
Design and Access Statement

Penrhos Farm
Penrhos
Llanymynech
SY22 6QH

Prepared for:

Mr James Owen



land & property
professionals

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1.0 INTRODUCTION

This supporting statement considers the planning issues relating to the application proposal for the erection of a steel portal frame building and all associated works in replacement of two smaller agricultural use buildings (retrospective). The information included within this statement is intended to assist the Planning Officer in making their decision.

The Statement assesses the site and its context by considering the physical, social, economic and planning situation.

2.0 PROPOSAL

Mr Owen proposes to apply for retrospective planning permission for the building of a steel portal frame building at Penrhos Farm. The building of an additional storage will create 10 additional jobs on site at Penrhos Farm.

3.0 BACKGROUND INFORMATION

Mr Owen is the Founder and Managing Director of arguably the largest independently owned online retailer in the county, now employing some 14 members in the local community with a further 4 vacancies advertised.

In a recent acquisition Mr Owen purchased an agricultural property in Penrhos with a large footprint of redundant buildings, having extensively renovated and replaced these to make them suitable for the business requirements. Mr Owen now in the process of seeking retrospective planning permission and hopeful the locals and council will recognise the potential and benefits they can offer to the local community.

Mr Owen previously operated from 5 sites across the county it was becoming an impossible task to manage. The impact off this would have ultimately lead to failure and the redundancies.

Mr Owen says “I owe everything to the people who work within my business, the team we have built is our most highly valued asset. It is my responsibility to maintain stability and provide a platform for growth & security”

Faced with an impossible situation this was the only viable option. Having exhausted every avenue in the search for suitable buildings or development land. Which has been echoed by Russel George and the Mid Wales Manufacturing Group, and resulted in a visit to the area by the Welsh Government’s Cabinet Secretary for the Economy and Transport, Ken Skates, AM to discuss commercial property needs in the Severn Valley.

4.0 Planning History

Mr Owen currently has planning application P/2018/0721 in for change of use from an agricultural building to B1/B8 use, erection of gates and all associated works.

5.0 ASSESSMENT OF THE SITE AND ITS CONTEXT

5.1 *Physical Situation – The Context*

The area is predominantly rural with agriculture being the primary industry. The site for the storage building is at Penrhos Farm. The building is located to the West of a current standing building, there will be no need for a separate access track to the building.

Please see below a photograph of the site



5.2 *Physical Situation – The Site*

The building subject to retrospective application is sited within an agricultural field and has replaced two smaller existing agricultural buildings. The area is predominantly of agricultural use, the proposed building is of a traditional agricultural design and scale to fit well within the area. The building will be accessed through an existing access within the ownership of Mr Owen.

6.0 POLICY CONTEXT

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that “where, in making any determination under planning Acts, regard is to be had to the development plan, the determination shall be determined in accordance with the plan, unless material considerations indicate otherwise.”

Powys Local Development Plan 2011-2026 states:

Policy E2 - Employment Proposals on Non-Allocated Employment Sites

Proposals for employment development on non-allocated sites will be permitted where it is demonstrated that no other suitable existing or allocated employment sites or previously developed land can reasonably accommodate the proposal, and where at least one of the following criteria is met:

- 1. The proposal is up to 0.5ha. and is located within or adjoining a settlement with a development boundary.**
- 2. The proposal is for the limited expansion, extension or environmental improvement of existing employment sites and buildings.**
- 3. The proposal is appropriate in scale and nature to its location and is supported by a business case which demonstrates that its location is justified.**

4.4.5 Given the dominance in the Plan area of micro and small businesses dispersed over a large geographic area it is evident that not all employment proposals will be appropriately accommodated on allocated employment sites. Policy E2 therefore supports the economy by enabling, in both urban and rural areas, the provision of economic opportunities on non-allocated sites, including the development of new small businesses and in so doing it will address any local need for neighbourhood employment accommodation.

4.4.6 In addition, the appropriate expansion or modernisation of existing businesses insitu is supported to reduce the inconvenience and disruption of moving, whilst retaining the source of employment within the local community. The provision of new employment proposals within the open countryside is also supported where it can be demonstrated that such a location is justified by the nature of the proposal. Such employment proposals may include the reuse of existing buildings and farm diversification, or homeworking in accordance with policies E6 or E7.

7.0 DEVELOPMENT & DESIGN

The proposal is for a development that will provide a steel portal frame building for storage along with all associated works at Penrhos Farm.

The building will have box profile sheets to eaves at 3.00m as shown on elevation A, B, C and D drawing number RJC-MZ243-03. The roof will consist of box profile sheeting. The building will be in keeping with the colour of the existing farm buildings. The building design aims to keep a balance between the two aims of the planning system- efficient economic development and protection of the landscape.

8.0 COMMUNITY SAFETY

Site security is critical throughout day and night to prevent the theft of equipment's. This is critical in this case given the secluded location and its proximity to the public highway. The site and warehouse manager lives on site at Penrhos Farm.

9.0 ENVIRONMENTAL DESIGN STATEMENT

A design statement shall accompany all detailed applications and will describe the actions taken to design and adapt the development to fit its location. Wherever practicable, developments shall be designed to reduce energy consumption and maximise energy conservation and maximise energy conservation through use of appropriate materials, design, layout and orientation.

This planning application has taken into consideration the following energy efficiency measures and technologies that can be incorporated alongside wider energy efficient design principles to ensure high energy performance.

The proposed buildings have been positioned and orientated (as far as possible) to maximise the use of natural daylight.


Wherever possible materials will be sourced and produced locally and will come from a source that can be renewed without harm to the environment. High quality reclaimed materials can save resources and may also provide a better match with the surrounding development.


The above points will ensure that the buildings are 'sustainable' in terms of the buildings design and the supply and use of energy in accordance with the Council's recommendations.

Other complimentary measures: -

We have considered that energy efficient design principles are also key to the success of schemes including if electricity is required to be supplied to the building that energy efficient light bulbs are used.

We also aim to:-

 Design out waste from the outset;

 Use reusable and recycled materials.

10.0 LANDSCAPE

A landscape and Visual Impact Assessment was completed by Viento Environmental LTD. Viento have over 15 years experience in the planning sector, they have a detailed understanding of environmental impact assessment and the necessary requirements of planning applications at both EIA and sub EIA level.

In terms of landscape character, large agricultural buildings are not uncharacteristic within the local landscape, with similar buildings dotted throughout the area, although few are noticeably recurrently visible from the surrounding area, except for the elevated barn near Ty Top which is a regular element. Whilst the introduction of the built development may be a discernible addition within the landscape immediately surrounding the site, the amalgamation of adjacent buildings and the good levels of mature existing localised vegetation on the valley sides and within the valley floor assist in integrating the building into the local landscape. This will be further strengthened by the proposed woodland planting which would enhance the landscape fabric and landscape character in line with the management recommendations of the Guilsfield Rolling Farmlands aspect area as well as assisting with this integration of the building within the landscape. Overall it is considered that the built development can be accommodated within the local landscape context.

In landscape character and visual amenity terms, the proposed built development would be a suitable fit within the context of its immediate surroundings in combination with the woodland planting proposals, and would result in limited changes to views and landscape character within the local area as illustrated by the viewpoints associated with this study.

Please see Appendix 1 & 1.1 – Landscape and Visual Impact Assessment completed by Viento Environmental Ltd

11.0 HERITAGE IMPACT

A historic environment assessment was undertaken by Trysor to examine the impacts on the historic environment at Penrhos Farm. Trysor is a registered organization with the Chartered Institute for Archaeologists.

A site visit was undertaken by Trysor to examine the location of the development.

Information was also gathered on the indirect, visual impacts on historical assets within the wider landscape and their setting.

The assessment confirms the erection of a new storage building at Penrhos Farm will have no impact on the historic environment.

Please see appendix 2 – Heritage Impact Assessment completed by Trysor.

12.0 NOISE IMPACT

A noise impact assessment was completed by Matrix Acoustic Design Consultants.

Matrix Acoustic Design Consultants specialise in building and environmental acoustics and noise control.

The assessment was able to confirm that noise emissions of the proposed storage building and other B1/B8 users will be acceptable, with no mitigation measures required.

Please see appendix 3 – Noise Impact Survey completed by Matrix Acoustic Design Consultants.

13.0 BUSINESS CASE

Reference Powys LDP, Policy E2 point 3 states: The proposal is appropriate in scale and nature to its location and is supported by a business case which demonstrates that its location is justified.

Mr James Harrison, Head of Asset Management Services for Towler Shaw Roberts concludes given the lack of available suitable buildings over the past few years and the lack of industrial/employment land for the development in the area, the only option it appears available to Rebo UK LTD if it is to continue to expand its business in the Mid Wales is the construction of a suitable facility on the land owned by Mr Owen at Penrhos Farm.

Please see Appendix 4 – TSR Supporting Letter

14.0 HIGHWAYS REPORT

We are proposing substantial highways improvement as recommended in the detailed highways report.

Please see Appendix 6 & 6.1 – Highways Report

15.0 PHYSICAL CONTEXT OF THE DEVELOPMENT

The proposed site for the farm building is adjacent to the existing farm buildings as far as is possible giving the land the applicant owns, as per Powys County Council planning policy. The development site is surrounded at all points of the compass by mature boundary hedgerows and tree plantations forming a natural screen, together with the screening provided by the existing buildings.

The proposed site is surrounded by agricultural land within the control of applicant.

16.0 SOCIAL CONTEXT OF THE DEVELOPMENT

The scale and type of the proposed building will be in keeping with the surrounding range of farm buildings within Powys County Council as can be seen by the plans submitted.

The building has been designed to be as near as possible to existing buildings meaning it will integrate well with the surrounding area. A portal frame is commonly used on buildings of this nature because it allows flexibility internally within buildings.

17.0 ECONOMIC CONTEXT OF THE DEVELOPMENT

This building design has been researched by Mr Owen and he is confident that the building will provide the necessary storage to coincide with the existing business. Local materials will be sourced, and local business used for the construction of the building.

17.0 CONCLUSION

In accordance with the Powys Development Plan Policy E2 – Employment proposals on non-allocated employment sites. Applications should be supported where the proposal is appropriate in scale and nature to its location and is supported by a business case which demonstrates that its location is justified.

In landscape character and visual amenity terms, the proposed built development would be a suitable fit within the context of its immediate surroundings in combination with the woodland planting proposals, and would result in limited changes to views and landscape character within the local area

The design, layout, scale and materials and colour of the new building harmonises with the locality and wherever possible maximises energy efficiency. The existing natural landscaping effectively screens and reduces the visual impact of the proposed buildings.

The building is intelligently and sympathetically designed and strikes a balance between practical and economic efficiency and minimal landscape impact. The proposal is of an appropriate location, scale and type so as not to be detrimental to the amenities of any nearby existing residential properties.

Given the lack of available suitable buildings over the past few years and the lack of industrial/employment land for the development in the area, the only option it appears available to Rebo UK LTD if it is to continue to expand its business in the Mid Wales is the construction of a suitable facility on the land owned by Mr Owen at Penrhos Farm.

Under Planning Policy Wales 'Local planning authorities are required to ensure that the economic benefits associated with a proposed development are understood and that these are given equal consideration with social and environmental issues on the decision-making process and should recognise that there will be occasions when the economic benefits will outweigh social and environmental considerations.'

This proposal has significant merit, fits within the policies of the development plan and national planning guidance, and it is respectfully requested that the submitted planning application be approved.

Appendix 1, 1.1 & 1.2

Landscape and Visual Impact Assessment

Appendix 2
Heritage Impact Assessment

Appendix 3
Noise Impact Survey

Appendix 4
TSR Supporting Letter

Appendix 5
Highways Report