

Appendix 10.4: Effects on Character

Anglesey Character Area 1: Holyhead Mountain					
Susceptibility to Change: Medium		Lower	↔	Higher	Value: High
Scale	Large scale, open, exposed landscape. Very long range views outwards.	■			• Within Anglesey AONB; • Wales Coast Path National Trail; • Other public rights of way and open access land; • Breakwater Country Park, with pathways leading up the Mountain; • Mountain Village Conservation Area, covering Gorlan; • The Mountain is a prominent landmark; • The landscape is widely promoted and well used by people
Pattern/Complexity	Simple pattern of open grassland/moorland, superimposed on the mountain landform. Patches of scattered built development.		■		
Development/Human Influence	Whilst naturalistic influences are predominant, the presence of development and of human activity is generally present, including in views outwards. Development within the character area itself is sparse, and concentrated at Gorlan. Evidence of former quarrying activity, for example at the Breakwater Country Park			■	
Connections with adjacent areas	Clear contrast with lower-lying areas in terms of landform and land cover. Strong visual connection with the rest of Holy Island and the nearby parts of Anglesey. Obvious connections with the sea.			■	
Visual Interruption	Views are typically interrupted by screening features.			■	
Sensitivity: Medium The Character Area comprises the open, unenclosed landform of Holyhead Mountain. It is defined by natural influences, but the proximity to the town of Holyhead and the associated harbour development is very obvious. The contrast with adjacent areas (due to land cover and landform) and the connection with these due to the long range open views from elevated vantage points are the most susceptible components of character. Susceptibility to change is medium. Almost the entirety of the Character Area is located within the Anglesey AONB, and the small part that is outside of the designation boundary is within the Breakwater Country Park. The Wales Coast Path runs around the coast and a network of other public rights of way and permissive routes are also present. Additionally, much of the mountainside is open access land. The Breakwater Country Park overlaps the boundary, and the principle visitor facilities are located within the Character Area. There is a Conservation Area around Gorlan. Holyhead Mountain is a prominent and easily recognisable landmark feature. The landscape is widely promoted and is well used by the public. Value is high. Overall, sensitivity is medium. Whilst the value of the character area is high, it is not considered that any of the valued elements of the Character Area exhibit any strong sensitivity to change occurring within the Site.					
Size/ Scale of Effect: • Proposed Development would be added to the existing views eastwards across Holyhead and the associated harbour; • Limited change in visual context; • Existing characteristics would remain unaffected		Geographical Extent: • Concentrated at the eastern edge of the Character Area, where the landform orients views in the direction of the Site.			
Duration: • Long-term (permanent development)		Reversibility: • Irreversible (permanent development)			
Magnitude: Negligible The Proposed Development would be added to the existing views eastwards across Holyhead, resulting in some limited change in visual context from the eastern edge of the Character Area (where the landform focuses views in this direction). Existing characteristics would remain unaffected.					
Significant Effect: No					

A negligible level of effect would occur. The Proposed Development would be added to the existing and well-established long-range views out of the Character Area. These views are characteristic of the landscape, and include the existing urban and waterfront development at Holyhead. The existing character would not change perceptibly and effects would not be significant.

Adverse/ **Neutral**/ Beneficial:

The introduction of the Proposed Development would neither enhance nor detract from the quality of the landscape. As such, effects would be neutral.

Anglesey Character Area 2: Holy Island					
Susceptibility to Change: Medium		Lower	↔	Higher	Value: Medium to High
Scale	Dense pattern of built development within the town. Sparse development to the west, but with enclosure from field boundaries. Development typically small in scale, but the Great Breakwater and the ferry terminal are large features. Many scale indicators present (buildings, vehicles, vegetation etc)		■		• No landscape designations; • Wales Coast Path; • National Cycle Route 8; • Publicly accessible waterfront (including the Great Breakwater); • Breakwater Country Park; • Various tourist-related amenities; • Home to large numbers of people (in the Anglesey context).
Pattern/ Complexity	Complex pattern of urban development in the town, with a range of geometric and linear influences, including developed/ non-natural waterfront. More organic and naturalistic outside of town. The Great Breakwater is a prominent linear feature.		■		
Development/ Human Influence	Dense urban development within Holyhead. Developed coast at the harbour and ferry terminal. Sparse built development in rural areas, but human activity and influence is obvious.	■			
Connections with adjacent areas	Clear contrast with Character Area 1 due to differences in elevation and land cover. Holyhead Mountain forms a prominent backdrop to the character area – a strong visual connection.			■	
Visual Interruption	Views are often interrupted by screening features. Open views are available across the harbour.		■		
Sensitivity: Medium The Character Area exhibits some internal divergence in character between the densely urbanised town of Holyhead, with its enclosed and developed harbour, and the sparsely developed and relatively open rural areas to the south and west. The contrast with adjacent areas (due to land cover and landform) and the strong visual connection with Holyhead Mountain is the most susceptible components of character. Susceptibility to change is medium The Wales Coast Path runs through the Character Area and National Cycle Route 8 terminates here. Much of the waterfront in Holyhead is publicly accessible, including the Great Breakwater. There are various tourist related amenities. The Breakwater Country Park overlaps the Character Area boundary. The Character Area is home to large numbers of people (in the local context). Value is medium to high. Overall, sensitivity is medium.					
Size/ Scale of Effect: • The Proposed Development would increase the extent of contiguous built development westwards across the whole southern edge of the harbour; • Contemporary two to four storey buildings would be built on the new waterfront (reclaimed land); • The presence of formal moorings in the harbour (absent since the former marina was destroyed in 2018) would be reinstated; • The new pier/breakwater at the eastern edge of the development would create a partial sense of sub-division between the proposal and the wider harbour; • Much of the existing beach would be lost, as would the naturalistic area of shoreline at Soldier's Point and Porth y Felin House;		Geographical Extent: • Change concentrated in Holyhead Harbour, and the area around the base of the Great Breakwater.			

• There would be enhanced access to the retained part of Newry beach, and enhanced facilities would be introduced • The formal sunken gardens would be reinstated; • The existing green space (The Greens) between Beach Road and existing residential areas would be enhanced; • Public access through the area would be enhanced; • An enhanced public realm around the Maritime Museum would be created • Dilapidated listed structures at Soldier's Point and Porth y Felin House would be sensitively restored and brought back to beneficial use; • A more unified feel to the waterfront would be created, as opposed to the fairly haphazard mixture of uses and building types that exist at present.	
Duration: • Long-term (permanent development)	Reversibility: • Irreversible (permanent development)
Magnitude: Large The Proposed Development would extend contiguous built development westwards to the base of the Great Breakwater. A new waterfront would be created on reclaimed land, and new two to four storey buildings would be built on this. Moorings would be reintroduced into the harbour. A new pier/ breakwater would be introduced, providing some subdivision between the Proposed Development and the rest of the harbour. Much of the existing beach would be lost, but a new section of public beach would be created towards the east of the Site. The naturalistic area of shoreline at Soldier's Point and Porth y Felin House would also be lost. The formal sunken gardens within the Site boundary would be reinstated, and the green spaces south of Beach Road (The Greens) would be enhanced. Public access would be enhanced, including access to the retained part of Newry Beach, and the public realm around the Maritime Museum would also be enhanced. The listed structures at Soldier's Point and Porth y Felin House, which are presently in a dilapidated state would be sensitively restored and brought back into use. In general, a more unified and coherent feel to the waterfront would be created.	
Significant Effect: Yes A major level of effect would occur. The Proposed Development be a prominent new feature within the Character Area and would result in a perceived increased influence of built development at the edge of town, due to the presence of a large number of new buildings. The consistent approach to the masterplanning and design of the proposal would give a unified and coherent feel to the southern edge of the harbour, which is not apparent at present due to the disparate structures that exist and their uses. Effects would be significant.	
Adverse/ Neutral/ Beneficial: The majority of the changes resulting from the Proposed Development would be beneficial in nature, such as the restoration of Soldier's Point and Porth y Felin House, the reinstatement of the sunken gardens, the enhanced public access, and the general improved appearance of the waterfront. The loss of areas of existing beach and naturalistic shoreline would be adverse.	

Anglesey Seascape Character Area 11: Holyhead					
Susceptibility to Change: Low to Medium		Lower	↔	Higher	Value: High
Maritime Influences	The ferry terminal at Holyhead is a prominent feature, and the movement of ferry boats to and from the terminal is also very evident. Many smaller boats are moored in Holyhead harbour. The Great Breakwater creates a sense of enclosure and separates the town from the open sea.	■			- Wales Coast Path; - Holyhead Beach Conservation Area; - Listed structures with coastal aspect (Soldier's Point and Porth y Felin House); - Publicly accessible Great Breakwater; - Breakwater Country Park; - Promenade; - Densely populated urban area; - Ferry terminal; - Many boats moored in the harbour
Character of the Coastal Edge	The coastal edge is largely defined by non-natural features, including the Great Breakwater and Salt Island, and by existing development at the waterfront. A short section of naturalistic shore is present within the harbour, and the coast west of the Great Breakwater is natural.	■			
Character of the Immediate Hinterland	The immediate hinterland is strongly urban, with a range of development present at Holyhead. Further to the west, natural influences predominate, notably Holyhead Mountain		■		
Human Activity	Development and human activity is well established along this stretch of coast, both onshore and on the water.	■			
Views and Visibility	Holyhead Mountain is a prominent focal point to the west. Within the SCA itself the ferry terminal and the chimney stack at Anglesey Aluminium are also prominent features. Views across Holyhead harbour tend to be open.		■		
Sensitivity: Medium The character of the SCA is defined by the presence of Holyhead. Development associated with the harbour, the ferry terminal and the town is prominent and gives a clearly urban feel to this stretch of coast. Susceptibility to change is low to medium. There are a range of features that indicate a high value, including the presence of recreational/ tourist features such as the Wales Coast Path, the promenade, the Great Breakwater, heritage features and the many boats that use the harbour. Additionally, the area is familiar to the high (in the local context) resident population. The coast at Holyhead is also part of the arrival experience of ferry passengers from Ireland. Overall, sensitivity is medium.					
Size/ Scale of Effect: - The well-established influence of built development upon the shoreline within the enclosed harbour would increase incrementally; - The appearance of the developed waterfront along the southern side of the harbour would be enhanced; - The short stretch of natural coastline within the harbour would be lost; - Change would be concentrated with the existing harbour as enclosed by the Great Breakwater, and the distinction between this area and undeveloped areas to the west would be maintained; - Overall change in character would be limited		Geographical Extent: Change would be experienced largely within Holyhead harbour, but would also be evident from ferries to the north of the Great Breakwater and from the undeveloped coast west of the Great Breakwater.			
Duration:		Reversibility:			

• Long-term (permanent development)	• Irreversible (permanent development)
Magnitude: Small to Medium The introduction of the Proposed Development would result in an incremental increase in the well-established influence of built development upon the shoreline, within the enclosed space of Holyhead harbour. The unified and contemporary approach to the design would enhance the appearance of the developed waterfront. The short stretch of natural coastline within the harbour would be lost to accommodate the development. Change would be concentrated within the existing harbour, which is enclosed by the Great Breakwater, and the distinction between this area and the open sea/ undeveloped coast to the north and west would be maintained. Overall, change in character would be limited.	
Significant Effect: No A minor to moderate level of effect would occur. Change in would be in keeping with the established seascape character, which is defined by urban development and obvious human activity within an enclosed harbour area. The presence of the Proposed Development would incrementally increase the influence of built development, but underlying characteristics would remain. There would continue to be a clear distinction between the harbour and the open undeveloped areas of sea to the north and coast to the west. Effects would not be significant.	
Adverse/ Neutral/ Beneficial: The changes resulting from the Proposed Development would be mostly beneficial in nature, enhancing the appearance of the existing waterfront, and bringing currently dilapidated coastal buildings back into use. However, the loss of areas of naturalistic shoreline would be adverse.	

Anglesey Seascape Character Area 13: Holyhead Mountain					
Susceptibility to Change: Medium to High		Lower	↔	Higher	Value: High
Maritime Influences	Activities in Holyhead harbour are visible, and the passage of ferries in and out of the port is a familiar presence. The combination of the mountain landform and the expanse of open sea to the north and west create a very strong sense of exposure and openness	■			- Anglesey AONB; - Wales Coastal Path; - Breakwater Country Park; - South Stack Lighthouse; - Ellin's Tower; - Popular visitor destination; - Heritage Coast; - Scenic views.
Character of the Coastal Edge	The coastal edge is varied, and is defined by the nature of the coastal landform, with a series of inlets and headlands.			■	
Character of the Immediate Hinterland	The immediate hinterland is defined by the steep slopes and exposed nature of Holyhead Mountain. The presence of the coast is ubiquitous and helps give the Mountain its distinctive character			■	
Human Activity	Human activity and development is obvious in views out of the SCA to the east (e.g. at Holyhead), but is less prevalent within the SCA itself. Development associated with the coast, such as the South Stack Lighthouse and Ellin's Tower is present.			■	
Views and Visibility	Vast and expansive views are generally available. However, due to the nature of the coastal landform, there are locations where views suddenly open up (e.g. LVIA Viewpoint 10)	■			
Sensitivity: Medium to High The character of the SCA is defined by the interplay between the rocky landform of Holyhead Mountain and the Irish Sea. There is scattered development that has very obvious associations within the coast (e.g. South Stack Lighthouse), and development at Holyhead is clearly visible in eastward views. The more susceptible components of character include the varied nature of the coast itself, the mountain character of the landward areas and the sparseness of built features. Susceptibility to change is medium to high. The landward parts of the SCA lie within the Anglesey AONB, and the coast is recognised as a Heritage Coast. The Wales Coast Path broadly follows the coastline. The Breakwater Country Park, South Stack Lighthouse and Ellin's Tower are all visitor destinations. The SCA is well-frequented by the public, and there are scenic views along the coast and out to sea. Value is high. Overall, sensitivity is medium to high					
Size/ Scale of Effect: - Proposed Development would be added to the existing views eastwards towards Hplyhead; - Limited change in visual context; - Existing characteristics would remain unaffected;		Geographical Extent: Concentrated at the eastern edge of the SCA, where the landform orients views in the direction of the Site.			
Duration: Long-term (permanent development)		Reversibility: Irreversible (permanent development)			
Magnitude: Negligible The Proposed Development would be added to the existing views eastwards towards Holyhead, resulting in some limited change in visual context from the eastern edge of the SCA (where the landform focuses views in this direction). Existing characteristics would remain unaffected.					
Significant Effect: No A negligible level of effect would occur. The Proposed Development would be added to the existing and well-established long-range views out of the SCA. The presence of such views are characteristics of the seascape					

locally, and include the existing urban and waterfront development at Holyhead. The existing character would not change perceptibly and effects would not be significant.

Adverse/ **Neutral**/ Beneficial:

The introduction of the Proposed Development would neither enhance nor detract from the quality of the seascape. As such, effects would be neutral.