

Welcome to today's exhibition and thank you for coming

What you will find here today is information on our plans for the regeneration of the Civic Centre.

The proposals have been developed by Urban Splash, as strategic development partner of Swansea Council.

The proposals are currently going through the statutory pre-application consultation process ahead of the submission of a full planning application.

The regeneration of Civic Centre is an important step in the ongoing transformation of the city.

Today's exhibition will explain more about:

- Our proposed planning application submission for the future of the Civic Centre
- How this building fits into the wider regeneration of the city
- Detail of the first phase of Ffordd i'r Môr and public realm proposals
- Details of the design and look of the building itself
- Detail of the proposed aquarium

We hope you like what you see and look forward to hearing what you think of the plans.



City on the Beach

City on the Beach is the shared vision of Urban Splash and Swansea Council, celebrating the city’s unique combination of urban living and natural beauty.

In addition to the beach, landscapes of national significance surround the city – the Gower Peninsula, the Brecon Beacons, the Tawe Valley and Pembrokeshire beyond – while at its very heart lies a compact, walkable, vibrant city core focused on health, wellbeing and sustainability.

Not every city has a beach and Swansea has more beach than Brighton and Barcelona put together. Of course it’s nice to have but it’s much more than that. It’s an ace most cities don’t have, there’s a handful in Europe and a couple in the UK. In the fight to keep the best people, attract the best jobs and deliver the best quality of life Swansea has a five-mile head start, because if you can live anywhere why not live in the city on the beach.

You can read more about City on the Beach, our vision for Swansea, here.



City Waterfront

A world class destination and a new waterfront district for Swansea, where the city meets the beach.

A brand new waterfront destination for residents and visitors to gather, relax and enjoy the stunning sweep of Swansea Bay. Sitting at the end of the newly created Ffordd I'r Môr ("Route to the Sea") connecting the city centre and Arena directly to the beach, the reinvented and repurposed Civic Centre building will form the centrepiece of a new district buzzing with places to eat, drink and entertain including up to 150,000 sq ft commercial and up to 600 homes. New cafes, bars and shops will line the ground floors spilling out onto the front, with apartments, workspace, aquarium and events space all part of the mix too. A unique place where the city truly meets the beach. The civic centre repurposing will support beach activation for all communities.

CGI showing Civic Centre within the context of the wider City Waterfront Masterplan



Foreshore and the wider masterplan

The Civic Centre sits within the wider Swansea Bay foreshore, forming a prominent and important gateway site along a regeneration zone that stretches from the Mumbles to the Marina.

The Swansea Bay foreshore offers a variety of spaces, uses, natural environments and urban realms. The Civic Centre marks transition point into and from the City.

A vibrant catalyst and pivotal moment



Wild Landscape

Village

Parkland

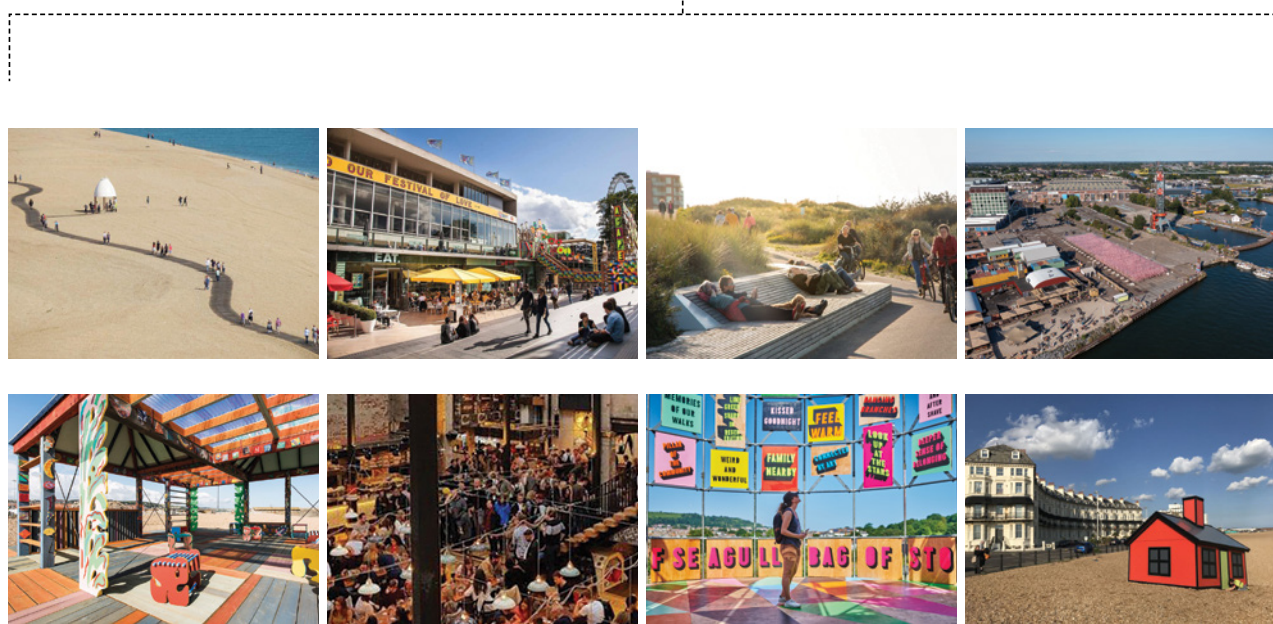
Open Beach

Dunes

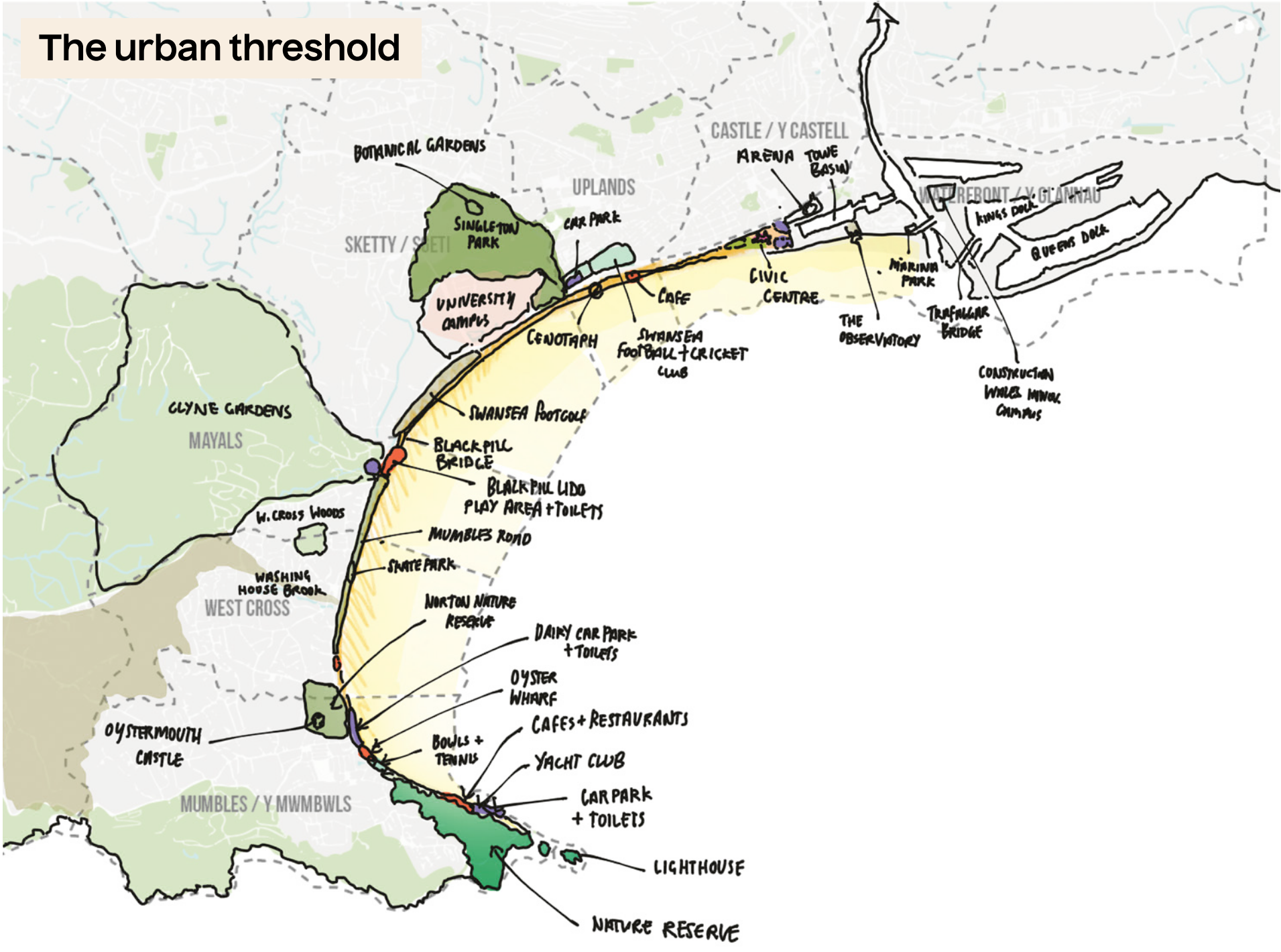
Civic Centre

Marina

Docklands
Aber Tawe



The Civic Centre will be the centre of a wider regeneration project, delivering c. 600 new waterfront homes, commercial and leisure led development and new and improved routes to the beach and the City Centre.



The Civic Centre building is the heart of the masterplan and is the focus of the first planning application. Subsequent applications will deliver on adjacent plots, creating a new beach front community and leisure destination for the city, aligned with the Council's Local Development Plan.

The Civic Centre and the proposed development

Constructed between 1979–84, the building is 4 to 6 storeys high with a complex layout and a lower ground floor that becomes a full basement on the south side.

The building's cladding consists of large pre-cast concrete panels resting on slab edges. The panels are in fair condition, with some signs of edge deterioration.

Overall the building is well designed, robust and in good condition for its age.

Civic Centre building and curtilage plan



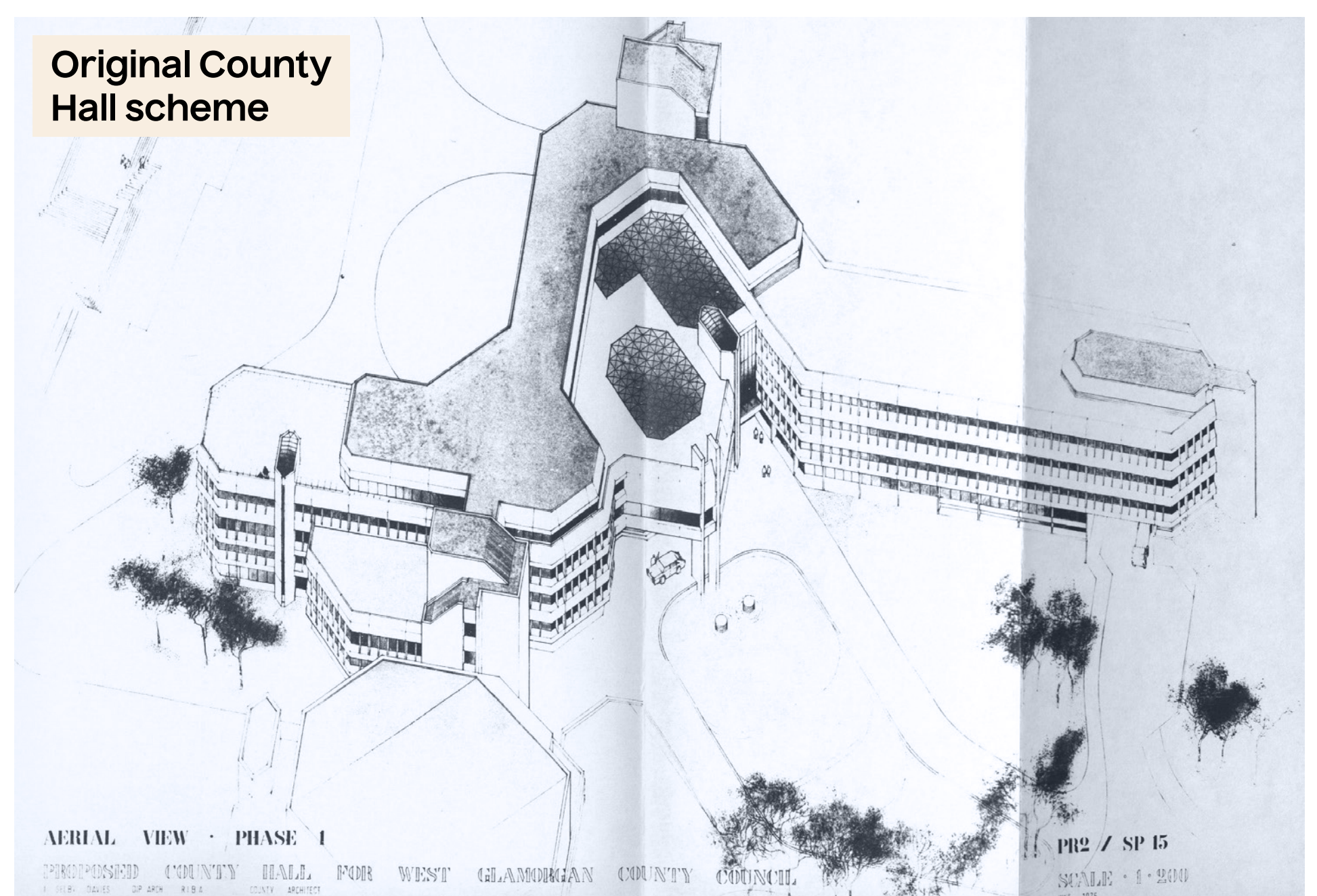
The proposed development would reuse the existing Civic Centre in its entirety, a significant carbon saving, delivering commercial uses at ground floor, including an aquarium, retail (largely food and beverage) and leisure uses. At upper levels the floors would be converted to residential use, creating up to 138 new homes with some commercial uses proposed at upper levels in the atrium.

To the south façade, retail units would open out onto new terracing, providing external seating and a landscaped lawn area, leading to the beach. The coastal path would be upgraded and widened.

The existing northern entrance would be retained as the primary access point to the building, albeit the access arrangements amended to create a more legible entrance. The building would also host a series of separate residential entrances and a dedicated entrance for the new aquarium. The existing atrium space would be arranged to act both as a retail and leisure destination and a link through from the city centre to the beach.

Parking will largely be accommodated on existing surface parking areas.

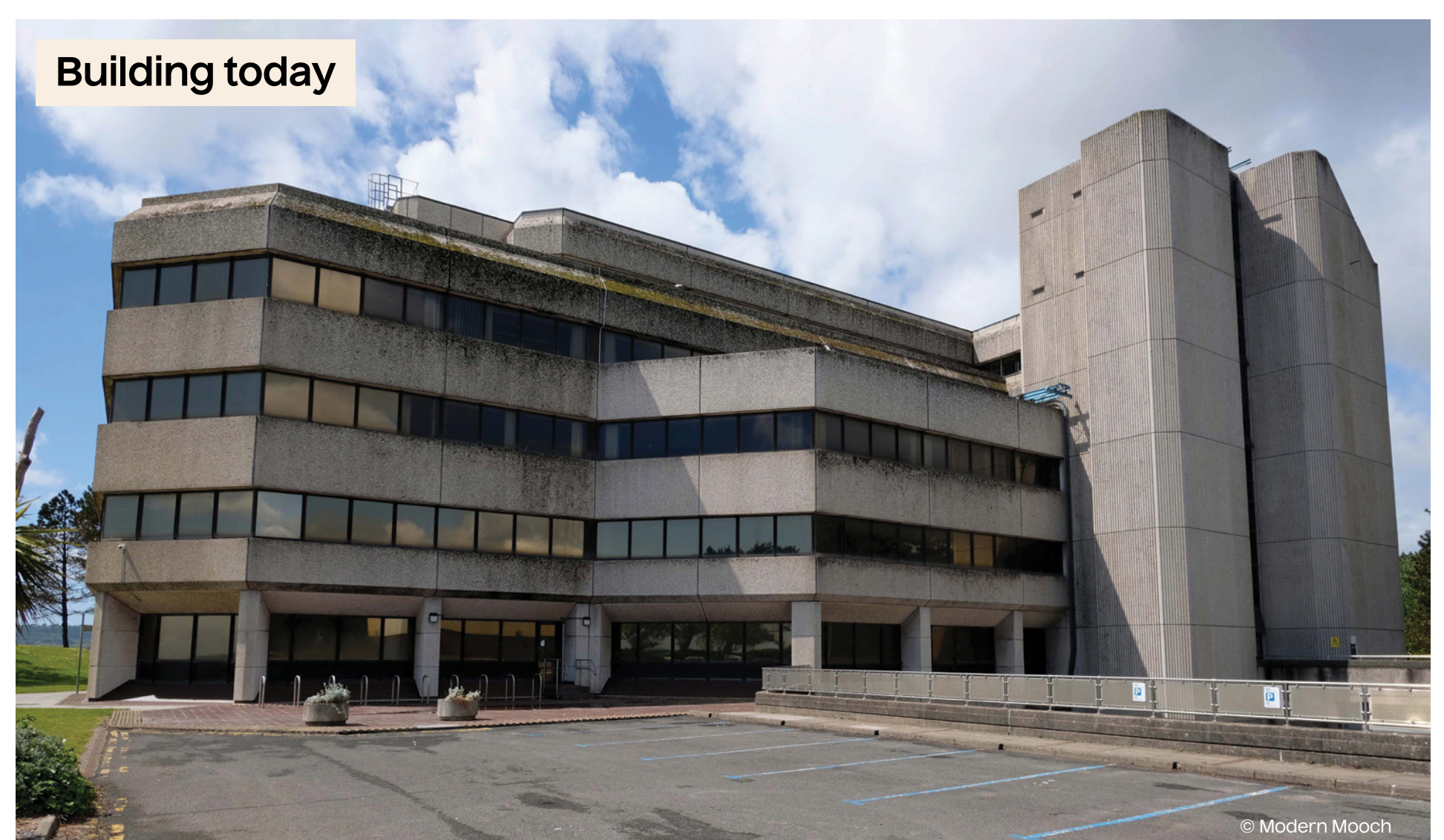
Original County Hall scheme



Historic construction

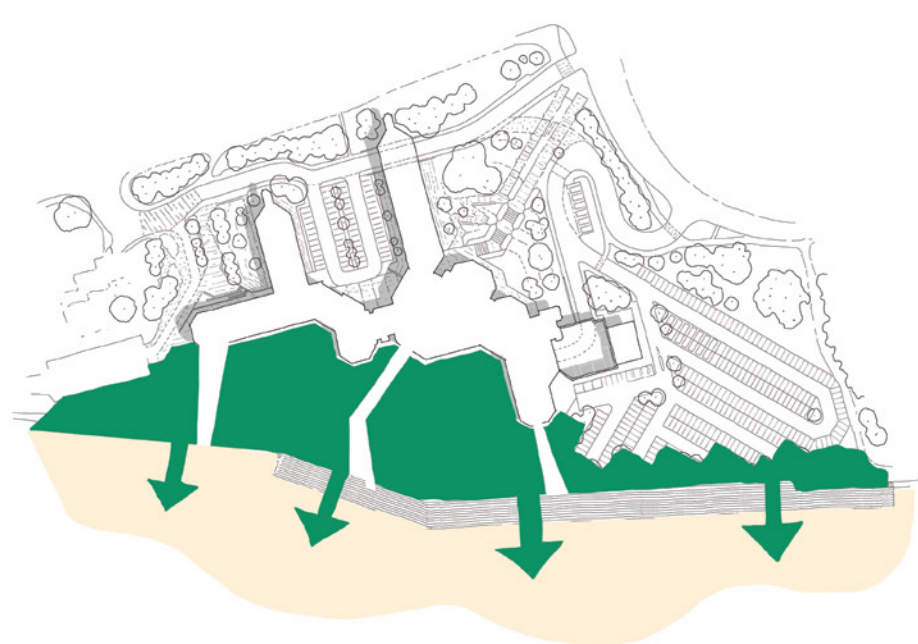


Building today

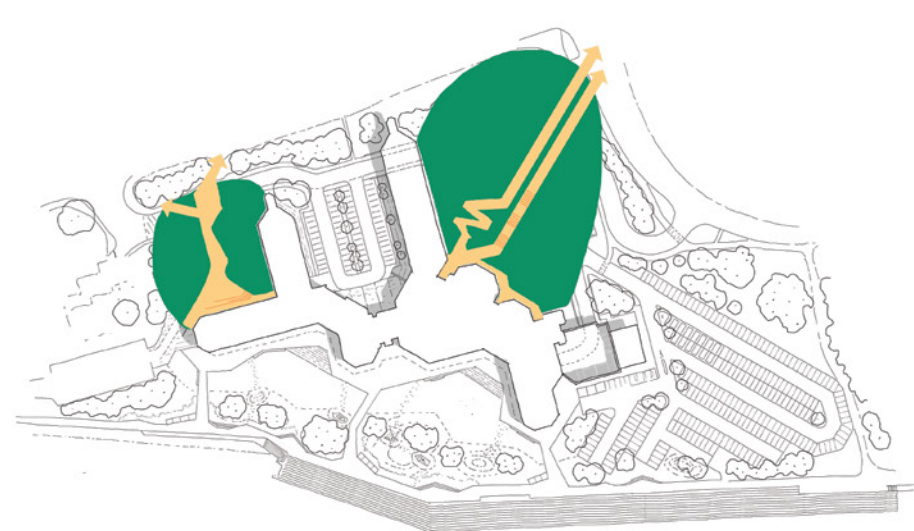


Public realm and movement

Public realm and landscape opportunities



Enhancing the setting to Swansea Bay connecting the Civic Centre with the beach.



Creating welcoming and accessible East and West connections from Oystermouth Road.



Celebrating the undulating landforms.



A frontage activated with play & performance.

The proposed public realm will create a range of spaces for use by visitors and residents. Spaces including areas of lawn for casual use and hosting events, public facilities for beach users, play and maker spaces as well as beach huts.

To the south, the public realm will create permeable routes linking the Civic Centre to the beach front.

The approach to the public realm will be layered, to create spaces for all uses during different times of the year – transitioning from the retail edge to the beach front.

The coastal path will be widened and improved along the Civic Centre frontage – aligned with recent improvements in the Mumbles.

A key aspect of the proposal is the first phase of Ffordd i'r Môr, an active travel route northeast of the building, designed to improve connectivity from the city centre to the waterfront, and directly to the Civic Centre entrance.



BEACH HUTS



MAKER SPACES



THE LAWN



BEACH & TOURIST FACILITIES



YEAR ROUND SPACE



PLAY ROUTES



NATURAL PLAY



SEATING EDGES



SHARED PROMENADE



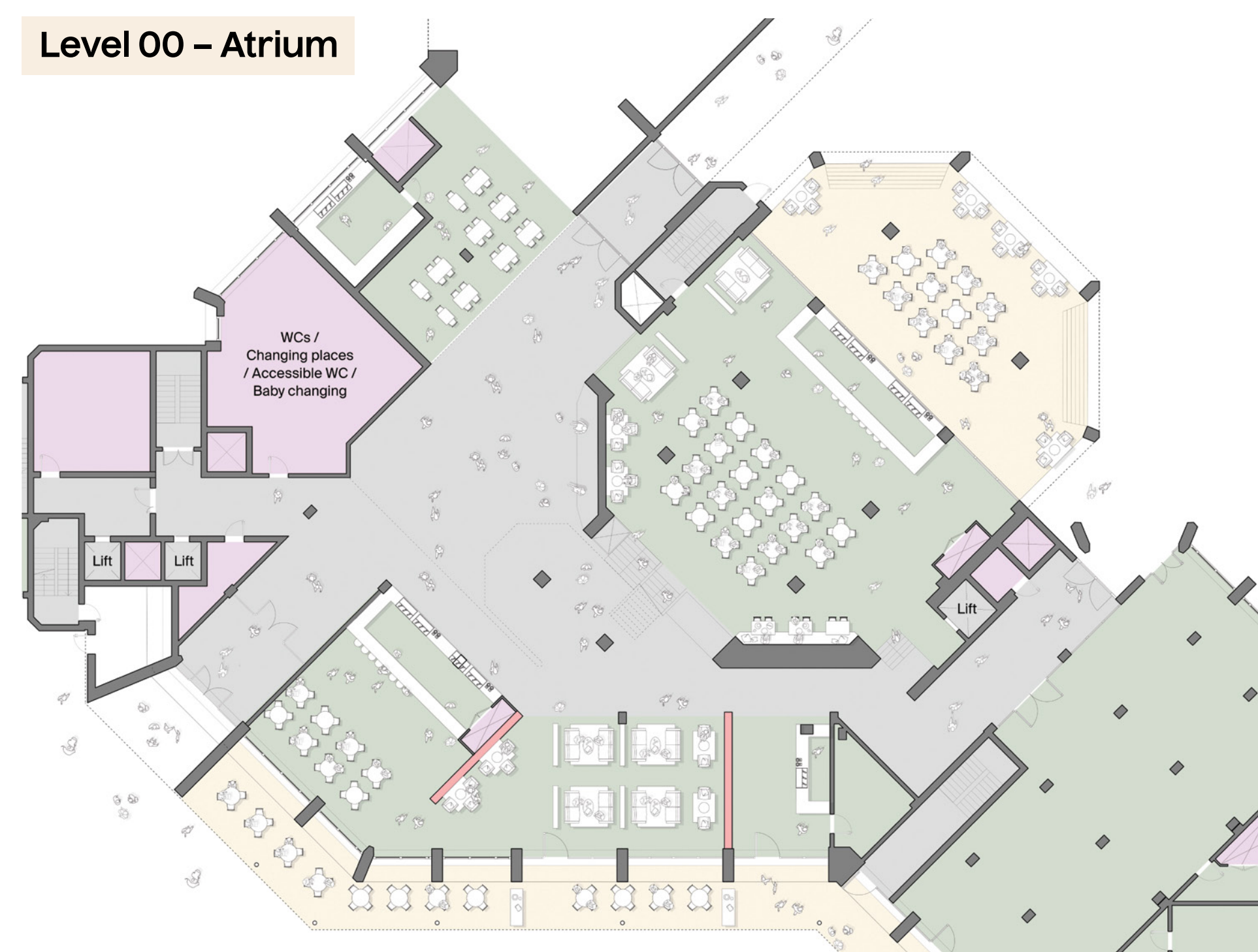
WIDENING OF THE PROMENADE

Atrium and Chamber

The atrium is envisaged as a dynamic space for the people of Swansea to interact and engage with cultural programmes and leisure activities.

The atrium also connects to the south of the building and the commercial trading spaces which occupy its perimeter.

In periods of inclement weather and colder seasons, the atrium will offer a dry and warm space for the community to meet, work, dine and be entertained together.



The chamber offers the chance to programme events, be it cinema, talks or wellbeing activities, or become part of a commercialised offer providing conference or wedding facilities with catering and accommodation to support the package.

The space outside the chamber has the potential to provide ancillary and support spaces for the commercial and cultural uses that might occupy the chamber.

Retail, leisure and beach front



The ground floor offers an opportunity to create an active frontage by integrating mixed-use spaces such as restaurants, cafés, and shops that spill out onto the public realm along the southern perimeter, fostering a lively and engaging seafront.

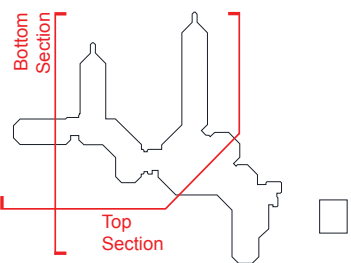
Glazed frontages, flexible external trading areas, and soft landscaping throughout the site encourage social interaction, boost foot fall, and contribute to a vibrant, safe, and welcoming environment that could support both community life and economic activity.

The overall landscape strategy aims to establish a strong connection from the urban realm to the north, through the atrium, to the southern beach front.

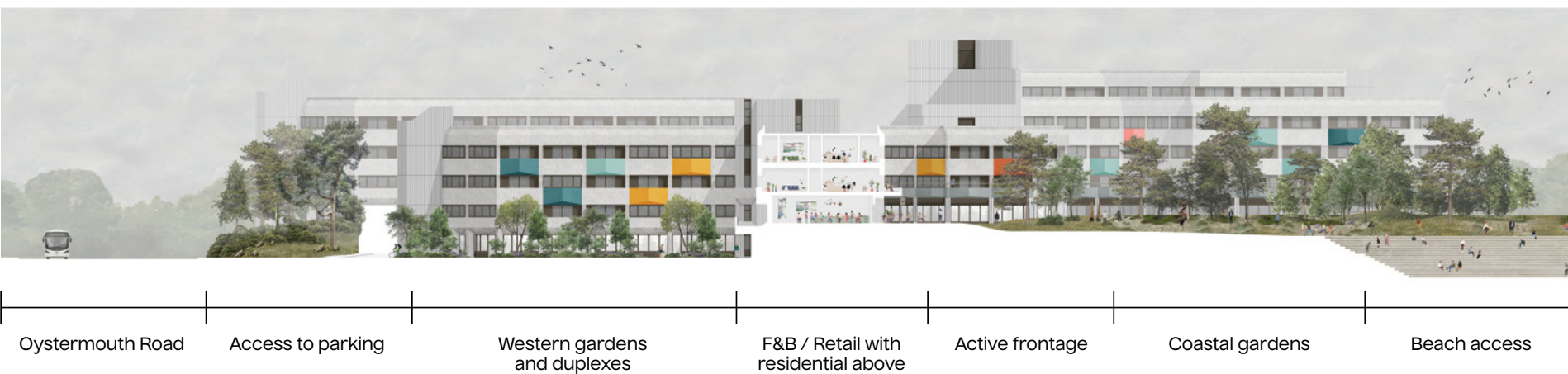
Facilities for beach users would be provided, including toilets and showers.

Elsewhere in the building Civic Centre will be the home for the new City Aquarium.

A design code will be established, and deliver post approval via a condition, to control colour pallet, branding and furniture to ensure that a consistent and aesthetically pleasing external environment is created and maintained.



Residential and Commercial Frontage

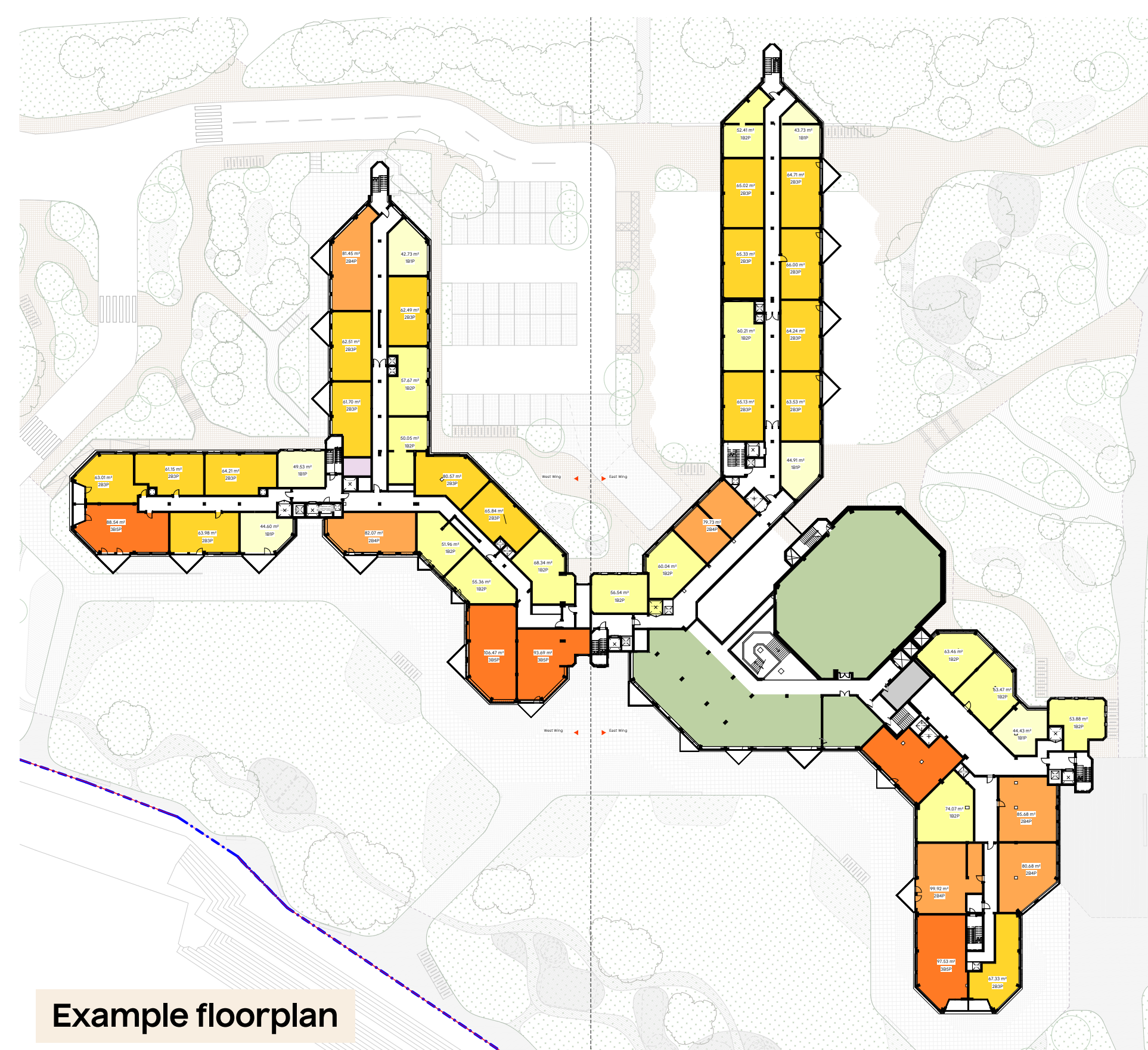


New homes

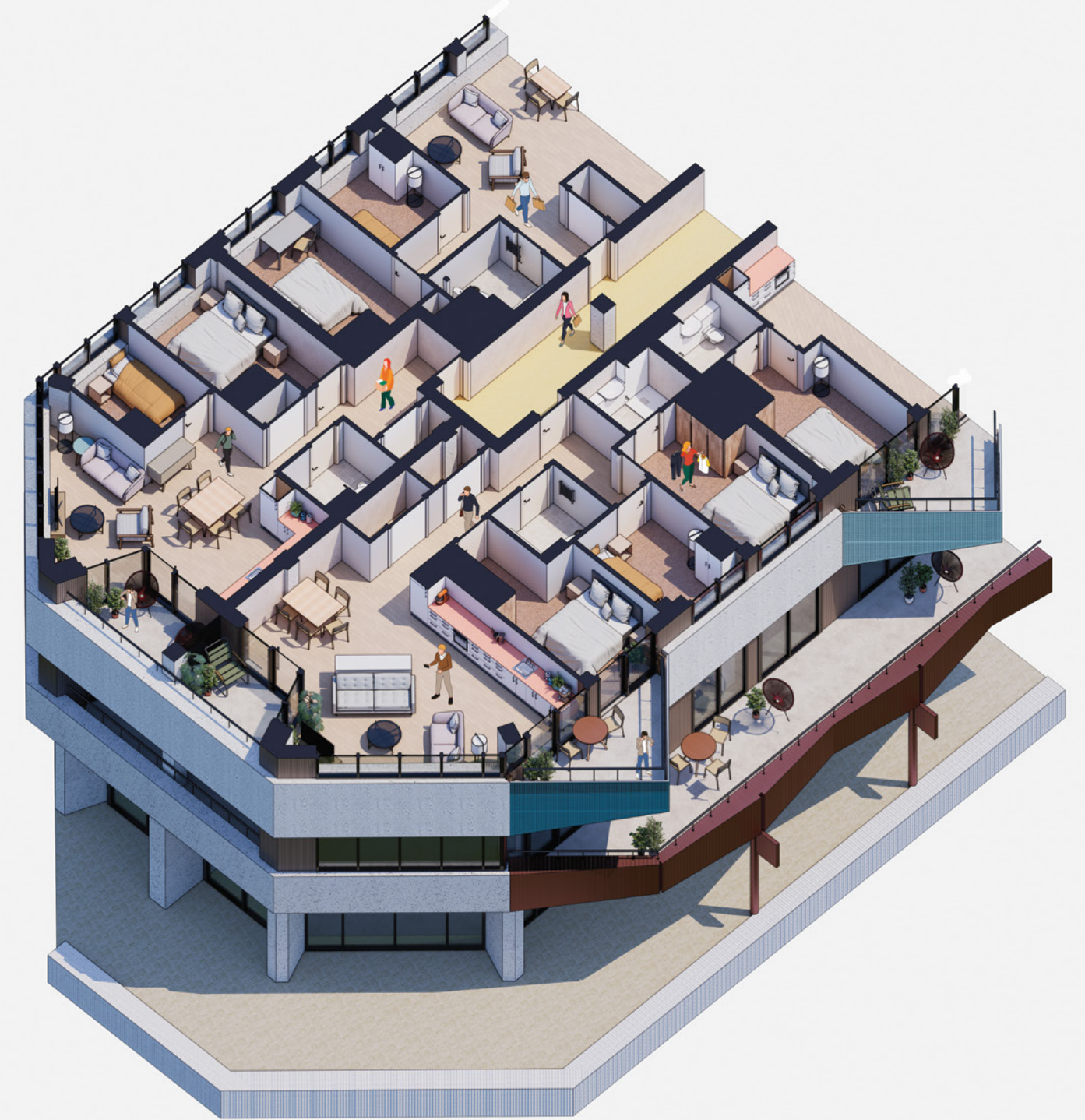
On upper levels the development would deliver up to 138 new homes. A mix of 1, 2 and 3 bedroom residences, offering a mix of city and sea views.

Many of the new homes will feature balconies, and also have access to generous roof top communal garden space.

Surface level parking will be provided across the site, predominantly in areas of existing surface parking.



Example apartments



Please tell us your views

Thank you for viewing
our proposals.

Please feel free to ask any
questions of the team members
here today, and we would be
very grateful if you would fill out
a feedback form before you leave.

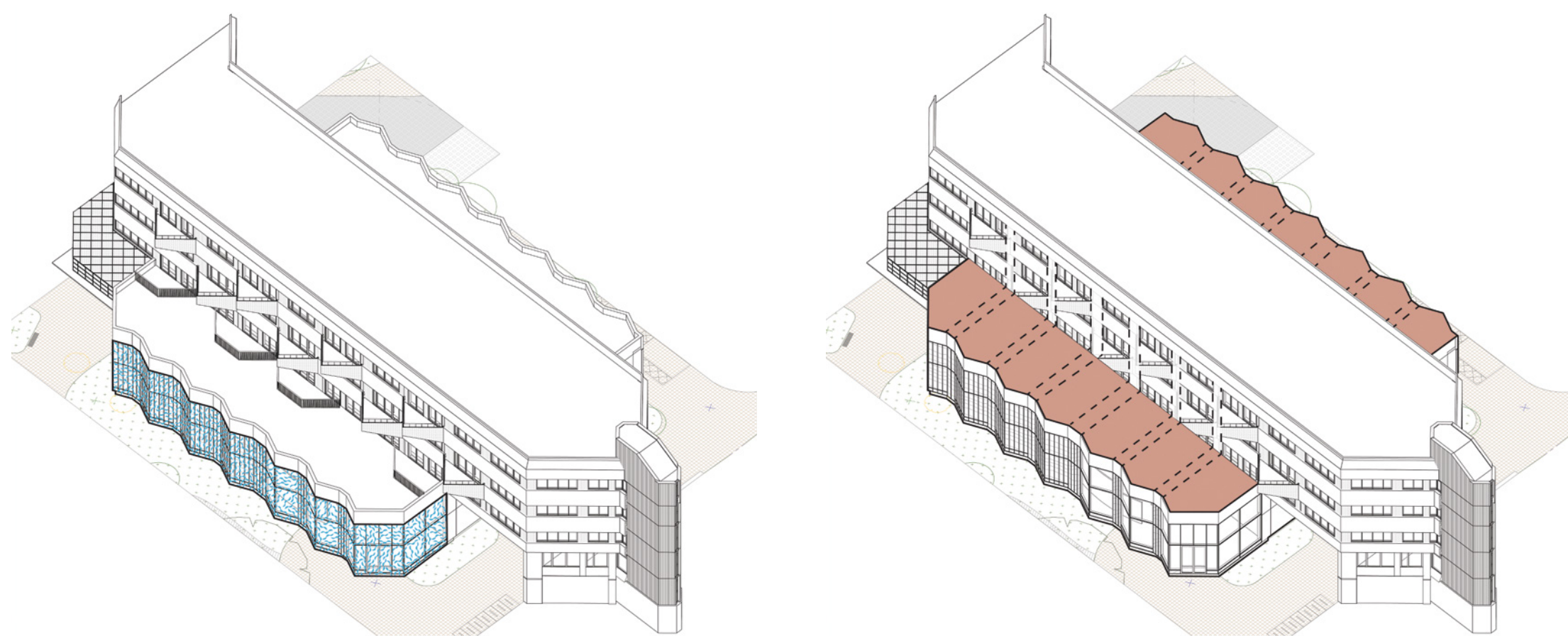
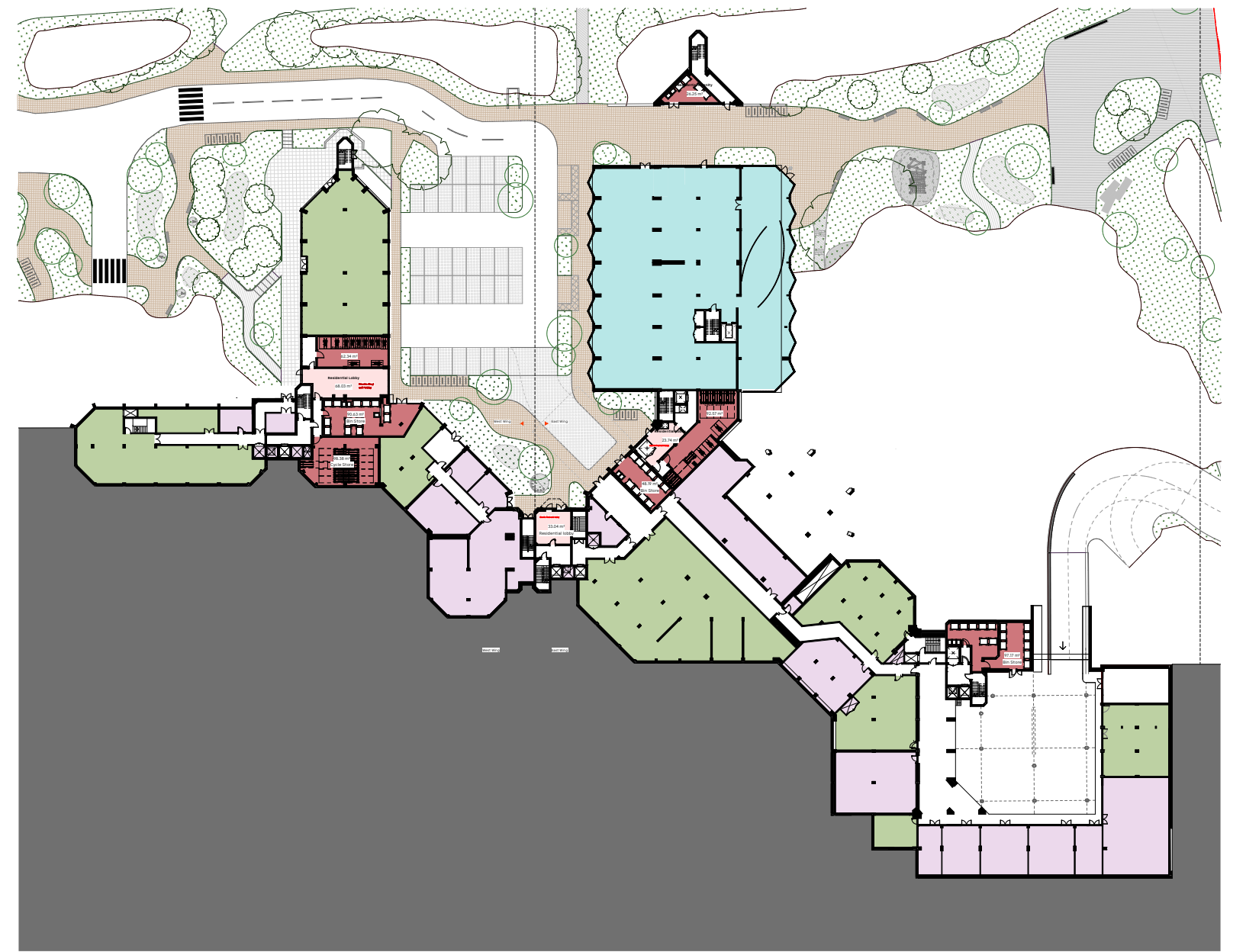
Thank you.



City Aquarium

The new city aquarium will be located in the Civic Centre's northeastern wing, which will be extended to each side to create additional exhibition space. The Aquarium will combine a live aquatic experience with a state of the art immersive digital one.

Visitors will arrive at ground floor level at the tip of the northeastern wing, moving through the building and rising up to the atrium level. The exit will be via the atrium, and into the retail space, offering a destination that complements the other proposed uses with the Civic Centre.



Ffordd i'r Môr

Following review of feedback from the consultation and discussions with the Council, the proposed route of the Ffordd i'r Môr has changed.

Rather than cut a diagonal route from the arena park to the beach, it will run along Oystermouth Road and then along the side of the Civic Centre. The change benefits the proposals in a number of ways:

- The majority of the Ffordd i'r Môr will now come forward as part of this initial planning application, securing new public infrastructure earlier.
- It creates an improved entrance to the Civic Centre, enhancing legibility of the main entrance and enabling the rationalisation and improvement of landscaping, public realm and active spaces.
- It creates a more direct route to the beach, better activating the proposed retail units to the south east of the Civic Centre development.
- It rationalises the wider masterplan, creating more logical future development plots to the east of the civic centre.



Canolfan Ddinesig / Civic Centre

