



Imagine the High Street looked like this... Vision Becomes Reality for the New Urban Village & Creative Cluster

Plans to breathe life into the High Street have finally been given the green light by Swansea's planners, after almost a decade of consultations. The exciting Urban Village scheme now under construction by Coastal Housing Group will change the face of the High Street, with a smart new mixed-use development that stretches from Kings Lane up to Champers Wine Bar.

The development site, which is currently surrounded by red hoardings, backs onto Strand Row and Parc Tawe to the east. The Urban Village development, which includes housing, retail and commercial space, will effectively link Parc Tawe with the city centre and bring activity and life to what is currently something of a wasteland. Coastal Housing Group intends to develop the site in phases over the next five years.

Cllr. Chris Holley, leader of Swansea Council, has welcomed the project, saying, "This is terrific news for the regeneration of High Street and the City Centre as a whole."

The development is based on a series of courtyards linking shops, offices, food and drink outlets and affordable housing.

The scheme also incorporates a 'creative cluster', which aims to become a hub for creative businesses and organisations in the arts, crafts, design and media sectors. A number of potential occupants have already expressed interest, and development director Geoff Pettifor says he believes there is already strong demand for commercial space. He said that 'creative clusters' have already taken root in Birmingham, Brighton, Bristol and other cities across the UK.

3D visualisation of the Urban Village from Strand Row, courtesy of iCreate Ltd



iCreate: Visualising the Ongoing Regeneration of Swansea City Centre

Throughout the recent planning negotiations, iCreate has been working closely with Coastal Housing and with the architects, Holder Mathias, to bring the CAD drawings to life in 3D.

As Dawn Lyle explains, "For a project such as this, which will have such a massive impact on our city centre, it's crucial that everyone can understand the vision. Planners need reliable information on which to base their decisions, and Coastal Housing needs visuals to help generate excitement and support for the project."

The latest imagery to be produced by iCreate does just this, showing a vibrant and distinctive development in the context of the existing streetscape of the High Street and Strand Row. And the images are more than just 'artists impressions',

because iCreate have used advanced GPS surveying techniques to ensure the new buildings are accurately positioned on the site. This was critical for the planners, who required verifiable photomontages to assess what visual impact the new development will have.

iCreate is already working with the Council, the planners, and many of the architects and developers currently operating in Swansea, creating images, animations and interactive 3D models of new developments. If you think your project could benefit from a little bit of **iCreate magic**, now's the time to call!

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At iCreate, we are really excited about the future of Swansea Bay. Some people can be a bit down on the place, but through our work with the Council, the Welsh Assembly and the region's architects and developers, we can see that exciting plans are afoot.

iCreate is a member of the Swansea Bay Futures network, a group of local businesses and organisations committed to working together to promote a more positive future for the city region. If you share our enthusiasm and want to do your bit to challenge negative perceptions about Swansea Bay, join us in finding innovative and creative solutions! To get involved, or for details of the next SBF Network meeting, go to:

www.sbfnetwork.co.uk