

Conwy Local Development Plan 2007 – 2022



SUPPLEMENTARY PLANNING GUIDANCE

LDP29: Colwyn Bay Town Centre Conservation Area Management Plan

Adopted December 2017

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Statement of Consultation

This Supplementary Planning Guidance document was issued for a period of six weeks public consultation between 26 September 2016 and 4 November 2016

It was adopted by Cabinet on 5 December 2017

Copies of the representations received, together with the Council's response are available to view on-line at <http://conwy.jdi-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 Colwyn Bay. This is a plan covering a period of six 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 Colwyn Bay an attractive, exciting place to visit and do business. This Management Plan will offer guidance in particular on how the Conservation Area of Colwyn Bay can be actively managed and enhanced in line with LDP Policy.

The aims of the Management Plan are

- To identify, recognise and have an understanding of the nature of Colwyn Bay Town Centre Conservation Area's heritage assets
 - To raise awareness of Colwyn Bay Town Centre Conservation Area'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 Colwyn Bay Town Centre Conservation Area'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.
- 1.3 Colwyn Bay Town Centre Conservation Area was designated in 1988. This area of the town has a wealth of fine buildings, many of which display fine detailing, confident and bold designs, skilful use of a range of materials and quality craftsmanship all of which have contributed to its designation as a conservation area. This Management Plan has been drawn up following the production of a detailed Character Appraisal for Colwyn Bay Town Centre 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 bodies (Colwyn Bay Town Council, local people and

local organisations). Government policy has made it clear that Conservation Areas are not necessarily areas of no change.

- 1.4 Change is an inevitable facet of 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 Area Management Plan seeks to provide a framework for ‘managed’ change, which will ensure that the special architectural and historic interest of the Colwyn Bay Town Centre Conservation Area is both preserved and enhanced for future generations.
- 1.5 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 local planning authority (LPA) 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 Colwyn Bay’s residents and business community, all of whom value the buildings and spaces of the town so highly.
- 1.6 The Management Plan also examines specific problems, opportunities and significant issues that affect the Colwyn Bay Conservation Area. Measures 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.
- 1.7 A separate SPG has been produced on “Conservation Areas” which relates to all Conservation Areas within the County Borough and should be read in conjunction with this SPG.

2 Planning Policy Context

- 2.1 Planning Policy Wales Chapter 6 and Technical Advice Note (TAN) 24 provide national planning policy guidance on the Historic Environment. TAN 24 states Supplementary Planning Guidance may be developed and adopted by a local planning authority to assist them in delivering policies in the local development plan. Specific guidance relating to the historic environment might include topics such as:
 - World Heritage Sites
 - Archaeologically Sensitive Areas — where it is probable that archaeological remains will be a material consideration in the determination of any planning applications
 - A list of historic assets of special local interest
 - The use of characterisation to inform regeneration or the enhancement of town centres
 - Design guidance for development briefs containing significant historic assets

- Conservation area management plans

Paragraph 6.3 of the TAN states: 'Local planning authorities must from time to time formulate and publish proposals for the preservation and enhancement of conservation areas in a management plan. In accordance with best practice, this should be every five to ten years. It is good practice for local planning authorities to adopt the management plan as supplementary planning guidance...'

- 2.2 Relevant local planning policy can be found within the Conwy Local Development Plan (Adopted 2013) at policy CTH/1 – 'Cultural Heritage' (an overarching strategic policy concerning the historic environment) and CTH/2 – 'Development Affecting Heritage Assets' 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

LDP1: The Householder Design Guide SPG may also be useful in considering 'householder' developments. There are also other policy designations which may be situated within certain Conservation Areas for example Primary Shopping Areas (policy CFS/3) and Shopping Zones (policy CFS/4). See the LDP Proposals Map for reference.

- 2.3 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.
- 2.4 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. For Colwyn Bay this has been achieved by the establishment of the Bay Life+ Initiative, with representatives from local businesses and amenity groups, which has provided comments on the emerging documents and monitored the whole process. Additionally, the documents will be subject to six weeks of full public

consultation, including a public exhibition. Following this, a Public Consultations Report will be prepared (copies will be available on request from the Council), the text amended, and the documents illustrated and printed.

- 2.5 The proactive management of Conservation Areas gives clarity and robustness to decision making, which means that decisions may be more defensible in, for instance, planning appeals. The Conservation Area Appraisal and this Management Plan will therefore be of use to the LPA when determining applications for change within the Conservation Area or in locations which affect its setting, 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 Colwyn Bay residents and business community, all of whom value the buildings and spaces of the town so highly.

3 The Colwyn Bay Conservation Area Appraisal

- 3.1 The Colwyn Bay Conservation Area Appraisal was prepared in conjunction with the Townscape Heritage Initiative bid between 1999 and 2004. This appraisal has been reviewed to identify any changes in circumstances that now affect the area.
- 3.2 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.
- 3.3 A summary of the key characteristics and prominent features have been identified within this SPG. These are summarised under each heading 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.
- 3.4 A number of prominent features have been identified within this appraisal. These are summarised under each heading below.

3.5 Topography

- The town does not benefit from a traditional sea front due to the railway aligning along the coast.
- The ground rises from the beach to the south.
- The gradient at which the land rises is particularly noticeable up Coed Pella Road or Rhiw Road.
- Pwllcrochan Woods form an attractive backdrop to the south of the town.
- There are a few level areas within the Conservation Area (part of Conway Road and Abergele Road)
- Station Road and Penrhyn Road rise up from the north side of the town.
- These changing levels add to the character of the area.
- Local limestone has been used in the building of older properties.

3.6 Street Pattern

- The main road running through the Conservation Area is Abergele Road and Conway Road.
- A number of roads run off at right angles from the main road, principally; Station Road, Woodland Road East and Woodland Road West on the south side.
- Greenfield Road runs at the eastern end of the town and is one of the main connecting roads to the A55.
- The railway and Pwllcrochan Woods have formed the north and south boundary to the town.
- The main commercial streets are Abergele Road, Conway Road, Station Road and Penrhyn Road.
- There are several back alleys which are a characteristic feature of the Conservation Area.

3.7 Building Uses

- Shops with residential accommodation above (Abergele Road)
- Banks.
- Churches and Chapels.
- Theatre Colwyn
- The Police Station.
- Public Houses
- Hotels
- The Library
- Purpose built shops (former Woolworths)
- Upper floors used for residential (large proportion of vacancy - originally used for commercial/office use)

3.8 Materials

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

- Local Limestone.
- Both red and yellow sandstones have been used.
- Portland stone was used by the architect Sidney Colwyn Foulkes in the 1930's.
- Limited use of Penmaenmawr granite (Salem Congregational Chapel).
- Ruabon red facing brick.
- Yellow facing brick.
- The yellow and red brick has been used together to form pleasing patterns.
- 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.

- Tile string courses.
- Timber bays and timber frame detailing
- Sash windows
- Traditionally panelled doors
- Mosaic tiling
- Cast iron railings
- Glazed canopies.

3.9 Colwyn Bay town centre (in marked contrast to Llandudno where there is a very apparent unity in design, form of building and materials) has a wide mix of building styles, but all with a Victorian / Edwardian flare, choice of materials from the earliest stone buildings to the more expensive re Ruabon and London Stock brick, design and detailing. This wide range and variation, all within a relatively small and compact area, have resulted in a particularly pleasing and satisfying urban composition which is a defining factor of the town centre we see today. Materials give clues for dating buildings in the area however, and the local grey limestone was used for many early buildings, brick was used in the late nineteenth century and Edwardian period. The 1930's brought with it a distinctive use of white Portland stone.

3.10 It is fortunate that, whilst many ground floors have lost their original shop fronts and canopies or blinds, many of the upper floors and elevations have survived remarkably intact. Many original architectural features survive and careful study of the buildings will be rewarded by many delightful and charming details. Some of these are shown on the photographs. Examples include the enclosed balcony high up on Penrhyn Road, the lion head roundels on the Metropole and the kiosk on Conwy Road.



1



2



3



4

1. Carved Sandstone Name Plate
2. Gilded Glass Signage
3. Terracotta Lion – Hotel Metropole
4. 'Mayors Balcony' Penrhyn Road
5. The 'Cosy' Picture House Kiosk

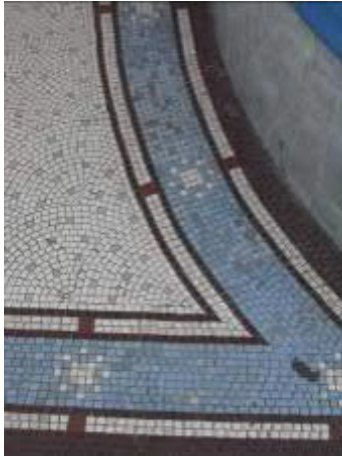


5

Surviving features of quality



1



2



3



4



5



6



7



8



9

1. Decorative Hoppers and Soffit
2. Tiled Recessed Doorways (Penrhyn Buildings)
3. Highly decorative Portland Stone carvings
4. Hardwood Shop front and glazed stall riser
5. Curved Bay Windows with stained leaded lights
6. Stained glass top sashes

7. Classical Carved Greek key decoration
8. Hardwood Shop front and glazed stall riser with original canopy
9. Elaborate Terracotta Fascia

3.11 Building scale and massing

- There is a marked consistency in the scale of most of the buildings in the Conservation Area.
- Typically buildings are 3 to 4 storeys.
- Blocks of terraces with each adopting a distinctive architectural style - many being based on historical styles.
- Significantly smaller properties can be found on the west side of Sea View Road.
- The mass of buildings is broken down by the introduction of several design features (plain and decorative fenestrations, gabled and dormer roofs)

3.12 Important views

- Up Station Road from the Railway Station towards Conway Road
- Down Station Road towards the Railway Station
- Up Penrhyn Road
- Down Penrhyn Road
- From Conway Road (western end) towards the sea
- Along Conway Road in both directions
- Views up Rhiw Road, Woodland Road East and West towards Pwllcrochan Woods
- The views down Abergele Road towards St Paul's Church and the eastern end of the town centre.



View across St Paul's Church Garden



View from Bay View Shopping Centre up Seaview Road



View from Corner of Bay View Road towards the former United Reformed Church



View from Corner of Bay View Road towards the Railway Station



View along Conway Road towards Station Road



View up Station Road



View down Penrhyn Road

3.13 **Principal Listed Buildings**

Abergele Road

- St. Paul's Church
- Former Woolworths
- Royal Hotel
- Stermat
- Salem Chapel
- A and A Cash and Carry
- Tabernacle Chapel
- Theatr Colwyn

Penrhyn Road

- Former Metropole Hotel

Station Road

- Imperial Hotel
- No. 3-43
- Colwyn House
- Central Hotel

Conway Road

- Midland Bank
- National Westminster Bank
- English Presbyterian Church (corner with Hawarden Road)
- Royal Bank of Scotland

Rhiw Road

- Police Station / Magistrates Court

Woodland Road West

- Library

3.14 **Open space and vegetation**

- The most significant open space within the Conservation Area comprises of the gardens in front of St Paul's Church and vicarage.
- Much of the Conservation Area is devoid of vegetation e.g. street trees and small planters.
- Following the pedestrianisation of Station Road the area forms an open space which holds markets.
- There is scope for street planting in the Ivy Street car park.

3.15 **Listed buildings**

- 30 buildings are listed in the Conservation Area, all are Grade II with the exception of St Paul's Church which is listed Grade II*.
- The western side of Station Road.
- The north east corner of Princes Drive and Penrhyn Road.
- Buildings surrounding St Paul's Church.
- The Police Station

3.16 **Problems**

Building / Structure Condition

- general poor condition of some buildings and lack of regular maintenance
- poor condition of decorative canopies, broken glass, missing ironwork
- deteriorating condition of shop fronts
- boarded up/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 front elevation 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 and often poorly located street furniture, e.g. bins, seats, street name plates
- 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 pavements
- trade bins on public frontages
- general poor state of repair of kerbs, dropped kerbs and patchy 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
- un-surfaced rear access paths serving shops

Others

- poor uptake of grants
- possible lack of knowledge of grants, legislation etc
- ineffective and outdated 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.



1



2



3



4



5



6

1. Old street furniture and patch repairs
2. Broken street furniture
3. Vegetation in tree pits

4. Lack of ongoing maintenance to canopies
5. Vegetation growing at high level
6. Leeching salts in boundary wall not cleared

3.17 Boundary designation

The existing boundary encompasses the town's commercial core (see map 1 - Conservation Area Boundary) it consists mainly of retail and commercial premises with housing above with a number of notable community and religious buildings. The Town Centre Conservation Area covers an area of some 9 hectares and contains approximately 210 buildings of which 35 are listed. (see map 2 - Listed Buildings within the Conservation Area)

4 The Implications of Conservation Area Designation

- 4.1 Designation as a Conservation Area brings a number of specific statutory provisions aimed at assisting the 'preservation and enhancement' of the area.
- 4.2 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 Conservation Area / Listed Building Consent applications. 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 LPA or the Welsh Ministers may take enforcement action, or institute a criminal prosecution, if consent is not obtained;
- Written notice must be given to the LPA 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 LPA, or the Welsh Ministers, 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) can sometimes be slightly more relaxed for buildings within a Conservation Area, however this should not be used as an excuse for not aiming to achieve a high thermally efficient and sustainable building without compromising the character of the property or the setting of the Conservation Area
- Powers exist for local authorities, the Welsh 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.

5 The Control of Development and Change

5.1 The requirements for planning permission

5.1.1 Certain works to dwellings within a Conservation Area, which are normally considered to be 'permitted development' will require planning approval from the 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.

5.1.2 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.

5.1.3 Due to changes in planning legislation, property owners are therefore strongly advised to contact the Council's planning officers before starting work to see if planning permission is required.

5.1.4 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 full planning permission is already required for many alterations to these buildings.

5.2 **Satellite dishes**

5.2.1 The rules governing satellite dishes in Conservation Areas are significantly tighter than outside such areas and have recently (October 2013) been revised 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. In such cases, planning permission will usually be refused. 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.

5.2.2 For listed buildings, Listed Building Consent is 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.

5.2.3 Conventional TV aerials and their mountings and poles are not normally considered to be 'development' and therefore planning permission is not required.

5.3 **Article 4 Directions**

5.3.1 Permitted development rights may be withdrawn if the LPA imposes an Article 4 Direction. This does not mean that development, such as changes to windows, or the erection of satellite aerials, will necessarily be impossible. It does, however, mean that planning permission has to be sought and this allows for the merits of a proposal to be considered against the conservation interests. There are no Article 4 Directions within the Conservation Area boundary at the date of this Plan.

5.3.2 During the lifetime of this Management Plan an action highlighted will be to look at introducing an Article 4 Direction for the Conservation Area.

5.4 Telecommunications masts

- 5.4.1 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 LPA concerned before the work is put in hand. Further information can be found in TAN 19: Telecommunications.

5.5 Trees

- 5.5.1 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 LPA six weeks written notice before starting the work. 'Work' is defined as lopping, topping, or felling. This provision provides the LPA 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.

6 Challenges for Colwyn Bay Conservation Area

- 6.1 A wide range of issues that may threaten the historic character of the Conservation Area have emerged from the Conservation Area Character Appraisal, from consultation with particular interest groups.

7 Maintaining Colwyn Bay's Uniqueness

- 7.1 The qualities of Colwyn Bay 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 Colwyn Bay is also considered to have been diminished by poor building condition and the visual effect of multiple-occupancy, such as the dumping of rubbish and parking of cars in the forecourts of properties.
- 7.2 The wider area of the town is however the subject of a Masterplan which will also be adopted as SPG once finalised. The Masterplan will be a regeneration initiative that will build on the principles of conservation to deliver far reaching improvements in different locations of the town such as the seafront, Eirias Park and the town centre.
- 7.3 The Colwyn Bay Conservation Management Plan seeks to promote positive planning which can shape and direct development whilst retaining Colwyn Bay's unique Heritage and uniqueness.

8 The impact of the traffic system

- 8.1 It is considered by some people that the traffic restrictions / pedestrianisation may have exacerbated the rate of shop closures because of increased vehicle speed along Penhryn Road and lack of opportunity for customers to stop and park on Station Road.
- 8.2 The A55 dual carriageway system has also resulted in the severance of the town from the seafront. The lack of pedestrian crossings do not foster a sense of connection between the two major hubs of the town. However, in saying this, Colwyn Bay is one of a handful of towns with direct access onto the A55 dual carriageway, and more should be done to promote this in the town and the wider area.
- 8.3 Although it has been reported that recent enhancements to the streetscape in Station Road, Seaview Road and Penrhyn Road, such as new paving, parking bays, pedestrianisation and tree planting, have had a harmful effect on the amenity of the area, the scheme is generally viewed as being successful.

9 Managing the Pace of Change

- 9.1 While it may be the desire of many people to generally resist change, it must be accepted that change is inevitable. This is manifest in new development, but it is less obvious in the gradual increase in unauthorised works being carried out to a property, or unsympathetic changes being done, advertising in the form of plastic shop fronts and inappropriate 'A' boards on pavements, 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 Colwyn Bay unique.

10 Maintaining Character and Appearance

- 10.1 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 damaging.
- 10.2 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. While some open areas, such as those opposite St Paul's church, are well maintained, there are others, for instance the train station forecourt and carpark, which would benefit from improvement.
- 10.3 The following buildings in particular were considered to require enhancement:
- A & A Cash and Carry
 - The Imperial Hotel
 - Former Woolworth building



The former Imperial Hotel is a major challenge/opportunity for the town

- 10.4 It should be noted also that buildings adjacent to the Conservation Area, such as Bay View Road, may affect its character through a need for enhancement, as do a number of back alleyways and service areas as these detract from the character and appeal of the conservation area.
- 10.5 It is important that existing gap-sites and redevelopment sites are developed with buildings that maintain Colwyn Bay's special interest. Recent replacement buildings, such as Boots on Station Road, have been built to designs that jar with neighbouring historic buildings and lessons could be learnt from past mistakes.
- 10.6 The likelihood of new developments enhancing the character of the Conservation Area will be increased if strong urban design principles are established. A current issue that should be considered, for instance, is the confusion of backs and fronts of buildings, and how they are viewed from different parts of the Conservation Area.

11 Supporting Vitality and Vibrancy

- 11.1 While housing may look after itself with an adequate level of controls, the economic core of Colwyn Bay town centre is more 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 significant factors, but promoting support for local shops is vital if existing values are to be maintained. The Colwyn Bay Masterplan will propose initiatives to regenerate Colwyn Bay town centre that complement the aims of this Management Plan.
- 11.2 It is important that the community is involved in new improvement schemes and organisations, such as the Bay Life+ initiative and Communities First, 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.

12 Energy Efficiency

- 12.1 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 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 Colwyn Bay and county-wide are keen to further the principles of sustainable development to make their own homes more eco-friendly.
- 12.2 The greatest source of heat loss in a property is often through the roof, and insulating this is the most effective way of reducing heat loss, whilst having no impact on the external appearance of the building.
- 12.3 The installation of double glazing can also help. Double glazing existing in original windows or replacing existing windows with timber double glazed units and the use of uPVC is unlikely to be acceptable in planning terms. In any case, regardless of the planning issues, the ‘sustainability’ of uPVC, which is the product of the plastics industry and is not bio-degradable, is highly questionable. 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. 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. For further guidance on windows, please refer to the Appendices within the Conservation Area SPG.
- 12.4 Cadw has published a document to provide guidance on climate change and the historic environment, which includes guidance on installing micro-generation systems¹.

¹ CADW- Renewable energy and your historic building, a guide to best practice - 2010

13 Designation

- 13.1 The boundary of the Conservation Area has been considered several times, when it has been extended in the past and in the course of the character appraisal. Nonetheless, careful consideration has again been given to the possibility of further extensions to the Conservation Area, most notably in the direction of the Queens Gardens and South to adjoin the Pwllcrochan Conservation Area.
- 13.2 A further suggestion has been made for an extension to the East of the town centre to include additional parts of Abergele Road. This was recommended for inclusion in the Conservation Area by members of the community during a public consultation event. While the properties at 111-157 Abergele Road may have some 'special architectural and historic interest' that would be necessary for designation within a Conservation Area, there are considerable gaps between them and the existing Conservation Area. Their addition to the Conservation Area may be ill-advised on the basis that they do not relate well to the Conservation Area.
- 13.3 Other suggested inclusions are Greenfield Road, Hawarden Road, and Wynnstay Road. After consideration, the view has been taken that this area does not have the special architectural or historic interest required to merit inclusion in the Conservation Area.
- 13.4 At this stage, therefore, it is not proposed that there should be any adjustments to the Conservation Area. This is the conclusion also reached in the Conservation Area Appraisal.
- 13.5 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 listing². Although there is no statutory basis for local lists, they have been accepted as significant considerations in planning appeals and are being considered as part of reforms within the Heritage Bill. The Conwy LDP includes a policy (CTH/3) accompanied by LDP08 SPG on Buildings and Structures of Local Importance and which should be considered alongside this SPG where appropriate.

14 Buildings and Structures of Local Importance (BSLIs)

- 14.1 As mentioned in paragraph 2.2, the LDP includes a policy and SPG relating to BSLIs which outlines the criteria and process for the selection of buildings and structures for inclusion on a local list. In summary, the Local List for Colwyn Bay could include the following categories:

Buildings may include:

- Buildings designed by a particular architect or designer of regional, or local note;

² For instance in the Proposed changes to Planning Policy Wales Chapter 6: The Historic Environment, March 2016

- 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.

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.

15 Promotion and Training

15.1 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 Colwyn Bay 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 buildings
- 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.
- Signage design and location
- Boundary walls and parking within gardens – Retaining historical detail, planting and landscaping
- Sympathetic external lighting of prominent buildings and blocks.
- Trees and hedges – Maintenance, species, legal requirements

15.2 There are opportunities to improve skills at all levels. The Council's Historic Environment Champion (to be appointed) will be instrumental in seeking to raise

awareness of conservation issues among elected councillors and Community Leaders. 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 the Natural Building Centre, Llanrwst.

- 15.3 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.
- 15.4 Within the broader Baylife+ Initiative there are opportunities to lead various training initiatives aimed at different community sectors. This could be implemented through local Schools and Colleges, skilled workers, professionals, business owners, building owners, the voluntary sector, clubs and societies, specialists and government departments including planners.
- 15.5 The Council could promote heritage learning about Colwyn Bay's past ensuring its heritage is preserved for the future through a variety of mediums such as construction and heritage skills training for professionals, owners and volunteers.
- 15.6 Colwyn Bay has a large number of historic and listed buildings that require repair and maintenance. To meet all these needs requires a skilled workforce equipped for such construction programs. Conferences, short courses and continuing professional development will be held in partnership with the IHBC, CADW, The Civic Trust for Wales, The Princes Regeneration Trust, The National Trust, Design Commission for Wales and other governing bodies to provide such training as to develop the skills needed to maintain such properties, from Architects through to Students at the local schools and college.
- 15.7 These training events will enable this sector along with owners/occupiers to learn about the right skills and qualifications to take advantage of opportunities available to conserve, repair and maintain historic buildings in the area. Colwyn Bay is rich in heritage and pre-1919, historic buildings, all of which contribute to the quality and attractiveness of the area. To accompany any grant scheme CCBC should request that agents issue a maintenance manual as part of their scheme to all owners based on their individual property.
- 15.8 Local construction companies and construction professionals will be invited to consider how working on local heritage buildings could help them diversify in this difficult climate, but that a well-trained and qualified workforce is necessary for them to benefit from this opportunity and investment into workforce training and development within the heritage sector could help them through recession. Working closely with contractors we could create the connections between them and Llandrillo College in order to develop the link and possibility of day placements for students to learn about traditional building skills.

- 15.9 An initiative should also be promoted to award and recognize special heritage skills achieved via various short courses, and conferences offered. The Council will support the implementation of the Construction Skills Certification Scheme (CSCS) that was set up to help the construction industry improve quality and reduce accidents.
- 15.10 CSCS Heritage Skills Cards are awarded to individuals with recognised skills when working with historical buildings. Llandrillo College have recently subscribed to this scheme and are promoting the CSCS cards as well as being the local assessor for the area. CCBC should collaborate with Llandrillo College and offer some practical placements with contractors on heritage projects.

16 Education

- 16.1 Primary Key Stage 2 teaches pupils about Victorian life. CCBC should support the production of a teacher's resource pack to include digital learning resources through CD ROM's specific to Victorian life in Colwyn Bay. There is also the opportunity to include the area's maritime history. CCBC could offer awards for inter-school art competitions. Involvement will also be encouraged through, drama and story telling workshops.
- 16.2 The Colwyn Bay Heritage Group is already undertaking a significant role in terms of educational resources, such as collecting memories, putting them on the web and producing an ebook; a teacher's pack has also been produced and a timeline is in preparation.
- 16.3 Heritage open days will allow young people to witness construction skills, especially specialist conservation techniques. Schemes directed towards 14-19 year olds will collaborate with community groups aimed at helping referred pupils and young offenders.
- 16.4 Community involvement has been encouraged by the creation of a "Colwyn Bay Scrap Book" as part of the ongoing grant scheme. This will be an archive of interviews collected from locals' "memories" of life in Colwyn Bay. Stories and special memories will be taken from around 30 members of the older generation in order to rekindle the lost sense of community spirit.
- 16.5 Young people will be encouraged to collate the information and add their hopes for the future of the town, the reason it is special to them now and their future hopes. All interviews will be recorded and archived for future generations to enjoy.
- 16.6 The final collection will be published with old photographs collected from the community along with nostalgic quotes from the interviews taken.
- 16.7 This "Community Scrapbook" will be widely circulated in celebration of the THI and distributed to Libraries, Schools and Tourism Offices.

- 16.8 Llandrillo College have recently started expanding on their NVQ courses with heritage based specialist modules. Together with the Council more heritage based formal qualifications would be added to its curriculum along with establishing work-based apprenticeships for students with contractors working on the regeneration projects. As well as additional courses CCBC will be collaborating with the Natural Building Centre in Llanrwst to educate and train from student level through to planning officers, and offering free heritage days on sites. Colwyn Bay Heritage Group also have a wealth of resources which will be helpful to those with an interest in local heritage seeking to find out more. See colwynbayheritage.org.uk
- 16.9 Promotion of the National Language supporting “Welsh for adults”. According to the census of 2001, only 20% of the population can speak Welsh fluently. The highest percentage of speakers is in the 10-14 years age group, where 38% can speak the language. CCBC will implement the WG scheme by promoting “Welsh for adults” in the local area.
- 16.10 Activities for Welsh learners specifically within the Colwyn Bay Conservation Area could include the following:
- Walking history tours
 - Bilingual information sheets
 - Guide to retail units and local services who are fluent in Welsh
 - Free Welsh lessons for shop owners - provided by Learn Cymraeg.

17 Control

- 17.1 Local authorities already have controls available through their planning powers, and much depends upon how they are interpreted and implemented. For instance, any material changes to the appearance of properties that are not single dwellings require planning permission, but the interpretation of what is ‘material’ is in the first instance for the judgement of the left to the LPA. A new shop front is generally regarded as a material change, but there is less certainty about the renewal of windows on upper storeys or a change in roof materials.
- 17.2 Single dwelling houses have considerable permitted development rights that enable some alterations to be carried out without the need to obtain planning permission. These works include, for example, changes to doors, windows, roof materials or rainwater goods and the construction of minor extensions.
- 17.3 Although they may be minimal in each case, such alterations can have a cumulative effect that is damaging to historic areas. An Article 4(2) direction prepared and approved by the Council, can remove permitted development rights. This does not necessarily prevent alterations, but it does mean that planning permission is required and this gives the opportunity to consider the appropriateness of changes to the character of the Conservation Area.

- 17.4 Commercial buildings and flats have fewer permitted development rights, but an Article 4(1) direction can be useful for controlling changes, for instance, the painting of walls.
- 17.5 Due to the high proportion of commercial and multiple-occupancy buildings in Colwyn Bay, there are fewer permitted development rights than there would be in a purely residential area. There are limits, therefore, to the degree of control that may be achieved through an Article 4 (1) direction. However, unwelcome changes to buildings can be controlled by effective development management and enforcement action.

18 Enforcement and Monitoring

- 18.1 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'*.
- 18.2 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 years³ to assist in detecting breaches in planning control. Communities can assist with this work.
- 18.3 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 LPA should take these forward into 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
- 18.4 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 LPA 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.

³In some circumstances an immunity rule applies in respect of 'operational development' carried out without planning permission, if the works were substantially completed more than four years ago. There is no time limit for enforcement action related to listed buildings, except where any works pre date the original listing of the property.

19 Schemes of Enhancement

- 19.1 Physical improvements to Colwyn Bay 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.
- 19.2 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 as well as other measures highlighted in Appendix 1.
- 19.3 The long term issue of how traffic is managed and how it enters and leaves Colwyn Bay town centre needs to be addressed. Schemes for improving the situation must be considered in full.

20 Vision for the Future of Colwyn Bay Town Centre Conservation Area

- 20.1 Colwyn Bay has much to commend it, particularly in terms of the relationship of the town and its fine buildings to its seaside location and its long established reputation as a quality resort. Due recognition and acknowledgement needs to be made to the efforts of the regeneration officers who have worked in Colwyn Bay over the past several years and the efforts they have made to preserve and enhance the Conservation Area which has undoubtedly prevented Colwyn Bay becoming like many other similar town resorts.
- 20.2 Looking to a vision for the future, it is important that Colwyn Bay 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. In a similar way to gardens, places have to be nurtured. Recognition that the historic environment is, and will continue to be, a positive resource for safeguarding and improving the quality of life for the local community and those who live, work and visit the town.

21 A Strategy to Deliver this Future

- 21.1 It is important that the strategy for future management should be more than a 'wish list'. The Action Plan at Appendix 1 provides a broad programme for a number of projects which have potential to preserve and/or enhance the Conservation Area.

- 21.2 The Plan will include actions for the short, medium and long term timescales. Some of these actions are subject to the securing of funds, however it is important to identify such schemes and projects at the outset so that when funding does become available, the evidence base for need has already been established.
- 21.3 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.

22 Priorities for Action

- 22.1 Whilst significant and visible advances could be made by implementing grand projects for the enhancement of eyesore sites, these are heavily dependent on funding and or private sector investment. However changes in attitudes and public perception coupled with planning policy as a means of delivering objectives in this management plan are also fundamentally important. Cultural Heritage policies within the LDP place a focus on detail within SPGs such as Conservation Area Management Plans so it is important for these documents to be consulted upon and reviewed regularly.
- 22.2 There is also the major issue of maintaining the qualities which 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 Colwyn Bay.

23 Key Projects and Implementation

- 23.1 Capital projects are vital for raising confidence. Whilst 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 Colwyn Bay 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. A list of potential actions are highlighted in Appendix 1.

24 Commitment to the Vision and Delivery

- 24.1 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.

25 Periodic Review

- 25.1 Whilst 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.
- 25.2 The review cycle for this management plan will be triggered by its adoption. The next review will be in line with the LDP's Annual Monitoring Review process.
- 25.3 Responsibility for conducting the review is with Regulatory Services, Conservation and Regeneration Department, in conjunction with Strategic Planning Policy.

26 Further information

For further information on this SPG, please contact:

For conservation related enquiries:

Conservation Section
Conwy County Borough Council
Civic Offices
Colwyn Bay
LL29 8AR

Tel: 01492 575254

Email cynllun.plan@conwy.gov.uk

For general planning enquiries:

Development Management
Conwy County Borough Council
Civic Offices
Colwyn Bay
LL29 8AR

Tel: 01492 575247

Email cynllun.plan@conwy.gov.uk

For planning policy enquiries:

Strategic Planning Policy Service
Conwy County Borough Council
2nd Floor
Llandudno Library Building
Mostyn Street
Llandudno
LL30 2RP

Tel: 01492 575124 / 575181 / 575445 / 574232

Email cdll-ldp@conwy.gov.uk

27 Glossary

Article 4 Directions – These are directions that are placed on an area or site or particular type of development by the local planning authority. An article 4 direction restricts the scope of permitted development rights either in relation to a particular area or site, or a particular type of development anywhere in the authority's area. Where an article 4 direction is in effect, a planning application may be required for development that would otherwise have been permitted development.

Permitted Development Rights - Certain works that are of a scale or type that is generally not likely to have an unacceptable impact (as specified in the document called the General Permitted Development Order (GPDO)) do not require planning permission. See the Planning Portal Wales for further information on what is covered under permitted development rights.

Public Realm – Any publicly owned streets, pathways, right of ways, parks, publicly accessible open spaces and any public and civic building and facilities.

Rainwater Goods - Gutters and downpipes for the purposes of removing excess water from the building and preventing water penetrating the building's fabric.

Street Scene - The environment that is seen and experienced when travelling along streets and public spaces. These places can be both private and public.

28 Appendix 1 – Action Plan

| Topic | Actions | Responsibility | Timescale |
|---|---|--|-----------|
| Designations | No changes are proposed to the existing Conservation Area boundary. Establish Local List | Regulatory Services (C&R Dept) Strategic Planning Policy Services (CDS) | |
| Coordination across Council services | Establish inter-service forum All departments with property-holding interests (A Conservation Stakeholder Group). | | |
| Development Management | Review approach to materiality, replacement buildings, promoting quality | Regulatory Services (Building Control) | |
| | Implement 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 | Regulatory Services (C&R Dept) | |
| Enhancement | Carry out general improvements to the pathways | Highways | |
| | The following buildings in particular were considered to require enhancement: <ul style="list-style-type: none"> • A & A Cash and Carry • The Imperial Hotel • Former Woolworth Building | | |

| Topic | Actions | Responsibility | Timescale |
|-------|---|----------------|-----------|
| | <p>Production of guidance will make a significant difference to public understanding. To include:</p> <ul style="list-style-type: none"> • New buildings in historic areas – Siting, design and materials • Shop fronts – Design approaches for different types of buildings • 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. • Signage design and location • Boundary walls and parking within gardens – Retaining historical detail, planting and landscaping • Sympathetic external lighting of prominent buildings and blocks. • Trees and hedges – Maintenance, species, legal requirements | Various | |

| Topic | Actions | Responsibility | Timescale |
|-------------------------|---|--|-----------|
| | | | |
| Promote vitality | Continue to support the Bay Life+ Initiative, Chamber of Trade and Colwyn Bay Town Council | Regulatory Services (C&R Dept) | |
| | Seek funding for improvements from external sources | Regulatory Services (C&R Dept) | |
| Policy | Publish, adopt and review Supplementary Planning Documents on Conservation Areas, Shopfront Design, Shopfront Security and BSLIs. | Community Development Service (SPPS and C&R Dept) | |
| Promotion | Establish regular programmes of conservation and history seminars | Regulatory Services (C&R Dept) Colwyn Bay Town Council Colwyn Civic Society Colwyn Heritage Group | |
| | Promote Heritage Open Days | Regulatory Services (C&R Dept) Colwyn Bay Town Council Colwyn Civic Society Colwyn Heritage Group | |
| | 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/Street Scene Manager | |
| | Improve the shopping areas; improve pedestrian links; improve shop fronts, reduce advertising and promote where possible | Conwy County Borough Council (Highways) | |

| Topic | Actions | Responsibility | Timescale |
|--|---|--|------------------|
| | the use of rear servicing | | |
| | Find an acceptable new use for the disused buildings in the town centre | Bay Life+ Initiative Conwy County Borough Council Regulatory Services (C&R Dept) | |
| | Production of design briefs for targeted 'key sites' in the town centre | Conwy County Borough Council Bay Life+ Initiative Regulatory Services (C&R Dept) Strategic Planning Policy Services (CDS) | |
| Road schemes and traffic management | Ensure that all new road schemes are carefully designed to enhance the Conservation Area | Conwy County Borough Council (Highways) | |
| Shop fronts | Ensure that historic shop fronts are retained or enhanced and that all new shop fronts are of the highest possible quality, in association with the production of Shop front guidance | Regulatory Services (C&R Dept) Strategic Planning Policy Services (CDS) | |
| Celebration | Heritage Awards Scheme for design, signage, sustainability | Regulatory Services (C&R Dept) Conwy County Borough Council Colwyn Bay Town Council Chamber of trade and Commerce | |

29 Appendix 2 – List of Listed Buildings within the Colwyn Bay Conservation Area

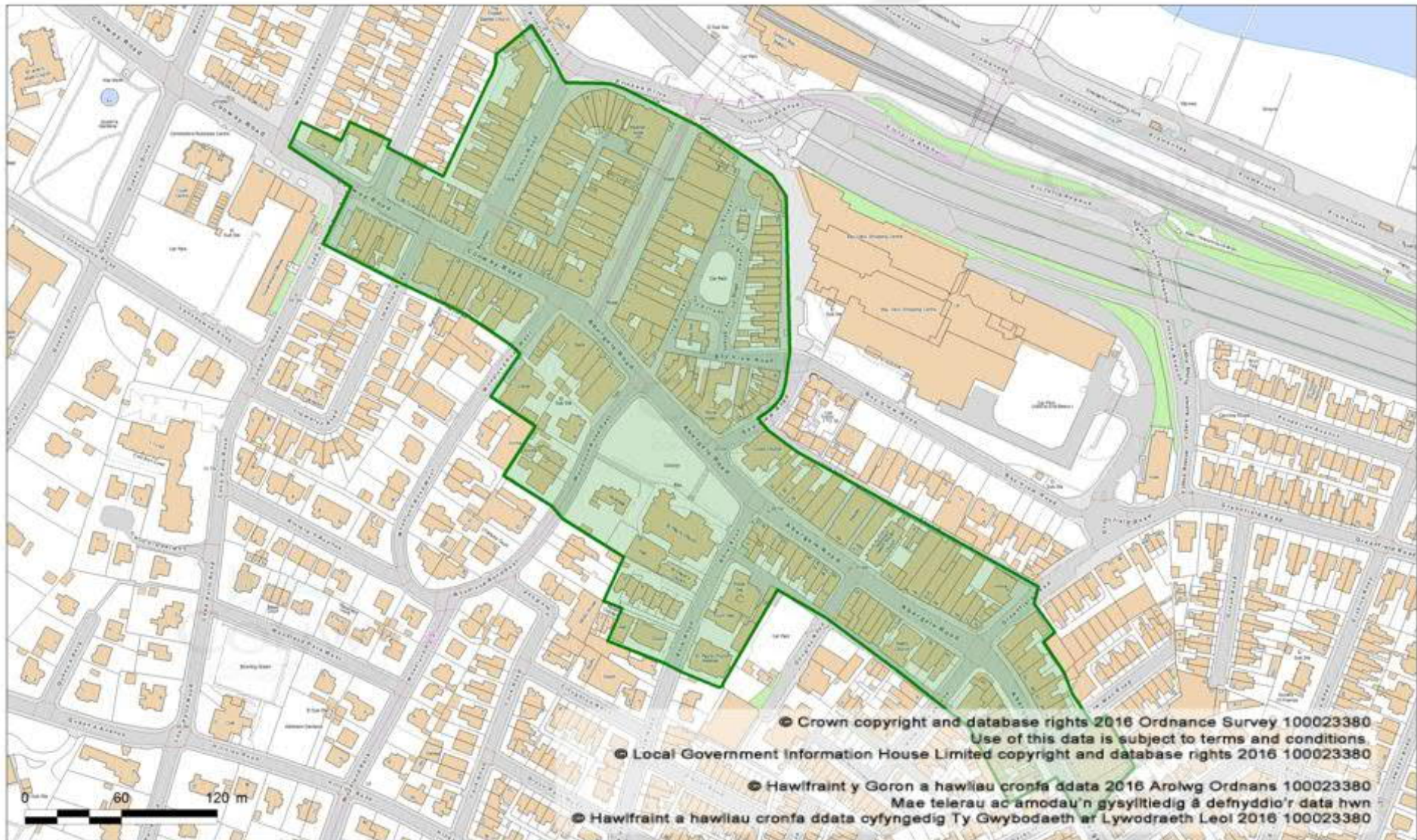
| Cadw Reference | Community | Name | Location | Grade |
|----------------|------------|--|--|-------|
| 14657 | Colwyn Bay | CHURCH OF SAINT PAUL | Occupies a block of land at the centre of the town between Woodland Road East and Rhiw Road. | II* |
| 14658 | Colwyn Bay | SALEM CONGREGATIONAL CHAPEL | In the block of buildings between Douglas Road and Rhiw Bank Avenue. | II |
| 14659 | Colwyn Bay | NORTH WALES ANTIQUES, 58 ABERGELE ROAD | On the E corner with Rhiw Bank Avenue. | II |
| 14660 | Colwyn Bay | PENUMBRA AND SPANISH CASTLES, 60 ABERGELE ROAD | On the E corner with Rhiw Bank Avenue. | II |
| 14661 | Colwyn Bay | CAKES BY CLAIR, 62 ABERGELE ROAD | On the E corner with Rhiw Bank Avenue. | II |
| 14662 | Colwyn Bay | VACANT, 64 ABERGELE ROAD | On the E corner with Rhiw Bank Avenue. | II |
| 14663 | Colwyn Bay | 1 RHIW BANK AVENUE | On the E corner with Rhiw Bank Avenue. | II |
| 14664 | Colwyn Bay | A & A CASH AND CARRY (VACANT), 7 ABERGELE ROAD | Towards the corner with station road. | II |
| 14672 | Colwyn Bay | HSBC BANK, 7 CONWAY ROAD | On the W corner with Woodland Road West. | II |
| 14679 | Colwyn Bay | ROYAL BANK OF SCOTLAND | On the corner with Wynnstay Road. | II |
| 14687 | Colwyn Bay | 28 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14688 | Colwyn Bay | 30 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14689 | Colwyn Bay | 32 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14690 | Colwyn Bay | 34 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14691 | Colwyn Bay | 1 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14692 | Colwyn Bay | 3 PEHRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14693 | Colwyn Bay | 5 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |

| | | | | |
|-------|------------|---|---|----|
| 14694 | Colwyn Bay | 7 PENRHYN BUILDINGS | On the corner of Penrhyn Road and Princes Drive. | II |
| 14707 | Colwyn Bay | POLICE STATION AND MAGISTRATES COURT | Facing the Church of Saint David, near the junction with Abergele Road. | II |
| 14708 | Colwyn Bay | CHURCH OF SAINT DAVID | Behind the larger Church of Saint Paul, opposite the Police station. | II |
| 14709 | Colwyn Bay | CHURCH HALL | Behind the Church of Saint Paul, and adjoining the Church of Saint David. | II |
| 14710 | Colwyn Bay | THE CENTRAL PUBLIC HOUSE | On the corner of Station Road and Conway Road. | II |
| 14711 | Colwyn Bay | 3-5 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14712 | Colwyn Bay | 7 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14713 | Colwyn Bay | 9-11 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14714 | Colwyn Bay | 17 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14715 | Colwyn Bay | 19 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14716 | Colwyn Bay | 21 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14717 | Colwyn Bay | PREMIER AMUSEMENTS, 23 STATION ROAD | | II |
| 14718 | Colwyn Bay | NEW LOOK, 33-37 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14719 | Colwyn Bay | PORTER'S, 41-43 STATION ROAD | Forms a continuous terrace on the W side of the street, below the Central Public House. | II |
| 14720 | Colwyn Bay | COLWYN HOUSE | Towards the top of the street, almost opposite the Central Bar. | II |
| 14721 | Colwyn Bay | SAINT PAUL'S VICARAGE | Set back from the road beside the Church of Saint Paul. | II |

| | | | | |
|-------|------------|--------------------|---|----|
| 87661 | Colwyn Bay | IMPERIAL BUILDINGS | On the corner of Station Road and Princes Drive opposite to the entrance of Colwyn Bay station. | II |
|-------|------------|--------------------|---|----|

30 Appendix 3 – Maps

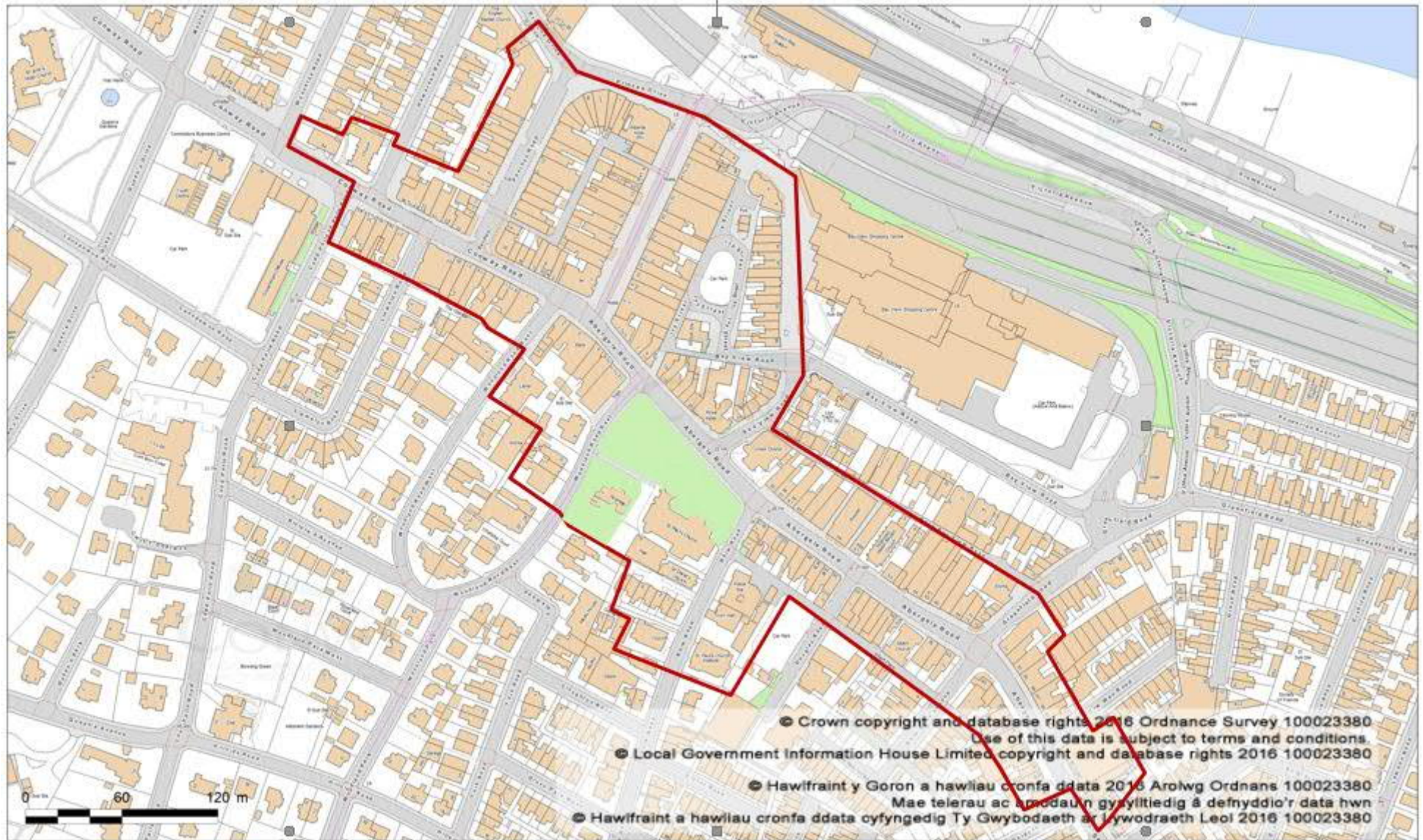
Map 1 – Colwyn Bay Conservation Area



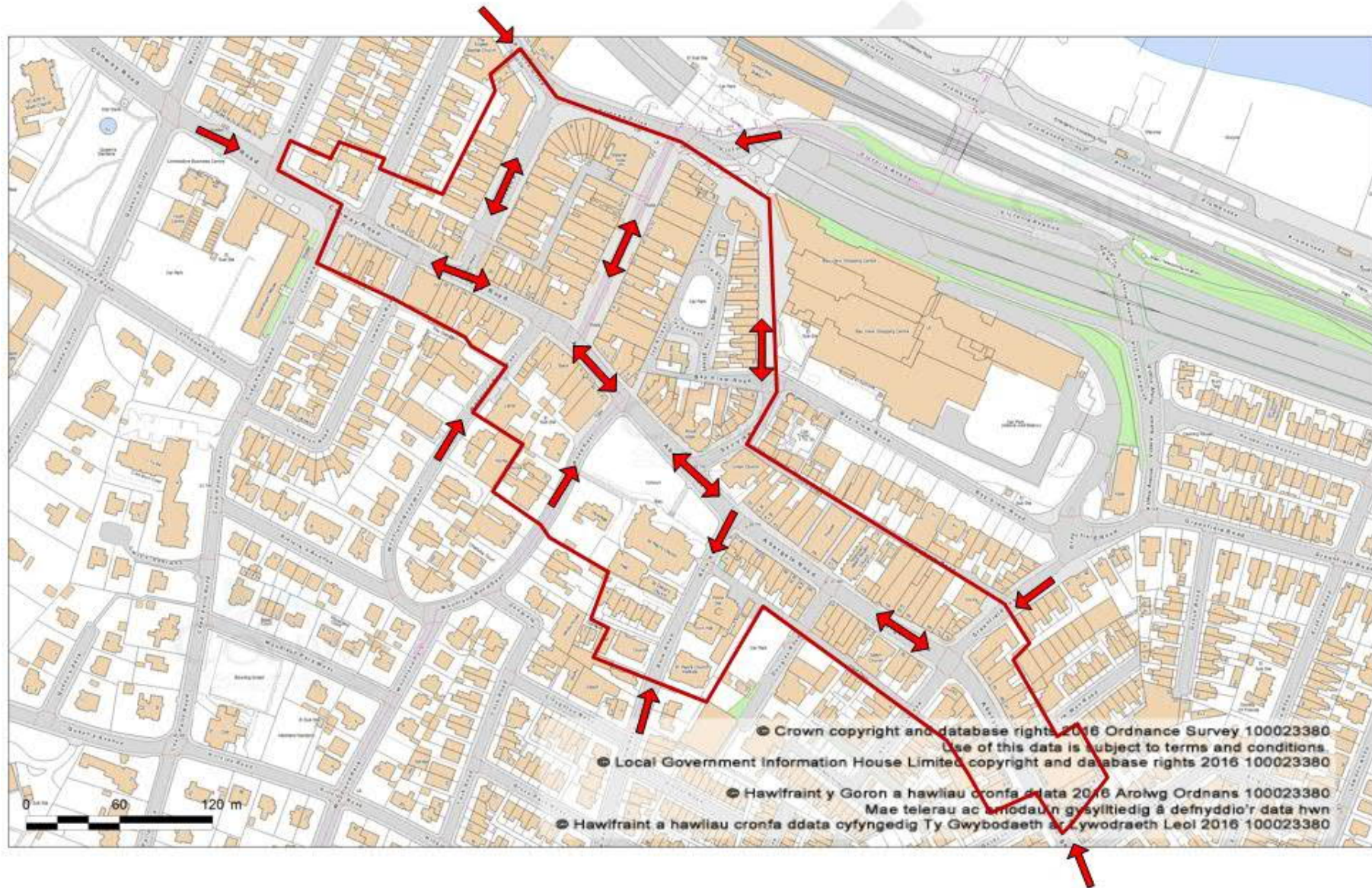
Map 2 – Listed Buildings



Map 3 - Green Spaces and Trees in Colwyn Bay



Map 4 – Views



31 Appendix 4 – History of Development in Colwyn Bay

31.1 Density of development

An account of the history of Colwyn Bay, for the purposes of this document, can start in the 1820's. During this period the new manor house at Pwllcrochan was built by Sir David Erskine. Sir David was a great landscaper and the meadows and arable land which lay below Pwllcrochan were planted with trees and woods were improved and laid out with walks and bridges. Sir David died in 1841 and Lady Erskine and the family continued to live at Pwllcrochan until 1865 when the new baronet, Sir Thomas Erskine, decided to move his seat to Fifehire.

31.2 In September 1865 the Pwllcrochan estate was auctioned and sold in 69 lots by Lady Erskine. The mansion, demesne, farm buildings and gardens and adjoining land were bought by John Pender, a Manchester businessman who appointed John Porter as his agent. In 1865 Pender sold up following financial difficulties and the bulk of the property was bought by a Manchester based consortium – the Colwyn Bay and Pwllcrochan Estate Company who continued with the planning and development of the new town with Manchester architects Lawrence Booth and Thomas Chadwick joining John Merry Porter (son of John Porter) as agents.

31.3 The 1875 to 1879 OS map is useful in illustrating the origins of Colwyn Bay. The railway line has already been built and is clearly discernible, creating a barrier between the town and the seafront. Abergele Road is in place and development has commenced along Station Road, Ivy Street and Sea View Road.

- Commercial properties are predominantly sited immediately to the back of the footways.
- Streets are generally broad showing evidence that large volumes of horse drawn traffic were envisaged.
- Pavements are broad
- Terraced commercial properties are arranged on down slopes with stepped roofs etc.
- The town centre has been developed to a high density.
- Most commercial properties have small rear yards, with access from narrow service roads.
- Terraced houses (Rhiw Road, former villas on Woodland Road East) have rather more land.

neighbouring developments, this is the only part of the town where built environment actually engages and connects with the seafront.



OS Map of 1888



OS Map of 1911

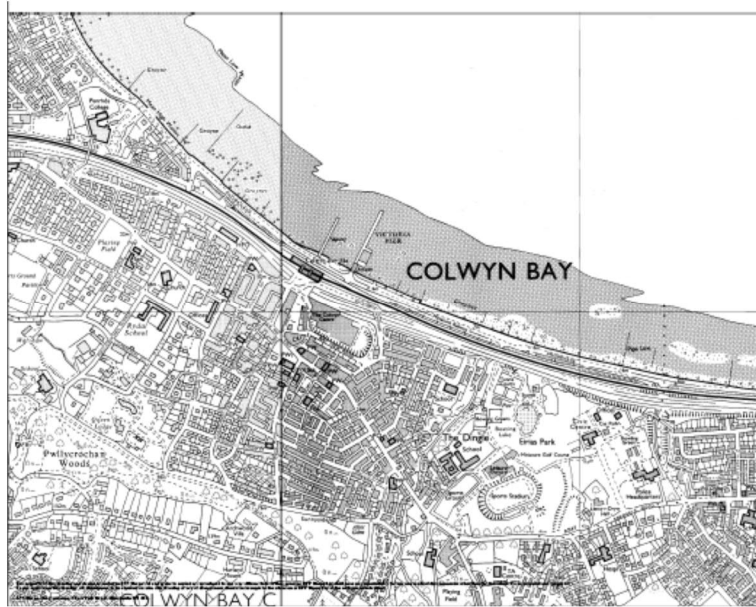
31.6 By 1914 the town has undergone yet another phase of Development. The character of affluence and spaciousness in the southern part (Upper Colwyn Bay) of the town has become more pronounced and this contrasts with the tight urban form of the town centre, adjacent to the railway line and seafront. Overall, the pace of development has continued and what were previously vacant plots have now been developed. Relief however is provided by churches and their grounds and the more substantial institutional buildings of the town. Eirias Park is being formed in the east and for the first time Victoria Pier appears on the map, cementing the role of the town as a holiday and tourist destination. Overall, a varied mix and hierarchy of housing has emerged.

- 31.7 Thus within a period of 50 years or less a new town and resort had been created within a remarkably short time in an ordered and controlled fashion.
- 31.8 By 1938 further development along Pen Y Bryn Road in the southern part of Colwyn Bay was completed and Eirias Park is now well defined and contains a school and the development of other facilities is evident and it is clear that its recreational emphasis is taking shape. There has been a general intensification of residential development in the town and the overall character of a lively holiday resort is clear with the pier providing identity and a landmark. By 1964 the Colwyn Bay Hotel was demolished and replaced with alternative development and Pwllcrochan now forms part of the Rydal School complex.



OS Map of 1937

- 31.9 By 1972/1989 significant change has taken place in the form of the A55 and demolition has taken place to facilitate development of the route. The intervention is perhaps not as severe as it could have been, due to the fact that it follows the route of the railway which historically already severed the town from the sea front. This piece of major modern infrastructure did however dramatically alter the character of Colwyn Bay and this combined with the introduction of the Bay View Shopping Centre heavily altered this part of the town and increased the impact of car travel and volumes of traffic and thus started the decline of this once so wonderful seaside resort.



31.10 From the beginning the town was carefully laid out to a modified grid pattern. Old photographs and postcards show a spacious and elegant town with wide streets (especially so with regard to Station Road and Penrhyn Road), imposing buildings in a mix of styles built using the finest materials, ornate shop fronts with decorative canopies or blinds.