

To: Planning and Property Policy Board

On: 24 January 2017

Report by: Director of Development and Housing Services

Heading: Town Centre Strategies – Renfrew and Erskine

1. Summary

- 1.1 The Planning and Property Policy Board previously approved Draft Town Centre Strategies for Renfrew and Erskine as the basis for consultation with local communities and key stakeholders. A publicity and consultation exercise was undertaken in late 2015 and a summary of the representations received from the consultation was presented to the Board on 26 January 2016.
 - 1.2 The outcomes from the consultation exercise have been considered and finalised strategies for Renfrew and Erskine have been prepared for Board approval.
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2. Recommendations

- 2.1 It is recommended that the Board:-
 - (i) Approves the Town Centre Strategies for Renfrew and Erskine. (to follow)
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3. Background

- 3.1 The commitment by Renfrewshire Council to produce Town Centre Strategies reflects Scottish Planning Policy in promoting a 'Town Centre First' approach and forms part of a suite of innovative measures which the Council are implementing to support all of Renfrewshire's centres.

- 3.2 The strategies explain the role of each centre, their strengths and potential for future enhancement, identifying priorities for action and opportunities for change. They set out a vision for successful, sustainable town centres which support economic growth and provide a commercial, social and cultural focus for local communities.
- 3.3 In preparing the Strategies, a consultation exercise was undertaken to ensure that proposals and priorities within the documents reflect the needs and aspirations of local communities and key stakeholders. To support the consultation exercise for Erskine, funding was secured from the Scottish Government to deliver a design charrette in February 2016.
- 3.4 The representations received from the consultation exercise have now been taken into consideration. Finalised strategies for Renfrew and Erskine have been prepared. A report summarising the outcomes of the design charrette for Erskine is available on the Council's website.
4. **Next Steps**
- 4.1 The delivery of actions identified within the centre strategies will require to be progressed in partnership with the public and private sectors, local community representatives, key stakeholders, Community Planning Partners and funding bodies. The Council will work to identify opportunities and mechanisms to assist implementation of the actions.
- 4.2 Delivery of actions within the strategies is anticipated to be monitored on an annual basis and reported to Board as appropriate. The strategy documents will be updated on a two yearly cycle.
- 4.3 Finalised strategies for Linwood and Braehead centres will be presented to future meetings of the Board.
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Implications of the Report

1. **Financial** – None
2. **HR & Organisational Development** – None
3. **Community Planning – Jobs and the Economy** – The town centre strategies promotes Renfrewshire as one of the best locations in Scotland to invest as well as encourage successful town centres through regeneration that contributes positively to local communities and economic growth.
4. **Legal** – None
5. **Property/Assets** – None
6. **Information Technology** – None
7. **Equality & Human Rights**
 - (a) The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of

individuals' human rights have been identified arising from the recommendations contained in the report.

8. **Health & Safety** – None
9. **Procurement** – None
10. **Risk** – None
11. **Privacy Impact** - None

Appendix 1

Town Centre Strategies for Renfrew and Erskine.

List of Background Papers

- (a) None

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Renfrewshire centre strategy

Renfrew

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1. Introduction

This strategy provides a framework for the future growth of Renfrew town centre. It considers the social, economic and environmental characteristics of the centre and sets out a range of actions which will assist in enhancing its role as a retail, employment, social, civic and cultural hub.

The strategy has been prepared to reflect Scottish Planning Policy in supporting the health

of town centres and to assist in delivering the spatial strategy and objectives set out in the Renfrewshire Local Development Plan.

The key objective of the strategy is to enable the town centre to continue to thrive and where possible grow, ensuring that it is fit for purpose and can adapt to changing markets, needs and demands.

The strategy identifies a number of actions to deliver this objective. These include:

- Working with landowners, developers and others to bring forward vacant buildings and sites for reuse and development, contributing to economic activity and enhancing the environment of the centre;
- Promoting new and complementary uses to support economic activity and increased footfall with the centre;
- Supporting public, private and community partners to deliver new uses, activities and events;
- Targeting investment to strengthen pedestrian links to the town centre;
- Ensuring the town centre is more accessible by walking, cycling and public transport;
- Continue to deliver an attractive, clean and secure town centre; and
- Continue to monitor and improve traffic management

Actions in the strategy have been developed in consultation with local residents, community groups, businesses and Community Planning Partners. Their continuing support will be crucial for successful delivery. Actions will be taken forward in close partnership with these groups and all of those who have an interest in the future of Renfrew.



2. Renfrew Today

Renfrew lies 4 miles north east of Paisley and is the second largest settlement in Renfrewshire with a population of just under 22,000.

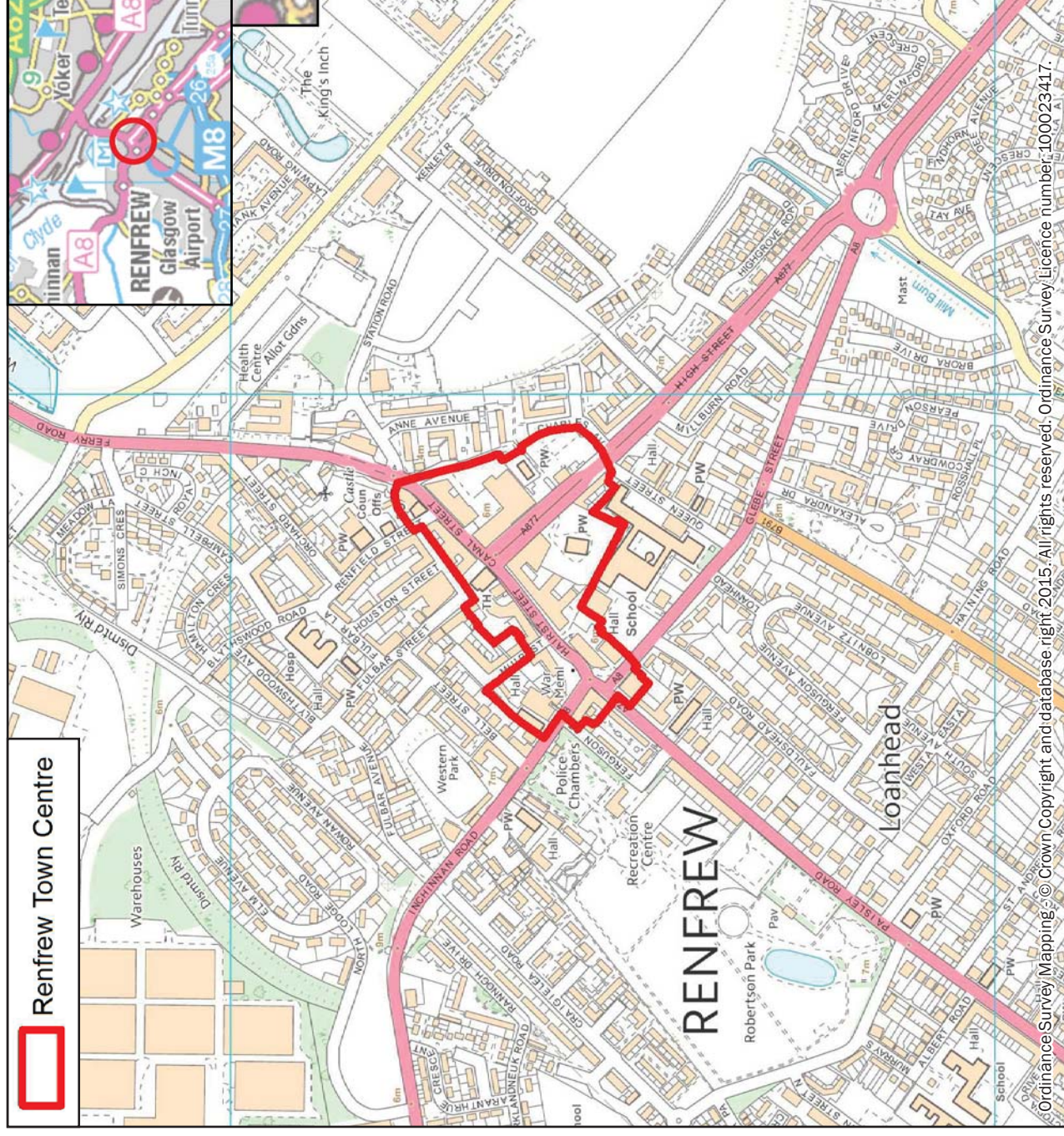
The town has strong transport links to Glasgow and the wider central belt both through road and river. The M8 motorway lies less than a mile to the east and the town is supported by extensive bus services which provide connections to surrounding settlements and Glasgow. A ferry service provides a connection across the River Clyde to Glasgow. The town also benefits from the close proximity of Glasgow Airport to the west.

The town centre lies to the northern edge of Renfrew, a short distance from the River Clyde. It has a distinctive historic character with a rich industrial heritage as well as strong civic, cultural and retail functions.

Role

The mix of uses within the centre and strong transport connections establish Renfrew as a Core Town Centre in the Renfrewshire Local Development Plan (2014).

The centre is recognised as a having an important role in providing key services for both the local population and settlements such as Erskine, Inchinnan and Bishopston.



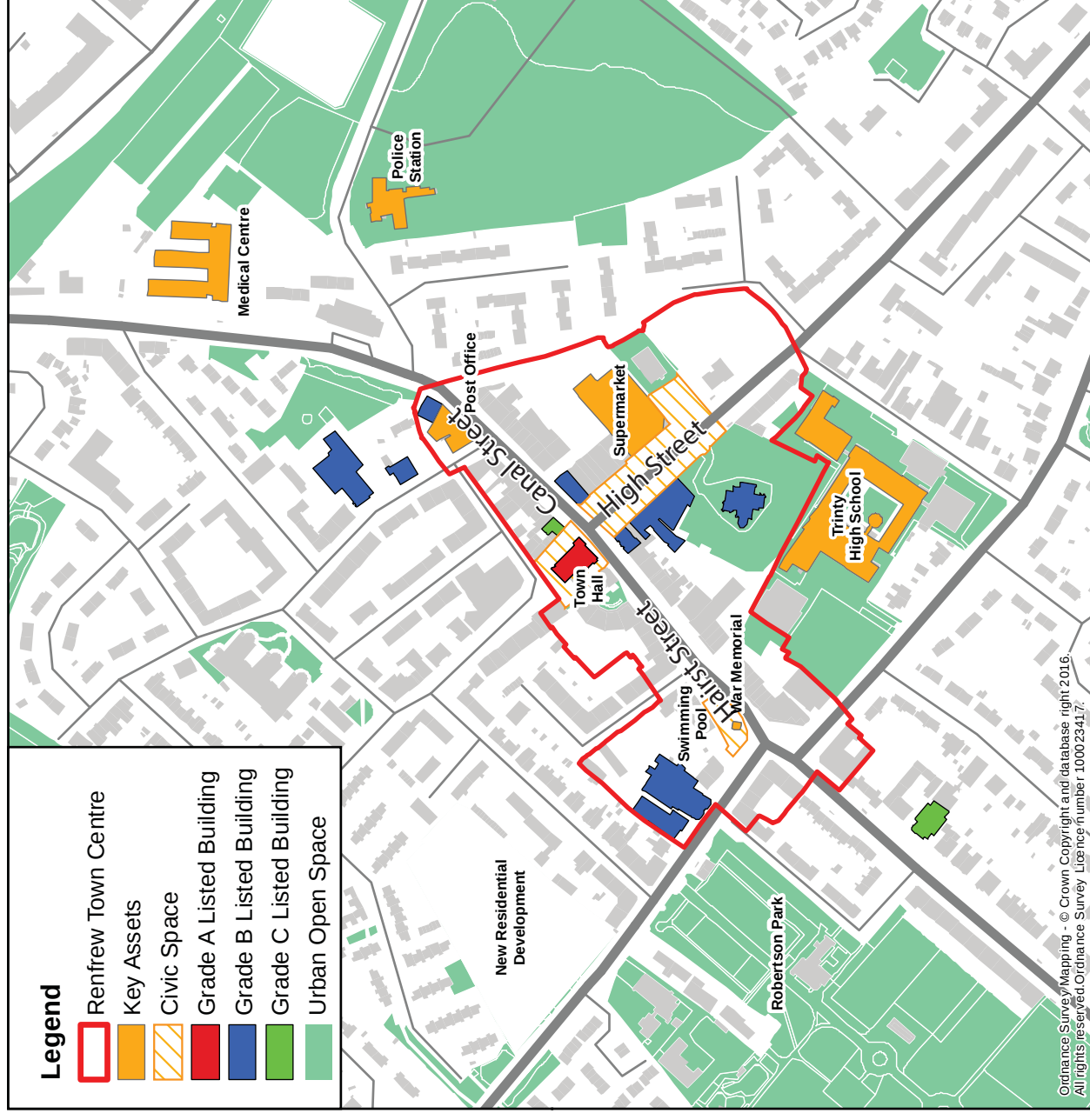
Town Centre

The town centre is focussed around the three main shopping streets of Hairst Street, High Street and Canal Street. The Town Hall lies in a prominent location at the junction of these streets and is the key civic building within the town, with a range of community spaces and Renfrew Community Museum. Other key buildings such as Renfrew Health Centre and Police Station lie immediately adjacent to the town centre.

A mix of office and particularly residential uses are located within upper floors of properties across the town centre.

The historic Robertson Park lies on the southern edge of the centre. This is a focus for leisure and recreation, offering a range of formal and informal activities.

Key Assets



3. Health Check

Scottish Planning Policy (SPP) identifies the need to monitor the performance of town centres.

Health Checks are used to collect a range of indicators which create a 'picture' of a town centre and help to show how it is performing. Findings should be used to develop a strategy to deliver improvements to the town centre.

The indicators below have informed the preparation of the Renfrew Town Centre Strategy and will be used to monitor progress in the town centre.

Population

Data from the 2011 census indicates that the town has a population of just under 22,000 with some 10,000 households.

The demographics of Renfrew largely reflect those of Scotland as a whole. The key differences from national averages are that Renfrew has:

- More one person households (Renfrew 39.5%, Scotland 34.7%)
- More owner occupied properties (Renfrew 69%, Scotland 62%)



Built Environment

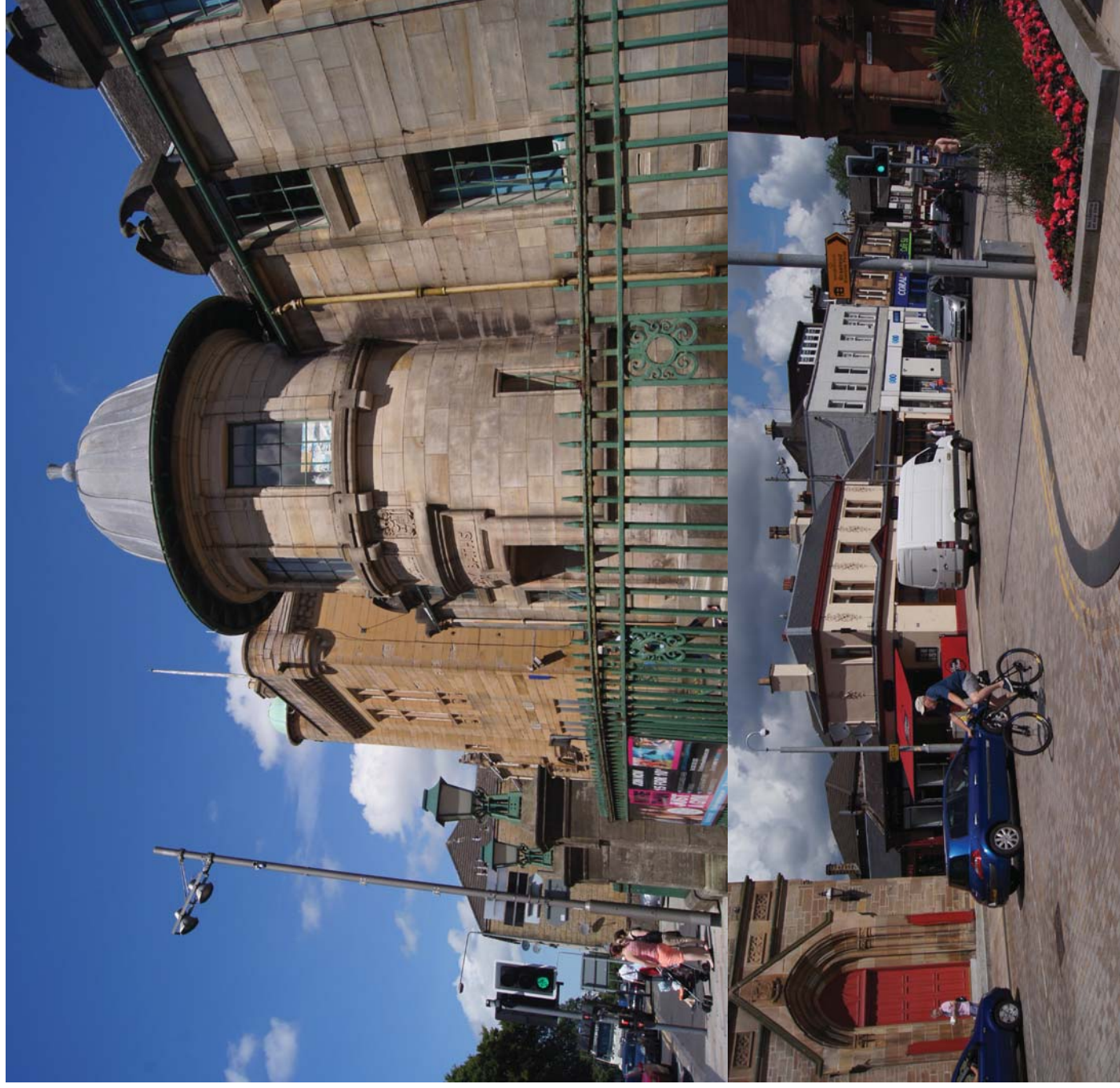
The form of the town centre reflects Renfrew's industrial heritage and is set around the core of Hairst Street, High Street and Canal Street. The Town Hall provides a civic focal point in the centre of Renfrew; public spaces are also located at the War Memorial and High Street.

The central location of the Town Hall and the public spaces provide a strong focus for a variety of uses and events. As such they play an important role in supporting the economy of the town centre as a destination and encouraging visitors to stay for longer periods throughout the year.

Key Buildings

The centre is characterised by a range of buildings which include traditional sandstone tenements to more modern office and retail developments.

There are a number of listed buildings within the centre, including the Town Hall and Victory Baths. These are assets which reflect the distinctive identity of the town and contribute to a sense of place. The buildings also positively influence the perception of the centre and its attractiveness as a destination.



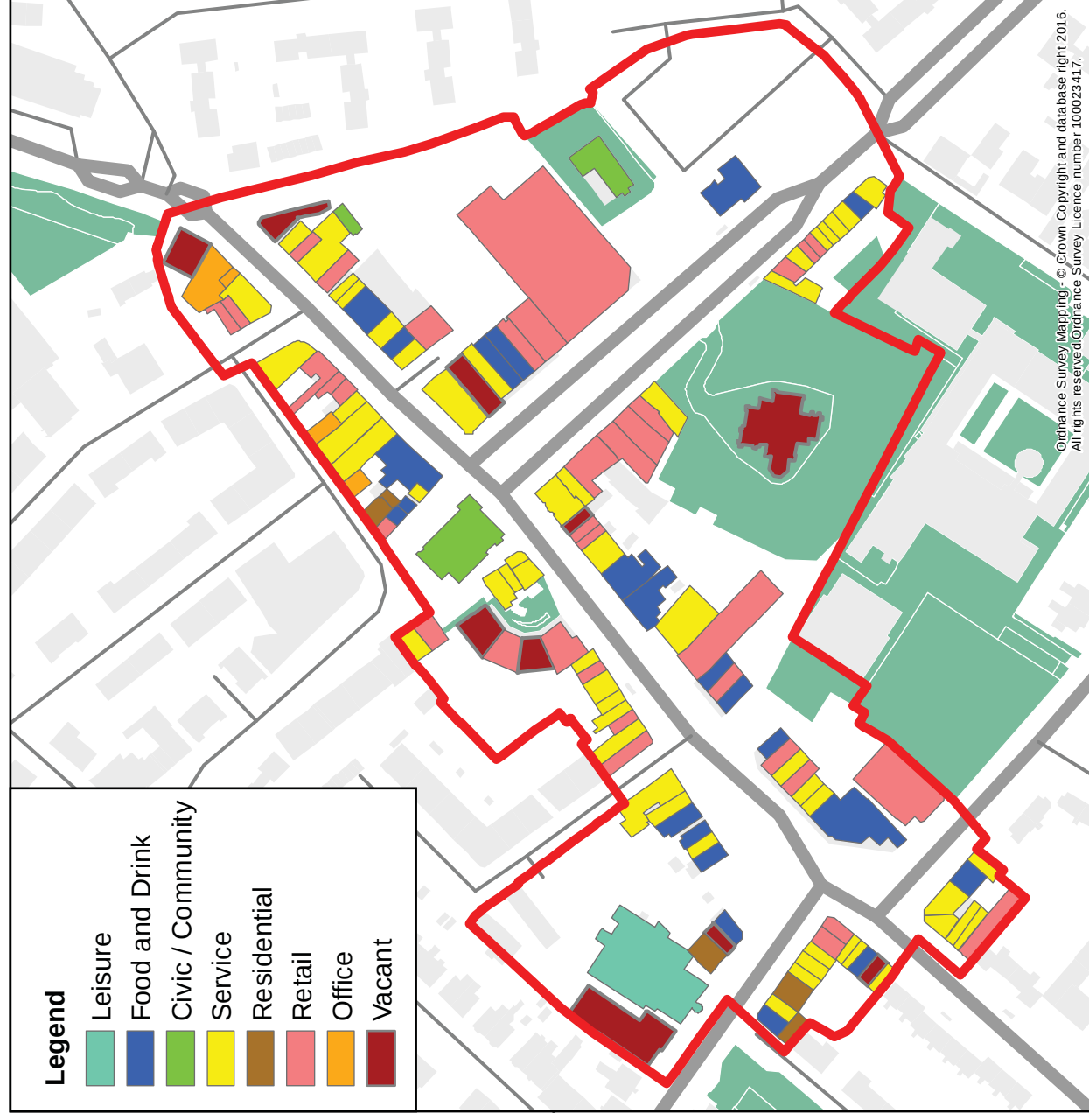
Land Use

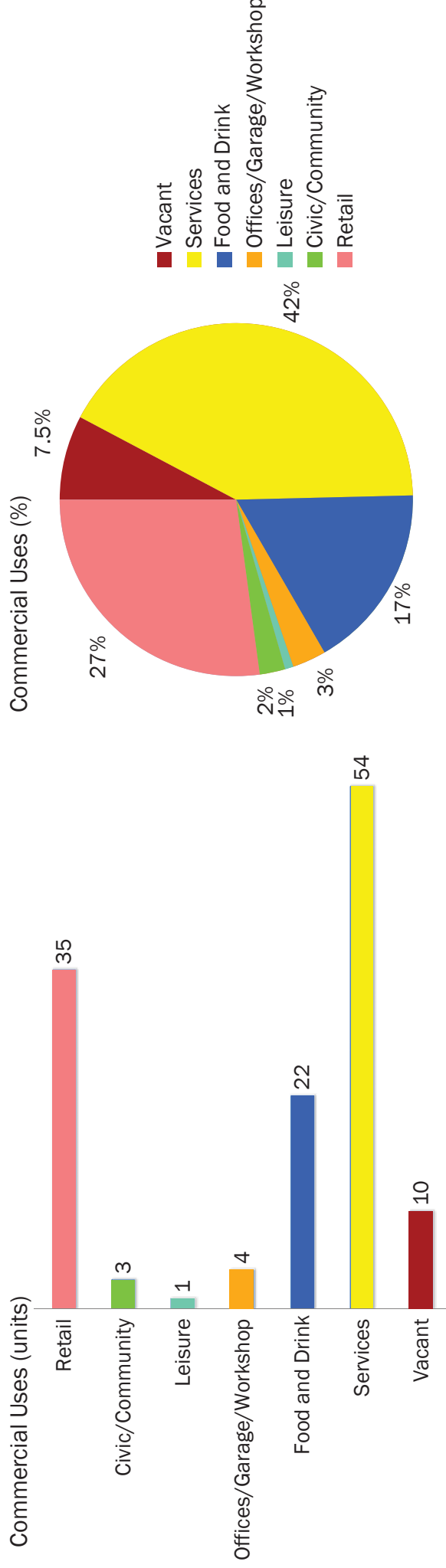
Renfrew has a buoyant and diverse retail mix which reflects the important role of the town as a centre for both local residents and surrounding settlements. The centre comprises of 20,000 square metres of floorspace providing a range of uses.

Retail is concentrated mainly on Hairst Street, High Street and Canal Street, with pockets at Paisley Road, Inchinnan Road and Glebe Street.

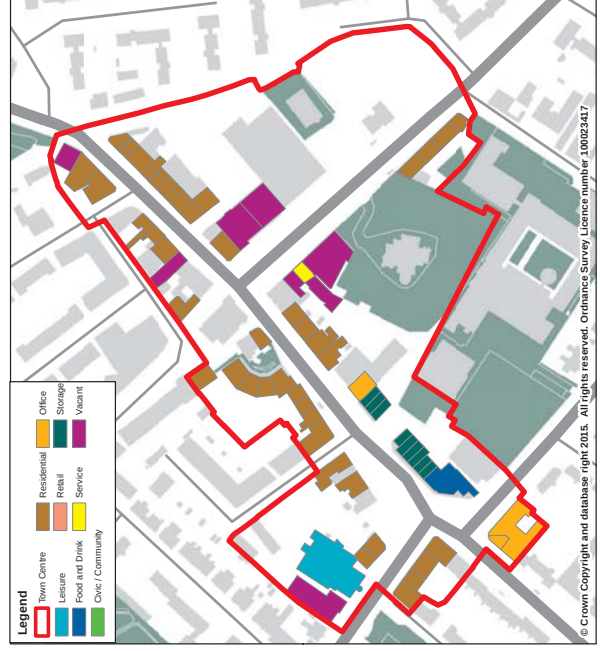
Retail vacancy levels within the centre (2 units, 1.4%) are relatively low and have reduced over the last five years, on par with the Scottish average.

Land Use - Ground Floor at 2016

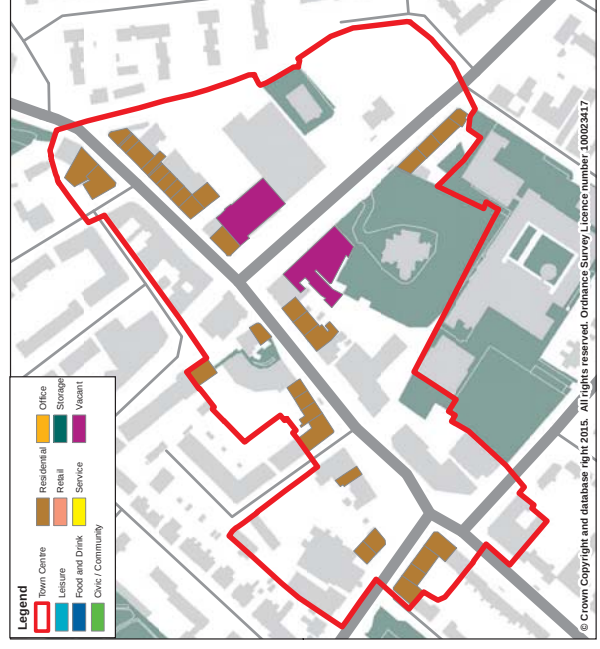




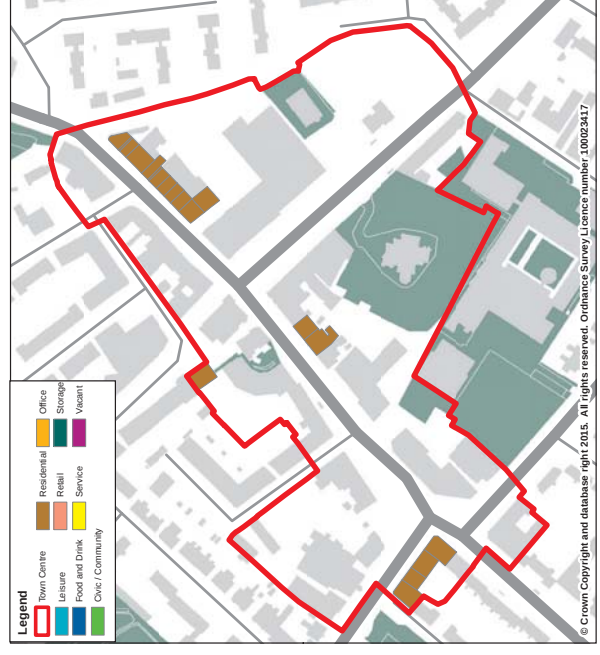
Land Use - 1st Floor



Land Use - 2nd Floor



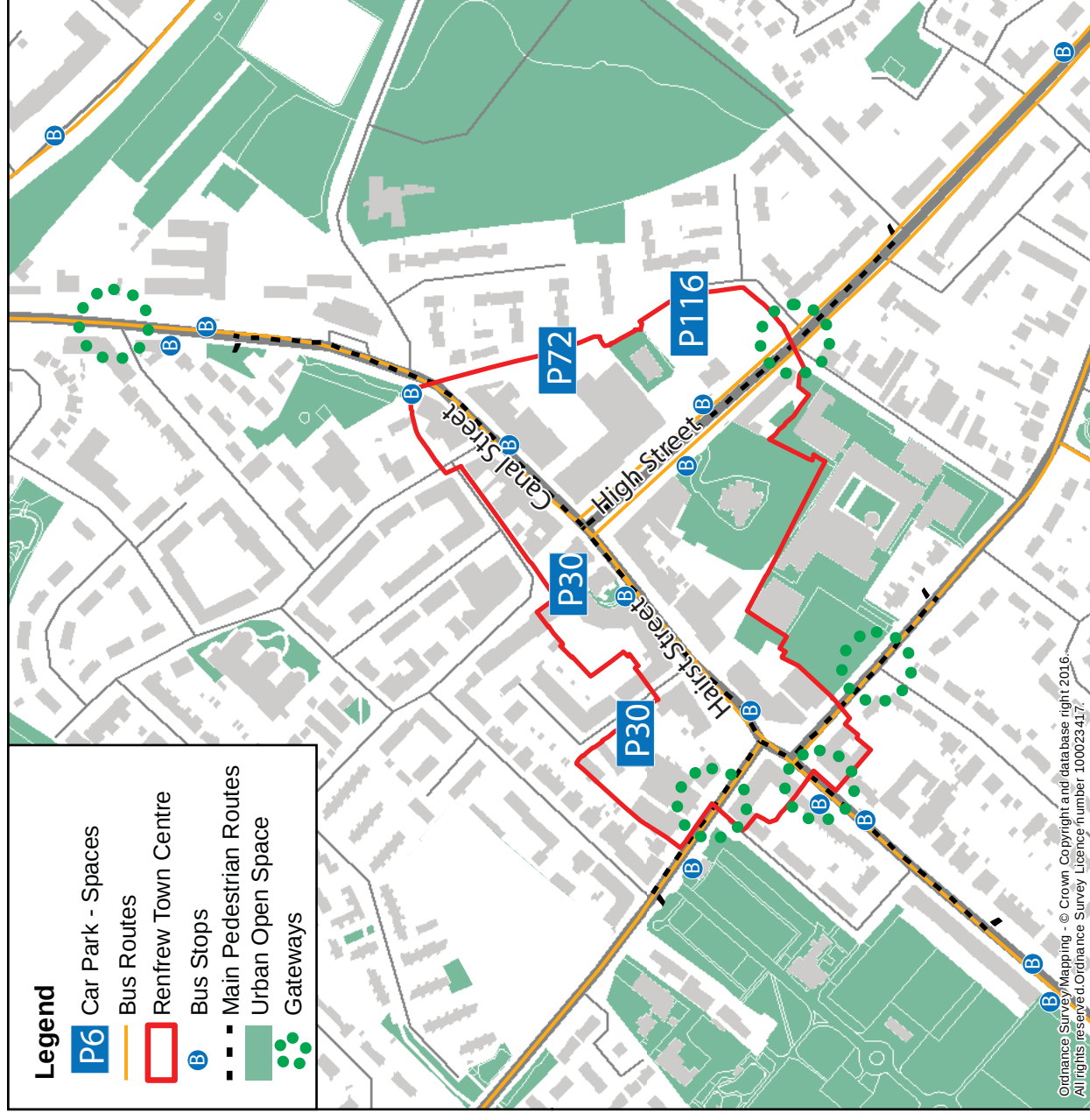
Land Use - 3rd Floor



Pedestrian Environment

Key pedestrian routes within the centre are of high quality, particularly the core shopping streets. Outwith the town centre core, potential exists to deliver further enhancement to key routes, to improve connections between places, increase dwell time and support the local economy.

Accessibility



Development Activity

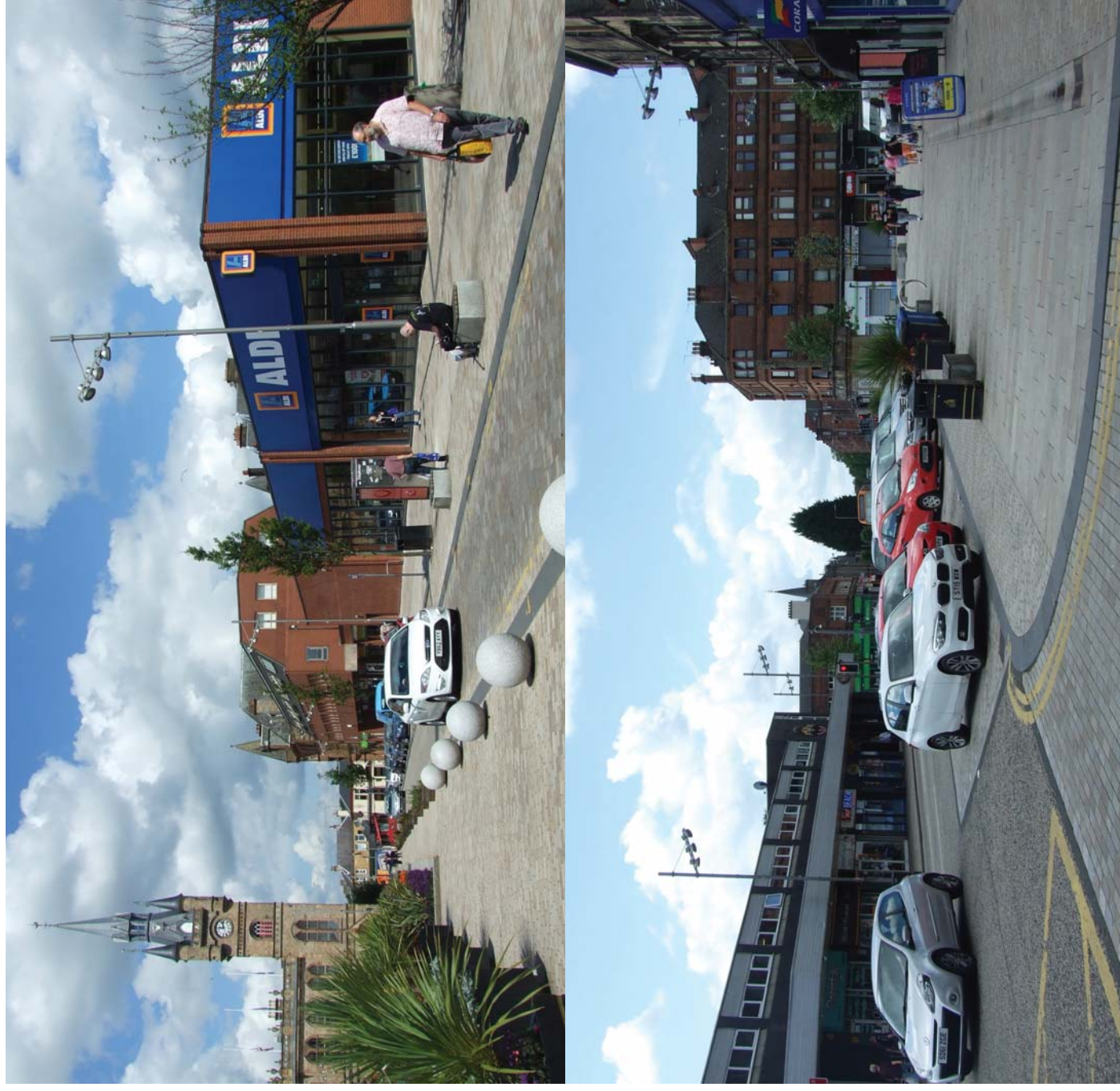
Forty two planning applications were approved over the period 2012-2016. The most significant of these related to refurbishment of the Aldi foodstore and residential development at the former Western Park football ground. The remainder focussed on works such as change of use, extension or improvement to existing premises.

The Council's Retail Improvement Scheme supported 22 businesses to improve retail frontages within the town centre between 2013-2015.

The Renfrew Town Centre Simplified Planning Zone (SPZ) has been in place since August 2015 and has enabled a range of small scale alterations and changes of use to take place.

Parking

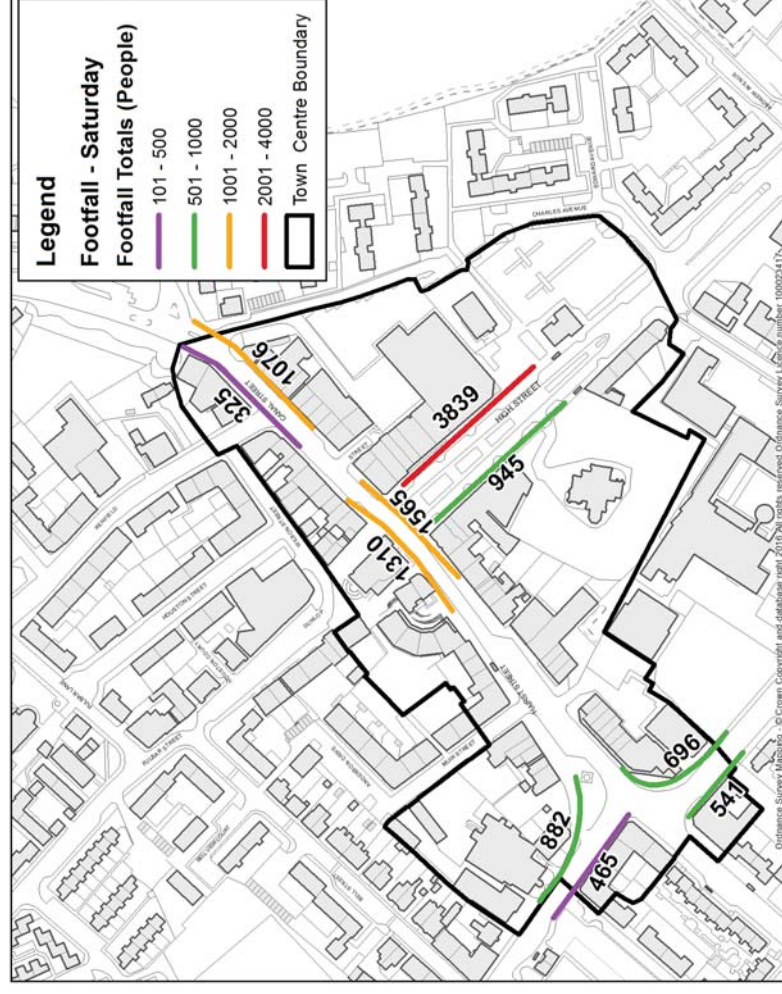
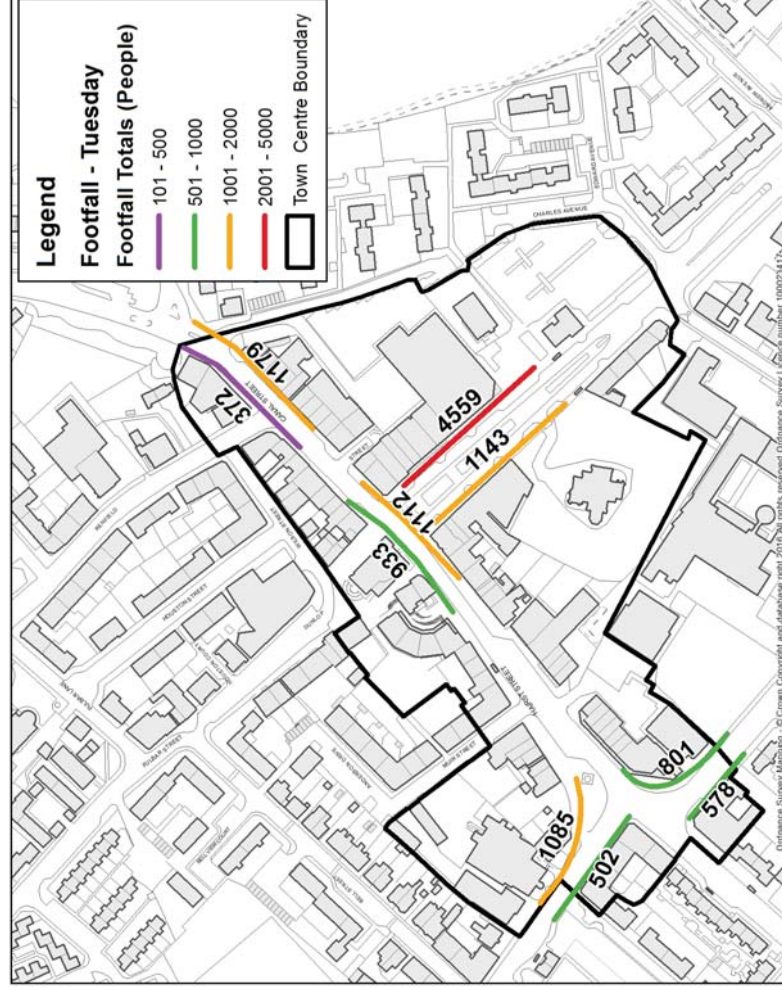
There are four car parks within Renfrew town centre, offering a capacity of 248 spaces. Designated parking bays are available on Hairst Street, High Street and Canal Street. Further 'on street' parking is also available in areas around the town centre.



Footfall

A footfall survey was commissioned as part of the town centre Health Check. The results are based on an analysis of footfall between 7am and 9pm on both a weekday and a weekend.

The outcomes of the survey indicate that footfall locations are relatively similar during the working week and weekend. The highest levels of footfall can be identified at the Historic Cross, around the Town Hall, the northern side of High Street and eastern edge of Canal Street.



4. Key Opportunities

Action and Investment

Renfrew town centre has performed well in recent years with relatively few vacancies. Major investment in the centre has strengthened community and cultural attractions, encouraged private sector investment and significantly improved the town centre environment. This has delivered:

- Refurbishment of the Town Hall, including community spaces, marriage suite and museum;
- New community facilities including a Health and Social Care Centre and Police Station;
- Investment in the town centre environment and civic spaces, including footpath, street furniture and lighting improvements;
- A new town centre car park offering an additional 30 spaces adjacent to the Town Hall at Dunlop Street;
- The creation of a town centre Simplified Planning Zone (SPZ), encouraging investment in the area by allowing alterations and enhancements;
- Support for town centre businesses through the Retail Improvement Scheme.



Opportunities

Further investment is planned in the coming years. Two projects within the Glasgow and the Clyde Valley City Deal programme will provide major investment in Renfrewshire's transport network. A new bridge across the River Clyde from Renfrew will improve links between Renfrewshire, Glasgow and West Dunbartonshire while a new route west of Kings Inch Road will improve accessibility to Meadowside and Glasgow Airport. The investment aims to create jobs, and unlock development potential in the town.

Works to enhance the path network and open spaces in Robertson Park are anticipated to commence in 2017 and present an opportunity to strengthen and enhance the role of the park as a focus for leisure and recreation in the town.

Some key buildings within the town centre, including the former Police Station, are currently vacant. These are common good assets and resources which must be used to benefit the local community. Partnership working will continue to unlock the potential of these buildings to ensure they once again play an important role in the town.

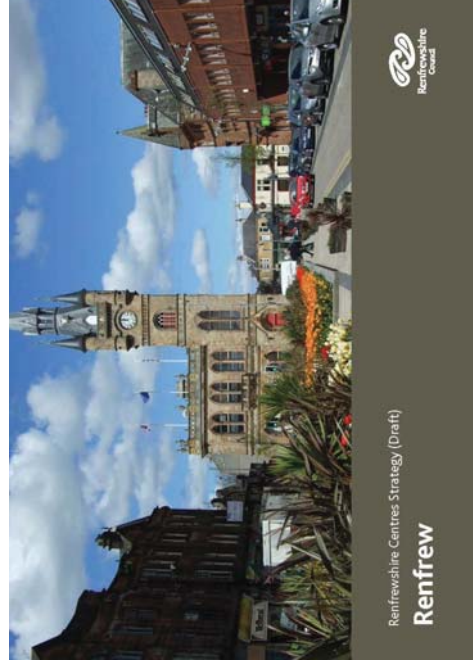


5. Consultation

Actions within the strategy have been developed in consultation with local residents, businesses and stakeholders.

A draft Town Centre Strategy was prepared by the Council as a basis for consultation over three months in late 2015. This included:

- Meetings with local organisations including Renfrew Development Trust and Renfrew Community Council
- One to one contact with local retailers, businesses and residents
- Online consultation, using the Council's website and social media pages to gather views
- Publicity including the main page of the Council's website, social media and local press



The responses to the consultation provided comments and feedback on priorities for action. In summary, these were:

- Reuse of key vacant buildings within the town centre;
- Better management of traffic to improve access to and flows through the centre;
- Support for the growth of small businesses;
- Improvements to key pedestrian routes to and from the town centre, particularly Ferry Road;
- Better use of key civic spaces for events.



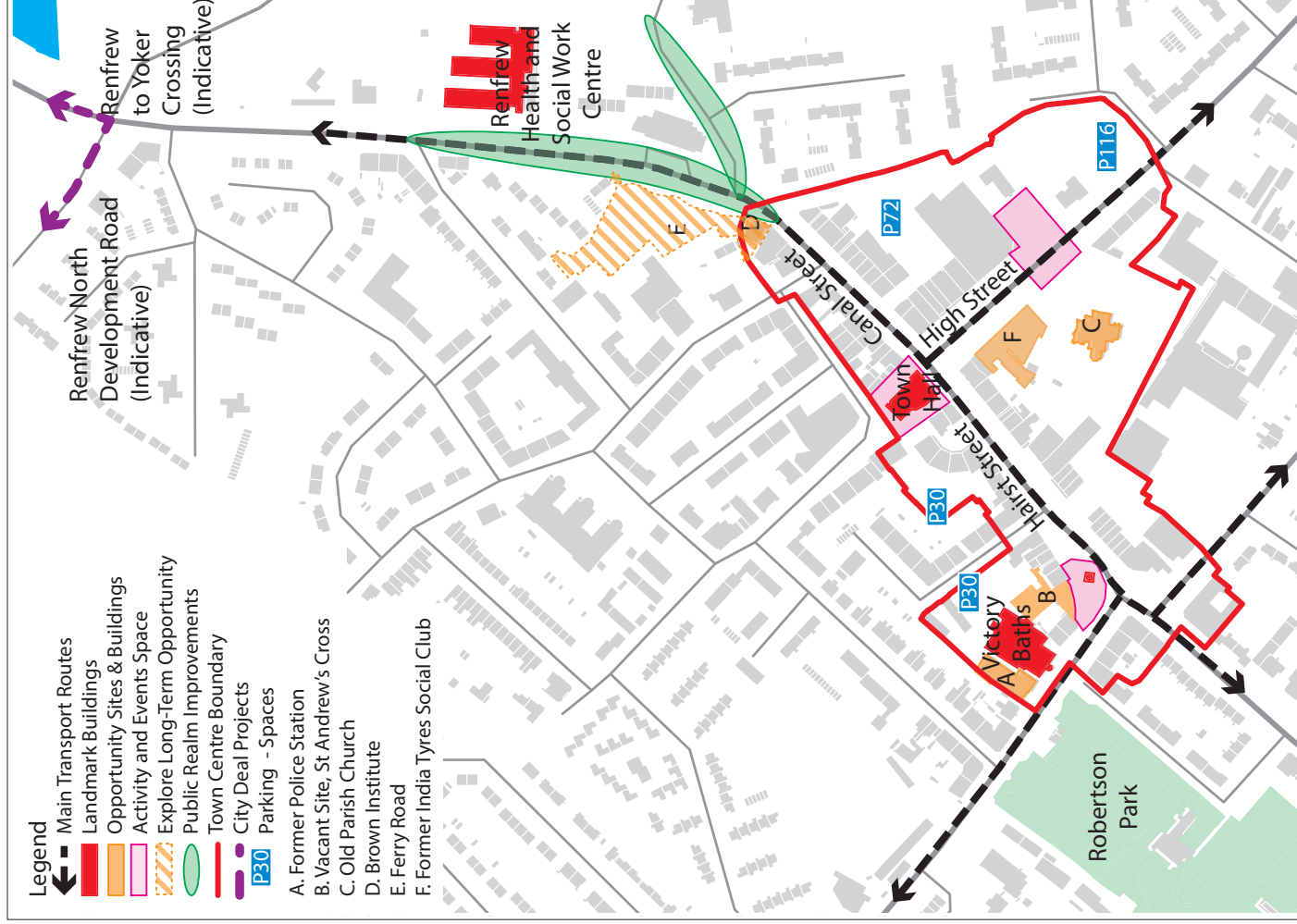
6. Proposals

Through consultation a range of proposals have emerged which will support the physical, social and economic growth of the town centre.

The key actions are identified in the Key Diagram and are grouped into three themes as follows:

- Theme 1: Transport and Connections
- Theme 2: Town Centre Environment
- Theme 3: Enhancing the Local Economy

Key Diagram



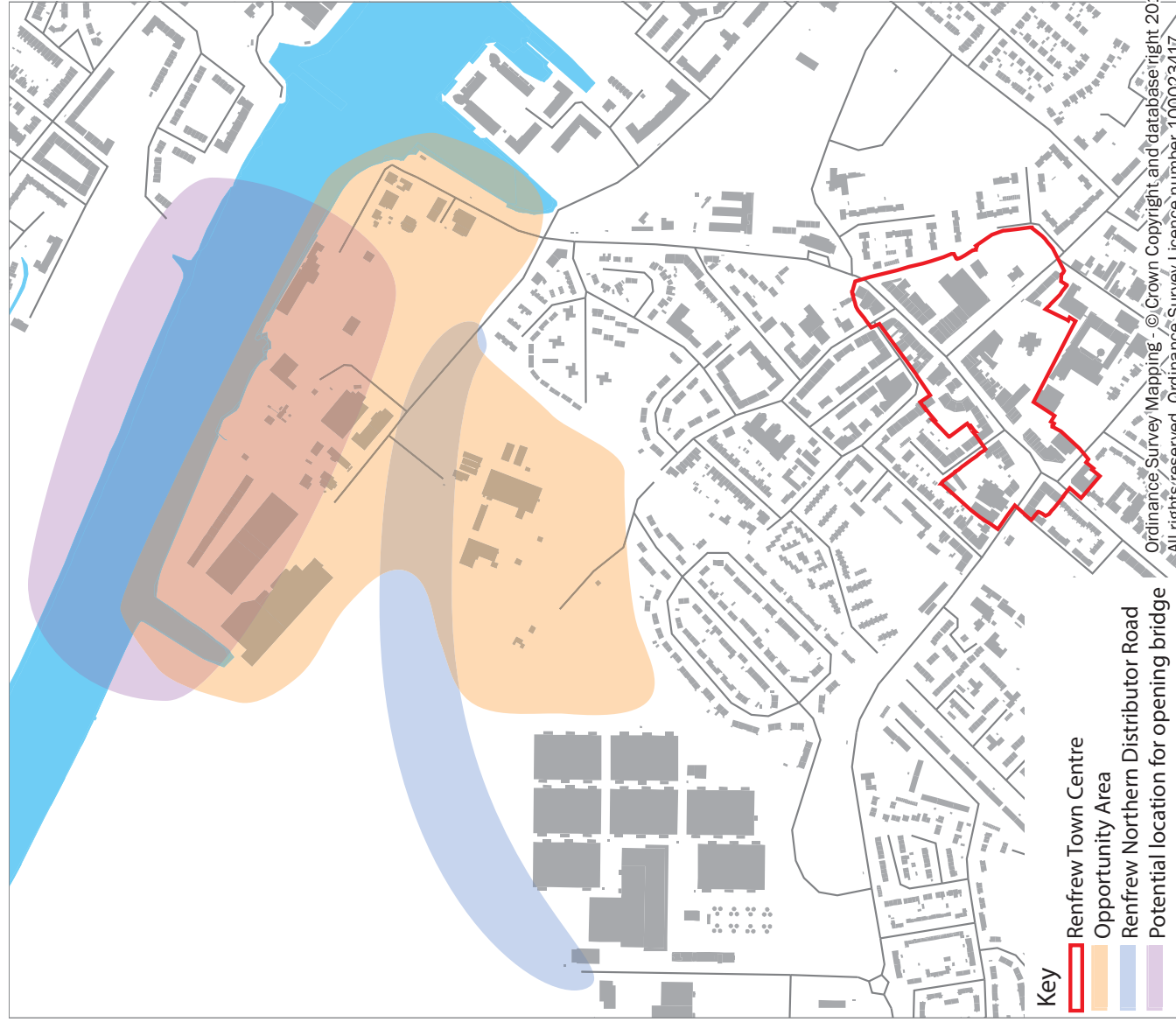
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Theme 1: Transport and Connections

Delivery of City Deal projects in Renfrew will improve the accessibility of the town centre, presenting enhanced opportunities for investment, supporting increased numbers of visitors, businesses and residents. As well as improving connections, the projects will support traffic management in the town.

Key Actions

- Develop and deliver City Deal projects to improve transport connections between Renfrew and the wider Clyde Valley region – to support investment and increased economic activity in the town centre;
- Develop and deliver City Deal projects to enhance traffic management in and around Renfrew;
- Explore opportunities to strengthen key pedestrian routes and connections between the town centre and developments at the River Clyde – to increase footfall and create economic benefits for existing retailers and businesses;



Theme 2: Town Centre Environment

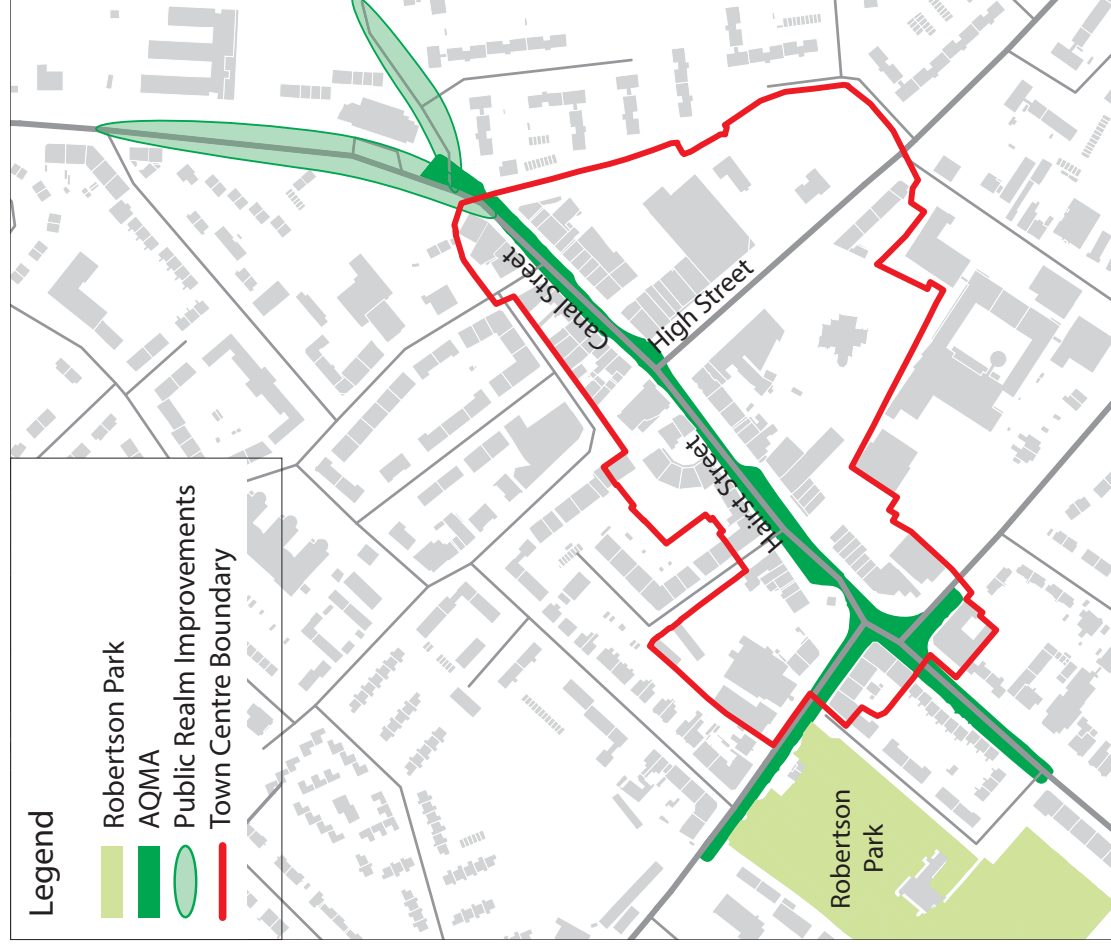
It is important that Renfrew's town centre looks good, feel safe and attracts visitors, residents and businesses.

The public realm within the town centre is of high quality and has benefitted from significant investment in recent years. Opportunities exist to further improve the environment of the centre and pedestrian routes, linked to City Deal and delivery of investment in Robertson Park.

To ensure the quality of the centre is maintained to a high standard, the Council delivers a regular programme of street cleaning and litter picks.

Community wardens patrol the town centre daily, responding to community safety and environmental concerns. Town centre locations are covered by manned CCTV.

An Air Quality Management Area (AQMA) has recently been designated in the town, focussed on St Andrew's Cross, Hairst Street and Canal Street. This supports the preparation of an action plan and delivery of actions which seeks to improve air quality within the town centre.



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Key Actions

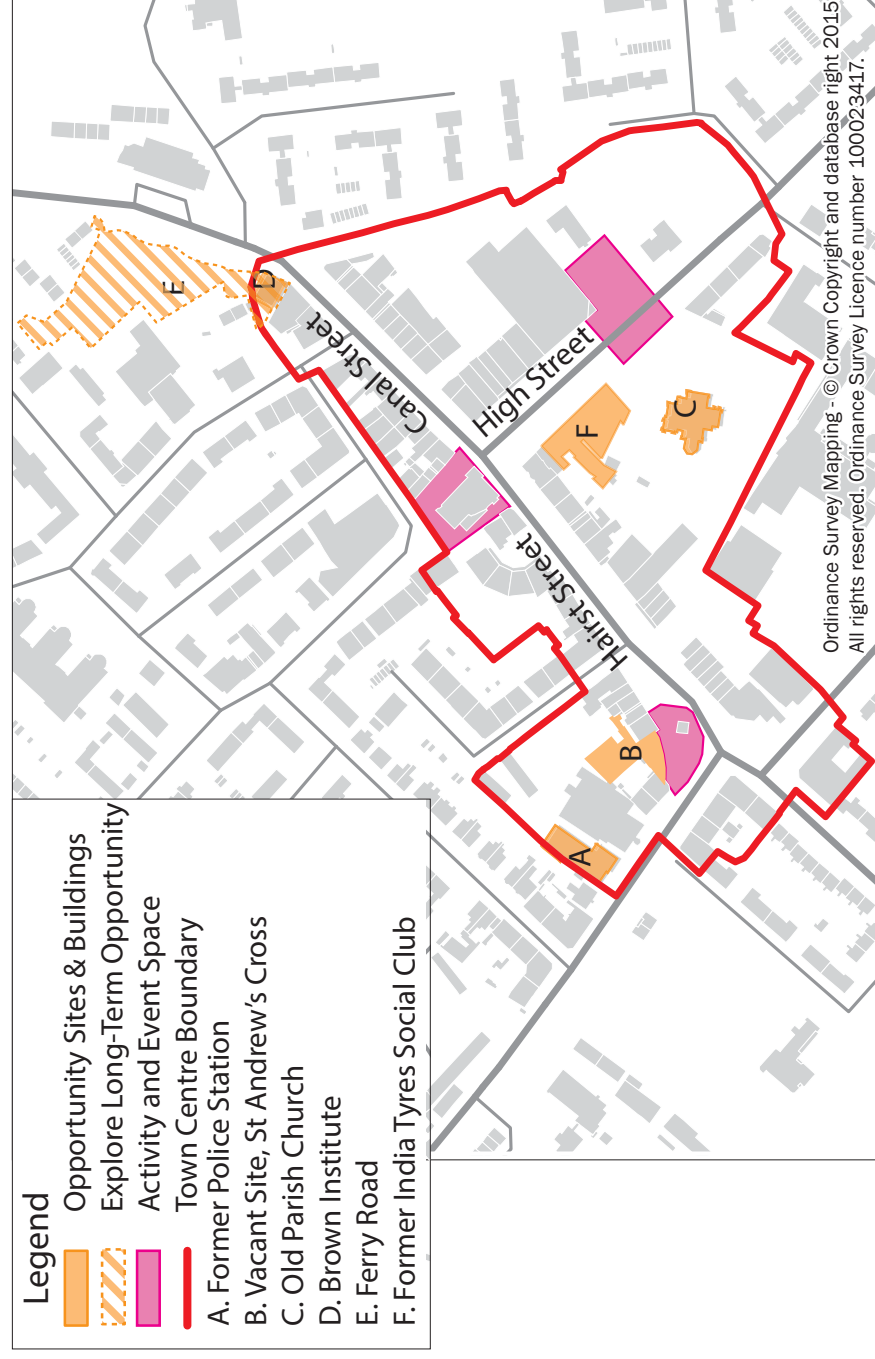
- Deliver investment to enhance Robertson Park as a leisure and recreation destination within the town;
- Explore opportunities to improve key pedestrian routes to Robertson Park – to increase footfall and create economic benefits for existing retailers and businesses;
- Continue to invest in a regular programme of town centre maintenance including street cleaning and litter picks;
- Prepare action plan in support of AQMA and deliver action to improve air quality in the town centre;

Theme 3: Enhancing the Local Economy

Vacant buildings and underused sites within the town centre present a great opportunity to introduce new uses which support the local economy and help to enhance the town centre. Buildings such as the former Police Station and the Brown Institute lie in key locations.

Successful redevelopment would also improve the environment of the town centre and the positive image of the town as a place to invest, visit and live.

A key element of actions under this theme is working with the private sector and community groups to deliver new uses, projects and events which support the local economy.



Key Actions

- Support local community groups such as Renfrew Development Trust and Renfrew Community Council to deliver new projects and events for Renfrew which support town centre activity and the local economy;
- Prepare and implement development briefs which support redevelopment and changes of

use at vacant buildings and opportunity sites;

- Work with owners and developers to bring forward proposals for key buildings such as the former India Tyres Social Club
- Use Retail Improvement Scheme funding to support the improvement of shopfronts within the town centre.

- Funding will also be used to encourage the creation of new business and support existing businesses throughout the town centre;
- Continue to promote the Simplified Planning Zone to encourage town centre investment.

7. Making it Happen

Implementation

Delivery of proposals identified in the strategy will require joint working between the public, private and community sectors. Timescales for delivery will require detailed discussion with partners however to help inform progress short, medium and long terms actions are identified.

The support of local residents, community groups, businesses and Community Planning Partners will be important for the successful delivery of the strategy. Actions will be taken forward in close partnership with these stakeholders and all of those who have an interest in the future of Renfrew.

Staying on Track

This strategy is non-statutory supplementary planning guidance to help deliver the spatial strategy and objectives set out in the Renfrewshire Local Development Plan.

The delivery of actions within the strategy will be monitored annually and progress reported to the Renfrew and Gallowhill Local Area Committee.

The strategy will be updated every two years.



Key Action Summary

Location/Project		Timescale
Theme 1: Transport and Connections		
Traffic Management	Develop and deliver City Deal projects to assist in enhancing traffic management	2-5 years
Ferry Road Corridor	Explore opportunities to improve pedestrian routes between the town centre and the River Clyde	2-5 years
Town Centre Accessibility	Deliver City Deal projects to improve transport connections to the town centre	2-5 years
Theme 2: Town Centre Environment		
Robertson Park	Deliver improvements to path network and open spaces	0-2 years
Community Safety	Continue programme of environmental enforcement and improvement activities	0-2 years
Town Centre Maintenance	Continue to invest in programme of town centre maintenance	0-2 years
Air Quality	Prepare Action Plan in support of Air Quality Management Area	0-2 years
Pedestrian routes	Explore opportunities to further improve key pedestrian connections	2-5 years
Theme 3: Enhancing the Local Economy		
Activity and Events	Work with local community groups to deliver new activities and events	0-2 years
Shopfront Improvements	Use Retail Improvement Scheme funding to enhance retail shop fronts	0-2 years
Simplified Planning Zone	Continue to promote the Simplified Planning Zone to facilitate investment	0-2 years
Development Briefs	Prepare and implement development briefs to support reuse of opportunity buildings and sites	0-2 years
Supporting Delivery	Consider use of legislative powers to assist in delivery of sites where appropriate	5-10 years
Opportunities for Change	Explore opportunities for change across the town centre	5-10 years

If you would like information in another language or format please ask us.

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو براۓ مہربانی ہم سے پوچھیے۔

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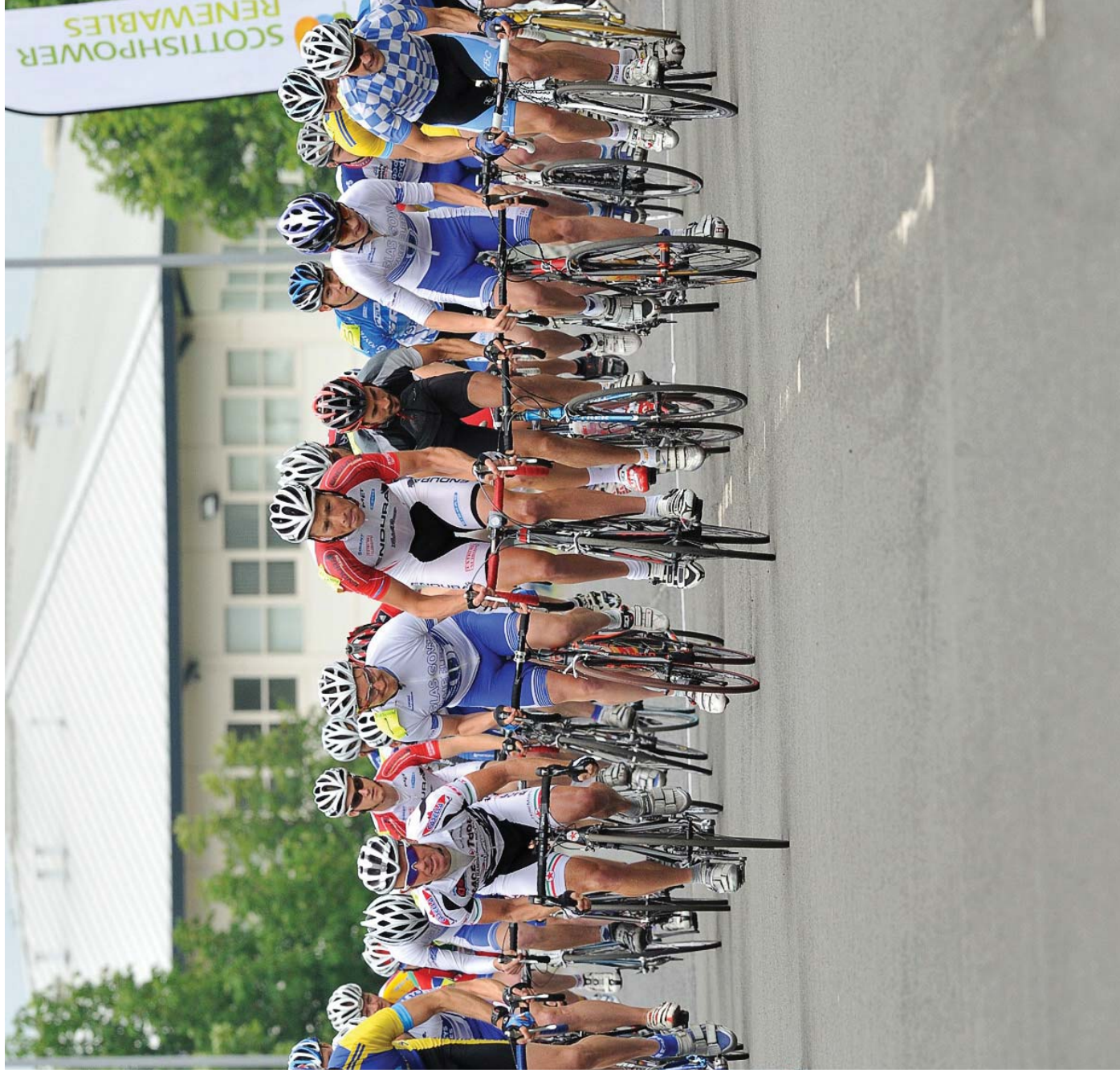


Renfrewshire centre strategy

Erskine

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1. Introduction

This strategy provides a framework for the future growth of Erskine town centre. It considers the social, economic and environmental characteristics of the centre and sets out a range of actions which will assist in enhancing its role as a retail, employment, social, civic and cultural hub.

The strategy has been prepared to reflect Scottish Planning Policy in supporting the health

of town centres and to assist in delivering the spatial strategy and objectives set out in the Renfrewshire Local Development Plan

The key objective of the strategy is to enable the town centre to grow, ensuring that it is fit for purpose and can adapt to changing markets, needs and demands.

The strategy identifies a number of actions to deliver this objective. These include:

- Identifying new and complementary uses to support economic activity and increased footfall within the centre;
- Supporting public, private and community partners to deliver new uses, activities and events;
- Considering opportunities for improved civic identity and community space within the centre;
- Ensuring the town centre is more accessible by walking, cycling and public transport,
- Continuing to deliver an attractive, clean and secure town centre;
- Working with public and private sector partners, community groups and local residents to develop proposals which enhance the recreational focus of the riverfront adjacent to the town centre;
- Support new uses within the Riverfront Transition Area.

Actions in the strategy have been developed in consultation with local residents, community groups, businesses and Community Planning Partners. Their continuing support will be crucial for successful delivery. Actions will be taken forward in close partnership with these groups and all of those who have an interest in the future of Erskine.



2. Erskine Today

Erskine lies 6 miles north of Paisley and is one of the largest settlements in Renfrewshire with a population of just over 15,000.

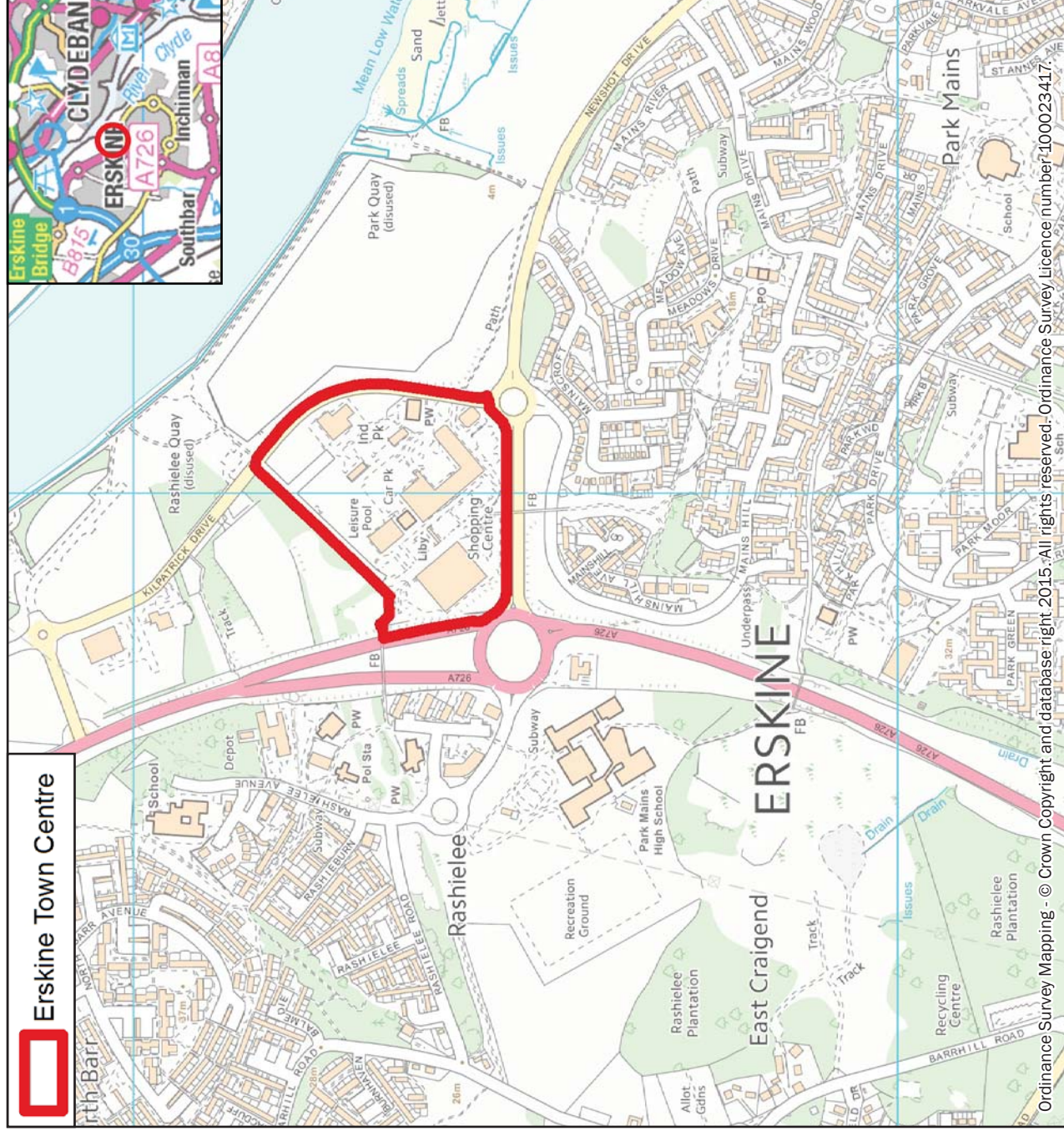
The town has strong road links to Glasgow and the wider central belt. The Erskine Bridge lies immediately to the west and provides links to the M8 motorway. The town is supported by extensive bus services providing connections to surrounding settlements and Glasgow. Bishopston Railway Station, two miles from the town, provides regular rail connections to Glasgow and Inverclyde.

The town centre lies to the north eastern edge of the town's built up area, between the main residential areas and the River Clyde.

Role

The mix of uses within the centre and strong transport connections mean Erskine is identified as a Core Town Centre in the Renfrewshire Local Development Plan (2014).

This recognises that the centre has an important role in providing key services for both the local population and settlements such as Bishopston and Inchinnan.

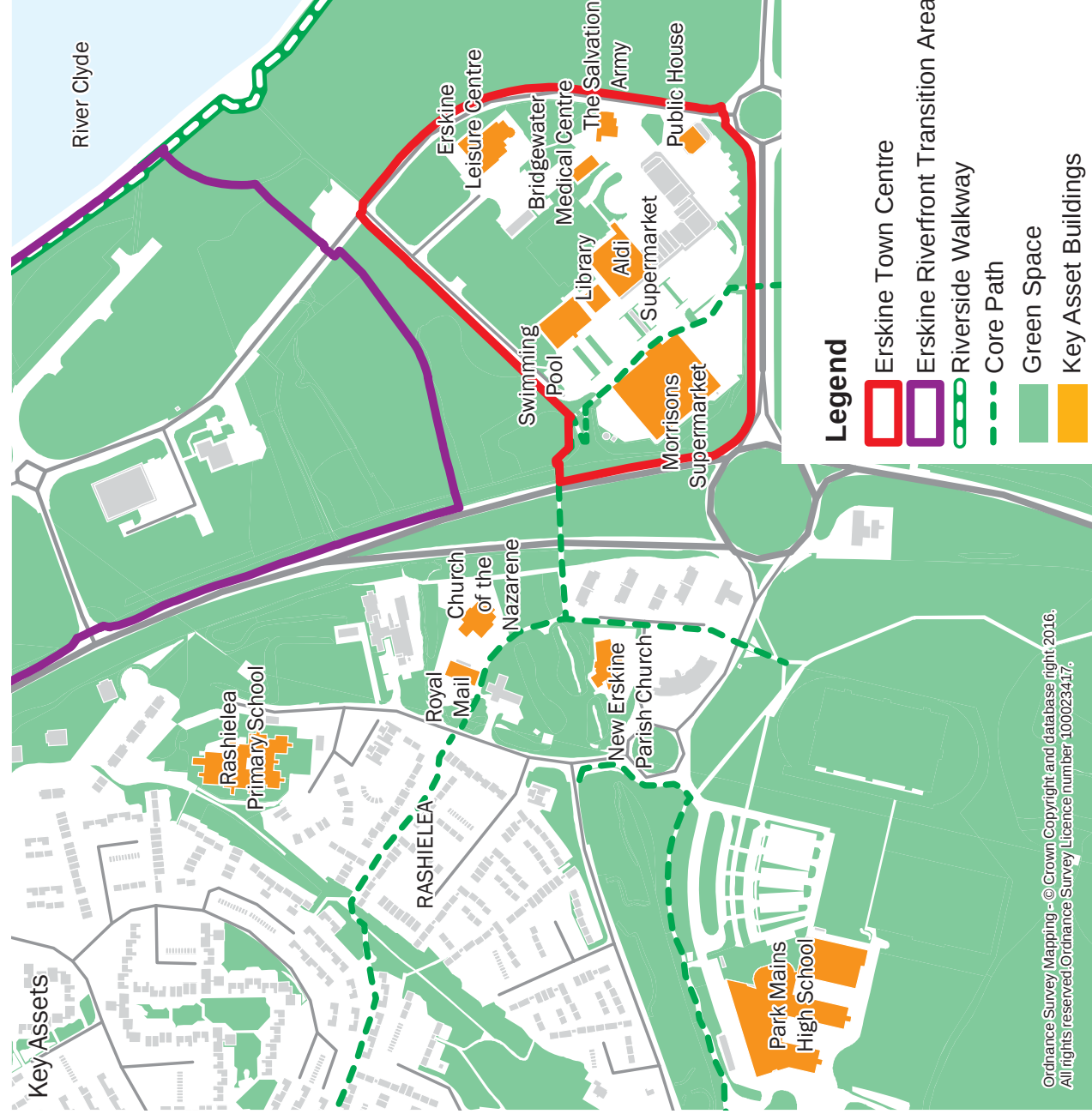


Town Centre

The town centre is based around the Bridgewater Shopping Centre. Retail provision is focused on two foodstores with a number of smaller units providing services and some non-food retail, including a bank and a public house. A swimming pool, leisure centre, library and doctors' surgery sit within the centre and provide a civic focus for the town.

Erskine Riverfront lies between the town centre and the River Clyde to the north. The riverside area has a walkway along the Clyde providing linkages to wider Green Network resources including Erskine Harbour and Boden Boo.

The riverfront area to the north west is identified as a Transition Area in the Renfrewshire Local Development Plan (2014) with potential for a range of uses to complement the town centre.



3. Health Check

Scottish Planning Policy (SPP) identifies the need to monitor the performance of town centres.

Health Checks are used to collect a range of indicators which create a 'picture' of a town centre and help to show how it is performing. Findings should be used to develop a strategy to deliver improvements to the town centre.

The indicators below have informed the preparation of the Erskine Town Centre Strategy and will be used to monitor progress in the town centre.

Population

Data from the 2011 census indicates that the town has a population of just over 15,000 with some 6,000 households.

The demographics of the town largely reflect those of Scotland as a whole. The key differences from national averages are that Erskine has:

- More residents aged 5-16 (Erskine 14.4%, Scotland 11.8%)
- Fewer residents aged over 60 (Erskine 20.7%, Scotland 23.2%)
- Fewer one person households (Erskine 26.4% of households, Scotland 34.7%)



Built Environment

The form of the town centre reflects Erskine's beginning as a planned new community and is focussed on a purpose built commercial centre providing a range of retail, commercial and community uses. The centre is characterised by modern, mostly single storey buildings.

The setting of the centre, immediately adjacent to open space and the River Clyde beyond, is an asset to the town which contributes to a sense of place.

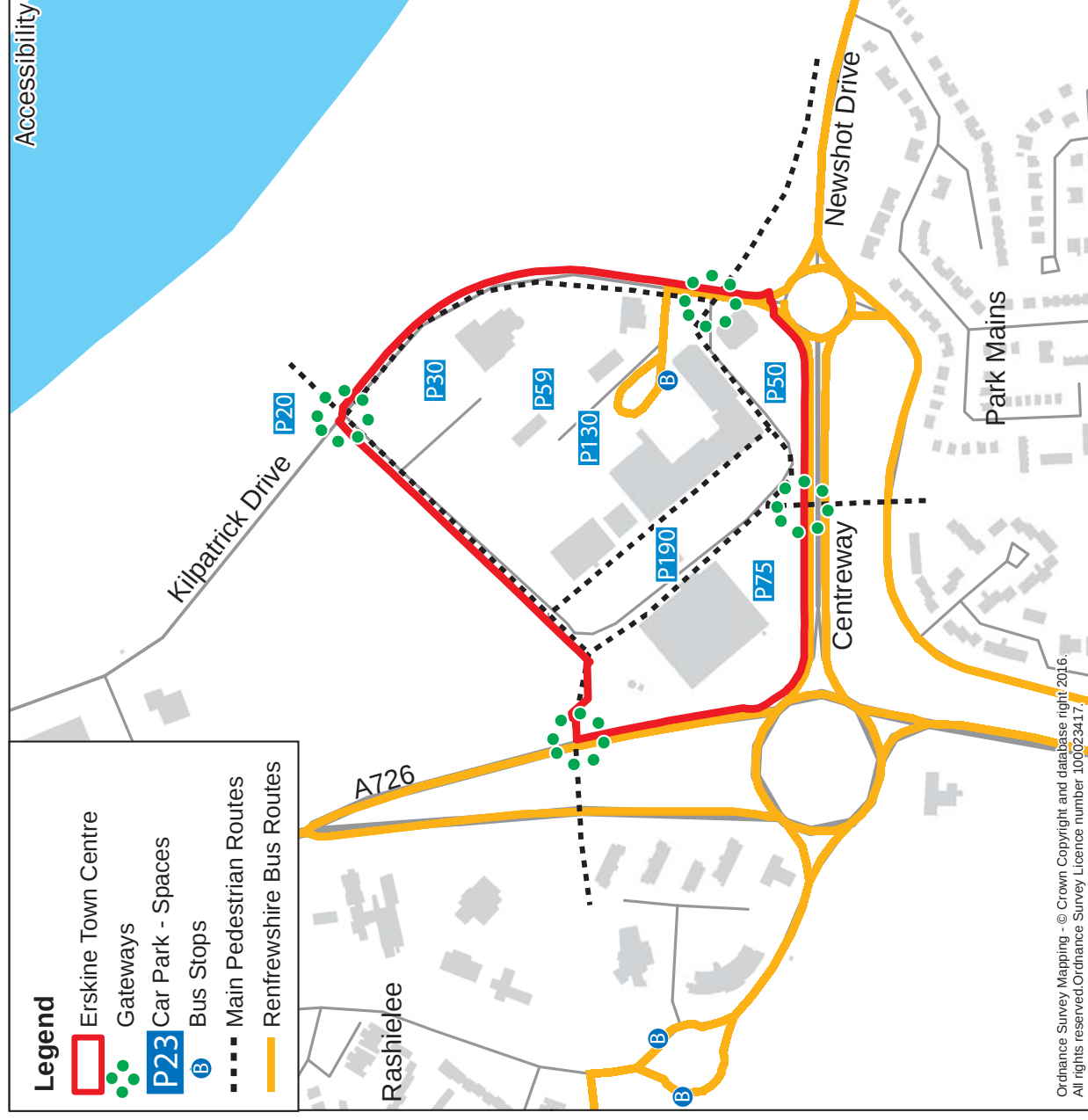
Pedestrian Environment

There are key pedestrian links between the centre and surrounding residential areas, with a number of dedicated footbridges and paths. Two key pedestrian gateways lie to the south of the centre with one to the north and one to the west. The centre has the benefit of three vehicular accesses from Kilpatrick Drive.

Key pedestrian routes are generally of good quality but opportunities exist to consider improvements which help to enhance the connectivity of the centre.

Parking

The majority of parking provision within the centre lies between the main shopping area adjacent to the Morrisons and Aldi foodstores, with smaller car parks behind the library and Aldi; close to the Sports Hall and doctors' surgery; as well as at the riverfront. These offer a total of 554 spaces.



Land Use

Ersrine centre has a strong mix of uses which reflects the role of the centre for both local residents and settlements in the surrounding area.

Comparing the uses in terms of numbers and floorspace highlights the key characteristics of the town centre:

Convenience shops make up nearly half of the floorspace in the centre.

Leisure uses take up nearly a quarter of the floorspace within the centre across two units, Ersrine Leisure Centre and Swimming Pool.

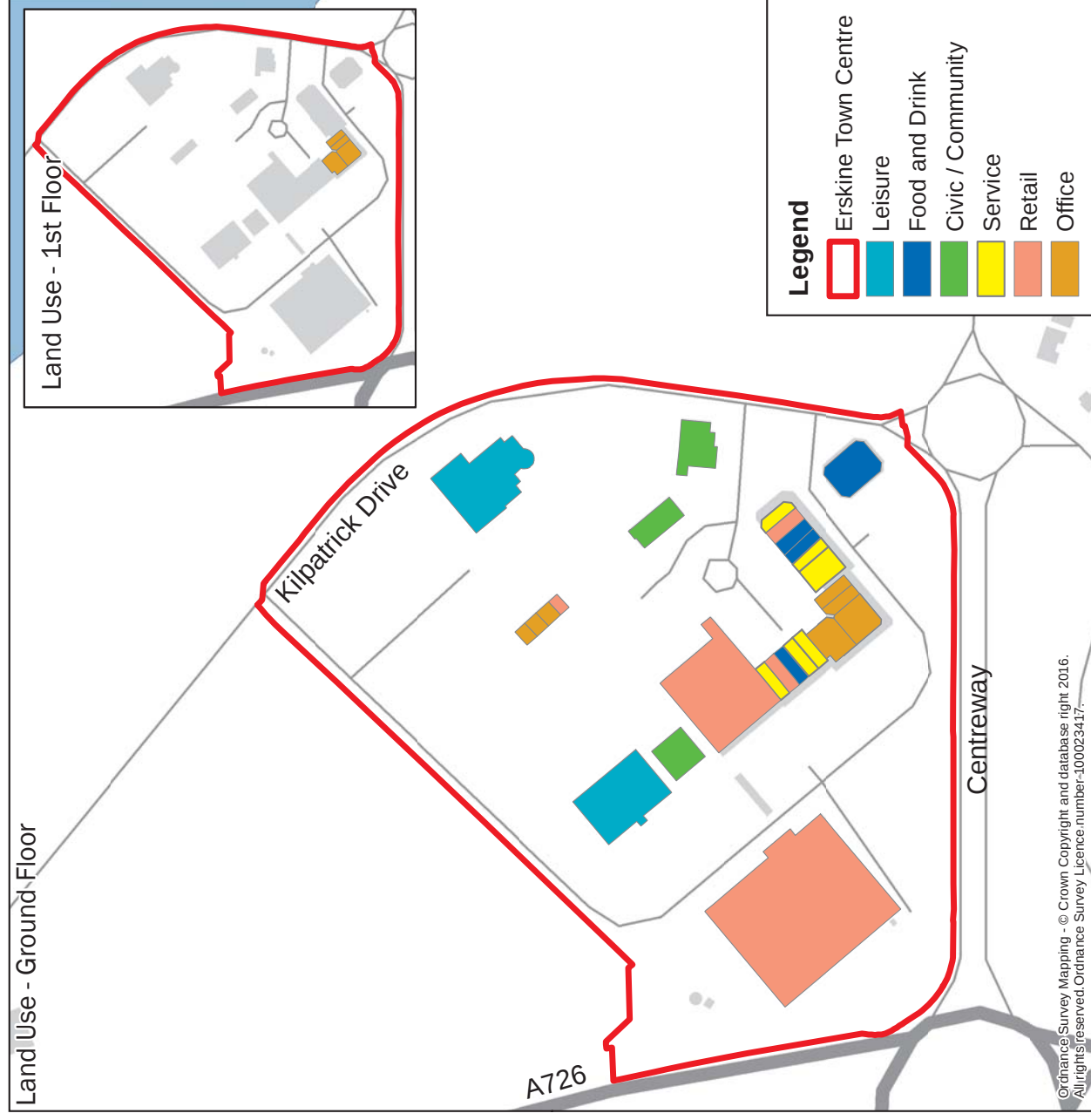
Commercial services make up a quarter of units within the centre.

There are currently no residential properties within the town centre.

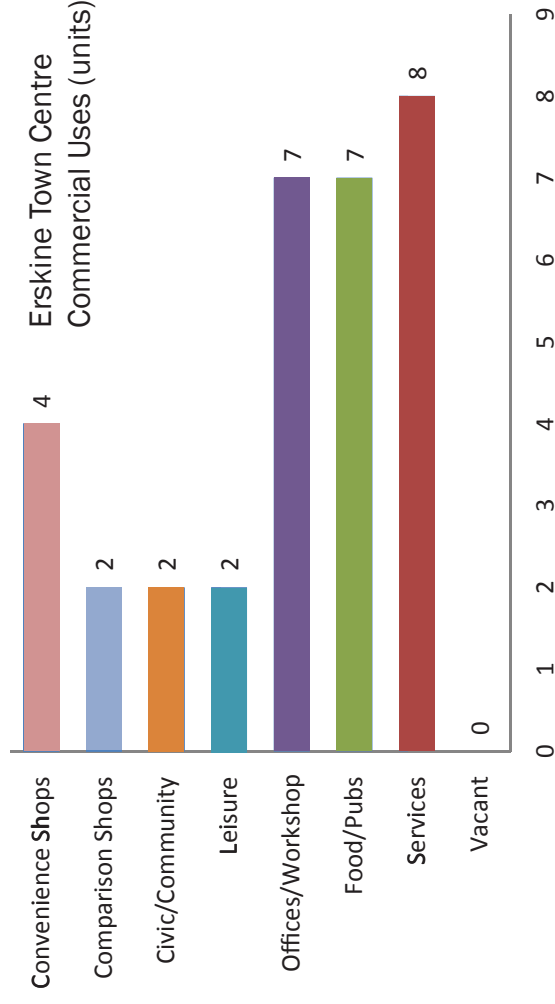
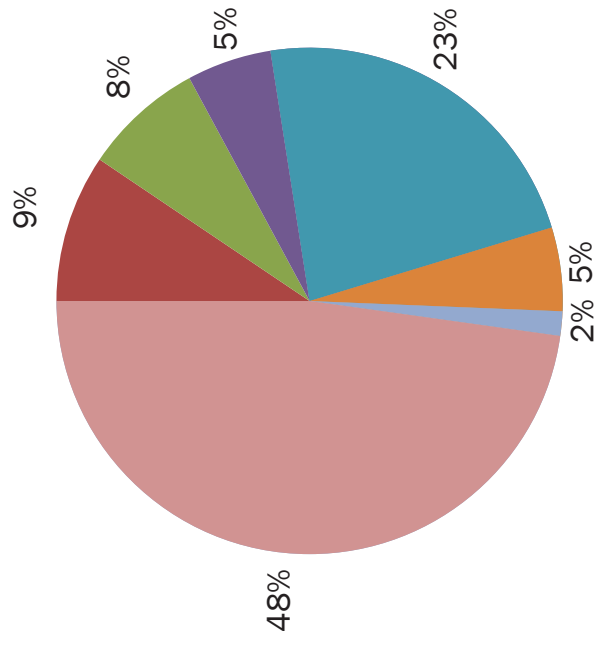
Vacancy levels have been very low over the last five years, reflecting the demand for commercial units. There are presently no vacant units.

Development Activity

Nine planning applications were approved over the period 2012-2015. These focussed on works such as changes of use, extension or improvement to existing premises.



Erskine Town Centre
Commercial Floorspace (%)
2016



Footfall

A footfall survey was commissioned as part of the town centre Health Check. The results are based on an analysis of footfall between 7am and 9pm on both a weekday and a weekend.

The survey indicates that footfall is highest within the main shopping area adjacent to the Morrisons and Aldi foodstores, with a particularly high level of footfall from Morrisons to the shopping precinct.

The weekday survey also indicates strong footfall from the pedestrian route to the north west of the town centre, which may reflect the close proximity of Park Mains High School.



4. Key Opportunities

Opportunities exist to unlock the potential of underused and vacant land within the centre and to consider the future mix of uses. Renfrewshire Council is currently promoting a number of development opportunities in and around the centre. These could introduce further commercial and community activity and residential development.

Potential also exists to enhance the quality of public spaces and particularly to strengthen connections between the centre, residential neighbourhoods and the River Clyde.

The riverfront walkway is a focus for leisure and recreation and there is an opportunity to strengthen and enhance this role. In addition, potential exists to consider new approaches to the use and maintenance of green spaces in and around the centre.

Actions within the strategy aim to assist future change that make the most of these opportunities in ways that deliver positive physical, social and economic outcomes for the town.



5. Consultation

Actions within the strategy have been informed by consultation with local residents, businesses and stakeholders.

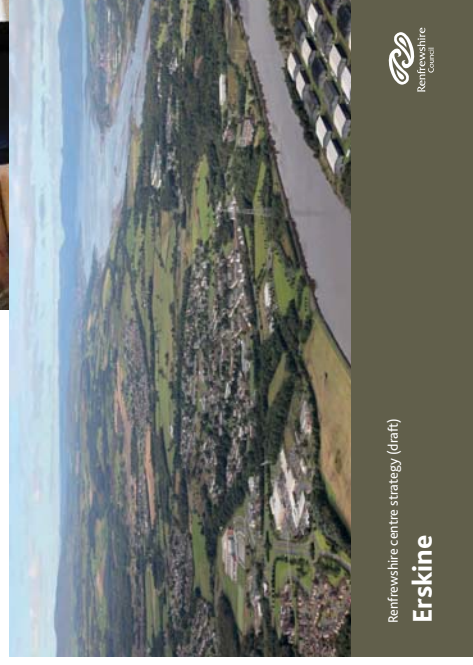
A draft Erskine Town Centre Strategy was prepared by the Council as a basis for a consultation process over three months in late 2015. To support the consultation exercise, the Council secured Scottish Government funding for a design charrette, which involved a series of workshops and events. The charrette was held during February 2016 and included:

- One to one contact with local organisations, community groups and businesses;
- A dedicated facebook page;
- On street presence in the centre, involving over 60 individual conversations;
- Group discussions with pupils at Park Mains High School and elderly residents of Bridgewater Housing Association; and
- Publicity including press releases, posters and flyers, social media and promotion through the Renfrewshire Council website.

The outcomes of the consultation exercise and charrette outlined issues and opportunities as well as priorities for action. In summary, these were:

- Developing the range and mix of retail, commercial and residential uses within the centre;
- Improving or creating community space to provide a civic ‘heart’ to the town centre;

- Improving pedestrian connections between the centre, Riverfront and existing path network;
- Better maintenance of existing green network resources, particularly the path network in and around the centre;
- Reuse of vacant land within the centre and at Erskine Riverfront; and
- Strengthening and enhancing the recreational role of Erskine Riverfront.



Renfrewshire centre strategy (draft)

Erskine



6. Proposals

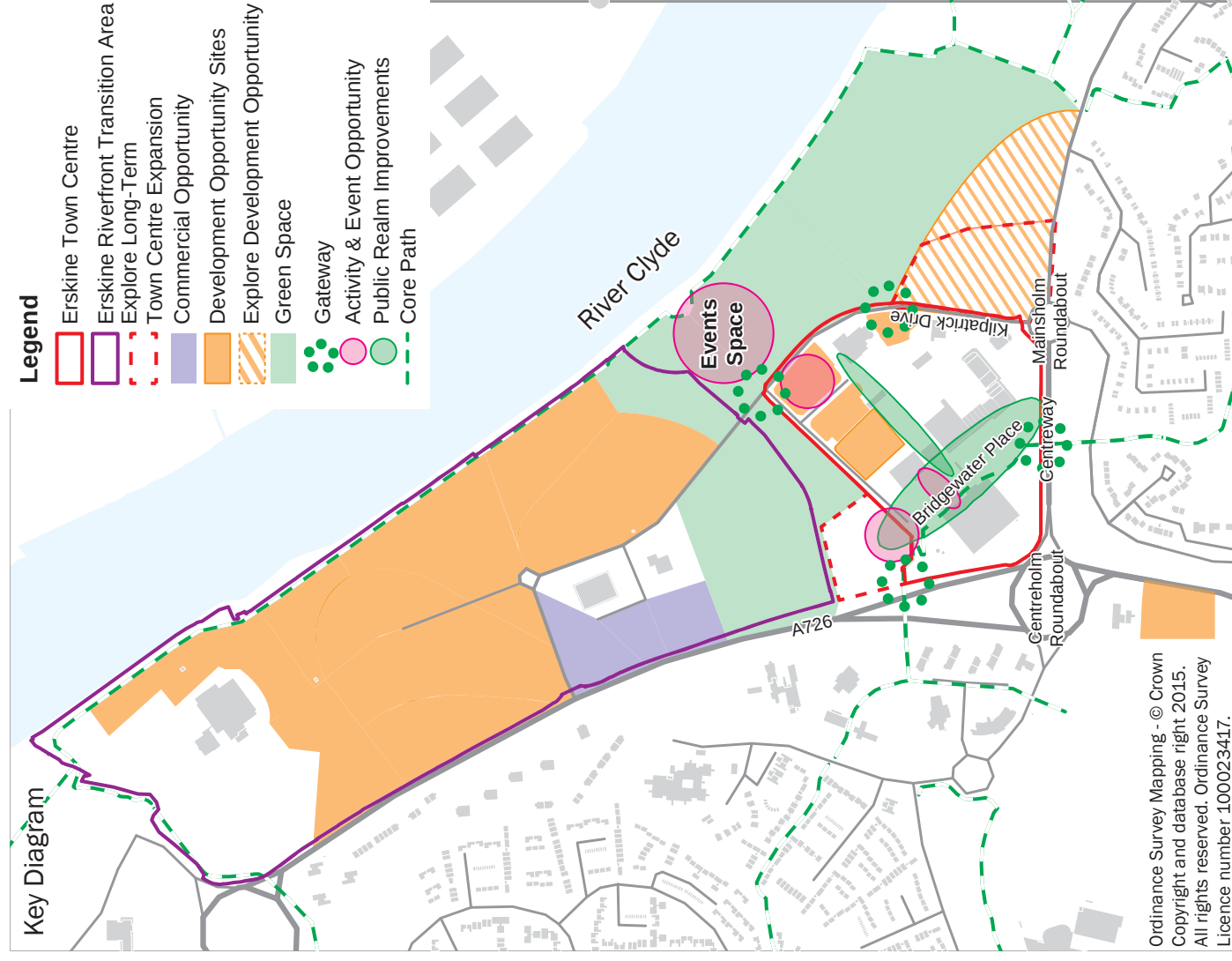
Through consultation a range of proposals have emerged which will support the physical, social and economic growth of the town centre.

The key actions are identified in the Key Diagram and are grouped into three themes as follows:

Theme 1:
Town Centre

Theme 2:
Riverside

Theme 3:
Looking after Erskine

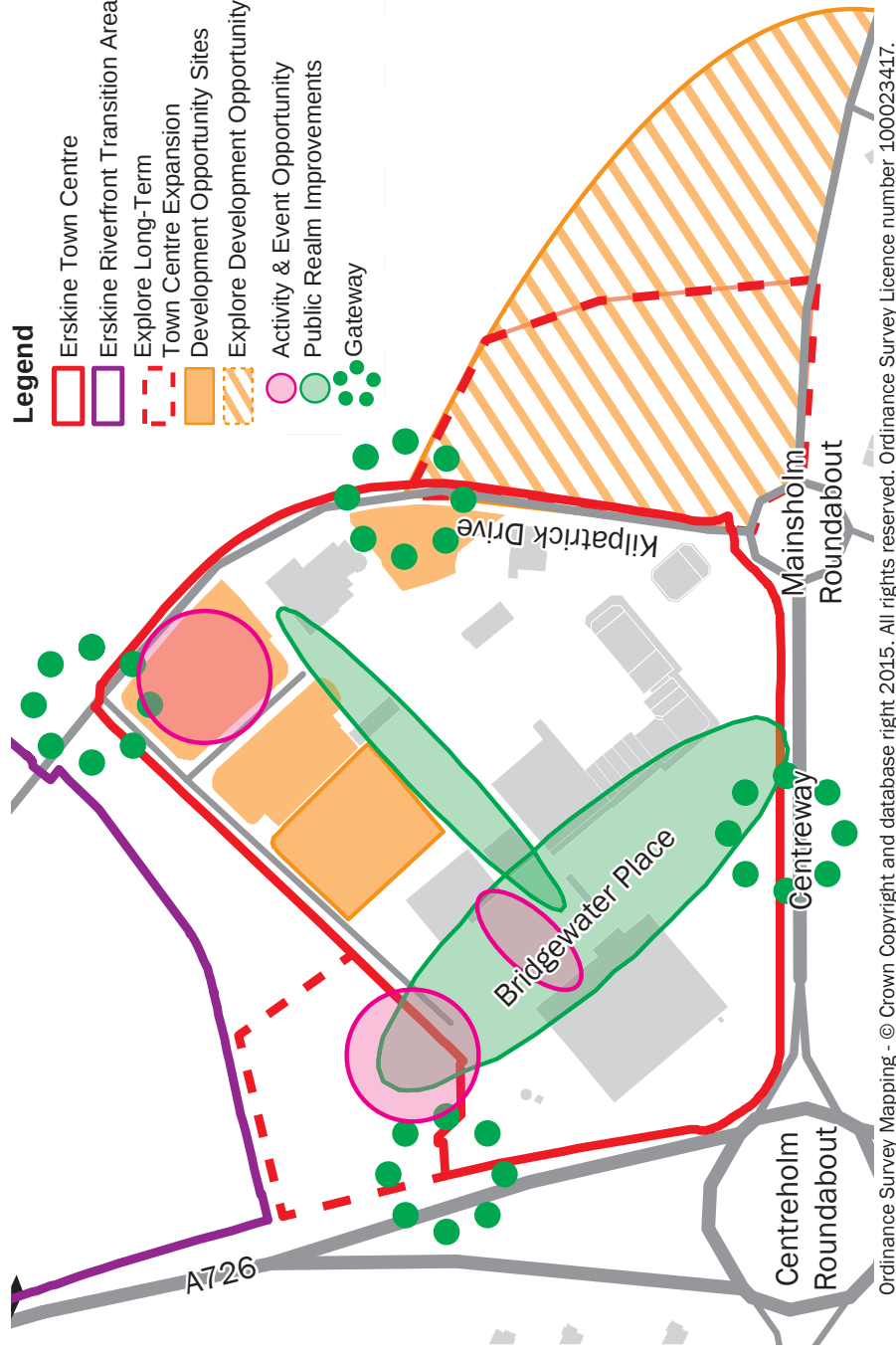


Theme 1: Town Centre

The key objective of this strategy is to support the future growth of Erskine town centre. To assist in delivering this, there is an opportunity to develop activities and uses which expand the “offer” of the town centre and enhance its role. This includes making better use of existing spaces for community uses, as well as considering the most appropriate location for new uses on vacant sites.

Vacant and underused sites within the town centre present a great opportunity to support a range of uses, which support the local economy and help to grow the town centre.

A key element of action under this theme is working with the public and private sector as well as community groups to deliver new uses, projects and events which support the local economy.



Key Actions

- Work with public and private sector partners to support and assist in the delivery of new retail, office and residential uses;
- Support local community groups to deliver new projects, activities and events which support town centre activity and the local economy;

- Work with local community groups to consider opportunities for improved civic identity through indoor and outdoor community spaces. This will focus initially on an appraisal of existing assets to help identify opportunities;
- Prepare and implement development briefs which support redevelopment and changes of use at opportunity sites;

- Explore opportunities for delivery of affordable housing within the centre, in the context of the Council’s Strategic Housing Investment Plan; and
- Explore opportunities to improve and enhance gateways to the town centre, particularly pedestrian routes, to create a sense of arrival and links to the wider path network.

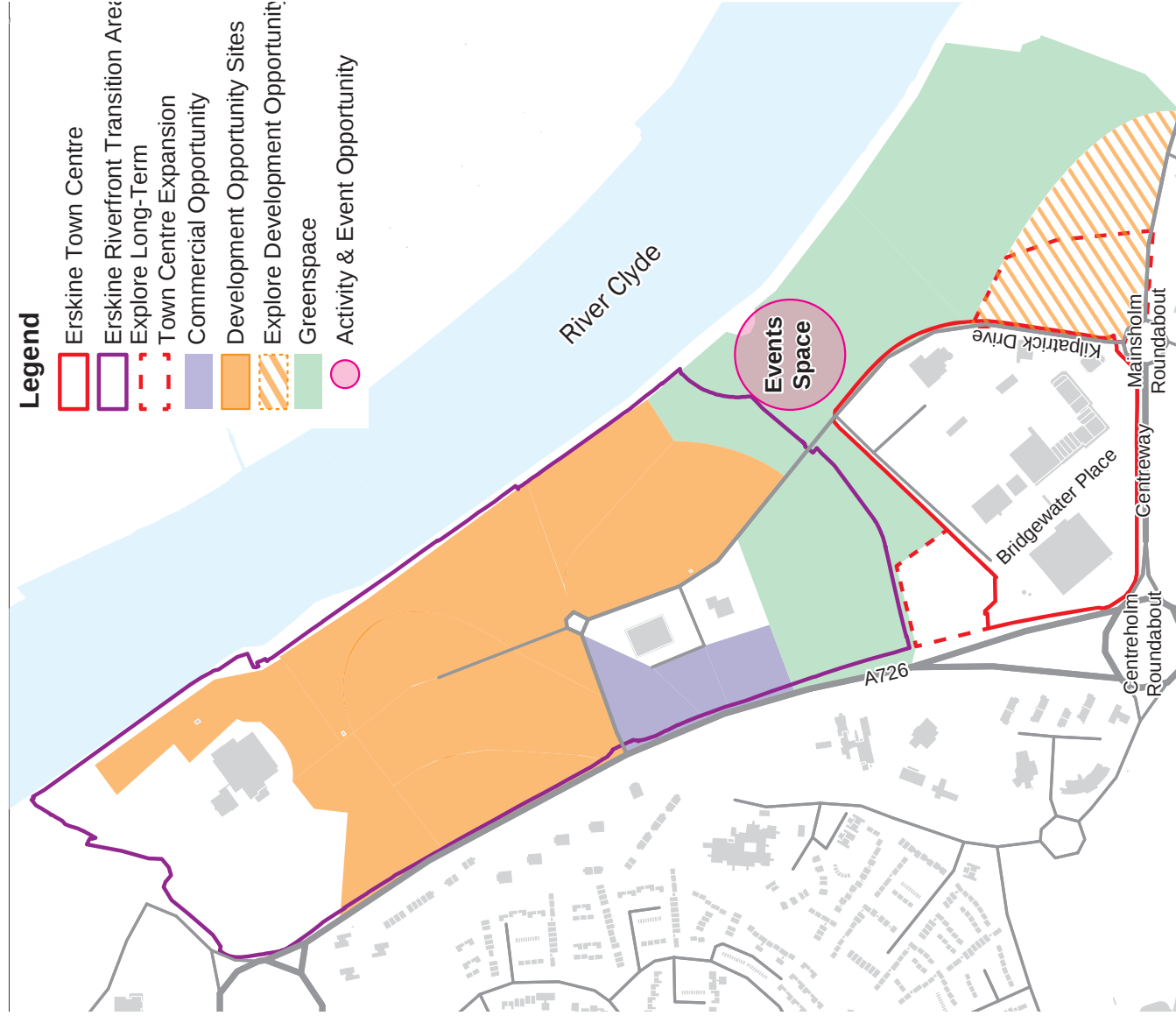
Theme 2: Riverside

The setting of the centre adjacent to the River Clyde is a key asset. Opportunities exist to strengthen and enhance the riverfront, introducing uses, which will enhance and complement Erskine's town centre.

Land within Erskine Riverfront Transition Area offers opportunities to develop new residential, business and commercial uses which complement and help to grow the centre.

Key Actions

- In the short term, support local groups to make temporary use of and deliver enhancements to the Riverside green spaces;
- Prepare a masterplan and development briefs which support a range of uses compatible with the town centre such as new residential, commercial and business uses within the Riverside Transition Area;
- Work with public and private sector partners to assist in the delivery of new uses in the short, medium and long term; and
- Work with public and private sector partners, community groups and local residents to develop proposals which enhance the riverside.



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Theme 3: Looking after Erskine

It is important that Erskine's town centre looks good, feels safe and attracts residents, businesses and visitors.

Key pedestrian routes are generally of good quality but opportunities exist to consider improvements which help to enhance the connectivity of the centre, particularly to the riverfront.

Maintenance of the existing greenspace in Erskine is an important issue and the opportunity exists to consider new approaches to paths, woodland areas and open spaces. Continuing investment in town centre maintenance is also key.

Community wardens patrol the town centre daily, responding to community safety and environmental concerns. Town centre locations are covered by manned CCTV.



Key Actions

- Work with local community groups to consider new approaches to the maintenance of paths, woodland areas and open spaces within and around the centre;
- Continue to invest in a programme of town centre maintenance including street cleaning, litter picks and grass cutting;

- Explore opportunities to improve connections between town centre, the riverfront and wider Green Network of paths and open space; and
- Use retail improvement scheme funding to support improvement of shopfronts.

7. Making it Happen

Implementation

Delivery of proposals identified in the strategy will be achieved through joint working between the public, private and community sectors. Timescales for delivery will require detailed discussion with partners however to help inform progress short and long terms actions are identified below.

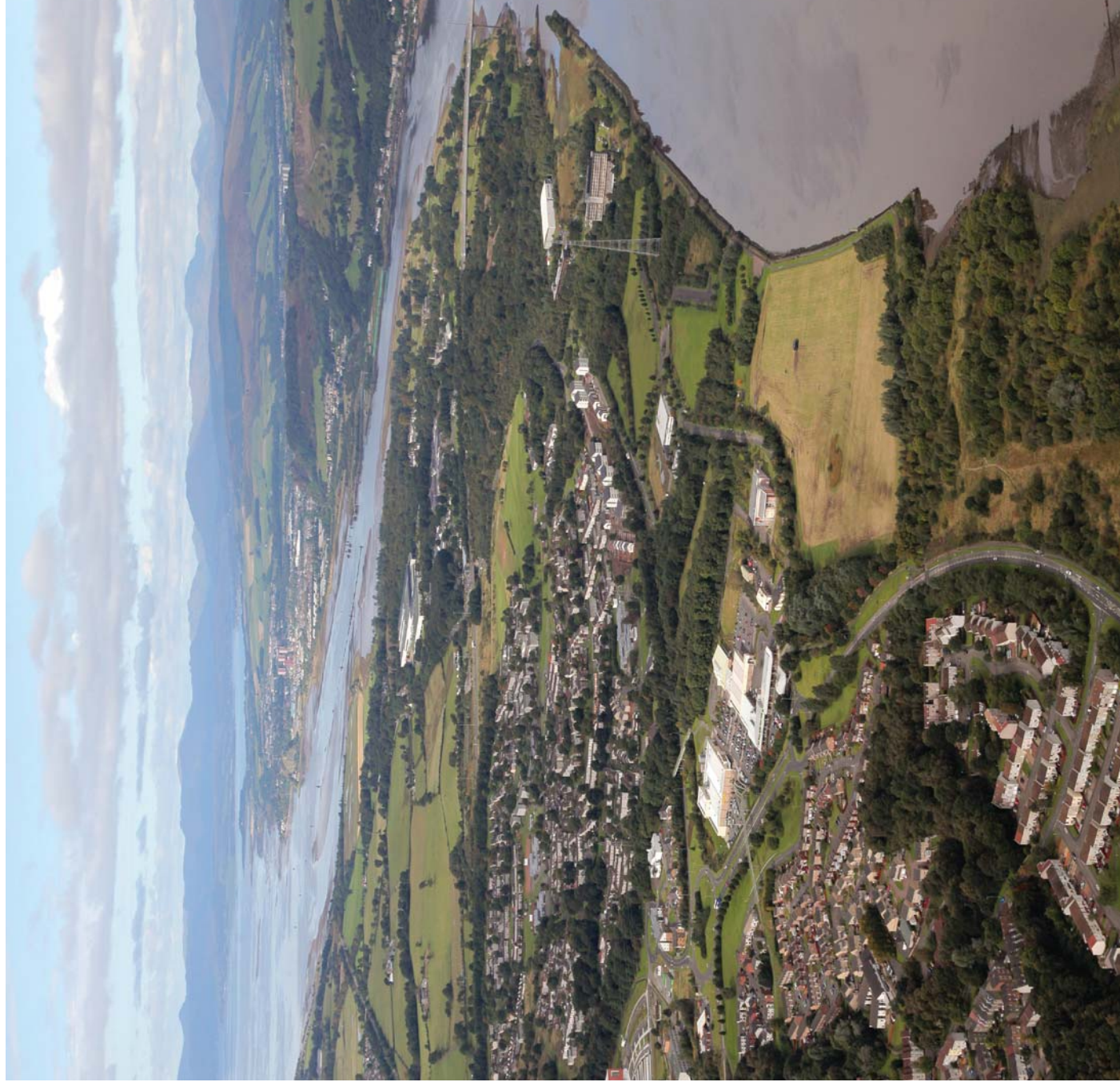
The support of local residents, community groups, businesses and Community Planning Partners will be crucial in successful delivery of the strategy. Actions will be taken forward in close partnership with these stakeholders and all of those who have an interest in the future of Erskine.

Staying on Track

This strategy is non-statutory supplementary planning guidance.

The delivery of actions within the strategy will be monitored annually and progress reported to the Houston, Crosslee, Linwood, Riverside and Erskine Local Area Committee.

The strategy will be updated every two years.



Key Action Summary

Location/Project		Timescale
Theme 1: Town Centre		
Activity and Events	Work with local community groups to assist in the delivery of new activities and events.	0-2 years
Civic Space	Work with local community groups to consider opportunities for improved civic identity.	0-2 years
Development Briefs	Prepare and implement development briefs to support development of town centre opportunity sites.	0-2 years
Diversify Uses	Work with partners to deliver new retail, offices and residential uses.	2-5 years
Gateways	Explore opportunities to further improve town centre gateways.	2-5 years
Affordable Housing Delivery	Explore opportunities for delivery of affordable housing.	2-5 years
Civic Facilities	Partnership working to deliver new and enhanced civic facilities in the town centre.	5-7 years
Town Centre Expansion	Explore opportunities for town centre expansion.	5-10 years
Theme 2: Riverside		
Short-term enhancements	Support community groups to make temporary use of and enhance riverside greenspaces.	0-2 years
Masterplan	Prepare a masterplan to support a mixed use development at Riverside.	0-2 years
Deliver New Uses	Work with partners to assist delivery of new uses in accordance with masterplan.	2-3 years
Enhanced Recreational Use	Work with partners to develop and deliver proposals for recreational use.	2-5 years
Theme 3: Looking after Erskine		
Greenspace Maintenance	Consider new approaches maintenance of greenspace in and around the town centre.	0-2 years
Town Centre Maintenance	Continue to invest in programme of town centre maintenance.	0-2 years
Community Safety	Continue programme of environmental enforcement and improvement activities.	0-2 years
Shopfront Improvements	Use Retail Improvement Scheme funding to enhance retail shopfronts.	0-2 years
Pedestrian routes	Explore opportunities to further improve key pedestrian connections.	2-5 years

If you would like information in another language or format please ask us.

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو براۓ مہربانی ہم سے پوچھیے۔

ਜੇ ਫਿਰ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦੀ, ਤਾਂ ਫਿਰ ਸਾਥੋਂ ਮੰਗ ਲਵੋ।

Jeżeli chcieliby Państwo uzyskać informacje w innym języku lub w innym formacie, prosimy dać nam znać.

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