

Controversial Llandudno apartments and restaurants site put up for sale by developer

Llandudno's Pier Pavilion site has been placed up for sale.

Planning for 50 apartments and restaurants at the location, sited next to the historic pier, has already been secured by developer Alan Waldron

Since then he has applied to add four more apartments, with that application – approved by Conwy planners – facing a call-in request to Welsh Government planning inspectors.

The Pier Pavilion site next to the Grand Hotel in Llandudno
Now the site has been placed up for auction with Allsop.

It is due to be auctioned online on November 9, with a guide price of £2.8m.

The listing says it has planning for 54 apartments and two restaurants.

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Campaigners have been attempting to halt the development over concerns of its impact on the pier and neighbouring properties

as well as disruption during the construction period.

Pier owner Adam Williams believes it will threaten the future of the historic attraction.

Aberconwy MS Janet Finch-Saunders said: "I am shocked to see the land on the market.

"It is a bizarre turn of events, especially bearing in mind that we are awaiting the outcome of the call in"

Mr Waldron has been asked to comment.

Pier Pavilion history



Llandudno's Pier Pavilion in the Edwardian era.
(Image: Secret Llandudno)

Work started on the Pier Pavilion in 1881 and it was built in

a typically flamboyant [Victorian style](#), complete with a beautifully detailed cast-iron veranda.

Unusually, the pavilion basement housed what was then the largest indoor swimming pool in Britain.

Unfortunately for the pier company, problems with water quality meant that this novel idea did not prove successful, and the pool was filled in shortly afterwards.

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The building seated 2,000 people, and many top acts appeared

there over the years, including household names like banjo-playing George Formby and the singers [Petula Clark](#) and [Cliff Richard](#).

The Pier Pavilion's fortunes declined rapidly in the 1980s, when many holidaymakers abandoned Llandudno to fly to sunnier climes.

In 1984, it was decided the theatre would close at the end of the summer season – 98 years after it first opened.

It was then destroyed in a devastating blaze in 1994.

Mr Waldron bought the site and secured planning in 2018 for the apartments scheme but has since returned with an updated plan that remains with Welsh Government, who are yet to decide whether to call the scheme in.

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