

Appendix 1

Residential Space Standards (SPG no. 7)

Residential Space Standards Supplementary Planning Guidance

Introduction

This Note is one of a series of Supplementary Planning Guidance Notes (SPGs), amplifying the development plan policies and other issues in a clear and concise format with the aim of improving the design and quality in new developments. The Notes are intended to offer broad guidance which will assist discussions prior to the submission of planning applications and during the handling and determination of planning applications.

Status and Stages in Preparation

The Council's SPG Notes are not part of the adopted plan. However, they have been the subject of both a formal Council resolution and public consultation. The Welsh Assembly Government (the Assembly **WG**) has confirmed that following public consultation and subsequent Local Planning Authority (LPAs) approval, SPG can be treated as a material planning consideration when LPAs, Planning Inspectors and the Assembly **WG** determine planning applications and appeals. This Note was approved by Full Council on the 12th of April 2014. A statement of the consultation undertaken, the representations received and the Council's responses to these representations is available on request.

Background

In parts of Denbighshire there has been a significant increase in the number of large houses which have been subdivided into flats, bedsits and other forms of multiple occupation. As a result there is a serious oversupply of low quality single person accommodation in parts of the County¹ which has contributed towards social and economic problems and adversely affected the existing residential character.

Need for standards: Denbighshire Priorities

The Denbighshire Corporate Plan sets out a series of priorities which point towards the key areas that the Council wants to change. This document seeks to contribute towards the priorities 'Responding to demographic change' and 'Regeneration'.

The Denbighshire Housing Strategy has identified the need to ensure that a wide range of housing options are available within the County and equal opportunities. The Strategy identifies a housing vision for Denbighshire that "*Everyone will have the opportunity to access good quality, affordable housing designed to meet their needs now and in the future, whether they choose to rent or buy a home within Denbighshire*"².

Denbighshire has an ageing population which is expected to increase due to people living longer and the ageing of larger groups, such as those born after the Second World War. Building housing which meets the existing and changing needs of diverse

¹ Rhyl Going Forward: Strategy and Key Investment (2004)

² Denbighshire Housing Strategy, 2007

households is therefore essential to allow people to stay in their homes if they so choose and therefore achieving the Council's 'Responding to demographic change' priority.

The Welsh Index of Multiple Deprivation shows that Denbighshire has six areas which are in the most deprived 10% in Wales³. The Council aims to reduce the gap between the most deprived areas and the rest of the County. Accessibility to good quality housing is fundamental to achieving the Council's 'Regeneration' priority.

Planning Policy

National Policy Context

Planning Policy Wales⁴ (PPW) sets out the Assembly Welsh Government's objectives in relation to housing. PPW encourages higher densities on easily accessible sites, where appropriate, but highlights the importance of good design to ensure a high quality environment. The need for 'barrier free housing' is also highlighted and the use of Lifetime Homes Standards advocated.

Technical Advice Note 12: Design highlights the importance of good design in relation to quality of life and also the importance of inclusive design.

~~Denbighshire's Unitary Development Plan: Adopted 2002~~

~~The Denbighshire Unitary Development Plan (UDP) provides the strategic and detailed policy framework against which planning applications will be assessed.~~

~~Policy STRAT 5—Design states that "New development will be required to (i) be of a high standard of design, form, scale, materials and siting of new buildings and structures" and "(iii) protect the character and amenity of the locality and provide adequate amenity standards itself".~~

~~The Council sets out general development considerations in policy **GEN 6** of the Unitary Development Plan which seeks to ensure that development proposals are undertaken to a high standard. In particular, "Development which is in accordance with the Plan's other policies and proposals will be permitted, provided that it: (i) Respects the site and surroundings in terms of the siting, layout, scale, form, design, density... and intensity of use of land / buildings and spaces around and between buildings; (v) ...provides satisfactory amenity standards itself.~~

~~Policy **GEN 10** sets out the intention to produce and review Supplementary Planning Guidance Notes, including standards for new residential development.~~

~~Chapter 9 of the Unitary Development Plan sets out the Council's Policies in relation to housing. The following policies are of particular relevance to this SPG:~~

- ~~• **Policy HSG 13**— Subdivision of Existing Premises to Self-Contained Flats.
"The subdivision of existing premises to fully self-contained flats will be~~

³ Welsh Index of Multiple Deprivation, 2003 Summary Report 2011

⁴ Welsh Assembly Government (February 2011 November 2012) Planning Policy Wales Edition 4 5

~~permitted provided that: (ii) The Council's approved floor space ... guidelines are met".~~

- ~~▪ **Policy HSG 14** — Subdivision into Non Self Contained Flats; "Proposals for non self contained residential accommodation, outside the areas identified in Policy HSG 15 below, will be permitted provided that ... the following criteria are met: (iv) The proposal conforms to the Council's approved minimum layout space guidelines".~~
- ~~▪ **Policy HSG 15** — Residential Conversions in East and West Rhyl. "...proposals will only be permitted provided that ...the following criteria are met ..(iii) The proposals meet the Council's approved minimum layout / space guidelines for non self contained units..."~~

For information: In relation to policies HSG 14 and 15, although HMOs are not strictly defined by planning legislation, the Town and Country Planning (Use Classes) Order 1987 (as amended) sets out that the use of a dwelling house by not more than 6 residents living together as a single household falls within Use Class C3. **Planning permission will therefore be required where households consist of more than six residents not in a single family or household.** It should be noted that although an HMO may not always require planning permission, it may require a license under the Housing Act 2004⁵.

Denbighshire's Local Development Plan 2006 – 2021: Adopted 04 June 2013

The Denbighshire Local Development Plan 2006 – 2021 (LDP), which sit within the framework of national planning policy, is designed to take forward LDP objectives, spatial strategy and vision for this County. The document is used when making decisions on both development proposals and planning appeals alongside national policies and other legislative requirements.

There are two LDP objectives that are pertinent to this SPG:

- no.1: Population and Community – *The Local Development Plan will aim to meet projected housing needs in terms of a total number, type and size of dwellings, including provision of affordable housing; and*
- no.14: Design – *The Local Development Plan will ensure that new developments are sustainable and of good quality design whilst taking into account the requirements of flood risk.*

The number of local planning policies relevant to individual development proposals will vary, depending upon the location, circumstances and considerations material to the proposal itself. Therefore, the Plan must be read as a whole.

LDP themes 'Building Sustainable Communities' and 'Respective Distinctiveness' set out the Council's Policies in relation to housing and design standards. The following policies are of particular relevance to this SPG:

⁵ For further information please contact Planning and Public Protection Services, Denbighshire County Council, Russell House, Churton Road, Rhyl, LL18 3DP. Tel: 01824 706449

- **BSC 7** – Houses in Multiple Occupation & Self-Contained Flats. “ *The sub-division of existing premises to self-contained flats will be permitted provided that all the following criteria are met:*
 - i) *the property is suitable for conversion to the number and type of flats proposed without unacceptably affecting the character, appearance and amenity standards of the locality (including cumulative effects of such proposals); and*
 - ii) *the proposal conforms to the Council’s approved spaced and amenity standards.”*
- **RD 1** – Sustainable development and good standard design. “*Development proposals will be supported within development boundaries provided that all the following criteria are met:*
 - i) *Respects the site and surroundings in terms of the siting, layout, scale, form, character, design, materials, aspect, micro-climate and intensity of use of land/buildings and spaces around and between buildings: and...”*

For information: In relation to ~~policies HSG 14 and 15~~ policy BSC 7, although HMOs are not strictly defined by planning legislation, the Town and Country Planning (Use Classes) Order 1987 (as amended) sets out that the use of a dwelling house by not more than 6 residents living together as a single household falls within Use Class C3. **Planning permission will therefore be required where households consist of more than six residents not in a single family or household.** It should be noted that although an HMO may not always require planning permission, it may require a license under the Housing Act 2004⁶.

The aim of this SPG is therefore to articulate to potential applicants the minimum standards the Council believes should be met in order for developments to achieve the good and inclusive design required by national and local policy.

Standards

The requirements in this section apply County-wide to private and affordable housing. A developer checklist is included within Appendix 1 which summarises the standards.

Minimum Floor Space Standards

Minimum floor space standards, including circulation space, for all dwellings are set out below:

⁶ For further information please contact Planning and Public Protection Services, Denbighshire County Council, Russell House, Churton Road, Rhyl, LL18 3DP. Tel: 01824 706449

Property size	Minimum Gross Internal Area (GIA) in square metres to the nearest square metre
1 bed	50
2 bed	65
3 bed	80
4 bed +	100

The space standards are applied to both new build and conversion of existing properties. It is acknowledged that it may not be possible to achieve the standards in all conversions. In exceptional circumstances, (where it can be demonstrated that the application of the standards would affect the viability of the scheme and such a scheme is vital to the Council's overarching regeneration priority OR in relation to a historic or listed building where the historical merit of the property would be undermined.), the Council may grant planning permission providing the overall quality of the accommodation is not compromised. In such cases developers should liaise with the Planning Department.

The layout of rooms can influence how well a room functions. Long narrow rooms or rooms with awkward shapes may actually reduce the functional part of a room and will therefore not be permitted. Minimum room dimensions⁷ are set for **living rooms at 9 square metres, double bedrooms at 11 square metres and single bedrooms at 6.5 square metres.**

Comment: Highlights made in original text

The height of rooms within a dwelling can also affect how well a room functions. The subdivision of dwellings into flats sometimes involves making use of the loft space. It is important that this does not result in a high proportion of proposed floor area being difficult to use. In order to address this all rooms shall have a **minimum floor to ceiling height of 2.14 metres** over an area of the floor equal to not less than three-quarters of the area of the room. Any floor area above which the ceiling height is less than 1.53 metres shall additionally be disregarded.⁸

Comment: Highlights made in original text

Private Outdoor Space or Garden: on-site provision⁹

Generally, private amenity green space such as domestic gardens and green spaces in and around housing will be sought in all residential developments, including dwellings which have been subdivided, unless it can be demonstrated that there are exceptional circumstances which make such provision prohibitive. Minimum standards for developments are at least:

- 40 square metres for houses¹⁰
- 50 square metres for flats with an additional 10 square metres per flat¹¹

⁷ Minimum room dimensions proposed are in line with the Council's minimum licensing standards for Houses in Multiple Occupation

⁸ The Council currently applies this as minimum licensing standards for Houses in Multiple Occupation

⁹ It should be noted that this does not replace the requirement to provide amenity and recreational open space in new developments. Potential applicants should refer to Policy **REC-2 BSC11**.

¹⁰ In line with the Design Quality Requirements, Welsh Assembly Government, 2005

¹¹ Outdoor space may be communal but should be solely for the use of the occupants of the flat.

In some cases, particularly where there is a change of use it may not be possible to provide the private amenity green space requirements identified above. In such cases, developers should liaise with the Planning Department to agree an appropriate level of provision.

Lifetime Homes

The Lifetime Homes standard is a set of 16 design criteria that provide a model for building accessible and adaptable homes. The requirements of a household will change over time as a result of having children, illness or disability and age. Compliance with these standards will make it easier for people to remain in their homes should they so wish. These standards will not replace the need for other types of specialist accommodation, but will ensure housing is suitable for a changing households needs. **Dwellings should be built to Lifetime Homes¹² standard as a matter of good practice.** The Lifetime Homes Standard criteria are contained within Appendix 2.

Comment: Highlights made in original text

¹² <http://www.lifetimehomes.org.uk/> and <http://www.lifetimehomes.org.uk/pages/revised-design-criteria.html>

Appendix 1: Developer Checklist

Standard	Dwelling Type							
	1 Bedroom Property		2 Bedroom Property		3 Bedroom Property		4+ Bedroom Property	
	Proposed	Minimum Standard	Proposed	Minimum Standard	Proposed	Minimum Standard	Proposed	Minimum Standard
	Essential Standards							
Minimum Gross Internal Area (GIA) in square metres to the nearest square metre		50 square metres		65 square metres		80 square metres		100 square metres
Living room		9 square metres		9 square metres		9 square metres		9 square metres
Double Bedroom		11 square metres		11 square metres		11 square metres		11 square metres
Single Bedroom		N/A		6.5 square metres		6.5 square metres		6.5 square metres
Ceiling Height		2.14m		2.14m		2.14m		2.14m
Private Outdoor Space or Garden for houses / bungalows		40 square metres		40 square metres		40 square metres		40 square metres
Private Outdoor Space or Garden for flats		50 square metres + additional 10 square metres per flat		50 square metres + additional 10 square metres per flat		50 square metres + additional 10 square metres per flat		50 square metres + additional 10 square metres per flat
Standard	Good Practice							
Lifetime Homes	Compliance with 16 criteria, as contained within Appendix 1		Compliance with 16 criteria, as contained within Appendix 1		Compliance with 16 criteria, as contained within Appendix 1		Compliance with 16 criteria, as contained within Appendix 1	
	Yes / No		Yes / No		Yes / No		Yes / No	

Appendix 2

Lifetime Homes Criteria

(1) Car Parking Width	Where there is car parking adjacent to the home, it should be capable of enlargement to attain 3300mm width.
(2) Access From Car Parking	The distance from the car parking space to the home should be kept to a minimum and should be level or gently sloping.
(3) Approach Gradients	The approach to all entrances should be level or gently sloping.
(4) Entrances	All entrances should: 4a) be illuminated 4b) have level access over the threshold and 4c) main entrances should be covered.
(5) Communal Stairs & Lifts	5 a) Communal stairs should provide easy access and 5 b) Where homes are reached by a lift, it should be fully accessible.
(6) Doorways & Hallways	The width of the doorways and hallways should conform to the specifications below. Stated specifications and dimensions required to meet criterion Doorway clear opening width (mm) Corridor / Passageway width (mm)

	<p style="text-align: center;"><i>minimum</i></p> <p>750 or wider</p> <p>750 or wider</p> <p>775 or wider</p> <p>900 or wider</p>	<p style="text-align: center;"><i>minimum</i></p> <p>900 (when approach is head-on)</p> <p>1200 (when approach is not head-on)</p> <p>1050 (when approach is not head-on)</p> <p>900 (when approach is not head-on)</p>
(7) Wheelchair Accessibility	<p>There should be space for turning a wheelchair in dining areas and living rooms and adequate circulation space for wheelchairs elsewhere.</p> <p>Stated specifications and dimensions required to meet criterion</p> <p>A turning circle of 1500mm diameter or a turning ellipse of 1700mm x 1400mm is required in dining areas and living rooms.</p>	
(8) Living Room	<p>The living room should be at entrance level.</p>	
(9) Entrance Level Bedspace	<p>In houses of two or more storeys, there should be space on the entrance level that could be used as a convenient bed-space.</p>	
(10) Entrance Level WC & Shower Drainage	<p>There should be:</p> <p>a) A wheelchair accessible entrance level WC, with</p>	

	b) Drainage provision enabling a shower to be fitted in the future.
(11) Bathroom & WC Walls	Walls in the bathroom and WC should be capable of taking adaptations such as handrails.
(12) Stair Lift / Through-Floor Lift	The design should incorporate: 12a) provision of a stair lift 12b) a suitably identified space for a through-the-floor lift from the ground to the first floor, for example to a bedroom next to a bathroom.
(13) Tracking Hoist Route	The design should provide a reasonable route for a potential hoist from a main bedroom to the bathroom.
(14) Bathroom Layout	The bathroom should be designed to incorporate ease of access to the bath, WC and wash basin.
(15) Window Specification	Living room window glazing should begin at 800mm or lower and windows should be easy to open/operate.
(16) Controls, Fixtures & Fittings	Switches, sockets, ventilation and service controls should be at a height usable by all (i.e. between 450mm and 1200mm from the floor).

References and sources of information

Cabe (2010) Improving the quality of new housing: Technical background paper
<http://www.cabe.org.uk/files/improving-the-quality-of-new-housing.pdf>

[Denbighshire County Council Adopted Minimum Licensing Standards for Houses in Multiple Occupation](#)

Denbighshire County Council (2007) Denbighshire Housing Strategy

Denbighshire County Council (2004) Rhyl Going Forward: Strategy and Key Investment

~~Denbighshire County Council (2002) Unitary Development Plan~~

Homes and Communities Agency (2010) HCA proposed Core Housing Design and Sustainability Standards Consultation
http://www.homesandcommunities.co.uk/public/documents/Consultation_Questions.pdf

Housing Act 2004

Lifetime Homes <http://www.lifetimehomes.org.uk/pages/revised-design-criteria.html>

Town and Country Planning (Use Classes) Order 1987

Welsh Assembly Government (2005) Design Quality Requirements

~~Welsh Assembly Government (2010) Planning Policy Wales Edition 3~~
Welsh Government (2012) Planning Policy Wales Edition 5

Welsh Assembly Government (2008) Welsh Index of Multiple Deprivation

Appendix 2

Shop Fronts (SPG no. 12)

Shop Fronts

1 INTRODUCTION

- 1.1 This Note is one of a series of Supplementary Planning Guidance Notes (SPGs), amplifying the development plan policies and other issues in a clear and concise format with the aim of improving the design and quality of new development. The Notes are intended to offer broad guidance which will assist members of the public and officers in discussions prior to the submission of planning applications and assist officers in handling and members in determining planning applications.

2 STATUS & STAGES IN PREPARATION

- 2.1 The Council's SPG Notes are not part of the adopted plan. However, they have been the subject of both a formal Council resolution and public consultation. The Welsh Assembly Government (~~The Assembly~~) has confirmed that following public consultation and subsequent Local Planning Authority (LPAs) approval, SPG can be treated as a material planning consideration when LPAs, Planning Inspectors and ~~the Assembly~~ Welsh Government determine planning applications and appeals. This Note was approved by Full Council on 25th July 2001 for use in development control. A statement of the consultation undertaken, the representations received and the Council's response to these representations is available on request.
- 2.2 These notes have been prepared in accordance with guidance contained in Planning Guidance (Wales), Planning Policy; ~~Unitary~~ Local Development Plans (Wales); Technical Advice Notes.

3 BACKGROUND

- 3.1 It is generally accepted that shop fronts make a very important contribution to the overall character of our town and district shopping centres. They enable shops and other commercial premises to present their goods and services. The town and district shopping centres in Denbighshire consist of a variety of styles which have evolved over time and contributed to the unique character of each.
- 3.2 Occasionally shop fronts will be part of a proposed new building and will be the subject of an application for planning permission. In determining such an application, the council will take account of the relationship of the shop front to the building as a whole and to its neighbours. It is not the intention of the council to be over prescriptive or to stifle innovative design but the success of an application for planning permission will depend in part on how well a new building or shop front fits with the overall street scene, and the elevation and architectural style of the building it is part of.
- 3.3 Over the recent past there has been a very significant deterioration in the quality of shop front design. All too often there has been a misguided presumption that the shop front can be viewed independently of the overall building design or with its neighbours. The major issue addressed in this guidance however is the design of shop fronts for existing buildings whether they be alterations of existing shop fronts or new shop fronts for buildings presently in another use. This leaflet will offer guidance on the various elements that go some way towards good practice in shop front design.
- 3.4 Shop fronts are usually accompanied by advertisements, whether in the form of fascia signs or projecting / hanging signs. In considering the design and materials it is necessary to have regard to the type of advertisement as the two will go 'hand in hand'. More detail on signage can be found in SPG 17 'Advertisements'.
- 3.5 N.B. For the purpose of this guide a shop includes non retail premises such as amusement arcades, betting offices, building societies, cafes, dry cleaners, estate agents, hairdressers, laundrettes, restaurants and travel agents as well as the more usual retail premises, and any other facade designed to look like a shop.

4 POLICY

- 4.1 There is no formal development plan policy relating to shop fronts. However, the broad thrust of the Council's approach is to provide well designed shop fronts to match particular local circumstances, which vary across the County. This note is primarily concerned with the traditional shop fronts found in many of the County's town and village centres although the guidance will also be generally applicable to shop fronts

in modern shopping precincts. The Council acknowledges the commercial needs of businesses to 'open up' their premises to make them more inviting to customers. However, limits and control are needed, especially as most of the town and village centres will contain listed buildings and conservation areas. In these cases, particular regard needs to be taken to ensure that the essential character and integrity of the building is maintained and enhanced. Commercial centres need to compete; one of the best ways in which to do this is to retain their local distinctive character and ambience by retaining their particular architecture and not allowing this to be damaged or diluted by uniform company styles.

5 HISTORY

- 5.1 Shops as we understand them today are largely a product of the 19th and 20th Centuries. Most of the more successful designs date from the Georgian, Victorian or Edwardian periods and are extremely high quality. ~~Early shops had~~ Georgian shopfronts tended to have simply an enlarged window in the ground floor, an entrance door and ~~some sort of~~ a small fascia with perhaps a hanging sign. The development of the traditional shop front was an attempt to fulfil a number of requirements:
- to provide a ~~large~~ display area;
 - to advertise the business;
 - to provide adequate security;
 - to protect the wares from the elements;
 - to draw customers to the premises.
- 5.2 The lifting of excise duty on glass in 1845 and improvement in materials and building technology allowed shop fronts to be designed often across the whole width of a property thereby providing large display areas. The provision of a recessed entrance door was not only more inviting for customers but again allowed for the window display to be extended. Many Victorian and Edwardian shopfronts with such features have influenced later shop design.
- 5.3 Most traditional shop fronts are of what could be broadly termed classical design. This is a particularly appropriate way of allowing the often heavy appearance of the first and second floors to be carried visually by the fascia and pilasters. In reality the loads were taken by steel and or iron beams and columns.
- 5.4 It should be remembered that the design of shop fronts has always been influenced by fashion and the prevailing architectural trend of the time. It is ~~therefore~~ not uncommon for an older building to have a later shop front of a differing architectural style but which is within complete harmony with the building. Shop fronts need not necessarily reflect the original age or style of buildings but their design, including in particular fascia size and materials, should take account of the building, its neighbours, and the character of the area as a whole.

6 FEATURES OF A TRADITIONAL SHOP FRONT

- 6.1 The most effective way of explaining the main elements which make up a traditional shop front is by means of illustration. The elements are also described in turn:

Stallrisers

These provide the base of the shop front, both physically and visually. ~~and can reduce the chance of breakage or damage to the glass. They can also be reinforced internally to provide added security, particularly from ram-raiding.~~ It is the area between the ground and the sill and is typically solid. Stall risers should usually be of the same material and finish as the rest of the shop front or should be sympathetic to the building. Examples will include painted timber panels, stone or render. They can also be reinforced internally to provide added security, particularly from ram-raiding.

Pilasters and Consoles

These A pilaster is a flattened column that slightly projects from the wall. It is not structural but provides a strong edge to the shop front and help define the shop front itself and the relationship to the building above. ~~They also provide a feature separating the shop front from adjoining shop fronts.~~ Pilasters may be fairly plain, or incorporate decorative features (consoles). ~~They also provide a feature~~ in the form of console brackets.

These are decorative architectural features, forming the junction between the pilaster and the fascia, separating the shop front from adjoining shop fronts.

Fascias and Cornice

The top of the shop front has traditionally incorporated a fascia. It is typically timber and is where the shop sign is normally positioned. The depth of the fascia, as a rule of thumb, should be no more than a one fifth of the dimension from its top down to the pavement. Fascias can be flat

to the shop front or they can be angled so that any signage can be read easily. Effective signage tends to be engraved lettering, handpainted or applied lettering in a style suited to the scaled and design of the original shopfront. A cornice is the top part of the fascia. It usually projects from the fascia and creates a visual break between the shop front and the floors above. A cornice can be a purely decorative above the fascia or can be used to hide retractable blinds or roller shutters.

Shop Windows and Doors

These fit into the frame or surround, provided by the stall risers, pilasters and fascia. They should provide a balanced appearance taking into account the shop front and the positioning of windows at first floor level. Where appropriate, dividing up the shop windows with glazing bars will add strength to the shop front and minimise the size of each pane of glass may be considered. It improves the appearance of the shop and reduces. Smaller panes may reduce the cost of replacing any broken glass. Glazing bars are normally vertical but they can also be horizontal towards the top of the windows. The use of toughened or safety glass can be used to provide additional strength and security.

The positioning of the door will again need to be sympathetic to the 'balance of the shop front and building above. Doors may be central or at the end of a shop front. They may either be flush with the shop front or recessed to provide shelter, and increase the window display, and to create a well-defined and inviting entrance. Some doors have fanlights above, typically rectangular and sometimes decorative. The bottom panel of the door should relate to the height of the stall-riser and the door material in keeping with the rest of the shopfront.

7 DESIGNING / ALTERING TRADITIONAL SHOP FRONTS

- 7.1 Care is advised when designing shop fronts. Each case has to be looked at individually and full account should be taken of the factors which will affect the design both functionally and visually.
- 7.2 In designing or altering traditional shop fronts care must be taken in using appropriate details relevant to the overall concept, context of the building as a whole and the wider street scene. There is a trend to look at shop front design very much as a two-dimensional process, and ignore these very important issues. This can result in unsatisfactory detailing and the finished shop front can look very much like a parody of the genuine article. References are given at the end of the leaflet which should be of assistance.
- 7.3 Particular care will be required in proposals where two or more shops or 'retail units' are combined to form a single shop. The use of a continuous fascia across several shop fronts can be unattractive and visually dominant. Ways should be devised of visually linking the units together to ensure a common theme for the shop concerned, perhaps through matching shop fronts separated by pilasters.
- 7.4 It should be noted that many shop fronts will be within town or district shopping centres many of which are designated as conservation areas. Others may well be part of listed buildings. In both cases, particular care will be needed to ensure a satisfactory shop front which is in keeping with the building and locality.

8 MATERIALS AND FINISHES

- 8.1 The majority of traditional shop fronts were constructed in softwood and painted. However, as many of the softwoods that are easily available now can be of poor quality there is a tendency to use tropical hardwoods instead. Such hardwoods are often difficult to paint because of their natural oils and the result is either a poor quality paint finish or a non traditional appearance. Consideration should be given to the use of microporous paints which allow the timber to 'breathe' thus reducing flaking.
- 8.2 Occasionally a varnish may be appropriate particularly where a high quality timber has been used such as Welsh Oak although this can prevent the timber breathing. A more suitable alternative is 'Danish' or 'Teak' oil. Almost invariably a stain finish is not acceptable. In all cases, care will be needed in the both the choice and application of finish to ensure a high quality and durable appearance.
- 8.3 Great care should be taken in choosing colours and these should be appropriate to the period in which the buildings were constructed. Try to avoid the temptation to Do not choose bright colours in order to attract more attention. If all shops are brightly coloured there is no benefit individually and

as the overall effect is gaudy. Most of the major paint suppliers now produce ranges of colours appropriate to particular periods. ~~These tend to be far more muted, and,~~ which are subtle and attractive.

9 BLINDS OR CANOPIES

- 9.1 Many traditional shop fronts had some method of screening displays from direct sunlight, providing shelter and allowing window shopping in wet weather.

- 9.2 Fixed canopies of the traditional type constructed of cast iron and glass have a very major impact on the street scene. Where original they should be retained but new canopies where there is no tradition for their use would have to be very carefully considered. Traditional retractable blinds should also be retained where they are an existing feature. New blinds of this type are also to be encouraged subject to satisfactory compliance with safety requirements for pedestrians and vehicular traffic. Blinds should fit within and not obscure pilasters (where they are a feature of the shop front). The housing for the blind, when fully retracted, should be hidden within the cornice or at least below the fascia. The blinds themselves should be of a canvas material rather than shiny plastics.
- 9.3 'Dutch' blinds which have a curved or bulbous shape are not traditional to Denbighshire and are rarely satisfactory additions to our towns and villages.
- 9.4 New blinds or canopies may require planning permission and/or advertisement consent. Planning Officers will be able to advise on individual cases.

10 SECURITY

- 10.1 Security in the High Street is an increasingly important issue. It is required to combat three separate elements, theft, vandalism and ram raiding. Measures to make shops secure are not new. Early shops would have been secured with demountable wooden shutters held in place with iron bars. In the mid 19th century wooden or metal roller shutters became common and were integrated in the shop front design.
- 10.2 In designing a new shop front all aspects of security including items like burglar alarms should be an integral part of the design to avoid a "tacked on" effect. Traditional shop fronts with smaller paned glass, transoms, mullions and stall risers can be more difficult to break into than the large areas of unrelieved glazing (and smaller panes are easier and cheaper to replace). Stall risers can be substantial concrete structures (disguised externally) and glazing bars can be reinforced with metal "T" sections.
- 10.3 Often a shutter is necessary as it is a requirement of insurance companies or because of the nature and location of the business. If this is the case an internal lattice grill or shutter will be the preferred option. Depending on the nature and value of goods on display in the shop front it may be possible to locate a lattice shutter behind the window display particularly in those areas where CCTV is in operation. Lattice designs will enable night time window shopping, internal inspection by the police and contribute to an attractive night time environment.
- 10.4 A solid shutter is not recommended by the police as it does not allow the internal space to be viewed. External solid roller shutters are by far the worst option. They obscure architectural detail and invite graffiti which contributes to the overall portrayal of decline. If so their design should be integrated as far as possible into the shop front, it should be perforated to allow views into the shop and the colour should be appropriate to the building and area as a whole. As a general rule, all external shutters will require planning permission whereas internal systems do not.
- 10.5 Glass is an important consideration in the security issue. There are really only two types of glass that properly combine safety with security, laminated or toughened glass. Of the two laminated glass is more difficult to break through and probably provides most security. The type of glass used will also be important in preventing injury as a result of an accident.

11 PERMISSIONS

- Planning permission is required where any work constitutes "development" such as the renewal and alteration of a shop front. Minor alterations or the repair of shop fronts would not require planning consent provided that works are carried out on a like for like basis.
- If a building is listed then any alteration internally or externally would require listed building consent. It would be necessary to demonstrate that any work is not detrimental to the character of the building. This consent is in addition to any planning permission that may be necessary.

- If a building is within a Conservation Area it was necessary, until recently, to obtain Conservation Area consent for the partial demolition of a building including shop fronts. Following a recent High Court decision this is no longer the case. Nevertheless, before proceeding with any demolition within a Conservation Area it is advisable to seek advice from this department.
- The legislation relating to advertisements is complicated. Before carrying out any work associated with shop advertisements it is worth checking with this department about obtaining permission.
- Building Regulations approval may be necessary for certain works associated with shop fronts. Again it is worth checking with this department before carrying out any work.

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12 ACCESS FOR PEOPLE WITH DISABILITIES

12.1 Where Building Regulation approval is required then it will be necessary to comply with part "M" of the Building Regulations which deal with disabled person access. Building Regulation approval would be necessary where for example a new shop is being created in a building which was formally used for a different purpose. Where a new shop front is simply replacing an existing one Building Regulation approval may not be necessary. However this Authority would encourage the provision of access for people with disabilities where it was reasonably possible to provide it. In some instances the provision of disabled access may detract from the character of a listed building. For advice on overcoming these difficulties it is worth having discussions with Officers from Planning & Public Protection Services.

13 REPAIR OR RENEWAL

13.1 Where a traditional shop front is still in place it is advisable to consider refurbishment on a like for like basis rather than renewal. Planning permission and building regulation approval would not be required plus it can often be cheaper and result in a better design. Sometimes the original shop front has been hidden behind a later alteration which simply needs to be removed. If a traditional shop front has deteriorated beyond repair take note of the design and details and try to reproduce it as far as possible. Historic photographs can be a useful guide. Employing a conservation architect may be preferable in some cases.

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14 GRANTS

~~14.1 Grants may be available particularly for listed buildings or where a shop lies within a Town Scheme area or a Housing Renewal area. Information can be obtained from the Conservation Section of this department or Regeneration Services.~~

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15.14 MODERN BUILDINGS / INDOOR SHOPPING PRECINCTS AND PARADES

15.1.1 There will be instances where more 'modern' shop fronts in terms of design and materials may be acceptable provided that the end result is high quality. ~~Examples will include the White Rose Centre in Rhyd.~~ The Council will still seek to ensure a shop front is in keeping with the building and adjoining shop fronts. The principles contained in this note will still provide useful guidance.

SUMMARY OF KEY ADVICE

- Seek advice from the Council's Conservation Section
- Relate a shop front design to the building as a whole, its neighbours and the character of the area.
- When designing a traditional shop front look at similar traditional shop fronts and pay attention to detail.
- Take care in choosing the right materials finishes and colour.
- Use only traditional blinds.
- The shop front should be designed bearing in mind the intended advertisements as the two should be in harmony
- Take account of security needs but don't let security dominate the design.
- Check what permissions are required before ordering materials or commencing work.
- The design should cater for people with disabilities.
- Repair traditional shop fronts if possible.

Further Information

Cadw – The Welsh Government's historic environment service

Welsh Office Circular 61/96 'Planning and the Historic Environment: Historic Buildings and Conservation Areas'

Book of Details and Good Practice in Shop-front Design (1993) – English Historic Towns Forum

Shop-fronts and Advertisements in Historic Towns (1991) – English Historic Towns Forum

Shop-fronts (2010) – Historic Scotland

Traditional Shop-fronts – A Short Guide for Shop Owners (2010) – Historic Scotland

Showcase your Shop-front – Edinburgh World Heritage Trust

Shop front security report (1994) - British Retail Consortium

Modern Practical Joinery (1908) - G Ellis

Appendix 3

Pontcysyllte Aqueduct and
Canal World Heritage Site (SPG no. 26)

2. Planning Policy Context

2.1 Welsh Planning Guidance

- Chapter 6 Planning Policy Wales ~~(2011)~~ (2012)
- Welsh Office Circular 60/96: Planning and the Historic Environment: Archaeology
- Welsh Office Circular 61/96: Planning and the Historic Environment: Historic Buildings and Conservation Areas
- Wrexham Unitary Development Plan 1996- 2011 (Policies EC7 Conservation Areas and EC11 Archaeology)
- ~~- Denbighshire UDP 1996-2011: Policy CON5 Development Within Conservation Areas and Policy CON10 Scheduled Ancient Monuments~~
- Denbighshire LDP 2006- 2021: Policy VOE 3 – Pontcysyllte Aqueduct and Canal World Heritage Site.
- Cyngor Sir Ddinbych, CDLL 2006 – 2021: Polisi VOE 3 – Safle Treftadaeth y Byd Traphont Ddŵr a Chamlas Pontcysyllte

8.7. It is important to ensure that planning and management decisions conserve and enhance the features important to both designations. To aid planning decisions a supplementary planning guidance note will be prepared for the Area of Outstanding Natural Beauty ~~once designated~~.

9. Key background documents

- Planning Policy Wales ~~(2011)~~ (2012) and associated Technical Advice Notes.
- Welsh Office Circular 61/96: Planning and the Historic Environment: Historic Buildings and Conservation Areas (2006)
- Communities and Local Government Circular 07/2009: Protection of World Heritage Sites (July 2009)
- Wrexham Unitary Development Plan (adopted February 2005)
- ~~- Denbighshire Unitary Development Plan (adopted July 2002)~~
- Denbighshire Local Development Plan (adopted June 2013)
- Cyngor Sir Ddinbych Cynllun Datblygu Lleol, (Mabwysiadwyd 4ydd Mehefin 2013)
- Shropshire Council Core Strategy (adopted March 2011)

- X'ian Declaration on the Conservation of the Setting of Heritage Structures, Sites and Areas, ICOMOS (2005)
- Guidance on Heritage Impact Assessments for Cultural World Heritage Properties, ICOMOS (Draft 2010)
- The Protection & Management of World Heritage Sites in England, English Heritage (2009)
- Seeing the History in the View: A Method for Assessing Heritage Significance Within Views, English Heritage (Draft 2008)
- The Setting of Heritage Assets: English Heritage Guidance, English Heritage (Draft 2010)
- Technical Advice Note 12: Design

26

Pontcysyllte Aqueduct & Canal

WORLD HERITAGE SITE

*This leaflet is available
in alternative formats*



**Supplementary Planning Guidance
Note 26**

Pontcysyllte Aqueduct & Canal

WORLD HERITAGE SITE

Supplementary
Planning
Guidance Note 26

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1. Introduction

1.1 This guidance note has been jointly produced by the three Local Authorities of Wrexham County Borough Council, Denbighshire County Council and Shropshire Council in relation to the Pontcysyllte Aqueduct and Canal World Heritage Site. This guidance note amplifies development plan policies of the three respective Councils and is a material consideration in the determination of planning applications that affect the World Heritage Site and its setting. It is intended to provide guidance to developers, members of the public, Officers and Members of the Council.

1.2 The aim is to ensure the integrity of the Pontcysyllte Aqueduct and Canal World Heritage Site, its buildings, structures and landscape are maintained. New development should ensure no adverse impact. It is recommended that dependent on the type and complexity of development that applicants discuss their proposals with the relevant Council prior to submitting any application to ensure there are no specific requirements arising from the World Heritage Site Inscription.

2. Planning Policy Context

2.1 Welsh Planning Guidance

- Chapter 6 Planning Policy Wales (2011)
- Welsh Office Circular 60/96: Planning and the Historic Environment: Archaeology
- Welsh Office Circular 61/96: Planning and the Historic Environment: Historic Buildings and Conservation Areas

- Wrexham Unitary Development Plan 1996-2011 (Policies EC7 Conservation Areas and EC11 Archaeology)
- Denbighshire UDP 1996-2011: Policy CON5 Development Within Conservation Areas and Policy CON10 Scheduled Ancient Monuments

2.2 English Planning Guidance

- Circular 07/09 Protection of World Heritage Sites (2009)
- National Planning Policy Framework
- Shropshire Council Core Strategy: CS6 Sustainable Design and Development Principles

2.3 Due to the difference in the Welsh and English planning systems, this document will be adopted as a Supplementary Planning Document for Wrexham and Denbighshire. However for Shropshire Council this document will be used to inform the development of a Supplementary Planning Document regarding the historic environment.

2.4 This guidance note will be reviewed when the respective Local Planning Authorities adopt their respective Local Development Plans/Frameworks. Please seek advice of the relevant Local Planning Authority regarding the most recently adopted plan.

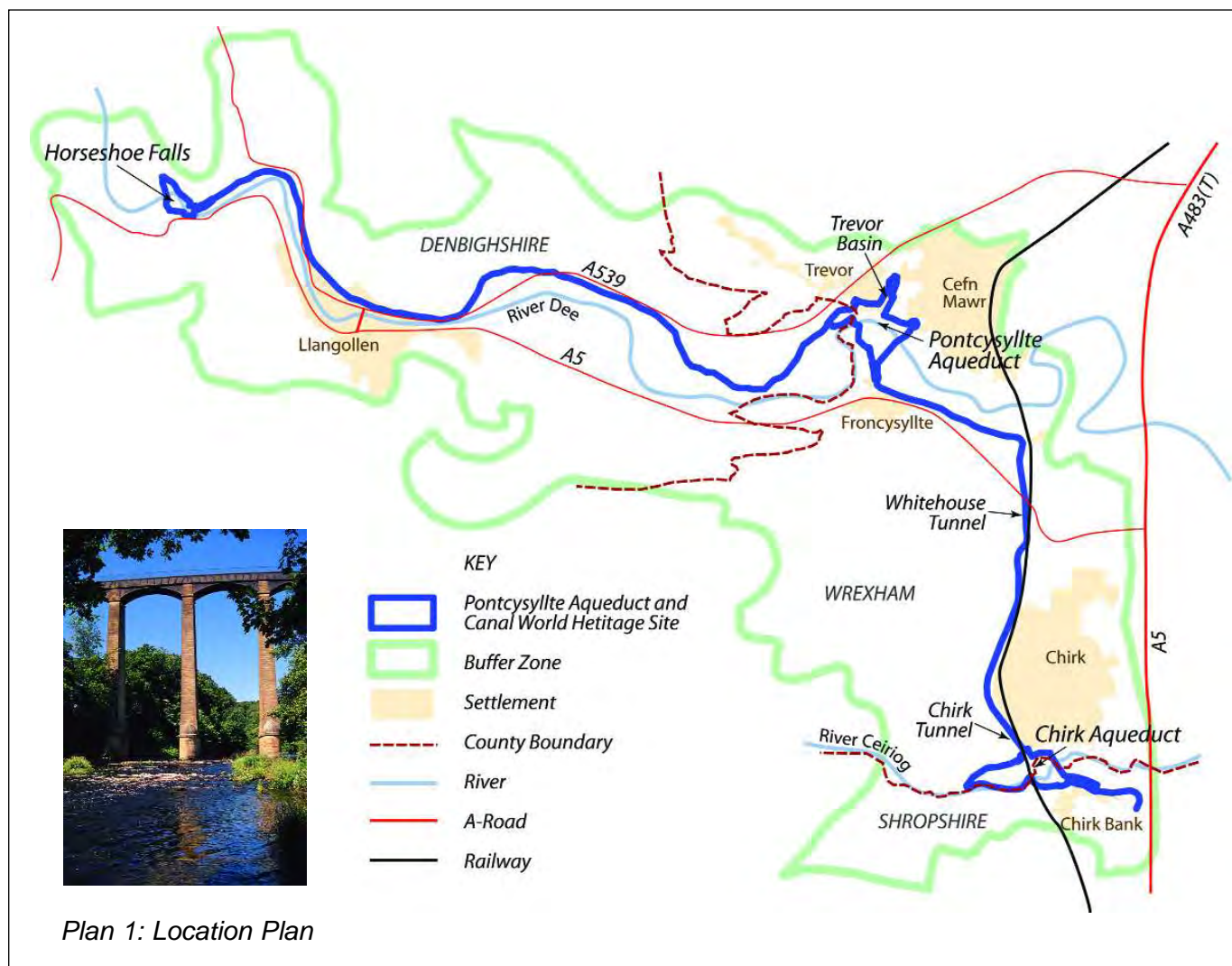
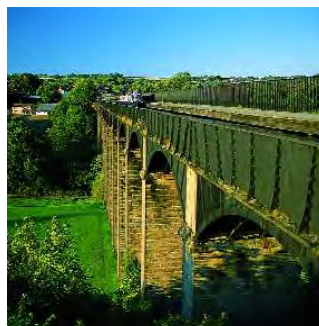


3. World Heritage Site – The Inscribed Site

3.1 World Heritage Sites are places of Outstanding Universal Value to the whole of humanity. The Pontcysyllte Aqueduct and Canal achieved World Heritage Site status in June 2009 because its value and significance is clearly expressed within the integrity and authenticity of its features and its landscape and cultural setting.

3.2 The World Heritage Site inscription site forms a linear corridor which extends from the Horseshoe Falls west of Llangollen (Denbighshire) to Gledrid Bridge to the east of Chirk Bank (Shropshire) (see Map 1 in Appendix 1). The area inscribed within the World Heritage Site

incorporates the Pontcysyllte Aqueduct and associated engineering features Horseshoe Falls, Chirk Aqueduct, the Llangollen feeder canal, cuttings, embankments and tunnels. The immediate visual setting of the Horseshoe Falls, Pontcysyllte Aqueduct and Chirk Aqueduct are also included.



4. Buffer Zone and its Purpose

4.1 The Outstanding Universal Value of the World Heritage Site is not contained purely within the inscribed area. The cultural, settled and aesthetic landscape which contribute to the presentation, setting, sense of arrival and history of the World Heritage Site are all important to the integrity of the designation. Buildings, archaeology, views and landscape features combine in places to form distinctive character and sense of place which complement the experience and understanding of the World Heritage Site. A Buffer Zone has therefore been drawn around the World Heritage Site to allow historic, cultural and landscape elements which contribute to the authenticity and integrity of the Site and therefore to its Outstanding Universal Value to be conserved.

4.2 The boundary follows the principal ridgelines of the Dee, Chirk and Ceiriog valleys to include the Site's broad landscape and visual context (see Map 1 in Appendix 1).

4.3 The Buffer Zone itself is not of Outstanding Universal Value, it simply defines the outer limits of a zone containing areas which by association with the World Heritage Site are important to the Site's Outstanding Universal Value. It is not the purpose of the Buffer Zone to impose a blanket conservation approach to the entire area, but to encourage sustainable development which through contextual awareness conserves and enhances the World Heritage Site.

4.4 The ICOMOS Xian Declaration of 2005 is the reference point for understanding setting in the context of a World Heritage Site.
<http://www.international.icomos.org/xian2005/xian-declaration.htm>

4.5 The full statement of Outstanding Universal Value for the Pontcysyllte Aqueduct and Canal and the criteria the Site meets can be found at <http://whc.unesco.org/en/list/1303>. Further explanation can be seen in Appendix 2.



5. Vision for Managing Development

5.1 The objective of the Local Planning Authorities responsible for protecting the World Heritage Site is to manage development in a positive way that supports the vision for the Management of the World Heritage Site.

5.2 The following objectives are taken from page 79 of the Pontcysyllte World Heritage Site Management Plan (2007 - 2012):

- To manage the World Heritage Site and Buffer Zone in a sustainable manner to conserve, enhance and present the Outstanding Universal Value of the Site locally and internationally.
- To balance the needs of protection, conservation and access, the interests of the local community and the achievement of sustainable growth.
- To engage with and deliver benefits to the local communities around the Site.
- To attract visitors to the area; and
- To generate income that adds value to the local economy or is reinvested in the running of the Site.



6. General Guidance - Planning Applications

6.1 All development proposals must demonstrate how they have considered the impact on the World Heritage Site, of particular importance will be:

- An understanding of the character of the area in which the development is located and how development effects the setting of the World Heritage Site and Buffer Zone;
- How the development impacts on views in and out of the World Heritage Site;
- How the development contributes or minimises the impacts on the integrity and authenticity of the World Heritage Site;
- How the development contributes to the visitors "sense of arrival" to the World Heritage Site.

6.2 The contents of Appendix 2 will help address some of these issues.

Design and Access Statement

6.3 The nature, scale and location of development will be important in determining the range and depth of information that will be required with a planning application. For the majority of applications the issues raised above can be addressed in the Design and Access Statement (DAS) see Technical Advice Note 17:Design (2009). A typical Design and Access Statement (DAS) needs to provide the following information:-



- a character appraisal of the site within its context of the World Heritage Site and Buffer Zone and how the proposal impacts on the World Heritage Site's Outstanding Universal Value both aesthetically and culturally;
- the design of the development and how it fits into the immediate area and wider landscape setting;
- setting and views of key buildings, features, landscape, archaeology and key views within, to and from the development site;
- where appropriate, the use of locally distinctive building elements, built form and construction techniques, such as scale, siting, massing, roof shape, roof pitches, frontage, window proportions, parapets and landscaping, shop front design and advertisement signs;
- where appropriate, the use of locally distinctive facing materials such as natural slate, building materials, brick quoins or natural stone, rainwater goods, windows, doors, porches, shop front design and in both buildings and the public realm;
- justifying high quality modern design that respects its location and setting;
- a description of boundary details including means of enclosure of landscape features, open spaces and gardens; and
- public realm and how pavements, parking areas, lighting, waste bins etc relate to the design principles of the proposal.
- Sense of arrival, consideration of how development would impact on the sense of arriving at the World Heritage Site.

6.4 Each Council welcomes appropriate modern design that contributes positively to the character of the World Heritage Site and its Buffer Zone.

6.5 Certain types of development do not require the submission of a Design and Access Statement (DAS) (refer to Table 1 for more information) but the considerations discussed above will still be material to planning decisions. It would be beneficial to your application to produce a short statement stating how your design proposals relate to these issues. Major applications in England, including those subject to Environmental Impact Assessment are likely to require a separate Heritage Statement which considers each of the above points in more detail.

6.6 Some development will not require a planning application, such as work carried out by statutory undertakers and development subject to agricultural and forestry notifications. In all cases it may be required to seek approval for the siting, design and external appearance of the proposal where it is considered that the proposal may be harmful to the setting or Outstanding Universal Value of the World Heritage Site.

6.7 The type of development, its scale, location, siting and design can lead to dramatically different impacts on the World Heritage Site. Small development such as an extension to a residential property can have a significant impact if it is directly next to the World Heritage Site, while large developments such as a housing estate may have a very limited impact when far removed from the World Heritage Site. Developers will need to demonstrate why there is no impact in the supporting documentation accompanying the planning application.

6.8 Plan 2 and Table 1 (below) sets out more detailed guidance on the different types of development and the approach required. These scenarios do not intend to cover all possibilities, but do include the main circumstances where development could threaten the World Heritage Site and Buffer Zone.

Plan 2: Typical Development Scenarios (Illustrative guide to typical development scenarios).

- 1** Any development within the World Heritage Site or immediately adjacent
- 2** Small scale development within the Buffer Zone in settlements
- 3** Small scale development within the Buffer Zone in rural areas
- 4** Major development within the Buffer Zone in settlements or rural areas
- 5** Major development outside the Buffer Zone which impacts on the World Heritage Site setting

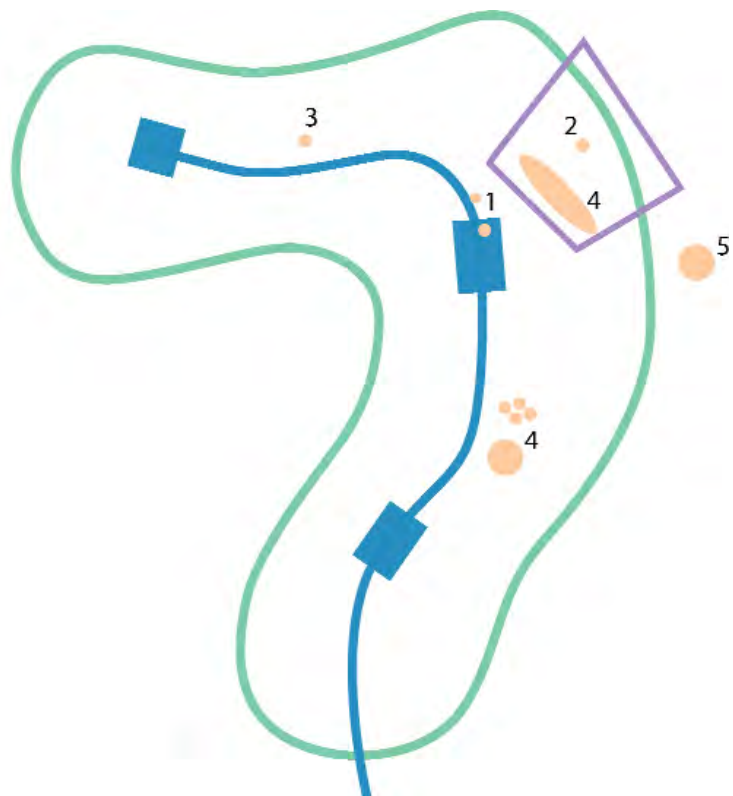


Table 1 – Typical Development Scenarios

Development Scenario	Development Type	Detailed Guidance
<p>1. Any development within the WHS, or immediately adjacent to it.</p>	<ul style="list-style-type: none"> ● Typically small scale ● Householder (residential extensions and conservatories) ● Changes of use ● Minor tourist development (toilets, small parking areas, picnic areas). 	<ul style="list-style-type: none"> ● Minor tourist development for essential small scale facilities could be appropriate in the open countryside where the openness of the countryside is maintained. ● Design siting and materials important. ● Statement required to state how the development contributes to the WHS's character.
<p>2. Small scale development within the Buffer Zone in settlement limits.</p>	<ul style="list-style-type: none"> ● Householder developments ● Shop front or small scale retail development in urban areas ● Minor development (less than 10 dwellings). 	<ul style="list-style-type: none"> ● Use the guidance within Section 6 and Appendix 2 to assess whether the proposal is of local impact or of wider impact on the WHS. ● Detail this analysis within a Design and Access Statement (DAS). If it can be demonstrated that the proposal is of local impact the DAS should look towards local character for design guidance. ● Any development that impacts on the WHS's "sense of arrival" or on buildings or landscape features e.g. archaeological features or buildings of historical or cultural association with the WHS that contribute to its Outstanding Universal Value should stipulate how the effects of development will be mitigated.
<p>3. Small scale development within the Buffer Zone in rural areas.</p>	<ul style="list-style-type: none"> ● Rural conversions ● Small scale agricultural development. 	<ul style="list-style-type: none"> ● Use the guidance within Section 6 and Appendix 2 to assess whether the proposal is of local impact or of wider impact on the WHS. ● Detail this analysis within a Design and Access Statement (DAS). ● If it can be demonstrated that the proposal is of local impact the DAS should look towards local character for design guidance. ● Any development that impacts on the WHS's "sense of arrival" or on buildings or landscape features e.g. archaeological features or buildings of historical or cultural association with the WHS that contribute to its Outstanding Universal Value should identify how the effects of development will be mitigated. ● Development subject to agricultural notifications may be required to seek approval for the siting, design and external appearance of the proposal where it is considered that the proposal may be harmful to the setting or Outstanding Universal Value of the WHS. ● Development by Statutory Undertakers (Gas and Electricity) may require approval for the design and external appearance of works as detailed in the General Permitted Development Order.

Development Scenario	Development Type	Detailed Guidance
<p>4. Major development within settlement limits or rural areas of the Buffer Zone.</p>	<ul style="list-style-type: none"> ● Housing (10 or more) ● Major agricultural development ● Major retailing development ● Industrial or commercial development ● Freestanding wind turbines ● Major tourism development such as Visitor Centre. ● Solar Parks 	<ul style="list-style-type: none"> ● The impact of major development can be much wider than just on its local setting. It can have a significant impact on the Outstanding Universal Value, setting and visitor experience of the WHS as well as on the character of the Buffer Zone. ● An application for a major development needs to consider the issues raised in Section 6 and Appendix 2. ● A Design and Access Statement (DAS) is required. ● The DAS should clearly define and understand the character of the development site and its relationship in the wider context. The DAS needs to identify the design principles used in developing the site Masterplan and how the design of the site would make a positive contribution to the WHS. ● Detailed landscape assessments and mitigation plans may be necessary. ● Tourism Development significant visitor attraction facilities should be within settlement limits; only in exceptional circumstances would such facilities be allowed in the open countryside or on the edge of existing settlements. Proposals for development outside the settlement limits would need to justify why a location within or on the edge of the settlement would not be appropriate for the facility and demonstrate that the rural character and landscape qualities would not be compromised by development. ● Visitor accommodation will only be acceptable within settlement limits or through the conversion of existing rural buildings. ● Industrial, retail and commercial development should be located within settlement limits. ● Development that is major or significant in scale may require an Environmental Impact Assessment (see Page 9).
<p>5. Major development outside of the Buffer Zone with impacts on the WHS setting.</p>	<ul style="list-style-type: none"> ● Wind turbines ● High rise development ● Infrastructure projects (electricity pylons) visible above the Buffer Zone ridgeline. 	<ul style="list-style-type: none"> ● The Buffer Zone has been drawn to follow the ridgeline of the Dee and Ceiriog Valleys to define the broad landscape and visual context to the WHS. ● Developments outside of the Buffer Zone may be visible from the WHS and impact upon its setting (e.g. wind turbines may be visible above the Buffer Zone ridgeline). ● Developers should contact the relevant Council prior to submitting an application to ensure there are no specific requirements arising from the WHS designation. ● Development that is major or significant in scale may require an Environmental Impact Assessment (see Page 9).

7. Development Affecting Associated Undesignated Features

7.1 Several undesignated archaeological features within the Buffer Zone are closely associated with the World Heritage Site and are important for its interpretation (e.g. the industries that provided economic justification for building the site, features associated with the construction of the site e.g. iron works, tramways, settlements and quarry workings).

7.2 An Archaeological Audit is available which considers the purpose and function of these features; their relevance to the World Heritage Site; their significance (whether local, regional, national or international). It may be necessary for archaeological surveys to be undertaken and appropriate mitigation may be required to make a development acceptable. Advice can be given at pre-application stage.

8. Other Considerations

8.1 The rich cultural and valued landscape setting of the World Heritage Site and the Buffer Zone is apparent within the high number of statutory and nonstatutory designations within the area (including the European Designation "Special Area of Conservation" on the River Dee). World Heritage Site designation does not remove these obligations or diminish their significance within planning decisions. Below is a list of a relevant few, and you are advised to contact your Local Planning Authority to check.

Scheduled Ancient Monument & Listed Buildings Consent

8.2 The Pontcysyllte Aqueduct and Canal is a Scheduled Ancient Monument (SAM). Works to a Scheduled Ancient Monument or on land adjoining a Scheduled Ancient Monument require separate consent from Cadw in Wales or English Heritage in England. Listed Building Consent is also a separate consent from the relevant Council that is required for works to a listed building.



Conservation Areas

8.3 There are to date 6 Conservation Areas within the World Heritage Site Buffer Zone. These are areas of special architectural or historic interest, the character or appearance of which should be preserved and/or enhanced. To assist development each has their own character appraisal detailing the main features of the area and local guidance to preserve or enhance that character.

Article 4(2) Directions

8.4 Article 4(2) directions remove the permitted development rights to houses within a designated area, where character of such features are felt to be important, for example changes in materials of external walls, windows and boundary walls. These are in place in Cefn Mawr, Chirk and Pontcysyllte Aqueduct Conservation Areas. It may be appropriate to add more directions in the future. This will be undertaken in full consultation with the local community. To confirm whether your property has had an Article 4 direction imposed and the content of the direction please contact the relevant local authority.

Clwydian Range and Dee Valley Area of Outstanding Natural Beauty

8.5 Much of the World Heritage Site lies within landscape which has been assessed as having natural beauty of national significance. The assessment of pressures which affect the natural beauty of the area and the consideration of mechanisms which enable landscape protection and enhancement, concluded that statutory designation as an Area of Outstanding Natural Beauty was the most appropriate mechanism. Designation brings with it statutory planning controls, a statutory management plan and community engagement within the landscape management and enhancement of the area. The primary objective for designating the AONB is the conservation and enhancement of its natural beauty, great weight is given to conserving and enhancing the natural beauty, wildlife and cultural heritage of the area.

8.6 The World Heritage Site and Area of



Outstanding Natural Beauty share a common interest in the conservation and enhancement of built and natural features of national and international significance. The cultural, historic, landscape character and quality features of the area are as important to the setting and integrity of the World Heritage Site and they are to the natural beauty of the Area of Outstanding Natural Beauty.

8.7 It is important to ensure that planning and management decisions conserve and enhance the features important to both designations. To aid planning decisions a supplementary planning guidance note will be prepared for the Area of Outstanding Natural Beauty once designated.

Designated Ecological Sites

8.8 The council has a duty to protect and conserve biodiversity in all of its functions, these protected habitats and species are afforded varying levels of protection under Statutory legislation. You are advised to contact your Local Authority and or Countryside Council for Wales as the development may impact on the River Dee SAC or any other designated site e.g. SSSI, SPA.

Environmental Impact Assessment

8.9 Development that is major or significant in scale may require an Environmental Impact Assessment (EIA). An EIA is required for certain specified types of development likely to have a significant affect on the environment by virtue of their nature, size or location. World Heritage Sites are "sensitive areas" for the purposes of the EIA

Regulations. This means that the Council will require an Environmental Impact Assessment to be carried out for any development proposal in, or partly in, a World Heritage Site if they consider it is likely to have a significant effect on the environment.

8.10 When an Environmental Impact Assessment is required, the developer must prepare and submit an Environmental Impact Assessment to accompany the planning application. An Environmental Impact Assessment in the World Heritage Site should:

- Take account of ICOMOS guidance on Heritage Impact Assessments (HIA). A Heritage Impact Assessment undertaken in these circumstances is not additional to a standard Environmental Impact Assessment but integral to it using methodology to focus on Outstanding Universal Value and attributes that contribute to Outstanding Universal Value.
- Examine alternatives;
- Highlight the environmental effects of proposed developments; and
- Propose appropriate mitigation and monitoring measures.

8.11 Applicants are encouraged to contact the relevant Council to confirm if it is likely the proposal will require an Environmental Impact Assessment.



9. Key background documents

- Planning Policy Wales (2011) and associated Technical Advice Notes.
- Welsh Office Circular 61/96: Planning and the Historic Environment: Historic Buildings and Conservation Areas (2006)
- Communities and Local Government Circular 07/2009: Protection of World Heritage Sites (July 2009)
- Wrexham Unitary Development Plan (adopted February 2005)
- Denbighshire Unitary Development Plan (adopted July 2002)
- Shropshire Council Core Strategy (adopted March 2011)
- X'ian Declaration on the Conservation of the Setting of Heritage Structures, Sites and Areas, ICOMOS (2005)
- Guidance on Heritage Impact Assessments for Cultural World Heritage Properties, ICOMOS (Draft 2010)
- The Protection & Management of World Heritage Sites in England, English Heritage (2009)
- Seeing the History in the View: A Method for Assessing Heritage Significance Within Views, English Heritage (Draft 2008)
- The Setting of Heritage Assets: English Heritage Guidance, English Heritage (Draft 2010)
- Technical Advice Note 12: Design



10. World Heritage Site Nomination, Management, Characterisation and Features

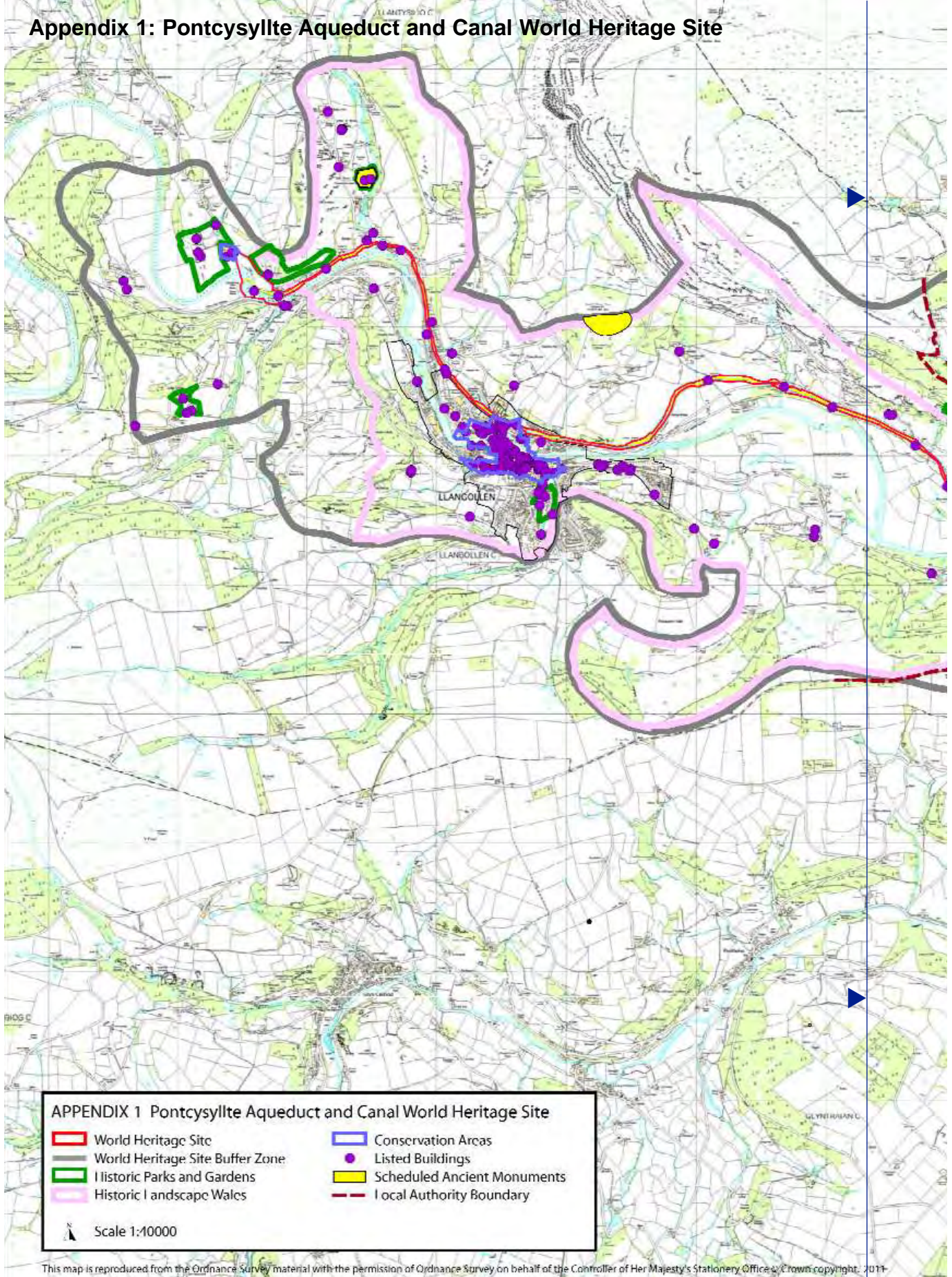
- Pontcysyllte Aqueduct and Canal Nomination as a World Heritage Site - Nomination Document (2009)
- Pontcysyllte and its canal: World Heritage Management Plan (2007)
- Pontcysyllte Landscape and Visual Assessment (2007)
- Pontcysyllte Archaeological Audit (2007)
- Pontcysyllte Aqueduct Conservation Area Assessment and Management Plan (2009)
- Tree and Ecology Management Plan (2010)
- Llangollen Conservation Area Appraisal (1997-1998)
- Llantysilio Conservation Area Appraisal (1997)
- Trevor Mill / Plas yn Pentre (1997-1998)
- Cefn Mawr Conservation Area Character Assessment (2005)
- Chirk Conservation Area Character Assessment (2001)
- Clwyd Register of Landscapes, Parks and Gardens of Special Historic Interest in Wales Part 1: Parks and Gardens (CADW/ ICOMOS UK)
- Register of landscapes of Special Historic Interest in Wales (CADW/ ICOMOS UK)
- Vale of Llangollen and Eglwyseg Historic Landscape Characterisation (Clwyd-Powys Archaeological Trust)
- LANDMAP – Provides an assessment of 5 aspects which together contribute to the Welsh landscape: geological landscapes; visual and sensory landscapes; landscape habitats; cultural landscapes and historic landscapes <http://test.landmap.ccw.gov.uk>

County Landscape Assessments:

- Denbighshire Landscape Strategy (2003)
- Wrexham LANDMAP Supplementary Planning Guidance
- Shropshire Landscape Typology (September 2006)



Appendix 1: Pontcysyllte Aqueduct and Canal World Heritage Site

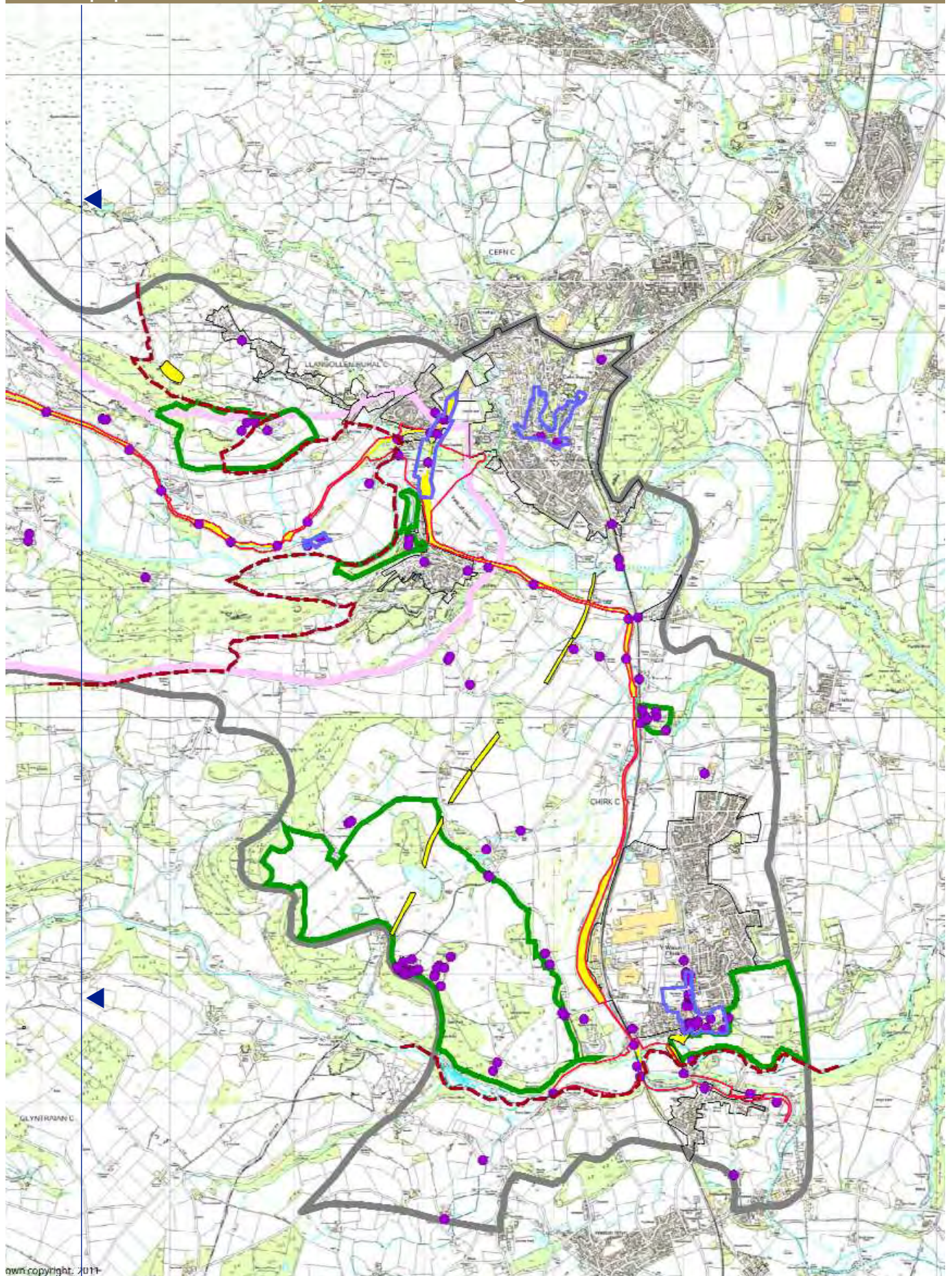


APPENDIX 1 Pontcysyllte Aqueduct and Canal World Heritage Site

World Heritage Site	Conservation Areas
World Heritage Site Buffer Zone	Listed Buildings
Historic Parks and Gardens	Scheduled Ancient Monuments
Historic Landscape Wales	Local Authority Boundary

Scale 1:10000

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Appendix 2: Additional clarification – Outstanding Universal Value.

OUTSTANDING UNIVERSAL VALUE

“World Heritage Sites are places of outstanding universal value to the whole of humanity”

Communities and Local Government Circular 07/2009: Protection of World Heritage Sites (July 2009).

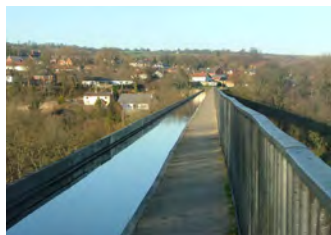
What are we protecting?

“Outstanding universal value” means cultural and/or natural significance which is so exceptional as to transcend national boundaries. In June 2009 UNESCO inscribed Pontcysyllte Aqueduct and Canal on the World Heritage List because it bears witness to very substantial international interchanges and influences in the fields of inland waterways, civil engineering, land-use planning, and the application of iron in structural design. The full statement of Outstanding Universal Value for the Pontcysyllte Aqueduct and Canal and the criteria the site meets can be found at <http://whc.unesco.org/en/list/1303>

In order to be inscribed on the UNESCO World Heritage Site list a site has to demonstrate and meet one or more of ten criteria to assess Outstanding Universal Value, satisfy requirements of authenticity and/or integrity and demonstrate the site’s importance. UNESCO considers Pontcysyllte Aqueduct and Canal satisfies three Outstanding Universal Value criteria.

These are:

- It is a masterpiece of two of the exceptional figures in the heroic phase of civil engineering in the late eighteenth and early nineteenth centuries;
- It exhibits important international interchanges of values in inland navigation, civil engineering



and the application of iron to structural design; and

- It is an outstanding example of transport improvements in the Industrial Revolution, which initiated the process of industrialisation that spread to Europe, North America and the entire globe.

Some of the key features from the adopted statement of Outstanding Universal Value are:

- recognition of the difficult geographical environment and the use of extensive and boldly conceived civil engineering works that resulted in monumental architecture;
- acknowledgement that the integrity of the landscapes and the Buffer Zone of the property (World Heritage Site) contribute to the expression of the value of the property (World Heritage Site);
- noting the property (World Heritage Site) has all the values of integrity as a major historic canal of the Industrial Revolution; and
- noting the good degree of authenticity between the buildings associated with the canal and its immediate environment.

The content of the following boxes explains the terms referred to in paragraph 6.1 of the Local Guidance Note.



Outstanding Universal Value, Character.

Character appraisals should identify the local distinctiveness and special interest of the visual and cultural environment.

The principal aims of character appraisals are to:-

- identify the factors that create the “quality of place”;
- define what built and natural features chiefly reflect this character and what is most worth conserving;
- identify what has suffered damage or loss and may need reinstating;
- establish how the development proposals sit within the character of the WHS and buffer zone in which it is located.
- assess impact on landscape character and natural beauty.

A character appraisal should ensure that the quality of townscape / rural scape in its broadest sense is understood as well as protected to ensure that new development is sympathetic to the areas special interest.

It is the character of the World Heritage Site of Pontcysyllte Aqueduct and Canal and the parts of the buffer zone affected by development proposals that should be the prime consideration in a character appraisal. Appraisals of development sites should consider: -

- architectural character;
- the layout and grouping (perhaps historic) of property boundaries and street patterns, lanes or tracks;
- the scale of buildings, building block patterns, frontage sizes (vertical, horizontal); fenestration patterns; a building’s relationship to outdoor spaces;
- any architectural detailing or rhythm to building frontages;
- any particular mix of building or land uses;
- characteristic local materials to buildings and other surfaces, such as walls, gates, railings etc;
- the mix and importance of focus and background buildings;
- the mix and importance of open spaces and hard and soft landscaping;
- important views and visual compositions to and from the development site in relation to the WHS (including vistas along streets and between buildings where relevant);
- important topographical features
- quality of advertisements.

The appraisal should form the basis of the design and quality of new development taking all the above factors into consideration. Maps and photographs should also assist in this process.

Further work is being undertaken by Cadw to assist with identification of characterisation.

Outstanding Universal Value, Views Relating to the World Heritage Site.

All developments need to consider whether they fall within views of the World Heritage Site and/or are viewed from the World Heritage Site. If a proposal falls within such views then the developer needs to consider the impact of development on the setting of the World Heritage Site and the character of the Buffer Zone.

Views of the World Heritage Site are important for appreciating the site and its integrity and authenticity. In some cases it may be required to preserve an existing view, in other cases it may be desirable to leave a view obscured for example where opening up a view would reveal previously hidden insensitive development. Development proposals will be considered for opportunities to enhance views of the site in the design, siting and landscaping of the proposal.

Within the Buffer Zone are significant views which have historic or cultural value. These views may be from historic sites like Castell Dinas Bran, A5 or from tourist attractions and national trails such as Offa's Dyke, Clwydian Way, Maelor Way, or may provide attractive views of the principal features of the World Heritage Site.

The significant views have been identified in the World Heritage Site nomination document: Pontcysyllte Landscape and Visual Assessment (2007).

Outstanding Universal Value, Authenticity and Integrity.

Integrity means completeness/intactness of the attributes needed to convey Outstanding Universal Value;

The adopted statement of Outstanding Universal Value for Pontcysyllte World Heritage Site notes the high integrity of the site as a major historic canal of the Industrial Revolution. It also notes the integrity of the landscape contributes to the expression of the value of the Pontcysyllte Aqueduct and Canal.

Authenticity means the link between attributes (attributes could take a variety of forms e.g. materials and substance, use and function, form and design or other forms of intangible heritage) and Outstanding Universal Value. How well those links convey Outstanding Universal Value;

The adopted statement of Outstanding Universal Value for Pontcysyllte World Heritage Site notes the good degree of authenticity between buildings associated with the canal and its immediate environment.

Outstanding Universal Value, Sense of Arrival.

A journey along major road and rail access routes to the World Heritage Site creates a 'sense of arrival' for visitors and can help interpret the value of the World Heritage Site and its Outstanding Universal Value. Development proposals along the major tourist access routes will need to consider how the proposal relates to this 'sense of arrival' and how it can positively contribute to it.

The Buffer Zone has a value in its own right where it creates a 'sense of arrival' to the World Heritage Site. This includes buildings, sites or landscape features that contribute to the Outstanding Universal Value of the World Heritage Site. These features may not be visible to or from the World Heritage Site but may be important to the character of that particular part of the Buffer Zone.

For development with a significant influence on the 'sense of arrival' by virtue of its scale, size, location or nature a context appraisal will need to be undertaken as part of the Design and Access Statement. The Design and Access Statement will need to consider the various landscape and urban characters along the route including the character of the World Heritage Site and the Outstanding Universal Value of the site. The development design will need to react positively to this context.

For example with the Outstanding Universal Value in mind, a drive to the World Heritage Site through the rural valley gives views of the difficult geographical environment in which the World Heritage Site was engineered, reveals views of the monumental architecture, passes settlements with historic association to the World Heritage Site and finally a visit to the World Heritage Site reveals the engineering solutions to the difficult terrain. Context appraisal may reveal an opportunity to open up views of the World Heritage Site and the valley, it may provide historic industrial links, buildings or features that could be reflected in the design or it could provide inspiration for materials.

Minor development (householder, change of use) along the main access routes will have more limited impact, in these circumstances a high quality of design and landscaping in keeping with the locality will be required.



Key Contacts

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Appendix 4

West Rhyl (SPG no. 27)

West Rhyl SPG – updates required post LDP adoption.

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** **Local 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's **Unitary Development Plan** **Local Development Plan** and national policies contained within Planning Policy Wales.

2. Policy and Regeneration Context

National Planning Policy

2.1 Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government (WG). The most relevant chapters from PPW to the West Rhyl SPG area include:

- Chapter 4 - Planning for sustainability.
- Chapter 6 - Conserving the historic environment.
- Chapter 7 - Economic development.
- Chapter 8 - Transport.
- Chapter 9 - Housing.
- Chapter 10 – Planning for Retailing and Town Centres.
- Chapter 11 - Tourism, Sport and Recreation.
- Chapter 12- Infrastructure and Services.
- Chapter 13 - Minimising and managing environmental risk and pollution.

PPW is supplemented by a series of topic based Technical Advice Notes (TANs) which provide more detailed guidance. Sustainability and the need to address climate change are critical drivers which underpin planning and land use policy in Wales. The following table provides a list of technical advice notes which are particularly relevant to West Rhyl.

TAN 4 Retailing and Town Centres (1996)

TAN 5 Nature Conservation and Planning (2009)

TAN 12 Design (2009)

TAN 13 Tourism (1997)

TAN 15 Development and Flood Risk (2004)

TAN 16 Sport, Recreation and Open Space (2009)

TAN 18 Transport (2007)

TAN 22: Planning for Sustainable Buildings (2010)

TAN Guidance relevant to development within West Rhyl

Statutory Development Plan

2.2 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

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

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.

2.4 The key policies within the LDP which are relevant to the West Rhyl SPG, and what the document is based on include:

- Policy PSE 1 - North Wales Coast Strategic Regeneration Area.
- Policy BSC 7- Houses in multiple occupation and self contained flats.
- Policy BSC 11 – Recreation and open space.
- Policy RD 1- Sustainable development and good standard design.
- Policy RD 5- The Welsh language and the social and cultural fabric of communities.
- Policy PSE 9 - Out of centre retail development.
- Policy VOE 6 Water management.
- Policy VOE 10 - Renewable energy technologies.
- Policy ASA 1 - New transport infrastructure.
- Policy ASA 2 - Provision of sustainable transport facilities.
- Policy ASA 3 - Parking standards.

Supplementary Planning Guidance

2.5 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

Regeneration Context

2.6 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.

3.1 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 LDP. 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.

(Vision and development frame work, page 28)

Proposed new housing, hotel, cafe, leisure, commercial

Location

West parade/ John Street

Preferred uses

A1 Retail, A3 Restaurants and cafés, C3 dwellinghouse, D2 Casino (not dancehall), Sui Generis Amusement Arcade

- 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
- 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 PSE 3)
- Linked pedestrian access from the seafront to the new greenspace to bring people in to the area

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

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

ASA 1 - New transport infrastructure.

ASA 2 - Provision of sustainable transport facilities.

ASA 3 - Parking standards

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.

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

RD 1- Sustainable development and good standard design.

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.

RENEWABLE ENERGY PLANNING POLICY

~~GEN 6 Development Control Requirements~~

~~MEW 8 Renewable Energy~~

Policy RD 1- Sustainable development and good standard design.

Policy VOE 10 - Renewable energy technologies.

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~~

~~BSC 11 – Recreation and open space.~~

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.

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: Policy BSC4, and 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: Policy BSC 11 and SPG 4 – 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.

27



West Rhyl Regeneration Area

Supplementary Planning Guidance Note 27

March 2013



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Figure 2 Indicative Landuse Plan

Figure 3 Adopted Alleyways

Figure 4 Conservation Area and listed buildings

Figure 5 Illustrative Development Framework

Figure 6 Routes and Access

Figure 7 Parking

Figure 8 Frontage treatments

Figure 9 Greenspace

Figure 10 Public Realm

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

National Planning Policy

2.1 Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government (WG) supplemented by a series of topic based Technical Advice Notes (TANs) which provide more detailed guidance. Sustainability and the need to address climate change are critical drivers which underpin planning and land use policy in Wales. The following table provides a list of technical advice notes which are particularly relevant to West Rhyl.

TAN 12 Design (2009)
TAN 13 Tourism (1997)
TAN 15 Development and Flood Risk (2004)
TAN 16 Sport, Recreation and Open Space (2009)
TAN 18 Transport (2007)
TAN 22: Planning for Sustainable Buildings (2010)

TAN Guidance relevant to development within West Rhyl

Statutory Development Plan

2.2 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

2.3 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.

Policy and Regeneration Context

- 2.4 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.

Supplementary Planning Guidance

- 2.5 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

- 2.6 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

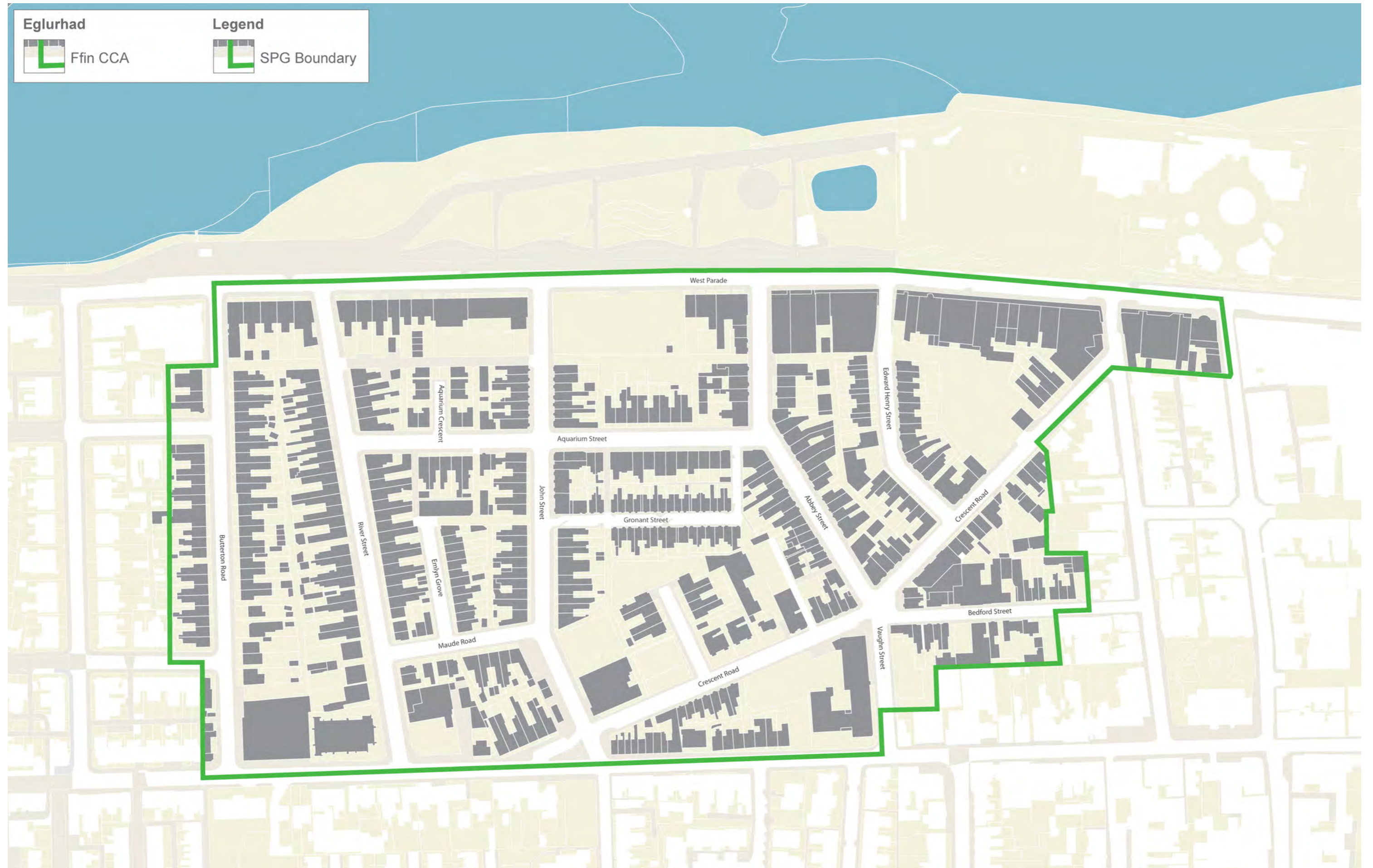
3.2 The area covered by this SPG ranks as one of the most deprived in Wales. It contains two Lower Super Output Areas West Rhyl 1 and West Rhyl 2. The Welsh Index of Multiple Deprivation statistics based on a range of socio-economic factors indicate that West Rhyl 2 is the most deprived of the 1,896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

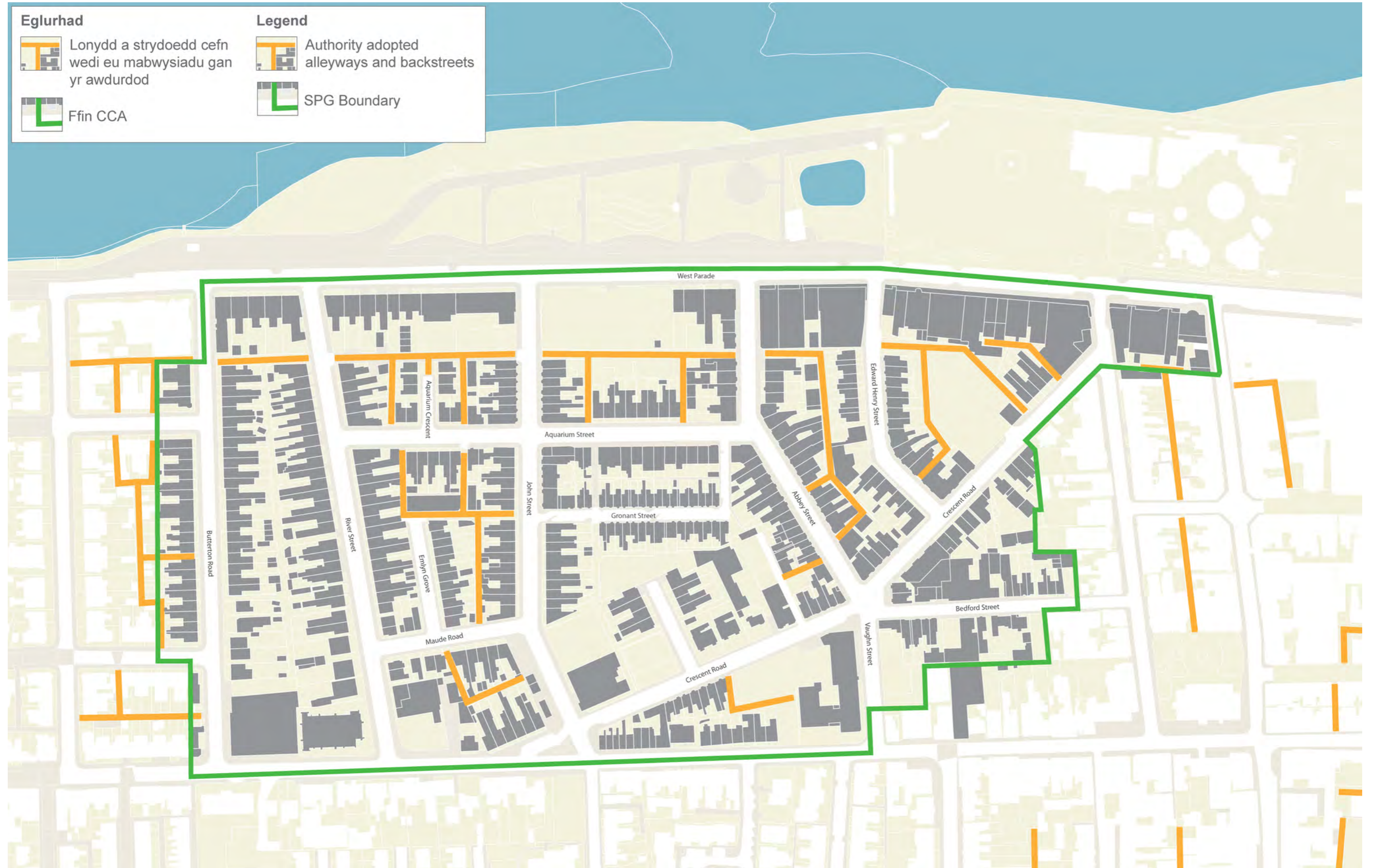


Outriggers rear of West Parade



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.

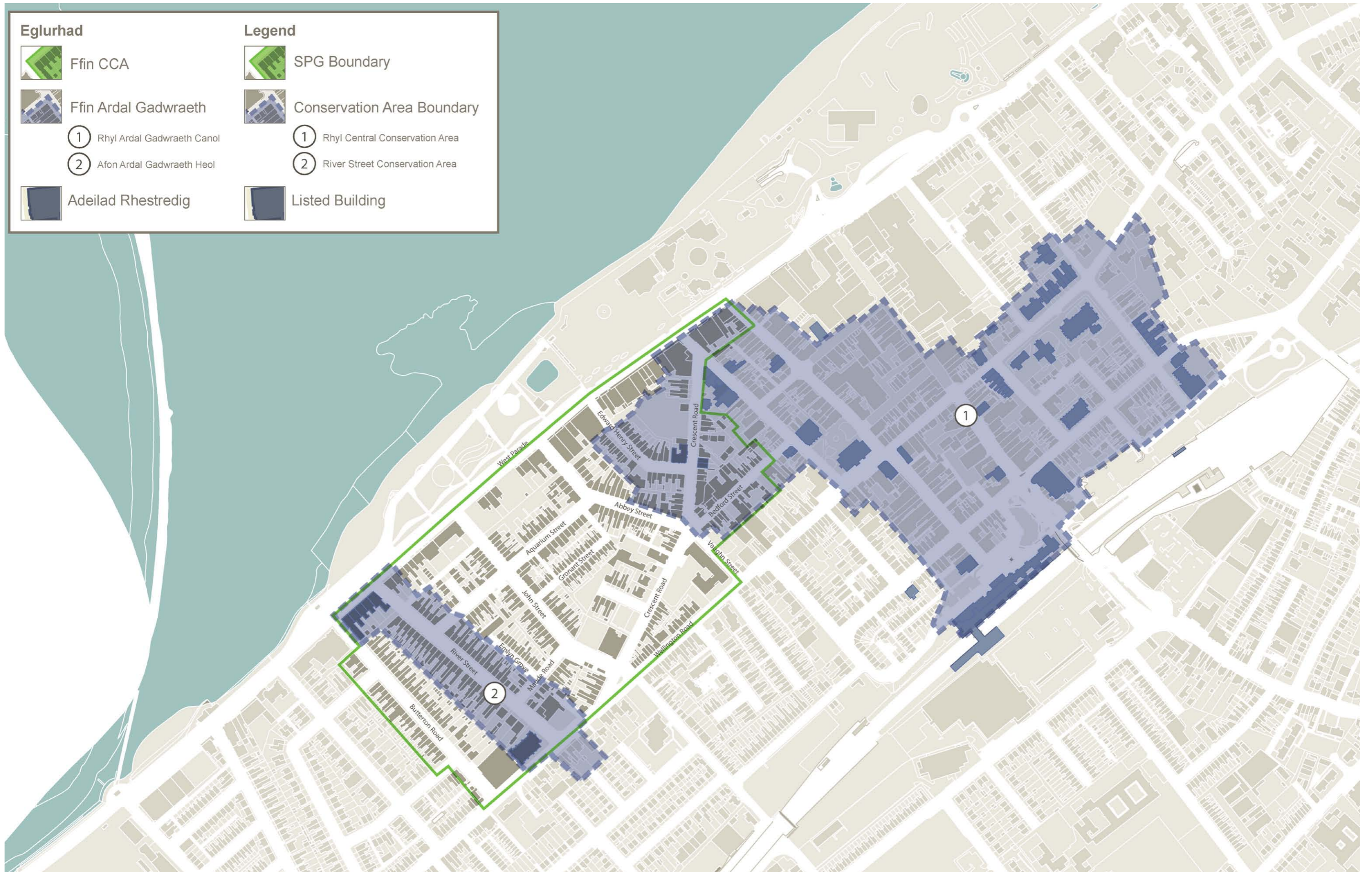
Views

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, a lack of external amenity space and 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’s have in general 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 Within the Rhyl Central Conservation area along Crescent Road some houses are rendered with features such as 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 with the survival of cast-iron railings.

The River Street Conservation area is characterised by 3 storey yellow brick, bay fronted properties on River street with four storey, listed, yellow brick properties on West Parade. These properties have characteristic terracotta panelling and cill bands.



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



Offices Edward Henry Street west, Rhyl Central



Listed Buildings, River Street Conservation Area

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:

- 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



3 storey property, River Road Conservation Area

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. • 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 Rhyl 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

Rhyl's economy is driven by the tourism and retail sectors and new development in West Rhyl 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.

Rhyl'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>Preferred uses Public Car park</p> <p>Location Crescent Road</p>	<p>Sui Generis Use of site as pay and display car park</p>	<ul style="list-style-type: none"> • Car park enhanced and retained to compensate for the loss of spaces on the promenade 	<ul style="list-style-type: none"> • Loss of existing car parking is likely due to proposed new swimming pool destination attraction next to the cinema in the coastal tourism zone facing this site. Car park enhanced and retained to compensate for the loss of spaces on the promenade
<p>Proposed new build residential or commercial properties</p>	<p>Alternative 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 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 D2 Assembly and Leisure A3 Restaurants and cafés 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.

Public realm, parking		<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

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 should ideally form a continuous building plane which avoids 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

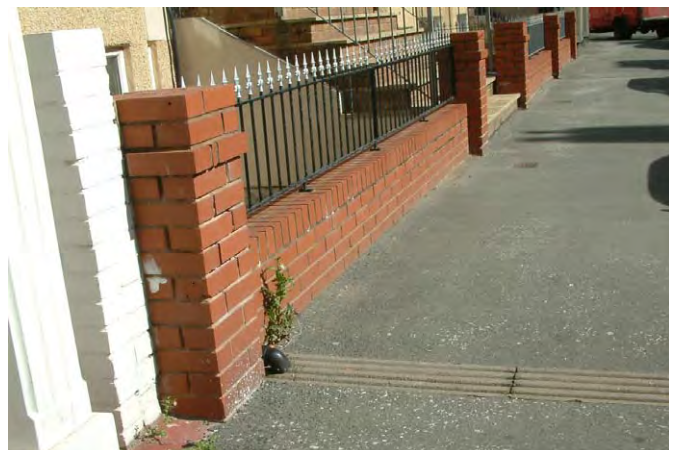
A significant number of West Rhyl properties are located directly onto the back edge of the existing pavement with no gardens or private space. Figure 8 highlights proposed locations for new frontage treatments. Proposals should provide a strong boundary line comprising a 1200 mm high (maximum) brick 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. In conjunction with the Environment Agency Wales, the Council are currently considering producing further guidance on this matter.

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.

Warm Wales

Warm Wales-Cymru Gynnes was set up in 2004 by National Grid, with a specific aim to meet its corporate responsibility to Government and deliver benefits to 1 million fuel poor homes. Warm Wales are able to access grant aid under Carbon Emission Reduction Target (CERT) and Community Energy Savings Programme (CESP).

For further information, please visit the website: <http://www.warmwales.org.uk/lang/en-gb/>

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

