



Swansea Urban Village

CITY CENTRE MIXED-USE REGENERATION

Client: Coastal Housing Group

Location: Swansea, UK

Project Value: £30M

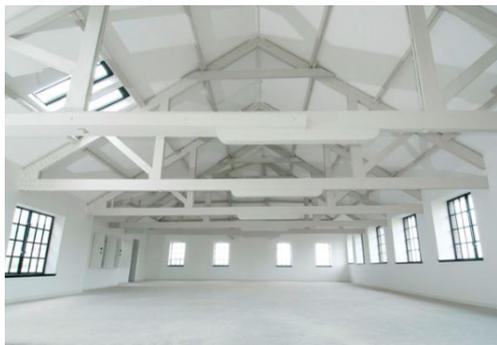
The Swansea Urban Village project is a mixed use re-development regenerating the High Street, The Strand and Kings Lane, Swansea with housing, offices, a new Creative Cluster, high street shopping and restaurants together with new public realm and parking.

Designed by Holder Mathias Architects on behalf of Coastal Housing Group, the Urban Village scheme, which completed in April 2016, is regenerating Swansea High Street whilst bringing back into use a derelict area of The Strand. The Urban Village has been developed in phases with a series of new courtyard spaces linking shops, offices, food and drink outlets and 76 affordable apartments.

Wales' first 'creative cluster' is designed for people involved in a wide range of creative industries such as advertising and marketing, architecture, computer and video games, crafts, design, fashion, film, video and animation, the music industries, publishing, software design, and television, radio and media, helping create a vibrant place to work, live and shop.

The scheme includes two new courtyard spaces: a new public courtyard space that serves as a focus for a collection of new creative industries, to create a unique space within the City Centre and a new private courtyard that creates a focus for the resident population.





It also includes the sensitive redevelopment of the Kings Lane warehouse as an integral element of the Urban Village and also the Creative Cluster.

Holder Mathias developed the design in close consultation with the local community and planning authority receiving full support from the Design Commission for Wales on each occasion that the scheme was presented to them.

Holder Mathias' design respects the scale and character of the area, reinforcing the traditional High Street frontage with new build and re-animating the Strand. The concept also forms the basis of a model for successive stages of development along the High Street/Strand corridor of the town centre and:

- Provides a stimulus for regeneration work within this former hub of the City, maximising the site's role along a key gateway into the City
- Achieves balance of residential and employment uses to create a sustainable mixed use scheme
- Maintains key views from the site over the River Tawe, enhances the existing views of the site along High Street and from The Strand and Parc Tawe
- Enhances landscape and ecology, with the landscape strategy reinforcing the overall design concept
- Creates a development which is compatible with neighbouring uses, integrating into the existing urban fabric
- Considers community safety, reflecting 'secured by design' principles encouraging overlooking of streets and spaces, clear public/private boundaries, casual social interaction and ground floor activity
- The design of the scheme is consistent with the character and appearance of Swansea's High Street while realising the potential to provide creative solutions within the constraints of the site
- Provides a high quality public realm, contributing to the regeneration initiatives which have taken place nearby
- The provision of suitable vehicular access into the site to serve the proposed mix of uses, reasonable level of car parking and an appropriate number of spaces to mobility standards
- Pedestrian and cycle connections to and from the surrounding area addressing the way in which the levels change across the site

Sustainable principles are embodied in the nature of the project including:

- Efficient use of this centrally located urban site
- Opportunities that this provides to reduce the need to travel by car
- Measures to reduce run-off and utilising sustainable drainage systems to reduce flood risk potential
- Orientation of the development to optimise passive solar gain