

# CARDIFF CENTRAL

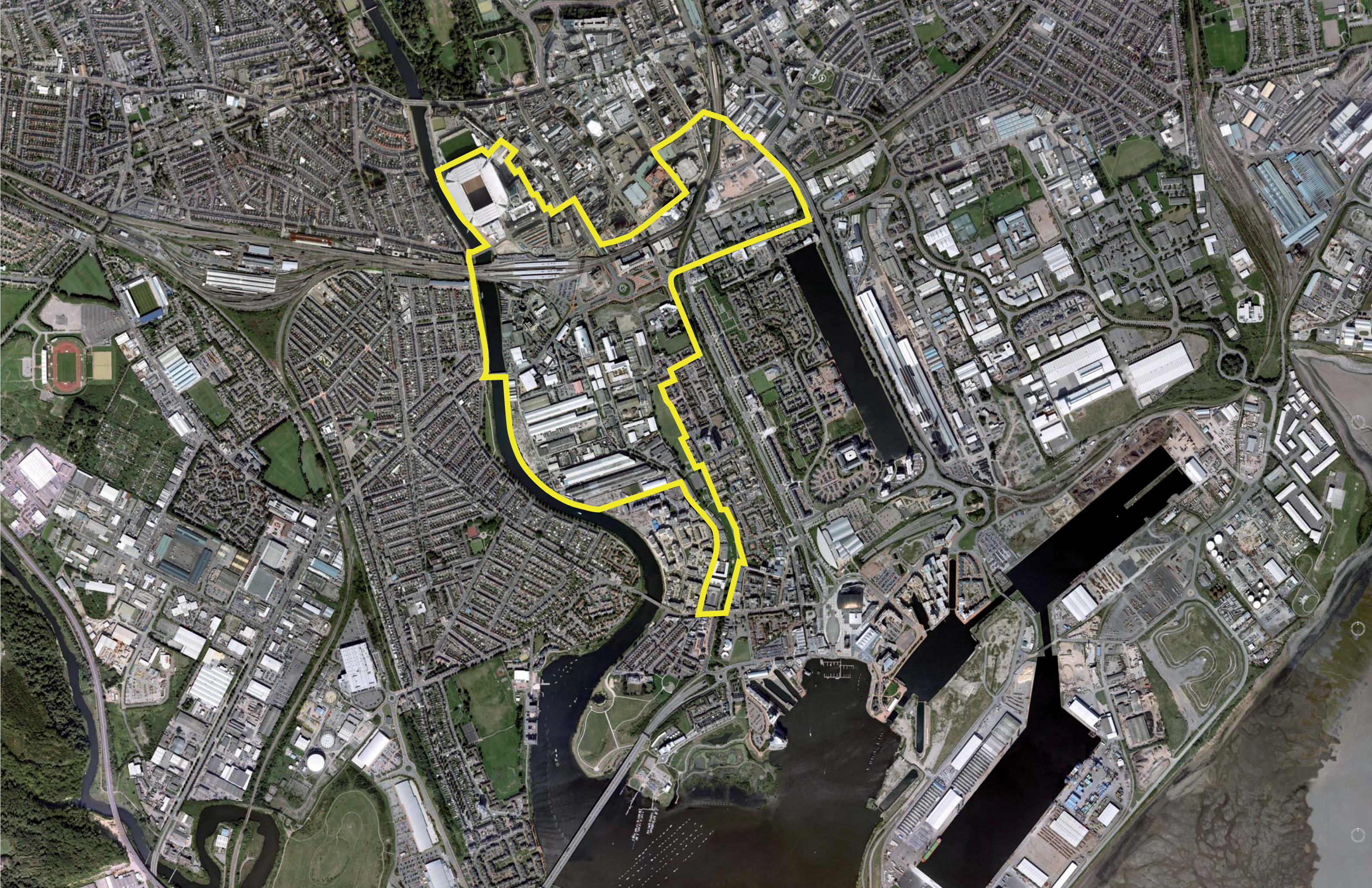
## MASTERPLAN FRAMEWORK PHASE 1



CARDIFF  
CAERDYDD

June 2012

# MASTERPLAN OVERVIEW



# CARDIFF CITY: STUDY AREA

# DEVELOPMENT OF MASTERPLAN FRAMEWORK



FEBRUARY 2010

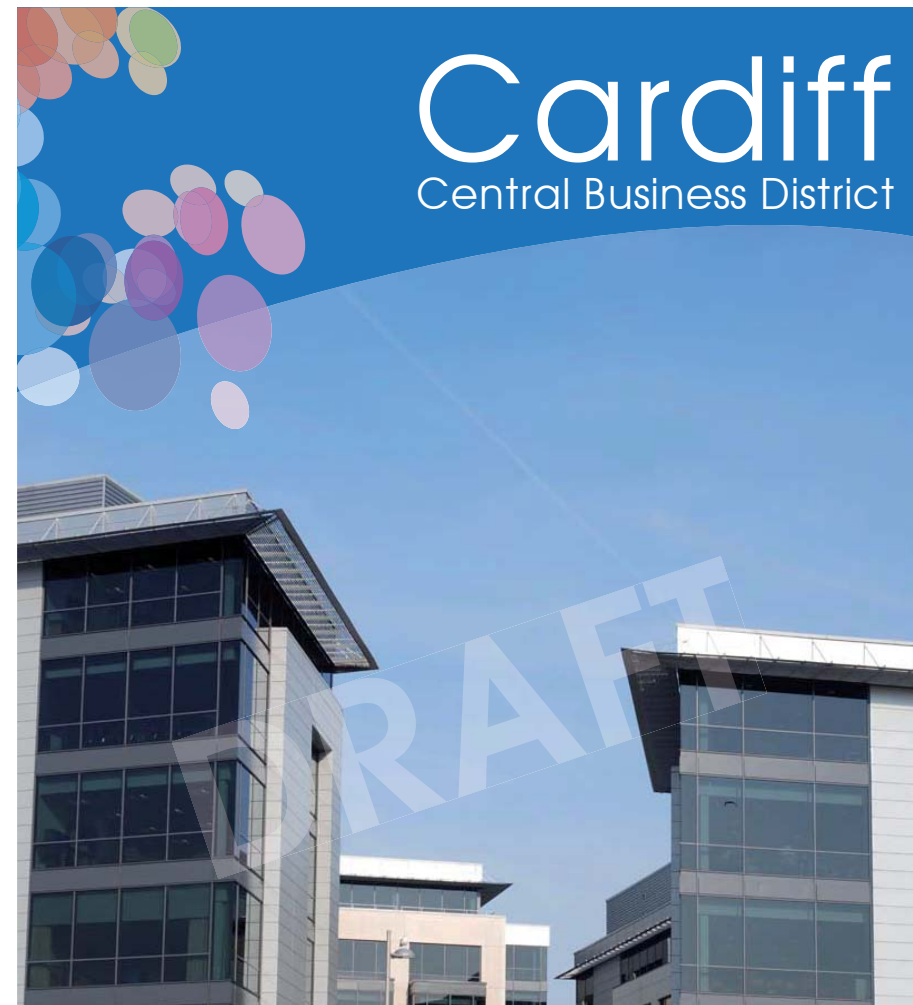


MAY 2012

JULY 2009



JULY 2011



PREVIOUS STUDIES

# Vision

*A new Enterprise Zone will be the central project in this new era of development in Cardiff, creating in the city centre a sustainable investment location for UK and international businesses, and helping to drive prosperity in Wales.*

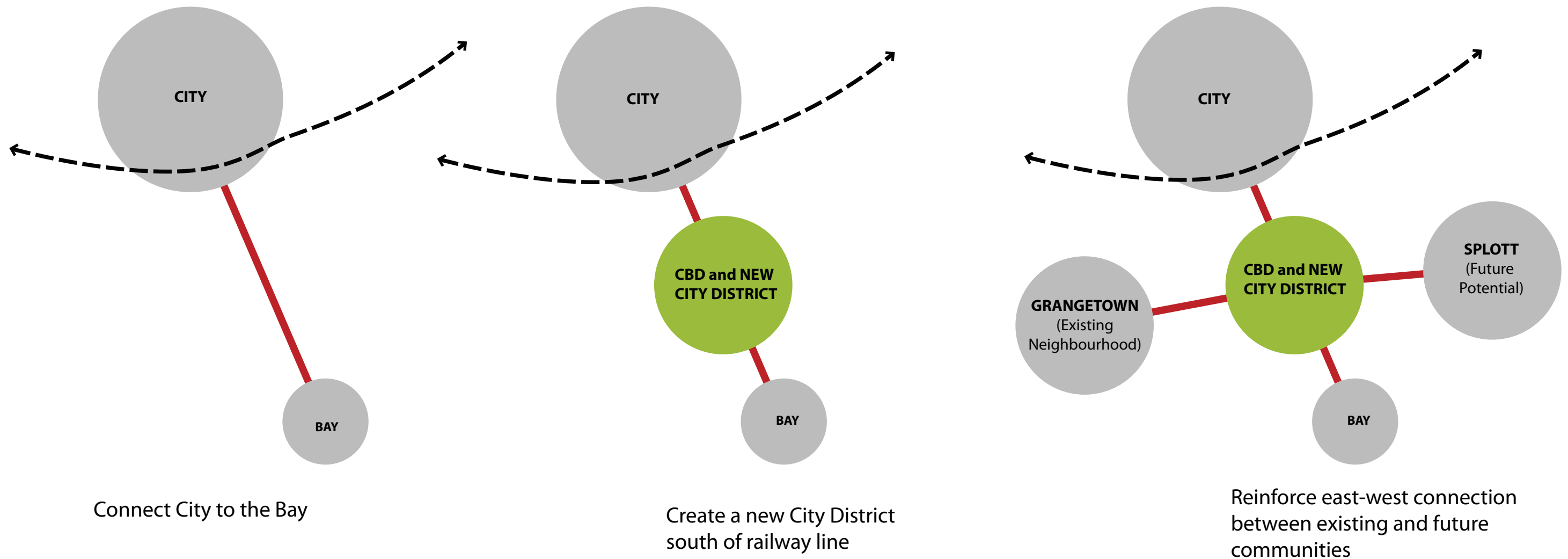
*Jon House, Chief Executive, Cardiff Council, 2011*

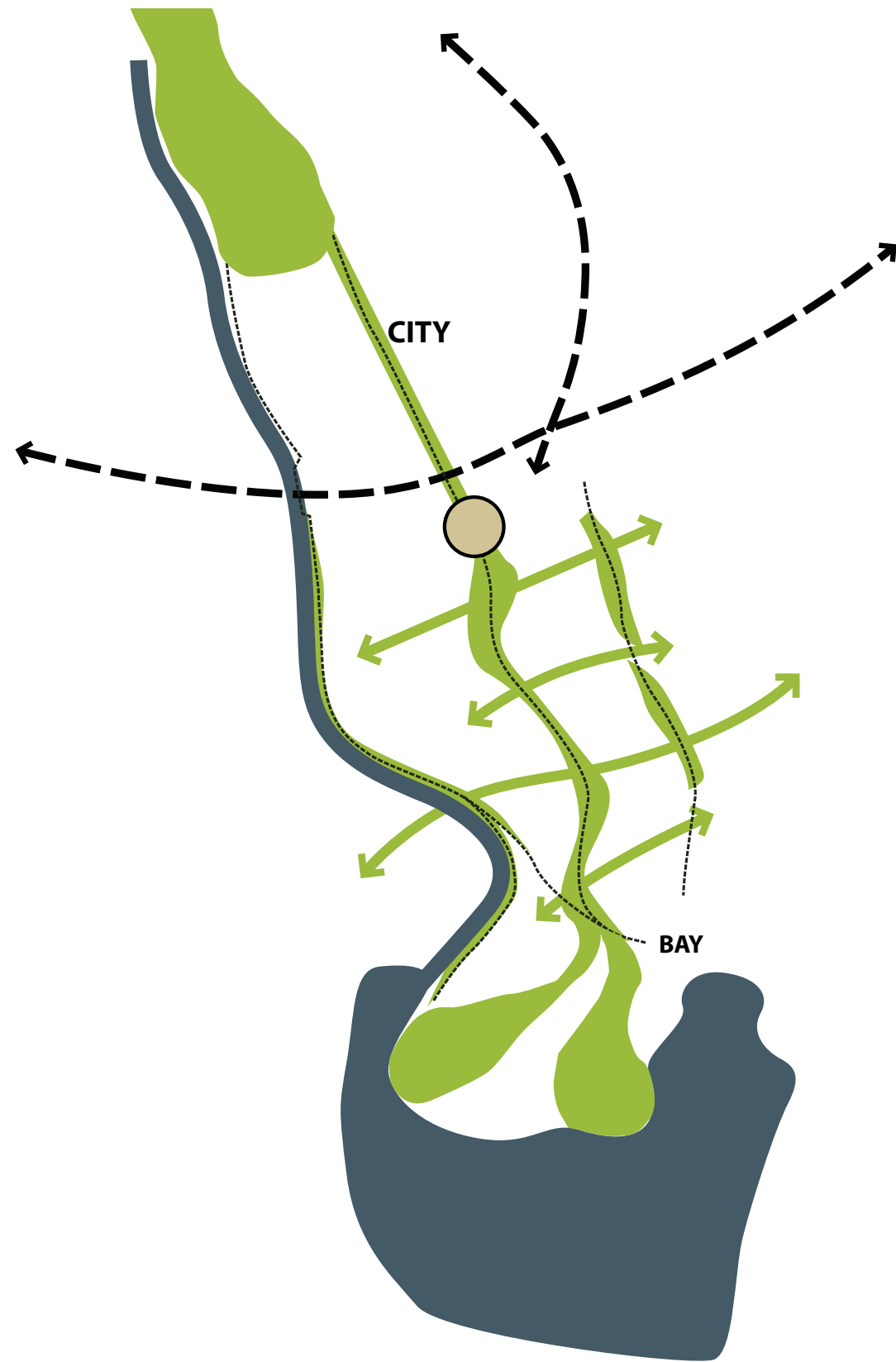
*The vision for the Enterprise Zone is to provide a contemporary, high quality office-led, sustainable urban district, rooted in its local context to emerge as a new national business district for Wales.*

*AECOM, 2012*

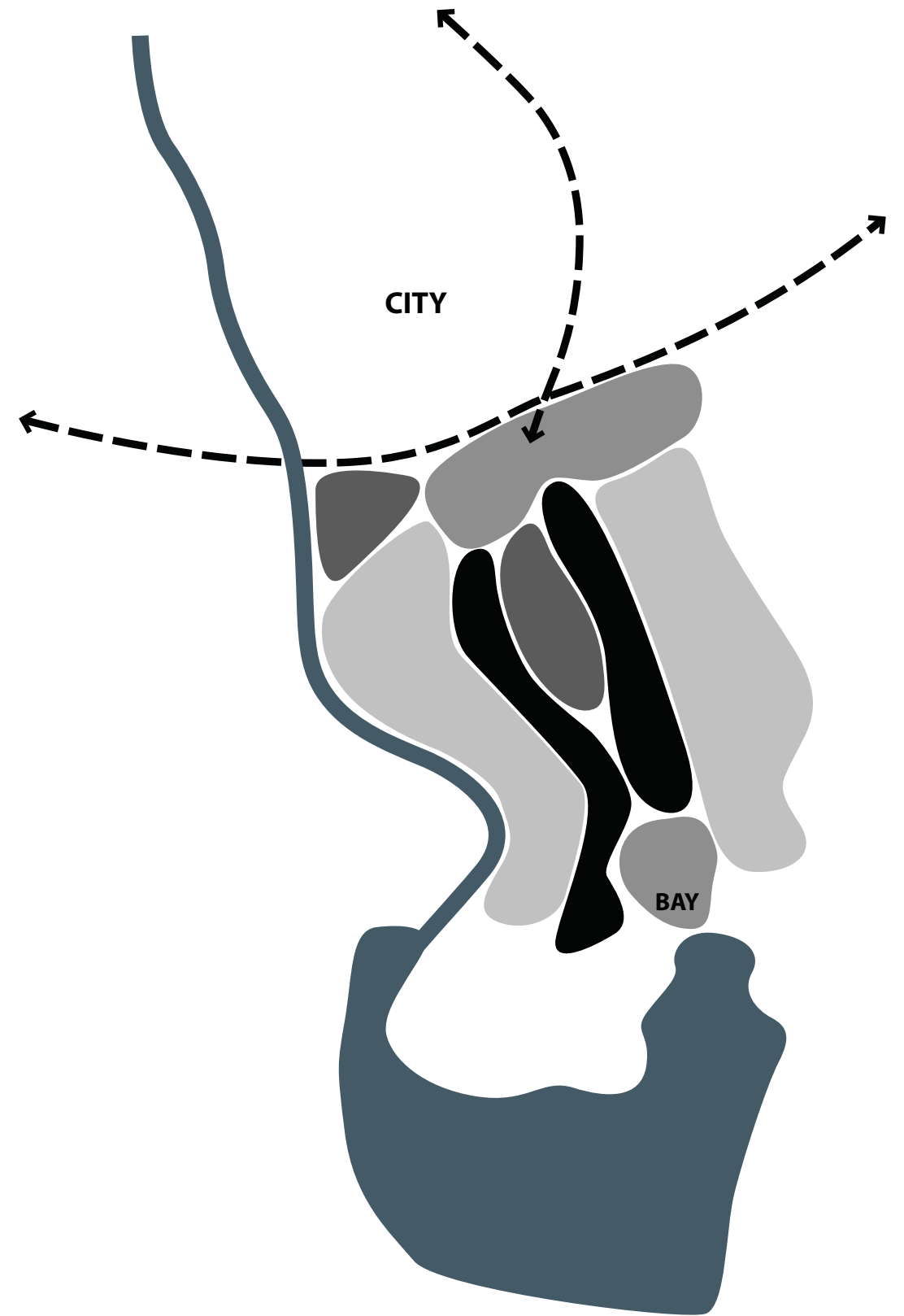
# CONCEPTS

- WALKABLE & COMPACT CITY
- LIVEABLE & DIVERSE CITY
- IMPROVE QUALITY OF LIFE IN THE URBAN ENVIRONMENT
- VIRTUOUS CYCLE OF REGENERATION & LAND VALUE



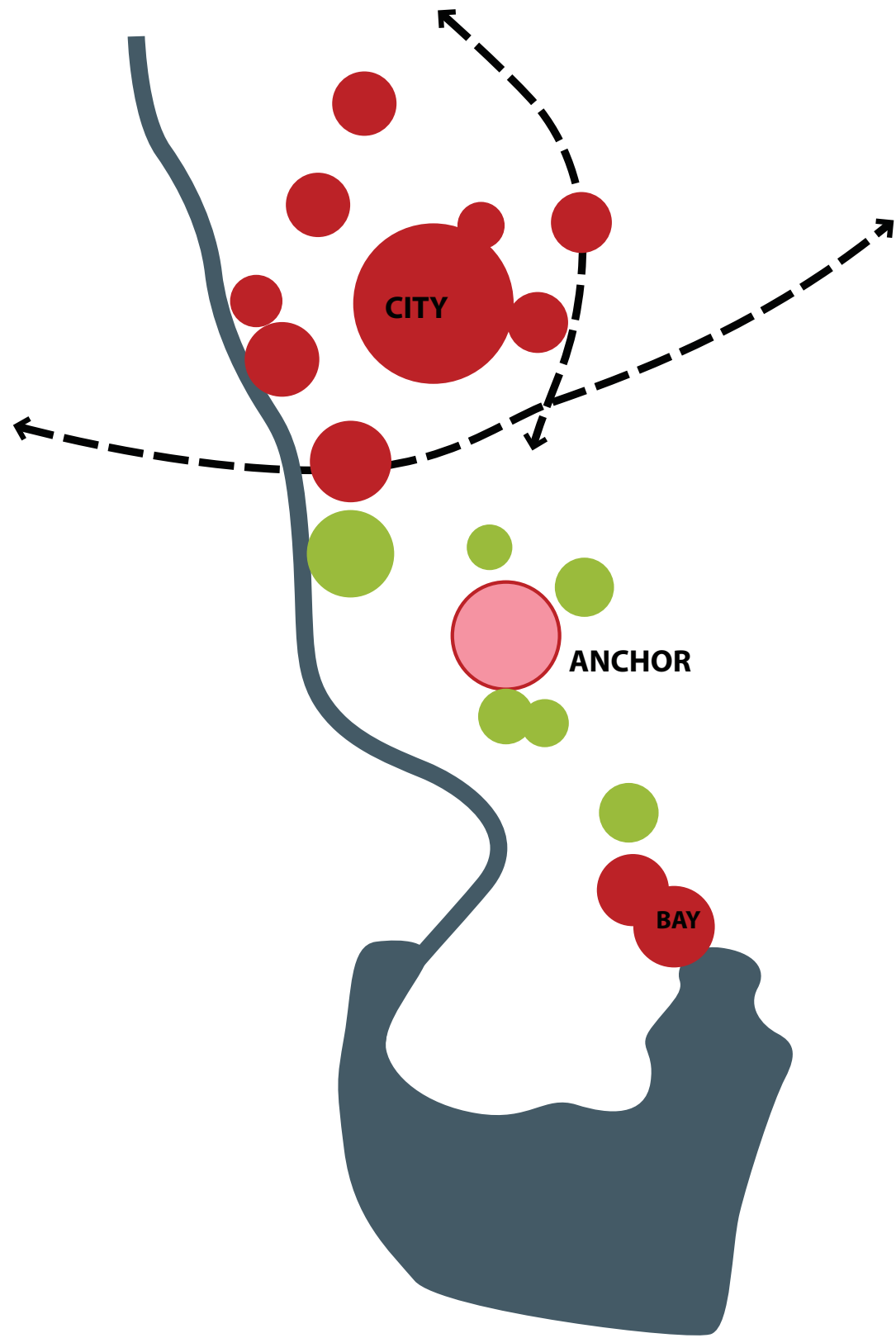


A network of open spaces connecting Park, River and City

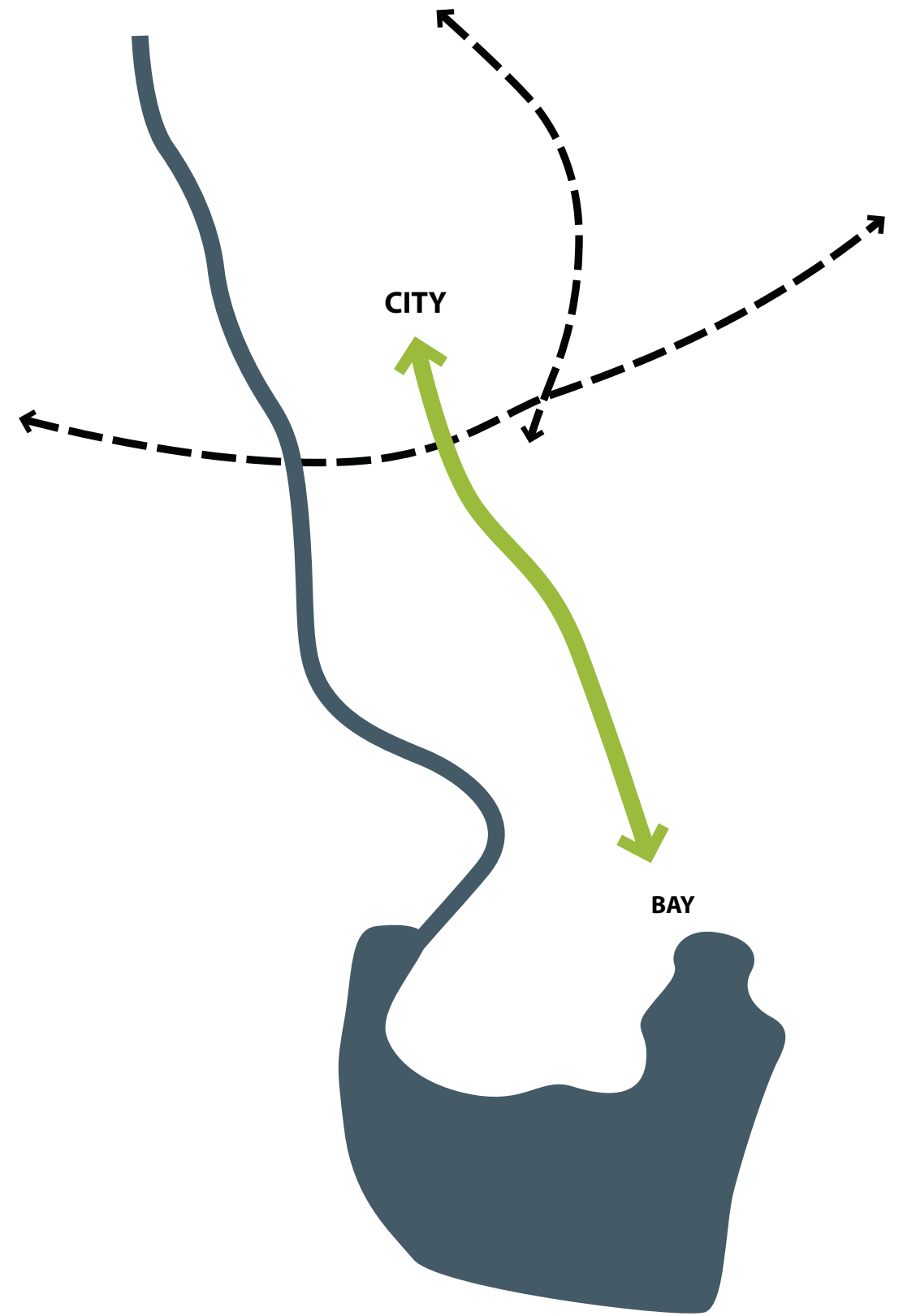


Mixed use quarter with a variety of character area, development characteristics and identity

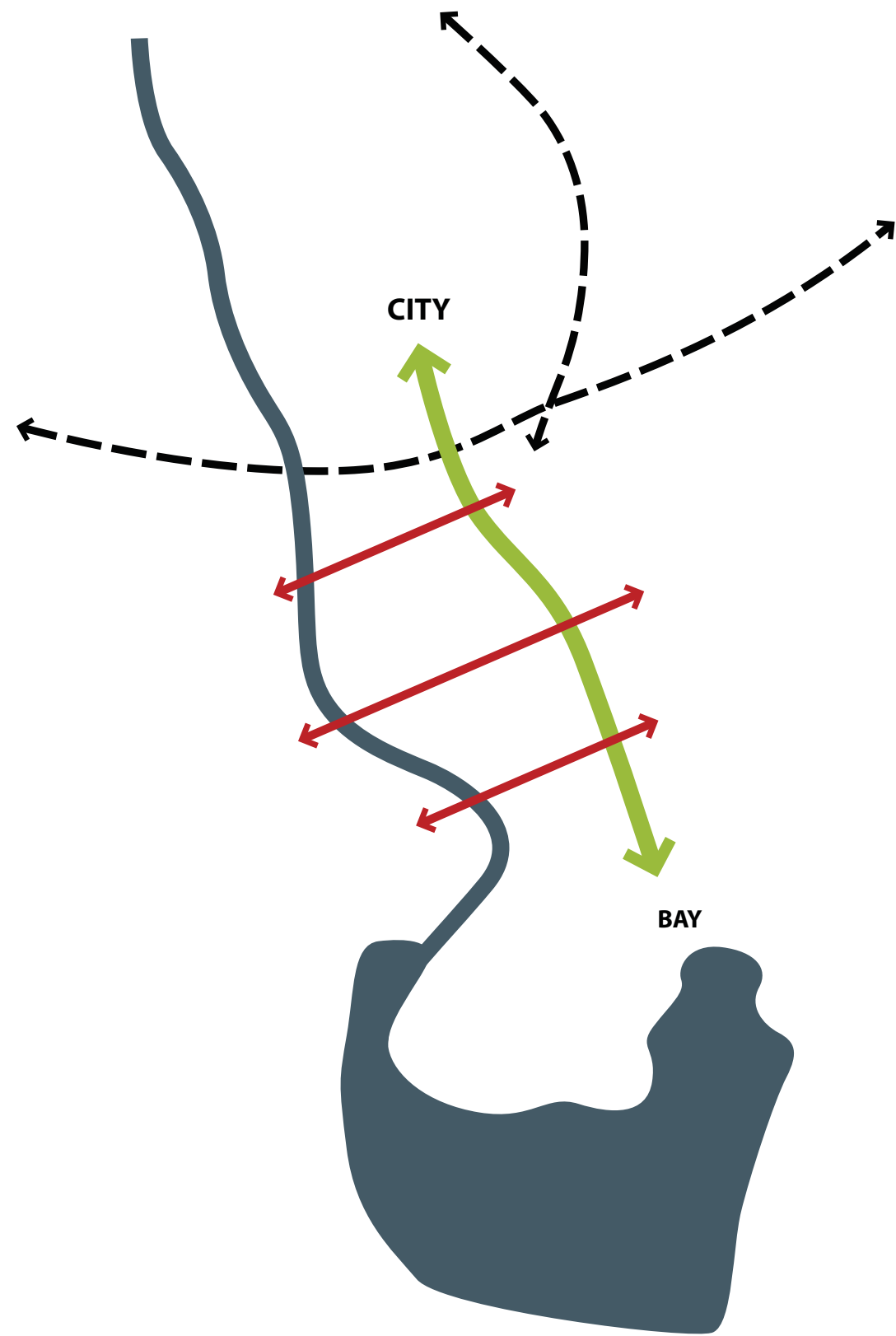




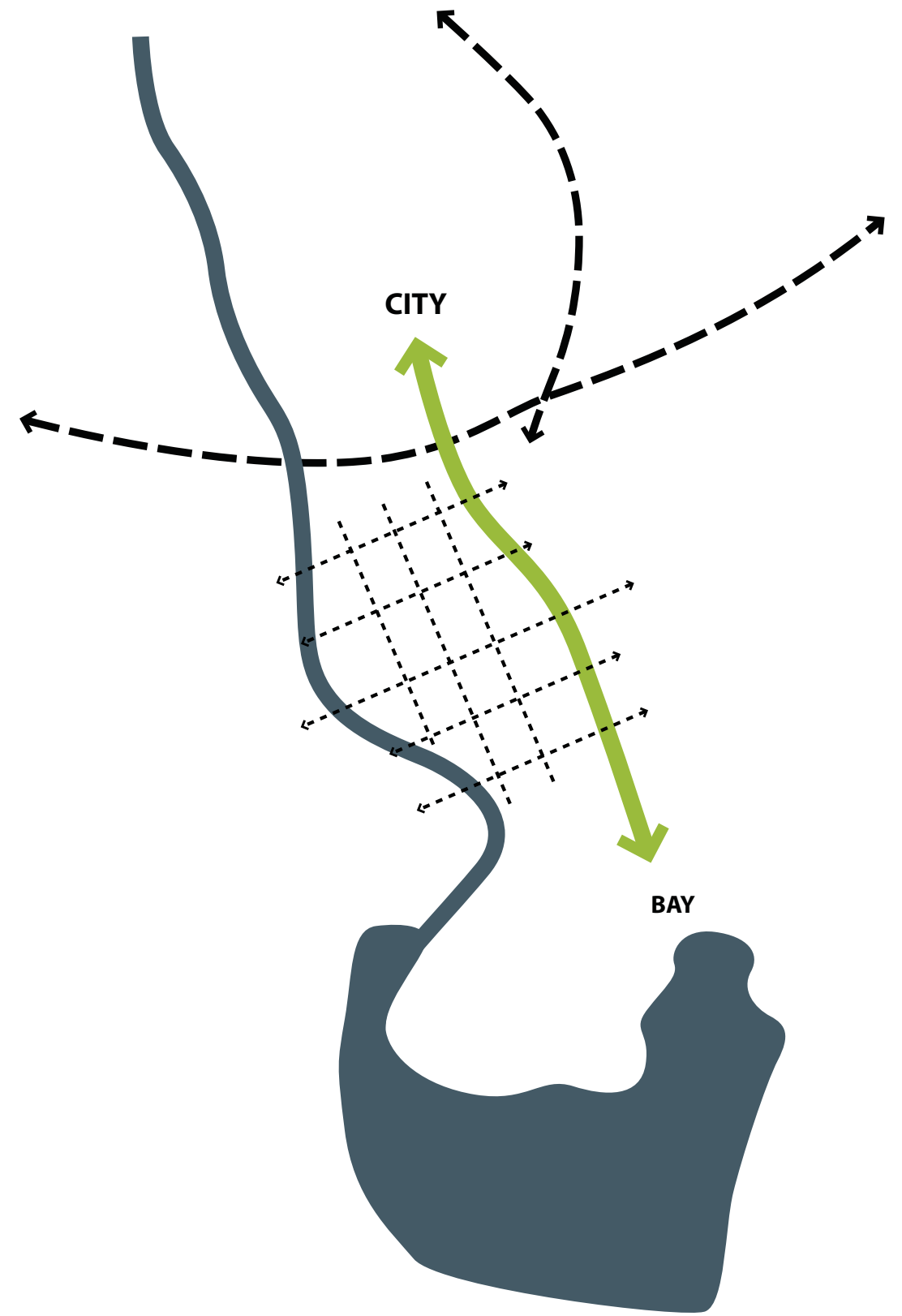
New anchor hub south of railway



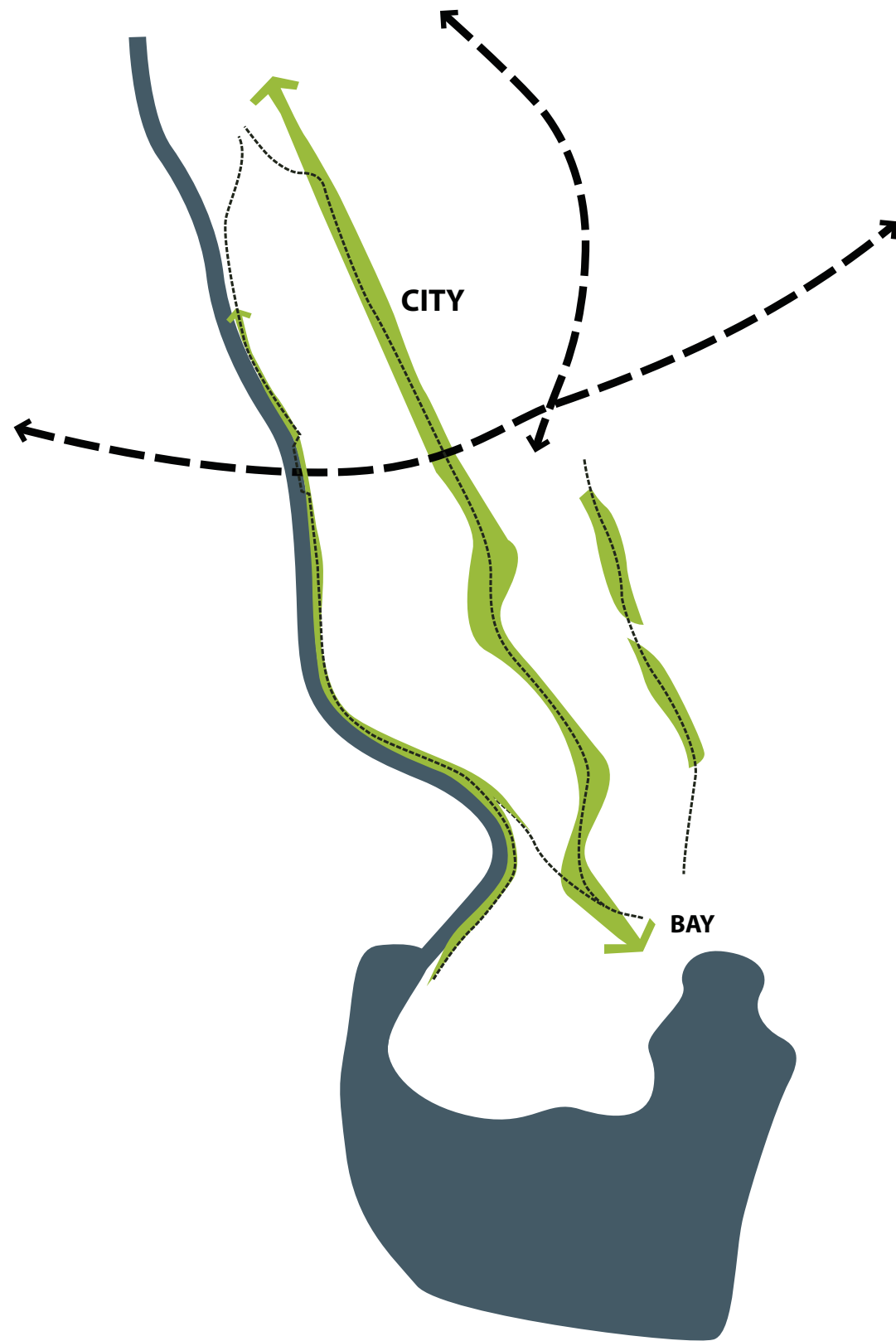
Linear Park as organising spine



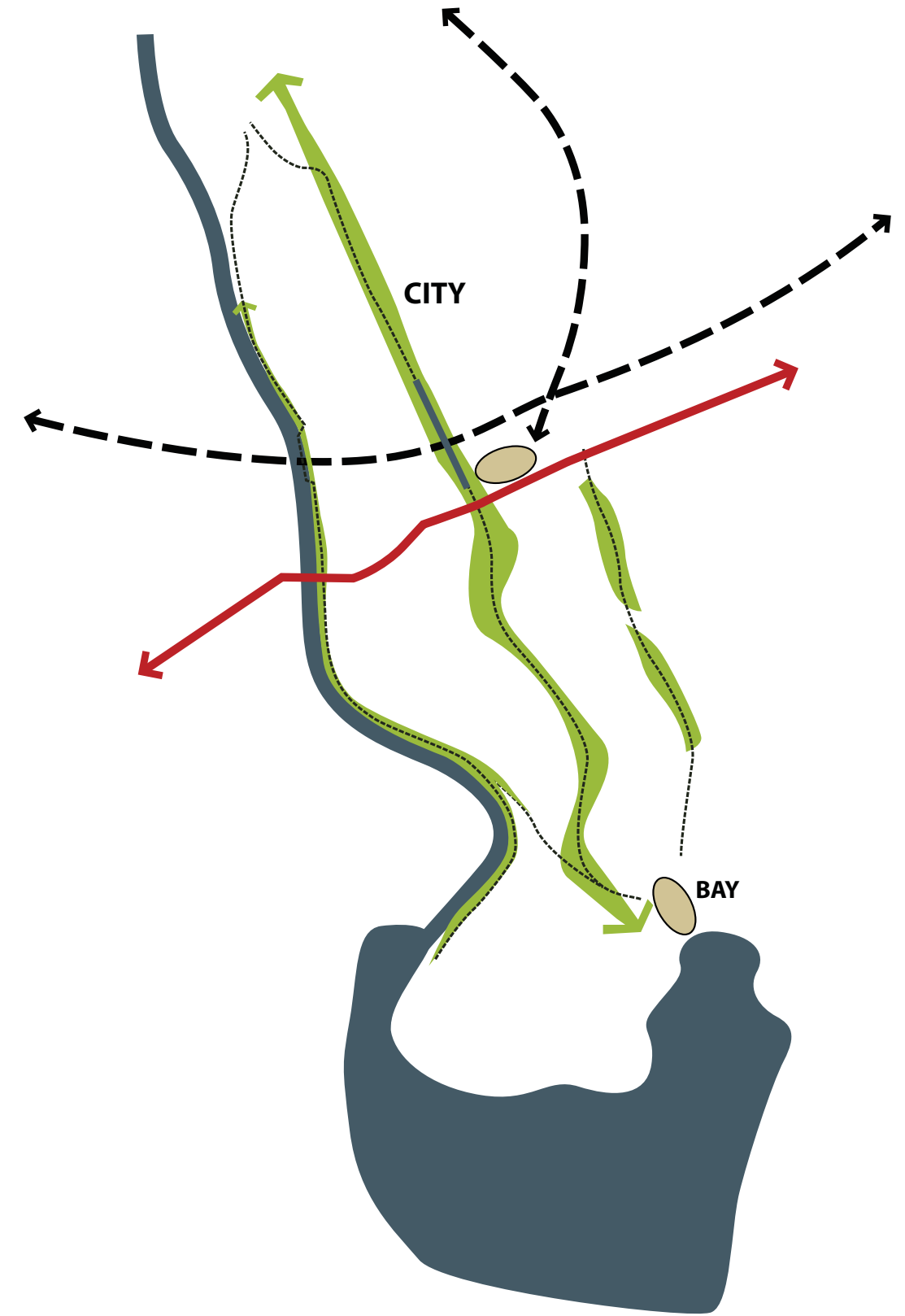
Stitch green and blue spines together



Preserve historic linear grid pattern with a hierarchy of streets



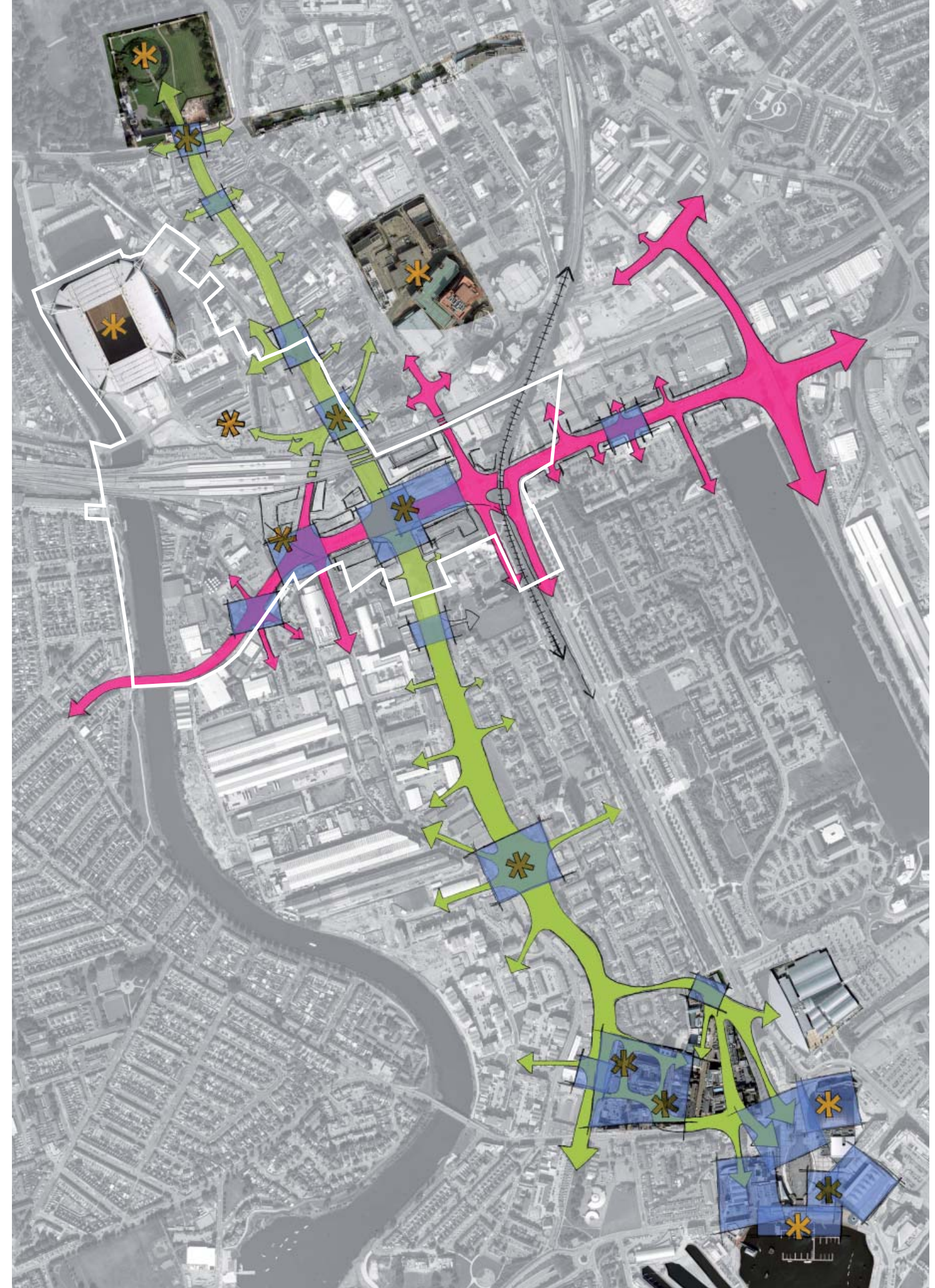
Reinforce central green and blue spine as linear park and priority pedestrian/cycle connection



Rationalise vehicular movement along Penarth Road and Callaghan Square, to create functional public square and setting for CBD

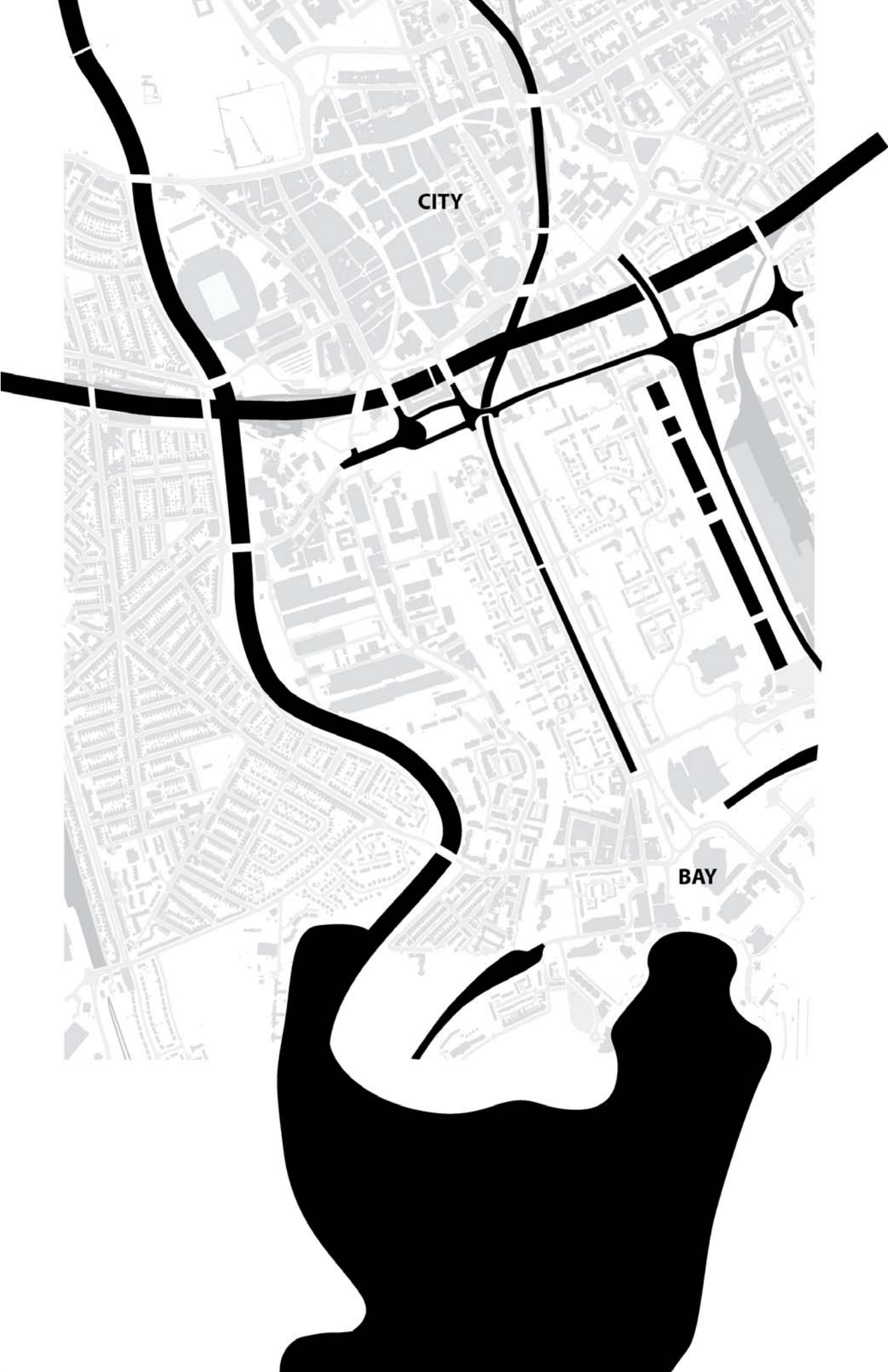
# MASTERPLAN CONCEPT FRAMEWORK 2009

- City to bay park connection
- East/west commercial spine at heart of city

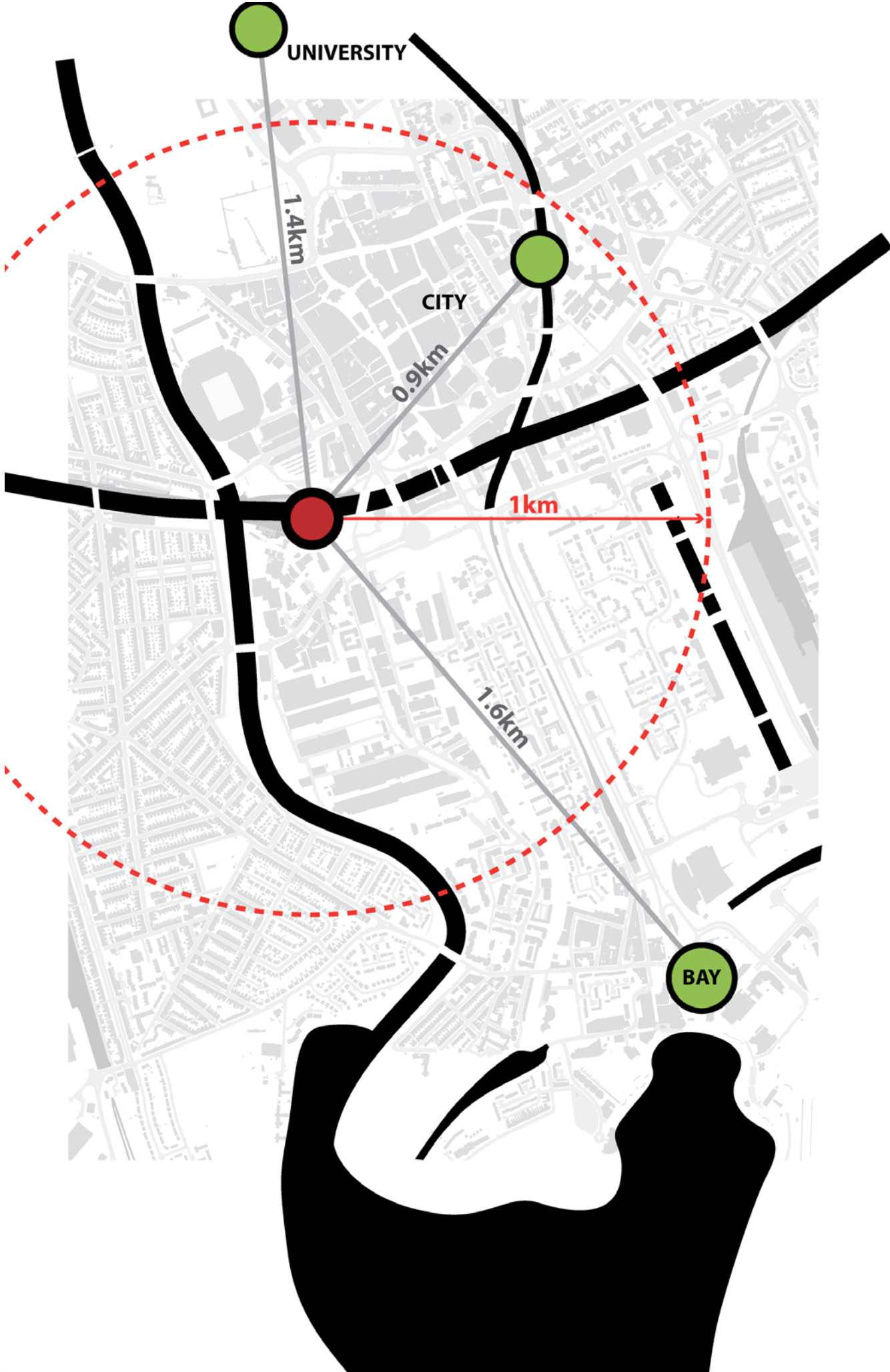


CONCEPT DIAGRAM

# BARRIERS



# DISTANCES



# GREEN LINKS AND PUBLIC SPACE

- Reinforce primary North-South green armatures between the City and the Bay
- Link green armatures to create multiple circuits between open space, destinations and neighbourhoods



- (a) Riverside walk (blue spine)
- (b) Central Linear Park
- (c) Neighbourhood parks
- (d) Proposed footbridge (connect through Brains)
- (e) City Squares

- Enhanced green links
- Enhanced Parks
- Existing open spaces/parks
- Public spaces

# ACCESS



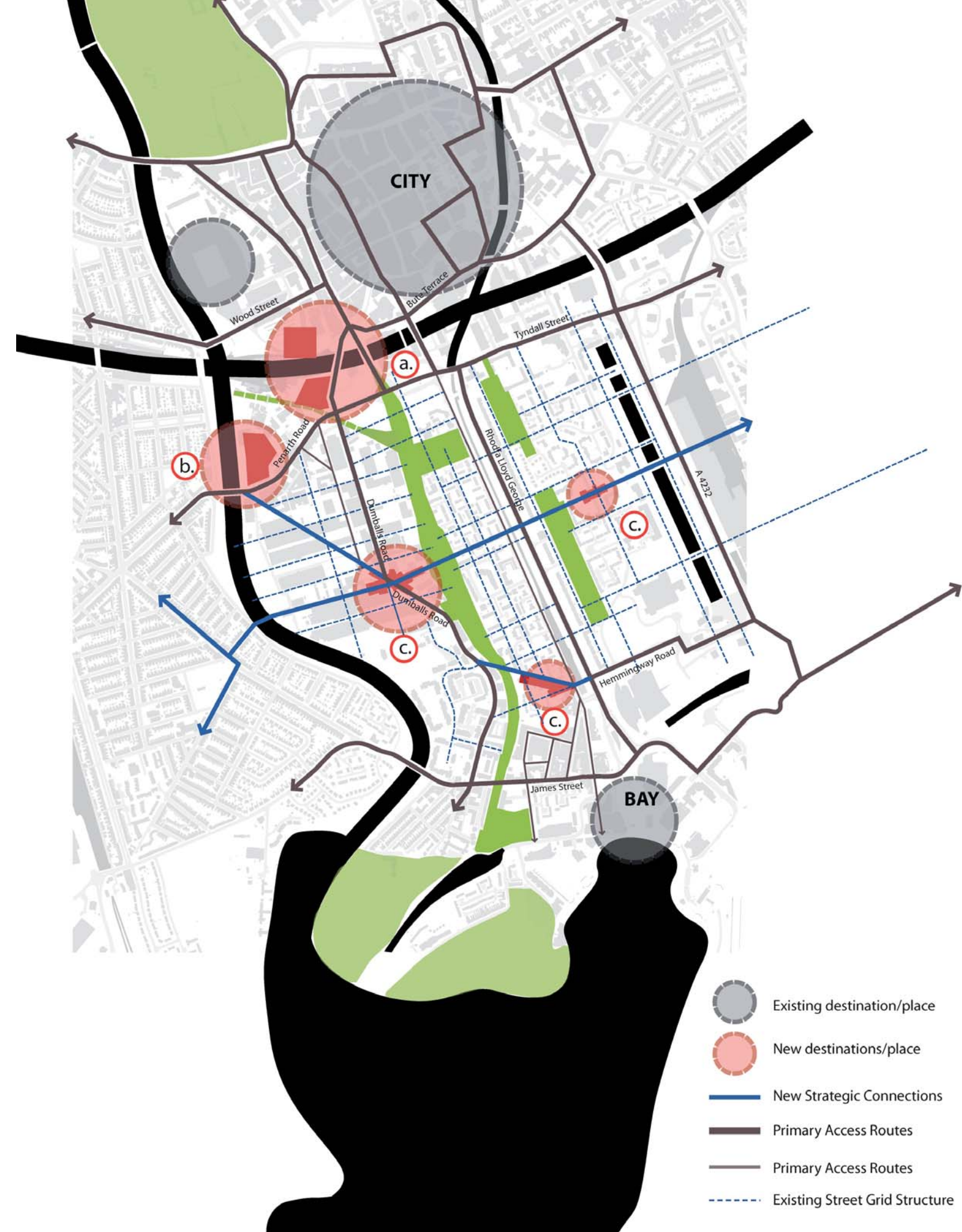
- (a) Proposed east-west connection to link Bute Town, new City Quarter and adjacent communities
- (b) New road connection between Penarth Road and Dumballs Road
- (c) New road connection between Dumballs and Hemmingway Road

- New Strategic Connections
- Primary Access Routes
- Primary Access Routes
- - - Existing Street Grid Structure



# PLACES

- Reinforce primary North-South green armatures between the City and the Bay
- Link green armatures to create multiple circuits between open space, destinations and neighbourhoods



- (a) Existing City Centre
- (b) Riverfront destination
- (c) District Centre
- (d) Local Centre

- Existing destination/place
- New destinations/place
- New Strategic Connections
- Primary Access Routes
- Primary Access Routes
- Existing Street Grid Structure

# CYCLING & FERRY



# PUBLIC TRANSPORT



# MASTERPLAN FRAMEWORK: IN-PROGRESS



**Millennium Stadium:** City landmark and sporting icon for Cardiff. Crowd movement to and from concourse constrained on match days. Key relationship and interface to be resolved with reworked bus interchange, bus routing and station access and egress



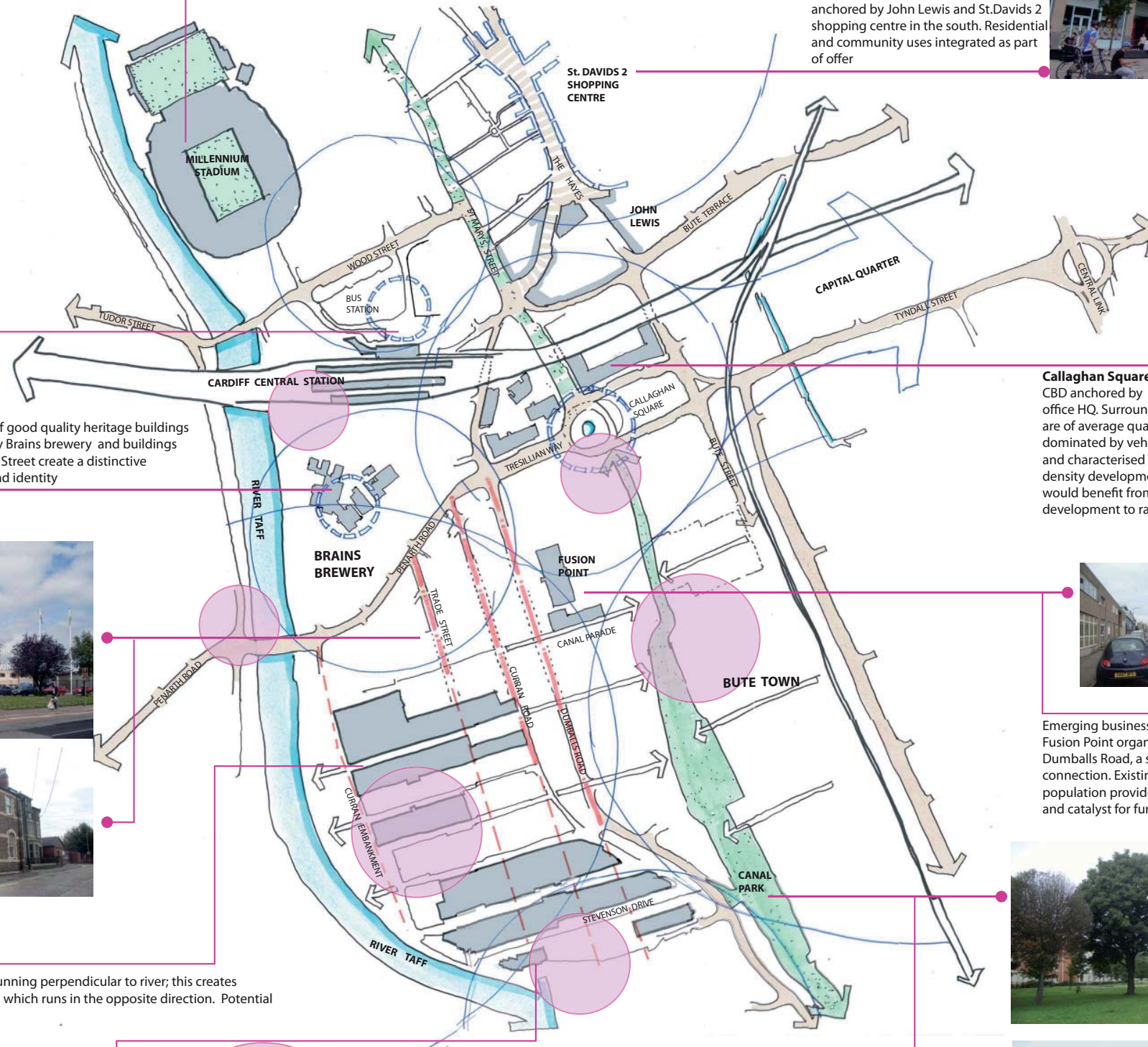
**Cardiff Castle**  
City landmark and international tourist attraction anchoring the northern end of St Marys Street and western end of Queen Street



High quality regional retail destination connecting up to Queen Street anchored by John Lewis and St.Davids 2 shopping centre in the south. Residential and community uses integrated as part of offer



**North Square**- primary arrival experience into Cardiff- poor legibility, no sense of arrival



Collection of good quality heritage buildings anchored by Brains brewery and buildings along Trade Street create a distinctive character and identity

**Callaghan Square:** Heart of future CBD anchored by Eversheds office HQ. Surrounding buildings are of average quality and the area is dominated by vehicular movement and characterised by relatively low density development. This district would benefit from a signature development to raise profile

Emerging business cluster around Fusion Point organised around Dumballs Road, a strategic road connection. Existing working population provides critical mass and catalyst for further consolidation



Brewery chimney provides strong landmark in the 'mental map' of the city. A location for small businesses and confectioneries



**Industrial zone**- characterised by large shed structures running perpendicular to river; this creates a strong linear grain in contrast to the existing street grain which runs in the opposite direction. Potential of river frontage unrealised in this location



**Canal Park:**- Strategic linear open space running north south from Castle to the bay, accommodating a range of community amenities and facilities. Potential of the space is un-realised, feels isolated. Development unsuccessfully engages with the park. Potential for better quality housing and for park to be a key unifier for the neighbourhoods surrounding it.



Riverside residential potential further along river- opportunity to capitalise on development value, increase connectivity and riverside walk experience; and enhance biodiversity and ecological habitat

# ISSUES AND OPPORTUNITIES



1. Neighbourhood Square
2. Local Centre
3. Brewery heritage buildings used to create new mixed offer destination
4. South Square with new consolidated car parking
5. Existing BMW showroom retained in the short term but built out in the long term
6. Strong east west green axes linking blue and green spine
7. New waterfront mixed use destination to reinforce location of proposed bridge and draw people along an enhanced riverwalk

Proposed foot bridge  
River bus stop

Potential to retain existing building

Road realigned to create T-junction with Tresillian Way to create more defined profile to callaghan Square

Network of lanes to reinforce pattern created by warehouses and local character

School located west of Canal Park as an intergrator for adjacent communities



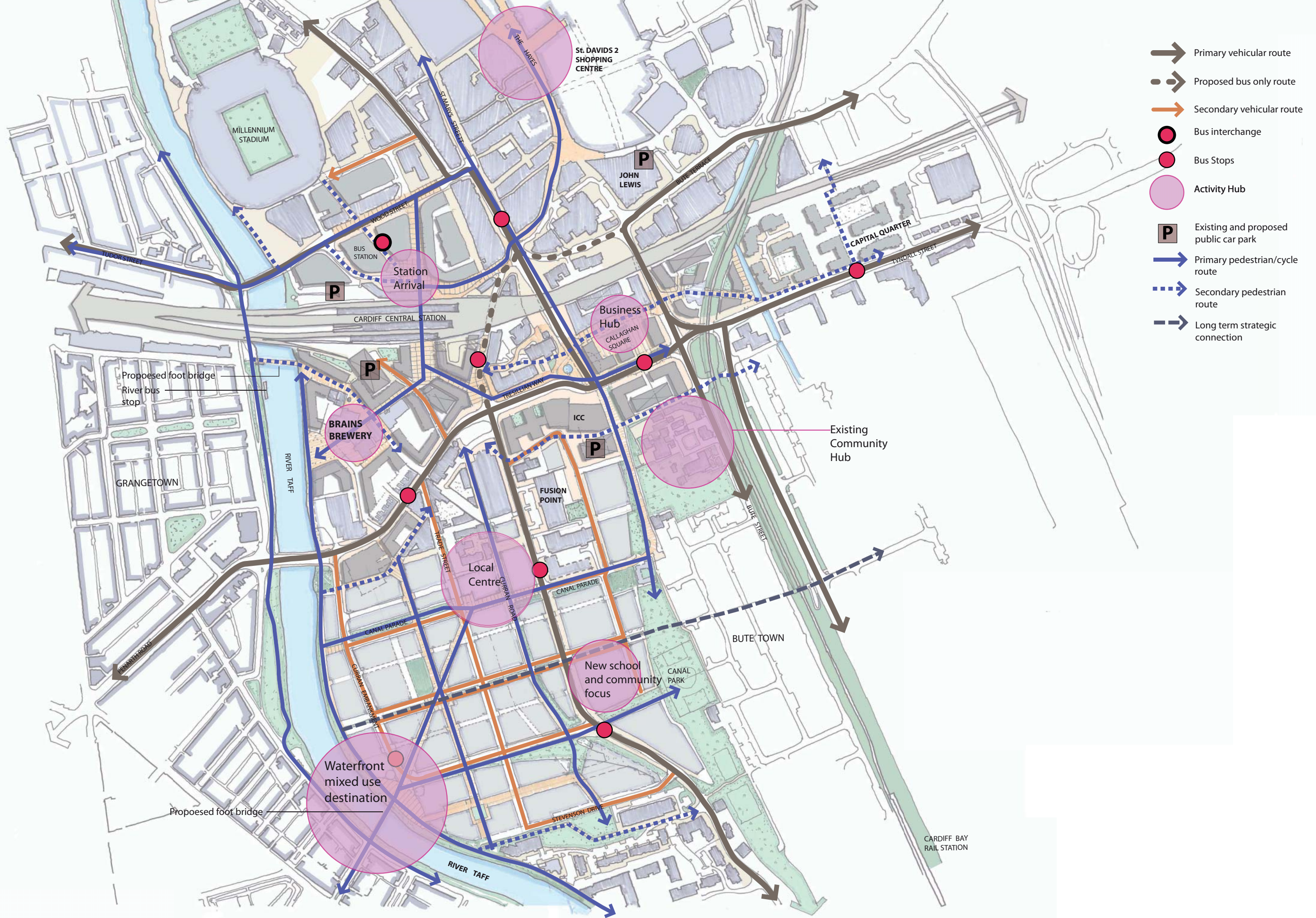
# MASTERPLAN FRAMEWORK 2011-12: OPTION 1



# MASTERPLAN FRAMEWORK 2011-12: OPTION 2

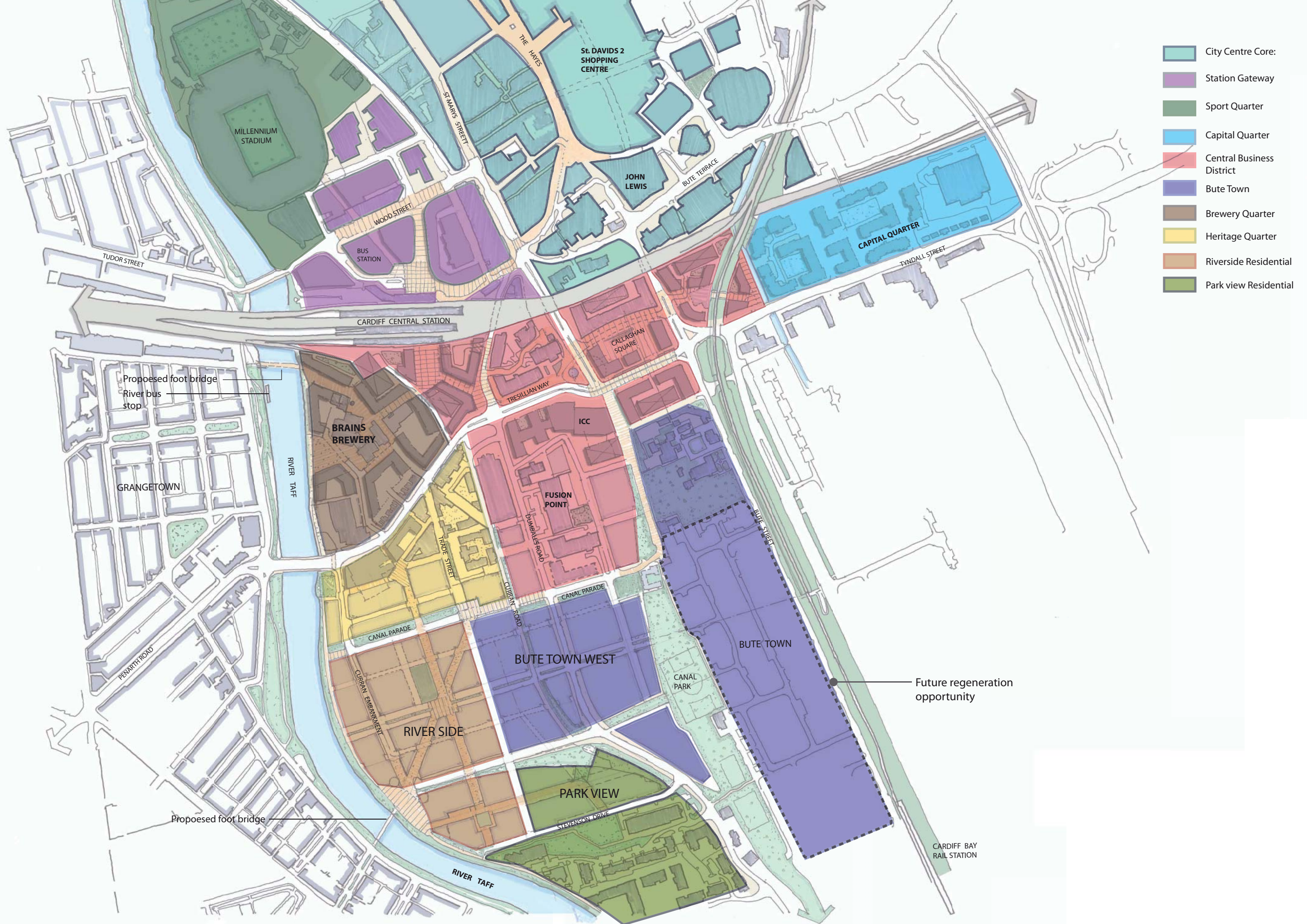
**AECOM**





# FRAMEWORK 2011-12: ACCESS & MOVEMENT

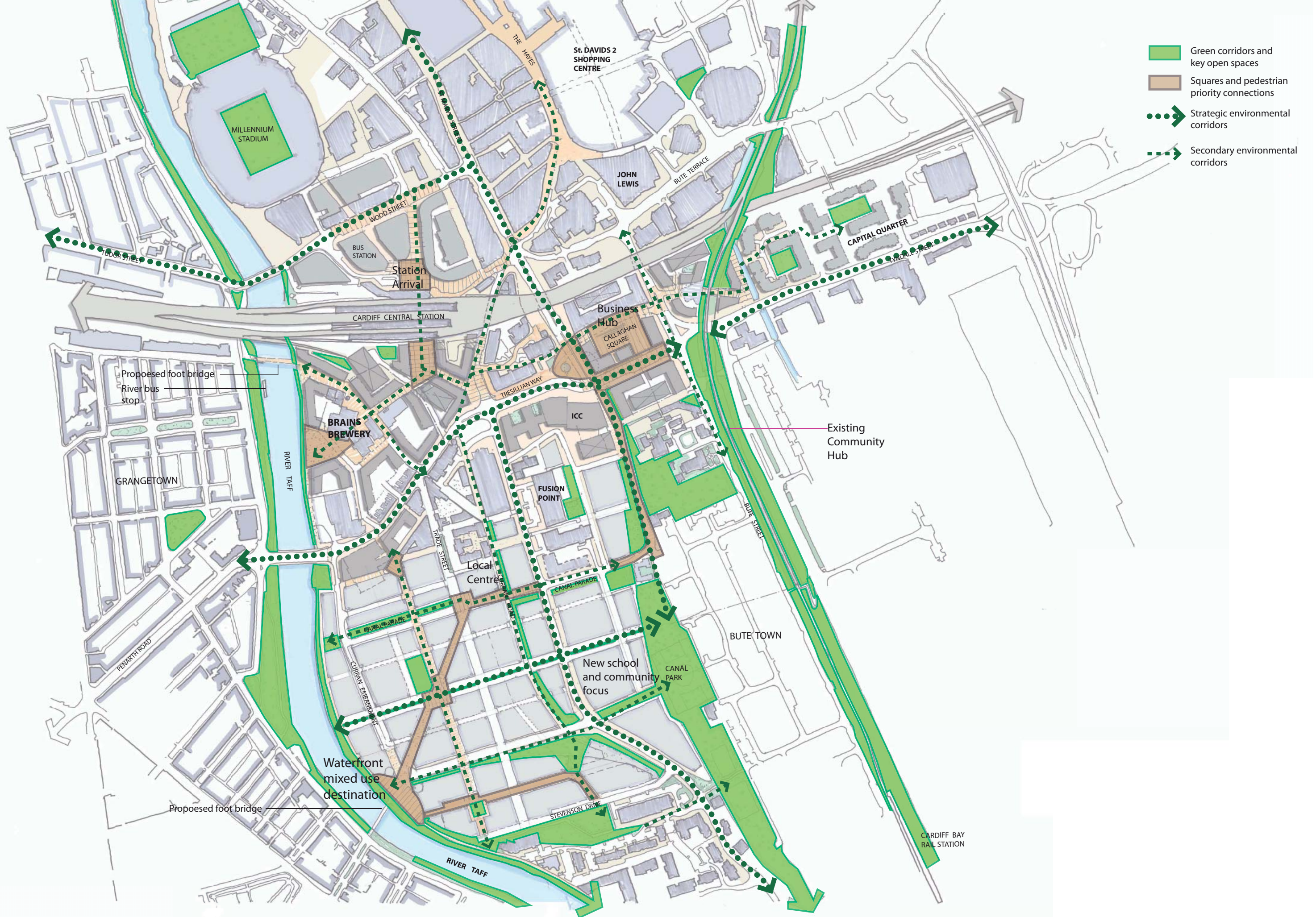




# FRAMEWORK 2011-12: CHARACTER AREAS



# FRAMEWORK 2011-12: URBAN STRUCTURE



# FRAMEWORK 2011-12: OPEN SPACE STRUCTURE

# CARDIFF CENTRAL: PHASE 1

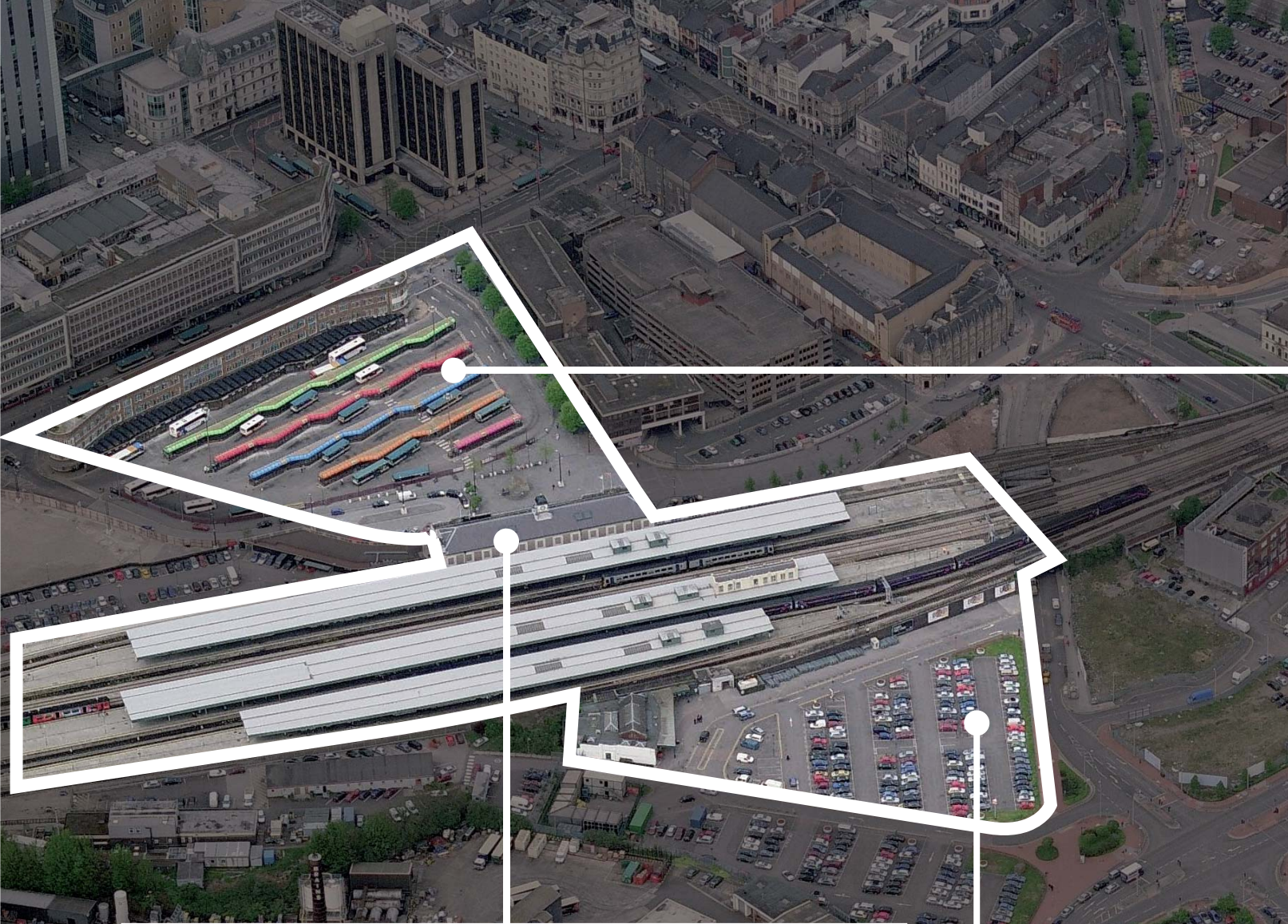


**PHASE 1**



# PHASE 1: STUDY AREA

# CARDIFF CENTRAL: ISSUES



BUS STATION INAPPROPRIATELY LOCATED



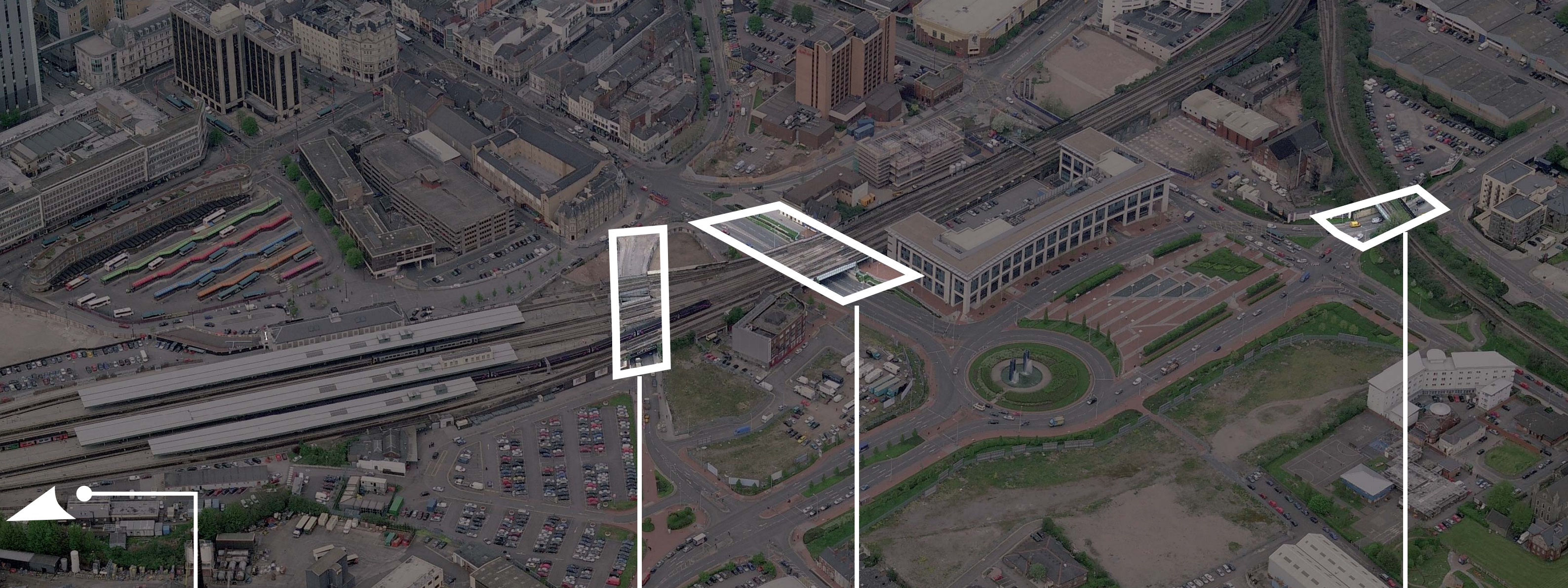
FORECOURT TO TRAIN STATION DOMINATED BY ROADS



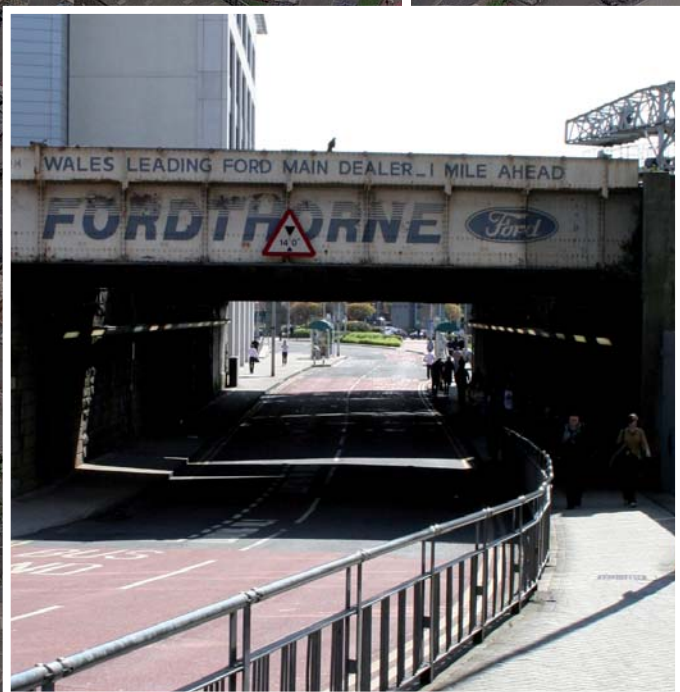
CAR PARKING RESTRICTS ACCESS TO TRAIN STATION

# PHASE 1: CARDIFF TRAIN STATION





RIVERFRONT WALK DISCONNECTED



NARROW PEDESTRIAN THROUGH ROUTE



VEHICLES DOMINATES PRIMARY ACCESS

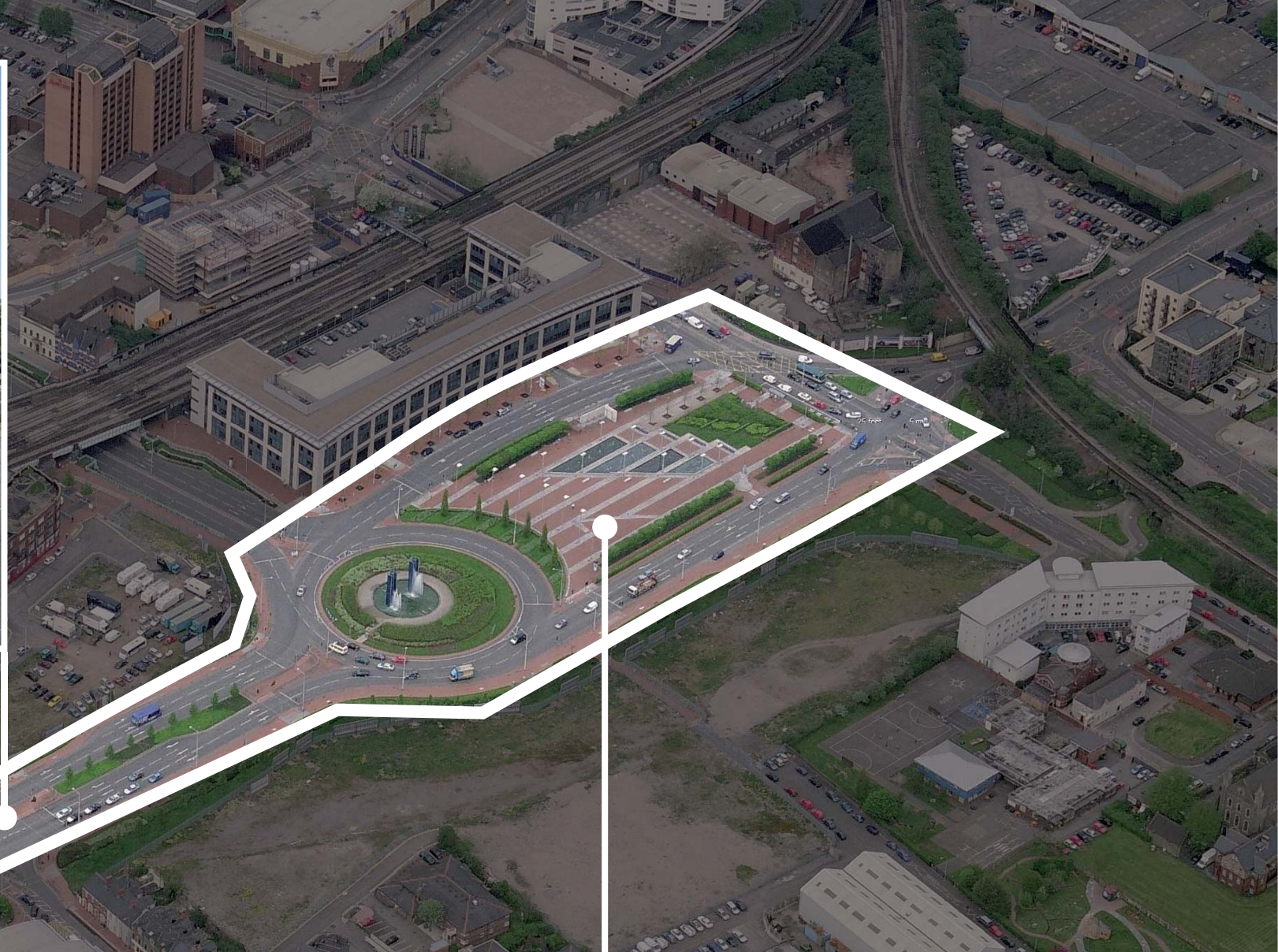


POOR EAST WEST CONNECTIONS

# PHASE 1: ACCESS



ROADS DOMINATE THE SPACE



PEDESTRIAN MOVEMENT RESTRICTED

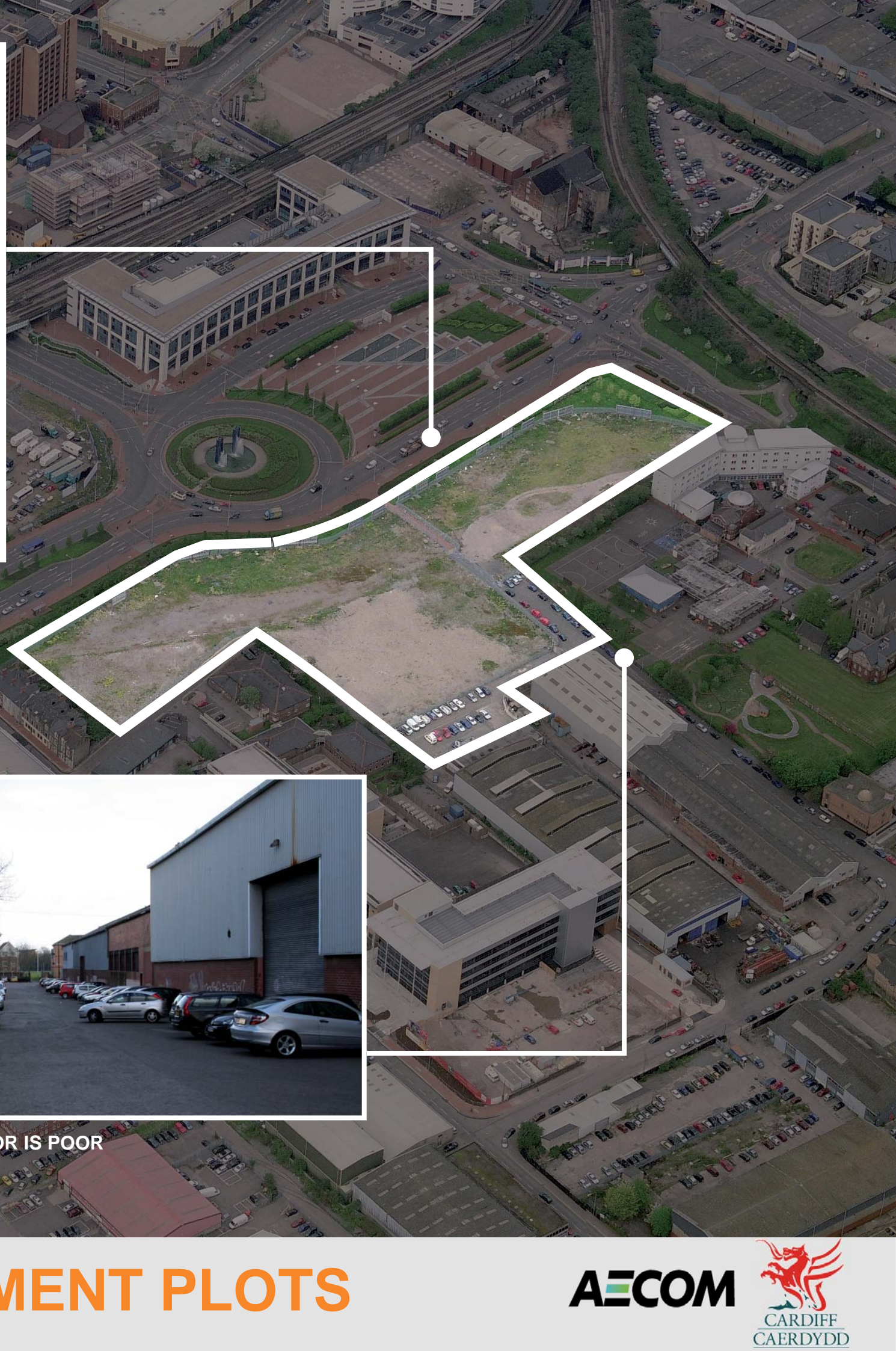


CALLAGHAN SQUARE LACKS ACTIVE FRONTAGE AND FOOTFALL

# PHASE 1: TRESILLIAN & CALLAGHAN SQUARE



EXCELLENT DEVELOPMENT OPPORTUNITY



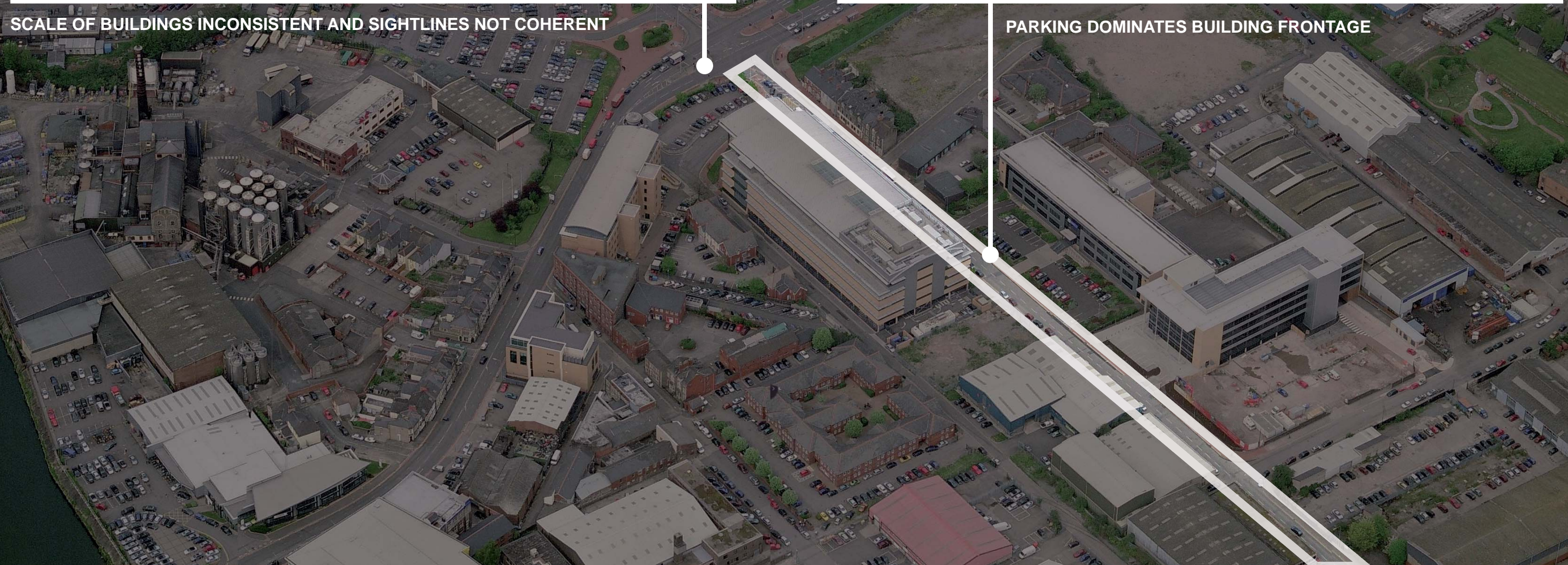
PRIMARY PEDESTRIAN CORRIDOR IS POOR

# PHASE 1: POTENTIAL DEVELOPMENT PLOTS



SCALE OF BUILDINGS INCONSISTENT AND SIGHTLINES NOT COHERENT

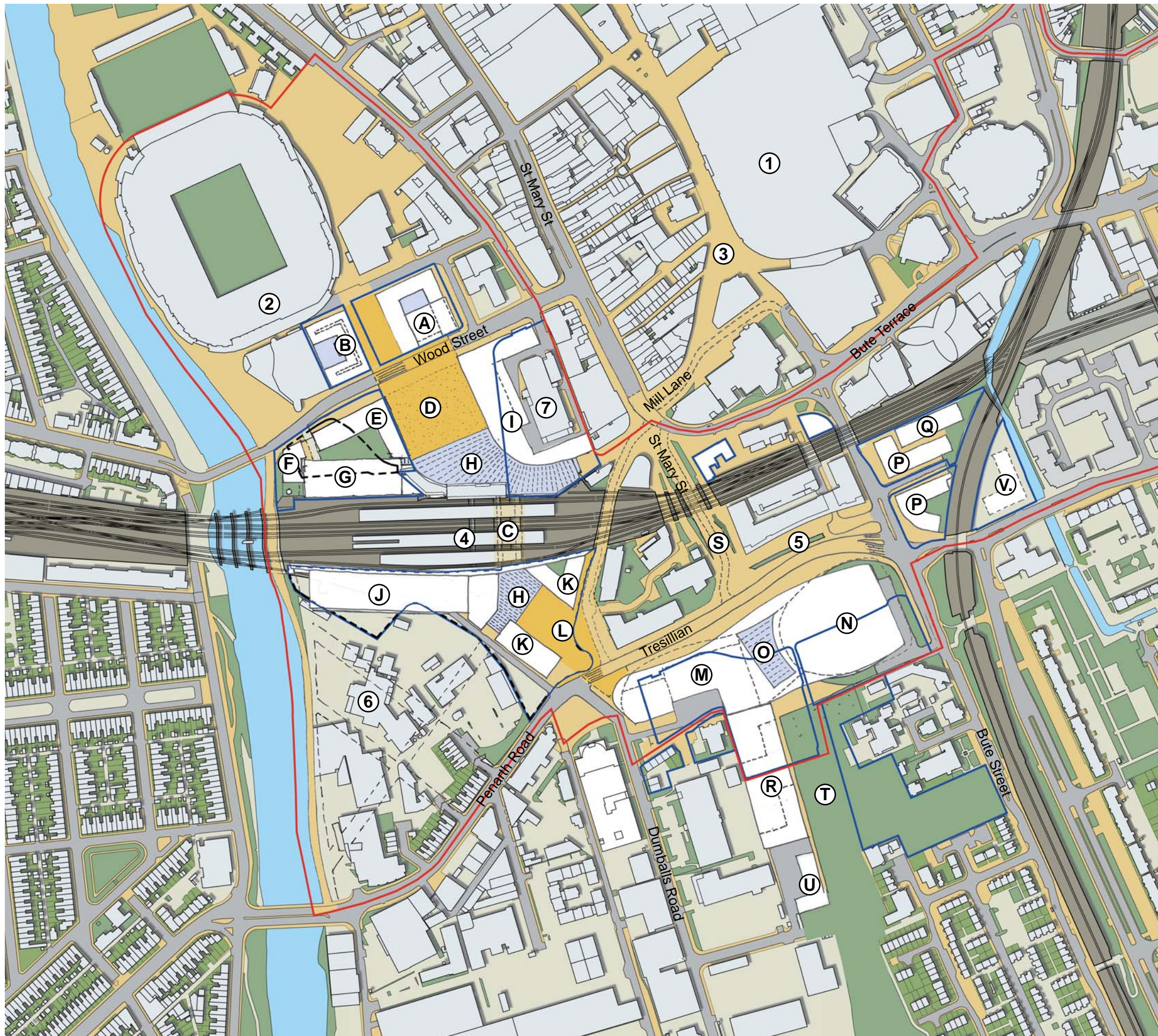
PARKING DOMINATES BUILDING FRONTAGE



# PHASE 1: LOCAL ROADS

# CARDIFF CENTRAL: OPTIONS STUDY

# SKETCH MASTERPLAN: OPTION 1

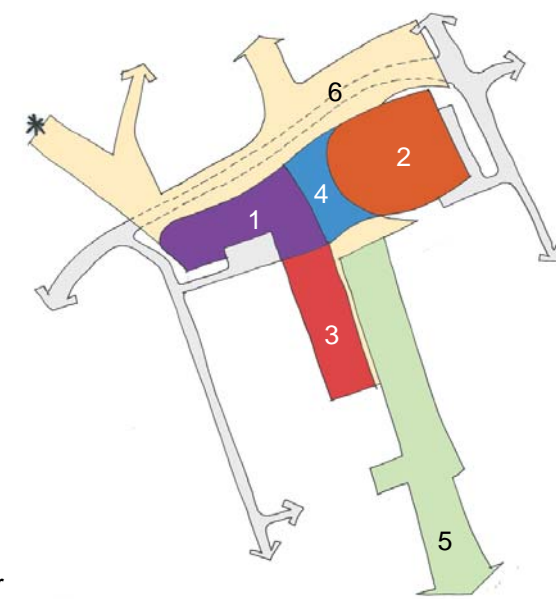


## EXISTING

1. St David's Shopping Centre
2. Millennium Stadium
3. The Hayes
4. Cardiff Station
5. Callaghan Square
6. Brains' Brewery
7. Existing NCP Car Park

## PROPOSED

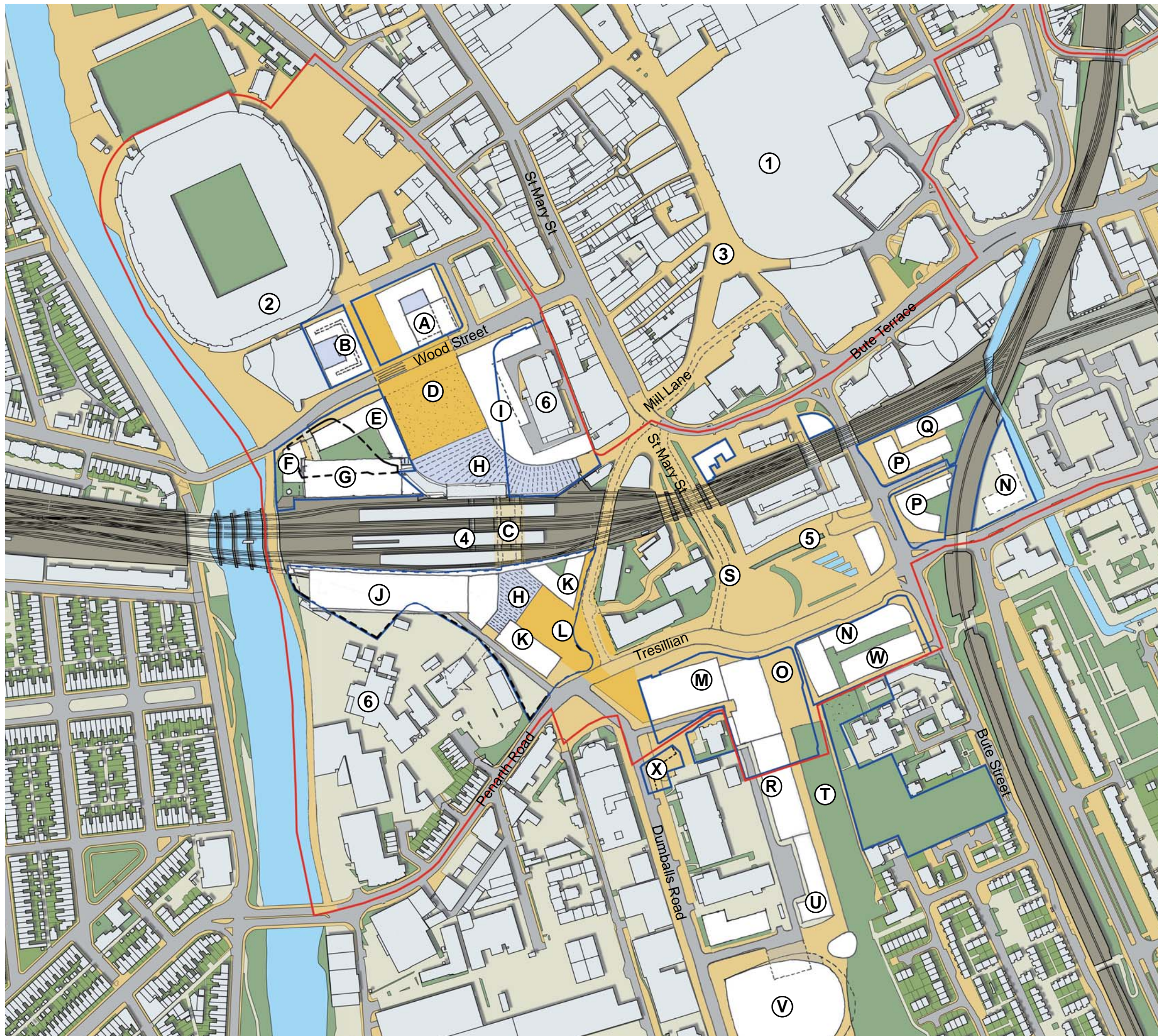
- A. Office (200,000 sq.ft)
- B. Hotel
- C. Public Corridor (Station Concourse)
- D. Central Square
- E. Hotel with Ground Floor Retail
- F. Residential
- G. Multi-storey Car Park (Approx. 500 spaces)
- H. Station Concourse
- I. Office & Ground Floor Retail
- J. Multi-storey Car Park (Approx. 1000 spaces) with Taxi drop-off and Bus Station below linked to Station Concourse.
- K. Office & Ground Floor Retail
- L. Station Plaza
- M. ICC
- N. Arena (11,000 capacity)
- O. Entrance Foyer to ICC and Arena
- P. College
- Q. Multi-storey Car Park
- R. Exhibition Hall
- S. Pedestrian and Bus Priority Route
- T. Central Park
- U. Car Park
- V. Office



1. ICC
2. Arena
3. Gallery
4. Entrance Foyer
5. Park
6. Callaghan Square

## PHASE 1: OPTION 1

# SKETCH MASTERPLAN: OPTION 2

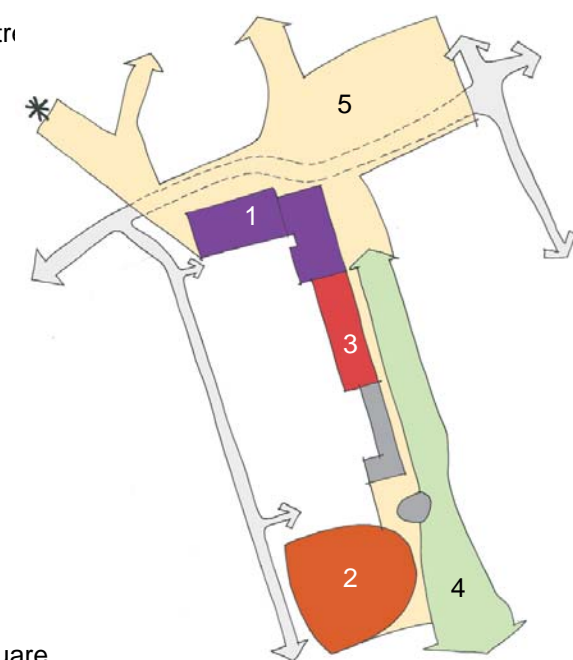


## EXISTING

1. St David's Shopping Centre
2. Millennium Stadium
3. The Hayes
4. Cardiff Station
5. Callaghan Square
6. Brains' Brewery
7. Existing NCP Car Park

## PROPOSED

- A. Office (200,000 sq.ft)
- B. Hotel
- C. Public Corridor (Station Concourse)
- D. Central Square
- E. Hotel with Ground Floor Retail
- F. Residential
- G. Multi-storey Car Park (Approx. 500 spaces)
- H. Station Concourse
- I. Office & Ground Floor Retail
- J. Multi-storey Car Park (Approx. 1000 spaces) with Taxi drop-off and Bus Station below linked to Station Concourse.
- K. Office & Ground Floor Retail
- L. Station Plaza
- M. ICC
- N. Office (200,000 sq.ft)
- O. Callaghan Square extended North-south
- P. College
- Q. Multi-storey Car Park
- R. Exhibition Hall
- S. Pedestrian and Bus Priority Route
- T. Central Park
- U. Car Park
- V. Arena (11,000 capacity)
- W. Car Park
- X. Huggard Centre

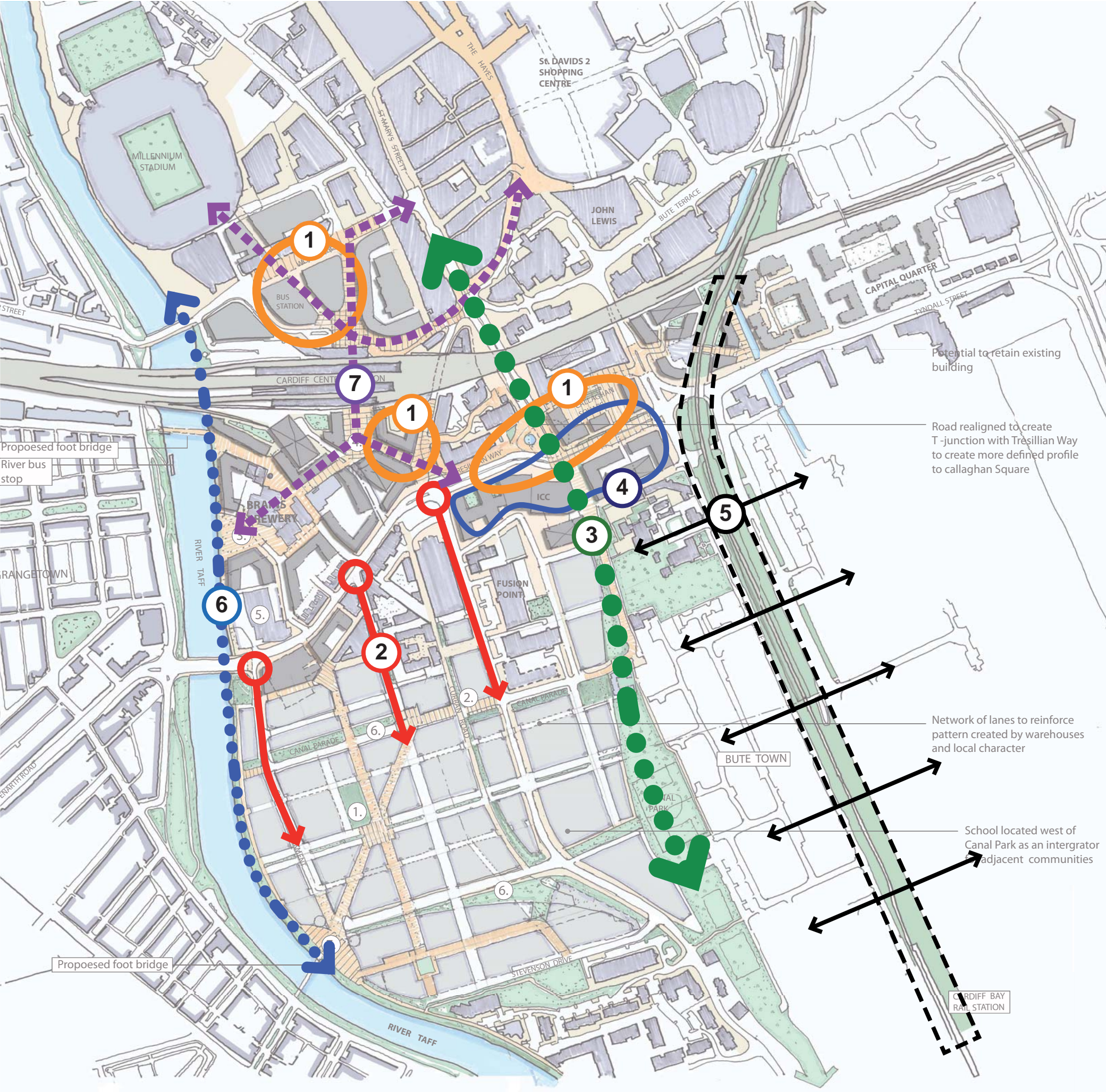


1. ICC
2. Arena
3. Gallery
4. Park
5. Callaghan Square

# PHASE 1: OPTION 2

# FOCUS ON:

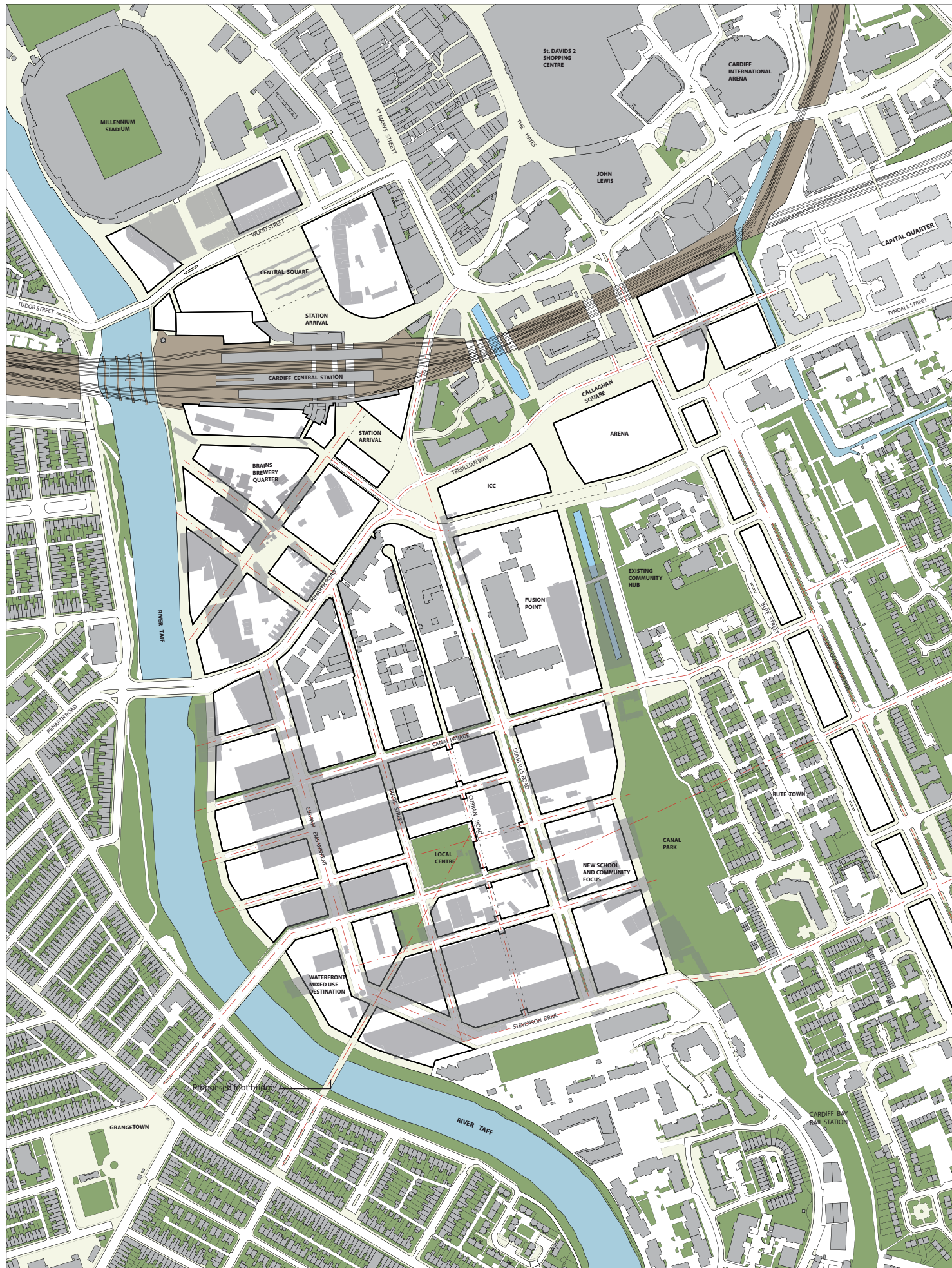
- 1. establishing new squares and plazas;
- 2. reinforcing urban structure through streets with pedestrian friendly junctions;
- 3. extending the central park to the city centre, including a dedicated pedestrian and cycle corridor;
- 4. creating a world class ICC, Arena and Exhibition Hall to attract investment;
- 5. removing the rail viaduct to improve east-west connections and identifying sites for new housing;
- 6. connecting and extending the riverwalk;
- 7. creating a new Train Station Concourse with improved links to surrounding districts.



## PHASE 1: IMMEDIATE ISSUES



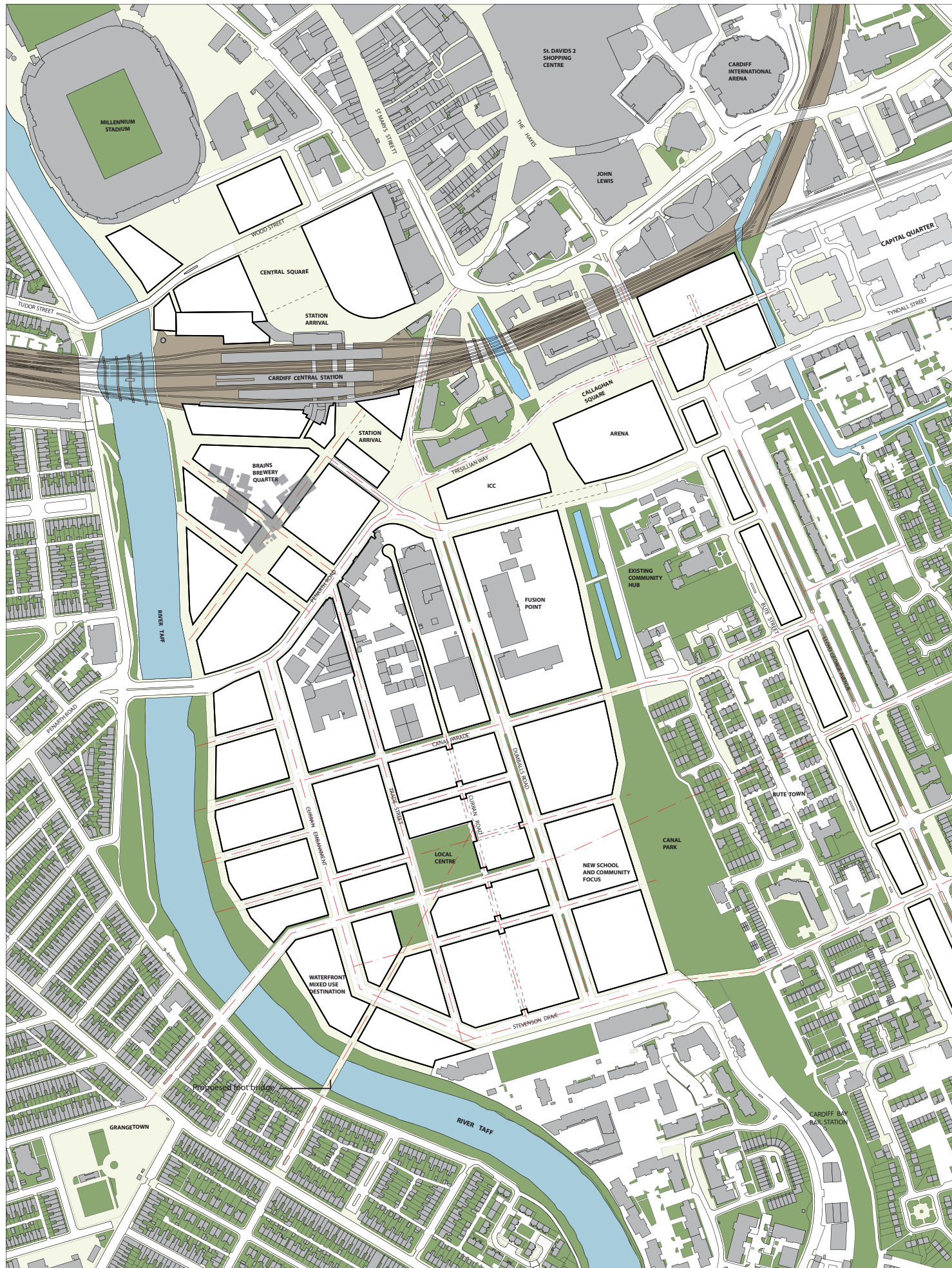
# CARDIFF CENTRAL: CURRENT MASTERPLAN FRAMEWORK DIAGRAMS



A1 @ 1:2000

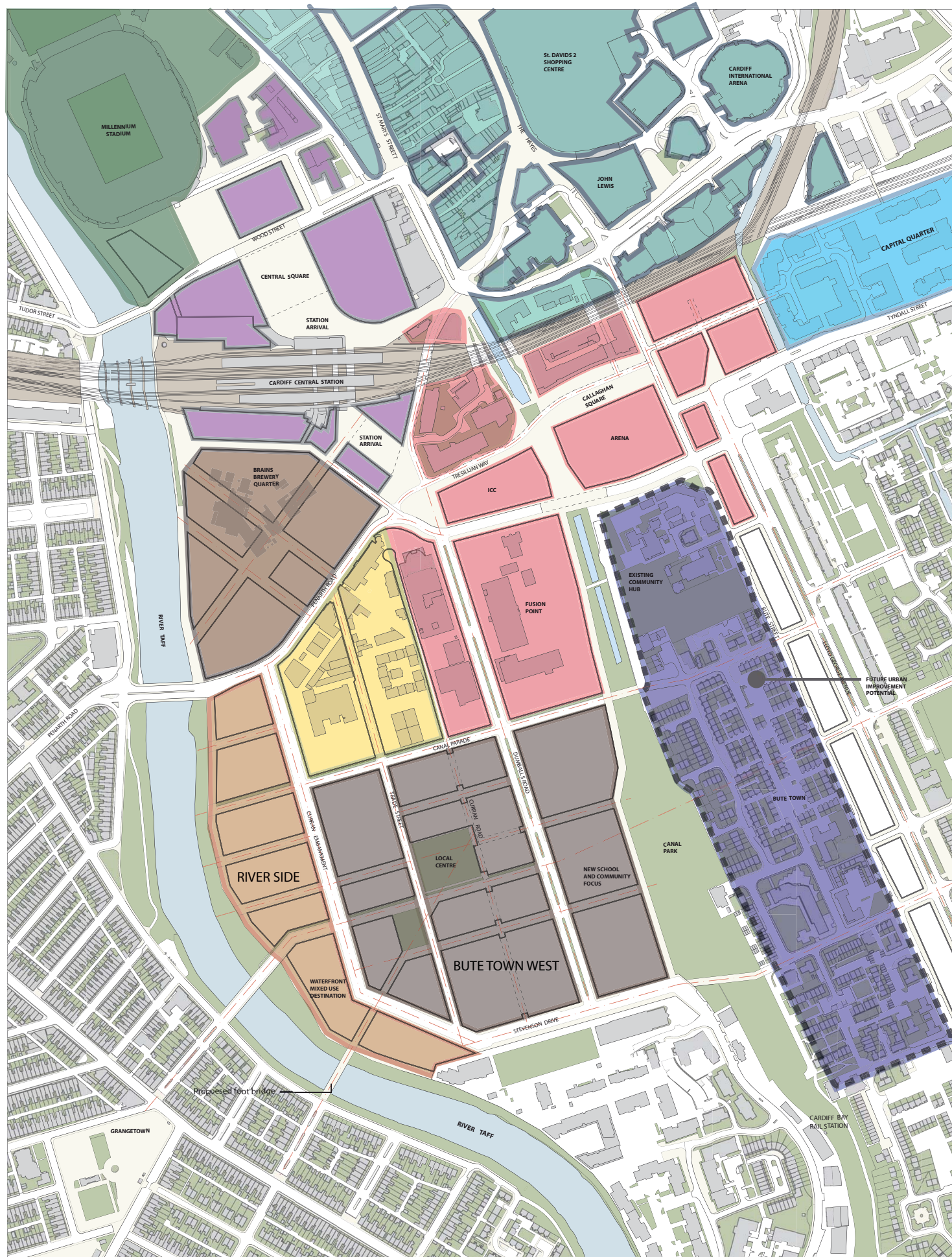
**AECOM**

# FRAMEWORK: DEMOLISHED BUILDINGS



A1 @ 1:2000  
**AECOM**

# FRAMEWORK: DEVELOPMENT PLOTS

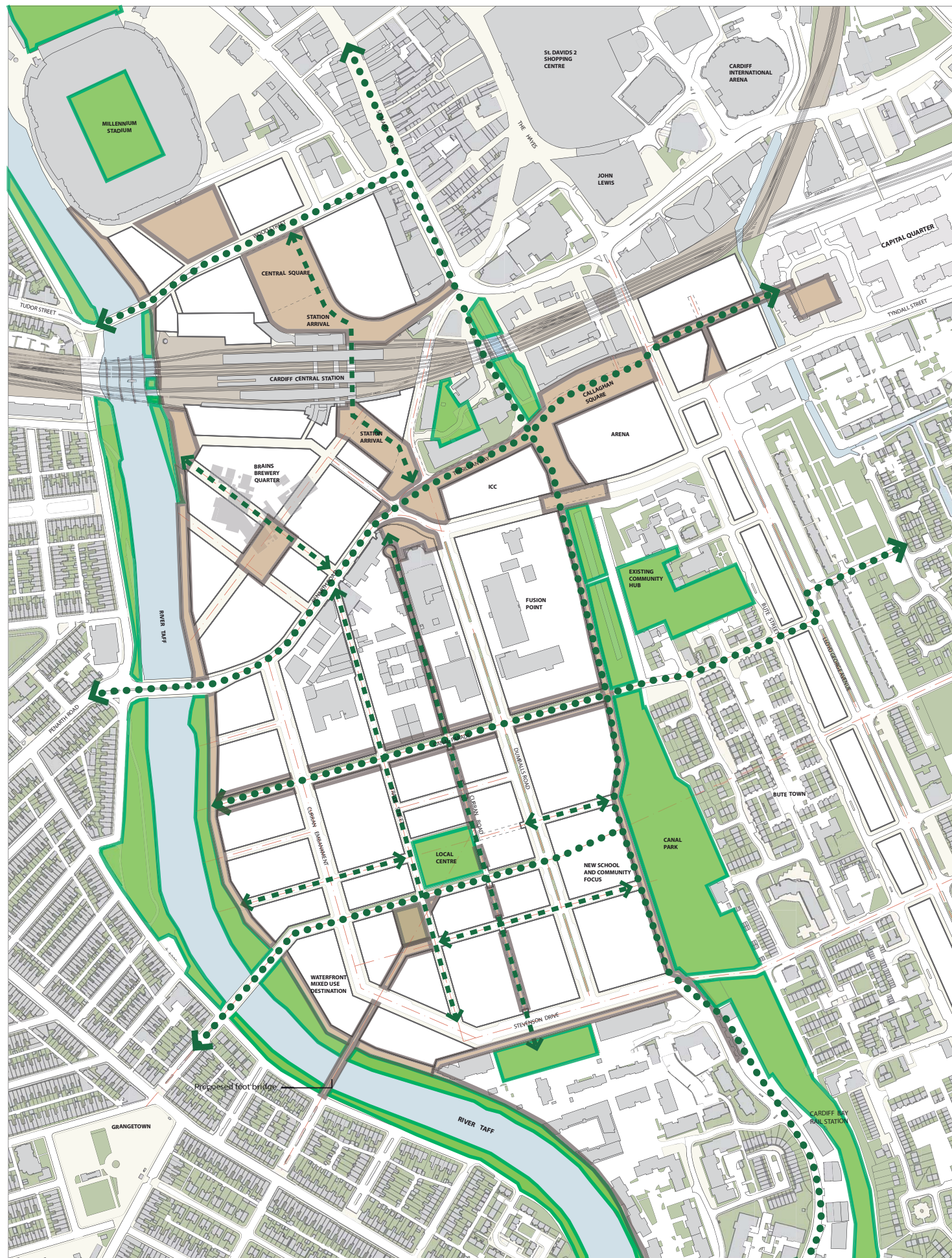


- City Centre Core:
  - Station Gateway
  - Sport Quarter
- Capital Quarter
  - Central Business District
  - Heritage Quarter
- Brewery Quarter
  - Riverside Residential
- Bute town West

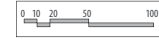


A1 @ 1:2000  
**AECOM**

# FRAMEWORK: CHARACTER AREAS

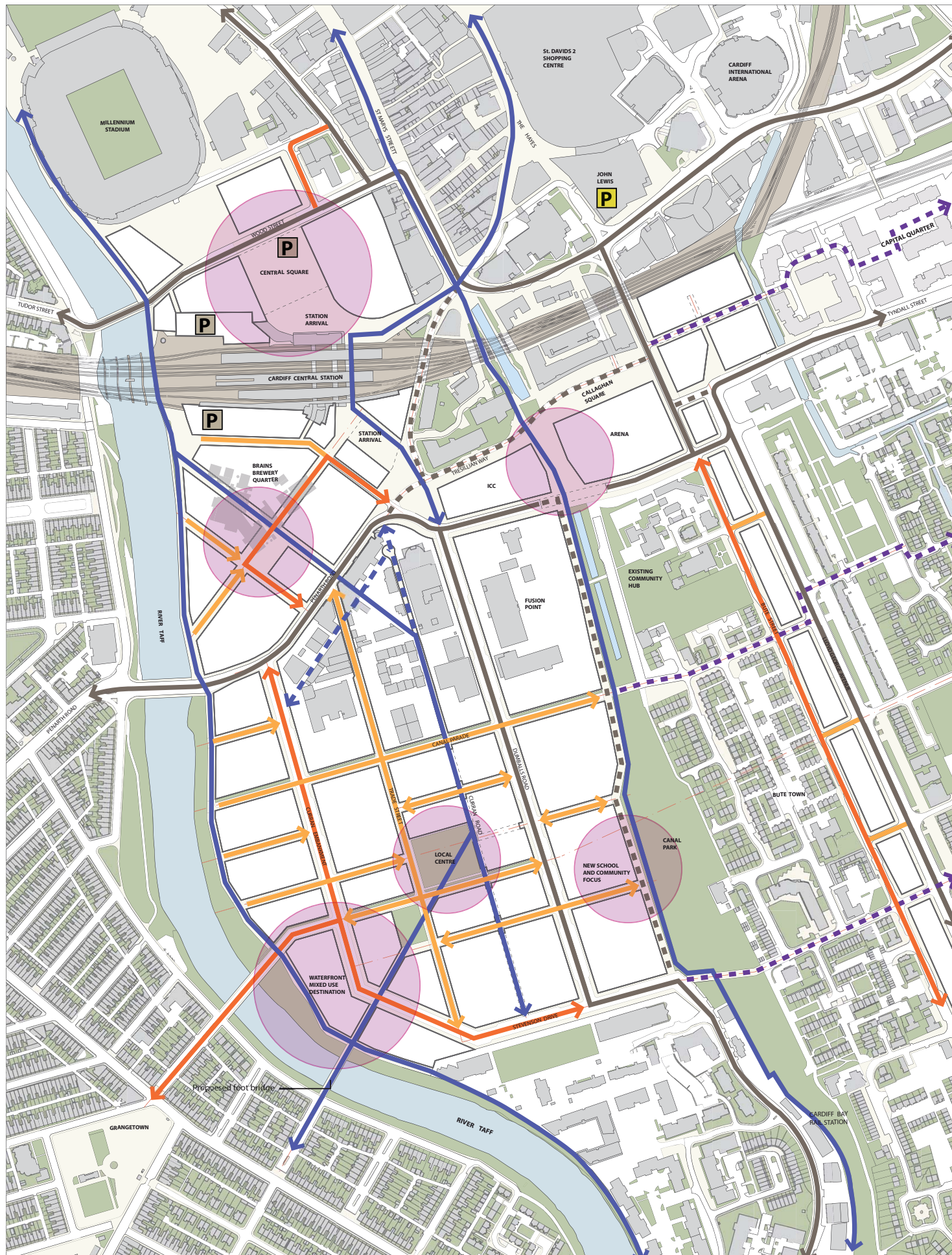


- Green corridors and key open spaces
- Squares and pedestrian priority connections
- Primary environmental corridors
- Secondary environmental corridors



A1 @ 1:2000  
**AECOM**

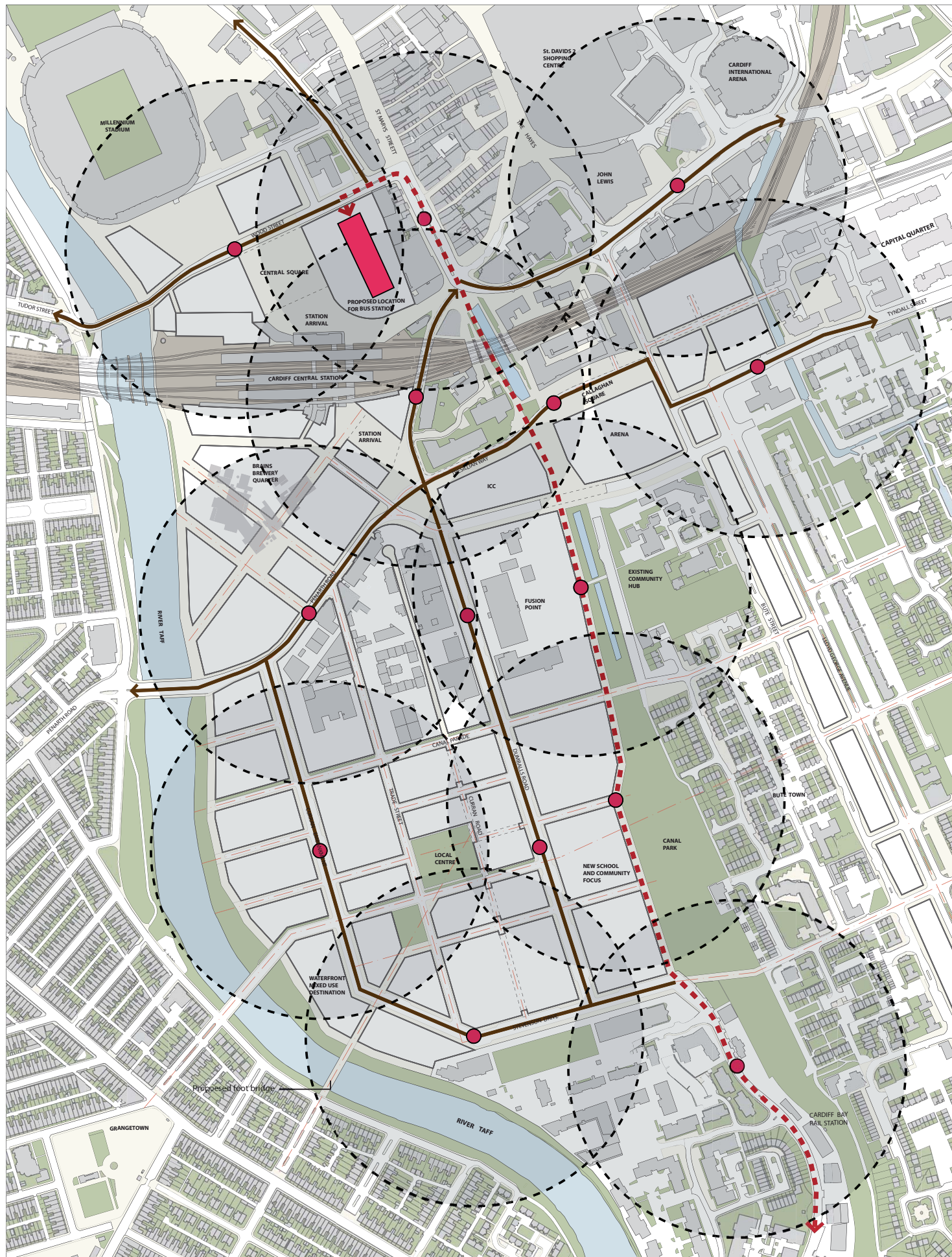
# FRAMEWORK: OPEN SPACE STRUCTURE



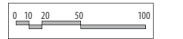
- Primary vehicular route
- Proposed bus only route
- Secondary vehicular route
- Tertiary vehicular route
- Primary pedestrian/cycle route
- Secondary pedestrian route
- Long term strategic connection
- P Existing public car park
- P Proposed public car park
- Proposed Activity Hub

0 10 20 50 100  
 A1 @ 1:2000  
 AECOM

# FRAMEWORK: ACCESS AND MOVEMENT

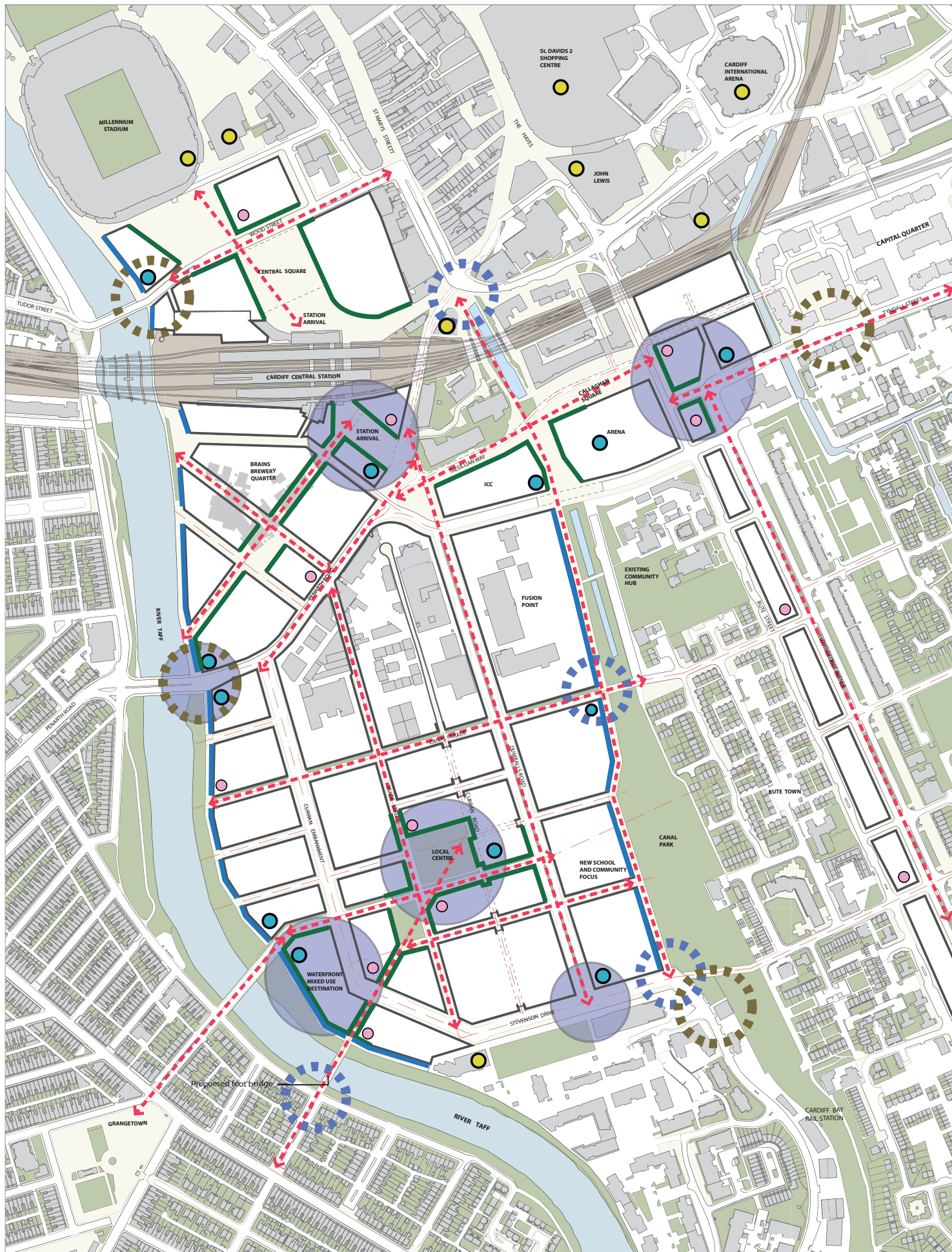












- Bus Stops
- 5min Walking distance
- City to bay connection
- Local bus routes



A1 @ 1:2000  
**AECOM**

# FRAMEWORK: PUBLIC TRANSPORT



-  Vehicular gateway
-  Pedestrian/cycle gateway
-  Existing landmark buildings
-  Proposed landmark buildings
-  Proposed accent buildings
-  Strategic Views and Vistas
-  Continuous building frontage
-  Potential height cluster
-  Primary Active frontage/ visual permeability
-  Responsive Park frontage

0 10 20 50 100

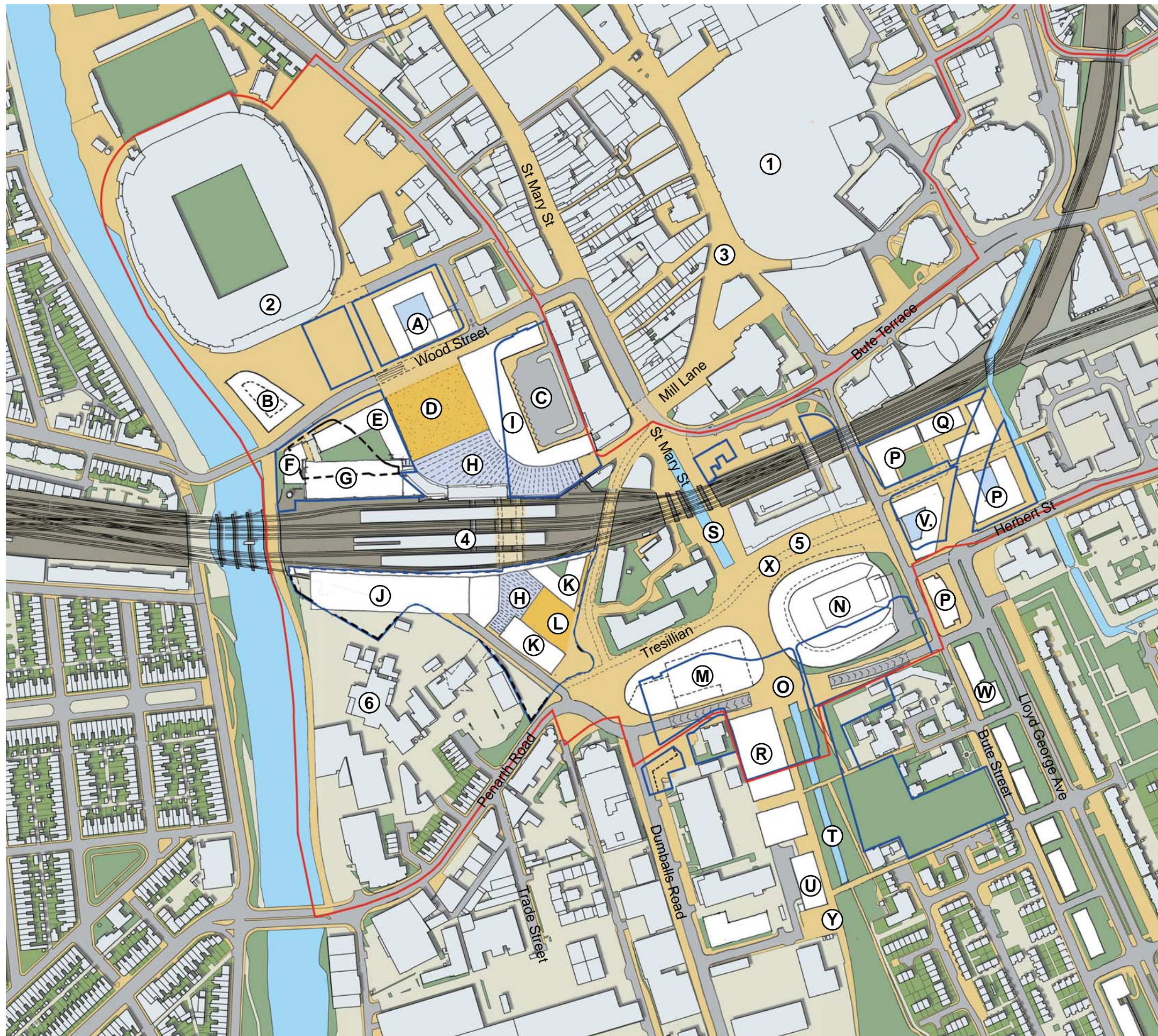
A1 @ 1:2000  


# FRAMEWORK: URBAN STRUCTURE



# CARDIFF CENTRAL: PREFERRED OPTIONS

# SKETCH MASTERPLAN: OPTION A



## EXISTING

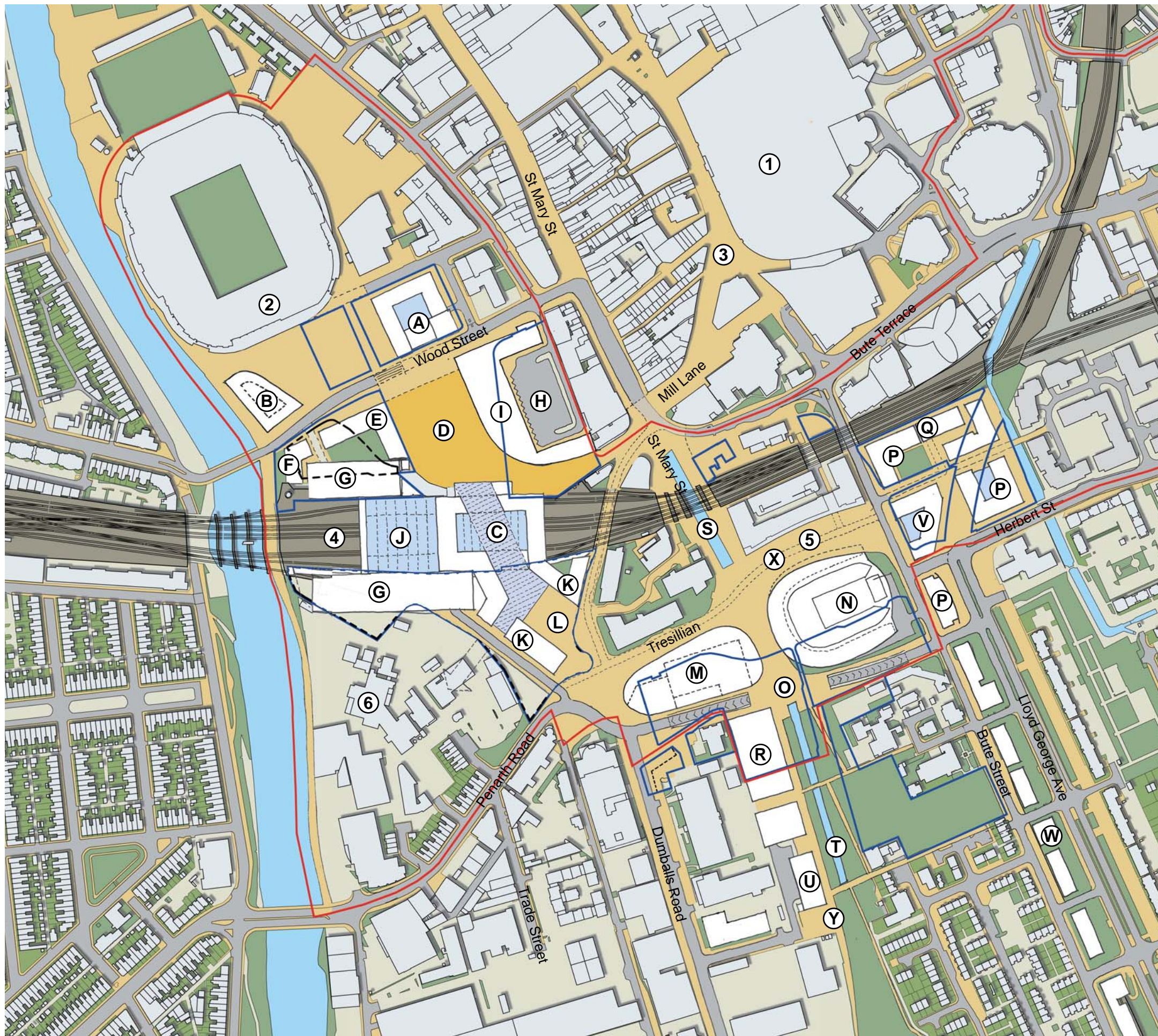
1. St David's Shopping Centre
2. Millennium Stadium
3. The Hayes
4. Cardiff Station
5. Callaghan Square
6. Brains' Brewery

## PROPOSED

- A. Office (200,000 sq.ft)
- B. Hotel
- C. Integrated Bus Station
- D. Central Square
- E. Hotel with Ground Floor Retail
- F. Residential
- G. Multi-storey Car Park (Approx. 500 spaces)
- H. Station Concourse
- I. Office & Ground Floor Retail
- J. Multi-storey Car Park (Approx. 1000 spaces) with Taxi drop-off linked to Station Concourse.
- K. Office & Ground Floor Retail
- L. Station Plaza
- M. ICC
- N. Arena (11,000 capacity, 8,000 seats)
- O. Land bridge with road underpass
- P. Landmark office development
- Q. Multi-storey Car Park
- R. Exhibition Hall
- S. Reinstated canal and enhanced public realm
- T. Central Park
- U. Parkside development
- V. Office (200,000 sq.ft)
- W. Residential Apartments
- X. Shared surface public realm & tram/guided bus stop
- Y. Central Park public transport and/or cycle corridor

# PHASE 1: OPTION A

# SKETCH MASTERPLAN: OPTION B



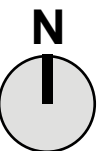
## EXISTING

1. St David's Shopping Centre
2. Millennium Stadium
3. The Hayes
4. Cardiff Station
5. Callaghan Square
6. Brains' Brewery
7. Existing NCP Car Park

## PROPOSED

- A. Office (200,000 sq.ft)
- B. Hotel
- C. Development platform above station with atrium
- D. Central Square
- E. Hotel with Ground Floor Retail
- F. Residential
- G. Multi-storey Car Park with bridge link
- H. Integrated Bus Station
- I. Office & Ground Floor Retail
- J. Glazed canopy structure
- K. Office & Ground Floor Retail
- L. Station Plaza
- M. ICC
- N. Arena (11,000 capacity)
- O. Land bridge with road underpass
- P. Landmark office development
- Q. Multi-storey Car Park
- R. Exhibition Hall
- S. Reinstated canal and enhanced public realm
- T. Central Park
- U. Parkside development
- V. Office (200,000 sq.ft)
- W. Residential Apartments
- X. Shared surface public realm & tram/guided bus stop
- Y. Central Park public transport and/or cycle corridor

100m



# PHASE 1: OPTION B

**AECOM**



# ADDITIONAL STUDIES

CARDIFF



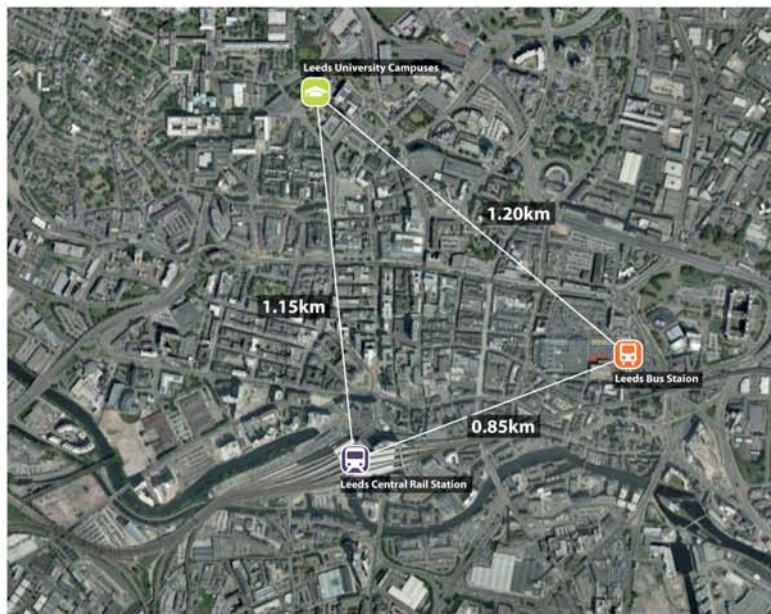
BRISTOL



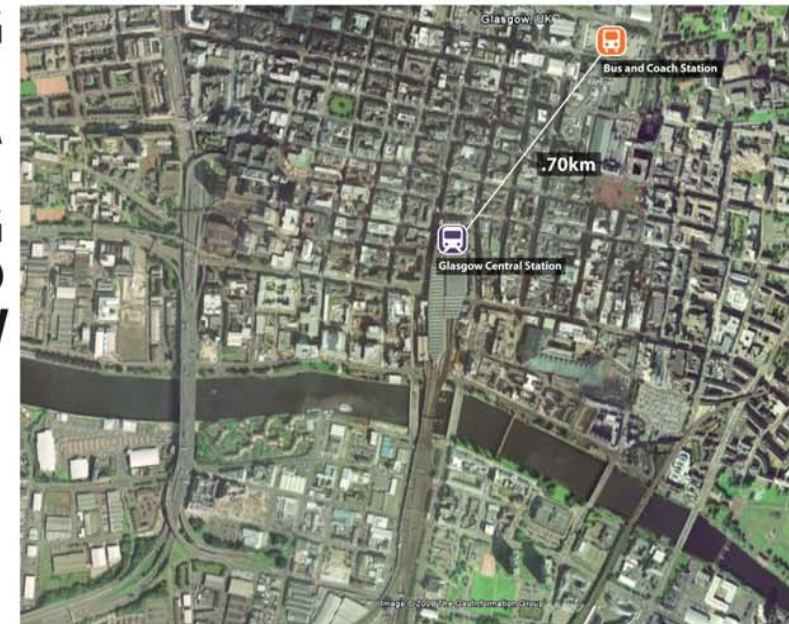
NEWCASTLE



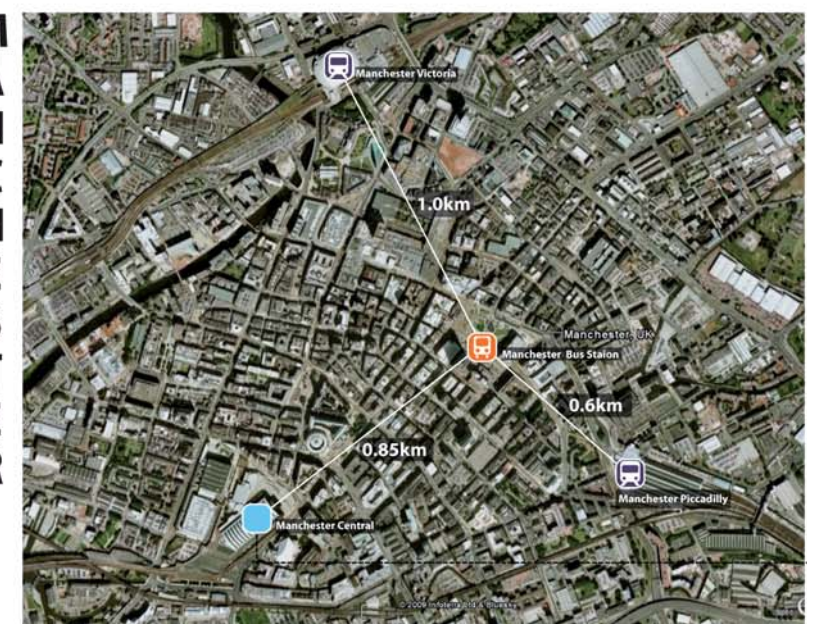
LEEDS



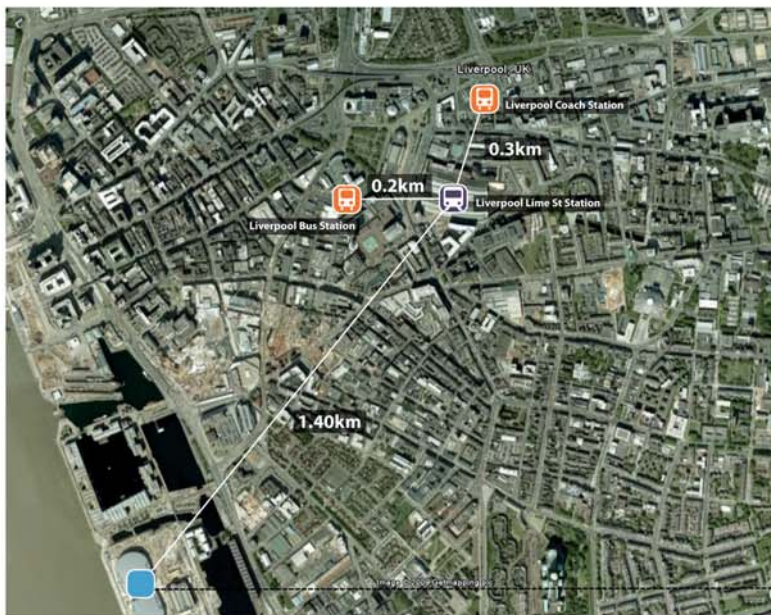
GLASGOW



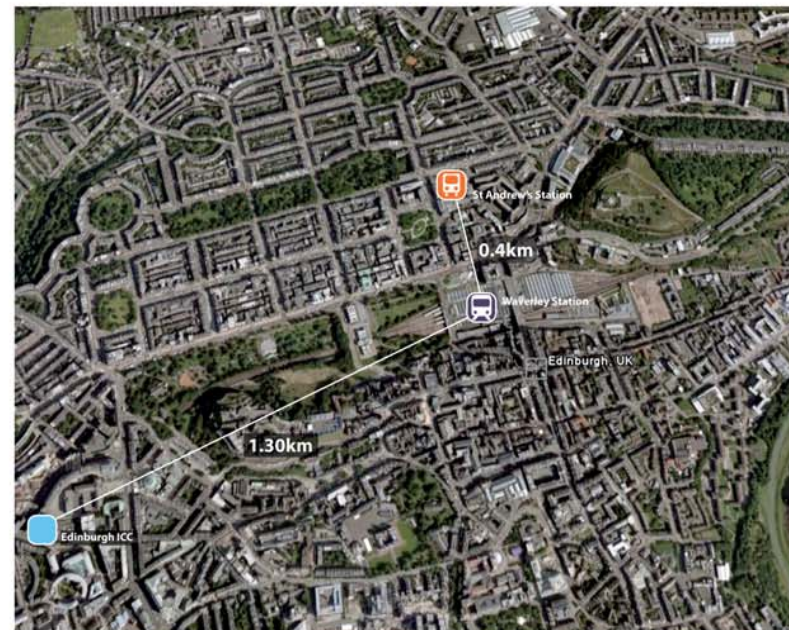
MANCHESTER



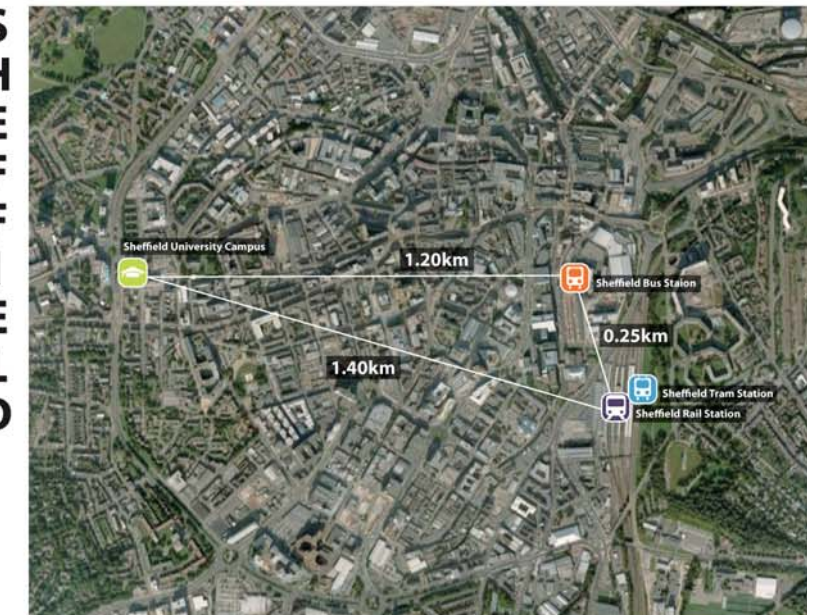
LIVERPOOL



EDINBURGH

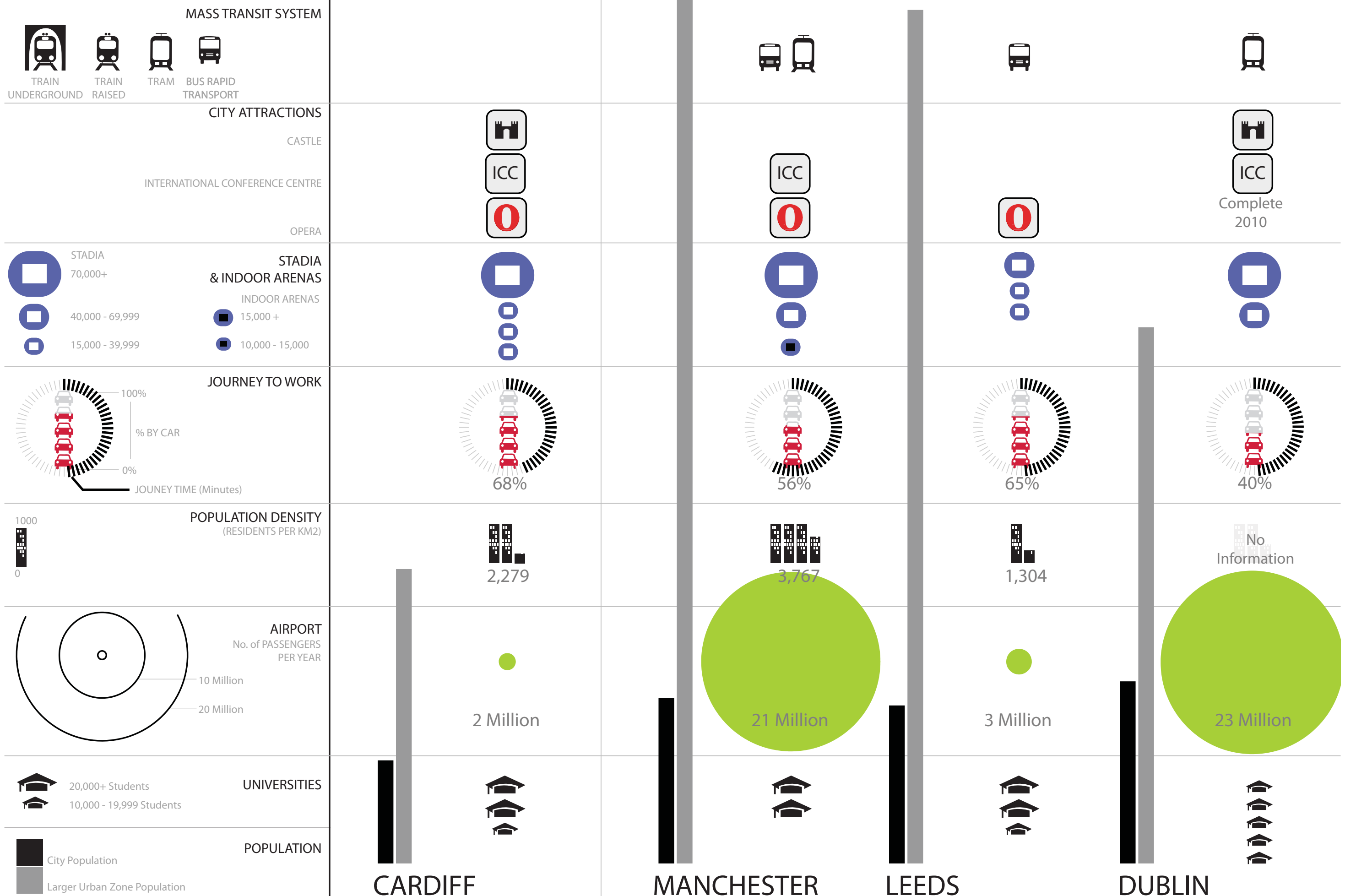


SHEFFIELD

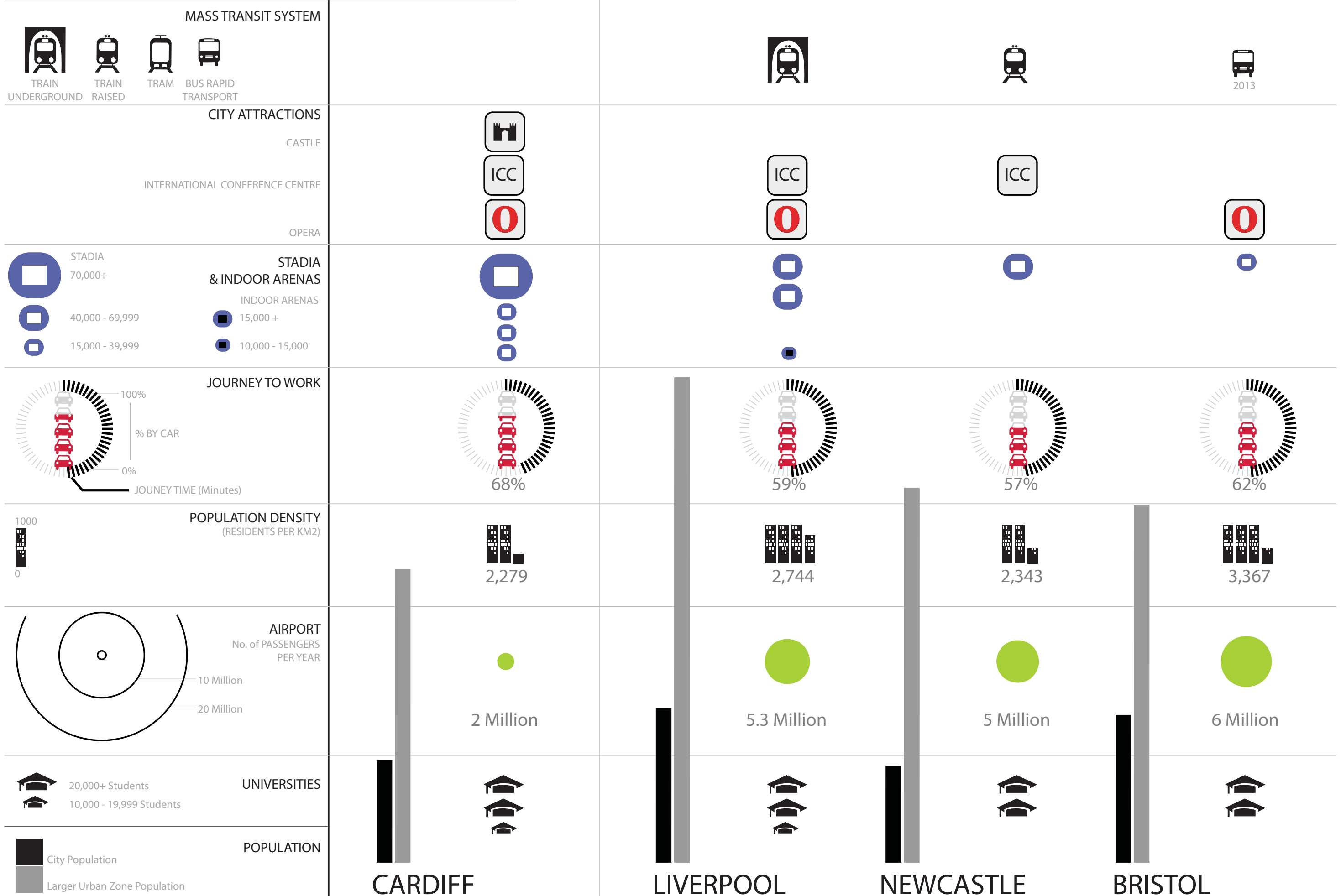


# CITY COMPARISONS

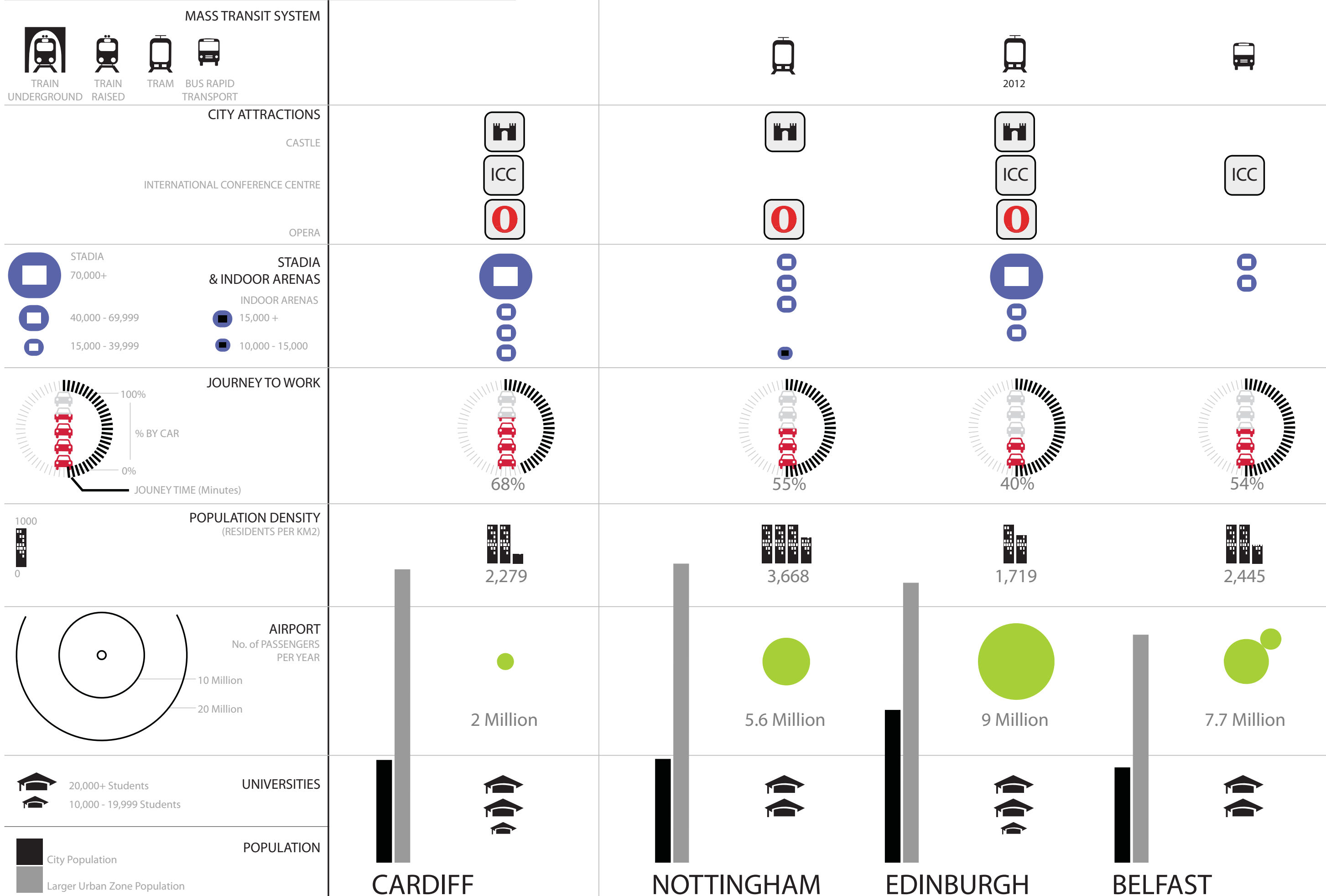
# CITY COMPARISONS - UK 1.



# CITY COMPARISONS - UK 2.

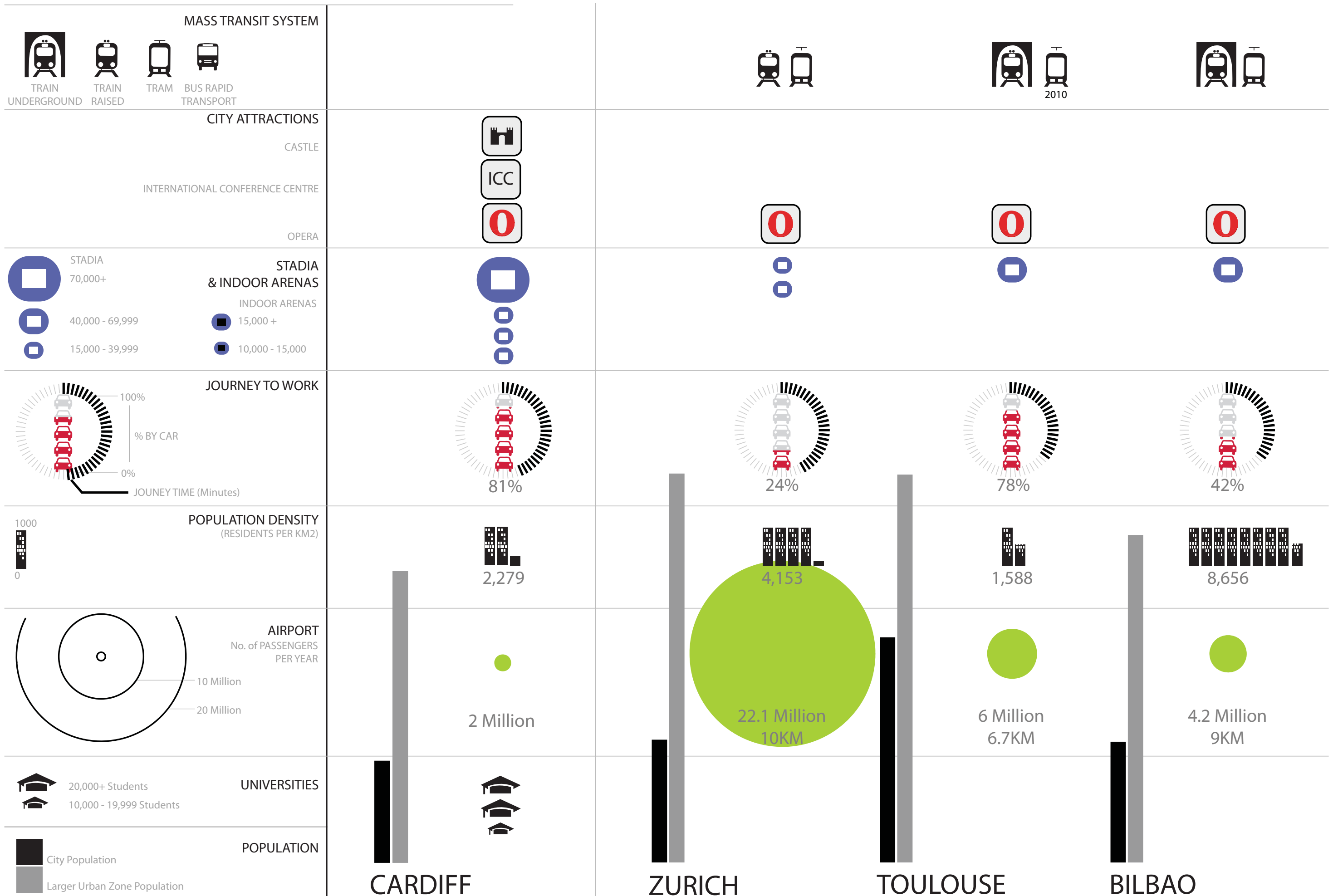


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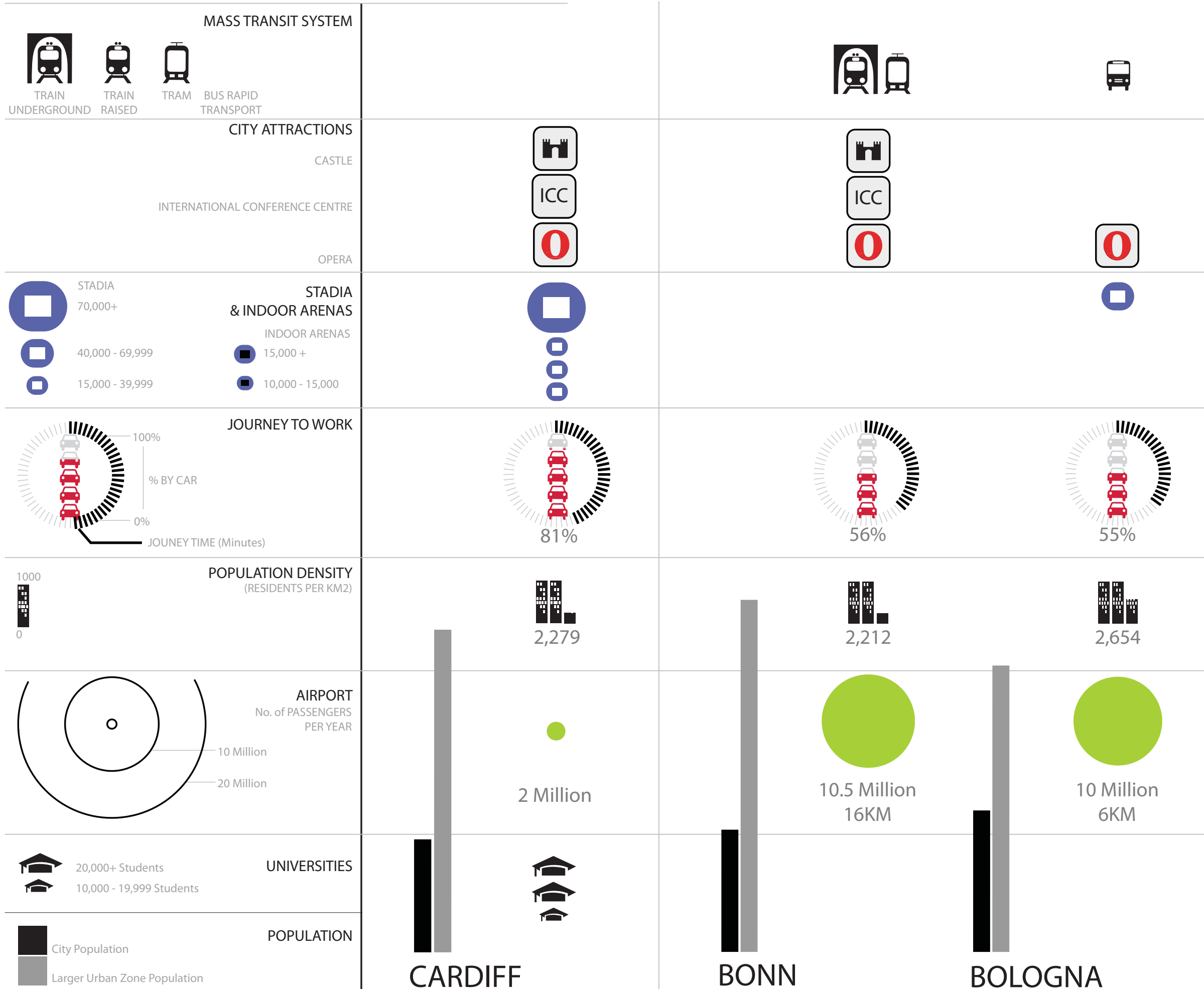


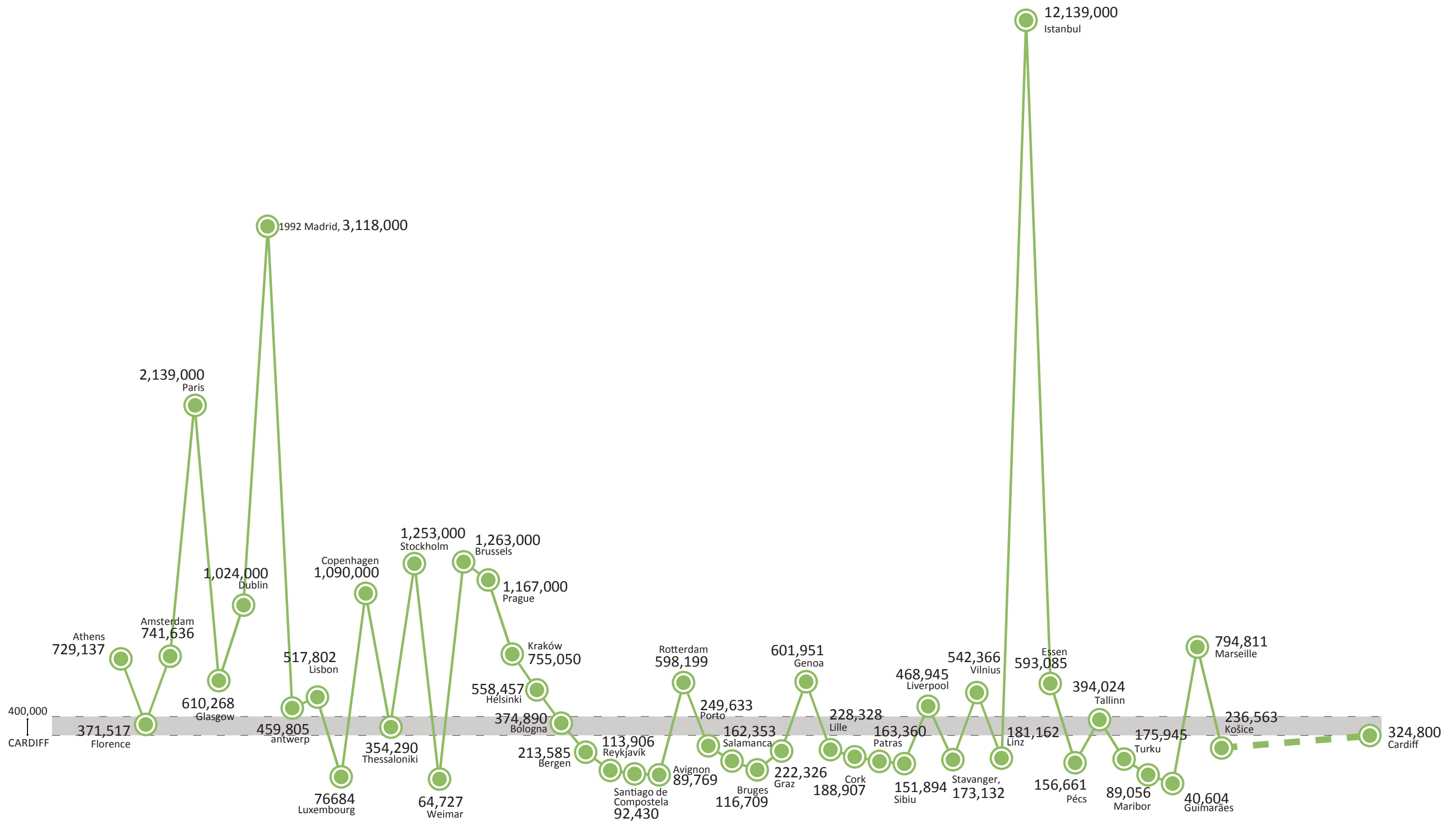


# CITY COMPARISONS - EUROPE 1.



# CITY COMPARISONS - EUROPE 2.





EUROPEAN CAPITALS OF CULTURE 1985 - 2013