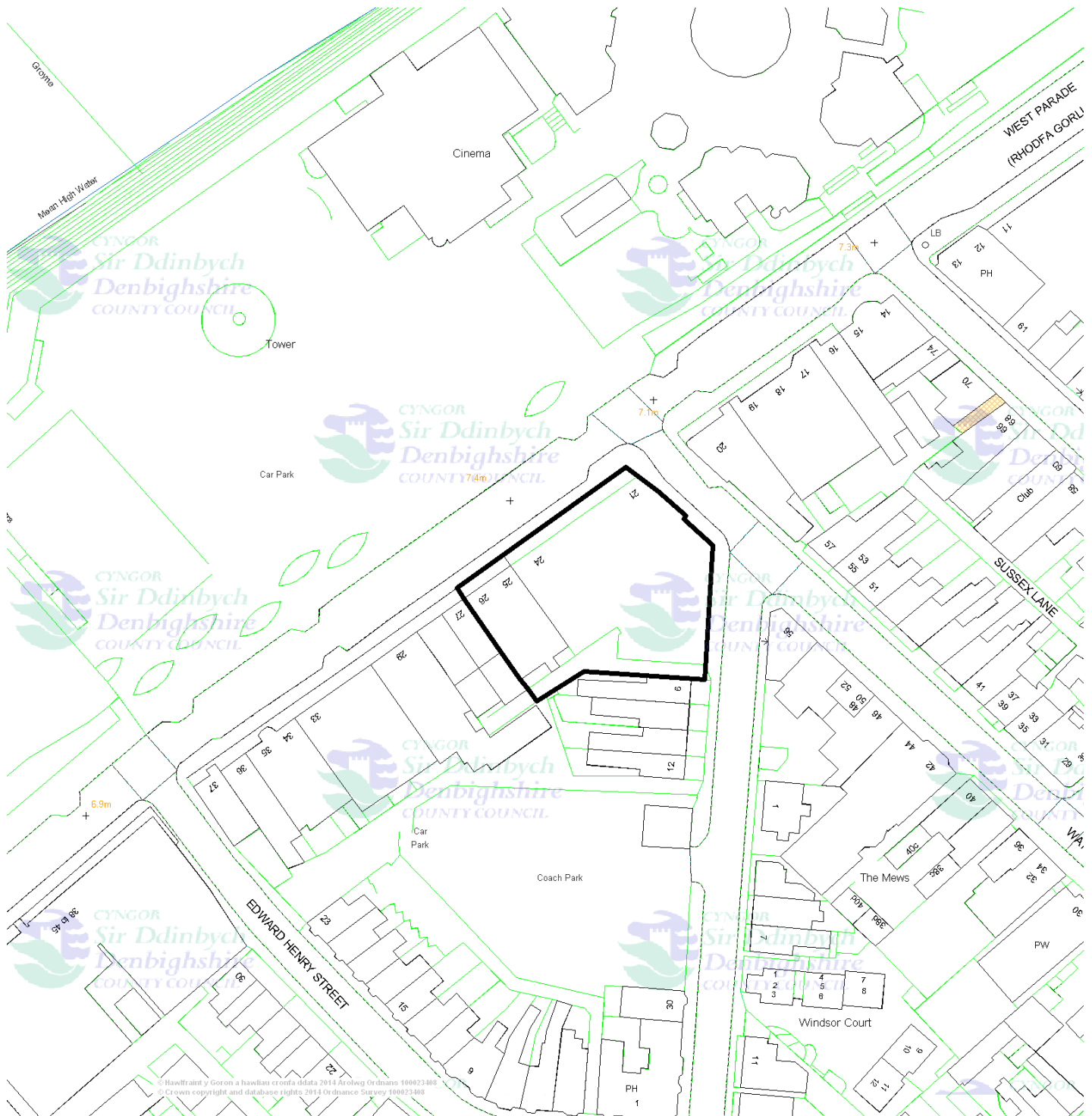


Date 28/8/2014

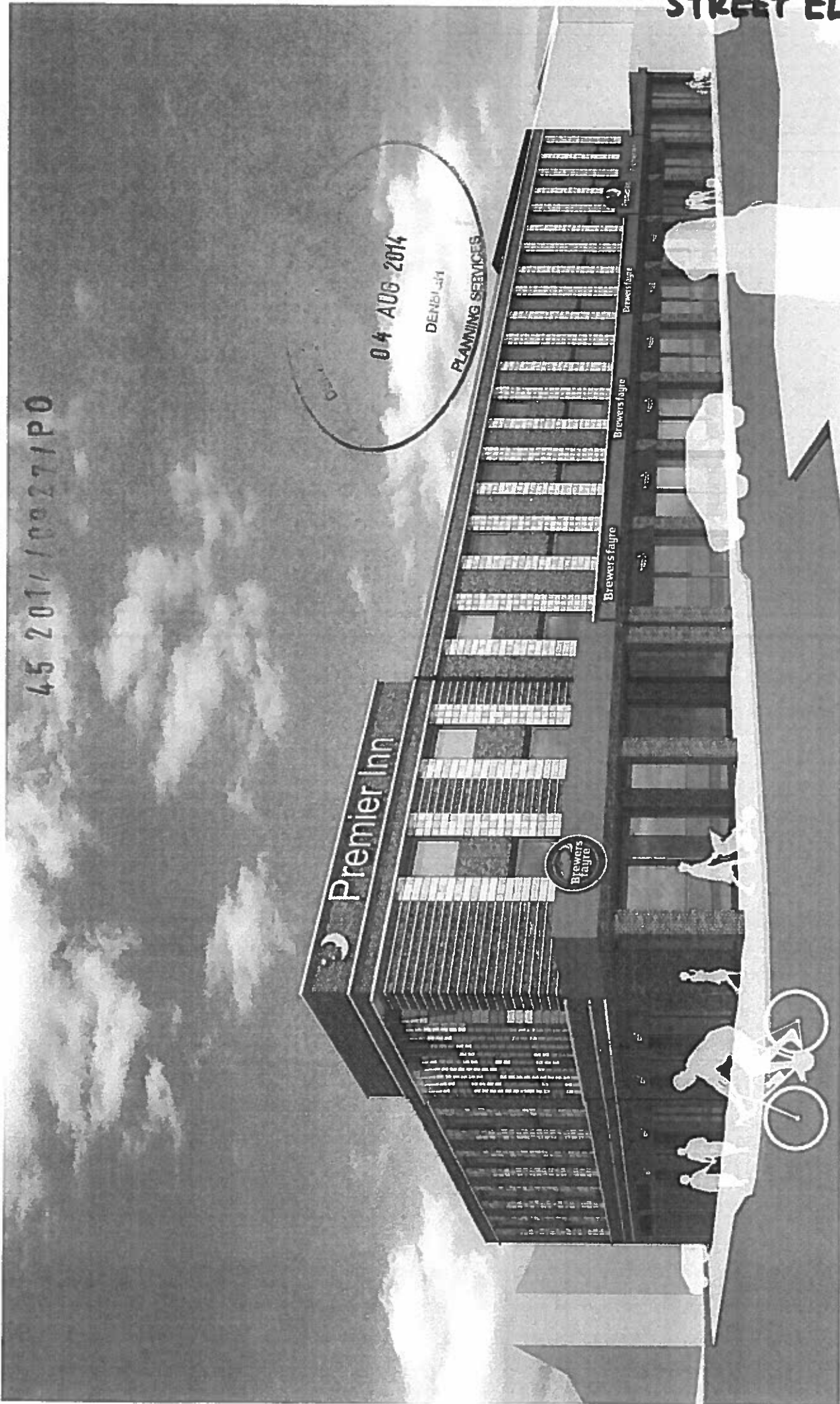
Scale 1/1250

Centre = 300523 E 381472 N

This plan is intended solely to give an indication of the LOCATION of the application site which forms the subject of the accompanying report. It does not form any part of the application documents, and should not be taken as representative of the proposals to be considered, which are available for inspection prior to the meeting.



# STREET ELEVATION



45 2011/100271P0

04 AUG 2014  
DENBI-31  
PLANNING SERVICES

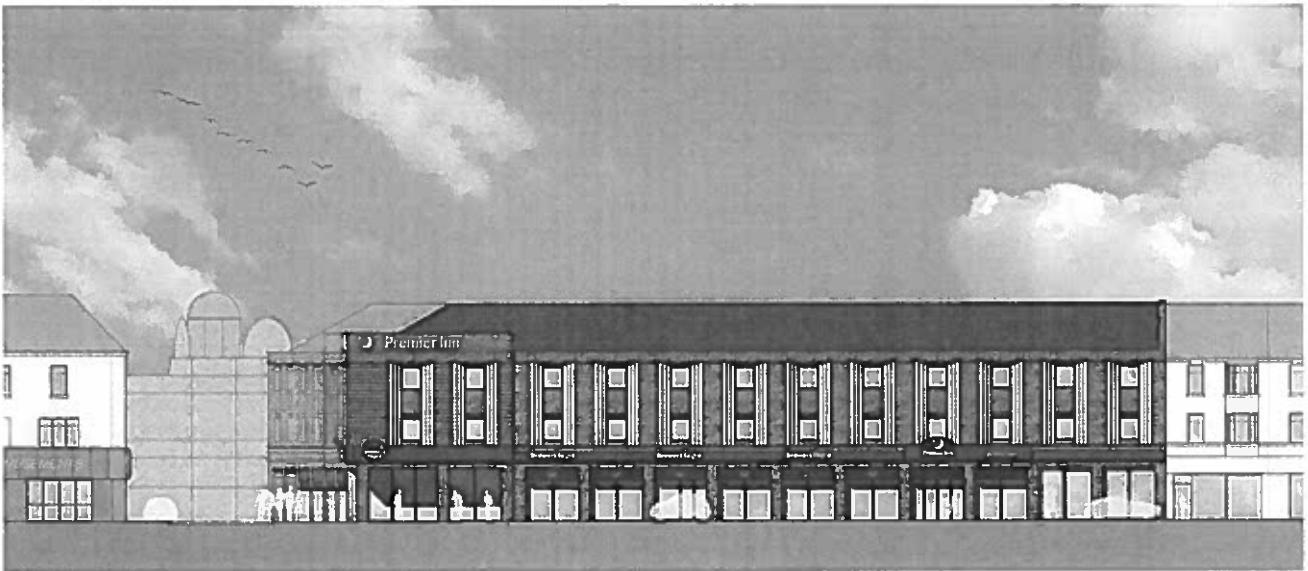
**Proposed Premier Inn Hotel on the former Honey Club Site, West Parade, Rhyl**  
Design and Access Statement  
Application Drawings

Formation Architects  
  
CHESHAM ESTATES

31 July 2014

# ELEVATIONS

7.1 West Parade elevation



\*40 signage maximum

West Parade elevation

7.2 Water Street elevation



\*40 signage maximum

Water Street elevation

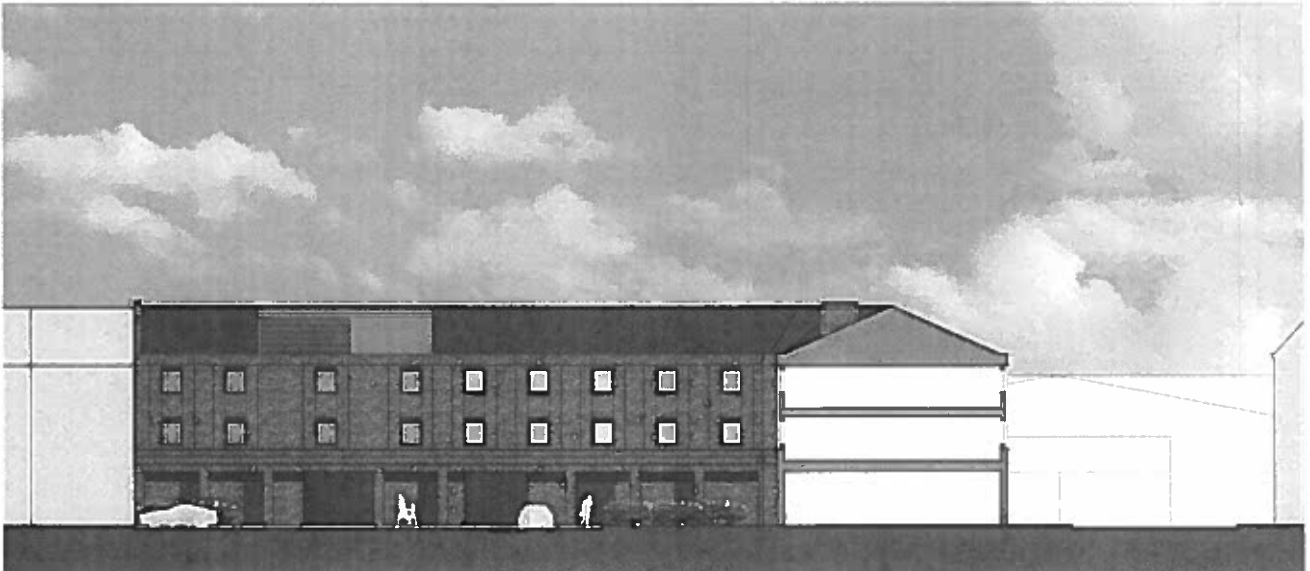
## 7.3 Crescent Road elevation



\*All heights indicated

Crescent Road and Water Street elevation

## 7.4 Rear elevation

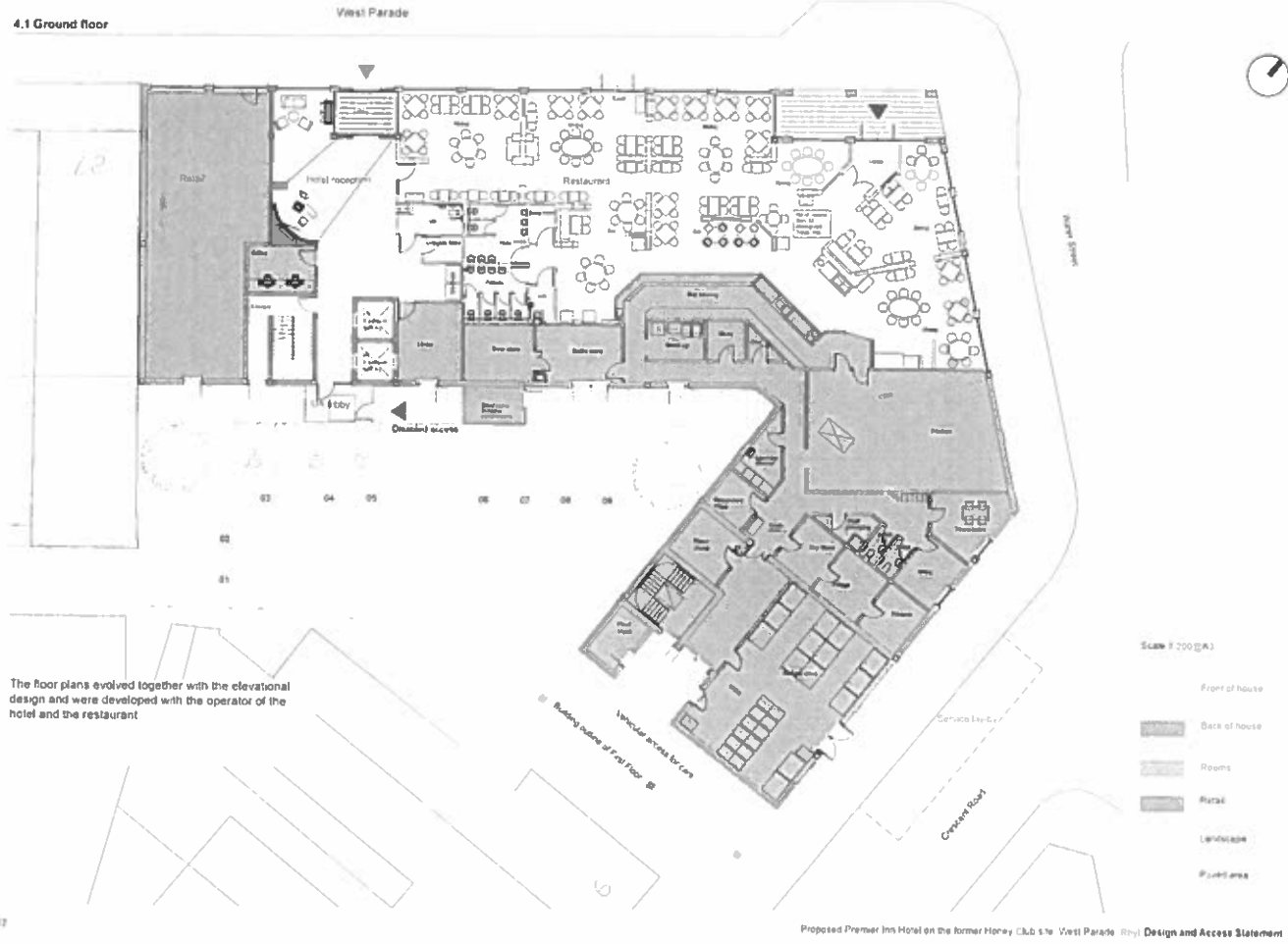


Rear elevation

# FLOOR PLANS

## 4.0 Proposed floor plans

### 4.1 Ground floor



### 4.2 First and second floor



**ITEM NO:** 9

**WARD NO:** Rhyl West

**WARD MEMBER(S):** Cllr Ian Armstrong  
Cllr Joan Butterfield

**APPLICATION NO:** 45/2014/0927/ PO

**PROPOSAL:** Development of 0.18 hectares of land by the erection of a 70 bedroom hotel, restaurant and a retail unit (outline application including access, appearance, layout and scale)

**LOCATION:** Former Honey Club Site 21-26 West Parade Rhyl

**APPLICANT:** Chesham Estates

**CONSTRAINTS:** Town Heritage Area  
Conservation Area

**PUBLICITY UNDERTAKEN:** Site Notice – Yes  
Press Notice – Yes  
Neighbour letters - Yes

**REASON(S) APPLICATION REPORTED TO COMMITTEE:**  
**Scheme of Delegation Part 2**

- Application on Council land
- Key Regeneration Scheme in West Rhyl

**CONSULTATION RESPONSES:**

RHYL TOWN COUNCIL

Awaiting response at time of writing report

DWR CYMRU / WELSH WATER

Awaiting response at time of writing report

WALES AND WEST UTILITIES

Awaiting response at time of writing report

DENBIGHSHIRE COUNTY COUNCIL CONSULTEES –

Head of Highways and Infrastructure

- Highways Officer

No objection subject to the inclusion of a condition to ensure retention of space for loading/unloading, parking and turning of vehicles.

Conservation Architect

Awaiting response at time of writing report

Economic and Business Development Manager

Proposal is supported, this development is considered to be a turnkey project in Rhyl's regeneration and will undoubtedly assist with Denbighshire's Economic Ambition targets by directly providing new jobs.

**RESPONSE TO PUBLICITY:**

None received at time of writing report

## EXPIRY DATE OF APPLICATION: 1/10/2014

### PLANNING ASSESSMENT:

#### 1. THE PROPOSAL:

##### 1.1 Summary of proposals

- 1.1.1 The application seeks outline planning permission for the development of 0.18ha of land by the erection of a 70 bedroom hotel, restaurant and a retail unit. Details of the access, appearance, layout and scale have been included for consideration with only landscaping reserved for future approval.
- 1.1.2 The application documents include a detailed Design and Access Statement, this sets out how the scheme has developed and explains the details of the proposal, which includes the following elements:

- Demolition of 25 and 26 West Parade

- Redevelopment of the whole site by the erection of a new 3 storey building which includes: -

\* A 70 bedroom hotel for the Premier Inn (Class C1) – 2,460sqm

The Premier Inn would be accessed from an entrance on the western end of the building fronting West Parade, leading in to a large lobby area with reception, small seating area, luggage area, linen store and office area. The hotel lobby would have stair and lift access to the hotel rooms on the upper floors and direct access to the Brewers Fayre restaurant.

On the first and second floors, there are a total of 70 hotel bedrooms, 35 rooms on each floor with lobby area, linen and general storage areas. The bedrooms are all double rooms with 4 of the bedrooms on each floor having the ability to link to the room next door to provide family rooms.

\* A Brewers Fayre Restaurant (Class A3) – 663sqm

The Brewers Fayre would be accessed from an entrance located on the corner of the building with Water Street, but fronting West Parade. The entrance leads in to a small lobby area, which then leads into a large eating area with bar, stores and toilet facilities.

The southern section of the building, accessed internally from the restaurant area is the service and staff area of the hotel and restaurant, and comprises a kitchen, team room, laundry area, plant rooms, stores/fridges/freezers, office space with staff toilet and changing facilities and also accessed externally off Water Street, a large refuse storage area.

\* A separate ground floor Class A1/A3 unit -110sqm.

This unit would be accessed from an entrance on the western end of West Parade. Permission is sought for a retail use (Class A1) and food and drink use (Class A3).

- The formation of a vehicular access off Crescent Road with a rear access entrance and lobby available to the hotel and entrance for staff of the Brewers Fayre. This is also the delivery access and entrance.

-Provision of 6 car parking spaces and 3 disabled car parking spaces. The rear area of the building will be landscaped with some soft planting.

- 1.1.3 In relation to the design and external appearance of the proposed building, the Design and Access Statement explains the following:-

- The final elevations of the building comprise of:

- \* A clear articulation of a prominent corner building and subservient wings
- \* Additional height at the corner with illuminated 'Premier Inn' sign
- \* A corner building with horizontal white reconstituted stone bands evoking seaside

architecture

- \* A recess either side of the corner building to emphasise the corner building
- \* Windows placed in double height recess
- \* Recesses framed with faience tiles to emphasise a vertical rhythm and reduce the visual extent of solid to void
- \* Faience tiles in a range of buff colours
- \* Small canopies within the ground floor arches
- \* A 'Rhyl Sands' art work panel comprising of projecting faience tiles on the flank wall on Water Street. This idea has been inspired by an oil painting 'Rhyl Sands' of 1854-1855 by David Cox.

Members are referred to the plans at front of the report which show the basic details.

#### 1.2 Description of site and surroundings

- 1.2.1 The application site comprises 0.18ha of land located on the corner of West Parade with Water Street and Crescent Road in Rhyl, formerly the site of a nightclub known as 'The Honey Club'. The site has been cleared of all previous development in connection with the nightclub.
- 1.2.2 Included within the development are the derelict buildings at 25 and 26 West Parade, which it is proposed to demolish as part of the proposal.
- 1.2.3 To the immediate north of the site is West Parade with the Sky Tower, car park and cinema directly opposite the site. To the south is Crescent Road with predominantly residential properties in close proximity to the site, No's 6 to 12 Crescent Road immediately adjoining the site. To the east are further blocks fronting West Parade, with a large amusement arcade/centre on the opposite corner from the site. To the west are further blocks fronting West Parade with retail units and amusement arcades at ground floor level, some having upper floors in residential use.
- 1.2.4 The site is currently bounded by high metal fencing.

#### 1.3 Relevant planning constraints/considerations

- 1.3.1 The application site is located within the development boundary of Rhyl.
- 1.3.2 The site is located within the Rhyl Central Conservation Area.
- 1.3.3 At the rear of the site, the neighbouring building at 45-56 Water Street is a Grade II Listed Building.

#### 1.4 Relevant planning history

- 1.4.1 Conservation Area Consent for demolition of the former Honey Club buildings was approved by Welsh Government in 2012 with the demolition works undertaken immediately.

#### 1.5 Developments/changes since the original submission

- 1.5.1 None

#### 1.6 Other relevant background information

- 1.6.1 Denbighshire County Council own the application site and will continue to own the land. A leasehold has been entered into for 125 years subject to conditions in the Development Agreement.

## 2. **DETAILS OF PLANNING HISTORY:**

- 2.1 45/2012/0666/CA Complete demolition of the buildings formerly known as 'The Honey Club' (Conservation Area Consent) APPROVED by Welsh Government 20<sup>th</sup> September 2012.

45/2012/1538/DA Demolition of (i) buildings formerly known as 'The Honey Club'; (ii) garage block rear of 27/28 West Parade; (iii) 2/4 Crescent Road; and (iv) partial demolition of 25/26 West Parade PRIOR APPROVAL NOT REQUIRED, 8<sup>th</sup> January 2013.



### 3. RELEVANT POLICIES AND GUIDANCE:

The main planning policies and guidance are considered to be:  
Denbighshire Local Development Plan (adopted 4<sup>th</sup> June 2013)  
**Policy RD1** – Sustainable development and good standard design  
**Policy PSE1** – North Wales Coast Strategic Regeneration Area  
**Policy PSE6** – Retail economy  
**Policy PSE9** – Out of centre retail development  
**Policy PSE11** – Major new tourism developments  
**Policy VOE1** - Key areas of importance  
**Policy ASA3** – Parking standards

#### 3.1 Supplementary Planning Guidance:

SPG Conservation Areas  
SPG Landscaping New Developments  
SPG Parking  
SPG West Rhyl Regeneration Area

#### 3.2 Government Policy / Guidance

Planning Policy Wales Edition 7 July 2014  
Technical Advice Notes:  
TAN 4: Retailing and Town Centres  
TAN 12: Design  
TAN 13: Tourism  
TAN 18 Transport

### 4. MAIN PLANNING CONSIDERATIONS:

In terms of general guidance on matters relevant to the consideration of a planning application, Planning Policy Wales Edition 7, July 2014 (PPW) confirms the requirement that planning applications 'should be determined in accordance with the approved or adopted development plan for the area, unless material considerations indicate otherwise' (Section 3.1.2). PPW advises that material considerations must be relevant to the regulation of the development and use of land in the public interest, and fairly and reasonably relate to the development concerned., and that these can include the number, size, layout, design and appearance of buildings, the means of access, landscaping, service availability and the impact on the neighbourhood and on the environment (Sections 3.1.3 and 3.1.4).

The following paragraphs in Section 4 of the report therefore refer to the policies of the Denbighshire Local Development Plan, and to the material planning considerations which are considered to be of relevance to the proposal.

#### 4.1 The main land use planning issues in relation to the application are considered to be:

- 4.1.1 Principle
- 4.1.2 Visual amenity
- 4.1.3 Residential amenity
- 4.1.4 Highways (including access and parking)
- 4.1.5 Impact on Conservation Area (including setting) and nearby Listed Building

#### 4.2 In relation to the main planning considerations:

- 4.2.1 Principle  
Within development boundaries, new development will, in principle be supported provided that it meets with the criteria of other policies in the Local Development Plan and material planning considerations. This assists in working towards a sustainable pattern of development by directing most development to existing settlements thereby making the most effective use of existing infrastructure, facilities and services by reducing the need to travel.

Policy PSE 1 in the Local Development Plan relates to the North Wales Coast

Strategic Regeneration Area and supports proposals which retain and develop a mix of employment generating uses in town centres; or provide new family residential accommodation; or enable the retention, enhancement and development of tourism related facilities; or address existing problems of deprivation in a manner which is consistent with the principles of sustainable development.

Policy PSE 9 in the Local Development Plan relates to out of centre retail development and supports proposals for small scale retail uses within development boundaries provided they are less than 500m<sup>2</sup> gross area, they serve the local area, do not form part of an industrial estate and do not jeopardise the viability and vitality of town and district centres.

Policy PSE 11 relates to major new tourism developments and supports new forms of tourism development subject to the proposal being appropriate to its setting and within the capacity of the local environment; within the capacity of the local infrastructure; accessible to all potential users; supporting and extending the range of facilities on offer within the County; assisting in the regeneration and biodiversity objectives of Denbighshire and will utilise local labour where possible.

Further guidance is available within the West Rhyl Regeneration SPG. In terms of the regeneration context, Denbighshire and its delivery partners are focused on a comprehensive plan for West Rhyl based on the area's strategic needs. Key seafront development sites offer an opportunity for private sector investment and a funded programme of public sector investment has been put in to place to tackle the key housing and green space needs. The area has the potential to create a step change in its economic performance and long term sustainability and the SPG provides key land use and design principles to guide this investment. The SPG identifies the site within the illustrative development framework as a site for a proposed hotel, retail, leisure or commercial development with general development principles to be followed.

In relation to the above policies and guidance, the redevelopment proposals submitted are considered acceptable in principle. The proposal would bring a derelict site, located in a prominent position in West Rhyl back into use, and would support and strengthen adjacent retail and tourism priority investment areas. The proposal would help regenerate the surrounding areas through increased economic activity and would set a benchmark for future development in the area.

#### 4.2.2 Visual amenity

Local Development Plan Policy RD 1 test (i) requires due regard to issues of siting, layout, form, character, design, materials, aspect, microclimate and intensity of use of land / buildings and spaces between buildings, which are matters relevant to the visual impact of development; test (vi) requires that development does not unacceptably affect prominent public views into, out of, or across any settlement or area of open countryside; test (vi) requires the incorporation of existing landscape or other features, takes account of site contours, and changes in levels and prominent skylines; and test (xiii) requires the incorporation of suitable landscaping measures to protect and enhance development in its local context.

At the time of writing this report there are no objections received to the proposal on visual amenity grounds.

The site lies in a prominent location on the corner of West Parade with Water Street and Crescent Road, within a Conservation Area. The proposal is to redevelop the site by providing a modern building, the details of which has been carefully considered having regard to the streetscape, height, design and detailing of adjoining buildings along with the overall context of the site, being in a prominent position within a designated regeneration area in a seaside town.

Overall, it is considered that the proposal by virtue of the proposed scale, appearance

and layout would make a positive contribution to this part of Rhyl. The development would provide a sensitive, high quality, contemporary building which will help regenerate the surrounding areas. The proposal would not have a negative visual impact on the area. It is therefore considered acceptable in relation to the policies and guidance listed above.

Landscaping details are reserved for further approval and will be the subject of a further reserved matters application if this outline planning application is approved.

#### 4.2.3 Residential amenity

Local Development Plan Policy RD 1 test (i) requires due regard to issues of siting, layout, form, character, design, materials, aspect, microclimate and intensity of use of land / buildings and spaces between buildings, which touch on the potential for impact on residential amenity; test (vi) sets the requirement to assess the impact of development on the amenities of local residents, other land and property users, or characteristics of the locality, in terms of increased activity, disturbance, noise, dust, fumes, litter, drainage, light pollution, etc.

At the time of writing this report there are no objections received to the proposal on residential amenity grounds.

There are residential properties adjacent to the application site on Crescent Road, with the properties at 6 to 12 Crescent Road (terrace of 4 properties) immediately adjoining the site to the south. This terrace is a traditional 2 storey property with large outriggers to the rear, extending approx 15m from the rear of the property. The side elevation of no 6 would be 3.5m from the 'wing' of the building to the south of the site fronting Crescent Road. This property has 1 window within the gable end at first floor level facing into the application site, with some windows at ground and first floor of the outrigger, these windows currently overlook over the derelict site.

The proposal has been designed so that the main bulk of the building is sited away from the properties on Crescent Road, and away from windows to minimise the impact of the proposal on the amenities of this property. Within the proposed elevation facing no 6 Crescent Road, only 1 window has been located at first floor level and 1 window at second floor level with both only serving the end of a corridor, not hotel bedroom windows. Whilst the scale and height of the building is clearly greater than the adjacent property, it is not considered that the proposal would have an overbearing impact, and would not adversely impact on the privacy of the occupiers of this property.

The main rear elevation of the proposal does not directly overlook the properties on Crescent Road, which are orientated at an angle away from the proposed building. At its closest point to the corner of the large outrigger to No 6 Crescent Road, the rear elevation is 14m away and at the centre point of the outrigger is located 19m away. Also giving consideration to the previous use of the site which was a nightclub, it is not considered that the proposal would adversely impact upon the residential amenities of nearby residents.

#### 4.2.4 Highways (including access and parking)

Local Development Plan Policy RD 1 tests (vii) and (viii) oblige provision of safe and convenient access for a range of users, together with adequate parking, services and manoeuvring space; and consideration of the impact of development on the local highway network Policy ASA 3 requires adequate parking spaces for cars and bicycles in connection with development proposals, and outlines considerations to be given to factors relevant to the application of standards. These policies reflect general principles set out in Planning Policy Wales (Section 8) and TAN 18 – Transport, in support of sustainable development.

The proposal is to form a vehicular access off Crescent Road, which would lead to a rear parking and service area. It is proposed to provide 6 car parking spaces with 3

disabled parking spaces.

Applying the parking standards in the SPG a total of 20 car parking spaces would be required as the proposal comprises a hotel, restaurant and retail/food and drink unit at ground floor. On the basis of the proposed floor area of a 70 bed hotel, 1 space is required per 10 guest beds which results in the need for 7 spaces for the hotel; 11 spaces would be required for the A3 restaurant use based on the proposed floor area of 663sqm and the need for 1 space per 60sqm and 2 spaces for the retail/food and drink unit, based on a proposed floor area of 110sqm and the need for 1 space per 60sqm for food and drink (there would be no requirement to provide parking for a non-food retail use as it is less than 200sqm in floor area).

At the time of writing this report there are no objections received to the proposal on highway grounds.

Highway Officers have assessed the proposed development as acceptable. The access to the site is considered acceptable and the proposal provides limited on-site parking which is considered acceptable in a town centre location.

The proposal clearly does not meet the SPG parking requirement, however justification for providing a reduced amount of parking is acceptable in Officer's opinion on the basis of the sites location within a town, close to the town centre. The site is located within an area where on street parking is available and public car parks are nearby, and it is also within close proximity to the town centre where there are both bus and train stations. The site is easily accessible by non-car users, with parking facilities available for car users elsewhere within close proximity of the site.

- 4.2.5 Impact on Conservation Area (including setting) and nearby Listed Building  
Policy VOE 1 looks to protect sites of built heritage and historic landscapes, parks and gardens from development that would adversely affect them. Development proposals should maintain and wherever possible, enhance these areas for their characteristics, local distinctiveness and value to local communities.

At the time of writing this report there are no objections received to the proposal on visual amenity grounds.

The proposal has been developed in close liaison with Denbighshire Officers, and advice was sought from a Conservation Specialist early on in the development of the scheme.

A scheme was presented to the Design Commission in November 2013, and the proposal has been amended to reflect the comments provided. The strong reference to the historic appearance of the Parade was revised to achieve a contemporary elevation sensitive to its seaside location. A series of design solutions were investigated and discussed, which has resulted in the proposal as currently submitted.

The proposed building is seeking to provide an architectural response which is sensitive to the historic character of the area (predominantly Victorian buildings) but creates a contemporary high quality design appropriate to the site and proposed use. Overall it is considered that the proposal is well designed, the details of the building have been carefully considered having regard to the streetscape, height, design and detailing of adjoining buildings along with the overall context of the site within the Conservation Area.

It is considered that the proposal would make a positive contribution to this part of Rhyl and would maintain and enhance the character of the Conservation Area and setting of the nearby Listed Building.

## **5. SUMMARY AND CONCLUSIONS:**

5.1 The principle of development is considered acceptable with limited adverse impact on visual and residential amenity. It is not considered that there are any highway safety or parking concerns. In design terms, it is considered that the proposal would maintain and enhance the character of the Conservation Area.

**RECOMMENDATION: GRANT-** subject receipt of no further representations raising matters not already covered within the report or late sheet and subject to the following conditions:-

1. Approval of the details of the landscaping of the site (hereinafter called "the reserved matters") shall be obtained from the Local Planning Authority in writing before the commencement of any development.
2. The development hereby permitted shall be begun either before the expiration of five years from the date of this permission, or before the expiration of two years from the date of approval of the last of the reserved matters to be approved, whichever is the later.
3. Application for approval of the reserved matters shall be made to the Local Planning Authority before the expiration of three years from the date of this permission.
4. No development shall commence until the written approval of the Local Planning Authority has been obtained to the precise detailing of the type, materials and finish of all external wall and roof materials for the development.
5. Facilities shall be provided and retained within the site for the parking, turning, loading and unloading of vehicles and shall be provided and completed in accordance with the approved plan prior to the commencement of the use of the building.
6. The use of the ground floor retail/food and drink unit hereby permitted shall be limited to ClassA1/A3 of the Town & Country Planning (Use Classes order) 1987 only.

The reasons for the conditions are :-

1. To comply with the provisions of Section 91 of the Town and Country Planning Act 1990
2. To comply with the provisions of Section 91 of the Town and Country Planning Act 1990
3. To comply with the provisions of Section 91 of the Town and Country Planning Act 1990.
4. In the interests of visual amenity and character and appearance of the Conservation Area.
5. In the interests of highway safety.
6. In the interest of the amenity of the area.