



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.

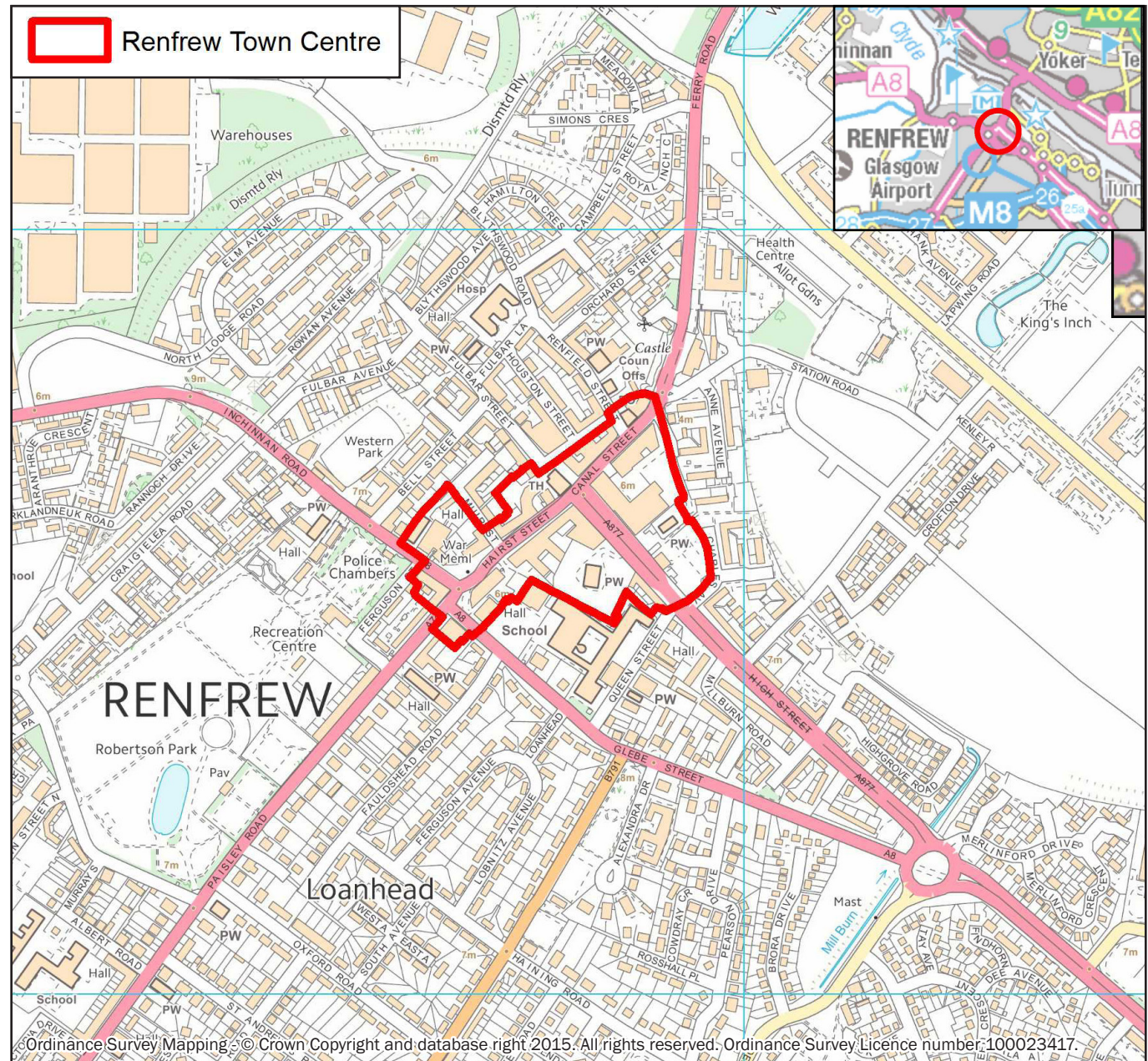
The town has strong transport links to Glasgow and the wider central belt both through road and river. The M8 motorway lies less than a mile to the east and the town is supported by extensive bus services which provide connections to surrounding settlements and Glasgow. A ferry service provides a connection 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 having an important role in providing key services for both the local population and settlements such as Erskine, Inchinnan and Bishopton.





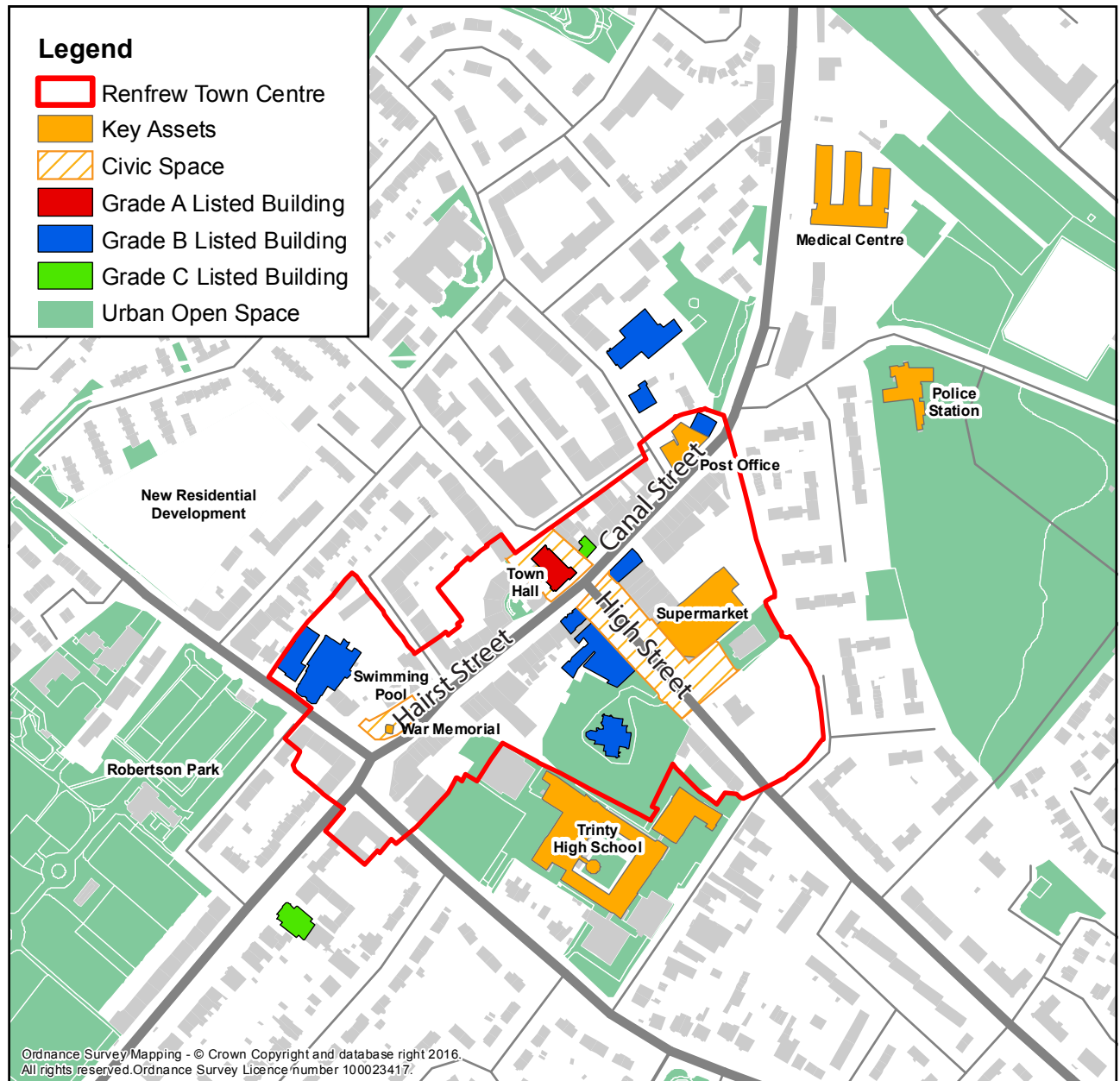
## Town Centre

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*

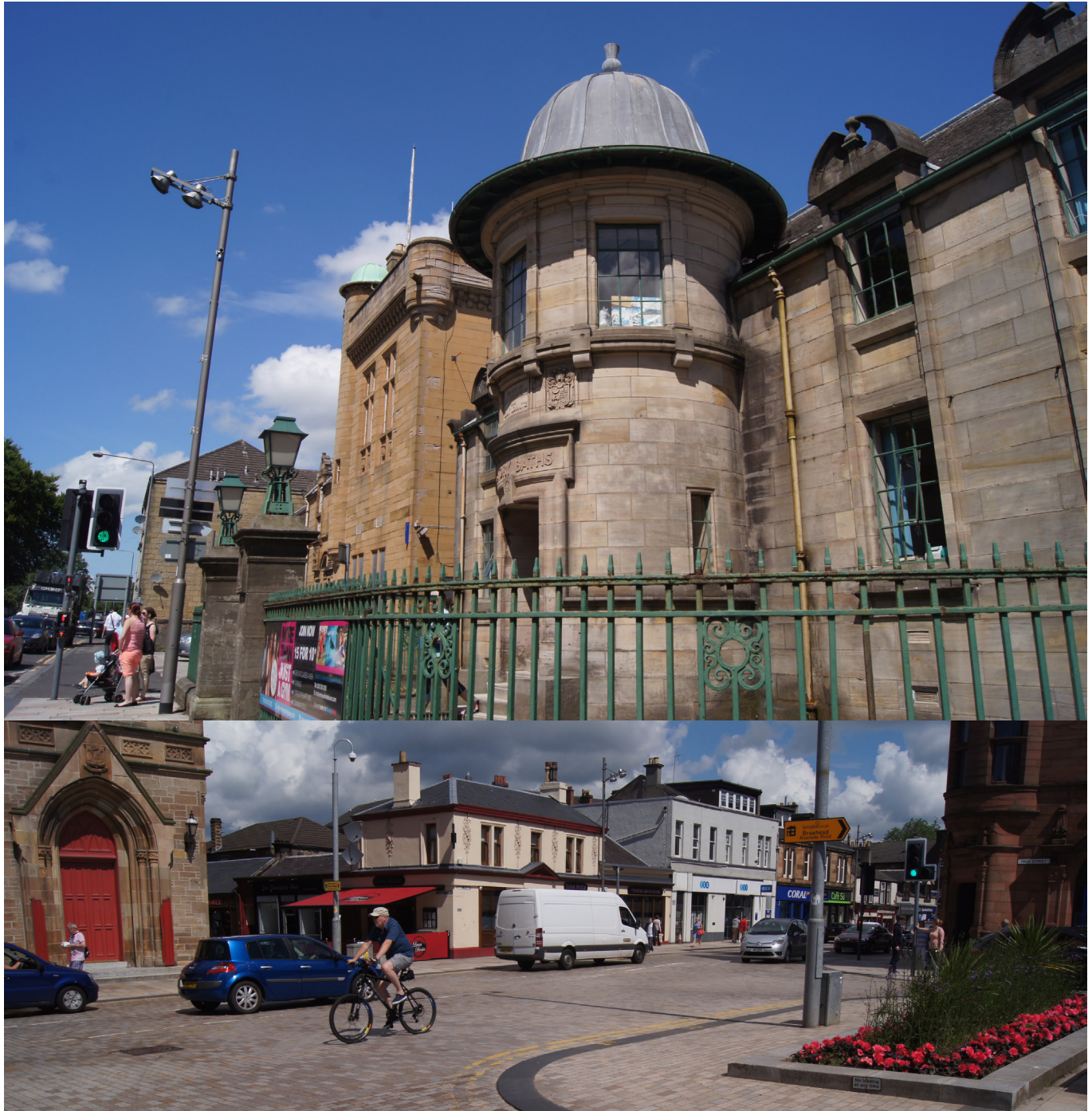
The form of the town centre reflects Renfrew's industrial heritage and is set around the core of Hairst Street, High Street and Canal Street. The Town Hall provides a civic focal point in the centre of Renfrew; public spaces are also located at the War Memorial and High Street.

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.





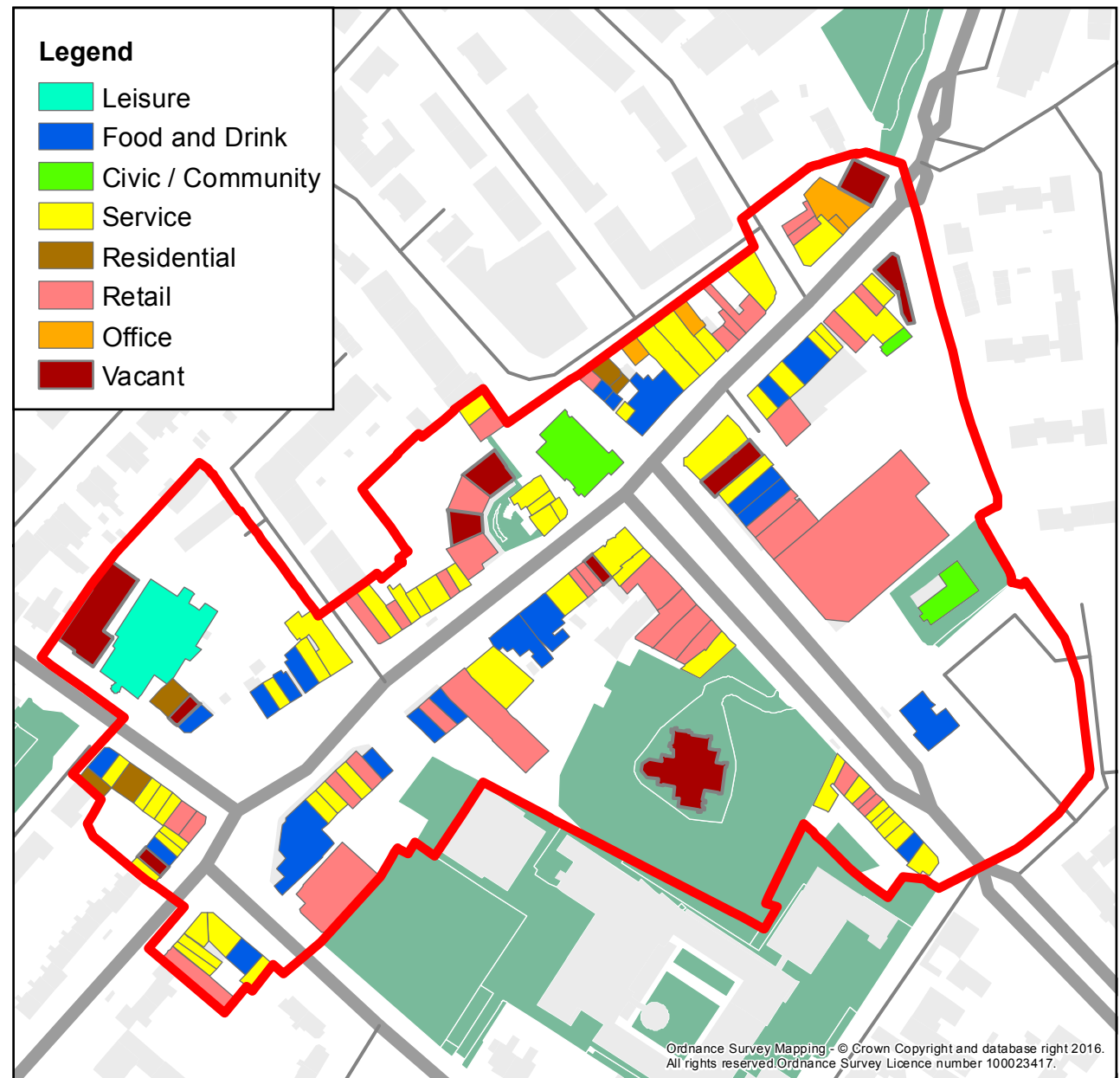
## Land Use

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.

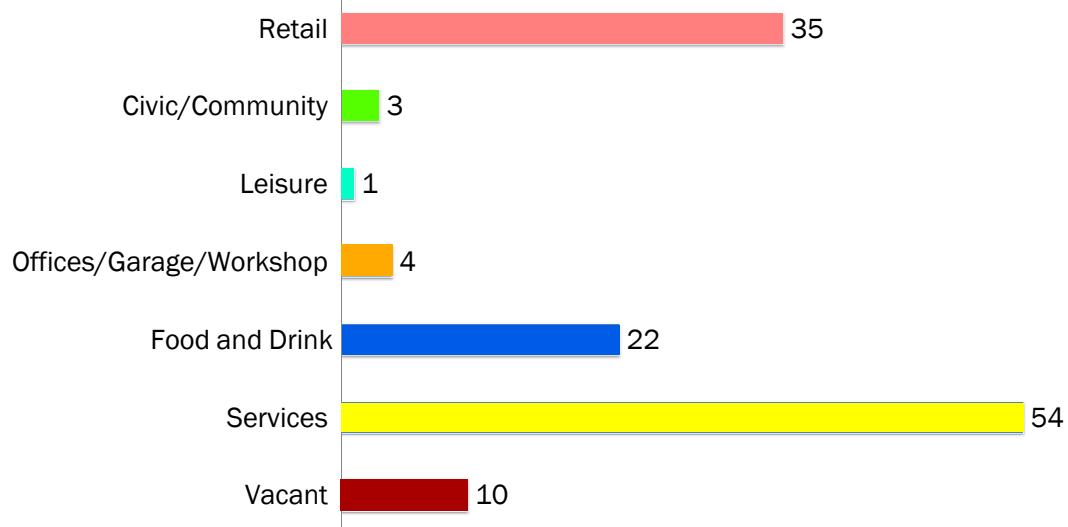
Retail vacancy levels within the centre (2 units, 1.4%) are relatively low and have reduced over the last five years, on par with the Scottish average.

Land Use - Ground Floor at 2016

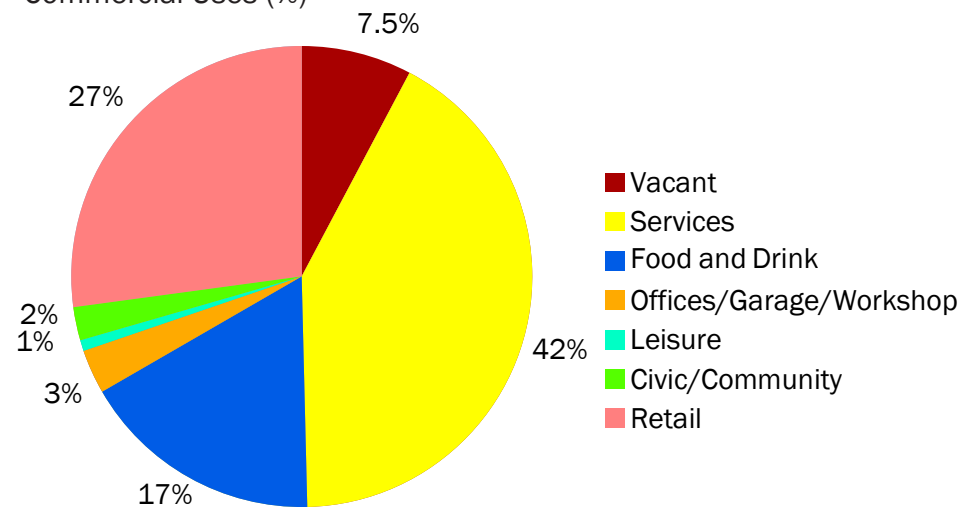




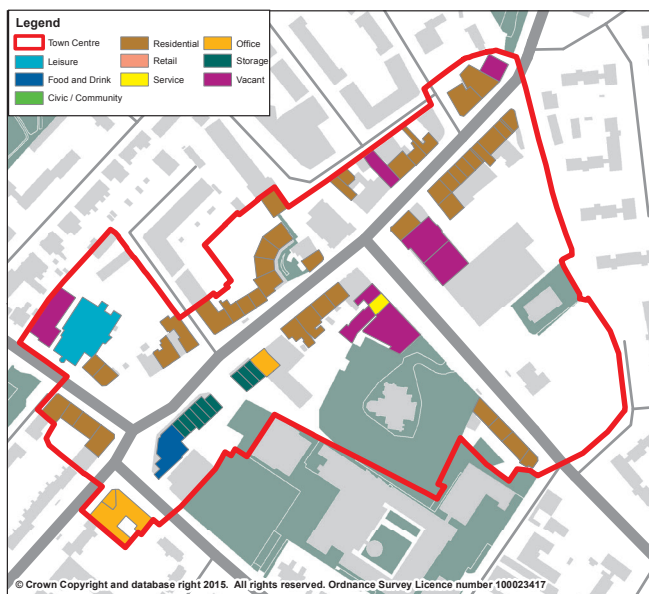
Commercial Uses (units)



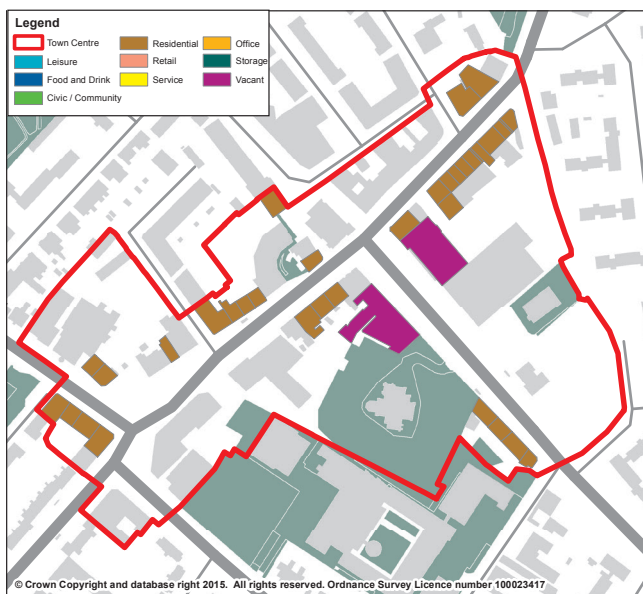
Commercial Uses (%)



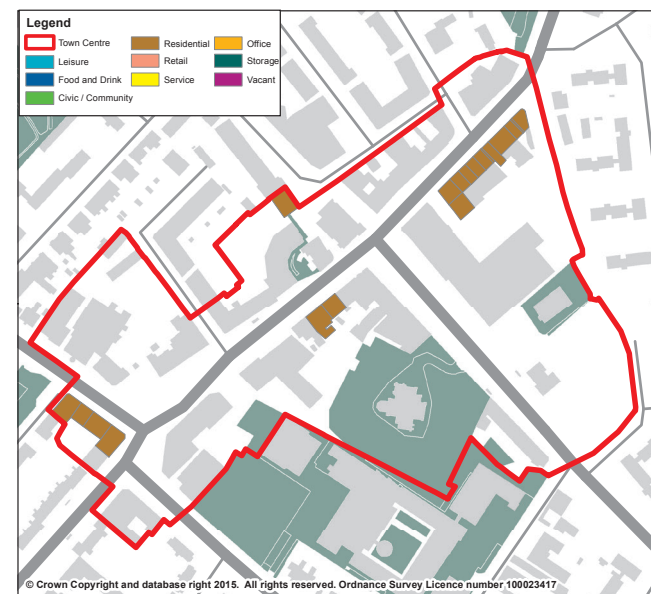
Land Use - 1st Floor



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.

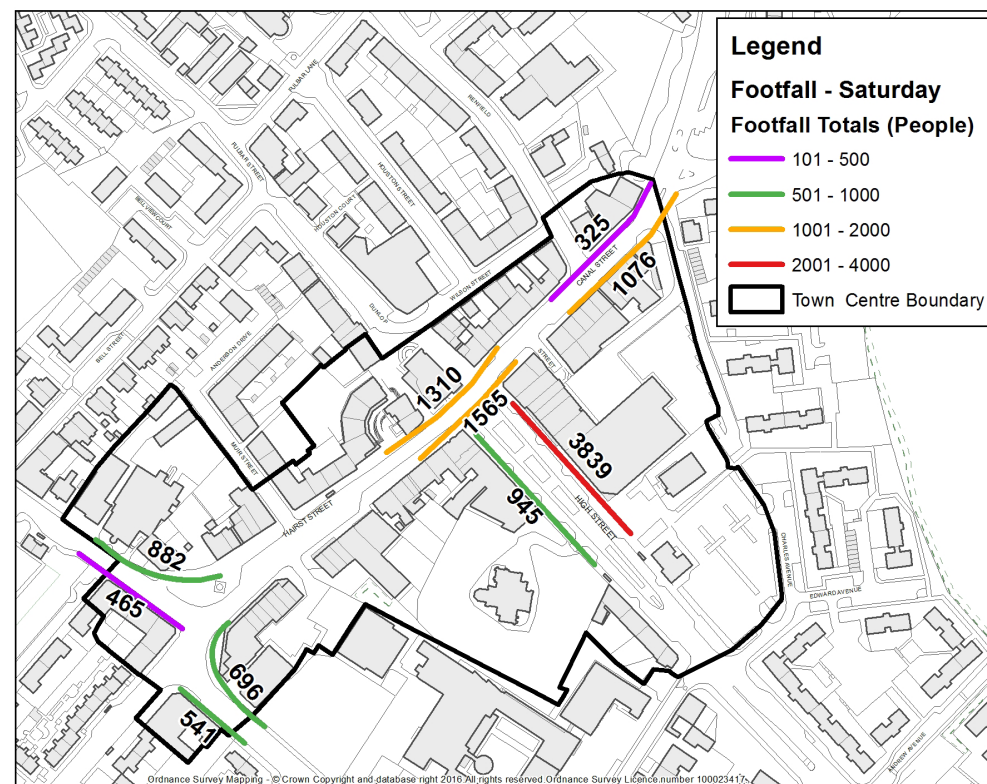
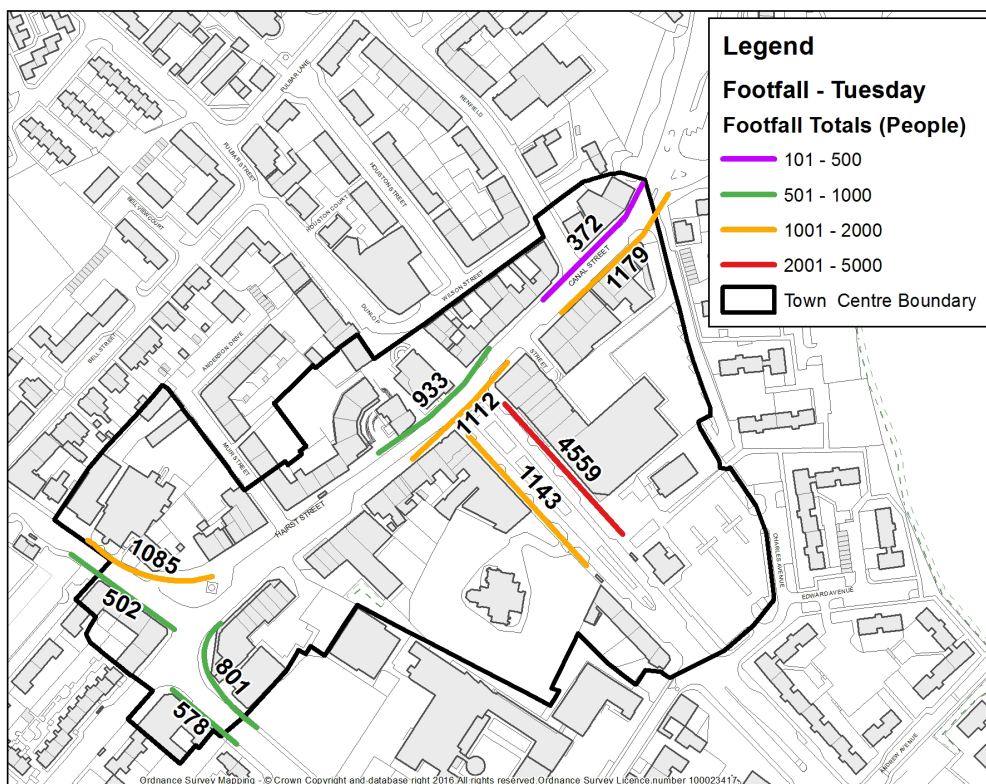




## Footfall

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



Renfrewshire Centres Strategy (Draft)

Renfrew



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.

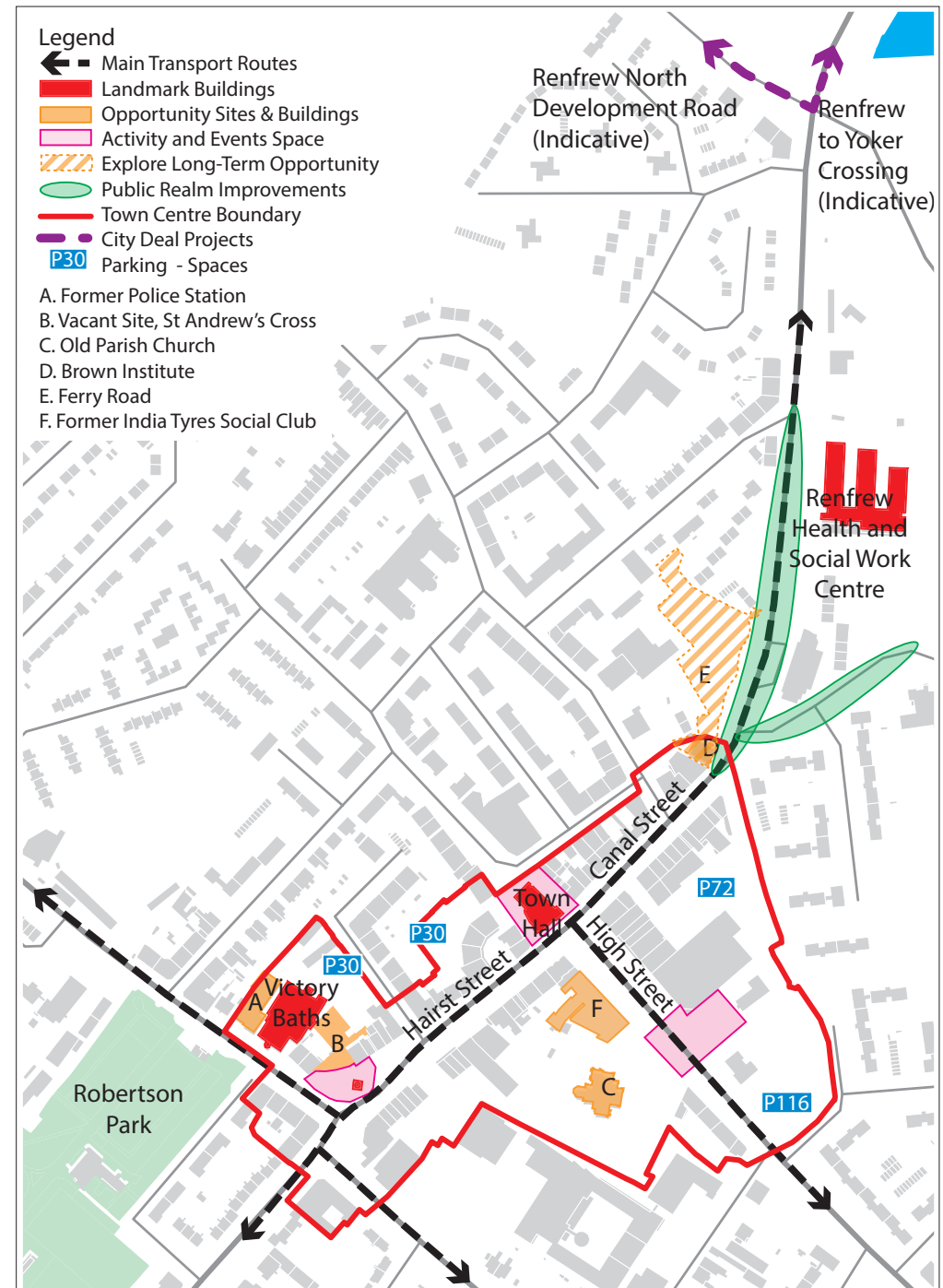
The key actions are identified in the Key Diagram and are grouped into three themes as follows:

Theme 1:  
Transport and Connections

Theme 2:  
Town Centre Environment

Theme 3:  
Enhancing the Local Economy

### Key Diagram



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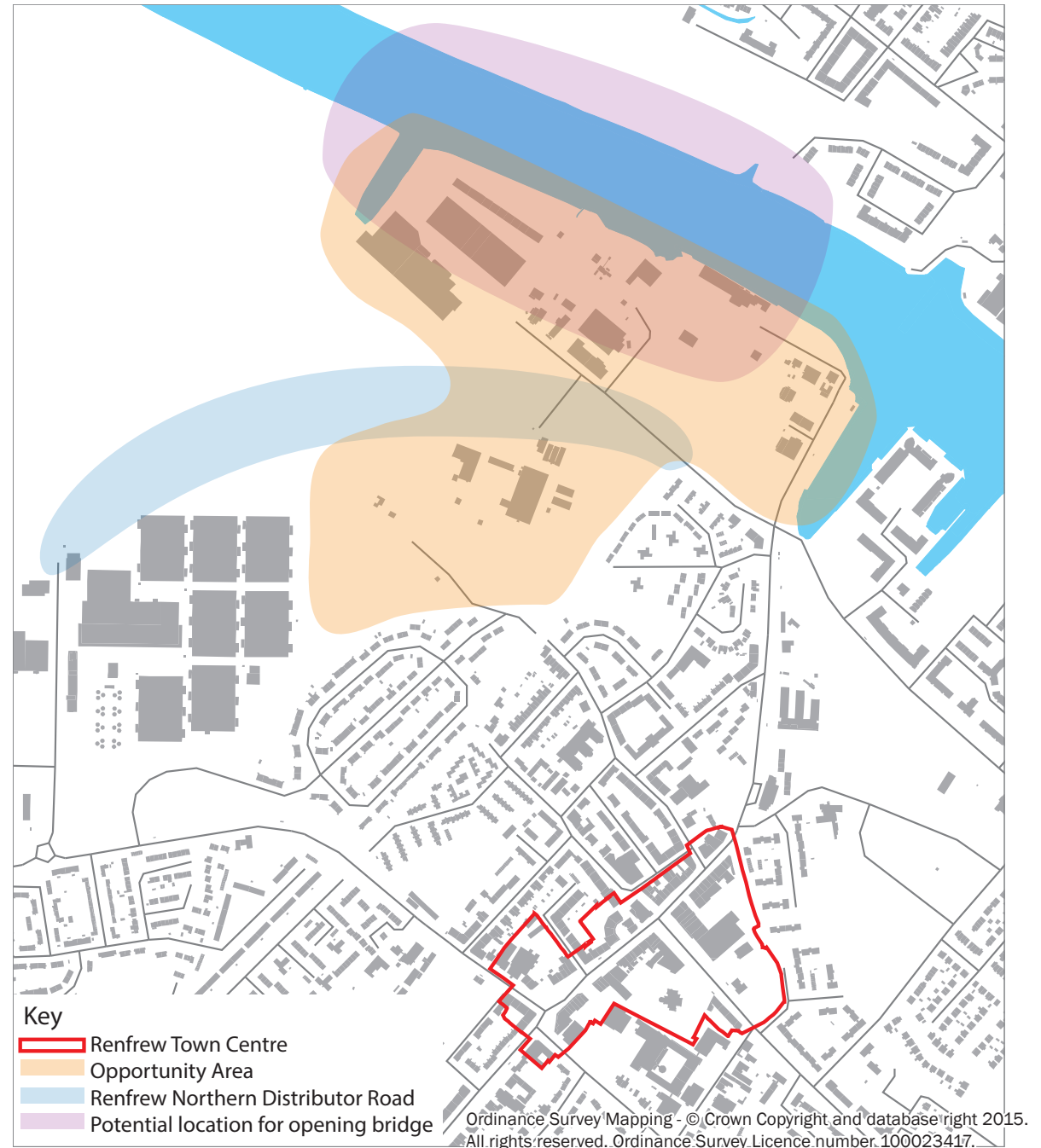


# Theme 1: Transport and Connections

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

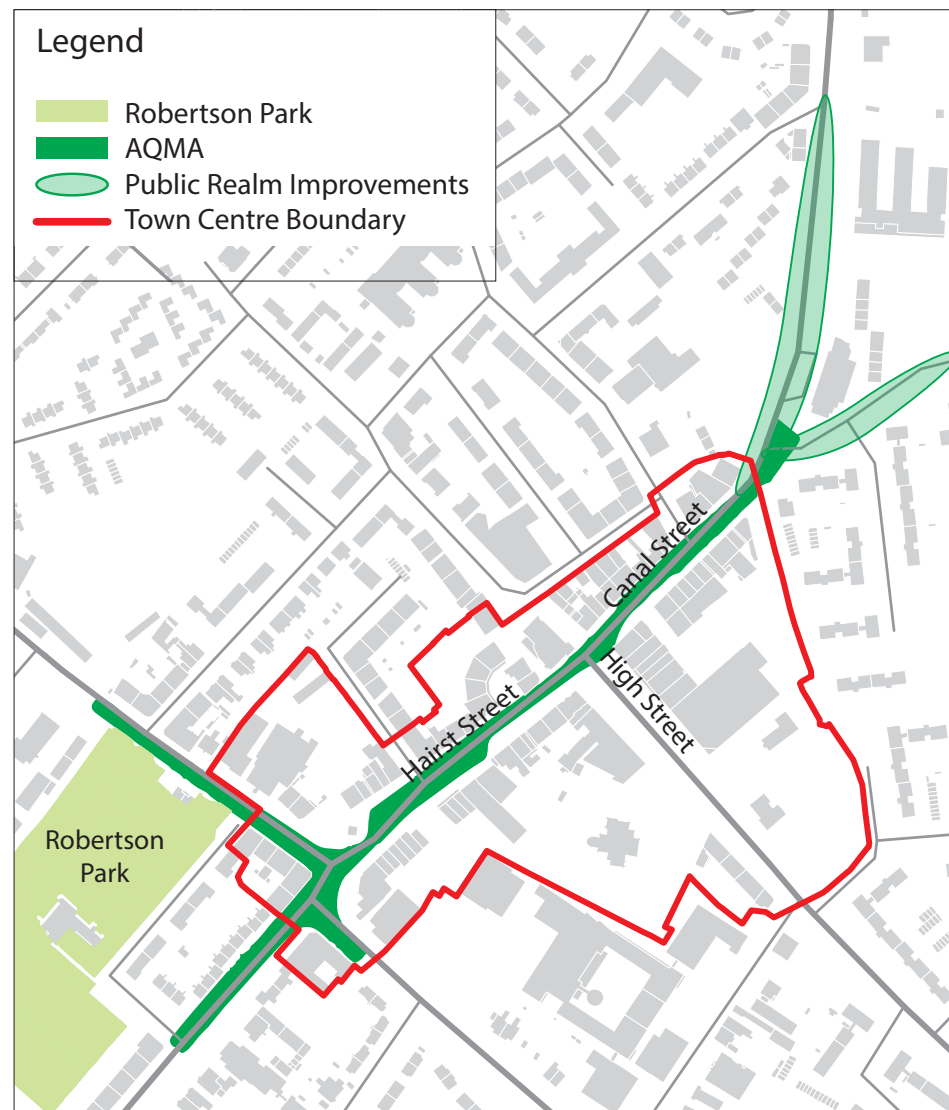
It is important that Renfrew's town centre looks good, feel safe and attracts visitors, residents and businesses.

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;

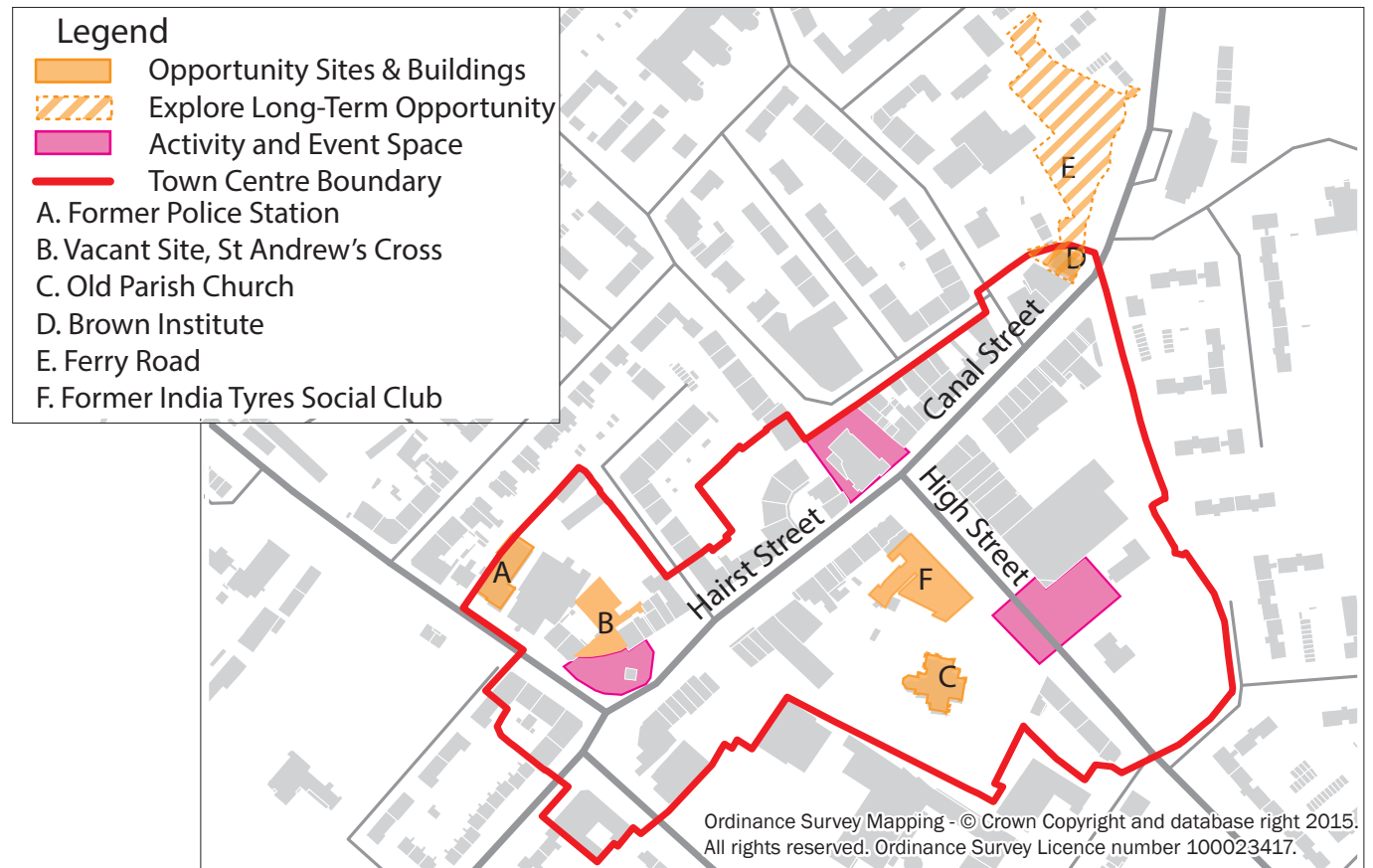


# Theme 3: Enhancing the Local Economy

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
<i>Theme 1: Transport and Connections</i>		
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
<i>Theme 2: Town Centre Environment</i>		
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
<i>Theme 3: Enhancing the Local Economy</i>		
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。

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ਜੇ ਇਹ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦੀ, ਤਾਂ ਇਹ ਸਾਥੋਂ ਮੰਗ ਲਓ।

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