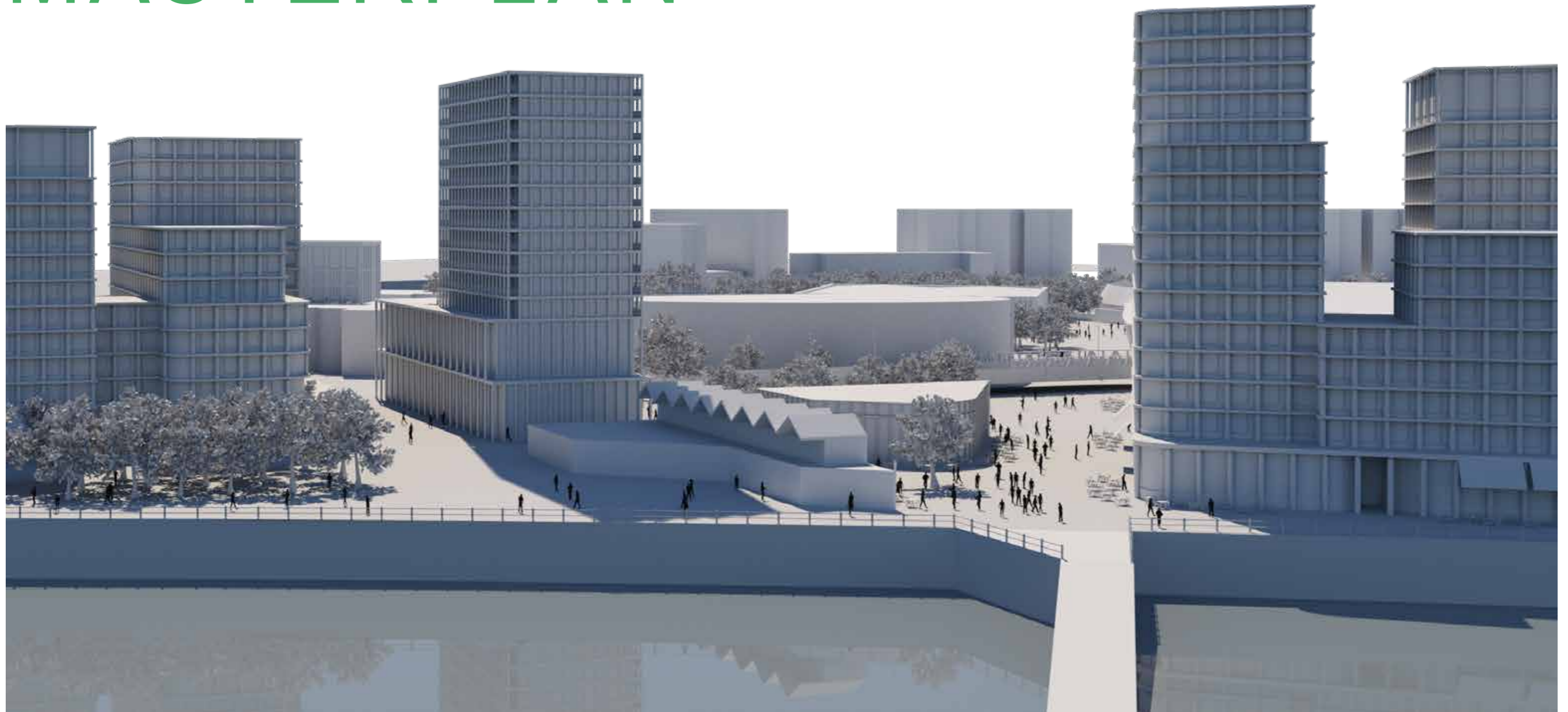


# CARDIFF BAY MASTERPLAN



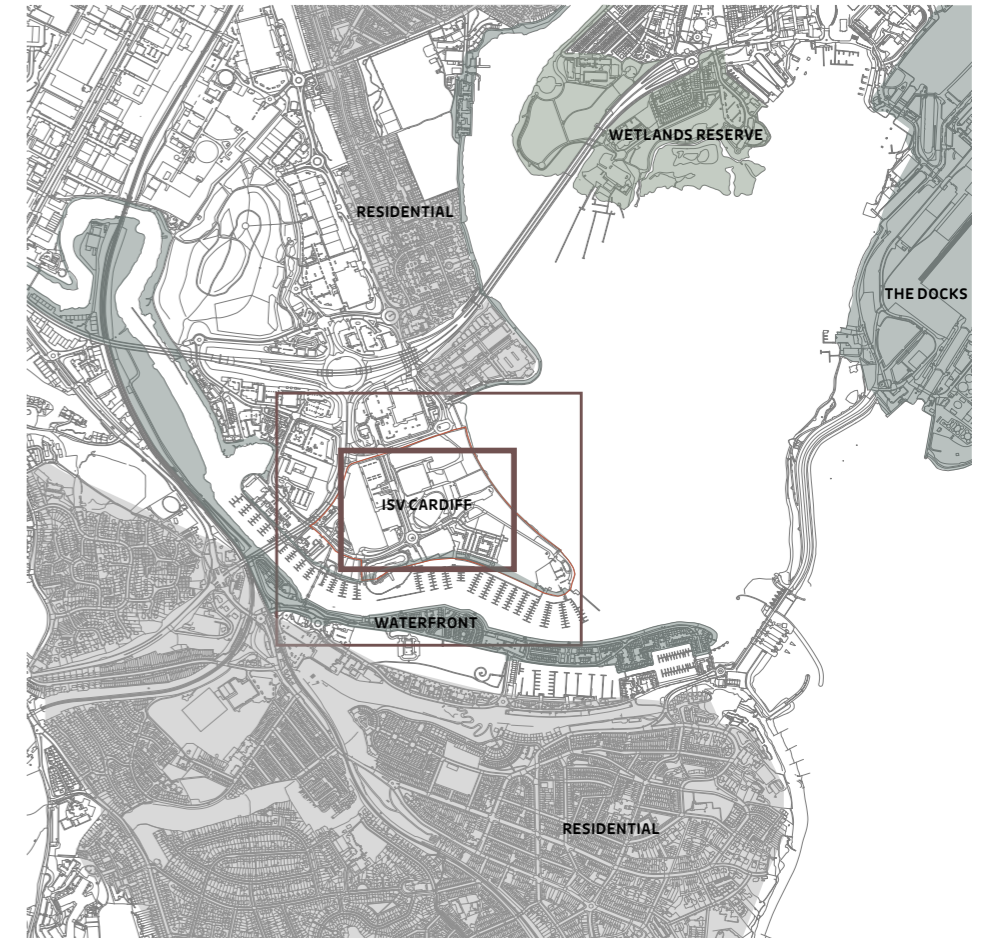


Cardiff Bay aerial view

# CARDIFF BAY FROM INDUSTRY TO SPORTS HUB

## OVERVIEW

Creating spaces that are rich in character and distinct in identity, the project has evolved in the context of the redevelopment of the Cardiff Bay site and promotes a more holistic view of socially driven and environmentally responsive post-industrial regeneration at Cardiff Bay's waterfront.



Cardiff Bay zonal diagram + study areas

# AMENITY + RECREATION

## LEISURE AND WELLBEING

The Strava activity map overlay opposite illustrates activity cycles and flow maps across the city based upon cycling and running routes. This indicates the road directly through the site is an intensely active route and the Cardiff Bay Link Road that accesses Pont y Werin Bridge. Conversely, the edge of the bay and waterfront has a low intensity use due to its lack of connection to the wider routes.



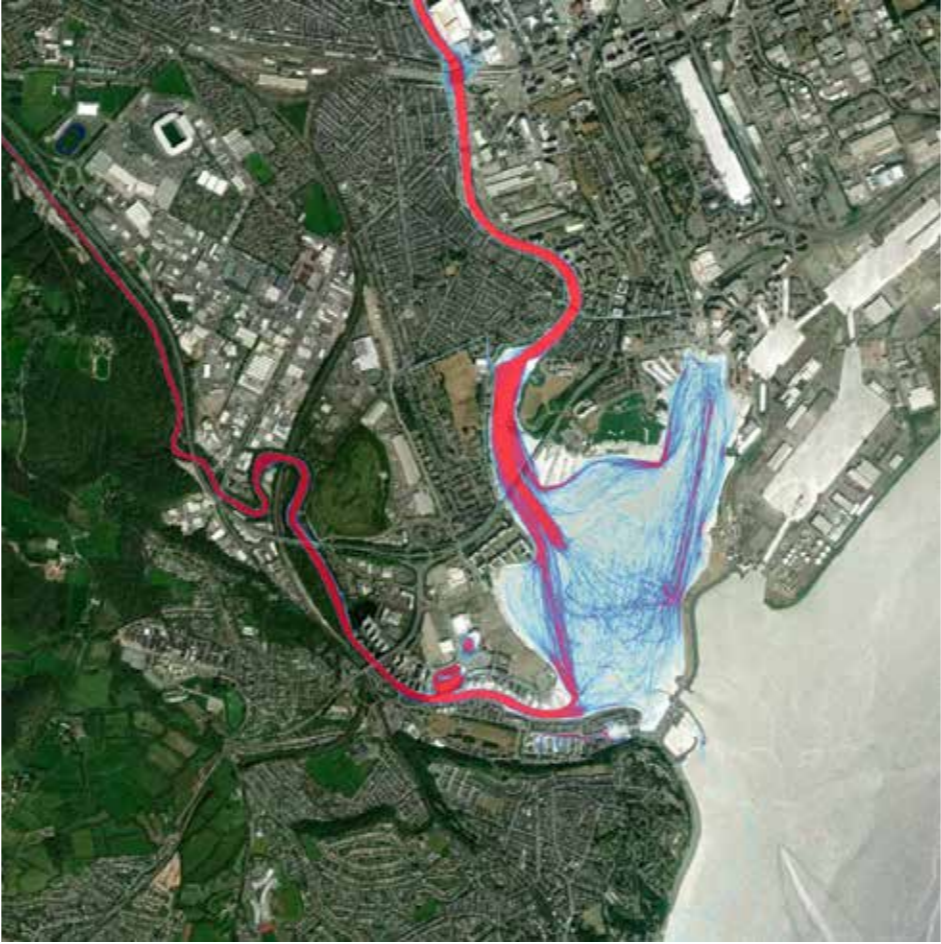
Strava - Activity Overlay



Strava - Cycling



Strava - Running



Strava - Watersports



Key movement corridor



Cardiff - Landscape / amenity setting

## AMENITY + RECREATION

### BAY LOOP

The map opposite illustrates the vast extent of parkscape, riverside and seaside within Cardiff, alongside the context of the Cardiff ISV site. However, the connectivity of amenity spaces across the city requires optimisation.

There is potential to unlock a new route around a new vibrant and engaging waterside neighbourhood.



Cardiff Bay Marina



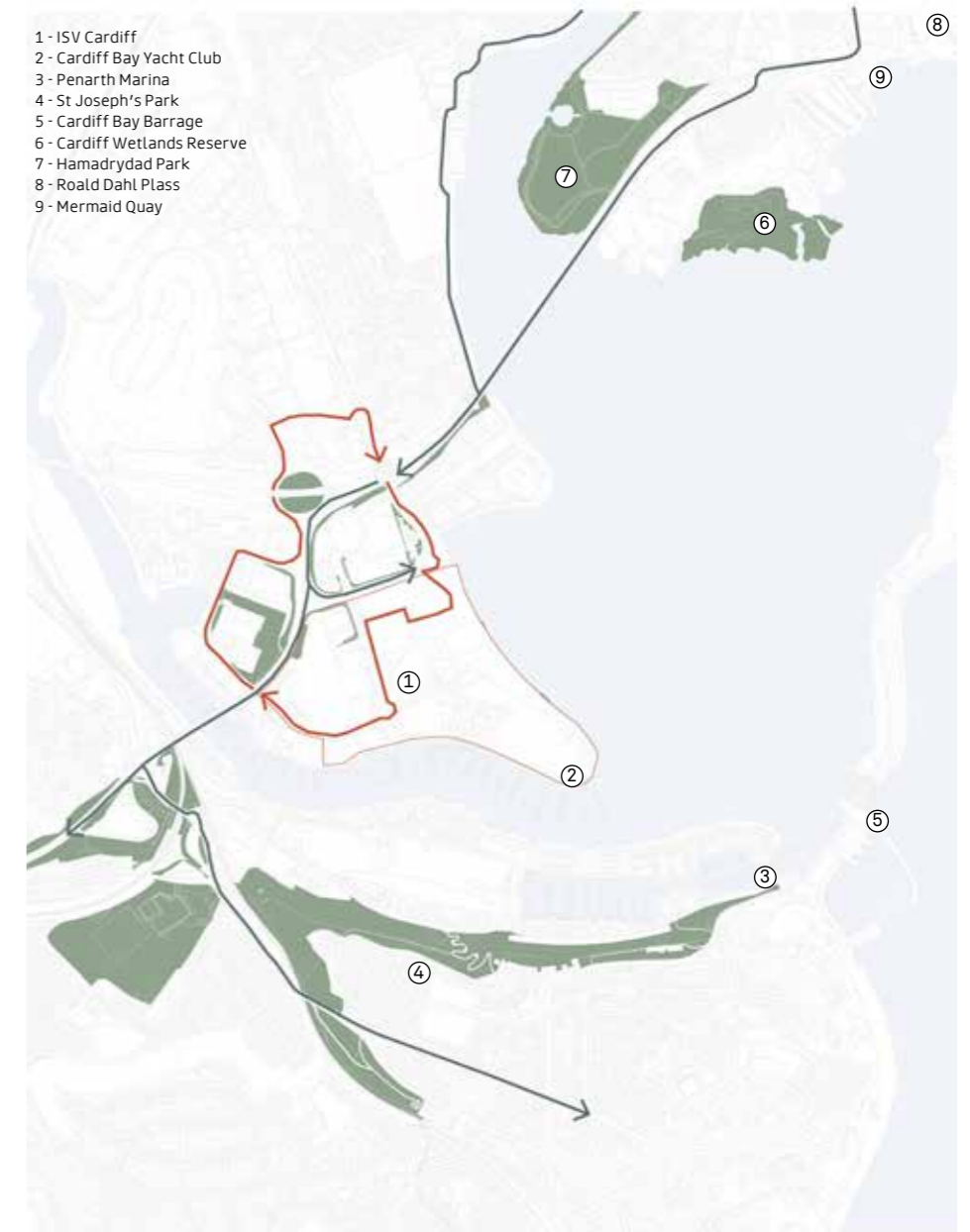
Cardiff - Landscape / amenity setting

## AMENITY + RECREATION

### OPPORTUNITY

We have developed a future Strava map which illustrates an indicative heat map based upon the introduction of a new bay loop route around the ISV.

This illustrates a natural increase in intensity of activity around the ISV and facilities - a result of a new vehicle route and the provision of a new pedestrian landscaping across the site. Linking the waterfront will create a sustainable and active amenity destination for all.



Opportunity - Connecting the green ribbon via the riverside



Cardiff - Landscape / amenity setting

## AMENITY + RECREATION

### BAY LOOP

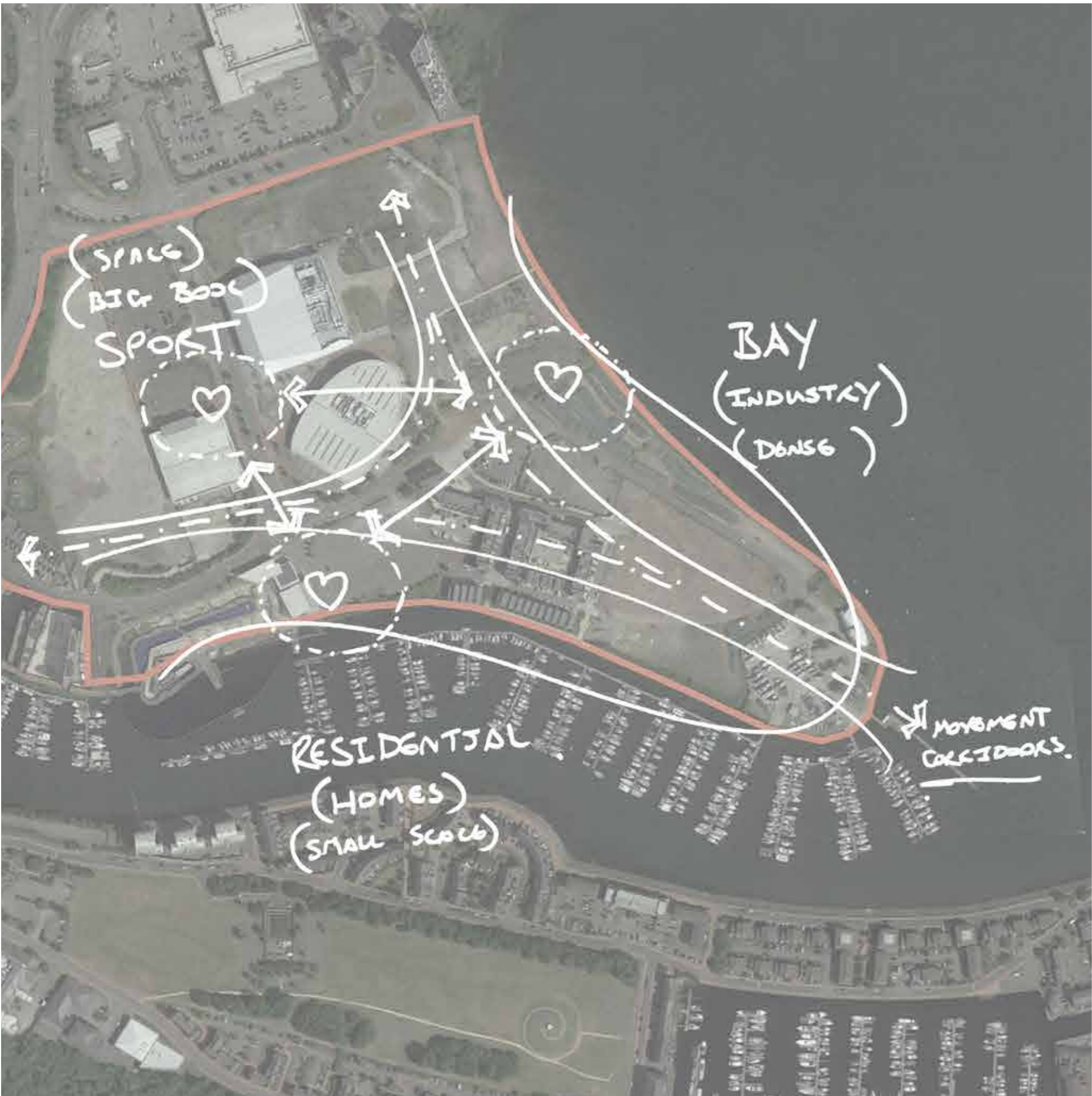
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Cardiff - Amenity routes and connections

# MASTERPLAN CONCEPT



## TRIPARTITE ZONING

The peninsula has the complex nature of a triple aspect. Each aspect slightly different to the other, each with its own developed language and each with its own strengths.

The concept embraces this and applies a zoning strategy based around the context of the site.



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# MASTERPLAN CONCEPT

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## ZONE ONE - SPORTS VILLAGE

Zone one responds to the larger format "box" typology of sports infrastructure.





# MASTERPLAN CONCEPT

## ZONE TWO - SMALL SCALE RESIDENTIAL

Zone two responds to Penarth and the River Ely, smaller in scale, this zone responds to a more human scale, a series of front doors and a language of historic terraces.





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# MASTERPLAN CONCEPT

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## ZONE THREE - LARGE SCALE NEW RESIDENTIAL

Zone three responds to the wider bay, and existing developments on adjacent land that informs a larger more significant architecture.





# MASTERPLAN CONCEPT

## TRIPARTITE ZONING - OPPORTUNITY

Each zone offers a new opportunity to deliver a uniquely individual central space, that will reinforce the destination of the peninsula.



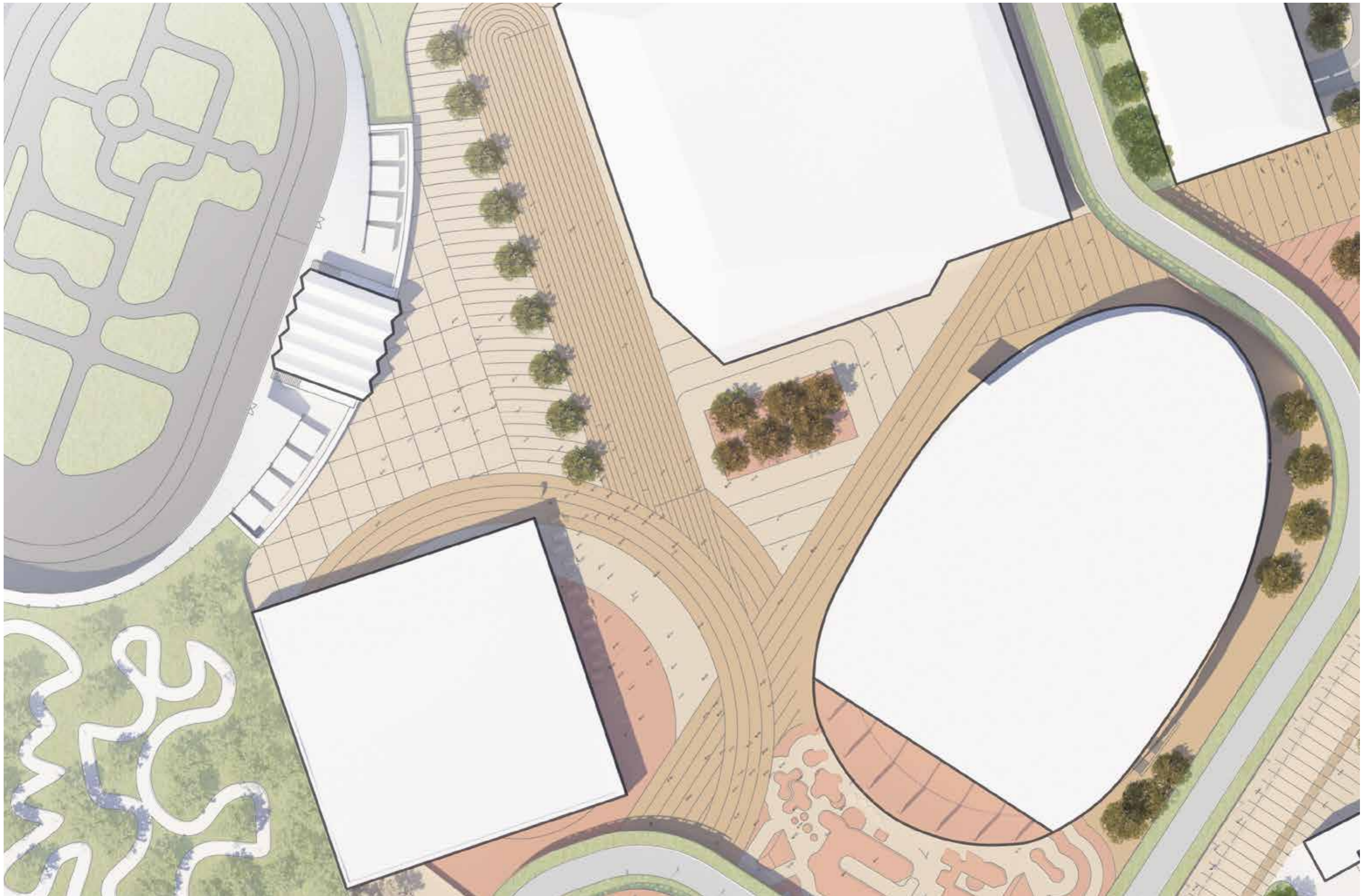
# MASTERPLAN CONCEPT



## SPACE ONE

The first spaces offers room and space for exercise, activity and wellness. Driven by the surrounding architecture the space reinforces an active lifestyle driven by active landscape. The space offers a one off sports destination for the city.







# MASTERPLAN CONCEPT



## SPACE TWO

The second space offers a flexible independent destination, driven by pop up food markets, start up companies, independent breweries, street performers and artists. The flexibility of the space drives a seasonal and evolving destination that can flex and bend to accommodate a constant liveliness and vibrancy.





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# MASTERPLAN CONCEPT



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## SPACE THREE

The third spaces offers a retail and leisure led destination, driven by independent coffee shops, cafes, restaurants, local start up companies and residential lobbies which drive an active waterside destination into the heart of the new masterplan.







# MASTERPLAN CONCEPT



## HEART SPACES

We have developed an attitude towards the masterplan driven by spaces and places that people from different user groups can identify with.

The aspiration is that these differing spaces will drive activity and programme at different times of day and ultimately contribute to the liveliness and activation of the new masterplan helping to create a successful new destination in the bay.

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## MASTERPLAN CONCEPT

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### MOVEMENT OPPORTUNITY

Between these identified zones and spaces we have the opportunity to stitch the three aspects together using a series of improved movement corridors.

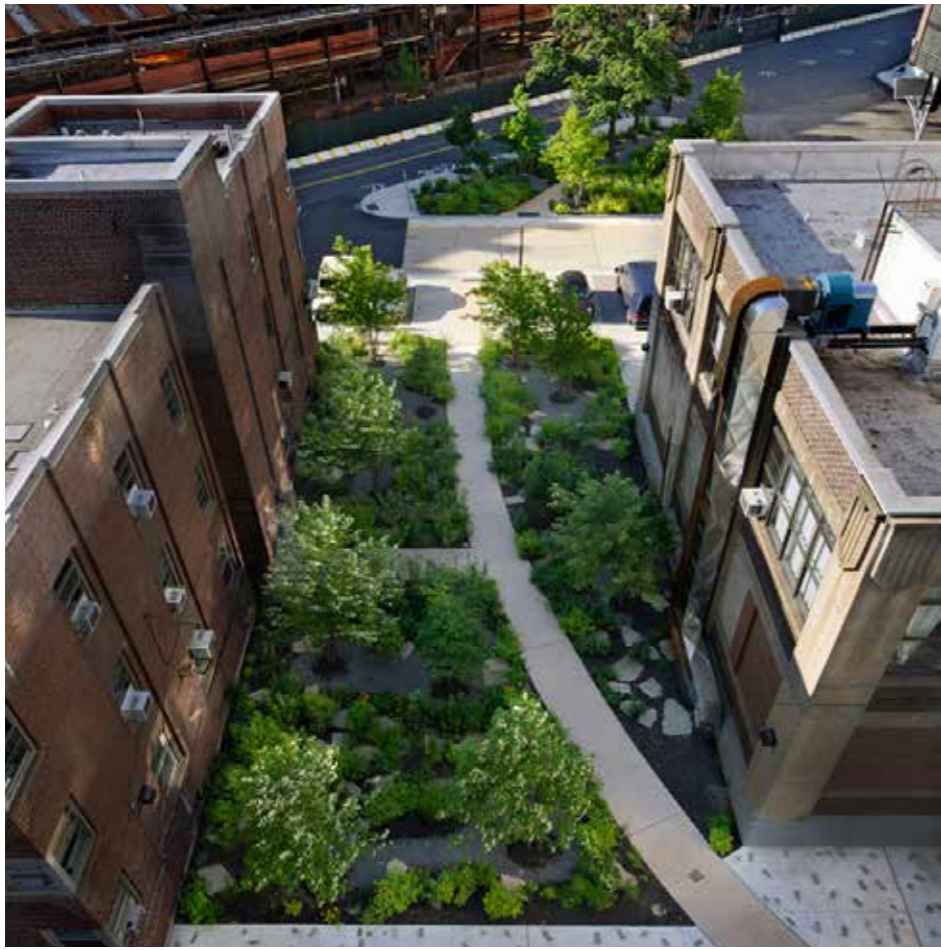
These movement corridors will increase the accessibility of the site, encouraging movement and increasing wellness.

The emphasis will be on shared space, active movement and a slower more relaxed way of life.









# CONCEPT MASTERPLAN

## ROUTES

The concept masterplan has evolved around parameters derived from both historical analysis and the investigation of existing amenity / recreation use patterns.

Conceptually the idea is to create an arc of public realm that completes the bay loop but also brings together the aspiration to have residential and sports and leisure uses across the ISV. This arc will be activated through the use of active public realm, leisure destinations such as cafes, bars and restaurants and open and inviting spaces both internal and external.



Concept Masterplan routes



ISV Cardiff concept sketch



# CONCEPT MASTERPLAN

## ROUTES - ROUTE A

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Concept Masterplan routes









## CONCEPT MASTERPLAN

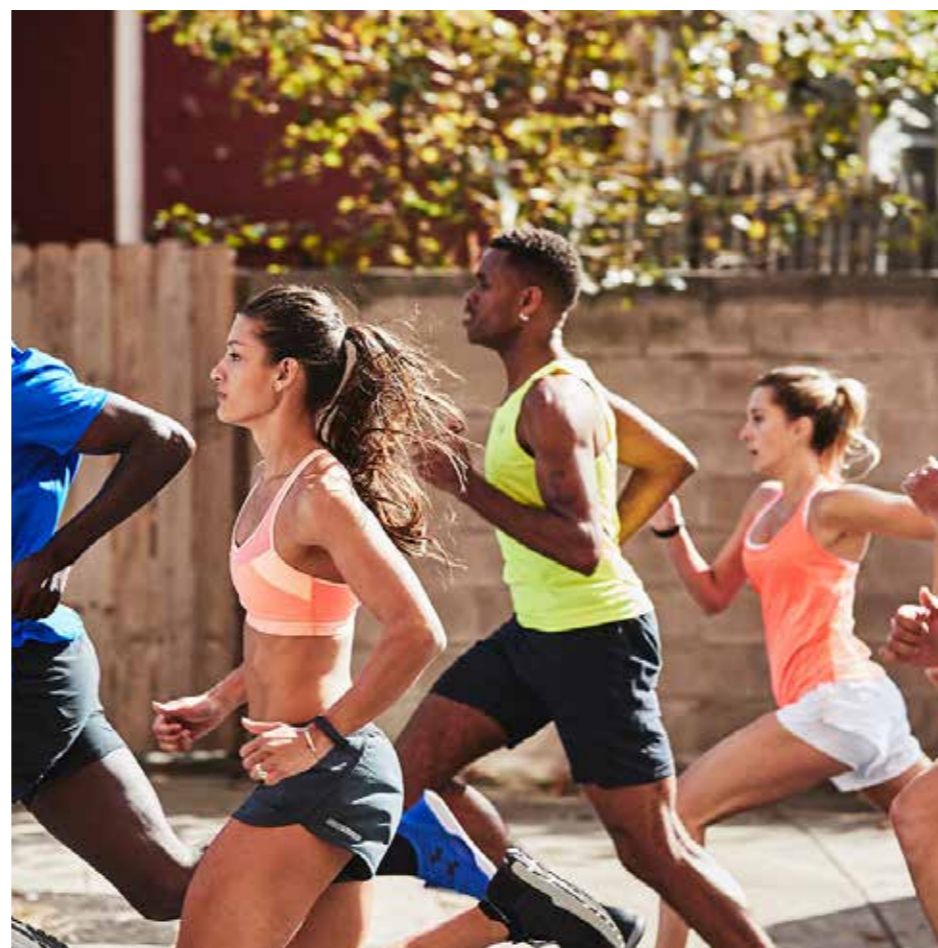
### ROUTES - ROUTE B

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Concept Masterplan routes







# CONCEPT MASTERPLAN

## ROUTES - ROUTE C

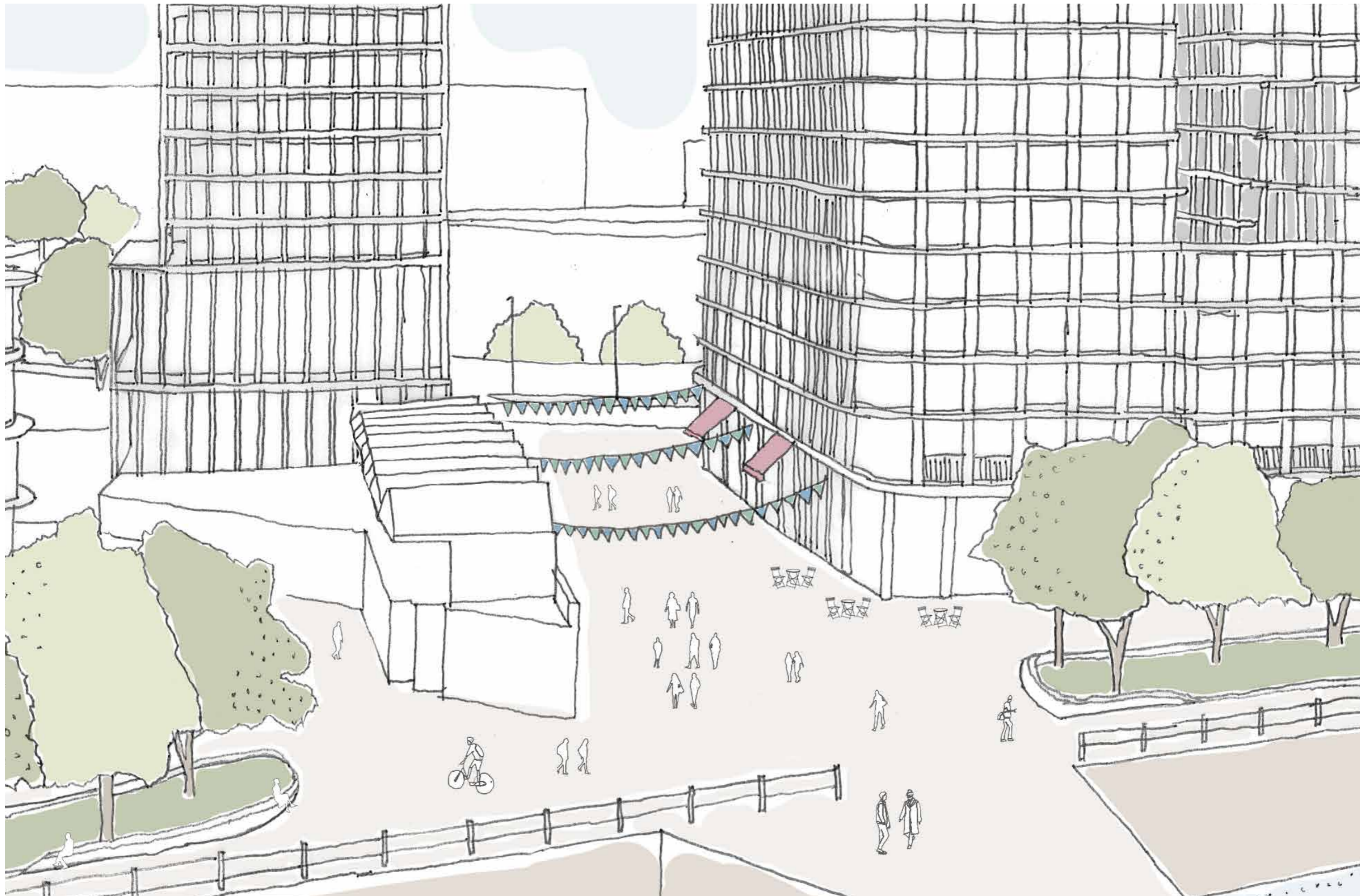
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Concept Masterplan routes

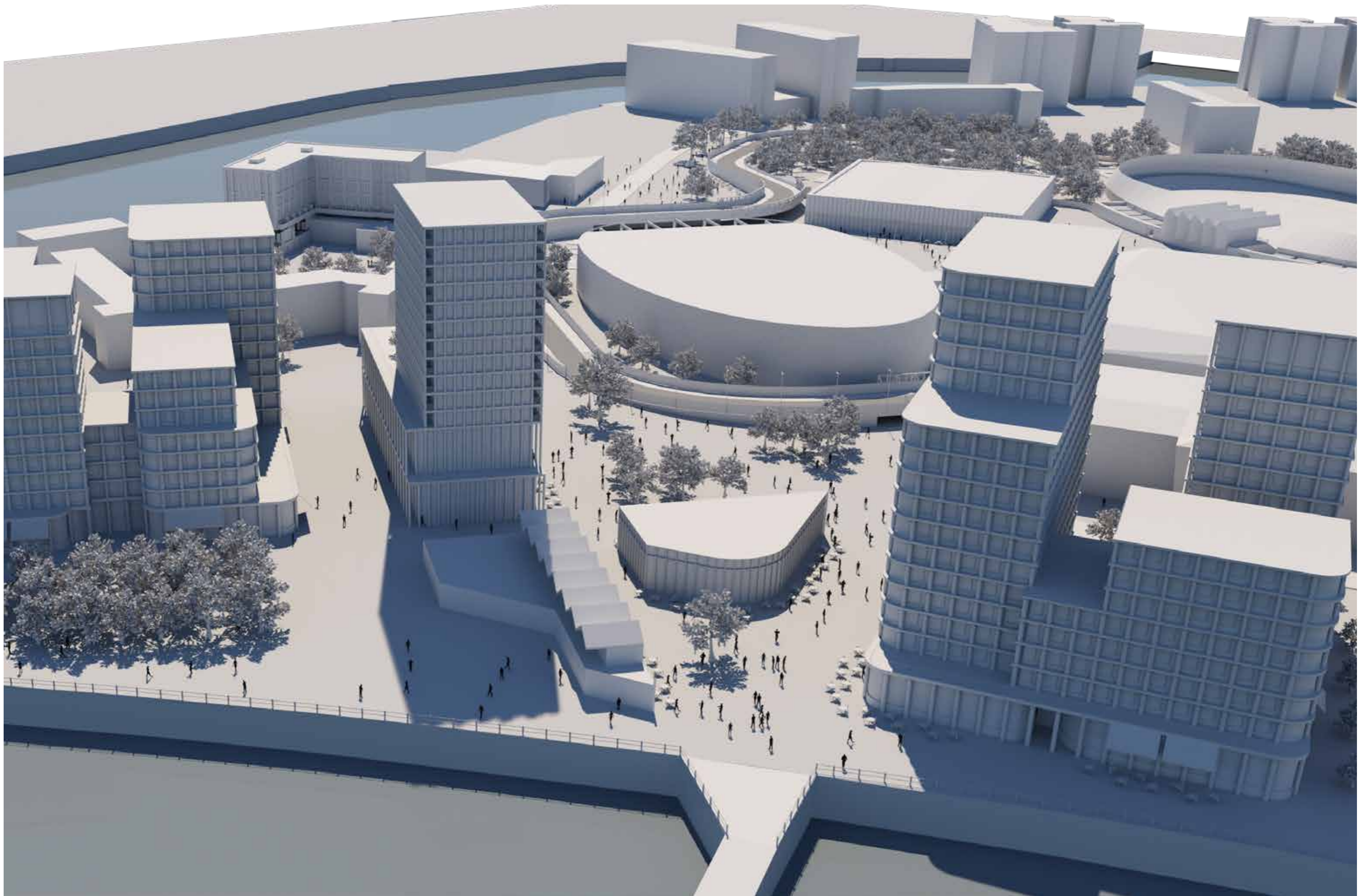








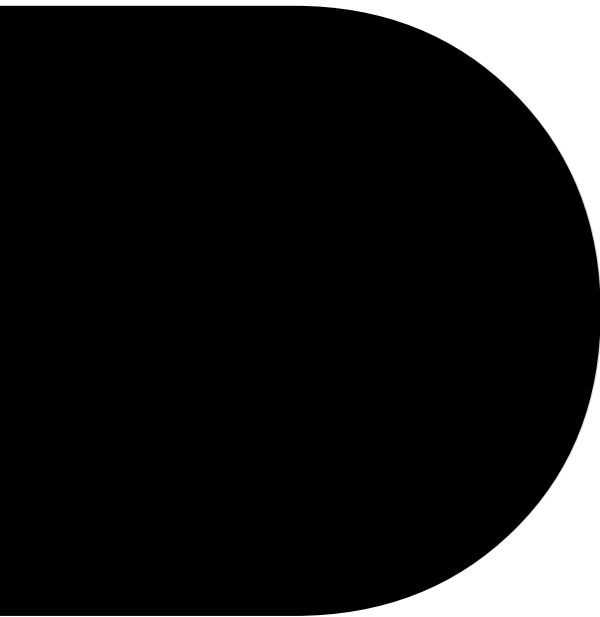
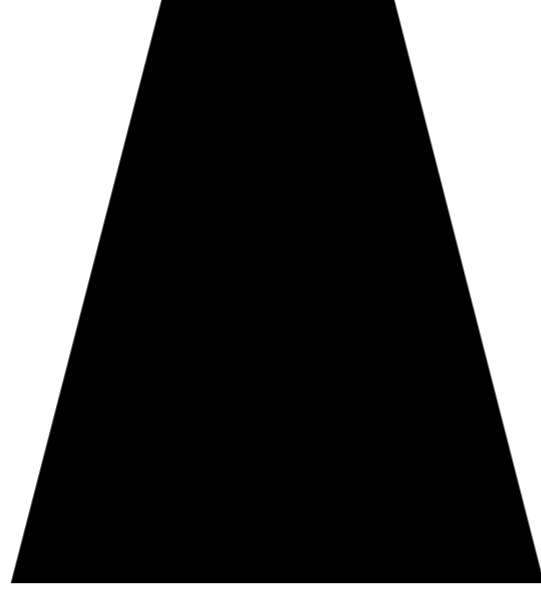








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