

Residential Mix Assessment:-
Land to the South of Gwellyn Avenue and
to the East of St.Asaph Avenue, Kimmel Bay.

Introduction:-

The applicant proposes the provision of 85 Dwellings, together with open space/recreation area and equipped Childrens play area. The scheme also incorporates provision of a convenience store (with access from St.Asaph Avenue).

The proposed dwellings comprise of 76 houses and 9 apartments. The apartments comprise of 5 x 1 bed and 4 x 2 bed apartments. There are 36 x 2 bed houses, 26 x 3 bed houses and 14 x 4 bed houses. The houses are provided in the form of 27 terraced properties, 28 semi-detached properties and 21 detached properties. Overall, 53% of the dwellings are 1 & 2 bed, 31% are 3 bed and 16% are 4 bed. The scheme includes for the provision of 8 affordable homes, including provision for both social general needs and for intermediate rent. A total of 6 affordable homes will be available for social need (2 x 1 bed, 1 x 2 bed, 1 x 3 bed & 2 x 4 bed), with 2 affordable homes for intermediate rent (1 x 2 bed & 1 x 3 bed).

In preparing this residential mix assessment, regard has been had to the Local Housing Market Assessment (LHMA) prepared by Conwy County Borough Council in 2022 and to advice obtained on behalf of the applicant from Prys Jones & Booth, independent estate agents, located in Abergele. Advice has been obtained from officers of the local planning authority regarding affordable housing and public open space provision and regard has been had to the provisions of Policies HOU/4 and HOU/5 of the Conwy Local Development Plan in particular. Policy HOU/4 provides that the council will normally seek a density of 30 dwellings per hectare, whilst Policy HOU/5 provides that the housing mix of proposals should reflect requirements of the Local Housing Market Assessment. At the suggestion of planning officers, consideration has also been given to the supporting planning statement and market demand report submitted in support of a planning application for residential development at Llanfair Road, Abergele as approved in 2021 (LPA Ref. No. 0/45297).

The Local Housing Market Assessment 2022:-

The Local Housing Market Assessment 2022 found that household size in Conwy is decreasing and that population is likely to increase in the short term. The number of people of working age with children will likely reduce and people of retirement age will dominate, resulting in a need for a particular emphasis upon providing for an ageing population and lone persons. The assessment concluded that there is a need for smaller dwellings which could provide for and reduce the need for affordable housing. The assessment found that 46% of households were priced out of the open housing market altogether. Figures set out in the report, when extrapolated, suggest that by the year 2026 (when the scheme might come on-line), 35% of households will be 1 person households and 36.7% will be 2 person households. Only 12.8% will be comprise 3 person households, 10.4% will be 4 person households and only 5% will comprise 5 person households or more. Notwithstanding such factors, the assessment also found that Conwy has a relatively small proportion of terraced houses. In 2011, 54% of houses were recorded as being detached and 29% as being semi-detached. Only 8% of houses were found to be terraced and only 9% were flats.

The LHMA is clear however that decreasing household size (in terms of number of persons) and, the issue of affordability for those less well-off, is only a starting point in determining residential mix for housing schemes. Many other factors are recognised in the assessment and need to be considered. It is recognised that one factor driving the change towards smaller households is the increasing number of retired people and that retired households are often better resourced than the younger population. It is also recognised than in-migrants can also often out-compete the local population in the market. Furthermore, the assessment found that there is an unmet housing need for larger households for whom there is no social housing supply or affordable market options. It also found that, between 2008 and 2020, 2/3rds of all house sales recorded were detached and semi-detached houses and only 1/3rd were terraced houses and flats. Perhaps most importantly however, the

assessment acknowledges that where open market housing is concerned, demand is led by aspiration and what the household can afford rather than simply by the need to provide the basic number of bedspaces for permanent household occupants. Households aspire to more space or bedrooms than they actually need and it is important to recognise this aspiration. Accordingly, it is necessary to provide a good mix of housing sizes to meet both needs and aspirations.

Advice Obtained from Prys Jones & Booth:-

As rehearsed above, advice was obtained from Prys Jones & Booth as independent local estate agents situated in nearby Abergele. The agents were asked to comment upon supply and demand locally and, in such context, to recommend the types of dwelling that should be developed at the Gwellyn Avenue site and to outline ball-park sales prices for the various dwellings suggested. Copy of the letter of advice/appraisal received from Prys Jones & Booth, together with supporting data showing listings and sales over the last 12 months, is attached at Appendix 1.

Attached at Appendix 2 is analysis of instructions and sales for the various size of properties by number and percentage share of the market. As can be seen, both instructions and sales over the last 12 months were dominated by 3 and 4 bed houses, with 62% of all sales comprising the sale of 3 bed houses and 22% comprising the sale of 4 bed houses. The rate of sale of 3 bed houses appears from the figures to be outstripping rate of supply, whilst the rate of sale of houses with 4 beds or more appears to be broadly matching rate of supply. The rate of sale of properties with 2 beds or less appears however to be outstripped by the rate of supply. Prys Jones & Booth recommended that, from a sales point of view, the development should provide a mix of 2 and 3 bed semi-detached and 3 and 4 bed detached properties.

Having considered the latest draft layout, Prys Jones & Booth have suggested the following ball-park sales figures for the type of new build properties proposed for the site:-

- 1 bed apartment - £135,000-£145,000;
- 2 bed apartment - £150,000-£160,000;
- 2 bed terraced house - £165,000-£180,000;
- 2 bed semi-detached - £185,000-£200,000;
- 3 bed terraced house - £190,000-£200,000;
- 3 bed semi-detached - £205,000 - £225,000;
- 3 bed detached with single garage - £230,000-£250,000;
- 4 bed detached – single garage - £270,000-£290,000;
- 4 bed detached – double garage - £300,000-£325,000.

Llanfair Road, Abergele:-

A market demand report by Savills, prepared in 2018 in support of a planning application for residential development at Llanfair Road, Abergele (LPA Ref. No. 0/45297), has been considered. The report reviewed the market housing mix of previous and current developments in the area over the previous 3 year period and analysed market interest and demand from these developments. It also analysed sales activity and demand from the second hand market in the area for the same period.

The market demand report found that purchasers were mostly single occupiers, couples and families with preference for 3 & 4 bed houses, choosing to have an additional bedroom to use as a study or for guests. It was noted also that prices for 2 & 3 bed properties were not hugely different and that local agents reported a good supply of 2 bed houses on the 2nd hand market and a shortage of good quality 3 & 4 bed family housing. There was found to be good demand for 2 bed bungalows, however, 2 bed houses were generally not favoured as preference was for additional space for growing family, guests and for home working. Savills reported that 2 bed properties actually accounted for 50% of availability on 2nd hand market during the study period and that there was a shortage of good quality 3 & 4 beds properties. With regard to new developments, it was

found that there was only limited demand for 2 bed units and that 2 bed units were often left empty following completion. The report concluded that 3 & 4 bed properties should be in the majority and recommended a mix of 11% 2 bed, 44% 3 bed and 45% 4 bed houses. This was similar to the figure initially agreed with the Council's Housing Services Department earlier in the year at pre-application stage of 15% 2 bed, 45% 3 bed and 40% 4 bed.

Assessment:-

Whilst it is noted that 70% or more of households could theoretically be housed in 1 or 2 bed units by the year 2026, it is clearly the case that market demand and therefore viability of a scheme is very different. The LHMA itself acknowledges that 46% of all households in the area are priced out of the open housing sales market altogether. The assessment also acknowledges that, where open market housing is concerned, demand is led by aspiration and what the household can afford rather than simply by the need to provide the basic number of bedspaces for permanent household occupants. Households aspire to more space or bedrooms than they actually need and it is extremely important to recognise this aspiration. Market evidence strongly suggests that sales in the area are dominated by the sale of 3 & 4 bed houses and that the available supply of 2 bed houses in fact outstrips need. Housing Policy HOU/5 clearly provides that a proposed mix of dwellings which would result in a negative residual value and lower affordable housing provision is to be discouraged.

The proposed scheme will provide for a total of 8 affordable housing units in line with the affordable housing requirement set out in the adopted Conwy Local Development Plan. In providing overall for 53 % 1 & 2 bed units, 31% 3 bed units and 16% 4 bed units, the scheme clearly recognises the need to cater for smaller households whilst at the same time taking on board evidence regarding actual market demand and so hopefully ensuring viability of the development.

APPENDIX 1:-

P | J | B

Prys Jones & Booth

Chartered Surveyors
Auctioneers, Valuers, Land and Estate Agents
D. Prys Jones, F.R.I.C.S.

Nelson House, Water Street, Abergele, North Wales LL22 7SH
Tel: (01745) 823897 | E-mail: mail@prysjonesbooth.com

Kenyon Planning

1st Floor Offices
1 Queensway
Didsbury
Manchester
M19 1QP

14th August 2023

Dear Mr Kenyon,

Re: Land Off Gwellyn Avenue, Kinnel Bay, Conwy, LL18 5HR

I am writing to provide you with professional insights and advice regarding the proposed residential development at Land Off Gwellyn Avenue, Kinnel Bay, Conwy, LL18 5HR.

Based on our extensive knowledge of the local market and careful consideration of the specifics of your project, we have outlined recommendations for the types of dwellings and potential sales prices.

In our opinion, the development should include the following types of properties:

- Two-bedroom semi-detached homes
- Three-bedroom semi-detached homes
- Three-bedroom detached homes with a single garage
- Four-bedroom detached homes with a single garage
- Four-bedroom detached homes with a double garage

This mix would appeal to the target demographic of young families, first-time buyers, and those looking to upsize into a new home.

In our professional opinion, the following prices would be recommended:

- Two-bedroom semi-detached homes £185,000 to £200,000
- Three-bedroom semi-detached homes £205,000 - £225,000
- Three-bedroom detached homes with a single garage £230,000 to £250,000
- Four-bedroom detached with a single garage £270,000 to £290,000
- Four-bedroom detached homes with a double garage £300,000 to £325,000

These suggested prices are derived from various factors, including comparable properties in the area, which I have directed you to in a previous communication. I have also attached some Excel spreadsheets in a separate email that provide additional insights into the local "second hand" market .

Please note that the above recommendations are based on the current market situation and may be subject to change based on factors such as planning regulations, budget considerations, and market dynamics. It would be advisable to review these recommendations as the development progresses.

Should you have any questions or require further information, please do not hesitate to contact me directly. I look forward to collaborating with you on this exciting project and assisting you in making it a success.

Thank you for considering our professional advice.

www.prysjonesbooth.co.uk



P | J | B

Prys Jones & Booth

Chartered Surveyors
Auctioneers, Valuers, Land and Estate Agents
D. Prys Jones, F.R.I.C.S.

Nelson House, Water Street, Abergele, North Wales LL22 7SH
Tel: (01745) 823897 | E-mail: mail@prysjonesbooth.com

Yours sincerely,

Tom Coathup
Senior negotiator

Address	Post code	Price	Beds	Property type
ASTLEY CO	LL18 5EZ	100000	1	House - Terraced
TREM Y BC	LL18 5BZ	145000	2	House - Terraced
MOELWYN	LL18 5DR	119950	2	House - Terraced
ROSEVIEW	LL18 5BY	200000	3	House - Detached
BODELWYI	LL18 5BW	210000	3	House - Detached
ROSEVIEW	LL18 5BY	180000	3	House - Detached
TREM Y FF	LL18 5BF	160000	3	House - Semi-Detached
ST. ASAPH	LL18 5EY	270000	3	House - Detached
HAFAN YR	LL18 5JQ	170000	3	House - Semi-Detached
TREM Y BC	LL18 5BZ	244950	3	House - Detached
TREM Y FF	LL18 5BF	140000	3	House - Semi-Detached
MOELWYN	LL18 5DF	200000	3	House - Semi-Detached
MAESGWY	LL18 5LW	120000	3	House - Semi-Detached
LLYS BALA,	LL18 5FW	180000	3	House - Semi-Detached
MOELWYN	LL18 5DF	250000	3	House - Semi-Detached
PARC MOF	LL18 5LF	200000	3	House - Semi-Detached
TREM Y BC	LL18 5BZ	180000	3	House - Semi-Detached
BRYN ELIA	LL18 5HJ	170000	3	House - Semi-Detached
LLYS DAFY	LL18 5FS	220000	3	House - Detached
LLYS CYNFI	LL18 5FR	180000	3	House - Semi-Detached
Parc Morfa	LL18 5LF	200000	3	House - Semi-Detached
ARGOED, F	LL18 5LN	159950	3	House - Semi-Detached
OWAIN GV	LL18 5FF	200000	3	House - Semi-Detached
TREM Y GE	LL18 5JU	199950	3	House - Detached
CADWALA	LL18 5FG	185000	3	House - Semi-Detached
FORYD RO	LL18 5LU	155000	3	House - Semi-Detached
Lowther C	LL18 5YG	343000	4	House - Detached
LLYS BRAN	LL18 5LY	135000	4	House - Terraced
BODELWYI	LL18 5BW	240000	4	House - Detached
PARC TUD	LL18 5JW	325000	4	House - Detached
OWAIN GL	LL18 5FE	288000	4	House - Detached
MANOR W	LL18 5BP	232500	4	House - Detached
FFORDD C	LL18 5JL	375000	4	House - Detached
TREM Y BC	LL18 5BZ	120000	4	House - Terraced
BERWYN C	LL18 5BL	325000	5	House - Semi-Detached
PARC MOF	LL18 5LF	240000	5	House - Semi-Detached
BODELWYI	LL18 5BW	270000	5	House - Detached

1-2 Bedroom 3 Bedroom
AVERAGE | ##### | #####

4+ Bedrooms

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Address	Post code	Price	Beds	Property t	Status	First listed
CRUGAN A	LL18 5DG	350000	0	House - D	Available	#####
Old Manor	LL18 5BE	110000	0	House - D	Available	#####
ALEXANDE	LL18 5FL	165500	2	House - Te	Available	#####
TREM Y BC	LL18 5BZ	150000	2	House - Te	Available	#####
TREM Y BC	LL18 5BZ	145000	2	House - Te	Available	#####
CHESTER A	LL18 5LA	127500	2	House - Te	Available	#####
CADWALA	LL18 5FG	165000	2	House - Se	Available	#####
LLYS CREG	LL18 5JF	160000	2	House - Se	Available	#####
MOELWYN	LL18 5DR	129950	2	House - Te	Available	#####
TREM Y BC	LL18 5BZ	140000	2	House - Te	Available	#####
TREM Y GE	LL18 5JU	155000	2	House - Se	Available	#####
ARGOED, F	LL18 5LN	165000	3	House - Se	Available	#####
BODELWYI	LL18 5BW	210000	3	House - D	Available	#####
HAFAN YR	LL18 5JQ	170000	3	House - Se	Available	#####
TREM Y BC	LL18 5BZ	244950	3	House - D	Available	#####
TREM Y FF	LL18 5BF	140000	3	House - Se	Available	#####
OWAIN GV	LL18 5FF	210000	3	House - D	Available	#####
LON OLWE	LL18 5LQ	185000	3	House - Se	Available	#####
MOELWYN	LL18 5DF	200000	3	House - Se	Available	#####
MAESGWY	LL18 5LW	120000	3	House - Se	Available	#####
LLYS BALA,	LL18 5FW	180000	3	House - Se	Available	#####
LLYS GLAN	LL18 5FJ	230000	3	House - D	Available	#####
MOELWYN	LL18 5DF	250000	3	House - Se	Available	#####
PARC MOF	LL18 5LF	200000	3	House - Se	Available	#####
ROSEVIEW	LL18 5BY	175000	3	House - D	Available	#####
TREM Y BC	LL18 5BZ	180000	3	House - Se	Available	#####
ROSEVIEW	LL18 5BY	185000	3	House - Se	Available	#####
ST. ASAPH	LL18 5EY	275000	3	House - D	Available	#####
BRYN ELIA	LL18 5HJ	170000	3	House - Se	Available	#####
LLYS DAFY	LL18 5FS	220000	3	House - D	Available	#####
OWAIN GL	LL18 5FE	259950	3	House - D	Available	#####
LLYS CYNFI	LL18 5FR	185000	3	House - Se	Available	#####
PARC GWE	LL18 5HN	295000	3	House - D	Available	#####
FFORDD N	LL18 5JN	325000	3	House - D	Available	#####
Parc Morfa	LL18 5LF	220000	3	House - Se	Available	#####
ARGOED, F	LL18 5LN	159950	3	House - Se	Available	#####
OWAIN GV	LL18 5FF	200000	3	House - Se	Available	#####
TREM Y GE	LL18 5JU	199950	3	House - D	Available	#####
GARTH MC	LL18 5DX	195000	3	House - Se	Available	#####
LLUGWY R	LL18 5LD	349950	3	House - D	Available	#####
CADWALA	LL18 5FG	185000	3	House - Se	Available	#####
FORYD RO	LL18 5LU	155000	3	House - Se	Available	#####
LLYS GLAN	LL18 5FJ	210000	3	House - D	Available	#####
LLYS VYRN	LL18 5FZ	200000	3	House - D	Available	#####
LLYS DAFY	LL18 5FS	195000	3	House - Se	Available	#####
THE PROM	LL18 5NL	310000	3	House - D	Available	#####
BODELWYI	LL18 5BW	240000	3	House - D	Available	#####
LLYS BRAN	LL18 5LY	170000	4	House - Te	Available	#####
Foryd Roa	LL18 5BB	400000	4	House - D	Available	#####

Two Bedrc
AVERAGE I #####

BODELWYI LL18 5BW	240000	4 House - Dε Available	#####
FFORDD N LL18 5JN	350000	4 House - Dε Available	#####
LLYS CREG LL18 5JF	285000	4 House - Dε Available	#####
HYDE COU LL18 5FT	315000	4 House - Dε Available	#####
MANOR W LL18 5BP	259950	4 House - Dε Available	#####
GWELLYN LL18 5HR	525000	4 House - Dε Available	#####
PARC TUD LL18 5JW	325000	4 House - Dε Available	#####
OWAIN GL LL18 5FE	288000	4 House - Dε Available	#####
MANOR W LL18 5BP	240000	4 House - Dε Available	#####
CLWYD PA LL18 5EJ	345000	4 House - Dε Available	#####
ST. ASAPH LL18 5HB	450000	4 House - Dε Available	#####
GWELLYN LL18 5HR	525000	4 House - Dε Available	#####
FFORDD CI LL18 5JL	375000	4 House - Dε Available	#####
FFORDD N LL18 5JN	315000	4 House - Dε Available	#####
TREM Y BC LL18 5BZ	120000	4 House - Te Available	#####
OWAIN GL LL18 5FE	280000	4 House - Dε Available	#####
BODELWYI LL18 5BW	270000	5 House - Dε Available	#####
DULAS AVI LL18 5LB	375000	5 House - Dε Available	#####
BETWS AV LL18 5BN	300000	5 House - Dε Available	#####
DENBIGH C LL18 5HW	439950	6 House - Dε Available	#####

APPENDIX 2:-

Analysis of instructions and sales data provided by Prys Jones Booth by number of beds:-

Instructions over last 12 months

9 x 2 bed houses (13%)

36 x 3 bed houses (52%)

22 x 4, 5 & 6 bed houses (32%)

Sales last 12 months

3 x 1 & 2 bed (8.1%)

23 x 3 bed (62%)

11 x 4 & 5 bed (30%)
