

Plot 5700,
North Wales Business Park
Design and Access Statement



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felgate & partners

This document has been prepared on behalf of Grosvenor Care (hereafter referred to as the applicant). The statement is submitted in support of full planning application at Plot 5700, North Wales Business Park, Abergele, Conwy, LL22 8LJ,

The application comprises a number of supporting plans which should be read alongside this statement. Such as:

- D01.3.001 Proposed
- D01.3.002 Proposed Roof Plan
- D01.3.003 Existing Location Plan
- D01.3.004 Proposed Site Plan
- D01.3.005 Proposed Street Scene
- D01.3.006 Proposed Access/ Parking Plan
- D01.3.007 Existing Site Sections
- D01.3.008 Proposed Site Sections
- BS5837-Plot 5700 N Wales Business Pk-48085855_TCP01-06-08-2026-A0
- GIS - Plot 5700, LL22 8LJ - V1
- PEA - Plot 5700 North Wales, LL22 8LJ V1 - 17_08_2026
- 95038-JPS-XX-XX-DR-C-1002 - Outline Levels
- 95038-RP-D-0001
- PA.01-Hard Landscaping Plan
- PA.02-Soft Landscaping Plan
- Community and Linguistic Statement - Plot 5700, North Wales Business Park
- FS26-102_Report_1060_Gwrych_Castle_v3
- Materials Sheet
- Plot 5700 North Wales Business Park Lighting Planning Report Rev C Final



The site comprises a predominantly flat parcel of undeveloped land measuring 1.05 acres. Pre application advice has been submitted prior to the full application, in which it was discussed positively about the proposed use of the site.

The locality retains several planning applications such as the construction of 3 prefabricated single storey cabins under reference number **0/52292**, the extension to the neighbouring dementia care home under reference number **0/50880**, and its original construction under **0/39606**. The erection of the medical centre was approved under reference number **0/35143**, which can be seen on the entrance to the business park. Macbrye Homes has not long finished the construction of 156 new homes on the business park under reference number **0/42900**.

Abergele is a historic market town and coastal community in Conwy County Borough, on the north coast of Wales. Situated between Colwyn Bay and Rhyl, it is known for attractions including Gwrych Castle, Pensarn Beach, and a range of family-friendly attractions.

The site occupies a sustainable location on the edge of the Abergele settlement, with convenient access to a wide range of services, facilities, and public transport connections. A wide range of uses can be seen around the locality such as residential, commercial, religion, sui generis, and pockets of public open space.

The photographs provided on page 5 highlight the variety of materials used in the area. We can see a mixture of modern aluminium cladding and glazed curtain walls, off white monocouche render and timber effect cladding, and sections of stonework. The local housing generally comprises facing brickwork, monocouche render, and stone, all with dark grey/ red roofing tiles.

There is currently no existing landscaping within the site. A comprehensive landscaping scheme has been prepared and is submitted as part of this application. The proposed planting will enhance the site's appearance, improve the streetscene, and contribute positively to the character and visual amenity of the surrounding area.

Our proposal is to deliver a modern 61-bed care home, providing state-of-the-art accommodation and high-quality care for local residents. The development is arranged across two dedicated care units. Unit 1 will provide 31 beds for residents requiring non-acute care, while Unit 2 will accommodate 30 residents requiring acute care, including three specialist bariatric care beds.

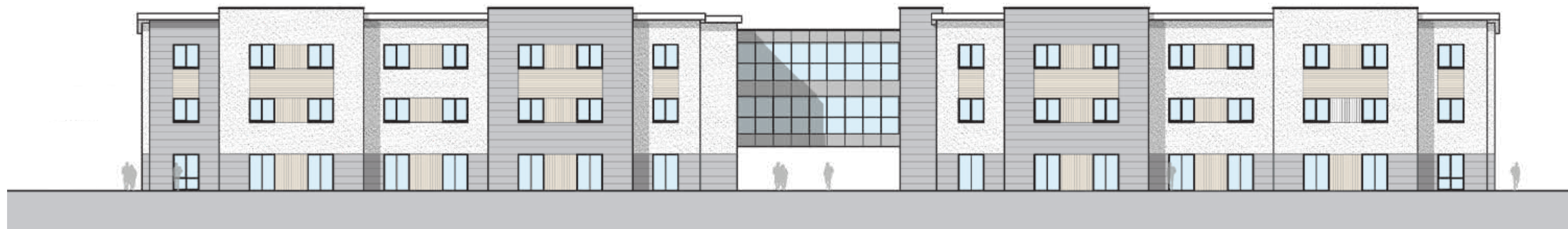
The building's massing has been carefully designed to maximise the efficient use of the site while remaining sensitive to the surrounding built environment. A series of stepped and staggered façades break up the overall form, reducing the appearance of large, flat elevations and creating visual interest. A carefully selected palette of contemporary materials and colours ensures the building presents a modern appearance while complementing the local character.

The internal layout has been designed to promote comfort, accessibility, and wellbeing. Wide corridors and generously proportioned bedrooms with en-suite facilities provide a high standard of accommodation, while a range of shared amenities - including spacious communal lounges, a hydrotherapy pool, cinema room, gym, and salon - create an engaging and supportive environment for residents.

The height of the proposed building has been carefully considered to ensure it integrates appropriately with the surrounding development within the business park, where there is a mix of two and three-storey buildings. The scale and proportions of the proposal are therefore consistent with the established character of the area. The three-storey form is further softened through variations in the roofline, projecting entrance features and changes in façade depth, all of which contribute to a well-balanced composition. The generous window openings maximise natural daylight to resident bedrooms and communal areas, improving internal spaces while creating attractive elevations. Overall, the design achieves a high-quality contemporary appearance that balances functional requirements with visual quality and responds positively to the character of the surrounding area.

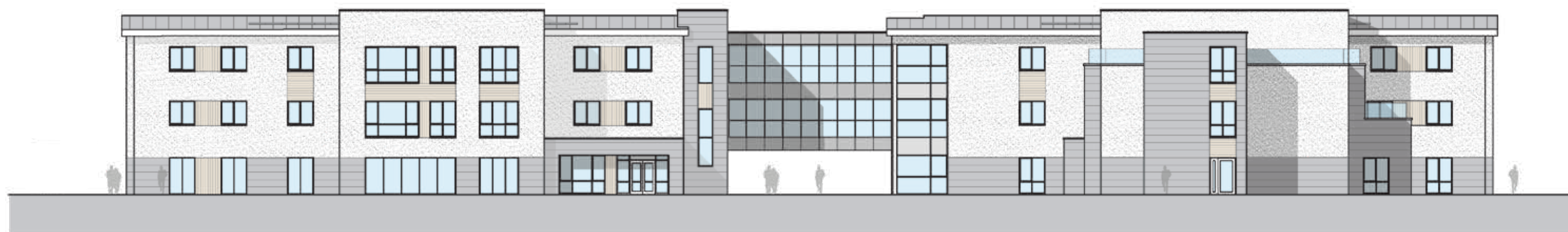
As demonstrated on the proposed site sections, the development will not result in any significant visual impact on nearby heritage assets. This conclusion is further supported by the accompanying Heritage Impact Assessment.

Hard and soft landscaping has been carefully considered during the design stage. A well-planted frontage enhances the appearance of the street scene, providing an attractive and welcoming setting while contributing positively to the overall character of the area. The existing footpaths to the front of the site will be extended into the application site to ensure safe walking routes are maintained to the street.



Front Elevation

The proposed materials have been carefully selected to achieve a high quality contemporary design whilst carefully considering the existing buildings in the locality. The massing of the materials break up the elevations to provide a balanced, well thought out street scene



Rear Elevation



Access into the site is from the Southern boundary which can be see on Proposed Parking/ Access Plan (D01.3.006). Blister tactile paving will be provided to the existing partly formed access to the West and noted by the Highways Officer in the pre application response. We will also be extending the path into the site to provide access/ egress from the site.

The scheme is aware of the future potential for an access route from Heol Awel into the Business Park. The proposal has no effect on this pedestrian link.

Waste and recycling is to be undertaken by a private contractor.

The accessibility in the area is excellent, with several public transport links and local amenities.

Bus Stops - North Wales Business Park, 150 meters.

Train Stations - Abergele, 1.6 miles

From Abergele train station, further destinations can be reached such as, Wrexham, Chester, Manchester, Liverpool, and London.

Excellent pedestrian routes can be found in and around the village with footpaths leading to the local shops, pharmacy, schools and pubs. These amentities are all within a short walking distance of the application site.

The local schools, Ysgol Glan Morfa, Saint Elfod, and Coleg Llandrillo are all within the central hub of Abergele.

Due to the location of the development and the surrounding areas, it should be deemed that the proposal would not have any detrimental effect on the environmental sustainability of the locality.

Any materials that are proposed should be sourced locally where possible to ensure the carbon footprint of the scheme is kept to a minimum. The local builder's merchant, Abergele Building Supplies, is 1.2 miles from the application site.

Sustainable construction technologies will be adhered to such as:

- High levels of insulation to ensure the minimum compliance with building regulations are surpassed.
- Energy efficient lighting will be used throughout the building.
- Photovoltaic panels will be installed to ensure maximum efficiency can be achieved with green energy.
- Any white goods that are to be used will all be energy efficient.

When looking at the below map, it can be seen there have been 3 crimes reported in the month of June 2026. This information has been obtained from Police.co.uk.

The proposal includes clear and definitive boundaries which help show a sense of ownership.

Natural surveillance will be increased as part of the proposal.

Good quality lighting will be retained to the building to help surveillance after daylight hours.

There is no reason to suggest that the proposal would have any impact on the safety of the community.



Pre application response

The pre application submitted to Conwy was positive and has given the scheme a good steer in the right direction. Comments made from the Local Authority have been addressed as follows:

The area to the south of the A547 forms part of the Gwrych Castle Registered Historic Park or Garden, which is listed as Grade II*. There are a number of listed buildings within the Historic Park, including Gwrych Castle which is listed as Grade I. TAN24 requires that local planning authorities give special regard to the setting of historic assets. - During the developed design stage, careful consideration has been given to the setting of nearby heritage assets to ensure that the proposal preserves their significance. A proposed street scene has been prepared to demonstrate how the development integrates with the existing built form, providing a natural progression along the frontage. The proposed three-storey building sits comfortably within the wider street scene and, as demonstrated in the accompanying Heritage Impact Assessment, will not result in any harmful impact on the setting or significance of nearby heritage assets.

Whilst the proposed building would be seen in the context of existing buildings on the Business Park, it would be helpful for any planning application to include street-scene elevations in order to show the relative height of the proposed building within the street-scene. Particular care should be taken in respect of rooftop structures, such as solar panels and air conditioning plants, to ensure that they do not appear as intrusive features on the skyline. - All rooftop structures have been shown on the proposed elevations. We have also provided a proposed roof plan to support the application.

The provision of landscaping along the front boundary would help to mitigate the visual impact of the building within the immediate locality, and integrate the building into the parkland ambience of the Business Park. - A proposed hard and soft landscaping plan has been submitted as part of this application. Planting to the frontage has been carefully considered to ensure that the proposal integrates with the ambience of the Business Park.

In line with the recent changes to Chapter 6 of Planning Policy Wales (PPW), you are advised that a Green Infrastructure Statement (GIS) should be submitted with the application. Whilst this is not an application validation requirement it is required prior to determination of the planning application. Paragraph 6.2.12 of PPW Edition 12 requires a green infrastructure statement (GIS) to be submitted with all planning applications. - A Preliminary Ecological Assessment and GIS has been submitted as part of this application.

The HA will also need to understand the frequency and size of vehicles required to service the building once in operation and where those vehicles will be parked when undertaking the required function. - The transport assessment submitted as part of the application will provide response to the above.

The HA will also required staff parking area to be identified on a plan for HA review at full application plus maximum staff parking numbers likely at any one time. - We have outlined the staff parking on the parking/ access plan provided. There will be a total of 75 full time staff, with 15-20 working at one given time.

In respect to Criterion b), the social services department has been consulted but advises that it is unable to advise without further information on the nature of the proposed use. We have engaged directly with social services who have provided a letter of support, please see appendices a.

The proposals have considered the following policies:

National Planning Policy Framework

Local Policies

- DP/1 Sustainable Development Principles
- DP/2 Overarching Strategic Approach
- DP/3 Promoting Design Quality and Reducing Crime
- DP/4 Development Criteria
- DP/5 Infrastructure and New Development
- DP/6 National Planning Policy and Guidance
- DP/7 Masterplans and Community Appraisals
- HOU/11 Residential Care Homes and Extra Care Housing
- NTE/3 Biodiversity
- CTH/5 The Welsh Language
- STR/2 Parking Standards

According to the Local Development Plan, “Abergele is a key area that serves the essential service needs of the surrounding catchment. Abergele will be the key growth area in the East to meet development needs, predominantly as a result of high flood risk constraints. Being located along a strong strategic road corridor and supported by existing facilities and services Abergele has the land availability and environmental capacity to deliver the majority of the housing and employment development in the area to meet the needs of the community and enhance the role of the area overall. An Abergele Masterplan will form the delivery vehicle to bring all the development opportunities together holistically, providing the means to ensure that the implications of new development impact positively on the wider areas as a whole.”

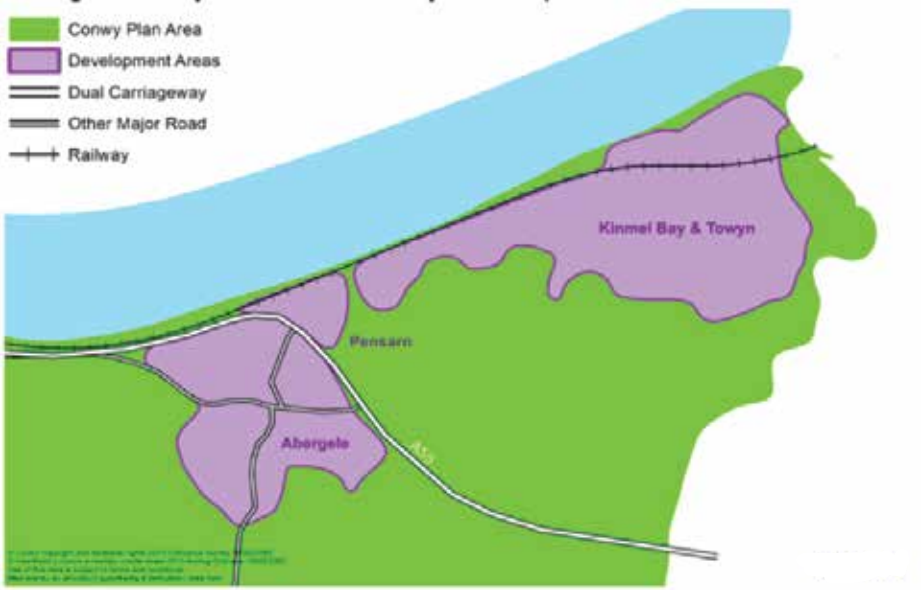


Image Sourced from Conwy Local Plan, 2007-2022

Policy DP/1 has been carefully considered during the design stages of the proposal. The scheme sets out to make an effective use of land on the Business Park. Its accessible and sustainable location plays a key role in bringing the scheme forward. Biodiversity measures have been addressed and improved which is supported by the Preliminary Ecological Assessment and Green Infrastructure Statement. Photovoltaic panels will be installed on the main roof to provide the home with green, sustainable energy in to ensure its compliance with **DP/1 (g)**.

In accordance with **Policy DP/2**, the development is taking place on the fringe of the urban area which promotes the target of *“85% of the housing and employment will be located primarily within, and on the fringe of these urban areas.”*

The design of the proposed development has been carefully considered and refined throughout the design process to deliver a safe, sustainable and high-quality scheme in accordance with **Policy DP/3**. The scale, massing and layout have been developed to ensure that the building sits comfortably within the site, responding positively to its context while avoiding any unacceptable impact on neighbouring buildings. The proposal has also been designed to integrate with the surrounding streetscape, creating a contemporary building that complements the character and appearance of the local area.

South-East facing photovoltaic panels have been incorporated into the roof design to maximise the generation of renewable energy and improve the overall environmental performance of the building. This approach supports the objectives of **Policies NTE/6 and DP/3**.

The development has been designed to provide an appropriate level of car parking, secure cycle storage and a safe, well-considered environment that minimises opportunities for crime and antisocial behaviour. Active frontages, natural surveillance, clear pedestrian routes and well-defined access arrangements have been incorporated into the design to promote a secure and welcoming environment for residents, visitors and staff. Together, these measures ensure the proposal accords with the objectives of **Policy DP/4** by delivering a development that is accessible, functional and designed with community safety in mind.

The overarching aim of **Policy DP/7** is to promote the creation of sustainable places within Conwy. The proposed development makes effective use of a vacant parcel of land, delivering a high-quality care home that addresses an identified need for specialist accommodation within the borough. By providing modern care facilities for an ageing population, enhancing the visual appearance of the site and incorporating sustainable design measures, the proposal will make a positive contribution to the local community and represents a sustainable form of development in accordance with the objectives of **Policy DP/7**.

During the pre-application phases of the proposal, the Client engaged in conversations with social services, in which a letter of support was provided to ensure compliance with **Policy HOU/11**. The scheme is brought forward in the Urban Development Area of Abergele. The sustainable location ensures that the new proposal can be adequately serviced.

The proposed care home will make a positive contribution to the local economy by creating a significant number of permanent employment opportunities across a range of roles, including nursing, care, administration, catering, housekeeping and facilities management. In addition to supporting local employment, the development will generate economic activity through the procurement of local goods and services during both the construction and operational phases. As such, the proposal aligns with Conwy's economic objectives by supporting sustainable economic growth and investment within the borough.

The development aims to conserve and enhance the biodiversity which can be noted in the PEA and GIS. New planting and ecological measures will be put in place to ensure compliance with **Policy NTE/3**.

This statement is submitted in support of a detailed planning application on Plot 5700, North Wales Business Park, Abergele, LL22 8LJ.

The proposal seeks to deliver a high-quality, purpose-built residential care home in a sustainable and accessible location on a vacant parcel of land. The development will provide much-needed specialist accommodation for the area's ageing population while making a positive contribution to the local community through the creation of employment opportunities, investment in the local economy and the efficient use of previously undeveloped land within an established business park. The design has been carefully considered to achieve a high standard of architecture, accessibility and sustainability, ensuring that the proposal accords with the objectives of both Conwy's Local Development Plan and national planning policy in Wales.

We respectfully request that the Council looks favourably on this planning application.



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Ymwelwch â ni / Visit us at: Coed Pella, Ffordd Conway, Bae Colwyn, LL29 7AZ / Coed Pella, Conway Road, Colwyn Bay. LL29 7AZ

Gofynnwch am / Please ask for: **Mark Bowler**

 **01492 574694**

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Ein Cyf / Our Ref:

Eich Cyf / Your Ref:

Dyddiad / Date: **Medi / September 2026**

Annwyl Nia,

Ynglŷn â: Chynllun Cynllunio ar gyfer Cartref Gofal Newydd yn Abergele

Diolch i chi am yr gymryd amser i ymgysylltu gyda gwasanaethau Gofal Cymdeithasol Cyngor Bwrdeistref Sirol Conwy mewn perthynas â'ch cynlluniau i adeiladu cartref gofal newydd yn Abergele. Gallaf weld eich bod yn cynllunio gwasanaeth i ehangu, ac adeiladu ar y gwaith da 'rydych wedi bod yn ei wneud yng nghartref gofal Eithinog ym Mae Colwyn, a gallaf weld y budd y bydd gwasanaeth newydd yn Abergele yn ei gyflwyno i'ch cleientiaid. Mae'n wych gweld eich bod yn gweithio gyda'r Bwrdd Iechyd Lleol ar y ddarpariaeth nysio newydd hon, a byddaf yn eich annog i barhau i gryfhau eich partneriaeth gyda Gwasanaethau Iechyd Meddwl Bwrdd Iechyd Prifysgol Betsi Cadwaladr.

Rwy'n falch o adrodd ein bod wedi cael perthynas dda gyda Grosvenor Care ers i chi gymryd rheolaeth o'r gwasanaeth yn Eithinog, ac rwy'n croesawu'r cyfle i weithio gyda chi wrth i'ch gwasanaethau dyfu a datblygu yng Nghonwy.

Dear Nia,

Re: Planning Application for a New Care Home in Abergele

Thank you for taking the time to engage with Conwy County Borough Council Social Care services in relation to your plans to build a new care home in Abergele. I can see that you are planning a service to extend and build upon the good work you have been doing at your Eithinog care home in Colwyn Bay, and I can see the benefit the new service in Abergele will bring to your clients. It's good to see that you are working with the Local Health Board on this new nursing provision and I would encourage you to continue to strengthen your partnership with BCUHB Mental Health Services.

I'm happy to write that we have had a good relationship with Grosvenor Care since you took over the service at Eithinog and I welcome the opportunity to work with you as your services grow and develop in Conwy.

Cofion cynnes / Kind regards

Mark Bowler
Rheolwr Gwasanaeth Gwasanaeth Safonau Ansawdd a Comisiynnu / Service Manager
Quality Standards & Commissioning
Gwasanaeth Gofal Cymdeithasol ac Addysg / Social Care and Education Service
Cyngor Bwrdeistref Sirol Conwy / Conwy County Borough Council



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