



Bridgend County Borough Local Development Plan 2018-2033

Deposit Consultation Document (Summary Document)



1. Key issues, drivers, vision and objectives

A range of national, regional and local key issues and drivers have been identified as part of the Replacement Local Development Plan (LDP) process, as detailed within the full consultation document. These have directly informed development of the Deposit Replacement LDP vision and objectives:

Vision for 2033

Since the turn of the millennium, Bridgend and the wider county borough has been on a journey to expand access to key services, enhance physical environmental quality and improve quality of life for residents, workers and visitors. This transformation will continue throughout the LDP period, resulting in the continued development of a safe, healthy and inclusive network of communities that connect more widely with the regions to enable sustainable economic growth.

Council priorities

The county borough is already a major regional employment hub, with specific strengths in advanced manufacturing. These socio-economic assets will be enhanced to progressively improve the county borough's economic competitiveness whilst significantly contributing to the success of the Cardiff Capital Region and Swansea Bay Region. Encouraging inward investment to improve infrastructure, employment provision and lifelong learning opportunities will attract and retain skilled workers that will in turn encourage businesses to bring further skilled employment into the area. Bridgend County Borough Council also has a vision to make Bridgend a decarbonised, digitally connected smart county borough. In doing so it will transition to a low carbon, decentralised energy system that works for its individuals, communities and businesses. In achieving its vision of a decarbonised, digitally connected smart county borough, the council aims to:

- *decarbonise the energy sector and seek to deliver net zero carbon homes,*
- *stimulate economic growth,*
- *provide new job opportunities, and*
- *attract new and existing businesses to trial initiatives and grow within the county borough*

Spatial vision

Bridgend will remain the principal town, and supplementary growth will build on its success as a regional employment, commercial and service centre. Additional employment, commercial and residential development will be focussed around other established towns to achieve sustainable patterns of growth that support existing local services and facilities. Regeneration-led growth will also be channelled towards Porthcawl through redevelopment of its waterfront to capitalise on the town's role as a premier seaside and tourist destination. In addition, the valley settlements will be earmarked for sustainable regeneration, with a recognition that Maesteg and the Llynfi Valley has the largest potential capacity and infrastructure to accommodate future growth. This vision will be achieved through maintaining and developing strong, interdependent, connected and cohesive settlements, whilst also protecting and enhancing the county borough's environmental and heritage assets. This will offer people:

- *the best start in life by providing effective learning environments to secure the best possible outcomes for learners;*
- *opportunities to reduce social and economic inequalities; and*
- *an improved quality of life and a healthy environment for all people living, working, visiting and relaxing in the area.*

The LDP Vision will be delivered through the achievement of four strategic objectives:

- **SOBJ1: To create high quality sustainable places (placemaking)**
- **SOBJ2: To create active, healthy, cohesive and social communities**
- **SOBJ3: To create productive and enterprising places**
- **SOBJ4: To protect and enhance distinctive and natural places**

The strategic objectives have been defined to reflect identified key issues, align with national policy and ensure an appropriate balance between the different elements of sustainability. They are cross-cutting in their nature and also cross-reference the goals and objectives of the Well-being of Future Generations (Wales) Act 2015 and Bridgend Local Well-being Plan. In turn, the vision and four strategic objectives are supported by 35 specific objectives, which are detailed in the full consultation document. The objectives will also form part of the basis for monitoring the implementation of the plan, once adopted and operational.

The key issues and drivers identified through the Deposit Replacement LDP preparation process have directly informed the development of the LDP vision and objectives.

2. Growth strategy

The Deposit Replacement LDP is based on a balanced and sustainable level of economic growth that will facilitate the continued transformation of the county borough into a network of safe, healthy and inclusive communities that connect more widely with the Cardiff Capital Region and Swansea Bay Region. The strategy makes provision for a level of growth that is considered most conducive to achieving an equilibrium between the number of homes provided (505 per year) and the job opportunities expected (500 per year) detailed further in Strategic Policy 1 of the full consultation document. This will lead to more established households both remaining within and moving into the county borough, coupled with less outward migration across other economically active age groups. This will encourage a more youthful, skilled population base to counter-balance the ageing population.

The growth strategy can be succinctly explained by the acronym '**CARM**', which summarises the strategy's intentions to **counter-balance** the ageing population by **attracting** skilled, economically active households, **retaining** skilled, economically active households and rendering the county borough a **magnet** for employers to expand within or move into.

3. Spatial strategy

The Deposit Replacement LDP sets out a clear spatial strategy to help realise the regeneration aspirations and priorities of the council, whilst balancing the need to deliver future housing requirements up to 2033. The strategy prioritises the development of land within or on the periphery of sustainable urban areas, on previously developed (brownfield) sites in the first instance. The proposed form of growth varies across the county borough, recognising the local context of settlements, through designation of three key areas:

- **regeneration growth areas**, which primarily seek to deliver sites that are in need of redevelopment and investment to widely benefit the community, acknowledging that longer lead-in times may sometimes be required. Porthcawl, Maesteg and the Llynfi Valley are denoted as regeneration growth areas, with a continued commitment to brownfield development opportunities within these settlements;
- **regeneration areas**, which include settlements that would benefit from community based regeneration, recognising that a range of localised approaches are required to incite community investment opportunities. The

Ogmore and Garw Valleys are denoted as regeneration areas and the Replacement LDP aims to capitalise on their rural surroundings to promote active lifestyles, grow the tourism industry and facilitate smaller-scale development on primarily brownfield sites;

- **sustainable growth areas**, which include those settlements that are most conducive to logical expansion through delivery of under-utilised sites within their functional area and/or on their periphery. These include the settlements of Bridgend, Pencoed and the grouped settlement of Pyle, Kenfig Hill and North Cornelly. The sustainable growth areas have been identified based on their accessibility, availability of amenities and employment provision (range and quantity) in the context of their existing population bases and places in the settlement hierarchy. Growth is apportioned to these settlements based on these factors, their potential to contribute to affordable housing delivery in areas of high need and their urban capacities to facilitate sustainable levels and patterns of development, recognising that accompanying infrastructure will also need to be provided.

This strategy seeks to ensure new development can come forward with necessary infrastructure improvements, including transport networks, utilities, green infrastructure, health, education, affordable housing and social facilities. The strategic allocations to support this strategy are detailed within strategic policy two of the full consultation document.

The spatial strategy has been formulated to help realise the regeneration aspirations and priorities of the council while balancing the need to deliver future housing requirements for the county borough. Development is directed to settlements and parts of the county borough which will benefit the most and where there are opportunities for securing the greatest positive impacts and benefits of growth.

4. Good design and sustainable placemaking

Good design is fundamental to creating sustainable places where people want to live, work and socialise. In achieving sustainable development, the Deposit Replacement LDP seeks to ensure design that goes beyond aesthetics to include the social, economic, environmental and cultural aspects of development. Development proposals must consider how space is utilised, how buildings and the public realm can support this use and the relationship with the surrounding area.

Good design is intrinsic to the process of sustainable placemaking. It is important that people live in places which are attractive and distinctive, and capable of incorporating the changing requirements of those living there. Placemaking is an overarching concept which relates to the design and context of a development. It seeks to ensure that the design process, layout structure and form provide development that is

appropriate to the local context and supports a sustainable community. This means that high quality, well thought out and sustainable design which improves the environment and people's health and well-being is essential. All development must be underpinned by the application of good design and a sustainable placemaking approach to siting, design, construction and operation. Development proposals will be assessed for their design and placemaking compatibility in accordance with strategic policy three and supporting development management policies.

The policies in this section relate to good design and sustainable placemaking.

5. Active, health, cohesive and social communities

The Deposit Replacement LDP focusses on delivering well-connected, cohesive communities that are active, healthy and social. In addressing wider community needs, there is a particular emphasis on providing a mix of complementary uses that are accessible and will meet the needs of all members of society. This broad notion extends beyond ensuring there is sufficient housing land available to meet the need for new private market and affordable housing and necessitates embracing sustainable placemaking in an integrated manner. Hence, there is a mutually reinforcing need to ensure there is a range and choice of housing provision to respond to changing household needs over the Replacement LDP period, to deliver services and jobs closer to where people live and to recognise the role of the wider environment for good health and well-being.

In order to create mixed and balanced communities, housing choice will be maximised to provide for a range of sizes, types and tenures of accommodation that can increase access to quality new homes, including market and affordable housing. This will help to improve general market affordability and ensure future generations can meet their housing needs within Bridgend County Borough. The Deposit Replacement LDP will seek to maximise planning contributions to provide integrated affordable housing within high need areas, where viable. This will help foster sustainable, mixed tenure communities and ensure the planning system can effectively contribute to the county borough wide housing need, complementing other sources of affordable housing delivery (refer to strategic policy six and supporting development management policies within the full consultation document).

Growth in house building also brings new opportunities to secure accompanying infrastructure such as improved education provision, leisure facilities and transport links. The occupiers of the new homes ultimately place more demand on existing infrastructure, which is already at capacity in some areas. Planning for growth therefore provides a key opportunity to appraise the impacts on existing infrastructure, identify delivery requirements and then address deficiencies. It is essential that the quality of life of all of the county borough's residents is sustained and adequately

catered for, and that community services and social facilities continue to address their needs (refer to strategic policies eight to ten within the full consultation document). As well as delivering new homes to meet the needs of newly forming households, the LDP will therefore provide the scale of growth needed to secure investment in infrastructure, facilities and additional benefits for local communities. The planned increase in housing supply will also act as a key driver of economic growth across Bridgend and the wider regions.

This section of the Deposit Replacement LDP focusses on meeting housing needs and ensuring that new development is supported by necessary and adequate infrastructure.

6. Employment strategy

A key goal of the Deposit Replacement LDP is to deliver sustainable forms of growth that will attract and retain economically active households within the county borough. A sustained and enhanced labour force, comprising skilled, established households, will ensure that Bridgend County Borough continues to be a desirable prospect for employers to move into or expand within, thereby stimulating economic growth and enhancing employment opportunities for local people. Economic growth will be facilitated by directing employment generating development to the most appropriate and sustainable locations, supporting expansion of existing businesses and ensuring strong spatial alignment between housing and employment growth. This holistic employment land strategy is further detailed within Strategic Policy 11 of the full consultation document, together with the supporting development management policies.

This section outlines how the Deposit Replacement LDP will facilitate economic growth by allocating key strategic employment sites, retaining and safeguarding established employment sites that are viable, and allowing smaller scale developments within local service settlements and rural enterprises. This plethora of employment provision will provide numerous opportunities for investment and enable employers to diversify and grow their own businesses.

7. Retail centres and development

Despite competition from out-of-centre retail developments, the established retail hierarchy has continued to evolve over many years and all the existing retailing and commercial centres fulfil an important role in meeting not only the shopping and service needs but the cultural and leisure requirements of the residents of the area. Strategic Policy 12 therefore seeks to protect the established retail hierarchy of the area by focussing development in these centres and by only permitting out-of-centre retail development where a need and sequential test have been undertaken, in accordance with national policy, to protect the vitality, viability and attractiveness of retail centres.

The Deposit Replacement LDP has been prepared in the context of the pandemic and it is fully recognised that high streets will continue to change, especially in the short-term. The pandemic may serve to further accelerate changes in town centres and high streets if longer-term consumer spending habits continue to alter. The Deposit Replacement LDP has incorporated flexible planning policies and revised retail boundaries within town centres, recognising their changing roles and functions in an effort to support local businesses and retailers, including local independents. It will be increasingly important for traditional town centres to accommodate a wider array of uses than just retail, including community, health, leisure, residential and flexible co-working spaces alongside areas of open space.

Strategic Policy 12 (refer to the full consultation document) provides flexibility to accommodate changes in demand/supply to enable retail and commercial centres to evolve and respond to changing situations over the life of the Replacement LDP. This is accompanied with designation of realistic and sensible boundaries that enable a variety of uses and flexible co-working spaces within town and commercial centres. The demand/supply for larger convenience retailing is likely to be less sensitive to the impacts of the pandemic. However, use of sequential tests alongside careful management of out-of-centre locations will remain key to avoid promotion of unsustainable travel patterns.

This section of the Deposit Replacement LDP establishes a retail hierarchy, whilst promoting the co-location of facilities and services within retail and commercial centres to ensure they continue to be the principal locations for new retail, office, leisure and community facilities. This will help support their long term health and vitality as convenient and attractive places to live, work, shop, socialise, access services for health and well-being, and to conduct business. It will also encourage linked trips and a reduction in travel demand.

8. Renewable energy, mineral resources and waste management

Strategic Policy 13 (and supporting development management policies) will assist the county borough's transition to a low carbon, decentralised energy system that works for its individuals, communities and businesses by encouraging renewable and low and zero carbon energy projects. This will be achieved by identifying opportunities for new renewable energy generating capacity, supported by policies that promote energy efficiency measures in buildings (existing and proposed). The Renewable Energy Assessment identifies the contribution that the county borough is potentially able to make towards meeting national renewable energy targets, which has informed the energy targets set out in the monitoring framework. The uptake of renewable energy will be monitored to help show how the LDP is assisting to deliver the contribution identified.

The mineral industry is still active in the county borough with limestone and sand and gravel still being worked at a number of different sites. Minerals are an important

resource which should be protected for future generations by locating non-mineral development away from areas which are underlain by minerals of economic importance. Strategic Policy 14 encourages the efficient and appropriate use of minerals within the county borough, including the re-use and recycling of suitable minerals as an alternative to primary won aggregates. The policy also sets out criteria against which all proposals for mineral development will be assessed, complemented by a range of development management policies within the full consultation document.

Waste reduction is another cross cutting issue and opportunities to prevent or reduce the generation of waste should be made in all development. Preferred areas for the development of in-building waste management facilities are identified on the proposals map. The co-location of waste management facilities to enable the development of heat networks will be supported, subject the criteria within Strategic Policy 15. Supporting development management policies (within the full consultation document) also set out the need for an integrated approach to providing waste facilities for all built development. Larger sites may be required to produce an environment management plan, which would state how waste arising and other environmental control measures would reduce the impact of construction.

This section of the Deposit Replacement LDP promotes sustainable development which will contribute to meeting national renewable and low carbon energy and energy efficiency targets, including sustainable development of mineral resources and waste management.

9. The natural and built environment

The county's natural and built environment is of high quality and a primary asset. The diversity of landscapes, habitats, species and geology, and their relationship with the urban area, contribute enormously to the county's distinctive and attractive character. The special and unique characteristics of the natural and built environment help attract investment, promote the county as a tourist location and provide cultural experiences and healthy lifestyles for its communities. Conserving and enhancing the natural and historic environment is therefore a key function of the Replacement LDP, whilst recognising this needs to be balanced with the need to facilitate sustainable economic growth in order to contribute to the national placemaking objectives of Planning Policy Wales.

The county borough contains significant areas of international and national statutory environmental designations, as well as many sites of local wildlife importance, which the plan will identify to ensure their protection and where possible, enhancement. As well as making the county a special place to live and visit, the natural environment adds to regional and local distinctiveness and is an important economic and social asset. Appropriate development will need to conserve and enhance valued countryside, landscapes, seascapes and significant geological sites. The Deposit Replacement LDP also seeks to minimise impacts on biodiversity and provide, where

possible, net gains in biodiversity whilst protecting or enhancing green infrastructure provision in recognition of its wide ranging benefits. Development proposals will be assessed under Strategic Policy 17 and supporting development management policies.

The historic environment is an important cultural asset and a finite, irreplaceable source of information about our past. It forms a central part of our national and local character, contributes to our sense of place and identity and contributes a key role in education, leisure and tourism. The term 'historic environment' includes those parts of the environment where the interaction of people and places over time has left traceable evidence in the modern landscape. This includes not only archaeological sites and historic buildings with statutory designations, but also the wider historic landscape and locally distinctive, valued and important buildings and features. Development proposals will be assessed under Strategic Policy 18.

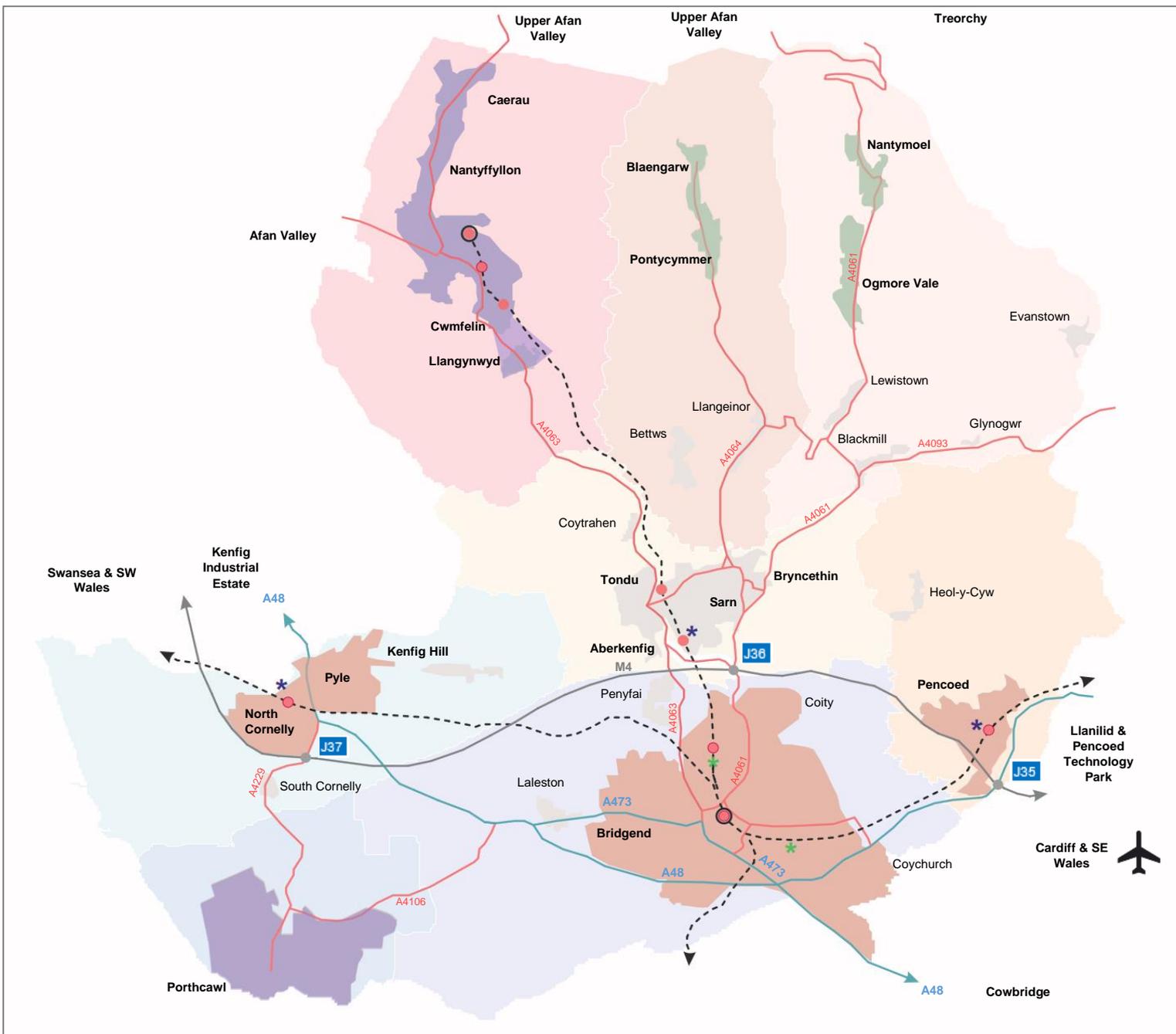
This section of the Deposit Replacement LDP seeks to conserve and enhance the natural and historic environment of the county borough, recognising that the unique characteristics help attract investment, promote tourism, provide cultural experiences and encourage healthy lifestyles for communities. These goals need to be balanced alongside the need to facilitate sustainable economic growth.

10. Key proposals

LOCAL DEVELOPMENT PLAN

REGENERATION AND SUSTAINABLE GROWTH STRATEGY

Strategic Diagram



- | | | | | | |
|--|----------------------|---|--------------------------|---|---------------------------|
|  | Llynfi Valley |  | Valleys Gateway |  | Motorway |
|  | Garw Valley |  | Urban Areas |  | Core Road Network |
|  | Ogmores Valley |  | Sustainable Growth Area |  | Strategic Roads Network |
|  | Pencoed |  | Regeneration Growth Area |  | Railway |
|  | Pyle/Kenfig/Cornelly |  | Regeneration Area |  | Existing Railway Stations |
|  | Bridgend |  | Existing Park and Ride |  | Transport Hubs |
|  | Porthcawl |  | Proposed Park and Ride | | |

Key proposals for Maesteg and the Llynfi Valley

- Land south of Pont Rhyd-y-Cyff: mixed use development including residential, commercial and leisure.
- Maesteg Washery: mixed use development including residential, education, commercial, leisure and employment.
- Ewenny Road, Maesteg: mixed use development including residential, commercial, leisure and employment. This site also has the potential to accommodate a 'Valleys Hub'.
- Coegnant Reclamation Site: mixed use development including residential, employment and recreation.
- Improved walking and cycling routes.

Key proposals for Porthcawl, Pyle, North Cornelly and Kenfig Hill

- Porthcawl Waterfront: mixed use development including retail, leisure, tourism, residential, public open space, community facilities and a bus terminus.
- Land East of Pyle: mixed use development including residential, education, community facilities and public open space.
- Improved walking and cycling routes.
- Potential establishment of a transport hub at Pyle railway station to incorporate extended park and ride facilities and improved links to Porthcawl and Village Farm Industrial Estate.

Key proposals for the Ogmore and Garw valleys

- Ogmore and Garw Valleys are not identified as areas that will accommodate significant growth.
- Chance to create sustainable communities linked to wider opportunities.
- Opportunities for co-operative housing, self-build and custom build alongside other forms of development.
- Promotion of tourism hubs in the Ogmore and Garw Valleys, and at Bryngarw Country Park.
- Improved walking and cycling routes.
- Improved public transport and improvements to the local highway network.

Key proposals for Bridgend and Pencoed

- Land west of Bridgend: including residential, education, community facilities and public open space.
- Land south of Bridgend: mixed use development including residential, leisure, commercial and education.
- Parc Afon Ewenni: including commercial, residential and education.
- Land east of Pencoed: including residential, education and public open space.
- Improved walking and cycling routes.
- Improved public transport and improvements to the local highway network.