

(BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT PRE-APPLICATION CONSULTATION SUBMISSION

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

AUGUST 2026



Written by: XXXX

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CONTENTS

	EXECUTIVE SUMMARY	2
1.0	INTRODUCTION	8
	The Site	
	Pre-Application Consultation	
	Summary of the Proposals	
	Purpose of Report	
	Structure of the Report	
2.0	METHODOLOGY	12
	Study Area	
	Accurate Visual Representations and Visual Aids	
	Assessment Process Framework	
	Cumulative Effects	
3.0	LEGISLATION AND PLANNING POLICY	20
	Legislation	
	Development Plan	
	National Policy	
	Material Considerations	
	Policy Discussion	
	Emerging Policy	
4.0	HISTORIC DEVELOPMENT	26
	Historic Development of Cardiff and Newport Road	
	The Site	
5.0	BASELINE: HERITAGE	34
	Listed Buildings	
	Conservation Areas	
	Section Summary	
6.0	BASELINE: TOWNSCAPE	42
	Townscape Character Areas	

7.0	BASELINE: VISUAL	50
	Extent of Visibility	
	Visual Receptors	
8.0	VISUAL COMPONENTS OF THE PROPOSED DEVELOPMENT	56
	The proposals' response to Heritage, Townscape and Visual Impact	
	Proposed Development	
	Summary: Townscape, Heritage and Visual Amenity	
9.0	ASSESSMENT: HERITAGE	60
	Listed Buildings	
	Conservation Areas	
	Cumulative Assessment	
10.0	ASSESSMENT: TOWNSCAPE	66
	Townscape Character Area 1: Newport Road	
	Townscape Character Area 2: Tredegarville and Wordsworth Residential	
	Townscape Character Area 3: Moira Terrace and Surrounding Residential	
	Townscape Character Area 4: City Road	
	Cumulative	
11.0	ASSESSMENT: VISUAL	70
	Representative Views	
	Cumulative	
12.0	CONCLUSION	78

APPENDICES

01: VERIFIED VIEWS

EXECUTIVE SUMMARY

- 0.1
- Montagu Evans has been instructed by MYS Student Living and Elite UK REIT (hereafter referred to as the 'Applicant') to provide consultancy services and to produce this Heritage, Townscape and Visual Impact Assessment (the 'HTVIA') for proposals which are subject to an application for planning permission at Ty Cambria, 29 Newport Road, Cardiff, CF24 0TP (the 'Site').
- 0.2
- The local planning authority is Cardiff City Council (or 'CCC').
- 0.3
- This report provides an assessment of the impact of the proposals on built heritage, townscape and visual receptors. The assessment is provided in accordance with legislation, planning policy and best practice guidance, including the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013). Heritage?
- 0.4
- The assessment and design development has been informed by visual tools, including a zone of theoretical visibility (ZTV) prepared using VuCity software and 14 accurate visual representations (AVRs) prepared by Nicholas Pearson Associates. The location of the viewpoints has been informed by architectural and historic accounts of the area, an appraisal of the existing Site and surroundings, and planning policy. Viewpoint locations were agreed with officers at CCC during pre-application discussions.

PURPOSE OF REPORT

SPATIAL CONTEXT

- 0.5
- Ty Cambria is an office block positioned on Newport Road, Cardiff. Newport Road is a principal radial route, forming a key approach into Cardiff city centre from the east with high volumes of vehicular and pedestrian traffic. Ty Cambria fronts this road, and is situated at a junction with East Grove which connects to the Tredegarville Conservation Area to the immediate north.
- 0.6
- Newport Road is on the edge of Cardiff's identified Central Business Area. The buildings fronting the road at this point range in uses from commercial and office, to residential as well as being home to the Cardiff Royal Infirmary. The buildings that front Newport Road are generally large in scale and of contemporary construction, mixed with some older buildings including the now converted St James' Church (Grade II) and the infirmary complex (Grade II).
- 0.7
- The Tredegarville Conservation Area is characterised by its large Victorian villas and planned layout, offering axial views along tree-lined streets. These axial views lead to the numerous entry points to the conservation area, which contrast its quieter character to the busy nature of Newport Road and City Road.
- 0.8
- The Site therefore sits at a nexus of two contrasting areas: one that is characterised by being a busy route into central Cardiff, that offers a strategic position for intensification and the other a relatively quiet enclave characterised by a planned layout, Victorian residential buildings and tree-lined streets.
- 0.9
- In its existing form, the Site fronts Newport Road with a six storey plus ground office building constructed from a concrete and stone panelised design with horizontal emphasis expressed through banded windows separated by concrete mullions. It is accessed via steps and a ramp from Newport Road to its entrance. In plan, it is broadly rectangular and made from three volumes, stepping down towards the rear. The middle volume is five storeys plus ground, with the rear being four plus ground.

SITE DESCRIPTION

- 0.10
- The upper storey of each volume features a set back level with the soffits of an overhang seen from the ground level. As understood from Newport Road, the ground level is expressed by a horizontal black recessed beam that spans the building. Its entrance is expressed by a slight recess on the western side of the Newport Road elevation, with the stairwell treated by single windows that are spaced apart to differentiate themselves from the horizontal banded windows that punctuate the commercial floorspace.
- 0.11
- At ground, the commercial uses lend themselves to inactive frontages which are setback beyond the ramp and raised level. These feature mirrored windows for privacy. In terms of its townscape presence, the building is a storey taller than its neighbouring Cardiff Sixth Form College on the western side. It is two storeys taller than the UK Home Office building on the eastern side of East Grove.
- 0.12
- The key opportunities and constraints that have informed the proposed redevelopment of the Site from a heritage, townscape and visual perspective are:
 - Proximity to Tredegarville Conservation Area to the north
 - Proximity to the Tredegarville Baptist Church (Grade II)
 - Frontage to Newport Road
 - Position on an open corner facing East Grove and Newport Road
 - Emerging and existing context of large format, tall buildings in the surrounding area
- 0.13
- The existing building is not a listed building and is not in a conservation area. It is abutted to the north by the Tredegarville Conservation Area. Newport Road, a main thoroughfare into Cardiff city centre spans the route to the south.
- 0.14
- The existing building is described above, and steps down towards the conservation area. A transition in scale, complemented by a material palette that reflects those found within the conservation area, is desirable.

OPPORTUNITIES AND CONSTRAINTS: HERITAGE, TOWNSCAPE AND VISUAL AMENITY

- 0.15 The building's occupation of a corner along Newport Road, into the Tredegarville Conservation Area, means that its eastern flank has a relative prominence when seen moving from east to west. Placing height on this corner has a constraint whereby the eastern façade could appear broad. The design team have sought to sculpt the principal building volume to give it direction and reduce its breadth in these approach views.
- 0.16 There are a number of nearby consented, and implemented, schemes which demonstrate the emerging tall building character of Newport Road. Hallinans House (22 Newport Road) has a planning consent for a 32-storey mixed use tower split into four constituent parts; it is located to the southwest of the Site. Longcross Court is located to the east of the Site and is a series of linked buildings that range in height from 9 to 18 storeys. Both buildings occupy important plots within the wider townscape and both respond to Newport Road as an important thoroughfare.



Figure 0.1 Summary of immediate heritage, townscape and visual context: A: the Site; B: Tredegarville Baptist Church (Grade II); C: Tredegarville Conservation Area; D: Home Office building; E: Eastgate House; F: Longcross Court (now demolished); G: Cardiff Royal Infirmary (Grade II); H: Church of St James (Grade II); I: Admiral House; J: Mckenzie House; K: Mercure Hotel; L: Cardiff Sixth Form College

SUMMARY OF THE PROPOSED DEVELOPMENT

- 0.17 The Proposed Development is the result of constructive dialogue between planning officers at CCC at the pre-application stage. The description of development is:
- Demolition of existing building and erection of new build Purpose Built Student Accommodation, ground floor commercial space (Use Classes A1, A2, A3, B1, D1 and D2) and associated works on land at Ty Cambria, Newport Road, Cardiff.*
- 0.18 The Proposed Development will be constructed in a rectangular form, with a north-south orientation. The front element will be 24-storeys in height with a shoulder facing Newport Road up to 15-storeys and a rear shoulder of seven-storeys facing East Grove.
- 0.19 The Proposed Development is a residential, purpose built student accommodation (PBSA) building. It will have a 350-room capacity. The Proposed Development features commercial space fronting on to Newport Road which will provide visible activity to those moving along the road and East Grove. The Proposed Development includes the necessary amenity spaces to serve the PBSA uses.
- 0.20 The proportions of the building are divided into a clear base, middle and top. The base would be defined by a horizontal banding at the first floor.
- 0.21 The mid-levels are divided into clustered of three storeys in the main tower element and two storeys in the rear shoulder. For the tower, the third storey being included in the grouping adds to the vertical emphasis and ensures the tower has a slenderer appearance. The bays are then defined by brick panels, split by fluted window lintels and vertical piers abutting the windows. There is a proportional approach to the solid to void ratio in the external appearance, while reflecting the programming of the interior floor plate and its use.
- 0.22 At ground, there will be a landscaping scheme that is commensurate to its position along a main thoroughfare. There will be additional greenery and associated hard landscaping which responds to the entrances to the commercial unit as well as the PBSA entrance. The scheme will be serviced to the north away from the main routes.

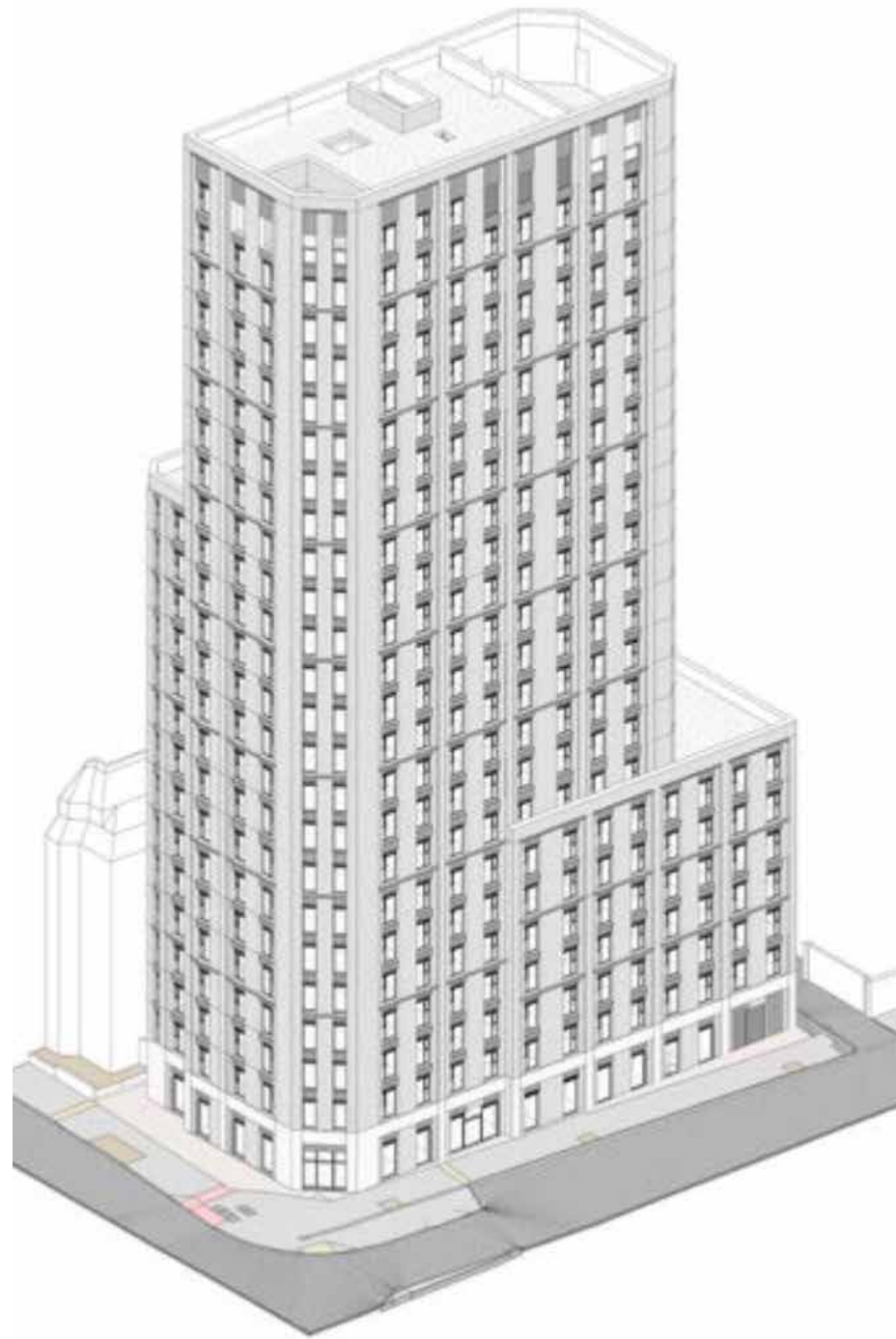


Figure 1.2 Axonometric of the Proposed Development

SUMMARY ASSESSMENT

- 0.23 Overall, the Proposed Development has been designed to respond to two different contexts: the sensitive area to the north is characterised by the Tredegarville Conservation Area and the area to the south is a main thoroughfare, historically characterised by tall, large format buildings. The emerging context here features a 32-storey tower at Hallinans House and an 18 storey building at the corner of Newport Road and City Road in the form of Longcross Court.

HERITAGE

- 0.24 There are no listed buildings on the Site and it is not within a conservation area. The assessment considers all designated heritage assets within a 250m radius of the Site. There are two heritage assets which are close to the Site which have been the subject of discussion throughout the pre-application process. These are the Tredegarville Conservation Area and the Tredegarville Baptist Church (Grade II).
- 0.25 In terms of heritage, the Proposed Development would give rise to a limited effect to the Tredegarville Conservation Area. This is due to the change in scale on the Site as seen from across the conservation area and due to its proximity (being mindful that the existing wider context features a number of tall buildings).
- 0.26 The proposals have sought to reduce mitigate this impact by virtue of stepping down to a seven-storey datum towards the boundary of the Conservation Area. This is further aided by the materials used for the stepped down element to the north, reflecting the grey tones of the stone used in the conservation area. It is further mitigated by the change in townscape character that exists currently, with large format and tall buildings marking its boundaries. This includes the existing condition of the Site itself. Taken in the round, this would give rise to an effect that equates to being at the very lowest end of the less than substantial scale, or can be read as being a negligible albeit adverse impact on the significance of the conservation area.
- 0.27 The Tredegarville Baptist Church (Grade II) is situated to the north of the Site. Its principal elevation fronts the Parade. It has a simple gabled frontage. In the existing condition, large scale buildings are seen beyond and behind the roofline. The church retains its sense of primacy in the street scene due to the space between it and its neighbouring residential buildings which then have a tighter grain contrasting the church's plot.

Mature trees line East Grove giving partial screening of the Proposed Development. Whilst there would be a change to the wider setting of the church, those components that contribute towards significance would not be harmed. The heritage significance of the church would be preserved.

TOWNSCAPE

- 0.28
- The townscape assessment has identified four distinct townscape character areas within a 250m radius. These comprise:
 - TCA 1 Newport Road
 - TCA 2 City Road
 - TCA 3 Moira Terrace and surrounding residential
 - TCA 4 Tredegarville and Wordsworth Residential
- 0.29
- The townscape assessment is distinct from the heritage and visual impact assessment and focuses on the character and function of the area around the Site and how the Proposed Development impacts that.
- 0.30
- The Site is within TCA 1 Newport Road and its northern boundary abuts TCA 4 Tredegarville and Wordsworth Residential.
- 0.31
- In townscape terms, the Site then negotiates two contrasting areas. Newport Road is a major thoroughfare and route into Cardiff city centre. It is located at the corner of East Grove, which leads to the Parade and the tree lined residential streets to the north. Newport Road is characterised by large format and tall buildings. The Cardiff Royal Infirmary is located to the east and the Church of St James the Great provide historic, large buildings on this stretch of road.
- 0.32
- The immediate character of Newport Road features large scale buildings as existing, with an emerging contemporary context adjudged by consented schemes. Eastgate House (13 storeys) is located to the east, Admiral House (15 storeys) and Mckenzie House (12 storeys) are located to the south, and the Mercure Hotel (16 storeys, plus plant) is positioned to the southwest. The Cardiff Sixth Form College abuts the Site to the west and is of a similar height, but is a larger scale fronting Newport Road for a 50m stretch, with a central courtyard breaking up the mass. In addition to these, Longcross Court is an implemented 18-storey building to the east and fronts Newport Road’s junction with City Road. Hallinans House is a consented 32-storey building to the southwest.

- 0.33
- To the north, the character is predominantly residential and of a smaller scale to Newport Road. Buildings are generally three-to-four storeys in height and were built towards the end of the 19th century. They are generally semi-detached and are setback from the street. It features mature trees along its streets.
- 0.34
- The redevelopment of Ty Cambria fits into that context and responds to the dual character of the edges of its site. By placing height and entrances on to Newport Road the scale is commensurate to its surroundings while also responding to the uses of the building and its context. The main building volume incorporates a two-bay chamfer to reduce its perceived scale in middle-distance views east-west, particularly those experienced in motion. The step down of height and change in material palette responds to the low rise residential area to the north which is characterised by use of grey tones.
- 0.35
- The treatment of the corner responds to the ground plan, with an entrance into the commercial unit facing Newport Road. Hard landscaping will front these units, and the PBSA entrance, which fronts East Grove, softening the ground experience. The introduction of landscaping at ground improves the spaces around the base of the building, and this would be appreciated in TCA 1 and from TCA 4.
- 0.36
- Overall, there would be wholly beneficial townscape and urban design impacts on TCA 1 Newport Road and TCA 4 Tredegarville and Wordsworth Residential. This is due to the high quality design which responds to the different contexts, both in its massing and material palette, as well as the improvements to the street frontages which provide activity to the street scene through the commercial uses and the glazed units that face Newport Road and East Grove.
- 0.37
- Effects found to TCA 2 and TCA 3 will be visual. In terms of understanding the hierarchy of the road layout of this area of Cardiff, as seen from City Road, the height facing Newport Road fits with the wider existing and emerging context. The step down towards the lower rise area to the north would also be understood when glimpsed from City Road. For TCA 2, it is likely that there would be a very slight impact which benefits the overall understanding of street layout and hierarchy as seen from City Road.
- 0.38
- For TCA 3 Moira Terrace and Surrounding Residential, Newport Road provides a clear break between the two areas. Any change would be glimpsed and would not alter the character, hierarchy and function of the TCA.

VISUAL IMPACT

- 0.39
- The visual impact assessment takes a receptor-based approach to the assessment which is in line with best practice (as defined by the GLVIA 3rd Edition). The assessment is supported by 14 accurate visual representations prepared by Nicholas Pearson Associates. These also serve to underpin the townscape and heritage assessments; the visual impact assessment specifically addresses the change to visual amenity.
- 0.40
- The change to visual amenity will primarily concern three groups of people: residents, road users and commuters, and users of open space.
- 0.41
- Residents will have a greater familiarity with the Site and surrounding area. They would be familiar with the change in scale from residential areas to Newport Road, as existing. Newport Road, being a busy thoroughfare, is likely to be used by residents moving towards the City Centre along the route. Given the surrounding scale of buildings, the Proposed Development would appear commensurate with its surroundings. The material palette, division of the massing, introduction of active frontages along Newport Road and East Grove and new landscaping would wholly benefit the visual amenity of residents, particularly those who reside to the north of the Site.
- 0.42
- Other residents moving along Newport Road from the wider area would benefit in a similar manner though they would be less familiar with the Site. They would understand the Proposed Development within the existing and emerging character of the western end of Newport Road.
- 0.43
- Road users and commuters would be benefitted by the Proposed Development in terms of visual amenity. It is presumed that this receptor group would be less familiar with the Site and focused on their activity. The visual amenity would be bettered by the high quality design, exemplified by its proportional approach to the façade system and landscaping at ground, meaning the western and eastern elevations are broken down sufficiently and provide visual interest to the Site.
- 0.44
- There are few open spaces around the Site. CCC requested that a view from the Cardiff Castle Keep be provided, which is positioned within the castle and amongst open space at ground. The keep has a view of the Cardiff skyline, and the Proposed Development is unlikely to be seen from the open, ground level. Cemetery Park is the nearest open space to the south which is an open, green space with mature trees within it. The change as seen from here would be understood within the wider skyline and urban context of Newport Road to the north.

POLICY COMPLIANCE

- 0.45
- The Planning Statement assesses the proposals against Development Plan policy.
- 0.46
- This HTVIA considers how the proposed development performs against the policies within the development plan and national planning policy relevant to heritage and design matters. This includes policies in Planning Policy Wales, Edition 11, Chapter 6: Distinctive and Natural Places and Chapter 6 the Historic Environment, which is supported by Technical Advice Note 24 Historic Environment (Chapter 5: Listed Buildings; Chapter 6: Conservation Areas). The Cardiff Local Development Plan policies are SP14 Protecting and Enhancing Built Heritage and Culture; HE 1 Heritage Assets and design policies for townscape, character and visual amenity.
- 0.47
- This HTVIA identifies a limited adverse effect to the significance of the Tredegarville Conservation Area. The Proposed Development has mitigated the identified harm through provision of its layout and material palette, while also responding to the wider townscape and urban design context.
- 0.48
- Equally, the Proposed Development represents the optimisation of a corner site on a key junction on Newport Road approaching the city centre. The scale proposed is commensurate with both the existing and emerging context in this approach route, whilst the building design is attractive, and would wholly improve the urban design function of the Site and how it responds to the adjacent properties. The Planning Statement identifies the extensive public benefits associated with the redevelopment of the Site.

1.0 INTRODUCTION

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

INTRODUCTION

- 1.1 Montagu Evans has been instructed by MYS Student Living and Elite UK REIT (hereafter referred to as the 'Applicant') to provide consultancy services and to produce this Heritage, Townscape and Visual Impact Assessment (the 'HTVIA') in support of proposals which are subject to an application for planning permission at Ty Cambria, 29 Newport Road, Cardiff, CF24 0TP (the 'Site'). Cardiff City Council (CCC) are the local planning authority.
- 1.2 The Site is located in the City of Cardiff. The Site is described in **Section 8.0** and the Design and Access Statement prepared by the architects, Fletcher Joseph.
- 1.3 **Figure 1.1** outlines the boundary of the Site. An aerial view of the Site from Google Maps is provided at **Figure 1.2**.

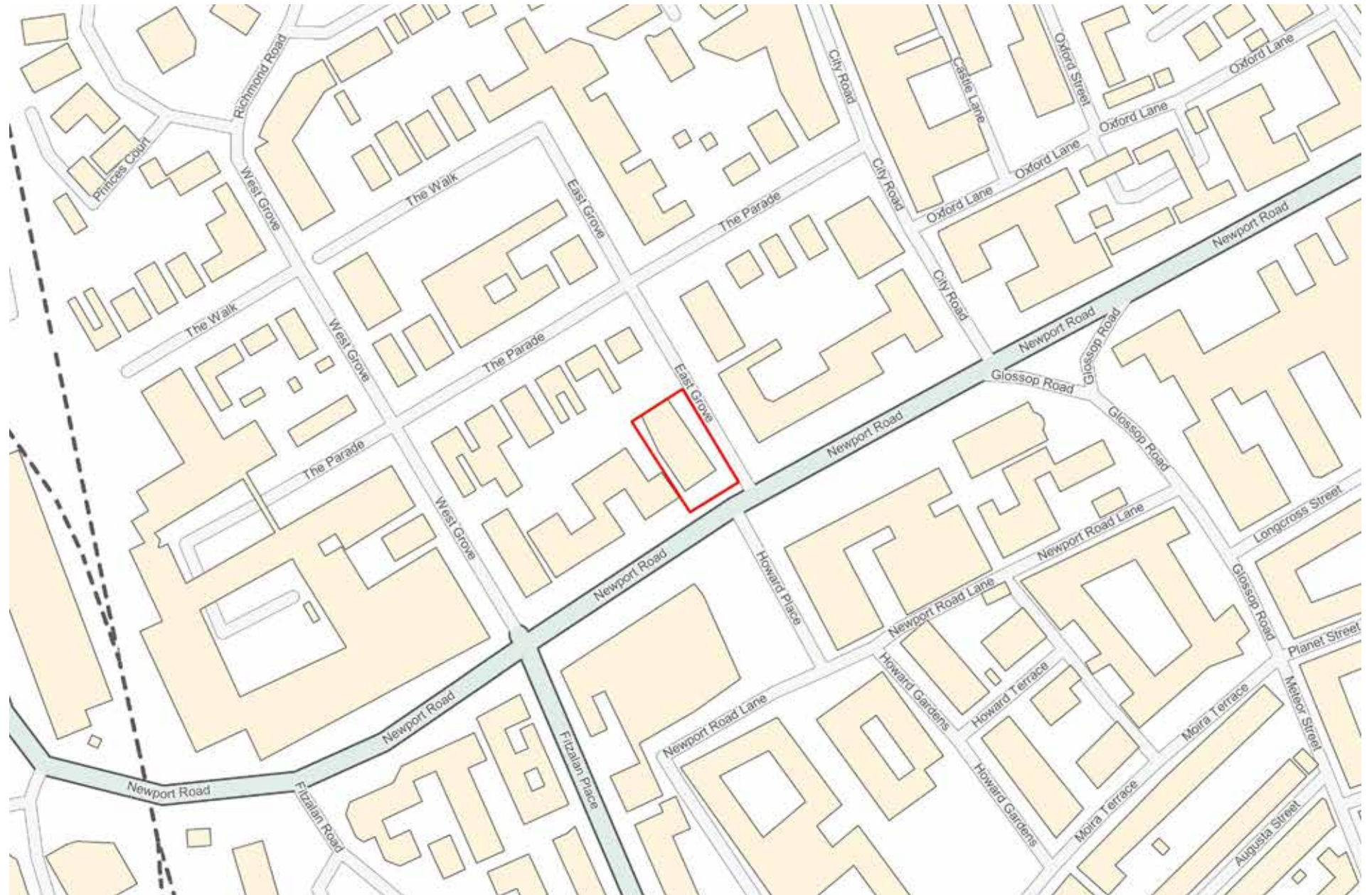


Figure 1.1 Site Plan

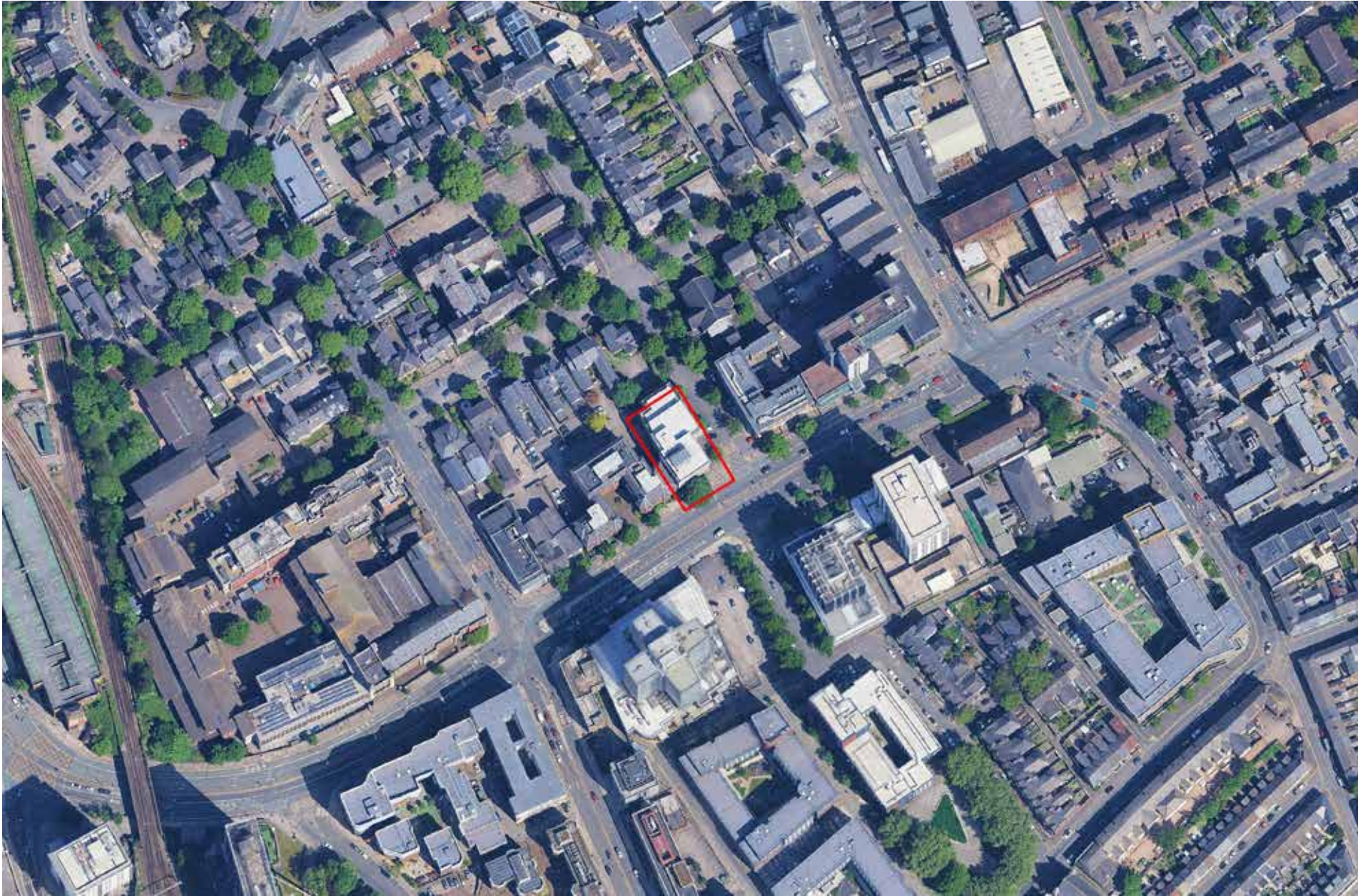


Figure 1.2 Aerial View. Source: Google (base map)

THE SITE

- 1.4 The Site is not a listed building and is not within a conservation area.
- 1.5 In its existing form, the Site fronts Newport Road with a six storey plus ground office building constructed from a concrete and stone panelised design with horizontal emphasis expressed through banded windows separated by concrete mullions. It is accessed via steps and a ramp from Newport Road to its entrance. In plan, it broadly rectangular and made from three volumes, stepping down towards the rear. The middle volume is five storeys plus ground, with the rear being four plus ground.
- 1.6 The upper storey of each volume features a set back level with the soffits of an overhang seen from the ground level. As understood from Newport Road, the ground level is expressed by a horizontal black recessed beam that spans the building. Its entrance is expressed by a slight recess on the western side of the Newport Road elevation, with the stairwell treated by single windows that are spaced apart to differentiate themselves from the horizontal banded windows that punctuate the commercial floorspace.
- 1.7 At ground, the commercial uses lend themselves to inactive frontages which are setback beyond the ramp and raised level. These feature mirrored windows for privacy. In terms of its townscape presence, the building is a storey taller than its neighbouring Cardiff Sixth Form College on the western side. It is two storeys taller than the UK Home Office building on the eastern side of East Grove.

PRE-APPLICATION CONSULTATION

- 1.8 The Proposed Development was subject to six separate meetings with CCC officers where the overall principle, scale, and detail of the scheme was discussed. The proposals are the result of an iterative design process which seeks to temper its surroundings while bringing benefits to the Site.
- 1.9 This report forms part of the pre-application consultation (PAC) pack. The report will incorporate the necessary changes following the consultation period into the HTVIA which will form part of the planning submission.

SUMMARY OF THE PROPOSALS

- 1.10
- The Proposed Development comprises the redevelopment of the Site including the demolition of the existing Ty Cambria office building on the Site. It will be replaced with a part commercial part purpose built student accommodation building, which would be 24 storeys in height and contain 350 beds. The Proposed Development includes landscaping at the ground level.
- 1.11
- The description of the development, prepared by Pearce Planning, is:
- 1.12
- Demolition of existing building and erection of new build Purpose Built Student Accommodation, ground floor commercial space (Use Classes A1, A2, A3, B1, D1 and D2) and associated works on land at Ty Cambria, Newport Road, Cardiff.

PURPOSE OF REPORT

- 1.13
- This report provides an assessment of the impact of the proposals on built heritage, townscape and visual receptors. The assessment is provided in accordance with legislation, planning policy and best practice guidance, including the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013).
- 1.14
- The assessment and design development has been informed by visual tools, including a zone of theoretical visibility (ZTV) prepared using VuCity software and 14 accurate visual representations (AVRs) prepared by Nicholas Pearson Associates. The location of the viewpoints has been informed by architectural and historic accounts of the area, an appraisal of the existing Site and surroundings, and planning policy. Viewpoint locations were agreed with officers at CCC during pre-application discussions.

STRUCTURE OF THE REPORT

- 1.15
- The structure of this HTVIA is as follows:
- **Section 2.0** describes the methodology that has been used to undertake this assessment;
 - **Section 3.0** sets out the legislation and planning policy which is relevant to the assessment of the proposals on heritage assets, townscape and visual amenity;
 - **Section 4.0** provides a description of the historical development of the Site and surrounding area which has informed the assessment heritage assets, townscape and the selection of viewpoints;
 - In accordance with policy, **Section 5.0** sets out the significance of heritage assets which have the potential to be affected by the Proposed Development;
 - A description of the existing townscape character is assessed at **Section 6.0**;
 - A description of the existing visual amenity is provided at **Section 7.0**;
 - **Section 8.0** provides a description of the visual characteristics of the Proposed Development;
 - **Section 9.0** provides an assessment of the impact of the Proposed Development on the significance of heritage assets;
 - The impact of the Proposed Development on townscape character is assessed at **Section 10.0**; and
 - An assessment of the impact of the Proposed Development on visual receptors is provided at **Section 11.0**;
 - **The report is concluded in Section 12.0.**

2.0 METHODOLOGY

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

METHODOLOGY

2.1 This section describes the framework for heritage, townscape and visual assessment. The method for each discipline is the product of legislation, policy and best practice guidance set out in **Section 3.0**. The assessment is proportionate and no longer than is necessary to assess properly the likely effects of the Proposed Development.

STUDY AREA

- 2.2 The study area comprises:
- All heritage assets within 250m of the Site's red line boundary;
 - Townscape Character Areas ('TCAs') within 250m of the Site's red line boundary.
 - Visual receptors including residents, road users and commuters, and users of open space

- 2.3 Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage assets were used to determine the study areas. It has been informed by building locations and heights, topography and townscape features, and an understanding of the scale of the Proposed Development.
- 2.4 A Zone of Theoretical Visibility (ZTV) of the Proposed Development was produced early on in the design process to inform the study's scope. This is reproduced here.



Figure 2.1 Zone of Theoretical Visibility (2km2)

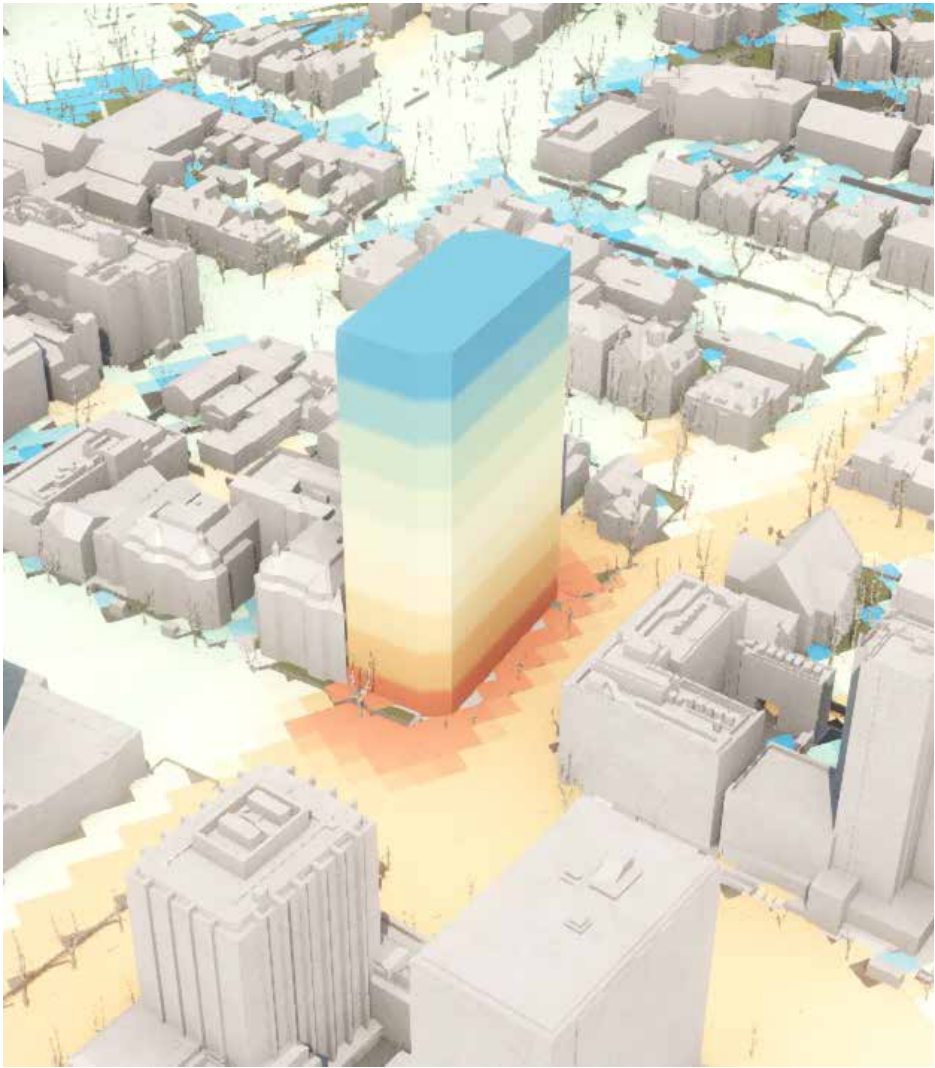


Figure 2.2 Zone of Theoretical Visibility key to colours

- 2.5
- The ZTV only shows theoretical visibility, and this is further tested through modelling views. In those modelled views, some are taken forward to be reproduced as Accurate Visual Representations, set within a photograph of the scene, to provide a realistic assessment of what the scheme may appear like. The ZTV is a tool for setting the scope and is not to be relied upon for total visibility of the proposals. The model used to run the ZTV was an extruded mass of the tallest element at the proposed height of 85.4m AOD.
- 2.6
- For the purposes of this assessment, some listed buildings have been grouped according to the likelihood of shared settings and where the same elements of setting have contributed to the overall significance. The purpose of this is to keep the Heritage assessment focused to the areas likely to be impacted by the Proposed Development and to keep the assessment proportionate to the potential impacts.
- 2.7
- Section 7.0** identifies viewpoints that have informed the ‘visual study area’. The study area may be defined as the anticipated extent of visibility (from a height of approximately 1.6m (eye level) above the ground). It is acknowledged and accepted that judgments made by a surveyor are subjective, which provides limitations to the identification of a visual envelope. There will be areas within the study area where visibility is not possible e.g. due to interposing development. Conversely, the assessment considers further long distance views where identified and relevant. The visual assessment is focused on the receptor (i.e. the viewer of the view). Receptors are unlikely to be focused on the view and the surrounding built environment when crossing the road, therefore, the pathway is deemed a more appropriate position to assess the visual impact on visual amenity. This principle applies to all viewpoints in this assessment, and is consistent with good practice.

ACCURATE VISUAL REPRESENTATIONS AND VISUAL AIDS

- 2.8
- The assessment of each discipline is informed by accurate visual representations or AVRs. The location of the viewpoints was agreed with the Council during the pre-application process (agreement of the views was reached on the 30th March 2026).
- 2.9
- The AVRs are provided in the following scenarios:
 - Existing = baseline photography
 - Proposed = Existing plus the Proposed Development
 - Cumulative = Existing plus the Proposed Development plus schemes that have a resolution to grant planning permission, that are consented and/or implemented
- 2.10
- The AVRs are independently prepared by Nicholas Pearson Associates according to an industry standard method provided at **Appendix 2.0**. The variables include angle of lens, framing of shot and orientation. TGN 06/19 Visual Representation of Development Proposals Technical Guidance Note (2019) prepared by Landscape Institute recommend one set of considerations, but these are not universally applied and are not suited often to certain urban environments because the angle of lens, 50 degrees, often eliminates context in close and medium-distance shots.
- 2.11
- AVRs are tools of assessment, to be applied on site, and to act as aide memoires afterwards. They do not represent visual perception. The objective of an AVR is to simulate the likely visual changes that would result from a proposed development. AVRs are two-dimensional and cannot capture the complexity of the visual experience. It is an approximation of the three-dimensional visual experience the observer would receive on site. Neither do they capture transient significant effects arising from noise or traffic on perception, or that wider range of expectations and associations that anyone in an urban scene may have.

- 2.12
- Artists’ impressions based on geometrically accurate information (models) or characteristics of computer-generated images (CGIs) may sometimes be used. Whilst not independently verified, these can be very helpful in establishing and assessing the way a proposal will affect its immediate environment (to take one example only) and/or convey particular characteristics of development. This is because the AVR methodology is generally less helpful for assessing up close effects or, for example, in capturing the interaction of new landscape with buildings. Illustrative views are not used to inform the assessment of applications for outline permission but may be provided as a useful reference of what could be achieved through implementation of a design code.
- 2.13
- The qualitative text accompanying the visual assessment seeks to contextualise the views. That analysis necessarily entails professional judgments, and the process is not quantitative or strictly objective. That assessment does take into account the design quality of proposals.
- 2.14
- Changes to visual amenity should not be judged in relation to static views (which are abstractions and not real) but in relation to the overall experience of an area and dependent upon the particular experiences and expectations of different viewers. The modelled viewpoints are often selected to show schemes at their maximum impact and not capture their typical impact in a receiving area or location. The impact assessment considers both the particular impact illustrated and the overall impact to come to a net assessment which more accurately reflects the overall experience than a single view.

ASSESSMENT PROCESS FRAMEWORK
HERITAGE

2.15 The term ‘heritage asset’ is used within this assessment to describe both a designated (e.g. listed buildings, Registered Parks and Gardens, Registered Battlefields or conservation areas) or non-designated (identified by the local authority e.g. buildings of townscape merit, locally listed buildings or positive contributors to conservation areas) heritage assets. For the purposes of this HTVIA, heritage assets do not include archaeological or below ground remains.

HERITAGE SIGNIFICANCE

2.16 Planning policy requires an applicant to describe the significance of any heritage assets affected by a proposed development, including any contribution made by their setting. ‘Significance’ (for heritage policy) is defined in the NPPF Annex 2 as:

The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its significance.

2.17 Heritage significance is assessed against the criteria contained in **Table 2.1**; the categories allow some flexibility in their practical application to the facts of any case. The typical examples for each category are indicative, mindful that the buildings/sites/areas cover a wide spectrum of character, history, features, and group relationships. The reader is referred to the qualitative assessment which outlines the particular nature of the value.

2.18 Paragraph 6.1.13 of Planning Policy Wales (2024) states that the information provided “proportionate both to the significance of the building and to the degree of change proposed.”. Great weight has been given to the conservation of all designated heritage assets, although a gradation of significance is appropriate. This is reinforced by the 2018 DCMS Principles for Selection of Listed Buildings which states “listed buildings are graded to reflect their relative special architectural and historic interest”:

*Grade I buildings are of exceptional special interest;
Grade II* buildings are particularly important buildings of more than special interest;
Grade II buildings are of special interest, warranting every effort to preserve them.*

2.19 The significance of heritage assets may be expressed with reference to their historical or architectural value identified in the Planning (Listed Buildings and Conservation Areas) Act 1990 (the ‘1990 PLBCA Act’).

2.20 Where a proposal may affect the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the value of heritage assets. The assessment is informed by the check-list approach contained in Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter ‘GPA3’). In lieu of setting not being defined by Planning Policy Wales, setting is defined in the National Planning Policy Framework (NPPF) for England as:

The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

2.21 Cadw’s Setting of Historic Assets in Wales states that
The setting of a historic asset is made up of:
▪ *its current surroundings*
▪ *our present understanding and appreciation of the historic asset*
▪ *what (if anything) survives of its historic surroundings.*
Setting does not depend on public rights of way or current ability to access the asset or viewpoints, though these can contribute to the significance of a historic asset and its setting. Likewise, the number of visitors to a site or viewpoint does not affect the importance of the setting.

2.22 The heritage baseline articulates the contribution made by relevant aspects of setting towards significance. Again, the level of detail is proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal to their significance.

TOWNSCAPE AND VISUAL

2.23 The framework for assessment of townscape and visual impact has been prepared using the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) (‘GLVIA3’). The two components of townscape and visual assessment are:

1. The assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
2. The assessment of visual effects: assessing effects on the general visual amenity experienced by people. Specific views are also assessed where they form strategic views designated in the development plan, or were agreed with the competent authority.

TOWNSCAPE VALUE

- 2.24

The townscape baseline assessment describes character areas/types and their characteristics. It defines the distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. Areas are defined and mapped with boundaries that suggest a sharp change from one townscape area to another; however, on site, changes can be more subtle and practically, this often represents a zone of transition. Criteria to assess townscape character areas and apportion value is contained in **Table 2.8**.
- 2.25

Assessment is informed by an understanding of how an area has evolved, the use of aerial photography and field survey, along with desk-based research as appropriate and to a level commensurate with the sensitivity and its susceptibility to change. Important published sources will normally comprise formal character assessments prepared, for example, as part of local plan making or agencies or county authorities.
- 2.26

The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced and the value attached to it. This assessment cannot practically and objectively capture what local people in an area feel about their area (unless of course this has been subject to a specific study which is produced in an objective or reflective manner). Thus, this value analysis reflects professional judgment.

TOWNSCAPE VALUE			
VALUE	IMPORTANCE	TYPICAL CRITERIA	TYPICAL FEATURES / CHARACTERISTICS
Very High	International / National	Unique or outstanding townscape with clearly distinctive characteristics, features and elements; Widespread use of quality materials; Very strong urban structure, characteristic patterns and balanced combination of built form and open space; Appropriate management for land use; No, or very limited, detracting features.	International or national designation, and/or designated heritage assets of significant importance
High	National / Regional / Local	Distinctive or unusual townscape with notable features and elements; Evident use of quality materials; Strong urban structure, characteristic patterns and balanced combination of built form and open space; Appropriate management for land use with limited scope to improve; Limited detracting features.	National or regional designation, and/or designated heritage assets
Medium	Regional / Local	Attractive townscape with occasional distinctive features; Recognisable urban structure, characteristic patterns and combinations of built form and open space; Scope to improve management for land use; Some detracting features.	Regional or local recognition, including local plan designations, with value possibly expressed through literature and cultural associations.
Low	Local	Commonplace or ordinary townscape with limited variety or distinctiveness; Distinguishable urban structure, characteristic patterns and combinations of built form and open space, although often fragmented; Scope to improve management or land use; Potentially some dominant detracting features and areas of very low value.	Some positive townscape features but largely degraded and may benefit from regeneration, restoration or enhancement.
Very Low	Local	Very common townscape, often in decline; Weak or degraded urban structure, characteristic patterns and combination of built form and open space; Lack of management has resulted in degradation; Frequent dominant detracting features; Disturbed or derelict land requires treatment.	Heavily degraded townscape and/or identified for change.

Table 2.1 Townscape Value Criteria

VISUAL AMENITY VALUE

- 2.27 The visual baseline assessment established the area in which the development may be visible, the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.28 The baseline study identifies individuals and/or defined groups of people within the area who will be affected by changes in the views, ‘visual receptors’ (i.e. those that are affected by the change to the view). The visual impact assessment is structured so as to assess the likely effect on individual receptor groups, using the verified views, produced by Nicholas Pearson Associates, and a Zone of Theoretical Visibility (ZTV). The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:
 - Residents and other frequent users of the area;
 - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, attractions or those whose attention or interest is likely to be focused on the landscape and on particular views; and
 - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.29 Representative viewpoints are identified based on a comprehensive review of the surrounding area, including the following criteria:
 - Heritage assets (designated and non-designated);
 - Townscape character;
 - Where the development may be prominent;
 - Be visible from concentrations of residential areas;
 - Open spaces (parkland, publicly accessible space);
 - Potentially sensitive viewing positions (e.g. schools);
 - Accessibility to the public;
 - The viewing direction, distance and elevation;
 - Townscape and transport nodes.
- 2.30 The identification of viewpoints also considers any strategic or local viewpoints identified by the local planning authorities or other relevant bodies.

- 2.31 The visual amenity value of locations is assessed using the criteria contained in **Table 2.9**. Amenity is a broad concept in planning, and the Planning Portal [online] defines it as “A positive element or elements that contribute to the overall character or enjoyment of an area. For example, open land, trees, historic buildings and the inter-relationship between them, or less tangible factors such as tranquillity.” Changes in amenity are typically assessed through changes to what people see and perceive, and the shorthand for this are ‘views’ and ‘visual impact’.
- 2.32 The places at which or in which these individuals will experience a change will always be a publicly accessible place, in line with best practice. The visual assessment is therefore separate to a ‘residential amenity assessment’, which considers private viewpoints from residential properties (refer to GLVIA3, paragraph 6.17). In some instances, the visual impact assessment will address impacts from private land, but that is only where this topic has been scoped with the decision maker and a specific methodology agreed. Such private land amenity assessments often rely on other concepts in town planning/measures such as privacy and enclosure or overbearing.

VISUAL AMENITY VALUE	
Value	Criteria / Examples
Very High	Areas of national or international importance and/or identified strategic views of national or international importance. Very enjoyable area with multiple positive elements and/or Very High townscape value.
High	Areas of national or regional importance, or particular local importance and/or static view identified in the development plan. Enjoyable area with several positive elements and/or High townscape value.
Medium	Areas of regional or local importance and/or static view identified in planning guidance, including conservation area appraisals. Pleasant area with some positive elements and/or Medium townscape value.
Low	Commonplace areas with limited positive elements and/or Low townscape value, often with detracting elements.
Very Low	Area of Very Low townscape value (e.g. industrial areas/busy main roads) that has very few positive characteristics, usually with significant detracting elements.

Table 2.2 Visual Amenity Value Criteria

TOWNSCAPE AND VISUAL SUSCEPTIBILITY

- 2.33 The first stage in the assessment of the Proposed Development on townscape character or visual amenity is to identify its sensitivity to the Proposed Development. Sensitivity is identified by calibrating the baseline value the visual amenity with its susceptibility, defined as the ability to accommodate the particular type and/or nature of development without undue consequences for the maintenance of the baseline situation and/or the achievement of planning policies and strategies. The criteria for determining townscape susceptibility is described at **Table 2.10** and visual susceptibility at **Table 2.11**.
- 2.34 GLVIA3 explains landscape susceptibility at pages 88–89. There is no specific definition of townscape susceptibility. Professional judgement is applied based on the understanding of landscape susceptibility to reach judgements on townscape susceptibility.
- 2.35 GLVIA3 describes susceptibility to change of landscape receptors as “the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies.”
- 2.36 Susceptibility is relative to the general type of development proposed e.g. the townscape may be more or less susceptible to a proposal for an industrial facility as opposed to a residential building depending on the receiving environment. Equally, the townscape may be more or less susceptible to a tall building than a low-rise development depending on the receiving environment.
- 2.37 Effects are particular to the specific landscape / townscape in question, which includes reference to aspects such as the quality, nature and condition of the townscape character, or, existing scale and grain e.g. if the existing townscape is of a similar scale and / or grain as the proposed development, it may have a greater ability to accommodate the proposed development and thus a lower susceptibility to change, subject to those existing characteristics not undermining or undue consequence arising from that baseline condition or anticipated achievement of relevant

townscape / landscape planning policies, which includes site allocations or anticipated development identified in the statutory development plan.

TOWNSCAPE SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The townscape has a low ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises very limited or no similar types of development to that proposed and/or the townscape / landscape policies do not anticipate this type of development.
Medium	The townscape has a moderate ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises some similar types of development to that proposed and/or the townscape / landscape policies anticipate some of this type of development.
Low	The townscape has a high ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises several similar types of development to that proposed and/or the townscape / landscape policies anticipate this type of development.

Table 2.3 Susceptibility of townscape character to change criteria

VISUAL SUSCEPTIBILITY

- 2.38 GLVIA3 explains visual susceptibility at pages 113–114. Page 113 sets out that susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:
- The occupation or activity of people experiencing the view at particular locations;
 - The extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations.
- 2.39 Visual receptors who are more likely to have a high susceptibility to change include residents at home, people who are engaged in activities that involve an appreciation of the surrounding landscape or townscape, and visitors to heritage assets or other attractions. This is the advice of GLVIA3; however, the guidance also makes it clear that this will not be true in all cases since susceptibility to change is to some extent, as noted, a function of context.

- 2.40 Again, and subject to that qualification, visual receptors who are more likely to have a low susceptibility to change include users of amenity space that does not depend on or involve an appreciation of the surrounding landscape / townscape such as people engaged in sports activities. GLVIA3 states that “each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focused on views and visual amenity.”

VISUAL SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The visual receptor has a low ability to accommodate the specific proposed change e.g. the visual receptor is likely to be heavily engaged on the view/visual amenity and/or the type of development is incongruent to the baseline condition or would undermine the enjoyment of the visual receptor.
Medium	The visual receptor has a moderate ability to accommodate the specific proposed change e.g. the visual receptor is likely to be partially engaged on the view / visual amenity and/or the type of development is congruent to aspects of the baseline condition or would undermine some aspects of the enjoyment of the visual receptor.
Low	The visual receptor has a high ability to accommodate the specific proposed change e.g. the visual receptor is likely to be not engaged on the view / visual amenity and/or the type of development is congruent to the baseline condition or would not undermine the enjoyment of the visual receptor.

Table 2.4 Susceptibility of Visual Receptor to Change Criteria

TOWNSCAPE AND VISUAL SENSITIVITY

- 2.41 The baseline value of the character or visual amenity and its susceptibility are calibrated using the matrix at **Table 2.12**. Sensitivity is recorded in a verbal scale (high, medium or low), supported by the clear narrative linked to evidence from the baseline study and an assessment of susceptibility.

TOWNSCAPE AND VISUAL MAGNITUDE

- 2.42 The magnitude of impact is a qualitative judgement supported by the narrative text within the assessment. The professional judgement is quantified using criteria at **Table 2.13**. The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact.

TOWNSCAPE AND VISUAL SENSITIVITY			
Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Medium
Low	Low	Low/Medium	Medium
Medium	Low/Medium	Medium	Medium/High
High	Medium	Medium/High	High
Exceptional	Medium/High	High	High

Table 2.5 Townscape and Visual Sensitivity (Nature of character or visual amenity Likely to be Affected)

TOWNSCAPE AND VISUAL MAGNITUDE OF IMPACT	
High	Major change to the value of the townscape character or visual amenity. The proposals would be very noticeable, comprising a notable change over an extensive area or an intensive change over a more limited area. May comprise major alteration to key elements/features/characteristics. The duration of this impact may be permanent and non-reversible.
Medium	Moderate change to the value of the townscape character or visual amenity. The proposals would be noticeable, comprising a recognisable change over a large area or a moderate change over a more limited area. May comprise alteration to one or more key elements/features/characteristics of the townscape character or visual amenity. The duration of this impact may be semi-permanent and partially reversible.
Low	Minor change to the value of townscape character or visual amenity. The proposals would be noticeable, although comprising a small change over a limited area or similar to a main component. May comprise minor alteration to one or more key elements/features/characteristics. The duration of this impact may be temporary and reversible.
Very Low	Barely discernible change to the value of the townscape character or visual amenity. The proposals would not be noticeable, although comprising a very small change over a very limited area or very similar to the main components. May comprise very minor alteration to one or more key elements/features/characteristics. The duration of this impact may be temporary and reversible.
Nil	No change to the value of the townscape character or visual amenity.

Table 2.6 Magnitude of Impact Criteria

TOWNSCAPE AND VISUAL LIKELY EFFECTS

2.43 Likely effects are determined by combining the judgements of sensitivity and the magnitude of impact using a common matrix shared across all topic areas (Table 2.14). It is generally considered that moderate to major effects are considered ‘significant’. Criteria defining the scale of effect is provided at Table 2.15.

TOWNSCAPE AND VISUAL LIKELY EFFECT			
Magnitude	Sensitivity		
	Low	Medium	High
Nil	None	None	None
Very Low	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.7 Likely Effect Matrix

2.44 Professional judgement is required to determine the nature of the likely effects. Criteria defining the nature of effect is provided at Table 2.16. For example, there will be cases where a high magnitude of impact produces a major scale of effect, on the basis that the component is prominent or noticeable, but notwithstanding that the quality of effect is beneficial as a consequence of design quality or other benefits. This approach arises most often as a consequence of major developments in areas positively identified for transformational change. Often, such impacts will have varied effects such that a hard and fast categorisation of an effects quality is finely balanced as between beneficial or harmful. In many instances, therefore, the final identification of impact and effect will turn on discursive analysis. This makes a necessary professional adjustment to the tabular analysis format which can produce inaccurate reporting.

2.45 The assessment of nature of effect also requires a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because townscape and visual assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on qualitative text throughout the assessment to describe the character/amenity and the judgements in regard to the significance of the identified effects.

TOWNSCAPE AND VISUAL NATURE OF AN EFFECT	
Beneficial	An advantageous effect to character/amenity
Neutral	An effect that on balance is neither beneficial nor adverse to character/amenity
Adverse	A detrimental effect to a character/amenity

Table 2.8 Nature of an Effect

CUMULATIVE EFFECTS

2.46 The cumulative schemes are:

- Longcross Court, Newport Road, Cardiff (LPA Ref: 24/01238/FUL)
- Hallinans House, Newport Road, Cardiff (LPA Ref: 15/02257/MJR)
- Friary House, Greyfriars Road, Cardiff (LPA Ref: 23/01174/FUL)

2.47 GLVIA3 sets out two main approaches to inter-project effects between any given Proposed Development and cumulative schemes (See GLVIA, paragraph 7.18). The first approach is to focus:

“primarily on the additional effects of the main project under consideration... on top of the cumulative baseline”

2.48 The second approach is to focus:

“on the combined effects of all the past, present and future proposals together with the new project”

2.49 This assessment adopts the second approach, which evaluates the combined effects of all relevant cumulative schemes alongside the Proposed Development. This approach is particularly appropriate in a complex urban setting such as Park Royal, where multiple large-scale developments are coming forward simultaneously, and where the overall townscape and visual experience is shaped by the interaction of several projects rather than any single scheme in isolation.

3.0

LEGISLATION AND PLANNING POLICY

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LEGISLATION AND PLANNING POLICY

3.1 The following Section sets out the planning policy context for the Site and for the context of the assessment process.

LEGISLATION

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990

3.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 (the “1990 Act”) provides the statutory duties of a decision maker in respect of development proposals which have the potential to affect listed building and conservation areas.

3.3 The Site does not comprise, or indeed contain, any statutorily listed buildings, so the statutory provisions at Section 16 of the 1990 Act do not apply, as they deal with proposals which directly affect a listed building. The Site is not located within a conservation area so the statutory provisions at Section 72(1) of the 1990 Act do not apply either.

3.4 The Site is located within the vicinity of some listed buildings. Section 66(1) of the 1990 Act is therefore also applicable, which states:
“In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”

3.5 The Courts have confirmed that if the policy approach set out in the Planning Policy Wales is followed then the statutory duties referred to above will have been fulfilled.

THE HISTORIC ENVIRONMENT (WALES) ACT 2016

3.6 The Historic Environment (Wales) Act 2016 made a number of important amendments to the 1990 Act to address the needs of the Welsh historic environment. It also introduced several stand-alone provisions for Wales.

3.7 The act establishes the legal basis for the designation, protection and management of listed buildings in Wales. Listed building consent is required for works that affect the character of a listed building; unauthorised works constitute an offence.

3.8 In addition, the 1990 Act gives powers to local authorities to take action to preserve deteriorating listed buildings.

3.9 Local planning authorities may also designate areas of special architectural or historic interest as ‘conservation areas’ under the 1990 Act. There are restrictions on certain works to buildings and trees within conservation areas.

3.10 In addition to amending aspects of the 1979 and 1990 Acts, the Historic Environment (Wales) Act 2016 includes a number of stand-alone provisions. One places a duty upon the Welsh Ministers to compile and maintain a statutory list of historic place names in Wales. Another requires the Welsh Ministers to compile and keep up to date a historic environment record for each local authority area in Wales.

DEVELOPMENT PLAN

3.11 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise. Cardiff Council are consulting on a new development plan to replace the existing plan, with consultation on a Preferred Strategy completed in October 2023. No findings of this consultation have been published publicly.

3.12 The statutory development plan and the policies relevant to the assessment of heritage, townscape and visual considerations are set out at **Table 3.1** below.

DEVELOPMENT PLAN POLICY	KEY PROVISIONS
Cardiff Council's Adopted Local Development Plan (LDP) (January 2016)	EN9: Conservation of the Historic Environment KP5 Good Quality and Sustainable Design KP17: Built Heritage

Table 3.1 Development Plan Policy Relevant to HTVIA

NATIONAL POLICY

3.13 The development plan is supported by the planning policies set out in the PPW. The relevant provisions are set out at **Table 3.2**.

NATIONAL POLICY	KEY PROVISIONS
Planning Policy Wales – 12th Edition – (February 2024)	Chapter 3: Strategic and Spatial Choices Chapter 6: The Historic Environment
Planning Policy Wales ‘Technical Advice Note 24: The Historic Environment’, dated May 2017	Chapter 5: Listed Buildings Chapter 6: Conservation Areas
Planning Policy Wales ‘Technical Advice Note 12: Design’ (March 2016)	Chapter 4: Delivering Good Design

Table 3.2 National Planning Policy Relevant to HTVIA

MATERIAL CONSIDERATIONS

- 3.14
- In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:
 - Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013)
 - An Approach to Landscape Character Assessment (2014)
 - TGN 06/19 Visual Representation of Development Proposals Technical Guidance Note (2019) prepared by Landscape Institute
 - Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017)
 - Cadw, Setting of Historic Assets in Wales (published in 2017; revised in 2025)
 - IEMA, ClfA and IHBC Principles for Cultural Heritage Impact Assessment (2021)
 - National Design Guide (2019);
 - Placemaking Wales Guide (published in 2020; revised in 2025)
 - Cadw, Conservation Principles (2011);
 - Cadw, Setting of Historic Assets in Wales (2017);
 - Cardiff Council, Tredegarville Conservation Area Appraisal;
 - Cardiff Council, Wordsworth Avenue Conservation Area Appraisal;
 - Cardiff Council, Cardiff Council City Centre Design Guide (1994); and
 - Cardiff Council, Cardiff Council Tall Buildings Design Guide (2017).

POLICY DISCUSSION

PLANNING POLICY WALES (2024)

- 3.15
- Paragraphs 6.1.1 to 6.1.32 focus on the historic environment. The introductory sections place emphasis on the guidance published by Cadw in relation to Conservation Principles.
- 3.16
- Paragraph 6.1.7 states the importance of setting to heritage assets where it states *‘It is important that the planning system looks to protect, conserve and enhance the significance of historic assets. This will include consideration of the setting of an historic asset which might extend beyond its curtilage. Any change that impacts on an historic asset or its setting should be managed in a sensitive and sustainable way.’* The remaining policy is structured along the types of designation (listed buildings, conservation areas, Historic Parks and Gardens, Historic Landscapes, World Heritage Sites, etc.).

- 3.17
- Paragraphs 3.9 and 3.10 highlight that the special characteristics of an area should influence the design of a development. Paragraph 3.10 states that the townscape of an area is a factor that can be promoted to reinforce local distinctiveness. New development should respond to the already established character, scale and materiality of the local area.

CADW, CONSERVATION PRINCIPLES (2011)

- 3.18
- The document is published guidance by Cadw, in relation to Conservation Principles. The six conservation principles set out below are based on those developed by English Heritage and published in 2008 (www.englishheritage.org.uk/conservation.principles).
 - Principle 1: Historic assets will be managed to sustain their values
 - Principle 2: Understanding the significance of historic assets is vital
 - Principle 3: The historic environment is a shared resource
 - Principle 4: Everyone will be able to participate in sustaining the historic environment
 - Principle 5: Decisions about change must be reasonable, transparent and consistent
 - Principle 6 Documenting and learning from decisions is essential
- 3.19
- Paragraph 2.3. of the conservation principles guidance states that the significance of an historic asset embraces the four component values: evidential value, historical value, aesthetic value and communal value. Paragraph 2.4 iterates that understanding and articulating the values of an historic asset is necessary to inform the decisions about its future.
- 3.20
- Paragraph 5.4 of the guidance states that considering change to heritage assets, public authorities will give due importance to the heritage values of a site when considering the sustainability of proposals submitted to them.
- 3.21
- Paragraph 49 of the guidance considers the application of the conservation principles in relation to new development. The guidance sets out. New work or alteration to an historic asset will normally only be acceptable if:
 - the need for the work is fully justified; and
 - there is sufficient information comprehensively to understand the impacts of the proposal on the significance of the asset; and
 - the proposal would not materially harm the values of that asset, which, where appropriate, would be reinforced or further revealed;

- the quality of design and execution must add value to the existing asset; and
- the long-term consequences of the proposals can, from experience, be demonstrated to be benign, largely reversible or be designed not to prejudice alternative solutions in the future.

- 3.22
- With regards to the Proposed Development, the above is only in relation to the impacts on setting as there are no heritage assets on the Site.

CARDIFF COUNCIL, ADOPTED LOCAL DEVELOPMENT PLAN (JANUARY 2016)

POLICY EN9: CONSERVATION OF THE HISTORIC ENVIRONMENT AND KP17: BUILT HERITAGE

- 3.23
- The Proposed Development complies with EN9 and KP17, the policies concern the historic built environment.
- 3.24
- There are no listed building on the Site and it is not within a conservation area. It is within the setting of a number of listed buildings and conservation areas. The heritage assessment at **Section 9.o** demonstrates how the scheme is compliant with this policy.
- 3.25
- EN9 goes on to state that development relating to any of the heritage assets listed below (or their settings) will only be permitted where it can be demonstrated that it preserves or enhances that asset’s architectural quality, historic and cultural significance, character, integrity and/or setting.
 - Scheduled Ancient Monuments
 - Listed Buildings and their curtilage structures
 - Conservation Areas
 - Archaeologically Sensitive Areas
 - Registered Historic Landscapes, Parks and Gardens; or
 - Locally Listed Buildings of Merit and other historic features of interest that positively contribute to the distinctiveness of the city.

- 3.26 The supporting text to Policy EN9 at para. 5.145 notes that considerable damage can be done to the architectural or historic interest of the listed building if the development is insensitive in design, scale or positioning. The setting of a listed building is often an essential feature of its character. The setting may be limited to the immediate surroundings, but it can extend for a considerable distance. A proposed development might affect the gardens or parkland of a major house, the rural characteristics of a farmstead or the street setting of an urban building that forms an important visual element of that street. Policy EN9 requires that development proposals take full account of the setting of any listed building in the vicinity and that developers demonstrate that the setting will not be harmed.
- 3.27 Cardiff’s distinctive heritage assets will be protected, managed and enhanced, in particular the character and setting of its Scheduled Ancient Monuments; Listed Buildings; Registered Historic Landscapes, Parks and Gardens; Conservation Areas; Locally Listed Buildings and other features of local interest that positively contribute to the distinctiveness of the city.
- 3.28 In seeking to respond to the presence of heritage assets, developers are encouraged to follow a sequence of investigation and assessment to identify the cultural and historic significance of a place before developing proposals for change or alteration. In this way appropriate approaches can be developed to preserve and enhance the historic environment through proposals that respond to and complement their context. The process is commended within Circular 61/96 and advice within BS Standard 7913, 2013.

POLICY KP5: GOOD QUALITY AND SUSTAINABLE DESIGN

- 3.29 This policy affects townscape and visual amenity through seeking to influence more high-quality materials and the overall appearance of the Proposed Development.

- 3.30 To help support the development of Cardiff as a world-class European Capital City, all new development will be required to be of a high quality, sustainable design and make a positive contribution to the creation of distinctive communities, places and spaces.
1. Responding to the local character and context of the built and landscape setting so that layout, scale, form, massing, height, density, colour, materials, detailing and impact on the built and natural heritage are all addressed within development proposals;

2. Providing legible development which is easy to get around and which ensures a sense of continuity and enclosure;

3. Providing a diversity of land uses to create balanced communities and add vibrancy throughout the day;

4. Creating interconnected streets, squares and spaces as distinctive places, which are safe, accessible, vibrant and secure and incorporate public art where appropriate;

5. Providing a healthy and convenient environment for all users that supports the principles of community safety, encourages walking and cycling, enables employment, essential services and community facilities to be accessible by sustainable transport and maximises the contribution of networks of multi-functional and connected open spaces to encourage healthier lifestyles;

6. Maximising renewable energy solutions;

7. Achieve a resource efficient and climate responsive design that provides sustainable water and waste management solutions and minimise emissions from transport, homes and industry;

8. Achieving an adaptable design that can respond to future social, economic, technological and environmental requirements;

9. Promoting the efficient use of land, developing at highest practicable densities and where appropriate achieving the remediation of land contamination;

10.Ensuring no undue effect on the amenity of neighbouring occupiers and connecting positively to surrounding communities;

11. Fostering inclusive design, ensuring buildings, streets and spaces are accessible to all users and is adaptable to future changes in lifestyle; and

12.Locating Tall buildings in locations which are highly accessible through walking and public transport and within an existing or proposed cluster of tall buildings.

CARDIFF COUNCIL: TALL BUILDINGS SPG (2017)

- 3.31 This Supplementary Planning Guidance (SPG) supplements policies in the adopted Cardiff Local Development Plan (LDP) relating to good quality and sustainable design and more specifically tall buildings.
For the purposes of this guidance, a tall building is considered to be:
Within the city centre and Cardiff bay: eight storeys and or c.25m+
Outside the city centre: Buildings which are double or more than double height of surrounding properties or significantly taller in terms of actual height and number of floors.
- 3.32 The Proposed Development is a tall building, engaging the terms of the policy, and so falls to be considered with reference also to Cardiff’s Tall Buildings SPG.
- 3.33 The guidance sets out that in relation to the location of tall buildings:
All tall building proposals must demonstrate that:
There would be no negative impacts on important views or vistas.
The character or setting of heritage assets is not harmed.
The proposal will be a positive feature in skyline & streetscape, either by complementing a cluster of tall buildings or forming a strategic landmark.
No material harm is caused by overshadowing or overlooking.
There will be walking and cycling accessibility to sustainable transport and local facilities.
- 3.34 This HTVIA assessed the views of the Proposed Development based on the experience of receptors and viewers in the round. It assesses heritage assets through determining what contributes to their significance through setting and how the presence of the Proposed Development will impact these. In assessing the Proposed Development in the round, the impacts on local streetscape and upon the skyline of Cardiff shall also be assessed.

- 3.35

Detailed proposals will:
Exhibit exceptional architectural standards: elegance in form, silhouette and quality of materials.
Maximise activity through ground floors uses and fenestration.
Provide the highest standards of building performance, safety, inclusivity and adaptability.
Include exemplary cycle storage, low car parking levels and integrated servicing, recycling and waste storage.
Prove that the development will not create adverse micro climatic effects.
Deliver significant enhancements to the public realm.
- 3.36

The Proposed Development is of a high architectural standard and has been designed with its visibility in mind, and the way it works with other tall buildings on the skyline of Cardiff.
- 3.37

The guidance sets out that in relation to the skyline, strategic views and vistas:
Tall buildings in the city centre and bay need to create a positive feature in the city skyline, as viewed from key locations around the city;
Buildings of character should be given sufficient breathing space to preserve their setting.
Consideration should be given to how a tall building may impact smaller buildings of character within a view corridor.
Important strategic local / close range views to notable features and key buildings can be gained from the Hayes, Queen Street, Cathays Park, Castle Street and bridges along the River Taff. Tall buildings should, where appropriate, contribute to the opening up and framing of key views, or act as an enclosing vista at the end of street to improve the legibility of the city and the wider townscape.
Proposals for tall buildings should generally be located within an existing cluster or form part of a proposal to create a new cluster. The building should demonstrate the ability to raise the quality and coherence of any existing cluster.

- It is important to consider the impact of a cluster of tall buildings at ground level. Continuity of active street edge is important and tall buildings should not become isolated objects in a space.*
Tall buildings can draw attention to locations of civic or visual importance such as city centres and major public transport interchanges.
- 3.38

The guidance states, that in relation to the setting of heritage assets:
Any tall building proposals relating to the heritage assets listed below (or their settings) will only be permitted where it can be demonstrated that they will preserve or enhance that asset’s architectural quality, historic and cultural significance, character, integrity and/or setting.
In particular, the area surrounding Cardiff Castle along Castle Street is especially sensitive to any buildings which break the height of the walls of the castle. Any proposals that can be viewed in the vicinity of Cardiff Castle and the Civic Centre need careful attention. In this area of very high sensitivity, it is unlikely that proposed buildings significantly taller than the prevailing townscape will be supported.
- 3.39

Throughout the evolution of the proposed design, the team have had regard to these assessment considerations. The HTVIA assesses the Proposed Development against these points, particularly in relation to the experience of the development against the castle, its walls and the civic centre which has formed the focus of the individual heritage, townscape and visual impact assessment sections.

EMERGING POLICY

REPLACEMENT LOCAL DEVELOPMENT PLAN 2021 TO 2036

- 3.40

Cardiff Council are currently consulting on a new local plan which will help shape Cardiff up to 2036. At the time of writing (August 2026) the last consultation to be undertaken was completed in October 2023.
- 3.41

We understand that the emerging plan has no weight in the determination process.

4.0

HISTORIC DEVELOPMENT

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

HISTORIC DEVELOPMENT

4.1 This section provides a description of the historical development of the Site and that of the surrounding area. The section and the heritage baseline at **Section 5.0** has been informed by secondary sources, including:

- Historic maps (Sources: Digimap, National Library of Scotland and the British Library);
- Historic photos (including aerial images from Britain from Above).
- The Buildings of Wales: Glamorgan (2001), John Newman

HISTORIC DEVELOPMENT OF CARDIFF AND NEWPORT ROAD

4.2 The first recorded settlement in Cardiff was by the Romans in the 1st century AD, where four successive forts were built on the site of the current castle during the 300-year Roman occupation of the area. The town's continuous existence began with the arrival of the Normans in the 11th century. As early as 1081 a motte and bailey were constructed using the remains of the Roman fort and Cardiff Castle became the central base of the lords of Glamorgan who governed the country for a following 450 years.

4.3 Up until the late 18th century, Cardiff remained a small settlement, with the town spreading southwards from the castle's South Gate along Woking Street and Womanby, as shown in John Speed's map of Cardiff in 1610. Cardiff's significant expansion began with the development of coal and iron ore mines around Merthyr Tydfil to the north, which was then connected to Cardiff with the opening of the Glamorganshire Canal in 1794–98 between the two localities. This was followed by the construction of a dock feeder in the 1830s and the Taff Vale Railway in 1840–41.

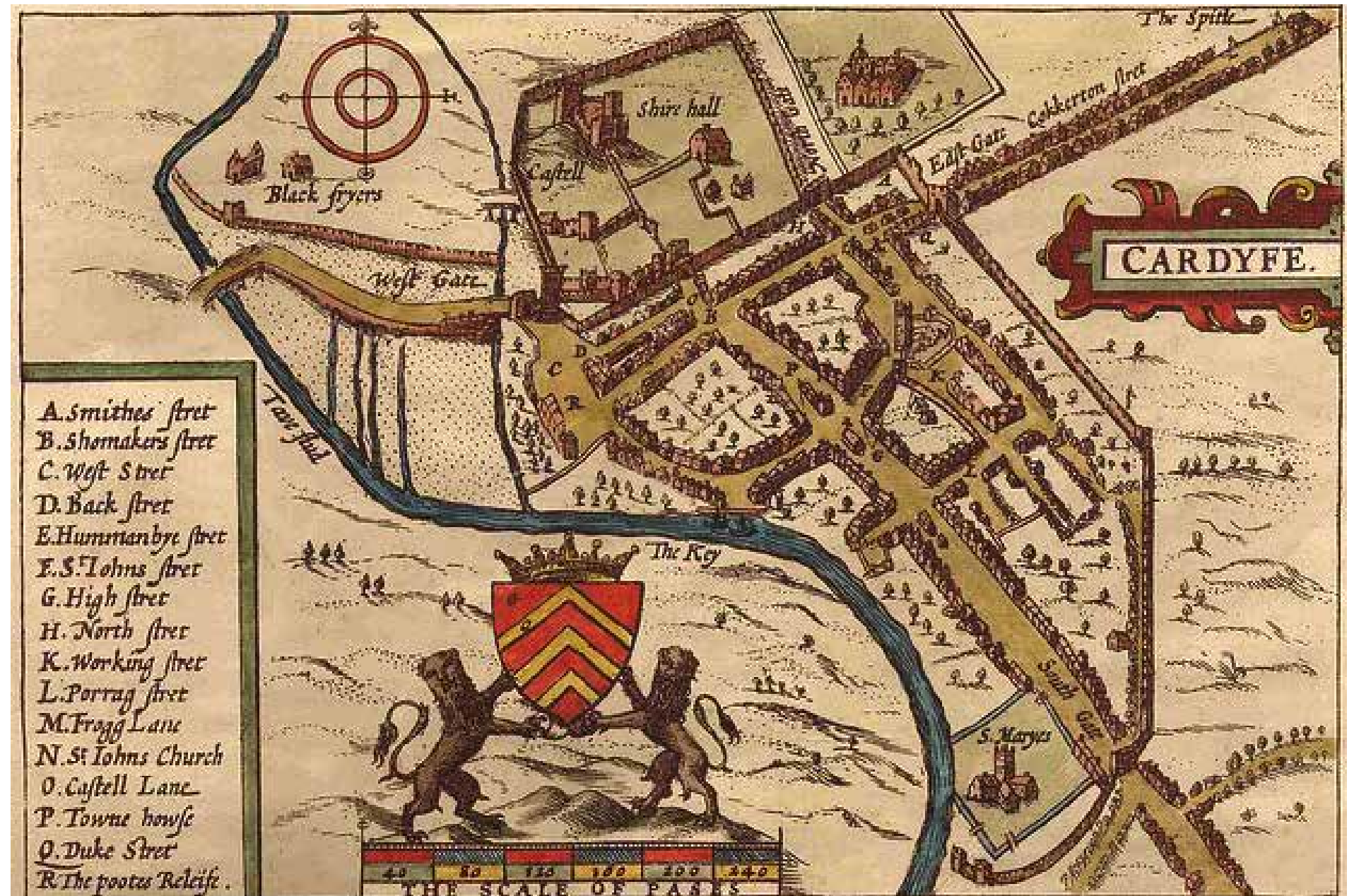


Figure 4.1 John Speed's 1610 map of Cardiff (Source: Glamorgan Archives)

4.4 This improved infrastructure allowed for the greater trading opportunities, which in turn saw Cardiff's population increase tenfold. Rather than expanding outwards, building intensified within the already developed areas, remaining within the line of the old walls.

4.5 In the 19th century development was centred around Queen Street (formerly Crockherbtown) and to the south of the Castle. Although Cardiff had seen a significant population increase, the city remained relatively small. At this point there remained large areas of open land, particularly to the north of Queen Street.

4.6 Newport Road was the main route from the centre of Cardiff to Roath, an ancient settlement to the north-east of the city centre. It was originally a dirt track from the Long Cross, a tall boundary cross placed by Payne De Turberville which stood near the junction of what is now Newport Road and City Road.



Figure 4.2 1844 map illustrating Newport Road leading eastward from the centre of Cardiff (Source: The Genealogist)



Figure 4.3 1840 tithe illustrating the eastern end of Newport Road leading to Roath (Source: The Genealogist)

- 4.7 Newport Road is illustrated on the St. John the Baptist tithe map as being the main route leading from the city centre to the east. Although there is little development shown on the map, the associated tithe apportionments suggest that the portion of land to the immediate south of the Site was occupied by a Union Workhouse. A toll gate is also shown across Newport Road just west of the junction.
- 4.8 The tithe map for the parish of St. Mary shows the eastern portion of Newport Road that connects to Roath. This section of the road appears to cut through agricultural land that separated Cardiff from Roath.
- 4.9 The continued growth in the iron and coal trade led to further development of the railway, which then connected the southern Wales coalfield to the Cardiff docks that were extended in 1859. Cardiff's port was continually expanded during this time and by the early 20th century it was the largest coal-exporting port in the world. Cardiff's population continued to grow alongside the expanding industrial activity of the area, increasing from a population of 1,870 in 1801 to 164,000 by 1901.
- 4.10 By the time of the 1886 OS map, Cardiff's expansion is evident, particularly centred around Newport Road to the east of the city centre.



Figure 4.4 1844 Tithe map of parish of St. John the Baptist (Source: The Genealogist)



Figure 4.5 1886 OS map showing the expansion of Cardiff (Source: National Library of Scotland)



Figure 4.6 Newport Road in 1886 (Source: National Library of Scotland)

4.11 Newport Road had a tramway running along its length at this time, which linked it to the centre of the city and southwards towards the docks. The 1886 OS map illustrates that semi-detached housing suitable for the new middle classes primarily fronted the road, particularly to the north. A photograph at **Figure 4.7** of Newport Road captures the roofs of these villas, illustrating the grandeur and scale of the buildings fronting Newport Road, demonstrating the economic prosperity Cardiff witnessed throughout the 19th century.



Figure 4.7 1911 photograph of Newport Road (Source: Roath Local History Society)



Figure 4.8 An undated photograph of Newport Road showing the tram (Source: Roath Local History Society)

4.12 The south side of the road was more open due to the presence of institutional buildings, such as the Institute for the Blind, Tredegarville School and a number of chapels. The wider area to the north and south of Newport Road was formed of residential development radiating from it.

4.13 The Glamorgan and Monmouthshire Infirmary and Dispensary was constructed in 1882 to the south of Newport Road on a substantial site formerly occupied by Longcross Barracks. It occupied a prominent location at the junction of Newport and Glossop Roads, creating a substantial visual change to Newport Road. Much of the rest of the character as a whole was the same as the 1880s, with residential development dominating.

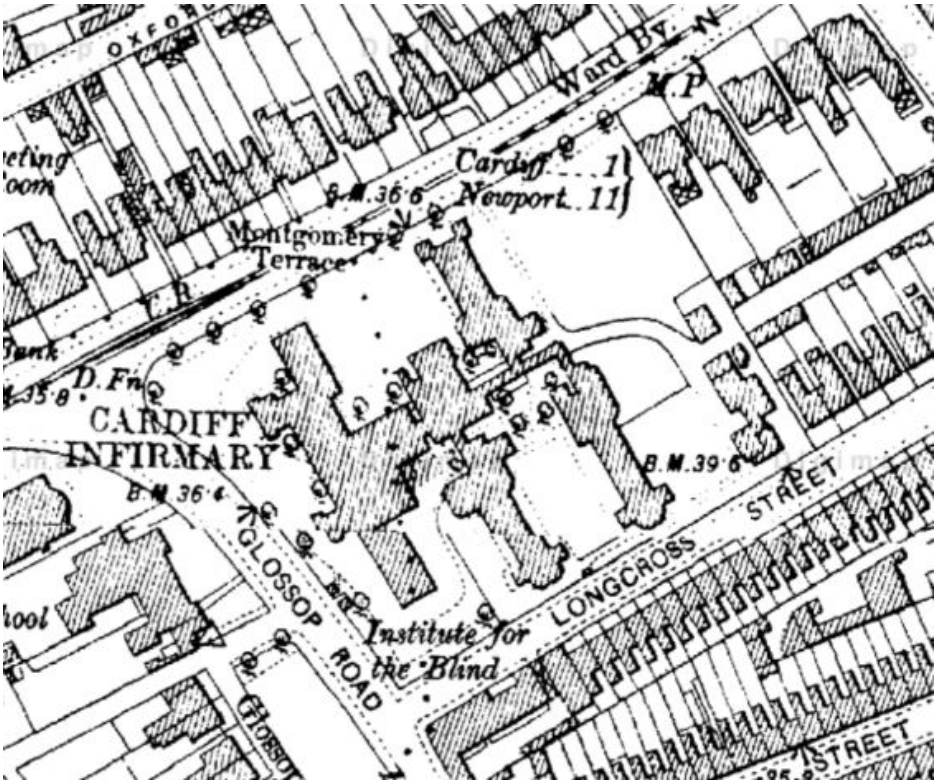


Figure 4.9 1901 OS map showing the planform of the Infirmary at this time (Source: National Library of Scotland)



Figure 4.10 The Infirmary in 1904 (Source: Roath Local History Society)



Figure 4.11 A photograph of the Infirmary from the early 1900s. To the right of the image is the Cardiff Institute for the Blind (Source: Roath Local History Society)



Figure 4.12 Bomb damage to houses along Newport Road in 1941 (Source: Roath Local History Society)



Figure 4.13 Nurses leaving the wreckage at the Cardiff Royal Infirmary following bombing (Source: Roath Local History Society)



Figure 4.14 1965 OS map (Source: Digimap)

- 4.14 After 1918, the port's coal trade fell off dramatically and by 1963, it had ceased altogether. The city was also badly damaged by bombing during the Second World War, with the docks considered a strategic bombing target. In 1955 Cardiff was officially recognised as the capital of Wales).
- 4.15 The character of Newport Road substantially changed from the mid-20th century onwards. Map evidence illustrates this, showing that the scale of buildings along Newport Road changed, as the residential semi-detached villas were demolished to make way for multi-storey buildings on a much larger scale. By 1965, this shift had already begun, as evidenced in the OS map 1964 which shows that large scale development had started to encroach onto Newport Road from the west from the city centre. However, most of the road remained fronted by semi-detached villas or terraces within their narrow plots.

- 4.16 However, by the 1995 OS map, a substantial change is clear, with most of the narrow plots belonging to terraced housing that formerly characterised Newport Road amalgamated into large plots containing large-scale buildings. To the far east of the road, the residential buildings were retained, and these still survive today, albeit with modern additions along the streetscape.
- 4.17 As a result, today there are very few historic buildings the section of Newport Road closest to the city centre. The infirmary and St James' Church remain as remnants of the historic character of this thoroughfare.

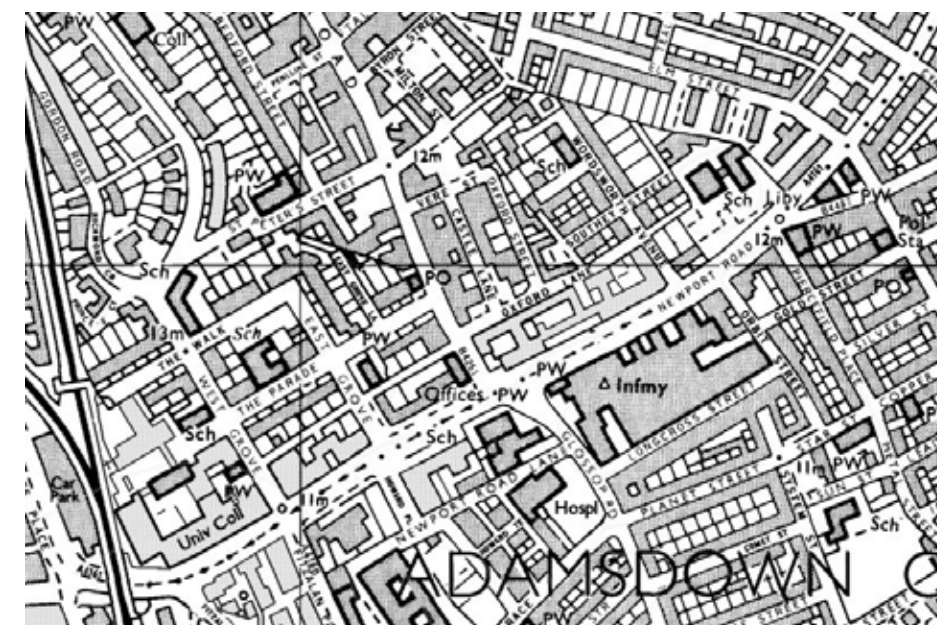


Figure 4.15 1995 OS map (Source: Digimap)

THE SITE

- 4.18
- Ty Cambria was built in the mid-to-late 20th century. It is an office block that was built for a government function. It is eight storeys in height and has no heritage value.
- 4.19
- It was developed as part of a broader period of redevelopment along Newport Road towards the middle-end of the 20th century.

5.0

BASELINE: HERITAGE

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

BASELINE: HERITAGE

- 5.1
- The identification of heritage assets has been based on the methodology set out in **Section 2.o**. The search included all listed buildings, conservation areas, registered parks and non-designated heritage assets within the study area. Professional judgement has been used to select those which may experience change to their setting.
- 5.2
- The heritage assets are identified below with a short description. The location of these heritage assets are identified in the respective maps for each type of asset.
- 5.3
- In the context of the definition of setting offered in the Framework, (which advises this is ‘surroundings in which a heritage asset is experienced’), this defines the setting of heritage assets in very broad terms. Indeed, such a broad scope means that many development proposals may be held to come within the setting of a heritage asset. Most would agree however that aside from some generic inter-visibility, a great number of such proposals could not reasonably be held to engage with or alter the setting of heritage assets in a material way.
- 5.4
- For the purposes of this HTVIA professional judgement has been used to select those built heritage assets that are likely to experience change to their setting, and by extension, their heritage significance. To do this, it has used a study radius (250m) and a Zone of Theoretical Visibility (ZTV, fig 2.1) overlay of the scheme and surrounding heritage assets. Those receptors that are both physically and functionally separated from the Site have not been assessed as the heritage significance of these assets is unlikely to be affected. The assets within the study radius that are not brought forward to the assessment are listed here:
 - Pillar Box in West Grove (Grade II)

LISTED BUILDINGS

CATHOLIC CHURCH OF ST PETER (GRADE II*)

- 5.5
- The church is orientated to the west. It was first listed in 1975 and its description was amended in 2002. It was listed as being an ‘especially fine’ Gothic Revival church distinguished for its well-proportioned tower and gabled aisle. It has good internal detailing with late 19th and 20th century-stained glass.
- ARCHITECTURAL INTEREST
- 5.6
- It is a good example of a Gothic Revival church in the 13th century French style, comprising a nave, polygonal chancel, aisles and chapels. The building is constructed from rock-faced Pennant sandstone with lighter freestone dressings, bands and a slate roof. Typical of the Gothic Revival, the openings are polychromatic with alternating limestone and Pennant stone. The chancel windows differ with the use of red sandstone.
- 5.7
- The prominent southwest tower, which is best seen on the approach from St Peter’s Street to the west, was constructed in 1884. Proportionally, it steps up from the gabled frontage and was part of the original design.
- HISTORICAL INTEREST
- 5.8
- It was designed by C. F. Hansom, a Bristolian architect, and was built in 1860–1. Additions were made in 1872 by the architect W. P. James of Cardiff, with an additional tower to the southwest in 1884 – which was part of the original design, prepared by Hansom.
- CONTRIBUTION OF SETTING TO SIGNIFICANCE
- 5.9
- The residential neighbourhood that the church was built to serve survives, and that communicates the communal purpose of the building, which purpose is in turn reinforced by the stylistic difference (difference in appearance) between the church and the houses nearby. However, there are some obvious visual similarities that reinforce that historical link. A row of terraced cottages to the south mimics the banding on the church with horizontal, white plastered bands spanning the terrace. The road network that the church was built into remains, with the frontage being able to be appreciated from St Peter’s Street to the west giving onlookers a chance to fully appreciate the ensemble.
- 5.10
- The adjacent Grade II listed presbytery is understood with the church as a group.

- 5.11
- Views of both of these buildings are best understood from within St Peter’s Street.
- TREDEGARVILLE BAPTIST CHURCH (GRADE II)
- 5.12
- Tredegarville Baptist Church was first listed in 1999. It is orientated to the north, facing the Parade. The church dates from 1861–2 and was designed by W. G. Habershon, a London-based architect.
- ARCHITECTURAL INTEREST
- 5.13
- The church is constructed from white and dark grey limestone, which likely came from Ireland. It is constructed in a geometric gothic style, with a cruciform plan.
- HISTORICAL INTEREST
- 5.14
- Lord Tredegar had gifted the land to the church at the behest that the chapel be cruciform in plan. The church formed part of Cardiff’s eastward expansion at this point in the mid-19th century, and forms part of this wider developmental narrative. The church has further historical interest through its age and relative completeness.
- CONTRIBUTION OF SETTING TO SIGNIFICANCE
- 5.15
- The church is located at the junction of East Grove and the Parade, occupying a prominent position in the townscape. It is a representative feature of the Tredegarville Conservation Area. Contemporary development of urban Cardiff is seen in the wider area, with Eastgate House seen intermittently when moving along the Parade.
- 28 THE PARADE (GRADE II); COLEG GLAN HAFREN (GRADE II)
- 5.16
- These two listed buildings are different in size, form and architectural treatment but both share the same setting. They are both orientated south and face the Parade.
- ARCHITECTURAL INTEREST
- 5.17
- 28 The Parade has architectural interest through being a good example of Victorian architecture, that harks back to the Jacobean styles of the 17th century. It is a two-storey villa constructed from ashlar and stone, with quoins ascending towards an interesting roofline marked by a cupola and gables. It was listed as being the finest of the surviving villas built in Tredegarville.

5.18 Adjacent to 28 The Parade, Coleg Glan Hafren is a three-storey school building also constructed in a similar Jacobean style with Portland stone ashlar and bands of red Hollington stone. It was built between 1897 and 1900 to the designs of George Thomas.

HISTORICAL INTEREST

5.19 Both buildings have historic interest through their ages and being representative of Cardiff’s suburbanisation out into the Tredegarville area of the city.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.20 The street layout is of importance to the buildings given its prominent width allowing for the setback buildings to have a greater sense of grandeur. The buildings are orientated southwards and are not seen in conjunction with the Site.

UNITARIAN CHURCH (GRADE II)

5.21 The Unitarian Church is located on West Grove, 50m to the north of the junction with Newport Road. The building was designed by E. H. Bruton, a Cardiff-based architect. Unitarianism had reached Cardiff in 1879 with services held in homes and hotels in the city. The Unitarian church committee was founded in 1880, and sought funds to build their own church. The chapel was opened in 1887.

5.22 The church is an eclectic mix of architectural references and motif. Compositionally, a pedimented gable fronts the street with a square bell turret to the north constructed from a contrasting stone, with four columns carrying four pediments above. The building is constructed from red-brown brick with Ham Hill stone dressings. It has a slate ridge roof, with a raised centre section.

ARCHITECTURAL INTEREST

5.23 The building was listed for its robust and unusual appearance. Its interior is influenced by Byzantine architecture and is complete with a raised clerestory and original fittings.

5.24 The church is associated with the architect Edward Henry Bruton (1854–1926). Bruton was active in Cardiff at the turn of the century, but had been born in Oxford. His father was Edward George Bruton, under whom he was articled from 1870–74. In Cardiff he was in partnership with Edward Jenkin Williams. He is known for a number of non-conformist churches in

south Wales, the restoration of Hensol Castle, a large block of offices in Bute Street, Cardiff and privates houses.

HISTORICAL INTEREST

5.25 It has historical interest for its degree of survival and age. It is representative of the growing population in this area of Cardiff, as the city expanded outwards along Newport Road in the late 20th century. It has historical interest as being a flamboyant expression of unitarianism in Cardiff at this time, achieving funding for an expensive building for what was then a young group.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.26 Its proximity to the then newly laid out Tredegarville Conservation Area assists in the understanding of the building and the wider development of Cardiff. The eclectic style of the building ensure that it is a landmark, despite being smaller in stature when compared to its neighbours which includes the Grade II listed Public Analyst’s Laboratory, Queen’s Building, Cardiff University.

CHURCH OF ST JAMES THE GREAT (GRADE II)

5.27 The Church of St James the Great is Grade II listed and replaced a previous iron church and was built to the designs of Bruce Vaughan in 1892–93 in late–13th century Gothic style. The design took inspiration from the nearby St German’s church designed by George Frederick Bodley. It is described in the Glamorganshire edition as “the masterpiece of E. M. Bruce Vaughan”.

5.28 In 1925 the church was partly restored following a fire, by architects Willmot and Smith, including tiling and the marble steps to the chancel, alter, organ and War Memorial rood screen.

5.29 The church is constructed from pink, grey Swelldon stone with Bath stone dressings and a slate roof. To the northeast is a tower with a stone spire. The church also contains a clerestory, nave, two aisles and a porch to the north-west.

HISTORIC INTEREST

5.30 The Church of St James has historical associations with the architect, Bruce Vaughan, who was a prolific ecclesiastical architect from Cardiff that continually designed churches from 1881 until the outbreak of WWI. He also designed buildings such as the Grade II listed Queen’s Building for Cardiff University. As a result, the Church of St James forms part of

an historic group of buildings that form significant landmarks within the Cardiff townscape that share an association with Vaughan.

5.31 The church was constructed along Newport Road at the end of the 19th century when Newport Road had been developed as a thoroughfare through the residential sprawl Cardiff’s suburbs. The church was built to service the burgeoning population of Cardiff and serves as a remnant of the residential character of Newport Road that was present in the late 19th century and early 20th century.

ARCHITECTURAL INTEREST

5.32 The Church of St James the Great is described in the Glamorgan edition of the Buildings of Wales as “the masterpiece of E.M. Bruce Vaughan”. Vaughan’s work is evident in the high-quality design and detailing displayed throughout the church design. The tower and spire, which is the church’s finest feature, forms a key landmark within the surrounding area.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.33 The church is located in a prominent position along Newport Road and immediately south-west of the junction between Newport Road, Glossop Road and City Road. This position allows for long views of the church spire east and west along Newport Road. When moving southward along City Road, the spire moves in and out of view and is seen within a much-eroded context that is primarily made up of modern development. Where seen from the surrounding streets, the architectural quality and distinct form of the tower and spire can be appreciated in the context of a number of other tall buildings that characterise Newport Road

5.34 The position of the church opposite to the Grade II listed infirmary also contributes to an understanding of its historic context. The church and infirmary together form a group which survive as remnants of the late–19th century character of Newport Road, when both buildings served a mostly residential area. Much of this original historic and residential character has been eroded by large-scale development from the mid–20th century onwards. The two buildings can be appreciated together in views east and west along Newport Road and form distinct landmarks along Newport Road.

5.35 They are stylistically similar and their religious and health care purpose (as was originally though it perhaps less understood today) give them a civic quality.

PUBLIC ANALYST’S LABORATORY, QUEEN’S BUILDING, CARDIFF UNIVERSITY (GRADE II)

5.36 The building is four storeys in height and positioned at the junction of the Parade and West Grove. It was built in 1921–6 and designed by J. B. Fletcher who was active in Cardiff in the 1920s and 1930s, having also designed the residential Birchwood Grange, Penylan (1924) and a house at St John’s Crescent in Whitchurch, 1931.

5.37 The building is designed in gothic style, using Bath stone dressings and an ashlar central and outer bay. The slate roof is concealed behind a plain ashlar parapet.

ARCHITECTURAL INTEREST

5.38 The building has value for being a good example of an interwar gothic revival style building. The building forms part of an incomplete quadrangle and is the corner element. The gothic elements are restrained, and evidenced through the cornice line, dressings and parapet details.

HISTORICAL INTEREST

5.39 The building has associations with the university. It has further interest through being part of an incomplete phase of building for the university.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.40 The building has group value with an earlier block of the Queen’s Building which is situated to the south and facing Newport Road. The building is situated at the junction with the Parade, which by the time of construction, was an established residential area in Cardiff.

QUEEN’S BUILDINGS, CARDIFF UNIVERSITY (GRADE II)

5.41 The building fronts Newport Road and is part of an intended quadrangle of structure for the University of Cardiff; it was built between 1915 and 1921. It is built in the gothic revival style and rises to its centre to five–storeys in height with a lower four storey block to the west. The tower is constructed from Bath stone ashlar.

ARCHITECTURAL INTEREST

5.42 The use of the gothic style gives it architectural interest, given the date of its usage. It has further interest as being a phase of an incomplete vision for a gothic quadrangle in this part of Cardiff. The construction of a tower provided a landmark for the university on a main route into Cardiff city centre, giving it a presence along this thoroughfare.

HISTORICAL INTEREST

5.43 It has historical interest through its association with the university, at a time of expansion for education institutions.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.44 The building has group value with the Public Analyst’s Laboratory on West Grove which is a later building that follows the precedent for the gothic style. The tower provides a greater presence than the laboratory building, which is representative of its position along Newport Road, a main thoroughfare into Cardiff city centre.

THE OLD CONVENT (GRADE II)

5.45 The Old Convent was first listed in 2002. It was built in the late 19th century for the Romanian Sisters of Providence who had established the nearby Heathfield House school in 1878.

ARCHITECTURAL INTEREST

5.46 It has architectural interest through its well–detailed classical forms. It is noted in the list description that this in itself makes an important contribution to the historic character of the Tredegarville Conservation Area.

HISTORICAL INTEREST

5.47 The building has historic interest through its age. It has further historic interest from its association with other nearby Catholic establishments in the neighbourhood, including St Peter’s Church.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.48 The street scene is important in understanding the historic function of the Old Convent. It is located on a street with a fine grain of townscape and is neatly enclosed. Historic walls and railings of the same era of construction are located nearby. It is orientated southwards.

MEGALITHIC FOLLY AT JAMES HOWELL HOUSE (GRADE II)

5.49 Also known as James Howell House, the building was constructed by James Howell who was a master draper. The house was sold to the corporation of Cardiff for use as judges lodgings before being converted to the ‘Prince of Wales Hospital for Limbless Sailors and Soldiers’. It is now converted into flats.

5.50 The building occupies the northern corner of the Walk and West Grove. It has a long covered walkway with a glazed pitched roof leading to its front

door. The three storey building is constructed from grey stone and has a hipped roof.

ARCHITECTURAL INTEREST

5.51 The walkway is the intended landmark for the building making it recognisable in the street being the only building with this feature. The building is domestic in appearance, with large bay windows at ground, and bargeboards and cornice details in timber marking it as being influenced by the gothic revival.

HISTORICAL INTEREST

5.52 The historical interest lies in the range of uses and associations the building has had in its lifetime. It has had public usage through being judges lodgings and a hospital for limbless sailors.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.53 Its position on the corner of West Grove and the Walk gives it prominence. It is a storey taller than its neighbours which assists determining the hierarchy in the street.

PRESBYTERY AT CATHOLIC CHURCH OF ST PETER INCLUDING FORECOURT RAILINGS (GRADE II)

5.54 The building was built in 1972 to the designs of W. P. James, an architect based in Cardiff. It is a small domestically scaled building with Gothic revival details, including paired and triple arched windows, a gabled roofline that draws comparisons with the adjacent Grade II* listed church, and gables set into the pitched roof facing Bedford Street. This comparison is furthered by the use of a grey stone, in a similar bond to the church. The two are separated by the horizontal banding on the church, which is not carried through to the presbytery. The stone built, Gothic porch provides an entrance on to St Peter’s Street with a similar, but smaller, entrance facing Bedford Street.

ARCHITECTURAL INTEREST

5.55 The building has architectural interest as a building which echoes the built form of its host church. It deviates in architectural style and form to demonstrate its domestic uses for priests when contrasted to the adjacent church. There are common features, such as the arched windows and built form, which are shared by both buildings.

HISTORICAL INTEREST

5.56 The church was built in the 1870s, at a time when Catholicism was growing in Cardiff due to an influx of Irish and Italian immigrants seeking work in the docks. The church and later presbytery were constructed once St David’s chapel in the centre of Cardiff was too overcrowded. St Peter’s became the largest Catholic church in the city, with the presbytery required for its clergy members.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.57 The building holds group value with St Peter’s Church. It was built together with St Peter’s School, which formerly stood opposite the church. It is located close to Newport Road and is within an area of Cardiff that was rapidly expanding in the late 19th century. The spatial relationship to the church is the key element in understanding and appreciating the history and architecture of the presbytery.

9, 10, 11, 12, 13/14, 15/16, 17, 18, 19, 20, 21 AND 22 MOIRA TERRACE (GRADE II)

5.58 The terrace is orientated northwards. They were first listed in 1997. They are predominantly domestic in use with some commercial units at the ground level.

ARCHITECTURAL INTEREST

5.59 The completeness of the terrace is one of the reasons for its listing. The list description describes this as being ‘striking’ in its appearance. The buildings are three storeys in height and are finished with a roughcast render and have sash glazing. The projecting oriel windows, all painted in green, adds a sense of unity to the terrace.

HISTORICAL INTEREST

5.60 The terrace has historic interest through its age and completeness. It is an example of a terrace that is representative of the domestic and suburban expansion of Cardiff in the late 19th century.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.61 Each building in the terrace contributes to one another through the setting. The street itself contributes to their overall understanding through similar types of building, albeit less ostentatious in their designs. The Site does not contribute to their setting or understanding.

CARDIFF ROYAL INFIRMARY (GRADE II); AND CARDIFF ROYAL INFIRMARY (INCLUDING FORECOURT WALL AND GATEPIERS) (GRADE II)

5.62 The infirmary is a large complex of buildings on Newport Road. It is located to the east of the Site and seen in conjunction with the Site in views along the axial route into central Cardiff.

5.63 Cardiff Royal Infirmary was constructed in 1882 on the site of the former Longcross Barracks, which were demolished in 1880. It was originally called the Glamorgan and Monmouthshire Infirmary and Dispensary and was for many years the city’s main hospital. It was renamed the Cardiff Infirmary in 1895 and then King Edward VII Hospital in 1911. In 1923 it was renamed the Cardiff Royal Infirmary.

5.64 An architectural competition for the design of the infirmary was held and won by Edwin Steward. Throughout a period of about 40 years between the end of the 19th century and into the 20th century, the hospital was extended to provide additional ward blocks and a Chapel. Every subsequent addition remained in keeping with the with the Tudor Gothic style established in the first phase of development. In 1916 a new wing was added by the highly esteemed local architect, E.M. Bruce Vaughan. The hospital has been continually modified to in order to meet the changing needs of patients.

5.65 The infirmary is in domestic Gothic style with the earliest phases of development constructed from squared Welsh stone with buff Bath stone dressings. The later additions are constructed from random rubble walling and buff brick due to the cheaper costs. The main block is orientated towards Glossop Road and is a symmetrical block on a U-shaped plan. The chapel was erected in 1921.

MAIN (ADMINISTRATION) BLOCK (GLOSSOP ROAD)

5.66 The main block of the infirmary was constructed in 1882–3 and faces west, fronting but set back from Glossop Road. It is symmetrical on a U-plan with seven central bays and two storeys tall excluding the roof. The wings to the north and south of the central block were added in 1893–4 by Steward and Thomas. Set back is the central, square tower that becomes octagonal at the upper stages under a steep pavilion roof. Underneath the entrance is marked with a projecting gabled roof and below a two-centred entrance arch. Below that a carved panel giving dates of its

erection and the first extension. The façade is ornamented with sculpture and panels displaying shields and a Welsh dragon.

5.67 To the rear of the walls display timber framing at the upper levels and elaborate red and yellow brick chimneys.

OUTPATIENTS’ DEPARTMENT (LONGCROSS STREET)

5.68 The outpatient’s department was added in 1907 by Edwin Seward to the east of the main block. It is four storeys high with a flat balustrade and accessed to the south through a double-arched entrance on octagonal shafts. This section of the hospital was extended in 1918 with the provision of an A&E block and the Edward Nicholl Wards of 1916.

CHAPEL (NEWPORT/GLOSSOP ROADS)

5.69 The freestanding chapel is a later addition, constructed in 1921 and occupies the prominent north-west position on the site at the junction between Glossop Road and Newport Road. It is described in *Buildings of Wales*, Glamorgan edition of the Buildings of Wales as “of no special interest in spite of its prominent site”.

5.70 The building is simple in its design. To the south is a passage aisle and a porch to the western end.

KING EDWARD VII HOSPITAL WAR MEMORIAL BLOCK (NEWPORT ROAD)

5.71 This addition to the infirmary is set back from Newport Road and was built to the designs of E.M Vaughan. The title stone of the building displays the dates 1914 and 1918. The building is five storeys high and has three bays with the outer bays displaying gables with heraldic shields and canted ends. East of this block is the children’s ward which projects forwards to abut the pavement along Newport Road. It is three storeys high and has a central stepped gable.

RESEARCH BLOCK (REAR OF KING EDWARD VII HOSPITAL WAR MEMORIAL BLOCK)

5.72 To the rear of the King Edward VII Hospital War Memorial block is the five-storey research block which was built in 1927 by E. Stanley Hall and is the first addition to the Infirmary that deviates from the medieval style.

5.73 This part of the building also includes the Bruce Vaughan Wing which dates to 1909 in a more elaborate Gothic style and constructed from red brick. It was designed by Seward, but he collaborated with E. M. Vaughan, who was chairman of the hospital’s house committee. It is two storeys and has a canted bay window and relief decoration displaying inscriptions.



Figure 5.1 The Cardiff Royal Infirmary in the 1940s (Source: Roath Local History Society)

HISTORIC INTEREST

- 5.74 The infirmary is associated with the locally prolific Edward Seward who was part of the firm James, Seward and Thomas, which was responsible for a number of other important buildings in Cardiff and the surrounding area including the Grade II* listed Old Library, Cardiff and the Coal Exchange, also listed as Grade II*.
- 5.75 The need for an infirmary of such a scale to replace an earlier 1830s hospital, which was deemed inadequate, as well as the subsequent extensions over the late 19th century and early 20th century are representative of the huge economic power of Cardiff over this period, as a result of the industrial expansion of the city and the rapid growth of its population. The construction of the infirmary along Newport Road is a reflection of the importance of Newport Road as the main route into the city from the east.
- 5.76 The building has remained in continued use as a hospital since its construction almost 150 years and retains its historic identity. It also survives as one of the last remaining historic buildings along the western section of Newport Road and is evidential of the Newport Road’s 19th century character.



Figure 5.2 A ward of the Infirmary in c.1906 (Source: Roath Local History Society)

ARCHITECTURAL INTEREST

- 5.77 The architectural interest of the Royal Infirmary is derived from its typically high-Victorian Gothic style. Its size and composition make it one of the best examples in Wales of a major infirmary hospital.
- 5.78 Subsequent extensions and alterations have been in a similar architectural style and are not at odds with the original 1880s structure. Therefore, the building reads as one harmonious composition.
- 5.79 The freestanding chapel along Newport Road is a later addition to the infirmary and is described in the Glamorgan edition of the Buildings of Wales as “of no special interest in spite of its prominent site”. The design of chapel is not associated with a prominent architect like the rest of the infirmary and as a result lacks the high-quality design and elaborate ornamentation that is characteristic of much of the rest of the infirmary, making it appear at odds. This is emphasised by its position on the corner, which gives it prominence in views eastward along Newport Road and northward along Glossop Road and detracts from the high-quality design of the main body of the Infirmary.
- 5.80 The interior of the infirmary has been largely modernised as a result of its continued use as a hospital, except the interiors of the chapel which include an elaborately decorated roof and furnishings. In the main hospital, an Art Nouveau staircase survives and memorial plaques.



Figure 5.3 A photograph of the Infirmary today (Source: Montagu Evans LLP)

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.81 Newport Road was a main route leading eastward from the city centre and undoubtedly influenced the location of the infirmary. The infirmary forms a prominent landmark along Newport Road and can be seen in long views east and west when moving along the road. This prominent location gave the building a civic character, reflected in its architectural aspiration. It has that quality today still.
- 5.82 It also forms a key position on the junction between Newport Road, Glossop Road and City Road and sits opposite to St James the Great Church, with which comprises a reflects the role of the road as an important, historic entry to the city. The two buildings are also linked by their historic association with the prominent architect E. M Vaughan. They stand as a pair of high-quality and distinctive buildings that represent Vaughan’s skills as a late Victorian architect.

CONSERVATION AREAS

TREDEGARVILLE CONSERVATION AREA

- 5.83
- The conservation area was designated in 2008 following an appraisal of the then Parade and the Walk Conservation Area. The area is considered to be in the city's 'fringe' area.
- 5.84
- Tredegarville developed broadly in the 19th century, in close proximity to both Crockherbtown and Cardiff itself. Development to the east of the city began in the 1850s when Charles Morgan, of the Tredegar Estate, laid out a grid of new roads and streets to the east of Windsor Place and the Taff Vale Railway. Of these streets, the Parade, The Walk, West Grove and East Grove all collectively form Tredegarville. In the 1870s this growth was stimulated further through the introduction of a railway station to the area.
- 5.85
- The area was then connected to the Homfray Estate towards the end of the 19th century by extending Richmond Road in the north, to the south, to connect with West Grove.
- 5.86
- The area is predominantly residential in character and domestic in appearance. A number of buildings differ from this to create distinctive landmarks within the street scale, including the school at Coleg Glan Halfren, the Mansion House to the north and the Grade II listed Tredegarville Baptist Church in the southeast.
- 5.87
- The key feature of the conservation area is the regular street layout which is generally orthogonal. The street widths are regular too throughout, and create a sense of enclosure. The domestic buildings have a higher degree of status through mostly being semi-detached and featuring spaces between each structure.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.88
- The conservation area's boundaries are well defined. This is, in part, due to the planned nature of Charles Morgan's speculative development. From the edges of the conservation area, Cardiff's urban development is understood and appreciated through the presence of taller buildings. In turn, these do not alter the ability to appreciate the tight knit group of orthogonal streets that make up the area.

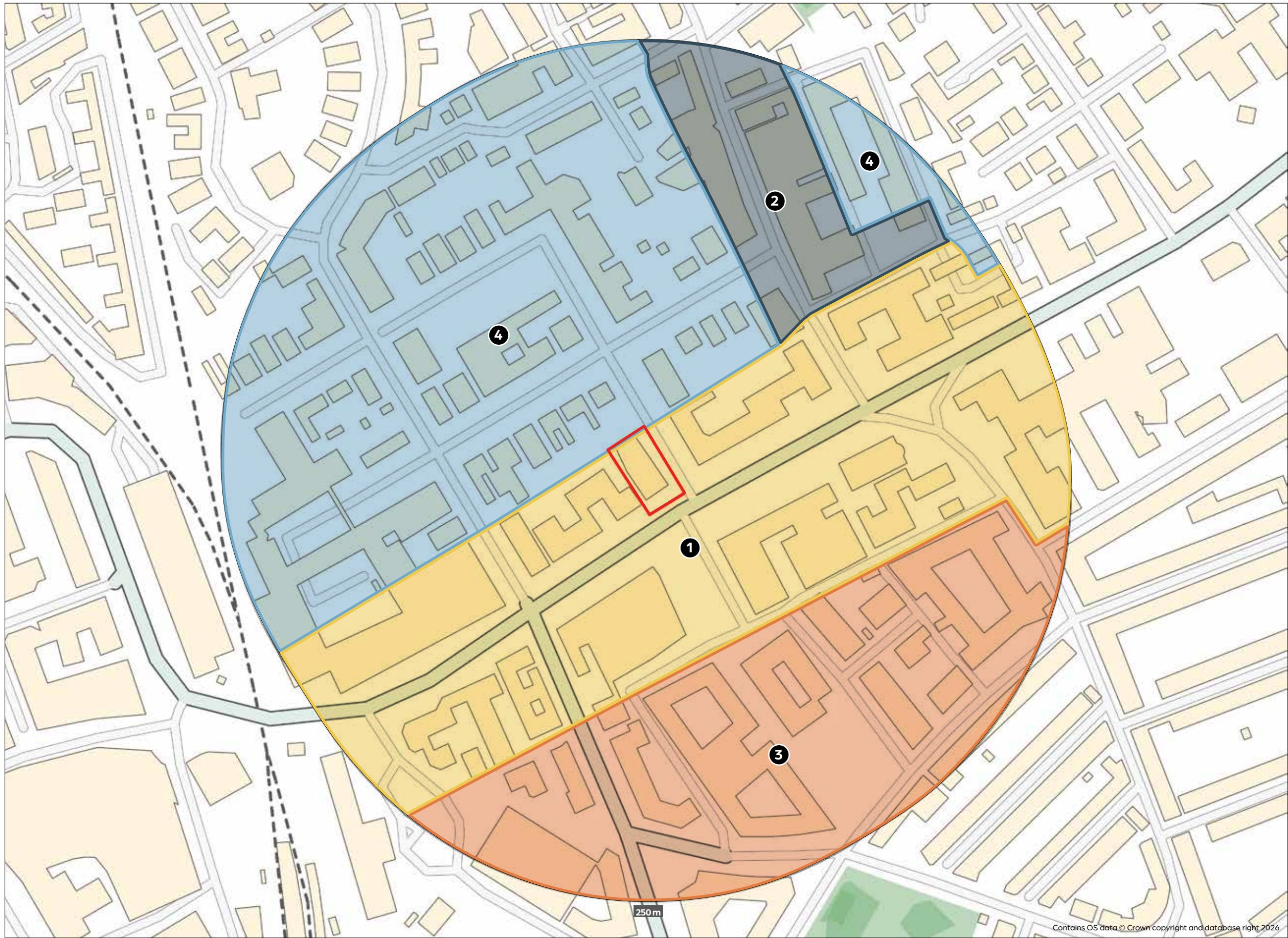
SECTION SUMMARY

- 5.89
- There are a number of heritage assets near the Site whose setting is potentially affected through visual change, albeit that change is associated with a pattern of recent development that the application site reflects. As established, the Site is visible from a number of these assets, particularly the Wordsworth Conservation Area. The Site in its current form does not detract from any of the heritage assets, nor does it contribute to the understanding and appreciation of them.

6.0

BASELINE: TOWNSCAPE

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP



TOWNSCAPE CHARACTER AREA PLAN

-  Application Site
-  TCA1:
Newport Road
-  TCA 2:
City Road
-  TCA 3:
Moir Street and
Surrounding Residential
-  TCA 4:
Tredegarville and
Wordsworth Residential

TOWNSCAPE CHARACTER AREA 1: NEWPORT ROAD**KEY FEATURES**

- 6.5 The linear form of Newport Road, acting as an axial thoroughfare into the city, is the TCA's key feature. Along this route, a number of key buildings exist, including the Cardiff Royal Infirmary (Grade II) and the Church of St James the Great (Grade II). The TCA is characterised by its mixed use, which consists of commercial, office and residential premises, as well as the infirmary.

URBAN STRUCTURE

- 6.6 The road is a linear, axial route into Cardiff city centre. It is a wide thoroughfare with a mix of typologies, uses and architectural styles and architectural quality fronting it. Secondary routes span off Newport Road leading to either residential areas or off to other parts of the city, as with City Road, which flanks the western edge of the Site.



Figure 6.2 View looking west along Newport Road



Figure 6.3 View looking east along Newport Road

KEY VIEWS

- 6.7 There are no identified views within the Cardiff Local Plan or any conservation areas that concern the TCA. However, the linear nature of the route lends itself to being understood kinetically, rather than in terms of key, static viewpoints. This is reflected in the visual impact assessment in the choosing of a number of views along Newport Road.

TOWNSCAPE CHARACTER: SCALE, GRAIN, DENSITY

- 6.8 Buildings such as Eastgate House form a large footprint in the TCA. Elsewhere, the grain is smaller, as with the residential buildings to the east of the Site fronting Newport Road. The scale of such buildings is smaller than those on the Site and close to it. The Cardiff Royal Infirmary (Grade II) is a large building, which is divided into clear sections and individual sections which gives the impression of a finer grain, adding a sense of rhythm to the street scene. The TCA otherwise is relatively densely built up, save for open space for car parks to the east of the hospital building.
- 6.9 The immediate character of Newport Road features large scale buildings as existing.. Eastgate House (13 storeys) is located to the east, Admiral House (15 storeys) and McKenzie House (12 storeys) are located to the south, and the Mercure Hotel (16 storeys, plus plant) is positioned to the southwest. The Cardiff Sixth Form College abuts the Site to the west and is of a similar height, but is a larger scale fronting Newport Road for a 50m stretch, with a central courtyard breaking up the mass. In addition to these, Longcross Court is an implemented 18-storey building to the east and fronts Newport Road's junction with City Road. Hallinans House is a consented 32-storey building to the southwest.

MATERIALITY AND FORM

- 6.10 There is little consistency in the use of material in the TCA. Residential buildings on the eastern edge of the TCA are late 20th century and built from a lighter brick with details to add visual relief. Eastgate House on the west side of City Road contrasts this, with a panelised finish and horizontal emphasis. The Cardiff Royal Infirmary (Grade II) and the Church of St James the Great (Grade II) are built from a mix of grey ashlar stone and limestone details. The mix of materials along this route

LANDSCAPE FEATURES

6.11 There are few designed landscape features of note in the area. The topography is flat and there are no watercourses in the TCA. Large street trees are placed intermittently along Newport Road which contribute positively to the TCA.

CONTRIBUTION OF THE SITE TO CHARACTER

6.12 The Site is typical of the character of building along Newport Road. Its exterior form is typical of the building’s use as an office, which fits with the wider appearance of the area. Its seven storey scale is diminutive compared to the nearby Admiral House, Mckenzie House and the Mercure Hotel. Seen together, they all mark Newport Road as being an important thoroughfare into Cardiff city centre.

6.13 As it exists, the ground floors offer little externally to the street scene. Access is achieved through a raised platform and windows are screened with reflective covering. Landscaping is generally minimal, with a hedge to the south behind the retaining brick wall adjacent to the steps that rise to the entrance. The prominent corner, fronting Newport Road, is blank with the entrance positioned discretely to the western edge of the building.

SUMMARY

6.14 Newport Road has a very mixed character and appearance. Buildings are often large in scale and grain, but these are also tempered by a finer grain of building and structure, including buildings which are designated for their historic and architectural interest. The character is therefore varied.

6.15 Value: **Low**

TOWNSCAPE CHARACTER AREA 2: TREDEGARVILLE AND WORDSWORTH RESIDENTIAL

KEY FEATURES

6.16 These two residential areas form part of the 19th century eastwards expansion of Cardiff. They are separated by City Road, which cuts through the residential areas towards the north. Within these two areas are a number of key features including listed buildings (houses, a school and a church). As a result, the area is characterised by its residential use. Part of the TCA is designated as the Tredegarville Conservation Area.

URBAN STRUCTURE

6.17 Tredegarville is an orthogonally laid out area, domestic in character, with wide street widths in the centre, and featuring a smaller scale to the north of the TCA. The Wordsworth Avenue area is a smaller, more enclosed area with cul-de-sacs of Victorian housing spanning off of it. Between these two laid out areas there is a mix of post-war housing and smaller scale roads.

KEY VIEWS

6.18 There are no key views identified in Cardiff’s Local Plan in this TCA. The conservation area appraisals identify a number of views within the conservation areas looking inwards that are primarily representative of the characteristics of these respective character areas.

TOWNSCAPE CHARACTER: SCALE, GRAIN, DENSITY

6.19 The overall scale is of a domestic character and therefore limited in scale. The scale of building in Tredegarville is slightly larger and grander than the Wordsworth Avenue part of the character area. Wordsworth Avenue is characterised by smaller houses with less space between them. The overall grain of the area is fine with smaller footprints of building in comparison to that of Newport Road. Both sides of City Road are densely built up.



Figure 6.4 The cluster of listed buildings in Wordsworth Conservation Area



Figure 6.5 Tredegarville Baptist Church (Grade II)

MATERIALITY AND FORM

6.20 Older buildings tend to be constructed from more traditional building materials, including brick, slate and stone. Along Wordsworth Avenue, buildings are often rendered to their exterior allowing for lighter coloured paints and finishes to be added. The older buildings were generally constructed in the 19th century. The domestic buildings are more restrained in their appearance.

LANDSCAPE FEATURES

6.21 There are few designed landscape features of note in the area. The topography is flat and there are no watercourses in the TCA. Large street trees are placed intermittently along the roads which contribute positively to the TCA.

CONTRIBUTION OF THE SITE TO CHARACTER

6.22 The Site makes a minimal contribution to the character of the area. It is generally not seen from the enclosed domestic streets that form the TCA.

SUMMARY

6.23 Buildings are consistent in scale and built quality, with some differing architectural features offering visual variety. The layout and plan form of the area is interesting, with a range of types of street and close within the TCA. There is an awareness of the busy city beyond the TCA through the proximity to major roads such as Newport Road and City Road which are close to its boundaries.

6.24 Value: **Medium**

TOWNSCAPE CHARACTER AREA 3: MOIRA TERRACE AND SURROUNDING STREETS

KEY FEATURES

6.25 The listed buildings along Moira Terrace form a key feature to the area. The TCA is divided in the middle by Glossop Road which ascends northwards towards Newport Road. The TCA is almost solely residential in character.

URBAN STRUCTURE

6.26 Glossop Road cuts through the middle of the TCA acting as a secondary road that connects the area to Newport Road. Outside of this, there are a series of tertiary roads which are characterised by domestic buildings at a residential scale.

6.27 Fitzalan Place makes a north-south route in the west of the TCA, which is a major thoroughfare on the edge of the city centre. The scale of buildings to the west of the Site, and towards Fitzalan Place, is much larger than that to the east of the Site along Newport Road.

KEY VIEWS

6.28 There are no identified views in the TCA within the Cardiff Local Plan. However, views to the north along Glossop Road are identified as being of importance due to the feature of the Cardiff Royal Infirmary and the Church of St James the Great (both Grade II). The views are representative of these buildings and when moving along Glossop Road it is difficult to fully appreciate the scale and complexity of both of these heritage assets within the wider townscape character.

TOWNSCAPE CHARACTER: SCALE, GRAIN, DENSITY

6.29 The scale of building increases when in the north of the TCA. This is reflective of the status of the roads, and Newport Road in particular, as a gateway into the city. The scale in the south is smaller, with buildings ranging between two and three storeys in height. The grain of the southern part of the TCA is finer and is reflective of the domestic scale. To the north it is coarser, with larger footprints of buildings interspersed with smaller. The overall density of building in the area is otherwise high.

MATERIALITY AND FORM

6.30 Older buildings tend to be constructed from more traditional building materials, including brick, slate and stone. Newer, more contemporary buildings are constructed from panelised materials to their exterior with a larger void to solid ratio in comparison to older buildings. The older buildings were generally constructed in the 19th century. The buildings with a higher status, such as the church and infirmary, were designed in a Gothic revival style. The domestic buildings are a little more restrained in their appearance.



Figure 6.6 The Grade II listed Moira Terrace (Source: Wiki Commons)

LANDSCAPE FEATURES

6.31 There are few designed landscape features of note in the area. The topography is flat and there are no watercourses in the TCA. Large street trees are placed intermittently along Glossop Road which contribute positively to the TCA.

CONTRIBUTION OF THE SITE TO CHARACTER

6.32 The broad width of the taller element of the Site currently detracts from views to the north along Glossop Road. Its mass is orthogonally divided but forms a significant piece of building on the horizon, with a lack of division and detailing terminating these views often with the infirmary in the foreground. Longcross Court otherwise has a very minimal impact on the overall character of the area given its lack of visibility.

SUMMARY

6.33 The character is mixed in quality but is primarily domestic in its appearance and character. The Site in its current form detracts slightly from this overall value through its prominence in terminating views towards the north along Glossop Road.

6.34 Value: **Low**

TOWNSCAPE CHARACTER AREA 4: CITY ROAD

KEY FEATURES

6.35 City Road is a secondary road that leads to the north from Newport Road. Residential roads span off the axial route which heads northwards. Area to the west, include the Tredegarville suburb which developed in the 19th century, with post-war housing to the east (to the west of Wordsworth Avenue). The overall use of the TCA is predominantly commercial.

URBAN STRUCTURE

6.36 City Road is a secondary axial route which funnels movement towards Newport Road. Tertiary routes to adjacent suburban neighbourhoods span off City Road. Fronting City Road are a series of houses, shops and restaurants serving the nearby communities.

KEY VIEWS

6.37 There are no identified key views in the adopted local plan. The area has a strong linear appearance in plan form meaning channelled views up and down the road are characteristic of the TCA. In views to the south, the Church of St James the Great (Grade II) is visible, with its spire seen in the context of contemporary development in the nearby area. Incidental views into the Tredegarville area are gained through the Parade when passing.

TOWNSCAPE CHARACTER: SCALE, GRAIN, DENSITY

6.38 The scale of the area generally gets bigger towards Newport Road. The Neighbourhood building is ten storeys at its tallest and scales down to seven storeys at the rear of the Site. 21-27 City Road is six storeys in height and has a frontage characterised by portholes, with a glazed ground floor. Smaller, lower rise buildings along City Road front the street to the north. The grain is therefore quite fine, with a mix of building sites and senses of openness achieved along the route. The area is overall quite densely built up in terms of buildings, their footprints and spaces between them.



Figure 6.7 View looking south along City Road

MATERIALITY AND FORM

6.39 There is a mix of materiality, generally in accordance with the age of the building. Older buildings tend to have plastered frontages while newer buildings such as the Neighbourhood, are constructed from a panelised materiality with hit and miss windows providing rhythm. The forms of older buildings have a traditional appearance, with gabled frontages and ordered elevations. Newer buildings provide a bit more visual variety with defined bases and middle proportions of the composition of buildings.

LANDSCAPE FEATURES

6.40 There are few designed landscape features of note in the area. The topography is flat and there are no watercourses in the TCA. Large street trees are placed intermittently along Newport Road which contribute positively to the TCA.

SUMMARY

6.41 The Site does not contribute to the TCA’s character. The TCA is likewise varied in its built form. The area is mostly used by those who are moving through the area towards Newport Road. There are commercial units that line the street that are also used enabling people to stop, dwell and use the TCA. The area’s variety is interesting, but there is little consistency overall.

6.42 Value: **Low**

7.0 BASELINE: VISUAL

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

BASELINE: VISUAL

EXTENT OF VISIBILITY

- 7.1 A total of 14 Accurate Visual Representations (AVRs) are produced to support the visual impact assessment.
- 7.2 These viewpoints are shown in **Appendix 1.0** in the existing scenario.
- 7.3 Viewpoints were agreed with Cardiff Council on the 30th March 2026.

VISUAL RECEPTORS

- 7.4 The text below sets out the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points. The viewing positions may be representative of a number of different receptors and therefore the same position might be utilised for a number of receptors.

RESIDENTS

- 7.5 There are a number of residential areas that surround the Site, and in TCAs 3 and 4. Residents from these areas will each interact differently with the Site and have differing levels of familiarity with it. For ease, residents are understood to be from:
 - Tredegarville
 - Newport Road
 - South of Newport Road
- 7.6 This section will assess the levels of visual amenity these different groups have in relation to the Existing photography, provided in Appendix 1 of this HTVIA.
- 7.7 The overall assessment on visual amenity for residents is done as a whole, with the discursive, qualitative analysis being undertaken geographically.

TREDEGARVILLE (AREAS NORTH OF NEWPORT ROAD)

- 7.8 For the purposes of this assessment, Tredegarville makes up a large portion of the area which is within the area around the Site. This then extends to the east of City Road towards Wordsworth Avenue. A number

of viewpoints have been agreed with CCC that depict the visual amenity of residents in this area. These viewpoints are:

- View 1 The Parade
- View 1a The Parade at East Grove
- View 2 The Parade at West Grove
- View 3 City Road at the Parade
- View 4 East Grove at the Walk; and
- View 10 Wordsworth Avenue.

- 7.9 Starting close to the Site, the route along East Grove is broadly characterised by Victorian villas which are emblematic of the Tredegarville Conservation Area. The Grade II listed Baptist Church is positioned at the junction of East Grove and the Parade and has a greater separation from the adjacent residential buildings. The buildings are designed in an eclectic style and primarily date from the Victorian period. There is a mix of Gothic styles, with neoclassical elements, combined with a range of materials with red brick used sparingly and grey brick and stone the predominant material.
- 7.10 The area is planned around an orthogonal grid of roads which offer axial views east-to-west and north-to-south. Views east along the Parade and south along East and West Grove generally terminate with City Road and Newport Road, two busy thoroughfares which are lined with tall buildings. Tall buildings are seen throughout the area, and residents will be familiar with these. These include Canvas Student residential block (City Road), Eastgate House, Admiral House, McKenzie House and the Mercure Hotel which are all seen in the residential area to the north of the Site.
- 7.11 Mature trees and setback houses from the street each contribute to the overall visual amenity of the area. The mature trees screen views out of the area and make it feel more enclosed during summer months.
- 7.12 To the northeast, Wordsworth Avenue is a complete residential streetscape with semi-detached Victorian houses. There are mature trees that line the street. Its character is relatively enclosed, with views south towards the busy Newport Road. Lanes span routes to the west, providing openings towards the Site. The Site, currently, is not visible from this area.



Figure 7.1 View 1 The Parade (Existing)



Figure 7.2 View 1a The Parade at East Grove (Existing)



Figure 7.3 View 2 The Parade at West Grove (Existing)



Figure 7.5 View 4 East Grove at the Walk (Existing)



Figure 7.4 View 3 City Road at the Parade (Existing)



Figure 7.6 View 10 Wordsworth Avenue (Existing)

NEWPORT ROAD

- 7.13 Viewpoints 5, 6, 7, 8 and 12 each depict the visual amenity of Newport Road. In these views, understood kinetically and moving west to east, the scale of building and footprint of plots are large. The Royal Infirmary is positioned to the southeast of the Site and shares built characteristics (in material palette) with other Victorian buildings of its age in the wider area. It is neo-Gothic in style and is mostly built from grey stone with light stone dressings.
- 7.14 To the west of the infirmary, the former Church of St James the Great (Grade II) has a large-scale spire which sits in front of Admiral House, which backdrops this in views to the west. Other large scale buildings front Newport Road that residents will be familiar with when moving around the area, including Eastgate House, Mckenzie House and the Mercure Hotel.
- 7.15 Newport Road itself is wide, and busy. It provides a connection into the city centre for residents in this area. It is urban in character, scale and grain.



Figure 7.7 View 5 Newport Road at Fitzalan Place (Existing)

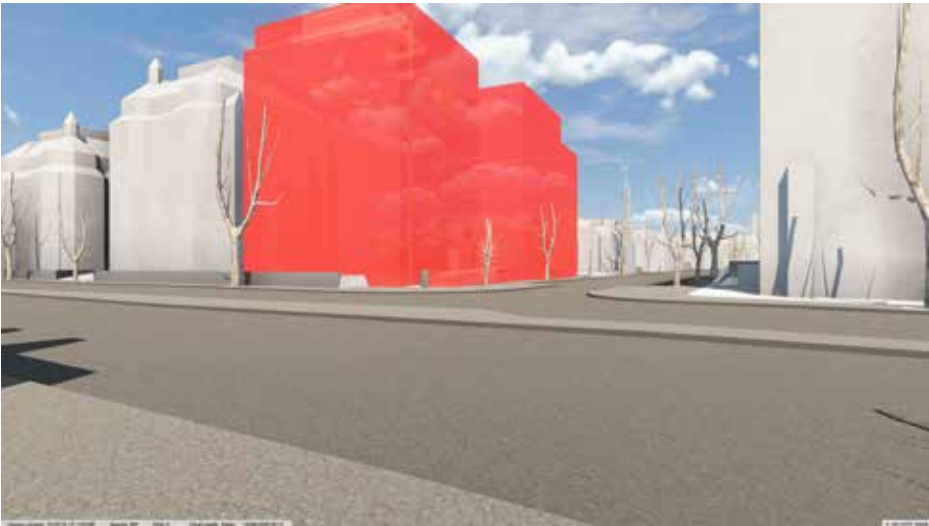


Figure 7.8 View 6 Newport Road opposite the Site (Existing)



Figure 7.10 View 8 Newport Road at the Infirmary (Existing)



Figure 7.9 View 7 Newport Road at Glossop Road (Existing)



Figure 7.11 View 12 Howard Place (Existing)

SOUTH OF NEWPORT ROAD

7.16 The area to the south Newport Road is characterised by a mixed scale of building, age and appearance. There are no views from this area, other than view 9 which is representative of the Cemetery Park open space, which residents will be familiar with. From here, tall buildings characterise the northern reaches of the area. These line Newport Road. Residential buildings around here are generally two storey, low rise, terraced buildings along enclosed streets with minimal views in and out.

SUMMARY

7.17 The visual amenity of the wider area ranges from the large Victorian villas of the Tredegarville Conservation Area to the low-rise terraces of Moira Terrace to the south. Newport Road itself features a number of residential buildings. Residents will be familiar with the sharp changes in character and appearance in this area, with tall buildings lining Newport Road in the existing scenario. In all areas, there are mature trees which line the streets. These can filter views out of enclosed areas in summer, and provide partial screening in winter. The visual amenity of the wider area is good in places and is recognised by conservation area and listed building designations. It is urban in character, with tall, large buildings contrasting earlier periods of development.

7.18 Value: **Medium**

WORKERS AND COMMUTERS

- 7.19 Workers and commuters will primarily be using Newport Road. Viewpoints 5, 6, 7, 8 and 12 are representative of the visual amenity of Newport Road.
- 7.20 Newport Road is a busy thoroughfare and the spatial experience of moving east-to-west and vice versa is similar to that which is experienced by residents. This is described in detail above: it is primarily characterised by large scale buildings, with large footprints. They range in age from the Victorian period through to the present day. These suit the width of the road, which is generally around 25m wide with extra space allowed for with alternating setbacks of building frontages.
- 7.21 The experience is characterised by tall buildings which intermittently line the road. As a worker or commuter travelling towards, or away from the city centre, the increase in scale moving westwards creates a sense of approach. It is logical therefore that there is greater height towards the western end of the sequence of buildings. This is terminated in views with tall buildings at the junction of Newport Road with Dumfries Place and Station Terrace.
- 7.22 In terms of visual amenity, the buildings are often conventionally designed and quite ordinary in quality. Eastgate House, for example, is characterised by horizontal glazed banded windows; its south facing elevation is its widest, with the shorter end facing City Road. Admiral House is setback to the south of Newport Road and is positioned above a two-storey podium, a format repeated next door at McKenzie House. The Mercure Hotel does similar, with the podium presenting itself to the street frontage and the height placed beyond.
- 7.23 Newport Road is lined, in places, with mature trees which benefit the overall visual amenity. The overall visual amenity of Newport Road is relatively limited, but it is functional and is urban in character.
- 7.24 Value: **Low**

OPEN SPACE (LEISURE)

- 7.25 Cemetery Park is the nearest green space to the Site, and is positioned 270m to the south. There are other areas of greenery, such as Howard Gardens, but these are enclosed and offer no spatial relationship with the Site. The Cardiff Castle Keep is located c.1km to the west of the Site. Viewpoints 9 and 13 cover these two locations and are representative of the experience of open space in Cardiff.



Figure 7.12 View 9 Cemetery Park (Existing)

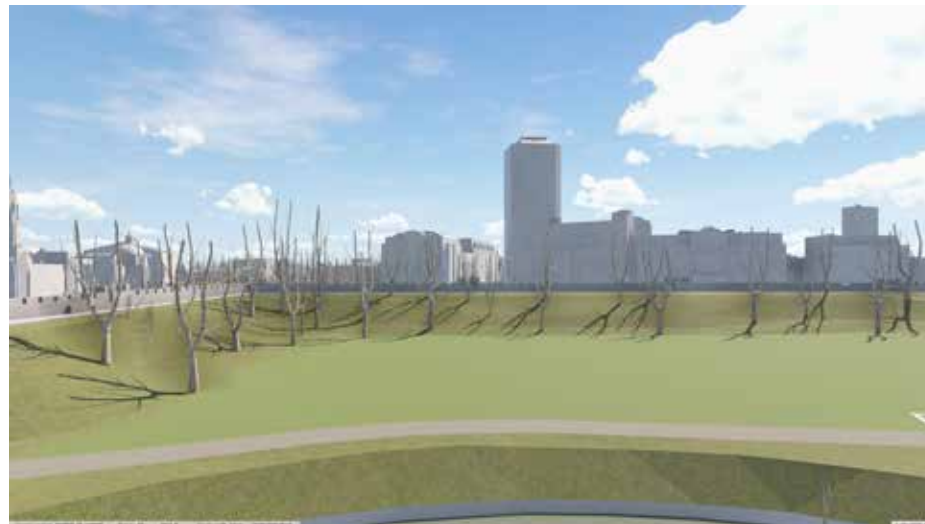


Figure 7.13 View 13 Cardiff Castle Keep (Existing)

- 7.26 Cemetery Park is a small urban green space located to the south of the Site. The park provides an area of publicly accessible open space within a densely developed urban environment and is experienced primarily by recreational users. Visual amenity is derived from the presence of mature vegetation, areas of grassed open space and a sense of separation from the surrounding city albeit with filtered views of surrounding development.
- 7.27 In views to the north, the skyline is characterised by a variety of built form associated with the Newport Road corridor, including mid- and taller-scale buildings that contribute to the wider cityscape. The visual experience is therefore a combination of green open space in the foreground and established urban development in the background. The park affords a pleasant visual environment, although the presence of surrounding development and urban activity limits perceptions of tranquillity.
- 7.28 Cardiff Castle Keep provides an elevated panoramic viewpoint over the city centre and wider urban area. Visual amenity at this location is high, derived from the Keep's prominence as a historic landmark, the extensive views available across the city, and the ability to appreciate the spatial relationship between Cardiff's historic core and its contemporary development.
- 7.29 In views towards the east, the cityscape is characterised by a varied urban skyline comprising a mix of historic buildings, commercial development and modern office blocks. The view is experienced as a layered composition, with roofscapes, landmark buildings and taller contemporary structures contributing to the overall townscape.
- 7.30 The visual character of the view is predominantly urban and dynamic, with the skyline already accommodating a range of building heights, architectural styles and periods of development. Visual amenity is therefore derived primarily from the diversity, legibility and coherence of the cityscape, together with the contrast between the historic setting of Cardiff Castle and the evolving modern city beyond.
- 7.31 On balance, and considering the high quality of the elevated position of Cardiff Castle Keep, the overall value is medium. This is tempered by the Cemetery Park which is a typical urban green space.
- 7.32 Value: **Medium**

8.0

VISUAL COMPONENTS OF THE PROPOSED DEVELOPMENT

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

VISUAL COMPONENTS OF THE PROPOSED DEVELOPMENT

THE PROPOSALS' RESPONSE TO HERITAGE, TOWNSCAPE AND VISUAL IMPACT

- 8.1
- This section details the response the Proposed Development makes to the surrounding heritage, townscape and visual amenity. The baseline conditions for these sections are described above.
- 8.2
- The description of the Proposed Development details the elements of the development which are relevant to these topics and is described concisely in this section to save repetition.
- EXISTING SITE
- 8.3
- Ty Cambria is an office block positioned on Newport Road, Cardiff. Newport Road is a principal radial route, forming a key approach into Cardiff city centre from the east with high volumes of vehicular and pedestrian traffic. Ty Cambria fronts this road, and is situated at a junction with East Grove which connects to the Tredegarville Conservation Area to the immediate north.
- 8.4
- Newport Road is on the edge of Cardiff's identified Central Business Area. The buildings fronting the road at this point range in uses from commercial and office, to residential as well as being home to the Cardiff Royal Infirmary. The buildings that front Newport Road are generally large in scale and of contemporary construction, mixed with some older buildings including the now converted St James' Church (Grade II) and the infirmary complex (Grade II).
- 8.5
- The Tredegarville Conservation Area is characterised by its large Victorian villas and planned layout, offering axial views along tree-lined streets. These axial views lead to the numerous entry points to the conservation area, which contrast its quieter character to the busy nature of Newport Road and City Road.
- 8.6
- The Site therefore sits at a nexus of two contrasting areas: one that is characterised by being a busy route into central Cardiff, that offers a strategic position for intensification and the other a quiet enclave characterised by a planned layout, Victorian residential buildings and tree-lined streets.

OPPORTUNITIES AND CONSTRAINTS OF THE SITE

- 8.7
- The redevelopment of the Site therefore offers the opportunity to improve the townscape character and amenity of Newport Road while also maintaining the relationship between the busy thoroughfare and the Tredegarville Conservation Area.
- 8.8
- There is an opportunity to continue adding to the emerging character of the city centre and areas to its east. This is achieved through building at an appropriate height for the area, taking advantage of its corner position, and providing a compositional response to the potentially broad edge of the scheme through the three-bay-stacked arrangement of the scheme with a chamfer facing Newport Road. The stacking is accentuated further by the green coloured fluted window lintel and the brick string course which repeats every three storeys.
- 8.9
- The layout of the Tredegarville Conservation Area aligns with the Site. It is set out on a grid, with alignment north-south along East Grove. Given its proximity, anything of height will be seen between gaps in buildings and across rooftops. In terms of constraints, the conservation area is urban in character and this is a common feature of buildings beyond its boundaries.
- 8.10
- The Tredegarville Baptist Church (Grade II) sits to the north of the Site (south of the CA) and at the junction of the Parade with East Grove. This HTVIA sets out its requisite significance and what setting contributes to that. Its setting is urban, with tall buildings breaking its roofline. Primacy is maintained given the separating distance from adjacent buildings and the roofline itself is gabled and typical. There is an opportunity to improve the setting with a building that responds to the material palette of the surrounding area while also speaking of its urban environs.

PRE-APPLICATION ENGAGEMENT

- 8.11
- The Proposed Development was subject to six separate meetings with CCC officers where the overall principle, scale, and detail of the scheme was discussed. The proposals are the result of an iterative design process which seeks to temper its surroundings while bringing benefits to the Site.

- 8.12
- This report forms part of the pre-application consultation (PAC) pack. The report will incorporate the necessary changes following the consultation period into the HTVIA which will form part of the planning submission.
- 8.13
- The Planning Statement that forms part of the application prepared by Pearce Planning summarises the feedback received. The key elements from a heritage, townscape and visual impact perspective, that have been taken into account, are as follows:
 - Support for a tall element at the corner of Newport Road and East Grove marking the approach to the city centre;
 - Detailed consideration of the tall element, to ensure that it does not dominate the locality and is slender in appearance in north-south views;
 - Provision of active frontages to both Newport Road and East Grove, including commercial uses and the PBSA entrance;
 - Need to ensure that the visual impact on the residential area to the north, which also in part comprises the Tredegarville Conservation Area, is minimised through the massing and scale of the building, as well as the proposed elevational treatment;
 - Desire to ensure that proposals for the site do not prejudice potential redevelopment options of the adjacent site at Trinity Court (i.e. minimising potential overshadow / overbearing / overlooking etc);
 - Support for and design work regarding materials and the differentiation between the three building elements; and
 - There were discussions regarding public realm treatment forming part of the overall amenity offer to students and the building's users

CONTEXT

- 8.14
- The context for the Site is discussed extensively. It is a Site that benefits from opportunities along Newport Road while negotiating with the sensitivities to the north in the form of the Tredegarville Conservation Area.
- 8.15
- As above, the immediate context of the Site has informed the proposals. It acknowledges its position at the corner of East Grove and Newport Road. This is achieved through the composition of stepped massing.

- 8.16 As discussed below, the material palette pays deference to these different contexts with the red brick of the tower used to define the landmark element of the building, with the grey rear, stepped element talking to the common materials of the conservation area.

PROPOSED DEVELOPMENT

USES

- 8.17 The ground floor will have a commercial use, with the remainder of the building being devoted to purpose built student accommodation (PBSA) uses.

PLAN FORM

- 8.18 The building features commercial units to the south at ground, with student residential above. Servicing and access are provided at ground for the residential elements above and these are treated to the north in the plan form. The servicing access is to the north of the building and away from key frontages.

- 8.19 The main entrance is positioned on Newport Road to establish a clear arrival sequence and reinforce the hierarchy of the streets around the building. Upper levels are defined by the central, two stair core. Amenity areas are located at key junctures in the building, with living and kitchens positioned in the chamfered corner which brings activity to the height of the building in the most prominent area.

ARCHITECTURAL IDENTITY

- 8.20 The composition of the building is formed around an active podium level, a seven storey northern shoulder and a slender tower element to the south. The podium establishes a strong relationship with the surrounding streets and assists the transition from the northern residential areas along East Grove into Newport Road.
- 8.21 The building's division into three distinct areas is enhanced by the choice of the material palette. The tall element is primarily red in colour, and uses a brick slip system. The northern shoulder is uses grey brick slips for cladding. There is a greater horizontal emphasis to the northern shoulder differentiating it further from the tower. The base unifies the building with a consistent use of a light pre-cast material.
- 8.22 At a secondary level, the mass has been sculpted in response to long range views along Newport Road. It does this through chamfering the

southeastern and northwestern corners. In doing so, the building has a language of limiting broad planes and softening the overall mass. This contributes to the building's identity and helps it identify itself when compared to neighbouring tall buildings. The division of the building into vertically emphasised bays assists with making the tower appear slender. It also follows the internal layout of the building. The repetition of the bays provides a distinct sense of legibility and in turn abets the building's overall identity.

- 8.23 At a tertiary scale, the reveals are articulated by green materials which accent the red brick in the tallest element, the grey brick in the northern shoulder and against the light coloured pre-cast materials of the base of the building. The lintels that top and tail the windows in the bays are of a green fluted design which add further visual interest at the tertiary level. The consistency in material palette across the base unifies the building at the ground level.

MASSING AND ARTICULATION

- 8.24 The design has been informed by the principles contained within Cardiff Council's Tall Buildings Supplementary Planning Guidance. Rather than viewing height as an objective in itself, the proposals seek to demonstrate how increased height can be accommodated through careful consideration of townscape, skyline, architectural composition and public realm.
- 8.25 As above, the Proposed Development takes account of its immediate context and the existing character and scale along Newport Road. The tall element at the front responds to this thoroughfare. Its chamfer at the southeastern corner responds to the broad width of the eastern elevation seen along Newport Road due to the gap in the building line created by East Grove at the junction with Newport Road.
- 8.26 In immediate views, the base of the building would be understood to provide greater activity at street level with large spans of glazing allowing visibility into the commercial unit at the southern side of the building. Along East Grove, the PBSA entrance adds further interest to the scene.
- 8.27 The division of the wider massing into three constituent parts benefits the more sensitive areas to the north. In doing so, it creates a transition of scale from the lower rise areas along East Grove and the Parade. It does this through rising from a seven storey shoulder to the north up to 24-storeys at the front.

- 8.28 In terms of the wider skyline, the visual impact assessment considers a range of views including those along Newport Road where the division of the massing is seen in axial views on the approach to the city centre. From here, the base, middle and top of the building will be appreciated with the secondary massing and division of the façade best understood.
- 8.29 At a longer distance, the view from Cardiff Castle shows that the middle levels and top of the building will be seen in the wider panorama of the skyline. The urban skyline is established with tall buildings featured across the city. The Proposed Development adds another layer to this, with the articulated scales of the building understood at a distance.
- 8.30 The upper levels of the building are articulated by a crowning element which draws on the secondary scale of the stacked arrangement of the bay system, which has a vertical emphasis, and is differentiated from the middle levels of the building. The verticality is tempered by the green fluted window lintels and the repeating string course every three storeys. This helps create a visually articulate building in middle and longer distance views of the Proposed Development.



Figure 8.1 Draft sketch of the proposals by Fletcher Joseph from the Parade looking south



Figure 8.2 Draft sketch of the proposals by Fletcher Joseph from Newport Road to the south east showing the public realm offering and form of the development



Figure 8.4 Draft sketch of the proposals by Fletcher Joseph from Howland Place looking north towards the Site



Figure 8.3 Draft sketch of the proposals by Fletcher Joseph at the junction of Glossop Road with Newport Road

MOVEMENT AND PUBLIC REALM

- 8.31 Due to the constrained and urban nature of the Site there is limited scope for extensive public realm. The Proposed Development includes a proportionate response to public realm, while giving back to the street through providing a sense of activity in the commercial unit and creation of an arrival sequence for the PBSA units from Newport Road.
- 8.32 The public realm is benefited by the activity witnessed in the commercial frontage and positioning of kitchens and living areas within the prominent chamfered portion of the tall element. The immediate area, outside the main entrance and arrival sequence along Newport Road, complement the surroundings with a coordinated approach to paving, planting and street furniture which will be positioned at the base of the building.

SUMMARY: TOWNSCAPE, HERITAGE AND VISUAL AMENITY

- 8.33 The Proposed Development responds to the sensitivities of the townscape through its primary division in massing, with the slender tower element to the south and the seven storey shoulder block to the north. The material palette helps define these blocks further, with unity at the ground level through a consistent use of a pre-cast material and large areas of glazing.
- 8.34 The Proposed Development responds to its context by establishing itself among the tall building context of Newport Road, while responding to the lower rise, finer grain of the residential area to the immediate north around the Parade and East Grove. It is accepting in that height in itself is part of the immediate context and has been designed to sit within that. The Proposed Development is therefore a response to these clearly distinctive areas.

9.0

ASSESSMENT: HERITAGE

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

ASSESSMENT: HERITAGE

- 9.1
- The following section assesses the effect of the Proposed Development on the identified heritage assets.
- 9.2
- Some of the listed buildings have been grouped in their assessment owing to the similarity of their relationships with the Proposed Development.

LISTED BUILDINGS

CATHOLIC CHURCH OF ST PETER (GRADE II*)

DESCRIPTION OF CHANGE TO SETTING

- 9.3
- The Proposed Development is located approximately 230m to the south of the church. The primary elevation and long southern elevation are best appreciated when looking north, with the Site to the rear. The church is hemmed in on the northern side by development and the ZTV at figure 2.1 shows that there would be no intervisibility with the Proposed Development and the church from here.
- 9.4
- The Proposed Development would be seen from the enclosed St Peter’s Street but not in conjunction with the church. It would be entirely peripheral to the experience of the church within its suburban surroundings.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.5
- Given the orientation of the church and the nature of the streets that surround it, the Proposed Development, while visible from its surrounds, would not interfere with the ability to understand and appreciate the church. It would not detract from the elements identified that contribute to its significance through setting.
- 9.6
- The heritage significance of the Catholic Church of St Peter would be preserved.

TREDEGARVILLE BAPTIST CHURCH (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.7
- The Tredegarville Baptist Church is approximately 30m from the Site at its nearest point, to the south, southwest. The northern and principal elevation of the church is approximately 80m from the southeastern corner of the Site.
- 9.8
- The tallest element of the Proposed Development is positioned on the southern side of the Site. The building composition steps from to seven storeys at the rear in the form of a shoulder block. The Proposed Development’s building materials reflect the wider context, with the red brick of the tall, distinct element at the front orientating itself towards Newport Road. The rear is clad with a grey brick, reflecting the tones of the Tredegarville Conservation Area and residential buildings.
- 9.9
- The Proposed Development replaces an existing tall structure in the form of the existing building on the Site. The Proposed Development, along with the adjacent tall buildings along Newport Road, form a distinct urban backdrop to the church.
- 9.10
- The church retains its primacy in the street scene as a result of the Proposed Development. This is achieved through its greater distance from its residential neighbours and its differing, gabled form which presents itself northwards towards the Parade. Along with Eastgate House, Admiral House, McKenzie House, and the site of Hallinans House (currently a Mercure Hotel), the Proposed Development forms part of the urban backdrop to the church.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.11
- The church was initially developed as part of an urban extension to Cardiff city centre. Its form is simple, and is reflective of its nonconformist nature. It has a gabled end and no spire, yet retains a localised presence in the street scene. The Proposed Development would be experienced beyond this, sitting in local views beyond its gabled edge. View 1 of the visual impact assessment demonstrates that the Proposed Development would be situated to its periphery when reading the elevation front on.

- 9.12
- Kinetically, when moving along the Parade, there will be positions where the Proposed Development interacts with the gabled roofline of the church. As above, where its primacy is drawn from the immediate locality and it is purposefully not a landmark for a wider area, the Proposed Development does not impact any sense of primacy. In these kinetic views, the mature trees that line East Grove would be seen between the church and the Proposed Development. In the summer months, the tallest element would appear above these trees but as a separate entity to the church and its immediate surroundings.
- 9.13
- When assessing the Proposed Development against what contributes to significance through setting, the Proposed Development would preserve the heritage significance of the church. Ultimately, this is due to it being within its historic urban surroundings and its historically limited sense of primacy.



Figure 9.1 View 1 of the Visual Impact Assessment, proposed, showing the Proposed Development to the right of the church



Figure 9.2 A sample shot from VuCity showing a static point within a kinetic sequence along the Parade looking at the church and the Site beyond

28 THE PARADE (GRADE II); COLEG GLAN HAFREN (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.14 The Proposed Development is 70m to the southeast of the listed buildings. The principal facades face southwards, and the best place to understand their significance is looking north, away from the Site, on the Parade. When moving around the Parade there would be an awareness of the presence of the Proposed Development which would be entirely peripheral to the listed buildings.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.15 The Proposed Development would be peripheral to the listed buildings. It would be understood when moving around the immediate area, without seeing the buildings with the Proposed Development in single viewpoints. It would form part of the established, urban backdrop to the wider area.
- 9.16 The Proposed Development preserve the heritage significance of the listed buildings.

UNITARIAN CHURCH (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.17 The Proposed Development would be 115m to the east of the listed building. The upper levels of the Proposed Development would be seen from the western pavement of West Grove with the listed building behind the onlooker.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.18 The Proposed Development would form part of the wider urban backdrop to the area. The church was built as part of the urban development of Cardiff, and the Proposed Development forms another layer of that. The Proposed Development would not appear in views with the church and would not distract or depreciate the ability to understand the significance of the church from its immediate setting due to its peripheral nature.
- 9.19 The significance of the church would be preserved.

CHURCH OF ST JAMES THE GREAT (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.20 The Church of St James the Great is approximately 110m to the east of the Proposed Development at its nearest point. The church is on the southern side of Newport Road and forms part of the urban setting, with Admiral House backdropping its spire. The Proposed Development would have a large degree of separation from the spire when experiencing it moving along Newport Road.
- 9.21 The division of the east facing façade enables the Proposed Development to recede into the background, with the composition of the bays and chamfered corners breaking down the massing to create a slender feature the complements the narrow spire. The two are read as distinct elements within the wider townscape.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.22 As the Proposed Development is clearly separate from the spire, there would be no change to the ability to understand and appreciate the significance of the church.
- 9.23 The Church of St James' heritage significance would be preserved.

PUBLIC ANALYST'S LABORATORY, QUEEN'S BUILDING, CARDIFF UNIVERSITY (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.24 The Proposed Development would be 115m to the east of the listed building. The upper levels of the Proposed Development would be seen from the western pavement of West Grove with the listed building behind the onlooker.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.25 The Proposed Development forms a new layer of urban development when seen from the immediate setting of the listed building. The two would not be seen together, and so the ability to understand and appreciate the listed building's significance remains.
- 9.26 The heritage significance of the building would be preserved.

QUEEN’S BUILDINGS, CARDIFF UNIVERSITY (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

9.27 The Proposed Development is approximately 245m to the east of the listed building. The two are experienced together to the west towards the junction of Newport Road with Fitzalan Road. There would be an interaction between the gatehouse that faces Newport Road, with the tallest element seen beyond that. This interaction is seen from a highly localised position which diminishes with movement to the east and south when moving along Newport Road. When seen, the gatehouse retains primacy in views given its proximity to the junction and the separating distance from the location to the Proposed Development.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

9.28 The direct interaction between the two buildings is fleeting and there is a considerable separating distance between the two from where it is seen. This interaction does not alter the ability to understand and appreciate the significance or contribution of setting to significance of the listed building.

9.29 The heritage significance is preserved.



Figure 9.3 A view from Newport Road close to Fitzalan Road showing the interaction between the gatehouse and the Proposed Development



Figure 9.4 A view from a similar location showing the separation between the two and the listed building retaining its primacy

THE OLD CONVENT (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

9.30 The Old Convent is approximately 150m to the north of the Proposed Development. It is oriented south and is best appreciated when looking north, with the Site behind the viewer. Given the proximity and scale of the Proposed Development, there would be an awareness of its presence when moving around East Grove and the Walk, which would be entirely peripheral to the setting of the Old Convent.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

9.31 There would be no change to the ability to understand and appreciate the significance of the Old Convent due to the orientation of the building and separating distance between it and the Site.

9.32 Its heritage significance would be preserved.

MEGALITHIC FOLLY AT JAMES HOWELL HOUSE (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

9.33 The Megalithic Folly at James Howell House is approximately 200m to the northwest of the Proposed Development. The listed building is orientated southeast and is best appreciated when moving around West Grove and the Walk to get a sense of the composition of the building with its elongated porch. This is done with the Site to the rear of the onlooker, and there is therefore no interaction with the key elements that contribute to its significance and the Proposed Development.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

9.34 The ability to understand and appreciate the significance of the listed building is maintained due to the orientation of the building and the peripheral nature of the Proposed Development, being beyond interposing development to the southeast of the listed building.

9.35 The heritage significance of the building is preserved.

PRESBYTERY AT CATHOLIC CHURCH OF ST PETER INCLUDING FORECOURT RAILINGS (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.36
- The presbytery is adjacent to the Catholic Church of St Peter (Grade II*). The two are related in function and style, historically. The presbytery is approximately 230m from the Proposed Development at its nearest point. The presbytery is orientated southwards, with the best location to appreciate its significance, and contribution of setting to significance, along St Peter's Street with the church beyond. There would be an awareness of the Proposed Development when moving around the area, but this would be peripheral.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.37
- The ability to understand and appreciate the significance of the presbytery would be maintained due to the separating distance and peripheral nature of the relationship between the two buildings.

- 9.38
- The heritage significance of the presbytery would be preserved.

9, 10, 11, 12, 13/14, 15/16, 17, 18, 19, 20, 21 AND 22 MOIRA TERRACE (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.39
- The terrace is approximately 240m from the Site at its nearest point to the south of the Proposed Development. The terrace is oriented to the north. There are two slivers of visibility of the top of the tallest element from within the setting of the terrace. This would be oriented away from the terrace; generally, there would be no awareness of the Proposed Development from the enclosed Moira Terrace location.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.40
- Due to separating distance and lack of visibility of the Proposed Development the ability to understand and appreciate the significance of the listed building would not be altered.

- 9.41
- The heritage significance of Moira Terrace would be preserved.

CARDIFF ROYAL INFIRMARY (GRADE II); AND CARDIFF ROYAL INFIRMARY (INCLUDING FORECOURT WALL AND GATEPIERS) (GRADE II)

DESCRIPTION OF CHANGE TO SETTING

- 9.42
- The listed building is approximately 200m from the Site along Newport Road, to the east. The infirmary is on the southern side of Newport Road. The infirmary forms a range of buildings over a 120m stretch of Newport Road. The best location to appreciate these as a collection is on the north side of Newport Road and on the approach to the infirmary along Glossop Road. In neither location would the Proposed Development directly interact with the listed building.

- 9.43
- The Proposed Development would be seen on the axial route into the city centre along Newport Road, with the infirmary. The two would be separated visually by the separating distance and the busy urban scene along Newport Road, which includes large buildings such as the Church of St James (Grade II), Admiral House and Eastgate House in the foreground.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.44
- The ability to understand and appreciate the contribution setting makes to significance would not alter.

- 9.45
- The heritage significance of the infirmary would be preserved.

CONSERVATION AREAS
TREDEGARVILLE CONSERVATION AREA

DESCRIPTION OF CHANGE TO SETTING

- 9.46
- The Proposed Development abuts the southern boundary of the conservation area along East Grove. The conservation area is historically a residential area with a variety of building forms and styles that is characterised predominantly by villas of a two-to-three storey scale and the use of grey stone and slates, interspersed with brick and plaster detailing. The Proposed Development has been designed to respond to this context, while also negotiating its position along the busy, urban, Newport Road.

- 9.47
- It achieves this through stepping down its massing to the rear to seven storey, a similar scale to the existing building on the Site. This mass is brought closer in proximity to the conservation area than the existing building. Any perceived harm here is mitigated through the choice of materials, responding to the palette of the conservation area. The break up of the secondary scale through a bay system that creates a vertical emphasis along its frontage gives the appearance of a fine grain. It breaks the verticality down through providing horizontal string course every three storeys. In doing so, the presence of the mass is softened and integrates into views along East Grove moving towards Newport Road.

- 9.48
- The tallest element is constructed from brick and has a defined top. This is seen from across the conservation area, between buildings and across some rooftops. Where seen, it forms part of the urban backdrop to the conservation area and fits within the wider context of tall buildings which are already present. Its material palette and composition which considers its primary massing with chamfers to soften the appearance in views, as well as the breakdown of the mass through its bay treatment at a secondary level is supported further by tertiary details such as green inset tiles which provide a contrast to the red brick.

- 9.49
- This high quality design makes a positive addition to the urban skyline beyond the conservation area and preserves the understanding of the area as being in an urban location.

IMPACT UPON CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 9.50 The stepped down seven storey shoulder block brings the Proposed Development closer to the conservation area and in immediate views along East Grove its proximity will have a very limited but harmful impact on the ability to understand and appreciate the conservation area. This is directly through the relationship of the historic area to Newport Road. While the two sit comfortably alongside one another, the presence of the Proposed Development would alter that relationship slightly. Good design mitigates any further harm. The tallest element is situated away from the conservation area and reinforces the divide between the two areas and is not harmful in itself.
- 9.51 The Proposed Development therefore gives rise to an effect of less than substantial harm and is at the lowest end of the scale. This effect is a negligible adverse effect on the significance of the conservation area.

CUMULATIVE ASSESSMENT

- 9.52 Longcross Court (LPA Ref: 24/01238/FUL) and Hallinans House (LPA Ref: LPA Ref: 15/02257/MJR) are located near to the Site. Taken together, these schemes preserve the heritage significance of the heritage assets assessed. In the case of the Tredegarville Conservation Area, due to the positioning of the pair of buildings, the Proposed Development will not be experienced together with the consented development. Both Longcross Court and Hallinans House replace large format 20th century buildings which reinforce the large-scale presence of buildings along Newport Road.

10.0 ASSESSMENT: TOWNSCAPE

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

ASSESSMENT: TOWNSCAPE

10.1 The following section assesses the effect of the Proposed Development on the identified townscape.

10.2 The Design and Access Statement prepared by Fletcher Joseph Architects provides a detailed discussion on the design rationale and architectural approach. In summary, the scheme seeks to include the following:

TOWNSCAPE CHARACTER AREA 1: NEWPORT ROAD

10.3 The Site is located within the TCA. The TCA has the ability to accommodate change and has a low susceptibility to change. Its sensitivity is low.

10.4 The Proposed Development is within the TCA. It is situated on the corner of East Grove with Newport Road. The 24-storey tallest element of the Proposed Development fronts Newport Road and is designed to sit within the context of large-scale buildings.

10.5 The division of the wider massing into three constituent parts benefits the more sensitive areas to the north. In doing so, it creates a transition of scale from the lower rise areas along East Grove and the Parade. It does this through rising from a seven storey shoulder to the north up to 24-storeys at the front along the main thoroughfare of Newport Road.

10.6 Being on a corner, there are long views along Newport Road of the Proposed Development. In fitting with the taller buildings in its context, it presents an increase of scale on the way into Cardiff city centre.

10.7 The red brick of the tower’s skin, with green tiled reveals in the window, combine to give the Proposed Development a sense of identity amongst the varied character of building in the immediate vicinity. In terms of the composition of the building, it has a clear base, middle and top which respond to the varying positions where the building will be experienced in the TCA.

10.8 At the base, the building will be experienced locally with the commercial units on the north side of the Proposed Development facing Newport Road. These improve the interaction of the building with the street and give a sense of activity. The entrance to the student residential units above is along East Grove. Architecturally, the base is delineated from the above storeys through larger glazing units, piers to ground, and horizontal banding that separates the ground level from the first floor. The unified material appearance of the base unifies the change in the upper levels.

10.9 The middle of the building is defined by the student residential uses. The bays of the exterior are programmed to follow the internal layout. Each room has a bay which is divided by its glazing and ventilation. The glazed bays themselves are metallic in appearance within the broken down bay system of green fluted lintels and recurring brick string coursing. These complement the red brick exterior, which in turn responds to the wider context of Newport Road.

10.10 The top of the building provides a distinctive crowning feature. The proportions skip a bay from the middle portion, to create an open top with rooms beyond. This helps the appearance of the building in longer views along Newport Road.

10.11 In terms of function, the tall building benefits the wider area through adding height to the Site on the approach to the city centre. This helps signify the intensity of uses and population closer to the city centre. By being situated at a corner, there would be visibility of the well composed building at a distance along Newport Road, providing a new and well-designed layer to the wider composition along the busy Newport Road.

10.12 Given the scale of buildings along Newport Road, and the added layer to it, the magnitude of change is relatively limited. While it would be visible from along Newport Road it is seen within the wider skyline of the area. The immediate area benefits from the experience of the building through the improved frontage on to Newport Road and increased sense of activity.

10.13 The magnitude of impact is considered to be **low**. The likely effect is **minor**. The nature of effect is **beneficial**.

TOWNSCAPE CHARACTER AREA 2: TREDEGARVILLE AND WORDSWORTH RESIDENTIAL

10.14 The TCA is located to the immediate north of the Site and encompasses a wide ranging area that spreads east-to-west. The area developed as an urban extension to Cardiff city centre and differs in character to that of Newport Road, to the immediate south. The susceptibility to the type of change is **low** given these conditions. Using the tables in section 2.0, the sensitivity to change is low/medium. Because of the position of the TCA, in an urban location surrounded by tall buildings, with City Road and Newport Road dividing it into its constituent parts, the sensitivity is considered to be **low**.

10.15 The TCA interacts with the northern edge of the Site locally in views from East Grove and the Parade. The northern side of the Proposed Development steps down to the seven storey shoulder block at the rear, with the 24-storey tower element seen in longer views from this part of the TCA. The seven storey shoulder block has a limited range of visibility, with the taller element seen from across the TCA.

10.16 In terms of function, the tall building signifies the position of Newport Road and works with the other tall buildings in that location as a new layer to the composition. The lower, seven storey shoulder is more localised but serves as the first step towards the increased mass fronting the busy thoroughfare. In understanding that as function, then this is improved as it reinforces that existing townscape character difference. This is a contrast that exists already and is typical of urban areas.

10.17 Materially, the seven storey shoulder is faced in grey brick which reflects the visual characteristics of the TCA. By stepping down in height and providing a tonal similarity, the transition between the character areas becomes apparent. The bay design of the middle sections is still appreciated and carries the language through from the tower to the rear.

10.18 The servicing of the building will take place from the northern side of the building. The narrow route to the north of the building is currently used for such an arrangement. There would be a limited impact on this area in townscape terms.

10.19 Overall, the magnitude of impact is considered to be **low**. This is because, where the taller building is seen from across the TCA, it will be with the existing urban context beyond. These contrasts are typical of an urban area. The seven storey, rear block which is clad in grey brick assists a transition from the north to the commercial area along Newport Road. The likely effect is considered to be **minor**. The nature of effect is **beneficial** due to the manner in which the function of the TCA is improved through a well considered design.

TOWNSCAPE CHARACTER AREA 3: MOIRA TERRACE AND SURROUNDING RESIDENTIAL

- 10.20 The TCA is close to Cardiff city centre and is urban in character. Its susceptibility to the type of change proposed is **low**. Combined with its value, its sensitivity is **low**.
- 10.21 The Proposed Development is incidentally visible from across the TCA. Where it is seen, it will primarily be the upper storeys of the tallest element at 24-storeys, which is seen through gaps between buildings.
- 10.22 The Proposed Development adds a further layer of tall development along Newport Road, and is consistent with the building types along this stretch of road. From Moira Terrace specifically, there are very slight glimpses of the building which is seen against an urban foreground of buildings of a varied form and style.
- 10.23 Where seen, the Proposed Development reinforces the urban setting of the TCA. The Proposed Development forms another layer along with other tall buildings along Newport Road.
- 10.24 The change would be visual and very slight. Given the urban surroundings and varied townscape character, the general nature of the change would be neutral.
- 10.25 The magnitude of impact would be **very low**. This would give rise to a **negligible** likely effect. The nature of effect would be **neutral**.

TOWNSCAPE CHARACTER AREA 4: CITY ROAD

- 10.26 The TCA is urban in character and features a number of tall buildings within it. The TCA would have a **low** susceptibility to the type of change proposed. This gives rise to a **low** sensitivity to change.
- 10.27 There would be visibility of the Proposed Development at the junction of City Road with the Parade. From here, the middle to upper storeys of the Proposed Development would be visible.
- 10.28 Where seen, this would reinforce the character of Newport Road as a major thoroughfare into Cardiff city centre. The well proportioned middle sections and crown of the building will be a positive addition to the skyline when seen from that junction.
- 10.29 Visibility of the Proposed Development here reinforces the urban location of the Site, and City Road. City Road is itself a busy thoroughfare in Cardiff. The visibility of the Proposed Development would be very slight, and would be peripheral to the linear route of City Road, off to the west.
- 10.30 This very slight visual change gives rise to a **very low** magnitude of impact. This in turn equates to a **negligible** likely effect. The overall nature of effect would be **neutral**.

CUMULATIVE

- 10.31 Longcross Court (LPA Ref: 24/01238/FUL) and Hallinans House (LPA Ref: LPA Ref: 15/02257/MJR) are located near to the Site and have the potential to intensify effects. For all TCAs, where seen, these developments would reinforce the urban location of the area around the Site as being in central Cardiff. This effect is understood against the existing context of tall and large footprints of building along Newport Road. Primarily, these buildings will impact the intensity of tall buildings as seen and experienced along Newport Road.
- 10.32 Taken as a whole, the addition of the consented schemes intensifies development along Newport Road. But does so in an established location for tall and contemporary buildings. While this might be the case qualitatively, the overall effects would remain as found in the proposed scenario for each of the TCA. They do not serve to change or alter the function of any of the TCAs beyond the effects identified in the proposed scenario.

11.0

ASSESSMENT: VISUAL

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

ASSESSMENT: VISUAL

- 11.1 This section assesses the likely effect arising from the impact of the Proposed Development on the visual receptors identified in **Section 7.0**. For ease of reference, the View Location Plan is re–provided here at **Figure 11.1**.
- 11.2 This section makes an assessment of the impact on visual amenity experienced by receptors of the Proposed Development. It does this in discursive analysis of the viewing positions and contrasting the Proposed condition to the Existing. Where relevant, the text makes reference to specific views. The receptor groups assessed makes the assessment of the impact on visual amenity through using these representative views on these groups and considers a range of positions in the immediate, middle and long distance from the Site.
- 11.3 The view locations are based on the on professional experience of working within the Cardiff Council, as well as an understanding of the local area that has arisen out of extensive spatial analysis of the surrounding townscape.
- 11.4 This section forms our conclusions to the visual impact assessment, forming an assessment on the change to visual amenity for different receptor groups.



**VIEWPOINT
LOCATION PLAN**

- Application Site
- 1. The Parade
- 1a. The Parade at East Grove
- 2. The Parade at West Grove
- 3. City Road at the Parade
- 4. East Grove at the Walk
- 5. Newport Road at Fitzalan Place
- 6. Newport Road opposite the Site
- 7. Newport Road at Glossop Road
- 8. Newport Road at the Infirmary
- 9. Cemetery Park
- 10. Wordsworth Avenue
- 11. St Andrew's Crescent at Dumfries Place
- 12. Howard Place
- 13. Cardiff Castle Keep

REPRESENTATIVE VIEWS

11.5 The assessment is informed by the verified views provided at **Appendix 1.0.**

RESIDENTS

11.6 Residents are more familiar with the Site and its surroundings, and therefore have a higher susceptibility to change than other receptor groups. In this location, where residential areas are urban in character and surrounded by new, and tall developments, the susceptibility is lower as the type of change proposed is consistent with their surroundings. Susceptibility in this case is considered to be **low**. Using the tables, the sensitivity is low/medium. Using professional judgement, and considering the urban condition of the area, the sensitivity is **low**.

11.7 The assessment is split into geographic areas and an overall effect for residents as a whole is provided.

TREDEGARVILLE

11.8 Tredegarville is to the immediate north of the Site and is where the Proposed Development would be most noticeable. The tallest element is positioned to the south, away from the residential area. That tall element negotiates the urban condition of Newport Road and is consistent with the character along that thoroughfare. The tall buildings along Newport Road that exist already would be understood with the Proposed Development at points particularly along East Grove and the Parade.

11.9 The composition of the Proposed Development would be a marked improvement on the existing condition of the Site. At the ground level, the light-coloured pre-cast and green tiles provide a contrast to the above red and grey brick elevations of the above storeys. The grey brick used for the rear, seven-storey element contrasts the red brick used for the tall building at the front providing a split of character and enabling a visual transition from the residential area to Newport Road.

11.10 The visual amenity is improved at ground through increased activation along the street frontages with a public realm scheme that responds to the level changes. This helps with the transition from the lower-rise residential area to the north through the differentiation in materials of the base, coupled with the increased focus on activity at ground. These elements, social and architectural, emphasise the human-scale at this level.

11.11 The tall element, clad in red brick and with a clearly defined crown, will be seen from various points across the residential area. To the west, at West Grove and its junction with the Parade it will be seen alongside the foreground of residential buildings. Similarly, to the north, this contrast continues. Closer to the Site, the tall element rises out of the rear seven-storey block.

11.12 Over towards City Road, in the east, residents would be aware of increased noise and activity as the urban character intensifies. The Proposed Development’s upper levels would be seen against a foreground of trees and residential buildings, with tall buildings along City Road and Eastgate House.

NEWPORT ROAD

11.13 In longer range views of the Proposed Development residents of Newport Road would notice an additional layer of development to the established skyline of tall buildings along Newport Road. Moving from the west to the east, the Proposed Development would come into view as the opening at East Grove presents itself, with the eastern elevation becoming increasingly prominent. The design of the tall element has responded to this through the division of the façade into proportional bays that respond to the internal layout, and a chamfered southeastern corner.

11.14 From the west, moving east, the Proposed Development is seen within the established context of large format, tall buildings along Newport Road.

11.15 At the Site, residents would notice the improved ground level with increased activity facing Newport Road, which works with the architecturally differentiated base of light precast concrete and green tiled accents.

11.16 On balance, the Proposed Development has a localised, beneficial, visual impact on Newport Road. Where seen in longer range views it is seen but works with the surrounding buildings to form an urban skyline.

SOUTH OF NEWPORT ROAD

11.17 Interposing development screens the Proposed Development in many positions to the south of Newport Road. Where seen, it is glimpsed through buildings or across low-rise rooflines closer to the Site. This means only the middle and top layers of the tall element are seen from these locations to the south. Where seen, the Proposed Development forms part of the established urban skyline. Its material palette and composition follow established geometric rules and are repeated across the facades.

There would be a generally neutral impact given the limited visual impact and addition to an established urban skyline.

SUMMARY

11.18 Visually, residents of Tredegarville would be most likely to notice the Proposed Development. From varying positions, they would witness the Proposed Development in its entirety. They would benefit from the increase of activity at ground levels, and would appreciate the proportions found in the division of the overall composition of the building. Locally, the effects would be greater compared to the longer distance views along Newport Road. There is a greater density of population in Tredegarville when compared to the uses along Newport Road. The visual impact to the south is very limited.

11.19 On balance, the magnitude of impact would be **low** given the limited duration of the main effect along East Grove and the junction with the Parade. This gives rise to a **minor** likely effect overall which is **beneficial** in nature.



Figure 11.2 View 1 The Parade (Proposed)



Figure 11.3 View 1a The Parade at East Grove (Proposed)



Figure 11.5 View 3 City Road at the Parade (Proposed)



Figure 11.7 View 5 Newport Road at Fitzalan Place (Proposed)



Figure 11.4 View 2 The Parade at West Grove (Proposed)



Figure 11.6 View 4 East Grove at the Walk (Proposed)



Figure 11.8 View 6 Newport Road opposite the Site (Proposed)



Figure 11.9 View 7 Newport Road at Glossop Road (Proposed)



Figure 11.11 View 10 Wordsworth Avenue (Proposed)



Figure 11.10 View 8 Newport Road at the Infirmary (Proposed)



Figure 11.12 View 12 Howard Place (Proposed)

WORKERS AND COMMUTERS

- 11.20 Workers and commuters would experience the Proposed Development primarily along Newport Road, a route into and out of the city centre. The susceptibility to change would be lower than residents and is considered to be low, because the receptors are focused on their activity or movement. The sensitivity is therefore low.
- 11.21 The change would be seen in east-west views along Newport Road. For workers and commuters, the Proposed Development would add a new layer of height within an existing urban scene of tall buildings along with older structures such as the Church of St James the Great (Grade II) and the Infirmary (Grade II).
- 11.22 Given the activities of workers and commuters the Proposed Development would be noticeable but would not be the focus of the urban scene when moving along Newport Road. It would serve to improve the scene, through its considered architectural forms and improved street scene when understood locally. This is achieved through the active frontages, sculpted form of the wider building, and the proportions created through the defined base, middle, top along with the division of the massing.
- 11.23 The magnitude of impact would be **low**, which combined with its sensitivity creates a **minor** likely effect. This effect would be beneficial in **nature**.



Figure 11.13 View 11 St Andrew's Crescent

OPEN SPACE (LEISURE)

- 11.24 Receptors using open space would have limited experience of the Proposed Development due to the built up nature of the wider area. Cemetery Park to the south is an enclosed urban park, and Cardiff Castle is enclosed by its large scale walls. Both areas have experiences of taller buildings in the wider area and on the skyline of Cardiff. The susceptibility to the type of change proposed, given the separating distances from the Site for both spaces combined with the established urban settings, is **low**. The sensitivity is low/medium. Using professional judgement this is **medium** due to the openness of the spaces and the highly recognisable surroundings of the castle.

- 11.25 From Cemetery Park, the Proposed Development is glimpsed through buildings and forms part of the wider skyline. The middle to upper storeys are seen from this location. It forms a consistent part of the established urban surroundings. Its high quality design, as seen through its chamfered corner to soften the overall massing, the division of the facades into vertically emphasised bays, and a defined base, middle and top mean it is visually a positive addition on the skyline. It is also representative of its location along a busy thoroughfare on routes into Cardiff city centre.
- 11.26 From Cardiff Castle Keep, the Proposed Development is over 1km from the viewpoint which is elevated above the sunken castle grounds. The level of visual amenity from this position is high and people visit the keep for the panoramic view of Cardiff which includes iconic Welsh landmarks such as Castle Coch to the north, the Millennium Stadium to the south, and the established skyline around the city. The Proposed Development would be seen on the distant skyline as an additional layer beyond Capital Tower which is located to the immediate east of the castle and is 80m in height.
- 11.27 In both views, considered to be used by those at leisure, the Proposed Development forms part of the wider skyline. Where its design is focused on the division of a primary mass, into secondary details such as the vertically emphasised bay system, the Proposed Development will make a positive contribution to the wider skyline of Cardiff as seen from areas that command wider reaching views of the city.
- 11.28 The magnitude of impact would be **very low**. Which combined with the sensitivity would give rise to a **negligible** likely effect. Where seen, the Proposed Development makes a positive contribution to the skyline and therefore forms a **beneficial** nature of effect.



Figure 11.14 View 9 Cemetery Park (Proposed)



Figure 11.15 View 13 Cardiff Castle Keep (Proposed)

CUMULATIVE

- 11.29 Residents would be aware of Hallinans House and Longcross Court when moving around the wider area. These developments, along with the Proposed Development, are typical of the emerging character which is also consistent with the established visual amenity of the city centre location. For workers and commuters, there would be an added visual intensity of tall buildings when using Newport Road but this is close and on a main route to the city centre. The presence of consented schemes do not alter the findings in the proposed scenarios above.
- 11.30 Cumulatively, there would be an intensity of development seen from the south with Hallinans House to the west, Longcross Court to the east and the redevelopment of Ty Cambria – this will be experienced from Cemetery Park. Given the existence of tall buildings within a distinctly urban surroundings, this will be consistent with the established visual amenity of the area. The addition of cumulative schemes as seen from the south would not intensify any impacts to the receptor groups as identified.
- 11.31 From Cardiff Castle Keep, Friary House (23/01174/FUL) would appear in views towards the Proposed Development. Friary House is situated beyond Capital House and together with the Proposed Development form an additional layer of urban development on the skyline of Cardiff. It is accepted that the castle is in an urban location, and that seeing the city from within its walls is appropriate. Given the distance from the keep, there would be no change to the impact as found in the proposed scenario.

12.0 CONCLUSION

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

CONCLUSION

- 0.1 This report has provided an assessment of the Proposed Development against (built) heritage assets, townscape character, and visual receptors. A summary of the proposals is included in the executive summary of the report.
- 0.2 For a full summary of how the Proposed Development is policy compliant please see the Planning Statement prepared by Pearce Planning that forms part of this submission. The Proposed Development has benefitted from scrutiny from planning officers at Cardiff City Council.
- 0.3 The Proposed Development adheres to the tests required by the local plan and national planning policy. The Site is being optimised through a design-led approach that leads to benefits to townscape character and visual amenity.

APPENDIX 1: VERIFIED VIEWS

TY CAMBRIA, 29 NEWPORT ROAD, CARDIFF, CF24 0TP

VIEW 1 - THE PARADE - EXISTING



VIEW 1 - THE PARADE - PROPOSED



VIEW 1 - THE PARADE - CUMULATIVE



VIEW 1A - THE PARADE AT EAST GROVE - EXISTING



VIEW 1A - THE PARADE AT EAST GROVE - PROPOSED



VIEW 1A - THE PARADE AT EAST GROVE - CUMULATIVE



VIEW 2 - THE PARADE AT WEST GROVE - EXISTING



VIEW 2 - THE PARADE AT WEST GROVE - PROPOSED



VIEW 2 – THE PARADE AT WEST GROVE – CUMULATIVE



VIEW 3 - CITY ROAD AT THE PARADE - EXISTING



VIEW 3 - CITY ROAD AT THE PARADE - PROPOSED



VIEW 3 – CITY ROAD AT THE PARADE – CUMULATIVE



VIEW 4 - EAST GROVE AT THE WALK - EXISTING



VIEW 4 - EAST GROVE AT THE WALK - PROPOSED



VIEW 4 - EAST GROVE AT THE WALK - CUMULATIVE



VIEW 5 - NEWPORT ROAD AT FITZALAN PLACE - EXISTING



VIEW 5 - NEWPORT ROAD AT FITZALAN PLACE - PROPOSED



VIEW 5 - NEWPORT ROAD AT FITZALAN PLACE - CUMULATIVE



VIEW 6 - NEWPORT ROAD OPPOSITE THE SITE - EXISTING



VIEW 6 - NEWPORT ROAD OPPOSITE THE SITE - PROPOSED



VIEW 6 - NEWPORT ROAD OPPOSITE THE SITE - CUMULATIVE



VIEW 7 - NEWPORT ROAD AT GLOSSOP ROAD - EXISTING



VIEW 7 - NEWPORT ROAD AT GLOSSOP ROAD - PROPOSED



VIEW 7 - NEWPORT ROAD AT GLOSSOP ROAD - CUMULATIVE



VIEW 8 - NEWPORT ROAD AT THE INFIRMARY - EXISTING



VIEW 8 - NEWPORT ROAD AT THE INFIRMARY - PROPOSED



VIEW 8 - NEWPORT ROAD AT THE INFIRMARY - CUMULATIVE



VIEW 9 - CEMETERY PARK - EXISTING



VIEW 9 - CEMETERY PARK - PROPOSED



VIEW 9 - CEMETERY PARK - CUMULATIVE



VIEW 10 - WORDSWORTH AVENUE - EXISTING



VIEW 10 - WORDSWORTH AVENUE - PROPOSED



VIEW 10 - WORDSWORTH AVENUE - CUMULATIVE



VIEW 11 - ST ANDREW'S CRESCENT AT DUMFRIES PLACE - EXISTING



VIEW 11 - ST ANDREW'S CRESCENT AT DUMFRIES PLACE - PROPOSED



VIEW 11 – ST ANDREW'S CRESCENT AT DUMFRIES PLACE – CUMULATIVE



VIEW 12 - HOWARD PLACE - EXISTING



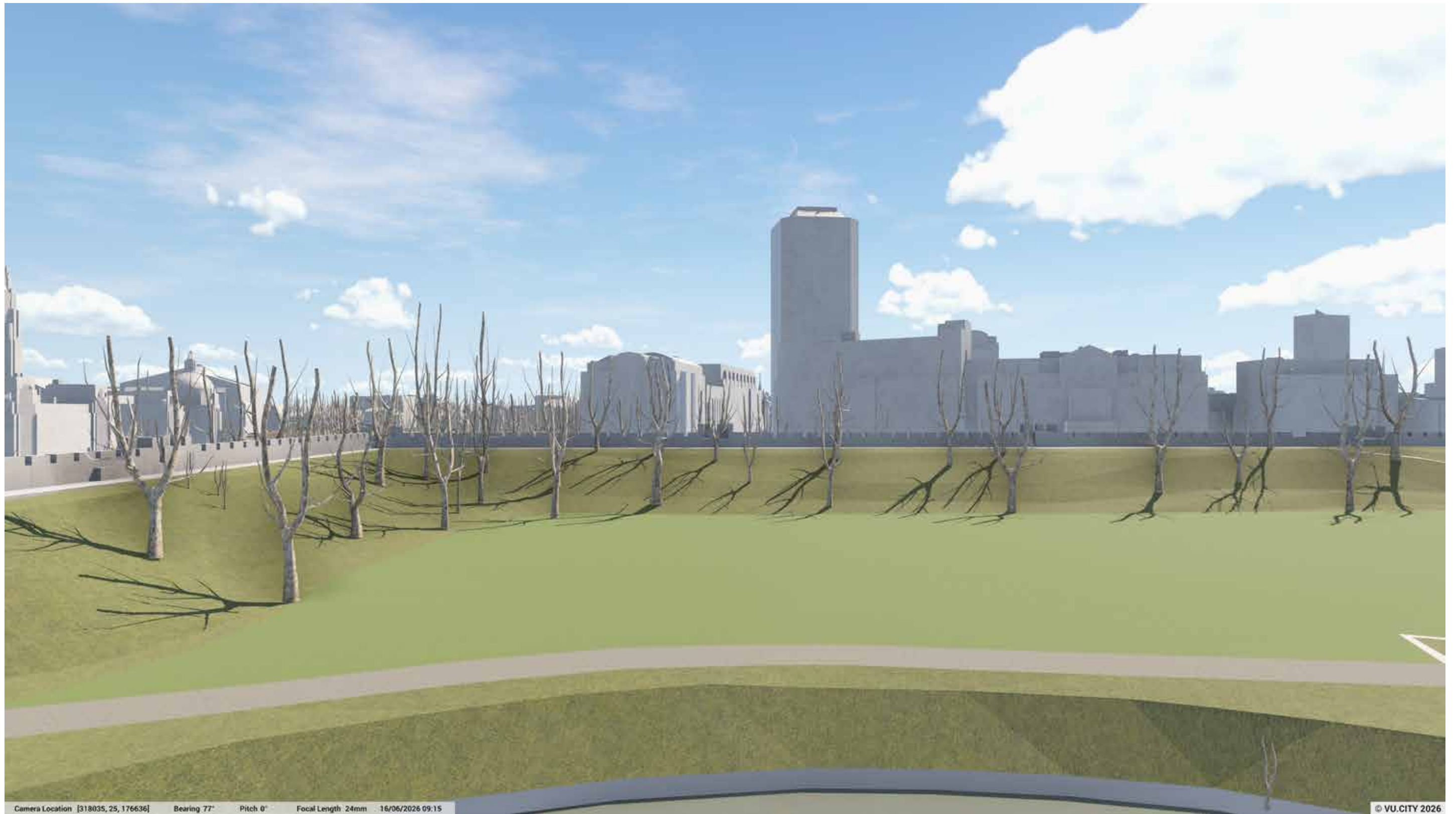
VIEW 12 - HOWARD PLACE - PROPOSED



VIEW 12 - HOWARD PLACE - CUMULATIVE



VIEW 13 - CARDIFF CASTLE KEEP - EXISTING



VIEW 13 - CARDIFF CASTLE KEEP - PROPOSED



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VIEW 13 - CARDIFF CASTLE KEEP - CUMULATIVE



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