



Renfrewshire centre strategy

# Linwood



Renfrewshire  
Council

# Contents

<b>1. Introduction</b>	<b>3</b>
<b>2. Linwood Today</b>	<b>4</b>
Role	4
Town Centre	5
<b>3. Health Check</b>	<b>6</b>
Population	6
Built Environment	7
Pedestrian Environment	7
Land Use	8
Parking	8
Footfall	10
<b>4. Key Opportunities</b>	<b>11</b>
<b>5. Consultation</b>	<b>12</b>
<b>6. Proposals</b>	<b>13</b>
Theme 1: Town Centre	14
Theme 2: Environment and Connections	15
<b>7. Making it Happen</b>	<b>16</b>
Implementation	16
Staying on Track	16
Key Action Summary	17



# 1. Introduction

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

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

health of Renfrewshire's centres and delivering proposals set out in the Renfrewshire Local Development Plan.

The key objective of the strategy is to ensure that the town centre is fit for purpose and can adapt to changing needs and demands.

The strategy identifies a number of actions these include:

- Continue to support public, private and community partners to deliver a range of uses, activities and events at sites within and adjacent to the town centre;
- Improve and strengthen important pedestrian routes;
- Considering opportunities to improve links to Linwood Lades green space and Kintyre Park;
- Promote a review of the town centre boundary with an extension eastwards to include part of Bridge Street;
- Support new uses within the Middleton Road Transition Area;
- Ensuring the town centre is more accessible by walking, cycling and public transport; and
- Continue to deliver an attractive, clean and secure town centre.



Actions within 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 along with all of those who have an interest in Linwood.

## 2. Linwood Today

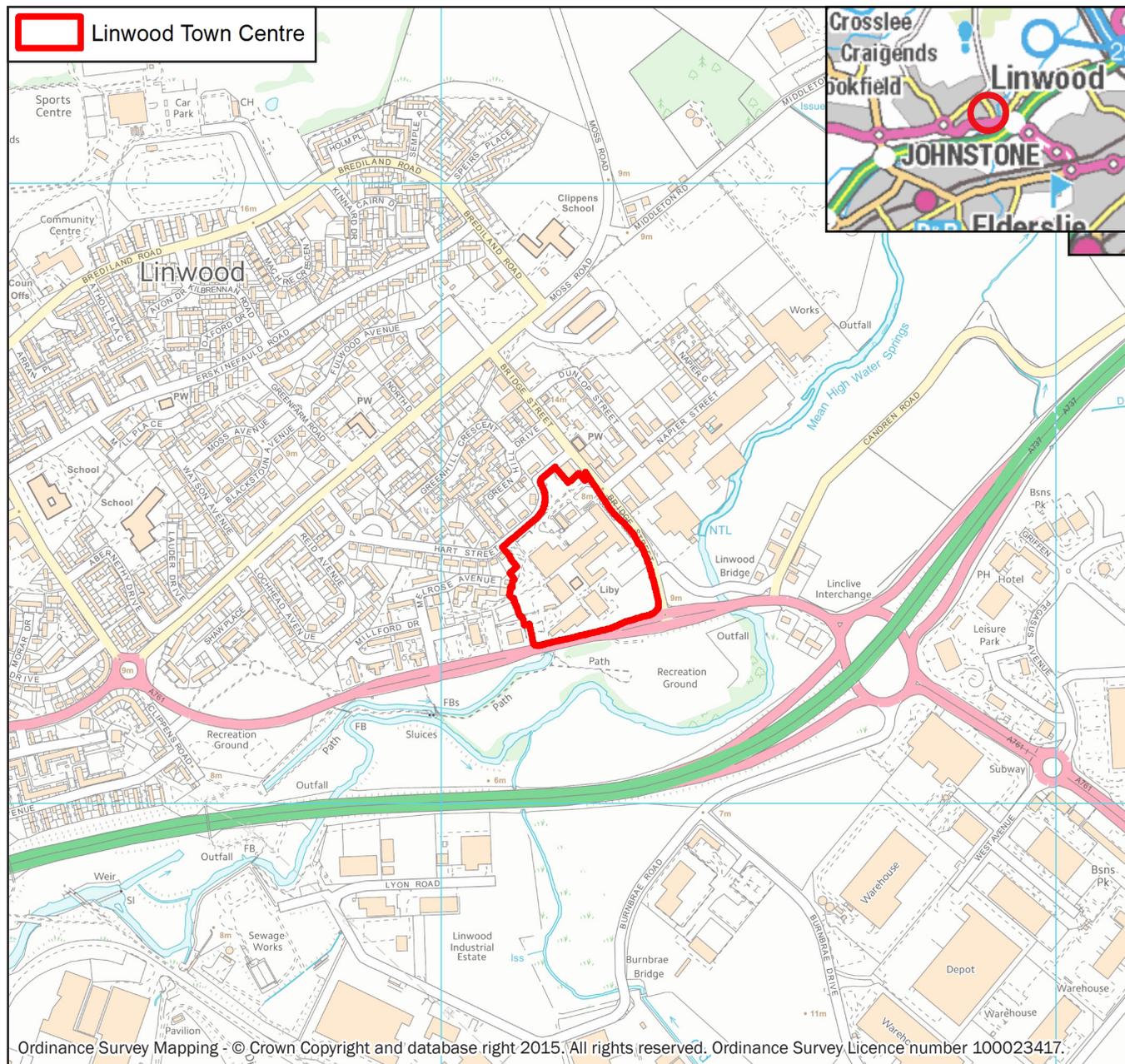
Linwood is located 3 miles west of Paisley and has a population of approximately 9000.

The town has strong transport links to Glasgow and the wider central belt both through road and rail. The A737 lies immediately to the east and provides links to the M8 motorway while extensive bus services provide connections to surrounding settlements and Glasgow. The town is also supported by strong walking and cycling links, with National Cycle Routes 7 and 75 to the southwest of the centre.

The town centre lies to the southern edge of Linwood. The centre has benefited from successful redevelopment and regeneration in recent years. New retail, commercial and community facilities have made significant improvements to the character vitality of the town centre and surrounding area.

### Role

The centre plays an important role in providing key services for the local community and improves the range and choice of retail, commercial and community uses within West Renfrewshire.



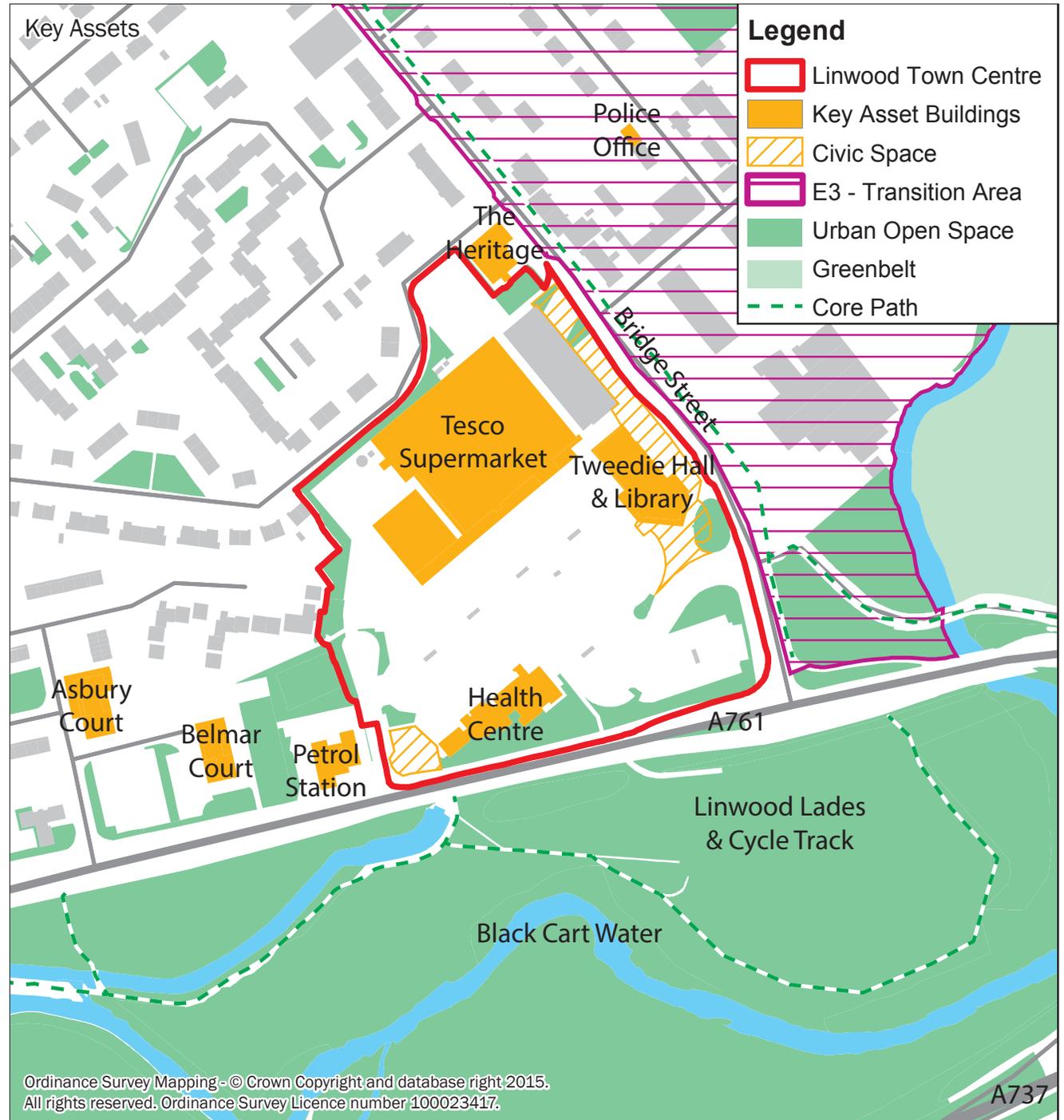
## Town Centre

The town centre is based around a purpose built shopping centre at Bridge Street. Retail provision is focussed on a foodstore with some non-food retail including a pharmacy and opticians. A public house and small additional retail lie immediately to the north and east.

The centre performs a key cultural role through the Tweedie Hall and library which also includes office and conference facilities. Linwood Health Centre and Linstone Housing Association offices are also key assets in the town.

Linwood Lades lies to the south between the town centre and the Black Cart Water. This riverside area has a cycle track and walkway linking to wider green network resources including the Kintyre Park Play Area.

The area to the east of Bridge Street is identified as the Middleton Road 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 Linwood 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 8,500 with some 4,000 households.

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

- Less residents aged 16-64 (Linwood 61.5% 16-64 year olds, 65.7% in Scotland)
- More residents without access to a car (Linwood 42.5%, Scotland 30.5%)
- More residents travelling to work by bus (Linwood 18.8%, Scotland 10%)



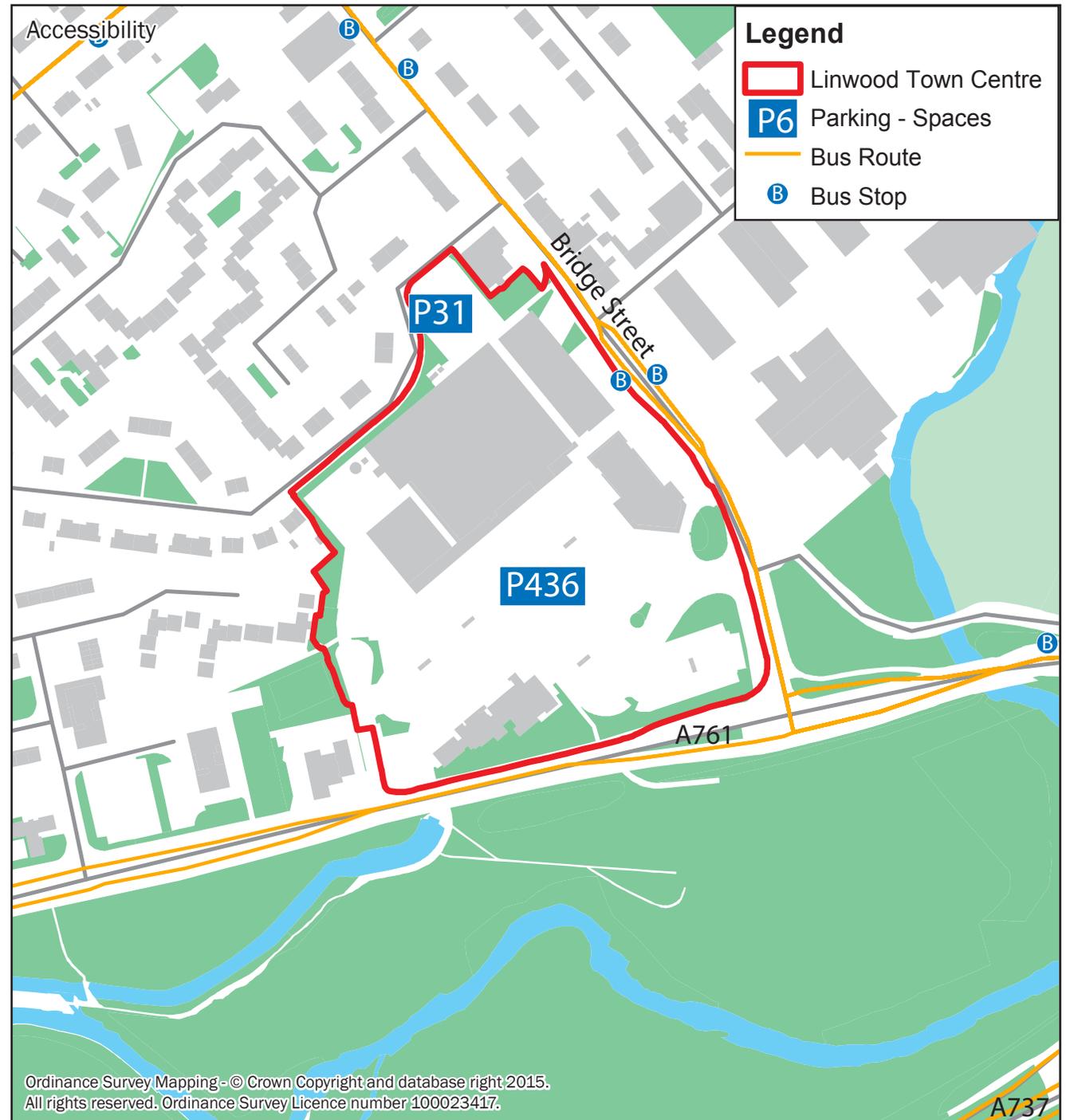
## Built Environment

The form of the town centre has been determined by the recent redevelopment and is focused on a purpose built commercial centre providing retail, commercial and community uses. The centre is characterised by modern, mostly single storey buildings with the glass fronted Tweedie Hall, Linwood Library and Linstone Housing Association office building rising to 3 storeys, creating a focal point.

## Pedestrian Environment

The pedestrian environment within Linwood Town Centre is good. The main pedestrian routes into the town centre are wide to aid safe and easy pedestrian journeys. The routes are clearly defined using paving materials. There are opportunities to further strengthen links at key approaches to the centre, as well as between existing uses.

The provision of civic and open space was a key component in the regeneration of the town centre. On Bridge Street, in front of the shop units, the use of several landscape elements such as boxed trees, high quality paving and raised lawn beds provide an attractive frontage onto Bridge Street. The raised lawn beds also offer informal seating. An area of civic open space in front of the Tweedie Hall provides the setting for the Phoenix sculpture.



## Land Use

Linwood Town Centre provides a mix of retail, commercial and community uses; providing key services for local residents and the surrounding villages.

A foodstore anchors retailing in the town centre and this is supported by additional local shops, including a pharmacy and opticians. There are currently no vacant units in the town centre.

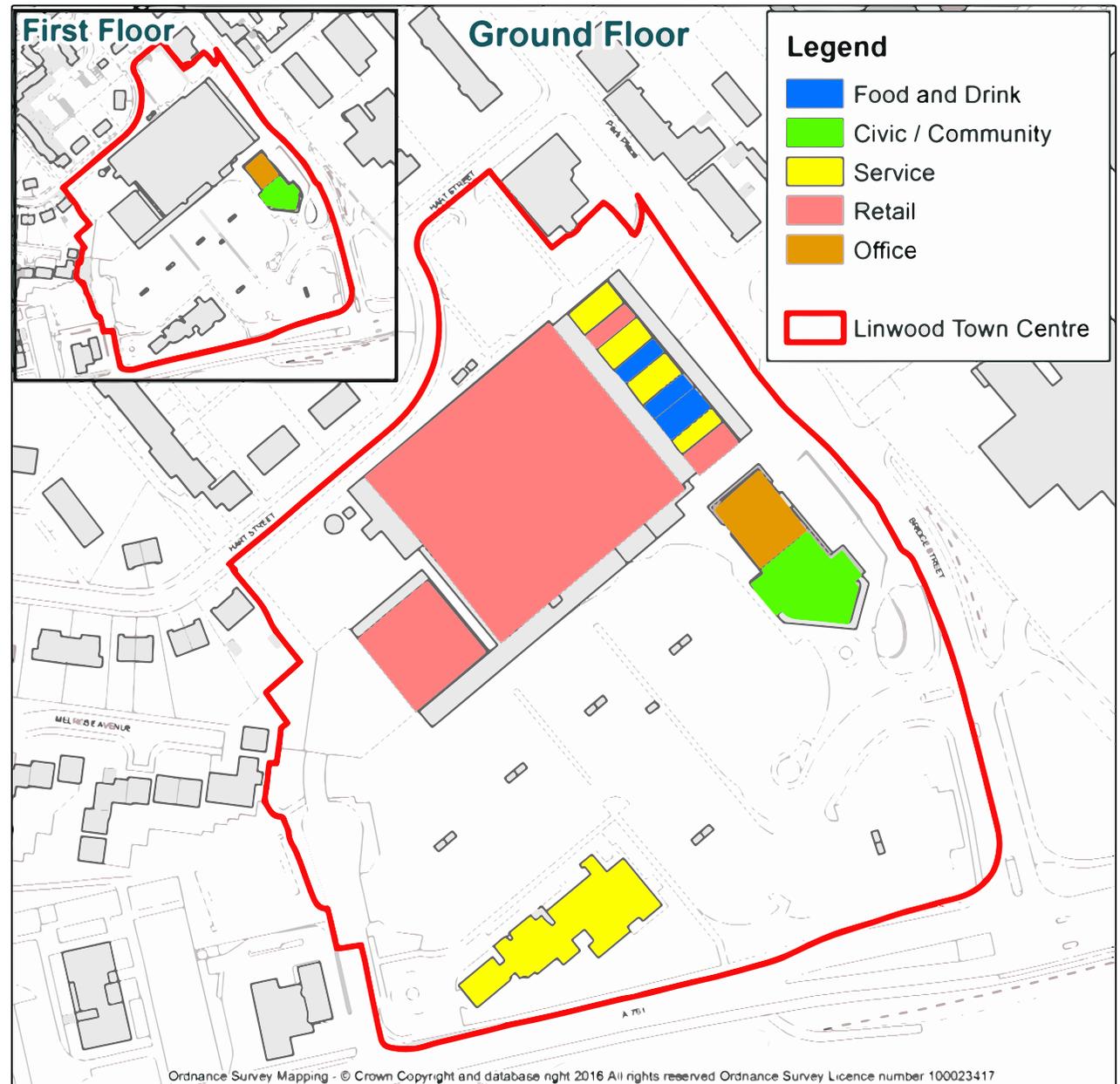
Community uses are based in the new Tweedie Hall which contains the library on the ground floor and offers meeting, conference and event space. Linwood Health Centre is located on the southern edge of the town centre.

The Black Cart Water and Linwood Lades lie to the south of the town centre. These provide an attractive setting for the town and access to the wider recreational path networks as well as play facilities at Kintyre Park. Additional commercial uses, such as a pub and more retail units, can be found adjacent to the town centre to the north and to the east across Bridge Street.

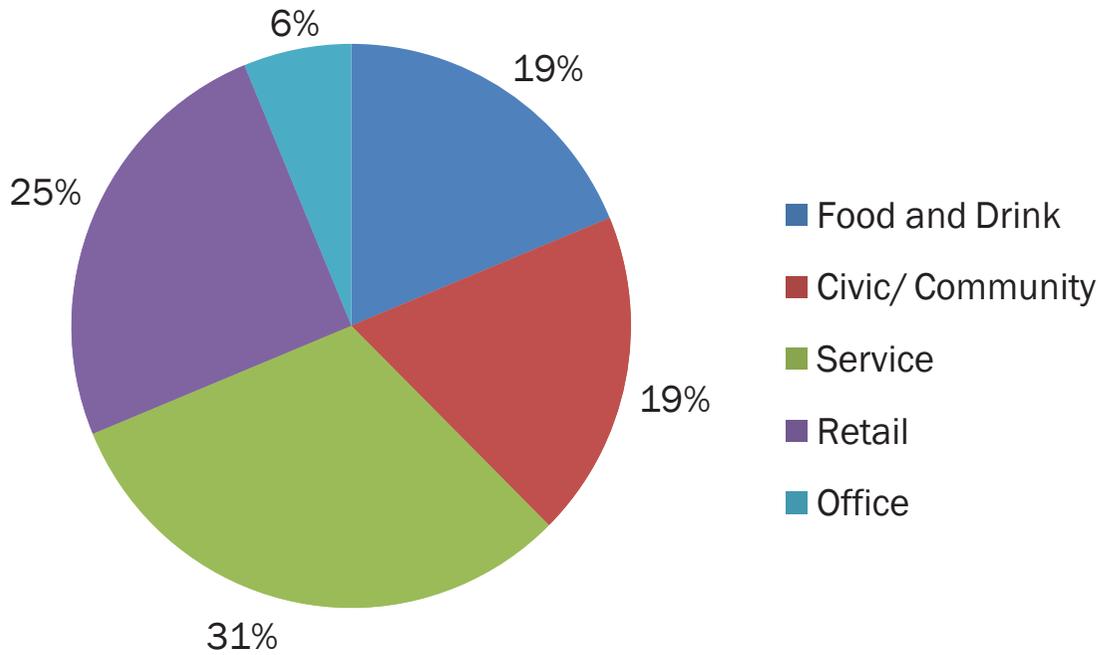
## Parking

There are two car parks within Linwood Town Centre, offering a capacity of 460 spaces. The majority of parking provision within the centre lies to the south of the Tesco foodstore, with additional provision off Hart Street to the north of the town centre.

Land Use - Existing Town Centre Boundary



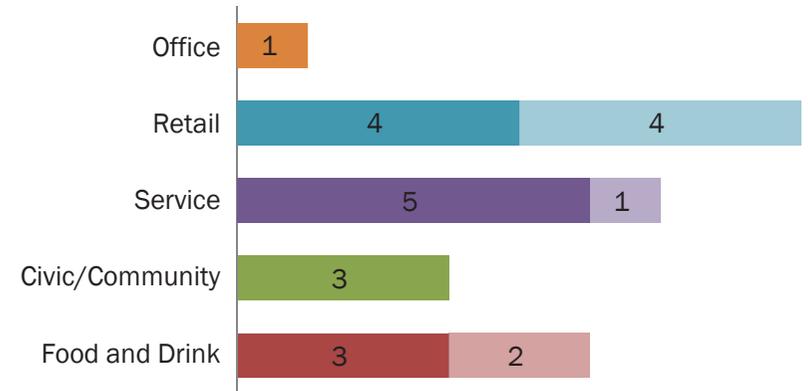
Commercial Uses, Current Town Centre (%)



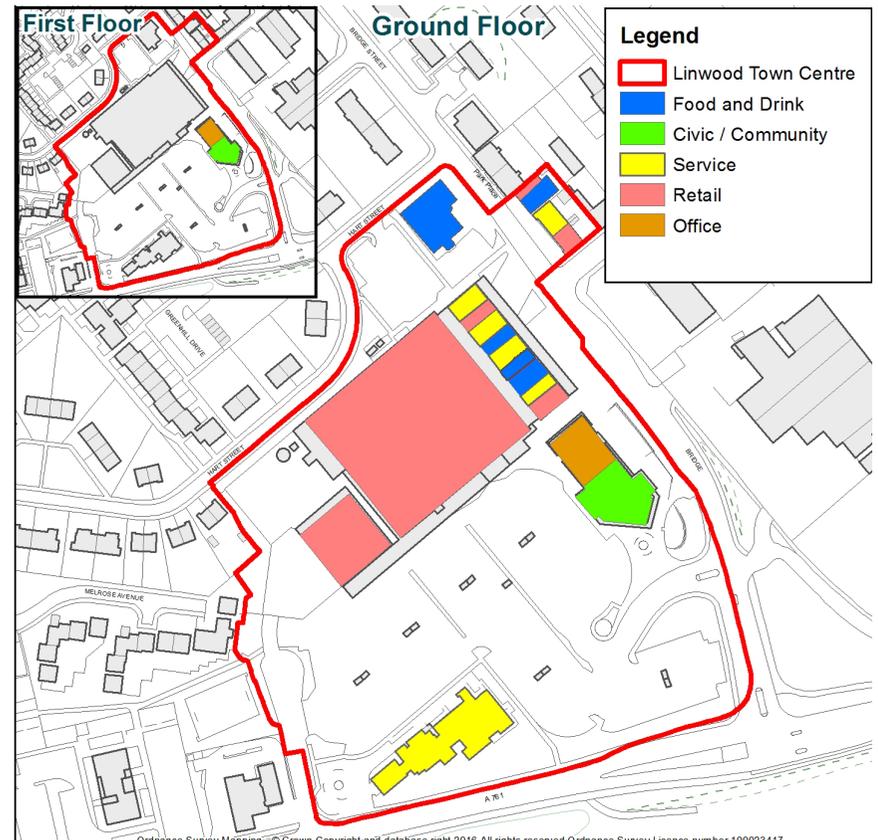
Commercial Uses, Current Town Centre (units)



Commercial Uses Following Proposed Extension (units)



Land Uses - Following Proposed Town Centre Boundary Review

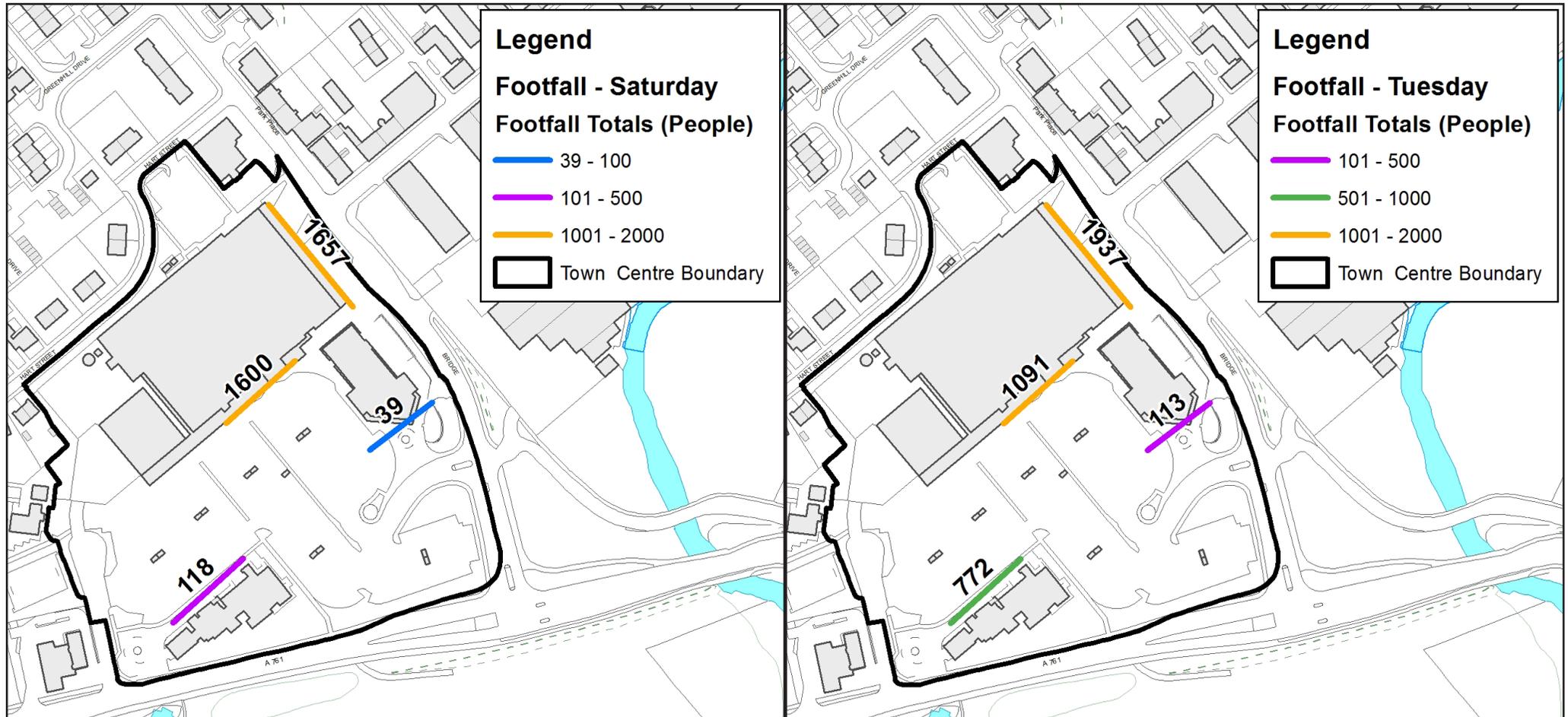


# Footfall

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 vary between the working week and the weekend. The highest levels of footfall can be identified at the front of the new retail units on Bridge Street and to the front of the supermarket.

The weekday survey shows the Bridge Street location having a significantly higher footfall than the supermarket location, while on Saturday the footfall at these two locations is comparable.



## 4. Key Opportunities

Retail and civic functions in Linwood Town Centre renewed and transformed the centre in 2014, linking with existing shops on east side of Bridge Street. New retail and civic facilities are complemented by a significant improvement in the public realm with new hard and soft surfaces transforming the town centre.

The completed redevelopment of the Town Centre has been a major investment in Linwood and its future. It is a complete transformation which is already a thriving focus for the community and is encouraging further private sector investment within the centre.

There is potential for new investment in residential and business uses which support the centre. Promoting development opportunities in and around the town centre particularly the Transition Area will also help to grow the local economy.

Public spaces within the town centre, which have been improved as a result of redevelopment, have potential to be used for a range of activities and events. There are opportunities to work with community groups to support the delivery of events and projects.

There is also an opportunity to strengthen and enhance the role of Linwood Lades as a focus for leisure and recreation.



# 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 Linwood Development Trust and Linwood 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; 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:

- Support local community groups to deliver new projects, activities and events which support town centre activity and the local economy;
- Better use of key civic spaces for events;

- Improvements to key pedestrian routes to and from the town centre, particularly with regard to disabled access; and

- Improve links to key recreational resources such as Linwood Lades and Kintyre Park



Renfrewshire centre strategy (draft)

Linwood



# 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:  
Environment and Connections

**Legend**

-  Linwood Town Centre
-  Addition to Town Centre Boundary
-  Landmark Buildings
-  Activity & Event Space
-  E3 - Transition Area
-  Opportunity Site
-  Access Improvement
-  Gateway Enhancement
-  Core Path



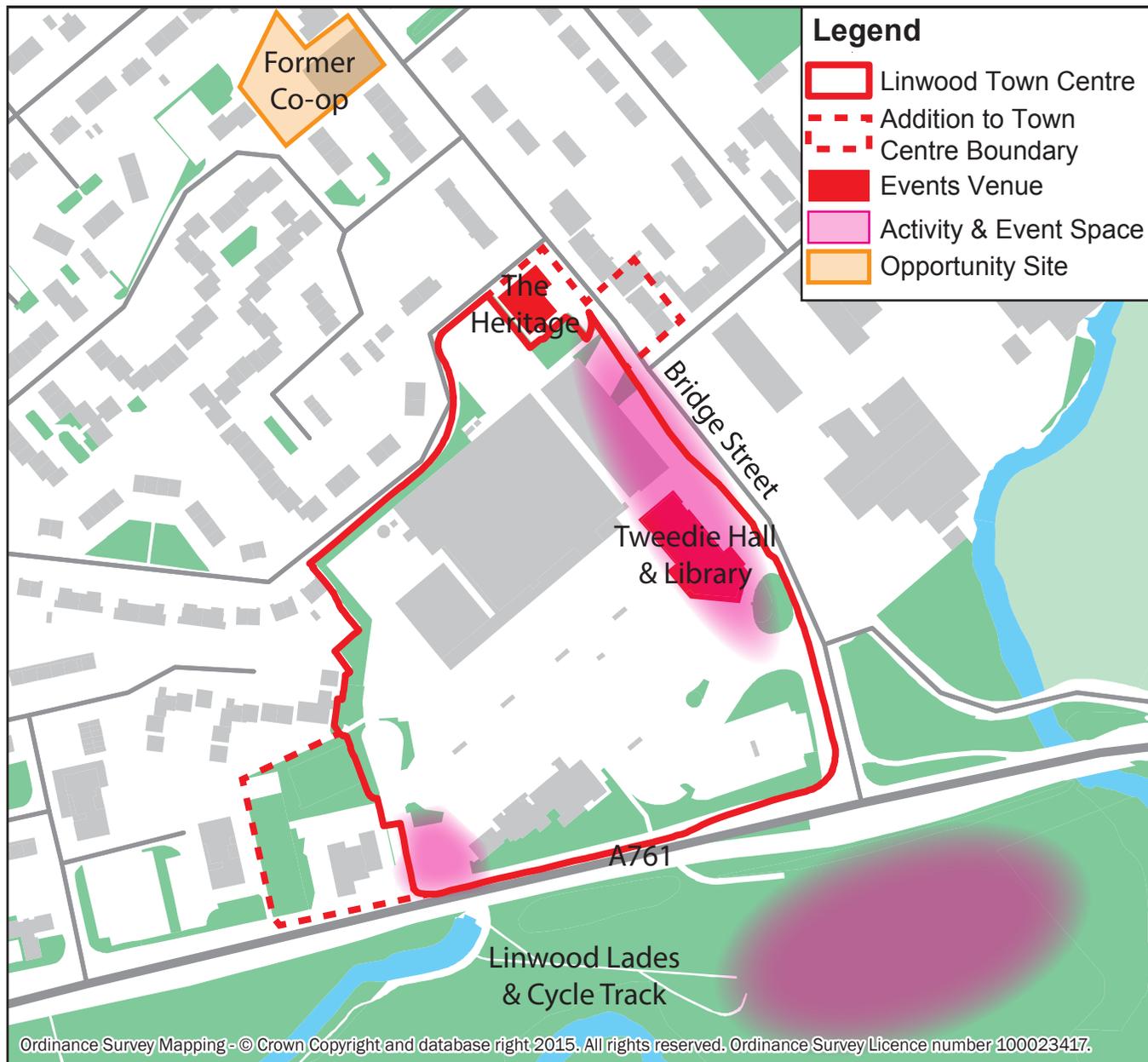
# Theme 1: Town Centre

The key objective of this strategy is to support Linwood town centre. To assist in delivering opportunities 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 within the town centre as well as the adjacent Middleton Road Transition Area.

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 continued delivery of retail, office and residential uses within and adjacent to the Town Centre;
- Support local community groups to deliver new projects, activities and events which support town centre activity and the local economy;
- Prepare and implement development briefs which support redevelopment and changes of use at opportunity sites;



- Review the Town Centre boundary so that it includes adjacent commercial uses.

- Use Retail Improvement Scheme funding to support the improvement of shopfronts within the town centre.

## Theme 2: Environment and Connections

The regeneration of the town centre has improved accessibility both within and around Linwood. The public realm within the town centre is of high quality and has benefited from significant investment in recent years.

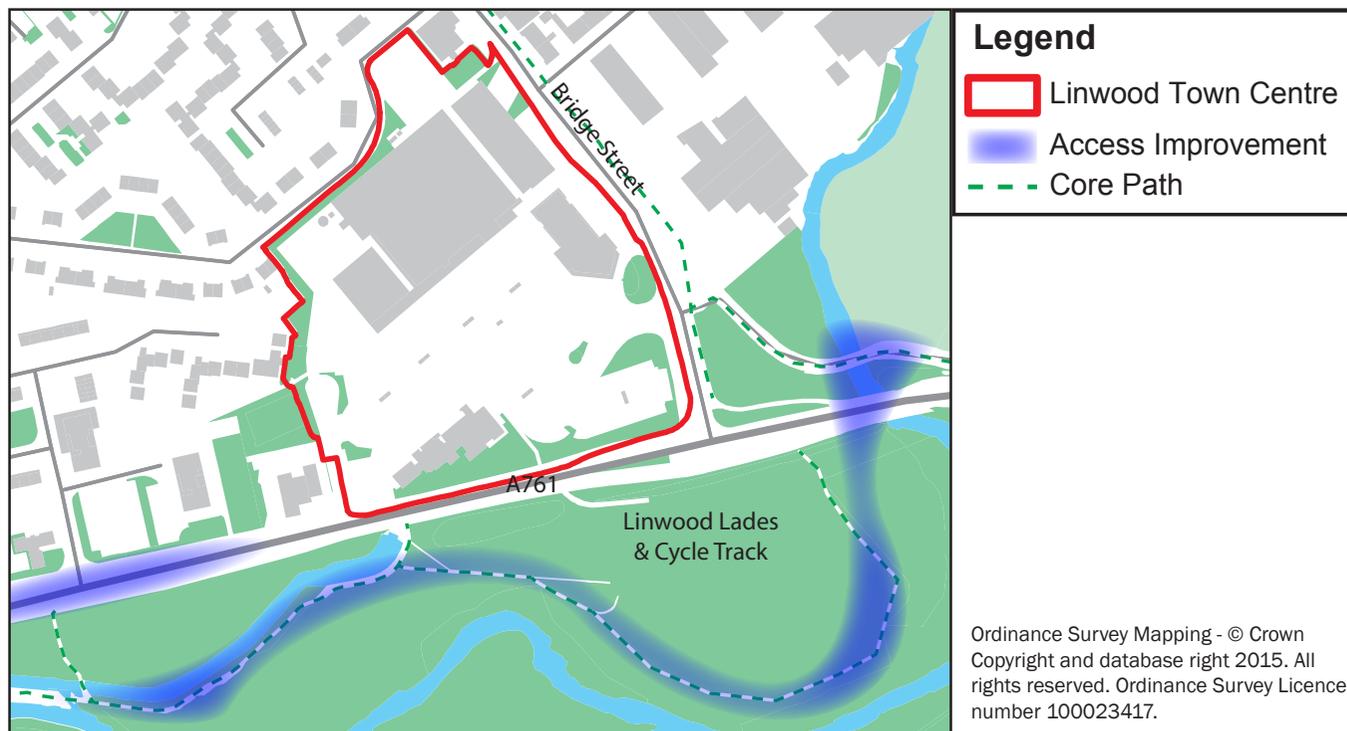
There are opportunities for further enhancements, to further improve the environment of the centre and pedestrian routes particularly in terms of connections to key local assets such as the On-X, Linwood Lades green space, and Kintyre Park.

The town centre benefits from being close to the National Cycle Routes 7 and 75. There are opportunities to improve the connections to these routes highlighted within the Renfrewshire Cycling Strategy.

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

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 to complement the schedule of works conducted by the private sector within the centre.

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



### Key Actions

- Improve and strengthen important pedestrian routes such as crossing infrastructure at Kashmir Avenue.
- Explore opportunities to further improve accessibility and connections between the town centre, the On-X, Linwood Lades and the wider green network of paths and recreational opportunities.
- Explore opportunities to improve and strengthen cycle linkages within the centre and surrounding area, including National Cycle Routes 7 and 75;
- Continue to complement existing private sector investment in a programme of maintenance including litter picks, street cleaning, seasonal planting and grass cutting in and around the town centre; and
- Work with local community groups to consider opportunities for new local activities and events on the spaces.

# 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 Linwood.

## *Staying on Track*

This strategy is non-statutory supplementary planning guidance to 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 Houston, Crosslee, Linwood, Riverside and Erskine Local Area Committee.

The strategy will be updated every two years.



# Key Action Summary

Location/Project		Timescale
<i>Theme 1: Town Centre</i>		
Activity and Events	Work with local community groups to assist in the delivery of new activities and events.	0-2 years
Development Briefs	Prepare and implement development briefs to support development of town centre opportunity sites.	0-2 years
Town Centre Expansion	Review Town Centre boundary within the next Local Development Plan	0-2 years
Shopfront Improvements	Use Retail Improvement Scheme funding to enhance retail shop fronts	0-2 years
Diversify Uses	Work with partners to deliver new retail, offices and residential uses.	2-5 years
<i>Theme 2: Environment and Connections</i>		
Pedestrian Connections	Improve and strengthen linkages within the centre and surrounding area.	0-2 years
Town Centre Maintenance	Continue to support investment in programme of town centre maintenance	0-2 years
Cycle Linkages	Explore opportunities to improve cycle connections to National Cycle Routes 7 and 75.	2-5 years
Pedestrian routes	Explore further opportunities to improve key pedestrian connections.	2-5 years
Civic Space	Work with local community groups to consider opportunities to use spaces	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 برائے مہربانی ہم سے پوچھئے۔

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

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

☎ 0300 300 0144



Renfrewshire  
Council