

Conwy Local Development Plan 2007 – 2022



SUPPLEMENTARY PLANNING GUIDANCE

LDP16: Conwy Conservation Area Management Plan

Adopted July 2015

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Statement of Consultation

This Supplementary Planning Guidance document was issued for a period of six weeks public consultation between 16 March 2015 and 24 April 2015.

It was adopted by Cabinet on 14 July 2015

Copies of the representations received, together with the Council's response are available to view on-line at <http://conwy.idi-consult.net/ldp/>

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1 Background

- 1.1 This is one of a series of Supplementary Planning Guidance documents (SPGs) that give further advice on development plan policies. SPGs are intended to advise planning applicants and practitioners and will be taken into account when determining planning applications.
- 1.2 The purpose of this SPG is to set out the Council's Conservation Management Plan for Conwy. This is a long-term plan covering a period of eight years which aims to address the pressures and opportunities that affect the town. It also sets out the measures which are in place to safeguard distinctive historic character and appearance, whilst keeping Conwy an attractive, exciting place to visit and do business. This Management Plan will offer guidance in particular on how the Conservation Area of Conwy can be actively managed and enhanced in line with LDP Policy. A separate SPG has been produced on "Conservation Areas". This SPG relates to all Conservation Areas within the County Borough and should be read in conjunction with this SPG.
- 1.3 The aims of the Management Plan are:
- To identify, recognise and have an understanding of the nature of Conwy Town's heritage assets
 - To raise awareness of Conwy Town's heritage and issues surrounding its management
 - To actively promote the role and opportunities presented by conservation and heritage in terms of the wider regeneration and economic development of the town and provide a framework for investment
 - To promote best practice with regard to stewardship, advice, education, policy and project implementation at a local, regional and international level
 - To develop existing and new audiences and learning initiatives and promote partnership working between public, private and voluntary sectors
 - To promote positive action and develop initiatives that secure the future and ensure the preservation and enhancement of Conwy's heritage assets
 - To foster continued use, enjoyment and access to the County Borough's diverse historic assets and ensure it contributes positively to quality of life today and for future generations.
- 1.4 The management plan has been drawn up following the production of a detailed Character Appraisal for Conwy Conservation Area. It provides a framework for future actions, which are primarily the responsibility of the County Borough Council, although their successful implementation will also depend on the co-operation and enthusiasm of the other local authorities (Conwy Town Council, local people and local organisations). Government policy has made it clear that conservation areas are not necessarily areas of no change. Change is an

inevitable facet of modern life and the challenge is to manage change in a manner that does not lose sight of the special historic qualities of a place. This Conservation Management Plan seeks to provide a framework for 'managed' change, which will ensure that the special architectural and historic interest of the Conwy Conservation Area is both preserved and enhanced for future generations.

- 1.5 The management plan also examines specific problems, opportunities and significant issues that affect the Conwy Conservation Area. Prescriptions are advanced in the Plan to secure the preservation of the designated area. The Plan is also crucially designed to enhance the special character and to resolve detracting features where these are shown to be damaging to the distinctive and historic character and appearance of the area or its constituent parts.

2 Planning Policy Context

- 2.1 Paragraph 21 of the Welsh Office Circular 61/96 "Planning and the Historic Environment: Listed Buildings and Conservation Areas" states: "The legislation requires that local authorities publish proposals for the preservation and enhancement of conservation areas. Preparation of these proposals should include an appraisal of strategies for the future and relate these to an appraisal of the area's special interest, including those unlisted buildings which make a positive contribution to the special interest of the area. An assessment of the effectiveness of current planning controls in the area and the need for supplementary protection, including Article 4 Directions should be included. Local plan policies and development control decisions which relate to a conservation area will have a sounder basis, and make more positive contributions to long term aims, if the character of each conservation area is defined and policies for its enhancement set out in detail. Proposals need to take account of the Government's objective of, wherever possible, keeping to the necessary minimum control over business and householders..."
- 2.2 The Planning (Listed Buildings and Conservation Areas) Act 1990, section 71 is also relevant as this refers to provision to formulate and publish proposals for the preservation and enhancement of the conservation area.
- 2.3 Relevant local planning policy can be found within the Conwy Local Development Plan (Adopted 2013) at policy CTH/1 (an overarching strategic policy concerning the historic environment) and CTH/2 which is the key policy to which this SPG lends support. CTH/2 is replicated below:

POLICY CTH/2 – DEVELOPMENT AFFECTING HERITAGE ASSETS

Development proposals which affect a heritage asset listed below (a-f), and/or its setting, shall preserve or, where appropriate, enhance that asset. Development proposals will be considered in line with Policy DP/6, where applicable and Policy DP/3.

- a) Conservation Areas
- b) Conwy World Heritage Site
- c) Historic Landscapes, Parks and Gardens
- d) Listed Buildings
- e) Scheduled Ancient Monuments
- f) Sites of archaeological importance

Note that other planning policies may also be applicable within the Conservation Area Boundary. For guidance please refer to the LDP proposals map (www.conwy.gov.uk/ldp).

- 2.4 Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past, keeping Character Appraisals up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and, as a result, a five year review cycle is now considered to be best practice.
- 2.5 The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. Additionally, the documents will be subject to six weeks of full public consultation, commencing with a public exhibition at the Conwy Library on Wednesday 25th March 2015, 9.30 a.m. – 12.30 p.m. and Conwy Tourist Information Centre on Thursday 26th March 2015, 4.00 p.m. – 6.00 p.m. Following this, a Public Consultations Report will be prepared (and published on the Council's website), the text amended, and the documents illustrated and printed.
- 2.6 The proactive management of conservation areas gives clarity and robustness to decision making, which means that issues may be more defensible in, for instance, planning appeals. The Character Appraisal and this Management Plan will therefore be of use to the Council when determining applications for change within or on the edges of the conservation areas, and for property owners and their agents when considering schemes for refurbishment, alteration, or new development. The documents will also be of interest to visitors and to Conwy's residents and business community, all of whom value the buildings and spaces of the town so highly.

3 The Conwy Conservation Area Appraisal

- 3.1 The Conwy Conservation Area Appraisal was prepared in 2002. This appraisal has been reviewed to identify any changes in circumstances that now affect the area. The Review, which is published in association with this Management Plan, identifies the positive and negative features of the town and provides an outline of the main issues that may affect its distinctiveness.
- 3.2 A summary of the key characteristics of Conwy, as defined by the Character Appraisal, is reproduced below. This is followed by a summary of the principal issues that the town currently faces. It is these issues that the Management Plan seeks to address and a number of prominent features have been identified within this appraisal. These are summarised under each headings below.

4 World Heritage Site¹

- 4.1 The masonry of the curtain wall and towers of Conwy Castle remains much as it was constructed between 1283 and 1287, from foundations to turrets. The original entrance ramp and the Watergate were removed to make way for new roads into the town in the 1820s.
- 4.2 The town walls survive in their original form except where breached for four additional roadways and a railway in the 19th century. All except one of the five breaches were provided with arched openings so that the 1,400 yard (1.3km) circuit is the finest and most completely preserved example of a medieval town wall left in Britain. Vestiges of lime plaster remain to show that the whole of the exterior of the castle was originally rendered and whitened. The town walls were probably treated similarly.
- 4.3 The castle and town walls in the World Heritage Site are among the major attractions in north-west Wales. They contribute substantially to the local economy by increasing demand for transport, accommodation, catering, shopping and other services. They also support and draw benefit from other attractions by contributing to the holiday experience provided in the area.
- 4.4 Cadw manages the World Heritage Site within the estate in care as visitor attractions for tourists and residents in ways that are in accordance with the seven principles for the balanced development of tourism set out by ICOMOS-UK in the document, Statement of Principles for the Balanced Development of Cultural Tourism.
- 4.5 Many organisations have an interest in the World Heritage Site because of its historical and cultural associations; its physical presence and impact on the four

¹ World Heritage Site Management Plan; Cadw

towns; and its importance for tourism and the economy. Some of these organisations have a national perspective while others are regional or local. Some look at the World Heritage Site from an expert viewpoint and others have a more general interest. There can therefore be no single community view.

- 4.6 During the preparation of Cadw's World Heritage Site Management Plan, community organisations have been consulted in various ways. Cadw and the local authorities established a Steering Group to manage the process and contribute views from national and local government. The Steering Group conducted a postal survey of organisations with an interest in the World Heritage Site – 33 responses were received from 27 organisations, 40% of those invited. Cadw's management staff and custodians provided additional information obtained from their contacts with local interests and a number of specific issues were discussed with appropriate specialist organisations.

- 4.7 The main findings of these consultations can be summarised as follows.

Awareness

A very high proportion of organisations were aware that the six monuments formed part of one World Heritage Site. Few organisations were interested in all the monuments. Most were interested in only one.

The Monuments and their Settings

A high proportion thought that the historic fabric was kept in good repair and that their setting had not been damaged by inappropriate development since the World Heritage Site was designated. Although there were significant variations between towns, only half considered that properties in the town were generally well maintained. A higher proportion thought that the town provided an appropriate setting for a World Heritage Site.

Access to the World Heritage Site

Three-quarters of respondents thought that access by car, bus and coach was convenient. Although more than half thought it reasonably easy to deliver and collect passengers with disabilities by car, less than half thought that access and parking were easy for disabled drivers. A high proportion of respondents did not think that access for cyclists was convenient, mainly because there were few places to leave a cycle in safety.

Promotion

A substantial minority of respondents were critical of the publicity provided by Cadw, The Wales Tourist Board and local tourist companies. Even more considered that TV, radio and press did not report interesting stories about the World Heritage Site.

Benefit to the Area

Respondents were aware of the general reduction in the number of tourists visiting the area in recent years. They were evenly divided or undecided as to the part played by the World Heritage Site in moderating this decline. A high proportion agreed that visitors to the World Heritage Site benefit the area by spending time and money in the towns. Just under half thought that the World Heritage Site encouraged local pride and interest but many others were undecided.

Although the number of responses to each question did not, in every case, provide answers that were statistically significant, the survey gave a broad indication of community views and pointed to areas where community benefits and relations can be improved.

5 The Area

5.1 The individual buildings of great architectural or historic importance give historic towns their character. Conwy's castle, town and surrounding walls are historically and architecturally important and valuable as a group. This is because they are similar in scale, appearance, building materials and detail and keep to the medieval street pattern.

5.2 Conwy's current character results from packing a typical Victorian Welsh town inside medieval battlements. It is this relationship between castle, walls and town which we need to conserve and enhance, as well as the relationship between the individual buildings. This does not mean that nothing can change, just that change needs to be in character with the rest of the town.

5.3 Topography

Conwy occupies a strategic and commanding location on the western side of the River Conwy close to where the river meets the Irish Sea. The setting of the town is particularly spectacular and should be protected, especially when viewed from the east with the river and changing tidal conditions, with Conwy mountain rising to the north-west, Tal y Fan to the west behind the near foreground of the Sychnant Pass Road as it leaves the top end of the walled town, the wooded hill of Benarth to the south and further beyond the hills and the Carneddau Mountains are also an important backdrop.

Conwy Castle stands on a rocky outcrop at the eastern end of the town, immediately north of the confluence of the River Conwy and the River Gyffin.

The eastern and southern parts of the Conservation Area, such as along the quay and to the south of St. Mary's Church lie on generally level ground, but the ground rises towards the north up Berry Street and westwards up Chapel Street and High Street. The ground continues to rise to the highest part of the Conservation Area

near Porth Uchaf where the western tower occupies a rocky outcrop. The nature of the ground and the change in levels are emphasised by the town walls, especially when viewed from the south from across the valley of the River Gyffin and from Mount Pleasant and Town Ditch Road on the other side. The stepping down of some of the terraced houses, such as on Upper Gate Street, also serves to emphasize the sloping nature of the ground.

The nature of the terrain and the changing levels in parts of the conservation area have a significant effect on its appearance and character. The vertical elevation from the river gives rise to fine and interesting views, both of the town from outside the walls and also views out of the town and from the castle and wall towards Conwy Mountain, the estuary, the Great Orme, Deganwy and the Vardre, the hills and moors on the eastern side of the Conwy Valley and Snowdonia. These important vistas should be protected as they form a significant part of the character of Conwy and the setting of the castle and walls.

The igneous rocks on which the castle stands have played a significant part in the development of the town, the siting of the castle and town walls. A small island in the river to the east of the castle was used to form the foundations for Telford's suspension bridge which is linked to the eastern bank by the causeway. This established the line for the railway line and the tubular bridge in the 1840's and the 'new' road bridge of the 1950's, all of which were to have a profound effect on Conwy.

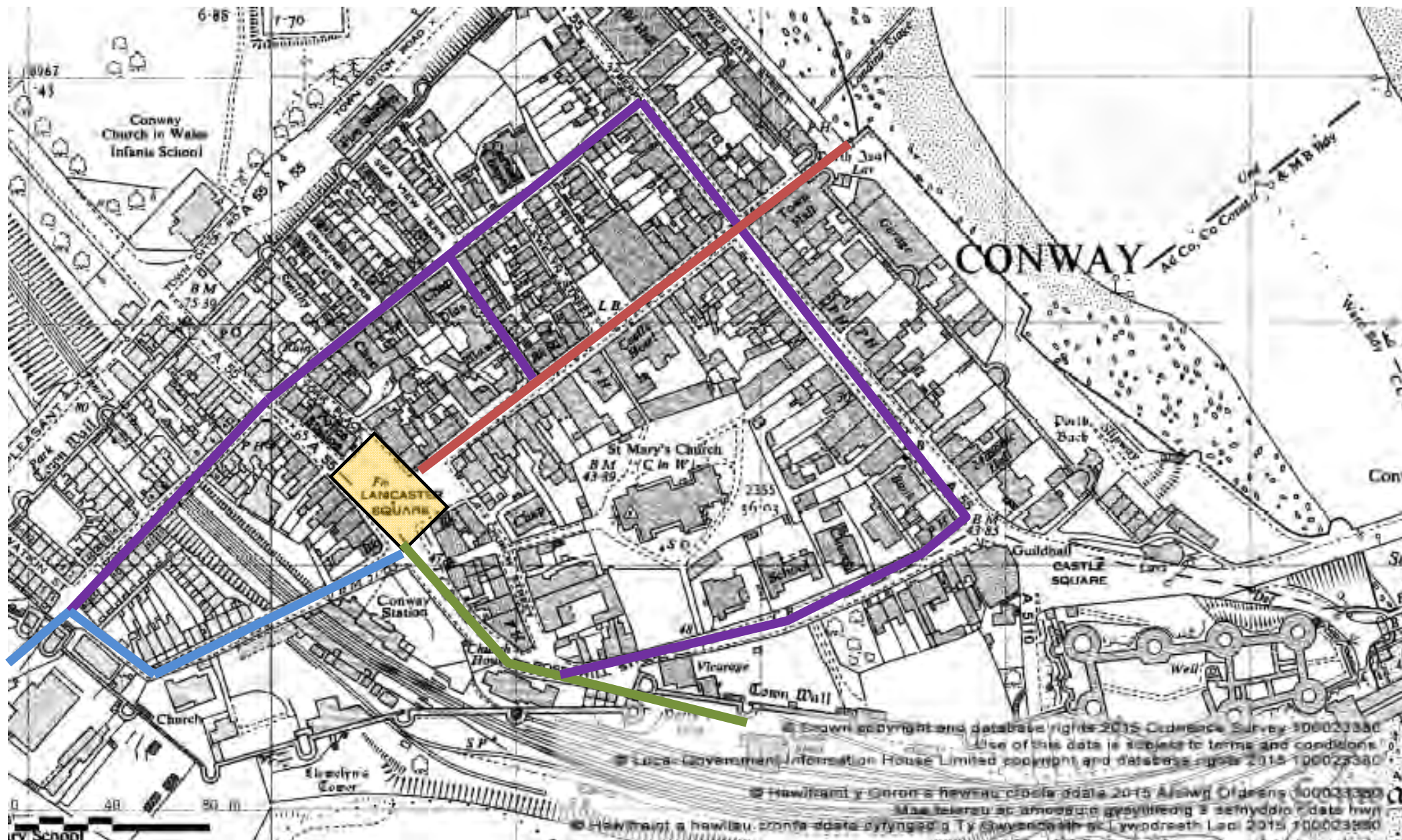
The local stone has been used in the construction of the castle and town walls, and several other buildings as well. Imported stone, particularly limestone and sandstone, have been brought in for some building work during the development of the town.

Creuddyn and Conwy have been included on the Register of Landscapes of Outstanding Historic Interest in Wales. This designated area includes Conwy Mountain, Conwy Castle, walled town and bridges.

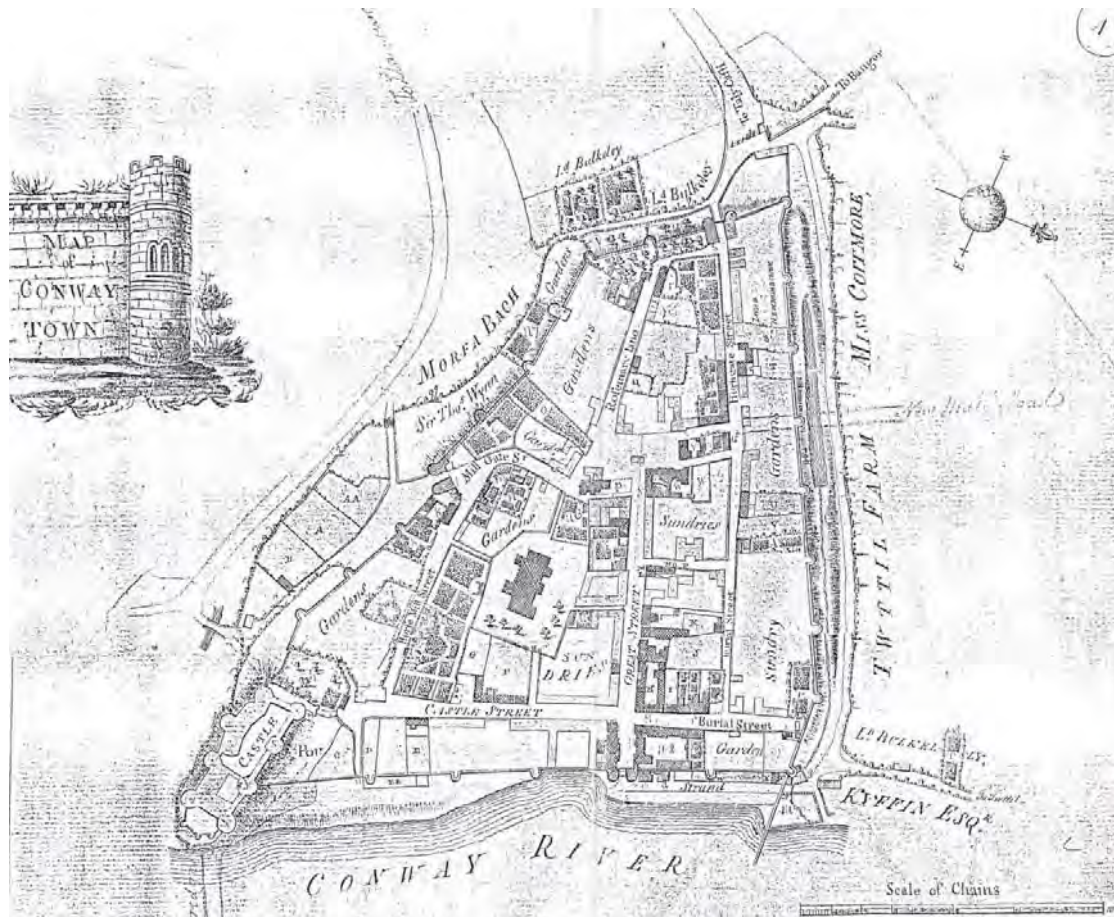
The natural topography and geology of Conwy and its back drop plays a significant part in the setting of the town and the castle and walls, any changes to this mainly undeveloped back drop will be detrimental to the setting of the World Heritage Site.

5.4 **Street Pattern**

The walled town was originally laid out with three main gateways, Porth Uchaf (top Upper Gate Street); Porth y Felin (leading to Rose Hill Street) and Porth Isaf (leading to the quay). Within the walled town, a grid street pattern was laid out with a market place (now Lancaster Square). The medieval street pattern has survived largely intact.

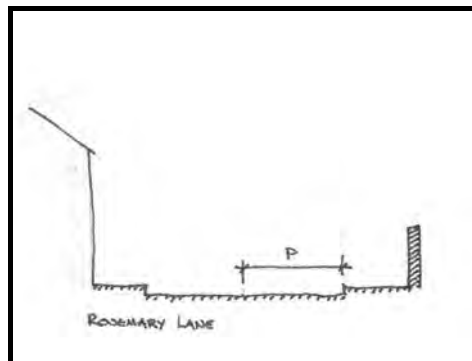
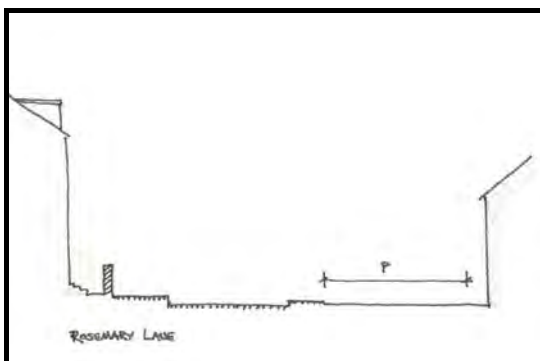
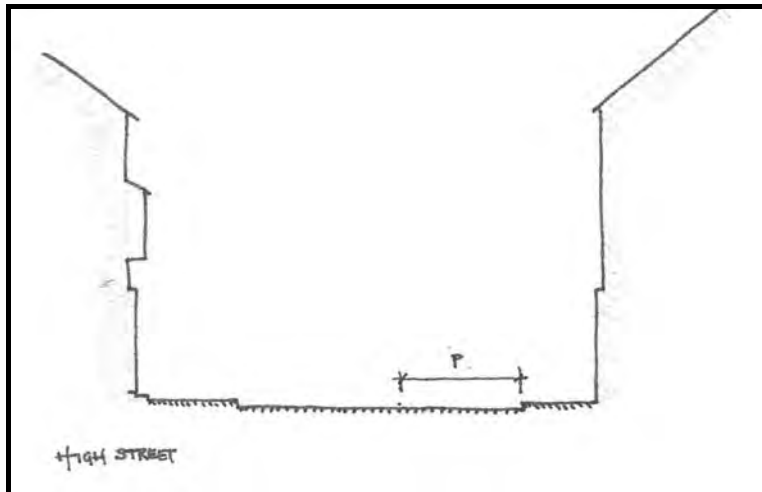


The pattern of the main streets, i.e. Rose Hill Street, Lancaster Square, Rosemary Lane, Upper Gate Street, Chapel Street, High Street, Castle Street, Lower High Street and Crown Lane, largely follow the original street layout. This is clearly shown on the map accompanying Pennant's Tours which shows the town before Telford's road altered part of the street pattern.



Map of Conwy Town. 1776 revised 1810

The street alignments are therefore of considerable historic interest and value. Indeed, even the pedestrian approaches to the churchyard appear from the Pennant map to be on the original routes.



Whilst the basic street framework survives, some significant changes were made when Telford brought his Chester – Bangor road through Conwy. The town wall was breached in two places, firstly by the castle and secondly at Bangor Road. The effect of bringing the road through the town was to be long lasting, relieved to some extent, when the Conwy Tunnel was opened in 1991.

Several short streets run off Chapel Street and High Street, such as Erskine Terrace, Sea View Road, Watkin Street and Llewelyn Street.

In more recent times another opening was made in the town walls when Berry Street was extended.

5.5 Building Uses

The following building uses are prevalent:

- Shops with office space or residential accommodation above (large proportion of vacancy - originally used for commercial/office use)
- Banks
- Guildhall
- Churches and Chapels
- The Police Station

- Public Houses
- Hotels
- The Library
- Purpose built shops (Former Woolworths)
- Cockpit

5.6 **Materials**

There is a high quality and mix of building materials within the Conservation Area. These include:

- Igneous rock
- Gritstone
- Local Limestone
- Both red and yellow sandstones have been used
- Limited use of Penmaenmawr granite
- Ruabon red facing brick
- Yellow facing brick
- External walls have been rendered
- Roofs are generally slate with some covered in green slate
- Upper floors have detailed design and skilful use of materials
- Stone date plaques
- Stained or coloured glass
- Sash windows
- Traditionally panelled doors
- Mosaic tiling
- Cast iron railings
- Glazed canopy

5.7 **Building scale and massing**

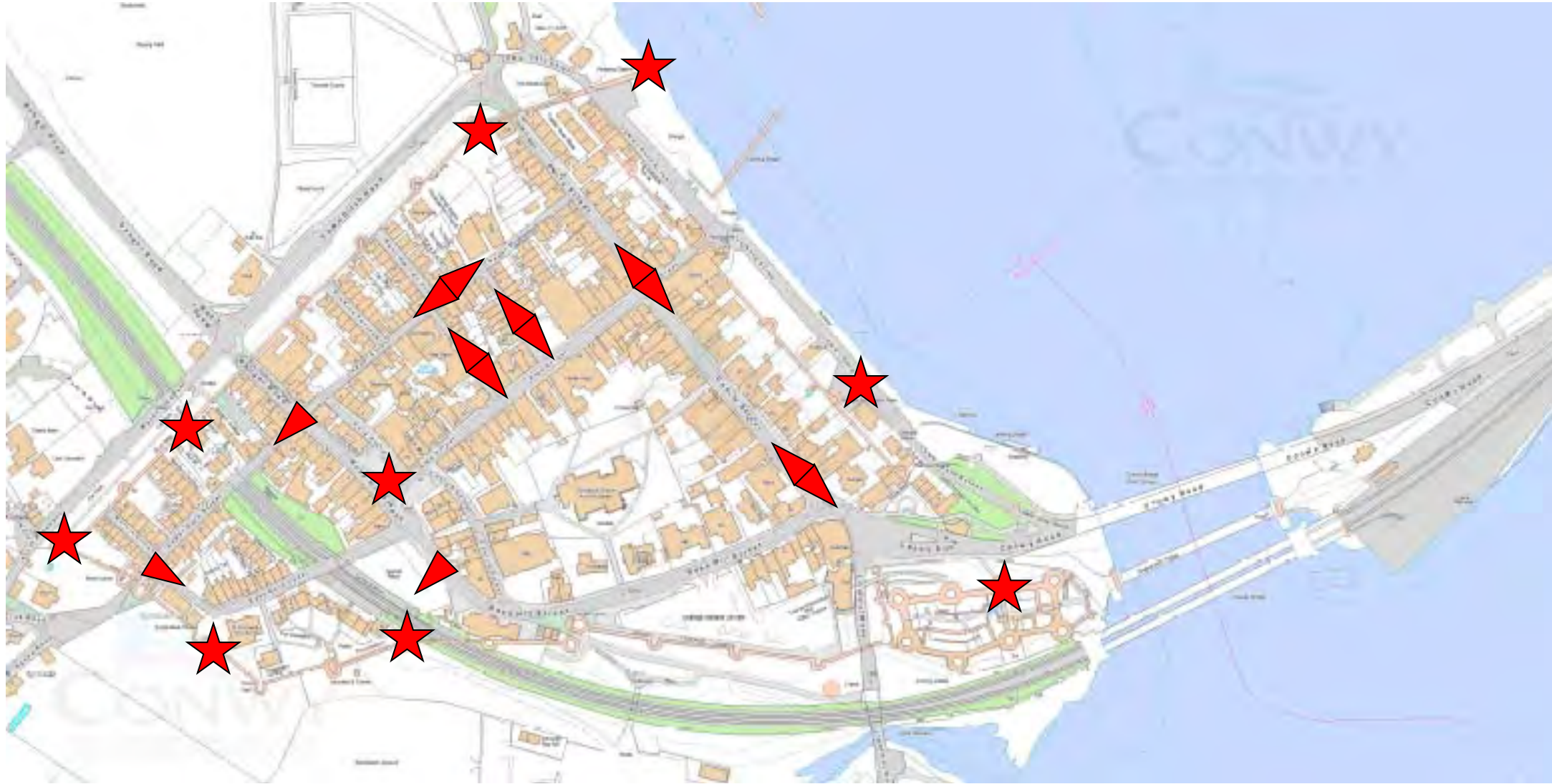
In general terms there is quite a wide variation in scale of the buildings in Conwy. For example a few single storey shops and other buildings exist on Upper Gate Street and Bangor Road. Most of the housing consists of two storey small scale domestic terraces (workers cottages) with some grander three storey Victorian Town Houses. There is a wide variety of interesting Victorian commercial properties with excellent examples of original shop fronts still prevailing on the ground floors with living accommodation on one or two floors above. Different types of commercial uses are reflected in the mass and scale and design of other buildings.

5.8 **Important views**

There are a number of important views to note, namely;

- From Lancaster Square to the hills and mountains
- From Lancaster Square up Bangor Road to the town wall

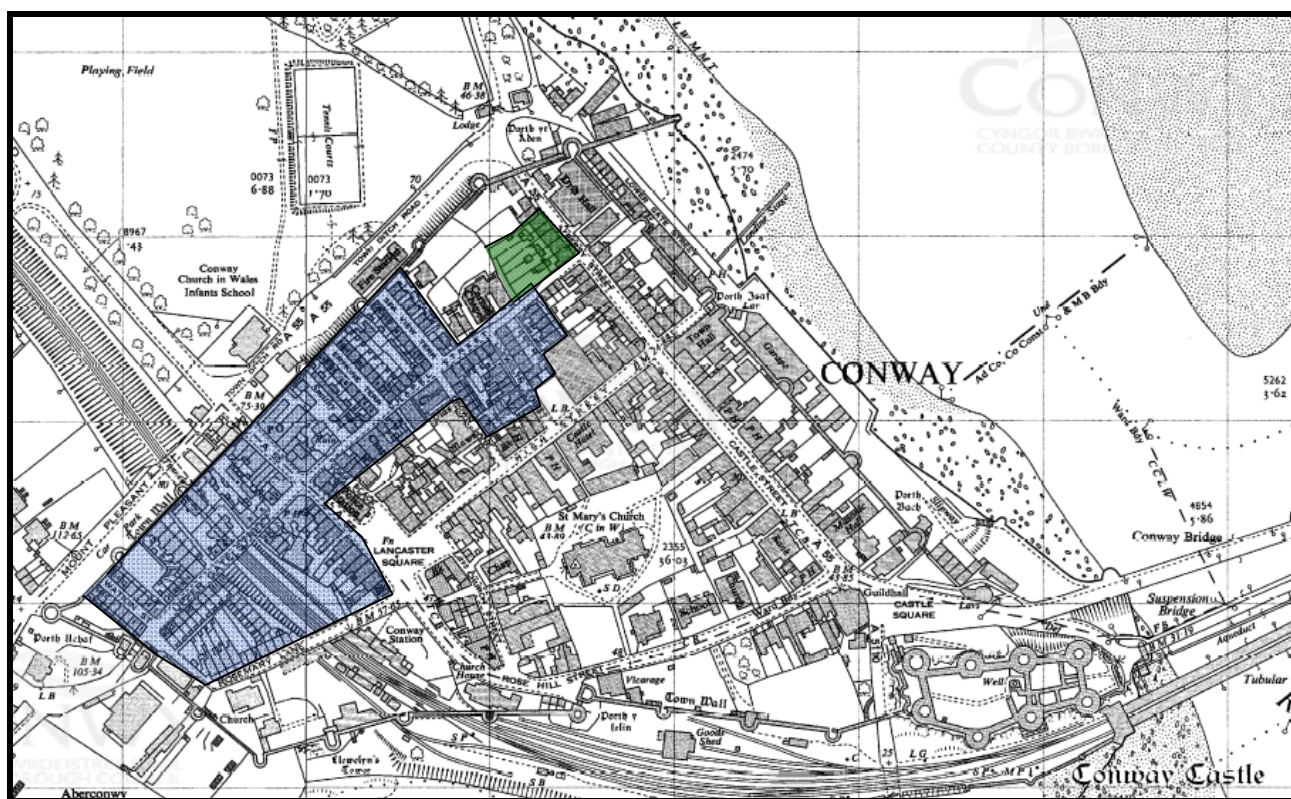
- Up Upper Gate Street to Porth Uchaf
- From Upper Gate Street towards the castle
- From the top tower (by Bryn) over the walled town, the castle and beyond
- Views up and down Crown Lane and Llewelyn Street
- View down Chapel Street to the river and up Chapel Street to Porth Uchaf
- Views up and down Castle Street/Berry Street
- Views of the river from the quay
- Panoramic views of the surrounding area from the castle and town wall
- From Rosemary Lane over the railway



Panoramic View ★
Direct Views ↔

5.9 Density of development

Study of an Ordnance Survey map clearly shows that the area to the north west of Lower High Street, High Street and Rosemary Lane has been developed to an appreciably higher density than the remainder of the town (highlighted blue). With the exception of a few properties, which stand in reasonable sized gardens, much of the residential property is in the form of terraces. In most cases these terraces are built directly onto the street without front gardens and have small back yards. Numerous examples of this form of development may be seen at Erskine Terrace, Sea View Terrace, Llewelyn Street, Crown Lane, Watkin Street, Upper Gate Street and Rosemary Lane. In a few cases, the terraces have small front gardens, as at Newboro Terrace and Ty Gwyrdd Terrace. Some of the larger houses on Berry Street have long rear gardens (highlighted green).



5.10 Principal buildings

The Castle and Town Walls

The principal buildings within the town walls

- Plas Mawr
- St Mary's and All Saints Church
- The Guildhall, Castle Square
- The Police Station, Lancaster Square
- Tabernacle Welsh Methodist Chapel, off York Place
- Carmel Welsh Presbyterian Chapel

- Palace Cinema, High Street
- Castle Library, Castle Street
- The Statue in Lancaster Square
- 11 Castle Street
- Ty Aberconwy
- 20 Castle Street

Outside the Walls

- Telford Suspension Bridge
- Stephenson Tubular Bridge
- 'New' Road Bridge
- The Quay

There are many listed buildings of merit in the conservation area but it is not really necessary to identify these individually. Their importance has been recognised in the revised listing, dealt with in Appendix 2, and reference has also been made to the importance of their scale and massing, their design as part of a whole and in many cases to the survival of original architectural features.

5.11 **Open space and vegetation**

Much of the town centre is densely developed and within the conservation area there are no large open spaces in the sense of a public park or municipal gardens.

The walled town does not have a public park or municipal garden as such, but the churchyard of St. Mary's Church provides a peaceful open space close to the main streets. There are four convenient accesses to the churchyard. Most of the other public open spaces consist of hard surfaced areas, notably Lancaster Square, which is used during the year for various activities, the quayside and Castle Square. Both the south-eastern end of the Quayside and Castle Square have lawns and small gardens

In addition to the principal open spaces identified above, other such spaces include the Vicarage Gardens car park, the station yard, now used for car parking and a market, the gardens of St. Michael's Catholic Church on Rosemary Lane. A few properties have reasonable sized gardens, notably Bryn, outside the town walls behind Watkin Street and Marianglas off Chapel Street.

Reference needs to be made to the open spaces outside the town wall, especially to the south and south-west. These areas are important for they provide a setting for the castle and town wall and it is possible to visualise the walled town in earlier centuries. The demolition of the substantial redundant school building immediately adjoining the town wall has made a significant improvement to the setting of the town wall. Continued restoration and reconsolidation of this important wall elevation following the removal of plant growth and ivy would significantly improve

this aspect of Conwy from the south. Moving further around the southern wall of the town towards Pont Pensarn where the Llanrwst Road enters the town under the railway bridge and through the walls the former Billingtons Garage has now been demolished and the land primed for development. The remainder of the surrounding open space here is vital to protect, not only does it offer views of the castle but also visitors along the walls views back onto open countryside

Plan Showing Green Spaces



5.12 **Listed buildings**

There are 166 listed structures in the Conwy Conservation Area. These are listed in Appendix 2 and shown on the plan in Appendix 3. The listed buildings in Conwy constitute a wonderfully rich and varied selection of buildings, ranging from modest two storey cottages to national treasures such as Plas Mawr, Aberconwy House and the suspension bridge

Apart from the castle and town wall and the bridges, most of the listed buildings are to be found on Castle Street and High Street.

The following structures are designated as Scheduled Ancient Monuments:

- Conwy Castle
- Town Wall
- The Tubular Railway Bridge
- Plas Mawr
- Site of medieval King's Hall and Wardrobe, Rose Hill Street



5.13 Problems

Condition

- general poor condition of some buildings and lack of regular maintenance
- deteriorating condition of shop fronts
- vacant property
- disused/underused upper floors representing a waste of resources/accommodation, infrequent maintenance
- blocked/defective drains, down pipes, air vents leading to soiling of walls and decay
- defective roofs
- dirty masonry and brickwork
- loose external wires and cables
- defective render
- unrepaired boundary walls and coping
- redundant fixtures, fittings and brackets attached to buildings
- missing decorative features e.g. finials
- poor quality shop blinds, in terms of style, size and materials
- poor access to some premises for disabled people
- unpainted woodwork

Inappropriate Changes

- replacement of original/traditional shop front by ones of inappropriate design and materials
- poor quality/low standard of signs, in terms of size, style, location, etc
- uPVC windows and doors on older buildings
- stained joinery
- unsightly security shutters
- removal of original features, e.g. bay windows
- chimneys reduced in height
- unimaginative colour schemes
- difficult access to upper floors to provide self-contained accommodation
- satellite dishes and aerials
- painted masonry/brickwork
- false ceilings and large fascias obscuring fanlight glazing

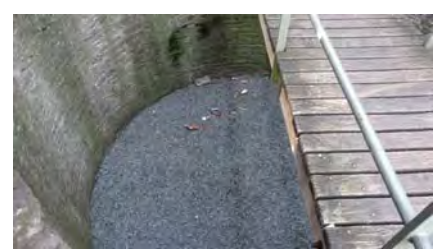
Streetscape

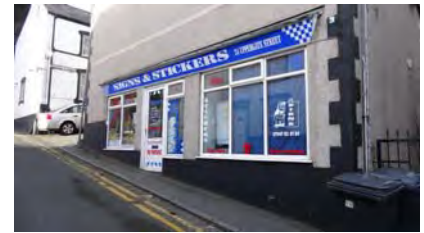
- poor quality footway surfacing
- uncoordinated street furniture, e.g. bins, seats, street name plates and often poorly located
- street clutter, e.g. traffic signs on poles, displaying of goods on footway

- proliferation of traffic signs, on rusty poles
- unauthorised on street parking leading to traffic congestion, fumes, etc
- weed growth on pavement
- trade bins on public frontages
- general poor state of repair of kerbs, dropped kerbs and indifferent pavement resurfacing / repairs
- poor quality pedestrian railings by crossings
- loose paving slabs/bricks
- litter, especially in inaccessible corners
- poor, quality public seating
- poor standards of lighting in passages
- unsurfaced rear access paths serving shops

Others

- Possible lack of knowledge of grants, legislation etc
- ineffective legislation/controls
- graffiti
- poor condition of rear access ways to shops
- lack of trees
- The replacement of some iron casement windows
- The introduction of uPVC windows
- Infilling of open porches
- The demand for off street parking for most residents
- Slate fencing needs retiring in places
- Hardwood infilling between the original openings and new windows introduces alien features
- Inappropriate boundary treatment
- New concrete curbs following the road





5.14 **Boundary designation**

The whole of the walled town is included in the Conservation Area. The land immediately adjoining the town wall (to the south, south-west and north-west) is also within the Conservation Area together with the quay and the three bridges.

The boundary is considered to be quite appropriate and it is suggested that no changes are made, but that a buffer zone giving a special area of protection is added around the conservation area.

Whilst no boundary changes are proposed, reference needs to be made to the land to the south of the Conservation Area, i.e. between the existing boundary and Llanrwst Road. This land is used partly for car and coach parking, a repair garage and land associated with the new school. This generally level land and the rising ground to the south-west of the town wall provide a largely open space which provides an important setting for the wall. In the longer term it would be desirable to relocate the garage business and demolish the old school to enhance the setting of the town wall and castle. However, it is not considered that there are significant benefits in extending the Conservation Area to include these sites

5.15 **Public Realm**

Conwy has the potential to be a place known for its high quality public realm, drawing on the precedents set within the existing streetscape fabric. The quality of the streetscape can be used to enhance and celebrate its distinctive features and buildings.

The quality of the streetscape can, however, be fragmented due to incremental changes and a lack of strategic thinking about the streetscape as a whole and how individual parts relate to the whole. It is essential that a holistic approach to the public realm informs proposals for its improvements to avoid such fragmentation.

Proposals affecting the public realm should be developed with reference to key guidance documents including:

- Paving the Way CABI ODPM 2002

Historic paving materials survive in a number of places and add a distinctive quality to the public realm of Conwy. Within the town walls the traditional surface material is generally granite and local limestone. This has been used for paving flags, kerbstones, setts. In some instance high quality historic materials are mixed with more modern, and inappropriate, paving such as block work and tarmac, or hidden below modern surfaces.

Where historic surface materials do survive, in many instances they require repair such as re-pointing with appropriate mortars and patchwork infilling where stones are missing.

There should be a presumption in favour of the repair and replication of historic paving materials within the public realm. As opportunities arise there should be the presumption to recover or replicate historic materials that have been lost in key public spaces and streets. This applies to most of the Conservation Area, though a contemporary but limited palette of materials would be appropriate in new areas which do not have historic precedents. Contemporary materials must be distinct from, yet complement, the historic materials palette.

6 The Implications of Conservation Area Designation

6.1 Designation as a conservation area brings a number of specific statutory provisions aimed at assisting the 'preservation and enhancement' of the area.

These are as follows:

- The local authority is under a statutory duty to review designations 'from time to time' and to ensure the preservation and enhancement of the conservation

area; there is a particular duty to prepare proposals, such as conservation area appraisals, grant schemes or enhancement proposals, to that end;

- In the exercise of any powers under the Planning Acts, with respect to any buildings or other land in a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area;
- Extra publicity must be given to planning applications affecting conservation areas. This is usually achieved through the use of advertising in the local newspaper;
- Conservation Area Consent is required for the demolition of any unlisted building in a conservation area, subject to minor exceptions, and the local authority or the secretary of State may take enforcement action, or institute a criminal prosecution, if consent is not obtained;
- Written notice must be given to the Council before works are carried out to any tree in the area, subject to minor exceptions;
- The display of advertisements may be more restricted than elsewhere;
- The Council, or the Secretary of State, may be able to take steps to ensure that a building in a conservation area is kept in good repair through the use of Urgent Works Notices and Amenity Notices;
- The energy conservation expectations of the Building Regulations (Part L) do not necessarily apply to buildings within a conservation area;
- Powers exist for local authorities, the Welsh Assembly Government, CADW, or the Heritage Lottery Fund to provide financial grant schemes to assist with the upkeep of buildings in conservation areas, although funds are usually targeted to areas of economic deprivation.

7 The Control of Development and Change

7.1 The requirements for planning permission

Local authorities already have controls available through their planning powers, and much depends upon how they are interpreted and implemented. Major changes to the town are already carefully controlled but smaller changes can eventually ruin the town's charm and character. These include changes to buildings using inappropriate materials, adding modern-style windows or doors, removing traditional rendering (plastering on outside walls) and changing traditional colour schemes

Certain works to dwellings within a conservation area, which are normally considered to be 'permitted development' will require planning approval from the local planning authority (LPA). The overall effect of these additional controls is that the amount of building work which can be carried out to a family house, or within its grounds, without a planning application is substantially less in a conservation area than elsewhere.

These are:

- Planning permission is needed for extensions to dwellings in conservation areas according to their size and location;
- Planning permission is needed for external cladding to dwellings in conservation areas, for instance using stone, artificial stone, timber, plastic, or tiles;
- Planning permission is needed for any alteration to the roof of a dwelling resulting in a material alteration to its shape, most notably the addition of dormer windows;
- Planning permission is needed for the erection of any structure within the curtilage of a dwelling in a conservation area according to its size and location;

Where a building is statutorily listed, different legislation applies, as all internal and external alterations which affect the special architectural or historic interest of the building require Listed Building Consent. Furthermore, commercial properties (such as shops and public houses), and houses which are in multiple occupation, such as flats, or bedsits, have far fewer permitted development rights, and therefore planning permission is already required for many alterations to these buildings.

7.2 **Article 4 Direction**

Changes to dwellings within the town walls are controlled through an Article 4 Direction. The Article 4 Direction controls the small changes that do not normally need planning permission and it affects all residential property in the Conservation Area, outlined on the plan in Appendix 3. This includes properties within the town walls as well as those on Lower Gate Street, the Quay and immediately to the south-west by Porth Uchaf.

You will need to apply to the Council for planning permission to make any of the changes included in the major or minor list below.

Major changes

The extension, improvement or other major change to a property. This includes:

- extending a property by adding to or changing the roof;
- erecting or constructing a porch;
- adding a hard surface;
- installing an oil tank for central heating; or,
- installing, changing or replacing a satellite antenna.

Minor changes

Minor changes to any building include:

- erecting or constructing a gate, fence, wall or other means of enclosure;
- creating a new access to a road; or,
- painting the outside of any building

These are the factors we will use to make a decision on your application

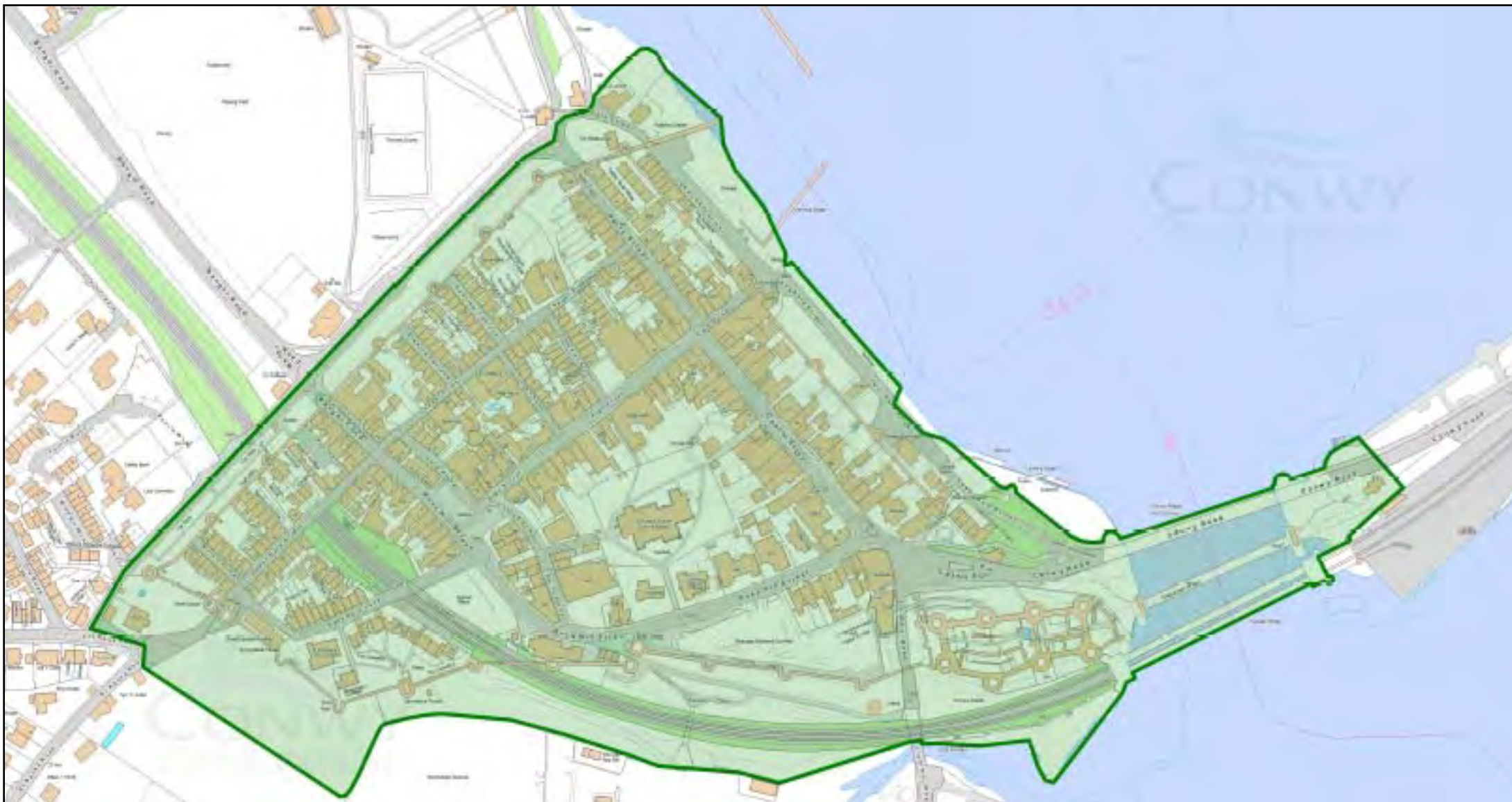
- The proposal should make a positive contribution to the town.
- The siting of the building or extension should be related to the position of any adjoining building or street elevation of which it forms part.
- The size and form of the building or extension should be in scale and harmony with the original building, adjoining buildings and the conservation area as a whole.
- The proportions chosen for windows, doors, and so on, should be related and kept in scale with each other, with the extension/building as a whole, and with the rest of the conservation area. Particular care is needed with the proportion of window to wall, and with the design of dormer windows.
- The materials used should be appropriate to the area and/or the adjoining buildings. Rendering should be of the colour-washed rather than the pink spar-dash variety and should continue the tradition of raised reveals around openings. Painted walls should be mainly white, or light and neutral and stronger colours should only be used for details such as raised reveals such as door and window surrounds, plinths, quoins, and so on.
- In general designs should strive to achieve the balance between simplicity and the comparatively high level of visual incident that is characteristic of the conservation area. Success in this respect will not be easy but is most likely to result from honest design. Mock period details, unless they are of a type and design contemporary with the buildings, which they are to adorn, will not be appropriate.
- The detailing of windows, doors, chimneys and so on should be appropriate and take into account the original design of the building, for example sash windows, panelled doors and so on.
- The design and height of fences, walls gates and railings should also be appropriate to the property in particular and the street scene in general.

Any material changes to the appearance of properties that are not single dwellings require planning permission.

Although they may be minimal in each case, such alterations can have a cumulative effect that is damaging to historic areas.

Commercial buildings and flats have fewer permitted development rights, but an Article 4(1) direction can be useful for controlling, for instance, the painting of walls. These directions can only be approved by the Secretary of State.

Article 4 Direction Boundary



7.3 **Satellite dishes**

The rules governing satellite dishes in conservation areas are significantly tighter than outside such areas and have been revised in October 2013 by the new General (Permitted Development) Order. This states that for all unlisted buildings in a conservation area, in whatever use and of whatever size, planning permission is required for all 'antennas' (which includes satellite dishes and any other equipment used to deliver electronic communications) which are located on a chimney, wall, or roof slope which face onto and are visible, from a public highway. The rules governing other locations on the building are extremely complex, so it is always best to ask the LPA if planning permission is required before carrying out the work.

For listed buildings, Listed Building Consent is always required for the installation of 'antennas' and if the LPA considers that the installation will have an adverse effect on the special architectural or historic interest of the building, consent will usually be refused.

Conventional TV aerials and their mountings and poles are not considered to be 'development' and therefore planning permission is not required. (See also the DCLG pamphlet, *A Householders' Planning Guide to the Installation of Antennas* available on the DCLG website).

7.4 **Telecommunications masts**

The law governing the erection of masts and antennae is complex and whilst some companies have licences, which allow some structures to be put up in conservation areas without planning permission, the legislation does allow for consultation with the local authority concerned before the work is put in hand.

7.5 **Trees**

Within conservation areas, anyone intending to carry out works to a tree greater than 75 mm diameter at 1.5 metres above the ground must give the Council six weeks written notice before starting the work. 'Work' is defined as lopping, topping, or felling. This provision provides the Council with an opportunity of assessing the tree to see if it makes a positive contribution to the character or appearance of the conservation area, in which case a Tree Preservation Order may be served. This protects the tree from felling or inappropriate lopping. Fruit trees are no longer exempt, although slightly different constraints occur where the tree forms part of a commercially managed forest or orchard.

7.6 **Enforcement and Monitoring**

It is important to have an objective understanding of change so that informed responses can be made. These may be adjustments to policy and practice or action for enforcement and compliance. As English Heritage states: *'The aim*

should be to establish a virtuous circle of monitoring, review and action as necessary to maintain a sustainable equilibrium’.

It is recommended that a photographic survey is undertaken as a baseline record for measuring change, monitoring building condition and to provide evidence for enforcement. For the latter, it is important that the record is regularly updated and at least every four years² to assist in detecting breaches in planning control. Communities can assist with this work.

Most local authorities subscribe to the Cabinet Office *Enforcement Concordat*, which sets out best practice principles for enforcement, such as openness, consistency, proportionality and responding to complaints. The Council is aiming to produce an Enforcement Strategy in order to:

- Explain the scope of planning enforcement
- Openly define priorities
- Set measurable standards for service delivery
- Explain how investigations are carried out
- Explain enforcement procedures and enforcement actions

While the need to ensure public safety will always come first, enforcement in relation to the historic environment should generally have the next highest priority because so much historic fabric is irreplaceable. The strategy should also explain the circumstances when the Council would make use of Repairs Notices, Urgent Works Notices and Amenity (S215) Notices. The latter can be particularly effective in securing the improvement of unkempt land.

8 Challenges for Conwy Conservation Area

8.1 A wide range of issues that may threaten the historic character of the conservation area have emerged from the Conservation Area Character Appraisal and from discussions with individuals within the town and other interest groups.

8.2 Maintaining Conwy’s Uniqueness

The qualities of Conwy were considered to be undermined by ill-considered developments, some of which have involved the demolition of older houses and their replacement with modern structures. The special character of the buildings in Conwy is also considered to have been diminished by poor building condition and the visual effect of a relatively fast turnover of occupants and the impact this has on shop fronts and signage for instance. The rear passageways and lesser seen areas of Conwy suffer from issues such as the dumping of rubbish.

² An immunity rule applies to enforcement against works carried out without planning permission if they have been substantially completed for more than four years. There is no time limit for enforcement related to listed building consent.

8.3 **Schemes of Enhancement**

Physical improvements to Conwy may be general throughout the conservation area or specific to particular sites. General enhancements to public areas would include raising the quality of materials and detailing for paving, coordinated schemes for signage and lighting, planting and maintenance of street trees and verges, and management of traffic and servicing. Improvements to privately owned spaces can be achieved through the use of Section 215 notices.

There are also general improvements to be made to commercial property. Better use of upper floors would provide economic benefits, and passive security for premises and streets. Shop front improvements more suited to the character of the buildings would increase their attractiveness.

The long term issue of how traffic is managed and how it enters and leaves Conwy needs to be addressed. Schemes for improving the situation must be considered in full.

8.4 **The Impact of Seasonality on the Town**

Conwy similarly to other tourist attracting towns in the County has different visitor numbers at different times of the year. In the summer months, the roads and services become extremely busy, especially during the school holidays and at special events. In the winter, the roads are quieter. There has been a trend for a fast turnaround in businesses in the town centre, which is starting to settle down somewhat. This may be due to the changing visitor numbers but is most likely due to the nature of Conwy being a small local business community that has suffered with the economic downturn. As a consequence, the vacancy of shops and other buildings has an adverse affect on the appearance and amenity of the conservation area.

8.5 **The Impact of the Traffic System**

The introduced one-way traffic system may have exacerbated the rate of shop closures because of increased vehicle speed. It was reported that the system results in considerable congestion in and around the conservation area during the summer months and special events hosted in and around the town.

There have also been reports that Coach and Bus drivers are having difficulties negotiating the Llanrwst Road arch both on approach and leaving Conwy.

8.6 **Managing the Pace of Change**

While it may be the desire of many people to resist all change, it must be accepted that change is inevitable. This is manifest in new development, but it is less obvious in the gradual increase of vacant space above shops, advertising in the form of plastic shop fronts and 'A' boards on pavements, blank elevations to supermarkets, and traffic congestion particularly caused by service vehicles.

Clearly there is a major challenge to find ways to accommodate change without losing sight of the special qualities that make Conwy unique.

8.7 Maintaining Character and Appearance

There is abundant evidence of the tendency for historical detail to be lost when building elements are replaced. The timber joinery of doors and windows is often replaced with plastics, and concrete substitutes are used for roofing materials. Erosion is also seen in the details of shop fronts and boundary walls. Each individual case may be insignificant, but the cumulative effect can be very damaging, especially in such a historic centre as Conwy.

A decline is noted in the maintenance of public areas. In some parts there is a clutter of redundant or unwanted signage and street furniture including poles that used to house signage being left in situ. While some open areas are well maintained, there are others, for instance the train station that would benefit from improvement.

It should be noted also that buildings and structures adjacent to the conservation area, such as the former Bodlondeb School (Now the Conwy Youth Centre) the railway bridges and the pedestrian railings to the West of Town Ditch Road, may affect its character through a need for enhancement or repairs.

It is important that existing infill sites and redevelopment sites are developed with buildings that maintain Conwy's special interest. Replacement buildings, such as the library, have been built to designs that jar with neighbouring historic buildings and lessons could be learnt from past mistakes such as this.

The likelihood of new developments enhancing the character of the conservation area will be increased if strong urban design principles are established.

8.8 Supporting Vitality and Vibrancy

While housing may look after itself in other areas, it is a different story in Conwy, the housing stock and the economic core of Conwy town centre is fragile and it is important that it is supported if it is not to suffer decline or radical change. Traffic and parking, loading and servicing have been identified as factors in all towns, but promoting support for local shops is vital if existing local values are to be maintained.

It is important that the community is involved in new improvement schemes, and organisations can contribute an enormous amount to the process in terms of communicating the opinions of residents, providing resources to help initiate new projects and by engaging with external funding bodies to help procure investment in the fabric of the town.

8.9 **Sustainability**

With rising concerns about climate change and energy efficiency, there is an increasing demand for facilities to generate energy at individual buildings, for instance through wind turbines, solar and photovoltaic panels, and heat pumps. The Welsh Government wishes to encourage sustainable energy generation and has indicated that devices should be permitted development, provided they cause no nuisance to others. This includes any adverse effects on the character of conservation areas. Many residents in Conwy and County wide are keen to further the principles of sustainable development to make their own homes more eco-friendly.

8.10 **Insulation**

Insulating our houses effectively is a vital step towards saving energy. Houses built before the First World War usually have solid walls. Water vapour is absorbed by the wall material during wet periods and then evaporates away in drier periods without causing damage. Attempting to seal one or both sides of a solid wall will reduce or prevent existing moisture inside the fabric from escaping, as well as affecting their visual character

Standard types of insulation applied directly to the internal face of a solid wall will have the effect of reducing its temperature because it no longer receives warmth from the inside. As a result, condensation commonly occurs on the internal wall behind the insulation where its damaging effects cannot be seen. In the worst cases these cold, wet walls can cause a rise in U-values, and a reduction in thermal performance.

However, naturally-based products with good 'breathability' and hygroscopic qualities (i.e. readily absorb moisture) are now being marketed - Consent would be required for application of both external and internal insulation applied to the walls of a listed building.

Consent would also be required for external insulation applied to a building within the conservation area.

8.11 **Draught-proofing**

Draught-proofing your house is a simple measure to improve energy efficiency – but remember that solid walled buildings need circulation of air to allow evaporation of moisture. Without correct ventilation, an airtight room will often suffer from condensation and mould growth. This can also contribute to health problems.

Also, open-flue appliances need a direct fresh air supply to operate safely. The aim should be to control the number of air changes which occur in the house every hour. Air infiltration tests can be undertaken which assess the existing and

predicted performance of your building. The Energy Saving Trust recommends an average natural ventilation rate of between 0.5 and 1.0 air changes per hour.

Often, the main source of draughts in old houses will be from badly fitting windows and doors, which are usually made from timber, and can commonly be over a hundred years old. Householders are often led to believe that such windows are not capable of being energy-efficient and that they should be replaced with modern materials, usually powder coated aluminium or uPVC. Heat loss and improved sound insulation through existing single glazed windows can be greatly improved by the installation of draught stripping, and there are several companies which offer this service, the cost of which compares well with total replacement of the original windows.

8.12 **Windows**

Replacement windows sometimes can be considered for historic properties within the conservation area however whether or not this operation is acceptable is dependent on the designation of the building itself, the significance of the existing windows and their condition. The latter issue can be rectified, and there are local specialist companies that would be able to refurbish sash windows at a fraction of the cost of replacing them. Members of the public are invited to contact the Conservation Section at the Council to discuss this matter further. Issues about safety can also be overcome through the fitting of laminated glass and the installation of Simplex Hinges which allows a window to be dismantled in an event of fire in seconds or painted and maintained through allowing them to swing internally.

The original or period windows to historic dwellings are an important part of their architectural interest. These windows should be retained if possible because Historic windows are normally significant architectural elements of a building. They can indicate the age, style and status of the building and can show the intentions of owners and period fashions in architecture. Where windows are too unsound to repair, they should be replaced like-for-like and with enhanced features such as thin profile double glazing and draught-proofing measures

The installation of secondary glazing is another worthwhile improvement, particularly effective in reducing noise levels on busy roads, which can be carried out without affecting the original windows. In the broader context, it is important to recognise that historic buildings are, by definition, inherently sustainable on account of their embodied energy, the low 'product miles' of local building materials, their adaptability and their high thermal mass.

8.13 **Doors**

Most external doors on historic buildings were made of timber, many in hardwood frames. Depending on their age and design they were usually morticed and

tenoned together, either in a flat plane, or with panels fitted between stiles, and muntins and rails. Doors which are original or of historical interest must be kept.

Solid doors often have reasonable insulating properties. Most of the heat loss usually occurs by infiltration around the perimeter of the door or where gaps have developed around panels, at the junction with the door closer, through locks, etc. Repairs and draught proofing may be helpful. Where space in the plan form and architecture permit, an internal draught lobby with a well-fitting (and if necessary well-insulated) inner door may be a practical solution.

If a door – including the frame – has more than 50 per cent of its internal face glazed, Part L of the Building Regulations treats it as a window. Existing glazed doors should be retained, and all original or historically important glass kept. It will often be easiest to improve thermal performance with thick insulated curtains or a draught lobby, if these can be fitted without detriment to other historic or architectural features.

8.14 **Floors**

The appearance of a floor can be a highly distinctive feature of a historic building. Generally floors should not be lifted because of the damage that is inevitably caused: a worn, uneven appearance is also often valued and cannot be completely re-created. However, if floors have to be lifted or replaced, there are opportunities to improve insulation.

Solid floors, such as those laid with stone, brick, early concrete, plaster or lime ash, cannot be insulated without first excavating them. Generally this should be avoided, unless it is the only way to remedy some destructive defect. In reconstruction, damp-proof membranes will usually be incorporated both as normal practice and to protect the insulation. However, membranes can cause more problems by driving moisture up walls and columns.

Floorboards can often be lifted and insulation installed with comparative ease. However, care should be taken if:

1. The floorboards have a structural function, i.e. acting as a plate membrane in early 18th-century construction: houses have been known to collapse when all the floorboards on one level were removed at once.
2. Early wide hardwood boards (usually oak or elm) are used, particularly if these have been undisturbed and cannot be lifted without causing damage to the boards or joists
3. There are historic examples of sound deadening or fireproofing between joists: these should be preserved.

Some methods used with modern suspended timber floors will sometimes suit historic buildings too.

Suspended timber floors are – or should be – ventilated underneath. This is usually intended to be cross-ventilation between under floor openings or air bricks on opposite sides of the building. However, in practice, air often comes in through external openings and then passes between the floorboards before rising up within the building or into flues. Adding insulation (or floor coverings) can reduce this airflow and increase moisture levels both under the floor and in the building. The adequacy of under floor and building ventilation should therefore be checked.

8.15 **Roofs**

The roof of a historic building is often its most striking feature. Most have survived in remarkably unchanged condition for many centuries. With stone, slate or tile, re-covering tends to become necessary when the fixings fail; and much of the covering material is often re-used on the same building or elsewhere. With thatch, shingles, lead and other metals, failure is more often attributable to the natural life of the covering itself.

Unless there has been substantial water leakage, the roof structure will usually be in good condition. Often this is attributable to the generous amount of ventilation in historic buildings and in their roof spaces. Even though a historic building may generate a lot of moisture internally – some of which finds its way into the roof – it is quickly removed. The moisture-buffering effect of the large amounts of hygroscopic material in many historic buildings can also be helpful.

Proposals to improve the thermal performance of the roof space have to be considered in relation to the use and performance of the rest of the building. For example

- Modern living tends to introduce more moisture into buildings and roof spaces
- Ventilation rates are often reduced, exacerbating the problem
- The air and vapour control layers (AVCLs) often used in modern construction are virtually impossible to install in existing ceilings with any degree of effectiveness
- Added insulation tends to cause roof space temperatures to drop, adding to potential moisture problems.

Issues and solutions tend to vary with the type of roof: pitched or flat, with or without ventilated roof spaces. These should be discussed with the Authorities Building Control Department and Conservation Section.

Cadw has published a document to provide guidance on climate change and the historic environment, which includes guidance on installing micro-generation

systems³. Please note that this document is guidance only and does not constitute the only and correct way forward for your property.

9 Designation

- 9.1 The whole of the walled town is included in the Conservation Area. The land immediately adjoining the town wall (to the south, south-west and north-west) is also within the Conservation Area together with the quay and the three bridges.
- 9.2 The boundary is considered to be quite appropriate and it is suggested that no changes are made, but that a buffer zone giving a special area of protection is added around the conservation area as defined on the plan in Appendix 3.
- 9.3 ***Unlisted buildings make an important contribution to the character of the town.*** Where there are buildings that have special local interest, but do not qualify nationally as listed buildings, there is increasing support from central government for Local Listing⁴. Although there is no statutory basis for local lists, they have been accepted as significant considerations in planning appeals.

9.4 Categories

In summary, the Local List for Conwy could include the following categories:

Buildings may include:

- Buildings designed by a particular architect or designer of regional, or local note;
- Good examples of well designed domestic buildings, which retain their original details and materials;
- Good examples of educational, religious, or community buildings which retain their original details and materials;
- Landmark buildings, or structures of notable design;
- Buildings, or structures which contribute to our understanding of the development of the area.

Structures may include:

- Notable walls, or railings;
- Street lighting;
- Bollards;
- Street surfaces;
- Post boxes;
- Statues.

³ Cadw- Renewable energy and your historic building, a guide to best practice - 2010

⁴ For instance in the White Paper – *Heritage Protection for the 21st Century* – March 2007

Historic Association

These must be well documented and may include:

- Any building, or structure which has a close association with famous people or events;
- Any building, or structure which has a close association with an important local feature including statutorily protected sites or buildings.

- 9.5 In Conwy's conservation area, buildings for local listing would be selected from those already identified as making a positive contribution to the character of the area. Other structures may also qualify, such as items of street furniture.

10 Promotion and Training

- 10.1 It is important that local people should understand the significance of their surroundings if they are to play their part. There is a clear need to publish information on the history of Conwy and its special qualities. This could be an outcome of the character appraisal process. Issues where guidance will make a significant difference to public understanding include:
- New buildings in historic areas – Siting, design and materials
 - Shop fronts – Design approaches for different types of building
 - Traditional doors and windows – Maintaining, repairing and replacing as well as energy efficiency and sustainability
 - Streetscape manual – Treatment of the public realm, building on the guidance provided by English Heritage.
 - Boundary walls and parking within gardens – Retaining historical detail, planting, landscaping
 - Trees and hedges – Maintenance, species, legal requirements
- 10.2 In recognition of the importance of community involvement, there may be benefits in formalising a Conservation Area Advisory Committee to act as an important interface between local understanding and Council decision making.
- 10.3 There are opportunities to improve skills at all levels. The Council's Historic Environment Champion (yet to be appointed) will be instrumental in seeking to raise awareness of conservation issues among elected councillors. The Council is the key to the improvement of historic building craft skills in the building trades through its programme of training events based at Natural Building Centre, Llanrwst.
- 10.4 The Council has further important roles: it maintains the Historic Environment Record for the county, it provides specialist conservation advice, it holds the Buildings-at-Risk Register, it carries out research into the historic environment of Conwy county, and it publishes information and guidance.

11 Vision for the Future of Conwy Conservation Area and World Heritage Site

- 11.1 Conwy has much to commend it, particularly in terms of the relationship of the town and its fine buildings to its location and its long established reputation as a quality tourist and holiday destination. It is important that Conwy should be self-sustaining both socially and economically if it is to remain in anything like its present state. Achieving this requires constant management. There is always a natural desire to leave things as they are but, in reality, nothing stands still in a changing world. It is crucial that this change is managed proactively with due care for the historic setting and the protection of the character of Conwy and its surroundings.
- 11.2 The Conservation Area, Castle and Town Walls will continue to be sustained in order to foster their key role in contributing towards local pride and identity, and in providing an important heritage asset for Wales, the local communities and for visitors.
- 11.3 The Castle and Town Walls will continue to be conserved as a World Heritage Site by the State for their universal cultural value. Where the fabric is already conserved, it will be maintained against erosion and damage.
- 11.4 The role of the Conservation Area in encouraging life-long learning will be recognised by the provision of interpretative material in Welsh and English and foreign languages that can be used both on and off site. Interpretation will be through a wide variety of media — books, exhibits, audio-visual presentations, products for sale, guides and events — each chosen with the content and audience in mind. The cultural value of the site will be reflected in the quality of material provided.
- 11.5 The authority will seek to protect the areas that provide the essential setting of the castles and town walls against inappropriate development and to manage the public and private realm in these areas so that they enhance the World Heritage Site.
- 11.6 Links between the World Heritage Site and the communities in which it is set will be improved in search of additional mutual benefits for local pride, tourism, business and the environment. In the wider community the interest of those groups with a professional or academic interest will be encouraged.

12 A Strategy to Deliver this Future

- 12.1 It is important that the strategy for future management should be more than a 'wish list'. In addition to a series of proposals, the strategic aspect must include

timescales and responsibilities. These are provided in the Action Plan at Appendix 1, which establishes a programme that will enable a managerial approach to achieve an equilibrium for the conservation area.

- 12.2 The Plan includes actions for the short, medium and long term timescales. The latter may only be aspirations at present, pending the development of resources, but it is important for Conwy to have ambitions.
- 12.3 Resources, however, are not the issue for immediate actions. Spending decisions are constantly being made and the challenge is to ensure that those investments are made in ways that benefit the special character of the conservation area.
- 12.4 Success will require commitment by all Council services and their partners to ensure the sensitive exercise of controls, such as planning permissions, building control, fire regulations and highways standards, which is why an inter-service forum is suggested. Likewise, it is important that when resources are deployed, they should be coordinated to ensure that the investment is in the best interests of the town as a whole.

13 Priorities for Action

- 13.1 While significant and visible advances could be made by implementing grand projects for the enhancement of eyesore sites, these are heavily dependent on funding. More fundamental and of lasting value will be action to secure the basic foundations of sound policy and guidance. Policy development is already happening with the Local Development Plan and the need is to secure an appropriate emphasis on the historic environment as a driver for quality, social cohesion and economic stability.
- 13.2 Similarly, there is a major issue of maintaining the qualities that already exist. There may be debates as to how the public sector commits maintenance budgets, but this is also an issue for private owners. This is promoted by the organisation Maintain Britain's Heritage and the Society for the Protection of Ancient Building's (SPAB) National Maintenance Week, both of which can be harnessed to good effect in Conwy.

14 Key Projects and Implementation

- 14.1 Nonetheless, capital projects are vital for raising confidence. While much of the scope for action inevitably rests with the Council, there is no reason why the community should remain entirely passive. The work of key stakeholders to produce improvements such as the refurbishment of streets and the redevelopment of key sites show that community-led regeneration is possible in Conwy with the help of the Council and other agencies such schemes should be fostered and guided so that the special interest of the conservation area is

maintained first and foremost. There is scope for a public/private partnership which would not only place community interests in a driving position, but could also improve access to external funding.

15 Commitment to the Vision and Delivery

- 15.1 For the management plan to succeed, it is vital that it should be adopted not only by the County Borough and Town Councils but also by other stakeholder organisations. It is proposed that this should be promoted through a Partnership Statement or Charter from which management structures can be developed.

16 Periodic Review

- 16.1 While the Action Plan assigns responsibilities and timescales to the projected tasks, the management aspect will only be meaningful if the programme is subject to regular review in order to evaluate progress. To begin with, it is recommended that reviews should be undertaken on a six-monthly basis, although the frequency of the cycle may relax when individual projects develop programmes of their own.

The review cycle for this management plan will be triggered by its adoption in May 2015. The next review will follow six months later in the autumn of 2015.

Responsibility for conducting the review is with Regulatory Services, Conservation and Regeneration Department.

17 Further information

For further information on this SPG, please contact:

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For general planning policy enquiries:

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18 APPENDIX 1: ACTION PLAN

SHORT TERM

Action	Achieved By	Responsibility
Designations	No changes are proposed to the existing Conservation Area boundary.	Regulatory Services (C&R Dept)
	Establish Local List	Regulatory Services (C&R Dept)
Coordination across council services	Establish inter-service forum All District and County service departments with property-holding interests (A Conservation Stakeholder Group).	
Development Management	Review approach to materiality, replacement buildings, promoting quality	Regulatory Services (Building Control)
	Consider extending Article 4 Direction	Regulatory Services (C&R Dept)
Enforcement	Review priorities and procedures in a new strategy	Regulatory Services (Planning Enforcement)
	Establish photographic baseline survey	Regulatory Services (C&R Dept)
Education	Publish information about the conservation area	Regulatory Services (C&R Dept)
	Heritage training for councillors	
Enhancement	Carry out general improvements to the pathways	Engineering, Roads and Facilities Highways
	The local authority is to produce an Audit of the Public Realm to form the basis of a Public Realm Strategy and Maintenance Programme.	Regulatory Services (C&R Dept) Highways
	Street nameplates should follow traditional signage mounting methods, restoring or reinstating historic street signs, and to reduce street clutter caused by excessive signage.	Regulatory Services (C&R Dept) Engineering, Roads and Facilities (Highways) Regulatory Services (Licensing)
	Where traffic management signs are necessary these should be integrated into single units or onto existing lamp posts or bollards. Parking signage should be reviewed and reconsidered as part of an overall parking strategy for the town centre. Internally illuminated signs should not be used. Proposals that reduce unsightly street markings, as part of a wider traffic management strategy, will be encouraged.	Regulatory Services (C&R Dept) Engineering, Roads and Facilities (Highways) Regulatory Services (Licensing)

	The relevant council services should liaise to produce a co-ordinated approach to street furniture. Standard catalogue items should be avoided in favour of designs which echo (and re-interpret) local traditions and which complement their setting. The impact of such items on views along the street and on the character of the Conservation Area and its buildings should routinely be considered.	Regulatory Services (C&R Dept) Engineering, Roads and Facilities (Highways)
	The following buildings in particular were considered to require enhancement: The Cockpit Waterloo Tower Welsh Baptist Church, Church Street Reserve Forces and Cadets Association, Berry Street Conwy Visitor Centre	
Promote vitality	Continue to support the Chamber of Trade and Conwy Town Council	Regulatory Services (C&R Dept)
	Seek funding for improvements from external sources	Regulatory Services (C&R Dept)

MEDIUM TERM

Action	Achieved By	Responsibility
Policy	Publish and adopt Supplementary Planning Documents on: Shop fronts, Conservation; New development in historic areas; Traditional doors and windows; Streetscape Manual; Boundary walls and parking within gardens; Care of trees and hedges	Regulatory Services (C&R Dept)
Promotion	Establish regular programmes of conservation and history seminars	Regulatory Services (C&R Dept) Conwy Town Council Conwy Civic Society
	Promote Heritage Open Days	Regulatory Services (C&R Dept) Conwy Civic Society

	Promote maintenance of historic buildings	Regulatory Services (C&R Dept)
	Promote conservation skills training	Conwy County Borough Council
Enhancement	Consider an enhancement scheme to improve targeted properties; remove advertising billboards	Regulatory Services (C&R Dept)
	Improve the open space around the Conservation Area	Conwy County Borough Council Landscaping Town Centre manager
	Improve the planting and general appearance of Station Road	Conwy County Borough Council Landscaping Town Centre manager

19 APPENDIX 2: LISTED BUILDINGS

Number	Name	Location	Grade
3233	Conwy town wall	Enclosing the old town on the W side of the castle.	I
3234	Conwy Suspension Bridge	Spanning Afon Conwy E of the castle and S of the modern road bridge (A547).	I
3236	Tubular Railway Bridge	Spanning Afon Conwy on the E side of the castle and S of the modern road and suspension bridges.	I
3243	1, 3 & 5 Berry Street	In a block of buildings fronting the street.	II
3244		In a block of buildings fronting the street.	II
3245	27 & 29 Berry Street	One of a pair of houses at the NW end of Berry Street, just inside Porth yr Aden.	II
3246	House and Sea Chest	On the corner of Berry Street and Lower High Street.	II
3247		In a block of buildings fronting the street.	II
3248	6-10 Berry Street	In a block of buildings fronting the street.	II
3249	16 & 18 Berry Street	One of a pair of houses fronting the street, almost opposite Chapel Street.	II
3250	Conwy Castle	On the E side of the town overlooking the Conwy estuary.	I
3251	The Guildhall	Immediately NW of the castle.	II
3254		Fronting the street near the NW end of Castle Street.	II
3255	House and Celtic Shops Ltd	One of a pair of houses with shops fronting the street.	II
3256		A detached building fronting the street.	II*
3257	George and Dragon Inn	The SE of a pair of conjoined public houses fronting the street.	II
3258	Llys Meddyg, including forecourt railings and gate	One of a pair of houses set back from the street behind a railed forecourt.	II
3259	House, including forecourt railings and gate	One of a pair of houses set back from the road behind a railed forecourt.	II
3260	Bodreinalt Surgery	Set back from the road at the SE end of Castle Street.	II
3261	Knights Gone By (also known as Plas Fardre)	Set back on the N side of Castle Square, facing the small lane known as Porth Bach.	II
3262	Aberconwy House	On the corner of Castle Street and High Street.	II*
3263	House, Popty Conwy Bakery (No 4) and Penny Farthing Sweet Shop (No 4a)	Fronting the street in a block of commercial and residential buildings near the NW end of Castle Street.	II

3264	House and Fruits & Shoots (No 6a) and Conwy Strollers (No 6)	Fronting the street in a block of commercial and residential buildings near the NW end of Castle Street.	II
3266	Ye Old College, Yr Hen Coleg	Fronting the street at the SE end of a block of commercial buildings.	II
3267	Former Conwy Municipal Offices	A detached building facing the street.	II
3268	NatWest Bank	Fronting the street near the SE end of Castle Street.	II
3269	15 & 17 Chapel Street	In a row of 3 houses fronting the street opposite Sea View Terrace.	II
3270		The end of a row of 3 houses opposite Erskine Terrace, and abutting Capel Tabernacl to the SW.	II
3271	Capel Tabernacl	Set back from and at near right angles to the street behind a forecourt with gates, and backing on to Chapel Street.	II
3272	Sunday School at Capel Carmel, including forecourt wall and gates	Set back from the road on the NE side of the chapel.	II
3273	Capel Carmel, including forecourt railings and pier	Set back from the street behind a railed forecourt, and in a prominent position on higher ground opposite Llewelyn Street.	II
3274		On the corner of Sea View Terrace.	II
3276	Former Welsh Baptist Chapel, including forecourt gates, gate piers and railings	Set back behind a railed forecourt on the N side of the W entrance to St Mary's churchyard.	II
3277	Gate piers, gates and railings at Church Street entrance to St Mary's churchyard	At the W entrance to the churchyard, at the end of a short lane on the E side of Church Street.	II
3278	No 5 and Ty Newydd, Church Street	On the corner of a short lane leading to the churchyard.	II
3279	No 8 and cottage forming part of Erskine Arms Hotel	In a row of terraced houses fronting the street.	II
3280	12 & 14 Crown Lane	In a row of houses fronting the street.	II
3281	Harbour Master's Office	On the outer side of and abutting the town wall just NW of Porth Bach.	II
3284	1-15 Erskine Terrace	On the corner of Chapel Street.	II
3298	House and Oriel y Crochenwyr (The Potters' Gallery)	The NE end of High Street, in a block of commercial and residential buildings facing the street.	II
3299	House, Rhywberth I Bawb (Something for Everyone) and Conwy Crystal	In a block of commercial and residential buildings fronting the street.	II
3300	House and Chatter Box	In a block of commercial and residential buildings fronting the street.	II

3301	Castle Hotel	A large building fronting the street opposite Llewelyn Street.	II
3302	Gates at High Street entrance to St Mary's churchyard	Fronting High Street between Castle Hotel and No 13, on the N side of the churchyard.	II
3303	House and St David's Hospice Shop	In a block of commercial and residential buildings fronting the street.	II
3304	House and Castle Hair and Beauty	In a block of commercial and residential buildings fronting the street.	II
3305	House and baker's shop	In a block of commercial and residential buildings fronting the street.	II
3306	Ye Old Mansion House	Fronting the street SW of Plas Mawr.	II
3307	House and Pantri Conwy Pantry	In a block of commercial and residential buildings at the SW end of High Street.	II
3308	Pen-y-Bryn tea rooms	In a block of commercial and residential buildings at the SW end of High Street.	II
3309	Fountain and statue of Llewelyn ap Iwerth	In the centre of the square.	II
3310	Conwy Police Station	Occupying the NW side of the square between Bangor Road and York Place.	II
3311	Alfredo Restaurant	Facing the square at the N end continuous with York Place.	II
3313	Pont Pensarn	Immediately S of the railway and SW of the castle.	II
3316	Liverpool Arms public house	On the outer side of the town wall immediately NW of Porth Isaf.	II
3317	The Smallest House	At the SE end of a row of houses built against the town wall, facing the quayside.	II
3344	Fron Deg	One of a pair of houses set back from and above street level.	II
3345	Conwy Visitor Centre	Set slightly back from the road opposite Church Street, directly in front of the town wall.	II
3346	The Bridge public house	On the corner of Rose Hill Street and Castle Street.	II
3348	The Malt Loaf public house	On the corner of Rose Hill Street and Church Street.	II
3349		At the NW end of Rose Hill Street, opposite the Market Place and railway station.	II
3350	1-6 Rosemary Lane	In a row of 6 houses fronting the street W of the railway.	II
3351	1 Victoria Terrace	In a row of 4 houses set back from the street opposite St Michael's RC church.	II
3353	Church of St Mary	In a large churchyard enclosed by buildings to Castle Street, High Street, Church Street and Rose Hill Street.	I
3354	Sundial in St Mary's churchyard	To the S of the nave, opposite the narrow lane leading from Rose Hill Street.	II
3356	Lamp standard in the grounds of The Rectory, St Mary's churchyard	On the S side of the church, at the NW end of the lane leading from Rose Hill Street.	II
3364	Bodhyfryd	The northernmost of a pair of houses immediately adjacent to the Town Walls, and set well back on the NW side of Upper Gate Street.	II

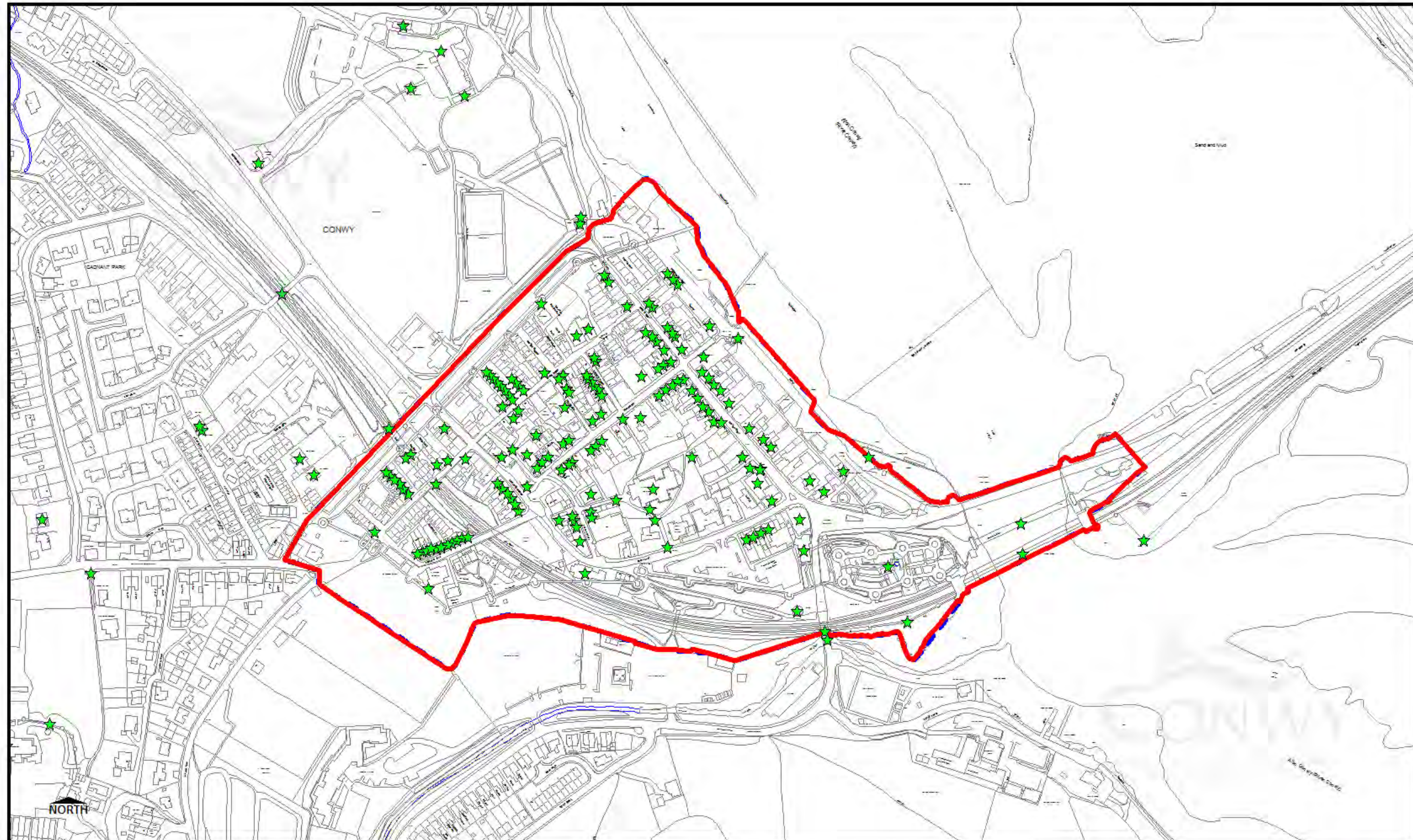
3366	Plas Porth Uchaf	On the corner of Upper Gate Street just N of the town wall at porth Uchaf.	II
3367	The Old Cockpit	Set back from the street and reached by a path to the side of Alfredo Restaurant.	II*
3634	Plas Mawr	On the corner of High Street and Crown Lane	I
87356		The SW end of a terrace and on the corner of Upper Gate Street.	II
87357	House and Lovejoys Antiques	Fronting the street in a block of commercial and residential buildings between High Street and a lane to St Mary's churchyard.	II
87358	1-15 Erskine Terrace	In a row of houses running the length of the street.	II
87359	10, 11, 12 Lower Gate Street	In a row of houses built against the town wall, facing the quayside.	II
87360	Meddiant	One of a pair of house set back from and above the street.	II
87361	House and Rowlands Pharmacy	Fronting the street on the corner of a lane to St Mary's churchyard, one of a block of commercial and residential buildings.	II
87362		In a block of houses fronting the street.	II
87363	10, 11, 12 Lower Gate Street	In a row of houses built against the town wall, facing the quayside.	II
87364	1-15 Erskine Terrace	In a row of houses running the length of the street.	II
87365	12 & 14 Crown Lane	In a row of houses fronting the street.	II
87366		In a block of houses fronting the street.	II
87367	1-15 Erskine Terrace	At the end of a row of houses running the length of the street, next to the town wall.	II
87368		Fronting the street on the corner of Chapel Street.	II
87369	15 & 17 Chapel Street	On the corner of Crown Lane and in a row of 3 houses.	II
87370	House and Conwy Fine Wines	In a block of commercial and residential buildings fronting the street.	II
87371		Fronting the street in a continuous terrace of houses.	II
87372		In a terrace at R angles to Upper Gate Street, reached by a footpath.	II
87373	1-6 Rosemary Lane	In a row of 6 houses fronting the street W of the railway.	II
87374	House and Tenovus	Fronting the street SW of Plas Mawr.	II
87375	Office and The Bookshop	In a block of commercial and residential buildings fronting the street.	II
87376		On the corner of Erskine Street and within a continuous terrace of houses on Chapel Street and Erskine Street.	II
87377	27 & 29 Berry Street	One of a pair of houses at the NW end of Berry Street, just inside Porth yr Aden.	II
87378	Castle View	In a block of buildings fronting the street.	II

87379		The S end of a terrace of 4 houses set back from and above the street.	II
87380		In a terrace at R angles to Upper Gate Street, reached by a footpath.	II
87381	1-6 Rosemary Lane	In a row of 6 houses fronting the street W of the railway.	II
87382	Eagles Building (Fishermans Chip Shop and Carolina's Ice Cream)	Fronting the street in a block of commercial and residential buildings.	II
87383	House and G.H. Edwards Newsagents	Prominently sited at the SW end of High Street, on the corner of Lancaster Square.	II
87384		In a terrace nearly opposite the W entrance to St Mary's churchyard.	II
87385		Fronting the street in a continuous terrace of houses.	II
87386	House and Bwyty Ty-Dre (Town House Restaurant)	Fronting the street in a block of commercial and residential buildings between Berry Street and Llewelyn Street.	II
87387		In a terrace at R angles to Upper Gate Street, reached by a footpath.	II
87388	1-6 Rosemary Lane	In a row of 6 houses fronting the street W of the railway.	II
87389	1-15 Erskine Terrace	In a row of houses running the length of the street.	II
87390	House and New Choice	In a block of commercial and residential buildings fronting the street on the S side of Lancaster Square.	II
87391		In a terrace of 4 houses set back from and above the street.	II
87392		In a terrace at R angles to Upper Gate Street, reached by a footpath.	II
87393	Isgraig (Christopher Gash Dental Surgery)	Set back from the road and one of a group of houses W of Castle Square.	II
87394	1-6 Rosemary Lane	In a row of 6 houses fronting the street W of the railway.	II
87395		In a terrace nearly opposite the W entrance to St Mary's churchyard.	II
87396		Fronting the street in a continuous terrace of houses.	II
87397	House and Beyond the Ninth Wave	Fronting the street in a block of commercial and residential buildings between Berry Street and Llewelyn Street.	II
87398	House and The Raj Restaurant	The NW end of a block of commercial and residential buildings fronting the street on the S side of Lancaster Square.	II
87399		Immediately adjacent to the Town Wall, and at the NW end of the terrace at R angles to Upper Gate Street, reached by a footpath.	II
87400	1-6 Rosemary Lane	In a row of 6 houses fronting the street W of the railway.	II
87401	Rose Cottage	Fronting the street and on the corner of Pool Lane.	II
87402		In a terrace of 4 houses set back from and above the street.	II

87403	Hodesdon	Set back from the road and one of a group of houses W of Castle Square.	II
87404	6 & 8 Castle Street	Fronting the street in a block of commercial and residential buildings near the NW end of Castle Street.	II
87405	House and Yesteryears	Fronting the street in a block of commercial and residential buildings between Berry Street and Llewelyn Street.	II
87406	Conway Mart	Fronting the street and attached to No 6, just SW of the junction with Pool Lane.	II
87407	Conwy Outdoor shop and Anna's Tea Rooms	One of a pair of shops with houses fronting the street.	II
87408		The N end of a terrace of 4 houses set back from and above the street.	II
87410	2 Victoria Terrace	In a row of 4 houses set back from the street opposite St Michael's RC church.	II
87411	3 Victoria Terrace	In a row of 4 houses set back from the street opposite St Michael's RC church.	II
87412	Albion Public House	Fronting the street on the corner with Bangor Road.	II
87414	Bodalaw	The northernmost of a pair of houses fronting the street near the junction with High Street.	II
87418	Carreg Lwyd	In a row of houses running the length of the street.	II
87421	Crane in former railway yard E of Conwy station	To the S of the town wall and SW of the castle, on the N side of the railway and just W of Llanrwst Road.	II
87424	Edwards Fresh Food	Fronting the street, on the corner of Crown Lane.	II
87437	Gingerbread Cottage	In a row of houses running the length of the street.	II
87439	House and The Blue Casket (Cist Las)	In a block of commercial and residential buildings fronting the street.	II
87440	House and Fletcher & Poole Estate Agents	In a block of commercial and residential buildings fronting the street on the S side of Lancaster Square.	II
87441	House and Futzi	Fronting the street in a terrace immediately SE of Porth Ffordd Bangor.	II
87442	House and Private Adult Shop	In a block of commercial and residential buildings fronting the street on the S side of Lancaster Square.	II
87443	HSBC Bank	Prominently sited on the corner of Rosemary Lane.	II
87444	Ivy House	The southernmost of a pair of houses fronting the street near the junction with High Street.	II
87445	Manchester House	In a block of commercial and residential buildings fronting the street on the S side of Lancaster Square.	II
87449	Old Youth Club	In a block of buildings fronting the street.	II
87450	Palace Cinema, including Theatre Bistro, Pearl of Conwy and Jensens hairdressers	A prominent building fronting the street near the junction with Llewelyn Street.	II
87453	Plas Uchaf, 4 Victoria Terrace	In a row of 4 houses set back from the street opposite St Michael's RC church.	II

87454	Red Lion House	In a prominent position at the SW end of High Street, on the corner with Church Street.	II
87456	Sandpiper Cottage	In a row of houses running the length of the street.	II
87457	SE portal of Conwy Railway Tunnel	Immediately W of Conwy station and directly beneath the E side of Upper Gate Street.	II
87458	Stretford House and Conwy Kebab, Burger & Pizza House	In a block of buildings fronting the street.	II
87461	Swan Cottage	One of a pair of houses fronting the street, almost opposite Chapel Street.	II
87465	Ty Newydd	Fronting the street S of the lane to St Mary's churchyard.	II
87467	Woodville	The southernmost of a pair of houses immediately adjacent to the Town Walls, and set well back on the NW side of Upper Gate Street.	II
87468	Ye Olde Mailcoach public house	Fronting the street in a block of buildings between Llewelyn Street and Crown Lane.	II

20 APPENDIX 3: CONSERVATION AREA BOUNDARY



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Allwedd / Key

- ★ Adeilad Rhestredig / Listed Buildings (Cadw)
- 1975 Ffin yr Ardal Gadwraeth / Conservation Area 1975
- 2012 Dim newidiadau dilynol / No subsequent changes 2012

**FFIN YR ARDAL GADWRAETH
 CONWY
 CONSERVATION AREA**

