Swansea Waterfront Digital District

Huw Mowbray
SWANSEA WATERFRONT DIGITAL DISTRICT

THE KINGSWAY

Parc Tawe

Swansea Market

The Quadrant Shopping Centre

Tesco

CENTRAL & NORTH

DIGITAL VILLAGE

DIGITAL SQUARE

BOX VILLAGE

SA1

BUSINESS & INNOVATION VILLAGE
Box Village
THE OPPORTUNITY

One of the most significant mixed-use regeneration schemes emerging in the UK today
SWANSEA CENTRAL PHASE 1

Scheme Content:

- 3500/750 ‘Digital’ Arena (+ A3 pods)
- Digital Square
- Decked car park - 354 spaces (previously 425 – subject to sewer)
- Coastal Parkland
- Bridge (alignment adjustment, reduced cover / digital)
- Hotel (improved deliverability and visibility)
- MSCP - 640 spaces (previously 500, bridging sewer)
- Commercial Units (on sloping Wassail St)
- Residential (24 – 2 bed units over 3 levels)
- Highways Works
- Demolitions (+ temporary landscaping / meantime uses)
Swansea Central Phase 1 including Digital Square

View from South
ATG ARENA
Stage 2: View from West
Digital Square – Hotel
Parkland above Carpark
Programme

- Start on Site – August 2018
- Stop for Christmas Trading – November 2018
- Re-mobilise – February 2019
- Practical Completion – November 2020.
DIGITAL
Digital Village
Kingsway (Oceana)

- 100,000 sq. ft. of offices for tech industries.
- Catalyst for further development.
- City Deal makes this deliverable.
- Best Broadband essential.
- Leasing underway.
- Tech Business want large conferences link to the Arena.
- Includes Smart City technology.
City Deal Project.

100,000 sq. ft. of offices for tech industries.

Swansea has significant demand.

Tech businesses want large conferences linked to the Arena.

Professional teams appointed.

Catalyst for further development along Kingsway.

Includes Smart City technology.
City Deal Project.

- 100,000 sq. ft. of offices for tech industries.
- Swansea has significant demand.
- Tech Business want large conferences link to the Arena.
- Professional Teams appointed.
- Catalyst for further development along Kingsway.
- Includes Smart City technology.
The Kingsway Public Realm

- On site to create high quality public realm to enable office and residential development.
- Green parkland setting
- £12m contract.
- Includes digital infrastructure

CONSTRUCTION TIMELINE:
- Q4 2017
- Q4 2019
Kingsway office (Digital Village) Programme

- Professional Team appointed – March 2018
- Detailed Design – April 2018
- Planning Application – December 2018
- Start on Site – September 2019
- Practical Completion – July 2020.
• All current UK retail Schemes were designed pre recession and are not what occupiers want today.

• Swansea needs to create a scheme with a mix of uses that creates an experience which occupiers and people want.

• Public spaces must be attractive and exciting for occupies and people.
Swansea Central looking towards Bridge
Cabinet approved regeneration with Council as developer.

New restaurant and public realm to improve vibrancy and vitality.

A Draft Development brief prepared.

Procurement for professional team and Development Manager Underway.
- **Mariner Street**

  - Student tower with 750 units.
  - Existing planning consent to be amended in line with funder requirements.
  - Funding in place.
  - Start on site Q3 2018.
Hafod Copper works

- £9m HLF project.
- Penderyn as tenant.
- Distillery and visitor centre.
- HLF Stage 1 submission May 1.
- World heritage site in the future.
- **Skyline**

- Cable Car up Kilvey Hill
- Louge Run down Kilvey Hill
- Restaurant at the top.
- Mountain Bike trails
- Skyline have international track record.
- A key tourist attraction for Swansea.
- Heads of terms agreed
SWANSEA CITY CENTRE
ALL CURRENT / POTENTIAL DEVELOPMENT SITES.
Benefits of Key Investments in Swansea

**Regeneration Programme**

**Transformation of City Centre**
- Attractive mix of city working, living, and learning, supported by a diverse retail and leisure offering.
- New major visitor attractions: Digital Arena and Maritime Museum, aquatic visitor attraction.
- 650 new homes.
- 50,000 sq m of office, leisure, and retail employment floorspace.

**Construction Impacts**
- Significant investment proposed, representing the biggest change to the city for 70 years.
- 4,000 gross new jobs.
- 2,700 net additional person years of construction employment.
- £340m of construction-related expenditure.
- 18,700 new training and employment opportunities.

**Economic Impacts**
- Creation of a strong and vibrant digital city that is the economic engine of the wider city region.
- £128m net GVA.
- 3,160 gross FTE jobs.
- 1,980 net FTE jobs.
- £4.5m council tax payments, £0.7m business rates, £3m of public sector costs, £6.6 million additional household expenditure per annum.

**Key Regeneration Programme Projects**

**Swansea Central Phase 1**
- Creation of a vibrant city centre environment, attracting technology businesses and skilled workers.
- 3,500 digital arena.
- 150 bed hotel.

**Swansea Central Phase 2**
- Revitalisation of city centre through mix of retail, leisure, office, and residential uses.
- 30,000 sq m employment floor space.
- 90 new homes.
- £25.5m net GVA per annum.

**Kingsway Digital Village**
- Supporting growth of technology and other high-value businesses.
- 420 gross FTE jobs.
- £11.9m net GVA.
- 380 net FTE jobs.

**King Street Development**
- Creation of a world-class waterfront development in an area of outstanding beauty.
- 15,000 sq m employment floor space.
- 560 new homes.
- £700 net FTE jobs.

**UWTSD Box Village and Innovation Precinct**
- Supporting innovation and the development of new businesses to drive the growth of the economy of Swansea and Wales.
- 490 gross FTE jobs.
- £28.8m net GVA per annum.
- 330 net FTE jobs.