

WORKSHOPS 1 AND 2 - Swindon Local Policy Forum Meeting 2

Facilitated by Tim Snell

OPTIONS	ISSUES	OPTIONS
<p>1. TRANSPORTATION AND ACCESS</p>	<ul style="list-style-type: none"> • Permeability problems - poor connections between north and south (town centre) side of railway • Whitehouse bridge is height restricted • Closure of Fleming Way • Location of bus station is not ideal • Road signage causes problems, in particular for finding short / long stay car parks 	<ul style="list-style-type: none"> • Improve north / south links with new tunnel or bridge • Improve links between railway and bus stations (pedestrianised link for example), or move bus station to be nearer the railway station • Improve signage to inform visitors and delivery drivers • Redevelopment of canal is a possibility • Make public transport more affordable and more frequent
<p>2. OPEN SPACE</p>	<ul style="list-style-type: none"> • Lack of quality open space in the Central Area • North of railway there is little open space 	<ul style="list-style-type: none"> • Open up Regent Street • Plaza development (urban space)

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<p>3. SHOPPING</p>	<ul style="list-style-type: none"> • Quality and variety of shops is poor • Need an anchor store • Poor market (within a building) • Poor retail image • Not enough comparison shopping opportunities • Need a food store in town centre to serve needs of resident population • Impact of out-of-town retail parks has reduced the mix of shopping available in the town centre (competition) 	<ul style="list-style-type: none"> • Encourage an anchor store to the Central Area • Develop more smaller retail units to encourage more boutique / comparison shops to set up • Move the market onto the street • Opportunity for Swindon to improve its image
<p>4. CRIME</p>	<ul style="list-style-type: none"> • Relocation of police has removed visible presence in Central Area • Concentration / containment of the problem in Leisure Quarter (no consensus in group as to whether this is a good or bad thing) • People spilling out of Leisure Quarter causes problems at night • Drunk and disorderly behaviour • Graffiti problem 	<ul style="list-style-type: none"> • Establish a police/retail forum • Develop more housing in Central Area to improved the 24/7 vitality and viability of the Central Area • Improve police presence in town centre • Seek to improve mix of housing types (size, type, multicultural) • Implement more CCTV

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<p>5. LEISURE</p>	<ul style="list-style-type: none"> Leisure quarter can be a problem (concentration) Oasis needs improvement Closure of swimming baths in Faringdon Road The Museum and Great Western Village are good examples 	<ul style="list-style-type: none"> Create leisure options which hold people in Swindon Retail is a massive leisure opportunity Utilise pedestrian areas better Need a cinema in Central Area Need a 4/5* Hotel in Central Area
<p>6. HOUSING</p>	<ul style="list-style-type: none"> Not enough housing in Central Area (links to crime and leisure etc) Not enough parking Sub-division of housing has caused an on-street parking problem in some areas Danger of losing family housing by redeveloping for single workers 	<ul style="list-style-type: none"> Develop mixed housing types for all aspects of society Build housing near public transport links Investigate creative solutions to the parking problem (basement parking etc.)

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<p>7. ART AND DESIGN</p>	<ul style="list-style-type: none">• Poor design of street furniture• Poor shop front design• No vision - a lot of cheap and cheerful development	<ul style="list-style-type: none">• Blend in / break with tradition is a key choice• Perhaps a mix of traditional and contemporary buildings• Build upon characteristic 'Swindon' design• Accept only good design and refuse bad design• The National Trust Building should be considered as a benchmark of good design
<p>8. IDENTITY</p>	<ul style="list-style-type: none">• Lack of identity currently	<ul style="list-style-type: none">• Must be forward thinking as Brunel was in his day• Use retail to improve identity

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<p>9. REDEVELOPMENT OPPORTUNITIES</p>	<ul style="list-style-type: none"> • The Area Action Plan represents a great opportunity for planners to 'get under the skin' of the functionality of the Central Area. • Development should be cohesive and not piecemeal • Connectivity and phasing is key • A master plan is required • Demolish offices above railway station • Build a new north / south link (bridge) • Northern area is very important 	
<p>10. OFFICES</p>	<ul style="list-style-type: none"> • Offices are an appropriate land use for the town centre and should be encouraged • The office quarter needs consolidation • Need mixed use as part of consolidation • Place offices near open space or above retail units • Cluster of offices around railway is very important for the economy as this area does not exacerbate the traffic problems in the Central Area 	

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