



Renfrewshire centre strategy

Braehead

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1. Introduction

This strategy is a framework for the future development of Braehead centre. It considers the social, economic and environmental characteristics of the centre and sets out actions which will continue to enhance its role as a retail, leisure, employment and cultural hub.

The strategy has been prepared to reflect Scottish Planning Policy in supporting the health of 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 centre to continue to thrive and develop a distinct character which supports and complements Renfrew town centre as well as the network of centres across Renfrewshire.

The strategy identifies a number of actions to support the future development of Braehead.

These include:

- Improving pedestrian and cycle connections between the centre, Renfrew and surrounding area;
- Improving accessibility by public transport, incorporating Fastlink where possible;
- Introducing new and complementary uses which enhance the existing offer and further develop town centre character;
- Enhancing the environment and place making aspects of the centre through good design of buildings and civic spaces;
- Working with landowners and developers to bring forward opportunities to continue Renfrew Riverside regeneration;
- Delivering new travel and transport infrastructure to support complement the centre and wider Renfrew Riverside regeneration.



Actions in the strategy have been developed in consultation with landowners, 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 Braehead centre.

2. Braehead Today

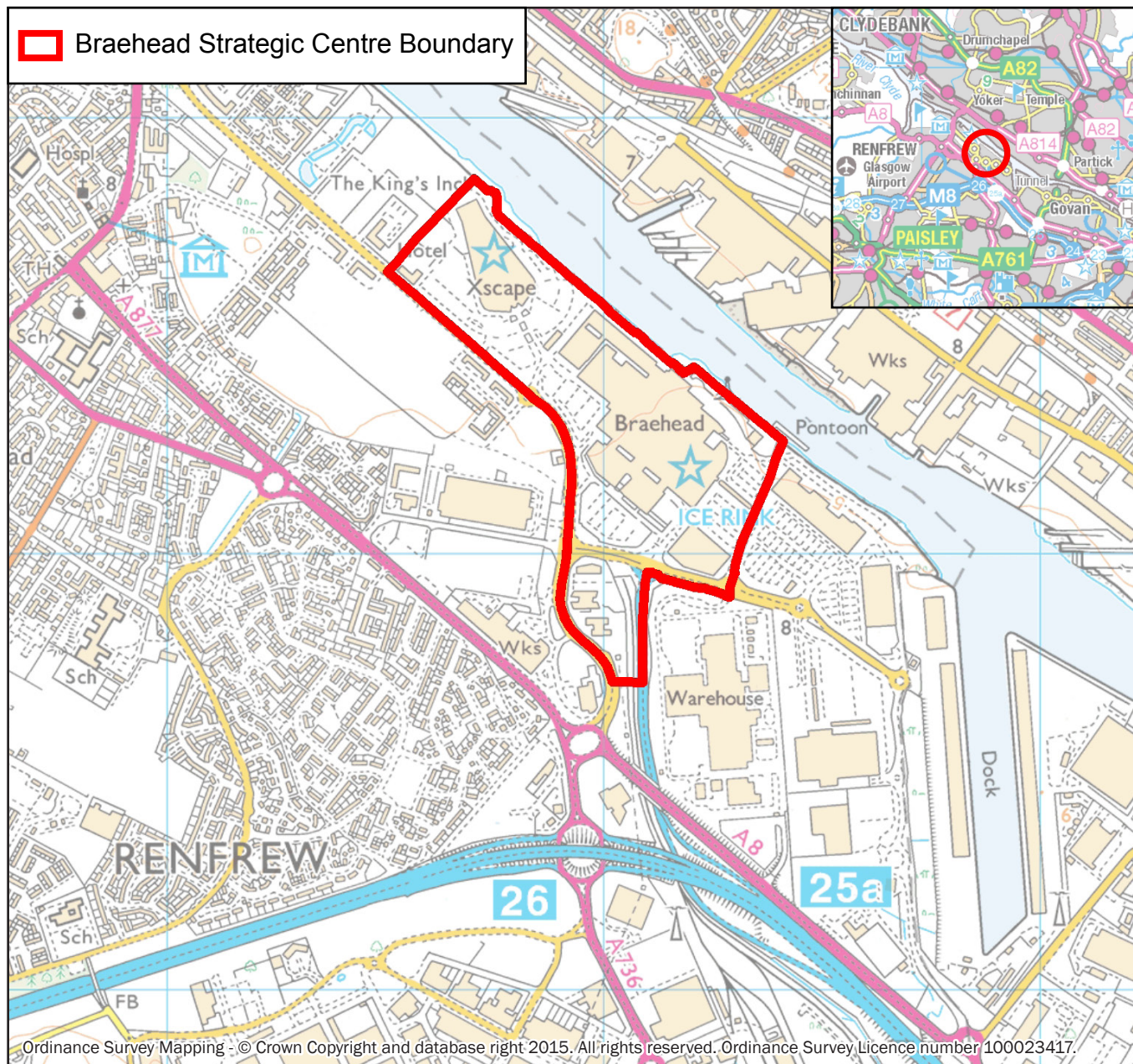
Braehead lies 5 miles north east of Paisley and is Renfrewshire's prime retail and leisure location attracting around 17 million visits per year. The centre lies between the River Clyde and the town of Renfrew.

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

Role

The variety of the retail offer and unique leisure, sports and recreation uses, as well as strong transport connections establish Braehead as a Strategic Centre in Clydeplan Strategic Development Plan as well as the Renfrewshire Local Development Plan (2014).

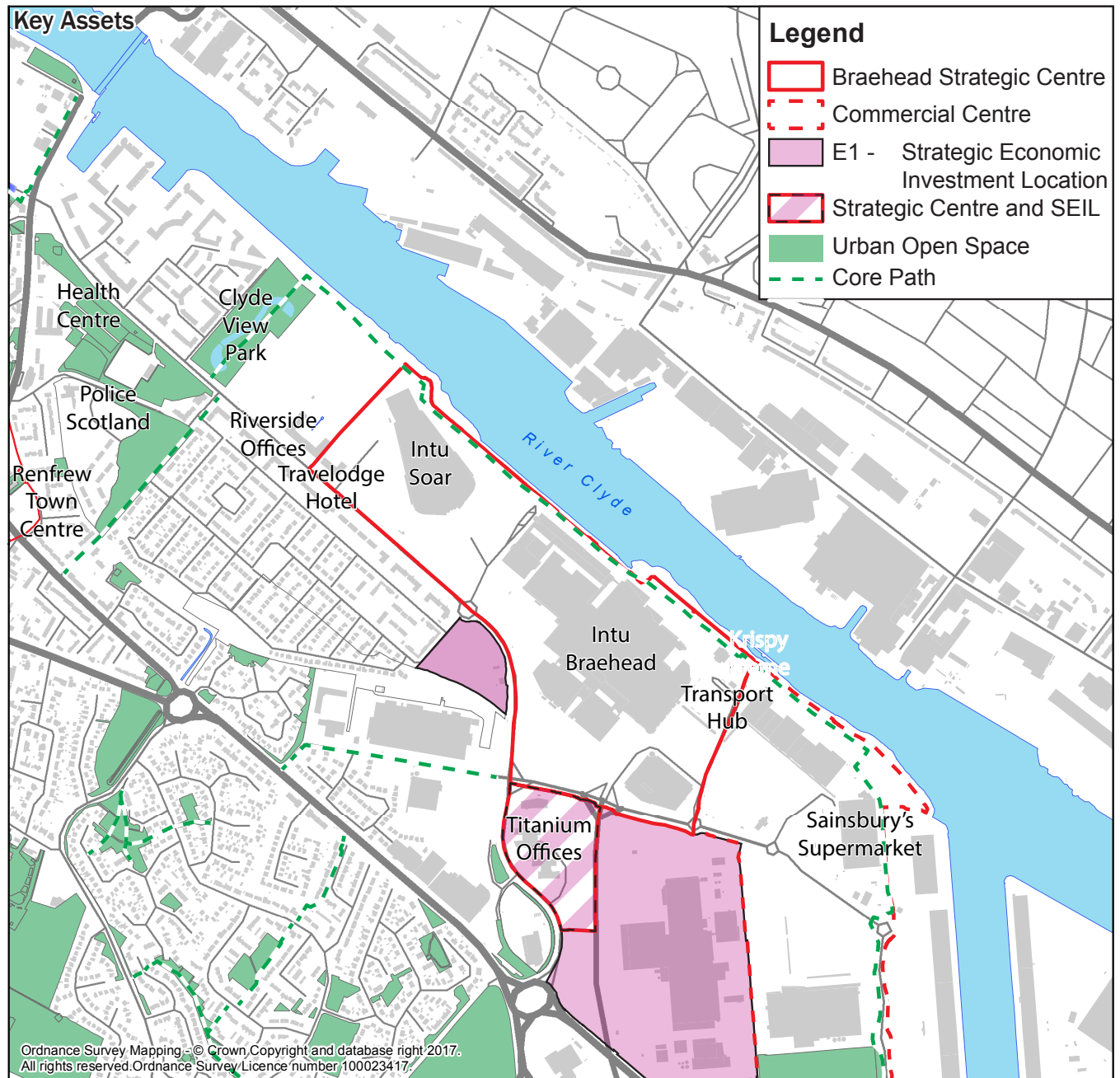
The centre is recognised as having a strategic role in providing retail, cultural and leisure activities for Renfrewshire and is central to the wider Clyde Waterfront Regeneration Initiative.



Strategic Centre

The centre is focussed around the retail, leisure, sports and recreation uses to the east of Kings Inch Road, including Braehead Shopping Centre and Soar.

A mix of commercial, residential and leisure uses within the Clyde Waterfront Renfrew Riverside area lie immediately to the west and south, supporting the diverse offer of the centre.



3. Health Check

Scottish Planning Policy (SPP) identifies the need to monitor the performance of centres to support their future growth.

Health Checks are used to collect a range of indicators which create a 'picture' of a centre and help to show how it is performing.

Built Environment

The form of the centre reflects Braehead's origins and is focussed on modern commercial retail and offices buildings, the majority of which are two storey. Newer buildings such as Soar are distinctive and an asset to the centre, contributing to the character and sense of place. The setting of the centre immediately adjacent to the River Clyde is also a key asset.



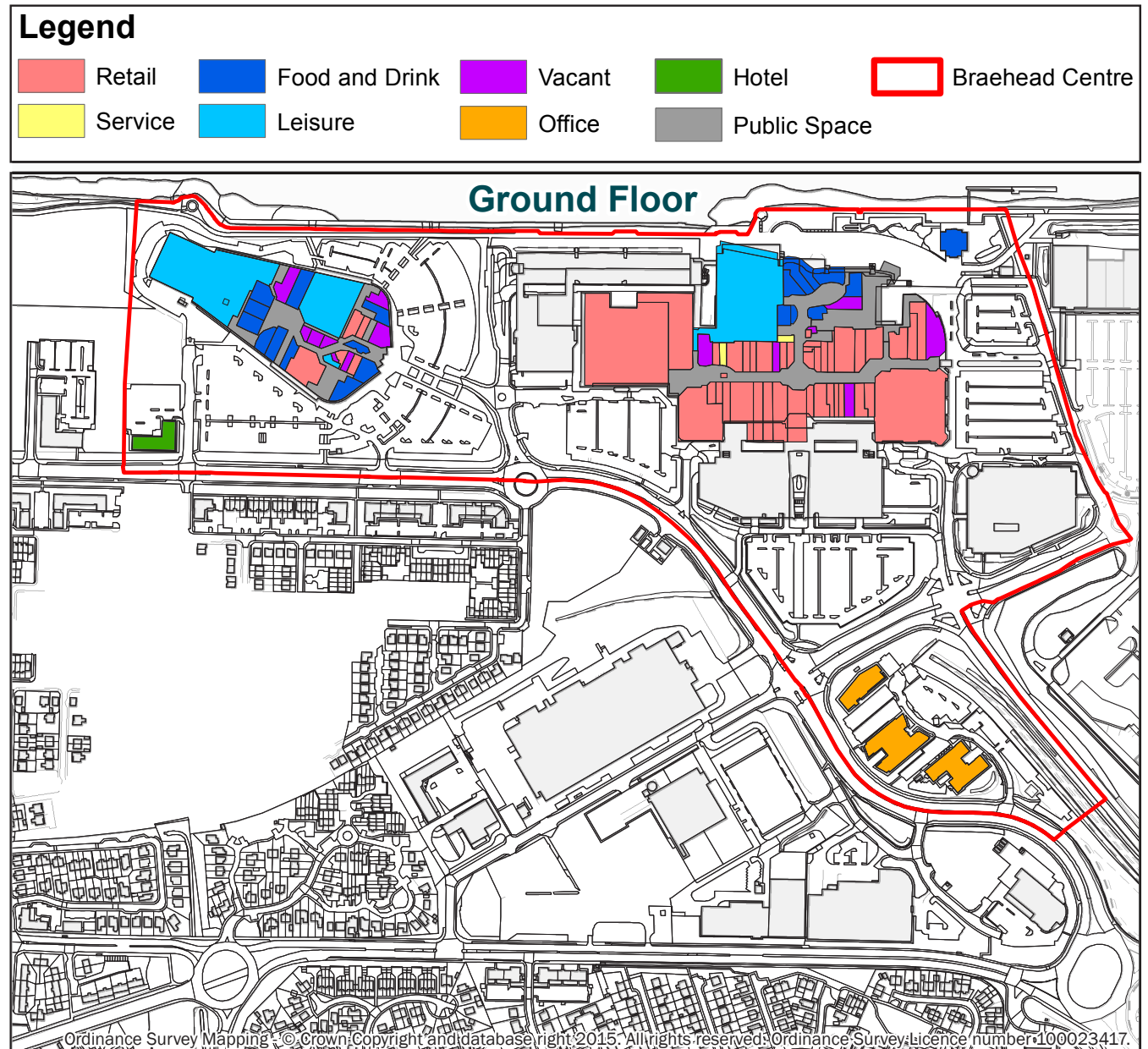
Land Use

Braehead has a diverse retail mix and a unique sports and recreation offer which reflects the important role of the centre as Renfrewshire's principal retail and leisure destination. The centre comprises approximately 114,000 square metres of floorspace providing a range of uses including major retailers such as Apple and Next, a 4000 seat arena, indoor ski slope, hotel and office accommodation.

A variety of regular events, festivals and conferences are held within the centre, drawing visitors from across the Glasgow and Clyde Valley Region and beyond. The centre also performs an important local role, with a range of community groups using the leisure and sports facilities available.

Vacancy levels within the core retail and leisure areas of the centre is 18 units, 11%.

Land Use - Ground Floor

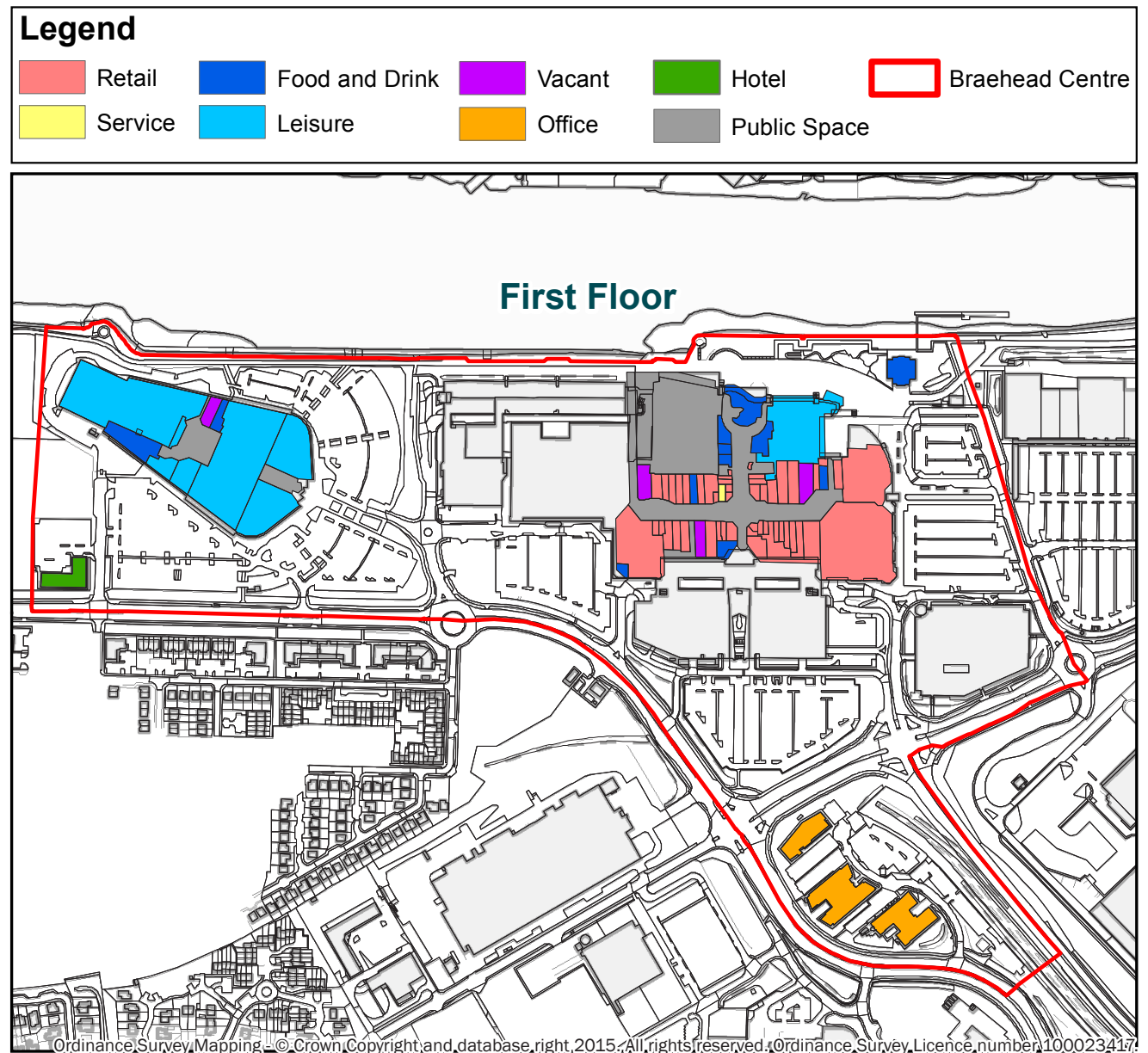


Development Activity

Thirty eight planning applications were approved over the period 2012-2016. The most significant of these relates to a masterplan for major investment to the centre and surrounding area including new retail, office and leisure uses, events arena, civic spaces and public transport improvements. The remainder of the planning applications focussed on works such as change of use or signage.

Development activity within the Renfrew Riverside area immediately adjacent to the centre has also continued over this period, including significant progress on the delivery of the new residential and community uses which support and complement the role of the centre.

Land Use - First Floor



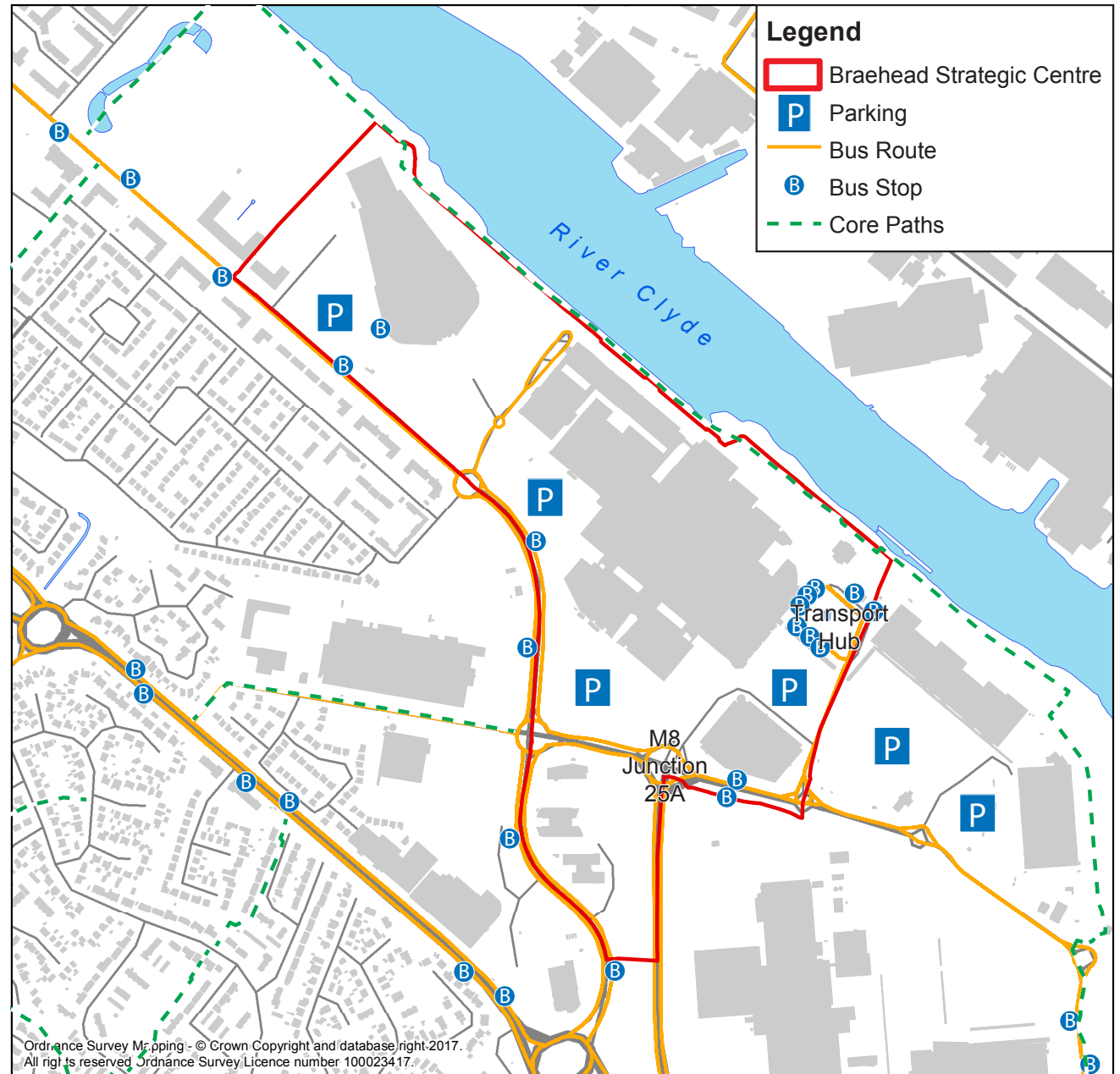
Pedestrian Environment

There are good pedestrian links between the centre and surrounding residential and business areas, particularly from Renfrew Riverside to the west via Kings Inch Road, Station Road and Andrew Avenue. The riverside walkway also provides a key pedestrian link. There are opportunities to further strengthen links at key approaches to the centre, as well as between existing uses.

Parking

Parking provision within the centre lies within dedicated surface and multi-storey car parks immediately adjacent to the key retail mall and commercial buildings. These offer a total of 7,880 spaces.

Accessibility

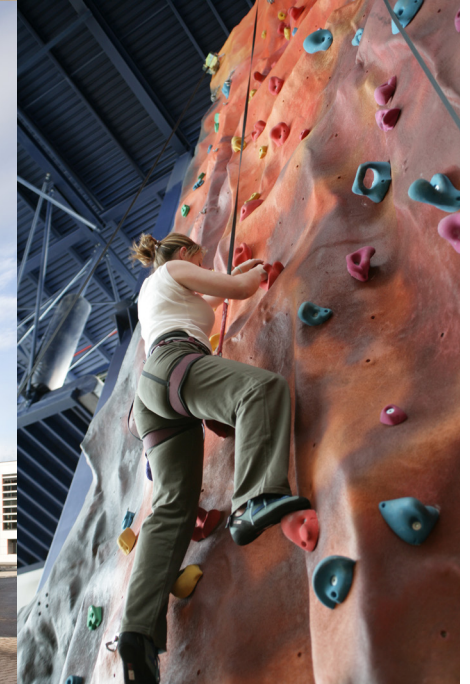


4. Key Opportunities

Action and Investment

Intu Properties Plc, the largest landowner in Braehead, has in recent years continued to enhance the offer and visitor experience within the centre. A number of new retailers have opened, the food quarter and other areas of the centre continue to be remodelled to ensure they are fit for purpose and accommodate a range of commercial ventures. Other improvements including high speed free WiFi have been introduced.

The opportunity exists to build on this investment and to work with Intu Properties Plc along with other stakeholders to bring forward a detailed masterplan for Braehead. This will enhance the existing offer and further develop its town centre character and uses, public realm and accessibility. In turn, this will improve the overall visitor experience and aim to attract further investment in the Renfrew Riverside area.



Opportunities

The multi million pound Glasgow and Clyde Valley City Deal programme will deliver a new bridge crossing between Renfrew and Yoker and a new road to the north of Renfrew.

The proposed additional crossing is in close proximity to the centre and likely to enhance connectivity which will provide opportunities to expand the offer and range of uses at the centre.

The infrastructure investment programme will also deliver enhanced walking, cycling and public transport improvements as well as integrating the existing road infrastructure in and around the area.

The investment will further stimulate the continuation of the Renfrew Riverside regeneration by unlocking the potential of stalled sites in the Meadowside area as well as improving access to the services and facilities available at Braehead.

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



5. Consultation

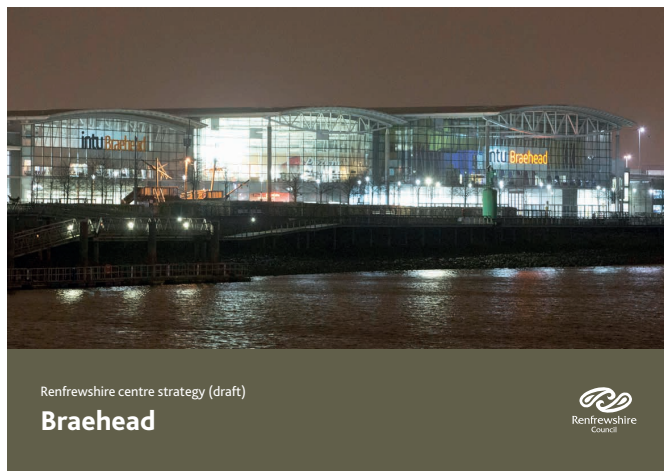
Actions within the strategy have been informed by consultation with businesses, community groups and stakeholders.

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

- Meetings with landowners and stakeholders including Intu Properties Plc;
- One to one contact with local retailers, businesses and residents;
- Online consultation using the Council's website and social media pages to gather views; and
- Publicity including the main page of the Council's website, social media and local press.

The responses to the consultation outlined issues and opportunities as priorities for action. In summary, these were:

- Improvements to key pedestrian routes to and from the centre;
- Improving accessibility by public transport, incorporating Fastlink;
- Diversifying range of uses and further developing Town Centre character;
- Enhancing existing built form, including new and improved civic spaces.



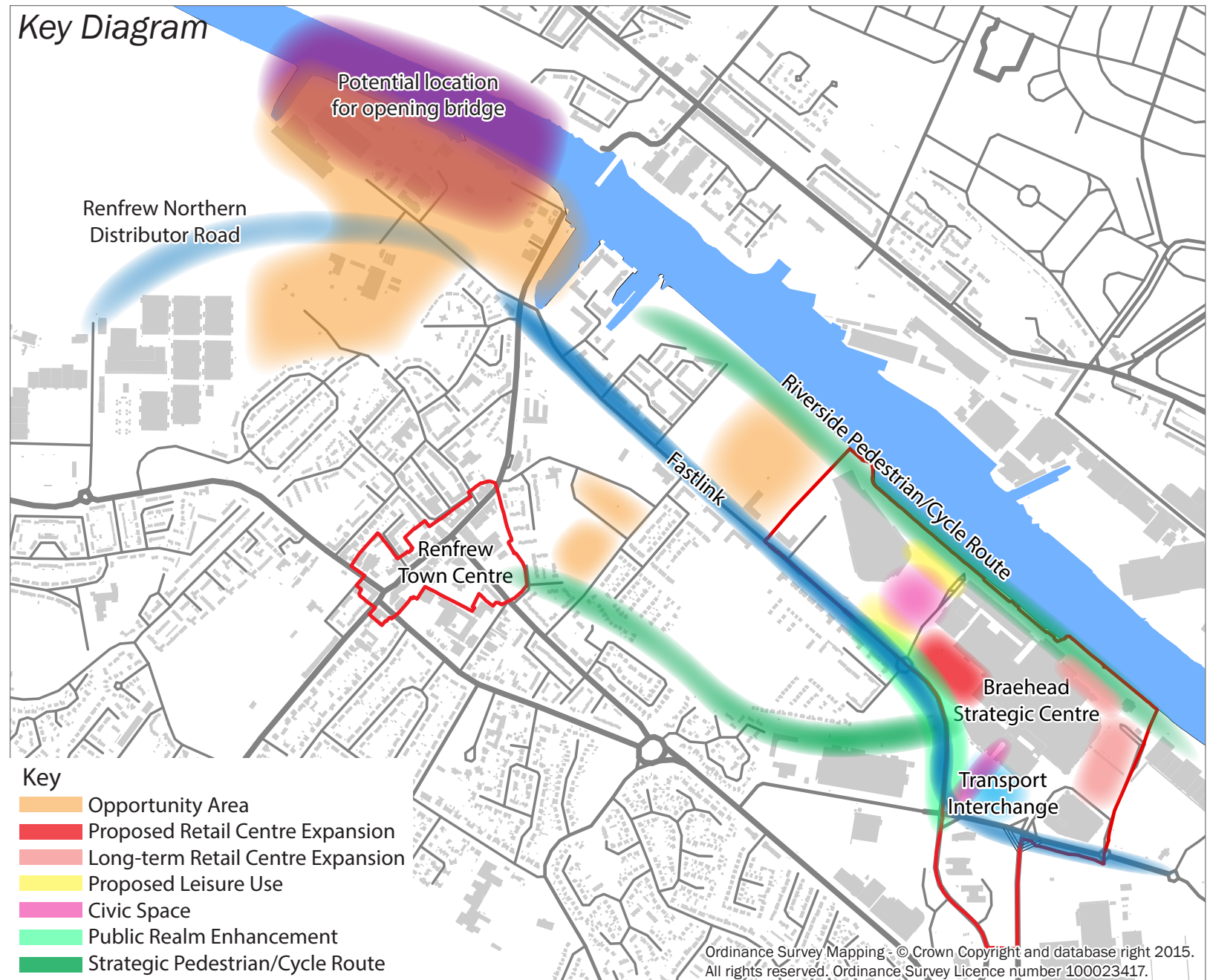
6. Key Actions

Through consultation proposals have emerged which will support delivery of a detailed masterplan for Braehead and future growth of the centre, further developing town centre character.

The key actions are identified in the Key Diagram and are as follows:

Theme 1:
Masterplan

Theme 2:
City Deal

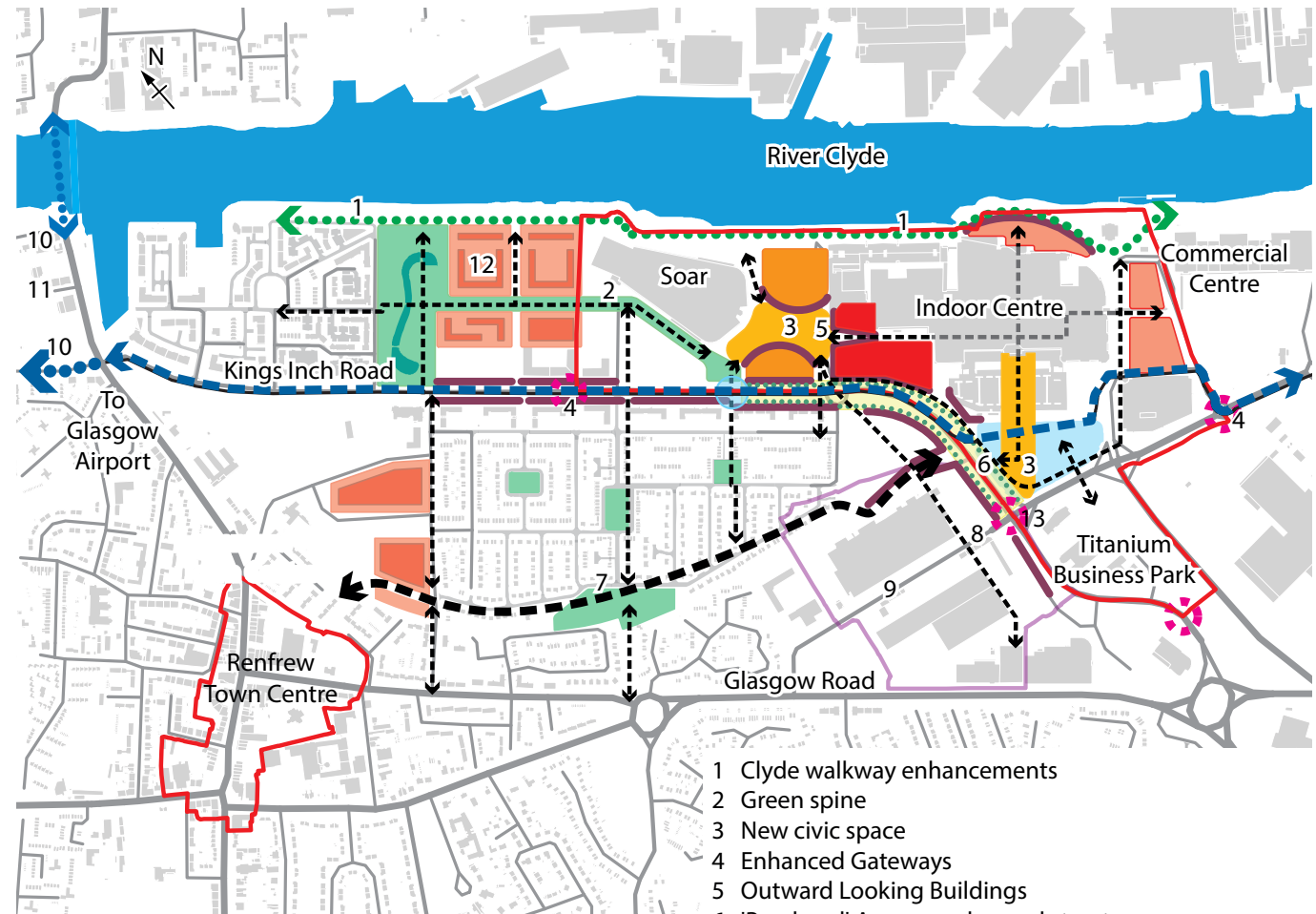


Theme 1: Masterplan

Assist in the implementation of the masterplan for Braehead centre which delivers:

Key Actions

- Enhanced key entrance 'gateways' to the centre;
- Improved connectivity through enhanced walking and cycling routes between the centre and Renfrew;
- Public transport improvements including a new hub, incorporating Fastlink where possible;
- A range of new uses to enhance the existing offer, further developing the town centre character and use;
- Outward looking buildings to enhance the place making aspects of the centre and new civic space to enhance and support existing public realm.



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KEY

- Residential Development Site (Indicative Blocks)
- Public Realm Enhancement
- Civic Space
- Proposed Centre Expansion
- Long Term Centre Expansion

- Transition Area
- Proposed Leisure Use
- Green Space
- Transport Interchange
- Fastlink Stop (Indicative)

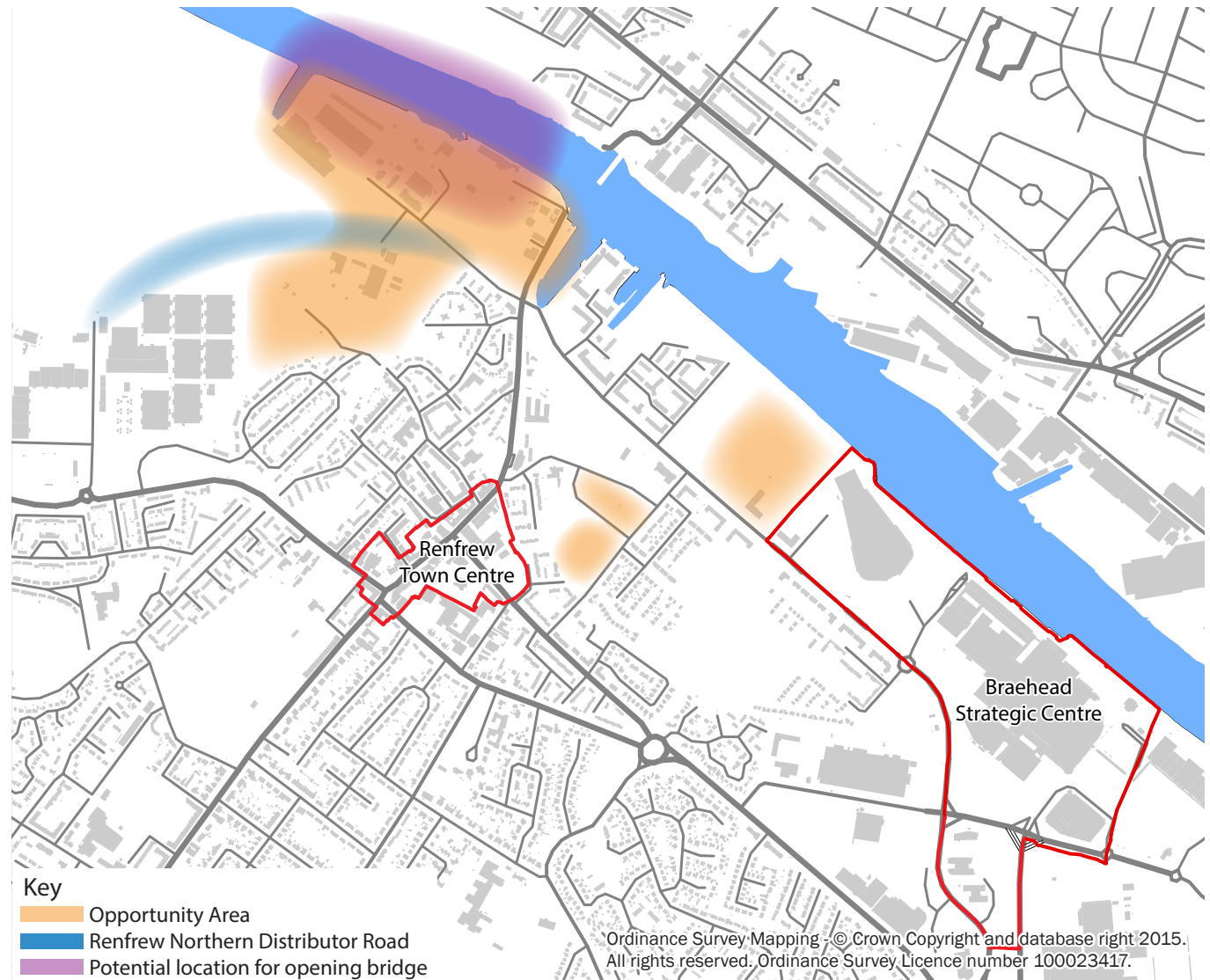
- Fastlink Route (Indicative)
- Pedestrian / Cycle Strategic Route
- Pedestrian / Cycle Links
- Internal Pedestrian Routes
- Pedestrian / Cycle Riverside Route
- Key Building Frontage
- Centre Boundary
- Gateways
- Renfrew to Yoker Crossing (Indicative)
- Renfrew Northern Development Road (Indicative)

- Clyde walkway enhancements
- Green spine
- New civic space
- Enhanced Gateways
- Outward Looking Buildings
- 'Braehead' Avenue enhanced streetscape and cross street connectivity
- Pedestrian/cycle corridor linking north/south routes
- Potential pedestrian connector
- Prepare Development Guide and potential expansion
- City Deal Projects
- Work with Clydeport to identify development opportunities
- Explore potential for low cost home ownership
- Enhanced Crossing

Theme 2: City Deal

Key Actions

- Develop and deliver a new river crossing between Renfrew and Glasgow/West Dunbartonshire along with complementary improvements to the existing road infrastructure around Braehead and Renfrew centres;
- Develop and deliver a new road to the north of Renfrew, to improve access to the facilities and job opportunities at Braehead; and
- Work with developers to identify opportunities for the next phase of Renfrew Riverside regeneration.



7. Making it Happen

Implementation

This Centre Strategy for Braehead is one of a suite of action plans developed for each of Renfrewshire's centres. Delivery of proposals identified in the strategy will not only strengthen Braehead but help to achieve the vision for the network of centres. This will in turn improve the economic and environmental base of Renfrewshire as a whole.

Partnership working will be vital to prioritise and monitor actions. Funding the actions set out in this strategy is also key.

Intu Properties as the major landowner are committed to investing £200 million to deliver a masterplan for the centre.

Part of the funding stream is City Deal. Renfrewshire will gain significantly from City Deal through new jobs, regeneration of major sites and improvements to public transport. This investment will improve access to the facilities and job opportunities at Braehead, support future economic growth at Renfrew Riverside and the overall Clyde Waterfront.

The Council will also seek to secure funding from developers in and around Braehead in line with the New Development Supplementary Guidance to extend Fastlink to Renfrew Riverside.

Staying on Track

This strategy is non-statutory supplementary planning guidance to help deliver proposals 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. If progress is slow, a review will consider new approaches to achieving results.

The strategy will be updated every two years.



Key Action Summary

Location/Project		Timescale
<i>Theme 1: Masterplan</i>		
Gateways	Enhance key gateway entrances to the centre	2-5 years
Connectivity	Improve key pedestrian and cycle connections between the centre and Renfrew	2-5 years
Public Transport	Improve public transport provision and facilities, including new hub and linkages to Fastlink	2-5 years
Diversify Uses	Deliver a range of new uses to enhance the existing offer, further developing the town centre character and use;	2-5 years
Place Making	Deliver outward looking development and improvements to civic spaces	2-5 years
<i>Theme 2: City Deal</i>		
River Crossing	Develop and deliver Renfrew river crossing along with improvements to existing road infrastructure	2-5 years
North Development Road	Develop and deliver new road to north of Renfrew	2-5 years
Opportunity Sites	Work with developers to identify opportunities for next phase of Renfrew Riverside regeneration	2-5 years

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

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