

BRIDGEND CBC

**PORTHCAWL WATERFRONT REGENERATION AREA
LANDUSE FRAMEWORK 2020, PHASE 1&2**

**HIGH LEVEL DRAFT LDP STAGE
LANDSCAPE/SEASCAPE VISUAL APPRAISAL**

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Issue	Revision	Stage	Date	Prepared by	Approved by
R03	*	LDP	15/03/21	Greg Vaughan	Simon Brewster

1.0 INTRODUCTION

- 1.1 Soltys Brewster Consulting were commissioned in May 2020 by Bridgend CBC to produce a ‘high level’ landscape/seascape and visual appraisal of the proposed phase 1 and phase 2 masterplan for Sandy Bay and Salt Lake areas of redevelopment in Porthcawl Waterfront. This assesses the parameters of the ‘*Porthcawl Waterfront Regeneration Area, Land use Framework 2020*’ document and assumes this high-level assessment will form an appendix to the Framework, as part of the current LDP process.

- 1.2 This ‘high level’ assessment draws on the graphic within the Framework document, assuming room for further development of the masterplan through the LDP process and therefore focuses on the assessment of the suitability of the parameters and referencing any ‘areas of sensitivity’ or ‘areas of opportunity’ on landscape, seascape and visual grounds, with consideration of ‘place making’ and ‘maximising value’ in landscape and seascape terms. Any perceived limitations, such as building storey height, or spatial offsets that may be informed by landscape/seascape and visual sensitivities have been identified.

2.0 METHODOLOGY

2.1 This report provides an overview of landscape, seascape and visual issues that may be associated with the proposed development. The methodology adopted broadly follows the ‘*Guidelines for Landscape and Visual Impact Assessment (GLVIA 3 – Third Edition, LI & IEMA April 2013)*. A desktop appraisal and site visit were carried out by a Chartered Landscape Architect (CMLI) in May 2020.

2.2 This report has also been informed by the following documents:

- *Porthcawl Waterfront Regeneration Area – Land-use Framework 2020.*
- *Seven Bays Project Porthcawl Waterfront Supplementary Planning Guidance BCBC 2007.*
- *Bridgend Local Development Plan September 2013.*
- *LANDMAP data for relevant Visual and Sensory Aspect Areas.*
- *Seascape data for Marine Character Areas 26 and 27.*

2.3 The following tasks were undertaken:

- a) Desktop study of available background material, as provided in the documents listed above.
- b) Baseline appraisal of the site, including physical landscape, landscape designations, views/visual and landscape/seascape character.
- c) Site Assessment. This comprised a site walkover. Important views (Viewpoints 1 to 7 within the *Porthcawl Waterfront Regeneration Area – Land-use Framework Document*) were visited. The existing view and the changes anticipated were recorded.
- d) Visual appraisal. Key visual attractors/detractors, areas of containment/exposure and sensitivity are identified and described. Consideration of important edges or interfaces with the surrounding landscape and seascape are also considered.
- e) Appraisal of changes or effects on the baseline landscape and seascape resources as a result of the proposed development.
- f) Report compilation. A concise written report, including a summary of the visual, landscape and seascape character baseline, an appraisal of the changes likely and any opportunities or constraints to maximise placemaking, value or integration in relation to landscape and visual considerations was produced.
- g) A conclusion regarding the appropriateness of the proposed development in terms of landscape/seascape and visual matters.

3.0 OVERVIEW OF PROPOSED DEVELOPMENT

- 3.1 The Porthcawl Waterfront Regeneration Area will be a key strategic development offering a range of complementary land uses, including residential, leisure, commercial, retail and community provision as well as new open spaces, public realm and active travel routes. It is an extensive site, (outlined within the framework document) extending east from the town centre and occupying a prime waterfront position overlooking the open water and beaches of the Bristol Channel.
- 3.2 The masterplan is proposed to be delivered over two phases, Phase 1 (Salt Lake) and Phase 2 (Sandy Bay). A summary description of each phase is provided below and illustrated in Plan I on P28 of the Land-use Framework document:

Phase 1 (Salt Lake)

Entrance Gateway Area (including bus terminus, retail and residential).

Located on the A4106 roundabout and a key approach to Porthcawl from the north, this will form a significant gateway into the town. A high-quality commercial building is included, with residential development to the rear. This development will serve as a signpost for Porthcawl and the wider regeneration area through its design, height, materials and elevational treatment. The commercial building is anticipated to be around 3 storeys in height, and will be of a high architectural standard, including a distinctive roofline silhouette and facades, to ensure a lasting first impression and to provide a key focal point to the development. Public art, perhaps within the roundabout and a generous landscape public realm area will be included to complement the visible building frontage. A bus terminus will be included adjacent to the commercial building.

Salt Lake Residential Area.

High quality residential development of varying heights and density will extend from the edge of the town centre as far as the Eastern Promenade. It will include new commercial units, with vibrant positive frontages, linking the development to the town centre along active travel routes to Dock Street. Key taller frontages, perhaps 4 storey heights, and higher densities will be provided along the promenade to take advantage of the sea views, decreasing westwards towards the town centre. The scale of buildings to the west are anticipated to be more intermediate to ensure sensitive integration with the rear elevations of the two-storey terraces along Hillsborough Place.

Leisure, Recreation and Tourism Area.

This element is intended to build upon the success of the adjacent, revitalised harbour, providing an exceptional area devoted to leisure, recreation and tourism uses to the southeast. A signature leisure/tourism building is envisaged overlooking the harbour, with high-quality public realm areas. The Porthcawl Conservation Area extends into this area and development will need to be sensitive to the unique character and the cluster of historic listed buildings.

Eastern Promenade.

This will provide an attractive linear space and a signature, high-quality distinctive seafront interface between the town, the foreshore and the sea beyond, offering an attractive setting to the development. It will offer an uninterrupted pedestrian and cycle active travel route, extending from Relic

Dunes to the east to the harbour in the west. The design will need to be attractive, simple, contemporary in style and capable of withstanding the harsh coastal conditions. The enclosing architecture similarly is intended to be of a high quality, with careful detailing. It is envisaged that the building heights will be around 3 to 4 storeys high.

Hillsboro Car Park and Commercial Area.

Existing car parks will be retained between the Portway and the rear boundaries of the Hillsboro Terrace properties.

Phase 2 (Sandy Bay)

Griffin Park Commercial / Leisure / Residential Area

This area will interface with existing residential areas of Porthcawl, located primarily along New Road and includes for the retention and extension of Griffin Park to offer a green lung and attractive green setting to the new development. The new residential, leisure and commercial uses will front onto this key public open space. This area will also provide a gateway into the waterfront area for visitors and residents accessing the site from New Road.

Sandy Bay Active Travel Route

This will extend east along the southern edge of the development and will connect with Eastern Promenade.

Sandy Bay Residential Area

Housing proposed for this area will be set around pockets of attractive new open space. It will include important frontages onto existing developed areas, including the existing housing along New Road, Mackworth Road and Trecco Bay Leisure Park and these will be sensitively to visual change. Densities of the new housing are anticipated to be highest in areas fronting onto the Relic Dunes and coast beyond to take advantage of the sea views. An area of tapered open space is also included linking to the Relic Dunes, creating a formal green setting for fronting properties. Combined with tree lined roads and parkland, a garden suburb character is anticipated.

Relic Dunes

Relic Dunes will provide a high quality, distinctive seafront park with a soft, natural character, contrasting the hard-paved areas anticipated elsewhere along the seafront at Eastern Promenade. The buildings fronting the park will be visible from across the bay and the scale, density and detailing will be required to reflect this sensitive location. It is anticipated that frontages will be around 2 or 3 storeys in height.

4.0 BASELINE ASSESSMENT

Site overview – physical description

4.1 Porthcawl lies midway between Wales’ two largest cities, Cardiff and Swansea, around 25 miles from both. Situated at the main entrance to Porthcawl, the site is located within 5 miles of junction 37 of the M4 and is connected by the A4229 and A4106. It is contained to the north and east by existing residential and leisure uses and to the west by the town centre. The existing harbour lies to the southwest and beyond Porthcawl Point, the Esplanade forms the principal seafront to the town.

4.2 The edges of the development site are defined by:

- The town centre and terraced houses on Hillsboro Place to the west. Dock Street provides a link to the town centre. To the south of this, around The Square, settlement pattern comprises a more dispersed arrangement of taller three-storey detached and other buildings. Residents will be sensitive to changes in views east from these properties.
- The Fire Station and a mix of commercial and residential properties to the north. Near the junction of New Road and Eastern Promenade, existing properties outlook east onto Griffin Park.
- Trecco Bay Leisure Park to the east with a dense arrangement of static caravans and chalets. This low-level development forms an abrupt eastern edge to the site adjacent to Rhych Avenue, enclosed by a timber fence and occasional scrub and tree planting.
- Coastline to the south. Eastern Promenade provides a formal, popular interface with Sandy Bay, a spectacular and popular beach enclosed to the east by a shallow rocky headland at Rhych Point. An abrupt developed frontage extends along Coney Beach Fun Fair in the centre of the site, transitioning eastwards to a more natural frontage of sand dunes.

Land-use

4.3 Existing land uses within the site includes:

- Harbour/marina. This area includes refurbished historic buildings used for restaurants, leisure and marine uses, set around the harbourside.
- Car parking, extending across the Salt Lake and to the west of The Portway.
- Coney Beach Fun Fair and commercial areas to the rear. This is located centrally within the development site and comprises a disjointed arrangement of one and two storey buildings and taller structures.
- Sandy Bay former municipal caravan park. Sandy Bay offers an extensive area of informal open space to the east. This was previously used as a municipal caravan park and is

accessed by a network of surfaced roads and footpaths amongst an undulated landscape of relic sand dunes and unmanaged grass and scrub.

- Griffin Park open space. This popular park is located in the central north of the site and offers range of leisure and play facilities in a formal parkland setting.

Landform

- 4.4 Landform within the site is generally flat or gently undulating, with some local variations, including high points at or around 10m AOD at Sandy Bay to the east along the sea front and to the west of the site within the centre of Porthcawl. Extending north and east beyond Porthcawl, the land rises more dramatically to high points of around 100m AOD at Newton Down to form a long shallow ridgeline.

Vegetation patterns

- 4.5 The site is open and exposed to salt laden winds and this is reflected in the sparse vegetation pattern across the site. The following elements are, however, notable:
- Tree planting, within and around Griffin Park. This comprises mature specimen street trees and mixed groups of ornamental species in the park. A belt of mixed tree planting encloses the southern edge and boundary with Coney Beach Fun Fair.
 - Woodland and scrub. This is located on land between housing along Mackworth Road, comprising mature evergreen trees, (Scots Pine). Scrub also thrives in more sheltered fringe areas of Sandy Bay.
 - Ornamental planting within private front and rear gardens, typically small ornamental trees and shrubs.
 - Ornamental shrub/hedge planting. This includes boundary planting along the western edge of The Portway and along the roadside boundary of Griffin Park.
 - Roadside planting. Native roadside scrub and tree planting is located along the A4106 approach to Porthcawl and in the roundabout at the junction with the Portway.
 - Amenity grassland along roadside verges and within Griffin Park.
 - Unmanaged grassland, within Sandy Bay and to the fringes around the Salt Lake car parking areas.

Landscape designations

- 4.6 The following designations and features located within the site boundary are of relevance to the development:

- **Porthcawl Conservation Area.** This designation covers the south of Porthcawl town centre and seafront and extends east to cover areas of the development site around the harbour. The designation seeks to protect those parts of the town which were substantially complete during its period of industrial growth before 1885. It includes the original tidal basin, breakwater & harbour light, The Square and surrounding area giving the town its maritime character. Defining characteristics of the Conservation Area, within or near the development site, that reinforce the designation and may be sensitive to change include:
 - *Outstanding landscape setting overlooking the Bristol Channel.*
 - *Seafront setting with Beach and Esplanade backed by Parks and Gardens.*
 - *Diverse range of Victorian housing, including fine detached/semi-detached villas and terraces.*
 - *Consistency of architectural framework in the relationship and composition of buildings, with strong identity given by the use of local materials (stone and brick).*
- **Listed buildings.** A cluster of Listed buildings are located around the Harbour and Marina, including the Grade II Listed Jennings Building, Harbour Light and the Porthcawl Lifeboat Station building.
- **Wales Coast Path (PLA7-14).** This extends through the development site and seeks to improve access to the coast for local communities and visitors by creating a high-quality walking route around the coast of Wales.

Landscape/Seascape Character

4.7 Within Wales, Landscape Character is assessed using LANDMAP. This is a GIS based landscape resource, where landscape characteristics, qualities and influences on the landscape are recorded and evaluated into a nationally consistent resource for landscape planning and decision-making. It assesses the diversity of landscapes within Wales and identifies its most important characteristics and qualities. LANDMAP information is collected in a structured and rigorous way that is defined by five Aspect Layers comprising Geological Landscape, Landscape Habitats, Historic and Cultural Landscape and Visual and Sensory. The latter is most relevant to Landscape and Visual matters and has been considered in isolation in this report to inform the character appraisal.

4.8 The application site is located entirely within *Visual and Sensory Area CYNONVS842 Porthcawl* and is evaluated overall as **moderate**. It covers the urban area of Porthcawl, describing it as ‘*a seaside town with an attractive front of hotels and rocky bays... remainder of town unremarkable... large caravan /holiday park... generally relatively good quality housing... attractive views along coast.*’

4.9 Key characteristics of the aspect area itemised that may be sensitive to change will include:

- *Rolling/Undulating topography.*
- *Small scale aesthetic form.*
- *attractive views...out coast.*
- *coast adds significantly to the sense of place.*

4.10 Characteristics are also itemised that may indicate reduced sensitivity to change including:

- *Urban landcover.*
- *Enclosed.*
- *Discordant.*
- *Disunity.*
- *Substantial night-time light pollution.*
- *detractive views...within caravan parks/urban.*

4.11 The following Visual and Sensory Aspect Areas outside the development site are of relevance:

CYNONVS459 Porthcawl Hinterland. This area extends across land fringing the urban settlement of Porthcawl, primarily to the north and west and is evaluated as moderate overall. It is described as *'an area of relatively flat lowland that is largely comprised of pastoral agriculture fields surrounded by hedgerows. It is distinct from the raised plateau of higher ground to the north. The settlement of Porthcawl which this area borders is a dominant feature in views out of the area. Despite the nearness to the coast, the low lying of the land and Porthcawl obscuring much of the views to the south mean that this area has limited views out to the sea.'* This area is not visible from the development site.

CYNONVS825 Newton Down. The southern edge of this elevated area is visible in views north from the site, forming a green backcloth to the site. It is evaluated as moderate value overall and is described as *'a raised plateau at approximately 100m AOD, the area also includes the slope that runs downwards to the level lowlands of the Porthcawl hinterland to the south. The area is predominantly farmland with both arable and pastoral elements being present within field enclosures bordered by hedgerows. On top of the plateau there is an open exposed feel. There are views out to Porthcawl and the coast from the southern slopes.'*

CYNONVS920 Kenfig Sands. This aspect area extends across the sandy beaches forming the intertidal areas around the southern edge of Porthcawl, including Sandy Bay, Trecco Bay and Rest Bay to the west of the town. It is evaluated as outstanding overall and is described as a *'sandy beach with views out to sea and inland to dunes.....strong coastal sense of place.'* Key characteristics include sense of place, exposure, wildness and attractive coastal views. The area is evaluated as outstanding overall.

CYNONVS304 Newton Point.

This aspect area covers the rocky intertidal coastal zones between the sandy beaches, (as CYNONVS920 Kenfig Sands) and is evaluated as high overall. It is described as a *'rock platform area with views out to sea /along coast and inland to urban area. Mixed qualities due to this polarised setting.'* Key characteristics include coastal associations and sense of place, exposure, wildness and attractive coastal views.

CYNONVS987 Merthyr Mawr.

The western edge of this aspect area is located around 1km to the east of the site and is evaluated as outstanding overall. It is described as *'a unique landscape of sand dunes bordered to the east by a wooded valley..... small groups of trees within the dunes themselves together with sea buckthorn create numerous intimate spaces..... broad views out to the wider landscape including coastal reaches, urban edge of Porthcawl and rural hinterland.....Recent housing on western edge has reduced aspect area at change detection.'* The area is unspoilt and has strong coastal associations and a sense of place heightened by the attractive coastal views out to sea and elsewhere.

4.12 Marine Character Areas (MCA's) have also been identified around the entire coast of Wales and highlight the key natural, cultural and perceptual influences that make the character of distinct seascapes. The following MCA's are adjacent to the site:

MCA 26 Swansea Bay and Porthcawl.

This Marine Character Area (MCA) covers a broad arc of Swansea Bay from The Mumbles in the west to Newton Point, east of Porthcawl. The development site outlooks onto the eastern extents of the area, with the majority of the bay hidden beyond the Porthcawl Point to the west. A strong human influence pervades, the waters and coastline alive with movement and colour relating to various activities throughout the year, including water sports, including boating, surfing and recreational angling as well as for coastering and cliff climbing/abseiling and walks along much of the shoreline via the Wales Coast Path. The overall perception of the area as a hub of activity and development contrasts with isolated pockets of relative tranquillity and naturalness. The open waters of the bay itself provide a valuable maritime setting to the settlements of Swansea and Porthcawl; key to their own identities and popularity as visitor destinations. The bay has long provided safe refuge from heavy weather, although the seas can still be very steep in south or south-westerly storms.

MCA 27 Nash.

This area covers the coastal waters directly to the south of the Vale of Glamorgan, extending west from Merthyr Mawr. It is distinctive for its dramatic ever-changing coastline of Jurassic and Triassic mudstones and limestone; with near vertical cliffs, shingle or rock pavement beaches, and occasional sandy bays. Tusker Rock, an extensive reef, forms a key seascape feature, exposed at low tide and surrounded by shallow waters around 3km southeast of Porthcawl Esplanade. Internationally important habitats on Merthyr Mawr Warren including sand dunes and slacks, saltmarsh, limestone grasslands and swamp habitats. A particular feature of the MCA's character is its expansive, uninterrupted views, particularly across the Bristol Channel, evoking a strong maritime influence. Views across the channel are framed by the dramatic silhouetted uplands of the Quantock Hills AONB and

Exmoor National Park, whilst views from Nash Point and the west coast can stretch to as far as the Gower AONB in clear conditions. The lightly settled coastline, with significant stretches free from development, contributes to an overall remote, highly tranquil and often ‘wild’ seascape. Views to large-scale container and cargo ships travelling through the Bristol Channel reinforce the area’s strong maritime heritage and sense of place. These expansive vistas and sense of wildness are appreciated by users of the clifftop Wales Coast Path. The cliff and rock formations of the Heritage Coast have also long attracted admiring visitors and scientific observations, including the 1814 observations of artist William Daniell and writer Richard Ayton in their *Voyage around Great Britain*. Ayton wonders at the coastal cliffs in the west, stating that they are “...remarkable for some curious excavations formed by the action of the sea, in some of which the rocks are fretted into a most perplexing variety of fantastic configurations, and in others disposed into such formal combinations, with such a singular correspondence of parts, that they look more like the work of art than a thing of nature”. Visibility mapping included within the character area description suggest that distant sea views across the marine character area from land within the development site are likely to be relatively extensive. The development site and promenade areas have a general aspect towards the southeast with direct, distant views over the Nash MCA.

Viewpoint descriptions – Existing Views.

4.13 The ‘Porthcawl Waterfront Regeneration Area – Land use Framework 2020’ identifies seven viewpoints that are considered to be important when considering the effects of the development on existing views and vistas in Porthcawl. A description of each viewpoint, together with their key attractors and detractors is provided below:

Viewpoint 1 Marina/Harbour.

Description	This viewpoint is located on the seawall at Porthcawl Point and offers spectacular coastal panoramic views north and east along the coast, with beaches at Sandy Bay and Trecco Bay a focus in the middle distance, separated by the rocky shelf of Rhych Point. The foreground of the view is dominated by the historic harbour buildings and associated structures, including the Grade II Listed Jennings Building. The view is representative of tourists and users of the facilities located in the buildings or associated with the Marina, including a pub/restaurant. Viewers at this viewpoint are likely to appreciate the quality and nature of the views and are likely to be sensitive to changes of the type proposed.
Visual containment	Views south and west are screened by the harbour wall to the rear of the viewpoint. Views north west are screened by the marina buildings in the foreground. Open views north and north east are contained by gently rising farmland around Newton Down (Landmap Aspect Area CYNONVS825 Newton Down), forming a long shallow green backcloth and skyline extending inland from Ogmores-by-Sea in the distance.
Key attractors	Spectacular coastal views. The sandy beaches, sand dunes and varied rock shelves at Rhych Point are a particular focus in the middle ground. Views out to sea are focussed along the Nash Coast to the east Elevated rural and wooded land forms a green backcloth to views north and east. Historic maritime features including the harbour buildings in the foreground as well as the Lighthouse at Rhych Point in the middle distance.

Key detractors	<p>Infrastructure associated with the harbour, including hard surfaces, rock groins and barriers in the foreground scene.</p> <p>Disjointed building elevations and arrangements in the middle distance, particularly Coney Beach Fun Fair.</p> <p>Prominent structures breaching the skyline, including wind turbines along the ridgeline and telecom masts.</p>
Site visibility	<p>The Phase 1 development site will be partially visible in the foreground, partially filtered and obscured by the intervening harbour foreground buildings and structures.</p> <p>The Phase 2 site is visible in the middle distance of the view where this extends onto the Coney Beach Fun Fair. The Sandy Bay, (phase 2) portion of the of the site, however, will be obscured to the rear of the sand dunes, tree planting and buildings to the rear of the fun fair along Mackworth Road.</p>
Viewpoint 2 Eastern Promenade.	
Description	<p>This viewpoint is located at the southern end of Eastern Promenade and offers views north along the promenade as well as spectacular distant panoramic views across the coast and open water of the Severn Estuary, (MCA 27). It is representative of views experienced by visitors, considered sensitive to change, including tourists and walkers using the Wales Coast Path, as well as less sensitive travellers using the highway and adjacent car parks.</p> <p>The foreground is devoid of tree planting and buildings and is open in character with views extending north west across the Salt Lake Car Parks.</p>
Visual containment	<p>Coney Beach Fun fair in the middle distance, comprising a mix of 1 and 2 storey buildings and other structures.</p> <p>Tree planting located within Griffin Park and along Mackworth Road.</p> <p>The sand dunes fronting Sandy Bay.</p> <p>Elevated farmland around Newton Down, forming a green backcloth and skyline extending inland from Ogmores-by-Sea.</p> <p>Buildings forming the edge of the built urban edge of Porthcawl, particularly the two-storey rear elevations of terraces along Hillsboro Place to the west. To the south of the viewpoint building heights rise to the three-storey buildings located around the Square and further east along the Esplanade. Also, partially visible to the north, are the Fire Station practice tower and rear elevations of housing on Wellfield Avenue.</p>
Key attractors	<p>Spectacular distant panoramic coastal views. The sandy beach, sand dunes and varied rock shelves at Rhych Point are a particular focus. More distant views out to sea are focussed to the east along the Nash Coast.</p> <p>Elevated rural land forming a green backcloth to views north and east.</p> <p>Historic maritime features including the Lighthouse at Rhych Point and harbour buildings to the south of the viewpoint.</p> <p>Tree planting within views, particularly trees located at Griffin Park and along Mackworth Road to the rear of the fun fair.</p>
Key detractors	<p>Cars and highway related infrastructure, including road surfaces, lighting columns and boundary fences in the foreground scene.</p> <p>Disjointed building elevations and arrangements, particularly Coney Beach Amusement park and the rear elevations along Hillsboro Place.</p> <p>Prominent structures, breaching the skyline, including wind turbines along the ridgeline and telecom masts.</p>
Site visibility	<p>Viewpoint 2 is located within the phase 1 development site and visibility extends across the entire Salt Lake site and the sea front. The Phase 2 site is also clearly visible in the middle distance of the view where this extends onto the Coney Beach Fun Fair.</p> <p>The Sandy Bay portion of the of the site, however, will be obscured to the rear of sand dunes, tree planting and buildings.</p>

Viewpoint 3 Dock Street	
Description	This viewpoint is located at the western end of Dock Street and offers a view east along the Street, contained on both sides by existing 2 and 3 storey buildings. Beyond Dock Street, visibility is channelled over open areas, including car parking on both sides of The Portway, to the seafront (Eastern Promenade) and beyond. It is representative of visitors to the commercial premises within the town centre, including tourists, shoppers and workers. Buildings are mixed. Within the foreground, the imposing 3 storey traditional façade of the Porthcawl Hotel building dominates, with lower two storey traditional buildings further to the east along the Street. The more recent side elevation of B & M Bargains, in the foreground opposite Porthcawl Hotel building, contrasts markedly with the traditional buildings elsewhere along Dock Street, the stark brickwork façade and absence of windows offering limited visual interest within the streetscape. Overall, the vista along the street is intimate and enclosed and offers tantalising glimpses to the seafront and coast beyond.
Visual containment	Containment is provided by buildings, comprising 2 and 3 storey properties along Dock Street. The view is more open to the eastern end of the Street, where the townscape opens out onto Portway and the Salt Lake site. In the distance, glimpses to the elevated farmland forming a ridge above Ogmores-by-sea are possible.
Key attractors	The intimate scale and traditional building facades provide a distinctive townscape character. The distant glimpse views out to the coast, as well as historic stone walls further along the street and lighthouse at Rhych Point hint at the maritime/coastal location and offer a sense of history, as well as visual interest.
Key detractors	Cars and highway-related infrastructure, including mixed paving and road surfaces, lighting columns, signage, telegraph poles and wires. The side elevation of the B&M Bargains, including the air conditioning units and general appearance of the brick façade.
Site visibility	Dock Street will offer a gateway to and a direct link from the town centre into the Phase 1 development site. At the eastern of Dock Street, proposed 2-storey commercial development along the northern side will be visible and will extend the street scape east with an outlook over a new public realm/square. Beyond these elements, taller development within the phase 1 leisure and the residential parcels will be visible. A vista and active travel route will extend east between these elements, offering a visual and physical link to the seafront.
Viewpoint 4 A4106.	
Description	This viewpoint is located on the A4106 and illustrates views south experienced by travellers using the highway, considered less sensitive to change. Containment of views available to travellers is provided by planting along roadside embankments and in the roundabout, beyond mown grass verges.
Visual containment	Provided by roadside vegetation on all sides.
Key attractors	The tree and roadside planting forming a green approach and gateway into Porthcawl.
Key detractors	Traffic and highways related infrastructure and surfaces.
Site visibility	Limited by vegetation on all sides. Open views available south of the viewpoint beyond the roundabout.

Viewpoint 5 Eastern Promenade (Adjacent to Griffin Park).	
Description	This viewpoint is located opposite Griffin Park on Eastern Promenade and displays views south from the residential edge of Porthcawl. It is representative of views experienced by residents and travellers using the highway and visitors along the Wales Coast Path, considered sensitive to change. Tree planting and grass areas within the foreground of the view, both within the park and also on the roadside verge, provides strong enclosure and visual interest in the view and helps to define this area as a distinctive gateway to the seafront.
Visual containment	Buildings including two-storey residential and commercial buildings and single storey buildings within the Park. The larger scale rear elevations of Coney Beach Fun Fair are partially visible, filtered and screened by intervening trees. Tree planting located within Griffin Park and east of Mackworth Road.
Key attractors	Tree planting, shrub and amenity grass areas within the foreground of views, particularly within Griffin Park.
Key detractors	Traffic and highways related infrastructure, including road surfaces, lighting columns, signage in the foreground scene.
Site visibility	Phase 2 of the development site will include Griffin Park and will extend to the south and east, interfacing with the edge of the highway within the foreground of the view east. To the south, the edge of Phase 1 site is visible as a glimpse beyond the existing buildings.
Viewpoint 6 Rhyh Avenue	
Description	This viewpoint is located in Sandy Bay on a popular surfaced pedestrian path around 100m from the edge of Trecco Bay Leisure Park and offers open views west across the open space, previously used as a municipal caravan park. It is representative of tourists and users of the open space, including the Wales Coast Path, considered sensitive to change. The foreground and middle distance of the view is devoid of tree planting with enclosure largely provided by the undulating sand dunes, taller to the south. Views to the sea are obscured and the area is visually enclosed and feels remote. Further west, tree and woodland planting along Mackworth Road provides some further enclosure in the middle distance and screens and filters available views of Porthcawl further west. Glimpse views of the commercial buildings along Mackworth Road are partially visible to the west. To the north, the land falls away gently and the rear elevations of housing along New Road are also partially visible, filtered by some scrub planting and trees. Further north, a green rural backcloth is provided by elevated land rising away from Porthcawl.
Visual containment	Sand dunes, rising to local high points to the south obscuring views of the coast. Tree planting located along Mackworth Road. Elevated land forming a green backcloth and skyline to the north, beyond Danygraig and Newton areas of Porthcawl.
Key attractors	Tree planting. Sand dunes and varied landforms. The green backcloth to the north.
Key detractors	Macadam paths forming a network through the open space. Lighting columns. Built edges, where visible. Prominent structures, breaching the skyline, mainly wind turbines along the ridgeline.

Site visibility	Viewpoint 6 is located within the Phase 2 development site and visibility extends across the entire Sandy Bay site. The Phase 1 site is not visible and is obscured by landform, buildings and trees.
Viewpoint 7 Rhych Point	
Description	This viewpoint is located at the southern end of Rhych Avenue on a shallow rocky headland. It offers a spectacular coastal view west across Sandy Bay with the Harbour and town centre areas of Porthcawl visible beyond. The focus of the view is the wide sweep of the beach and the sea wall and promenade beyond, although visual interest is also provided by the developed silhouette and skyline formed by the buildings and harbour reaching to Porthcawl Point containing visibility further west. Nearer to the viewpoint, the larger scale buildings and structures at Coney Beach Fun Fair are visible beyond the dunes of Sandy Bay. The tree planting to the rear in Griffin Park and along Mackworth Road softens the roofline of these and adds some further visual enclosure. To the south, open panoramic views across the channel views are available. The view is representative of tourists and beach users of the foreshore and is considered sensitive to change.
Visual containment	Buildings around Porthcawl Town Centre, harbour and at Coney Beach Fun Fair. Sand dunes fronting Sandy Bay. Trees located along Mackworth Road.
Key attractors	Spectacular coastal views. Sandy beach, sand dunes and varied rock shelves at Rhych Point in the foreground offer a varied coastal scene. Open distant views across the sea to the south. Historic maritime features including the harbour buildings as well as the Lighthouse at Rhych Point to the south. Varied and distinctive urban backcloth enclosing the beach and Eastern Promenade.
Key detractors	Key detractors within the view include the disjointed building elevations and arrangements in the middle distance, particularly Coney Beach Fun Fair, but also the rear elevations of terraces along Hillsboro Terrace further to the west.
Site visibility	The sea front interfaces of the phase 1 and phase 2 development sites will be visible from this location. Areas within the northern parts of the development will be obscured by landform and by intervening buildings east of Coney Beach Fun Fair and along Mackworth Road.

Visual analysis– existing views

4.14 The visual assessment from the Viewpoints 1 to 7 described above identifies key visual attractors, detractors and areas of relative visual containment or exposure within views, within and around the site. These are discussed further below:

- **Views from the west** (at viewpoints 1, 2 and 3) highlight both the considerable quality, value and extent of sea views that reinforce a unique coastal sense of place as well as the distinct high quality townscape located on the periphery of the site, connected via Dock Street. The varied littoral zone with sandy beaches, sand dunes and varied rock shelves at Rhych Point are a particular focus in the foreground of viewpoints 1 and 2, with the sweep of the bay continuing around to the Nash Coast in the distance. Historic maritime buildings and structures visible in the foreground of views from the west of the site

(viewpoint 1), including the marina, harbour and Jennings building but also the Lighthouse at Rhych Point further reinforce the distinct maritime character and spectacular interface that the development site possesses to the south. From viewpoint 3 at Dock Street, a vista from the town centre extends to the coast, with the lighthouse at Rhych Point a focal and maritime reference point within the view. The ridge of higher rural land along Newton Down, visible as green backcloth to the east contains views in this direction and adds further value to the natural scene. The character of the western phase 1 site area, particularly the Salt Lake, is visually open and views inland highlight key detractors, particularly disjointed buildings, elevations or boundary treatments at Coney Beach Fun Fair and the rear elevations of terraced buildings along Hillsboro Place. Areas of the site further east, at Sandy Bay, are obscured within views from the west by intervening tree planting and buildings and elevated landforms along the dune frontage.

- **Views from the north** (at viewpoints 4 and 5) illustrate the relationship between the development site and the existing residential edge of Porthcawl. Along the A4106, roadside planting largely contains any visibility outside the road corridor to glimpses of occasional buildings. Beyond the roundabout, views across the visually open car parking areas and amenity spaces on Salt Lake to the disjointed rear facades of the town centre terraces offer a sudden and visually poor sense of entry to the site and town. Griffin Park and the associated mature tree planting, provides a more distinct and attractive gateway to the site at viewpoint 5, further to the east. Within both viewpoints, the existing green infrastructure is a key attractor and to an extent highlights a progression and change in character from sheltered well vegetated areas inland to the visually open and exposed coastal areas that are largely devoid of significant tree planting. The Sandy Bay area of the site is again visually screened by intervening tree planting and buildings.
- **Views from the east (at viewpoints 6 and 7).** Views from the east at viewpoint 6 illustrate a subtle change in local character from the urban areas to the west at Salt Lake to a more remote, visually contained, undulating landscape of vegetated sand dunes. Views of urban edges are softened and filtered to the fringes by tree and scrub planting and the green rural backdrop of elevated land on Newton Down to the west and north further reinforces the more rural undeveloped character. Viewpoint 7 offers open panoramic and spectacular coastal views towards Porthcawl. Within these, the sweep of the bay silhouetted by varied buildings extending from Coney Beach Fun Fair, rising through the town centre to the taller buildings around The Square and Harbourside, provides a distinctive backdrop to the beach. Areas of Sandy Bay to the north are again obscured by the intervening foreground dunes.

5.0 ASSESSMENT OF POTENTIAL EFFECTS AND APPROPRIATENESS OF FRAMEWORK PROPOSALS ON LANDSCAPE/SEASCAPE AND VISUAL GROUNDS

5.1 It is beyond the scope of this appraisal to provide a detailed description of the magnitude and nature of direct and indirect effects that may result from the proposed development. This would require a detailed landscape and visual assessment, of a more clearly defined development proposal. However, a summary of the main changes likely to be experienced by landscape, seascape and visual receptors, and potentially requiring further detailed assessment at a later date within the masterplanning process, are provided below in relation to relevant components of the proposed strategic development. Comments and recommendations are also provided where appropriate to highlight areas of opportunity or sensitivity in landscape and visual terms that would potentially maximise value and contribute to ‘placemaking’ within the proposed development.

5.2 The baseline appraisal has identified sensitive receptors, within the site and the wider study area. The development has a close relationship to the town centre and historic harbour and has a unique and spectacular coastal aspect and interface with popular beaches and intertidal areas, accessed by promenades and the Wales Coast Path. It is also overlooked on many edges by residential properties. Extensive areas within the development site, however, are also of limited landscape and visual amenity value and the development offers to impose a dramatic and positive change across an extensive area. This will replace areas of neglect or dereliction with new or enhanced accessible open spaces and high-quality planned buildings and facilities.

Direct landscape effects.

5.3 The direct landscape effect of the proposed development will be the replacement of existing, largely neglected or derelict land and associated vegetation, with new infrastructure and mixed-use buildings and landcover, including open space.

5.4 Unmanaged grassland and scrub across much of the Salt Lake and Sandy Bay areas, along with amenity grass and some areas of roadside planting, such as within the roundabout at the junction of the A4106, will be removed. This vegetation loss could be mitigated by new mature tree and shrub planting for example and any losses will be less significant.

5.5 A Green Infrastructure (GI) Strategy would be beneficial in identifying opportunities for the retention of existing site-based GI as well as measures to enhance the strategic value of retained and proposed GI. It is likely that higher value vegetation and landcover that could be retained and integrated sensitively with the proposed development and could include:

- Mature trees and established shrubs and grass within and around Griffin Park. The park is proposed to be extended to offer a green lung and attractive green setting to the new development.
- Native scrub around the perimeter of the Sandy Bay phase 2 site and along the edge of the Trecco Bay Caravan Park. This could be retained and enhanced to provide a visual buffer between new and existing development.
- Mature trees and woodland along Mackworth Road. These are visually prominent within views across the area and contribute to the visual integration of existing development. The masterplan indicates that a primary access route, travelling in an east-west direction will extend through this area. Loss of trees in this area should be minimised where feasible in order to maintain the wooded character.

5.6 The existing Eastern Promenade is a popular seafront route linking to the historic harbour area. However, the materials and general construction are poor and the interface with the beach is fractured by development at Coney Beach Fun Fair. The replacement of this with an attractive linear space and a signature interface between the town, the Relic Dunes and sea beyond is a unique opportunity. Inclusion of a new recreational route extending east to Sandy Bay and beyond could also help the town to address its relationship with the sea more appropriately. The design of the public realm, including the hard materials palette will need to be carefully considered to improve the visual appearance and function of the routes themselves, the open spaces as well as being sympathetic with the Conservation Area around the harbour and the wider coastal character.

Indirect effects on landscape/seascape character

5.7 The development will extend across a prominent and large-scale strategic site widely visible from key approaches into Porthcawl, described within LANDMAP Visual and Sensory Area CYNONVS842. The aspect area description for Porthcawl identifies qualities generally considered to be negative, particularly disunity, discordance and detractive urban views. The visual appraisal identifies instances where these would appear to be particularly applicable within the development site, particularly:

- Abrupt and disjointed views of the rear elevations of housing along Hillsboro Place and car parking from The Portway and elsewhere.
- The disjointed cluster of buildings and structures within Coney Beach Fun Fair.
- Detractive views of the abrupt edge of Trecco Bay Leisure Park to the east.

- Detractive views across open areas of dereliction or neglected land, used as car parking, such as Salt Lake. The former municipal caravan site at Sandy Bay contains elements of dereliction including surfaces and boundary features, lights amongst unmanaged grassland.
- 5.8 The proposed framework of development, if coordinated and planned sensitively around key placemaking principles, have the ability to directly address existing negative values within the confines of the site. Coney Beach Funfair, for example, will be removed and areas of dereliction on Salt Lake replaced with new development and high-quality open space. Detracting views of rear elevations, such as that likely from the Portway, require further consideration in the developing masterplan. Screening the view through tree planting, or through new development fronting to the east to enable improved integration may be viable options.
- 5.9 The aspect area description for Porthcawl also identifies qualities generally considered to be positive and sensitive to change. Whilst these will require detailed consideration through the developing design stages of the masterplan, they also highlight opportunities to maximise value or placemaking, including:
- **Rolling/Undulating topography.** Although the site is generally flat, landform providing local areas of relative enclosure exist on the Sandy Bay (Phase 2) site. The proposed development form, scale and height should consider sensitive integration with landform where appropriate.
 - **Small scale aesthetic form.** Existing buildings heights are generally around two storeys for much of the urban area of Porthcawl, occasionally rising to 3 or 4 storeys, such as around The Square, or even 5 in select key locations, such as along the Esplanade. Further consideration of appropriate scale and height of the proposed development is provided within the visual effects section below, but the existing townscape character provides an indication of heights or scales that may be appropriate and would be sensitive to the aesthetic scale evaluation within the aspect area description. Key note buildings, such as the proposed leisure building could consider an upper height/scale of perhaps 5 storeys, (subject to design) key frontages possibly 3 or 4 storeys and elsewhere an appropriate height is likely to be 2 to 3 storeys, again subject to detailed design.
 - **attractive views...out coast.** The development will maximise opportunities for views out to the coast, including new promenades, open spaces and buildings and streets orientated to maximise sea views.
 - **coast adds significantly to the sense of place.** The development will respond and reinforce the distinct sense of place. The historic harbourside and coastal setting are key aspects influencing the form and appearance of the development and the layout.

- 5.10 LANDMAP Visual and Sensory Area CYNONVS842 Porthcawl is evaluated as moderate overall with some key sensitive characteristics relating principally to the coastal aspect and sense of place. It is likely that the development would significantly enhance these qualities and strengthen the relationship of the town to the coast. Changes in character within Porthcawl are, therefore, likely to be perceived as beneficial overall, although detailed aspects such as scale, form, materials and detailing will require further consideration at developing stages of the design process.
- 5.11 It is possible that visibility of the site may extend into adjacent visual and sensory areas. This may be of significance within *Merthyr Mawr (Aspect Area CYNONVS987)*, an extensive dune complex evaluated as outstanding overall, to the east. The Eastern Promenade and potentially development on more elevated sections of Sandy Bay may be visible to the rear of Trecco Bay caravan park, from some more elevated or open positions. Further detailed assessment as part of the developing masterplan process would assist in delivering the scale and form of the development to create an appropriate new character edge to Porthcawl, in order to protect the character of adjoining aspect areas, lower scale/height development may be appropriate, in particular, within Sandy Bay.
- 5.12 Coastal intertidal areas adjacent to the development site, evaluated as outstanding and high will also be sensitive to change, particularly *Kenfig Sands (Aspect Area CYNONVS987)* and *Newton Point (Aspect Area CYNONVS304)* and also the open water and coast within *Marine Character Area 27*. Key sensitive characteristics will be sense of place, exposure, wildness and attractive coastal views, including distant views west from the Nash Coast to the east. The coastal interfaces along Eastern Promenade, the harbour and to the east at Sandy Bay will need to respond sensitively to these areas in terms of scale, density, detailing and material choice. The following approach may be appropriate:
- Development along the east-facing Eastern Promenade and Harbour Area will be prominent in the foreground of short-range views from the beaches and rocky shelves/headlands and also within longer range views from the open water. The existing seawall forms an abrupt edge. The edge of the town centre is visible beyond this and on balance detracts from the views through an unremarkable and disjointed arrangement of buildings. A tall, well designed, distinctive built frontage should aim to provide a new edge, screening detractive elements to the rear. Four storey heights are likely to be appropriate. Views from the beaches are set at a level below the promenade and rooflines and or gables should provide a distinctive silhouette or skyline along this frontage, reinforcing the distinctive seaside sense of place.

- Extending from Eastern Promenade around to Rhych Point, the interface is more natural, with dunes rising from the beach. The sense of wildness would be reinforced through removal and replacement of the Fun Fair frontage with a park and further key open space at Relic Dunes. Development along the frontage in this area should be set back and be of a lower scale, height and density to reduce visibility and strengthen the more natural sense of place.

Visual Effects

5.13 Within **views from the west** (at viewpoints 1, 2 and 3), the eastern promenade and frontage proposed buildings to the Salt Lake residential area will be visible, at around 3 or possibly 4 storeys in height. From the Harbour, further to the south, the proposed signature leisure building, likely to possess a more imposing scale, will be prominent in the foreground, partially screened by intervening harbour buildings, with areas of public realm connecting to the promenade. Development will be set back from the seawall by the new promenade. Providing the width of the promenade is adequate, the quality, value and extent of sea views will be unaffected by the development within these views. Visibility will extend around the bay to the Sandy Bay phase 2 development and is likely to be partially visible to the rear of the existing dunes and Relic Dunes at the back of the beach. Existing detractors within the views, including the fun fair and highways related infrastructure which will be removed and replaced by a more consistent frontage extending around the sweep of the bay. The green backcloth to the view will be obscured by taller development within the foreground, and it is possible that some of the evergreen trees to the rear of the fun fair may be lost to the proposed primary access road. The magnitude of change in the view will be large. However, the sensitive focus of the views around and out onto the coast will be largely unaffected and the change in the view has the potential to be beneficial rather than adverse. At viewpoint 3, the townscape vista extending along Dock Street to the coast will be unaffected. An active travel route extending east from Dock Street will strengthen the link between town centre and coast. The leisure and residential elements of the phase 1 site are located north and south of this route and will potentially frame the view east. Within Dock Street to the east, proposed commercial development overlooking an area of new public realm could potentially enhance and contribute to the character the streetscape and replace areas currently in a state of neglect. Changes in the view from viewpoint 3 will again be beneficial and the development will reinforce existing visual links through the site from the town centre to the coast.

5.14 Within **views from the north**, the Entrance Gateway Area will be visible on the key approaches into the development site. The commercial building will be prominent in views from the A4106

from viewpoint 4. This is anticipated to be around 3 storeys in height with well-designed roofline silhouettes and facades, to ensure a positive first impression and to provide a key focal point to the development. The proposed residential areas to the rear will be partially visible from viewpoint 5 as well as some visibility of the Griffin Park Phase 2 residential development to the rear of the retained park. Viewpoints from the north illustrate the relationship between the development site and the existing residential edge of Porthcawl. Established tree and shrub planting filters and contains visibility at both viewpoints, but also provides an attractive green entrance to the site. At Viewpoint 4 the replacement of the open Salt Lake area with a new developed edge, including a landmark building, public realm, artwork and planting will be a dramatic and bold change to a largely degraded landscape. At viewpoint 5, visual changes are likely to be more subtle and filtered by vegetation. The housing is likely to be a mixture of densities ranging from 2 to 3 storeys in height with generous gardens. These will replace large-scale buildings forming the northern edge of Coney Beach Fun Fair. Again, this has the potential to deliver a beneficial change.

- 5.15 Within **views from the east**, at viewpoint 6, the Sandy Bay Residential Area will extend across the open, undulating land, falling to the north. A new area of open space, around the Relic Dunes, will extend to the south of the viewpoint. It is anticipated that the housing will have a garden suburb character, with generous gardens, tree lined streets and parks. Important frontages onto the Relic Dunes will be taller and denser. To the north the housing will interface with existing two storey housing along New Road. Adverse views from residents onto the site will need to be considered and it would be prudent to consider retention, or replacement of existing scrub planting established to the fringes of the area. This could be reinforced to provide a visual buffer between new and existing development. Views onto the site will also be available for visitors at Trecco Bay Leisure Park. Again, consideration of a buffer between new and existing development, incorporating and enhancing existing established scrub and trees should be considered. To the south the development will form an interface with the Relic Dunes, a new area of open space. Views from Viewpoint 7 illustrate spectacular coastal views towards Porthcawl. Within these, the sweep of the bay silhouetted by the range of buildings extending from Coney Beach Amusement Park rising through the town centre to the taller buildings around The Square and Harbourside provides a distinctive built backdrop to the beach. Areas of Sandy Bay Residential Area will be set back and probably obscured by intervening dunes. Visual changes will be through the removal of Coney Beach Fun Fair and its replacement with open space with housing to the rear, extending to the new development along the Eastern Promenade and Harbour in the middle distance. It is likely that this will be a 3 to 4 storey, distinctive frontage to the promenade and from this

viewpoint it would be perceived as a new edge to the town. The loss of open space and replacement with urban areas across Sandy Bay will on balance be an adverse impact with potentially significant visual effects for adjacent residents and visitors to the /caravan park and users of the Wales Coast Path that extends along this area. The incorporation of generous open spaces, gardens and tree lined streets will mitigate this to an extent. Consideration of buffer planting to the fringes of existing housing should also be considered.

6.0 KEY RECOMMENDATIONS

6.1 Preceding sections of this report have described the existing development, the baseline landscape, seascape and visual resources and the changes likely to be experienced by the various receptors. Sensitivities have also been identified that may identify opportunities to maximise value or placemaking in relation to landscape, seascape and visual matters. Recommendations to maximise opportunities to reinforce placemaking are provided below, although in all cases these will require further detailed consideration:

- Production of a GI Strategy for the site to inform the development masterplan and deliver landscape, visual and biodiversity benefits. The site contains existing established green infrastructure that could be retained, enhanced and/or replaced to provide a green landscape structure for the site including;
 - Tree and woodland planting, within and around Griffin Park and along Mackworth Road.
 - Ornamental shrub/hedge planting along the western edge of The Portway.
 - Ornamental/hedge planting within and forming the boundary of Griffin Park.
 - Roadside planting along the A4106 approach to Porthcawl.
 - Unmanaged grassland within Sandy Bay Dunes
- The 'Green' gateways to the site to the north should be further reinforced by tree planting to provide a consistent and dramatic approach and gateway. This will enhance the visual progression from well vegetated sheltered inland areas to exposed visually open seafront areas.
- Retain and integrate key tree, woodland and scrub planting around the fringes of the development 'parcels' particularly at Sandy Bay and along Mackworth Road. This could be reinforced with new landscape to form strategic green areas as part of a GI Strategy.
- Consider a high-quality hard materials palette that will reinforce a sense of place and continuity around the sea front. New promenades could consider a more contemporary approach. The sweep or curve of the bay around from the harbour with views extending out to the Nash Coast in the distance is an attractive feature that may influence the design approach.
- The Wales Coast Path should be rerouted to follow the new coastal active travel route with appropriate signage and surfacing to reinforce the corridor.

- Consider material selection that will be sensitive to the Conservation Area. Blue Lias limestone or Pennant Sandstone is likely to be appropriate for these areas along with brick and appropriate street furniture and lighting.
- Consider screening views from the Portway west to the edge of the town centre/Hillsboro Place through tree planting or new development fronting to the east to enhance integration of the development with the existing Town along this edge. This should be included within a GI Strategy for the site.
- Within Sandy Bay, consider opportunities to integrate development with rolling/undulating topography. Elevated landforms may offer potential to soften or subdivide residential development parcels, possibly including areas of strategic planting. Again, a GI Strategy should address this.
- An appropriate development scale/height is generally considered to be 2 to 3 storeys, rising to 4 storeys for keynote buildings. This would be appropriate to the character and scale of Porthcawl. Opportunities for 4 storey buildings or facades will include the Eastern Promenade, in particular, to provide a bold new urban edge to Porthcawl. High quality detailing including rooflines and gables should be considered to provide a distinctive seafront silhouette enclosing the beaches in this location. The urban 'silhouette' viewed from Sandy Bay and Rhych Point to the east should influence the design of frontages.
- Lower scale/height/density of development will be appropriate within Sandy Bay to avoid adverse effects on Merthyr Mawr to the east. The development frontage with Relic Dunes and the coast beyond at Rhych Point and Sandy Bay beach should be set back from the beach to reinforce the sense of wildness and naturalness.
- The green backcloth formed by elevated land to the east and north at Newton Down is an attractive feature within views from the west and also from the Sandy Bay area. Heights of buildings should respect this as far as possible, with lower buildings to the east in particular.

7.0 CONCLUSION

- 7.1 The report has reviewed the baseline landscape, seascape and visual resources around and within the Porthcawl Waterfront Regeneration Area. The proposed development has a close relationship to the town centre and historic harbour and has a unique and spectacular coastal aspect and interface with popular beaches and intertidal areas, accessed by promenades and the Wales Coast Path. It is also overlooked on many edges by residential properties. Extensive areas within the development site, however, are also of limited landscape character and visual amenity value and will benefit from regeneration proposals.
- 7.2 The development offers to impose a dramatic and positive change across an extensive area, replacing areas of dereliction with new or enhanced accessible open spaces and high-quality buildings and facilities. Sensitive landscape, seascape and visual characteristics, qualities and receptors have been highlighted and recommendations offered in relation to these that may assist with enhancing the integration or placemaking value of the development. Further detailed assessments and consideration is recommended to influence the design of the development, including a detailed landscape and visual assessment, that will assist in identifying detailed mitigation to adverse effects. Equally a GI Strategy for the site would allow the consideration of how a green structure could enhance the masterplan area with biodiversity, micro-climate, visual and recreational benefits. The development as described in the '*Porthcawl Waterfront Regeneration Area – Land-use Framework 2020*' will be a significant benefit to the regeneration of Porthcawl.