



West Rhyl Regeneration Area

Supplementary Planning Guidance Draft Consultation

August 2012



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1. Introduction

1.1 This Supplementary Planning Guidance (SPG) has been prepared on behalf of Denbighshire County Council (DCC) to deliver the West Rhyl Regeneration objectives and support and guide development in the area. West Rhyl has made a significant contribution to the tourist economy of Rhyl since the Victorian era, providing a concentration of hotel and bed and breakfast accommodation in close proximity to the promenade and seaside attractions. This tourism function has declined over the years resulting in a concentration of poor quality multi-occupancy housing, an imbalanced tenure profile and high levels of social deprivation. The poor image and perceptions of the area deter private sector investment and contribute to depressed market values that perpetuate the problem. Without significant change the area will continue to decline.

1.2 In order to address the issues faced by West Rhyl the Vision for the area is to:

Create a transformational sense of place with an open space at its core which serves as a valuable community asset. Develop new housing designed to meet the highest standards of energy efficiency and provide a wider range of housing tenures to ensure a sustainable neighbourhood. Stimulate new employment uses which support the visitor and retail economy and provide local jobs. Deliver an improved public realm which provides a safer, more accessible environment.

The vision will be realised through the delivery of set of objectives (see section 4) which will ensure the long-term sustainability of West Rhyl.

Purpose and Scope of the SPG

1.3 This SPG will be a material consideration for DCC in determining planning applications for the area. It reflects Local Development Plans Wales guidance on the production of SPGs which states that, under section 38(6) of the Planning and Compulsory Purchase Act 2004, SPGs may be taken into account as a material consideration in planning decisions.

1.4 The Guidance has been prepared by Denbighshire Council:

- To ensure the successful planning of the area and promote a comprehensive approach to regeneration that will enable sustainable development
- To explain how the Denbighshire Unitary Development Plan policies will be applied within West Rhyl SPG area.
- To set out the guidelines which the Council as Local Planning Authority will use as a material consideration in determining applications for planning permission and other matters within the West Rhyl SPG area.
- To establish a set of design and land use principles to ensure the appropriate mix of uses and high quality design in new development.

1.5 Applicants for planning permission for schemes within the SPG area will be expected to demonstrate how their proposals address the principles covered in this Guidance in parallel with the wider policy framework set out in Denbighshire Unitary Development Plan and national policies contained within Planning Policy Wales.

Introduction

Background

- 1.6 Rhyl is a coastal resort town of 27,000 people located within Denbighshire at the mouth of the river Clwyd. It makes a significant contribution to employment and housing within the county and is the sub region's largest shopping centre.
- 1.7 The town grew from a small village in the 17th century into a popular resort during the Victorian era. The opening of the Chester - Holyhead railway line attracted a wealthy clientele to the town's seaside attractions and many hotels and boarding houses were established to cater for the expansion in tourist numbers. During the 20th century Rhyl adapted to post war, mass-market bed and breakfast tourism and it continued to be a popular tourist destination until the 1970s. Changing consumer habits, the rise of cheap overseas package holidays and increased competition from other destinations over the past few decades has had a significant impact on Rhyl as it has on many other UK seaside resorts.
- 1.8 Although the nature of the tourism industry in the town has changed Rhyl still attracts a strong day visitor economy and longer stay visitors onto the caravan parks along the coast. Rhyl continues to invest in its tourism infrastructure with significant investment into the Promenade anchored by the Apollo cinema and the Children's Village and improvements to the public realm along the promenade. The Foryd Harbour Project will create boat moorings and a new bridge providing improved pedestrian and cycle links into Rhyl and along the coast.
- 1.9 Denbighshire County Council wishes to stimulate further private sector investment to maximise the town's potential and improve the quality of the housing, leisure and employment opportunities within West Rhyl set out within this Supplementary Planning Guidance.

2. Policy and Regeneration Context

Statutory Development Plan

2.1 The Denbighshire Unitary Development Plan (UDP, adopted July 2002) provides the basis for development control decisions. The key policies within the UDP which are relevant to the West Rhyl SPG area are:

- CON 5 Development within Conservation Areas
- CON 7 Demolition in Conservation Areas
- GEN 6 Development Control Requirements
- HSG 13 Subdivision of Existing premises to Self Contained Flats
- REC 2 Amenity & Recreational Open Space Requirements in New Developments
- REC 4 Recreation Facilities within Development Boundaries
- RET 7 Fringe Areas Adjacent to Town & District Centres
- TRA 2 Traffic Management & Calming
- TRA 3 Highway Development Priorities
- TRA 6 Impact of new development on traffic flows
- TRA 9 Parking and Servicing Provision
- TSM 8 Safeguarding Existing Serviced Accommodation

Local Development Plan

2.2 The Denbighshire Local Development Plan (LDP) for 2006 – 2021 will replace the Unitary Development Plan. The vision is:

That Denbighshire, through sustainable development, will have a vibrant urban coast, with thriving market towns and rural areas. The housing and employment needs of the County will be met, the high quality environment protected and enhanced and a high quality of life maintained for all communities with full recognition that we have a strong Welsh language and culture that should be maintained and protected throughout the County.

2.3 The priorities for action in Rhyl within the LDP are driven by its designation as a key part of the North Wales Coast Strategic Regeneration Area. LDP Policy PSE 1 North Wales Coast Strategic Regeneration Area (NWCSRA) has the regeneration of Rhyl, Colwyn Bay and Prestatyn as its focus and requires that more detailed guidance for regeneration and development proposals be provided within the Strategic Regeneration Area.

Policy and Regeneration Context

Supplementary Planning Guidance

2.4 A range of Supplementary Planning Guidance documents have been issued by Denbighshire County Council and developers will need to ensure proposals are in line with the guidelines within these. Key documents of relevance within the West Rhyl SPG boundary include:

- SPG 1 Extensions to Dwellings
- SPG 2 Landscaping New Developments
- SPG 4 Recreational Public Open Space
- SPG 7 Residential Space Standards in New Developments
- SPG 13 Conservation Area
- SPG 14 Listed Buildings
- SPG 21 Parking Requirements in new Developments
- SPG 24 Householder Development Design Guide
- SPG 25 Residential Development Design Guide

Regeneration Context

2.5 Denbighshire County Council and its delivery partners are focused on a comprehensive plan for West Rhyl based on the areas strategic needs identified in a range of regeneration documents (see Section 4 and Appendix I for further details). Key seafront development sites offer an opportunity for private sector investment and a funded programme of public sector investment has been put in place to tackle the key housing issues 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 the key land use and design principles to guide this investment.

3. Area Description

Boundary Definition

3.1 The boundary of this Planning Guidance (identified edged green on Figure 1) runs down the mid point of Wellington Rd to the South and West Parade mid-point to the North. Its eastern extent adjoins the town centre retail boundary of the UDP. It incorporates the back of the building line of properties fronting Water Street to the back of building line of houses fronting Butterton Road. It contains approximately 458 properties within an area of 14ha.

Socio- Economic Context

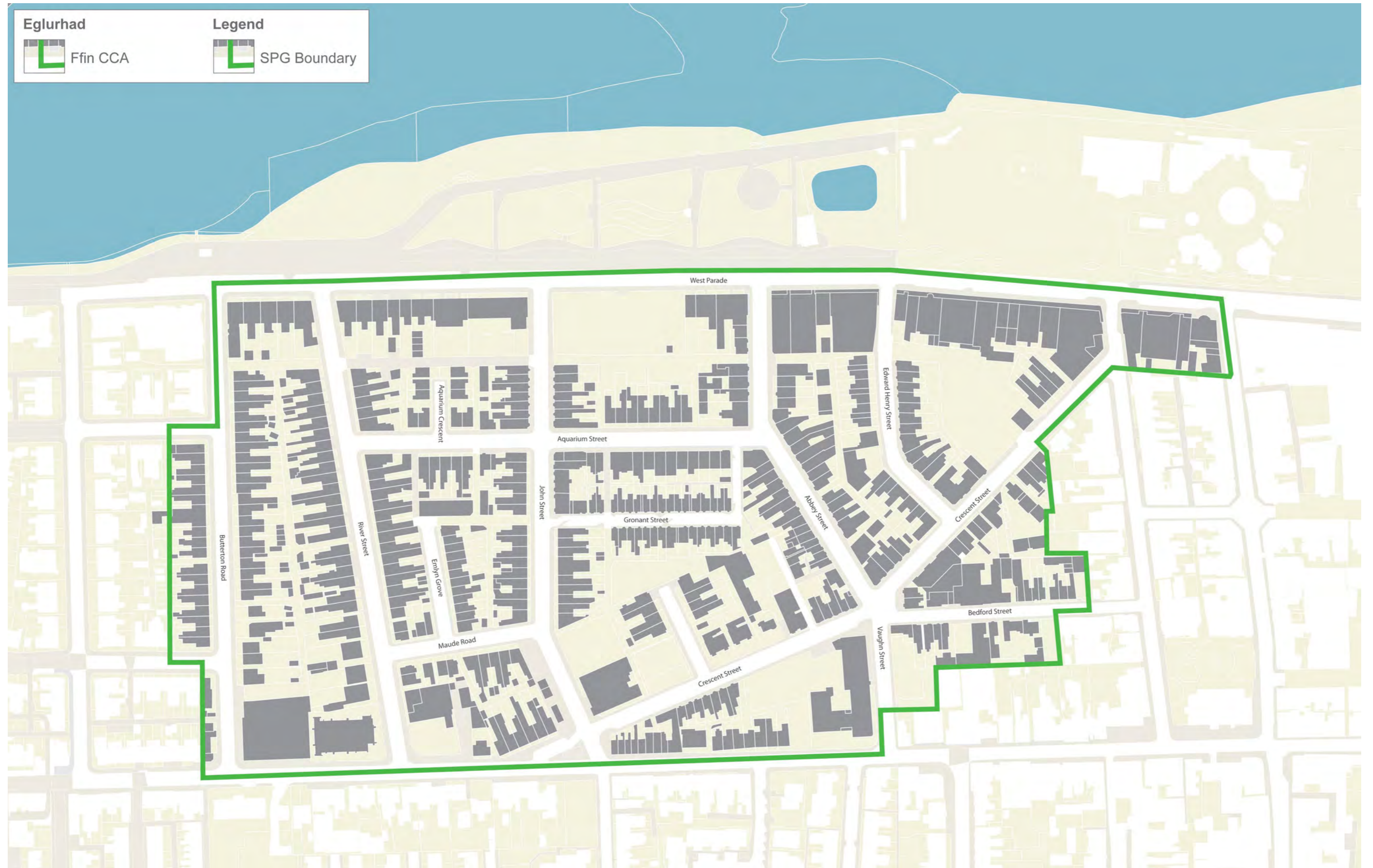
3.2 The area covered by this SPG ranks as one of the most deprived in Wales. It contains two Lower Super Output Areas West Rhyl 1 and West Rhyl 2. The Welsh Index of Multiple Deprivation statistics based on a range of socio-economic factors indicate that West Rhyl 2 is the most deprived of the 1,896 Lower Super Output Areas in Wales and West Rhyl 1 is seventh.

3.3 The over supply of hotel and bed and breakfast accommodation from the collapse in the more traditional holiday market resulted in many buildings in West Rhyl becoming Houses of Multiple Occupation (HMOs). This low value rental accommodation has brought many benefit dependent people in to West Rhyl who would have difficulty accessing other areas of the private rental market. Tenants are trapped in poverty with low rents reflected in poor quality accommodation. Issues of social deprivation, ill health, an ageing population and worklessness have become concentrated in a relatively small area.

3.4 Although many of the properties are no longer legally defined as HMOs, having been converted to single bed flats, many offer a poor quality living environment that does not meet minimum space and amenity standards as set out in SPG 7, Residential Space Standards. The council considers that the oversupply of this multi occupancy, single person accommodation perpetuates social problems within the area. Poor quality private rented housing, poor quality public realm and lack of open space further detract from the areas image, assets and opportunities.

3.5 Rhyl has traditionally provided jobs in tourism and retail and despite focused investment in these sectors, the wider economic area of Llandudno, Prestatyn, Wrexham and Chester exerts a strong pull on the town in terms of the tourism, retail and employment offer which the town needs to address by leveraging in further investment.

Figure 1 - West Rhyl Supplementary Planning Guidance Boundary



Area Description



River Street traditional 2 and 3 storey bay fronted properties



John Street 3 storey bay fronted properties



Aerial perspective of West Rhyl from West Parade

Land Use Character

3.6 The SPG area is primarily residential in character with leisure, retail, restaurant and commercial uses focused along West Parade, Water Street and Wellington Road at the boundaries with the retail centre and the coastal promenade. The dominant house type is of a three storey bay fronted terrace. Four and five storey terraces characterise areas of West Parade, Edward Henry St and Abbey Street and a range of two storey properties are scattered throughout the area to the rear of

the promenade. Small scale commercial uses include amusement arcades, bingo halls, cafes, local retail, offices and more industrial uses such as garages, depots and workshops.

3.7 The aerial perspective provides an overview of the area from its northern boundary. The Indicative Land Use plan (figure 2) identifies ground floor uses within the area.

Area Description



Two storey red brick properties Bedford Street



Leisure uses West Parade



















West Parade/Water Street Development site

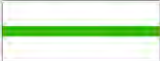















Figure 2 - Indicative Landuse Plan



Eglurhad (Cynllun Defnydd Tir)

-  Ffiniau'r CCA
-  Adeiladau Rhestredig
-  Adeiladau presennol o ddiddord hanesyddol
-  Preswyl
-  Manwerthu
-  Hamdden
-  Bwyty
-  Masnachol
-  Eglwysig
-  Tafarn
-  Gwag
-  Gwesty
-  Swyddfeydd
-  Arall
-  Cyfleuster Cymunedol
-  Mannau Chwarae

LEGEND (LAND USE PLAN)

-  SPG boundary
-  Listed buildings
-  Existing building with historic interest
-  Residential
-  Retail
-  Leisure
-  Restaurant
-  Commercial
-  Ecclesiastical
-  Public House
-  Vacant
-  Hotel
-  Offices
-  Other
-  Community Facility
-  Play Areas

Area Description

Ownership and tenure

- 3.8 The housing tenure mix within the SPG boundary is estimated to be 70% private rented, 20% Registered Social Landlords and 10% privately owned. The dominance of the private rented sector is reflected in the number of Multiple Occupancy Houses which have been removed from tourism uses. The area has a concentration of poor quality housing and property values are below average for the area based on an evaluation of local house prices and transactions in 2010.
- 3.9 Clwyd Alyn Housing Association, part of the Pennaf Housing Group, own a number of 1 and 2 bedroom flats within three storey buildings. These were previously large town houses and contain communal areas which include staircases and emergency exits. They also own new build 1 and 2 bedroom apartments including an older peoples scheme for independent living (Hafan Dirion, 56-62 West Parade) and a range of 2/3 & 4 bedroom family houses. In addition they operate a 24 hour managed hostel for 16-25 year olds which provides temporary accommodation and a range of support services.
- 3.10 Denbighshire County Council own the development site on the corner of West Parade and Water Street and the coach park and access on Crescent Road. Welsh Government own the development on the corner of West Parade and John Street. A significant number of properties within Aquarium Street, John Street, Abbey Street and Gronant Street have been acquired by the Welsh Government and Pennaf Housing Association (Clwyd Alyn Housing Association) for the refurbishment and remodelling of homes, new build and as a potential location for new green space.

- 3.11 A number of private leisure and retail operators own sites and larger premises along West Parade.

Density, Scale And Massing

- 3.12 West Rhyl is a built up area with an approximate density of 80-90 households per hectare. This high density consists predominantly of terraced housing, which are built on a regular block form, orientated parallel to the street which helps create a strong and consistent building line. Small walled front gardens and external private space characterise some areas such as Butterton Road, River Street, Maude Street, parts of Edward Henry Street and parts of Aquarium Street.



Three storey yellow brick terraces Butterton Road illustrating gables, dormers and boundary wall features, terracotta panelling and cill lines

Area Description

3.13 The building scale and massing is a mix of 2, 3 & 4 storey buildings, many with large outriggers. The high density and dominant scale of terraced housing adds a significant and distinct 'enclosure' to some streets. Abbey and Edward Henry Streets are important as they have a strong individual character. The Gronant Street block is an exception in terms of its scale and massing being two storey in character. Urban blocks are interspersed with a number of vacant sites, underused backland areas and a network of alleyways. There is limited external amenity space of any quality within the SPG area.



Two storey properties Gronant Street

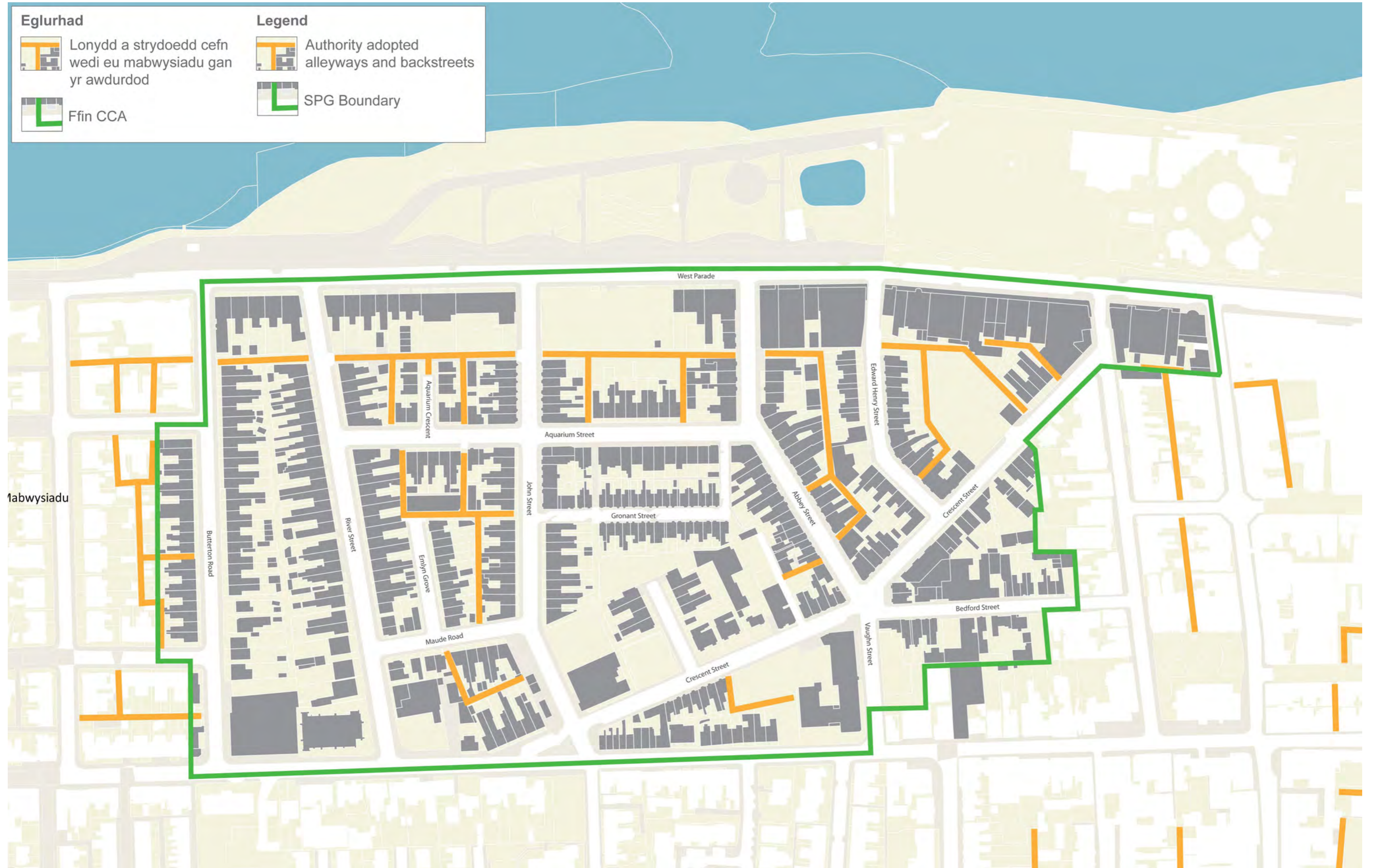


Outriggers rear of West Parade



Alleyway to rear of West Parade

Figure 3 - Adopted Alleyways



Area Description



Alleygates

Access and Movement

- 3.14 Rhyl is accessed by the A525 from the A55 trunk road which is the main dual carriageway along the North Wales Coast (approximately 7 km from the town), and from the east and west by the A548 coast road. Local vehicular access to the area is achieved via the distributor roads A548 Wellington Road and B5118 West Parade the circulation of which promotes a strong east west movement pattern.
- 3.15 The area is permeated by a series of local access roads parallel to West Parade and streets perpendicular to West Parade and Wellington Road including River Street and John Street which is the main trafficked link road between these two arteries. The roads and pavements within the residential area are relatively wide. The side streets provide local access to houses and to free on street parking, with the only pay parking being along West Parade and within Crescent Road adjacent to the town centre. Off street contract parking is located at Crescent Road on the site of the former bus depot. The area is used for free parking by visitors during peak holiday season which causes congestion of the area and draws people away from managed pay parking facilities within the town. Previous requests for Residents' Parking Schemes on streets within the area did not generate sufficient support to make the schemes commercially viable for the Council to operate.
- 3.16 The town is based on a grid layout in the centre but this pattern is less evident within West Rhyl where diagonal axes cut across the grid pattern. This more diagonal based grid layout is considered a locally important characteristic and offers inflection particularly in Edward Henry Street and Abbey Street. The area has a network of alleyways, both private and adopted, which link the housing blocks. Unfortunately, these alleyways attract fly tipping, resulting in the installation of gates funded by the use of Tidy Towns grant and Community Payback scheme in an attempt to limit this and improve security (see Figure 3).
- 3.17 The signed Cycle Network route runs along John Street and links to the station and National Cycle Network Route 5, which is routed along the promenade just outside the SPG boundary.

Area Description

Public Realm

- 3.18 The area is dominated by hard landscaping and tarmac surfaces for the majority of roads and pavements, with limited public realm features throughout the SPG area. Street trees within the area are well established and limited to the area around River Street and along some of the streets and avenues which feed in to River Street.
- 3.19 Waste facilities for the multi occupancy housing are a prominent on street feature on several roads due to the lack of waste storage facilities internally or within the curtilage of buildings. Bins are housed in a lockable steel frame which takes up an on street parking space and contributes to a sense of clutter within the street scene.

Materials

- 3.20 The residential urban fabric is composed of a variety of materials which reflect its historical development and material availability (see section 5.14). The use of an inconsistent range of street furniture material is evident, with galvanised furniture being used within the town, whilst the use of composite materials is found in areas along the sea front.



West Parade colour palette, materials and finishes



Houses and on street bin stores

Area Description



Childrens Play Area Vaughan Street



Childrens Play Area John Street

Public Open Space

3.21 Open space facilities within West Rhyl comprise a Multi Use Games Area fronting Crescent Street and two small children's play areas, one on John Street which is a soft landscaped area and a hard landscaped playground on Vaughan Street. There are very few soft landscaped areas, parks, private gardens and no allotments within the SPG area with only one small patch of grassed open land on John Street facing the childrens play area.

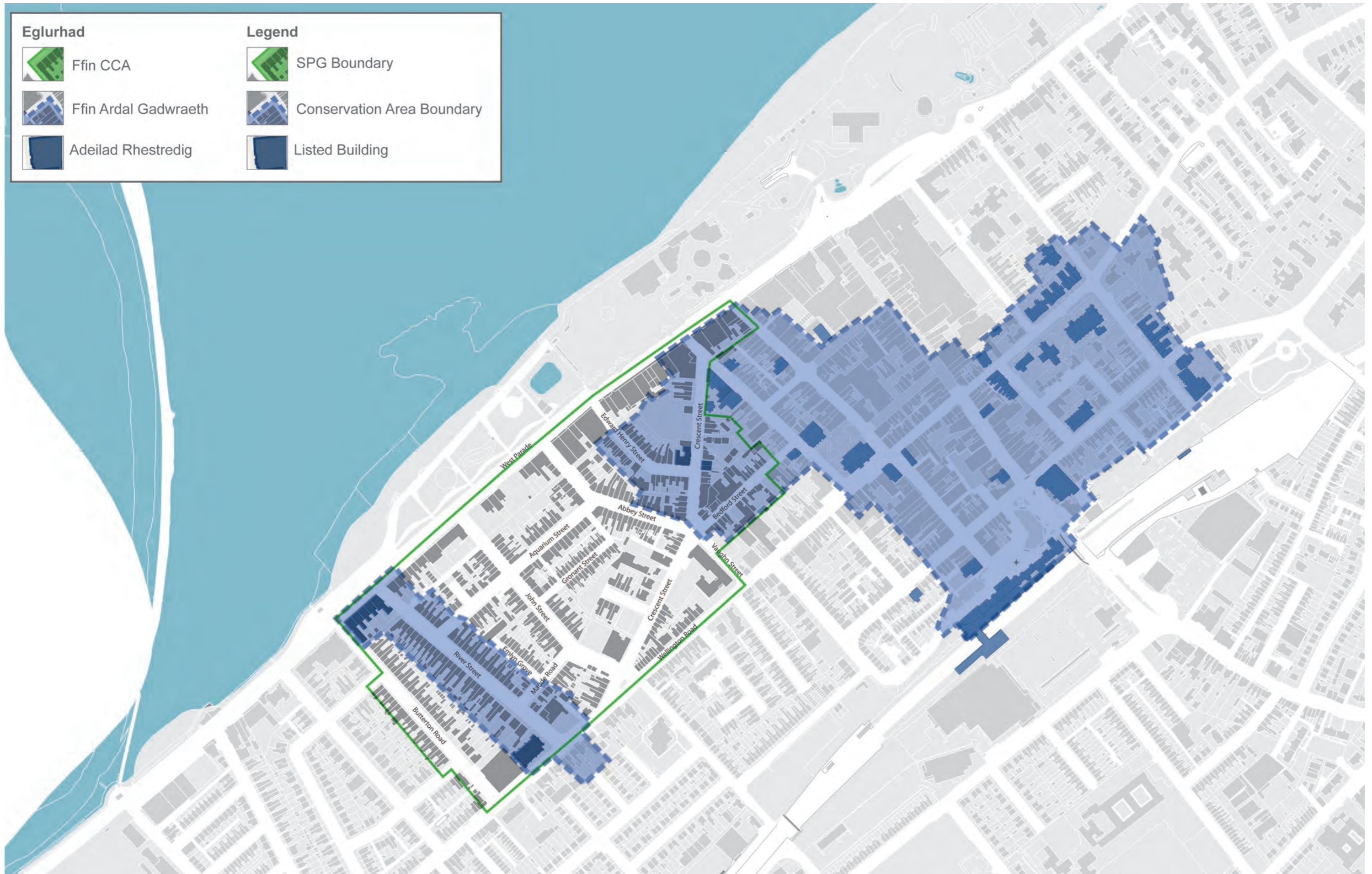
Views

3.22 West Parade enjoys views to the Clywdian Range and the Vale of Clwyd and has a strong vista along the seafront. Views within the residential area to the rear of West Parade are predominantly of the urban townscape owing to the high density and massing of the buildings and the street pattern. Side streets afford a view of the promenade and the sea. Crescent Square at the junction of Crescent Road, Abbey Street, Bedford Street and Vaughan Street is a five-way junction with views to the sea, and into/ out of the town centre.

Crime and Security

3.23 Drug and alcohol related crime linked to issues of social deprivation are an issue within the area. The built environment contributes to opportunities for crime and anti-social behavior due to the proliferation of alleyways and a lack of external amenity space resulting in poor natural surveillance. The poor quality of the fabric of the area reinforces residents' perceptions and fear of crime.

Figure 4 - Conservation Area and Listed Buildings



Area Description

Conservation Area Characteristics

3.24 A proportion of the SPG area lies within the Rhyl Central Conservation Area and the River Street Conservation Area (see Figure 4). Its designation is based on its characteristics as a seaside resort developed over a relatively short space of time, resulting in an identifiable character generated by contemporary styling and detail. It is considered to be a good example of 19th century town planning based on a rectilinear grid. It has been described as having a character of “Modest Elegance”.

3.25 The properties within the conservation area have been identified as of a plain classical style with continuous eaves to the fronts and consistent development of three-storey terraces with use of rendered detailing and two storey canted bays with pitched roofs. These are punctuated by grander buildings in grander styles such as the Town Hall and an ecclesiastical quarter with four churches. There is evidence of evolution (late Victorian, Arts and Crafts, Edwardian and Art Deco styles) that have not overwhelmed the character of the town centre.

3.26 The houses are generally rendered which has provided the opportunity for cill bands, architraves, pilasters and quoins. Red brick was used for the works building in Bedford Street and yellow brick was used for the later housing in Edward Henry Street, the latter being decorated with terracotta panels. Some of the houses in this area are raised above street level over semi-basements. The presence of a basement area has led to the survival of cast-iron railings in some streets.



Yellow brick housing, terracotta panel and cill bands, Conservation Area Edward Henry Street east



Offices Edward Henry Street west

Area Description

Principal buildings and structures

3.27 The Conservation character assessment carried out for the designation of Rhyl Central Conservation Area identified the following principal buildings and structures of note which are worthy of retention within the West Rhyl SPG boundary or immediately adjacent to it (see Figure 4). These are:

- 21-24 West Parade and 2-4 Crescent Road where redevelopment in the 1930s introduced Art Deco detailing including steel windows and curved glazing
- The Last Orders Public House a grade II listed structure on the corner of Edward Henry Street and Crescent Road .
- Nos. 16-18 Edward Henry Street are noted as imposing townhouses.
- 13-15 Crescent Road is a grade II listed building
- 46-56 Water Street (which sits just outside the SPG boundary) is a grade II listed commercial building dated 1903, comprising a terrace of shops with residential accommodation over in terracotta and brick, designed for its triangular site on the corner of Water Street and Crescent Road.
- Crescent Square at the junction of Crescent Road, Abbey Street, Bedford Street and Vaughan Street.
- Other buildings of note include the listed buildings 71-75 West Parade, the listed building at the corner of John Street and Wellington Road and the unlisted Drill Hall at the junction of Crescent Road and John Street.



Grade II listed pub Edward Henry Street



Drill Hall John Street, building of historical interest

Area Description

Strengths, Weaknesses Opportunities and Constraints

3.28 The character of West Rhyl is of an established residential area with some valuable conservation features. It has a dense urban fabric, strong building lines and sense of enclosure. However its built fabric is undermined by areas of poor quality housing and a street scene dominated by the car and waste facilities

The area has no focal point, very little public or private green space and underused and derelict land which contributes to its poor image and appearance. Its ability to attract a wider range of residents into the area is limited by its tenure profile and the predominance of single person housing.

3.29 The following strengths, weaknesses, opportunities and constraints have been identified:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Established residential area • Conservation Area status and several listed buildings • Seafront sites with attractive views • Good transport access • Strong building lines 	<ul style="list-style-type: none"> • Poor image of the area and perceptions of high crime • Limited range of housing tenures • High density housing • Lack of green space • High levels of worklessness and deprivation • Poor quality public realm • Vacant and derelict sites • Rear site access constrained and visually unappealing • Dense network of alleyways subject to fly tipping • Limited lengths of off street parking and unregulated on street parking • Unsightly placing of waste collection facilities • Poor energy efficiency of some properties • Limited private gardens and amenity space
Opportunities	Constraints
<ul style="list-style-type: none"> • Prominent corner development plots with dual aspect • Proximity to retail and coastal tourism employment areas • Underused backland areas • Underused upper storeys • Accessible Brownfield sites • Wide streets and roads 	<ul style="list-style-type: none"> • Environment Agency designated C1 Flood risk zone. • The conservation area status and the presence of listed buildings • Coastal micro climate impact on planting, building materials and treatments

Area Description

The Need for a New Approach

- 3.30 The UDP policies and regeneration strategies have contributed to an improvement in Rhyls tourism and retail economy but there has been little change in the fortunes of West Rhyl as the evidence base for the regeneration strategies in Appendix 1 demonstrate. Despite the recognition of what needs to be done there has been little progress towards some of the goals set out in these documents.
- 3.31 Deterioration in the housing stock has been marginally offset by localised investment in public sector housing but this only constitutes an estimated 20% of the stock and maintenance investment alone cannot halt the long term decline of the area or change the tenure balance.
- 3.32 Existing development sites have attracted the interest of private developers but viability has been a problem given the depths of the current recession. Viability is further undermined by the image and perceptions of the surrounding area which continue to depress commercial and residential market values.
- 3.33 The need for a radical new approach to investment is now required to create a momentum for change. Creating a green space at the core of the neighbourhood which can act as a catalyst for further investment is critical to the future of the area to support the new and improved housing offer and contribute to an uplift in value for the whole area. Changing how people see the area and how residents interact with their environment will have a significant regeneration benefit. The strengths weaknesses, opportunities and constraints of the area need to be harnessed and addressed to in order to ensure the long term sustainability of the community.

4. Vision and Development Framework

4.1 The Vision for West Rhyll identified in section 1.2 was to:

Create a transformational sense of place with an open space at its core which serves as a valuable community asset. Develop new housing designed to meet the highest standards of energy efficiency and provide a wider range of housing tenures to ensure a sustainable neighbourhood. Stimulate new employment uses which support the visitor and retail economy and provide local jobs. Deliver an improved public realm which provides a safer, more accessible environment.

In order to deliver this Vision and tackle the strengths, weaknesses, opportunities and constraints set out in section 3.29, the objectives of the SPG are to:

a) *Create a transformational sense of place through the development of new community green space which enhances the image of the area*

Reasoned Justification

Creating a green space at the core of a dense urban network will create a significant physical change in the environment and will respond to the leisure and recreation needs identified by residents. It will lower the housing density and provide a focal point and asset for the community. Reshaping the area's identity will help to change people's perceptions of the area.

The change in image and appearance is fundamental to attract sustained private sector investment and to support the wider housing investment programme. New and improved housing stock must respond to the open space to maximise the investment benefits and ensure it is overlooked to provide a sense of security and surveillance.

The space must be of sufficient size to cater for the range of recreation needs that residents have identified as lacking in their community (see appendix I) and to provide opportunities for better health and well being.

b) *Generate new employment uses to support the retail strength of the town centre, attract visitors and enhance existing tourism uses*

Reasoned Justification

Rhyll's economy is driven by the tourism and retail sectors and new development in West Rhyll adjacent to the tourism and retail core will stimulate visitor movement into the area to help to change the image and perceptions. Hotel, leisure and café uses are vital functions which can support the visitor economy and provide a range of locally accessible job opportunities.

Rhyll's office market is dominated by the public sector and small professional practices. The public sector occupies a range of accommodation and has the potential to rationalise its space requirements into fewer sites. A new office development in this locality could provide a development catalyst and local employment opportunities.

c) *Encourage a more balanced range of housing tenures including new homes for families to retain existing residents and attract new residents to the area*

Reasoned Justification

The construction of new housing that is suitable for families will help to attract private sector owners and a more mixed population in terms of family composition and age profile. A wider range of tenures and a more balanced demographic spread will aid the long term sustainability of the community.

Vision and Development Framework

- d) ***Reduce Multiple Occupancy Housing through conversion and new development which provides a more balanced range of tenures and better space standards***

Reasoned Justification

The predominance of private rented, multiple occupancy housing and low quality single person accommodation serves to reinforce the tenure pattern of the area. Conversion of existing properties will retain the architectural qualities of West Rhyl, provide better internal and external layouts with the possibility to introduce gardens, parking and waste storage facilities within the property curtilage. The adoption of different redevelopment models can provide a wider range of home ownership opportunities and support long term investment in the housing stock.

- e) ***Retain the use of listed buildings and respect and enhance the conservation character of the area through sensitive design of new development***

Reasoned Justification

Parts of West Rhyl lie within a Conservation Area (see section 3.24 -3.27). Sensitive development and retention of conservation features can make a significant contribution to the identity and character of an area.

High quality, well designed new buildings can add value to the conservation features by respecting their context, and enhancing the appearance and character of the area taking in to account street patterns, relationships of buildings and spaces, building styles and characteristics.

- f) ***Ensure a pedestrian and cycle friendly area with well managed parking and an enhanced public realm environment***

Reasoned Justification

New development must be set against the context of an improved access and public realm strategy which ensures a coherent, high quality environment which is not dominated by the car. West Rhyl will be a highly accessible place through the provision of a network of safe pedestrian, cycling and transport routes. The enhancement of the public realm through new street furniture, better materials and use of street trees will contribute to the separation of pedestrians and cars and help to improve the image and appearance of the area.

- g) ***Promote sustainable development through the use of energy efficient design and use of renewable energy sources***

Reasoned Justification

West Rhyl has a significant number of older properties and many residents in fuel poverty. Improving the energy efficiency of buildings is vital to ensure a sustainable, low carbon neighbourhood. Redevelopment of existing buildings should seek to reduce the amount of energy used, promote more efficient energy use and encourage energy generation from renewable sources to ensure the long term sustainability of the building stock (see appendix II).

The aspiration for the area is that all new buildings will be zero carbon in line with Welsh Government policy.

Vision and Development Framework

Development Framework

- 4.2 The Illustrative Development Framework (Figure 5) identifies the key land uses for the area based on the objectives set out in section 4.1. The Framework should be read in conjunction with the land use and acceptable use classes table (see Table 1).
- 4.3 The successful transformation of the area can only be achieved if the area is dealt with comprehensively. The Council recognise that not all the proposals within the Development Framework may be realised but developers will need to demonstrate by reference to the framework and land use table how their proposals will contribute to the regeneration objectives of West Rhyll.

Vision and Development Framework

Table 1 Illustrative Development Framework Land Use principles and acceptable use classes

Proposed Land Use	Acceptable Use Classes	Development Principles	Justification
<p>Proposed Hotel, restaurant, leisure, commercial</p> <p>Location West parade/ Water Street</p>	<p>Preferred uses</p> <p>A3 Restaurants and cafés</p> <p>B1 office appropriate in a residential area</p> <p>C1 Hotels, boarding and guest houses</p> <p>D2 Assembly and Leisure Casino, concert halls, bingo and dance halls (but not night clubs)</p> <p>Sui Generis Amusement Arcade</p>	<ul style="list-style-type: none"> Strong gateway development Three storey with possible fourth floor on corner of Water Street Active ground floor use Terraces, look outs, balcony areas to enjoy sea view Development must enhance Conservation Area status Reinforce perimeter block and make efficient use of backland area Off road parking and courtyard access, landscaping and improved public realm 	<ul style="list-style-type: none"> Development is required to generate local employment Support and strengthen adjacent retail and tourism priority investment areas Mark transition between retail core and arrival in the residential area of West Rhyl Bring a derelict site back in to use
<p>Proposed new build residential or commercial properties</p> <p>Location Crescent Road</p>	<p>Preferred uses</p> <p>C3 Dwelling Houses</p>	<ul style="list-style-type: none"> Residential infill of new 3 storey, 3 bed housing suitable for families Provision of off street parking and introduction of gardens within rear curtilage Introduce curtilage to front of buildings with adequate space for waste storage 	<ul style="list-style-type: none"> Wider range of housing tenures are required to rebalance the housing offer in the area. Bring an underused site in to use
	<p>Alternative uses</p> <p>B1 office appropriate in a residential area</p>	<ul style="list-style-type: none"> 3 storey, upper floor level incorporated into the building's overall roof form Deeper building footprint (12-15 m) can extend back in to centre of block to provide adequate floor plate Off road parking and courtyard access, landscaping to complement other development within the perimeter block 	<ul style="list-style-type: none"> Where housing is not a viable option the site will be considered for an office development if supported by commercial demand.
<p>Existing building with potential future improvements</p> <p>Location West Parade</p>	<p>Preferred uses</p> <p>D2 Assembly and Leisure</p> <p>A3 Restaurants and cafés</p> <p>C3 Dwellinghouses</p>	<ul style="list-style-type: none"> Observe design principles within SPG 	<ul style="list-style-type: none"> Site not currently used to its full potential. Opportunity for redevelopment to support employment, tourism and housing uses Investment to improve the building quality and appearance.

<p>Proposed new housing, hotel, cafe, leisure, commercial</p> <p>Location West parade/ John Street</p>	<p>Preferred uses A1 Retail A3 Restaurants and cafés C3 dwellinghouse D2 Casino (not dance hall) Sui Generis Amusement Arcade</p>	<ul style="list-style-type: none"> Housing suitable for families on first floor and above with access from rear service block Minimum of 4/5 storeys along promenade Upper storey set back or located partially into the roof Upper 6th level will be considered at the junction of John Street and West Parade Mixed uses on ground floor Design must promote pedestrian movement and access between the seafront and proposed new green space within Gronant Street Off road resident car and cycle parking within landscaped courtyard 	<ul style="list-style-type: none"> Introduce new housing tenures with high quality residential development on prime seafront site Ground floor commercial uses to promote active frontage in support of tourism and leisure economy Retail uses that serve the local area, provide local employment and do not impact on town centre vitality and viability (must comply with RET 7) Linked pedestrian access from the seafront to the new greenspace to bring people in to the area
	<p>Alternative use C1 Hotel or B1 office</p>	<ul style="list-style-type: none"> Scale and massing as above 	<ul style="list-style-type: none"> Hotel or office use will be acceptable on this site subject to an identified market demand
<p>Proposed new build Housing</p> <p>Location John Street/ Aquarium Street</p>	<p>Preferred use C3 Dwelling Houses</p>	<ul style="list-style-type: none"> New 2 or 3 bed housing suitable for families Access from John Street Private gardens, parking and cycle storage within curtilage Maximise the corner position and opportunity for views to the seafront and to the proposed open space Complement the existing Aquarium Street properties and the proposed new development on West Parade. 	<ul style="list-style-type: none"> Wider range of housing tenures are required to rebalance the housing offer in the area.
<p>Existing buildings to be modified internally and or externally</p>	<p>Preferred use C3 Dwelling Houses</p>	<ul style="list-style-type: none"> Conversion and refurbishment to improve internal space standards External remodelling to introduce off street parking/gardens and waste storage within curtilage Introduce energy efficiency measures and renewable energy technology 	<ul style="list-style-type: none"> Provide wider range of housing sizes Wider range of housing tenures and private ownership models to rebalance the housing offer in the area Improve amenity and space standards for residents.

<p>Proposed new Green space</p> <p>Location Aquarium Street South Side/ Gronant Street North side</p>		<ul style="list-style-type: none"> • New community greenspace to create transformational sense of place • High quality easily accessible public space to serve the neighbourhood • Maximise solar gain • provide recreation, animation and biodiversity • Allotments and Community Gardens • Landscaping and incidental public and private space 	<ul style="list-style-type: none"> • Identified need for Community Recreation Open Space (CROS) in West Rhyl. Overall the town lacks 19.6ha of CROS. • Gronant Street and Aquarium Street block identified as preferred location as it lies at the core of a dense urban area of poor quality houses • Demand for range of recreational uses identified during consultation with residents • Size and scale of site critical to enable it to accommodate variety of uses and significantly lower housing density • Critical mass of public sector ownership which will assist land assembly
<p>Proposed private gardens</p>		<ul style="list-style-type: none"> • Introduction of private garden space within curtilage as part of any redevelopment 	<ul style="list-style-type: none"> • To improve amenity and space standards for residents.
<p>Public realm, parking</p>		<ul style="list-style-type: none"> • Narrowing of highway • Introduction of off street parking reconfiguration of on street parking in Gronant St, Aquarium St, Abbey Street, and Crescent Road. • Echelon parking at Gronant Street • Introduction of street trees and planting • Improved materials and street furniture 	<ul style="list-style-type: none"> • Remove resident cars from the streets where feasible • Improve traffic flows • Provide secure offstreet parking for residents and businesses • To improve the street scene and introduce biodiversity

Proposed new boundary treatment and bin store		<ul style="list-style-type: none"> • New boundary treatment to create private storage space • Secure bin store within curtilage 	<ul style="list-style-type: none"> • To provide private space and promote a sense of ownership and security • Improved access and service arrangements for waste • Limit problems of fly tipping and remove unsightly waste facilities into accessible and secure location where residents will have more responsibility and ownership
Proposed cycle storage shed		<ul style="list-style-type: none"> • Storage space for householders and option for cycle storage 	<ul style="list-style-type: none"> • Promote security and surveillance • Reduce car use
Areas of no change		<ul style="list-style-type: none"> • Support for reconversion of multi-occupancy use to family accommodation • Amenity and space standard improvements which comply with SPG7 • Encourage energy efficiency measures and renewable energy technology 	<ul style="list-style-type: none"> • No direct interventions will be undertaken within these areas but householders are encouraged to adhere to amenity and space standards during any building improvements and introduce appropriate housing energy efficiency measures












Figure 5 - Illustrative Development Framework



EGLURHAD

-  Ffin CCA
-  Adeiladau presennol i'w cadw
-  Adeilad rhestredig
-  Adeilad presennol gyda diddordeb hanesyddol
-  Adeiladau presennol i gael eu haddasu, yn fewnol a / neu'n allanol
-  Adeilad presennol gyda gwelliannau posibl yn y dyfodol
-  Eiddo preswyl newydd arfaethedig
-  Datblygiad gwesty, manwerthu, hamdden neu fasnachol arfaethedig
-  Datblygiad tai newydd / masnachol newydd arfaethedig
-  Datblygiad tai, gwesty, manwerthu neu fasnachol newydd arfaethedig
-  Rhwydwaith cerddwyr wedi ei addasu
-  Ffyrd ddiwydiannol wedi eu haddasu
-  Mannau parcio arfaethedig i geir
-  Gardd ffyrnt breifat newydd arfaethedig gyda mur terfyn a chyfleusterau storio bniau
-  Garddi preifat preswyl arfaethedig
-  Man agored newydd arfaethedig
-  Siediau arfaethedig i'r gerddi cefn ar gyfer storio

LEGEND

-  SPG Boundary
-  Existing Buildings to be retained
-  Listed building
-  Existing building with historic interest
-  Existing buildings to be modified, internally and/or externally
-  Existing building with potential future improvements
-  Proposed new build residential properties
-  Proposed Hotel, retail, leisure or commercial development
-  Proposed new build housing / commercial development
-  Proposed new build housing, hotel, retail, or commercial development
-  Modified pedestrian network
-  Modified roadways
-  Proposed car parking spaces
-  Proposed new private front garden with new boundary wall and bin storage facilities
-  Proposed residential private gardens
-  Proposed new open space
-  Proposed Sheds to rear gardens for outdoor storage

5. Development Principles

5.1 To achieve the vision, and objectives necessary to regenerate West Rhyl, the following sections outline key design principles applicable across the SPG area. More detailed guidance may be brought forward by Denbighshire County Council through the use of Development Briefs as sites come forward for development.

5.5 It is proposed to minimise highway widths where needed in order to expand the pavements, enhance the public realm and manage traffic speeds. Reduced highway widths are proposed at Aquarium St, Gronant St, Crescent Road and Edward Henry Street, and where widths are below acceptable standards for two way traffic, this width reduction will be limited to 15-20 m runs in length subject to visibility considerations (see Figure 6).

Routes and Connections

5.2 The strategy for West Rhyl is to ensure a safe pedestrian and cycle experience and improved traffic circulation. This will be achieved by better management of on street and off street parking for cycles and cars and clearly defined access routes for residential and commercial developments. These measures will assist the improvement of the public realm, manage out some of the visitor parking congestion at peak times in the area and provide more private space for residential properties.

Public Transport

5.3 West Rhyl benefits from excellent public transport networks in the form of rail and bus. The location is situated less than 0.5 miles from Rhyl rail station and Rhyl bus depot, providing good networks to North Wales and the wider UK. Proposals should aim to maximise the links to these existing networks through better signage and access routes.

Road Hierarchy

5.4 The location of existing roads should remain unchanged but the width of some carriageways requires modification to reflect their use and classification. Existing one way systems should be retained, and additional ones could be introduced to help further define a hierarchy.

Figure 6 - Routes and Access



Development Principles

Pedestrian and Cycle Network

- 5.6 The pedestrian network should be defined by the separation of private and public space through the introduction of new boundaries to residential properties. Street calming measures through public realm and parking changes will assist pedestrian and cycle access within the area.

The introduction of street trees wherever possible improves safety by separating the car from the pedestrian, and improves the quality of the environment for pedestrians



Upton, Northampton. Example of rear courtyard parking areas

ROUTES AND CONNECTIONS PLANNING POLICY

- TRA 2 Traffic Management & Calming
- TRA 3 Highway Development Priorities
- TRA 6 Impact of New Development on Traffic Flows
- TRA 9 Parking and Servicing Provision

Off Street Parking and access

- 5.7 In order to manage the visual impact of parking on the public realm, private parking spaces should be introduced within the curtilage of properties when any redevelopment work is carried out.

Other forms of private parking will be arranged in courts or open defined spaces (inside the block) to suit hotel, housing, apartment or office land uses. Access points to the internal parking should be kept to a minimum to ensure efficient traffic circulation (see figure 6). Any new highway access must accord with the design principles in the Manual for Streets.

Cycle parking should be in the form of secured cycle stores and short-stay Sheffield stands.

On Street parking

- 5.8 New echelon and parallel parking spaces will be introduced on some streets (see Table 1 for details). This will facilitate better parking layouts on streets where parking is not achievable within the property curtilage or courtyard development (See Figure 7 Car Parking). The removal of some on street parking may increase road speeds and physical narrowing of the carriageway will be required to regulate speeds through the residential areas.



Ancoats, Manchester. New on street parking and highway alterations

Figure 7 - Parking



Development Principles

Urban Structure and Built Form

5.9 Creating local distinctiveness, character, and identity

The strategy is to retain and reinforce the urban block pattern to maintain the local character of the area.

5.10 Building lines

All new buildings, particularly new houses must form a continuous building plane with no random set backs or stepped articulation. Where possible, all roof lines, eaves and parapets should line through as continuous elements. Ridge lines should form a strong and continuous silhouette.



Aquarium Street. West Rhyl. Existing building form, line and massing

5.11 Form and massing

New development should seek to match as far as possible the scale, massing and composition of adjoining or neighbouring buildings (see Table 1 for site specific details).

Low pitch or flat roofs will not be permitted due to the nuisance problems created by nesting gulls unless a compelling argument can be made for sustainable green/brown roofs which have an appropriate

relationship to neighbouring properties. Roof terraces and balconies will be encouraged.

URBAN DESIGN PLANNING POLICY

GEN 6 Development Control Requirements
SPG 24 Householder Development Design Guide
SPG 25 Residential Development Design Guide

5.12 Elevational treatment.

New build residential projects should where possible express and reference the simplicity and clarity of the typical West Rhyl terrace frontage. Ideally window heads and cills will need to line through as will eaves and ridge lines. Window proportions should be vertical with low cills.

For commercial developments the emphasis should be on uninterrupted, repetitive treatment which respects window and cill lines. Projecting bays, balconies and terraces can be considered to capture views and sense of place.



five storey properties West Parade illustrating bay and balcony detailing and contemporary materials

Development Principles

5.13 Frontage Design

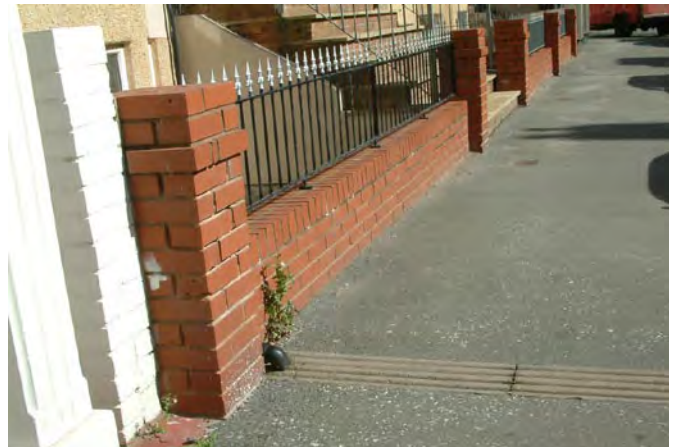
A significant number of West Rhyl properties are located directly onto the back edge of the existing pavement with no gardens or private space. Figure 8 highlights proposed locations for new frontage treatments. Proposals should provide a strong boundary line comprising a 1200 mm high (maximum) brick wall in keeping with local materials where possible. Railings can be added to the top of boundary walls but the overall height of the combined wall and railings should not exceed 1200mm. Should space be at a premium, steel railings can be used in place of walls but again must be no more than 1200mm high. Boundary walls should not be less than 1000mm from the frontage of the terrace, excluding projecting bays.

Commercial uses should follow adjacent building lines with no setbacks or gaps. Ridge and eaves lines should follow existing property lines. Roofs should be pitched and generally oriented along the length of the development. Active uses should be provided at ground floor facing onto the street.

It is likely that some localised work will need to be done to extend the width of the pavement (reducing existing highway widths see Figure 6) in order to establish new boundary frontages. Existing services will need to be confirmed prior to work being undertaken to enable schemes to take account of constraints.



Brick wall



Brick wall and decorative steel railings



Steel railings

Figure 8 - Frontages Treatments



Development Principles

5.14 Materials

New build development should acknowledge the West Rhyl palette but not mix materials together on individual facades. A single material finish is preferred, principally brick or render with facing and roofing materials selected to reflect the range of local material characteristics.

Designers are challenged to think creatively how the traditional characteristics and qualities can be replicated through contemporary materials. Metal and glass for projecting bays and balconies will be supported but timber is not acceptable.



West Parade Existing frontage showing material range



Four storey properties West Parade with commercial ground floor uses

5.15 Service Access and Waste Collection

All redevelopment proposals must set out how the requirement for access and servicing needs of buildings will be met. Waste and Recycling facilities currently located on the majority of streets should be relocated into the private space of residential front gardens where possible. Purpose designed bin storage should be located in the frontage areas (behind the boundary line) to ensure that bins are collected directly from the street from each household. All waste storage facilities must be in line with the councils Refuse and Recycling policy.

It is envisaged that waste facilities and plant areas for non residential properties will be located to the rear of new development in order to minimise visual impact.

On street servicing should be avoided and relocated to the rear of properties. Service areas, back of house storage and vehicle access must be concealed and secure when not in use. These design details will need agreement with the local waste authority, along with the service access requirement for the refuse vehicles.



Tancred Street, Liverpool. Example of new frontage design with incorporated bin storage

Development Principles

5.16 Energy Efficiency and Renewable Energy

The strategy for West Rhyl in line with national policy is that development proposals should seek to minimise resource use and maximise energy efficiency. DCC encourage an innovative approach to low carbon design tailored to the nature of development and site specific constraints. The Code for Sustainable Homes is a national requirement that all proposals for new residential build have to meet to achieve level 3 and obtain 6 credits under Ene1. Proposals to refurbish and remodel existing dwellings do not have to adhere to the Code. However, they will be strongly encouraged to follow the standards set out in the Code and also meet the resource efficiency principles outlined in SPG 24, Householder Design Development Guide, pages 27-28.

Commercial development with a floorspace greater than 1000m² or more than 1 hectare in size will need to achieve at least BREEAM 'Very Good' and achieve a mandatory 'Excellent' under Ene1.

Welsh Government publications provide information on the types renewable energy technologies which could be utilised by householders, communities and businesses:

<http://wales.gov.uk/docs/desh/publications/111121energy1en.pdf>

A range of government programmes and incentives are available to encourage the introduction of renewable energy technologies (see appendix II for details).

RENEWABLE ENERGY PLANNING POLICY

GEN 6 Development Control Requirements
MEW 8 Renewable Energy

Open Spaces

5.17 Open Space Strategy

The strategy aims to introduce new open space at the core of the neighbourhood which helps to redefine the sense of place. Its location and design will act as a catalyst for investment in new and existing housing which will attract more families into the area (see Figure 9). Within the core of perimeter blocks developers are encouraged to provide landscaped spaces as part of any new developments. Private garden space should be introduced within the curtilage as part of any refurbishment scheme (see section 6 planning requirements).

OPEN SPACE POLICY

REC 4 Recreation Facilities within Development Boundaries

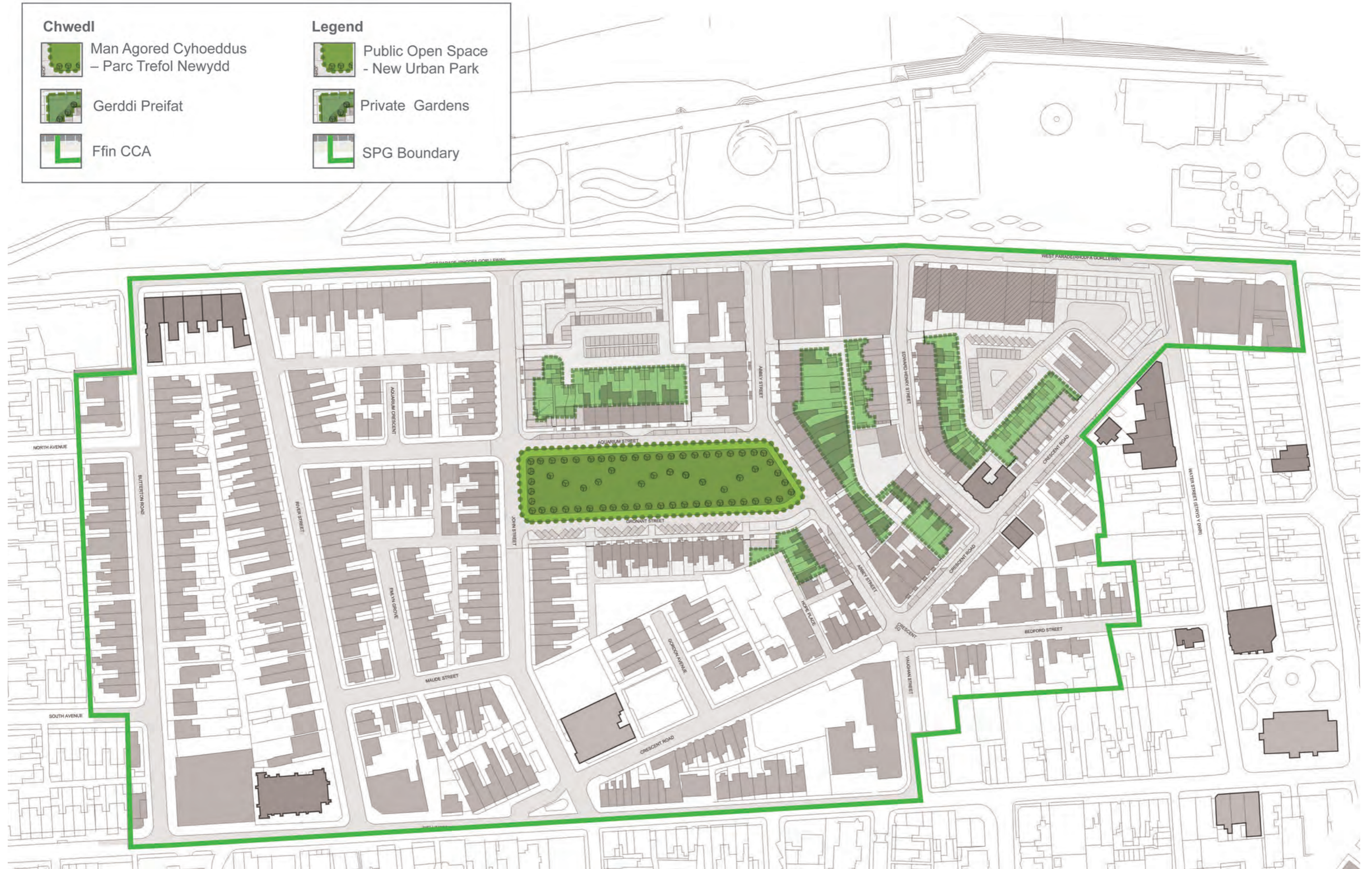
SPG 4 Recreational Public Open Space

5.18 Open Space Design

The function and design of a new green space in West Rhyl should respond to the needs of the local community following further consultation, and be appropriate to the character and townscape of the area. It will be of a size and scale to accommodate a range of recreational uses to contribute to the health and well being of residents.

The landscape should reflect the highest quality and design standards to create a transformational sense of place which helps to redefine West Rhyl. The space must be designed to integrate access for all, including disabled, young and elderly people. Its design must minimise the opportunities for anti-social behaviour such as street drinking and street crime by maximising the opportunity for overlooking and surveillance from surrounding properties. Management arrangements for the public space will be clearly established by DCC as part of the design process.

Figure 9 - Green Space



Development Principles

5.19 Public Realm

The public realm can clearly express the quality of the space and is a part of the development which everyone will experience. The public realm strategy is designed to introduce improvements in the street layout and appearance to aid legibility, placemaking and the overall character of the area. Proposed public realm enhancements include changes to highway widths to facilitate new parking bays and provide space for boundary treatments to the front of buildings. Tree planting and improved street furniture will aid the appearance of the street scene (see Figure 9). Some elements of public art could be introduced as part of the public realm improvements within West Rhyl. The materials for the public realm should be of a high quality and consistent palette and must be agreed with the local authority.

The design of the open space and public realm should recognise the requirements of functionality, service and long term maintenance and a management strategy will be developed by DCC.

5.20 Tree Planting

Trees can add significantly to the quality and character of the street, provide aesthetic relief from built form, create shade and seasonal interest. Tree planting can also help reinforce the street hierarchy of the place and should be introduced within the areas identified for public realm enhancements (see figure 10). The species selection and its form should be influenced by the locality and the space available for the tree to grow. Building lines, the requirements for natural light and site lines are also matters which need to be taken in to account. In West Rhyl particular emphasis to the tree selection should take account of the maritime climate, and appropriate tree species should be agreed with the local authority.

5.21 Street Furniture

Street Furniture includes seating, signage, litter bins, bollards, and lighting. This selection should be co-ordinated both in terms of style and colour, and all street furniture and lighting must be agreed with the local authority. Statutory undertakers must contact the planning and regeneration departments to discuss acceptable street furniture.

5.22 Reducing Opportunities for Crime

The design of buildings and spaces has an impact on crime, fear of crime and anti-social behaviour which can affect the reputation of an area and its potential sustainability. All new development and the modification of existing buildings should adhere to the principles of Secure by Design accreditation standards. For further information please see the link below: <http://www.securedbydesign.com/professionals/guides.aspx>.

Figure 10 - Public Realm



6. Planning Policy Requirements

- 6.1 Development must conform with the acceptable use classes in Table 1 of the SPG. The local authority may seek to support this through the use of a Local Development Order. The precise mix of uses and the amount of floor space contained within development proposals will need to be agreed with the local authority. Schemes are required to conform to the design principles outlined within this SPG and to local, regional and national policy guidance.
- 6.2 To enable the regeneration needs of the area to be met and ensure financial viability of schemes, the following provisions will apply to planning applications for new residential development within West Rhyl:
- Affordable Housing SPG 22 – no requirement**
Reasoned Justification – the West Rhyl SPG area is considered to have an overprovision of affordable housing. There is a clear need for new forms of tenure to attract a wider range of residents. There will be no affordable housing targets and no requirement for section 106 financial contributions for affordable housing.
- Onsite or offsite public open space SPG4 – no requirement**
Reasoned Justification – the West Rhyl SPG area will be transformed by the introduction of new community open space funded by the public sector. Developers will still be encouraged to provide landscaping in new developments in line within the guidance in the WRSPG. However, commuted sum payments for Community Recreation Open Space will not be required.
- 6.3 The requirements for affordable housing and open space and the need to secure commuted sums and section 106 requirements will be subject to review on an annual basis to take account of changing economic conditions.
- 6.4 It is anticipated that the majority of domestic renewable energy provision will fall within permitted development rights. For further guidance on renewable energy permitted development rights please visit the link below:
- <http://wales.gov.uk/topics/planning/policy/guidanceandleaflets/domesticmicrogen/?lang=en>*
- 6.5 The SPG area of West Rhyl is in an Environment Agency designated C1 Flood risk zone. Development in these areas will only be permitted where it can be demonstrated to provide an employment or regeneration objective (see TAN15). Development which accords with this SPG will be considered to meet the necessary regeneration / employment objectives.

7. Implementation and Delivery

Phasing

- 7.1 The phasing of development will ultimately be determined by market conditions, however, the delivery of the overall land use framework is critical to achieve the comprehensive regeneration of the area. Any application for development must be consistent with the SPG land use classes and must not prejudice the delivery of later phases.
- 7.2 Delivery of new open space will fundamentally change the appearance of the area and contribute to the enhanced image of the wider redevelopment. On this basis it is anticipated that the first phase of public sector investment is likely to include the Gronant St / Aquarium St / John Street / Abbey Street / Hope Street area:
- New open space to be implemented by March 2015
 - Housing Improvement programme for refurbishment, conversion and retrofit to be implemented by 2015
- 7.3 In order to attract private sector investment to the area and promote a comprehensive approach to regeneration, it may be necessary to assemble sites of an appropriate size. Denbighshire County Council recognises the need to use its compulsory purchase powers to acquire key sites and properties. Where this is necessary, DCC will seek to acquire property by agreement whilst at the same time proceeding with compulsory purchase procedures.
- 7.4 The Welsh Government is funding improvements to existing housing within the area and the acquisition of property needed to deliver new housing and green space through the West Rhyl Housing Improvement Scheme (see appendix I).
- 7.5 Funding for energy efficiency measures is supported by a range of government programmes, some of which are locally administered and home owners should contact the local authority for advice on funding availability (see Appendix II for further information).
- 7.6 Denbighshire County Council is seeking new private sector development partners who are willing to work within this framework to achieve the vision and deliver the regeneration objectives for West Rhyl.

Delivery

- 7.3 In order to attract private sector investment to the area and promote a comprehensive approach to regeneration, it may be necessary to assemble sites of an appropriate size. Denbighshire County Council recognises the need to use its compulsory purchase powers to acquire key sites and properties. Where this is necessary, DCC will seek to acquire property by agreement whilst at the same time proceeding with compulsory purchase procedures.
- 7.4 The Welsh Government is funding improvements to existing housing within the area and the acquisition of property needed to deliver new housing and green space through the West Rhyl Housing Improvement Scheme (see appendix I).

Appendix 1

Local Regeneration Strategies

The regeneration needs of the SPG are influenced by the priorities and evidence base of a range of local regeneration strategies and Local Development Plan documents.

- West Rhyl Regeneration Strategy, Nathaniel Lichfield & Lambert Smith Hampton 2004
- Rhyl Going Forward – Strategy and Key Investment Programme 2004
- North Wales Coast 2016 Action Plan, Welsh Assembly Government 2009
- West Rhyl a Site Masterplan, Shape June 2010
- West Rhyl Delivery Plan Final Report, Shape April 2011
- Rhyl Going Forward Neighbourhood and Places Delivery Programme 2011, DCC
- West Rhyl Housing Improvement Programme Business Plan, Welsh Government 2012
- <http://denbighddms.wisshost.net/english/default.asp> (LDP link)

A Countywide 'Public Open Space' Survey undertaken in 1995 (updated in 2000) identified a lack of 36 ha of all types of open space within Rhyl. Western Rhyl was specifically identified as lacking in open space. The town's main need is Community Recreation Open Space where there is a deficit of 19.7ha. The council consider that due to an increase in housing numbers and population across the county since this assessment, levels of open space have fallen relative to the number of residents and as such the identified need for open space is potentially greater than at the time of the previous survey.

The West Rhyl Regeneration Strategy (Nathaniel Lichfield & Lambert Smith Hampton 2004) identified lack of green space and over supply of HMOs as critical issues which need to be

addressed to improve the image of the area. A zone of poorer quality housing was identified at the core of West Rhyl bounded by Crescent Street/ River Street with Aquarium Street and Gronant Street at its core.

Housing age, imbalance of tenure, disproportionate numbers of poor quality multiple occupancy houses and associated oversupply of low quality single person accommodation were identified as critical issues in The Rhyl Going Forward – Strategy and Key Investment Programme, April 2004. The document was produced for the Welsh Government to identify priorities for investment. The priorities were to reduce the number of multiple occupancy properties by forty percent over five years and to introduce more green corridors and play spaces to reduce the high housing density of the area. In tandem with this was the intention to improve the public realm environment to engender a stronger sense of community through the creation of a more accessible and safer area.

The North Wales Coast Strategic Regeneration Area (NWCSRA) was designated in 2008 in the key coastal towns of Rhyl and Colwyn Bay to tackle issues of over supply of multi occupancy, poor quality housing and improved health and social inclusion to reduce the high levels of deprivation. A partnership approach was adopted through co-operation with Denbighshire Housing Department and local Housing Associations (see later section on West Rhyl Housing Improvement Programme).

The West Rhyl Site Masterplan (June 2010 DPP Shape) and West Rhyl Delivery Plan Final Report (DPP Shape April 2011) provided a detailed evidence base and an options appraisal to identify the nature, scale and areas of focus to deliver and sustain the regeneration of West Rhyl. The documents concluded that a complete transformation of West Rhyl was needed to change the nature of the housing stock, create new green space and enhance employment, tourism and leisure facilities.

Appendix 1

The need for more open space within West Rhyl was identified as a priority by residents as part of the Masterplanning of the area. The Gronant Street/Aquarium Street block was identified as the preferred location for green space following options appraisals and a two stage consultation process. The rationale for this location is that it is at the core of a dense urban network in an area that has previously been identified as poorer quality housing. Distributed pocket parks and smaller landscaped areas were considered as part of the open space strategy but these would only deliver piecemeal sites which would not fundamentally change the character of the area or provide the size and scale of site to accommodate the range of requirements identified. As part of the consultation to identify the requirements for the types of open space residents expressed a range of needs from tennis courts to children's play areas.

Housing quality issues identified in the strategic regeneration documents are being addressed through the West Rhyl Housing Improvement Scheme. Welsh Government, Denbighshire Council Housing Department and Pennaf Housing Group are co-operating to deliver this three phase programme to tackle housing and deprivation. In larger buildings within their ownership Clwyd Alyn (Part of Pennaf Group) are engaged in a programme of housing improvements to de-densify and improve space and amenity standards through the conversion and refurbishment of properties. In collaboration with private sector investment partners some of these properties will be offered to the market to provide a range of home ownership models. The intention is to provide different housing sizes through conversion, refurbishment and retrofitting and introduce different tenure models through possible home buy, rent to buy and shared ownership schemes. The need to deliver greenspace is a core priority for the regeneration partners which is being addressed through an acquisitions strategy within the Gronant Street/Aquarium Street block previously identified as part of the West Rhyl Masterplan consultation.

The Rhyl Going Forward Neighbourhood and Places Delivery Programme 2011 has evolved from the regeneration strategies and masterplanning work carried out to date. It has a number of projects in place to support and deliver the Vision and regeneration objectives identified in Section 4 in collaboration with the other regeneration partners and with the support of the private sector to bring forward further investment.

Appendix 2

Energy Efficiency and Renewable Energy

Why should we save energy?

We all use energy. In Britain, we rely heavily on fossil fuels for our electricity, our heating and our transport. Fossil fuels are limited, and as they start to run out their value will increase and prices will rise. Much of the fuel we use in Britain is imported, and global political tensions can cause prices to fluctuate. Fossil fuels also release harmful greenhouse gases such as carbon dioxide that drive climate change.

Energy efficiency measures and renewable energy can reduce our consumption of this expensive fuel, and help you to regain some control of your energy bills. You can reduce your total energy use by following these steps:

- **BE LEAN**

Reduce the amount of energy that you use. This is almost always better value for money than more drastic measures e.g. most of the energy used in a house will be for heating. Fitting draft excluders on doors and insulation in the loft is relatively cheap and will save a large amount of energy.

- **BE CLEAN**

Be clever with the energy that you use, and use it efficiently wherever possible. Energy efficient devices may be slightly more expensive, but they will cost you less to run.

- **BE GREEN**

Use renewable energy. If you reduce your overall energy use, the renewable energy will supply a higher proportion of your energy needs. You are making maximum use of your renewable energy, and getting best value for money.

Why is renewable energy important?

Unlike conventional fossil fuels, renewable energy will never run out and produces no or much less carbon dioxide. Renewable energy can reduce your energy bills and also reduce your carbon footprint.

Renewable energy technologies come in many forms, from large scale developments like wind farms, to small domestic add-ons like solar panels. Please refer to the Welsh Government renewable energy leaflets for more information:

<http://wales.gov.uk/topics/planning/policy/guidanceandleaflets/generaterenewable/?lang=en>

What government incentives and funding opportunities are available?

Feed-in Tariff

The Feed-in Tariff (FIT) is a Government backed financial incentive scheme which has been designed to encourage smaller renewable electricity installations up to 5 megawatts. Different technologies get different amounts of support, with the level of support set to take account of the different prices to purchase the technologies. The FIT guarantees an income from your renewable energy installation for 20 years.

The FIT consists of two payment rates, a **generation tariff** and an **export tariff**. The generation tariff is the higher of the two, and is paid for every unit (kWh) of energy generated by the technology. This is regardless of whether the energy is used by the owner or not. All the energy produced by the technology receives this tariff.

The export tariff is paid in addition to the generation tariff for every unit of energy sent to the national grid. This is set at a much lower rate to encourage people to use as much of the energy generated themselves, rather than selling it back to the grid.

Appendix 2

Renewable Heat Incentive (RHI)

The Renewable Heat Incentive (RHI) supports renewable energy technologies that produce heat, rather than electricity. Similar to the FIT, the RHI is designed to compensate for the additional costs of using renewable heating technologies in place of conventional heating technologies. Technologies eligible to receive the RHI support include biomass boilers, ground-source heat pumps (but not air-source heat pumps) and solar thermal panels. The first phase of the RHI scheme focuses on non-domestic big heat users. The second phase will extend the RHI scheme to households.

Nest

Nest is a Welsh Government funded scheme which offers advice and support to help improve the energy efficiency of homes across Wales. Nest is targeted at those households on the lowest incomes and in the most inefficient homes. In order to qualify for Welsh Government funded measures, households must be on a means tested benefit and in an F or G rated property (SAP 39 or less). If a household is eligible they will receive a whole house assessment, which will consider what the best options for the property are.

The scheme can give you advice on:

- energy efficiency;
- energy tariffs; and
- maximising your income

The Green Deal

The Green Deal is an innovative financing mechanism that lets people pay for energy efficiency improvements through savings on their energy bills.

The Green Deal launches in autumn 2012 and applies to both the domestic and non-domestic sector. It will replace current policies such as the Carbon Emissions Reduction Target (CERT) and the Community Energy Saving Programme (CESP) which require all energy suppliers to reduce carbon emissions by investing in measures in customers' homes.

There are 45 measures or areas of home improvement approved to receive funding under the Green Deal, covering:

- insulation
- heating and hot water
- glazing
- microgeneration (generating your own energy).

For the non-domestic sector lighting, mechanical ventilation and heat recovery measures can also be covered. More areas may be added as technology develops.

Appendix 2

Ynni'r Fro (Community Scale Renewable Energy Generation Programme)

Ynni'r Fro is a Welsh Government project to develop 22 community scale renewable energy projects across Wales. The project also offers a development officer service to help build community capacity, provide technical advice, help communities secure funding, identify training needs, and take communities through planning and licensing regimes. For more information please contact the Energy Saving Trust.

For further information on the schemes above please contact:

For householders and communities:

Energy Saving Trust

www.energysavingtrust.org.uk /Tel 0800 512 012

For businesses:

Carbon Trust

www.carbontrust.com /Tel 0800 085 2005

How can I get my own renewable energy generator?

To receive the FIT or RHI, both the technology and the installer needs to be certified under the **Microgeneration Certification Scheme (MCS)**. MCS accreditation ensures quality of product and work. To check whether an installer or product is MCS certified or to find a local installer, please visit the MCS website:

www.microgenerationcertification.org

Will I need planning permission?

Most stand-alone renewable energy installations such as wind turbines, hydro-electric generators and anaerobic digesters will require planning permission. However, the planning requirements for installing renewable energy technologies on existing buildings will depend on the size of the installation, the building type and its location.

The planning system allows for certain types of developments or changes of use to proceed without needing to apply for planning permission as long as certain conditions are met. These are called '**permitted development rights**'. Permitted development rights currently extend to some small-scale renewable energy installations.

To avoid confusion, it is always recommended that you contact the Council's Planning Department before installing any renewable energy technology to confirm whether or not planning permission is required.

Please note: in some instances, permitted development rights may have been removed, and if the building is listed or within a conservation area additional restrictions will apply. Other consents such as building regulations approval may also be required.

More information on the planning process can be found on the Planning Portal:

www.planningportal.gov.uk

The planning portal also includes a greener homes guide; this guide looks at the main domestic micro-renewable energy technologies and the different ways to make more efficient use of energy in the home:

www.planningportal.gov.uk/planning/greenerhomes/

Appendix 2

How do I contact the Planning Department?

You can contact the Planning Department by phone, email or in writing:

Tel: 01824 706727

Email: planning@denbighshire.gov.uk

Address: Planning Department,
Caledfryn,
Smithfield Road,
Denbigh,
LL16 3RJ

