

# EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE : 26 AUGUST 2003

## POLLOK TOWN CENTRE REGENERATION DEVELOPMENT PROPOSAL

### Report by Director of Development Services

#### 1 PURPOSE OF REPORT

- 1.1 The purpose of this report is to present to Committee the views of the Department on the development proposals for the regeneration of Pollok Town Centre submitted to Glasgow City Council under outline planning application 01.01114/DC by Retail Property Holdings (RPH).

#### 2 BACKGROUND

- 2.1 RPH'S proposal for the regeneration of Pollok Centre involves the comprehensive redevelopment of the existing town centre through a variety of uses, though predominantly comparison goods retail. The majority of the current site is derelict and the shopping centre has suffered from lack of investment.
- 2.2 Presently Pollok Town Centre contains 31,317 gross square metres of existing and committed (there is an outline consent for an approximately 11,000 square metres retail warehouse) floorspace for comparison and convenience goods.
- 2.3 The proposal includes a scheme for the development of 64,369 gross square metres (692,888 square feet) of retail floorspace for comparison goods. The total proposed turnover is expected to be £171,298,000. The turnover figure for Pollok in 2001 was £13,425,000. By way of comparison Kilmarnock Town Centre (not including the Glencairn and Queen's Drive Retail parks) contains approximately 60,000 gross square metres (approx. 630,000 square feet) of retail floorspace, with an annual turnover of approximately £111,000,000.
- 2.4 Other elements of the proposal include:
- Various Use Class 11 assembly and leisure uses
  - Significant improvements to public and private transport facilities
  - Sports centre/health village
  - Learning centre
  - Social Inclusion Partnership offices

- 2.5** The whole of the site is classified as 'Town Centre' in the Glasgow City Plan and identified (in paragraph 6.41 of Part One) as a location where the Council will facilitate Flagship Retail and Commercial Leisure Development.
- 2.6** The Planning and Building Control Division have received a series of Retail Reports and Capacity Analyses prepared by CB Hillier Parker in support of the mixed use development proposals for Pollok Town Centre. The reports summarise the development proposals and potential impacts. The Planning and Building Control Division have responded and offered objections to each report.

### **3 COMMENT**

- 3.1** Whilst in principle not opposed to the regeneration of Pollok Town Centre the scale of the proposed development raises concerns regarding potential negative impacts on retailing in Kilmarnock.
- 3.2** In their most recent report of May 2003 CB Hillier Parker have advised that the level of trade drawn from Kilmarnock Town Centre would be some £1,950,000, excluding impacts on the Glencairn and Queen's Drive Retail Parks.
- 3.3** Given the accessibility of Pollok to/from Kilmarnock as a result of the upgrade of the A77 to motorway status it is envisaged that this figure underestimates the negative impact and that a much higher level of trade will be diverted from Kilmarnock than has been predicted by CB Hillier Parker.
- 3.4** Given the overwhelming amount of floorspace devoted to retailing it is considered that the proposed Pollok Town Centre scheme will effectively operate as a Regional Shopping Centre and not a traditional town centre as defined in National Planning Policy Guidance 8 (NPPG8: Town Centres and Retailing). NPPG8 acknowledges the potential of Regional Shopping Centres to divert trade from existing centres, jeopardise investment and encourage excessive traffic growth (paragraph 55).
- 3.5** In summary, given the scale of the proposed development and the accessibility of Pollok to/from Kilmarnock it is considered that the potential negative impacts on Kilmarnock Town Centre are very real and have been underestimated by CB Hillier Parker in their reports.
- 3.6** Accordingly the above points have been incorporated into a letter of objection sent to Glasgow City Council by the Head of Planning and Building Control.

Glasgow City Council under the Town and Country Planning (Notification of Applications) (Scotland) Direction 1997 will be required to notify the Scottish Executive of their decision and details of objections received.

## **4 RECOMMENDATION**

- 4.1** It is recommended that the Development Services Committee agrees to homologate the action taken by the Head of Planning and Building and that a copy of this report should be sent to Glasgow City Council and the Scottish Executive in support of this view.

**Stephen Chorley**  
**Director of Development Services**  
**31 July 2003**

## **BACKGROUND PAPERS**

- 1 CB Hillier Parker – Pollok Town Centre Regeneration: Planning Policy Statement and Retail Capacity Supplementary Retail Report (November 2001).
- 2 CB Hillier Parker – Pollok Town Centre Regeneration: Supplementary Retail Report (January 2003).
- 3 CB Hillier Parker – Pollok Town Centre Regeneration: Supplementary Retail Report (May 2003).

For further information on the content of the report, contact Mark Greaves, Planning and Building Control Division, on 01563 576758

**Implementation Officer: Alan Neish**