

Appendix 4 – Objectives of the Bus Boulevard project

- 1.1 The Bus Boulevard will deliver a number of objectives which are set out in more detail below.
- 1.2 **Addressing weaknesses in the built environment**
 - 1.2.1 Removes the severance of Fleming Way and its underpass, transforming one of Swindon town centre's most important but least attractive gateways
 - 1.2.2 Replaces the tired, poor quality existing bus station and improve perceptions of passenger security, thereby increasing bus patronage
- 1.3 **Creating a good first impression and enabling Kimmerfields**
 - 1.3.1 Improves Swindon's front door, creating an attractive route from the train station into the town and encouraging inward investment
 - 1.3.2 Kimmerfields to be a transformative place, by creating a high quality setting for it, raising its potential and its land values (a viewpoint endorsed by Savills)
 - 1.3.3 Frees up a prime Kimmerfields development parcel on the site of the existing bus station raising the developable area of the site by at least 20% increasing development value
- 1.4 **Making bus travel attractive**
 - 1.4.1 Creates bus stops where the operators want them to be, adjacent to the shopping centre, and consolidates all bus stops into one interchange location improving bus user convenience
 - 1.4.2 Makes bus use far more attractive and thereby encourages modal shift, supporting the sustainable development of the urban extensions
- 1.5 **A unique new green boulevard**
 - 1.5.1 Reimagines Fleming Way as an attractive new green spine, a linear park in the town
 - 1.5.2 A unique new bus facility and focal public space that the South West Design Review Panel feel would 'put Swindon on the map'