

OPTIONS	ISSUES	OPTIONS
<p>1. TRANSPORTATION AND ACCESS</p>	<ul style="list-style-type: none"> • The Bus station should be located in the centre of the shopping area • Needs to be better linkages between the bus station and the railway station. • There are too many cars in the town centre <ul style="list-style-type: none"> ◦ Pinch points are at the railway crossings ◦ Oasis is segregated and effectively located on an Island • Co-ordination of open spaces would enable better to enable pleasant access through the city centre for pedestrian and cyclists • Segregation by the railway and crossing the railway is a very significant issue • Town Centre is very fragmented and effectively forms several islands • Need to ensure that disability access and mobility access is taken into account 	<ul style="list-style-type: none"> • Reduce the number of cars in the town centre by reopening the outer / rural railways • Make the buses cheaper than parking! • Make provision for underground car parking to create space for shops • Is a tram service in the centre of the town viable? • Sky-rail or Mono-rail from the outer areas to the hospital • In association with the reintroduction of the canal (See below) - canal buses • Improvements to the bus station - Possibility of splitting long and short distance travel enabling those doing their shopping to get on the bus at the shops • Tunnel between bus and railway stations – look at it from an Airports point of view – rapid walkways? • Possibility of a one-way traffic system in the old town
<p>2. OPEN SPACE</p>	<ul style="list-style-type: none"> • Fragmented and underused open spaces. One of the biggest problems is management of these areas and maintaining them • Potential to link the exist open spaces better • Enable the development of green ways through the city centre link all the areas together • Increases in biodiversity as a result • Link the open spaces to the Arts / Exhibitions • Increase the tree-scape as part of linking places together • Review of all street signage in the city <p>Example of a greenway within the city is River Ray Park and the old railway</p>	<ul style="list-style-type: none"> • Re-introduce the canal into the city centre. Not only forming part of a green way and open space but acting as a focal point. Possibility of a quayside or harbour. Could also link into the park / recreation ground encouraging greater use • Enable the provision of food at 'The Park' to achieve the same level of use as Queen's park. • Increasing the signage within the city centre to appropriate locations rather than places that people are not going to walk to! • Provide maps enabling people to see where the open spaces are and how they link together / for a walk around the city. • Being creative through design was advocated • Linking the outer edges of the city (outside the action area) through green walks and corridors encouraging them to walk rather than drive into the city centre • Smaller open spaces in the town centre to create a community feel / places that people can eat.

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<p>3. SHOPPING</p>	<ul style="list-style-type: none"> • Need for variation in the shops - enable smaller unique shops to compliment the chains that currently dominate • Main shopping area has been damaged by the shopping outlet and the two areas have very poor links • Population increase through new housing developments around Swindon will contribute the vitality of the centre; need to take this as an opportunity. 	<ul style="list-style-type: none"> • Underground parking should be considered to remove traffic from streets and create more space for the development of shopping areas • Roofed shopping areas? • Use of the Mechanics Institute to form part of a focal point for the city • Smaller shops are needed to compliment the existing ones
<p>4. CRIME</p>	<ul style="list-style-type: none"> • The crossings of the railway are viewed as being dangerous and have an unsafe feeling especially at night • Lack of a Police Station within the town centre results in a feeling of danger • The concentration of night life is viewed by some as a reason not to use the city centre and the facilities it offers at night 	<ul style="list-style-type: none"> • Presence of the police is needed in the city centre, even if its only a small one as a deterrent to trouble • CCTV needs to be improved and made more visible as a deterrent to any trouble • Good design was advocated for need developments to design out crime. • Diversity is required within the city / a life within the city to help develop a greater feeling of safety and responsibility – increasing the numbers for both day and night life – 24 hour city

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<p>5. LEISURE</p>	<ul style="list-style-type: none"> • The town centre dies at night time • Alternatives to pubs and clubs for night time activities in the centre need to be promoted i.e. restaurant areas • Skate park has been closed • 13-19 age group need to be considered • Central meeting point • Increase the size of the theatre • The concentration of the pubs in the town centre <ul style="list-style-type: none"> ○ Fleet Street ○ Old Town 	<ul style="list-style-type: none"> • University campus within the city would encourage more leisure activities in the centre • Re-introduction of the canal creating a quayside and arcade for all year round use. • Possibility of using Mechanics Institute as a theatre? • Central meeting point is needed as a focal point and an area which the city social life will revolve • Develop more conference facilities to bring more people in to Swindon • Linking places to eating / restaurants with a focal point • All of these solutions should be linked to the development of better open spaces and green ways
<p>6. HOUSING</p>	<ul style="list-style-type: none"> • A considerable amount of housing is going to be constructed to the south of Swindon – all needing the access to the town centre through the Old Town • Homeless need somewhere to go especially if they are going to close the existing facility 	<ul style="list-style-type: none"> • Increases in the number of residential properties in the centre thereby creating life and a sense of community and ownership of the town centre. Also help crime prevention. • High density housing was advocated • Linking the redevelopment of shopping areas with residential uses on the upper floors. • Develop a sense of community within the city centre • Ensure homeless are provided for

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<p>7. ART AND DESIGN</p>	<ul style="list-style-type: none"> • The group considered this closely with the regeneration opportunities in the town centre. See No.10 for buildings they would like to keep and bring back into use. • Lack of toilet facilities in the town centre • All the bridges / crossings of the railway are badly designed • The group felt that there wasn't a lot of notable art / or sculpture work within the city centre • A need for temporary or changing exhibition space with the town centre • The group felt that the townscape of the city centre needed to be protected and were universally opposed to more tall buildings within the centre. The Old Town was highlighted as a particular area for protection 	<ul style="list-style-type: none"> • The group discussed the possibility of the exhibition space within the town centre and wondered if there was a possibility to combine this as a focal point. Possibly using outdoor exhibition space for sculptures that could also double up as an event space. • The opening up of Carr Street was advocated as it is currently felt to be a barrier • Seating areas were suggested through out the centre to make it a place people stay and use • The group advocated the route shown on the map as areas within which art and sculpture could be displayed making them interesting / changing routes to walk • The group stressed that there seems to be a lot of speculative office space being developed. They were concerned that the identity of the town centre should not be lost. Possibility of using some of this space for exhibitions was also muted. • The group advocated good design and architecture. • Improving the bridges and linkages was seen as a key element in the design and development of the Area Action Plan. The example of the French where the bridges are a statement and form part of the community was muted as best practice.
<p>8. IDENTITY</p>	<ul style="list-style-type: none"> • The group all agreed that the area action plan needs to be visionary! Members of the group suggested that Swindon should be developed into a place which other cities wish to copy – “let's do it the Swindon way”. • The plan should be seen as real opportunity to put Swindon back on the map. A number of members commented that Swindon is seen as joke by people from other cities. • Need to ask ‘How Swindon will be seen in the future?’ • Generally make the best of what we have! 	<ul style="list-style-type: none"> • Possible suggestions for developing an identity were to become the greenest town centre in Britain. • The link to the railway heritage was seen as key and should not be forgotten • The approaches to Swindon should be made more attractive, and recognise that you are in Swindon - put up welcome signs etc • A focused redevelopment incorporation many of the issues already commented on above – green spaces, art, access

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<p>9. REDEVELOPMENT OPPORTUNITIES</p>	<ul style="list-style-type: none"> • The Oasis area is looking shabby and needs to be improved before it becomes a significant problem • Historic Buildings need to be kept to maintain the character and heritage of the town centre • Members of the group put together the list below of buildings that need to be retained and brought back into use if not already in use: <ul style="list-style-type: none"> ○ Old Town Hall ○ Present Town Hall ○ Old Museum ○ Victorian House ○ Health Hydro ○ The Chapel ○ Surgeon House ○ Railway Cottages ○ Queen's Tap Pub ○ GWR Hotel ○ GWR School ○ Edgeware Road - St Aldhelms 	<ul style="list-style-type: none"> • Any redevelopment plans need to be sympathetic to the positive characteristics of Swindon. • The city needs a focal point for attention, which needs careful consideration. This should help towards creating a sense of identity. • The group strongly advocated Art and green spaces as a key towards achieving both of the points above. • Need to develop an imaginative use for the Mechanics Institute as a catalyst for redevelopment in the area • If the civic Centre office functions are relocated the possibility of using it as a conference centre was advocated. The group members felt very strongly that the site should not be used for apartments. • The group also proposed that a medical centre should be located with in the city centre to allow people to access more easily, especially the elderly. • The group supported the development of a University campus within the town centre. They suggested that the campus could develop over time, starting small allowing it to develop more organically as the city centre comes back to life.
<p>10. REGENERATION OPPORTUNITIES</p>	<ul style="list-style-type: none"> • The group felt that the city is currently made up of lots of islands that need bringing together, linking them in different ways. Thereby removing the existing barriers between the different areas • Linking of the transport facilities is need to ensure that people are encouraged to use the city 	<ul style="list-style-type: none"> • Need to keep the historic buildings of Swindon – maintain a continuity with the past • The Health Hydro needs to brought back in to use • The pillars from the Baptist Tavern need to be brought back into use within the city centre • Redevelopment of the canal link into the city centre to provide a focal point and water front for development as a cultural quarter • See the map for further details and notes of area for redevelopment, linkages and greenways

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<p>Sustainability</p>	<ul style="list-style-type: none"> • Sustainability was felt by group members to be the over arching issue that was not covered in the above topics. As mentioned earlier the one the ideas advocated for the redevelopment of the cities image was the 'Greenest City in Britain' • Best practice examples should be followed in building design and operation (insulation, minor energy generation, water collection etc) National Trust Headquarters should be followed as best practice. • Need to meet excellent and above for standards of sustainability • From an economic perspective group members suggested a need to encourage people who work with the city to spend more within the city and thereby keeping the wealth within the city. 	<ul style="list-style-type: none"> • Become the best • The Greenest City in Britain • Follow the lead of successful developments and achievements like the magic roundabout