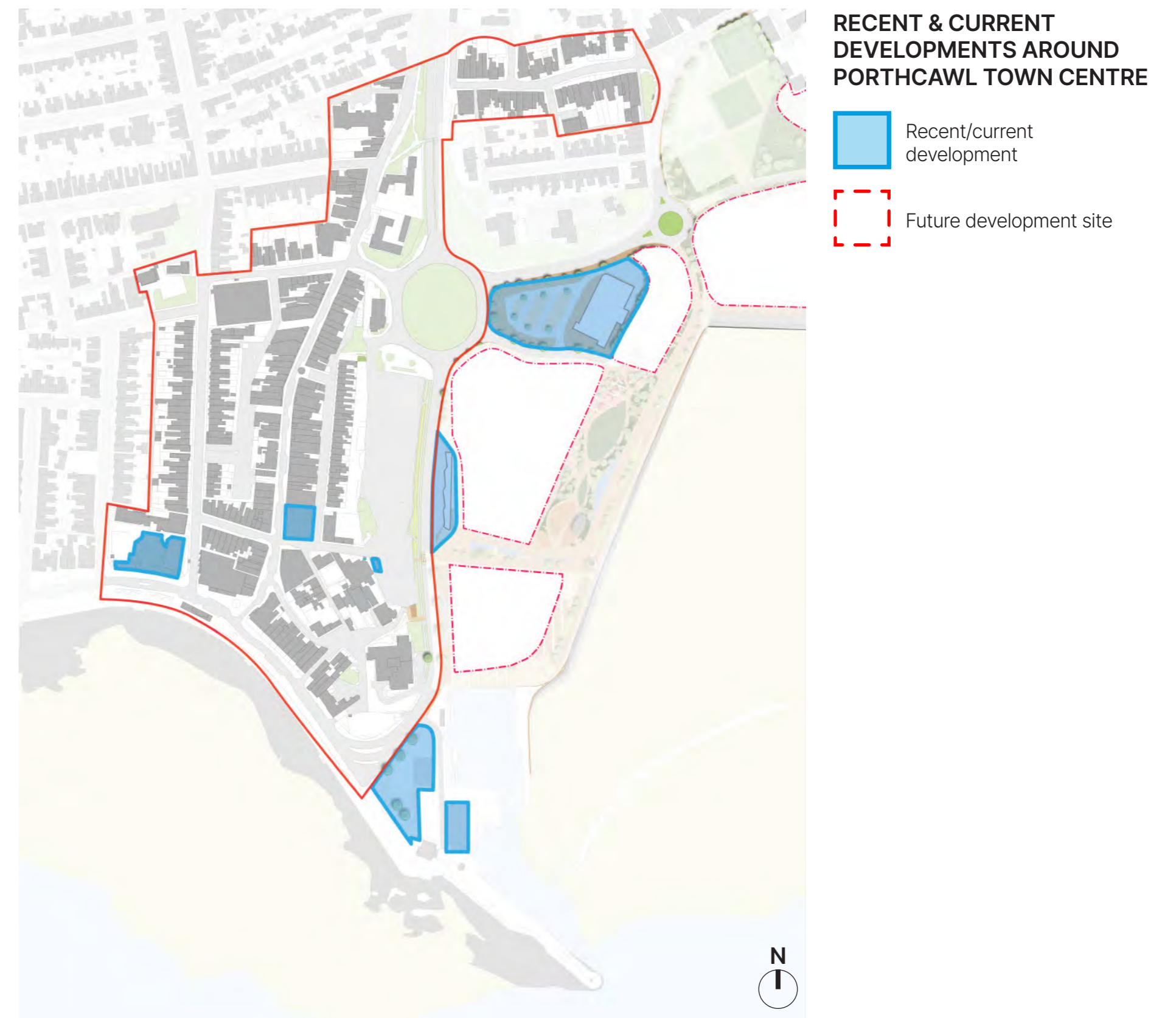


# 01 Porthcawl Town Centre Placemaking Strategy

## KEY THEMES - 01 TO 03

### 01. Building on Current Momentum

- Porthcawl is lined up for significant change with over a thousand new homes earmarked (subject to planning processes) in line with the 2022 Waterfront Strategy, all set within a greatly enhanced environment and urban seafront. This provides great opportunity for investment and economic uplift within the town centre.
- The new bus metrolink due for completion in Spring 2024 on The Portway enabling enhanced access by public transport to the town centre and future waterfront area.
- The improvements to the Docks and marina are complete creating increased footfall and leisure facilities.
- The recently completed Aldi store bookends the Salt Lake development area to the north.
- Works to greatly enhance the cultural offer at the Pavilion anticipated to start in Summer 2024
- Improvements to key buildings at the Porthcawl Hotel and Barclays bank are progressing and nearing completion bringing new commercial and residential units to the heart of the town centre.



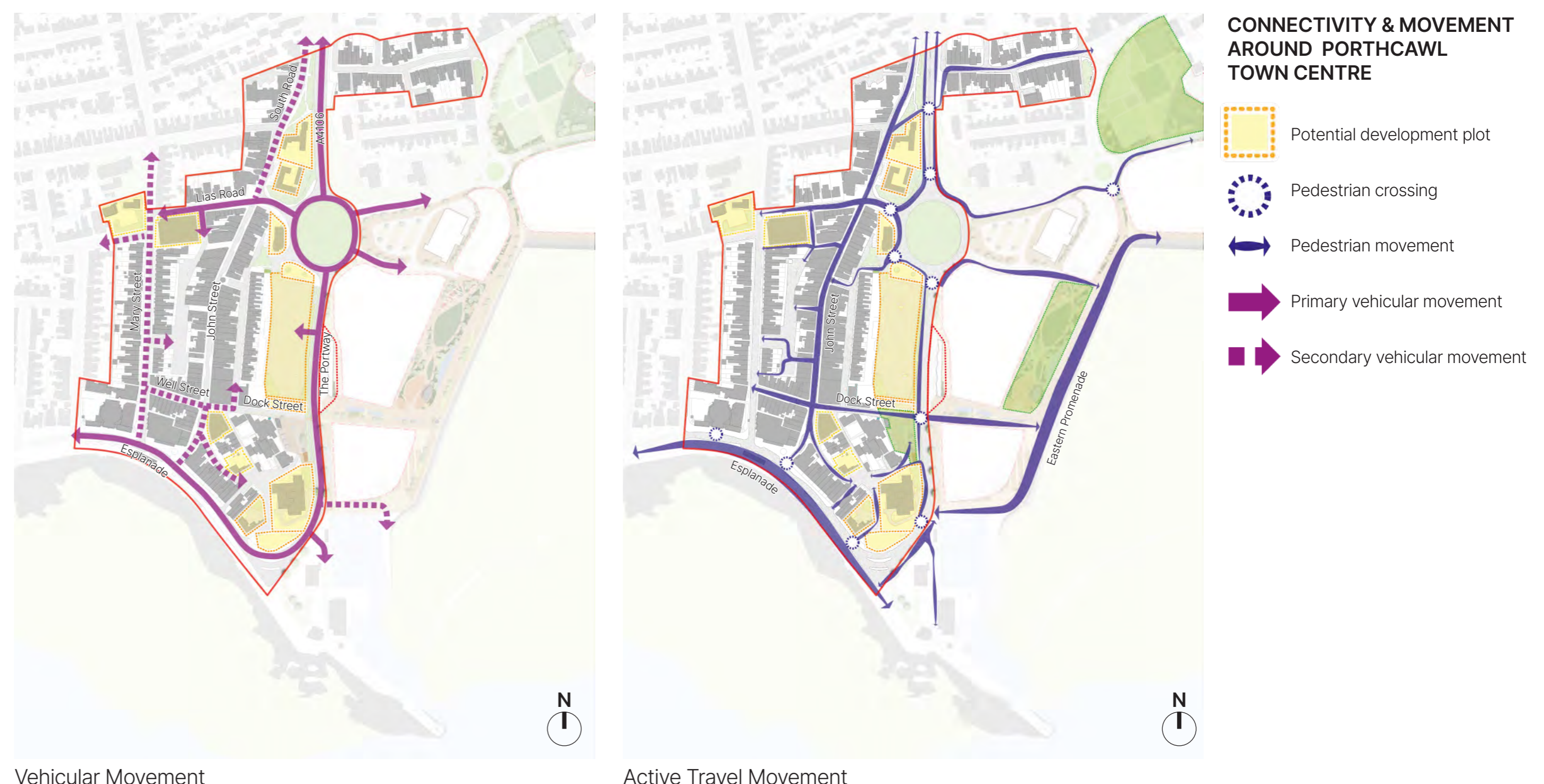
### 02. Land Use & Development

- Reinforce the strong existing commercial and retail offer within the Primary Retail Area, acknowledging that leisure, café and restaurant uses will predominantly occur in the new development areas to the east, along the seafront.
- Unlock the potential development sites around The Square and towards the marina at The Knight's Arms, Dunraven Flats Site and Glamorgan Hotel to providing more homes and work spaces.
- Redevelop the Police Station and Fulgoni's site (preferable as one integrated development), as the generator of a new gateway to the north of town centre, off the Portway Roundabout.
- Continue to promote and enable improvements to the upper storeys of existing retail and commercial premises to deliver new residential and workspace opportunities.



### 03. Connectivity & Movement

- Promote and focus on an ease of movement for pedestrians and cyclists across the town.
- Improve pedestrian and cycle connectivity west/east across The Portway linking the town centre with the new development areas, marina and the seafront.
- Enhance east/west movement along Dock Street between the town centre and waterfront development areas
- Relocate and restructure pedestrian crossing points along the Esplanade to improve links from town centre to the seafront.
- Consider the A4106, The Portway and Esplanade as not just a means of vehicular movement, but also a gateway to the town and a green infrastructure and active travel corridor.
- Improve pedestrian connections westward from John Street to the John Street Car Park and onto Mary Street.
- Reduce uncontrolled parking around the Square and on side streets.

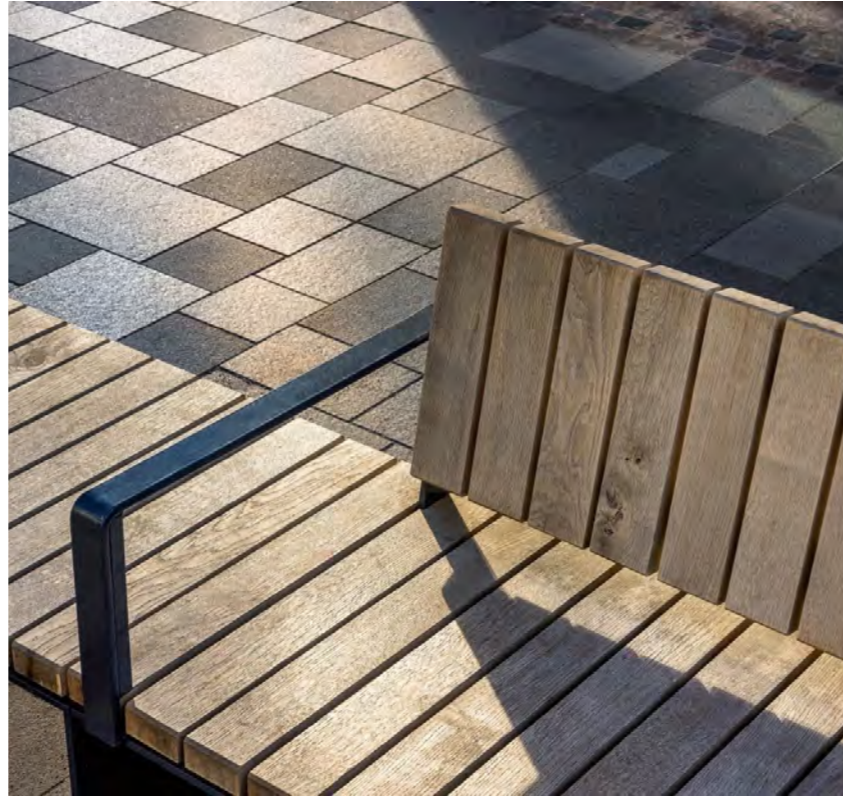


# 02 PORTHCAWL TOWN CENTRE PLACEMAKING STRATEGY

## KEY THEMES - 04 TO 06

### 04. An Enhanced Public Realm

- Consider increasing building heights to an appropriate scale within the context of the local conservation area, and ensure active frontages to development at key junctions and gateways to punctuate the townscape, structure the urban realm, and create and animate public spaces.
- Declutter, improve and coordinate the materiality of the streetscape and street furniture.
- Provide a coordinated system of wayfinding
- Develop a scheme of improvements to secondary elevations / rear boundaries to properties that face the street or public realm - The Square, Hillsboro Place and John Street Car Park
- Provide Design Codes to coordinate a scheme of shopfront improvements on John Street, to include, building lines, colours, materials and signage.
- Enhance the potential of lighting to highlight key buildings and spaces and provide a safe and welcoming background level of illumination.

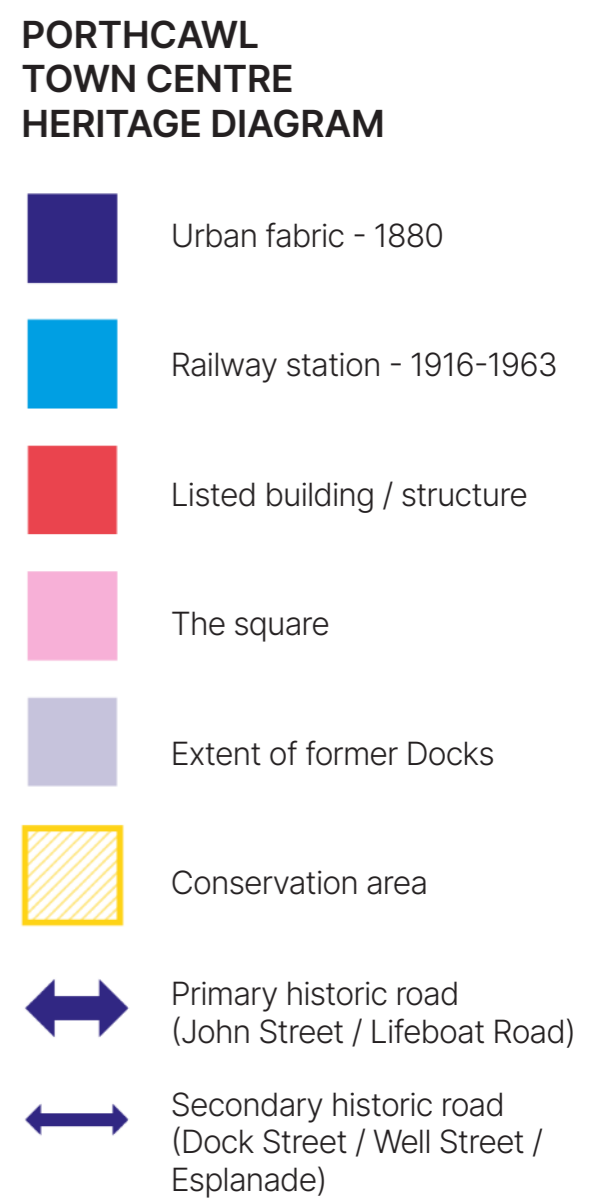


### 05. Embracing Heritage

- Use the rich history, extant streetscape and buildings to tell the story of the town, promoting pride and understanding.
- Focusing on, but not limited to, the Conservation Area, ensure new built development and public spaces are sensitive to and reference the town's history.
- Reinforce the story across the town through information, wayfinding and creation of a heritage trail.

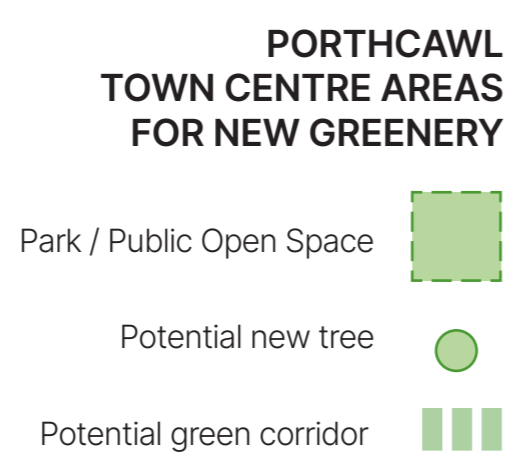


Top image: Coney Beach Cycle Park, circa 1935.  
 Bottom image: John Street Aerial, circa 1929.



### 06. Sustainability

- Build blue and green infrastructure into all new developments and highway works, looking to slow water runoff and green the town.
- Repurpose existing buildings and structures as much as possible, to retain stored carbon.
- Establish and embed Design Coding at the early masterplanning stages of plot development to maximise the benefits of an area-wide holistic approach to sustainability and minimise carbon footprints.
- Promote and enable a modal shift away from the car towards Active Travel and public transport.



PRECEDENT IMAGE: BIODIVERSE GREEN ROOFS



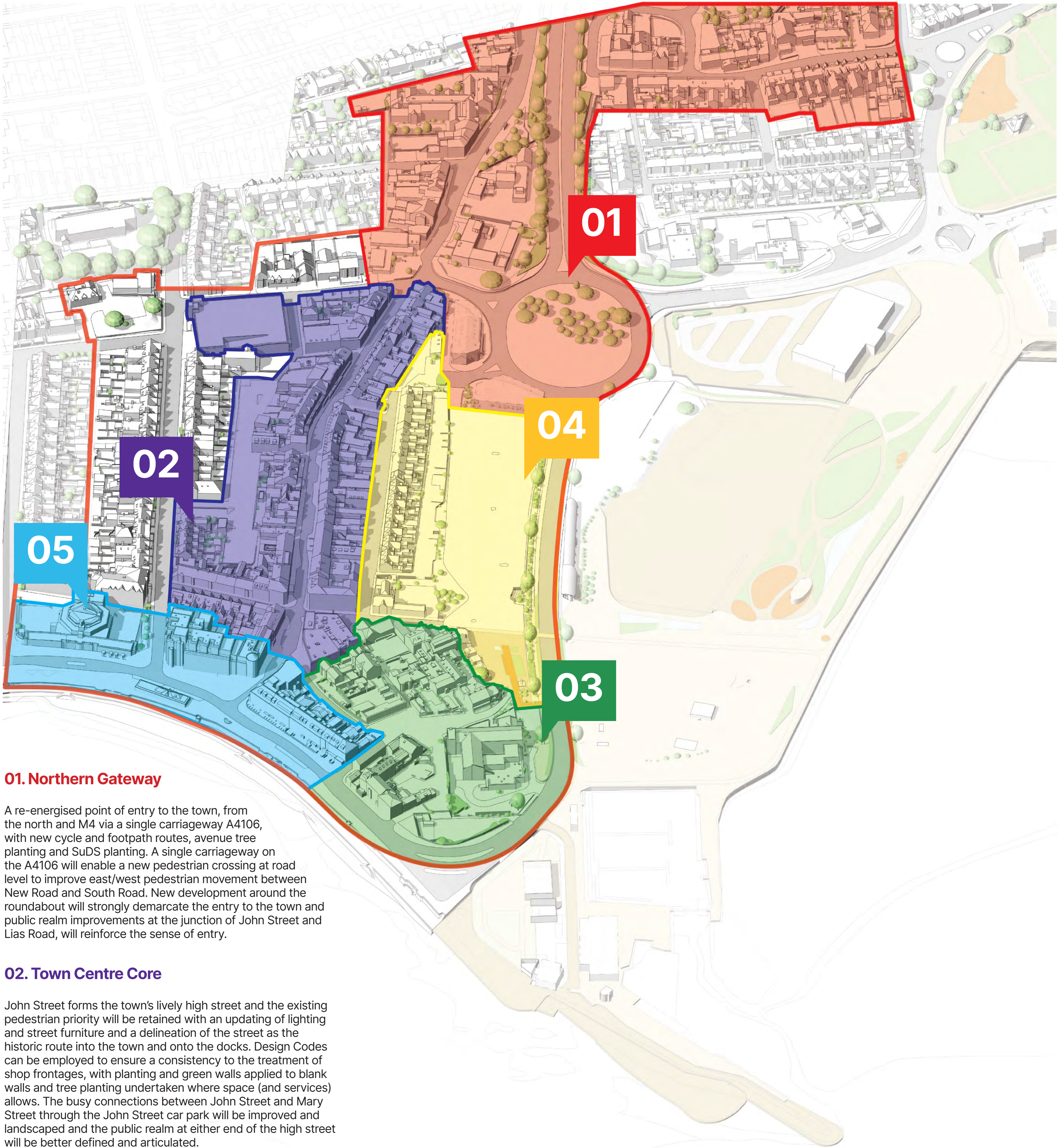
PRECEDENT IMAGE: CLIMBING PLANTS / LIVING GREEN WALLS



PRECEDENT IMAGE: SUDS PLANTING / RAINGARDENS

# 03 PORTHCAWL TOWN CENTRE PLACEMAKING STRATEGY

## KEY ACTION AREAS



### 01. Northern Gateway

A re-energised point of entry to the town, from the north and M4 via a single carriageway A4106, with new cycle and footpath routes, avenue tree planting and SuDS planting. A single carriageway on the A4106 will enable a new pedestrian crossing at road level to improve east/west pedestrian movement between New Road and South Road. New development around the roundabout will strongly demarcate the entry to the town and public realm improvements at the junction of John Street and Lias Road, will reinforce the sense of entry.

### 02. Town Centre Core

John Street forms the town's lively high street and the existing pedestrian priority will be retained with an updating of lighting and street furniture and a delineation of the street as the historic route into the town and onto the docks. Design Codes can be employed to ensure a consistency to the treatment of shop frontages, with planting and green walls applied to blank walls and tree planting undertaken where space (and services) allows. The busy connections between John Street and Mary Street through the John Street car park will be improved and landscaped and the public realm at either end of the high street will be better defined and articulated.

### 03. The Square

The unique character and tight streetscape of The Square will be enhanced and freed up through the removal of uncontrolled parking. A number of opportunity sites around The Square and headland between the Esplanade and Eastern Promenade, will be developed for predominately residential with flexible ground floor workspace. The central open space of The Square will be defined through materials and judicious tree planting and the permeability of the area improved with connections to the marina, Esplanade and new park on Hillsboro South.

### 04. Hillsboro

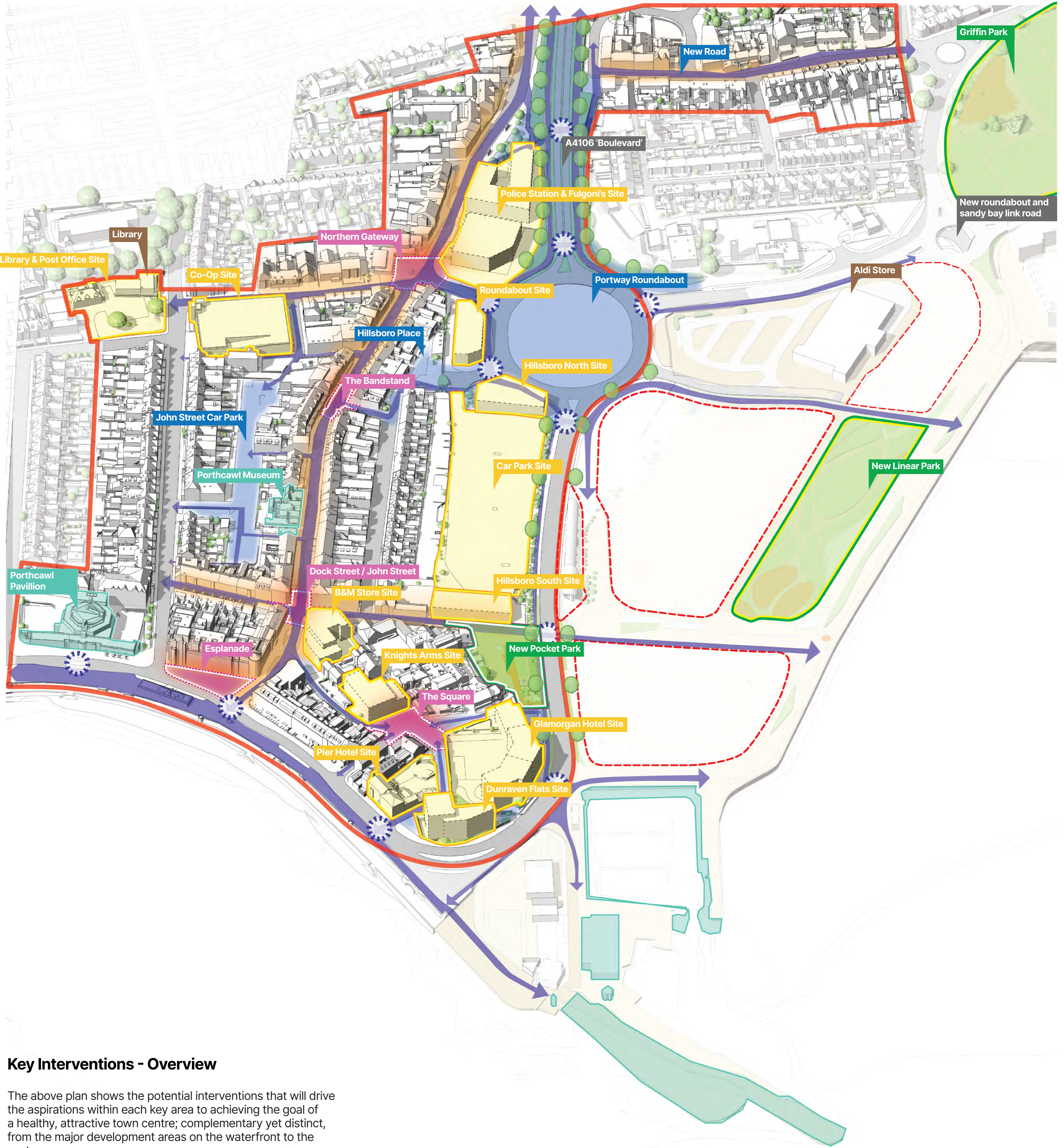
The two areas of Hillsboro north and south of Dock Street are an integral part of the Waterfront Strategy. Hillsboro North is earmarked for a multistorey car park and Hillsboro South a pocket park. Through the restriction of vehicular access, Dock Street itself becomes a key active travel route between the town centre and new waterfront. A policy of improvements to the backs of shops on Hillsboro Place dramatically improves this residential environment.

### 05. The Esplanade

Access to this critical area where the town centre meets the sea will be improved through relocated and enhanced crossing points and tables. Tree planting of suitable pine species will provide a level of shelter and accentuate the arc of the bay, with the longer term goal of updating the landscape of the promenade.

# 04 PORTHCAWL TOWN CENTRE PLACEMAKING STRATEGY

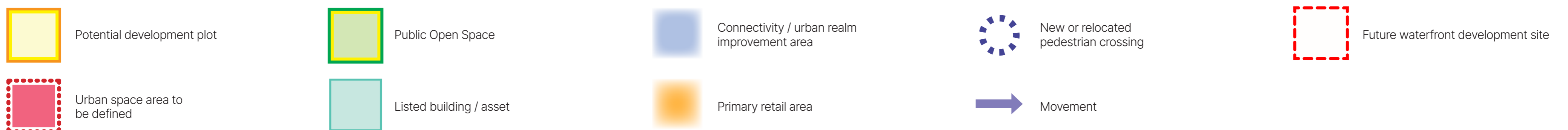
## KEY INTERVENTIONS - OVERVIEW



### Key Interventions - Overview

The above plan shows the potential interventions that will drive the aspirations within each key area to achieving the goal of a healthy, attractive town centre; complementary yet distinct, from the major development areas on the waterfront to the east.

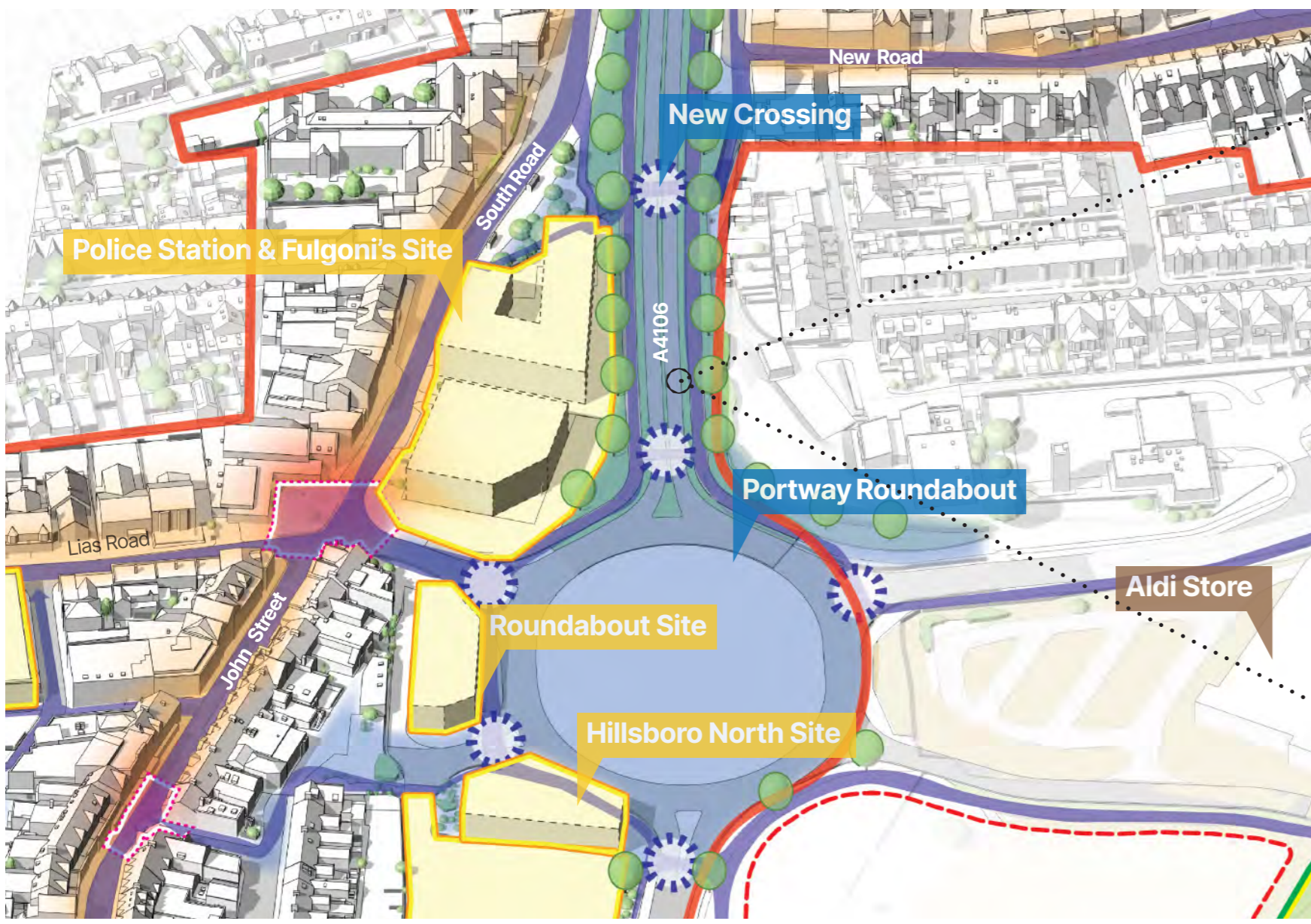
These key interventions are examined in more detail on the following boards.



# 05 Porthcawl Town Centre Placemaking Strategy

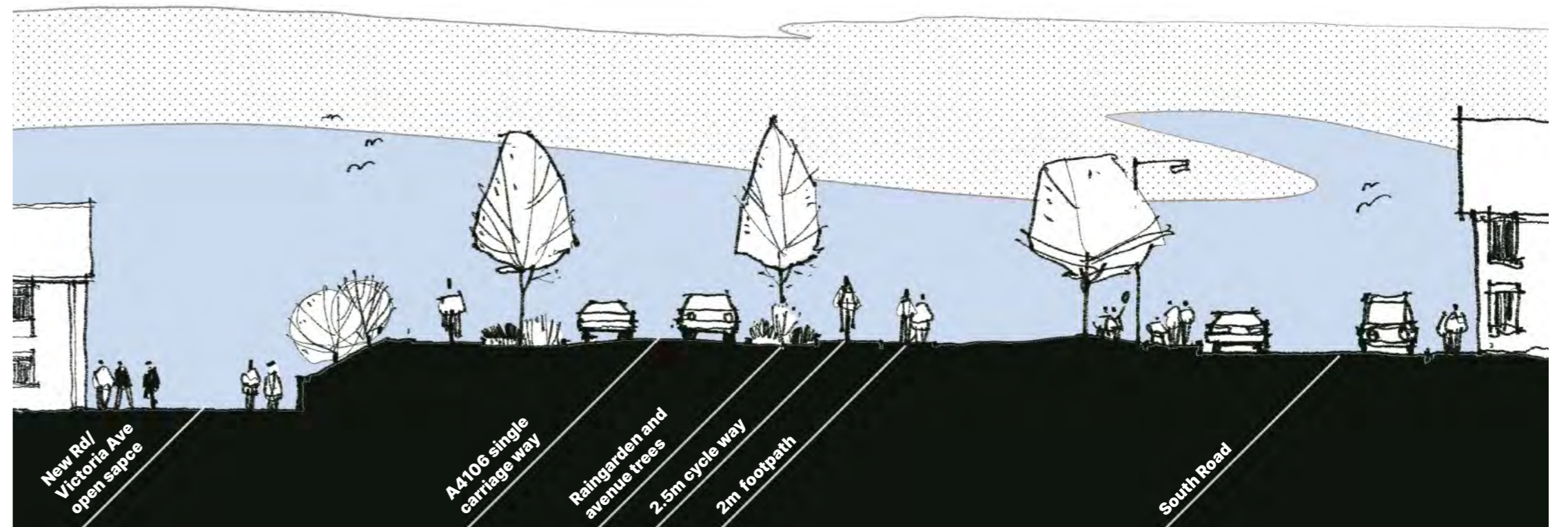
## KEY INTERVENTIONS - 01 & 02

### 01. A4106 & Portway Roundabout



SKETCH VIEW OF PORTWAY ROUNDABOUT FROM A SINGLE CARRIAGE WAY A4106

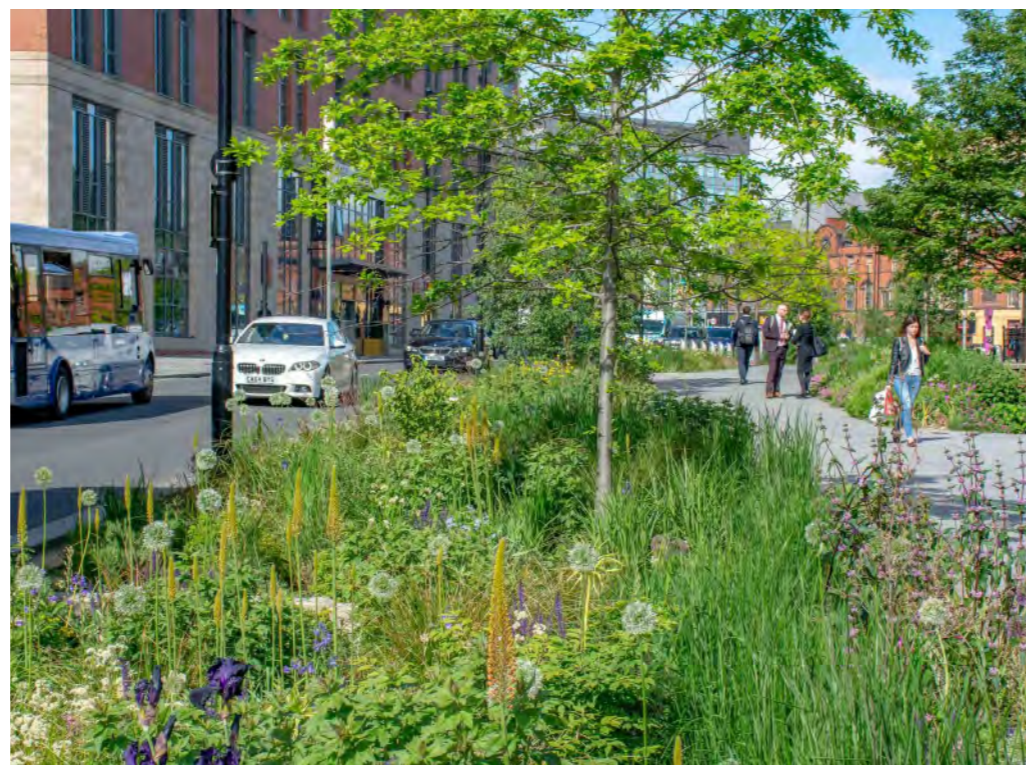
- A single carriageway A4106, creating space for Active Travel routes and avenue planting.
- A re-landscaped roundabout as a gateway to the town, permitting views over to development on Salt Lake and The Portway.
- New development frames the roundabout and structures the gateway
- A direct surface level crossing of the A4106 from New Road to South Road



SECTION THROUGH SINGLE CARRIAGE WAY A4106 WITH ACTIVE TRAVEL ROUTES AND AVENUE PLANTING



PRECEDENT IMAGE: BOULEVARD TREE PLANTING



PRECEDENT IMAGE: SUDS PLANTING & RAINGARDENS

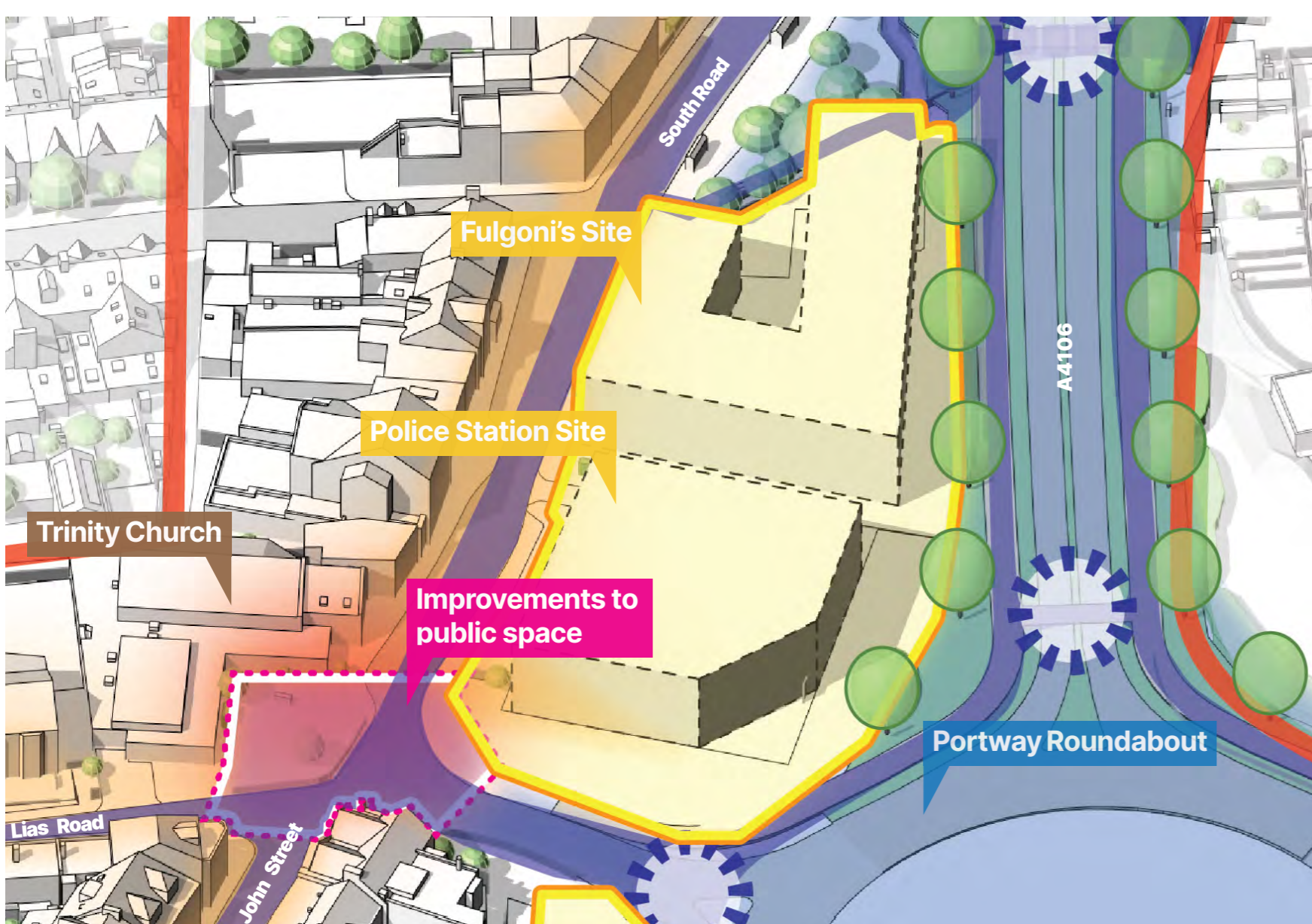


PRECEDENT IMAGE: SUDS PLANTING & RAINGARDENS



PRECEDENT IMAGE: SUDS PLANTING & RAINGARDENS

### 02. Fulgoni's & Police Station

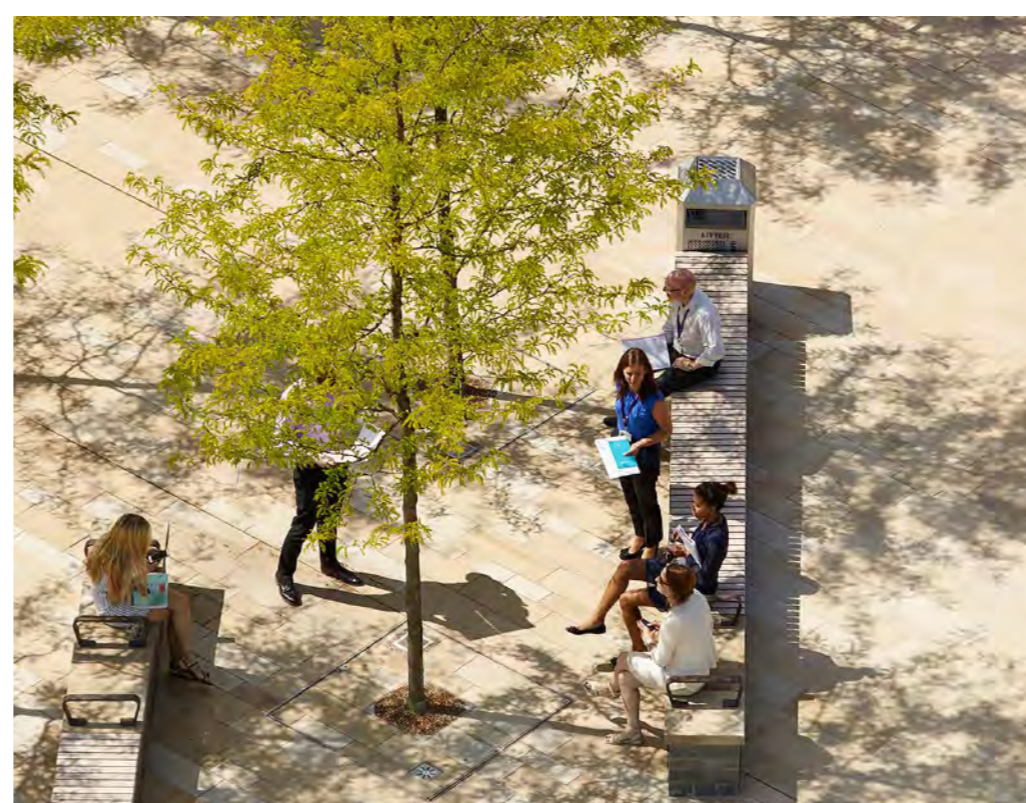


PRECEDENT IMAGE: HIGH QUALITY, WELL-DEFINED, ACCESSIBLE PUBLIC SPACE



PRECEDENT IMAGE: MIXED USE RESIDENTIAL DEVELOPMENT

- A key development site at the northern entrance to the town centre, capable of sustaining a larger level of scale and presence. Offers opportunities for large volume ground floor retail on the police station site with residential development above.
- A better defined and accessible public space at the crossroads of Lias Road and John Street and the forecourt to the church



PRECEDENT IMAGE: HIGH QUALITY PUBLIC REALM, STREET FURNITURE & LIGHTING

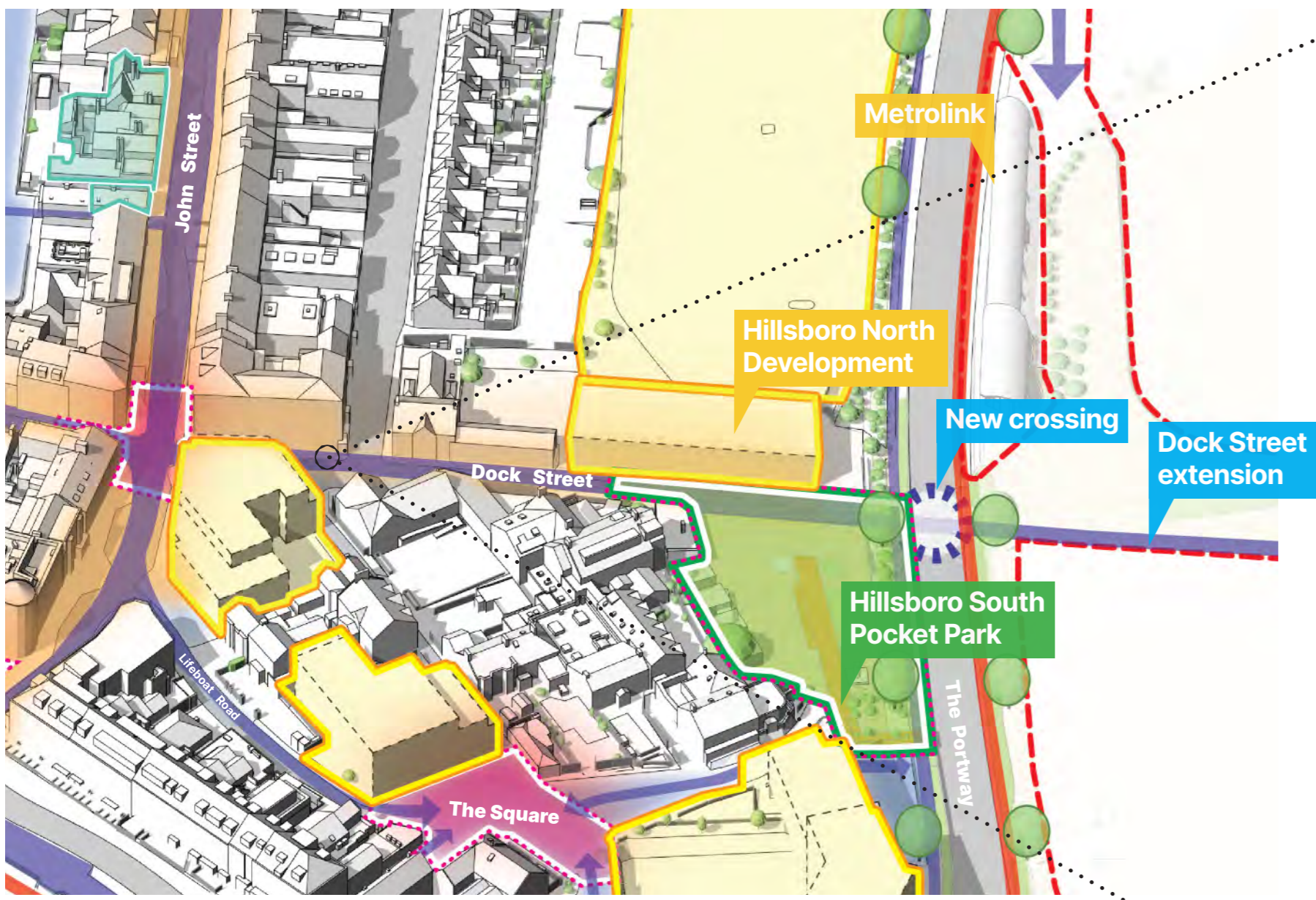


PRECEDENT IMAGE: MIXED-USE RESIDENTIAL DEVELOPMENT WITH LARGE GROUND FLOOR RETAIL

# 06 PORTHCAWL TOWN CENTRE PLACEMAKING STRATEGY

## KEY INTERVENTIONS - 03 & 04

### 03. Dock Street & Hillsboro

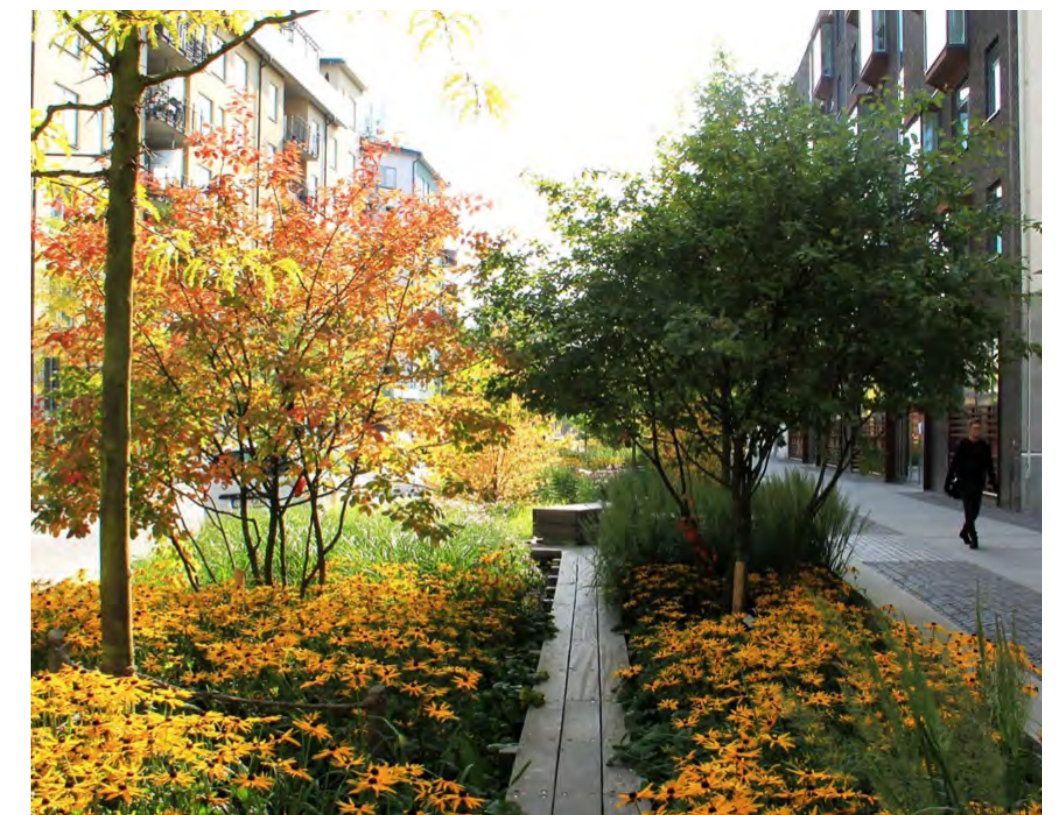


SKETCH VIEW OF DOCK STREET LOOKING TOWARDS THE WATERFRONT AREA

- Hillsboro North is identified in the Waterfront Strategy as a site for a multistorey car park, bookended by commercial development to north and south.
- The car park would feed the visitor directly onto a pedestrianised Dock Street, which becomes a key route of connection between the town centre and the waterfront.
- Hillsboro South is earmarked for a flexible pocket park, affording opportunities for outdoor markets, concessions and small-scale public events and performances. It also is a node for pedestrian movement between The Square, Dock Street, the waterfront and the marina.

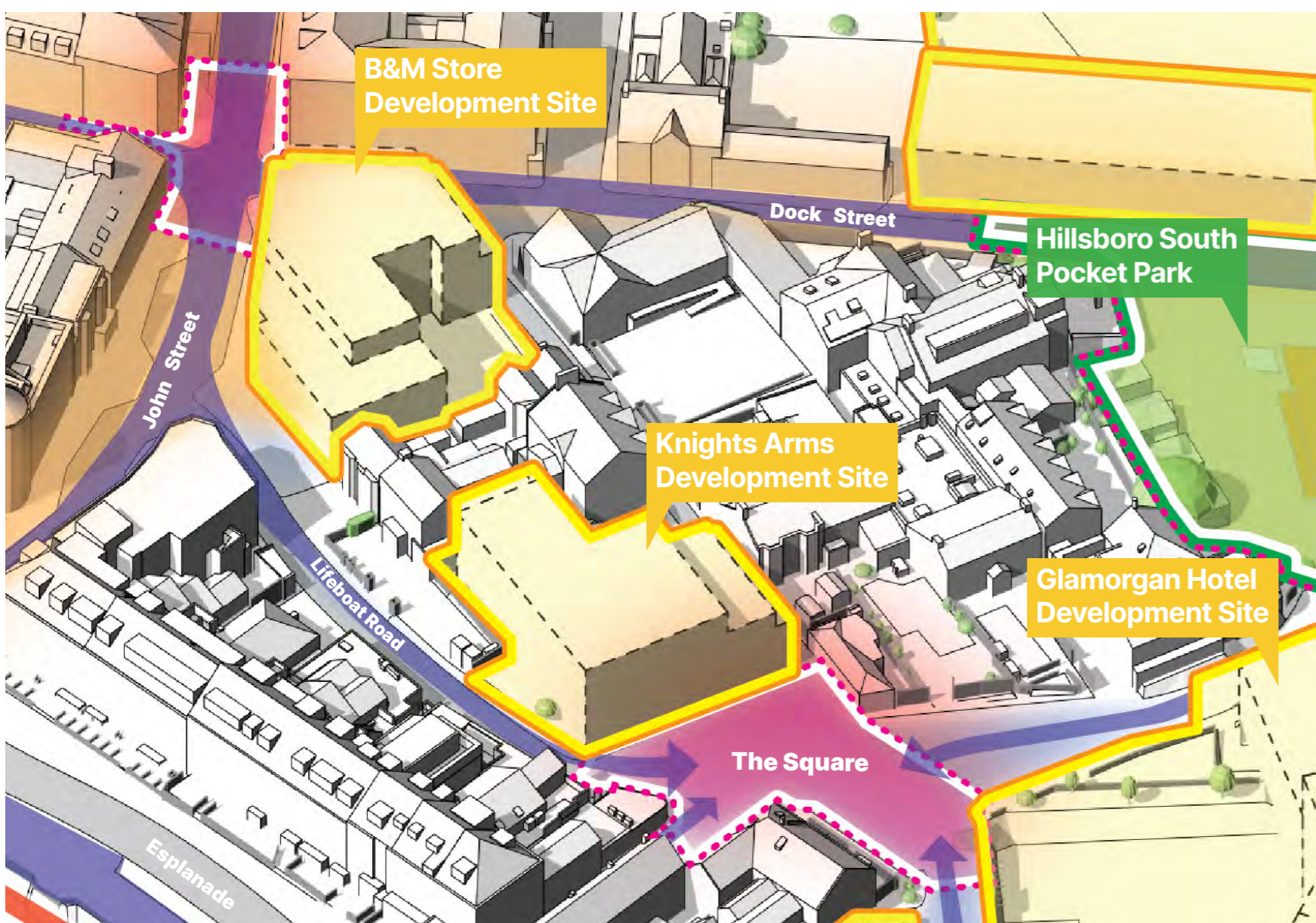


PRECEDENT IMAGE: HIGH QUALITY PUBLIC REALM, STREET FURNITURE & LIGHTING



PRECEDENT IMAGE: POCKET PARK

### 04. Knights Arms & The Square

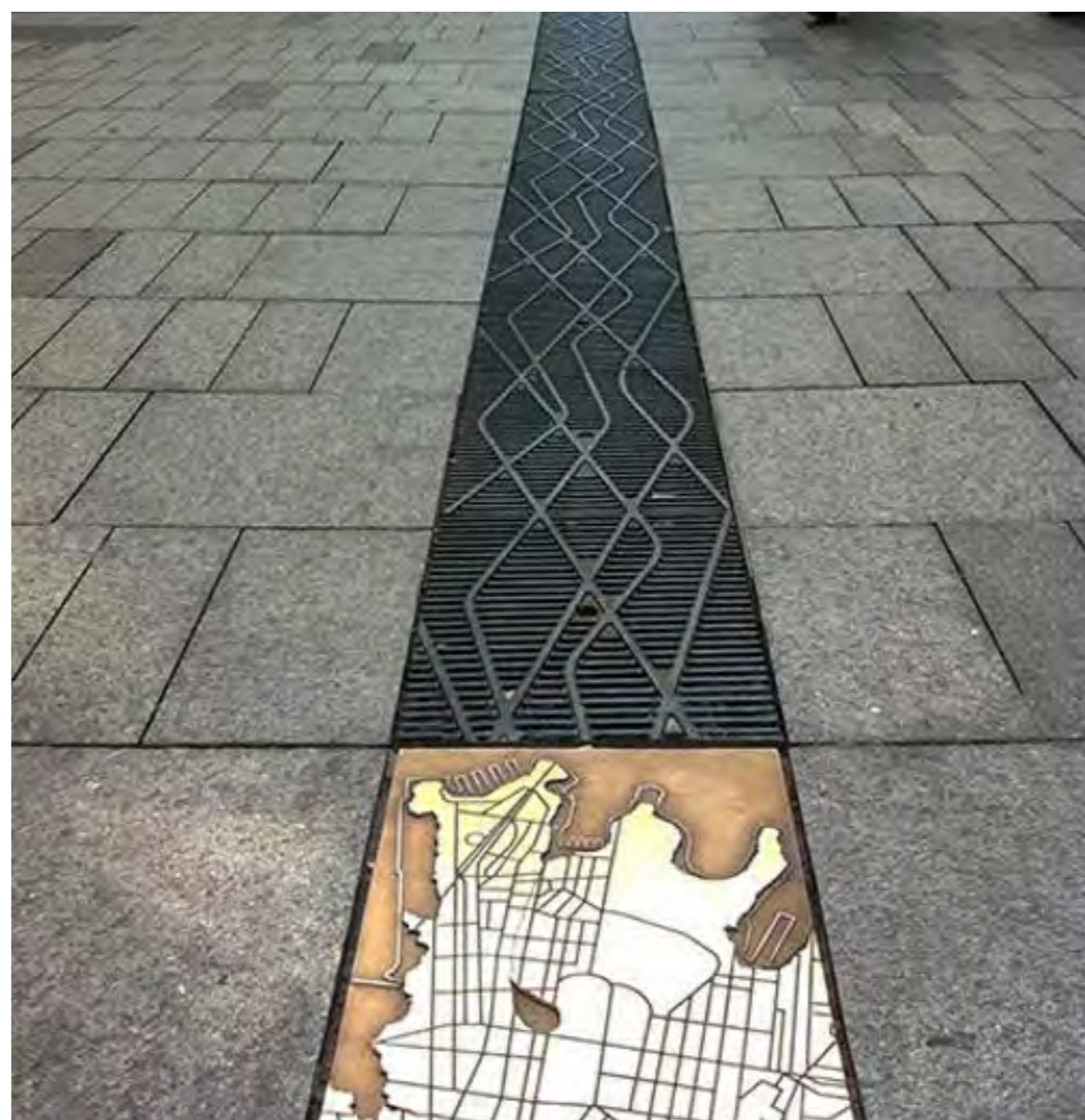


PRECEDENT IMAGE: HIGH QUALITY SUSPENDED STREET LIGHTING



PRECEDENT IMAGE: WAYFINDING AND HERITAGE INFORMATION

- An historic part of the town, The Square and the routes leading to it will be better defined and landscaped with controlled parking for residents.
- The Knight's Arm public house will be redeveloped for residential with ground floor workspaces.
- The streets connecting to The Square will be decluttered and a programme of improvements to rear boundaries will be adopted.
- The prominent B&M building will be enhanced, refurbished or redeveloped to improve the transition from John Street to The Square and enhance its presence on John Street.
- Wayfinding and lighting will reinforce The Square as the termination of the historic route into the town along John Street.



PRECEDENT IMAGE: HERITAGE TRAILS INTEGRATED INTO PUBLIC REALM

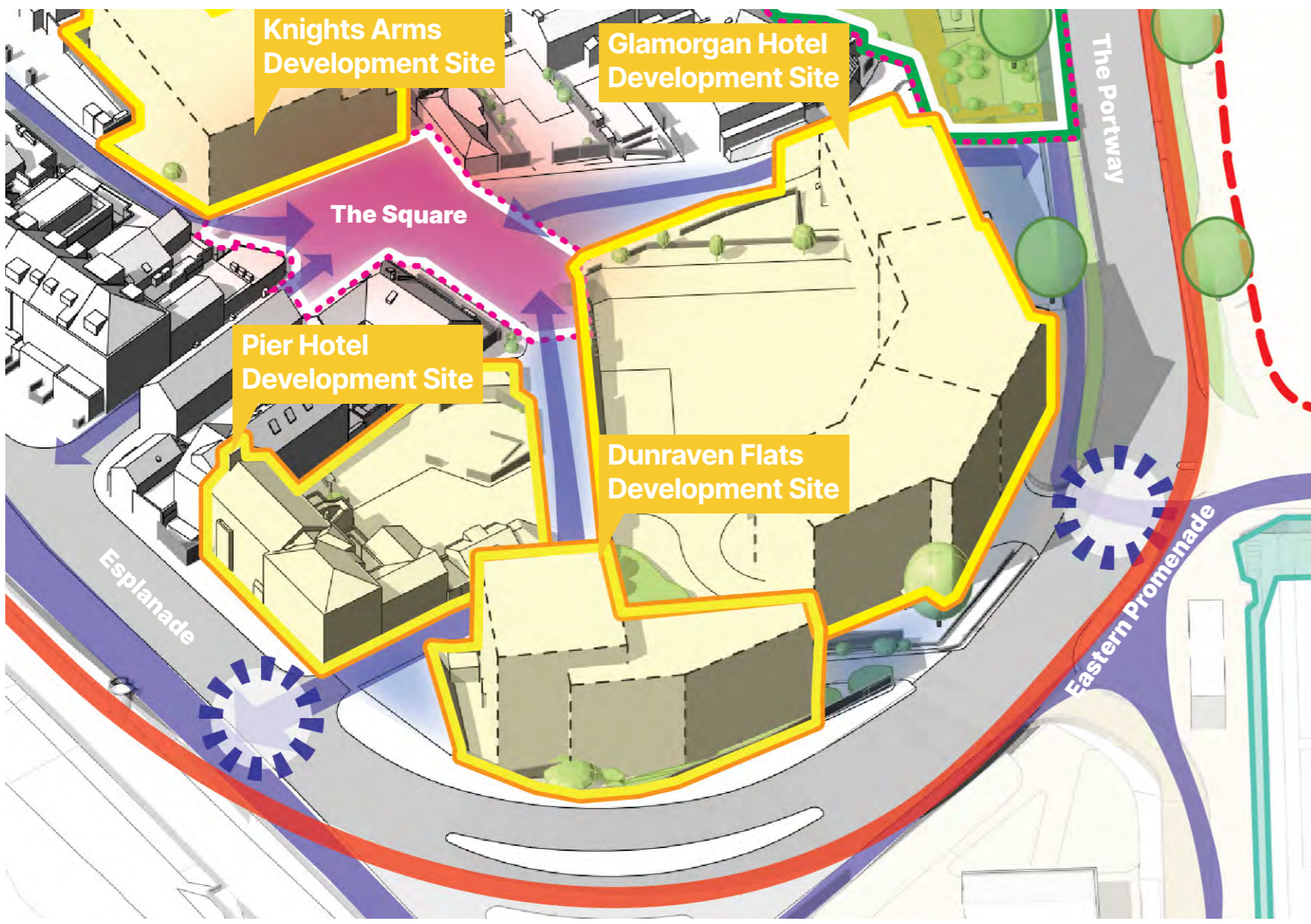


PRECEDENT IMAGE: HERITAGE TRAILS INTEGRATED INTO PUBLIC REALM

# 07 PORTHCAWL TOWN CENTRE PLACEMAKING STRATEGY

## KEY INTERVENTIONS - 05 & 06

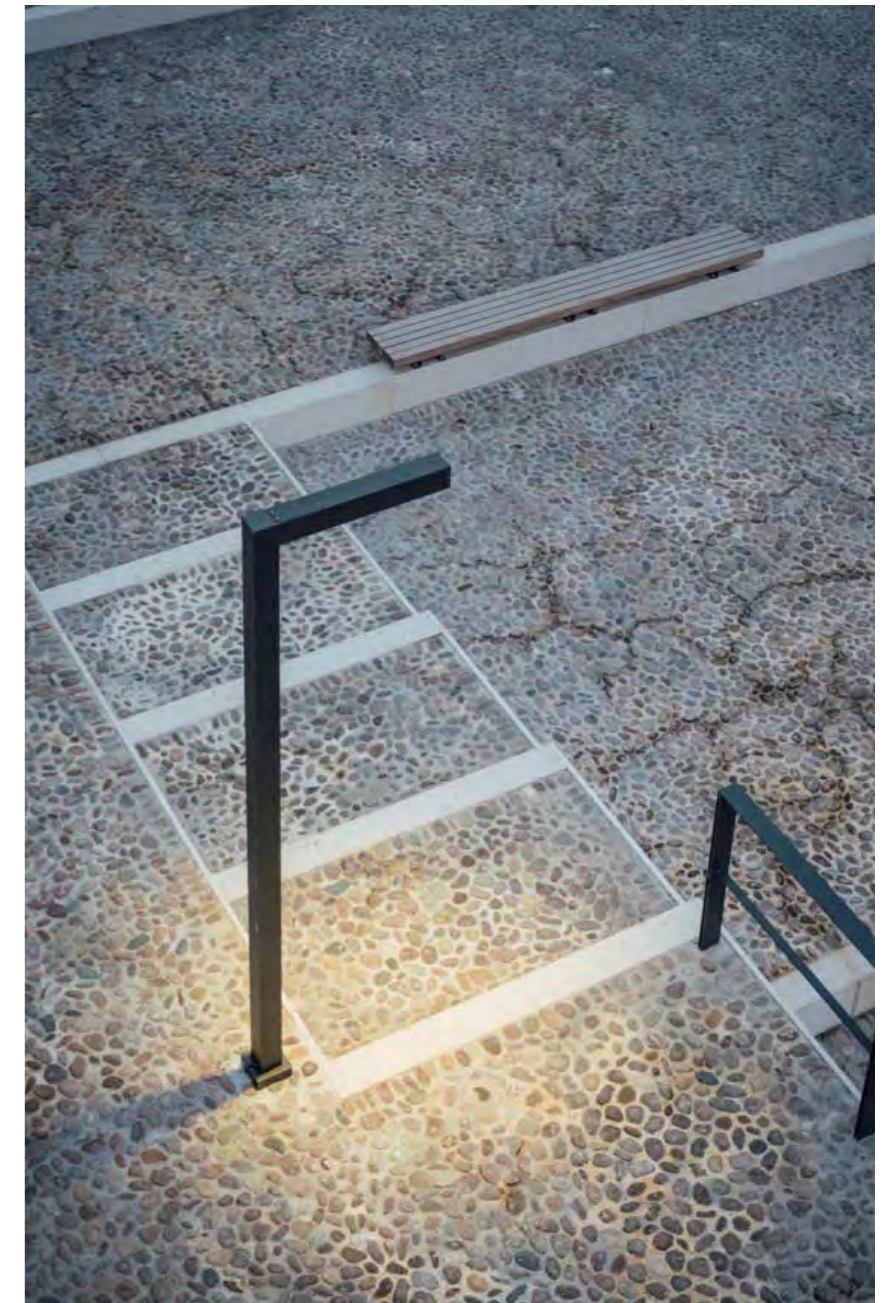
### 05. The Glamorgan, Dunraven & Pier Hotel



- The three redevelopment/refurbishment opportunities sit on the headland between the Esplanade and Eastern Promenade, on a defined rise overlooking the marina and harbour. An integrated approach is required for the three sites.
- The topography and prominence provide an opportunity for a development of scale with views over the esplanade, the harbour and the bay.
- New and improved access to the harbour, esplanade and Hillsboro South from The Square would be a key driver of the redevelopment of the headland.
- Planning permission is in place for the demolition of the former Glamorgan Holiday Hotel and erection of a new residential block of 52 x 1, 2 and 3 bedroom apartments and associated works (Ref.: P/20/415/FUL)



PRECEDENT IMAGE: WATERFRONT DEVELOPMENT,



PRECEDENT IMAGE: HIGH QUALITY PUBLIC REALM

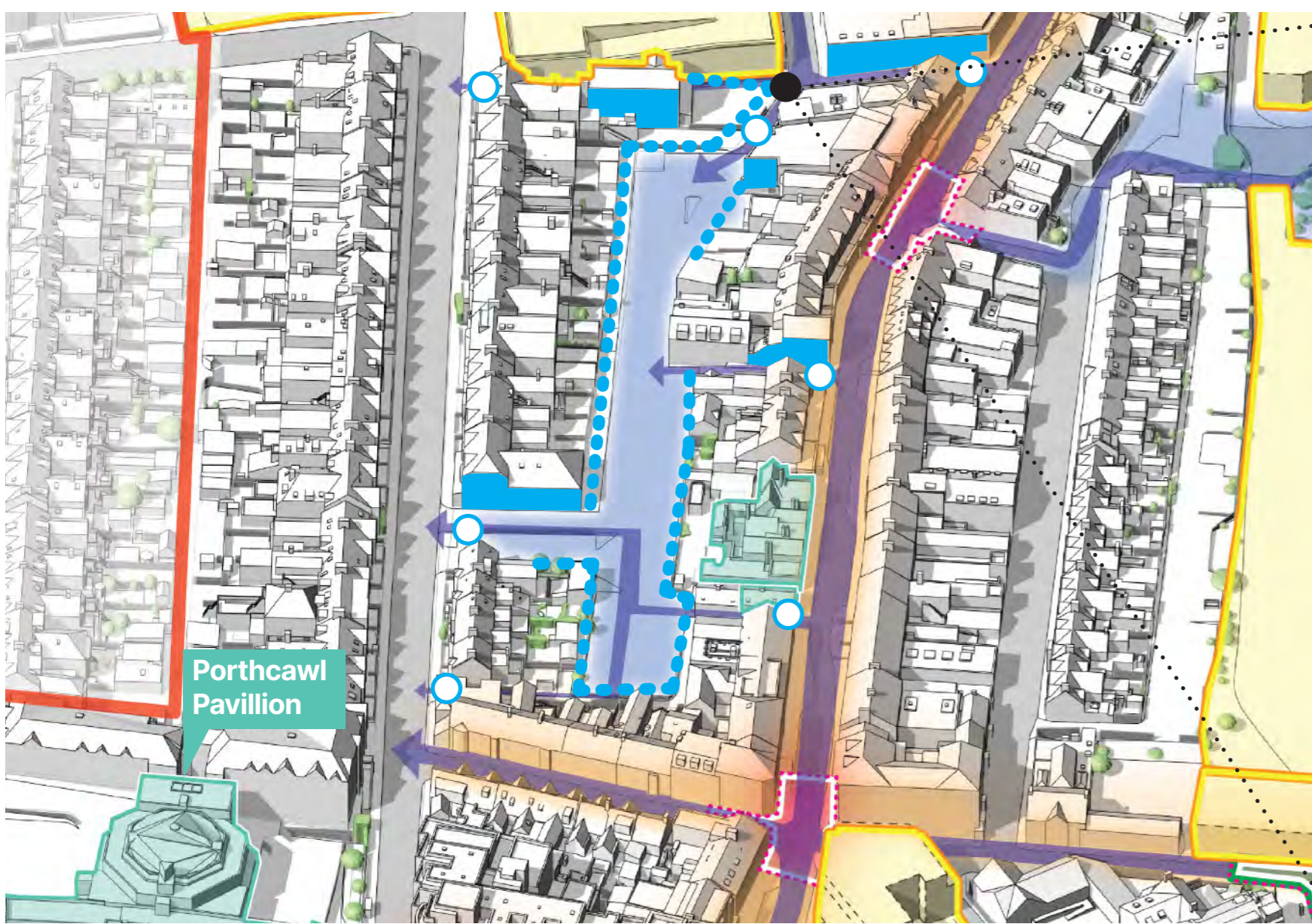


PRECEDENT IMAGE: STREET FURNITURE



PRECEDENT IMAGE: WATERFRONT DEVELOPMENT,

### 06. John Street Car Park



- Pedestrian connections
- Property rear boundary to be improved
- Potential wall for climbing planting/living green wall

- The poor visual and environmental quality of the car park will be improved, focusing on the pedestrian connections between John Street and Mary Street.
- The backs of properties fronting onto the car park will be improved with a consistency of materials and detail.
- New lighting and wayfinding will be installed.
- Pivotal access to town centre and the Grand Pavilion
- Trees, SuDS planting and climbers to walls will be incorporated.



SKETCH VIEW OF IMPROVED JOHN STREET CAR PARK PEDESTRIAN CONNECTION



PRECEDENT IMAGE: SUDS PLANTING INTEGRATED INTO PUBLIC REALM

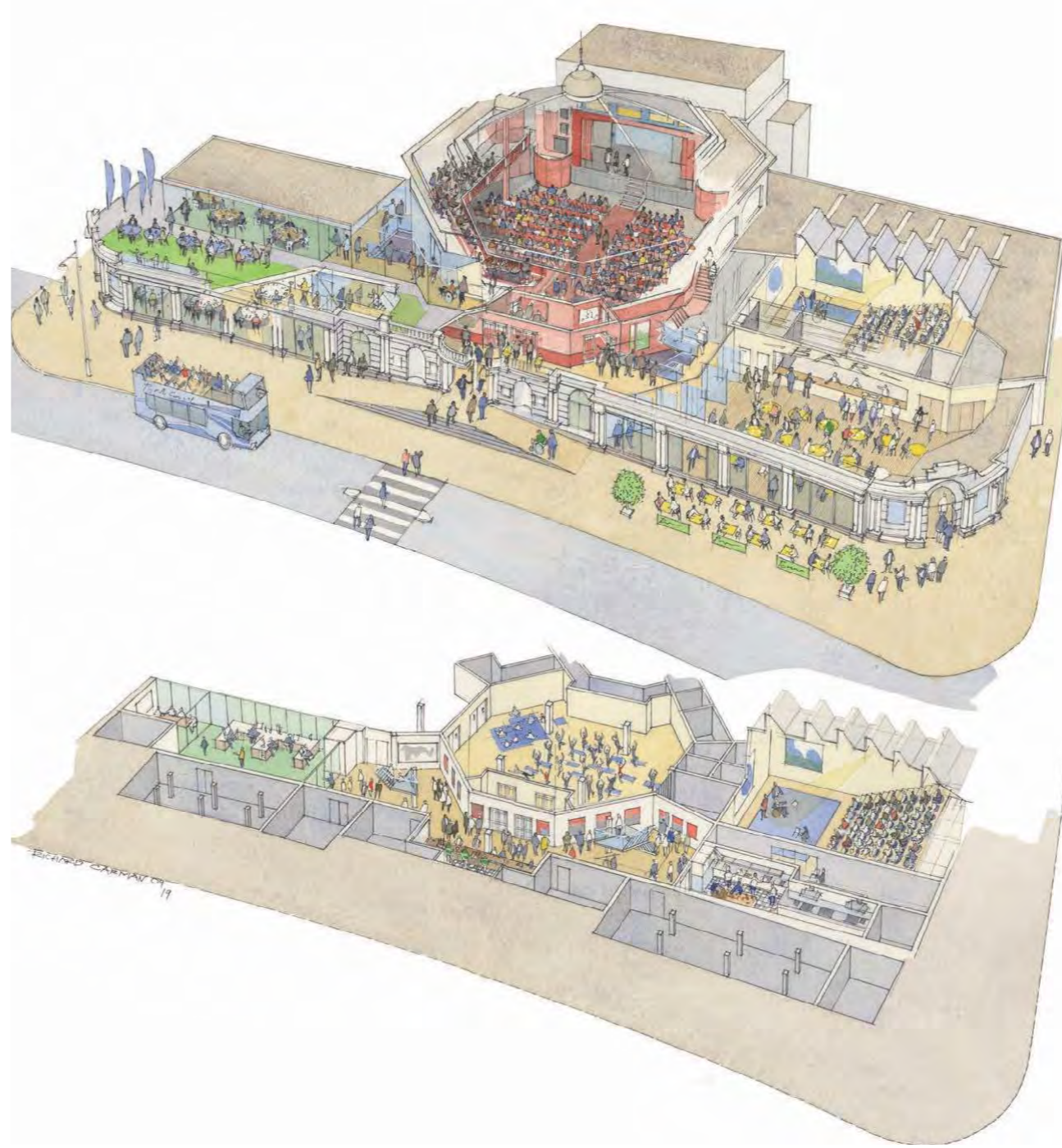
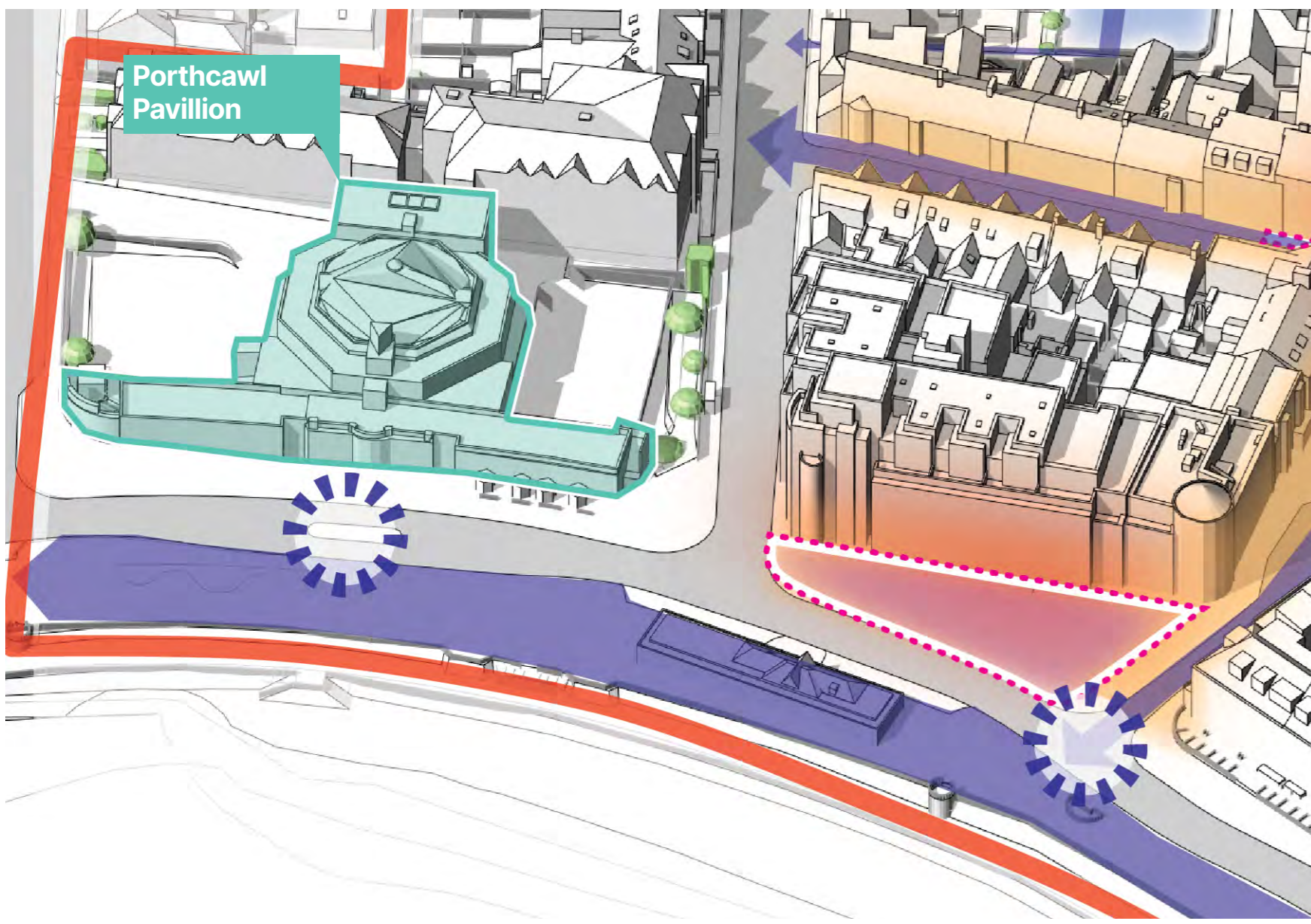


PRECEDENT IMAGE: PEDESTRIAN ROUTE SOFTENED WITH CLIMBING PLANTING

# 08 PORTHCAWL TOWN CENTRE PLACEMAKING STRATEGY

## KEY INTERVENTIONS - 07 & NEXT STEPS

### 07. Porthcawl Pavillion



- The Grand Pavilion, Porthcawl, is one of South Wales most recognisable buildings. As a Grade II listed building, it embodies the great cultural and social heritage of Porthcawl and the wider region. The redevelopment of the Grand Pavilion will address the existing risks to the building fabric and also meet the needs and aspirations of local people by increasing its role as an anchor within the community and as a tourist venue.
- The new facilities proposed will include:
  - New function spaces at first floor (Esplanade) level;
  - New rooftop function & cafe spaces offering elevated sea-views;
  - New Studio theatre and ancillary facilities;
  - Improved first floor auditorium;
  - Improved lower ground floor multi-use area;
  - Increased and improved welfare facilities including new changing places facility;
  - Business incubation or workshop spaces to street level;
  - New office facilities.



Images of Porthcawl Pavillion redevelopment proposals: Purcell

### Next Steps

This consultation is seeking the views and ideas of residents and businesses based in Porthcawl on how the town centre can develop, thrive and enjoy a prosperous future. The views and ideas gathered will be carefully analysed and used to support the development of a Porthcawl Town Centre Placemaking Strategy.

For those unable to attend the public drop in session, electronic copies of the exhibition boards are available on the BCBC website.

The council is committed to listening and responding to residents' views and wants to give opportunities for local people to contribute to decision making. A key part of this is receiving feedback on the potential options identified from the town centre placemaking consultation. In order to facilitate engagement, an online ideas board has been created and can be accessed below. This provides a platform for people to share their ideas and endorse those of others.

To have your say on the proposals, comments can be submitted from the 14th of March 2024 to the 4th of April 2024 via the following options:

- Online ideas board:  
**scan QR code**
- Email:  
**porthcawlplacemaking@bridgend.gov.uk**
- In writing:  
**BCBC Regeneration,  
Civic Offices,  
Angel Street,  
Bridgend, CF31 4WB**

