
Report To:	Environment & Regeneration Committee	Date:	16th January 2014
Report By:	Aubrey Fawcett, Corporate Director Environment, Regeneration & Resources	Report No:	R315/14/AF
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Subject:	Master Planning Study for Central East Greenock		

1.0 PURPOSE

- 1.1 The purpose of the report is to advise Members of progress in respect of the development of the Central East Greenock Masterplan and seek approval thereof. Approval is also sought to delegate authority to the Corporate Director Environment, Regeneration and Resources to proceed with developing detailed proposals and the implementation thereof for environmental improvements in line with the masterplan following consultation with local ward Members and the local community through the Area Task Group.

2.0 SUMMARY

- 2.1 The Masterplan has identified key sites and road strategies for development and Council should adopt these into the Local Plan and encourage development where possible. The Masterplan provides the development framework which together with the Local Development Plan will assist in guiding development and future investment.
- 2.2 The Council has provided £250,000 to assist with the regeneration of the area and it is proposed that this be used to undertake environmental works within the Broomhill/Central East area and where possible complement the works being undertaken by River Clyde Homes (RCH) to improve the environment of its housing stock.
- 2.3 Members will be asked to consider allocating further monies to the Broomhill area as part of the 2014/16 budget in February 2014.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that Committee:
1. Approves the Central East Greenock Masterplan as outlined in Appendix A;
 2. Delegates authority to the Corporate Director Environment, Regeneration and Resources to proceed with developing detailed proposals and the implementation thereof for environmental improvements in line with the masterplan following consultation with the local Ward 3 Members and the local community through the Area Task Group;
 3. Notes that Members will be asked to consider allocating further monies to the Broomhill area as part of the 2014/16 budget; and

4. Agrees that progress reports are brought back to Committee throughout the period of implementation.

Aubrey Fawcett
Corporate Director Environment, Regeneration and Resources

4.0 BACKGROUND

- 4.1 Members were advised previously that the masterplan for the Central East Area (Broomhill) of Greenock would be presented to Committee in May 2013. However, the final preparation of the masterplan has taken a considerable time to be completed as a result of the delay brought about River Clyde Homes' (RCH) requirement to review its business plan following significant cuts in funding by the Scottish Government and identifying what funding could be made available to undertake the redevelopment of social housing in the Broomhill area close to/adjoining Drumfrochar Road.
- 4.2 Members will also be aware that £250,000 was approved to assist with the regeneration of the Broomhill area in February 2013. It is intended that the masterplan as presented provides the context in which to guide and consult on the intended use of this fund.
- 4.3 Members should note that RCH has embarked upon the review of its proposals for the upgrade of its housing stock within the Broomhill area. In this regard, RCH has prepared outline design proposals for improving the external environment to its housing and a small amount of new build for consultation purposes, a copy of which is attached for Members' information in Appendix B. In addition, RCH has also commenced engagement with its tenants located within the John Street area of Greenock on proposals for improving the buildings and their environs, details of the environmental improvements are included as Appendix C. It should be stressed that RCH's proposals referred to above are undergoing a process of consultation and any works progressing therefrom will be subject to tenant engagement and availability of funds.

5.0 PROPOSALS

- 5.1 The last meeting of the Central East Area Task Group took place in 2013 and at this meeting the draft masterplan was accepted. Details of the RCH proposals were not fully developed at that time however for completeness are now included. The key elements of the masterplan, which is included in Appendix A, include:
 1. The recognition that Drumfrochar Road is a key east/west route for the public moving through Inverclyde. As such it is important that the current road environs are improved with significant environmental improvements undertaken and highway road improvements on Baker's Brae.
 2. Key sites identified for development of housing of varying density, commercial or retail use where appropriate.
 3. Development on each side of Drumfrochar Road be encouraged to introduce Boulevard design to reduce the width of the road, provide on street parking, introduce safe pedestrian crossing points and introduce trees and other landscape devices to improve the quality of the environment.
 4. Development of lesser or small sites through landscaping, architectural or sculptural interventions to improve the perception of the area.
 5. Examine opportunities for the landscaping or development of the redundant railway line which scars the area. This can be linked with another Council initiative the Green Network Routes.

The background detail and Central East Masterplan document is available for review by contacting Alan McClintock, Design Manager, Property Services on 01475 712444.

- 5.2 The proposals as outlined also assist in guiding the establishment of proposals within the emerging Inverclyde Development Plan for the area and also provide a framework for future

investment by the Council. In this regard £250,000 funding has been allocated for regeneration activities within the wider Broomhill area. It is envisaged that this funding would be used to undertake environmental works and, where possible, complement the proposals being brought forward by RCH to enhance the environment around its housing stock. It is therefore proposed that the Corporate Director engage with local ward members and the local community through the Area Task group to agree the extent and location of works and thereafter progress with implementation. It is intended that regular reports will be brought by to Committee advising of progress.

6.0 CONCLUSION

6.1 The Greenock Central East is the most densely populated area of Inverclyde and has seen significant decades of decline in manufacturing and business activity resulting in the need to address areas of underused land and poor quality of urban environment and housing. Although some significant investment has taken place in the development of the school estate and play areas there is a requirement to have a longer term plan to guide opportunities for future investment - The Greenock Central East Masterplan will provide this context in the short to medium term and where opportunities for longer term investment arise the Plan provides a focus for such investment.

7.0 IMPLICATIONS

7.1 Financial Implications

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report	Virement From	Other Comments
Broomhill Regeneration		2014 - 16	£250,000		

The Corporate Management Team has recommended that Members consider allocating further monies to the Broomhill area as part of the 2014/16 budget.

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (If Applicable)	Other Comments
Contained within existing budgets.					

8.0 CONSULTATIONS

8.1 Finance

The Head of Finance has been consulted on this report.

Legal

The Head of Legal and Democratic Services has been consulted on this report.

Human Resources

None

Equality & Diversity

There are no apparent equality or diversity issues. Design of proposals will consider how

competing issues are considered to ensure equality and diversity matters are addressed.

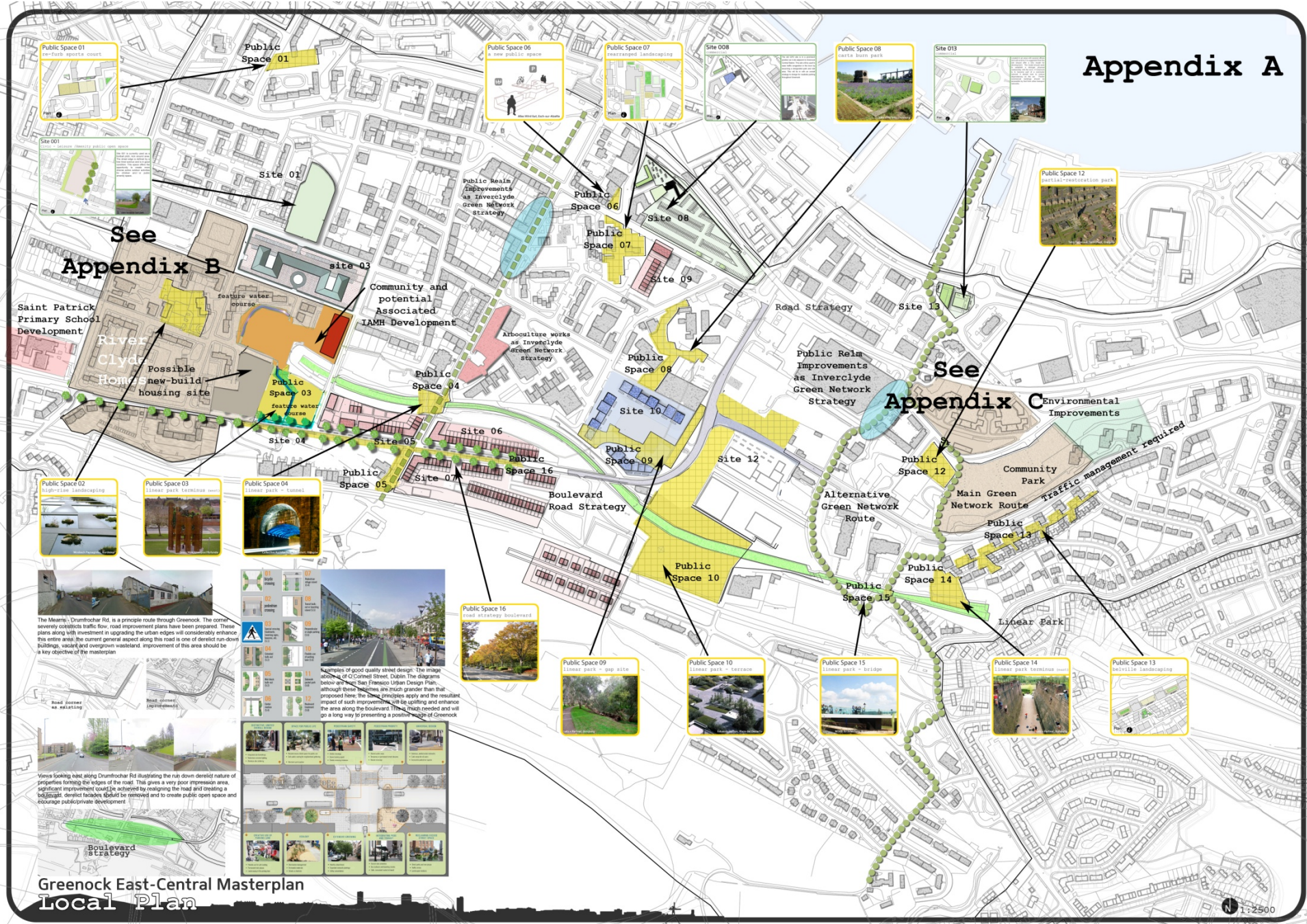
Population

The proposals contained in this report should assist in establishing an enhanced environment which should attract and retain residents within the area.

River Clyde Homes

RCH has been consulted on this report.

Appendix A



See Appendix B

See Appendix C

Appendix B



Appendix C

