



Quinton Hazell, Colwyn Bay

[Visual and Landscape Appraisal]

December 2021

Quinton Hazell Enterprise Parc, Colwyn Bay: Introduction

This landscape and visual appraisal has been produced in respect of the extension of the existing Quinton Hazell Enterprise Parc at Colwyn Bay.

The document consists of the following parts;

- Part 01 : Site Context
- Part 02 : Wider Context Analysis
- Part 03: Design Proposals
- Part 04: Viewpoint Photographs and Conclusion

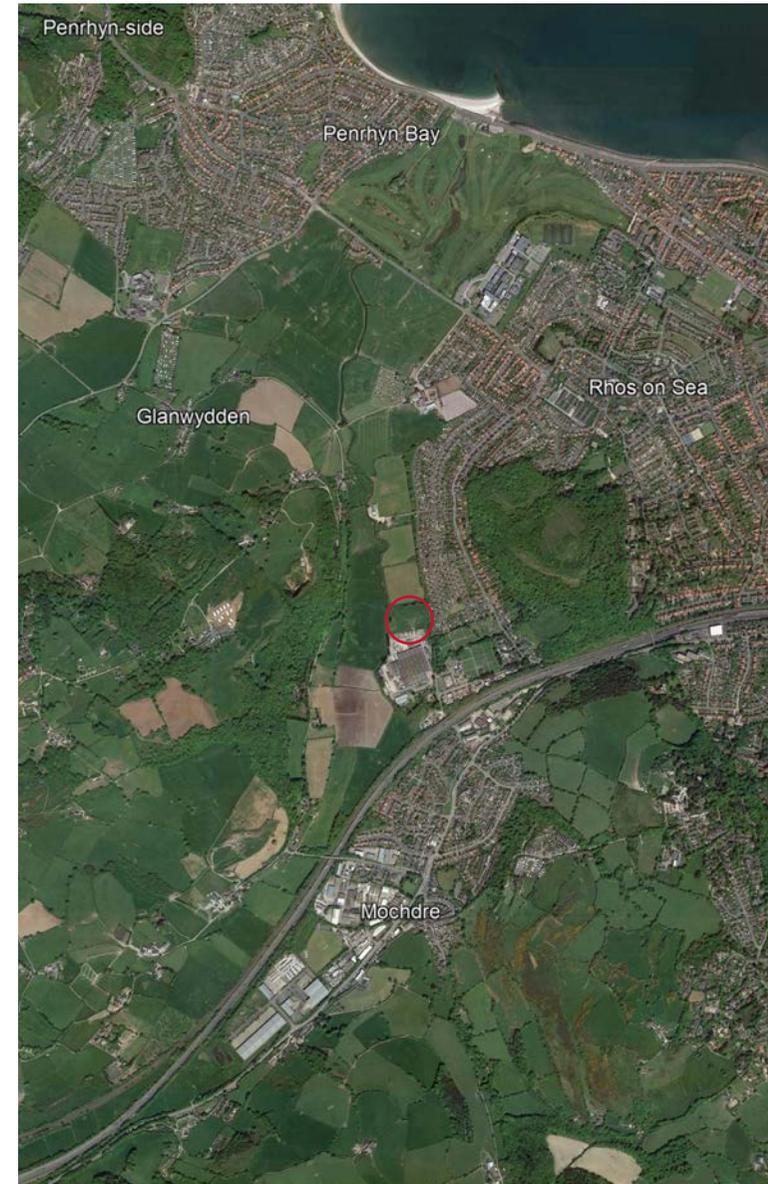
Quinton Hazell Enterprise Parc is an office and industrial work space located to the north of Mochdre and to the west of Rhos on Sea. The site lies directly to the north of the existing building with proposed access joining on to the existing network within the Quinton Hazell Enterprise Parc.

The site does not lie within any statutory designation, however key locations include Bryn Euryn SSSI to the east of the site and Bryn Pydew SSSI to the west of the site with both containing large blocks of ancient woodland. In addition to the SSSIs, there are multiple Grade II listed structures throughout the study area including the Church of Saint Gwstenin approximately 400m to the west of the site.

Topography of the site is generally very flat, lying between 5m and 10m AOD. Topography of the wider study area is more varied with landforms such as Bryn Euryn and Bryn Pydew lying in close proximity to the site. Views are generally only available to areas of higher topography overlooking the site and areas in close proximity to the site.

The proposed development includes erection of 25 new industrial units, associated car parking and new access roads adjoining an existing route to the south of the site.

This document provides detail on the points raised above, demonstrating the landscape context in which the site sits and assessing the potential impact of views from the identified viewpoints. The assessment ends with an overall conclusion that summarises the design approach and the potential landscape and visual impact of the proposed development on the surrounding landscape character.





Part 01 Site Context

Figure 01: Designations



-  Site Location
-  2km Radius
-  Listed Building
-  Schedules Monument
-  Site of Special Scientific Interest (SSSI)
-  Ancient Woodland

The plan on the left illustrates the location of the landscape and heritage designations present within the study area.

Key statutory designations that lie within the study area include Sites of Special Scientific Interest, Ancient Woodland, listed buildings and scheduled monuments. Bryn Euryrn lies approximately 350m to the east of the site. It is a SSSI and also contains a large amount of ancient woodland. Bryn Pydew also lies approximately 350m to the west of the site and is a SSSI with some ancient woodland. There are further areas of SSSI and ancient woodland to the west of the site and Bryn Pydew and to the south of the A55.

There are several clusters of grade II listed buildings with main concentration being within Colwyn Bay. The majority of listed buildings pertain to the 18th and 19th century and consist of farmhouses, cottages and church buildings. Few listed buildings pertain to the 15th and 16th century such as the Church of Saint Gwstenin

Figure 02: Character



-  Site Location
-  2km Radius
-  Coastal Hills
-  Wydden and Ganol Valleys
-  Llansanfraid Hill and Valley
-  Colwyn Bay
-  Morfa Penrhyn
-  Penrhyn Bay

National Character Area:
 The study area is located in the 'North Wales Coast' national character area. Key characteristics of these areas include:

- Limestone hills and coastal headlands
- Seaside resort towns
- Bronze Age mining and hillforts
- Limestone quarrying
- Hinterland with intervening valleys

The following pages describes the landscape character areas that are located closest to the site. The descriptions should be read in conjunction with the adjacent plan and the photographs on the following page.

Landscape Character Areas: Descriptions

Colwyn Bay

A series of towns joined in a conurbation including Colwyn Bay, Old Colwyn and Rhos-on-Sea. Colwyn Bay is a major coastal resort, with a promenade, a grid-iron pattern and some Victorian built form in its core. The town is oriented towards the bay, but much of the town is separated from the beach by the A55 and railway line. The settlement expands to the south, east and west in housing estates. Superb views are available out to sea and the coastal hills enclose the area.

Evaluation Value: Moderate (core)

Llansanfraid Hill and Valley

Hillsides and valleys rising up from the Conwy Estuary and coastal lowlands culminating in rounded gorse-covered hills. Medium-sized irregular pastures with low cut hedges are the dominant landcover with distinctive sweeps of deciduous trees on steep slopes and valley bottoms. Mixed plantations sometimes feature on prominent knolls. Settlement is rural with large farmhouses and a few minor developments such as caravan sites.

Evaluation Value: High

Coastal Hills

Steeply rising coastal hills with rocky summits and prominent skylines that enclose the surrounding landscape. They are covered in an open mosaic of moorland/ coastal heath, gorse, grassland and scrub with some small pasture fields. Mature deciduous woodland can be found on sheltered inland facing slopes. Settlements are small scale and scattered

Evaluation Value: High

Additional information on each character area can be found on the Welsh Government website. The evaluation values of the remaining character areas are listed below:

Wydden and Ganol Valleys

Evaluation Value: Moderate

Morfa Penrhyn

Evaluation Value: Moderate

Penrhyn Bay

Evaluation Value: Low

Figure 03: Access



-  Site Location
-  2km Radius
-  A Roads
-  B Roads
-  Footpath
-  North Wales Path

The plan on the left illustrates key access routes within the study area.

The site is currently only accessible from the Quinton Hazell Enterprise Parc vehicle route in the north. There is a public footpath which runs along the inside of the eastern boundary on a north south orientation.

There is a large network of public footpaths throughout the study area

The A55/ North Wales Expressway lies approximately 400m from the site and runs through the study area in an east west orientation. The B5115 also runs through the study area approximately 1km from the site in a north south orientation, connecting Colwyn Bay to Penrhyn Bay.

Figure 04: Visual Envelope and Viewpoint Locations



-  Site Location
-  2km Radius
-  Computer Generated ZTV
-  Viewpoint Location

The plan illustrated on the left shows the areas of land from where the site is likely to be visible. The blue area with dashed black line shows the Zone of Theoretical Influence (ZTV) generated by a computer at a height of 2m from ground level at the centre of the site.

Eleven viewpoints have been selected based on a selection of significant places such as Bryn Euryn and Bryn Pydew and surrounding public footpaths and road networks.

An analysis of these viewpoints is set out in the second part of this document.



Part 02 Wider Context Analysis

02 Context Analysis: Character



The typical landscape character found in the surrounding area of the site includes a mixture of houses and bungalows dating through the C20th, set within a hillside backdrop. The landscape is characterised by the hilly topography with Bryn Eurn and Bryn Pydew in close proximity to the site. Views of the landscape are generally open from the aforementioned hills. Agricultural fields are defined and bounded by hedgerow and trees. The A55/ North Wales Expressway runs through the landscape and is a very prominent feature within it.

The following pages set out the landscape strategy and an analysis of viewpoint photographs.





Part 03 Landscape Design Proposals

03 Design Proposals: Garden and Landscape



- KEY**
-  Site Boundary
 -  Existing planting to eastern boundary of site
 -  Proposed native infill planting to existing boundary planting
 -  Proposed wet meadow planting Emorsgate EG8 Wet Meadow Grass Mix
 -  Public right of way
 -  Overhead power cables

The landscape strategy aims to assimilate the site into the wider landscape and reflect local character. Wet Meadow Grass is proposed along the west, northern boundaries and between the public footpath and the proposals. The grasses will cover areas where swales are located.

The eastern boundary is currently intermittently planted and a mixture of native infill planting has been proposed in areas where there are gaps in the existing planting. The infilling of this boundary will strengthen the character of the site as well as connect disjointed areas of planting. This boundary planting will also help to screen the proposals from the east.



Part 03 Viewpoint Photographs

Viewpoint 01: View from Bodnant Road, looking west



Viewpoint 01 is taken from Bodnant Road approximately 160m east of the site. It is representative of receptors walking along the road and looking west.

Views consist of bungalows to the west of Rhos On Sea in the foreground with Quinton Hazell Enterprise Parc and the site in the middleground. The hill of Bryn Pydew forms the background of the view.

The proposals will be visible from this viewpoint, from above the bungalows and adjacent to Quinton Hazell Enterprise Parc. While the proposal will be visible from this viewpoint, it only forms a small proportion of the wider view which includes the majority of the residential development to the west of Rhos On Sea, as well as much of Penrhyn Bay in the distance. Also the site is only visible from the elevated part of Bodnant Road for approximately 30m.

In combination with proposed building materials, the landscape strategy will include native planting along the western boundaries which will further assimilate the site into the wider landscape as well as provide more screening of the proposal to the local landscape.

Overall visual impact of Viewpoint 01: Moderate

Viewpoint Number : 01
Lense Focal Length : 16mm
Direction : west

Viewpoint 02: View from Craftnant Road, looking west.



Viewpoint 02 is taken from Craftnant Road, approximately 60m to the west of the site. It is representative of receptors travelling along the southern most part of Craftnant Road.

Views consist of predominantly bungalows to the west of Rhos on Sea, lying between the site and Craftnant Road. The site can be seen from between the bungalows with Bryn Pydew hill forming the backdrop to the view.

The proposals will be directly visible from this viewpoint, however views are only afforded between six semidetached bungalows. Therefore views are limited to a small section of the southern part of Craftnant Road.

The landscape strategy will also assist in reducing the visual impact of the proposal as the eastern boundary will be planted with native species that will assist in screening the current open views of the site. It is also important to note that the site is not the main focus of the view nor does it form a large portion of the view.

Overall visual impact of Viewpoint 02: Slight

Viewpoint Number : 02
Lense Focal Length : 50mm
Direction : west

Viewpoint 03: View from Glan-Y-Wern Road, looking north

Quinton Hazell Enterprise Parc

Approximate extent of site

Glan-Y-Wern Road



Viewpoint 03 is taken from the entrance of the Quinton Hazell Enterprise Parc on Glan-Y-Wern Road approximately 225m to the south of the site.

This view consists of mainly the Quinton Hazell Enterprise Parc building and car park as well as trees from within Colwyn Bay Crematorium. The taller parts of Bryn Pydew can be seen through the access route within Quinton Hazell Enterprise Parc when looking northward.

The upper elements of the proposals will be visible from this viewpoint when looking north directly through the access route of Quinton Hazell Enterprise Parc. However the proposals will only be visible for a very brief part of the view. The proposals will also be viewed behind the existing industrial buildings and car park in Quinton Hazell Enterprise Parc.

The landscape strategy aims to aid screening and integration with the surrounding hillside vegetation by including further planting to the boundaries of the site.

Overall visual impact of Viewpoint 03: Negligible.

Viewpoint Number : 03
Lense Focal Length : 50mm
Direction : north

Viewpoint 04: View from public footpath, looking west



Viewpoint 04 is taken from a public footpath that runs through the site along the eastern boundary in a north south orientation. It is representative of users of public footpaths within the immediate locality.

The view consists of open grassland, within the site, to the foreground of the image with trees along the western boundary forming the middleground. The background is dominated by the hill of Bryn Pydew. Visibility to the east and west is generally restricted by the hills of Bryn Pydew and Bryn Euryn. Long distance views to Penrhyn Bay northward can be glimpsed through boundary vegetation.

With this footpath running within and along the eastern site boundary for approximately 125m, the proposals will be clearly visible. However, the proposals will be viewed among the existing Quinton Hazell Enterprise Parc buildings to the south and the residential area to the west of Rhos on Sea which is also clearly visible due to its elevation.

The landscape strategy aims to improve the landscape within the site by assimilating it with the surrounding landscape. Native species will be planted along the public footpath to help soften the experience when walking through the site.

Overall visual impact of Viewpoint 04: Major/
Moderate

Viewpoint Number : 04
Lense Focal Length : 16mm
Direction : west

Viewpoint 05: View from public footpath, looking south



Viewpoint 05 is taken from a public footpath approximately 300m to the north of the site. It is representative of receptors using the playing field and walking along the footpath.

Views consist of playing fields to the north of the site in the foreground, with layers of field boundary vegetation in the middleground. The hilly landscape of Mochdre and its surroundings form the background of the viewpoint. Detracting features within the landscape include telephone poles and electricity pylons in the middleground and background.

The entire site is visible from this viewpoint when looking southward. The upper elements of the proposal will be visible from this viewpoint mainly because of its close proximity to the site but also because of the flat nature of topography. While there are layers of field boundary vegetation between the site and the viewpoint, screening is limited to the lower parts of the proposals. The proposals will also be seen among the existing Quinton Hazell Enterprise Parc buildings and the western residential edge of Rhos on Sea.

Overall visual impact of Viewpoint 05: Slight.

Viewpoint Number : 05
Lense Focal Length : 50mm
Direction : south

Viewpoint 06: View from Cystennin Road, looking east



Viewpoint 06 is taken from Cystennin Road approximately 400m west of the site. It is representative of receptors travelling along the road in both directions.

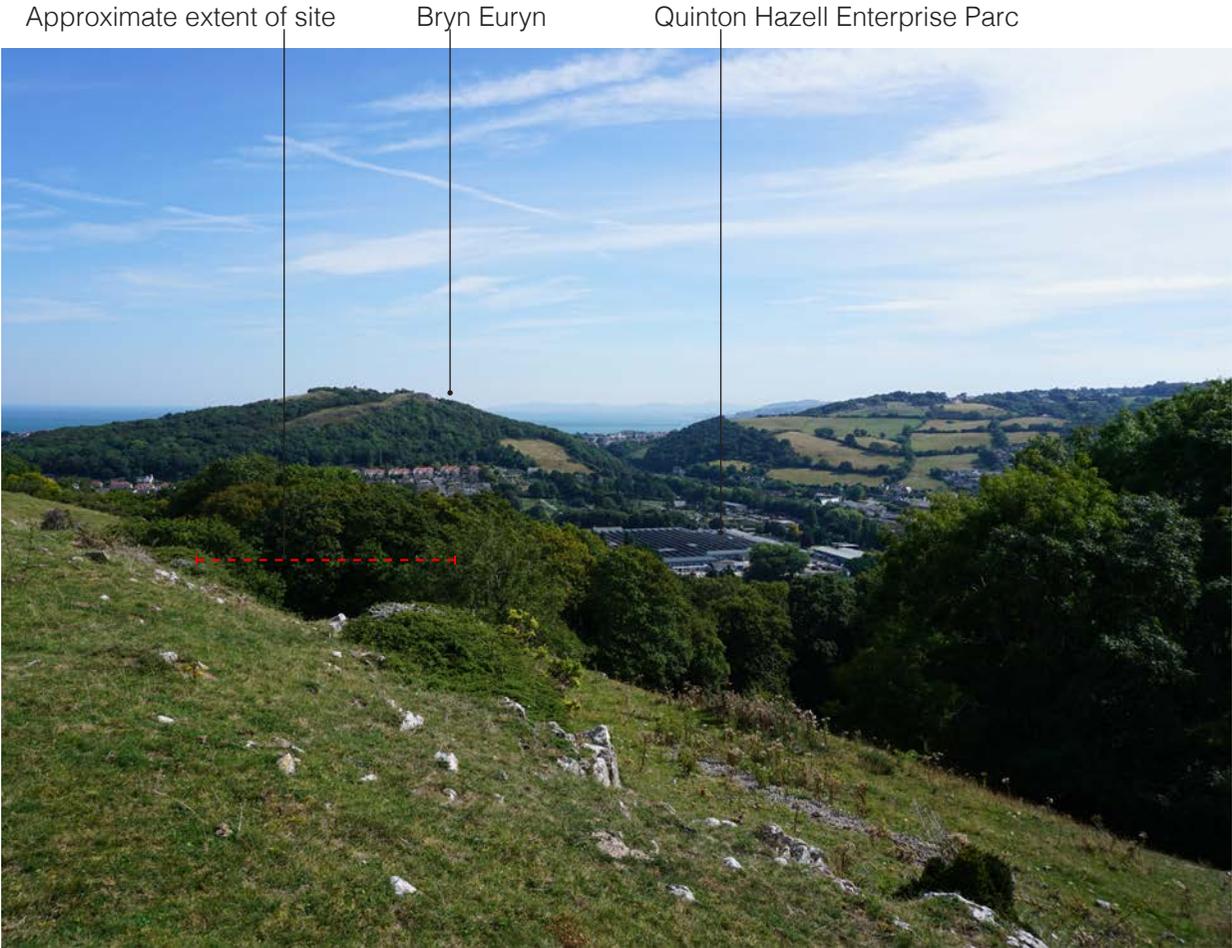
The view consists of the Church of Saint Gwstenin, cemetery and surrounding open fields to the foreground. The existing Quinton Hazell Enterprise Parc building and the western residential edge of Rhos on Sea are visible against the backdrop of Bryn Euryn.

The upper elements of the proposals will be seen from this viewpoint, through hedgerows and tree planting to the western boundary of the site. Although the site is visible, it will be seen in the context of the existing Quinton Hazell Enterprise Parc building and the residential properties to the west of Rhos on Sea, whose elevation is higher than the proposed development. Also, views of the site are only afforded intermittently along Cystennin Road for approximately 300m through roadside vegetation.

Overall visual impact of Viewpoint 06: Moderate/Slight.

Viewpoint Number : 06
Lense Focal Length : 16mm
Direction : east

Viewpoint 07: View from Bryn Pydew Hill, looking east



Viewpoint 07 is taken from atop Bryn Pydew Hill approximately 450m west of the site. It is representative of receptors walking on the tallest part of the hill looking eastward.

Being on the peak of Bryn Pydew views are very wide and consist of the woodland on the eastern part of the hill to the foreground. The middleground consists of the existing building at the Quinton Hazell Enterprise Parc and the residential settlement of Mochdre to the south of the site. Bryn Euryn and other large landforms are visible to the background of the viewpoint.

While the existing Quinton Hazell Enterprise Parc is visible, the site is not, mainly due to the dense layers of tall vegetation to the east of Bryn Pydew that completely screen the site. Therefore with the site and proposals not being visible, there will not be a visual impact upon receptors walking on Bryn Pydew Hill.

Overall visual impact of Viewpoint 07: Negligible.

Viewpoint Number : 07
Lense Focal Length : 16mm
Direction : east

Viewpoint 08: View from public footpath, looking north west



Viewpoint 08 is taken from a public footpath approximately 1km south west of the site. It is representative of receptors travelling along the surrounding footpath network.

Views consist of open fields and accompanying field boundary vegetation to the foreground with the existing Quinton Hazell Enterprise Parc and site to the middle ground. The A55, railway tracks, and electricity transformer station are also visible from this viewpoint and form detracting features. The background consists of Bryn Pydew Hill and settlement of Penrhyn Bay in the distance.

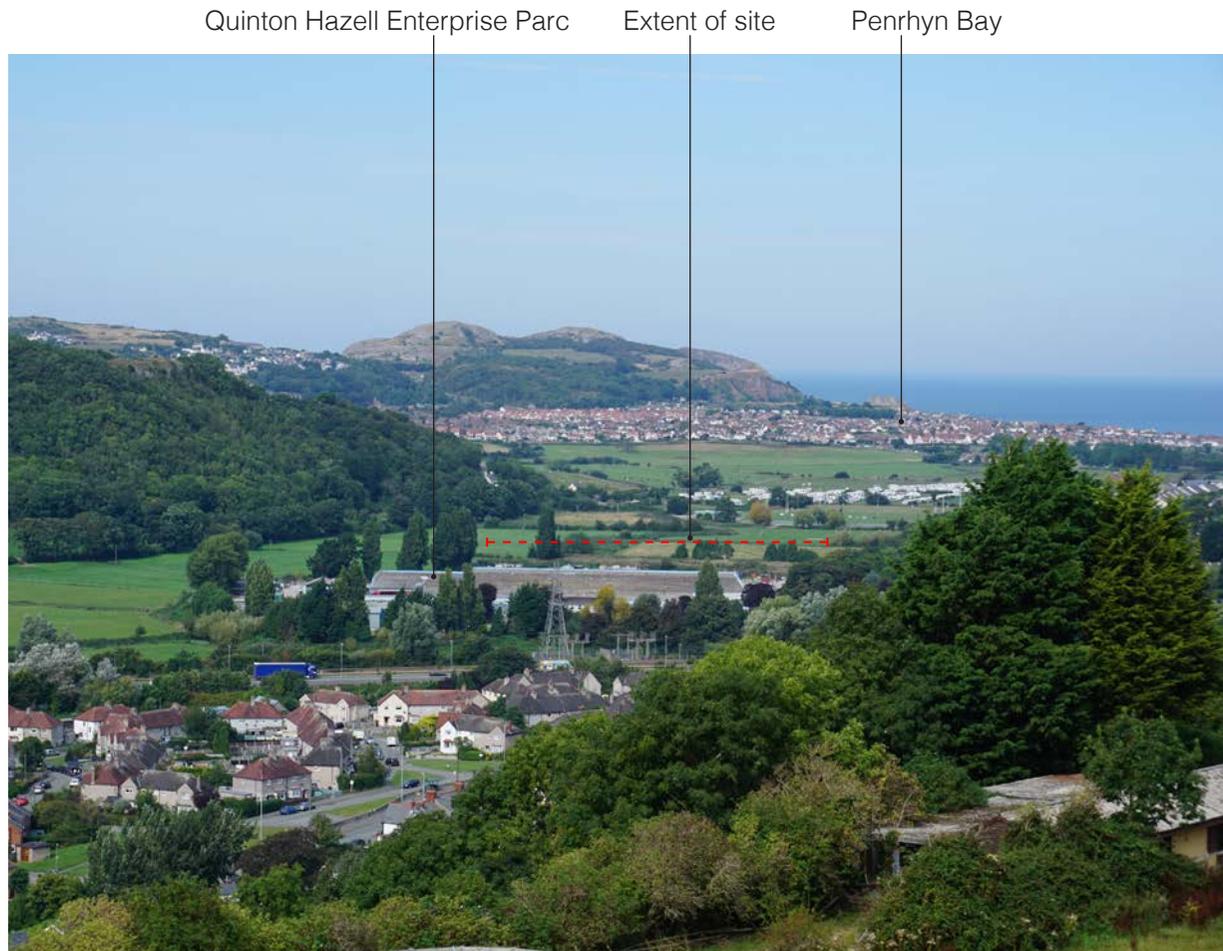
The site is visible from this viewpoint and the upper elements of the proposals will be visible from above the layers of field boundary vegetation due to the viewpoints elevation. However while the proposals will be visible from this viewpoint it will be viewed in the context of the existing Quinton Hazell Enterprise Parc building as well as the A55, electricity transformer station and the railway line, which are all experienced from the network of footpaths in the surrounding area. The proposals form a small proportion of the wider view and are not the main focus of the view.

The landscape strategy aims to supplement the existing site boundary vegetation which will also aid in screening views of the proposals from the east.

Overall visual impact of Viewpoint 08: Slight.

Viewpoint Number : 08
Lense Focal Length : 50mm
Direction : north west

Viewpoint 09: View from public footpath, looking north



Viewpoint 09 is taken from a public footpath approximately 1.1km to the south of the site. It is representative of receptors looking north while walking along public footpaths.

Views consist of agricultural fields and layers of field boundary vegetation in the foreground. Residential properties to the north of Mochdre, the existing Quinton Hazell Enterprise Parc, the A55, railway tracks and a electricity transformer station can be seen within the middleground. Bryn Pydew, the settlement of Penrhyn Bay and Penrhyn Hill are all visible and form much of the background of this viewpoint.

Due to the elevation of this viewpoint, the site and the upper elements of the proposal will be visible. However, views will only be afforded along a very short length of approximately 100m of this public footpath. The proposals will also be seen among existing development that surrounds the site in the local area including the existing building. The distance from the viewpoint and perspective of the view also reduce the visual impact of the proposals. Therefore the visual impact created by the proposals will negligible as the site forms only a small proportion of the wider view.

Overall visual impact of Viewpoint 09: Negligible

Viewpoint Number : 09
Lense Focal Length : 50mm
Direction : north

Viewpoint 10: View from Bryn Euryn, looking west.



Viewpoint 10 is taken from a public footpath on the western side of Bryn Euryn approximately 450m from the site. It is representative of receptors using the footpath to get to the top of the hill.

Views consist of Bryn Euryn Hill in the foreground. The Quinton Hazell Enterprise Parc building, residential settlement to the west of Rhos on Sea, the A55 and Mochdre are all visible and form the middleground. Bryn Pydew Hill forms part of the background.

Due to the elevation and close proximity of the viewpoint, the site is clearly visible and is overlooked. However the proposals will be viewed among existing residential and commercial development as well as the A55. Also, the site forms only a small proportion of the wider view and is not a main component of the view.

Overall visual impact of Viewpoint 10: Moderate/ Slight

Viewpoint Number : 10
Lense Focal Length : 16mm
Direction : south west

Viewpoint 11: View from Llanrhos Road, looking south



Viewpoint 11 is taken from the south eastern edge of Penrhyn Bay approximately 1.5km to the north of the site. It is representative of receptors travelling along Llanrhos Road.

The foreground and middleground of the viewpoint consist of flat, open grazing land while the background is composed of residential development to the north west of Rhos on Sea, Dinarth Hall Caravan Park, Bryn Euryn and Bryn Pydew Hill.

The upper elements of the proposal will be visible from this viewpoint mainly because of the flat and open nature of the landscape when looking southward. Although the proposal will be visible, due to the distance, intervening vegetation and surrounding built environment the proposal will not be perceived.

Overall visual impact of Viewpoint 11: Negligible.

Viewpoint Number : 11
Lense Focal Length : 50mm
Direction : south

Conclusion:

This report has assessed the potential impact of the proposed development on the wider landscape and has identified the footpath network, designations and listed buildings that lie within 2 km of the site so that an accurate and representative assessment can be made for this planning application submission. As set out in the early pages of this report, due to the site's location it is visible from certain elevated locations, particularly from Bryn Eurn and Bryn Pydew to the east and west respectively.

The existing site is currently unmanaged grassland with sparsely planted north and western boundaries. Parts of the eastern boundary are planted however, there are some sections with lower scrub planting. The southern boundary is shared with the northern boundary of the Quinton Hazell Enterprise Parc and is therefore not planted.

The proposals include the erection of 25 industrial units throughout the site with swales located along the north and western boundaries. The access route continues on from existing routes to the south of the site in the Quinton Hazell Enterprise Parc. The landscape strategy includes planting a wet meadow grass mixture to the areas surrounding the swales and also infill planting to the eastern boundary where there are gaps in existing planting.

As part of the assessment, the report has evaluated the potential impact of the proposals from a selection of viewpoint locations taken from the footpaths and lanes that surround the sites location. The conclusion of this assessment is that due to the nature of the topography of the study area, the site will only be visible from local viewpoints and where it is visible from elevated locations, it will be seen amongst the wider landscape which includes the A55/ North Wales Expressway, Mochdre, Rhos on Sea and Penrhyn Bay and the existing Enterpris Park site.

Viewpoint 01 and 04 have been assessed as moderate mainly due to their close proximity to the site. Viewpoints 06 and 10 have been assessed as moderate/ slight as although the site will be visible, it will only be visible from very few locations with views including the wider context of the landscape. Viewpoints 02, 05 and 08 have been assessed as slight as only the upper elements of the proposal will be visible but also detracting features such as the A55 and overhead power cables are visible among the site. Layers of vegetation also screen the lower elements of the site from these viewpoints. Viewpoints 03, 07, 09 and 11 have been assessed as negligible as the proposals will not impact the visual amenity of these viewpoints because the site is not visible or because the proposals will for a small proportion of the wider view and will not be perceived among the wider context.

In conclusion, and in our opinion, whilst the proposed development site will be visible from a number of viewpoints, its landscape impact will be localised and, when seen in the context of the existing site and the A55 corridor, it will not have a significant impact on the wider landscape setting of the area.