

# Project Introduction



ARDAL ADFYWIO  
GLANNAU  
PORTHCAWL



## This is an exciting time for Porthcawl, with the town earmarked for significant funding and regeneration.

To maximise the long-term benefits for residents and visitors, Bridgend County Borough Council and Welsh Government have formed a landowner's agreement to see the Waterfront progress as one, harmonious development.

The Porthcawl Waterfront Regeneration project is now entering a key phase as the Council and Welsh Government collaborate on a comprehensive Masterplan for the Waterfront. This is the final stage of the consultation process, leading up to Statutory Planning Consultation (PAC) where we are looking to share with and hear from the community about the Masterplan for the Waterfront. The Masterplan proposals have been shaped by previous community engagement, including the Placemaking Strategy and the Open Space Concept Design consultations, ensuring that they reflect the needs of the local community whilst also building on the historic patterns of the town.

Following earlier consultation in February 2025, work progressed to amend and update the masterplan in a manner which responds to the consultation responses, most recently received in February 2025, alongside the completion of further technical work.

In summary, the key areas where amendments have been made relate to the following:

- Lido swimming pool and gym among new additions to regeneration plans
- New funfair rides to create iconic seafront landmarks and celebrate Porthcawl's heritage
- Building heights reduced and fewer homes planned across the regeneration area
- Fresh seafront look includes space for hotel and new promenade for Coney Beach / Sandy Bay

## Previous Consultations

The proposals you see today are the product of consultation with the local community over a number of years to ensure they have shaped the emerging proposals and the policies and principles behind them.

WINTER  
2021

### Porthcawl Placemaking Strategy

The community was invited to provide feedback on key strategies and emerging opportunities for the regeneration of the Porthcawl Waterfront. The consultation included a two-day public exhibition at the Porthcawl Pavilion, attended by over 1,000 residents.

SUMMER  
2022

### Appropriation of Land at Griffin Park and Sandy Bay

The consultation took place over three weeks in June 2022, during which 679 representations were received by letter and email.

SPRING  
2023

### Porthcawl Open Space Concept Design

The public consultation included public exhibitions at the Grand Pavilion, workshops with key stakeholders and interactive sessions with local primary schools.

NOVEMBER  
2024

### Porthcawl Vision Priorities Stakeholder Engagement

Through a series of workshops and a survey local stakeholders and community groups were asked to provide their thoughts on the priorities and key themes and improvements they would like to see within the masterplan.

February  
2025

### Early Engagement, non-statutory, consultation

A 30-day non-statutory public engagement invited community feedback on the Masterplan through a project website, an on-site exhibition, and multiple feedback channels to help shape the final redevelopment option.

The final development at the Waterfront will be built out in stages and involve different developers. There would be a design code, agreed by the Council as part of the planning process and this would set the standards that future developers delivering any part of the Masterplan in the future must comply with.

This would ensure that the Local Planning Authority and the Welsh Government secure development of the highest quality and greatest benefit for residents. The Masterplan has been prepared with the input from a multi-disciplinary team of designers and engineers. As the Masterplan progresses the design will be subject to further design and engineering input and will be shaped by further survey and technical studies.

# Waterfront Vision Statement



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PORTHCAWL  
WATERFRONT  
REGENERATION



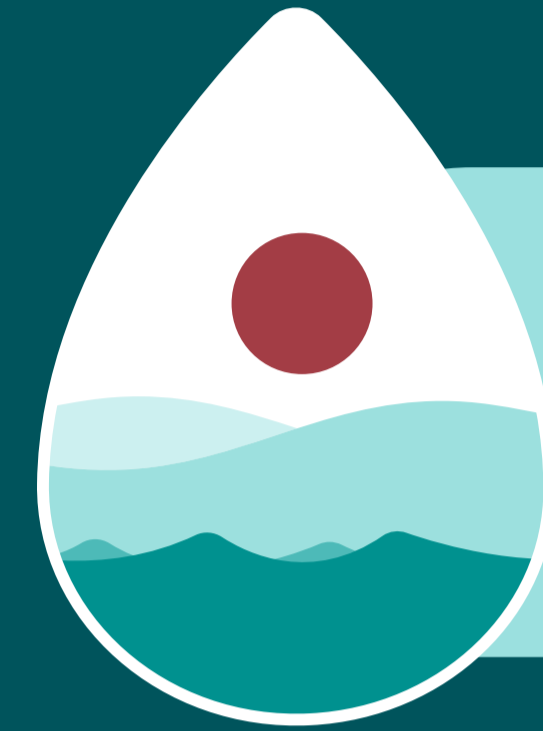
## Masterplan Vision

Porthcawl Waterfront would be a vibrant coastal community where the sea and natural setting are central to everyday life. The Waterfront would be a dynamic, year-round destination built upon the playful essence of Porthcawl's seaside location.

Thoughtfully considered public spaces that connect the town to the coast would define the Waterfront. The spaces would enhance wellbeing, create opportunities for play, and encourage the community to come together. Moving between the spaces would be easy, with each part of the Waterfront offering unique experiences and activities throughout the day and evening.

The new buildings would be attractive and sensitive to the identity of Porthcawl. They would provide new homes that meet local needs and leisure spaces that create new business and visitor opportunities.

The Waterfront would support seasonal attractions and activities on the water and land ensuring 'Life on the Sea' would be central to the offer. Porthcawl would remain a place people want to come and visit, and existing businesses would continue to thrive.



## Natural Setting

Enhancing Porthcawl's unique setting



## People and Community

Encouraging social integration in Porthcawl



## Destination

Positioning Porthcawl as a seaside town



## Connections

Improving permeability across Porthcawl



## Identity

Building on Porthcawl as a place

# Site Overview



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The Waterfront Masterplan is a large site that covers approximately 43 ha of Porthcawl and includes a number of different areas of the Waterfront that are well-known to the local community and visitors.

**Griffin Park**  
Located north of the Salt Lake site, a key local outdoor amenity with a children's playing area, sports courts and greens, and the Griffin Park Pavillion. Pedestrian access to Griffin Park is from New Road and the Eastern Promenade.

**Coney Beach Pleasure Park**  
Located in the heart of the Masterplan. The Park fronts onto and has direct access to Sandy Bay Beach and is accessible from Eastern Promenade and Mackworth Road.

**Sandy Bay**  
Located east of the Hi Tide and Monster Park in the eastern area of the Masterplan. Currently a seasonal campsite. The Sandy Bay Bowl is a key feature of the site and is used for recreational purposes. A pedestrian connection runs through the southern part of Sandy Bay, providing access to Trecco Bay from Coney Beach and the Eastern Promenade. The Relic Dunes are located directly south of this pedestrian route. To the north, Sandy Bay is bordered by residential properties and Newton Primary School. Vehicular access into the site is from Rych Avenue and Sandy Lane, which both connect to New Road.

**The Monster Park**  
Located north of the Hi Tide, a former outdoor amenity and leisure facility that previously accommodated a dinosaur park and other outdoor seasonal attractions. The land is not currently accessible to the general public.

**The Hi Tide and the former Buccaneer and Wimpey**  
Located immediately east of the Coney Beach Pleasure Park. They also have direct access to Coney Beach and are in private ownership. The Hi Tide land ownership includes a series of buildings providing a vibrant retail and leisure offer. These properties are accessible off Mackworth Road.

**Salt Lake**  
New metrolink. Large brownfield site, east of The Portway and west of Eastern Promenade. An Aldi store has recently been built on the northern part of the Salt Lake site.

**Hillsboro Car Park**  
Surface-level car park west of The Portway, opposite the new bus station. Directly accessible from The Portway roundabout and has good pedestrian connections west into Porthcawl town centre.

**EXISTING SITE PLAN**

Total Site Area = Approximately 43ha



# Masterplan



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

## The Masterplan includes:

- Up to 980 homes;
- A mix of house types, sizes and arrangements to suit a variety of needs;
- Inclusion of community facilities and commercial facilities where viable;
- 2.2 ha of potential land allocated for educational use;
- Retention, expansion and enhancement of Sandy Bay Dunes;
- Retention, expansion and enhancement of Griffin Park , linking to a revitalised and accessible Monster Park, creating a new large linear park at the heart of the site;
- Creation of multifunctional landscape ‘corridors’ providing valuable recreation spaces and green outlooks for future residents;
- Extensive Public Open Space provision incorporating equipped play areas;
- Creation of a new pedestrian/cycle to realign the Wales Coast Path to follow a continuous route along the seafront;
- Utilisation of SUDS strategy fully integrated into place-making strategy; and,
- A contextually inspired and responsive approach to form and massing with particular regard to the Site’s culture and history.

### LEGEND

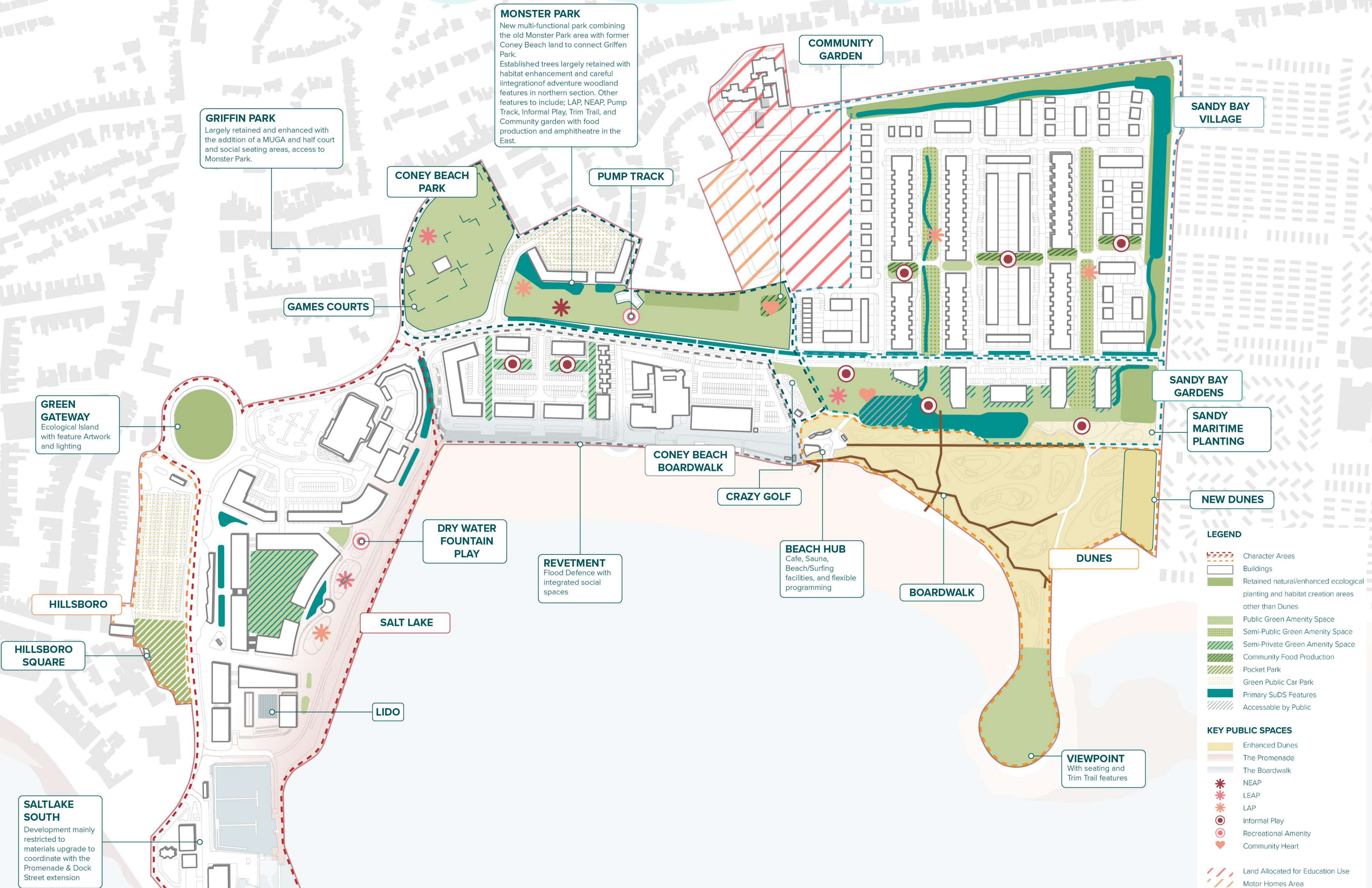
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| <ul style="list-style-type: none"> <li>01: Porthcawl Lifeboat Station</li> <li>02: Jennings Building (cafe / restaurant units and live work units)</li> <li>03: Porthcawl Marina</li> <li>04: Cosy Corner (small independent retail)</li> <li>05: Harbourside Cafe</li> <li>06: Block 01 - Hotel</li> <li>07: Block 02 - Hotel and Tourist Information</li> <li>08: Block 03 - Gym, Studio, Sauna, Bar/Restaurant and Seaside Apartments</li> <li>09: Block 04 - Lido, Cafe, Lounge Seating, Undercroft Parking</li> <li>10: Flexible Community Building/Space</li> <li>11: Cycle Hub</li> <li>12: Hillsboro South Pocket Park</li> <li>13: The Harlequin Building (Zero Waste Shop)</li> <li>14: Hillsboro Surface Level Car Park</li> <li>15: Cycle Hub</li> <li>16: Kiosk</li> <li>17: Bus Metrolink</li> <li>18: Block 05 - Convenience Store and Apartments</li> <li>19: Block 06 - Apartments</li> <li>20: Podium Space - Below Podium - Parking, Podium Level - Communal Garden Area</li> <li>21: Block 07 - Small Retail Units, Cafe/Bar/Restaurant and Seaside Apartments</li> <li>22: Public Lawn Space</li> <li>23: Stepped edge and Shelters</li> <li>24: Cafe</li> <li>25: Play area (Younger Groups)</li> <li>26: Play area (Older Groups)</li> <li>27: Flexible Interactive Fountains and Water Feature</li> <li>28: Amphitheatre Space</li> <li>29: Enhanced Gateway</li> <li>30: Block 08 - Apartments</li> <li>31: Block 09 - Cafe/Bar/Restaurant and Seaside Apartments</li> <li>32: Fun Fair / Seasonal Attractions</li> <li>33: Performance Space</li> <li>34: Aldi Store</li> <li>35: Flexible Event Space (Seasonal Events, Market Stalls)</li> <li>36: New Sports Courts (Including MUGA), Social Seating and Informal Play</li> </ul> | <ul style="list-style-type: none"> <li>37: Enhanced Griffin Park</li> <li>38: Block 12 - Cafe/Bar/Restaurant, Small Retail Space and Seaside Apartments</li> <li>39: Block 13 - Specialist Retail and Seaside Apartments</li> <li>40: Block 14 - Cafe/Bar/Restaurant, Specialist Retail and Seaside Apartments</li> <li>41: Block 15 - Townhouses and Seaside Apartments</li> <li>42: Public Boardwalk Route &amp; Flexible Event Space (Market Stalls)</li> <li>43: Pedestrian Links Between Sandy Bay Beach and New Public Car Park</li> <li>44: Coastal Defence Terraced Revetment</li> <li>45: Buccaneer</li> <li>46: Hi Tide Inn</li> <li>47: Hi Tide Inn Arcade (including gym development)</li> <li>48: Hi Tide Inn Public Car Park</li> <li>49: Private and Public Parking</li> <li>50: Pump Track (All Wheel Facility)/Natural Play Area</li> <li>51: Block 16 - Apartments</li> <li>52: Block 17 - Apartments</li> <li>53: Private and Public Parking</li> <li>54: Large Formal Play Area (Older and Younger Groups)</li> <li>55: Woodland Walk</li> <li>56: Landscape Area / Potential Motor Home Park</li> <li>57: Mini Golf</li> <li>58: Community Garden and School pickup/drop off</li> <li>59: Sea and Beach Facilities</li> <li>60: Community Pavilion with Flexible Space, Formal Play Area, Natural Amphitheatre and Play</li> <li>61: Enhanced Dune habitat, Raised Boardwalks and Activity / Viewing Platforms</li> <li>62: Landscape Corridor</li> <li>63: Trim / Fitness Trails and Outdoor Exercise Equipment / Formal Play Area</li> <li>64: Land allocated for educational use</li> <li>65: Newton Primary School</li> <li>66: Seaside Apartments</li> <li>67: Multifunctional Green Community Corridors</li> <li>68: Sandy Bay Residential Area</li> </ul> |
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# Where could I access open space?



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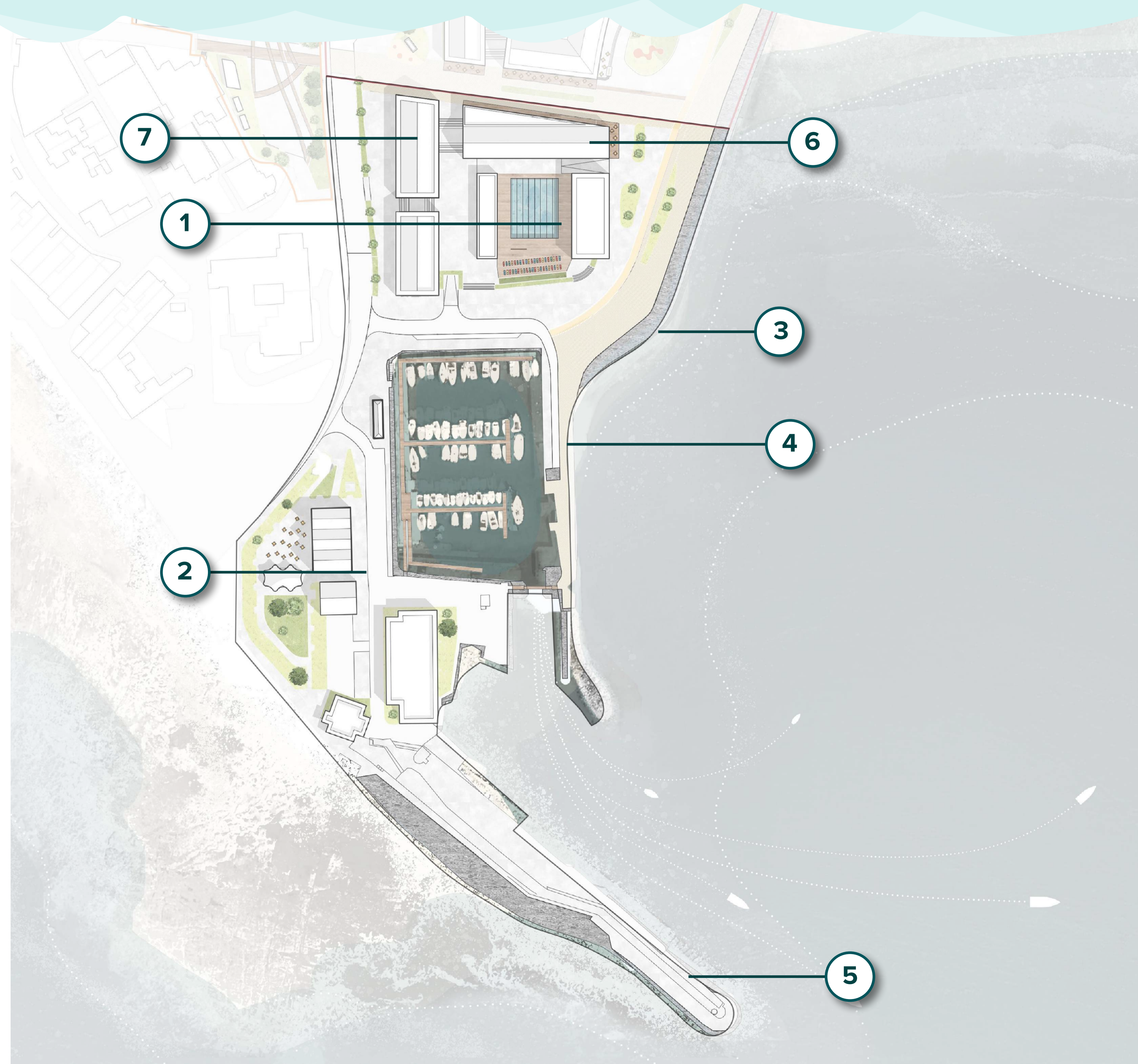
# What could I find at Salt Lake?

## Salt Lake Harbour

Salt Lake Harbour will be a vibrant mixed-use waterfront destination celebrating the town's working heritage and coastal character and home to a new outdoor pool. It will form a key anchor within the wider masterplan through providing a place where community life, local enterprise, and leisure come together throughout the year.

The public realm will feature a series of flexible spaces along the sea wall and harbour edge, designed to support outdoor dining, small markets, and informal gatherings. Together, these elements will create a sociable, inclusive environment that celebrates the harbour's working identity while enhancing access and enjoyment of the waterfront for everyone.

- ① Lido
- ② Enhanced public realm materials
- ③ Feature lighting to illuminate sea wall
- ④ Feature lighting to illuminate old harbour wall
- ⑤ Programmed projection illumination on lighthouse
- ⑥ Gym, Studio, Sauna, Bar/Restaurant and Seaside Apartments
- ⑦ Hotel and Tourist Information



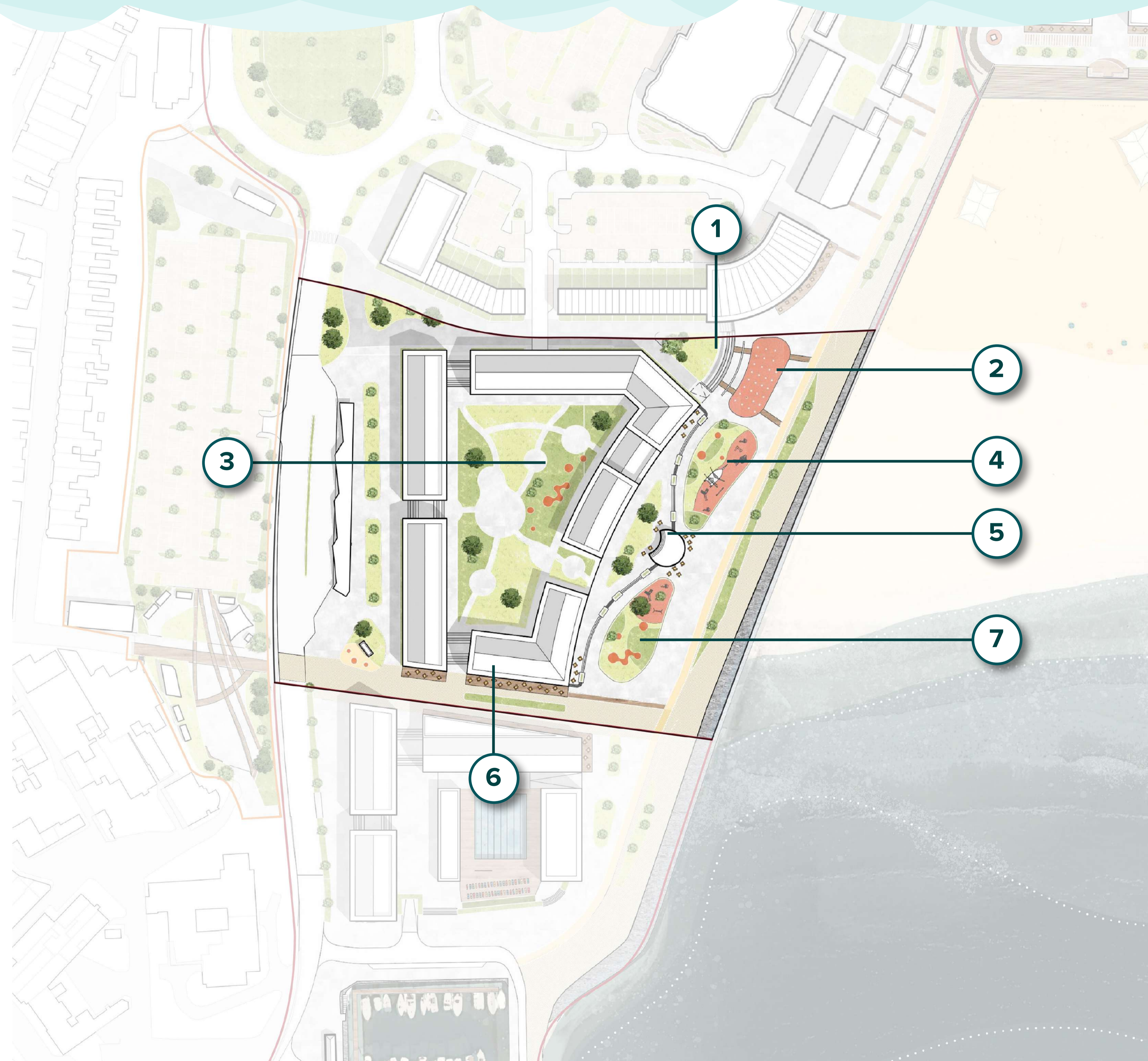
# What could I find at Salt Lake?

## Salt Lake Promenade

Salt Lake Promenade is the main waterfront route linking the historic harbour with the town centre, linear park, and wider coastal development. Designed as a lively and inclusive public space, the Promenade will offer places to walk, rest, play, and gather – accommodating everything from casual strolls to seasonal and community events.

A mix of seating areas, play elements, and outdoor dining spaces will activate the waterfront, while new trees, planting, and structures will provide shelter from wind and sun. The existing active travel route will be retained and enhanced with clear wayfinding and improved connections to surrounding destinations.

- ① Social green space with views across the bay.
- ② Flexible interactive fountains and water feature.
- ③ Courtyard; multifunctional green space with amenity and SuDS.
- ④ LEAP with sculptural boat themed play and integrated SuDS.
- ⑤ Social street space with central feature structure
- ⑥ Commercial spill out with green street spine.
- ⑦ LAP with integrated SuDS



# What could I find at Salt Lake?

## Salt Lake Crescent

Salt Lake Crescent is a primary gateway to the wider masterplan and includes a number of proposals within the public realm design to support this role, ensuring a strong and positive sense of arrival.

Salt Lake Crescent proposals focus on creating a high-quality public realm that prioritises pedestrians and cyclists while limiting through-traffic. Proposals include enhanced landscaping and public art at The Portway roundabout, establishing a distinctive gateway and improving the visual identity of the area.

- 1** Green gateway: Feature sculptural artwork with lighting, characteristic planting display including naturally colonised grassland based on redistributed sandy topsoil.
- 2** Accessible ramp with integrated seating, steps and planters.
- 3** Green SuDS street spine.
- 4** Commercial spill out.
- 5** Fun fair / seasonal attractions and performance space





# What could be in Coney Beach?

## Coney Beach Park (extended Griffin Park)

Coney Beach Park is a large new central green corridor that links Griffin Park, the former Monster Park, and the proposed Sandy Bay Gardens, extending through to the Relic Dunes. The park will provide a mix of recreational and active spaces for the community and visitors alike including a new pump track and NEAP.

Integrated play will be delivered within this location combining formal and natural woodland play. Health and wellbeing will be supported through outdoor exercise equipment, trim trail and a proposed wheel park with a pump track.

Coney Beach Park also forms a key movement corridor, supporting an active travel network through the green space. New homes and a public car park are proposed along the northern edge, integrating residential and recreational uses while maintaining the park's accessibility and connectivity.

- 1 Game courts.
- 2 Multi-functional park combining old Monster Park area with Coney Beach land to connect Griffin Park.
- 3 Wheel park and pump track.
- 4 Woodland board-walk.
- 5 Community garden.
- 6 Crazy golf.
- 7 Public car park.



# What could be in Coney Beach?

## Coney Beach Boardwalk

Coney Beach Boardwalk is the principal pedestrian route along the seafront, connecting Sandy Bay to the Promenade. The Boardwalk incorporates flood defence measures that step down to the beach while providing elevated viewpoints out to sea and informal seating.

The space is designed to be inclusive and accessible to all ages and abilities, supporting active travel and social cohesion. While the Boardwalk will have a primarily hard landscaping character due to its exposed location, carefully positioned trees and planting will soften the environment and define the central activity zone.

The proposals set out a clear spatial framework where active frontages will face the Boardwalk, with spill-out space in front of buildings. A central activity strip will be able to accommodate events, seating, lighting, and planting, while maintaining unobstructed pedestrian routes on either side. View corridors will connect the coast to Coney Beach Park, with viewpoint areas located at breaks in the blocks.



- 1 Feature landmark way-finder
- 2 Stepped Revetment
- 3 Seating and viewing platform build outs
- 4 Promenade with commercial spill out areas and green spine
- 5 Semi-private garden areas with play and SuDS

# What could be in Sandy Bay?

## Sandy Bay Village

Sandy Bay Village is a coastal settlement characterised by its proximity to the beach and dunes, with native forest style planting integrated into sandy landscapes. The village will feature low-rise, high-density clusters of housing set within generous shared landscapes, complemented by modest private spaces such as small courtyards and balconies.

Community spaces will be designed to encourage interaction, incorporating features such as outdoor seating, play areas, and potager gardens. The architecture will draw on Porthcawl's heritage, with simple, elegant, and enduring buildings with 'outdoor living' elements including porches and balconies.

Clusters of dwellings will frame shared streets radiating from a central sandy village green, providing views across the dunes, inland hills, and the sea. Parking will be discreetly integrated, and road layouts will prioritise pedestrians with low-speed limits, creating a safe and sociable village environment.

- 1 Woodland and Scrub buffer with naturally cultivated site procured sandy topsoils.
- 2 SuDS basin with conveyance swales in the north and south.
- 3 Small Community Orchard areas with Informal play
- 4 Local Area of Play (LAP).



# What could be in Sandy Bay?

## Sandy Bay Gardens

Sandy Bay Gardens is a significant naturalistic open space located to the south of Sandy Bay Village, forming a key part of the green corridor between Coney Beach Park and the Relic Dunes. The Gardens will feature sandy landscapes and planting that create spaces for socialising, informal play, recreation, and shaded seating.

The proposals includes both formal and natural play areas and flexible areas for activities such as yoga, supporting health and wellbeing. Sustainable drainage will be integrated throughout, enhancing the environmental performance of the space. Multifunctional gabion style retaining structures will define the northern edges of the dunes, controlling their migratory nature as well as provide seating overlooking a primary public open space to the north.



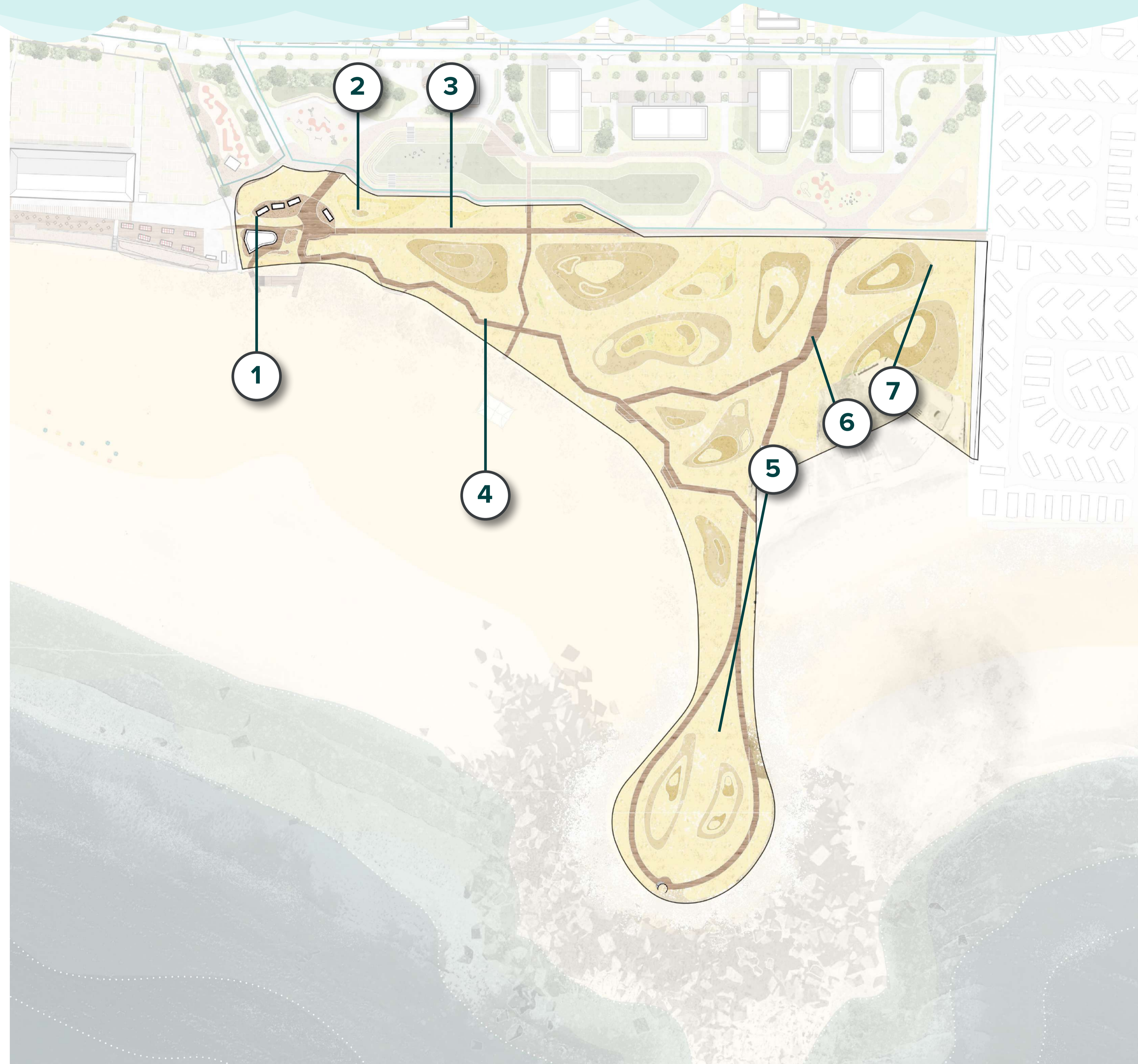
- 1** LEAP
- 2** Mainly dry section of SuDS basin, accessible with steps and terraces utilised for amenity and events.
- 3** Flexible amenity space and viewing platform.
- 4** Existing dunes retained with gabions with integrated seating.
- 5** Semi private garden space associated with apartments.
- 6** Play areas.
- 7** Sandy coastal style planting utilising site procured sandy topsoils and allowed to naturally cultivate.

# What could be in Sandy Bay?

## Sandy Bay Gardens

The dunes area will create a cohesive and accessible transition between the village, parklands, and beach. Raised boardwalks will form network of routes within this public realm, guiding movement through the currently fragmented dune environment while supporting active travel for pedestrians and cyclists.

The boardwalks will provide elevated viewpoints across the dunes and coastline, offering opportunities for rest, observation, and connection with nature while also unifying the existing sand and vegetation.



- 1** Beach activity node with surf and wash facilities, lockers, sauna, F&B, and flexible event space.
- 2** Existing Dunes retained with gabion structures with integrated seating.
- 3** Existing Macadam path removed and replaced with boardwalk allowing sand movement beneath.
- 4** Boardwalk with viewpoints following Wales Coastal Path.
- 5** Upgraded watchtower viewpoint area with info-boards, seating and illuminated watchtower.
- 6** Rationalised existing road for lifeguard access.
- 7** Extended sand dunes.

# Anticipated Timeline

## Contact

✉ [feedback@porthcawlwaterfront.co.uk](mailto:feedback@porthcawlwaterfront.co.uk)

🖱 [porthcawlwaterfront.co.uk](http://porthcawlwaterfront.co.uk)

### Winter 2021

Porthcawl Placemaking Strategy  
consultation

### Summer 2022

Appropriation of Land at Griffin Park  
and Sandy Bay consultation

### Spring 2023

Welsh Government site purchase  
Porthcawl Open Space Concept Design  
consultation

### Winter 2023

Compulsory Purchase Order  
confirmed

### November 2024

Emerging Vision Engagement

### February 2025

Masterplan Public Engagement

### Summer 2025

Masterplan and Design Code  
completed

### November 2025

Pre application consultation  
(PAC) engagement

### Winter 2025

Planning Application submitted

### 2026

Anticipated Fun Fair closure

### Spring 2026

Marketing / sale of site

### Winter 2026

First phase development  
commencing

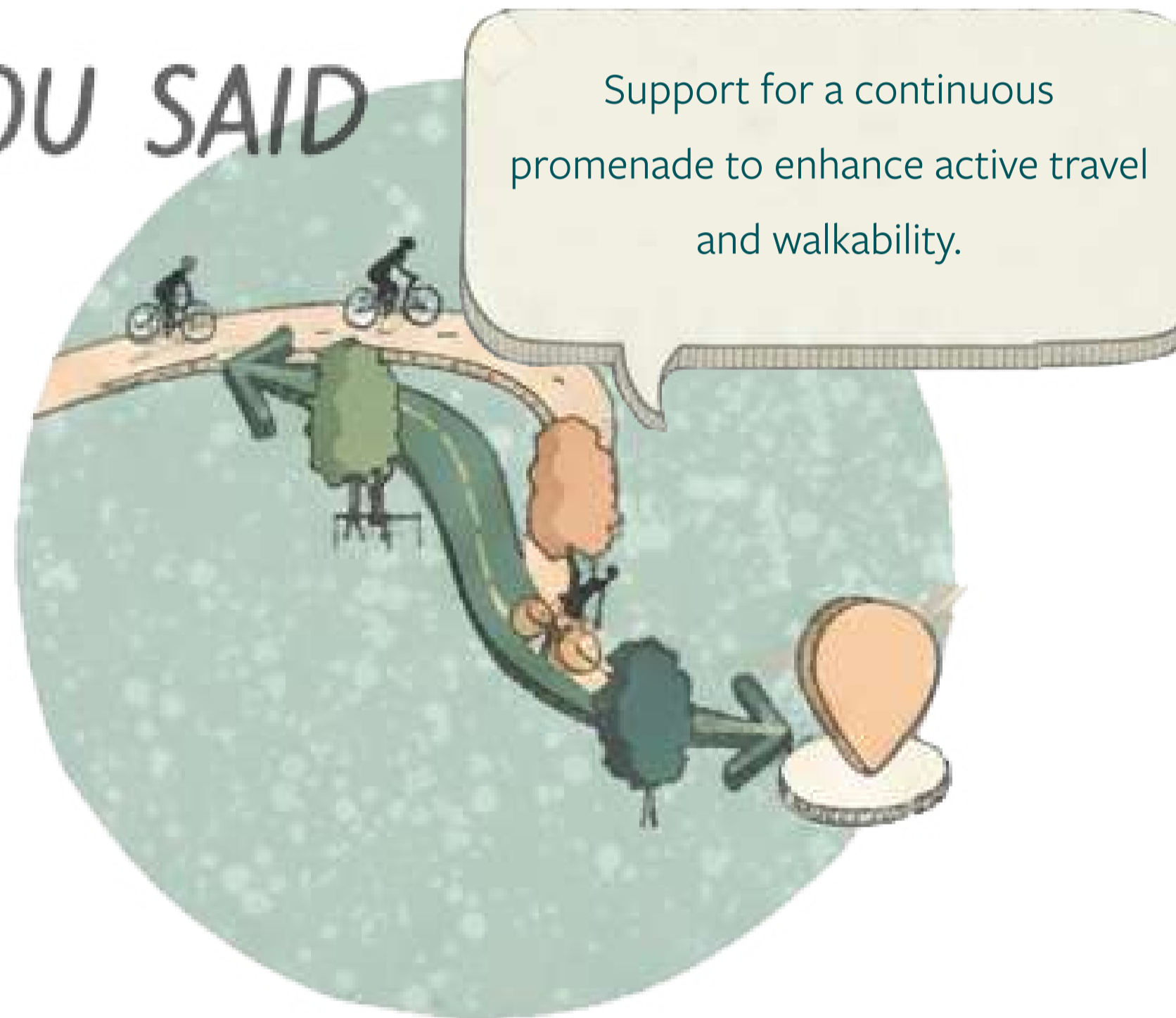
The proposals have been heavily shaped by the extensive engagement undertaken earlier in the year and the continuous feedback received to date.

As part of the commitment to responding to community input, changes ranging from the lower number of proposed homes, a general reduction in building heights across the site, and the relocation of key amenities like the pump track into the new park area have been implemented. Other significant changes to the proposals include the incorporation of a Lido with Gym facilities, as well as increased and enhanced dune environments to support nature-focused well-being.

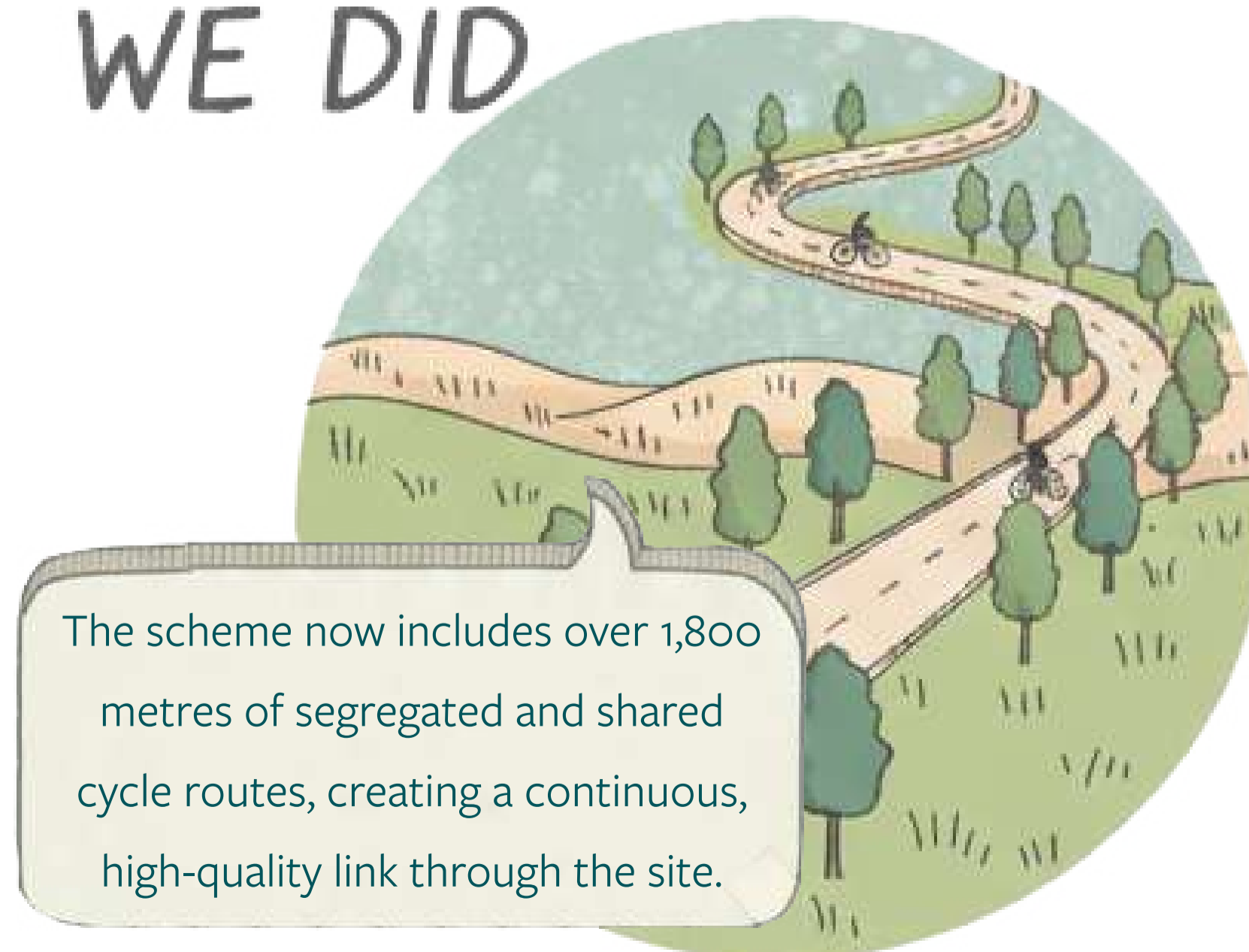
These changes directly address feedback received to date for leisure and integration with the natural environment. These tangible amendments to the proposals have been directly influenced by the public consultation undertaken to help deliver a scheme that reflects local priorities.

## Active Travel

YOU SAID



WE DID



## Public Parking

Loss of public parking spaces raised concerns, particularly in relation to key events.

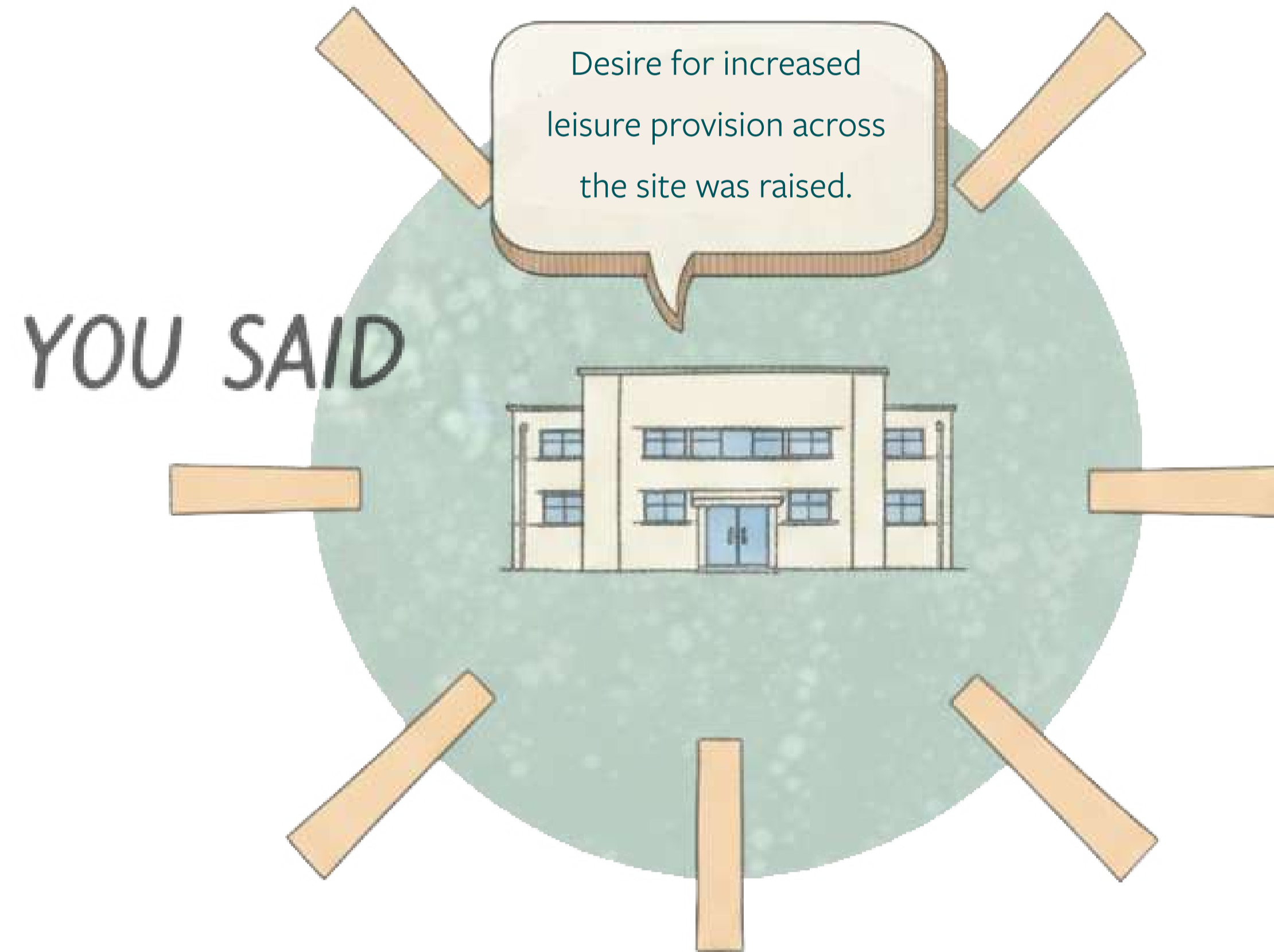
YOU SAID



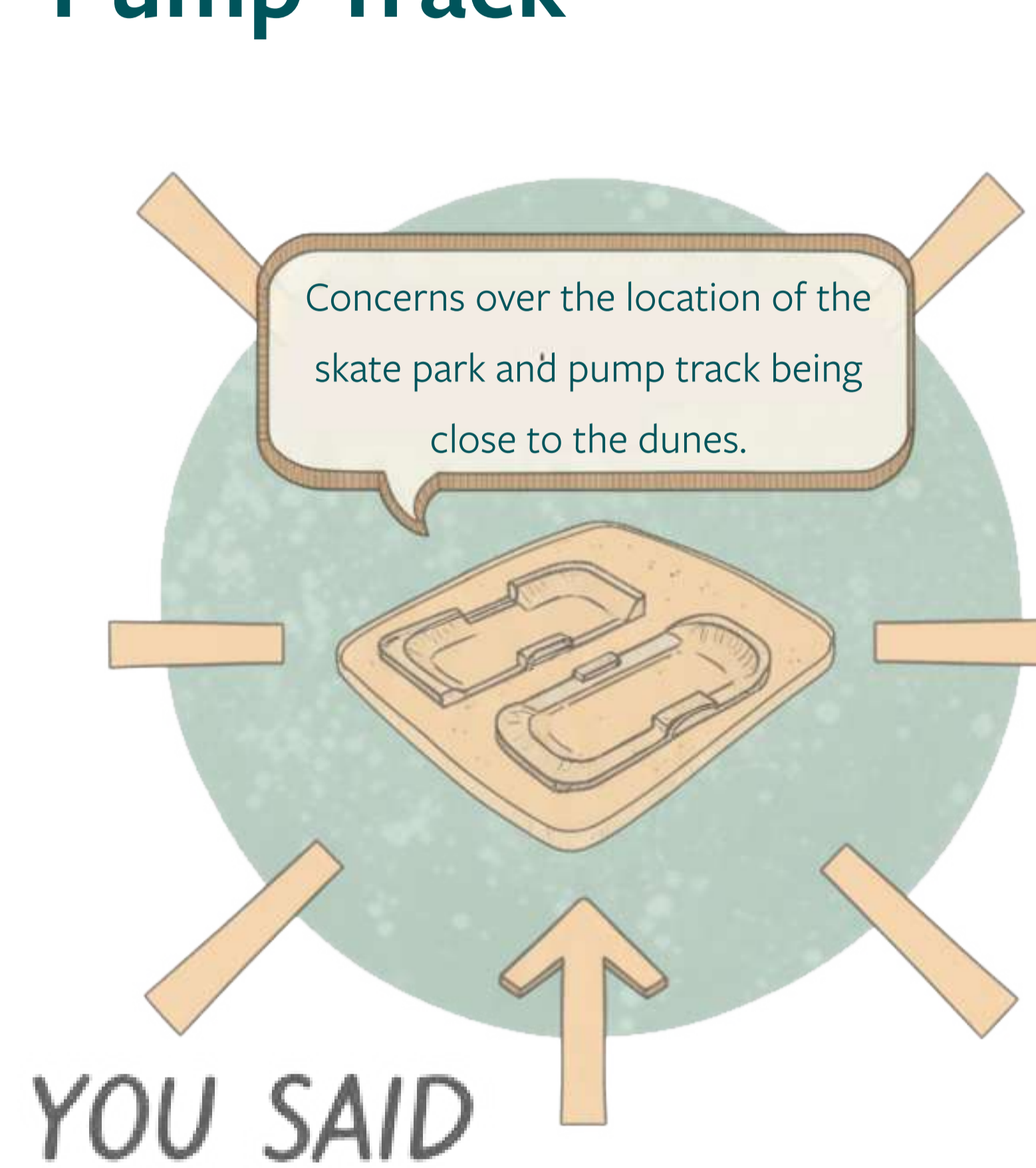
WE DID



## Leisure Facilities

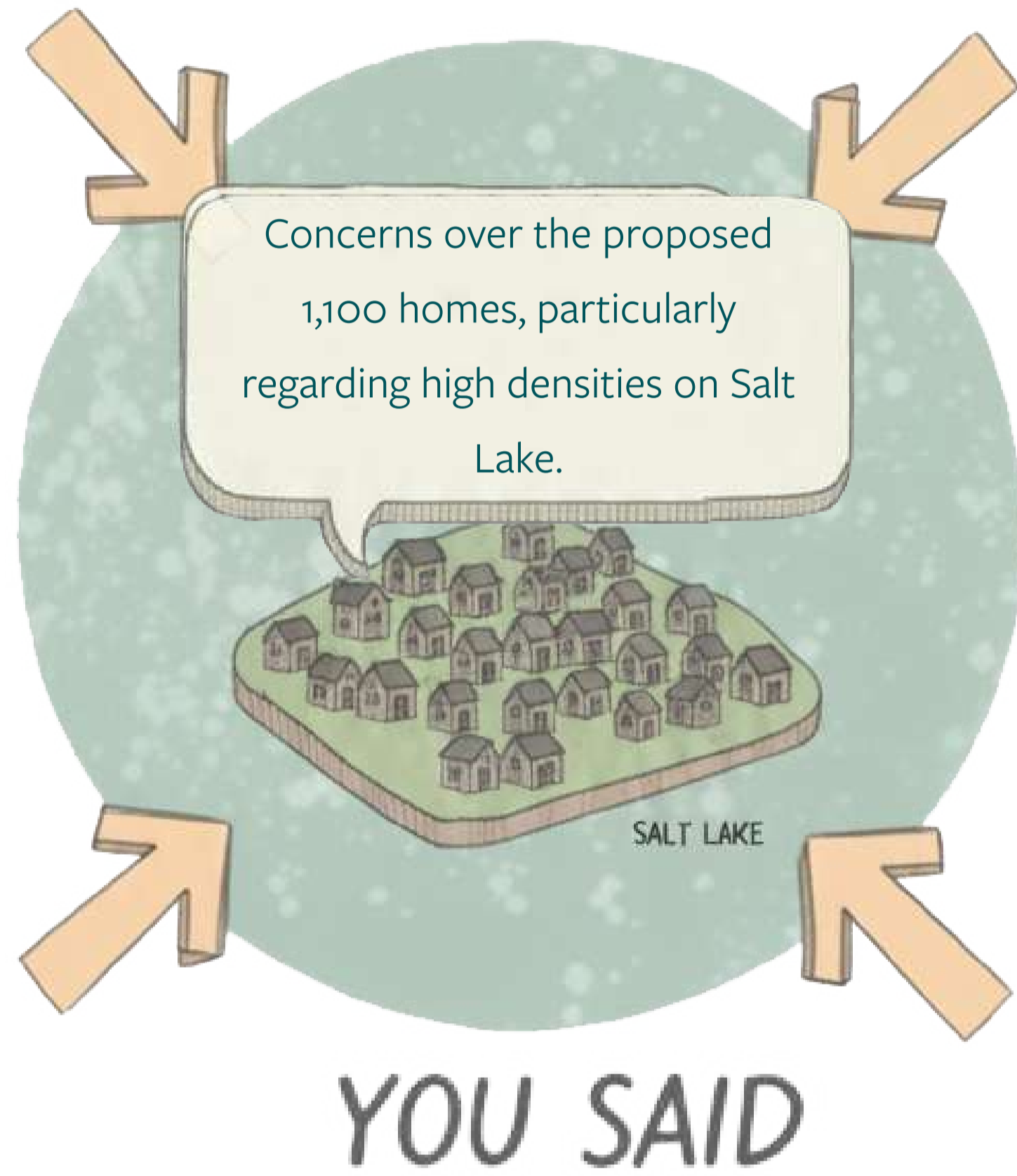


## Pump Track

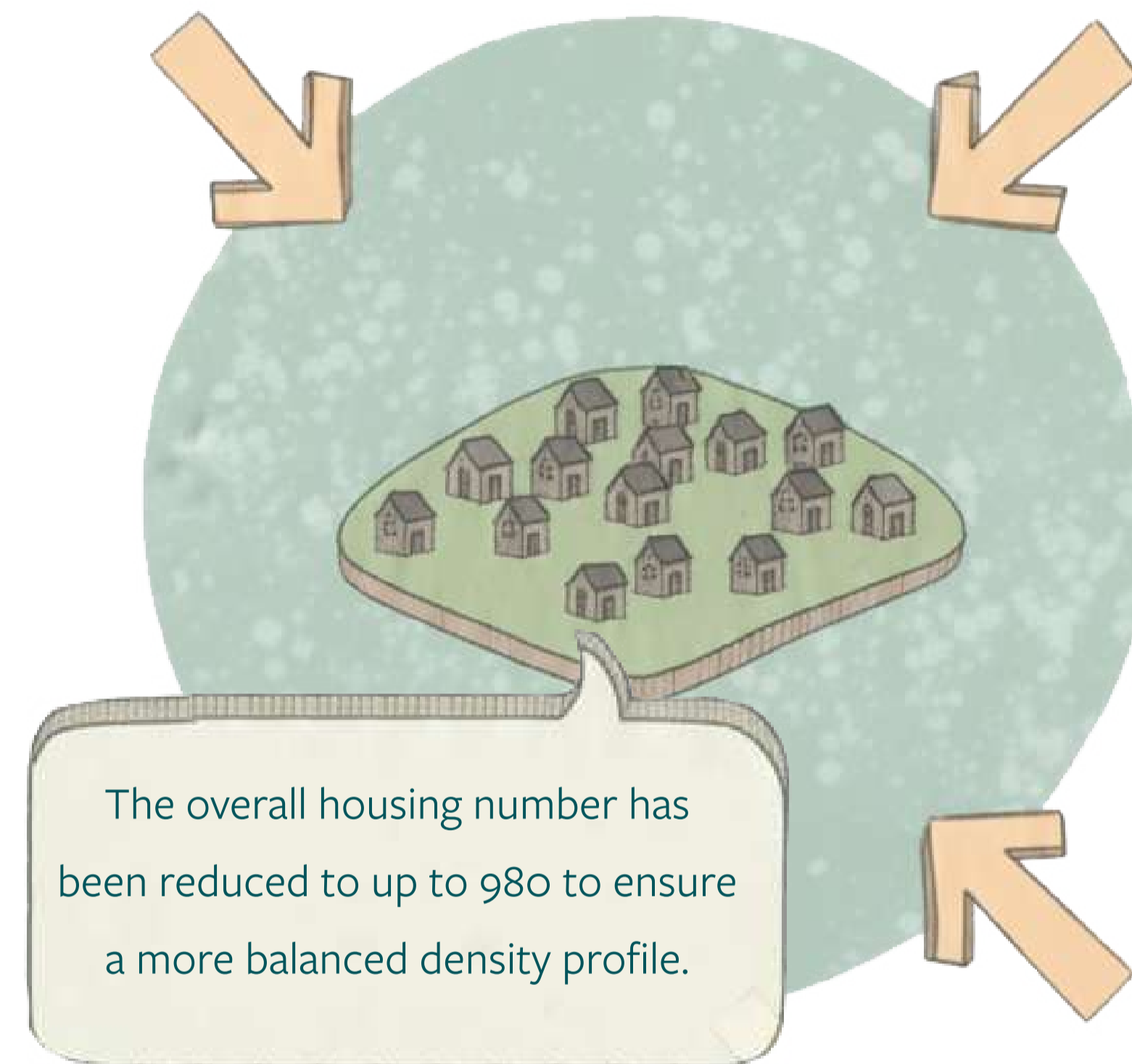




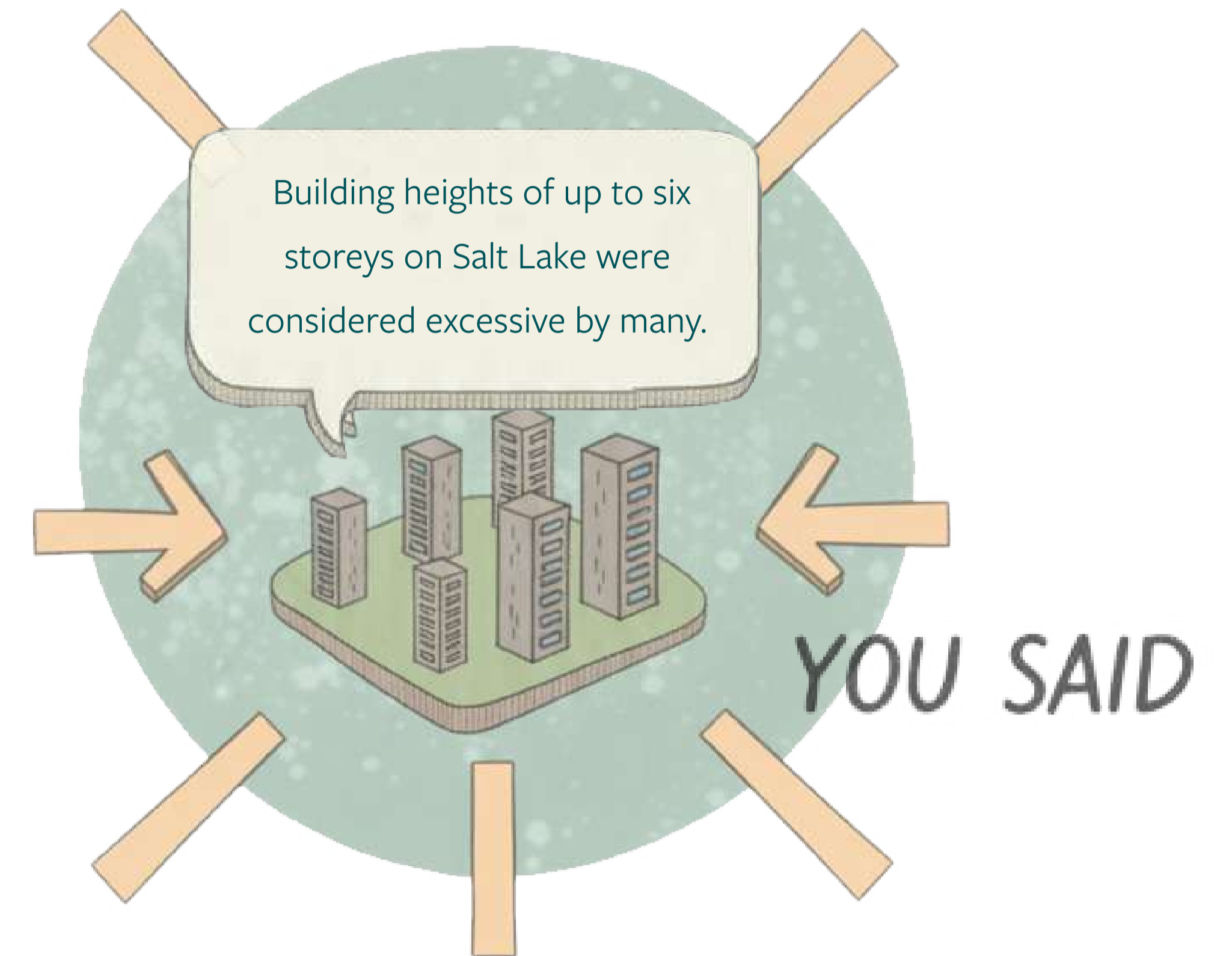
## Number of Homes



## WE DID



## Reduced Heights



CGI of new formal play and cafe at Salt Lake Promenade with reduced building heights

## Leisure Facilities

### YOU SAID



Support for integration of the dunes into a well-being and nature-focused offer.

### WE DID



The dune extents have been broadened and further enhanced to create a more cohesive landscape. Multiple previously separate dune areas are now unified into a single, interconnected system.



CGI of new Sandy Bay Gardens looking North West



CGI of new Sandy Bay Gardens looking South East

# Porthcawl Waterfront Regeneration FAQs



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## Has the council listened to what local people want?

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- Yes – the masterplan has been built off the back of extensive public engagement, feedback and studies carried out over a number of years.
- Almost 1,000 people attended the most recent masterplan consultation to view plans, offer opinions and ask questions, and we also received online or direct feedback from more than 400 people.
- In the last five years alone, we have held 10 separate public consultations on regeneration proposals (see below).
- Feedback from people of all ages and backgrounds has been analysed and fed back into the updated plan.
- The final masterplan reflects the views and needs of residents while remaining realistic, achievable and capable of delivering a long-term sustainable future for Porthcawl.
- We want Porthcawl to evolve, not stagnate and stand still. The masterplan demonstrates our hopes, aspirations and ambitions for the town, and outlines how we intend to work with developers to make it happen.

## What public consultation has taken place within the last five years?

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- June 2021 – July 2021 Replacement Local Development Plan (LDP) Consultation
- August 2021 Placemaking Strategy Stakeholder Engagement
- October 2021 Compulsory Purchase Order Consultation
- November 2021 Placemaking Strategy Consultation
- June 2022 Appropriation of Land at Griffin Park and Sandy Bay Consultation
- February 2023 Open Space Concept Design Stakeholder Engagement
- April 2023 Open Space Concept Design Consultation
- January 2024 Town Centre Placemaking Strategy Consultation
- October 2024 Masterplan Stakeholder Engagement
- February 2025 Masterplan Consultation

## What community and leisure facilities are you proposing to introduce?

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- A Lido-style swimming pool development at the harbour end of Salt Lake which incorporates a gym, a high-quality hotel, a restaurant, a café, a new community use building and more.
- A new site for public events at the food store end of Salt Lake complete with fairground rides, performance space and opportunities for providing food, drink and entertainment.
- A splash pad, mini golf, a pump track, a skate park, a multi-use games area, a basketball court, pocket parks, fitness trails, climbing walls, community gardens and various play areas equipped for children of different ages, all interlinked by a network of paths and routes that are suitable for pedestrians and cyclists.
- With plenty of opportunities for new shops, cafes, restaurants, bars and kiosks, the masterplan also features space for a new outdoor arena, buildings that can be used by community groups, a coastal linear park, community pavilions, a site for motorhomes and touring caravans, land for educational use, and lots of space suitable for hosting seasonal fairs, festivals, markets, stalls and other events.
- In addition, now that Sandy Bay is under public ownership, we will be enhancing local access and encouraging its use for new activities such as surfing lessons and outdoor fitness classes, open air yoga etc.
- All of the above will require appropriate delivery partners, planning permission and suitable sources of funding, but are indicative of the types of facility that we are seeking to work with developers to provide.

# Porthcawl Waterfront Regeneration FAQs



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## Why do the regeneration plans need to include housing?

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- The population of Bridgend County Borough is expected to increase by 13,700 people by the year 2033.
- In Porthcawl, more than 280 people are currently on the housing list waiting for suitable accommodation to become available.
- Unless we build more houses, not everybody will have a home in future.
- Regeneration is funded by selling land for development, so by providing community-focused housing, we can help tackle the housing crisis and generate money which pays for new infrastructure to be installed.

## Who will live in the new housing?

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- Bridgend County Borough Council and Welsh Government have already agreed that up to half of the new housing will be classed as affordable.
- It will be suitable for a full mixed community of families, older people, couples, individuals living alone, key workers, veterans and more.
- We intend to have a variety of tenures in place, including shared ownership and low-cost home ownership for people who may not require social housing, but cannot otherwise afford to buy locally at open market values.
- We also intend to prioritise local people first for the housing and to impose limits on the future use of residential units, including restrictions preventing them from being used as holiday lets or second homes.

## How will people access the new housing at Sandy Bay?

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- Under the plans, a new access road will be built to link with the housing at Sandy Bay.
- This will mean drivers can avoid trying to access the site via New Road, Sandy Lane or Rhych Avenue.
- The new road will be aligned as far south as possible to limit any impact on the extension of Griffin Park and the creation of a new 'green corridor'.

## Is the new housing aimed at asylum seekers and illegal immigrants, or wealthy people who can afford to pay high prices?

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- No – the housing is intended to help meet local needs, and ensure that Porthcawl can evolve as a modern coastal town.
- Part of the new development will be classed as affordable housing, and a range of different tenures will be in place.
- It will be subject to a lettings policy that will focus upon local people first in keeping with our desire to create a new community within Porthcawl that best serves local interests.

## Have you reduced the amount of housing, lowered building heights and increased the amount of open or green space in line with public feedback?

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- Yes – we are now projecting around 980 new homes spread throughout the entire length of the regeneration area, all built and designed to blend in with the surrounding landscape and increased green space.
- We have increased and widened areas of green space and public accessibility by 45% since the Placemaking Strategy was developed
- We have lowered prevailing building heights by 20% across the entire site - from 5-6 storeys to 3-4 storeys.
- The changes mean that there will now be a greater number of houses than flats.
- Each part of the regeneration area will be interlinked by more than 1,800 metres of new paths and routes suitable for pedestrians and cyclists.

# Porthcawl Waterfront Regeneration FAQs



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## Will a new multistorey car park be built?

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- While a new multistorey was briefly considered at the Hillsboro Place car park, additional surface parking has since become available on the Coney Beach site to the north of the planned access road.
- As a result, there are no current plans to build a multistorey, and the open air car park at Hillsboro Place will be reconfigured and refurbished to make it more efficient and convenient to use. Public spaces will also be provided within the Salt Lake development area.
- Together with the additional parking at the Coney Beach site, this will offer the same amount of parking that a 4-5 level multi-storey car park would have done.
- Traffic will continue to be monitored closely in case such a facility is required in the future.

## What about the impact of the regeneration on local biodiversity?

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- Extensive ecology work has been carried out which has included surveys of habitats, protected species, reptiles, great crested newts, breeding birds, wintering birds, invertebrates and more.
- Specific work has taken place in relation to bats (e.g. surveys of buildings and trees, activity surveys, remote surveys etc).
- The results of this work have been used to inform the overall masterplan for the regeneration site.
- They will enable a range of suitable mitigation measures to be introduced to ensure that the site's biodiversity can be safeguarded, and that habitats can be protected and developed.
- Details on individual measures will be highlighted as part of the planning process.

## What about the impact of new housing on the drainage and sewer system?

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- An all-new independent foul drainage system will be created which will not connect to any existing sewer within the local network.
- A single safe discharge point into the wider sewer network will be identified in conjunction with Dŵr Cymru Welsh Water.
- No rainwater will connect to the foul drainage system.
- Any existing surface water will be drained by a new sustainable system which, compared to current arrangements, will reduce the overall burden on the local foul drainage network.

## Is it true that building new houses generates extra revenue through council tax?

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- Before supplying councils with the annual grant that they rely upon for funding key services, Welsh Government first deducts the amount of money that each area is expected to raise via council tax.
- As a result, building extra houses does not generate additional or extra revenue through council tax.

## Will there be enough car parking spaces to accommodate the new housing as well as visitors to Porthcawl?

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- Extensive research including traffic surveys and parking studies has been carried out over a four year period.
- This has confirmed that Porthcawl requires up to 600 spaces to cope with average peak demand throughout the year, and around 1,000 spaces for when specific events such as summer bank holidays, 10K runs or Bonfire Night draw higher levels of visitors into the town.
- In addition to parking for the new housing, around 400 spaces will be available spread between Hillsboro Place and Salt Lake, while the Coney Beach area will have approximately 200 spaces, all configured to offer maximum efficiency.
- To accommodate periods when visitor levels are higher, the council is in the process of identifying a new overflow car park. This forms part of a separate public parking strategy for Porthcawl, and more details will be released once it has been completed.
- A Metrolink station has already been installed alongside Salt Lake to accommodate visitors who opt to visit the town via public transport.

# Porthcawl Waterfront Regeneration FAQs



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## What will the housing look like?

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- The proposed pattern for the housing element of Sandy Bay takes inspiration from the likes of existing Porthcawl streets that are typically built perpendicular to the edge of the coast (such as Picton Avenue, Esplanade Avene and Mary Street).
- This layout allows for long vistas framed by a rhythm of townhouses which favour open, walkable neighbourhoods and encourage social interaction.
- The majority of premises also feature projecting bays and balconies to offer views of the sea, dunes (to the south) or the hills (to the north).

## What are the next steps?

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- A great deal of work has to be carried out to finalise and prepare the regeneration site, select suitable contractors, source funding and development partners, and satisfy the requirements of the planning process before construction can begin.
- The next step will involve carrying out pre-planning application consultation on the final draft masterplan proposals, and this has been arranged to take place between November 2025 – January 2026.
- As part of this process, the final draft masterplan will be made available at [www.porthcawlwaterfront.co.uk](http://www.porthcawlwaterfront.co.uk), and a public event will take place at the Hi Tide in Porthcawl on 25 November 2025 to provide people with an opportunity to view the masterplan in closer detail and ask questions.
- As it is a long-term project, we will be advising people about key dates in this process, so please look out for further updates.

## Will this extra housing mean extra strain for local GP services?

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- Cwm Taf Morgannwg University Health Board has been fully involved with the council's Local Development Plan, which decides how land can be used and what can be built within the county borough.
- They have confirmed that the existing Porthcawl Medical Centre was constructed with prior knowledge of the future regeneration project, and that it was factored into their local provision of services.
- At this stage, the practice has not reported any concerns regarding increasing patient numbers.
- The council is liaising with the health board and is keeping them fully updated on progress so that they can plan ahead.

## Did the council close down the Coney Beach Amusement Park?

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- No – it was entirely the decision of the owners of Coney Beach Amusement Park to close the funfair down and sell the site.
- Welsh Government purchased the site in 2023 to safeguard the land for use within the council's waterfront regeneration plans.
- Coney Beach Amusement Park has been associated with Porthcawl for more than a century and forms an important part of the town's cultural heritage.
- The regeneration masterplan acknowledges this with the inclusion of proposals for creating all-new funfair rides on a site at Salt Lake close to the Aldi foodstore.

## Does the waterfront regeneration affect Newton Primary School?

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- Yes – the school will gain additional land which has been reserved for educational use. This includes any future expansion or development needs that the school may have.
- There are no changes to Newton Primary School itself, and the school will remain in place / continue as normal.

## Are Aldi, Cosy Corner and the Metrolink also part of the waterfront regeneration?

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- Yes – they all form important pieces of the overall regeneration plans.
- Each development fits into place to complement the next development.
- This is perhaps best demonstrated by the location of the existing Metrolink, which now makes far more sense when viewed through the context of the artist impressions showing its proximity to other new developments within the completed site.

## What other regeneration developments have taken / are taking place in Porthcawl?

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- Grand Pavilion redevelopment (£20m)
- Western Breakwater, Eastern Promenade and Sandy Bay sea defences (£6m)
- Cosy Corner transformation (£3m)
- Town Beach sea defences (£3m)
- Metrolink (£3m)
- Porthcawl Marina (£3m)
- Jennings Building (£2.5m)
- Rest Bay Watersports Centre (£1.5m)
- Townscape Heritage funding (£1m)