

# Planning Development Brief

*The Redevelopment of the  
Harbour View Site,  
Porthcawl*

Date of Report: February 2011



Prepared by



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**BRIDGEND**  
County Borough Council

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# 1 Introduction

## Vision

**The redevelopment of this seafront site provides a unique and exciting opportunity to create a flagship building that will not only repair this gap in the town's fabric but also set a quality bench mark which later development within the wider regeneration scheme will need to emulate.**

The location of the site contributes greatly to the opportunity for a landmark development. Its southerly outlook, expansive views of the Bristol Channel and English coast beyond, and its relationship with the existing town create a set of local characteristics that are unique not only in the context of Welsh seaside towns but within the UK itself. The redevelopment of the area provides an excellent opportunity for the town to continue its renewal as envisaged by the Council's Unitary Development Plan and Supplementary Planning Guidance (SPG) for the Porthcawl Regeneration Area. The re-use of the site will have economic and environmental benefits for the town itself and the wider area.

The site is located within the Porthcawl Conservation Area, which was designated on 31st August 1973. A copy of the designation report, the Conservation Area Plan and its listed buildings can be found at Appendix 1.

The Development Brief aims to direct and guide the redevelopment of the site by detailing the Local Planning Authority requirements.

The 7 Bays Project- Porthcawl Waterfront – Supplementary Planning Guidance was adopted as SPG to the Bridgend Unitary Development Plan (UDP) on the 1st November 2007 (see Appendix 3 for a summary of relevant information). The purpose of this brief is to bring the Dunraven site forward for development having regard to the aims and aspirations contained within the SPG. The objectives of this brief are to:

- Promote the early development of this Local Authority owned site.
- Ensure that the aims and aspirations of the SPG are taken into account.
- Ensure that the development has a quality design that enhances the character and appearance of Porthcawl Conservation Area.
- Ensure that development takes account of the principles set out in Planning Policy Wales July 2010 and relevant Technical Advice Notes (TANs).

The site is in the ownership of Bridgend County Borough Council, as denoted by the area outlined in red in Figure 1.

## 2 Development Brief

The site provides a unique and challenging opportunity for a developer seeking a seafront location with outstanding views of the Severn Channel/English coast and with excellent facilities in close proximity. The brief seeks the development of the site to comprise residential apartments with the potential for an element of commercial development.

The site has been of concern to the Authority for a number of years and the Council approved an earlier brief for the redevelopment of the site on 24th May 1995, this was subsequently updated and approved for purposes of taking the site to the market in June 2007. The present Development Brief updates and supersedes these earlier briefs, The brief also takes account of the current policy documents, the Bridgend Unitary Development Plan (UDP) adopted in May 2005, and the 7 Bay Project – Porthcawl Waterfront SPG. Both these documents addressed the future of this particular area and the SPG specifically identified the site for residential purposes. In the drafting of these documents extensive community and stakeholder engagement and consultation was undertaken, and significant support shown for the role and benefit of the SPG.

A copy of the SPG is included on the information disk provided with this brief.

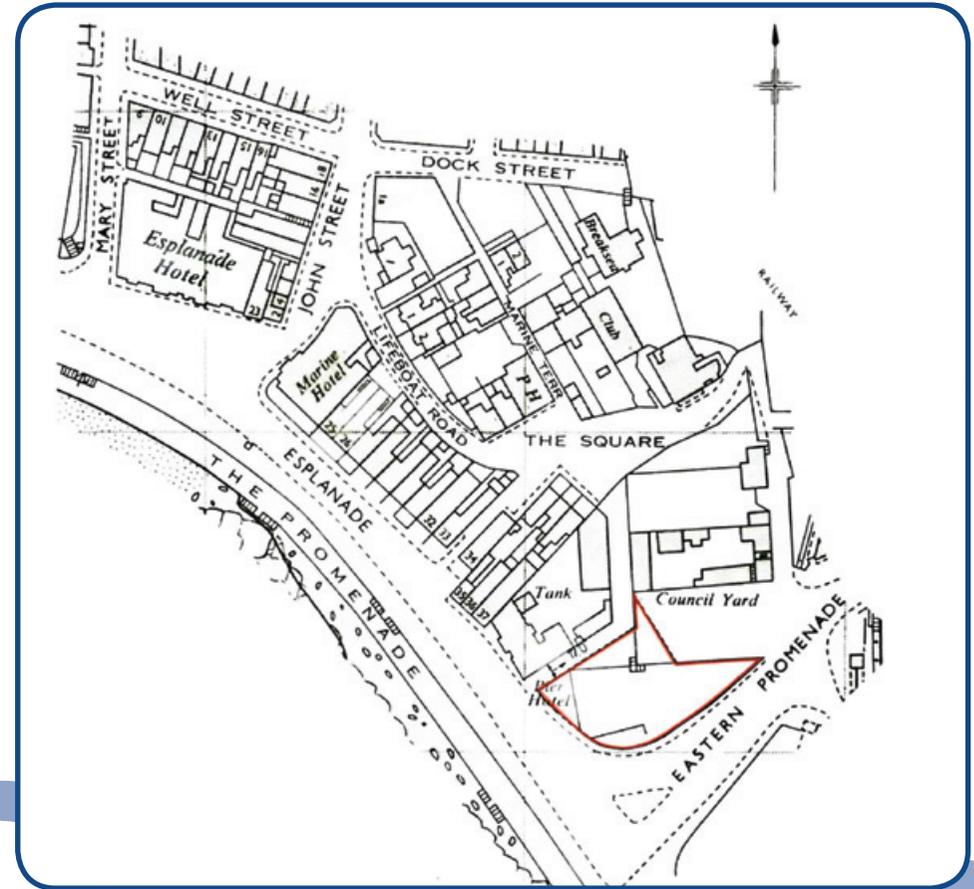
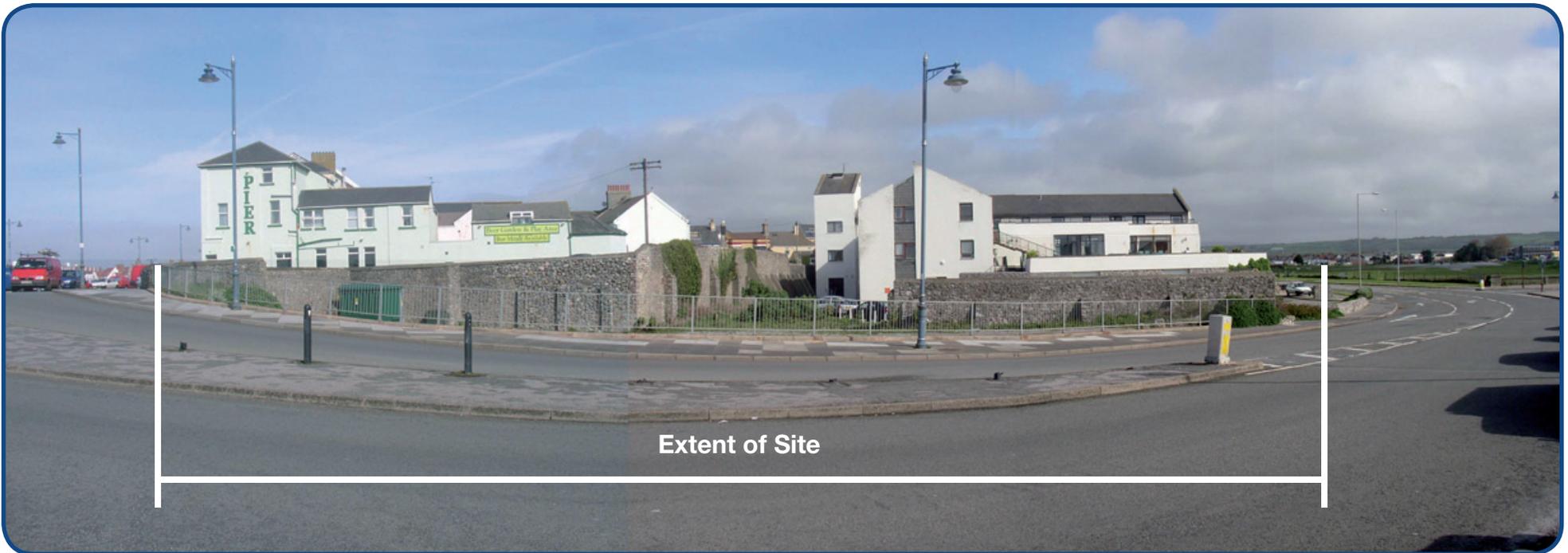


Figure 1: Site ownership plan





**Image 1:** View of site from the Eastern Promenade

# 3 Context

## 3.1 The Development Site

The site is situated on the “turn point” of the eastern Promenade/ Esplanade and gains its access from this highway (see Figure 1 and Image 1).

The site is almost entirely enclosed by significant stone boundary walls that are at their highest towards the western edge. The site occupies a position between two levels of development, with the Pier Hotel at the western side being set at a significant higher level than the Glamorgan Holiday Hotel which fronts the Eastern Promenade/Portway. The southern site edge is the adjacent pavement that follows the highway levels with it rising from the east to west. To the north, stone walls abut a lane that provides access to other properties, including the Pier Hotel. The overall site area is approximately 1,296sqm with maximum widths of 48m and 56m (see Figure 1). To the east of the site, across the small pleasure ground known as Cosy Corner, are the remaining 19th century harbour buildings from the original port.

The site is at the eastern end of the linear public space known as the Seafrost Promenade. The public realm areas within this part of the town have been significantly improved over the last few years. The site benefits from extensive panoramic sea views and fronts the main seafrost promenade of Porthcawl. Much of the surrounding development dates from the late 19th – early 20th century, when the town development became increasingly linked with its function as a resort and watering place, and this period of growth provides Porthcawl with its particular seaside character.



**Image 2:** View of the site looking east – western boundary wall



**Image 3:** View of the site looking west from the existing in foreground access off Eastern Promenade

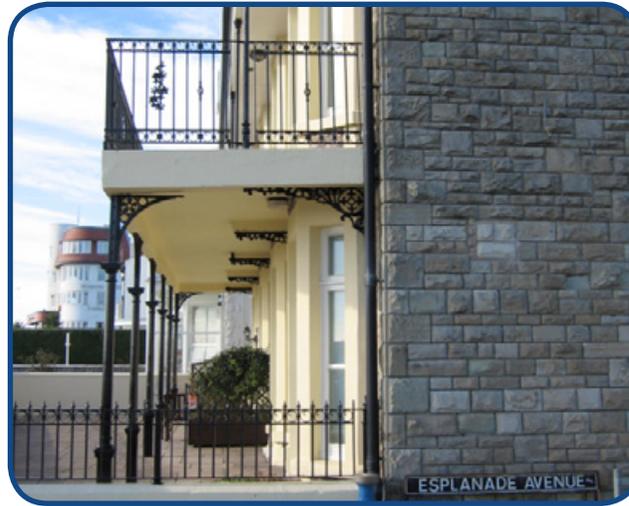
## 3.2 Architectural Context

The character of the promenade is reasonably modest, with predominantly lightly coloured render buildings with a degree of similarity of eaves, ridge heights with occasional expressed gables. Building frontages are articulated by bay windows, overhanging eaves and recessed balconies. Architectural styles on the Seafront Promenade vary from modified art-deco (Seabank Hotel), arts-and-crafts and Victorian three-storey lodging houses, many of which now have commercial ground floors. Other notable historic buildings on the seafront include the Grand Pavilion, Pier and Lighthouse and the Seabank Hotel. The overall composition of this linear space is of a relatively calm unity of scale, height and massing, held together by the predominant use of light coloured renders on buildings set below pitched roofs of slate and tile. The frontage is punctuated with a number of notable buildings such as the Grand Pavilion, and, more recently, Esplanade House. Of key significance is the arc of the bay around which the composition is wrapped.

There are four buildings of significance that punctuate the townscape. The Seabank Hotel acts as a visual bookend at the western end, moderately large in itself and emphasised by the elevated ground level.

The pivotal building in the centre is Esplanade House, similar in scale to the demolished Esplanade Hotel that used to be the focal building. Also at the centre of the arc is the comparatively low Grand Pavilion, which is nevertheless assertive because of its strong architectural character. The Jennings Building is a large building at the eastern end of the Esplanade. It does not, however, quite act as a balance to the Seabank Hotel at the western end because it is detached from the run of buildings by the road and Cosy Corner. It is also set on low-lying land. The other buildings of the Esplanade are mostly background buildings but ones that contribute positively to this seafront.

To the north of the site is The Square. This intimate environment, where some of Porthcawl's earliest domestic buildings can be found, has a great deal of character, albeit currently compromised by the use of the space as a car park. An unadopted lane leads from The Square to the site and then along the north western boundary. Any development of the site will be a focal feature of this lane and will have an impact on the character of the lane and square.



Images 4-9: Depicting local architectural styles

### 3.3 Constraints

It is known that the site has been subject of previous land uses, the most recent being residential (The Dunraven Flats). Bridgend County Borough Council demolished the building in 1996, utilising Welsh Development Agency Derelict Land Grant, and the site has remained vacant since that time. Work associated with the SPG (see Appendix 3 of the SPG) has shown that the site historically might have had a Smithy, and heavy metals or fuel oil contamination may have occurred. Some old aerial photographs of the site can be found in the book “Around Porthcawl, Newton and Nottage” compiled by Keith E. Morgan, Page 88, where it is captioned “Cosy Corner, Porthcawl, viewed from the air in the 1930s”. For more history on the development of Porthcawl, the book “Porthcawl, Newton and Nottage – A Concise Illustrated History” by Alun Morgan B.A. may be of some further interest.

Data currently available with respect to the former activities on the site is insufficient to clearly identify or manage this risk or to provide appropriate cost estimates for ground contamination for any residential redevelopment.

The north-western corner of the site has an electricity sub-station. The wayleave, granted to Western Power by the Authority, is terminable by either party with a 12-month notice.

The Environment Agency (EA) were consulted in 2006 when the disposal of this land was first considered and indicated that part of the site falls into the C2 flood risk zone. The development of the entire site has been the subject of lengthy discussions between the authority and the EA and a report prepared by Environmental and Planning Services Directorate – Review of Requirements for a TAN 15 Flood Consequences Assessment – February 2006, resulted in the EA being satisfied that the site could be redeveloped for residential purposes. A copy of the report is available on the information disk.

The Tan 15 DAM Maps were updated in 2009 and indicate that the site is not within the C2 flood risk zone. However it could still be affected by extreme sea levels and wave conditions. An update from the EA is currently awaited.

### 3.3 Linkages

The site is bounded to the south and east by adopted highways. The lane to the north and west is not an adopted highway. Footpaths edge the site to the east and south, providing easy pedestrian access to the facilities of the town.



**Image 10:** View north from the site along the lane leading to The Square

### 3.4 Proximity to Local Services

The site is contiguous with the town centre and a wide range of retail and leisure activities are immediately accessible. Other community uses such as schools, library and doctors surgery are all close to the site.



**Image 11:** View of the triangular grassed area and western boundary wall of the site – looking east

### 3.5 Relationship to Surroundings

To the north-west and north an unadopted lane leading from the Promenade to The Square and a 3 storey Victorian building (PH/ Hotel) bounds the site. To the west a small triangular grassed area (approx. 107m<sup>2</sup>) adjoins the site. The south of the site is defined by the Promenade. Part of the northern boundary abuts the 2/3 storey Glamorgan Holiday Hotel. The Eastern Promenade defines the eastern edge of the land.



**Image 12:** View looking south east across the 'Cosy Corner' to the Jennings Building and harbour



**Image 13:** The site's relationship with the Esplanade

### 3.6 Utilities – Power, Water, etc

Consultations undertaken during the drafting of the brief confirm that water, electricity, gas, telecommunications and sewage treatment are available within the vicinity (see service plan on information disk).

### 3.7 Ecology

The site, due to its previous uses and recent clearance, has little ecological interest.

# 4 Proposal

## 4.1 Design Principles

The principles included within this brief relate closely to those outlined in:

Planning Policy Wales July 2010

Tan 12 Design 2009

Creating Sustainable Places (Welsh Assembly Government)

Delivering Great Places to Live – Building For Life (Commission for Architecture & the Built Environment and Home Builders Federation)

The architectural design must respond to the important role the building needs to fulfil in urban design terms. The building must address the objectives of good design, sustainability, response to context, and respect for the scale, grain and rhythm of the adjacent existing buildings and the proposed development envisaged by the SPG. The sustainability opportunities afforded by the site aspect should be exploited, as should the outlook.

This includes a requirement for at least level 4 of the Code for Sustainable Homes.

The brief envisages that the redevelopment of this site will create a termination building of outstanding quality. To achieve this it is important that the design/development is able to positively respond to a series of key questions:

### Character

1. Does the scheme create a place with a distinctive character?
2. Does the building exhibit architectural quality?
3. Does the scheme exploit existing topography?

### Roads, Parking & Pedestrianisation

1. Is the scheme pedestrian, cycle and vehicle friendly?
2. Is the car parking well integrated and situated so it is not detrimental to the street scene?
3. Does the scheme integrate with existing roads, paths and surrounding development?

### Design and Construction

1. Is the design specific to the scheme?
2. Has the scheme made use of advances in construction or technology that enhance its performance, quality and attractiveness?
3. Do internal spaces and layout allow for adaptation?

The principles embraced by these questions are covered in greater detail in 4.3 of this brief (Design Considerations).

## 4.2 Design Concept

The redevelopment of this site will enclose the gap that exists in the frontage at this key promenade location. The building will need to be designed to a high standard and to respond to its role as:

- A “hinge point” structure at the directional change in the highway
- A gateway building at the entrance to the Esplanade
- A transition building between the Conservation Area and the future SPG development
- A termination of the vista from The Square
- A point of orientation and termination of the whole sweep of buildings from the Seabank to Cosy Corner ; and
- A landmark that will set the standard for future development in the Porthcawl Regeneration Area.

The site is highly visible from a number of directions and is also in urban design terms the “hinge point” in the directional change of the highway. The site also has a role in announcing the start of the main promenade and can therefore be said to have a “gateway” role.

It is the intention, through design, for the site to act as a catalyst for further development, as well as setting the standard for future developments within the wider SPG area. The site offers the opportunity to act as a transition zone between the Conservation Area and the area that will be the subject of comprehensive redevelopment as envisaged in the SPG.

Unusually all of the site’s potential frontages/elevations are considered important and should make a positive contribution to the street scene. Of particular

significance are: the frontages to the Promenades and the termination of the vista from “The Square”; . The building must make best use of the aspect and outlook of the site to maximise residential amenity of the flats. The design will need to have regard to sunlight and daylight available to the holiday hotel to the north of the site. The brief does not expect a “pastiche” architectural style. It asks for architecture that responds positively to the contextual parameters and produces a building fit for this prime seafront location.

The redevelopment shall create a clear street frontage to the Promenade (including Eastern Promenade) and to the north/west. A partial perimeter block approach should be adopted with a building footprint that is close to the back edge of footpath. The brief envisages a single building that will need to achieve architectural cohesion fronting the Promenade, and a design approach that could potentially incorporate a “central” higher element, creating a skyline feature, a point of articulation, and a point of interest at this gateway.

The building itself and the central higher element are important when viewed in the wider context of the sweep of the Promenade and especially from the extreme western end of the promenade. From that location the higher element will in essence be the point of termination of the Promenade and announce the direction change in the highway/public realm. The building will also announce the seafront in views from the north.

If residential use is proposed at ground floor it is recommended that flats have a floor level of at least 1 metre (approx) above adjacent footway level, and window sills at least 2 metres (approx) above footway level, for reasons of privacy.

Regardless of the ground floor use the architectural enrichment of the building zone up to 2 metres (at least) above adjacent footway level, is also required to ensure that the passer-by is not presented with a “dead” and uninteresting façade.

The use of lighting to emphasise certain key elements of the building could also be factored into any final design.

## 4.3 Design Considerations

### 4.3.1 Landscaping

High quality landscaping (hard & soft) should be provided and be well integrated into the design of the parking areas and access ways. The interface of the building with the public realm shall ensure a quality design solution and enhanced footpath finishes.

### 4.3.2 Continuity, Enclosure & Layout

The development will need to achieve the site coverage necessary to reinforce the town's built up form and to provide a sense of street enclosure between the Glamorgan Holiday Hotel and Pier Hotel, to ensure a continuity of frontage along the highway. The development will need to include appropriate building height in relation to adjacent properties, and recognise topographical characteristics of the site (see 4.3.4 – Scale). It should also provide an active frontage, with consideration given to pedestrian and vehicular entrances that contribute to the street frontage and spaces within the site.

### 4.3.3 Density

Although this document is not prescriptive about the number of units on the site, the site does have a number of constraints identified elsewhere in this document which are likely to affect the density of the development. Fifteen or more units on the site will trigger the requirement for the consideration of an 'affordable' element within the development under the Council's Affordable Housing SPG.

### 4.3.4 Scale

The massing of the development will need to conform to a height and scale appropriate to the site and surrounding area. The brief envisages a building that will not exceed 3.5 storeys, with opportunity for 4 storeys as a central feature. However, a building of exceptional design of up to five storeys in part could be considered subject to it being consistent with adjacent buildings and it contributing to the enhancement of the Porthcawl Conservation Area.

### 4.3.5 Site Character

The design should reflect the site's context, character and local distinctiveness, including:

- The protection or enhancement of elements contributing to character, such as the retention and renewal of the existing stone boundary walls where appropriate.
- A response to architectural context and scale. The development brief envisages a building that will complete, and not compete with, the well-mannered seafront architecture that is the predominant characteristic of the Porthcawl frontage (see 3.2).
- Its relationship to views (to and from the site), vistas and landmarks for orientation
- Its potential as a quality landmark development
- The consideration of locally distinctive materials
- Its location within a designated Conservation Area.

### 4.3.6 Sunlight and Overshadowing

The site has a predominately southerly aspect that will facilitate good levels of sunlight to penetrate the redevelopment and allow for the consideration of solar access. The scale of envisaged development (4.3.4) will not result in adverse overshadowing of adjacent buildings, given their relationship to the proposed development.

### 4.3.7 Informal Amenity Space

There is no requirement to provide informal amenity space.

### 4.3.8 Waste Management

An appropriately located and robustly screened area constructed of materials so as to ensure sympathetic integration with the building itself shall be provided for the storage of waste from the residential units. The area shall be large enough to accommodate the Councils requirements for recycling bins.

### 4.3.9 Access, Movement and Parking

The main pedestrian access to the building shall be provided from the Promenade. Internally the pedestrian movement can be linked to the basement parking by steps and lifts. It is important that a positive frontage onto the western and northern lane is achieved, which should include pedestrian linkages/connectivity.

In drafting the brief the issue of access, visibility and parking provision has been explored in some detail with the Highway Authority. The site access onto the highway must be provided with 3m junction radii, and minimum vision splays of

2.4m x 43m (measured to the nearside edge of carriageway to the south west; and to the outside of the right turn holding lane to the north east). The internal access road must be a minimum of 5.5m wide and should be laid out as a shared surface environment so as to promote the movement of pedestrians and cyclists over that of the private motor vehicle. The highway access point to the site may generally remain as existing on the eastern side of the site. No wall or other obstruction above 1m in height will be permissible within the visibility splay; and in this respect, the existing retaining wall and guard railing will need to be slightly set back behind the south western vision splay envelope.

The parking requirements for the site follow the precedent set with the redevelopment of the Esplanade. Namely, due to the location within the Central area (as defined in the UDP) the parking minimum standard required is 1 space per residential apartment plus 1 space per 4 units for visitors' cars.

The site is located within, but on the outskirts of, the established commercial centre of Porthcawl. Taking into consideration the advice contained within the current parking standards, a maximum requirement of one space per bedroom will be sought, although this may be relaxed to take into account the broadly sustainable location of the site. In this respect, I anticipate each residential apartment will require up to 2 spaces. In addition, one space per five apartments for visitors will be required.

One long stay cycle stand per 5 bedrooms will be required; with motorcycle parking provided at a level of 5% of the overall off street car parking requirement.

### 4.3.10 Sustainability

The principles of sustainability underpin all the design considerations presented in this brief, and the design for the development of this site will be expected to take full account of them. More specifically the brief aims to raise the environmental performance of the proposed housing, thereby addressing the Welsh Assembly Government duty under section 121 of the Government of Wales Act 1998 to promote sustainable development. The Local Planning Authority has a role in meeting these objectives through its planning functions. Any planning application for the site will need to be accompanied by a clear statement of sustainability which outlines what is to be achieved and how it is to be achieved.

The 7 Bay Project – Porthcawl Waterfront SPG emphasises the importance of delivering a quality product for Porthcawl. It is anticipated that the development will be the first residential scheme within the regeneration area. Achieving a contextually appropriate and high quality solution is therefore considered essential.

#### Environmental Considerations

The redevelopment of a brown field site within the existing town clearly accords with many aspects of the sustainability agenda, namely:

- **Reuse of derelict land**
- **Proximity to services and facilities**
- **Ease of access to public transport**
- **Reduction of reliance on car usage, etc.**

In terms of flood risk the Environment Agency is satisfied that the site is suitable for residential development (see 3.3).

The site is susceptible to severe weather and occupies a prominent sea front location, special consideration will need to be given to the materials and detail design so as to ensure that a building is resilient to its harsh environment and is of lasting quality.

### Resource Use, Energy Efficiency and BREEAM Standards

The brief requires the development to achieve enhanced building environmental performance. In order to achieve this the residential development will need to meet at least level 4 of the Code for Sustainable Homes. If any element of commercial development is proposed it must meet the relevant BREEAM Standards.

The Code aims to protect the environment by providing guidance on the construction of high performance homes built with sustainability in mind. BRE Global and CLG have worked closely together to ensure that the Code meets the latest regulatory requirements and addresses issues that emerged from an earlier industry-wide consultation.

### Scope and Scoring

Many housebuilders who have used Ecohomes will find the credit system of the Code familiar. Users will notice that there are new mandatory minimum levels of performance that have been introduced across 7 key issues:

- Energy efficiency/CO2
- Water efficiency
- Surface water management
- Site waste management
- Household waste management
- Use of materials
- Lifetime homes (applies to Code Level 6 only)

The Code has a scoring system of six levels. The different levels are made up by achieving both the appropriate mandatory minimum standards together with a proportion of the 'flexible' standards.

# 5 Further Information & Contacts

## Planning Department

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# Appendix 1 Conservation Area and Listed Buildings

## Porthcawl Conservation Area – Designation Report

Date of Designation: 31st August 1973

### Special Architectural and Historic Interest

Porthcawl is a noted resort and dormitory town, situated on the coast, seven miles west of Bridgend.

Until the turn of the eighteenth century, a stone cabin on Porthcawl Point, used in connection with a small and exposed natural harbour, was the only permanent building in the area.

The town owes its existence to the selection of this small harbour as the coastal termination of a horse-drawn tram-road completed in 1828, which served the developing iron and coal industries of the Mid Glamorgan Valleys. A small tidal dock, periodically improved and later re-developed into a seven-and-a-half acre floating basin, was never a wholly successful enterprise and finally closed at the turn of the century having lost its trade to its larger and newer competitor, Port Talbot. In one year, however, it had exported 227,000 tons in 800 vessels. Spanish ore for use in the furnaces of the Llynfi Valley was also imported via Porthcawl.

In the second half of the nineteenth century the town development became increasingly linked with its reputation as a resort and watering place and it is to this element in its growth that Porthcawl owes its particular seaside character.

The conservation area contains those parts of the town which were substantially completed during its period of industrial growth before 1885. It includes

the original tidal basin, breakwater and harbour light, an area of industrial archaeological significance, which imparts the maritime character peculiar to the town.

### Character and Appearance

The Square and its immediate environs, where the informality of the earliest domestic buildings associated with the port create an intimate scale and character, provides a foil to the nearby terrace of three-storey lodging houses built later in the century on the developing promenade. The short sweep of the promenade from the breakwater to the rising ground of Irongate Point is now the only development of its type in the County, retaining its original character and scale. The newer lower promenade, built in more recent years, is an uncluttered and functional element which in no way detracts from the predominantly Victorian character of the sea front.



# Appendix 1 Conservation Area and Listed Buildings

## Listed Buildings

The Grand Pavilion	Grade II
The Breakwater	Grade II
Jennings Warehouse	Grade II
Lighthouse on Breakwater	Grade II
The Look-out Tower	Grade II
The Old Customs House	Grade II
Walls of the Outer Basin and West Pier/Quay	Grade II

## Scheduled Ancient Monuments

Nil

## Notable Buildings

The notable buildings no longer include the Esplanade Hotel, which has been demolished, but the replacement building, Esplanade House, is a striking new addition to the seafront. The LPA consider that the following are “other notable buildings”:

- The Sea Bank Hotel
- 1–5 The Esplanade
- The buildings of Well Street
- The Porthcawl Hotel
- Terrace from the Marine Hotel to 33, The Esplanade
- 34 The Esplanade (the former lifeboat station)
- The Lifeboat and Knights Arms public houses
- The Pier Hotel.

## Appendix 2 Planning History

### Planning History

Planning Application P/08/325/BCB - Mixed use regeneration including retail/commercial units, public realm, residential, community, leisure building, car parking was approved subject to the signing of a S106 agreement on the 4 June 2009 (S106 has not yet been signed)

Planning consent P/96/469/CAC for demolition of the Dunraven Flats was granted by the Secretary of State for Wales on the 18th June 1976.



**Image 14:** Former Dunraven Flats

## Appendix 3 Planning Policy

The document Planning Policy Wales July 2010 (published by the Welsh Assembly Government (WAG)), establishes that the planning system regulates the development and use of land in the public interest. In order to achieve this objective, it states that the system should "...reconcile the needs of development and conservation, securing economy, efficiency and amenity in the use of land, and protecting natural resources and the historic environment, thereby contributing to sustainable development".

It is this advice that has been at the centre of the drafting of this brief. The redevelopment of this site, in association with the wider regeneration of the area, has the potential to make a valuable contribution to all of the areas identified above, particularly in terms of tourism, conservation, housing and the re-use of previously developed land, promoting true sustainable development.

Because the site is located within a conservation area, the contents of chapter 6 of Planning Policy Wales, and the relevant provisions of Welsh Office Circular 61/96 must be referred to. It should be recognised that whilst the elements of a conservation area must be preserved, opportunities for enhancing those elements must also be recognised. Paragraph 6.1.2 of PPW states that "Local Planning Authorities have an important role in securing the conservation of the historic environment while ensuring that it accommodates and remains responsive to present day needs".

Like many other areas in South Wales, Porthcawl is coming under increasing pressure in terms of housing demand. While this demand must be recognised, so too must be the objectives for housing developments contained in Planning Policy Wales:

- Mixed tenure communities;
- Accessible to public transport;
- Mixed use development;
- Attractive and usable open space;
- Greater quality of design; and
- Most efficient use of land.

The site subject to this development Brief has the potential of achieving the majority of these objectives and representing a truly sustainable example of development.

## Appendix 3 Planning Policy

One of the key assets of the site in terms of achieving sustainable development is the fact that it has been previously developed (brown-field) land. One of the Government's key objectives is that previously developed land should be used in preference to undeveloped land (green-field sites). The regeneration of this site provides an opportunity to reduce pressure on the development of additional green field sites, particularly in relation to residential development.

In support of Planning Policy Wales, a number of Technical Advice Notes (TANs) have been published by WAG to provide further guidance with regard to specific planning topics. Of particular relevance to the redevelopment of the site is TAN 12 – Design (2009).

### **Bridgend Unitary Development Plan – The Wider Planning Context**

While national planning guidance can provide a general overview with regard to certain development areas, it is left to local planning policy to provide additional detail and clarity in relation to specific sites.

The Bridgend Unitary Development Plan was adopted in May 2005. The UDP has a number of policies that are of importance to the consideration of any redevelopment proposals for the site. Some policies are of greater significance to the development brief site, although many more generic policies will also have an impact on the regeneration of site. The individual content of the most relevant referred to, as impacting on the site, are now:

#### REG 3(2) – Key Regeneration Sites

This is obviously the primary policy directly affecting the wider area. Its role is to facilitate the redevelopment of identified key sites, which offer opportunities for comprehensive schemes that will enhance the environment and economy of the County Borough, both creating jobs and attracting visitors. This Development Brief builds upon the adopted SPG.

In terms of the Porthcawl Regeneration Area, the policy sees a mix of uses including tourism/leisure/entertainment/commercial uses as well as residential development. There are other more generic regeneration policies that may have some impact to the redevelopment of the site; namely, Policy REG1 (Regeneration) and REG2 (Development out of accord with a regeneration strategy).

#### EV15 – Development in the Coastal Zone

The site falls into the 'coastal zone' as defined in the UDP. The policy in question identifies a number of criteria to which proposals must satisfy. They have been designed to ensure that future development has a balanced regard to: conservation of the built and natural environment; impact on fluvial and tidal flooding; the character of surrounding areas; and the proposals locational needs. Policy EV 16 (Development in areas of flood risk) might also be relevant to any redevelopment proposals

## Appendix 3 Planning Policy

The site falls within the Porthcawl Conservation Area and Policies EV37, EV38 and EV40 and their supporting text outline a number of issues to be considered in relation to development proposals within these designations.

In support of the need for a quality design solution Policy EV45, the guidance in the approved SPG and TAN 12 –Design, is of relevance.

### H1(58) – Housing Development

Housing forms part of the comprehensive mixed use development proposed under Policy REG3(1). The Policy does not stipulate the size or tenure type of each unit, which is a matter to be resolved on a site by site basis.

Paragraphs 4.4.8 – 4.4.10 of the UDP place great emphasis on the Council's objective for maximising the re-use of previously developed, or under-used land within the urban areas of the main settlements of the County Borough for residential development. This is in line with the National Assembly for Wales' own sustainability objectives. The Development Brief actively seeks to recycle a brown-field site for beneficial uses.

### TM7 – Tourism & Leisure Attractions in Porthcawl.

This Policy encourages development that will support and further enhance the development of Porthcawl as the County Borough's primary and major tourist resort. It is a key objective of the policy that any new development should make a contribution to this role. It is recognised that, if the above is to be achieved, 'diversity' must be a key aim.

The Development Brief has been drafted in the light of the above policies.

### Local Development Plan (LDP)

The site is located within the Porthcawl Strategic Regeneration Growth Area identified in the Bridgend LDP Pre-Deposit Proposals. The 7 Bays Project Area and specifically the Porthcawl Waterfront Regeneration site is the main focus of future development opportunities in Porthcawl, which provide a unique opportunity to create a vibrant new focus that will bring social, economic and environmental benefits to the Town itself and the wider area.

## Appendix 3 Planning Policy

### 7 Bays Project – Porthcawl Waterfront – Supplementary Planning Guidance.

The 7 Bays Project – Porthcawl Waterfront was adopted as Supplementary Planning Guidance (SPG) to the Bridgend Unitary Development Plan (UDP) by the Council in November 2007. The SPG does not form part of the UDP itself, and while its proposals are consistent with the relevant UDP policies, it does not possess full statutory status as conveyed by the provisions of the Town and Country Planning Acts. However, its status will be that of a ‘material consideration’ in the determination of planning applications and appeals within the relevant area.

The SPG has been prepared in the proper manner, satisfying all of the stipulated tests contained in national planning guidance. It will therefore be afforded ‘substantial weight’ in future planning decisions of the Local Planning Authority, the National Assembly, and Inquiry Inspectors. The site of the former Dunraven flats is indicated as an area for residential development.

The role and benefits of the Planning Guidance is to:

- realise the potential of Porthcawl’s Waterfront, centre and environs, as a focus for residents, visitors, shoppers and workers (Porthcawl represents a major regional tourism asset);
- retain and reinforce the positive attributes of the area and enhance its attractiveness;
- provide a flexible, but guiding, framework for both public and private investment;
- establish planning guidance that will assist in establishing a consensus for change; and

- provide for the safe and easy movement of people and goods to and within the town by foot, cycle and motor vehicles, while minimising the environmental impact of vehicular movements

The proposals include a comprehensive regeneration of the harbour area, involving a full scale refurbishment of the harbour itself, new lock gate and introduction of pontoons to increase the total number of boat berths to 55. The scheme will also include the development of land immediately north of the harbour (with a re-aligned highway) for indoor leisure uses and the re-use of the historic Jennings Warehouse adjacent to the harbour. The area of open space that the Harbour View site looks onto, know as Cosy Corner, is planned to be extensively upgraded tm provide a quality open space. The wider scheme also includes for the extension of the promenade to provide a continuous link from the western edge of the town to Trecco Bay, new sea defences along the length of Sandy Bay, and improvements to facilities at the beach to ensure full Blue Flag status.

It is intended that the approach will create a design and development of the highest quality in the new maritime mixed- use scheme, which will help raise standards within Porthcawl and beyond. The early phases of the development must set an exemplar standard for the rest of the site, and the Harbour View scheme will therefore be critical, as the initial residential development, to establish a suitable quality for future phases of development to reference.

## Appendix 3 Planning Policy

The land covered by the 7 Bays Project SPG extends to approximately 120 acres which will be developed for a mixed use development over the next 5-10 years. The first site to be developed will be the retail site which is in close proximity and located to the north east of the Harbour View Site.

The preferred developer for the first phase has been selected and work is expected to commence before the end of 2011. This phase will be on land approximately 200 metres from the Harbour View site that is subject of this brief. The scheme will include a new Tesco superstore, 25,000 sqft of new high street shops, car parking for the town centre and store, a new public/town square near to the Harbour View site, and a new highway system. The latter will include the closure of the Portway and re-routing of the main road along Eastern Promenade. The highway immediately outside the Harbour View site will remain unchanged. (See plan on information disk). The highway work will be the first element to be done and is currently programmed to be carried out over the period late 2011 – summer 2012. The store is scheduled to be open early 2013.

A project to refurbish the harbour and surrounding environment has recently received a European grant approval and is also scheduled to commence on site late 2011 and be complete by late 2013. The scheme will include structural and engineering work to the harbour basin, a new lock gate that will ensure a permanent body of water in the harbour, new pontoons, harbour management and general environmental improvements. The scheme will include dedicated wharfs for commercial and leisure boats.

Leisure is a key aspect of the regeneration proposals for the waterfront and a large area of land (circa 12,000 sqm) immediately north of the harbour has been earmarked for commercial leisure purposes. Both this and the maritime Jennings warehouse just south of the dock will be marketed in Spring 2011, with the intention of developers being secured by the end of the year.



