



Action Plan

Swansea Bay Strategy

28th February 2008

Action Plan

Swansea Bay Strategy

White Young Green Planning
21 Park Place, Cardiff CF10 3DQ
T: 029 2072 9000
F: 029 2039 5965 E: planning.cardiff@wyg.com
www.wyg.com

in association with

DTZ Consulting

Report status: Version 1
Date: 27 June 2007
Job number: A028066rep[2]070627v1.indd



CONTENTS PAGE

1	Introduction	2
1.1	Background	2
1.2	The Study Area	2
1.3	The Brief	2
2	Vision for the Bay	3
2.1	The Vision	3
2.2	Objectives of the Vision	3
2.3	Delivering the Vision	3
2.4	Achieving the Initiatives	5
3	Action Plan: Baywide Initiatives	7
3.1	Environment and Landscape Vision	7
3.2	Identity Vision	9
3.3	Accessibility Vision	13
3.4	Quality Vision	15
4	Action Plan: Destinations	19
4.1	City Waterfront	19
4.2	St Helens	21
4.3	Sketty Lane	23
4.4	Blackpill	25
4.5	Mumbles	27
4.6	Mumbles Pier	31
5	Implementation	33
5.1	Programme	33
5.1	Delivery and Implementation Plan	33
6	Acknowledgements	34



This report is copyright:
© White Young Green Consulting Limited,
2007

Drawings based upon the Ordnance Survey map are reproduced with the permission of Her Majesty's Stationary Office © Crown Copyright. White Young Green Consulting Limited licence number: AR 100017603

1. INTRODUCTION

1.1 Background

Swansea Bay Strategy is one of a series of interrelated initiatives that the City and County of Swansea is developing to improve the long-term performance of the city and the facilities for residents, visitors and businesses. The other initiatives are:

- City Centre Strategic Framework (Roger Tym & Partners);
- Tawe Riverside Corridor (Hyder Consulting); and,
- Swansea Tourism Strategy (Stevens & Associates).

These studies will provide a framework to guide development and compliment the SA1 development and the retail, sports and employment schemes in Morfa and Swansea Enterprise Park.

White Young Green Planning with sub-consultants DTZ Consulting were commissioned in January 2006 to prepare a Strategy for Swansea Bay with the aim of providing a vision for the Bay and an integrated assessment of its potential for new development and enhancement.

1.2 The Study Area

The Swansea Bay Strategy focuses on the 8.5 kilometres of waterfront of Swansea Bay from the West Pier in the east to Mumbles Pier in the west. It is an attractive area of the city offering panoramic views over the bay and a range of facilities serving residents and visitors. It demonstrates the very clear connection of the city's retail and civic functions to the marina, beach and waterfront.

The eastern end of the study area includes the land around the County Council offices and the link up West Way to the proposed redeveloped bus station. The new National Maritime Museum and redeveloped Swansea Leisure Centre are on the north of the Marina close to the Council offices. The study area does not include the city centre, River Tawe or the SA1 areas of the city, which are subject to separate initiatives.

The central area from St Helen's to Blackpill has a strong landscape setting, providing amenity space and sports facilities alongside Swansea University and Singleton Hospital, which are separated from the waterfront by

the Oystermouth Road dual carriageway. The western end of the study area includes Oystermouth, Mumbles and Mumbles Pier, which have a traditional seaside charm and attractive promenade.

1.3 The Brief

The Brief to Consultants, dated November 2005, stated that the strategy would consist of three main elements, comprising:

- A Vision for the Bay, which presents an holistic view of what it can offer in terms of recreation and tourism and includes an analysis of issues, constraints, policy context, extensive market research and consultations with various stakeholders, landowners and Council officers;
- An Action Plan, which considers the potential development at identified key destinations, and environmental and infrastructure enhancement proposals between those destinations; and,
- A Delivery and Implementation Plan, which sets out the potential mechanisms for bringing forward development and enhancement.

This report is the second part of the study: the Action Plan, and identifies the projects and initiatives to be developed in the bay, based upon the key initiatives identified in the Vision for the Bay report.

The report sets out the vision for the bay and describes how this will be implemented through six key destinations and a bay wide set of initiatives. An action plan is then provided for the bay as a whole and for each destination.

2. VISION FOR THE BAY

2.1 The Vision

Swansea is unique in Wales as being a city located directly on the waterfront, with miles of accessible golden sand and a gently curving bay offering distant vistas to picturesque destinations. Yet the arc of Swansea Bay, although providing an attractive amenity area for the city, does not provide the quality destinations required of a truly European city.

Over the last 40 years the area has seen minor changes, whilst other parts of the city have undergone major regeneration. The special character of the city is partly derived from its strategic location on the bay and relationship to the waterfront, but little has been done to enhance or develop this characteristic.

If Swansea is to take its place as a European waterfront city, it must make the most of its strategic assets. The bay is Swansea's premier strategic asset and it must play a more positive role in the economic development and vitality that the city has to offer. The vision for Swansea Bay is therefore set out below.

The bay provides the recreational space for the city. It is the place where people should be able to relax and unwind or re-energise themselves through sport. It should be the destination for culture, art, good food, quality places and a place to meet people. The bay should be a symbol of the quality of life that Swansea can deliver for residents and visitors. It is city life at the water's edge.

Sustainability must be at the heart of the revitalisation of Swansea Bay. The uses, the movement pattern, the ecology and design of new buildings must address all aspects of sustainability to ensure that the principles set out in Planning Policy Wales, Wales Spatial Plan and Local Agenda 21, and CCS Sustainable Developer's Guide are achieved.

2.2 Objectives of the Vision

Swansea Bay is where city life meets the waters edge and is a place that will through a high quality and sustainable environment:

Stimulate: the senses with the sight, sound, taste and smell of the sea;

Re-energise: the body through activities on the beach, water and land;

Encourage: new visitors with an exciting range of attractions;

Inform: through history and the natural environment;

Celebrate: the achievements of the people of Swansea; and,

Provide: opportunities for all ages to enjoy the bay.

2.3 Delivering the Vision:

The vision will be delivered over the next fifteen years through a series of initiatives both on a baywide level and specific to the six key destinations.

Baywide Initiatives

- Create a unified waterfront park which extends from Mumbles in the west to the Tawe Riverside Park in the east, linking the key destinations.
- Create a unified Swansea Bay identity.
- Celebrate the quality and diversity of the environment and landscape.
- Improve accessibility from the City Waterfront to Mumbles Pier.

Plan showing the varying character of the Bay and the location of the six key destinations



Destination Initiatives

City Waterfront

- Open up County Hall to visitors, introducing new public facilities.
- Connect the city centre to the waterfront.
- Redevelop Paxton Street and surplus car park land.
- Create new visitor facilities and beach activity zone.
- Improve properties along Oystermouth Road.
- Widen the promenade from County Hall to the Slip Bridge.

St Helen's

- Prepare a site specific development brief in consultation with the local community, and other relevant landowners and stakeholders.
- Create new visitor facilities and car parking next to the beach access.

Sketty Lane

- Strengthen the sports village.
- Develop a new waterfront park.
- Provide visitor facilities supporting adrenaline beach and water related activities.
- Improve pedestrian and cycle access from the University and boating lake to the waterfront.

Blackpill

- Improve links to Clyne Park and Clyne Gardens.
- Improve the Lido as a family visitor attraction.
- Create an iconic feature in the design of the new pedestrian/cycle bridge that signals the start of Gower.

Mumbles

- Develop Oystermouth Square as a focal point for retail and visitor activities.
- Enhance Newton Road retail area and develop a niche retail offer.
- Revitalise the area between Oystermouth Square and Knab Rock, improving visitor facilities.
- Enhance Oystermouth Castle and promote as a visitor attraction.
- Develop a niche cafe and restaurant market, focused on locally procured produce.

Mumbles Pier

- Refurbish and redevelop Mumbles Pier as an improved visitor attraction and venue.
- Promote new visitor water trips between the pier and marina.
- Increase the profile of Mumbles Pier, developing additional family visitor attractions.
- Promote the mixed-use redevelopment of land fronting the pier and beach area.

2.4 Achieving the Initiatives:

Section 3 identifies four key baywide themes and describes seventeen actions required to successfully implement the baywide initiatives. Similarly section 4 describes the various actions required to implement the initiatives for each destination.

Environment and Landscape Vision Plan



Action Plan

Swansea Bay Strategy

3. ACTION PLAN: BAYWIDE INITIATIVES

Environment and Landscape Vision

Swansea Bay - a unified, high quality contemporary waterfront which extends from Mumbles in the West to Tawe Riverside Corridor in the East. A place that will accommodate a wide variety of spaces for multi purpose uses, include landmark features, open views, protect and enhance environmental quality and raise awareness of the diversity of habitats.

BW1: Waterfront Park

- Create a high quality, contemporary Waterfront Park between St Helen's and West Cross, which will become an important destination central to the bay, incorporating the Common and linking directly with the Clyne Valley. The park will enhance the Oystermouth Road frontage to create a consistent foreshore appearance.
- Commission an international design competition for the design of the Waterfront Park and aspire to the high standards of design and maintenance of other major European waterfront parks.
- Accommodate a variety of spaces that incorporate multi-purpose uses, a range of activities, and allow for formal and informal play/ active use, ensuring flexibility is a central design theme.
- Extend and improve the existing trim trail through the park as a free outdoor health and fitness facility providing an alternative to the indoor gym.

BW2: Landmark Features and Views

- Create a series of landmark features along the foreshore which form recognisable markers to destinations, thereby helping to draw the visitor from one destination to the next.
- Incorporate the landmarks into the lighting strategy to create a legible, safe promenade for evening use (see action BW6).
- Open up key views across the bay, through rationalisation of planting, and improve the quality of existing views.
- Maintain clear unimpeded views of the beach and key landmarks.
- Open up views of the beach in key locations between Sketty Lane and Blackpill to encourage its increased use.



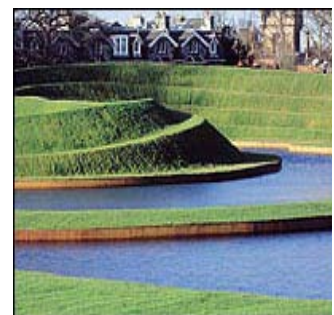
Attractive foreshore



Visitor information points



Well maintained park setting



Incorporating land art



Public art, for everyone

Quality city seafront, Cannes



Quality cornice, Cannes



Learning about the environment



Public art features, Barcelona



Legible City, Bristol



BW3: Natural Environment

- Protect, enhance and celebrate the quality and diversity of the natural environment.
- Develop a bay wide approach to create a place where there are rich and varied ways of learning about and experiencing the natural environment.
- Raise awareness of the diverse habitats and species to be found at the existing attractions of Clyne Valley, the Botanic Gardens, Mumbles Hill Nature Reserve and bird watching opportunities through a series of information boards.

BW4: Beach Quality

- Deliver and maintain quality, award winning beaches.
- Improve existing access to the beach to allow for universal access.
- Enhance the edge between the promenade and the beach whilst ensuring consistency of approach and improving the quality of views of the city from the beach.
- Open up views of the beach in key locations to encourage its increased use.
- Raise awareness of the diverse species supported by the mud and sand inter tidal zone within the SSSI at Blackpill.

BW5: Flooding

- Update Flood Risk Assessment of Swansea Bay to identify the risk of flooding to the key development sites.
- Detailed studies of key development sites will include Flood Risk Assessment.

Action Plan

Swansea Bay Strategy

Identity Vision

Swansea Bay - the destination that matters, the playground of the city. Swansea Bay is one destination with three character areas: the city on the waterfront, the Waterfront Park and Mumbles waterfront. The design of the public realm, together with the public art and events strategy, must combine to give a unified place with specialist character zones.

BW6: Public Realm Strategy

- Establish a palette of materials and street furniture that provides a consistent design for the continuous waterfront edge.
- Create ways of distinguishing between the different character zones of the bay, empathising the civic, formal edge of the City Waterfront, the softer natural yet active feel of the waterfront park and the lively, functional qualities of Mumbles Waterfront.
- Accommodate passive users, commuters, parades and festivals.
- Adopt a comprehensive management and maintenance programme.
- Commission a public art strategy to provide a coordinated approach to the inclusion of public art and maximise its potential benefits in enhancing the existing identity. Public art should help unify lighting, seating and parking in a creative way and can involve local community groups and professional artists to celebrate cultural and historic elements along the bay.

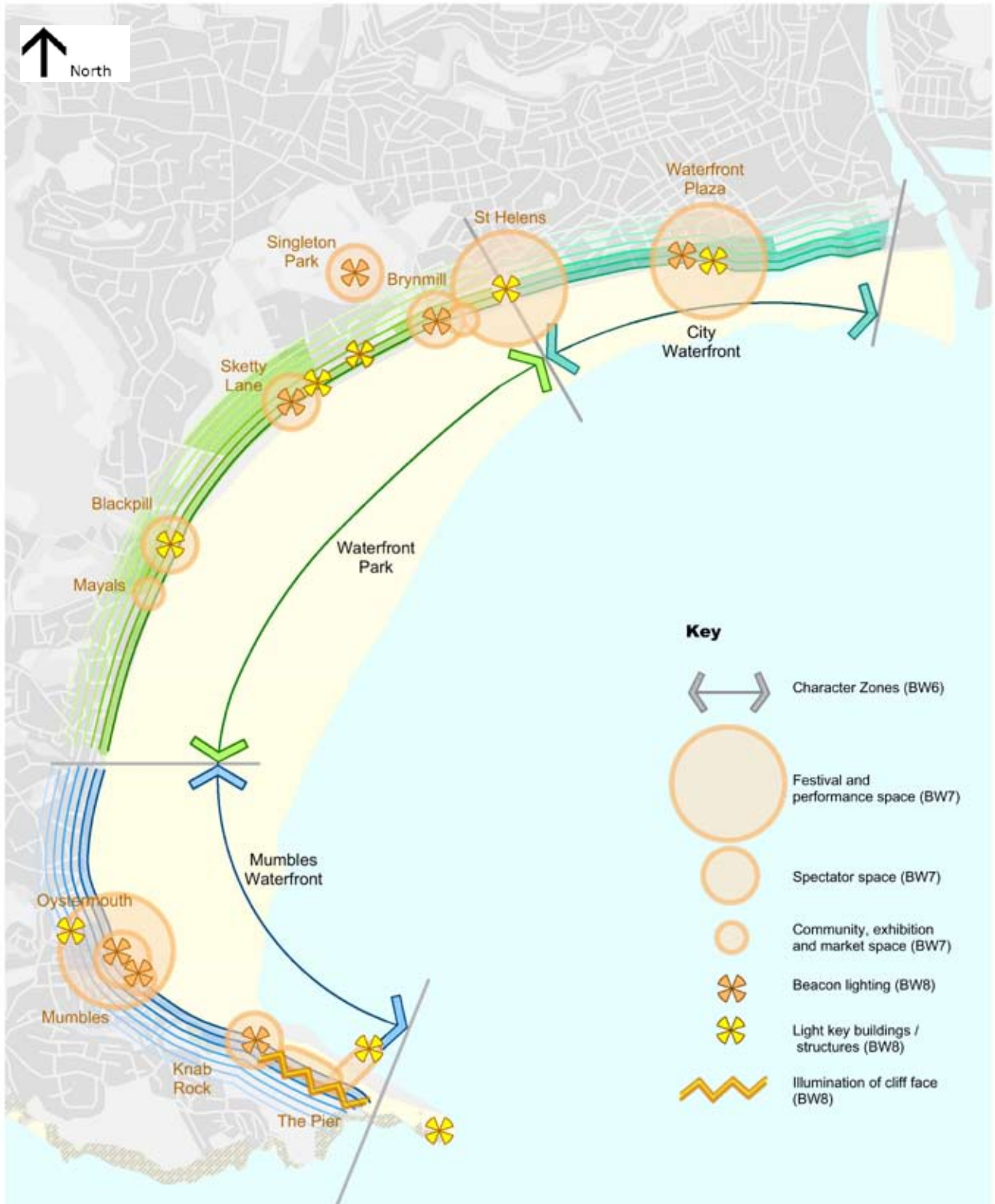
BW7: Events

- Develop a Bay Events Strategy, and market a calendar of events, with a local, regional and international flavour.
- Develop venue spaces along the waterfront capable of hosting a variety of events, locating Festival and performance space at City Waterfront Plaza, the Waterfront Park, Singleton Park and Oystermouth Square;
- Spectator space at the bottom of Brynmill Lane, Sketty Lane and Knab Rock;
- Market space at Oystermouth Square and along the approach to Mumbles Pier;
- Exhibition and presentation space at Oystermouth Square and on Mumbles Pier, and;
- Community space within the Waterfront Park.
- Establish links with the transport strategy to manage the safe movement and control of visitor, spectator, local and through traffic.
- Develop a coordinated approach to bidding, funding and hosting events.
- Promote uses both day and night.
- Provide a year round experience.



Beach furniture, PPS

Identity Vision Plan (BW6, BW7 BW8)



Action Plan

Swansea Bay Strategy

BW8: Lighting Strategy

- Promote a bay wide lighting strategy that links the key destinations in a coordinated and innovative way.
- Minimise potential adverse impact of light production into the night sky, on nature conservation, residential areas and the road network.
- Develop an energy efficient lighting system using advanced technology.
- Ensure the ongoing management and monitoring of the lighting strategy before and after implementation.
- Introduce a family of bay wide lighting systems, creating a clutter free environment that feels safe and secure after dark.
- Introduce feature lighting of key buildings for major public landmarks
- Consider ways of reinforcing the three distinctive character areas of the bay.
- Consider the sensitive introduction of beacon lighting to signal where events are taking place in and around the bay.



Newcastle Quayside



Net lighting, along the promenade



South Shore Promenade, Blackpool



Lighting the centre, Bristol



Lighting, Delray Beach, PPS

Bay wide accessibility plan



Action Plan

Swansea Bay Strategy

Accessibility Vision

Swansea Bay - an accessible destination with improved public transport and access through the area. The new Metro system with interchanges around the bay, a robust new parking and signage strategy, and an extension to the land train route will contribute towards the improvement of the public transport network around the Bay and improve public access through the area. This, together with the new pedestrian/cycle system will improve accessibility and create a more vibrant destination.

BW9: Promenade / Cycling / Land Train

- Create a continuous high quality waterfront experience with an extended promenade linking all the destinations and developments along Swansea Bay from the River Tawe to Mumbles Pier.
- Promote the journey of the bay, encouraging walking, cycling, jogging and skating.
- Maximise opportunities for sitting, socialising, people watching and taking in the views.
- Consider the potential to widen the promenade between County Hall and St Helen's, at Southend Gardens and along the cliff approach to Mumbles Pier.
- Provide dedicated cycling lanes as part of the promenade to minimise user conflict. Identify links to the wide National Cycle Network through the signage strategy (BW13) and at cycle hire centres.
- Improve access across Oystermouth and Mumbles Road with enhanced at grade crossings (road level) and a new high level lightweight bridge of quality design.
- Locate cycle hire and support facilities at County Hall, Sketty Lane, Blackpill and Knab Rock and provide cycle racks and safe storage at key destinations, car parks and attractions.
- Extend the land train to run from Bracelet Bay in the West and to the West Pier Maritime Quarter in the East. This will be made feasible through the promenade widening noted above.
- Introduce additional, environmentally friendly land trains, focused towards an adult market, to encourage their use as part of the public transport system. These would complement the existing child/family orientated trains and the design could reflect the original Mumbles trains.



Cannes



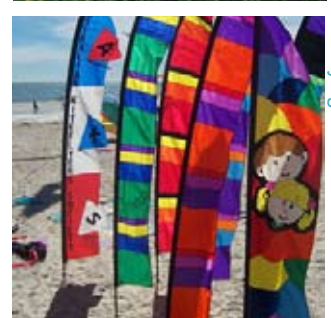
Bike hire facilities along the foreshore



Promenade, Battery Park, PPS



Award winning parks and gardens



Kite flying fun on the beach

Accessing the water, Knab Rock



The new Swansea Metro



Signage Rlfs Park, NYC, PPS



Existing Swansea land train route



Historic Mumbles Train, Knab Rock



BW10: Beach / Water

- Promote beach access for all, locating key drop off areas for senior and disabled access, with platforms and adapted wheelchairs for access and use on the beach.
- Promote the beach for active use, designating children zone areas along the beach for on beach play facilities and supporting active uses such as kite boarding, land yachting and blokarting.
- Promote access to the water from the northern and southern edges of the bay, supporting larger boating activity around the marina, continued watersports at Knab Rock and facilitating water taxis and recreation boat trips between Mumbles Pier and the River Tawe.
- Encourage safe use of the water through management of activities and designation of uses to specific areas.
- Formalise boat storage to improve use of available space and introduce a new pricing strategy.

BW11: Improved Public Transport Network

- Locate metro interchanges along the bay, encouraging multi-modal bay travel, providing ticket kiosks, timetable information and public conveniences. Introduce dedicated metro routes between the city centre and County Hall.
- Develop a new pricing strategy with on bus ticketing, rover tickets and multi-modal options.

BW12: Baywide Parking Strategy

- Prepare a parking strategy, with a variable charging system.
- Investigate the potential to provide a park and ride facility in the west and additional car parking at St Helen's and Mumbles. Increase parking provision at St Helen's, Sketty Lane, Blackpill, Oystermouth Square and Mumbles Headland. Provide new car parks on the foreshore at Blackpill and on street parking provision between Southend Gardens and Mumbles Pier.

BW13: Signage Strategy

- Develop a Swansea Bay signage strategy. Provide electronic signage along Oystermouth and Mumbles Roads, displaying public transport, car parking, festival and event and water quality information.
- Provide interactive signage along the promenade with links to the environment, education and health.
- Investigate ways of incorporating signage with street furniture through action BW6 to ensure environmental clutter is minimized.

Action Plan

Swansea Bay Strategy

Quality Vision

Swansea Bay - the quality recreational destination in West Wales. An improved range of visitor facilities along the bay, with food and drink, public art, lighting, toilets and shower facilities, events space, facilities for boating activity and children's play facilities, together with information signs that celebrate the industrial heritage and historical rail links between Mumbles and the City. Through improved maintenance and management coordination, a high quality public realm will be enhanced.

BW14: Visitor Facilities

- Focus public conveniences at key arrival areas around the bay including County Hall, St Helen's car park, Victoria Park, Sketty Lane Adrenaline Sports Centre, Blackpill Lido, Oystermouth Square, Knab Rock and Mumbles Pier.
- Provide shower facilities at City Waterfront, St Helen's, Sketty Lane Adrenaline Centre, Black Pill Waterpark and Knab Rock.
- Extend/enhance existing cafes, bars and restaurant facilities at County Hall; Patti Pavilion; Blackpill Waterpark; Knab Rock and Mumbles Pier. Provide new facilities that support both day and evening entertainment at City Waterfront; Sketty Lane Adrenaline Sports Centre and Oystermouth Square.
- Kiosks should be supported at Victoria Park; the bottom of Brynmill Lane; Westcross and Knab Rock.

BW15: Water Activity

- Support continued water boating activity around Mumbles and the Marina with increased facilities at Knab Rock and the Pier for water users.
- Improve and extend the slips at Southend Gardens and Knab Rock providing supporting facilities for water users, including: public conveniences; shower facilities; information points and safe storage provision.

BW16: Children's Play

- Increase the provision of safe children's play areas at Blackpill and Southend Gardens, providing additional all weather facilities.
- Locate Kids Zones on the beach at County Hall and Blackpill providing temporary and permanent entertainment.

BW17: Historic, cultural and nature links

- Create a themed culture and heritage trail that extends the length of the bay. Extend the trail through Castle Acre to a new visitor centre located within the grounds of Oystermouth Castle.



Water play, New Zealand



Existing facilities, Knab Rock



Event space, Park Andre Citroen

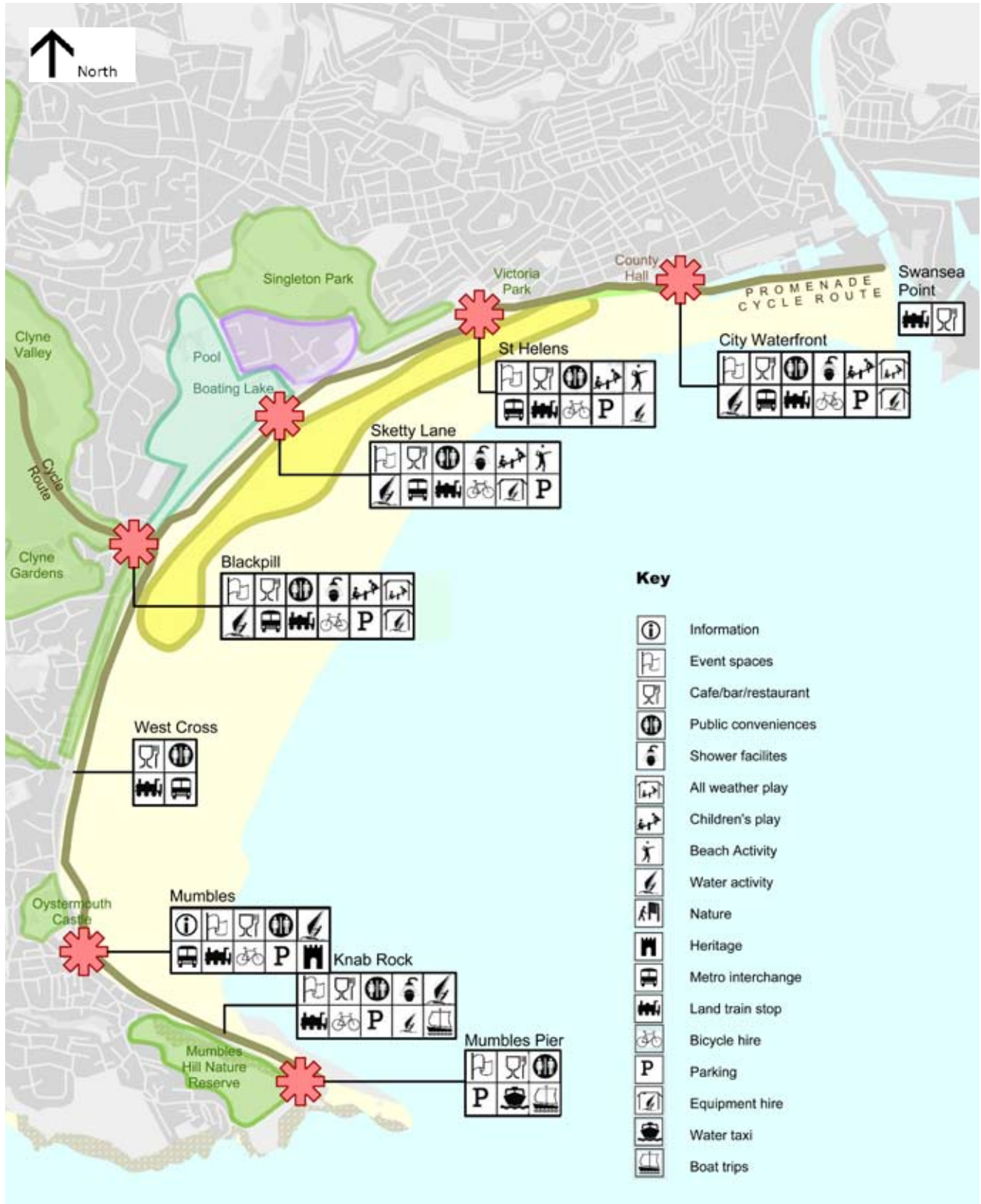


Place for sports and events, Barcelona



Carnival, Swansea

Bay wide facilities plan



Action Plan

Swansea Bay Strategy

BW18: Establishing a bay management group

- Develop a Bay Management Group to coordinate efforts, deliver the vision and facilitate development throughout the bay.
- Pool resources and knowledge, encouraging the continued involvement of key stakeholder including user groups, community groups, environmental protection organisations, Swansea Futures, Tourism Swansea and other organisations that can help facilitate development throughout the bay.
- Strengthen cross-departmental working to ensure the Bay Management Group is effective . A coordination group should be established with representatives from Planning and Economic Regeneration, Environment and Conservation, Parks and the Environment, Tourism and Leisure, Transport and Accessibility, Foreshore Management and Environment and Health.
- Establish an annual programme of meetings with statutory consultees, including the Environment Agency and Countryside Council for Wales, to discuss bay wide issues.
- Maintain a continued dialogue with local communities and local businesses, encouraging active involvement, innovation and creativity in the bay.
- Ensure the on-going management and maintenance of Swansea Bay is continued following the completion of development works.
- Management of wind blown sand is to be coordinated by the Bay Management Group.

BW19: Ensure the quality and sustainability of all development

- Ensure that all development and initiatives are of a high quality, sustainable design and accord with the principles and guidance set out on the Wales Spatial Plan and Local Agenda 21, Planning Policy Wales Technical Advice Notes, in particular TAN 15: Development and Flood Risk; TAN 5: Nature Conservation and TAN 12: Design
- City and County of Swansea to prepare development briefs for each of the waterfront development areas.



Sailing in Swansea Bay



Beach play, Barcelona



Celebrating Oystermouth Castle

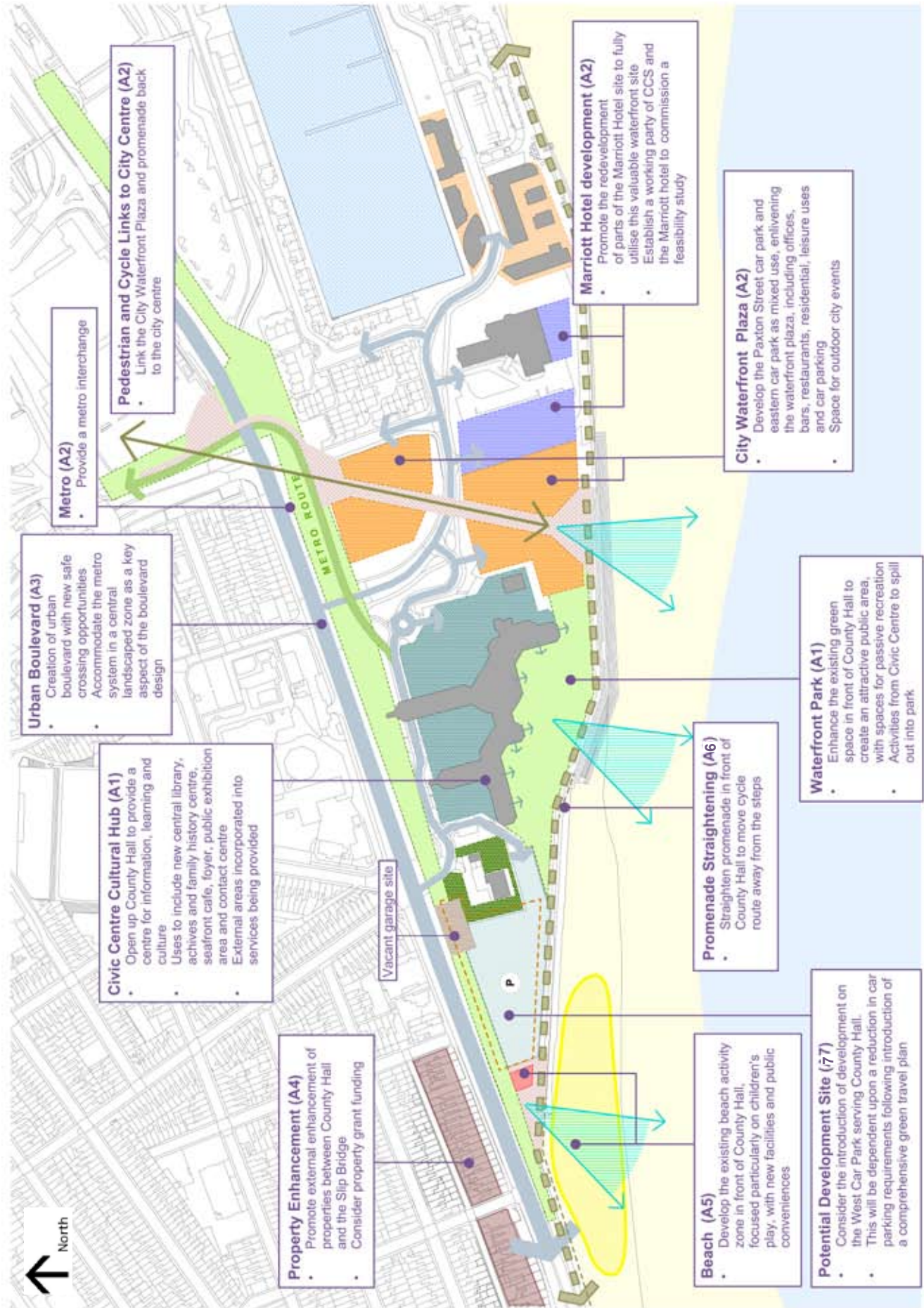


Spectator sports in the Bay



Stimulate the sense, Clyne Gardens

City Waterfront Concept Plan



4. ACTION PLAN: DESTINATIONS

4.1 City Waterfront

City Waterfront is where city life meets the sea and the hustle and bustle of urban living reacts with the sun, surf and sand of Swansea Bay. City Waterfront is where the residents and visitors naturally cross Oystermouth Road to access an exciting range of visitor facilities that spill out onto the promenade and beach. It is a place to meet and be seen and to start a journey exploring the delights of the new Swansea Bay.

- A1: County Hall Development: Open up County Hall to provide a welcoming centre for information, learning and culture. The new Civic Centre will house a new Central Library, archives and family history centre, seafront cafe, customer contact centre and foyer and public exhibition area. The redevelopment could include the rationalisation of the external areas between the wings of the building.

Enhance the grassed area in front of County Hall to create an attractive public park area, which takes advantage of the spectacular views of the bay and provides a range of spaces for passive recreation. Activities from the Civic Centre will spill out into the park.

- A2: City Waterfront Plaza Site: Create a high quality mixed use waterfront development on Paxton Street car park and the eastern staff car park, as advocated in the Swansea City Centre Strategic Framework. The development will be focused around a City Waterfront Plaza on the promenade, which links back to the city centre through a linear public route with active ground floor uses. Where the linear route crosses Oystermouth Road, a new public space will be created, which includes a metro interchange. The Waterfront Plaza will be enlivened by the various activities and uses aimed at attracting city dwellers, visitors and business users, which include: offices, bars, restaurants, residential apartments, leisure uses and car parking.

Promote the redevelopment of part of the Marriot Hotel site to fully utilise this valuable waterfront area. Establish a working party of the City and County of Swansea and the Marriot Hotel to investigate development options for this area.

- A3: Urban Boulevard: Create an urban boulevard along Oystermouth Road with safe crossing opportunities for pedestrians and cyclists. Accommodate a dedicated metro route within the landscape zone between West Way and County Hall.
- A4: Property Enhancement: Promote the external enhancement of properties between County Hall and Saint Helen’s Road to create a unified attractive place. Consider property grant funding.
- A5: Beach Activity and Visitor Facilities: Develop the existing beach activity zone, focused towards children, with new visitor facilities, including public conveniences and temporary kiosks.
- A6: Promenade Straightening: Straighten the promenade in front of County Hall to move the cycle route away from the steps and provide opportunity for the extension of the land train route.
- A7: Potential Development Site: Following the creation of the Civic Centre cultural hub, review car parking requirements on the west car park, taking account of green travel plan initiatives, to ascertain whether the area could be a future development site.



Aerial view of County Hall



Paris Plage, PPS



Cross walk, Champse Eyse, PPS

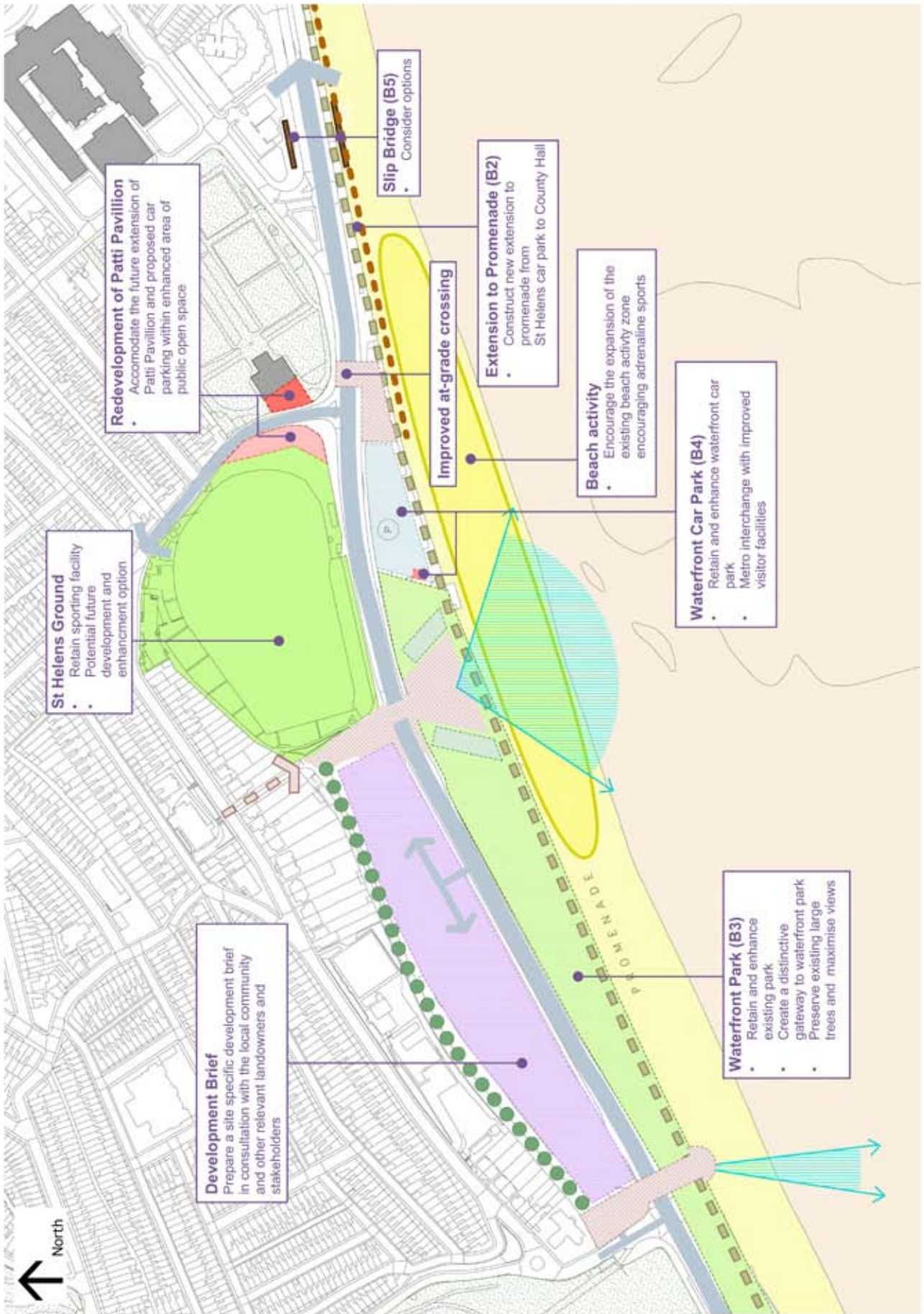


Activity both day and night



City beach

St Helen's Concept Plan



Action Plan

Swansea Bay Strategy

4.2 St Helen's

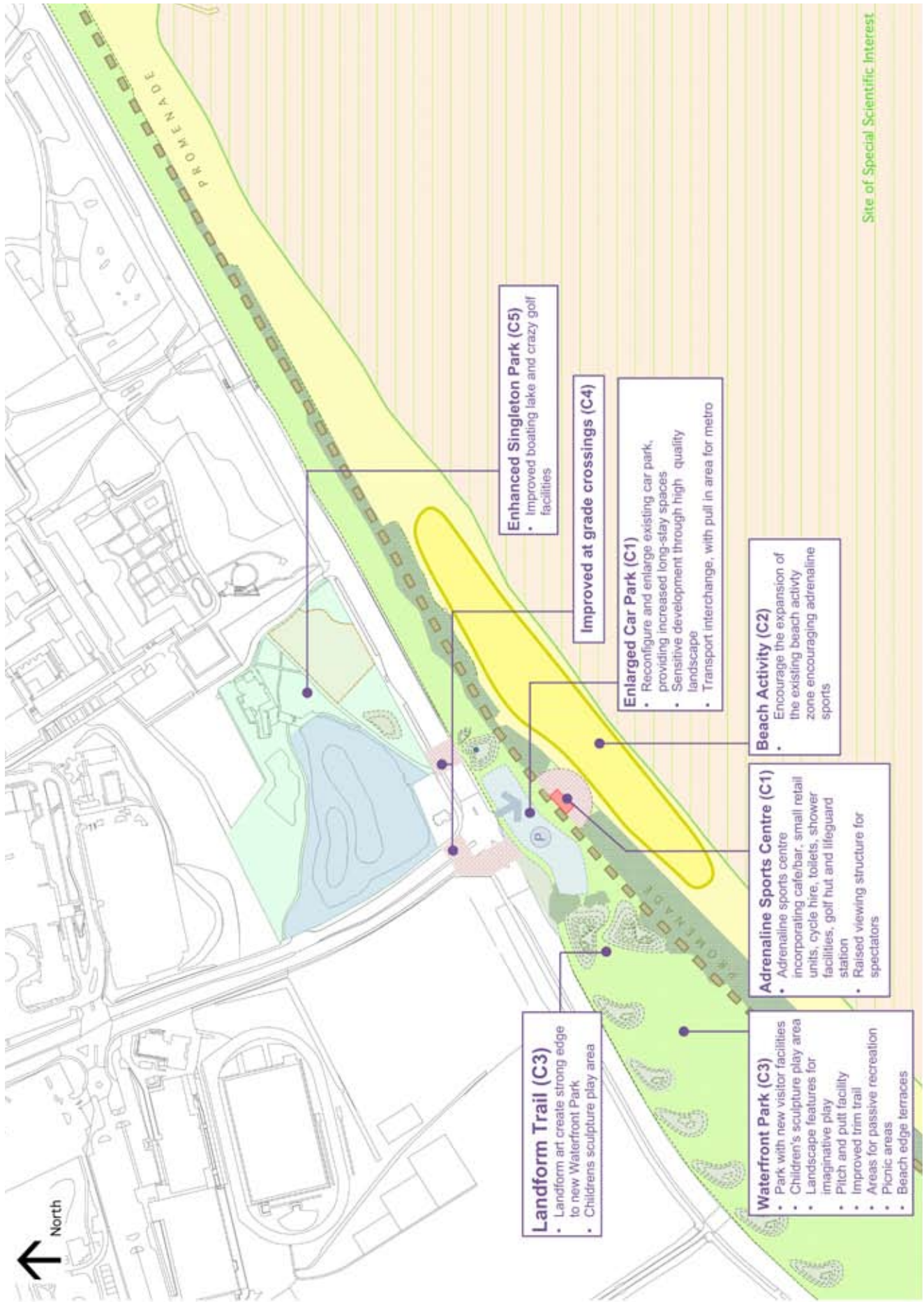
St Helen's is where the Bay changes character from the urban to the landscape, where space gives opportunities for both quiet reflection and a host of activities. St Helen's is a place to celebrate Swansea's unique position on the waterfront, with potential space for new visitor facilities and public entertainment.

- B1: Development Brief: Prepare a site specific development brief in consultation with the local community and other relevant landowners and stakeholders.
- B2: Promenade Widening: Consider the potential for widening the promenade over the edge of the beach, from St Helen's car park to County Hall, providing improved access to the beach and helping to eliminate user conflict along the promenade. The extension will need to maintain access to sewer inspection chambers.
- B3: Waterfront Park: Enhance the existing foreshore park to create a distinctive gateway to the Waterfront Park, see action BW1 above. A balance will need to be achieved between preserving existing large trees, which lend maturity and character to the area, and removing poor quality vegetation to allow full advantage of the spectacular views available. Existing features such as the cenotaph and other memorials would be retained.
- B4: Visitor Facilities and Car Park: Retain and enhance the waterfront car park, with an improved at-grade crossing between the Patti Pavilion and the Waterfront. Provide a new building at this location to house public toilets, ticket booth, bus/metro shelter and cycle hire facilities. The public toilets will replace those previously removed from the site of the McCarthy & Stone development.
- B5: Slip Bridge: The slip bridge historically was a major hub for accessing the beach. However activity patterns have changed and the focus for land and beach activities has moved away from this narrow stretch of promenade, and will again re focus as a result of new development at St Helens. Reinstatement of a bridge using the existing stepped supports, would require significant infrastructural works to be fully accessible. However, there may be scope to consider using one of the abutments as a kiosk facility for a leisure related use subject to the proposal being commercially viable. The City and County of Swansea will consider the long-term future of the Slip Bridge, including the possible re-instatement of a bridge crossing on the present abutments as part of the enhancement and development proposals for the St Helen's area.



Aerial view, St Helen's

Sketty Lane Concept Plan



Action Plan

Swansea Bay Strategy

4.3 Sketty Lane

Sketty Lane is the recreational heart of the city, focused on the new Waterfront Park, providing a wide range of sporting and recreational activities, with adrenaline sports on the beach, boating, golfing and children's play within the park, all linked to the sporting centre of excellence.

- C1: Adrenaline Sports Centre: Redevelop and enlarge visitor facilities in Sketty Lane to provide a new Adrenaline Sport Centre overlooking the beach, with improved car parking and beach access, including:
 - Café/restaurant, toilets and shower facilities, equipment store, pitch and putt golf hire, and niche retail.

Enlarge existing car park and introduce a transport interchange, with dedicated pull in area for the metro, shelter and ticketing facilities.

The CCS will prepare planning guidance to identify planning, design and environmental issues concerning the development of the site.

- C2: Beach Activity: Encourage a range of beach activities including kite surfing and wind surfing and linking to the beach at St Helen's.

The proposed development and activities will need to fully consider environmental issues, and demonstrate no significant effect on the SSSI.

- C3: Waterfront Park: Provide a Waterfront Park which is a continuation of the park described in action B4 above. The quality and ideas for the park are described under action BW1 above. The park will provide a range of facilities:
 - a children's sculpture play area, with a series of landscape features for non prescriptive imaginative play;
 - an improved trim trail providing fun physical activity for adults and children of all abilities;
 - a pitch and putt facility, albeit a reduced size;
 - a raised viewing structure and space for spectators in front of the Adrenaline Sports Centre; and
 - areas for passive recreation including mown grass areas, picknicking areas and beach edge terraces.
- C4: Pedestrian Crossing Facilities: Enhance the at grade (ground level) pedestrian and cyclist crossing facilities on Oystermouth Road, particularly at Sketty Lane junction to improve pedestrian and cycle access from the University and boating lake to the waterfront.
- C5: Boating Lake: Enhance the boating lake activity areas, including facilities supporting the boating lake and the crazy golf area.



Cairns, outdoor performances



Waterside housing, Barcelona



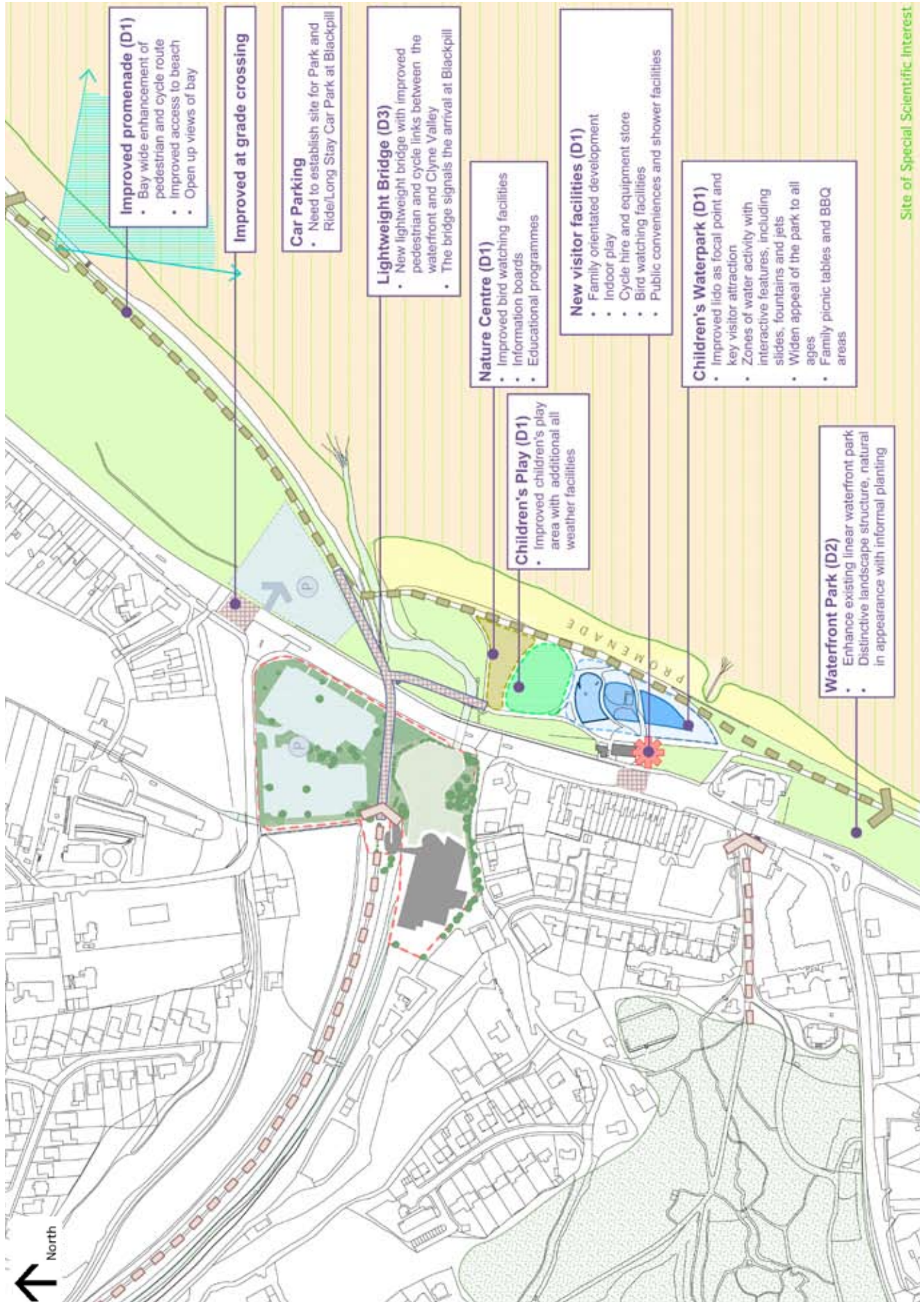
University life



The Imaginarium, @ Bristol



Blackpill Concept Plan



Action Plan

Swansea Bay Strategy

4.4 Blackpill

Blackpill is a place for fun and family entertainment, based on an expanded water park play area with a wide range of support facilities, linked to the surrounding assets of the Clyne Valley, Clyne Gardens and the bird life on the foreshore. Improved bus and car parking opens up Blackpill as the first stop on the Mumbles experience.

- **D1 Waterpark / Visitor Facilities:** Expand and improve the children’s waterpark with new features to raise the profile of Blackpill. Provide different zones of water activity including slides, fountains and jets of water to extend the appeal of the park to all age groups and provide a year round attraction, with its use as a winter skating rink.

Provide new visitor facilities to include a family orientated development with opportunity for indoor play; cycle hire; equipment store and public conveniences and shower facilities.

Provide a new nature centre building with improved bird watching facilities, planting and habitat creation works, and information boards. Promote educational programmes drawing on links with the sea, SSSI and Clyne Valley.

- **D2: Waterfront Park:** Continue the Waterfront Park through Blackpill (refer to actions C3 and BW1). Key features of the park specific to Blackpill are:
 - Removal of poor quality vegetation to allow full advantage of spectacular views. Areas of poor quality will be subject to detailed assessment.
 - Creation of a play landscape with series of landscape features for non prescriptive, imaginative play adjacent to the waterpark to help relieve the demand at busy times.
 - Creation of spaces for casual and passive recreation including picnicking areas and beach edge terraces.
 - Incorporation and enhancement of the skateboard park as part of the Waterfront Park.
 - Celebration of the history of the Mumbles Train as a feature in the Waterfront Park, and a key marker along the bay wide culture, heritage and nature trail.
- **D3: Lightweight Bridge:** Construct a high quality, visually exciting lightweight bridge over the dual carriageway, improving pedestrian and cycle links between the waterfront and Clyne Valley.
 - Create an iconic feature in the design of the new pedestrian/cycle bridge that signal the start of Gower.
- **D4: Waterfront Car Park:** Provide a new car park for the Waterpark, marking the arrival at Blackpill. Reconfigure the existing land side car park, providing for health club parking.
- **D5: Beach Activity:** Promote beach activities, encouraging kite flying on the beach, with displays and competitions featuring in the Bay Festival of Light and Colour.



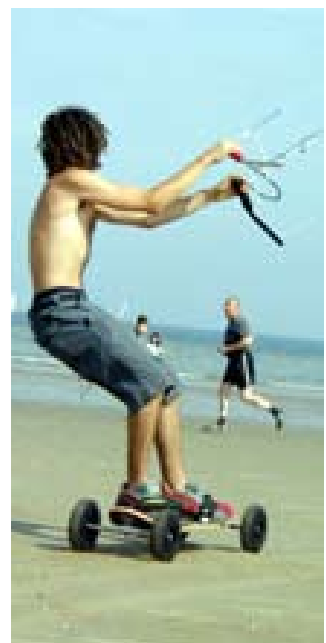
Aerial view of Sketty Lane



Beach play, Barcelona

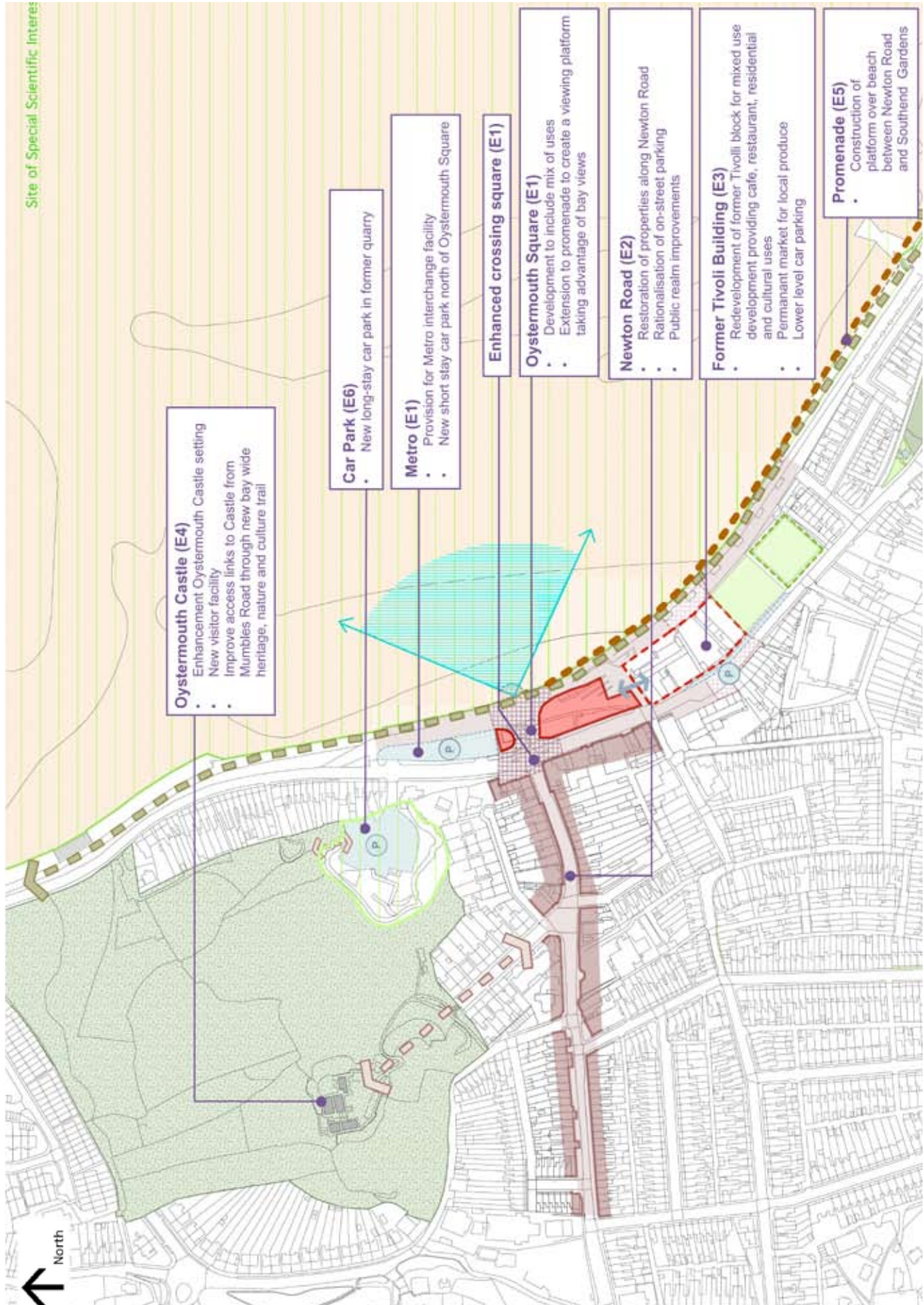


Landscape feature



Activity on the beaches

Oystermouth Concept Plan



Action Plan

Swansea Bay Strategy

4.5 Mumbles

Mumbles is a vibrant seaside resort with an attractive retail area and a wide range of visitor facilities linked to a well designed and managed esplanade that is focused on the dramatic panoramic views of Swansea Bay and the wide range of water activities.

- E1: Oystermouth Square Development: Develop Oystermouth Square for a range of uses which may include retail on ground or ground and first floors, professional and financial services, food and drink outlets, gallery/display areas, hotel, function suite, residential on upper floors only, and provide an extension to the promenade to create enhanced opportunities for viewing the bay.
- E2: Newton Road Enhancement: Strengthen the boutique and niche market retail offer of Newton Road, by property improvements, rationalisation of car parking and improved public realm works.
- E3: Tivoli Block Development: Commission a feasibility study to review the role of the block south east of Oystermouth car park, which includes the Tivoli building, to provide a mixed-use development with lower level car parking. Create a new square within the scheme to connect to the waterfront and accommodate various activities including the local produce market, establishing greater links between the retail centre and waterfront. Create active uses at ground floor level, encouraging the location of cafes, restaurants and cultural uses.
- E4: Visitor Facilities / Amenity: Provide improved visitor facilities at Knab Rock, with new building to house public conveniences, showers, cycle hire and kiosks, supporting the continued presence of Verdi's attraction and the opportunity for future enhancement works to Verdis' building.

Provide a new visitor facility building within an enhanced setting of Oystermouth Castle. Strengthen the links between Mumbles Road and Oystermouth Castle and link with a baywide heritage, nature and cultural trail (see action BW16).

Provide amenity areas including a new all weather children's play facility in Southend Gardens, with improved visitor and family facilities including public conveniences.

- E5: Promenade: Create a wider linear promenade route between Southend Gardens and Knab Rock, with an extension of the promenade over the beach. Commission a study to review the rationalisation of on street parking, access, roads, facilities and boat storage, whilst retaining green space.
- E6: Car Parking Strategy: As part of the baywide car parking strategy (see action BW10 above), introduce
 - A metro/bus stop facility north of Oystermouth Square, with short stay car parking provision;
 - On-street car parking along Newton Road with 20 minute limit and Mumbles Road, in front of bowling green; and,
 - On-street car parking between Southend Gardens and Knab Rock, and the tennis courts and bowling green, with 1 hour limit; and
 - A long stay multi-storey car park within the Quarry car park. This would need to be sensitively designed to respect the geological interest of the cliff face (SSSI) and residential amenity.



Aerial view of Blackpill



Louvre Fountain, PPS



Granville Park, Vancouver, PPS



Stimulate the sense, Andre Citroen



Water play

Action Plan

Swansea Bay Strategy

Market Appraisal

Travelling west along Swansea Bay, as you near Oystermouth Square, the experience changes from broad Avenue along the seafront to a more compact seaside environment. Newton Road rising from the seafront provides an opportunity for niche shopping and a visit to the castle. Oystermouth Square development as proposed will enhance the experience, particularly if as a knock on effect it brings about the redevelopment of the Tivoli and the creation of a new market square and event space. In a similar approach to Oystermouth Square, we would suggest that a development brief is prepared for the area from the Tivoli through to the bowling green. The development brief should be agreed in conjunction with relevant land owners and the delivery mechanism agreed in principle to include predetermined public realm benefits etc.

In order to sustain activity along Newton Road and the proposed Oystermouth Square development and potential ancillary development, there is inadequate car parking in this part of the Mumbles. Increased parking should be provided and rates should be geared to enable short-term visits to the shops as well as more prolonged visits.

Over the last few years, the range of shops, cafes and restaurants around Newton Road have developed into popular destinations for local residents, with the offer of the area significantly changing. This is also helping to change wider perceptions of the area and attract a different customer base to the area. The proposals to further enhance the public realm and the changing perceptions of the area will help to attract further high quality restaurants and bars, building on the success of nearby Verdi's. The provision of high quality bars and restaurants in the area will help to capture the spend of visiting families and the population in the area. The development at Oystermouth Square will add a new dimension to the offer at this location. The development will provide retail units with street frontage and space for bars, cafes and restaurants to enjoy piazza and waterfront aspects.

In addition to the range of bars, cafes and restaurants improving over the last few years, so has the retail offer of Newton Road. A number of specialist boutique shops exist in the area, including units relating to activity sports. Activity related holidays and days trips are forecast to continue to increase in the future. The increased provision of niche shops related to these will help to increase visitor spending in the area. The general public realm improvements in the area and wider Bay improvements combined with the forecast increase in activity related holidays and day trips will help to support more niche retailers in this area, further strengthening the Bay's overall offer.



Knab Rock, Swansea



Beach play, Barcelona



Outdoor cafe

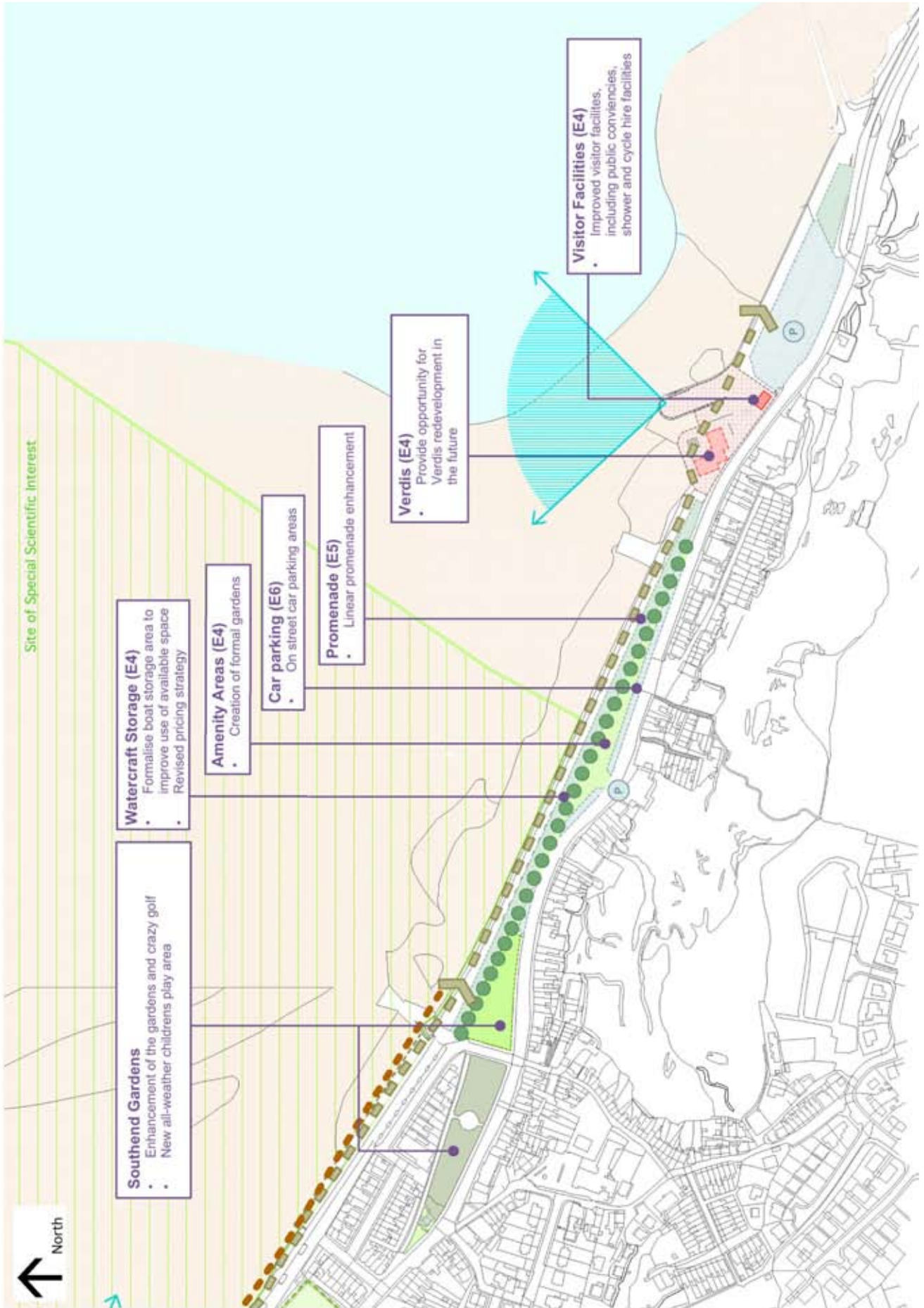


Brooklyn, Botanical Gardens, PPS

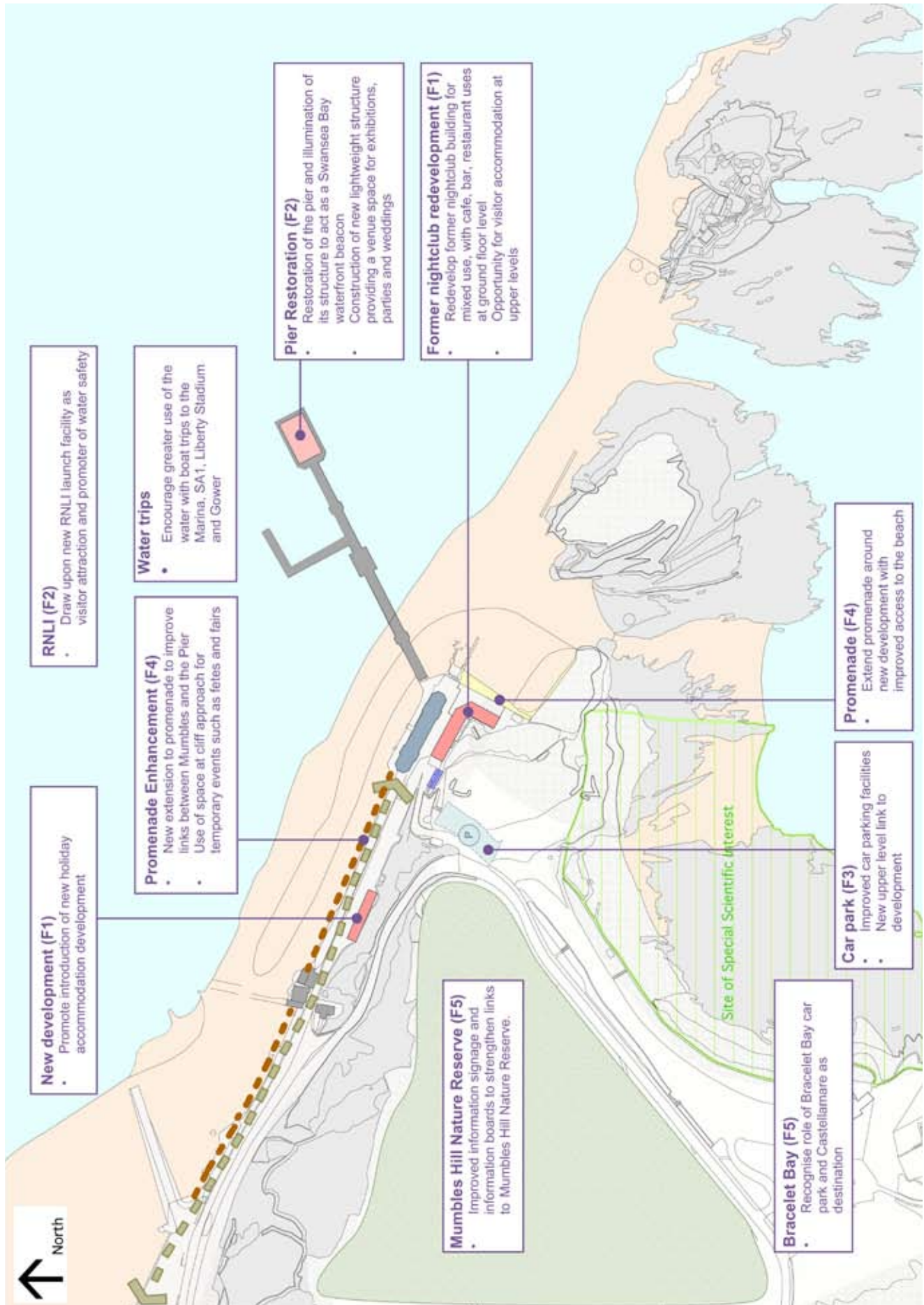


Local produce market

Southend Gardens and Knab Rock Concept Plan Masterplan



Mumbles Pier Concept Plan



Action Plan

Swansea Bay Strategy

4.6 Mumbles Pier

Mumbles Pier - the traditional family seaside attraction at the end of Swansea Bay, providing beach, pier and water activities supported by visitor accommodation, cafes, amusements, restaurants and bars.

- F1: Redevelopment Sites: Encourage the redevelopment of the former nightclub building into a development of up to five or six storeys, exploiting the southerly aspect with cafe, bar and restaurant uses at ground floor level and potential for visitor accommodation above. The new building could provide a focal feature to complement the pier. However the height of the building in relation to the cliff is a sensitive issue and this would need to be subject to a detailed visual appraisal and environmental impact assesement.

Provide a new public area overlooking the beach and allow the cafe to provide outside sitting areas.

Promote the external enhancement of the existing amusement building.

Promote the introduction of development on the pier approach to provide holiday accommodation with integral parking at ground level.

- F2: Pier Restoration: Promote the restoration of the pier and the construction of a lightweight tensile structure at the end of the pier and along the walkway to provide a hire venue for exhibitions, events, parties and weddings.

Support the continued presence of the RNLI and encourage the redevelopment of the existing slipway and boat hall to support future requirements. Encourage the provision of training facilities and visitor access.

- F3: Car Park: Provide improved long stay car parking facilities on the headland above the pier, with a possible link to the upper storeys of the new development (F1).
- F4: Promenade Enhancement: Consider widening the promenade to improve accessibility between Mumbles and the pier. Promote the cliff approach to the pier as a temporary space for fairs and fetes. Extend the promenade around the cliff, providing improved access to the beach.
- F5: Bracelet Bay / Nature Reserve: Improve links to Mumbles Hill Nature Reserve through signage, footpath improvement works and information boards.

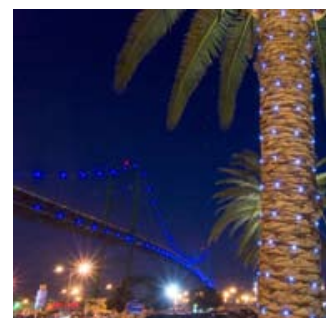
Recognise the role of Bracelet Bay car park and Castellemare as a destination, particularly for group travel visits, and promote enhancement of this area. The area could provide a final destination and turning area for the metro.



Aerial view, Mumbles Pier



Flags decorating the street, PPS



Effective lighting



Saltburn Pier illuminated

Actions		High Priority	Short term	Medium term	Long Term
BW1	Waterfront Park	•			
BW2	Landmark Features / Views				
BW3	Natural Environment				
BW4	Beach Quality				
BW5	Flooding	•			
BW6	Public Realm Strategy				
BW7	Events				
BW8	Lighting Strategy				
BW9	Promenade / Cycling / Land train				
BW10	Beach / Water				
BW11	Public Transport	•			
BW12	Car Parking Strategy	•			
BW13	Signage Strategy				
BW14	Visitor Facilities				
BW15	Water Activity				
BW16	Children's Play				
BW17	Historic / Cultural / Nature				
BW18	Bay Management	•			
BW19	Quality and Sustainability	•			
A1	County Hall Development				
A2	City Waterfront Plaza	•			
A3	Urban Boulevard				
A4	Property Enhancement				
A5	Beach Activity / Visitor Facilities				
A6	Promenade Straightening				
A7	Potential Property Development				
B1	Redevelopment Sites	•			
B2	Promenade Widening				
B3	Waterfront Park	•			
B4	Visitor Facilities and Car Park				
B6	Slip Bridge				
C1	Adrenaline Sports Centre				
C2	Beach Activity				
C3	Waterfront Park	•			
C4	Pedestrian Crossing Facilities				
C5	Boating Lake				
D1	Waterpark / Visitor Facilities	•			
D2	Waterfront Park	•			
D3	Lightweight Bridge				
D4	Waterfront Car Park	•			
D5	Park and Ride				
D6	Beach Activity				
E1	Oystermouth Square Development	•			
E2	Newton Road Enhancement				
E3	Tivoli Block Development	•			
E4	Visitor Facilities / Amenity				
E5	Promenade				
E6	Car Parking Strategy	•			
F1	Redevelopment Sites				
F2	Pier Restoration	•			
F3	Car Park				
F4	Promenade Enhancement				
F5	Bracelet Bay / Nature Reserve				

5. IMPLEMENTATION

5.1 Programme

The development programme opposite shows when each of the actions should be developed and implemented over the next 15 years. The implementation of this programme will be dictated by the availability of funding, the interest of private developers and the outcome of detailed assessments required to ascertain whether certain actions are feasible, such as an environmental appraisal, a flood consequences assessment and a traffic appraisal.

Each action has been given a priority according to the following:

- Short term: implementation is anticipated in 1 to 3 years time.
- Medium term: implementation is anticipated in 3 to 5 years time.
- Long term: implementation is anticipated in 5 to 15 years. In addition, a number of actions have been identified as priority projects.

In addition, a number of actions have been identified as priority projects.

5.2 Delivery and Implementation Plan

The separate Delivery and Implementation Plan report provides details on the implementation of the various actions.



Making Swansea Bay Vision a reality

6. ACKNOWLEDGEMENTS

We would like to thank all those who took part in the meetings, workshops and discussions that have led to the preparation of this report.

Core Client Team

Matt Clifton
Frances Jenkins
Huw Jones
Phil Holmes
Gail Evans
Dave Williams
Elfed Roberts
Huw Mowbray

White Young Green Team

Gordon Lewis
Catrin Oliver
Lee Morris
Gillian Wulff
Daniel Hodgkiss
Leighton Roberts
John Roe
Peter Marsden
Paul Thomas

DTZ Piedad Consulting

Darren Parker
Zoe Abberley
Gareth Jervis
Stuart Hardisty

Consultees

Julian Atkins-CCS Environment and Conservation
Deb Hill - CCS Environment and Conservation
Jeff Saywell – CCS Landscape Architect
S Sampson – Slip Bridge Preservation Society
Bryan Evans – Oystermouth Square developer
Laurence Bailey – Former leader CCS
John Bollom – Mumbles Pier
Terry Scales – Mumbles Development Trust
Jo Coulson – Mumbles Development Trust

David Benson – University Property Department
David Whitehead - CCS Transport
Michael Whitticker - CCS Transport
Iwan Davies – Director of Leisure
Meirion Howells –Rugby and Cricket Ground
Huw Morgan - CCS Environment and Health
Sam Taylor - CCS Environment and Health

Workshop Contributors

Gail Evans	Deb Hill
Frances Jenkins	Huw Rees
David Williams	June Stanton
Matt Clifton	Tony Lloyd
Phil Holmes	Claire Waller
Huw Jones	Peter May
Fiona Rees	Barbara Hynes
Brendan Campbell	Alan Lloyd
Cheryl Philpott	Erika Kirchner
David Benson	David Philips
David Gill	Alan Robinson
David Whitehead	Betsan Cadwell
Elfed Roberts	Cheryl Philpott
Gareth Sullivan	Sheena Williams
Huw Jones	Mike Hollyman
Ian Beynon	Sue Butler
Joan Peters	Eileen Walters
Julian Atkins	Clr Pritchard
Lilian Pritchard	Elizabeth May
Rob Speht	Mark Durdin
Rob Wachowski	Rhodri Davies
Roger Beynon	Tahara Idris
Steve Marshall	Yvonne Jardin
Stuart Rice	Siwan Thomas
Mike Cunningham	Elinor Evans
Terry Scales	Graham King
Tim Claypole	Geoff Hayden
Mark Child	Eirwen Harry
Jayne Woodman	Eileen Walton
Des Thomas	Sam Sampson
Gerald Clement	Janina Henley
Beth Winkley	Steven Osborne
Rene Kinzett	Alun Jones
Rhiannon Deverux	
Jane Lamnena	