

# Planning a new future for Atlantic Wharf, Butetown

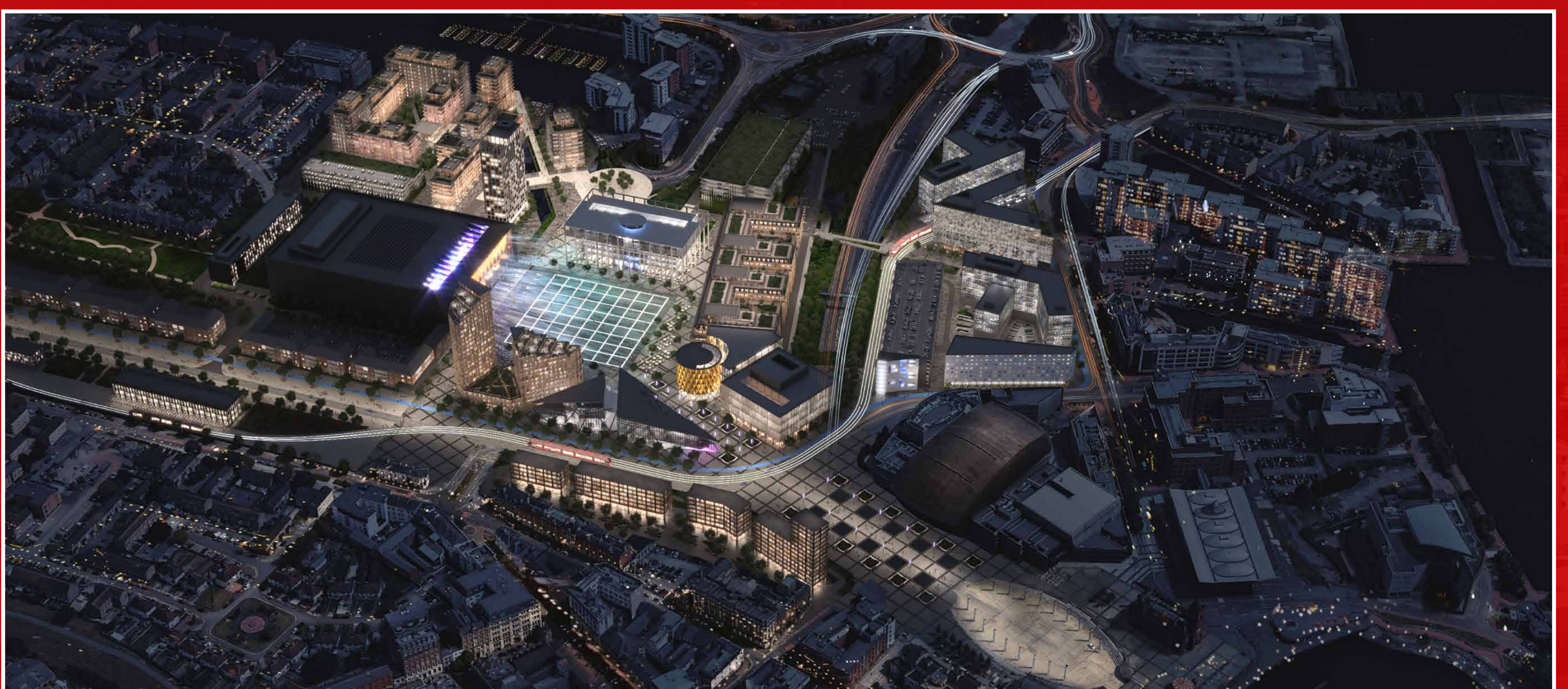


Cardiff Council is leading the regeneration masterplan for Atlantic Wharf, Butetown. Along with our development partners, we are committed to engaging with local communities during the process and creating opportunities for people to be informed and involved.

The purpose of the exhibition is to provide you with background information on the masterplan and the developing concept design strategy.

We welcome your questions and comments which will help us develop our designs further as we work towards submitting a full planning application in October 2021.

## The Vision



The proposed 30-acre redevelopment represents the next phase of the development of Cardiff Bay and the regeneration of Butetown. By investing in and making better use of the existing space, we have the opportunity to make a significant impact on our economy and local communities.

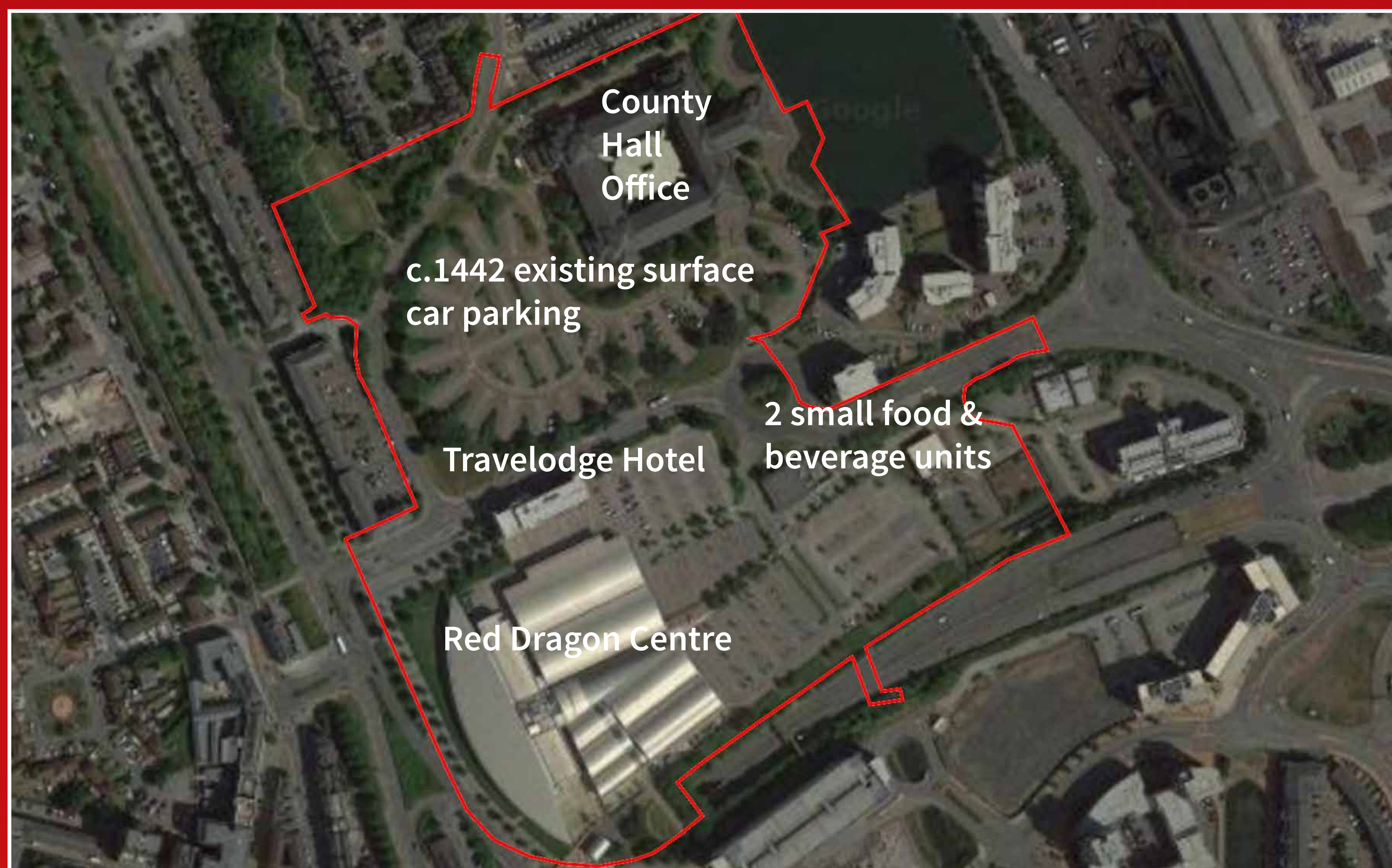
The masterplan puts people at the heart of the development. It will transform Atlantic Wharf into a top-tier visitor attraction for the people of Wales and around the UK. And, importantly, it will bring enjoyment, employment and economic benefits for local communities here in Butetown.





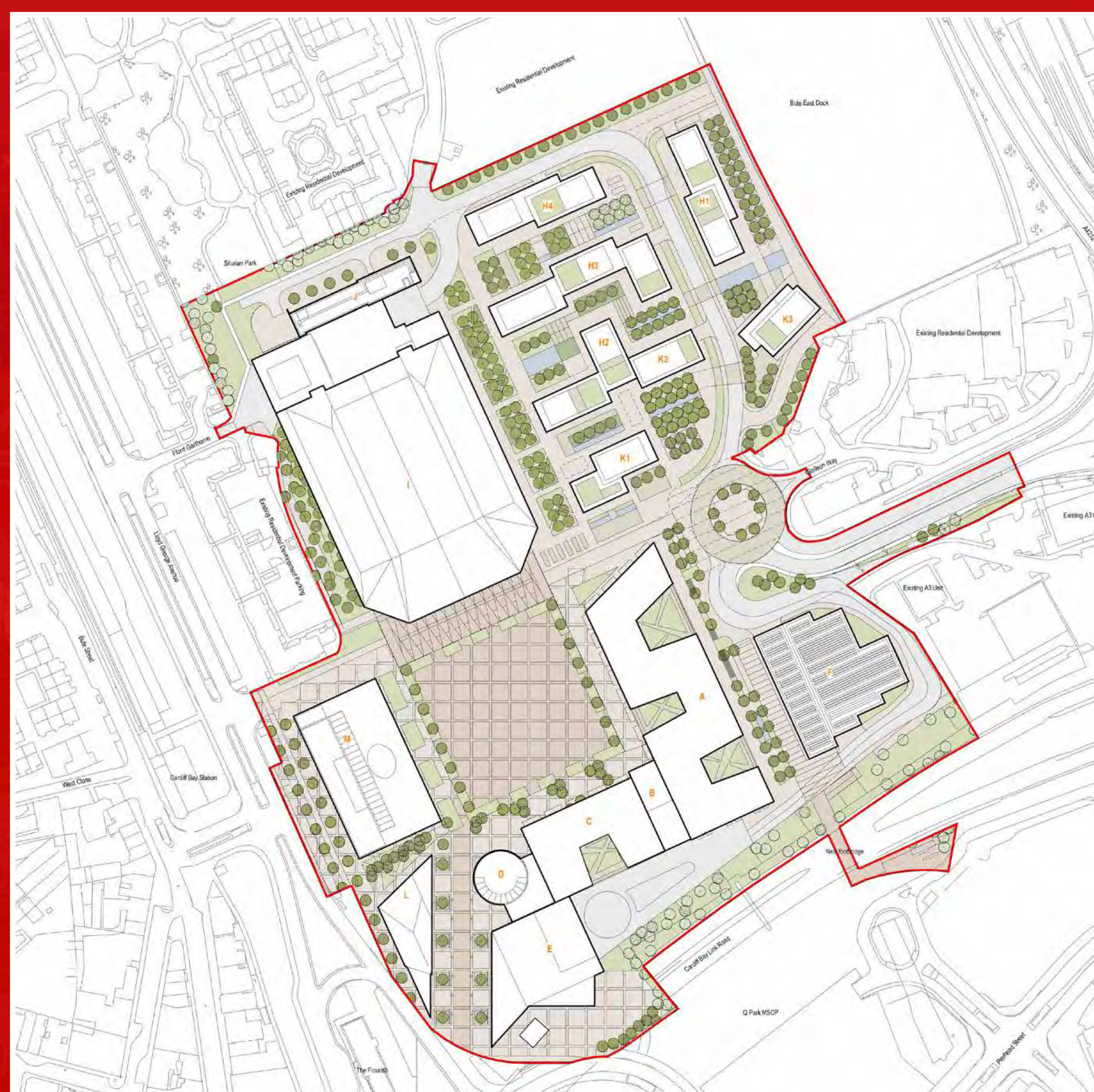
# Planning Application

## Existing Red Line Boundary



## Phase 1

- Driven by a world class 15,000 capacity arena, creating one of the best city visitor destinations in the UK.
- A replacement 182 bedroom Travelodge.
- Planning application submission during October 2021.



## Future Phases

- Six development zones with a wide variety of building uses and form.
- Creating a new destination for Cardiff, improving the wellbeing and experience of people living in and visiting Cardiff Bay
- Opportunities for new commercial, leisure and housing development
- A new Event Square – a significant addition to the Cardiff Bay public realm, with the flexibility to host various activities, festivals and events throughout the year

## Wider Context Masterplan

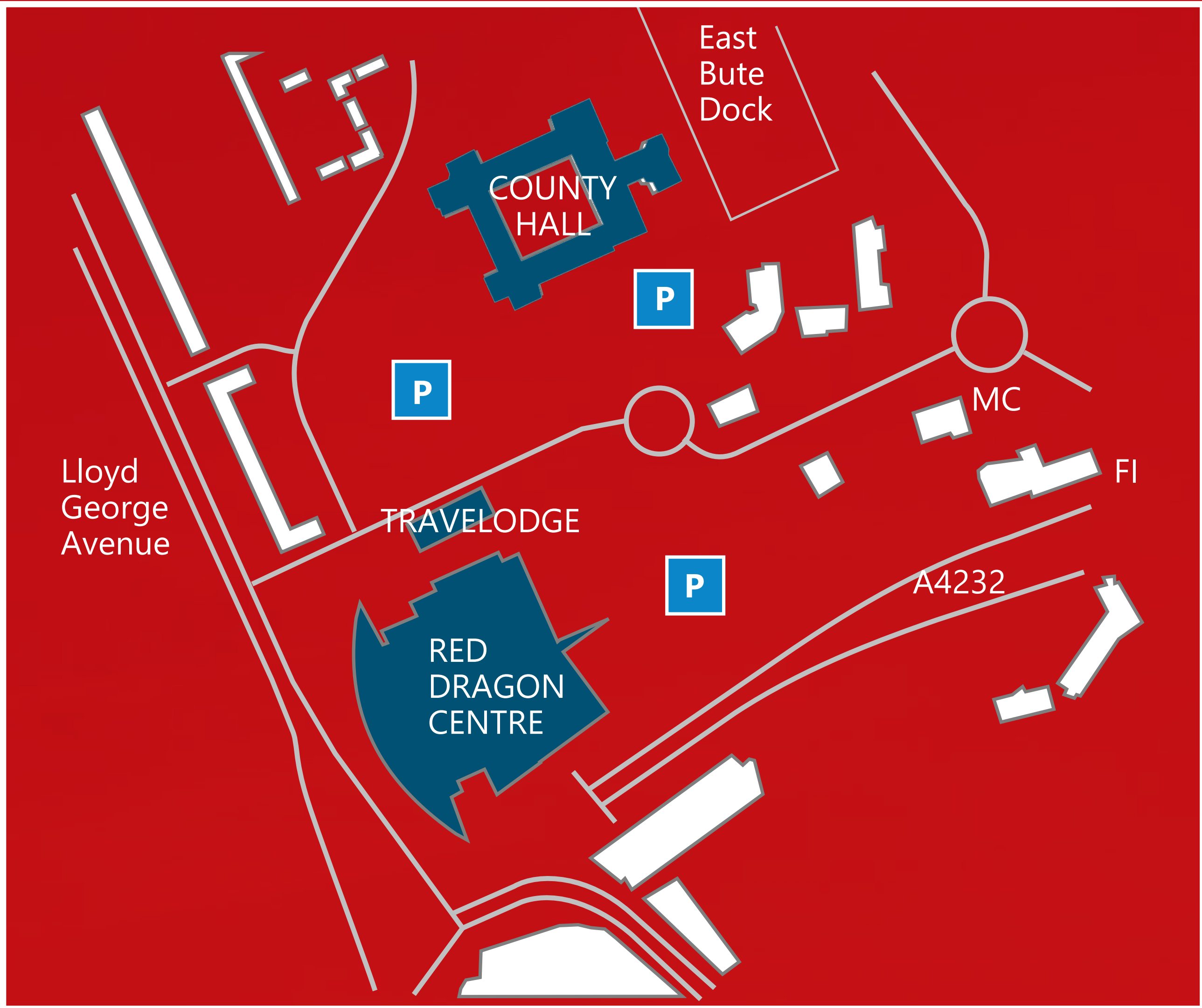
- A more efficient, vibrant and engaging use of land
- Improved transport links including a new metro, cyclepaths and Transport Interchange
- Further development opportunities along Lloyd George Avenue & The Flourish for commercial and residential use
- Provides a strong catalyst for future development growth and employment opportunities



# Phasing of development

## 2021 - 2032

### Existing (2021)



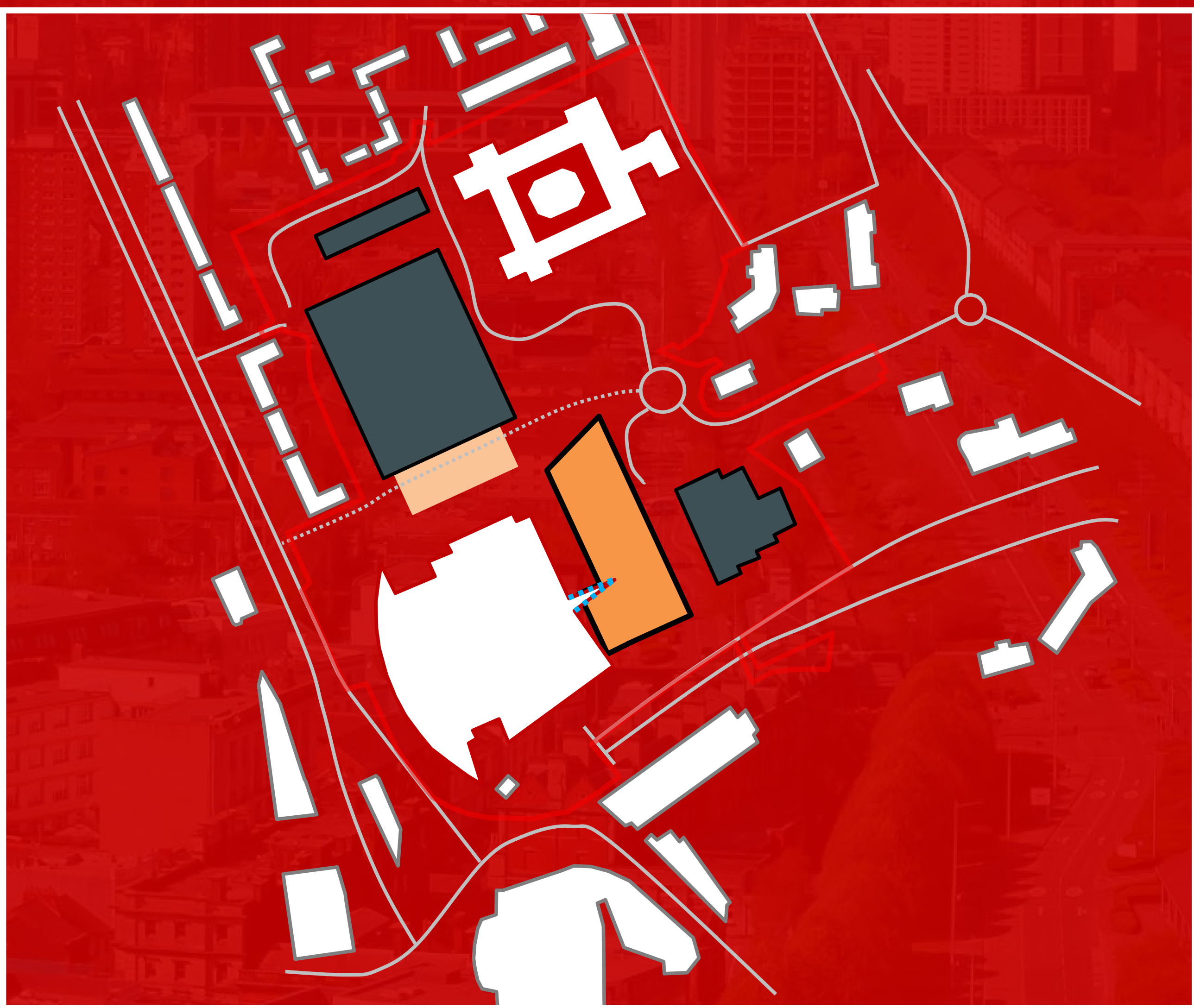
### Phase 1

#### Spring 2022 to Spring 2025



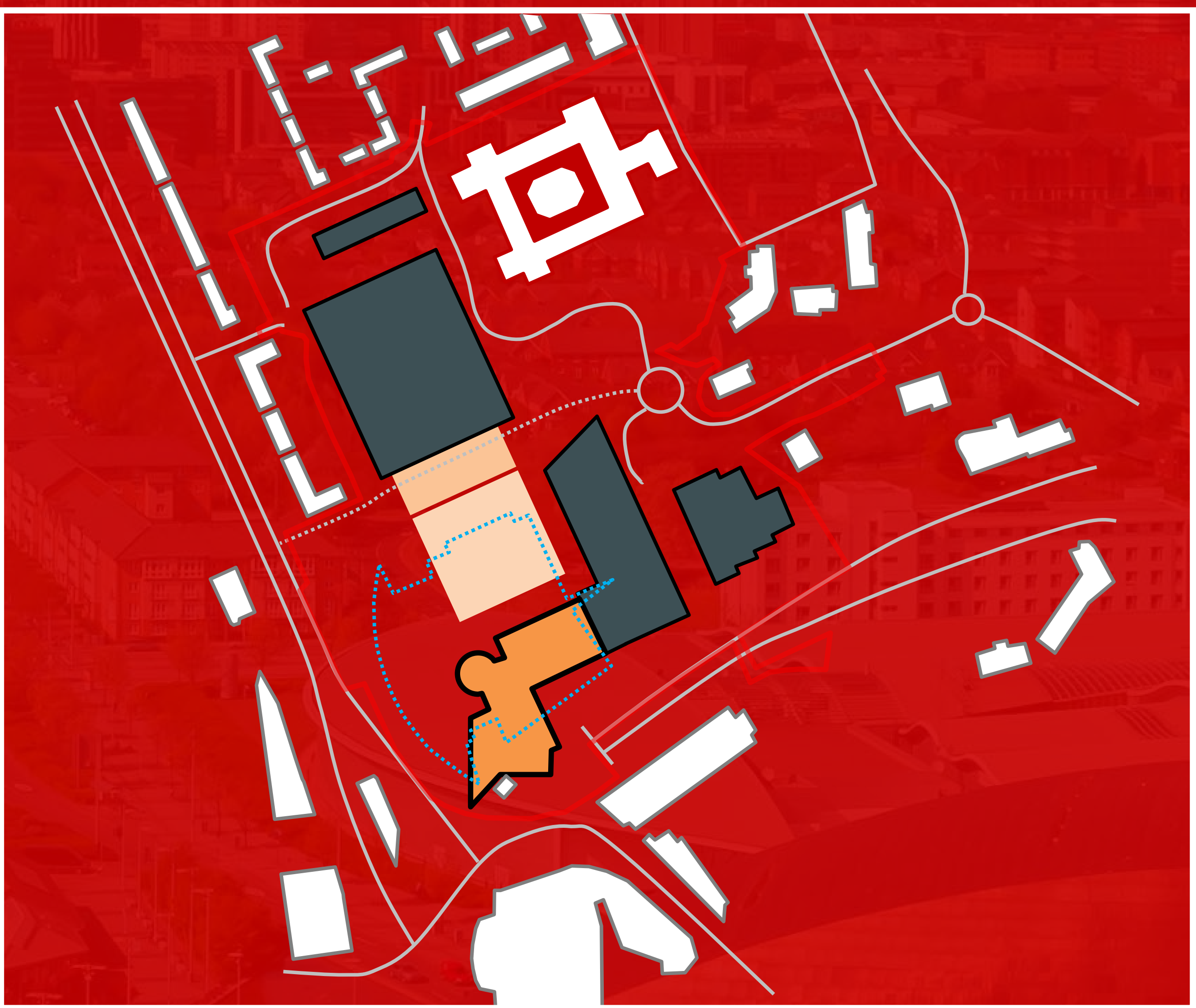
- Delivery of a 15,000 capacity Arena
- Completion of 182 room Travelodge
- Construction of 1,300 space MSCP
- Demolition of existing Travelodge
- Demolition of existing A3 Unit

### Phase 2 - 2024 to 2027



- Construction of a new Red Dragon Centre with residential about (150 units)
- Construction of a footbridge over A4232
- Construction of This is Wales (5D Flight Experience)

### Phase 3 - 2027 to 2029



- Demolition of the Red Dragon Centre
- Construction of a new WMC Academy
- Construction of Cardiff Story Museum
- Construction of mixed use development
- Construction of new Event Square

### Phase 4 - 2029 to 2031



- Demolition of County Hall
- Construction of new commercial office, adjacent to Lloyd George Avenue
- Construction of the new Contemporary Art Museum
- Completion of new Event Square

### Phase 5 - 2029 to 2032

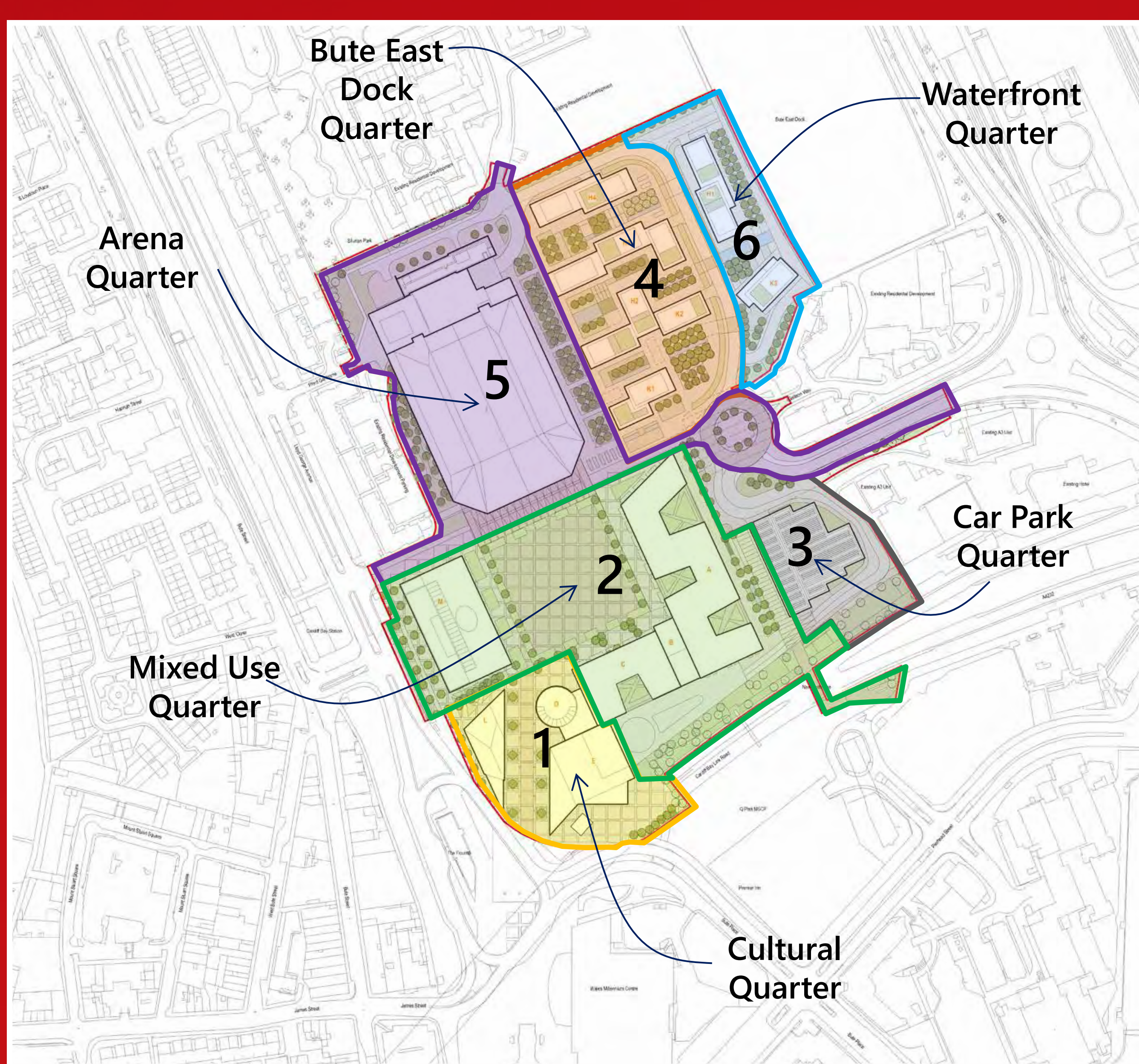


- Construction of the new Residential Quarter (900 units)
- Construction of three hotels



# Masterplan zoning & uses

## The proposed development



The Atlantic Wharf masterplan is divided into six distinct zones, filling in land between Bute East Dock and The Bay. Each zone has different building types and uses of space:

1. Cultural Quarter
2. Mixed Use Quarter
3. Car Parking Quarter
4. Bute East Dock Quarter
5. Arena Quarter
6. Waterfront Quarter

### Cultural Quarter



- Wales Millennium Centre Academy
- Contemporary Art Museum
- Cardiff Story Museum

### Mixed Use Quarter



- New Red Dragon Centre
- This is Wales (5D Flight Experience)
- Residential
- Commercial Office
- Event Square
- Pedestrian Bridge across the A4232

### Car Parking Quarter

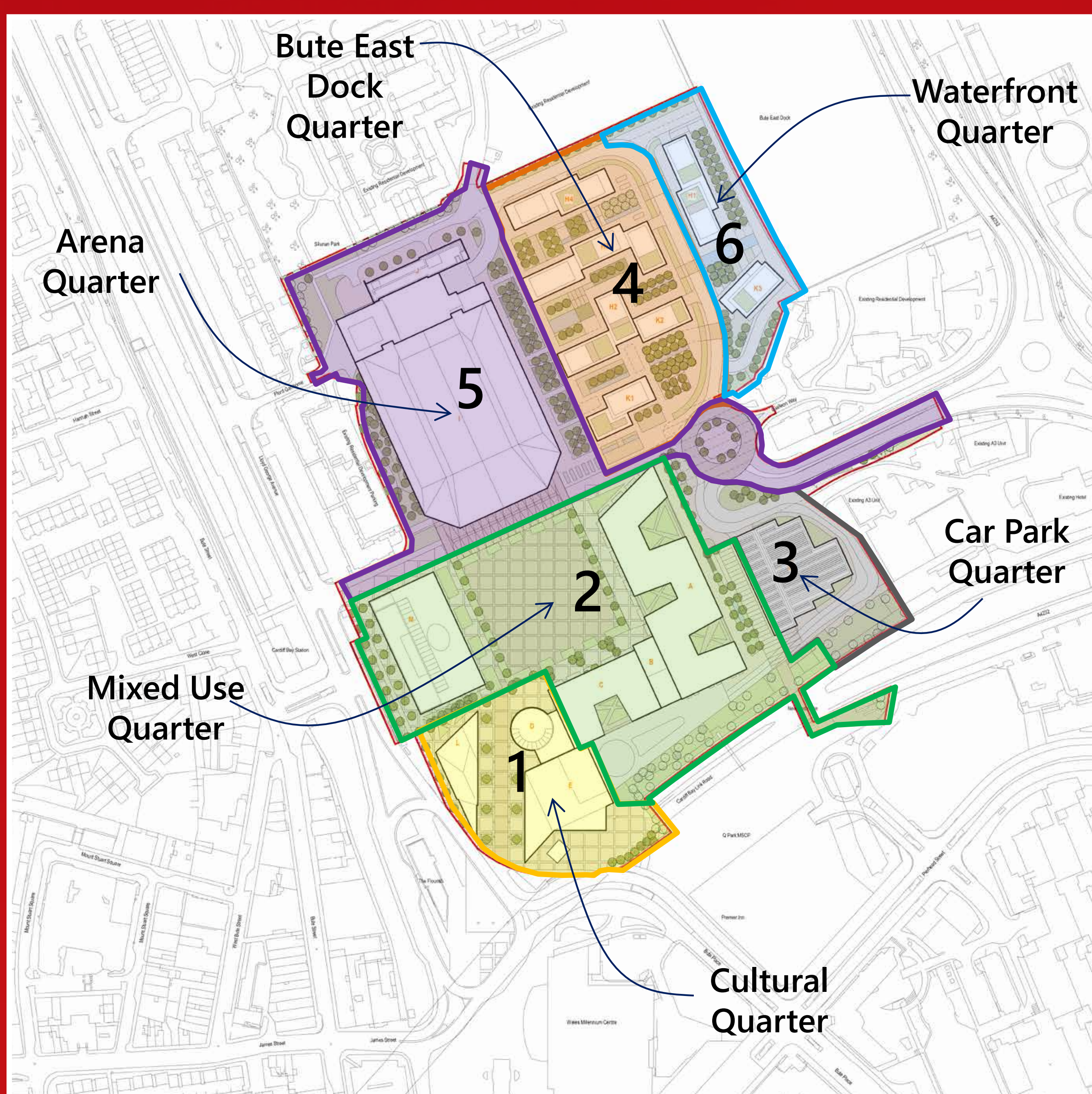


- 1,300 spaces
- Ticketless operation
- Green living wall
- Hydroponics/ photovoltaics at roof level
- 30% EV charging points
- Future-proofed to allow an increase in EV charging points



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1. Cultural Quarter
2. Mixed Use Quarter
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### Bute East Dock Quarter



- Residential (900 units)
- 4 star signature/ landmark Hotel
- 2 further hotels
- Waterside frontage/dock features

### Arena Quarter



- 15,000 capacity Arena
- 182 bedroom Travelodge Hotel

### Waterfront Quarter



- 250 Residential units
- 2,500 sq m food & beverage space
- Aparthotel



# Landscaping Proposals

## A new Event Square

The evolving design seeks to strike a balance between formality and flexibility: sitting at the heart of the masterplan, the square will host cultural and seasonal events, creating a popular spot for relaxing, playing, and eating and drinking.



## Atlantic Square

- Formality vs Flexibility
- Significant planting
- Consideration of scale
- Consideration of access
- Adding: play, biodiversity, lighting concept
- Thresholds / decision making spaces

## Connecting the landscape

Landscaping is core to great connectivity at Atlantic Wharf. Focus is on the long-term quality of spaces and how we predict people will move through the area to create pathways and spaces that are comfortable, safe and enjoyable.



## Draft Green Infrastructure Strategy

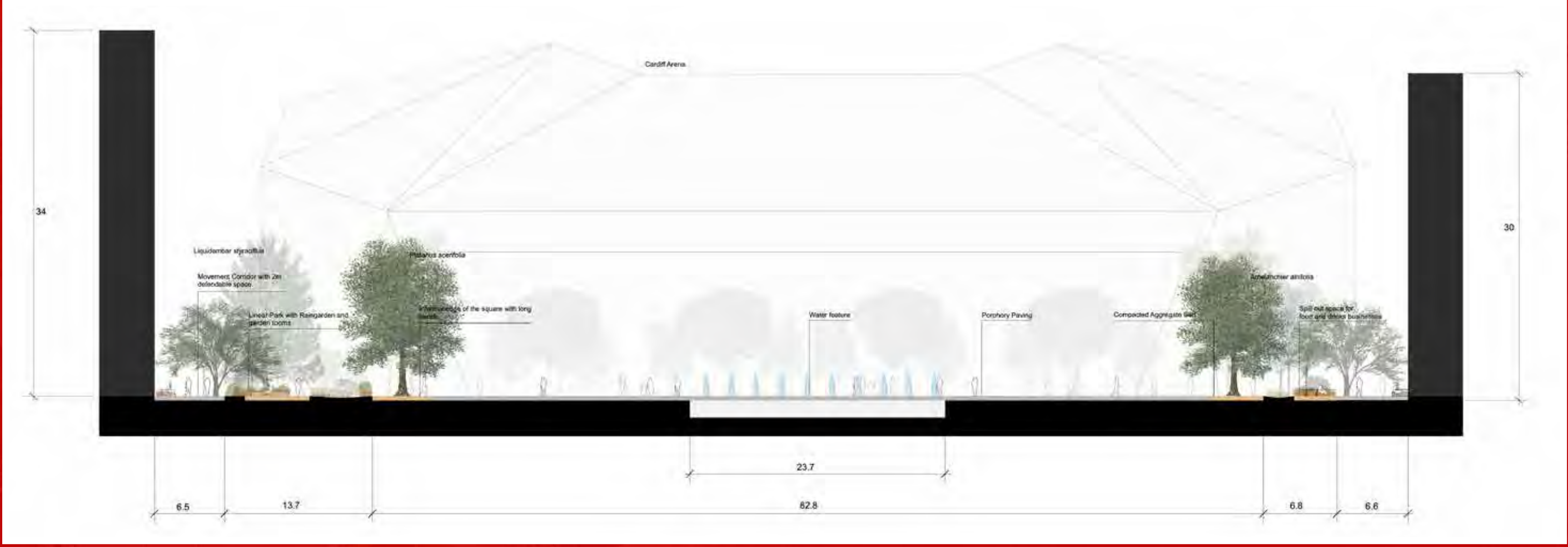
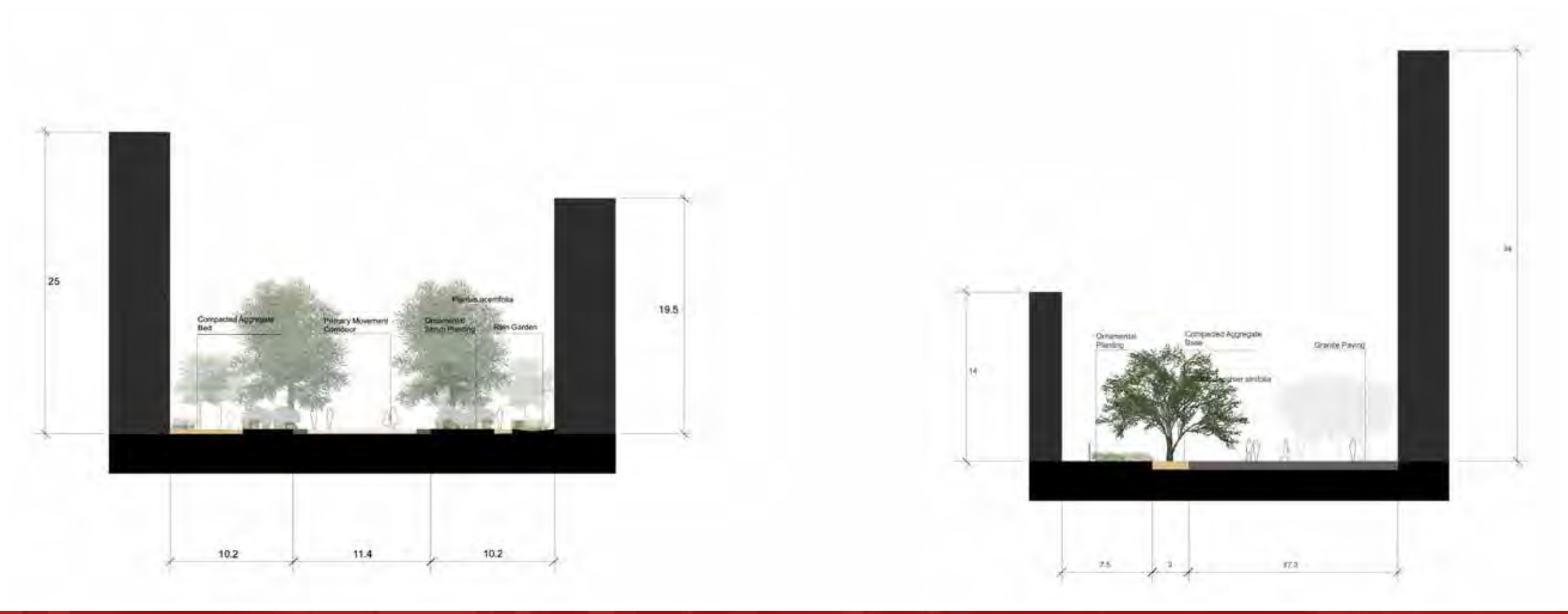
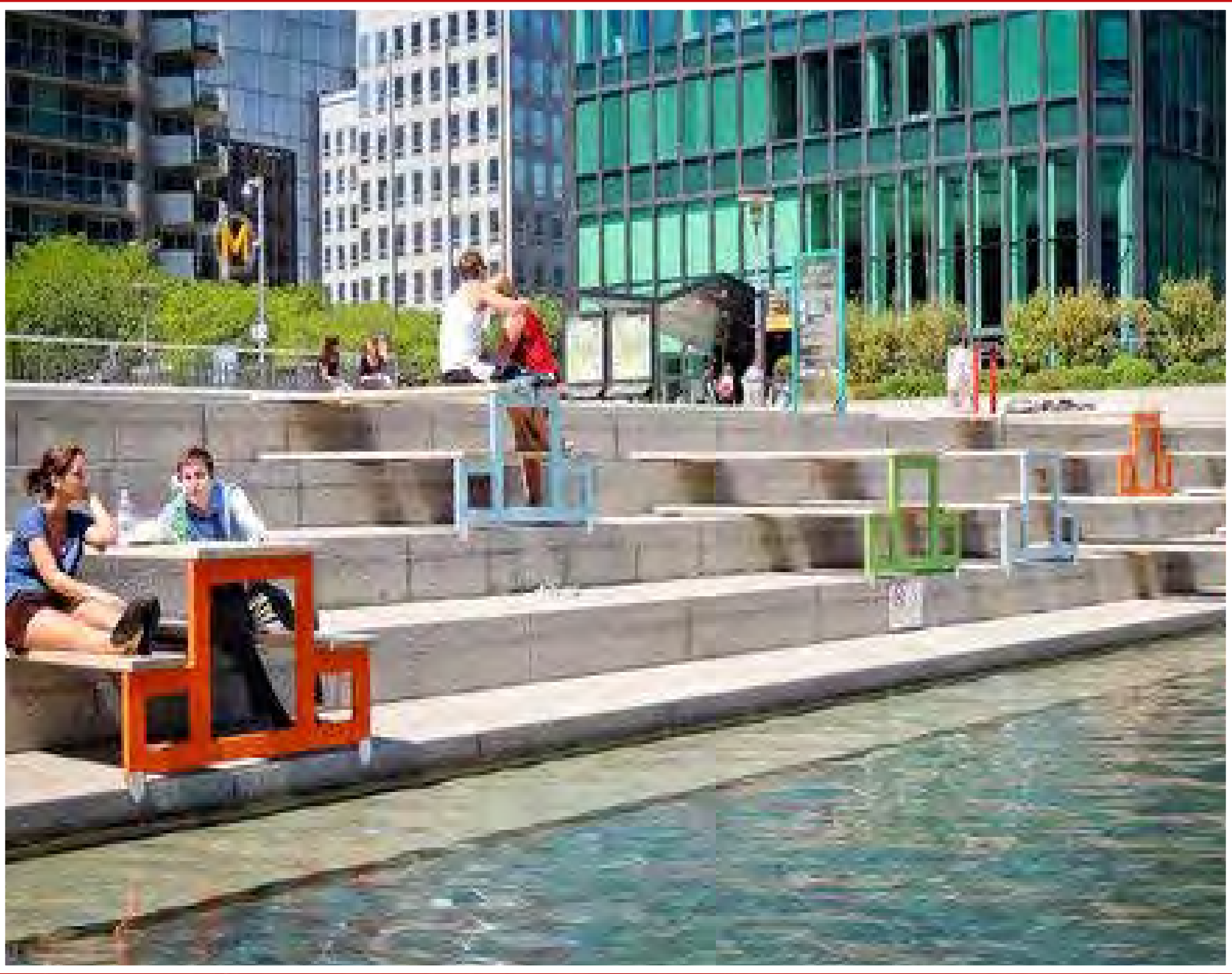
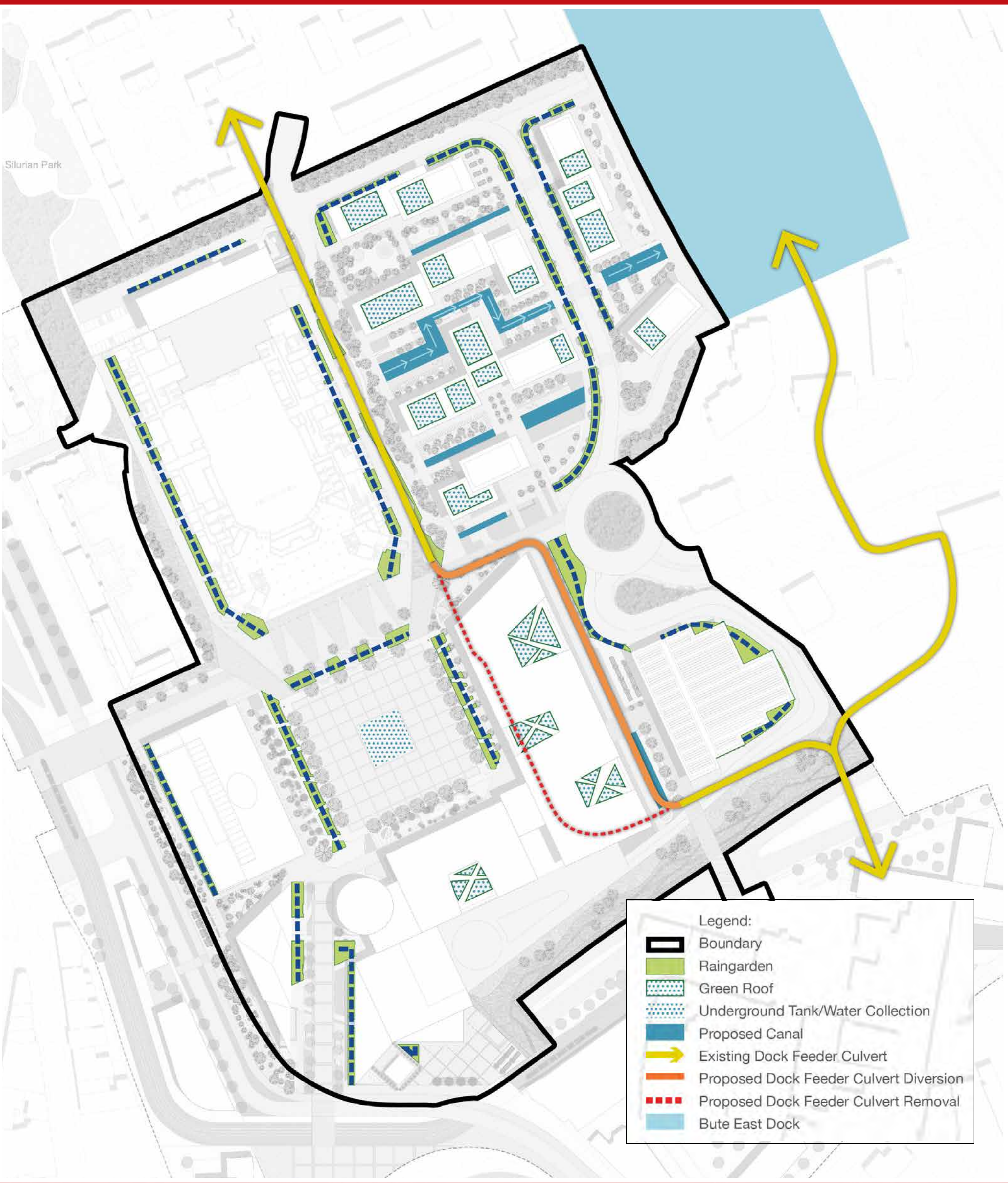
- Linking existing landscape / ecological assets
- A variety of soft and hard landscape areas
- Integrated sustainable drainage
- A hierarchy of green infrastructure
- Extension of continuous green corridors through the site



# Landscaping Proposals

## Green and blue infrastructure

We will bring nature, habitat, greenery and biodiversity to the very heart of the development. Natural infrastructure such as trees and set planting will extend across the site, and techniques will be used to incorporate drainage that forms part of the landscape.





# Supporting sustainable travel

The Atlantic Wharf Development Team is working closely with Welsh Government, Transport for Wales and Cardiff Council to support key transport strategies and facilitate delivery of projects such as the metro, new cycling routes and decarbonisation initiatives.

We have looked at the movement of people, vehicles and active travel links to and from the site, and extensively modelled traffic flows using Transport for Wales transport model to understand the local and wider impacts and solutions.



## Active travel

Walking and cycling routes are a priority. Active travel routes will be created in and around Atlantic Wharf, along with new cycle parking and Nextbike stations – already proving successful in Cardiff.



Walking and Cycling



Public Transport

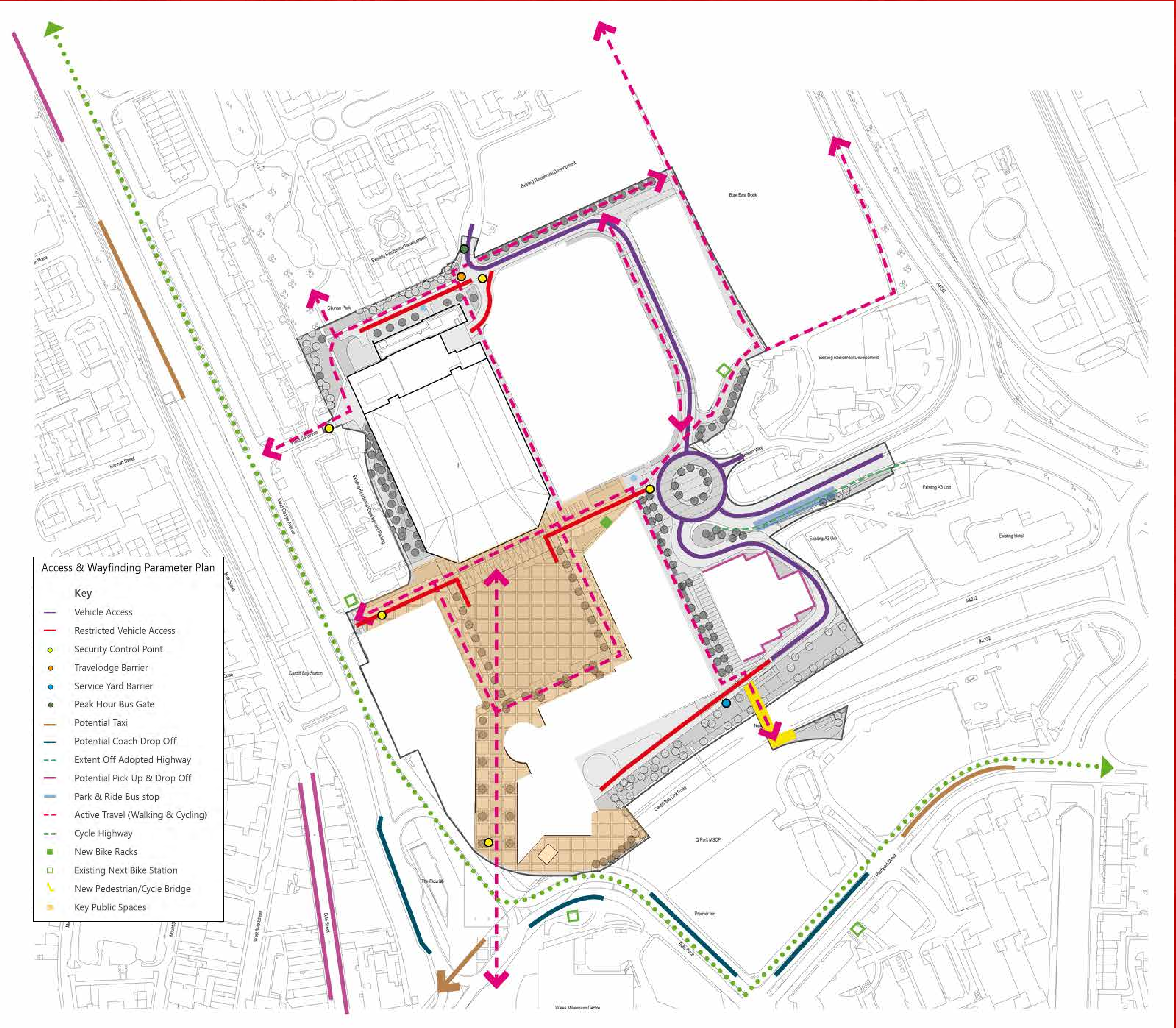


Ultra-Low Emissions Vehicles



Other Private Motor Vehicles

## Access and Wayfinding Parameter Plan





# Supporting sustainable travel

## Bus and rail

We are looking at existing bus routes and links to the rail network – including The Bay, Central and Queen Street stations – and how these will look in the future.

## Car parking

The masterplan includes two car parks. The 1,300-capacity, multi-storey car park will be ready for the arena opening. It will be well lit, have wide parking bays, 30% EV charging, and future-proofed to extend charging capacity.

## Promoting sustainable travel

As the masterplan progresses we are committed to promoting active travel, public transport, car sharing and car clubs to the people working in and visiting Atlantic Wharf.

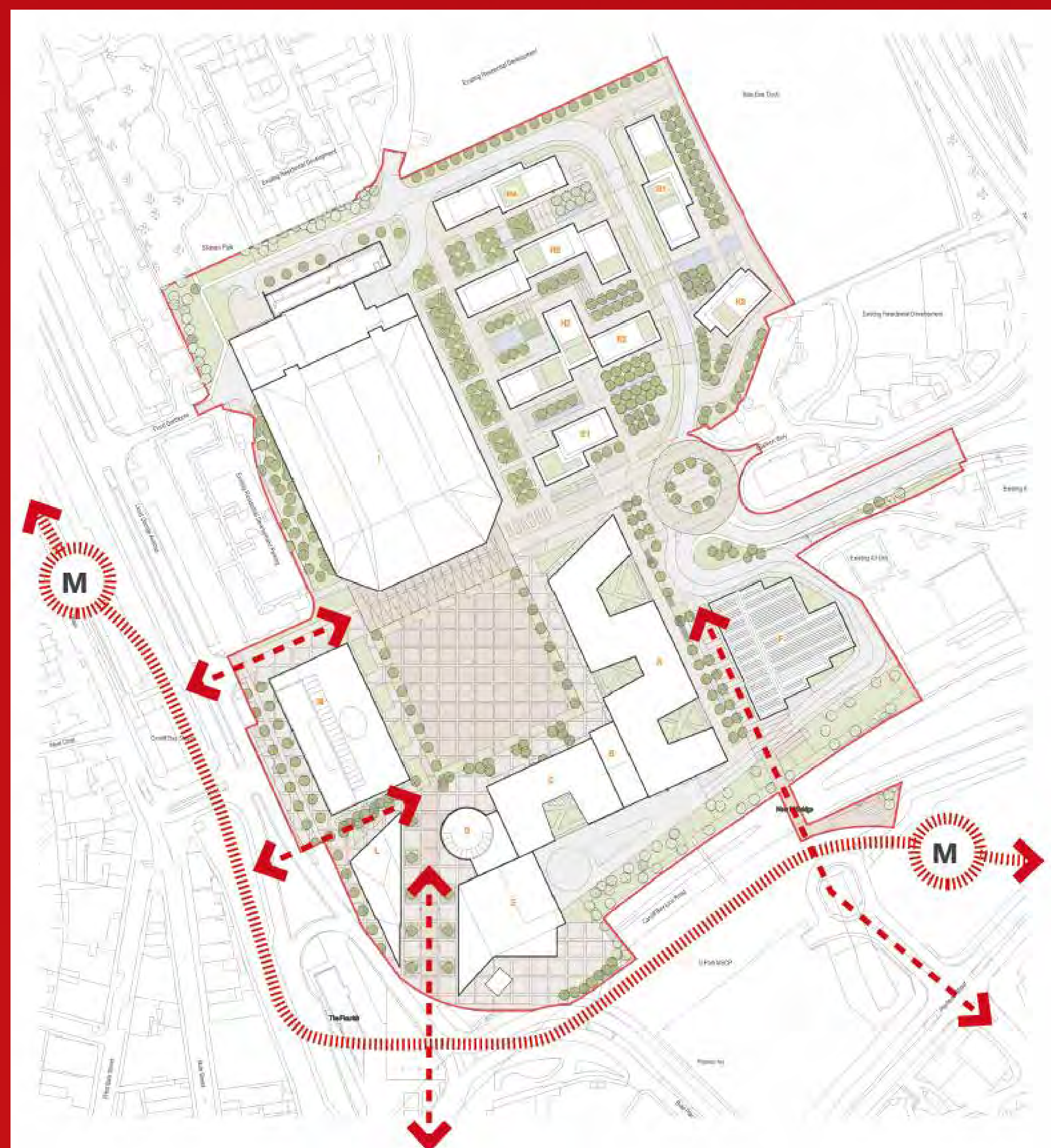
## Taxis and drop off

We are looking at how people move, the best drop-off positions, taxi ranks and links to the existing park and ride sites.

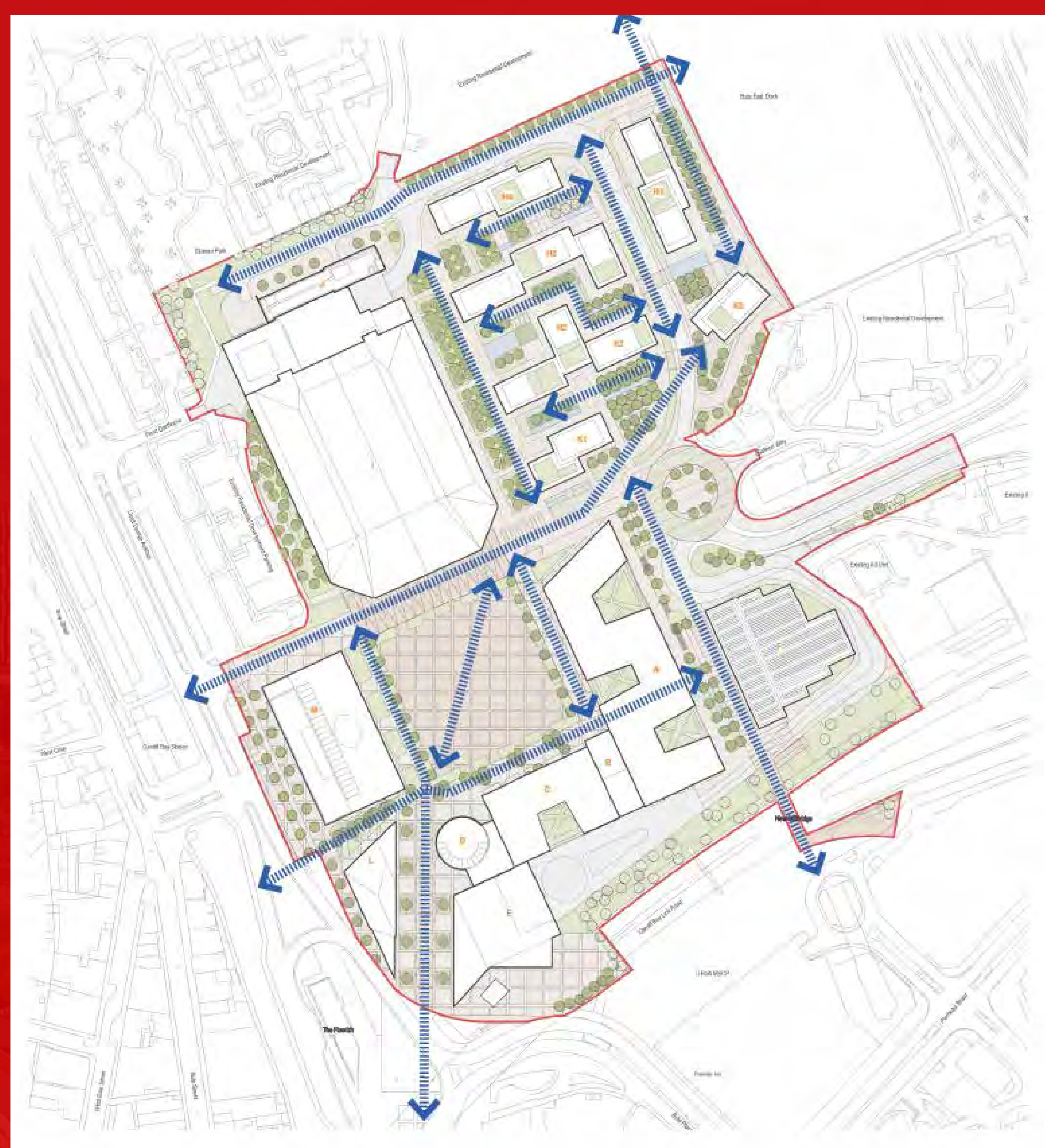
## Construction management

Plans will ensure delivery routes during construction minimise any impact on the local highway network. We will also promote sustainable travel to contractors.

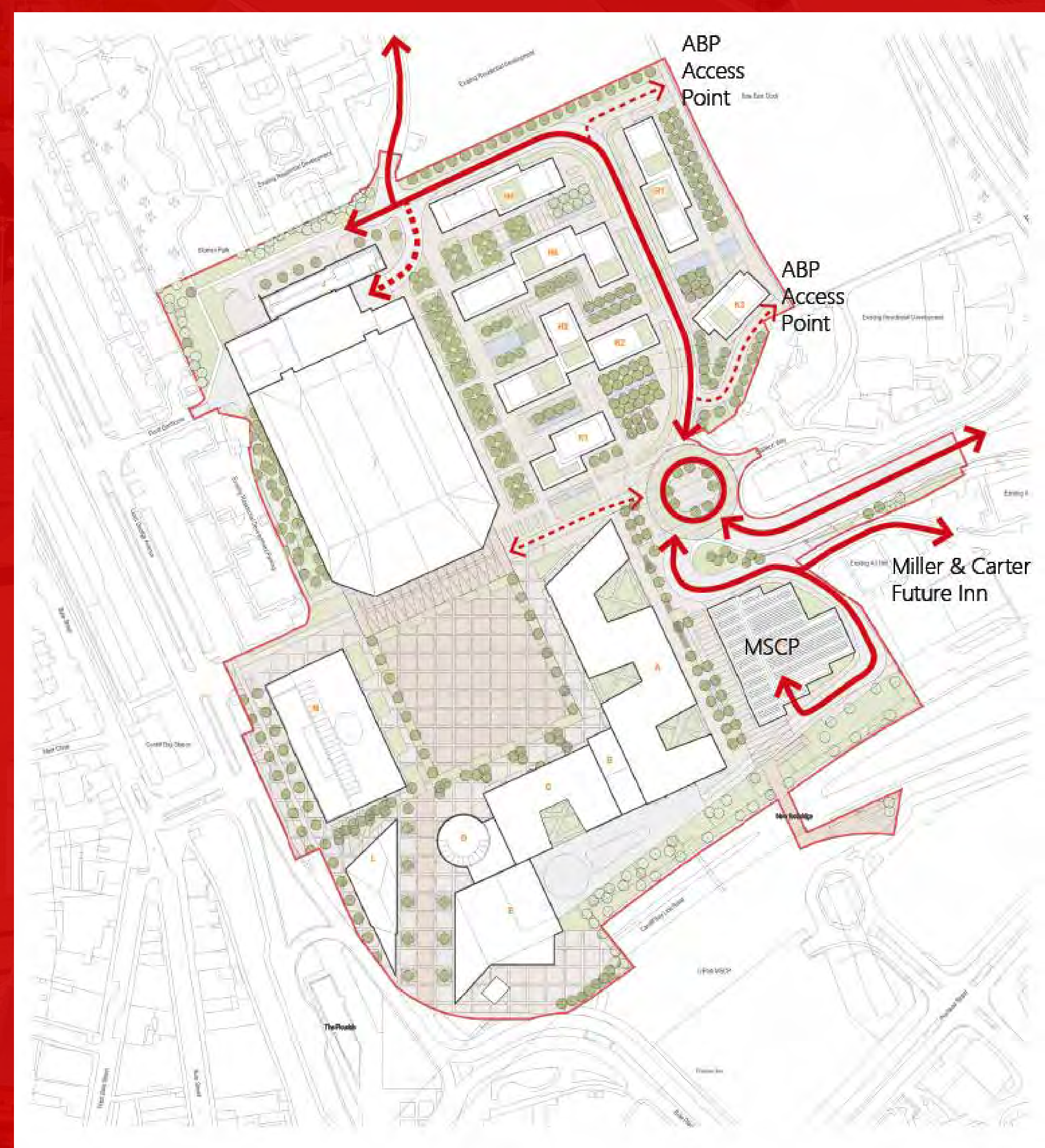
### Proposed Metro Link



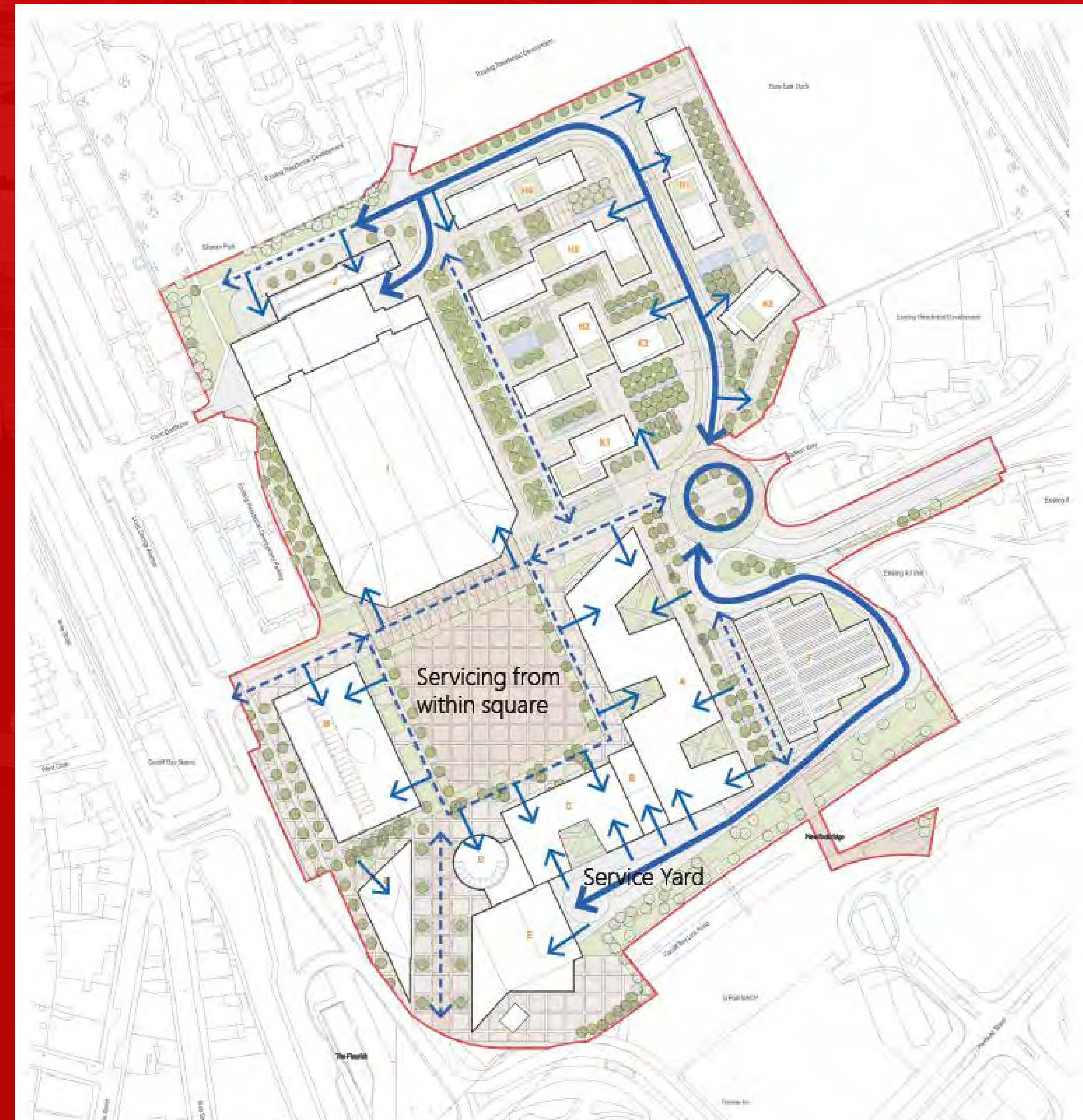
### Pedestrian Movement & Paths



### Primary Vehicle Access



### Servicing Strategy

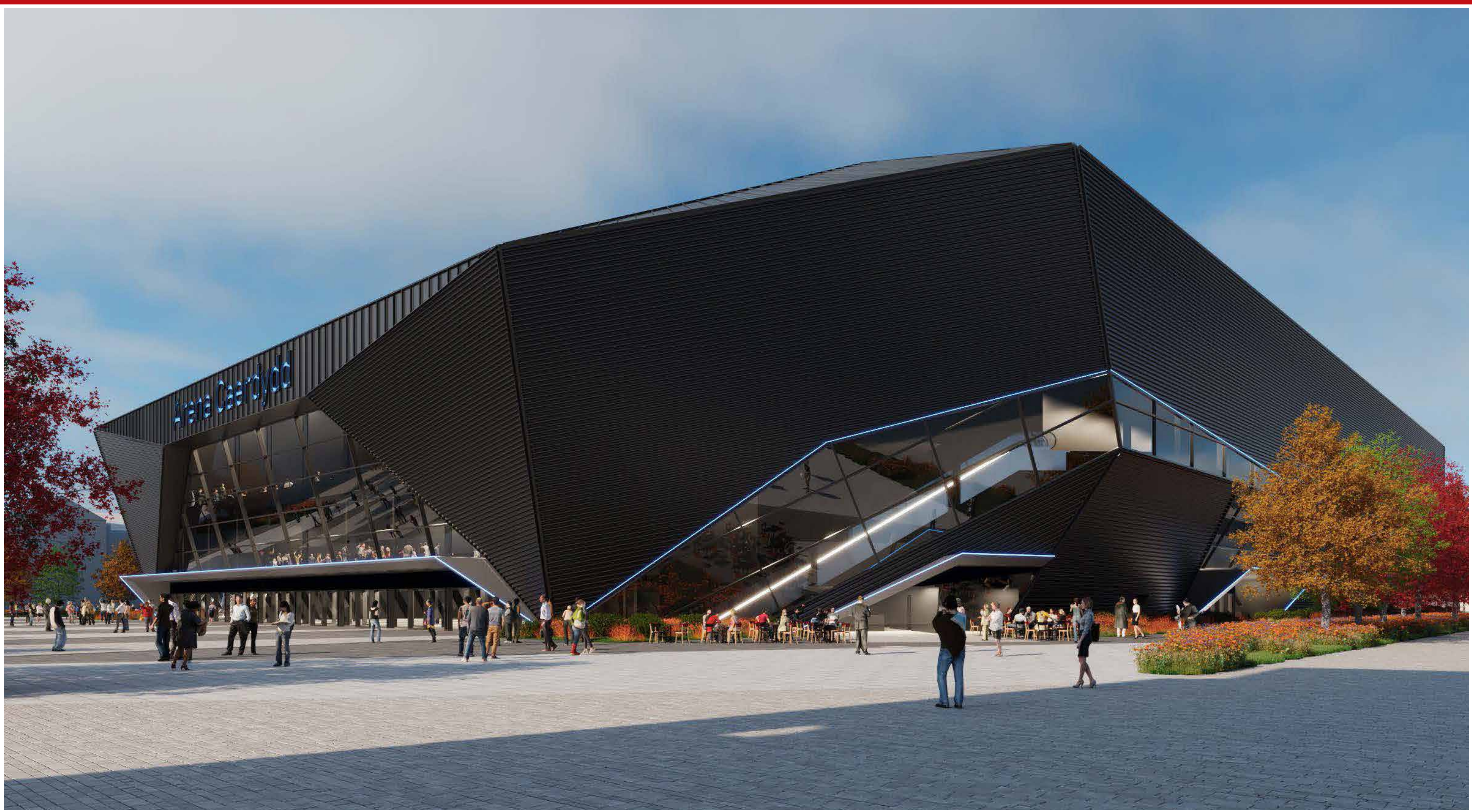




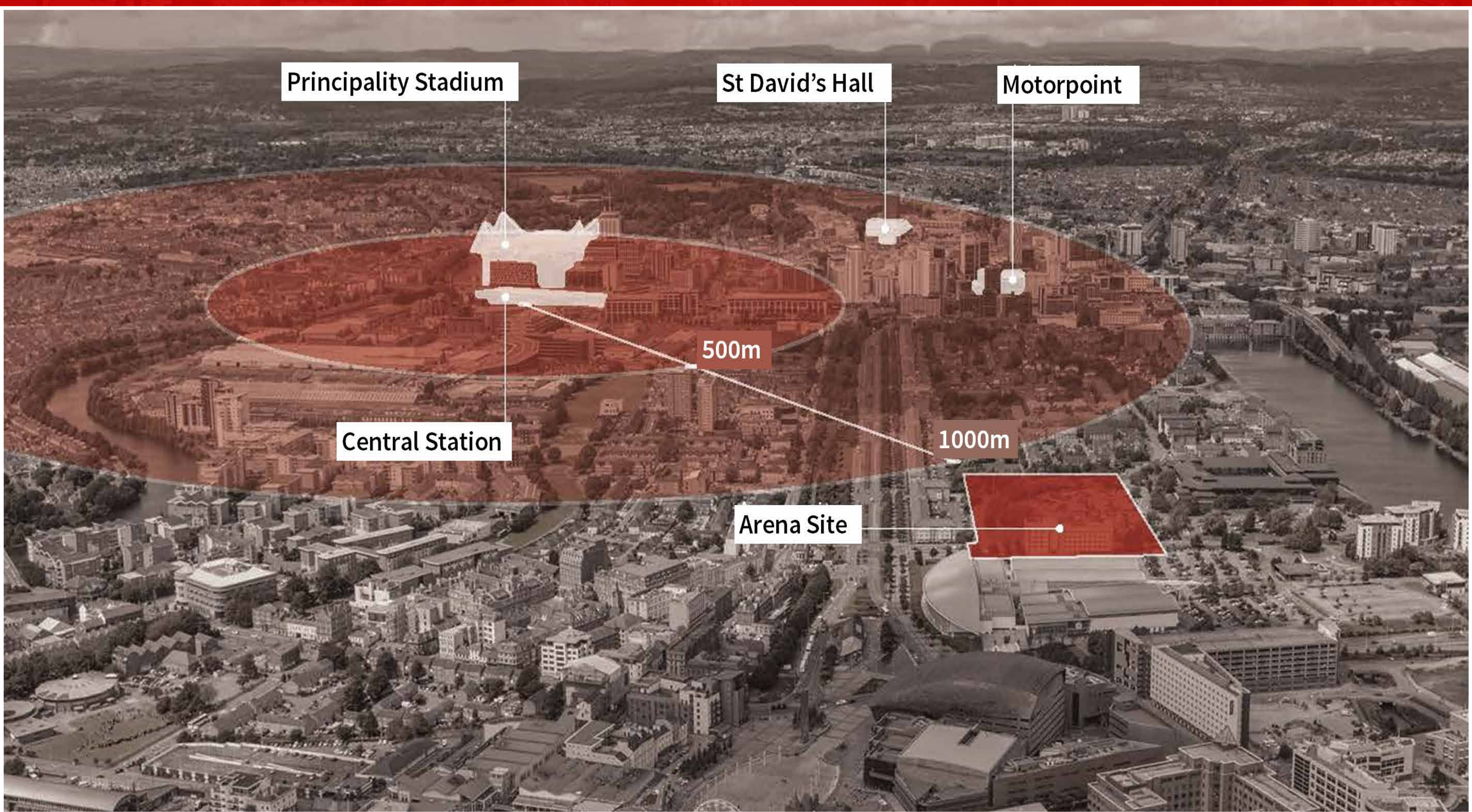
# Cardiff Arena and Hotel

## The new Cardiff Arena

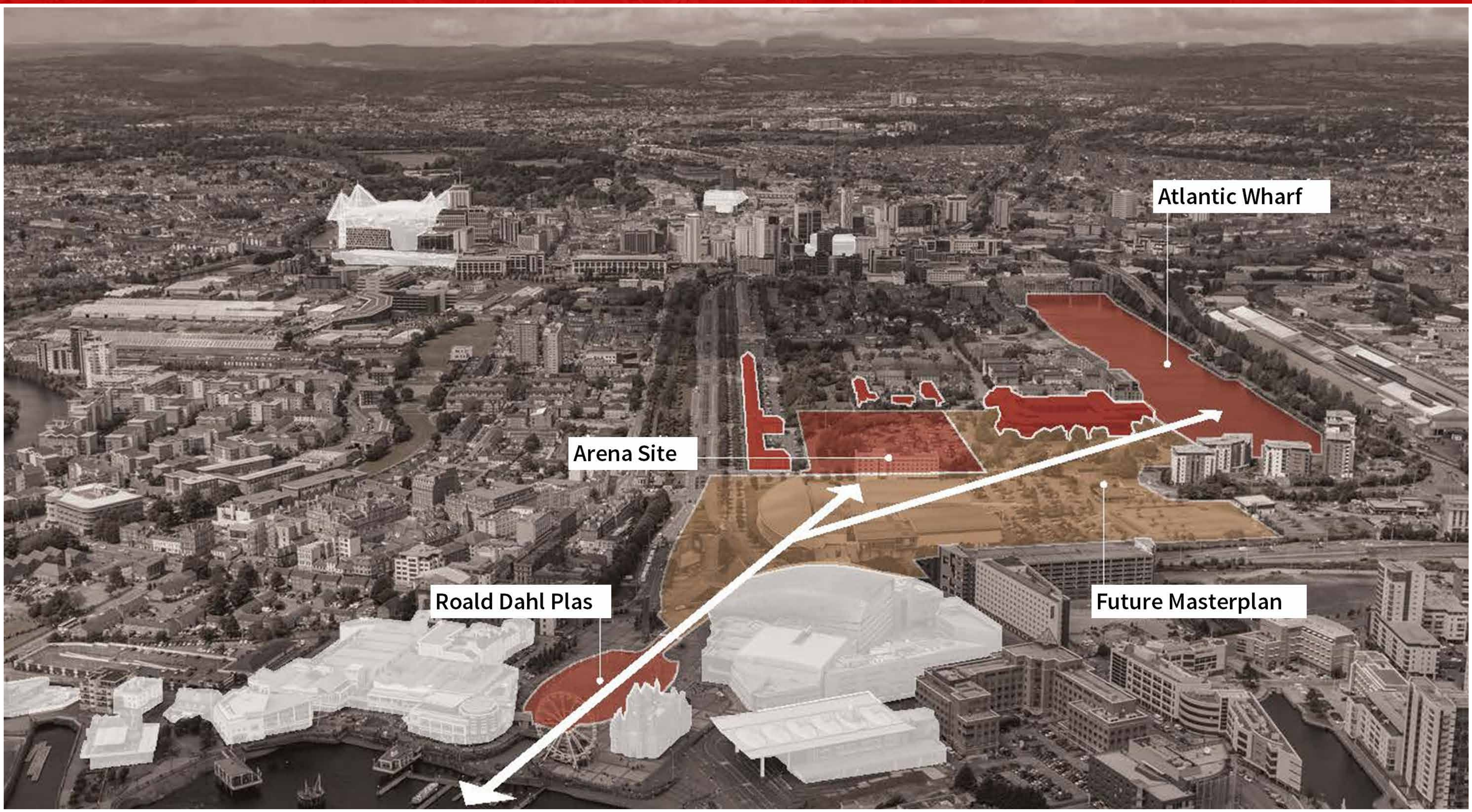
The Cardiff Arena sits at the heart of the masterplan. The 15,000-capacity venue will fill a gap in Cardiff’s event hosting capability allowing the city to host events of any type and size. The new Cardiff Arena and replacement Travelodge Hotel form Phase 1 of the masterplan development.



## City infrastructure context



## Relationship with future Masterplan

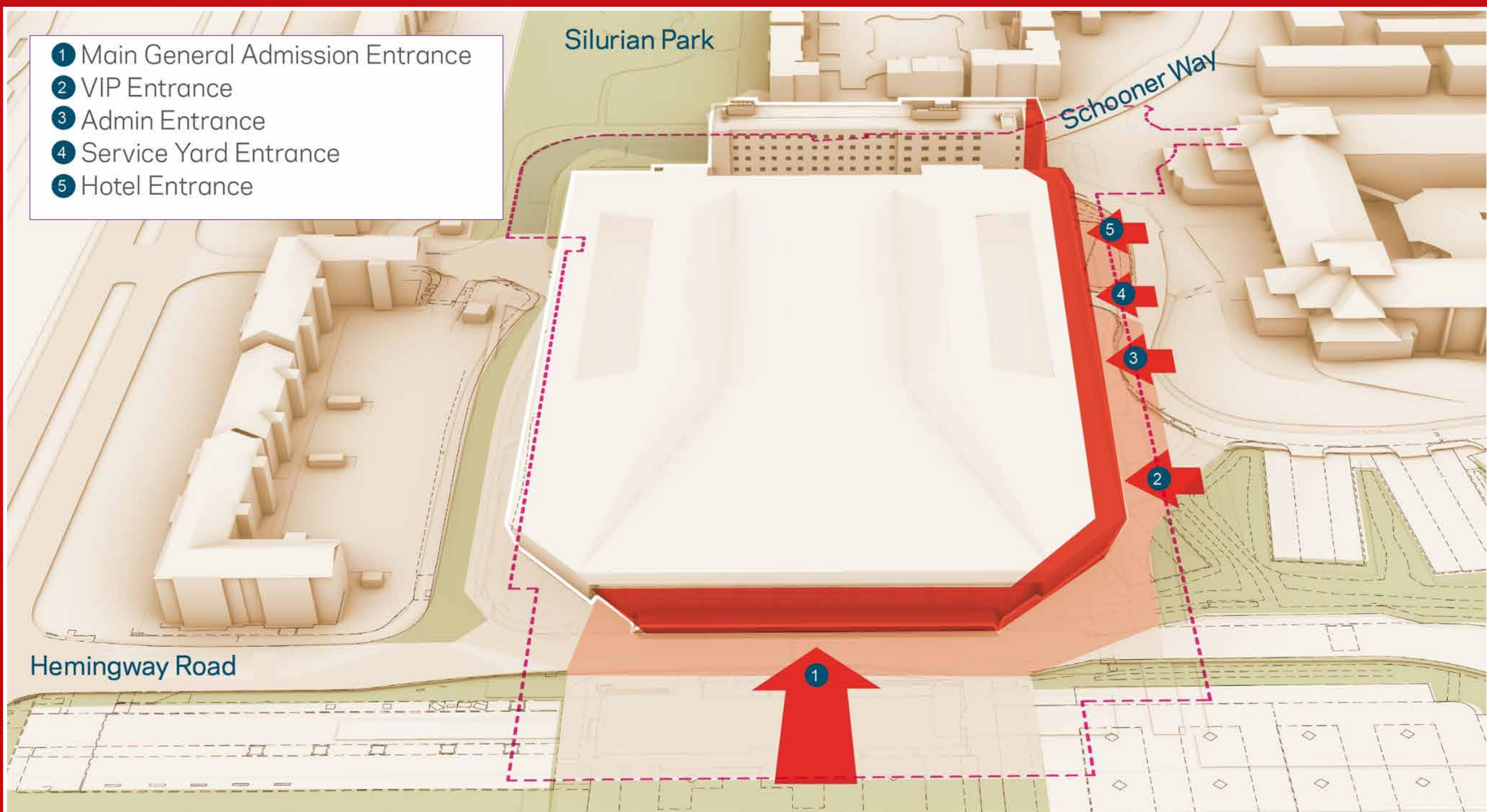




# Cardiff Arena and Hotel

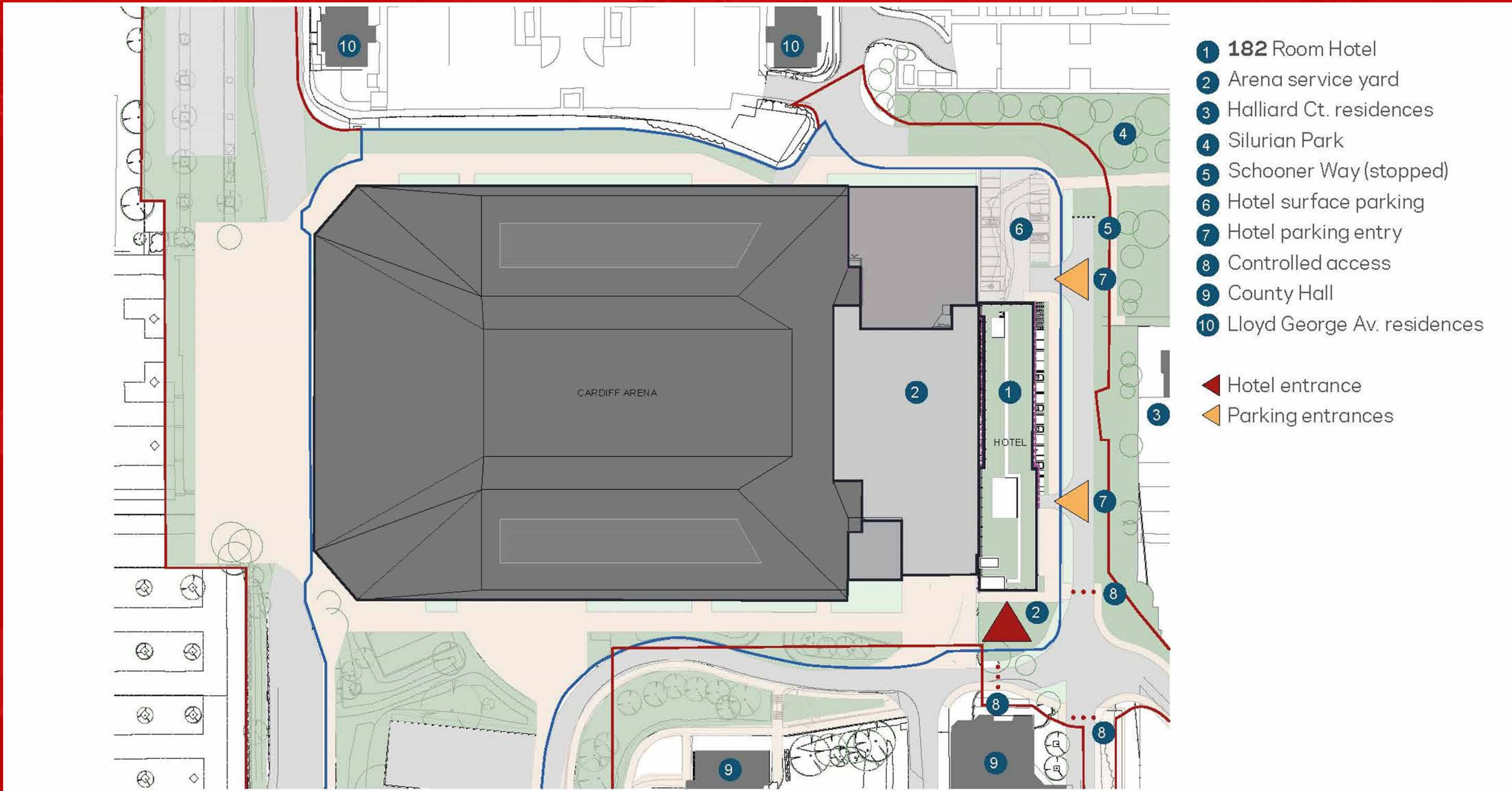
## Site context

We have created as much distance as possible between new and existing developments. The design cuts down on the size of the building, significantly reducing its visual impact and shadowing. Visitors will move in and out of the Arena via the southern and eastern entrance points, away from existing neighbouring buildings.



## New hotel

The hotel location creates as much distance as possible between the site and residential buildings, with a street width of over 30 metres.



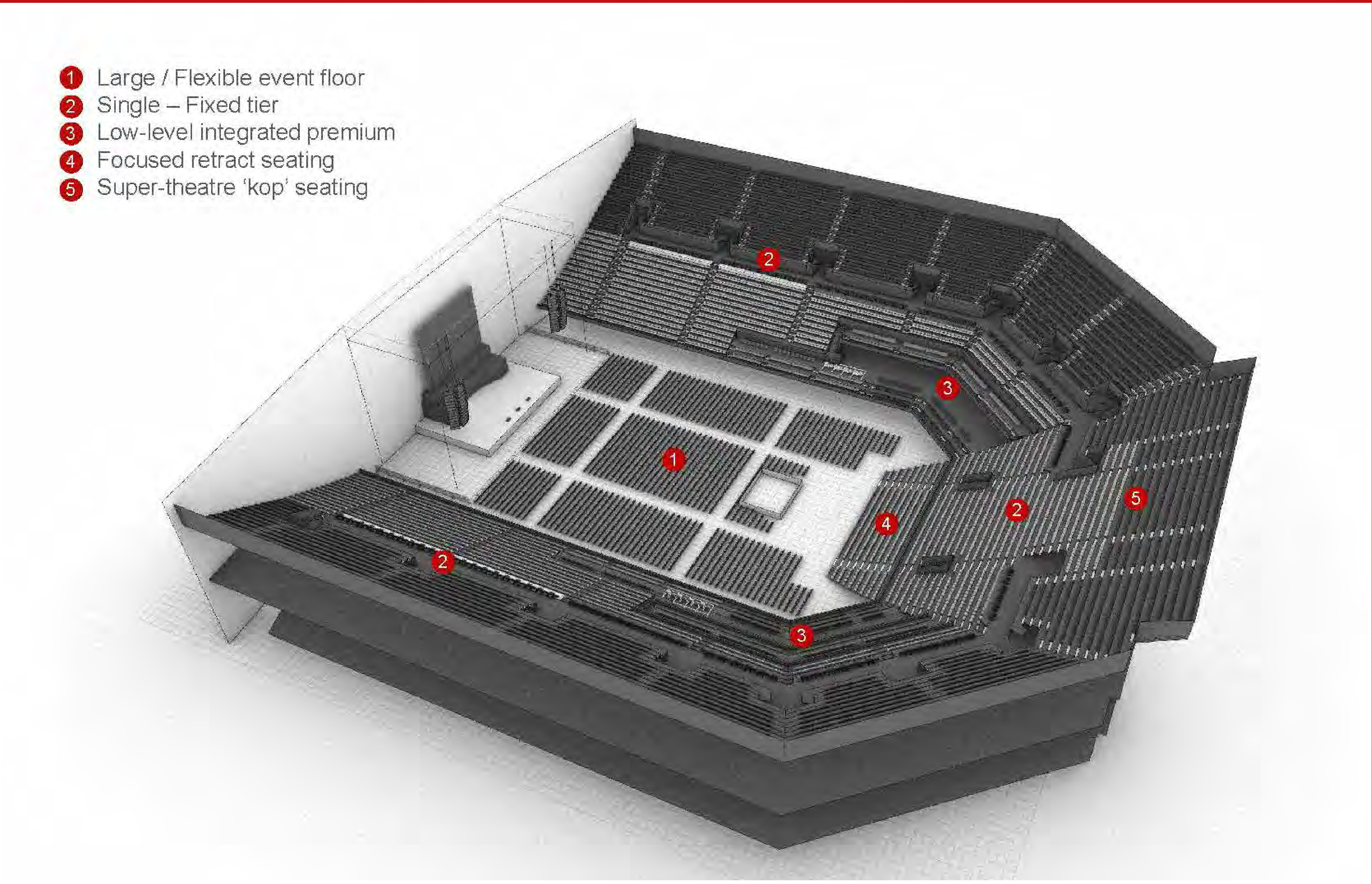


# Cardiff Arena and Hotel The Bowl

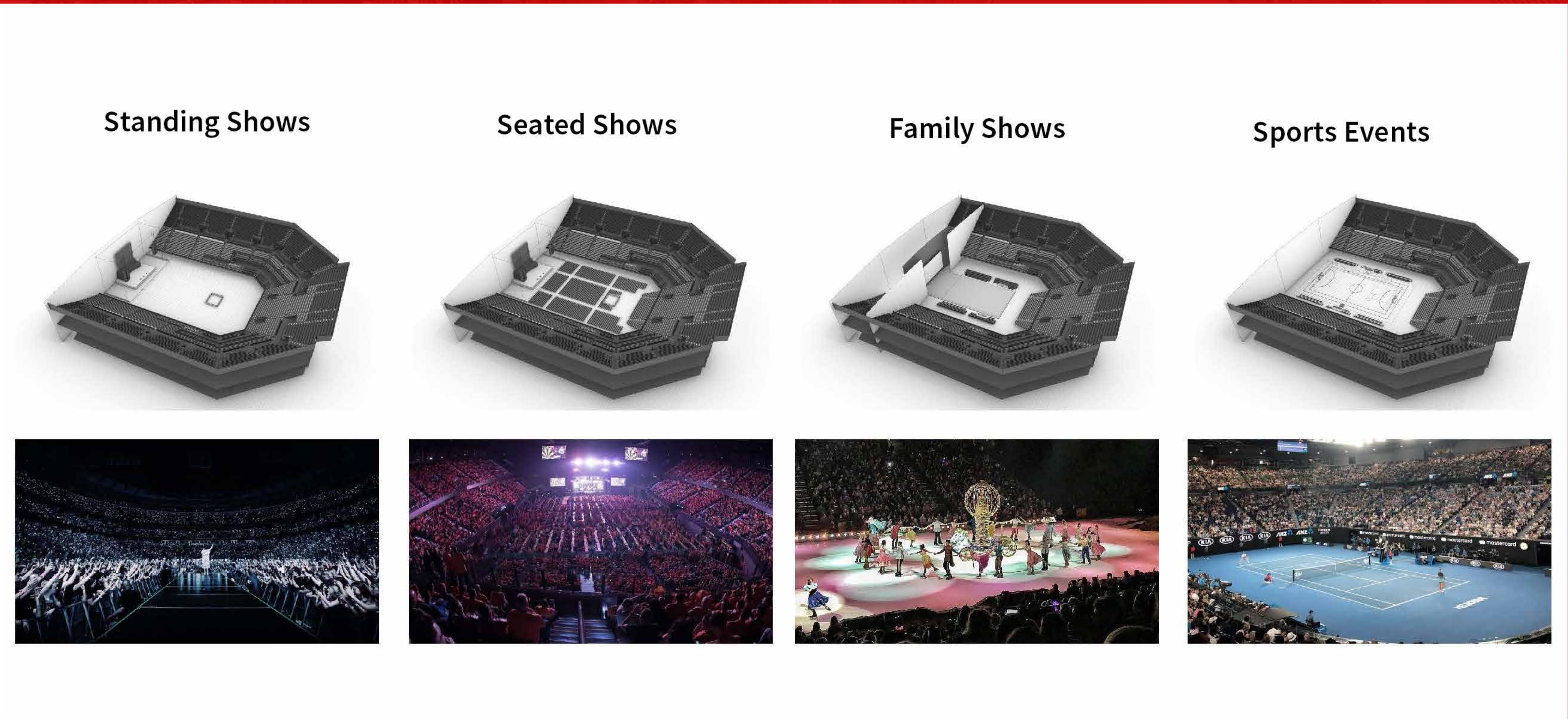
## Arena delivery timeline



## Bowl overview



## Venue flexibility



## Bowl atmosphere



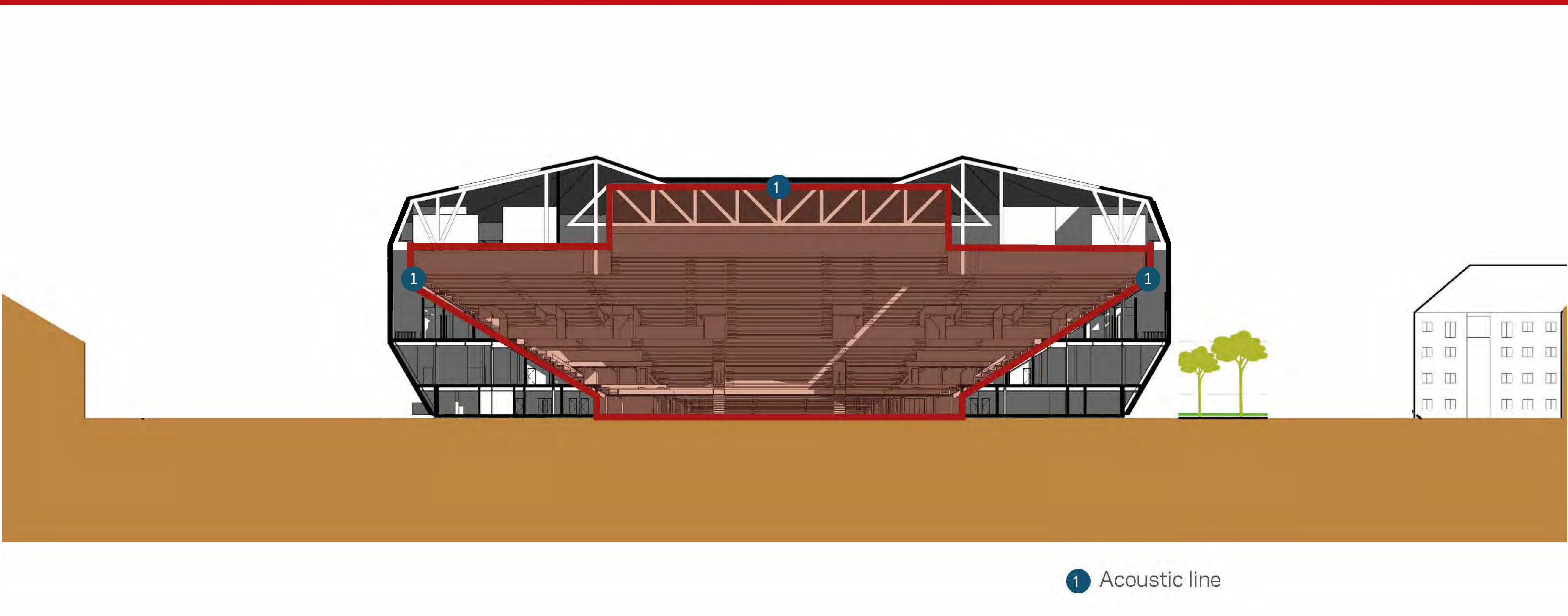


# Cardiff Arena - Bowl

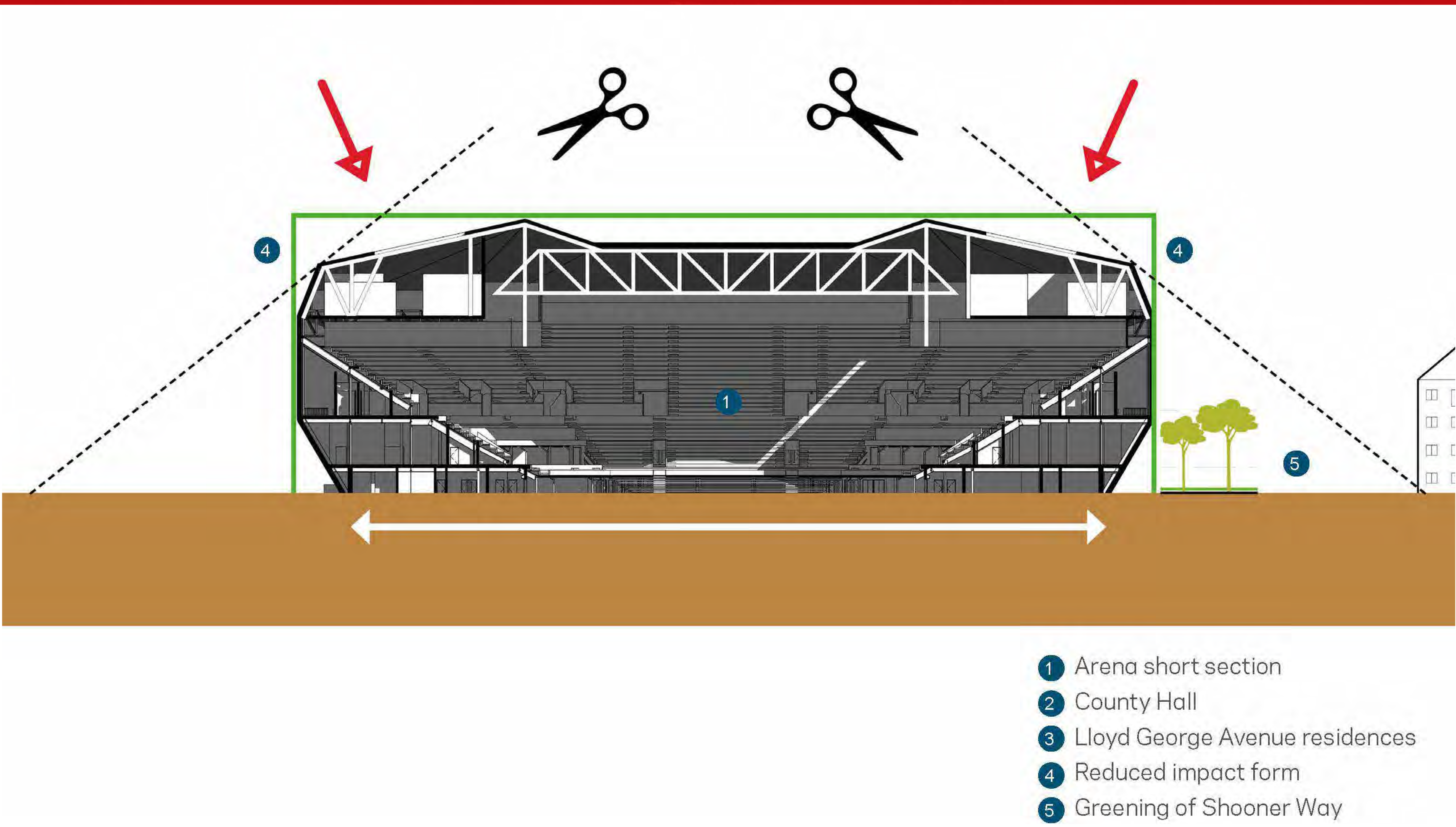
## Minimising the impact

### The acoustic envelope

World-class acoustics will let audiences experience a superb sound quality, whilst ensuring that the noise bleed to the surrounding buildings and environment is minimised.

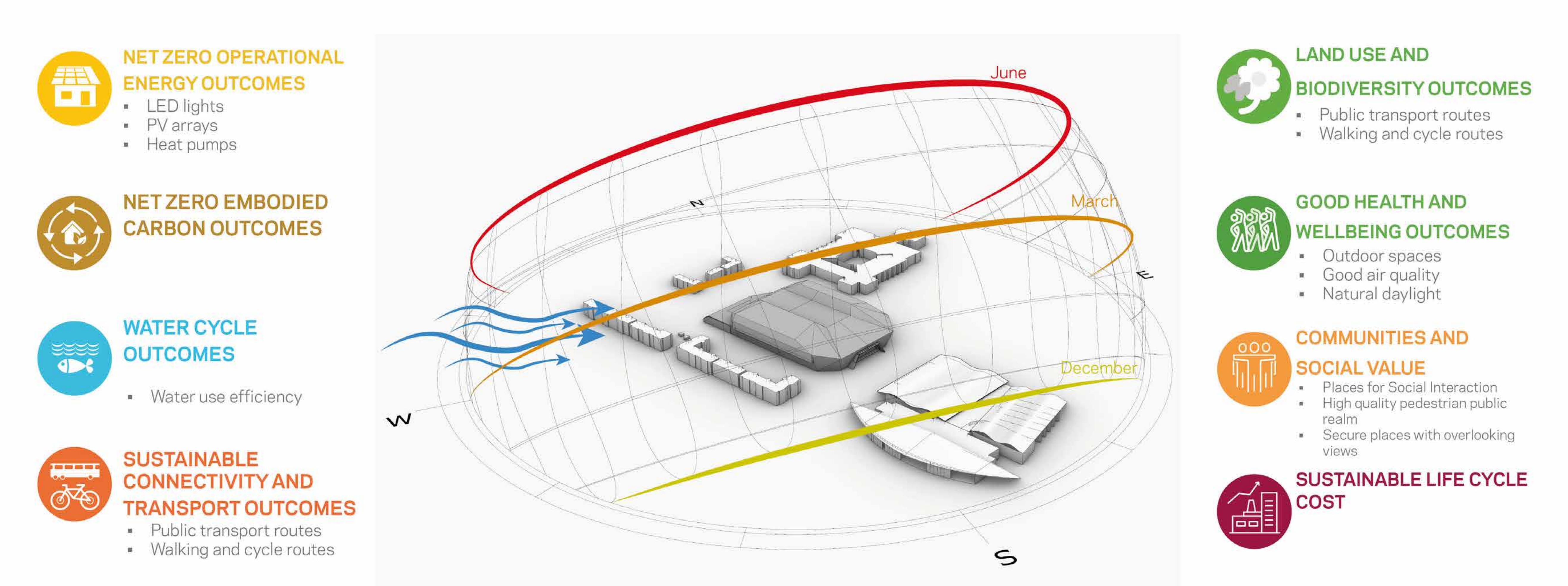


### Minimising the impact



### Sustainability

We are designing the Arena to be BREEAM excellent – a global sustainability standard.





# Community Impact

## Supporting the Cardiff music scene

Evidence from cities around the world shows that small and large venues can coexist and combine to support a thriving music sector that attracts fans to a broad range of events.

With over 25 years' experience in Cardiff Live Nation plays a key role in Cardiff Music City, growing grass roots talent and creating a sustainable music ecosystem.

We will create a comprehensive engagement strategy to include:

- Opening summer music festival
- Collaborative music events across the city
- Schools and community activities
- Music Awards scheme
- Arena spaces for the local music scene to use
- Learning and training opportunities
- Open days and tours and environment

## Community and culture

Entertainment venues contribute to the lifeblood of communities and are significant in urban regeneration. As opportunities arise from the addition of the new Cardiff Arena, we will take an innovative approach to supporting cultural event projects.

A combined initiative with Cardiff Music Board will bring valuable benefits to the community and contribute to the evolving city.

Alongside Cardiff City Council, we will commit our full support of programming live entertainment across the city and spaces outside the Arena to create a destination to be proud of and encourage communities to use our surroundings and come together.

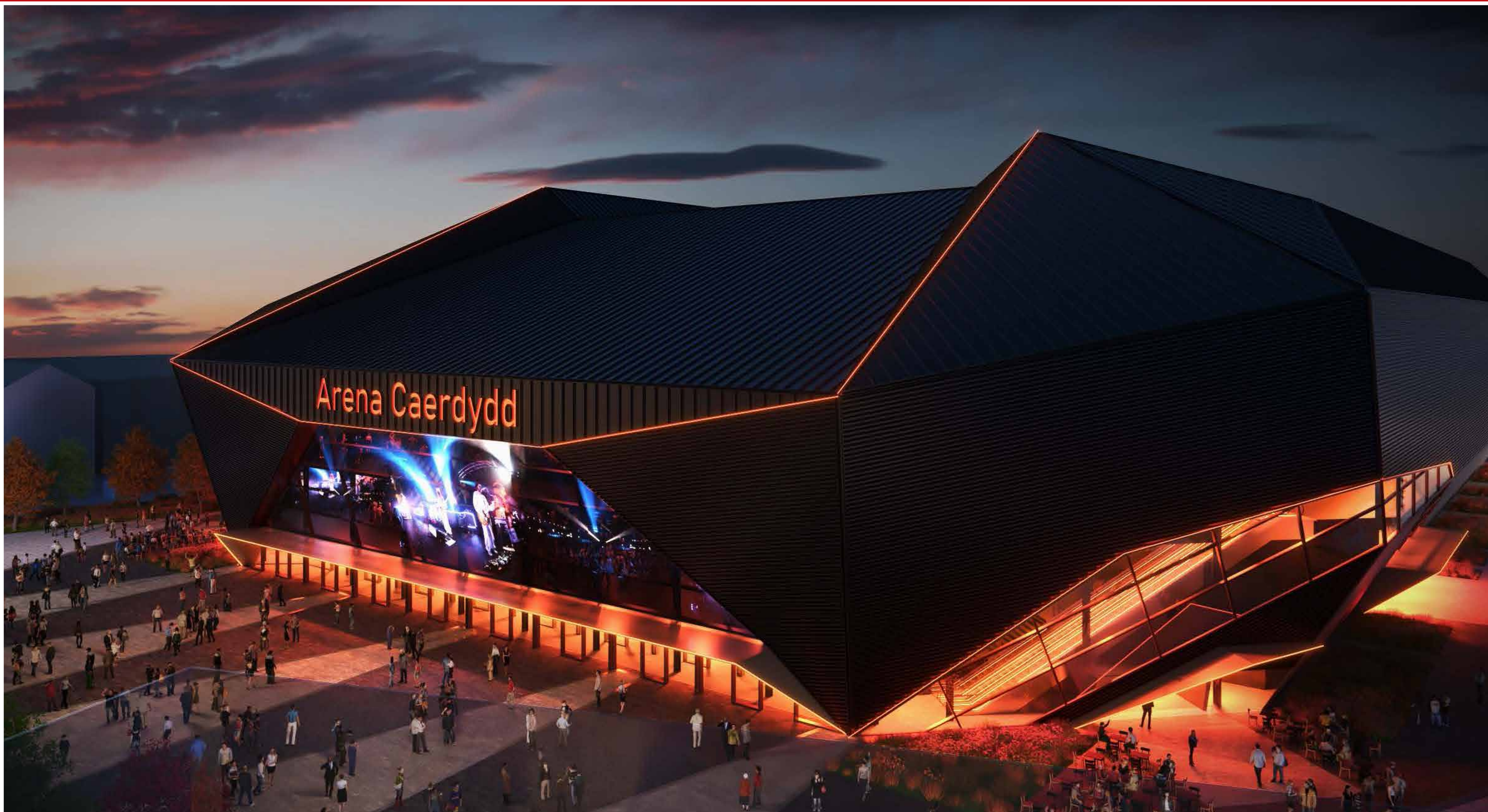
We have a proven track record for quality event management and operations, running major outdoor events and inner city festivals. We can provide new solutions to improving the daytime economy with entertainment-led community events, opportunities for employment and youth outreach programmes.





# Social and economic value

Creating thousands of skilled jobs, apprenticeships, work placements and training programmes



## Next steps and how to comment

Cardiff Council and the consortium partners will consider all comments from the public when finalising the planning application for submission in autumn 2021.

The local planning authority will process and validate the application, publish the application for consultation, and notify residents.

Residents will be asked for their views on the proposals and can submit comments and responses.

Send your comments on the masterplan to the Atlantic Wharf Development Team:

Email: [info@atlanticwharf.co.uk](mailto:info@atlanticwharf.co.uk)

Write to: The Atlantic Wharf Development Team, Robertson Property Ltd, Robertson House, Castle Business Park, Stirling FK9 4TZ

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