

**BROADLANDS
DISTRICT
CENTRE
DEVELOPMENT
BRIEF.**

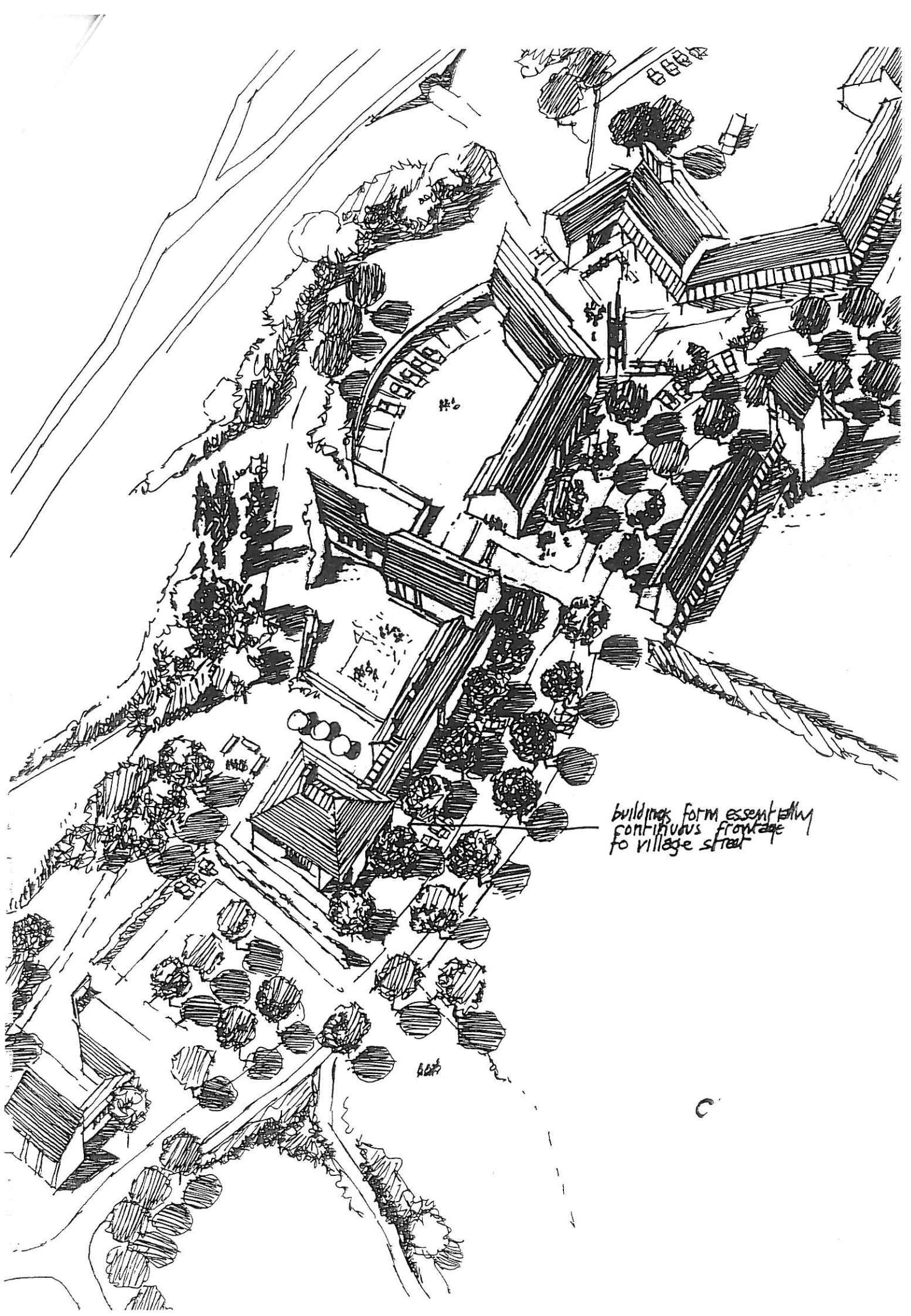


CD-031

**WRITTEN STATEMENT.
AND PLANS.**

APPROVED BY DEVELOPMENT CONTROL COMMITTEE

3RD AUGUST 2000



building form essentially
continuous frontage
to village street

Broadlands, Bridgend

District Centre Development Brief

Vision: The vision of the District Centre is that indicated on design drawing DC9 to DC16. These drawings were fully discussed with officers of the Borough Council and agreed in principle subject to approval of the Design Brief and approval of the Planning Authority (letter from Bridgend County Borough Council dated 21st August 1998). Subsequently the parking and Road layout received full planning permission.

More specifically the aim is to provide a focus for the Broadlands development with shopping, school and social facilities closely related to the benefit of residents and visitors.

Road access to the new centre is direct and convenient but pedestrian and cycle routes have priority. The main pedestrian/cycle route leads directly to the shopping area and school. To maintain pedestrian priority access to the various sites must adhere to the existing road access junctions.

The development is linear in form to the west of the village street.....the east side of the village street having higher density terraced housing. The linear form allows flexibility in parking along the street with two main additional parking areas.

Landscape: Strong tree planting is essential to this vision.....with shelter belt planting between the link road and the centre but allowing controlled views through key areas. The village street has continuous avenue planting defining the parking bays and giving greater enclosure and shelter. Formal tree planting will also be provided to the two main parking areas and the shopping square. This planting to give appropriate form and environmental quality to the centre.

Safety & Security: Pedestrian and driver safety have been carefully considered and have been discussed with and approved by the Local Authority.

The linear form, continuous road frontage and pedestrian linkages aid in both providing movement and interest but also give casual supervision. This supervision is further improved by overlooking from adjoining houses. Clearly supervision is most important but it must be achieved within an attractive ambiance.

Built character: Whilst the proposed development is influenced by the traditional village street it is not intended to replicate this image. Rather it is intended to provide a lively, viable and attractive area where facilities are closely related to the benefit of the Broadlands development.

A sense of enclosure is necessary to achieve the design aims and this is provided by the tree lined avenue and the largely continuous building frontages to the village street.

To meet this requirement building must be set close to the road and developed across the full width of the site. Extended roofs and screen walls appropriately designed may be considered to meet the frontage continuity.

Any parking requirement additional to the public areas must be set to the rear of the specific site and enclosed and screened from the link road. As previously stated access to such additional parking must be from the existing road access junctions.

Drawing DC16 shows the form of development required and early consultation with the Consultant Architect to the Merthyr Mawr Estate is essential.

Clearly the concept plan must be flexible allowing for growth and change; responsive also to commercial factors and phasing. However, the essence of the design concept is mandatory.

Individual Buildings: Whilst two storey development is preferred it is accepted that some single storey building is inevitable. The scale of buildings, however, is most important and careful use of mono pitches giving height to the road frontage may be necessary. In form the individual buildings must be designed to achieve the character and spatial concepts inherent in the initial design drawings.

To achieve the design character and design unity throughout the centre it will be inevitable that individual buildings will be restricted in design. Buildings shall be essentially simple in form and massing with pitched roofs (minimum 35 degrees).

Materials: Materials and colours will be limited to the following:-

Roofs: natural slate, fibre cement slates or similar approved. Colour to be blue/grey.

Walls: generally roughcast render. Limited use of stained timber boarding and slate hanging where appropriate.

Screen walls: natural stone (random rubble) ^{as} ~~is~~ indigenous stone on site.

Windows/Framing/
Structural members Prefinished metal... black or dark brown ^{timber} or stained dark brown.

Vertical elements: Advertising tower giving shop names etc. to be built as part of shopping area. A vertical element shall also be provided for the Ecumenical Church.

Detailing: generally detailing shall be strong with relatively heavy members to eaves, fascias and barge boards.

External spaces/Public Domain: Paving, screen walling boundary walls, lighting and street furniture shall be unified throughout the centre.

Such standards shall be set by the shopping group, this being the first phase of the development. Details will be agreed with the Borough Council and thereafter used throughout Standard design details of the various elements ie. screen walls, fences will be prepared for the benefit of the various developers. Again the detail design of all external spaces must be discussed with the Merthyr Mawr Estate's consultant prior to commencement of design.

Drawings DC17 to DC21 show the initial design of the shopping group and are included for guidance.

Landscape Design: As stated a uniform landscape scheme is essential to achieve the design aims and provide the quality of development sought to the benefit of all developers and users. The main tree planting to the avenue, screen planting to the link road and formal tree planting to the shopping square and the parking areas will be carried out by Merthyr Mawr Estate and Macob (Bridgend) Ltd. Smaller scale planting within the individual sites is the responsibility of the specific developer. Again, however, to achieve appropriate standards and unity such landscape must be to the design of Landscape Town and Country at Usk, Landscape Architects to Merthyr Mawr Estate.

General standards: Unless specified otherwise in the District Centre Development Brief the developer must comply with the previously agreed Development Standards pertaining to the Broadlands East Development.

Housing to east & north of District Centre: To achieve appropriate quality and form to the Village Street, separate design briefs have been prepared for sites 7 and 17A. These require that housing facing the District Centre shall be of terraced form with car access And parking to the rear.

Consultation: Early consultation with the Planning Authority and the Consultant to Merthyr Mawr Estate is essential. To avoid any confusion it has been agreed that initial meetings should involve both of the above.

Drawings included as part of the brief: DC9R, DC10, DC12 to 16 and relating to shopping complex DC17 to DC21.

Broadlands, Bridgend

Development Standards Site 17A

Standards and requirements must comply with the previously agreed Development Standards with regard to Approvals, Masterplan, roads, footpaths, services and other factors unless varied in specific standards related to Site 17A.

Housing Area 17A

Location: adjoining District Centre shopping area.

Access: from northern boundary of site directly off loop road.

Character: Higher density appropriate in association with District Centre.
To the western part of site houses overlooking District Centre shall have house frontages to loop road with gardens to rear. Houses in this area facing the District Centre shall generally be of terraced form.

A 5.0m planting strip shall be maintained to full extent of village street/loop road.

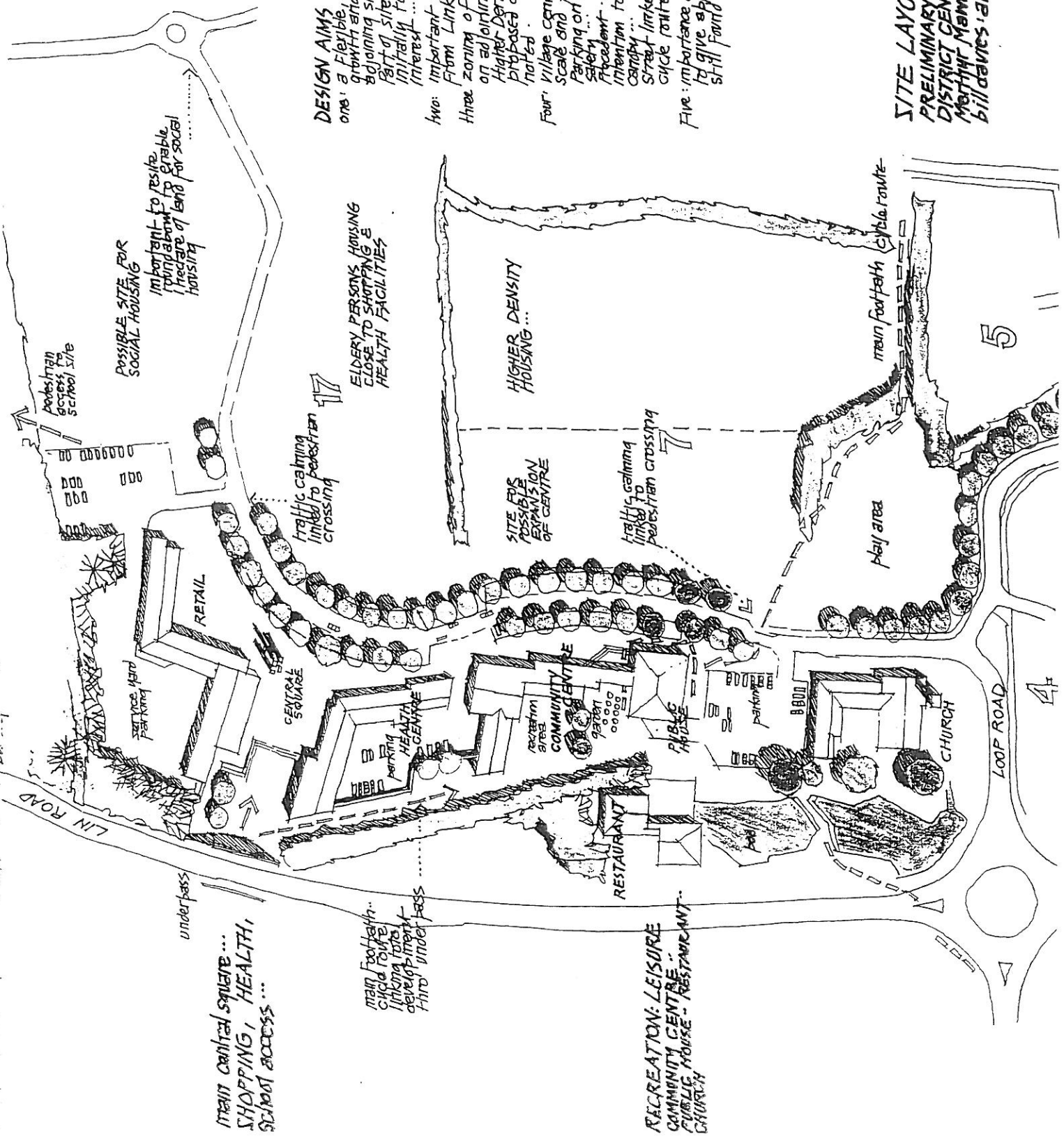
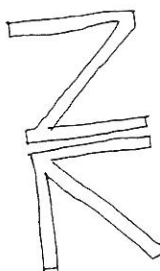
Play areas within the site shall comply with Local Authority standards.

Materials: Materials shall comply to standard specification but in addition houses facing over village street/loop road shall be fully rendered ie. houses on curved western boundary site and northern boundary to full extent of parking bay.

Detail: No buildings facing the Village Street, loop road are to be erected without the previous written approval of the Estate as to the general visual aspect of such buildings.

To meet this standard it is probable that elevation variations in standard house types in detail may well be necessary.

Note: The housing site adjoining the school playing field extension (part site 17) – terraced form will be required facing the loop road and where overlooking access road to shops.



DESIGN AIMS : COMMENTS

- one: a flexible, economic strategy to allow for growth and change... open spaces to retain and adjoining shopping area allow for future extension. Part of site to remain possible be reserved initially to determine future requirements and interest...
- two: important to provide clear visibility of centre from Link Road & Loop Road...
- three: zoning of District Centre has minimal impact on adjoining Housing Areas... Higher Density Housing and Housing for Elderly proposed on latter adjoining Centre... as noted.
- four: Village centre character... lighter more urban scale and form similar to traditional town... parking on village street but with improved safety precedent... Cambridge, Chipping Sodbury, Marlborough intention to provide parking beneath free lined street... see drawing DC 12 street linked by pedestrian links to main footpath - cycle route to west of centre...
- five: importance of free blanking, screen walls, fencing to give appropriate character... quality of space still found in our best conserved Welsh villages.

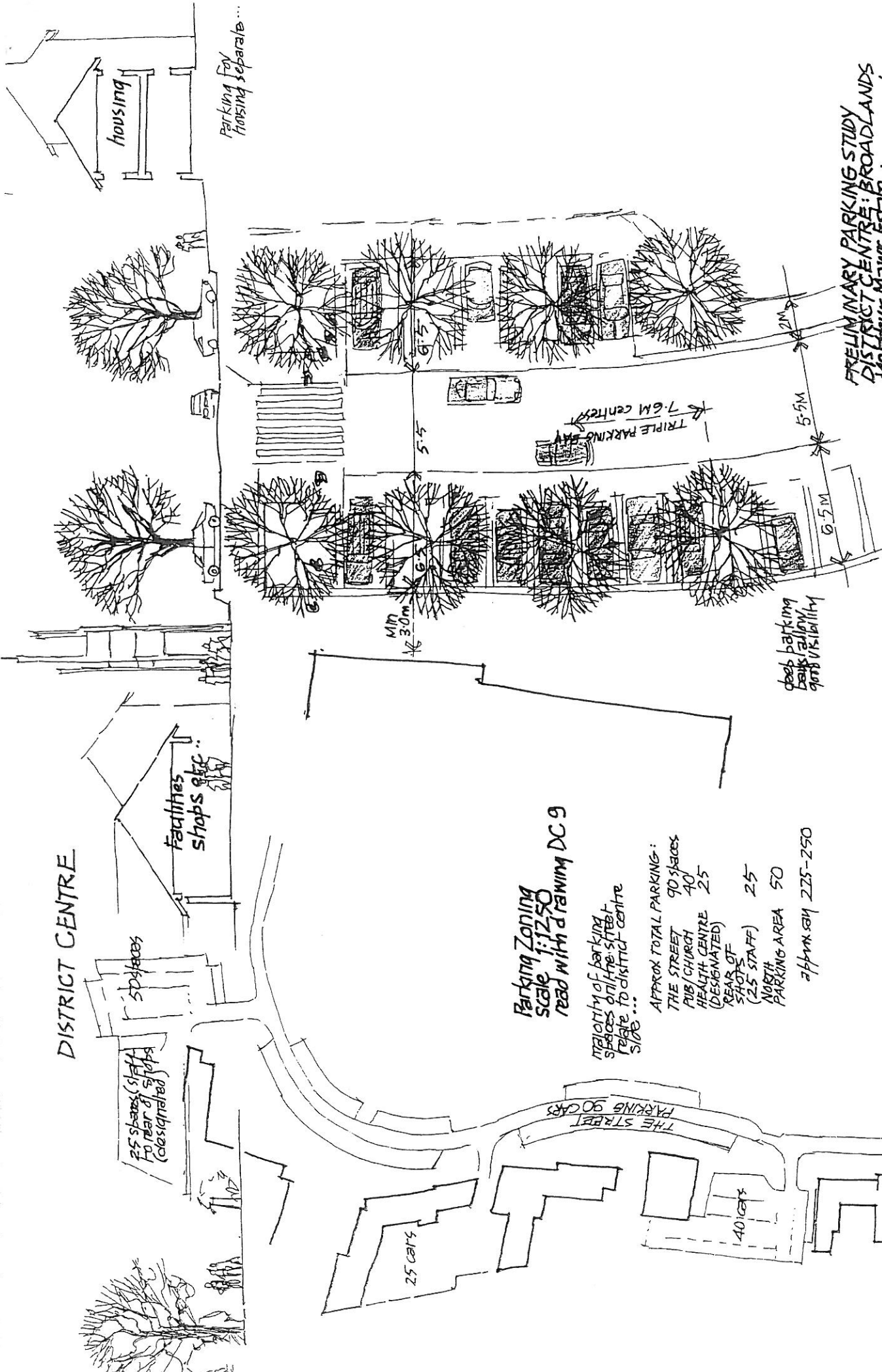
SITE LAYOUT : scale 1:1250

**PRELIMINARY STUDY:
DISTRICT CENTRE : BROADLANDS
Merrill Mait Estate... February '98**

bill daves : architect

DC9R

DISTRICT CENTRE



Parking for housing separate...

housing

Facilities shops etc..

50 spaces

25 spaces (staff) to rear of shops (designated)

25 cars

THE STREET PARKING 90 CARS

40 cars

deep parking
decks allow
good visibility

MIN 30m

5.5

6.5

6.5

5.5

5.5

6.5

6.5

6.5

6.5

6.5

6.5

6.5

6.5

6.5

6.5

Parking Zoning
scale 1:1250
read with drawing DC 9

majority of parking spaces on the street relate to district centre site...

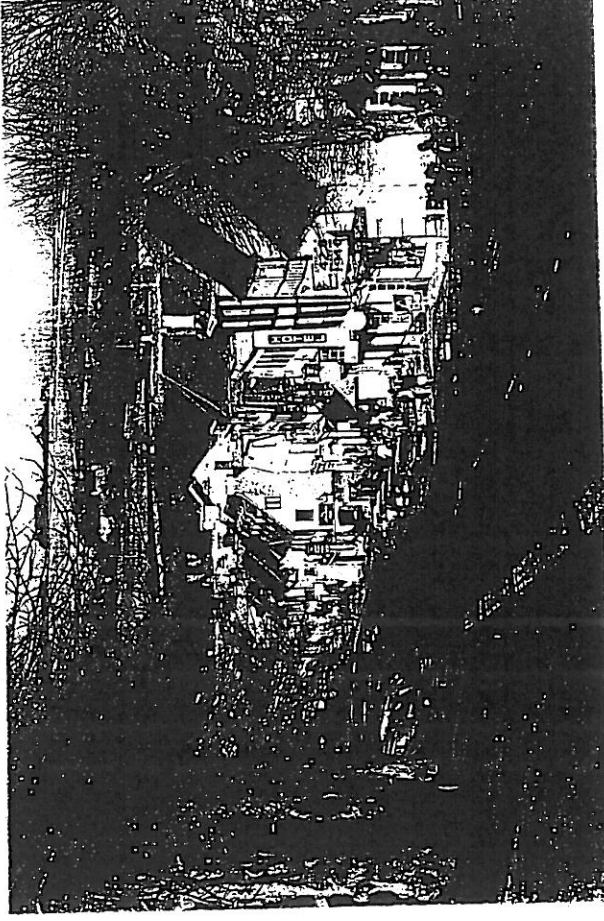
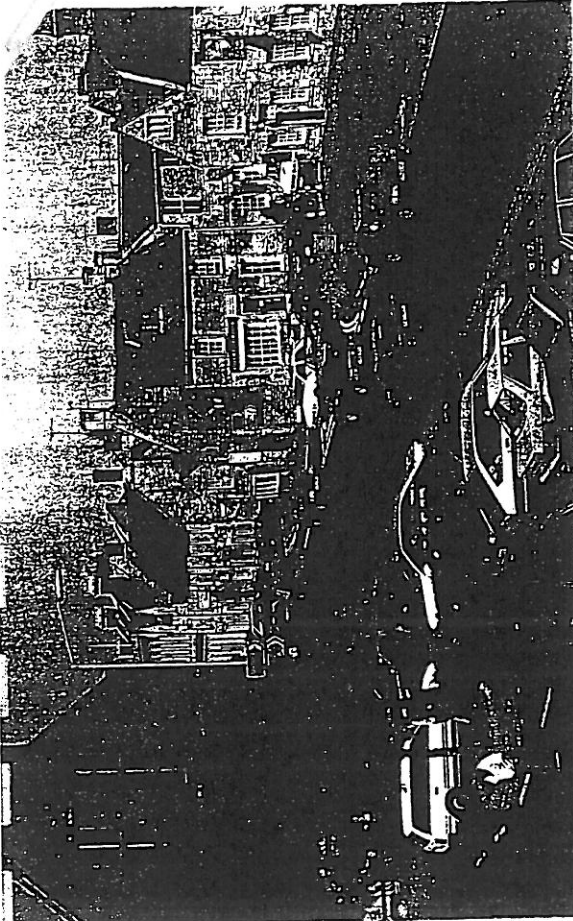
- APPROX TOTAL PARKING:
- THE STREET 90 spaces
 - PUB/CHURCH 40
 - HEALTH CENTRE 25 (DESIGNATED)
 - REAR OF SHOPS (25 STAFF) 25
 - NORTH PARKING AREA 50

approx 225-250

PRELIMINARY PARKING STUDY
DISTRICT CENTRE: BROADLANDS
Meltham Mawr Estate : February 98
bill davies : architect

DC10

LOND ROAD

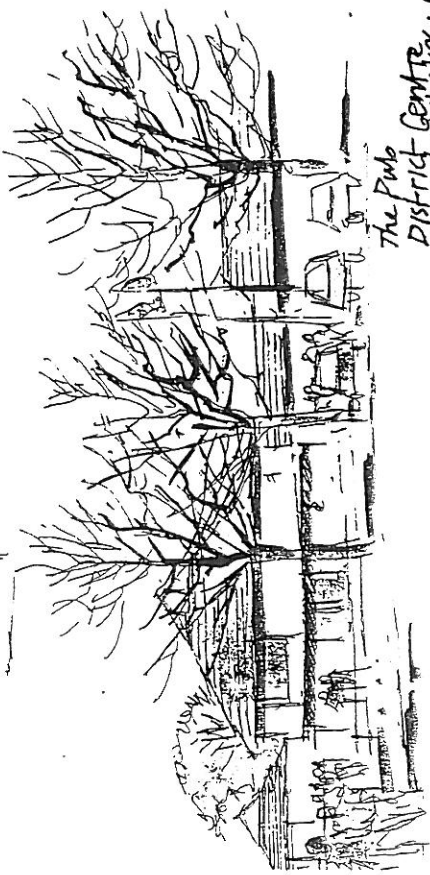


The Street, Pleadwell
Burford.. below: Marton-in-Marsh.. top

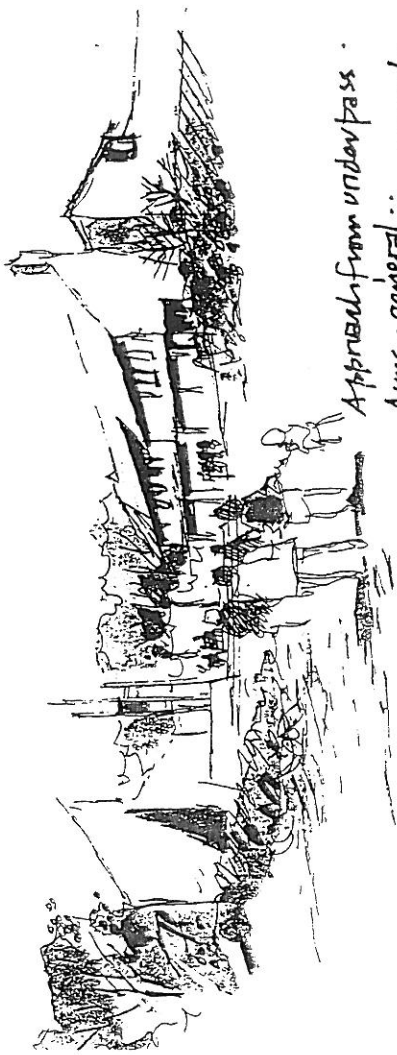
CHARACTER STUDIES:
DISTRICT CENTRE: BROADLANDS:
Merthyr Mawr Estate..
billaines: architect: Feb 98:
DC12



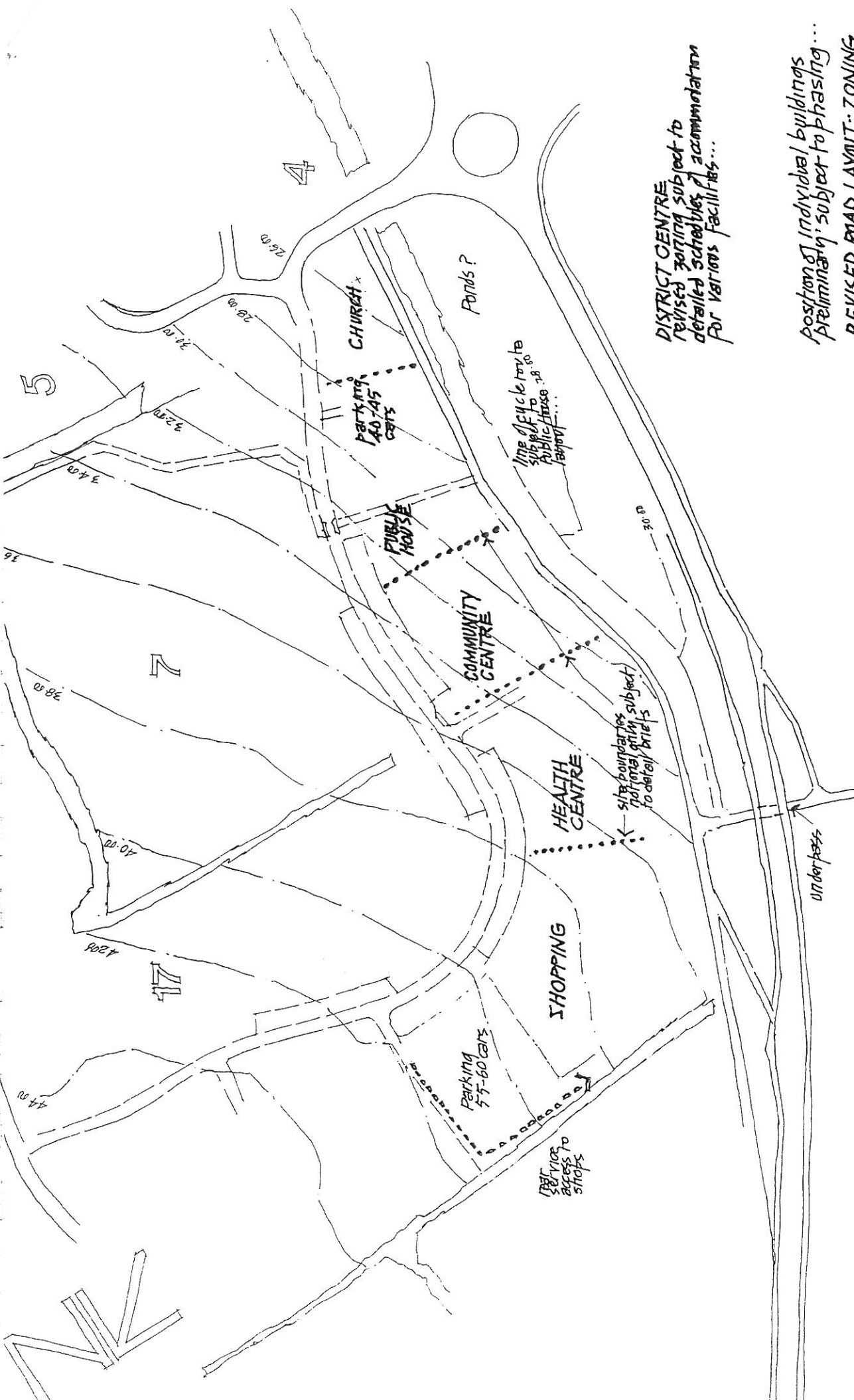
The Street



The Pub
District Centre
Character studies: midcatw-culm..

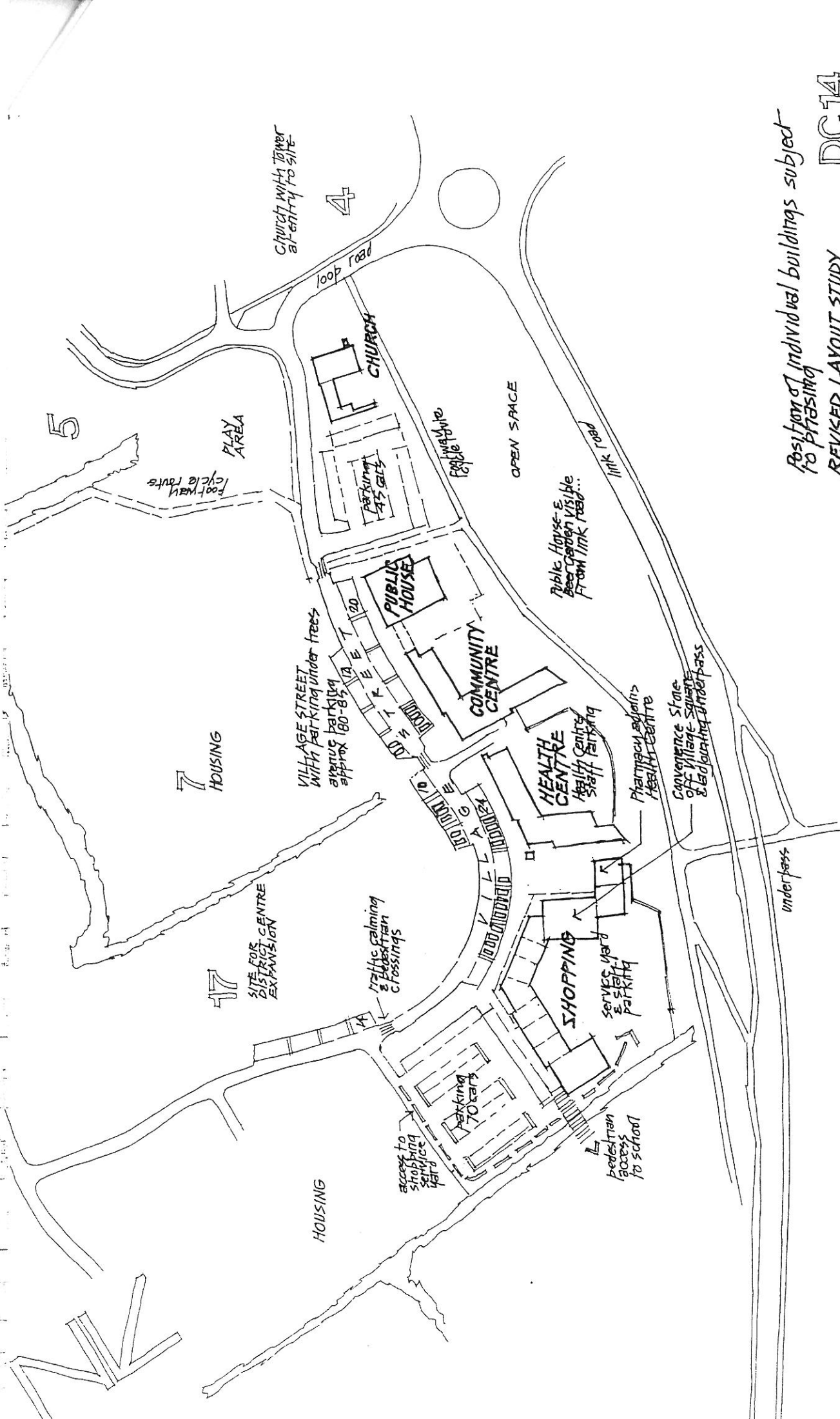


Approach from underpass.
Aims: general..
within appropriate manner to
place and time.. to create a place
of interest, variety and humanity..



DISTRICT CENTRE
 Revised zoning subject to
 detailed schedules of accommodation
 for various facilities...

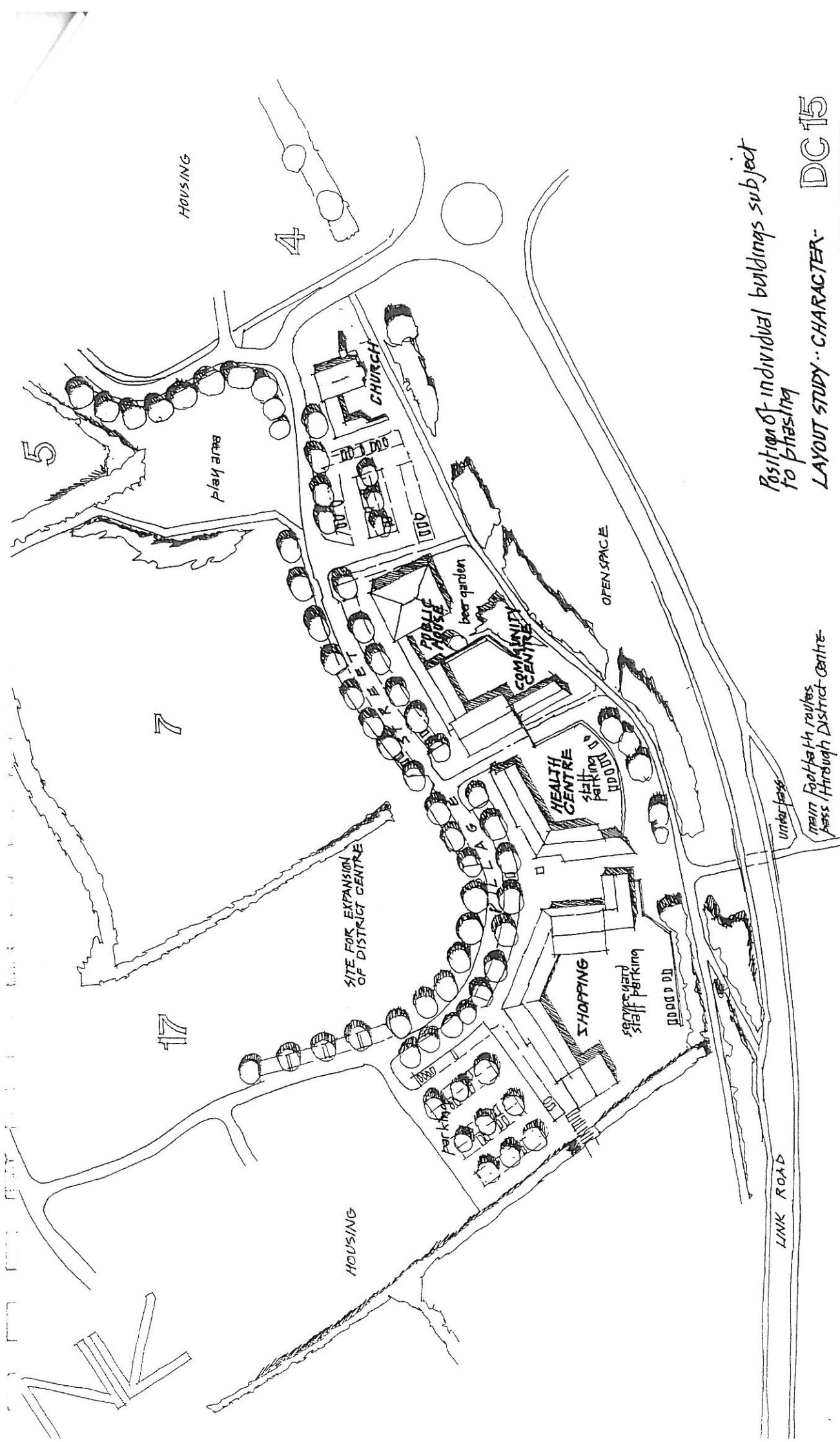
Position of individual buildings
 Preliminary: subject to phasing...
 REVISED ROAD LAYOUT - ZONING
 DISTRICT CENTRE - BROADLANDS
 MACOBS (BRIDGEND) LTD
 Bill Davies: architect, May 98
 scale 1:1250 ... DC13



Position of individual buildings subject
to planning DC14

REVISED LAYOUT STUDY

DISTRICT CENTRE "BROAD LANDS" BRIDGEND
MACOBS-BRIDGEND LTD
bill dates attached May 1998
scale 1:1250

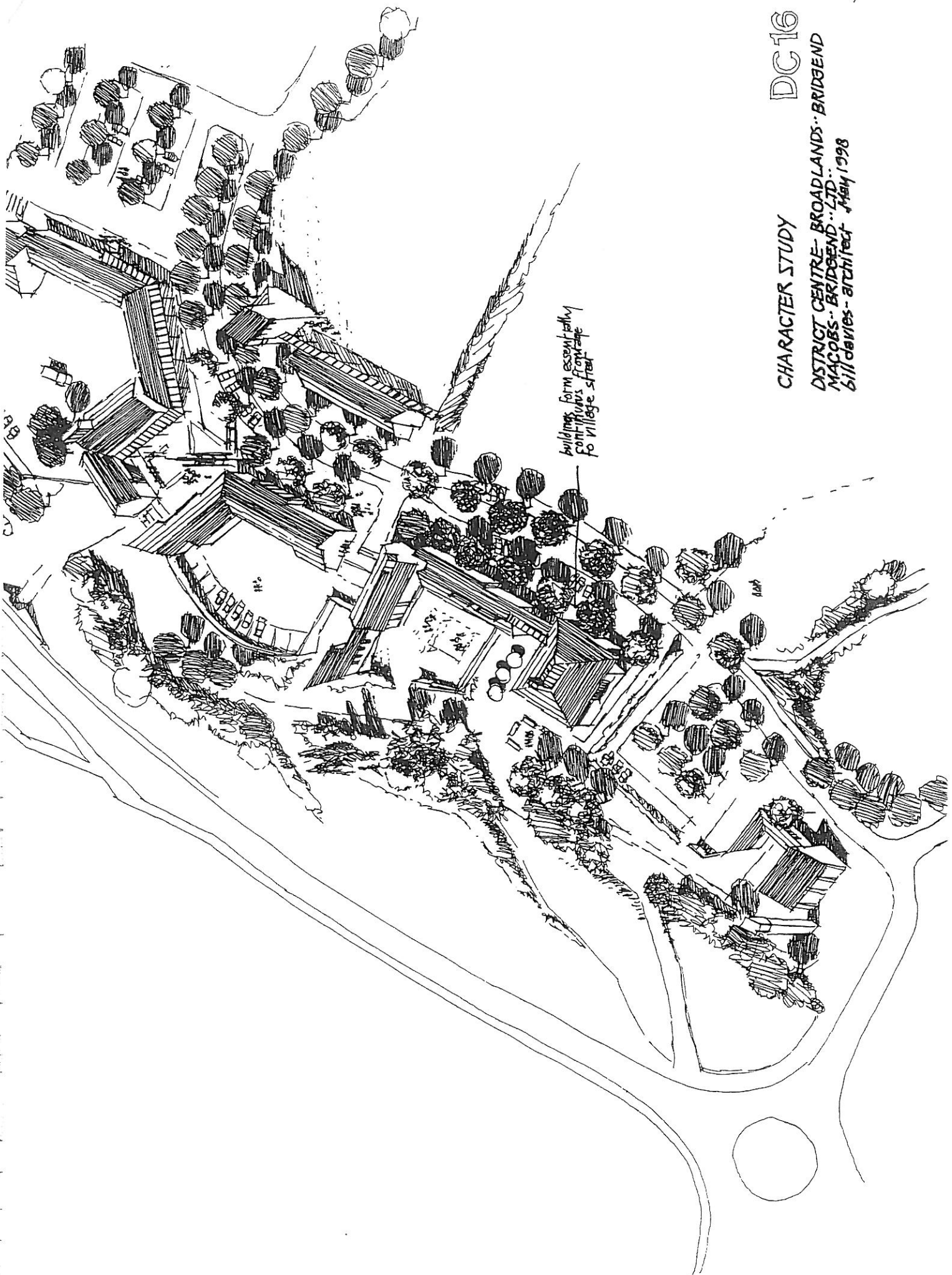


Position of individual buildings subject to phasing

DC 15

LAYOUT STUDY - CHARACTER -

DISTRICT CENTRE - BROADLANDS - BRIDGEND
 MACOBS - BRIDGEND - LTD
 Bill Davies - architect - March 1998
 scale 1:1250

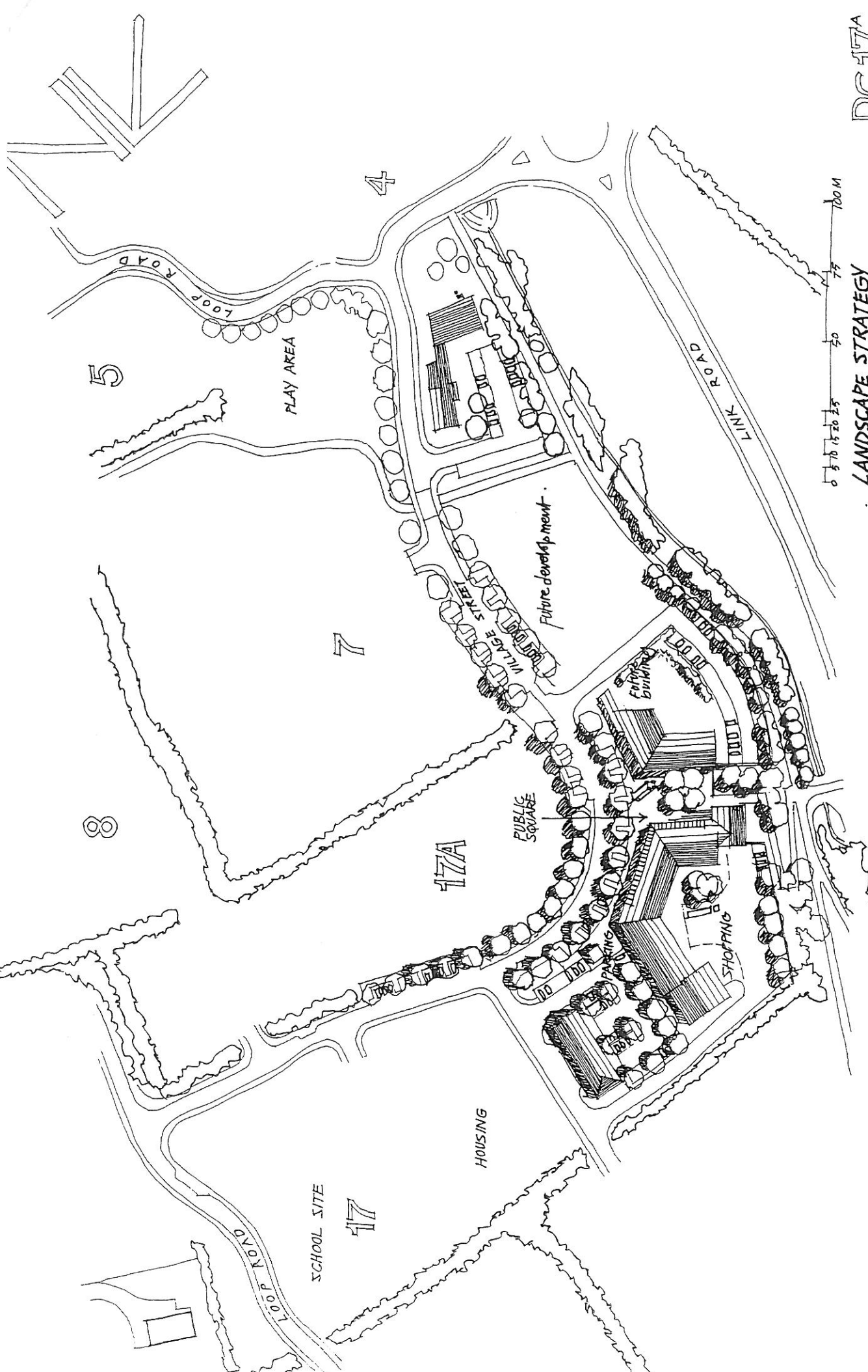


buildings form essential path
contributing to village street

DC16

CHARACTER STUDY

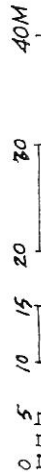
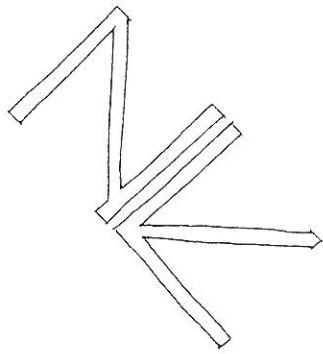
DISTRICT CENTRE - BROADLANDS - BRIDGEND
MACCUBS - BRIDGEND - LTD.
Bill Davies - architect - May 1998



LANDSCAPE STRATEGY
 LAYOUT STUDY: scale 1:1250

DC17^A

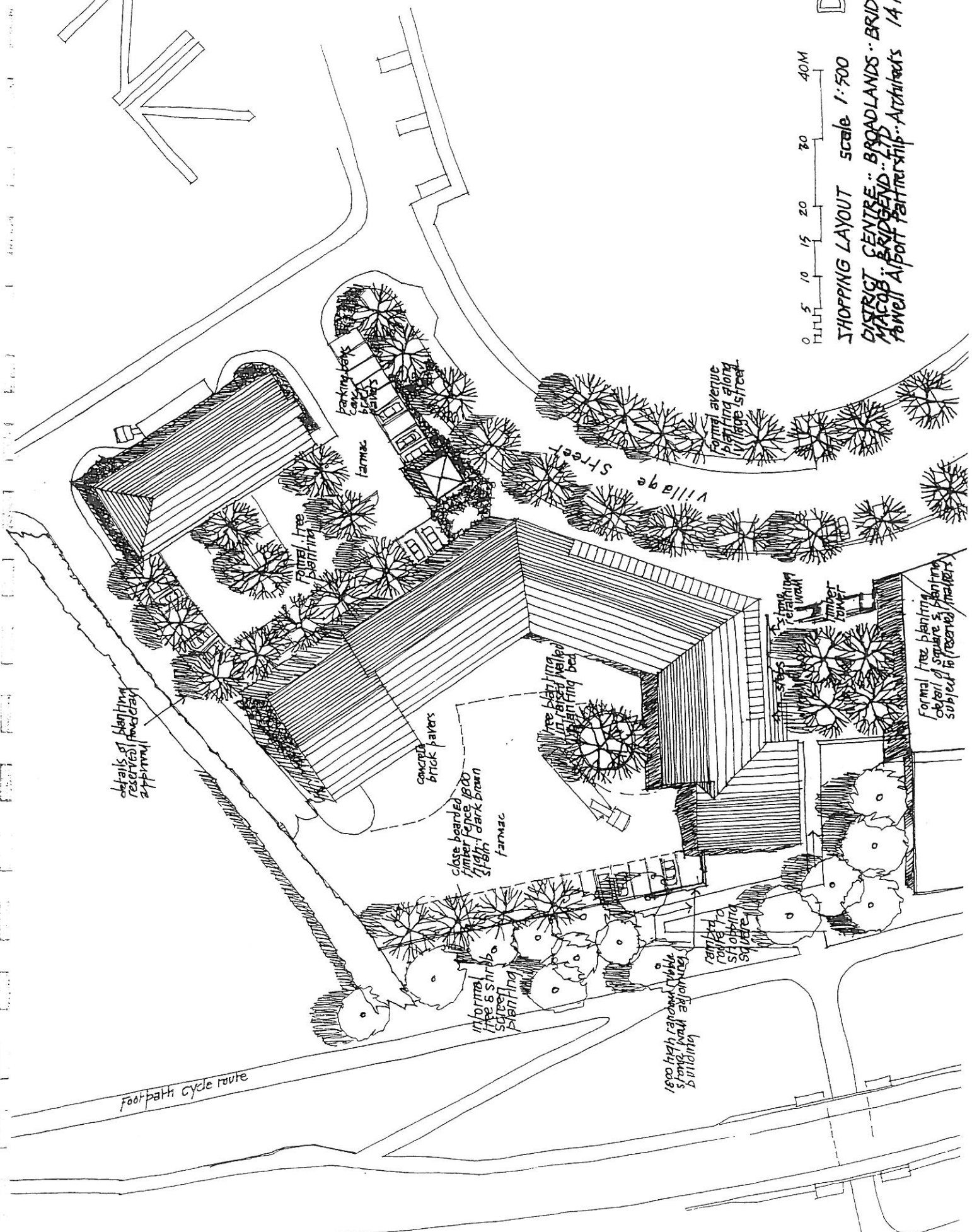
DISTRICT CENTRE ... BROADLANDS ... BRIDGEND
 MAGDOB ... BRIDGEND - LTD
 Powell A Part Partnership Architects 14 March 2000
 With Bill Davies - design consultant ...



DC18^A

SHOPPING LAYOUT scale 1:500

DISTRICT CENTRE .. BROADLANDS .. BRIDGEND
MACCAB .. BRIDGEND .. LTD
Powell Airport Partnership .. Architects 14 March 2000



details of planting reserved for detail

parking lots cars bikes

farmac

planting

Village Street

Farming Avenue
planting along village street

concrete brick pavers

close boarded timber fence 1800 high dark brown

farmac

tree planting in raised planter bed

planting

planter

formal tree planting detail of square 5, planting subject to (reserves/markets)

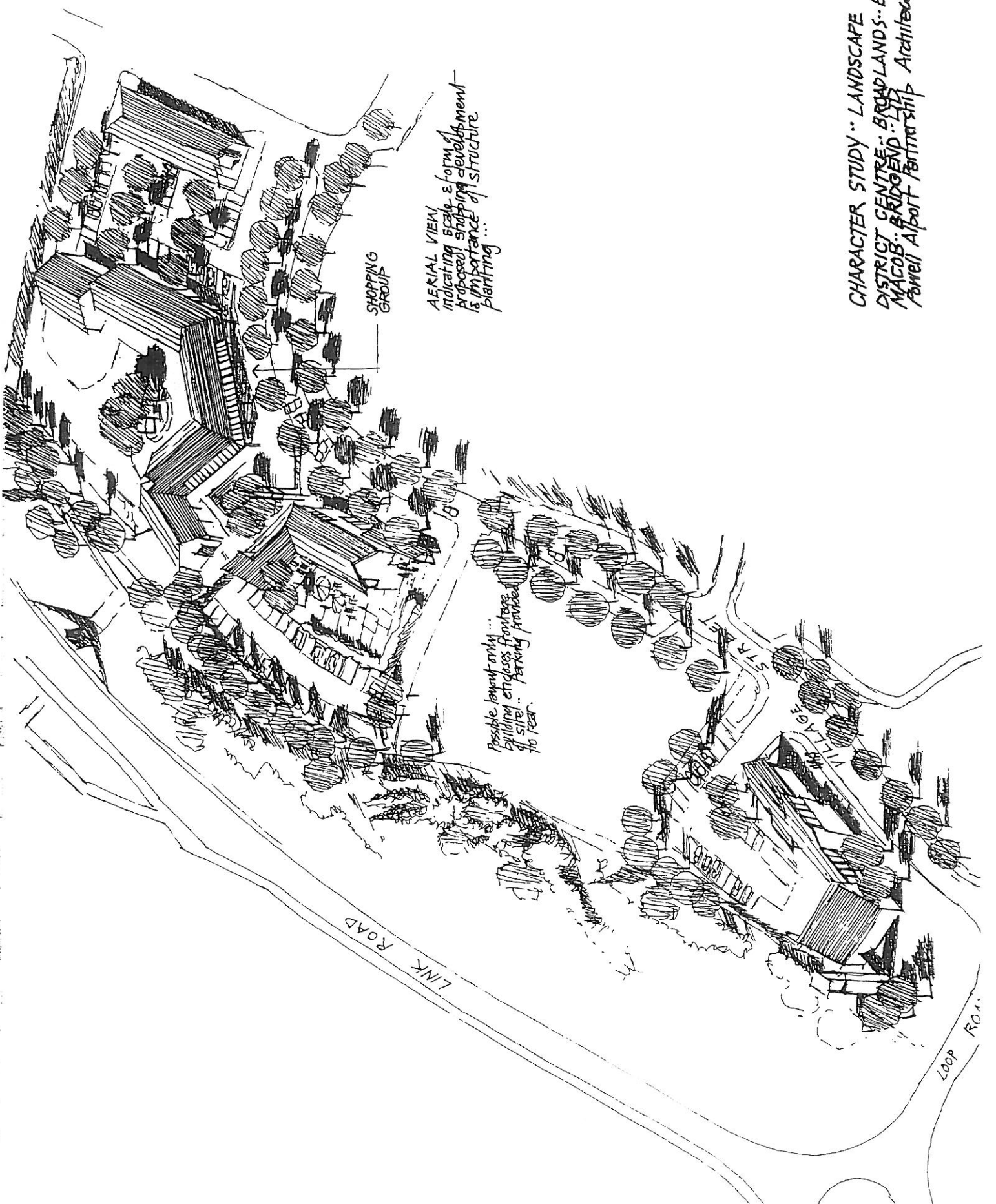
in formal tree & shrub square planting

1800 high random rubble stone wall around building

planting

shopping square

footpath cycle route



AERIAL VIEW
indicating scale & form of
proposed shopping development
& importance of structure
planting ...

Possible layout of main ...
building engages frontage
of street - parking provided
to rear.

DC 19^A

CHARACTER STUDY .. LANDSCAPE
DISTRICT CENTRE .. BROADLANDS .. BRIDGEND
MACOBS .. BRIDGEND .. LIA
Fowell Alcott Partnership Architects 14 March 2000

adjacent paved terrace
as feature land focus
square to be subordinated
terrace...
stippled timber...
stained dark brown

smooth timber
trim



location of
high quality
contoured
carpet
freedom of lighting
& colour to remain
choices

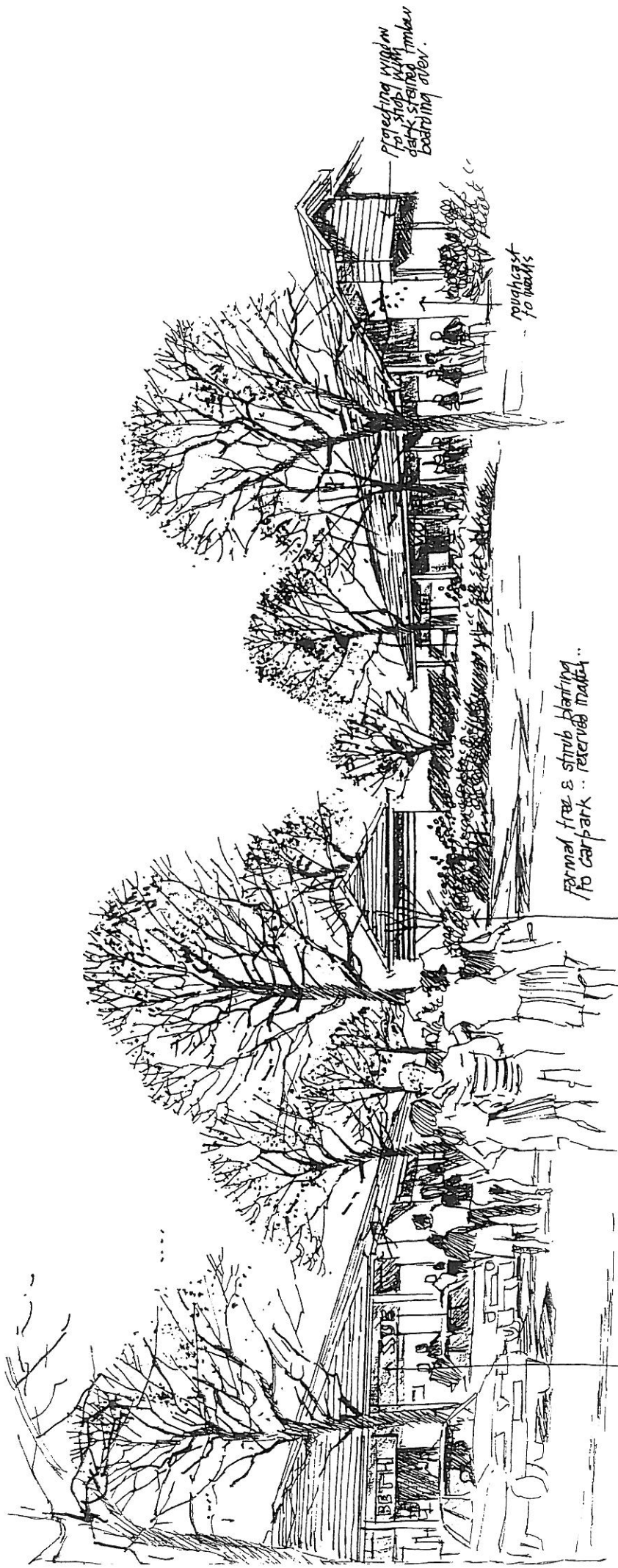
stone retaining wall
& stone plinth to building
adjoining pedestrian
approach from uter pass

DETAILS OF PAVING, STREET FURNITURE,
LIGHTING & LANDSCAPE TO BE
TREATED AS RESERVED MATTERS.

DC 20^A

VIEW OF MAIN SQUARE

DISTRICT CENTRE: BROADLANDS: BRIDGEND
MACOS: BRIDGEND: LIMITED
Powell Albert Partnership: Architects 15 March 2000



projecting window
for shops with
dark stained timber
boarding over.

roughcast
to walls

Formal tree & shrub planting
to carpark ... reserved matter...

substation either contained within
building or with stone screen
walls & subject to negotiation
with Electricity Board

size & position of shop front
contained but referring colour
& lighting subject to tenants
choice subject to planning
approval

VIEW FROM VILLAGE STREET .. DC 21^A
DISTRICT CENTRE .. BROADLANDS .. BRIDGEND
MACOS .. BRIDGEND .. LIMITED
Powell Alport Partnership .. Architects 15 March 2000