

PLANNING STATEMENT

Erection of Retirement Living Housing



Site at Maelgwyn Road/Gloddath Avenue, Llandudno

November 2021



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APPENDIX D: Creating Housing Choices for an Ageing Population by Shelter

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APPENDIX F: A Better Life: Private Sheltered Housing and Independent Living for Older People by The Opinion Research Business.

APPENDIX G: Local Area Economic Impact Assessment by the Institute of Public Care (March 2014)



Executive Summary

The Planning Statement is prepared in support of a full planning application for the creation of 55 Retirement Living Apartments (Category II type accommodation) together with associated landscaping and car parking.

This Planning Statement sets out the planning policy considerations which support the provision of Retirement Living apartments for older people on the application site. The development will ensure that residents maintain their independence via a range of communal facilities and a House Manager, allowing them to remain in their own home as frailty increases through later life. These are a very specialised forms of accommodation that are currently limited within Llandudno, the development of which promotes downsizing and more efficient use of the existing housing stock.

The proposal provides the opportunity to achieve a high quality development that would positively contribute to meeting demonstrable local housing needs in accordance with Future Wales-The National Plan 2040, Planning Policy Wales, Conwy Local Development Plan 2007-2022 and Conwy Local Housing Market Assessment 2017-2022.

This scheme provides numerous wide ranging social and planning benefits, both for potential residents and the community as a whole. In summary, these are:

Sustainability Benefits

- *The provision of much-needed accommodation for older people that helps address the demographic imperative of an ageing population and a housing stock that is ill equipped to deal with its needs.*
- *An accessible location and form of development that will lead to less reliance on the private motorcar.*

- *A development that serves to underpin local facilities, including the retail functions of the shops close to the site.*
- *A land use, which is entirely passive and a “good neighbour”.*
- *A Retirement Living building that provides substantial energy efficiency advantages over most open market schemes.*

Balanced View of Policy and Other Material Considerations

- *Specialised housing for older people provides significant planning and social benefits.*
- *Sustainable form of development.*
- *Optimises use of scarce previously developed land.*
- *Net environmental benefit in streetscene, character and landscape terms.*
- *Reduced demand on public sector resources and health services. Residents manage better and spend fewer nights in hospital, reducing the impact on NHS resources.*
- *Most residents have family and friends in the locality and are able to remain an important part of the local community.*
- *Increases availability of much needed family housing in areas of shortage boosting the supply in the local housing market.*
- *Helps underpin local facilities.*



Executive Summary

This proposal represents an ideal opportunity for the redevelopment of this site within the built-up area of Llandudno in accordance with the Government's housing and sustainable development policies. It would provide for much needed specialised accommodation for older people within a sustainable location, freeing up existing under-occupied stock.

This specialised form of accommodation also provides older people with a better housing choice, and provides residents with safety, security and companionship whilst removing the heavy burden of property maintenance. Therefore reducing the anxieties and worries experienced by many older people living in accommodation that does not best suit their needs.

This proposal is located in a highly accessible location with excellent links to Llandudno town centre and is within easy reach of the shops, public transport facilities and other essential services located therein, which all benefit residents in maintaining an independent lifestyle. This specialised form of housing generates extremely low levels of traffic; and the convenience of the location close to public transport opportunities would further reduce the need for car use, not least because purchasers of such housing accommodation generally no longer need or wish to have the 'burden' of car ownership (please see the Transport Statement submitted alongside this planning application).

The proposed development successfully achieves a balance between the potentially competing objectives of development and the environment, and thereby satisfies the goal of "sustainability".

This proposal will:

- Accord with national planning guidance in relation to sustainable development and meeting local housing needs;

- Accord with the relevant and material provisions of the development plan including its housing objectives;
- Achieve a high quality design that will enhance both the character and appearance of the local area; and
- Respond positively to the character of the area and the street scene.



Above: Example of McCarthy & Stone development at Cwrt Glan y Gamlas, Llangollen



McCarthy & Stone was established in 1963. Since 1977 and thus for the past 44 years the Company has specialised in the design, construction and management of Retirement Living housing (also known as sheltered accommodation) for sale to older people, and has developed a wealth of experience in this particular sector of the housing market. Extensive research both at pre and post-occupation has been carried out by the Company, which has led to product and service development.

This background has resulted in McCarthy & Stone being widely recognised as the market leader in the provision of Retirement Living housing for sale to older people. To date more than 58,000 specialised dwellings for older people have been built or are in the course of construction at over 1,300 McCarthy & Stone development sites throughout the United Kingdom. As a result, McCarthy & Stone has considerable experience of successfully developing a wide variety of sites including town centre locations, infill sites, sites within conservation areas and those adjacent to Listed Buildings.

McCarthy and Stone's ethos is that later life can be more fulfilling. Through its developments and services, it helps older people enjoy their lives in peace, comfort and security. In addition to new developments, the Company provides its own care, support and management services. This ensures a continuing relationship and commitment to all of its residents.

McCarthy & Stone continues to win the highest awards possible for customer satisfaction. Independent surveys by the Home Builders Federation (HBF) show that it is the only retirement house builder to achieve a double five star rating for customer service, and it has done so for sixteen consecutive years.



McCARTHY STONE
Life, well lived



2

Nature and Concept of Retirement Living Housing

Retirement Living housing is a proven option for older people who wish to move into accommodation that provides comfort, security and the ability to manage independently to a greater extent. It enables older people to remain living in the community and out of institutions whilst enjoying peace of mind and receiving the care and support that they need.

All McCarthy & Stone developments are specifically designed to provide specialised housing accommodation for older people, with communal facilities and specific features within the apartments tailored to meet the particular needs of older people. Since 2010 McCarthy and Stone has managed its own developments and a House Manager is based on-site, supported by the Company's management services team. This allows for the maintenance and management of the development and its grounds to be kept in line with best practice and all legal lease management requirements that apply.

While anyone may purchase an apartment, the apartments are sold on the basis of a 999 year lease requiring the accommodation, with the exception of the House Manager's office accommodation, to be occupied by persons over 60 years. In the case of a couple, that part of the lease shall be satisfied where one of the occupants is over the age of 60 years and the other is over the age of 55 years.

This is a reasonable and caring approach to the limitation on the occupancy of retirement living housing in that it recognises and allows for those exceptional cases where a spouse, who is in need of special accommodation, has a younger partner.



Above: Example of a guest suite and an example of organised activities, which are a feature of a McCarthy and Stone development



Such occurrences are, in any event, found to be extremely rare as between 60-70% of occupants are aged 78 years or over with about 30% aged 80 years or above. The vast majority of McCarthy & Stone residents (some 85-90%) are widowed or single, with 75% of apartments comprising of single, female households.

The accommodation includes a range of communal facilities that are also tailored to meet the needs of the residents, including:

- **a residents' lounge;** this comprises the heart of the community and is centrally located close to activity either on or off site (e.g. the car park). It is decorated to the highest standards and is designed to have the atmosphere of a high quality hotel lobby.
- **internal refuse room;** this allows the residents to dispose of waste without leaving the building, and avoids the need for unsightly external bin stores.
- **battery car charging store;** this can store and charge larger mobility vehicles. Lifts/corridors are designed to facilitate the width of these scooters.
- **lift;** between floors facilitating ease of movement.
- **secure entrance lobby ;** with CCTV link to individual apartments;
- **House Manger's Office;**
- **emergency help line;** available within each residents' apartment and communal areas to summon assistance in the event of an emergency;
- **Guest suite:** comprising an en-suite twin bedroom for family and friends to sleep over; and
- **Gardens;** these are an important element in the design of Retirement Living accommodation and will comprise well landscaped gardens, with sitting out areas for the residents' enjoyment.



Above: Typical McCarthy and Stone apartments bedroom and lounge.

3 Planning and Social Benefits of Retirement Living Housing for Older People

Recently a growing number of reports have been published that promote the strategic need to provide more and better housing for those in later life as well as the benefits that specialist accommodation for older persons delivers. These reports have been published by a variety of organisations including the private sector, academic institutions, charities and numerous Government bodies at national and local level. The following seven reports are of particular relevance and an executive summary for each is appended to this document:

- *Ready for Ageing?* compiled by the House of Lords - Select Committee on Public Service and Demographic Change (Appendix A) - The report warns that the Government and our society are woefully under-prepared for ageing. The Committee says that longer lives can be a great benefit, but there has been a collective failure to address the implications and without urgent action this great boom could turn into a series of miserable crises. The report covers a broad range of policy areas, providing a comprehensive analysis of the potential impact of an ageing population on public services.

The report states that *'the housing market is delivering much less specialist housing for older people than is needed. Central and local government, housing associations and house builders need urgently to plan how to ensure that the housing needs of the older population are better addressed and to give as much priority to promoting an adequate market and social housing for older people as is given to housing for younger people'*.

Additionally, the report highlights that *'there are just 106,000 units of specialist housing for home ownership and 400,000 units for rent in the UK*

as a whole. Build rates are lower now than in the 1980s. In 2010, just 6,000 units for rent and 1,000 for ownership were built, whereas in 1989, 17,500 units for rent were built as well as 13,000 for ownership'.

<http://www.parliament.uk/business/committees/committees-a-z/lords-select/public-services-committee/report-ready-for-ageing/>

- *Top of the Ladder* compiled by Demos (Appendix B) - This report uses original quantitative research to investigate older people's housing preferences, and the likely impact of giving them greater choice. It estimates that if all those interested in buying retirement property were able to do so, 3.5 million older people would be able to move, freeing up 3.29 million properties. Apart from these gains, retirement housing has a very beneficial effect on older people's health, wellbeing and social networks, and could save health and care services considerable resources.

<http://www.demos.co.uk/projects/topoftheladder>

- *Identifying the Health Gain from Retirement Housing* by the Institute of Public Care (Appendix C) - The paper highlights that increased companionship and security, better access to care and warmer, more accessible accommodation through the development of good quality retirement housing could reduce the need for health care expenditure.

<http://ipc.brookes.ac.uk/publications/index.php?absid=71>



3 Planning and Social Benefits of Retirement Living Housing for Older People

- *Creating Housing Choices for an Ageing Population* by Shelter (Appendix D) - This report takes a detailed look at the current state of housing for the older people's market and considers whether there is a wide choice of housing for an ageing population and if there is any scope to stimulate a greater supply.

http://england.shelter.org.uk/professional_resources/policy_and_research/policy_library/policy_library_folder/a_better_fit_creating_housing_choices_for_an_ageing_population

- *Housing Markets and Independence in Old Age: Expanding the Opportunities* by Professor Michael Ball of Reading University (Appendix E) - This report highlights a number of simple policy changes needed to stimulate the delivery of owner occupied retirement housing.

<http://www.reading.ac.uk/news-and-events/releases/PR364822.aspx>

- *A Better Life: Private Sheltered Housing and Independent Living for Older People* by The Opinion Research Business (ORB) (Appendix F) - This sets out the findings of one of the largest studies of sheltered housing in the UK.

<http://www.mccarthyandstone.co.uk/documents/research%20and%20policy/orb2.pdf>

- *Local Area Economic Impact Assessment* by the Institute of Public Care (March 2014). This report (Appendix G) takes a detailed look at the economic benefits of sheltered housing developments on the local economy.

http://ipc.brookes.ac.uk/publications/pdf/Final_McCarthy_and_Stone_EIA_report_-_March_2014.pdf

These reports detail that Retirement Living housing provides a valuable form of specialised accommodation that meets a specific housing need. In so doing, it gives rise to significant planning and social benefits that realise other planning objectives given national and regional priority. Insofar as local and wider planning benefits are concerned, Retirement Living housing contributes the following:

Community

- Freeing up housing: Specialist housing helps to free up much-needed and under-occupied family homes in the local area, thereby making better use of existing housing stock. An average scheme of 45 apartments frees up housing **worth nearly £7.5 million**.
- Community spending: McCarthy & Stone's developments contribute to the vitality and viability of the local area as its residents typically do their shopping within a one mile radius. 80% use local shops almost daily or often and over 40% use the local library or post office frequently. Residents are estimated to have a 'community spend' of more than **£6 million** over a development lifetime period.

Economic benefits

- Investment during construction: An average development represents an investment of around **£3.6 million** into the local economy.
- Local jobs: Around 60 local companies are employed during construction, thus supporting local jobs. Additional job opportunities are created when the scheme opens.



3 Planning and Social Benefits of Retirement Living Housing for Older People

- New Homes Bonus: Through this Government initiative to encourage new development, each local authority will receive around **£378,000** per every 45 new homes (McCarthy and Stone's typical development size) that are built in the local area. This is money it can spend as it deems fit.

Improved health

- Streamlined health and social care provision: Residents in specialist housing have fewer visits to local health professionals and find it easier to return home after stays in hospital.
- Older people account for 55% of GP appointments, 68% of outpatient appointments and 77% of inpatient bed stays. As well as achieving better outcomes, specialist housing reduces demand for these acute health and care services by supporting people to live independently and avoiding crisis intervention. Research shows that each year a resident postpones moving into public care by living in market accommodation, the local authority saves on average £30,000.
- Health and social care provision can be streamlined within specialist housing. Visiting health professionals including doctors, nurses, chiropodists and so forth can visit several residents during one visit, which is a more efficient use of public resources.

Increased well-being

- Increased wellbeing: 64% of McCarthy & Stone's residents said their health and well-being had improved since moving into the scheme.
- A higher quality of life: 92% said they were very happy or contented.
- Increased independence: 83% believed they maintained their independence for longer.

Retirement Living housing provides purpose-built, specifically designed, small units of accommodation for local older people, which:

- addresses an acknowledged and specific housing need;
- addresses an existing housing "mismatch", by releasing presently under-occupied housing and thus plays an important role in the recycling of stock in general;
- has a knock-on effect in terms of the recycling of the whole housing chain – Retirement Living housing being at the "back-end" of the chain;
- optimises the use of previously developed land within the built-up area of Llandudno; and
- provides energy efficient construction and living, through shared wall construction, cross-flow ventilation and shared heating facilities.

Between September 2019 and February 2021, three independent studies were carried out by WPI Strategy for the Homes for Later Living Group, leading to the following reports:

"Healthier and Happier". An analysis of the fiscal and wellbeing benefits of building more homes for later living (September 2019)

"Chain Reaction" The positive impact of specialist retirement housing on the generational divide and first time buyers (August 2020)

"Silver Saviours for the High Street". How new Retirement properties create more local economic value and more local jobs than any other type of residential housing (February 2021)

The reports are included as part of the supporting documents accompanying this planning application. Authored by a former government economist within the



3 Planning and Social Benefits of Retirement Living Housing for Older People

DCLG, these find:

“Healthier and Happier” principally focussing on health and social care benefits and the savings delivered:

- *Each person living in housing specifically designed for later life enjoys a reduced risk of health challenges, contributing to fiscal savings to the NHS and social care services of c.£3,500 per year.*
- *Those in specialist housing are half as likely to have falls with resulting fractures, injuries and costly inpatient bed stays.*
- *Building 30,000 more retirement housing dwellings every year for the next 10 years, which is the estimated demand, would generate fiscal savings across the NHS and social services of £2.1 billion annually.*
- *Based on a selection of established national well-being criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing to housing specially designed for later living*

Whilst by nature, a fiscal Report, its positive findings arise from improved safety, security, health and well being for older people associated with a move to retirement housing.

“Chain Reaction” principally exploring benefits to the housing chain and helping first time buyers join the housing ladder:

- *c.3 million people in the UK over the age of 65 (or 25%) want to downsize.*
- *90 per cent of projected household growth in the coming decades is set to be amongst those aged 65 and over, taking the total number of homes owned by those aged 65 and over from 3.9 million today to at least five million by 2030.*

- *If all the homeowners over the age of 65 in England who wanted to move were able to do so, they would directly release one million properties back onto the market and free up two million spare bedrooms.*
- *For every retirement property sold generates at least two moves further down the housing chain. This frees up homes at differing stages of the housing ladder for different demographics. A typical Homes for Later Living development which consists of 40 apartments therefore results in 80 additional moves further down the chain.*
- *Roughly two in every three retirement properties built releases a home suitable for a first-time buyer. A typical Homes for Later Living development which consists of 40 apartments therefore results in at least 27 first time buyer properties being released onto the market.*

“Silver Saviours for the High Street” focussing on job creation and impact on the high street:

- *Retirement housing creates more local economic value and more local jobs than any other type of residential development.*
- *People living in each retirement development generate £550,000 of spending per year, £347,000 of which is spent on the local high street. Some £225,000 of this is new spending in the local authority, directly contributing to keeping local shops open.*
- *For just one retirement development of roughly 45 units, a local authority could expect to see benefits of 85 construction jobs for the duration of the build, as well as six permanent jobs and £13m in GVA over the lifetime of the development, as opposed to not developing a site.*

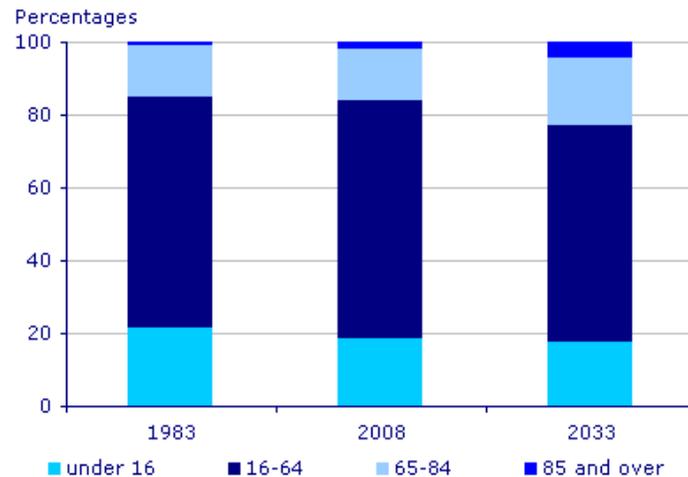


4

The Need for Retirement Living Housing

The proposed redevelopment of the Retirement Living housing for older people provides a significant opportunity to contribute towards meeting the current and projected requirements for special needs accommodation for older people in Llandudno, Conwy County Borough and the UK generally. The following table and supporting text from mid-year population estimates, Office for National Statistics, shows the estimated increase in older people.

Ageing Fastest Increase in the 'oldest old'



Above: Population by age, UK, 1983, 2008 and 2033

“The population of the UK is ageing. Over the last 25 years the percentage of the population aged 65 and over increased from 15 per cent in 1983 to 16 per cent in 2008, an increase of 1.5 million people in this age group [in real terms]. Over the same period, the percentage of the population aged 16 and under decreased from 21 per cent to 19 per cent. This trend is projected to continue. By 2033, 23 per

cent of the population will be aged 65 and over compared to 18 per cent aged 16 or younger.

The fastest population increase has been in the number of those aged 85 and over, the 'oldest old'. In 1983, there were just over 600,000 people in the UK aged 85 and over. Since then the numbers have more than doubled reaching 1.3 million in 2008. By 2033 the number of people aged 85 and over is projected to more than double again to reach 3.2 million, and to account for 5 per cent of the total population” (Mid-year population estimates, Office for National Statistics).

Comprehensive details of the need for the proposed development are set out in the *Evidence of Housing Demand and Supply* report by Three Dragons which accompanies this planning application.

The Conwy Local Housing Market Assessment 2017–2022 (LHMA) at Table 27 sets out the age structure of Conwy. This shows that at the 2011 Census some 28,162 residents of Conwy were over 65 years of age. This represents 24.4% of the total population. In comparison, only 18.3% of the population of Wales are over 65 years of age. Table 29 of the LHMA sets out population projections for Conwy up to 2035 (based on projections issued in 2013). These show the continuing growth of the over 65 years of age population. Residents in this age group will form 34.8% of the total population by 2035. The LHMA advises at paragraph 116 that, *“in response to population predictions, housing delivery in future must take into account the needs of these different age groups”*.

The Conwy Local Development Plan 2007-2022 (adopted October 2013) spatial strategy (paragraph 3.3.2) confirms that, *“the Council will insist that housing is of the right type, size and tenure and is built to a high quality of design which incorporates renewable energy technologies. At the same time, the Council will adjust to an ageing population in terms of housing type”*.



Consequently, the provision of private retirement housing for older people will widen the housing choices for older persons within the area, and allow them to remain as property owners. It will also free up family houses to allow younger people to remain within the area. The proposed Retirement Living housing will provide modern, purpose built accommodation, in keeping with the current needs and aspirations of elderly persons. The proposed development will provide specialist accommodation for the elderly, therefore helping to diversify housing options available for older persons within Llandudno.



5

The Locational Characteristics of this Site

The site is a very suitable location for Retirement Living housing. It is located at the junction of Maelgwyn Road and Gloddaeth Avenue, approximately 375 metres away from Mostyn Street and its associated town centre shops and services.

The site is easily accessible via public transport with bus stops serving both directions on Gloddaeth Street within around 100 metres from the site. These provide services to Conwy, Bangor, Prestatyn and Colwyn Bay. The site is also located approximately 900 metres from Llandudno railway station. This provides direct services to Chester, Blaenau Ffestiniog and Manchester Airport and connections to the national railway network via Llandudno Junction.

In selecting sites for older persons' accommodation, McCarthy & Stone take full account of the locational criteria recommended in the Joint Advisory Note of the National House Builders' Federation and the National Housing and Town Planning Council entitled - "Sheltered Housing for Sale" (2nd Edition - 1988).

The five locational criteria identified are:-

- (i) Topography
- (ii) Environment (including safety and security)
- (iii) Mobility
- (iv) Services
- (v) Community Facilities

The NHBF/NHTPC Advisory Note acknowledges that the ideal site for sheltered housing is difficult to find. However, the site that is the subject of this application is eminently suited to a use such as Retirement Living housing and is well situated to serve the needs of local elderly persons who will occupy such a development.



Above: Aerial image showing location of the application site

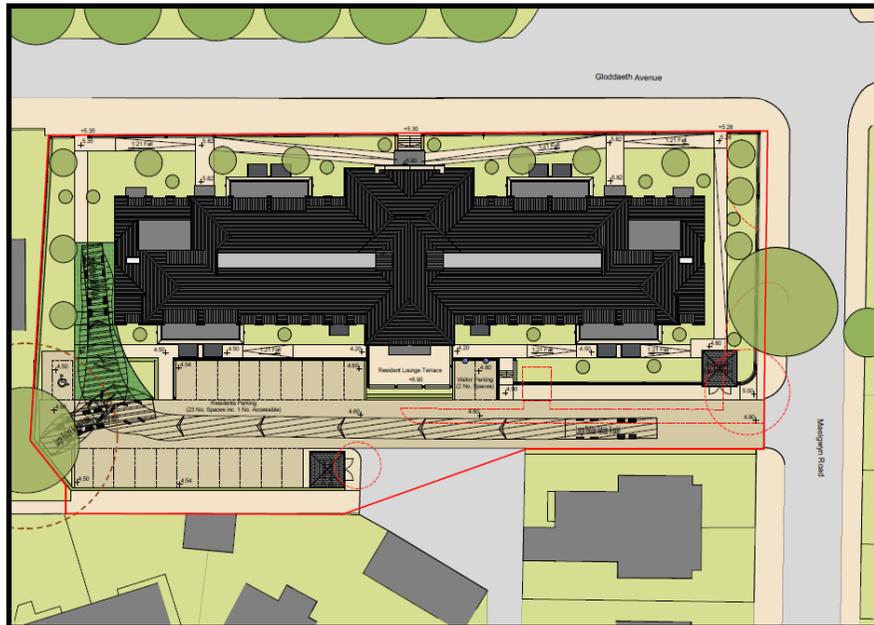


6

The Proposed Development

Proposal

The proposed development comprises of 55, 37 one bedroom and 18 two bedroom Retirement Living apartments for sale to older people. The proposal will feature a House Manager's office alongside communal facilities such as a residents' lounge, CCTV entry system, pavement car store / charging points, guest suite and Careline alarm facility, as detailed in Chapter 3. McCarthy & Stone's management company maintain the grounds and fabric of all its developments following construction, thus safeguarding the interests of the owners and the local community.



Above: Proposed Site Plan



Perspective elevations



Site Description

The site is approximately 0.387 ha and is situated at the corner of Maelgwyn Road and Gloddaeth Avenue. It is currently used as a public pay and display car park.

The site is surrounded by existing residential development albeit another public car park, York Road, lies to the north on the opposite side of Gloddaeth Avenue.

Planning History

Planning permission was granted in March 2003 under LPA ref: 026323 for the erection of 12 self-contained flats on the north east portion of the site with the remainder being retained as a car park. The permission was implemented and a Certificate of Lawfulness was issued under LPA ref: 0/36558 in February, 2010. The permission thus remains extant.



Above and left: Site and its surrounds



Future Wales—The National Plan 2040

Future Wales – the National Plan 2040 is the national development framework, setting the direction for development in Wales to 2040. The introduction states that *“it is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities”*.

Chapter 2 provides an overview of Wales and advises that, *“we are an ageing nation. Between 1998 and 2018, the proportion of the population aged 65 and over increased from 17.4% to 20.8% and the proportion of the population aged 15 and under fell from 20.6% to 17.9%. We will have 30.6% more people aged 65 and over, and 64.9% more people aged 75 and over by 2043”*.

In terms of a changing society, Chapter 2 highlights the ageing of the population and states, *“our society is ageing. We need to think about the type of homes in which we will live in the future; where they are; the social and healthcare services that will support us; and the type of places that we as an ageing population would like to live in”*.

In terms of housing, as well as increasing the delivery of social and affordable homes, the overview also states that, *“the Welsh Government is targeting its housing and planning interventions towards achieving this aim within the broader context of increasing supply and responding to different needs, including our ageing society and climate change”*.

Chapter 3 sets out 11 outcomes which form the overarching ambitions based on the principles and placemaking outcomes set out in Planning Policy Wales. Outcome 1 is *“where people live and work in connected, inclusive and healthy places”*. This includes, *“high quality homes meeting the needs of society will be well located*

in relation to jobs, services and accessible green and open spaces. Places will meet and suit the needs of a diverse population, with accessible community facilities and services”.

Chapter 4 sets out strategic and spatial choices stating that, *“co-locating homes, jobs and services means focusing on cities and large towns as the main development areas. Developing our urban areas to enhance their performance will be challenging, but we firmly believe it is the right ambition for Wales and supports the Welsh Government’s commitment to social justice”*.

Policy 1—Where Wales will grow identifies National Growth Areas and Regional Growth Areas. The Regional Growth Areas include The North (including Llandudno) which *“will grow, develop and offer a variety of public and commercial services at regional scale”*.

Policy 2—Shaping Growth and Regeneration - Strategic Placemaking states, *“The growth and regeneration of towns and cities should positively contribute towards building sustainable places that support active and healthy lives, with urban neighbourhoods that are compact and walkable, organised around mixed-use centres and public transport, and integrated with green infrastructure.*

The Policy goes on to state that urban growth and regeneration should, amongst others, be based on the following strategic placemaking principles:

- *“creating a rich mix of uses;*
- *providing a variety of housing types and tenures;*
- *building places at a walkable scale, with homes, local facilities and public transport within walking distance of each other;*



- *increasing population density, with development built at urban densities that can support public transport and local facilities”.*

Policy 8– Flooding states that, *“flood risk management that enables and supports sustainable strategic growth and regeneration in National and Regional Growth Areas will be supported. The Welsh Government will work with Flood Risk Management Authorities and developers to plan and invest in new and improved infrastructure, promoting nature-based solutions as a priority”.*

Policy 21– Regional Growth Area– North Wales Coastal Settlements states that, *“the Welsh Government supports sustainable growth and regeneration in regionally important towns along the northern Coast. Holyhead, Caernarfon, Bangor, Llandudno, Colwyn Bay, Rhyl and Prestatyn will be a focus for managed growth and they have an important sub-regional role complementing the National Growth Area of Wrexham and Deeside.*

Strategic and Local Development Plans should recognise the roles of these places as a focus for housing, employment, tourism, public transport and key services within their wider areas and support their continued function as focal points for sub-regional growth” (emphasis added).

Planning Policy Wales (February 2021)

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. The introduction advises that, *“the primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales”.*

Paragraph 1.18 confirms that, *“a plan-led approach is the most effective way to secure sustainable development through the planning system and it is essential that plans are adopted and kept under review. Legislation secures a presumption in favour of*

sustainable development in accordance with the development plan unless material considerations indicate otherwise to ensure that social, economic, cultural and environmental issues are balanced and integrated”.

Chapter 2 People and Places: Achieving Through Placemaking advises at paragraph 2.1 that, *“everyone engaged with or operating within the planning system in Wales must embrace the concept of placemaking in both plan making and development management decisions in order to achieve the creation of sustainable places and improve the well-being of communities”.*

‘Placemaking’ is defined on page 14 as *“a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness, and well being in the widest sense”.*

Paragraph 2.13 discusses key planning principles stating that, *“the plan-led system underpins the delivery of sustainable places to ensure all development plans and decisions taken by the planning system work together to deliver sustainable places”.*

Figure 4 goes on to set the key planning principles which aim to achieve the right development in the right place as:

- *“Growing our economy in a sustainable manner;*
- *Making best use of resources;*
- *Facilitating accessible and healthy environments;*
- *Creating and sustaining communities; and*
- *Maximising environmental protection and limiting environmental impact”.*

Chapter 3 is entitled Strategic and Spatial Choices paragraph 3.1 advises that,



“effective strategic placemaking requires early collective consideration of placemaking issues at the outset, in the formulation of a development plan, or when developing specific proposals. The policy issues should not be considered in isolation from one another. This includes considering the design of a development and its impacts upon everyday lives as well as thinking holistically about where people might live and work and which areas should be protected”.

Paragraph 3.3 states that, *“good design is fundamental to creating sustainable places where people want to live, work and socialise. Design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places”.*

Paragraph 3.6 deals with access and inclusivity and advises that, *“development proposals must address the issues of inclusivity and accessibility for all. This includes making provision to meet the needs of people with sensory, memory, learning and mobility impairments, older people and people with young children”* (emphasis added).

Environmental sustainability is considered at paragraph 3.7 which states, *“good design promotes environmental sustainability and contributes to the achievement of the well-being goals. Developments should seek to maximise energy efficiency and the efficient use of other resources (including land), maximise sustainable movement, minimise the use of non-renewable resources, encourage decarbonisation and prevent the generation of waste and pollution”.*

Character is discussed at paragraph 3.9 which states that, *“the special characteristics of an area should be central to the design of a development. The layout, form, scale and visual appearance of a proposed development and its relationship to its surroundings are important planning considerations”.*

Promoting healthier places is considered at paragraph 3.19 which states that, *“the built and natural environment is a key determinant of health and well-being. The*

planning system has an important role in shaping the social, economic, environmental and cultural factors which determine health and which promote or impact on well-being in line with the Healthier Wales goal”.

The Welsh language and placemaking is discussed at paragraphs 3.25 to 3.29 with paragraph 3.28 stating that, *“considerations relating to the use of the Welsh language may be taken into account by decision makers so far as they are material to applications for planning permission. Policies and decisions must not introduce any element of discrimination between individuals on the basis of their linguistic ability, and should not seek to control housing occupancy on linguistic grounds”.* This planning application is supported by a Community and Linguistic Assessment.

Paragraph 3.43 highlights that, *“in developing their spatial strategy planning authorities must prioritise the use of suitable and sustainable previously developed land and/or underutilised sites for all types of development. When identifying sites in their development plans planning authorities should consider previously developed land and/or underutilised sites located within existing settlements in the first instance with sites on the edge of settlements considered at the next stage”.* The site subject of this application constitutes previously developed land within the existing settlement of Llandudno.

The need for higher density development is set out at paragraph 3.51 which states that, *“higher densities should be encouraged in urban centres and near major public transport nodes or interchanges, to generate a critical mass of people to support services such as public transport, local shops and schools”.*

The use of previously developed land is explicitly encouraged at paragraph 3.55 which states that such land, *“should, wherever possible, be used in preference to greenfield sites where it is suitable for development. In settlements, such land should generally be considered suitable for appropriate development where its re-use will promote*



sustainability principles and any constraints can be overcome”.

Chapter 4 is entitled Active and Social Places and covers the well-connected cohesive communities components of placemaking. The introduction to this chapter advises that, “Active and Social Places are those which promote our social, economic, environmental and cultural well-being by providing well-connected cohesive communities”.

Key issues identified in active and social trends include:

- *“ensuring there is sufficient housing land available to meet the need for new private market and affordable housing;*
- *facilitating a range and choice of housing to respond to the change in household need, such as the predicted increase in single person households over the next 20 years;*
- *assisting in the delivery of cohesive communities which will meet the needs and are accessible to all members of society, including older people;*
- *reducing reliance on travel by private car”.*

In terms of Active and Social Linkages, PPW advises that, “the policy topics of the Active and Social Places theme can work together to actively create sustainable and cohesive communities through development plan policies, including specific allocations, and development management decision making”. It advises that, amongst others, policies will, “ensure that all communities have access to a range of well-located and designed energy efficient market and affordable homes to meet their needs”.

Section 4.2 discusses housing and paragraph 4.2.1 states that, “planning authorities must understand all aspects of the housing market in their areas, which will include the

requirement, supply and delivery of housing. This will allow planning authorities to develop evidence-based market and affordable housing policies in their development plans and make informed development management decisions that focus on the creation and enhancement of Sustainable Places. New housing development in both urban and rural areas should incorporate a mix of market and affordable house types, tenures and sizes to cater for the range of identified housing needs and contribute to the development of sustainable and cohesive communities”.

Paragraph 4.2.2 emphasises that, amongst others, the planning system must, “identify a supply of land to support the delivery of the housing requirement to meet the differing needs of communities across all tenures” and “enable provision of a range of well-designed, energy efficient, good quality market and affordable housing that will contribute to the creation of sustainable places”.

Paragraph 4.2.12 states that, “there must be sufficient sites suitable for the full range of housing types to address the identified needs of communities, including the needs of older people and people with disabilities”.

The maximum use of previously developed land is advocated at paragraph 4.2.17 which states that, “maximising the use of suitable previously developed and/or underutilised land for housing development can assist regeneration and at the same time relieve pressure for development on greenfield sites”.

The need to provide community benefits from new housing where viable is set out at paragraph 4.2.20 which states that, “where new housing is to be proposed, development plans must include policies to make clear that developers will be expected to provide community benefits which are reasonably related in scale and location to the development. In doing so, such policies should also take account of the economic viability of sites and ensure that the provision of community benefits would not be unrealistic or unreasonably impact on a site’s delivery”.



Paragraph 4.2.21 considers viability and community benefits stating that, *“it is for either the applicant or the planning authority to demonstrate that particular exceptional circumstances justify the need for a viability assessment at the application stage. The weight to be given to a viability assessment is a matter for the decision-maker, having regard to all the circumstances in the case, including whether the development plan and the viability evidence underpinning it are up-to-date, and any change in circumstances since the plan was adopted”*. This application will be accompanied by a Financial Viability Assessment that demonstrates the extent to which the scheme can stand any community benefits and remain viable.

Paragraph 4.2.22 states that, *“planning authorities will need to ensure that in development plans and through the development management process they make the most efficient use of land and buildings in their areas. Higher densities must be encouraged on sites in town centres and other sites which have good walking, cycling and public transport links”*. The site subject of this application is eminently suitable for a high density development.

The value of windfall sites such as the application site is recognised at paragraph 4.2.23 which states, *“development plans must include clear policy criteria against which applications for housing development on unallocated sites will be considered. Infill and windfall sites can make a useful contribution to the delivery of housing. Proposals for housing on infill and windfall sites within settlements should be supported where they accord with the national sustainable placemaking outcomes”*.



Conwy Local Development Plan 2007-2022

The Conwy Local Development Plan 2007-2022 (CLDP) was adopted in October 2013.

The Plan's Spatial Objectives are set out at paragraph 2.3 and include:

- “SO1. To accommodate sustainable levels of population growth.
- SO3. To provide land and develop a diverse supply of housing to contribute to needs, including affordable housing for local need, and to meet the need for gypsies and travellers, at a scale that is consistent with the ability of different areas and communities to grow.
- SO6. Develop vibrant town centre destinations for shopping, business and commerce, culture, entertainment and leisure through the protection and enhancement of the vitality, viability and attractiveness of Llandudno as the strategic sub regional retail centre, and regeneration of Colwyn Bay town centre and other key shopping centres.
- SO7. Concentrate development along existing and proposed infrastructure networks and, in particular, at locations that are convenient for pedestrians, cyclists and public transport.
- SO10. Ensure that good, sustainable, inclusive design is delivered which includes the opportunity to design out crime, to develop strong, safe and locally distinctive communities and encourage the younger population to remain and return to the area.
- SO11. Reduce energy consumption through the careful siting and design of buildings and the promotion of renewable energy developments where they have prospects of being economically attractive and environmental-

ly and socially acceptable”.

Paragraph 3.9.1 identifies the Urban Development Strategy Area and Llandudno is included amongst the Development Areas. It states that, *“to enhance their roles and tackle the communities needs and issues, the Council will focus the majority of future housing and employment on a combination of Previously Developed Land (PDL) and greenfield land in these locations, primarily through existing commitments, windfall development and new allocations”.*

Strategic Policy DP/1 – Sustainable Development Principles states that development will only be permitted where it is demonstrated that it is consistent with the principles of sustainable development and that, amongst others, development will need to:

- *“Make efficient and effective use of land, buildings and infrastructure by giving priority to the use of previously developed land in accessible locations, achieve compact forms of development through the use of higher densities and be capable of future adaptation in line with Policy DP/2 and other related policies within the Plan;*
- *Conserve or enhance the quality of biodiversity and wildlife habitats, and safeguard protected species in line with Strategic Policy NTE/1 – ‘The Natural Environment’;*
- *Take account of and address the risk of flooding and pollution in the form of noise, lighting, vibration, odour, emissions or dust in line with Policies DP/2 and DP/3 -‘Promoting Design Quality and Reducing Crime’”.*

The Policy goes on to state that where appropriate proposals should:

- *“Provide safe and convenient access by public transport, bicycle and on foot minimising the need to travel by car;*
- *Be designed to a high standard, being attractive, adaptable, accessible, safe*



and secure”.

Policy DP/2—Overarching Strategic Approach identifies Llandudno amongst the Urban Areas and advises that *“most new development will take place within, and on the fringe of, these urban areas. Over the plan period approximately 85% of the housing and 85% of employment (B1, B2 & B8) development (through completions, commitments, windfall and new allocations) will be located primarily within, and on the fringe of, the urban areas to reflect the spatial priorities of contributing to the creation of sustainable communities”.* It goes on to state, *“Urban Areas will be key in the provision of a combination of market and Affordable Housing for Local Need (AHLN) on both allocated sites and windfall sites”.*

Policy DP/3— Promoting Design Quality and Reducing Crime states that all *“new development will be of high quality, sustainable design which provides usable, safe, durable and adaptable places, and protects local character and distinctiveness of the Plan Area’s built historic and natural environment”.* Amongst the criteria are the need to:

- *“Be appropriate to, and enhance, its locality in terms of form, scale, massing, elevation detail and use of materials;*
- *Meet the Council’s approved standards of open space provision and parking;*
- *Meet required standards of accessibility, having suitable regard to the needs of people of different ages and abilities in the design of the proposal;*
- *Have regard to the impact on adjacent properties and areas and habitats supporting protected species”.*

Policy DP/4—Development Criteria states that, where appropriate, developments should , amongst others, provide:

- *“Affordable Housing for Local Need;*
- *Safe access from the highway network and enhancement of public transport,*

cycling and pedestrian infrastructure;

Car parking;

Safe and secure cycle parking

Screened storage of refuse, including recyclable materials;

A design and layout that minimises opportunities for crime”.

The policy goes on to state that permission will not be granted where the proposed development would have an unacceptable adverse impact. These include:

a) *“On residential amenity;*

b) *From traffic generated;*

f) *On ecological and wildlife interests and landscape character;*

g) *On flooding and flood risk”.*

Strategic Policy HOU/1-Meeting the Housing Need states that over the plan period (2007 to 2022) the Council will deliver approximately 6,520 dwellings (with a contingency up to 7,170 dwellings). The policy confirms the priority within Policy DP/1 for development to be located in Urban Development Strategy Area.

Policy HOU2-Affordable Housing for Local Need states that 35% affordable housing will be sought on housing developments in Llandudno although it advises that *“a lower provision may be acceptable where it can be clearly demonstrated and supported by the submission of evidence including completion of a Viability Assessment Pro-Forma. Off-site provision or commuted payments will be acceptable for development proposals consisting of 3 or less dwellings, and may be acceptable for proposals consisting of 4 or more dwellings provided there is sufficient justification”.* This application will be supported by a Financial Viability Appraisal setting out what level, if any, affordable housing the scheme can stand and remain viable.



Policy HOU4-Housing Density advises that, *“residential developments should make the best use of land. The Council will seek a density of 30 dwellings per hectare on allocated sites and large windfall sites (10 dwellings and above)”* and that *“higher densities of up to 50 dwellings per hectare will be sought where it represents a sustainable use of land and buildings and does not result in an unacceptable impact”*.

Policy HOU5– Housing Mix states that development proposals *“should reflect the requirements for tenure, house types and sizes as set out in Local Housing Market Assessment and the Conwy Affordable Housing and First Steps Registers, unless it can be demonstrated by evidence that the local circumstances of the particular settlement or location suggests a different mix of housing which would better meet the local needs”*. This planning application is accompanied by evidence of need for retirement living housing in a report prepared by Three Dragons.

Policy CFS/11 –Development and Open Space refers to the need for housing developments of 30 units or more to make on-site provision for open space although it goes on to state that, *“in exceptional and justified circumstances, consideration will be given to the provision of a commuted sum as an alternative to on-site provision, in accordance with Strategic Policy DP/1 – ‘Sustainable Development Principles’ and Policies DP/4 – ‘Development Criteria’ and DP/5 – ‘Infrastructure and New Developments’*.

Policy NTE/3-Biodiversity states that new developments should conserve and, where possible, enhance, biodiversity. It requires all proposals to be accompanied by a Biodiversity Statement. This planning application is accompanied by such a report from biocensus and this confirms that the current proposed development will result in a change of + 0.19 biodiversity area units, + 0.07 terrestrial linear biodiversity units and +0 aquatic linear biodiversity units.

Policy NTE/6-Energy Efficiency and Renewable Technologies in New Development promotes high levels of energy efficiency and the principles of sustainable design.

Policy NTE/8-Sustainable Drainage Systems promotes the use of such systems wher-

ever reasonably practical.

Policy NTE/9-Foul Drainage states that wherever possible connections should be made to an adopted sewer.

Strategic Policy CTH/1-Cultural Heritage advises that, amongst others, the Council will ensure that the location of new development on both allocated and windfall sites within the Plan Area will not have a significant adverse impact upon heritage assets. This planning application is accompanied by a Heritage Impact Assessment by Cadnant Planning which concludes that, *“it is not considered that the proposed development would result in an unacceptable harm to the setting of any of the identified historic assets considered above. Moreover, the proposed development will enhance the setting of the Conservation Area as the site currently detracts from this “*.

Policy CTH/2-Development Affecting Heritage Assets states that developments shall preserve or, where appropriate, enhance such assets.

Policy CTH/5-The Welsh Language advises that the Council *“will ensure that development supports and sustains the long term well-being of the Welsh language, and will resist development which, because of its size, scale or location, will significantly harm the character and linguistic balance of a community”*. The policy goes on to require the submission of a ‘Community and Linguistic Statement’ on housing applications of 10 units or more on unallocated sites. This application is accompanied by such a statement by Cadnant Planning which demonstrates that the development is not expected to have a detrimental effect on the proportion of Welsh speakers in the community of Llandudno

Strategic Policy STR/1-Sustainable Transport, Development and Accessibility states that development should be located so as to minimise to the need to travel and this will be achieved, amongst others, by focussing *“future development in the Plan Area in highly accessible locations, predominantly along the A55 and railway network within and on the edge of the Urban Development Strategy Area within the coastal belt in line*



with Policy DP/2 – ‘Overarching Strategic Approach’.

Policy STR/2 Parking Standards states that parking provision should be in accord with the Council's maximum standards and that *“in locations with good accessibility to facilities and services, and served by high quality public transport, the Council will seek to reduce the amount of car parking provided, in line with the Conwy Parking Standards”.*

Emerging Local Policy

Replacement Local Development Plan 2018-2033

The emerging replacement Local Development Plan has reached the Preferred Strategy stage. This was issued in July 2019 for consultation between 29th July, 2019 and 20th September, 2019. The next step is for the Council to prepare and consult on the Deposit Plan but this has been delayed as a result of the Covid-19 pandemic.



Design Response

The form of development and detailed design has evolved from careful consideration of its contextual analysis. The design of the Retirement Living building and careful use of materials will sit comfortably within the pattern of surrounding developments to the enhancement of the locality. The development has been sited in a manner that will ensure that the amenities enjoyed by the existing and future occupiers of nearby residential properties will not be adversely affected.

Landscaped gardens, as well as the retention and improvement of the existing boundary with the introduction of additional shrubs and trees, will provide an attractive outlook for the occupiers. Existing trees on site will be retained with the exception of those that need to be removed to accommodate the development or because of disease or poor condition.

The development will be in keeping with the distinctive local character in terms of the use of materials, scale and mass whilst introducing housing to meet the needs of people in retirement.

In summary, the proposed redevelopment of this site will provide a sympathetically designed development that will enhance the character and appearance of the local area including the setting of the nearby conservation area. Additionally, the proposal will offer significant benefits including high quality landscaping and the delivery of specialist housing for older people.

Further details on the design and sustainability can be found in the accompanying Design and Access Statement Heritage Impact Assessment submitted with this application.

A landscape architect and an arboricultural consultant have been commissioned and a sympathetic landscaping scheme has been devised that incorporates and supplements the existing vegetation wherever appropriate (please see the Proposed Landscaping Scheme submitted with this application).

Car Parking / Access

McCarthy & Stone has unsurpassed experience in providing for the car parking needs of its specialised housing developments. Specialised housing for older people, because of its very nature and concept, is invariably located within reasonable walking distance of shops and other essential services and close to public transport facilities. It can therefore be predicted that the level of car parking proposed, given the age of the intended residents, will adequately supply sufficient parking for the residents, the House Manager and visitors.

It should be noted that the parking provision is supplemented by the provision of a battery car store, suitable for the intended residents, and provides access to alternative forms of transport. Further information has been provided in the accompanying Transport Statement.



Amenity Space

As the market leader in the provision of this form of specialised accommodation, McCarthy and Stone has plenty of experience in assessing the functional requirements of its purchasers / residents. The design of the building is innovative in the ways which it maximises the potential for giving the residents optimum amenity spaces; both personal and communal through features including balconies and terraces. This will provide a high quality of life for the residents of the scheme.

Residents of this form of specialised housing tend to spend considerable time in their apartments and it is therefore appropriate that, wherever possible, lively or interesting views or pleasant and peaceful scenery should be visible from all rooms. Often the more favoured aspects are those on the busiest road frontage or those facing the main entrance and car parking area where activity is present.

The proposed development will include gardens for the enjoyment of the residents. The Company employs a professionally qualified landscape architect and prides itself on the quality of its landscape treatment, which has become a “hallmark” of all McCarthy & Stone retirement schemes. A landscaping scheme is provided as part of the proposed application. Given the nature of the accommodation and the experience of McCarthy and Stone in this form of development, the proposed amenity space is considered appropriate.



Above: Typical landscaping Layout



The site is ideally located for the proposed Retirement Living housing, being close to the amenities of Llandudno town centre, and would provide for much needed specialised older persons housing in the local area, whilst also supporting local businesses.

Careful consideration has been given to the nature of the site, its relationship to its immediate surroundings, and the amenities of neighbouring occupiers. There is no doubt that a high quality development will make an effective use of this previously developed site and respond to its townscape. At the same time Retirement Living housing is acknowledged to be a passive use, and an entirely sympathetic neighbour with extremely low levels of traffic generation in comparison to other potential housing uses of the site.

Points to note:

The proposed development complies fully with PPW's objective of a presumption in favour of sustainable development. It will fully accord with the Local Development Plan's regeneration strategy being located within the Development Area and through the redevelopment of a sustainable located previously developed site to meet an identified housing need. The development will:

- Provide a range of **economic** benefits, including direct employment in its own right, supporting the local economy and revitalising the housing market through the release of under occupied family housing.
- Provide **social** benefits through the provision of specialist accommodation for older people and reducing pressure on health care facilities; and

- Provide **environmental** benefits through making effective and efficient use of a valuable previously developed land resource, assisting with the delivery of housing within a short term timeframe which would reduce pressures on other unallocated greenfield land for residential development.

As set out by the accompanying Design and Access Statement the proposed development has evolved through thorough pre-application engagement with the local planning authority, local community and where relevant statutory consultees.

The proposed development accords with both national and local planning policies in respect to the delivery of older persons' accommodation.. Section Four of this report identified the extant need for older persons' accommodation within Llandudno and the current shortfall of private sector forms of retirement housing.

In summary, the proposal is fully in accordance with national and local planning policy, providing a scheme that epitomises sustainable development and contributes towards the provision of an identified local housing need as well as the overall supply of housing.

