

**BRIDGEND COUNTY BOROUGH COUNCIL**  
**REPORT TO DEVELOPMENT CONTROL COMMITTEE**

**14<sup>th</sup> November 2013**

**REPORT OF THE CORPORATE DIRECTOR - COMMUNITIES**

**THE JENNINGS  
DEVELOPMENT BRIEF**

**1. Purpose of Report.**

- 1.1 To consider the Jennings Development Brief and approve its content as a material consideration in the determination of future planning applications for the building.

**2. Connection to Corporate Improvement Objectives/Other Corporate Priorities**

- 2.1 The approval of the Development Brief will contribute to the Corporate Plan's priorities of working together to develop the local economy and to make the best use of our resources.

**3. Background.**

- 3.1 It is a key objective of the Council to encourage the repair, reinstatement and re-use of the Jennings to secure its long-term preservation. To be successful, alternative viable uses should not require unsympathetic alterations that detract from the building's character and historic importance.
- 3.2 The re-use of the Jennings provides an excellent opportunity for Porthcawl to continue its renewal as envisaged by the Council's Local Development Plan (LDP) and Porthcawl Waterfront Supplementary Planning Guidance (SPG). The re-use of the building will make a significant contribution to Porthcawl's Waterfront with environmental and economic benefits for the town itself and the wider area. The Jennings is Grade II Listed and located within the Porthcawl Conservation Area.
- 3.3 The Jennings is of significant importance to the Porthcawl Waterfront Regeneration Area as a whole. The vision for the building and its environs is that it should be rejuvenated and utilised as a commercial leisure opportunity, based around complementary retailing, leisure and tourism uses. This may include a number of separate operators and/or end users utilising the building space in a complementary way.

**4. Current situation / proposal.**

- 4.1 The Development Brief, attached at Appendix 1, considers the context of the Jennings and defines a number of development parameters and design principles, which can be used to guide future proposals for the building.

4.2 The purpose of this document is to direct and guide the repair, reinstatement and potential re-use of the Jennings by outlining the development opportunities and detailing the Local Planning Authority's requirements. The brief does not present detailed proposals, but sets a framework within which a high quality scheme can be delivered.

4.3 In summary the document comprises:-

- An overview of the site - its location and key characteristics within the urban area.
- The planning policy context against which future proposals for the building will be assessed including national planning policy, the adopted Bridgend Local Development Plan and the Porthcawl Waterfront Supplementary Planning Guidance (SPG).
- Acceptable uses for the Jennings – including greater detail on the acceptable parameters of the leisure based retail and commercial uses.
- Outlines the conservation and planning considerations which will need to be taken into account and guide the repair, reinstatement and potential re-use of the Jennings.
- Provides a guide on procedural matters.

## **5. Effect upon Policy Framework& Procedure Rules.**

5.1 The Development Brief will represent a material consideration in the determination of future planning applications for the site.

## **6. Equality Impact Assessment**

6.1 An Equalities Impact Assessment Screening has been undertaken and the proposed recommendation is unlikely to have an impact on equality issues.

## **7. Financial Implications.**

7.1 There will be a capital receipt for the sale of the site and its future development could generate Section 106 contributions.

## **8. Recommendation.**

8.1 To approve the Jennings Development Brief as Development Control Guidance to be used as a material consideration in the determination of future planning applications for the building.

**Mark Shephard**  
**Interim Director - Communities**

**8 November 2013**

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### **Background documents**

Bridgend Local Development Plan