

theurbanists | FeildenCleggBradleyStudios

Porthcawl Leisure Strategy

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Prepared by: The Urbanists

Address: **Cardiff** Westgate House
11 Womanby Street
Cardiff, CF10 1BR

Bristol
1.13 Temple Studios
Lower Approach Road
Bristol, BS1 6QA

Email: info@theurbanists.net

Website: www.theurbanists.net

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Author: HM / DE / FL

Checked by: JD

On behalf of:

Cyngor Bwrdeistref Sirol



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Introduction

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Introduction

This document brings together the work The Urbanists have completed on behalf of Bridgend County Borough Council and the Welsh Government developing a Leisure Strategy for the Waterfront Regeneration Area

Porthcawl waterfront is undergoing significant change. Bridgend County Borough Council (BCBC) and the Welsh Government (WG) own a strategic brownfield site in an outstanding waterfront location that is allocated for up to 980 new homes, education provision and commercial space. A Masterplan was required to demonstrate how these uses could be delivered while also delivering outstanding placemaking outcomes and creating opportunities for community.

BCBC & WG commissioned the Urbanists to develop a short, medium and long term leisure strategy across the Porthcawl waterfront to deliver much needed new facilities at the earliest possible stage of the wider regeneration plans.



Leisure Strategy Phasing



The Leisure strategy is based on 3 key phases as follows:

Phase 1 – Delivery of meanwhile uses across the Coney Beach frontage, reopening of the Monster Park to the public and completion of Hillsboro South public realm. A series of individual planning applications are to be submitted to facilitate each of these uses as required

Phase 2 – Seek full planning permission for the proposed gym and lido at Salt Lake South and the revitalised Buccaneer, subject to planning consent and funding being in place deliver this as an early phase.

Phase 3 – Deliver areas of new commercial / leisure space in key locations within the waterfront regeneration area such as the former Coney Beach amusement park seafront and key locations within Salt Lake. The Salt Lake South hotel site is expected to come forward as part of this wider phase.

Meanwhile uses delivered within phase 1 are able to be relocated to permanent locations within the masterplan as part of phase 3.

Whats is a Meanwhile Use?

A meanwhile use refers to the temporary use of vacant land or empty buildings for community, social, or commercial purposes while awaiting permanent re-development. In the context of local authorities in Wales, it is used to keep assets active, secure, and productive during transition periods. Rather than leaving council owned or private sites empty while long-term planning permissions, funding, or construction procurement are finalised, local authorities issue flexible leases to allow immediate occupation.

These uses are characterised by their flexible nature, low capital input, and strong alignment with local economic, social, and cultural goals. They often rely on temporary structures like modular units or light-touch interior refurbishments that can be easily adapted or removed when permanent development begins. In Wales, this approach is actively championed through regional schemes such as the PopUp Wales initiative (supported by councils in Carmarthenshire, Swansea, Bridgend, and Caerphilly), which temporarily matches small businesses, local artists, and pop up retail with vacant high street properties.

For Welsh local authorities, incorporating meanwhile uses delivers significant strategic value across placemaking, economic growth, and community resilience. Activating vacant sites prevents urban blight and reduces anti-social behaviour, while generating steady footfall that supports adjacent businesses. Projects like Meanwhile Cardiff (providing affordable shipping container workspaces and creative studios on Curran Embankment) demonstrate how councils can create low-risk test beds for local entrepreneurs. This strategy delivers immediate social infrastructure to the community, align with the Wellbeing of Future Generations (Wales) Act, and allows councils to test spatial ideas before finalising long term masterplans.

As part of this strategy, the primary area explored for temporary uses during the delivery of the wider Porthcawl masterplan is the main stretch of public realm along the northern edge of Coney Beach. This prominent beachfront location, overlooking the beach and the former Pleasure Park site, provides an opportunity to introduce a range of leisure led meanwhile uses as the masterplan progresses.

In addition, the following leisure led destinations have been considered:

1. Monster Park - Creating a new accessible park before a new link road is constructed.
2. Meanwhile Uses - utilising land to the rear of the Aldi store within Salt Lake facing onto Eastern Promenade.

A number of local businesses have been engaged as part of the strategy, helping to inform the opportunities and potential uses identified.



Ffos Caerffili



Ffos Caerffili





The Bone Yard, Cardiff



Ffos Caerffili



Boxpark, Doha



Harlyn, Cornwall



Wapping Wharf, Bristol



Hikitalo Sauna, Porthcawl



Ffos Caerffili



Hikitalo Sauna, Cardiff



Cafe / Art / Wayfinding

01.

Phase 1

Phase 1

Present State

Four sites identified for phase 1 are situated with the Salt Lake and Coney Beach areas.

The Coney Beach site forms part of the seafront promenade in front of the former Amusement Park which closed in 2025 and is in the process of being demolished. The promenade runs east west along the front of the amusement arcade. Along the promenade are a number of empty strucutres, two of which block the promenade. There are a few patches of grass and the treatment of retaining wall down to the beach changes from natural stone to concrete.

The Monster Park site lies to the north of the Hi Tide Car Park adjacent to Mackworth Road. The park used to have dinosaur sculptures but now is closed off to the public.

Lastly the Hillsboro South site is located further south off The Portway opposite the Porthcawl Metrolink.

The following pages focus on the Coney Beach and Monster Park projects.



1. The Promenade



2. The Buccaneer



3. Former Coney Beach Amusement Park



4. Former Coney Beach Amusement Park



5. Hillsboro South



6. Hillsboro South



7. Hillsboro South



8. Monster Park



9. Monster Park



Phase 1 Sites



Constraints and Opportunities

The constraints and opportunities are illustrated on the plan on the following page. They give an idea of a way forward to reinvigorate this section of the seafront.

The site constraints are as follows:

1. The site is home to the former Coney Beach Amusement Park which is currently being demolished, local sentiment is to see activity reintroduced to this area as soon as possible.
2. Parts of the promenade are blocked by a number of buildings that obstruct clear views over Sandy Bay Beach along the waterfront.
3. Demolition works across Coney Beach risk creating banks of rubble that could create a visual eyesore and hinder the enjoyment of the area.

The site opportunities are as follows:

1. Create a meanwhile mixed use destination that regenerates this area of the waterfront.
2. Activate Coney Beach drawing people in from the Eastern Promenade along the waterfront for the benefit of all existing businesses in the area.
3. Clear the promenade of all the clutter, removing redundant buildings to improve physical and visual permeability, strengthening views along the waterfront over the beach.
4. Create a new 'dwelling' public space just off the promenade to stay and linger, supporting local businesses and facilitating the enjoyment of the beach.
5. Provide a number of different uses to attract people to the waterfront and encourage activity throughout the day and into the evening.
6. Provide temporary parking and direct access to the beach.
7. Take advantage of the context and provide some community, wellbeing, yoga and outdoor gym facilities.



Harsh dilapidated architecture resulting in uninviting and unattractive environments



Buildings blocking desire lines



Creating new destinations and vibrancy



Strong positive view to capitalise on



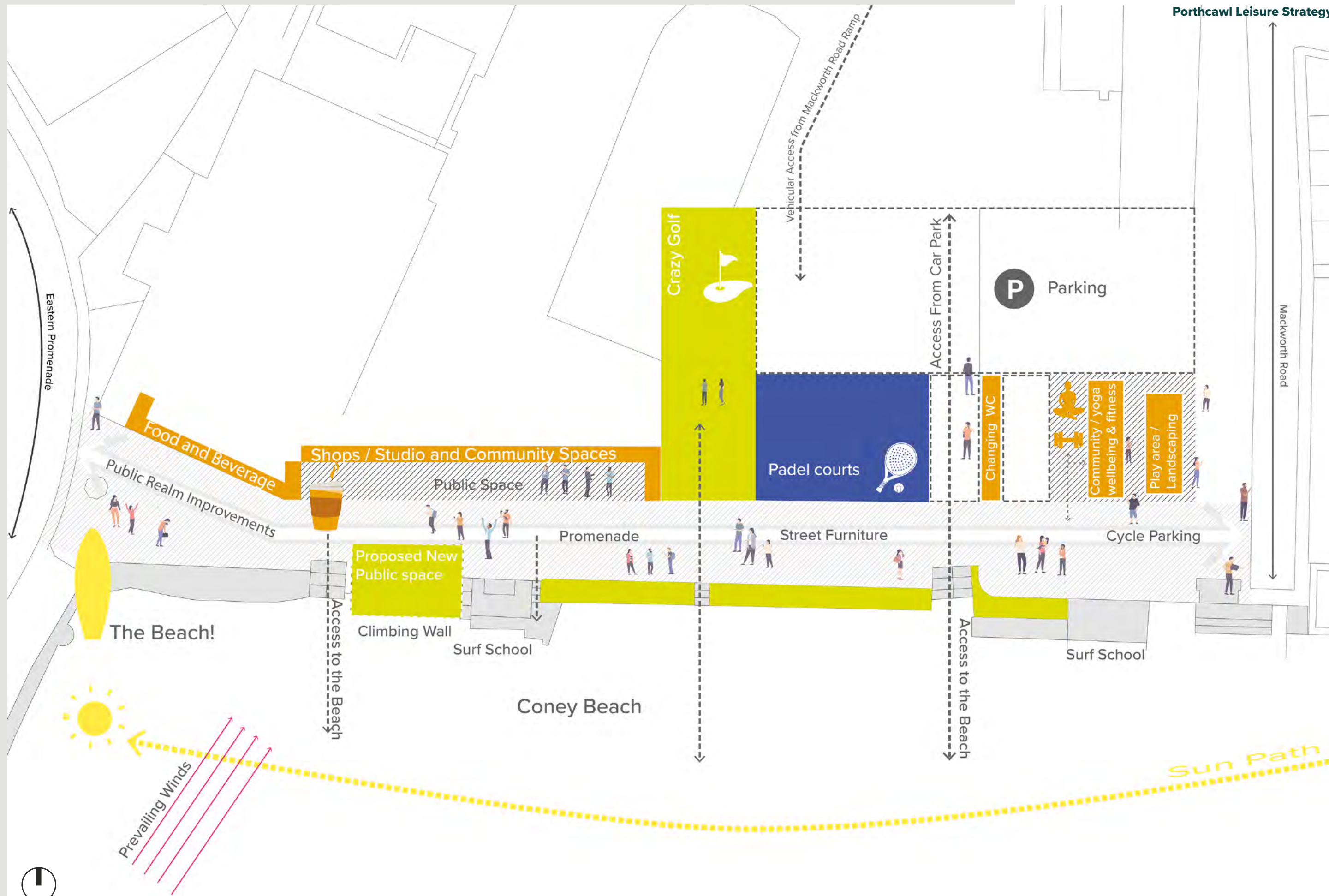
Expand the range of leisure uses



Provide incubator spaces creating activity



Street furniture creating more inviting space



Vision

To create a series of flexible and dynamic spaces along the waterfront as part of early phases that will bring new life, activity, and colour to Porthcawl while the long-term masterplan for the area progresses.

Designed as an attractive, year-round destination for locals and tourists alike, the interim schemes set out within this strategy will transform the seafront into an active hub of leisure and hospitality. Visitors can look forward to playing padel tennis or crazy golf, attending beach side yoga sessions, and enjoying a curated selection of local food and drink all set against the backdrop of Sandy Bay Beach.

The design mixes fresh contemporary elements with classic seaside charm, using bold colours and flexible structures created to adapt as the site grows. The strategy ensures that Porthcawl continues to thrive, celebrate its coastal identity, and welcome visitors throughout every stage of its transformation.



Tensile Canopies



Semi Permanent Meanwhile Use Structures



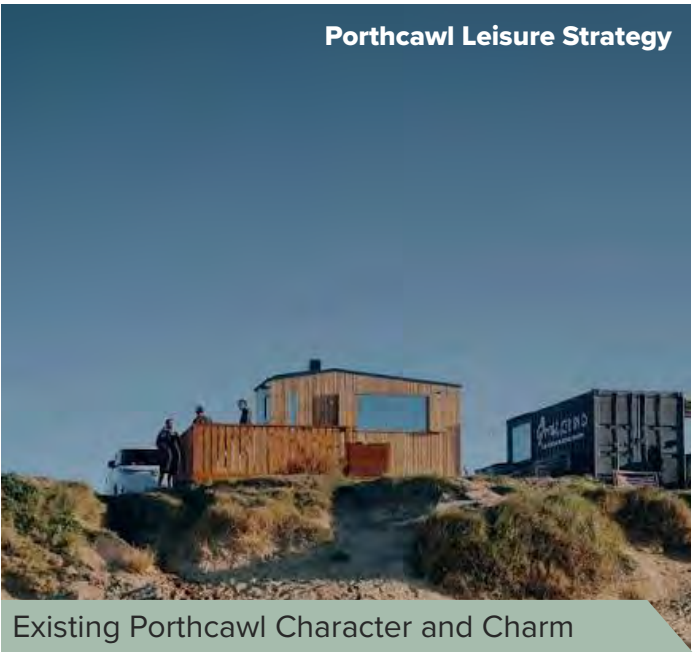
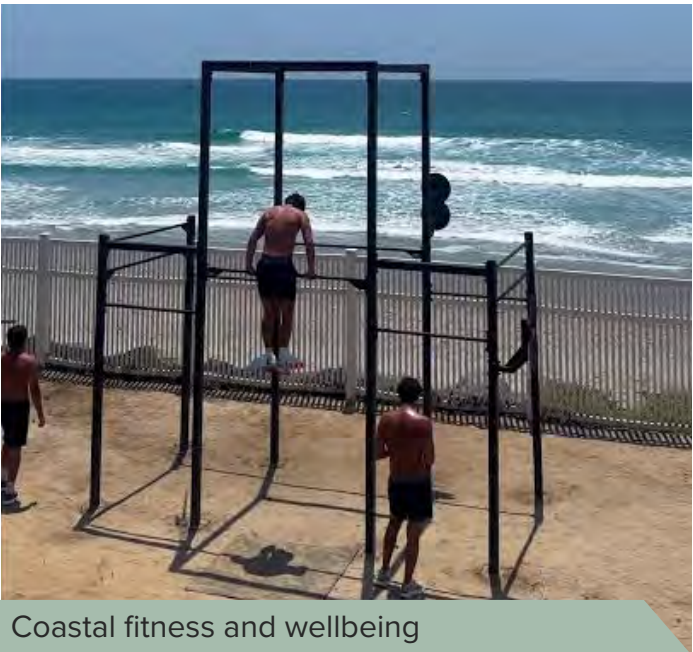
Public Space



Porthcawl Lifeguard Club



Flexible Street Furniture



Phase 1

Proposals - Coney Beach

The illustrative proposals for Coney Beach establish a vibrant, high-quality waterfront “meanwhile” destination. By bringing together a curated mix of local businesses, the scheme aims to revitalise this transitioning stretch of the promenade, reversing recent decline and driving footfall to support the wider coastal economy.

This phased approach aligns with successful, established 5 - 10 year meanwhile-use precedents, maintaining flexible, demountable infrastructure that can adapt to changing commercial realities over time.

Proposed Use Mix

The spatial strategy balances active recreation, community facilities, commercial outlets, and essential amenities:

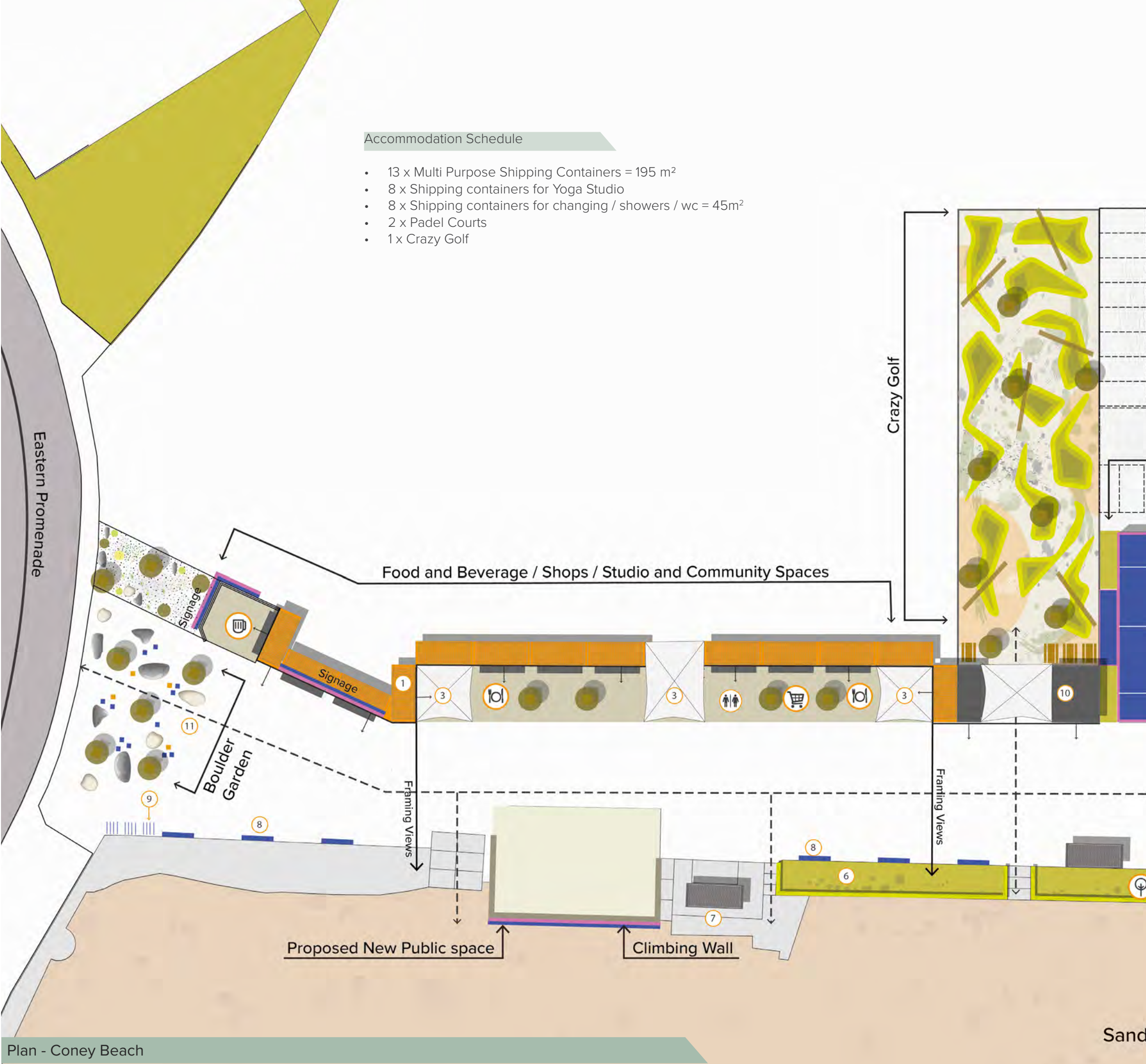
Category Proposed Uses & Facilities

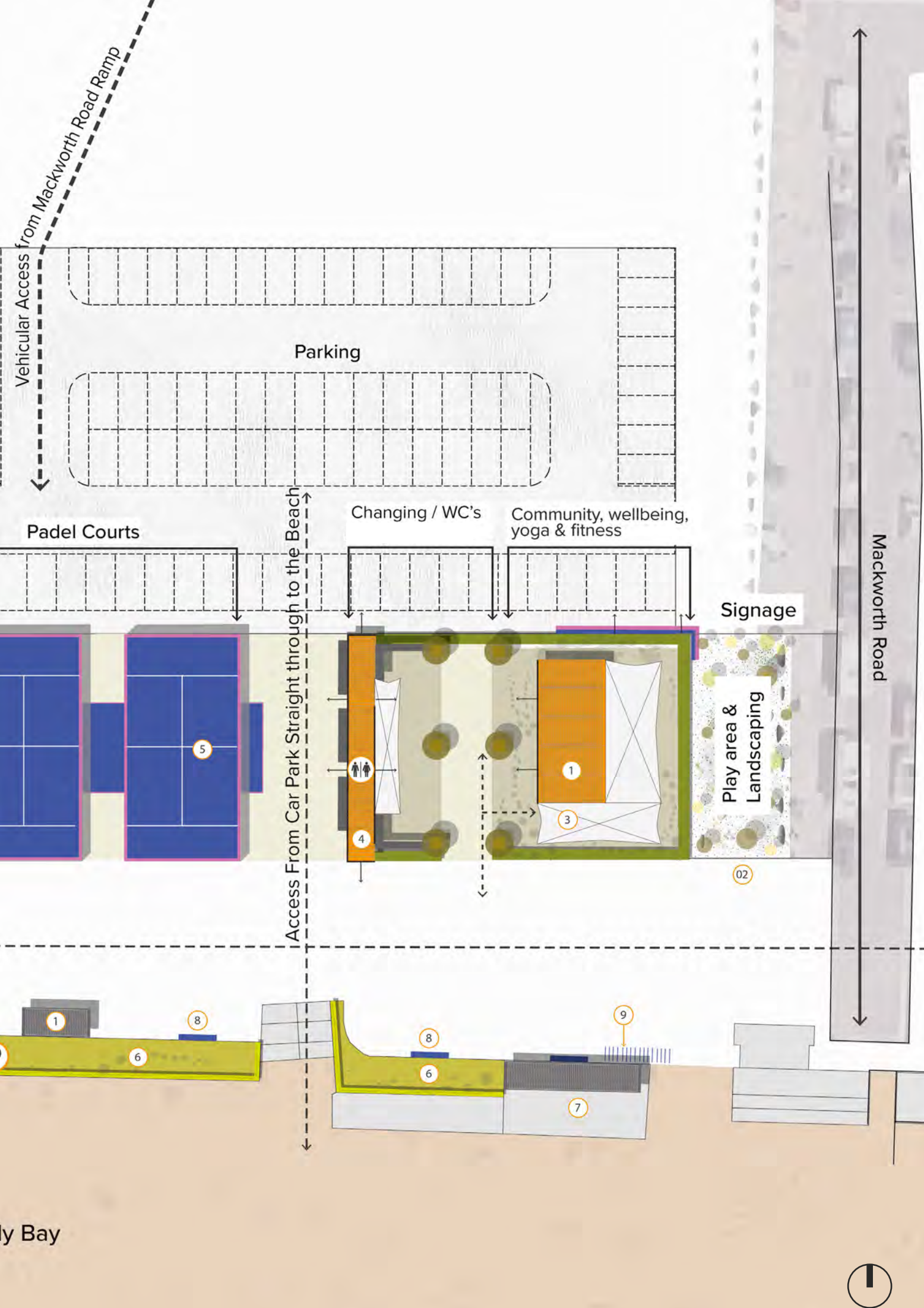
- Commercial & Culture - Food & Beverage Outlets, Retail Shops, Creative Studios, Community Spaces
- Active Recreation - Padel Courts, Crazy Golf, community wellness / yoga and fitness areas, landscaped play area
- Public Realm & Landscape - Landscaped play area, boulder Garden, Integrated Shaded Seating areas
- Visitor Amenities - Changing Facilities, Public WCs, Public Car Park

Note: The mix remains flexible to accommodate evolving commercial demands and operator requirements.

Accommodation Schedule

- 13 x Multi Purpose Shipping Containers = 195 m²
- 8 x Shipping containers for Yoga Studio
- 8 x Shipping containers for changing / showers / wc = 45m²
- 2 x Padel Courts
- 1 x Crazy Golf





Legend

- ① Containers
- ② Play area & Landscaping
- ③ Canopies
- ④ WC's/ Changing
- ⑤ Padel Courts
- ⑥ Improved Green Space
- ⑦ Surf Schools
- ⑧ Benches
- ⑨ Cycle Parking
- ⑩ Crazy Golf including Kiosk and Storage
- ⑪ Boulder Garden

Boulder Garden & Arrival Hub

Located at the western end of the promenade, on the site of the recently demolished structures, the Boulder Garden will form the primary gateway and arrival hub into the Coney Beach meanwhile and leisure strategy area.

Large natural boulders can provide informal seating, play opportunities and focal points, while also acting as robust vehicle mitigation and access prevention. Coastal planting, larger trees and shrubs within mobile planters will provide colour, shade and seasonal interest, alongside vibrant outdoor furniture.

Play & Landscape Area

Located at the eastern end of the development, adjacent to Mackworth Road, a dedicated play and landscape area will provide a complementary recreational and landscaped space.

Coastal planting, larger trees and shrubs within mobile planters will provide shade, colour and seasonal interest, with the flexible approach allowing planting and landscape elements to be relocated or reused as the meanwhile use evolves.

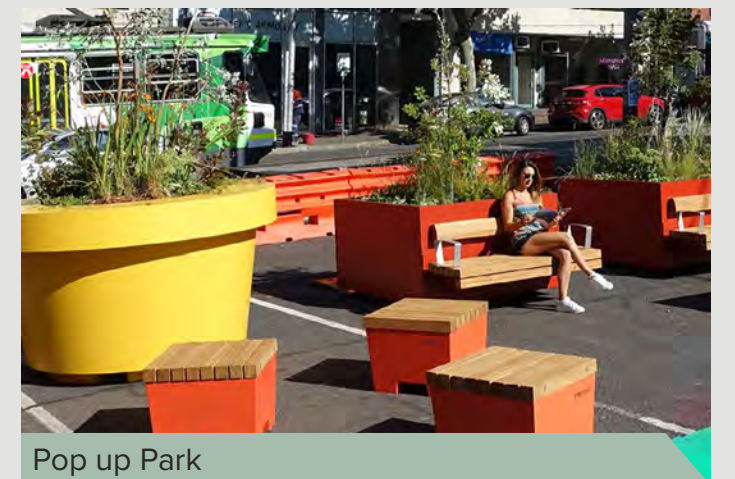
Porthcawl Leisure Strategy



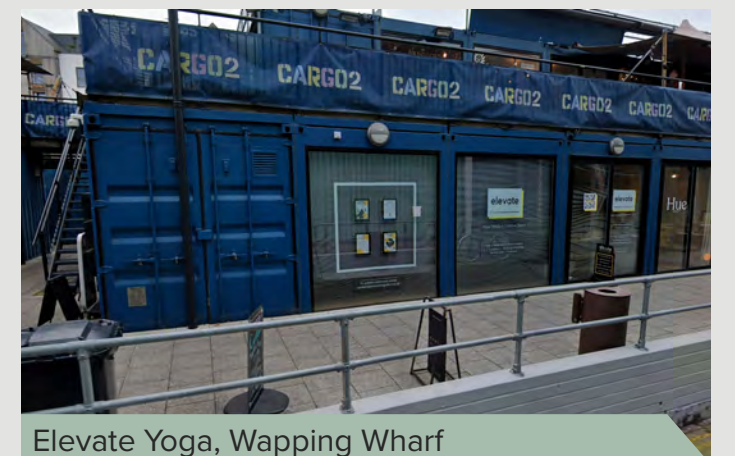
Improved Public Realm



Wapping Wharf, Bristol



Pop up Park



Elevate Yoga, Wapping Wharf

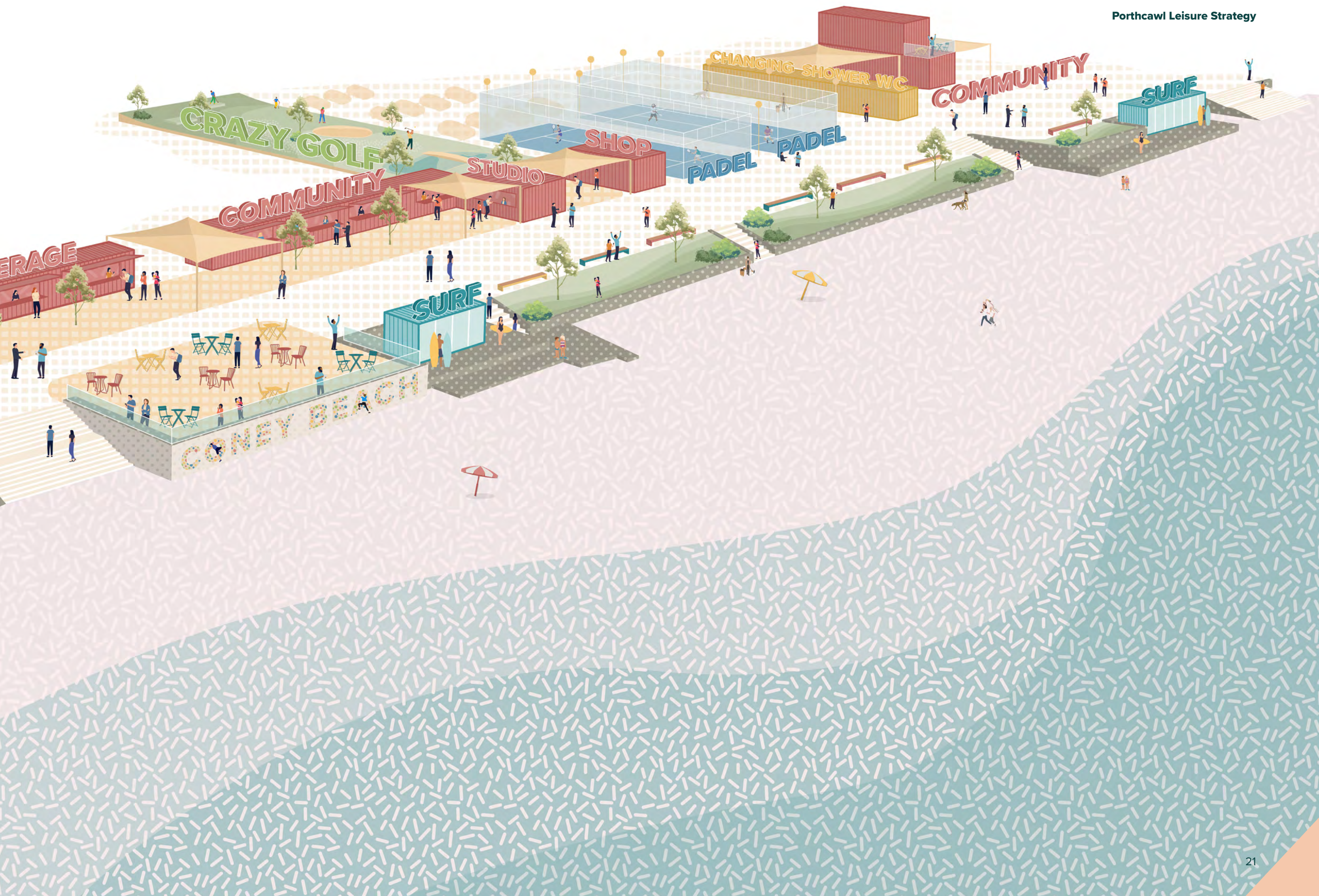
Perspective - Coney Beach

This perspective illustrates how the site will appear when approached from the west. The angled container units and landscaped rock garden naturally draw visitors along the newly cleared promenade, creating an inviting transition from the Eastern Promenade and Harbour into the heart of the site.

Arriving at the central public square, visitors are greeted by a vibrant mix of food and beverage options, accompanied by shaded seating areas designed for relaxation and pause. From this hub, guests can easily explore the surrounding activity zones or enjoy direct access to Sandy Bay Beach, a popular and renowned destination among surfers, stand-up paddle boarders, and families for its exceptionally clean waters.



Coney Beach West Perspective

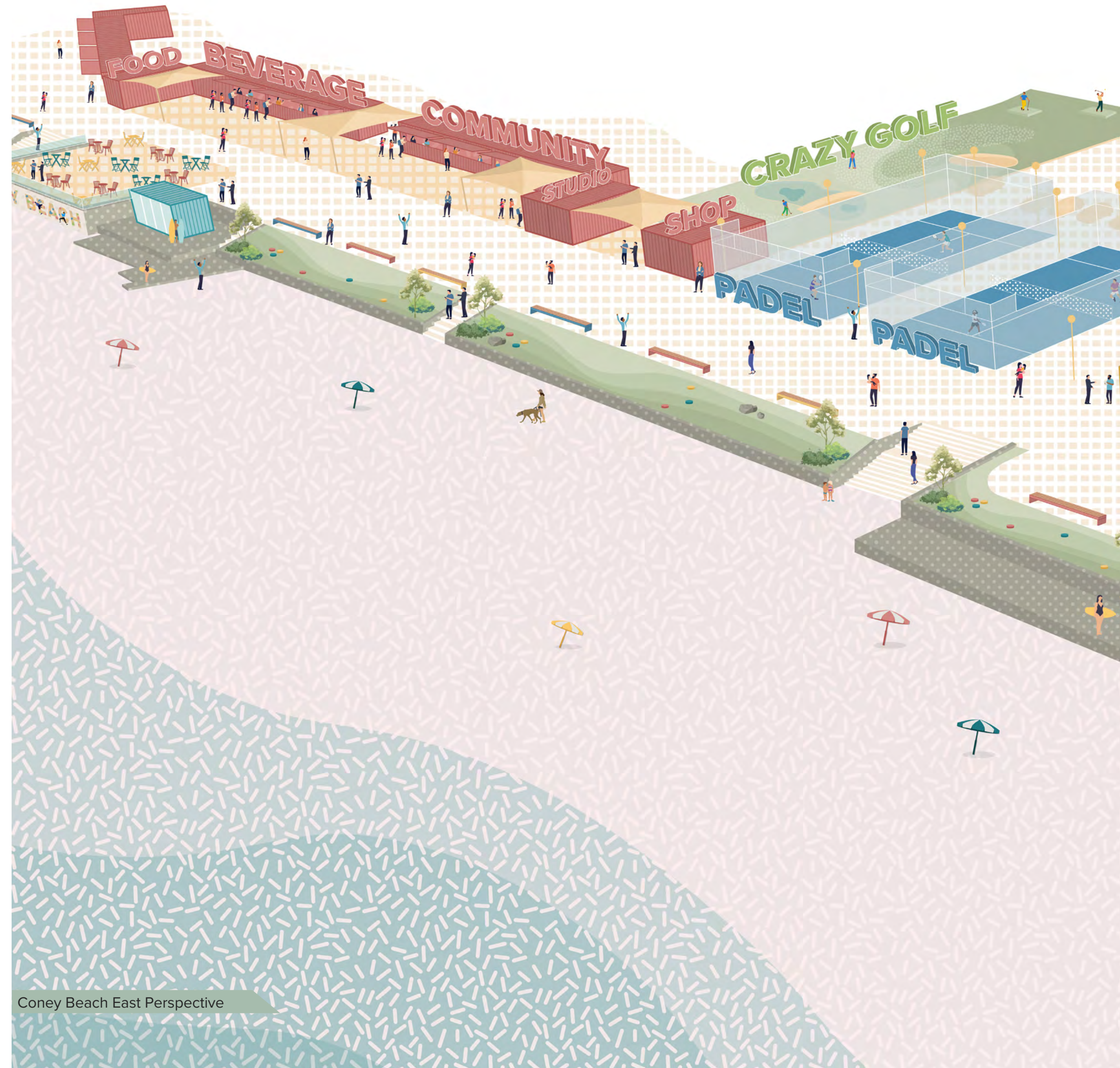


Perspective - Coney Beach

This perspective from the east illustrates the overall design vision for the site. The community wellness and potential yoga areas, a play area with appropriate landscaping and a refurbished Buccaneer building combine to form a welcoming gateway to the destination.

Upon arrival, visitors can access modern changing facilities before diving into a range of activities whether playing padel or crazy golf, or heading straight out for a surf at Coney Beach.

Following their activities, guests can recharge at a diverse selection of food and beverage outlets, enjoy a spot of retail therapy, and easily access the conveniently located car park for their journey home.



Coney Beach East Perspective



Sections - Coney Beach

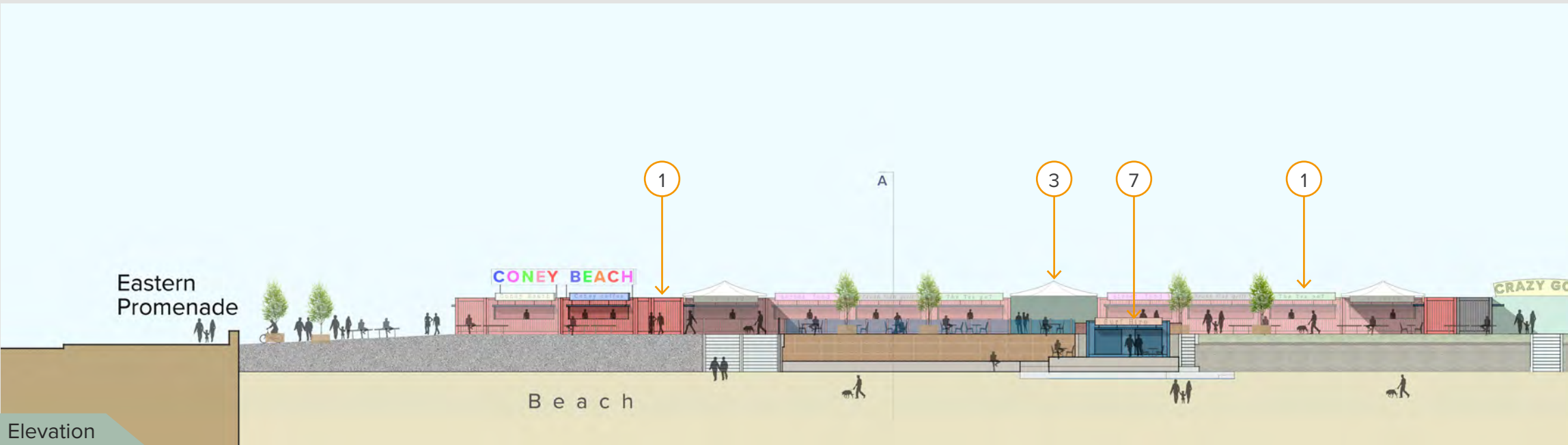
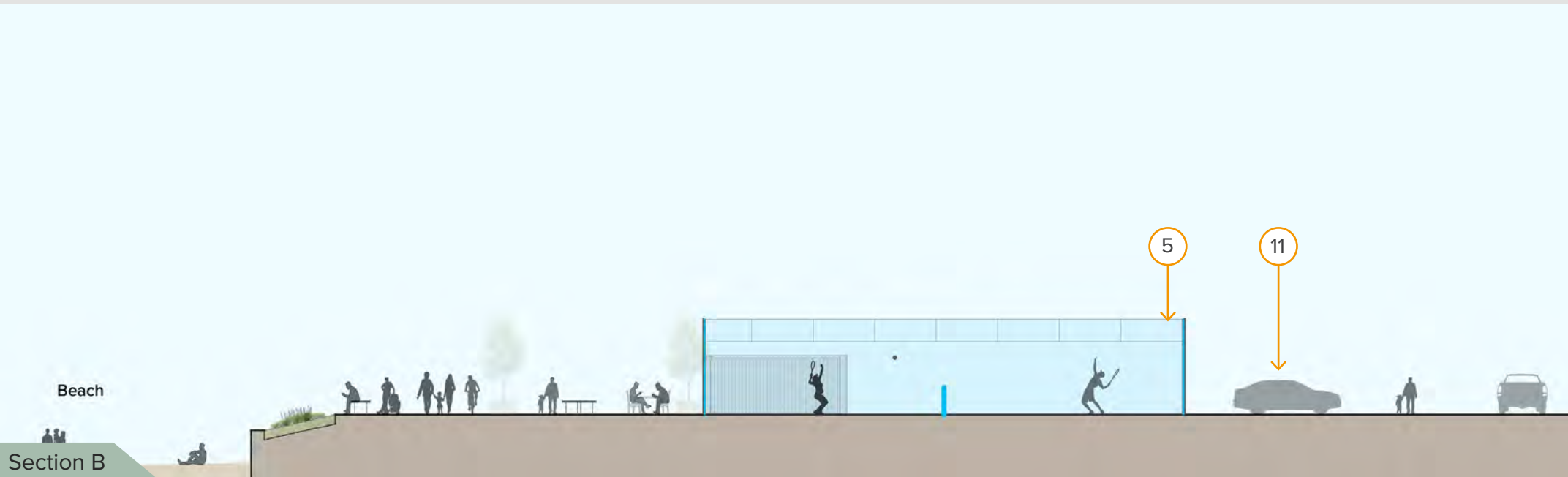
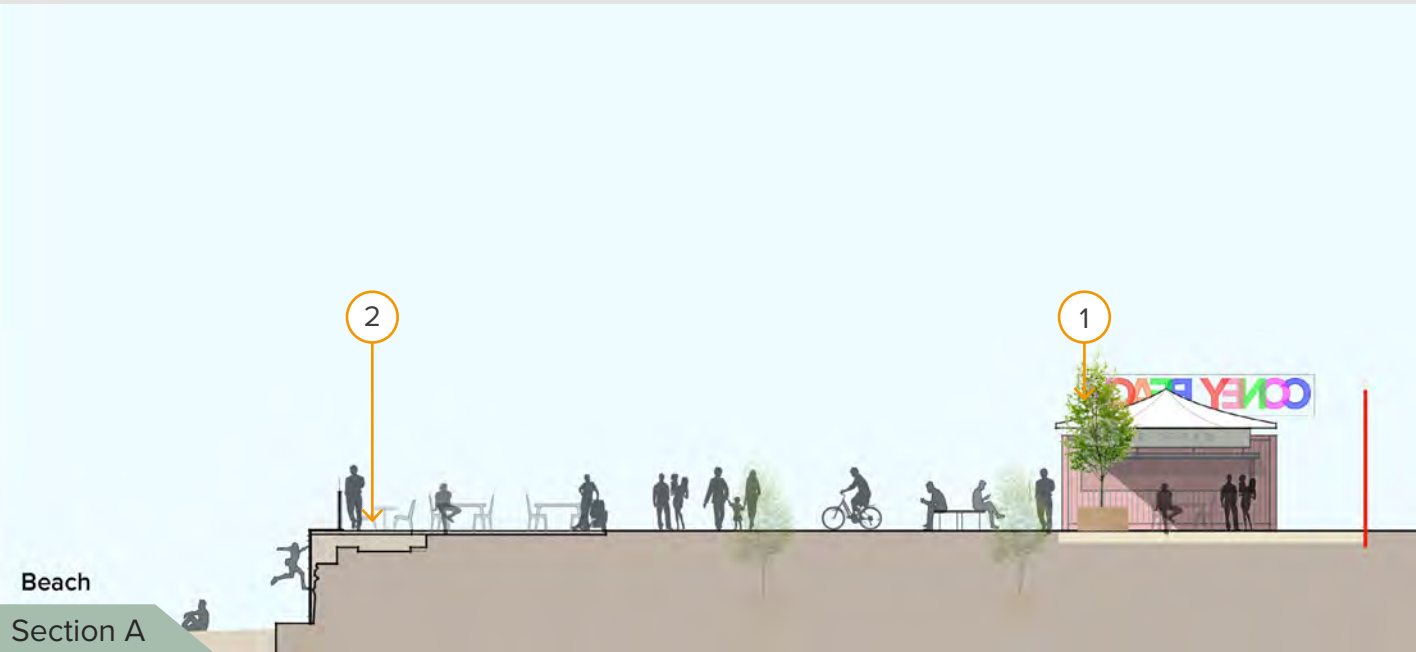
The proposed sections and elevations illustrate the scheme’s overall vision and its integration into the surrounding context. Crucially, the sections highlight the generous width and openness of the revived promenade, naturally framed and enclosed by the new developments.

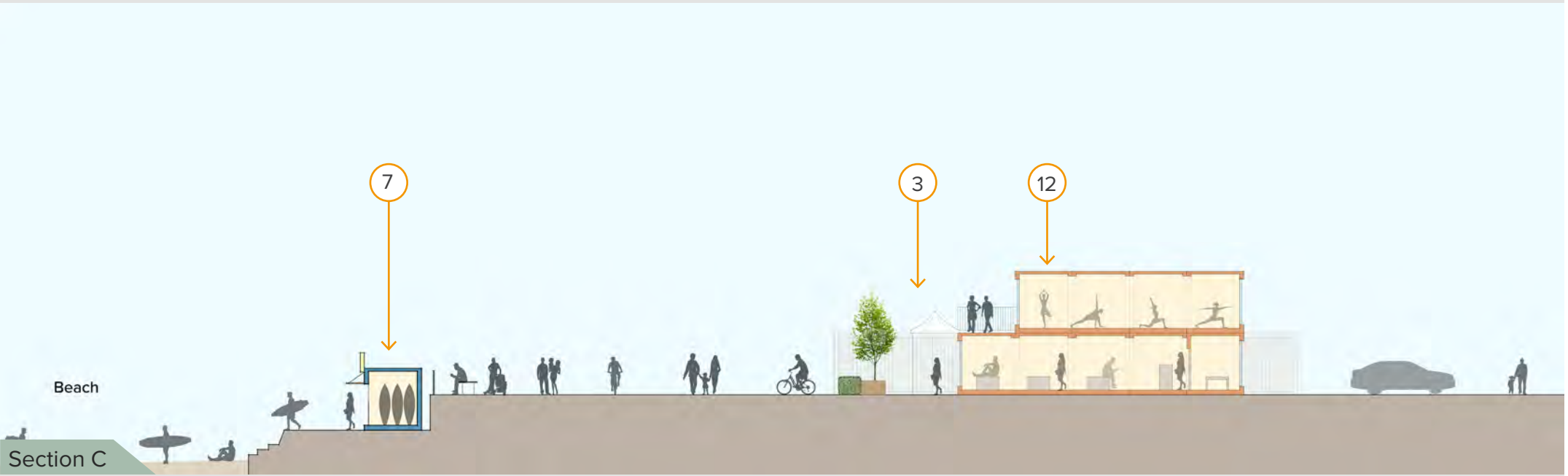
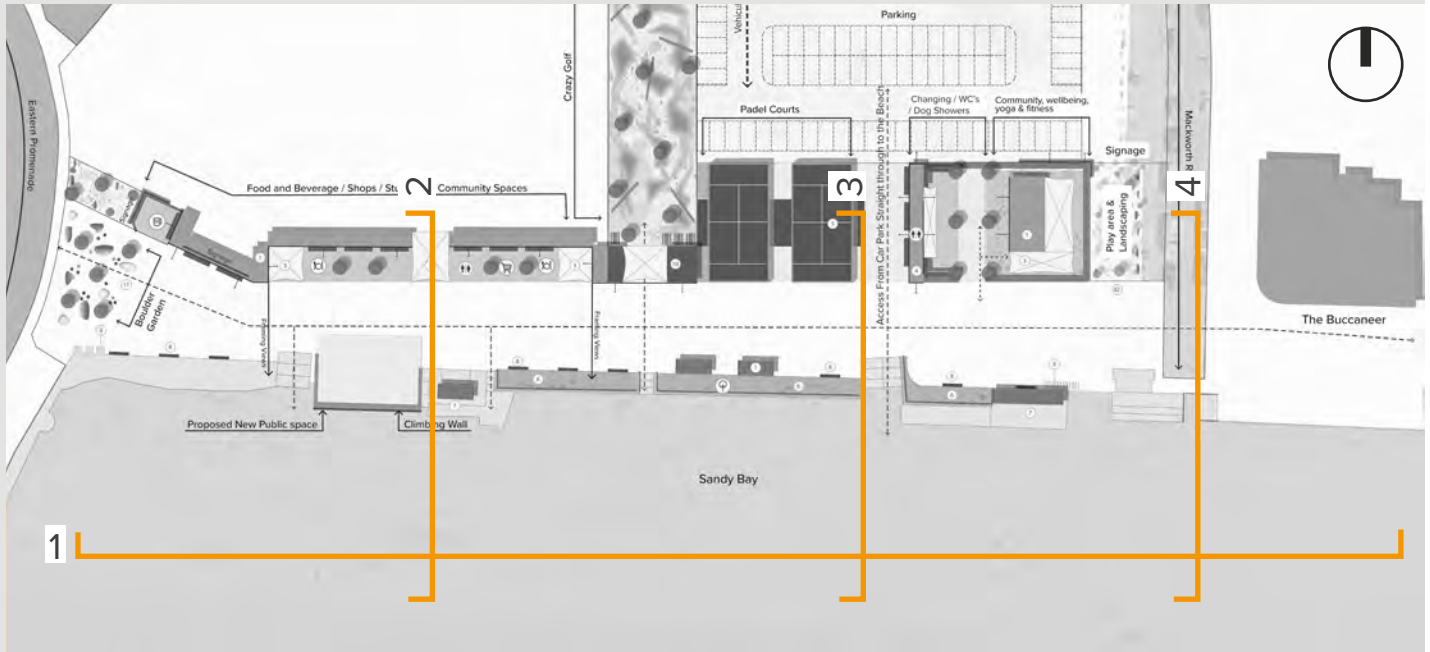
Section A, Public Square & Hub:
Demonstrates how the new public square opens directly onto the promenade. Active frontages, including the climbing wall and diverse food and beverage offerings, inject energy and vibrancy into the space.

Section B, Padel Courts & Parking: Features the padel courts positioned along the promenade, giving players sweeping views out to sea. Convenient customer parking is positioned directly to the rear.

Section C, Community wellness hub & potential yoga studio: Highlights the potential for a yoga/wellness studio, complete with a first-floor terrace overlooking the lively promenade and Coney Beach below.

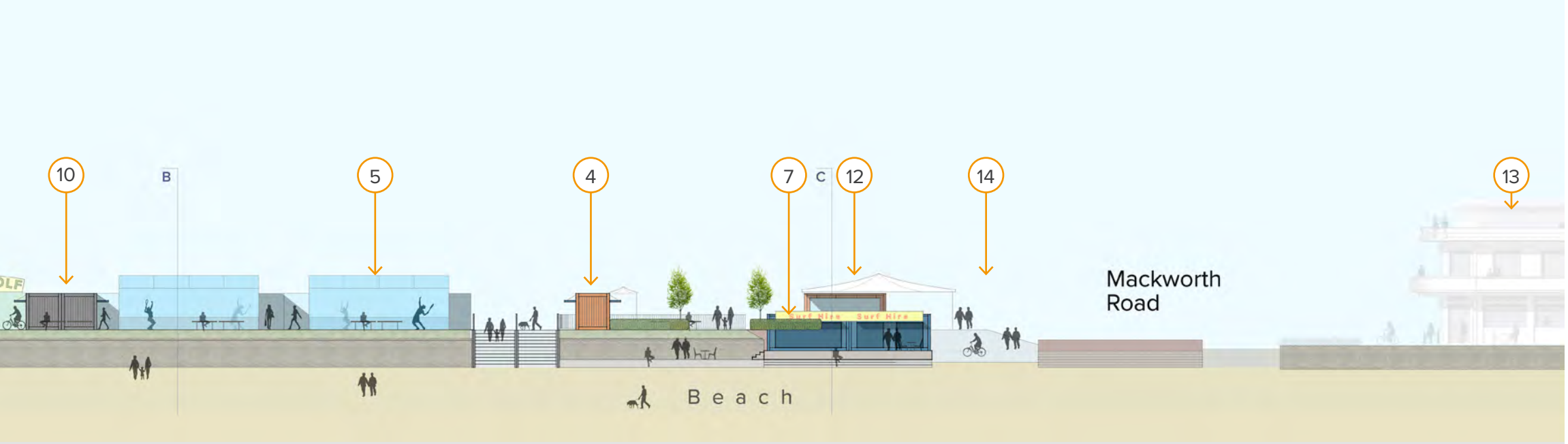
Integrated Elevation: The overall elevation combines these elements, showcasing the full spectrum of activities proposed for Coney Beach. By bringing together dining, crazy golf, padel tennis, and direct beach access, Coney Beach establishes itself as an inclusive, all-day destination with something for everyone.





Legend

- 1 Containers
- 2 New Public Space
- 3 Canopies
- 4 WC's/ Changing
- 5 Padel Courts
- 6 Improved Green Space
- 7 Surf Schools
- 8 Benches
- 9 Cycle Parking
- 10 Crazy Golf including Kiosk and Storage
- 11 Car Park
- 12 Community / wellness / potential yoga & fitness
- 13 The Buccaneer
- 14 Play area & landscaping



Proposals - Hillsboro Square

The Urbanists were commissioned to design the public realm at Hillsboro Square which is currently under construction. The space provides a flexible public realm for events, food and beverage, seating, planting and incorporating an active travel route from the town centre to the west to the Eastern Salt Lake promenade.

It features bands that represent the historic railway lines running through the site from north to south and perimeter planting to screen and buffer the site from the busy road as well as providing bio-retention as part of the sustainable drainage strategy.

The proposals deliver a number of containers for food and beverage uses on the site, the access and servicing strategy, development of the sustainable drainage strategy and the active travel route, which will be completed prior to the public realm.

The northern boundary will require flexibility to stitch into the future masterplan but south of the boundary can be fixed, which provides a positive space for the additional containers, to create a south facing area for active uses and outdoor seating. Other elements of the proposals include incidental play, allowing flexibility in the southern section for markets and events, and how to provide acoustic and visual screening from the Portway to the East. Walking to the site from the Harbour also emphasised the importance of access and arrival to the site from the south.



Proposals - Monster Park

The analysis of the Monster Park shows the opportunity to bring the space back into public use as an early phase prior to more comprehensive works when the extended Griffin Park is formed. Early work to the Monster Park is likely to include the following:

- Introduction of DDA compliant access from Mackworth Road
- Formalisation of existing paths – using natural materials such as stone dust and maintaining mown paths where appropriate
- Utilising natural timber from within the site to form retaining areas and usable park furniture
- Nature based play opportunities utilising the existing landscape



Phase 1

Hillsboro South
Site



Coney
Beach site

Monster
Park site

02.

Phase 2

Site Analysis - Phase 2

Phase 2 is formed by two sites consisting of The Buccaneer which occupies a prominent central position along the Sandy Bay frontage, situated between the former funfair site and the Hi-Tide Complex leisure complex.

The currently derelict building is ripe for regeneration the goal is to transition the site from the previous “spit and sawdust” community pub into a sophisticated, 2026-ready lifestyle destination that celebrates its past while securing its commercial future.

The second site is situated at the southern end of Salt Lake, sandwiched between The Portway and Eastern Promenade, next to the harbour with views out to the sea. The hybrid application for the waterfront area proposes a new lido and gym in this location.



1. View from the Buccaneer



2. The Buccaneer



3. The Buccaneer



4. Inside the Buccaneer



5. Lido Site



6. Lido Site



7. Lido Site



8. Lido Site



9. Lido Site



Phase 2 Areas



The Buccaneer - Through Time

Culture Asset

The Buccaneer is a key cultural asset in Porthcawl, acting as a physical record of the town's evolution as a seaside resort. It reflects broader shifts in social life—from early 20th-century leisure culture to a more working-class, community-led identity in later decades—making it a layered marker of local history.

An Authentic Community Anchor

Beyond its architecture, the building was valued as an authentic, everyday social hub. Unlike more tourist-focused venues on the promenade, it served local residents as a steady meeting place defined by live music, jukebox culture, and informal social life. It became a social anchor for Mackworth Road and the wider town, embedded in daily community rhythms.

- **The Continental Cafe, Coney Beach (1930s)**
The Continental Café at Coney Beach was a small seaside café serving visitors to the pleasure park in the mid-late 20th century. It was part of the changing promenade businesses and later disappeared or was replaced as the area was redeveloped.
- **Sidoli's Ice Cream Parlour (1930s–Mid-1950s)**
Sidoli's Ice Cream Parlour, the building formed part of Welsh-Italian café culture typical of inter-war and post-war seaside towns. It represented a refined leisure era, aligned with the optimism and growing popularity of coastal recreation.
- **The Rising Sun & Pagoda Rooms (Mid-1950s–Late 1970s)** Later converted into The Rising Sun pub, the building adapted to changing social habits. The upstairs Pagoda Rooms nightclub became a notable live music venue on the South Wales circuit, linking Porthcawl to wider regional youth and music culture.
- **The Buccaneer Bar (Late 1970s–2024)** From the late 1970s until its closure in April 2024, it operated as The Buccaneer Bar, a traditional, unpolished local pub. It maintained its role as a resilient community space, valued for its continuity, familiarity, and strong local identity.

A Layered Social Legacy

The Buccaneer is a social palimpsest of Porthcawl's changing seaside life, with each phase adding to its cultural meaning rather than replacing what came before. Across its history it reflects shifts in leisure, identity, and community use, from café culture to pub and live music venue.

Its significance lies in its continuity as a lived social space and its role as a lasting anchor of everyday local life, showing how the town's history is carried through adaptation rather than loss.



The Existing Situation

The primary building occupies a prominent corner position where Mackworth Road meets Sandy Bay, giving it strong inherent visibility from all directions within the townscape, particularly from the beach.

However, the site today is characterised by high levels of coverage and visual complexity, which have progressively weakened the clarity of the original 1930s Modernist composition.

The original three-storey masonry core remains at the heart of the site, but its architectural presence has been significantly diluted by a series of incremental rear extensions and accretions. These additions have obscured the building's relationship with its original footprint, reducing legibility of its Streamline Moderne form and its intended connection to the coastal edge.

At the northern boundary the rear of the building the site includes a number of detached and semi-detached chalet structures, historically known as the "Showman's Motel", occupying what was formerly a car park and area of vehicular access.

This edge of the site also interfaces with the southernmost dwelling of a terrace of six raised-level houses, with a narrow strip of landscaping forming a transitional buffer between the two uses.

At the eastern boundary, the site directly adjoins the Hi-Tide building, which sits at a higher level relative to the subject site, reinforcing a stepped topographical relationship and a tightly constrained edge condition.

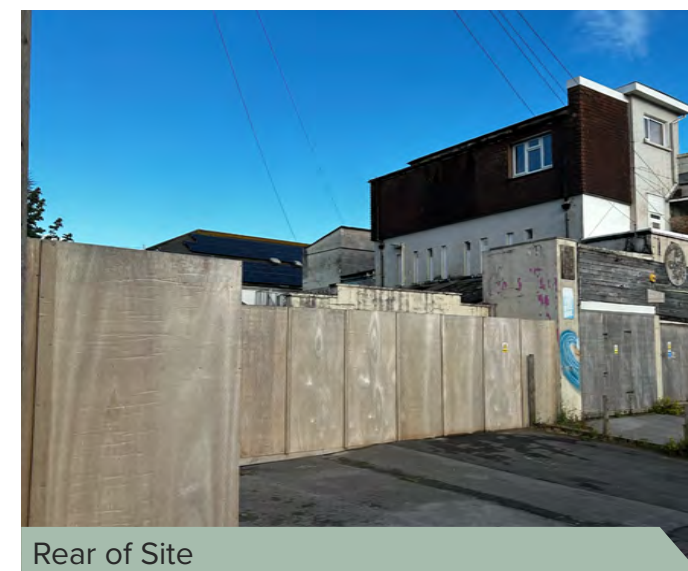
Along the western and southern edges, a series of separate commercial units including shops and amusements, now largely redundant front directly onto Mackworth Road and the existing promenade.

These additions form a continuous built edge linking the former fairground areas with Hi-Tide and beyond, but now obscure and visually isolate the primary building frontage from the public realm, weakening its presence within the streetscape.

An existing external seating area is located along the western frontage, set within an extended area of public realm between the building and the Mackworth

Road footpath. This space currently provides a semi-public interface and represents a clear opportunity for enhancement and redefinition within any redevelopment proposal. The main building entrance is also located off Mackworth Road, positioned adjacent to this area of public realm, reinforcing its role as the primary point of arrival.

Overall, the existing condition is defined by layering, fragmentation, and loss of architectural clarity, masking the strength of the original Modernist building and its once-clear relationship to the surrounding streetscape and seafront.



Rear of Site



Poor Quality West Facade



Poor Quality Seating/Spill Out Area



Mackworth Road - Promenade Junction



Promenade Commercial Units



Poor Quality Extensions and Covering

Architectural Strategy & Design Narrative

The Buccaneer Development & Heritage Strategy: A Rare Modernist Survivor

The redevelopment of The Buccaneer represents a bold, heritage-led feasibility strategy to Adapt, Retain, Re-establish, and Reuse a rare coastal asset. Positioned at the critical intersection of Mackworth Road and the Eastern Promenade, the project aligns directly with the 2026 Porthcawl Waterfront Masterplan mandate for distinctive “Heritage Markers.”

Rather than treating the existing structure as a constraint, the strategy embraces an “Existing Jewel” philosophy. The goal is to transition the site from a fragmented, “spit and sawdust” public house into a sophisticated, 2026-ready lifestyle destination that honours its working-class roots while securing a resilient commercial future.

Restoring the Modernist Gem

The building stands as a significant example of late 1920s/early 1930s Modernism that once famously thrived as Sidoli’s Ice Cream Parlour. The strategy centres on a conservation methodology of Informed Subtraction stripping away decades of “architectural noise” to celebrate and protect its original Streamline Moderne identity.

Nautical & Geometric Form: The design revives the dramatic, rounded corner frontage and flat rooflines. These elements evoke an “ocean-liner” aesthetic.

Stripping the Clutter: Mismatched modern additions will be systematically removed. This includes dismantling the heavy timber balcony structures added in the 1970s and clearing the chaotic assembly of flat-roof extensions and infill to both the front and rear of the building, alongside external fire escapes, and exposed plant machinery.

Fabric Preservation: The methodology mandates essential structural repairs to the seaward (South) facade and upper floors, remediating coastal weathering and restoring the high-spec, original white render designed to catch the unique coastal light.

Floor Plan Rationalisation

A study of the existing floor plan revealed a fragmented, darkened layout with blocked sea views. The proposed strategy clears the primary floor plates to maximise usable, high-value square footage for visitors and streamline operations.

Service Spine: All fragmented back-of-house operations including ancillary bin storage, cycle storage, utilities, and toilets, are consolidated into a single service core positioned discreetly at the rear, keeping customer zones to the frontages and completely unencumbered.

Ground Floor: Unnecessary internal partitions and elements will be removed. The existing primary entrances can be re-introduced along both Mackworth Road and Sandy Bay frontage. These welcoming spaces can be specifically designed to form a family-oriented coffee, ice cream offerings that invites footfall directly from the beach. The ground floor holds the potential to be either used as one large unit fronting onto Sandy Bay or split into a number of smaller units with a more varied offer. To the rear of there is potential for an integrated surf hire / shop / club facility.

First Floor (The Former Pagoda Rooms): The venue area will be streamlined within the original 1930s structural grid. Once the modern glazed additions to the original balcony are removed, the balcony can be revived with the addition of new glazed doors within the original openings to creating a light-filled, flexible, high-volume space with a balcony that directly overlooks Sandy Bay

Rooftop Activation & The ‘Glass Box’ Approach: The crowning intervention of the design activates the underutilised flat roof through a subtle, contemporary ‘glass box’ architectural approach, creating a premium, light-filled dining volume. Designed as a lightweight, highly transparent structure, it is strategically set back from the main footprint to not overpowers the historic curved facade. This pavilion functions as an elite viewing platform capitalising on the site’s extraordinary vantage point, framing uninterrupted, panoramic views across Sandy Bay, Porthcawl Harbour, and Ogmore-by-Sea.



Proposed Sandy Bay Elevation



Proposed Mackworth Road Elevation

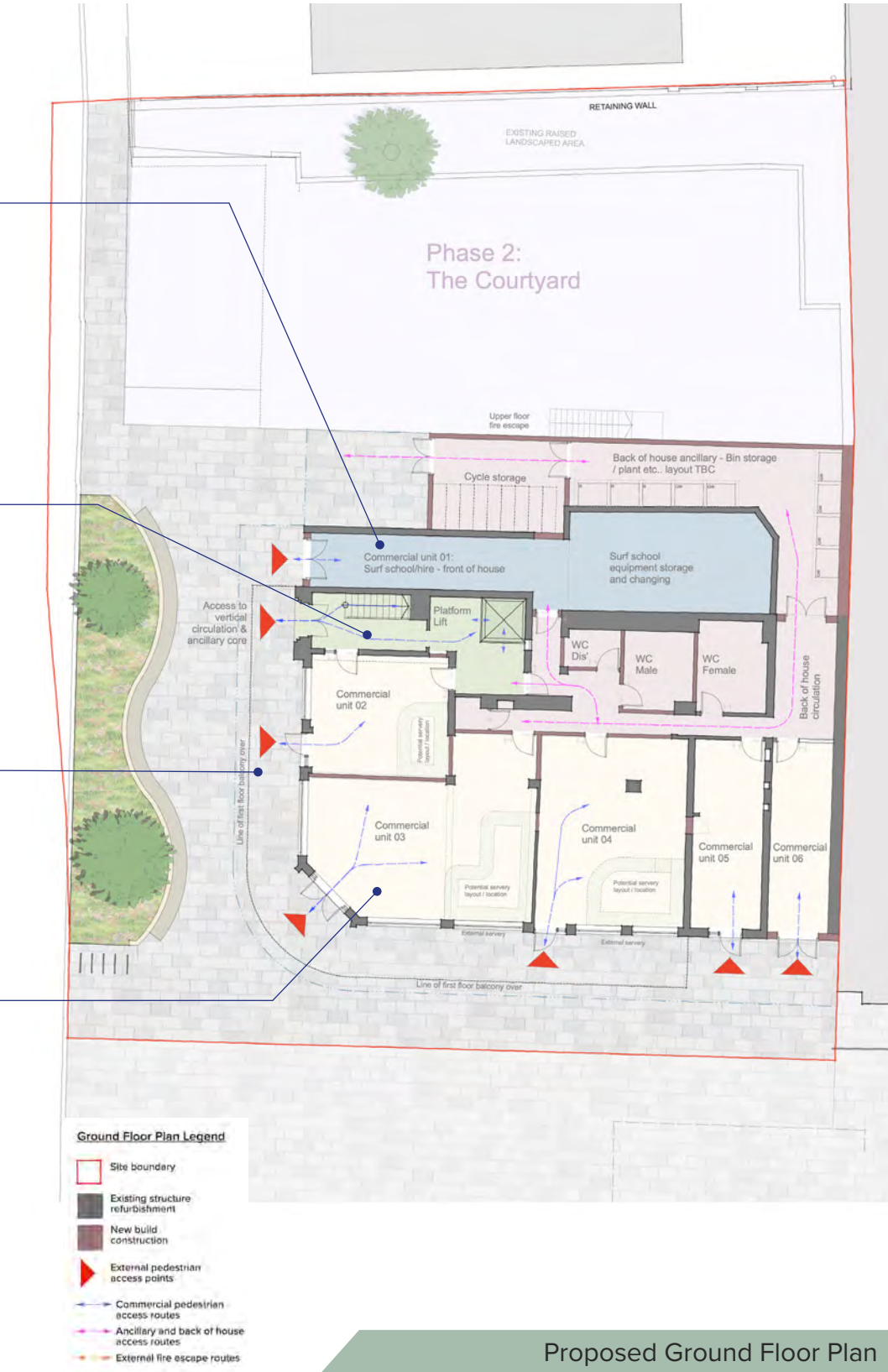
Architectural Design Strategy

Ground floor commercial unit location with back of house storage - ideal location and size for potential surf hire / school / shop with potential for lifeguard or community uses

Vertical access core direct from Mackworth Road to be retained with the addition of lift to allow accessibility to all floors

Remove all existing ground floor infill to recreate and strengthen the existing first floor balcony form and create an external spill out seating area around the south and western areas of the building

Potential for the south-facing commercial zone to be subdivided into a variety of smaller units, in line with previous recommendations or to be used as one single larger unit allowing for greater flexibility, increased frontage activation and a

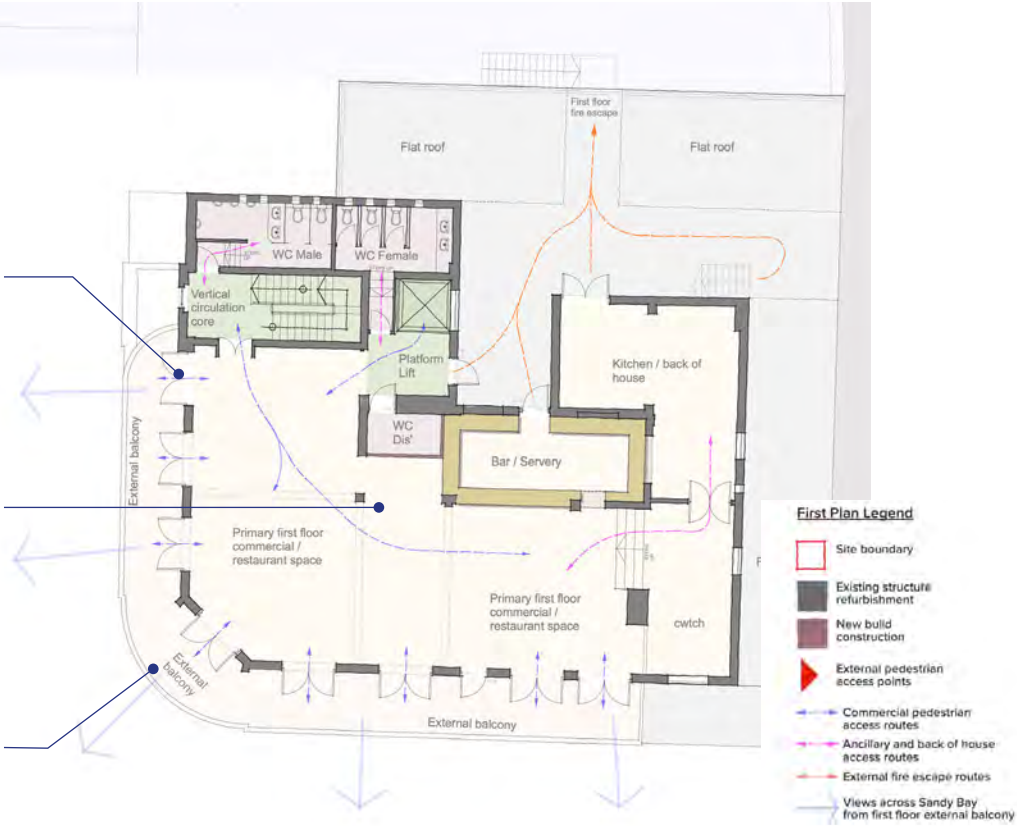


Proposed Ground Floor Plan

Original 1930s architectural openings to be re-established as doors onto the balcony, restoring the building's historic façade and its relationship with Sandy bay

First-floor commercial restaurant or gallery space utilising the full south and west facing frontages, with stripped and reinstated balcony areas providing external terraces and seating overlooking Sandy Bay

Removal of the modern angular first-floor extensions, with the original balcony reinstated as a seating terrace overlooking Sandy Bay.



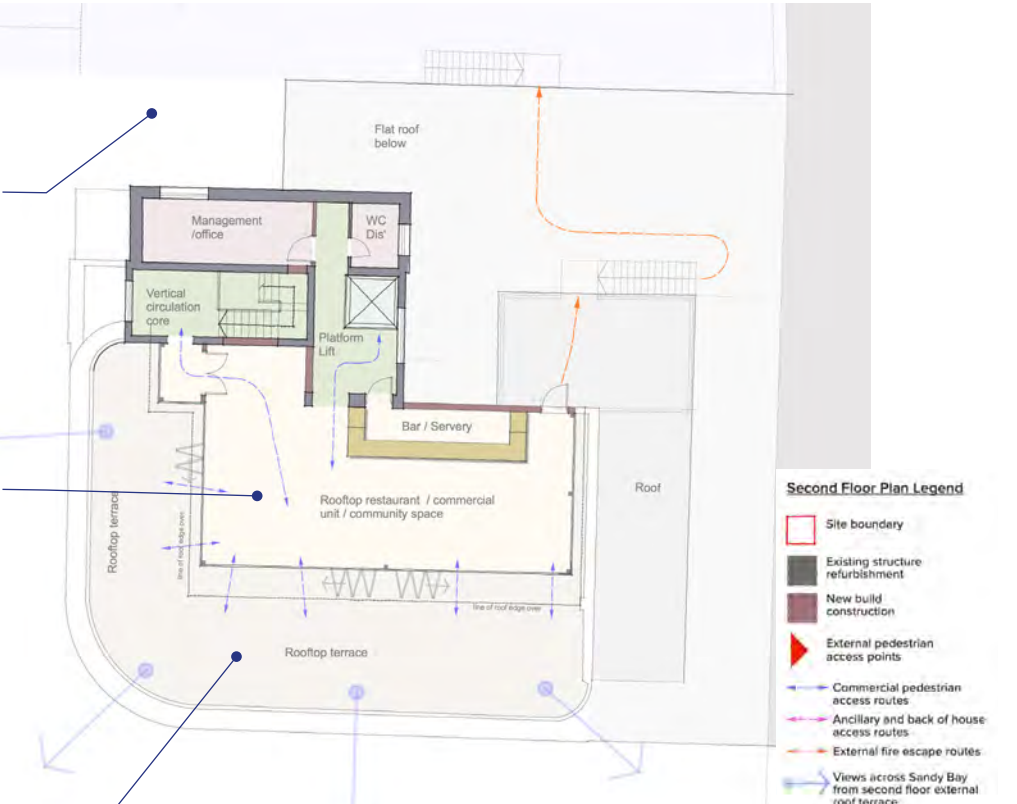
Proposed First Floor Plan

Opportunity for a small community flexible workspace / management suite on the second floor

Opportunity to introduce a sympathetic contemporary "glass box" rooftop extension, providing potential for additional commercial and community-focused uses while maintaining a lightweight architectural relationship with the existing building.

The existing south- and west-facing rooftop presents an opportunity to be reconfigured as a new external amenity space, incorporating seating and community use.

Capitalising on the expansive 180-degree panoramic views, extending from Ogmore-by-Sea across Sandy Bay around to Porthcawl town, creating a valuable public vantage point and social space.



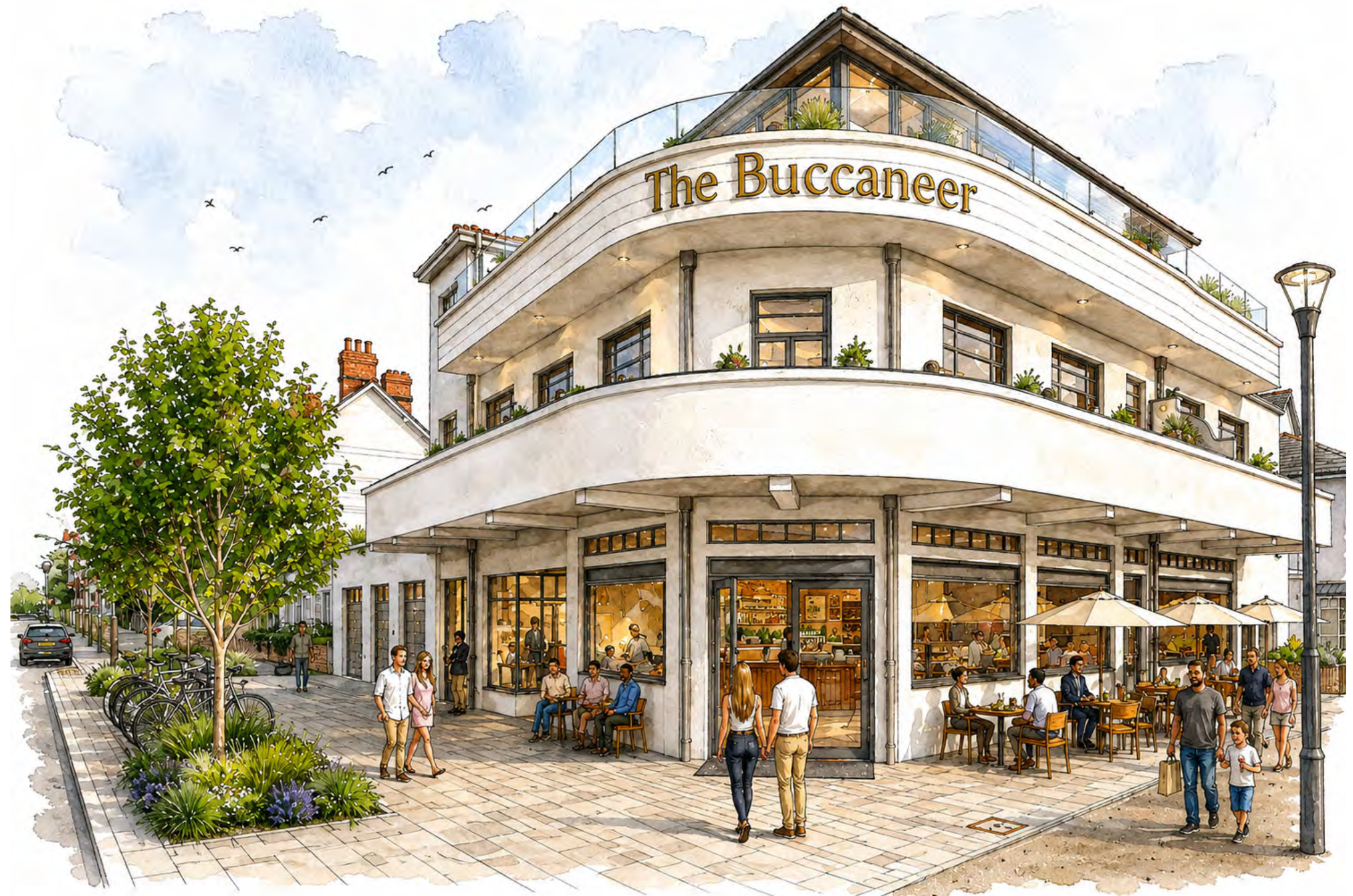
Proposed Second Floor Plan

Proposals

The Resilient Renaissance of a Coastal Gem

The redevelopment of The Buccaneer represents a bold, heritage-led feasibility strategy to adapt, retain, re-establish, and reuse a rare coastal asset. Positioned at the critical intersection of Mackworth Road and the Eastern Promenade, the project aligns directly with the 2026 Porthcawl Waterfront Masterplan mandate for distinctive “Heritage Markers.”

Rather than treating the existing structure as a constraint, the strategy embraces an “existing jewel” philosophy. The goal of the proposals is to transition the site from a fragmented, “spit and sawdust” public house into a sophisticated, 2026-ready lifestyle destination that honours its working-class roots while securing a resilient commercial future.



Proposals

The proposals for The Buccaneer will provide a strong, highly legible, heritage-led adaptive reuse and strong catalyst for a site's authenticity. Rather than erasing history with generic new-build architecture, the proposals honours the architectural continuity of the Eastern Promenade. Through a methodology of informed subtraction, it peels back decades of unsympathetic additions to lay bare the crisp geometric purity, curvilinear form, and sweeping parapets of its original Streamline Moderne identity.

Re-establishing the Coastal Gem

This architectural restoration will re-establish a true coastal gem, coaxing the building back into a poetic dialogue with its maritime context. The fluid ground floor draws the energy of the beach inward, while the upper storeys are flooded with the unique, reflective light of Sandy Bay. Crowning the structure, a lightweight rooftop glass pavilion sits as a subtle, crystalline intervention, an elite viewing platform elegantly set back to preserve the historic silhouette below, suspending guests between sky and sea with uninterrupted vistas stretching from Porthcawl Harbour to the headlands of Ogmore-by-Sea.

A Deliverable Vision

Fully aligned with the 2026 Porthcawl Waterfront Masterplan, the revitalised Buccaneer emerges as a powerful, legible "Heritage Marker", a luminous, year-round civic and commercial anchor that celebrates its maritime roots while securing a highly profitable future in the modern leisure economy.



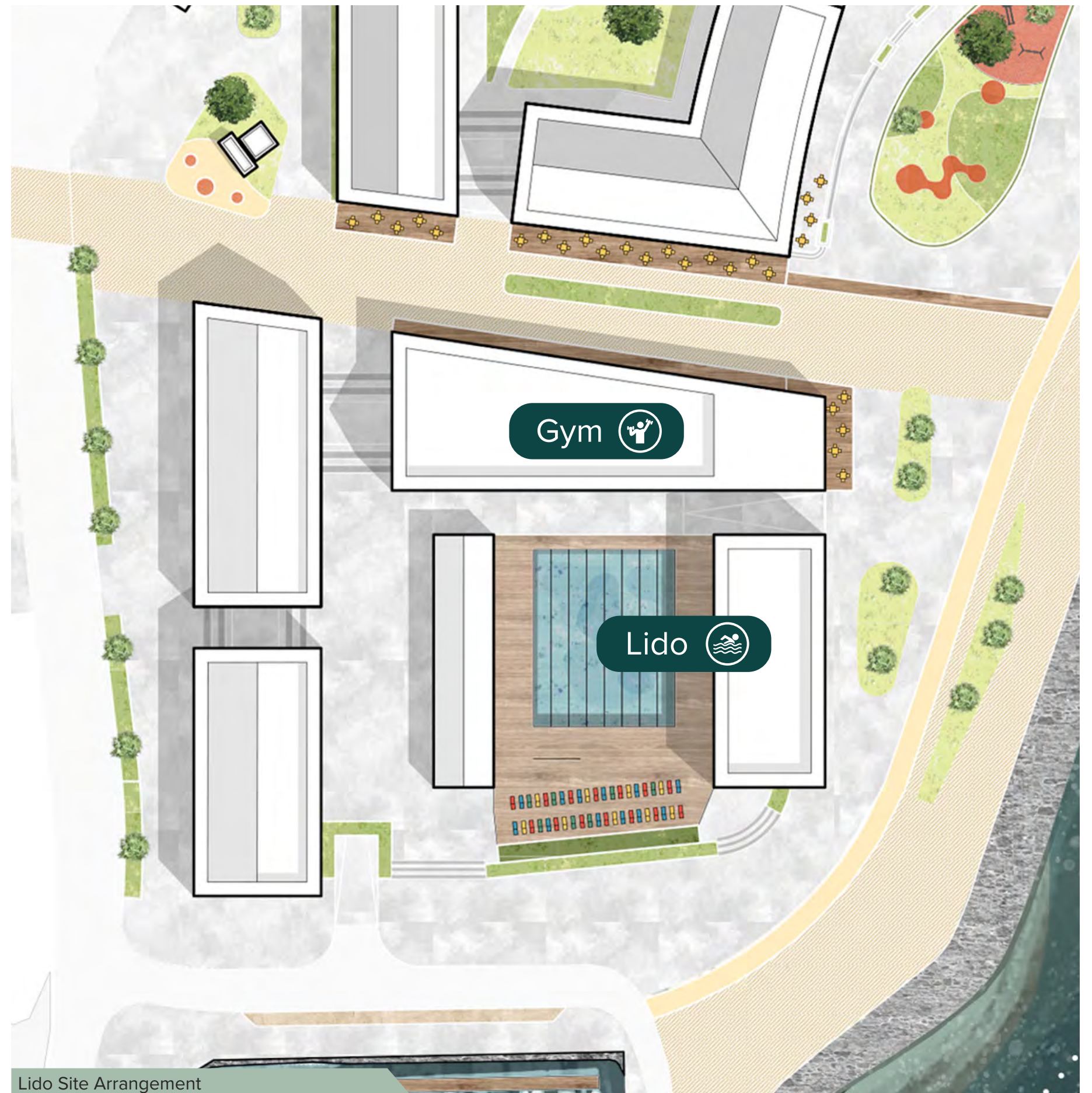
Lido and Gym

Proposals are to deliver a new lido and gym adjacent to the Harbour and Eastern Promenade with the potential for a hotel adjacent at a future date.

Combined with the other proposals set out within the wider masterplan, the lido and gym will help create an active, year-round mixed-use harbour area that balances maritime character, local community life, and tourism.

The vision integrates work, leisure, culture, and architecture into a single cohesive destination with proposals for this area also including a café/restaurant and a community facility.

Design work for the lido and gym is progressing toward a detailed planning application, targeted for submission in 2027, which will undergo its own public consultation process.



Lido Site Arrangement



Historic colonnade south of the Grand Pavilion

Historic Influences and the Site Today

The current state of the southern area of Salt Lake is underutilised vacant land that provides the opportunity to deliver a significant new leisure destination and draw for Porthcawl.

Brought forward in a manner that draws from the areas history, strengthening the towns identity, a new Lido and Gym have the potential to complement the recent development around the marina and diversify the recreational offer.



Lido Site



Lido Site



Lido Site



Lido Site



Lido Site

Lido and Gym

The visuals adjacent and on the following page illustrate the potential architectural form, massing and materiality. These proposals have been heavily informed by the sites proximity to the town centre, waterfront and marina.

Due to the proximity to the town centre and the waterfront, appropriate prominence and density is proposed. Massing focuses the taller built form towards the gym at the northern edge with the remainder of the built form of the Lido pool tapering down, in order to provide screening from north and focus views to the waterfront. Buildings aim to be simple and elegant with pitched roofs, drawing influence from the harbour buildings to the south.

A courtyard block surrounding a lido is proposed, with undercroft parking below. Active frontage animating the ground floor areas is proposed, particularly facing the waterfront, the active travel link along the northern edge and harbour area along the southern edge.



Lido & Gym - Perspective of Potential Approach

Source: Feilden Clegg Bradley Studios



Lido Infinity Pool

Source: Feilden Clegg Bradley Studios



Lido - Winter

Source: Feilden Clegg Bradley Studios



Lido - Summer

Source: Feilden Clegg Bradley Studios

03.

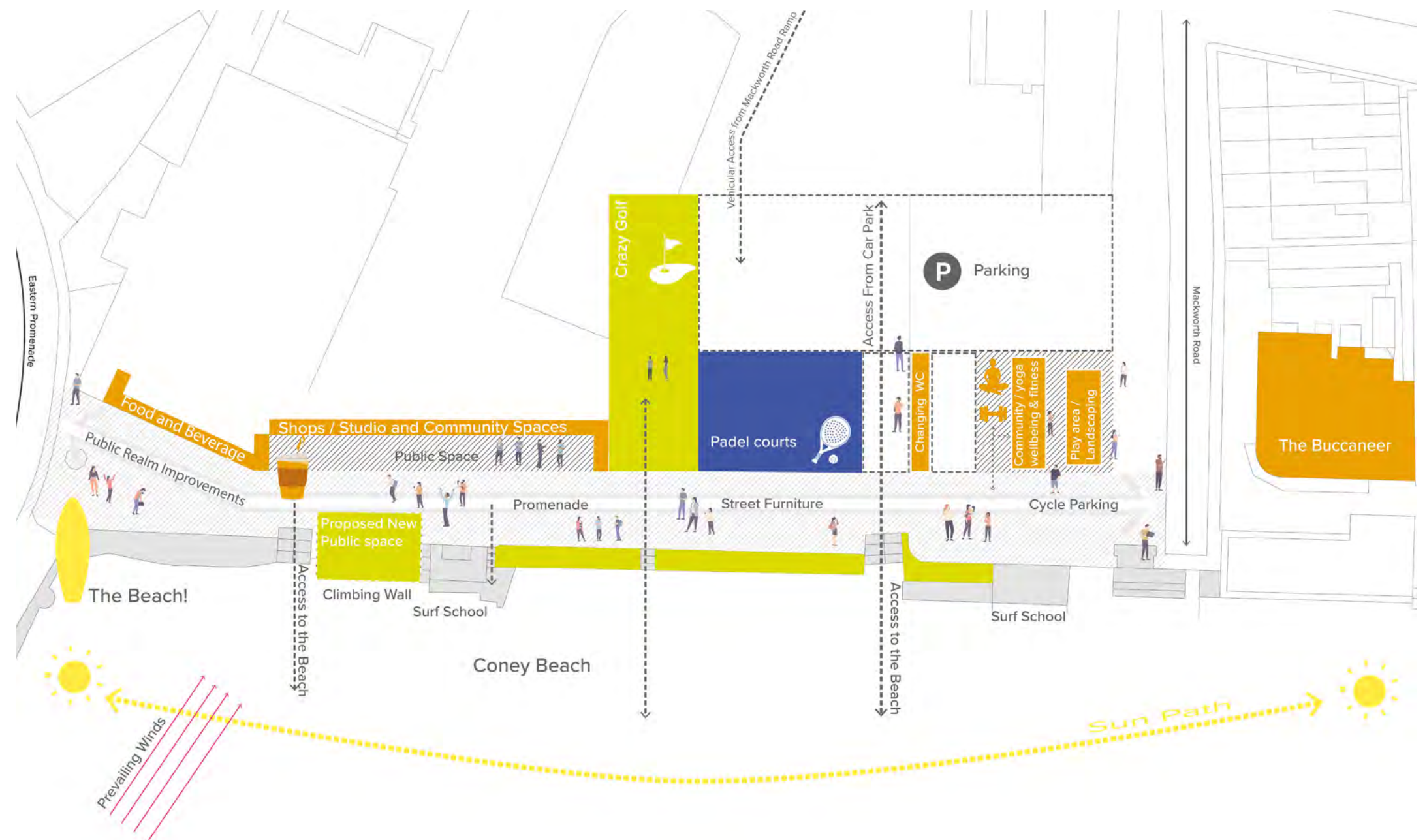
Phase 3

Phasing Strategy

The following pages illustrates the potential approach to a meanwhile intervention along the Coney Beach front and how the use shown within this location can be rehomed to a permanent space as the waterfront masterplan is delivered.

There are a number of different locations that could house the following;

- 1. Food, beverage, shops and community uses:** ground floor of the proposed buildings fronting onto the Coney Beach Promenade and Salt Lake, but equally work in a number of locations.
- 2. Changing rooms and WC's:** ground floor of the Coney Beach promenade and adjacent to Sandy Bay.
- 3. Community wellbeing, yoga and fitness equipment:** Adjacent to the landscaped play area and overlooking Sandy Bay
- 4. Padel Courts:** within the existing and expanded Griffin Park area with the other proposed sporting uses.
- 5. New Public Car Parking:** Within the northern area of former Coney Beach Amusement Park, accessed off the new link road.
- 6. The Crazy Golf:** Located at the interface between Sandy Bay and the Hi Tide Car Park.
- 7. Play area:** A landscaped play area to be located to at the eastern end of the promenade adjacent to Mackworth Road



Proposed Leisure Use Decant Strategy

To ensure that the leisure uses identified through this Leisure Strategy within both Phases 1 and 2 are maintained as part of the overall final masterplan, they will be redistributed and decanted to alternative locations within the finalised masterplan as development progresses.

This plan illustrates how the leisure uses will be distributed and accommodated across the masterplan once complete, ensuring continuity of provision and that existing leisure uses are not lost as the development progresses.



Legend

- Food / Beverage / Shops / Community
- Changing / WC's
- Wellness / community / yoga Studio
- Padel courts
- Car Parking
- Crazy Golf
- Play area & outdoor fitness

Phase 3 Completed Masterplan





theurbanists

Cardiff

Westgate House
11 Womanby Street
Cardiff, CF10 1BR

Email

info@theurbanists.net

www.theurbanists.net

Bristol

1.13 Temple Studios
Lower Approach Road
Bristol, BS1 6QA

Phone

029 2023 6133