

Cardiff Replacement LDP Examination – Hearing Session 2: Housing Strategy

Response on behalf of The Wholesale Fruit Centre (Cardiff) Limited – Representor No: 100

15 May 2026

Introduction

This Further Written Statement responds specifically to Question 3.5 (i) to (iii), which relates to the allocation of land at Hadfield Road as a Housing Led Regeneration Area.

The Statement follows previous representations submitted on behalf of The Wholesale Fruit Centre (Cardiff) Limited. By way of an update, Wales & West Housing Association (WWHA) is now close to exchanging contracts on the site. WWHA is looking to commence pre-application dialogue with Cardiff Council shortly, enabling the site to come forward for residential development early in the plan period.

3. Allocations: H2.6 – Hadfield Road

3.5. *The site lies in a commercial area and is bounded on 3 sides by commercial uses.*

i. Would developing this site for residential use comply with LDP Policies SP4(iv & xii) and PC1? Will the noise limits set out in paragraph 7.521 be achieved? Has any regard been given to air quality?

The site is identified as one of seven 'Housing Led Regeneration Areas'. These are areas identified as being either vacant, under used, subject to redevelopment proposals or having potential to deliver high density, sustainable mixed use development. Such sites will play a critical role in delivering the overall RLDP growth strategy, which seeks to meet the majority of housing land through a range of brownfield sites within the existing settlement boundary.

The proposed allocation H2.6, 'Hadfield Road' is an underutilised site, with significant potential for redevelopment to accommodate high density residential development. This is demonstrated by the previous resolution to grant outline planning permission for a housing led mixed use development at the site.

The site is brownfield, within the existing settlement boundary and in a highly sustainable and accessible location. Whilst the site is bound by commercial uses on three sides, it adjoins residential development to the north. The site is in close proximity to a wide range of services and facilities. This includes retail and commercial uses, education, sports and recreation and public open space (including Sevenoaks Park and Ninian Park)

The site is within walking and cycling distance to a range of high quality public transport options. This includes regular bus services (from Bessemer Road, Hadfield Road and Sloper Road) and train services from Grangetown (circa 0.5miles) and Ninian Park (circa 0.7miles) railway stations. The site is also within close proximity to Cardiff City Centre (circa 1.3miles).

Policy SP4(iv) requires development to be within an acceptable walking distance and cycling distance of key local uses, open spaces, facilities and services, or a public transport service that links them. The site is within easy walking and cycling distance of the key services/facilities listed and also accessible to excellent public transport links. The wider requirements of Policy SP4(iv) will be met through the detailed design process, which will ensure that the site is permeable and provides appropriate connections to adjoining areas.

Policy SP4 (xii) seeks to ensure developments achieve high quality residential amenity for future occupants and also have no undue effect on the amenity of neighbouring occupiers. Policy PC1 relates specifically to air, noise, light pollution and land contamination, requiring developments to demonstrate that there would be no unacceptable harm.

Residential amenity and the relationship with existing uses will be a key consideration during the masterplanning and placemaking process. This will be supported by a comprehensive suite of technical work, including assessments of air quality, noise, lighting and ground conditions. This technical work will inform the site layout, which will be developed through a detailed pre-application process, in collaboration with the Council and consultees. It will be demonstrated through a future planning application that high quality of amenity is provided for residents and that there will be no undue impact on adjacent uses.

As noted above, the site is located directly adjacent to existing residential development. This development, referred to as City Gardens, is also bound by commercial and industrial uses on three sides. This demonstrates that the principle of residential uses sitting alongside employment uses already exists in this location (as well as in other parts of the city) and is acceptable.

Residential amenity, the relationship with existing employment development and matters such as noise and air quality were considered as part of a previous outline planning application on the site. The application, which related to the allocation site and additional land to the east, proposed a residential led, mixed-use development of 230 – 250 dwellings (Ref: 10/01432/DCI). The application received a resolution to grant outline permission in 2011. In reaching this decision, consultees carefully considered matters such as noise, air quality, residential amenity and the relationship with existing occupiers. It was concluded that, subject to appropriately worded planning conditions, the site would be suitable for residential development. This position remains for the proposed development.

Our client is committed to bringing the site forward for redevelopment. Wales & West Housing Association (WWHA) is close to exchanging contracts on the site and are ready to progress. WWHA is looking to commence pre-application dialogue with Cardiff Council shortly, enabling the site to come forward early in the plan period. They currently anticipate that the development will include a mix of market and affordable dwellings. The site is therefore capable of making an important contribution to housing delivery over the plan period.

ii. What regard has been given to the operating conditions of existing businesses?

Detailed consideration will be given to protecting the continued operation of existing businesses as part of the detailed design of the proposal. This will be discussed with the Council during the pre-application process and determination of a future planning application.

The adjoining residential development at City Gardens is also bound on three sides by existing employment uses on Bessemer Road and Penarth Road. The proposed development will have a similar relationship to the existing businesses along Bessemer Road and Hadfield Road.

The relationship with existing businesses was considered during the determination of a previous residential led, mixed-use planning application at the site (Ref: 10/01432/DCI). As part of this process the Pollution Control Officer confirmed that they were satisfied the relationship with adjoining uses had been appropriately dealt, subject to planning conditions.

We would expect the relationship between the allocation site and existing businesses on Hadfield Road and Bessemer Road to be managed in a similar way, i.e. through a sensitively designed proposal and appropriately worded conditions.

iii. Why is this site not included in EC3.10, Penarth Road Area (includes Hadfield Road and Bessemer Road) Protected Employment Land and Premises?

Given the reliance on brownfield sites to deliver the required number of new homes within the Plan period, there is a need for some underutilised employment sites/premises to be repurposed for alternative uses.

A majority of the H2.6 allocation is not identified as a protected employment site in the adopted LDP. A small part of the site does, however, fall within the 'Penarth Road Area' (Ref: EC1.10). This reflects the regeneration potential of the site and previous proposals for a housing led, mixed-use scheme.

The RLDP identifies part of the site within the boundary of a protected employment site (under Policy EC3.10). The 'Proposals Map' shows that part of the Housing Regeneration Area (the frontage to Hadfield Road) also falls within the 'Penarth Road Area' Protected Employment Area (Ref: EC3.10). That part of the site would be subject to the provisions of Policy EC3, which protects sites for employment generating B Use Class (B1, B2, B8).

Other than the small area currently shown within EC3.10, the remainder of the allocation site is not included within an employment designation in the adopted or emerging LDP. As part of the previous outline planning application (10/01432/DCI), it was accepted that the site was underutilised and the premises no longer met the needs of occupiers.

As per our previous representations to Policy EC3.10, the inclusion of part of the Housing Led Regeneration Area within the wider protected employment area is unnecessary and could unnecessarily impede the delivery of new residential development on the site. There is a risk that when considering future development on the site, the two policies will be at cross-purposes.

We maintain that the boundary of the Policy EC3.10 should be amended. The area that overlaps Policy H2.6 should be removed entirely from the Protected Employment Area designation. The boundary of EC3.10 would therefore run up to Hadfield Road along this section. This would provide a more logical designation and provide clarity for developers.

The area to be removed from the employment designation represents a very small proportion of the wider EC3.10 allocation. Its removal would not have any significant impact on the aims and objectives of the site allocation or the employment land supply for Cardiff as a whole.

Policy H2.6 allocates the site for housing led regeneration – with a mix of uses allowed for, where appropriate. The policy already allows flexibility for non-residential uses to be considered as part of any future housing led regeneration scheme. By removing the crossover with Policy EC3.10, there will be greater flexibility for an appropriate mix of uses (including non-B Class uses) to be considered through

the masterplanning process and in response to market and local needs. If part of the site remains within the Policy EC3.10 designation, it could unduly restrict the redevelopment of the site.

The appropriate mix of uses will be considered by Wales and West Housing Association and discussed with the Council through the pre-application and planning application process, which is due to commence imminently.

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