

# DESIGN & ACCESS STATEMENT

PINK STORAGE, NORWICH ROAD  
CARDIFF

FEBRUARY 2025

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planning consultants



# PROPOSAL

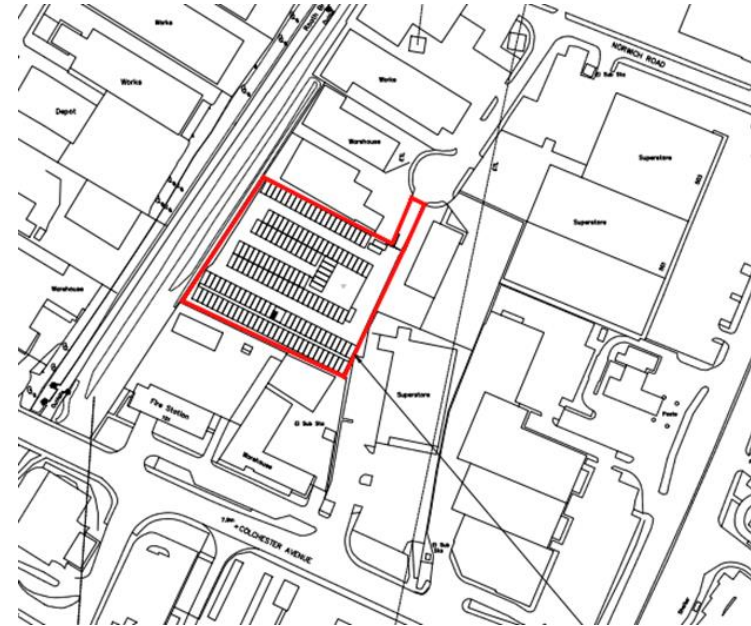
## SUMMARY OF THE PROPOSAL

This document has been prepared by Amity Planning Ltd on behalf of Pink Storage. This statement supports the submission of for a retrospective Planning Statement for the use of land off of Norwich Road, Cardiff, as a self-storage facility along with associated infrastructure to support operational development.

The objective of this Design and Access Statement (DAS) is to demonstrate how the principles of good design and placemaking have been applied, and how the proposed planning submission has been developed in a thoughtful, logical, and wide innovative manner, that considers the site, its context and the character of the wider area.

The statement identifies how the scheme responds to the relevant policies and guidance on design and placemaking. The statement also explains how the design evolution has responded positively to the comments and input from a wider range of local authority departments and demonstrates how we have collaborated with the local authority to produce this scheme.

FIGURE 1



### 1.0 SITE LOCATION PLAN

## SITE CONTEXT

The Pink Storage facility is located in a predominately industrialised area of Roath, situated within Cardiff's settlement boundary. Prior to its use by Pink Storage the site had remained undeveloped for in excess of 20 years and only used during this period for car parking. The site is of a broadly square form, accessed via a combined pedestrian and vehicular access from Norwich Road to the north. The current use of the site as a self-storage facility by Pink Storage began in 2023. The site now houses in excess of 250 individual shipping containers that serve as self-storage units. Many of these are free-standing, however at the southern end of the site are a run of stacked containers (two containers tall), and associated gangways. The site is enclosed by palisade fencing on each boundary, with a secured coded mesh gate that acts as an entrance to the site.

**PINK STORAGE**

# VISION STATEMENT

## DEVELOPMENT BRIEF

The scheme corresponds to responding to evidenced economic needs by utilising an undeveloped site for employment use within the settlement boundary of Cardiff.

Sandwiched between commercial and industrial units, proposed use of the site for storage and distribution is appropriate. The development off Norwich Road increases economic benefits to the surrounding neighbourhood, whilst delivering a modern and uniform design to create visual betterment to the site. The containers, all identical in size, shape and colour, blend in with the existing commercial sites surrounding the development.

Norwich Road, which serves the site, accesses directly onto a Strategic Bus and Transport Route, offering sustainable modes of transport in and around Cardiff. With the development offering bicycle stands and Norwich Road offering pedestrian links to the site, it encourages the use of active travel. Direct access is provided to the city centre and surrounding areas via the Central Bus Link that is located a 12-minute walk from the site.

Within the immediate vicinity, the area is characterised by existing employment uses including a several auto shops, Lidl and Roath Fire Station. No residential properties lie within the near area, therefore no risk of nuisance to residences. Whilst the site will be accessible 24 hours a day, the nature of its use will not have an adverse impact on noise or pollution compared to its former use as a car park. With the site now limited to loading and unloading at sparse times, the site will ease in movement to and from the site.

## OBJECTIVES



### EVIDENCED ECONOMIC NEEDS

The development seeks to encourage economic growth by utilising vacant land that would be unlikely to accommodate any other existing use. Despite on undesignated employment land, the site is situated in the immediate vicinity of industrial and commercial site, thus highlighting its positive position.



### SUSTAINABLY LOCATED

Within a direct access route to Cardiff City Centre via the Strategic Rapid Bus and Transport route, Newport Road, the storage site holds itself within a prime location for active travel opportunities. The highway network also provides easy access for larger vehicles entering the site.



### ALIGNING WITH THE CHARACTER OF THE LOCAL AREA

The industrial appearance of the shipping units does not widely differ from the character and design of the surrounding industrial/ commercial sites and therefore aligns with Policy KP5 by keeping in touch with the character and design of the local area.

# PLANNING POLICY

## LOCAL DEVELOPMENT PLAN

The planning policies and guidance which are relevant and influential to the design of the proposed development have been identified as follows.

### CARDIFF LOCAL DEVELOPMENT PLAN 2006-2016

The site lies falls within the administrative boundaries of Cardiff County Council. It is an undesignated site within the settlement boundary of Cardiff (EC7).

The Cardiff Local Development Plan (LDP) was adopted in January 2016. It sets out the spatial vision for the future development of Cardiff. The LDP is utilised by the Council to guide and manage development, providing a basis by which planning applications will be determined and will supersede the existing adopted development plan framework for Cardiff. As highlighted within Section 38 of the Planning & Compulsory Purchase Act 2004, development must be carried out in accordance with the Local Development Plan unless mitigating circumstances warrant consideration.

### MOST RELEVANT LDP POLICIES

EC1 – EXISTING EMPLOYMENT LAND  
EN5 – DESIGNATED SITES  
EN14 – FLOOD RISK  
C3 – COMMUNITY SAFETY  
C4 – PROTECTION OF OPEN SPACES  
KP8 – SUSTAINABLE TRANSPORT



## SUPPLEMENTARY PLANNING GUIDANCE

Supplementary Planning Guidance (SPG) exists to provide further detail on policies and proposals contained within Cardiff's Development Plan. They help ensure policies and proposals are better understood and applied effectively. Supplementary Planning Guidance does not hold the same weight as the adopted Development Plan policies. However, they need to be considered when making material consideration to determine planning applications.

### MOST RELEVANT SPG DOCUMENTS

MANAGING TRANSPORTATION IMPACTS

SAFEGUARDING BUSINESSES AND INDUSTRIAL LAND AND PREMISES

# POLICY

## PLANNING POLICY WALES

Planning Policy Wales (PPW) forms the overarching national planning policy document within Wales, providing guidance to Local Planning Authorities (LPAs) for the preparation of development plans and the determination of planning applications through their development management functions.

Paragraph 2.8 acknowledges that “planning policies, proposals and decisions must seek to promote sustainable development and support the well-being of people and communities across Wales”.

### 2.0 NATIONAL PLACEMAKING OUTCOMES



## FUTURE WALES NATIONAL PLAN 2040

Future Wales is the national development framework and sets out the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system. Urban growth and regeneration should be based on the following strategic placemaking principles:

1. Creating a rich mix of uses.
2. Providing a variety of housing types and tenures.
3. Building places at a walkable scale, with homes, local facilities, and public transport within walking distance of each other.
4. Increasing population density, with development built at urban densities that can support public transport and local facilities.
5. Establishing a permeable network of streets, with a hierarchy that informs the nature of development.
6. Promoting a plot-based approach to development, which provides opportunities for the development of small plots, including for custom and self-builders; and
7. Integrating green infrastructure, informed by the planning authority's Green Infrastructure Assessment.

## TECHNICAL ADVICE NOTES

Planning Policy Wales is supplemented by a series of Technical Advice Notes (TANs) which provide further national advice and guidance on specific areas of the planning system. The following TANs are relevant to this scheme:

- TAN 11: NOISE
- TAN 12: DESIGN
- TAN 15: DEVELOPMENT AND FLOOD RISK
- TAN18: TRANSPORT
- TAN23: ECONOMIC DEVELOPMENT

# DESIGN DEVELOPMENT

## DESIGN

As identified previously, the site is located within an established commercial and industrial area of Roath, just outside of Cardiff City Centre, within close proximity to local facilities and services along Newport Road.

As illustrated on the accompanying site plan, the development comprises the placement of 227no. shipping containers, with two rows maintaining a permanent fixture at a double stacked height. Containers stacked two-storey high are served by a gang way and stairs that serve the second floor. Each unit maintains uniformity in design, colour, size and layout with dimensions scaling at 6058 x 2438 of corrugated steel in colour green with a 32.6m<sup>3</sup> capacity. The majority of units arranged in rows to allow for easy access and movement around the site. Access is maintained via the entrance off Norwich Road on the sites Northern boundary.

The multi-level structure is supported by a twist lock stacking pin, used as reinforcement to add extra stability and structure to the containers.

The exterior design of the containers provide an industrial look with a corrugated metal cladding giving the structure a more polished appearance. This industrial look not only matches the aesthetic and design of the local area but also allows for a modern and minimalistic look to what once was an unused piece of land.

5.3 PROFILE VIEW OF A CONTAINER ROW



5.0 GROUND FLOOR LEVEL SITE LAYOUT



5.1 FIRST FLOOR LEVEL SITE LAYOUT



FIGURE 5



# THE PROPOSAL

## CHARACTER

The scheme was designed to provide a series of shipping containers sited across the site to be used as self-storage units and the ability to be rented on an individual basis. The number and layout of the units allows for high quality design standards without comprising the character of the surrounding area.

The storage units, due to their industrial appearance do not differ greatly in architectural appearance from the adjacent industrial units and with the high fencing and green colour units, the external street scene is in-keeping with the local area. The uniformity, including colour, size and height, of the containers result in a visual betterment to the area, compared to the sites derelict state before the containers were installed.

As mentioned above, the conversion of the site from a car parking area to a storage facility would not have an adverse impact upon noise or air quality. The storage facility activity will be largely limited to loading and unloading, which can be more easily managed to minimise disruption. Additionally, the decrease in traffic will alleviate congestion, improve air quality, and create a safer and quieter environment for residents.

In view of this, this development has adhered to the good design principles and effective placemaking strategies.

FIGURE 6



6.0 24-HOUR SECURITY CODED FRONT GATE



## COMMUNITY SAFETY

As a self-storage facility, the premises have been designed with safety and security to ensure a safe environment for valuable items, affording peace of mind to customers. Equipped with 24 hour a day, video surveillance and lighting, it helps minimise the opportunity for crime and therefore mitigates the offset it may bring to the surrounding community.

The site is accessible by a key code provided to customers. The site entrance is monitored by video. The containers are designed to be secure. The thick steel walls provide resistance to theft and vandalism, further supported by the high levels of security at the entrance.

# THE PROPOSAL

## ACCESS & MOVEMENT

The storage facility is accessed by a combined pedestrian and vehicular access along Norwich Road, which serves the site. As previously identified the site is well positioned in relation to highway access, public transport, and major road networks, allowing for easy access to the storage facility. The conversion of the site from car parking to a storage unit, has not only created a deintensification in noise, but reduced the amount of vehicular movement to the site.

With the strategic rapid transit and bus corridor of Newport Road, direct access can be delivered to Cardiff Centre and the surrounding neighbourhoods. This allows the site to be fully accommodated with active travel routes, with the Cardiff City Link bus stop residing at a walking distance of 12-minutes from the storage site. Walking and cycling is made adjacent to the site, with several links residing along Norwich and Newport Road. Further enhancements will be made on site such as two Sheffield bicycle hoops to encourage the use of sustainable travel links to the storage facility.

Regarding parking, the Council's adopted *SPG Managing Transportation Impacts (Incorporating Parking Standards)* identifies a maximum car parking provision of 1 car parking space per 1,000sp.m of floorspace. Due to the nature of the site being of Use Class B8 for Storage and Distribution, the development site does not currently provide any designated parking spaces and won't either. Given the site is not highly trafficked at one given time, the site can accommodate temporary parking spots for loading and unloading. Given the layout is broadly square in size, it gives an easy system for vehicles to circulate the site and park temporarily without potential obstruction.

Given the sites low traffic volume, the looped design ensures the efficient use of space while minimising any parking related issues.

### 7.0 PROXIMITY TO KEY SERVICES

Name of service or facility	Car Travel Time (minutes)
McDonalds	6
KFC	6
Lidl	9
The Avenue Retail Park	9
Cardiff City Link Bus Stop	12
Sainsburys	13
Wentloog Bus Stop	26
Castlefield Centre	30
Splott Bus Stop	33
Cardiff Central Train Station	59

FIGURE 7



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## ENVIRONMENTAL SUSTAINIBILITY

The site is entirely hard standing with little to no ecological value present on site

Additional mitigation enhancements are however proposed. A section of the site will be cleared, re-soiled and the replantation of wildflowers will occur in order to enhance green infrastructure on site thus encouraging biodiversity into highly urbanised areas.

Furthermore, Schwegler bird and bat boxes will be incorporated at the end of container runs to ensure the continuous of biodiversity corridors and encourage wildlife habitats to maintain in areas heavily encompassed by industrial and commercial units.

The eastern, western and southern boundaries are lined with hedgerows outside the development area and were retained during the installation of the shipping containers. Current operations on site adhere to all relevant environmental regulations including emissions management and waste reduction.

Given the nature of the site, requiring no on-site staff, it diminishes the need for any extensive levels of green infrastructure targeted at creating outdoor amenity space for employees.

## FLOOD RISK AND DRAINAGE

The entire site is classified as a floodplain under Zone C1 on the Development Advice Map (DAM), but the area is served by significant infrastructure. The forthcoming Flood Map for Planning show that most of the site area as lying in a Flood Zone 3 (areas considered to have a 1% AEP risk of flooding from rivers or seas). The Flood Map for Planning also shows encroachment of a Flood Zone 2 and 3 (areas between a 0.1% to 1% change of flooding from surface water or watercourses). Surface water will be subject to a separate SAB application.

## SUMMARY

In summary the development has created a high-quality economic site in a highly sustainable location within Cardiff. This Design and Access Statement demonstrates that the objectives of good design and placemaking have been addressed from the beginning installation of the units through to their current on-going use.

In view of this, this development has adhered to the good design principles and effective placemaking strategies, aligning with the guidelines set out in Planning Policy Wales (PPW) and Policy KP5 of the Cardiff Local Development Plan.

