

OPTIONS	ISSUES	OPTIONS
<p><b>1.</b> TRANSPORTATION AND ACCESS</p>	<ul style="list-style-type: none"> <li>• Fleming Way is closed to through vehicles</li> <li>• Junction of Farnsby Street and Faringdon Road is a major bottleneck on the edge of the Railway Village Conservation Area.</li> <li>• Railway Village Conservation Area (a candidate World Heritage Site) is effectively carved in two by a major traffic route to the station. As it has a considerable residential population, this severance issue needs to be addressed.</li> <li>• Emlyn Square is also affected by this traffic route and it is on a high frequency bus route which is very disruptive to the community.</li> <li>• As a result of the one-way system Swindon is very difficult to navigate – it lacks legibility.</li> <li>• The town is carved in two by the railway line with few crossings. These need improving or opportunities for traffic looping need to be considered.</li> <li>• There is also a severance issue between the town centre and the Railway Village Conservation Area – very little through traffic.</li> <li>• Shortage of parking at the station.</li> <li>• Old canal which was filled-in in the 1930s was also identified as an issue /opportunity</li> <li>• Low bridge crossing railway on Corporation Street is an issue</li> </ul>	<ul style="list-style-type: none"> <li>• Faringdon Road and Holbrook Way and onto Fleming Way should be open to two-way traffic. There is no need for a one-way system. By removing the bus lane it would be possible to have two-way traffic.</li> <li>• Better use should be made of North Star Avenue as an access to the station. There should be a link from the roundabout on the B4289 (currently a dead-end) to Hawksworth Way, which in turn provides access to North Star Avenue. This would improve access to the station and would allow for the provision of an additional car park to address the current shortage of parking at the station. (It was noted that there has been interest in this site for a residential development – it is important that the opportunity to provide an additional spur off the roundabout is not lost).</li> <li>• A new road to the south of and parallel to the railway line was also suggested as a means of improving access to the station. Alternatively this route could be used as a tram line.</li> <li>• The potential for a tram system should be investigated either along a new route (as suggested above) or along the former canal. If it can be demonstrated to be an effective solution it would get Government funding.</li> <li>• The canal should be reinstated either along its original route or possibly along Farnsby Street.</li> <li>• Public transport should be promoted – better rolling stock, route planning etc. A circular or figure of eight bus route was suggested linking the old town with the town centre.</li> </ul>
<p><b>2.</b> OPEN SPACE</p>	<ul style="list-style-type: none"> <li>• More large open space is needed in the centre</li> <li>• Currently open space is not very accessible; it needs to be linked to the town centre</li> <li>• Qualitative rather than quantitative issue</li> </ul>	<ul style="list-style-type: none"> <li>• Existing areas of public open space should be made more attractive</li> <li>• Access should be improved, as should linkages to the town centre. The possibility of linking the open space via a cycle track was discussed.</li> <li>• The Group suggested that the Carr Street and Queen Street car parks would be better used as public open space as it is an attractive area next to the canal</li> <li>• The existing small ‘pocket parks’ within the town should be reinforced</li> <li>• Reference should be made to the Public Realm Strategy</li> </ul>

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<p>3. SHOPPING</p>	<ul style="list-style-type: none"> <li>• Swindon lacks a Department Store – the new John Lewis in Cardiff and redevelopment in Bristol are increasing the competition and ‘spend leakage’.</li> <li>• Shopping stock has remained level despite growth in Swindon</li> <li>• Brunel Centre needs improving</li> <li>• Loss of shops to out of town retail centres</li> <li>• Need more specialist shops – although viability issue was recognised</li> <li>• Quality of shopping is poor – too many discount stores</li> <li>• Cost of parking</li> <li>• Ikea proposed at Davis House, Carfax Street – not an appropriate site for Ikea</li> </ul>	<ul style="list-style-type: none"> <li>• Consideration should be give to a specialist shopping quarter adjacent to the Railway Village Conservation Area once traffic issue has been resolved</li> <li>• There is a market for more specialist shops alongside the more traditional shops however an ‘anchor’ store is needed</li> <li>• The New Swindon Company should find out why John Lewis do not want to come to Swindon</li> <li>• Retail should be considered alongside leisure and not considered in isolation</li> <li>• Need something iconic in the town centre to bring people in.</li> </ul>
<p>4. CRIME</p>	<ul style="list-style-type: none"> <li>• Fleet Street and Bridge Street are crime hotspots due to concentrations of pubs</li> <li>• Swindon has a very dense centre with few open spaces and therefore there is not much natural surveillance – public safety issue / perception</li> </ul>	<ul style="list-style-type: none"> <li>• Need informal meeting places specifically designed for young people e.g. a skateboard park. Wyvern space is a problem area as it is a back water</li> <li>• Consultation with young people is important to find out what they want.</li> <li>• The links between crime and need for leisure facilities should be recognised</li> <li>• The use of Local Area Agreements should be considered</li> <li>• The issue of crime needs to be considered in the design and layout of new development</li> <li>• Reference should be made to the Urban Realm Strategy - SPD</li> </ul>

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<p>5. LEISURE</p>	<ul style="list-style-type: none"> <li>• Young people need better access to leisure facilities / activities</li> <li>• There is no cinema in the town centre</li> <li>• County Ground is underused</li> <li>• It was noted that retail and leisure studies have already been undertaken – they should be used to inform this process</li> </ul>	<ul style="list-style-type: none"> <li>• Need a purpose built venue for concerts etc which could also function as an educational facility</li> <li>• The New Swindon Company is proposing to demolish the Wyvern and rebuild a venue suitable for more flexible uses</li> <li>• Opportunities should be taken to capitalise on Swindon’s music and dance sub-culture</li> <li>• Swindon needs to find its own niche i.e. it needs to have something that nowhere else has such as an Olympic sized swimming pool</li> </ul>
<p>6. HOUSING</p>	<ul style="list-style-type: none"> <li>• Infrastructure and facilities required to support large scale additional housing proposed is essential – plan should not consider housing in isolation</li> <li>• There are currently too many flats being built</li> <li>• Large areas of land should not be given over to housing; mixed use development is needed</li> <li>• Terraced units are currently being sub-divided into flats – this can lead to a breakdown of the community, which also has implications for crime. Family housing should not be forced out into the suburbs – the vibrancy and sense of community in the centre is dependent on an adequate mix of dwellings of different types and tenures.</li> <li>• Affordable housing is a major issue.</li> <li>• The additional pressure on the housing market from the university was also raised.</li> </ul>	<ul style="list-style-type: none"> <li>• High density living is appropriate in the town centre particularly for smaller 1 person households whereas on the edge of the ring road lower density comprehensively planned mixed development would be more appropriate.</li> <li>• The levels of houses in multiple occupation should be reduced albeit that it is recognised that this is dependent to some extent on market forces.</li> <li>• More purpose built smaller units are needed to reduce the amount of houses being sub-divided i.e. houses in multiple occupation.</li> <li>• Need more affordable housing.</li> <li>• The pressure from the university on the housing market needs to be considered and properly planned for.</li> <li>• There is pressure from the RSS to increase housing in the town centre</li> <li>• Need a ‘bottom up’ and ‘top down’ approach to housing numbers</li> </ul>

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<p>7. ART AND DESIGN</p>	<ul style="list-style-type: none"> <li>• Better quality public art is needed together with improved maintenance of that which already exists</li> <li>• Swindon lacks an adequate museum</li> <li>• Swindon has one of the best collections of 20<sup>th</sup> century British Art and therefore needs a venue for it to be exhibited.</li> <li>• Opportunities should be considered to exhibit local work</li> <li>• Need to establish key design principles for future development linked in with an appropriate vision of how Swindon should develop</li> <li>• Design should not necessarily be developer led; there should be more public consultation at the start of the process to properly engage the community.</li> </ul>	<ul style="list-style-type: none"> <li>• The existing Council Offices should be used for an Art Gallery and the area could form part of a Cultural Quarter</li> <li>• Princes Street should be pedestrianised</li> <li>• A masterplan is needed for the whole area – it should not be redeveloped on a piecemeal basis. There are currently 7 masterplans at the moment – need one coherent strategy addressing the connectivity issue.</li> <li>• Plans need to be more detailed and better communicated. The inter-relationships between the different areas is key.</li> </ul>
<p>8. IDENTITY</p>	<ul style="list-style-type: none"> <li>• Historically Swindon's identity has been associated with the railways and Brunel whereas in reality Swindon has a modern, creative and technological workforce. There is a need to develop the image of a modern town.</li> <li>• Need to capitalise on the fact that Swindon has the headquarters for English Heritage and the National Trust and also is home to the Wroughton Science Museum.</li> <li>• The presence of a university would raise the profile of the town.</li> </ul>	<ul style="list-style-type: none"> <li>• In developing Swindon's image it was suggested that a focus could be on the town's green credentials i.e. it could be promoted as an exemplar sustainable green town.</li> <li>• It was noted that Swindon has 4 of the 5 national research councils in the country (Polaris House area) – this should be capitalised on as part of developing Swindon's identity</li> <li>• It was also suggested that the town is host to a festival as a way of establishing its identity</li> <li>• Need to ensure that the creativity that is present in the town feeds into civic leadership. Community engagement is essential as is the need to understand the remit or boundaries of what can be achieved – deliverability is key.</li> <li>• A vision or identity is needed for Swindon as a centre of excellence and this should permeate every decision affecting the town. The town centre in particular should reflect this identity.</li> </ul>

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<p><b>9.</b> REDEVELOPMENT OPPORTUNITIES</p>	<ul style="list-style-type: none"> <li>• The Group identified the following sites for redevelopment:                             <ul style="list-style-type: none"> <li>○ Derelict land north of London Street</li> <li>○ Whalebridge Roundabout</li> <li>○ Regents Circus</li> <li>○ Emelyn Square</li> <li>○ Granville Street</li> <li>○ Carriage Works</li> <li>○ Cockleberry area adjacent to railway sidings</li> <li>○ Former Bus Depot</li> <li>○ Police Station</li> <li>○ Sewage Works – North of Barnfield Road</li> </ul> </li> <li>• The area north of the railway is densely populated with commercial development etc and would be very expensive to redevelop in terms of displacement and land assembly.</li> </ul>	<ul style="list-style-type: none"> <li>• It was suggested that London Street would be an appropriate location for a local history museum</li> <li>• The Sewage Works would be a good site for the Swindon Arena as it has good access off Great Western Way</li> <li>• Regents Circus would be a good location for a new university campus or a science park; this would link in well with the national research councils in the Polaris House area.</li> <li>• A university campus should be built in the town centre before the campus is built at Coate.</li> <li>• The Group felt that a vision was needed for all these sites and that they should not be considered in isolation and that it was important that key sites were safeguarded.</li> <li>• In considering future uses for these sites it was noted that there are lots of empty offices in town but yet there are still proposals to build more. The lack of parking for offices in the town centre was also raised.</li> </ul>
<p><b>10.</b> REGENERATION OPPORTUNITIES</p>	<ul style="list-style-type: none"> <li>• The Group identified the following areas as being appropriate for regeneration:                             <ul style="list-style-type: none"> <li>○ Regents Street shopping area</li> <li>○ Fleet Street and John Street area</li> <li>○ Railway Village</li> <li>○ Housing in the New Town area</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• One member of the Group suggested that the railway should be diverted around the town to the north as this would open up the central area for development. Linkage from the re-located station to the town centre could be via tram.</li> <li>• Other members of the Group felt that it was essential that the railway ran through the centre of town from a sustainability perspective.</li> <li>• An integrated transport network is needed.</li> </ul>

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