



PLASDŴR

CASE STUDY



PLASDŴR IN SUMMARY



“

The community at Plasdŵr has an opportunity to embrace a new way of living. If new residents throw themselves into a culture of active travel, sustainable living and community, Plasdŵr has the potential to be an inspiring example for other developments.”

Mari Arthur

Former Director of Cynnal Cymru
(Sustain Wales)

£2BN

GARDEN CITY
FOR THE 21ST CENTURY



UP TO
7000
NEW HOMES



£73.5M

IN COMMUNITY CONTRIBUTIONS



400 ACRES

AROUND 40% GREEN SPACE



FACT FILE

A brand new £2billion garden city for the 21st Century, within five miles of Cardiff, delivering up to 7,000 new homes and all the facilities of a fantastic place to live.

Redrow as
lead developer

Redrow to build
up to 50%
of the homes



Other housing land to be marketed to small, medium and large builders.

5 new neighborhoods

each with individual character

Up to **7000 new homes** phased over 15-20 years, of which around 30% will be affordable

5 new schools



Shops & offices, Health centres and leisure centres, Pubs and restaurants, Playing fields, play areas, parks and woodland

400 acres of **green space** to include:

- Community allotments
- 8 playgrounds
- 2 destination play areas
- 2 outdoor teen facilities



900 acre site



£40.37 million

towards the creation of 4 new primary schools and a brand new secondary school

£73.5 million in community contributions, including: **Transport** – £27.76 million
Community facilities – £5.23 million



Active travel

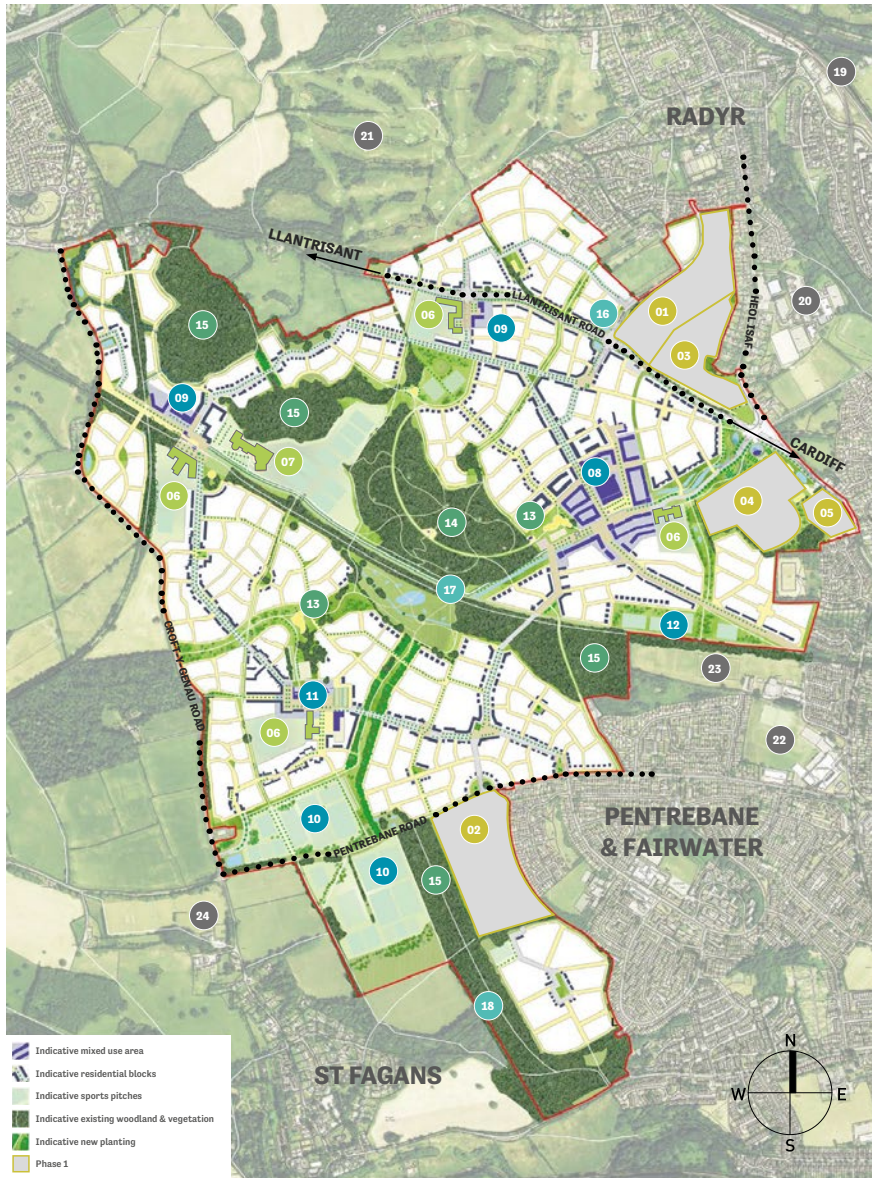
Encouraged via provision of bus passes and cycle vouchers to each home

Three new
'super cycleways'



Community/
Resident focused
management company

THE MASTERPLAN



LIVING

- 01 Parc Plymouth (Redrow Homes)
- 02 Cae St Fagans (Redrow Homes)
- 03 Rhiwlas (Bellway)
- 04 Cwrt Sant Ioan (Redrow Homes)
- 05 Development name TBC (Lewis Homes)

LEARNING

- 06 Primary school (x4)
- 07 Secondary school

COMMUNITY & BUSINESS

- 08 Main destination district centre
- 09 Retail and community facilities
- 10 New sports facilities
- 11 Retained farm buildings and new community facilities
- 12 Expansion of Fairwater Leisure Centre

GREEN SPACE

- 13 Play areas
- 14 Major new park created around existing woodland
- 15 Retained ecological areas

GETTING AROUND

- 16 New bus lanes
- 17 Strategic cycle routes
- 18 Extensive walking and cycling routes throughout

NEIGHBOURING AMENITIES

- 19 Radyr Railway Station
- 20 Radyr Comprehensive School
- 21 Radyr Golf Club
- 22 Ysgol Gyfun Gymraeg Plasmawr
- 23 Fairwater Leisure Centre
- 24 St Fagans Cricket Club



TAKING THE LEAD

Selected as lead developer in December 2013, Redrow has led from the outset shaping the masterplan for Plasdŵr. This important work was carried out alongside landowners Plymouth Estates, Cardiff Council, a team of expert consultants and the local community.

Redrow was successfully appointed following a competitive three-stage selection process during which the developer mapped out its vision for Plasdŵr. Redrow's success was due to a commitment to building responsibly and leaving a positive legacy for the area combined with a structured approach to securing planning, developing the infrastructure and creating development parcels for both Redrow's own use and for sale.

Simultaneous to the preparation of and prior to the signing of contracts in August 2014, the company's worked alongside planning officers and advisers to create a coherent masterplan for the whole site to ensure every element works together and functions well.

The masterplan was initially guided by the landscape to ensure existing natural features were retained, enhanced and extended.

Connections were developed to encourage movement of people and vehicles within and around the site without using the car.

From there, the mix of homes, character of the streets, community facilities and green spaces, as well as every other aspect of the new community, was planned; each one carefully considered in terms of how it would enhance the lives of the people who would one day live, work and play there.

Fortunately the entire development is being created on land under single ownership, which removes many of the complex land assembly issues normally associated with a project of this scale. Following commencement of works, it is Redrow's ongoing role to manage and coordinate a huge team of contractors and suppliers and maintain the ambitious delivery programme agreed at the planning stage.

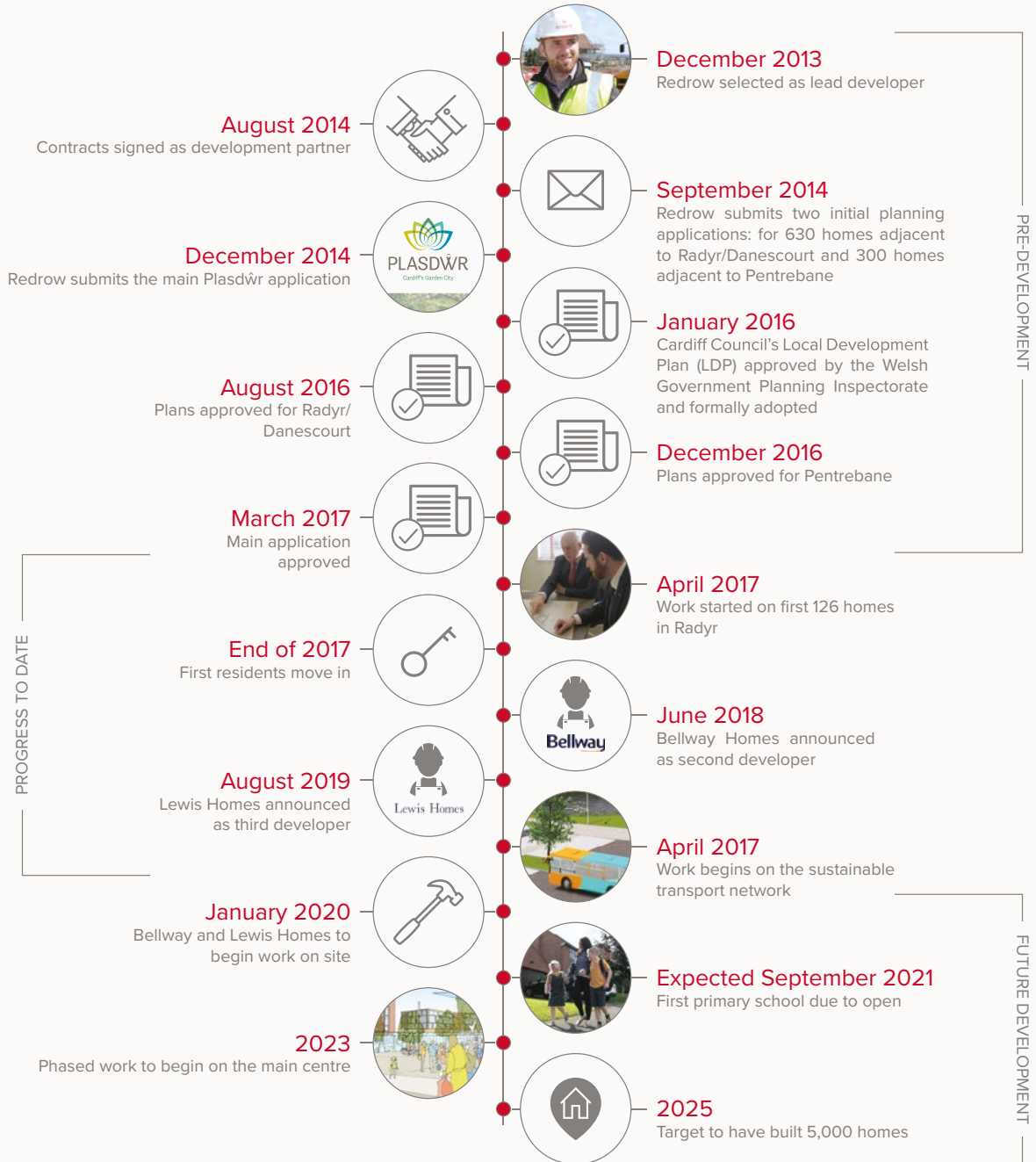
Construction benefits:

1,222 Construction jobs
(temporary jobs over the 20 year build period)

1,847 Supply chain jobs
(indirect/induced 'spin-off' jobs supported)

£156.8m GVA Economic output
(additional GVA p.a.)

TIMELINE





A GARDEN CITY FOR THE 21ST CENTURY

Sir Ebenezer Howard, in his 1898 piece *Tomorrow – A Peaceful Path to Real Reform* (which was later revised to *Garden Cities of Tomorrow* in 1903), described a utopian city in which people live harmoniously together with nature. This ideal led to the creation of the first garden city, **Letchworth Garden City in 1903 followed by Welwyn Garden City in 1920**. Today, many of Howard’s ideals are used in town planning, and it is particularly notable that the original garden cities have stood the test of time and are still highly desirable places to live and work.

Redrow’s track record in creating garden village developments dates back to the 1990s with the Kingsmead development in Cheshire and continues to the present day, with developments underway including Woodford Garden Village in the North West and Ebbsfleet Garden City in the South East. This experience means Redrow is perfectly placed as a lead development partner for Plasdŵr.

Landowners, The Plymouth Estate, also feel strongly about creating a sense of place which leaves a lasting legacy, in much the same way as Penarth, having been a planned development on land held by the Estate more than 150 years ago.

From the outset, Plasdŵr has been planned using Redrow’s placemaking principles and inspired by Ebenezer Howard’s ideal. Characterised by a vibrant ‘town centre’ with green spines radiating from it, and five district neighbourhoods, each with its own character, Plasdŵr will be a flagship example of garden city planning.

“

Placemaking is all about creating a better way to live – making provision for the health, wellbeing and happiness of the people who live in our homes, not just a roof over their heads. The environments we live in directly affect our quality of life and there’s a lot we can do at design stage to influence this.

At Redrow, we’ve developed eight placemaking principles which, together, seek to create places of the highest quality and each of these has informed the masterplan for Plasdŵr. ”

Kevin Parker

Redrow’s Group Master
Planning Director



A GARDEN CITY FOR THE 21ST CENTURY

“

The biggest challenge of the development is its size so the key to success is keeping it simple. We had a very clear idea of what we wanted to do and the landowners and their agents had a quite deliberate requirement that the development should leave a positive legacy. The council was willing to work with us to bring the shared vision for Plasdŵr to life.

While scale is the biggest challenge, it's also Plasdŵr's greatest asset as we've been able to plan a complete, coherent community of great quality. It has an impressive central park, a woodland plantation and destination play areas that people will travel to from the surrounding area to spend the day. And it's only by developing on this scale that you can create those things.”

Jane Carpenter

Planning Director for Redrow Homes (South Wales)



The key to shaping a development the size of Plasdŵr, a brand new place and suburb of Cardiff, is clarity, simplicity and a strong working relationship between partners.

To give structure to the master planning process and programme of works, the land within the development was divided into 'strategic areas' – which would feature larger infrastructure, community facilities and open space, and 'parcel areas' – the land to be sold on to developers for housing and associated community facilities. In all areas of the site, Redrow is constructing the infrastructure to enable development to take place.

Parcels of land have been sold to other developers, including Bellway Homes and Lewis Homes to date, which has set the market value for land within the site. Redrow has purchased its own land parcels for housing – three to date – in the normal way and at the ascertained market value, with the final sale price taking into account the infrastructure work undertaken by Redrow.



A GARDEN CITY FOR THE 21ST CENTURY

The strategic areas will remain under the ownership of The Plymouth Estate until they are transferred to the local authority or another body. A Design Code and Strategic Green Infrastructure Management Strategy (SGIMS), created by the partners and their consultants, ensure all of the elements within the development complement each other and work together.

Economic benefits from increased spending in the local area:

£34.7m – First occupation expenditure
(spending to make a house ‘feel like a home’)

£33.9m – Resident expenditure
(within local shops and services p.a.)

764 Supported jobs
(from increased expenditure in local area)

2,268 Direct jobs
(additional jobs from new commercial/community uses)

£163.8m – Economic output
(additional GVA p.a.)

“

In delivering a District Centre, three local centres, a secondary school, three primary schools, employment, community and health facilities, on and off-site public transport, walking and cycling measures, and extensive green infrastructure, the site will help deliver the council’s vision for the site.

The application has been planned in a comprehensive and integrated manner, with links to both the existing built up area and to the other developments approved within the strategic site, and will deliver a high quality, sustainable and distinctive development. “As the majority part of the largest of the eight strategic sites, the application plays a crucial role in the delivery of the LDP strategy and the urgently needed housing, including affordable housing.

Its scale allows numerous outlets to be operating at any one time in different parts of the site, assisting in the delivery of housing at the required rate. ”

Planners at Cardiff Council



SUSTAINABLE COMMUNITY

Less than five miles from Cardiff City Centre, the land for Plasdŵr has been identified in Cardiff Council's Local Development Plan as Strategic Site C. Located amid the existing communities of Radyr, Danescourt, Fairwater, Pentrebanne and St Fagans, it will make a significant contribution towards the council's target of building more than 40,000 new homes before 2026.

To ensure its sustainability, Plasdŵr has been designed so residents have everything they need within the community including four dual or triple entry primary schools, plus a secondary school with up to 2,000 places. The first primary school is due to open in September 2021.

Community facilities will feature throughout Plasdŵr, with one main centre featuring shops, offices and community buildings and three further local centres each with a central square and a primary school.

Providing an abundance of informal and formal areas of green space has been key to creating the garden city environment at Plasdŵr. In total, 400 acres of green space (around 40% of the total site) includes:

- Large central park created around existing woodland
- 4 large ecological areas with retained woodland and vegetation
- Community allotments
- 8 playgrounds
- 2 destination play areas
- 2 outdoor teen facilities (i.e. skate park or BMX Park)

“

Green infrastructure has been a key component in Plasdŵr from the first planning stages and has influenced the project from the start. In that respect, it's one of the best projects I've worked on. The masterplanning team appreciates that green space will make Plasdŵr a better place to live, values our expertise and recommendations and works to make them a reality wherever possible.”

Dai Lewis
Director at EDP (environmental partner)



SUSTAINABLE COMMUNITY

While the masterplan is built around green spaces, the location of community facilities and homes, as well as the type of housing, are also guided by the natural landscape.

One of the standout elements of Plasdŵr is its sustainable transport strategy. The masterplan has been designed to prioritise movements of pedestrians and cyclists first, followed by improved public transport, with an emphasis on vastly reducing car use.

Pedestrian links throughout the site mean residents are within safe walking distance of everything they need, from schools and health facilities to shops and leisure activities. Quiet streets and shared streets for pedestrians and cyclists have been integrated. New cycle routes will be created, including three new 'super cycleways', linking to the Taff Trail and the Ely Trail.

The design includes connections between the site and the railway stations nearby plus several major employment hubs.

“

As travel planners it's been great for us to be part of such an important scheme for Cardiff, and one which places so much importance on active travel.

Transport infrastructure in Cardiff is changing, sustainable travel is becoming more important and Plasdŵr is leading the way.”

Ian Southwell

Director at Vectos (transport/travel partners)

“

To create a development that is truly sustainable, we have also been guided by the nature and what is already present. Existing features such as streams, ponds and hedgerows are being preserved, while the character of each distinct area is inspired by the natural features and topography.

For example, where land is flatter, we've planned the more urban style, denser housing and community facilities and where land is steeper, this usually lends itself to terraces. In other areas of open space we've created a more rural feel.”

Wayne Rees

Plasdŵr Project Director





SUSTAINABLE COMMUNITY

Plasdŵr is making a contribution towards implementing a bus strategy with five potential new routes in or around the development, including two express routes, and around 12 buses per hour at peak commuter times. Bus gates, which only allow buses through, will ensure they keep moving during busy times.

There will be main roads throughout the site and a safeguarded tram route for the proposed Metro.

Plasdŵr is embracing aspects of sustainable development not yet 'tried and tested' on such a large scale. Buy-in from the community will be key, but it's a huge opportunity for residents to lead the way for the rest of the UK.

“

The community at Plasdŵr has an opportunity to embrace a new way of living. If new residents throw themselves into a culture of active travel, sustainable living and community, Plasdŵr has the potential to be an inspiring example for other developments.”

Mari Arthur

Former Director of Cynnal Cymru
(Sustain Wales)

“

The Green Transport Strategy is about a vision to solve a problem. As Cardiff continues to grow in terms of population, its economy and jobs, we must adapt our thinking on how people get around. Building more roads isn't an option so we have to try to get people out of cars and into sustainable transport. In addition, we are ensuring people can either walk or cycle to everything they need within Plasdŵr.”

Wayne Rees

Plasdŵr Project Director





COMMUNITY LIAISON

Since 2016, Plasdŵr has hosted regular community events in neighbouring communities to ensure residents are kept up to date with the latest developments and plans. Representatives from Redrow and its partners are present to answer questions and listen to concerns.

“

We have a policy of openness and transparency. During any development on this scale, people's daily lives can and will be affected. We aim to alleviate any concerns and inconvenience by informing residents of anything that may affect them with as much advance notice as possible. We produce a monthly e-bulletin and, if plans change, we will inform them straight away. If people have all of the information they can make informed choices. ”

Wayne Rees
Plasdŵr Project Director



THE CHALLENGES OF CREATING A NEW PLACE

To create a whole new place from a standing start, huge investment must be made up front to bring the development through the planning process and install the infrastructure required. A large number of planning conditions have been required to be discharged before much of the development could begin.

“

The work is both interesting and not without its challenges. Our work has involved planning the entire site and that requires an engineering and infrastructure led approach. Fortunately we've benefited from having a sole landowner with whom we have built a strong relationship. The partners are all one team and it's a brilliant team who meet almost every week. We also have regular meetings with the project team, the heads of all of the main businesses involved, the local authority and the utility companies.

Before each parcel of land can be delivered for development, we must first deliver the infrastructure and that must all be funded before any homes are sold. To do that we must understand the existing infrastructure and the topography of the land. Not every element can be planned with the precision we'd like and with any development on this scale, issues do come to light as work advances.

We are making good progress and, with each new development, Plasdŵr's community continues to come to life and we are beginning to connect the different parcels together. As more homes are completed the vision of Plasdŵr is becoming a reality. ”

Wayne Rees
Plasdŵr Project Director

ESTABLISHING A BRAND FOR PLASDŴR



For Plasdŵr to be a success, and become the living, breathing and functioning new community intended, it must attract new residents. This has been foremost in the minds of the planning, construction and sales team from the outset and development has been subject of a unique branding process, which has seen Plasdŵr given a name, logo and identity that will endure not only for the lifespan of the development but into the future.

The Plasdŵr brand was created during the pre-planning stages of the development to clearly establish the vision for Plasdŵr as a great place to live, 'an outstanding sustainable development' and a 'good neighbour', and to create a sense of place ahead of there being an actual, physical place. From these criteria, the Plasdŵr brand was created as 'a garden city for the 21st century', taking inspiration from the original garden city movement principles of "fresh air, sunlight, breathing room and playing room". These principles have defined Plasdŵr throughout the planning process, informing plans for the neighbourhoods, green infrastructure, the transport infrastructure and the communications and community relations approach.

The 'garden city for the 21st century' brand has also been key to establishing Plasdŵr as a place. Lead developer Redrow's eight placemaking principles also fed into creating a sense of place from an early stage. The placemaking principles aim to create truly sustainable communities where people can live, learn, work and play. Emphasis is placed on nature, active travel and ensuring designs reflect what's important locally, all of which have played a key role in the Plasdŵr masterplan.

In the case of Plasdŵr, the principle of "keeping it local" means taking inspiration from local heritage and the Welsh language.

The name Plasdŵr translates as 'Waterhall', after the historic estate. Plasdŵr will have five neighbourhood areas, designed with their own individual look and feel. The names for these have also been inspired by historic buildings or settlements, or the character of the area. Every developer building at Plasdŵr will be required to take this heritage-based approach when naming developments.

The scale of Plasdŵr, and the fact that it will take shape in stages with input from several different developers, makes clear and visible branding throughout the site key to maintaining a sense of place. As work progresses and more developers come on board, Plasdŵr branding will be increasingly visible across the site in a carefully planned tiered approach alongside developer branding, tying the individual developments together. Although the marketing names for the individual developments will be lost over time as construction comes to an end, the Plasdŵr brand will continue to be present across the development. Plasdŵr will become a place in its own right; a sustainable community where people aspire to live, with facilities and parks attracting visitors and residents from across Cardiff and beyond.

