SWANSEA CENTRAL AREA: REGENERATION FRAMEWORK

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City and County of Swansea
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Foreword

The purpose of producing a revised Swansea Central Area Regeneration Framework is to provide an up to date guidance document to facilitate future development and investment, and provide a robust evidence base and sound principles on which to plan future regeneration. The Framework will inform and supplement emerging Local Development Plan policy and protect the Retail Leisure Led Mixed Use Centre from development that may compromise its future as a vibrant mixed use destination. The Framework will provide confidence and certainty to the public, stakeholders and developers, by ensuring the Council's policy for key sites and the overall future direction of the City's Central Area is current, relevant and evidence based. A clear strategic policy position will play a significant role in supporting future funding bids by confirming the Council's commitment and policy position.

Since the preparation of the Swansea City Centre Strategic Framework in 2007, there have been a number of development successes and improvements to the City's Central Area , particularly in terms of making the area more attractive and accessible through transport and public realm improvements. However, the financial crisis of 2008 and the subsequent recession have impacted the ability to deliver many of the initiatives and proposals envisaged by the previous Swansea City Centre Strategic Framework. Therefore, an updated Swansea Central Area Regeneration Framework that reflects current and foreseeable market conditions is essential to ensure future development and investment is targeted appropriately, in a way that has maximum benefit for the City .

Swansea Central Area still represents an opportunity for economic growth, which would benefit not just the City but also the region. The Swansea Bay City Region was established in July 2013 and encompasses the Local Authority areas of Pembrokeshire, Carmarthenshire, City and County of Swansea and Neath Port Talbot. Its aim is to support the economic development of the region, particularly in terms of business growth, maximising job creation and encouraging growth in a knowledge and innovation economy. As the economic driver for the Swansea Bay City Region, Swansea needs to perform as a regional shopping and leisure destination, and also offer opportunities for good quality employment and living. In its role as the gateway to the Gower Peninsula, Swansea should be a key driver for tourism, offering good quality accommodation and dining options for visitors.

The Regeneration Framework was the subject of a robust public consultation exercise during 2015 and includes a number of amendments and refinements which respond to comments received from the local and wider community, landowners and other stakeholders .



1.0 Introduction

1.1 Swansea is a thriving urban area with an enviable waterfront setting and an extensive rural hinterland. It has a strong, proud identity and acts as the economic driver for the Swansea Bay City Region. The Central Area is the public face of Swansea, being the focus of community, business, civic and cultural life and its character, profile and performance are hugely important to the future of the area. It is also increasingly recognised as a City of Innovation.

1.2 The Central Area has the potential to create extensive economic growth, and is a key driver of economic prosperity which is reflected in the Swansea Bay City Region Economic Regeneration Strategy.

1.3 There has recently been considerable investment in the Central Area . A number of developments have been delivered, in conjunction with a wide range of public realm enhancements and accessibility improvements. This regeneration activity needs to be capitalised upon and promoted further.

1.4 Swansea's Central Area is at a critical point in its evolution. The Swansea City Centre Strategic Framework (2007) provided a robust evidence base on which to plan future regeneration, and there were some significant early interventions on development, accessibility and on the quality of the Central Area environment. The economic recession severely affected the prospect of delivering further development successes. The Council and its partners have recognised the need for a more radical review that will influence the direction of future uses and fundamentally affect the way in which the Central Area will change is now required.

1.5 The Council and the Welsh Government (WG) are the two primary public sector bodies responsible for delivering the regeneration of the Central Area , and have continued to work in partnership since 2007. In particular, Swansea has benefitted from WG Regeneration Area status and significant European funding and as a result, there has been a commitment to holistic regeneration of the Central Area has been taken forward through a wide range of projects.

1.6 The Central Area is currently not meeting its potential .It suffers from a small resident population; a limited number of jobs; poor quality office accommodation which delivers low rents; low footfall; a limited retail offer with significant vacant floorspace; and the lack of major attractions to make it a destination. The Central Area is perceived as tired, dated and in decline with an average offer, coupled with a complex traffic system, congestion , poor quality and expensive car parking. The ambition of the catchment remains strong for an integrated and coherent Central Area capable of supporting city region status and delivering a 24 hour economy.

1.7 However the Central Area remains a place of opportunity for developers with a strong, established, supportive planning policy framework, a number of development sites in Council ownership, a proactive and supportive public sector, established, effective partnership working and the availability of public funding as a pump primer.



Context for the Review

1.9 In order to maximise the potential of the Central Area and ensure it competes in the local and global marketplace, the Council and its partners aspire to make it a destination where people want to live, work and visit. Through this, the City strives to become an exemplar for how it approaches post-recession, mixed use, regeneration. It needs a vibrant mix of leisure, culture, retail, office and residential uses all delivered in a legible way with high quality buildings alongside public spaces which exhibit and celebrate the culture which differentiates Swansea from other cities.

1.10 A current and relevant Regeneration Framework for the Central Area is seen as being essential to guide future new development and investment, and provide a robust evidence base on which to plan future regeneration. An updated, and evidence based Regeneration Framework will help to inform emerging policy and will provide the confidence and certainty in the Council's policy for key sites in the Central Area that developers and investors require. The Regeneration Framework will help to ensure that all resources including WG and potential European Union (EU) funding opportunities are appropriately targeted and refocused through demonstrating the Council's commitment to a clear set of objectives for the Central Area.

1.11 Swansea is not alone in re-thinking its strategic approach to regeneration within its Central Area . Other cities across the UK are currently reviewing their policy positions. The approach being adopted by the UK's leading cities is also evidence based, utilising land use planning, development economics, place audits and accessibility assessments to identify transparent cases for investment. Those cities with a clear and deliverable plan will be the first to benefit from an improving economy.

1.12 Swansea has significant potential to further economic growth in the Central area, to reinforce its commercial, shopping and leisure role as the key driver of economic prosperity in the Swansea Bay City Region. The 'Retail Capacity, Investment Potential and Strategy' prepared for the Council in 2013 confirms the importance of broadening the mix of uses across all sectors in order to maximise catchment spend, and creating a 'ten till ten' economy. This is a key stepping stone to becoming a thriving retail and leisure and evening economy.

1.13 The Central Area continues to underperform in terms of direct jobs supported . There are not enough knowledge-based employers and office provision and take-up is poor. However, the Central Area has potential to provide a platform for growth in key sectors such as creative industries, professional business services and ICT. Clustering opportunities are realistic and links to academia and businesses at SA1 are achievable which will maximise local agglomeration effects. The provision for skills development to assist the availability of suitably qualified labour markets is currently available within Swansea and the region. Learning providers in Swansea and the wider City Region are well placed to support the skills requirements arising from the regeneration of the Central Area .

1.14 The Council is in the process of preparing a Local Development Plan (LDP) which will ultimately supersede the Unitary Development Plan (UDP). The new Swansea City Central Area Regeneration Framework will play a key role in informing policy for the LDP, as well as the identification of site specific policy for key sites in the Central Area . The Framework will also be used to protect the 'core' part of the Central Area from development that would potentially compromise its future as a vibrant and distinctive Retail Leisure Led Mixed Use Centre.

1.15 This document includes an appraisal of the key features of each area of the Central Area , reviews the key facts and figures, presents key themes and objectives for the Retail Leisure Led Mixed Use Retail Core and Complementary areas within the Central Area . The Regeneration Framework needs to be read in conjunction with Part 1: Baseline Analysis which supports the Framework and sets out the detailed context and relevant background information on the Central Area including its socio-economic profile and market analysis.



Key Requirements of the Review

1.16 The Swansea Central Area Regeneration Framework considers the original initiatives set out in the 2007 Strategic Framework, and taking into account the changes in market conditions and where appropriate, proposes alternative means of regenerating particular areas of the Central Area.

1.17 The key requirements of the Swansea Central Area Regeneration Framework are to:

a. **Deliver a Vision and Masterplan Design Framework for the Central Area** .

A high quality environment for the Central Area will be a major contributor to its vitality and viability. Improved areas of public realm have been delivered, but there is considerable scope for further enhancement, and the potential introduction of new public spaces and greening opportunities. Coupled with improvements to buildings and new developments, there is the potential to radically change "the face" of the Central Area , creating distinctive places where people will congregate around clearly defined uses.

b**. Identify the future role and function of Swansea's** Central Area **focusing specifically on the key development opportunities in the Retail and leisure Led Mixed Use Centre but also Complementary Areas of the City.**

Swansea's Central Area has the potential to accommodate considerable development and to attract business activity across a number of sectors in line with the Economic Regeneration Strategy for the Swansea Bay City Region. Within the Central Area, uses associated with food and drink activities, residential development, leisure and entertainment have prospered and continue to do so. However, there have been difficulties extending the retail and leisure offer, compounded in part by development progress outside the Central Area, competition from other towns and cities, the growth of internet shopping and the economic climate generally.

Proposals in the Regeneration Framework are fundamentally intended to secure the future of each of the component parts of the Central Area including in particular the Retail Leisure Led Mixed Use Centre. The role of whole the Central Area and its Complementary areas needs to evolve and be underpinned by a successful Retail and Leisure Led Mixed Use Centre. Whilst the role of the Centre is becoming clearer, the key challenge is to establish a role for the Complementary Areas, so that they contribute to a sense of place as part of the wider destination and to integrate into a vibrant, successful City .

In considering a future role for respective areas of the Central Area , proposals also need to be future proof, and have full regard to the future needs of the community and visitors to the Central Area . This might include the impacts of an ageing population, and the potential impacts of technology in the future.

The Review also needs to address key adjacent areas which have a close relationship to the Central Area . This includes the following areas:

- SA1 which will become the 'Innovation Quarter' of University of Wales Trinity St Davids;



- The River Tawe corridor where a new riverside community is emerging on former industrial sites within walking distance of the Central Area ;
- The Mount Pleasant area that will become surplus as the SA1 innovation quarter becomes established
- The Sandfields area which accommodates further complementary uses plus a significant residential population in close proximity to the Central Area .

c. **Identify opportunities for improving the public realm and spaces, legibility and connectivity with the Central Area**

The strategic context for this has been well developed in Swansea, and significant investment has been undertaken in both networks and facilities. Whilst there is still a disconnection between the Retail Leisure Mixed Use Centre and the seafront, significant improvements have been made to linkages between the Sailbridge, Maritime Quarter and SA1 as a result of the Boulevard project However, key challenges still remain and a key objective of the Framework is to identify deliverable solutions for strong pedestrian connections to the waterfront and wider permeability and legibility within the Central Area.

d. **Regeneration based upon Quality , Distinctiveness and Innovation**

The quality of proposals and initiatives set out in the Regeneration Framework is important. This goes hand in hand with promoting distinctiveness by design reference or using the character and cultural uniqueness which is particular to Swansea. The Council and WG are committed to the principles of sustainable development, integrating economic, social and environmental objectives which help drive quality and innovative proposals. What is essential is maintaining quality and whilst the capital cost of undertaking improvements and delivering developments are intended to be met from public and private sector sources, management and maintenance costs are important considerations if quality is to be maintained.

e. Be Visionary but Deliverable

The Regeneration Framework is Visionary and outlines the principles of best practice and innovation. Whist this is important, delivering the Vision and Masterplan is critical. Proposals are therefore based on sound economic and implementation principles but flexible enough to facilitate the delivery of the proposals. Delivery is also underpinned by the strong ethos in Partnership working (between the public and private sectors) .



Civic Centre offices and Swansea Bay

2.0 Analysis and Appraisal

2.1 This section and section 3.0 of the Regeneration Framework provides a brief overview of Swansea, and a brief commentary on the various existing areas within the Central Area. A more detailed analysis of the existing areas and the quality of public realm and buildings is provided in the Baseline Report which accompanies the Framework. Collectively these summary sections and the Baseline Report and the issues and opportunities they highlight provide the evidence base for the approach taken and the themes and proposals presented

2.2 The Administrative Area

The travel-to-work area of Swansea, which represents its immediate catchment and labour market area, contains 272,172 people. An estimated 1.5 million people live within an hour's drive of the Central Area . The local authority area of Swansea includes the highly attractive and distinctive environment of the Gower Peninsula, while the wider City region catchment area comprises of a number of important local towns such as Neath, Port Talbot, Llanelli and Carmarthen along with more rural areas in Carmarthenshire and Pembrokeshire.

2.3 Location

Swansea is well connected to the regional highways network, with good connections via the M4 to Cardiff, Bristol and London (some 188 miles distant). Swansea is also connected along this corridor by regular direct train services to London (via Cardiff and Bristol), regular and frequent services west to Pembrokeshire and via mid Wales to Birmingham and the north west of England. Cardiff is the nearest international airport which is 45 miles away. It has been acquired by WG to generate new routes and increased passenger numbers, as part of the aim to increase the level of tourism in Wales.

2.4 The Urban Economy

The latest estimate of the population of the City and County of Swansea stands at 240,300 (mid year estimate, 2013). Swansea now has the second highest population of the 22 Welsh Unitary Authorities, representing almost 8% of the total population of Wales (3.1 million).

Swansea has a number of key assets most notably the unique quality of its setting on Swansea Bay and its surrounding landscape. Its historic legacy of industrial pollution and contamination has substantially been dealt with and there has been significant investment in redevelopment projects around the Central Area, at SA1 and at Swansea Waterfront which have changed the urban environment, economic context and perceptions of the City.

Swansea has the catchment population and comparison goods spend capacity that is capable of supporting a successful, regionally dominant retail scheme that benefits from integral leisure uses. The identified trading gap also indicates a significant investment opportunity.

The Central Area is however underperforming, and the Regeneration Framework needs to address this underperformance to ensure growth, the creation of jobs and an improved experience.

The extent of the issues affecting the Central Area issues are highlighted in some of the key facts and figures set out opposite:

Key facts

- **There are a low numbers of people living and working in the Central Area.**
- **Urban employment is estimated at only 18%- 24,000. Comparators have 30%+**
- **There is limited office floorspace in the Centre (with limited Grade A space). This is emphasised by low office rents which affect investment decisions and development viability**
- **20% of commercial properties are vacant in the Central Area.**
- **There is low average spend per shopping visit (£50) compared to competing centres such as Cardiff (£77)**
- **Footfall has decreased by 26% between 2009 and 2015.**
- **Whilst Swansea has the catchment population and comparison goods spend capacity there is significant leakage to other centres and to out of town retail parks in particular.**

2.5 Study Area

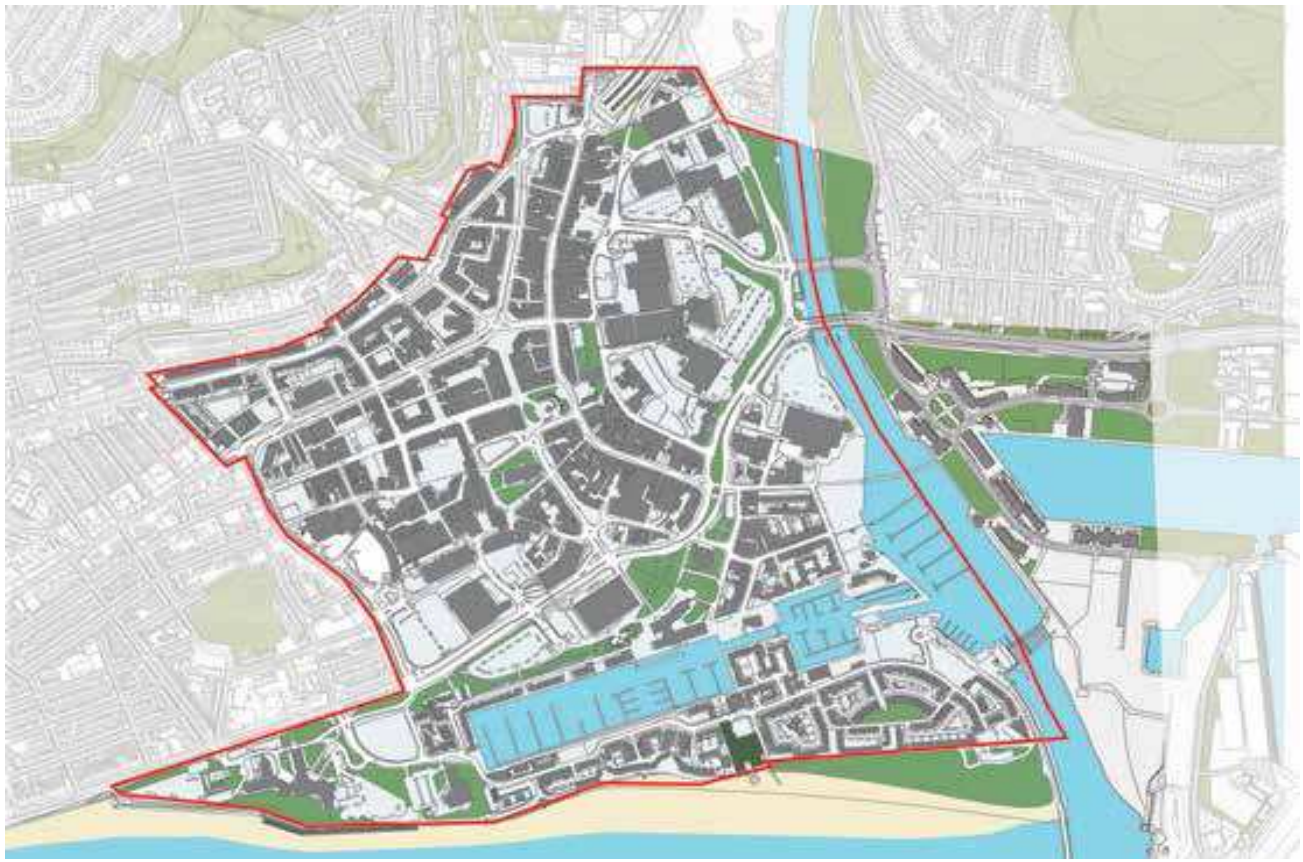
The Swansea Central Area Study is defined in Plan 1 and includes all of the main retail and commercial areas of Swansea's Central Area. The area is delimited by the Seafront and River Tawe to the South and East, and by Mansel Street , Alexandra Road, and the area immediately around High Street Station to the North, and Westway to the West.

The main focus of the Central Area is the Retail Leisure core area or 'Centre' based around Oxford Street, the Market, Castle Square, Wind Street, the site of the former St David's Shopping Centre and the Quadrant Shopping Centre.

The 2007 Swansea City Centre Strategic Framework excluded the Civic Centre site however it is incorporated within this Regeneration Framework as a Complementary area.

Different areas of the Central Area are characterized by combinations of different land uses and activities– primarily retailing, offices, leisure and entertainment. They also differ in terms of thee quality and character of their built environment. Some are characterized by traditional streets and buildings, others dominated by post war redevelopment and highway infrastructure. The character and issues affecting the respective areas is considered in sections 2.0 and 3.0, and in more detail in the Baseline Review.

Plan 1 Swansea Central Area



3.0 Existing Districts Appraisals

1. Kingsway: Appraisal

The Kingsway and Orchard Street is identified in Plan 2 , and currently forms an increasingly busy thoroughfare where buses, cars, cyclists and pedestrians all vie for priority. This is an environment which has been largely designed to accommodate bus routes, and double lanes of west bound vehicle movement. The result has been a poor environment for pedestrians and cyclists, and a confusing network for car drivers, with issues of increased noise and air-quality which could have longer term implications for the regeneration of the area.

Although bounded to the North by a Conservation area and listed buildings with civic and cultural uses which front Alexandra Road, Orchard Street is generally an unattractive street with poor quality public realm, and many inactive frontages in poor condition on its south eastern side. Despite this, it continues to provide public sector and health board office accommodation together with a multi-storey car park (MSCP) which although centrally located remains under utilised.

The urban fabric of both The Kingsway and Orchard Street is dated with many buildings and frontages neglected and vacant. Upper floors are generally used for offices and storage but much is currently vacant, though there have been a number of recent proposals for the conversions of upper floors to residential use which will bring increased life and vitality. There are clues to The Kingsway's 1950's heritage and a former cafe culture in some of the remaining facades, and these are capable of playing a role in supporting variety in the architectural composition of the area and encouraging new roles and activity in the area.

The public realm of the Kingsway is largely designed around functional highway requirements, and the infilling and re configuration of the Kingsway Circle area has left a large sterile space, out of scale with the surrounding post war buildings. There is an opportunity for significant landscape intervention in this public space, such as the creation of a pocket park or new high quality greenspace to link Kingsway to Castle Square and create a new sense of place and reference.

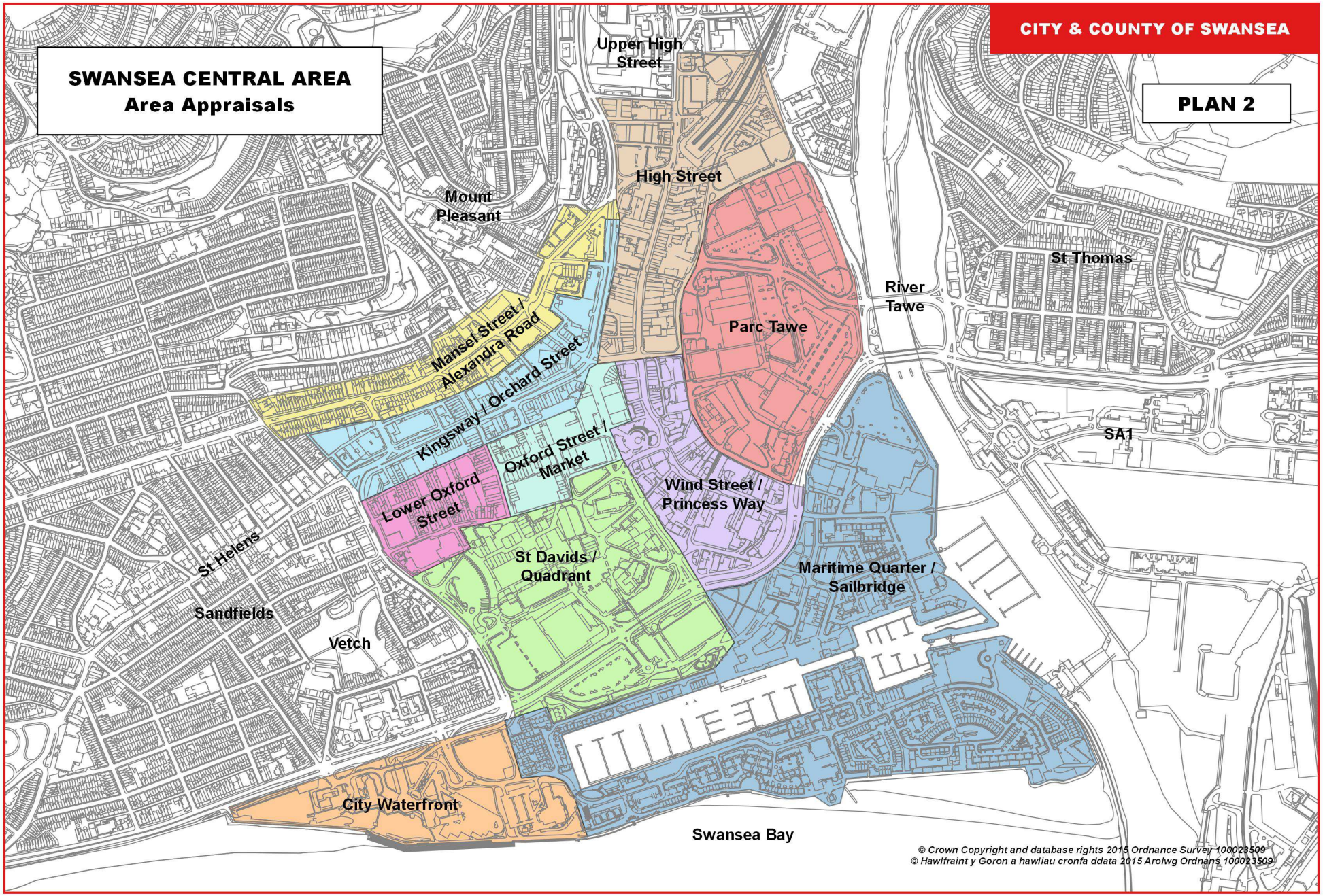
The once thriving bar and club scene along The Kingsway, particularly at its western end has largely dissipated in favour of Wind Street. This decline and the vacancies it has created, such as at the former Oceana building has shown clearly that the role of the area needs to adapt and change, find a new role and identity and respond to the redevelopment opportunities being presented and define a new role and direction for Kingsway.



Kingsway :Double lanes of westbound traffic



Kingsway Circle


SWANSEA CENTRAL AREA
Area Appraisals
CITY & COUNTY OF SWANSEA
PLAN 2
Upper High Street
High Street
Mount Pleasant
Mansel Street / Alexandra Road
Kingsway / Orchard Street
Oxford Street / Market
Lower Oxford Street
St Helens
Sandfields
Vetch
St Davids / Quadrant
Wind Street / Princess Way
Parc Tawe
River Tawe
St Thomas
SA1
Maritime Quarter / Sailbridge
City Waterfront
Swansea Bay
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2. High Street: Appraisal

High Street is the historic north-south link in the Central Area but became less important as a retail street following the popularity of the areas around Oxford Street and the development of the Quadrant in the late 1970's. It has become very much a secondary area for shopping, and as a consequence has a high number of vacant units and inactive upper floors. Some of the older buildings in the street retain character and uniqueness but many are not maintained sufficiently and are in physical decline .

High Street remains a key route from the Railway Station towards the Retail Leisure Led Mixed Use Centre . The Railway Station has had recent investment and improvement and is a design and functional nodal point in the city providing a significant point of arrival for visitors and workers arriving by train . Improvements in the built fabric of the area have been stimulated by the Urban Village scheme frontage to High Street, and new infill developments on derelict sites below along The Strand. This has began to redefine the character the area based on mixed uses including the arts and creative industries, with live/ work opportunities for start-up and artisan businesses. Some ground floor space has also been let to new retail and commercial businesses, but more is required to encourage appropriate upper floor residential uses which to generate a new community as well as ground floor commercial occupation.

The major development opportunity on High Street is the Mariner Street surface car park opposite the Railway Station which has potential to accommodate a significant new development in the form of tall building that will help generate life and activity on High Street. Further phases of Urban Village development are also proposed which may act as a significant catalyst for further investment and enhancement in the vacant sites and buildings in the area.

High Street lies in multiple ownerships which makes it challenging to generate a unifying development strategy for the street or encourage interest in maintaining buildings. The Council's Building Enhancement Programme (BEP) has failed to bring about significant change in the area because the 50% intervention rate is too low for independent traders to tackle the scale of the problem. Temporary uses such as pop up shops, regeneration events, cultural, arts activities have also contributed to enhanced perceptions of High Street and a renewed interest in bringing empty shops into positive use.

There is now a recognition that the Upper High Street North of the Rail Station also has significant problems as well as future potential. The tower blocks to the north of the rail station accommodate a significant number of homes immediately adjacent to the Central Area, and historic buildings such as the Palace Theatre are central to the history and evolution of Swansea.



High Street Urban Village

3. St Davids/Quadrant :Appraisal

This Area comprises land to the north and south of Oystermouth Road, bounded to the north by the Quadrant Centre and St. Mary's Church and Tesco, to the east by Princess Way and the LC, to the south by the Maritime Quarter and foreshore and to the west by Civic Centre .

The St David's/Quadrant area remains a strategic redevelopment opportunity as part of the regeneration of the Retail Leisure Led Mixed Use Centre . The Quadrant is currently a key element of Swansea's retail offer, and is at the heart of the City's retail circuit. It also provides a primary pedestrian link with the bus station, Oxford Street and Swansea Market. However the Quadrant is an inward facing shopping centre typical of its time so would benefit from refurbishment and animation to its exterior facades.

There is currently little if any positive connectivity between the Quadrant Shopping Centre, the Leisure Centre and Waterfront and due to the positioning of functional uses such as car park and delivery areas. The area largely turns its back on its southern aspect overlooking Oystermouth Road. Any new development will need to address this issue of connectivity by considering innovative solutions for crossing Oystermouth Road, and provide high quality active frontages which address the streets surrounding the development.

The Quadrant and St David's also have the potential to improve their relationship with the Market which is a key anchor and visitor attraction . Any development solution on the St David's site, will need to allow for the necessary linkages into adjoining areas and existing shopping streets and allow for any possible redevelopment in the future.

The majority of the former St David's Shopping centre site has been demolished following an initiative led by the Council and Welsh Government. It is being used for surface car parking although the St. David's Multi Storey Car Park (MSCP) remains in use but is of poor quality, both in terms of parking provision but also visually given its prominent gateway location.



St. Mary's Church

St. Mary's Church just to the north of St David's, is the principal historic building in the area. It is also grade II listed and sits at the core of what was a vibrant heart to the central area but is now surrounded by a poor quality urban environment lacking in active frontages.

St David's Church (grade II listed) to the South of St Mary's remains in active worship and includes a space immediately around the church and attached Presbetry. Historic maps show that St David's church was built with a street frontage facing north east onto Rutland Street as part of a city block, but with the post war redevelopment has become an isolated and standalone building.



Site of Former St David's

Shopping Centre

4. City Waterfront: Appraisal

The City Waterfront area is located South of the Central Area adjacent to Swansea Bay, and comprises of the Civic Centre building and its two surface car parks, the Marriott Hotel, and Paxton Street car park.

The role of the Council's Civic Centre building has changed in recent years . It has been opened up to the public and incorporates a Contact Centre, a relocated public library and visitor facilities which include a café and public conveniences. The Waterfront City programme has also delivered a number of improvements to improve pedestrian connectivity to this part of the City's seafront promenade and improved public transport links have been developed between the seafront and Central Area and Swansea Bay.

The Civic centre site is slightly elevated at the seafront promenade, with a steep stepped access to an extensive sandy beach and benefits from excellent views across the Bay. Being one of the few foreshore open spaces on Swansea Bay with direct beach access, the site is also a focus for significant events including the Welsh Airshow.

However the Waterfront area remains fairly isolated from the Retail and Leisure Led Mixed Use Centre, the area remains occupied by the Civic centre and its surface car parks are underutilised. The Civic Centre office building itself has long term maintenance and cost issues which need to be considered. The whole site therefore has the potential to make a more significant contribution to the regeneration of the Central Area , and the potential to be a destination on Swansea Bay. This is the only remaining site that can link the Central Area to the sea and represents an unique development opportunity in the region.





Wales National Airshow at Swansea Bay



Civic Centre site and City Waterfront

5. Mansel Street/Alexandra Road Appraisal

This area includes Alexandra Road from its junction with New Orchard Street, west into Mansel Street. It comprises of a cluster of Edwardian and Victorian buildings set within a Conservation Area and includes some listed historic buildings such as the Albert Hall, Old Police Station and Glynn Vivian Art Gallery. The streetscape in Alexandra Road is of relatively good quality with established trees and together with Grove Road it accommodates a number of important cultural and educational buildings.

Mansel Street runs broadly east-west from Alexandra Road/Grove Place/De La Beche Street towards Walter Road and the Uplands residential area. The buildings are predominantly two storey former residential properties converted to commercial (office) floor space or service retail at ground floor. Many of the buildings are of poor quality and do not allow for businesses to expand. It underperforms as a commercial business district and the buildings are largely of undistinguished and marginal architectural quality.



A section of Mansel Street and Alexandra Road currently provides a one way route for East bound traffic from the Central Area and west Swansea, although both streets previously accommodated a two way strategic highway route.

The Albert Hall is a substantial listed building in this area and it has the potential to perform a catalyst role in the wider Alexandra Road/Mansel Street and Kingsway area. The unsuccessful City of Culture bid in 2014 suggested that the Albert Hall could have a viable new use as an arts centre which would have significant benefits for the wider area.

6.Lower Oxford Street :Appraisal

The Lower Oxford Street area extends from the junction of Union Street with Oxford Street, includes Plymouth Street, Singleton Street and continues to West Way/Dillwyn Street. The area incorporates the Grand Theatre and the Picton Arcade and Shoppers Walk arcades . The area is close to Swansea Market, the busiest area of Oxford Street, the Quadrant Shopping Centre and Swansea Bus Station. Part of the area also falls within the Oxford Street / Nelson Street / Union Street Conservation Area .

The eastern end of Oxford Street has a mix of national retailers, but towards the western end of Oxford Street there are predominantly independent retailers in smaller shop units. The quality is frequently poor and investment in building fabric is needed for the area to fulfil its potential and attract new occupiers.

The **Picton and Shoppers Walk arcades** provide a distinct character to the area as well as providing permeability and a popular undercover pedestrian linkage between Single ton Street , Oxford Street and the Kingsway, with cafe seating and few vacant units, but the route through is closed during non-trading hours. Both arcades also have little sense of entrance on to the adjacent frontage and the current crossing points on the Kingsway do not align with the route through the arcades.



Swansea Market is a key destination within the Retail Leisure mixed use centre. However the entrances are neither legible or particularly welcoming and is not accessible out of core shopping hours. Therefore Swansea Market needs a greater presence in the streetscene both in terms of entrances and activity.

One of the greatest opportunities for change in this area is generated by the potential development of the former **Oxford Street School site** which is currently used as a surface car park. The site is within the ownership of the Council so there is significant scope to bring forward development to aid the regeneration of the area and generate momentum for wider improvement. This site along with the new development and new role for the Kingsway directly to the North, has the potential to generate an increased level of footfall that is required in this area. The right mix of uses will help to draw people into the area creating activity that will support existing shops.

7. Wind Street :Appraisal

Wind Street is one of the best preserved historic streets in the Central Area, and lies within a Conservation Area with the vast majority of the buildings dating from pre-1900. Traditionally, the street was largely occupied by offices and banks, but in the late 1990's the area was redefined to become a new leisure quarter. Wind Street is now an area populated with bars and nightclubs playing an important role in the night time economy of Swansea.

A new residential development adjacent to the Castle will further enclose and define the Castle grounds. At the southern end of Wind Street, 'Salubrious Place' which includes a Vue Cinema, a Premier Inn hotel, parking and additional eating and drinking venues has consolidated the area's reputation as a leisure area and a particular focus for the night time entertainment for the younger demographic.



Wind Street

The street forms a gentle curve with High Street on the eastern side of the Retail Leisure Mixed use centre. Castle Square lies to the north of Wind Street and this public space is a key nodal point in the City which accommodates seating, interpretation, a water feature, a large tv screen and is a focus for events. Swansea Castle is a key feature overlooking this space and the area immediately around it has recently benefitted from new soft landscaping, interpretation and lighting. However, Castle Square is poorly related to the surrounding streets, it remains dominated by hard surfaces, and has become tired and dated in its appearance.

South of Oystermouth Road, opposite Wind Street, the Maritime Quarter developments are coming forward in and around the Prospect Place and Cambrian Place area which are aimed at providing a different but related offer, which is potentially focused on a more mature demographic and family friendly dining and/or bars. This fits with the strong cultural themes emerging in the Maritime Quarter as well as providing a continuation of the vibrancy of Wind Street and a more tangible link between the Retail Leisure Mixed use centre and the river frontage. This connectivity has been greatly improved following the Boulevard works to the Oystermouth Road and in particular the pedestrian crossing point which provides a continuous direct route from the Railway Station to the Sailbridge crossing and SA1 beyond.

8. Parc Tawe: Appraisal

Parc Tawe is a retail park with associated leisure uses located on the eastern edge of the Central area. It was developed in 2 phases in the late 1980s on brownfield land that was former dockland. This area though within the Central Area is outside the Retail and Leisure Led Mixed Use Centre and in terms of function, character and layout the retail park would be more commonly found at an out of centre location.

Parc Tawe occupies a prominent location at a gateway to the Central Area from Fabian Way and the M4. A one way gyratory system over the Tawe Bridges was completed in 2013, which has significantly improved traffic flows, junction design and linkage to adjacent roads. The development of the High Street Urban Village has also significantly improved previously derelict frontages to the Strand. However there is little direct linkage between Parc Tawe and the Tawe riverside , or legible connectivity to the adjacent commercial areas of High Street and Wind Street.



Parc Tawe Phase 1 has also suffered from underinvestment and is currently in a poor state of repair, though the site's current owners are proposing a comprehensive refurbishment. Given its gateway location, the Parc Tawe area offers huge potential to transform the first impression of the Central Area and to truly create a sense of arrival to the urban centre of Swansea. The environmental enhancements to Quay Parade arising from the Boulevard works have begun this transformation and has emphasised the need for this uplift in quality frontage development.

To the north east of the area a new community is establishing along the banks of the River Tawe on former industrial land. This comprises houses, apartments and student accommodation. Whilst these new developments benefit from outlook over the River Tawe and a new riverside walkway the linkage to the Central Area is very poor . Therefore the future evolution of the Parc Tawe area offers the opportunity to create new pedestrian and cycle linkages between the Tawe corridor and the High Street.



9. Maritime Quarter /Sailbridge :Appraisal

The Maritime Quarter is a key element of Swansea's waterfront, and a significant part of its heritage and identity, occupying a prominent location between the St David's Quadrant site and the Seafront and River Tawe and SA1. The area has a number of listed and historic buildings and their refurbishment and reuse of these have contributed towards the character of its Conservation Area.

The Maritime Quarter dockland was a particular focus of regeneration activity in the 1980 and 1990's's and although the area emerged as a largely residential area, the aim has always been for it to be a mixed use destination which capitalises on its waterfront location. More recent developments at Swansea Point and Meridian Quay have incorporated significant numbers of high quality residential units with opportunities for cafe bar type, complementary retail uses and visitor facilities.

The Sailbridge site is located south of Sainsburys and directly on the river frontage and presents a significant development opportunity at a gateway location. This site along with a number of other smaller remaining development opportunities along the Eastern urban waterfront will play a significant role in securing a mixed use character, and attracting visitors to the Riverside and seafront.

The SA1 area located on the Eastern bank of the RiverTawe has also been developed as high quality mixed use development. It has a significant business, commercial and residential community and has an important role to play in the attractiveness of the Central Area's leisure offer focused around the river basin and Eastern docks . Whilst outside the Central Area, it is within walking distance connected by the iconic Sailbridge and Trafalgar bridge. The next significant phase of development at SA1 will focus on the development of the 'innovation campus' of University of Wales Trinity St Davids and the revised master plan for the area will complement the Central Area through incorporating a diverse mix of land uses .

The proposed Swansea Bay Tidal Lagoon will be accessed from the Eastern end of Swansea Bay close to SA1. This is an unique development which will deliver the world's first man-made, energy-generating lagoon, and clean, renewable and predictable power for over 155,000 homes for 120 years. It is important that Swansea's Central Area is able to realise some of the economic and environmental benefits of this significant and unique development.

4.0 Policy and Strategy Context

The Regeneration Framework has been prepared within the context of an established framework of planning policies, technical guidance and wider strategies. This section of the report outlines elements of national and local planning policy, and other supporting documents, that are of particular relevance . It summarises the key overarching principles that arise from this prevailing context, which will underpin the Regeneration Framework.

A. National Planning Policy

1. Planning Policy Wales - Edition 7 July 2014

Planning Policy Wales (PPW) sets out the planning aims and policy objectives of Welsh Government. It includes the following key elements :

Employment - the preferred location for significant new investment in retail, office and other commercial uses should be within defined town/city centres. This is consistent the Framework's aspiration to focus delivery of significant new employment opportunities and commercial floorspace to sites within a newly defined Centre.

Transport - planning authorities should allocate available sites near major public transport interchanges within city centres for uses that will serve to maximise the use of non -car modes of travel, in particular high density residential development, employment, shopping and leisure uses.

Housing – the WG's National Housing Strategy seeks to provide more housing of the appropriate type and offer in accessible locations, in order to deliver more choice and improve housing-related services and supporting facilities

Retailing and Town Centres - all communities of Wales should benefit from accessible, efficient and competitive retail provision wherever possible, and local authorities should promote town centres as the most appropriate locations for retailing, leisure and other complementary functions. The vitality, attractiveness and viability of town centres should be enhanced by promoting access to these centres by public transport, walking and cycling. PPW emphasises that mixed use developments should be encouraged at such locations, so as to promote lively centres, as well as to reduce the need to travel to visit a range of facilities. The 'town centres first' approach is a fundamental facet of PPW

Tourism – local authorities should promote: (i) a more sustainable pattern of development, creating and maintaining networks of facilities and open spaces in places well served by sustainable means of travel; and, (ii) enhanced social inclusion and improved health and well-being by ensuring that everyone has easy access to the natural environment and to attractive, healthy places

2. Technical Advice Note 2 (Wales) – Affordable Housing 2006: Requires local authorities to include an affordable housing target in the development plan based on housing needs set out in the local housing market assessment.

3. Technical Advice Note 4 (Wales) – Retail Centre development Consultation document – 2015: Includes objectives which promote centres identified in a local retail hierarchy which are responsive to change, as the most sustainable locations to live, shop, socialize and conduct business. Policies and decisions should also seek to take account of these changes and sustain and enhance the vibrancy, viability and attractiveness of retail centres.

4. Technical Advice Note 12 (Wales) – Design TAN12 (2014 contains specific guidance regarding design, layout and public realm. It spells out the principles of good design based on an understanding of what makes existing places attractive, successful and sustainable. It sets out a quality test for all new developments in paragraph 2.6: Design which is inappropriate in its context, or which fails to grasp opportunities to enhance the character, quality and function of an area, should not be accepted, as these have detrimental effects on existing development

5. Technical Advice Note 13 (Wales) – Tourism 1997: promotes hotel developments. Where either new hotels or extensions to existing hotels are proposed, these should not adversely affect the historic fabric or character of a building, recognises the benefit of adapting redundant or obsolete buildings to hotel or restaurant use and enabling viable hotel businesses to extend.

6**. Technical Advice Note 15 (Wales) Development and Flood Risk-** Flood risk is a potentially significant issue in parts of the Central Area . Some of the key sites are shown to be within zones C1 and c2 referred to in TAN15, and at risk from both fluvial and tidal inundation. Flood Consequence Assessments have been prepared for key Central Area locations, and these show that extreme events would be localised around the bank of the River Tawe. However NRW advise that climate change allowances need to be applied to areas adjacent to the current flood outlines and these areas may also be at risk of flooding. Current guidance suggests that climate change should be considered in the 0.1% scenario when assessing flood risk. A Strategic Flood Risk Assessment will be prepared to fully understand the impacts and potential mitigation measures required.

7. Technical Advice Note 16 Sport and Recreation (2013) contains advice on Open Space Assessments, the importance of retaining existing facilities; the provision of new facilities; and water based recreation, off- road recreational vehicles, allotments and spaces for children's and young people's play .

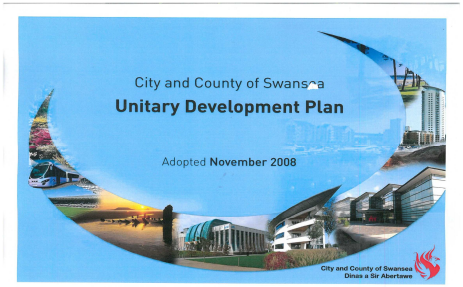
8. Technical Advice Note 18 (Wales) – Transport TAN 18 (2007) requires transport and movement to be considered at the strategic and detailed level. In strategic terms this includes- (i) locating major generators of travel demand in city centres near public transport interchanges (ii)focusing residential development at locations with good access by walking and cycling to schools and public transport stops, employment opportunities, shopping and leisure; (iii) layouts and densities, which maximise the opportunity for residents to walk and cycle to local facilities and public transport stops.

Transport infrastructure should contribute to a sense of place and community and the five principle functions of streets should generally be considered including (i)place (ii) movement;(iii)access; (iv) parking; and utilities The TAN links to the detailed guidance which is contained in the Manual for Streets

9. Technical Advice Note 23 (Wales) – Economic Development TAN 23 February 2014 In accordance with PPW, the TAN states that when identifying land for economic use in development plans, first preference should be given to sites within the boundaries of settlements, second preference should be given to edge of settlement sites and third preference should be given to land in the open countryside.

B. Local Planning Policy and Strategies

1. Swansea Unitary Development Plan (November 2008) The City and County of Swansea Unitary Development Plan (UDP) is the extant development plan for the County and is currently the adopted policy framework for determining planning applications.



A key objective for the UDP is "to reinforce and improve the City Centre as a vibrant regional focus for business and administration, shopping, culture and leisure". The key policies relating to the City Centre and which are particularly relevant for the Strategic Framework Review are set out briefly below:

Chapter 1 Creating a Quality Environment- City Centre Mixed use development(CC1), City centre retail core (CC2), St David's Quadrant Area (CC3), Parc Tawe (CC4), Creating an attractive City centre environment(CC5), Delivering improvements in City Centre accessibility(CC6), City Centre Car parking (CC7).

Chapter 2 Developing the Economy- New Retail Development (EC4), Out of Town Retailing (EC9), Urban Tourism (EC15),

Chapter 3 Providing Homes and Communities: Housing sites (HC1), Urban Infill Housing (HC2),Affordable Housing (HC3) Flat Conversions (HC6),Over the Shop Housing (HC8) Leisure Facilities and Housing (HC 18).

2. Swansea Local Development Plan Preferred Strategy (July 2014)- The Swansea Local Development Plan (LDP) is well into production and will replace the UDP as the overall development blueprint for Swansea for the period 2010-2025. The LDP Preferred Strategy (August 2014) has been approved by the Council and sets out the broad approach the Council intends to take to ensure the City and County of Swansea (the County) is developed in a sustainable manner over the plan period.

The Preferred Strategy outlines a number of strategic policies that provide a context for more detailed policies, proposals and land use allocations to be developed. These detailed policies and allocations will subsequently be included in the Deposit LDP, which in turn will be supported by relevant strategy documents for the City Centre, including the Regeneration Framework.

The Council has now published its Draft Deposit Proposals Map (December 2014) for consultation, which confirms the status of the City Centre and Waterfront as a Strategic Site to be augmented by a more detailed Masterplan/ Framework. The Strategic Framework Review Document will serve as that master plan.

3. Supplementary Planning Guidance (SPG)

The City and County of Swansea has a range of SPG adopted by the Council in support of UDP policies which are relevant to the City Centre. These are summarised briefly below and can be found on the attached web link http:// www.swansea.gov.uk/spg

Swansea City Centre Strategic Framework Review

The Framework was completed in 2007 and formally adopted by the Council as Supplementary Planning Guidance in 2009. It includes a Vision for the City centre as ''a vibrant, exciting, attractive, sustainable, cultured European Waterfront City Centre, attracting business and visitors, driving the economy and enhancing the quality of life of residents of Swansea and South West Wales.

The Strategic Framework established a number of priority themes and areas around its Vision which were as follows :

- Creating a vibrant mixed use heart to the City centre
- Creating a European Boulevard
- Connecting to the Waterfront,
- Developing City Centre Districts

The adoption of the previous Framework led to a number of successes, however the effects of the global financial crises in 2008,and the subsequent recession, halted the delivery of the vision for a number of parts of the City centre.



Planning Obligations (2010) This guidance has been prepared in order to set out how the Council will use obligations to ensure that, where necessary, the impact of development is mitigated by appropriate improvements to local infrastructure, facilities or services.

Non-Retail Uses in Swansea City Centre (2010) - controls change of use applications in response to the loss of A1 retail units to A2 (financial and professional services) and A3 (restaurant, cafe, take-away) uses in particular, which has had the effect of diluting the retail focus of the City Centre.

Tall Buildings Strategy (2008) – This guidance identifies appropriate locations where tall buildings may be located**.** However in order to implement the new Vision highlighted in the Strategic Framework Review, there is considered to be a need to revisit the extent of the areas where tall buildings would be supported. Most notably for the Kingsway and its future in terms of a mixed use area for City living working and learning, may benefit from the adoption a more flexible approach towards tall buildings.

City Centre Parking Standards(2012) These adopted standards seek to ensure a transparent and consistent approach to the provision of parking, submission of travel plans and sustainability considerations that inform developers designers and builders of what is expected of them in terms of parking provision at an early stage in the development process. The current policy defines two zones for Swansea City Centre, a central core and central area where different parking requirements apply for different land uses. To respond to the regeneration agenda set out in this Framework, a revised policy position will apply to City centre developments which is outlined in the Accessibility section on page x.

Swansea Bay Strategy (February 2008)- The Swansea Bay Strategy provides a vision for Swansea Bay and details a range of potential new development and enhancement proposals . The Vision for Swansea Bay is to create a destination for culture, art, food, quality places and a space to meet people, through a series of Bay wide Initiatives and focusing development opportunities on 6 key locations including the City's waterfront.

Places to live: Residential Design Guide (January 2014)

This SPG was introduced to raise the standards of residential design in everyday places. Whilst it is focused on 'residential estates' it is also applicable to city living projects. It sets out a range of relevant considerations and is a material consideration for all residential schemes of 10 or more homes.

Planning for Community Safety-This guidance has been prepared in partnership with South wales police to give guidance to all those involved in the built environment on the key issues to be considered in creating a safe environment where people can experience the best possible quality of life.

C. Other relevant Strategies, Guidance and supporting studies The planning policy section above is not exhaustive and Appendix 1 includes a range of other relevant guidance published nationally and locally which has relevance to the Regeneration Framework

Planning Status of the Swansea Central Area Regeneration Framework - It is intended that the Regeneration Framework will be approved by the Council as new strategic guidance to re-set the regeneration agenda and inform decision making and supersede the previous 2009 Swansea City Centre Strategic Framework. The new Regeneration Framework will be a material consideration in the consideration of planning proposals within the Central Area. And inform the preparation of the Local Development Plan, and in due course be adopted as supplementary Planning guidance.

5.0 Framework for Regeneration and Movement

The key aim of the Review of the Swansea Central Area Regeneration Framework is to:

- provide strategic planning guidance to guide decisions on future planning applications;
- to identify a programme of key infrastructure interventions to allow physical changes to the built environment and landscape which support of wider economic regeneration of the Central Area ;
- to promote and facilitate deliverable schemes on Central Area ;
- to achieve this using sustainable development principles.

The Review is based on analysis of prevailing economic and social conditions and predicted future trends and reflects social, economic, environmental and cultural priorities over the short, medium and longer term. Schemes will be a balance of both 'quick win' and longer term strategic projects to stimulate regeneration funded through a combination of both public sector capital initiatives and private sector investment.

Vision

The Review restates the Vision identified in the 2007 Framework:

> **"to create a mixed-use location with a strong retail, commercial and leisure heart supported by a vibrant resident population."**

The 2007 - Swansea City Centre Strategic Framework outlined a number of Strategic Objectives, highlighted opposite which are again are still relevant to this Review:

STRATEGIC OBJECTIVES

Building a Competitive Economy- Swansea's economy must grow and diversify to support the development of existing and new sectors of the economy, particularly financial, knowledge economy and higher education.

Creating a Quality Regional Shopping and Leisure Led Mixed Use Centre Swansea needs a quality regional shopping Centre to be competitive, with leisure and mixed uses and create a strong destination in the region.

Achieving a High Quality Environment- There is a need to create a high quality environment and develop a reputation for environmental excellence and responsibility. This includes high quality buildings streets and spaces, attractive gateways, sense of place, mixed use and sustainable development and attractive landscape and public realm.

Developing City Living- To bring life, skills and spending power into the Central Area and support an inclusive, diverse and distinctive community.

Making a Waterfront City -Swansea needs to use its river and seafront

Improving Accessibility and Movement- Linking closely to environmental, retail development and economic objectives, the priorities are to re connect the City Centre, create attractive streets and spaces for pedestrians and cyclists, design shopper circuits, and serve the City Centre with good public transport.

Creating a Destination City-Swansea needs to attract residents from a wide catchment area, business and business investment and visitors on holiday or business.

Affirming a Regional Role- Swansea's role as a major UK regional city should be reflected in its Central Area

Expressing a Distinctive Identity- To create a city with a strong cultural identity and heritage should be expressed in the Central Area.

5.1 Strategic Themes

The revised Framework for Regeneration and Movement is divided into the following five generic themes:

1. Sustainability Strategy
2. Economic Prosperity Strategy
3. Design Strategy
4. Accessibility and Movement Strategy
5. Distinctiveness Strategy

Three key areas to consider in the regeneration of Swansea Central Area include:

(i) Urban environment - creating a high quality, attractive environment through development of the Central Area both in terms of the quality and aesthetics of new and refurbished buildings and the use of public realm.

(ii) Social development: by creating a Central Area which provides a context to reduce inequality and achieve social inclusion, encourages healthy living and meets the diverse needs of residents, including good quality affordable housing, community facilities, employment opportunities, education,, civic, cultural, leisure and entertainment facilities.

(iii) Economic development: by reflecting the role of the Central Area as a major focus of the local economy and a driver for sustainable growth of the wider City region.

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1. Sustainability Theme

Objective :To create a resilient Central Area by reinforcing its regional role for commerce, shopping and leisure and to increase city living, from which there will be economic longevity, social inclusivity and environmental equilibrium for existing and future residents and visitors. These will be achieved through the following objectives

- **Sustainable Transport**
- **Provide a high quality built and natural environment**
- **Build a new urban economy**
- **Meet community requirements**
- **Encourage Good Health, Well being and Healthy Living**
- **Ensure that Learning opportunities are available and affordable to all**
- **Energy Efficiency and Carbon reduction and energy efficiency**
- **Sustainable Urban Design**

Sustainable development is a process of development that "*meets the needs of the present without compromising the ability of future generations to meet their own needs*" (Brundtland Report, UN, 1987).

A key factor in achieving sustainability is developing resilient communities; places where people want to live and work, now and in the future. Places which meet the diverse needs of residents, are sensitive to their environment and contribute to a high quality health and wellbeing. They are safe and inclusive, well planned built and run, provide a flourishing economy and offer equality of opportunity and good services and facilities for all.

The Central Area is particularly important in developing integrated solutions as it will accommodate a concentration and density of activities - housing, retailing, entertainment and employment which will encourage a more sustainable use of energy and resources, and reduce the need to travel by private vehicles. The Regeneration framework reflects and acknowledges the potential of future trends in terms of changing demographics, consumer and market trends and digital technology and other innovations so that the overall Strategy is future proofed.

Central to the regeneration being truly 'sustainable' is the need for the redevelopment to build the foundations for vibrant generations in the decades ahead.



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The application of sustainable development principles in the Central Area will require a high standard of design for all new developments. Sustainable principles are promoted through the Regeneration Framework and include the following :

1. Sustainable transport - Minimising the need to travel and reducing car dependency by providing safe and people friendly environment with direct walking and cycle routes and good access to public transport ensuring the Central Area acts as a hub for the city-region and stimulates the use of more sustainable forms of transport e.g. good public transport links, reducing car dependency, creating safe people-friendly environments with direct walking and cycle routes.

Transportation infrastructure needs to be future proofed with consideration given to facilities for electric vehicles charging points, for hire of electric bicycles and secure storage. Behavioural changes to promote sustainable transport should also be promoted through marketing and education.



2. Provide a high quality built environment <u>and natural environment</u> with a distinct sense of place which:

- Fosters a sense of identity and local distinctiveness
- Responds to the local character of the built environment
- Integrates with adjoining landscapes of Swansea Bay and the hills and valleys
- Creates distinctive skylines, focal points, and landmarks.
- Includes variety and surprise within a unified design
- Includes streets, squares and other public spaces with a defined sense of enclosure
- Pays attention to the detail of forms, massing, textures, colours and landscaping
- Conserves, protects and enhances important environmental assets of the Central Area
- Includes attractive green spaces for recreation and biodiversity
- Takes an ecosystem service approach to the sustainable management of water, land and waste.



3. Build a new urban economy which:

- Creates a more diverse, stable economic structure and role for the Central Area
- Creates good quality, well-paid jobs, especially in knowledge based and growing service industries
- Provides an environment and transport system which sustains competitive businesses

4. Meet Community requirements and address housing needs and poverty

There is a need to ensure that Central Area regeneration addresses the needs or existing and future residents, the business community and other users. Plans and proposals should aim to foster good relations between different groups, advance quality of opportunity between different groups, reduce social exclusion and poverty, elimination of discrimination harassment and victimization.

This may be achieved by the following:

- Involving the existing community and the providers of community and business services and healthcare in the design process.
- Designing for the needs of all sections of the community including children and young people the elderly and people with disabilities.
- Ensuring that there is affordable childcare.
- Encourage relationships between communities, individuals with communities and services, for example by ensuring that physical linkages/interconnection are achieved with communities– adjacent to the Central Area such as Sandfields, St Thomas, St Helens Road.
- Including a mix of housing opportunities in mixed use and residential developments in the Central Area including affordable housing.



- Improving access to leisure, heritage, culture arts and recreation
- Providing accessible opportunities and services for all
- Enabling people to feel safe in terms of the Design of new buildings, streets and environmental schemes to minimize opportunities for crime (Secure by Design)
- Enable active citizenship, engagement, and participation and maximizing assets.
- Reduce inequalities within and between communities. **CCS** is fully committed to eradicating discrimination

5. Encourage good health, well being and healthy living

Healthy living, promoting good health and well being, tackling causes of ill health, and inequalities in healthcare services are significant considerations for the Central Area. New development and enhancement of the Central Area will generally contribute to good health and well being including green space accessible walking routes, art and culture elements, improved access to water based environment, recreation , play, leisure and other amenities.



More people living in the Central Area will require new or improved accessible healthcare facilities. Proposals arising from this Strategy should therefore contribute towards:

- Preventing and tackling the causes of ill health– tackling things like air quality issues by considering traffic network arrangements and designing in landscape which can act to mitigate air quality issues.
- Reducing Inequalities and inequity in access to healthcare.

6. Ensure that learning opportunities are available and affordable to all .

Learning opportunities should be equally available and affordable to all and should include the following:

- Widening participation in learning education and training for all, for example Young People's quarter
- Increased access to further education and opportunities such as Beyond Bricks and Mortar
- Maintain access to a City Library and the internet
- Opportunities to develop confidence and entrepreneurship and awareness skills
- Raise aspiration and awareness, confidence and entrepreneurship, providing opportunities for start up businesses and a new role and identity for areas such as the Kingsway with concepts as the potential Tech Hub, or Creative Cluster in High Street
- Improving the quality efficiency effectiveness and volume of education and training.
- Raise awareness about environmental quality, biodiversity, culture, arts and history through appropriate training, events, trails and interpretation.
- Encourage and promote the provision of affordable childcare, to enable access to learning and training and employment.

7. Energy Efficiency and Carbon reduction—Developments in the Central Area should make more efficient use of energy and resources infrastructure development and operation, and in exploring opportunities for incorporating energy production into the development to help future proof against potential longer term issues in the supply of conventional energy i.e. renewables and community energy will play a central role in helping to reduce carbon emissions and adapting to the impacts of climate change. Many of the most important benefits of sustainable development will depend on the detailed design and construction of new buildings and transport infrastructure.

CCS is committed to tackling issues of climate change and energy efficiency and proposals for a district heating network could help to address this in the Central Area.

8. Climate Change and Environmental issues - Climate change is one of the biggest environmental threats to our quality of life and the environment . All new and refurbished buildings and public realm should be future proofed against the impacts of climate change, eg. Resilient to the impacts of increasing extreme weather events like flooding/increased wet seasons or hot summers. The City and County of Swansea is committed to reducing the impact of climate change by tackling the causes and preparing for the effects of climate change.

Regeneration and environmental enhancement proposals should also aim to reduce air pollution. Greening Initiatives such as tree planting, low shrubs, green walls and green roofs can contribute towards the improvement of air quality.

8. Sustainable Urban Design

The Council's "Sustainable Developer Guide" provides detailed advice on building design and specifications, to ensure sustainable "whole life" use of energy and other resources in development. The Guide includes the following key principles throughout the Central Area:

- Monolithic urban blocks should be avoided – height and mass should be well considered as should permeability to allow for flexibility and adaptability of use in the future
- New designs should be based on well considered street layouts with appropriate proportion and scale with height being used to redefine scale if required
- New development in the Central Area should be informed by the principles of sustainable design, layout and construction.
- Mixed-use as a principle will also give greater security and vitality to the Central Area.
- Vertical and horizontal mixed-uses which increase the density of population and provide greater / improved services and facilities for adjacent communities.
- A high quality built environment well integrated with existing residential and commercial areas
- Development that is flexible in design to allow the site and buildings to adapt to any changing spatial requirements of occupiers
- An integrated design approach promoting optimum energy performance in high energy efficient buildings encouraging the use of low carbon technologies and fuels
- The sustainable use and re-use of materials, such as natural, low-maintenance, durable products or waste from demolition
- Flexible and innovative public realm incorporating accessible green space, public art features and landmarks
- Informal public and private spaces to encourage social interaction accommodating the opportunity to 'design out crime' and anti-social behaviour.
- Improved accessibility of services and facilities to the wider Swansea area, developing a greater range and quality of sustainable transport options
- Sustainable transport solutions, including bus routes, park and ride, car sharing, cycling and walking, all of which are fully integrated with clear legible and recognisable routes to and from the Central Area and surrounding areas
- Development which considers the implications of local climate and possibilities arising from the efficient use of wind, water and solar
- Development that is interdependent and interconnected with the landscape and natural systems within individual sites and beyond their boundaries
- Green spaces and corridors which support indigenous species and enable migration and movement of species.
- SUDS– Wherever possible the use of SUDS will ne encouraged as the preferred solution for dealing with surface water run off from new development.

2. Economic Prosperity Strategy

Objective: to support increased economic productivity and prosperity by:

- **Retaining, attracting and growing more and higher-value business and commerce;**
- **Creating opportunities for skills development;**
- **Maximising job creation for all;**
- **Exploiting capacity in knowledge and innovation;**
- **Creating competitive physical, digital and enabling infrastructure.**

"Vital, vibrant city centres are at the heart of sustainable Communities, and they are core to a healthy and prosperous Welsh economy" (Welsh Government, Enterprise & Business Committee 2012). The performance of Swansea's Central area and its Retail Leisure Mixed Use Centre is vital to the Region's economic prospects as the economic hub and the regional shopping, leisure, education and administrative centre.

Retaining, attracting and growing business

Development of a large, vibrant and increasingly higher added value business base is a key pillar of the Swansea Bay City Region's strategy for long term economic success. The Central Area provides a critical mass as a business location, which complements the other urban centres and strategic employment sites across the city region. Development of modern, flexible and affordable commercial floorspace will be essential to attract, develop and retain new and existing businesses, particularly in the higher value sectors being targeted by the City region.

Creating opportunities for skills development

Growing the economic base in the Central Area, particularly higher value activities, will create opportunities for skills development and progression at all levels. Links with learning providers will be important to address these skills needs, and ensure young people and adults are equipped with the necessary skills and expertise to take advantage of the opportunities.

Maximising job creation for all;

To tackle the relatively high levels of worklessness across Swansea and the wider city-region (and the associated poverty and deprivation), the City Region Economic Regeneration Strategy highlights the need to increase the availability and accessibility of sustainable employment opportunities, maximising job creation for all. The application of Beyond Bricks and Mortar social benefit clauses in regeneration activities will facilitate the creation of jobs, apprenticeships, work placements and training opportunities for economically inactive and unemployed individuals, particularly those from more deprived communities.

Exploiting capacity in knowledge and innovation

Swansea is increasingly establishing itself as a "City of Innovation". Significant investments undertaken and planned by Swansea's two universities are increasing the Central Area capacity for knowledge and innovation-based research and collaboration with industry. There is a burgeoning technology sector in Swansea, with many new enterprises emerging to commercialise research and expertise in areas such as digital media and ICT. In the Central Area, Swansea TechHub (one of only 7 TechHubs around the world) and Indycube are thriving examples of new open innovation co-worker spaces supporting enterprising and innovative business activity. There is also the potential to further develop the growing creative sector and to attract more professional business services to support high-value economic activity.

Modern, flexible and affordable office space is required to the provide grow-on space for these innovative businesses and spin-outs from the higher education sector. The Central Area is ideally placed to offer the vibrant urban environment encompassing leisure, cultural and retail attractions, in close proximity to university expertise, that is attractive to such businesses.

Creating competitive infrastructure

Creating competitive infrastructure helps to attract investment and talent. Key priorities for the Central Area will be to: -

- co-ordinate land, property and related infrastructure development;
- improve transport and digital connectivity between our key employment and living settlements and with the wider world;
- create distinctive and competitive places and spaces across the Central Area; and
- transform the retail, cultural, leisure and commercial offer for the benefit of City Region residents, and to attract visitors and investment into the City region.



Digital Technium

3. Design Strategy

To create new or regenerated high quality urban environments which encourage:

- **Sustain and enhance character**
- **Promote innovative thinking and quality design**
- **Promote successful relationships between public and private space**
- **Ensure ease of access for all**
- **Promote legible development**
- **Promote a high quality public realm**
- **Designing for change**
- **Tackling Seasonality**

This Design Strategy also considers a range of key design components, land use considerations, spaces and landmarks and greening principles.

The Regeneration Framework will ensure that the principles of good design highlighted in Government policy are applied to the regeneration of the Central Area. They should also be embedded in the design brief for each of the development opportunities as they come forward and those developments judged by this criteria.

General Design Principles

Sustaining and enhancing character

The existing character of Swansea is diverse and this diversity should be reflected in the development of new schemes and reflected in refurbishment throughout the Central Area. Architectural character where it is of good quality should be retained and enhanced and unimaginative or low quality architecture should not be permitted. Innovation in design thinking will be encouraged as will architecture with design integrity whether stylistically contemporary or contextual.

Promoting Innovative thinking and quality design

Innovative building designs which present exciting, contemporary and thought provoking solutions, should be promoted. These innovations could take the form of new mixtures of uses, utilisation of existing buildings juxtaposed to the new, integration of sustainability principles including new materials or the development of strongly branded design or theme. Where design quality in the fabric of buildings or their elevations exists, it should where possible be retained. If this is not possible, alternative viable uses or replacements should be considered with new, 'statement' architecture.



Promoting successful relationships between public and private space

Public realm in the Central Area is largely accessible to the public. However, there is scope to introduce clearly defined private space that adds to the amenity of future residents and users. This can be in the use of roof top gardens and balconies which can add vitality and interest to the architecture and is appropriate to the maritime climate of Swansea. Mixed-use development will in most cases incorporate a mix of public and private space and this should be encouraged to provide activity during the daytime and evening and in so doing provide a self-policing Central Area which benefits from 'community'.

Promote a high quality public realm

A key element of the future success of Central Area is a comprehensively designed high quality public realm, easily maintained 'by design', with systems in place to ensure that its quality is not lost or eroded over time by inappropriate repairs replacements or poor standards of maintenance . Public realm will need to be well designed ensuring that the spaces between the buildings respond to and help create a new urban fabric. New public realm needs to deliver long term quality of spaces and help redefine and strengthen distinctive character of Swansea introducing new and enhanced green or blue space.



Ensuring ease of Access for all

All future development and design for the Central Area should take into account the latest thinking and recommendations for access to streets, places and buildings by everyone.

There is a need to ensure that new or enhanced streets and other infrastructure for walking and cycling is well designed and considered and has regard to future maintenance responsibilities.

Promoting legible development

The legibility of the Central Area is inhibited by its lack of visual and physical connection to the waterfront in particular. Linkages and therefore legibility has been improved by the new pedestrian crossings along Oystermouth Road. Intuitive connectivity to the seafront is however still lacking and this must be addressed in future developments, to improve the legibility of the Central area as a whole.

Redevelopment of key areas such as St. Davids/Quadant site should concentrate on achieving better legibility with the inclusion of local landmarks, the opening up of potential views and the development of local district character. It will also be improved by the development of public squares and green spaces, in conjunction with key buildings and uses at locations defined in the accessibility patterns of the Central Area.

Designing for change

Flexibility and adaptability of the urban fabric has already been highlighted as a feature of good sustainability. The principles of good street and urban block design will allow for the maximum future flexibility in built fabric.

Tackling Seasonality- Support the development of all weather attractions and activities, and developments should be designed to withstand wet and windy conditions which sometimes prevail at Swansea's SW coastal location in terms of materials and pedestrian movement. Operators and developers should be encouraged to adopt an open all year policy, and high profile events should be encouraged to create an all year round destination.



Promoting quality, choice and variety

Quality of development is often difficult to achieve in the face of commercial pressures to achieve 'acceptable' levels of viability and it is imperative that the Council defines qualitative benchmarks for new development from the outset . Choice is also a difficult element to promote as it also depends to a large extent on economic and market forces. The best centres generate choice of leisure, retail, economic and workplace activity by ensuring that there is a sufficient critical mass and variety of uses to allow choices to develop freely. It is essential to ensure that the Retail leisure Centre embraces a vibrant mix of land use activity to complement the significant enhancement of the retail offer.

Land Use Considerations

Retail and Leisure Led Mixed use Centre

Delivering a new large scale retail scheme with supporting leisure element is a priority for the City centre, and this should be focused on the St David's area and integrated with the Quadrant Shopping Centre. The success of a Centre as a destination and place to visit is underpinned by its retail offer, which must be supplemented by appropriate leisure facilities to deliver a thriving day and night time economy.

Retail-led mixed-use development to a scale appropriate to each location should predominate for refurbishment or redevelopment projects in and immediately adjacent to the Centre. Retail should be the predominant ground floor use and upper floors should include a range of uses which can include retail, residential, commercial leisure, office, hotel and civic uses. A successful mix of uses can, through generating a community feel, provide security and surveillance at night in the Centre. Residential uses on upper floors can also help animate facades with balconies and roof gardens, providing private space to complement high quality public space. A mixed-use approach will therefore help to ensure the necessary range of uses and variety required within the Centre.

Opportunities to provide office accommodation should be encouraged and where possible directed to the Central Area. This will help ensure that the vitality and range of uses required within the City Centre is delivered.

Residential use and 'City Centre Living'

The Regeneration Framework must include aspirations for more City Living, as new residential accommodation increases population and activity. Homes can be delivered not just through new building development but also through the use of upper floors above commercial premises, which provides an important opportunity to increase residential units. Increasing the amount of city centre living improves the Central Area as a destination location, provides a level of vibrancy outside traditional shopping hours, brings vitality, diversity, skills and spending power and stimulates culture and leisure.

Current estimates suggest that around 3200 new dwellings are needed in the Central Swansea housing policy zone over the LDP plan period (2010-2025), much of which will need to be focused on the Central Area and Waterfront. Community neighbourhoods should be built which include affordable housing, intermediate and premium housing for families, working and older people, based on needs of community. This should take the form of good quality, affordable, resource efficient sustainable housing which is flexible housing to meet different stages of lifecycle and which meets future needs.

Leisure/Cultural and Tourism

Swansea has a strong cultural history and a diverse provision for culture and leisure. The Framework should build on this, and safeguard , integrate and enhance existing facilities Elements of further cultural and leisure provision should be provided and this should integrate wherever possible with other uses, and encourage pedestrian movement through the Central Area by acting as destinations. New recreation provision could include formal play, and informal recreational space. The City's Waterfront should also play a key role in acting as a leisure destination where there is scope for a major attraction , which could make a step change in visitor perceptions.

Public Services ,Education and Health

The location of these services within the Central Area, particularly those with a civic and cultural role, and proper integration is critical. They can become catalyst for development and are key footfall generators. For this reason, this Regeneration framework encourages the retention and enhancement of these services in the Central Area, within the Mixed Use Centre or Kingsway Business Area.

Meanwhile or Temporary uses

Temporary use of vacant buildings and temporary interventions in public space can bring life and vitality to areas, raise their longer term profile, change perspectives of an area, attract investment and the character and distinctiveness of an area. Such projects can allow experimentation with public spaces, offer a platform for designers to show their work and ideas, offer the chance to prototype and experiment with the way that different parts of the Central Area are defined and get feedback and ideas, they can provide incubator space for young people and business start ups and provide a quick win in the longer term process of an urban development. Temporary projects can also help to demonstrate that something is really happening and starting to change the view of a site and an area. Commitment required for a project is relatively low, but they allow important relationships to be built, establishing contacts and necessary relationships to do further permanent projects.



Despite the growing popularity of temporary projects there are as yet no established models for carrying them out, and obtaining the relevant permissions can be complex and time consuming. Further guidance should be prepared to facilitate temporary projects in the Central Area , to explore funding mechanisms, stakeholder interest and resources and identify sites and properties that could be suitable and which serve wider regeneration aims.



Design Components

Streets

New streets and linkages will be formed through proposals identified in the Strategic Framework, building on the existing network of streets in the Central Area . There will be a need to maximise active frontages, add vitality, allow permeability and contribute to the creation of a sense of place. Where opportunities exist in line with the urban design principles streets could be substantially remodeled to improve scale, massing and quality of the public realm.

Street furniture including seating ,bins, signs interpretation and bicycle stands/storage should be designed with the space in mind and integral to the overall layout of development and complying with the Equalities Act. Public realm solutions must be robust and take into account the general principles of Safety by Design with new lighting being energy-efficient and operating on less energy than existing units.



Parklet Pocket park

Signage and wayfinding design should consider cyclist and pedestrian desire lines and strengthen links between the key areas of the Central Area . This will be essential in linking the Retail Leisure Centre and other complementary areas with the waterfront. Any approach should adopt the principles of the City Centre Wayfinding Strategy with materials being of a high quality. Consistency of materials across the Central Area may assist future maintenance but any solutions must be durable, bilingual, fit for purpose and sensitive to their location.

Public Art

Public Art is often seen as an add on to a development or public enhancement, but can make a significant statement to the built environment or public space in the Central Area adding to its distinctive quality, sense of place and local identity. Swansea has a tradition of public art, positively promoted through the Council's Percent for Art policy . Developers are encouraged to discuss proposals at an early stage in the design process, and where appropriate 'Percent for Art' will be managed by conditions on a planning permission or through section 106 agreement.



Public Art on Princess Way

Spaces and Landmarks

Sequence of spaces

A network of further high quality spaces is required to give a cohesive and strong image to the Central Area. Such spaces are intended to create vibrant places, forming 'stepping stones' that link together existing and proposed areas of concentrated activity. The future development of the Quadrant/ St David's site will provide an opportunity through the design of a new streetscape to create new city spaces as well as mending and strengthening those around St Mary's and St David's churches. New public spaces should also be created in the form of courtyards within new urban regeneration projects, for example on The Kingsway, potentially as part of a comprehensive redevelopment certain underused buildings. New public spaces might also be part of the creation of a new crossing to link the St David's site with the south side of Oystermouth road. As part of the new 'green artery' these spaces may occur at "high level" as well as "at-grade".

Conservation Areas

The Conservation Areas are well defined and encompass most of the quality buildings in the Central Area. The local authority has a duty to fully interpret, preserve and enhance these areas. A key element in their protection is to ensure that new development does not overwhelm their character. New buildings should complement the old architecture and reinforce character rather than competing and diminishing it.

Nodes

The Central Area currently has a number of significant nodes such as the station forecourt where activity and movement coincide. These do not always have to be grand spaces but do need to be marked and celebrated as part of the movement hierarchy of the Central Area. Individual landscape treatment and careful design of the public realm in these areas should be developed to support their significance.

Gateways

The Central Area has several existing gateways including West Way and the Tawe Bridges at each end of Oystermouth Road, at the Station and Alexandra Road in the north of the Central Area, and at the western end of the Kingsway. These are not currently well marked and where an opportunity exists they should be properly expressed, to indicate that you are entering the Central Area at these points. There are also several other important gateway locations within the Centre, at key junctions which signal arrival at important destinations such as the Retail Leisure Mixed Use Centre itself, or on approaches to the City Waterfront.

The highlighting of this locations does not necessarily need to be done by creating obvious gateway structures or new buildings alone, but can be achieved by other forms of emphasis and change, such as attractive frontage buildings and/ or a distinctive landscape design and public art.

Destinations and attractions

There are a number of opportunities to create destinations within the Central Area. Destinations, activity and events are fundamental to the broader success of the Central Area. These might be new leisure attractions, food and drink outlets, public spaces which include play, activity, public art, interpretation or events. Destinations need to have good access for all and facilities for visitors, and take account of weather and seasonal conditions.

Places and Movement

The success of the future Central Area will depend on a comprehensive network of pedestrian and cycle routes that links it together. A pattern of new spaces complementing the existing ones should be created to give people local destina-



Green Infrastructure

Green Infrastructure in urban areas can provide a range of ecosystem services with important functions and services including recreation, amenity, distinctiveness, biodiversity, active transport, flood prevention, drainage, air quality, health and well being. It is important for the creation of sustainable communities, responding to climate change, healthy living agenda and safeguarding vital ecosystem services. Key principles to promote green infrastructure include the following

- Protecting designations, enhancing and promoting biodiversity.
- Taking an ecosystem services approach to the sustainable management of green infrastructure
- Promoting environmental literacy by increasing understanding, respect and appreciation of our environment.
- Create accessible natural and greenspace environments that encourage and support good health, well being and reduce inequality .
- Encourage and enable all people to take a role in improving their impact on the natural and built environment.

Blue space, such as river corridors and the waterfront can be intrinsic elements of green infrastructure. Also greenspace and blue space can be **multi functional**, supporting biodiversity, public realm space and providing sustainable urban drainage systems which can help future proof the City against increased rainfall and flooding.

The Framework has an opportunity to advance **biophilic design** that creatively integrates natural features and qualities in buildings and the wider urban environment Nature needs to be used as an afterthought but in terms of functional benefits, but in terms of place strengthening, caring for place and environment, and understanding the environment.

Key Initiatives

Green Artery- The Framework promotes the theme of a connecting 'Green' Artery through the Central Area through proposals to provide new and enhanced existing public realm and through the introduction of 'pocket parks' in locations such as the Kingsway junction with Princess Way. Greenspace in the form of 'pocket parks' can assist in softening the streetscape, provide shade, wildlife habitats and improve legibility. Urban greenspace should form effective links and views with natural landscape such as the River corridor, Swansea Bay, Kilvey Hill, and Hillside Wildlife corridor. A network of open spaces and green space areas within the Central area improves the amenity value for and quality of life for residents and encourages community cohesion. The extent of quality in this network will be safeguarded and enhanced where appropriate.

Green Roofs and walls- The use of green roofs and walls can combine design scope with ecological and performance benefits. They can improve aesthetics, refresh tired facades, disguise car parks, add colour and texture, and provide wildlife habitats. They also have more practical applications of reducing noise and improving air quality. There may be scope for this approach particularly in areas such as Kingsway and between High Street and the Strand.



Green Wall

New Greenspace Appropriate provision of new formal and informal open space and green areas where appropriate will be an integral part of new developments and form a key element of the master planning process for larger development areas. The use of native species can add to biodiversity value and reduce maintenance. Community involvement in providing and maintaining this green space such as at the Vetch can contribute towards community cohesion, health and well being.

Enhanced Greenspace -Opportunity also exists for the enhancement of existing green spaces throughout the Central Area. There is also potential for a distinctive greenspace , such as an elevated landscape link adjacent to Leisure centre, linking the Centre to the Maritime Quarter and connecting with the railway arches.

Street Trees– Street trees can add shade, shelter, colour, character and distinctiveness to public spaces, as well as providing air quality mitigation benefits. Public realm designs for new public spaces need to review opportunities for tree planting using appropriate species and in accordance with relevant (CIRIA) guidance .



Street Trees Ice House Square

4.Accessibility and Connectivity Strategy

- **To improve accessibility and movement, for pedestrian and vehicles both to and within the Central Area in accordance with the Manual for Streets.**
- **Extend and Improve pedestrian and cycle connections to the Waterfront and links to the river .**
- **To provide high quality public transport access to the Central Area, including bus/rail interchange and taxi facilities.**
- **To provide a balanced distribution of well managed and accessible car parking facilities to meet the Central Area's current and future growth needs .**
- **Providing facilities to encourage cycling**
- **Encourage development that facilitates sustainable travel choices.**

Improving accessibility and movement in accordance with the Manual for Streets is a key Strategic Objective for the Central Area. It links closely to environmental, retail and economic objectives, and proposals consequently need to be properly integrated with this objective. Following recent transport initiatives and investment, Swansea Central Area is relatively well served by all the main modes for everyday travel, however, it is essential that continued improvement is maintained in order to meet the future travel demands of Swansea, in its role as a modern regional centre for working, shopping, and living.

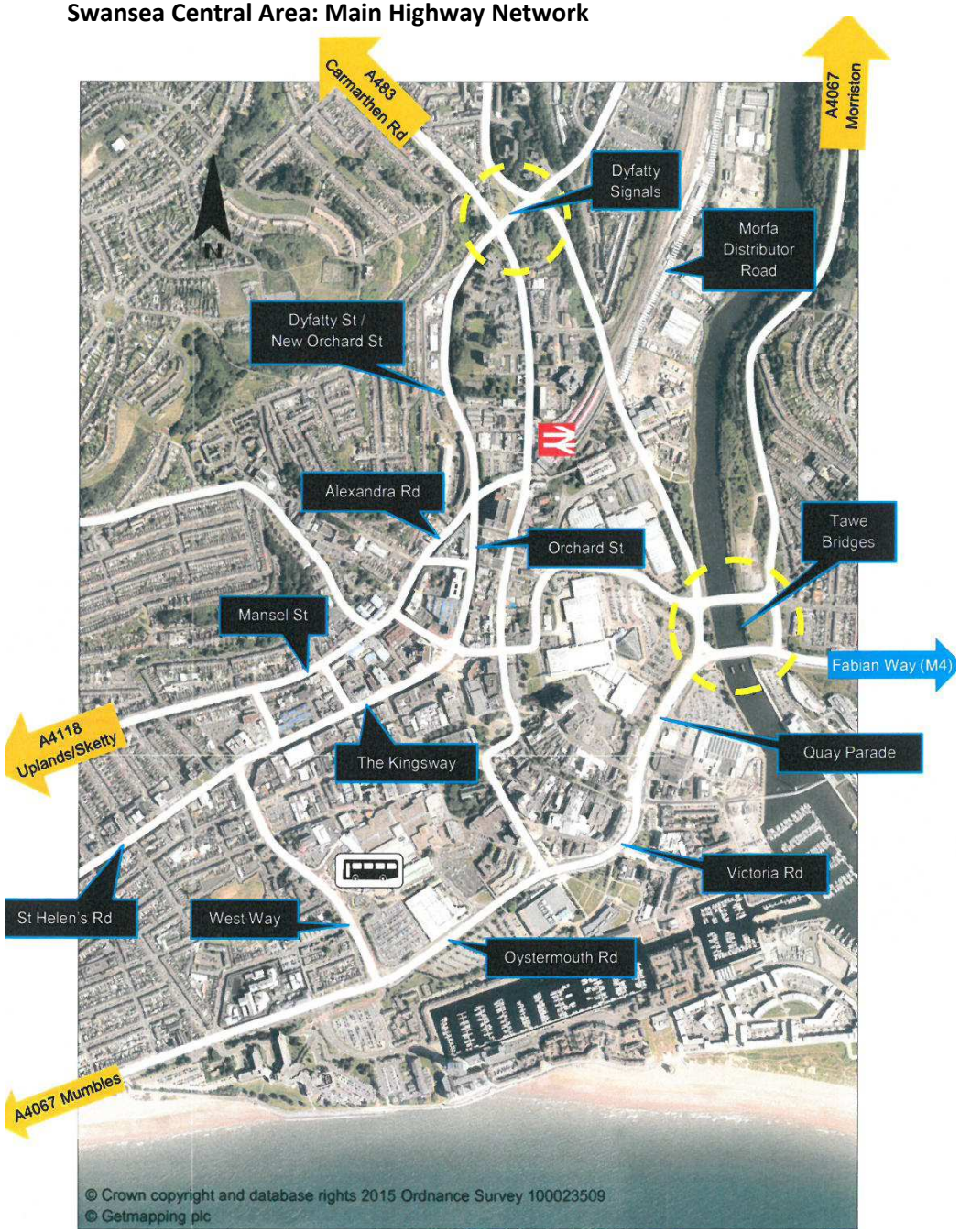
Accessibility for all users of the Central Area whether on foot, cycle in a wheelchair or on public transport is a fundamental requirement of all accessibility principles and will be embedded in any highways and transport focused proposals as well as those involving public realm improvements to streets and public spaces. General principles for addressing the future needs of the Central Area are outlined opposite.



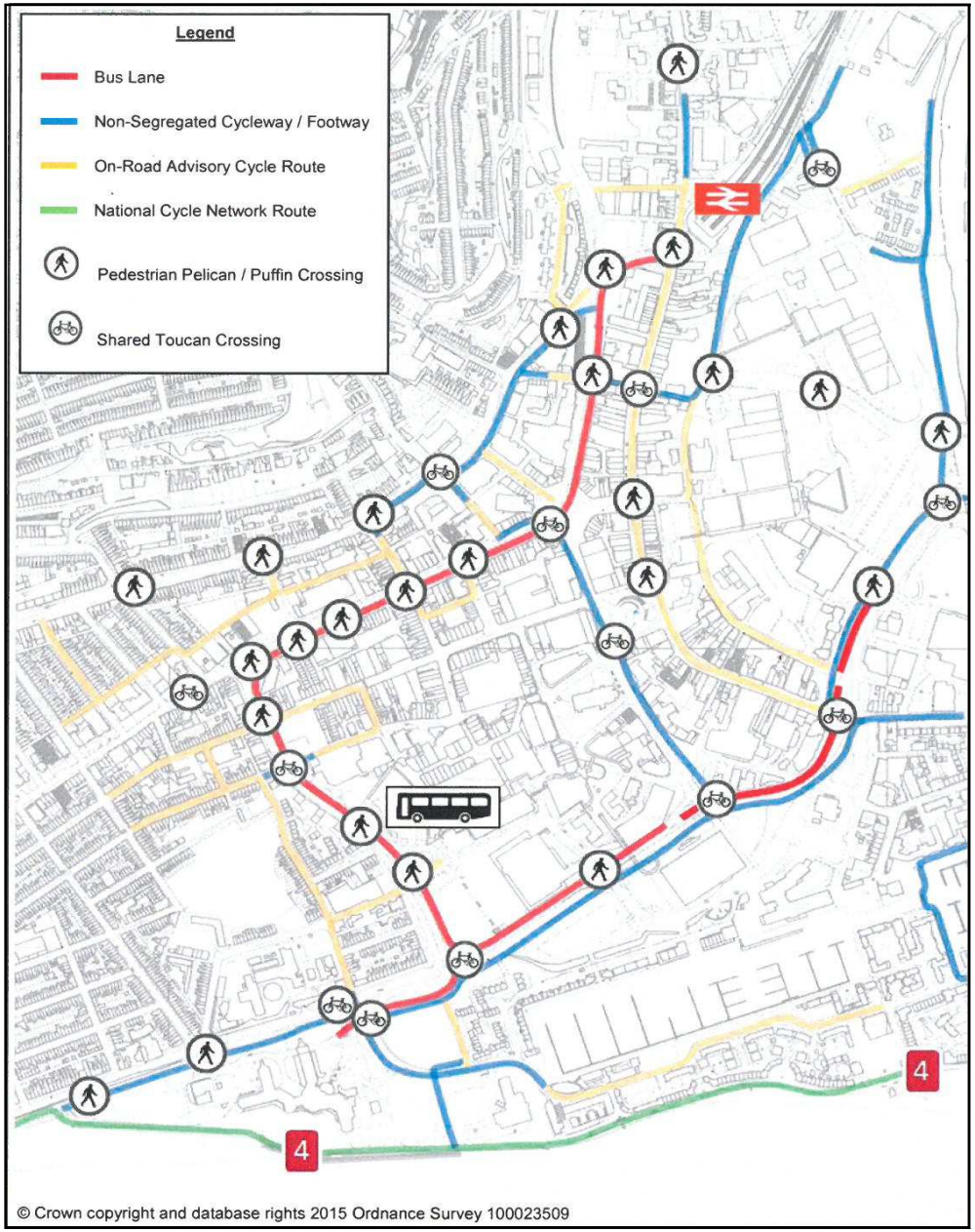
General Principles

- To establish a truly walkable Central Area
- To ensure that the Central Area is served with good public transport services and facilities, encouraging people to use public transport rather than private cars
- To provide good quality Park & Ride facilities, bus routes and priority lanes on routes serving the Central Area to support public transport
- To provide a balanced distribution of well managed and accessible Central Area car parking facilities. This involves consolidating provision at strategic locations to serve the Central Area
- To manage and develop the road network to ensure that traffic flows around the Central Area as efficiently as possible and with minimum environmental impact
- To create attractive streets and spaces for pedestrians and cyclists, including "shopper circuits" to make the whole Central Area more accessible, enjoyable and successful
- To improve pedestrian and cycle links between the Central Area and areas around it by providing crossing points at key locations, particularly across Oystermouth Road/ Victoria Road, West Way and the Kingsway
- To ensure pedestrian and cycle accessibility both to and within the Central Area.
- improvements are designed to be pedestrian-friendly and include high quality works which improve the public realm
- To enable high-speed digital connectivity and communications within the Central Area.

Swansea Central Area: Main Highway Network



Swansea Central Area : Cycle and Pedestrian Network



A series of broad highway recommendations are proposed for a number of areas of the Central Area and further detailed modelling work will be undertaken to test the feasibility of solutions. Broad recommendations are set out below and are also integrated into the draft proposals for the Retail Leisure Led Mixed Use Centre and Complementary area studies later in this document in section 4.0.

1. Wind Street - To introduce a shared space/low speed environment or pedestrianisation

Wind Street is regularly already closed to traffic during some weekend evenings and during seasonal periods. A recent pedestrian count at the crossing point at the southern end of Wind Street shows the daily flow of pedestrians to/from Wind Street is significant , demonstrating the strong pedestrian desire lines between the Retail and Leisure Mixed Use Centre via Wind Street to Somerset Place, the Sail Bridge and SA1. There is however a negligible quantum of traffic using Wind Street.



Wind Street

There is therefore considered to be potential for Wind Street to be either permanently closed to traffic (with the relevant measures in place to allow servicing and emergency access) or partially pedestrianised with a shared surface arrangement being introduced. Partial pedestrianisation would allow traffic access along Wind Street outside specifically defined hours, during which access would be physically prohibited. The carriageway would be designed as an extension to the public realm than a road carriageway. Such a measure would future-proof what is an already strong desire line to Sailbridge and SA1 and would safeguard activity and ease of access outside the busiest periods. Closure or partial closure measures could also deliver slight improvements to highway network on the main Oystermouth Road corridor.

2. The Kingsway- To reduce traffic levels and review bus use on this part of the network

The highway traffic movements on The Kingsway have generated much negative publicity due to its unconventional layout, and also more significantly concerns following a number of pedestrian/ vehicle conflict incidents. There are also issues with noise and air quality on The Kingsway, which is a consequence of high traffic volumes, which without active remediation measures will potentially impact on potential future land use and regeneration aspirations. The potential for reducing traffic levels, using this part of the network, will be key to improving the area as a place to live and work, and will enhance its potential as a key area for regeneration as a business district.

Existing traffic data suggests that approximately a third of the daily westbound traffic along The Kingsway has a destination on Walter Road, Mansel Street, Uplands, Sketty and beyond. There is therefore a significant amount of through traffic which could be displaced to an alternative West bound route. This might involve redirecting extraneous west bound traffic to Alexandra Road, De La Beche Street and Mansel Street and reverting traffic flows back to original two way working to the junction with Christina Street. There are a number of options which will need to be subject to further testing and cost assessments in order to determine its feasibility and performance.

There is also the potential to simplify bus movements on the Kingsway by providing a alternative for existing northbound bus movement and a number of options will be considered. One potential solution is to route buses leaving the bus station via Oystermouth Road, Princess Way, caer Street and High Street. This option allows a direct Interface with the redeveloped St Davids Quadrant site and will bring the main north bound bus route closer to High Street and will not add significantly to journey times.
Any alteration to bus routes will be done in conjunction and discussion with public transport operators. A review of the enforcement of both loading and parking restrictions on High Street would also be required with a view to adopting short term parking policy for the benefit of High Street retailers.



Kingsway Circle



Kingsway

3. Consider a range of options for The Kingsway's tertiary streets to rationalise the turning movements at junctions on The Kingsway

The proximity of junctions on The Kingsway leads to a proliferation of stop-start traffic which affects both congestion and air quality. Consideration should therefore be given to the rationalisation of junctions along The Kingsway in order to improve throughput and avoid re-circulation of traffic. There are other potential benefits which need to be explored further, in terms of creating space for activity and regeneration, and improving direct pedestrian and cycle linkages to the core and provide more dwell space, whilst maintaining servicing access to shops. .

However, altering traffic movement on these streets has a direct bearing on the current vehicular access arrangement to other streets in the area such as Craddock Street, Union Street, Park Street and Portland Street and these need further detailed consideration and consultation. The options might include part pedestrianisation, changed traffic priorities, low speed environments, shared surfaces. Further more recent work on Indicative plans prepared by the Urbanists, demonstrates how these principles could be achieved.



New Boulevard Crossing Point at the bottom of Wind Street

4. Paxton Street / Civic Centre- Rationalising the highway network arrangements

The road network surrounding the site is convoluted and traffic congestion on Oystermouth Road exists partially due to the proximity of signal controlled junctions between Westway / Paxton Street and Argyle Street. The Metro also routes through Civic Centre in both directions adding to the congestion and complexity of junctions in this part of the Central Area.

Rationalisation of the existing road system adjacent to the Civic Centre could potentially give rise to benefits on the network and particularly the free flow of traffic along Oystermouth Road. This might involve the removal of the Dunvant Place junction, and the re instatement of the Bathurst Street/Oystermouth Road junction as the primary access to the Maritime Quarter and City seafront site. Detailed traffic modelling would be required to support such proposals.

5. Oystermouth Road / Boulevard- Improving strategic pedestrian/cycle crossing points between the Retail Leisure Mixed Use Centre and Seafront

New Toucan crossings were introduced as part of the Boulevard scheme at Wind Street, Princess Way and Westway and pedestrian count data undertaken during July 2014 showed that these and the existing LC footbridge are very well used.

There is a clear need to facilitate connection at these crossing points and in particular to retain and enhance the link between the Retail Leisure Mixed Use Centre and Victoria Quay and the waterside public spaces of the Maritime Quarter. This unique connectivity will give the centre a distinctive quality and is considered in more detail in the St Davids Quadrant Complementary area.



Existing Oystermouth Road Bridge Crossing

6.**Oxford Street /Westway- Review access arrangements**

Currently the Oxford Street School site and Singleton Street area is only accessible to southbound traffic off Westway, meaning a long detour for northbound traffic. There is therefore a need to consider an alternative access to the Oxford Street school site and Singleton Street.

The potential removal of the northbound bus lane on Kingsway/Westway may provide an opportunity to provide a revised junction arrangement at The Kingsway/Westway junction or to provide a right turn lane from Westway into Singleton Street, although detailed traffic modelling would be required to support such a proposal.

Introducing better opportunities for safe crossing from the Sandfields community to the Retail Leisure Mixed Use Centre to be explored .

7. Consider the potential of Strategic Highway Connections

Consider the potential of a Central Area Ring Road to remove unnecessary through traffic from the Central Area. To facilitate the completion of part of this ring road, a new link road would be routed between the northern end

of West Way and Mansel Street. This would need to be supported by appropriate traffic modelling and feasibility to understand the effect within the Central Area and the adjoining local and strategic highway network.

7. Central Area Car Parks

Car park provision should be adequate to meet the needs of shoppers and other visitors, and be well distributed across the Central Area . It should complement Park & Ride facilities to meet the needs of commuters during the week, and a pricing policy which favours short stay within the Central Area should be adhered to.

All car parks should provide a safe, secure, efficient and convenient environment for drivers and passengers. They should be located to be readily accessible from the main distributor network and at convenient entry points to the Central Area . This will avoid the need for drivers to circulate within the Central Area , and reduce congestion. The existing Variable Message Sign (VMS) system should be upgraded to give information on new parking locations, to assist in this respect.

Car parking should support priorities for development identified in the Central Area Framework Review. Small-scale car park sites should be used for new development or designated for a specific use such as the expanding click and collect market, and lost spaces compensated elsewhere with consideration made for provision of spaces for disabled persons. A mixture of existing, improved and new development-related Multi Storey Car Parks (MSCPs) should therefore provide a network of car parks appropriately located to serve the needs of shoppers in the .Central Area The overall aim being to maintain the current number of parking spaces, but to change the balance of uses, with MSCP facilities for short stay, and Park & Ride for long stay.

Key MSCPs should remain open in the evening to support and emerging night-time economy. They should be well lit, with CCTV, whilst pedestrian linkages to and within the Central Area should be of a high quality in order to increase their attractiveness. Replacement of existing parking stock would be beneficial through new development, provided that car parks are well sited and well managed. In addition, parking spaces for residential development should be appropriately limited.

Consideration should be given to revisiting the Strategic Parking Study (2009) in view of parking requirements for The Kingsway and the current imbalance between utilisation within the existing centre surface and MSCPs.

8. Central Area Car Parking Standards

The City and County of Swansea adopted car parking standards for the Central Area as Supplementary Planning Guidance in 2012. These standards seek to ensure a transparent and consistent approach to the provision of parking, submission of travel plans and sustainability considerations that inform developers designers and builders of what is expected of them in terms of parking provision at an early stage in the development process. The policy defines two zones for Swansea 's Central Area , a central core and central area where different parking requirements apply for different land uses.

To facilitate new land uses and regeneration initiatives in the Central Area which align with the aims, objectives and proposals of the Regeneration Framework, such as the re use of vacant upper floors and vacant underused buildings for residential use, a limited relaxation of car parking standards will be considered where appropriate and where there are no adverse effects on highway conditions.

Each site will be treated on its merit, however there will be instances where assessed parking demand cannot be met onsite and for such circumstances there is provision within adopted parking standards to require developer contributions towards Transportation initiatives to enhance alternative modes of transport or off-site parking provision. This approach would require the applicant to enter into a Section 106 Agreement.

9. Park and Ride

The City and County Council and WG are committed to the Park & Ride programme, and it is now gaining momentum and increasing patronage. To progress it further, the following proposals need to be implemented:

- Seek to expand the existing Park & Ride sites in line with demand;
- Service a third Park & Ride site, from the north-west on Carmarthen Road;
- Develop proposals for a fourth site from the south-west on the Mumbles Road corridor. This fourth site will bring the total Park & Ride network capacity to over 2,000 spaces;
- Expand the provision of bus priority along Park & Ride routes, and where possible, promote their use by scheduled bus services.;

10. Digital Connectivity

World-class digital connectivity is essential to a competitive working and living Central Area environment. Fast, reliable and future-proofed digital infrastructure (across fixed-line, wireless and mobile platforms) in the City Centre can stimulate business innovation, enable high-value economic activity and drive-up productivity. For City-dwellers, it can transform their communications, home computing, on-line shopping, entertainment facilities as well as enable effective home working and trading. It is key, not only to commerce and life in the Central Area , but also to sustaining Swansea's competitiveness in the wider, global economy.

The Welsh Government's Superfast Cymru initiative to roll-out enhanced broadband across Wales is enabling digital communication speeds of 100Mbps, with additional potential to 300Mbps. Further, BT has recently selected Swansea to be one of the first areas to test its "ultrafast" (G.fast) technology, which is anticipated to deliver speeds of up to 500Mbps.

Central Area developments must exploit the higher-speed digital communications capacity being created and help enable "smart" working and living in the Central Area.

5. Delivering Distinctiveness, Innovation and Best Practice

Objective: Framework proposals should seek to enhance City's image as a distinctive place, which expresses innovation and good practice in design and sustainability. Developments and enhancements in the Central Area should :

- **Capitalise on Swansea's natural environment and Waterfront development opportunities**
- **Ensure that the qualities, history and associations whether cultural, social, industrial, community or physical are considered in each and every development opportunity or intervention**
- **Provide the attractions to support Swansea as a destination City**
- **Enhance commercial, shopping and leisure provision to reinforce Swansea's role as the regional economic centre**
- **Promote the uniqueness of city ,coast and countryside**

Increasingly towns and cities around Britain want to preserve and develop their distinctiveness against the more general trend towards clone towns. Swansea's Central Area has a breadth of history, culture and distinctive associations.

The You Are Here Team (YAH) who were part of the consultancy team, were asked to consider Distinctiveness as part of their element of the preliminary public consultation to support the preparation of the draft Regeneration Framework. The evidence presented from their work is included in this evaluation of Swansea's Distinctive qualities. The key elements of Distinctiveness include:

Swansea Market - the largest indoor market in Wales is a major asset to the Retail Leisure Mixed Use Centre. As part of the work of the YAH team Swansea Market was mentioned more frequently than any other landmark in the Centre, and the most frequent response to the question of the City's distinctiveness. It is seen as having a connection



with the real Swansea with stalls occupied by old traditional families, and part of the local buying movement, selling local Gower produce seafood welsh meats and bakery products, and providing special traditional skills and knowledge for fixing and repairing.

However the presence of the market building is limited by the buildings encasing it. Therefore there is an opportunity to signal the presence and vibrancy of the market in the surrounding streets ,spaces and improved access.

Local or Traditional building materials Redevelopment opportunities and environmental enhancements offer the opportunity to reflect themes of local distinctiveness. Copper has been used successfully in Swansea in building materials and public art.



Swansea LC

What is Distinctiveness?

1. Distinctiveness is not neat, not marketing, it is fuzzy, overlapping and hard to pin down

2 Local people have primacy if they feel the place is distinctiveness

3. Distinctiveness must be authentic it is not usually susceptible to marketing, unless it is genuine (historic)

4 Assets are more than economic they might be a communal memory about a place or a sense of good neighbourliness.

5.Small things are as important as big things, its texture as much as economic assets, small changes like signage can have as significant affect as major investment.

6. Distinctiveness requires a sense of responsibility, it requires institutions capable of bringing local stakeholders together to make things happen.

7 History gives depth to a place, it gives added dimensions, but it needs to be alive and well today, rather than just in the past.

New Economics Foundation (Clone Towns Britain; The survey results on the bland state of the Nation 2005)

Copper Flame– public art on Swansea Promenade



Waterfront - Swansea's status as a waterfront city by the sea, alongside the River Tawe, could be reflected in a number of ways. Examples include water sculptures, tidal clocks, seaside colours, and provision of viewing points.

The You Are Here Team (YAH)public consultation acknowledged the lack of a legible connection between the City centre and Seafront and riverside. There are very few cities in the UK which offer direct access to 8km of expansive sandy beach. This should be celebrated in building and public realm design. Swansea's waterfront also has potential to attract significant water based sport activities .Suitable access to the waterfront is needed to support these activities.





Swansea Bay 360 Centre for Watersports

Gower Gateway- Gower as UK's first Area of Outstanding Natural Beauty The quality of the Gower landscape was a the most popular key strength identified by visitors (97%) and the areas's scenery and landscape was the factor which most influenced visitors decision to visit (2012 visitor survey in a number of locations across Swansea)



Welsh Language and Cultural Distinctiveness - as a principal Welsh City, it is important for significant new development schemes in Swansea to incorporate elements of cultural expression and, where appropriate, showcase the nation's and City's rich heritage. A recognition of distinctiveness and cultural identity must include an appreciation of the Welsh language (which in parts of Swansea is spoken by more than 40% of residents). This should be expressed through signage marketing, and building design and materials.



Multiculturalism - the Sandfields/St Helens Road area immediately to the west of the Central Area is one the most culturally diverse parts of the city and this could be recognised in the redevelopment opportunities

Heritage and character - , the pre-WWII central area displayed richness and diversity in buildings by virtue of scale, design, materials and uses. However the post war rebuilding lacks diversity and the building stock is aging at the same rate. Therefore there may be an opportunity to draw on some of the lost buildings and streets network in a contemporary manner.



National Museum of Wales

Sport and Recreation– Swansea has a premier league football team, with its stadium based in the Lower Swansea Valley. The sport brings significant numbers and visitor spend to Swansea, and the City needs to make more of these linkages and the profile that the sport brings with it.



Swansea Liberty Stadium

5.2 Central Area Vision

The Regeneration Framework Review identifies a Vision for four broad conceptual areas within Swansea Central Area. These are shown conceptually n plan 3 and are set out below:

- **Creating a Working Living and Learning Area**
- **Delivering a Retail and Leisure Led Mixed Use Centre**
- **Connecting the Centre to the Waterfront**
- **Developing a City Green Artery**

These Area Visions broadly define new roles for the respective parts of Swansea's Central Area, and consolidate the 'Retail Leisure Led Mixed Use Centre ' as the focus of shopper and visitor activity.

The key priorities, Principles and Proposals for the respective parts of the Central Area set out in the subsequent sections of this Regeneration Framework will be linked to one or more of these Area Visions and will serve the themes and objectives set out earlier in section 5.1 in terms of Sustainability, Design, Economic Prosperity, Access and Connectivity and Distinctiveness and Innovation.

These four Area Vision are broad, interlinked and conceptual, defining a strategic role for the component parts of the Central Area.

The main principles behind the Central Area Vision are set out below:

1. Creating a Working, Living and Learning Area

A new Working, Living and Learning area will focus broadly on the Kingsway, Orchard Street, Mansel Street, Alexandra Road and High Street areas.

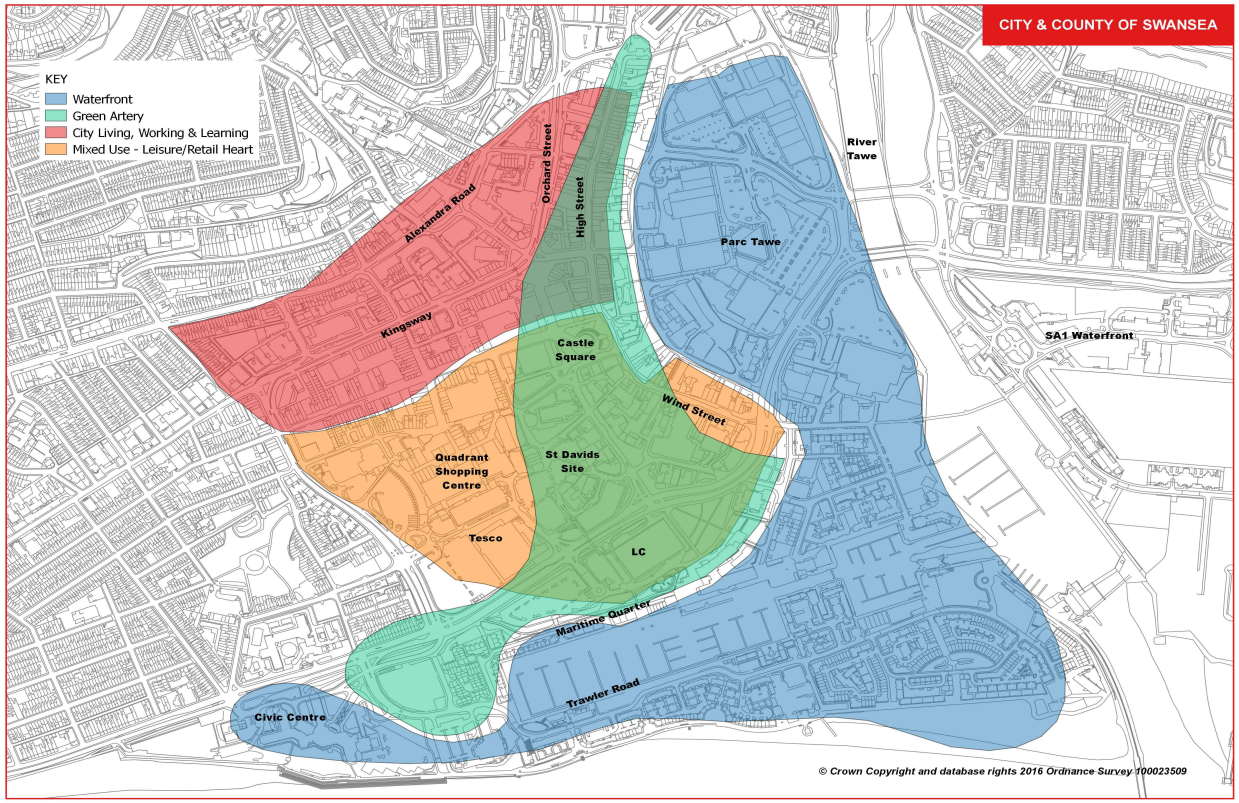
One of the key strategic objectives for Swansea's Central Area is to increase employment opportunities, inject a wider mix of uses and add to the vibrancy of the Central Area . Improved worker expenditure within the Central Area will also improve retail and leisure performance.

The redefinition of the role of Kingsway as a business district and employment hub will complement the role of the Retail Leisure Centre and contribute significantly to supporting the economy and vibrancy of this part of Swansea's Central Area.

The current resident population in the Central Area is low in comparison to other urban centres and there is a need to increase the Central area residential numbers as part of the LDP's preferred Strategy.

Increasing the level of residential use by new build or conversion of existing buildings in the Central Area can provide a greater diversity to support and enhance retail and leisure uses to create a more vibrant destination in its own right.

Plan 3: Central Area Vision: Indicative Concept Plan



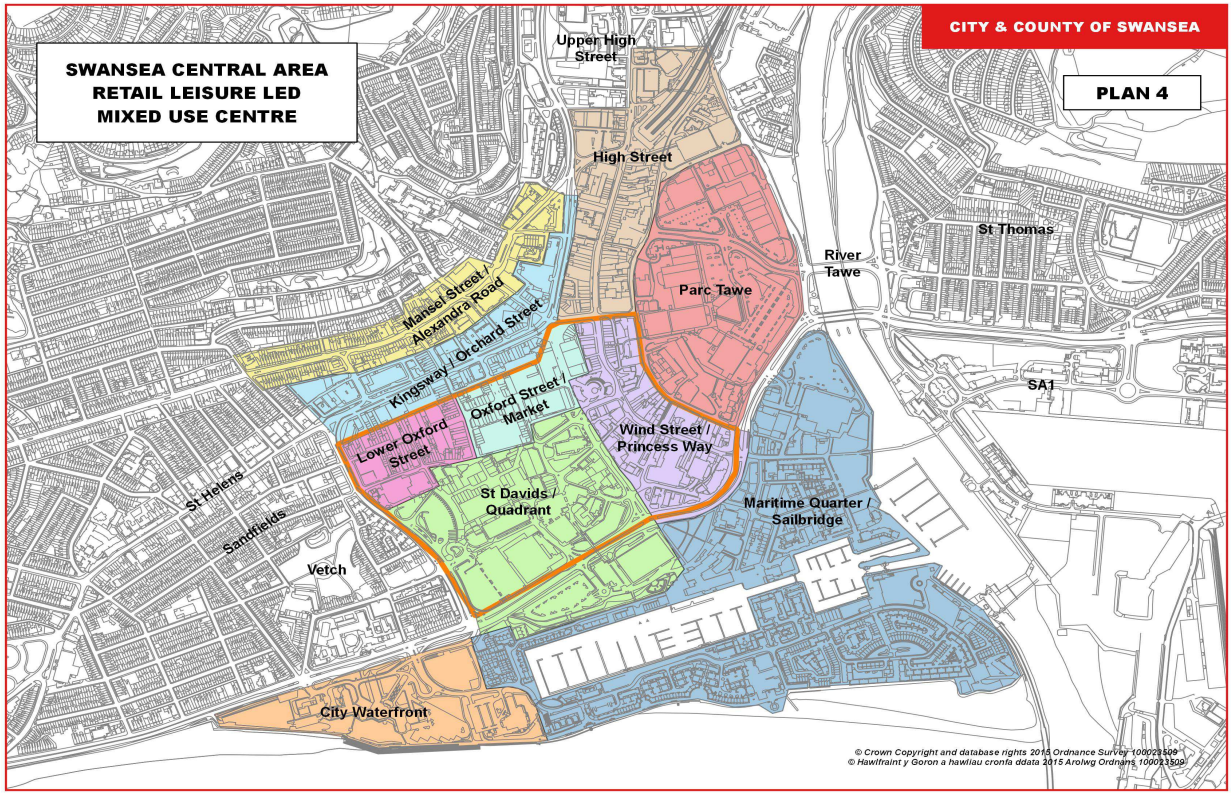
2.Delivering a Retail and Leisure led Mixed Use Centre

The Retail Leisure Led Mixed Use Centre at the heart of Swansea's Central Area is the focal point for shopping, leisure services, business and employment. The existing retail core boundary is redefined as the **'Retail and Leisure Led Mixed Use Centre'**. This reflects the increasing importance attributed to providing appropriate leisure opportunities alongside quality retail facilities to create a desirable and viable City Centre destination. Mixed Uses complement the economy and provide residents and visitors with a diversity of uses which underpin the vibrancy and viability of the Centre. The 'Centre' includes the core areas of Upper and Lower Oxford Street and adjacent streets, Princess Way, Wind Street, the site of the former St. David's Shopping Centre, the Quadrant and Market. The area is shown conceptually on plan 3 and defined in plan 4.

The success of a city as a destination and a place to visit is underpinned by its retail offer, which must be supplemented by appropriate leisure facilities in order to diverse City Centre experience that attracts footfall , spend and a thriving day and night time economy. It is therefore fundamental that Swansea creates the right offer and balance of such facilities in its Centre, led by national retailers and supported by independent traders as well as restaurants, cafes cinemas and wet weather tourist facilities.

Delivering a new large scale retail scheme with a supporting leisure element is a key priority for the Centre. This should be focussed at the site of the former St Davids area and integrated with the existing Quadrant Shopping Centre.

The Regeneration Framework seeks to ensure that the Centre is the first choice location for a wide range of potential developments and a priority for investment. The co location of uses within the central area will consolidate a vibrant commercial core within Swansea's Central area. Sequential priority must be afforded to the Centre for all significant retail, leisure and office development to support initiatives to revitalise the centre and ensure it becomes a focus for the City Region.



3. Connecting the Centre to the Waterfront

The Waterfront defined as both the Seafront and Tawe Riverside, and the complementary areas of the Sailbridge and Maritime Quarter, Civic Centre and City Waterfront, and Parc Tawe. At present these areas are disconnected from the Retail Leisure Mixed Use Centre and other parts of the Central Area.

A key objective of the Regeneration Framework is therefore to reconnect the Centre to the Waterfront so that it plays a far more active part in the life of the Central Area and truly establishing Swansea as a distinctive Waterfront City. Accessible and attractive, pedestrian and cycle connections at ground level or where appropriate, well integrated bridge links will play a key role in improving areas and integration.

The potential of the waterfront will also be realised by fully utilising waterfront locations, so as to create new destinations and attractions which allow people to enjoy both the Retail leisure Led Mixed Use Centre and the Waterfront.

The City Waterfront site in particular because of its scale and location on the seafront is of regional significance and has the potential for a high quality landmark development, and is one of the last major opportunities to connect the Retail Leisure Led Mixed Use Centre to the seafront giving the City and unique profile and identity.

Development must serve to improve connectivity between the Retail leisure led Mixed Use core and the adjacent waterfront where appropriate, and must contribute to the enhancement of the Oystermouth Road frontage.

Development of waterfront sites should maximise the unique potential afforded by their proximity to the Centre and other established waterfront developments, and capitalise on the setting of Swansea Bay, the River Tawe and Docks.

4. Developing a City Green Artery

A 'Green Artery' is proposed as a new vision concept for Swansea's Central Area. This proposal largely takes as its starting point the current street pattern of the Central Area and established green areas and public spaces. Desire lines, nodal points, and connections, together establish a network of green access routes and connectivity throughout the Central Area .

The artery represents a series of public, pedestrian dominated routes, and interventions to increase greenspace and biodiversity which can bring the City to life and provide a context for a series of new places and experiences.

Green Infrastructure in urban areas can provide a range of ecosystem services with important functions and services including recreation, amenity, biodiversity, active transport, flood prevention, drainage, air quality, health and well being. It is important for the creation of sustainable communities, responding to climate change, healthy living agenda and safeguarding vital ecosystem services.

Greenspace can also make a significant contribution to a sense of place and distinctiveness and can provide new opportunities for interpretation, play, activity, culture, arts, community and events. Future maintenance responsibilities are a key consideration.



Vetch Veg– Community vegetable growing



Museum Green high quality public realm.

5.3 Defining the Role of the Centre and Complementary Areas

Defining New Roles and Delivering Regeneration

Section 6.0 of the Regeneration Framework sets out a range of principles which will guide the future development and enhancement within the following areas within the Retail Leisure Led Mixed Use Centre which comprises of the following areas.

- **St Davids/Quadrant***
- **Oxford Street/Market**
- **Wind Street**
- **Lower Oxford Street**

Complementary Areas—Developing their Identity and Role .

A key aim of this Regeneration Framework is to consider the key role for districts outside the defined Retail Leisure Led Mixed Use Core. As outlined in the Area Appraisal and Evidence base, it is these areas that have been suffering the most in terms of vacancy rates, footfall and quality of the built environment and public realm. The Regeneration Framework aims to redefine the role of these areas to ensure that the offer is diversified and differentiated from other cities , that these areas have a clear and economically viable role and complement the role of the Retail Leisure Led Mixed Use Centre.

Whilst delivering new retail and leisure development is critical for the future success of the Centre, there are other supporting uses that are integral to creating a successful and vibrant destination of sustaining ongoing development. The identity and complementary roles of all the other districts around the Retail Leisure Led Mixed Use core need to be developed, by maximising their respective strengths and attributes and delivering a range of appropriate activities and uses which complement the role of the Centre.

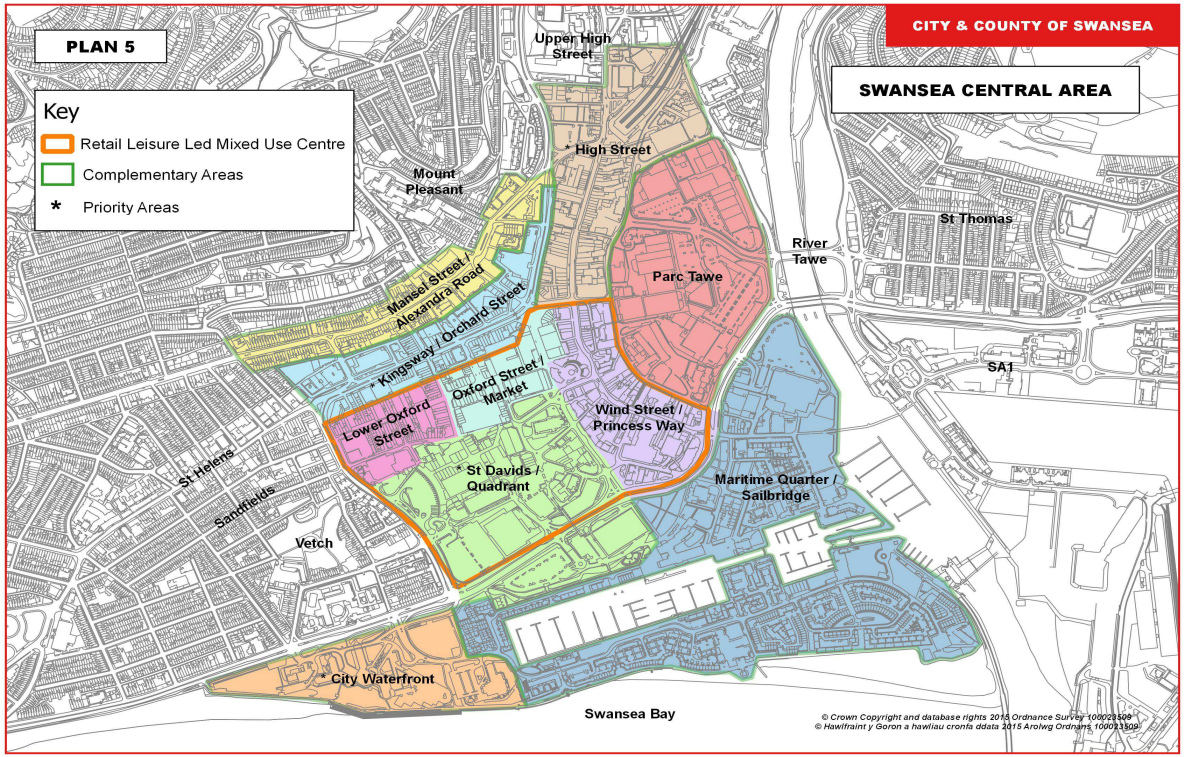
The Complementary Areas include:

- **Kingsway and Orchard Street***
- **High Street***
- **City Seafront***
- **Mansel Street and Alexandra Road**
- **Parc Tawe**
- **Maritime Quarter/ and Sailbridge**

The role of these Complementary areas are therefore redefined through a series of Area based key regeneration initiatives and development and design principles. Regeneration activity will be supported by improvements to connections, public realm and the architectural quality of buildings, to encourage a sustainable role for each of the complementary districts.

***Priority Areas** are identified because they are the areas which can make the most impact in delivering the Vision for the Central Area. The four priority areas each have particular potential in terms of their current land ownership, availability or condition and ability for development to be delivered in phases.

The Priority Areas are intended to be delivered through a structured development programme with a focus on the most significant, but through a process which is robust and flexible enough to allow for some adaptation of timing, scale or uses within each site or area.



6.0 Key Regeneration Principles

Retail Leisure Led Mixed Use Centre.

1. St Davids/Quadrant
2. Wind Street
3. Oxford Street

Complementary Areas

4. Kingsway and Orchard Street
5. High Street
6. City Seafront
7. Mansel Street and Alexandra Road
8. Parc Tawe
9. Maritime Quarter



Developers should make appropriate enquiries with relevant statutory undertakers with regard to services and constraints on each development site covered in the guidance contained in this document.

1. St Davids/ Quadrant

The Key Vision Theme for this Area is *Retail and Leisure Led Mixed Use Centre* .

The area comprises of land on the North side of Oystermouth Road, bounded to the North by the Quadrant Shopping Centre and St Marys Church, to the East by Princess way and to the South by the Maritime Quarter.

The comprehensive development of the St. Davids/ Quadrant Site within the Retail and Leisure Led Mixed Use Centre is the priority proposal for Swansea's Central Area . Development of this site must deliver a regionally dominant retail and leisure scheme, capable of transformational impact, supported by other complementary uses and a quality public realm, and create a vibrant and attractive visitor destination.

The scheme should be of regional significance and have the potential to be a catalyst for the wider regeneration of the Central Area. The site is identified as the priority for development and the only location in the Central Area that can deliver a Retail leisure led scheme of quality, scale and critical mass appropriate for a Regional centre . Development of this site maximises the overall regeneration benefits to Swansea and the central area, which include:

- The area lies at the heart of the Central area, in a strategically important location in the Retail Leisure area between Wind Street and the Quadrant, and close to the City's Waterfront;
- An extension of the Quadrant Centre would provide a
- focussed and legible shopping destination;
- It provides an opportunity to extend and strengthen the retail circuit in the retail core
- The site is highly accessible and has strong sustainability benefits in view of its close proximity to Swansea Bus station;
- The site presents an opportunity to create improved pedestrian and cycle linkages across Oystermouth Road to the waterfront, giving the City a unique profile and destination interest.



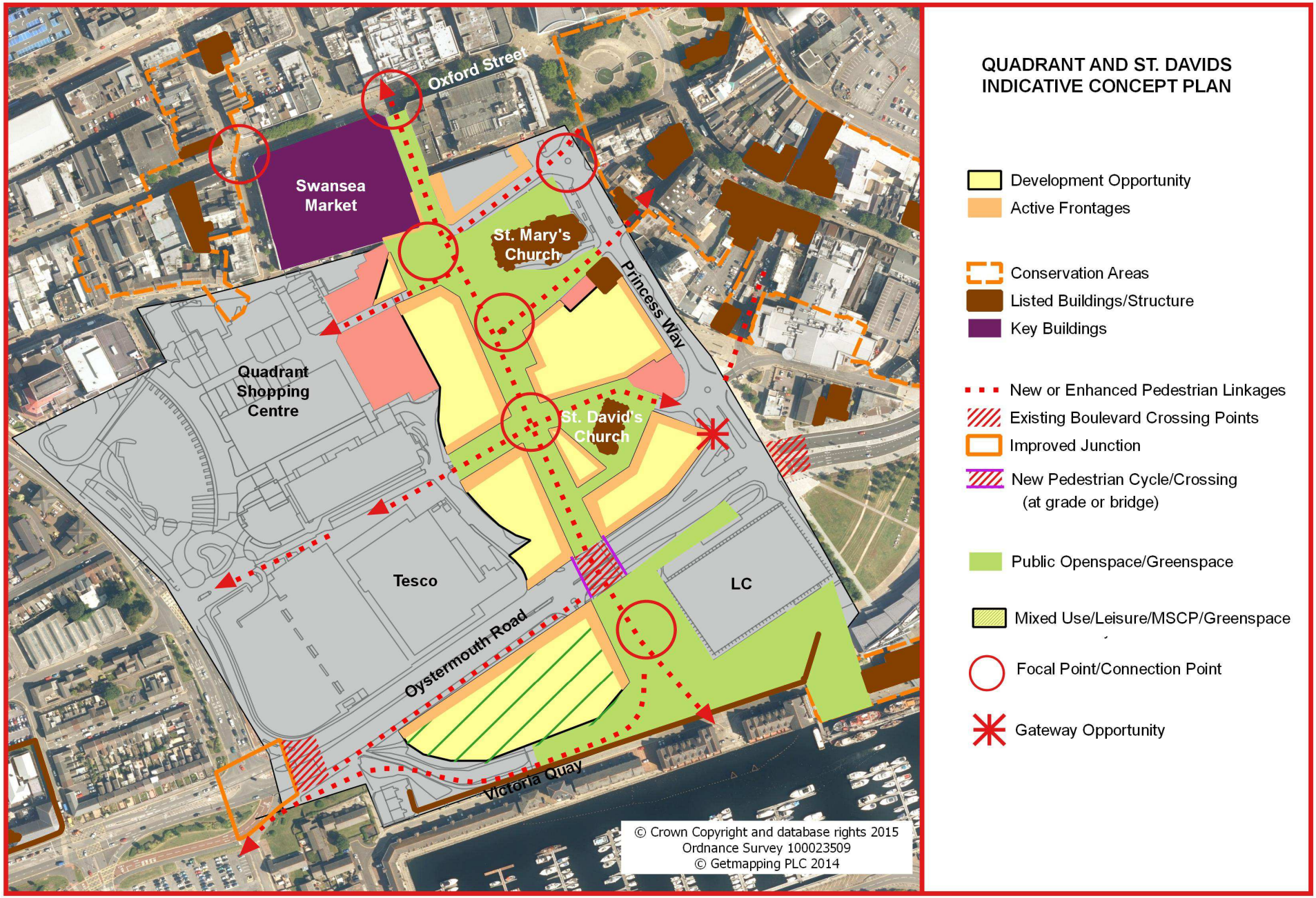
Site of the Former St Davids Shopping Centre

A new scheme will have a high quality design components as well as good architecture which respects the setting of historic buildings, creates a high quality streetscape with the flexibility to accommodate one-off events, installations or displays . The redevelopment will need to strengthen the retail and leisure circuit around existing offers such as the Quadrant, Oxford Street and the Market .

City living should be an integral element of the scheme in order to provide a destination location, provides high levels of natural surveillance, vibrancy and activity, creates a distinctive sense of place both during the day and evening. and stimulates leisure and cultural activities . This is particularly important in the vicinity of St David's and St Mary's Churches, where residential accommodation on upper floors can provide a more intimate sense of place around key spaces. Innovative forms of family and other housing on upper floors with roof gardens may be appropriate, as will associated community facilities that help to establish a diverse and stable community within the Centre.

Evidence Base and Analysis

- Swansea's retail offer requires more breadth and depth given the size of its catchment and role as a City and Capital of the City Region.
- There is a significant trading gap and an identified need of an additional 200,000 sq ft – 250,000 sq ft of good quality retail floorspace.
- There is an opportunity for an improved leisure offer, with more family focused catering/activities.
- The Quadrant and St David's have the potential to improve their relationship with the Market, a key anchor and visitor attraction within the Centre .
- Provide a step change in retail provision is needed with the aim of increasing expenditure levels, strengthening the property market in the Centre and reducing leakage to other areas.
- Providing a critical mass of new space to clawback lost expenditure and provide modern units to attract retailers.
- Provide quality anchors and a quality offer to encourage retailers to Swansea.
- Improve Swansea as a visitor destination– new retail and leisure can be a catalyst for City Centre regeneration.


QUADRANT AND ST. DAVIDS
INDICATIVE CONCEPT PLAN
Development Opportunity
Active Frontages
Conservation Areas
Listed Buildings/Structure
Key Buildings
New or Enhanced Pedestrian Linkages
Existing Boulevard Crossing Points
Improved Junction
New Pedestrian Cycle/Crossing
(at grade or bridge)
Public Openspace/Greenspace
Mixed Use/Leisure/MSCP/Greenspace
Focal Point/Connection Point
Gateway Opportunity
Oxford Street
Swansea
Market
St. Mary's
Church
Princess Way
Quadrant
Shopping
Centre
St. David's
Church
Tesco
LC
Oystermouth Road
Victoria Quay
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Key Regeneration Proposals

Retail and Leisure Led Mixed uses- The site will be developed to create a comprehensive retail and leisure-led mixed-use place of a quality, scale and critical mass appropriate for a Regional Centre properly integrating, complementing and not competing with its existing Centre.

Active Streets and Spaces- The development will create new streets and spaces with active edges and an urban scale including a high quality built edge and active frontage along Oystermouth Road.

Linkages- North south pedestrian and cycle linkages will be strengthened with improved/ new crossing over Oystermouth Road to access the waterfront.

Gateway Location– Create a new high quality gateway to the Centre.

Car Parking- Provision of high quality car parking for the redevelopment and wider city centre.

New public realm and public open spaces - will be innovative and incorporating significant areas of greening.

Relocation requirements- The relocation of the Llys Dewi Sant residential flats complex is a pre requisite of the redevelopment of the St Davids site. The current separate church hall facility serving the St Davids priory will also need to be accommodated within any redevelopment scheme.

Development and Design Principles

The key development and design objectives for St Davids Quadrant are:

High Quality design– To provide an overall high quality design that contributes to the character of the Centre and the creation of a flagship destination which is properly integrated into its physical environment.

Buildings should be high quality and contemporary, define vibrant new streets, gateways and spaces within the area, be innovative in design and an attractive 'shop window' for the Centre along Oystermouth Road

Place Making- Adopting a place-making approach to develop a comprehensive vibrant viable retail and leisure mixed use place with a critical mass of development which offers at least one anchor store and associated high street retailing to create a step change in Swansea's retail offer.

Urban grain and scale - Create urban blocks with active frontages and an urban grain and scale which provides enclosure and setting for the two churches in particular, and continuity of streets and frontage elsewhere. Seek to rediscover the urban grain of the area, through for example retaining the historic alignment of Rutland Street.

Building Heights- Buildings should create a comfortable human scale to pedestrian streets and spaces. Buildings heights of up to six storeys will be generally appropriate along Oystermouth Road to provide a comfortable sense of enclosure relative to Boulevard width.



St Davids Priory

Listed Buildings- St Mary's Church and St David's Church will be treated as focal points.. A new space should be created around or adjacent to St David's Church that respects the scale and setting of this listed building.

Cohesion and Urban scale-There should be a sense of cohesion and urban scale in the buildings. Elevations should generally be expressed as a series of individual joined buildings with a human scale to create visually rich and interesting townscape. Anchor store frontages augmented by the presence of smaller unit frontages and alternative uses above ground floor;

Ground Floors- Ground floor areas should have a positive relationship with the public realm. New buildings which address the street with active frontage at the ground floor and above, adopting a layout and scale that provide a good sense of continuity, enclosure and overlooking of the street, achieving high quality urban form;

Active Frontages- Dead frontages with entrances and/ or doors will not be allowed along the main streets and spaces. The visual impact of servicing requirements must be minimised. Work with existing landowners to ensure that all buildings around St Mary's Square have active frontage and a finer grain of uses with multiple entrances at street level.

Upper Floors- Upper floors should offer interest and natural surveillance through the accommodation of active uses such as residential on upper floors;

Green space- Substantially increase green space through innovative design, pocket parks within the streetscape and 'green architecture' with appropriate maintenance resources allocated;

GWR Railway Revetment Listed structure North of Maritime Quarter



Permeability and connections- The development must ensure new streets are permeability offering a choice of pedestrian routes, linkages to the existing streets and retail circuit. This should include an new reinforce north-south street that links across Oystermouth Road to the Marina (former South Dock) and former elevated rail lines as part of the Green Artery vision theme.

Llys Dewi Sant/Church Hall- A sheltered residential complex Llys Dewi Sant currently sited within the St Davids redevelopment area will be relocated to another site , and a new hall will need to be provided as part of the redevelopment proposals.

Materials- Promote the use of high quality and sustainable materials and workmanship and design which requires less maintenance without sacrificing quality;

Legibility and hierarchy-A landmark building and features at key points and in public spaces to provide legibility and hierarchy. These could also provide a marker to the Centre and the route to the waterfront on the Oystermouth Road frontage;

Multi Storey Car Park- The St. David's MSCP should be demolished to accommodate positive development that activates the space around St David's Church and which presents a positive active elevation to Oystermouth Road.

New car parks- The parking provision should either be re-provided within the new St Davids development area or relocated to a new multi-storey car park on the LC car park site. Development on The St Davids/Quadrant and LC car park site should contribute to high quality built edge and activity along Oystermouth Road and other key public elevations

Retail circuit- Strengthen the retail circuit and connections to Swansea Market through enhancing existing entrances. This could include straightening the eastern Quadrant entrance and creation of a new space that brings Swansea Market out into St Mary's Square. New development which should support connectivity and generates legible linkages with the existing retail area and with the seafront.

Flexible design solutions- Create flexible design solutions which successfully integrate complementary uses and occupation including residential and community uses, and enable the site and buildings to be adapted to changing requirements of occupiers.

Residential uses- Include residential component to accommodate all market sectors, ages and levels of mobility to create a City Centre residential community , provide high levels of natural surveillance, vibrancy and interest, and create a distinctive place both during the day and evening.

District Heating
CCS is committed to tackling issues around poverty, climate change and energy efficiency and proposals for a district heating network could address these issues. The development will be required to connect/allow space provision to the proposed district heating network or may choose to develop a district heating network as part of their development proposals.

Accessibility and Movement

Attractive Streets and spaces-Creating attractive streets and spaces for pedestrians will be paramount, to make the area more accessible legible and enjoyable. Redevelopment must allow for improved integration of the City, extending the retail circuit and including a significant new link across Oystermouth Road to the waterfront;

Accessible streets- All new and improved pedestrian routes should be fully accessible and open 24 hours. These should link to Oxford Street, Castle Square, Princessway and Oystermouth Road the Market, the Quadrant and existing Tesco store.

Service arrangements- The redevelopment of the St David's site will provide the opportunity to reduce and consolidate service arrangements improving the quality of the built environment and safety for pedestrians. Albert Row could potentially be retained for servicing only and the aim should be to minimise the visual impact of service yards and maximise space for ground floor active frontages.

Crossing Oystermouth Road

Proposals to enhance pedestrian and cycle movements between the Centre and the Waterfront could to be achieved by Option 1 and/or Option 2 below:

Oystermouth Road Crossing Option 1: This could be a high quality at-grade crossing, similar to the new, at-grade wide and 'straight across 'two stage' Toucan crossings constructed as part the Boulevard scheme at the bottom of Princess Way and Wind St. Previous studies undertaken on behalf of the Council in relation to redevelopment of St David's have demonstrated that it is possible to provide an additional, wide, at-grade pedestrian crossing near the junction between Albert Row and the existing entrance to the LC car park. These studies have also shown that as part of an at grade crossing in this location that Albert Row would need to be shut to traffic in order to balance the needs for all users of Oystermouth Road and traffic existing the Quadrant Multi-storey car park would need to be re-routed to West Way.



Existing Oystermouth Road Pedestrian Bridge crossing

Oystermouth Road Crossing Option 2: This could be a high quality legible and accessible landmark bridge/ elevated pedestrian street over Oystermouth Road to replace the existing bridge, which would provide views to the waterfront, and surrounding area, and signal the principal pedestrian route to the waterfront from the Retail Lesiure Led Mixed Use Centre . This option would need a considerable space to either side for accessible ramps and steps. Albert Row would still need to be shut to traffic in order to balance the needs for all users of Oystermouth Road and traffic existing the Quadrant Multi-storey car park would need to be re-routed to West Way.

The design of the Oystermouth Road crossing(s) at this location must be considered in the context of the form and uses proposed for the sites either side of Oystermouth Road at this location The configuration of any new link across Oystermouth Road – whether at-grade or at high level, is not being pre-judged at this stage but should be determined as part of a considered approach to redevelopment of the sites outlined above.

Image of potential Highline walkway



Further options for connecting the Centre to the Waterfont

There are two further options for connecting through to the waterfront these are set out below:

Highline walkway running West –East along the listed GWR former railway revetment walls linking the to the Centre to Paxton Street, Civic Centre and the waterfront. This elevated walkway has potential to offer a unique experience with glimpses to the water, however this approach requires continuity of the elevated route into the Civic Centre redevelopment area in order to ensure an attractive and useable route.

Opening up a direct route to the Marina: The pedestrian tunnel through the railway revetment could potentially be widened to make a more attractive and legible route to the marina dockside, subject to consultation with Cadw as this forms part of the Listed Structure. This would improve connections to the Marina including the heritage boats as well as increasing footfall to the commercial arcades along the north side. Ultimately there might be future potential to form a crossing over to the south side of the Dock. This could take the form of a pontoon or floating bridge but would need a lifting/opening mechanism to allow boats to pass. Such a structure may have an impact on the operational nature of the Marina, potentially reducing mooring spaces and related income.



Existing restricted pedestrian route through the Listed GWR revetment wall

Whilst the west elevation of the LC is architecturally interesting with views to the leisure pool with water flumes inside, this area is a car park. Therefore a new public realm with activities is needed to create a 'stepping stone' on the route to the waterfront. This would need to be integrated with the potential newmulti-storey strategic car park on the adjacent LC car park.



Existing pedestrian bridge crossing over Oystermouth Road

2. Wind Street

The Key Vision Theme for this Area is Retail and Leisure Led Mixed Use Centre

This area should continue to be an attractive mixed use area, but encourage a diversification of its leisure offer. Whilst having a strong night time economy occupiers are principally based around drinking and there is therefore a need for an area in the Centre that provides family based food and beverage and restaurants. A step change is required to encourage a similar but different leisure offers possible more restaurants and café provision; businesses with residential occupation at the upper levels to allow the street to function throughout the day.

Wind Street is a Conservation area and its historic buildings and gently curved street give it a special ambience and character which is unique to the Centre. Improvements to the public realm, possibly with a new shared surface and the introduction of greenspace should enhance its sense of place and vibrancy throughout the day and night and make a more legible connectivity with the Maritime Quarter, Sailbridge, SA1 and Parc Tawe.

Key Regeneration Proposals

Mixed Use- Reinforce and diversify the mixed use, leisure emphasis of the area with new family focused food and beverage offer, whilst promoting improved management.
Conservation Area- Major new development within the Wind Street conservation area is not considered appropriate and would detract from the unique character of the area;
Public Realm- Maintain and improve the quality of public spaces and pedestrian routes through the area particularly from the waterfront to the retail core;



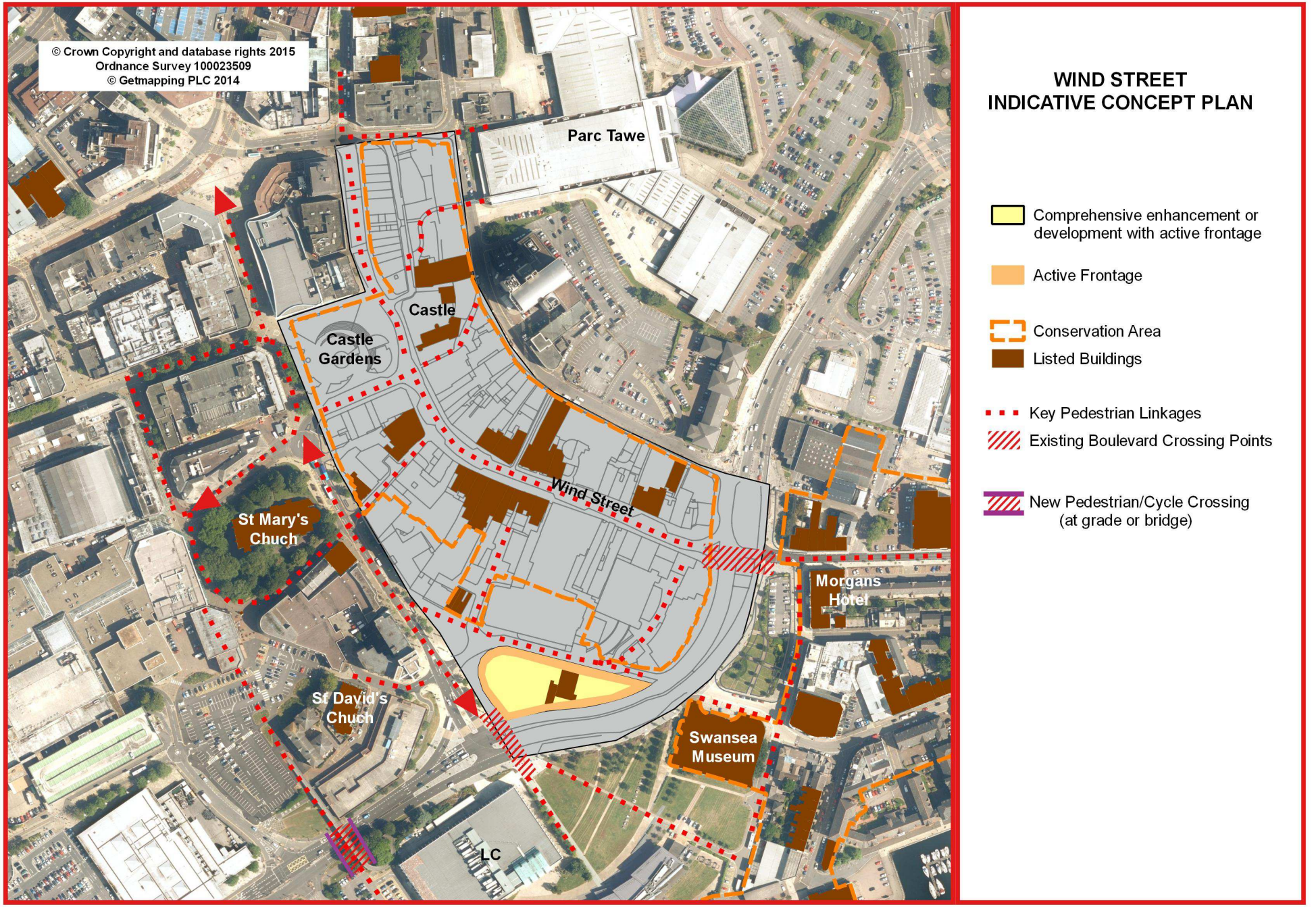
Evidence Base and Analysis

- Wind Street is an area populated with bars and night-clubs playing an important role in the night time economy of Swansea.
- Whilst having a strong night time economy occupiers are principally based around drinking and there is therefore a need for an area in the City Centre that provides family based food and beverage and restaurants.
- Wind Street is a Conservation Area containing a range of attractive historic buildings which have been very effectively refurbished and converted to serve modern City Centre uses.
- Significant improvements are taking place at the northern end of Wind Street around Castle Square where development and public realm improvements are enhancing that area.
- Closing Wind Street to traffic could lead the potential for environmental enhancements and to the improvement of traffic flows on Oystermouth road.

Development and Design Principles

The key development and design objectives for Wind Street are:

Castle Square - Consider the potential for enhancing and refreshing Castle Square public space with new landscaping, new public realm and street furniture. Reconfiguring this space would allow it to better integrate adjacent areas such as the space around the Castle and Princess Way. There is potential opportunity to fundamentally change the environment to one which is more useable, supports activity and interest and responds positively to the setting of the Grade 1 Listed Castle (and Scheduled Ancient Monument) .


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Parc Tawe
Castle
Castle Gardens
Wind Street
St Mary's Chuch
St David's Chuch
LC
Morgans Hotel
Swansea Museum
WIND STREET
INDICATIVE CONCEPT PLAN
Comprehensive enhancement or development with active frontage
Active Frontage
Conservation Area
Listed Buildings
Key Pedestrian Linkages
Existing Boulevard Crossing Points
New Pedestrian/Cycle Crossing (at grade or bridge)

Conservation Area- Given the attractive nature of the Conservation Area and the architectural quality of the buildings in Wind Street, protecting and enhancing the existing buildings, and maintaining good quality public realm should remain the key objective.

Public Realm-Enhancing the public realm of Wind Street and its connections with adjacent areas. Maintain and improve the quality of pedestrian routes through the area particularly from the waterfront to the retail core; Maintain and improve the quality of the public realm along Wind Street and enhance e-w routes into Princess Way and The Strand, and adjacent future development areas like Parc Tawe.

Active Frontages- Provide active frontage to any development on Princess Way and design and build positive edges along The Strand frontage and at the rear of Wind Street blocks .

Listed Buildings- Respect the character and scale of listed buildings.

Vacant Floors- Encourage the appropriate use of vacant and underused upper floors.

Greening- Greening of the area by introducing pocket parks, soft landscape quality materials.

Cultural activities- Consider a range of opportunities for cultural activities and events in Castle Square and for increasing animation, activity, temporary uses and opportunities for play;

Management- Promote improved management of the Wind Street night time economy, by engaging with partners to implement the Purple Flag initiative.

Accessibility and Movement

The key access and movement objectives for Wind Street are:

Shared Surfaces/Low speed environment- Consider introducing a low speed/shared surface which allows vehicle access along the street in terms of accessibility for all, pick-up and drop-off late at night and activity and deliveries during the day. This could be designed to be flush with the pavement in a material appropriate to the Conservation area setting, and considers future maintenance requirements and liabilities on the authority. This new approach will be the subject of further consultation with Access and Cycle groups.

A new design approach could provide opportunities to introduce additional landscape features, public art, seating and planting together with creative lighting solutions which in the evenings helps create a new ambience . However this needs to consider the principles of Safety by Design with regard public safety, and be subject to full consultation with Access groups.



Closure of Wind Street The street could be closed for particular events during the day and in the evenings at weekends could add greater diversity of character and custom to the area.

Pedestrian and Cycle Permeability- Improvement pedestrian and cycle permeability and facilities throughout the area.

Linkages to the Retail Leisure Centre Improve accessibility into the rest of the retail leisure centre and to car park sites which serve the retail core.

Improved signage and way marking- Accessibility will be improved though improved signing and way-marking being implemented in accordance with the Council's City Centre Way-Finding Strategy.



3. Oxford Street

The Key Vision Theme for this Area is Retail and Leisure Led Mixed Use Centre

Lower Oxford Street has the potential to more fully contribute to the Retail Leisure Led Mixed Use Centre providing a distinctive environment based around the Grand Theatre and the Arcades and a shopping area consisting largely of independent retailers in small specialist shops .

Development must strengthen the existing role and character of the area by maintaining the existing structure of uses, streets and pedestrian routes but redevelop and refurbish buildings to improve their appearance. The development of the existing Oxford Street Car park site and the redevelopment of the Oceana site to the North with potentially new frontages to Oxford Street, can link with Kingsway , and is likely to significantly raise the profile of this area, and bring significant new activity and vibrancy. The challenge is to reintegrate the area with the rest of the Retail Leisure Led Mixed Use core, whilst maintaining a distinct identity, individuality, creativity and independence of the area.

Key Regeneration Proposals

Redevelop the Oxford Street surface car park– The site should include active uses at ground floor and either residential/employment/creative/cultural uses at upper level. This is a potential location for the relocation of the public library as a stand-alone public building.
Alternatively if the quantity of accessible car parking is to be maintained, this could be provided at upper level within a well designed building. The development scheme should improve the setting for the Grand Theatre and provide an active frontage uses and public space which complements the setting of the Theatre. A new Development Brief will be prepared to guide new development at this important site.

Refurbish Shoppers Walk and Picton Arcade– These have a special character and make a significant contribution to the life and vitality of Lower Oxford Street. Both arcades require a higher quality frontage presence on Oxford Street and Kingsway. In terms of uses, the aim should be to retain and attract specialised independent retailers, hair and beauty, health, jewellery and crafts and pop-up uses

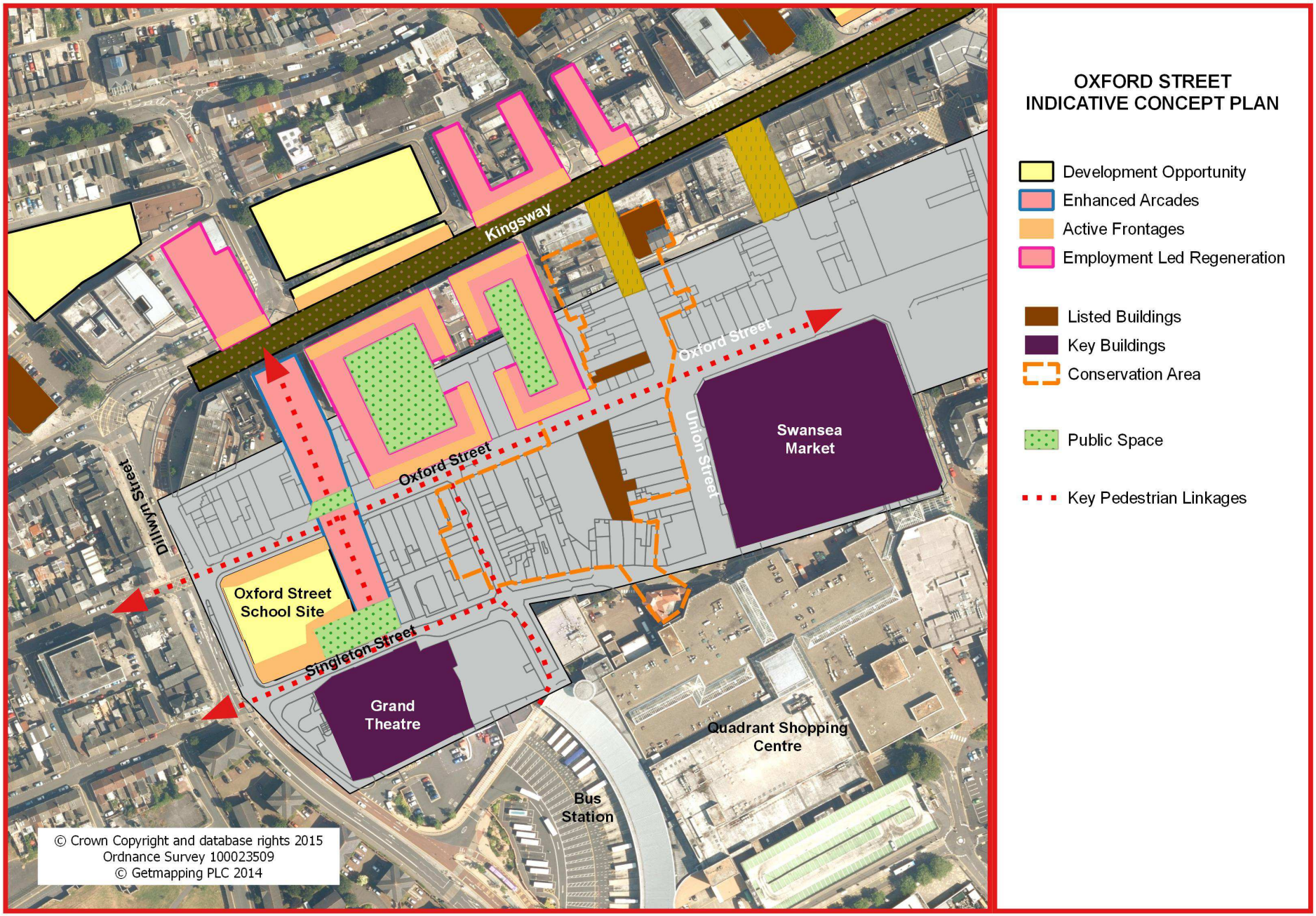
Swansea Market—Upgrade the entrances to Swansea Market to make them more legible and welcoming whilst bringing some of the activity and vibrancy of the market out into the street.

Oxford Street New Frontages- The proposed redevelopment incorporating the Oceana block on The Kingsway could also incorporate the existing buildings along the north side of Oxford Street. Active retail frontages will be required to Oxford Street must be provided with further active uses above ground floor.



Evidence Base and Analysis

- Lower Oxford Street is an area populated with smaller shops typically for independent retailers and therefore plays an important role in providing a diverse retail offer in Swansea;
- Independent retail is an important element of a city's retail offer and should be encouraged and supported, particularly as the experience and offer is different to that available online or at out of town retail park locations;
- Much of the area is distinctive in its character but building quality is frequently poor and investment in building fabric is needed for the area to fulfil its potential and attract new occupiers;
- The Oxford Street School site identified in the Strategic Framework remains a key development site within the area.


OXFORD STREET
INDICATIVE CONCEPT PLAN
Development Opportunity
Enhanced Arcades
Active Frontages
Employment Led Regeneration
Listed Buildings
Key Buildings
Conservation Area
Public Space
Key Pedestrian Linkages
Kingsway
Oxford Street
Oxford Street
Union Street
Dillwyn Street
Swansea Market
Oxford Street School Site
Singleton Street
Grand Theatre
Quadrant Shopping Centre
Bus Station
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Land Uses- Accommodate a mix of uses that will extend activity throughout the day and into the evening complemented by a range of special events and activities. Actively encourage a specialist retail quarter in the finer grain area of the City centre, recognising that the benefits to such a specialist offer will arise from a strong and vibrant mainstream high street offer.

Development and Design Principles

The key design objectives are:
Public Square-A new public square should be created on Singleton Street reinforcing the Grand Theatre's position as a landmark in the area.

Grand Theatre- Enhance the frontage of the Grand Theatre to improve the legibility of the entrance and front of house facilities.

Gateway Development- Development of the Oxford Street school site should help to improve the area as a gateway to the City Centre from the west. A feature on the north west corner of the site could help to finalise the long view along Oxford Street.

Scale of Development- The scale of any new development in this area should be at least three storeys.

Arcades- Work with the existing business owners to redefine and refurbish the Shoppers Walk and Picton Arcades, in order to improve improve their appearance and presence on Oxford St, Singleton Street and Kingsway, and enhance established North South link that they already provide in this part of the Retail Leisure Mixed Use centre .

Building Improvements- Encourage investment in buildings to improve existing facades through incentives (grants/ loans) where available.

Active uses- Ensure that active ground floors are maintained and upper floors are brought into use for complementary uses such as city living.

Accessibility and Movement

The key access and movement objectives are:
Improved pedestrian environment-An attractive, permeable pedestrian environment with easier crossing facilities on Westway for integration of adjacent areas;

Car Parking provision- The parking currently accommodated on the former Oxford Street school site is an important facility for the area as it generates footfall and allows people to stop off in the area and use local shops. Parking provision will remain important in this part of Oxford Street and some element of parking may need to be incorporated in any new development scheme. Parking provision for the Grand Theatre remains important, and car parks should be identified in other parts of the Central Area, improving pedestrian links, lighting and safety.

Highway Access- Improved highway access arrangements off Westway/Dillwyn Street need to be considered as part of a wider review of highway network arrangements in the The Kingsway / Westwayarea.



Grand Theatre

4. Kingsway/Orchard Street : Complementary Area

The Key Vision Theme for this Area is *Living, Working and Learning*.

The Vision for the Kingsway and Orchard Street is focused on its potential to provide the Central Area with a new defined Working living and learning zone with a new business district. The Kingsway could become a more attractive location for employment and upper floor residential development. New mixed use development with active frontages at street level will be encouraged around a new street scene and public realm, made possible by the removal of traffic lanes from the Kingsway.

Key Regeneration Proposals

The Oceana area together with other adjacent land and property through to Oxford Street will present a key opportunity to provide a catalyst, employment led development, which kick starts a regeneration process and helps to support residential, retail and leisure uses in the Central Area.
The redevelopment of the City Waterfront area will require the relocation of the Civic Centre offices and Library, ideally to a location within the Kingsway Area, where as a a major employment led office occupier it will actively support footfall and economic activity and act as catalyst for the new business district.

Review Traffic Arrangements -Traffic arrangements on the Kingsway need to be reviewed, and this will include considering the potential for reducing the number of traffic lanes and potentially the re routing of buses and general traffic as part of a comprehensive and sustainable approach to traffic management.
Kingsway could accommodate wider pavements and reduced traffic on a narrower carriageways in accordance with the guidance Manual for Streets. At grade pedestrian crossings and a greater use of planting and greening will offer greater opportunity for activity and can provide protection at pavement level . Such improvements and will visually re-connect the two sides of the street, and improve connections to adjacent residential and business communities.



Evidence Base and Analysis

- The street remains poor quality and blighted by traffic, noise and air quality issues;
- The remaining leisure uses on the street have closed down and the area has no strong identity. It is currently a tertiary commercial area with high vacancies, particularly at upper floor level;
- There is an identified need for significant employment space in Swansea in order to meet economic forecasts, and there is currently little provision in the Central Area. The Kingsway could therefore redefined as the business hub for the Central Area;
- The former Oceana building represents a key development opportunity and one which could accommodate a key employer in Swansea, to act as the catalyst to redefine the area;
- Highway network analysis instigated as part of this review has highlighted that a substantial proportion of traffic is through traffic, and is entering The Kingsway not as a destination but as part of a route which leads on to areas beyond.

Development and Design Principles

The key regeneration principles for Kingsway and Orchard Street are:

Scale and Height- Add scale to existing buildings and encourage design solutions of at least four storeys which (vertically) integrate complementary uses and occupation; Explore the potential for new tall buildings (subject to the review of the Tall Buildings Strategy).

Frontage Improvement- Promote the improvement in existing built frontages and use section 215 powers from the Town and Country Planning Act 1990 if necessary to ensure improvements.

Active Frontages- Ensure all developments incorporate active frontages to bring vitality to the streetscene and help create a sense of place and reference. All new development must have active frontages at street level. Where there is scope for new development to abut Oxford Street, then the active frontage should be retail space, whilst on Kingsway the active frontages could be office lobbys and public facing elements such as staff facilities/ break out space.

New land uses- Encourage new uses which generates and attracts pedestrian movement . A diverse range of occupiers and uses should be encouraged including city living on upper floors.

Green space -Substantially increase green space through planting, pocket parks within the streetscape and 'green architecture. A variety of greening initiatives could be explored including tree planting, pocket parks, green walls and green roofs.

Public Art- Include public art to enhance the attractiveness of the area.

Car Parking- There is potential to expand or re-develop The Kingsway NCP Car Park with active frontage .

Legibility and connections- New development should create routes and enhanced legibility to reinforce north/ south connections to Oxford Street and beyond.

Building Design -Reinforce and reference existing modernist character in approach to building design. There may also be scope for some new developments to step forward to a new building line utilising the reduced carriageway to break up the linear nature of Kingsway.

Materials- Promote the use of high quality materials and workmanship and design which requires less maintenance without sacrificing quality.

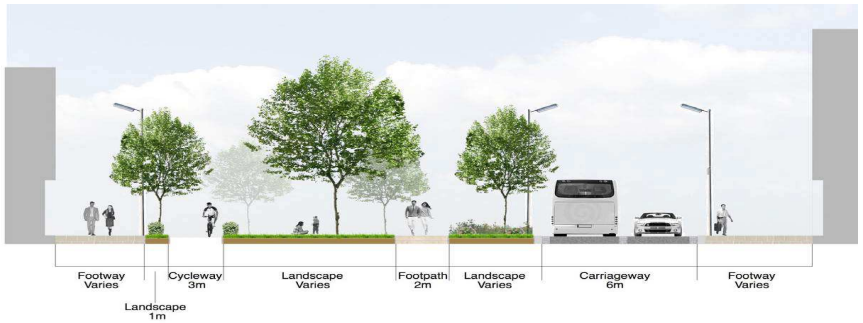
Public Realm- Reduce the appearance of scale of The Kingsway Circle by developing a high quality public spaces such as a pocket park with height (trees) on the south side and introducing soft and hard landscaping in other areas to create more definitive 'pathways', linkages and dwell or performance areas. Introduce improvements to pavements including planting, feature lighting and other elements of public realm.



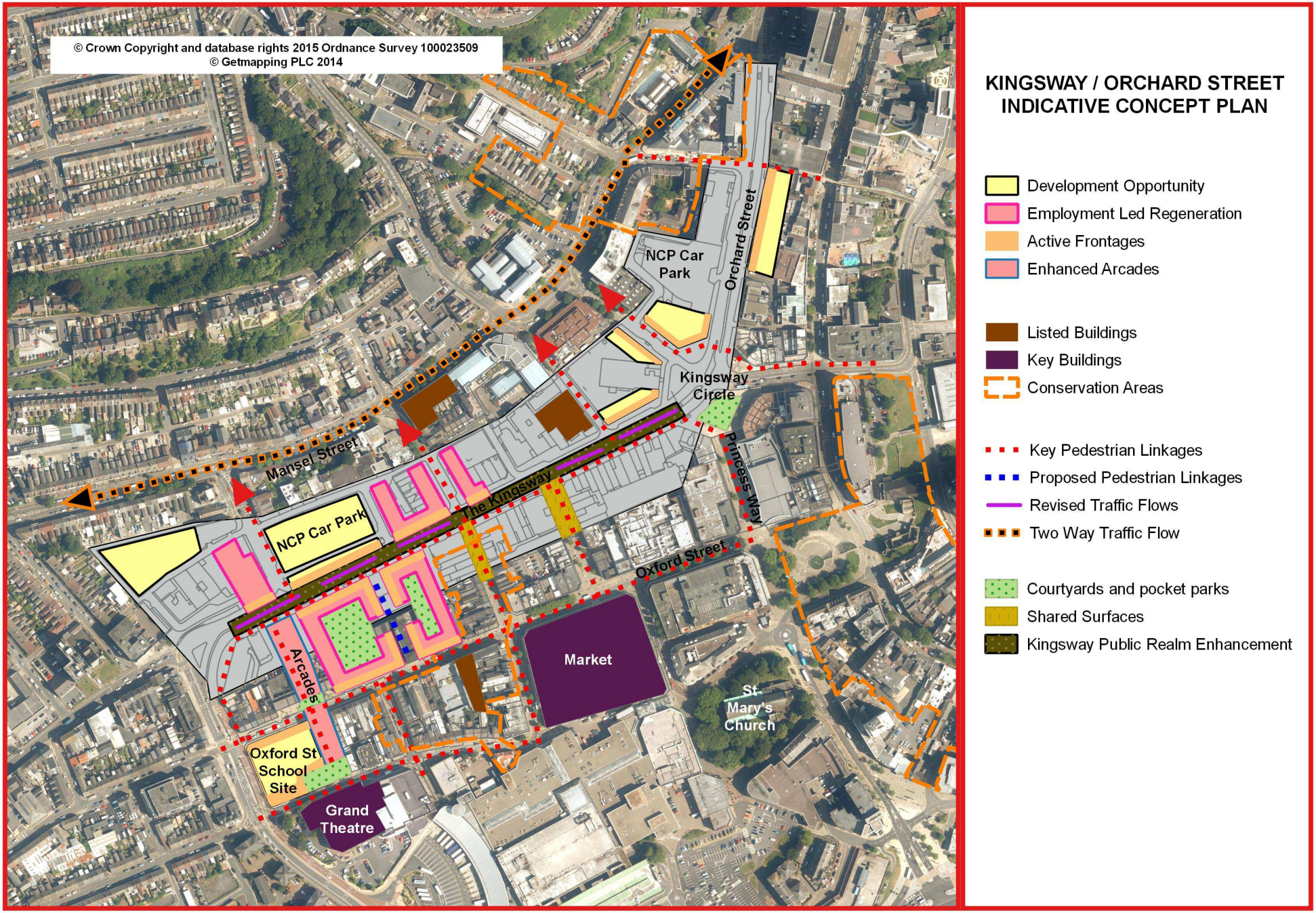
Avenue Jean, Lyon, France



Oceana/ Oxford Street Indicative Scheme



Kingsway Indicative format


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KINGSWAY / ORCHARD STREET
INDICATIVE CONCEPT PLAN
Development Opportunity
Employment Led Regeneration
Active Frontages
Enhanced Arcades
Listed Buildings
Key Buildings
Conservation Areas
Key Pedestrian Linkages
Proposed Pedestrian Linkages
Revised Traffic Flows
Two Way Traffic Flow
Courtyards and pocket parks
Shared Surfaces
Kingsway Public Realm Enhancement
NCP Car Park
Orchard Street
Kingsway Circle
Mansel Street
The Kingsway
Princess Way
NCP Car Park
Oxford Street
Arcades
Market
St Mary's Church
Oxford St School Site
Grand Theatre

Accessibility and Movement Principles

Highway network analysis undertaken to inform the Regeneration Framework has highlighted that a substantial proportion of traffic is through traffic, and is entering The Kingsway not as a destination but as part of a route which leads on to areas outside Swansea's Central Area.
The key access and movement principles are:

Review access and movement arrangements on the Kingsway- A review of highway network arrangements and traffic infrastructure and traffic infrastructure on the Kingsway is being undertaken.

Reduction in Traffic volumes —Considering the potential for reducing the number of traffic lanes on the Kingsway from four lanes on the Kingsway to two lanes (one west bound lane for traffic and one lane for the Metro service).

Re- route the north bound bus routes This could free up carriageway space and improve safety by simplifying the range of traffic movements.

Redirecting traffic– Re routing traffic from Orchard Street to Alexandra Road and reinstating two way movements along part of Mansel Street.

Tertiary Streets- Streets running perpendicular to The Kingsway such as Cradock Street and Union Street might benefit from traffic reductions to help reduce stop-start traffic and so help improve air quality. The streets would also considerably benefit from new surface /public realm treatment to improve the quality of the streetscene and pedestrian movement and activity .

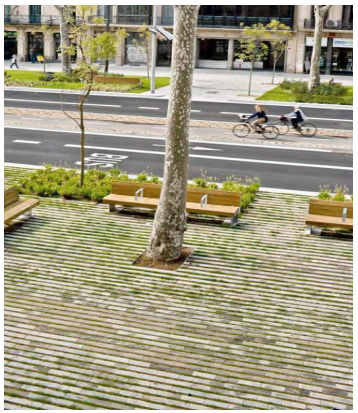
Wider pavements and shared surfaces- Reduction of carriageway and traffic movements on Kingsway will provide an opportunity to widen pavements and introduce a shared space approach to accommodate, vehicles, cyclists and pedestrians together and with increased landscaping encourage more static uses such as pavement cafes. A draft public realm and landscape strategy has been prepared by consultants the Urbanists to guide a package of improvements which could enhance environmental quality along The Kingsway and Orchard Street.

Pedestrian Crossings- Establish new pedestrian priority at grade crossing points which complement uses and existing connectivity.

Traffic Speeds- Use design to encourage moderation of traffic speed and awareness of pedestrian priority areas.

Servicing arrangements- Ensure that servicing requirements do not detract from the public realm or active frontages.





Place de Youville Montreal



Sonder Boulevard Copenhagen



Green walls can introduce visual interest and improve air quality and biodiversity

5. High Street: Complementary Area

The Key Vision Theme for this Area is *Living, Working and Learning*.

High Street is actively developing as a mixed use area of distinctive character incorporating retail, café, restaurant professional services and residential uses in a tight urban context. High Street has the capacity to build a resident community which supports a thriving economy in the Central area and play a significant role in complementing the Retail Leisure Led Mixed Use Core.

High Street's proximity to the Orchard Street/Alexandra Road area and the cultural, arts and educational facilities located there can be further strengthened through upgrading the public realm of existing east/west routes such as King's Lane. Linkages to the East to Parc Tawe will have a more fundamental role to play in the future should a redevelopment scheme progress in that area, and it is important therefore that these routes and retained and enhanced.

The Urban Village development has set a positive benchmark for quality of design and unique local businesses but a critical mass is required to generate the revitalisation necessary to make it a busy, vibrant street.

The Alexandra Road/ Mariner Street site directly opposite Swansea Railway Station presents a significant opportunity for commercial and or residential development which will generate activity and footfall, and should be developed to a quality that reflects its significant gateway location with active frontages to its prominent street frontages.

Key Regeneration Proposals for High Street

- Complete the creative cluster development of the Urban Village and associated workshops.
- Redevelop the Mariner Street car park to improve the sense of arrival outside Swansea Rail Station and introduce new uses with significant amounts of living accommodation that will add to the reinvigoration of High Street.
- Undertake development and environmental enhancements relating to Alexandra House .
- Tackle poor quality shop fronts and building frontages using grants and section 215 powers from the Town and Country Planning Act 1990 if necessary to ensure improvements
- Support further temporary and 'pop-up' activities in buildings and the public realm
- Prioritise the Palace Theatre as a catalyst project on the Upper High Street.

Evidence Base and Analysis

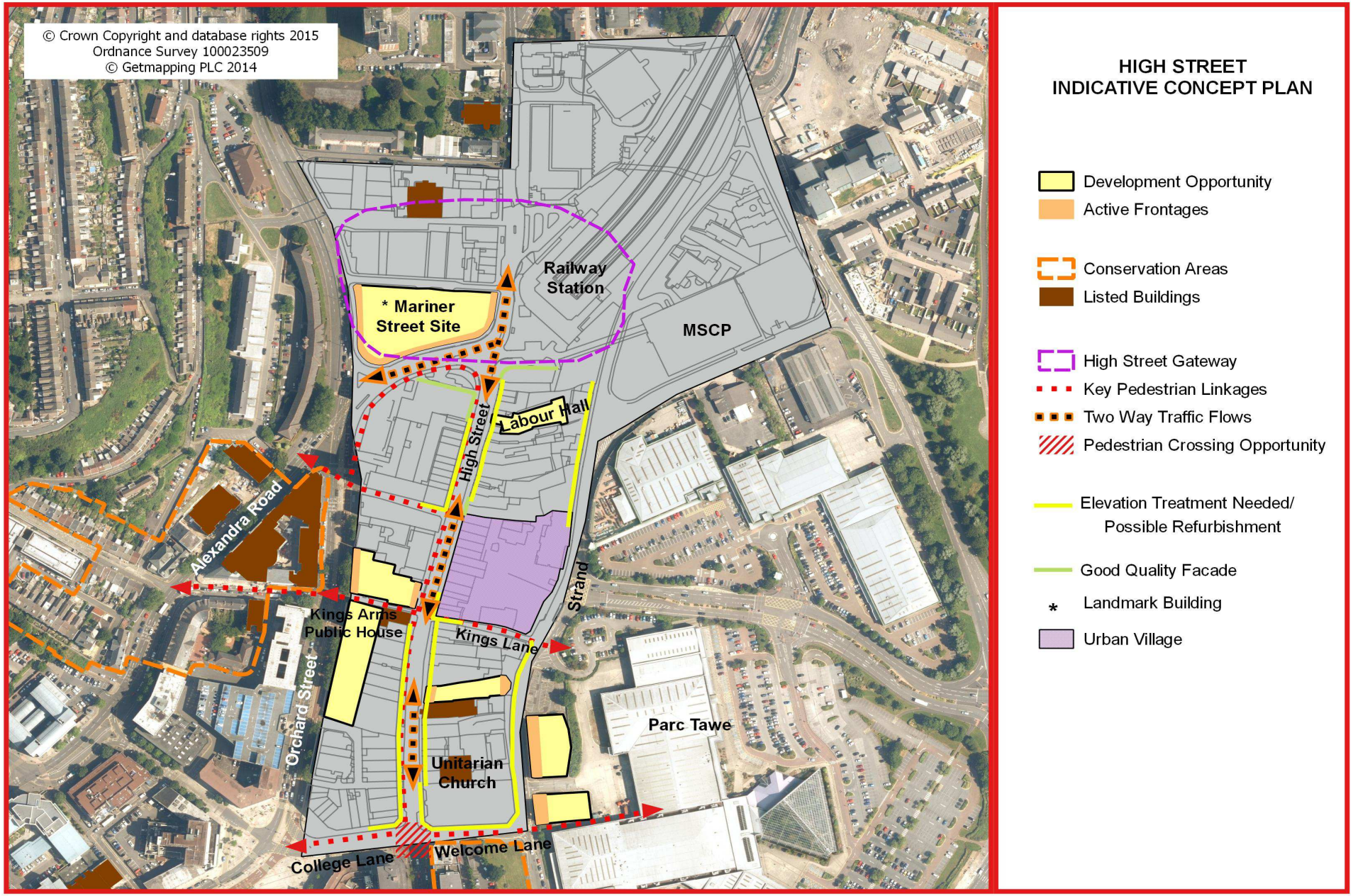
- The quality of the buildings is poor and there are a number of vacant units;
- The Urban Village development is a catalyst development and continues to have a positive impact on the street - there is the opportunity to build on this;
- There is a need to attract new occupiers to the vacant buildings;
- There are opportunities for existing landowners to consider alternative lease arrangements to encourage occupation of vacant units by emerging new businesses;
- There is potential to improve the east-west pedestrian links across High Street to Orchard Street and Parc Tawe



Urban Village frontage to High Street



Urban Village frontage to the Strand


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HIGH STREET
INDICATIVE CONCEPT PLAN
Development Opportunity
Active Frontages
Conservation Areas
Listed Buildings
High Street Gateway
Key Pedestrian Linkages
Two Way Traffic Flows
Pedestrian Crossing Opportunity
Elevation Treatment Needed/
Possible Refurbishment
Good Quality Facade
* Landmark Building
Urban Village
* Mariner Street Site
Railway Station
MSCP
Labour Hall
High Street
Alexandra Road
Kings Arms Public House
Kings Lane
Strand
Orchard Street
Parc Tawe
Unitarian Church
College Lane
Welcome Lane

Development and Design principles

The key development and design principles for High Street are:

Building Facades- Retain existing buildings and facades which help create a sense of place and reference. Promote new frontage designs or enhancements that draw on the 'creative' nature of the area.

Historical references- Ensure that new developments include reference to the medieval burgage plots that underlie the area by means of vertical frontages of joined buildings.

Active Frontages- Ensure that all developments along High Street include active frontages to bring vitality to the street; Ensure development and refurbishment achieves a positive impression and points of activity to Orchard Street and the Strand.

Mixed Use- Continue to promote the establishment of a true mixed-use, urban character 'high street' with individual buildings of an appropriate scale reflecting the existing pattern of development.

Greenspace- Substantially increase green space within the area through enhanced public realm, widened pavements, courtyards and 'green architecture'.

Upper Floors- - Encourage further residential use on upper floors and around rear courtyards as part of a mixed use schemes which also could include offices, live work specialist or service retail and education, culture and the arts;

Scale and Height- Ensure that all new buildings have an urban scale of at least three storeys. The Mariner Street site has potential for a tall building development as suggested in the Tall Building Strategy.

Connectivity- Encourage development which reinforces connectivity east and west from the High street.

Tower blocks- Explore the potential to change the letting strategy for the various tower blocks in Council control to help bring about wider changes in the Upper High Street area. Also explore the potential to utilise some of the underutilised space around the towers for new low-rise residential development;

Materials- Promote the use of high quality materials and workmanship and design which requires less maintenance without sacrificing quality.

Accessibility and Movement

The key access and movement objectives are :

Bus Routes- Accommodate a rerouted north-bound Metro/ bus route on High Street. This has the benefit of buses passing directly adjacent to the Retail Leisure Centre and links with the other modes of transport at the railway station with provision for cyclists and pedestrians;.
Amend loading and parking restrictions on High Street to ensure short term parking as well as widening pavements with scope for increased planting/ greening whilst encourage more spill out uses such as pavement cafes.

Pedestrian Crossings- Establish new pedestrian priority crossing points which complement uses and existing connectivity. Introduce a new diagonal pedestrian crossing for the crossroads at High Street/Castle Street/Welcome Lane/ College St.

Pedestrian Linkages– Improve pedestrian linkages between High Street and Parc Tawe, in particular King's Lane and linkages to Orchard Street.

Wider connectivity- Improve pedestrian and cycle linkages between High Street and the emerging community along the River Tawe Corridor. This will require a creative solution to overcome the levels between High Street and the Strand;

Moderation of Traffic speeds- Use design to encourage moderation of traffic speed.



High Street Railway Station

6. City Waterfront– Civic Centre/Paxton Street : Complementary Area

The Key Vision Theme for this Area is *Connecting the Centre to the Waterfront*.

The Vision for the area is to redevelop the existing Civic Centre building, the site, and its car parks at the City Seafront for a comprehensive exemplary mixed use waterfront development that has sufficient critical mass to become a destination in its own right . The development should also complement and not compete with the Retail Leisure Led Mixed Use Centre and other complementary areas..

The development should put Swansea firmly on the map as a City of distinction and a unique destination. The City's Seafront should be embraced as the area where City life meets the sea and where the hustle and bustle of urban living reacts with the sun, surf and sand of Swansea Bay.

As one of the last remaining opportunities to connect the Retail Leisure Led Mixed Use Centre to the seafront it has the potential to create a quality development and unique profile for Swansea as a Waterfront City.

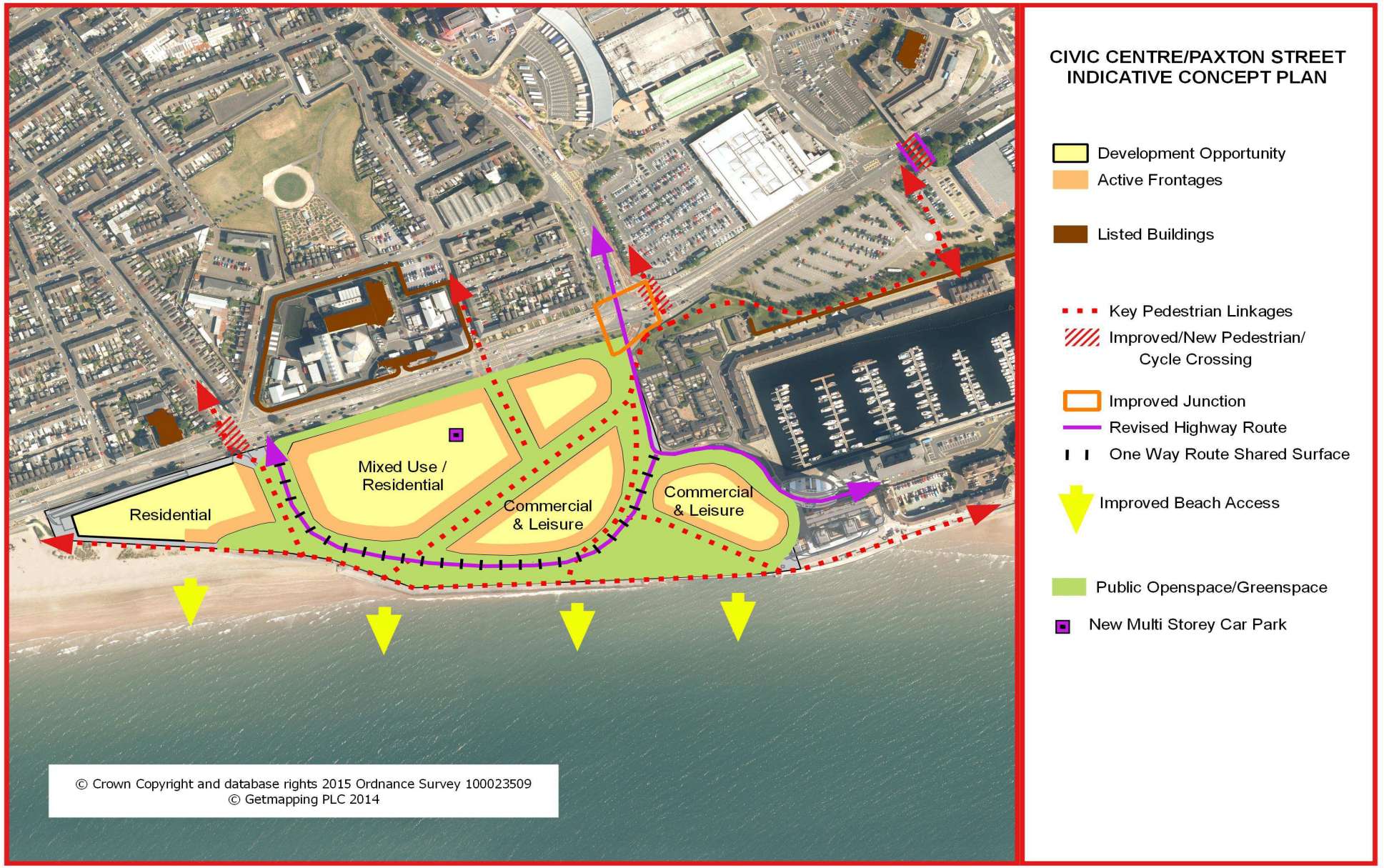
A range of uses are possible on the site including, residential, hotels, culture, leisure public attractions, aquatic sciences, visitor facilities and event spaces. These uses should be set within a high quality innovative public realm that can generate high levels of activity that spill out on the promenade and make positive use of the beach.

Development of this area should be delivered on a phased basis, given the scale of the opportunity.



Evidence Base and Analysis

- The waterfront site offers the opportunity for a landmark development, with a focus on uses that capitalise on the seafront location, i.e. residential, culture, leisure, hotel, with an area of good quality public space, to draw people from the Retail Leisure Led Mixed Use Centre
- This is the last significant development opportunity on Swansea's urban seafront.
- Underused land on the seafront- There is the opportunity to deliver a wider development incorporating the Civic Centre, its surface car parks, and the Paxton Street Car Park
- Opening up the link between the City centre core and the bay would strengthen the appeal to tourists.
- The site sits at the western gateway to the City Centre Central Area , on the approach from Mumbles.
- The most appropriate location for a relocated Civic Centre function is in the heart of the Central Area , Potentially this could be at the Kingsway , which could provide that area with a catalyst for regeneration.


CIVIC CENTRE/PAXTON STREET
INDICATIVE CONCEPT PLAN
Development Opportunity
Active Frontages
Listed Buildings
Key Pedestrian Linkages
Improved/New Pedestrian/
Cycle Crossing
Improved Junction
Revised Highway Route
One Way Route Shared Surface
Improved Beach Access
Public Openspace/Greenspace
New Multi Storey Car Park
Residential
Mixed Use /
Residential
Commercial
& Leisure
Commercial
& Leisure
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Key Regeneration Proposals

- **Landmark development**- Create a high quality landmark and comprehensive development in a unique location, particularly serving to improve the visitor potential and competitive business profile of Swansea;

- **High Quality Mixed Uses**- Develop a high quality mixed use scheme providing a commercial and leisure focus, with residential and community uses. It is not intended for this to be merely a standard residential development in the city but a "destination" in its own right.

- **High quality public realm-** linking the City Centre through to the site and along the seafront.

- **Public Facilities**- The area must provide appropriate public facilities and support increased use of the beach whether for events or sports

- **Relocation of Offices**- The relocation of the Civic Centre to another City Centre site is a pre requisite for a major new seafront scheme.



Existing Civic Centre offices

Development and Design Principles

The key development and design objectives for the City Waterfront are:

Leisure focus– The site should have the potential for a regional attraction. There is an opportunity for an iconic low rise leisure focus located within a public space which should be a high profile leisure use, such as the Hydro Hub aquarium. Land uses should not compete but should complement land uses in the Retail Leisure Led Mixed use Centre.

Activity and Events The seafront location should be used to inspire a destination unique to Swansea which generates both formal and informal activity on the seafront, access to the beach, and promote movement to and from the City Centre.

Waterfront Public Space- Create a waterfront public space and wider high quality promenade - for exhibitions, public art, pop-up uses, local events and access for all to the beach. The promenade has the potential to be an exceptional public space and green amenity space should be included as part of high quality public realm design;

Scale and Height -Development generally should be three to four stories high to create vibrancy and an urban character. However the scale of adjacent residential areas along Bathurst Street and the Sandfields area are two storey domestic scale. Future development of the City Waterfront site should have regard to the scale of buildings in adjacent areas .

There is the opportunity to accommodate a carefully designed and positioned tall building or buildings such as a hotel or residential tower marking the foreshore and taking advantage of the views both to the sea and inland;

Design- Architectural design should reflect the seafront location in an innovative manner without resorting to pastiche and exploit the opportunity of being the only part of the city next to the sea, and the uniqueness of that quality for a city.

Residential uses - Upper floors throughout the area should accommodate city living.

Active Frontages and Streetscape -An active frontage of urban scale should be achieved facing Oystermouth Road to enhance this key movement route and respond to the listed prison opposite. Ground floors of the new development should create a positive relationship with the public realm and contain active commercial frontages where possible and elsewhere elevations which influence a well designed streetscape.

Green Artery- The new Green Artery and its integration with the high level railway arches as part of the new route to the Waterfront can, improve connectivity to the existing residential communities, generate an exciting and entirely different experience, at an elevated level revealing new views to both the sea and back over the Retail Leisure Led Mixed Use Centre.

Microclimate- The site is very exposed to south westerly winds and the public realm network should be subject to micro climatic testing which should inform the design development process. All spaces should be comfortably proportioned and capable of being used throughout the year. The exposed location and issues of sand movement and deposition on the site and adjacent promenade should also be addressed. Buildings could be joined to provide shelter from the prevailing winds and to create a sense of identity, place and vibrancy;

Route to the Waterfront- Public art and way-finding should be used to identify the route to the waterfront and the location of the seafront possibly through referencing water, or water themes in the design of the public realm, buildings or maritime planting.

Seafront Facilities- Increase the amenities/usability of the seafront without detracting from its natural beauty. The area must provide appropriate public facilities such as toilets, first aid, showers, information points, equipment and opportunities for children's play. These uses would replace some of the facilities currently accommodated in the Civic Centre , and encourage more positive use of the beach and seafront as a visitor attraction.

Accessibility and Movement

The key access and movement objectives are:

City Waterfront public space– The site will benefit from spectacular views of the of the Bay, it will be a vibrant destination encompassing the promenade and revetment, including event space, outdoor dining, children's play and access for all to the City beach.

Legible connections to the Centre- An exciting and legible route is needed to link the Retail Leisure Led Mixed Use Centre to the Waterfront. There are three options for this:
(i) along the marina (former South Dock), but this becomes problematic at the western end;
(ii) across and alongside Oystermouth Road with widened footways, tree planting and active frontages as a continuation westward of the Boulevard concept;
(iii) as a 'high line' elevated walkway utilising the former rail lines but this will require continuity of approach to potentially cross Bathurst Street at high level.

Legible connections to adjacent communities– There should be legible connectivity with adjacent communities in the Maritime Quarter and Sandfields.

Highway Route– A new waterfront highway route should be developed with layered uses to provide activity to the waterfront in all weathers. This would be for local vehicle access only and could take the form of a shared space/low speed area so that it doesn't become a barrier to pedestrian movement.

Car Parking-The proposed development should include a new MSCP to serve the new development, Maritime Quarter and Waterfront. Additional small scale surface car parks may be necessary to support informal use of the foreshore.

Junction Improvements- Closing the junction between Oystermouth Road/Paxton Street will benefit the existing network, reducing numbers of traffic controlled junctions on Oystermouth Road. Conversely, reinstating the Paxton Street and Dunvant Place junction will make better use of land in the area and improved junction arrangements for the new development site and wider Maritime Quarter. The Metro and buses should be re-routed onto Oystermouth Road to free up land for development.

Access for All- Provide direct links and access for all from the seafront promenade through the development area and enhance the promenade frontage.



7. Mansel Street/ Alexandra Road: Complementary Area

The Key Vision Theme for this area is the *City Living, Working and Learning*.

The Vision for Mansel Street will be delivered by encouraging business relocations to more central, modern, well serviced locations as opportunities arise in the Kingsway Business District . Conversely Mansel Street would revert ultimately to a predominantly residential street subject to satisfactory planning applications for changes of use.

For Alexandra Road the objective is to redefine the role of the area as a new working, living and learning area. Alexandra Road remains an important focus for civic, cultural and educational life in the Central Area and will continue to develop in business and residential terms. It has the potential to extend this role complementing activities elsewhere in the Central Area. It will be an area of special character because of its historical and architectural merit, and because of its increasingly important role in the cultural quality of the Central Area.

Key Regeneration Proposals

- **Environmental Improvements**- Alexandra Road should be subject to a package of high quality environmental improvements specifically designed to complement the architectural quality and quieter civic life of the area.
- **Business Relocation—**Existing businesses will be encouraged to relocate from predominantly two storey former residential properties on Mansel Street to new modern space in the Central Area
- **Albert Hall—**Prioritise the re use of Albert Hall as an arts centre and catalyst project.

Development and Design Principles

The key development and design objectives are:

Conservation Area- Conserve, enhance and protect and improve the character of the Alexandra Road area by improving buildings and supporting uses which contribute to culture and education;

Building Conversions- Whilst the Albert Hall is a grade II listed building it has potential for an innovative conversion to an arts or cultural use;

Building Frontages- Promote improvements to existing building frontages and where possible introduce active frontages into the street scene;



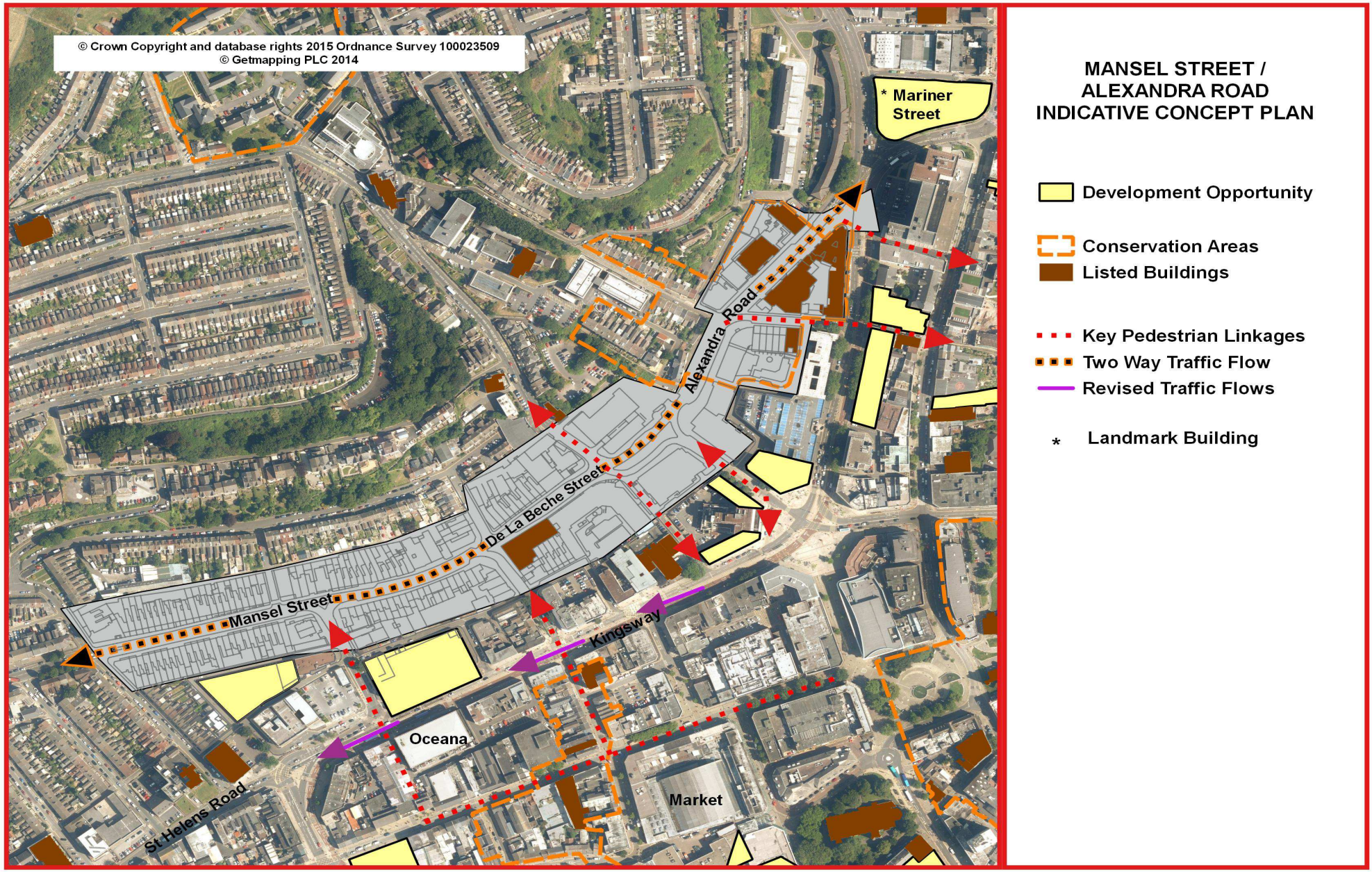
Mansel Street

Public Spaces- Improve public spaces and streets to enhance the attractiveness of the area, increase greening and better integrate with adjacent areas such as Kingsway, Orchard Street and High Street;

Public Art- Integrate public art to enhance the attractiveness of the Alexandra Road area and to reference its role and heritage within the City;

Evidence Base and Analysis

- Alexandra Road accommodates a number of important cultural and educational buildings, which are of good quality, and the area fulfils a key role in the Central Area.
- Mansel Street's residential buildings have been converted to business uses, but many of the buildings are of poor quality and do not allow for businesses to expand.
- The Regeneration Framework envisaged Alexandra Road as a key civic, cultural and educational area, which is still the case and these uses should be supported.
- Mansel Street is not performing well as a commercial district and redevelopment/refurbishment/ reinstatement of original uses should be considered.


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* Mariner Street
Alexandra Road
De La Beche Street
Mansel Street
Kingsway
Oceana
Market
St Helens Road
MANSEL STREET / ALEXANDRA ROAD INDICATIVE CONCEPT PLAN
Development Opportunity
Conservation Areas
Listed Buildings
Key Pedestrian Linkages
Two Way Traffic Flow
Revised Traffic Flows
* Landmark Building

Local Services- Encourage good quality local service/ convenience retail with active frontages which meet the needs of the residents in the area;

Mount Pleasant- Ensure that the reuse of the Mount Pleasant University site complements the Central Area whilst retaining listed buildings and other buildings of character.

Accessibility and Movement

The key access and movement objectives are:
Review traffic arrangements for Alexandra Road and Mansel Street. Subject to further junction modelling, westbound traffic currently using The Kingsway which is not destined for the Central Area would be re-routed at the Orchard St Alexandra Road, reverting De La Beche and Mansel Street back to a two way flow.

Tertiary Streets- Adjacent tertiary streets, in particular Cradock Street, may benefit from being redesigned as a low speed/ shared surface street where all road users co-exist in an area with low traffic speeds and a greater emphasis on pedestrian/cyclist movement. This would provide a better quality public realm and a more pedestrian friendly environment linking Mansel Street directly to the retail core, and support the potential for the re use of the Albert Hall.

Pedestrian crossings- Better pedestrian crossing areas linking the Alexandra Road cultural circuit into adjacent areas, such as Orchard Street and High Street.



Alex Design Building—Alexandra Road

8. Parc Tawe :Complementary Area

Vision Theme for the Area
The Key Vision Themes for this Area are ***Linking the City to the Waterfront*** and ***City Living, Working and Learning***.

Given the current underperformance of Swansea City Centre's retail offer, and the requirement to safeguard the viability of the redevelopment proposals for the 'Retail and Leisure led Mixed Use Centre', it is critical that the character and tenant mix of Parc Tawe (Phases 1 and 2) does not serve to compete with that Priority Area.

Parc Tawe is situated outside the defined Retail and Leisure led Mixed Use Centre. Having regard to its character, format, layout and physical separation from the core shopping streets it serves as a complementary district that has a different role within the retail hierarchy.

The comprehensive redevelopment of Parc Tawe for an alternative mix of uses presents a potentially **transformative opportunity for this gateway site** fronted by the Boulevard.

In the immediate to short term however, a scheme to modernise and generally upgrade the existing poor quality built environment and public realm at Parc Tawe Phase 1 has been granted planning approval, subject to planning conditions. It is anticipated that this permission will be implemented in order to provide a more commercially viable and appealing asset for the existing long leaseholder of the site to attract tenants to the development. A legal agreement between the Council and current owners of the site's long lease is in place, which seeks to ensure that the tenant mix and character of the refurbished development does not compete with, or dilute, the Retail and Leisure Mixed Use Centre

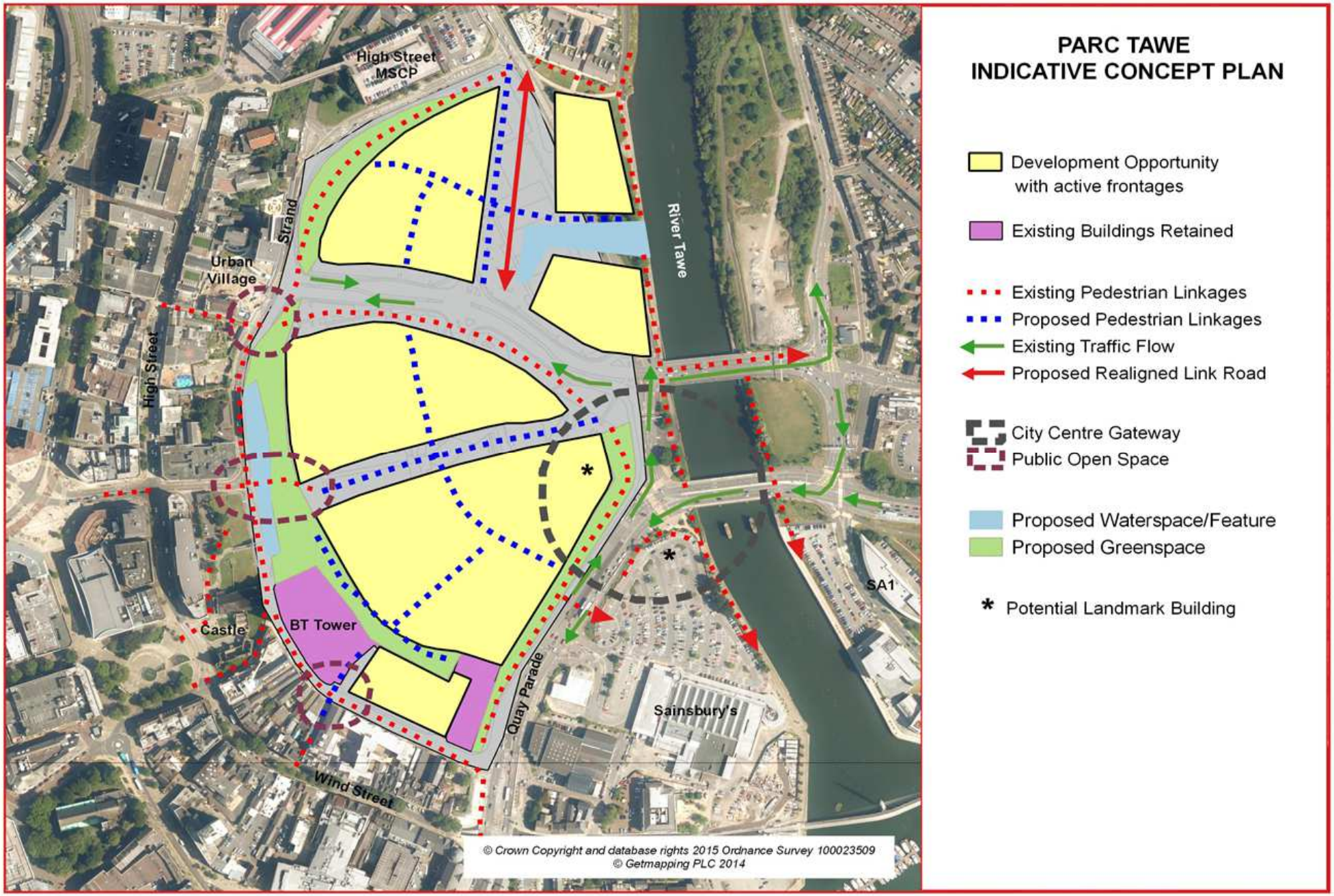
The longer term aspiration for Parc Tawe is to create a new residential district, which is well connected to adjacent communities and business areas and complemented by associated environmental enhancements and appropriate supporting commercial uses. A re-development of this nature is likely to be phased, focussed initially upon Parc Tawe Phase 1. Phase 2 could operate as a distinct retail and leisure destination for some time alongside a new residential district at Phase 1.

Linkages to the Retail Leisure Led Mixed Use Centre , the riverfront and the surrounding environment will need to be fundamentally improved if Parc Tawe is to contribute to an improved physical gateway to the Central Area and become a distinctive urban district in its own right. A comprehensive redevelopment of the site would present this opportunity in the longer term.



Evidence Base and Analysis

- The site has suffered from underinvestment and is currently in a poor state of repair.
- It does not in design terms optimise the use for this prime gateway location in the Central Area , has no direct relationship with the river and poor connectivity to the adjacent commercial areas of High Street and Wind Street.
- Fundamental need to ensure commercial uses at the site do not compete with the Retail Leisure Led Mixed Use Centre.
- To the north east of this area a new residential district is emerging alongside the River Tawe on former industrial land . This comprises houses, apartments and student accommodation, though this is also poorly linked to the services and facilities of the Centre.


PARC TAWE
INDICATIVE CONCEPT PLAN
Development Opportunity with active frontages
Existing Buildings Retained
Existing Pedestrian Linkages
Proposed Pedestrian Linkages
Existing Traffic Flow
Proposed Realigned Link Road
City Centre Gateway
Public Open Space
Proposed Waterspace/Feature
Proposed Greenspace
* Potential Landmark Building
High Street MSCP
Strand
Urban Village
High Street
River Tawe
Castle
BT Tower
Quay Parade
Sainsbury's
SA1
Wind Street
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Development and Design Principles

The key development and design objectives for Parc Tawe are to:

Land uses - In the short term and where appropriate, encourage existing occupiers to more suitable locations within the Retail Leisure Led Mixed Use Centre. New uses should complement and not compete with the Retail Leisure Led Mixed Use Centre In the longer term, work up a Development Brief/Masterplan for a new residential district on the edge of the Central Area, with good pedestrian links to the Centre and the Tawe corridor.



Urban scale-In the short term, encourage new development of urban scale around the perimeter of the Parc Tawe sites to define and activate the street edges. Single storey retail pods and cafes are not considered to be of sufficient scale; The area is identified in the Tall building zone plan policy* specifically as a 'Welcome Zone', where well designed tall buildings should be carefully sited to avoid excessive shading of local spaces and visual conflict with the Castle and tower.

Gateway Buildings- Develop gateway buildings at the Quay Parade frontage to form part of the wider gateway improvements, of a scale which emphasises a sense of arrival at the entrance to the Central Area and should define positive first impressions of the City.

Sense of Place- Create a sense of place and scale, and high standards of architecture and urban design particularly at key locations/gateways.

High Quality development and Active Frontages- Create an attractive high quality development, with active frontages along Quay Parade, Victoria Road, New Cut Road, The Strand and Worcester Place; Given the views onto and over the site from High Street and the Castle, the roofscape must have variety and be of visual interest.

Site Features- Include references to previous historical site features, such as a curving linear green space within the area to symbolise the lost original route of the River Tawe. Exploit the level changes between the site and High Street/ Castle Street where possible within future Masterplan proposals to create views from and to the Castle.

Density of Development- Residential development must be high density (at least 3-4 storeys), incorporating quality public realm and public spaces within the layout of the site.

Linkages- Significantly improve links to the Retail Leisure Led Mixed Use Centre, High Street, Wind Street , The Strand and the river corridor.

Vacant sites– Further redevelopment of vacant sites along the west of The Strand, should provide edge definition, and a mix of uses that provide natural surveillance and points of activity.

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Existing link to Parc Tawe

9. Maritime Quarter: Complementary Area

The Key Vision Theme for this Area is ***Linking the City to the Waterfront***.

The Vision for the area is of a Maritime Quarter which is strongly integrated with the Retail Leisure Led Mixed Use Centre, and plays a pivotal role in connecting the Centre with the seafront, riverside and SA1 Waterfront area.

The main aim for the future will be focusing on promoting high quality development and securing further benefits in order to improve the overall character, connectivity and facilities of the area. It needs also to be more lively and diverse in its character and make a significant contribution to the life of the Centre and its Waterfront .

The eastern Maritime Quarter area , and Sailbridge site area in particular now has significant further potential to express Swansea's distinctive character, its links to the sea, its links to its historic, cultural and industrial heritage and form a significant landmark and gateway development with high quality public space, linkages, active frontages and a good sense of place. The area occupies a pivotal location between SA1 Waterfront and Wind Street and like SA1 could complement Wind Street's leisure activity , perhaps with a more varied offer focusing on culture elements and a different customer demographic .

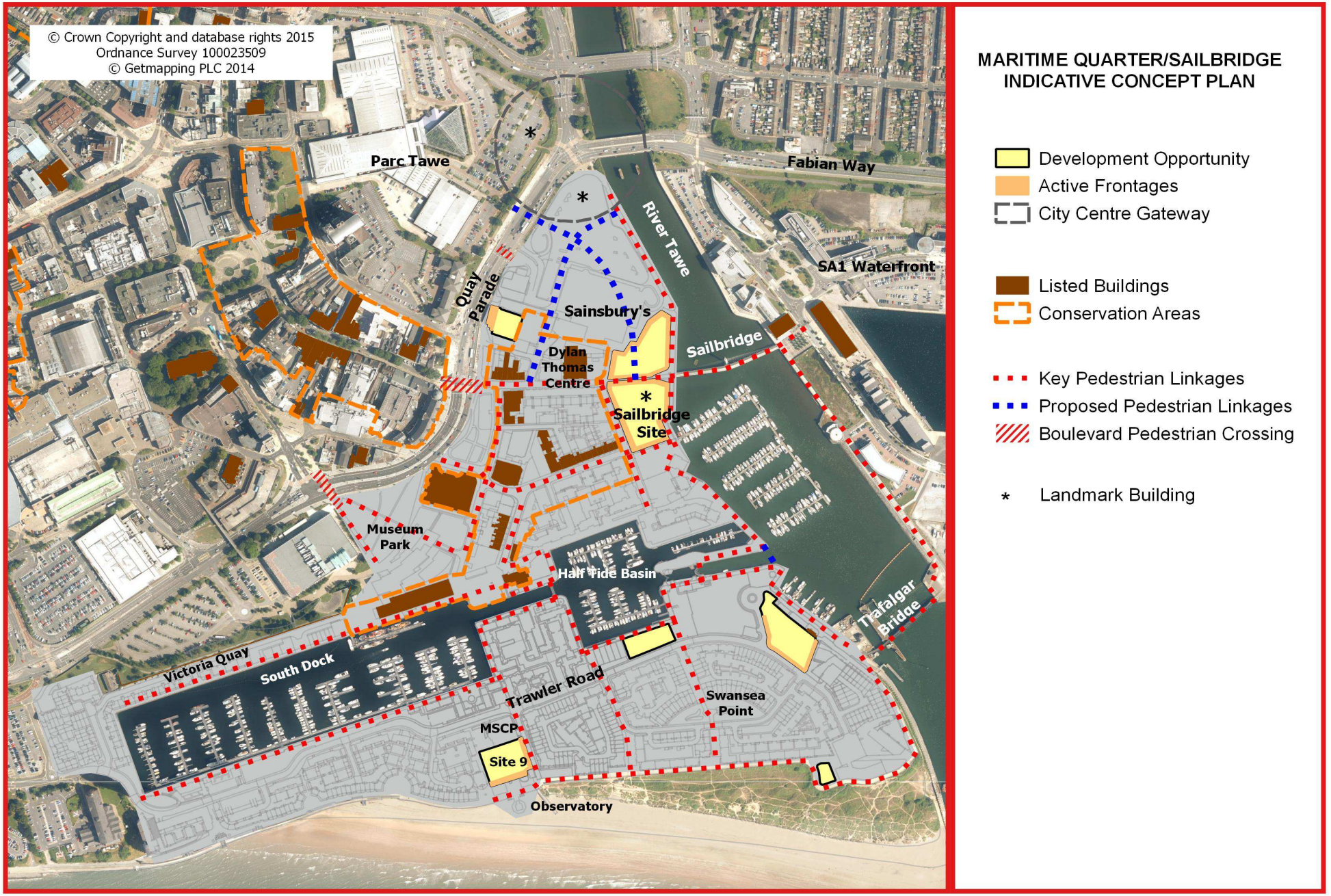
Key Regeneration proposals-

- **Sailbridge Site**- Development of a new high quality place at the Sailbridge site which maximises the potential of its waterfront location and proximity to attractive buildings and historic areas.
- **Pilkington Site** -The former Pilkington site is a key gateway site into the Central Area and must be redeveloped in a high quality manner that links in scale with the adjacent Conservation Area.
- **Other Vacant sites**- Remaining seafront development sites adjacent to the promenade, and at Harbour View Square at Swansea Point present small but significant opportunities for leisure and tourism and public facilities to support tourism potential of the Waterfront.



Evidence Base and Analysis

- The Maritime Quarter in its current form is predominantly a residential area with limited variety or life around the waterfront and the dock.
- This area contains a number of high quality residential developments and must now create a mix of complementary uses.
- The Maritime Quarter plays a vital role in linking and acting as a stepping stone role between the Centre and the waterfront but further improvements to the public realm and the built environment need to be delivered through implementing the development opportunities.
- The area also provides significant linkages to SA1 Waterfront.
- Maintenance of the Public Realm and public art is a key issue
- Maintaining the character and quality of the Conservation area and listed buildings in the area.


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Parc Tawe
Fabian Way
River Tawe
SA1 Waterfront
Quay Parade
Sainsbury's
Sailbridge
Dylan Thomas Centre
Sailbridge Site
Museum Park
Half Tide Basin
Trafalgar Bridge
Victoria Quay
South Dock
Trawler Road
Swansea Point
MSCP
Site 9
Observatory
MARITIME QUARTER/SAILBRIDGE
INDICATIVE CONCEPT PLAN
Development Opportunity
Active Frontages
City Centre Gateway
Listed Buildings
Conservation Areas
Key Pedestrian Linkages
Proposed Pedestrian Linkages
Boulevard Pedestrian Crossing
* Landmark Building

Development and Design Principles

The key development and design objectives are:

High Quality development– A new high quality place should be developed at the Sailbridge site which maximizes the potential of its waterfront location and proximity to attractive buildings and historic areas. A new development brief will be prepared for this site and be subject to further public consultation.

Public space- The river frontage should be maintained as a generous public area, potentially with public art and greenspace , and with active uses particularly at ground floor. It should be designed to facilitate cycle and pedestrian movement along the river to connect with the Marina.

High Quality Frontages- Design of new buildings adjacent to the river should include high quality frontages and respect the scale of the buildings in SA1 as well as the Georgian buildings of the adjacent Conservation Area .

Development Frontages- Any new development frontages overlooking Victoria Road/ Boulevard and along the key pedestrian corridor to SA1 should be positive, attractive, lively and actively engage with their surroundings.

Complementary Uses- The cultural significance of the Dylan Thomas Centre should be used to encourage complementary uses, activities and the design of a public space/performance area as part of the development.

Mixed Uses- Encourage a mix of uses in the Maritime Quarter including business and leisure, to create a lively destination and add diversity and activity. Such uses should not however compromise the quality of life for the area.

Existing commercial Uses- Retain and enhance existing commercial mixed use frontages in key public areas on the Maritime Quarter quaysides, promenade and riverside.

Event space- There is potential to enhance Dylan Thomas Square adjacent to the National Waterfront Museum as a more attractive events space that encourages use throughout the year.

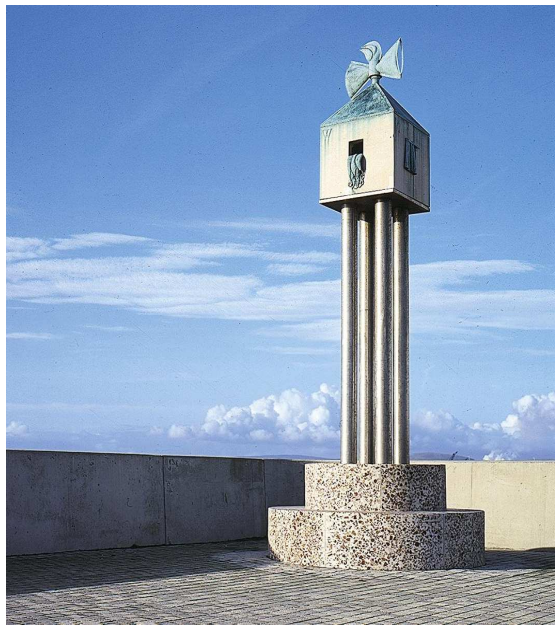
Public facilities and activities- Encourage the development of facilities or activities along the promenade and river frontage, particularly leisure activities which can add life and create a stronger Waterfront destination for the City Centre;

Redevelopment of sites- Longer term selective redevelopment of existing sites for more appropriate uses should be considered as opportunities arise as part of a deliverable Masterplan. This might include the Sainsbury's site and the gateway to the City from the vehicle bridges;

Accessibility and Movement

The key access and movement objectives are:

- **Car Parking**– Car parking will need to be incorporated both for residents and visitors in the area.
- **Pedestrian Linkages-** The development should through quality of design and the use of high quality materials enhance the pedestrian corridor from the site to Museum Green and north towards Princess Way or Wind Street to the City Centre;
- **Cycle routes**- To provide quality cycle routes and facilities to complement the NCN which runs through the Maritime Quarter area should be provided.
- **Innovative Links across the waterspace**– The proposed bridge link across the Marina entrance should be completed. Also there may be potential to introduce a new bridge link from Dylan Thomas Square (adjacent to the National Waterfront Museum) over the dock to the south side of the marina. This could provide a direct and legible through the areas south of the dock and link ultimately to the beach .



Public Art—Swansea Promenade



Maritime Quarter Seafront Promenade

7.0 Delivery and Next steps

The proposals established in the Regeneration Framework are based on an assessment of what is realistically deliverable, but will require focused energy and resources if they are to be achieved.

A Delivery Strategy and Action Plan are integral to the Framework and set out a schedule of activities, which will be used to programme inputs from a range of organisations, to achieved a phased and viable sequence of development and change.

Delivering the regeneration agenda will be a major challenge in difficult economic circumstances. No one authority or agency has the full range of resources, powers and experience available to meet that challenge and deliver the scale of change involved. While the private sector is expected to deliver large parts of the development programme, there will still be a significant need for public funding, particularly for the public realm and infrastructure projects. A significant level of capital and revenue funding will also be needed to start the process.

To ensure that the programme is delivered, there are some key issues relating to planning context, management and maintenance, infrastructure improvements and feasibility work, delivery mechanisms, marketing activity and partnership activity which require attention.

Planning Policy

Planning policy has an important role to play in facilitating future investment and in directing the type and form of new development in the Central area. The Regeneration framework will play a positive role in influencing projects, in order that the developments achieve the highest quality and bring greatest benefits to residents and visitors.Planning policy must also be put in place to advance the Central Area regeneration agenda and protect it from undesirable development, particularly in relation to protecting the Retail and Leisure Led Mixed Use Centre.

The Regeneration Framework has followed the required process to allow it to be adopted into the planning system as informal planning guidance and a material planning consideration in the determination of planning applications in Swansea's central Area. It establishes the key principles for development, urban design and accessibility across the Central Area, and it will provide the basis for the development of more detailed Development Briefs on some priority sites.Ultimately the Regeneration Framework is a tool which sets out the key parameters, allowing the required flexibility to deliver development in detailed form, but allowing flexibility to take into account prevailing market trends. The Regeneration Framework will be used to provide more certainty and confidence to prospective developers, investors and businesses and then be used in the decision making process.

The Regeneration Framework will play a significant role in informing the preparation of the Deposit Draft of the Local Development Plan (LDP) due to be published in 2016. The LDP will feature more detailed policies and proposals which will include a focus on the key sites in the Retail Leisure Led Mixed Use centre and complementary areas.

Preparation of Development Briefs Development Briefs will be produced for individual key City Centre sites, which will set out the detailed planning and design principles that development at these locations will need to attain. This includes such sites such as the Sailbridge site, Oxford Street School site and Site 9,

Funding Opportunities

The following funding mechanisms are currently available to the Council

Vibrant & Viable Places Framework (VVPF): The Council has secured £8.4 million of VV PF to target regeneration projects in the Central Area. VVP will support the creation of places/ environment to encourage private sector investment in commercial/residential property. Part of this funding will be allocated for Essential Enabling Infrastructure, including the demolition of the former Oceana building and related land assembly and £1m towards highway related projects

Welsh European Funding Office (WEFO): Discussions are on-going with WEFO regarding potential future European funding.

The Building Enhancement Programme (BEP): BEP grants are available to owners or occupiers in the City Centre who would like to improve their commercial properties. Projects can have a BEP grant of up to 50% of the eligible cost of the improvement work. Projects can have a BEP grant of up to 50% of the eligible cost of the improvement work and professional fees, and this is assessed on a case by case basis. Eligible items for grant funding include building facades, roofs, shopfronts, rainwater goods, signage and lighting.

The Property Development Fund: This is a mechanism available to the Council to provide grant assistance to property developers towards new build or large scale refurbished commercial space. Funding is available to meet the financial gap between the construction costs and the completed market value of the eligible parts of the property, up to a maximum of 33.3% of the construction costs

Planning Obligations (Section 106 Agreements) Section 106 agreements and contributions will be used to balance the impact of developments with improvements to local infrastructure, facilities or services. A range of activities may require contributions, and these will be identified at an early stage in discussions , at a pre application stage or through a development brief or design guide.

Key Partnerships

Swansea needs an upfront, genuine public/private partnership with clear, joint leadership and associated governance that leads delivery and with regular structured reviews on progress. The other key parties in this process are the following:

Welsh Government: WG have an important role to play in the delivery of the city centre. The Council and WG are the two primary bodies responsible for the delivering the regeneration of the city centre and have been working in partnership since the Strategic Framework in 2007. It is important that this partnership continues, particularly through the recent designation of the city as a Regeneration Area by WG resulting in subsequent commitment to wider regeneration initiatives in the city.

Swansea Bay City Region: the City Region encompasses the four local authority areas of Neath Port Talbot, Swansea, Carmarthenshire and Pembrokeshire. The Regeneration Framework needs to link into the City Region's vision which is seeking to be recognised internationally for its emerging Knowledge and Innovation economy by 2030. The focus on delivering the Swansea Bay City Region Economic Regeneration Strategy and the fact that there is a continued engagement with businesses (and a new structural funds programme) means that is a key lever for investment and growth in the City centre.

Universities: UWTSD is proposing a major new campus on SA1 and the Strategic Framework Review seeks to embrace SA1 (rather than turn its back to it), by maximising the linkages between the two areas. The public/private strategic partnership referred to above and the University should work together achieve this, including ensuring the master planning of the wider areas is complementary to each other.

Swansea University has enjoyed a period of tremendous growth and aims to be a research intensive UK top-30 UK University by 2017. Their campus development programme includes the new £450 million development on the eastern approach to the city, together with the transformation of the existing Singleton Park Campus. The Regeneration Framework therefore needs to capture the benefits of such investment on the edge of the city.

Housing Associations: delivery of housing in the city centre is an important element of the Framework. Any partnership needs to be work closely with the active housing associations in the city such as Gwalia, Coastal Housing, Family Housing Association and United Welsh Housing Association.

Private Sector: The public sector needs to engage fully with the private sector in order for vision to be achieved. This includes the major landowners, businesses and investors within the Central Area. This is essential in ensuring that stakeholders understand the wider benefits to the when initiatives or development (whether small or large) are delivered. For example, businesses and landowners on Oxford Street will need to understand the wider city centre benefits of development such as St David's or Council offices on the Kingsway will bring.

Development Delivery mechanisms– Many of the towns and cities that are starting to see development progress, and in some cases delivered, are places where local authorities have taken a more creative approach challenging the traditional ideas of the role of the public sector in delivering development.

The Council has a number of sources of public sector funding streams available to it but as always resources are limited and therefore there must be used in the most effective and efficient manner for maximum impact. Critical to this is investing where the funding can leverage further private sector investment.

The size, variety and complexity of the development opportunities identified in the Regeneration Framework highlights the need for successful partnership working if these initiatives are to be delivered as it is not possible for one entity to deliver the scale of development being put forward. Different types of development also require different skills and an appropriate partner will need to be identified in each instance. Similarly, some of the initiatives proposed will be delivered by individual landlords themselves and other proposals, such as public realm investment, highways proposals and events may be funded and delivered by the Council, or delivered by others.

Local Delivery and Resources

Resources A team with dedicated staff with specialist skills will be needed co ordinate delivery of the Regeneration Framework. A comprehensive work programme will be established which identifies cross relationships. Working Action Plan

APPENDIX

1. **"One Wales: One Planet, the sustainable development scheme of the Welsh Assembly Government" 2009**. Within this document, the Vision of a Sustainable Wales is one where Wales:
   "lives within its environmental limits, using only its fair share of the earth's resources so that our ecological footprint is reduced to the global average availability of resources, and we are resilient to the impacts of climate change;
   has healthy, biologically diverse and productive ecosystems that are managed sustainably;
   has a resilient and sustainable economy that is able to develop whilst stabilising, then reducing, its use of natural resources and reducing its contribution to climate change;
   has communities which are safe, sustainable, and attractive places for people to live and work, where people have access to services, and enjoy good health;
   is a fair, just and bilingual nation, in which citizens of all ages and backgrounds are empowered to determine their own lives, shape their communities and achieve their full potential".

2. **Draft Well Being of Future Generations Bill** will aim to make sustainable development a statutory responsibility across the devolved public sector in Wales. considering long term economic, social and environmental wellbeing in all aspects of decision making. The key purposes of the Bill are to:

   - set a framework within which specified Welsh public authorities will seek to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs (the sustainable development principle),
   - put into place well-being goals which those authorities are to seek to achieve in order to improve wellbeing both now and in the future,
   - set out how those authorities are to show they are working towards the well-being goals,
   - put Public Services Boards and local well-being plans on a statutory basis and, in doing so, simplify current requirements as regards integrated community planning, and
   - establish a Future Generations Commissioner for Wales to be an advocate for future generations who will advise and support Welsh public authorities in carrying out their duties under the Bill.

   The Bill is due to be adopted in April 2015 and will apply to the City and County of Swansea from April 2016.

3. Swansea Bay City Region Economic Regeneration Strategy

This is ambitious strategic framework to support South West Wales and its future economic development. It sets out a bold new vision for a 'confident, ambitious and connected City Region recognized internationally for its emerging knowledge and innovation' .Along with 4 cross cutting themes it sets out 5 strategic aims for

- Business growth, retention and specialization
- Skilled and ambitious for long term success
- Maximising job creation
- Knowledge economy and innovation
- Distinctive places and competitive infrastructure.

http://www.swansea.gov.uk/article/8061/Swansea-Bay-City-Region-Economic-Regeneration-Strategy

4. Health, Social Care and well being Strategy 2011-2014 Making Swansea a Healthier City- Swansea was designated by the World Health Organisation as a Healthy City in September 2010. The European Healthy City network sets criteria in phases, the current Phase (Phase VI) is on Health 2020 - the European policy framework supporting action across government and society for health and well-being. Phase VI has 4 core themes focusing on investing in health through a life-course, tacking the challenges of infectious and non-communicable diseases; strengthening people-centered systems and public health capacity, and creating resilient communities and supportive environments.

The Council's Health, Social Care and Wellbeing Strategy sets out a number of themes that are relevant to new residential developments. http://www.healthchallengeswansea.org.uk/index.cfm?articleid=46133

The Healthy cities movement started in 1988 and is a dynamic driving force in many European cities that support politicians, public sectors and other agencies in implementing strategies and action to address the growing health challenges in cities and surrounding areas. Particularly with the economic downturn, local leadership has a key role to advocate for health needs of the people who are most vulnerable, socially and economically at a disadvantage.

Health and health equity in all policies are overarching drivers with specific focus in this phase on caring and supportive environments, healthy living and healthy urban environment and design. Neighbourhood management, tackling obesity at a community network level and a health impact assessment of the Local Development Plan formed part of the submission and are now particular areas of focus where work is underway

http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

5. The One Swansea Plan Single Integrated Plan; Places People Challenges and Change The purpose of this plan is to improve the wellbeing of people in Swansea by ensuring that professionals and the public work together on a shared set of outcomes and challenges. It has been developed by Swansea Local Service Board which includes the main public service agencies for the area and representatives of the voluntary and business sectors.

http://www.swansea.gov.uk/oneswansea

6. Tackling Poverty Strategy
The strategy is part of the Council's policy commitments and aims to outline our proposed approach to reducing and alleviating the impacts of poverty.
http://www.swansea.gov.uk/povertystrategy

7. Review of Retail Capacity, Investment Potential and Strategy for the City & County of Swansea (2014) This concludes that "Swansea is currently failing in both its retail and leisure offer with poorly configured retail space, lack of complementary leisure opportunities, dated environment and relatively weak tenant profile for what is Wales's second city". Positively however, it identifies Swansea City Centre's catchment as being capable of supporting a regionally dominant leisure and retail scheme in keeping with the needs of a city region. The document also states that broadening out the mix of uses in order to deliver office worker, residential, tourism and retail and leisure/catering catchment spend is a requirement of delivering a 'ten-till-ten economy'.

8. Town Centres and Retail Dynamics: Towards A Revised Retail Planning Policy For Wales- This report sets out recommendations for planning policy in Wales to adapt to the changes in the sector in terms of protecting and promoting town and city centres.

9.National Assembly for Wales Enterprise and Business Committee :Regeneration of Town Centres (January 2012) - This report sets out a series of 21 recommendations following and inquiry into the regeneration of town centres**.,** which related to matters which needed to be addressed by WG and local planning authority. This included the need to protect centres f rom out of town developments, dissemination of good practice, how LPA's should consider office uses to increase footfall in centres, and the need for a robust framework for the design development and delivery of town centre regeneration.

10. Sustainable Development Policy

The Council has a corporate Sustainable Development Policy (adopted Jan 2012). The policy provides guidelines which help the Council to deliver sustainable outcomes for the county's communities. The Council is committed to embedding sustainable development as its central organising principle. Development on a sustainable basis considers long term economic, social and environmental wellbeing in all aspects of decision making. The objective being to develop a strong, healthy and just society that lives within environmental limits, based on a sustainable economy, good governance and sound evidence.
More information on sustainable development and the Council can be found here
http://www.swansea.gov.uk/sustainabledevelopment

11. Active Travel Plan The Active Travel Action Plan is intended to set out the specific actions that the Welsh Government, and partners, will take to promote walking and cycling and encourage more people to walk or cycle more often for more journeys. It replaces the current Walking and Cycling Action Plan which was published in 2009. http://gov.wales/consultations/transport/active-travel-action-plan/?lang=en

12. Manual for Streets 2007 This document was produced to counter the dominance of vehicles and highways in streets and is a companion guide to TAN 18. The main aim of this document is to facilitate the creation of streets that promote greater social interaction and enjoyment while still performing successfully as conduits for movement.

13. Manual for Streets 2: Wider Application of the Principles' 2010 forms a companion guide to 'Manual for Streets'. With regard to City Centre streets, arterial routes and High Streets it stresses that these areas must be 'walkable' and provides further detailed guidance and demonstrated how these areas should pre-eminently be 'places' but recognizes that these areas are also focal areas for movement.**http://www.swansea.gov.uk/transportplans**

14.Progress in Partnership- The Regional Transport Plan for south west wales (2010-2015)

14.The Local Transport Plan-The Joint Local Transport Plan for South West Wales (2015 - 2020) is the statutory policy which determines the strategy and programme for transportation and transport infrastructure within the City and County of Swansea

16. Regional Transport Plan

http://www.swansea.gov.uk/article/6841/Regional-transport-plan

17.Regional Network Strategy

http://www.swansea.gov.uk/article/11905/Regional-network-strategy

18. Beyond Bricks and Mortar

Beyond bricks and mortar is an important initiative to secure social benefits from procurement and regeneration activity in the City and County of Swansea for the lasting benefits of the community. http://www.swansea.gov.uk/article/4725/Beyond-bricks-and-mortar

19. Pavements are for People Policy- sets out how we will design, manage and maintain pathways to make sure they are safe for all users..http://www.swansea.gov.uk/article/3680/Pavements-are-for-People-Policy

20. Local Biodiversity Action Plan -.This is a strategy and action plan for the protection, management, enhancement and promotion of Swansea's outstanding natural environment and biodiversity. It outlines a number of strategic actions required for the conservation of the wider biodiversity resource together with a set of detailed actions for the protection of priority habitats and species.http://www.swansea.gov.uk/article/10113/Swansea-Local-Biodiversity-Action-Plan

21. Swansea Environment Strategy (2006)

Swansea Environment Strategy was been produced by Swansea Environmental

Forum in consultation with a wide range of partners . The document provides a coherent framework and vision for the protection and enhancement of the

environment for the benefit of everyone in the City and County of Swansea and the wider community. http://swanseaenvironmentalforum.net/environment-strategy/

22. Destination Management Plan Destination Swansea Bay 2013-2016' addresses the vital role tourism plays in the economy and sets a strategic direction for Swansea Bay as a visitor destination. Produced by CCS in consultation with major tourism stakeholders, it is a shared statement of intent between the public, private and third sectors on how to manage, develop and promote Swansea Bay over the next three years. http://www.swansea.gov.uk/dmp

23. Noise Action Plan- The Welsh Government has produced a noise action plan for Wales 2013-18. The Action Plan describes how and why environmental noise is managed across Wales, and areas within Swansea are identified as Quiet Areas and Priority areas. Quiet areas area essentially tranquil public spaces valued by the local community and include areas such as Swansea Bay and the Tawe Riverside area. Priority areas are clusters of residential properties experiencing high levels of environmental noise and include areas near Fabian Way and parts of the Lower Tawe corridor..

24. Strategic Equality Plan- The Strategic Equality Plan was formally adopted by the Council in March 2015 and sets out how we will build on our previous Equality and Diversity scheme and our arrangements for meeting new legislative duties. http://staffnet/equalityanddiversity http://www.swansea.gov.uk/sep

25. Healthy Cities Network Healthy Cities is a global movement that engages local authorities and their partners in health development through a process of political commitment, institutional change, capacity-building, partnership-based planning and innovative projects.

http://healthycities.org.uk/select-a-city.php?s=208&catID=13

26. Low Carbon City
- To develop and champion a coordinated approach to carbon reduction.
- To ensure that reductions are measurable and meet or exceed national targets.
- To maximise opportunities for carbon reduction projects in the region to access resources and share good practice

http://lowcarbonswansea.weebly.com/aims-and-benefits.html

27. The Welsh Government's Strategy for Older People

http://gov.wales/topics/health/publications/socialcare/strategies/older/?lang=en

27. The Ageing Well in Wales Programme

http://www.ageingwellinwales.com/en/about-us

28. Declaration of Rights for older people http://gov.wales/docs/dhss/publications/140716olderen.pdf

29. The Dublin Declaration of Age Friendly Cities (Cabinet Signed February 2014)

http://www.emro.who.int/images/stories/elderly/documents/dublin20declaration.pdf

30. Social Services and Well-Being (Wales) Act 2014

http://www.senedd.assembly.wales/mgIssueHistoryHome.aspx?IId=5664

31. Making Swansea a Dementia Supportive Community Last September the Council approved a motion to make Swansea a Dementia Supportive Community.

http://democracy.swansea.gov.uk/ieListDocuments.aspx?CId=177&MId=5596&Ver=4&LLL=-1

32. Framework for Action on Independent Living

http://gov.wales/topics/people-and-communities/equality-diversity/rightsequality/disability/framework-for-action/?lang=en

33. UN Convention on the Rights of the Child, (UNCRC)

http://www.unicef.org/crc/files/Rights_overview.pdf

34. City &County of Swansea – Children and Young People's Rights Scheme- The council has produced a children and young people's rights scheme that embeds the United Nation Convention on the Rights of the Child (UNCRC) into all our policies and functions.

http://www.swansea.gov.uk/childrensrightsscheme

35. Welsh Language Scheme (City and County of Swansea 2011-2014)

The City and County of Swansea Council has adopted the principal that in the conduct of public business in Wales, '' ..it will treat English and Welsh languages on a basis of equality

http://www.swansea.gov.uk/cymraeg

36. You Are Here (2015)

Preliminary creative consultation exercise undertaken by Owen Griffiths, Isabel Griffin and Rhian jones. The You Are Here team were engaged as part of CCS 's team of consultants involved in the preparation of the Regeneration Framework to undertake a creative led consultation to engage with the public. A series of themed events and pop ups were used in empty shops and spaces owned by the CCS, involving partnerships and targeted conversations.

http://youarehereswansea.com/wp-content/uploads/2015/10/YAH-Final-Report-WEB.pdf