

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO DEVELOPMENT CONTROL COMMITTEE

7th JANUARY 2016

REPORT OF THE CORPORATE DIRECTOR – COMMUNITIES

COSY CORNER, PORTHCAWL HARBOUR PLANNING DEVELOPMENT BRIEF

1. Purpose of Report

- 1.1 For the Development Control Committee to consider the Cosy Corner Planning and Development Brief (attached as Appendix 1) and approve its content as a material consideration in the determination of future planning applications for the site.

2. Connection to Corporate Improvement Plan / Other Corporate Priorities

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

3. Background

3.1 Cosy Corner fulfils an extremely important landscape function, providing extensive community and tourism benefit in terms of valuable amenity space with exceptional, unimpeded views of a collection of historic harbour buildings and marina. In recognition of this, Cosy Corner is shown as 'public open space' in the Bridgend Local Development Plan (LDP) and the adopted Porthcawl Waterfront Supplementary Planning Guidance.

3.2 The recent renovation of the marina and the planned mixed-use scheme at the Jennings Building has stimulated interest in the harbour area and in particular the redevelopment of Cosy Corner. However, development on this site represents a change to the uses shown in the Council's existing adopted plans. Council should only consider re-use of the site if it could be demonstrated that development would have exceptional economic and environmental benefits for the town and the wider area, and if a landmark development of exceptional quality is delivered, that off-sets the loss of this highly valuable open space. Therefore, a Planning Development Brief that establishes a planning and design framework is required to safeguard Cosy Corner from inappropriate forms of development.

4.1 Current Situation

4.1 The Planning Development Brief attached as Appendix 1 considers the context of the redevelopment of the site and puts forward a number of development parameters and design principles, which can be used to guide the site's redevelopment. The purpose of the document is not to present detailed proposals, but to set a framework within which a high quality landmark development can be delivered.

4.2 In summary the document comprises:

- The vision - which sets out the Council's requirements for a high quality landmark development that will maximise the potential of existing heritage assets and harbour area;
- The Planning Policy context against which the site will be assessed including national planning policy and the adopted Local Development Plan;
- Site and area analysis - which includes an overview of the site, its location and key characteristic within the coastal urban area;
- An outline of key opportunities and constraints; and
- The overarching design principles and parameters for the site including guidance on:
 - Movement and Access
 - Parking
 - Key frontages
 - Height, scale and massing
 - Detailed design appearance and materials
 - Wider visual impact
 - Public realm and landscape

5. Effect upon Policy Framework & Procedure Rules

5.1 The Planning and 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 recommendations are unlikely to have an impact on equality issues.

7. Financial Implications

7.1 None.

8. Recommendations

8.1 That the Development Control Committee:

- a) Approve the Cosy Corner Planning and Development Brief as Development Control Guidance to be used as a material consideration in the determination of future planning applications for the site; and
- b) Delegate authority to the Group Manager of Development to make any necessary factual and/ or cartographical amendments to the document that may be required prior to formal publication.

Mark Shephard
Corporate Director Communities
7th January 2016

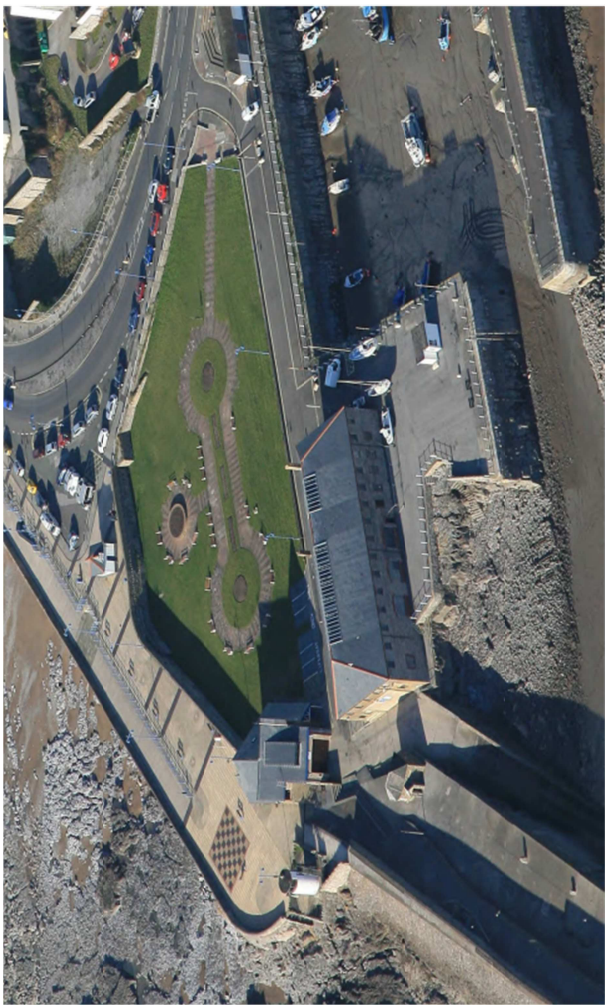
Contact Officer

Richard Matthams
Development Planning – Team Leader
Telephone Number: 01656 643162, e-mail: richard.matthams@bridgend.gov.uk

Background documents

Bridgend Local Development Plan (2013)

PLANNING DEVELOPMENT BRIEF COSY CORNER (January 2016)



DEVELOPMENT
PLANNING

CONTENTS PAGE

	Pages
Introduction & Vision	3
Purpose of the Brief	4
Site and Context	5-15
Site and Area Analysis	16-24
Design Principles	25-42

INTRODUCTION

Vision

The Council require a high quality landmark development that will maximise the potential of existing heritage assets and their setting and make a statement for the harbour area, whilst forming strong connections with planned development within the wider Porthcawl masterplan / regeneration area and town centre.

Cosy Corner fulfils an extremely important landscape function, providing extensive community and tourism benefit in terms of valuable amenity space with exceptional, unimpeded views of a collection of historic harbour buildings and marina. In recognition of this, Cosy Corner is shown as 'public open space' in the Bridgend Local Development Plan (LDP).

The recent renovation of the marina and the planned mixed-use scheme at the Jennings Building has stimulated interest in the harbour area and in particular the redevelopment of Cosy Corner. While the location of the site provides an opportunity (provided that it is sensitively designed) for a landmark building, development on this site will only be considered if it could be demonstrated that development would have exceptional economic and environmental benefits for the town and the wider area, and if a landmark development of exceptional quality is delivered, that provides compensatory benefits for the loss of this highly valuable open space.

Its southerly outlook, expansive views of the Bristol Channel and English coast beyond, and its relationship with the existing town and harbour create a set of local characteristics that are unique not only in the context of Welsh seaside towns but within the UK itself.



© Copyright Francis Frith

© Copyright Francis Frith



Online Copy Protection. © The Francis Frith Collection

PURPOSE OF THE BRIEF

The purpose of the Design Brief is to establish a planning and design framework, which must be acknowledged and used in the formulation of detailed proposals. Alternative options and forms of design will be considered, though the broad principles of the Brief must not be compromised. This document is not a formal Supplementary Planning Guidance; however it has been approved by the Council's Development Control Committee as Development Control Guidance making it a material consideration in the determination of any future planning application.

The successful redevelopment of this area could assist in delivering the overall regeneration strategy for Porthcawl. However, given the existing benefits that the site already provides in terms of open space it is essential that any development contributes significantly to the harbour area and the enhancement of the Conservation Area, whilst protecting the setting of the listed buildings adjacent to the site.

This brief is a guide to the requirements of the Council in the development of the land. The normal procedures for planning consent still apply and this document will support that process. Potential applicants are strongly advised to enter into pre-application discussions with the Council prior to submitting a formal planning application.

This guidance is designed to be flexible and aims encourage innovative and high-quality design.

The key delivery objectives are to:

- Deliver a high quality landmark development;
- Achieve a design that relates to the historic, cultural and physical context, both aesthetically and practically;
- Provide innovation in design and sustainability;
- Provide a high quality public realm;
- Provide safe and attractive pedestrian links to the Eastern Promenade and the wider Town Centre; and
- Minimise the impact of vehicular traffic within the development promoting walking and cycling.

SITE AND CONTEXT

Planning Policy

This section provides an overview of relevant planning policy against which development proposals will be assessed.

Planning Policy Wales

Planning Policy Wales (Edition 7, July 2014) (PPW) seeks to utilise the planning system to achieve sustainable development across Wales. PPW states that, to achieve this, development proposals should have a number of objectives, including the following which are particularly relevant to Cosy Corner:

- Locate developments so as to minimise the demand for travel, especially by private car;
- Minimise the risks posed by flooding;
- Contribute to the protection and improvement of the environment, so as to improve the quality of life, and protect local and global ecosystems;
- Help to ensure the conservation of the historic environment and cultural heritage;
- Promote access to employment, shopping, education, health, community, leisure and sports facilities and open and green space; and
- Respect and encourage diversity in the local economy.



In respect of Conservation of the Historic Environment, PPW objectives are to:

- preserve or enhance the historic environment, recognising its contribution to economic vitality and culture, civic pride and the quality of life, and its importance as a resource for future generations; and specifically to protect archaeological remains, which are a finite and non-renewable resource, part of the historical and cultural identity of Wales, and valuable both for their own sake and for their role in education, leisure and the economy, particularly tourism;
- ensure that the character of historic buildings is safeguarded from alterations, extensions or demolition that would compromise a building's special architectural and historic interest; and to
- ensure that conservation areas are protected or enhanced, while at the same time remaining alive and prosperous, avoiding unnecessarily detailed controls over businesses and householders.

The guidance within PPW is supplemented by a range of other Technical Advice Notes (TANs) that will also require consideration as future proposals for the building are developed. However the following are particularly relevant:

- TAN 12: Design (2014);
- TAN 15: Development and Flood Risk (2004);
- TAN 18: Transport; and
- Active Travel (Act) Wales 2013



Bridgend Local Development Plan (LDP)

While national planning guidance can provide a general overview with regard to certain development areas, it is left to local planning policy to provide the detail and clarity in relation to specific sites. The Bridgend LDP was adopted in September 2013 and contains a number of policies that are of importance to the consideration of any redevelopment proposals for the building. Some policies are of greater significance to the development brief site, although many more generic policies will also have an impact on the regeneration of the site:

Strategic Policy SP1: Regeneration-Led Development

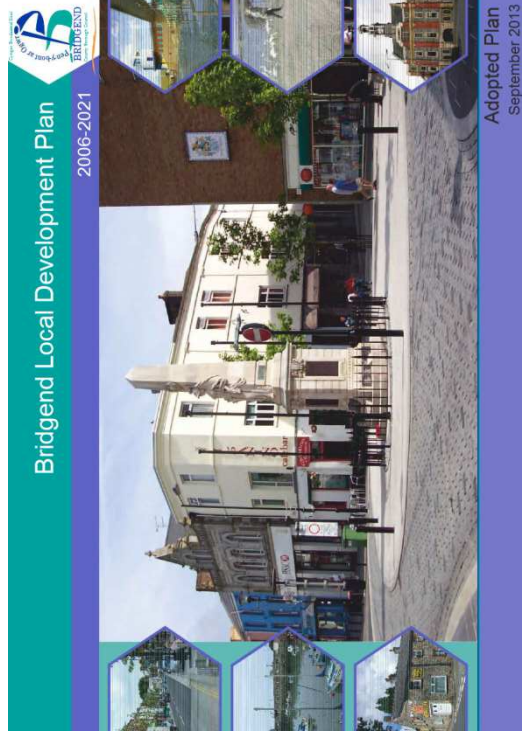
Strategic Policy SP1 seeks to ensure that new developments in Bridgend County Borough are distributed in accordance with the LDP strategy.

PLA2: Implementation of Regeneration Strategies

PLA2 recognises that the County Boroughs regeneration priorities are central to the LDP Strategy which directs development to those areas currently subject to area based regeneration strategies. Proposals for development or actions which are contrary to the objectives and aims of a strategy and or programme will not be permitted. Development of Cosy Corner will therefore need to demonstrate that it makes a positive contribution to the overall regeneration of the Porthcawl Waterfront.

Policy PLA3: Regeneration and Mixed Use Development Schemes

This is the primary site specific policy which directly affects the Cosy Corner site and the wider regeneration area of which it forms a part. Its role is to facilitate the redevelopment of identified regeneration and mixed-use sites, which offer opportunities for comprehensive regeneration schemes that will enhance the environment and economy of the County Borough. The Porthcawl Waterfront Regeneration Area is specifically allocated under Policy PLA3(8) as the main focus of future development opportunities in Porthcawl. The regeneration area provides a unique opportunity to create a vibrant new focus that will bring social, economic and environmental benefits to the Town itself and the wider area.



Strategic Policy SP2: Design and Sustainable Place Making

Strategic Policy 2 introduces 15 Sustainable Place making criteria which will be applied to all development proposals across the County Borough. This Policy represents the starting point for the assessment of all planning applications which are received by the Local Planning Authority. Policy SP2 demands a high quality of design incorporating equality of access in all development proposals. Design and Access Statements will be used within the Development Control process and should contain information relating to each of the 15 criteria (where appropriate) to ensure this policy is implemented effectively.

Strategic Planning Policy SP3: Strategic Transport Planning Principles

Strategic Planning Policy 3 states that all development proposals should promote safe, sustainable and healthy forms of transport through good design enhanced walking and cycling provision, and improved public transport provision.

Strategic Policy SP4: Conservation and Enhancement of the Natural Environment

Strategic Policy SP5 acknowledges that the County Borough has a rich and varied biodiversity and identifies the Glamorgan Heritage Coast as one of the finest stretches of undeveloped coast in England and Wales and its landscape is important within the national context. As such, it occupies the highest tier of landscapes of importance in the County Borough. It merits a very high degree of protection in planning policy. Development which is likely to have a detrimental impact on the landscape of the area including wider views will only be permissible under the most exceptional of planning circumstances, and then only if it is of such importance to the national interest that the preservation of the undeveloped natural beauty of these areas are outweighed.

Policy PLA4: Climate Change and Peak Oil

The Councils primary concern with respect to future development is a potential risk to life especially for residential development in tidal (including estuarine) and coastal locations, such as Porthcawl. All new development sites proposed in the LDP, including the Porthcawl Waterfront (PLA3(8)) have been assessed by the Council using data supplied by Natural Resources Wales. However, these assessments and the work undertaken as part of the LDP Strategic Flood Consequences Assessment (SFCA) should only be regarded as the starting point for more detailed scrutiny of future proposals. More detailed Flood Consequences Assessments (FCAs) will be required on specific sites at the planning application stage.

Policy PLA7: Transportation Proposals (3) (9)

Policy PLA7 safeguards land for transportation proposals.

Strategic Policy SP5: Conservation of the Built and Historic Environment

Strategic Policy SP5 makes it clear that development should conserve, preserve or enhance the built and historic environment of the County Borough and its setting. Development proposals will only be permitted where it can be demonstrated that they will not have a significant adverse impact upon heritage assets including listed buildings and conservation areas. The supporting text to SP5 specifically states that the Built and Historic Environment is fundamental to the LDP Strategy and to achieving sustainable development. Development proposals must take account of heritage assets where these are directly or indirectly affected. Development which directly affects architecturally or historically important buildings and conservation areas (and their settings) must take account of their specific characteristics and ensure that the heritage assets are preserved and/or enhanced.

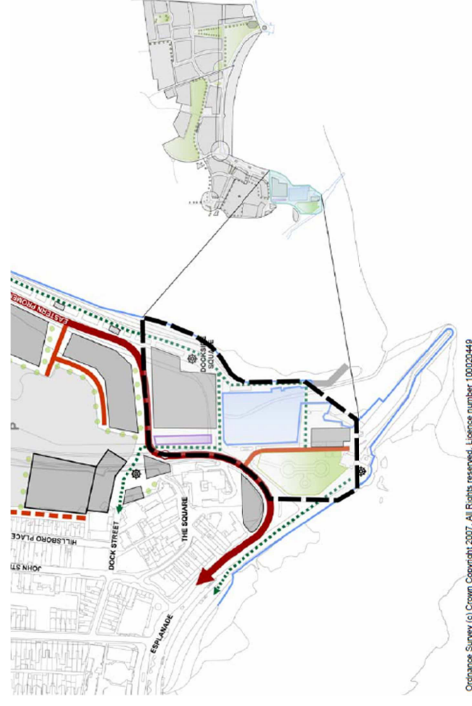
Seven Bays Project - Porthcawl Waterfront - Supplementary Planning Guidance (SPG)

Cosy Corner is located within the area covered by the Porthcawl Waterfront SPG, which was adopted by the Council in November 2007. The SPG does not form part of the LDP itself; however its proposals are consistent with the relevant LDP policies.

The Porthcawl Waterfront planning guidance provides details of the type of development envisaged for individual 'Character Areas' and sets out the general principles that developers will be expected to demonstrate when bringing forward proposals for the site. Cosy Corner is situated in the Harbour Quarter character area.

The Harbour Quarter is one of the most important character areas contained within the guidance. It envisages a revitalised harbour, focussed around a permanent body of water surrounded by a high quality environment. The Harbour Quarter is proposed as the setting for a range of new leisure and commercial uses, including the refurbishment of Jennings (which has now been granted planning permission).

The proposals for this area are for comprehensive regeneration, involving a full scale refurbishment of the harbour itself, new lock gate and introduction of pontoons to increase the total number of boat berths. The scheme will also include the development of land immediately north of the harbour for indoor leisure uses. Cosy Corner as part of the proposals for the Harbour Quarter shows the existing underused open space as a possible amphitheatre and with outdoor play equipment, connecting the existing seafront with the new harbour. Land north of the Harbour will now form part of an updated masterplan for the area which is being prepared by consultants NLP will be released for public consultation in early 2016.



The Development Site

The site is a large sunken, grassed area adjacent to the Jennings Building, Outer Harbour Basin and West Pier, that is partially enclosed by a high curved quarried stone wall which slopes downwards to the entrance to Porthcawl Harbour just off the Esplanade. The site is at the northern end of the linear public space known as the Seafront Promenade. The site extends to 0.41 hectares and is accessed via Eastern Promenade, which also provides access to the Jennings Building, the RNLI Building and the Harbour.

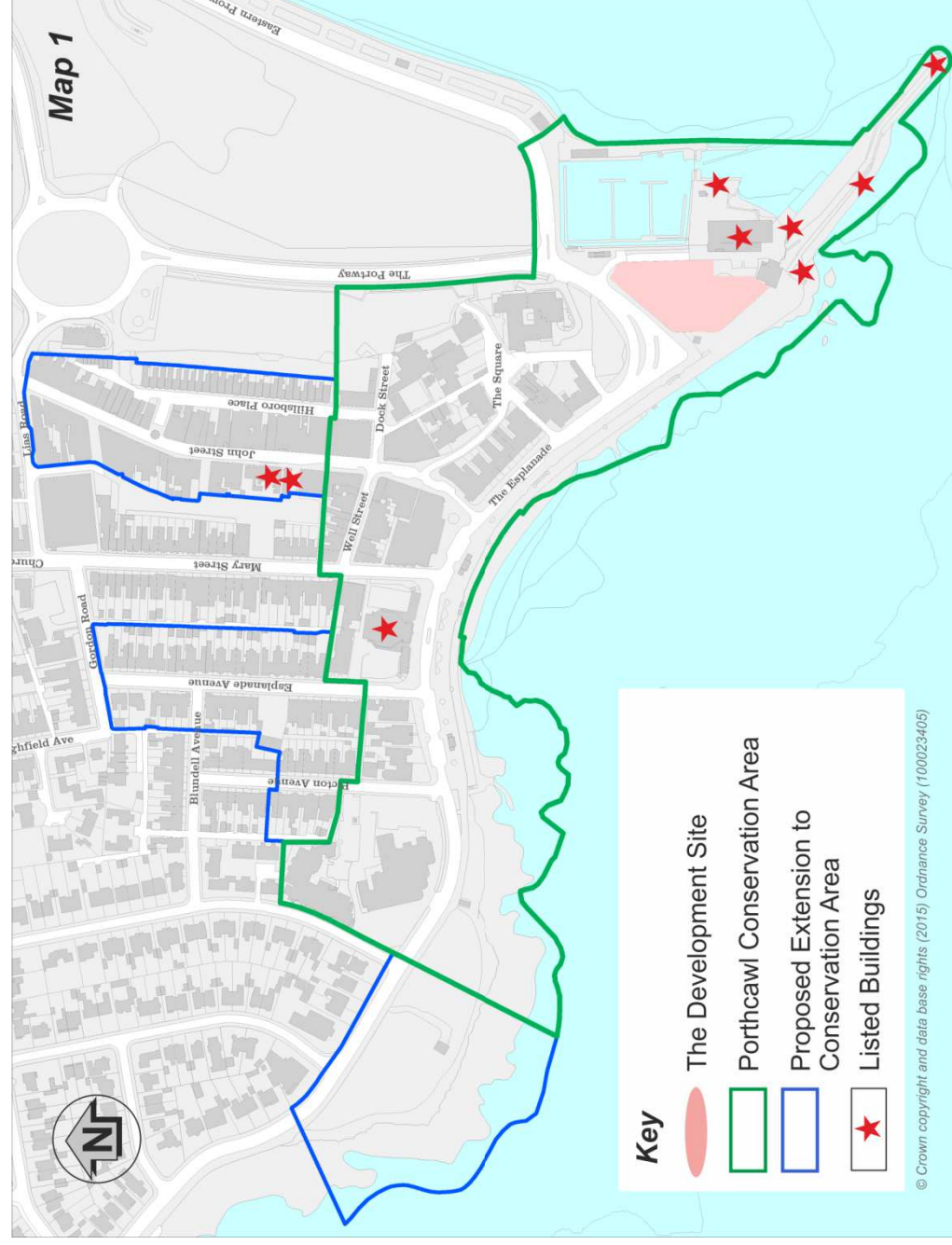


Land Ownership

The site is within the Council's ownership. Cosy Corner fulfils an extremely important landscape function providing extensive community benefit in terms of amenity space with exceptional views. Cosy Corner is envisaged as enhanced outdoor public amenity space in the adopted Porthcawl Waterfront SPG and there is a duty on the Council to ensure that the re-use of the site will deliver exceptional economic and environmental benefits for the town itself and the wider area. The Council will only consider redevelopment of this key site if a high-quality landmark development that delivers these benefits can be achieved.

Porthcawl Conservation Area

The Site is located within the Porthcawl Conservation Area adjacent to Porthcawl Harbour. The site and the adjacent Jennings building and its surroundings have a clear historical importance within this area. This is set out in greater detail in the Porthcawl Conservation Area Designation Report document in Appendix 1.



The Council has prepared a draft Conservation Area Appraisal (CAA). The draft CAA recommends the extension of the Conservation Area which is outlined in blue on Map 1 and will be subject to public consultation in early 2016.

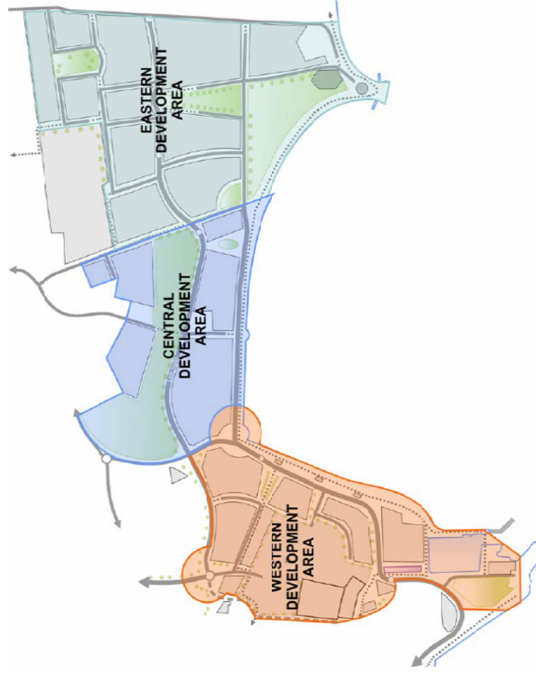
Porthcawl Regeneration

Cosy Corner forms part of the Porthcawl Waterfront Regeneration proposal which represents an exciting opportunity to bring forward appropriate development on brownfield land comprising over 100 acres on the coastline of South Wales. The regeneration of the waterfront will create a vibrant new focus that will bring social, economic and environmental benefits for the town itself and the wider area.

The regeneration builds on the vision for Porthcawl which aims to create a premier seaside resort of regional significance through the comprehensive regeneration of this key waterfront site. It proposes a broad distribution of a variety of land uses across the area, including residential, leisure, retail and community provision. It also includes significant new areas of attractive open space along the seafront. Key elements of the waterfront will be the creation of new, high quality promenades between the harbour and Trecco Bay, and the regeneration of the harbour area itself.



Renovation of the harbour has been completed and this is situated immediately adjacent to the Jennings building and Cosy Corner forms a major part of the first phase of the regeneration proposals. The £3.4million harbour improvements include a new lock gate, pedestrian footbridge and pontoon system, while the number of berths has been more than doubled to 70. The harbour area is a major focus within the regeneration area and the development of Cosy Corner offers a unique opportunity to take advantage of this prime location.



Historic Context

Prior to becoming 'Cosy Corner', the site formed part of the entire Porthcawl Dock undertaking. It is thought that the land on which 'Cosy Corner' stands was first acquired after the enactment of the Duffryn Llynfi and Porthcawl Railway Act (1829) enabling the D.L.P.R to raise funds and expand the footprint of Porthcawl Dock. The port was formally shut down in 1906, and Cosy Corner thrived as a recreational area embracing its new role as a popular seaside resort with summer shows being advertised as early as 1910.

When George Beynon's Cosy Corner Theatre came on the scene in 1923, it put on newly released films and repertory company productions. In fact, its wide stage was the original venue of the still running, Porthcawl Amateur Operatic and Dramatic Society. In 1930, the lease of the Cosy Corner Theatre passed to Michael Shanly, who later built a wooden roller-skate board park in front of the theatre, as well as several other wooden buildings along the western side of the site adjacent to the stone wall.

In 1939, Cosy Corner along with many other places in Porthcawl was requisitioned for the war effort. In the aftermath of WWII, it seems that the lease of Cosy Corner Theatre was taken over by Western Enterprises Limited, before being purchased by P.U.D.C in 1948. The area subsequently lay undeveloped until 1952, when Cosy Corner reinvented itself as a landscaped public amenity that included a grassed area, ample seating and 2 shallow ponds shaped in a figure-eight in which stood the famous 'bee-hive' structures.

People from far and wide still hold warm memories of Cosy Corner, both from the interwar years and in the aftermath of WWII. In the 1950's Cosy Corner was the place to be. It had synergy. It was near to Porthcawl town centre as well as the action at Coney Beach, the Slip, the Pier and the then recently opened Eastern Promenade. After the harsh restrictions of war and the difficult post-war period of austerity, Cosy Corner's newly revamped public space became a destination of choice for many and a place for younger generations to congregate. As well as a very sociable space to be in during the summer season, especially during the 'Miners Fortnight' in the 1950's, Cosy Corner was the venue for street theatre and entertainment.

These days, at the outset of the 21st Century, Cosy Corner has a different identity to the one that it had in either the 19th or 20th Centuries. While it is situated in Porthcawl's Conservation Area and was once part of the industrial and maritime footprint of the Porthcawl Dock, Cosy Corner does not

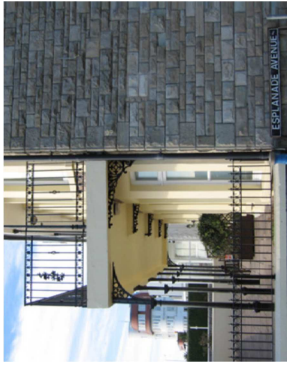


have listed status, unlike some of the surrounding buildings and structures in the Harbour-side. Even so, it can be said that Cosy Corner has gained a foothold insofar as it still retains the status of a public space and leisure amenity for Porthcawl that it initially acquired in the first half of the 20th Century.

Cosy Corner does not draw the same level of crowds of residents or holiday-makers that it once did in the inter-war and post-war years, nevertheless, Cosy Corner remain an integral part of the Porthcawl townscape. The nearby Outer Harbour Basin and the West Pier, together with the Pier and the Porthcawl Lighthouse, have been successfully restored. In addition the Pilots Lookout and Customs House have been restored recently through the Townscape Heritage Initiative Scheme. In contrast, Cosy Corner looks tired and abandoned and is showing the ill-effect of its use a spill-over and storage area from the recent Harbour-side renovations. **(Source: A Character Study of Porthcawl's Maritime and Industrial Area Porthcawl Civic Trust Society August 2015)**



Architectural Context



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

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



The pivotal building in the centre is Esplanade House, similar in scale to the demolished Esplanade Hotel that used to be the focal building. Also at the centre of the arc is the comparatively low Grand Pavilion, which is nevertheless assertive because of its strong architectural character. The Pier hotel is also a traditional building in a pivotal location in context of the site.



The Jennings Building is a large building at the eastern end of the Esplanade. It does not, however, quite act as a balance to the Seabank Hotel at the western end because it is physically separated from the run of buildings by the road and Cosy Corner. It is also set on low-lying land. The other buildings of the Esplanade are mostly background buildings but ones that contribute positively to this seafront. To the north of the site is The Square. This intimate environment, where some of Porthcawl's earliest domestic buildings can be found, has a great deal of character, albeit currently compromised by the use of the space as a car park. An unadopted lane leads from The Square to the site and then along the north western boundary. Any development of the site will be a focal feature of this lane and will have an impact on the character of the lane and square (*Source: Harbour View Development Brief*).



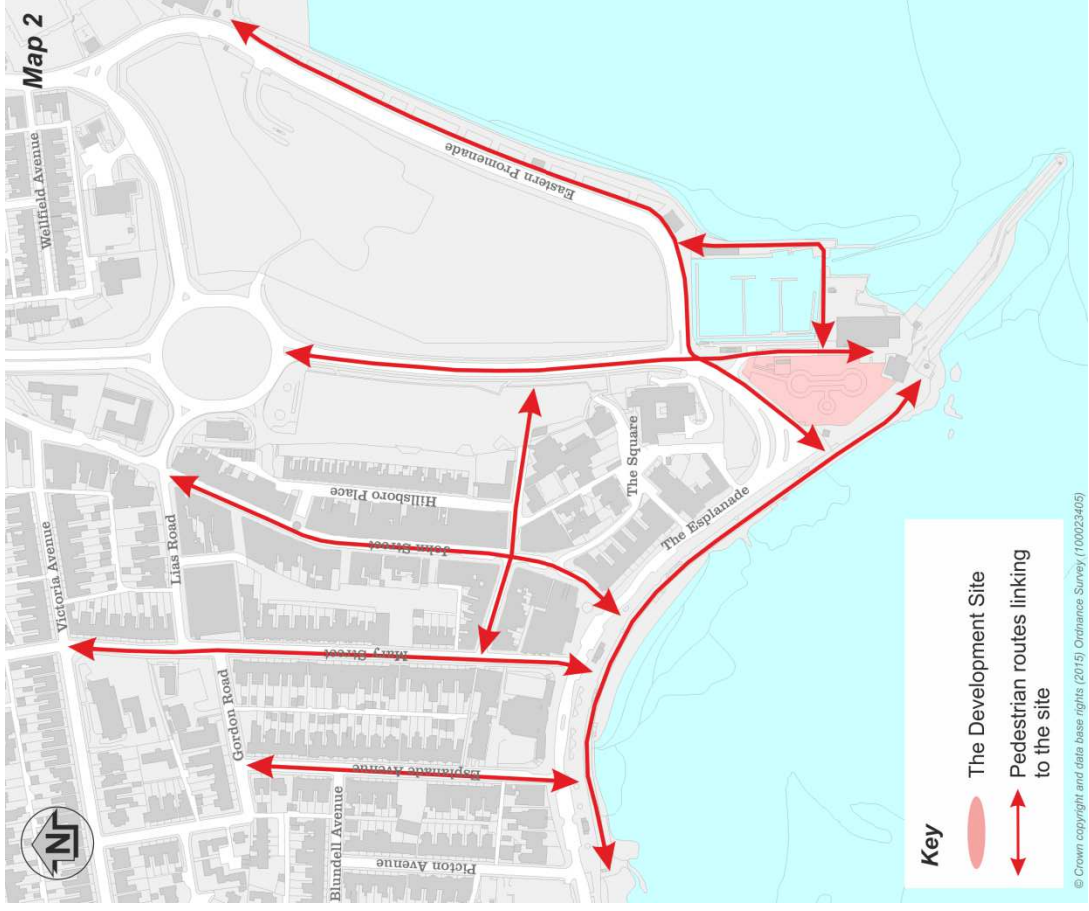
SITE AND AREA ANALYSIS

This section of the Brief reviews the issues and opportunities relating to the main urban design elements of the site and the surrounding area.

Movement and connections

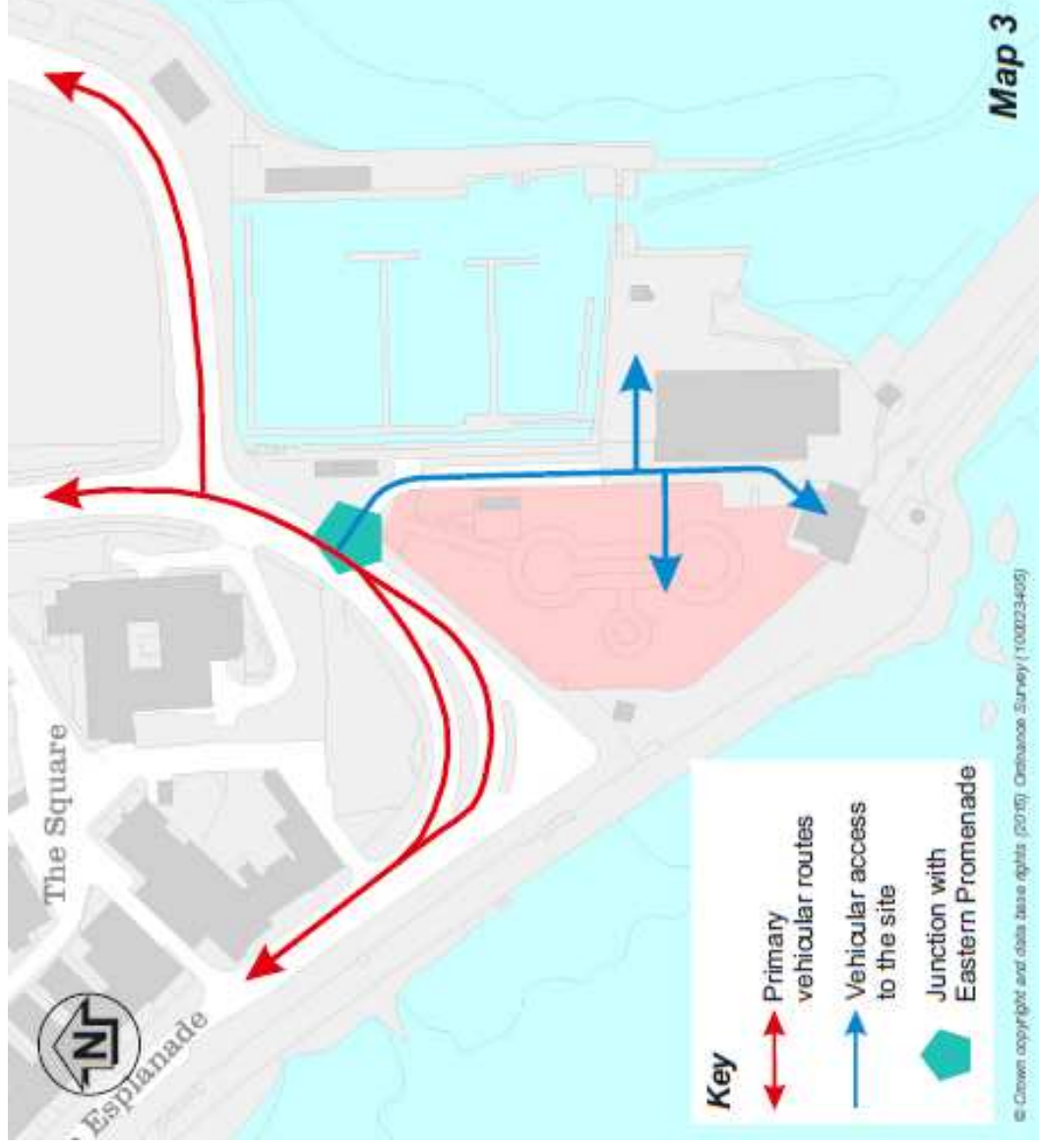
Pedestrian routes

Map 2 shows the main pedestrian routes linking the site to the surrounding area.



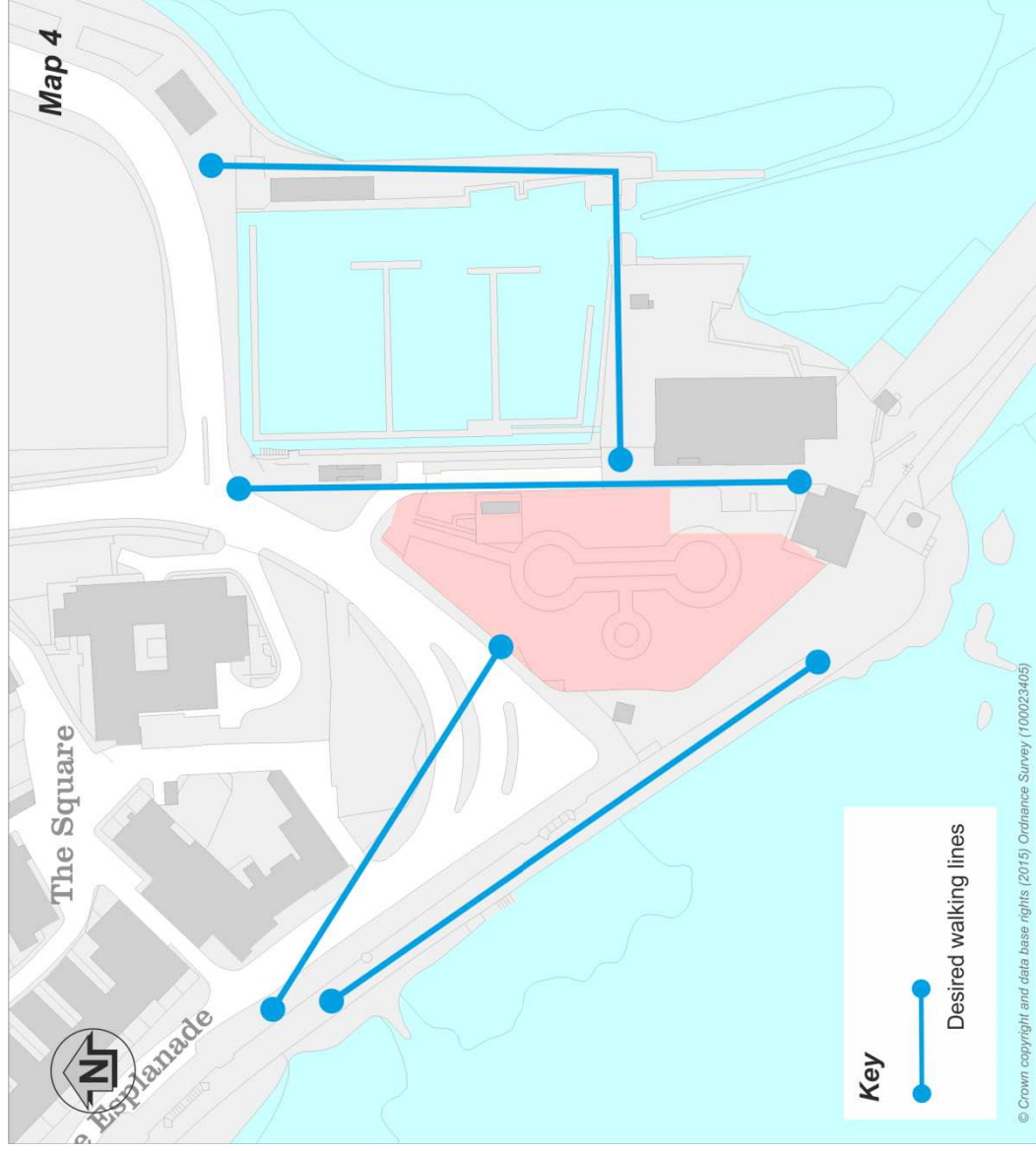
Vehicular Access

There is a direct vehicular access to the site from Eastern Promenade servicing the Jennings Building, the Marina, RNLJ Building and potentially the development site.

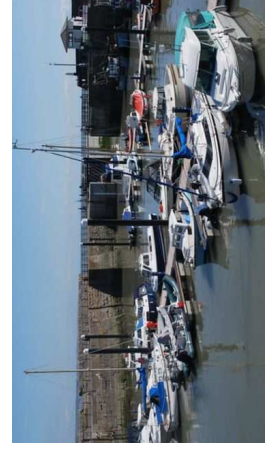
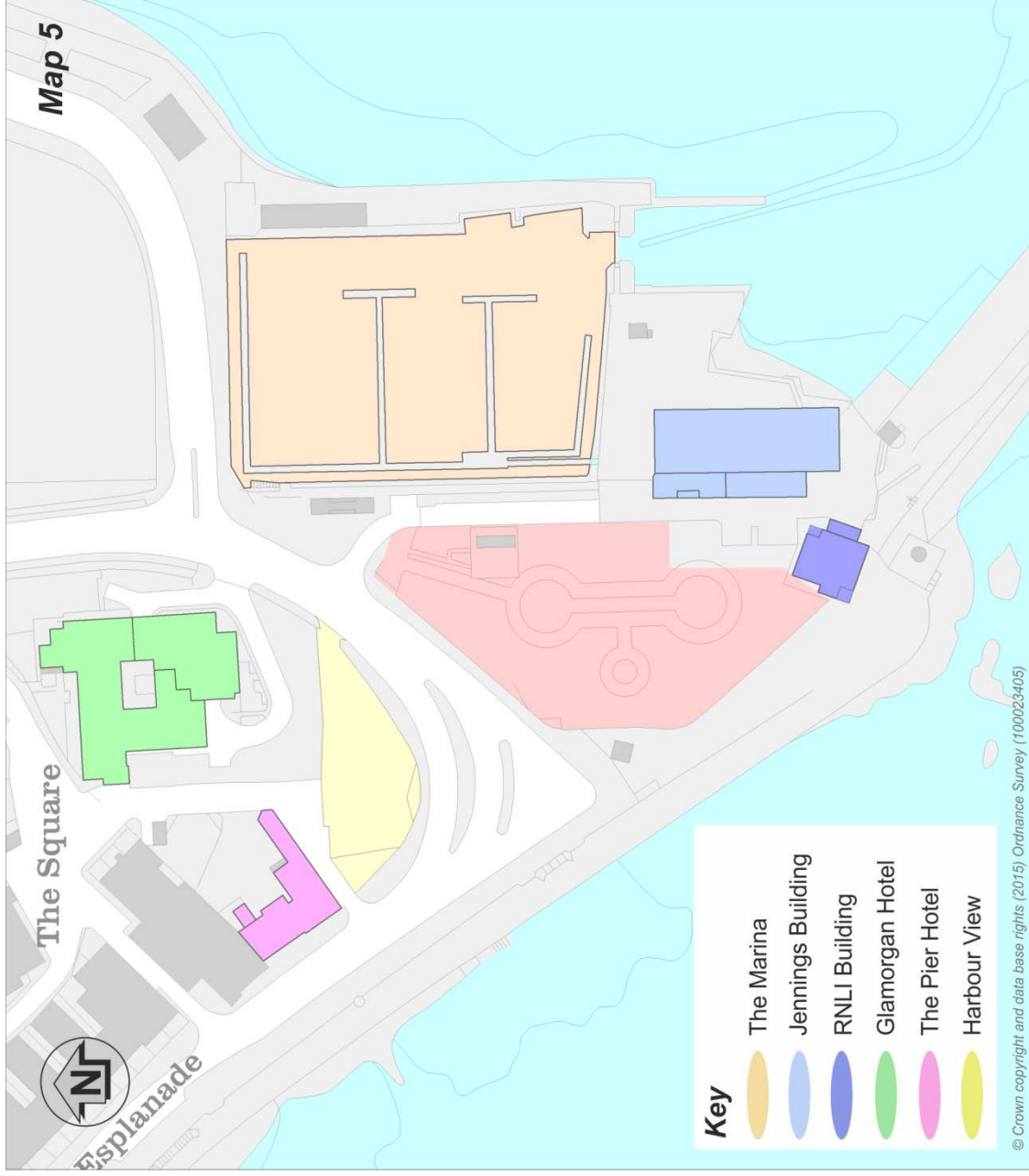


Desire lines

The blue lines indicate the 'desire lines' where people will naturally want to walk.

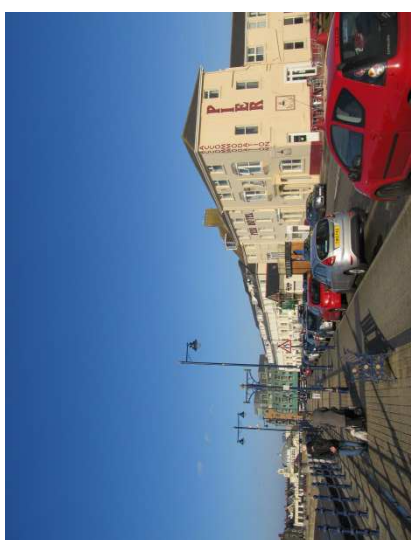
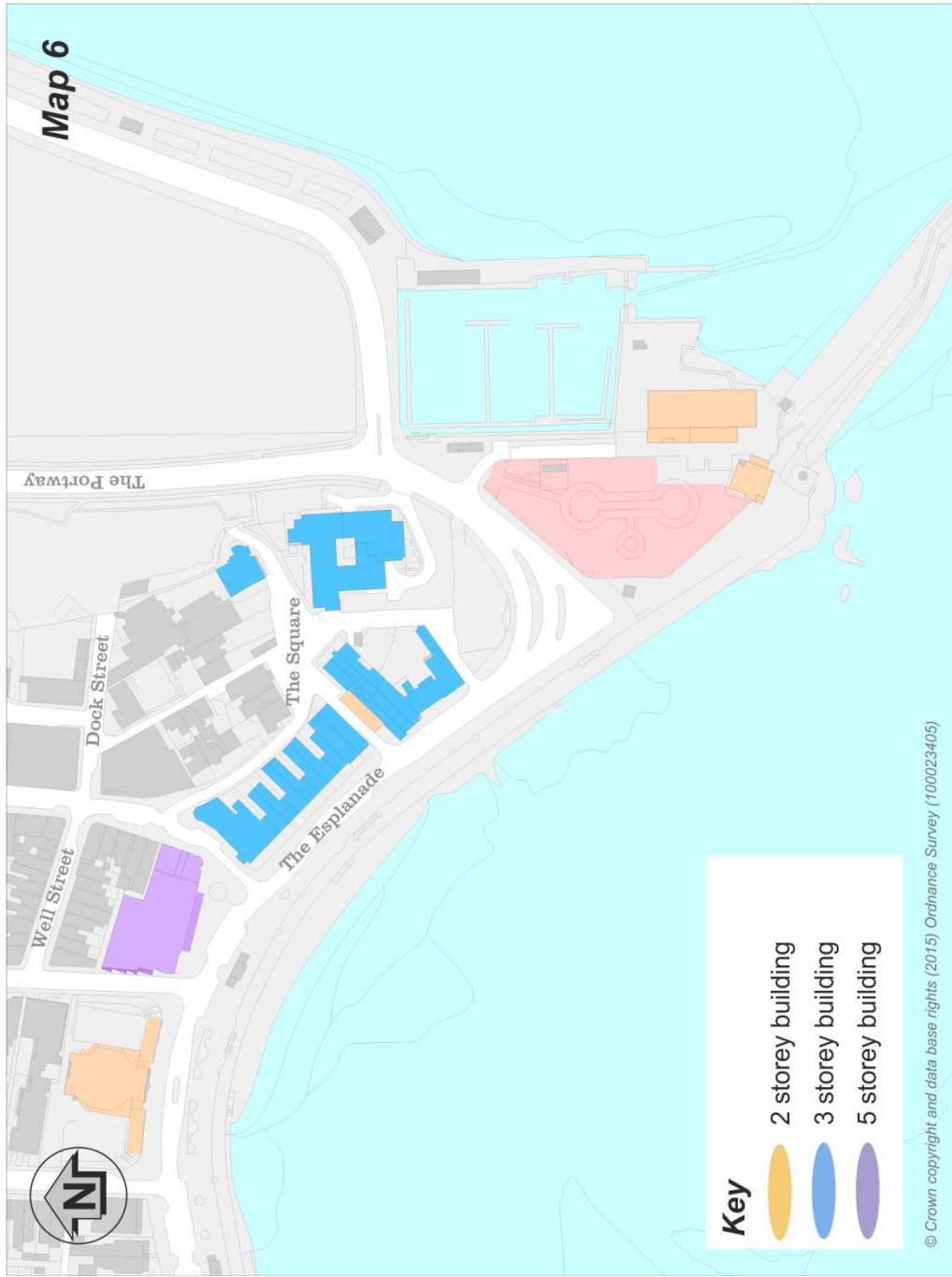


Existing land uses and activity



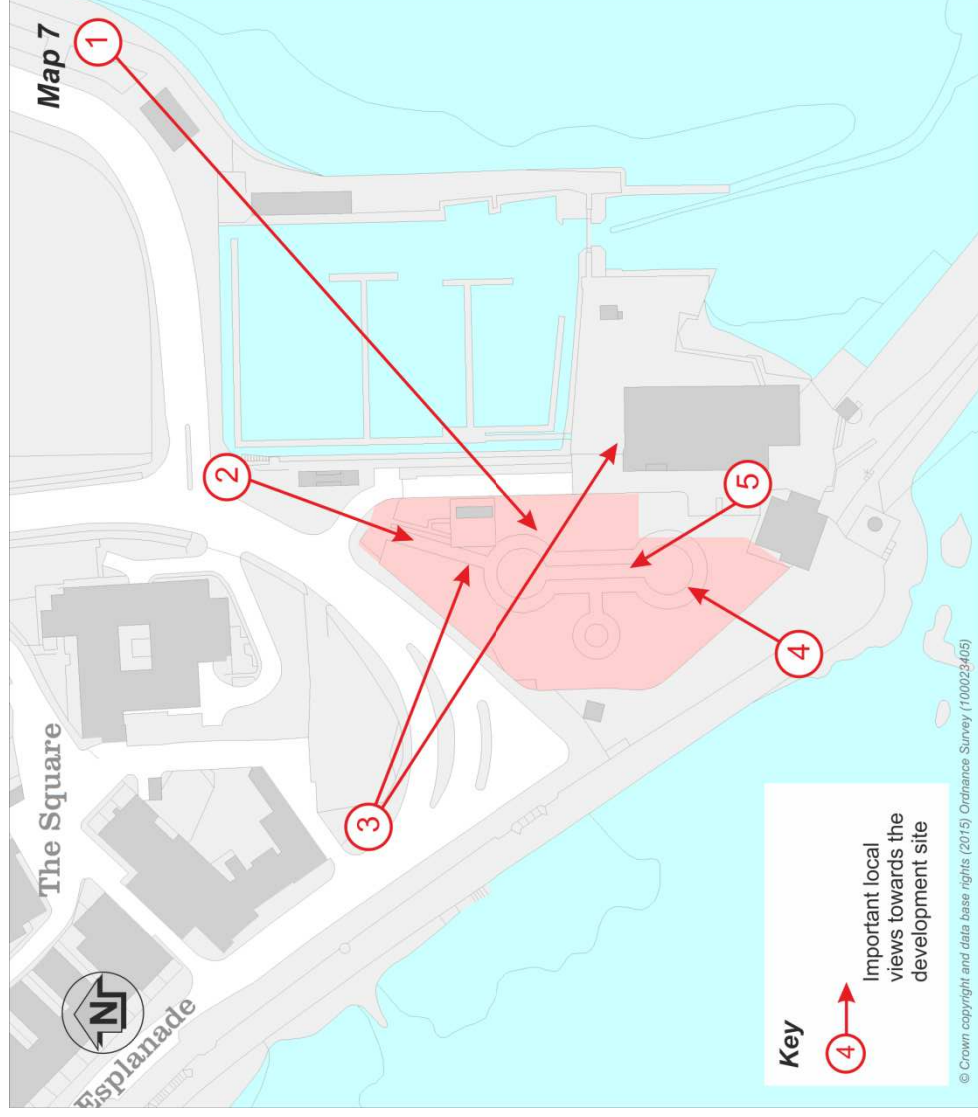
Building Heights

The scale of surrounding development differs around the site. There is a general pattern of three storey buildings to the north of the site along Eastern Promenade; to the south-east of the site the Jennings and RNLI buildings are approximately two storeys;



Important Views

An important issue when considering the development of 'Cosy Corner' is the effect on existing views and vistas in Porthcawl. It is therefore important to identify each of these views.



1. From the east: key view from the Eastern Promenade, Sandy Bay, Rhych Point and the heritage coast looking west towards the site and the Jennings Building.
2. From the north: key view from the Portway looking south towards the site.
3. From the west: key view from Eastern Promenade looking east towards the Harbour
4. From the south: key view looking north across the site towards the Glamorgan Hotel

In addition, the Glamorgan Heritage Coast extends up to the eastern boundary of Trecco Bay Caravan Park at its most westerly point. It merits a very high degree of protection in planning policy. Development which is likely to have a detrimental impact on the views of the protected coast will not be permitted.

Topography

The land slopes from the east to the south corner of the site. There is approximately a 4 metre difference in height between the site's highest and lowest points.



Acceptable Uses

The following primary uses are considered acceptable in principle:

- A3 Food and Drink - Restaurants and Cafes;
- D1 Non-residential Institutions – Museums, art galleries etc.;
- D2 Assembly and Leisure – Indoor sports and leisure; and
- Public open space.

These uses are considered to be acceptable in principle and are intended to introduce vibrancy and activity capitalising on the sites location immediately adjacent to Porthcawl's attractive and recently refurbished harbour.

A residential or guest accommodation use on the upper floors may be acceptable but must be clearly subordinate to the main uses; to support the primary uses and improve the viability of any proposal.

It should be noted that a detailed Flood Consequences Assessment (FCA) may be required and would need to demonstrate that the site could comply with the requirements of Technical Advice Note 15: Development and Flood Risk (2004).

Opportunities and Constraints

In order to consider the form of development that may be acceptable in planning terms, this section of the Brief summarises the key constraints and opportunities which exist on the site based on analysis of the preceding sections.

Clearly there are linkages between the opportunities and constraints listed in the table below. In addition, there are potential benefits/impacts where the impact is much wider than the site itself. Together with the relevant national and LDP policies, the opportunities and constraints help form the basis of the development principles outlined in the following section.

Opportunities		Constraints
Prime location at the heart of tourist activity in one of Wales popular seaside resorts;	Varied topography and its impact on the form of development and connectivity;	Varied topography and its impact on the form of development and connectivity;
Potential to increase pedestrian permeability and links through to the town centre and the surrounding area;	Vehicular access points of limited width and limited parking;	Vehicular access points of limited width and limited parking;
Location on the edge of the town centre and resultant flexibility of uses permissible within the context of PPW;	Conservation Area designation and the need to ensure height/scale of new building is compatible with the character of the surrounding development and setting of nearby listed building;	Conservation Area designation and the need to ensure height/scale of new building is compatible with the character of the surrounding development and setting of nearby listed building;
Attractive and prominent setting, complemented by historic urban grain and character of area, the adjacent Jennings Building and spectacular views across the harbour;	Impact of topography on pedestrian and disabled access to the site;	Impact of topography on pedestrian and disabled access to the site;
Proximity to other potential regeneration sites;	The visual and transport impact of any subsequent redevelopment of the site; and	The visual and transport impact of any subsequent redevelopment of the site; and
Site in public ownership and available for comprehensive regeneration;	The need to maintain views and protect the amenities and settings of buildings to the north/East may limit the height of buildings.	The need to maintain views and protect the amenities and settings of buildings to the north/East may limit the height of buildings.
Opportunity to promote sustainable development;		
Opportunities to take advantage of south and east facing aspects of buildings to maximise sea views and solar gain;		
Prominent views across the coast towards and from the site;		

Existing public parking is available in nearby parts of the town centre;

A range of complementary commercial/residential uses may be appropriate given its relationship with the town centre;

Redevelopment with active uses at ground level could create a vibrant street scene, during both day and night;

Improved visual and pedestrian links to encourage pedestrian movement from the town centre through the area down to the harbour and promenade;

Opportunity for landscaping/creating open spaces/ viewing platforms/terraces and public art;

To provide a focal point at the harbour, which is a tourist destination;

Provision of a leading tourism/leisure facility for visitors and locals, which has the potential to enhance and develop the multiplier effect of tourism to the Borough of Bridgend;

Heavy pedestrian footfall along Eastern Promenade; and

To create frontages that are active both day and night

DESIGN PRINCIPLES

The value of good design is recognised as being essential to the development and to the sustainable regeneration of Porthcawl. A poor quality environment is both economically and socially unacceptable. Poor design is now proven to be costly. New development will be required to successfully regenerate this important part of the town and improve place perception and sense of place.

The Development Principles which are described on the following pages have been produced in order to help guide detailed design work and future planning applications. These Principles are formulated in order to clearly set out, aspects of design which are considered important to BCBC Council whilst providing the future developer (and their design team) ample scope for interpretation and innovation. A series of parameters plans have been prepared which serve to spatially represent the key design principles.



Movement and Access

The key underlying objectives informing the movement and access strategy for the site are as follows:

- Prioritise pedestrian movement across the site area, seeking to minimise the impact of the topography, especially for individuals with restricted mobility;
- Promote pedestrian links between the site, the Promenade and town centre;
- Within the site area restrict vehicular movement and parking. Access to limited staff and services vehicles may be acceptable.

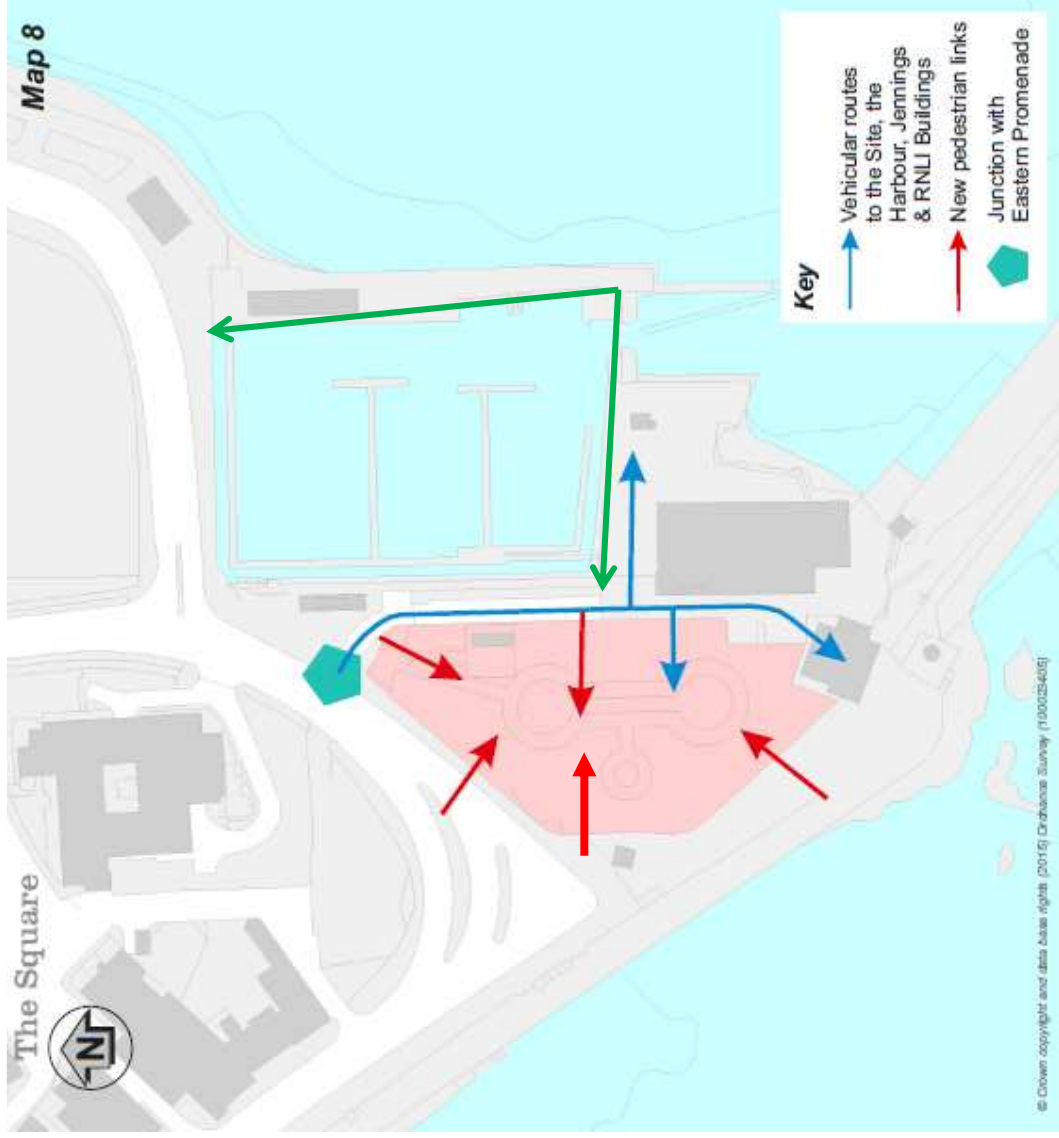
The above objectives need to be considered in the context of other priorities in this Brief, such as securing regeneration of the area and enhancing the public realm. There are a number of highway considerations that developers should take into account when preparing a development scheme within the site area. Any proposal should provide details of:

- Potential effects on the surrounding highway network and traffic management through the provision of a transport assessment;
- Access/egress points;
- Visibility splays;
- Servicing arrangements (and vehicle turning areas);
- Parking arrangements;
- Proximity/ease of access to public transport; and
- Opportunities to improve routes and secure parking for cyclists;



The existing wall bounding the site and the topography discourages pedestrian movement and connectivity.

Map 8 shows the proposed access/movement strategy, including a number of options to provide new pedestrian access links from the Promenade improving pedestrian connectivity and integrating the site with the wider area.



Whilst not strictly part of the Brief area, consideration should be given to maintaining the pedestrian link from Eastern Promenade via the Marina to Cosy Corner. This link is shown in green.

Other measures to encourage pedestrian movement may include:

- Provision of appropriately sited seating areas, so as to offer a resting place for those with restricted mobility;
- Development of a lighting scheme to improve safety and natural surveillance;
- Improved signage showing links between the site, town centre, seafront and other key locations (this should ideally be considered as part of a comprehensive strategy for the town centre as a whole, rather than just the Brief area); and
- Providing facilities for cyclists, e.g. signage and cycle stands.



There is an opportunity to improve pedestrian connectivity to the site via the Promenade by improving signage.

Parking

The provision of parking associated with redevelopment of Cosy Corner would need to be handled sensitively and discussions should take place at an early stage with Bridgend County Borough Council as to the best approach to manage parking demand. **Car parking must be limited to operational uses, for deliveries, harbour operations and potential ancillary residential units. Visitor parking will be discouraged due to the restricted nature of the site, and potential for vehicle/pedestrian conflict.**

Parking, taking the form of an undercroft, or provided on more than one level, may be acceptable subject to consideration of the following factors:

- The impact on highway/pedestrian safety;
- The location and visual impact of any entrance;

- The topography of the site;
- The design and massing of the development, as well as implications for the urban grain; and
- The impact on the character, appearance, fabric, architectural interest and structural integrity of heritage assets.

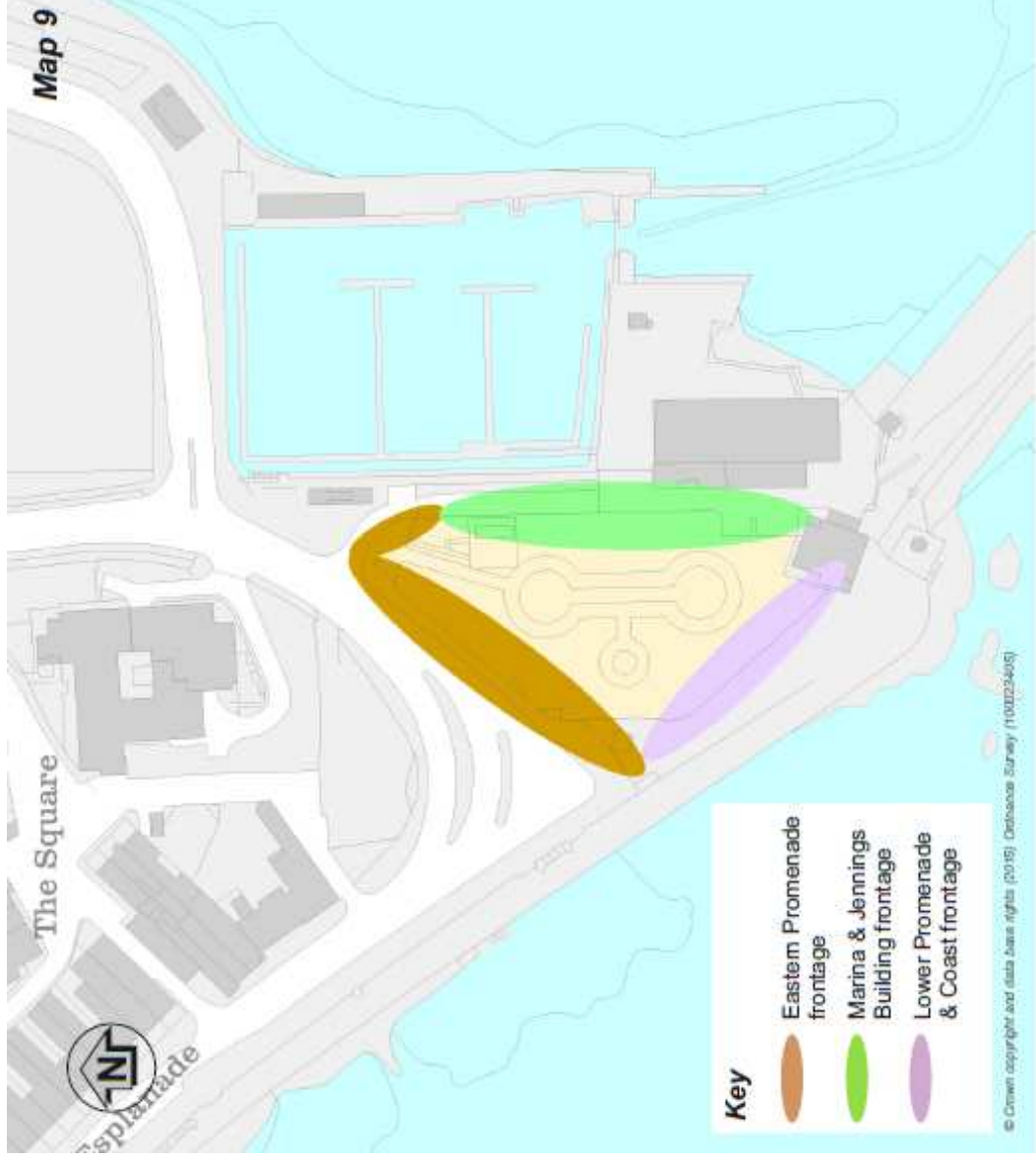
Urban Layout and Design

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

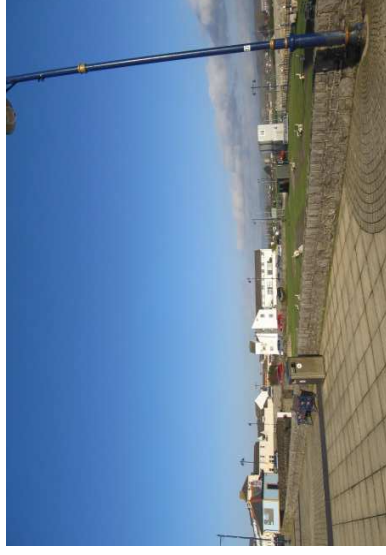
- The protection or enhancement of elements contributing to character, such as the retention in part of the existing stone boundary wall where appropriate;
- A response to architectural context and scale. The Development Brief envisages a building that will compete with, the well-mannered seafront architecture that is the predominant characteristic of the Porthcawl frontage;
- Its relationship to views (to and from the site), vistas and landmarks for orientation;
- Its potential as a landmark development of exceptional quality;
- The use of locally distinctive traditional materials and architectural details; and
- Its location within a designated Conservation Area and proximity to listed buildings and structures.

Key frontages

The plan below shows the sites key frontages.



Eastern & Northern Promenade frontage



Lower Promenade & Coast frontage

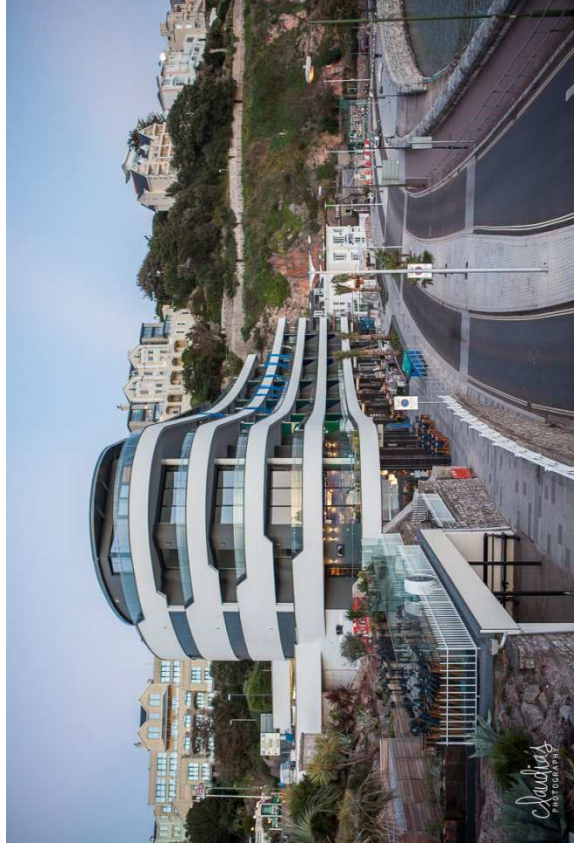
Unusually all of the site's potential frontages / elevations are considered important and should make a positive contribution to the street scene. This can be achieved by delivering 'active' frontages that are well-designed by adding interest, life and vitality to the public realm. This is can be achieved by the articulation of facades in a way which includes:

- frequent doors and windows with few blank walls;
- articulation of facades with projections such as bays and porches; and
- internal uses visible from the street, particularly on non-residential uses.

It is essential that there is a clear distinction between public and private space so that all publicly accessible parts of the development are fronted by active frontages - with entrances (or at the very minimum animated frontages where there is visual connectivity between occupants inside the building and those outside in the public realm) and private areas are inaccessible to the public.

The layout should not result in ambiguous space that is not clearly public or private (such as alleyways or other 'leftover space').

All public open space / realm and streets must be overlooked by development. In this regard care must be taken to avoid a layout and building footprint that result in blank elevations that front a public street.

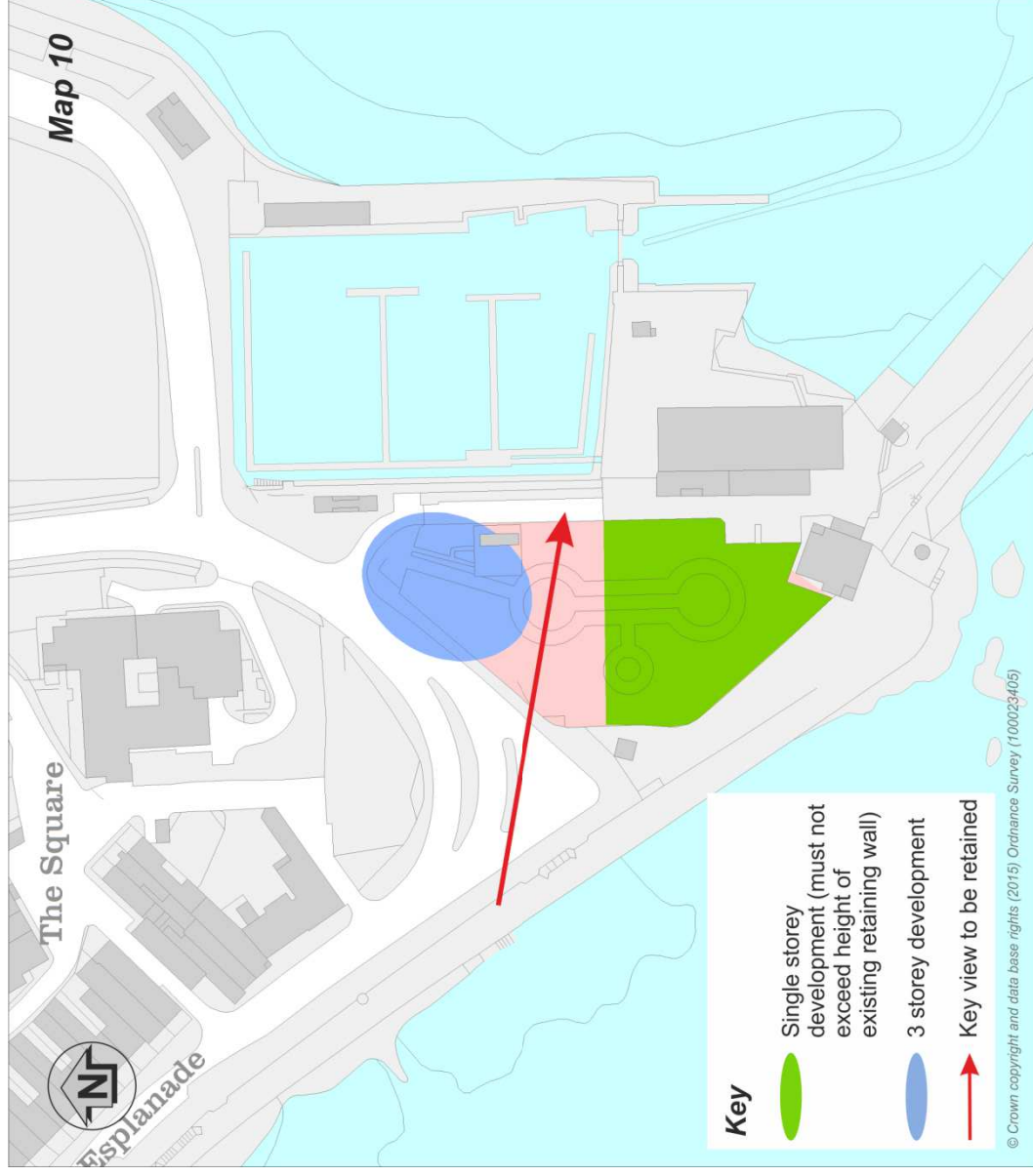


Height/Scale/Massing

All proposals will be required to provide full justification for the height, scale and massing of any new building through submissions in the Design and Access Statement. This should be accompanied by 3 dimensional analysis and cross-sectional drawings to show how development would relate to the historic townscape and topography.

Scale, height and massing of the proposed development on the site will largely be governed by the surrounding buildings; the topography; the general patterns of heights in the area and key views, however, relating the new development to the general pattern of heights should not preclude some variety in terms of building heights on appropriate parts of the site.

The Brief envisages a building that will not exceed 3 storeys. However a taller building of exceptional design could be considered as a feature at the northern end of the site fronting the Promenade subject to it contributing to the enhancement of the Porthcawl Conservation Area and not presenting a negative impact on the setting of the listed buildings, particularly from the Esplanade, from the breakwater or the harbour. There may be some scope to incorporate further floor space into the roof



space of any new building(s) or to setback upper floors, so that they are recessive in form from key viewpoints.

Attention and care will be needed to ensure the satisfactory juxtaposition between new built form and the retained historic Jennings Building as well as views and vistas in and out of the area both from the ground and afar. Map 10 shows how development heights could be arranged across the site to remain sympathetic to the scale of their immediate street surroundings.

Roofscape

The Cosy Corner site is in a prominent position within the Conservation Area. The topography and surrounding features provide a defined setting for the site and, as explained earlier in this document, any building on this site will need to respond positively to the context of the site in terms of topography and architectural vernacular whilst having the expression to be interpreted as an important landmark building in its own right.

A key element of the structure will be the design of the roofscape and how it is viewed from the harbourside and from the town. It is envisioned that the roofscape of the building will provide visual interest from all vantage points through the use of contrasting materials and finishes. Reflective roofing materials should be considered that reflect the sun creating an attractive shimmering effect when viewed from afar.



Heritage Assets

The site area is defined by its heritage setting. Set out below are a number of key features:

- The special historic and architectural interest of the Jennings Building which is grade 2 listed should where possible be enhanced;
- The status of the Brief area as a Conservation Area requires careful design to ensure the existing character and appearance of the area is retained, and where possible enhanced;
- A key aspect of the character of the Conservation Area is the interplay between existing buildings, the Eastern Promenade / public realm, historical features, such as the boundary wall and key frontages.



Applicants will be expected to provide sufficient detail on the potential impact that development will have on the Jennings as a listed building and its setting, archaeological remains and the Conservation Area. There are opportunities to enhance the appearance of the Conservation Area and setting of the listed building. These include:

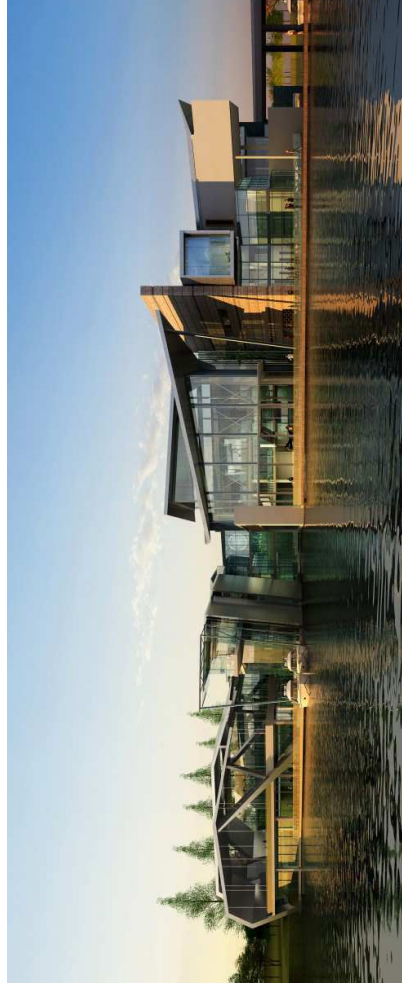
- Careful consideration should be given to detailed design in terms of the scale and rhythm of architectural features such as window and door openings, so as to enhance the setting of adjacent listed building. Blank elevations will not be acceptable;
- The use of traditional materials in an imaginative way that reflects the development's maritime position and respects adjacent traditional groupings of buildings.
- Views of the sea from west, east and north and south east (breakwater particularly) should be retained/enhanced.

Detailed Design Appearance and Materials

The Brief does not prescribe a particular architectural approach, but it does require proper attention to “place-making”. In Porthcawl this depends upon principles that are well illustrated in the historic urban form and scale of the Harbour area / town centre and which are the basis for creating a development designed for human interaction and enjoyment. This does not imply a default to historic styles or pastiche, and there is an opportunity to achieve an exemplar of contemporary design while reflecting the materials, scale and urban grain of its historic context.

When appraising designs, consideration should be given to the principles set out in Planning Policy Wales, TAN12: Design (2014) and the following:

- The use of existing materials in and around the site;
- Materials and use of colour should be mindful of the Jennings Building (listed building), wider conservation area designation and the area’s maritime & industrial heritage; and
- Location of development in relation to the seaside character of Porthcawl.



The appearance of new development should be mindful of the setting of the adjacent listed building and the character and appearance of the Conservation Area. However, materials and colours could be more expressive to fit in with the character of the seafront and create a lively and attractive appearance helping to encourage leisure and tourism.

The pictures below show the traditional stone that is used throughout Porthcawl Harbour side.



The pictures below show how contemporary design can utilise traditional stone to great effect.



The fenestration pattern of doors, windows and other detailed design features will be an important consideration and extensive use of glazing to maximise the panoramic views is generally encouraged. This would deliver benefits associated with solar gain and where the building would be used for leisure uses and community uses improve the offer of all-weather facilities with panoramic sea views.



Any openings for vehicles or servicing should be kept to the minimum size required and designed in a manner which reduces any adverse visual impact.

Details such as extraction flues, vents, air conditioning units, balcony railings, aerials, renewable energy, telecommunication equipment, lift shafts, etc. should be considered early in the design process. The objective should be to integrate them seamlessly into the development, rather than adding them on as an afterthought, which may result in a cluttered skyline and/or harm the character of building.



An excellent example of art deco architecture along Frinton seafront that integrates services seamlessly into the development.



Inappropriately sited air conditioning units that are visually intrusive.



Drain pipes that ruin the buildings facade.

Wider Visual Impact

As well as improving the character and appearance of the Conservation Area, the proposed development should have regard to their visual impact within the wider townscape setting. Maintaining the strategic views from the site will act as reminders contributing to its sense of place. Notable landmarks include:

- Jennings Building;
- Lifeboat Station;
- Breakwater Wall and Lighthouse Marker;
- Lookout tower at Rhych Point (eastern end of Sandy Bay);
- Dune System to rear of Sandy Bay;
- Distant views of Ogmore-by-sea and the cliffs of the Glamorgan Heritage Coast; and
- Open sea views



Given the scale, sensitivity and prominence of the site, any planning application (particularly if it proposes a taller building), should be accompanied by a Visual Impact Assessment which may be part of the Design and Access Statement.

Public Realm and Landscape

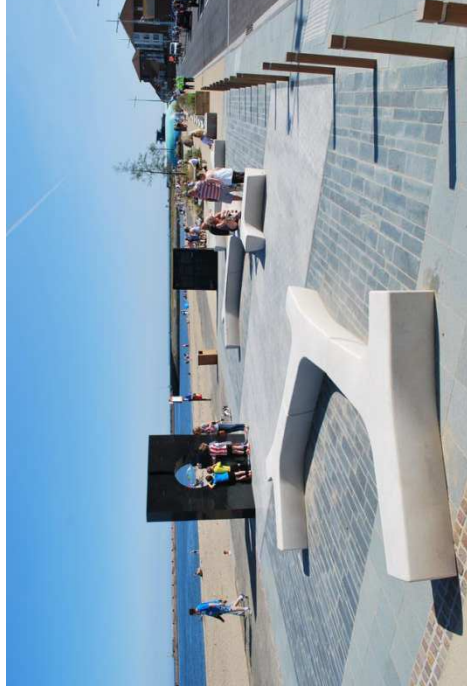
It is a key aim of the Brief that the overall quality of public realm is enhanced through hard and soft landscaping. Whilst the precise details would normally be secured by way of planning conditions it is important that landscape/public realm proposals are considered as a key part of the overall concept from the project's inception. **In addition, it is important that new public realm is considered in the context of the wider existing public realm beyond the boundaries of the Brief area and accords with the emerging masterplan and design code being produced for the Porthcawl waterfront area.**

It is strongly recommended that a landscape architect forms part of the design team from an early stage. The Brief aims to ensure that the spaces around and between the new development and the Jennings Building, including new and existing routes are sensitively landscaped to be visually inviting and pedestrian friendly. This should be executed in a manner which complements the architecture of buildings and integrates with existing public areas.

Development proposals should encourage 'dwell time', accommodating public open space where users are able to 'dwell' rather than it being seen as a pedestrian thoroughfare.

In devising a detailed design developers should give consideration to the following elements:

- Paving materials;
- Boundary treatments (walls);
- Signage;
- Lighting schemes;
- Benches;
- Public art (where it could act as focal points for key areas of public realm); and
- Soft landscape, including trees and shrubs.



A robust palette(s) of hard and soft materials, including street furniture, should be devised in the preparation of proposals. This should be applied consistently across the site and be mindful of integration with existing quality landscape, **according with the emerging masterplan and design code being produced for the Porthcawl waterfront area.**

The effective use of lighting will be encouraged. Consideration should be given to a range of lighting solutions including:

- Street lighting – wall mounted is preferred where possible and appropriate to reduce street clutter, otherwise street lamps that form part of a comprehensive palette(s) of landscape materials and street furniture to ensure coordination and visual harmony;
- Sensitive architectural lighting to highlight historic buildings at night;
- Landscape lighting to highlight soft landscape, such as trees, at night;
- Lighting to aid movement and legibility, e.g. bollard lighting along footways; and
- Sensitive illuminated signage.



Flexibility for Future Use

For 'Cosy Corner' to be a successful place, development that serves a narrowly defined range of purposes should be avoided. The approach at 'Cosy Corner' needs to deliver simple and robust building forms, not so tightly designed for a particular use but designed to allow for later change of use and conversion.

Summary - Key Design Considerations

- There is an opportunity to use contemporary architecture in a traditional setting responding to the historic context of the area;
- The developer needs to examine the physical and historical context of Porthcawl and how the new development could integrate into the town;
- The development should be sympathetic in scale, mass and bulk to surrounding buildings including the proposed regeneration of the Jennings Building;
- There are three public frontages to this site and innovative design and active frontages must be provided for each elevation;
- A building of exceptional quality in terms of design and materials that responds to the topography of the site must be delivered, reflecting its prominent location, as the gateway to the Harbour and its location within the Conservation Area and adjacent to listed buildings;
- The northern end of the site could be able to accommodate a taller building subject to scale, mass and materials used. Please also see key in illustration (overleaf) regarding the landmark building;
- Connections, views and vistas from the Eastern Promenade (including the proposed are also important in achieving a development with integrates with the town centre;
- The creation of a positive and enhanced public realm along with improved pedestrian linkages to the rest of the town centre especially;

- High quality hard landscaping is required throughout. It is important to integrate visual and physical connections between public spaces within and outside the site; and
- The development should be adaptable for new uses in the future.

Contacts

Richard Matthams

Development Planning – Team Leader

Development Group

Communities Directorate

Civic Offices

Bridgend

CF3 14WB

Email: richard.matthams@bridgend.gov.uk

Tel: 01656633162

APPENDIX 1 - CONSERVATION AREAS IN THE COUNTY OF BRIDGEND

PORTHCAWL

Designated: 31st August 1973

Special Architectural and Historic Interest

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

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

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

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

The conservation area contains those parts of the town which were substantially completed during its period of industrial growth before 1885. It includes the original tidal basin, breakwater and harbour light, an area of industrial archaeological significance, which imparts the maritime character peculiar to the town.

Character and Appearance

The Square and its immediate environs, where the informality of the earliest domestic buildings associated with the port create an intimate scale and character, provides a foil to the nearby terrace of three-storey lodging houses built later in the century on the developing promenade. The short

sweep of the promenade from the breakwater to the rising ground of Irongate Point is now the only development of its type in the County, retaining its original character and scale. The newer lower promenade, built in more recent years, is an uncluttered and functional element which in no way detracts from the predominantly Victorian character of the sea front.

Listed Buildings

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

Scheduled Ancient Monuments

Nil

Buildings of Local Importance

Esplanade Hotel
Seabank Hotel