

**LIDL : LONDON ROAD
PEMBROKE DOCK
SA72 4RA**

VISUAL ASSESSMENT



Rev 6 July 2025
Rev 7 July 2025

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VISUAL ASSESSMENT

LIDL STORE : LONDON ROAD: PEMBROKE DOCK

1.0 INTRODUCTION

This is the Visual Impact Assessment for the proposed Lidl store and associated carpark, on an undeveloped site where a previous building has been demolished. The Site is located on the London Road which is the one of the main roads into Pembroke Dock with a postal code SA73 2RA and grid reference SM 980 090.

The Site is located on part of the Kingswood Industrial Estate. The 1.082ha Site consists predominantly of an area of Sparsely vegetated urban land central to the Site, with an area of mixed scrub and Developed land; sealed surface to the north and one small building to the west of the Site.

2.0 DOCUMENTS

- CA 2025-PD -01 Viewpoint Locations
- CA 2025-PD -02 Viewpoint 1 Hampshire Drive & Viewpoint 2 off Ferry Lane Drive
- CA 2025-PD -03 Viewpoint 3 Point Lane Cosheston & Viewpoint 4 Isaac Way
- CA 2025-PD -04 Viewpoint 5 London Road Verge & Viewpoint 6 London Road
- CA 2025-PD -05 Viewpoint 7 Cemetery London Rd & Viewpoint 8 Site Entrance London Rd

Refer to the following documents as reference for the assessment

- CA 2025-LIDL-PD-01 Lidl Pembroke Dock Landscape Existing
- CA 2025-LIDL-PD-02 Lidl Pembroke Dock Landscape Existing Features and Overlay
- CA 2025-LIDL-PD-03 Lidl Pembroke Dock Landscape Proposals

3.0 VIEWPOINT LOCATIONS

The Site is indicated as the general application area and building location on the CA 2025-PD-01 Viewpoint Location.

3.1 VIEWPOINT ASSESSMENT

There are limited long distance views due to topography and vegetation and the building will be seen in as another roof and upper part of the building from these views where it merges into the general industrial area on the eastern gateway into Pembroke Dock. This is the case for Viewpoints

- Viewpoint 1 Hampshire Drive
- Viewpoint 2 off Ferry Lane Drive
- Viewpoint 3 Point Lane Cosheston

London Road is a very busy road coming into Pembroke Dock and traffic slowed down at the Ferry Lane/Aldi traffic light junction, the Cleddau Roundabout, the Tesco/McDonald's Junction traffic lights and then Town Centre roundabout and the ferry users which causes traffic to back up frequently past the Site frontage with London Road. This inward traffic will have limited views of the Site due to the retained vegetation on the frontage will get a glimpse into the Site by the proposed stepped access with a possible limited view of the store building. The next view to incomers will be the Lidl flagpole sign and Site entrance and a limited sideways view of the building. This is the case for Viewpoints

- Viewpoint 5 London Road Verge
- Viewpoint 6 London Road

The London Road users leaving Pembroke Dock will first be aware of the Site as they pass by the cemetery will see the Site entrance clearly but the store building will not be seen until here the Site entrance is approached.

- Viewpoint 7 Cemetery London Rd

The locations where the store building will be clearly seen is in Isaac Way by users accessing the PowerSite unit and the ambulance station and London Road users approaching the Site entrance and users of the existing units of the Kingswood Industrial Estate.

The Isaac Way view will be mitigated by carpark boundary planting and the general increasing scrub growth on the general areas outside the Site where there is increasing willow and alder colonisation.

- Viewpoint 4 Isaac Way

The close up view of the Site entrance for London Road Users approaching passed the cemetery and entering the part of Kingswood Industrial Estate with a variety of existing units. The Site entrance and car park will rely on landscape mitigation to provide a setting for the development. The store building itself is on the top of the bank by the existing substation and will be screened to some extent by bank planting and trees.

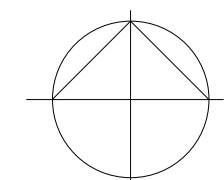
- Viewpoint 8 Site Entrance London Rd

10.0 SUMMARY OF VISUAL ASSESSMENT

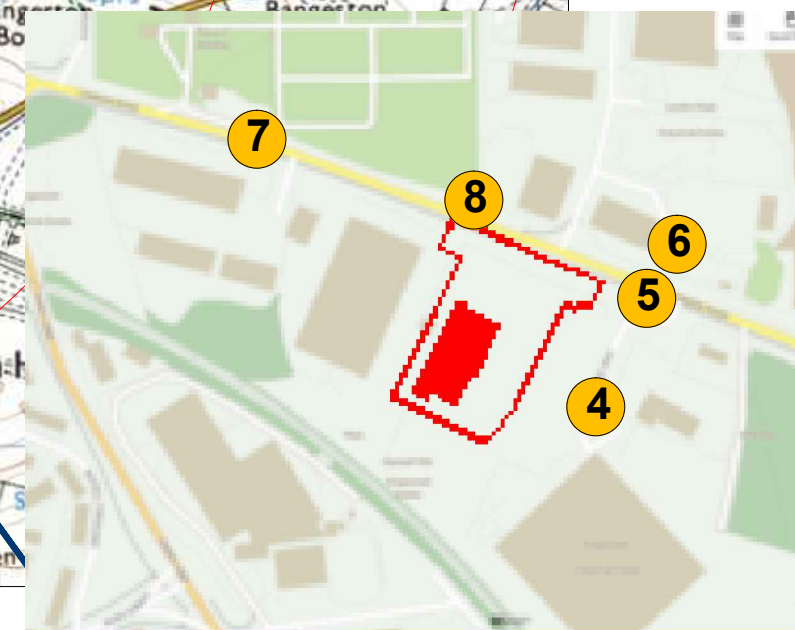
The existing block of trees and dense scrub along London Road frontage is initially outside the application boundary which starts at the main road sign and this block is retained until the central section which will be removed to facilitate the ramped/stepped pedestrian access into the Site. The western end of this block will largely be removed and a small area retained to facilitate the new access location.

The Site visual impact is mainly from London Road except for the Isaac Way viewpoint. A robust landscape scheme is needed to address the new stepped access and the Site entrance area from London Road and to existing section of the Kingswood Industrial Estate facing the development.

The proposed landscaping to mitigate the higher level of the carpark area and store uses native hedgerows along access road edge and around carpark edges, These hedgerows are reinforced with tree planting, native block planting and ornamental planting. The eastern will see little change from existing with a new landscape from the central to western end which will have a proposed strong landscaping which will provide a setting for the proposed development at this gateway location into Pembroke Dock.



- Building Location
- Site Boundary
- 1 Viewpoint Location



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Project
**LONDON ROAD
 PEMBROKE DOCK
 SA72 4RA**

Drawing Title
VIEWPOINT LOCATIONS

Scale
 As Given

Date
 1 July 2025

Drawing No
CA-2025-PD-01

Based upon the Ordnance Survey Map with the permission of the controller of
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0m 1Km

CLOSE UP



Viewpoint 1 Looking south east from (OSGR SM 974104) at an elevation of 36m AOD and at a distance of approximately 1.02Kilometres from centre of proposed development site. The nearest postal code is SA72 6EQ. Afternoon 29 June 2025. Dry and slightly hazy



Viewpoint 2 Looking north from a side lane off Ferry Lane (OSGR SM 980028) at an elevation 32m AOD and at a distance of approximately 449Metres from centre of proposed development site. The nearest postal code is SA71 4RG. Afternoon 29 July 2025. Dry and clear.

Panorama horizontal field of View - 107deg, Viewing distance @ A3 - 300mm

LIDL STORE
LONDON ROAD
PEMBROKE DOCK
SA72 4RA

**Viewpoints 1
Hampshire Drive
& Viewpoint 2
off Ferry Lane
Drive**

Scale
NTS

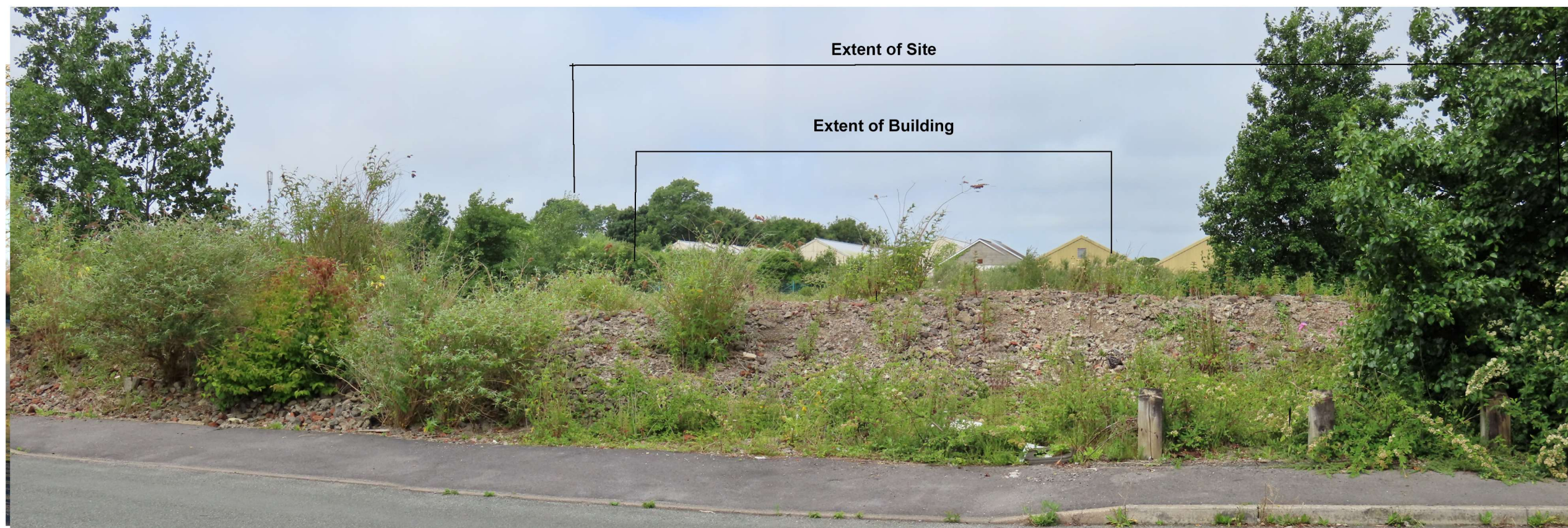
Date
June 2025

CA 2025-PD-02

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Viewpoint 3 Looking south west from Point Lane, Coheston (OSGR SM 991038) at an elevation of 32m AOD and at a distance of approximately 1.236Kilometres from centre of proposed development site. The nearest postal code is SA72 4RX. Afternoon 29 June 2025. Dry and slightly hazy



Viewpoint 4 Looking west from Isaac Way (OSGR SM 981032) at an elevation 14m AOD and at a distance of approximately 69Metres from centre of proposed development site. The nearest postal code is SA71 4RA. Afternoon 29 July 2025. Dry and clear.

LIDL STORE
LONDON ROAD
PEMBROKE DOCK
SA72 4RA

**Viewpoints 3
Coheston Path
& Viewpoint 4
Isaac Way**

Scale
NTS

Date
June 2025

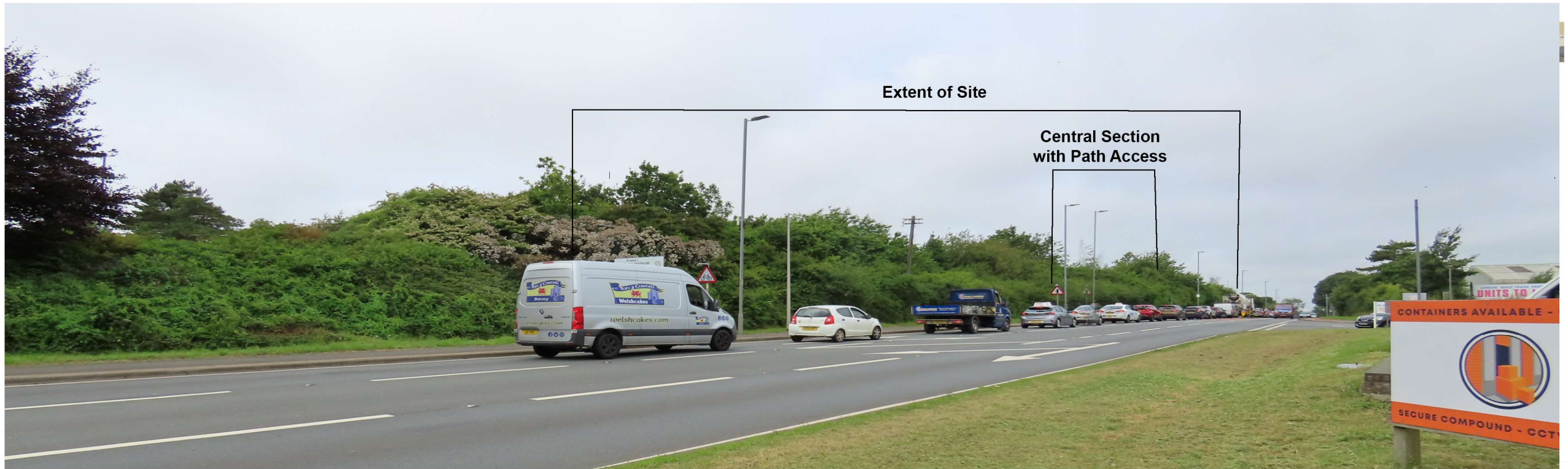
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Panorama horizontal field of View - 107deg, Viewing distance @ A3 - 300mm



Viewpoint 5 Looking west north west along London Road Verge at junction with Isaac Way (OSGR SM 992033) at an elevation of 12m AOD and at a distance of approximately 133Metres from centre of proposed development site. The nearest postal code is SA72 4RA. Afternoon 29 June 2025. Dry and slightly hazy



Viewpoint 6 Looking west south west from London Road (OSGR SM 982033) at an elevation 12m AOD and at a distance of approximately 124.21 Metres from centre of proposed development site. The nearest postal code is SA71 4RA. Afternoon 29 July 2025. Dry and clear.

LIDL STORE
LONDON ROAD
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**Viewpoints 5
London Road Verge
& Viewpoint 6
London Road**

Scale
NTS

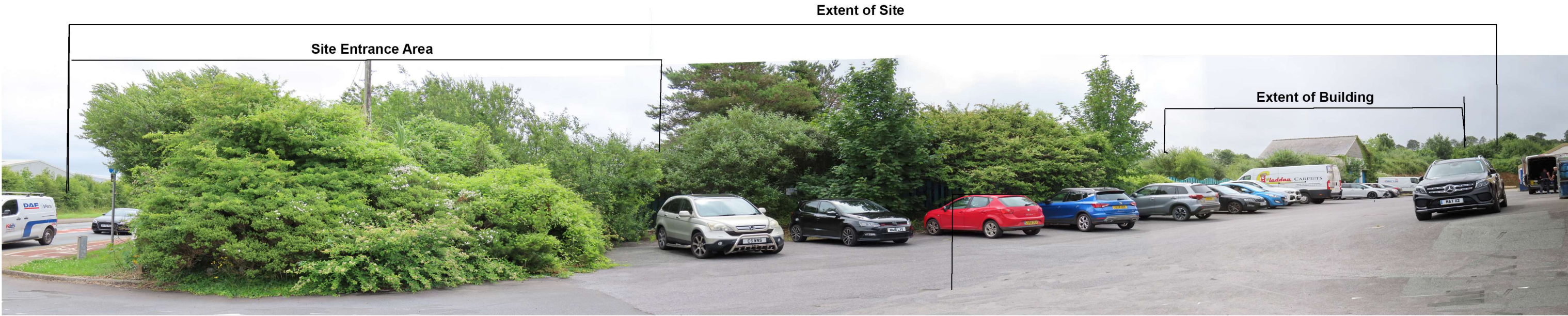
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Viewpoint 7 Looking south east along London Road from the Cemetery (OSGR SM 979034) at an elevation of 14m AOD and at a distance of approximately 220Metres from centre of proposed development site. The nearest postal code is SA72 4RR. Afternoon 29 June 2025. Dry and slightly hazy



Viewpoint 8 Looking south south east from Site entrance from London Road (OSGR SM 980033) at an elevation 12m AOD and at a distance of approximately 90Metres from centre of proposed development site. The nearest postal code is SA71 4RA. Afternoon 29 July 2025. Dry and clear.

LIDL STORE
LONDON ROAD
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**Viewpoints 7
CemeteryLondon Rd
& Viewpoint 8
Site Entrance
London Road**

Scale
NTS

Date
June 2025

CA 2025-PD-05

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