



Union Square, Swindon

Masterplan and planning application

Project details

Project

Mixed-use regeneration scheme delivering offices, shops, public car parking, apartments, town houses, leisure and community facilities in Swindon town centre

Client

HCA and MUSE Developments

Team

NEW Masterplanning, Robin Partington Architects, GVA, Alan Baxter & Associates, Peter Brett Associates

Date

September 2010 and ongoing

Contact

Doug Finlay
MUSE Developments

David Warburton

Homes & Communities Agency

Overview

NEW Masterplanning was appointed to review and improve the masterplan for Union Square in Swindon town centre.

Union Square is the most important regeneration site in the middle of Swindon town centre. It is strategically located between the shopping core and the rail station. It is mainly vacant but is home to an outdated bus station site and multi-storey car park.

Redevelopment will provide much needed modern office space, together with town houses, apartments, shops, cafes, a new bus station and new public spaces. Our review highlighted how the quality of the scheme could be improved and in particular how a new gateway and arrival space could be created. A key part of the review was to remove the existing roundabout and subway crossings and create a pedestrian friendly gateway space.

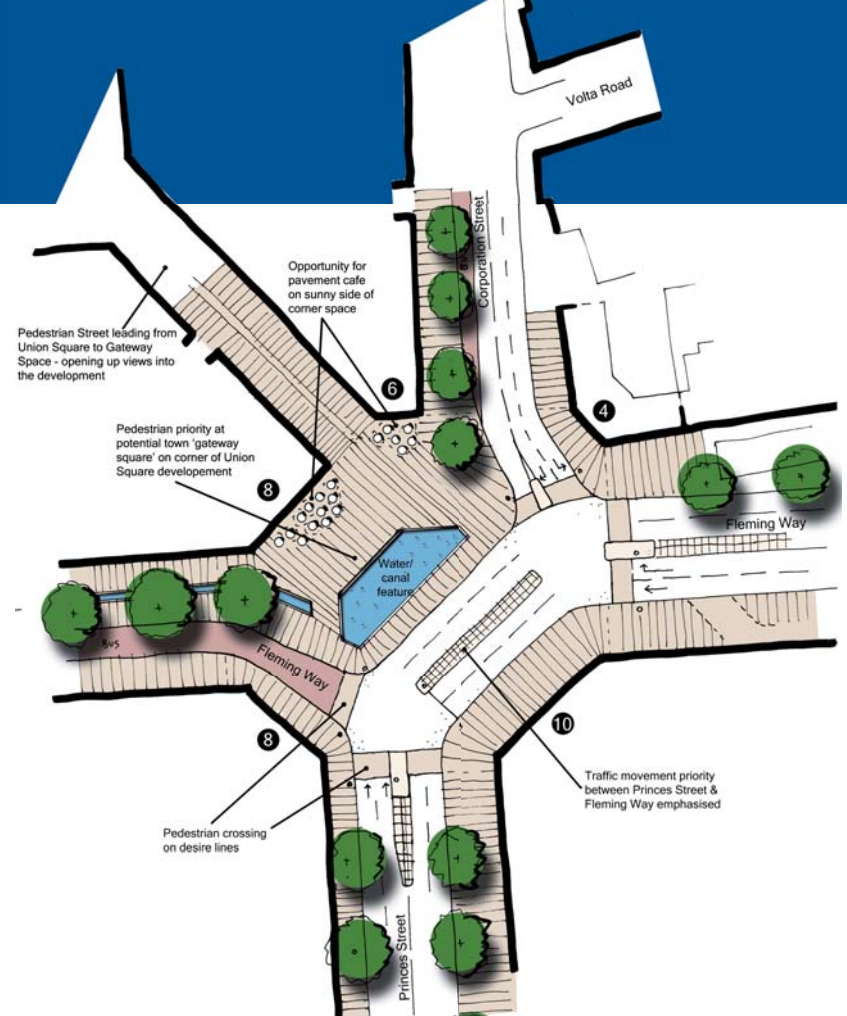
We were subsequently appointed to lead the masterplanning team and to lead presentations to council members and the local community. Following our changes the viability of the scheme was enhanced and received funding support from the Homes & Communities Agency. Working alongside Robin Partington Architects a planning application has been submitted and is currently being considered by Swindon Borough Council.

Key outputs:

- Masterplan
- Design review
- Viability appraisals
- Community engagement
- Planning application



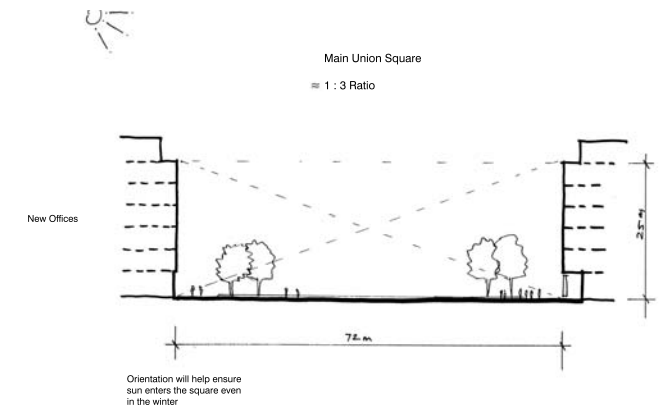
Use of working model to test design



Enhanced public realm as gateway to Union Square and Swindon town centre



Strategic location in central Swindon



Section showing the necessary building heights to provide enclosure to the space