

Cardiff Bay Regeneration Strategy

Client

Cardiff Bay Development Corporation

Area

1,100 ha

Population

15,000

Project description

Llewelyn Davies won the international urban design competition for the preparation of a Masterplan for the Cardiff waterfront. The proposed strategy was designed to provide:

- A vision of a new future for Cardiff Bay
- A clear structure for organising development and responding to opportunities
- An overall urban design concept creating a sense of place, superb development sites and an attractive environment blending the best of the old and new in a unique landscape setting.
- A marketing image for attracting investment locally and internationally in new activities and new life styles, and
- A stimulus to providing jobs, houses, leisure and a better environment for local people and new residents
- Connectivity between the waterfront and the city centre

The outcome of this work has been a tremendous success in contributing to Cardiff's regeneration as a 21st century city.

