

Report To: Planning Committee.

Date of meeting: 19th September, 2012.

Authorisation to consult on the draft West Rhyl Supplementary Planning Guidance note.

1. What is the report about?

- 1.1. To agree the draft West Rhyl Supplementary Planning Guidance note as a basis for consultation and agree the scope of consultation. A copy of the document is attached as appendix 1.

2. What is the reason for making this report?

- 2.1. To seek authorisation to consult upon the draft West Rhyl Supplementary Planning Guidance note.

3. What are the Recommendations?

- 3.1. To approve the attached draft Supplementary Planning Guidance Note for consultation for an 8 week period commencing the end of September 2012.

4. Report details.

- 4.1. The Council has approved a series of Supplementary Planning Guidance Notes, with the aim of amplifying policies in the Unitary Development Plan.
- 4.2. Like the existing suite of Supplementary Planning Guidance documents, if adopted, the West Rhyl Supplementary Planning Guidance note will be a material planning consideration when assessing planning applications. The West Rhyl Supplementary Planning Guidance note will also provide structure for the Council in progressing regeneration in West Rhyl, including compulsory purchasing orders if required. A further aim is to attract private investment into the area. A map showing the area of coverage for the West Rhyl Supplementary Planning Guidance document is attached as appendix 2.
- 4.3. The social and economic issues that challenge West Rhyl are well known. West Rhyl is part of a wider area that is located in the Welsh Government designated 'North Wales Coast Regeneration Area', with a number of strategic documents having been produced at national and local government level in order to help address these identified social and economic issues. The most recent Welsh Government tool used to

measure deprivation (Welsh Indices of Multiple Deprivation) rank 'West Rhyl 1' and West Rhyl 2' as 7th and 1st respectively out of 1896 assessed areas in Wales.

- 4.4. The West Rhyl Supplementary Planning Guidance note intends to help tackle these social and economic issues by establishing objectives for the area, identifying acceptable planning uses on an area development framework, and by outlining key development principles that planning applications submitted in the identified area would have to accord to. At the heart of the plan is the creation of a focal open space, the improvement of housing quality and built environment, and identifying sites that would be suitable for new development, including employment and tourist use to complement the nearby high street.
- 4.5. It is envisaged that the consultation period would last for 8 weeks, beginning approximately late September and ending late November. It is proposed that the consultation process would include writing to local residents, local members, Rhyl Town Council, and relevant consultees. A leaflet 'drop' for properties located within the identified boundary would also be undertaken, and an informal 'drop in session' arranged to give members of the public the opportunity to discuss the document face to face with officers. All documents and leaflets would be available to view at Rhyl library and at Council offices in Rhyl and Cledfryn, Denbigh. Press notices will be issued in local newspapers, and articles encouraging comments will be posted on Denbighshire's website. A summary of all consultation responses and any subsequently required amendments to the West Rhyl Supplementary Planning Guidance note will be reported back to Planning Committee in December, followed by Full Council seeking approval for the document.

5. How does the decision contribute to the Corporate Priorities?

- 5.1. *Corporate Priorities 2009-12:* The SPG would positively contribute to the priorities of *demographic change* and *regeneration* by helping to reduce deprivation in Rhyl and by offering a wider range of housing type to meet the needs of families and individuals.
- 5.2. *Draft Corporate Priorities 2012-17.* The SPG will contribute positively to the following proposed corporate priorities:
 - *Developing the Local Economy and Our Communities* - by setting the framework for the creation of a more balanced community the document will help reduce deprivation in this part of West Rhyl, help address the negative associations of the area, boost private sector confidence & investment in Rhyl, and create new jobs and business opportunities.
 - *Ensuring access to good quality housing-* by playing a key role in helping to meet the delivery of the priority outcome of "offering a range of types and forms of housing...to meet the needs of individuals and families".

6. What will it cost and how will it affect other services?

- 6.1. In past experience, the publication of a Public Notice in local newspapers costs approximately £700.
- 6.2. All other remaining costs (officer hours, printing, etc) will be met within existing departmental budgets. Following the completion of a tendering process, the document has been produced by a planning consultant on behalf of Denbighshire County Council. This cost has already been budgeted for.

7. What consultations have been carried out?

- 7.1. It is intended that the document will be discussed informally with ward members and Rhyl Town Council at the September 12th Rhyl Member Area Group meeting. Comments from this discussion will be reported verbally at the Planning Committee meeting. Internal consultation with Officers has also been undertaken

8. Chief Finance Officer Statement

- 8.1. As noted, costs will be met within existing budgets.

9. What risks are there and is there anything we can do to reduce them?

- 9.1. The aim of the SPG is to provide a clear planning framework to take forward the regeneration of West Rhyl against which planning decisions can be made. Without clear guidance, there is a risk that a lack of a consistent holistic approach for development proposals would make it difficult to refuse planning applications that do not accord with strategy outlined for West Rhyl. Furthermore, an absence of this document would undermine the evidence base used to help inform compulsory purchase orders which are considered a key mechanism in helping regenerate West Rhyl.

10. Power to make the Decision

- 10.1. Planning and Compulsory Purchase Act 2004.