

# Conwy Local Development Plan 2007 – 2022



## Employment Land Protocol Guidance Note

October 2017

This document is available to view and download on the Council's website at: [www.conwy.gov.uk/ldp](http://www.conwy.gov.uk/ldp) . Copies are also available to view at main libraries and Council offices and can be obtained from the Strategic Planning Policy Service, 2<sup>nd</sup> Floor, Llandudno Library Buildings, Mostyn Street, Llandudno LL30 2RP or by telephoning (01492) 575461. If you would like to talk to a planning officer working on the Local Development Plan about any aspect of this document please contact the Strategic Planning Policy Service on (01492) 575181 / 575445 / 575124 / 574232.

**If you would like an extract or summary of this document on cassette, in large type, in Braille or any other format, please call the Strategic Planning Policy Service on (01492) 575461.**

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## **1. Introduction**

This document is intended to assist prospective inward investors and existing businesses or developers who are looking for suitable sites for business start-up or to relocate or grow an existing business within the County Borough of Conwy. Principally, this document aims to explain from a planning perspective where suitable sites are located and how to go about securing permission on such sites. By way of background, the principles of national planning policy context are explored, followed by a summary of the Local Development Plan (LDP) policies relevant to employment sites. The document then provides a step by step guide to identifying suitable employment locations within the County Borough.

## **2. National Planning Policy Context**

National Planning Policy on Employment (Planning Policy Wales) and TAN 23 – Economic Development establishes the principle of a sequential test in relation to town centre related uses which have direct relevance to economic land uses. Accordingly when identifying land for economic uses in development plans, or when determining applications, local planning authorities should seek to replicate this approach.

It is suggested that Local Planning Authorities (LPAs) should apply judgement depending on the nature of the economic use and its applicability to a particular location. They should give first preference to sites within the boundaries of settlements (including planned new settlements and urban extensions). As a second preference, they should consider edge-of-settlement sites. As a third preference, they should consider identifying land in the open countryside outside the areas identified as C1 and C2 flood zones in the Welsh Government's Development Advice Maps. Land may be identified in less preferable locations but only if the resulting benefits outweigh any adverse impacts of the development.

## **3. Local Planning Policy (LDP) Context**

Strategic Policy EMP/1 is concerned with meeting the employment needs of the County Borough. The LDP recognises the contribution that existing employment sites make to the economy and would firstly encourage reuse of vacant existing sites and buildings. A total of 15.2 hectares of new employment land has been allocated in the Urban Strategy Area (including contingency sites) and 3.6 hectares in the Rural Strategy Area (including contingency sites - Contingency sites are explored in more detail in section 6) Policy EMP/3 is concerned with new employment uses on non-allocated sites, EMP/4 seeks to protect existing B1 (office/light industrial), B2 (general industrial), and B8 (storage/distribution) uses, EMP/5 addresses the need to improve certain existing employment sites and EMP/6 permits the reuse and adaption for redundant rural buildings for business use. Extracts of these policies have been included at Appendix 1 for information.

## **4. How the Business and Enterprise Team can assist**

The Business and Enterprise team offer a single point of contact designed to assist and facilitate business enquiries from first principles through to, hopefully, a successful outcome. It is acknowledged that navigating through Local Authority departments can be problematic due to the scale and diversity of departmental responsibilities. As a business support unit we have a wide range of in-house skills and experience which are offered as a free service to any organisation or individual seeking to establish or grow their business in Conwy. Whilst the team can offer a comprehensive support mechanism they are also available to assist with specific issues or enquiries in regards to all the key elements associated with growing or establishing your business in Conwy.

The flow chart on the following page outlines the steps to take when trying to find a suitable site for a business start-up or relocation.

## 5. Approach to finding a suitable site:

### Option 1: Employment Land Database

In the first instance, investors should contact the Business Enterprise Officers (contact details within Appendix 2). Officers in the Business and Enterprise team will be able to share information from the Council's Employment Land Database. This database includes **existing employment/industrial properties and land that is safeguarded** in the Local Development Plan (EMP/4 & EMP/5) – If a suitable site is found – go to section 8 if not, proceed to Option 2. If there are no suitable sites or a new bespoke building is required, then step 2 should be investigated.



### Option 2: LDP Allocations

The LDP contains a number of **new land allocations** – see tables in section 6 for details of their whereabouts and the type of employment use that is suitable for each site i.e. B1 (office & light industry) B2 (general industrial) and B8 (storage and distribution). Table 1 covers sites in the Urban Development Strategy Area and Table 2 covers sites in the Rural Development Strategy Area. – If a suitable site is found – go to section 8, if not, proceed to Option 3.



### Option 3: Brownfield land in line with EMP/3

If no suitable sites can be found via the above options then **brownfield sites can be considered in line with EMP/3**. A Supplementary Planning Guidance document will be produced to guide development in line with this policy. Please use our online 'submit a site' facility to obtain initial feedback – see section 7. If a suitable site is found – go to section 8, if not, proceed to Option 4.



### Option 4: Greenfield land in line with EMP/3 – Re-use and adaptation of redundant rural buildings (EMP/6)

If no suitable sites can be found via the above options then **greenfield sites outside the C1 and C2 flood zones can be considered in line with EMP/3**. A Supplementary Planning Guidance document will be produced to guide development in line with this policy. Please use our online 'submit a site' facility to obtain initial feedback – see section 7. Alternatively, the **re-use or adaptation of redundant rural buildings in line with EMP/6** may be an option depending on the type of business proposed. –See section 8 for next steps.

## 6. Locations of Employment Allocations

**Table 1:** LDP Employment allocations within the Urban Development Strategy Area

<b>URBAN DEVELOPMENT STRATEGY AREA</b>		
<b>Urban Settlement</b>	<b>Site Allocation</b>	<b>Employment Allocation</b>
Strategic Hub Location – Llandudno Junction	Esgyryn, Llandudno Junction (Mixed-use Housing and Employment Site)	5.2 hectares of B1 Employment
Strategic Hub location - Llandudno Junction	North East of Former Goods Yard	0.4 hectares of B1 Employment
Conwy	Penmaen Road, Conwy	0.5 hectares of B1 Employment
Llandudno	The former Goods Yard	1.4 hectares of B1 Employment
Abergele	Abergele South East (Mixed-use Housing and Employment)	2.0 hectares of B1 Employment
Abergele	Abergele Business Park (Mixed-use Housing and Employment)	2.0 hectares of B1 Employment
	<b>Total USDA allocations</b>	<b>11.5 hectares (to meet requirement for 10.73 hectares- see table 8)</b>
	<b>*Contingency Site</b>	
Abergele	Abergele South East	3.7 hectares of B1/B2/B8 Employment (3.0 hectares requirement-see table 7)
	<b>TOTAL (inc. contingency)</b>	<b>15.2 hectares</b>

**Table 2:** LDP Employment allocations within the Rural Development Strategy Area

<b>RURAL DEVELOPMENT STRATEGY AREA</b>		
<b>Rural Settlement</b>	<b>Site Allocation</b>	<b>Employment Allocation</b>
Tier 1 Main Village,	Land at Orme View Filling Station, Dwygyfylchi	0.5 hectares of B1/B2/B8 Employment
Tier 2 Main Village,	Land at Memorial Hall, Dolgarrog	0.3 hectares of B1/B2 Employment
Tier 2 Main Village,	Land at Llansannan	1.0 hectares of B1/B2 Employment
Tier 2 Main Village,	Site R44 Llangernyw	0.3 hectares of B1/B2 Employment
Tier 2 Main Village,	Site R5 off the B5105, Cerrigydrudion (mixed-use housing and employment)	1.0 hectares of B1/B2 Employment
	<b>Total RDSA Allocations</b>	<b>3.1 hectares (to meet requirement for 3 hectares- see table 8)</b>
	<b>*Contingency</b>	
Tier 1 Main Village, Rural	MS9 Orme View Filling Station, Dwygyfylchi	0.5 hectares of B1/B2/B8 Employment (0.5 hectares requirement-see table 7)
	<b>TOTAL (inc. contingency)</b>	<b>3.6 hectares</b>

\*A contingency site will be released if it is demonstrated through the LDP Annual Monitoring Reports that annual development rates are 15% lower or higher than targets for two or more consecutive years.

## **7. Submit a Site**

If you have a potential development site in mind, there is the facility to submit this in map form using our on-line 'submit a site' tool. <http://conwy.devplan.org.uk/potential-development-sites/>. Your suggestion will be emailed to the Council's Strategic Planning Policy team who will provide an initial response outlining relevant LDP policy and known planning constraints or opportunities.

## **8. Submitting a planning application**

Once a suitable site has been found, it is recommended that a request for pre-application advice is submitted to the Development Management Team: <http://www.conwy.gov.uk/planningadvice>. This process enables investors to gain valuable advice on the suitability of their chosen site for the end use proposed (charges apply). Depending on the outcome of the pre-application assessment, a formal application for planning permission may be submitted. At this point it is important to consider the key issues that have been flagged up at the pre-application stage, make reference to relevant planning policy, SPGs, and design conservation considerations as appropriate. Applicants will find the adopted LDP, interactive map and SPGs on the council's website: [www.conwy.gov.uk/ldp](http://www.conwy.gov.uk/ldp)

## Appendix 1 - Key LDP Employment Policies

### STRATEGIC POLICY EMP/1 – MEETING B1, B2 & B8 OFFICE AND INDUSTRIAL EMPLOYMENT NEEDS

Meeting the employment needs of the County is at the heart of Council's future objectives. Over the Plan period the Council will plan, monitor and review the delivery of approximately 20.5 hectares of B1, B2 & B8 office and industrial employment land, (inclusive of completions, committed sites and new allocations) with a further contingency level of up to 2.0 hectares (22.5 hectares in total) of B1, B2 & B8 office and industrial employment land, to meet the population predictions over the Plan period. Approximately 15.5 hectares, with a contingency of 1.5 hectares (17 hectares in total), of B1, B2 and B8 office and industrial employment land to contribute to the objective of reducing out-commuting levels will be provided. Higher value B1, B2 & B8 office and industrial employment, skills development, business and technology clusters and the promotion of a more balanced age structure will be encouraged. This will be achieved by:

- a. Supporting new employment development in the Urban and Rural Development Strategy Areas in line with Policy EMP/2 – 'New B1, B2 & B8 Office and Industrial Employment Development';
- b. Contributing to the reduction of out-commuting levels by supporting additional new B1, B2 & B8 office and industrial employment development in the Urban Development Strategy Area in line with Policy EMP/2;
- c. Supporting new B1, B2 & B8 office and industrial employment development on non-allocated sites within the Urban and Rural Development Strategy Areas in line with Policy EMP/3 – 'New B1, B2 & B8 Office and Industrial Development on Non-Allocated Sites';
- d. Tackling problems of deprivation and economic decline through the retention and development of employment generating uses as part of the comprehensive regeneration of Colwyn Bay in line with Policy DP/8 – 'Colwyn Bay Urban Regeneration Master Plan';
- e. Protecting B1, B2 & B8 office and industrial employment sites from other uses in line with Policy EMP/4 – 'Safeguarding B1, B2 & B8 Office and Industrial Employment Sites';
- f. Promoting B1, B2 & B8 office and industrial Improvement Areas in line with Policy EMP/5 – 'Office and Industrial Improvement Areas';
- g. Promoting employment use of suitable underused or redundant land or buildings within the Rural Development Strategy Area in line with Policy EMP/6 – 'The Re-use and Adaptation of Rural Buildings';
- h. Supporting appropriate diversification on agricultural holdings that is compatible with landscape, ecology and amenity and can be accessed sustainably in line with Policy DP/6 – 'National Planning Policy and Guidance';
- i. Promoting skills development in line with Policies DP/4 – 'Development Criteria', DP5 – 'Infrastructure and New Developments';
- j. Supporting the development of business/technology clusters and environmental benefits through green eco-industrial networking in line with Policies EMP/2, EMP/3 and EMP/4;
- k. Encouraging infrastructure that sustains and promotes the local economy in line with the Development Principles.



## Policy EMP/2 – ALLOCATION OF NEW B1, B2 AND B8 OFFICE AND INDUSTRIAL EMPLOYMENT DEVELOPMENT SITES

1. Over the Plan period the Council will plan, monitor and review the delivery of approximately 20.5 hectares of B1, B2 & B8 office and industrial employment land, (inclusive of completions, committed sites and new allocations) with a further contingency level of 2.0 hectares (22.5 hectares in total) of B1, B2 & B8 office and industrial employment land to meet the population predictions. Approximately 15.5 hectares, with a contingency of 1.5 hectares (17 hectares in total) of B1, B2 & B8 office and industrial employment land to contribute to the objective of reducing out-commuting levels will be provided. Higher value B1, B2 & B8 office and industrial employment, skills development business and technology clusters to encourage a more balanced age structure. This will be achieved by:
  - a) Locating and protecting approximately 85% (17.5 hectares) of B1, B2 & B8 office and industrial land within the Urban Development Strategy Area (inclusive of completions, committed sites and new allocations) and an additional contingency level of 1.5 hectares (19 hectares in total) where most population growth is expected. New site allocations and contingency sites are distributed and protected as set out below:
  - b) Locating and protecting a further 15.5 hectares of B1, B2 & B8 office and industrial land within the Urban Development Strategy Area (inclusive of completions, committed sites and new allocations) and an additional 1.5 hectares of contingency (17 hectares in total) to contribute to reducing out-commuting levels. New site allocations and contingency sites are distributed and protected as set out below:  
(See Table 1 in section 6 of this document)
  - c) Locating and protecting approximately 15% (3 hectares) of B1, B2 & B8 office and industrial land within the Rural Development Strategy Area (inclusive of completions, committed sites and new allocations) with an additional contingency level of 0.5 hectares (3.5 hectares in total) over the Plan period. New site allocations and contingency sites will be distributed and protected as set out below:  
(See Table 2 in section 6 of this document)
2. Allocated and contingency sites will be released as detailed in the Implementation and Monitoring Plan. A contingency site will be released if it is demonstrated through the Annual Monitoring Reports that annual development rates are 15% lower or higher than targets for two or more consecutive years.

### **Policy EMP/3 – NEW B1, B2&B8 OFFICE AND INDUSTRIAL DEVELOPMENT ON NON-ALLOCATED SITES**

New, office and industrial facilities development within or adjacent to the main built up areas of the Urban Development Strategy Settlements and the Tier 1 & 2 Main Villages and Minor Villages will be supported on non-allocated sites, subject to other policies in the Plan and all the following criteria being met:

- a. The proposal is appropriate in scale and nature to its location;
- b. It can be demonstrated that the proposal could not be accommodated on land allocated for the particular use or be located on a suitable brownfield site or building;
- c. The proposal is supported by evidence of local employment benefits in terms of viable jobs provided and local skills generated;
- d. The proposed development would not have an unacceptable adverse impact on occupiers of neighbouring properties or the environment;
- e. The proposal is sustainably accessible;
- f. There is no adverse impact on the Welsh language in line with Policy CTH/5 – ‘The Welsh Language’.

### **Policy EMP/4 – SAFEGUARDING B1, B2&B8 OFFICE AND INDUSTRIAL SITES**

1. Existing B1, B2 & B8 office and industrial employment sites as designated on the Proposals Map, are safeguarded for the purposes of B1, B2 and B8 uses only. Development that would lead to the loss of existing B1, B2 & B8 employment sites on designated land will not be permitted. Proposals for changes of use between the B1, B2 & B8 use classes on existing designated land will be permitted provided the proposed development does not prejudice the strategic employment land requirement, is compatible with the amenity of occupiers of neighbouring properties and the environment in general, and subject to being acceptable in terms of other Local Development Plan Policies.
2. Proposals which would lead to a loss of B1, B2 & B8 employment land or buildings not falling within a designated or allocated area, as shown on the Proposals Map, will only be supported in exceptional circumstances where the development is acceptable in terms of other Local Development Plan policies and provided:
  - a. The site has no reasonable prospect of it becoming marketable for B1, B2 and B8 employment development or;
  - b. The site is incompatible with the surrounding area for B1, B2 & B8 employment uses and an alternative land use would benefit the surrounding area and community; In either of these cases the applicant must also demonstrate that the non-employment use;
  - c. Would be compatible with neighbouring employment uses and;
  - d. Will respect the character and amenity of the surrounding area and is landscaped accordingly.

## **Policy EMP/5 – OFFICE AND INDUSTRIAL EMPLOYMENT IMPROVEMENT AREAS**

The Council will promote and encourage the improvement of the following B1, B2 & B8 Office and Industrial employment sites, as shown on the Proposals Map:

- a. Builder Street/Council Street, Llandudno
- b. Arch Motors, Llandudno
- c. Former Fisheries Research Site, Benarth Road, Conwy
- d. Glan y Mor Road and Vale Road, Llandudno Junction
- e. East of Tre Marl (1), Llandudno Junction
- f. Tre Marl (1), Llandudno Junction
- g. Bron y Nant Road, Mochdre
- h. Glan y Wern Road, Conwy Road, Mochdre
- i. Pensarn Trading Estate, Pensarn, Abergele
- j. Peel Street, Abergele
- k. Cadar Avenue/St Asaph Avenue, Kinmel Bay
- l. Station Yard, Llanrwst
- m. North Station Yard, Llanrwst

## **Policy EMP/6 – RE-USE AND ADAPTATION OF REDUNDANT RURAL BUILDINGS**

The re-use and adaptation of existing buildings in the rural area to new business uses that contribute to the local economy and Welsh language and culture will be permitted where:

- a. The building is substantially intact and structurally capable of conversion without requiring major or complete reconstruction, and;
- b. The building is capable of conversion to accommodate the proposal without substantially altering its size, character and external appearance and the proposed form, bulk and general design are in keeping with their surroundings, and;
- c. Conversion does not result in unacceptable impacts upon the structure, form, character or setting where the building is of historic and/or architectural interest, and;
- d. Safe access for pedestrians and vehicles can be provided without prejudicing the character and appearance of the building and area, and;
- e. The proposal represents a sustainable development in terms of the location and construction, and;
- f. Any ancillary works associated with the conversion will not unacceptably adversely affect the rural character of the locality, and;
- g. There is no adverse impact on the Welsh language in line with Policy CTH/5;
- h. The application is supported by a professional business plan which demonstrates the viability of the scheme.

## Policy TOU/2 – NEW SUSTAINABLE TOURISM AND RECREATIONAL DEVELOPMENT

1. New high quality sustainable tourism and recreational development within the Urban and Rural Development Strategy Areas will only be supported provided all the following criteria are met:
  - a) The proposal represents an all year-round high quality tourism offer which provides a range of tourism facilities and leisure activities;
  - b) The proposal is appropriate in scale and nature to its location and demonstrates resource efficient design;
  - c) The proposal is supported by evidence to demonstrate that there would be local employment benefits in terms of the number and range of jobs;
  - d) The proposal is sustainably accessible and encourages the use of non-car based transport;
  - e) The proposal makes use of any suitable existing buildings in preference to new build and previously developed land in preference to greenfield sites, where appropriate;
  - f) The proposal would not have an unacceptable adverse impact on occupiers of neighbouring properties;
  - g) The proposal would support and extend the range of facilities on offer within the County;
  - h) The proposal would assist the Council's regeneration objectives of Conwy;
  - i) The proposal meets other related policies in the Plan;
  - j) The proposal would not appear obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment.
2. New high quality holiday accommodation will only be supported where it forms an ancillary or complementary part of an existing or proposed new tourism development scheme and meets all of criteria 1 a) – j) above. There will be a presumption against the development of new static caravan sites.
3. Land at the former Dolgarrog Aluminium Works will be safeguarded for the purposes of an all year round sustainable tourism and recreation facility.

## Appendix 2 - Useful contacts

A list of contact numbers are given below which will be of use throughout the application process:

**Business / Enterprise:** for all economic development enquiries including inward investment, regeneration initiatives, property development and rentals.

Business and Enterprise Service  
28 Wynnstay Road  
Colwyn Bay  
Conwy  
LL29 9DS  
01492 574506  
[rob.dix@conwy.gov.uk](mailto:rob.dix@conwy.gov.uk)

In relation to **Planning Policy** issues – Strategic Planning Policy Service

Strategic Planning and Community Development  
Community Development Services  
2<sup>nd</sup> Floor, Llandudno Library Buildings  
Mostyn Street  
Llandudno  
LL30 2RP  
01492 575461  
[cdll.ldp@conwy.gov.uk](mailto:cdll.ldp@conwy.gov.uk)

For **pre-application discussions:**

Development Management  
Civic Offices  
Colwyn Bay  
Conwy  
LL29 8AR  
01492 575247  
[regulatory.services@conwy.gov.uk](mailto:regulatory.services@conwy.gov.uk)

**Access, Highways and Parking:**

Highways Development Control Officer  
Traffic Management & Parking Services  
The Heath  
Llanfairfechan  
LL33 0PA  
01492 575438  
[erf@conwy.gov.uk](mailto:erf@conwy.gov.uk)

## **Conservation and Heritage:**

Senior Conservation Officer  
Civic Offices  
Colwyn Bay  
Conwy  
LL29 8AR  
01492 575254  
[regulatory.services@conwy.gov.uk](mailto:regulatory.services@conwy.gov.uk)

## **Landscape issues:**

Regulatory Services  
Civic Offices  
Colwyn Bay  
Conwy  
LL29 8AR  
01492 575105  
[regulatory.services@conwy.gov.uk](mailto:regulatory.services@conwy.gov.uk)

## **Biodiversity issues:**

Senior Countryside Officer  
Ecologist, Countryside and Rights of Way  
Highways and Infrastructure  
The Heath  
Llanfairfechan  
LL33 0PA  
01492 575310  
[barbara.owsianka@conwy.gov.uk](mailto:barbara.owsianka@conwy.gov.uk)

## **Trees:**

Tree Officer  
Development / Building Control  
Regulatory Services & Housing  
Civic Offices  
Colwyn Bay  
Conwy  
LL29 8AR  
01492 575186;  
[matthew.bardsley@conwy.gov.uk](mailto:matthew.bardsley@conwy.gov.uk)

**Crime Prevention Design Advice:**

Architecture Liaison Officer Conwy & Denbighshire  
Divisional HQ  
Oxford Road  
Llandudno  
Conwy  
LL30 1DN;  
01492 805011  
[ifan.hughes@north-wales.police.uk](mailto:ifan.hughes@north-wales.police.uk)

**Water Supply and Sewerage:**

Dŵr Cymru Welsh Water  
Developer Services;  
0800 917 2652

**Gas Supply / Apparatus:**

Wales & West Utilities  
Connections enquiries  
0870 165 0597  
[connections@wwutilities.co.uk](mailto:connections@wwutilities.co.uk)