

Historic Towns Forum: Cardiff 2010 The Cardiff Context

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Map of 1851



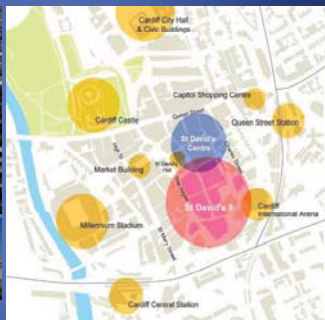
The past shaping
the future..



Historic Context -Key Drivers

- Regional centre of Industry-The Docks
- Culture-Castle/Museum- 600,000 visitors
- Church- spiritual dimension
- Government/Commerce- 46,000 employed in city centre
- Trade-market/arcade-unique selling point
- University- 30,000 students
- Communication-multi model access-44,000 commuters
- Sport- input to the local economy - £1:£41
- Catchment area-3million people within 2 hrs drive
- CAPITAL City- status ...14.6 million tourists

Historic Inheritance



The historic/retail interface



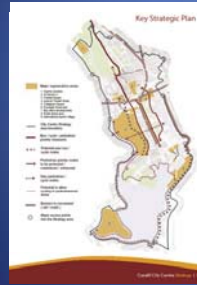
Historic Legacy

- 855 Listed Buildings + 200 locally listed
- 27 Conservation Areas
- 13 Registered Parks
- 28 Scheduled Monuments



Historic Responsibilities

- Role of the Council - strategic vision
 - guidance
 - preserve & enhance
 - investing as guardian



Historic Context for SD2

Compact walkable city centre



City of Arcades



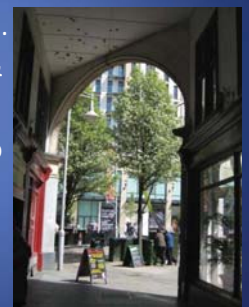
Historic Context for SD2

Civic Architecture



The role of retail ?

- Creating value....
- Enabling things to happen....
- Catalyst for enhancement & Preservation
- Opportunity for partnership



Challenges & Changes

- Change of **buildings uses & spaces**
- Car dominated streets to **pedestrian streets**
- Private car use to **public transport**
- 19th Century **scale, grain and design** interfacing with 21st Century requirements
- Establishing **residential use** within the heart of the centre
- 12hr centres to **18/24hr** city centres
- **Out of centre retail** lead regeneration
- Creating **local distinctiveness** & sense of place

Adapting to new uses



Maintaining civic qualities



Key SD2 objectives & principles

- Retail led mixed use scheme
- Increasing the retail offer & diversity for Cardiff
- Increasing the 'dwell time' for all
- Creating permeable streets and spaces
- High quality public realm
- 'Civic' & 'timeless' 21st century architecture
- Local distinctiveness
- Accessibility to and through the site

Public Realm Master Plan....

- establishing the vision
- bench marking quality
- tool for conditions & section 106



Public Realm Improvements

- £ 20+ million in 15 years through 106 & conditions...



Creating quality public realm



Creating a sense of place



Enhancing Accessibility



Maximising the potential for mutual benefit



Retail Waterfront Regeneration

