

# Presentation to Communities, Environment and Housing Overview and Scrutiny Committee

## 8 December 2025



# Site Overview



# Background

- Multi million-pound regeneration Programme for the Porthcawl Waterfront Area.
- Mixed use redevelopment for homes, open space, transport infrastructure, community facilities, commercial/ leisure development and new education facilities.
- Significant work has been undertaken to get us to the position today, including:-
  - CPO and Appropriation of land
  - Placemaking Strategy & Open Space Concept Design
  - Masterplan with WG Partners
  - Additional Land Assembly
- In the last three years 50m projects underway or completed include:-
  - Eastern Prom & Breakwater Sea Defences (summer 2023)
  - Cosy Corner Redevelopment (2024) & new playground (2025)
  - Aldi Retail Store (2023)
  - Metro Link (2024)
  - Grand Pavilion Project (2025 onwards)
- Now in 50/50 partnership with Welsh Government to deliver the remaining masterplan

The Masterplan shows how the Waterfront Vision can be delivered to create a vibrant coastal community and dynamic year round destination.



## February 2025 Consultation Stage Masterplan

# Masterplan: Consultation, Review & Design Development

- Public Consultation took place between Monday 13 January and Friday 28 February 2025. A full day public exhibition was held in the Hi tide from 9am to 7.30pm on 3 February 2025.
  - 923 members of the public attended.
  - 235 online responses were received during the consultation period with a further
  - 73 hard copies of the feedback form submitted via the freepost address.
  - A further 108 emails were received within the consultation period.
- There have been a number of additional representations made to various council officers and elected members in the intervening period since the consultation closed and this report being presented to Cabinet.
- The following slides provide a summary of the key issues / themes that were most commonly raised and the response to these.

# Preferred Option Masterplan

- KEY
- 01 8 Lane Outdoor Pool
  - 02 Gym and Studio
  - 03 Flexible Community Space
  - 04 Hotel
  - 05 Outdoor Arena
  - 06 Hillsboro Surface Level Car Park
  - 07 Hillsboro Pocket Park
  - 08 Bus Station
  - 09 Splash Park
  - 10 Funfair
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  - 18 Retained and Enhanced Dunes
  - 19 Land Allocated for Educational Use
  - 20 Community Garden
  - 21 Sea and Beach Facility
  - 22 Community Pavilion



ARDAL ADYF WIO  
**GLANNAU**  
PORTHCAWL



Llywodraeth Cymru  
Welsh Government

# Open space, green infrastructure & play

Common recurring comments	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• Positive feedback on the amount of open space and distribution of play facilities, with acknowledgment that prior engagement feedback had been considered.</li> <li>• Support for a continuous promenade to enhance active travel and walkability.</li> <li>• Support for integration of the dunes into a well-being and nature-focused offer.</li> <li>• Expansion of green space through the centre of the site was welcomed.</li> </ul>	<p><i>Plans include:</i></p> <ul style="list-style-type: none"> <li>• In excess of 2 hectares of new public realm along Eastern Promenade.</li> <li>• In excess of 1,800 meters of segregated / shared cycle routes.</li> <li>• 45% additional open space when compared to the Placemaking Strategy</li> <li>• Further land assembly has been completed and additional land assembly is being pursued in order to achieve the most comprehensive and continuous promenade.</li> <li>• Several play areas are included within the masterplan including Multi Use Games Area (MUGA) Local Equipped Area for Play (LEAP) and Neighborhood Equipped Area for Play (NEAP).</li> </ul>

# Artists Impression Linear Park Salt Lake



# Artists Impression Linear Park Salt Lake



# Flood defences and coastal access

Common recurring comments	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• General support for modernising the flood defences and the improved beach access they would provide.</li> <li>• Recognition of the importance of maintaining RNLI access to the beach via Mackworth Road.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted – plans still based on new coastal defense revetment.</li> <li>• Scope for eastern section subject to further land assembly.</li> </ul>

# Artist Sketch Boardwalk Coney Beach



# Housing and Density

Common recurring comments	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• Concerns over the proposed 1,100 homes, particularly regarding high densities on Salt Lake.</li> <li>• Preference to reduce the number of new homes on Sandy Bay.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of homes propose reduced from up to 1,100 to up to 980 with indicative split across development areas as follows:               <ul style="list-style-type: none"> <li>○ -Salt Lake: 312 – 364 homes (compared to up to 450 at consultation)</li> <li>○ -Coney Beach: 194 – 228 (compared to 200 at consultation)</li> <li>○ -Sandy Bay: 330 – 388 (compared to up to 450 at consultation)</li> </ul> </li> </ul>

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Salt Lake  
from 450  
homes to  
312 -364

Coney Beach  
from 194-228  
homes to 200

Sandy Bay  
from 450  
homes to  
330 - 388

# Housing and Density (cont)

Common recurring comments	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• 50% affordable housing was generally supported, with a preference for shared ownership and housing for over-55s, but less support for social rent.</li> <li>• Strong preference for a mix of homes, including family-sized properties. Some feedback suggested that elevations appeared too high-density, and more detached properties would be welcomed.</li> <li>• Less sensitivity to building heights on the Coney Beach parcel.</li> </ul>	<ul style="list-style-type: none"> <li>• Circa 20% reduction across the site with specific reductions as follows:</li> <li>• Maximum prevailing building heights of 5-6 storeys across Salt Lake now proposed at 3-4 with the exception of a 6 storey limit for part of the hotel site on Salt Lake South.</li> <li>• Sandy Bay heights have been reduced from a maximum of 6 storeys to a maximum of 3-4 storeys across this development area.</li> </ul>

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Salt Lake  
from 5 to 6  
storeys to 3  
to 4

Exception for  
hotel site could  
be higher  
subject to design

Coney Beach from 6 storeys to 3  
to 4 with exception on entrance to  
development marked with a star

Sandy Bay  
from 6  
storeys to 3  
to 4 storeys

# Artist Impression Sandy Bay



# Artist Impression Sandy Bay



# Street Scape Sandy Bay



# Street Scape Sandy Bay



# Affordable Housing

- Porthcawl Waterfront in the LDP will deliver a minimum of 30% affordable housing provision
- As per the terms of the OA, both BCBC and WG aim to increase the policy requirement to a minimum of 35% and up to 50 % affordable housing with grant support for the additional percentage.
- Affordable housing will include a mix of tenures and be clustered throughout the development, while ensuring affordable tenures are not obviously segregated through layout, location or design.
- Tenures will be split between Social Rent (provided by Local Authorities and Registered Social Landlords under the WG Rent Standard) and Intermediate Housing (where prices or rents are above those of social rent but below market housing prices or rents).
- The split of tenures, types and sizes and affordable dwellings will be informed by the latest housing need identified within the Local Housing Market Assessment and/or by the Local Housing Authority. For example, Tenures could include Low Cost Home Ownership (LCHO)/ Shared ownership, older persons housing, veterans housing, key worker accommodation, affordable rent and social rent type products.

# Local Lettings Policy & Restrictions on Second Homes / Holiday Lets

- It is the intention that a local lettings and local connection policy would be developed.
- For example, any LCHO / Shared Ownership units could be offered to local people or those with a local connection first. The same principles for apply to other tenures. This policy will be developed and reported back to Cabinet separately in due course.
- In addition to local connections / lettings policies, the planning system can result in restrictions being imposed on the future use of residential units via the removal of permitted development rights. These rights can be removed by planning condition.
- Additionally, restrictions on use could be secured via the land disposal and procurement processes. This suite of potential mechanisms for control would allow appropriate restrictions on the use of homes as holiday lets / second homes should this be required.

# Sandy Bay Housing Layout

- A number of consultation comments queried the illustrative Masterplan layout for Sandy Bay.
- In response to this a summary of the design rationale is provide below:

**Contextually Responsive:** The proposed development and street pattern for Sandy Bay Village takes inspiration from the historic urban grain of Porthcawl, where streets are typically perpendicular to the coastal edge (Picton Ave. Esplanade Ave and Mary Street).

**Democratic Appreciation:** The perpendicular street orientation, combined with projecting bays and balconies, supports a democratic appreciation of the surrounding landscape. This arrangement allows the majority of residents to enjoy positive views towards the dunes or sea to the south and the hills to the north, reinforcing a shared connection to the natural setting.

**Efficient Form of Design:** A grid layout enables appropriate density without a sense of overcrowding and enables lower building heights to be maintained.

**Variety Within Order:** While the structure is orderly and legible, architectural variety can be achieved through changes in materials, façade treatment, and courtyard typologies.

- It is acknowledged that there will be a desire for the public to see detailed design of the housing that is not yet possible.
- There will be many opportunities for further engagement moving forward as designs are developed with partners and agreed through the planning process.

# Sandy Bay Housing Layout



# Connectivity and Transport

<b>Connectivity and transport</b>	<b>Summary of additional technical work completed, clarification / response and design response as appropriate</b>
<ul style="list-style-type: none"><li>• Strong support for improved links to the town centre.</li><li>• Concerns over access to Sandy Bay from New Road, with calls to limit it.</li><li>• General support for a seasonal park and ride strategy, utilising edge-of-town parking areas.</li><li>• Loss of public parking spaces raised concerns, particularly in relation to key events.</li></ul>	<ul style="list-style-type: none"><li>• Plans for new Portway crossing being driven forward</li><li>• Vehicle access will be via new access road and not directly via New Road, Sandy Lane or Rhych Avenue.</li><li>• Appropriate amount of parking provided both within PWRA and on edge of town</li></ul>

# Parking within Masterplan Area

- The preferred option Masterplan has identified the opportunity to accommodate up to 600 public car parking spaces in the Waterfront area for visitors.
- The proposed public provision includes the following:
  - Approximately 400 publicly accessible spaces spread between Hillsboro car park and Salt Lake Central (Salt Like Central spaces under podium), which would be configured to a more efficient layout. This would not require a multi-storey.
  - Approximately 200 spaces in the Coney Beach area.
- Four years of survey data has been collected for the use of Hillsboro North, Hillsboro South, Salt Lake, and Sandy Lane car parks. The survey findings are summarised below:
  - A maximum summertime weekday peak of circa 500 cars parked at any time across the 4 car parks surveyed.
  - An average summertime peak (any day) of circa 700 cars parked at any time across the 4 car parks surveyed.
  - A maximum peak of circa 1300 cars parked at any one time across the 4 car parks surveyed with this peak arising as a result of both the Porthcawl 10k and Bonfire night peak parking demands.

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Coney Beach 200 public spaces

Motor Home Parking

Hillsboro and Salt Lake 400 public spaces

undercroft parking for visitors

# Parking – Edge of Town Overflow

- In addition to the public parking provision included in the Masterplan, work is well advanced on securing a site for seasonal overflow parking at the edge of the town.
- This area would provide for the remaining additional parking demands for the average any-day peak and the peaks associated with events and bank holidays.
- The gradual modal shift that results in fewer people using private vehicles is also an important consideration, and the delivery of the metro link bus station is expected to help enable this transition for Porthcawl with more people accessing the town via bus



# Public Realm, Movement & Infrastructure

Public realm, movement, and infrastructure	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• Support for removing vehicle access to the Eastern Prom, with an emphasis on creating a pedestrian-friendly environment.</li> <li>• Mixed opinions on architectural styles: Some support for contemporary designs from younger participants, but a general desire to align new buildings with the existing vernacular and character.</li> <li>• Concerns over the location of the skate park and pump track, with suggestions they may become too sandy and should be relocated.</li> <li>• Wind effects on residential properties, particularly in Sandy Bay, were raised as a concern.</li> </ul>	<ul style="list-style-type: none"> <li>• Plans retain and build on this principle.</li> <li>• Reduced building heights, design code to be submitted and agreed as part of planning application.</li> <li>• Pump track has been relocated into the centre of the expanded Griffin Park.</li> <li>• Further wind analysis has been undertaken to inform the preferred option masterplan.</li> </ul>

# Public Realm, Movement & Infrastructure

Public realm, movement, and infrastructure	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• Queries on the movement of dunes and the potential impact of sand on the wider Sandy Bay scheme.</li> <li>• Drainage limitations and foul network capacity were highlighted as issues.</li> <li>• Concerns over contamination of the ground on both Salt Lake and Sandy Bay.</li> </ul>	<ul style="list-style-type: none"> <li>• Masterplan has been refined to incorporate measures to mitigate sand movement. For example, a revised transition area between dunes and development is now incorporated.</li> <li>• Drainage capacity concerns being addressed by a bespoke drainage strategy in consultation with Dwr Cymru Welsh Water (DCWW).</li> <li>• Further technical work has been completed and will be made available as part of planning application documentation.</li> </ul>

# Drainage Strategy

- The Council and WG have commissioned Civil Engineers to prepare a drainage strategy that provides a suitable solution for the development and wider town.
- BCBC and WG have engaged with Dwr Cymru Welsh Water (DCWW) who will be a statutory consultee for any future planning applications.
- Given the existing local sewer network is running at capacity the development will use a new, independent foul drainage system with no connections to nearby existing sewers.
- A single, safe discharge point into the wider sewer network is being identified in close conjunction with DCWW through investigation, modelling and design. The monitoring, operation, maintenance and improvement of the existing sewerage infrastructure that lies outside the development area remains the responsibility of DCWW.
- No surface water runoff (rain water) will connect to the development's new foul drainage system and any existing surface water currently reaching the foul and combined drainage system from within the development area will cease and be drained by a new sustainable drainage system. This approach will act to reduce the overall burden on the local foul drainage network compared to the current arrangements in place

# Leisure, tourism & community facilities

Leisure, tourism, and community facilities	Summary of additional technical work competed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• Extensive opportunities for seasonal events and pop-up uses were widely supported, particularly on the Eastern Prom.</li> <li>• Inclusion of space for a hotel and community uses in Salt Lake Harbour was welcomed.</li> <li>• Queries about the future of holiday homes and concerns about the loss of space for mobile homes during key events.</li> <li>• Requirement for a leisure centre was raised.</li> <li>• Concerns over the future of Newton Primary School, with residents seeking clarity on how the land could be utilised.</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction of an additional area for seasonal leisure attractions. Please see details under heading below.</li> <li>• Plans now incorporate outdoor Lido and Gym alongside retained Hotel opportunity.</li> <li>• Motor home site located to the west of Sandy Lane.</li> <li>• Land safeguarded for education provision south of Newton Primary.</li> </ul>

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Meanwhile  
use for  
Fair/leisure

Education Land

Community Garden

Motor  
Home  
Parking

Community  
Pavilion

Lido & Gym  
Facility & Hotel

Pump Track

Mini Golf



# Artists Impression Lido & Gym



# Artists Impression Dock Street Extension



# Hillsboro South Artists Sketch



# Public Realm, Movement & Infrastructure

<b>Roads and Site Layout</b>	<b>Summary of additional technical work completed, clarification / response and design response as appropriate</b>
<ul style="list-style-type: none"><li>• Concerns over the spine road going through Monster Park, with suggestions to merge it with the Hi Tide access to minimise loss of trees and habitat.</li><li>• Support for including parking in a podium arrangement</li></ul>	<ul style="list-style-type: none"><li>• Road aligned as far south as practicable to limit impact on extended Griffin Park.</li><li>• Undercroft / below podium parking included.</li></ul>

# Health Facilities

<b>Health</b>	<b>Summary of additional technical work competed, clarification / response and design response as appropriate</b>
<ul style="list-style-type: none"><li>• Access to health services was a major concern, with frustration directed at the Health Board.</li><li>• Calls for clarity on how the development would accommodate healthcare needs</li></ul>	<ul style="list-style-type: none"><li>• Issue is not medical facility size but GP availability. Please see details under separate heading</li></ul>

# Health Facilities

- A number of concerns have been raised in connection with GP capacity within the town.
- Cwm Taf Morgannwg University Health Board (CTM) were regularly consulted throughout Replacement LDP preparation & raised no concerns with respect to the proposed development across Porthcawl Waterfront.
- Reference was made to the new South Road Surgery medical centre in Porthcawl
- Demand is capable of being met by the existing medical centre in terms of its physical size, subject to CTM drawing down additional GP places and appointing this additional staffing resource.
- Continued Dialogue with the CTM as the development progresses.
- They will be kept abreast of phasing and delivery timescales which can then inform strategic planning, including the timings for the drawdown of extra provision.

# Environmental Considerations

Environmental Considerations	Summary of additional technical work completed, clarification / response and design response as appropriate
<ul style="list-style-type: none"> <li>• Ecological impacts of the development were raised, particularly regarding bird species.</li> <li>• Queries about the potential to fill the 'bowl' with site-won materials.</li> <li>• Use of the bowl as a running resource was noted, prompting consideration of how to integrate this narrative into future plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive ecology survey work completed, and this has informed the masterplan.</li> <li>• Bowl can be filled from onsite material as informed by ground modelling work.</li> <li>• Walking, running and cycling routes incorporated throughout development.</li> </ul>

# Technical Assessment

A wide range of technical assessments have been completed in order to inform the preferred option Masterplan and to ensure that it remains viable and deliverable.

This work has included the following:

- Preparation of a drainage strategy
- Development levels model
- Earthworks strategy
- Viability appraisals
- Flood modelling
- Traffic and parking surveys
- Transport modelling
- Ecology surveys
- Tree surveys
- Heritage assessment
- Environmental Impact Assessment

Full copies of the relevant reports will be made available as part of the Pre Application Consultation (PAC) process.

# Preferred Option Masterplan

In summary, the Masterplan has been subject to substantial amendments since the consultation stage plan in February 2025, including the following:

- The addition of an outdoor lido and associated gym provision on Salt Lake South.
- Additional leisure & multifunctional use opportunity on site east of Aldi.
- Reduction in housing numbers from circa 1,100 to up to 980 homes
- Reduction in building heights with a circa 20% reduction across the board with specific reductions as follows:
  - Maximum prevailing building heights at Salt Lake now proposed at 3-4 with the exception of a 6 storey limit for the hotel site on Salt Lake
  - Sandy Bay heights have been reduced to a maximum of 3-4 storeys across this development area.
- Review and refinement of open spaces and uses within - ensuring the right balance between, quality, scale, character usability, connectivity and quantity of spaces.



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# Programme Next Steps

- PAC to take place until 5 January 2025.
- Expecting to submit application for outline consent in February 2026.
- January 2026 – Marketing of temporary funfair site on 1 year licence
- From January to April 2026 – Lido & Gym Design Development
- Spring 2026 - Design Code & Lettings Policies developed
- February 2026 – Closure of Hillsboro South & new public realm works commence
- March 2026 – WG to take vacant possession of cleared fun fair site.
- May 2026 – Seasonal attraction commences on land behind Aldi
- June 2026 – Anticipated Planning Application determination
- July 2026 – Marketing of first phase for disposal
- November 2026 – Meanwhile use Marketing for fun fair/ leisure use
- November 2026 – Demolition of old fun fair site, subject to planning approval
- Winter 2026 to Spring 2027 – Preferred Bidder chosen & obtains reserved matter consent
- March 2027 Onwards – Construction of first phase commences