

Promenade SPD
Proposed Responses and Changes

Obj. No	Objector	Response	Required changes/Issues
34/1	Environment Agency	Agree.	Add reference to water efficiency within section 9 of the brief (pg 17); 'Water Conservation: Ensure all new development makes best use of the existing water resource and promotes grey water recycling, use of surface water run-off prior to more major infrastructure provision by 2019'.
38/3	Wiltshire Wildlife Trust	Stronger wording is not appropriate, because all sustainable technologies will not be appropriate in all cases. 'Consideration' of such technologies is the right way to proceed, rather than dictating that use is required.	Delete, 'endeavour to' at Aspirational Standards on pg 17.
38/5	Wiltshire Wildlife Trust	Native planting is already encouraged through the adopted public realm strategy and would apply in this case.	No changes
38/7	Wiltshire Wildlife Trust	Agree to some extent. The role of an environmental centre should probably not be defined in the SPD, but some context for the statement is perhaps appropriate. This should be consistent with the reference on page 37.	Replace 'environmental centre' with 'environmental interpretation similar to Sheffield Winter Gardens' on page 23. Reference to Sheffield provides some context and scale. Make consistent with pg 37.
51/1 and	Wroughton Parish Council	Parking provision across the town is the subject of continuing work. As proposals	No changes

51/4		for the theatre progress, local parking will be a detailed matter for consideration, and is accounted for within the SPD.	
51/2 and 51/3	Wroughton Parish Council	The statement on page 12 does not make the university optional, but the integration of the arts facilities with the cultural centre optional. There is therefore no inconsistency with the statement on page 7. The Coate site is more complex for the University, but the Council and The New Swindon Company remain committed to ensuring a presence in the town centre.	Replace, 'although this is being delayed by their strategic move to Coate in south-east Swindon' on page 41, with, 'which will complement the development at Coate in south east Swindon'.
51/5	Wroughton Parish Council	Civic Offices are part of the civic offer within the Promenade. The Council's accommodation needs are borne out of current dispersal amongst a number of buildings and current leases. Potential needs are addressed in the SPD.	No changes
105/1	Ashfield Land	Agree. The indication of the College as part of a residential cluster is inconsistent with the mix of uses proposed and could be misleading.	At Figure 4.3, remove shading from residential areas outside of the Promenade boundary. Rename the green residential shading as a 'new community cluster'.
105/2	Ashfield Land	Agree to some extent. The sight line is indicative and aspirational and it is accepted that this may not be the case as the site progresses. The line will be shown as dotted to indicate that this	Amend the indicative sightline at Figure 4.5 to the north of the College site to a dotted line.

		sightline is desirable from a legibility point of view, but may be harder to achieve.	
105/3	Ashfield Land	As the SPD contains guidance, there is some additional scope to have higher buildings at the College site, beyond what is already shown.	Amend the shading at Regent Circus (fig. 4.7) to indicate that the area has potential for a higher number of storeys.
105/4	Ashfield Land	Agree that the use of the word 'direct' is ambiguous and perhaps inappropriate, but also consider that the suggested 'pedestrian' is also incorrect.	Replace, 'direct links between Crombey Street and Groundwell Road' with, 'legible pedestrian links...'
105/5	Ashfield Land	Given the general move towards the retention of one-way traffic on Commercial Road, the Home Zone reference on Crombey Road is inappropriate within the brief now.	Delete, 'Downgrade Crombey Street and create a "HomeZone" area with residential character' (pg 49) and replace with, 'Improve Crombey street in a manner that enhances its association with the new Regent Circus'.
105/6	Ashfield Land	Agree that the reference to publicly accessible gardens adjacent to the college may be too specific.	Replace, 'adjacent to former college building', with 'associated with the former College building, where appropriate and viable' (pg 49).
105/7	Ashfield Land	The quantum guide is precisely that. Provided that the emerging brief and the SPD are in general conformity, there should be no issue with slight discrepancies.	No changes
105/9	Ashfield Land	Further to objection 105/7, the quantum guide is a guide, and the case for a hotel on this site can be argued. The SPD	No changes

		takes the position that a hotel would be suitable for Parcel 1, and it would be unreasonable to suggest every land use for every parcel. The masterplan therefore takes a balance of considerations, but would not rule out some flexibility and room for negotiation and market forces.	
105/10	Ashfield Land	Disagree. Adding a precise quantum of parking prior to knowing the quantum and orientation of land uses and buildings would be too specific.	No changes.
105/11	Ashfield Land	Agree, although the response needs to be consistent with response to 105/3 above	Delete, 'Height: 4-5 storeys with 3 storeys opp residential' and replace with, 'Height: 4-6 storeys generally, higher where indicated in Figure 4.7, and with a limit of 4 storeys opposite existing residential'.
105/12	Ashfield Land	Disagree. In order to create a good environment for all, servicing should be away from the principal frontage.	No changes.
106/1	Modus	The Local Plan deals with The Promenade in policy CA5. This is a broad policy covering a wide area, and it seeks a range of uses within the Promenade. It builds upon these provisions without straying into land uses, policies and proposals that would make its content contrary to the broad policy framework set out in the Local	No changes.

		Plan. Policy CA5, for instance, is quite clear on the appropriateness of Class A, B1, C3 and D uses within the CA5 area, with qualifications.	
106/2 and 106/3	Modus	<p>The quantum for retail and leisure are in accord with the policy desires set out in the Local Plan. The land uses are not defined in detail, which allows a detailed assessment of schemes as they come forward within the context of the SPD and the Local Plan, and a consideration of the impact on more centrally located retail and leisure activities.</p> <p>Parcel 11 is within the town centre, and a cinema, for example would be acceptable on the site in planning terms. However, by not going into detail on the SPD, it allows consideration of land uses on the site, and their contribution to overall regeneration at that stage. To rule out particular forms of development within this broad planning policy context at this stage would be premature.</p>	No changes
106/4	Modus	No decision has been made on the future location of the Swindon Art Museum. In light of this, it would be inappropriate to rule this out of the Promenade brief as a possible location.	No changes.
106/5	Modus	Agree. Since the writing of the brief, it	A number of changes are required to

		appears that the momentum regarding Commercial Road concerns the retention of one way movement.	enable this - see below.
A	Updates and Omissions	Executive summary Minor rewording of the first paragraph regarding the location of the site and its boundaries. Amend key principle three to read, 'Providing new and improved public spaces, pedestrian permeability and inclusive access'.	
B	Updates and Omissions	Section 1.2, page 1 Update references to supplementary planning guidance - draft guidance on Developer Contributions is now adopted; public realm strategy is now adopted; Developer Contributions to the public realm is now adopted. The Issues and Options Paper for the AAP will now be issued later in 2006.	
C	Updates and Omissions	Section 1.3, page 1 The final paragraph is updated to reflect the most recent statutory consultation, which has now been completed.	
D	Updates and Omissions	Section 3.3 Changes in the structure and format of the first paragraph in the section in order to emphasis the role of the public realm more clearly. This section also removes reference to the downgrading of Crombey Street and expresses the treatment of Crombey Street in similar terms to Princes Street and Commercial Road. This is appropriate as it will continue to perform a role in the circulation of traffic around the town. The section also refers to inclusive access to accord with the change to the third key principle discussed at 'A' above.	
E	Updates and Omissions	Section 4.0, figure 4.1 Amend Commercial Road annotation from, 'reverts to 2-way movement as Swindon's ring road with tabled crossing at Regent Circus', to 'tabled crossing at Regent Circus'. Amend Crombey street annotation from, 'downgraded to single lane westbound' to, 'surface treatment improved to enhance setting of Regent Circus'.	

F	Updates and Omissions	<p>Principle 4 (pg 14)</p> <p>Amend the title to say, 'Connectivity, linkage and inclusive access'. Add a new bullet point to this section to read, 'Inclusive access: create key pedestrian routes linking The Promenade with other destinations, ensuring these are accessible, free from barriers and the effects of severance. Specifically address any identified abrupt changes in level, uneven surfaces or poor facilities (such as signing, seating) along such routes. Ensure that appropriate materials and finishes are deployed which are practical for all sectors of society to use safely. Ensure these routes connect with local public transport facilities, including shopmobility'.</p>
G	Updates and Omissions	<p>Principle 5 (pg 14)</p> <p>Remove reference to a two-way ring road (in light of the probable retention of one-way traffic at Commercial Road). Remove the bullet point, 'Home Zone Opportunity' in light of the need to maintain Crombey Street as part of the westbound route round the town centre.</p>
H	Updates and Omissions	<p>Principle 5 (pg 14)</p> <p>Add the service access to Regent Close at the rear of the Telephone Exchange, on figure 4.6.</p>
I	Updates and Omissions	<p>Principle 6 (pg.15)</p> <p>Add clarification to the need for architectural emphasis. Add a new bullet point, 'Open Space definition: define the edges of key open spaces with quality architectural treatments which encourage and foster street activity, such as cafes, bars, retail frontage and active community/civic facilities'.</p>
J	Updates and Omissions	<p>Picking up on (B) above, the mature trees at Clarence Street are shown on figure 4.8 (pg 16), yet these are potentially in the way of a dualling scheme on Clarence street. How is this to be resolved?</p>
K	Updates and Omissions	<p>Character Area 1, pg 22</p> <p>Amend 'Commercial Road' to 'Commercial Road and Crombey Street' (grey box). Remove and amend references to the 2-way ring road.</p>
L	Updates and Omissions	<p>Character Area 3, pg 25</p>

		Regent Circus South, delete, 'Downgrade Crombey Street to one way west bound'.
M	Updates and Omissions	Parcel 3, pg 33 Change the height from, '4 storeys' to, 'up to 7 storeys'.
N	Updates and Omissions	Parcel 10, pg 47 Change the height from, '5 storeys' to, '5 storeys with scope to increase where appropriate'.
O	Updates and Omissions	Delete, 'Resolve level differences without prejudicing access by the mobility impaired' on page 49, and replace with, 'Resolve level differences to promote universal access'.
P	Updates and Omissions	Section 5 is updated to reflect the fact that the Local Plan is now adopted, and that a number of the then draft documents have now been adopted.