

# DESIGN & ACCESS STATEMENT

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PROPOSED RESIDENTIAL DEVELOPMENT, MAES EMLYN,  
RHYL, DENBIGHSHIRE LL18 4AB

*JANUARY 2026*

# Project Summary

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## Client

Wales & West Housing Association

## Description of development

Proposed Residential Development,  
Maes Emlyn, Rhyl, Denbighshire LL18 4AB

## Location

Rhyl, Denbighshire LL18 4AB

## Date

JANUARY 2026

The Site 'Maes Emlyn'



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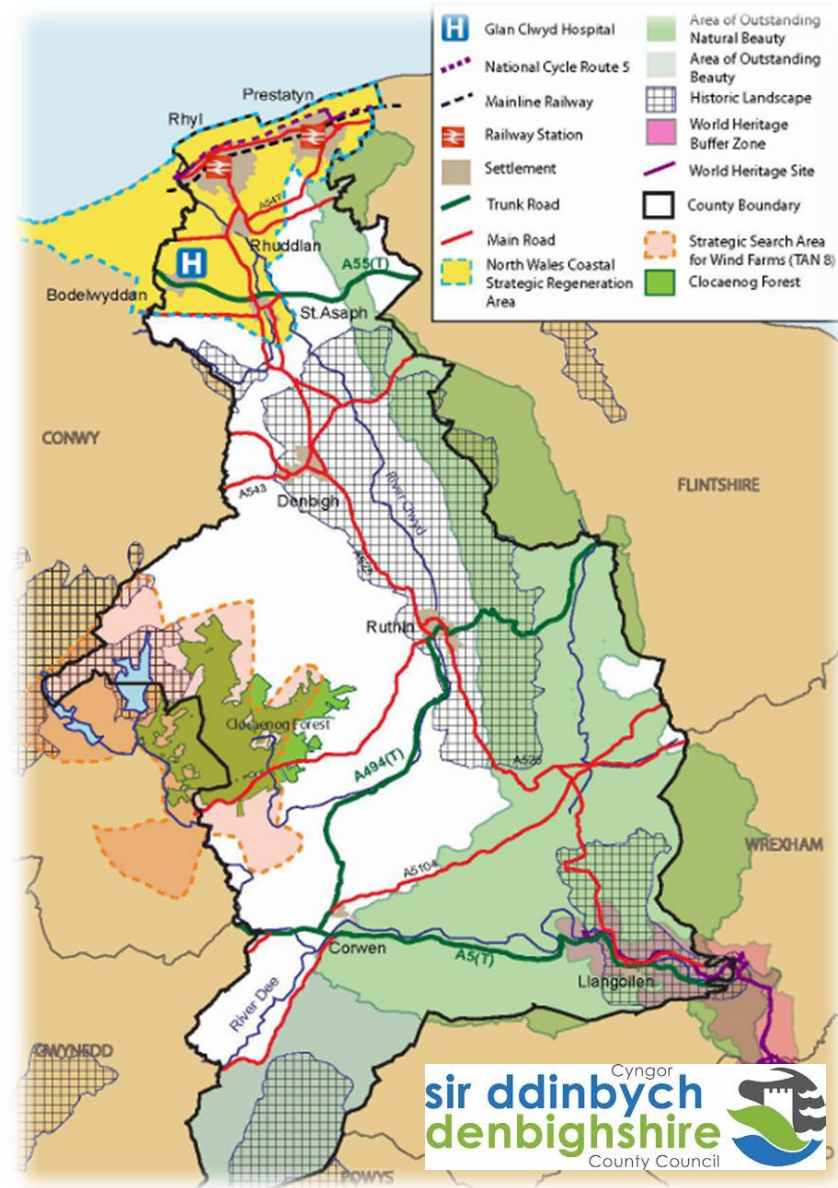
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# Introduction

## Proposed Site

The brief is to develop the site to assist in meeting housing needs in the County of Denbighshire. This Design & Access Statement should be read in conjunction with submitted plans and supporting documentation.

The current proposal includes a residential development of 23 new build properties, on the development formally known as Maes Emlyn in Rhyl, Denbighshire LL18 4AB.

## Site Context

Maes Emlyn is located in a residential area in the south-western part of Rhyl. The development was previously used as older person's accommodation, comprising 59 one and two bed homes, owned and let by Denbighshire County Council. The development was closed in August 2021 and has remained unoccupied since.

Rhyl is identified as a 'Lower Growth Town' in Denbighshire County Council's Local development Plan's 'Settlement Hierarchy'. The towns functions as regional and/or local service centres with wide rural hinterlands.

Rhyl is a seaside town on the north coast of Wales, at the mouth of the River Clwyd and forms part of the Rhyl–Prestatyn built-up area. It has a population of round 26,992, making it one of the largest towns in North Wales, and was historically part of Flintshire. Developed as a Victorian resort town in the 19th century, it was boosted by the arrival of the railway.

Today, Rhyl is undergoing a revival with modern attractions and improved facilities including the revitalized promenade and town centre, adding attractions like SC2 Waterpark and refurbishing the Pavilion Theatre.





# Project Brief

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## Brief

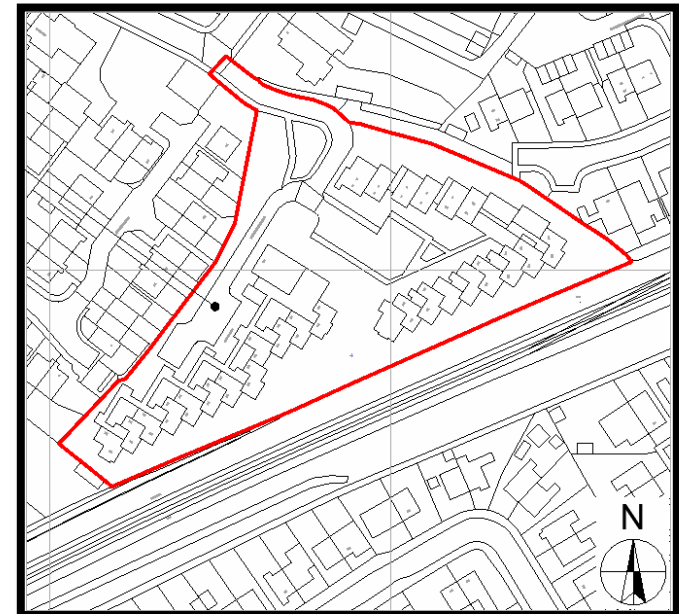
The **brief** from the client was clearly set out. It is their intention to procure houses that are of a very good quality in terms of aesthetics, space standards and energy consumption, whilst providing an excellent sense of place across the site for the occupants and visitors alike.

The principal concept of the scheme is aimed at providing high quality, aesthetically pleasing, well designed sustainable affordable homes to meet housing needs of local people and provide modern living by incorporating standards and best practice. The properties should be energy efficient, with an EPC rating A, be of low maintenance and where possible address low carbon aims.

## Vision

The **vision** is to provide affordable homes which meet the Welsh Government's criteria to draw Social Housing Grant (SHG) and ensure the scheme development costs can be met. The scheme will be designed in accordance with the Welsh Government's 'Creating Beautiful Homes & Spaces' guidance (WDQR 2021) which also include Lifetime Homes Standards, RNIB Standards, Secured By Design Gold Award, and follow the six principles set out in the Welsh Governments Placemaking Charter.

The accompanying layout aims to provide a distinctive sense of place for the occupants and visitors by acknowledging and complementing the existing context within the County of Denbighshire.



# Site Location & Planning Context

## History

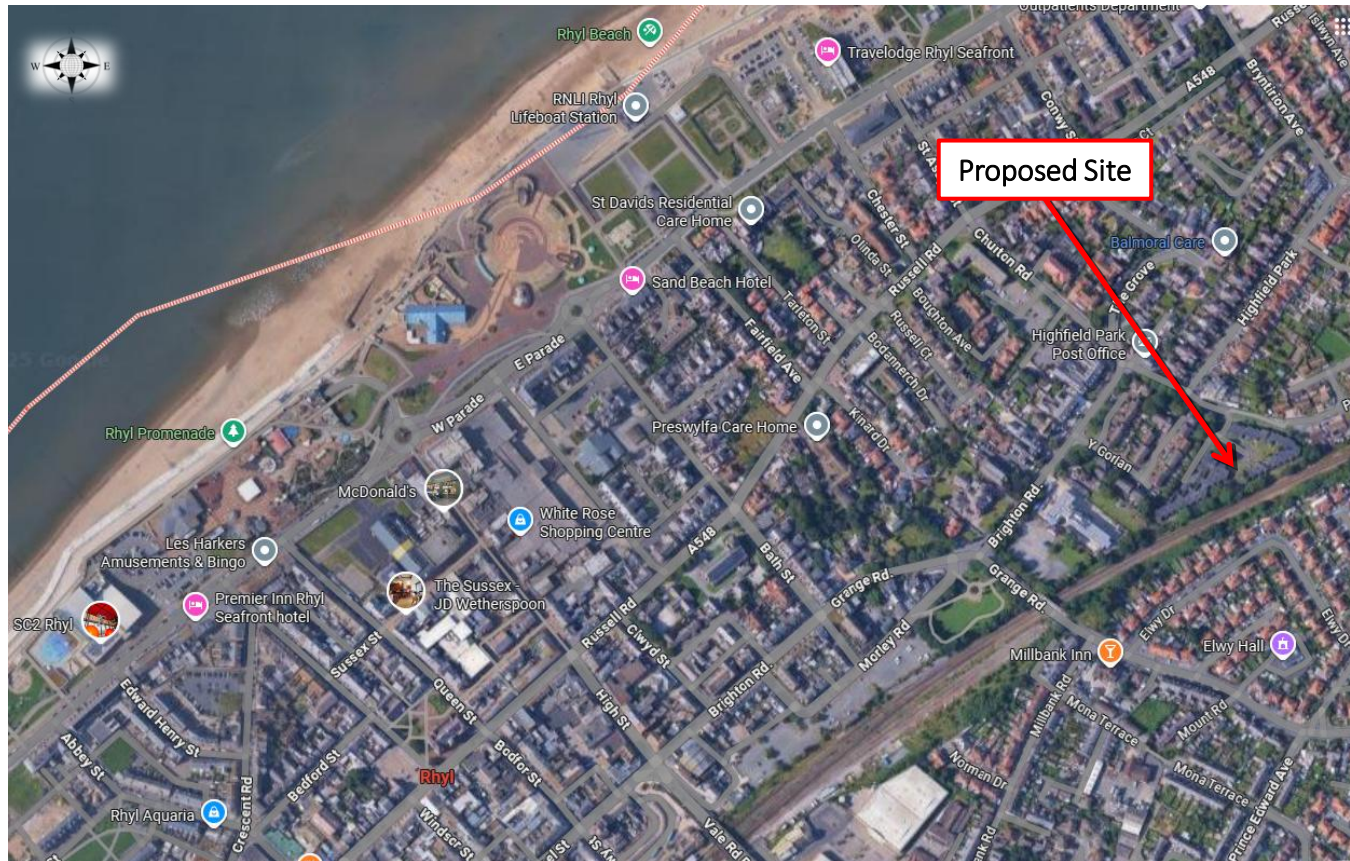
The site is in a residential area in the south-western part of Rhyl and is identified as a 'Lower Growth Town' in Denbighshire County Council's Local development Plan's 'Settlement Hierarchy'.

- The development was previously used as older person's accommodation, comprising 59 one and two bed homes, owned and let by Denbighshire County Council. It's an irregular shaped area of land which covers approximately 0.84 hectares.
- As a redundant residential development, the site is considered brownfield. The 59-unit development was closed in August 2021 and has remained unoccupied ever since.
- The site is located approximately 500m north-east from the main 'High Street' shopping area and 600m east of the 'East Parade' on the seafront.
- The proposed development will total 23 new build dwellings.
- The development will offer a mix of 1-bed flats, 2-bed bungalows and 2, 3 & 4-bed houses.
- All units will be provided as social rented housing, responding directly to identified local housing need. The proposed density and mix of dwellings are aligned with the demand in Rhyl and the surrounding area, ensuring the development contributes positively to the local housing supply.





# Site Location & Planning Context



Rhyll is a coastal town in Denbighshire, North Wales, identified as a regional growth area under Future Wales: The National Plan 2040. The town has a population of approximately 27,000 and serves as a key service centre for the surrounding communities. Its strategic location on the A55 corridor and rail links to Chester, Liverpool, and Manchester make it an important hub for regeneration and investment.

Rhyll has been the focus of significant regeneration efforts to reverse long-term economic decline and high deprivation levels. The Central Rhyll Coastal Defence Scheme, a £66 million investment, was completed in 2025, protecting nearly 600 properties and supporting regeneration by reducing long-term flood risk.

There are a number of local facilities in the area including:

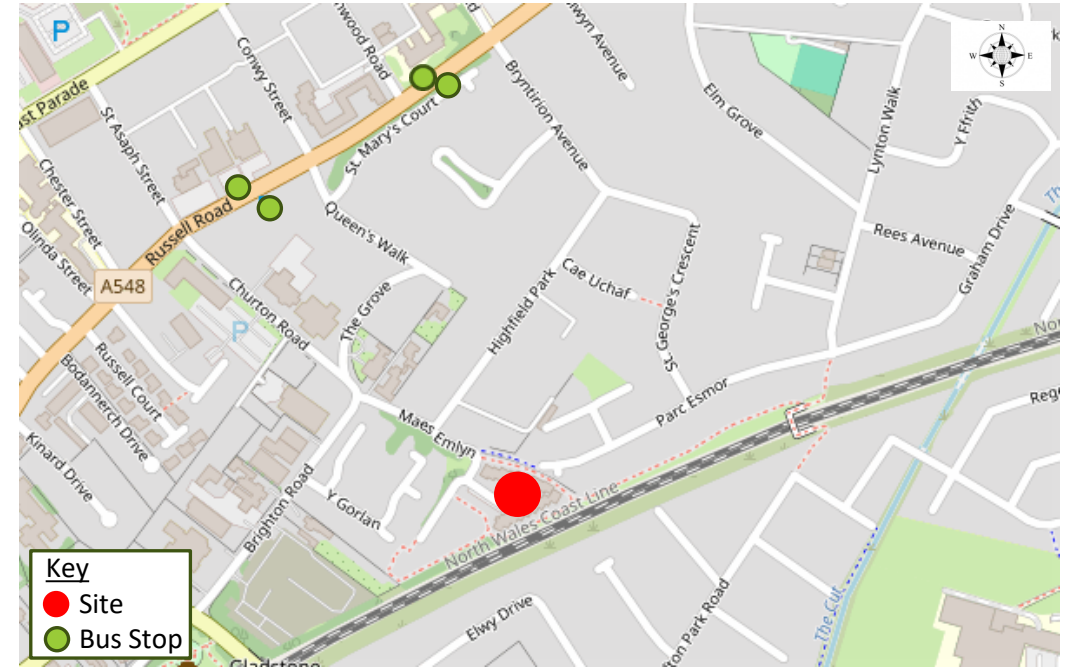
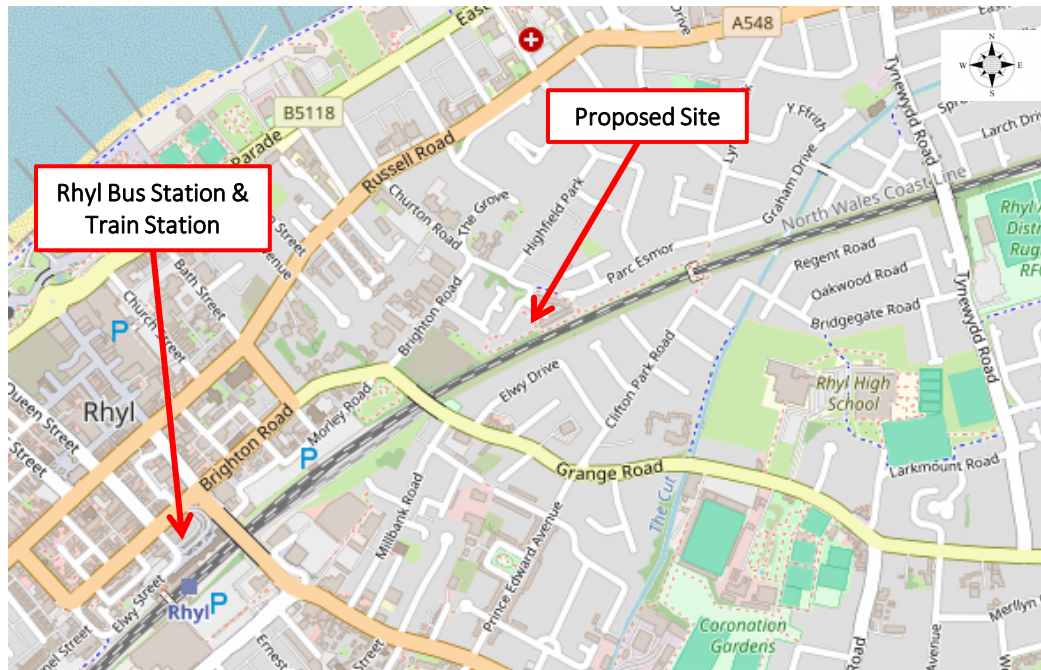
- Medical & Healthcare – 15–17-minute walk
- School/Childcare – 11–12-minute walk
- Leisure Centre – 11–12-minute walk
- Public Open Space – 5–7-minute walk
- Supermarket/Shopping Centre – 15–18-minute walk
- Restaurant/Takeaway/Café 15–18-minute walk
- Post Office – 11–12-minute
- Community Hall/Centre – 8-10-minute walk



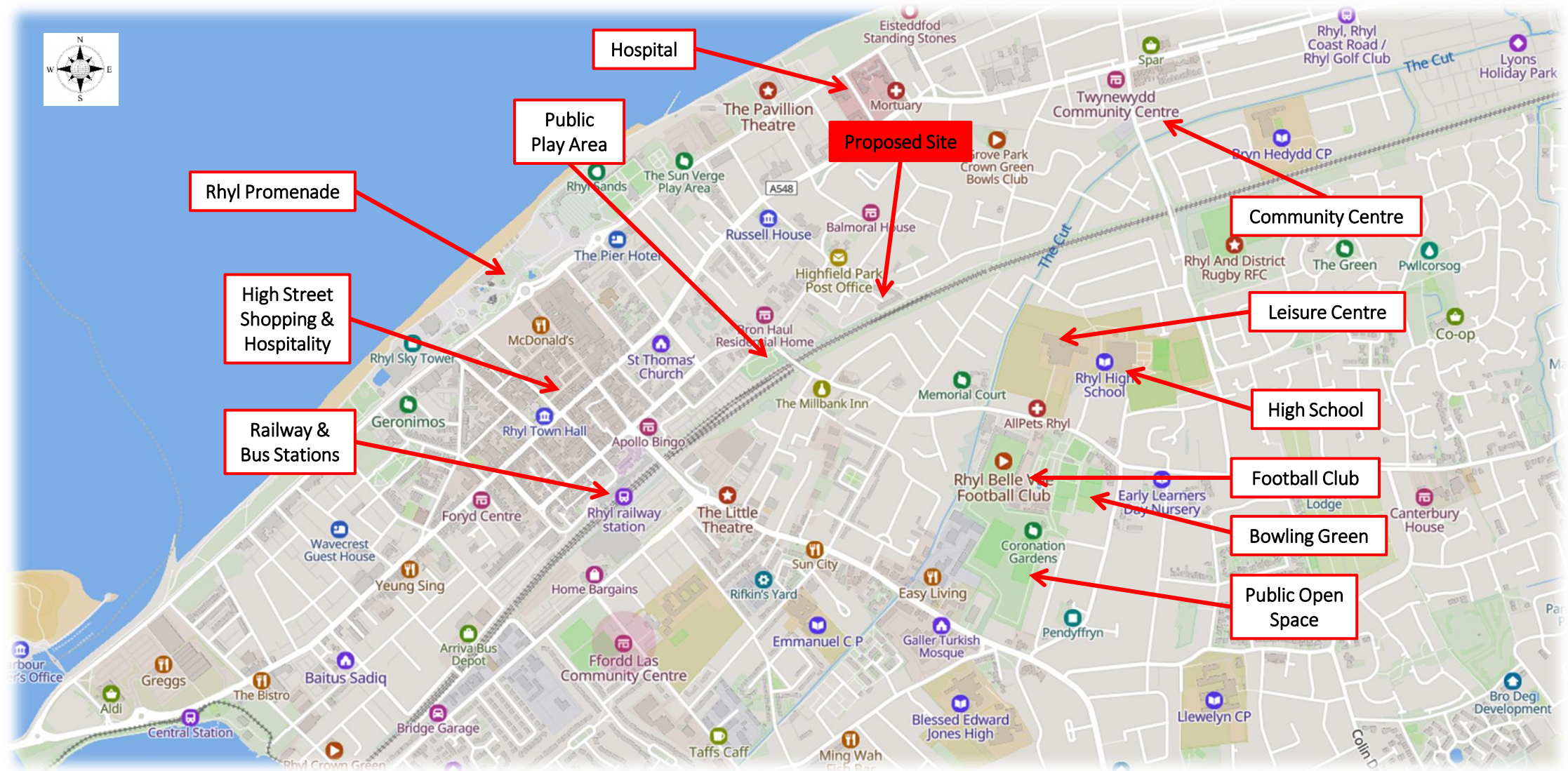
# Site Location & Planning Context

## Transportation

- Rhyl Coast Road providing direct links to Prestatyn
- Rhyl Bus Station – 10-minute walk
- Rhyl Train Station – 10-minute walk
- Town Service Bust Stop – 3-4-minute walk
- Petrol Station – 3-minute drive/ 13-minute walk
- Garage – 4-minute drive/ 14-minute walk



# Surrounding Land & Building Use



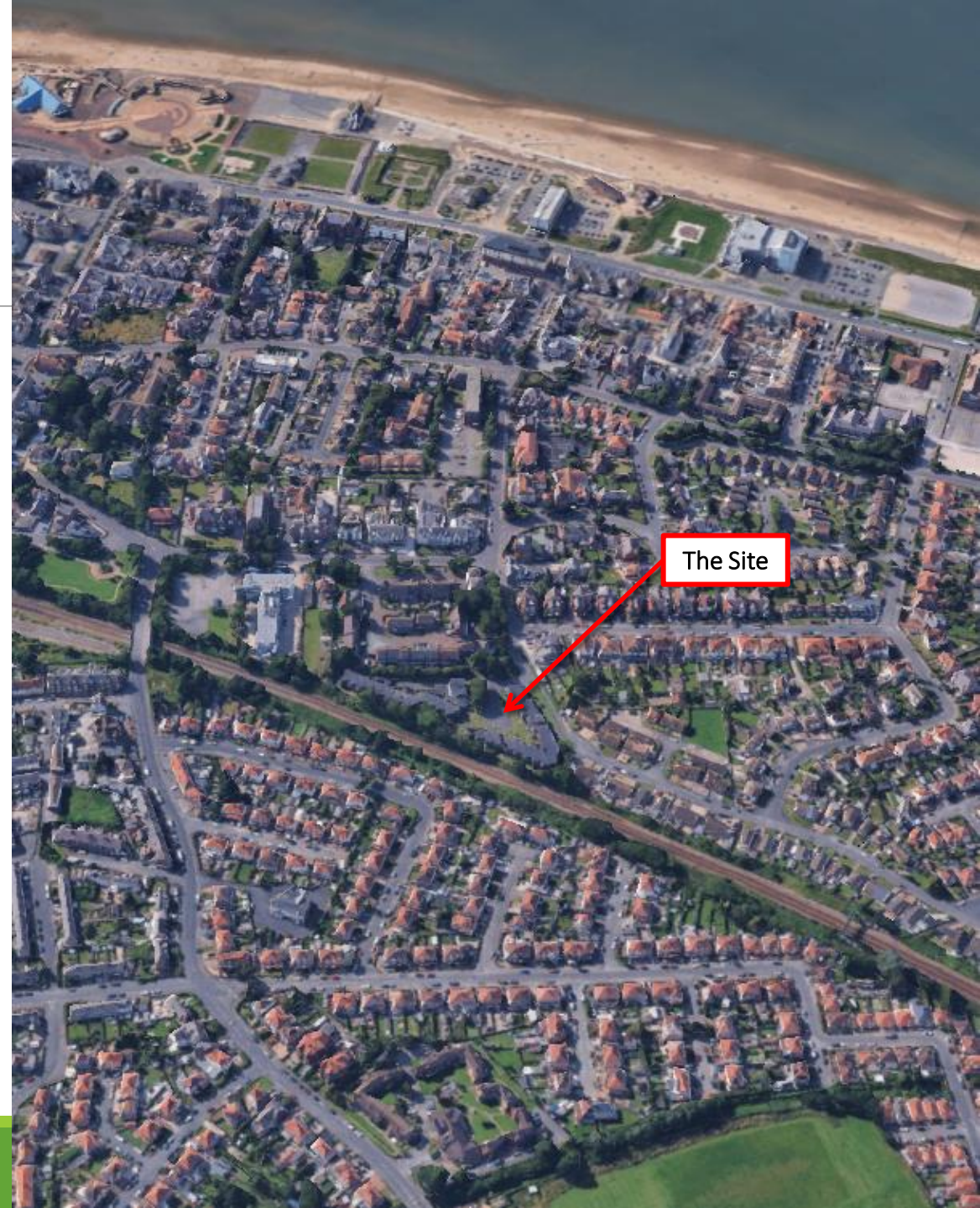


# Precedent Study

Rhyl, a historic seaside town in Denbighshire. Developed as a Victorian resort, it later faced economic decline due to changing tourism trends. Recent regeneration initiatives focus on revitalizing the waterfront and town centre through mixed-use development, improved public spaces, and sustainable coastal defences. The town's evolution highlights the importance of diversifying beyond tourism, fostering community engagement, and leveraging public-private partnerships to address social and economic challenges while preserving its coastal character.

Victorian architecture remains in parts of the town, including listed buildings such as St Thomas' Church and Rhyl Town Hall. More recent regeneration projects include the Queens market redevelopment, a mixed-use market hall with food stalls and event spaces, designed to reconnect the town centre with the seafront. Also, Drift Park is a coastal park inspired by beach formations, featuring themed gardens, water play areas, and bespoke artwork to celebrate Rhyl's heritage.

The immediate residential context surrounding the site consists primarily of two-storey terraced and semi-detached homes. The redevelopment of the former older person's accommodation, will help reinforce and enhance the character and identity of the immediate area.





# Precedent Study





# Precedent Study



*Image 1 – Neighbouring semi-detached house*



*Image 2 – External finishes of the neighbouring buildings*



*Image 3 – Tiled roofs and mix of brick and render finish common*



*Image 4 – White pvc windows & white pvc rainwater goods*

# Precedent Study

Semi-detached houses



Proposed site

Semi-detached houses

Image 1 – Site Context; West boundary (Y Gorlan)

Single storey bungalows



Proposed site (beyond)

Two storey semi-detached houses

Image 2 – Site Context; North-east boundary (Parc Esmor)



# Topographic & Site Information

The site was previously occupied by accommodation for older persons, comprising 59 one- and two-bedroom homes owned and managed by Denbighshire County Council.

The land is irregular in shape and extends to approximately 0.84 hectares.

It is located within a predominantly residential area, enclosed by housing on all sides—north, east, south, and west. Immediately to the west lies the Network Rail line connecting Prestatyn and Pensarn.

The site's topography presents minimal challenges for development, as the land is generally level. However, existing site constraints will require careful consideration to optimize the efficiency of any future layout.



# SWOT Analysis

The analysis of the site has presented strengths, weaknesses, opportunities and threats.



## Strengths

- **Sustainable Settlement Designation:** Recognized in Denbighshire CC's Local Development Plan, supporting growth and investment.
- **Proximity to Amenities:** Close to High Street shopping & hospitality areas.
- **Transport Links:** Good connectivity via A55 and rail links to major cities like Liverpool and Manchester.
- **Coastal Location:** Rhyl is a popular seaside town, offering strong appeal for residential and tourism-related developments.
- **Regeneration Initiatives:** Ongoing investment in Rhyl's waterfront and town centre boosts attractiveness for developers.
- **Local Housing Need:** Strong demand for affordable housing supports the proposed mix and density.

## Weaknesses

- **Economic Challenges:** Historically lower income levels and higher unemployment rates may limit local purchasing power.
- **Seasonal Economy:** Heavy reliance on tourism can lead to fluctuations in demand for certain property types.
- **Infrastructure Limitations:** Some areas may require upgrades to utilities and services to support large-scale development.
- **Irregular Site Shape:** May limit design flexibility and efficiency in land use.
- **Single Point of Access:** Further limits design flexibility and efficiency in land use.
- **Demolitions:** Cost of demolition will add to the overall development

# SWOT Analysis

The analysis of the site has presented strengths, weaknesses, opportunities and threats.



## Opportunities

- **Housing Demand:** Growing need for affordable and mixed-tenure housing in North Wales
- **Affordable Housing Provision:** All units proposed as social rented, addressing a critical local need.
- **Tourism Growth:** Potential for holiday homes, hotels, and leisure facilities due to Rhyl's coastal appeal, will aid employment in the area
- **Sustainable Living:** Potential to incorporate energy-efficient design and green infrastructure.

## Threats

- **Planning Resistance:** Local planning policies and environmental regulations may restrict certain types of development.
- **Environmental Constraints:** Possible ecological or drainage issues due to site gradient and agricultural history.
- **Economic Uncertainty:** Broader UK economic conditions and interest rate fluctuations could impact investor confidence.
- **Infrastructure Capacity:** Pressure on existing services (e.g., schools, healthcare) from increased population.
- **Climate Risks:** Coastal location increases vulnerability to flooding and climate change impacts



# Site Constraints

Rhyl is highly vulnerable to coastal flooding. Even after the £66m Central Rhyl Coastal Defence Scheme, flood risk remains a critical planning consideration. Developers must submit Flood Consequence Assessments (FCA) and incorporate resilient design (e.g., raised floor levels, SuDS).

The site is situated within a densely developed residential area, and the planned demolitions, combined with the presence of the Network Rail line along the southern boundary, will require careful coordination and detailed planning to minimize disruption and ensure safety.

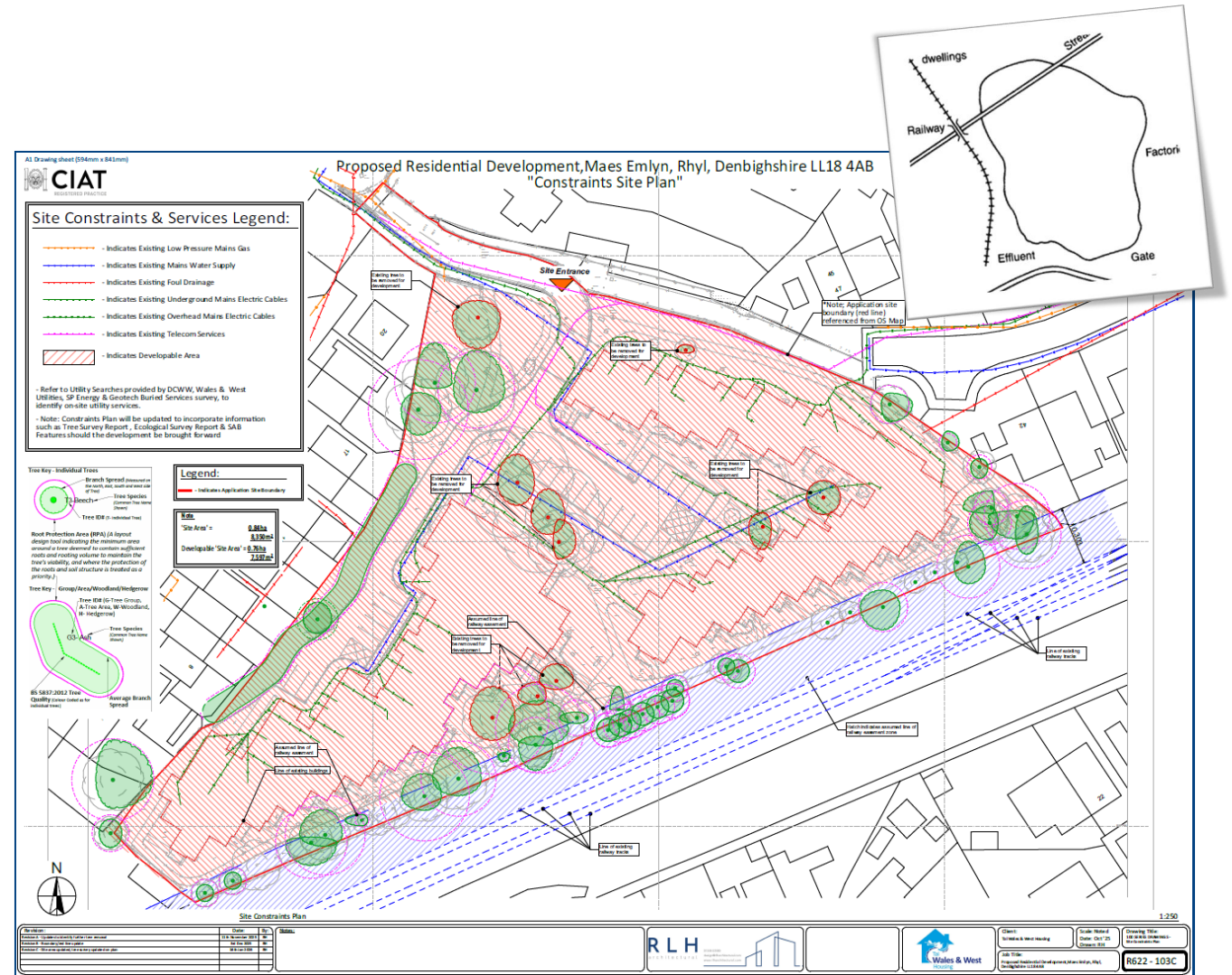
## Site topography

The site benefits from excellent topography, being generally level throughout. This minimizes challenges in achieving road gradients that comply with adoptable standards. It also supports compliance with Lifetime Homes requirements for parking, dwelling approaches, and property access.

## Traffic management

Vehicular access to the site will be provided via a single-entry point on the northern boundary, directly from Churton Road, leading into Maes Emlyn. The design of this access must ensure uninterrupted entry for existing residential properties along Churton Road and maintain the pedestrian link to Parc Esmor.

The surrounding road network is predominantly residential, with Churton Road and Russell Road forming the main connection to the A548. The proposed development must safeguard traffic flow, road safety, and residential amenity through appropriate measures, including well-designed junctions, adequate visibility splays, and traffic calming interventions where necessary.



# Site Constraints

## Utilities

Existing utilities and services are identified on the Constraints Plan, with the primary impact located throughout the site. This area will require careful coordination to ensure existing service connections are isolated and access are maintained during development.

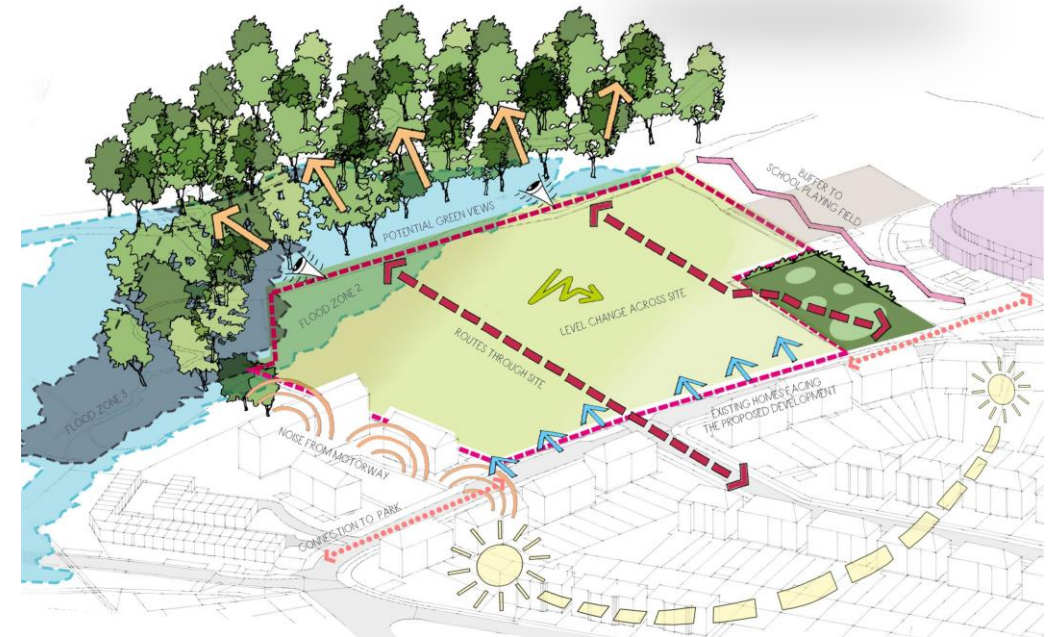
## Network Rail

A key constraint is the proximity of the Network Rail line immediately south of the site. All works will be carefully coordinated with Network Rail to ensure the protection of this critical infrastructure. The development layout will fully respect any easements or restrictions, avoiding the placement of structures or intrusive works within designated exclusion zones and maintaining clear access for future maintenance requirements.

## Landscape & Character

Proposals must be sensitively designed to protect and enhance the character and appearance of the local area. This requires careful consideration of the landscape character and existing natural features, ensuring that the development integrates harmoniously with its surroundings.

A key priority is the preservation and maintenance of mature trees within the site, with removals limited to those that adversely affect the efficiency of the site layout. Careful attention has been given to retaining trees and respecting root protection zones. Where tree removal has been unavoidable, compensatory planting has been implemented to maintain and enhance the site's green infrastructure.





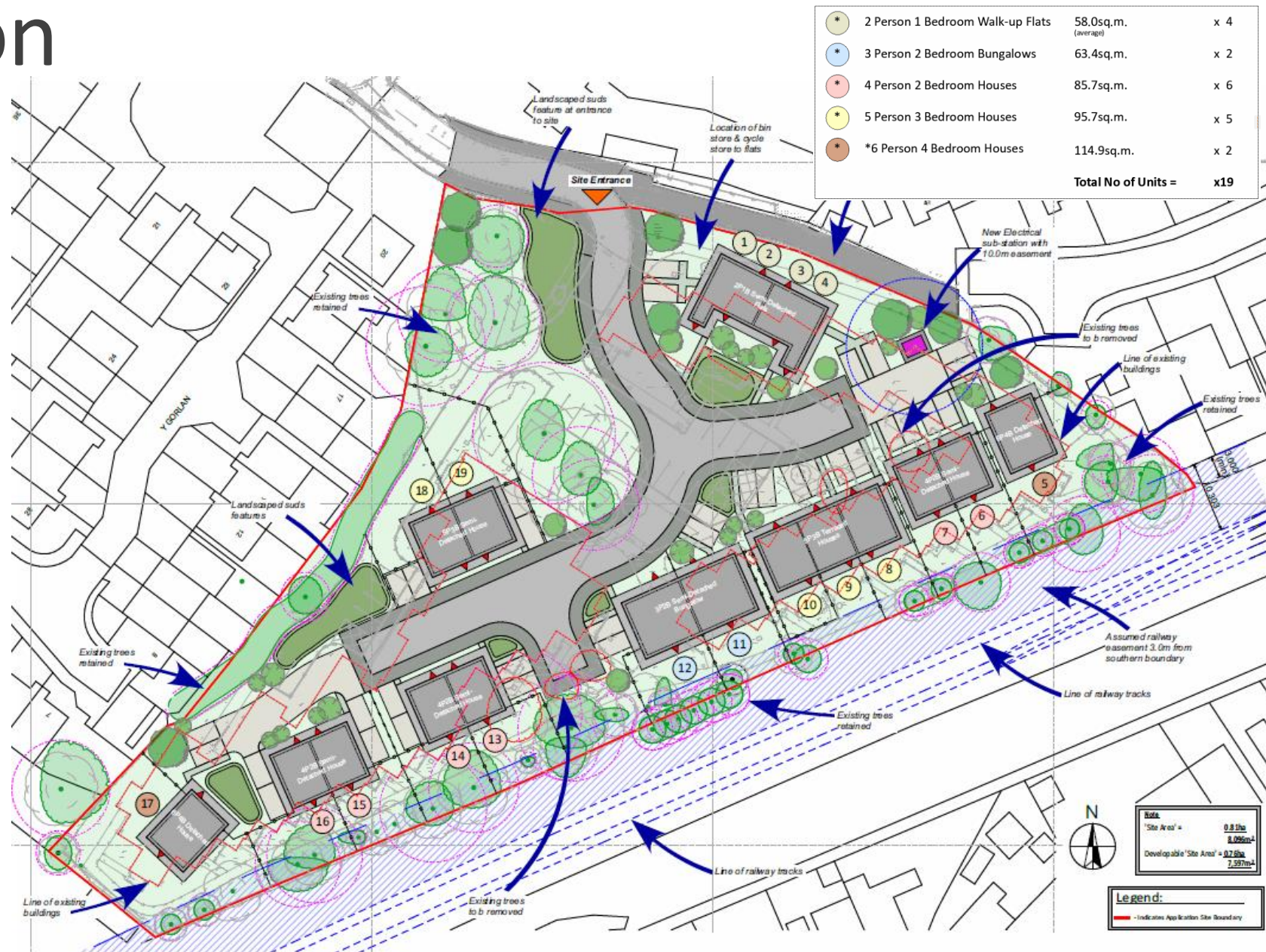
# Design Evolution

The Initial Feasibility Layout served as an early concept plan, developed in response to the core principles set out in the development brief. It established a preliminary framework for site organization, access arrangements, and land use distribution.

These early iterations informs the evolution of the masterplan, ensuring a balanced approach that reconciles technical constraints with design aspirations.

The Sketch Layout explored options for designing an internal road network that responds sensitively and efficiently to the site's key features. These include the presence of mature trees, the adjacent railway line, and the proximity of existing residential properties along and beyond the site boundary.

Sustainable Drainage System (SuDS) features have been integrated into the design to blend with trees and landscape elements, creating multifunctional spaces that provide opportunities for recreation and areas of natural sanctuary.





# Design Evolution

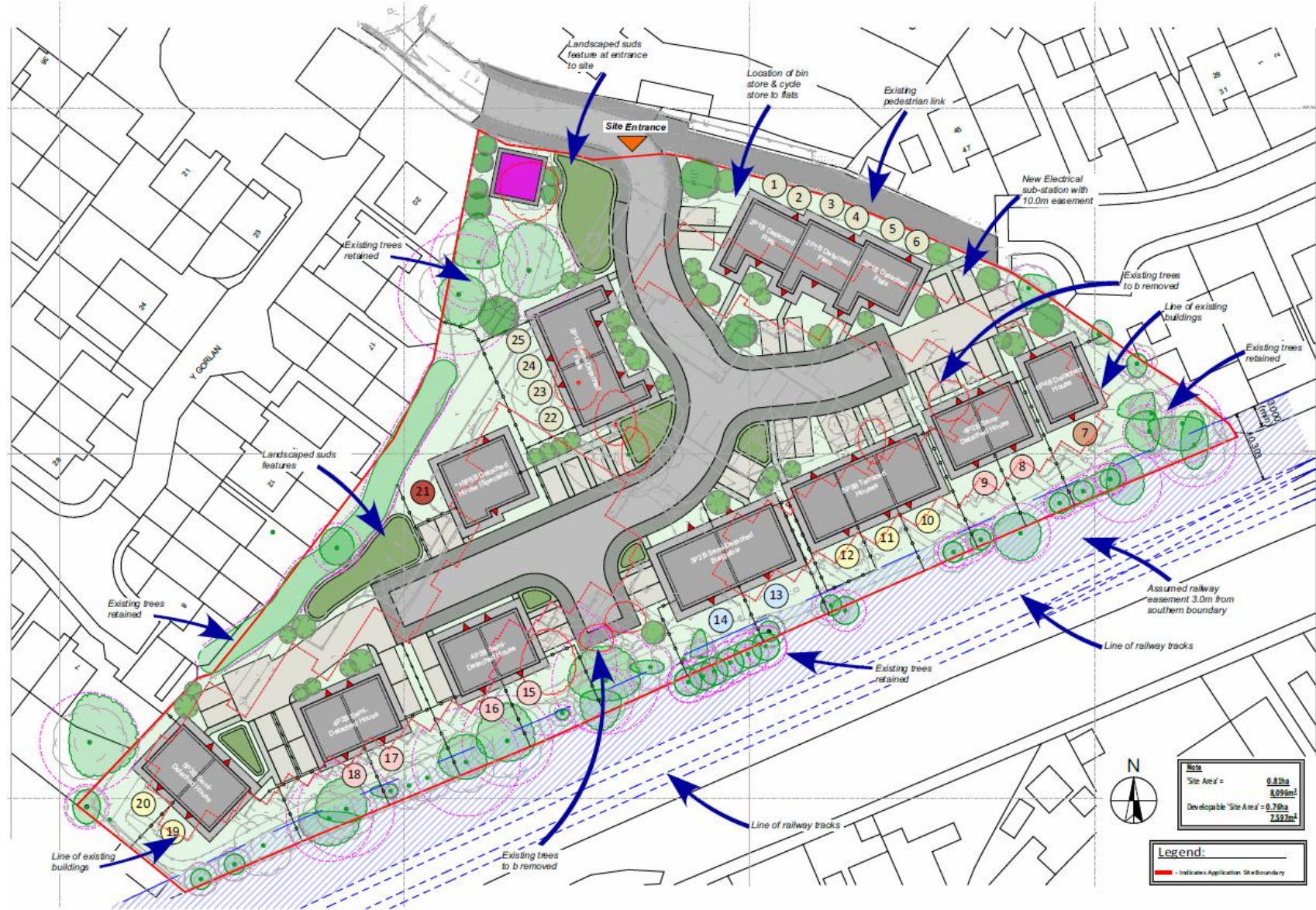
Following the Client review we were asked to look at opportunities to increase the unit density.

An enquiry to the arboricultural team provided the opportunity to remove a further three trees which allowed a further block of four walk-up flats to be included. With some further design changes the block of four walk-up flats on plots 1 to 4 were changed to a terrace of six.

The request for a specialist 4/5-bedroom house was also included on Plot 21.

The unit density was increased to 25 with some minor changes to the mix.

●	2 Person 1 Bedroom Walk-up Flats	58.0sq.m. (average)	x 10
●	3 Person 2 Bedroom Bungalows	63.4sq.m.	x 2
●	4 Person 2 Bedroom Houses	85.7sq.m.	x 6
●	5 Person 3 Bedroom Houses	95.7sq.m.	x 5
●	6 Person 4 Bedroom House	114.9sq.m.	x 1
●	*4/5 Bedroom Specialist House	173.0sq.m.	x 1
Total No of Units =			x25





After a scheme review with the Housing Team we were advised there was a greater demand for 4-bedroom houses in the area. The scheme was reviewed and the block of four walk-up flats located on plots 22 to 25 were replace with two detached 4-bed houses.

### Engineering Review and Design Coordination:

[illegible]

## Design & Access Statement



# Design Evolution

## Consultant Input & Final Changes:

The final design has been shaped through close collaboration with the Landscape Architect, Ecologist, Civil Engineer and Transport Consultant. Their combined input allowed the scheme to balance layout efficiency with environmental quality to integrate meaningful green infrastructure, incorporate SuDS that respond to site constraints, and refine access and movement arrangements. This coordinated approach ensured the final proposal is practical, policy-compliant and environmentally responsive.





# Indicative 3D Site Views



View 1

NTS



View 4

NTS



View 6

NTS



View 2

NTS



Map Key

1:750



View 7

NTS



View 3

NTS



View 5

NTS



View 8

NTS

# External Finishes





# Typical House Types

The following illustrations indicate the typical mix of affordable house types across the development. Generally, the unit-type and design have been adopted from the TAI AR YR CYD pattern book house types, with exception of a specialist bespoke 6-Person 5-Bedroom Design.

This includes a mix of 1-bedroom walk-up flats, 2-bedroom bungalows and 2, 3 & 4-bedroom

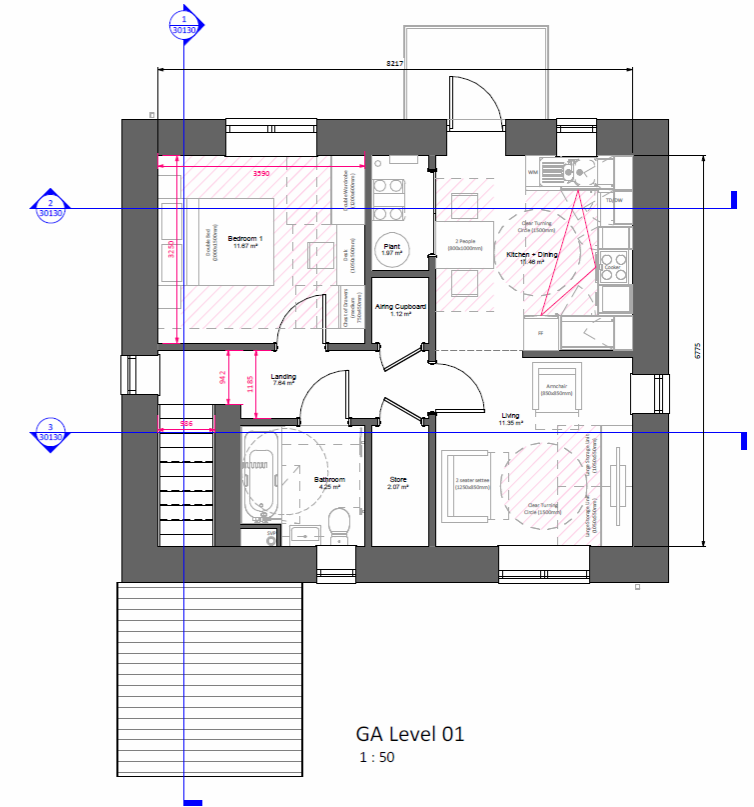
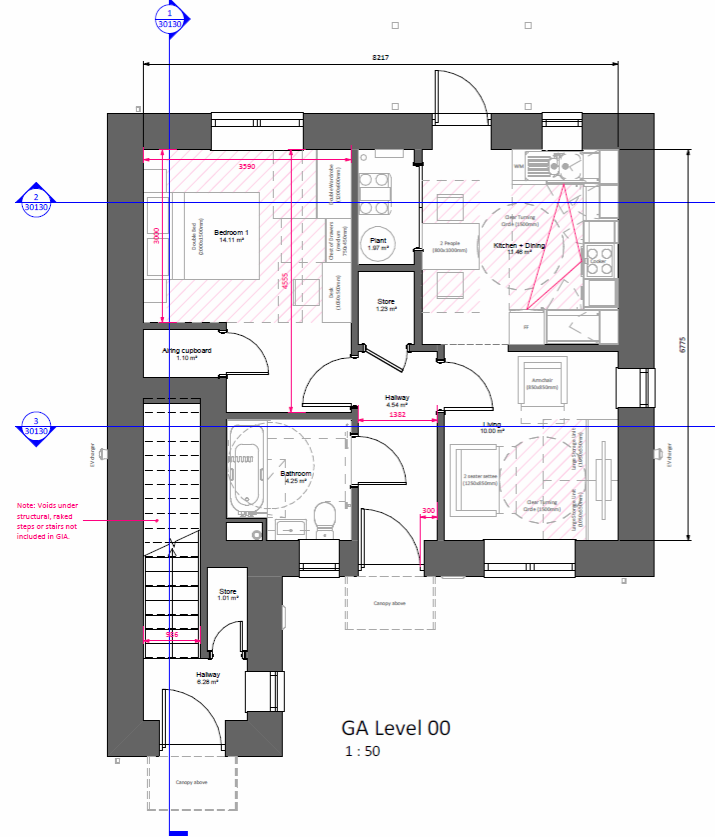
Materials and colours fit with the surrounding environment while providing the unique identity of the site against the houses immediately adjacent. Tiled roofs with brickwork walls break up the elevations and provides a maintenance free surface.

## *TAYC Pattern Book – 2 Person 1-bedroom flat ‘walk-up block’*

Ground Floor Area - 51.60m<sup>2</sup>

First Floor Area - 60.90m<sup>2</sup>

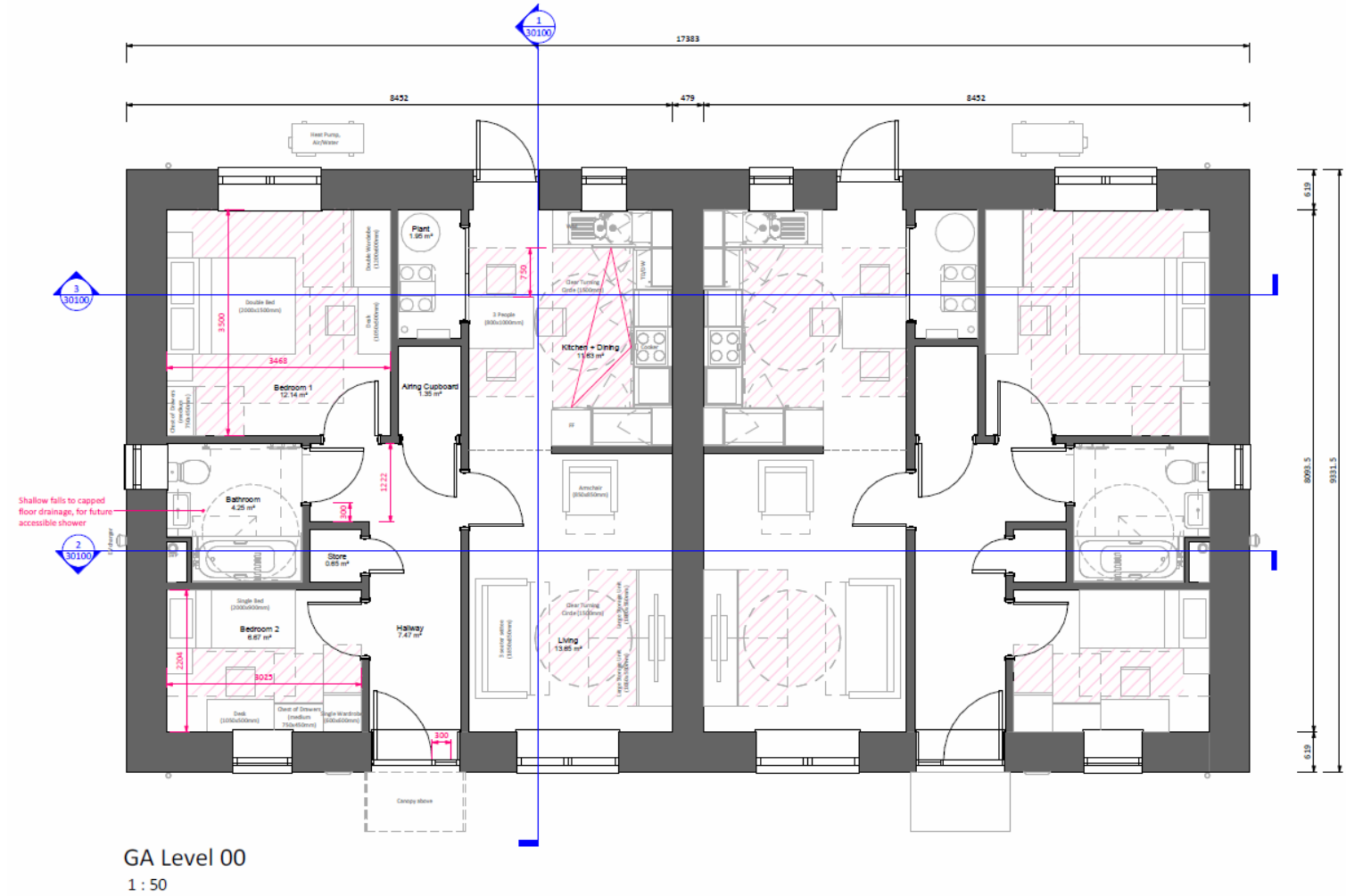
**Average – 56.25m<sup>2</sup>**



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## TAYC Pattern Book – 3 Person 2-bedroom bungalow 'semi-detached'

Total Area – 63.40m<sup>2</sup>



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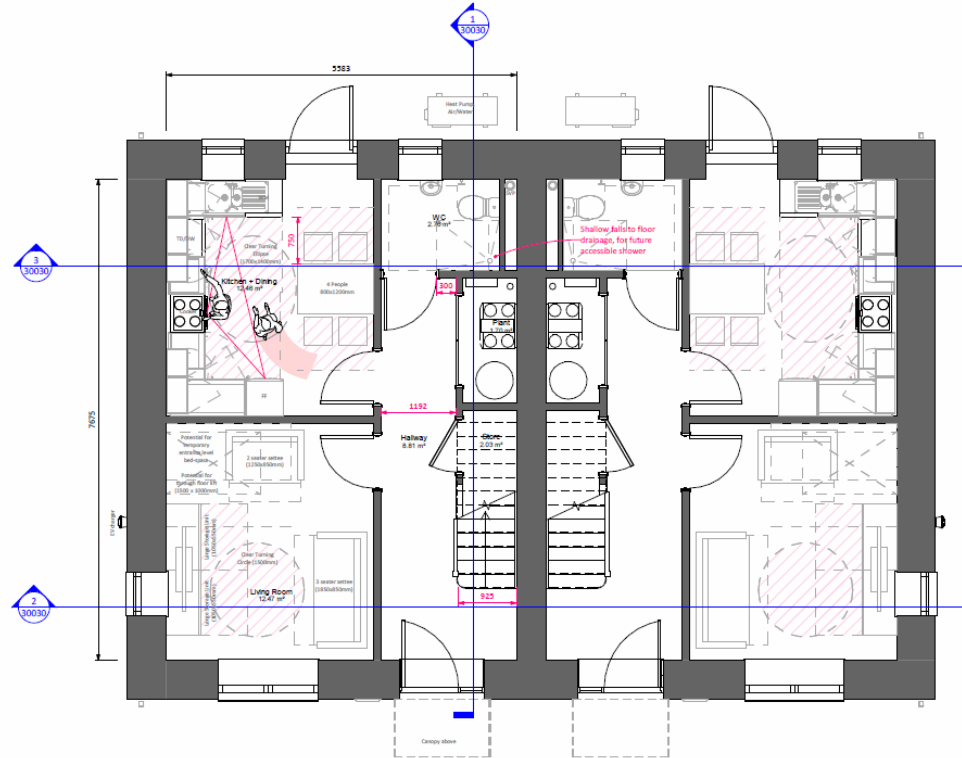


## TAYC Pattern Book – 4 Person 2-bedroom house 'Narrow semi-detached'

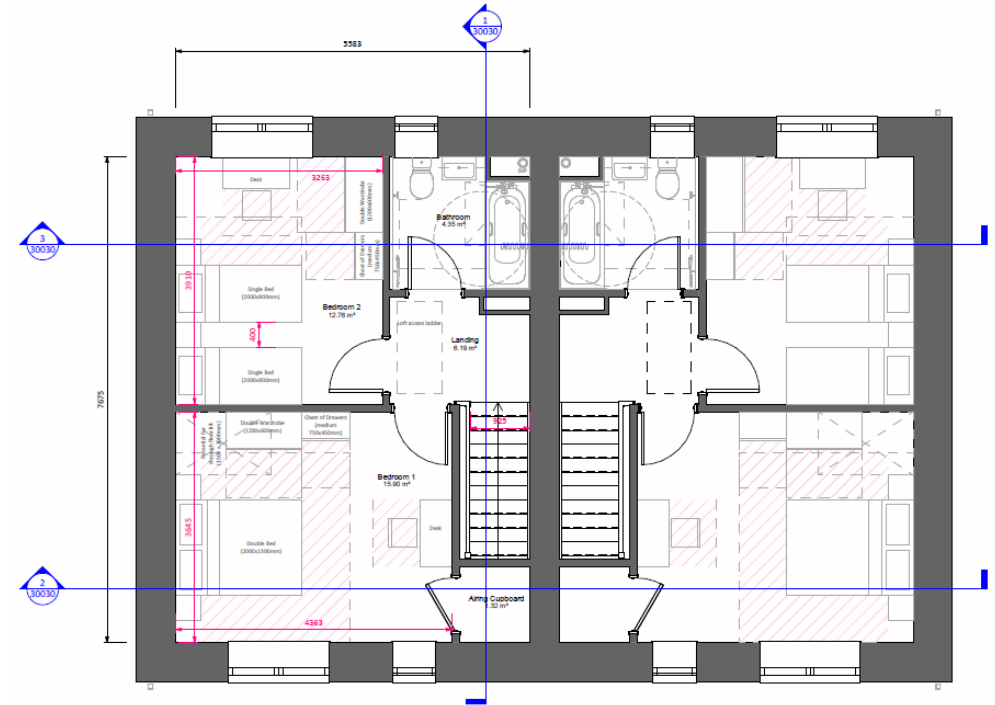
Ground Floor Area - 42.85m<sup>2</sup>

First Floor Area - 42.85m<sup>2</sup>

**Total Area – 85.70m<sup>2</sup>**



GA Level 00  
1 : 50



GA Level 01  
1 : 50

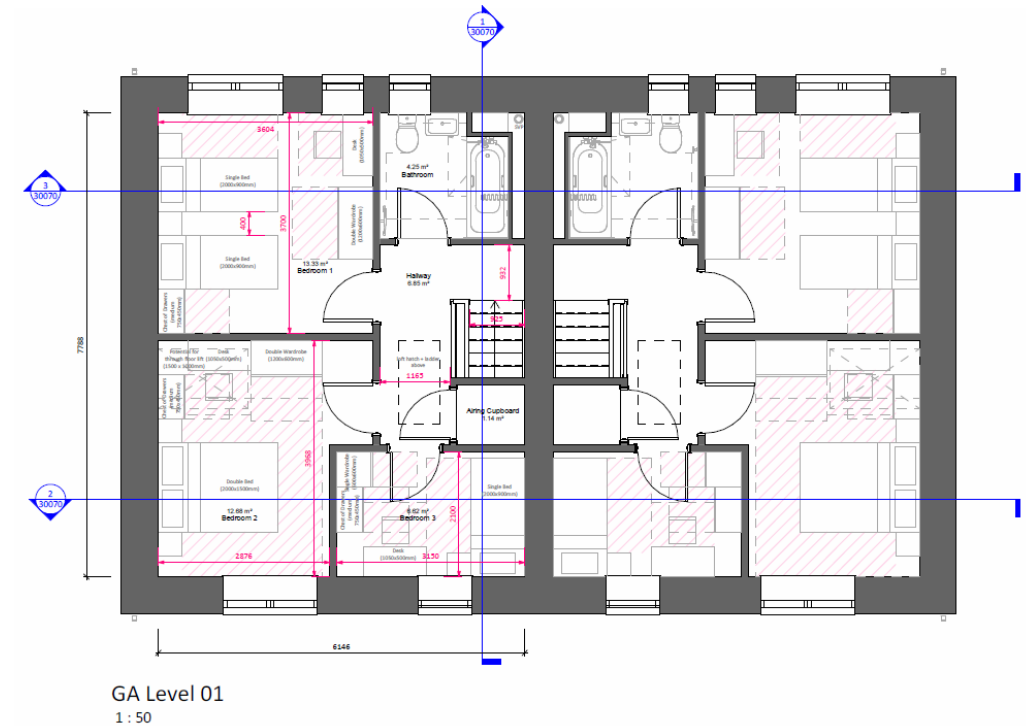
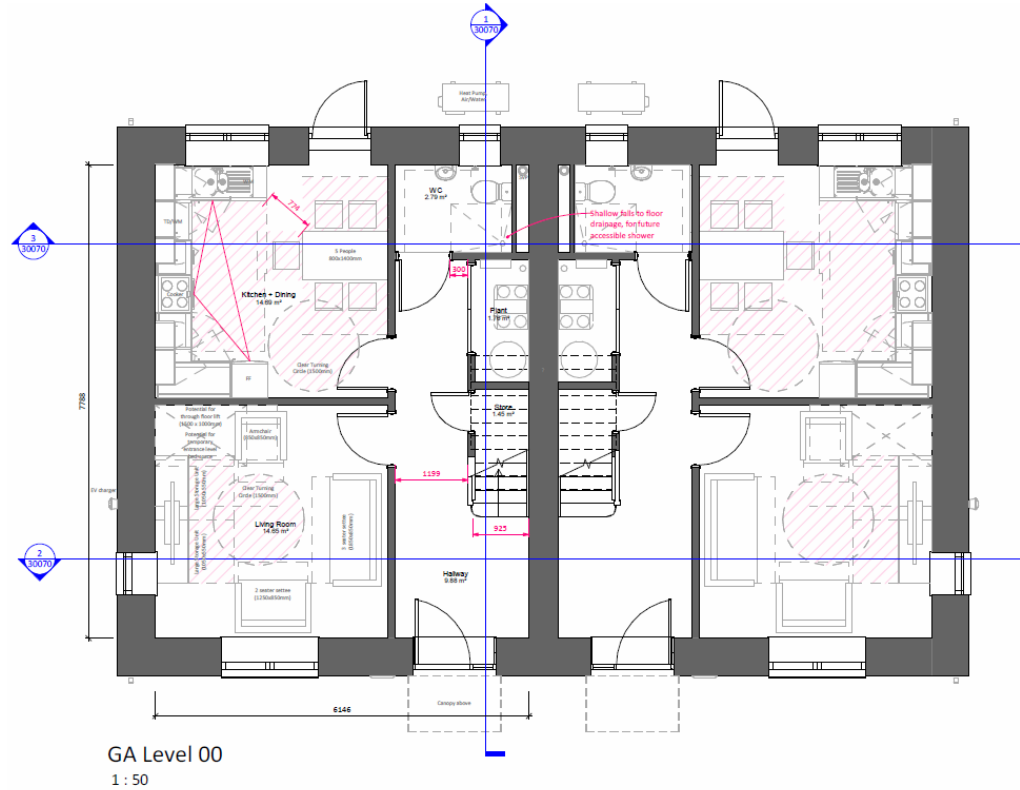
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## TAYC Pattern Book – 5 Person 3-bedroom house 'Narrow semi-detached'

Ground Floor Area - 47.83m<sup>2</sup>

First Floor Area - 47.86m<sup>2</sup>

**Total Area – 95.72m<sup>2</sup>**



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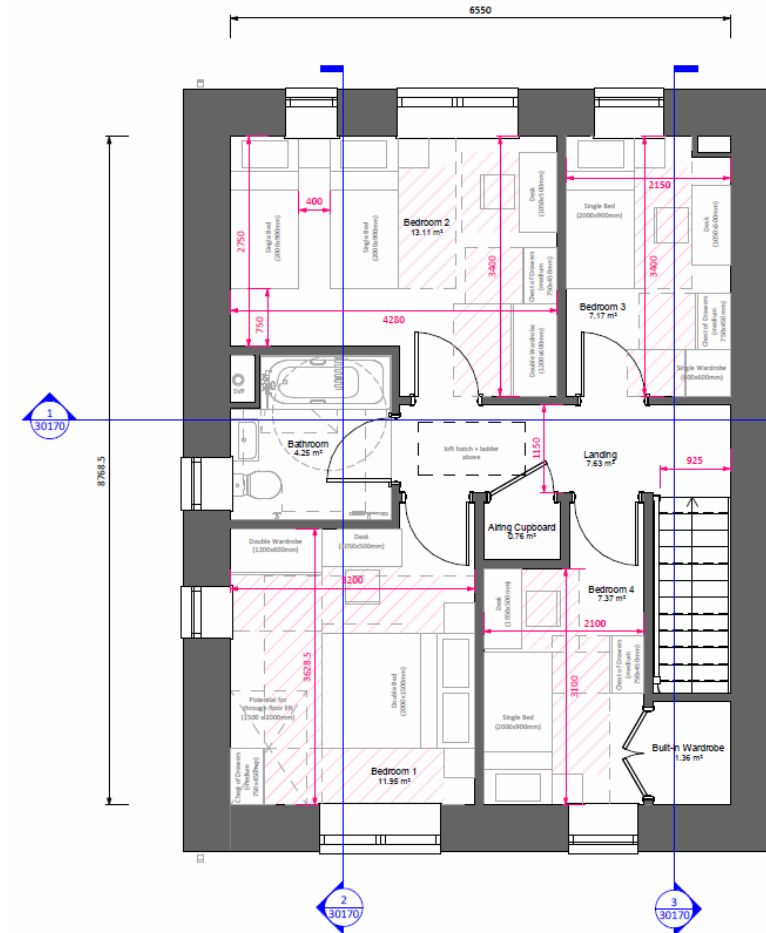
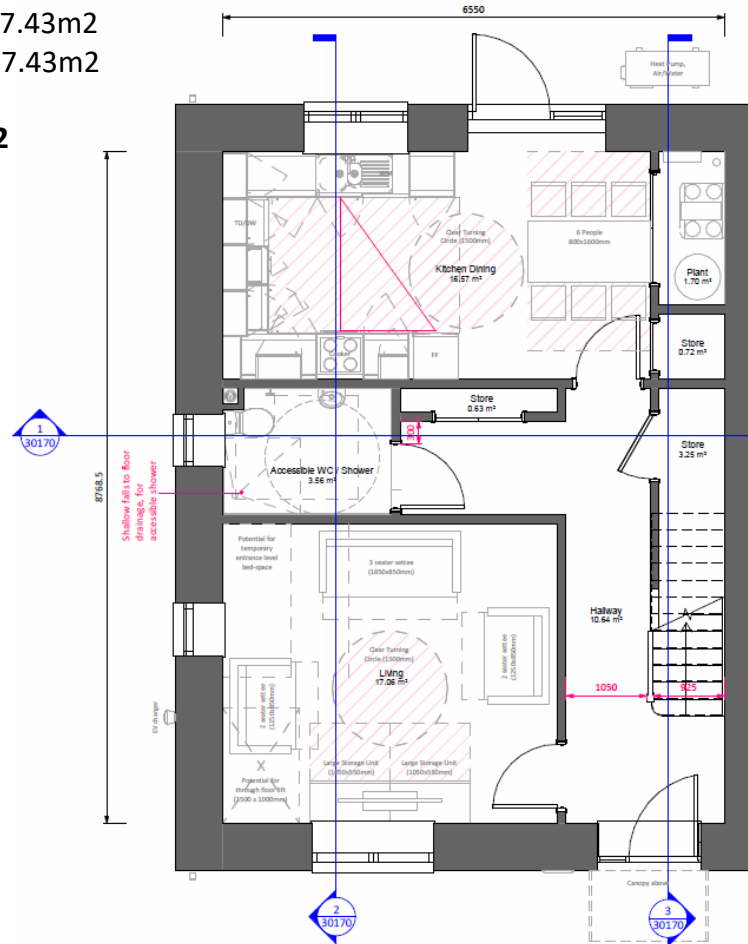


## TAYC Pattern Book – 6 Person 4-bedroom house 'detached'

Ground Floor Area - 57.43m<sup>2</sup>

First Floor Area - 57.43m<sup>2</sup>

**Total Area – 114.87m<sup>2</sup>**



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## Storage Areas:

(Storage areas highlighted in light green colour)

[ Required Storage Space = 3.0m<sup>2</sup>]

Ground Floor Storage Area = 0.84m<sup>2</sup>

First Floor Storage Area = 2.54m<sup>2</sup>

Total dwelling Storage Area = 3.38m<sup>2</sup>

## Floor Areas:

Total Gross Internal Ground Floor Area = 82.17m<sup>2</sup>

Total Gross Internal First Floor Area = 55.16m<sup>2</sup>

**Total Gross Internal Area = 137.33m<sup>2</sup>**

## Specialist house type brief:

The house will be for a family of 6 (2 Parents & 4 children). The father has mobility issues and will use the ground floor bedroom.

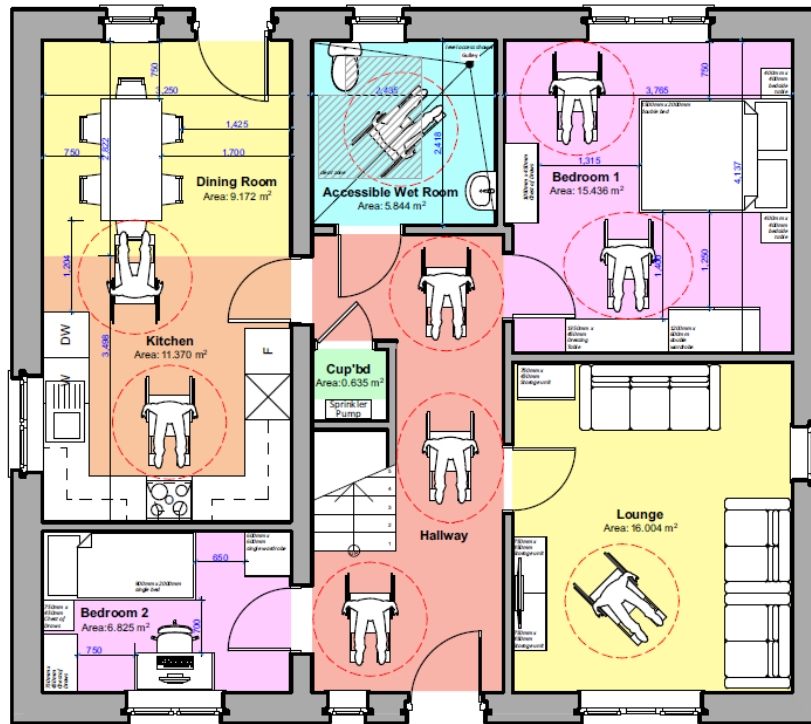
### Upstairs;

- 1 x double bedroom and 3 x single bedrooms
- Only one standard size bathroom required

### Downstairs;

- 1 x double bedroom for father with mobility issues
- Wet room required off bedroom (direct access not required)
- Other rooms required downstairs to be kitchen, dining room and lounge
- It is anticipated the dining room may also be use as a 6<sup>th</sup> bedroom for the mother who cares for the father.
- No through lift required, however a standard stair lift will be required

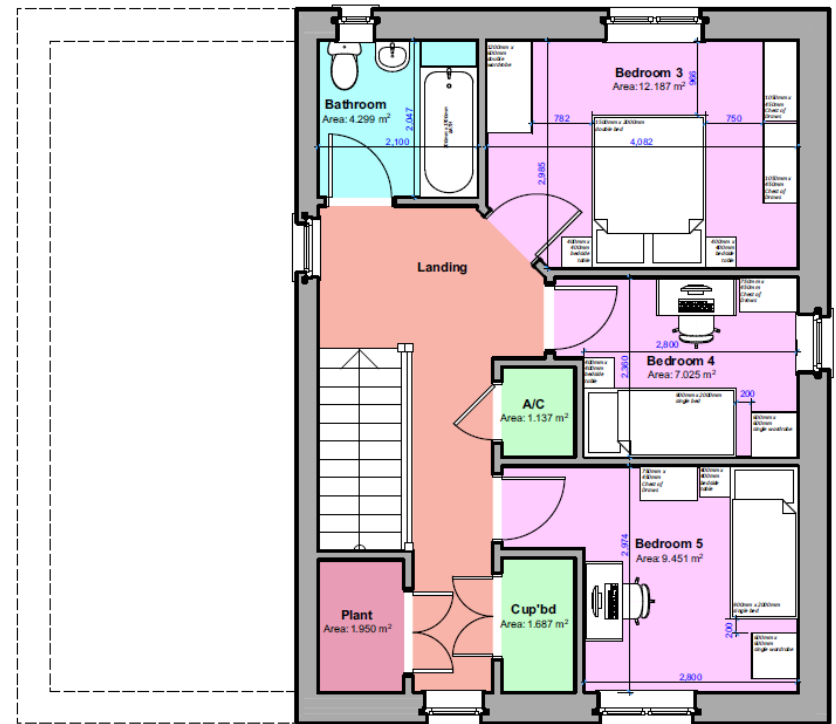
## Bespoke – 6 Person 5-bedroom house 'detached'



1

Ground Floor

1:100



2

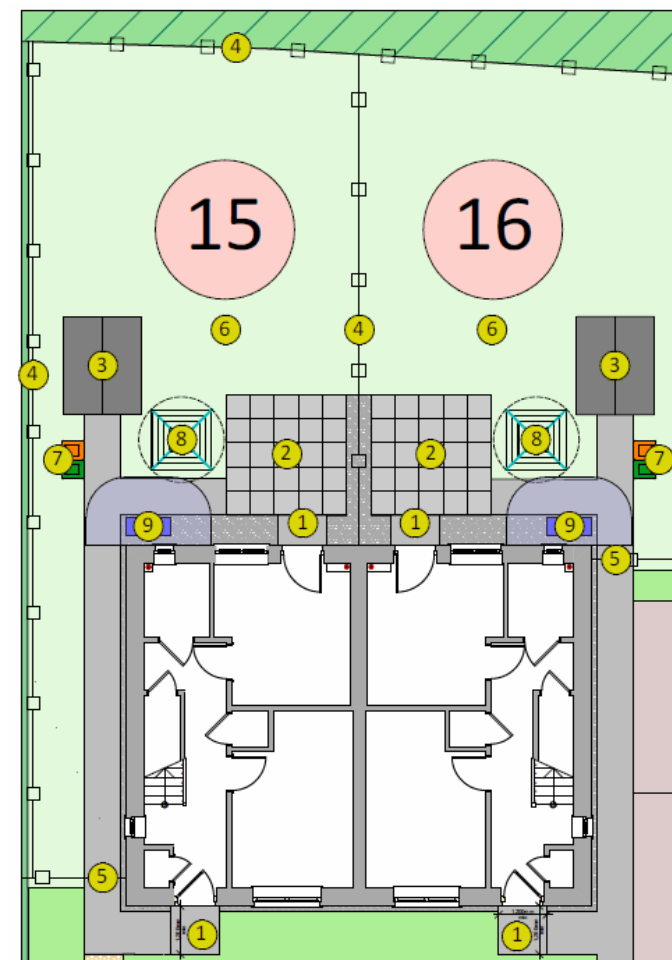
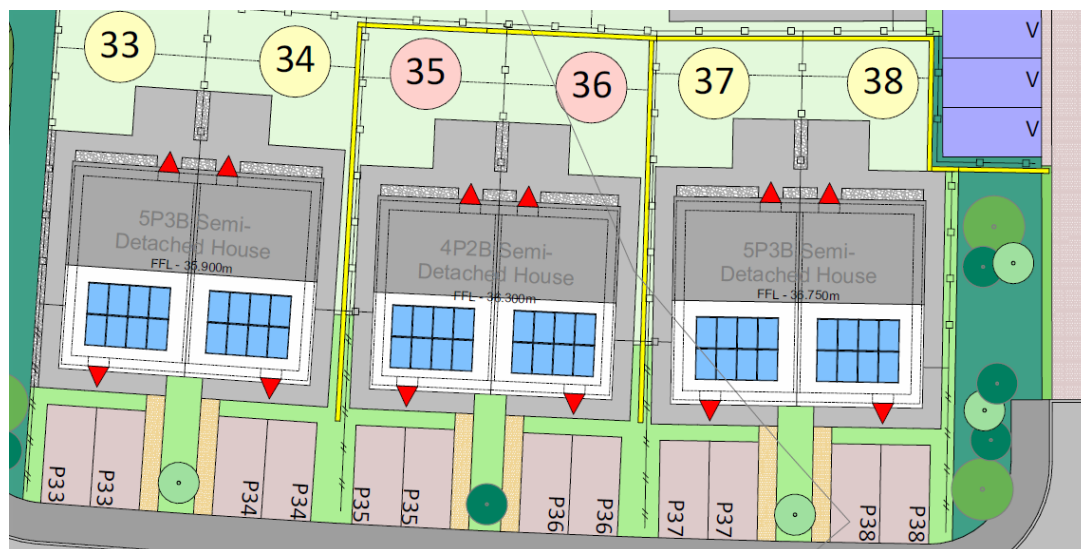
First Floor Plan

1:100



## TYPICAL HOUSE TYPES – REAR ENCLOSED GARDENS

Typical rear enclosed garden areas to each house type will be set out to achieve the following facilities.  
The principal aim is to provide a rear enclosed private garden area to each flat, in addition to houses.



1. Level Access
2. 3m x 3m level patio area
3. SBD compliant shed (bike storage, etc.)
4. SBD compliant timber fence with concrete post
5. Secure/lockable gate access
6. Grass Area (exceed area requirements for houses & bungalows)
7. Bin storage
8. Drying line
9. Location of ASHP

# Summary

## Welsh Government Quality Requirements 2021 'Creating Beautiful Homes and Places' (WDQR 2021)

The Development has been designed with an understanding to go beyond the minimum functional quality standards for general needs affordable homes and meet the requirements of Sections 1, 2 & 3 as well as Appendices A & B as set out in WDQR 2021. As referenced in WDQR 2021 houses have been designed to follow the recommended 16-point criteria set out in Lifetime Homes Standards and achieve a Gold Award under the Secure By Design New Homes Scheme.

The Development has been registered with SBD Homes 2023; Reference No: 30181187.

Thank you for your Secured by Design (SBD) development application, a copy of which is attached to this email, for your records.

Your application SBD/DOCO unique reference number is: 30181187 SBD Homes Application 2025-12-01 07:51:24

Your application is being processed and a Designing Out Crime Officer (DOCO), from the appointed Police Force will be in contact shortly to review and progress your submission.

Please refer to the above SBD/DOCO unique reference number (URN) when corresponding with your appointed DOCO.

Thank you for your submission.

The Secured by Design Team

The Design Out Crime Officer 'David Williams' advised, *'It will be nice to see progress here, since it was closed down the vacant building has become an attraction for low-level crime (some theft of piping etc) and anti-social behaviour. It's a nice location and I visited many times when it was occupied'.*

*To achieve the SBD Gold award, I'll be looking for the following on final inspection:*

- *All doors into the buildings are SBD compliant\**
- *Easily accessible windows are SBD compliant\*\**
- *An external light on each elevation with an entrance*
- *Any letter plate conforms to the DHF technical standard TS 008:2022+A1:2025*
- *A compliant boundary treatment of 1.8M gates and fence/wall*
- *A garden shed certified to Sold Secure SS301 Bronze*
- *A street lighting scheme which conforms to BS 5489-1:2020*



# Summary

## Welsh Government Placemaking Charter – 6 Placemaking Principals – Design Summary

- **People & Community:** Identified as a Lower Growth Town in Denbighshire County Council's LDP, Rhyl's functional characteristics and availability of services and facilities have defined its place within the 'Settlement Hierarchy'. The location of this site is well placed with a good range of services and facilities within walking distance, as well as good transport links to the Town Centre, Countywide and beyond. The settlement is considered one of the more sustainable locations in the county of Denbighshire.
- **Location:** The site location is well-connected and a sustainable location to live. Pedestrian links are directly connected to local amenities. There are safe and pleasant active travel links for pedestrians to access on foot inclusive of recreational facilities, open space, supermarkets, shops, café's, pubs, restaurants, and public transport links.
- **Movement:** Active travel movements in and around the town from this site will encourage residents to access the town and its facilities on foot, reducing car travel associated with the development. The road network can accommodate and encourage the use of bicycles. There are well-connected bus routes, good connectivity via A55 and rail links to major cities like Liverpool and Manchester.
- **Mix of Uses:** The location provides easy access to schools, parks, healthcare facilities and many local amenities requiring fewer people to use vehicles to access facilities. Combining necessary sustainable drainage features with open space maximises amenity space within the development providing opportunities to maximise green space and social spaces for people to meet. Additional pockets of amenity space dotted around the site provides further opportunities for people to mix and integrate having a positive impact on building communities and wellbeing. Accessible footpaths and links along with level access to properties and gardens will help and encourage aging and less able individuals to live independently.
- **Public Realm:** The site provides safe walking access to open space, parks, and leisure facilities in addition to public transport links to the nearby service centres in Holywell and Flint. Dedicated areas of amenity space within the development site will offer safe areas for children to play with houses located to provide natural surveillance to the streetscape and amenity areas, to encourage a safe environment to live. The introduction of bird boxes, bat boxes and hedgehog highways to fencing enclosing rear gardens will further enhance biodiversity opportunities, and landscape and water management features have been brought together to manage surface water and create opportunities for amenity/open space.
- **Identity:** Creating a mix of well-designed houses suitable for all generations, set in an attractive environment with a strong community will provide residents with a strong sense of belonging and 'pride' in the area they live. The fabric first approach combined with smart and innovative technology will be designed to be resilient to climate change and combat fuel poverty.