

# 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 plans have been developed  
by Urban Splash, as strategic  
development partner of  
Swansea Council.**

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 plans for the future of the Civic Centre
- How this building fits into the wider regeneration of the city
- Details of the design and look of the building itself

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 in 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.

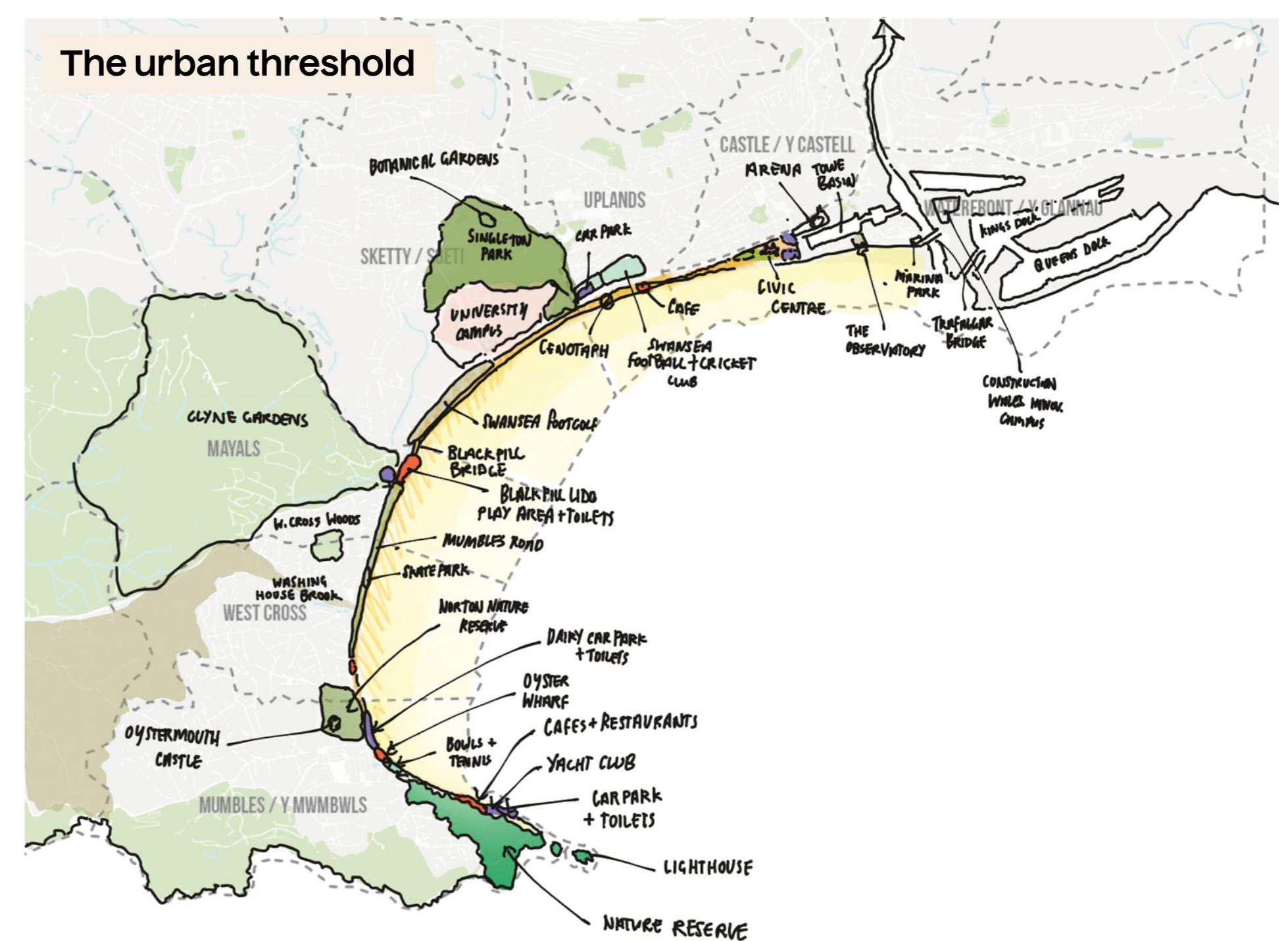
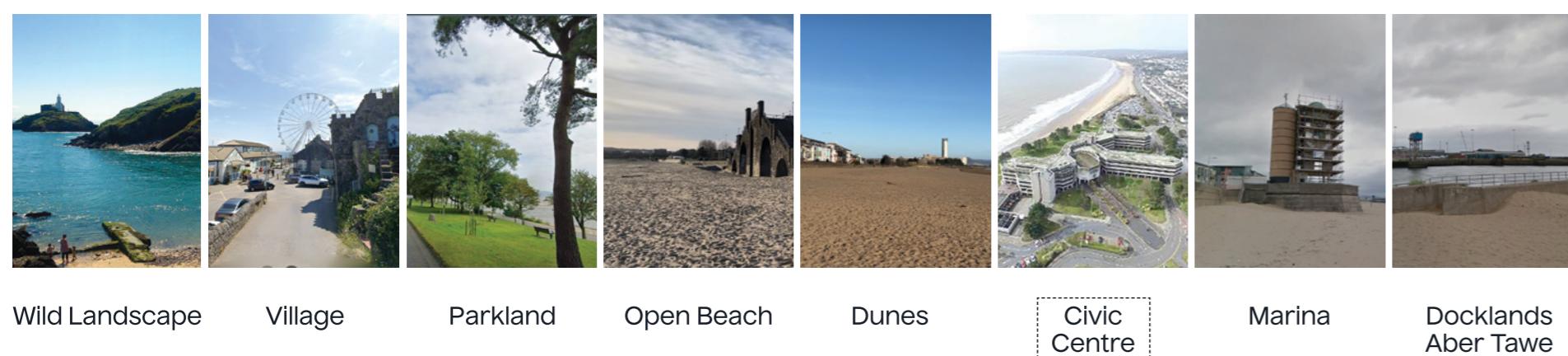


# Foresore and the wider masterplan

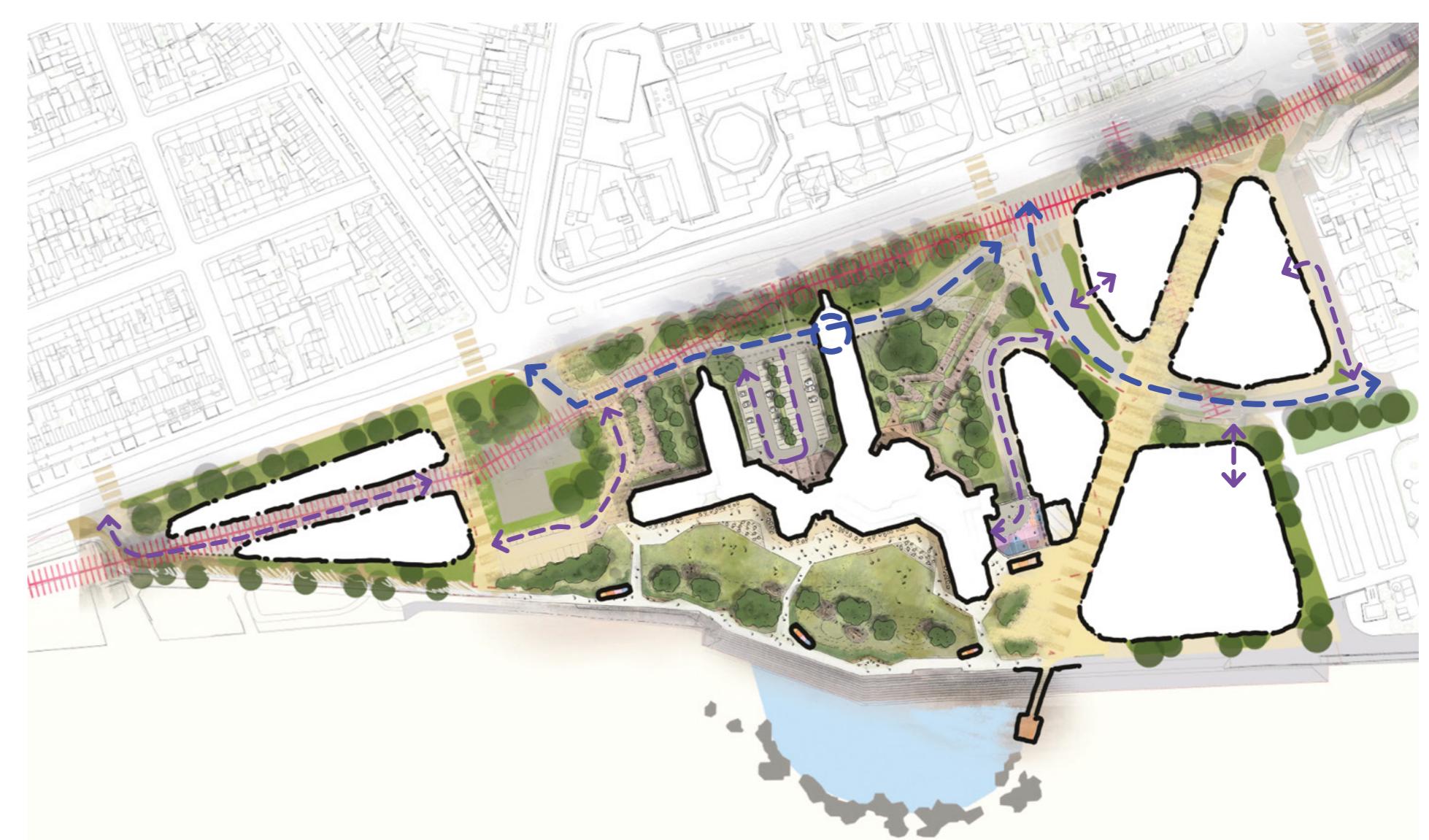
The Civic Centre sits within the wider Swansea Bay foreshore, forming a prominent and important gateway site along a regeneration zone that stretches from the Mumbles to the Marina.

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



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.

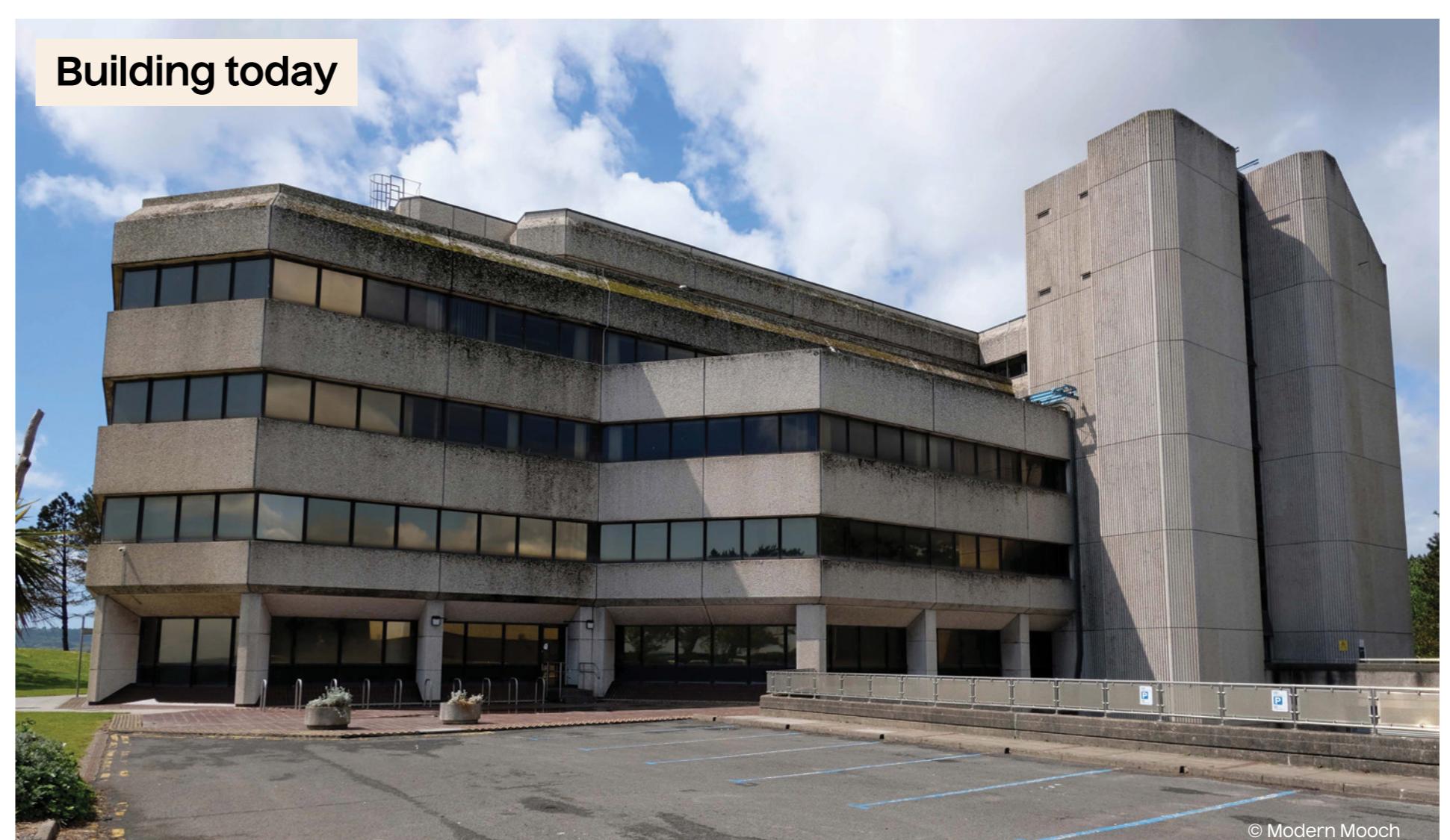
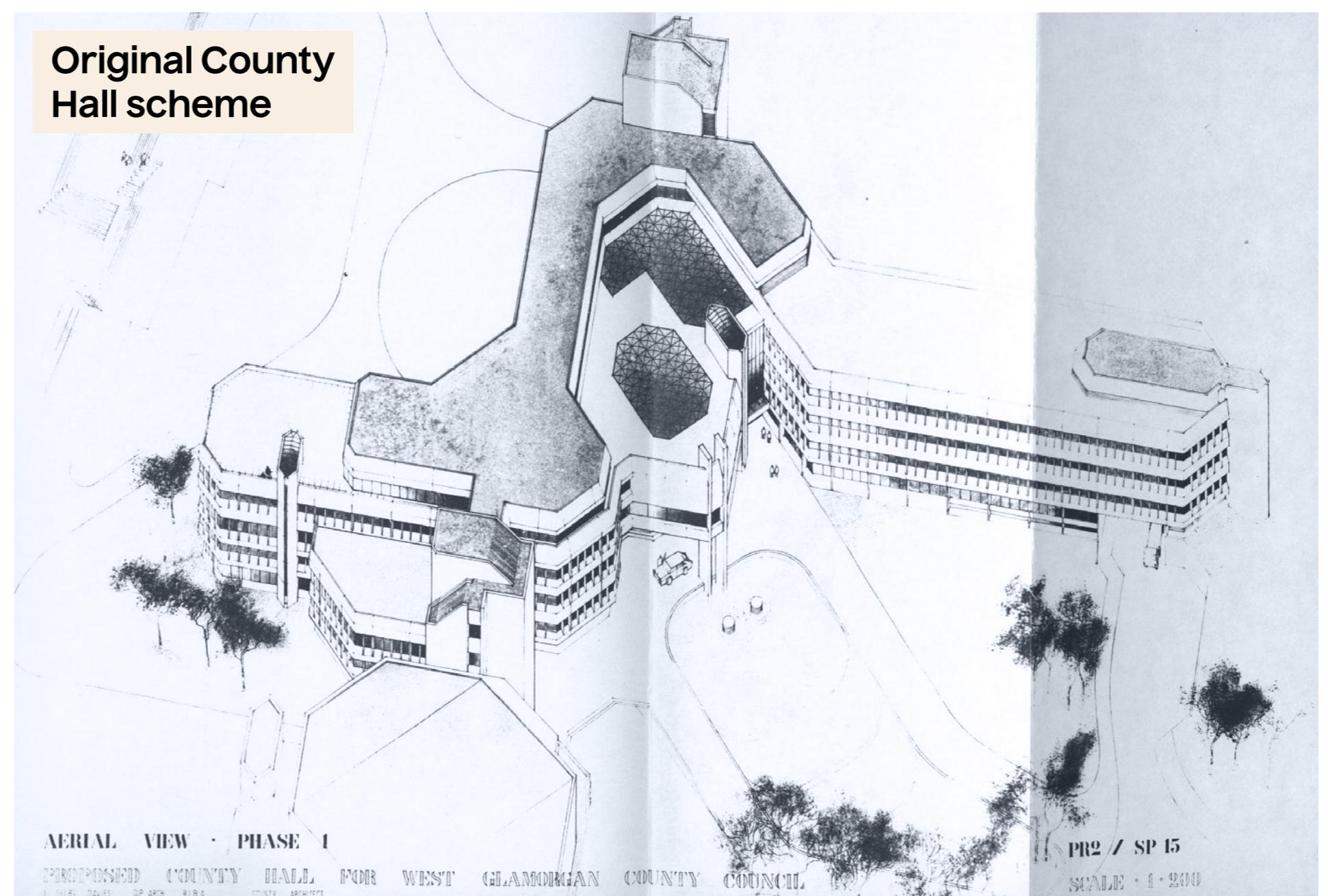


The proposed development would reuse the existing Civic Centre in its entirety, a significant carbon saving, delivering commercial uses at ground floor, including retail (largely food and beverage) and leisure uses. At upper levels the floors would be converted to residential use, creating up to 141 new homes.

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.

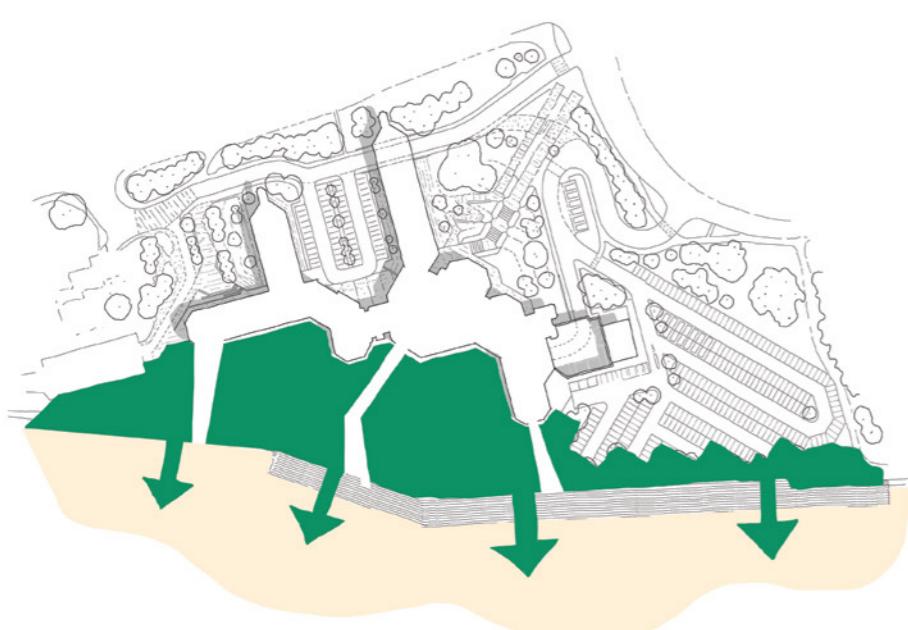
The existing northern entrance would be retained as the primary access point to the building, albeit the access arrangements amended to create a more legible entrance. The existing atrium space would be arranged to act both as a retail and leisure destination and a link through from the city centre to the beach.

Parking will largely be accommodated on existing surface parking areas.

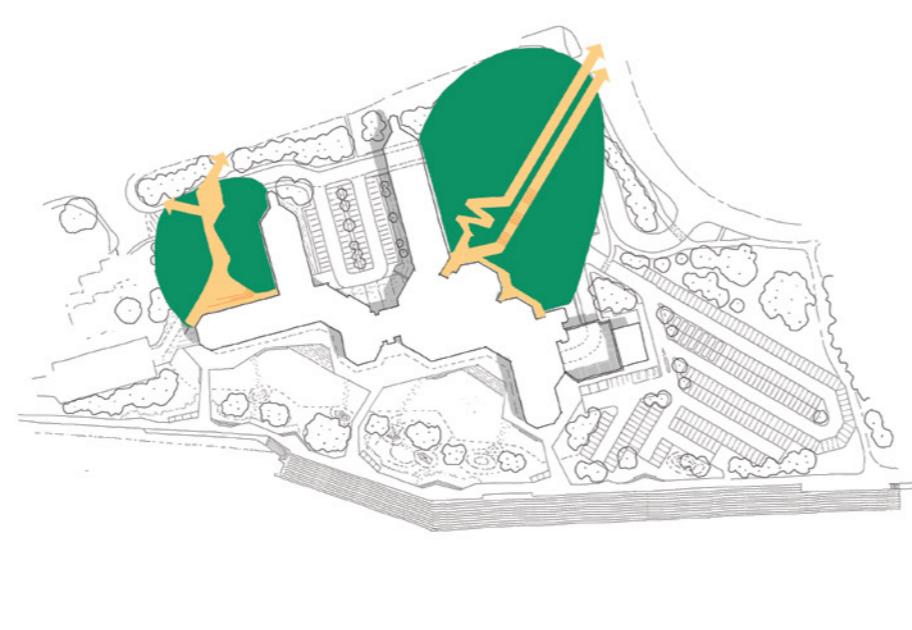


# Public realm and movement

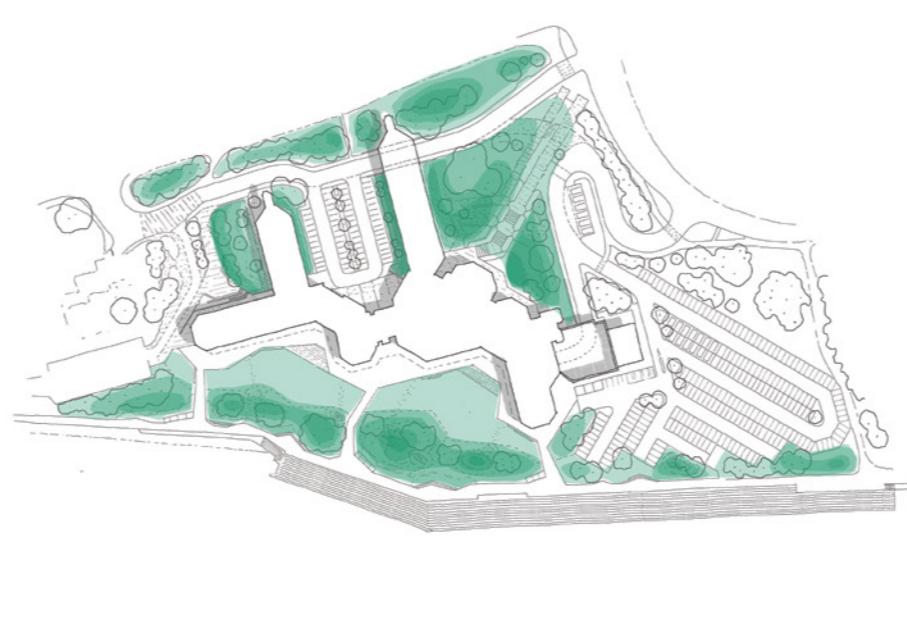
## Public realm and landscape opportunities



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.

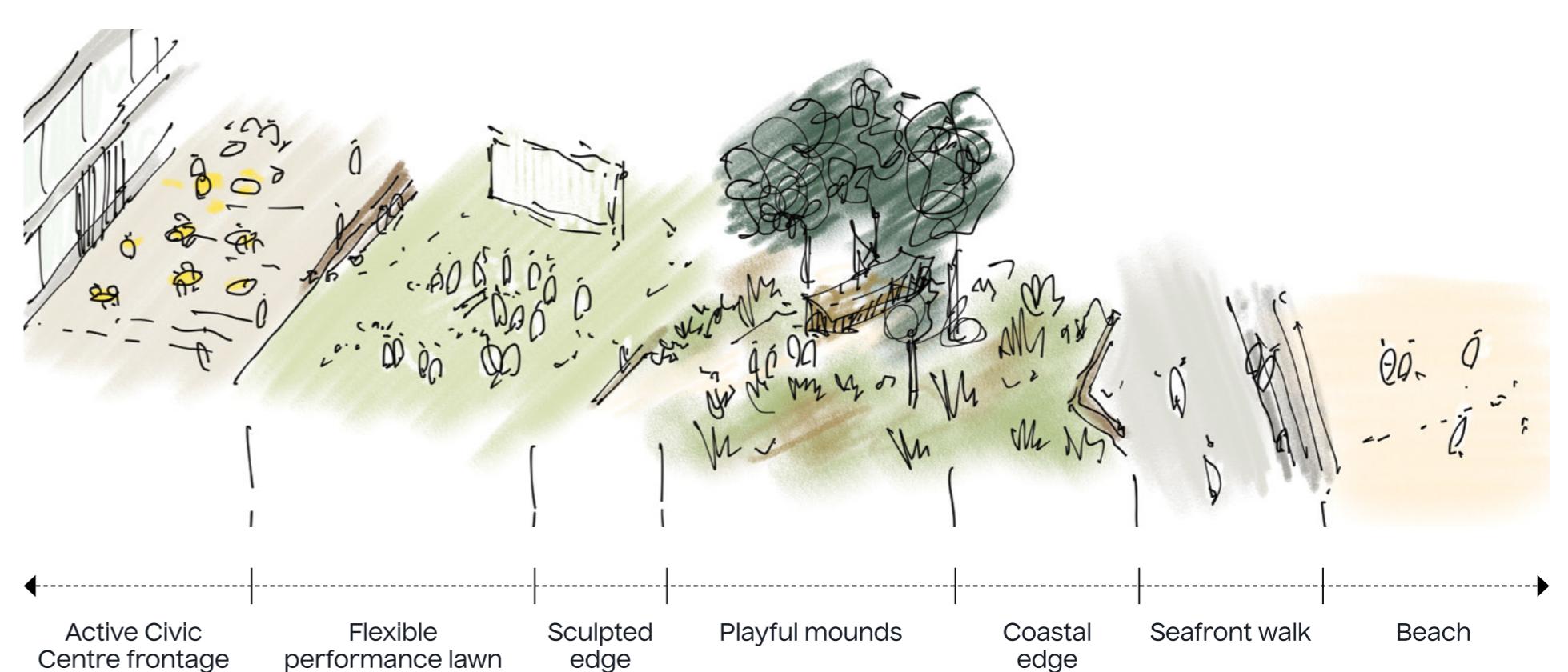
To the south, the public realm will create permeable routes linking the Civic Centre to the beach front.

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 transition through the Civic frontage



## Accessible beach front & promenade



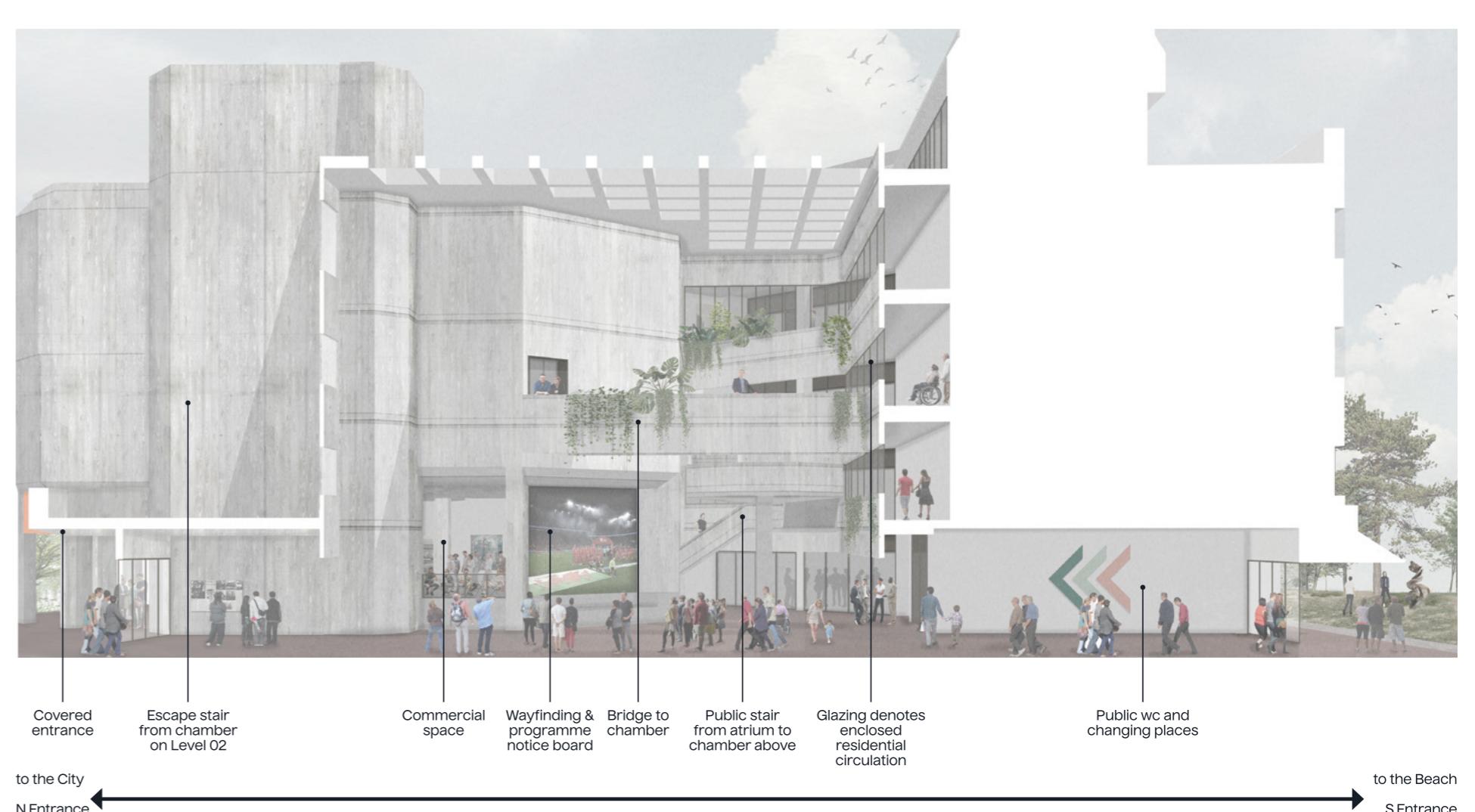
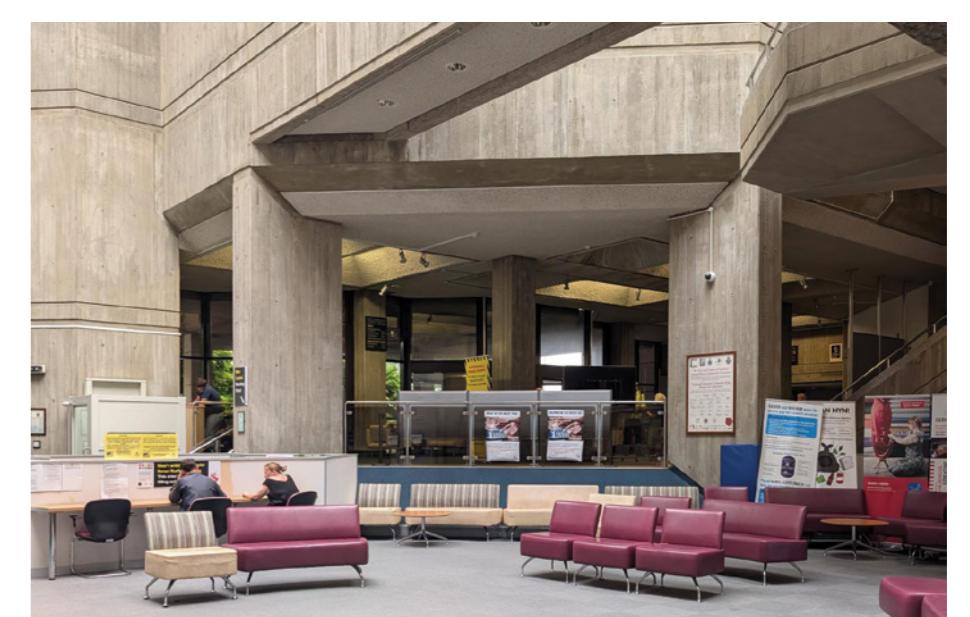
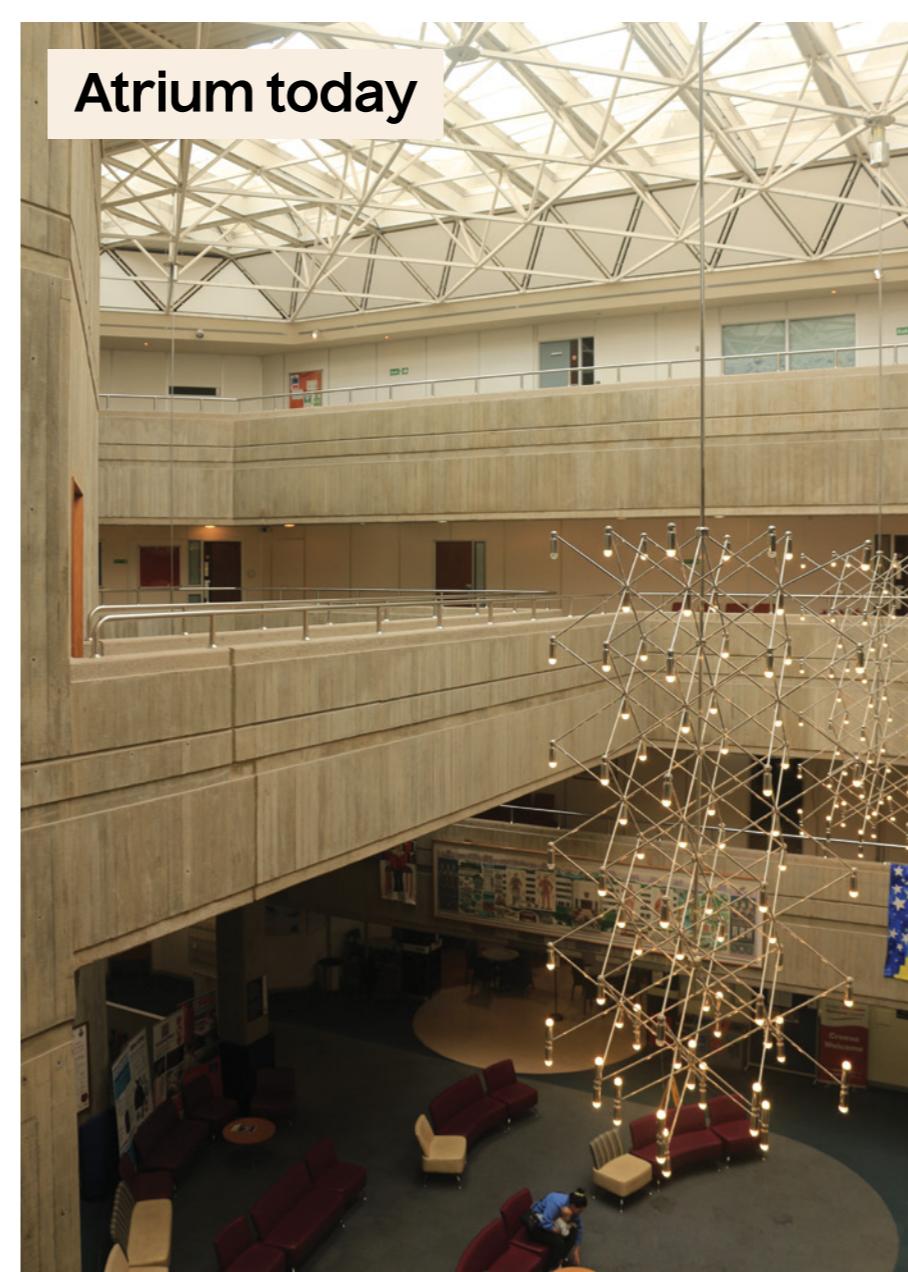
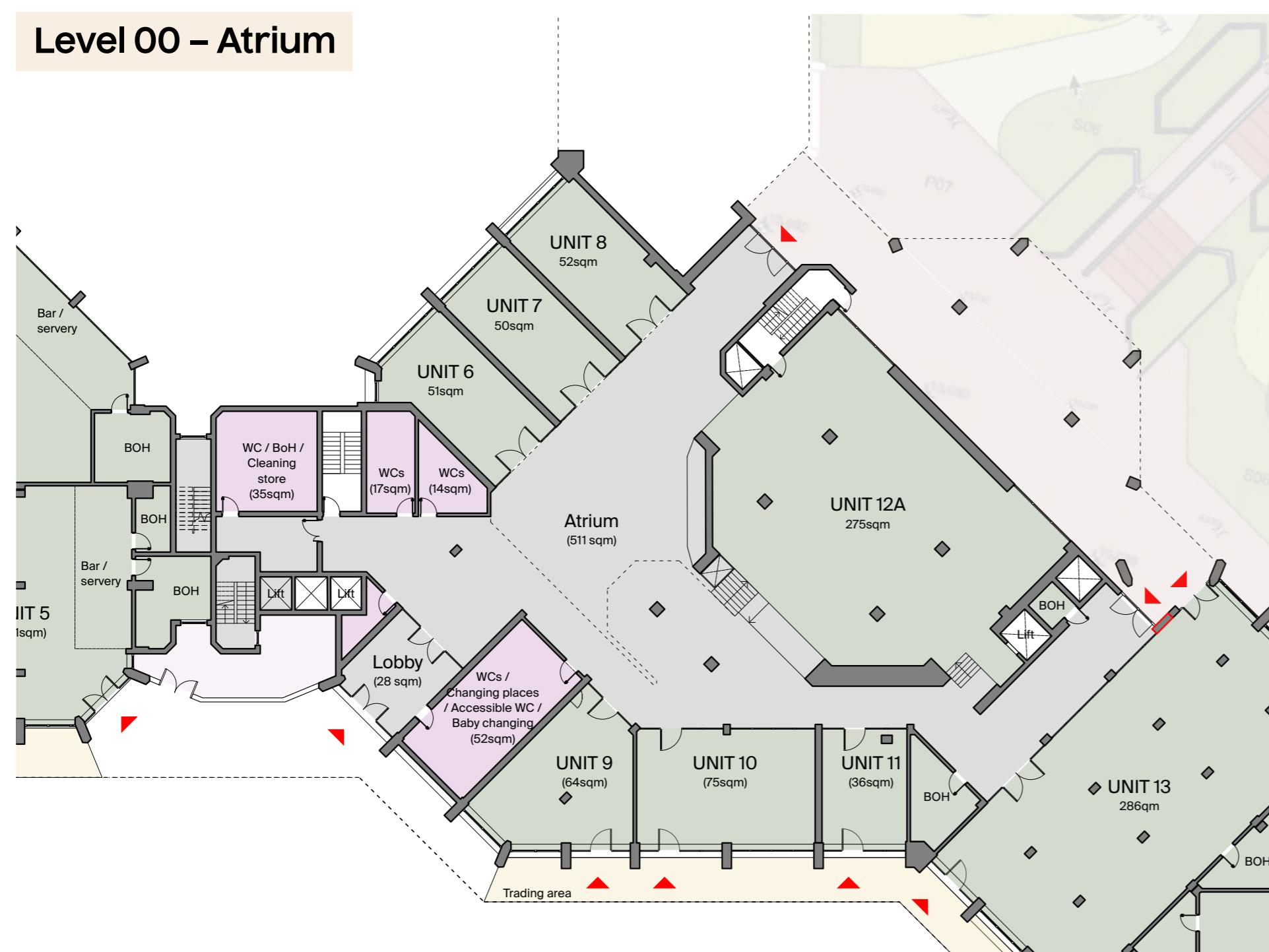
# Atrium and Chamber

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.

Level 00 – Atrium



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.

# Retail, leisure and beach front



The lower ground and 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.



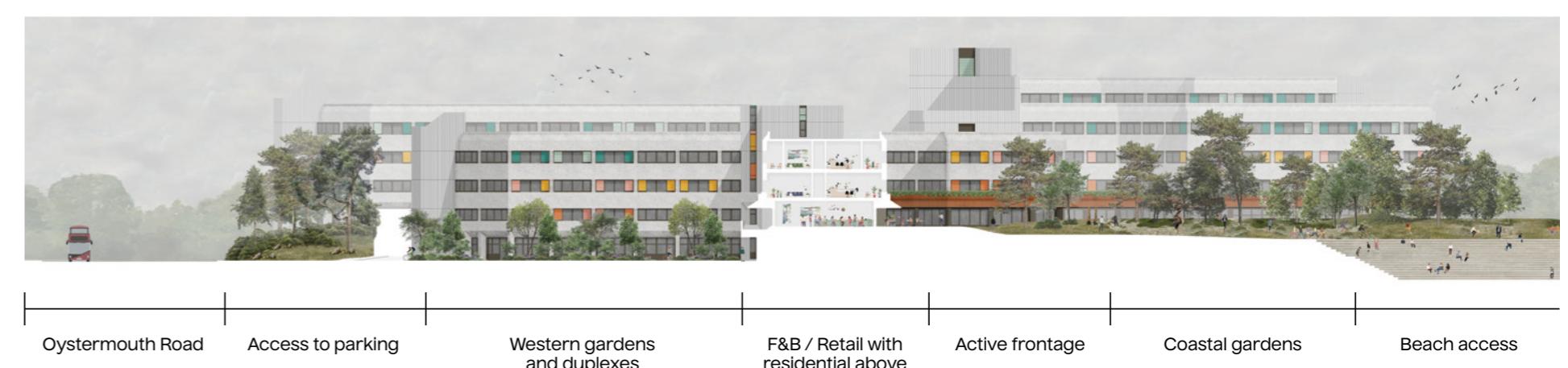
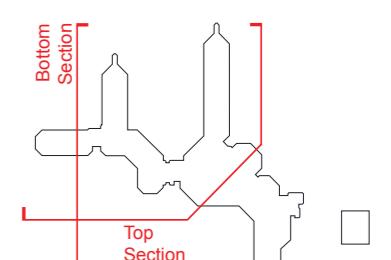
The overall landscape strategy aims to establish a strong connection from the urban realm to the north, through the atrium, to the southern beach front.

A design code will be established to control colour palette, branding and furniture to ensure that a consistent and aesthetically pleasing external environment is created and maintained.

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.

Residential and Commercial Frontage

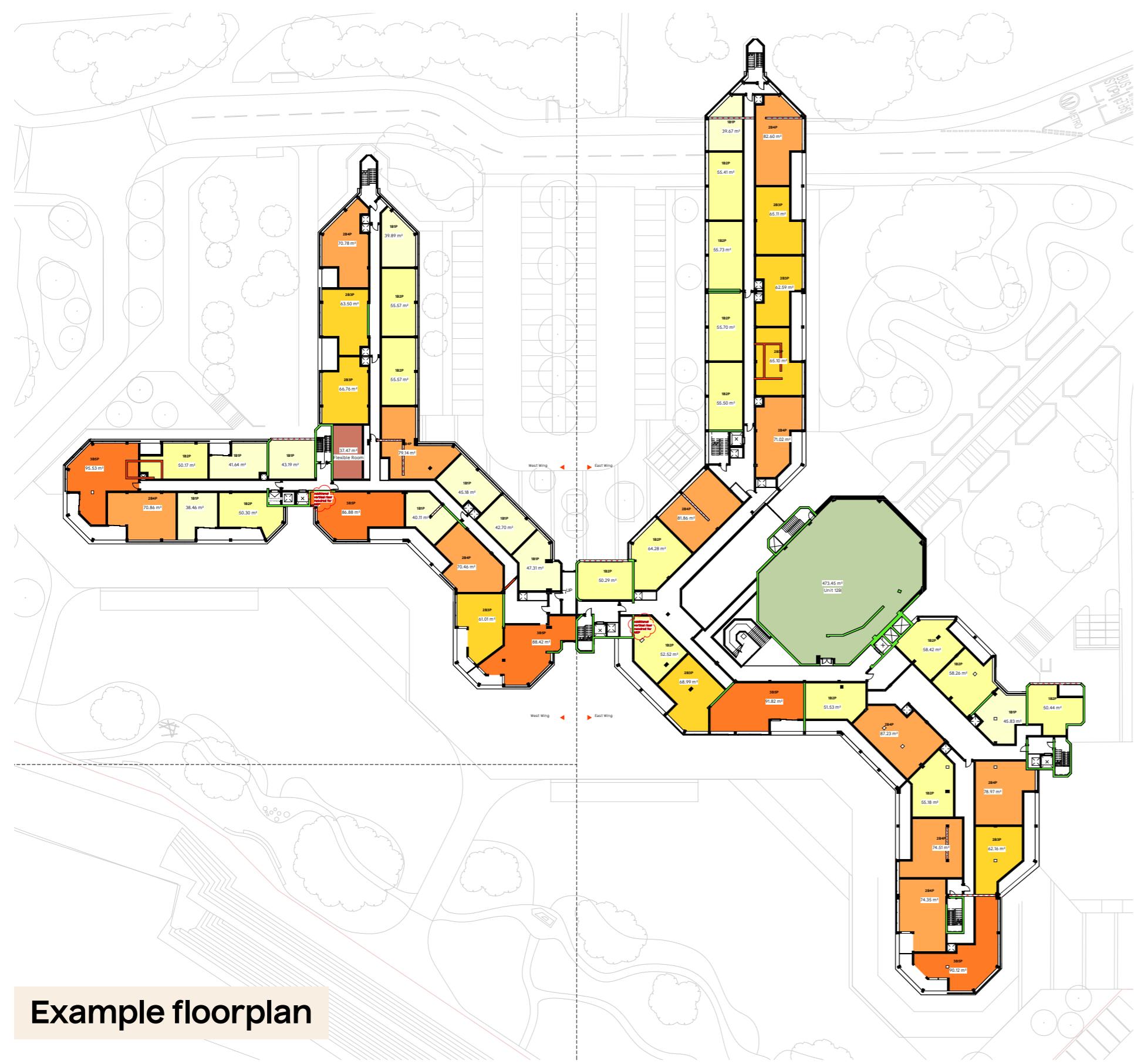


# New homes

On upper levels (and the ground floor of the northern wings) the development would deliver 141 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 inset balconies, and also have access to generous roof top communal garden space.

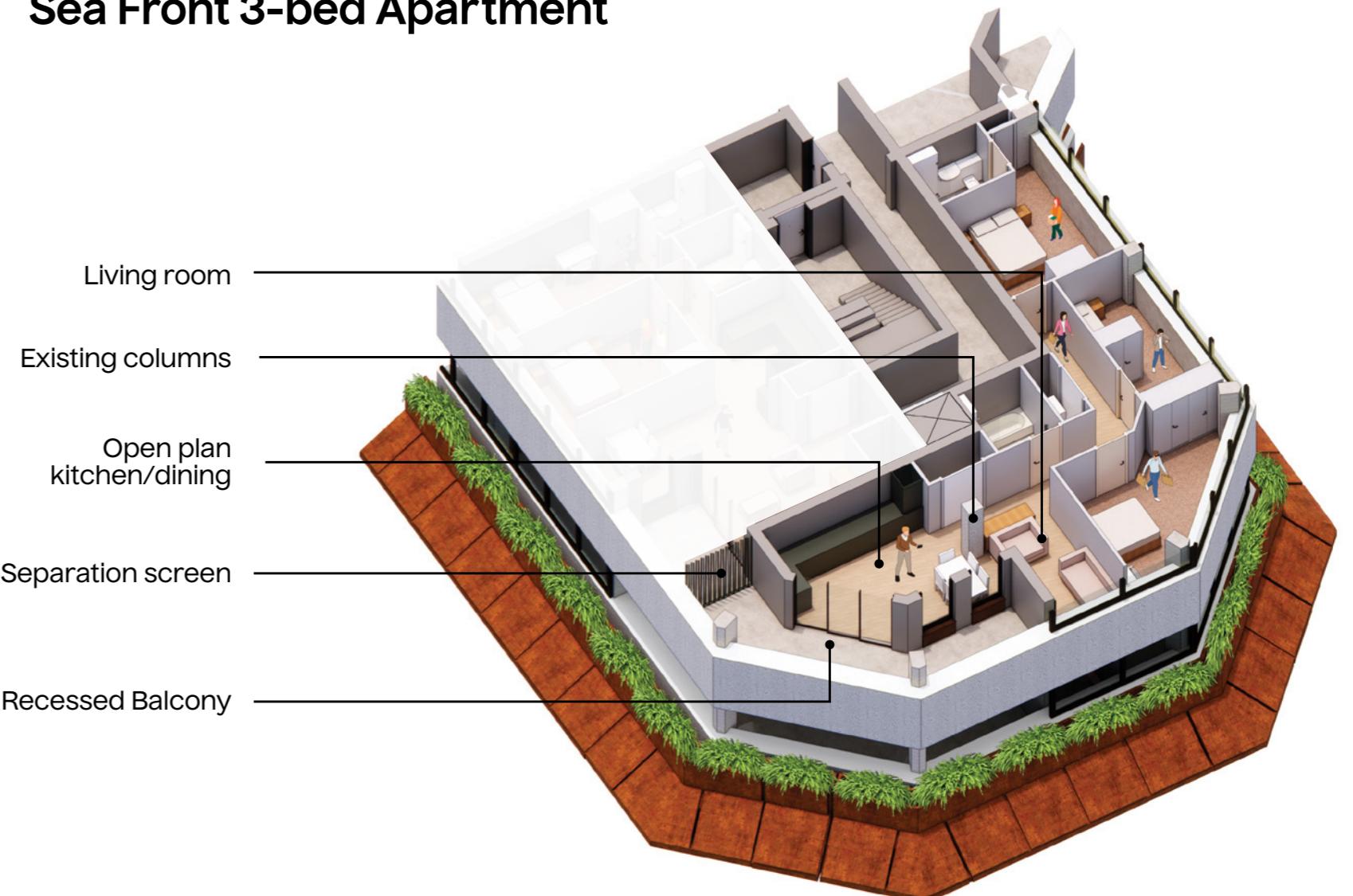
Surface level parking will be provided across the site, predominantly in areas of existing surface parking.



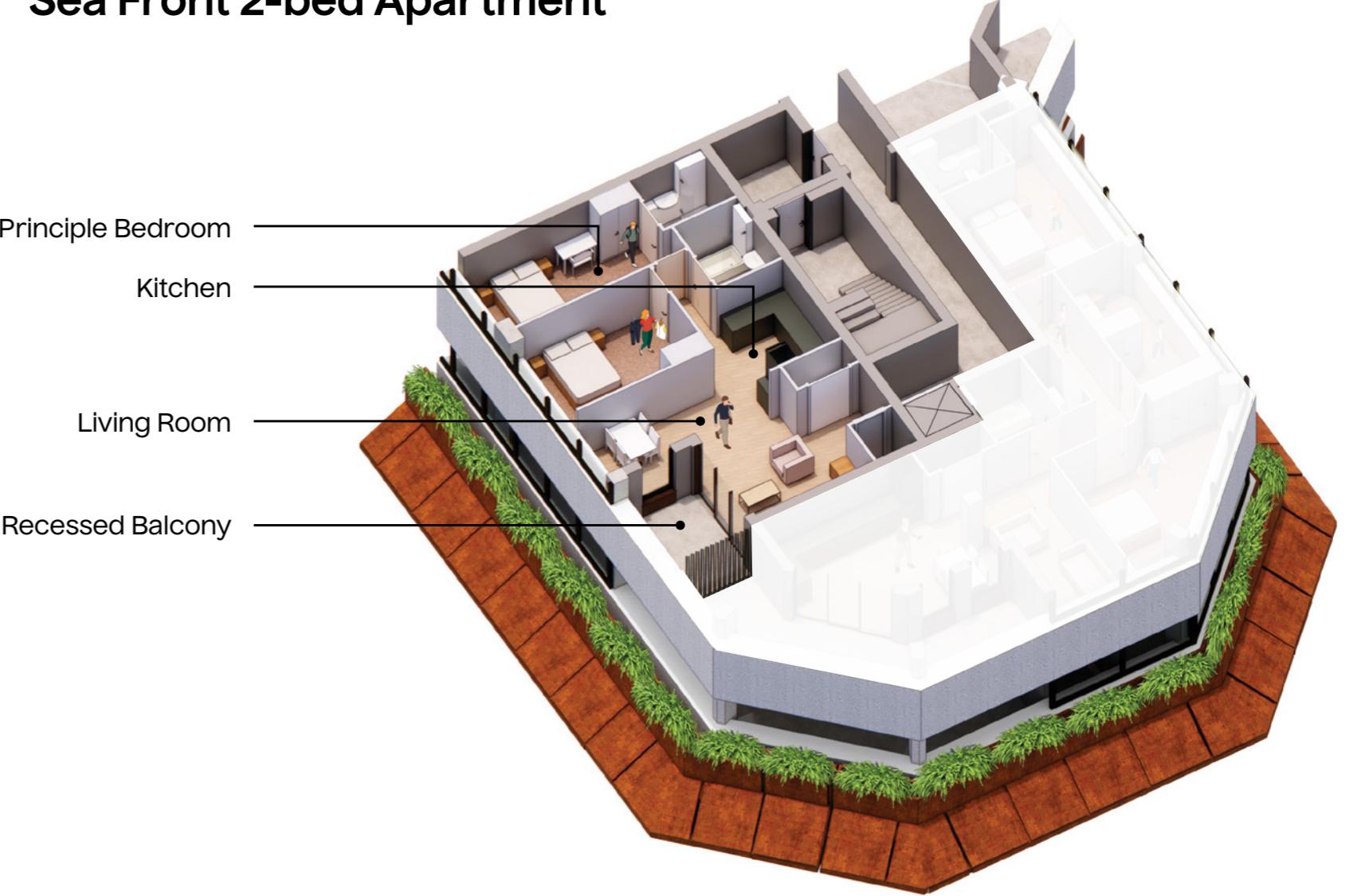
Example floorplan

## Example apartments

### Sea Front 3-bed Apartment



### Sea Front 2-bed Apartment



# Please tell us your views

Thank you for viewing  
our proposals.

## Next steps

Please note this is an informal  
consultation with the public for the  
design team to collect feedback.

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

