



Bridgend Town Centre Masterplan

Executive Summary

October 2020

Canol Trefi
Pobl | Cymuned | Perthyn



Town Centres
People | Community | Belonging



Llywodraeth Cymru
Welsh Government



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Cabinet Member's Foreword



Councillor Charles Smith

Cabinet Member for Education and Regeneration



I am delighted to welcome you to the Bridgend Town Centre Masterplan.

All across the UK, town centres are facing up to the considerable and complex challenges posed by the coronavirus pandemic, Brexit and ongoing changes in shopping patterns and how people now choose to use their local town centre areas.

This ambitious, exciting strategy seeks to ensure that Bridgend town centre is capable of meeting these challenges, and can develop and adapt to a rapidly changing environment as well as uncertain markets and emerging economic conditions.

We want the masterplan to act as a catalyst for sustainable future growth while meeting the requirements and aspirations of the private, public and third sectors.

To support this, the plan offers a theoretical layout which helps guide development and regeneration, and uses a zoned approach to support applications for specific types of funding as well as the aims and objectives of the county borough's new Local Development Plan.

The masterplan encapsulates an informative and comprehensive strategy for increasing the number of people who shop, work, live, visit and enjoy the town centre, and seeks to improve retail opportunities, create new commercial office space, introduce new public realm works, and provide better transport facilities.

As a guiding document, it is designed to enable us to deliver our vision of a vibrant town centre community, one which reflects the goals and aspirations of the Well-Being of Future Generations (Wales) Act, and which harnesses the potential inherent within Bridgend for supporting an innovative, productive and sustainable community – one that ultimately contributes towards the long-term aims of a globally responsible and prosperous Wales.



Foreword from the Association of Town and City Management



Ojay McDonald

Chief Executive Officer

Association of Town & City Management



Town centres and high streets everywhere are probably facing their most difficult period since the Second World War.

The digital revolution means we are seeing innovation and change happen at a level unprecedented in human history. And the impact on consumer behaviour and business practices is there for all to see, with the digital economy producing a conveyor belt of new business models

To add to this disruption is a pandemic which means, for now, the traditional ways of trading face-to-face are not always possible meaning uncertainty in many sectors.

I recently participated in a global conference on high streets where the challenges for towns and cities across the world are same. It did not matter if it was a retailer in Sweden, a café in New Zealand, a restaurant in Canada, or a property owner in the US. The challenges were similar, and town centres are struggling to adapt.

But there is hope. Shared problems mean the potential for shared solutions. And the one solution which was universal to revitalising town centres was collaboration. Across the world there is the growing recognition for businesses, landlords, local government, educationalists and the civic community to come together. The willingness to engage in

open dialogue and map a route forward together is often rewarded with the building blocks of a better future for the town centre. And this must be a starting point for Bridgend.

It is, like so many other town centres, the heart of the community and the foundation of the economy. The health of Bridgend town centre has implications for the wider region. Its worth the effort, especially as we all adapt to cope with a rapidly changing world.

I encourage you all to work together, engage with this masterplan and begin a dialogue with colleagues across the town. It's been sometime since my last trip to the town but, pandemic permitting, I hope to return soon to be part of the debate of creating a better tomorrow for the town of Bridgend.

Introduction

Bridgend (Pen-y-bont) is a historic town in South Wales, located equidistant between Cardiff and Swansea, Wales' two biggest cities. Bridgend, situated on the Ogmore River, is approximately 5 kilometres upstream from the Bristol Channel and gets its name from the bridge built at a fording point of the river. The town itself benefits from excellent access by a variety of forms of transport. The M4 motorway runs close to Bridgend town with the A473 and A4061 connecting the former to the town centre. The railway and bus stations are both within the town centre. The Office for National Statistics (ONS) estimates a population of 143,400 in 2015 for Bridgend County Borough. Bridgend town centre accounts for approximately 33% of the County Borough's population (around 47,000 people).

The regeneration masterplan for Bridgend town centre outlines a vision for a liveable and vibrant community. It identifies a series of ambitious and deliverable projects for the next 10 years that will support future economic growth, and secure more benefits and opportunities for the County Borough. The projects are complemented by a robust action plan and delivery mechanism which provide strategic direction to town centre development.

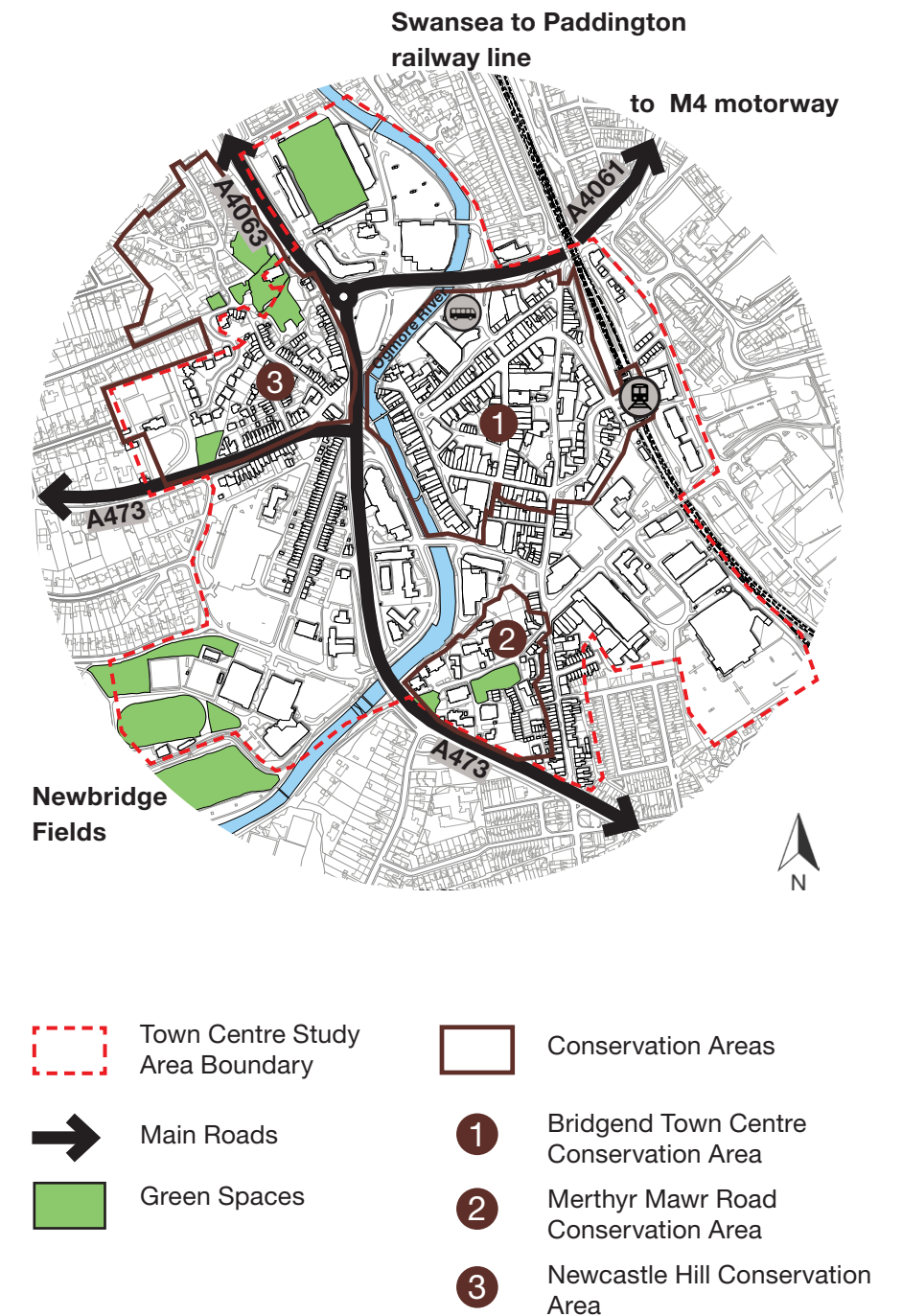
The masterplan will be used as a dynamic long-term planning document that will offer a theoretical layout to guide future regeneration and growth. It will provide analysis, recommendations, and proposals for the town centre. It will complement the BCBC Local Development Plan. It is a priority that the masterplan will be adopted as future Supplementary Planning Guidance (SPG).

Bridgend Town Centre Study Area

The town centre study area, which comprises the town centre, is less than 1 sqkm in area and contains three conservation areas. Large open spaces, including Newbridge Fields are located on the periphery of the town centre. The railway station and its adjacent area to the east is seen as a strategic site for development. The 'A' roads and the Ogmore River separate the town centre from its surroundings to the north and the west.



Bridgend railway station, a key transport hub and gateway to the town centre



Plan showing the town centre study area boundary and major transport infrastructure around Bridgend town centre.

Developing a Collaborative Masterplan with Stakeholders

As part of the development of the regeneration masterplan for Bridgend town centre, BCBC conducted an extensive stakeholder engagement process during the early stages of the project and the findings are represented within the masterplan. BCBC extended an invite to all external stakeholders, including local organisations, landowners, the Town Council, other governmental authorities and relevant working groups.



Image showing stakeholder feedback from the Visioning Workshop for Bridgend town centre masterplan, conducted on 11th March 2020 in the Civic Offices, Bridgend.

Several key themes emerged from the stakeholder engagement and these are summarised below:

Placemaking & Identity

The town should not try to compete with the neighbouring retail offer of Cardiff or Swansea and instead offer something different, building on the cultural offer of Bridgend and developing related leisure activities. Properties flanking the river should be redeveloped so that they open on to the river as well as the streetscape within the town centre.

Heritage & Conservation

Heritage is important to local people and could become the town centre's unique selling point (USP). A focus on heritage would increase town centre footfall through tourism. This would strengthen Bridgend's sense of identity and fit in with a desire to build on a cultural offering.



Dunraven Place and the War Memorial, a listed structure, within the Bridgend Town Centre Conservation Area.

Regeneration & Development

Several sites around the town centre were identified as being in need of redevelopment. Some of these include:-

- Railway station and the surrounding area
- Wyndham Street
- Cheapside (including the police station site and potential relocation of Bridgend College)
- Brackla House
- Former Lorne Stewart site
- YMCA, Bridgend Driving Test Centre and Jobcentre Plus
- Wyndham House (key central location at heart of the town)
- Former post office site on Derwen Road
- Llynfi Lane area to the north of the railway station

Shrinking Town Centre Retail

The problems facing the retail sector in Bridgend attracted many comments. The town centre is perceived as too big and lacking a focal point. There are a large number of empty retail units and some of the Rhiw Shopping centre units have been vacant for 18-20 years. To counter the falling demand retail units should be converted to residential use or alternative leisure use.

Increased Residential Living

People moving into the town centre needs to be central to the masterplan, enabling a more mixed economy

comprising retail and leisure. Living opportunities in the town centre should be increased to improve vibrancy. The Rhiw development is seen as a positive example of affordable housing in the town centre.



The Rhiw housing development on Rhiw Hill.

Increased Open Space & Public Realm

The perceived lack of a focal centre for activities is evident in the town centre. This is linked to the opinions that Bridgend lacks any large outdoor event space or congregation area in the town centre. The town centre needs green pockets / open spaces and trees which incorporate seating to sit and enjoy the surroundings. The railway station is seen as an unwelcome entrance to the town with buildings that 'turn their back' on the station. Further improvements could be made to enhance and promote walks along the river.

Access, Permeability & Legibility

There were several comments that more could be done to improve the entrances to the town with permeable, legible and welcoming gateways. Legibility could be

improved especially between the two public transport nodes of the bus and railway station and better pedestrian links generally from the railway station.

Transport & Infrastructure

Access to the railway station from both sides of the track can be improved by prioritising non-car modes and implementing active travel routes, linking the surrounding residential areas to the town centre and its transport hubs. Suggested improvements are as follows:

- Allow the station to be accessed from both sides of the track.
- Create multi-modal transport hubs and ensure accessible links between the railway station, bus station and Cheapside.
- Link the town centre to the Bridgend Industrial Estate.
- Ensure that the station offers high-quality facilities to encourage access by active and sustainable travel including appropriate cycle storage facilities.
- Some pedestrianisation within the town centre is not seen as successful, such as Market Street, Dunraven Place and Queen Street. Potential solutions for vehicular access to those streets should be considered.

Flood Risk

The latest TAN 15 guidance on Development and Flood Risk is under review and should inform the masterplan when adopted. Potential development in Flood Zone C2 should proceed with caution and flood risk mitigation measures for the development should be reviewed.

Safety

Although serious crime is low, the town centre struggles with a perception of safety in terms of anti-social behaviour (ASB). Improving the perception of safety and mitigating any anti-social behaviour is necessary. Options for improvement that should be considered include:

- Improvements to multi-storey car parks.
- Night time crime, in terms of anti-social behaviour, is particularly an issue around the bus station.
- It is highly recommended to include the Designing out Crime officer early on in the design and planning process and ensure 'Secure by Design' measures are incorporated within town centre developments.
- Flexible vehicular access within some streets of the town centre could help reduce ASB. Natural surveillance could be improved on some town centre streets.
- Elder Lane has had positive improvements in terms of safety on the street and the immediate area.
- Secure cycle storage is necessary in the town centre.



Bridgend bus station is a key transport hub and gateway to the town centre. Anti-social behaviour has been reported in its vicinity.

Town Centre Study - Key Findings and Considerations

A number of key findings from the town centre study conducted by BDP and the wider consultant team during March 2020 found that:

- The elegant 2-3 storey, Georgian and the mid-Victorian buildings contribute to the positive architectural character of the town centre, but infill redevelopment, particularly on Market Street, Wyndham Street, Queen Street, Caroline Street and Derwen Road, detracts from the historic character of the area.
- The town centre comprises in-town living opportunities, such as the Rhiw housing development; key employment space at Tremains Business Park; amenities and community facilities; and the dominance of retail including two shopping centres: Rhiw Shopping Centre and Bridgend Shopping Centre.
- The town centre also has a significant number of vacant properties in poor condition on Wyndham Street, Market Street and within the shopping centres.
- The town centre has a range of quality office space provision, but availability is limited. Headline rents - £9.50-£12.50 are lower than out of town office space, which have a good supply of modern SME space. Existing office occupiers focused on car use with current road infrastructure and parking more relevant to public transport. Rents can be as high as £5- £6 per sq. ft. for smaller industrial stock which is market leading.

- The town centre primarily has low-rise buildings of 2-3 storeys, providing an opportunity to create a landmark building. The Civic Offices, Rhiw housing development and Brackla House extend up-to 4-6 storeys forming a key part of the town centre skyline.



Jobcentre Plus building and Civic Offices are one of the tall buildings along the Ogmores River in the town centre.

- The core of the town retail area has been pedestrianised, however there is lack of tree planting or other urban greening measures. In addition to the presence of street lighting, amenity lighting highlighting historic features in the area would be beneficial.
- Investment in public art is also noted at Cheapside Plaza along with other public realm improvements in the town centre.
- The Ogmores River is a key element of the town centre and riverside improvements have been undertaken in the recent years through the implementation of the Angel Walkway.

- There is a lack of open space in the town centre, with large open spaces such as Newbridge Fields outside the core, to the south-west of the town centre.
- Strategic highway routes, such as the A4061 and the A473 connect Bridgend to the M4 corridor.
- The railway station is the fifth busiest station in Wales and is on a line that serves Cardiff, Swansea and London.
- The town centre has a bus station, and Derwen Road/ Nolton Street function as the key bus route within the town centre.
- Off street car parks are generally quite small and are dispersed around the town centre and may be difficult to find for unfamiliar visitors. Many of the car parks have open frontages and interrupt the historic grain of the town centre.
- The town centre streets are pedestrianised between 10am-6pm and can be only used for loading and servicing outside of these times.



Pedestrianised Market Street which can be only used for loading and servicing from 6pm to 10am.

- There are cycle routes and controlled crossing locations within the town centre, and is connected by national cycle route 885.
- Existing flood defences within the town centre have been proven to provide protection against a 1 in 100 year flood event, including an allowance for climate change, and development in the town centre will comply with TAN 15 requirement A1.14 – frequency threshold of flooding.

In the previous years, several grants have been facilitated by BCBC for the town centre improvement, which include:

- Town Improvement Grant (TIG) to improve and conserve town centre buildings.
- Vibrant and Viable Places (VVP) programme, including grant funding for Rhiw Housing development.
- Townscape Heritage Initiative (THI) Programme, as part of the VVP programme, for sensitive repair restoration and reuse of historic buildings.
- Convergence Programme projects delivering 1.87 ha of public realm improvement works in the town centre.
- Targeted Regeneration Investment (TRI) programme to fund projects which boost economic regeneration and community well-being.



Building Character Improvements to 3-11 Elder Street as part of the THI Programme.

Recommendations for Vehicular Access in the Town Centre

Discussions with BCBC and stakeholder feedback have indicated that there is a strong desire to consider partial de-pedestrianisation of the town centre. The stakeholder consultation indicated that the pedestrianisation of Adare Street and Caroline Street was seen as a positive. However, de-pedestrianisation of Market Street, Dunraven Place and Queen Street would be preferable. Previous studies have been undertaken by Capita and WSP to assess the introduction of vehicular traffic to these streets.

The town centre streets considered for partial de-pedestrianisation have a defined 20mm kerb upstand, tactile paving at crossing points, and a vehicular path which is clearly delineated by a change of material. In addition, they also currently carry loading traffic from 6pm - 10am. Allowing general traffic to use these streets in Bridgend does not run counter to the Department for Transport's 'pause' on level surface schemes. However, it is recommended

that detailed consultation with local disability groups, businesses, residents and Designing out Crime Officer is undertaken to understand any implications of the change in traffic arrangements on the usability of the street. It is imperative that any changes should meet the requirements of all users, so that an inclusive and accessible environment can be created.

Furthermore, the Covid-19 pandemic has once again shifted the focus back onto town centres. Although there is uncertainty over the lasting impact of Covid-19 on town centres, the shift to online retailing has forced retailers to embrace change. This in turn means that town centres need to facilitate click & collect provision as well as allowing retailers, both multiples and independents, to offer delivery options as part of a multi-channel retail offer. The conflicting pressure of maintaining vehicle access, whilst at the same time allowing more space for social distancing will require balanced and pragmatic management.



Flexible Vehicular Access to pedestrianised Dunraven Place would need to be thoroughly assessed and suitable changes could be implemented.

Vision, Masterplan and Proposals

Vision and Themes

The vision for the Bridgend Town Centre is to establish itself as a 'County Town' where it connects people with opportunities by contributing to the regional economy, and acting as a key hub in the Cardiff Capital Region and South Wales.

The vision further establishes Bridgend town centre as a liveable and vibrant place that binds together enterprise, employment, education, in-town living, culture, tourism and well-being with commerce within a historic setting.

To achieve the overall vision and to steer the regeneration of Bridgend town centre through high quality placemaking over the next ten years, four broad themes have been identified. They are:

1. Growth
2. Resilience
3. Well-being
4. Identity

1. Growth

Consolidation of retail, housing intensification and diversification of town centre uses through the introduction of focused employment and education uses to achieve diverse, well curated and managed town centre growth.

2. Resilience

Future-proofing solutions for the town centre by creating a sustainable community and mixed economy through energy conservation, a mix of land uses and demographics, as well as sustainable travel solutions.

3. Well-being

Enhancing health and well-being through good quality public spaces and natural landscape to create a more attractive town centre, new open spaces with leisure and recreation opportunities, and richer biodiversity.

4. Identity

Building on from the achievements of the Townscape Heritage Initiative to best utilise heritage assets and the positive characteristics of the town to establish a 'County Town' with a strong sense of place, cultural identity and attractive appearance.

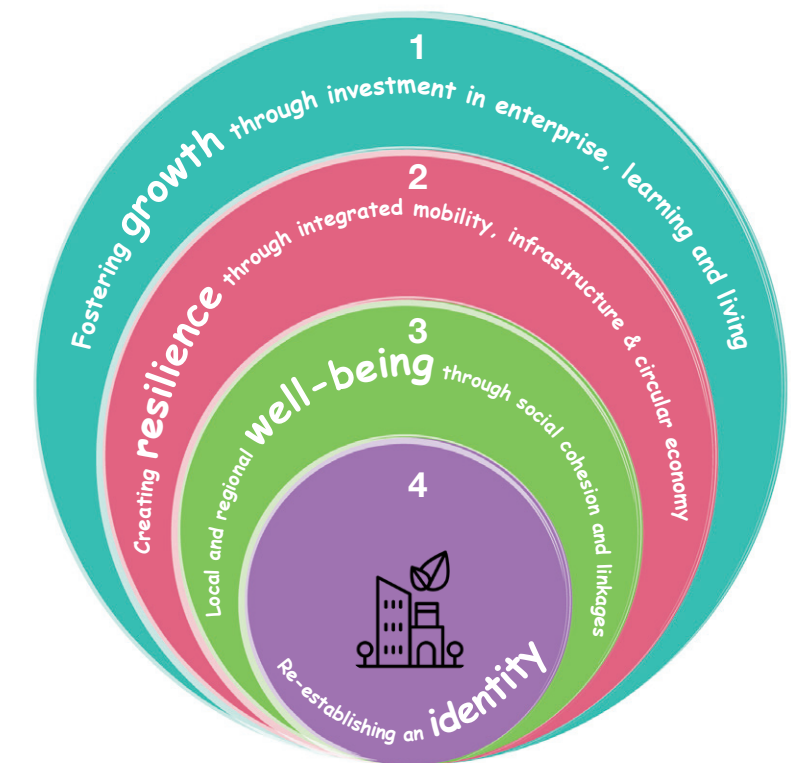
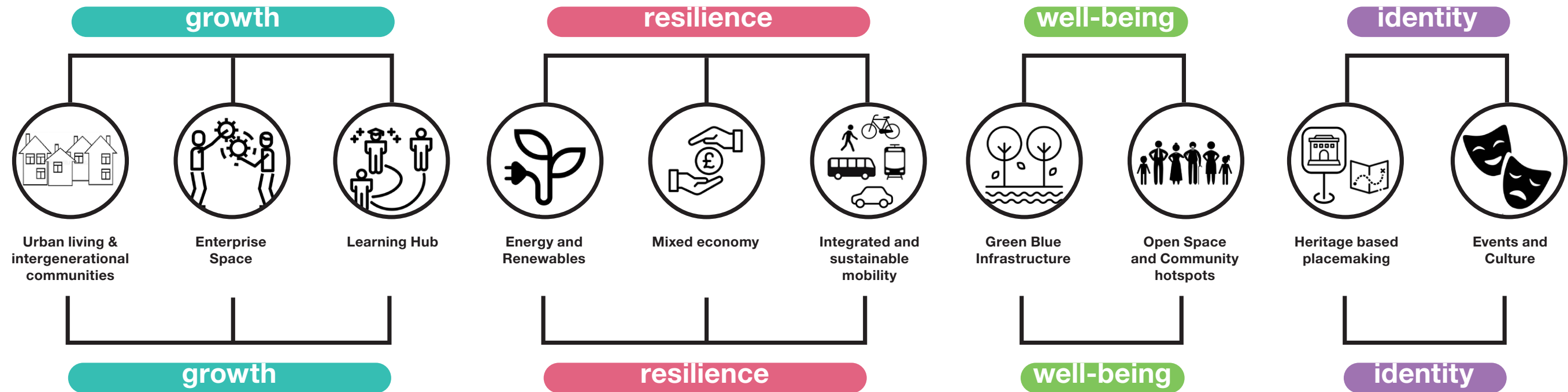


Diagram showing key themes to help achieve the vision and guide the regeneration of the town centre.

Masterplan Objectives

These key themes are further linked to the ten masterplan objectives which are as stated below:



- 1. Urban Living and Intergenerational Communities:** Creating in-town living that caters to different age and income groups and increases social housing through the redevelopment of strategic vacant sites and repurposing of vacant buildings.
- 2. Enterprise Space:** Creating a satellite hub for businesses with room for office spaces, co-working hubs and light industrial units connecting South Wales and the Cardiff Capital Region through robust transport links.
- 3. Learning Hub:** Utilising education as a catalyst for town centre regeneration to spur on the development of a mixed economy that caters for all demographics.

- 4. Energy and Renewables:** To progress towards a low carbon economy through low energy buildings, combined energy networks, sustainable waste strategies and the strategic use of available land.
- 5. Mixed Economy:** Fostering a mixed economy to ensure a thriving town centre in the ever-changing economic climate through a combination of business, education, retail, leisure and cultural uses.
- 6. Integrated and Sustainable Mobility:** A robust transport strategy that creates a cohesive, accessible and legible network of pedestrian, cycle, public and private transport routes.

- 7. Green Blue Infrastructure:** Creating a robust network of streets and spaces that are clearly defined, accessible to all, safe and resilient, incorporating greening measures and sustainable drainage.
- 8. Open Space and Community Hotspots:** Encouraging positive social interaction through the creation of open spaces and areas of activity that demonstrate transformative placemaking to enable inclusive communities in Bridgend.

- 9. Heritage-based Placemaking:** Highlighting and reinforcing the existing heritage of Bridgend and utilising it to create a legible town centre with a strong sense of place.
- 10. Events and Culture:** Diversification of the town centre offer to provide a wider cultural, social and civic experience that brings added vitality and vibrancy.

Bridgend Town Centre Masterplan 2021 - 2030

The following diagram showcases the strategic masterplan for Bridgend town centre that identifies a set of regeneration projects and site-wide development schemes.



A Railway Station Area

- 1 New Railway Station Entrance and Llynfi Lane
- 2 Tremains Business Park
- 3 Station Court
- 4 Station Link
- 5 Station Hill and Court Road Development
- 6 Derwen Road Residential

B Brackla, Nolton and Oldcastle

- 7 The Nolton
- 8 Cheapside - Bridgend College Relocation
- 9 Cheapside East
- 10 Brackla Street
- 11 Nolton Club

C Retail Core

- 12 Rhiw Shopping Centre
- 13 Police Centre

D Cafe and Cultural Quarter

- 14 Cultural Hub
- 15 Cambrian House Site
- 16 Town Square

E Northern Gateway

- 17 Reconfiguration of Weir 1 in Ogmore River
- 18 Wyndham Street
- 19 Dunraven Arms Apartments
- 20 Gateway Hotel

F Riverside

- 21 Riverside Terraces
- 22 Angel Housing

G Newcastle

- 23 Park Place

H Sunnyside

- S Sunnyside Wellness Village (planning permission received)

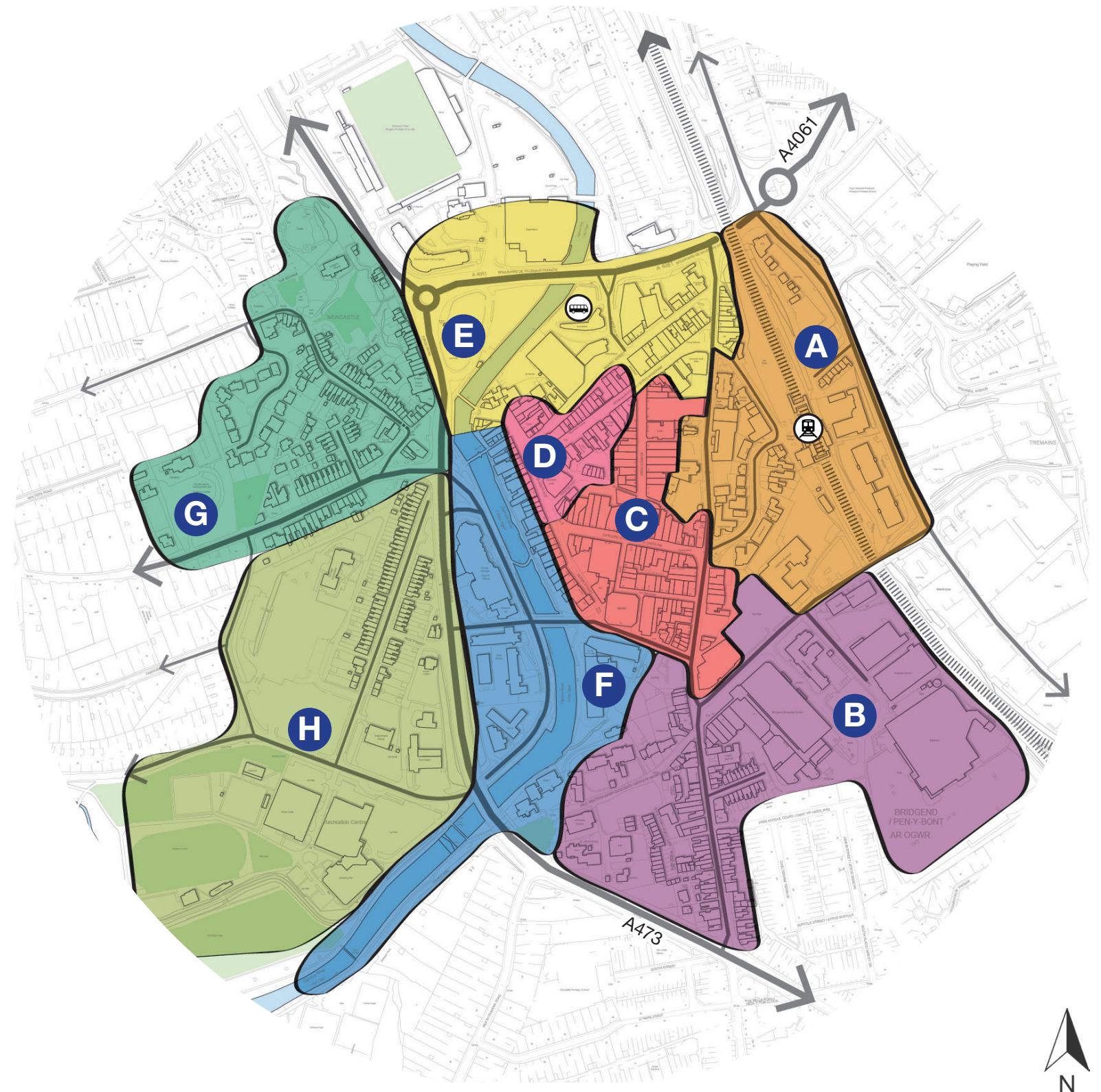
Site-wide Schemes

- Minor Housing Conversions in vacant properties (multiple)
- Flexible Vehicular Access to Queen Street, Market Street and Dunraven Place
- Green-Blue Infrastructure Improvement, including active travel links
- Heritage Trail with integrated Wayfinding and Signage Strategy
- Building Character and Street Art Improvement (multiple)
- Lower Carbon District Heat Network

Proposed Development Zones

The town centre consists of variations in urban form and use, which has formed the basis for the categorisation of eight development zones, within which relevant regeneration projects have been identified. This approach facilitates the development of various parts of the town centre simultaneously over the next 10 years.

- A** Railway Station Area
- B** Brackla, Nolton and Oldcastle
- C** Retail Core
- D** Cafe and Cultural Quarter
- E** Northern Gateway
- F** Riverside
- G** Newcastle
- H** Sunnyside



A Railway Station Area

Transit-Oriented Development

The Railway Station Area is one of the key transport gateways, and helps to connect Bridgend county and town with South Wales and further afield to England. This area has been identified as a development zone to maximise the development potential around the railway station through improving existing properties and developing underutilised sites.

Location: Bridgend railway station, Station Hill, southern part of Derwen Road, Court Road, Tremains Road, Ogmore Terrace and Llynfi Lane.

Maximum Development Proposal for the Railway Station Area:

- 160 Residential units (including social and affordable housing)
- 5,600 sqm Office use (including refurbishment of approximately 2,500 sqm existing space)
- 1,810 sqm Retail, Food & Drink and ancillary facilities
- 1,900 sqm Community and Leisure Use
- 7,245 sqm Public Open Space
- New railway station entrance accessed from Tremains Road, up to 200 car parking spaces, dedicated active travel routes, cycle hubs, taxi rank and shuttle bus services

The proposed regeneration projects are:

- 1 New Railway Station Entrance and Llynfi Lane:** Multi-modal transport hub accessed from Tremains Road, including new railway station entrance, bus services between the railway station, bus station, Cheapside and town centre, station car park, taxi rank, and potential mixed use development; delivered in the short to medium term (1-6 years).
- 2 Tremains Business Park:** Redevelopment and extension of employment space to include offices, light industrial uses, workshops and co-working space; delivered in the medium term (4-6 years).
- 3 Station Court:** Redevelopment of the station entrance with active uses, employment and improved landscape along the railway line to the west; delivered in the medium term (4-6 years).
- 4 Station Link:** Active travel connection to the town centre with a vibrant open space and active frontage along Brackla Street; delivered in the short term (1-3 years).



Bridgend railway station is one of the key transport gateways to the town centre. The station building and surroundings would be improved to make the area legible, accessible, attractive and vibrant.

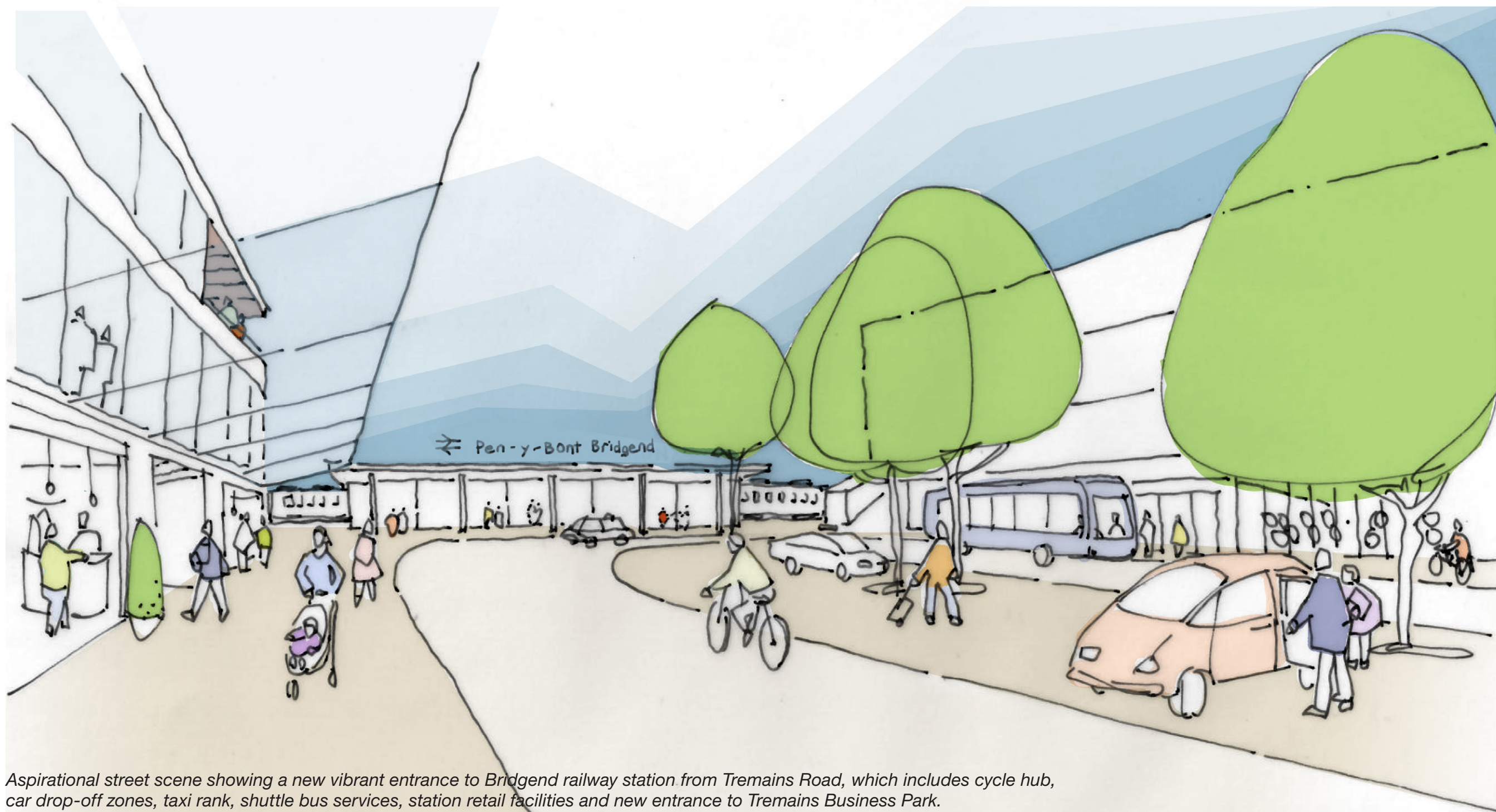
- 5 Station Hill & Court Road Development:** Redevelopment of vacant buildings to office use/co-working space, mixed use development; delivered in the short term (1-3 years).
- 6 Derwen Road Residential:** Medium density residential development with active non-residential use at street level; delivered in the medium term (4-6 years).

The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



Court Road properties largely house employment spaces. Vacant properties, such as Old Post Office building, could be potentially repurposed as employment space.



Aspirational street scene showing a new vibrant entrance to Bridgend railway station from Tremains Road, which includes cycle hub, car drop-off zones, taxi rank, shuttle bus services, station retail facilities and new entrance to Tremains Business Park.



Aspirational street scene showing potential active and pedestrian friendly town centre entrance of Bridgend railway station from Station Hill/ Court Road.

B Brackla, Nolton & Oldcastle

Living and Learning Hub

Brackla, Nolton and Oldcastle are located to the south of Bridgend town centre, and have been identified as a development zone due to their potential to be developed as an activity hub close to the railway station and primary retail area.

Location: Brackla Street, Nolton Street, Merthyr Mawr Road, Cheapside and Edward Street.

Maximum Development Proposal for the Brackla, Nolton and Oldcastle:

- 240 Residential units (including social and affordable housing)
- 1,200 sqm Office use
- 10,000 sqm+ Educational use
- Reprovision of 9,990 sqm existing Retail and Food & Drink space
- 2,160 sqm Community and Leisure Use
- 3,640 sqm improved Public Open Space
- Redevelopment of existing multi-storey car park (235 spaces) and long-stay car park as deck car park (115 spaces)
- Cycle hub at Cheapside

The proposed regeneration projects are:

- 7 The Nolton:** Medium density residential development with street level retail and community facilities; delivered in the medium term (4-6 years).
- 8 Cheapside:** Bridgend College relocation, and Cheapside developed as a pedestrian and cycle priority area with vehicular access and enhancement of bus service provision; delivered in the short to medium term (1-6 years).
- 9 Cheapside East:** Medium-high density mixed use and residential development with redevelopment of existing multi-storey car park on Cheapside; delivered in the long term (7-10 years).
- 10 Brackla Street:** Active street frontage with potential co-working space and reprovision of existing parking spaces with deck car park to the rear; delivered in the medium to term (4-10 years).



Cheapside has received public realm improvement in the past decade. Underutilised sites on Cheapside, such as the Police Station, have tremendous potential for development.

- 11 Nolton Club:** Community centre with ancillary facilities for all age groups to provide an active space for meet and greet; delivered in the medium term (4-6 years).

The proposed site-wide schemes within the development zone are:

- **Minor Housing conversions in vacant buildings;** delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



Bridgend Shopping Centre on Brackla Street is one of the key sites in the town centre and has tremendous potential for development.

C Retail Core

Consolidated High Street

The Retail Core is a development zone within the town centre identified to facilitate the consolidation of the primary retail area.

Location: Adare Street, Caroline Street, Queen Street, Rhiw Hill, Rhiw Shopping Centre and northern part of Nolton Street.

Maximum Development Proposal for the Retail Core:

- 50 Residential units
- Reconfiguration and refurbishment of 9,272 sqm existing Retail, Food & Drink and Recreational space
- 500 sqm for Police Centre

The proposed regeneration projects are:

- 12 **Rhiw Shopping Centre:** Redevelopment of the Rhiw Shopping Centre as a mixed use block containing retail as a core function and housing development on the upper floor; delivered in the medium term (4-6 years).
- 13 **Police Centre:** Relocation of Police Station as a town centre shopfront in the heart of Bridgend town; potential quick win, delivered in the short term (1-3 years).

The proposed site-wide schemes within the development zone are:

- **Flexible Vehicular Access to Queen Street;** potential quick win, delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



Redevelopment of the Rhiw Shopping Centre will aid the consolidation of the retail stock in the town centre.



Caroline Street and Queen Street, along with Adare Street, will serve as primary shopping area within the town centre.

D Cafe & Cultural Quarter

Heart of Bridgend

The Café and Cultural Quarter area has been identified as a development zone to strengthen the heart of the town centre.

Location: Dunraven Place, western part of Wyndham Street, Elder Street and surroundings.

Maximum Development Proposal for the Café and Cultural Quarter:

- 20 Residential units
- 424 sqm Retail and Food & Drink
- 2,500 sqm Community and Leisure use
- 1,865 sqm Public Open Space
- 10 additional short-stay car parking spaces

The proposed regeneration projects are:

- 14 **Cultural Hub:** Development of a Cultural Hub to provide an indoor event space in Bridgend town centre; delivered in the short term (1-3 years).
- 15 **Cambrian House Site:** Medium density residential block with active frontage at street level; delivered in the medium term (4-6 years).
- 16 **Town Square:** Creating a new square in the heart of the Bridgend town centre that would act as a multi-functional open space, with moveable street furniture, for gatherings, events and food markets; delivered in the short to medium term (1-6 years).



Capitalising and boosting the food and drink offer in the town centre would contribute to the day and night time economy.

The proposed site-wide schemes within the development zone are:

- **Flexible Vehicular Access to Dunraven Place and Market Street;** potential quick win, delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



Improving the heart of the town centre around Dunraven Place, through increasing public open space within the historic setting, would make the town centre vibrant and liveable. An illustration showing the aspirational development is shown on pg.23.



Aspirational street scene showing the heart of the town centre with potential Town Square at Dunraven Place.

E Northern Gateway

Creating a Gateway to Bridgend Town Centre

The Northern Gateway is a key priority area and has been identified as a development zone to create a legible and attractive gateway from the A4061 and A4063 to the town centre.

Location: Bridgend bus station, Quarella Road, Private car park, northern end of Dunraven Place, Market Street and eastern part of Wyndham Street.

Maximum Development Proposal for the Northern Gateway:

- 45 Residential units
- Reconfiguration and refurbishment of 2,050 sqm existing Retail, Professional Services and Food & Drink space
- A budget Hotel
- 755 sqm improved Public Open Space
- 8 additional short-stay car parking spaces
- Cycle hub close to Bridgend bus station

The proposed regeneration projects are:

- 17 Reconfiguration of Weir 1 in Ogmore River:** Flood risk reduction scheme; potential quick win, delivered in the short term (1-3 years).
- 18 Wyndham Street:** Redevelopment of the urban block on the eastern part of Wyndham Street and Market Street through collaborative retail and in-town living; delivered in the short to medium term (1-6 years).
- 19 Dunraven Arms Apartments:** Repurposing Dunraven Arms Hotel into apartments; delivered in the medium term (4-6 years).
- 20 Gateway Hotel:** Budget hotel at the northern entrance to the town centre from the A4061 on to Derwen Road; delivered in the long term (7-10 years).



The northern entrance of the town centre as seen from the A4061 is unattractive and has limitations in terms of accessibility for pedestrians and cyclists, thus providing a crucial opportunity for development.

The proposed site-wide schemes within the development zone are:

- **Flexible Vehicular Access to Market Street;** potential quick win, delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).
- **Lower Carbon District Heat Network - Phase 2;** delivered in the long term (7-10 years).



The building stock and townscape on the eastern part of Wyndham Street, as seen from Derwen Road, would be enhanced to create a legible and vibrant entrance to the town centre. An illustration showing the aspirational development is shown on pg.25.



Aspirational street scene showing the transformed Northern Gateway of Bridgend town centre, as seen from the A4061 and Derwen road junction, where the Dunraven Arms Hotel building acts as a focal point, building stock on Wyndham Street and Market Street is improved, and public realm is enhanced.

F Riverside

The proposed regeneration projects are:

- 21 **Riverside Terraces:** High quality residential terraces with active frontage at street level; delivered in the medium to long term (4-10 years).
 - 22 **Angel Housing:** High-density riverfront housing; delivered in the medium to long term (4-10 years).
- Substantial private sector investment and initiative are required for the projects to be realised.

The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).

Optimising the Riverfront

The Riverside is one of the overlooked areas within the town centre development and has been identified as a development zone to improve the town centre skyline and townscape character along the riverfront.

Location: the Ogmore River and the rear of properties on Dunraven Place and Queen Street, Old Bridge, Angel Walkway, Civic Offices and Angel Street.

Maximum Development Proposal for the Riverside:

- 140 Residential units
- 710 sqm Community and Leisure Use



Angel Walkway and the modernist buildings along the Ogmore River as seen from Water Street. Potential public realm improvements on the western bank would improve the frontage along the river.



Potential opportunity to repurpose the historic riverfront properties to create more interaction with the Ogmore River. The Old Bridge, one of the oldest remaining historic structures and the most instagrammed spots of Bridgend town, contributes to the attractive setting.

G Newcastle

Town Centre Extension

Newcastle is one the key historic areas of Bridgend town centre, dating back to the 12th Century when the Norman Castle was built. The area has been identified as a development zone to strengthen its accessibility to the town centre and further support the regeneration of the town centre through improvements to existing buildings and historic structures.

Location: Newcastle Hill, eastern part of Park Street and surroundings.

Maximum Development Proposal for Newcastle:

- Social Housing
- 218 sqm improved Public Open Space

The proposed regeneration projects are:

- 23 **Park Place:** Public Realm improvements to existing public space at the bottom of Newcastle Hill; potential quick win, delivered in the short term (1-3 years).



Ancient Newcastle Castle ruins and its surrounding grounds are one of key historic attractions in the town. Accessibility to the landmark would be improved and form a part of the proposed heritage trail.

The proposed site-wide schemes within the development zone are:

- **Minor Housing conversions in vacant buildings;** delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



2-3 storey terraced houses, some of them being Victorian and Georgian terraces, render positive architectural character to the inner town suburb of Newcastle. Some of the vacant properties in the area could be repurposed as housing.

H Sunnyside

Intergenerational Community and Well-being Campus

Sunnyside is one of the inner suburbs around the town centre and has been identified as a development zone to improve the accessibility of Newbridge Fields and planned Sunnyside Wellness Village to the town centre.

Location: Newbridge Fields, Glan-Y-Parc and Sunnyside Road and surroundings.

Maximum Development Proposal for Sunnyside:

- **Planned Sunnyside Wellness Village**
- **Multi-purpose hall in the leisure centre could be utilised as an indoor event space**

The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement**, including active travel links; delivered in the short to medium term (1-6 years).
- **Wayfinding and Signage Strategy as part of the Heritage Trail**; delivered in the short to medium term (1-6 years).
- **Lower Carbon District Heat Network - Phase 1**; delivered in the medium term (4-6 years).

The planned and approved scheme within the development zone is:

- **Sunnyside Wellness Village:** A well-being campus which will provide 59 homes and healthcare centre on Glan-Y-Parc to the west of the town centre.



Similar to Newcastle, Sunnyside is an inner town suburb of Bridgend town centre comprising 2 storey terraced houses of positive architectural character on Sunnyside Road.



Site of the future Sunnyside Wellness Village currently under development.



The multi-purpose hall in the leisure centre on Glan-Y-Parc could be potentially used as an indoor event space and is within 10 minutes walk from the town centre.

Implementation and Delivery

The regeneration projects identified in the Bridgend Town Centre Masterplan will be implemented in various phases over the next 10 years. In order to take a planned approach to delivery, an action plan has been developed to assist with formulating a project timeline, prioritising and planning projects and furthermore, identifying what resources or inputs are needed to deliver individual projects.

The successful delivery of the masterplan will be dependent on an active partnership approach between key stakeholders from the public, private and third sectors. A strategic approach to project delivery will be taken, with BCBC acting as a key facilitator to bring together key project enablers to deliver projects that form part of the overall vision for the regeneration of the Bridgend town centre.

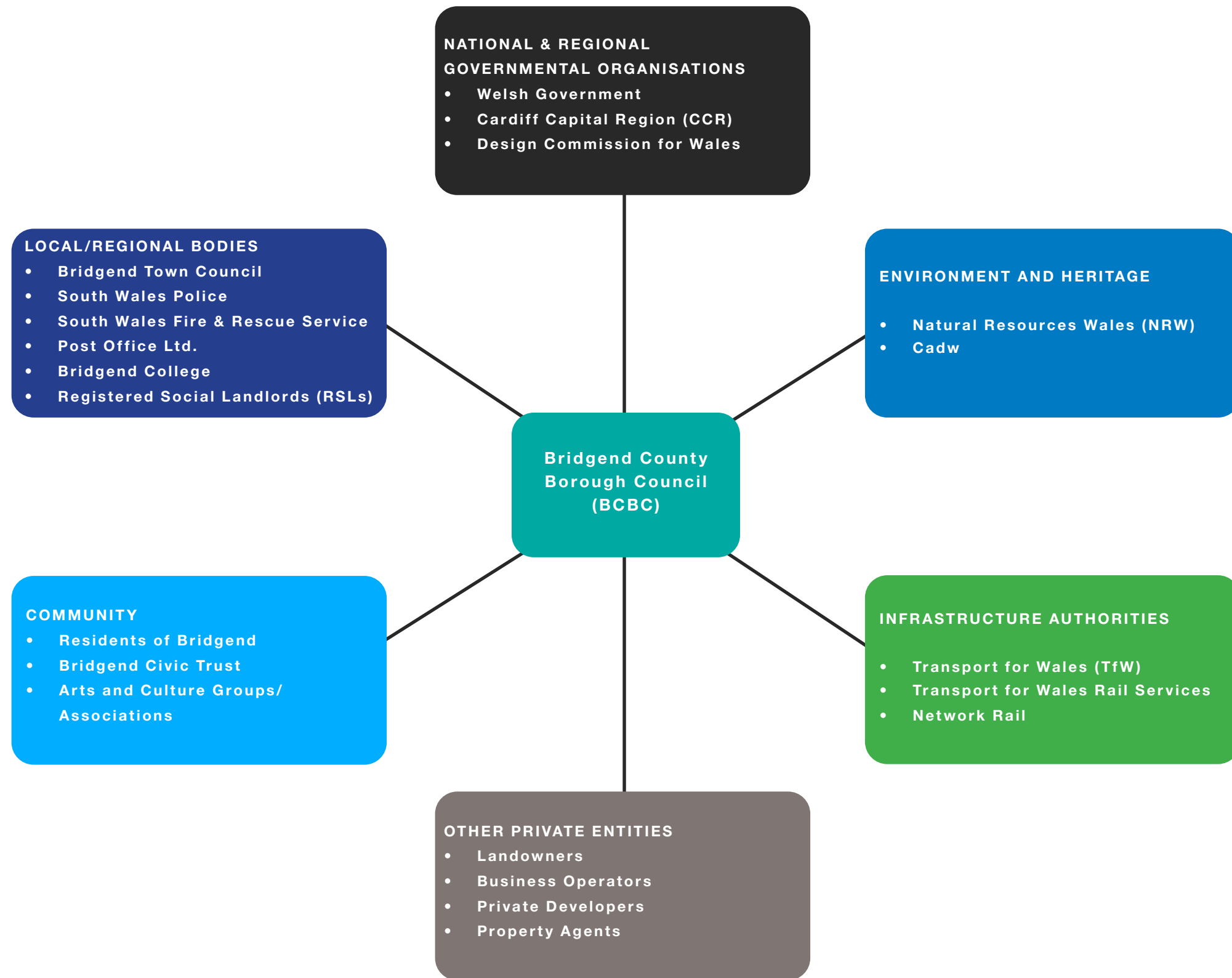
There will be a number of delivery mechanisms that will need to be considered, depending on the project. These may include:

- Collaborative partnerships between government agencies (e.g. Transport for Wales, Cardiff Capital Region), landowners, private developers and investors to deliver projects.
- Working proactively with the private sector and landowners to encourage investment.
- Preparation of detailed project briefs for each project.
- Formation of dedicated project teams comprising relevant built environment experts.

- Extensive consultation with all key stakeholders on high complexity projects.
- Effective utilisation of public sector land, assets and resources.
- Effective utilisation of funding streams to deliver projects.
- Strategic land acquisition by the public and private sectors to deliver key projects, including compulsory purchase to facilitate comprehensive development and to provide strategic infrastructure.
- The aligning of statutory and non-statutory planning documents to project delivery in order to ensure a strategic approach – eg. BCBC Local Development Plan, Bridgend Town Centre Masterplan, local, regional and national strategies, supplementary planning guidance, best practice guides and design briefs.



Image showing the discussion boards and maps used to engage stakeholders during the Visioning Workshop for Bridgend town centre masterplan, conducted on 11th March 2020 in the Civic Offices, Bridgend. The delivery of the masterplan would benefit from similar face-to-face or digital engagement events in the future.



High-level framework indicating the key development partners in the delivery of Bridgend town centre masterplan

For more information, please contact:

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Regeneration Team

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Footfall Link

The council collects footfall data in Bridgend town centre at Adare Street and Caroline Street, in Porthcawl town centre at John Street and in Talbot Street in Maesteg town centre.

This footfall data is available each week on the Council's web site and can be accessed by following the link:

www.bridgend.gov.uk/footfall

Town Centre Property Index

The councils Town Centre Property Index lists the properties for sale or to let within the three town centres of Bridgend, Porthcawl and Maesteg. The Index shows the agents contact details and lists some information about the properties which the agents have supplied. There is also a photo for each property and a map showing its location.

<https://www.bridgend.gov.uk/business/>

click on the 'Town Centre Property Index' box.

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