THE HOOVER SITE, MERTHYR TYDFIL

'A STRATEGIC REGENERATION AREA'

DESIGN & ACCESS STATEMENT

Issue 02 | May 2025

PREFACE

TAN 12 defines a Design & Access Statement (DAS) as 'a communication tool which outlines how the design of the proposal has been considered from the outset of the development process and how the objectives of good design have been used to inform this'.

This DAS has been prepared by Hammond Architectural Ltd (HAL) on behalf of Walters Land Limited (Walters) to support an outline planning application for the extensive regeneration of the former Hoover Candy factory site in Merthyr Tydfil for mixed use development, delivering new housing and mixed uses that will integrate with the existing communities of Pentrebach and Abercanaid.

This 15.93 hectare site forms part of the larger 'Hoover Strategic Regeneration Area' (HSRA). As part of the allocation this site is allocated to contribute 441 dwellings towards the LDP strategy alongside other proposed uses including public transport improvements associated with the South Wales Metro scheme; substantial open space provision; and new community mixed uses. Redevelopment of the Hoover Factory Site is a key part of the wider HSRA and is integral to success of the LDP strategy.

WALTERS

Walters Land Limited is a family run South Wales based company which specialises in civil engineering, plant hire and sales, and development. The specialist residential development arm of Walters work collaboratively with house developers and social housing providers to plan and deliver development projects. Their extensive track record of civil engineering and development schemes enable them to utilise their skills with all aspects of the scoping, planning, remediation, environmental and delivery phases, designing and delivering major infrastructure and residential projects.

PROJECT TEAM

From the project outset, a range of specialist consultants were assembled by Walters to analyse the site context and inform the design and rationale behind the development. The core project team is summarised as follows:

- Hammond Architectural Ltd: Masterplanning
- Apex Transport Planning Ltd: Transport Assessment
- Quad Consulting: Flooding & Drainage
- Hunter Acoustics: Noise & Vibration
- Tirlun Design Associates Ltd: Landscape
- Sylvan Ecology: Ecology
- Treescene: Aboricultural
- EDP: Archaeology

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CONTENTS

This document is broadly structured in a way that follows the Welsh Government (WG) guidance documents: Design & Access Statements in Wales, published April 2017 and 'Site & Context Analysis Guide published March 2016.

1. THE SITE & SURROUNDINGS

The site is located in Merthyr, approximately 2km south of Merthyr Rail Station. The site lies within the settlement of Pentrebach, south of Merthyr Tydfil and directly adjacent to the River Taff. The site covers an area of approximately 15.93ha. The site comprises three separate land parcels including the former Hoover Candy factory site area, former car park and pump station. The former Hoover manufacturing plant opened in 1948 with production finishing in 2009 after which it was used primarily as a warehouse and distribution centre. The site predominantly comprises disused industrial units with associated hard standing. There is a large area of amenity grassland in the form of a cricket pitch at the southern end of the site. Site location plans are provided below.

SITE LOCATION, USE AND ACCESS

The site is split into three main development parcels which are located either side of Merthyr Road, on the eastern side of the River Taff, to the north of Abercanaid, within Pentrebach, Merthyr Tydfil. The site is bound by the River Taff and railway line to the west, residential areas to the south, and industrial and employment areas to the north. Triangle Business Park and Pentrebach Retail Park are located to the east of main Hoover site. To the far west of the site, a large area of land is being developed by Davies Homes for 200 homes. The land forms part of the wider LDP allocation site.

The indicative site location and its three parcels are shown on page 5. A description of each parcel is provided below and illustrated on the aerial plan on page 6. A context plan showing local facilities within walking distance is provided on page 7.

A. Western Parcel

The 'Western Parcel' comprises the main Hoover Site and future main Residential and Community Hub development area.

1. The site is currently occupied by the Hoover factory buildings, which have a floorspace footprint of c.62,464 sqm across all buildings. The factory buildings are still in use for storage and distribution and will continue to the end of the year.
2. The southern area of the site is developed for use as a bowling green, pavilion and cricket pitch. The uses within the southern area are also now disused.
3. A Western Power Distribution (WPD) transformer station and fixed gas cylinder storage area is located to the west of the assembly plant area.
4. A main vehicular access point is located on the eastern boundary providing access to Merthyr Road.
5. Another vehicle access is located to the north which connects to a five-arm roundabout with Merthyr Road and Pentrebach Road.
6. A centrally located, gated pedestrian access, connects to the footway on the western side of Merthyr Road.
7. Bridges previously exited the manufacturing plant to cross the River Taff. These have now been removed.
8. A short retaining wall is present along much of the eastern boundary which increases in height to the north.
9. Overhead electricity pylon cables cross the northern part of the site.

B. North-Eastern Parcel

The eastern land parcel comprises the former car park and will support future employment uses.

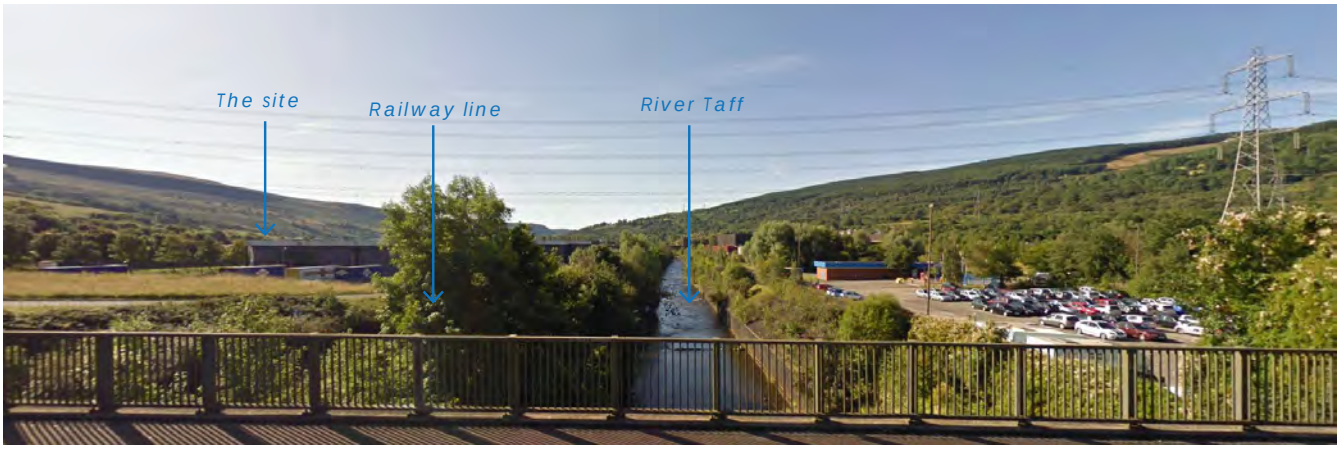
10. The former plant car park is located to the east of Merthyr Road. The car park follows the gradient of Merthyr Road and rises to the north. The asphalt surfacing of the car park is deteriorated.
11. The parcel has two existing dropped kerb access junctions onto Triangle Business Park Road on its eastern boundary.
12. An electricity pylon is located on the eastern edge of the car park and a gas pipeline marker was observed to the west of the site in line with the electricity pylon.

C. Eastern Parcel

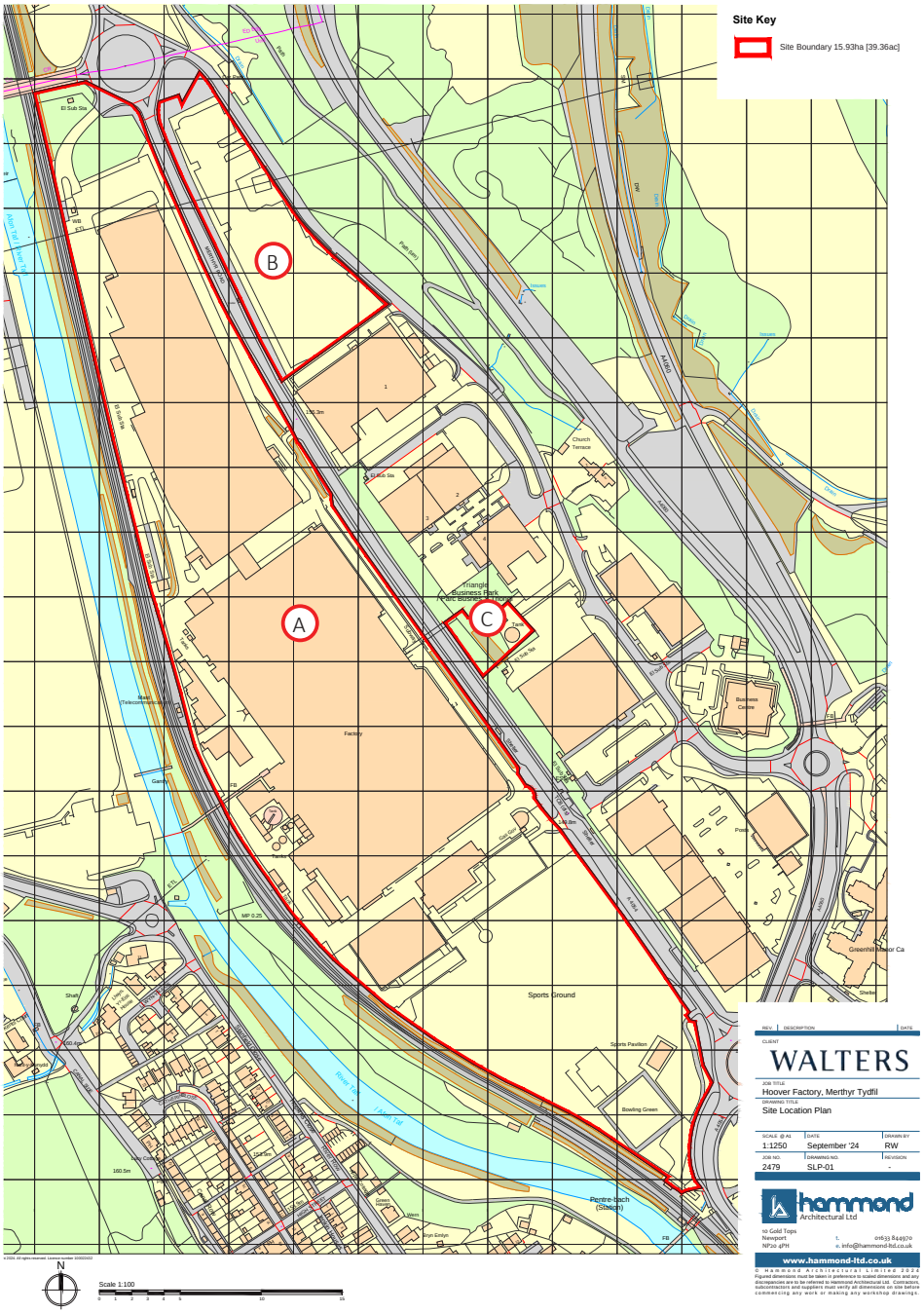
The 'Eastern Parcel' is a smaller area of land to the east of Merthyr Road, broadly opposite the centre of the main site.

13. The site was formerly used as a 'Pumping Station'. The ground level to the east is lower than the level along Merthyr Road. This site is proposed for a Community Heat Hub.
14. The site is linked to the main Western Parcel by a tunnel under Merthyr Road.

VIEW SOUTH FROM BRIDGE OVERLOOKING SITE, RAILWAY LINE AND RIVER TAFF



SITE LOCATION PLAN

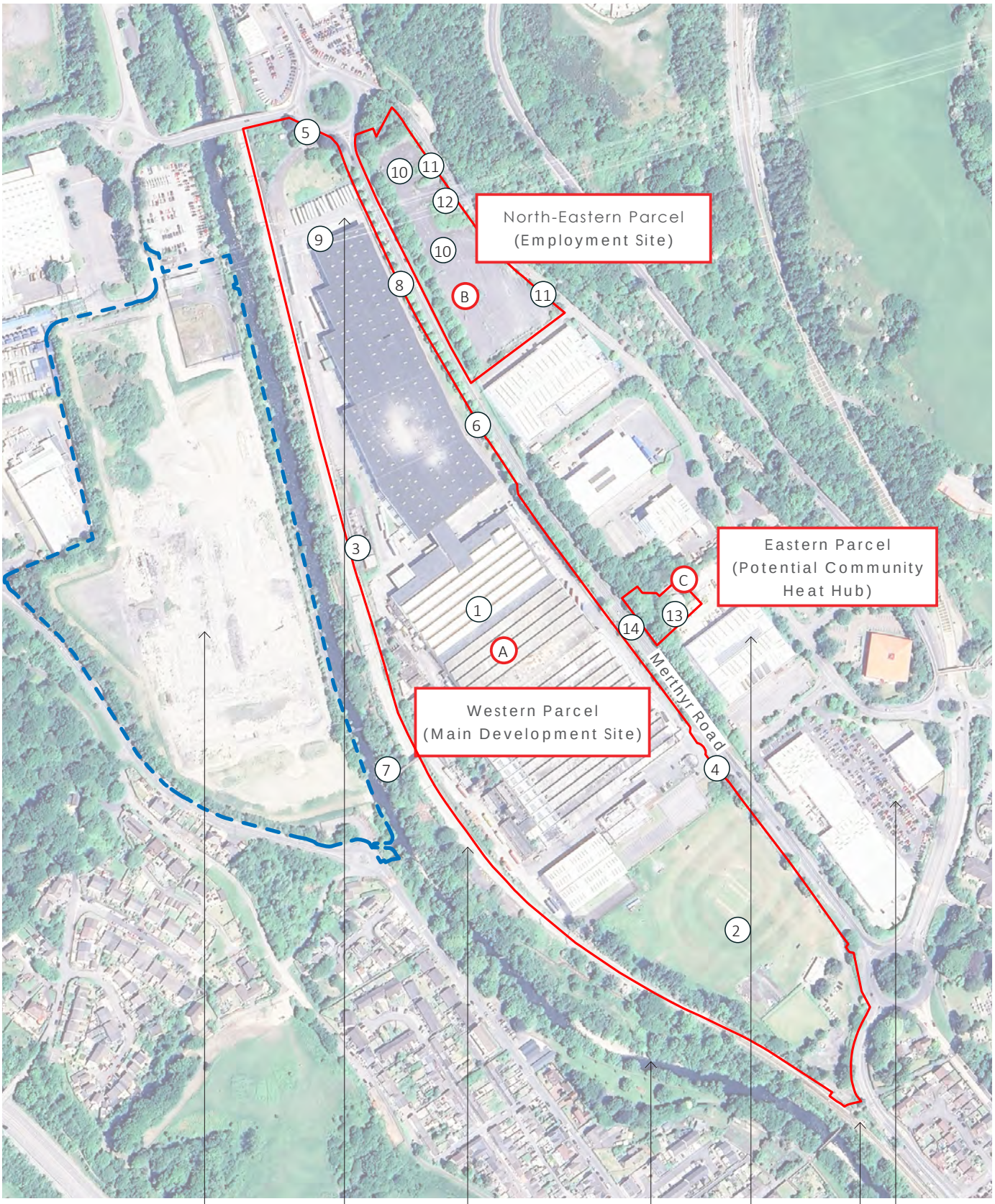


SITE CONTEXT PLAN

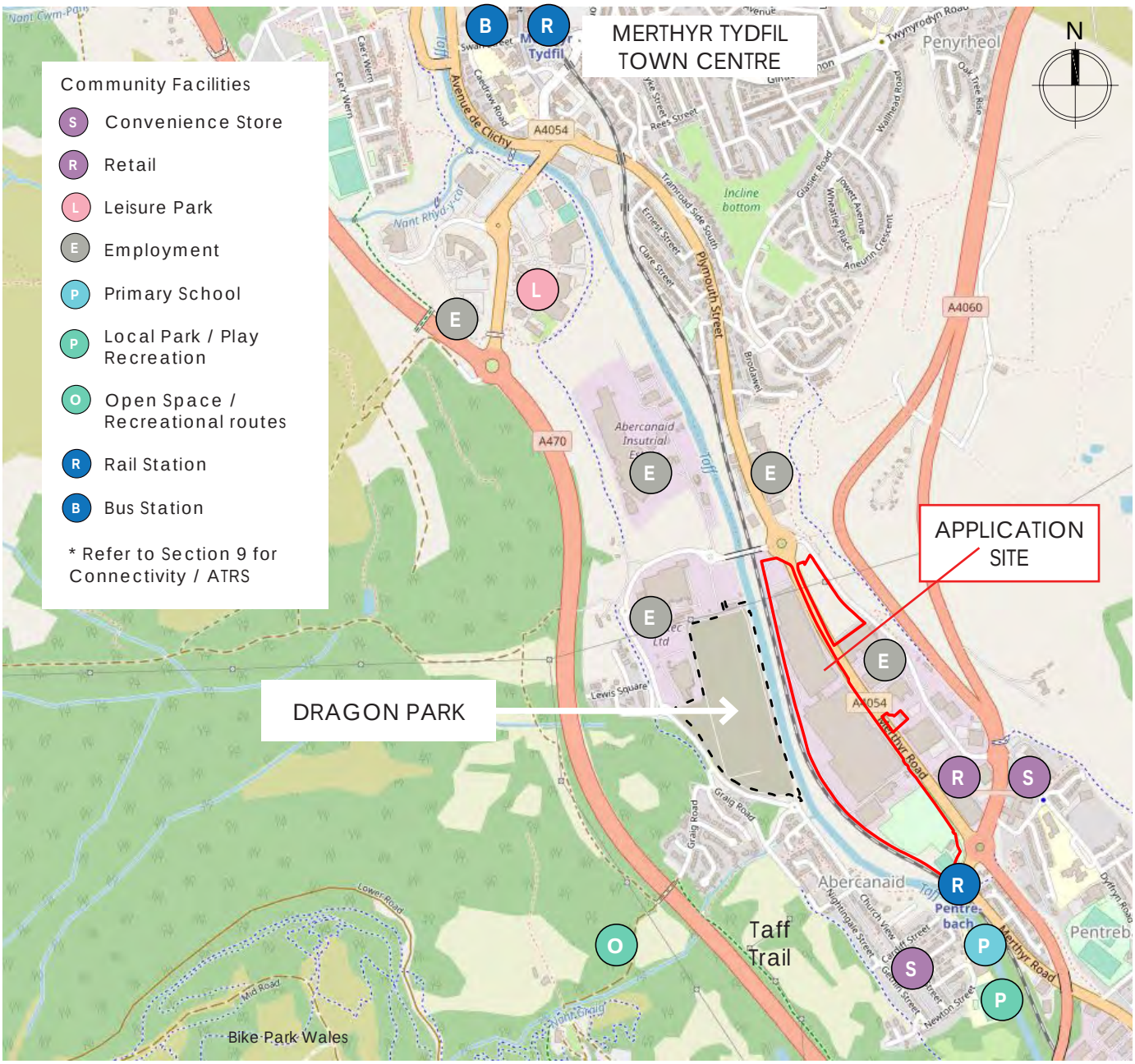
The site comprises three separate land parcels as follows:

- (A) The 'Western Parcel' (circa 14.11ha).
- (B) The 'North-Eastern Parcel' (circa 1.61ha area).
- (C) The 'Eastern Parcel' (circa 0.21ha)

AERIAL SITE PLAN



CONTEXT PLAN MAPPING FACILITIES WITHIN WALKING DISTANCE OF THE SITE



Aerial view of Abercanaid School, playing field and play area located to south of site

Pentrebach Retail Park

Merthyr Tydfil Bus Station

Pentrebach Rail Station

PHOTOGRAPHIC VIEW POINT PLAN: MAIN SITE (SOUTH)

PHOTOGRAPHIC VIEW POINT PLAN: MAIN SITE (CENTRAL)

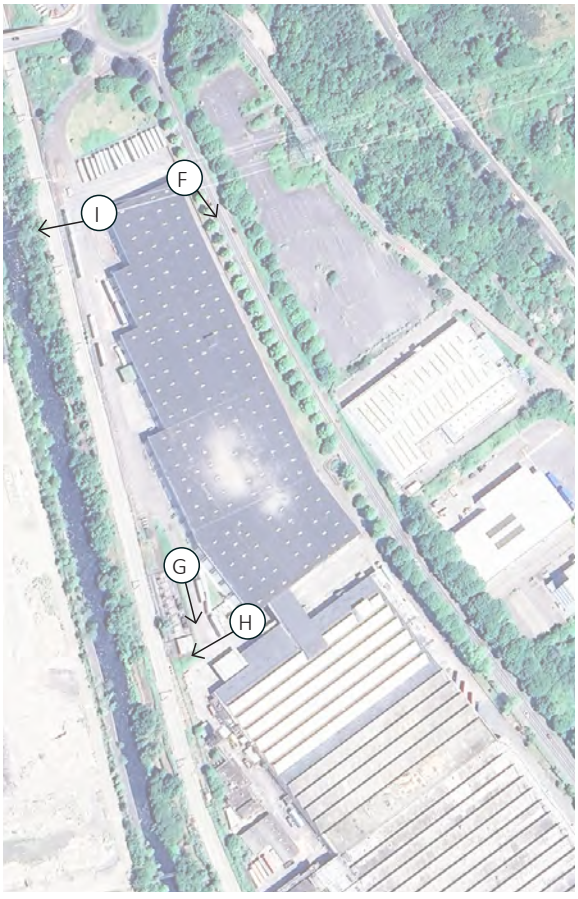
INTERNAL ACCESS ROAD & RETAINING WALL ALONG EASTERN BOUNDARY TO MERTHYR ROAD

VIEW SOUTH ALONG EDGE OF SUB STATION

VIEW WEST TOWARDS RAIL LINE AND DISTANT HILLS

VIEW WEST TOWARDS PYLON ON OTHER SIDE OF RIVER TAFF

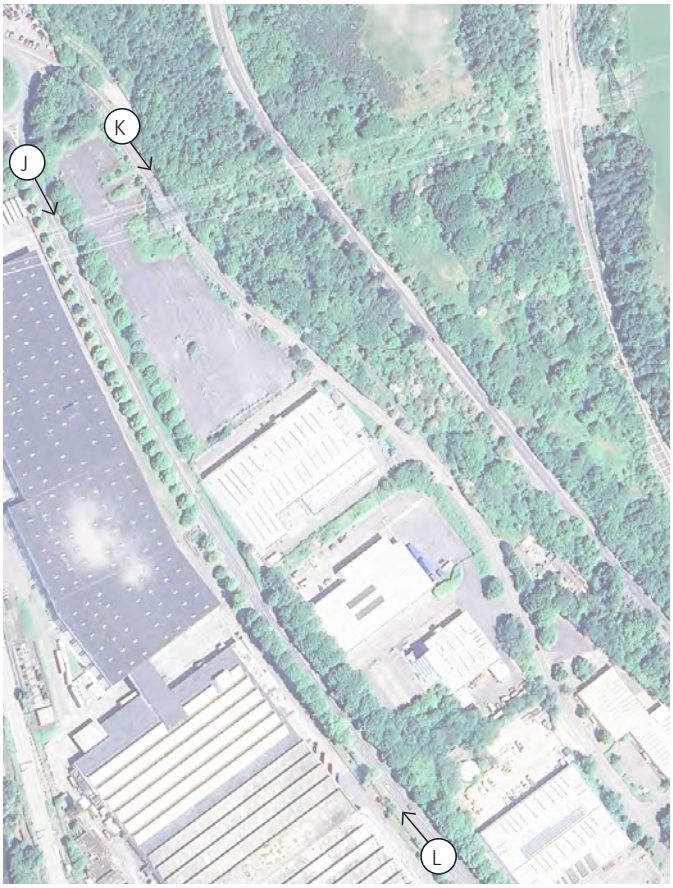
PHOTOGRAPHIC VIEW POINT PLAN:
MAIN SITE (NORTH)



VIEW SOUTH ALONG MERTHYR ROAD

VIEW SOUTH ALONG PENTREBACH ROAD, PYLON WITHIN NORTH-EASTERN PARCEL VISIBLE

PHOTOGRAPHIC VIEW POINT PLAN:
NORTH-EASTERN & EASTERN PARCEL



MATURE TREE BELT BORDERING EASTERN PARCEL BOUNDARY TO MERTHYR ROAD)

2. DEVELOPMENT SUMMARY

The proposals are for the redevelopment of the site providing a total of up to 441 dwellings, a Community Hub (circa 1000sqm), employment use (over a 1.61ha site area), new and enhanced site access arrangements, and open space incorporating Active Travel Routes (ATR). An area for a potential Community Heat Hub has also been identified. As part of the overall strategic plans within the Replacement Local Development Plan (RLDP) the proposals will also facilitate a new Metro Station and associated new park and ride facility, although the station would not be delivered as part of this planning application. At this stage, all matters, aside from the main access, are reserved for subsequent approval.

SETTING THE FRAMEWORK

The proposed framework for development is summarised below and illustrated on pages 13 in the form of a Development Framework Plan.

The layout accounts for significant on-site constraints, including overhead HV cables/pylon and associated easement, mine shaft, existing substation, and existing utilities such as a surface water outfall and water main with defined easements. These elements are integrated into the framework and help shape the layout of built form and open space.

Land Use Strategy

- The site will deliver new Residential Development, supported by a Community Hub and Employment development area. There is also provision for a potential Community Heat Hub, supporting sustainability objectives.
- A minimum of 1.79 ha is allocated to green infrastructure and open space, with indicative areas for play, heritage interpretation, and SuDS attenuation features.

Movement & Access

- The development will be well-connected and easily accessible, with a clear hierarchy of routes prioritising walking and cycling first over private vehicles.
- The Main Site (western parcel) will be accessed via two new priority junctions with right-turn lanes onto Merthyr Road, ensuring safe and efficient entry and exit for all users.
- The Employment Parcel (north-eastern) will retain its existing access points along Pentrebach Road, maintaining continuity for service and employee movements.
- The potential Community Hub Parcel (eastern parcel) will also retain its existing access from Triangle Business Park Road, supporting ease of access for local residents and service vehicles.
- A Primary Street will form the backbone of the internal road network within the main site, providing access to development plots and integrating with the wider movement framework. An indicative alignment is shown to demonstrate legibility and permeability.
- A network of active travel routes (ATR) supporting walking and cycling will be delivered across the site, connecting to existing infrastructure via new toucan crossings and integrating with wider ATR network.
- The framework safeguards land for a future Metro Station and transport interchange, with space for bus turning, interchange facilities, and parking.
- The existing Pentrebach Station and footbridge are key assets, and a potential future ATR bridge is identified to improve connectivity across the rail line and river (not provided as part of this application).

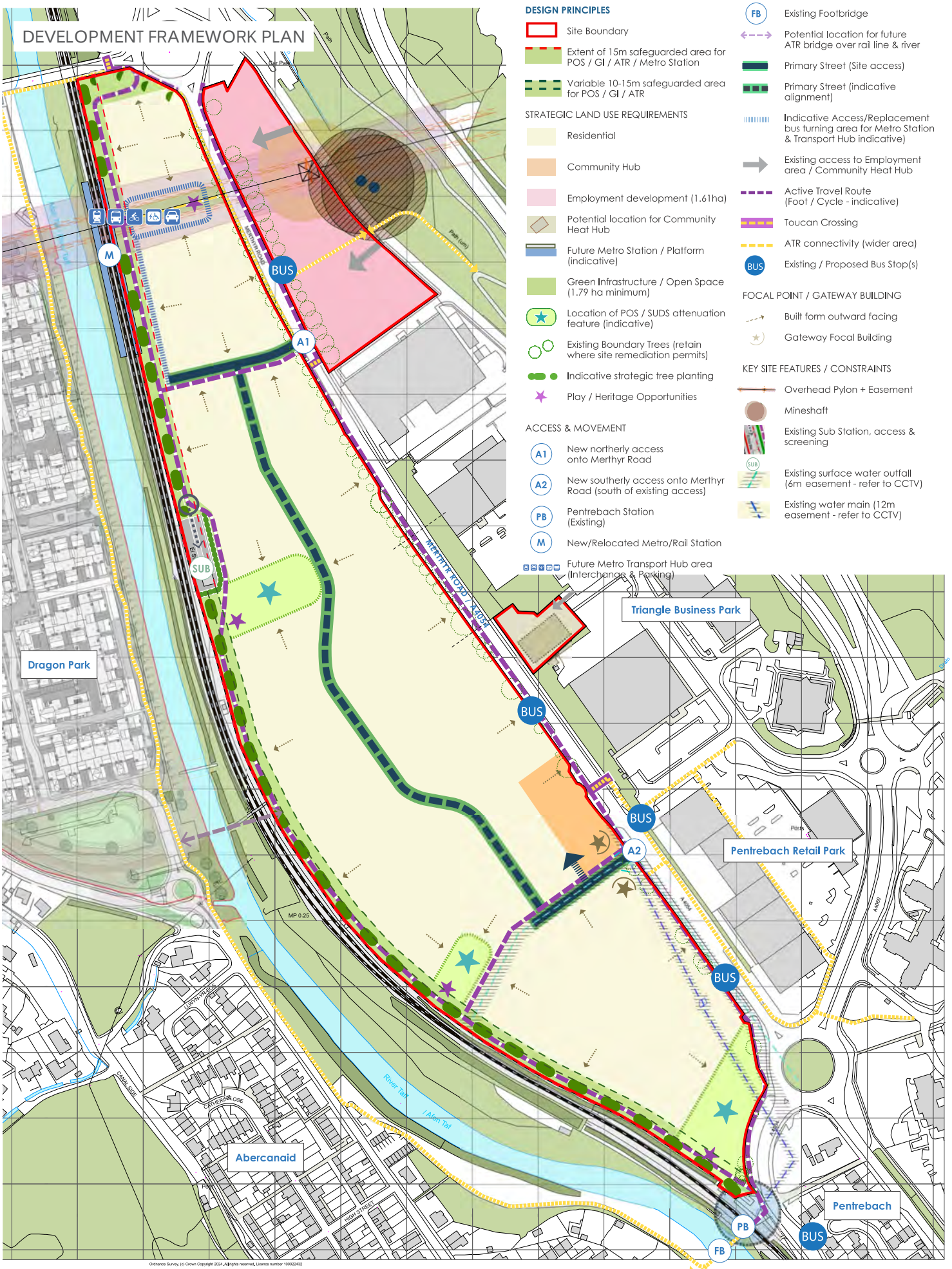
Green Infrastructure & Safeguarded Land:

- The plan safeguards corridors along site boundaries and key routes (ranging from 10–15m wide) for public open space, green infrastructure, active travel routes (ATR) and future Metro Station.
- Where remediation permits, existing boundary trees will be retained and supplemented with strategic tree planting to enhance biodiversity and visual character.

BUILT FORM

- The framework proposes a clear structure of built form with outward-facing development, and identifies opportunities for gateway buildings and focal points to support wayfinding and a strong sense of arrival.

DEVELOPMENT FRAMEWORK PLAN



DESIGN PRINCIPLES

- Site Boundary
- Extent of 15m safeguarded area for POS / GI / ATR / Metro Station
- Variable 10-15m safeguarded area for POS / GI / ATR

STRATEGIC LAND USE REQUIREMENTS

- Residential
- Community Hub
- Employment development (1.61ha)
- Potential location for Community Heat Hub
- Future Metro Station / Platform (indicative)
- Green Infrastructure / Open Space (1.79 ha minimum)
- Location of POS / SUDS attenuation feature (indicative)
- Existing Boundary Trees (retain where site remediation permits)
- Indicative strategic tree planting
- Play / Heritage Opportunities

ACCESS & MOVEMENT

- A1 — New northerly access onto Merthyr Road
- A2 — New southerly access onto Merthyr Road (south of existing access)
- PB — Pentrebach Station (Existing)
- M — New/Relocated Metro/Rail Station
- Future Metro Transport Hub area (Interchange & Parking)
- FB — Existing Footbridge
- Potential location for future ATR bridge over rail line & river
- Primary Street (Site access)
- Primary Street (indicative alignment)
- Indicative Access/Replacement bus turning area for Metro Station & Transport Hub indicative)
- Existing access to Employment area / Community Heat Hub
- Active Travel Route (Foot / Cycle - indicative)
- Toucan Crossing
- ATR connectivity (wider area)
- BUS — Existing / Proposed Bus Stop(s)

FOCAL POINT / GATEWAY BUILDING

- Built form outward facing
- Gateway Focal Building

KEY SITE FEATURES / CONSTRAINTS

- Overhead Pylon + Easement
- Mineshaft
- Existing Sub Station, access & screening
- SUB — Existing surface water outfall (6m easement - refer to CCTV)
- Existing water main (12m easement - refer to CCTV)

CLIENT: Walters Land	SCALE @ A3: 1:1250	DATE: Mar'25	DRAWN BY: GB
JOB TITLE: Hoover Site	JOB NO.: 2479	DRAWING NO.: DFP 01	REVISION: C
DRAWING TITLE: Development Framework Parameter Plan			

REV.	DESCRIPTION	DATE
C	ATR / Access updates /Key	Apr'25
B	ATR / Boundary / Access updates	Apr'25
A	Updated Key	-

0 100m

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3. VISION & CONCEPT

THE VISION for the Hoover Strategic Regeneration Area is to create a high-quality, sustainable neighbourhood rooted in renewal, connection, and character. This vibrant new community will celebrate the site's industrial heritage while delivering a balanced mix of homes, green spaces, and community amenities. It will prioritise walking, cycling, and public transport, strengthen active travel links, integrate nature through blue-green infrastructure, and foster a strong sense of identity through its landscape and design. The result will be a connected, inclusive place where people can live well, stay active, and feel proud to belong.

CONCEPT

A set of core Placemaking Principles was established early in the design process to guide development and site capacity testing. These align with the DCFW Placemaking Charter and are summarised below and illustrated in the vision diagram on page 15.

Identity: Celebrate the site's industrial heritage — including the Hoover factory frontage — through architectural character, materiality, and public realm storytelling. Embrace the valley setting and green-blue edges to create a distinctive place with a strong sense of identity and local pride.

Mix of Uses: Deliver a sustainable mix of homes, employment space, recreational areas, and community uses. This mix will support everyday life, meet local housing needs and contribute to a vibrant, walkable neighbourhood.

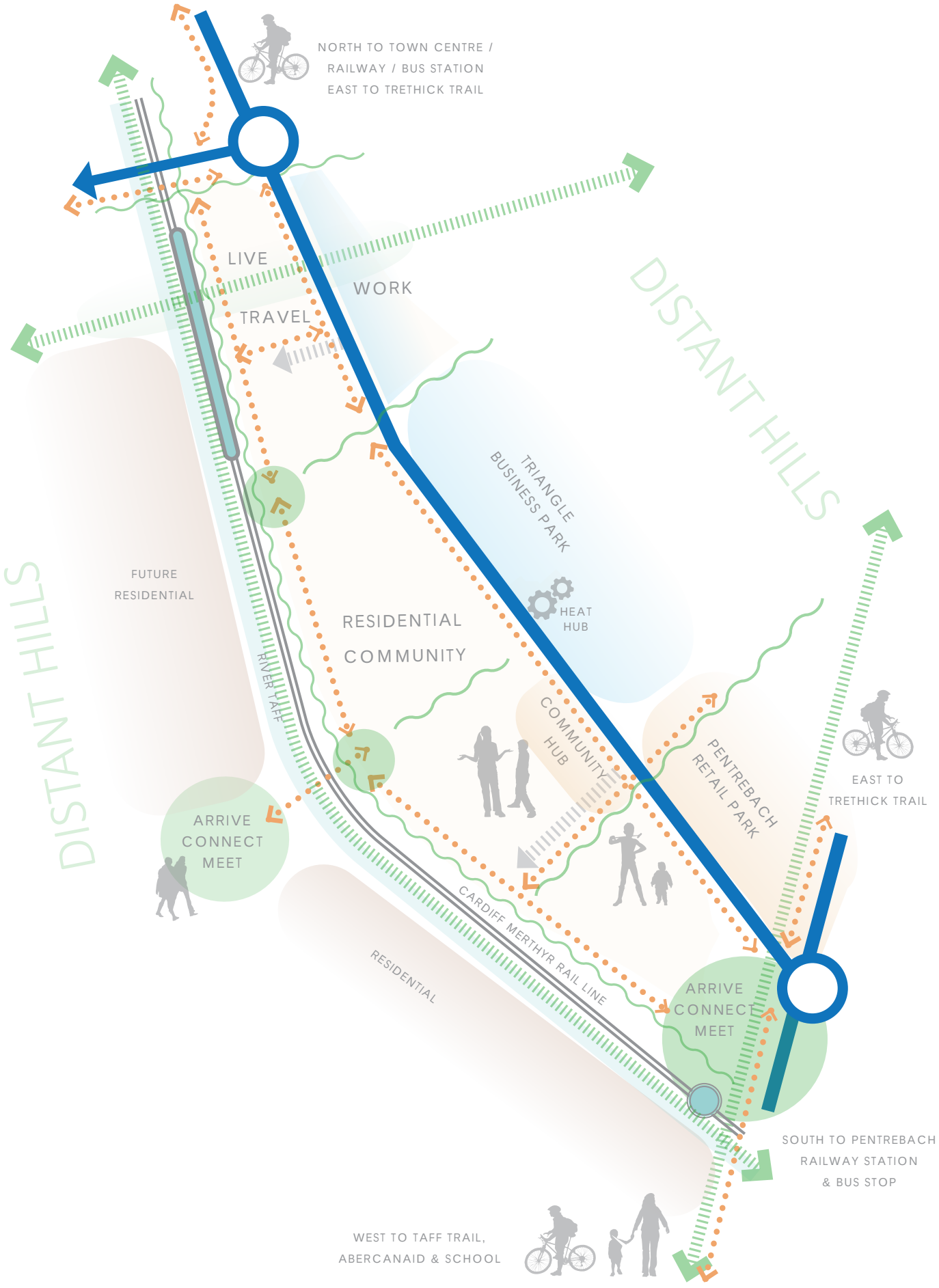
Location: Regenerate a strategically positioned brownfield site with strong road and rail links, including access from Merthyr Road and proximity to Pentrebach station. Leverage opportunities for a future Metro station and reduce car dependency through sustainable transport infrastructure.

People & Community: Design inclusive spaces that foster social interaction, community life, and well-being. Connect with the neighbouring communities of Pentrebach and Abercanaid through improved access, active travel links and shared public spaces, ensuring the new neighbourhood grows as an integral part of the wider area.

Public Realm & Landscape: Integrate a multifunctional green and blue infrastructure network across the site, including SuDS, green corridors, ecological buffers, and a new linear park. Use existing features like mature vegetation and the Flood Alleviation Channel to support biodiversity, climate resilience, and access to nature.

Movement: Prioritise safe, walkable, and legible streets that connect with Active Travel (AT) links and the wider Taff Trail, Trevithick Trail, and AT network. Support seamless movement across the site and to public transport hubs, with green buffers along the railway and new pedestrian-cycle infrastructure throughout that encourage active travel and connect seamlessly to the wider movement cycle network and future Metro station.

HOOVER VISION CONCEPT DIAGRAM



4. PLANNING CONTEXT

The planning policy framework for the determination of this application is provided by the content and scope of National Planning Policy, which is contained within the eleventh edition of Planning Policy Wales (PPW) and its associated Technical Advice Notes (TANs), together with the Local Planning Policy and its supplementary planning guidance. A full review of relevant planning policy is included within the planning statement.

PLANNING POLICY

The Well-being of Future Generations (Wales) Act came into force in 2015 and seeks to improve the social, economic, environmental and cultural well-being of Wales. The Act puts in place seven well-being goals in order to make sure that everyone works towards the same vision.

Future Wales – the National Plan 2040 is our national development framework, setting the direction for development in Wales to 2040. 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.

National planning policy is contained within the eleventh edition of Planning Policy Wales (PPW), published by the Welsh Government in February 2021. PPW is supported by 19 topic-based Technical Advice Notes (TANs), which are also relevant. PPW is the Welsh Government's principal planning policy document, setting out the context for sustainable land use planning policy, within which Development Plans are prepared and development.

Technical Advice Notes

These proposals have been prepared in deference to the latest version of TAN 12: Design, which was updated in March 2016, TAN 18: Transport and the suitability of the proposals in this design context.

Merthyr Tydfil LDP

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications be determined in accordance with the Development Plan and Future Wales unless material considerations indicate otherwise. The Development Plan for the purposes of this Planning Application comprises the following:

- National Development Framework: Future Wales – The National Plan 2040 (February, 2021);
- Merthyr Tydfil Replacement Local Development Plan (RLDP) was adopted on 29th January 2020

The following LDP policies are considered relevant in the context of the proposed development:

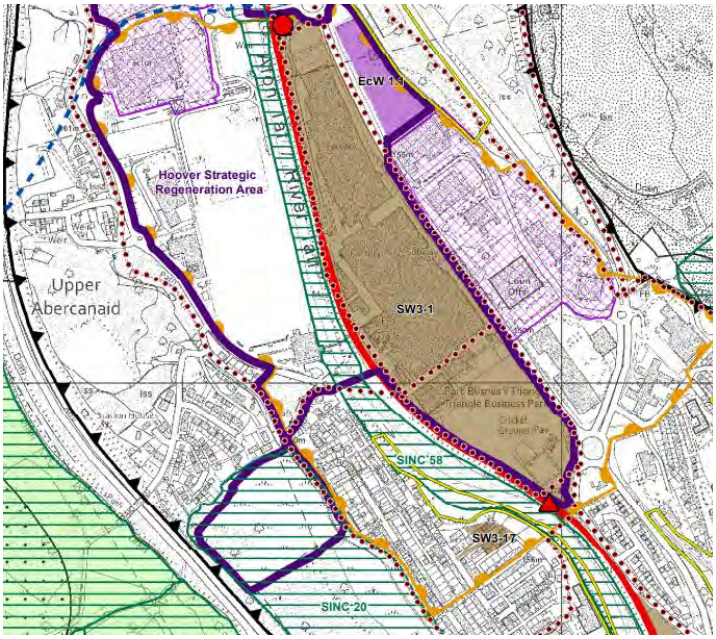
- SW1: Provision of New Homes
- SW2: Provision of Affordable Housing
- SW3: Sustainably Distributing New Homes
- SW4: Settlement Boundaries
- SW6: Hoover Strategic Regeneration Area
- SW9: Planning Obligations
- SW11: Sustainable Design & Placemaking
- CW1: Historic Environment
- EnW1: Nature Conservation & Ecosystem Resilience
- EnW3: Regionally Important Geological Sites, SINC, LNR & Priority Habitats and Species
- EnW4: Environmental Protection
- EnW5: Landscape Protection
- EcW8: Renewable Energy
- EcW9: District Heating

LDP Proposals Map

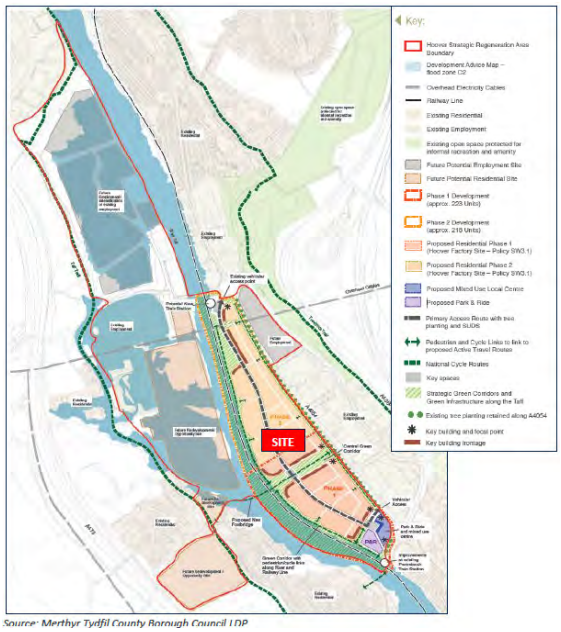
The Local Development Plan (LDP) Proposals Plan extract on page 17 identifies a range of policy-driven land use designations across the site and its surroundings. These designations inform the strategic context and planning framework for future development. The key elements shown on the LDP plan include:

- Regeneration and Development Areas: SW3-1 Housing Allocation: A large brown-shaded area designated for residential development under Policy SW3. Hoover Strategic Regeneration Area (HSRA): Outlined in thick purple, this significant regeneration zone (Policy SW6) includes the former industrial site and supports mixed-use redevelopment.
- Economic Development: Allocated Employment Site (EcW1.1): A purple-shaded area to the northeast of the regeneration area, designated for employment uses under Policy EcW1.
- Sites of Importance for Nature Conservation (SINC): Identified in green-hatched areas (e.g., SINC-58), protected under Policy EnW3 for their ecological value.

LDP PROPOSALS MAP



EXTRACT OF SITE ALLOCATION MAP FROM LDP



Source: Merthyr Tydfil County Borough Council LDP

- Open Space (Policy SW10): Green cross-hatched areas represent designated open space, contributing to recreation and amenity provision.
- Special Landscape Area (SLA): Highlighted around the broader valley setting, adding landscape sensitivity to design considerations.
- Potential New Metro Station: A red dot at the northern end of the site indicates safeguarded land for a future rail station (Policies SW6 & SW12).
- Proposed Active Travel Route: Dashed red dotted line shows an integrated walking and cycling corridor (Policy SW12).
- South East Wales Metro Improvements: Solid red lines highlight safeguarded corridors for future transport upgrades.
- Renewable Energy and Climate Policy Local Search Area for Solar Energy: An orange dashed area indicates policy support for renewable energy generation within this zone (Policy EcW8).
- Settlement Limits: Shown with a thin black line, demarcating the existing built-up area under Policy SW4.

Supplementary Planning Guidance

The following Supplementary Planning Guidance (SPG) adopted by Merthyr Tydfil Council is of relevance to the proposed development:

- Guidance Note. 1 Affordable Housing
- Guidance Note. 2 Planning Obligations
- Guidance Note. 5 Nature and Development

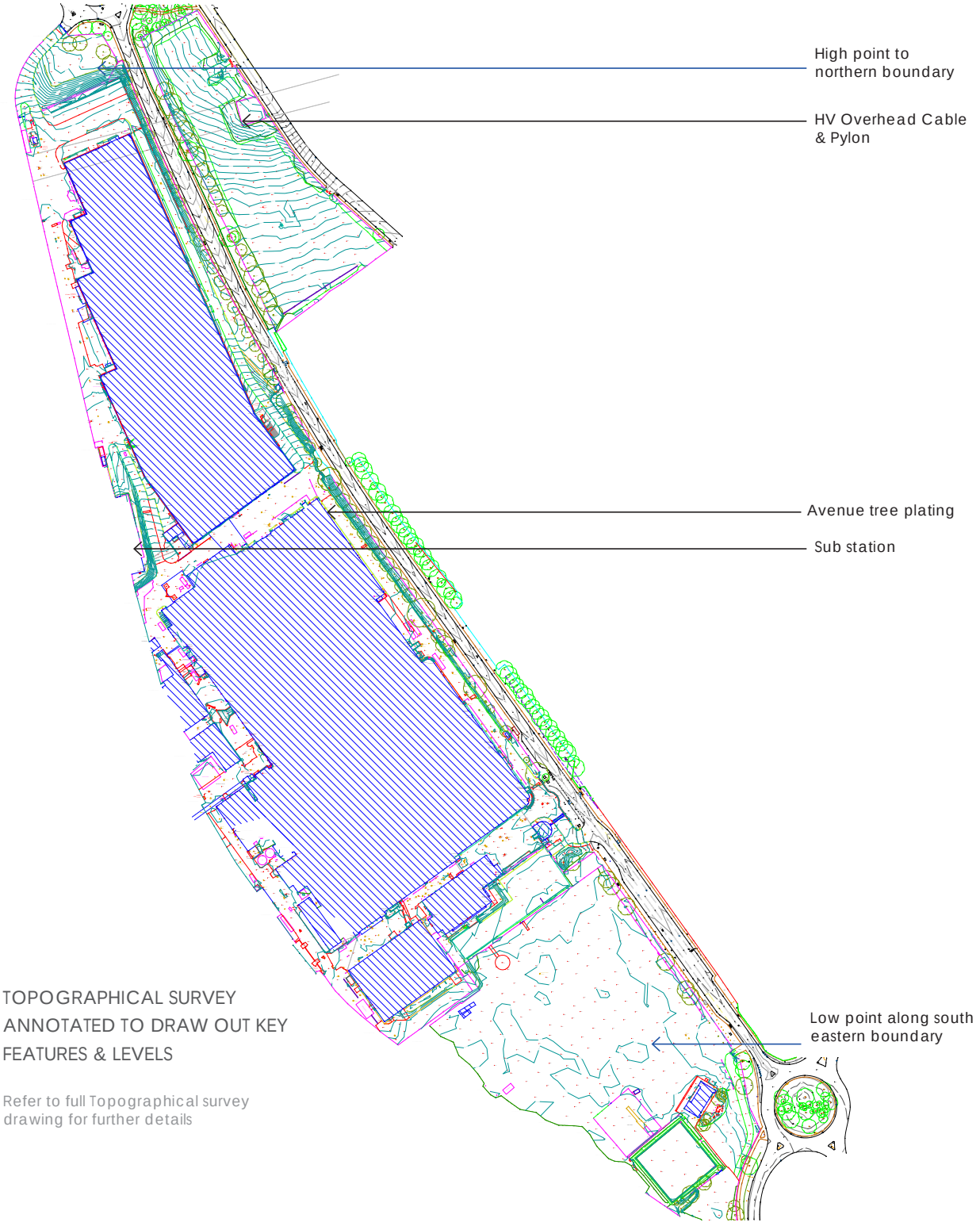
Planning Context

The site forms part of the HSRA, which is allocated within the RLDP within Policy SW6. HRSA has bee identified to facilitate a major mixed-use development comprising the following:

- Up to 441 new homes;
- Local retail provision of 400 sqm;
- New employment development on 1.5 hectares of land;
- Pentrebach Station Park and Ride;
- Provision of a new footbridge/cycle bridge to Abercanaid;
- Safeguarded land for a new Metro station; and
- A minimum of 1.79 ha of open space.

5. TOPOGRAPHY & LEVELS

The site is located within a mainly commercial setting on the southern edge of Merthyr Tydfil at the head of a deep valley within the upland plateau of the South Wales Coalfield. The site is situated on ground which typically rises to the north from an approximate minimum elevation of 150m AOD in the south to an approximate maximum elevation of 161m AOD in the north



TOPOGRAPHICAL SURVEY ANNOTATED TO DRAW OUT KEY FEATURES & LEVELS

Refer to full Topographical survey drawing for further details

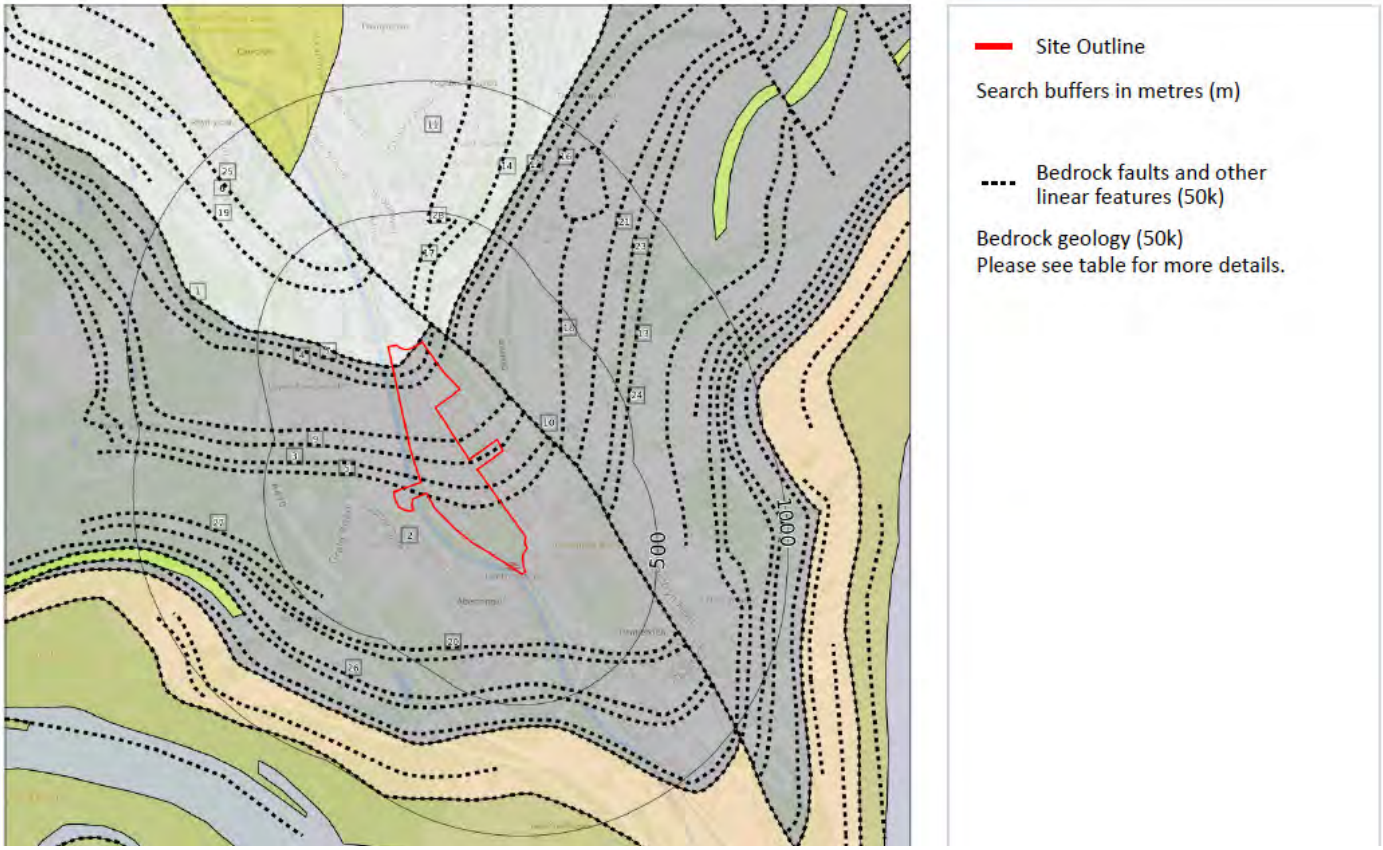
6. INFRASTRUCTURE & DRAINAGE

This section provides a brief overview of the geotechnical infrastructure constraints informing the development of the site. Previous desk study and preliminary site investigation works have been undertaken at the site by Redstart / WSP and Quantum Geotechnic Limited, on behalf of Merthyr Tydfil County Borough Council. Intégral Géotechnique (Wales) Limited have been commissioned by Walters Land Limited to carry out a review of the previous desk study and site investigation data and prepare a 'Geoenvironmental & Geotechnical Site Investigation and Outline Remediation Strategy' and a 'Coal Mining Risk Assessment (CMRA)' to support an outline planning application for the proposed redevelopment of the site. Further detail can be found in the accompanying reports.

GEOLOGY

Geological mapping shows the site is predominantly underlain by South Wales Middle Coal Measures, with the northern area underlain by the Lower Coal Measures, both from the Carboniferous period. These formations typically include coal-bearing mudstones, siltstones, seatearths, and minor sandstones. Several coal seams outcrop beneath the site, ranging from the Two Feet Nine seam in the south to the Amman Marine Band in the north. The Merthyr Church Fault lies approximately 100m northeast, and strata generally dip 4–10° to the south and southeast.

GEOLOGY BEDROCK (EXTRACT FROM CMRA PREPARED BY INTÉGRAL GÉOTECHNIQUE)



RADON

Information with regard to Radon Protective Measures is provided within the Geoenvironmental & Geotechnical Site Investigation and Outline Remediation Strategy (SI Report). The report states that the site is located within a lower probability area, as less than 1% of properties are above action level, and that therefore no radon protective measures would be necessary in the construction of new buildings within the site.

MINING

The site is located within a coal mining reporting area and therefore a Consultants Coal Mining Report has been obtained from the Coal Authority and a copy is included in Appendix D of the SI Report. An appraisal of the mining data and its significance is presented within Coal Mining Risk Assessment report.

LANDFILL SITES

The Groundsure Report indicates that there are no active, recent or historical landfill sites located within 500m of the site boundary.

There is one historical waste site located 4m northeast within Triangle Business Park. The entry refers to an historic planning application for a waste storage facility.

The Groundsure Report also discusses waste exemptions within 50m of the site boundary including three exemptions on site. Two exemptions are tied to the Hoover Factory for sorting mixed waste and preparatory treatments. Another on site exemption is tied to Pentrebach and is also a treating waste exemption for preparatory treatments. Two off site exemptions relate to RTek for both treating and storage of waste.

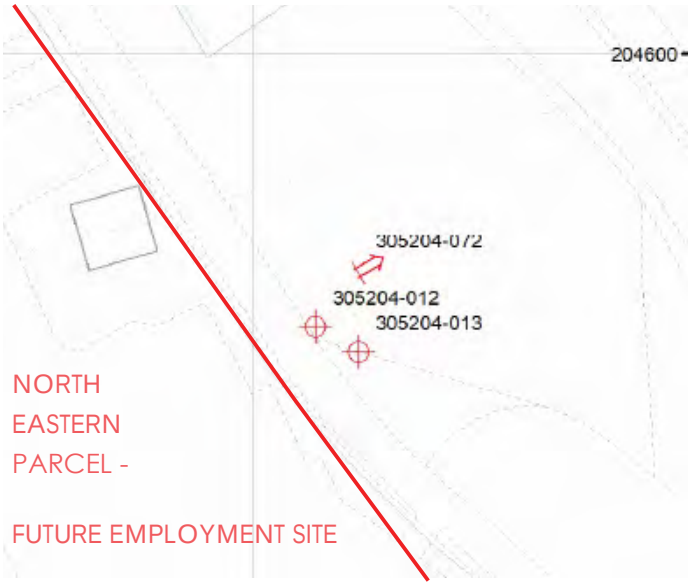
POTENTIAL CONTAMINATION

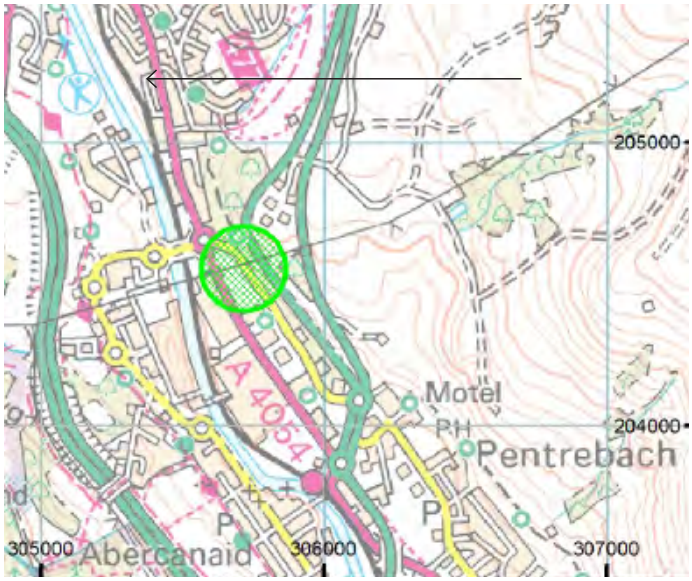
The various activities in the vicinity of the site which may have resulted in ground or water resource Contamination on this site. Reference to Department of the Environment Industry Profiles has been made and a summary of the potential contaminants can be found in the SI Report.

OTHER ENVIRONMENTAL ISSUES

The Groundsure Report indicates that there is no environmentally sensitive land within 250m of the site boundary. The nearest area which is registered as a Site if Special Scientific Interest (SSSI) is located 478m to the west at Cwm Glo a Glyndrys. There are also areas of ancient woodland recorded within 2km of the site boundary with the nearest area located 358m to the west. The Groundsure Report indicates one substantiated pollution incident to have been recorded on site. The incident involved contaminated water from firefighting run-off which caused a minor impact on water, no impact on land and a significant impact to air. An additional four incidents were recorded within 250m of the site boundary with impacts ranging from none to minor. There are a number of registered industrial uses on site including the railway station, tanks, electricity substations, the Hoover factory buildings and a gas governor. The Hoover factory had an historical permit for the release of substances into the environment for coating processes.

MINESHAFT LOCATION MAP: APPROXIMATE LOCATION OF ENQUIRY TO EAST OF SITE BOUNDARY





UTILITIES

Detailed utility surveys and CCTV studies have been undertaken to understand the utilises servicing and crossing the site. Key considerations include:

- A 400kV overhead National Grid line crosses the northern part of the site from east to west.
- A 33kV underground cable runs from the north, crossing the railway via a bridge, and follows the western boundary of the site parallel to the railway line. This cable connects to an onsite 33/11kV Primary Substation adjacent to the railway within the site.
- Another 33kV cable continues south from the substation, beneath the railway, and heads west toward Abercanaid.
- A DCWW water main has been traced across the site, connecting to a chamber within the roundabout. A 12m easement is required along its alignment.
- The 1300mm culvert near the site entrance is currently blocked by silt and debris, preventing survey.
- The historic 2400 x 1700mm stone culvert has been replaced by a 1500mm diameter concrete culvert. The 1500mm route is confirmed upstream and exits further north. A 3m easement either side of the culvert must be maintained (UM09–UM11).
- Historic culverts beneath the former factory are now redundant. As they only served the factory, the downstream drainage is also redundant and does not constrain the proposed layout.
- The foul sewer to the roundabout is in poor condition with widespread blockages. Jetting is required from UM08 to UM06 to complete the survey.

Refer to accompanying engineering survey reports for further details.

EARLY SITE CONSTRAINTS MAPPING
OF SERVICES CROSSING SITE

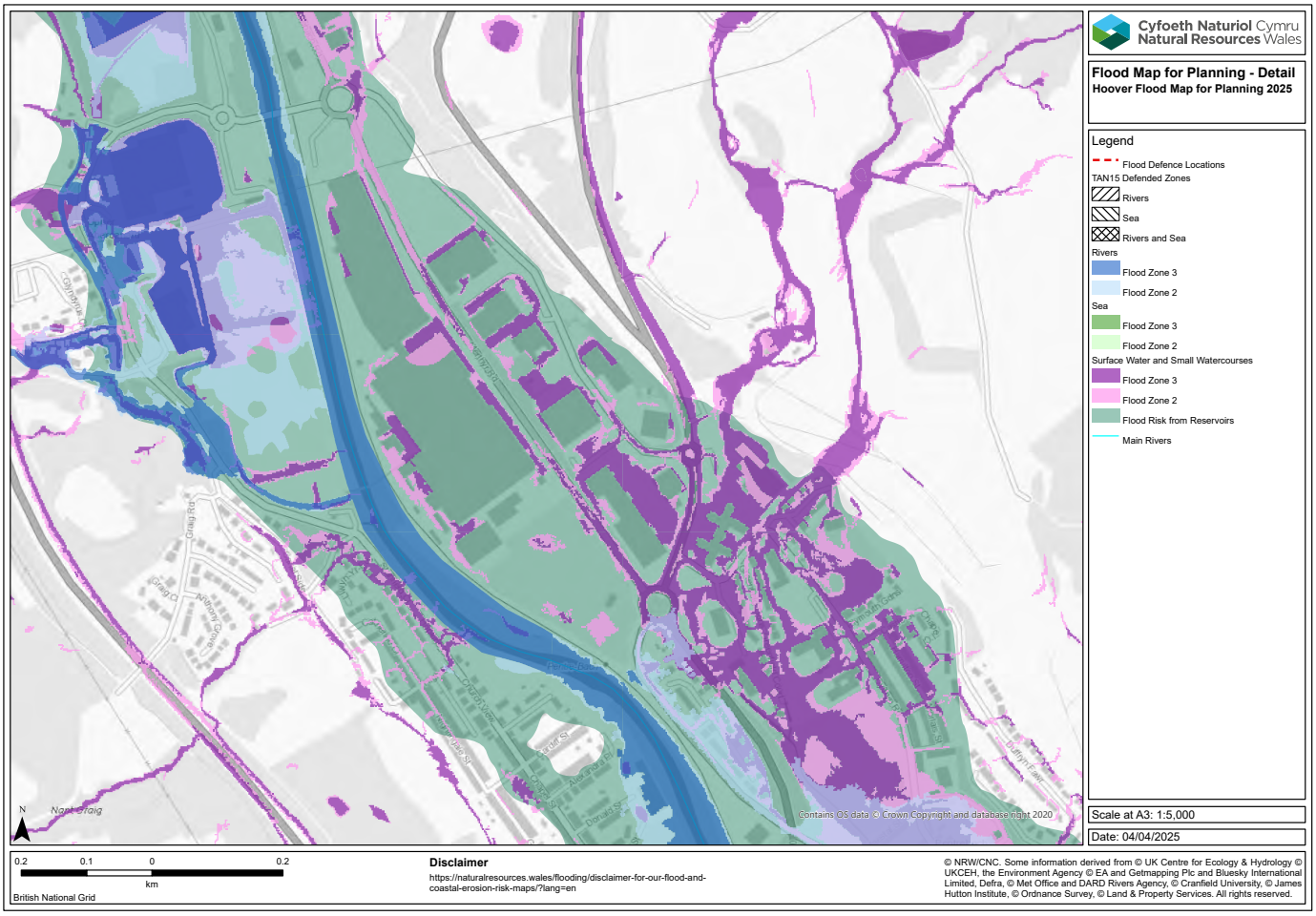
FLOODING

NRW Development Advice Map confirms the site to lie wholly within Flood Zone 1 – at little or no risk of fluvial or coastal/tidal flooding. No recorded flood events have been reported and recorded on the NRW Flood Map for Planning 2025 & The Town and Country Planning (Flood Risk Area Development) (Notification) (Wales) Direction 2025.

- Flood Risk from Rivers: NRW flood mapping indicates little/no risk of flooding from main Rivers
- Flood Risk from Sea: NRW flood mapping indicates little/no risk of flooding from the Sea.
- Flood Risk from Surface Water & Small Watercourses: NRW confirm that several areas of the existing site could be subject to minor flooding as a result of inundation or blockage of the storm network which could be expected on a site of this size with localised flat areas. As the site is to be remediated and re-profiled this flood risk element will be removed and no longer present.
- Flood Risk from Reservoir: NRW data confirms the site to be at risk of flooding from a reservoir breach. Interrogation of the database confirms this risk to emanate from potential sources (Beacons Reservoir, Llwyn-On Reservoir, Cantref Reservoir, Pontsticill (Taf Feehan) Reservoir). As these structures (reservoirs) are owned, operated and maintained at public expense by WG and NRW the likelihood of breach or overtopping is deemed negligible and manageable.
- Other Flood Risk: Other potential flood risks to consider at detailed design stage include possible backflow from the River Taff via the existing surface water outfall and overland runoff from Merthyr Road, which sits at a higher level than the site. While groundwater flooding is unlikely, the condition of the outfall and any flood protection measures (e.g. flap valves) should be confirmed, and surface water routing from Merthyr Road assessed once site levels are established. These risks will be reviewed further as part of the detailed design process.

Refer to Quad Consult Drainage Strategy and Flood Statement.

NRW FLOOD RISK MAP (EXTRACT FROM DRAINAGE STRATEGY & FLOOD STATEMENT, APPENDIX D)

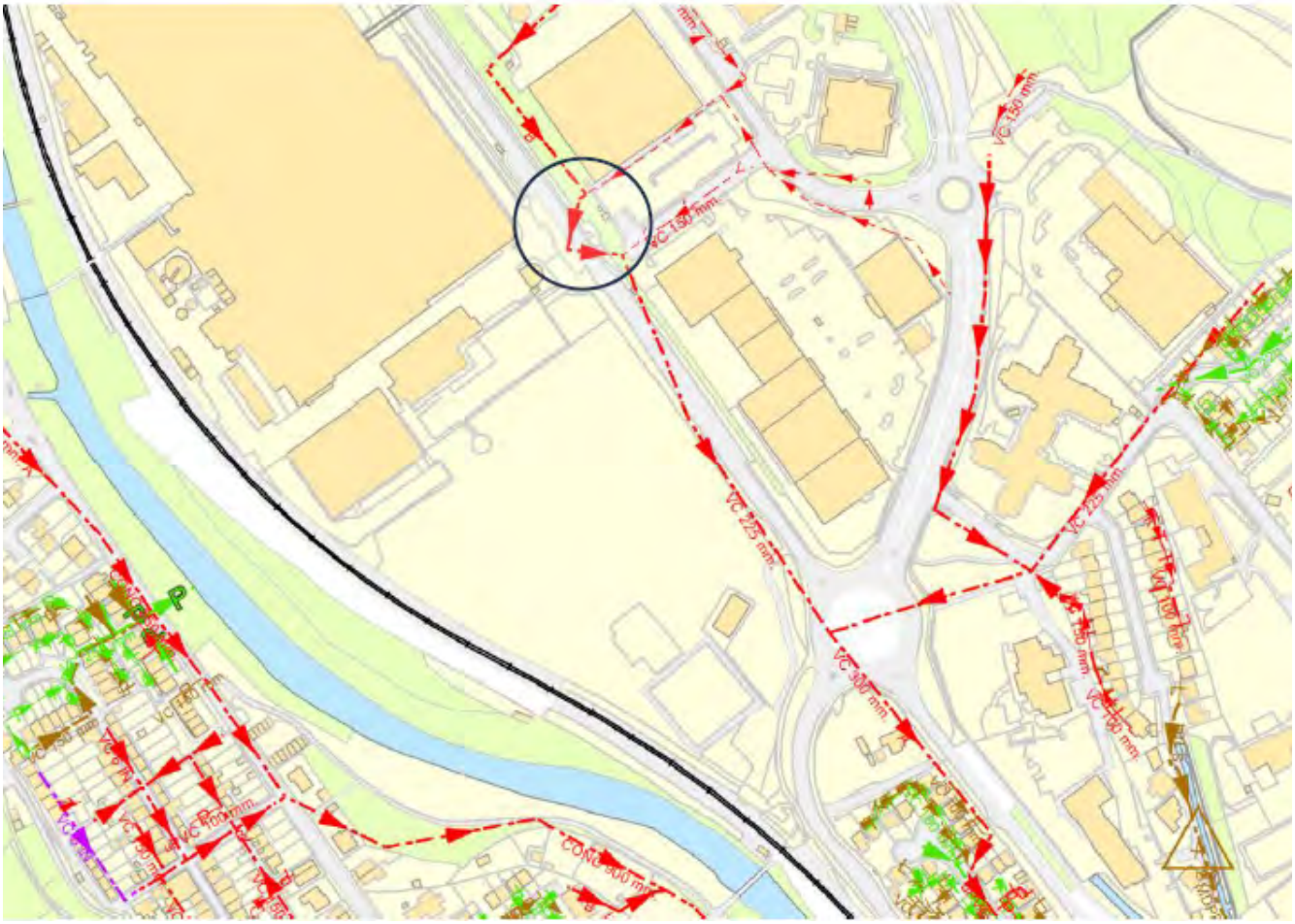


EXISTING DRAINAGE

A brief summary of the existing drainage situation is provided below. Refer to the Drainage Strategy for details.

- Land Drainage: No obvious land drainage is picked up on the topographic survey or CCTV survey although it is reasonable to assume that land drainage servicing the cricket pitches and bowls green exists.
- Overland Flow & Exceedance Routes: Existing exceedance and overland flows would follow the topography of the site conveying flows towards the southeast corner of the site.
- Surface Water Drainage Network: The site is split into two main surface water drainage catchments. The northern catchment discharges into the River Taff via a 500mmØ pipe that runs beneath a railway line. Although defects were found in this catchment's drainage, it's not intended for reuse. The southern catchment drains through a 900mm Ø trunk main, connecting with a 1600mm Ø pipe and a likely redundant, silted box culvert. These drains appear to run from and return to Merthyr Road. The 1300mmØ pipe exiting the site is expected to be the preferred discharge route for the southern parcel.
- Existing Foul Water Drainage Network: The site is served by a dedicated foul water drainage network in private ownership which connects into a DCWW combined sewer within the main site access as shown below: Similar to the surface water system, none of the current on-site private sewer network is likely to be retained for future re-use. No third-party sewers are known to pass through the site based upon information received to date.
- Existing Combined/Other Drainage: DCWW have a combined sewer chamber situated within the main site entrance and will have an easement over it, assumed to be 6m at this stage. A 225mmØ pipe exits into the main adopted DCWW network serving the surrounding area.

SITE IS SERVED BY A DEDICATED FOUL WATER DRAINAGE NETWORK WHICH CONNECTS INTO A DCWW COMBINED SEWER WITHIN THE MAIN SITE ACCESS AS SHOWN BELOW:



7. ECOLOGY

A Preliminary Ecological Appraisal (PEA) prepared by Sylvan Ecology supports the outline planning application. In summary, the site is considered to be of low-moderate ecological value. The habitat on site with the highest ecological value are the small areas of woodland on site. Providing the recommended mitigation measures are adopted, relevant legislation will not be contravened, and ecological issues will not preclude the development.

PRELIMINARY ECOLOGICAL APPRAISAL

Bats

There are multiple buildings within the survey site that may potentially support bats. Further survey is required to determine whether bats are present on site before any work can commence. There are many trees within and surrounding the site. No trees were noted to have PRFs at time of survey.

Birds

There are known colonies of gull species which have been previously recorded nesting on the roof of multiple factory buildings within the site. The surrounding area is used by a number of commoner birds and the trees and scrub on site provide suitable nesting habitat. Old nests were noted within trees around the site boundary. – Recommendations: impacts negated through mitigation.

Reptiles

Potential habitat to support reptile species was observed on site and along the site boundaries. Further survey may be required if works have the potential to impact these species. – Recommendation: impacts negated through mitigation.

Dormice

Dormouse are considered unlikely to be present within the site.

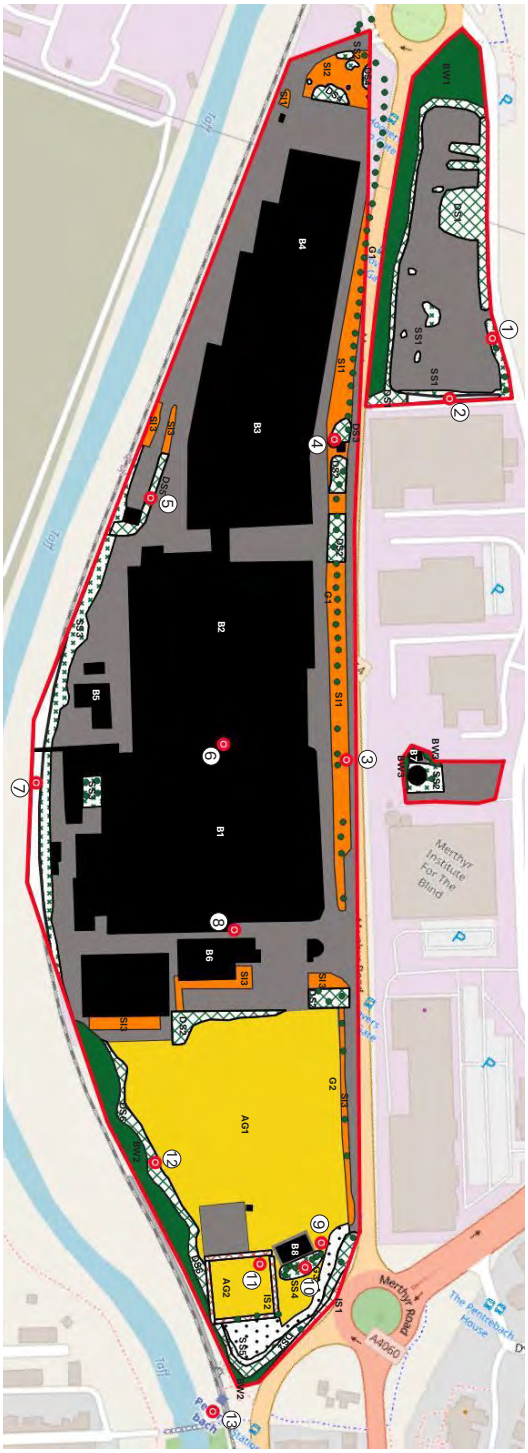
Great Crested Newts

No potential for Great Crested Newts (GCN) on site.

Invertebrates

Very limited potential for priority species on site – Recommendation: Potential enhancement opportunities.

PHASE ONE HABITAT MAP



8. LANDSCAPE & TREES

TDA (Tirlan Landscape Design) have prepared a Green Infrastructure Statement to support the outline application and inform the masterplanning process. The site is regarded is brownfield land with sparse scrub vegetation within the site. The primary GI assets are located on the site boundaries in the form of linear woodland groups, small pockets of dense scrub and a formal avenue of mature trees on Merthyr Road.

GREEN INFRASTRUCTURE OVERVIEW

Site Characteristics

The site is defined by existing industrial estate roads to the north, Merthyr Road to the east, The Pentrebach Roundabout and A4054 to the south and the railway line which runs along the western boundary, immediately adjacent to the site. These surrounding paved roads and railway line limited opportunities to connect into the wider GI network.

The primary GI assets are located on the site boundaries in the form of linear woodland groups, small pockets of dense scrub and a formal avenue of mature trees on Merthyr Road.

Existing Trees

Existing trees are located along the boundaries of the site. There is a formal avenue of reasonable quality Sycamore along Merthyr Road. The linear woodland group located in the south west corner comprises Ash, Silver Birch, Willow, Poplar and Sycamore. The understorey comprises Bramble, Nettle, Cleavers, Ivy, Hazel and Hawthorn.

Green Corridors

There are two fragmented green corridors on the eastern and western boundary. Links to the wider GI network from these corridors are limited by the adjacent roads and railway line. There is some GI connectivity for bats and birds from the western boundary woodland to the River Taff SINC.

Stepping Stones

Fragmented GI stepping stones comprising roundabout islands and short green corridors adjacent to highways.

Amenity Grass Areas

Small areas of improved grassland are located at the site entrance and on the southern boundaries of the southernmost buildings. A large area of improved grassland in the form of a cricket pitch is located in the southern section of the site. Soils

Soils

The site predominantly comprises hard standing and buildings in these locations, available soil resources are likely to be limited.

The southern section of the site (approximately 2 hectares) comprises improved grassland and the topsoil and subsoil in this location should be available for reuse subject to approval from a suitably qualified soil scientist.

Scrub

There are several pockets of dense scrub scattered across the site. Species include buddleia, bramble, square-stalked willowherb, rosebay willowherb, ribwort plantain, broad-leaved dock, cleavers, nettle, creeping buttercup, coralberry, dandelion species., perennial ryegrass, hogweed, ivy, white clover, common field speedwell, germander speedwell, cock's-foot, ash saplings, bird's-foot-trefoil, hawthorn, foxglove (Digitalis purpurea), thistle species, vetch species, dog rose, white clover, buddleia, bramble, square-stalked willowherb, rosebay willowherb, common field speedwell, germander speedwell, ribwort plantain, broad-leaved dock, cleavers, creeping buttercup, dandelion species, nettle, sycamore saplings and mullein,

Introduced Shrubs

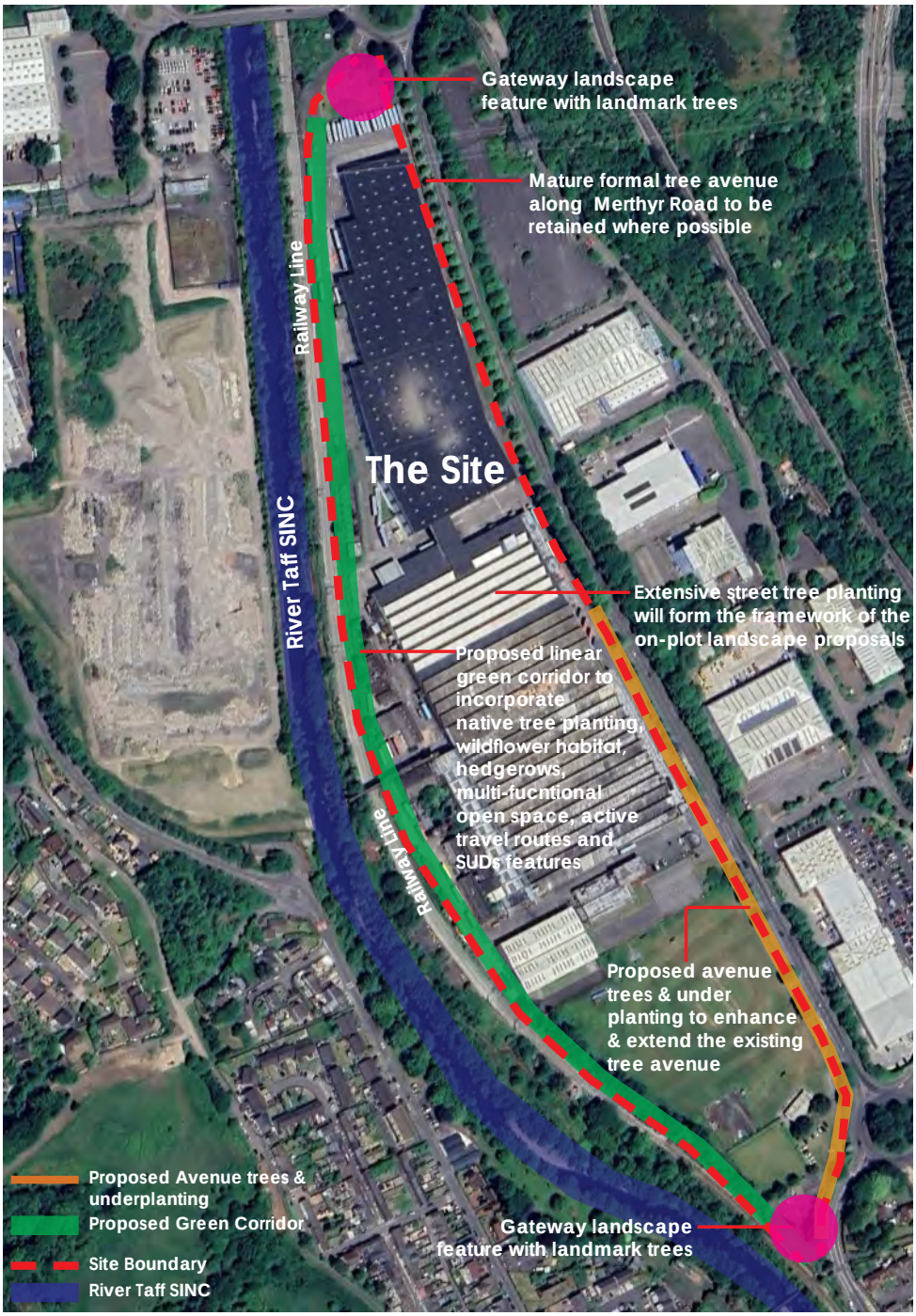
Small areas of shrub planting are located in the southern section of the site associated with the cricket club and bowling green. Species include cherry laurel, snowberry Wilson's honeysuckle, shasta daisy, montbretia, pine and sycamore.

AMENITY GRASS AREA TO SOUTH OF SITE

GI STRATEGY

Green infrastructure enhancements and the provision of accessible open space are central to the site's regeneration. Opportunities include:

- The creation of a green edge to the site, incorporating new tree planting, green corridor, and understorey vegetation to provide ecological and visual benefits.
- A network of multifunctional open spaces across the development, offering opportunities for play, recreation, and social interaction, including areas that support natural play.
- Integrated planting strategies that reinforce character areas through a mix of formal and informal native planting, including trees, hedgerows, shrubs, perennials, and wildflower meadows.
- A landscape buffer along the site's boundaries—such as adjacent to railway corridors—designed to enhance biodiversity and manage sensitive interfaces between land uses.
- Sustainable Drainage Systems (SuDS) woven throughout the public realm, designed to be visible and engaging, enhancing legibility, environmental awareness, and opportunities for informal learning and community engagement.



GI STRATEGY PLAN

(TDA ENVIRONMENT LANDSCAPE DESIGN)

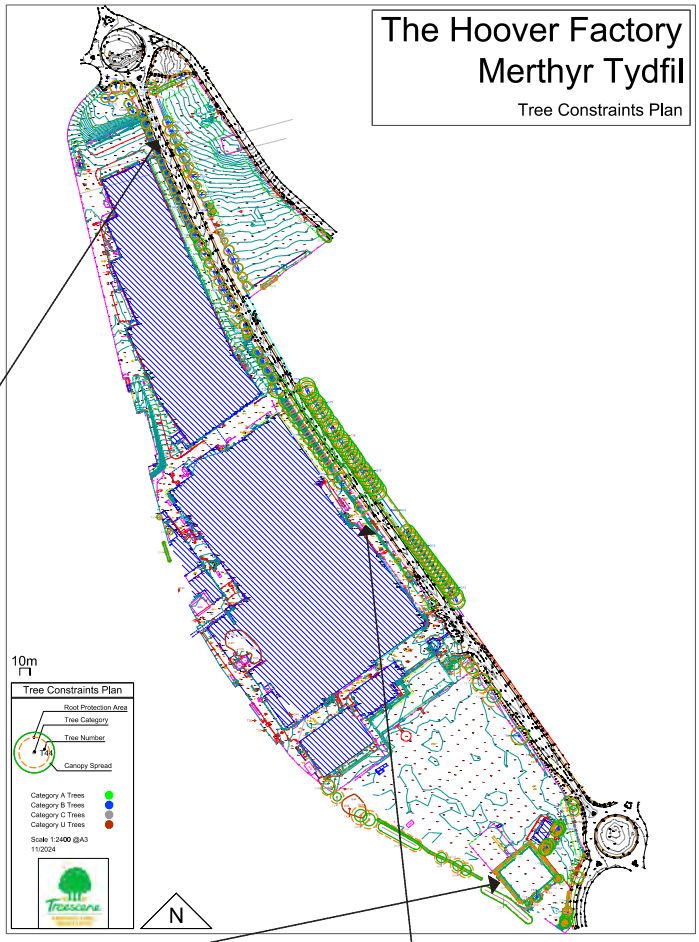
TREES SURVEY

An Arboricultural Report prepared by Treescene supports the outline planning application. A large proportion of the trees are naturally regenerated and of variable quality. Given the brownfield nature of the site, underlying ground conditions and past site disturbance may further limit the potential for long-term retention, particularly for trees with marginal structural condition or shallow rooting. In addition, future redevelopment of the site is likely to require ground remediation and regrading of levels, which may impact the feasibility of retaining some trees, especially those not located on site boundaries or in isolated positions.

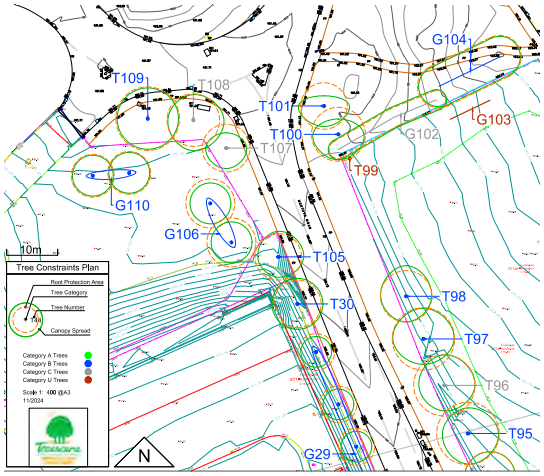
An extract of the Tree Constraints Plan is provided right. A large proportion of the trees are naturally regenerated and of variable quality. Many Category C and U trees exhibit poor form, dieback, or disease (especially Ash Dieback). Boundary trees tend to be in better condition, with a good number of Category B specimens forming linear features or green corridors. There are no Category A trees, meaning no trees are considered exceptional or of particularly high individual value.

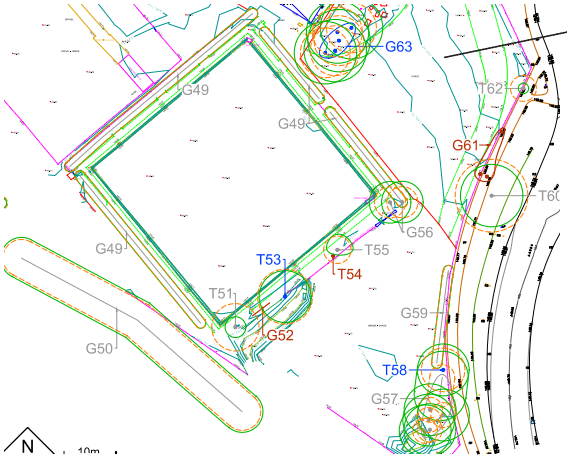
Avenue trees on Merthyr Road

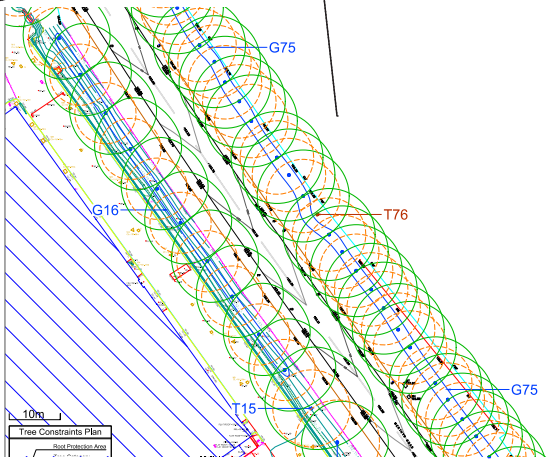
TREE CONSTRAINTS PLAN



EXTRACTS OF TREE CONSTRAINTS PLAN







9. ACCESS & MOVEMENT

A Transport Assessment (TA) prepared by Apex Transport Planning Ltd accompanies this application. The assessment provides a full appraisal of active travel infrastructure and public transport connectivity which is summarised below. The TA concludes the site is situated in a highly sustainable location. The walking & cycling routes surrounding the site provide an opportunity for potential future residents to sustainably travel to and from the site. Potential future residents of the site can access a good frequency of bus and train services, linking to a variety of destinations including local destinations.

WALKING & CYCLING

- Good quality footways with lighting along Merthyr Road.
- Signalised pedestrian crossings with tactile paving enable safe east-west access.
- Informal pedestrian cut-through to Triangle Business Park (gravel surface, outside highway boundary).
- Existing footpath south of Pentrebach roundabout connects across the River Taff and under railway to Abercanaid and local school.

CYCLE ROUTES & INFRASTRUCTURE

- Several shared footway/cycleway routes nearby.
- NCN Route 477 (Trethick Trail) accessible via A4054 (~300m from site) connecting Merthyr Tydfil to Abercynon.
- NCN Route 8 (Taff Trail) accessible connecting to Cardiff, Talybont Reservoir and Brecon.
- Cycle routes run adjacent to A4060 and River Taff. Well-lit streets create a low-risk environment for pedestrian and cyclist trips during night time.

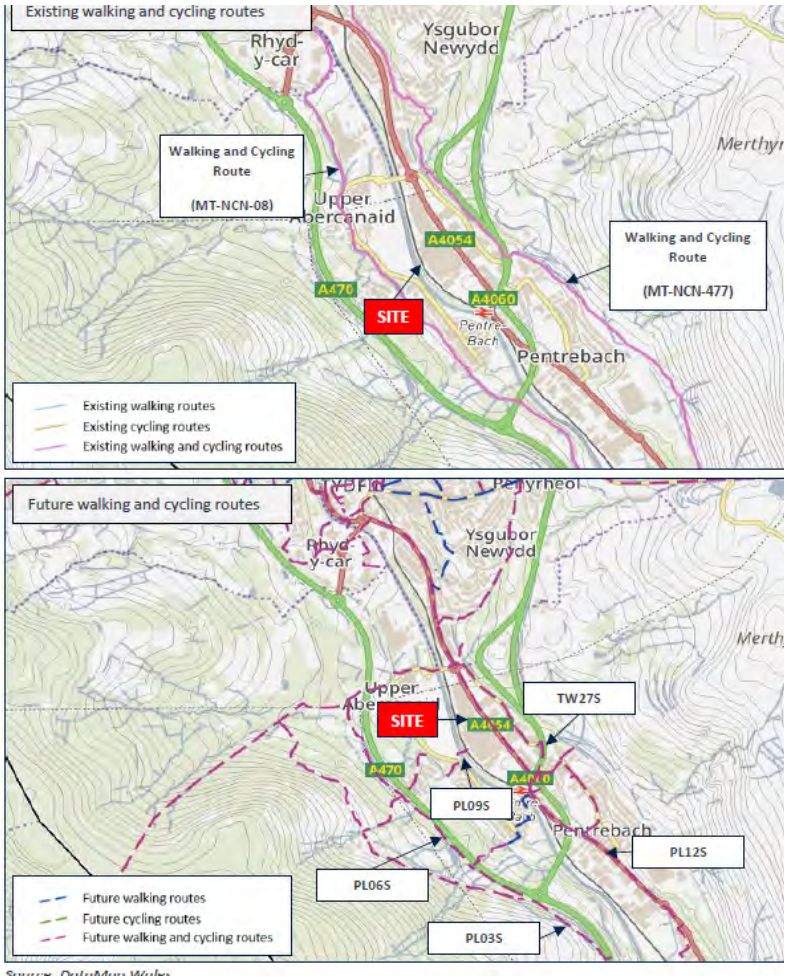
PUBLIC RIGHTS OF WAY (PROW)

- PRoW near A4054/A4060 roundabout link to Pentrebach Rail Station and Abercanaid.
- Taff Trail bridleway/national trail runs along western Abercanaid.
- PRoW offer alternative leisure walking/ cycling routes.

ACTIVE TRAVEL NETWORK

- Site included in Active Travel Network Maps (ATNM) with improvements planned.
- Merthyr Road identified as a future walking/ cycling route.
- Proposed bridge link (route PL09S) from west of site to Stanfield Close to enhance active travel.
- Four potential mitigation measures: upgrade informal path, new/dropped crossings, improved lighting.

EXISTING & FUTURE WALKING / CYCLING ROUTES (TA EXTRACT)



BUS SERVICES

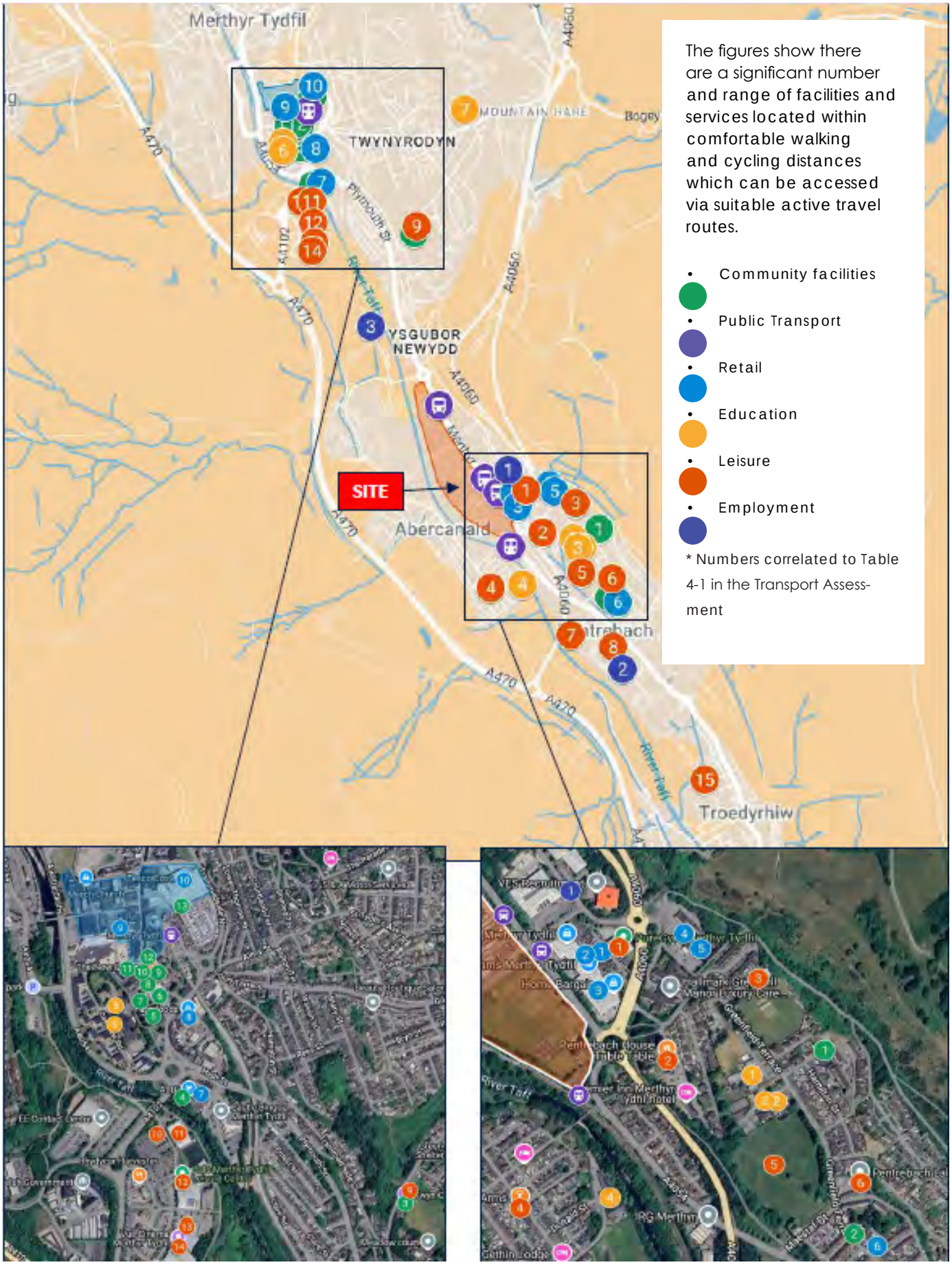
- Several bus stops along site frontage with shelters and accessible design.
- Services link to Merthyr Town Centre (~6 mins), Cardiff (~56 mins), and other local areas.
- Bus routes provide viable alternative to car for work, leisure, and education trips.

RAIL ACCESS

- Pentrebach Station ~350m (4-min walk) from site, served by TfW.
- Half-hourly service to/from Cardiff Central (hourly on Sundays).
- Secure cycle parking at station enables cycle-rail journeys.
- Planed improvements: new park & ride, enhanced public realm, safeguarded land for future Metro station.

ACTIVE TRAVEL ROUTE & IDENTIFIED IMPROVEMENTS (TRANSPORT ASSESSMENT)

LOCATION OF FACILITIES WITHIN PROXIMITY OF THE SITE



10. HERITAGE & FORM

This section provides an overview of the site's existing heritage assets and built form, establishing a baseline understanding to inform the future design response. It provides an overview of key features of historical, architectural, and cultural significance—both on-site and in the surrounding context—and considers how these elements contribute to local character. This baseline appraisal helps ensure that future development responds sensitively to its setting, retaining and reflecting valued aspects of the site's past where appropriate.

SITE HISTORY

It is understood that the first buildings were constructed within the main site area circa 1948, with the establishment of the Hoover factory manufacturing washing machines.

Early aerial photography and mapping reveal two large factory buildings (later joined) within the main site area and with some smaller buildings present around the main buildings. Access to the buildings was typically gained via Merthyr Road to the northeast.

The southern area of the site was redeveloped as a sports ground which included a bowling green, a putting green and a pavilion.

As the site development, the road infrastructure was improved which included a new roundabout adjacent to the southeast corner of the site.

Development continued in the vicinity of the site with a footbridge access across the river from the main site area (now removed).

In March 2009, Hoover confirmed that it was to cease production of washing machines and other laundry products at the factory. The plant closed in 2013 but the site was taken over by U.S. defence contractor General Dynamics to produce armoured vehicles for the British Army.

The site has remained relatively unchanged between the late 1980's and the present day with the northeast land parcel utilised as a car park by the 1990's.

The large factory located beyond the river to the west was demolished and fully cleared by 2019 in preparation for future redevelopment.

In 2024 Hoover announced it was withdrawing its remaining operation from Merthyr Tydfil.

HISTORIC AERIAL IMAGERY

An aerial shot of the Hoover factory at Pentrebach, Merthyr in 1988. Website source: https://www.walesonline.co.uk/news/local-news/gallery/archive-images-hoover-factory-Methyr-7495736

Aerial view of plan showing former Hoover Factory buildings © Google Earth 2001

Aerial view of site showing cleared brownfield site west of Hoover site © Google Earth 2022

HISTORIC PHOTO OF MAIN HOOVER BUILDING

CURRENT PHOTO OF MAIN HOOVER BUILDING

HOOVER FACTORY

First opened in 1948, the factory at Pentrebach became a key part of Merthyr Tydfil's industrial identity, employing up to 5,000 people at its peak. Positioned prominently at the gateway to the site is the Hoover factory's former head office building—an elegant and enduring example of Art Deco industrial architecture. With its curved corner, strong vertical proportions, and robust brick façade, this structure served as a proud face of the factory and remains a visual anchor for the area today.

The proposed development seeks to honour the architectural and cultural significance of this building by drawing inspiration from its key features and material character. These references aim to root the new development in its context, while celebrating the site's heritage in a contemporary way.

Key Design References

Inspired by the Head Office Building the following key design references could be integrated:

- Curved Motifs: The most distinctive feature of the head office is its sweeping curved corner. This motif could be echoed in key locations across the new development—particularly on prominent corner buildings—to soften edges, enhance legibility, and create visual continuity with the historic structure. For example, inspired by the curved form of the head office, the new Community Hub building(s) could incorporate rounded edges or curved features to create a distinctive gateway building, wayfinding point and add architectural character.
- Brick & Industrial Materials: The original building combines warm brickwork with industrial-scale windows framed in metal, expressing both solidity and elegance. The use of brick (or brick slips), steel, and glass in the new architecture can create a direct material dialogue with the historic office, helping new elements feel grounded in the site's industrial past.
- Vertical Emphasis: The head office's tall windows and vertical banding convey a sense of stature and rhythm. In the new development, similar vertical articulation—particularly on gateway buildings or entrances—could reinforce this visual language and subtly reference the landmark quality of the original.
- Public Realm Detailing: Elements such as brick / metal detailing and signage styles found on the historic building could be reflected in the design of street furniture, lighting columns, or entrance areas, embedding the site's story into everyday experiences.
- Historic Tapestry: A tapestry within the original head office building illustrates the history of the area. There is an opportunity to retain this feature and incorporate it within a new community or heritage space on site, or to donate it to a local archive or museum, preserving its value for future generations.

EXISTING CONTEXT

Pentracabch and Abercanaid are villages, located to the south of Merthyr Tydfil town centre. Pentrebach lies on the east side of the River Taff, Abercanaid on the west.

Pentrebach has its own railway station. This opened in 1886 on the standard gauge Taff Vale Railway which runs from Cardiff to Merthyr Tydfil alongside the River Taff.

The residential areas are characterised by two storey terraced housing.

Abercanaid has a dominant street pattern, broadly set on a grid, with long street. The grid is fragmented in several locations. Streets are typically narrow, with on-street parking and void of front gardens, privacy strips or greenery.

The more recent developments in the area are characterised by lower density detached and semi-detached housing served of lower order streets and cul-de-sacs, with front gardens and drives.

Homes are typically 2-storey with pitched roofs. With ridge lines typically running parallel to the street with the occasional gable fronted property. The terraced properties are typically a mix of stone and render with occasional brickwork detail or contrasting cills.
The more recent development is typically a mix of brick and render. There is a large colour palette in the surrounding area due to the range of renders used to personalise properties.

Roof colours vary with a mix of red, brown and/or grey slate / concrete tiles. Chimneys are an occasional feature of terraced properties, although they are absent from the newer properties. Where front boundary treatments exist, they are typically low stone/brick walls or the occasional open boundary/ fence. Properties towards the edge of the settlement typically back onto green space.

Light industrial sheds and retail units are located north and north-east of the site, within Triangle Business Park and Pentrebach Retail Park.

VILLAGES LOCATED OF SOUTH OF SITE

Chapel Street, Abercanaid

Anthony Hill Court, Pentrebach

Greenfield Terrace, Pentrebach

RETAIL & EMPLOYMENT PARK LOCATED TO EAST OF MAIN SITE

11. CONSTRAINTS & OPPORTUNITIES

The key site constraints and opportunities presented by the site are summarised below and graphically presented on page 35. The early identification of site constraints and opportunities has informed the design process, helping capture the full value of site and create a site layout that is sustainable and deliverable.

CONSTRAINTS

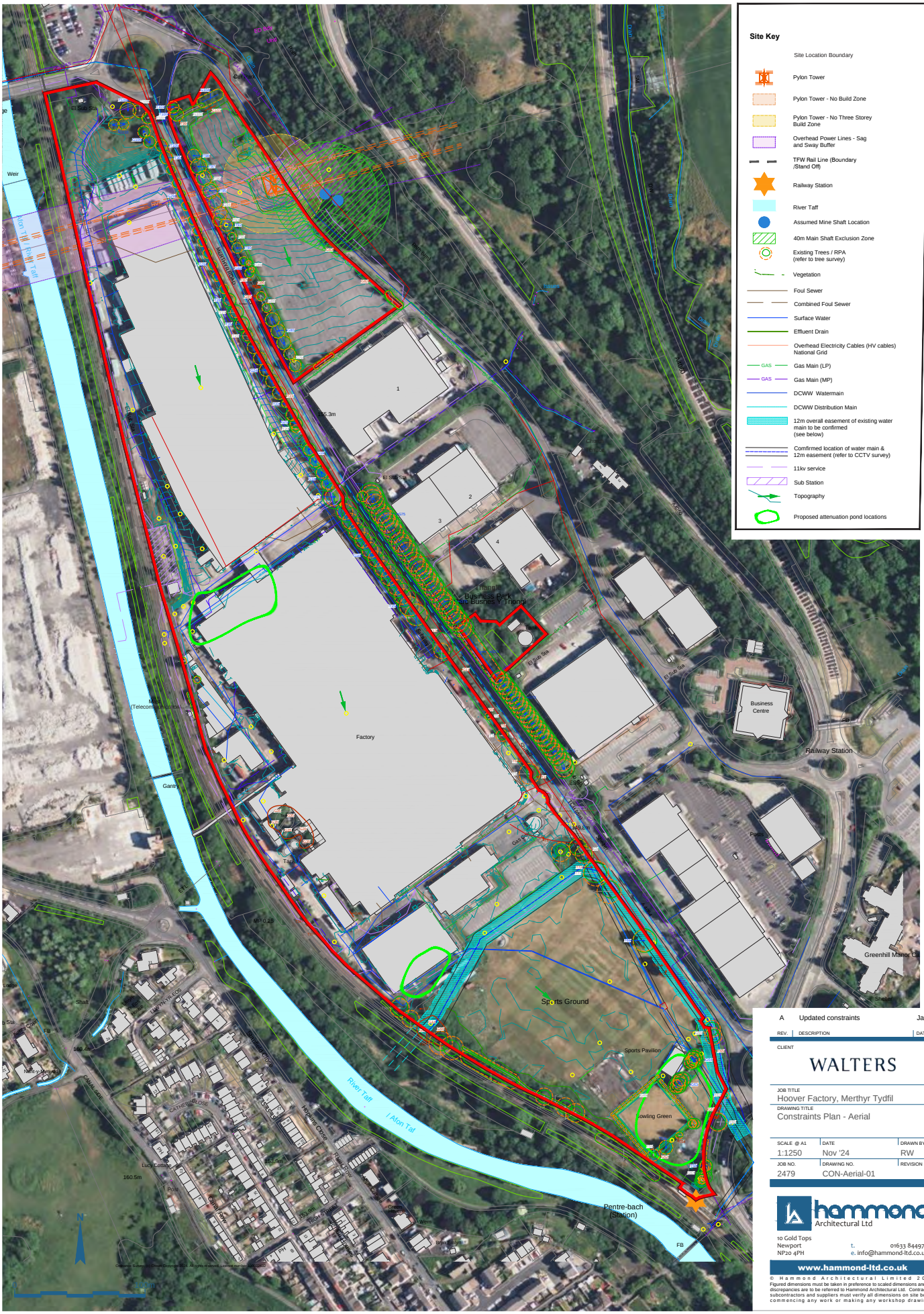
- Brownfield site: Soft ground conditions, contamination and underground obstructions from previous use will require remediation / diversion.
- Segregation: Poor presence and linkage with river due to the backland nature of the site.
- Existing Trees: Due consideration required to retained existing trees and vegetation where appropriate and possible.
- OHC & Pylon Tower No-Build and Height Restrictions: No-build / restricted build zone around pylons. Additional buffer for sag/sway of overhead power lines — impacts layout and height of development.
- TFW Rail Line Boundary (Stand Off Required): Rail corridor to be protected — offset from boundary may be required.
- 40m Mine Shaft Exclusion Zones: Fixed-radius zones around assumed mine shafts — no development allowed within these zones.
- Existing Trees / RPA (Root Protection Areas): Protected areas to avoid during development — can limit buildable area.
- Watercourses (River Taff, Surface Water, Effluent Drain): Setback distances likely required for ecological and flood management reasons.
- Sewer Infrastructure (Foul, Combined, Surface Water): Locations constrain positioning of new buildings and access routes. Combined sewer on Merthyr Road.
- DCWW Watermain and Easement Zones: Watermain dissects the site — 12m easement applies. Affects layout, especially near the southern boundary.
- Gas Infrastructure (Low and Medium Pressure Mains): Must be avoided or built around with safety offsets.
- Electricity Infrastructure (HV/11kV cables and substations): Alignments and substations limit development zones — easements likely required.
- Confirmed Redundant Drainage: Historic culverts and drainage systems now redundant — not a constraint but helpful to note for layout opportunities.
- Topography and Proposed Attenuation Ponds: Drainage and SUDs strategy will influence landform, layout, and placement of open space.

OPPORTUNITIES

- Sustainable Location: Located within an established residential area with direct access from Merthyr Road and strong road links via the A470 and A4060.
- Transport Connectivity: Close to Pentrebach rail station, with potential for a new station to the north. Proximity to NCN Route 8 (Taff Trail) and Trethick Trail supports active travel.
- Pedestrian & Cycle Movement: Opportunity to enhance pedestrian and cycle-friendly environments across the site, building on the existing active travel network, including provision of new crossings and the potential to formalise the connection through the retail park as a formal ATR although it is outside the control of the applicant.
- Allocated Brownfield Land: The site is LDP-allocated and forms part of the Hoover Strategic Regeneration Area, suitable for major mixed-use redevelopment.
- Flat and Flexible Land Parcels: Large, level areas of former employment land support flexible development layouts and delivery.
- River Taff & Green Infrastructure: The river and surrounding landscape are designated as a SINC, offering opportunities to create an accessible, ecologically rich green corridor.
- Landscape & Heritage: Mature vegetation and shelter belts, particularly along Merthyr Road, can be retained to reinforce site character and biodiversity.
- Cultural Identity: The Hoover factory frontage holds local significance and could be celebrated in the design to reflect the area's industrial heritage. Potential to reflect the Hoover Factory frontage and signage in the built form and reflect cultural heritage within the landscape and public realm.
- Policy Support: LDP Policy SW6 supports redevelopment as part of a wider regeneration strategy
- Open Space & Play: Potential to create a connected network of open spaces with recreation and natural play areas for residents and the wider community.
- Connectivity: Opportunity to improve movement through the site and link surrounding neighbourhoods.
- Drainage & SUDS: Redevelopment can reduce hard surfaces, manage flood risk, and incorporate sustainable drainage systems.
- Ecology & Biodiversity: Enhance ecological value and integrate biodiversity enhancements and mitigation measures into site-wide design.
- Sustainable Living: Deliver high-quality, energy-efficient homes that reduce environmental impact and support community cohesion.

Several key site constraints present challenges that require innovative design to ensure a functional, connected, and respectful development aligned with the site's strategic vision, historical and environmental context.

KEY OPPORTUNITIES & CONSTRAINTS PLAN



A Updated constraints Jan'25

REV. | DESCRIPTION | DATE

CLIENT

WALTERS

JOB TITLE
Hoover Factory, Merthyr Tydfil

DRAWING TITLE
Constraints Plan - Aerial

SCALE @ A1	DATE	DRAWN BY
1:1250	Nov '24	RW

JOB NO.	DRAWING NO.	REVISION
2479	CON-Aerial-01	

hammond Architectural Ltd
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12. CONCEPT DEVELOPMENT

Discussions with Merthyr Tydfil County Borough Council Local Planning Authority (MTCBC) has led to the evolution of the development concept, with key themes focusing on placemaking principles, open space design, and connectivity.

CONSULTATION

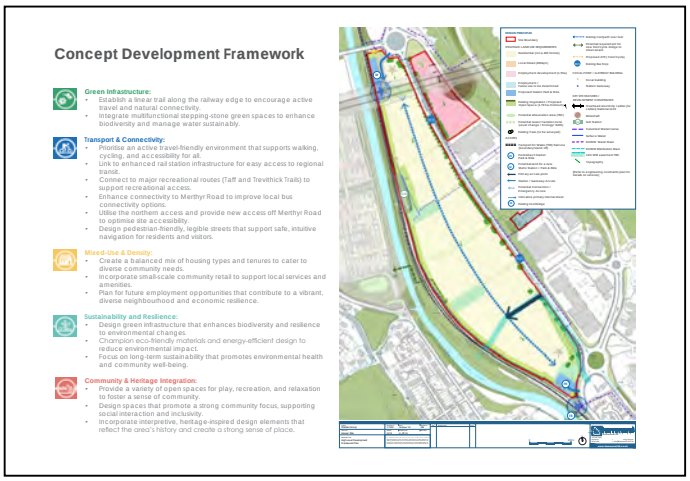
As part of the design evolution process, the Design Team engaged pro-actively with Merthyr Tydfil County Borough Council (MTCBC) by submitting preliminary information and participating in a series of Pre-Application Design Review meetings. These sessions were attended by officers from Planning, Sustainable Drainage Approval Body (SAB), and Highways, providing valuable interdisciplinary feedback throughout.

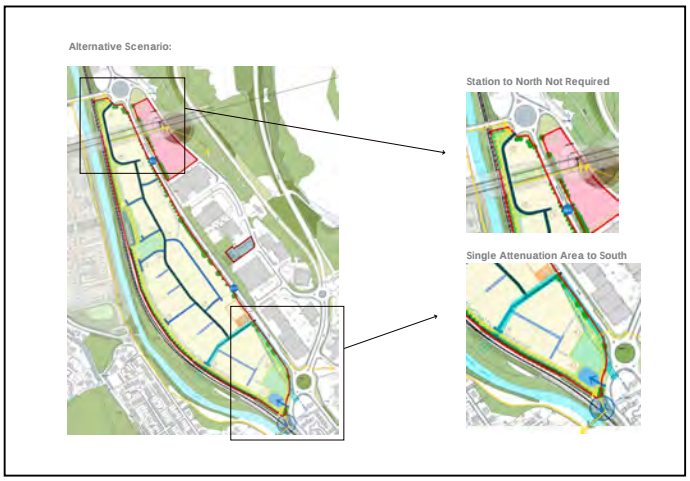
Key areas of discussion and refinement during these reviews included:

- Establishing appropriate access points and setting the site entrances.
- Strengthening rail connectivity and exploring integration with future transport infrastructure.
- Improving bus connectivity and accessibility.
- Enhancing pedestrian and cycle connections, particularly with nearby strategic routes.
- The integration and distribution of mixed land uses.
- Reviewing housing numbers and overall site capacity.
- Developing a robust green infrastructure framework.
- Enhancing the relationship between the site and the River Taff.
- Formulating an integrated SuDS strategy that supports site drainage and amenity.

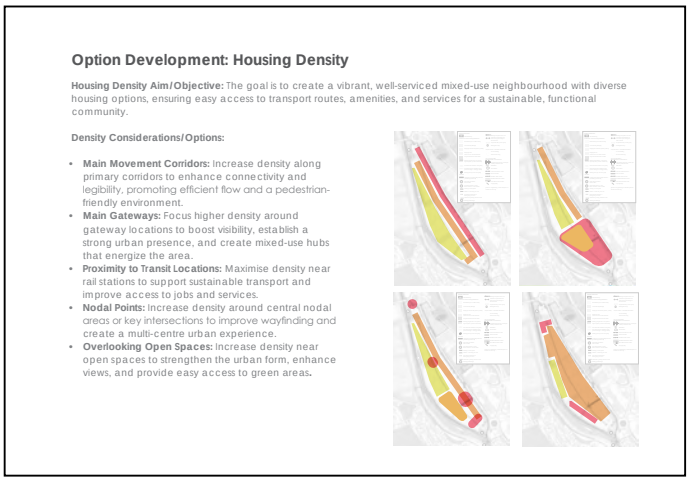
A selection of early concept plans is presented right/ below, illustrating how the scheme has evolved. The proposed scheme is presented in Section 13.

EARLY CONCEPT FRAMEWORK MAPPING





HOUSING DENSITY & CAPACITY TESTING



13. THE PROPOSAL

The Development Framework drawing presented on page 39 has been carefully developed to deliver a flexible framework for the site to be developed, that responds to the site's constraints and capitalises on its potential, thereby allowing the site's character and sense of place to naturally unfold. A Concept Masterplan is presented on Page 41 which is used to illustrate an example of how the built form could be achieved in accordance with the framework. The following sections summarise the key design parameters and placemaking principles, including the five objectives of good design outlined in TAN 12 (Character, Access, Movement, Environmental Sustainability and Community Safety).

LAYOUT

The proposed layout has been developed with the following key considerations in mind:

- Creating a new sustainable, and diverse residential community that actively promotes social well-being and encourages healthy lifestyle choices
- Delivering a coherent layout that fosters connectivity, making the most of opportunities to seamlessly integrate with the surrounding movement network. This approach in turn champions active and sustainable modes of travel.
- Establishing a green infrastructure network that seamlessly connects with the existing hedgerow network and semi-natural habitat, facilitating the movement of species throughout the landscape.
- Employing sustainable practices to effectively manage surface water flow across the site, channelling it toward the western corner.
- Orienting homes strategically to accommodate the installation of solar panels, thereby empowering the development to generate renewable electricity.
- Integrating and adhering to established easements, and flood constraints.
- Ensuring appropriate separation distances between houses, with special emphasis on maintaining appropriate distances between habitable rooms.

The key features of the layout and proposed design are summarised on the following pages.

USE & AMOUNT

- Provision of up to 441 new homes, comprising a range of house types and tenures that will support the creation of a mixed, affordable community.
- A Community Hub (circa 1000sqm)
- Employment use (over a 1.61ha site area),
- New and enhanced site access arrangements,
- An extensive green infrastructure network, a strong walking and cycling network.
- A network of supporting infrastructure, incorporating green streets, open space for natural play.
- An area for a potential Community Heat Hub .

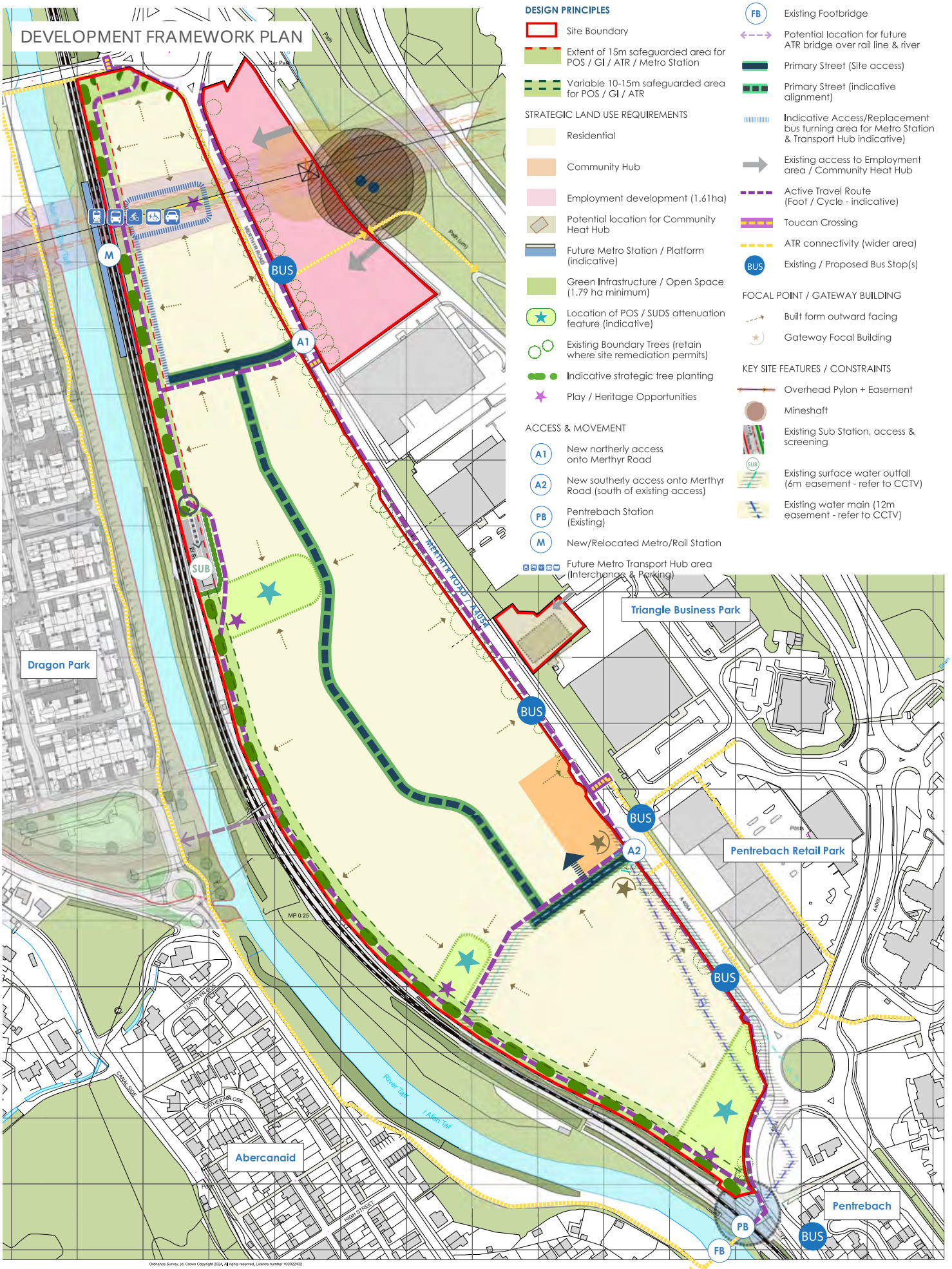
SCALE & DENSITY

- Homes will be typically two storey houses in keeping with the surrounding homes , with the potential to rise to 5 storeys in key places
- The proposed density targets 35-45 dwellings per hectare, based on an assessment of overall red line boundary and site capacity testing.

CHARACTER

- A characterful neighbourhood design is proposed, with a strong sense of place.
- Complementary Architectural Forms will be supported, enhancing the setting, unifying development, and aiding wayfinding.
- A permeable layout and landscaped streets will provide safe, well-connected routes and visual interest, linking to key areas and local services.
- Further details and the character, place and appearance is provided in Section 14.

DEVELOPMENT FRAMEWORK PLAN



DESIGN PRINCIPLES

- Site Boundary
- Extent of 15m safeguarded area for POS / GI / ATR / Metro Station
- Variable 10-15m safeguarded area for POS / GI / ATR

STRATEGIC LAND USE REQUIREMENTS

- Residential
- Community Hub
- Employment development (1.61ha)
- Potential location for Community Heat Hub
- Future Metro Station / Platform (indicative)
- Green Infrastructure / Open Space (1.79 ha minimum)
- Location of POS / SUDS attenuation feature (indicative)
- Existing Boundary Trees (retain where site remediation permits)
- Indicative strategic tree planting
- Play / Heritage Opportunities

ACCESS & MOVEMENT

- A1 — New northerly access onto Merthyr Road
- A2 — New southerly access onto Merthyr Road (south of existing access)
- PB — Pentrebach Station (Existing)
- M — New/Relocated Metro/Rail Station
- Future Metro Transport Hub area (Interchange & Parking)
- FB — Existing Footbridge
- Potential location for future ATR bridge over rail line & river
- Primary Street (Site access)
- Primary Street (indicative alignment)
- Indicative Access/Replacement bus turning area for Metro Station & Transport Hub indicative)
- Existing access to Employment area / Community Heat Hub
- Active Travel Route (Foot / Cycle - indicative)
- Toucan Crossing
- ATR connectivity (wider area)
- BUS — Existing / Proposed Bus Stop(s)

FOCAL POINT / GATEWAY BUILDING

- Built form outward facing
- Gateway Focal Building

KEY SITE FEATURES / CONSTRAINTS

- Overhead Pylon + Easement
- Mineshaft
- Existing Sub Station, access & screening
- SUB — Existing surface water outfall (6m easement - refer to CCTV)
- Existing water main (12m easement - refer to CCTV)

CLIENT: Walters Land	SCALE @ A3: 1:1250	DATE: Mar'25	DRAWN BY: GB
JOB TITLE: Hoover Site	JOB NO.: 2479	DRAWING NO.: DFP 01	REVISION: C
DRAWING TITLE: Development Framework Parameter Plan			

REV.	DESCRIPTION	DATE
C	ATR / Access updates /Key	Apr'25
B	ATR / Boundary / Access updates	Apr'25
A	Updated Key	-

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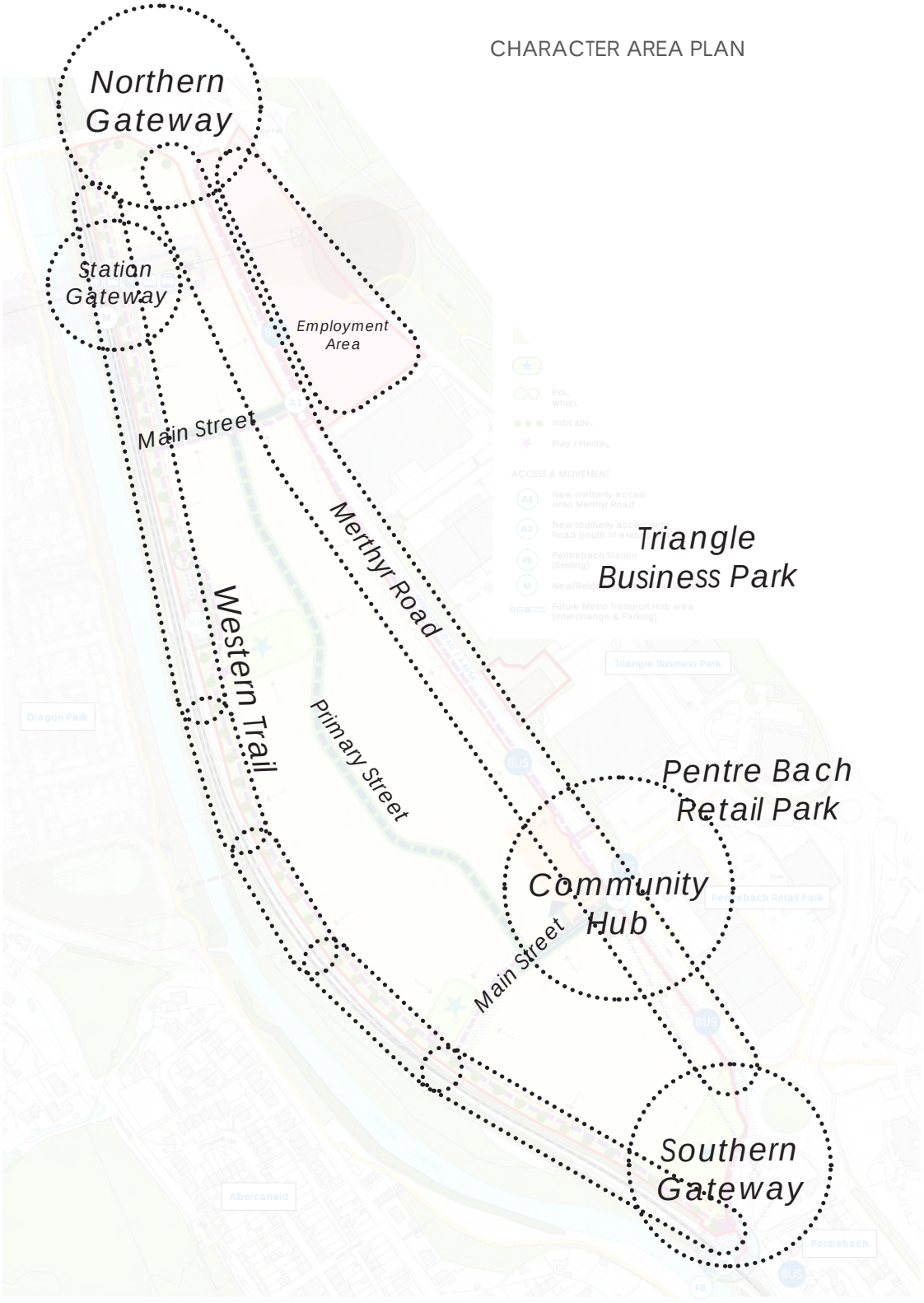
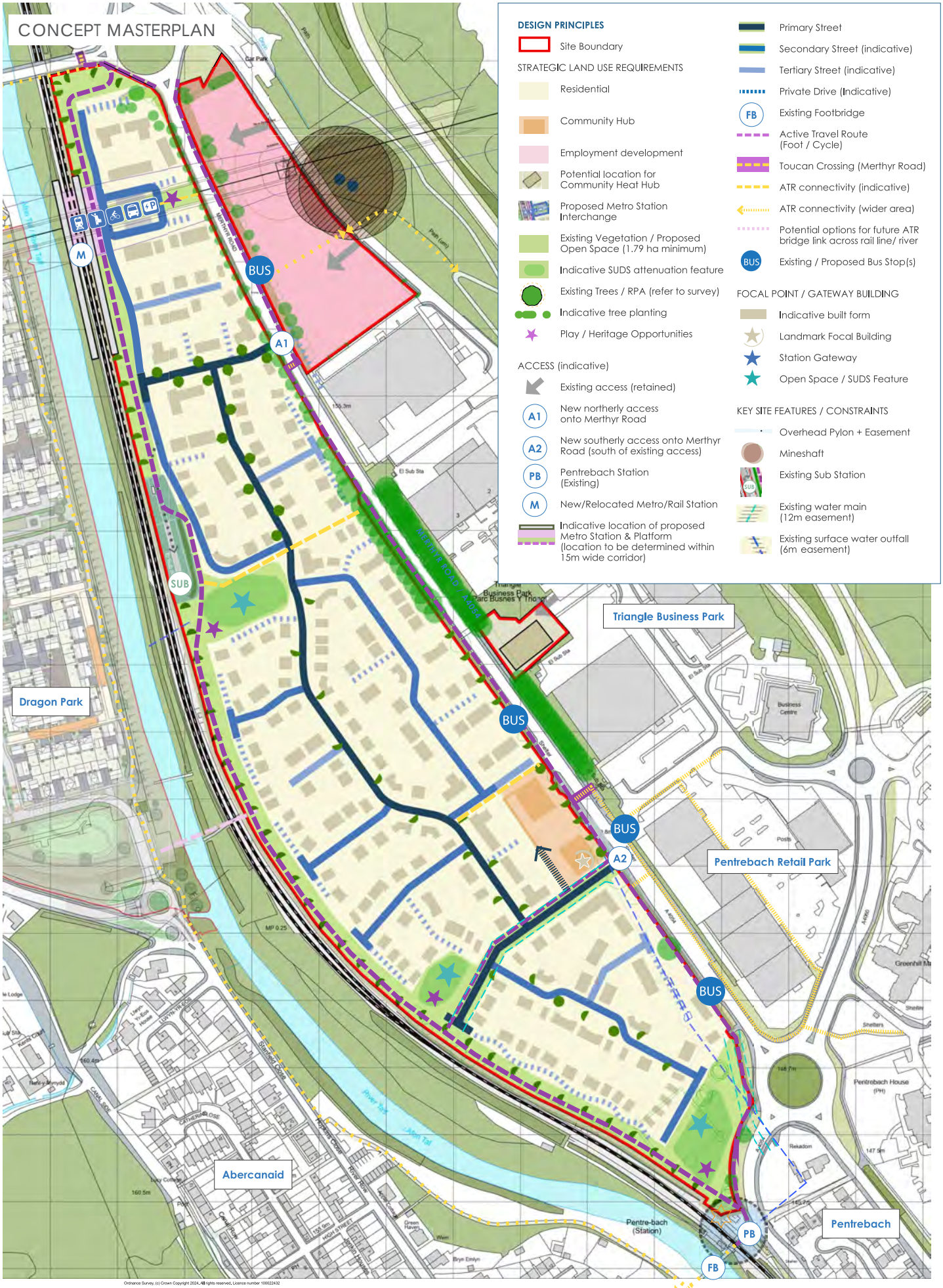
CHARACTER AREAS

The proposals seek to sensitively respond to the site's softer edges and deliver a new neighbourhood with a strong sense of place and greenery. The layout has been developed to work with site constraints and opportunities. This has in turn enable the character, appearance, and general feel of the site to evolve. Further details on the character and design of these areas are covered in the following sections.

CHARACTER AREA PLAN



CONCEPT MASTERPLAN



DESIGN PRINCIPLES

- Site Boundary

STRATEGIC LAND USE REQUIREMENTS

- Residential
- Community Hub
- Employment development
- Potential location for Community Heat Hub
- Proposed Metro Station Interchange
- Existing Vegetation / Proposed Open Space (1.79 ha minimum)
- Indicative SUDS attenuation feature
- Existing Trees / RPA (refer to survey)
- Indicative tree planting
- Play / Heritage Opportunities

ACCESS (indicative)

- Existing access (retained)
- A1 — New northerly access onto Merthyr Road
- A2 — New southerly access onto Merthyr Road (south of existing access)
- PB — Pentrebach Station (Existing)
- M — New/Relocated Metro/Rail Station
- Indicative location of proposed Metro Station & Platform (location to be determined within 15m wide corridor)
- Primary Street
- Secondary Street (indicative)
- Tertiary Street (indicative)
- Private Drive (Indicative)
- FB — Existing Footbridge
- Active Travel Route (Foot / Cycle)
- Toucan Crossing (Merthyr Road)
- ATR connectivity (indicative)
- ATR connectivity (wider area)
- Potential options for future ATR bridge link across rail line/ river
- BUS — Existing / Proposed Bus Stop(s)

FOCAL POINT / GATEWAY BUILDING

- Indicative built form
- Landmark Focal Building
- Station Gateway
- Open Space / SUDS Feature

KEY SITE FEATURES / CONSTRAINTS

- Overhead Pylon + Easement
- Mineshaft
- Existing Sub Station
- Existing water main (12m easement)
- Existing surface water outfall (6m easement)

CLIENT: Walters Land	SCALE @ A3: 1:1250	DATE: Apr '25	DRAWN BY: GB	REV.	DESCRIPTION	DATE
JOB TITLE: Hoover Site	JOB NO.: 2479	DRAWING NO.: ICF 01	REVISION	-	-	-
DRAWING TITLE: Illustrative Concept Framework Masterplan						

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Indicative concept sketch of the northern access from Merthyr Road, showing increased building scale along primary streets and outward-facing frontages to enhance street presence

Opportunity to create sociable places and actively involve the community in the development of green infrastructure, promoting collective participation and enhancing environmental sustainability.

Harmonising architectural designs will elevate the streetscape. Incorporating diverse housing styles, such as terraces, will strengthen the connection with existing homes and the community, fostering a sense of unity and continuity.

Opportunity to elevate the existing streetscape, create secure crossing points and new pathways. Aesthetically pleasing green infrastructure, encouraging will help enhance connectivity and support active travel and fostering a vibrant, pedestrian-friendly and connected environment.

Indicative concept sketch of the central attenuation feature positioned alongside the main street, aligned with the easement and linking into the western trail network.

The use of unified building materials and consistent setbacks, combined with parking located to the side, ensures a seamless and harmonious architectural integration. This thoughtful approach will help enhance the overall aesthetic appeal but also fosters a sense of unity, providing a welcoming atmosphere for people redesigning and moving through the area.

Robust structural verge and tree planting, accentuating a clear hierarchy, while managing surface water and enriching the urban landscape.

14. GREEN & BLUE INFRASTRUCTURE

The proposals seek to sensitively respond to the site's softer edges and deliver a new neighbourhood with a strong sense of place and greenery. The layout has been developed to work with site constraints and opportunities. This has in turn enable the character, appearance, and general feel of the site to evolve.

GREEN INFRASTRUCTURE STRATEGY

A mixture of multifunctional public open space, native tree, hedgerow, wildflower habitat, bioretention features and on-plot soft landscape will significantly enhance the ecological value of the site and deliver biodiversity net gain for the development.

Proposed GI Enhancements

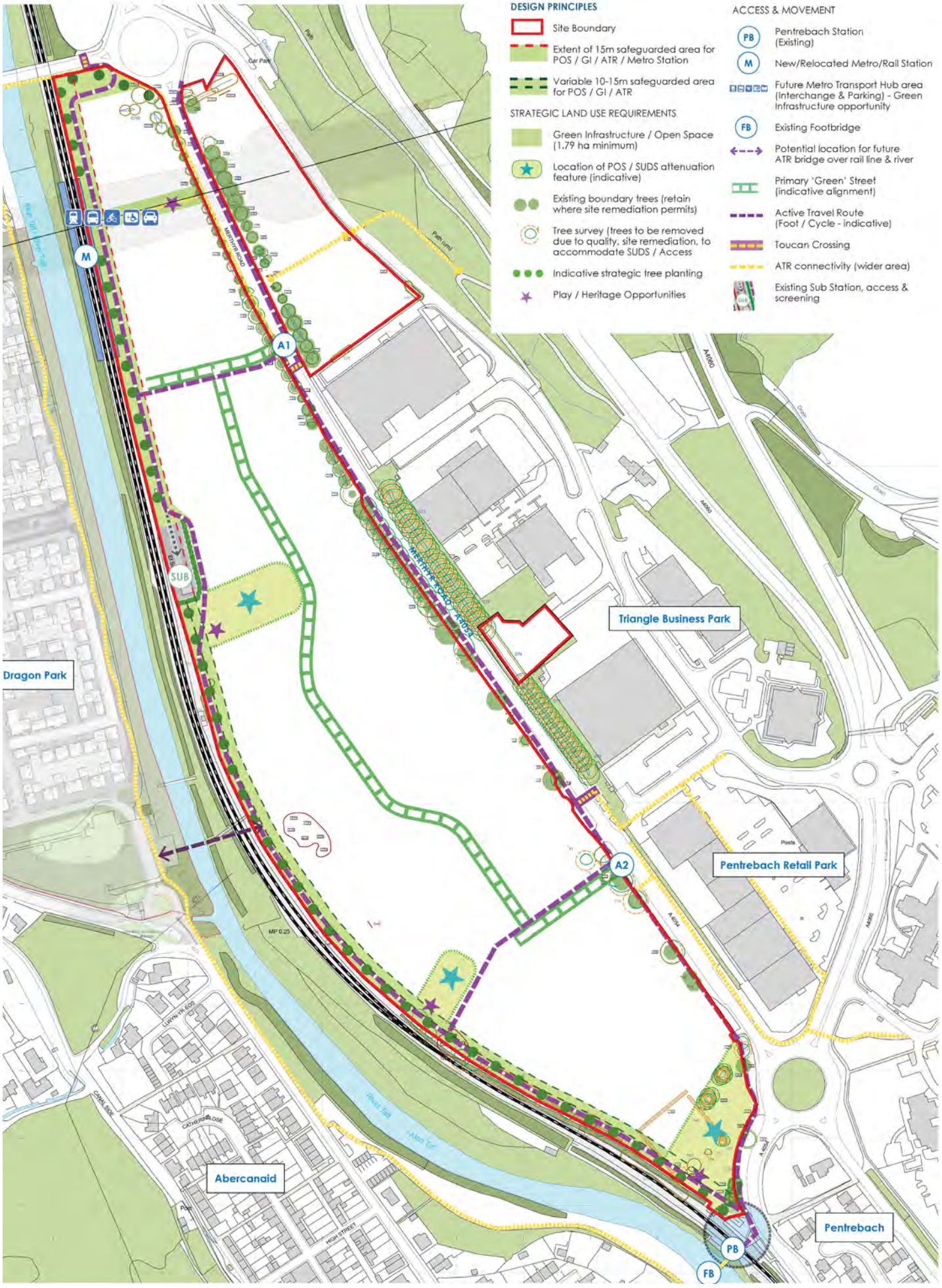
Green Infrastructure enhancements and open space provision are central to the regeneration of the Hoover site. New GI assets will include the following:

- A green perimeter to the site including new trees, woodland and understorey planting.
- Multifunctional open spaces of sufficient quantity and quality across the site, for play and recreation (including areas of natural play).
- New planting throughout the development using distinctive formal and informal planting to support character areas. Planting will include native trees, hedgerows, shrubs and perennials and wildflower meadow habitat.
- A native woodland buffer to the existing railway line that has ecological benefit and creates a positive interface between the railway corridor and residential uses.
- SUDs features across the site that will be experienced by residents on a daily basis.
- The prominent treatment of water at surface level, directly outside homes, maximises legibility of the wider drainage system, enables residents to follow and understand the stages of water treatment across the site. The visibility of water as it travels through the landscape, and the personal-scale ecosystems created will provide a resource for local environmental education and opportunities for social cohesion.

Formal avenue planting & public realm design tailored to foster a pedestrian-friendly, sociable streets and spaces, ensuring secure movement while effectively managing surface water and promoting biodiversity.

Open landscape serving as versatile space that facilitates various activities and gatherings, fostering social interactions and strengthening the community fabric.

GREEN & BLUE INFRASTRUCTURE FRAMEWORK PLAN



DRAINAGE STRATEGY

The site is brownfield in nature and discharges to both the River Taff and surface water drainage network. Conveyance of runoff will be overland where possible with primary surface water attenuation being provided within detention basins (underlain with cellular storage) situated strategically across the site. A summary of the drainage strategy is provide below. Refer to QuadConsult Limited Drainage Strategy for further details.

Surface Water

The surface water drainage strategy will comply with SAB/SuDS protocols and work within the site layout and constraints of the proposed development.

QuadConsult Limited have prepared an existing catchment plan to determine brownfield runoff rates. Predicted discharge rates have then been calculated using the modified rational method (refer to Drainage Strategy). For preliminary design purposes these attenuation volumes have been distributed across the site so that the surface water can be treated 'at source' in accordance with CIRIA C753.

An indicative capacity layout (right) illustrates space for attenuation and roadside conveyance over much of its length with opportunities to incorporate porous pavements within private roads, access ways and parking zones.

The general fall of the proposed development will be north to south with a gentle incline towards the western boundary. This will present good opportunities to reinforce the 'green corridor' proposed along the western boundary with the rail line with swales and bioretention strips that link back into the detention basins and site in general to encourage biodiversity and amenity well into the development. This zone also presents a valuable function for flood routing (if ever required) in extreme storm events by directing exceedance flows away from the properties. The 'green corridor' could also incorporate a small raised 'bund' area to prevent flows exiting the site towards the rail line, routing them in a southerly direction back towards the main road and River.

Foul Drainage

A pre-planning enquiry has been sent to DCWW who have responded positively with an approved point of connection for al foul water from the proposed development. QuadConsult Limited may seek to request a second or alternative connection point following detailed design subject to level checks. The drainage will operate via gravity with no pumping envisaged at this stage. Foul drainage for a community hub has been allowed for in the calculations outlined in the Drainage Strategy.

Land Drainage

No existing land drainage is evident on the topographical survey and as a result no diversions are envisaged.

Other Drainage

Existing Private Drainage onsite will be used where possible, this will be subject approvals with the relevant authorities.

DRAINAGE STRATEGY OVER EARLY CAPACITY SKETCH

Rain gardens through the site, managing surface water and enlivening the street.

LANDSCAPE & OPEN SPACE STRATEGY

The landscape strategy for the development has been shaped by the site's physical characteristics, surrounding context, and aspirations for a high-quality, well-connected and multi-functional public realm. A network of linked open spaces, green corridors and planted areas will define the structure and character of the development, contributing to biodiversity, surface water management, and the creation of a distinctive sense of place.

Western Trail

A key landscape feature will be the Western Trail, which comprises a 'green corridor' running along the site's western edge adjacent to the railway line, with the River Taff corridor beyond. This space will form a linear green corridor, offering a pleasant walking and cycling environment on the edge of the development.

A meandering walking and cycling route will provide a key active travel link through the site, connecting to the existing Pentrebach Station to the south and proposed future Metro station to the north.

The trail will accommodate SuDS features such as rain gardens and swales, integrating functional drainage with soft landscaping.

Existing trees will be retained where appropriate to provide screening, maturity and ecological value, complemented by new tree planting to reinforce the green edge.

The public realm in this area will be uplifted with new planting, surfacing and seating, creating a high-quality, accessible and inviting environment.

Views out to the distant hillside will be framed by openings in planting, enhancing orientation and creating visual connections to the wider landscape.

There are opportunities for heritage interpretation and natural play features along this route, supporting informal recreation and celebrating the site's context.

A series of attenuation basins will be positioned to step down through the site in response to the natural topography. These will be designed as multi-functional landscape features, linked into the wider network of publicly accessible green spaces, reinforcing pedestrian and cycle connectivity across the site. The basins will be generously planted with appropriate wetland and marginal species to support biodiversity and seasonal interest.

Gently sloping sides and surrounding open space will allow for informal play and walking, ensuring they are attractive and usable in dry conditions.

Indicative concept sketch showing homes overlooking the Western Trail.

Illustrative photos showcasing opportunities for informal play, recreation, and outdoor fitness within natural green space.

Gateway Spaces

Two gateway spaces will bookend the western trail, providing distinct arrival points into the development.

Northern Gateway:

- This space will respond sensitively to the site's changing levels, using the natural topography to create a distinctive and characterful arrival point from the north. The design will focus on providing clear and legible active travel connections, seamlessly linking the wider movement network into and across the site.

- Where possible, existing trees will be retained to provide a sense of maturity and continuity, while new planting and surface treatments will enhance the visual quality of the space. Though modest in scale, this gateway will play a key role in establishing a positive first impression and supporting sustainable travel choices for future users.

Southern Gateway:

- This area will undergo a complete transformation, becoming a high-quality arrival space that integrates with the Western Trail and the nearby rail station.

- The space will be designed as a multi-functional landscaped area, with attenuation basins that are carefully planted to support biodiversity and seasonal interest. Gently sloping sides and adjacent open areas will allow for informal play and walking, ensuring these features are attractive and usable throughout the year.

- The landscape will also incorporate seating, planting, and signage to create a welcoming and functional node, establishing a clear and legible link to the start of the Western Trail.

Merthyr Road Avenue Planting

The frontage along Merthyr Road will be enhanced to create a strong avenue character, offering a welcoming edge to the development.

Existing trees will be retained where feasible, preserving visual maturity and continuity. New tree planting and verge enhancements will reinforce the avenue structure, support biodiversity, and create a more attractive environment for pedestrians and bus users.

Community Hub

The landscape around the new Community Hub will form a focal point within the development, creating a welcoming and accessible space that supports social interaction, community events, and day-to-day use.

The design will adopt a more formal public realm character, with structured planting and clearly defined spaces that reflect the civic nature of the hub.

Ornamental planting beds, seating areas, and tree-lined edges will create an attractive and comfortable environment for people to meet and spend time.

Integrated lighting, signage, and wayfinding will contribute to a safe, legible and inviting setting, reinforcing the hub's role as a key destination within the site.

Green Streets

Internal streets will be designed with a strong emphasis on landscape and quality of place. Street trees and soft verges will be included wherever space allows, promoting traffic calming and improving visual quality. Planting will help define character areas and provide seasonal colour and structure. The use of rain gardens or swales within streets will be explored to support sustainable drainage and enrich the streetscape.

Indicative concept sketch showing homes overlooking the Southern Gateway multifunctional space, with views and access to the western recreational trail.

Accessible street featuring distinct changes in surface material, integrated tactile paving, combined with Sustainable Urban Drainage Systems (SUDS), ensuring a safe, inclusive environment.

AMENITY & BIODIVERSITY BENEFITS

The development will incorporate a carefully considered network of landscaped spaces and open areas that deliver multiple benefits, beyond their primary functions.

Soft SuDS features such as rain gardens, swales and bioretention areas will be fully integrated into the landscape design. These elements will be designed not only for effective surface water management, but also to contribute positively to the visual character and amenity value of the site.

The design of these features—including their shape, planting, and materiality—will ensure they create attractive and engaging spaces for future residents and visitors.

Native and diverse planting, including tree planting and species-rich grassland, will support biodiversity and ecological connectivity across the site. These landscaped areas will provide opportunities for informal recreation, nature engagement, and passive surveillance, supporting health and well-being.

Where appropriate, SuDS features will be designed to provide habitats for pollinators, amphibians and other species.

The open space network will link key areas across the site, contributing to its overall legibility and creating a strong, place-specific identity. Collectively, these measures will deliver a resilient and multifunctional landscape that enhances both the environmental quality and day-to-day experience of the development.

Grow Green Manchester: Vegetable & herb growing area, play area and seating, all installed to encourage local residents to engage with West Gorton Community Park

Informal mown paths offering recreational walking routes through open green space, encouraging exploration and casual enjoyment of the landscape.

15. MOVEMENT & ACCESS STRATEGY

The proposed residential development aims to create a vibrant and accessible community. The design focuses on ensuring convenient access, promoting sustainable modes of transportation, and enhancing the overall connectivity within and around the site. The site location will encourage and promote sustainable travel behaviour, attract residents who choose not to own a car or have low car ownership and is fully in accordance with transport policies in Future Wales, PPW12, and TAN18.

ACCESS & LAYOUT

The key elements of the Movement and Access Strategy, which shape the Development Framework Plan, are illustrated on the Movement and Access Strategy Plan on page 51) and summarised below, drawing on information from the Transport Assessment. Further details can be found in the accompanying Transport Strategy and Travel Plan.

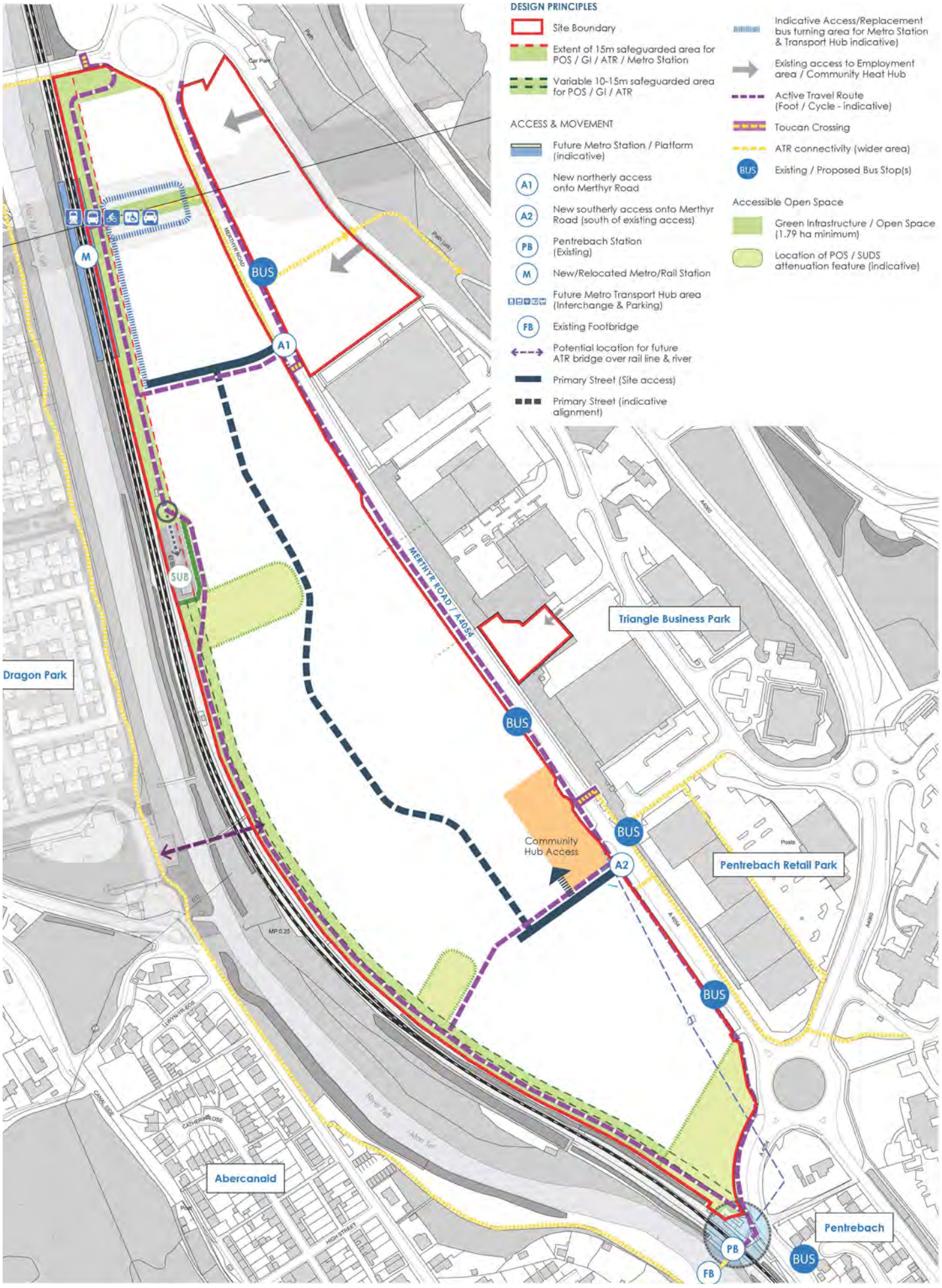
Vehicular Access

- Vehicular access to the main western parcel would be obtained from two new accesses onto Merthyr Road.
- The employment land to the east of Merthyr Road would be accessed from the two existing access points onto the Triangle Business Park Road.
- The small parcel for the Community Heat Hub would be accessed through the Triangle Business Park as it benefits from an existing right of way.
- The only new access points would be into the main western parcel and general arrangement designs of each access point have been considered accordingly.
- The general arrangement plans for the northern access (A1) and the southern access (A2) , including swept path analysis, are shown on pages 52 to 53.
- Based on pre-application discussions with the highway authority, the preference was for right turn lane junctions into the site.
- Both accesses provide space for drainage / planting in the verge within the site.
- An access road to a potential service area for the Community Hub has also been shown on the A2 general arrangement drawing. This is indicative at this stage and would only likely accommodate a low level of service vehicle movements, which would be likely be smaller rigid HGVs, box vans and panel vans.
- These parameters have been accepted by the highway authority as part of pre-application discussions.

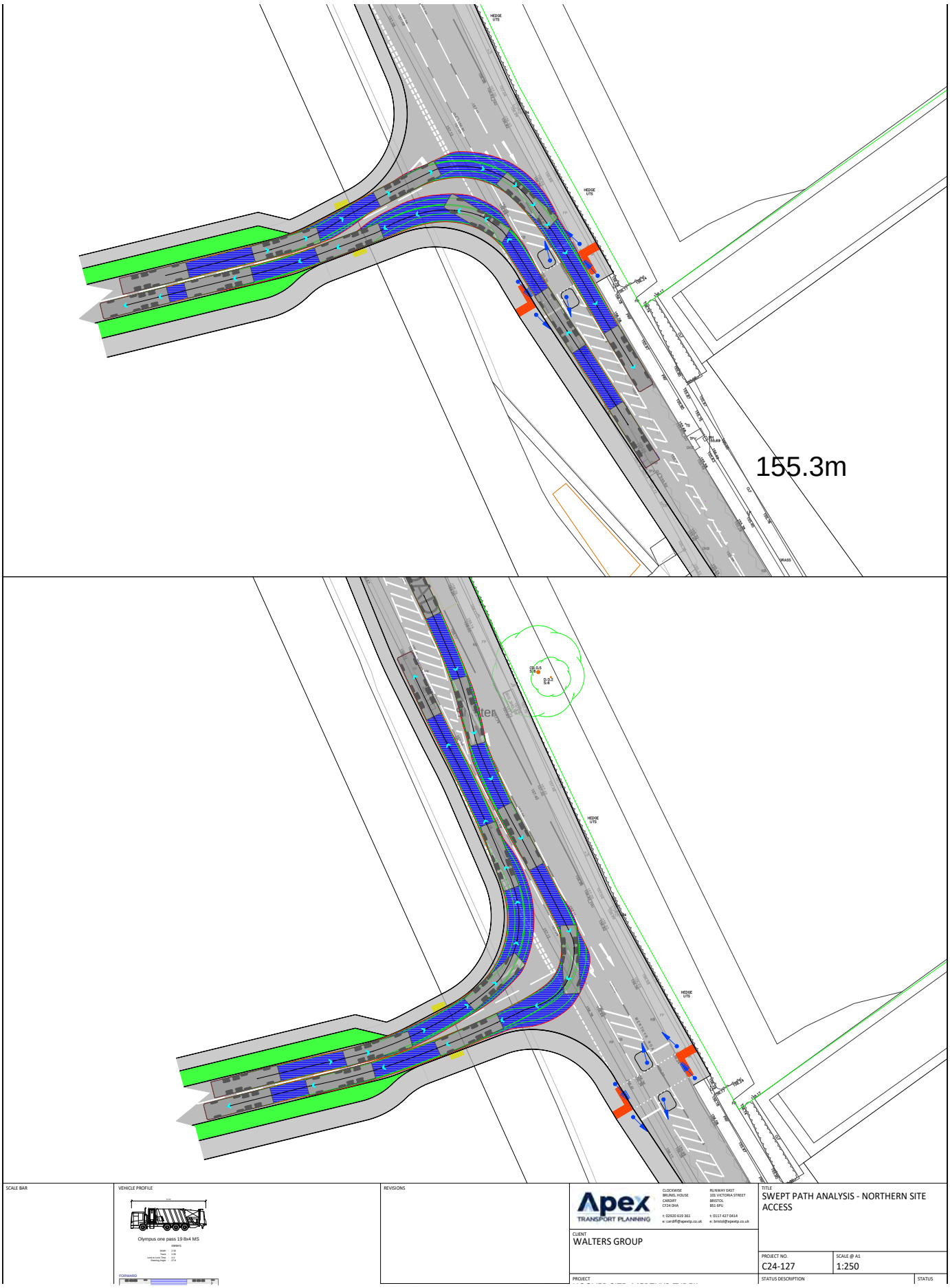
Pedestrian and Cyclist Access

- The internal site arrangements have been developed in line with the design principles set out in the RLDP for the HSRA and prioritise walking and cycling.
- Both vehicular access points into the main western land parcel will be provided with a footway or footway / cycleway on either side of the carriageway to enable pedestrian and cyclist access at these locations.
- In addition, the concept masterplan shows an active travel route running along the western boundary, as well as a potential footbridge across the River Taff, connecting to the residential area to the west at Dragon Park. The active travel links would connect to the Pentrebach Rail Station to the south and the existing ATNM route over the bridge to the north.
- The proposed footway / cycleway on Merthyr Road would also link into the eastern employment land parcel, and footways are provided into this parcel from the Triangle Business Park Road on its eastern boundary.
- A route could be provided between these, to potentially link up with the national cycle route to the east, as shown on the concept masterplan.
- The extensive active travel routes and dropped kerb crossings proposed provide an enhancement to the existing active travel facilities in this area, as well as facilitate the delivery of part of a MTCBC proposed future active travel route for cycling along Merthyr Road.
- The internal arrangements are considered safe and suitable for this site which will also have a lowspeed environment, and the design of the site and multiple connections points will encourage walking and cycling movements.
- The site is well connected to its surrounds and enhances the existing facilities available to residents. As such, this ensures a fully permeable development consistent with the requirements in PPW12.

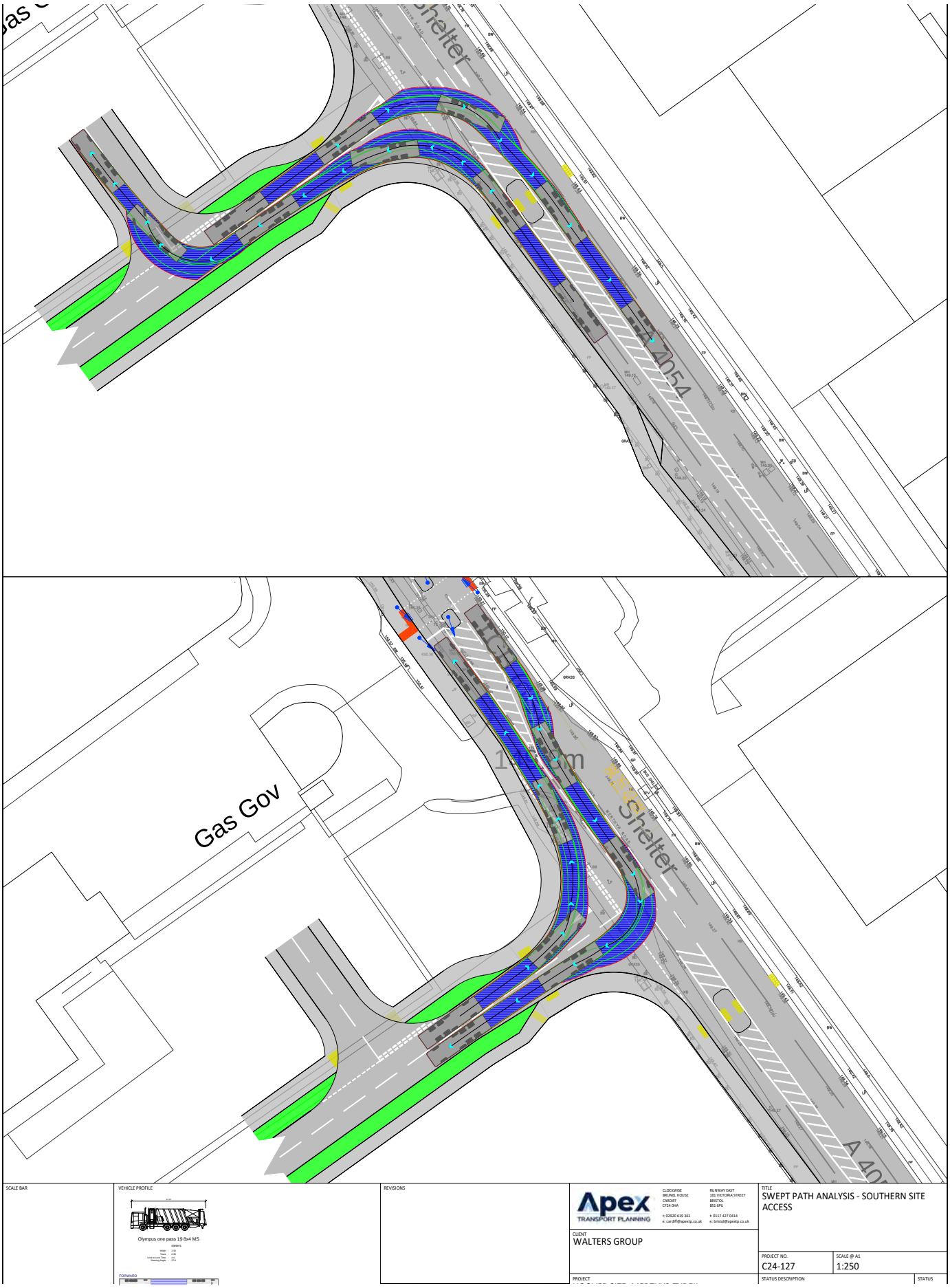
MOVEMENT & ACCESS FRAMEWORK PLAN



GENERAL ARRANGEMENT PLAN FOR NORTHERN ACCESS (A1)



GENERAL ARRANGEMENT PLAN FOR SOUTHERN ACCESS (A2)



Active Travel Routes & Crossings

- A 3m wide Active Travel route is proposed along the frontage of the site on the western side of the Merthyr Road carriageway between the southernmost bus stop and the proposed northern access.
- At the southern end of the site, this route can continue adjacent to the carriageway to connect to Pentrebach Rail Station.
- At the northern site access, the 3m wide active travel route crosses to the south of the access at a new toucan crossing point, where it continues north adjacent to the boundary of the employment site. This allows the employment site to be connected to the active travel route, which continues to the north and can link to the existing crossing and active travel route at the Pentrebach Road / Merthyr Road roundabout.
- At the crossover point on Merthyr Road appropriate signage and road markings will be provided for cyclists to inform them that the route continues on the opposite side of the carriageway.
- A series of toucan crossings will provide access to the Active Travel Routes and nearby bus stops, as well as key local destinations such as Pentrebach Retail Park and Triangle Business Park. In addition, they will act as a traffic calming measures, helping to reduce vehicle speeds.

Street Network

- The Development Framework plan shows the proposed access road will continue into the site as the main spine road, serving dwellings along its frontage and enabling access to internal driveways and shared space areas.
- The internal access road will be linked between the two access points, although the design of the route would slow vehicle movements and would not attract through movements as an alternative route to Merthyr Road.
- Although this is an outline application, the principle of the scheme would be for the internal site layout to be designed to minimise the speeds of vehicular traffic and prioritise walking and cycling movements and will include the provision of shared surfaces, where appropriate.
- Further details on Street Hierarchy principles are provided on pages 55 and 56.

Vehicle Speeds

- The site is accessed from Merthyr Road (A4054) which is subject to a 40mph speed limit.
- The site will be designed to keep speeds to 20mph or below and suitable forward visibility around bends would be provided for 15-20mph speeds (15-25m).

Parking

- As this is an outline application and the masterplan is a concept, all details of parking can be agreed as part of a reserved matters application. However, this section sets out the standards which would be applicable to the scheme.
- Given the sustainable location of the site and in accordance with the policies in Future Wales and PPW12, there is an opportunity to provide a reduced level of parking on the site. There was also an acceptance of a reduction in the maximum parking provision for the Dragon Parc application and that site has a less sustainable location in terms of proximity to bus stops, retail facilities and rail stations that the proposed development.
- Reduced parking provision from the maximum standards is considered to be in accordance with the Welsh Government overarching planning policy Future Wales: The National Plan 2040 which states that "Planning authorities should promote car-free and low car developments in accessible locations."
- All houses will be provided with secure cycle parking within the curtilage of each individual dwelling, in line with guidance. As such the proposals will provide an appropriate level of cycle parking in accordance with the guidance and the full details of this will be agreed as part of a reserved matters application.

Servicing & Emergency Access

- Servicing would mainly relate to refuse collection which would be undertaken internally within the site. Swept path analysis has been undertaken using a large refuse vehicle to show these vehicles turning in and out of each access.
- A fire tender will also be able to get within 45 metres of all properties and turn within the site, as needed. As such, the layout agreed as part of the reserved matters application will be appropriate for access by emergency vehicles.

Future Metro Station

- The Development Framework safeguards land towards the north-western corner of the site for a future Metro Station, together with an area for a potential park and ride facility. This is shown as the future Metro Transport Hub area and would incorporate a bus turning facility and cycle parking.

Travel Plan

A Framework Travel Plan has been produced which sets out measures to further minimise the impact of the development on the network and encourage a modal shift. This will be produced in full prior to occupation and measures implemented accordingly.

STREET HIERARCHY

The development will be structured around a clear and legible street hierarchy that supports movement, placemaking, and sustainable drainage.

Street types are indicative and reflect their intended function, allowing flexibility for detailed design.

An overview of potential street types is provided below and illustrated as typical cross-sections on page 56. The Street Hierarchy Summary Table outlines indicative dimensions, movement functions, and landscape elements for each type. These principles are also illustrated in the Street Hierarchy Parameter diagram to the right.

In addition to the main street network, 'cut-throughs' will be incorporated to enhance permeability and ensure active travel links are direct, convenient, and well-integrated with surrounding routes.

- Main 'Access' Street: The primary route into the site from Merthyr Road, designed to accommodate all modes of transport and connect active travel routes between Merthyr Road and the Western Trail green corridor. Multifunctional verges are provided on both sides, with a 3m active travel route on one side and a 2m footpath on the other. The carriageway will be typically designed to 6.0m to accommodate all vehicles, including buses serving the Future Metro.
- Primary 'Internal' Street: A key internal spine street connecting the site's two main access points, prioritising multi-modal movement and a structured landscape approach. These streets will typically include footpaths on both sides, on-carriageway cycling, and an enhanced public realm to support legibility and accessibility.

INDICATIVE STREET HIERARCHY PLAN

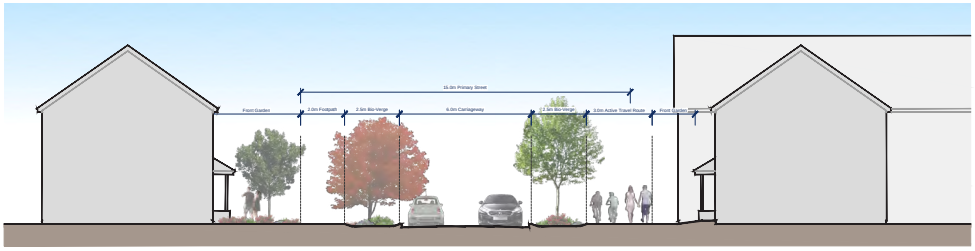
- Secondary 'Green' Street: A series of connected streets serving lower-density residential areas, supporting a more informal and green character. Typically, a 2m footpath is provided with green infrastructure to one side.
- Local Streets: Smaller-scale streets that have a more informal layout, quieter character, with detailed design and layout to be determined at reserved matters stage, allowing flexibility in response to specific site conditions.

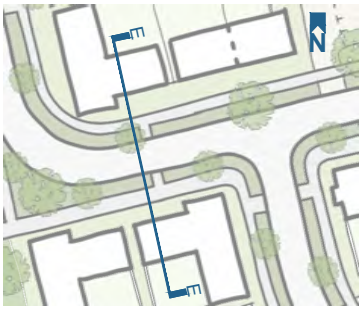
INDICATIVE STREET HIERARCHY TABLE

Street Type	Carriageway Width	Footpath(s)	Cycle Provision	Green Infrastructure	Notes
Main Street (Access A1)	Min. 6.0m (bus route)	3m shared foot/ cycle ATR + 2m footpath	Off-carriageway (shared ATR)	GI to both sides	Primary movement corridor; bus route to future Metro Station
Main Street (Access A2)	Min. 6.0m	3m shared foot/ cycle ATR + 2m footpath	Off-carriageway (shared ATR)	GI to both sides	Primary movement corridor; access to Community Hub
Primary Internal Street	Min. 5.5m	2m footpath to both sides	On-carriageway	GI typically to both sides	Key internal spine street linking main access roads; meandering design
Secondary Street	~ 5.0 to 5.5m	2m footpath to both sides	On-carriageway cycling	GI typically to one side	Local access for lower-density areas
Local Street (typical)	~ 5.0 to 5.5m	2m footpath to one side	On-carriageway cycling	Informal landscape elements	Local access for lower-density areas
Local Street (shared)	~ 6.8m	2m (typically shared or to one side)	Not dedicated	Informal landscape elements	Quiet, residential areas; informal/shared surfaces; detailed design at later stage

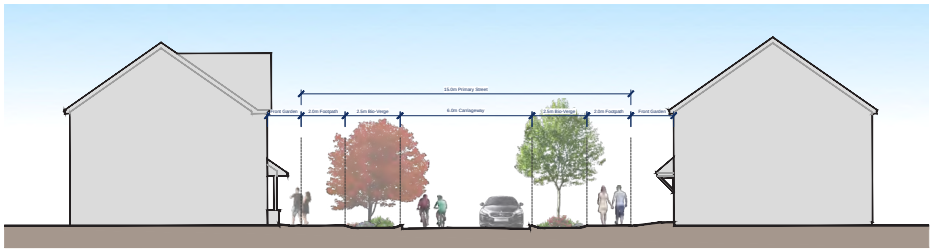
STREET HIERARCHY DRAWINGS

Main Access Street - Main Access route (3m ATR + 2m Footpath + GI verges)

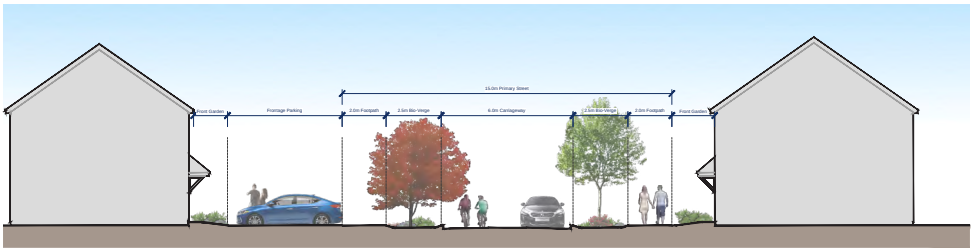




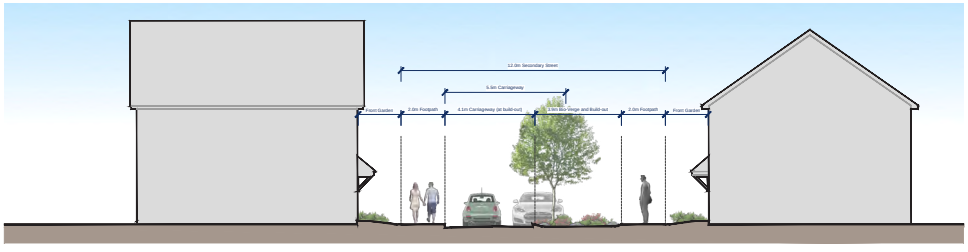
Primary Internal Street - (2m Footpaths + GI verge to both sides, parking to side)



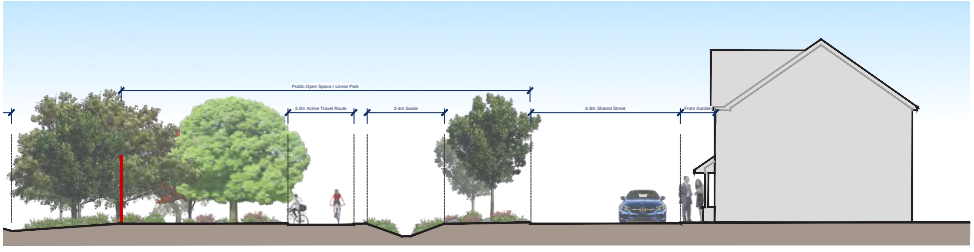
Primary & Secondary Street - (2m Footpaths + GI verge to one/both sides, parking to side/front)



Local Street - (2m Footpaths + GI verge to one site, parking to side)



Local Street - (informal corridor, flexible shared street design, with safe walking corridor)



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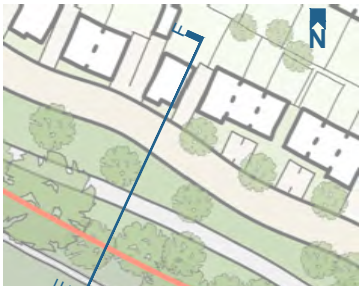


16. BUILT FORM & APPEARANCE

This DAS is not intended to precisely define the built form and appearance rather set key guiding principles to inform the detailed design stage. This section identifies a series of high-level principles that will help achieve a vibrant and visually appealing mixed use layout:

DENSITY, SCALE & MASSING

The outline planning application advocates up to 441 new homes across the site. The proposed site targets an average density of 35-45 dwellings per hectare, with building heights typically at 2 storeys, aligning with the existing residential development in the area, where homes commonly consist of 2 storeys, rising up to 3 storeys to help reinforce key spaces and corners. The potential to rise further to 5 storeys for a focal building(s) at the site gateway(s) could be considered.

A range of housing types, size and tenures can be accommodated across the development to encourage a balanced community mix and add a richness in townscape; helping create a sense of place and aiding legibility and wayfinding.

The Development Framework and Concept Masterplan identify the southern Main Access (A2) and Community Hub entrance as a key location for focal buildings that signal arrival, create a welcoming gateway, and reference the site's heritage. Variations in building form and height around this area could help define key spaces, enhance legibility, and support wayfinding. For example, a 3 to 4 storey residential apartment block could be positioned near the entrance, while the Community Hub itself—though likely to remain single storey in line with typical retail and community uses—could be accentuated through increased roof heights, landmark features, or distinctive architectural treatment to reinforce its prominence.

SCALE PARAMETERS - RESIDENTIAL

While the exact development scale remains flexible, the plot parameters schedule below has been prepared in response to outline planning application requirements, providing an indication of typical size parameters for key built components.

Given the outline nature of the application, these parameters are illustrative and intended to guide, rather than fix, future detailed proposals. They help establish a framework for scale and massing across the site while allowing sufficient flexibility for future design development in response to evolving needs, site conditions, and design refinement.

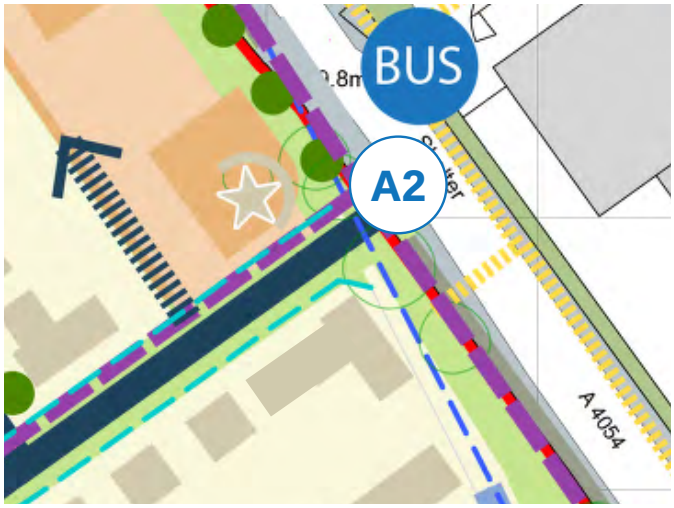
SCALE PARAMETERS - NON RESIDENTIAL

The masterplan allows for a range of non-residential uses to support a vibrant, sustainable community. These include a local Community Hub, Employment Area, and potential Community Heat Hub (energy infrastructure). The scale and form of these uses are intentionally flexible to respond to operator requirements, local need, and delivery phasing.

- Community Hub: Building(s) are likely to be of a domestic or small commercial scale, designed to integrate sensitively with the surrounding residential development. Typical uses may include local shops, cafés, flexible community space, or small-scale services. The massing and layout should foster active frontages and a strong relationship with surrounding street network. Buildings are expected to be predominantly single-storey, either as standalone units or as part of one or two small blocks. Flexibility will be maintained to increase internal floor-to-ceiling heights where required (e.g. for commercial fit-out), and there may be potential to deliver two-storey elements if operationally justified and contextually appropriate.
- Employment Uses: The North-eastern parcel will need to be flexible, with plot sizes and building formats potentially accommodating range of potential uses, such as light industrial, storage and distribution, trade counters, or vehicle-related operations. The massing and scale should be responsive to surrounding context, with a range of building heights and footprints envisaged.
- Community Heat Hub: The infrastructure required to support a potential low-carbon energy strategy has yet to be determined. Buildings are typically functional in form, sited to allow operational access while landscaped to minimise visual impact. There may be potential to integrate ancillary features such as battery storage or plant enclosures as required.

All non-residential elements will be subject to detailed design at a later stage, ensuring they respond positively to their setting, support sustainable movement, and contribute to a cohesive overall character.

Focal Opportunity at Southern Access (A2)



PLOT PARAMETERS

RESIDENTIAL FOOTPRINT:

Detached houses:

Building width	6.0m to 15.0m
Building depth	7.0m to 14.0m

Semi-detached houses:

Building width	4.0m to 10.0m
Building depth	7.0m to 11.0m

Terraced houses:

Building width	4.0m to 6.0m
Building depth	7.0m to 11.0m

Flats:

Building width	6.0m to 30m
Building depth	6.0m to 16.5m

Single Garage:

Building width	3.0m to 3.6m
Building depth	6.0m to 7.0m

Double Garage:

Building width	6.5m to 7.0m
Building depth	6.0m to 7.0m

Garage

Floor to floor height	2.2m to 2.8m
Height to ridge	2.2m to 3.0m
Roof pitch	25 to 45 degrees

RESIDENTIAL STOREY HEIGHTS:

2-Storey Home:

Floor to floor height	2.5m to 3.5m
Height to eaves	5.0m to 6.0m
Height to ridge	9.0 to 9.5m
Roof pitch	25 to 40 degrees

2 .5 Storey Home:

Floor to floor height	2.5m to 3.5m
Height to eaves	5.0m to 6.0m
Height to ridge	8.0 to 11.5m
Roof pitch	30 to 40 degrees

3 Storey Home/ Flat

Floor to floor height	2.5m to 3.5m
Height to eaves	7.5m to 10.0m
Height to ridge	9.0 to 13.5m
Roof pitch	25 to 35 degrees

4 Storey Flat

Floor to floor height	2.5m to 3.5m
Height to eaves	9.0m to 13.0m
Height to ridge	11.0m to 18.5m
Roof pitch	25 to 35 degrees

5 Storey Flat

Floor-to-floor height:	2.5m to 3.5m
Height to eaves:	11.5m to 17.0m
Height to ridge:	13.5m to 22.0m

COMMERCIAL HUB:

1 storey unit:

Floor to floor height	2.5m to 3.5m
Height to eaves	5.0m to 6.0m
Height to ridge	9.0 to 9.5m
Roof pitch	0 - 30 deg

2 storey unit:

Floor to floor height	2.5m to 3.5m
Height to eaves	5.0m to 6.0m
Height to ridge	8.0 to 11.5m
Roof pitch	0 - 30deg

LOCAL VERNACULAR

- The proposed architecture should be designed to complement the area and setting, establishing a defined character for the scheme.
- The scale, height, and massing should be integrated with the local context.
- Varied architectural form, unified through material palette and detailing will enhance the development's richness and identity.
- A predominant material palette of brick, stone, and render within the area would be supported.
- Flexibility for the incorporation of other materials respecting traditional and contemporary styles could also be considered.
- Different architectural finishes and colours used strategically, could help aid legibility and wayfinding and help in the creation of focal spaces.

ARCHITECTURAL DIVERSITY:

- Variation in building position, roofscape design, gable features, and window proportions should be introduced to enhance visual interest within the streetscape.
- A range of house types and flats should be designed to complement each other, creating variation in the streetscape and offering diverse living options.
- Variations in rooflines, window designs, and facade materials should be supported to promote diversity within the development.

SITNG, SCALE AND PROPORTION:

- An appropriate scale and proportions for buildings should be maintained to harmonise with the surrounding neighbourhood.
- Consideration of setbacks and spacing between buildings will help ensure a cohesive streetscape.
- Allow for slightly higher building density along the Southern Gateway.

KEY FRONTAGES & ELEVATIONS DESIGN:

- Emphasise key frontages with diverse built forms, massing, and detailed architecture.
- Maintain a consistent design language for buildings within specific character areas, street hierarchy.
- Carefully design corner buildings to offer visual interest, aiding wayfinding and enhancing overall legibility.
- Incorporate subtle architectural changes such corner buildings and gable treatments for diversity.
- Ensure well-proportioned elevations in alignment with the area's character and street hierarchy.
- Terminate views into and through the development with active building frontages or landscape elements.
- Carefully design front garden setbacks with greenery to soften visual impact and provide space for and space for personalisation.
- Integrate green spaces, front gardens and landscapes between the homes to help create a sense of enclosure, enhance the visual appeal and provide a buffer between the street and the new development.

GATEWAY DEVELOPMENT

- Homes framing the gateways and open space should postively frame the open space. Consideration of the integration of varying heights and roof forms will help positively enclose the space and add visual appeal.
- There is an opportunity to introduce some symmetry in the design, such as the introduction of terraced properties to help create a harmonious and visually pleasing appearance.
- Homes fronting the western edge could adopt a more informal arrangement, creating a loose, informal street structure by varying building positions and distances between structures.
- Homes facing the primary street and Merthyr Road could establish a more cohesive streetscape with a strong, building line.

SUSTAINABILITY FEATURES:

- Encourage the use of eco-friendly building materials and energy-efficient designs to promote environmentally conscious development.
- Considers form and orientation to optimize solar gain, ensuring efficient utilization of natural sunlight throughout the space.

PUBLIC REALM

The development seeks to find a balance between movement, access and character of place.

- Streets and focal spaces will be designed to ensure safe routes and areas for vulnerable pedestrians are provided.
- Where appropriate, measures such as street planting; changes in the application and selection of materials; and street geometry will be introduced to help reduce vehicle speed. This will also help soften the appearance of the street and provide more sociable environments.
- Signage and street furniture will be kept to a minimum to avoid unnecessary street clutter.
- Where necessary, signs and street furniture will be carefully positioned to limit the impact on pedestrian movement.
- Refuse storage will be sensitively integrated into the street scene through the use of boundary treatments. Where houses are located on private drives, the bins will be kept in the gardens. Refuse collection will be typically via the main carriageway. Communal points will be for collection only, therefore a structure will not be required.

PARKING

- Integrate secure cycle parking into the design (front/ on plot).
- Configure parking on plot, typically to the side or rear of homes, minimising driveway lengths where possible for a cohesive and organized appearance.
- Ensure clear sightlines in parking areas for natural surveillance, enhancing openness and visibility.
- Design parking courts with habitable rooms overlooking the area for enhanced security and safety.
- Differentiate spaces using varied surface materials for effective distinction.
- Different textures and colours promote wayfinding and purpose for each designated area.
- Strategically integrate greenery for a pleasant environment while maintaining visibility.
- Design adaptable layout to accommodate the need for future Electric Vehicle (EV) charging infrastructure, encouraging eco-friendly transportation and promoting community sustainability.

Examples showcasing high-quality, accessible public spaces






KEY DESTINATION SPACES

The development incorporates two key focal points: the 'Community Hub' and the 'Future Metro Station', each offering distinct opportunities to reinforce place identity, connectivity and local vibrancy. While detailed designs will evolve through future design stages, early concepts provide an indicative sense of character, function and layout for these important spaces.

These concepts remain illustrative at this stage but provide a clear direction of intent, aligning with wider placemaking, connectivity and sustainability objectives across the site.

STATION HUB DESIGN PRINCIPLES

The Community Hub is envisaged as a welcoming and inclusive destination at the heart of the site. Indicative proposals suggest a formally designed public realm, combining structured planting, tree-lined edges, and defined spaces for sitting, gathering, and small-scale community activity. This space will be legible, accessible, and multi-functional—supporting both everyday use and occasional events, and reinforcing the civic presence of the hub.

Urban Form & Frontage

- Buildings create a strong frontage onto Merthyr Road and the primary access, defining a welcoming gateway.
- A clear block structure supports an active streetscape, with ground-floor retail, cafés, and community spaces ensuring vibrancy.
- Key corner buildings incorporate curved motifs to reinforce site identity and create a distinctive gateway entrance.

Connectivity, Movement & Parking

- The Community Hub has been shown adjacent to the southern access point (A2) into the main western parcel. This is considered the most appropriate location as it links well with the Pentrebach Retail Park, particularly if the active travel link can be delivered by MTCBC (as this land is outside of the applicant's control).
- A well-connected pedestrian and cycle network links the hub to the wider neighbourhood and transport links.
- Pedestrian-friendly design prioritises walking and cycling, reducing car dominance.
- Parking is discreetly integrated, providing spaces for cycle parking, disabled users and electric vehicles alongside standard parking. The parking area is arranged to facilitate servicing vehicles.

Architectural Design & Cultural Heritage

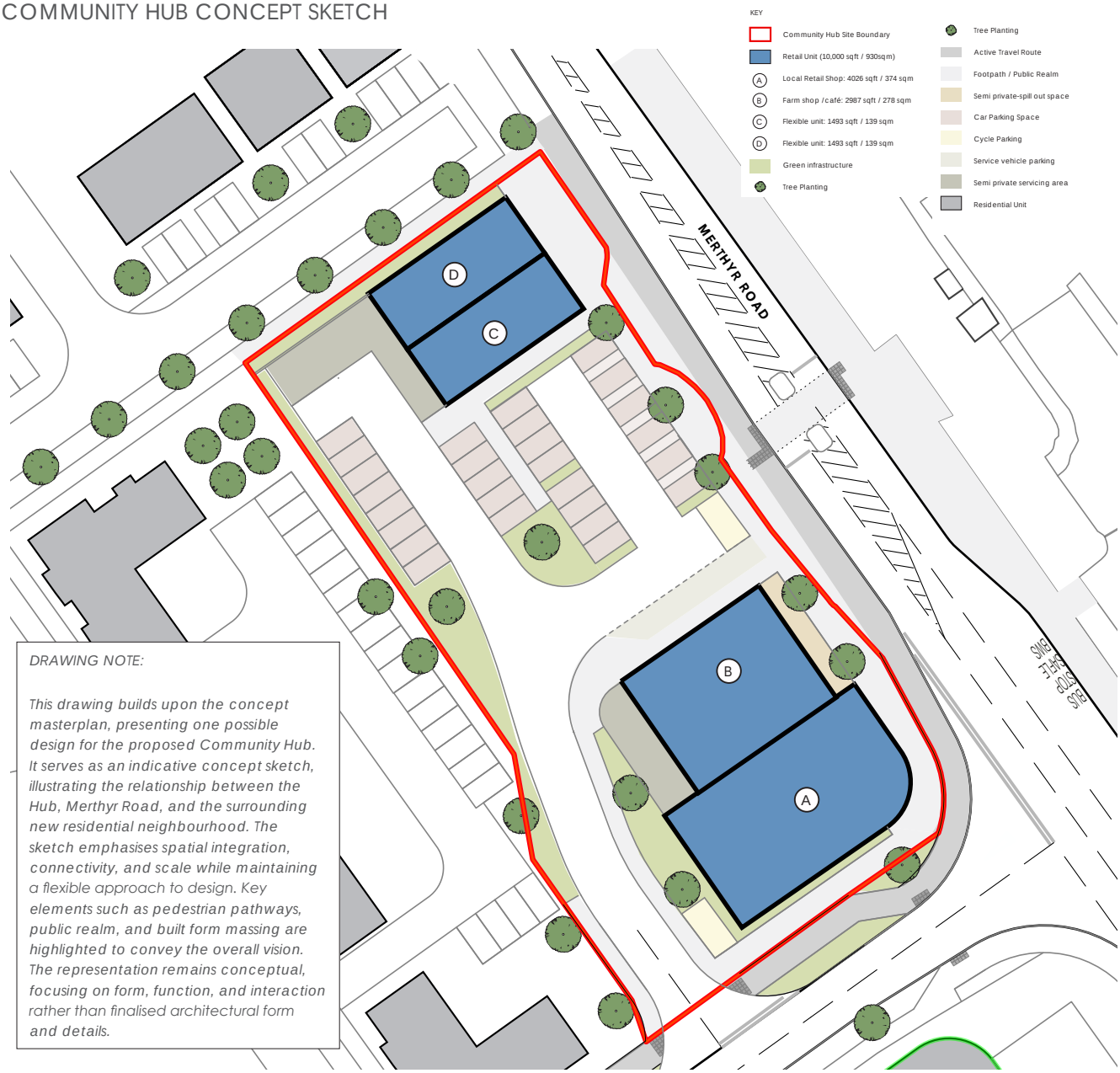
- Curved forms, brickwork, and industrial materials reference the historic Hoover Head Office building, an Art Deco industrial landmark.
- Vertical focal points such as tall windows and signage draw from the site's heritage, reinforcing identity.
- A blend of traditional and modern materials, including brick, steel, and glass, bridges past and present.
- Buildings incorporate energy-efficient design principles, utilising passive solar gain and sustainable materials.

Public Realm & Green Infrastructure

- Landscaped green spaces integrate trees, seating, and sustainable drainage systems (SuDS) to enhance biodiversity.
- Public art, signage, and wayfinding strengthen the hub's character and sense of place.
- Public spaces include a mix of formal and informal gathering areas, supporting social interaction.
- Integrated foot and cycle paths, tracing the former rail sidings, will seamlessly weave throughout the area, serving not only as recreational spaces but also promoting attractive active travel options.
- The homes within the development will feature contemporary architectural designs. These designs will incorporate an uplift in height and scale, accentuate robust building lines, repeated materials, and rhythmic patterns. This cohesive frontage will plays a significant role in shaping the neighbourhood's character.

Refer to illustrative design principles plan on page 62 for further detail on the character of the space.

COMMUNITY HUB CONCEPT SKETCH



DRAWING NOTE:

This drawing builds upon the concept masterplan, presenting one possible design for the proposed Community Hub. It serves as an indicative concept sketch, illustrating the relationship between the Hub, Merthyr Road, and the surrounding new residential neighbourhood. The sketch emphasises spatial integration, connectivity, and scale while maintaining a flexible approach to design. Key elements such as pedestrian pathways, public realm, and built form massing are highlighted to convey the overall vision. The representation remains conceptual, focusing on form, function, and interaction rather than finalised architectural form and details.

Inspired by the original Hoover building,this visualisation shows the new 'Community Hub' — a new focal point for the neighbourhood, designed to create a welcoming local destination with an active and engaging frontage to the surrounding area.

FUTURE METRO STATION HUB

At the southern end of the site, the Future Metro Station presents a significant opportunity to establish a sustainable, public transport-oriented gateway. Initial design ideas explore the creation of a new arrival space, which would tie together high-quality landscape, active travel routes, and key movement corridors including the Western Trail. Indicative elements may include seating, planting, and wayfinding, as well as potential cycle parking and space for future mobility infrastructure. The character of the space will be robust and functional, yet welcoming and safe, supporting seamless interchange and active modes of travel.

Phased Delivery & Safeguarding

- Ensure the future metro station and transport hub can be seamlessly integrated without disrupting initial residential development.
- Safeguard a 15m corridor for future infrastructure, including public open space, active travel routes, and public realm enhancements.
- Phase the design of the pylon area, facilitating access to residential units while allowing for the future integration of a bus turning and transport interchange area.

Seamless Integration & Connectivity

- Design Active Travel Routes that link the residential area with the future metro hub, encouraging sustainable transport choices.
- Enable the residential highway network to be extended in the future to incorporate a replacement bus service waiting area, drop-off/pick-up zone, and cycle shelters without requiring costly redesign.
- Allow for a small station car parking to be integrated into the area under the pylon area when required Incorporate wayfinding strategies to support intuitive navigation and phased development.

Public Realm & Green Infrastructure

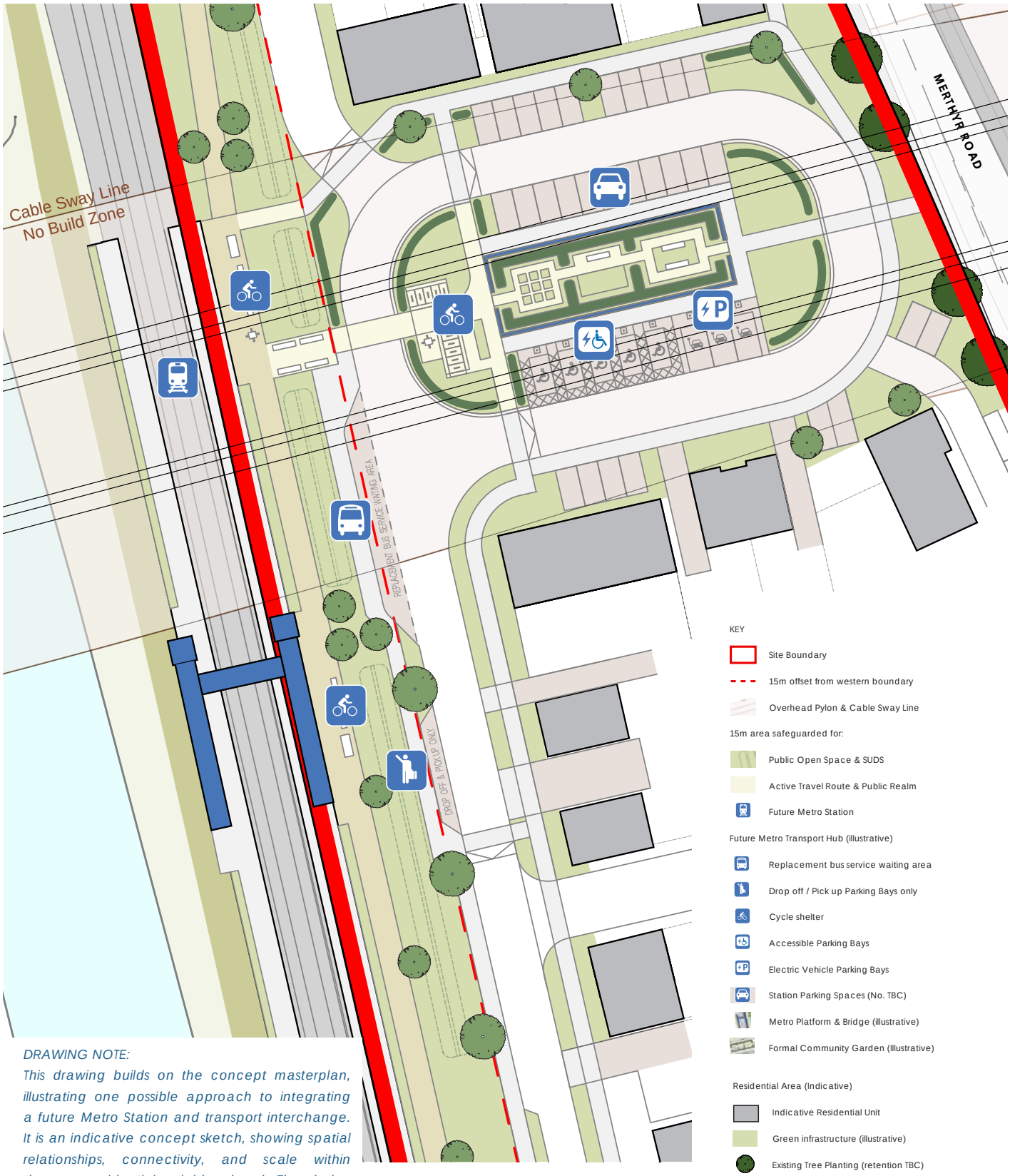
- Provide public open space and SUDS (sustainable drainage systems) in the safeguarded zone to deliver immediate benefits while allowing flexibility for future transport infrastructure. Introduce new tree planting outside pylon sway lines to enhance biodiversity and aesthetic appeal.
- Establish an interim informal amenity space within the central pylon area. Upon metro development, transition this space into a formal civic community space to foster local engagement.

Residential Development Compatibility

- Position indicative residential units to front onto the public realm, improving the sense of place and natural surveillance.
- Ensure green infrastructure and footpaths connect new homes to the future station area, encouraging sustainable travel and reducing car dependency.
- Manage car parking provision efficiently to balance current needs with future sustainable travel development principles.

This visualisation shows the new station area, illustrating a new welcoming public realm with strong pedestrian and cycle connectivity, new landscaping, and seamless access to the Future 'Hoover Metro Station' railway platform.

FUTURE METRO STATION HUB CONCEPT SKETCH



DRAWING NOTE:

This drawing builds on the concept masterplan, illustrating one possible approach to integrating a future Metro Station and transport interchange. It is an indicative concept sketch, showing spatial relationships, connectivity, and scale within the new residential neighbourhood. The design remains flexible, with no detailed design or tracking assessments at this stage - these will be undertaken during the detailed design phase.

17. ENVIRONMENTAL DESIGN

The site is a brownfield site requiring remediation. The site is sustainably located within an existing settlement, in proximity to a range of services and facilities and public transport options. The environmental design strategy outlines key site specific objectives and principles and demonstrates a commitment to responsible, sustainable development.

KEY OBJECTIVES

- Conduct detailed site assessments to identify soil contamination and hazards.
- Implement ongoing monitoring to support remediation and sustainability goals.
- Remediate environmental issues in line with regulations.
- Transform the site into a sustainable, vibrant, and accessible place.

WATER MANAGEMENT

- Respect "no-build zones" to mitigate flood risks.
- Address groundwater contamination.
- Integrate SUDS for environmental and visual benefits.
- Explore natural flood management (e.g. tree planting, wetland creation).
- Plan on-site rainwater recycling.
- Promote water-saving and green space stewardship among residents.

BIODIVERSITY AND GREEN SPACES:

- Restore biodiversity by remediating contaminated areas.
- Use native, pollution-resilient plantings to support local wildlife.
- Create habitats (e.g., bird and bat boxes) and promote pollinator-friendly planting.
- Maintain green corridors to connect habitats.
- Integrate green infrastructure into water systems.
- Encourage sustainable gardening.

TRANSPORT AND ACCESSIBILITY:

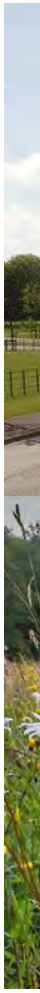
- Prioritise active travel across and through the site.
- Connect to local destinations like Pentrebach Retail Park, Merthyr town centre, schools, shops, and public transport.
- Design inclusive shared spaces for all users.
- Provide secure bike storage.
- Ensure accessibility for people with mobility challenges.
- Promote sustainable travel choices

Energy Efficiency

- Enable flexibility in future building types and functions.
- Meet latest building regulations and WDQR standards.
- Promote low-energy design (e.g., passive solar gain).
- Address whole-life carbon in construction and use.

MATERIALS SELECTION

- Use safe materials appropriate for the site's condition.
- Choose low-impact, recycled, or locally sourced materials.
- Consider material life cycles from sourcing to disposal.
- Align material choices with landscape, heritage, and local character.



18. COMMUNITY SAFETY

In accordance with TAN 12, community safety can be achieved through careful site planning and detailed design. The design of the proposed layout will reduce the opportunity for crime and other anti-social behaviour.

CONNECTED STREETS AND SPACES

A connected network of streets and spaces is proposed, incorporating clear, direct routes which are desirable and more likely to be used. This approach will contribute to increasing personal safety and security of property, by encouraging pedestrian activity which helps to provide natural surveillance and a degree of self-policing.

The development is well connected to adjacent areas increase the opportunity and choice of users to socially interact, which assists in the development of neighbourhood identity and affinity.

BOUNDARY TREATMENTS

Buildings will be arranged to create a clear distinction between areas that are public and private. Within the inner mews areas dual aspect properties and careful detailing of the public realm and edges will help to clearly delineate between private and public space gives.

The proposed green infrastructure strategy will present people the opportunity to personalise spaces that they control whilst projecting an image of a well-kept and loved environment.

Treatment of enclosures must convey a positive image through quality of materials and design yet providing adequate security. The design of the proposed layout will reduce the opportunity for crime and other anti-social behaviour by maintaining surveillance of the scheme and incorporating secure gates, fences and enclosures. Hostile and defensive security measures are avoided.

Carefully considered landscape planting will make attractive streets that encourage social activity yet also deter access, where appropriate, in order to minimise the opportunity for unobserved crimes.

LIGHTING

In most cases lighting helps people feel more secure and reduces the fear of crime. It also increases chances of detection. Good lighting design plays an important part in creating a more comfortable and attractive environment that reduces the fear of crime. Adequate street lighting will be provided in accordance with the Local Authority Highway standards.

It is noted that highway standards may not be appropriate for some Active Travel routes and there maybe a need for low level lighting in some instances because of environmental constraints.

MANAGEMENT AND MAINTENANCE

Peoples' perceptions are affected by the appearance of places. A well maintained urban environment is essential in sustaining confidence and helping to control vandalism, crime and fear of crime.

Public areas such as streets and open spaces need to be sustainable and at time high maintenance design is not appropriate.

High quality materials are proposed to help create an enduring environment, requiring less maintenance where people are more inclined to take pride in their surroundings.

19. SUSTAINABILITY & WELL-BEING

The proposals to regenerate the former Hoover Candy site and the create a new residential neighbourhood commit to the Well-being of Future Generations Act's seven Goals and five Ways of Working. The following principles are considered in the planning, development, and management of the site. These principles will help create a sustainable, inclusive, and thriving community that benefits both current and future generations.

SEVEN GOALS

1. A Prosperous Wales: The development will seek to boost economic prosperity through the creation of construction jobs. The flexible design of homes will support remote working. Enhanced connectivity between the residential area, neighbouring commercial area to the north, and local businesses will support nearby businesses.

2. A Resilient Wales: The development will prioritise resilience to climate change and natural disasters through flood-resistant design, green-blue infrastructure, active travel options, and sustainable building practices that minimise energy use and greenhouse gas emissions, and foster well-being.

3. A Healthier Wales: The development will place a strong emphasis on enhancing the health and well-being of its residents achieved by fostering active living through the creation of easily accessible green space, pedestrian-friendly streets, and the incorporation of diverse recreational facilities. Additionally, the development will strive to enhance walking and cycling connectivity, guaranteeing convenient access to community healthcare facilities and services.

4. A More Equal Wales: A diverse community will be created through the strategic implementation of mixed tenure homes and community spaces in accessible locations. The accessibility of the site will help reducing transportation costs, help promoting social and equal opportunity for all.

5, A Wales of Cohesive Communities: The development will foster a strong sense of community through inclusive design, community spaces, and opportunities for social interaction. The design of open spaces present opportunities to promote cultural diversity and celebrate different backgrounds within the neighbourhood.

6. A Wales of Vibrant Culture and Thriving Welsh Language: The development incorporates a range of open space and accessible routes that could support cultural/recreational events and celebration of the Welsh language.

7. A Globally Responsible Wales: The development will implement sustainable practices, such as active travel, energy efficient design, waste reduction, environmentally conscious landscaping and water management.

FIVE WAYS OF WORKING:

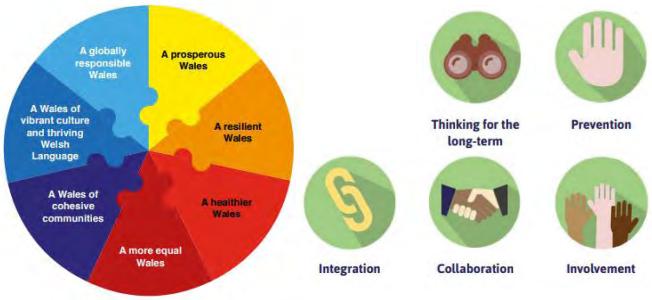
1. Long-Term Thinking: The proposals include a comprehensive masterplan that considers the long-term impacts of the neighbourhood on future generations, implementing sustainability and resilience measures for the continued well-being of residents.

2. Integration and Collaboration: Through the planning process, collaboration with local government, DCFW, stakeholders and residents will support the delivery of a inclusive neighbourhood design.

3. Prevention: The development considers preventative measures to address potential social and environmental challenges, such as flooding and crime prevention through environmental design.

4. Involvement of Future Generations: Through the detailed design stage, opportunities for involving local educational institutions in the future design of the site could be explored.

5. Consideration of Impact: A plan-led process is being followed, which relies on site context analysis and an iterative design process. This approach seeks to strike a harmonious balance between responsible development practices and the creation of sustainable neighbourhood design that enhances the quality of life for future residents.



21. CONCLUSION

This Design & Access Statement outlines the placemaking led approach undertaken for the planned redevelopment of the former Hoover Candy site in Merthyr Tydfil. The proposed development aligns with the guidelines of both National and Local Planning Policy and Guidance. This development plan actively contributes to the sustainable revitalisation of the area.

The proposals are for the redevelopment of the site providing a total of up to 441 dwellings, a Community Hub (circa 1000sqm), employment use (over a 1.61ha site area), new and enhanced site access arrangements, and open space incorporating Active Travel Routes (ATR). An area for a potential Community Heat Hub has also been identified. As part of the overall strategic plans within the Replacement Local Development Plan (RLDP) the proposals will also facilitate a new Metro Station and associated new park and ride facility, although the station would not be delivered as part of this planning application. At this stage, all matters, aside from the main access, are reserved for subsequent approval.

Grounded by a framework of sustainable design principles, the envisioned development aims to materialise as a well planned and aesthetically pleasing mixed use community, prioritising the needs of residents, accessibility, wellness, and social engagement.

By taking into account the sites surrounding local, natural, and built environment, the proposed development aligns with the objective of fostering sustainability within the community.