



Report of Master Planning Consultation.

Vale of Glamorgan Replacement Local
Development Plan.

2021 - 2036

KS3: Land at Readers Way, Rhoose.
Consultation on behalf of PMG Development

Philippa Cole, Planning Consultant

1.0 Introduction

1.1 On the 30th of September 2024 the RLDP Initial Consultation Report was considered and agreed at a meeting of Full Council of the Vale of Glamorgan.

1.2 In agreeing the Initial Consultation Report, Full Council endorsed the actions set out within the document and granted approval to use the Preferred Strategy as a basis for progression on to next stage of RLDP preparation, the Deposit Stage.

1.3 The Preferred Strategy includes Readers Way, Rhoose as one of the Key Sites (SP4 KS3) which will deliver homes (open market and affordable) and supporting development including retail, commercial, community and formal and informal open space provision.

1.4 The Initial Consultation Report includes a commitment to request that the site promoters undertake informal engagement on placemaking with local communities to inform the master planning of these sites.

1.5 This report sets out the consultation exercise undertaken by PMG Development Ltd along with the responses received by third parties along with the responses to these.

1.6 The report is set out as follows:

2.0 Consultation Undertaken

(a) Via Website

(b) In person

3.0 Outcome of Consultation

4.0 Conclusion.

Appendices

1. Website Consultation
2. Representations received via Website
3. Representations following Public Consultation

2.0 Consultation

2.1 Details of the consultation (along with those associated with other strategic sites), were published on the Vale of Glamorgan council website.

(a) Website consultation

2.2 Website consultation took place between 11th October 2024 and 8th November 2024.

2.3 The website clearly set out the purpose of the consultation and provided a series of documents for members of the public to consider at <https://pipcole.co.uk>. (Appendix 1).

2.4 The following documents were made available:

- Site Location Plan Ref 24053 (05) 100
- Proposed Masterplan Ref 2403 (05) 101
- Constraints and Opportunities Ref 2403 (05) 102
- Density Plan Ref 2403 (05) 103
- Scale and Massing Ref Plan 24053 (05) 104
- Street Hierarchy Plan Ref 24053 (05) 105
- Existing Green Infra Structure Ref 100
- Existing Green Infra Structure and Buffers Ref 101
- Proposed and Existing Footpath Routes Ref 102
- Proposed Public Open Space, Sports and Play Ref 103
- Green Infra Structure Strategy Ref 104
- Drainage Strategy

2.5 In addition public consultation boards were made available on the website after the public consultation event.

(b) In Person Public Consultation Event.

2.6 An in-person public consultation event took place at Celtic Way Community Centre, Rhoose on October 23rd, 2024, between 2.30pm and 7pm. As well as these details being published on the Vale of Glamorgan Council website, these were also published on the consultation website referred to above.

2.7 The event gave members of the public the opportunity to view the proposals, discuss with members of the site promoters team as well as planning officers from the Vale of Glamorgan Council Replacement Local Development Plan team.

2.8 As well as the developers, the following disciplines were represented from the site promoters' team:

- Transport and Highways
- Architecture and Master planning
- Ecology and Green Infrastructure
- Town Planning

2.9 Members of the public were able to question developers and their consultants about the proposals. Discussion was focussed around a series of consultation boards.

2.10 Members of the public were able to fill out a consultation form at the event or via the web site.

2.11 Ninety members of the public and four councillors attended the event.

3.0 Response to Master Planning Consultation

3.1 All written responses to the website consultation are contained at Appendix 4.

3.2 All responses to the in-person consultation are provided at Appendix 5.

3.3 The table below sets out a summary of the responses received. It should be noted that most of the responses received related to the principle of the proposed allocation and not to master planning principles as requested by the Vale of Glamorgan Council planning officers. Nevertheless, these have been responded to below.

Summary of Representation	Response
Suggested Uses	
Possible 3G pitch for AFC Rhoose	This can be considered as part of the planning application process.
More football pitches not required. Please consider cycle, run, skate, scooter all weather paths, bike pump track, climbing/bouldering areas.	The developer is happy to consider all leisure options including those listed
Dog free zones where biodiversity enhancements can take place	The promoters are committed to biodiversity enhancements throughout the site.
There are no public green spaces. I would like to see green space where children could play rather than formal pitches.	The promoter is committed to a range of open spaces on the site.
I am a Volunteer leader with Scouting in the village, and we have no area where we can undertake outdoor activities with our Young People. I would suggest this could meet this need. We are constrained with numbers in our existing hall due to its size, and if a hall could be provided adjacent to the green space it would be an amazing resource for our village. Any wooded area could be used for hammocking and the green area could also possibly be used for tent pitching and short-term supervised camping. This would bring something positive out of the development at a much lower cost than may alternatives, with potential adoption by Scouting for ongoing costs.	The promoter is happy to consider a facility that could accommodate scout activities.
Comments on Layout and Content	
Shame there is no pedestrian link to Fonmon Park/Mathew Road	Any access would require land (and property) outside the promoter's control
Please provide secure bike storage	Secure bike storage will be provided in line with adopted standards and policy at the time of a planning submission
Confirmation sought for any proposals to the rear of 7 Fonmon Road	Land immediately to the rear of 7 Fonmon Road is not part of the application site.
The existing bridleway to Port Road is unusable. Will this be paved and maintained properly.	The bridleway is not part of the site in the control of the site promoters. The bridleway is

Suspicious that this is excluded from the development.	maintained by the VoGCBC. Any issues with regards to its condition should be raised with VoGCBC. The omission of the bridleway from the site should not be viewed suspiciously.
Concerns ref privacy as proposed development is higher than existing.	The proposed development will be required to meet prescribed privacy/separation distances.
Concern about 3 storey development	The three storey elements of the development are designed to front strategic locations within the site, meet the identified need for 1 and 2 bedroomed accommodations (and possible elderly persons accommodation). These elements have been located away from existing development.
Concerns that this 'high density' development is not in keeping with existing development.	The proposed masterplan shows different densities of development across the proposed development site to reflect the relationship with the surrounding development as well as the street hierarchy proposed on site.
Important to retain as many trees and hedgerows as possible. (See also responses to Ecology Green Infra structure below)	The starting principle of the development has been to retain as many trees and hedgerows as possible. Where this is not possible appropriate mitigation will be provided. The strengthening and enhancing of connectivity corridors will also be a core aim of the development
Impact on views of the Bristol Channel from the Bridalway and land in the vicinity of the Readers Pond.	Acknowledged that the view will change because of development.
Consideration to be given to the chapel and graveyard shown on 1885 OS map	The proposed development does not adversely impact on this feature. Glamorgan and Gwent Archaeological Trust have recommended that a Desk Based assessment and geophysical survey be undertaken prior to the determination of any application and that this work would inform any mitigation , which may include further pre-determination work. There is no objection from GGAT to the proposed allocation and the developers will undertake the work as part of an application submission
Lack of Facilities in Rhoose	
Lack of School Capacity/Need for a new school	Any planning consent would be subject to an agreed financial contribution towards education facilities based on pupil numbers that would be generated by the development. It would be for the council to determine how this money spent and any revisions to school catchments.
Catchment for Rhoose is Cowbridge. Children taken by Bus which is against green policy	It would be for the council to determine whether Cowbridge Comprehensive School continues to serve the Rhoose catchment or whether alternative provision is provided. This will in part be funded through a S106 financial

	contribution based on the number of pupils the site will generate.
Inadequate GP services. Drs surgery only open certain mornings and it is a struggle to get an appointment	Noted. Council officers are reviewing healthcare provision in consultation with the local health board as part of the RLDP process. There would be land available on site for healthcare facilities if required.
Promised shops, restaurants, play areas when Rhoose Point was built but this has not materialised	Land has been made available on site to serve the development. This could accommodate a range of uses including shops and restaurants. As Rhoose expands so will the viability of additional services.
No dentist places	Noted. Council officers are reviewing healthcare provision in consultation with the local Health Board as part of the RLDP process. There would be land available on site for healthcare facilities if required
No electricity infrastructure improvements	It will be necessary to provide electricity infrastructure to the site as part of the development. There is no objection from Western Power to the proposed allocation.
Transport and access	
More than one main road in and out of the development is needed.	Include another main route from the development is not possible due to landownership and other constraints. The TA includes a comprehensive assessment of local network conditions, with turning counts and queue data showing that the local network generally operates within capacity. Strategic junctions (e.g. Weycock Cross, Port Road) are being modelled to understand cumulative impacts, and the development will be phased to align with infrastructure capacity
Celtic Way is not a suitable access	Celtic Way is a residential road that will serve as one of two access points to the site, the other being Readers Way. Both access points are proposed as extensions of existing roads forming a natural continuation of the urban area. Traffic counts and speed data confirm modest existing usage, and the access design will comply with all relevant residential road standards to ensure safety and functionality
Travelling in and out of Rhoose is already a problem	The TA includes a comprehensive assessment of local network conditions, with turning counts and queue data showing that the local network generally operates within capacity. Strategic junctions (e.g. Weycock Cross, Port Road) are being modelled to understand cumulative impacts, and the development will be phased to align with infrastructure capacity

Bus access is inadequate. 1 bus per hour	The 304 and 905 bus services currently provide hourly service, and while limited, this is consistent with other settlements of similar size. The site is located within walking distance of these services, and there could be potential to enhance provision through planning obligations.
Readers Way especially with on street parking is an inadequate access for development of this scale	Traffic surveys show Readers Way currently carries fewer than 1,700 vehicles per day, well within its design capacity. The site design includes mitigation for traffic flow and safety, and access points will be subject to safety audits. Consideration has been given to on-street parking in detailed design stages
Transport infra structure cannot cope	The assessment shows that, with committed developments considered, the local highway network can accommodate the forecast increase in vehicle trips. Key junctions are being assessed using industry-standard modelling, and active travel improvements are planned to reduce car dependency.
If Model farm and the new college at the airport are built there will be further traffic/congestion issues	Tempro has been used to growth the traffic in the assessments, which included all allocations contained within the Local Plan. Model Farm currently has no planning status, and therefore there is no requirement to include this in the analysis at the present time. If this changes then the impacts would be considered in later versions of the TA.
The idea of people moving to public transport is great 'but in reality, it won't happen'	A Travel Plan will be implemented to promote sustainable travel, including active modes and incentives. While not all trips will shift, the Plan is supported by accessible local facilities, station proximity, and new foot/cycle connections to encourage behaviour change over time. It is clear policy that this shift should take place.
The road to Barry is the only route and regularly floods and has accidents	No clusters or patterns of highway safety concerns were identified in the PIC data
Improvements be made with access via Nurston	This has not been pursued due to land ownership and environmental constraints. Primary access from Celtic and Readers Way aligns with the existing urban layout and avoids creating unnecessary impact on rural lanes
Only one train service to per hour and this will not change	The Rhoose station does currently offer an hourly service, which is reflected in the TA. The South Wales Metro will offer more frequent services, including weekday and Sunday

	services on various lines, such as the Vale of Glamorgan Line.
Construction traffic over potentially 7 year development programme and parking by construction workers on Readers Way .	A Construction Traffic Management Plan (CTMP) will be prepared as part of the planning conditions to minimise disruption, including haul routes, hours of operation, and controls on noise and dust. On site parking for construction workers will be provided.
Local public transport provision has been over estimated when being taken into consideration for this allocation.	Service availability has been fact-checked using the latest timetables and validated with local data. Any changes since the submission will be captured in the final TA and can be addressed through updated assessments if necessary.
The plans show bus stops on Fonmon Road but there are no services	Bus stops with no active services will be removed from the plans within the final TA.
Inaccurate information about public transport services . Since the preferred Strategy major changes in public transport funding and service availability have occurred.	The Transport Assessment reflects the most up-to-date public transport information available at the time of preparation, including current timetables and operator data for bus and rail services. It is acknowledged that public transport services can be subject to change, and we are committed to updating the assessment as part of the planning process and the final TA submission.
A full public transport and active travel impact assessment should be provided and should include committed and pipeline development.	The submitted Transport Assessment includes an assessment of existing public transport accessibility, active travel infrastructure, and trip generation by sustainable modes. Committed development (TEMPRO) has been considered in the cumulative modelling scenarios. We welcome further discussion with the Council to identify any additional future developments to ensure a comprehensive cumulative impact review, and to refine the scope of active travel audits or mitigation proposals in line with Active Travel Wales Act guidance.
TfW have rejected the increase in numbers of trains to and from Rhoose	The increase in trains to Rhoose is the subject of ongoing review by TfW. The development does not rely on improved frequencies for justification but encourages modal choice by offering better pedestrian and cycle access to the existing station.
If Readers Way and Celtic Way are provided as access points it will become a rat run for those avoiding the main throughfare.	Traffic calming, layout, design, and permeability principles will discourage through-traffic not associated with the development. Modelling does not indicate a significant change in route preference among wider drivers.
Suggested that a bus route through the site could be available. With only one subsidised service - this is questioned.	Any route through the site would be subject to viability and discussions with the local bus operator. Design allows for a potential service

	loop, and a financial contribution toward service enhancement could be secured via planning obligations.
Transport issues with cars using Fonmon rather than Rhoose because of introduced calming measures.	Fonmon Road has not been promoted as a primary route and is not suited for high volumes. The TA accounts for distribution via the primary network, and mitigation at junctions such as Dragonfly Drive/Weycock Cross will reduce the likelihood of diversion through unsuitable rural lanes.
Bikes and electric bikes could form a credible alternative to the private car subject to adequate infrastructure being put in place. A dedicated cycle route from Rhoose to Penarth should be put in place.	Agreed. The site itself will provide appropriate infrastructure and storage for bikes. The development will appropriate deliver off site improvements to encourage the shift in modal choice away from the private car. The development itself cannot deliver a strategic cycle route but can contribute to this where possible. This will be a matter for the council to progress using existing highways and compulsory purchase powers where necessary.
Drainage	
Readers Way Flooding. No information as to how highway water would be stopped from flowing downhill.	A full surface water flooding strategy will be secured as part of the development.
Concerns that Flood ponds etc will not be maintained	Maintenance of the flood storage ponds will be secured through a S106 agreement.
Concerns about overtopping from flood ponds into existing properties	The extent of the surface water ponds and reens has been carefully considered and informed by permeability testing at the site. The maintenance of the ponds and reens will be secured through a S106 agreement.
The rear of properties in Llanmead Gdns there is a culvert which leads to an underground soakaway which deals with surface water from the development site. This regularly gets overwhelmed.	The culvert (where located within the control of the development) will be surveyed and maintained as part of the development proposals or alternative provision will be made. The wider drainage strategy will be implemented and will reduce adverse impact on this culvert.
Pumping station in Llanmead Gdns regularly fails as it cannot cope with existing situation	The development will have its own pumping station and will not adversely impact on that in Llanmead Gdns. DCWW should be contacted about existing issues with the pumping station.
Already an issue with flooding from these fields and this will make it worse	The proposed development will provide a comprehensive solution to flooding in consultation with DCWW, NRW and VoGCBC.
Flooding issues in Norseman Close	The proposed development will provide a comprehensive solution to flooding. flooding in consultation with DCWW, NRW and VoGCBC.

Flooding issues in Swallow Rise with flooding from airport field. This needs to be properly addressed as same thing could happen to these proposed houses.	The proposed development will provide a comprehensive solution to flooding. flooding in consultation with DCWW, NRW and VoGCBC.
The land holds a lot of water and despite this the surrounding area floods	The land has been the subject of permeability testing. The land has no permeability to water and rain flows over it as opposed to providing significant absorption. . The proposed development will provide a comprehensive solution to flooding.
Flood Consequences Assessment is required	A Flood Mitigation Strategy is incorporated into the scheme.
Agriculture	
Loss of quality agricultural land	An Agricultural Land Classification Report accompanied the Candidate Site Submission. The site is identified in the predictive land classification map version 2 2020 as subgrade Grade 3b agricultural Land and therefore not Best and Most Versatile Land.
The land is food producing. Need farmland for food.	This is acknowledged but there is also need for housing to meet the needs of the area. The land is not Best and Most Versatile agricultural land. It is grade 3b and as such in policy terms can be considered for other uses.
No detail on Agricultural Land Classification determined by soil samples	The site is identified in the Predictive Land Classification Map Version 2 2020 as subgrade 3b agricultural Land and therefore not Best and Most Versatile (BMV) Land. The Welsh Government Guidance Note v2.1 (May 2021) describes the purpose of the predictive map. This Note includes a Survey Decision Flowchart which shows that land is shown on predictive maps as grades 3b, 4 and 5 – which is the case here then survey is not required.
As land is crop producing it must be BMV land	The site is identified in the Predictive Land Classification Map Version 2 2020 as subgrade 3b agricultural Land and therefore not Best and Most Versatile Land. The Welsh Government Guidance Note v2.1 (May 2021) describes the purpose of the predictive map. This Note includes a Survey Decision Flowchart which shows that land is shown on predictive maps as grades 3b, 4 and 5 – which is the case here then survey is not required.
No information on impact on existing farmers who currently work this land	The site is being promoted through the RLDP with the full agreement of the owners.
Green Infra Structure/ Ecology	
Loss of trees and wildlife	The green Infra Structure Statement and plan identifies that the proposed development provides for significant investment and mitigation to address these concerns.

Readers Way pond has protected Great Crested Newts	Readers Pond is outside the proposed allocation. Surveys of the ponds were undertaken and no evidence of Great Crested Newts was found. Notwithstanding, the proposed development will allow for appropriate mitigation measures. The council ecologist (in response to the consultation of Candidate sites) concluded: 'Potential for adverse impact upon either a SINC or LNR but appropriate mitigation measure can be implemented to avoid significant damage. SINC 41 - Readers Way Pond is located to the south. It is designated for the protection of Great-crested Newts. Newts spend 60% of their time out of water in surrounding habitats including the area under question. The only way to progress this site would be to realign so that there is a significant buffer of green space adjacent to the pond. Newts can travel 250 metres from their home ponds and ecological searches tend to use a 2 km. buffer to any development site. Options would include integrating SUDS features nearer the Readers Way Pond and locating some of the informal green space immediately adjacent rather than low density housing as shown on the concept plans.'
More hedgerows and trees should be included	The current Green Infra Structure Proposals demonstrate that the loss of trees and hedgerows can be mitigated within the development site. The ability to provide more hedgerow and trees will be the subject of consultation with the council and within the restriction set by the airport zone.
Area is too large resulting in loss of valuable feeding grounds for birds	A significant area of land is retained as open space and will include areas for biodiversity enhancement.
Important to retain hedgerows and important trees	The starting principle of the development has been to retain as many trees and hedgerows as possible. Where this is not possible appropriate mitigation will be provided. The strengthening and enhancing of connectivity corridors will also be a core aim of the development.
Understand no ecology or tree surveys have been undertaken. Important to protect any habitats identified as part of those surveys	Preliminary Ecological Surveys have been undertaken. An Arboricultural Survey has been undertaken. These have been the starting point for the Green Infra structure Plan and Masterplan. In addition, further surveys to determine the presence of Great Crested Newts have been undertaken following a request by

	the council. These have informed the design and layout of the proposed development.
Shame that aviation restrictions limit the trees species that can be planted and the introduction of extensive areas of water.	The proposals will be the subject of consultation between the developers and Cardiff Airport .
Climate Change Emergency	
Compliance with the council's declared position.	Moving forward the RLDP will be subject to officer's consideration of the council's declared position on climate change.
Affordable Housing	
Will the 35% affordable housing be for immigrants?	The allocation of Affordable Housing will be dealt with by the Registered Social Landlord that is appointed for this site.
Amount of social housing is having a knock-on impact on schools and behavioural issues.	This is not in the control of the developer.
Will affordable housing be offered to local people?	The allocation of Affordable Housing will be dealt with by the Registered Social Landlord that is appointed for this site.
Increased social housing in Rhoose has impacted on crime.	This is not a matter that can be dealt with by the developer.
Impact on amenity of local residents	
Currently a tranquil peaceful place to live	The development site will meet amenity standards that enable continued appropriate living standards.
Privacy of existing residents as proposed development will be at a higher level than existing.	The proposed development will meet appropriate amenity standards. Such standards have regard to changes in levels etc.
Impact during construction	The proposed development will be subject to a Construction Environmental Management Plan which will seek to minimise adverse impact on local residents.
Viability	
Without available viability information there can be no certainty that what has been promised can be delivered. This has happened elsewhere when developers have pleaded poverty.	The developer has submitted a viability appraisal that is the subject of independent scrutiny by consultants appointed by the VoGCBC.
How will playing fields and allotments for example be run, financed? The cost is likely to be borne by the developer or passed to homeowners which could lead to viability issues.	The final model for the management of these facilities will be determined through the application process. The facilities would be provided by the developer and then either adopted by the VoGCBC with an upfront commuted sum or managed through a management company funded by an annual management fee paid by residents. Some uses – yet to be determined may be funded by other sources.
If councils and developers are not willing to invest in infrastructure to support further development then planning should not be given.	All necessary infrastructure to enable the development to go ahead will be secured and funded by the development and through the planning application process.

Noise	
The site immediately abuts the BAMC hangar and the airport runways. Planning policy is clear that new residential development should not be placed adjoining existing businesses where those future residents may attempt to curtail their use.	The proposed development has been the subject of a Noise Assessment. This has demonstrated that a suitable noise climate exists at the site to enable development to proceed.
A Noise assessment is required	A Noise Assessment has been provided and considered by the council. This has demonstrated that a suitable noise climate exists at the site to enable development to proceed.
History of noise complaints is a material consideration.	A Noise Assessment has been provided and considered by the council. This has demonstrated that a suitable noise climate exists at the site to enable development to proceed.
The increase in cars on Readers Way and the surrounding roads will result in an increase in noise.	Increases in traffic noise are not necessarily harmful to amenity standards. Planning Policy set out in Welsh Government Technical Advice Note 13 sets out noise standards that should be met. There is no expectation that such standards will be breached because of increased traffic movement from the development site.
Need	
70 properties on the market in Rhoose why need to build more?	The council is required to provide adequate housing for need going forward in the plan period. The need for new housing is in addition to existing properties.
Plenty of brownfield sites in derelict areas that should be used in preference	Noted. However, many brownfield sites in VoGC boundary are not suitable for residential use due to constraints.
Policy	
The site is currently Green Wedge	Noted. The Green Wedge Boundary can be reviewed through the local plan review process such as this. The council officers and consultants have carefully considered the Green Wedge designation in this location and concluded the change in this location would not harm the wider integrity of the designation.

4.0 Conclusions

4.1 In accordance with the resolution of the Vale of Glamorgan County Borough Council the site promoters have undertaken informal engagement on placemaking with local communities to inform the master planning of the proposed Strategic Site KS3 Land at Readers Way, Rhoose.

4.2 The report has included all responses to the consultation not just those related to master planning principles.