# 1. INTRODUCTION & SITE LOCATION



# Welcome to our public consultation exhibition for the proposed redevelopment of the former Penrhos Aluminium Works site in Anglesey.

We are Anglesey Land Holdings Ltd, a company formed by Stena Line. We are promoting the redevelopment of this important previously developed site which we now refer to as 'Prosperity Parc'.

We are focused on delivering a new chapter in the story of this important site, and in the economic story of Anglesey and Holyhead. As set out at this exhibition, we propose a high-quality, high-value employment led scheme which will deliver in excess of 1100 new direct jobs, and which will unlock wider benefits and investment in the local economy as an important part of the wider Anglesey Freeport.

The information at this exhibition provides details about the emerging proposals based on our work to date. We are keen to get the views of local people and consultees, as we continue to prepare our planning application – we hope to submit our application in early 2025.

# Site Location and Description

The Prosperity Parc site has a history as an important industrial and employment site, and was formerly home to the Aluminium Works which closed in 2013. Since then the site has sat largely derelict. However, the site has been identified and allocated as an employment site in the adopted Local Plan, which supports its continued use as an employment site.

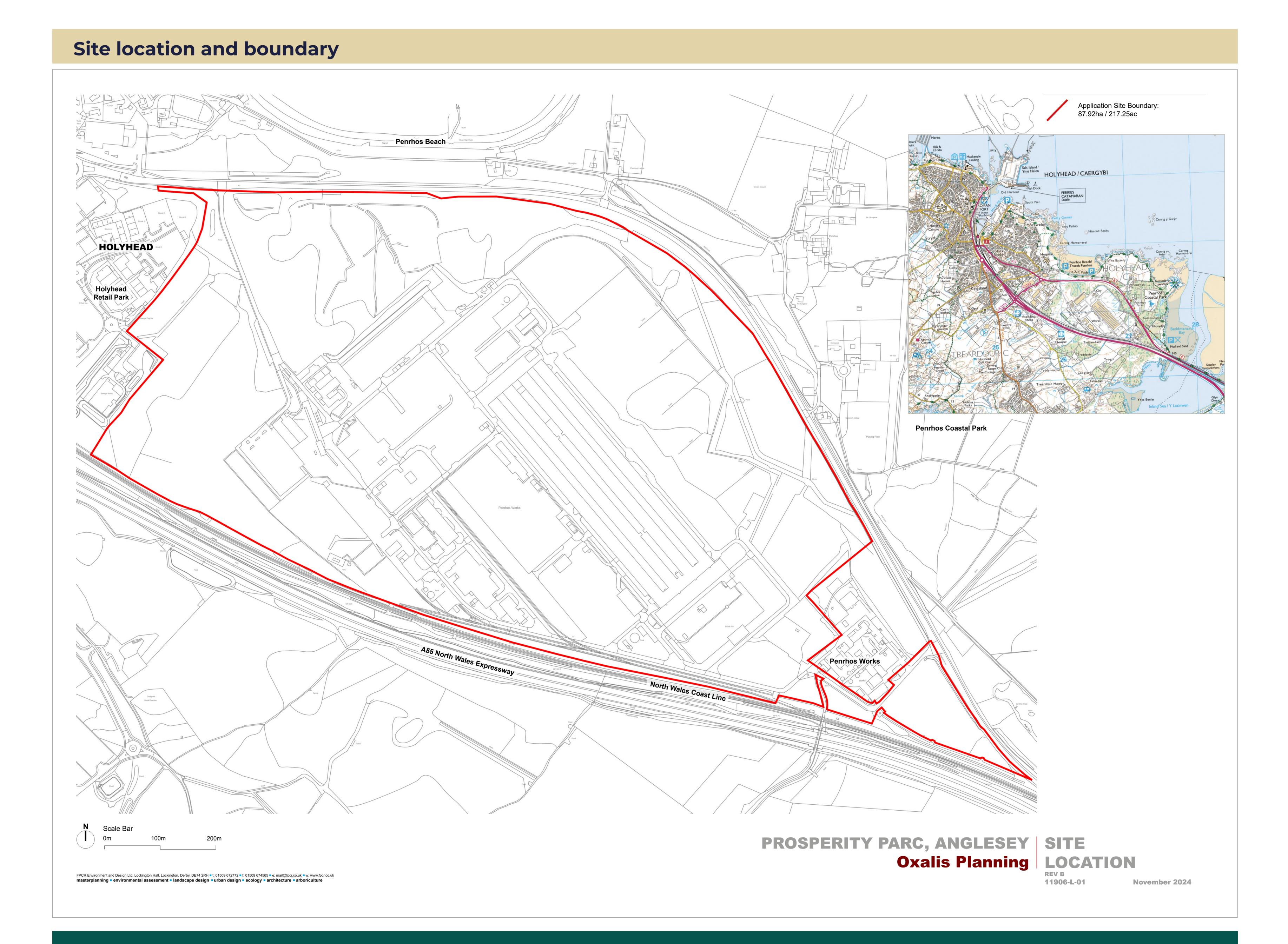
The proposed site is located north of the A55 on the south-eastern edge of Holyhead. It is contained to the north by the A5 London Road, with the coastline of Penrhos Bay nearby to the north. The Holyhead Retail Park forms the site's western boundary.

Many of the former Aluminium Works buildings have now been demolished, including the former chimney. This forms part of work to prepare the site ahead of redevelopment, and to address small areas of known contamination within the site. The site has also been subject to landscaping maintenance and management after many years of neglect.

There are a small number of ongoing active business based on site – these will be relocated in a phased way to allow their continued operation either within the site, or on other nearby sites including within the Anglesey Freeport (see Board 6).

The AMG Apolco industrial facility is outside of the application site, but sits within the wider site of the former Works. The site application location plan shows the application site boundary.

The site is well located for redevelopment due to its proximity to the strategic road network, and given its relationship with the town of Holyhead and other existing commercial and employment areas.





Draft planning application documents, and a copy of these exhibition display boards, can be found at:

www.cadnantplanning.co.uk/prosperity-parc.



Comments can be provided by email to: PAC@cadnantplanning.co.uk.



# 2. THE PROPOSAL

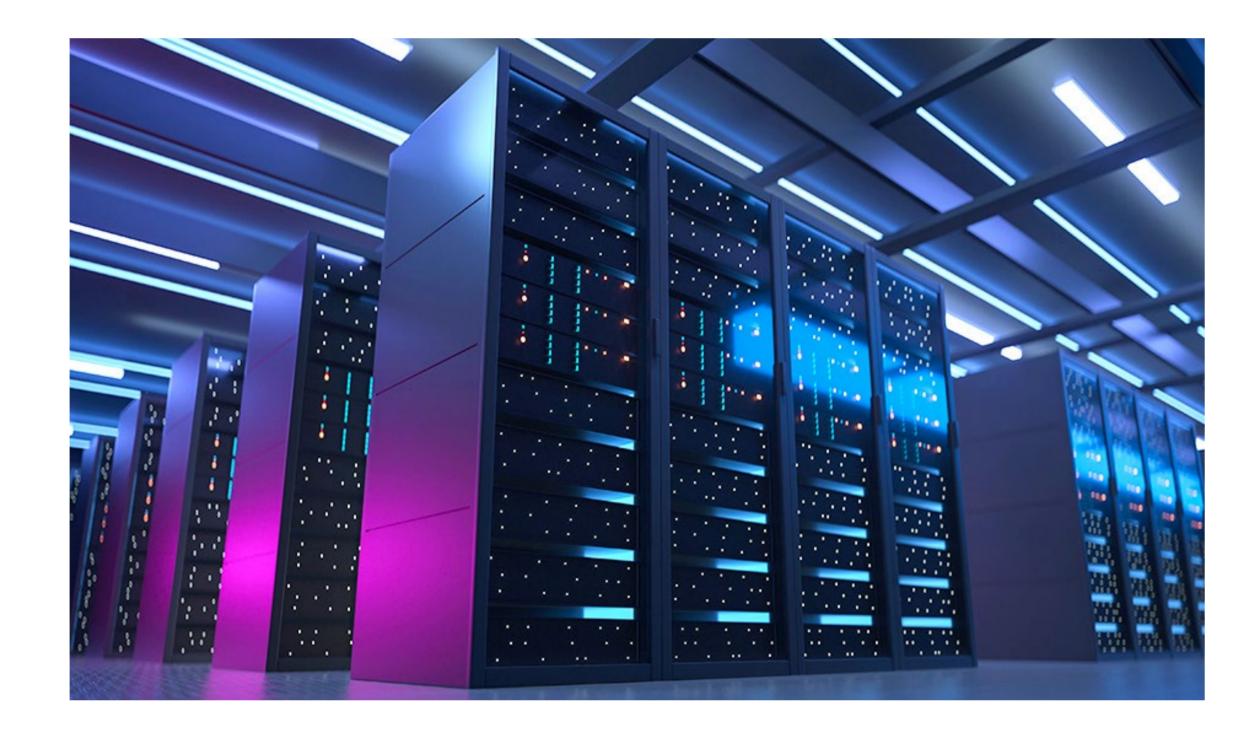


We are proposing to submit an outline planning application for the comprehensive redevelopment of the Prosperity Parc site for new employment uses to deliver a new 'Technology Park' campus. This will consist of datacentres (B8 use class), with office and research and development buildings (use class B1), as well as a Battery Storage facility.

The application will be for:

"Outline permission for the redevelopment to include demolition of structures and buildings to allow construction of new employment floorspace including, data centres (use class B8), offices and research and development space (use class B1), and battery energy storage (Unique Use). Development to include drainage arrangements, retained and new landscaping, gatehouses, and other associated buildings, infrastructure and engineering works. All matters reserved except for (retained) site accesses from the A5."





As an outline application we will not fix the specific number or position of buildings on the site at this stage but will fix the site access points. The outline application will seek to confirm certain uses and scale of development, (as defind 'parameters') but the specific details of site layout and building design will be informed by the requirements of occupiers and employers in due course. However, 'parameters' agreed now would provide a clear framework and context for future detail to be submitted for approval by the Council (known as 'reserved matters' applications). **The Parameters Plan is shown on board 3**. The Illustrative Masterplan shows how the site could be developed in accordance with the proposed 'parameters'.

The site's past uses are directly relevant to the opportunity it presents now for redevelopment. As a 'brownfield' (previously developed) site, redevelopment and re-use of this site is sustainable and allows the re-use or repurposing of existing infrastructure which can help reduce the environmental impact of development. For example, the site has existing direct accesses onto the A5, and has good access to the A55 which connects Holy Island to Anglesey, and the wider UK road network. It has existing drainage infrastructure which will be incorporated into a new drainage system for the site. The site is well contained by existing tree planting and other landscaping, particularly along the northern edge with the A5, and this key feature and other areas of tree and other planting will be retained to help filter or remove views of activity and buildings within the site.







# 3. THE PROPOSAL, CONTINUED



#### The proposals comprise the following uses:

- Up to 10,000sqm B1 office
- Up to 5,000sqm B1 research and development space
- Minimum of 223,000sqm/maximum of 238,000sqm B8 data centre use (with the data centre use exclusively, and no standard B8 storage and distribution uses).

The main use proposed on the site is for B8 Data Centres as part of the new 'Technology Park' which will account for the majority of the proposed floorspace. Consent has already been granted for a Battery Storage facility (BESS), and this use also forms part of the proposed redevelopment.

The site benefits from access to very large amounts of grid power, as well as good access to strategic telecommunications links to Ireland, the wider UK, and beyond. Coupled with Anglesey's potential to support a range of new energy generation sources, this makes the site particularly well suited to Data Centres.

The planning application will be supported by a range of reports and assessments into relevant environmental and technical issues. These reports and assessments include:



## Welsh Language and Economic Impacts



Trees;



Highways and access;



Drainage and water;



Noise



Ecology and habitats;



Landscape and visual issues, including the relationship with key views and nearby settlements;



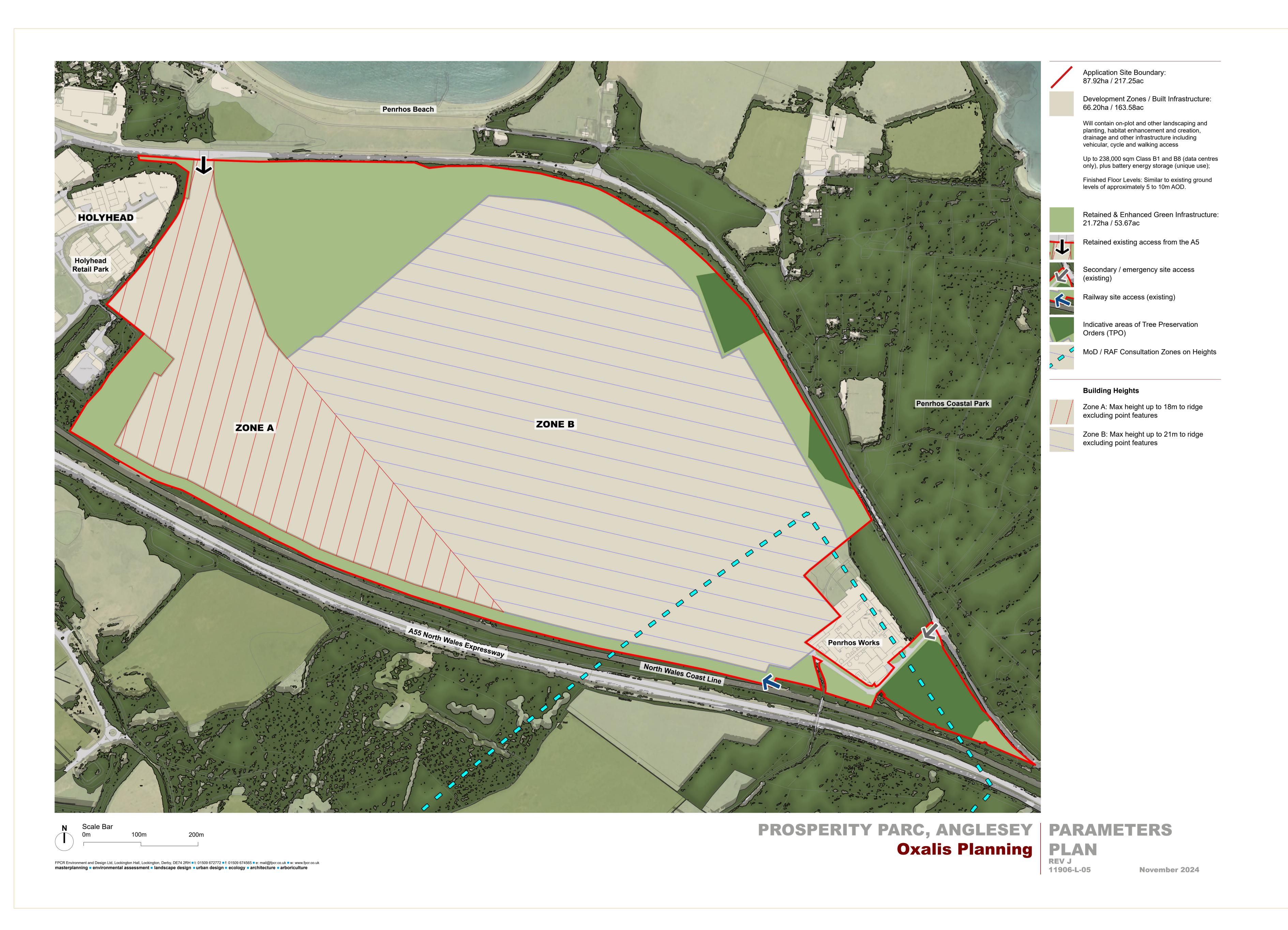
Ground conditions.

## The Parameters Plan

The Parameters Plan defines a number of key details, including the maximum amount and type of development proposed on the site, maximum heights of new buildings, but also which parts of the site are to be developed with new buildings and other infrastructure, and which parts are to be new or retained green infrastructure or landscaping. The parameters include an area of approximately 3ha (7.4 acres) of new structural woodland planting along the southern boundary of the site, which would help compensate for some proposed losses of existing plantation woodland within the site.

#### Other key parameters proposed are:

- Maximum building heights of 21m to ridge of roof in the northeastern half of the site, 18m on the remainder;
- Many areas within the site, including the northern boundary and the frontage area adjacent to the existing main site access are to be retained as green and landscaped areas.



# 4. ENVIRONMENTALISSUES



This board provides a summary of some of the environmental issues being assessed and which will form part of the planning application. Draft reports are available as part of the consultation process, along with a copy of these exhibition boards – via www.cadnantplanning.co.uk/prosperity-parc.

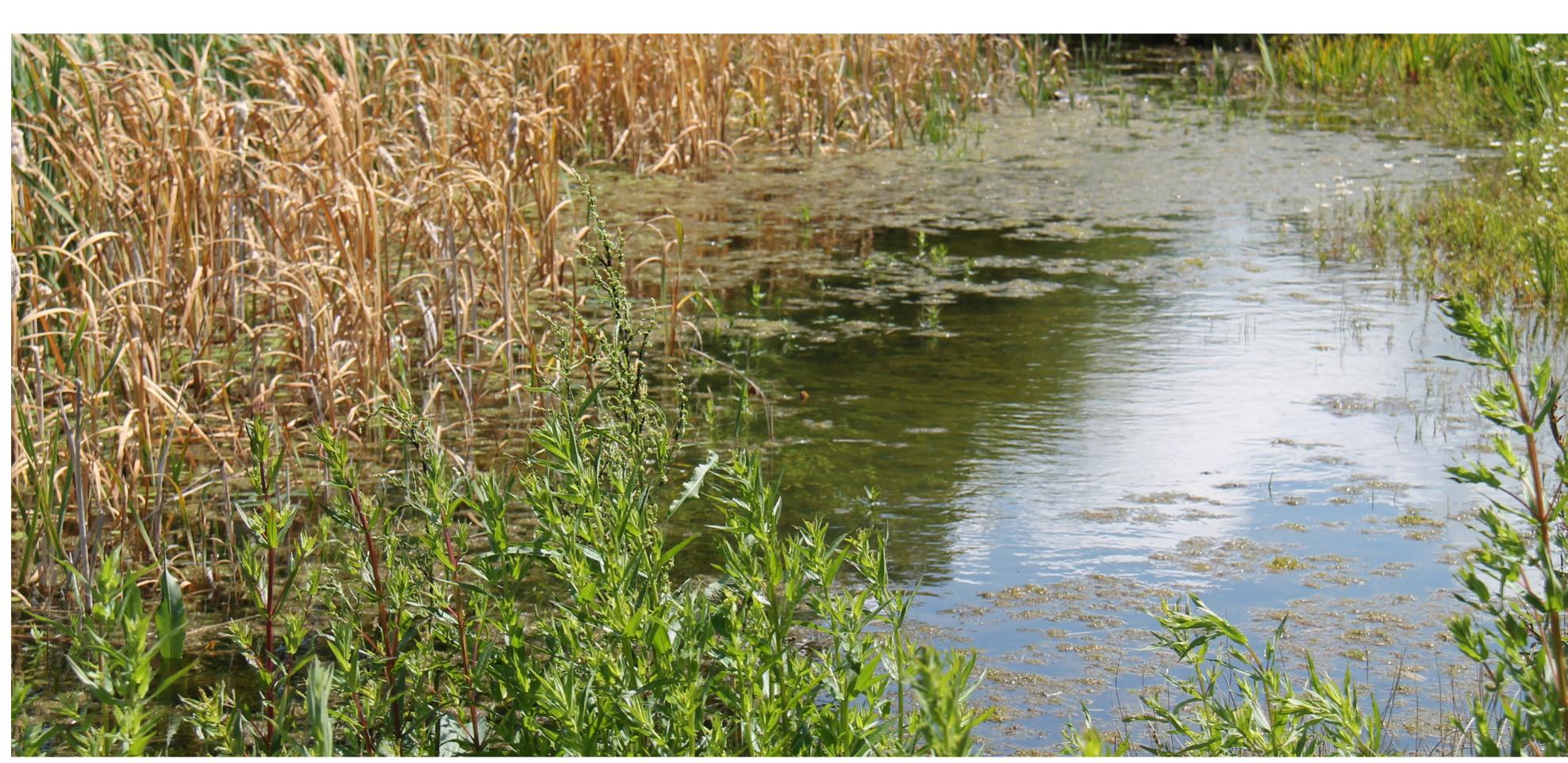
#### **Drainage and Flood-risk:**

The core of the site (where new built development is proposed) is in flood-zone 1, the lowest category of risk. However, a full flood-risk and drainage assessment is being prepared. It confirms that the site can be developed without creating any new off-site flood-risks, and without exacerbating any existing issues. The existing green, lower lying area located to the east of the existing site access road is at higher risk (from coastal flooding) in extreme events, but no development is proposed in that area.

The proposed on-site drainage strategy will make use of existing drainage infrastructure and ensure no increase in the rates of discharge of water from the site to off-site areas. In addition, through future reserved matters applications it is anticipated that the site will see new sustainable drainage features incorporated into on-site landscaping areas.







#### **Ecology and Trees:**

A range of species specific ecology and tree surveys have been undertaken since 2022/23. Much of this brownfield site is under buildings or hard-standing and of low ecological value. There are no designated ecological features or habitats within the site, or immediately adjacent to it. There are two small areas of Protected Trees within the northern boundary – these are not to be affected by the proposed development.

The surveys show that some parts of the site accommodate species or habitats of interest. In summary, the survey evidence shows:

- On-site tree planting includes large areas of low to moderate quality plantation woodland, with no high-value specimens or groups – the site includes on hedgerow of moderate ecological value;
- There is no evidence of use by the site by Red Squirrel;
- All recorded species of birds on site are widespread in North Wales, and no significant overwintering populations were registered;
- The site is of low value for bats, but existing boundary trees offer potential for foraging (which are to be retained);
- There is evidence of a range of invertebrates on-site, including a number of priority species.

The main features of ecological interest are located outside of the area now proposed for redevelopment. The proposals include the loss of some plantation woodland within the site, much of which is relatively poor quality and has not been well managed. However, the vast majority of woodland planting on-site will be retained and supported through improved management and new planting (secured via future reserved matters applications). The proposals would see additional structural landscaping and boundary tree planting along the southern edge of the site equating to around 3ha (7.4 acres) – this area could accommodate at least around 7500 new trees, with additional tree and other planting to be proposed within the site on-plots as buildings come forward in due course. Combined with better management of existing habitats, the site will deliver significant new tree and other planting which support a range of existing and new habitats and help enhance biodiversity.

#### **Noise and Lighting**

The existing 'baseline' noise context for the site has been assessed, and includes noise from the A55 (and A5). Also, historically, the site was known to be relatively noisy when the Works were operational.

The noise assessment uses data from the Transport Assessment to assess the effects of traffic on nearby communities, as well as the likely noise from operation of the site and future buildings. The assessment assumes 24 hr operations as a worst-case, and makes other assumptions about plant and noise sources to give a robust assessment of potential future noise.

Given the site's location and relatively limited number of direct neighbours, the emerging results show no adverse effects are likely on any nearby residential properties.

The Lighting Assessment focuses on the likely impacts at the site boundary and at locations (houses or other views) outside the site, but also considers how to avoid adverse impacts on ecological features which may be sensitive to artificial light. The Assessment shows that with robust assumptions about lighting there will be only slight or neutral effects on any off-site locations. The Assessment will help inform the detail of a future lighting strategy which would be secured by a planning condition if the proposals are approved in due course.

#### Contamination

The site's historic uses have created small pockets of pollution within the site. These have been fully assessed and monitored, and have also been subject to a comprehensive strategy of remediation by the site's former owners (which has continued until very recently). The measures used have reduced the area and significance of that former pollution to such levels that the site can be redeveloped without harm to on-site or off-site human or other populations nearby.



New structural landscaping and boundary tree planting along the southern edge of the site of 3ha (7.4 acres) would accommodate a minimum of **7500 new trees**.



# 5. ENVIRONMENTAL ISSUES, CONTINUED

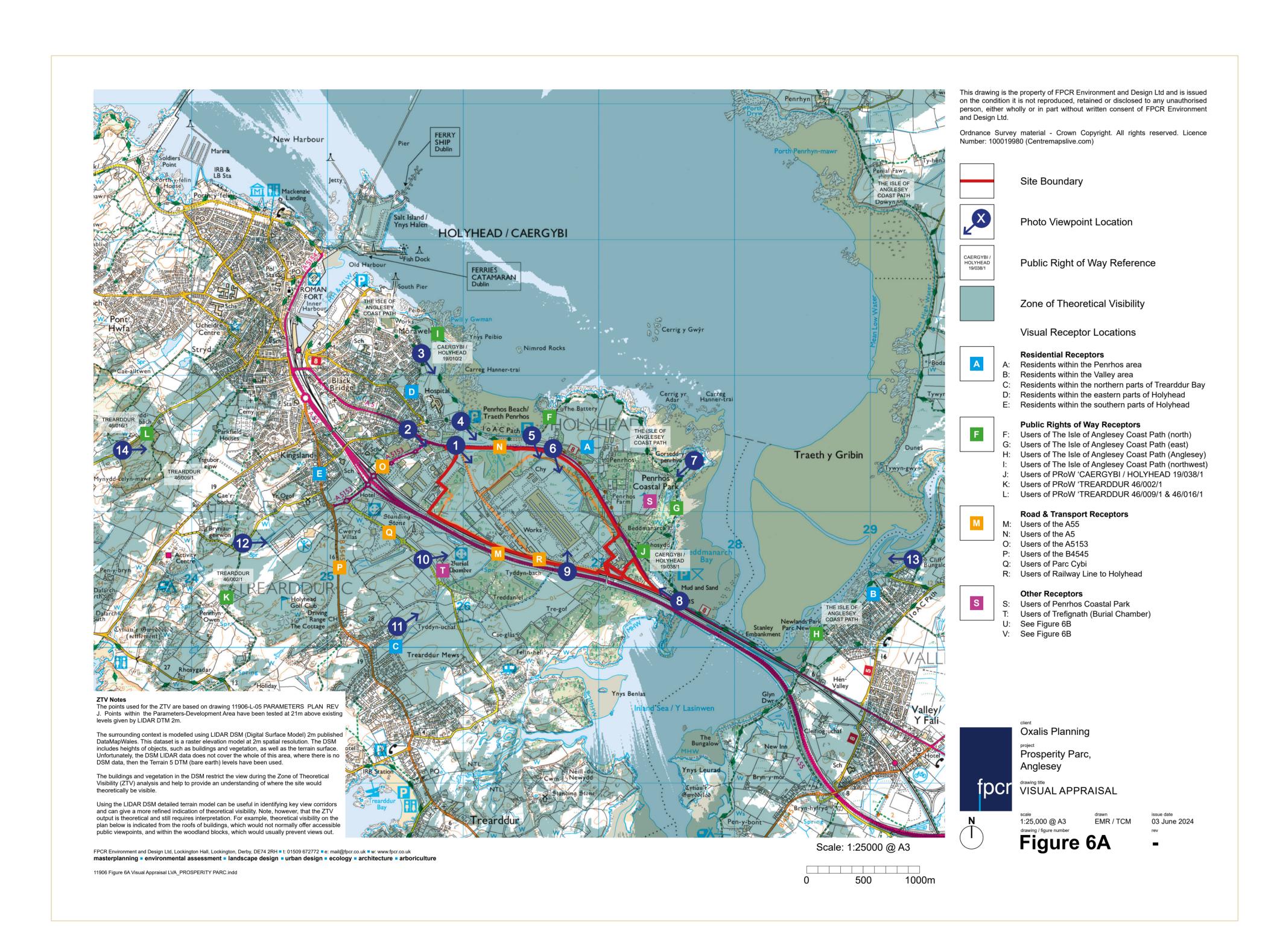


#### Landscape and Visual

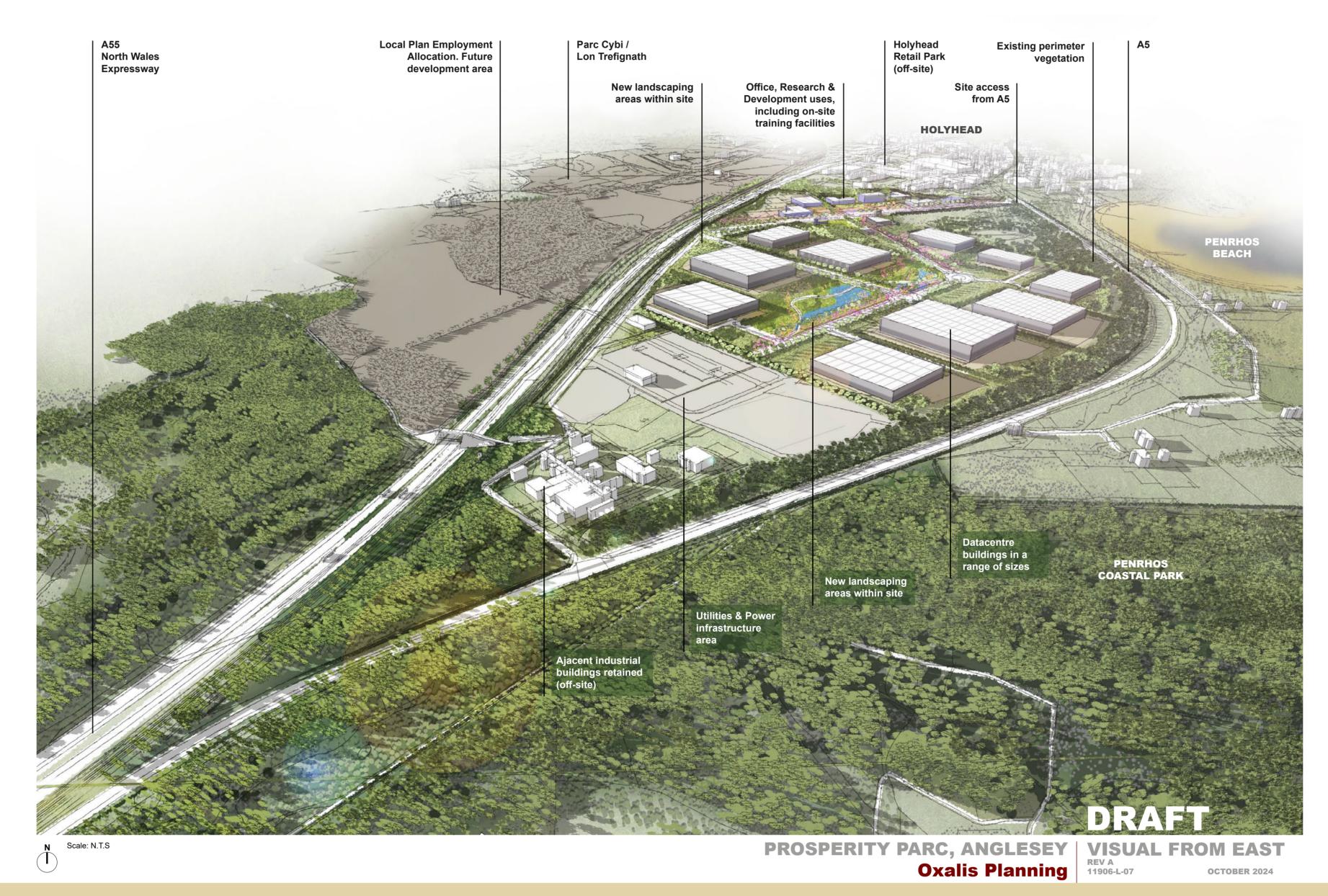
The application will include a Landscape and Visual Assessment (LVA) which has informed the emerging proposals. The LVA process has helped shape the development proposals with regard to max building heights across the site, plus the approach to new landscaping, especially along the southern boundary to the A55, to help minimise the likely visual impacts.

The assessment considers a range of representative viewpoints and the choice of views were agreed with the Council to ensure some of the potentially most sensitive views are included - these viewpoints are shown on the plan below.

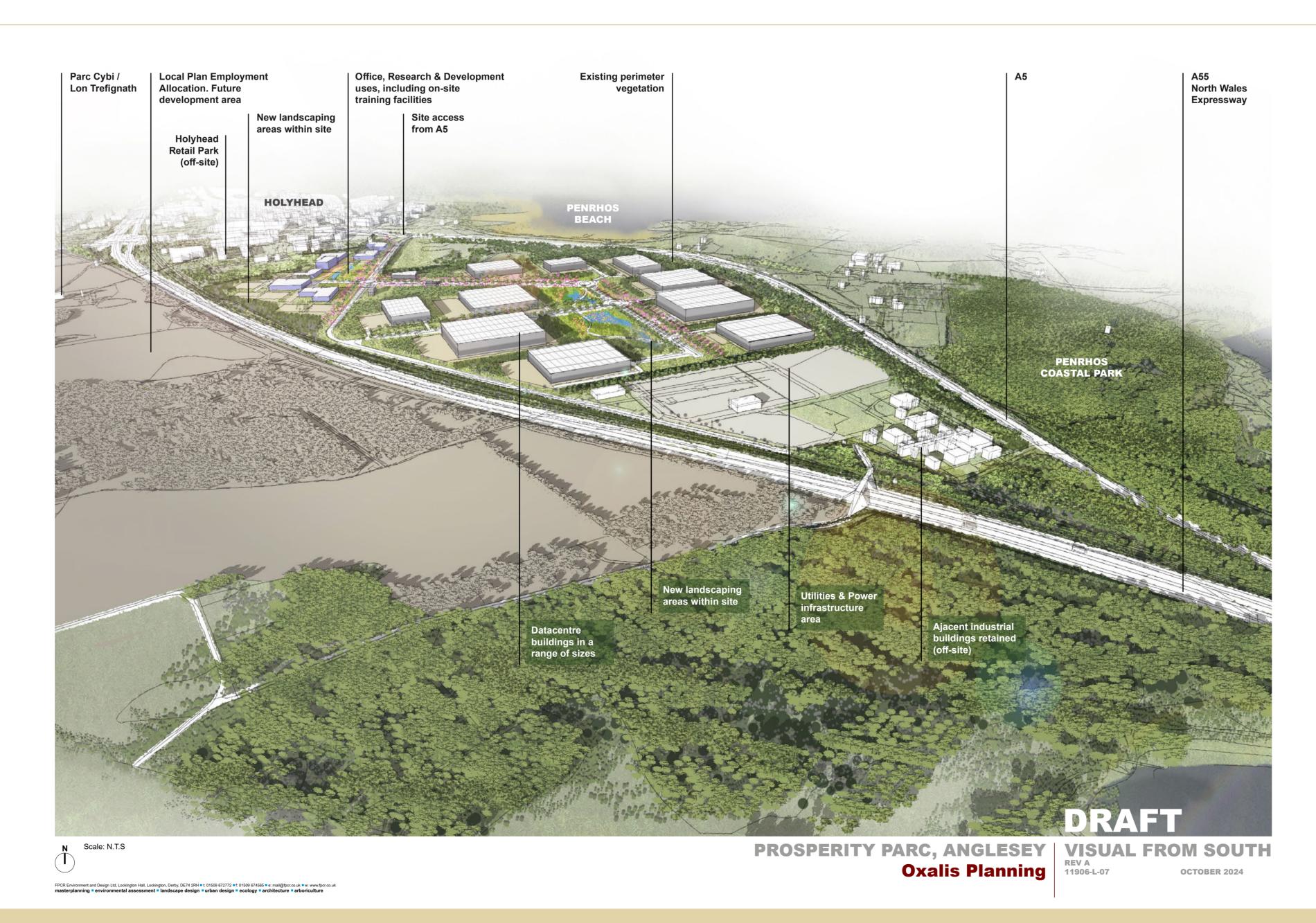
The site historically included large-scale buildings, and a chimney, which were visible from many surrounding areas. The reintroduction of new employment buildings will inevitably have some impacts, albeit these will be minimised through high-quality material and design as well as through the inclusion of retained and new landscaping within the site. As a result, the proposals are not expected to have any significant long-term adverse impacts on either the wider landscape (including the AoNB) or on views from surrounding areas.



At this outline stage we are not proposing a particular layout or design for the site, but we have prepared illustrative plans to help show how the site could be developed in accordance with the proposed parameters. Illustrative visual plans are shown below – these are consistent with the Illustrative Masterplan shown on Board 2. They also show the site in the local context, including land south of the A55 which is also allocated in the Local Plan for employment development, and forms part of the emerging Freeport.



Visual from East

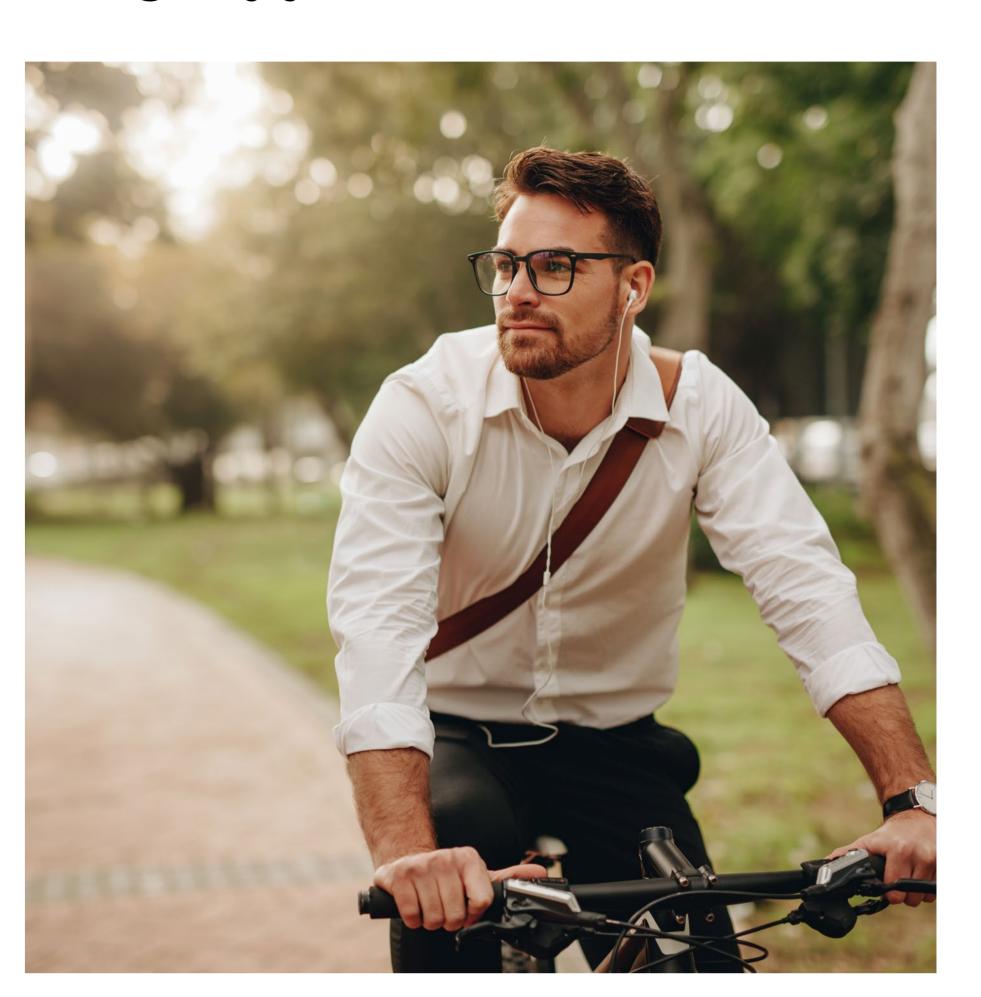


Visual from South

#### **Highways and Access**

A Transport Assessment (TA) will form part of the planning application, and the scope of this has been discussed with both IACC Highways, and Welsh Government Highways. The TA uses data regarding the typical traffic flows and patterns from the uses proposed to assess the likely impact in terms of traffic on local and nearby roads, including key junctions of the A55.





The proposals would retain and re-use the existing site accesses from the A5. This access also provides the existing pedestrian and cycle access to the site, with bus stops nearby to the west in the Holyhead Retail Park and on London Road. The potential to deliver new foot or cycle access into the site will also be explored, as will the opportunity to improve bus access to the site.

The site historically accommodated around 700 jobs with associated traffic from employees and deliveries (including HGVs). Although the proposed redevelopment is likely to generate a larger number of jobs, the TA shows the traffic generated by the redevelopment of the scheme would not create any significant impacts on any parts of the road network. The nature of the proposed uses – datacentres and B1 office and research and development – means the number of HGVs will be reduced when compared to industrial or other uses.



# 6. ECONOMIC AND OTHER BENEFITS



The potential local benefits from the proposed redevelopment of this key site are numerous and diverse.

We are keen to take opportunities to maximise the local benefits (i.e. benefits to Holyhead and Anglesey as a whole). We expect significant opportunities to support and enhance the local and regional economy, as well as to support the Welsh language and culture.

The application will include an economic impact report which defines and estimates the likely scale and nature of the economic benefits. A separate Welsh Language Impact Assessment will also identify opportunities to ensure wider benefits for the local community and on Welsh culture and language. These assessments underline the opportunities for both direct and indirect positive impacts relating to the proposed redevelopment of the site.

The site is one of the largest sites included within the Anglesey Freeport (see below). Although the planning process is separate to the Freeport process, there is likely to be some overlap with measures being proposed by the Freeport around local training, education and skills to ensure the local community are well placed to take advantage of the new jobs created. Through creating new jobs and reducing the need for residents to commute off the Island there are opportunities to reduce out-migration, and strengthen local communities and culture, including the Welsh language. We also expect to deliver improvements to make it easier to access the site on foot, cycle, and through enhancements to local bus services or infrastructure.

The combination of attributes at Prosperity Parc, including access to significant power and telecommunications infrastructure, make it a highly attractive site for new investment by Data Centre operators. This is a key and growing sector in the UK economy, with a diverse and high-value supplychain. There will be a diverse range of jobs created, requiring different skills, and measures will be implemented to help maximise opportunities for the local community to benefit from these jobs.

Our estimates are that the Gross Value Added (GVA) of Anglesey will increase by around £80m per annum once the site is operational.

As we do not yet have fixed or detailed proposals for specific end-occupiers for the site, the detail of the type and number of jobs created are not confirmed. However, using standard and typical data about similar sites and uses, it is estimated that the site will deliver upwards of 1100 jobs.



IN EXCESS OF 1100 DIRECT JOB

**INVESTING IN** 

LOCAL ENERGY

INFRASTRUCTURE

JOBS

890 CONSTRUCTION



BROWNFIELD REGENERATION



LOCAL SKILLS AND EDUCATION INVESTMENT



RETAINED AND NEW HABITATS AND TREES

If approved, the Construction process would also see major investment and create significant employment and other economic benefits - around 890 full time jobs are expected (direct and indirect) from the construction process which could last for around 5 years.

In summary, some examples of the anticipated local benefits, include:

- Re-use of a long-standing vacant and derelict brownfield site boosting the quality of the local environment at a key gateway site in Holyhead, and helping deliver Local Plan policy;
- Significant new tree and other planting and 'green infrastructure' as part of a high-quality new environment on-site, supporting biodiversity improvements;
- Improvements to the local power and energy infrastructure, unlocking the potential to bring forward development on other allocated Local Plan employment and development sites;
- New local training and skills opportunities associated with new job creation through collaboration with local schools, colleges and Universities to help maximise the opportunities for the local community.

# The Freeport Context

In March 2023 the Welsh and UK Governments approved Anglesey's bid to become one of the first Welsh Freeports. The Freeport is being progressed by a partnership of Anglesey County Council and Stena Line, working with other landowners and bodies. The aspirations of the Freeport are to deliver and attract investment opportunities for businesses considering their future operations, as well as bolstering Anglesey's vibrant island economy and the prosperity of communities across North Wales.

Anglesey Freeport is committed to delivering upon the shared objectives of the broader Freeport programme, including providing a hub for global

trade, innovation and investment, supporting local talent and embracing new employment opportunities in a range of sectors.

The application site (Prosperity Parc) forms part of the Anglesey Freeport, along with other sites which in combination will help deliver a range of local and strategic benefits. This includes benefits associated with collaboration with local schools and the Further Education sector, including Universities.

The Council and its partners are in regular contact with both Welsh and UK Governments about the next stages of the Freeport process.

## Next Steps

The expected next steps in bringing forward this site are:



#### December 2024

Statutory public consultation;



## January 2025

Collate and review feedback and comments received;



## **Early 2025**

Submit planning application

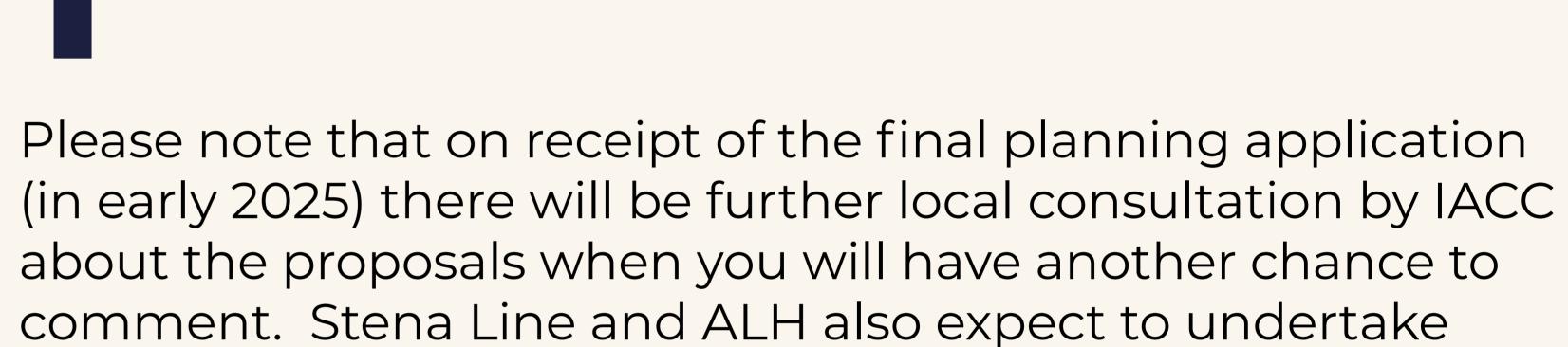


## Spring 2025

Target date for planning application to be determined by IACC.



Ongoing dialogue with potential occupiers and employers about their requirements.



further local engagement as our plans for the site progress.

## Feedback

We would welcome feedback on the proposals. Comments can be provided by email to PAC@cadnantplanning.co.uk.

Please feel free to ask the team any questions and fill out one of the provided feedback forms.

Alternatively, please visit our digital consultation page at:

www.cadnantplanning.co.uk/prosperity-parc.

