

# PLANNING DEVELOPMENT BRIEF

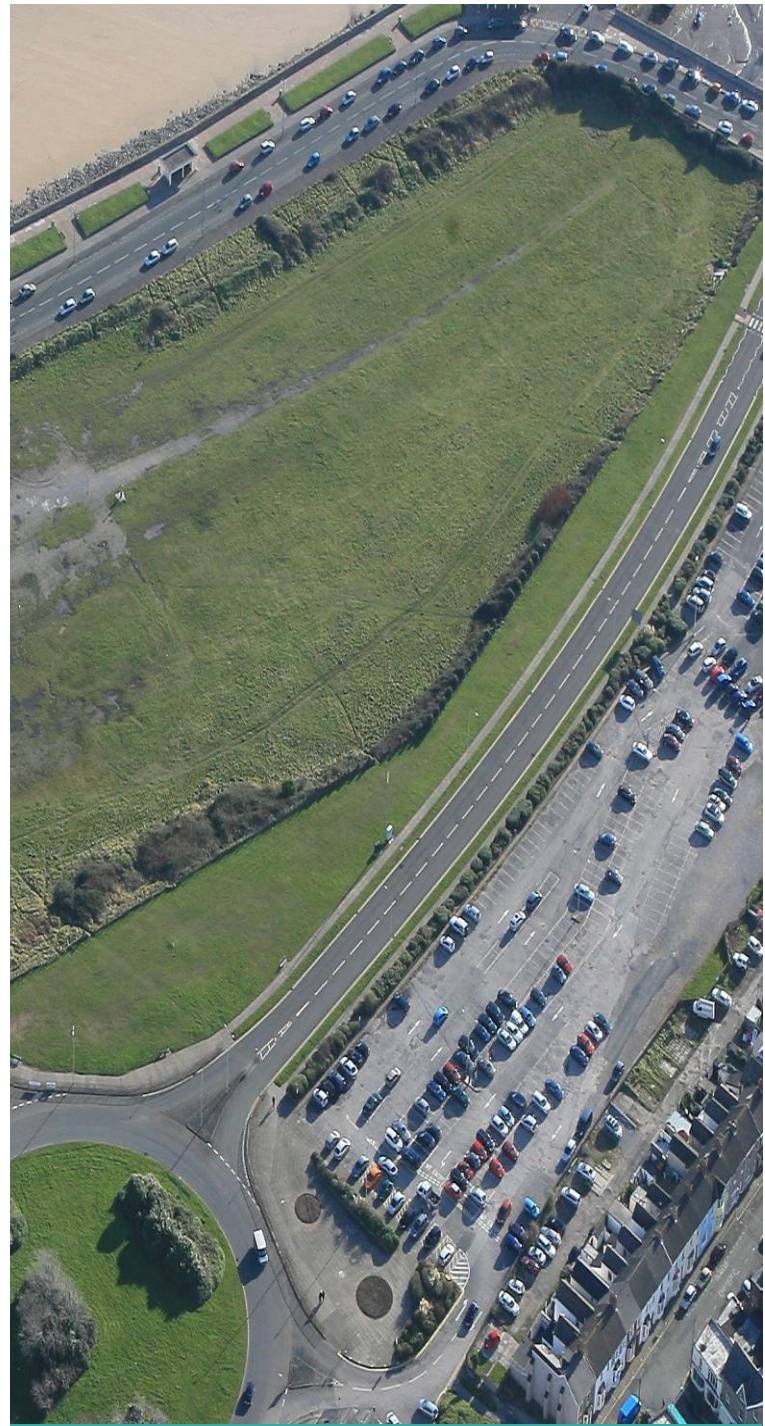
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**FOODSTORE SITE  
SALT LAKE NORTH  
PORTHCAWL**

JUNE 2019

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**BRIDGEND COUNTY BOROUGH COUNCIL**



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## INTRODUCTION

The purpose of this Planning Development Brief is to clarify the planning and design framework which should be acknowledged and used in the formulation of detailed proposals. This document has been approved by the Council's Development Control Committee as Development Control Guidance at its meeting on 20 June 2019, making it a material consideration in the determination of any future planning applications for the site. The planning and design framework is intended to promote the site, safeguard it from inappropriate forms of development, and ensure that a high quality scheme is achieved through the planning process. This updates the current planning guidance by providing more updated and focused guidance related to the foodstore site.

The site sits within the Porthcawl Strategic Regeneration Area. Its overarching Vision is set out in the adopted Supplementary Planning Guidance (SPG) (2007) for the Seven Bays Project, which states:

*'The regeneration of the waterfront is a key element in the future development of Porthcawl as a premier seaside resort. This will be achieved through a combination of quality design of buildings and the surrounding environment, comprising residential, leisure, cultural, tourism and retail uses. Central to this will be a revitalised harbour area incorporating the reuse of historic buildings, new leisure facilities and a fully refurbished harbour set within a prestigious and vibrant waterfront.'*

Following on from the earlier successes of the rejuvenated Marina and Jennings developments, a new foodstore represents the next phase of the area's development and is a critical component of the wider Masterplan for Porthcawl. This scheme represents the first element to be developed on the Salt Lake site and will act as a catalyst for the regeneration of the wider area.

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## OBJECTIVES

The key objectives of this Brief and the site have been identified as follows:

- Provide a distinct and enhanced Gateway into Porthcawl;
- Delivers a new foodstore which improves the commercial vitality and viability of the town centre;
- Improve the quality of pedestrian and cycle links to and through the site and, in particular, increase footfall between the town centre, the development site and Eastern Promenade, in accordance with the Active Travel Act (2013);
- Development to be robust, practical and respond to the local context (i.e. heritage, townscape quality, setting) and future masterplan aspirations;
- Achieve a comprehensive and cohesive approach to development including the position, size, layout, access and servicing of the foodstore and car park;
- Achieve an appropriate level of car parking which is managed by the operator to enable linked trips to the town centre;
- Utilise high quality 'soft' and 'hard' landscaping to soften the site boundary, particularly in areas of blank, or inactive frontages;
- Provide innovation in building design and environmental sustainability, particularly through the choice of high quality materials that responds to local context;
- Provide a high quality public realm that contributes to towards the placemaking objectives promoted through Planning Policy Wales; and
- Deliver a new access road to the development site.

## THE SITE AND WIDER CONTEXT

### Location

Porthcawl lies approximately half way between Wales' two largest cities, Cardiff and Swansea, around 25 miles from both. Situated on the main entrance to Porthcawl, the site is located within 5 miles of junction 37 of the M4 and is connected to it by the A4229.

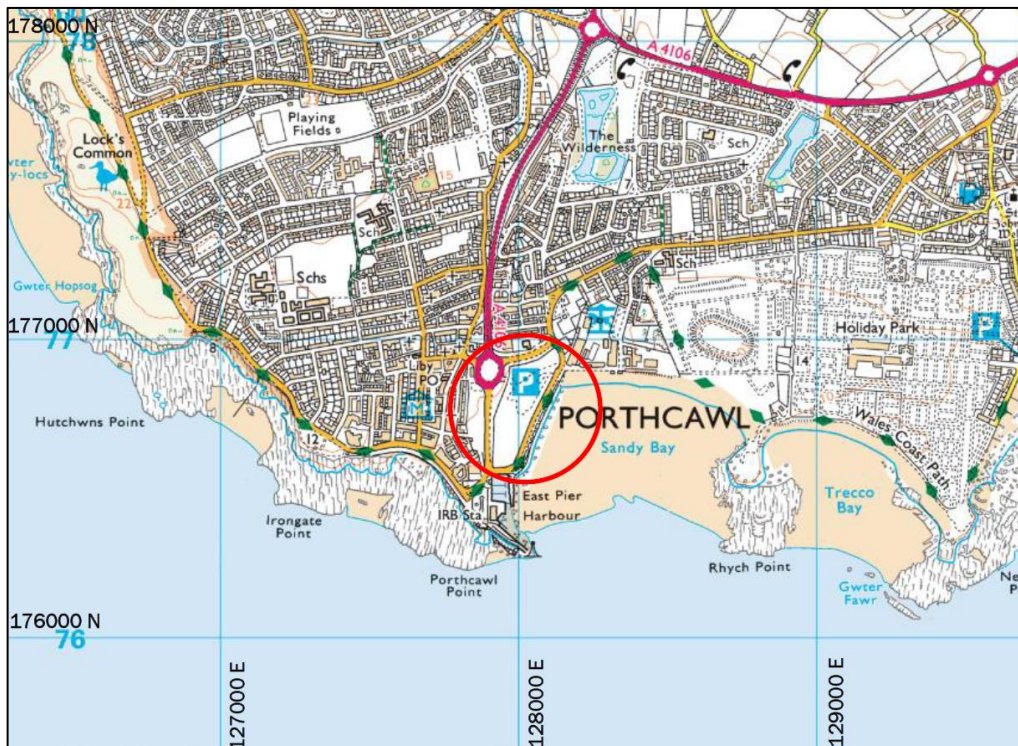


Figure 1 - Site Location Plan

The site is wholly owned by the Council and is located at the northern end of the Porthcawl Waterfront Regeneration Area. It has an extensive industrial maritime history but has most recently been used as car park and temporary site compound for nearby building works.

The site is bound by:

- To the north: immediately by Eastern Promenade road, followed by buildings associated with Porthcawl Fire Station and residential areas extending more than 1km;
- To the east: immediately by grass/gravel surface land associated with Salt Lake car park, followed by Eastern Promenade road. Sandy Bay beach is some 70m east, with Coney Beach fair to the north of the beach and Trecco Bay Caravan Park and the Bristol Channel;
- To the south: immediately by grass/gravel surface land associated with Salt Lake car park which extends approximately 290m further south. This is followed by a small marina;
- To the west: Immediately by a roundabout off Eastern Promenade and The Portway, followed by Hillsboro Place Car Park and Porthcawl Town Centre.

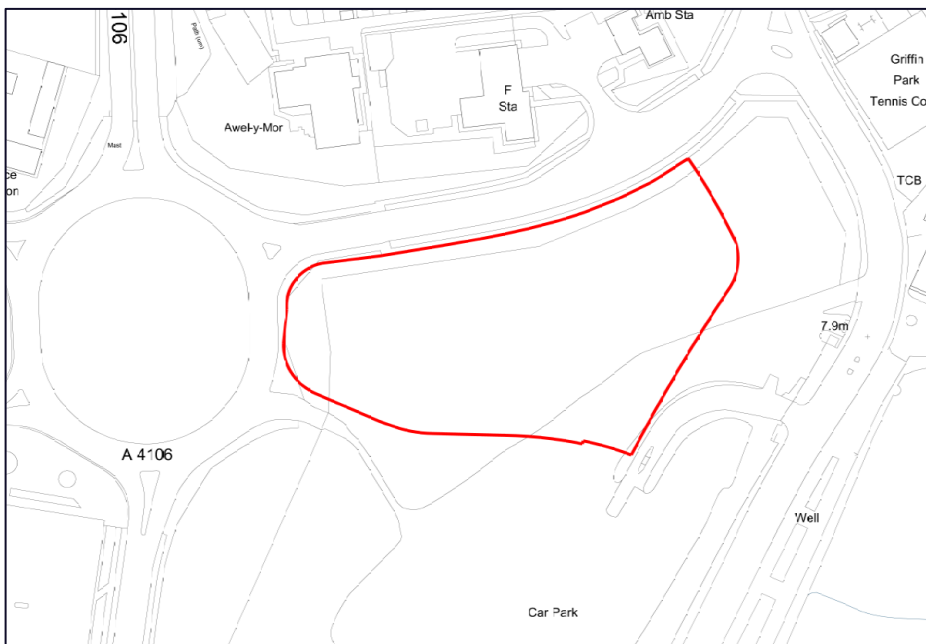


Figure 2 - Site Plan from Ordnance Survey

The site is located in the north west corner of the Salt Lake car park. The National Grid Reference of the approximate centre of the site is (SS) 282011, 176911 and the closest postcode is CF36 5TS. The proposed foodstore site comprises an irregular shaped parcel of land of around 70m length (north to south) and 140m width (east to west) measured from its central points, occupying an area of approximately 0.9 hectares.



Photo 1 – Site Plan Aerial Photo

The general topography of the wider area is relatively flat, gradually sloping to the coast to the south/south east. The site itself is generally flat and level and falls eastbound from 9.8m on the roundabout's footpath down to 7.5m in the north-east corner.

Vehicular access to the site is currently gained via a barriered entrance to the south west portion of the development site, where the new access road is to be built. Further barriered access points are also present to the east of the site off Eastern Promenade which currently provides access to the public car park within Salt Lake. There are no trees on the site.

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## Site History

There is a rich maritime industrial history which has been assessed from a review of available historical Ordnance Survey County Series and National Grid maps. The salient features from historical maps and County Series maps are summarised in the following table.

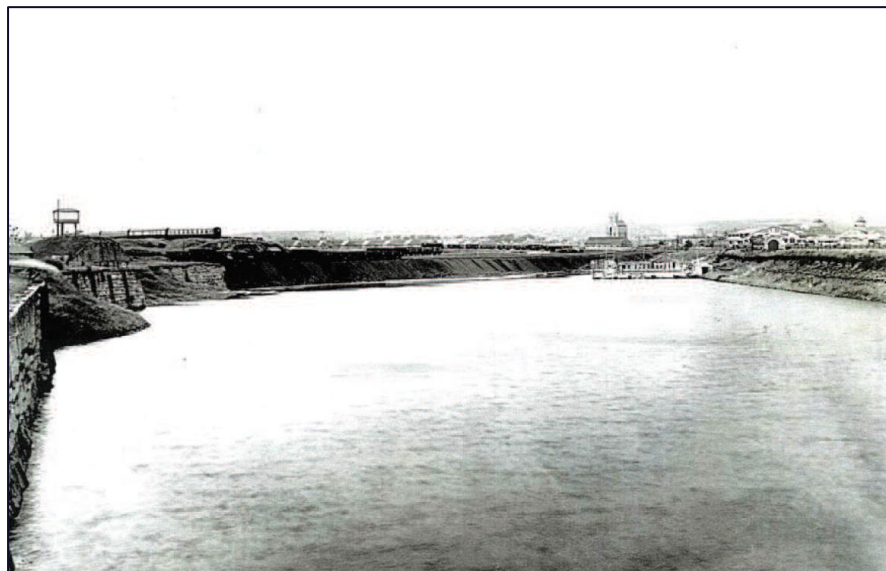


Photo 2 (top) - Historic Photos facing the future foodstore site (southward)

Photo 3 (bottom) - the view facing northward towards the future foodstore site from the southern end of Salt Lake. Source: National Railway Museum



Date	On Proposed Foodstore Site	In Vicinity of the Site
1880-1884	<p>The site is indicated to be within a shipbuilding yard on the north/north west edge of Porthcawl Dock. A 'Smithy' is indicated in the south east, adjacent to a masonry wall and slipway leading to the dock water's edge, which encroaches slightly in the south east.</p> <p>The site surface is shown to be a mix of rough pasture, shingle and sand. Railway lines are indicated to enter the site in the north and south, tending south east and north east respectively.</p>	<p>Porthcawl Dock continues to extend approximately 300m south of the site. The associated slipway extends from on site to approximately 40m south where the water's edge is located. Large sloping masonry walls are shown along the edge of the slipway and the southern wall extends some 30m into the dock. A further sloping masonry wall is shown adjacent to 'Porth-cawl Sands' beach which is shown 60m south east.</p> <p>The 'Outer Basin' of the Dock is shown some 300m south and the East Pier is shown some 550m south, adjacent to the harbour entrance.</p> <p>A large number of railway/tramway lines are indicated approximately 60m west of the site, trending north to south with some terminating at the edge of the dock. Railway land is also identified on the south and eastern edge of the dock, extending to the north east. A tank is indicated at the termination of two railway/tramway lines some 90m south west of the site and 4no. further unnamed square structures are also indicated in the area of the tank. A saw mill is also shown about 150m south west. A 'Gas Works' is indicated around 200m north east and two wells have been identified between approximately 150-500m north and north west. A site of human remains (found A.D. 1846) is shown around 400m north west. Residential areas are shown some 200m north west and 250m south west.</p>
1889-1900	<p>The Smithy is no longer indicated and there is no indication the site remains part of a shipbuilding yard. Additional railway lines are indicated.</p>	<p>The number of railway/tramway lines to the west have increased and are now located within a few metres of the south west corner of the site. 3no. railway lines now also extend to the edge of the dock wall, terminating at a 'Coal Tip', approximately 60m, 130m and 180m south of the site.</p> <p>The residential areas to the north, west and south west have expanded.</p> <p>A 'Tumulus' is shown around 400m north west in the position where the site of human remains (found A.D. 1846) was identified above, indicating a mound of earth and stones raised over a grave.</p> <p>'Porthcawl Water Works' is now shown adjacent to the north boundary of the gas works. The Wells previously identified are no longer indicated.</p>
1919	<p>An additional railway/tramway line is indicated through the centre of the site and the existing had moved slightly. Earthworks are apparent on the west boundary associated with the railway land.</p>	<p>A tank is indicated approximately 110m to the north west amongst the railway land. The railway/tramway lines on-site extend into the gas works and appear to be connected to a 'Tank' and 'Engine Shed' approximately 220m east. The tramway then extends further east and terminates 900m east of the site in 'Newton Burrows' sand dunes.</p> <p>The coal tips are no longer indicated, and the railway lines no longer terminate at the dock edge. Associated railway lines along the dock and to south west have been dismantled. The residential areas to the north and south have expanded further and are now joined to form one area.</p> <p>The Gas works has expanded with an additional tank indicated. The water works are no longer indicated.</p>

1943 - 1948	The south west corner is shown to be part of the now infilled dock, with the surface indicated to be shingle/rough ground. The rail/tram line through the centre is no longer shown, however an additional line is indicated in the north, running parallel with the other line. A road/track is indicated to extend through the site.	The former dock has been infilled, however the 'Outer Basin' remains. The railway land to the west is shown to have expanded and been modified and a tank is now shown approximately 40m south west and 60m north west, with a railway station now shown some 180m south west. The railway to the east of the site is now indicated to be a miniature railway, extending south west to north east along the extent of the road, now named Eastern Promenade. Coney Beach Amusement Park is now shown 100m east of the site, with the tank and railway shed previously identified in this area now removed. The residential/ commercial development to the west and north has continued. The gas works are no longer indicated; however, the tanks remain present. The beach is now named Porthcawl Sands.
1965 - 1968	The south west corner is now shown to be part of a larger car park, where the former dock was infilled. Some earthworks are shown adjacent to the railway lines across the site, which have been modified.	Some of the railway lines to the west of the site appear to have been removed/decommissioned and 2no. 'water points' are shown 70m south west. The surrounding areas have been developed further with residential and commercial buildings. One of the gas tanks has been removed.
1976 - 1980	The railway land has been removed and the site is indicated to be within a car park. An access road from the east (leading into Slat Lake Car Park) marginally crosses the site in the south east.	The railway land and tanks to the west have been removed and a new road and roundabout are now shown directly adjacent to the west boundary which extends south (The Portway). The car park to the south has expanded beyond the limits of the former dock with an additional car park indicated to the west of the Portway. The existing Fire Station and Police stations are now shown 30m north and 100m north west respectively. The layout of Porthcawl now resembles the present day following further development of the area and the beach has been renamed Sandy Bay. Trecco Bay Holiday Park is now shown approximately 800m east.
1991 - 2014	No significant changes identified.	The surrounding area is largely the same as the present-day layout. The gas works is no longer indicated.
2018- 2019	An Alun Griffiths Construction (UK) Ltd site compound has been positioned in the west of the site. No further significant changes identified.	No significant changes identified.

Table 1 – Summary of Site and Surrounds (Salt Lake) History

## PLANNING POLICY

The following section provides an overview of the relevant planning policy against which any development proposal will be assessed.

### National Policy, Guidance and Legislation

The Well-being of Future Generations Act (2015)

Planning Policy Wales (Edition 10, 2018)

The Active Travel (Wales) Act (2013)

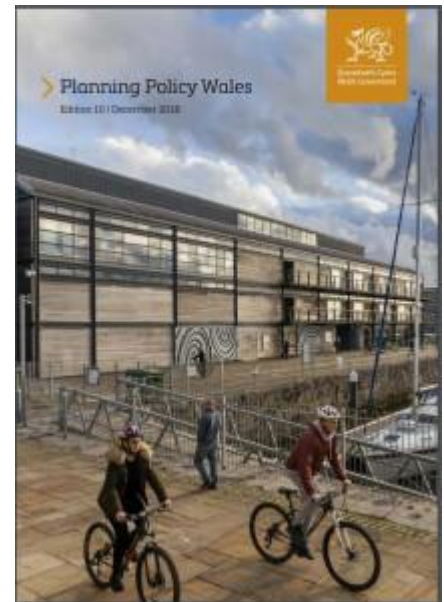
Design Guidance Active Travel (Wales) Act (2013)

TAN 4: Retail and Commercial Development (2016)

TAN 12: Design (2016)

TAN 15: Development and Flood Risk (2004);

TAN 18: Transport (2007)



### Local Policy

#### Bridgend Local Development Plan (LDP)

Some policies are of greater significance to any proposed development, although many more generic policies will also have an impact on the regeneration of the site.



- Strategic Policy SP1: Regeneration-Led Development
- PLA2: Implementation of Regeneration Strategies
- Policy PLA3: Regeneration and Mixed Use Development Schemes

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- Strategic Policy SP2: Design and Sustainable Place Making
  - Strategic Planning Policy SP3: Strategic Transport Planning Principles
  - Strategic Policy SP4: Conservation and Enhancement of the Natural Environment
  - Policy PLA4: Climate Change and Peak Oil
  - Policy PLA7: Transportation Proposals (3) (9)
  - Strategic Policy SP5: Conservation of the Built and Historic Environment
  - Strategic Policy SP10: Retail and Commercial Hierarchy

<https://www.bridgend.gov.uk/media/1899/written-statement.pdf>

### SPG 17: Parking Standards (2011)

The Council's Parking Standards should be read in conjunction with the Active Travel (Wales) Act (2013) and its Design Guidance (2013), the Local Development Plan, and Supplementary Planning Guidance for Porthcawl. The SPG denotes the site as being located in zone 3.

[https://www.bridgend.gov.uk/media/1851/spg\\_17\\_-\\_parking\\_standards\\_volume\\_1.pdf](https://www.bridgend.gov.uk/media/1851/spg_17_-_parking_standards_volume_1.pdf)

<https://www.bridgend.gov.uk/media/1856/spg17-volume-2-written-text-and-map-index.pdf>

### 7 Bays Project, Porthcawl Waterfront: Supplementary Planning Guidance (2007)

The site forms part of the wider 'Porthcawl Waterfront Regeneration Area' as defined by LDP Policy PLA3(8), an area allocated for mixed use development in the Bridgend Local Development Plan (2013) and is the subject of the Seven Bays Project - Porthcawl Waterfront - Supplementary Planning Guidance (SPG) 2007.

<https://www.bridgend.gov.uk/media/1862/view-the-adopted-porthcawl-waterfront-planning-guidance.pdf>

The adopted Masterplan (2007) includes both the Salt Lake and Hillsboro Car Park Site (Phase 1) and area north of the Sandy Bay (Phase 2 on figure 3) which comprises over 100 acres on the coastline of South Wales. The regeneration of the waterfront will create a vibrant new focus that will bring social, economic, environmental and cultural benefits for the town itself and the wider area. Phase 1 also covers the marina / harbour area (blue, green area and surrounds in figure 3) which has been partially completed with the recent additions of the Jennings Building (live-work units and 3 food and beverage units), a new harbour kiosk, and consent for a new Maritime Centre (mixed community and leisure uses).

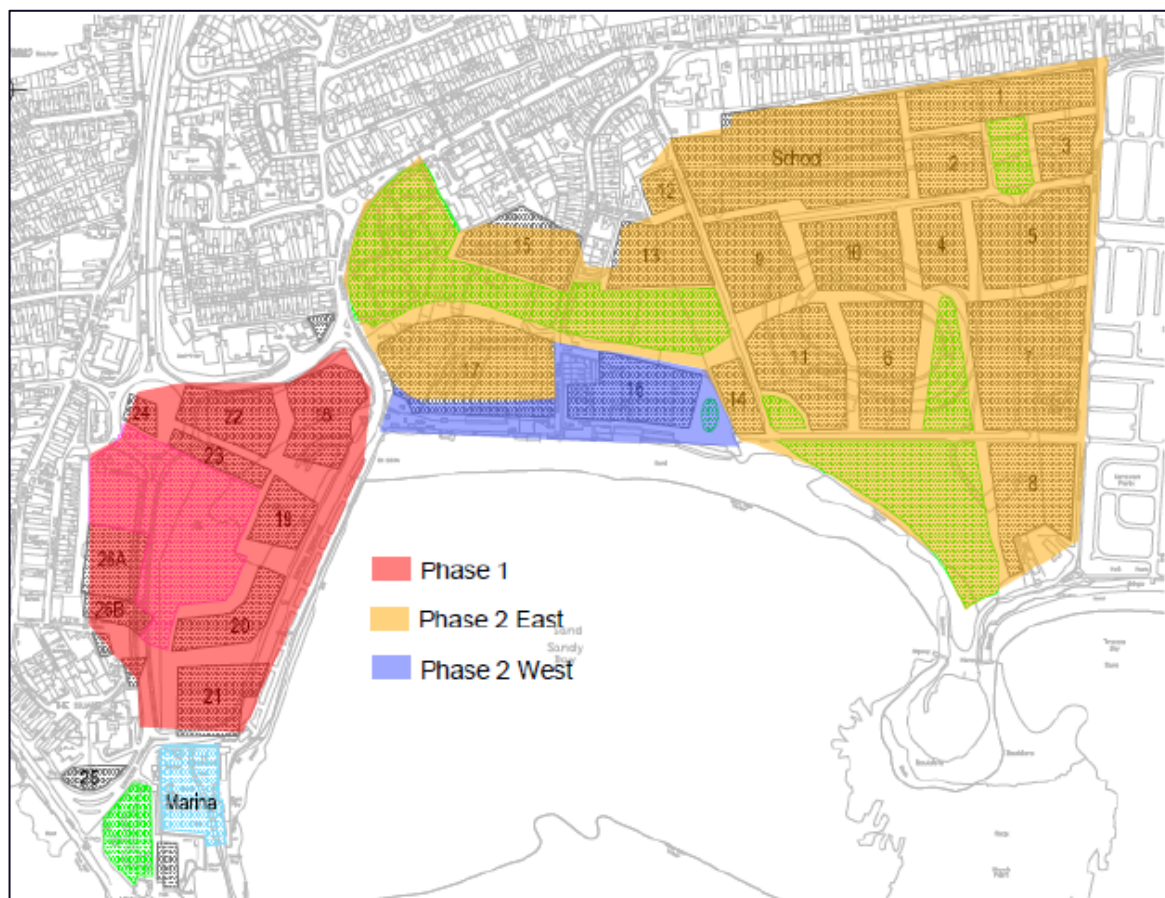


Figure 3 - Salt Lake and Hillsboro Car Park (Phase 1) and Sandy Bay (Phase 2) Developments

The regeneration builds on the vision for Porthcawl which aims to create a premier seaside resort of regional significance through the comprehensive regeneration of this

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key waterfront site. It proposes a broad distribution of a variety of land uses across the area, including residential, leisure, retail and community provision. It also includes significant new areas of attractive open space along the seafront. Key elements of the waterfront will be the creation of new, high quality promenades between the harbour and Trecco Bay, and the regeneration of the harbour area itself.

### Replacement Bridgend LDP - Candidate Site Register (2019)

The Candidate Site Register, published in January 2019, identifies all sites which have been submitted to the Council for consideration as new site allocations in the replacement Bridgend LDP. Aside from the Salt Lake site, only one other site has been submitted for consideration for the development of new commercial uses which is found in Porthcawl, Sandy Bay (Phase 2).

### Emerging Porthcawl Regeneration Strategy

A revised regeneration strategy has been prepared for Porthcawl. This will inform the replacement LDP and is considered within this Planning Development Brief. An overview of the Porthcawl regeneration strategy is provided in the Report to Council dated 21 November 2018 (Item no. 241).<sup>1</sup>

The commercial and retail uses proposed in the commercial core area have not been delivered, as envisaged in the Porthcawl Waterfront SPG. The supermarket allocation has received little market interest due to the changes seen recently in the food store market and the significant cost of the enabling highways works, and site configuration

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<sup>1</sup> <http://ballot/ieListDocuments.aspx?CId=142&MId=3221&Ver=4>

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works which would have involved stopping-up The Portway and relocating the existing Hillsboro Place car park.

Current market research indicates that while there is no market interest for a large superstore (up to 4,645 sqm gross), there is strong market interest for a smaller foodstore in Porthcawl.

The Council's revised regeneration strategy incorporates retaining the Phase 3 Salt Lake site as the main car park serving the town centre thereby retaining the Portway as the primary vehicular route serving Porthcawl and providing a smaller food store on the Phase 1 Salt Lake site to meet the unmet qualitative need for a main food shopping provision in Porthcawl. The Council aims to reinvest receipts from the supermarket development (phase 1) to fund improvements to Hillsboro Place car park (phase 3) and bring forward other development sites across Salt Lake. The proposals for Phase 3 includes reconfiguring the car park, increasing the number of parking spaces and improving access arrangements and the potential for new commercial leisure facilities along key town centre links. More recent developments include initial feasibility work in relation to a potential bus terminus along the Portway.

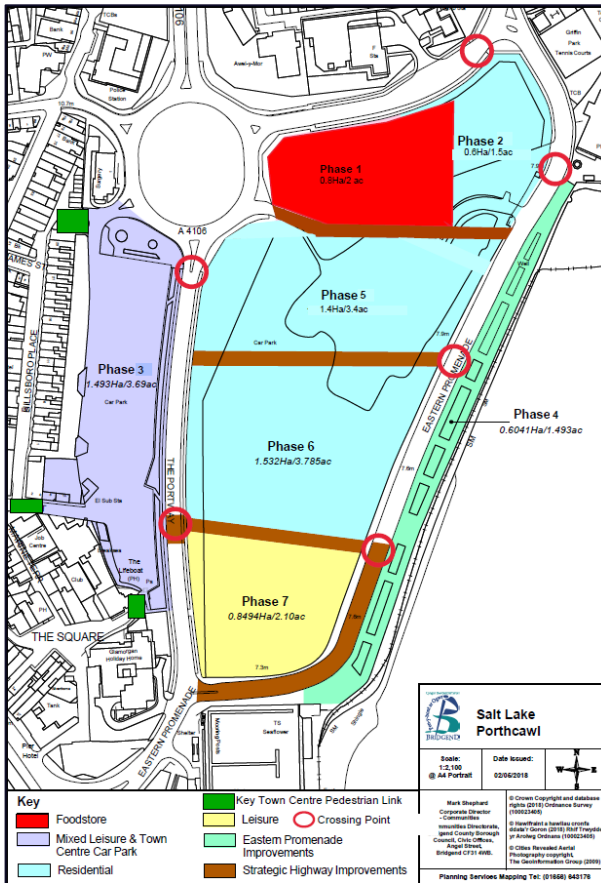


Figure 4 –Regeneration Phasing Plan

The foodstore site, referred to as Phase 1 in figure 4 (red shaded area) is considered an important ‘gateway’ site for Porthcawl. It forms the first phase of development within the wider Salt Lake Site and the redevelopment of the site with improved links will improve access between Porthcawl Town Centre, the Eastern Promenade (seaside promenade) and beach at Sandy Bay. The first phase of the site’s regeneration fronts onto the existing highway on its north and east border. A new access road is expected to be built off an existing spur off the A4016 roundabout and provide access to the

foodstore site and residential areas which are to be developed as part of a subsequent development phases along the foodstore site’s eastern and southern boundaries. Thus, the delivery of the new access road will act as a catalyst for unlocking wider site development.



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## RETAIL TESTS

The Site is located on the periphery Porthcawl Town Centre, as defined in the Local Development Plan.

Planning Policy Wales ed.10 (Chapter 4) sets out guidance around the tests necessary for new commercial development coming forward at the edge and out of town centre locations in order to ensure that any retail proposal does not undermine the Town Centre's vitality and viability. This includes the requirement to test a proposal against its need and impact as well as providing an assessment of whether there are more suitable, available and viable sites more centrally located (the sequential test).

Since 2008 there have been several attempts to deliver a new foodstore on the regeneration site. However, these never came to fruition and the Council concluded that the larger format superstore originally intended was undeliverable. However, evidence accumulated by the Council suggests that a smaller scale food store (circa 20-25k sq ft) is achievable. This has enabled a revisit of the key assumptions around the masterplan, namely the closure of the Portway and Hillboro Place Car Park. The emerging regeneration strategy reflects the Portway being retained as the main entrance point to Porthcawl and that Hillboro Place Car Park be retained as the primary town centre and tourism car park. As a result, it has been necessary to identify an alternative site for new commercial development. A sequential assessment and retail (needs) study undertaken on behalf of the Council concluded that no suitable and available 'alternative' town centre sites existed and that the top end of Salt Lake was suitable, achievable and readily available.

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The main findings and recommendations were as follows:

- Planning Policy Wales requires local authorities to allocate sites to accommodate identified quantitative and qualitative retail needs in the development plan and adopt a sequential approach to the selection of sites for retail development;
- The retail evidence base identifies a qualitative need to provide a supermarket in Porthcawl to improve accessibility to main food shopping provision and reduce convenience expenditure leakage;
- The Porthcawl Waterfront SPG (2007) contains an allocation for a large format supermarket up to 4,645 sqm gross within the commercial core character area. However, this development has not come forward due to the associated cost of enabling works and the lack of demand for a large format foodstore;
- The emerging regeneration strategy for Porthcawl recognises that while there is no market interest for a large format supermarket at the present time, there is strong market interest for a smaller supermarket on the Phase 1 Salt Lake site;
- The Phase 1 Salt Lake site occupies an edge of centre location being 50m outside of the commercial centre boundary. In identifying sequential sites in and on the edge of Porthcawl town centre which could accommodate the identified qualitative need for a supermarket over the Replacement LDP period (2018-2033), the search reviewed information from the following sources: replacement LDP candidate sites, LDP development sites and existing vacant sites and units;
- The Salt Lake phase 3 site is the only site identified which occupies a sequentially preferable location however it is not considered to be available or suitable and

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marketing evidence suggests that it is unlikely that the Phase 3 site could be brought forward for a supermarket development over the Replacement LDP period.

Therefore, land at the northern end of Salt Lake Car Park is considered to be the most suitable alternative location for a new food store / commercial development because of its close proximity to Porthcawl Town Centre, existing and future residential areas and its 'gateway location' into the tourist resort of Porthcawl. Commercial development in this location is considered compatible with national and Local Development Plan policy given there are no sequentially preferable sites in Porthcawl which are available and suitable to accommodate the identified need for a supermarket over the Replacement LDP period.

## DEVELOPMENT AND DESIGN PRINCIPLES

Planning Policy Wales (Edition 10, 2018) sets out that:

*‘Good design is fundamental to creating sustainable places where people want to live, work and socialise. Design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places. To achieve sustainable development, design must go beyond aesthetics and include the social, economic, environmental, cultural aspects of the development, including how space is used, how buildings and the public realm support this use, as well as its construction, operation, management, and its relationship with the surroundings area.’*



Photo 4 - Marina, Porthcawl



Photo 5 - Jennings Building, Porthcawl

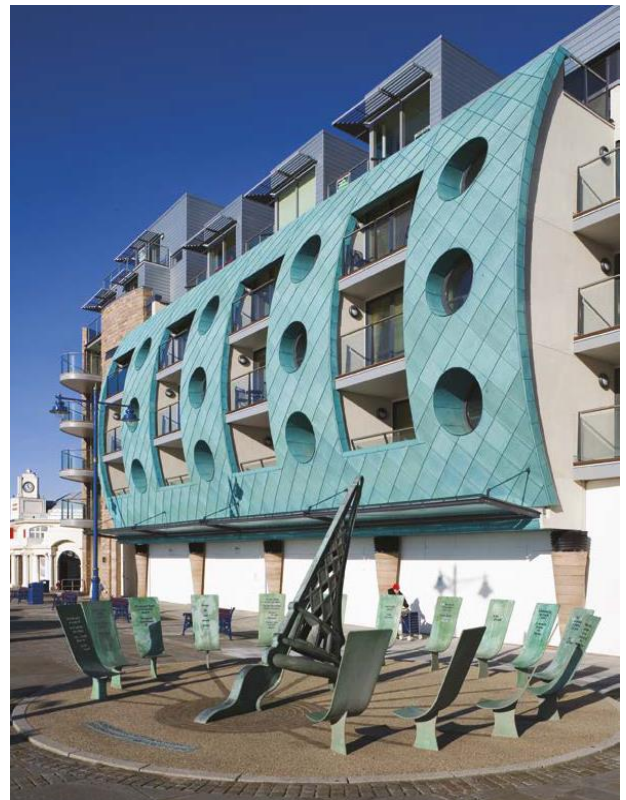


Photo 6 - Esplanade House, Porthcawl

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The value of good design is recognised as being essential to the development and to the sustainable regeneration of Porthcawl. A poor quality environment is both economically and socially unacceptable. Poor design is now proven to be costly. The new development will be required to successfully regenerate this important part of the town and improve place perception and sense of place. The Development Principles which are described have been produced in order to help guide detailed design work and future planning applications. These Principles identify aspects of design which are considered important to the Council whilst providing the future developer (and their design team) ample scope for interpretation and innovation.

## General Principles

- The primary use for the development site is A1 – Food Store. To ensure that the wider regeneration area maintains or enhances the vibrancy, vitality and attractiveness of Porthcawl Town Centre, the following uses will not be permitted: A2, A3, D1, D2, and any Sui generis uses (e.g. petrol filling stations);
- Deliver a high quality commercial building in recognition of the site's 'gateway' location which serves as a signpost for Porthcawl and the wider regeneration area in its design, height, materials and elevational treatment;
- Any forthcoming proposal is expected to be based on a bespoke design response which recognises and respond to the unique location and context of the site;
- To promote the objectives of the Active Travel (Wales) Act 2013 and consider the needs of walkers, cyclists and public transport users (both visitors and employees) through managing vehicular traffic and the provision and improvement of active travel routes and related facilities, particularly those which address public safety and convenience;

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- Incorporates a new foodstore of up to 2,322 sqm (GIA) with all necessary parking which enhances the town centre's vitality and viability;
  - Maximises active frontage facing onto the public realm and care must be taken to ensure the sites multiple frontages are each appropriately addressed, with a particular need to avoid a building layout/orientation that results in blank elevations fronting onto public streets;
  - Creates a building of no greater than 3 storeys (residential equivalent) in height (acknowledging the higher floor to ceiling heights in commercial developments);
  - Creates Minimum finished floor levels of 7.35m AOD, to tie into wider minimum site levels, but to ultimately be informed by recommendations of the site specific flood consequence assessment associated with the proposal;
  - Given the nature of the uses anticipated in the masterplan area, a contemporary, vibrant and dynamic architectural approach should be taken;
  - The scale and grain of large volume buildings can often be assimilated into the street scene by the elevational expression of structural bays and columns, subdividing large expanses of elevation. Bay widths addressing the street scene should be as narrow as possible. The horizontal emphasis of elevational design should be avoided as this tends to draw attention to the excessive width of these buildings;
  - Large areas of flat roofs should be avoided for the same reasons as above and instead, a varied and interesting roofscape should be created;
  - The Brief does not prescribe a particular architectural approach, but a uniform / generic approach would not be acceptable for the site and its context. As such, the brief requires a design led bespoke form of architecture with proper attention to “place-making” at the heart of any proposal. In Porthcawl this depends upon

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principles that are well illustrated in the historic urban form and scale of the Harbour area / town centre and which are the basis for creating a development designed for human interaction and enjoyment and which responds to and celebrates its maritime setting, the culture and heritage of Porthcawl;

- Engagement with the Local Planning Authority is strongly encouraged at an early stage to allow for a meaningful pre application process that informs the design development process from the outset;
- Any planning submission must provide a reasoned justification as part of a design and access statement, details of which should be provided in accordance with TAN 12 (2016) and further guidance provided by Design Commission for Wales (DCW) on behalf of Welsh Government (2017):

<https://gov.wales/docs/desh/publications/160504-technical-advice-note-12-en.pdf>

<https://beta.gov.wales/sites/default/files/publications/2018-09/design-and-access-statements.pdf>

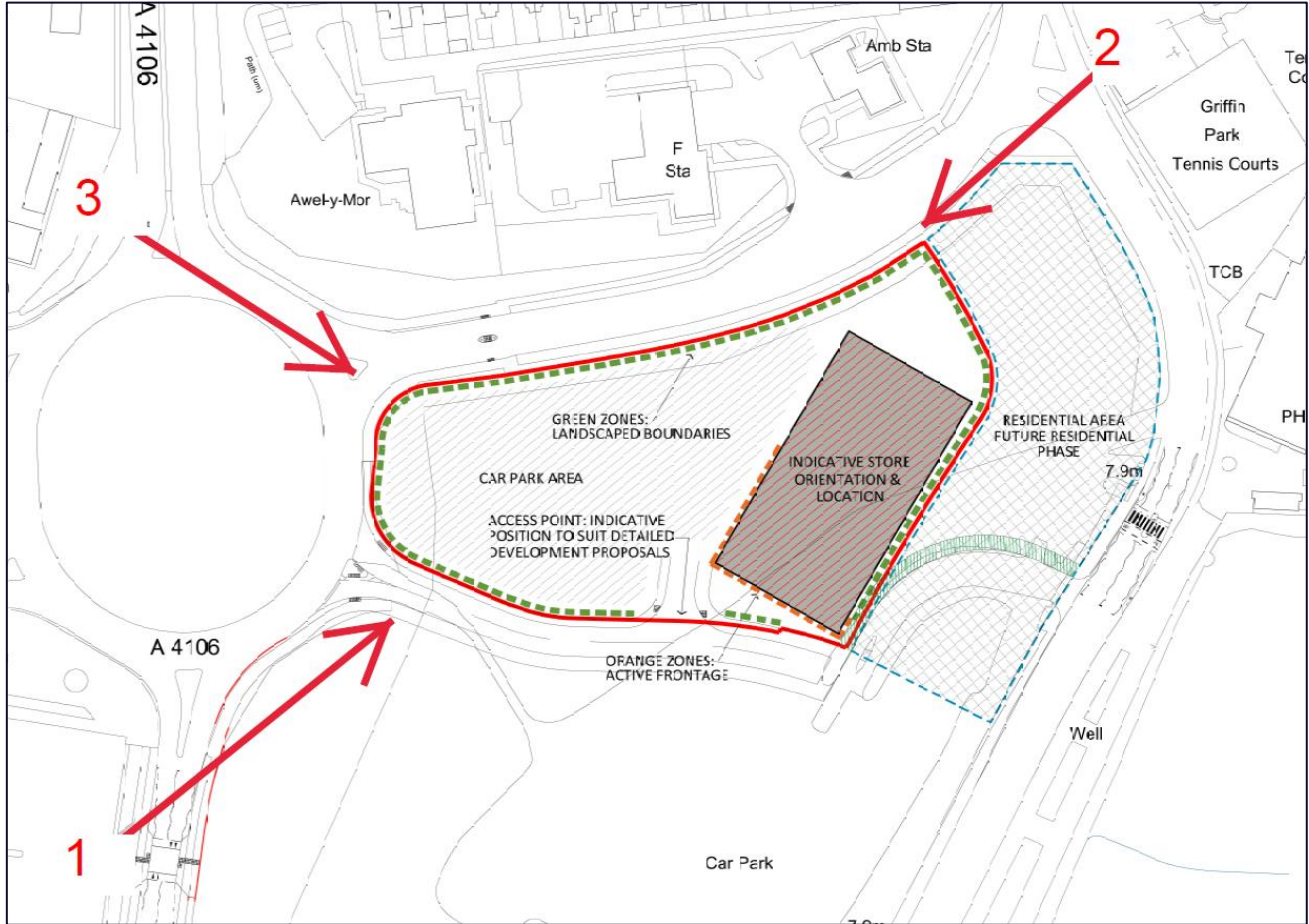


Figure 5 – Key Frontages and Views



Photo 7 - View 1 - Gateway Entrance – View from 'The Portway' heading North.





Photo 8 - View 2 – View from the 'Eastern Promenade' heading South



Photo 9 - Views 3 - Gateway Entrance – View form the A4106 heading South

## Wider Impact, Integration and the Public Realm

- The main entrance must front onto both the car park and new access road providing active frontages particularly at ground floor level with windows, glazed atrium, and main entrances into the foodstore. The entrance should be clearly visible from the public highways, as far as possible;
- The contemporary buildings should have well-designed roofline silhouettes and facades;
- Minimizes the impact (e.g. noise, fumes, vibrations, other nuisance) on future adjoining residential areas including plant and equipment, and service and

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delivery areas and integrate such areas into the overall design of the building. Waste management storage and processing facilities are likely to be significant issues requiring adequate space, screening and access. These should be shown on the design and layout drawings;

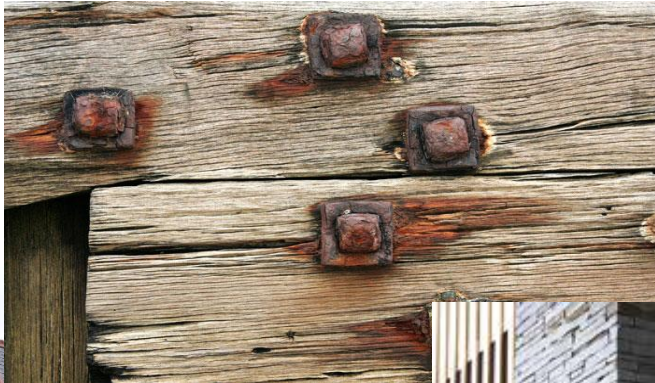
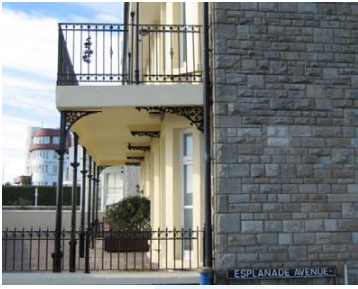
- Takes into account future development proposals and seamlessly links to the wider strategic regeneration area and provides a sensitive design solution which minimises any impact on future residential development facing onto the southern and eastern boundaries of the site. Figure 5 illustrates the location of adjacent residential development. Any Proposal should must avoid compromising the place-making principles of the wider masterplan;
- Careful landscape design should be used to ensure appropriate boundary enclosure, create shade for building elevations, to oxygenate the air in parking areas, to screen and shelter spaces, to maintain and enhance biodiversity, and to ensure sustainable drainage. Particular attention must be paid to the treatment of prominent views to the site (e.g. Western, northern and southern boundaries which will experience longer distance views and greater exposure to the general public) and the quality of landscaping treatments should reflect this prominence and proper screening of the car park and service areas;
- Choice of materials, particularly for the public realm should aim to respond the public realm design code set out in table 2;
- Facilitates ease of pedestrian access, legibility and movement to the foodstore and across the site / car park from the adopted road network; and
- The approach to pedestrian access, legibility and movement is also expected to optimise and promote linkages between the foodstore and any future bus terminus, as it is anticipated that such infrastructure may be brought forward as part of the wider regeneration area.

- 
- Development must contribute to street continuity and enclosure. In particular, buildings should be located in close relationship to the established street frontages and/or should recognise their 'role' in the street.

## Building Materials

- Use of materials which are robust and weathers well, given its coastal location. The choice and distribution of materials can help to articulate and add interest to a façade and influence the overall character of a development as well as particular streets. The cumulative effect of using a wide range of standardised materials can result in 'fussy' or 'busy' elevations and streetscapes and can contribute to the erosion of a sense of place and local distinctiveness. The use of a relatively limited palette of materials can be extremely effective in creating a strong character for a street;
- Use of cladding may be explored, particularly where they complement the main elevation treatment but care should be taken to avoid a warehouse-type appearance and the scheme should be bespoke and imaginative;
- Apply a contemporary approach to appearance and detailing through the provision of large areas of glazing, natural stone (e.g. blue lias stone) and other natural materials or equivalents which are more robust given the local character and maritime conditions; and
- As with the use of glazing and materials, the design of roofs can add interest and character to a development. The following elements need to be considered:
  - Roofing materials;
  - Construction form and detailing;
  - Roof pitch and shape; and

- Eaves overhang, fascias and bargeboards.



Photos 10 – 15 - Good examples of high quality materials selected to reflect local context

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## Sustainability and Environmental Consideration

- Achieve a minimum BREEAM VERY GOOD standard;
- Demonstrate in an energy assessment that heating, cooling and power systems have been selected to minimize CO<sub>2</sub> emissions along with resource use. This should be in-line with any strategy agreed by the Council and cover both construction and operations;
- Phase 1 may require Sustainable Drainage Systems (SuDS) for surface water, though will be subject to ground conditions and the final drainage strategy for the site. Nevertheless, it will be requirement under Schedule 3 of the Flood and Water Management Act 2010 to consult on any proposal, the details of which will need to be approved and adopted by the SuDS approving body (the SAB). Early engagement with the SAB's officers should be undertaken to agree the drainage strategy in respect to the development site;
- From a review of topographical plans and NRW flooding maps, the site is not indicated to be at risk of flooding by rivers and the sea, however a low to high risk is indicated on the roundabout adjacent to the western site boundary; and
- The southerly aspect of the buildings should be capitalised for passive solar gain. The use of natural lighting as part of a whole building energy strategy should be mirrored in the overall architectural solution.



Photos 16 - 20 – Good examples of imaginative and modern store design which addresses local context

Public Realm Design Code		
LOCATION/ITEM	PRODUCT	EXAMPLES OF PRODUCT TYPE / SUPPLIER (FOR GUIDANCE PURPOSES)
VEHICULAR CARRIAGEWAY	Macadam	N/A
CROSSING POINTS AND SHARED SURFACES	Pennant Stone Setts Concrete Block Paving	Marshalls Tegula
PEDESTRIAN FOOTWAYS	Resin Bound Gravel Concrete Block Paving Pennant Stone Flags Pennant Stone Setts Granite	Sureset Permeable Paving Hardscape Kellen Breccia Range Hardscape Kellen Liscio Range Marshalls Tegula Hardscape Granite
TACTILE PAVING	Pennant Stone Flags Precast Concrete	
VEHICULAR EDGES	Silver Grey Conservation Kerb	Marshalls Ltd
PEDESTRIAN EDGES	Silver Grey Conservation Edging Aluminium Edging	Marshalls Ltd Exceledge Ltd
WALLING	Blue Lias Timber Groynes	RP Williams-Jones, Bridgend Purpleheart Hardwood
STREET FURNITURE SEATING BOLLARDS LITTER BINS WAYMARKING / SIGNAGE RAILINGS	See Supplementary Planning Guidance (2007) Stainless steel should be Grade 316	

CYCLE STANDS	'Fin' Cycle Stand (Grade 316 Satin Polished Finish)	Furnitubes  As specified for Porthcawl Cycle Route Scheme
STREET LIGHTING	Lighting	Aubrilum 'Dôme' Column and Bussy Bracket  Aubrilum 'Catelam' Column and Bracket  Urbis Hestia
TROLLEY SHELTER	Stainless Steel (Grade 316) & Glass	
TREE SPECIES	<p>To include only tree species suitable for coastal location.</p> <p>Semi mature, 30-35cm girth minimum. Root balled or container grown. Clear stem to 2.2m. Underground guying as recommended.</p> <p>Semi mature 30-35cm girth minimum (if available) otherwise largest stock available, 12-14cm girth minimum. Root balled or container grown. Clear stem to 2.2m.</p>	<ul style="list-style-type: none"> <li>• Examples:</li> <li>• Pinus nigra Austriaca</li> <li>• Pinus pinea</li> <li>• Quercus ilex</li> <li>• Sorbus aria 'Majestica'</li> </ul> <p>Pinus pinea available as multi-stem (Hillier Nurseries) for added interest.</p> <ul style="list-style-type: none"> <li>• Tamarix tetrandra</li> <li>• Tamarix gallica</li> <li>• Tamarix aestivalis</li> </ul> <p>Planted as a combination of Tamarix tetrandra or Tamarix gallica and Tamarix aestivalis for extended flowering period.</p> <p>Integrate uplighters within tree pits in hard paved areas.</p>
TREE PITS & GUARDS	Tree Pit System  Tree Guard	GreenBlue Urban (including root protection, irrigation, aeration, guying, StrataCell structural root zone, resin bonded stone surface. Topsoil - To BS 3882:2015  GreenBlue Urban 'Ullswater'
SHRUB SPECIES	To include only shrub species suitable for coastal location.	Examples:  Atriplex, Berberis, Cordyline, Erica, Escallonia, Euonymus, Fuchsia, Griselinia, Hebe, Ilex, Lavandula, Phormium, Pyracantha, Rosa, Tamarix.
SHRUB PLANTERS	Stainless Steel (Grade 316) Hardwood Including integral anchor plates, approved self-watering system and reservoir in base.	



PERENNIALS AND BULBS	To include only species suitable for coastal location.	
ORNAMENTAL GRASSES	To include only species suitable for coastal location.	
GRASS SEED MIXES	To include only grass mixes suitable for coastal location.	

Table 2 – Public Realm Design Code

## Highways Design

Transportation and accessibility is fundamental to the success of the scheme as the site forms the first phase of Salt Lake’s redevelopment and will link the town centre to the regeneration site and to the Eastern Promenade and Beach at Sandy Bay. The following section sets out the highways improvements expected.

### Vehicular Access

The site has one existing point of access from the A4106 (The Portway) roundabout, which is used to serve the existing surface level ‘Salt Lake’ car park. The existing access is not considered suitable to serve new development, as in its current form it cannot accommodate Heavy Goods Vehicle (HGV) movements needed to service a retail development.



Photo 21 – Existing Access of the A4016 Roundabout

It is therefore proposed to upgrade the south-eastern arm of the A4106 roundabout to facilitate a new two-way access road to the first phase of redevelopment. The access road has been designed to accommodate access to the foodstore and future residential phases.

The redesigned roundabout arm is illustrated in figure 6.

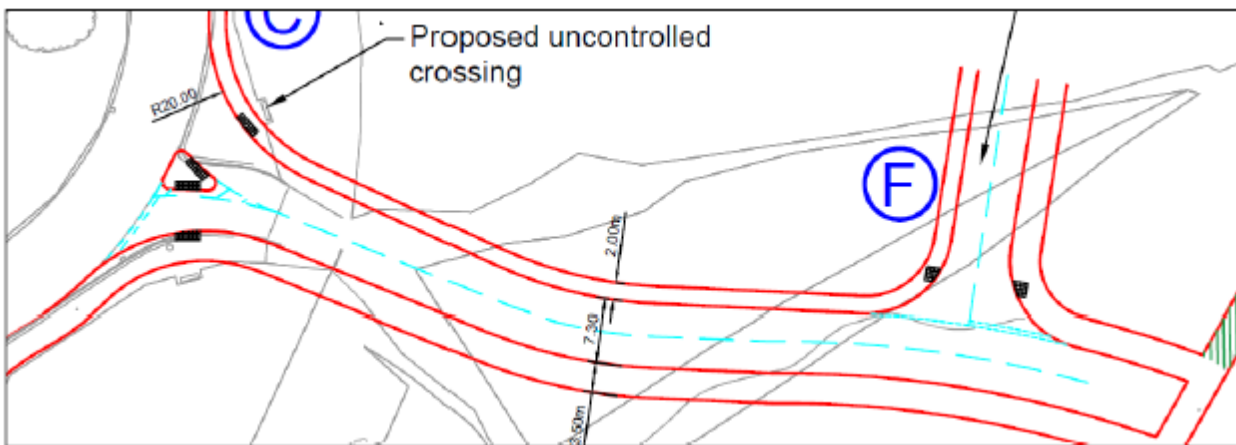


Figure 6 – Redesigned roundabout and new access road

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The amended roundabout scheme has been tracked using Autotrack software to ensure it is able to accommodate large servicing vehicles. The layout has been tracked for a 12m long rigid HGV and a 16.5 m articulated HGV.

### Access Road Design

Any improvements made to the adopted highway and provision of a new access road must be built to adoptable standards. This road will then be extended by subsequent plot developer in order to access future adjacent residential development. The new access road will not provide a direct vehicular access onto the Eastern Promenade. The road is expected to be up to 7.3m wide with a minimum 2m wide footpath on the north side and a minimum 3.5m wide shared footpath/cycleway on the south side. The width of the road may reduce, subject to further discussions with the highways authority, in light of the final proposal along with the extent of the road in order to facilitate a safe vehicle turn-around.

As the road is coming forward in advance of neighbouring plots, there will be a need to provide temporary accommodation works in order to ensure access for pedestrians and cyclists through to the Eastern Promenade. This is annotated as criteria (G) on figure 9.

Tree planting along the access road is necessary to achieve visual and physical cohesion across the masterplan area. Semi-mature trees should either be planted in small tree pits adjacent to the highway or if appropriate in larger landscaped areas adjacent to the site boundary. In order to minimise litter being collected in the landscaped area, low hedges should be avoided and species should be selected to minimise maintenance requirements. Appropriate species set out in the public realm design code.

## Walking, Cycling and Bus Access

Active travel is critical to ensuring the development is sustainable. A pedestrian and walking strategy identifies the most appropriate routes to and from the foodstore site, which take into account desire lines to key destinations such as the town centre, Eastern Promenade and Sandy Bay.

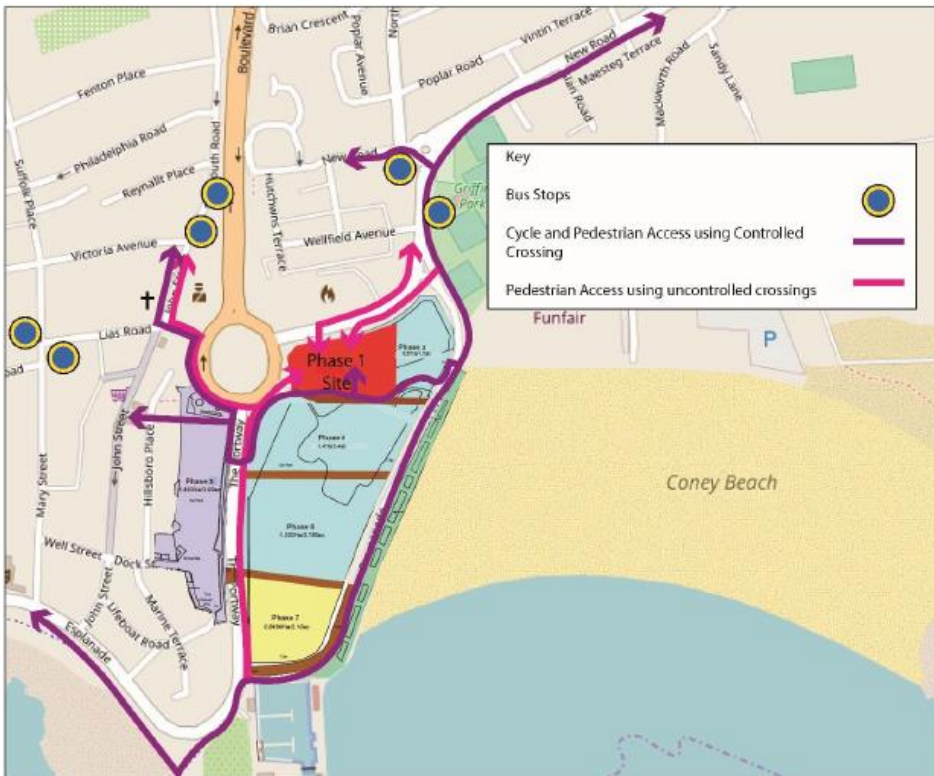


Figure 7 Pedestrian and Walking Access Strategy

The bus stops illustrated in figure 7 are served by a number of bus services linking the site with several local and regional destinations. These bus services are summarised in the following table. All bus stops are well within what is considered to be a reasonable walking distance from the site.

Location	Service Number	Destination	Daytime Frequency
Eastern Promenade	X2	Porthcawl - Bridgend - Cardiff	3 per hour
Eastern Promenade	803	Rest Bay - Porthcawl - Danygraig	1 per hour
Lias Road	61	North Cornelly - Porthcawl	1 per hour
Lias Road	63	Porthcawl - Bridgend	2-3 per hour
Lias Road	85	Sandsfield Estate Port Talbot - Porthcawl	3 during am & 5 during pm
Lias Road	172	Aberdare - Porthcawl	1 per hour
Lias Road	803	Rest Bay - Danygraig	1 per hour
Lias Road	X2	Porthcawl - Bridgend - Cardiff	3 per hour
Church Pl	803	Rest Bay - Porthcawl - Danygraig	1 per hour
John St/South Rd (Stop 3)	85	Sandsfield Estate Port Talbot - Porthcawl	3 during am & 5 during pm
John St/South Rd (Stop 3)	172	Aberdare - Porthcawl	1 per hour
John St/South Rd (Stop 2)	265	Kenfig Hill - Porthcawl Comp.	1 during am & 1 during pm
John St/South Rd (Stop 2)	803	Rest Bay - Danygraig	1 per hour
John St/South Rd (Stop 1)	61	North Cornelly - Porthcawl	4 during am & 4 during pm
John St/South Rd (Stop 1)	63	Porthcawl - Bridgend	2-3 per hour
John St/South Rd (Stop 1)	X2	Porthcawl - Bridgend - Cardiff	3 per hour per

Table 3 – Local Bus Service

Table 3 demonstrates that the site is well served by public transport. It is understood that services provided by bus numbers 61 and 803 may be amended following changes to bus funding. It is expected that planning contributions may be expected from any developer in order to upgrade the bus shelter facility on the Eastern Promenade opposite Griffin Park (northbound side).

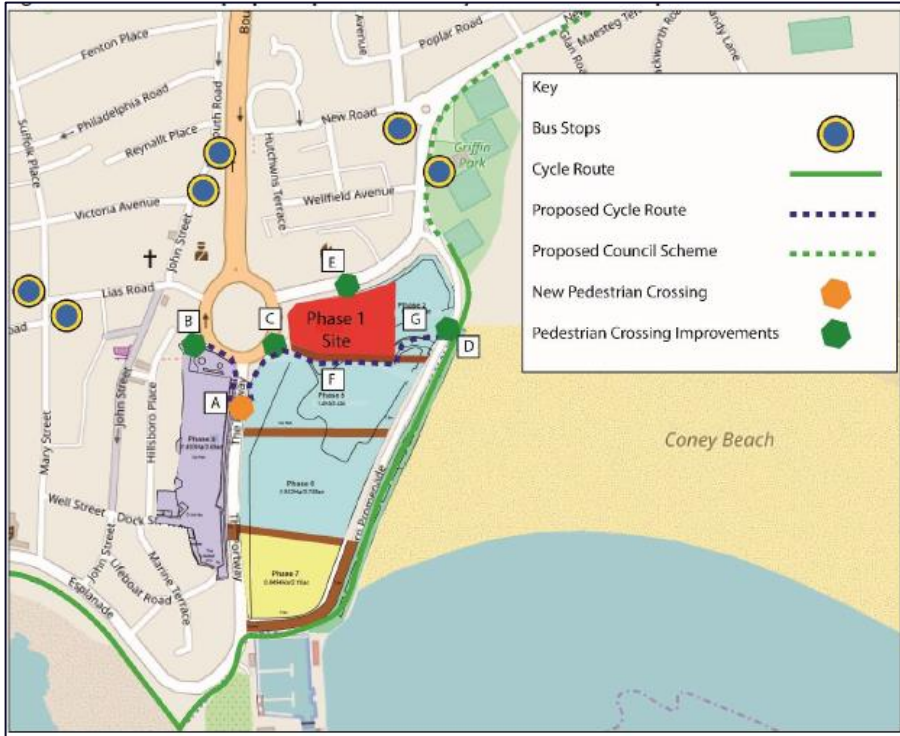


Figure 8 - Location of proposed pedestrian and cycle infrastructure improvements

To facilitate the access strategy for the foodstore, a number of highways improvements are necessary, which are listed below and illustrated in Figure 8. The location and detail are to be agreed with the highways authority and will become a condition of any planning consent.

These include –

- A. New Toucan crossing with raised table on The Portway;
- B. Continuation of the pedestrian / cycle route and provision of a new uncontrolled crossing across the Hillsboro Place car park access to the town centre;
- C. New uncontrolled crossing of the new access road, adjacent to the roundabout;
- D. New cycle Zebra crossing markings on the existing Eastern Promenade crossing;
- E. New tactile paving and pedestrian central island at the existing zebra pedestrian crossing on Eastern Promenade (adjacent to the A4106 roundabout). The exact location of this will be dictated by the siting of the foodstore and the store entrance;
- F. New 3.5m shared pedestrian / cycle route on the southern side of the new access road and a new 2m pedestrian route on the northern side; and
- G. Temporary 3.5m wide shared footway / cycleway connection to the existing Zebra crossing on Eastern Promenade.

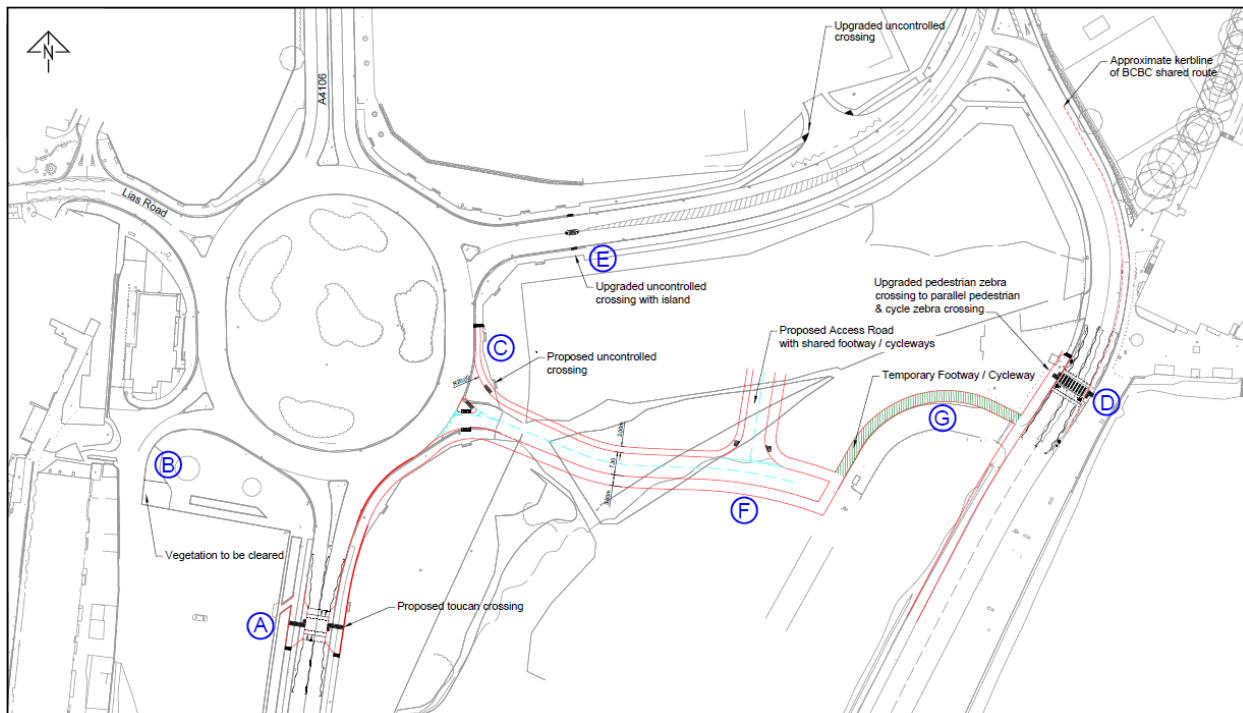


Figure 9 - Access Strategy

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## Car Park

In terms of car parking provision, Supplementary Planning Guidance 17 sets out the parking standards for new development. The site falls within zone 3, as set out in the SPG.

The car park should be able to be designed so that it is well integrated with the wider public realm and provide a safe environment.

A Transport Assessment (TA) is required as part of the foodstore scheme along with a travel plan which will demonstrate, amongst other things, how sustainable travel and the Active Travel (Wales) Act 2013 and associated Design Guidance has been considered and incorporated into the design and management of the scheme.

Active Travel routes run near to the site and are found in the following link, with additional routes anticipated for the Eastern Promenade, and link towards New Road <https://www.bridgend.gov.uk/residents/roads-transport-and-parking/active-travel-routes/>

Appropriate levels of bicycle parking and electric car (with passive provision for charging facilities) should be provided along with priority parking and easy, legible and direct pedestrian, bicycle and wheelchair access through the car park should be a priority.



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## PLANNING OBLIGATIONS, CONDITIONS & HIGHWAYS AGREEMENT

Dependent upon proposed uses and quantum of additional development, the Council may require the developer enter into appropriate legal agreements . Policy SP14 of the Local Development Plan sets out the Council’s policy in respect to planning obligations/agreements. Legal Agreements may take the form of a section 106 agreement (TCPA 1990), s38 and s278 agreement (Highways Act 1980) or planning condition associated with any consent.

The following list covers elements that may be sought via planning obligations, conditions or highways agreements associated with any development proposal. Though it should be noted that this list is not exhaustive and is subject to change based on the details of the final scheme agreed.

### Transport

1. Various elements set out in the Access Strategy set out in figure 9;
2. A travel plan;
3. Provision of on-site cycle parking, facilities and associated infrastructure informed by the Travel Plan;
4. Bus shelter improvement;
5. New road infrastructure offered to the Council’s Highways Authority for adoption (s38 Agreement);
6. Works to the adopted highway (s278 Agreement);

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## Environmental Sustainability

7. Assessments confirming achievement BREEAM Very Good;

### Other

8. Provision of Training and Local labour. This may include the delivery of apprenticeships, volunteering/work experiences, and community initiatives; and
9. A Construction Traffic Management Plan which details how the scheme will be delivered. This should demonstrate how it minimises the impact of the construction activity on the surrounding community, both for the construction on site and the transport arrangements for servicing the site.

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## PLANNING SUBMISSION REQUIREMENTS

Within any planning application, the Council would expect to see, as a minimum, the following documents to ensure timely validation:

- All plans, drawings, images (including topographical plan, site location plan, site layout plan, proposed floorplans and elevations, landscaping scheme, visualisations)
- Arboricultural report, including tree survey
- Archaeological assessment
- BREEAM report (pre-application assessment; tracker and results)
- Construction Management Plan
- Design & Access statement
- Energy Strategy
- Ecological Survey and Report
- Flood Consequences Assessment
- Heritage Impact Assessment
- Land contamination assessment
- Landscape design proposals
- Lighting Scheme
- Planning statement
- Transport Assessment and travel plan (scope tbc with Highway Authority)
- Waste management strategy and site waste management plan
- Pre-Application Consultation Report

The Validation requirements set out above should be seen as a starting point for any future application and further requirements may become evident dependent of the nature of any forthcoming application. Such requirements would be confirmed as part of the pre application process. As set out within the general principles section above, early engagement with the LPA through the pre application process is strongly encouraged with further details in relation to this service available via the following link:

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<https://www.bridgend.gov.uk/residents/planning-and-building-control/pre-application-planning-advice/>

In addition to pre application discussions with the LPA, any proposal classed as a major development (more than 1000 sq. m.) will require the developer to undertake a formal Pre-Application Consultation (PAC) Process in accordance with the relevant statutory requirements, the result of which will be a PAC Report that has to accompany the planning application.

Separate to the planning application, the developer will also need to apply for Sustainable Drainage System (SuDS) approval through the SuDS Approving Body (SAB).