

north east brackla development brief

# brackla

**BARTON  
WILLMORE**

# the vision

“North East Brackla provides a unique opportunity for a comprehensive and sustainable redevelopment. It is envisaged that the delivery of holistic development through a diverse mix of complementary uses will help to create an environment with a distinct and vibrant character that is integrated physically and socially into Bridgend.”

## 1. Comprehensive and sustainable redevelopment including:

- A development which aids the integration of a currently fragmented area
- A resource efficient and low carbon development
- A sustainable energy centre to deliver heat and power to the site and surrounding area
- A mix of uses including employment, retail and residential to minimise the need to travel
- Improvements to existing public transport, cycle and pedestrian facilities

## 2. Holistic development to improve:

- The physical environment of Brackla Industrial Estate and adjoining land
- The viability of existing and future occupiers/developments
- Access to a range of uses and facilities, including employment and housing
- Movement between the surrounding land uses and across the site
- Community safety within both existing and proposed areas of development

## 3. A distinct and vibrant character by encouraging:

- Complementary uses to aid the creation of a place in which to work, live and enjoy leisure time
- A development which respects and responds to its setting
- Distinctive architectural and landscape treatments which help to create an attractive environment
- Enhancements along existing highways, including the Coity Bypass
- A cohesive and connected green infrastructure that benefits the user, the environment and the landscape



(Top Left)  
*Comprehensive and sustainable redevelopment to include employment*

(Bottom Left)  
*Redevelopment to include sustainable transport*

(Top Middle)  
*Holistic development including a range of facilities*

(Bottom Middle)  
*Encouraging improvements to the existing estate (for example through tree planting)*

(Top Right)  
*A distinct and vibrant character which responds to its setting (for example Coity Village)*

(Bottom Right)  
*Cohesive and connected green infrastructure*

# contents

## introduction

introduction	2
need for change	4
national policy guidance	6
national planning policy	7
local planning policy	8
summary	10

## the site

context	12
employment character	14
residential character	16
the site	18
summary	22

## proposals

design process	24
design evolution	26
design objectives	28
consultation	30
illustrative masterplan	32
summary	36

## parameters

land use parameter	38
movement parameter	40
scale parameter	42
public open space & landscaping parameter	44
infrastructure & utilities parameter	46
design guidance	48
area 1: A4061 employment frontage	50
area 2: mixed-used within employment area	54
area 3: residential	58
existing estate	62
sustainability	64
phasing & infrastructure delivery	66
application requirements	68
S106 contributions	69
summary	70

## conclusion

conclusion	72
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introduction



# introduction

Barton Willmore, with input from Jacobs Engineering and Alder King, has produced this Development Brief and Master Plan on behalf of the Department for the Economy and Transport (Welsh Assembly Government). The Brief relates to its existing landholdings surrounding Brackla and Litchard Industrial Estates, Bridgend.

The site is located 1 kilometre (km) to the north of Bridgend town centre and 1km to the south of Junction 36 of the M4. It consists of roughly 32 hectares (ha) of previously developed and agricultural land surrounding the existing Brackla and Litchard Industrial Estates under the ownership of the Welsh Assembly Government; as well as the 35 ha comprising the estates themselves which are not under the ownership of the Welsh Assembly Government.

The estates are in mixed employment use which has developed since the 1950s and have pockets of good quality along with a range of under-performing and unattractive areas and buildings. The site including the existing estates has struggled for investment for many years and this Brief sets parameters for new development and investment.

## Purpose of the Development Brief

This Brief has been prepared to provide a planning policy document to guide the comprehensive and phased development of land at, and surrounding, Brackla Industrial Estate over the next 10 to 15 years. The Development Brief sets out a framework to guide the appropriate development of the area. More detailed information will become available at the application stage, which the public will be consulted on through the statutory process.

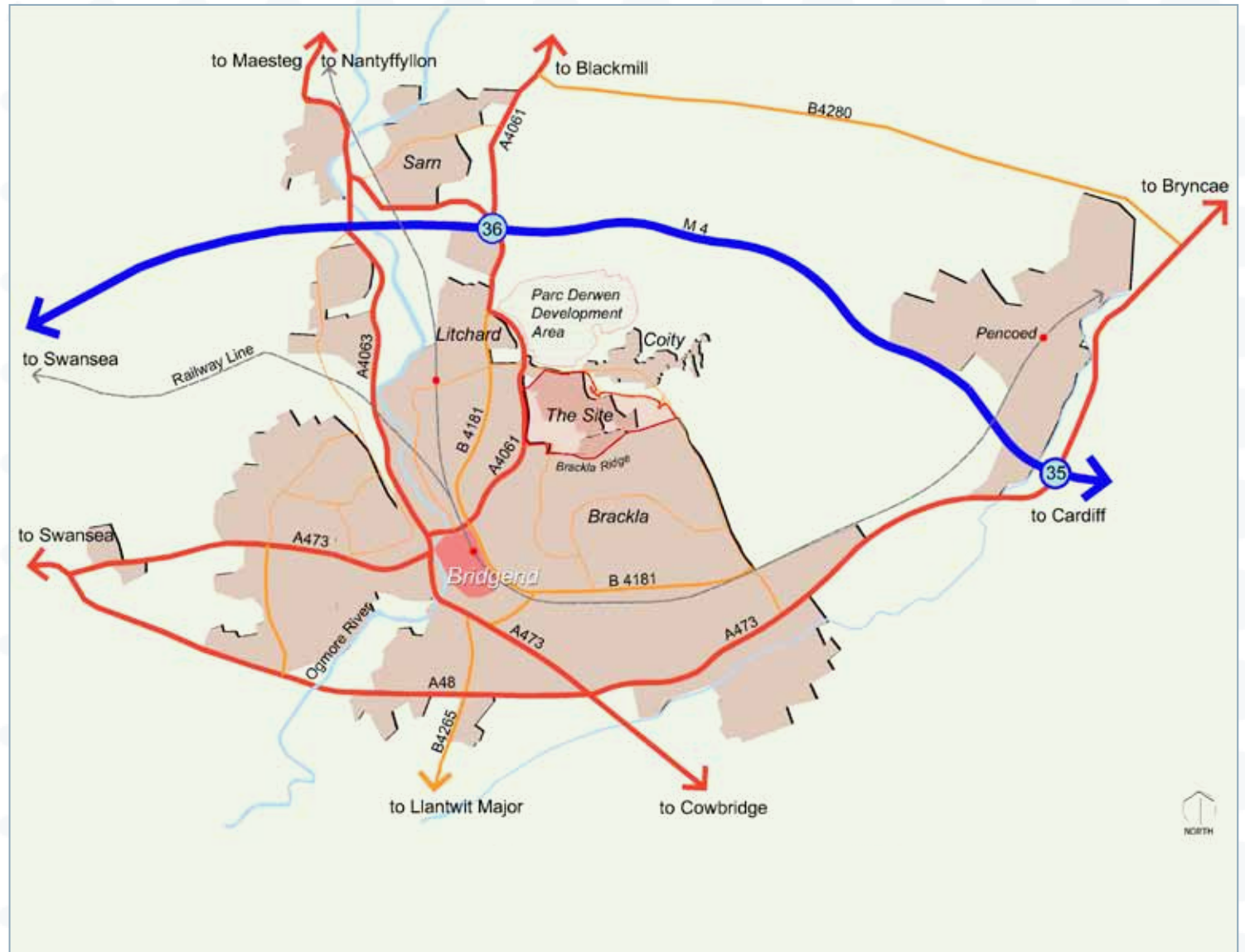
The Development Brief has been prepared in partnership with Bridgend County Borough Council (BCBC) within the context of their emerging Local Development Plan (LDP). The LDP seeks to promote the mixed use regeneration of the site for employment, housing and other associated uses during the period to 2021.

This Brief provides additional detail to the LDP's emerging policies and updates the planning policies within the adopted Unitary Development Plan (UDP) which principally seek the development of the site for employment purposes.



(Top) The estates have struggled for investment

(Bottom) Unused land adjoining the industrial estates with Coity Castle beyond



# need for change

Despite continued marketing, the industrial estates and surrounding undeveloped land has failed to attract investment and development. In summary this is because:

- The site has developed in a piecemeal fashion over an extensive period of time with many low quality areas with unsightly land and buildings.
- There is a large amount of more attractive employment land in Bridgend and elsewhere in South Wales.
- The majority of the site has been proposed for employment development for over 20 years. However, this single employment designation restricts the ability to deliver the range of uses which are required to create a desirable, sustainable, viable and attractive area.

This Development Brief seeks to help bring about a positive vision for the site.



(Above) The patchwork of existing employment and unused land seen from Brackla Ridge.  
Featured: The Main Avenue (A), Parc Derwen Development Area (B), and Wyndham Close (C)





-  Site Boundary
-  Welsh Assembly land

# national policy guidance

The Department for the Economy and Transport's approach at this site is guided by the "One Wales Agreement", the Sustainable Development requirements of the Government of Wales Act 2006, and its aspiration to deliver zero carbon development by 2011.

The Government of Wales Act 2006 (Section 79), places a Statutory Duty for the Welsh Assembly Government to set out how it will promote sustainable development in the exercise of its functions, and to publish a sustainable development scheme.

The requirements of "One Wales One Planet", "Creating Sustainable Places" and the consultation on "One Wales One Planet" further guide the regeneration and sustainable development requirements for this site. This Development Brief and illustrative Master Plan also respond to the requirements of "Creating Sustainable Communities" and "Manual for Streets". The Welsh Assembly National Transport Plan seeks to reduce CO<sup>2</sup> emissions from transport by 20%.

For projects promoted or supported by the Welsh Assembly Government, the following standards have been adopted:

- Aspiration for all new buildings in Wales to be Zero Carbon from 2011
- BREEAM Excellent or equivalent as a core condition of funding for non-residential schemes
- All new housing promoted or supported by the Welsh Assembly Government is required to meet a minimum of Level 3 of the Code for Sustainable Homes
- At least 10% of the total value of materials used should derive from recycled and reused content
- Recycle 85% of construction and demolition waste by 2010
- Achieve annual carbon emission reductions of 3% from 2011 in areas of devolved competency
- Achieve a 20% reduction in CO<sub>2</sub> emissions below 1990 levels by 2010 and 80% by 2050, with real progress by 2020

## Department for the Economy and Transport

The Department for the Economy and Transport has published Creating Sustainable Places which sets out its design requirements for delivering sustainable development. The needs of the Welsh language and Equality and Diversity have also been adopted as overarching aims of the Department for the Economy and Transport and to fulfil the Statutory Duty. The Department has also published Green Jobs for Wales Strategy, which sits alongside Creating Sustainable Places and sets out how the department will deliver a sustainable economy together with sustainable places. The Green Jobs Strategy was adopted in 2009.

The Brackla Development project has also been identified by the Department for the Economy and Transport as a Carbon Pathfinder Project, to pioneer and explore the delivery of the zero carbon aspiration and to share learning with all partners and stakeholders.



# national planning policy

The relevant national planning policy framework applying to the site is considered below.

Planning Policy Wales (PPW, July 2010) emphasises that the delivery of sustainable development is at the heart of the objectives for the planning system. Key objectives and policy requirements are to deliver: resource and energy efficient development; reuse previously developed land; locate development to minimise the need to travel especially by private car; deliver high quality design; and encourage the use of renewable/low carbon energy solutions.

TAN12 on Design provides detailed guidance on delivering high quality well designed development. Under Environmental Sustainability the document emphasises the need for energy efficiency/carbon reduction in new developments to seek to minimise the energy demand and carbon emissions through the implementation of the energy hierarchy.

Other relevant Technical Advice Notes include:

- [TAN2 Planning and Affordable Housing](#)
- [TAN4 Retailing and Town Centres](#)
- [TAN5 Nature Conservation and Planning](#)
- [TAN8 Renewable Energy](#)
- [TAN11 Noise](#)
- [TAN15 Development and Flood Risk](#)
- [TAN16 Sport, Recreation and Open Space](#)
- [Draft TAN22](#)



# local planning policy

The current Development Plan is the Bridgend Unitary Development Plan (Adopted May 2005) and covers the period 1996 to 2016. The Proposals Map shows that the site is located within the Bridgend settlement boundary.

## Employment Policies

The UDP identifies extensive tracts of land throughout Bridgend for employment purposes amounting to 270 ha of land. Policy E2 identifies Brackla Industrial Estate as a key employment allocation for B1, B2 and B8 uses for large scale inward investment.

Policy E5 seeks the improvement, redevelopment, extension and conversion of existing employment areas, and Policy E7 protects existing employment land and buildings.

## Residential Policies

Policy H1 (64) allocates land in the south west area of the site at Princess Way for 20 dwellings.

Policy H1 (81) allocates land in the south east corner of the site known as 'Wyndham Close, Brackla' for approximately 48 dwellings.

Policy H7 seeks affordable housing on sites of 15 dwellings or more. The Council's Affordable Housing Supplementary Planning Guidance seeks the delivery of 30% affordable housing on sites within the southern area of the County.

## Transportation

Policy T14 seeks improvements to the road network within and surrounding the site including the provision of: the Brackla Industrial Estate Access Road; improvements to Heol Simonstone; and delivery of the Coity Bypass. Coity Bypass is now operational.

## Environmental

Land to the north of Coity Bypass is identified as a green wedge under policy ENV11.

Policy ENV11 states that "land between the following settlements has been designated as green wedges to prevent the coalescence of settlements and protect the openness of the land. Development which is inappropriate to

the purposes of the designation will not be permitted within the green wedge." Brackla Ridge to the south of the site is identified as a Site of Importance to Nature Conservation (SINC).

## Other Policies

Policy EV45 sets a series of criteria for achieving good design and quality development. Policy RC5 requires the provision of Public Open Space for sport and recreation on development sites or via off site contributions. Policy SC1 requires the provision of appropriate community facilities and refers to Supplementary Planning Guidance 15 – Community Facilities and Residential Development.

## Bridgend Local Development Plan (LDP)

This document sets out the development requirements for the Council area for the next 15 to 20 years. The Pre-Deposit Proposals were published for consultation between 12th February and 31st March 2009. The LDP



identifies 164 hectares for employment purposes and 45 hectares of land currently identified for employment use that will be reassessed for delivery of mixed use developments.

At Brackla Industrial Estate the document proposes:

- A Strategic Regeneration Growth Area
- That the western area of 12 hectares is for future business and complementary uses
- That the eastern area of 13 hectares is to be reassessed and redeveloped for mixed use purposes including new employment and housing including a significant proportion of affordable homes

### Conclusions

The emerging LDP provides strong support for the mixed use regeneration of the site to deliver a high quality employment area alongside other uses including housing, leisure, retail and public open space. This Development Brief will provide additional detail to this broad LDP support and will update the existing policies applying to the site within the present Unitary Development Plan.



(Left) The Bridgend Local Development Plan (LDP) Document

(Top Right) Bridgend UDP Proposals Map

(Bottom Right) Bridgend LDP Proposals Map

# summary

This Development Brief has been prepared to guide future applications for development at and surrounding Brackla Industrial Estate.

The site, including the existing industrial estates, requires development and regeneration. The LDP proposes a mix of uses at the site to deliver a viable and vibrant place which will help link the new development with existing land uses and encourage the improvement of the existing estate and surrounding area.

The following section provides a summary of the site and its context, to inform future detailed proposals.



(Left)  
View from Coity Castle  
across the site to Brackla  
Ridge. Featured: Stone  
Barn (A), Relief Road  
(B), Industrial Estate  
(C) and Hospital (D)



the site

# context

The site is adjoined by a mixture of uses, it benefits from good transportation links and is in close proximity to a range of facilities.

## Surrounding Uses

- To the south of the site is Brackla Ridge, a prominent wooded area, and the residential area of Brackla.
- To the west across the A4061 is the Princess of Wales Hospital, a large general hospital, beyond which are the residential areas of Pentre, Litchard and Windmill.
- To the north of the site is Parc Derwen, an approved new neighbourhood (now under construction) for 1500 dwellings.
- The village of Coity is located to the north east of the site. It is a Conservation Area and contains a local village store, post office, St Mary's Church, Gilead Chapel, a public house and Coity Castle.
- To the east of the site and south east of Coity Village is open farmland.

## Movement

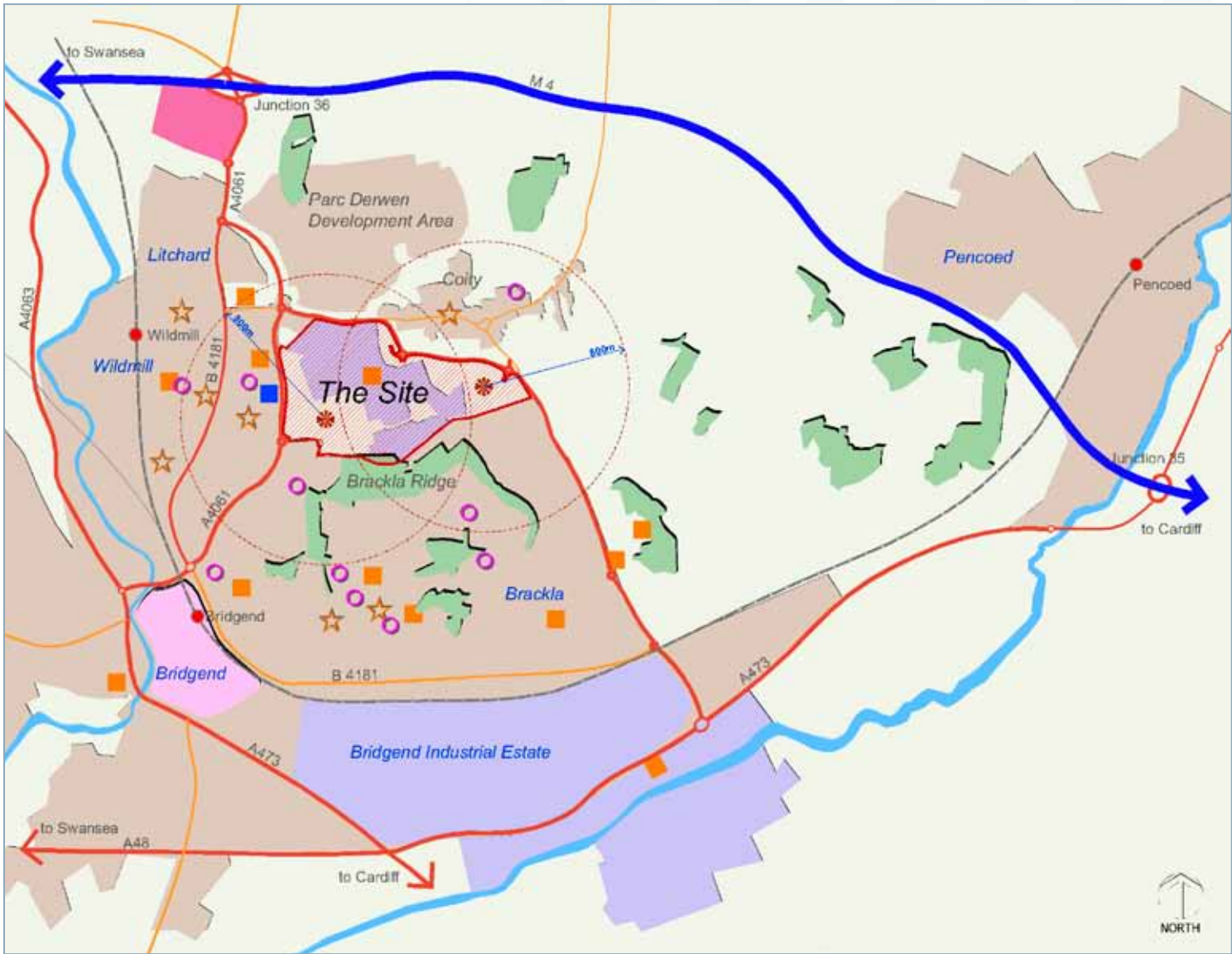
- The site benefits from direct links via the A4061 to Bridgend Town Centre 1km to the southwest, and to the M4 at Junction 36 to the north. The Coity Bypass runs along the site's northern boundary linking the A4061 with Heol Simonstone to the A473.
- Pedestrian/cycle movement largely follows the existing highway network.
- A limited number of bus services pass through the site, with stops on Main Avenue, Coegnant Close and Wyndham Close with additional bus services along the site boundaries.
- Bridgend Railway station 1km to the southwest provides excellent local, regional and national services. Local connections are also available from Wildmill Railway Station 1km to the west.
- Heol Simonstone is used as a through route to the A473 and Junction 35 of the M4 and this causes local highway issues.


















## Facilities

- Bridgend town centre provides a large range of retail, leisure and community facilities. At Junction 36 of the M4 is McArthur Glen, a large development containing a Sainsbury's superstore, a cinema and a Designer Outlet Centre. Local retail facilities are limited to those in Coity Village, while those at Litchard (poor links) and Princess Way, Brackla (distance) have access difficulties.
- Brackla Ridge provides a large informal recreation area, and there are allotments to the south of Coity. There are several sports pitches and children play parks within Brackla and Coity.
- Education provision in the area consists of: Tremains Junior and Infants Schools; Brackla Junior and Infants Schools; Arch Deacon John Lewis Church in Wales Primary School and Coity Primary School. The town's secondary schools are Brynteg and Bryntirion Comprehensive Schools.



# links & facilities plan



-  Site Boundary
-  Residential
-  Employment
-  Retail Park
-  Bridgend Town Centre
-  Open Area
-  Woodland
-  River
-  Railway Line / Station
-  M4
-  Main Traffic Routes
-  Secondary Routes
-  Retail Centre
-  Hospital
-  Leisure
-  School
-  5 / 10 Min Walking Distance

# employment character

As previously described the existing estates generally have a low quality appearance, while surrounding employment areas demonstrate that the site is not fulfilling its potential. Bridgend Industrial Estate lies further south beyond Brackla. The objective for the existing estate is to stimulate investment in this area through the delivery of the proposals in the Development Brief.

## Brackla and Litchard Industrial Estates

The existing industrial estates contain a wide range of employment uses and despite their appearance include thriving businesses along with fledgling supporting services such as two cafes and a barbers. The estates, however, contain areas of vacant, derelict and unused parcels of land while the general environment is of a low quality.

The estates are characterised by functional wide straight streets, with generally wide, low buildings with open boundaries which fail to provide a sense of enclosure. Demand for parking is limited and is generally located to the front, while landscaping is largely restricted to highway verges and is generally of a low quality. Materials are typically corrugated metal in a range of colours, with brown and buff brick.

## Shepherds Veterinary Centre

Adjoining the estates' southern boundary is a new veterinary centre and proposed office buildings. These are of a high quality and indicate strongly that there is interest and a desire to invest in the provision of new employment and other facilities within the area. They also show the potential quality which could be achieved on the site. The hospital is in white render with timber cladding and uses a projecting element with a contrasting roof-pitch to emphasise its entrance. Landscaping is restricted to the large parking area.

## Princess of Wales Hospital

This large general medical hospital is also part of the medical teaching college within the University of Swansea and employs a large number of skilled and professional staff. The Hospital itself is landlocked and has limited room for expansion.

## Bridgend Industrial Estate

This is one of the premier industrial estates in South Wales. It was purpose built in the 1960s and included Sony's large TV factory which is now in multiple use for other industrial, warehousing uses. There are also a large range of other industrial, warehousing and office uses on this estate. To the south of Bridgend Industrial Estate is the Ford Engine Factory.

The estate comprises wide straight streets, generally lined by large, wide buildings. Large car parking areas are located to the front of buildings and in the long central open space, which includes large grassed areas and maturing trees.



(Left)  
*The open nature of Main Avenue with little enclosure from the buildings which line it*

(Top Right)  
*The recently built veterinary hospital*

(Bottom Right)  
*The existing industrial estate has a low quality character*

# residential character

The site is surrounded by a range of residential areas including Coity, Brackla, Pendre and Litchard areas and the future neighbourhood of Parc Derwen. Residential development of the site must create a distinctive new place to live by responding to local character or through imaginative and contemporary design.

## Coity

The historic village of Coity is a designated conservation area, focused around the landmark Coity Castle and St Mary's Church.

- *The urban form is informal with varying street widths and building positions*
- *The built form is generally of two storeys of predominantly detached and semi-detached homes and occasional short terraces*
- *Car parking is generally on-plot*
- *Open Space is limited to small informal areas, private gardens and allotments*
- *Boundaries between the public and private realm are strongly defined by stone walls and hedges, with buildings set back from the street*
- *Materials include stone, brick and white render, with brick detailing and a mixture of slate and tiled roofs*

## Parc Derwen

This approved new neighbourhood will be developed to the north of the site.

- *The urban form is based around five character areas with integrated green infrastructure*
- *The built form will comprise of a mix of dwelling sizes and types*
- *Car Parking will be discrete with a mix of on-plot and on-street provision*
- *Open Space will include a central park with radiating green corridors and a green wedge adjoining Coity*
- *Front gardens of varying sizes will be enclosed by low walls/railings and hedges*
- *Materials will include a mix of render in pastel colours, brick and stone with roof tiles of slate/clay appearance*

## Brackla Residential Area

The large residential area to the south of the site was developed during the 1980s and 1990s.

- *The urban form is informal, with disconnected streets and cul-de-sacs off main highways*
- *The built form is largely two storey detached and semi-detached dwellings with car parking predominately on-plot*
- *Open space provision is limited and often disconnected and there are informal spaces with planting*
- *Boundaries are generally open to front gardens or marked by hedges*
- *Materials are uniform, generally brick with brown concrete roof tiles*





(Left Column)  
*The historic village of Coity*

(Middle Column)  
*Proposals for Parc Derwen*

(Right Column)  
*The residential area of Brackla*



# the site

The site consists of land at and adjoining Brackla and Litchard Industrial Estates.

## The Site

The site principally comprises:

- Land to the southwest of Brackla and Litchard Industrial Estates of 13 ha
- Land to the east of Brackla Industrial Estate and southwest of the Coity Bypass of 12 ha
- Additional small parcels of land within the existing estate
- The Brackla and Litchard Industrial Estates themselves, although these are in multiple private ownerships outside the control of the Welsh Assembly Government

## Site Boundaries

The boundaries to the site are formed by:

- The A4061 known as the Bridgend Northern Distributor Road (BNDR) to the west
- Coity Bypass and Heol West Plas to the north and northeast

- Brackla ridge and the residential areas of Brackla to the south

Development of the site has the potential to significantly improve links, both internally and to the surrounding areas – including the Princess of Wales Hospital, Coity and Brackla itself.

## Existing Features

The land to the southwest of the existing estates is undeveloped, brownfield land which like the rest of the site was part of a large ordnance factory which was cleared in the 1980s and 1990s. It is free from structures or buildings.

The eastern area is agricultural and partly previously developed land. There is a Scheduled Ancient Monument, a well, located in the central northern area of the site adjacent to the Coity Bypass. In this area there is also a stone barn (without a roof).

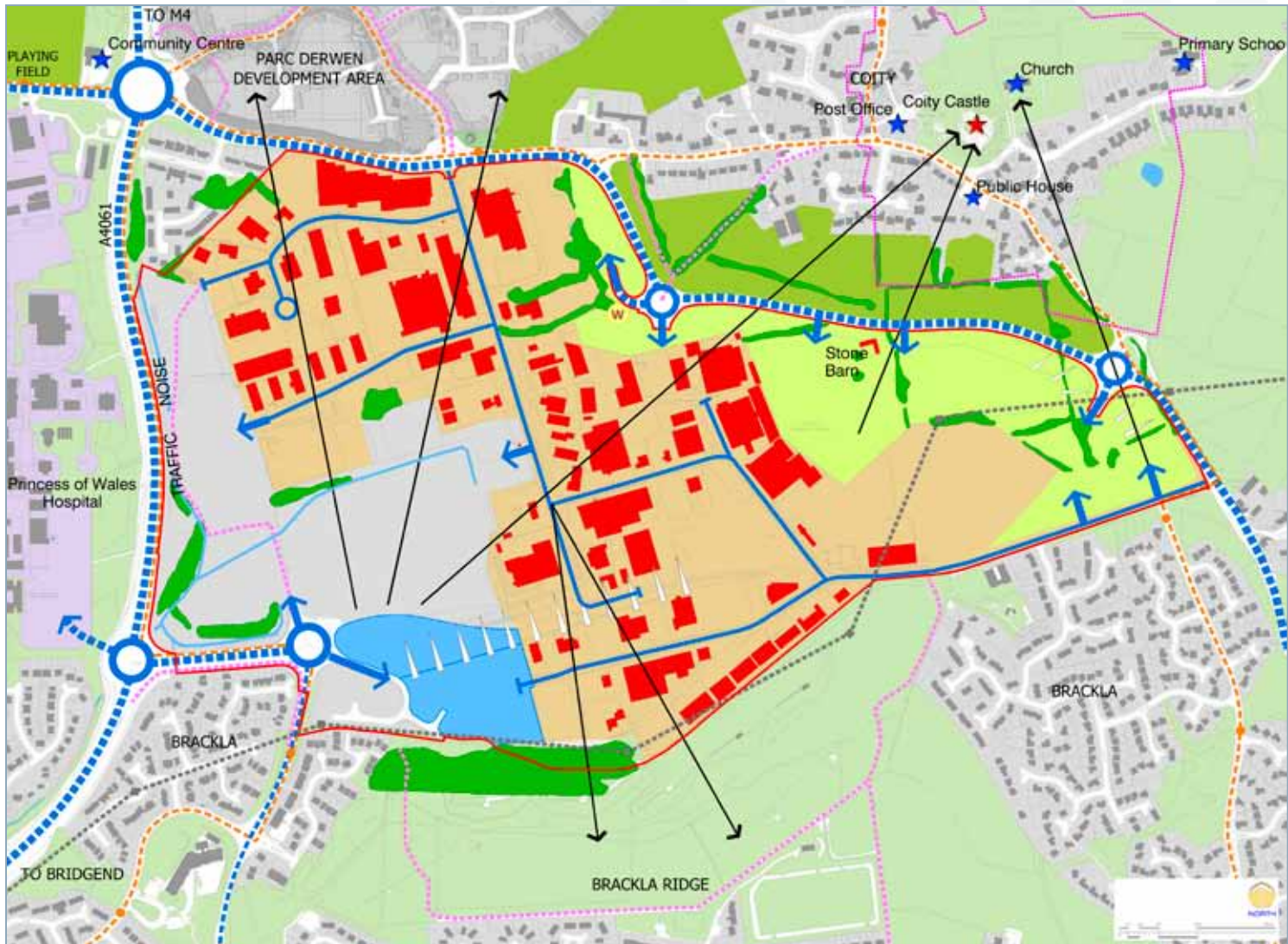






















(Top) Looking from Wyndham Close towards Coity Castle

(Middle) Looking east towards Main Avenue

(Bottom) The recently completed Coity Bypass





-  Indicative Site Boundary
-  Existing Buildings
-  Industrial Estate Land
-  Facilities
-  Views
-  Vets & Offices
-  Conservation Area
-  Main Vehicular Routes
-  On Site Highways
-  Potential Vehicular Access Site
-  PROWs / Footpaths / Cyclepath
-  Existing / Future Bus Route & Stops
-  Steep Slopes / Changes in Level
-  Green Wedge Policy ENV11
-  Existing Hedgerows / Planting
-  Grassland
-  Previously Developed land
-  Drains / Watercourse
-  Powerlines with Pylons
-  Well (Scheduled Ancient Monument)

### Vehicle Access

Vehicle access to the site is provided by the A4061 (Bridgend North Distributor Road), Heol West Plas and the Coity Bypass. These provide high quality and high capacity access to the site for private cars, public transport and commercial vehicles. All highways within the site are adopted.

### Public Transport, Pedestrian and Cycle Access

Bus services run along the A4061 and through Coity Village. Future bus services could run through the Parc Derwen Site to the north. There is an opportunity to divert or provide new services through the site. Pedestrian and cyclist route improvements are also proposed along the Bridgend Northern Distributor Road.

### Existing Industrial and Commercial Buildings/Units

Opportunities to integrate the existing estate and employment units into the proposed scheme will be addressed as part of the new development proposals.

### Landform and Ground Conditions

The majority of the western site is 'previously developed land'. This area has been subject to remediation and re-grading. The majority of the eastern site is 'greenfield' in nature and has not been developed, however land to the north of Wyndham Close is used for a landscape gardening service and a concrete batching centre. Development proposals will require appropriate site investigation to establish ground conditions and potential presence of any contamination.

### Flooding and Surface Water Drainage

The site is located outside areas identified by the Environment Agency as being liable to or at risk from flooding. Two small watercourses pass through the western area of the site including Morfa Brook.

### Ecology

The site is largely scrubby and previously developed land. Previous ecology surveys have shown that the site does not contain protected species. Additional surveys will be required at the detailed design stage. Brackla Ridge to the south of the site is a SINIC.

### Utilities and Services

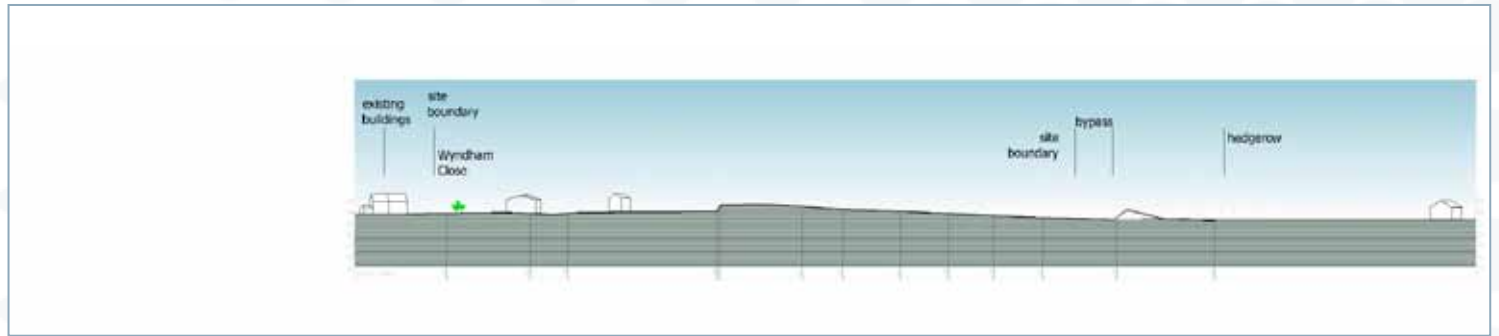
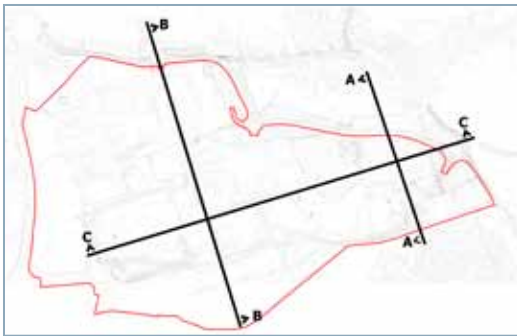
A water main runs along Coity Bypass which will serve this site. Gas, electricity and telecoms are available in Heol West Plas. Also services are available in vicinity of Brackla Link roundabout to the south though re-inforcements will be necessary to serve the development. A high voltage power line crosses the south eastern edge of the site.

### Landscape

The site is relatively flat except for a ridge which runs through the central southern area portion of the site. Some site remodelling will be required in the eastern and western areas. A topographical survey has been undertaken.

Views of the site are available from higher land to the south west. Coity Castle is a significant landmark to the north east. Views of Brackla Hill to the north and Brackla Ridge to the south are also available from much of site.





(Top) Cross Section A, (Middle) Cross Section B, (Bottom) Cross Section C

# summary

The site provides an excellent opportunity for a mixed-use employment-led development with good highway access and potential to integrate into the surrounding residential and employment areas.

The site offers the potential to deliver a high quality development responding to the context set by the surrounding landmarks in Coity, future development at Parc Derwen and the landscape of Brackla Ridge.

The proposed new development should also encourage and stimulate investment and the regeneration of the existing Brackla and Litchard Industrial Estates.

The following section provides a summary of the design process and sets out illustrative proposals for the development of the site.



(Left)  
Looking from Brackla  
Ridge across the site  
to Coity Castle



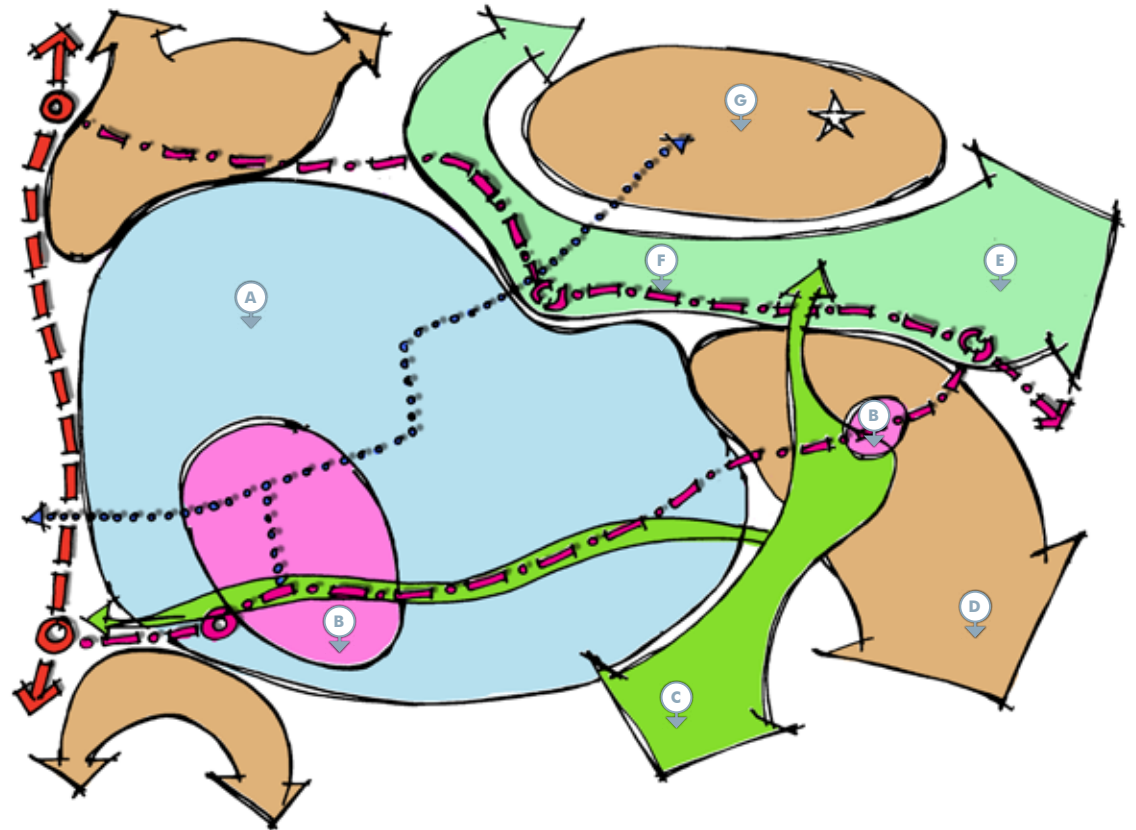
proposals

# design process

The Bridgend Unitary Development Plan predominately allocates the site for employment with an area for residential development. This was the starting point for the design process.

The design process has considered a number of alternative distributions of land uses together with potential movement routes, particularly highway alignments from west to east. This process has also been informed by consultation with Bridgend Council and the local public.

An early aspirational concept plan is shown right, while opposite, three alternative options which were considered at the framework masterplan stage are set out. From an early stage it was felt that the introduction of mixed use centre(s) was important to provide a focus to the development where other facilities and activities were available. It is felt that: with the relative scarcity of existing local facilities; the size of the site (over a kilometre from west – east; the mix of uses creating activity throughout the day and the well connected; and high profile nature of several of its boundaries means that the site can support two such centres. One larger centre on the western side and a smaller centre to the east.



(Above) Early conceptual plan Featured: Enlarged and improved employment area (A), Mixed use centres (B), Green corridor (C), Integrated residential areas (D), Coity green wedge (E), Coity Bypass (F), Coity (G)



### Option 1

This illustrates a form of development based on the UDP proposals. This approach looks to consolidate and expand the existing employment area, and results in an area dominated by employment uses and major highway infrastructure. Three small residential areas would be provided on the edges of the site. This approach fails to deliver the objectives of the Vision for the comprehensive, sustainable, low carbon regeneration of the site.



### Option 2

This option seeks to create a more integrated approach through the downgrading of the UDP's proposed east – west highway through the site. An increased residential area is provided in the eastern area, however, the option is still employment dominated. Improved connections east to west across the site are provided for pedestrians and cyclists as well as public transport.



### Option 3

This option provides a more flexible mixed-use approach through a consolidated employment area, an increased residential area and other complementary uses. This broader mix provides far greater opportunities to deliver low and zero carbon technologies, while access is provided by upgrading and reusing existing routes rather than additional roads. Connected landscaped spaces deliver a green corridor between Coity and Brackla Ridge and east – west links.



# design evolution

The team believe that the UDP proposals can be revised to improve connectivity and create a distinct sense of place.

## Movement

It is considered that providing a further major road from west to east across the site would: sever and segregate land uses; require additional land; create a highway dominated environment; and increase vehicular movements. This has been informed through discussions with engineers at the Department for the Economy and Transport and Bridgend County Borough Council.

Instead it is proposed to serve the existing and proposed new development from existing highways as far as possible. The delivery of direct and convenient pedestrian and cycle routes have been a key driver in the production of proposals to integrate the site with the surrounding areas.

## Development Form

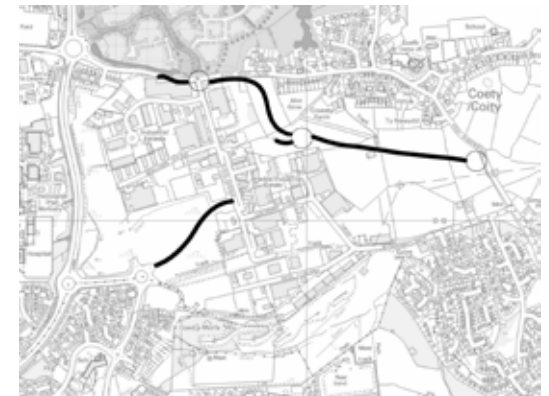
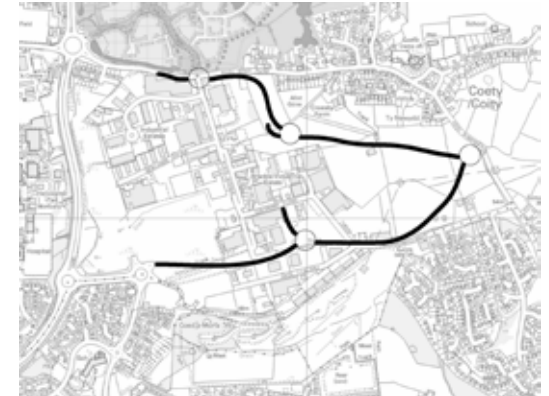
A range of land uses is proposed in response to the emerging LDP aspiration for mixed-use regeneration. The western half of the site will provide largely employment uses maximising the opportunity provided by the frontage onto

the A4061, in accordance with the emerging LDP. This is supported by a mixed-use centre, to act as an active focus providing retail and leisure opportunities for employees and the wider community. This is located in a visible and well connected location between Main Avenue and the new access off the A4061/Princess Way.

The eastern area is proposed for housing and a transitional employment/residential zone to help integration of uses. This is an appropriate location between established residential areas and with the opportunity to provide a bypass frontage. A small mixed-use centre will serve new and existing residents and maximise a visible and accessible location alongside the bypass, on the desire line between Brackla and Coity.

## Landscape

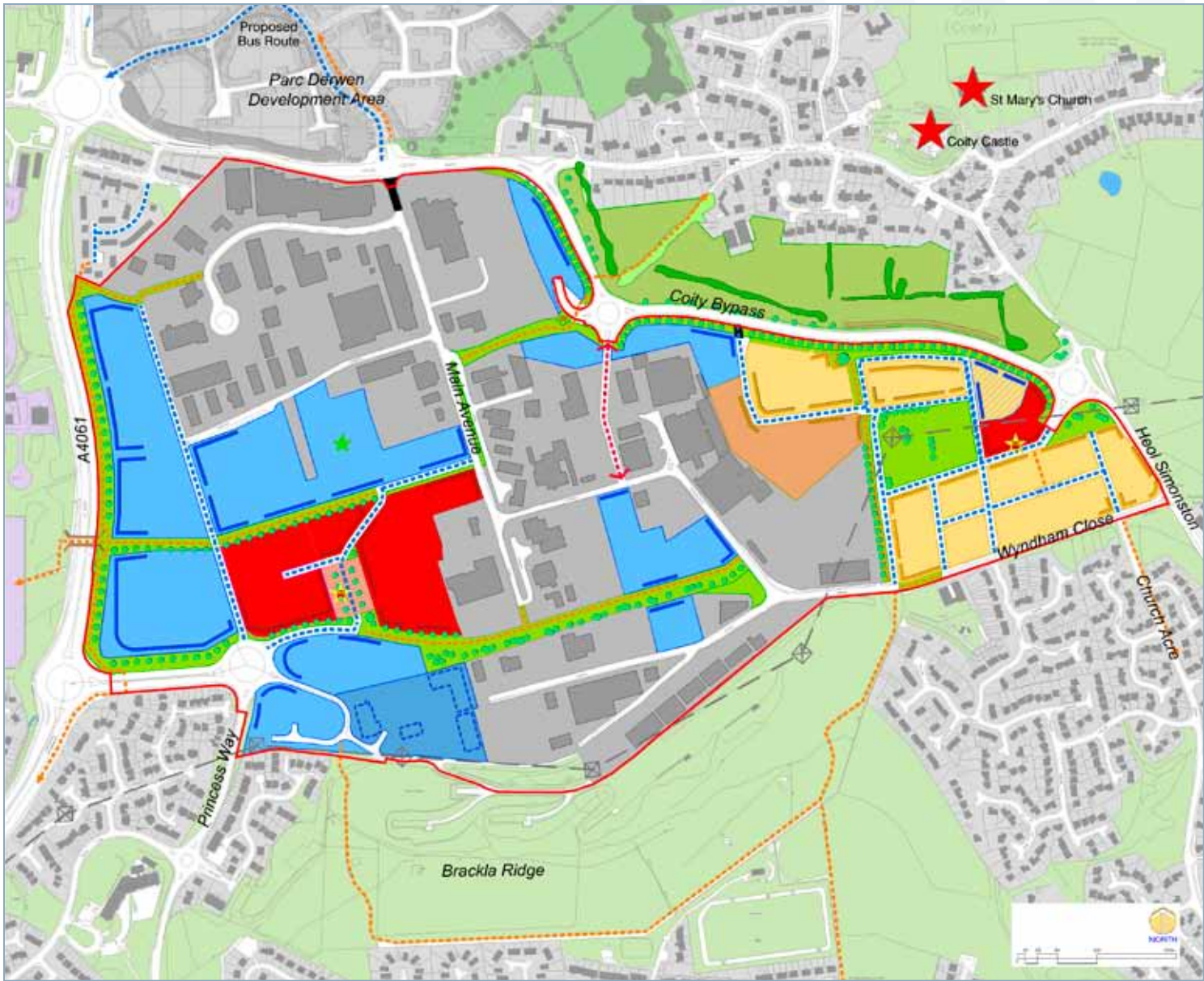
Green routes and corridors are proposed through the site to link the green buffer around Coity to Brackla ridge for recreational, landscape and ecological purposes.







(Top) UDP Proposed Road Layout

(Bottom) Agreed Downgraded Road Layout





-  Site Boundary
-  Residential
-  Transitional Employment / Housing Land
-  Existing Employment Retained & Improved
-  Proposed Employment
-  Veterinary Practice & Offices
-  Community / A3 Uses
-  Niche Market Housing
-  Mixed Use Centre (A1-A3, C1-C2 & D2)
-  POS
-  Green Wedge Policy ENV11
-  Proposed Planting
-  Proposed New Roads
-  Potential New Roads  
(dependant on acquiring ownership)
-  Pedestrian / Cycle only Routes
-  Bus Stops
-  Well (Ancient Monument)
-  Energy Centre
-  Bridge to Hospital
-  Pylons
-  Landscaped Bund

# design objectives

A summary of how the Development Brief promotes the twelve design objectives within Technical Advice Note 12: Design is given opposite. Future applications must continue to reflect these objectives.

The twelve objectives are included within TAN12 under the principles of:

- Character;
- Movement;
- Environmental Sustainability;
- Community Safety; and
- Access.

Future planning applications will be required to show how they respond to the design objectives within a supporting Design and Access Statement.



(Top Left)

Character: Sustaining or enhancing local character

(Bottom Left)

Movement: Promoting sustainable means of travel

(Top Right)

Sustainability: Achieving efficient use and protection of natural resources

(Middle Right)

Community Safety: Ensuring attractive, safe public spaces

(Bottom Right)

Access: Ensuring ease of access for all





	TAN12 Objective	Design Response
Character	Sustaining or enhancing local character	<ul style="list-style-type: none"> <li>• Distinctive proposals aimed at improving the quality of the area</li> <li>• Proposals drawing on existing qualities and local distinctiveness of such areas such as Coity</li> <li>• Incorporation of views to Coity Castle and St Mary's Church</li> </ul>
	Promoting legible development	<ul style="list-style-type: none"> <li>• Improvement over time of existing estate through private development of existing buildings</li> <li>• A more permeable structure is proposed with views within and out of the site to new, existing landmarks, and incidental buildings</li> <li>• Use of planting/green corridors to improve legibility</li> </ul>
	Promoting a successful relationship between public and private space	<ul style="list-style-type: none"> <li>• Development designed to allow for frontage on to public space</li> <li>• Spaces with identified purpose to encourage activity</li> </ul>
	Promoting quality, choice and variety	<ul style="list-style-type: none"> <li>• A mix of uses is to be provided, with further opportunity for variety within each area</li> <li>• Opportunities for high-quality development and improvements to existing industrial estates</li> </ul>
	Promoting innovative design	<ul style="list-style-type: none"> <li>• A considered framework has been established to encourage innovative buildings, infrastructure and landscape (including the potential for public art)</li> </ul>
Movement	Promoting sustainable means of travel	<ul style="list-style-type: none"> <li>• Inclusion of convenient foot / cycle routes and improved accessibility to bus routes</li> </ul>
Environmental Sustainability	Achieving efficient use and protection of natural resources	<ul style="list-style-type: none"> <li>• Inclusion of an energy centre to provide combined heat and power to surrounding land uses</li> <li>• Residential development laid out to take advantage of solar gain</li> <li>• Incorporation of sustainable drainage features</li> <li>• Guidance to encourage sustainable detailed design, including building and landscaping</li> </ul>
	Enhancing biodiversity	<ul style="list-style-type: none"> <li>• Inclusion of connected green corridors linking surrounding open spaces</li> <li>• Open spaces to encourage habitat creation, incorporate drainage features, retained and new planting</li> <li>• Encouragement of active landscape management</li> </ul>
	Designing for change	<ul style="list-style-type: none"> <li>• A flexible development framework is proposed to allow for future changes</li> <li>• Future detailed design must consider and illustrate the adaptability of proposed buildings</li> </ul>
Community Safety	Ensuring attractive, safe public spaces	<ul style="list-style-type: none"> <li>• Overlooked and connected spaces provided within the development and adjoining existing areas</li> <li>• Located and designed to be inclusive and to encourage activity</li> </ul>
	Security through natural surveillance	<ul style="list-style-type: none"> <li>• A coordinated approach is being taken to encourage a sense of community and ownership of spaces</li> <li>• Layout designed to encourage detailed design providing overlooking of the public realm</li> </ul>
Access	Ensuring ease of access for all	<ul style="list-style-type: none"> <li>• The proposals promote integration of surrounding uses and connectivity across the site</li> <li>• Encouragement is given for detailed designs to provide an inclusive development</li> <li>• Integrate proposed development with surrounding existing areas</li> </ul>

# consultation

The initial proposals for the mixed use development of the site have been subject to consultation with stakeholders, including Bridgend Council the public and the Design Commission for Wales.

## Bridgend County Borough Council

The team has met with officers of Bridgend County Borough Council to discuss and agree the principles of the Framework Masterplan and the Development Brief. Additionally the emerging proposals have been presented to the Council Cabinet and other key Members.

## Public Consultation

To publicise the public consultation over 1,200 letters were sent to businesses on Brackla and Litchard Industrial Estate and to surrounding residential addresses. This process consisted of:

- A public exhibition on 12th August 2009 at the Big Diner on the estate's Main Avenue. Members of the team were present, and over 150 people attended.
- A website, [www.bracklabusinesspark.co.uk](http://www.bracklabusinesspark.co.uk) included downloadable exhibition boards and

an online questionnaire.

- A public exhibition (unmanned) in the Council offices from 19th to 24th August 2009.

## Design Commission for Wales

The team presented the proposals to the DCfW Review Panel on 23rd September 2009. This covered work undertaken up to the Framework Masterplan Stage and, with the exception of the Illustrative Masterplan, did not include the more detailed design guidance. The proposals were well received with useful suggestions particularly on the need for design guidance and detail in the Development Brief and a request for the panel to be kept informed as the project progresses.

A separate Statement of Community Involvement provides details of the consultation process, including an examination of responses and amendments made to the proposals as a result.



(Top) Brackla Public Consultation

(Bottom) Brackla Public Consultation Website

Potential Issue Raised By:	Response By:
Bridgend County Borough Council	Barton Willmore and the Department for the Economy and Transport
Planning department support the proposals and development of the Development Brief. Proposals need to be subject to agreement and approval by the Council.	The Draft Development Brief will be subject to consultation within the Council and following public consultation on the proposals through the Council's Committee
Broad support for the proposed highway solution but details will need to be carefully considered and assessed.	Highway issues have been considered and the overall site is allocated for development as proposed in the Local Development Plan. Additionally each planning application will assess the impact on the highway system
Need to provide details on the Sustainable Energy Centre?	It is confirmed that this will be based on clean green energy principles and will undergo separate consultation on the detailed scheme
General Public	
Over 80% of respondents supported the need to regenerate the site and surrounding area	Level of overall support noted. Other specific issues raised are noted below
Approximately half of respondents supported the broad proposals for the mixed use regeneration of the site	There is support for the proposals and we are looking to refine the proposals to achieve even greater support
Concerns were expressed regarding vehicle traffic on adjacent highways particularly through Coity via Heol Spencer and Brackla via Church Acres	The Brackla proposals have been designed to encourage greater use of non-car transport modes, while the construction of Coity Bypass and accompanying measures to remove through-traffic from Coity formed part of an approved scheme of highway improvements. Proposals to improve Heol Simonstone are aimed at discouraging rat-running. The operation of the new bypass will be monitored in terms of any implications for the highway network and related to the Brief area
A request for more details on the proposed development, careful consideration of adjoining land uses and the mix of employment uses on the site	Further detail of the proposals is provided within this Brief, which also describes the design process and how the adjoining uses and proposed mix have been carefully considered. Further consultation will inform future changes to the proposals
Design Commission For Wales	
Wished to see higher sustainability aspirations; including enhanced energy targets (Code/BREEAM), green infrastructure and embedded public transport	Higher Code levels will be sought as part of the overall proposals. Viability of these and their deliverability are key considerations which need to be taken into account and emerge as the various elements are defined in more detail. Integrated green infrastructure is proposed, together with an improved bus service
Require detailed design guidance and masterplan to guide quality of development, which reflect the local context	Detailed design guidance will be provided along with a masterplan that encourages local distinctiveness. A need to retain flexibility in order to allow delivery by developers will be an essential part of future proposals
Will the site have a range of character areas for the landscaping which will also need to be managed/maintained.	The proposals will have a range of landscape characters and treatments. These will be defined in the Development Brief in terms of design parameters
A pragmatic and flexible approach is recommended, including retention of existing and meanwhile uses	The Brief provides flexibility and a pragmatic approach
Stress need for connectivity and integration	Development is proposed to provide improved links and integration with the surrounding areas



# illustrative masterplan

The Illustrative Masterplan (opposite) provides guidance as to the potential development form. While the parameter plans within the next section set out the requirements for future applications, this plan suggests the townscape that should result and desirable aspects which will be sought by Bridgend County Borough Council.

## Access

- A1** Vehicular access from A4061 to new employment areas
- A2** Retained vehicular access from Heol West Plas
- A3** Potential new vehicular access from Coity Bypass
- A4** Vehicular access from Coity Bypass to local centre / residential area
- A5** Wyndham Close stopped up for through traffic from Brackla Estate
- A6** Pedestrian/cycle bridge across A4061
- A7** New bus stops
- A8** Pedestrian and cycle route along the A4061 frontage

## Employment

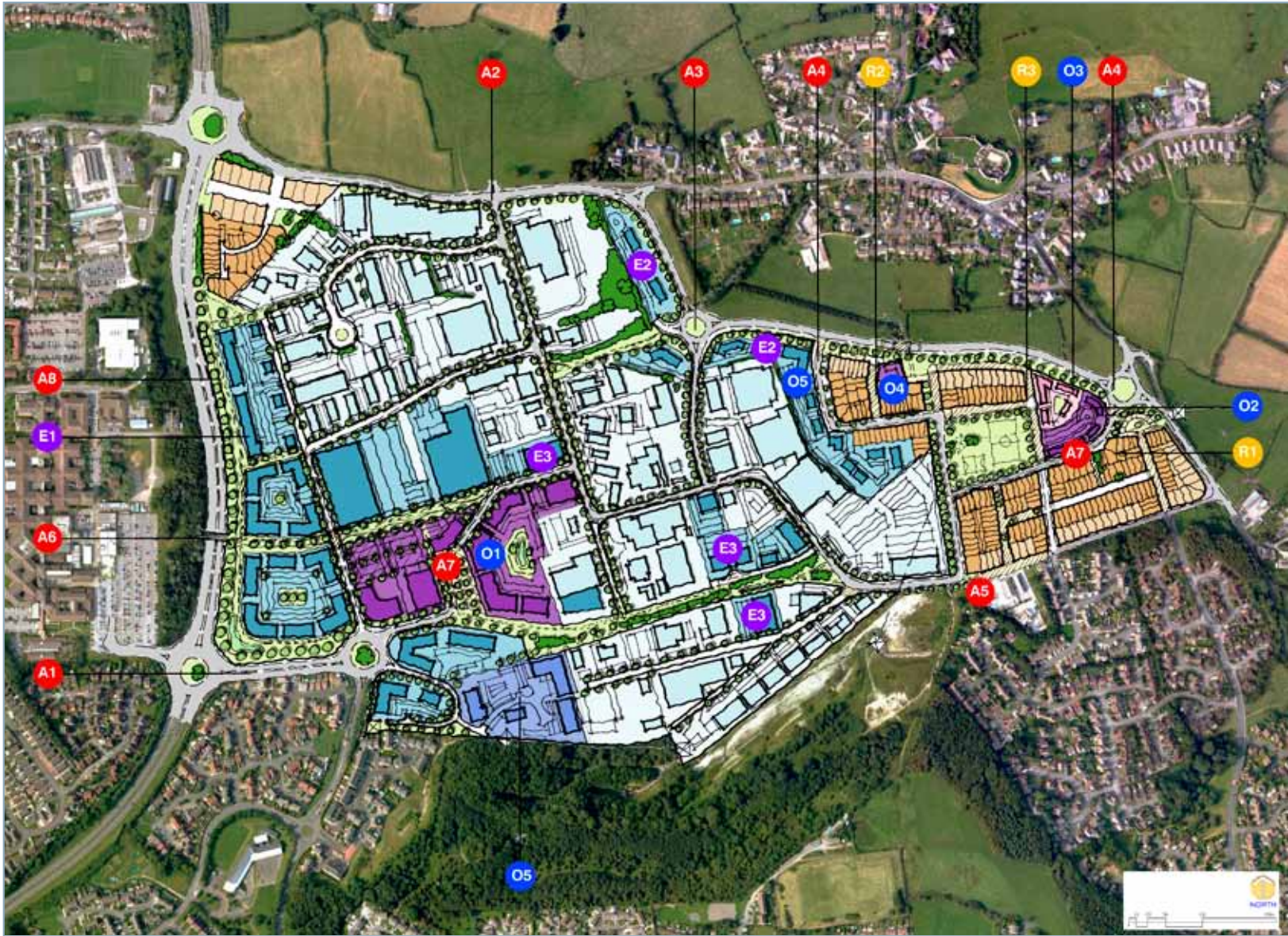
- E1** New office development and other B1 uses in high profile location to provide high quality frontage along A4061
- E2** Infill employment areas (B1) to provide frontage to Coity Bypass
- E3** Infill employment (B1 light industrial/B2/B8) to aid the creation of a legible place within and adjoining existing estate

## Residential

- R1** Residential area developed with secure and legible perimeter block structure at a minimum density of 35 dwellings per hectare
- R2** Development largely orientated within 30 degrees of south to maximise solar gain
- R3** Development laid out to frame views to Coity landmarks, creating a distinct new townscape

## Other Uses

- O1** Mixed uses around Central Square, [possible uses include local and non-food retail, financial services (A1 and A2 uses); cafes, bars and restaurants (A3); a hotel (C1); a doctors surgery, church, gallery etc (D1); (B1) office; leisure and assembly (D2) and residential apartments above (C3)]
- O2** Local shop/s to provide facility for new and existing residents and benefit from highly visible location with potential for ground floor flexible uses
- O3** Niche market housing providing landmark frontage to Coity Bypass and support local shop/s
- O4** Residential, employment, or community use within retained stone barn
- O5** Transitional mix of employment and residential uses - potentially including live work units





## Infrastructure

- I1 Sustainable Energy Centre for provision of Combined Heat and Power
- I2 Main heat and power conduit from CHP through the site and wider area
- I3 Drainage network and balancing ponds

## Landscape

- L1 Overlooked central green space within residential area providing local amenity
- L2 Formal green corridor incorporating a foot/cycle link from Coity to Brackla Ridge
- L3 Informal green corridor incorporating retained planting and a foot/cycle link providing west-east permeability
- L4 Green corridor with foot / cycle routes

- L5 Landscaped frontage alongside A4061 incorporating drainage features and foot/cycle routes
- L6 Central square within employment area enclosed by mixed-use development
- L7 Green corridor incorporating a foot/cycle link from Main Avenue to existing Public Right of Way to Coity and retained well
- L8 Gateway space in front of retained stone barn
- L9 New street framing view to Coity Castle and St Mary's Church
- L10 Encouragement of new avenue planting alongside existing highways within Brackla and Litchard Industrial Estates
- L11 Encourage appropriate boundary treatments between residential and commercial to reduce any potential conflicts of interest

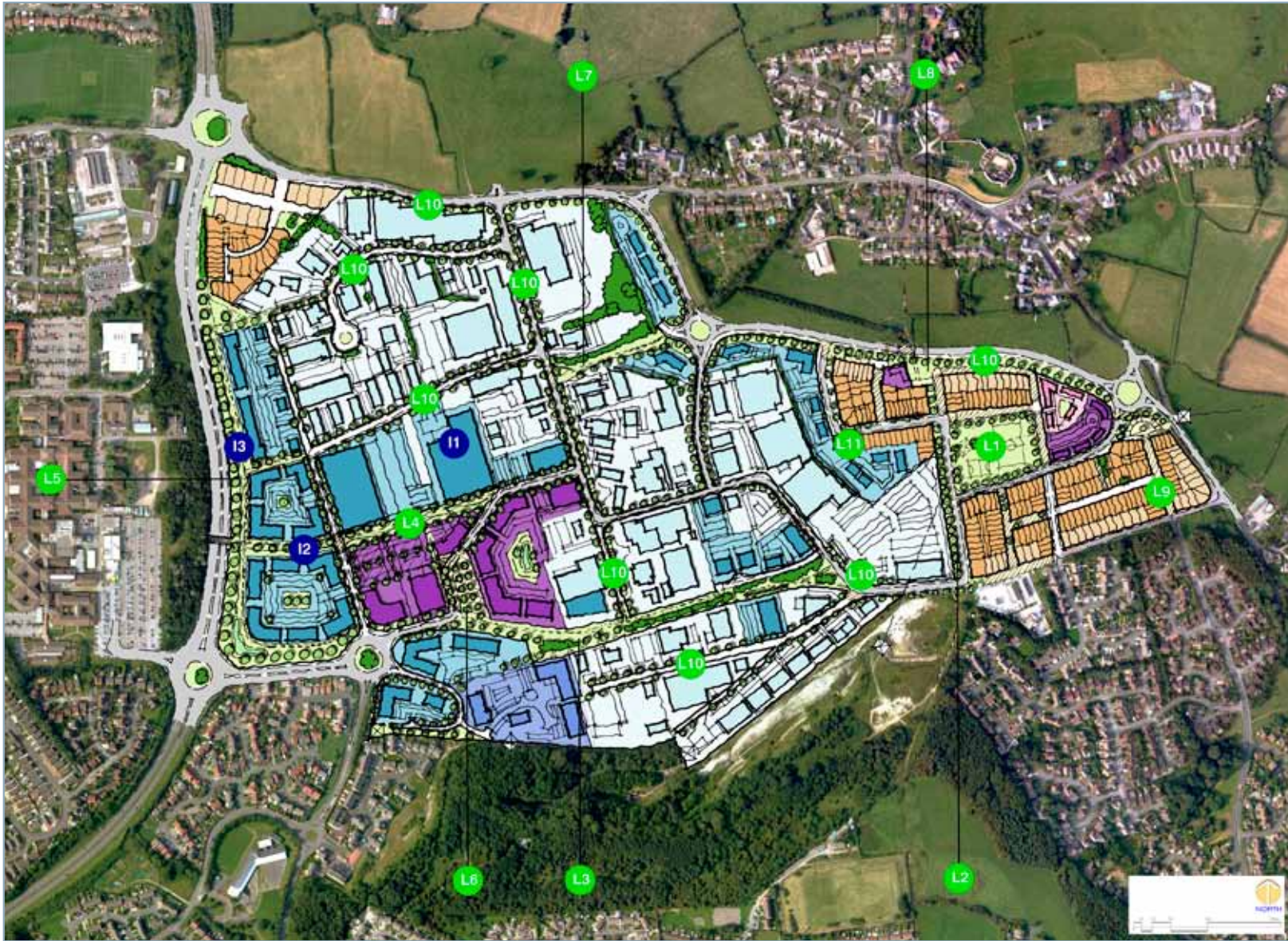
## Existing Estate

The existing Litchard and Brackla Estates are in private ownership outside of the Welsh Assembly's control. These areas will be retained in generally employment use i.e. B1, B2 and B8 uses.

The estates have been part of an industrial estate improvement programme, supported by the Welsh Assembly Government, since 2001. This has involved public realm improvements and grants to owners and occupiers to improve their premises.

Proposals which seek to improve the quality of the existing estates will be encouraged provided they are in conformity with the policies of the Local Development Plan. Any new or re-development proposals within the existing estates should integrate with the proposed development within this Development Brief.





# summary

This section has provided a summary of the design process so far and proposals which will achieve a good quality development via the Illustrative Masterplan.

The proposals have been designed to create a comprehensive and permeable development which helps to integrate the site with the surrounding areas. The proposals seek to improve the appearance of the area through new high-quality frontages to adjoining highways and create an improved environment with a sense of place. Currently the site fails to provide convenient routes between areas and land uses including Coity, Brackla, Brackla Ridge and The Princess of Wales Hospital.

Development will help provide better links, particularly for pedestrians and cyclists, between these uses. These measures will also seek to stimulate and encourage investment and improvement of the existing industrial estates which are in private ownership. The following section provides detailed development parameters based on the Illustrative Masterplan to guide and fix the future form of development on the site.





parameters

# land use parameter

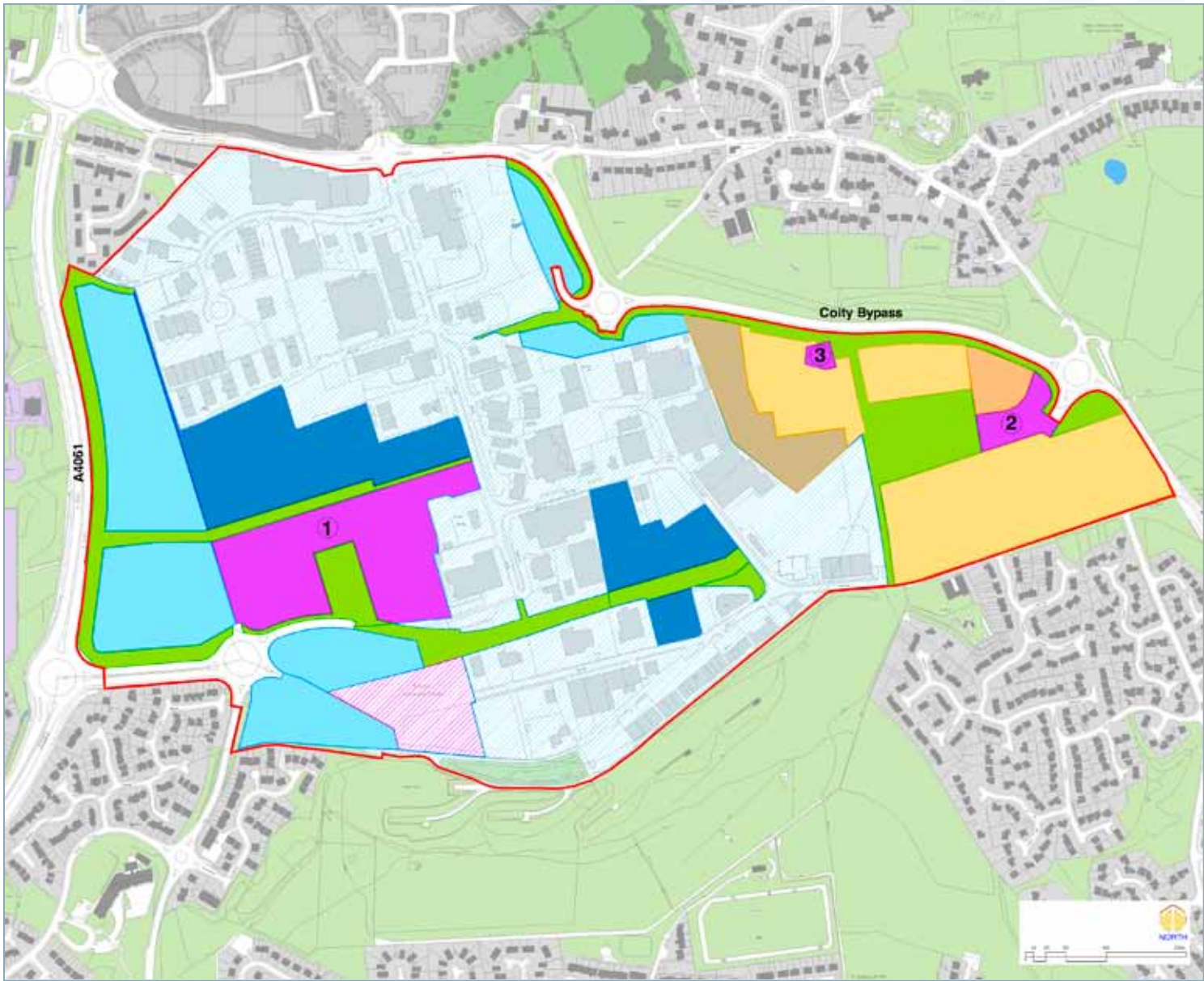
The overall integrated and phased development will deliver a mix of land uses and seek to safeguard and improve existing uses through good estate management.

This Brief promotes a pragmatic approach to regeneration. The parameter plan opposite sets out the requirement for employment use (west) and residential use and transitional zone (east), with their supporting mixed-use centres. Infill employment development within and around the existing estates may provide either standalone new businesses or the expansion of established premises.

The need to provide space for uses which may not be visually be of a high quality but fulfil a necessary function is also recognised.

Land Use	
Office Frontage to A4061	B1 offices and research and development uses of up to 40,000sqm gross (assumed mixture of 2 and 3 storey office buildings)
Employment within and adjoining Brackla and Litchard Industrial Estate	B2 and B8 uses with floor area of up to 10,000 sqm gross
Residential Area	250 – 350 dwellings with a variety of sizes and mix of tenures at a minimum of 35 dwellings per hectare and will seek affordable housing in line with the policy applying at the time and will include opportunities for niche market housing
Mixed Use Area (1) adjacent to office frontage on A4061	Area suitable for local retail, non-food bulky goods (A1 purposes) and commercial uses, subject to scale, need and impact with a total floorspace of 7,500 sqm gross. Additional uses may include: <ul style="list-style-type: none"> <li>• Bank, building society, estate agents (A2)</li> <li>• Pubic house, restaurant, bar (A3)</li> <li>• Leisure, gym, indoor play space, etc. (D2)</li> <li>• Crèche/Nursery (D1)</li> <li>• Hotel (C1)</li> <li>• There is potential for residential or other appropriate uses at first or upper floors</li> </ul>
Mixed Use Area (2) within main housing area	Local retail centre (A1-A2) retail units subject to scale, need and impact tests. Anticipated units gross area of up to 450 sqm. There is potential for residential or other appropriate uses at first or upper floors
Sustainable Energy Centre	Combined heat and power site fuelled by clean renewable/low carbon sources. (No municipal waste incineration) 9500 sqm gross floor area





-  Site Boundary
-  Residential (C3)
-  Employment (B2/B8)
-  Employment (B1)
-  Transitional Zone (Employment/Residential)
-  Residential (C3), Niche Housing
-  Mixed Use Centres (A1, A2, A3, C3, D1 & D2)
-  Major Open Space and Structural Landscaping
-  Vets
-  Retained Employment

# movement parameter

Movement and connectivity is a key consideration to ensure the successful integration of the development with the surrounding area.

## Bus Routes

The site, together with the adjoining Parc Derwen development, provides the opportunity for embedded public transport – potentially diverting existing bus services through the site or establishing new services. Stops must be provided at accessible locations within each of the mixed-use centres. The focal square to the west will provide a bus only access through from the A4061 to Main Avenue.

## Pedestrian and Cycle Routes

Public Rights of Way through the site will require diversion. Dedicated foot/cycle routes will be provided north – south along the western boundary with the A4061 and from Wyndham close to Coity Bypass. Also provided are east – west routes within landscaped green corridors and alongside highways, with a potential link to the Princess of Wales Hospital via a footbridge across the A4061.

Routes will provide direct links to the mixed-use centres and to adjoining residential areas, including alongside all existing and proposed highways. Shared surface/low speed streets are encouraged within the residential area which may include planting within the street.

## Vehicles

Vehicles will be able to use the existing and proposed network. HGVs will be prevented from accessing the proposed residential area and Wyndham Way. Wyndham Way and its junction with Heol Simonstone will be downgraded to reduce through traffic. Contributions towards improved pedestrian and cyclist facilities and traffic calming measures will be sought for Wyndham Way, St David’s Close and Church Acre. Appropriate contributions towards improvements to Heol Simonstone will also be required.

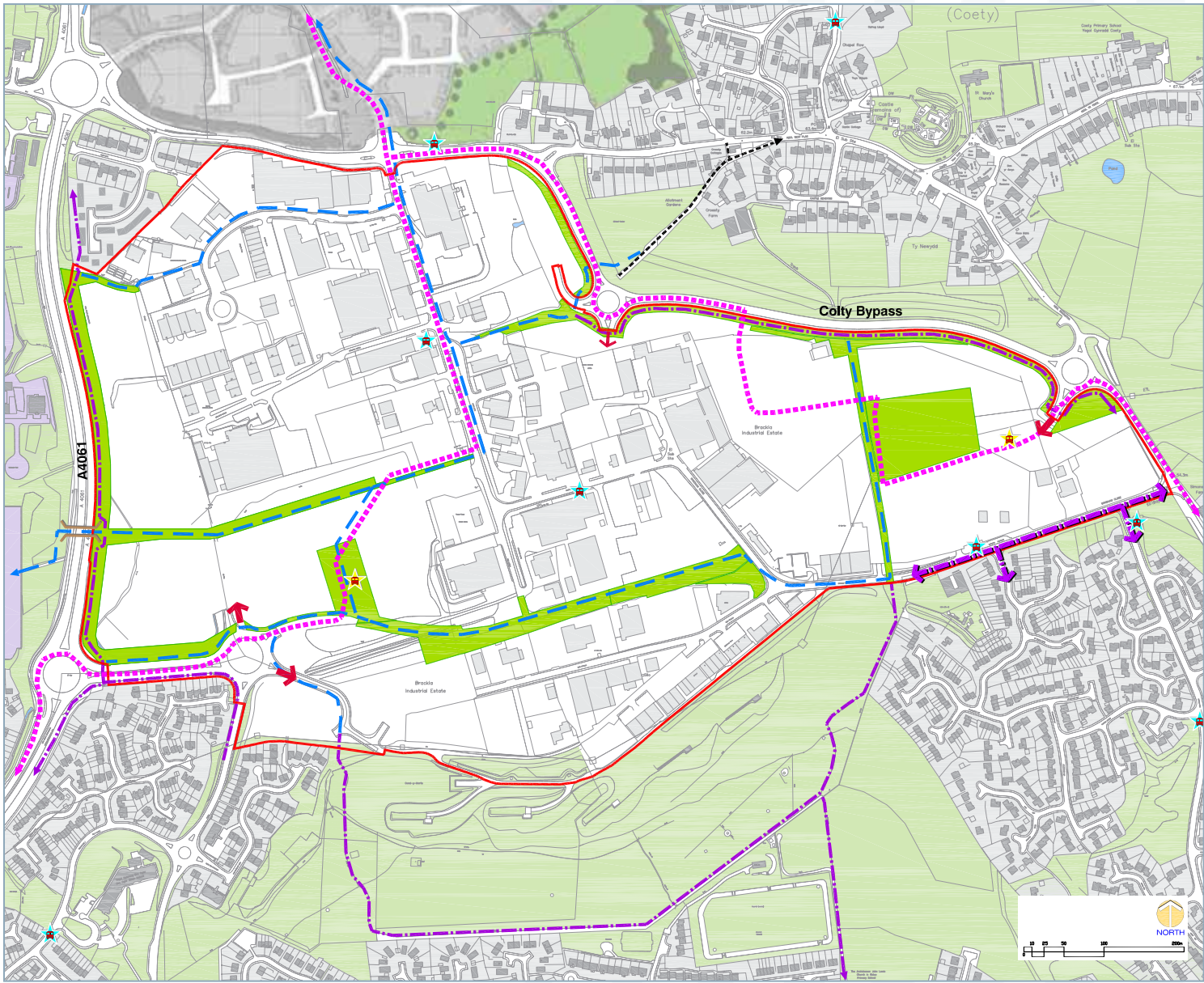
## Parking Standards












A summary of the parking standards as they currently apply is provided, while reference should be made to the Wales Parking Standards.

Car Parking Standards Requirements	
Office B1 use frontage to A4061:	1 car parking space per 40 to 60 sqm gross
Employment B2/B8	1 space per 120/140 sqm for B2/B8 uses and 1 space per 35 sqm for “high tech industry”. For operational requirements. Refer to Wales Parking Guidance
Residential Area	250 - 350 dwellings with a variety of sizes and mix of tenures at a minimum of 35 dwellings per hectare. 30% affordable housing required overall
Niche Market Housing	1 space per bedroom to maximum of three for houses. 1 space per bedroom to maximum of two for flats. 1 space per 5 units for visitors
Residential Mixed Use Area - Apartments	1 space per bedroom for flats to maximum of two



# movement plan



-  Site Boundary
-  Potential Vehicular Access
-  Existing Pedestrian / Cycle Routes
-  Public Rights of Way
-  New Pedestrian / Cycle Routes
-  Potential Diversion of Existing Bus Route (Service 81)
-  Existing Bus Stops
-  Proposed Bus Stops
-  Major Open Space & 'Green Routes'
-  Potential Foot / Cycle Bridge (Indicative Location)
-  Traffic Management & Pedestrian / Cycle Improvements

# scale parameter

This parameter sets the building heights which will be broadly acceptable across the site once regrading has been undertaken.  
There is potential to provide a range of heights to create an attractive and distinctive area which responds to its surroundings.

## Office Frontage to A4061

This is the primary face of the development and will comprise high quality B1 office uses. It will provide up to a four storey building at the south west entrance off the A4061. The remaining frontage will range from two to three storeys in height. Where possible advantage should be taken of the topography to provide undercroft car parking/servicing.

## Employment Area

The employment area within and adjoining the existing estates is suitable for B1, B8 and some B2 uses. Buildings will generally be two and three storeys, although can reach up to 20m in height for the energy centre with additional height for plant/equipment. The overall heights will be subject to consideration of scale, design and visual appearance.

## Main Mixed Use Area

This is anticipated to be up to 3 commercial storeys in height allowing local retail, leisure, hotel, employment or other commercial uses over multiple floors. There is potential for residential apartments at first and second floors.

## Residential Area

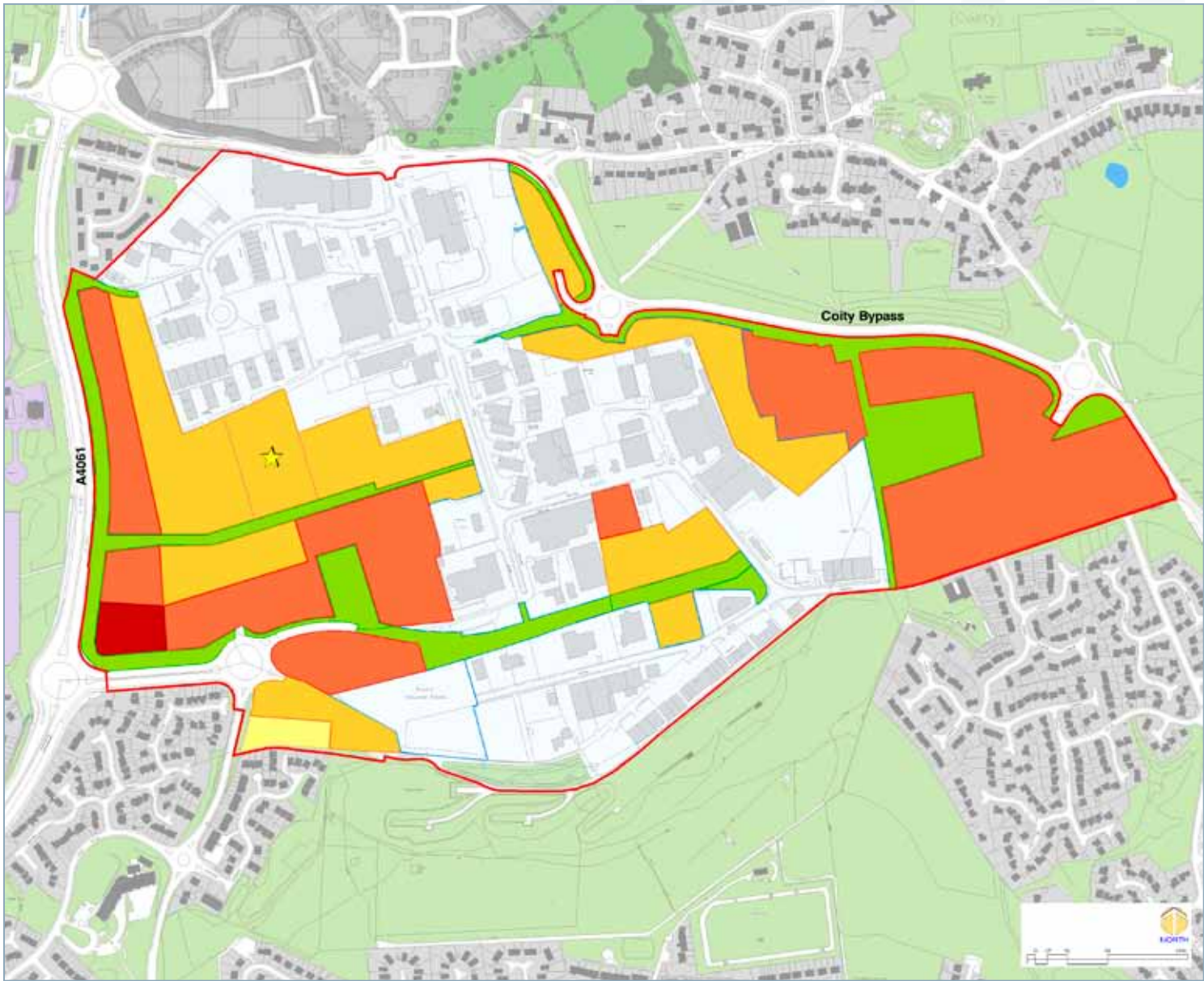
This is anticipated to be predominately 2 storey with up to 3 storeys at gateway locations and key frontages.









## Residential Mixed-use area

This is anticipated to be up to three storeys with a range of uses on the ground floor with the potential for residential use above.

Height	
Office Frontage to A4061:	Two to four commercial storeys. Additional heights subject to consideration of scale, design and visual appearance
Employment B2/B8 uses.	Generally two to three storeys, with allowance for an increase in scale for the energy centre. Overall height subject to consideration of scale, design and visual appearance
Main Mixed-Use Area	Up to three commercial storeys in height
Residential Area	Predominately two storeys with three storeys at gateway locations and key frontages
Residential Mixed-Use Area	Two to three storeys





-  Site Boundary
-  Up to 4 Storey
-  Up to 3 Storey
-  Up to 2 Storey
-  Up to 1 Storey
-  Existing Employment / Other Uses of up to 3 Storey
-  Major Open Space & Structural Landscaping
-  Energy Centre (height dependant on operation)

# public open space & landscaping parameter

Providing good quality and adoptable public open space and green infrastructure throughout the site, and integrating with and encouraging the improvement of the existing estates, is a key requirement for the development.

## Main Routes and General Landscaping

The main routes through the development will need to be formally landscaped to a high standard with appropriate planting and surface treatment enabling safe and convenient access for all users (pedestrians, cyclists, public transport and other vehicles). In addition, formal tree planting throughout the existing estates is encouraged. Landscape proposals should use native species and be designed to be robust, long lived, easily maintained and to encourage the movement of wildlife through the site.

## Residential Public Open Space

A central area of Public Open Space for recreation, including a children's play area, is required in the residential area. Based on Fields in Trust standards for a minimum of 250 dwellings, the 1ha space will have a formal character and provide a Local Equipped Area for Play and 5-a-side football pitch or similar. If

required, contributions can be made to improve off site existing facilities in the local area, however the public open space on site would need to be retained for informal purpose.

## Mixed Use Centre – Public Square

This will be a high quality and robust public square lined by a mix of uses to provide a vibrant space. The space must be flexible and useable for casual outside seating for the public and for potential occupiers such as cafés. The square may be a shared surface with a dedicated bus/cycle route.

## Green Corridors

A network of green corridors is to be provided across the site, providing attractive foot/cycle routes and benefitting biodiversity. This includes formal treatments alongside the adjoining A4061 and Coity Bypass, where drainage features can add further interest and value; a direct formal

link between Coity Bypass and Brackla Ridge; and a semi-natural east – west link from the edge of Brackla Ridge to the A4061, incorporating retained planting and the steep slopes.

Green corridors should be designed to facilitate movement of wildlife through the site and to connect to wider areas of natural open space within and adjoining (where possible) the site.







## Public Art

Public art can help to add to the sense of place and there are several opportunities identified throughout the site. These include within the mixed-use centres and on the main roundabouts at the site entrances.

## Maintenance

Details of the management and maintenance of open spaces and landscape areas will need to be provided.



-  Site Boundary
-  Landscaped Green Routes
-  Public Open Space
-  Squares
-  New Tree Planting / Structural Landscaping
-  Locations for Public Art



# infrastructure & utilities parameter

The infrastructure and utilities throughout the proposed development will need to be delivered in a co-ordinated process as the site is built out.

## Landform

The site will require re-grading in limited areas including elements of cut and fill to form development plateaus, with adoptable gradients for highways and creation of an inclusive townscape. Detailed ground investigation will be required for each stage of development.

## Low/Zero Carbon – Combined Heat and Power

A Low/Zero Carbon Combined Heat and Power plant could be provided on the site and provide power to the national grid. The plant will also offer heat and power to the proposed development and the surrounding area. The CHP will use “clean” material/fuels for energy creation.

## Surface and Foul Drainage

Attenuation measures will form part of the overall design of buildings and paved areas within the site. Additionally a site wide sustainable urban drainage system will be provided. This is likely to consist of linear swales with infiltration storage which will connect to balancing ponds and storage tanks within the site. Details will need to be agreed with the Environment Agency and Bridgend County Borough Council.

Foul drainage will be dealt via the existing sewer system with connections as required. Any required improvements will need to be discussed with Welsh Water.

## Services and Utilities

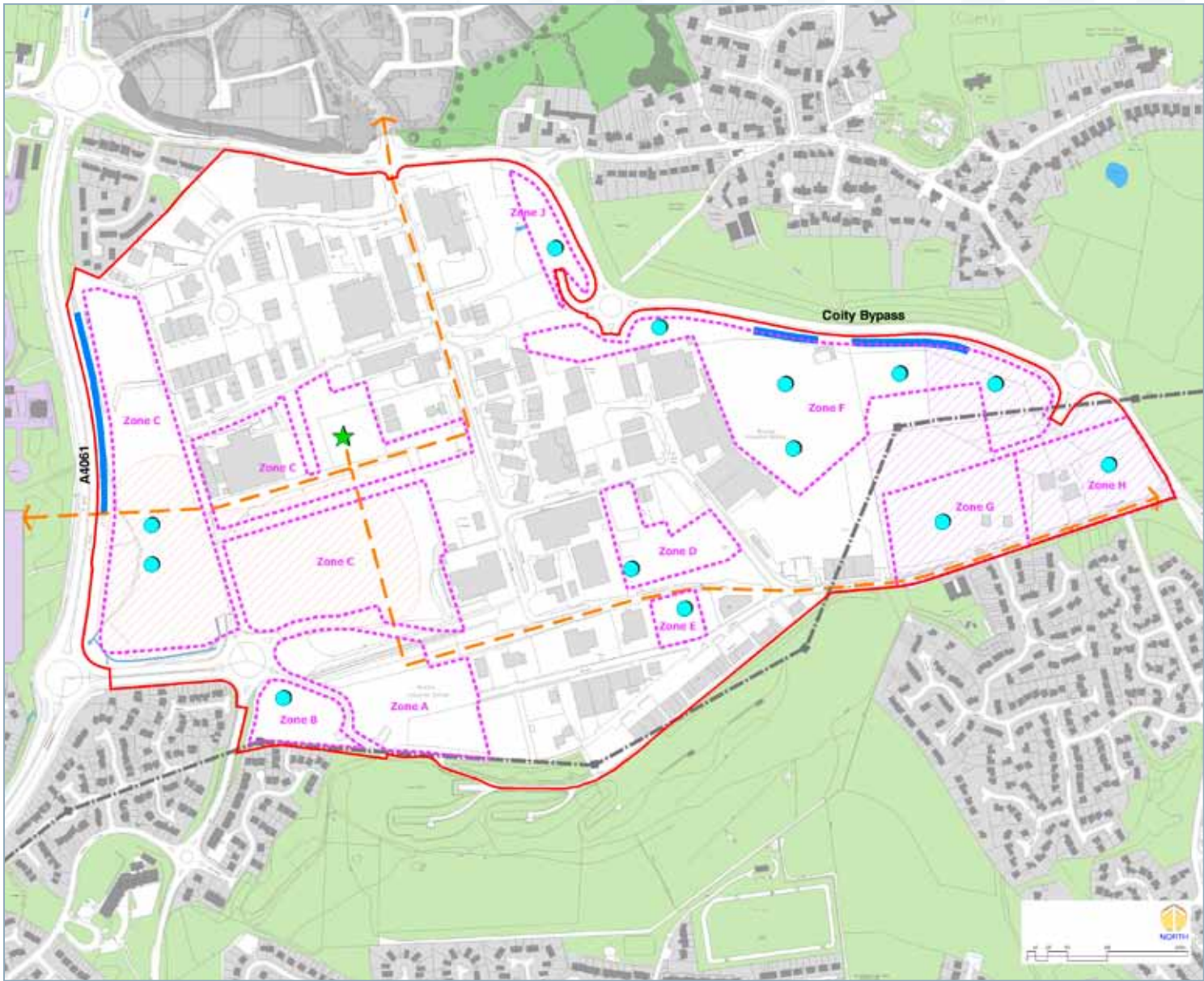
The site is served by all required services and utilities. The overall capacity of these will require assessment at the detailed design stage with the relevant body.





A heat main system from the CHP plant will be delivered by the CHP developer. This will be designed to enable the development site to connect to this source of heating.

## Electricity Powerlines and Pylons

These have been incorporated into the proposed development. However, they are on temporary wayleaves and with the development of the site including the Sustainable Energy Centre they potentially could be diverted or placed underground.





-  Site Boundary
-  CHP Site Location
-  Power Main to CHP (awaiting details from Jacobs)
-  Powerlines with Pylons
-  Swales / Linear Storage Ponds
-  Indicative Locations of Surface Water Attenuation  
(See drainage strategy for detail)
-  Drainage Strategy Zones  
(See drainage strategy for detail)
-  Broad Area of Regrading / Cut
-  Broad Area of Regrading / Fill

# design guidance

The following design guidance supports the Illustrative Masterplan and development parameters. This is provided by illustrative elevations and layout plans for the key elements of the residential, employment and mixed-use areas.

This guidance is intended to provide clarity on the intended form, appearance and landscaping of development at North East Brackla. The drawings highlight key elements to be considered at the detailed design stage. This guidance is not prescriptive and allows flexibility and refinement to deliver good quality development over the lifetime of the Development Brief.

Every development will provide a Design and Access Statement and this shall seek to deliver and demonstrate how it complies with the Vision and general requirements of this Development Brief.

Of particular note are the sustainability requirements set by this Development Brief. These require that commercial floorspace achieves BREEAM Excellent, while new dwellings reach at least Code Level 3 (plus 6 credits under ENE1) of the Code for Sustainable Homes, with an

aspiration for Code 6 by 2011.

The Guidance builds on the design requirements expressed in Planning Policy Wales, TAN12 and the Development Plan, as well as the requirements of the Welsh Assembly Government set out on page 6 of this document.

Guidance is provided three areas listed below.

- Area 1: the employment area fronting the A4061 at the southwest entrance to the site
- Area 2: the western mixed-use area which provides a focus to the western employment area
- Area 3: part of the eastern residential area which fronts the central open space







# area 1: A4061 employment frontage

This section provides an Employment Area sample block and design guidance to support the Illustrative Masterplan.

The employment area fronting the A4061 will provide new, high-quality frontage to the western edge of the site and act as a gateway into the site from the southwest. A sample layout is provided opposite, with an illustrative elevation shown overleaf.

## Scale

- In general, the scale of new employment buildings fronting the A4061 will vary between 2 storeys and 3 storeys; with some scope to vary heights to facilitate varying roof configurations and roof mounted plant
- Along the A4061 the site slopes from the north to the south, with lower ground levels next to the new roundabout; a feature building of 3 – 4 storeys would be suitable in this landmark location
- Potential for lower 1 – 2 storey buildings to the rear of the A4061 frontage forming an interface with the existing employment / light industrial buildings

## Form

- Create a strong frontage to the A4061
- Create a strong perimeter block which will promote surveillance to footpath / cycle links and internal courtyards
- Provide an interesting and varied roofline with emphasis at key locations
- Promote active frontages with legible, inclusive accesses from foot/cycleway and streets
- Form to consider need to achieve BREEAM Excellent for commercial floorspace

## Parking

- Create secure and overlooked internal parking areas with space for landscaping where possible
- Car parking for offices will be provided at 1 car parking space per 40 to 60 sqm gross.
- Provide on-street visitor parking to enliven the streetscape

- Provide potential for drainage features, either as part of the parking/landscape treatment or in storage tanks under the parking areas

## Landscaping

- Acknowledge the slope of the site along the A4061 and incorporate surface water drainage systems / swales
- Provide a formal avenue of trees along the A4061 as part of a high-quality landscape treatment to the front of the key new frontage
- Provide semi-formal green links east from the A4061 frontage
- Incorporate overlooked cycle / footpaths within the landscape corridor alongside the A4061
- Use native plant and tree species on the road frontage and in parking courts



Featured: A4061 (A), Pedestrian/cycle access along A4061 and site (B), Strong frontage (C), Landscape corridor with drainage features (D), Emphasis to provide corner interest and landmark (E), Central parking area (F), Frontage to new internal highway (G) and Landscape area with pedestrian cycle link (H)

## Appearance

- Appearance to consider requirement to achieve BREEAM Excellent for commercial floorspace
- Use simple geometric shapes to create a strong building form
- Provide variety in the roof / parapet line to create an interesting roofscape
- Use parapet walls to conceal low pitched roofs / flat roofs / green roofs / terraces
- Add elevational interest through projecting rectangular or square bays either cantilevered (for small elements) or supported on expressed steel frame (for larger elements)
- Use small raised roof elements over key building features with overhanging eaves
- Use a limited range of opening sizes and shapes, expressing the internal function
- Use of green technologies mounted behind parapet walls

- Use shading devices to control heat gain and add elevational interest where appropriate
- Use a high proportion of glazing to the ground floor expressing 'live' elevations to the street

## Materials and Colour

- Use locally sourced materials where possible
- Use a predominance of white rendered walls or white flush panel cladding system with a selective use of small areas of colour
- Use clay or ceramic rainscreen cladding in 'earth' tones (terracotta, slate, bronze) to break areas of render or with a window grouping
- Use light grey or metallic coloured finishes for roofs, windows and doors and rainwater goods
- Use composite aluminium and timber glazing systems





Featured: *Landscape link (A), Add interest to elevation (B), Emphasis to corner (C)*

# area 2: western mixed-use area

This section provides design guidance for the western mixed-use area within the employment area to support the Illustrative Masterplan.

This area will provide the main square and act as the heart of the development. The mixed-use area adjoins landscape corridors with cycle / footpath links to both the north and south. A new bus stop will be provided in the central square, which is included within the sample layout (opposite). An illustrative elevation is provided overleaf.

## Scale

- New buildings fronting the square will be predominantly 2 commercial storeys with 3 storey elements; there is scope for some variation to facilitate varying roof designs
- Development opposite the accesses to the square should exhibit a design element of greater scale, such as a feature entrance
- There is potential to provide single storey buildings on the edge of the mixed-use area for smaller retail uses

## Form

- Create a strong sense of enclosure to the square
- Use building depths to facilitate employment and residential uses
- Promote entrances from the square / streets to promote active frontages
- Key corners and gateway elevations are to have additional emphasis, stronger and richer detailing to add interest and act as a landmarks
- Form to consider need to achieve BREEAM Excellent for commercial floorspace

## Parking

- Provide an overlooked shared visitor parking area and secure cycle parking
- Provide disabled parking bays in convenient locations

- Provide secure staff parking to the rear of buildings
- Use of undercroft / decked parking is encouraged

## Landscaping

- Create a high quality formal, hard landscape square with demarcated areas for vehicles / pedestrians / cyclists
- Provide tree planting in tree grilles / enclosures
- Use low hedge / ground cover planting
- Provide contemporary seating and street furniture
- Create links from the main square / visitor parking with adjoining cycle / footpath links



Featured: Shared parking for mixed use area (A), Disabled parking bays (B), Central square including bus stop and possible emergency access (C), Emphasis to provide corner interest and landmark (D), Rear service yard and staff parking (E)



## Appearance

- Appearance to consider requirement to achieve BREEAM Excellent for commercial floorspace
- Use shapes and volumes to create a strong building form and rhythm
- Locate entrances to create active frontages
- Provide any residential uses on the upper floors in a simpler style
- Use variation in the roof / parapet line to create an interesting roofscape
- Use a mixture of parapet walls concealing low pitched roofs / flat roofs / green roofs / roof terraces
- Use projecting bays either cantilevered (for small elements) or supported on expressed steel frame (for large elements) to form colonnades

- Use projecting flat roof and / or curved roof elements
- Provide a mixture of opening sizes and shapes
- Use of green technologies designed as part of the facade or mounted on roofs
- Use shading devices to control heat gain and add elevational interest where appropriate
- Use a high proportion of glazing at ground floors to express 'live' elevations to the 'street'
- Express structured support for floors above at ground floor
- Ensure that signs does not dominate the building facade and is integrated into the design

## Materials and Colour

- Use locally sourced materials as far as possible
- Use predominantly render finishes with some brick elements
- Provide detail elements (such as bay windows to ground floors, store entrance surrounds) in local natural stone
- Key gateway buildings and elevations are to have stronger, richer and contrasting details and materials
- Use clay or ceramic rainscreen cladding in 'earth' tones (terracotta, slate, bronze) to break areas of render or with a window grouping
- Use single coloured finishes for roofs, windows and doors and rainwater goods
- Use composite aluminium and timber glazing systems
- Use materials imaginatively to enhance colour and texture in elevations



Featured: Skyline interest (A)

# area 3: residential

This section details an extract of the residential area within the eastern area of the site with design guidance to support the Illustrative Masterplan.

The residential area will be designed to create a low speed (20mph) traffic environment. This will help discourage its use by employment traffic, together with an appropriate layout design. A sample layout plan is provided opposite, with illustrative elevations shown overleaf.

## Scale

- Generally perimeter block development of two storeys, rising to three storeys to enclose the central open space
- Coach houses and cottage units to mews and parking courts will be subservient to the perimeter frontage and will vary between one-and-a-half to two storeys

## Form

- Use of a secure and permeable perimeter block structure

- Provide secure rear gardens
- Ensure properties address and overlook streets, foot / cycle routes and Public Open Space
- Achieve Code for Sustainable Homes Code Level 3 and extra 6 credits under ENE1 with aspiration to code level 4/5

## Parking

- Provide on-plot resident parking where possible
- Provide small, secure parking courtyards with convenient access for terraces / apartments or designated on-street spaces
- Provide overlooked on-street visitor parking

## Landscaping

- Provide a semi-formal central open space to include play area / sports provision / informal recreation

- Provide landscaped front garden space for units fronting central open space
- Provide other soft landscape areas of a residential scale
- Provide green edge to Coity Bypass
- Provide direct green link from Brackla Ridge to Coity Bypass
- Provide tree-lined avenues along bus routes / primary streets
- Use shared surface streets to reduce vehicle speeds and the dominance of the car
- Provide occasional planting within mews areas
- Ensure a green character to Wyndham Close is maintained through larger front gardens
- Provide appropriate landscape buffer with commercial elements





Featured: Green corridor (A), Central Public Open Space / Park Space (B), Grid structure of streets and avenues to provide legibility (C), Perimeter block structure (D)

## Appearance

- Promote active frontage
- Give consideration to solar orientation and sun shading
- Create distinct architectural styles dependent on location
- Provide an active formal character for dwellings surrounding the central open space; as a focal area housing should be of a contemporary design
- Provide a semi-formal character to Wyndham Way, which responds to the context
- Provide informal mews areas with a subservient scale to perimeter frontage with a more traditional style

## Materials and Colour

- Use locally sourced materials as far as possible
- Create distinctive characters for each street type
- Use expressed elements, contrasting colours and use rich detailing for dwellings surrounding the central open space
- Use a limited palette of materials and colours, with simple detailing to create a semi-formal character to Wyndham Way
- Use a traditional material palette of render and brick with cottage-style detailing in mews areas





(Top) Contemporary formal dwellings of greater scale overlooking the central open space, (Middle) Mews streets of subservient scale, (Bottom) Detached and semi-detached housing along Wyndham Way



# existing estate

The existing Brackla and Litchard Industrial Estates are in multiple private ownerships and are outside the control of Assembly Government, although the highways have been adopted by Bridgend County Borough Council.

Given this situation the Development Brief can not directly influence and deliver development upon this area. However, existing and future development upon the existing estates will be controlled by Bridgend County Borough Council's Planning Department guided by the design parameters set out in this Development Brief, policies in the Unitary Development Plan and the emerging Local Development Plan.

## Future Use of Existing Estates

The existing estates are identified in the UDP and the emerging LDP are to be retained in employment use i.e. B1, B2 and B8 uses. The Development Brief supports this role of the existing estates.

Development proposals within the existing estates should not prejudice the delivery of masterplan proposals within this Development Brief.

Proposals for other uses within the existing estate should be directed to the proposed development areas within this Development Brief if they would advance the delivery of the overall masterplan.

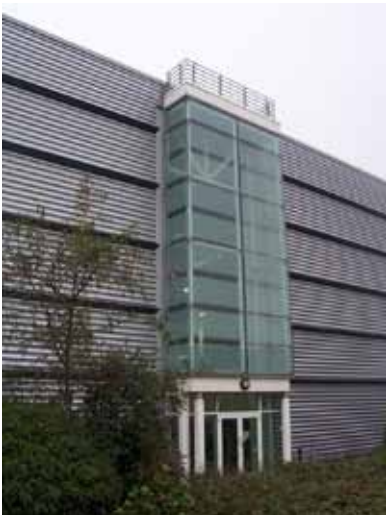
## Upgrading of Existing Estates

The existing Litchard and Brackla Estates have been part of an industrial estate improvement programme since 2001 - see page 34. Most recently this has been taken forward by a Physical Regeneration Fund approval from the Welsh Assembly Government from April 2007 - March 2010. Although on a lesser scale improvements will continue post April 2010.

In accordance with the requirements of good design set out within Planning Policy Wales, the UDP and emerging LDP, development proposals within the existing estates should follow the principles of good design.

New development proposals should take the opportunity to improve the built environment, quality and fabric of the estates in order to further the regeneration of the area.

New developments should include appropriate landscaping and boundary treatments to enhance the appearance of the site and surrounding area. The landscaping and boundary treatments should follow the approach set out within this Development Brief.



(Top Left)  
*Landscaping, including tree planting, within the existing estate is encouraged*

(Bottom Left)  
*Modern materials and boundary treatments should enhance the appearance of the estates*

(Middle)  
*New developments should include appropriate landscaping*

(Bottom Right)  
*The opportunity to upgrade existing building should be taken*



# sustainability

The requirements to deliver a sustainable development have been incorporated throughout the proposals within this Development Brief. This section focuses on elements which are particular requirements and aspirations of the Welsh Assembly Government, the landowners of the site.

The site has been identified by the Welsh Assembly as a Carbon Pathfinder Project to demonstrate delivery of sustainable low carbon development. Accordingly the following key principles currently apply.

**1. Aspiration for all new buildings in Wales to be Zero Carbon from 2011**

- *The site will be developed over a 10 - 15 year period. The Welsh Assembly has an aspiration for new buildings to achieve zero carbon from 2011. Accordingly proposals to deliver such developments at the site will be strongly promoted, encouraged and supported.*

**2. BREEAM Excellent or equivalent as a core condition of funding for non-residential schemes**

- *Responding to this requirement, development proposals will need to demonstrate the consideration and incorporation of appropriate design solutions, including: building layout and*

*orientation; low energy building fabrics; natural ventilation; renewable energy solutions; active building system controls; strategic landscaping and Sustainable Drainage Systems. In particular, developments should connect to – or be capable of connecting to – the CHP Plant, unless circumstances indicate otherwise.*

**3. All new housing promoted or supported by the Welsh Assembly Government is required to meet a minimum of Level 3 plus 6 credits under ENE1 of the Code for Sustainable Homes**

- *All residential development will comply with this requirement as a minimum. This requirement will potentially increase over the lifetime of the development and this Brief. The Assembly Government will promote higher standards to unless viability issues will impact on delivery.*

**4. At least 10% of the total value of materials used should derive from recycled and reused content**

**5. Recycle 85% of construction and demolition waste by 2010**

- *Developments on this site will seek to utilise and maximise the opportunity to recycle construction and demolition waste as far as reasonably practical. This will be achieved and demonstrated through the need to provide a “Waste Minimisation, Reuse and Management Strategy” for development proposals.*

**6. Achieve a 20% reduction in CO2 emissions below 1990 levels by 2010 and 80% by 2050, with real progress by 2020**

- *This is a key strategic policy requirement. The development proposals, particularly through the delivery of the Sustainable Energy Centre and CHP system, will make a significant contribution to attaining this target within the County Borough of Bridgend.*





(Top Left)  
Landscaping will include a Sustainable Drainage System



(Bottom Left)  
New employment buildings to achieve BREEAM Excellent

(Top Right)  
The Welsh Assembly Government is seeking to achieve a CHP Plant on site

(Bottom Right)  
New homes to achieve a minimum of Code Level 3 with an aspiration for higher standards to be delivered



# phasing & infrastructure delivery

## Development Phasing

This Brief does not set phasing arrangements, so as not to restrict development which could come forward and deliver economic, social and environmental benefits. Key elements of infrastructure and facilities will need to be provided as identified below.

## Employment frontage to the A4061.

Development alongside the A4061 must include the following:

- A Proposed pedestrian/cyclist link route alongside this route.
- At-grade improvements to facilitate safe pedestrian and cyclist crossing of the A4061
- A pedestrian footbridge across the A4061 subject to viability and the delivery of a route through the Princess of Wales Hospital.

## Mixed Use Centres

The mixed use centres must provide appropriate car parking, services, and landscaping. The centres must integrate with the surrounding existing estate and provide the required links to the proposed highway and pedestrian/cyclist network within the Development Brief.

The larger, western centre will need to provide the shared surface parking and public square and be provided in their entirety as part of the first element of development in this area.

## Housing Area

The residential area can be developed either as individual parcels or as a single development. Either approach will require delivery of suitable access, services and landscaping.

Landscaping including improved pedestrian and cyclist facilities are proposed along Coity Bypass.

Traffic calming and associated improvements will be required to Wyndham Way, Church Acre and Heol Simonstone. The precise nature of these improvements should be agreed with BCBC's Highways Department.

A central Public Open Space will also be provided

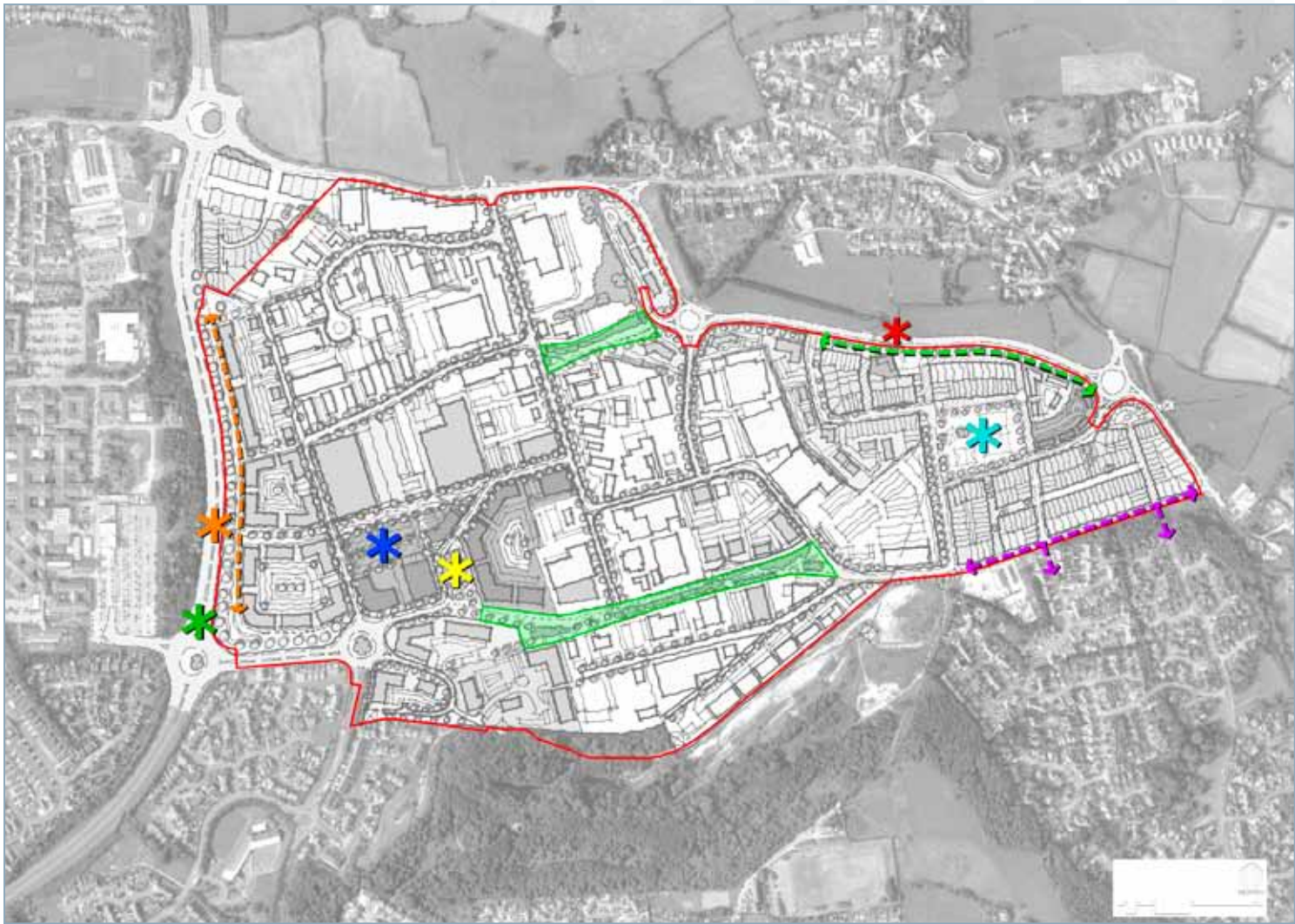
## Pedestrian, Cyclist and Public Transport Link

The two links shown on the plan should be provided

## General Services and Utilities

The Welsh Assembly Government as land owners will assist where possible/required in the delivery of necessary services and utilities to the site to facilitate the development. Each element of this Brief should be capable of delivery on a freestanding basis, while integrating with the overall masterplan. Accordingly elements should not stymie or prevent the delivery of services or facilities to successive parts of the development.





-  Site Boundary
-  Landscaping & Pedestrian / Cycle Link
-  Landscape Route along Coity Bypass
-  Improved Pedestrian Crossing to Coity Bypass
-  Central Public Open Space
-  Traffic Calming to Wyndham Close / Church Acre & St. Davids Close
-  Landscaped Pedestrian / Cycle Route
-  Indicative Location of Footbridge
-  At Grade Improvements
-  Shared Car Park
-  Public Square



# application requirements

Planning applications at the site will need to conform to the Design Parameters and principles of the Illustrative Masterplan.

## Development Brief

The Development Brief provides flexibility and is not prescriptive. However, it establishes key principles and parameters for the development of the site. Developments and planning applications will need to demonstrate compliance with this document in whole or in part. This Development Brief will be a strong material consideration for proposals and planning applications.

## Land Use

Development proposals at the site in terms of the location, use, disposition and scale of development should broadly conform with the Development Brief and Illustrative Masterplan.

## Design

The proposals will need to demonstrate compliance with the guidance within the Development Brief and the specific objectives of good design referenced within TAN12 and PPW. Design and Access Statements will be required for

all applications. It will need to be demonstrated that the housing is of an appropriate density, so it does not impact negatively on residential amenity.

## Sustainability

Individual phases of development will need to comply with Welsh Assembly Government Planning Policy including PPW (July 2010), Draft TAN 22 or any subsequent standards. Subject to specific considerations on each planning application, all developments should seek to utilise the proposed on-site energy centre for their heat and power requirements.

## Transportation

A Transportation Assessment (TA) will be required for the whole site for any proposals for additional housing beyond 100 dwellings within the area defined for residential uses in the Development Brief or any other uses in accordance with the requirements of PPW (July 2010). A TA will be required for each phase of development with consideration given to the cumulative impact. For the commercial developments a Travel Plan will be required for each phase.

## Flood Risk and Surface Water Drainage

The Illustrative Masterplan and supporting technical analysis confirms that the site is not liable to flooding. However, to meet the requirements of the Environment Agency a flood consequences assessment may be required for each phase of development. Proposals will need to consider measures set out in River Basin Management Plans (RBMP) under the Water Framework Directive.

The Development Brief provides a preliminary strategy for delivering the necessary surface water drainage system for the site. Further detailed design and approvals will need to accord with this strategy and will be required for each phase.

## Retail Statement/Impact Assessment.

Any application including retail provision will need to be supported by either a Retail Statement or Retail Impact Assessment depending on scale to demonstrate need.

## Ecology

A Phase 1 Extended Ecological Survey will be required for each phase of development and any additional surveys identified through the Phase 1 Survey.

# S106 contributions

Elements of this Brief will need to make appropriate contributions towards infrastructure and facilities on the site and within the surrounding area. These are set out below.

## Affordable Housing

The residential development will be expected to provide 30% affordable homes (or in accordance with the policy requirements applying at the time) in a range and mix of forms and tenures to be agreed with Bridgend County Borough Council and their nominated Registered Social Landlord in accordance with the Development Plan policy at the time. The affordable housing can be delivered across the site or as part of a single development.

## Education Facilities

The residential development will be required to contribute where necessary (i.e. if there is no capacity within local schools) towards the provision of additional educational spaces. Early discussions with the Council's Education Department are encouraged.

## Central Public Open Space and Park

The residential development will provide

contributions on a pro rata basis towards the provision of a central Public Open Space.

## Landscaping and Pedestrian/Cyclist Route to Coity Bypass

Development proposals will be expected to provide contributions on a pro-rata basis to deliver landscaping improvements throughout the site, potentially including enhanced pedestrian/cyclist facilities. The detail of this shall be agreed with the Council. Possible locations are highlighted on the plan.

## Pedestrian/Cyclist Improvements to A4061

The employment development of the site will:

- Provide the proposed pedestrian/cyclist link and route along the frontage of the site
- Provide improvements to "at grade crossing facilities" to the A4061
- Provide (subject to viability/deliverability) a pedestrian footbridge across the A4061

## Traffic Calming and Improvements to Wyndham Way and Heol Simonstone

The residential development will be required to provide appropriate contributions to enhance the highway, pedestrian, cyclist and traffic calming facilities in the local area, this could include works to Wyndham Way, Church Acre and Heol Simonstone. Details of the required measures will be agreed with Bridgend County Borough Council Highways Department. Contributions to specific elements will be made on a pro-rata basis.

## Community Facilities

All applications for residential development will be expected to comply with the requirements of SPG 15 Community Facilities and Residential Development.

## Section 106 Negotiation

Developers and their agents are encouraged to discuss Section 106 requirements on a case by case basis with BCBC's Section 106 Officer.

# summary

This section has set parameters for future development at North East Brackla, together with detailed design guidance to inform planning applications on the site. This will help the site achieve the vision for a distinct and integrated environment.





conclusion

# conclusion

This Development Brief has been prepared to guide future development at North East Brackla. The vision for the area states:

**“North East Brackla and its surroundings provides a unique opportunity for a comprehensive and sustainable redevelopment. It is envisaged that the delivery of holistic development through a diverse mix of complementary uses will help to create an environment with a distinct and vibrant character that is integrated physically and socially into Bridgend.”**

The document sets parameters for the future development, but retains flexibility within this framework. Future applications should comply with the parameters and the overall guidance within this document.

However, innovative solutions and alternative approaches which do not depart from the principles in the Development Brief will be considered. Developers and applicants are encouraged to engage in early pre-application discussions with Bridgend County Borough Council to discuss the details of their proposals.



Featured: Tree planting encouraged throughout existing industrial estates (A), Coity Castle (B), St Mary's Church (C), Central open space in residential area (D), Wyndham Close stopped up for through-traffic (E), Green corridor linking Brackla Ridge and the landscape buffer to Coity (F), Landscape buffer and relief road around Coity (G), Local centre (H)



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