

- 0.19ha (0.49acres) cleared site
- Main road frontage
- Close to retail, office and leisure facilities
- Within the centre of town
- Gateway site alongside Train Station
- Visible from A55 Expressway – part of the European Route E22
- Less than 5 minutes' walk from Colwyn Bay Waterfront
- Suitable for a variety of uses – subject to planning
- Integral part of the Town Centre Investment Plan



# EXPRESSIONS OF INTEREST

## Town Centre Development Opportunity

Princes Drive, Colwyn Bay, North Wales, LL29 8LA



# Introduction

Conwy County Borough Council are looking to engage with the market place to explore development opportunities at the Market Hall site, Princes Drive, Colwyn Bay.

## Positioning

This Council owned site provides a strategic opportunity for developers, occupiers or funders to position themselves at a gateway in the town centre.

It has unrivalled access to the Holyhead to London Train Line and the A55 Chester to Holyhead Trunk Road.

The site is close to Colwyn Bay Waterfront, which has been transformed into a unique destination over the last few years.

We believe that these contributing factors point to 2018 being the right time for the Market Hall to be taken forward for development.

## Growth and the surrounding area

This site is being brought forward at an exciting time for both the Council and Colwyn Bay. It is a key location in the emerging Town Centre Investment Plan.

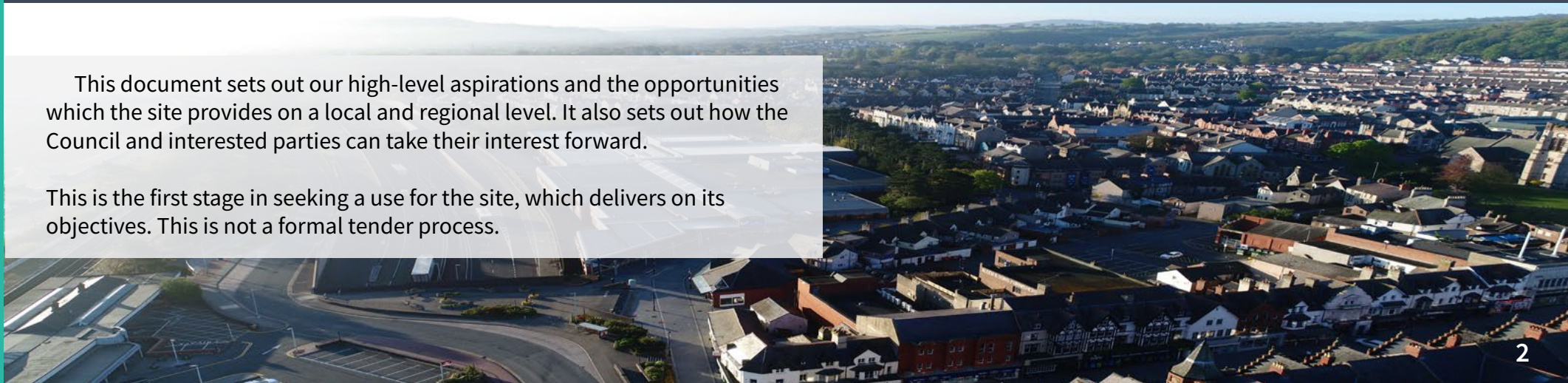
We want to explore the market's appetite. We want to know how this may shape not only the site's future but may also lead to wider development opportunities within the town.

As part of the ongoing regeneration of the area, the Council's new 9,097sqm (97,930 sqft) Grade A offices, Coed Pella, is due for completion this Autumn. This will see several hundred staff relocated to Colwyn Bay Town Centre.

The Conwy Economic Growth Strategy (2017-2027) sets out the vision for delivering economic growth. We want to increase productivity, competitiveness and growth for our county and the businesses that operate here. This strategy's key objectives include attracting regional headquarters and increased new business space within the County.

This document sets out our high-level aspirations and the opportunities which the site provides on a local and regional level. It also sets out how the Council and interested parties can take their interest forward.

This is the first stage in seeking a use for the site, which delivers on its objectives. This is not a formal tender process.





## Location and Description

**Colwyn Bay** is a growing and thriving town on the North Wales coast that boasts a number of private and public administrative and business centres alongside varied tourism and leisure offerings. It's the second-largest community and business centre in North Wales.

Nearby towns include:

- Llandudno 5 miles
- Conwy 6 miles
- Rhyl 11 miles
- Chester 40 miles

**Population** of 31,400. 59% are of working age

**Workforce** – There is a skilled local workforce. 25.5% have Level 4+ qualifications (Degree or equivalent), compared to 24.5% in Wales (2011 Census).

**Schools** – The town has some of the best performing schools in Wales.

- Two County high schools
- Seven primary or infant schools
- Rydal Penrhos Private School.

**Tourism** – The town is well placed to serve the North Wales Coast. It's very accessible to the Snowdonia National Park which has developed a significant reputation for adventure recreation with destinations such as Surf Snowdonia and Zip World. This attracts national and international tourists. Colwyn Bay promenade has undergone significant enhancement works over recent years including improvements to the beach, the prom and dismantling of the dilapidated pier.

**Background to the Market Hall Site** – Providing approximately 0.19ha (0.49 acres) of land, this site has been in the Local Authority's ownership since 2013.

Mains services, vehicular and pedestrian access are available from the adjoining Princes Drive. Colwyn Bay train station is located adjacent to the site.

The Council assembled the site with the view to support a redevelopment under the previous Strategic Regeneration Area (SRA) initiative under the then North Wales Coast Strategic Regeneration Area.



## Strategically Connected



### Trains

The site has a unique location next to the Train Station. It is a main stop on the Holyhead to London line.

Typical travel times:

- Chester less than 45 mins
- Manchester – 2 hours
- Crewe – 1hr 30 mins
- London Euston – 3 hours with 6 direct weekday options.



### The A55

The A55 Chester to Holyhead Trunk Road passes adjacent to the site and it's well served by Junctions 20 and 21. This provides good access east and west.



### Port

The port of Holyhead is less than 45 miles away.



### Airports

Both Manchester and Liverpool airports are just over an hour's drive.



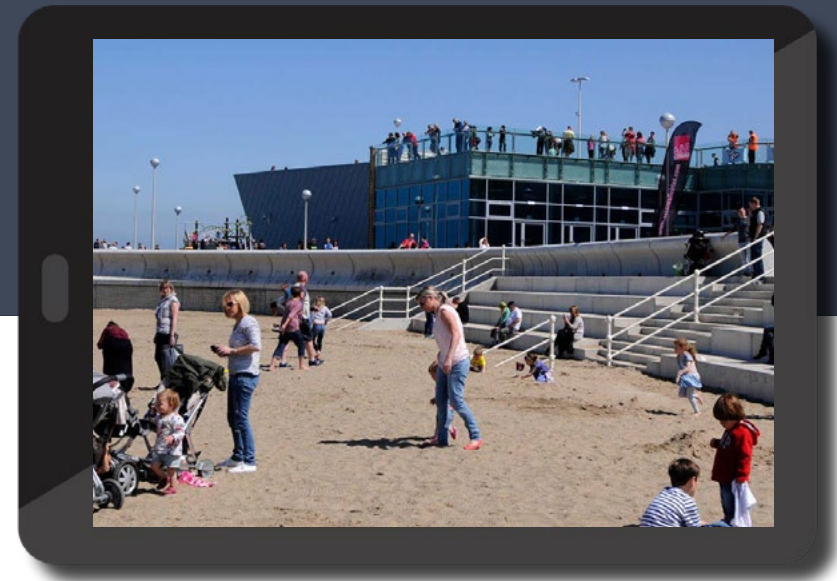
### Broadband

The whole area has Superfast Broadband and 4G connectivity.

### Facilities

Colwyn Bay Waterfront is less than five minutes' walk from the site. This has undergone recent significant investment with the development of one of the region's best beaches, along with the Porth Eirias Water Sports Centre.

Further leisure facilities are provided at nearby Parc Eirias with its Zip World Stadium and Leisure Centre. Parc Eirias has hosted many major events of late, from sporting to cultural events which have attracted significant interest on a local, regional and national stage.





## Coed Pella

Coed Pella are the Council's new offices due for completion this Autumn. They are less than five minutes' walk away and will be the culmination of several years of work in delivering an outstanding working environment for several hundred staff. It's also an accessible and welcoming building for visitors accessing public services.

The Coed Pella development, delivered on behalf of the Council by Muse Developments and M&G, will provide 9,097sqm (97,930 sqft) of net internal floor space over four floors, along with a 354 space multi storey car park to the rear.

In supporting the business case for the development, an Economic Impact Assessment was commissioned. This estimated with the occupation of Coed Pella, an additional £1 million per annum could be spent within Colwyn Bay Town Centre as a minimum. This in turn could be the catalyst for further regeneration and investment.

The Coed Pella development shares key attributes with the subject site, namely excellent access to public transport and the town centre with its facilities, as well as leisure and open spaces, such as the nearby Colwyn Bay Waterfront.

This significant influx of staff, coupled with the resident and business visitors which Coed Pella will attract is a key part of the Council's continued investment in regenerating Colwyn Bay Town Centre.

Further information about the Coed Pella development can be found at: <https://goo.gl/K9fCcx>







## The Colwyn Bay Town Centre Investment Plan

A Colwyn Bay Town Centre Investment Plan is in development which is intended to provide a framework for how the town will develop and function over the coming years. Whilst Market Hall is identified in the Plan, we have not been prescriptive about the use for the site. We want to use this process to explore the market for sustainable, deliverable, value added uses for the town centre which would further enhance the town's development.

The above Plan is being developed in consultation with a number of internal and external stakeholders. We would welcome any feedback the market place can provide in adding value to the process.

## The Economic Growth Strategy (2017-2027)

Conwy County is perfectly placed for business and growth. This site has potential to deliver at least one of the two property related objectives, namely attracting regional headquarters and increasing new business space within the County.

To the west, Wylfa Newydd, the proposed new nuclear power station on the Isle of Anglesey is an hour away by car. The power station is planned to be operational by the mid 2020's and may generate 9,000 jobs at peak construction.

To the east, the towns of Manchester and Liverpool have seen and continue to see significant commercial development and job creation.

The preferred way forward would be to consider development at the site which would assist the town centre regeneration agenda. We want to capitalise on the site's access to the nearby train station, shops, the Coed Pella Offices and Colwyn Bay Waterfront.

In taking any proposal forward, we would consult with Welsh Government, who part funded the site acquisition.

## Adjoining Ownerships

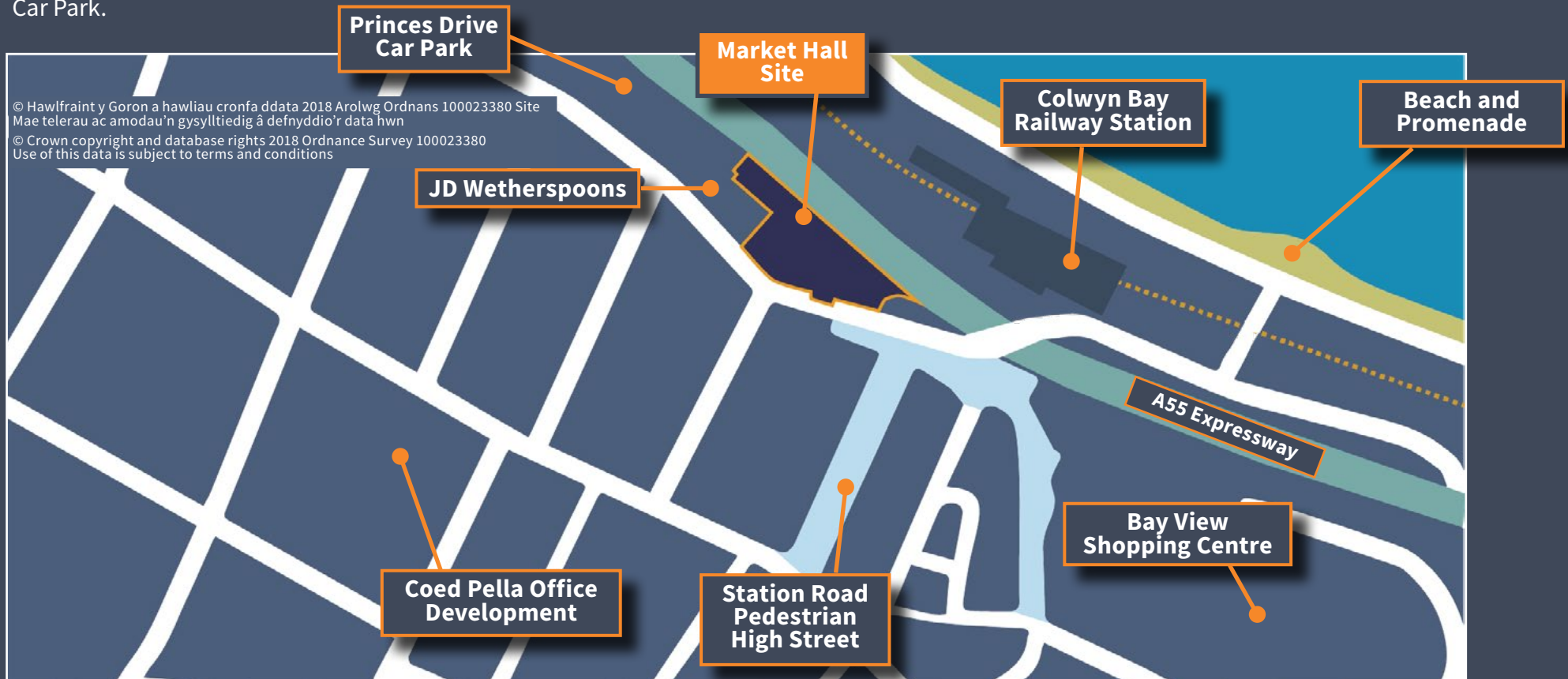
The Market Hall site is next to Colwyn Bay Train Station, owned by Network Rail.

Subject to discussions with Network Rail and the relevant stakeholders, there could be development opportunities by a joint development in consolidating on the gateway status of the site(s). This site and the Train Station site lead onto Station Square, and an area of public realm.

The building adjoining the site is the Picture House Public House, owned by JD Weatherspoon PLC. It is Grade II listed.

The Council owns and occupies the nearby Princes Drive Car Park which is some 100 meters west of the site. It is currently a short stay pay and display car park providing approximately 45 car spaces.

Subject to a requirement of developing the site in conjunction with the subject site, the Council could consider suitable proposals for the Princes Drive Car Park.



Rhoddir trwydded ddirymiadwy nad yw'n gyfyngedig, heb freindal, i chi weld y Data Trwyddedig ar gyfer defnydd anfasnachol yn unig, o'r cyfnod y bydd ar gael gan Gyngor Bwrdeistref Sirol Conwy; Ni chewch gopïo, is-drwyddedu, dosbarthu, gwerthu neu fel arall drefnu bod y Data Trwyddedig ar gael mewn unrhyw ffurf i drydydd parti; a Neilltuir hawliau trydydd parti i orfodi telerau'r drwydded hon i'r Arolwg Ordnans.

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## Statutory Context

The site adjoins a Grade II Listed Building (being the Picture House) and is opposite the town's Conservation Area.

Any development at the site would need to respect the opportunities and the constraints which the above provide.

In addition, mindful of the site's proximity to the Trunk Road, any development would need to safeguard the existing retaining wall.





## Opportunity

Interest would be welcomed from occupiers, developers or funders to carry forward the delivery of the site and would actively consider interest from potential occupiers for the whole or in part, where in the latter scenario the Council could look to assemble a number of complimentary users which may then facilitate a multi-let development.

Interest from developers and funders will be encouraged by the Authority who are willing to consider a range of innovative funding solutions.

The Council would encourage uses for the site which would build on the work which has been undertaken to date in regenerating Colwyn Bay Town Centre, and uses which would complement and encourage further regeneration. Uses such as office, hotel, retail, food and beverage would complement nearby facilities and support the town's function; residential use, be it traditional or more specific could also be considered also. The Council is willing to consider proposals which would facilitate the development of the site through the use of its covenant or borrowing strength.

The Council have yet to decide, or to resolve whether a freehold or long leasehold interest would be the most appropriate way forward, as the primary driver at this stage is to identify interest and proposed uses. Any agreement will be linked to a specific timetable for delivery as the Council are keen to ensure that the site is taken forward for development.

Development of offices on the site have been considered in the past, where the Council scoped out a scheme of between 1,852 sqm (20,000 sqft) and 2,507 sqm (27,000sqft), with a 132 car space multi storey car park at the nearby Princes Drive Car Park.





## Process

The Council's undertaking of this soft market test is backed with strong and unanimous political support. The Council's Cabinet supported this process, and the output will be reported back to Cabinet prior to a resolution to seek formal tenders. It is envisaged that any disposal would be by means of a land transaction process, rather than a procurement process.

The purpose of this exercise is to engage with the market place to explore and fully understand the range of development opportunities which would capitalise on the site's strategic location and context in so far as regenerating Colwyn Bay and serving a wider catchment.

Discussions with interested parties will be welcomed, ranging from occupiers, developers and possible delivery partners. The Council are willing and able to discuss with parties as to proposals once they have received the Expression of Interest Documents, with contact details at the foot of this document. The timetable for taking this exercise forward is as shown:-

The Council are not inviting any bids nor any detailed drawings at this stage we are simply seeking to establish interest in the site and the type of development that is envisaged.

## Timetable

Date	Key Actions
June 2018	Release of expressions of interest document and forms
August 2018	Receipt of expressions of interest forms
August 2018	Meetings or telephone interviews with interested parties
September 2018	Internal stakeholder consultation as to deliverability
October 2018	Cabinet resolution as to taking tender process forward

## Conclusion

We want to engage with the market place to explore and fully understand the range of development opportunities for this site. It's important we do this so we capitalise on the site's strategic location and context to regenerate Colwyn Bay and wider catchment.

We welcome discussions with interested parties, ranging from occupiers, developers and possible delivery partners. We are willing and able to discuss with parties any proposals after we have received the Expression of Interest form. There are contact details below.

## Contact

Bleddyn Evans  
[bleddyn.evans@conwy.gov.uk](mailto:bleddyn.evans@conwy.gov.uk)  
01492 574273

Huw Richards  
[huw.richards@conwy.gov.uk](mailto:huw.richards@conwy.gov.uk)  
01492 574270

A supporting document bundle is available upon request.







**EXPRESSION OF INTEREST**

**Market Hall Site, Princes Drive, Colwyn Bay**

<b>Your Contact Name:</b>		
<b>Company (if applicable):</b>		
<b>Address:</b>		
<b>Tel:</b>		<b>Email:</b>

<b>Nature of Proposal:</b>	<b>Office Use:</b>	
	<b>Hotel Use:</b>	
	<b>Retail Use:</b>	
	<b>Residential Use:</b>	
	<b>Mixed Use:</b>	please provide details over page
	<b>Other Use:</b>	please provide details over page

<b>Site Interest</b>	<b>Whole Site:</b>	
	<b>Part / Shared Occupation of Building :</b>	please specify spatial requirements over page

<b>Nature of Interest</b>	<b>Developer - Speculative :</b>	
	<b>Developer and On Behalf Of :</b>	
	<b>Occupier:</b>	
	<b>Funder:</b>	
	<b>Agent:</b>	
	<b>Other:</b>	please specify over page



Should you wish to discuss the site or your proposal further during August 2018, please indicate your preference:

Meeting at the Town Hall, Llandudno:

Telephone Conference Call:

Contact details for discussions, if not as above:

Further Information:

Please return by post/email to:

Estates & Asset Management  
Conwy County Borough Council  
Town Hall  
Lloyd Street  
Llandudno  
Conwy  
LL30 2UP

Email: [estates@conwy.gov.uk](mailto:estates@conwy.gov.uk)

To arrive by the closing time of 12 noon on the 31<sup>st</sup> August 2018