

DRAFT V6

Kilmarnock  
Town Centre

+

South Central  
Kilmarnock

Development  
Framework

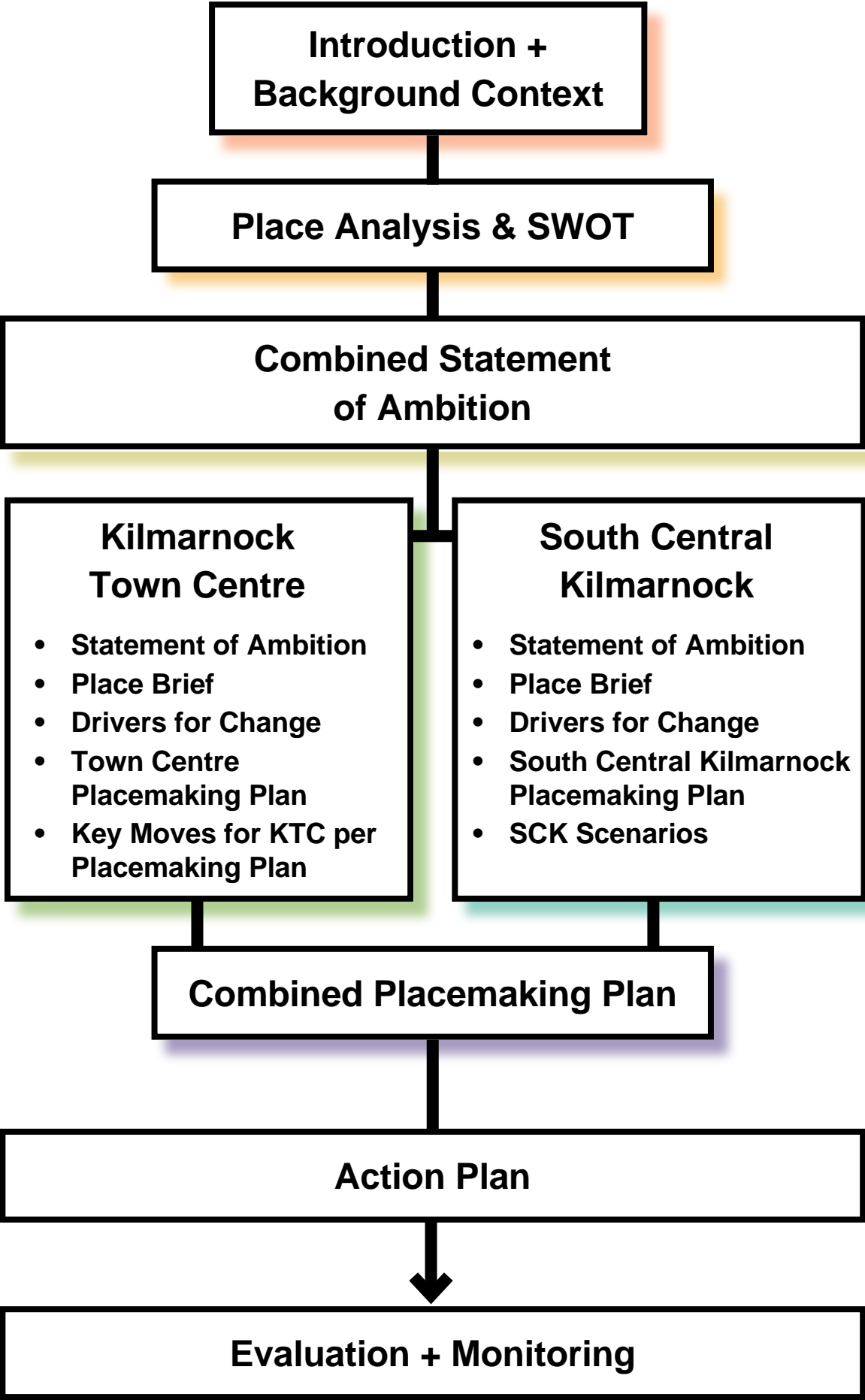
March 2022

# Kilmarnock Town Centre and South Central Kilmarnock Strategy

This supplementary guidance supports the **Spatial Strategy** of PLDP2, specifically part “*D. Supporting development in key places of change: 2. Supporting the Regeneration of Kilmarnock Town Centre; 3. Addressing flooding in Kilmarnock; and 4. Encouraging Regeneration in South Central Kilmarnock.* The guidance links to **Policy SS8: Development in South Central Kilmarnock**. The guidance comprises an illustrated Development Framework, including a Placemaking Plan; an Action Plan; and an Evaluation and Monitoring framework. Supplementary Guidance, once adopted provides detailed material in support of the Local Development Plan, forming part of it and having the same weight in decision-making.

The purpose of this Supplementary Guidance is to detail further the principles set out in the Local Development Plan. The Development Framework for Kilmarnock Town Centre and South Central Kilmarnock aims to: understand the local community’s aspirations for the area; develop the evidence base to support proposals; understand the potential for redeveloping vacant and derelict land; and identify solutions to flood risk, bringing these into wider placemaking discussions. The actions required to deliver the proposals are set out in the Action Plan, which sets out the stakeholders involved in delivery and can be used by developers, development management officers, and applicants, in preparing and assessing planning applications.

# Report Structure



# Contents

## 1. Introduction, Background and Context

- a. Introduction - Purpose / Status of Report (incl. limitations)
- b. Existing Documentation + Policy Context (Summary)
- c. Past, Present, Possible - The Regeneration Story: THI / CARS, Ayrshire Growth Deal, LUF

## 2. Place Analysis

- a. Kilmarnock Analysis
- b. Study Overview

## 3. Combined Statement of Ambition + Place Brief

- a. Statement of Ambition
- b. Combined Place Brief

## 4. Kilmarnock Town Centre

- a. Statement of Ambition
- b. Place Analysis
- c. Drivers for Changes
- d. Kilmarnock Town Centre Placemaking Plan

## 5. South Central Kilmarnock

- a. Statement of Ambition
- b. Place Analysis
- c. Drivers for Changes
- d. Key Moves
- e. South Central Kilmarnock Placemaking Plan

## 6. Combined Placemaking Plans

- a. A Placemaking Plan for Kilmarnock

## Technical Appendices

**Kilmarnock Development Framework**  
**1. Introduction, background and policy context**



## a. Introduction - Purpose / Status of Report

### Project Brief and Deliverables

In line with the EAC Project Brief this report provides:

- **An illustrated Development Framework** sufficient to support the preparation of LDP2 and for use by local community groups and members of the public, including an updated placemaking map (per LDP1)
- **Action Plan** confirming individual projects, who is responsible to develop and deliver the project, an indication of how the project will be funded and indicate when it should be delivered
- **Monitoring and Evaluation Framework** to be updated annually and enable an assessment of effectiveness of the frameworks and strategies and monitor delivery over time.
- **Initial place and townscape analysis** based upon survey / fieldwork supported by map based analysis (including historic map progression),
- **Consultation and engagement** with representatives of local community, key stakeholders including local and national agencies via several online workshops and 1-to1 sessions with specific consultees. This work has drawn upon the Key Agencies Group activity led by Architecture & Design Scotland
- **Review of local and national policy** including draft LDP2 and draft NPF4 alongside commentary regarding the climate emergency and post-Covid recovery (including A New Future For Scotland's Town Centres – published in Feb 2021 by the Town Centre Action Plan Review Group)

### A Whole-Place Planning Approach (Synthesis)

In response to the Brief the project team has sought to take an holistic, place-based approach to consider the future environmental, social and economic performance of Kilmarnock as a thriving place addressing the issues of our era including (but not limited to);

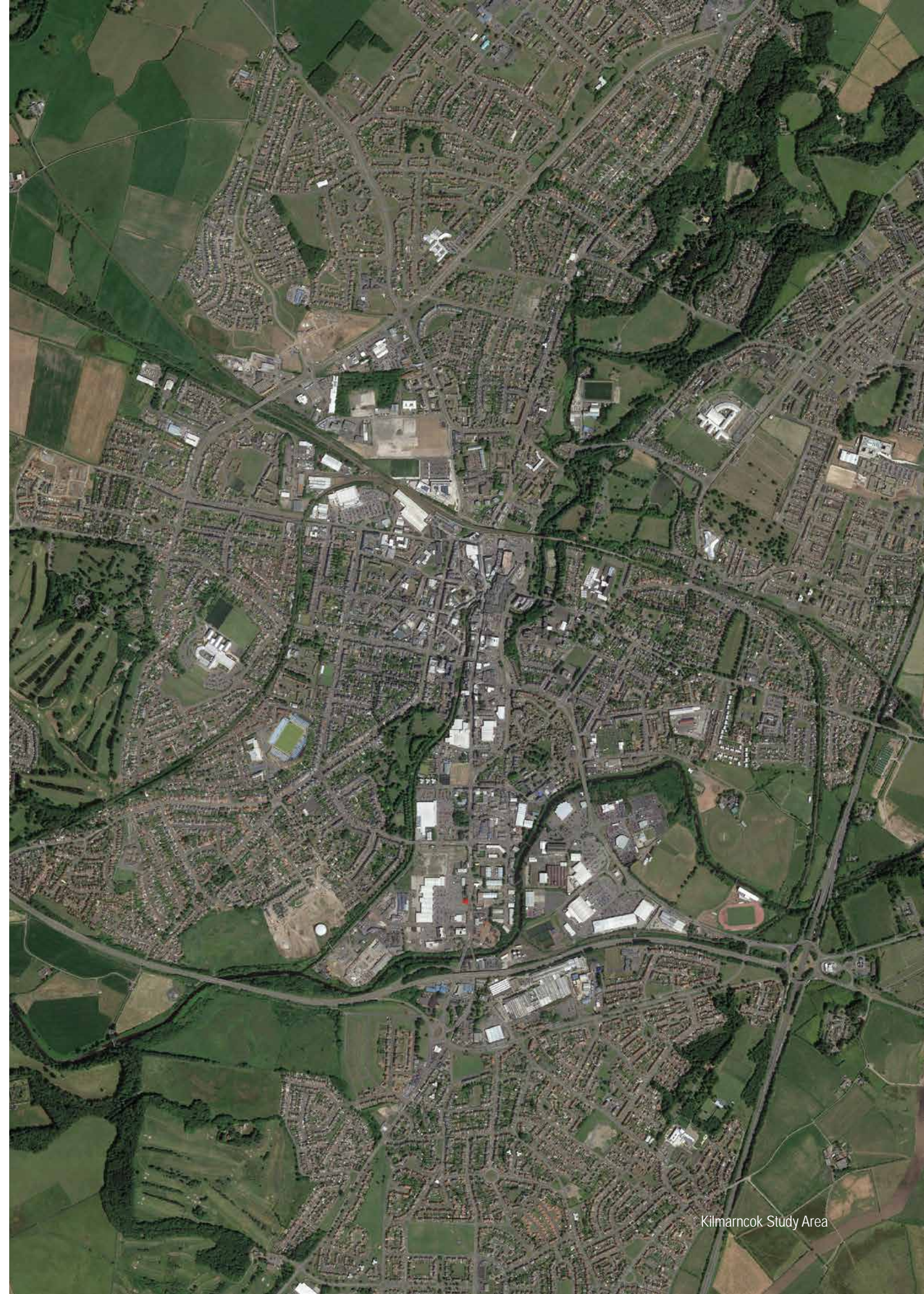
- the climate and biodiversity emergency,
- a post Covid pandemic recovery,
- inclusive and thriving town and town centre,
- promoting a 20 min neighbourhood support access to quality local facilities, services and amenities

The findings of this report focus, principally, on place-making and environment (incl. land and buildings) whilst aligning with and taking cognisance of the Ayrshire Growth Deal projects and the Local Outcomes Improvement Plan 2021-24 and Local Delivery Plans.

To do this an evidence base upon which to develop a Development Framework and Action Plan has been commenced. This work has drawn upon:

This early preparatory work needs to be continued in partnership with the local community (resident, business, civic), local stakeholders (including EAC departments), national key agencies and any party with an interest in investing or funding projects in Kilmarnock Town Centre and South Central Kilmarnock. This collaboration should be maintained indefinitely through existing and/or new governance arrangements. The intensity of activity will naturally fluctuate as key projects are conceived, developed and implemented.

The initiative taken by EAC to engage with the Scottish Government and the national Key Agencies Group (KAG), initially convened to clarify and address the implications of flood risk in both the Town Centre and especially in South Central Kilmarnock, is very welcome. This collaboration should be maintained during and beyond the LDP2 process to enable coordinated delivery and positive local impact in Kilmarnock. This approach is completely aligned with the Scottish Government's 'Place Principle' and gives Kilmarnock an opportunity to pilot practical planning actions with KAG and others responsible for the coordinated delivery of local services.





## Suggested Approach

In line with the Project Brief and Deliverables, and in response to the whole-place planning approach, this report suggests the following approach and key deliverables;

- **‘Launch’ Development Framework** - outlining what goes where and why. The ‘Launch’ Framework provides the basis of key strategic planning moves at a town level in response to the Place Brief and Statement of Ambition. It proposes specific projects / developments set out with greater detail in the Action Plan. In line with the Place Principle the Development Framework should evolve through future and regular review (see below)
- **A Shared Action Plan** - outlining who works with whom, how and when, to progress the Development Framework and promoting partnership working and coordinated delivery. Crucially the Action Plan is a shared responsibility between community (represented by existing resident, business and civic groups), EAC, key stakeholders (including local agencies / partners) and national Key Agencies. This shared responsibility could be discharged through existing partnership arrangements or via the establishment of a dedicated ‘Town Centre Team’ supported by a Town Centre Manager or equivalent to drive delivery. Alongside the Development Framework the Action Plan requires regular review by a ‘Town Centre Team’ or similar to establish project status and to reaffirm priority actions and give any Town Centre Manager guidance and a clear mandate to act and implement.
- **Monitoring and Evaluating Progress**- to assist the regular review of the Development Framework and Action Plan clear objectives and KPIs are recommended. The assessment of progress against these criteria should be a shared responsibility of a ‘Town Centre Team’ or similar with reviews occurring at least annually and ideally every six months.

## Towards Coordinated Community-Led Regeneration

There is a clear commitment from EAC, and a shared desire from the local community, to develop a genuinely community-led approach to shaping the future of Kilmarnock Town Centre and South Central Kilmarnock.

Celebrate Kilmarnock have a declared Mission of building a Common Agenda, “to create a movement for change –positively influencing people’s perception of Kilmarnock and building a culture we can all be proud of.” Developing pride in place and a “toon worth celebratin” is central to that approach.

A combination of project scope and timescales plus the ongoing Covid pandemic have suppressed the opportunity to fully develop a ‘community-led’ approach in the preparation of this Report. Nevertheless work to date confirms the desire from all parties to work together to understand and respond to local needs. This Report provides a basis upon which to make progress and explore opportunities for a mindset shift supported by the proposal for a ‘Town Centre Team’ and Town Centre Manager with responsibility for the delivery of the Shared Action Plan.

An early opportunity is to align the preparation of a refreshed Community Action Plan covering all communities in Kilmarnock (including the Town Centre and South Central) with the LDP2 process so that both Plans are well coordinated and mutually supportive of each other. This approach can be bolstered by the continued commitment of the national Key Agencies Group to progress their place-based coordinated approach for Kilmarnock. It is recommended that this report can help inform the consultation around refreshed Community Action Plans covering all communities in Kilmarnock (including the Town Centre and South Central). The Town Centre and South Central are vital for everyone in the town and it is important that Plans are well coordinated and mutually supportive of each

other. This approach can be bolstered by the continued commitment of the national Key Agencies Group to progress their place-based coordinated approach for Kilmarnock.

In summary this Report notes that there is:

- Strong community activism and social enterprise success
- The Town Centre is a shared asset for the whole town (and beyond)
- There’s a sense of scepticism between some parties and key stakeholders
- Some frustration at the lack of momentum and reliance on voluntary action
- The LDP2 process is not the end of the process
- Securing Buy-in and Maintaining Partnership Working is fundamental

## General / Initial Observations

- Kilmarnock is ahead of the game - a lot has been achieved so far
- Key Stakeholders and the Community already know (most) of what needs to be done – but there’s an opportunity and need to refresh previous initiatives to address the big challenges of our era (climate change, post Covid recovery, equality)
- LDP2 should help enable enhancement to quality of life for all – but don’t wait on it – target “quick wins”
- Wider community participation is required post Covid to guide community-led regeneration: how, when, why, who?
- Quick wins are emerging already including St. Marnocks Square and the White Tile Building

- Big moves ad initiatives are in the offing including the Infinity Loop and rejuvenation of the Palace Theatre / Grand Hall via a Levelling Up Funding application.
- Strategic decisions such as future provision of Healthcare, Sports and Leisure facilities in / near the Town Centre present an opportunity to consolidate and bolster footfall and deliver a 20 min neighbourhood approach.
- Build on alliances with national Key Agencies and Scottish Government to address significant issues (eg. flood risk) and pioneer the implementation of new policy initiatives (eg. 20 min neighbourhoods, local health and wellbeing amenities).

## b. Existing Documentation + Policy Context

### Future Priorities for Kilmarnock?

In terms of the future Place Brief for Kilmarnock Town Centre and South Central Kilmarnock recent national policy and guidance provides strong support for the themes emerging through local consultation, engagement and analysis. This includes the draft National Planning Framework 4, Carbon Conscious Places published by Architecture & Design Scotland and A New Future For Scotland's Town Centres – published by the Town Centre Action Plan Review Group. Relevant headline recommendations are summarised below:



Key National Policy Documents

The **Draft Fourth National Planning Framework (NPF4)** was laid in Parliament in Nov 2021.

In summary the National Spatial Strategy emphasises the need for:

- **Sustainable places** – which reduce emissions and restore biodiversity
- **Liveable places** – where people can live better, healthier lives
- **Productive places** – which produce a greener, fairer and more inclusive wellbeing economy
- **Distinctive places** – where we recognise and work with local assets

The draft NPF4 Spatial Principles also promote:

- **Compact growth** – promoting the use of brownfield and vacant/ derelict land, reducing travel needs
- **Local living** – promoting 20 min neighbourhoods
- **Balanced development** – so people have choices on where to live, learn and work
- **Conserving and recycling assets**
- **Urban and rural synergy** – including improving green infrastructure
- **Just transition** – transforming places whilst addressing climate change for a fair and better future for all

These NPF4 Spatial Principles provide a strong conceptual framework aligned with the emerging Development Framework for Kilmarnock.

### Carbon Conscious Places – A&DS

<https://www.ads.org.uk/wp-content/uploads/Carbon-Conscious-Places-Main-Report.pdf>

8 Principles of Carbon Conscious Places are summarised as:

1. **A Place-led Approach** : understanding and appreciating local assets and place identity to identify the right type of intervention in a place.
2. **A Place of Small Distances** : creating self-sufficient complete neighbourhoods with every day / night services and facilities within a short walk, wheel or cycle.
3. **A Network of Small Distance Places:** creating a network of complete neighbourhoods to support a low / net zero carbon place.
4. **A Place Designed with and for Local People** : promoting community-led regeneration by placing people's needs at the centre of local decision-making, service provision and place investment.
5. **A Places that Resuses, Repurposes and Considers Whole Life Costs** : promoting retrofitting, considering embodied carbon, whole-life costs and adapting infrastructure to adapt and mitigate climate change.
6. **A Place with Whole and Circular Systems** : embedding a whole-systems approach and integrating circular economy principles in to future planning
7. **A Place that Supports Sharing** : encouraging and enabling a sharing economy and maximising the use of shared community resources.
8. **A Place in Time** : factoring in time for the planning and delivery of projects especially those requiring partnership working.

These 8 Principles are helpful guidance that support the overall essence of initial discussions with relevant parties in Kilmarnock.

### A New Future For Scotland's Town Centres

Published by the Town Centre Action Plan Review Group

<https://www.gov.scot/publications/new-future-scotlands-town-centres/documents/>

#### Vision

“Towns and town centres are for the wellbeing of people, planet and the economy. Towns are for everyone and everyone has a role to play in making their own town and town centre successful.”

#### Global Issues

- Climate Change (UN SDGs)
- Post Covid recovery

#### Programme for Government 2020

Place Based Investment inter-connected areas:

- Community Wealth Building
- Community led Regeneration
- 20-minute Neighbourhoods
- Town Centre Action

#### Recommendations (summary)

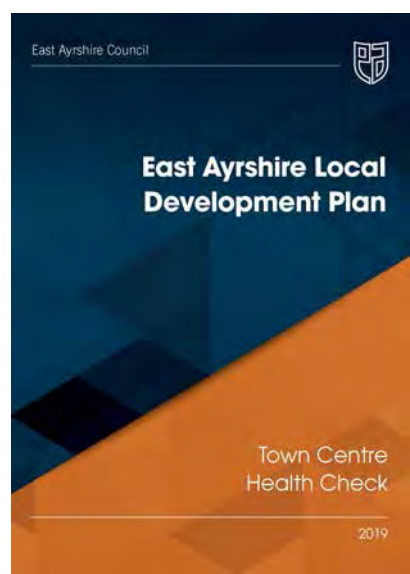
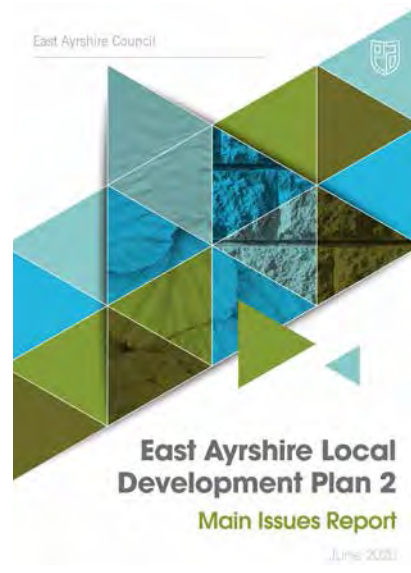
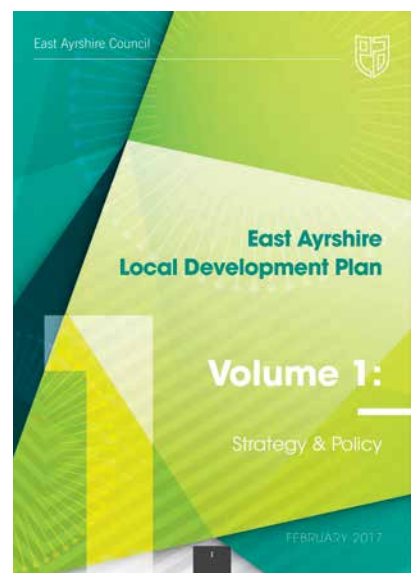
- Town Centre Plans need to be developed and implemented with the local community and with a focus and commitment on the wellbeing of people, the planet and the economy
- Enhanced focus on measurement and data for towns and town centres
- Town Centre Living Expansion
- Digital Skills and Use in Towns
- Enterprising Communities - to encourage local small business, community enterprises and entrepreneurship around local and circular economies
- Climate Change Response - building on existing programmes in Climate Action Towns, micro-generation, retro-fitting of town centres buildings and the alteration of space in town centres for active travel, pedestrian movement, green space and social settings, with a view to enhancing the resilience of town centres against climate change.



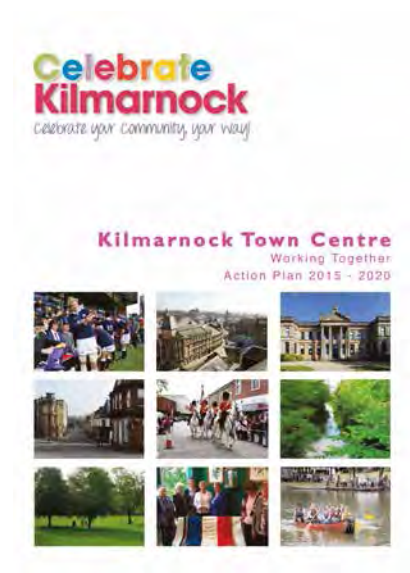
NATIONAL



REGIONAL



LOCAL



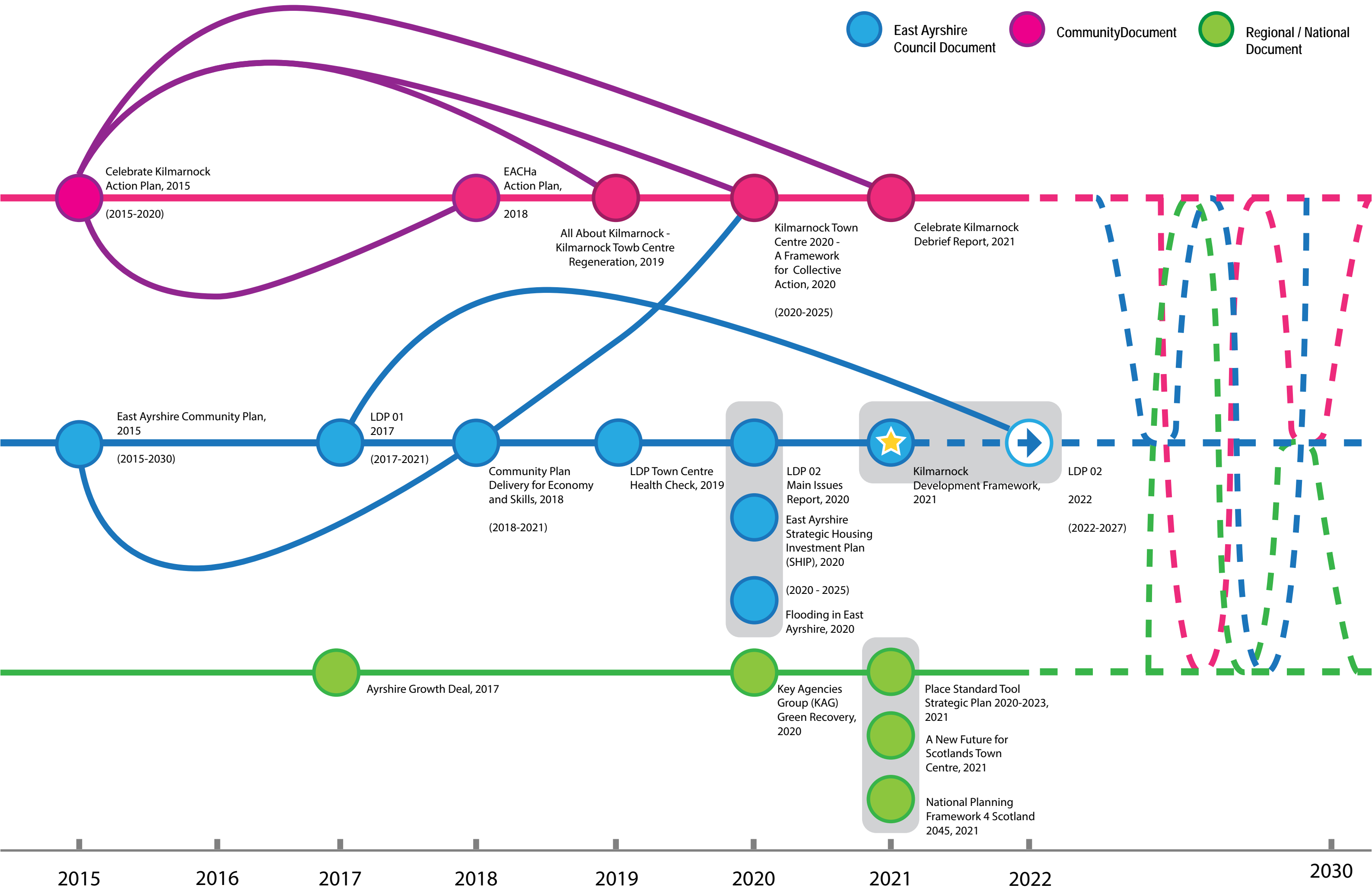
Kimarnock Timeline - Key Documents + Reports

KEY

East Ayrshire Council Document

Community Document

Regional / National Document





## c. Past, Present, Possible - The Regeneration Story: THI / CARS, Ayrshire Growth Deal, LUF

### i. Kilmarnock Townscape Heritage Initiative (THI) / Conservation Area Renewal Scheme (CARS)

Kilmarnock benefited from the combined THI / CARS approach; the first location to combine both sources of heritage-led funding support. The roots of the THI/CARS was the 2005 Kilmarnock TC strategy. Key projects included the Opera House site, the Johnnie Walker Bonds and the Ingram Enterprise Centre.

### ii. Ayrshire Growth Deal

Ayrshire Growth Deal (AGD) projects provide a strategic backdrop to the Town Centre. Principal amongst these is HALO Kilmarnock, a multi-faceted regeneration of a 28-acre site, formerly the home of Johnnie Walker, the world's leading Scotch whisky. HALO is intended to generate £205 million GDP and stimulate 1500 jobs.

Located immediately north of the Town Centre the new Ayrshire College Campus and HALO development represents a fantastic investment in Kilmarnock. It is important that connections to this 'Learning Campus' be improved to establish good connectivity to the town centre.

Other significant AGD projects include the Ayrshire Engineering Park and AMIC (Advanced Manufacturing Investment Corridor). In addition pioneering work elsewhere in East Ayrshire through the CoRE project can be of immense value to Kilmarnock, especially to South Central Kilmarnock with scope to transform vacant and derelict land and use the rivers, water and ground source heat pumps for renewable energy.

### iii. Levelling Up Fund Application

Cultural Kilmarnock - £20 million Levelling Up bid - mid-October Stage 2; Cultural Quarter 2017 was too limited and did not take into account key heritage assets out-with what was deemed 'the Cultural Quarter'- aiming for November 2021 this year:

- ARA are working on a second Levelling Up Fund bid around transport and roads at Bellfield Exchange, not Sturrock Street
  - Levelling Up Bid funds would not extend to active travel / transport improvements; Long term ambition to take away Burns Mall and the underpass - with greening allowed for in the bid
  - 1st November - Levelling Up Fund Application
  - NM - the Levelling Up Bid is the catalyst for Cultural Kilmarnock project
  - GR queries whether the maintaining and enhancing assets in the Cultural Quarter with the Palace the 'gap in the story'?
  - Crux of bid is improving entrances + public realm into the Palace Theatre / The Grand Hall
  - Make the Palace + Grand Hall a beacon that is more visible in the town
- 'HALO effect' for this part of Kilmarnock? Could become a regional destination:
- AM importance of connections to the Dick Institute, Outdoor Theatre Cinema Space, Woodland Walk through signage + wayfinding improvements
  - The Cross and St Marnock's Square should act as signposts to the Cultural Quarter of Kilmarnock. Improvements to connectivity / social messaging from Kilmarnock Town Centre to pull people over to venues such as the Dick Institute / Palace Theatre.



HALO Development

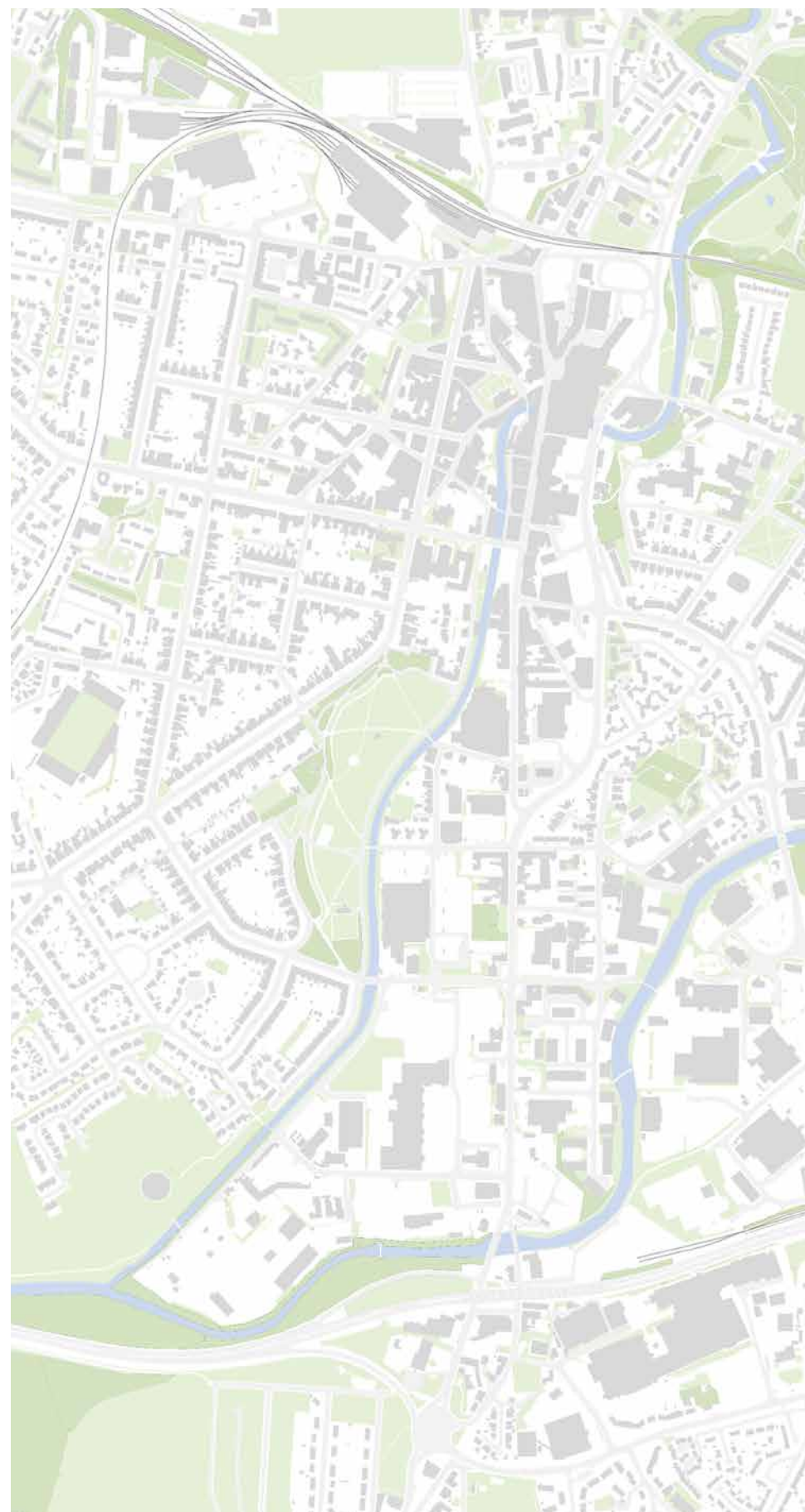


P2017 Cultural Kilmarnock sketch - LUF will include aspects of this proposal

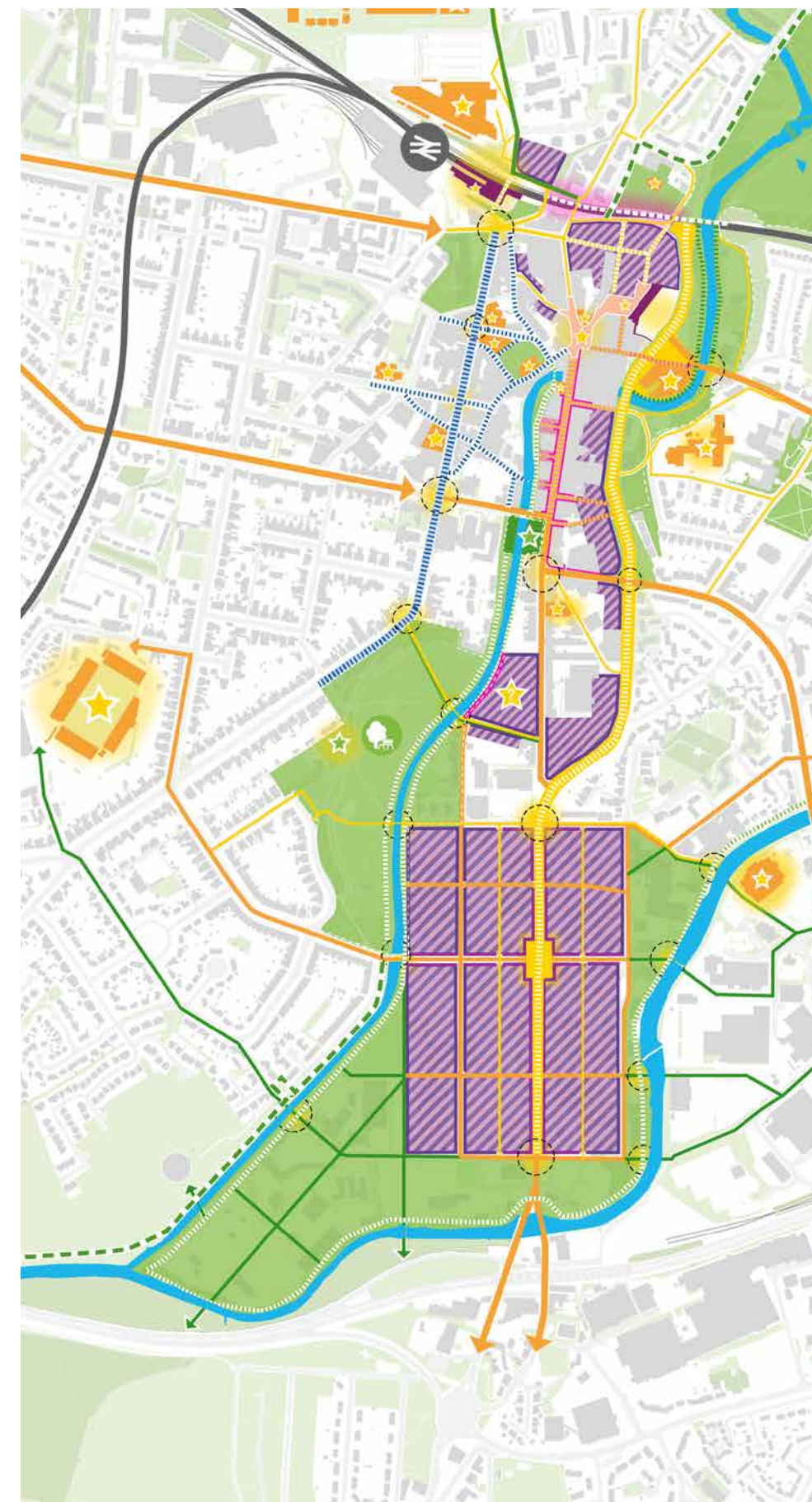




**Past**



**Present**



**Possible?**



## iv. Celebrate Kilmarnock

Celebrate Kilmarnock are a well-organised community group within the town with an active interest in community-led regeneration.

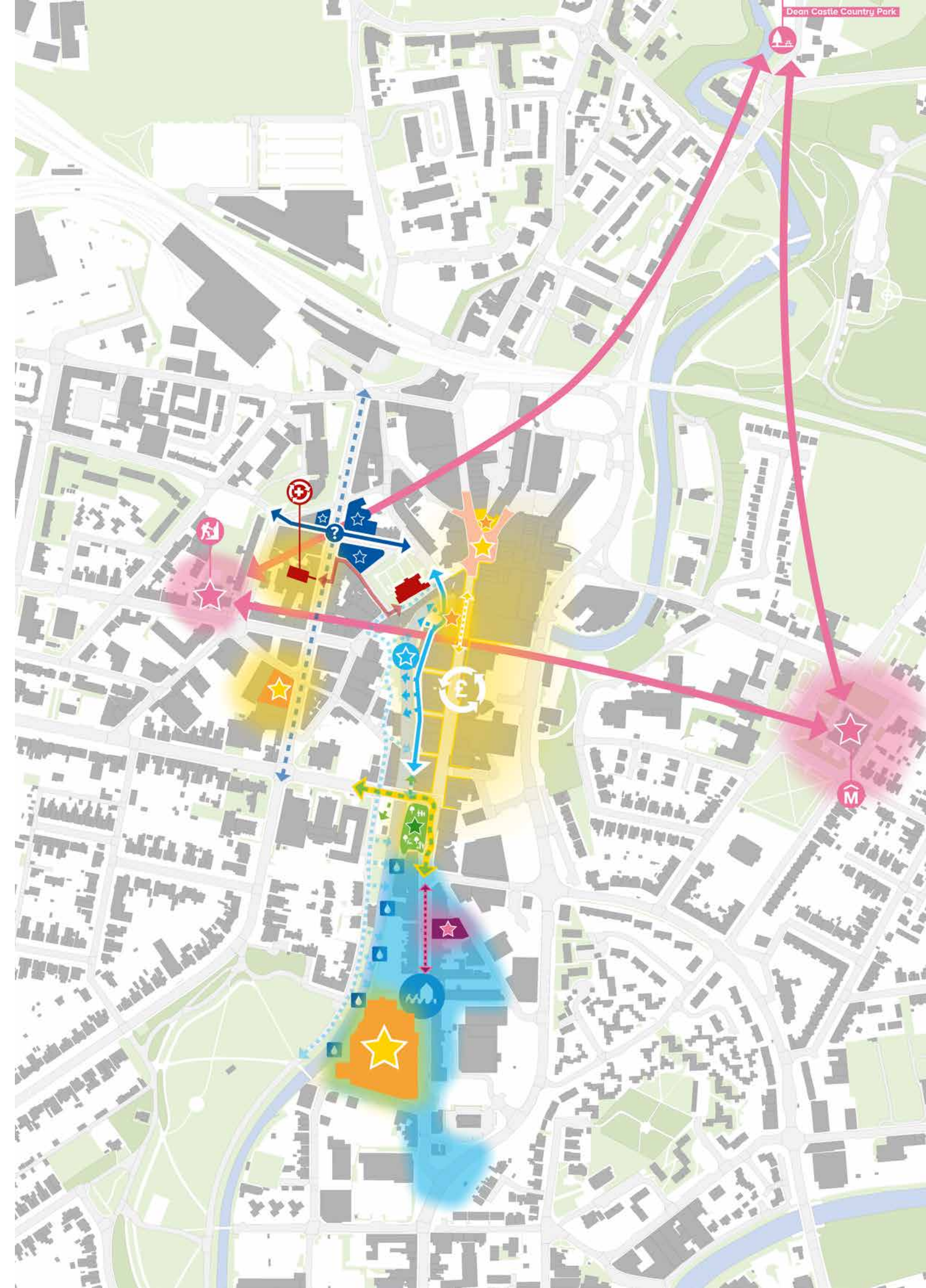
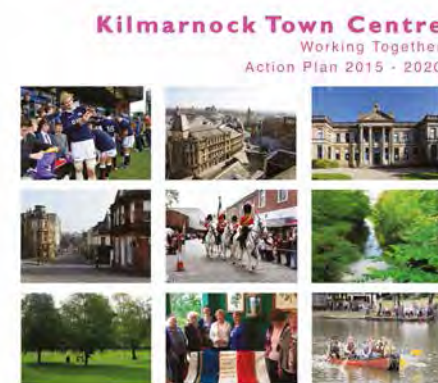
Their Action Plan 2015 - 2020 included 97 Actions centred on the mission statement that Kilmarnock is ““A great place to shop and be in business - a great place to live and learn - an accessible town centre with good movement and communication - an animated and creative place – a green town with a rich heritage to enjoy - a safe, clean and attractive place.” The Action Plan identifies the following 6 themes for the town to aspire to become:

1. A great place to shop and be in business
2. A great place to live and learn
3. An accessible town centre with good movement and communication
4. An animated and creative place
5. A green town centre with a rich heritage to enjoy
6. A safe, clean and attractive place

A more focussed Debrief Report (2021) detailed 18 priority actions:

1. Hold a Town Centre Conference
2. Galleon Centre
3. Taskforce to protect our town's assets
4. Community-owned town centrereneration site
5. Town Centre Economic Summit
- 6&7 White Tile Building demonstration project
- 8A. The Cross
- 8B. Repurpose other buildings in and around King Street
9. Sandbed Street and the River
10. Repurpose the Council's town heritage buildings
11. Cohesive Tourism Marketing Strategy
12. Old GPO building and adjacent car park site
13. Establish CHIME
- 14A. Agree a long term vision and master plan
- 14B. Agree on a community-designed road map
15. Establish a 'Town Transformation Fund'

Given the many conversations with the Celebrate Kilmarnock team this report has sought to map out the actions of the 2021 Debrief Report to begin to understand the key areas of focus identified by the group as part of the place analysis of the town centre and South Central Kilmarnock.





## v. All About Kilmaronck

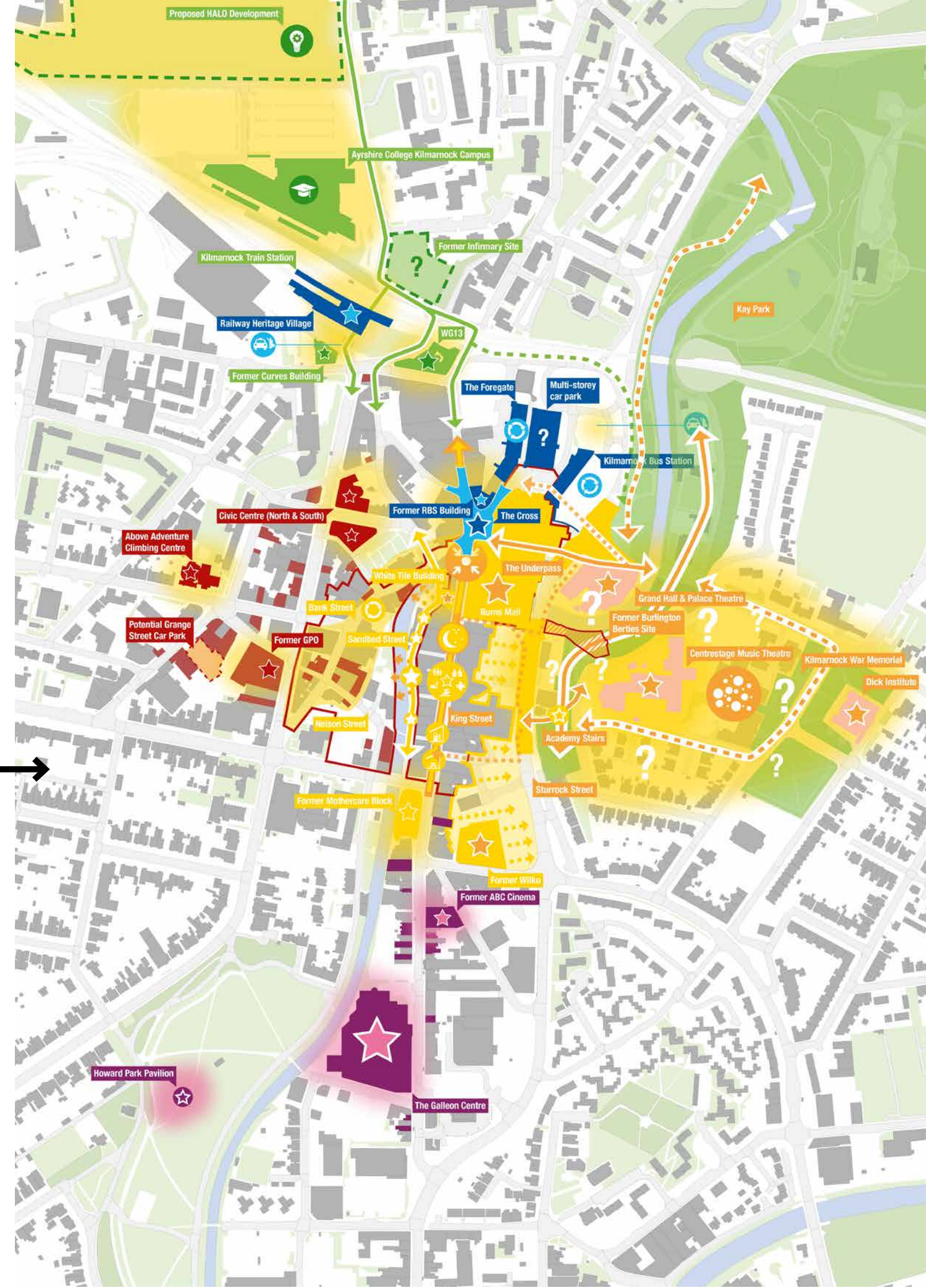
All About Kilmaronck (2019) - Kilmaronck Town Centre Regeneration, a report prepared by EAC for presentation to Cabinet, sought to consolidate the long term strategy for the regeneration of Kilmaronck Town Centre and identify a number of key projects and proposals to help drive the regeneration of Kilmaronck.

AAK (All About Kilmaronck) built on the 6 themes from the Celebrate Kilmaronck Action Plan (2015 - 2020) based on establishing Kilmaronck as a destination town, enlivening the town centre with activities, events and families from near and far, for all ages, during the day and into the evening.

The report identified key character areas in the town with a series of actions within each character areas to aid in the regeneration of the town centre. The areas of focus identified were:

- Cultural Quarter
- Top of the Town
- John Finnie Street + Grange Street
- King Street + Retail Core
- Cultural Quarter
- Titchfield Street

This report has sought to map out the numerous actions of the 2019 AAK Report to understand the key areas of focus identified by EAC within Kilmaronck Town Centre as part of the place analysis of the Town centre and broader town.





## All About Kilmarnock - 2019

The AAK Report (2019) identified xx actions to regenerate the Town Centre:

### Learning Quarter

- Improve connectivity from the Learning Quarter to TC
- Improve signage to the TC
- Look at solutions to bring back to use the former 'Curves' building
- Meet with local business/land owners around the former hospital site
- Continue to celebrate the work of WG13

### Top of the Town

- Refurbish townscape at the Foregate, reduce anti-social behavior
- Support Celebrate Kilmarnock repurpose former RBS building
- Refurbish Kilmarnock Bus Station
- Explore an event space at The Cross
- Review the provision of Taxi Ranks within the town centre / Develop + deliver a Taxi 'Ambassador' programme
- Work with the community and voluntary sector to promote a 'Kilmarnock Welcome' at key town centre sites

### John Finnie Street + Grange Street

- Explore options for the long term sustainability of the Civic Centre North and Civic Centre South
- Promote Kilmarnock's cultural offer to attract visitors and tourists and upgrade the tourism signage boards
- Explore the potential to install a car park at the delineated site
- Work with local companies and inward investors to let/repurpose vacant and derelict sites in John Finnie Street, including the former GPO building

### King Street + Retail Offer

- Decant and demolish the former Mothercare block
- Reduce the core retail offer to King Street, Burns Mall, Bank Street and Nelson Street
- Carry out feasibility study on opening of King Street to traffic 'one-way' in the evening, to increase vibrancy

- Work with NHS Ayrshire & Arran to develop a primary care and wellbeing hub as the 'anchor' for King Street
- Refurbish key elements of the townscape of Bank Street
- Explore the potential to refurbish the 'White tile building' in King Street into a mixed use retail hub
- Work with young people and schools to upgrade Sandbed Street
- Install covered seating areas + charging points for mobility scooters in King Street
- Work with the community and voluntary sector and local organisations to promote town centre events
- Improve and reduce the signage promoting Kilmarnock Town Centre

### Cultural Quarter

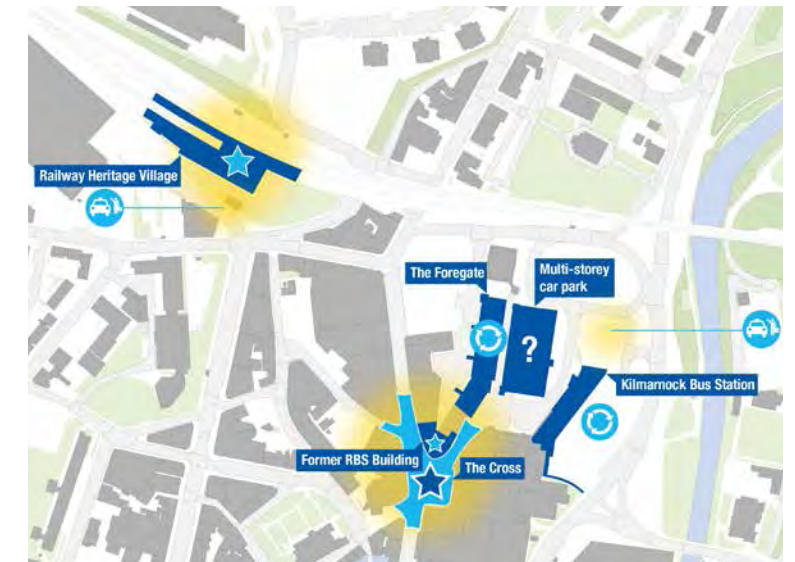
- Maximise the impact of Centrestage for Kilmarnock Town Centre
- Promote Kilmarnock's cultural offer to attract visitors and tourists and upgrade the tourism signage boards
- Improve connectivity between the cultural quarter and the town centre
- Upgrade one set of the Academy Stairs
- Upgrade the underpass
- Remarket former 'Burlington Berties' site
- Explore the feasibility of refreshing/transforming the rear of King Street buildings facing Sturrock Street
- Work with young people to design / install a range of art installations and murals
- Further promote our green space and parks

### Titchfield Street

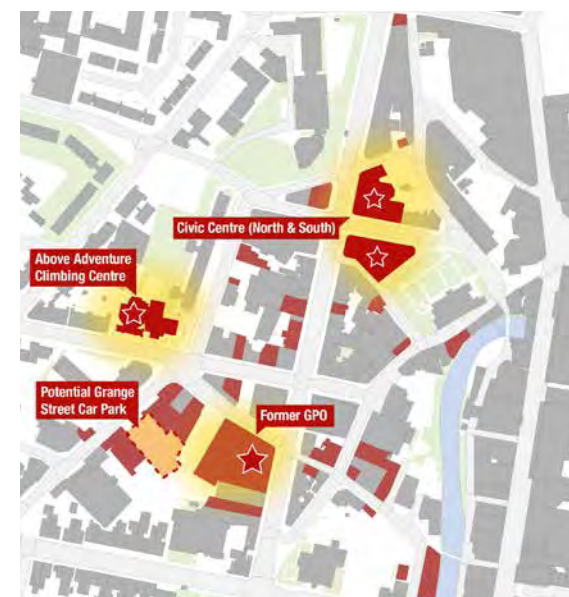
- Repurpose the Galleon Centre into a modern, flexible sport and leisure facility
- Continue to explore opportunities to bring the former ABC Cinema and other vacant/derelict buildings back into use
- Work with the Railway Heritage Village to re-use the Pavilion in the Howard Park
- Pilot a missing share scheme for multioccupancy housing
- Continue to focus on bringing derelict and vacant buildings back into use



Learning Quarter



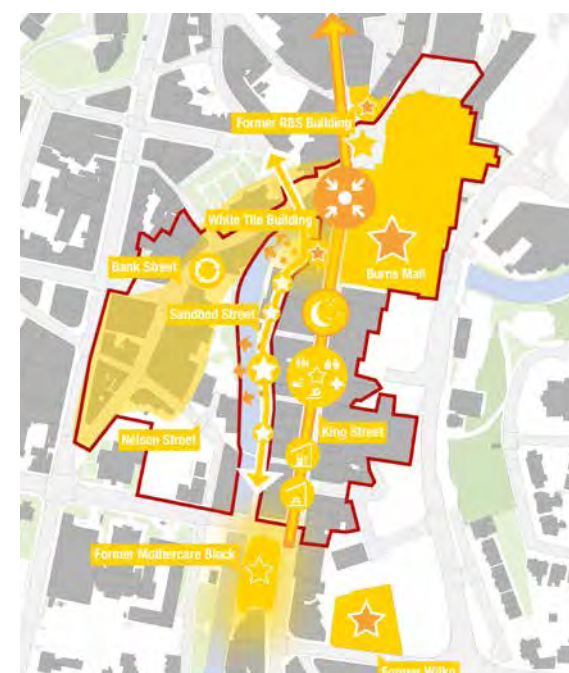
Top of the Town



John Finnie Street + Grange Street



Cultural Quarter



King Street + Retail Core



Titchfield Street

Kilmarnock Development Framework  
**2. Place Analysis**



## a. Kilmarnock Analysis

Kilmarnock Overview



Kilmarnock's town centre nestles in the valley of the Kilmarnock Water, north and upstream of the confluence with the River Irvine to the south. The principal north-south streets that form the spine of the historic Town Centre extends south to the 'peninsula' of South Central Kilmarnock; the town's principal historic industrial area between the two Rivers. Either side of the Kilmarnock Water and the associated parklands at Dean Castle, Kay and Howard Parks the town has expanded east and west. The railway bisects Kilmarnock running east-west (and immediately north of the Town Centre), whilst the town is framed by major roads to the east and south.

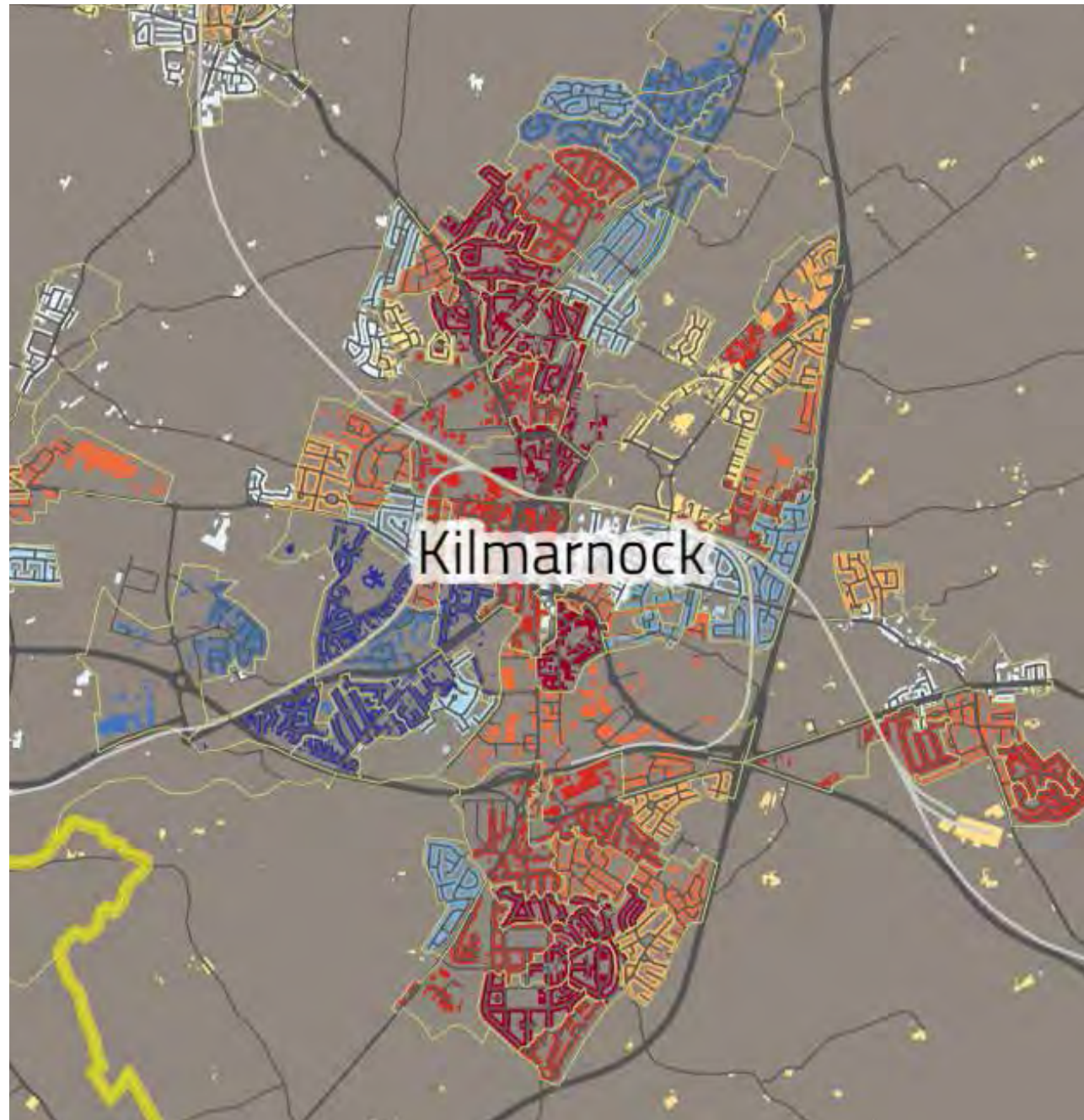
Residential / Housing Clusters



The majority of Kilmarnock's residential communities live in neighbourhoods located east and west of the Town Centre and South Central Kilmarnock. The Kilmarnock Water valley, the Town Centre and South Central Kilmarnock combine to create a corridor with low residential population densities. Most residents in the town live either side of this low residential gap that bisects the town. This sense of separation is compounded by a lack of quality east-west connections across this central 'gap'. How the residential neighbourhoods connect in to and across the Town Centre and South Central Kilmarnock is critical for both of these central locations, as well as the whole of Kilmarnock itself.

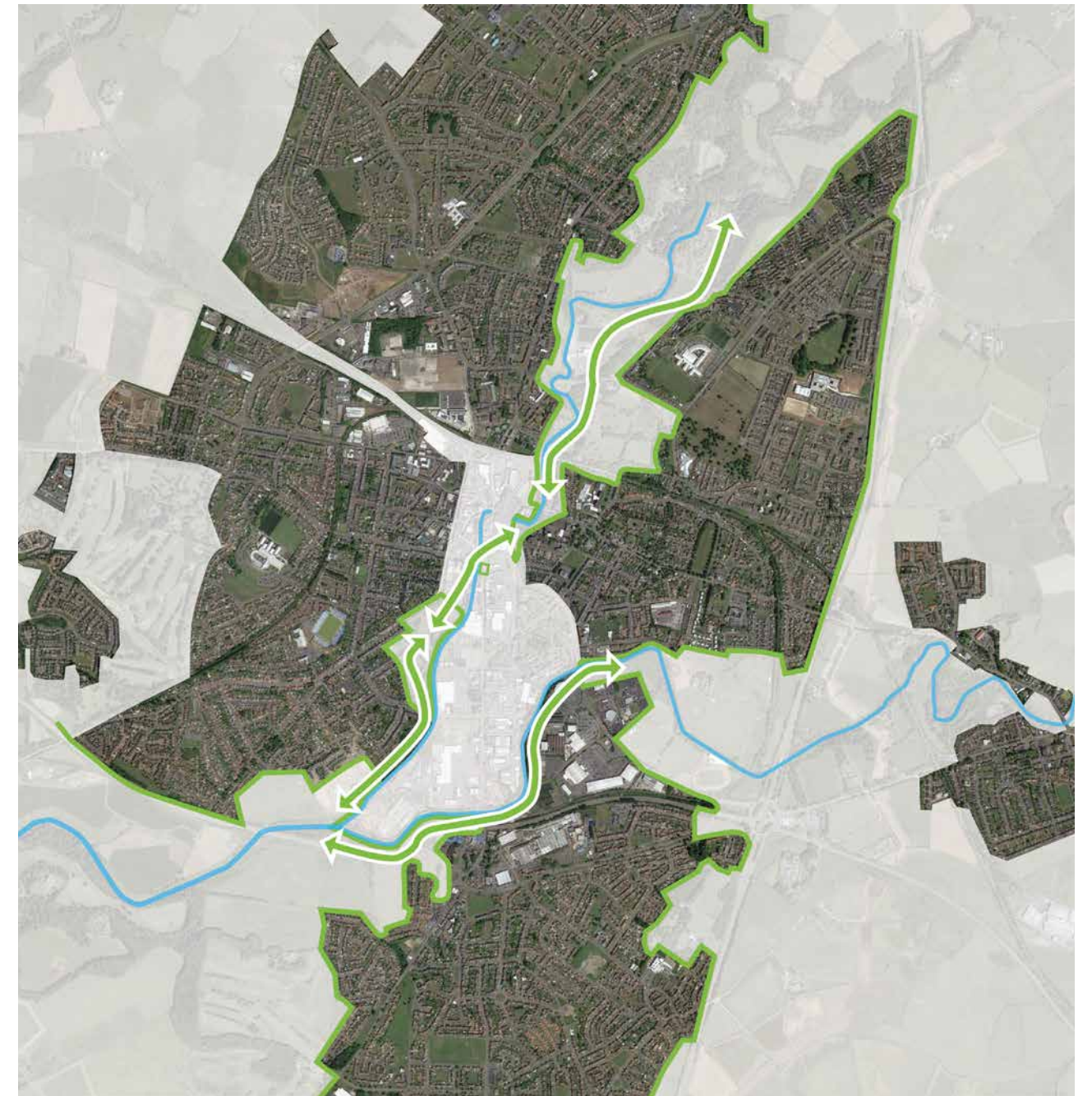


## Low Connectivity and SIMD



The lack of quality connections to and through central Kilrnarnock (Town Centre and South Central Kilrnarnock) correlates with various indicators of multiple deprivation in these locations. The data zones in north-south spine of central Kilrnarnock rank in the lower percentiles. The interplay between place quality, connectivity and socio-economic performance is apparent and demonstrates the importance of address any deficit in place quality and accessibility to foster a socially and economically inclusive and environmentally just future for Kilrnarnock.

## Green-Blue Infrastructure

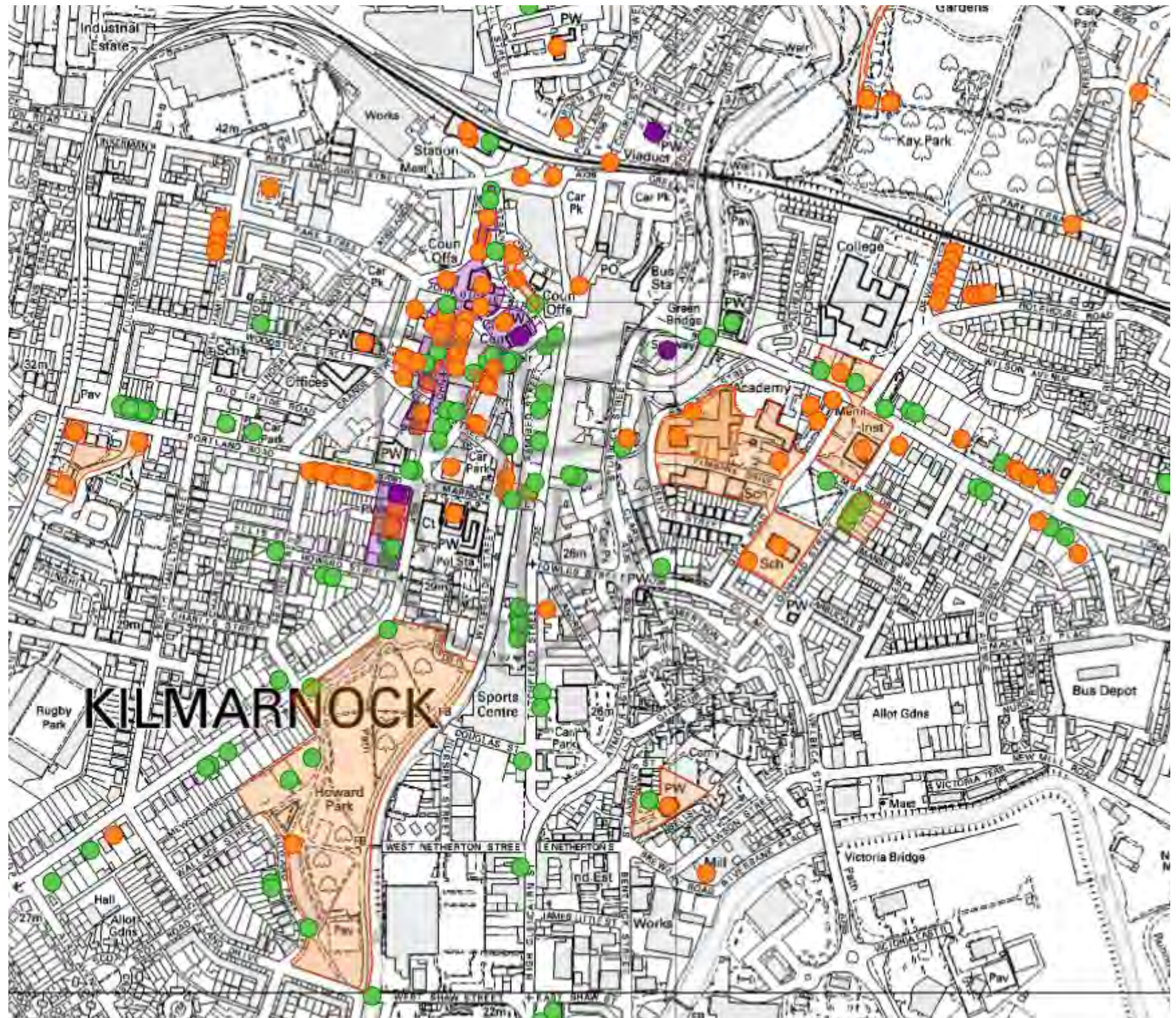


Kilrnarnock is located and prospered because of its location on the Kilrnarnock Water and River Irvine. This 'blue' infrastructure was augmented by some noteworthy 'green' infrastructure with handsome parklands along the Kilrnarnock Water valley. In the urban areas of central Kilrnarnock the Rivers are under appreciated and largely hidden, principally a legacy of a post-industrial setting. This difficult relationship is compounded by existing and projected flood risk which is further exacerbated by climate change predictions. Nevertheless an integrated approach to enhance and appreciate the positive attributes of this blue-green infrastructure provides an opportunity to change the place role and setting of both Rivers in central Kilrnarnock, and help adapt and mitigate flood risk and enhance biodiversity and access to nature.



By virtue of the proud and rich history of the town Kilmarnock has an impressive concentration of Listed Buildings (and landscapes) within, and beyond, extensive Conservation Areas. Naturally many buildings of heritage significance are clustered in the Town Centre (principally west of Kilmarnock Water) and east of the Town Centre around London Road.

- Category: A
- Category: B
- Category: C
- Category: A
- Category: B
- Category: C





## Kilmarnock Analysis / Observations

### Existing Connections + Gateways

The strong north-south emphasis in the layout of Kilmarnock in relationship between the principal streets, 'nodes' and gateways in the townscape and the interplay and relationship with the Rivers and Parks in the central area. The strong north-south spine of Glencairn Street / Tichfield Street / King Street to Kilmarnock Cross is evidently the basis of urban layout of the town; . This is echoed by John Finnie Street which runs north-south between the Railway Station and Howard Park (and parallel to, and west of, King Street). Sturrock Street bypasses the Town Centre to the east and further reinforces the principal north-south streets that characterise central Kilmarnock.

Main arterial routes extending from the Town Centre, notably London Road, Queens Drive, Portland Road and Langlands Street, intersect the principal north-south streets at key urban nodes or gateways in the townscape. There is great potential to enhance the quality of these principal north-south streets, the nodes and gateways on the main arterial routes in to the Town Centre in tandem with tying into the handsome parks and green spaces located along the rivers.

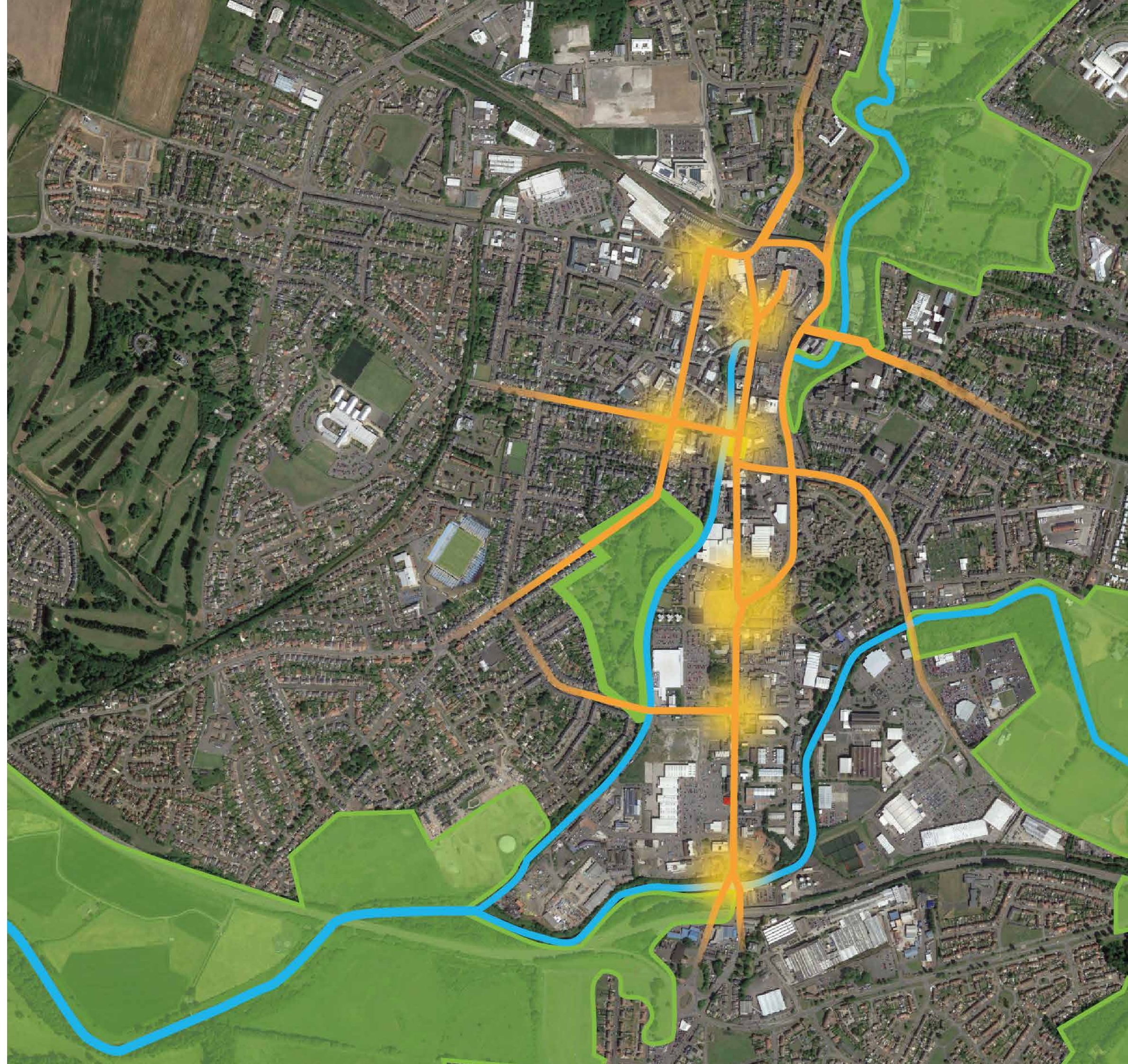
#### Key:

Key Existing Connections (Orange Lines)

Existing Gateways (Yellow Haze)

Existing Green Space (Green Fill)

Existing Rivers (Blue Lines)





## Kilmarnock Analysis / Observations

### Severance

There is a need to improve connections and alleviate severance in Kilmarnock.

The sources of severance in the town are three fold:

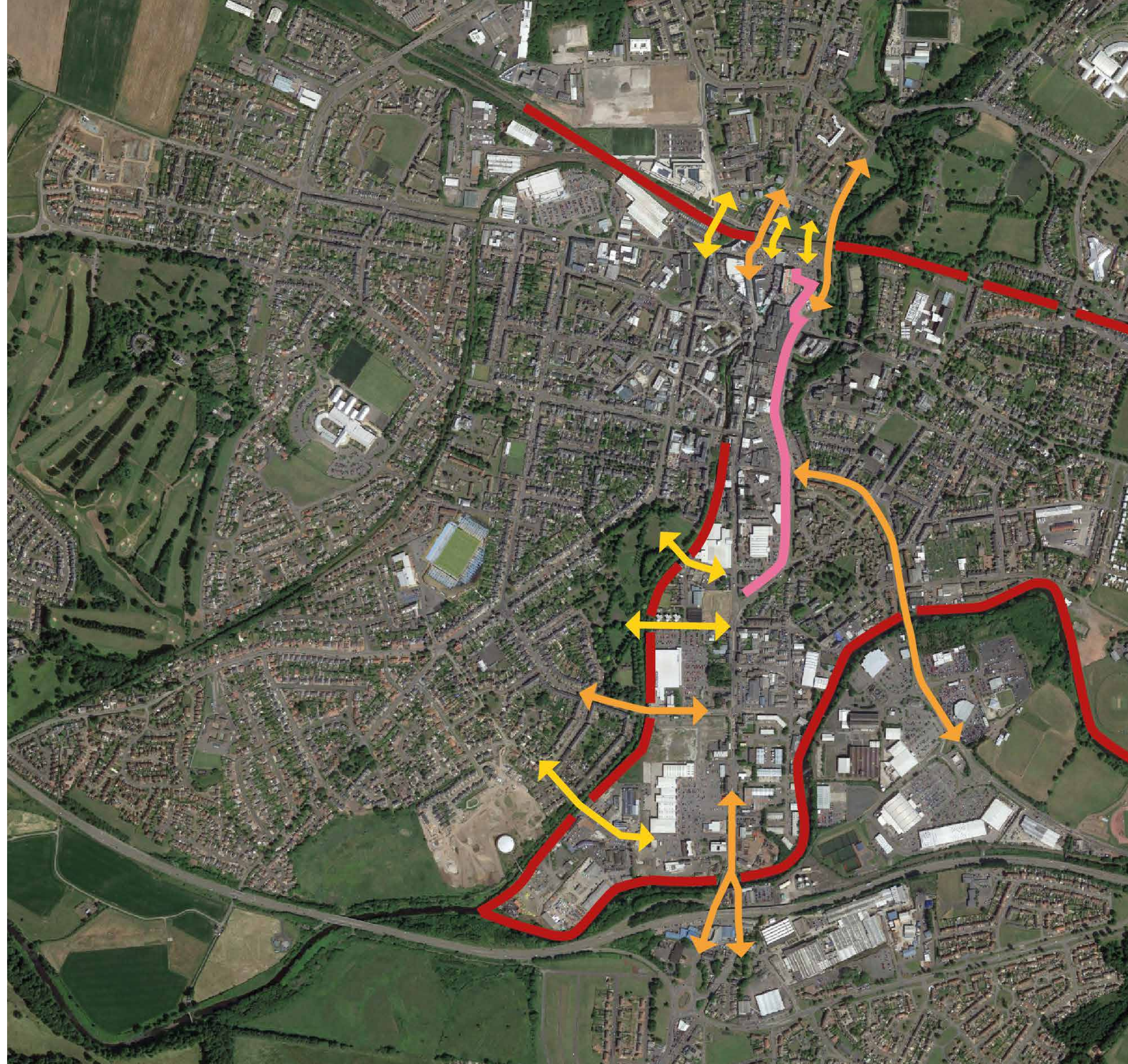
- **The railway line** to the north of the Town Centre creates a physical barrier between the town centre (Top of the Town) and northern Kilmarnock, including the Ayrshire College campus / HALO regeneration area immediately to the north. The viaduct over the Kilmarnock Water valley creates an impressive and historic gateway feature defining the northern edge of the Town Centre. Improving existing access beneath the viaduct, through and around the Station will assist in enhance connections between the College / HALO and Town Centre.
- **Sturrock Street** creates a barrier between the Town Centre and the east of the town (home to a significant cluster of heritage / cultural buildings including the Palace Theatre and Dick Institute). Multiple lanes of one way vehicle traffic on roads engineered such that they induce higher design speed create an unpleasant and hostile environment for pedestrians and cyclists. Furthermore it create a negative first impression of the Town Centre.
- **The Rivers;** Kilmarnock Water + River Irvine create natural severance. The confluence of the rivers in Kilmarnock affect connectivity to South Central Kilmanock in particular. This severance effectively makes SCK a peninsula with a lack of accessible connections over the rivers; with little / no connectivity to the east compounded by poor connections south and west. This only serves to isolate this part of the town from the rest of Kilmarnock.

#### Key:

Severance (Red Lines)

Existing Pedestrian / Cycle Connection  
(Yellow Arrows)

Existing Road Connection (Orange  
Arrows)





## Kilmarnock Analysis / Observations

### Connected Kilmarnock?

The proposed Infinity Loop offers a great opportunity to improve connections within the town. Whilst the aspiration of Infinity Loop is more of a regional scale - to better connect the outskirts of the town with the region- there is a more local opportunity to embed the Infinity Loop into the Town Centre and South Central Kilmarnock.

When mapped the Infinity Loop ties into already well-established north-south connections in the town however the lack of east - west connectivity overlooks as fundamental infrastructural issue in the town where poor east-west connectivity isolates parts of the town centre and SCK.

To realise a fully connected Kilmarnock it is critical that the following actions be adopted:

#### Strengthen Key Thoroughfares (North/South):

- John Finnie Street
- King Street / Titchfield Street
- Glencairn Street

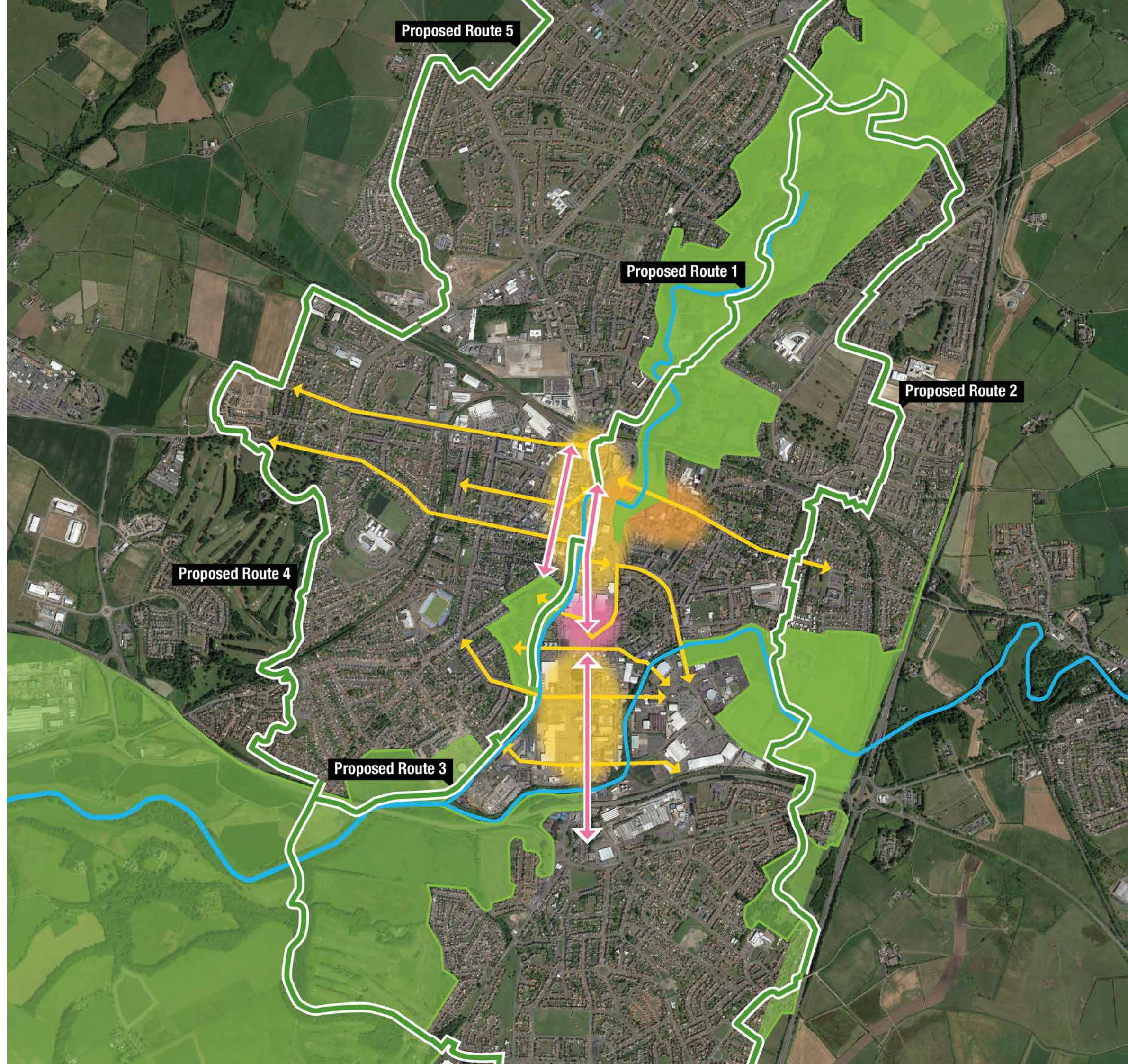
These principal north-south streets should be enhanced by:

- Enhancing walking, wheeling and cycling
- Reducing impact of traffic
- Enhancing look and feel of streets with urban landscaping / greening the grey
- Promoting active street frontages, maintenance of existing buildings and good quality design of new frontages

#### Improve East – West Connections:

- Out to Infinity Loop
- From the Town Centre
- Across South Central Kilmarnock
- Tie into existing Green / Blue assets (connected parks + rivers)

Improving East West Connection involves creating continuous, seamless, convenient, safe and attractive paths for walking, wheeling and cycling. This involves improving existing bridge crossings, introducing new foot / cycle bridge crossings (especially over the River Irvine to Queens Drive) and providing quality paths to these crossing points and key destinations in the Town Centre / South Central and across the Kilmarnock (including tie in with the Infinity Loop).

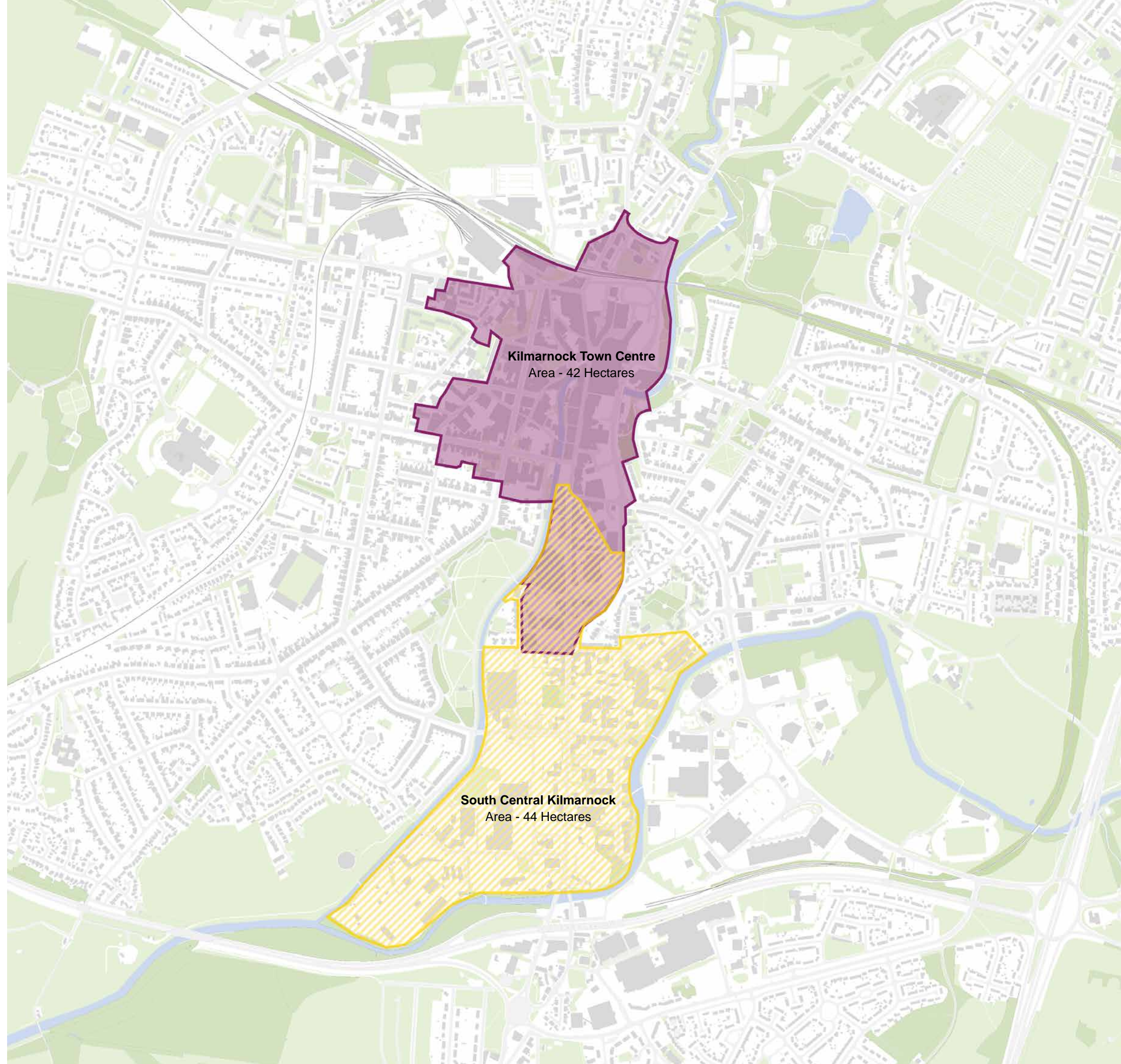




## b. Study Overview

### i. Kilmarnock Study Areas

The Study Areas are roughly similar in size. They also overlap. Coordinating interventions so that the Town Centre and South Central Kilmarnock seamlessly interconnect, whilst respecting and enhancing their distinctive identity (including urban 'gateways' announcing the transition / arrival from one to the other) is critical.





## ii. SWOT

### General Observations

- Existing green network south-west to north-east is broken by town centre- could growth around river stitch this piece together to establish a fluid, green north-south connection?
- South end of town centre is piecemeal industrial use that fragments the townscape of Kilmarnock to the south negatively impacts connectivity east-west and north-south
- Kilmarnock is ahead of the game - a lot has been achieved so far
- You already know (most) of what needs to be done – but refresh for 2020s
- LDP2 should help enable – but don't wait on it – target “quick wins”
- Wider community participation is required post Covid: how, when, why, who?
- Quick wins are emerging already – St. Marnocks Sq., WTB?
- Big moves in the offing – Palace / Grand Hall LUF?
- Build on alliances with national Key Agencies / ScotGov

## Strengths

- Public transport hubs in close proximity (bus and railway stations).
- Regeneration of the former Johnnie Walker site has created a learning quarter within the town with Ayrshire College and the HALO.
- Kilmarnock local community is vibrant and groups such as Celebrate Kilmarnock well-organised and championing community-led regeneration.
- EAC alliances with national Key Agencies / ScotGov positive for future regeneration of the town.
- Historic public parks an asset which, together with Kilmarnock River water forms attractive blue / green network.
- Strong north-south links in the town (John Finnie Street / King Street) - historic core to town centre an important aspect of town character.
- Presence of many EAC offices in Town Centre a strength.
- Presence of Grand Hall/Palace Theatre complex and location of Centrestage in former Kilmarnock Academy.
- Walkable town centre is walkable with a range of facilities and services within short distance of each other.
- Concentration of listed buildings create a distinctive townscape.
- Recent investment in CARS/THI restoring and repurposing built heritage.

## Weaknesses

- Arrival / first impressions; Sturrock Street traffic dominated / Gateways into town are underplayed / unsightly in places.
- One way system within the town is a key constraint forming a circular route around the core shopping area; acts as a barrier for pedestrians + closes off town centre (particularly to the east around Sturrock Street).
- East - West connectivity lacking.
- Vacant Spaces – uncertainty of retail, lack of night-time economy.
- Cycle and footpaths lacking - priority given to vehicles.
- Infinity Loop proposal potential promising but lacks critical east-west connectivity that is a fundamental spatial limitation in Kilmarnock.
- The southern end of the town centre suffers from poor environmental quality and would benefit from shop front improvements and redevelopment; Former ABC cinema on Titchfield Street vacant for a number of years, could serve a wide range of town centre uses.
- South end of town centre / South Central Kilmarnock is lacking in vibrancy - seen as an area for improved greening + development.
- Town Centre Living not fully adopted– tenure + type.
- Location of EAC HQ weakens town centre presence.
- Lack of investment in building stock particularly by private sector.

## Opportunities

- Use LDP2 to establish a ‘Launch Framework’ – enable change.
- Develop a Shared Action Plan (Council, Community, Civic, Business, Key Agencies) > partnership working / shared delivery.
- Engage in a Whole Town (County?) discussion about Kilmarnock Town Centre.
- Build ‘Team Killie’ to drive progress: with dedicated champion / resource.
- Potential to redevelop key vacant / derelict sites within Town Centre + South Central Kilmarnock. Kilmarnock should adopt a Retrofit First policy incl. heritage and non-heritage assets.
- Champion Town Centre First and embrace 20 min Neighbourhood – mixed-use, mixed circular economy.
- Better relationship between the town centre and the river; the town centre turns its back on the river- opening up the river to the Town Centre / enhancing riverside walks and providing active street frontages on to the river should be investigated.
- Infinity Loop offers greater connectivity between the core of the town and surrounding areas - improved pedestrian and cycle links with active travel priority positive for the town. Infinity Loop promotes improved north-south links.
- Culture + Community dimension to Town Centre – celebrate people + place constellation of key cultural assets around the Palace / Dick Institute, with opportunity to further enhance.
- Framework enables / informs decision on Sport / Leisure + Health-Wellbeing
- Caring Place – child, family, elderly, disability friendly – a place for All! Potential Health + Wellbeing Hub a great opportunity.
- Climate – nature-based solutions adapt to change and enhance place + biodiversity.
- Quality – focus on distinctive, authentic, quality offer.
- Build / Restore / Maintain Confidence + Belief > Place Leadership.
- Town Centre Living has to be part of the future mix – relationship to region + city.
- Ladder of accommodation for enterprise / business – local skills / jobs + benefit from College + Halo.
- Growing recognition that Town Centre offers excellent working environment - Ingram Exchange, White Tile Building, John Finnie Street etc.

## Threats

- Flood management - rising water levels set land in South Central Kilmarnock on flood plain - uncertainty surrounding SEPA mapping a possible block to redevelopment +/- regeneration of area.
- Uncertainty around the future of the Galleon / Sports and Leisure offer.
- Post-covid recovery of local businesses and industry.
- Halo Effect? – risk of Town Centre and SCK not benefitting from Halo + College developments to north of the town.
- Community groups such as Celebrate Kilmarnock must be supported to ensure their intentions are followed through with tangible action.

**Kilmarnock Development Framework**  
**3. Combined Statement of Ambition + Place Brief**

## a. Combined Statement of Ambition

### i. Living Well Locally

**Living Well Locally** is the overarching ambition for Kilmarnock Town Centre and South Central Kilmarnock to support a Thriving Town by promoting based on the following:

- Quality of Life for All
- Wellbeing
- Localism Agenda
- A positive Place to Live, Learn, Work

**Reinforcing Positive Identity + Culture** characterised by:

- An inclusive Community
- A celebration of Culture
- An appreciation of Heritage – social, built and natural

Promoting **Climate Neutral Place and Circular Economy** by:

- Reduce Waste, Inequalities
- Reuse, Repurpose, Retrofit
- Restore Nature, Open Space

Connecting Communities by providing:

- Access to Jobs, Skills, Learning Opportunities
- Quality and Affordable Housing
- Quality and joined up Walking, Wheeling and Cycling
- Convenient and reliable Public Transport Access
- Digital Connectivity

Supporting Community Wealth + Empowerment by:

- Tackling Inequalities > Social justice
- A Caring Place
- Learning + Capacity Building



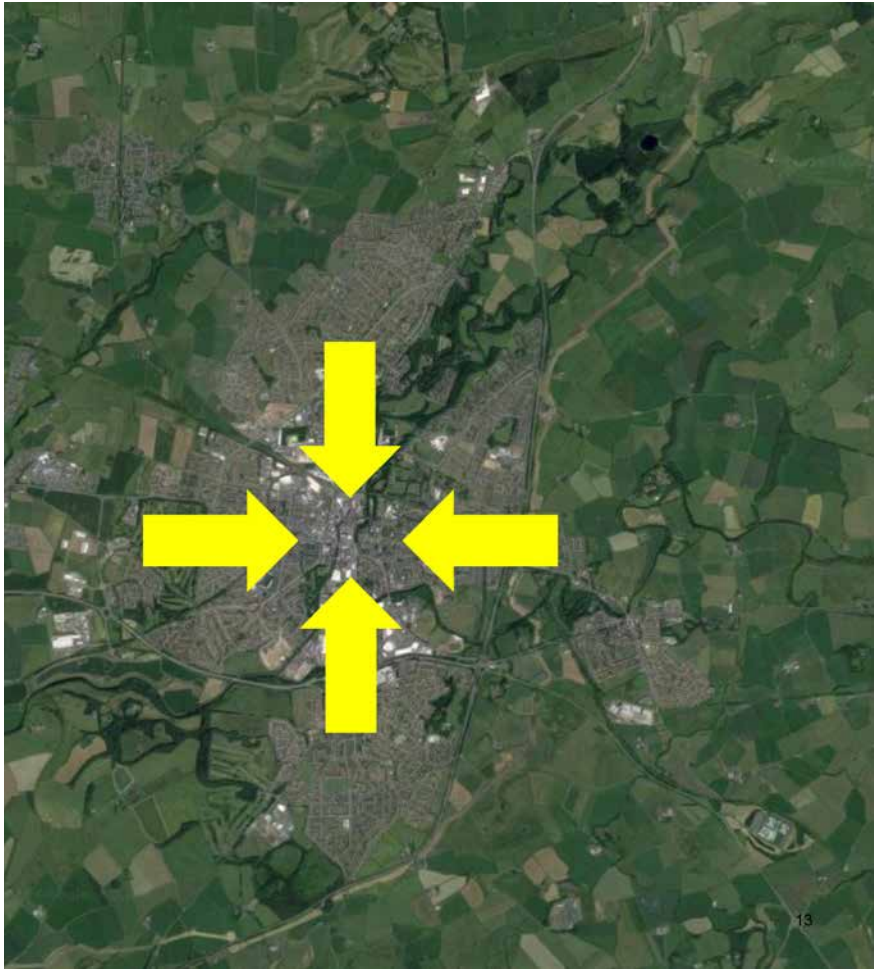


ii. Kilrnarnock's Role:



**Regional Town Centre**

Kilrnarnock's needs to fulfill a role as the main town / hub of East Ayrshire, contributing to BOTH Ayrshire AND the Glasgow city region. Kilrnarnock should be a forward-thinking, modern 21st Century town at the heart of Ayrshire's future ambitions.



**Whole Town Centre**

- Kilrnarnock Town Centre must be a place for all; a thriving place where people want to be together, spend time and enjoy a great:
- Everyday Place - providing access to opportunities, jobs, skills
  - Whole Town Place – for all (incl. young and old) that is accessible and has something for everyone
  - Regional Destination - serving the community, civic and cultural needs of the county and west central Scotland
  - Diverse Economy - enabling establish and new enterprise, encouraging creativity and fresh ideas to flourish



**Everyday Town Centre**

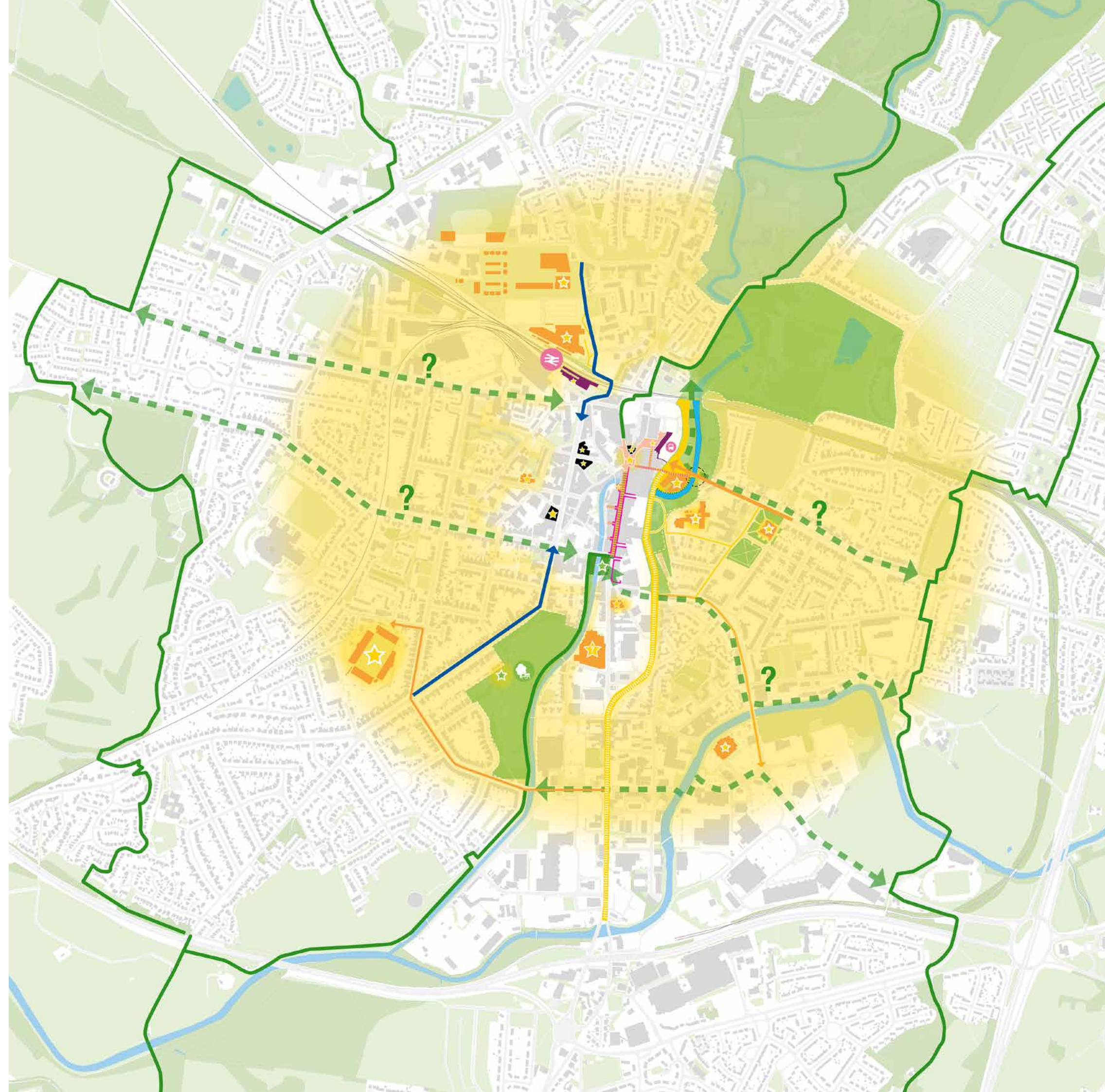
Kilrnarnock Town Centre is already distinctive. To fulfill its potential we must get the basics right (a clean, safe, welcoming place), ensure it is synonymous with quality (attractive environment, positive experience) and thriving (with diverse day and night-time economy).



## b. Place Brief

### i. Key Issues

- **Some key issues arising from engagement with stakeholders include:**
- **Future of the Galleon** and where and what type of **future Sports and Leisure offer** should be available in Kilmarnock Town Centre
- **Health + Wellbeing** service provision and the need / scope for a Town Centre Hub to bring together a range of health and social care. This could be in a single building, campus of several buildings or a cluster of facilities (with old and new buildings) in the Town Centre.
- The extent of **Vacant Spaces in the Town Centre** and the need to support and enhance the **retail, leisure and night-time economy**
- Ensuring there is a **“Halo Effect”** so that the Town Centre benefits from the proximity to the Halo and College
- Promoting a distinctive **Cultural Kilmarnock** with quality local venues and organisations including Centre Stage and revamped Palace Theatre / Grand Hall (subject to LUF application)
- **Increasing EAC’s presence in the Town Centre** by locating Council HQs in central Kilmarnock
- **Positive 1st Impressions** by transforming Sturrock Street + enhancing Gateway arrival points
- **Prioritising / assembling key sites** (eg. at the Multi-Storey Car Park at the Top of the Town) and developing mixed-use masterplans to promote delivery of quality placemaking / urban design
- **Encouraging more Town Centre Living** options including quality, affordability and diversity of tenure and type
- **Providing a ladder of workspace accommodation** to enable commercial and social enterprises to start-up and grow and a **diverse economy to thrive** (incl. Ingram Exchange, the HALO, in EAC offices)
- **Improved access to nature, open space, parks + river corridors** to encourage health, wellbeing and biodiversity
- **Promoting restoration of built heritage, and the reuse of key buildings and sites** including at Kilmarnock Cross, the former GPO, Civic North and South
- **Improving Active Travel and Public Transport** to provide convenient networks that provide sustainable alternatives to travel to and through the Town Centre
- Establishing the **future requirements for Flood Management** and the necessary mitigation and adaptations required to minimise flood risk exacerbated by climate change.





## ii. Community-led Regeneration

Kilmarnock has a very active civic community. There is scope to further encourage and empower local communities (resident, business, civic, cultural) working in partnership with public, private and 3rd sector stakeholders to promote and deliver change through a Shared Action Plan and Development Framework.

Some ways to address issues, topics and progress delivering include:

### **Supporting strong community advocacy, activism and building on social enterprise success by:**

- Adopting a Community Wealth agenda, adopting Participatory Budgeting and developing Community Capacity Building.
- Promoting a community Health and Wellbeing agenda that is inclusive and works towards social justice.

### **Given the Town Centre is a shared asset for the whole town (and beyond) ensuring that:**

- LDP2 (and this Framework) acts as the launch pad for further community-led regeneration activity.
- provides the basis for land-use decisions and helps to attract funding and investment to progress priority projects.

### **Addressing any sense of skepticism between partners and stakeholders by:**

- Using the LDP2 process to establish the Shared Action Plan and then regularly monitoring progress of priority projects.
- resetting “Team Killie” by engaging with all key stakeholders and using the Development Framework to ‘Launch’ discussions around future ambition and the Shared Action Plan.
- Get everyone in the room, regularly – drawing together communities and partners to progress priority actions.

### **Some frustration at the lack of momentum and reliance on voluntary action by:**

- securing funding for a dedicated Town Centre Champion with a mandate to get stuff done.
- Joining up the dialogue between national Key Agencies and local Community Partners to unlock the potential of local ideas to pilot national priorities (eg. 20 Min Neighbourhoods).

### **The LDP2 is not the end of the process but presents an opportunity to:**

- reboot post Covid and establish a recovery plan for after the pandemic.
- Refresh previous plans, acknowledging many ideas are still be valid but new issues arising.
- Develop a “Launch Framework” which enables partners to refine thinking, refresh their collective approach and maintain dialogue.

### **Securing Buy-in and Maintaining Partnership Working with:**

- A Shared Action Plan with shared ownership involving EAC, local communities and national agencies, reviewed regularly and updated accordingly.

## iii. Open Space

### **Open Space / Blue-Green Infrastructure**

Currently Kilmarnock Town Centre and South Central Kilmarnock are characterised by a sequence of disjointed parks and open space. This sequence is interrupted. There is great potential, using the form of the river, to tie in a fluid series / string of connected green and open spaces from Howard Park in the South of the Town to the Country Park in the North.

A series of well-connected in-between spaces could link these creating better cohesion within the town centre, establishing natural movement between town centre spaces culminating in expanses of green space to the north and south.

When mapped spaces such as the Cross, St. Marnock's Square and a new public realm outside the Palace become important to this network of significant open spaces and destination spots in their own right.

The Covid pandemic has seen a widespread reappreciation of public open, especially green space. This is an opportunity to embed purposeful, usable public open space in the heart of Kilmarnock that establishes places to gather and enjoy within the local community. This also presents a great opportunity to establish a far better, more tangible connection to its river - an asset that is, as yet, underutilised and misaligned within the context of the town and its town centre.





#### iv. Health, Wellbeing + Inclusion- caring, child friendly, intergenerational

##### A Wellbeing Town

A Health and Wellbeing Hub within Kilmaronck has been mooted by the Health and Social Care Partnership in line with Scottish Government plans for disaggregating non-emergency facilities from larger regional hospitals. Kilmaronck, as East Ayrshire's largest town is a desirable location of such facilities and a town centre location preferred.

It is currently unclear what is envisaged at this stage, whether a cluster or campus approach is favoured or indeed a mix of retrofit and new build. It is however important to integrate whatever offer is preferred within the Town Centre, with proximity to Sports, Leisure and Open Space.

With the future of Galleon Leisure Centre uncertain there have been ideas to co-locate leisure facilities with a health and social care offer whilst there have been other discussions around a health and social care campus within the town centre and, conversely, considering multiple locations for health and social care facilities in and around the town centre. There are many vacant buildings in Kilmaronck TC and SCK that could be used to locate such an offer with buildings such as the former GPO and the former RBS Building, amongst others.

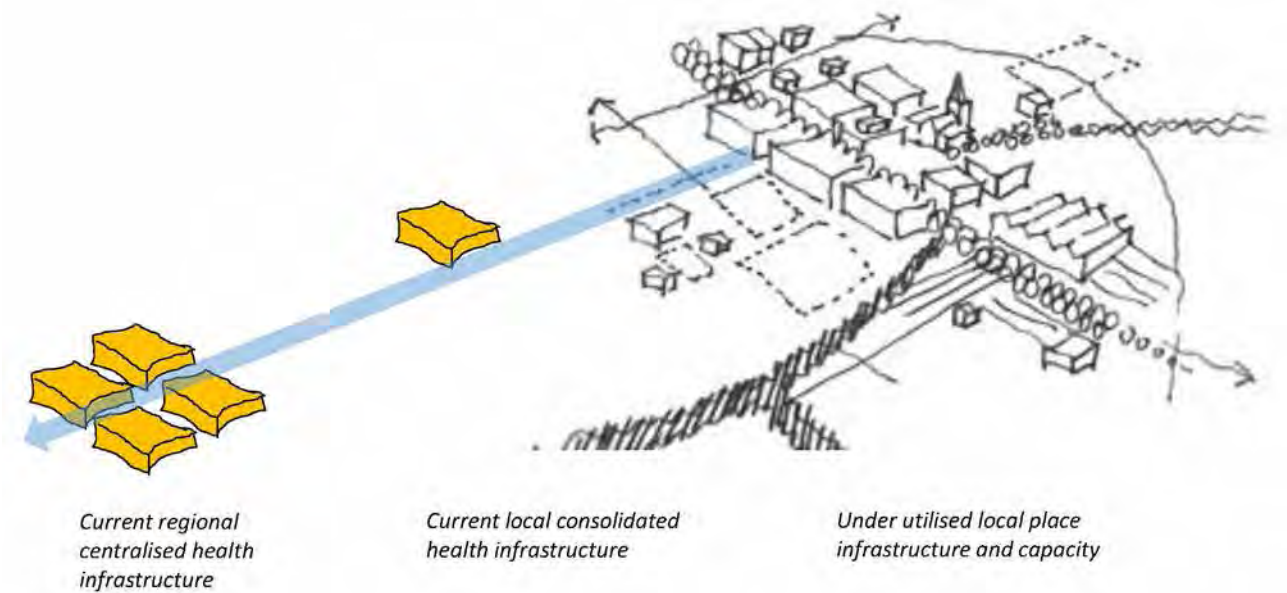
Consultation with the Health and Social Care Partnership in line with Scottish Government plans identify Kilmaronck as a key location for the siting of a disaggregated Health and Wellbeing Hub.

Relationship to CHIME / Recovery / Rehab Healthy / Environmental standards

To support a vibrant, mixed urban town with distinctive characters and a growing population like Kilmaronck the provision of appropriate amenities (including community infrastructure, education, health and social care, recreation / leisure space) is vital. This approach to a walkable, compact town is therefore wholly appropriate as part of any place based analysis of the town.

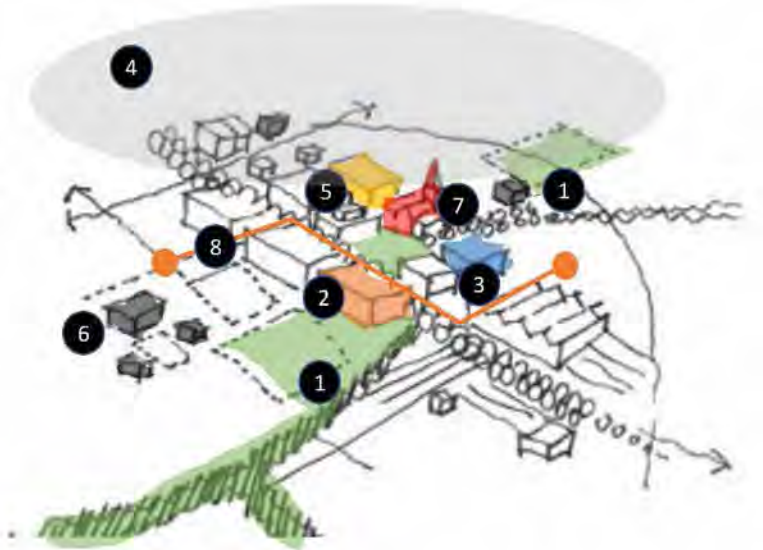
##### An Inclusive, Intergenerational Town

Kilmaronck TC must become an attractive place to all, including children. This includes providing quality open / green spaces, creating places that with a town centre offer that is appealing and attractive. Spaces for children to play safely and move freely between locations are important. Kilmaronck already has good infrastructure in terms of public park proximity and access however the connections between these assets must be improved to engender a sense of safety and allow fluid movement for walking, wheeling and cycling. Children, and indeed people of all ages, must feel safe in their town centre and pedestrians must therefore be prioritised. Consultation with Celebrate Kilmaronck highlighted attracting children to the town centre as part of a wider action plan to reinvigorate the town centre. With the changing nature of our town centres, particularly in a post-covid era, where perceptions of the town centre offer have changed and quality green and open space have never been more in demand dictate that town centres must be appealing and attractive to all.



SFT - Re-thinking 'place' as a key component of health infrastructure

1. Integrated green spaces, wellbeing programmes and community buildings
2. Re-purposed underused existing community spaces to host primary care and community use
3. Lifelong learning and innovation spaces with wellbeing programmes
4. Shared digital platforms and community data trust
5. Multi Agency Response Centre, out of hours and acute needs
6. Local housing adaptation programme connected to local wellbeing programme and re-enablement
7. Third sector hub with warm referrals to community and services in thriving high street
8. Accessible active travel routes with support for varying needs



COMBINED

'UNDER ONE ROOF'



CAMPUS

'FACILITIES IN CLOSE PROXIMITY'



CLUSTER

'DISAGGREGATED SATELLITE, FACILITIES'

Sketch Diagram highlighting the three facility typologies within town centres; Combined (within a building), Campus, Cluster

## v. Thriving Town Centre

### Town Centre Living

To create a vibrant and convivial town centre a significant increase in resident population is required in and around the Town Centre, including at regeneration sites such as South Central Kilmarnock. In line with national and local government policy embedding residential / mixed use developments in the town centre is important to increasing town centre population. The town centre should also experience an increased student / professionals population with the new Ayrshire College Campus and Halo Enterprise Campus in close proximity.

In addition to new-build developments on vacant sites there is scope to bring new residents in to the area by adapting sites (through retrofitting existing buildings) to accommodate residential / mixed-use developments. In doing so there is an opportunity to diversify housing typologies to accommodate households under-represented in the town centre (e.g. families and elderly). Additionally, new residents can also support enhanced local services and amenities (e.g. education / schools, health and social care) helping ensure the Kilmarnock can meet (and surpass) the 20 min Neighbourhood model (see section viii for further information on 20 minute neighbourhoods).

Analysis, and comparison with other successful town centres, indicates that increased population density is vital to supporting a thriving Town Centre enlivened by footfall, and benefiting from ‘eyes on the street’. It helps create a safe, convivial environment so long as the combination of living, leisure, economic, community and cultural activities are carefully combined to ensure compatibility.

Initial assessments identify a continued demand for quality affordable properties that could include):

- Mid market rent: young professionals
- Student accommodation
- Self build & custom build
- Local builders: small/micro sites
- Older people’s accommodation: and
- ‘downsizers’ who would prefer a town centre location close to community and other facilities.

Meetings with the East Ayrshire Council Housing and Regeneration teams confirm there is potential for town centre living.

This aspiration is in line with Scottish

Government policy (Town Centre Action Plan and Town Centre First Principle).

Encouraging and supporting town centre living is fundamental and planning authorities should seek to provide a proportion of their housing land requirements in city and town centres and be proactive in identifying new opportunities. Development proposals for new residential development or for the conversion or reuse of vacant buildings for residential should be supported where its previous use can be demonstrated to be unviable.

In comparison with greenfield, the development of brownfield sites creates much more uncertainty for developers which often leads to them favouring the former. This uncertainty can be in the form of unknown costs as well as protracted planning and regulatory approvals for instance if listed or historic buildings are involved or ownership is mixed. There is also the move towards greater energy requirements which can be problematic for these types of redevelopments. There is a need for a pragmatic approach between developers and Council planners and a recognition of scheme viability as well as the fundamental need to see these buildings re-developed. Incentives offered in other towns and cities have included moratoriums on affordable housing contributions and favourable amendments to Section 75 requirements in order to encourage town centre residential development. Local authorities can also use external funding to assist particular schemes, i.e. Conservation Area Regeneration Scheme, Capital Grant Regeneration Scheme, Vacant and Derelict Land funding.

The previous focus of many town centre living developments has been on younger people, i.e. students and first time buyers however it is important that space is suitable for all demographics. Town centre living may be particularly suitable for older groups as well as those in need of supported living. Simple features such as the provision of lifts within flatted developments should be encouraged to allow for the future proofing of developments.

There can be a conflict between town centre living and leisure uses. Planning needs to balance these competing needs which can be easier to accomplish when a developer has full control over an entire building and can be more selective regarding any ground floor retail tenants, i.e. hairdressers/nail bars, take-aways etc would be more appropriate than nightclubs/bars.

### Day and Night-time Economy

Kilmarnock needs to be redefined as a destination town with an attractive day/ evening offer. Bolstering the day and night time economy which would assist in retaining / attracting business and future residents / investment to the area. Efforts the setting around Kilmarnock Water and to refurbish key cultural assets such as the Palace Theatre and Grand Hall promote evening economy and should be supported.

### Enterprise

Kilmarnock has made positive progress to enhance its reputation as a place supporting entrepreneurial activity and a place with flourishing social enterprise activity. This is further enriched by an active cultural community and offer, with Centrestage playing a pivotal role in that community and cultural landscape.

In addition to tackling vacancy rates (especially within older or heritage stock) the landmark regeneration investment at Halo (in proximity to the College) creates high-spec workspace whilst Ingram Enterprise Centre is also demonstrating the need and benefit of a variety of work environments within the local economic ‘ecosystem’.

### Retail

The contraction and consolidation of the retail sector, further exacerbated by Covid-19, means that landlords and developers are seeking alternative sources of revenue and footfall for non-performing retail space. The high-water mark of UK retail floor space has passed, and stock is set to experience a long period of gradual contraction and transformation. In addition, the necessity of most to work from home during the pandemic will likely become more commonplace in the future. This means that, in addition, to retail, we are potentially facing an even greater over-supply of commercial space in our towns in the future. This will lead to increased pressures on the vitality and viability of many struggling high streets and towns with increased vacant space and falling rents. One corollary for towns may be a repatriation of some office activity from cities, even if only meeting and touchdown desk space to supplement homeworking.

Whilst this presents a number of challenges which will be felt by occupiers, landlords, investors and local authorities there are potential bright spots on the horizon. In the post-Covid world, successful town and city

centres will be characterised by less retail space but this contraction and consolidation can result in better quality, more varied, and more experiential uses and activities as well as space for new types of work space, including creative environments for digital, creative and productive economic uses (including the circular economy) and, potentially, last mile logistics.

### Community

It is important not to underestimate the benefits that community uses can have for a town centre. Real improvements can be made through investment in social enterprise, community ownership, co-operatives and community wealth development. The use of spaces for community hubs, art and performance space and crèches all add to the vitality and viability of a town.

The introduction of the Community Empowerment Act in 2015 allows communities in urban areas to benefit from Community Right to Buy. Communities can register an interest in land and have the opportunity to buy it when it comes up for sale and as of June 2018 they are also able to force the sale of neglected lands or buildings. One example of an urban area which has started to take this approach is the Stove Network in Dumfries which is buying up buildings in the town centre for community use. A major benefit of community ownership is that it also builds “pride in place” by creating places that people feel confident in and see as attractive.

Community land ownership can also lead to greater investment in social enterprises in an area. Some rural communities have been very good at this as they have had to come together as the market hasn’t been there. Features such as community-led regeneration, development trusts, community owned land, food co-operatives, business cooperatives, renewable energy and Business Improvement Districts are to be encouraged in urban areas as well where they contribute directly to the local economy. Many local authorities offer financial support for social enterprises and there are additional external funders for cooperatives, e.g. Cooperative Development Scotland. Additional benefits associated with these uses include wellbeing, work and training.

Blending mixed-uses within a compact Town Centre / South Central Kilmarnock can deliver the place, community, economic and sustainability benefits of a walkable, 20 min Town, as described in the next section.



## vi. 20 Minute Neighbourhoods + Active Travel / Public Transport

### 20 Minute Neighbourhood Concept

The 20 Minute Neighbourhood concept embodies the idea of living well locally by affording people the opportunity to meet most of their daily needs within a 20 minute return walk from home with access to safe cycling and local transport options.

These connected and walkable places are where people can live, work and play; buy their weekly shop, work from home or local business, access services and access open space and gathering places.

Research highlights that 20-minutes is the maximum time people are willing to walk to meet their daily needs locally. In addition to the above, other daily needs may include accessing local health facilities and services, schools and shopping. This 20-minute journey represents an 800m walk from home to a destination and back again. Similarly this can be broken down as a 10 minute walk to your destination and 10 minutes back (400m there, 400m back).

In Scotland, the 20 Minute Neighbourhood concept has become a key policy consideration and has been included in the Programme for Government 2020-21 and is explicitly mentioned in the recently published National Planning Framework 4. Whilst their definition is not universally agreed upon, the basic premise is a model of urban development that creates neighbourhoods where daily services can be accessed within a 20 minute walk. The aim of such neighbourhoods is to regenerate urban centres, enhance social cohesion, improving health outcomes and support the move towards carbon net-zero targets through reducing unsustainable travel.

To support a vibrant, mixed urban town with distinctive characters and a growing population like Kilmarnock the provision of appropriate amenities (including community infrastructure, education, health and social care, recreation / leisure space) is vital. This approach to a walkable, compact town is therefore wholly appropriate as part of any place based analysis of the town.

Within a Scottish context there are a number of slightly differing definitions of this concept as detailed below:

### Sustrans Definition

“We think that the best way to do this is to ensure that it is easy for people to meet most of their everyday needs by a short, convenient and pleasant 20-minute return walk.

10 minutes there, and 10 minutes back.”

### Scottish Government Definition

“‘20 minute neighbourhoods’ are places that are designed so residents can meet their day-to-day needs within a 20 minute walk of their home; through access to safe walking and cycling routes, or by public transport.”

### NPF 4 Definition

“A method of achieving connected and often compact neighbourhoods designed in such a way that people can meet the majority of their daily needs within a reasonable walk, wheel or cycle (within approx. 800m) of their home. The principle can be adjusted to include varying geographical scales from cities and urban environments, to rural and island communities. Housing would be planned together with local infrastructure including schools, community centres, local shops and health and social care to significantly reduce the need to use unsustainable methods of travel, to prioritise quality of life, help tackle inequalities, increase levels of health and wellbeing and respond to the climate emergency.”



Features of 20-Minute Neighbourhood



20-Minute Neighbourhood in a Scottish Context



## The 20 Minute Neighbourhood Concept in a Kilmarnock Context

When applied to Kilmarnock, the 20 minute neighbourhood concept is particularly pertinent. The diagram to right highlights the compact nature of Kilmarnock Town Centre with the 400m radius pedshed taken from the perceived centre of the town at Kilmarnock Cross. Kilmarnock Town Centre is well within the parameters of the 20 minute neighbourhood and as such should look to implement the various components of the concept to become a truly thriving Town Centre.

The analysis shows the accessibility potential of the town centre with good access to open space and housing out-with the town centre.

Whilst Kilmarnock has many attributes well aligned with the 20 min Neighbourhood concept there are certain amenities and facilities that are evidently lacking. The possibility of East Ayrshire Council, working in conjunction with Celebrate Kilmarnock and other community groups, assisting in providing space for local community activity should be explored as a potential 'quick win'. The reprovision of a new leisure centre and health and wellbeing hub (especially if there is a desire to attract families to live in Kilmarnock Town Centre) is also a potential priority.

In anticipation of an increased town centre population (resident, working and visitor) it is vital to assess and plan to address any identified shortfall in provision of community infrastructure.

Any discussions and analysis regarding increased town centre living also highlighted the need to provide the facilities required of an increased population density in central Kilmarnock. National and local policy supports the incorporation of the 20 minute neighbourhood concept in townscape analysis and evaluation.

Comparison between the Town Centre pedshed and South Central Kilmarnock (SCK) further highlights the compact nature of the town. If regeneration is sought in Kilmarnock, particularly in SCK, given its close proximity to the town centre, it could be improved, densified and repopulated to control the sprawl of the town out-with. As the diagram (right) shows there is the potential to provide a core neighbourhood with strong town centre links area is masterplanned and developed appropriately.

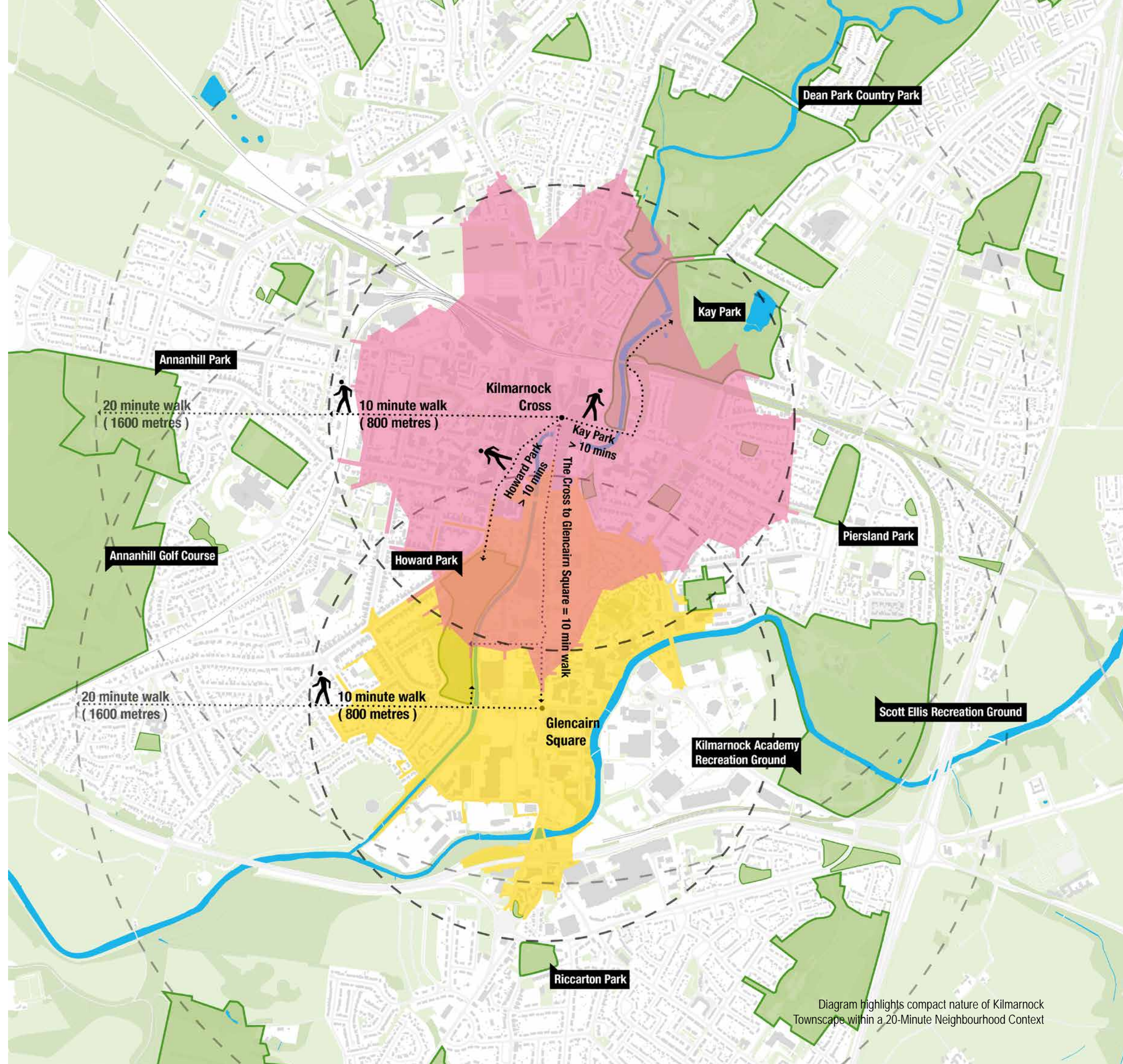


Diagram highlights compact nature of Kilmarnock Townscape within a 20-Minute Neighbourhood Context



Public Transport

In line with the national hierarchy of modes it is vital to enhance walking, wheeling and cycling connections to and thru the Town Centre and South Central Kilmarnock; connecting the component parts and, crucially, making both destinations easier to access for all who live in Kilmarnock.

An enhanced/ quality public transport offer is crucial, benefiting from the established presence of bus and train stations in the northern edge of the Town Centre.

To make sustainable mobility (active travel and public transport) a serious alternative (over the private car), routes/networks need to be safer, faster, more intuitive, reliable and comfortable.

Access to efficient public transport is important. However unattractive stations and surroundings create a poor passenger experience and deter use. Kilmarnock Railway Station is an attractive building and setting however the immediate public space fails to present a positive first impression of the Top of the Town.

Kilmarnock Bus Station is benefiting from investment to upgrade its passenger experience and exploring ways to enhance connectivity between bus and train, and the wider Town Centre context is critical. Bus routing connecting Kilmarnock Town Centre (day and night) to the whole town, and county beyond, is clearly vital for the whole area and the day and night-time economy.

Efforts should be made ensure both the public realm and setting of public transport hubs encourages patronage. The car dominated Sturrock Street creates severance (notably to the east) and needs to be transformed to encourage easier active travel access to the Town Centre and Bus Station. Similarly, whilst the viaduct is a spectacular gateway to the north, enhancing at grade connections in to the Top of the Town and connecting from train station to the College / Halo, need improvement to connect these vital destinations.

It is vital for public transport to be an attractive alternative for the car to increase patronage. Enhancing public transport also stimulates more sustainable and healthy mobility. Kilmarnock’s stations are important gateways into the town and crucially, the town centre. At these points visitors should feel welcome, comfortable and safe. Wayfinding and orientation should be intuitive and fast. These locations deserve particular investment, not only as key gateways but as alternative travel options to the car. Investment should be based on providing high quality space, clear signage and attractive and logical

connections to the surrounding town and other modes of transport At present arrival at the bus and railway stations are bland. By improving the arrival in the town by train and bus a positive first impression is created. This should also increase the use of public transport, walking and cycling as an alternative to the car and help to regenerate the areas around stations.

Active Travel + Existing Public Transport Existing

Layering existing core paths, cycle networks and the public transport hubs (see diagram right, top opposite) highlights the following:

- The existing active travel network is limited, particularly from a cycle perspective.
- Core path network is concentrated with a north-south focus, with little to no east-west connectivity
- Cycle paths are limited to to the National Cycle Path and EAC recognised Sir Chris Hoy Cycle Path

Whilst the active travel network is lacking, Kilmarnock’s public transport is well connected;

Rail links to national and local centres are strong, with Glasgow (38 minutes) and Ayr (22 minutes) within an hour’s travel; the bus network is similarly connected

The train station and bus station are within close proximity which, from a travel, convenience and connectivity point of view, is positive.

Active Travel + Public Transport: The Infinity Loop

The Infinity Loop concept is a proposal for the a green loop around the town with an active travel focus.

The ‘Green Infinity Loop’ is a ‘figure of eight’ network of pathways comprising 26km circular route around the town with a Spinal Route from north to south through the town centre, linking into the circular route.

The circular route will provide connections between different communities on the outskirts of the town, offering greater access to local facilities. This route will also provide connections to the wider path network including the Core Path Network and the National Cycle Network (see diagram right, bottom opposite). The route will be made up primarily of off-road cycle routes, either shared access pavements or routes built to Cycling Scotland standards. It will have a few sections which will be on roads within 20mph and 30mph zones.

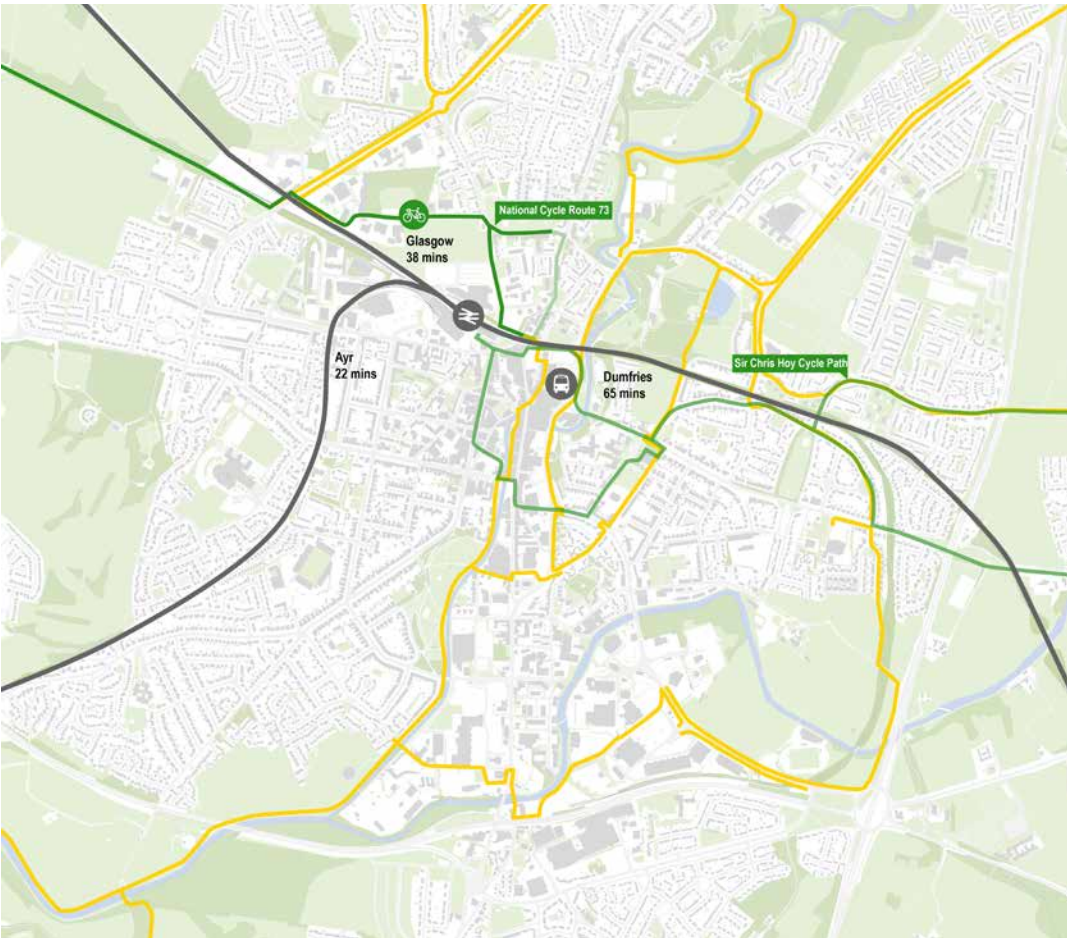


Diagram highlights limited existing cycle path network (green lines) and existing core path network (yellow lines)



Diagram highlights better a connected cycle path network with proposed Infinity loop (dark green lines) when layered upon the existing limited cycle path network (light green lines)



## Active Travel + Public Transport A Future, Better Connected Town?

When layered up with the existing active travel and public transport infrastructure, the Infinity Loop clearly goes some way to improve the connectivity issues in the town.

However, a lack of east - west connectivity serves to further compound the issue isolation in the Town Centre and South Central Kilmarnock (see diagram right).

### Active Travel

Delivering improved Active Travel Networks will enable people to choose to get about how they wish, making residential streets quieter, safer for children, and more community focused as well as connecting the town up for those walking, wheeling and cycling.

Local and national policy advocate the transition from the car to walking, wheeling and cycling. It is therefore important to provide appropriate active travel infrastructure to support and enable this shift. Making walking and cycling the preferred way to move around Kilmarnock will require a well structured network. The planned Infinity Loop project has made inroads with this however lacks key east-west routing that would better connect the Kilmarnock TC and SCK with its broader context.

Broadly, improved active travel promotes healthier lifestyles in the pursuit of improved quality of life. This is a key aspect of EAC's ambitions to invite more and more people to live in the town centre. This also would ensure a cleaner town centre with better air quality and a more democratic and fairer city with access to opportunity no longer being predicted on car ownership, when car ownership in the town is low.

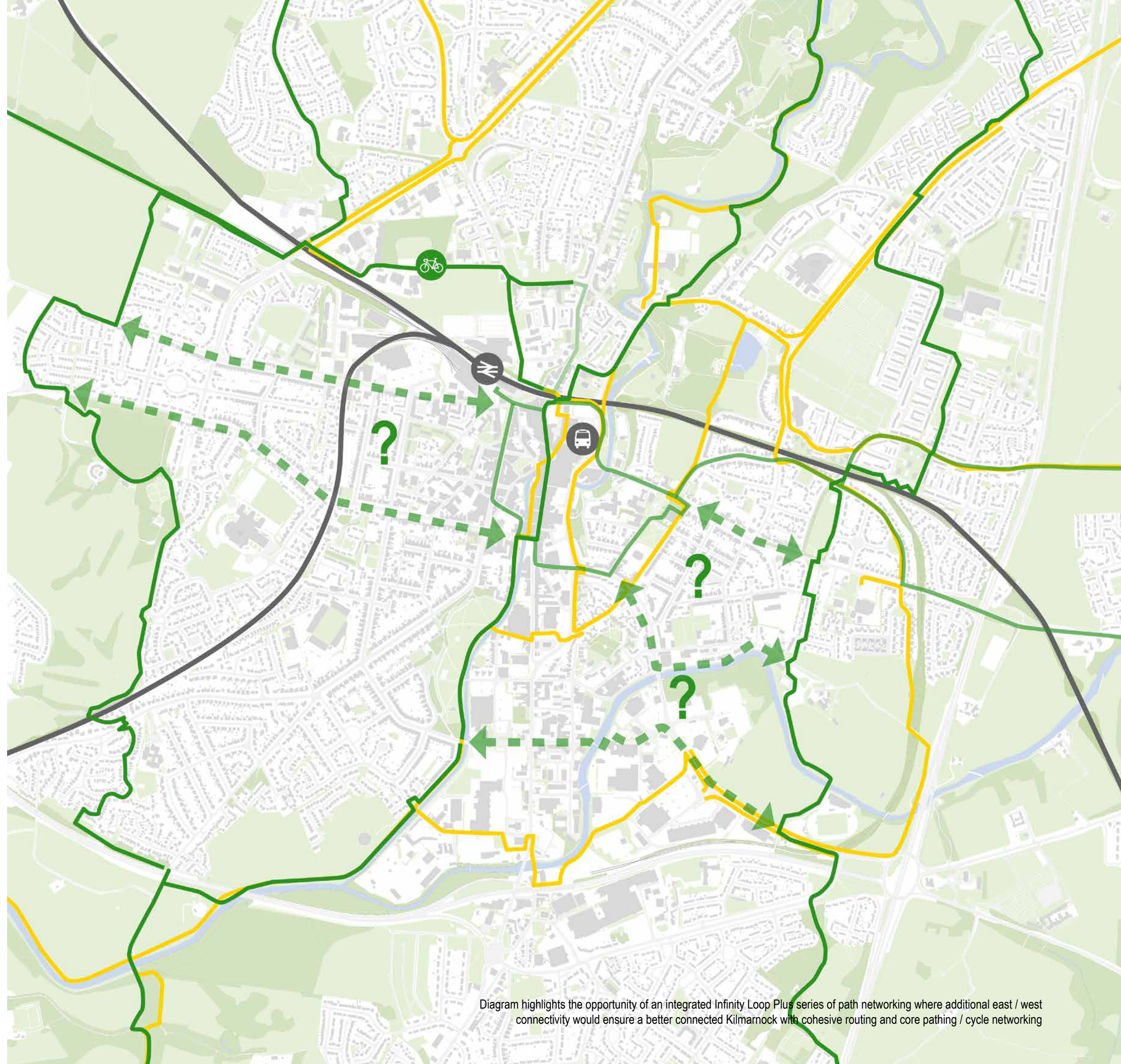


Diagram highlights the opportunity of an integrated Infinity Loop Plus series of path networking where additional east / west connectivity would ensure a better connected Kilmarnock with cohesive routing and core pathing / cycle networking



**Kilmarnock Development Framework**  
**4. Kilmarnock Town Centre**

## a. Statement of Ambition

### i. Town Centre for All - the shared experience of and collective memory

Kilmarnock Town Centre holds a place in the wider collective memory of those who live, work, learn or have a connection with the town. This report seeks to champion the restoration of the Town Centre as the place for all in Kilmarnock to access and enjoy; the location of positive new memories in the future.

To achieve this aim placing the Town Centre First, and at the heart of the future whole-town, is critical to ensure a thriving, inclusive and high performing place in the mid 21st Century. The Town Centre needs to adapt to provide a positive experience day and night, and year round, that combines a range of retail, leisure, and work spaces with an emphasis on quality, distinctive and local offer. But the ambition for the Town Centre recognises that thriving town centres in the 2020s and 2030s will be low or net zero carbon, compact mixed-use places characterised by a network of community, civic and cultural assets and destinations that enliven the townscape and sustain footfall, further bolstered by year round events and attractions and an increasing residential population.

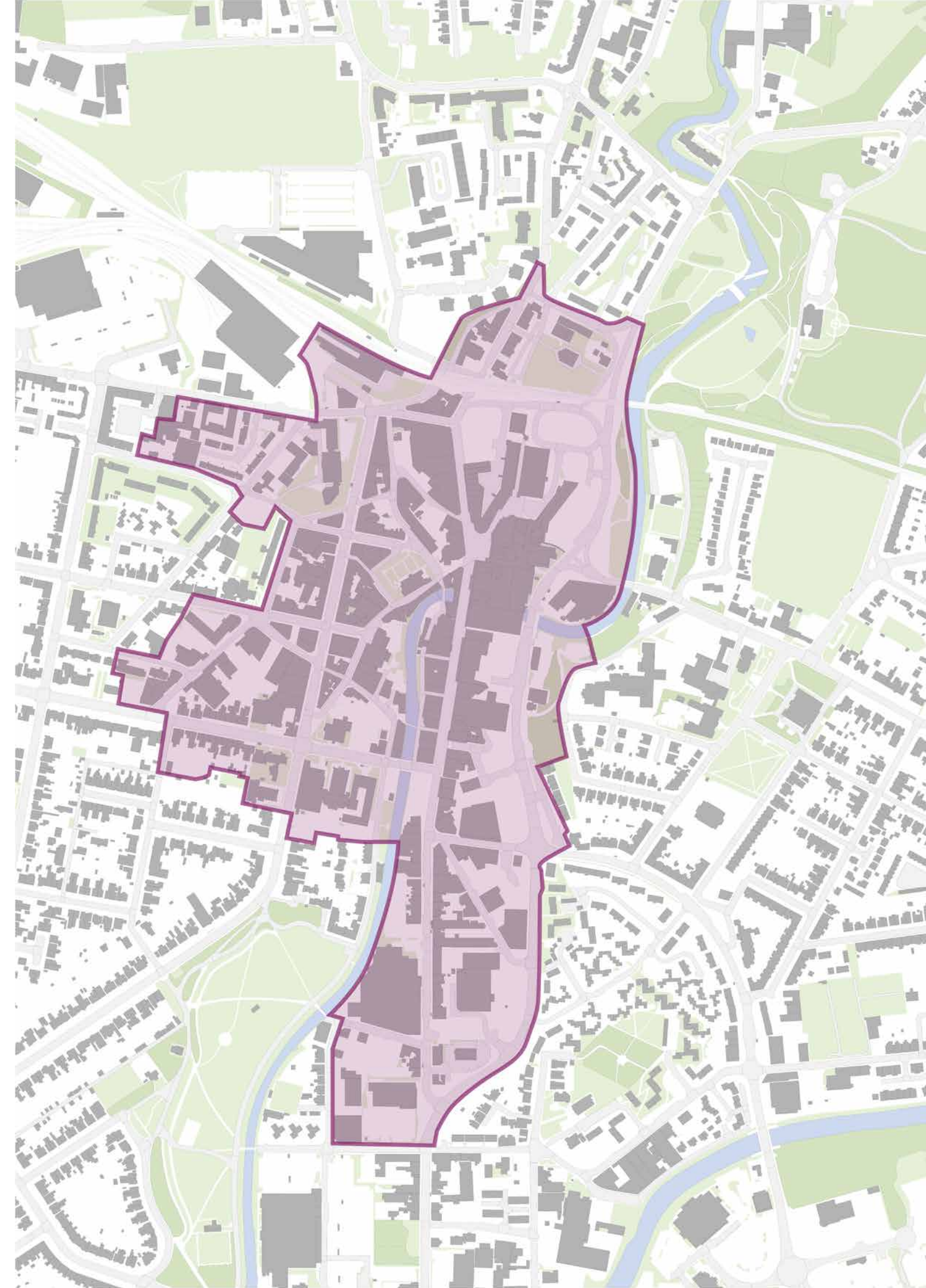
Kilmarnock Town Centre benefits from amazing assets: a distinctive and incredible built heritage; bus and train stations connecting the Town Centre to the whole town, country and wider city region; proximity and access to great parks and cultural venues, a vibrant community, cultural and social enterprise network, major College and economic developments to boost skills and jobs.

The Town Centre also has space for change with key development gaps sites and vacant / under-occupied buildings, alongside major regeneration opportunities north (Halo / College) and south (South Central). Repurposing existing buildings and vacant land, coordinated with these major brownfield regeneration sites can combine to create a diverse and compelling regeneration programme that can transform Kilmarnock as a sustainable, net zero town with a diverse economy and the community

infrastructure to support an inclusive and healthy place.

Embedding sustainable urban infrastructure, improved biodiversity and integrated flood management, utilising micro renewable energy sources (incl hydro), and enhanced digital connectivity can all contribute to adapting to and addressing climate change. Enhancing and extending existing path networks to promote healthy walking, wheeling and cycling options is critical to achieve net zero targets. Bringing major community, health and leisure functions serving the whole town and county can drive this transition and bolster the Town Centre as a place at the heart of life in East Ayrshire.

The Town Centre, alongside South Central Kilmarnock, presents the opportunity for Kilmarnock to be one of Scotland's most distinctive and successful medium-sized towns; an historic place with an exciting future!





## b. Town Centre Place Analysis

### i. Town Centre - Townscape Analysis (Good + Bad)

More detailed place analysis was conducted to inform the preparation of this report.

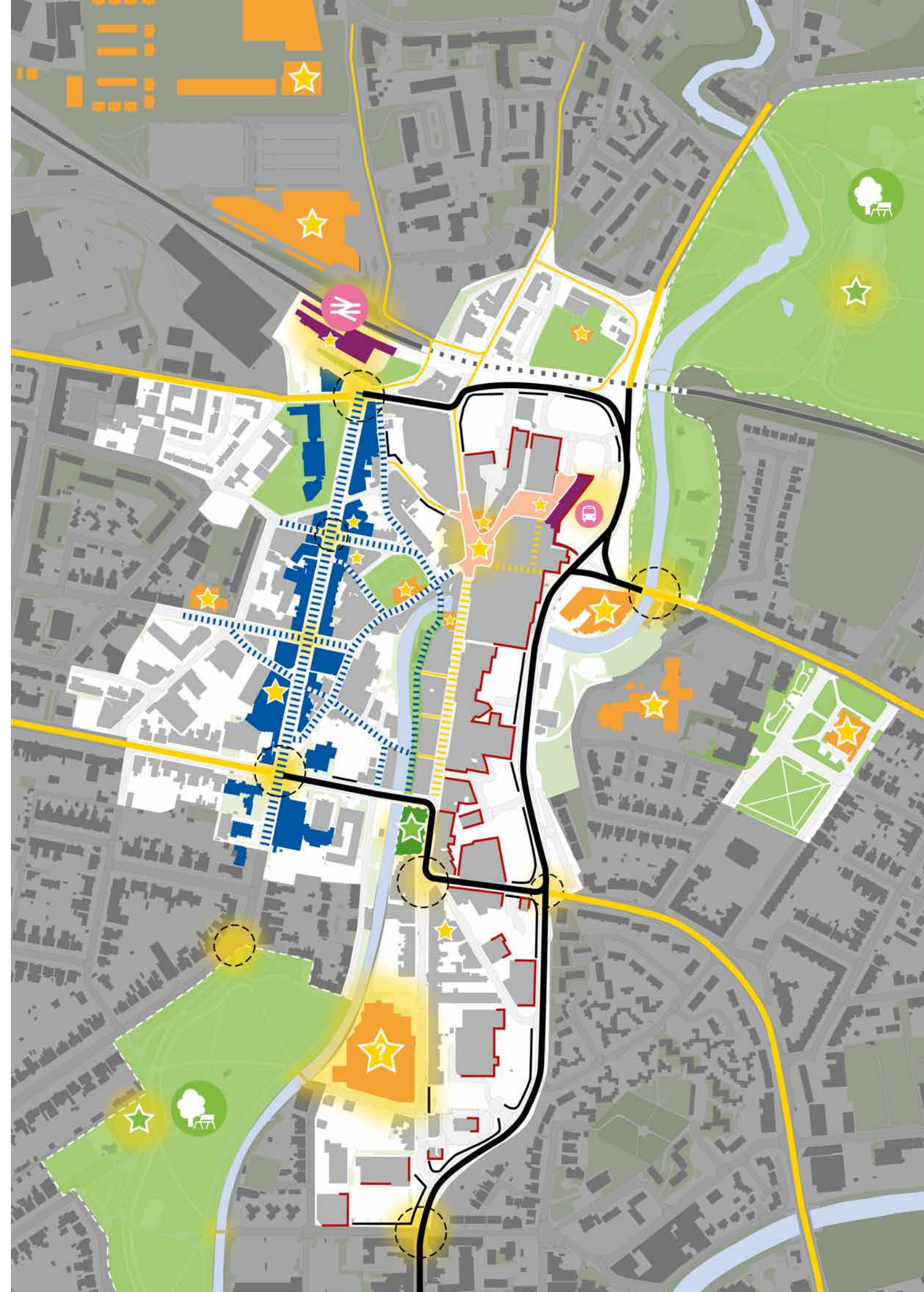
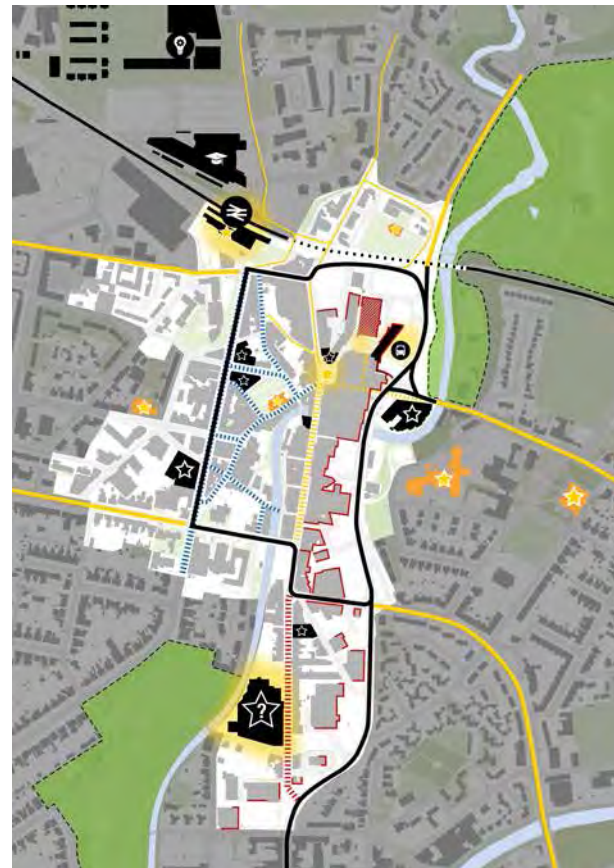
Some key findings (not exhaustive) included the following:

#### Positives

- Concentration of built heritage generally with many buildings benefitting from recent conservation / repurposing,
- Distinctive townscape, notably along and around John Finnie Street, the Laigh Kirk and the Cross
- Good public transport hubs with the Rail and Bus Station connecting to Ayrshire and Glasgow city region
- An array of assets in and near the Town Centre including cultural venues (Palace Theatre / Grand Hall, Dick Institute, Centrestage), learning campus (College), regeneration / economic development opportunities (Halo) and plans for more
- Close Proximity of Parks and the Kilmarnock Water – albeit connections to parks is not good and River under-appreciated
- St. Marnock's Square – a new green space on the River that has already had positive impact for local community
- Significant sites (eg. Town of the Town, incl. demolition of multi-storey car park) offering opportunity for transformational development (and attracting new mixed uses)

#### Negatives

- Vacant and under-occupied buildings, including some landmark heritage assets
- Severance caused by roads encircling Town Centre, with one-way routing and design speeds creating a hostile environment for walking, wheeling and cycling.
- Sturrock Street / Armour Street, Green Street (at viaduct) and John Finnie Street (esp at Train Station) dominated by traffic and disconnecting Town Centre with communities to north and east
- Top of the Town (incl existing multi-storey and surface car parks) and service yards / back side of retail units on Sturrock Street with lack of any frontage creating poor first impression of the Town Centre
- River virtually anonymous within townscape with scope to enhance Sandbed Street and open up connections across and along Kilmarnock Water





## ii. Green Blue Infrastructure - Rivers, Parks, Open Space

Integrating green-blue infrastructure emphatically with the Town Centre is fundamental to enhance the place image, boost health and wellbeing and address the climate and biodiversity emergencies.

Post Covid the heightened appreciation of open space requires improved access and connections to parks, green space and water bodies. Kilmarnock's great parks (including Howard, Kay and Dean Castle Country Park) already provide a great active community and heritage amenity. Linking these in to the Town Centre presents an opportunity to celebrate and clearly connect these great destinations in to the wider place narrative of Kilmarnock and its core.

Whilst addressing future flood risks in and near the Town Centre is it vital that this is done in a way which enhances the place-setting, integrates biodiversity with urban spaces to create continuous routes and places to bring people together in the heart of Kilmarnock. St.

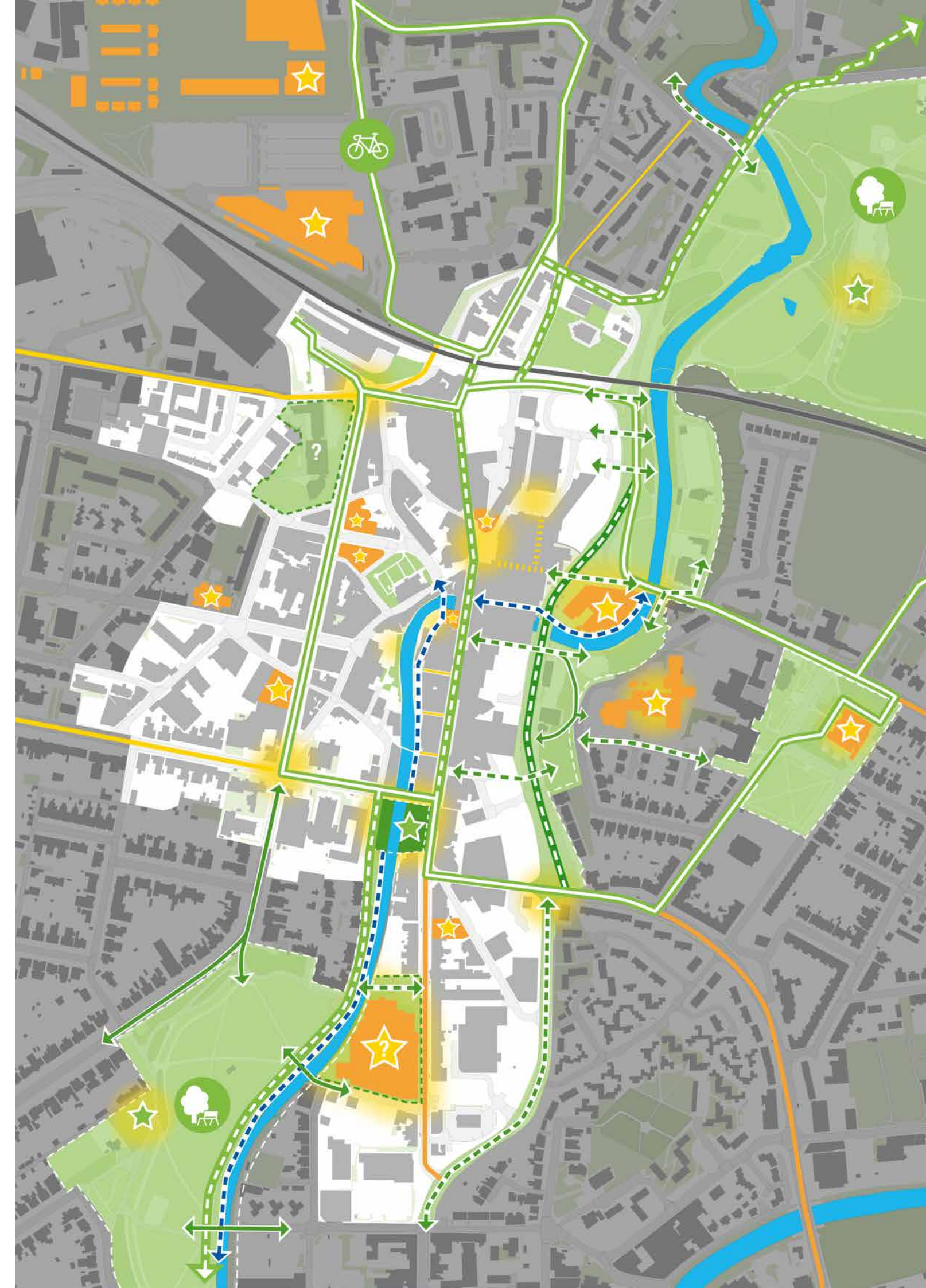
Marnock's Square points the way for parklets and new green / open spaces to contribute to a network of places for events, sport, activity and everyday enjoyment.

Proactive repurposing of main routes in the Town Centre to contribute to a network of 'green streets' (notably Sturrock Street) to improve the image of the Town Centre, reduce severance and promote active travel.

In addition to the planned investment of active travel routes (notably the Infinity Loop) improving walking, wheeling and cycling routes across the Town Centre (notably east – west) is strongly encouraged.

These interventions would ensure:

- better integration between the town centre and the river / parks
- improved pedestrian east-west connections (incl. across Sturrock Street)
- a seamless network of active travel paths to and through the Town Centre and linking in to the Infinity Loop.

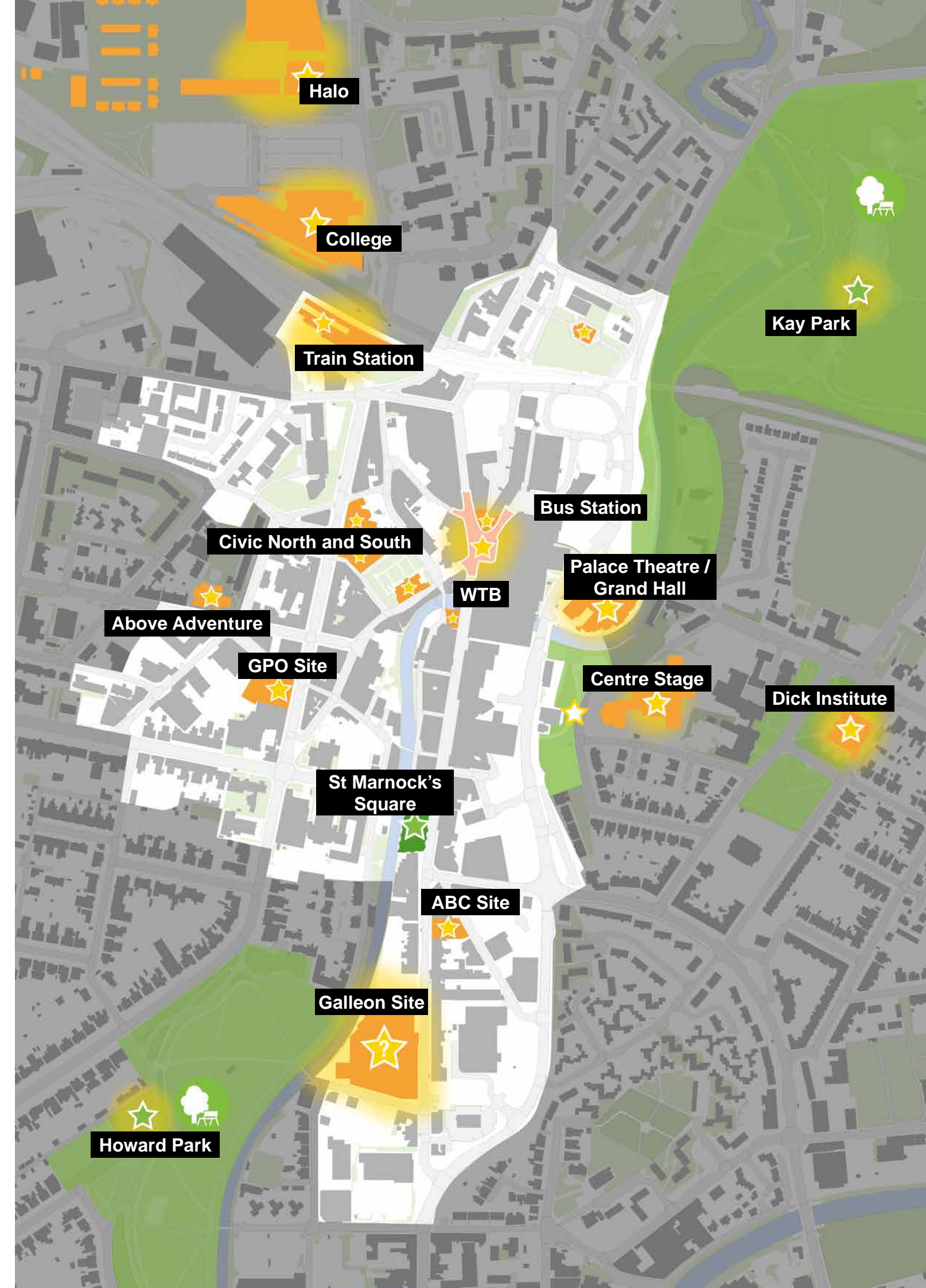




### iii. Town Centre - Connecting Key Destinations

There are a number of regional destinations in and around Kilmarnock Town Centre. Sustaining these and adding to them with potential new community Health and Wellbeing Hubs, future development at Halo, an enhanced Cultural Quarter (around the Palace Theatre / Grand Hall / Dick Institute), refurbishment or reprovision of the Galleon presents an existing array of existing and refreshed destinations in the Town Centre. This diversity of activity can sustain footfall and ensure the Town Centre retains its place at the heart of the local community.

In addition to investing in repurposed or new buildings to accommodate these amenities and facilities it is vital to improve the connections between these assets and points of arrival (train and bus stations) and by active travel from all areas of Kilmarnock.





## vi. Town Centre - Opportunities

Physically Kilmarnock as many exciting opportunities and potentials.

Repurposing vacant and under-occupied buildings (especially heritage assets) has priority. A persistent challenge but one that Kilmarnock has demonstrated through the THI / CARS it can deliver. Finding new uses for Civic North and South and the GPO site are significant opportunities for town centre living, cultural, community or workplace activities.

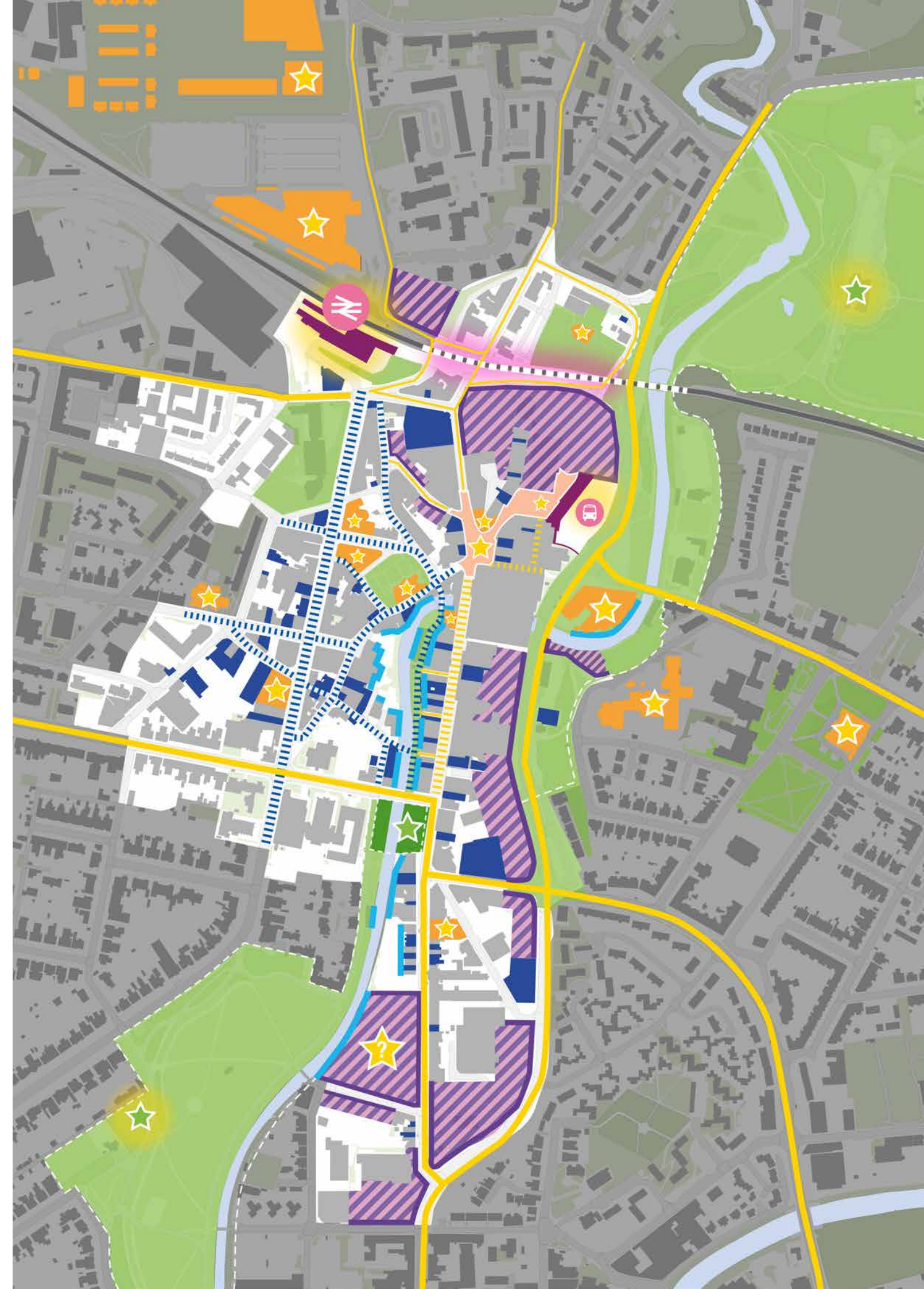
Within the Town Centre there are significant opportunity sites:

- Top of the Town, especially after the planned demolition of the multi-story car park
- Sturrock Street / Armour Street – providing active frontage to a main street / gateway
- The ABC cinema – finding a new use for a major vacant heritage building
- The Galleon site – confirming intentions to retain / refurbish or relocate / reprovide in the Town Centre.

In addition major regeneration activity underway north of the Town Centre (College / Halo) needs to be better connected in to the heart of the Town whilst the major future opportunity to regenerate South Central Kilmarnock presents a major opportunity (subject to resolving site constraints per flood risk).

In terms of delivery Kilmarnock already has several dynamic and passionate advocates for change including local community groups (eg Celebrate Kilmarnock), local business interests (eg Halo) and the local authority and their partners (eg. East Ayrshire Leisure, Key Agencies Group, SFT etc.).

However this report suggest that these partners consider a new vehicle to promote place-leadership and deliver through partnership working and in line with the Place Principle. This may be a new Special Purpose Vehicle (a new generation of URC) and/or a dedicated Town Centre Team / Manager with a mandate to drive change and support collective action.





## c. Drivers for Change

### i. Town Centre - Vacant and Derelict Land

Kilmarnock has a number of under-occupied / vacant buildings throughout the town centre and SCK. The Covid pandemic has only served to further impact these issues with businesses failing and a paradigm shift on the mindset toward the way many sectors expect their employees to work. Many organisations are reassessing the need to have physical office space, opting to shift to smaller, cheaper, more flexible workspaces. Reoccupying these buildings is therefore a challenge and requires innovative, quality solutions that provide variety. There is a way in which, post Covid, Kilmarnock can promote new and emerging ways of adapting the townscape; from facilitating community use spaces, meanwhile uses for arts and emerging enterprise, hosting Circular Economic activities and town centre living. All of these strategies are endorsed by national and local policy and should be actively pursued to bring these underoccupied buildings back into use in an improved,

varied and vibrant town centre offer. With such aspirations there is great potential to utilise the number of underoccupied buildings in the town as exemplar retrofit projects / case studies - setting the tone for similar town centre retrofit projects and re-use of key heritage assets.

Key heritage buildings such as Civic North & South, the former RBS Building, the White Tile Building, the former GPO and the former ABC Cinema should be priority sites for re-use and re-occupation.

New uses have recently been sought and discussed for the White Tile Building former RBS building by Kilmarnock Cross and for the former GPO Building on John Finnie Street whilst there has been conversations about EAC relocating to the town centre and utilising the currently vacant Civic Buildings - these need to be pursued and new uses / occupiers found.

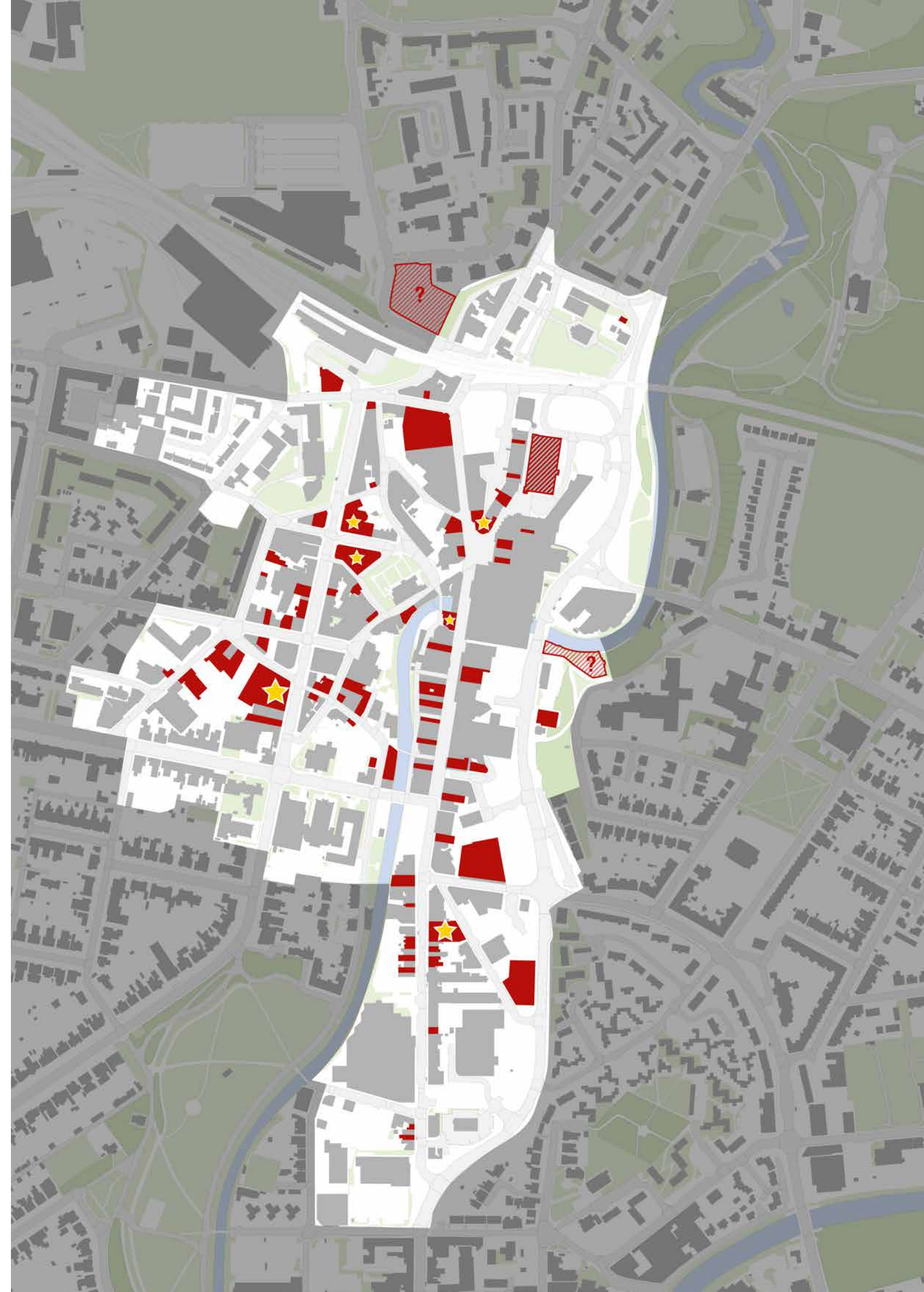
Uncertainty around the larger vacant sites of the Old Hospital and the former Burlington Berties site - potential sites for Town Centre Living?

#### KEY

Vacant Buildings (Red Fill)

Key Vacant Buildings (Red Fill with Star)

Vacant Land (Red Hatch)





## ii. Culture and Community

### Cultural Kilmarnock

Kilmarnock comprises of a number of significant cultural buildings, particularly in the town centre. There is already an appointed team to deliver a Cultural Kilmarnock project in the town with focus on wayfinding, public realm and revitalising significant cultural assets namely the Palace Theatre and Grand Hall. Whilst Cultural Kilmarnock is town centre wide there is an important cluster of cultural assets to the east of the town that are currently severed from the Town Centre by Sturrock Street. This cluster comprising the Palace Theatre and Grand Hall, Centrestage and the Dick Institute are key components of the Cultural Kilmarnock project and thus warrant appropriate integration and routing from / to the town centre. This hinges on reducing the impact of vehicles on Sturrock Street which isolates the cluster. Pedestrianising the public space outside the Palace Theatre as well as improving east-west connections from King Street, Kilmarnock Cross and the Top of the Town will better integrate this area as an extension of the town centre. Improvements to crossings, greening the grey and limiting trafficking will all aid in encouraging pedestrian movement, establishing positive connections for walking wheeling and cycling. Wayfinding strategies including signage upgrades and lighting would also aid in linking up Kilmarnock's cultural assets, adding to the vibrancy of the town centre.

### Community

Kilmarnock has a strong network of active community groups, including Celebrate Kilmarnock. In addition to existing facilities within the Town Centre the prospect of community-led activity repurposing the White Tile Building (WTB) and the former Bank at the Cross can help bring activity to vacant / under-occupied spaces.

The prospect of locating a Health and Wellbeing Hub in the Town Centre (clustering uses in central Kilmarnock in old and new buildings) can help enliven the Town Centre and serve the whole town. Similarly if the Galleon facilities are relocated elsewhere in

the Town Centre (perhaps to the Top of the Town) the existing Galleon building may be suitable for other community or circular economy uses - an innovation hub for new types of community / social enterprise activity.

## iii. Economy

### Circular + Sharing Economy

Kilmarnock, like many of its contemporaries, should aspire to adopt a Circular Economic model. There are numerous Town Centre vacant buildings and under-occupied space along with vacant and derelict land that could accommodate remanufacturing or larger scale construction waste recycling activity. Kilmarnock also has the potential to help pioneer new initiatives to drive the switch from a linear to a circular economy. With available sites (especially in South Central Kilmarnock) there is potential to locate upcycling and remanufacturing facilities with creative re-use of building and materials

Kilmarnock can also focus on promoting a sharing economy (repair, re-use) for local resident and business communities (perhaps in South Central Kilmarnock) as well as incorporating a centre of excellence and applied research within the Halo development / Ayrshire Council College Campus (perhaps a Circular Economy accelerator located in an under occupied building).

Given the state of climate emergency globally there is an importance to make a significant contribution in the fair transition to a net zero, circular economy. Kilmarnock has the space (under-occupied sites / buildings) and latent knowledge / skills / partners (through HALO and East Ayrshire College) to be an ideal testbed for a Circular and Sharing Town.

### Social Enterprise

It is important to promote and establish social economy organisations and increase the level of social entrepreneurship in Kilmarnock Town Centre. Existing community groups (such as EACHa and Celebrate Kilmarnock) already adopt an

enterprising approach to social problems and should be continued to do so.

A Social Enterprise Hotel, pioneered recently in Inverness, could provide training for young people not in education or employment, without a home, or lacking basic literacy and numeracy skills. This would provide young people with the opportunity to upskill and help with the running of a hotel alongside hospitality experts, gaining experience, training and eventually a formal qualification.

Supporting community and social enterprise will contribute to thriving and safe town with an empowered / motivated local community.

### Creative Economy

Kilmarnock must make the most of its creative organisations. A Cultural Quarter is emerging around the Dick Institute / Centrestage / Palace Theatre and Grand Hall which can promote creative / evening economy which should be supported.

The vacant spaces in the Town Centre and South Central Kilmarnock can provide other venues for cultural activity, creative economy - repurposing building and gap sites for temporary or permanent use, and supporting events and activities enabling communities, the College and other partners to help activate the town.

### Evening Economy

Kilmarnock needs to be redefined as a destination town with an attractive evening economy which would assist in retaining / attracting business and future residents / investment to the area. Efforts the setting around Kilmarnock Water and to refurbish key cultural assets such as the Palace Theatre and Grand Hall promote evening economy and should be supported.

## iv. Heritage and Built Form

Kilmarnock TC and SCK have several significant Heritage Buildings from different eras that are either vacant, under-occupied or on the Buildings at Risk register. New uses need to be found for these. Moreover Kilmarnock has a very interesting built and social history that could and should be revealed and celebrated to raise awareness within the local community and to attract visitors to the area. Kilmarnock Town centre includes the historic streets of John Finnie Street and Sandbed Street, whilst a cultural nucleus of significant buildings are located in close proximity to the east including the Palace Theatre and Grand Hall. These zones should be considered as key destinations and as part of any considered heritage/ cultural trails.

The Former Ice Nightclub at the Top of the Town, Former Portland Estate Offices on John Finnie Street, Former ABC Cinema on Titchfield Street and the Old Men's Hut in Howard Park all on the Buildings at Risk Register. New uses have recently been sought and discussed for the White Tile Building former RBS building by Kilmarnock Cross and for the former GPO Building on John Finnie Street whilst there has been conversations about EAC relocating to the town centre and utilising the currently vacant Civic Buildings - these need to be pursued and new uses / occupiers found.

Finding new ways to raise awareness, interpret and tell the story of the place- the social as well as the built heritage of Kilmarnock- is very important. Kilmarnock has a rich cultural heritage. In the east of the town is a collection of significant cultural buildings including the Dick Institute, Centrestage and the Palace Theatre. John Finnie Street, built by Johnnie Walker in the early 20th Century includes a number of significant buildings and is key component of Kilmarnock's history, which given Johnnie Walker's move out of town as part of Diageo's restructuring, warrants celebrating, retelling and interpretation. One suggestion emerging through the key stakeholder consultation process was the possibility to make more of Kilmarnock's link to Johnnie Walker which is so intrinsically linked to the town and could should enrich a collective understanding of the town's history and historic development.



**Major Public Destinations**

During consultations with key stakeholders it is apparent that there are several significant ‘anchor’ land-uses that can contribute to sustaining footfall in the Town Centre and to supporting a 20 min neighbourhood for central Kilmarnock. In most instances these ‘anchor’ land uses could occupy a large single plot building, be arranged in a campus or cluster of buildings (all new or part / all refurbished), co-located in one area or situated across the Town Centre. Incorporating uses in to the finer grain of the historic core of Kilmarnock will require care. Retrofitting vacant spaces and site presents an opportunity to integrate new uses in to the existing fabric of the Town Centre.

Individually and collectively the ‘anchor’ land-uses can reinforce Kilmarnock Town Centre as being a destination serving the whole town, and the wider County / region. Locating these uses in line with the Town Centre First principle will support the ambition to ‘Live Well, Locally’ with retail, culture, leisure and community activities sustaining a thriving day-time and night-time economy in the Town Centre.

In every instance briefs and business cases are still to be developed, needs assessed, and funding to be secured. Evidently each component part needs to be considered in tandem with each other, and how they relate to existing and future requirements.

Thematically the types of ‘anchor’ land uses discussed and promoted by key stakeholders included:

- Sports and Leisure Hub (currently provided by the Galleon)
- Health and Wellbeing Hub
- Council Offices
- Cultural Venues

**Sports and Leisure Hub**

The Galleon centre requires investment to replace building service systems associated with the existing facilities, especially those associated with wet and ice sports. In the wake of the pandemic it is not clear what the post-Covid demand will be and service disruption continues at the time of writing.

A decision on whether to refurbish, replace or relocate the Galleon has been deferred.

In the course of the LDP2 Development Framework considerations the need for a strategic approach to the provision of sports and leisure facilities in central Kilmarnock, in parallel with a potential Health and Wellbeing Hub, offers synergies that can support and benefit from close proximities between each part. However the status of a Health and Wellbeing Hub (what, where and when) is at very early stages and no definitive position has been declared.

In terms of a future approach there is clear merit in retaining a Town Centre, or near to Town Centre, location for sports and leisure provision. If facilities are to be reprovided (at the galleon or elsewhere) the first consideration is whether there is a need for ice, water and/ or dry sports facilities. There has been early indications that Kilmarnock and region needs a wet and ice sports facility but that alternative dry indoor sports facilities are available elsewhere in the town.

Another consideration is whether future provision should be “under one roof” / co-located, clustered or disaggregated and dispersed. Similarly the relationship to open spaces, community venues and a future Health and Wellbeing Hub present exciting considerations that demonstrates the intricate inter-relationship between the various parts of the Town Centre puzzle.

Potential sites and scenarios include (but are not limited to):

- Retaining the Galleon Site (in full or in part)
- Relocating some or all facilities away from the existing Galleon site
- Establishing future uses for the Galleon site (the building could be adapted for other community or economic purposes or the site redeveloped for health / wellbeing, Council or cultural ‘anchor’ uses or as an attractive mixed-use, Riverside development site – all subject to flood risk assessments)
- Relocating (some or all sports facilities) to other major Town Centre sites including:
  - The Top of the Town
  - Sturrock Street / Fowlds Street / King Street
  - Edge of Town Centre sites including South Central Kilmarnock

**Health and Wellbeing Hub**

It is unclear precisely what is envisaged at this stage. However early indications from Health and Social Care Partnership and other key stakeholders is that service re-design is expected to occur in the coming years and that Primary Healthcare (and Social Care) facilities are to be (re)located in and around the Town Centre.

From a Town Centre regeneration perspective this approach is welcome and offers the prospect of vacant and under-occupied buildings and sites, alongside new development, having a role to play in meeting future community health and wellbeing needs. This aligns well with the ambition of ‘Living Well, Locally’ and the promotion of enhanced quality of life for all within a healthier, happier place.

In addition there is the exciting prospect of benefitting from close proximity between the Galleon (or relocated / re-provided sports and leisure facilities) and existing and enhanced open and green space to create an integrated preventative health and restorative therapeutic environment in central Kilmarnock.

The possibility of an integrated place-based approach to a healthy Town Centre with wellbeing, sports and leisure alongside Primary Health and Social Care can help with community and place resilience. This can be further enriched with close physical and operational relationships with 3rd sector community organisations, such as CHIME and others supporting local people recover and maintain good wellbeing.

Whilst the array of facilities required is unknown the opportunity to develop a campus or cluster of buildings and spaces (new build and/or retrofitted) meeting service provision needs can help to regenerate the Town Centre and sustain footfall.

The Health and Wellbeing Hub facilities should achieve high quality design standards to promote positive wellbeing for staff and patients. Where the Hub facilities need to be located requires to be assessed against clinical needs and service redesign. Potential sites including the Top of the Town, the Galleon site or sites on and near King Street, Sturrock Street

and John Finnie Street. Wherever is selected needs to maximise the benefit of integrating Primary Health and Social Care in to the Town Centre to help maintain the health and wellbeing of Kilmarnock and the community in the long term.

**Council Offices**

EAC have retained and invested in their presence in the Town Centre, notably through the restoration and retrofitting of landmark heritage buildings supported by the THI programme. However some stakeholders see scope to continue to consolidate EAC offices in Kilmarnock in the Town Centre so that the Council leads by example and helps bolster the working population of central Kilmarnock. Ideas have included the relocation of the Council Headquarters in to central Kilmarnock, from their current location on London Road.

Depending on future Council office requirements (which are liable to change to adapt to post-pandemic flexible / hybrid working patterns) however candidate sites include those listed above for Sports / Leisure and Health / Wellbeing Hubs.

**Cultural Kilmarnock Destinations**

Kilmarnock has an array of quality cultural venues already serving the Town and Region. Investment in the Dick Institute, attracting Centre Stage to locate in central Kilmarnock and the development of the College creates a range of venues in and near the Town Centre.

Current initiatives to further develop the cultural offer further include a LUF application for restoring and upgrading the Palace Theatre and Grand Hall and the possibility of showcasing more of the Council’s collection elsewhere in the Town. In addition ideas under consideration include the creation of a cultural / visitor / ticketing events hub (possibly in the former Bank building at the Cross).

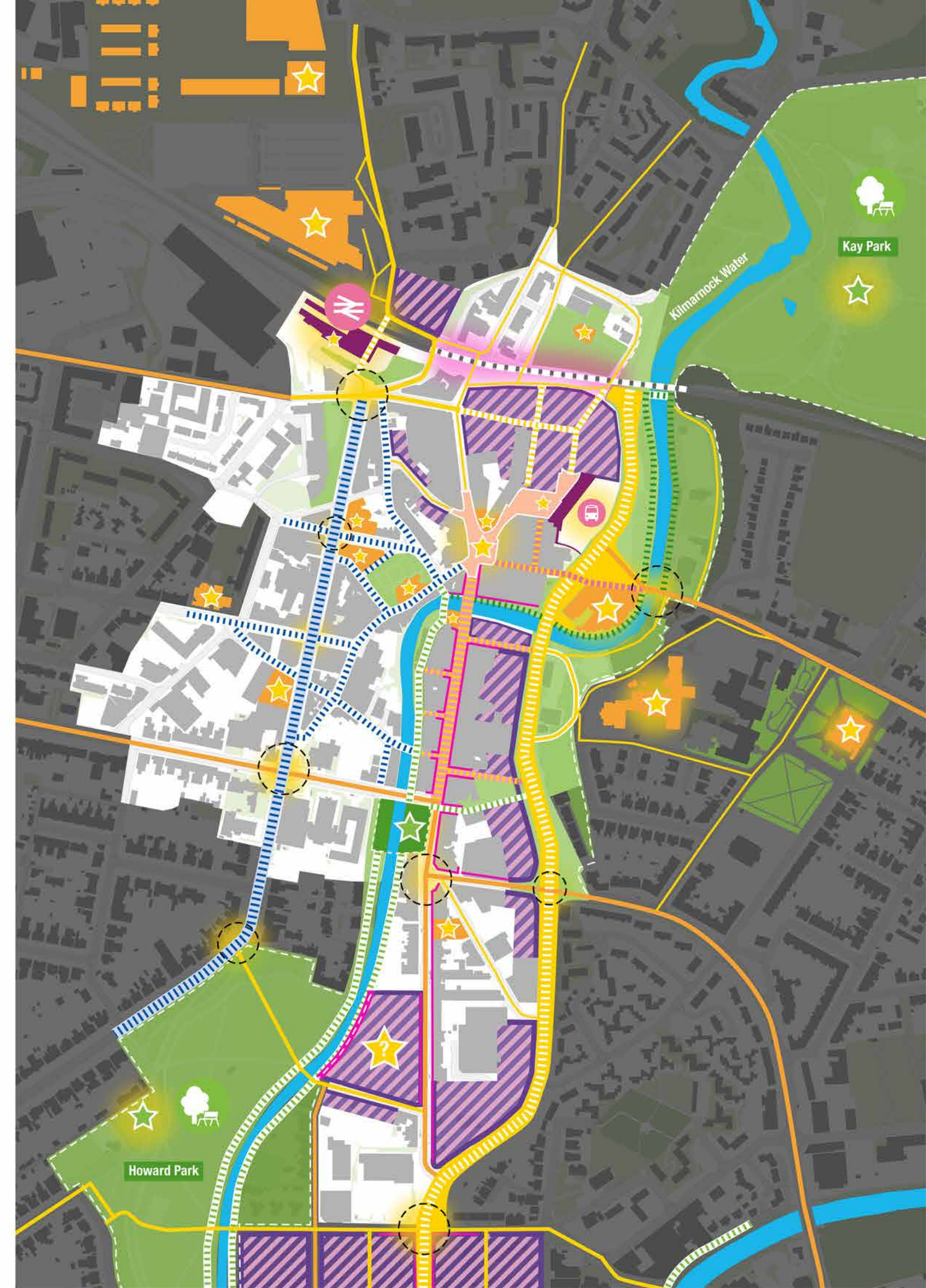
These existing and planned venues need to be augmented by other spaces for creative and cultural activity and production, with great scope to reoccupy and retrofit vacant retail, commercial and heritage spaces across Kilmarnock, notably in the Town Centre and on principal streets.



## d. Kilmarnock Town Centre Placemaking Map

### Key

|   |  |   |   |
|---|--|---|---|
|    | Proposed Development Zone                              |    | Gateway                                 |
|    | Public Transport Interchange                           |    | Priority Active Frontage                |
|    | Civic / Public Space                                   |    | Retail / Leisure / Civic Core           |
|    | Key Building / Destination                             |    | Streetscape / Public Realm Enhancements |
|    | Key Building with unconfirmed siting                   |    | Historic Thoroughfare                   |
|    | Key New Open Space                                     |    | Historic Streetscape                    |
|   | Park   |   | Train Station                           |
|  | Key Green Space  |  | Bus Station                             |
|  | Proposed Extension of Green Spaces (Kay + Howard Park) |  | River / Watercourse                     |
|  | Proposed Green Space                                   |  | North Arrow                             |
|  | Existing Cycle Path                                    |   |   |
|  | Proposed Green Pathway / Active Travel Route           |   |   |
|  | Proposed Green Path                                    |   |   |
|  | Improved Green Connection                              |   |   |
|  | Improved Pedestrian Connection                         |   |   |
|  | Improved Streetscape / Connection                      |   |   |
|  | Key Feature Highlight                                  |   |   |





## i. Enhanced Gateways and Edges

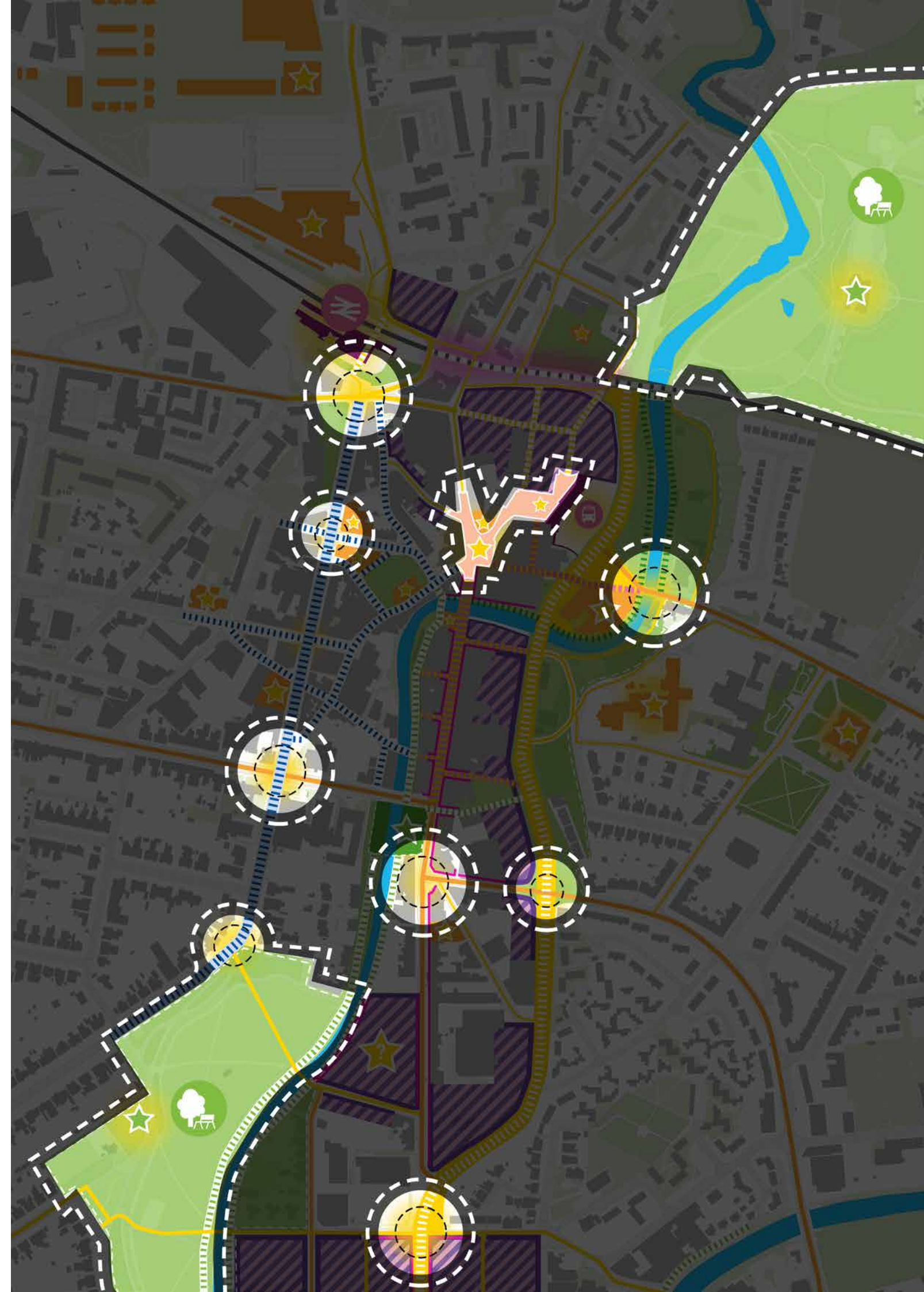
Kilmarnock Town Centre is characterised by a series of important gateways and open spaces. These key urban spaces can help define the Town Centre, give a sense of arrival and positive first impression and assist in wayfinding and orientation.

Existing gateway spaces that require enhancement include;

- Kilmarnock Cross
- Railway Station at the top of John Finnie Street
- the Palace Theatre / Grand Hall at London Road
- St Marnock's Square
- Portland Street / John Finnie Street
- Howard Park and Kay Park

In addition to these established gateways there are several key nodes within the existing townscape that should be reconfigured to contribute to a stronger sense of arrival including;

- The Viaduct
- Old Mill Road at Sturrock Street
- Armour Street at Tichfield Street





## ii. Connecting Extended Green - Blue Infrastructure and Enhanced Gateways

Kay Park and Howard Park are excellent parkland assets immediately north and south of the Town Centre. Enhancing and extending both to improve their interface and penetration in to the Town Centre would boost their positive impact.

The Kilmarnock Water is a hidden gem in the Town Centre; lost and underappreciated. Opening it up and greatly improving and extending the path networks along both banks would create a positive sequence of spaces connecting the historic core to the extensive green spaces along the River corridor.

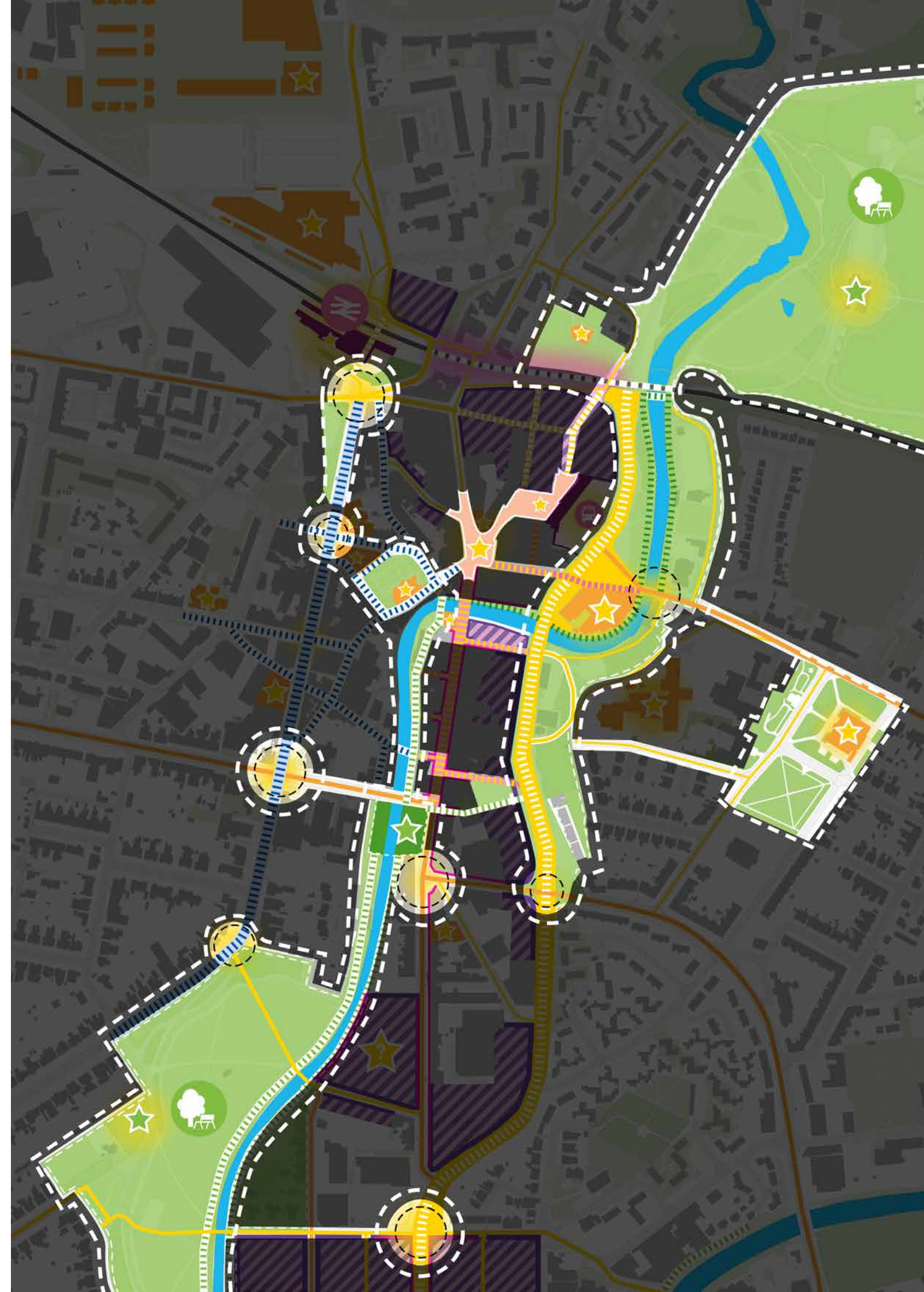
In combination with extending and improving the quality of green-blue infrastructure to establish stronger nature corridors through the Town Centre connecting with the array of enhanced Gateways creates a network of quality (and historic) urban, civic, park and waterside spaces.

Key moves include:

- Enhancing Sandbed Street

- Improving riverside paths, habitats and river quality along Kilmarnock Water and addressing flood risk through nature-based solutions and catchment wide mitigation
- Enhancing and Extending Kay Park with improved green spaces, revamped Palace Theatre / Grand Hall and external plaza and connections to the cultural quarter, including Academy Steps to Centre Stage and the Dick Institute
- Transforming Sturrock Street to become a positive interface and connection between the Town Centre and Kay Park
- Enhancing and Extending Howard Park to better connect to the Town Centre, St. Marnock's Square, the River corridor and John Finnie Street
- Lane and Pend upgrades to improve east-west connections through the historic core

In aggregate these interventions, plus streetscape improvements and the restoration / reuse of key vacant buildings and sites will create a constellation of quality destinations and open spaces of great variety to significantly improve the look, feel and legibility of the historic townscape.





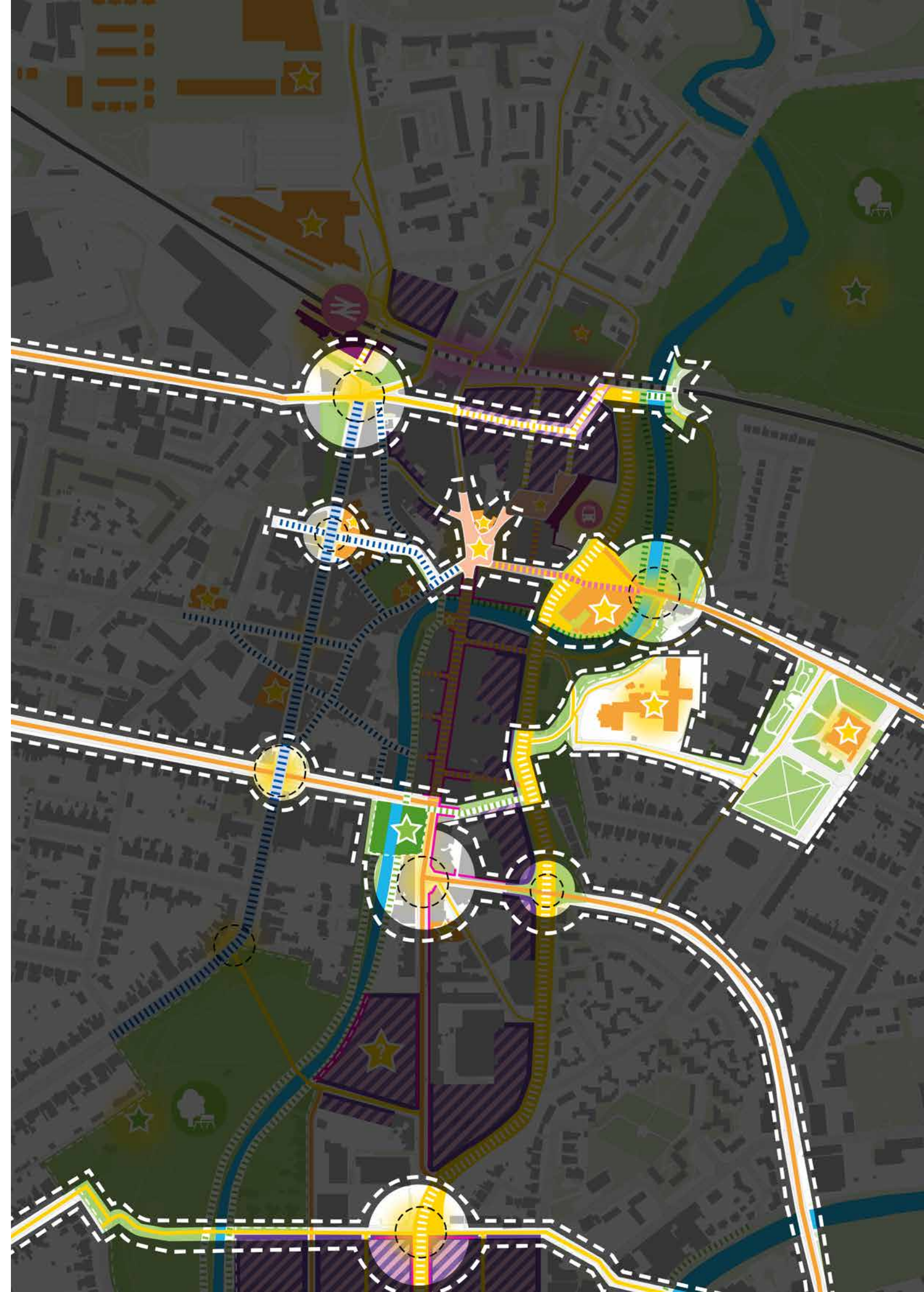
### iii. Connecting East and West

Kilmarnock as a whole, and especially across the Town Centre, lacks good quality, continuous and convenient routes connecting east – west. This lack of connectivity exacerbates the severance caused by Sturrock Street / Armour Street and, in to an extent, by the Kilmarnock Water.

To bolster the key move to enhance and connect principal Gateways and Open Spaces, and to address the lack of suitable paths and streets for walking, wheeling and cycling to and through the Town Centre the following connections are deemed critical to supporting and thriving and better connected Kilmarnock:

- Langlands Brae – Green Street – Top of the Town – Kay Park
- John Dickie Street – The Cross – Burns Mall – The Palace Theatre – The Dick Institute
- Portland Road – Academy Steps – Centre Stage – The Dick Institute
- Portland Road – St Marnock's Square – Fowlds Street – Old Mill Street – Queen's Drive
- Howard Park – Titchfield / Glencairn Street – River Irvine Connector

These enhanced east – west connections address the lack of long and local connections linking the Town Centre's 3 principal north – south streets (John Finnie Street, King Street / Titchfield Street and Sturrock Street / Armour Street) and the Kilmarnock Water corridor. They also ensure the whole Kilmarnock community can access the Town Centre supporting the 20 min neighbourhood concept and contributing to the sense that the Town Centre is a shared asset for all in the Town.





#### iv. Redefining Kilmarnock's Great North - South Streets

Kilmarnock is characterised by very well established north – south connections. Kilmarnock Town Centre is synonymous with the key North - South Streets:

- John Finnie Street (Blue fill)
- King Street / Tichfield Street (Orange fill)
- Sturrock Street / Arnour Street (Green fill)

Each of these three principal street corridors needs attention to redefine their role and contribution to the transformation of the Town Centre, in parallel with the improvements to the Kilmarnock Water corridor.

In combination these streets are dominated (in full or in part) by their part in the one way road loop encircling the core Town Centre. It is vital that road design speeds are reduced and pedestrian priority and integrated cycle infrastructure is incorporated in to all of these streets to greatly diminish the negative impact of traffic on these once great streets.

Whilst not contingent for success the possibility of introducing two way traffic on parts of the road loop network (notably on John Finnie Street and Sturrock Street where street geometry allows) would contribute to reduce traffic speeds and potentially less traffic miles with more convenient routing. But as a minimum traffic speeds should be suppressed and walking, wheeling and cycling infrastructure greatly enhanced to great places for people. This transformation would be bolstered by introducing more soft landscaping, pocket parks and street trees where practical and not diminishing the heritage setting.



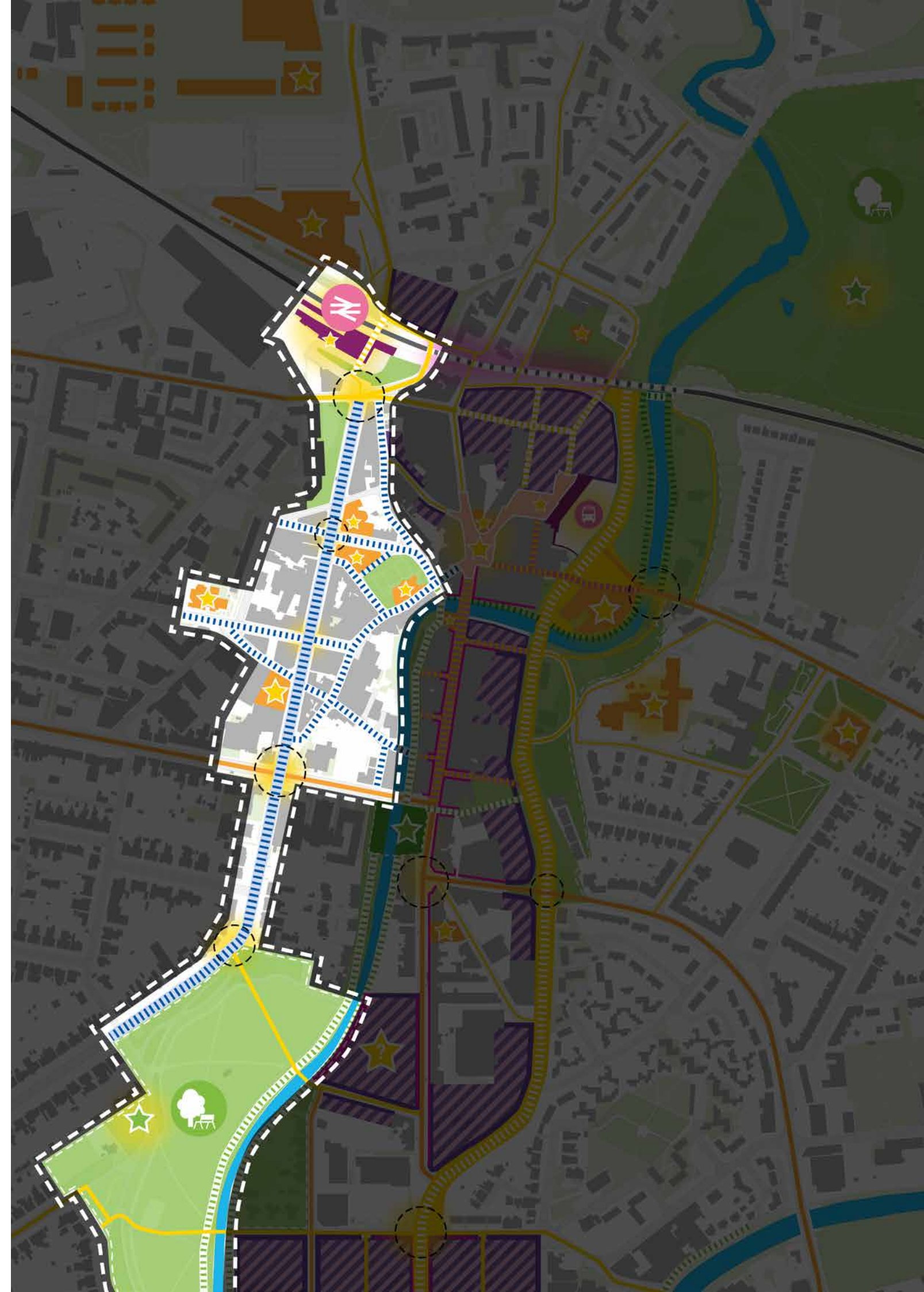


**John Finnie Street** should be one of the most handsome streets in any Scottish town. The built heritage and sequence of spaces connecting Howard Park, the Courts / legal quarter to the Rail Station is fantastic.

However the street is dominated by traffic and whilst recent heritage-led regeneration has had terrific impact there is more to be done to restore the street's built fabric and street-life. This requires ongoing support to enable existing and new leisure, workspace, cultural and town centre living initiatives to proceed in a way that sustains the quality of this spine through the heart of historic Kilmarnock.

Associated key sites / buildings and interventions include:

- further enhancement to the Train Station,
- enhancing connections to the College / HALO,
- improving the sense of arrival and the vista from the Train Station,
- green space improvements at the embankment at the BT building,
- establishing long term and positive uses for Civic North and South and the GPO building / site
- heritage building restoration and retrofitting including a focus on upper floors,
- streetscape enhancements and traffic management on John Finnie Street (and neighbouring streets / quarter) including better active travel and supporting a thriving street economy
- improving connections to and the setting of the Courts / legal quarter and Howard Park.





**King Street Street and Titchfield Street** are synonymous with Kilmarnock's retail core. Given the pressure on town centre retail pre-pandemic, and the extent and length of Kilmarnock's principal retail street, this area was already facing challenges before Covid.

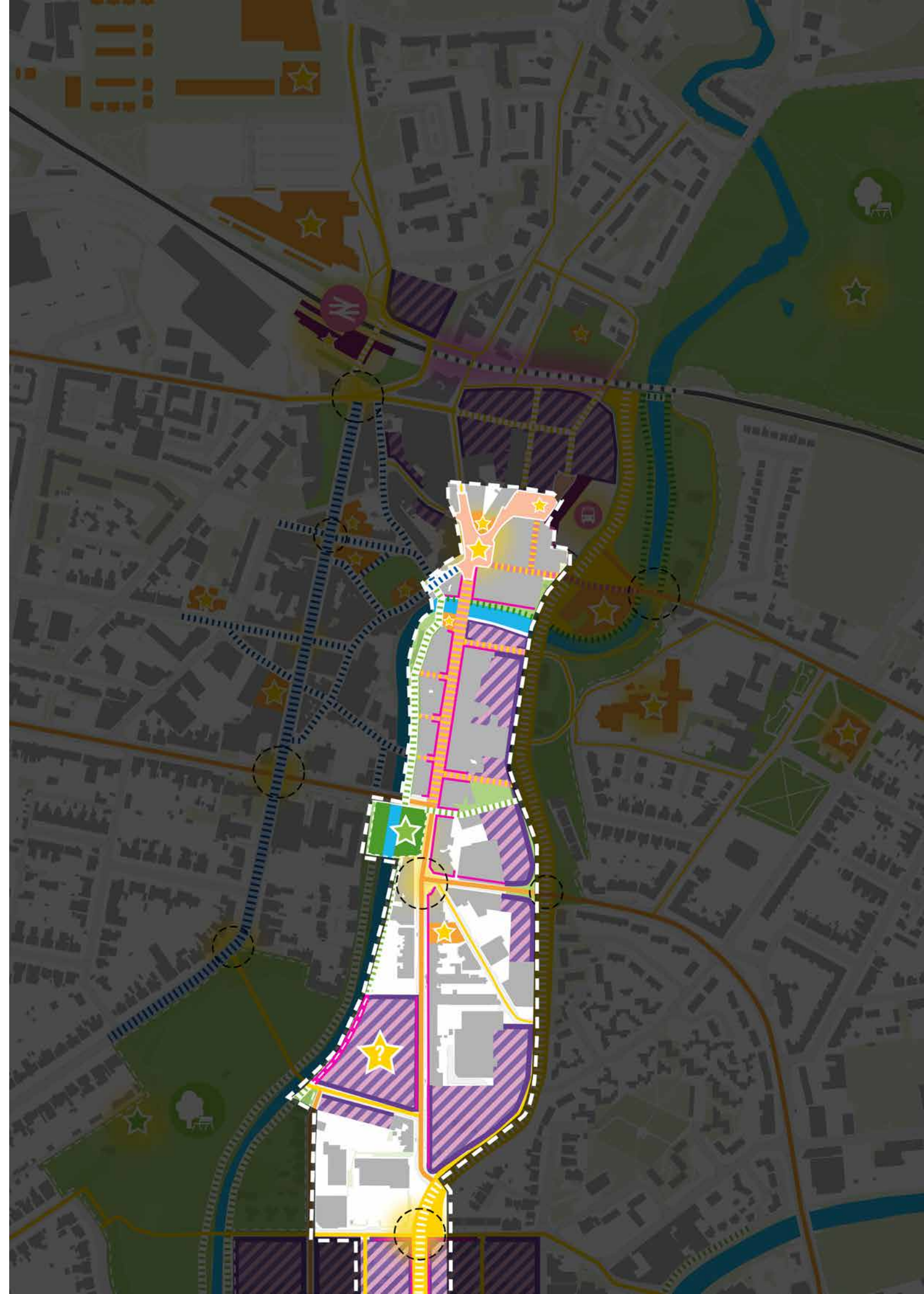
The introduction of St. Marnock's Square is already changing the perception of the area. The public realm streetscape enhancements on King Street and at the Cross have endured. However a focus on supporting existing businesses, retail and leisure and encouraging innovative new and compatible uses along and near King Street and Tichfield Street is critical.

Maintaining and enhancing routes to and through Burns Mall and the Bus Station alongside improvements to historic lanes and streets linking to nearby destinations in and surrounding the Town Centre will create convenient routes to support footfall. However the Town Centre needs anchor activities and in the wake of the pandemic with shifting patterns and trends in retail, leisure and workspace demand there is an opportunity to enliven these streets and the Town Centre with significant public, community and cultural activities to sustain street-life and a day / night-time economy.

Beyond progressing innovative new retrofitting of vacant and under-occupied buildings, including the former Bank building at the Cross, the White Tile Building, the former ABC cinema, and unlet major retail floor space, there is scope to relocate and cluster public services and functions in, along and near these streets.

In addition the demolition of the obsolete multi-storey car park adjacent to the Bus Station creates a significant potential development site at the Top of the Town that provides a major mixed-use development opportunity. Depending on the future provision of sport and leisure facilities in the Town Centre the current Galleon site may also become available as a major development site.

The choreography and interplay of planning and development opportunities presented by the demolition of the car park, site assembly at the Top of the Town, the reprovision or relocation of the Galleon, a Health and Wellbeing Hub / Cluster and Council headquarters in and around the Town Centre can, in combination, transform the Town Centre and sustain and attract footfall alongside a redefined retail, leisure and cultural offer further enlivened by community activity, private investment and social enterprise.



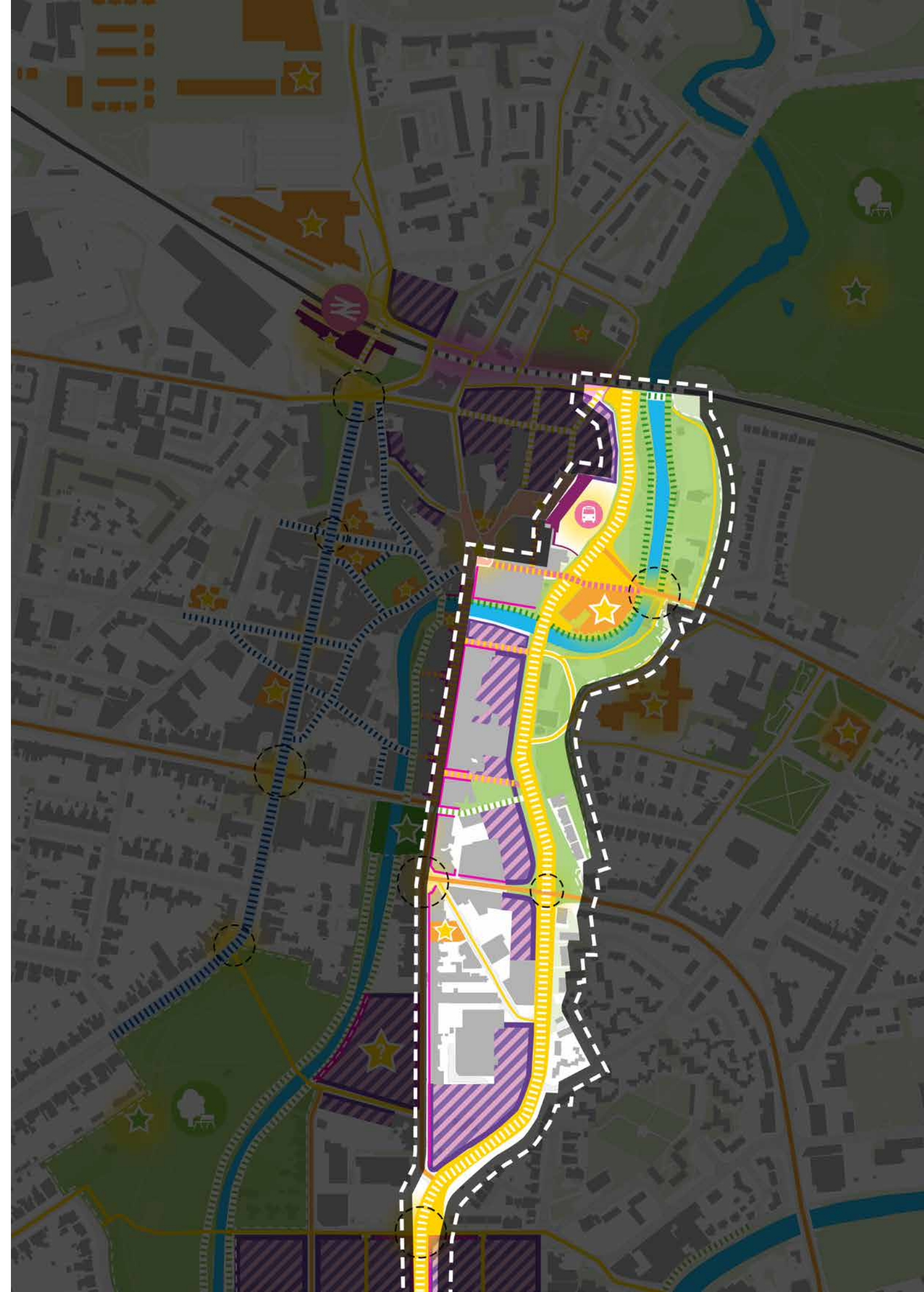


**Sturrock Street and Armour Street** are currently dominated by traffic and create severance between the Town Centre and the east of Kilmarnock. Furthermore, both create an unappealing edge to the Town Centre resulting in poor first impressions and failing to create a positive welcome to those arriving in the Town Centre.

Enhancing the everyday experience of the Town Centre is crucial. The complete transformation of Sturrock Street and Armour Street would have significant positive impact, restoring connections to the east of Kilmarnock (including major cultural venues). A more positive edge to the Town Centre and its interface with Kay Park would bring the benefit of the landscape asset to central Kilmarnock.

The road geometry on both Sturrock Street and Armour Street induces traffic and speed. There is scope to reduce road width, consider two way traffic (if practical), improve pedestrian and cycle infrastructure and also create development sites to create positive, active frontage along the eastern flank of the Town Centre.

Presently Sturrock Street acts as a relief road bypassing the Town Centre and revealing the backside of service access and car parking to the rear of retail units. The west side of Sturrock Street (tying in to the existing units that could be extended or replaced) presents a significant mixed-use development opportunity with a range of plot sizes.





## v. Development Zones

### Key Town Centre Areas for Improvement

Kilmarnock Town Centre can be split into three key development zones:

- Top of the Town (Pink colour fill)
- Mid-town (Blue colour fill)
- South Town Centre (Gold colour fill)

These town centre designations provide concentrated zones for development to provide the basis for a thriving future town centre.





## Top of the Town

With the planned demolition of the existing multi-story car park there is an opportunity to assemble a series of sites to create a substantial development opportunity at the Top of the Town. This whole area requires a detailed masterplan to deliver a high quality design and place-making agenda that respects and augments the historic Town Centre with an appropriate scale and high quality development.

Key considerations include:

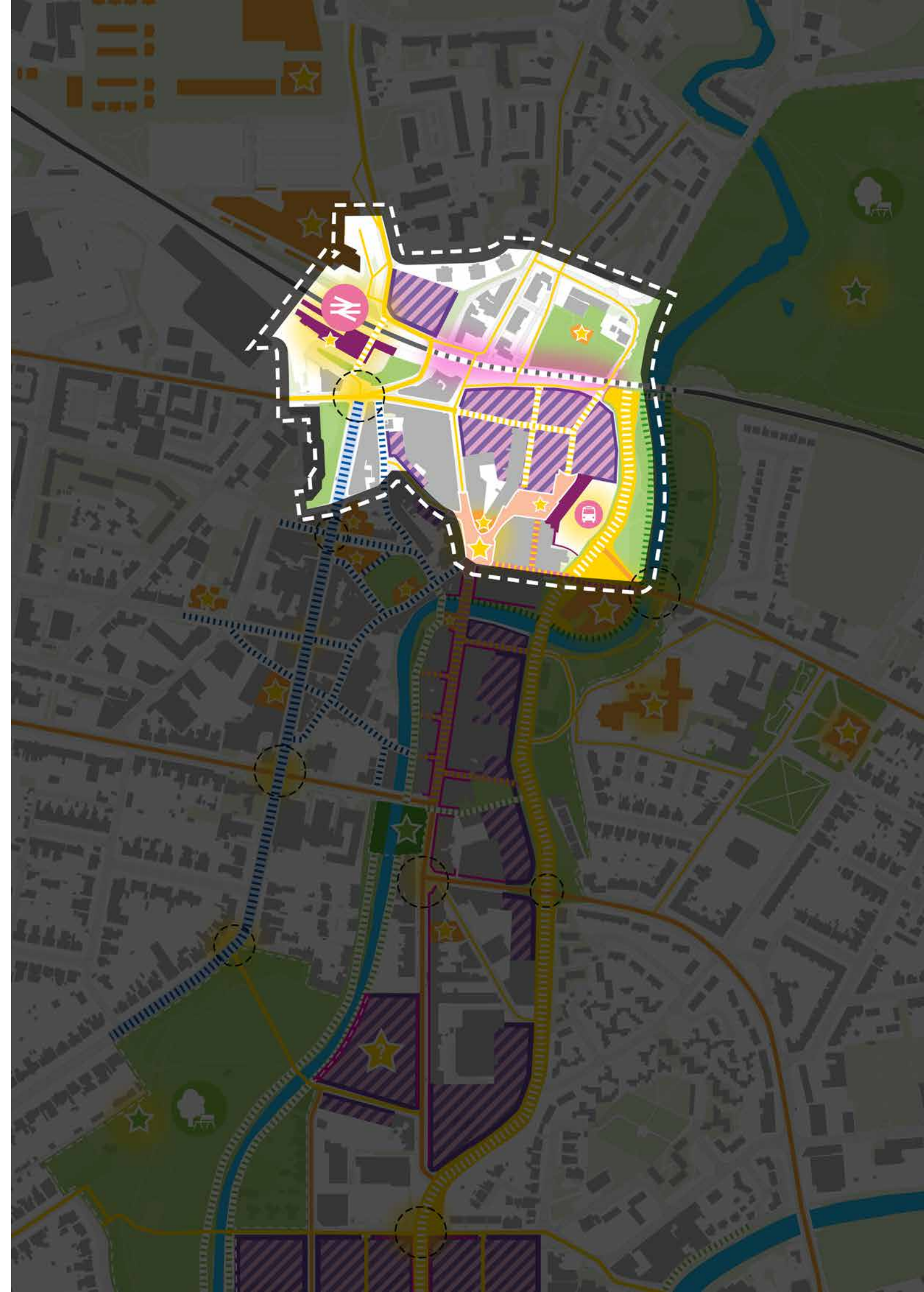
- Proximity to, and location between, the Bus and Train Station thereby reducing the need for car parking other where absolutely necessary
- Importance of a high quality mixed-use development which provides a positive and active frontages to historic and principal urban spaces including Kilmarnock Cross, Portland Street, the viaduct, Green Street / Sturrock Street, Kay Park and Kilmarnock Water
- Maintaining, extending and enhancing the pedestrian connections across the sites linking in to Kilmarnock Cross, the Station Square, Burns Mall and route under the viaduct to the north and east
- Incorporating or replacing the existing post war buildings north of Kilmarnock Cross (including the former Clydesdale Bank)

The Placemaking Plan indicates a potential street / lane network of car free routes linking

Kilmarnock Cross to Kay Park and connecting between Bus Station and Train Station via restored links between West George Street and James Shaw Crescent. This path network should be the basis of masterplan design development to assess the appropriate permeability through the development sites.

Potential activities / uses on this site may include:

- Reprovision of some or all of the wet, ice and dry sports facilities currently located at the Galleon
- Provision of some or all of the functions and facilities required in a Health and Wellbeing Hub (with the benefit of access to Kay Park and potential proximity to sports / leisure facilities)
- Workplace or learning environments suitable for the requirements of EAC headquarters or similar, spin out businesses / learning environments associated with College / Halo or other workplace formats
- A mix of retail, leisure, cultural activities complementing the existing offer and supporting a positive night-time economy
- Town centre living (assumed to be low or car free) addressing specific housing needs and affordability
- Creative, community or social enterprise spaces to sustain / boost the cultural and creative economy or other community-led activities.





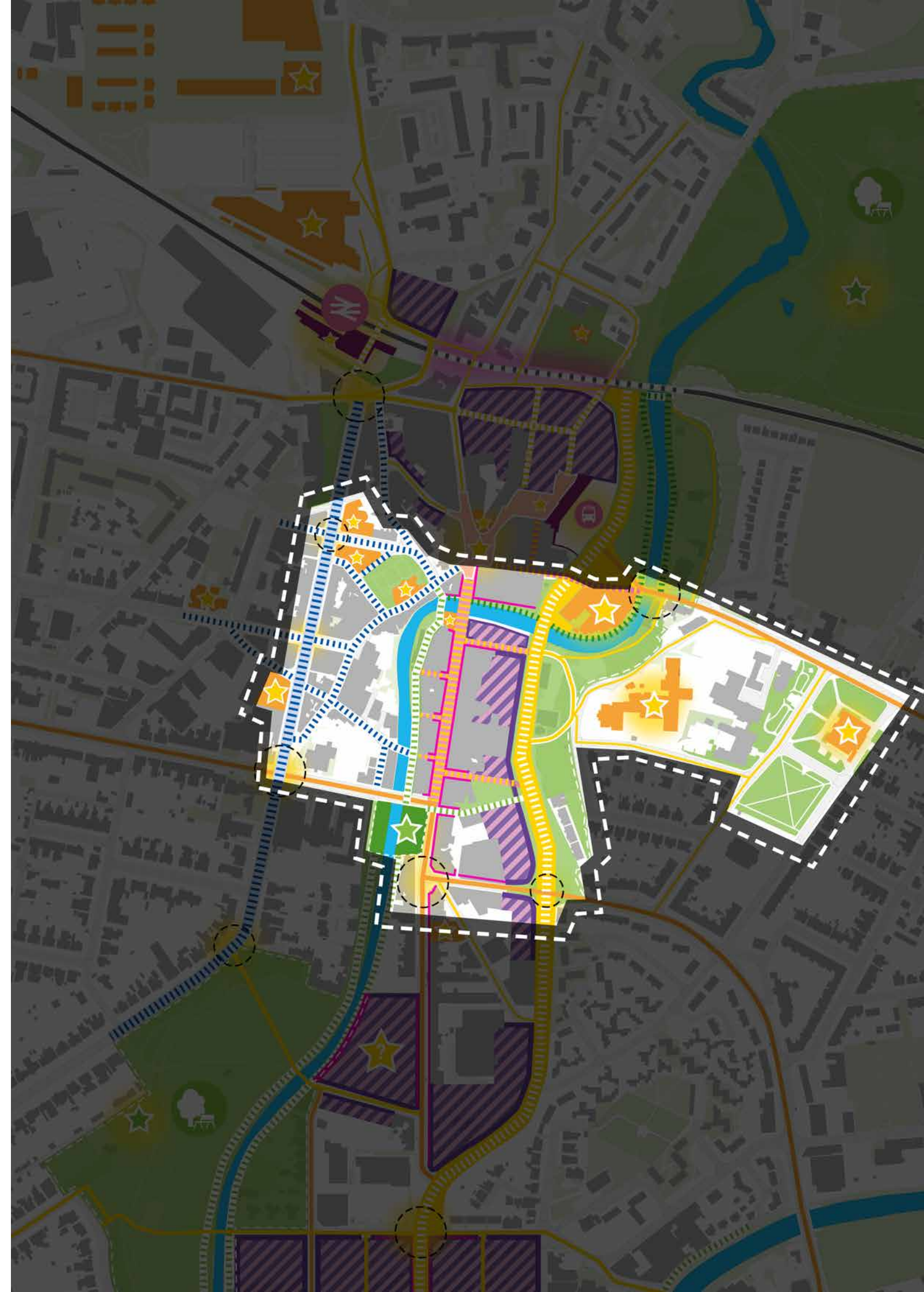
### Mid-town Centre

The principal new development opportunities (potentially tying in to the reuse or replacement of vacant / under-occupied retail units on King Street – especially large format floorplates) are along Sturrock Street. A masterplan / development brief-led approach should be progressed in tandem with (but not contingent on) delivery of enhanced streetscape and progressive traffic management interventions on Sturrock Street itself.

Major sites on Sturrock Street (current surface car parking or services access) as well as larger scale vacant units such as the former BHS store (fronting King Street) and the former Wilko store (fronting Fowlds Street) could accommodate some of the functions considered for the Top of the Town namely;

- Some (though maybe not sufficient to take all) of the current wet, ice and dry sports facilities accommodated at the Galleon
- Provision of some of the Health and Wellbeing Hub functions
- A mix of retail, leisure, cultural activities / venues complementing the existing offer and supporting a positive night-time economy
- Town centre living (assumed to be low or car free) addressing specific housing needs and affordability

In urban design terms creating a positive and active frontage to Sturrock Street is fundamental as well as restoring Sturrock Street as a street rather than a road. Creating enhanced and new east – west link is critical. Opportunities to open up the Kilmarnock Water (with reconfiguration of the BHS site) should be explored alongside extending the green space network in to King Street from Kay Park, Academy Steps and Sturrock Street.





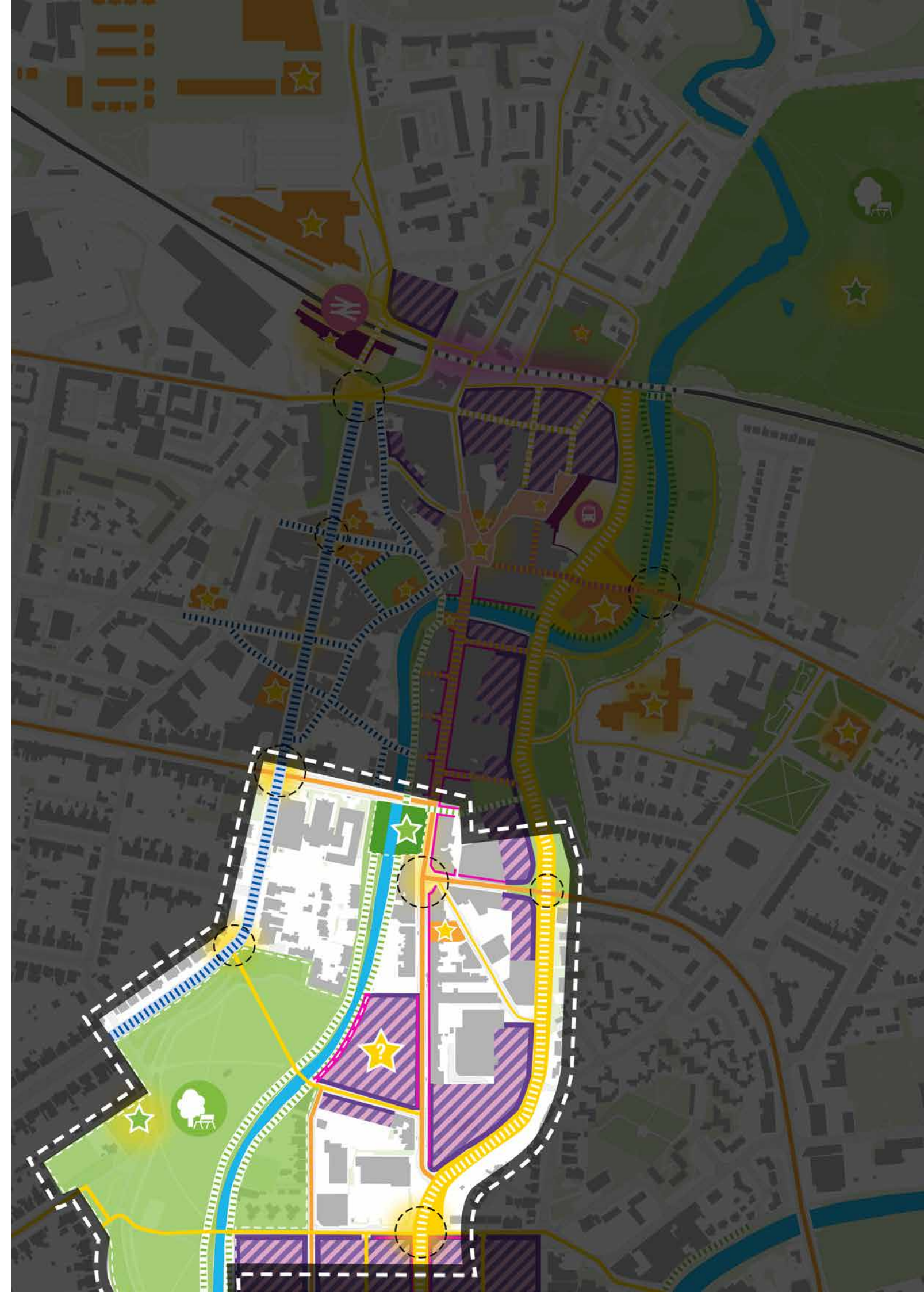
### South Town Centre

This part of Kilmarnock is the link between the Town Centre and South Central Kilmarnock. As with Sturrock Street and Green Street further north Armour Street is blighted traffic and surface parking. The area should function as a southern Gateway to the Town Centre but fails to announce that sense of arrival at present.

Pivotal to this part of the Town Centre is the Galleon. Whether or not wet, ice and dry sports and leisure facilities are retained, enhanced or reprovided on this site or relocation the Galleon site is critical in enlivening Tichfield Street and benefits from a river frontage. If the facilities are relocated the site would be attractive for a mixed-use development (workplace, residential, others?) or for the major public facilities (eg. Health and Wellbeing Hub).

The former ABC on Tichfield Street requires urgent intervention to bring a landmark building in to use.

As with Sturrock Street the prospect of establishing development sites with active frontage on the west side of the street would present a major opportunity (alongside streetscape enhancements) to transform the look, feel and vitality of this part of the Town Centre and ensure it fulfils a 'gateway' role in the townscape.





**Kilmarnock Development Framework**  
**5. South Central Kilmarnock**



## a. Statement of Ambition / Place Brief

South Central Kilmarnock has the potential to be a major urban regeneration zone of regional significance capable of delivering a high quality, mixed-use inner urban district which contributes to Kilmarnock's network of thriving 20 min neighbourhoods, integrates best practice sustainable placemaking and supports a diverse and green economy.

South Central Kilmarnock (SCK) is currently an underappreciated, and largely isolated, part of the town that could provide a significant brownfield regeneration opportunity, so long as flood risk constraints (heightened due to climate change projections) can be managed through local interventions, adaptation and whole-catchment mitigation.

The area is defined by the River Irvine and its confluence with its tributary, the Kilmarnock Water. These watercourses are one reason why the town, and South Central Kilmarnock prospered as an industrial centre. Both rivers are largely inaccessible and invisible as they pass by the area, principally due to the presence of flood barriers defending much of SCK.

The location between the River Irvine and Kilmarnock Water, and the lack of bridge connections in to the area, notably from the east, south and west, creates a sense that the area is a peninsula somewhat isolated from adjacent neighbourhoods and destinations. Furthermore the low density of use, lack of significant residential population or major public facility or amenity, and the low visual and environmental quality of the area dominated by light industry, big box retail and a few historic remnants of the grid layout of Glencairn Square / Street and East and West Shaw Street contribute to an area lack a positive identity.

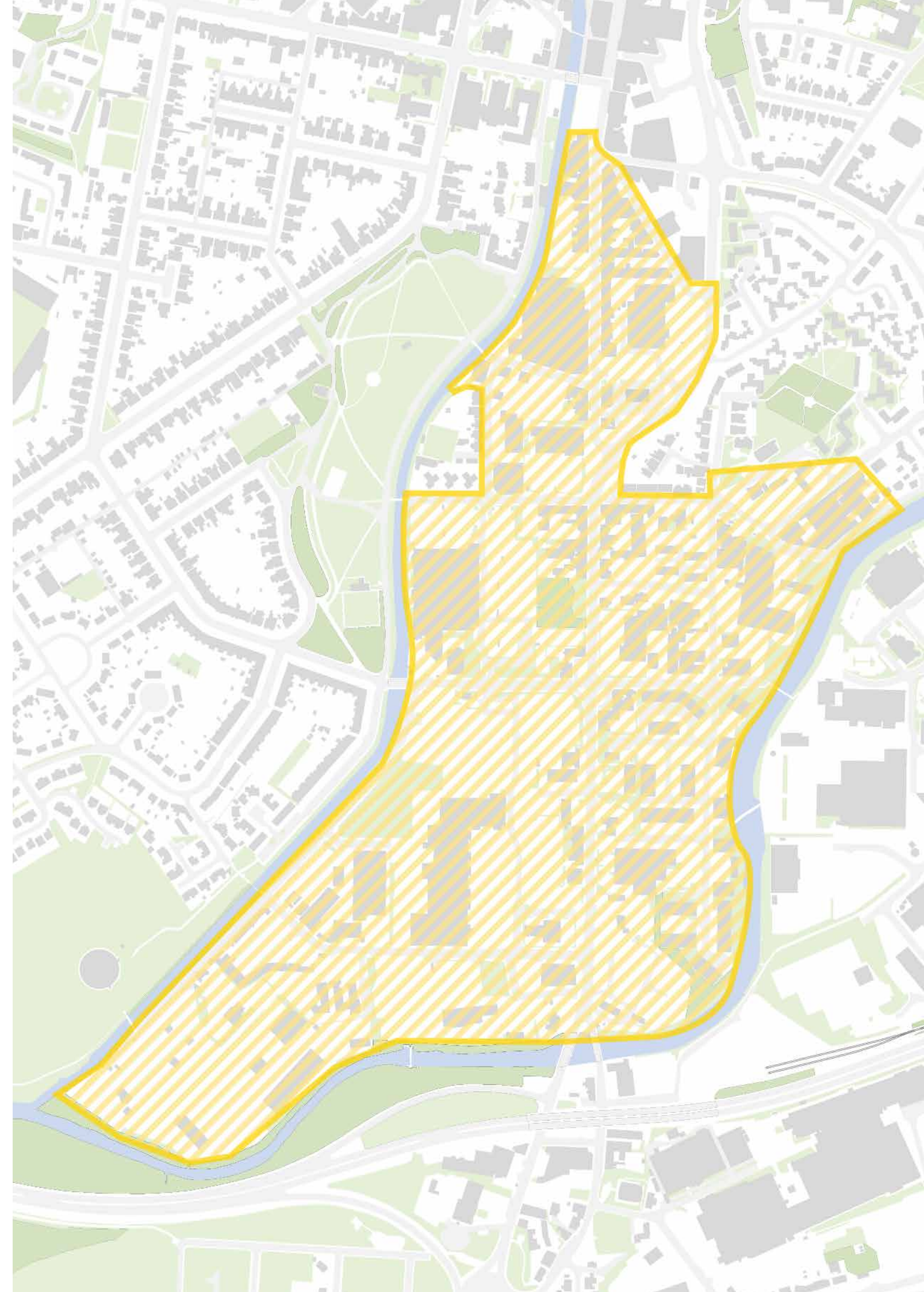
Analysis of the location demonstrates its relatively close proximity to the Town Centre (to the north) and residential and commercial districts to the west and east respectively. With enhanced existing connections and new bridge links to the east and west the location can become far more integrated in to the wider settlement.

In addition, whilst the Rivers are perceived as threats to future development, on the basis flood risk can be mitigated and managed a nature-based solution that creates continuous

blue-green infrastructure around the peninsula, connecting Howard Park around to Queen's Drive, could dramatically transform this hidden location in to a great regional amenity with access to nature and riverside walks.

South Central Kilmarnock is characterised by a fragmented places which lacks any sense of cohesion or strong positive identity. Piecemeal development, principally light industrial and more recently big box superstores and retail parks, creates an unappealing gateway in to central Kilmarnock from the south. Nevertheless the area accommodates a significant number of businesses and jobs, principally in the light industrial areas to the east of Glencairn Street and retail units mostly in the west.

Retaining that economic activity, whilst seeking to incrementally improve place quality, heightened land use intensity and, potentially, significantly increasing residential population within a mixed-use district emerges as the opportunity for South Central Kilmarnock. Striking the right balance can ensure Kilmarnock has a significant next chapter in its wider regeneration story that addresses the climate emergency, helps remediate and reuse substantial brownfield land and that can also provide new jobs, opportunity and amenity that has impact for the region.





## b. Drivers for Change

Key drivers for change in South Central Kilmarnock include, but are not limited to;

**Climate Change** – the existing and increasing flood risk projections demand a holistic response to mitigate and adapt to climate change to become more resilient environmentally, and economically. In doing so this presents an opportunity to put South Central Kilmarnock at the vanguard of best practice in terms of retrofitting an inner urban brownfield to integrate innovative and nature-based solutions for flood risk mitigation, surface water management and enhanced blue-green infrastructure, biodiversity and habitats that transforms the quality and image of the place. In addition a comprehensive approach to energy masterplanning and urban infrastructure can pioneer new solutions to lead the way in decarbonising Kilmarnock and diversifying and greening the local economy supported by high speed digital connectivity.

**Placemaking** – the area requires attention to address the decline and degradation in the quality of the environment. Adopting a masterplan-led approach to placemaking and planning should seek to promote practical and cost effective ways to enhance the quality of the location embedding enduring and sustainable design solutions for open space, streetscape and buildings. This approach can secure long term, whole-life cost benefit and can ensure that South Central Kilmarnock can sustain and thrive throughout the remainder of the 21st Century.

**Maintaining and Creating Jobs** – is a fundamental driver for careful change in South Central Kilmarnock. There is scope to retain and enhance existing employment, promote new skills and enable a transition to a green economy. In doing so ensuring a suitable ladder of accommodation to enable local enterprise to start and grow, alongside attracting investment and business relocation, requires the upcycling and enhancement of existing business spaces to adapt to future needs.

**Housing Land Supply** – South Central Kilmarnock can make a significant contribution to future housing land supply as part of a mixed-use planning approach. The location and proximity to the Town Centre, existing and new jobs and the opportunity to drive a change in perceptions about the area further demonstrate the benefit increasing resident population to

create a more attractive, welcoming and safe environment with more ‘eyes on the streets’ and increased local footfall enlivening the area.

**20 min Neighbourhoods** – this location can play a major role in helping existing communities, and Kilmarnock as a whole, to meet the needs of the 20 min neighbourhood concept. Evidently mixed-use regeneration of SCK would also support the creation of a new 20 min neighbourhood within the town. Enhancing connections north-south between Riccarton and the Town Centre are important, whilst the creation of better and new east-west connection become fundamental to the success and southern Kilmarnock.

Overcoming physical barriers to and through South Central Kilmarnock can ensure convenient access to jobs, local services, leisure destinations (including the Queens Drive retail park) and open space amenities (including along enhanced open spaces along the River corridors) would have benefit for communities across Kilmarnock and help drive change locally.

**Building Regeneration Momentum** - his report starts to develop a potential place narrative for SCK. This story has to be honed, timelines developed and community buy-in sought so that the vision can secure support and so that early action can be identified.

Despite the lack of certainty re flood risk, it is apparent that the technical and policy position can be crystalised in the next year or so such that greater certainty and a long term development strategy can be confirmed, based on market viability and public funding to facilitate enabling works. In the meantime, to build confidence and belief, not least among local people, early priority action to improve active travel connections (esp. east - west), install new footbridges connecting to Queen Drive, and confirming the status of key early sites including the Galleon can help build momentum.



## c. Key Moves in South Central Kilmarnock

### i. Changing Perceptions

SCK is not a high profile or well-known development or regeneration location. Its established role and function in Kilmarnock as an area of industry and latterly big box retail, coupled with potential significant constraints to development and investment (notably flood risk), have resulted in a location in steady decline. Whilst it continues to fulfil a critical role as a location supporting jobs and business it is also an area with a low quality place environment that lacks connections to the rest of Kilmarnock.

However it also presents an area of significant regeneration potential; 36 hectares of brownfield land in central Kilmarnock within walking distance of the Town Centre and public transport hubs, strategically placed adjacent to major regional and national trunk roads and adjacent to two rivers and excellent urban parks and recreational destinations.

South Central Kilmarnock can present a major urban regeneration zone of regional significance capable of driving forward a low or net zero carbon, climate responsive place-making approach to pioneer a green economy and sustainable development to attract funding and investment. On the basis that flood risk can be managed and nature-based solutions adopted there is scope to transform the look and feel of the area with enhanced riverside environments framing an area of mixed-use development capable of adapting to the needs of the mid 21st Century including:

- Significant housing land supply for urban housing of a range of house types and tenures within a compact, walkable inner urban location
- Sustaining and attracting business, manufacturing, light industry and last mile logistics within an area providing a ladder of accommodation enabling growth
- Accommodating the needs of a 20 min neighbourhood to serve existing and new communities in and near South Central Kilmarnock including new education, health and social care and other needs
- Scope to be the location of a regional or national destination (eg. culture, sport, leisure, outdoor activities, enterprise)
- Integrating a district wide energy / renewables / services infrastructure (incl digital) to meet future demands and expectations of a clean, green development zone

South Central Kilmarnock presents an opportunity for a masterplan-led, place-based approach that can learn from best practice precedents and promote a major opportunity to retain and enhance the quality of life, jobs and economic performance for the town. To do this requires place leadership and a clear ambition to make the case and to change perceptions of the area.

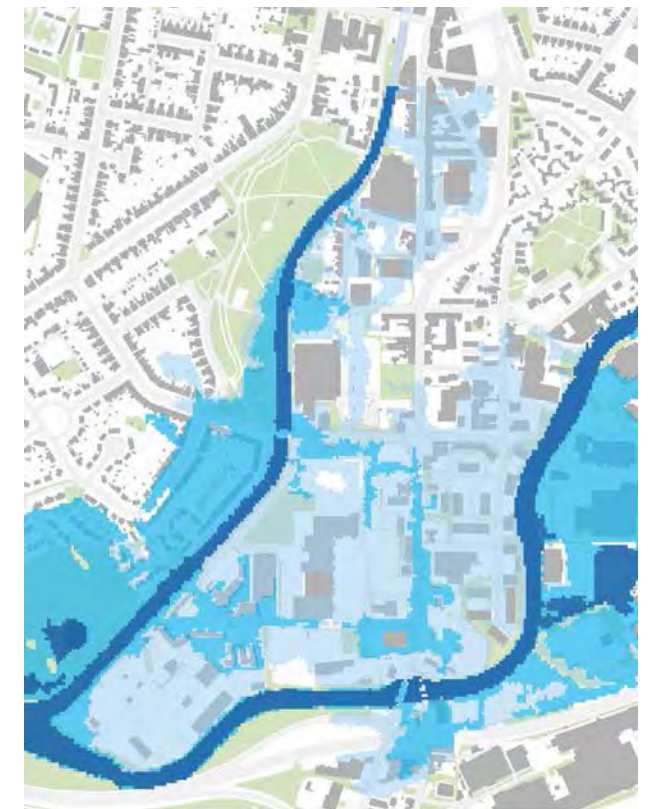
To progress regeneration a special purpose vehicle / delivery strategy should be developed (perhaps a JV between public agencies and private partners) to assemble sites and progress early actions (promoting / attracting investment, de-risking sites, confirming flood mitigation measures).

### ii. Mitigating Flood Risk

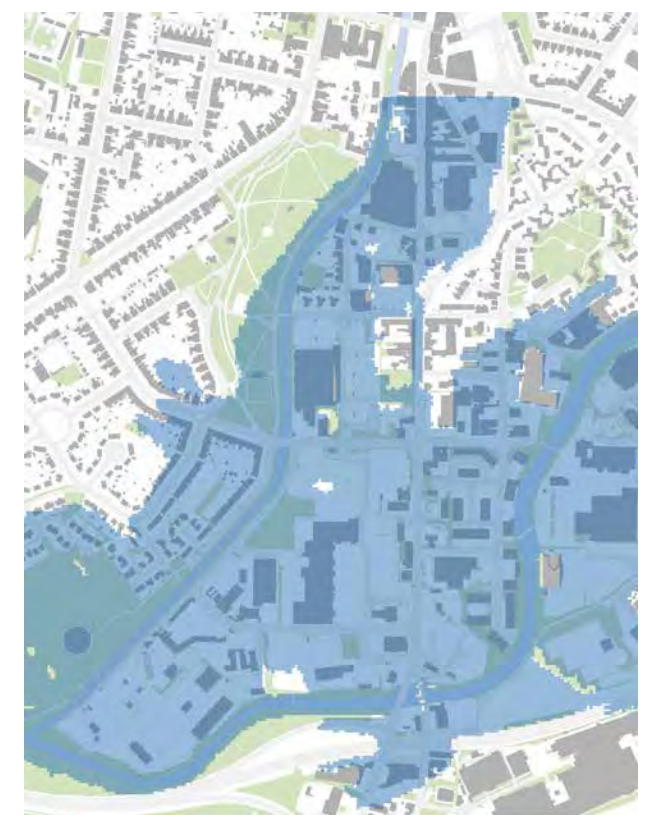
The first, priority issue for SCK is establishing the implications of SEPA Flood Mapping for 1 in 200 year flood events with and without Climate Change uplift projections. Establishing the flood risk, development datum and implications for local adaptation to manage flood risk (whilst seeking to avoid heavily engineered solutions that diminish place quality (major flood defences, dykes etc.) and the impact of off-site, upstream mitigation as part of a whole catchment assessment becomes critical.

Guidance in early preparatory workshops / consultations with key and statutory consultees indicates that nature-based solutions local to SCK, coupled with whole catchment mitigation, may allow more extensive development footprints at SCK than previously envisaged. This provides a degree of optimism that a managed or full retreat from SCK is not necessary and the area can be regenerated for mixed-use development (at least in part). The technical details of what is or is not possible needs to be established as a matter of priority.

Recent workshops led by A&DS and the Key Agencies Group, alongside LIDAR work to assess flood mitigation measures in the catchment area confirm the need for a clear timeline of technical assessment and policy development to confirm the actual site constraints, the viability of whole catchment and local mitigation and adaptation so that a long term and resilient strategy can be confirmed and funding sought. De-risking the site by establishing flooding datum, ground conditions and associated costs (and land value benefits) is fundamental to verify the scale and viability of development and the mix and density of uses.

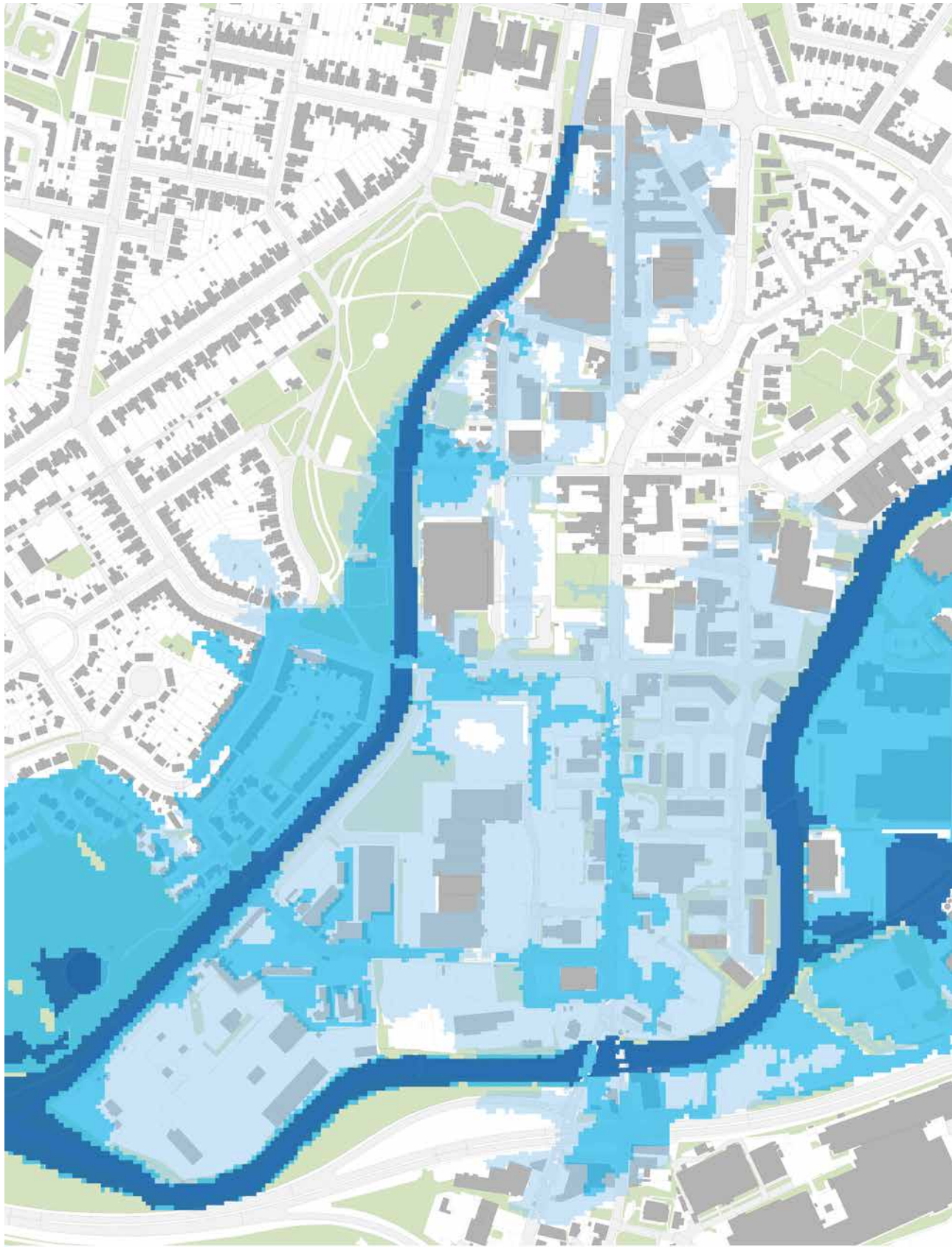


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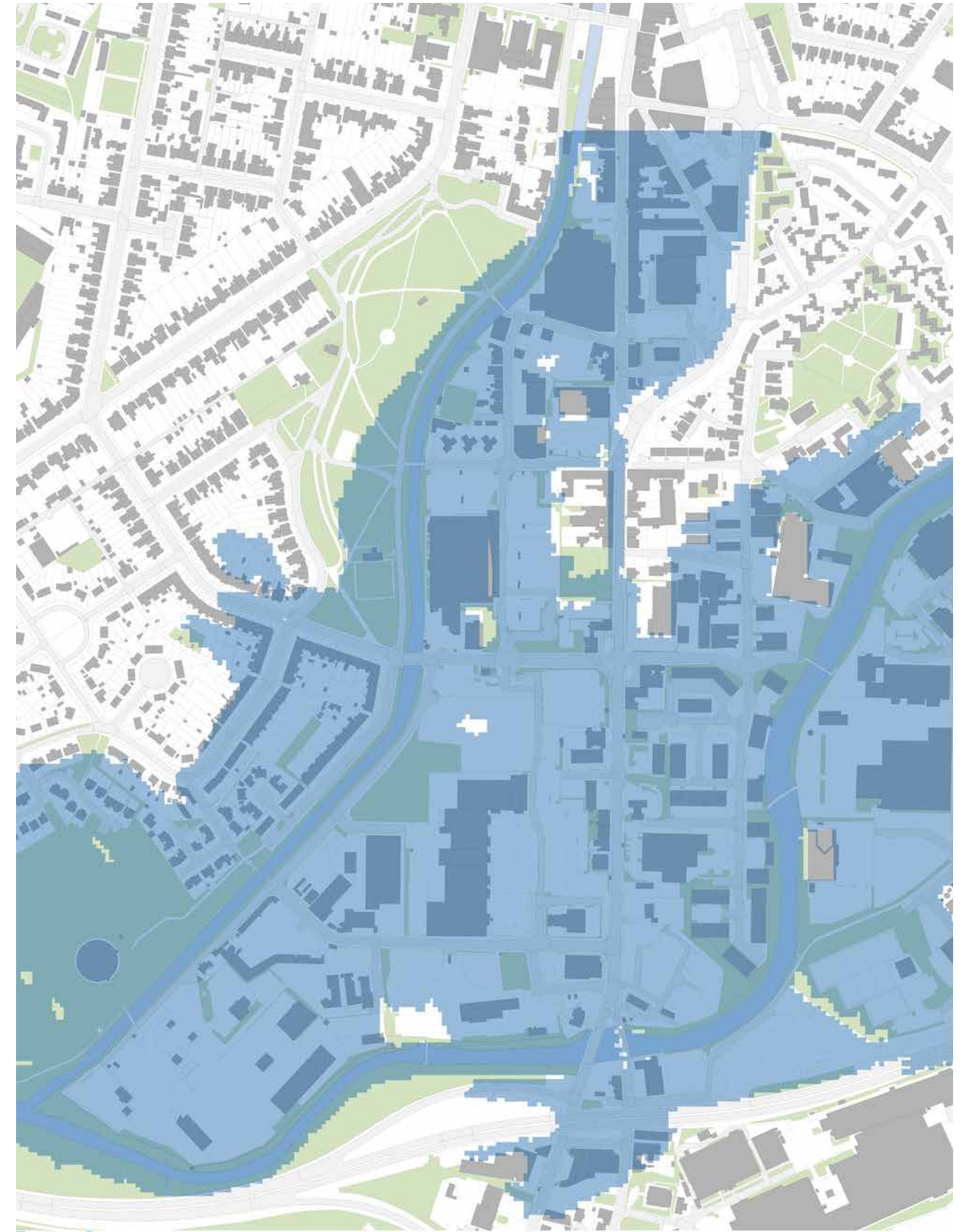




1 in 200 year Flooding Impact

Dark Blue =  
 Mid Blue = 1 in 200 year flooding  
 Light Blue =

UPDATE



1 in 200 year + Climate Change  
 Flooding Impact

Dark Blue = 1 in 200 year flooding + climate  
 change

UPDATE

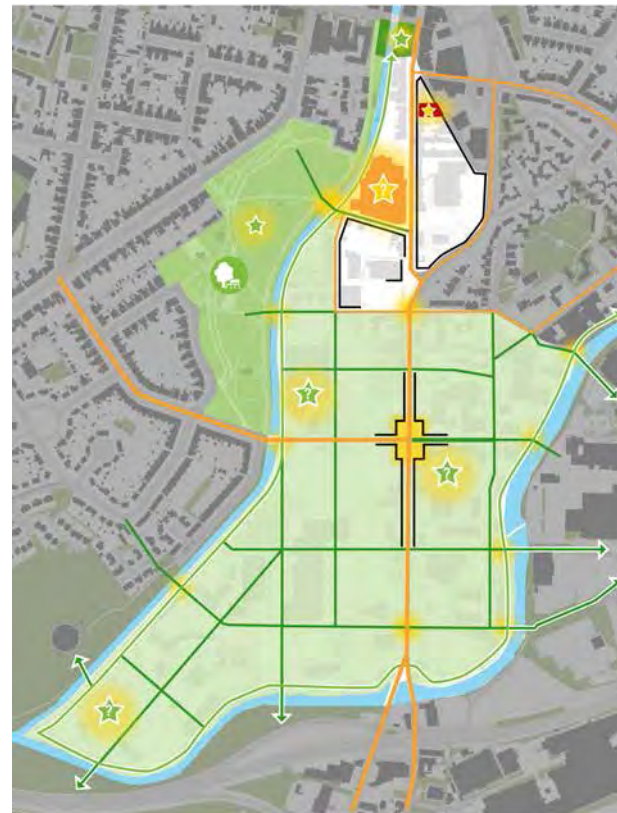


### iii. South Central Kilmarnock Development Scenarios

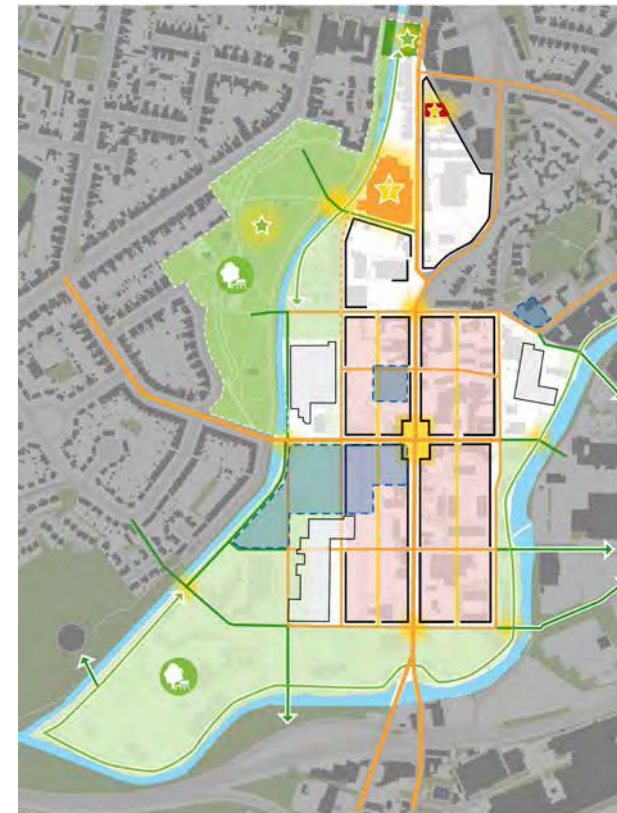
On this basis, and in line with the MIR, scenarios have been developed that start to test a 'spectrum' of options from full withdrawal (with the area given over the parkland / wetlands), to managed retreat through to a higher density options with more extensive development scenario that maximises urban footprint on the basis of minimal flood risk.

The following scenarios are illustrated in this Report, alongside indicative development extents:

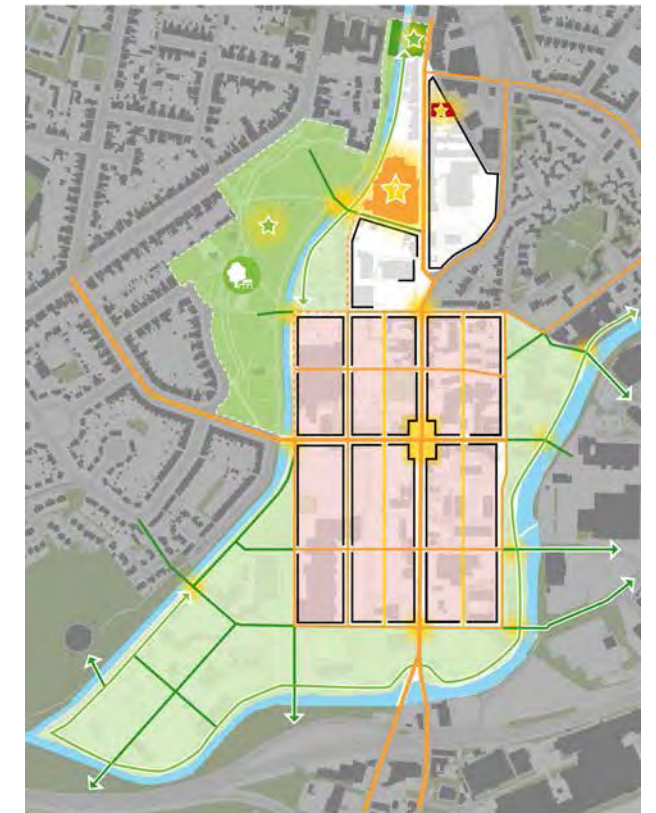
- Scenario 0 – Full Withdrawal (no development south of Netherton Street)
- Scenario 1 – Managed Retreat (withdrawal from river corridors, with develop consolidated either side of Glencairn Street / Shaw Street)
- Scenario 2 – Replacement Masterplan (with development largely occupying the extent of occupied land including the Tesco and Glencairn Retail Park sites)
- Scenario 2.5 – Aspirational Masterplan (with development to riversides with new parkland accommodated on SCK)
- Scenario 3 – Aspirational Masterplan PLUS (with full extent of development to riversides with parkland / greenspace provided at edge / off SCK)



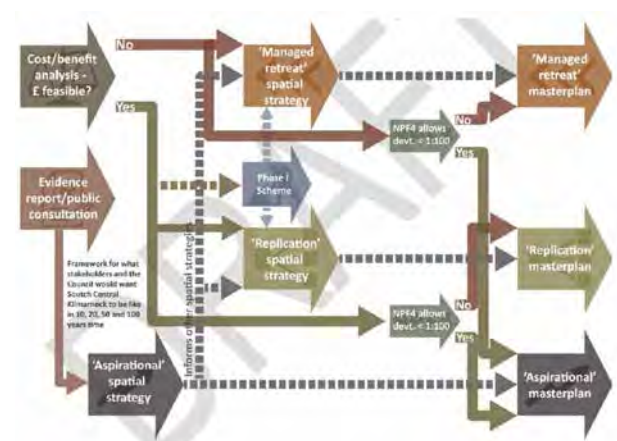
Scenario 0



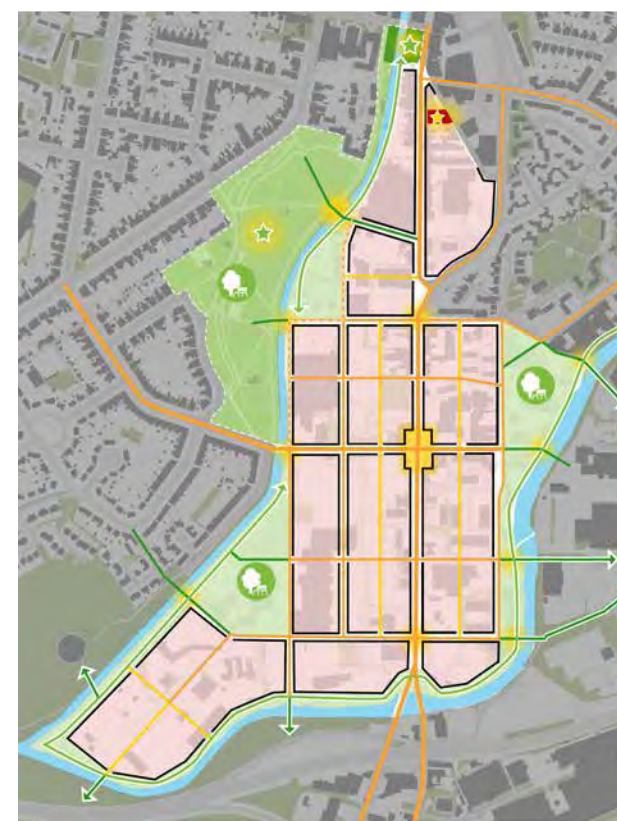
Scenario 1



Scenario 2



EAC Main Issues Report Scenarios



Scenario 2.5



Scenario 3



**Integrate Blue Green Infrastructure - The Rivers and their margins**

In every instance (albeit to very different degrees) all scenarios envisage a continuous green-blue infrastructure corridor wrapping around the full SCK peninsula along the two Rivers and their margins. Even in the most intensive development scenario (3) it is envisaged that promoting a nature-based solution to the riparian corridors along both rivers can boost local biodiversity, connecting communities with nature, transforming the place quality and image. In addition this new green open space can plug a gap in nature and active travel corridors across the town and, potentially, become an amenity that attracts leisure and activity from across the wider region.

This approach seeks to avoid heavily engineered solutions and aims to link existing parkland settings (Kay Park, Howard Park and the Recreation Grounds upstream on the River Irvine) as part of the wider ambition for the Infinity Loop and wider, regional active travel and open space networks. In addition these continuous nature corridors would also enhance the quality of the local environment making it a more attractive place to live, work, learn or visit.

**Retaining and Improving Connections**

SCK feels and is isolated. The lack of connections contributes to this isolation and to the under-performance of the area, compounded by flood risk, low place quality, neglected sites, car domination, potential site contamination and low land values. There are no connections east between Old Street (heading south to Riccarton) and Queen’s Drive (east of the Odeon cinema). Connecting west there is only one roadbridge at West Shaw Street, with two footbridges (one at West Netheron Street, the other at Holmquarry Street).

Providing better active travel connectivity west and especially east is critical if SCK is to better integrate in to the wider settlement and contribute and benefit from a 20 min neighbourhood approach.

Existing north-south connections are well established but need major improvement. The Infinity Loop will improve off street active travel connections and this should be augmented by transformation of the main north-south spine of

Tichfield Street and Glencairn Street.

East-west connections are lacking, with none to speak off to the east tying in to Queen Drive. Introducing new pedestrian and cycle connection east via new bridges across the River Irvine as well as riverside routes heading east, upstream would have significant and positive impact. Existing routes and bridge connections heading west should be retained, enhanced and, in time, augmented. Linking these up the east-west street network (notably Shaw Street) needs to be upgraded to promote active travel networks to and through SCK.

Hierarchy of Spaces and Places  
All scenarios respect and restore the original

**Hierarchy of Spaces and Places**

All scenarios respect and restore the original urban grid of the planned layout, centred around Glencairn Square. Retracing and redefining the historic street grid retains existing urban infrastructure (roads and most likely buried service routing), restores lost or erased connections and also establishes a framework within which to enable phased development which retains existing property whilst incrementally redeveloping the area.

In doing so Glencairn Square, High and Low Glencairn Streets and East and West Shaw Streets become the principal urban streets with active frontages. The adjacent north-south streets of Glenfield Place and Bentinck Street to the east, with Nursery Street and Mill Street to the west, provide the basis of secondary streets parallel to Glencairn Streets. Similarly West and East Netherton Streets, Glenfield Gardens and Holmquarry Road offer the basis of restoring east-west street networks parallel with East and West Shaw Streets.

Between these primary and secondary streets mid-block lanes / mews routes can offer a further level of street and spatial hierarchy.

The River corridors, both Kilmarnock Water and the River Irvine, offer the basis of a landscape framework with the prospect of a positive and highly attractive riverside frontage to the east, south and west facing and overlooking Howard Park and new river walks, parkland and wetlands.

Whilst this basic urban grid layout needs refinement through a Masterplan and Development Briefs it provides a strong basis

upon which to assess technical constraints, development finance and viability, site capacities and land-use mixes and densities as well as start to demonstrate the place potential of SCK.

**Incremental Development – Starting Where it is Easiest**

EAC have mapped the extent of vacant and under occupied land and buildings. To avoid displacing existing and fragile economic activity in the area it is important to develop a Masterplan-led approach, once the optimal development framework scenario is identified. This Development Framework, and any subsequent Masterplan, should establish and support a place vision / ambition that attracts support, funding and investment to enable incremental delivery.

Based on this analysis there are current four significant vacant sites in SCK, with a variety of site areas and location. This provides an opportunity to assemble and promote viable sites that can help ‘set the tone’ for subsequent development and help start to change perceptions about what is possible at SCK.

This first phase of activity would include key and highly visible sites fronting High Glencairn Street and West Shaw Street which themselves are of a size and profile that can help to reset the place ambition and help demonstrate what can be achieved in SCK.

The urban grid approach described above also allows for existing large format retail (Teso and Glencairn Retail Park) to be integrated in to the emerging urban layout and enabling them to be retained or redeveloped in the medium to longer term. Critically the proposed urban grid layout is not prejudiced by the retention or replacement of the retail or industrial units in the area – though the prospect of a steady upcycling or replacement of outdated building stock would ultimately provide for a more comprehensive upgrade of the whole area as a mixed use urban quarter, in time.

**Mixed Use 20 Min Neighbourhoods**

As noted above, the urban grid framework is compatible with supporting a varied and mixed-use district capable of accommodating housing, business, workplaces, light industrial, public services and open space amenities all required to sustain a thriving place with a diverse economy. Further work to assess

and define the appropriate land-use mix is necessary. However ensuring the adaptability of the urban grid is augmented by adaptable building designs and construction capable of future adaptation should also be promoted to develop a more resilient place.

It is apparent that, subject to establishing the extent of future development areas due to flood risk, SCK can accommodate a significant resident and working population that requires enhanced public service provision. Moreover, subject to enhancing connections east-west and north-south it is evident that SCK can accommodate major new public services and amenities to the benefit of the whole town, if deemed necessary. This could include accommodating new / enhanced sport and leisure facilities which could supplement or replace the Galleon. In addition, as part of the service redesign for health and social care provision, there is scope for new healthcare facilities in the area serving a wider catchment.

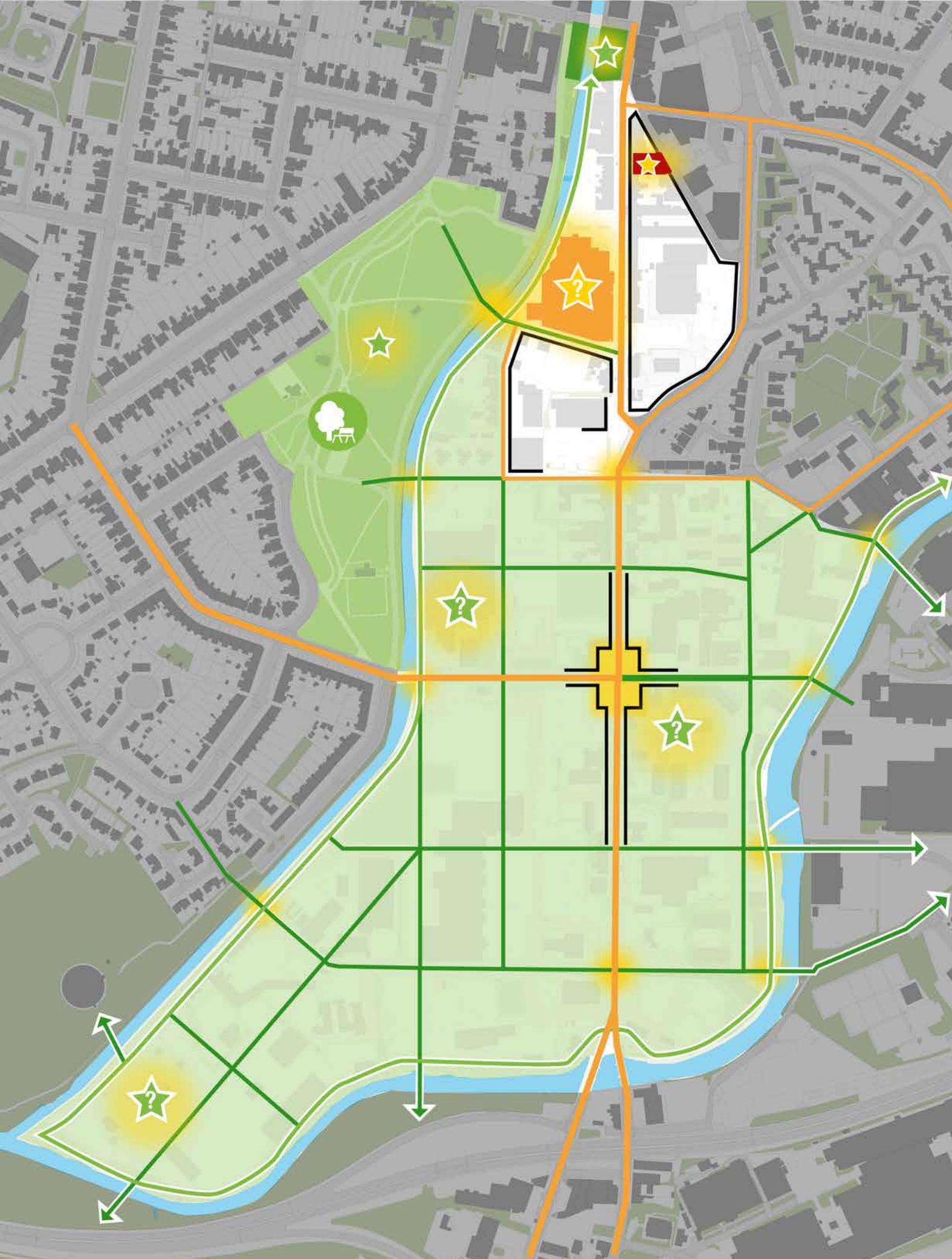
**Catalyst for Whole Town Change**

SCK provides an area with the size and potential to help drive wider change across Kilmarnock. In tandem with the regeneration of the Town Centre and the next phases of the College / HALO regeneration, SCK presents a major opportunity for Kilmarnock and Ayrshire - providing one of the largest brownfield regeneration sites in the region capable of reducing the pressure to expand the settlement with greenfield development which is liable to diminish the potential for a 20 min Town. Progressing regeneration in SCK needs to augment and avoid disrupting regeneration efforts or displacing activities from the Town Centre or the HALO area. Striking this balance will be crucial but it is clear that SCK can offer a different type of location that can complement the Town Centre and support wider change in the region.

**Regional Assets / Destination**

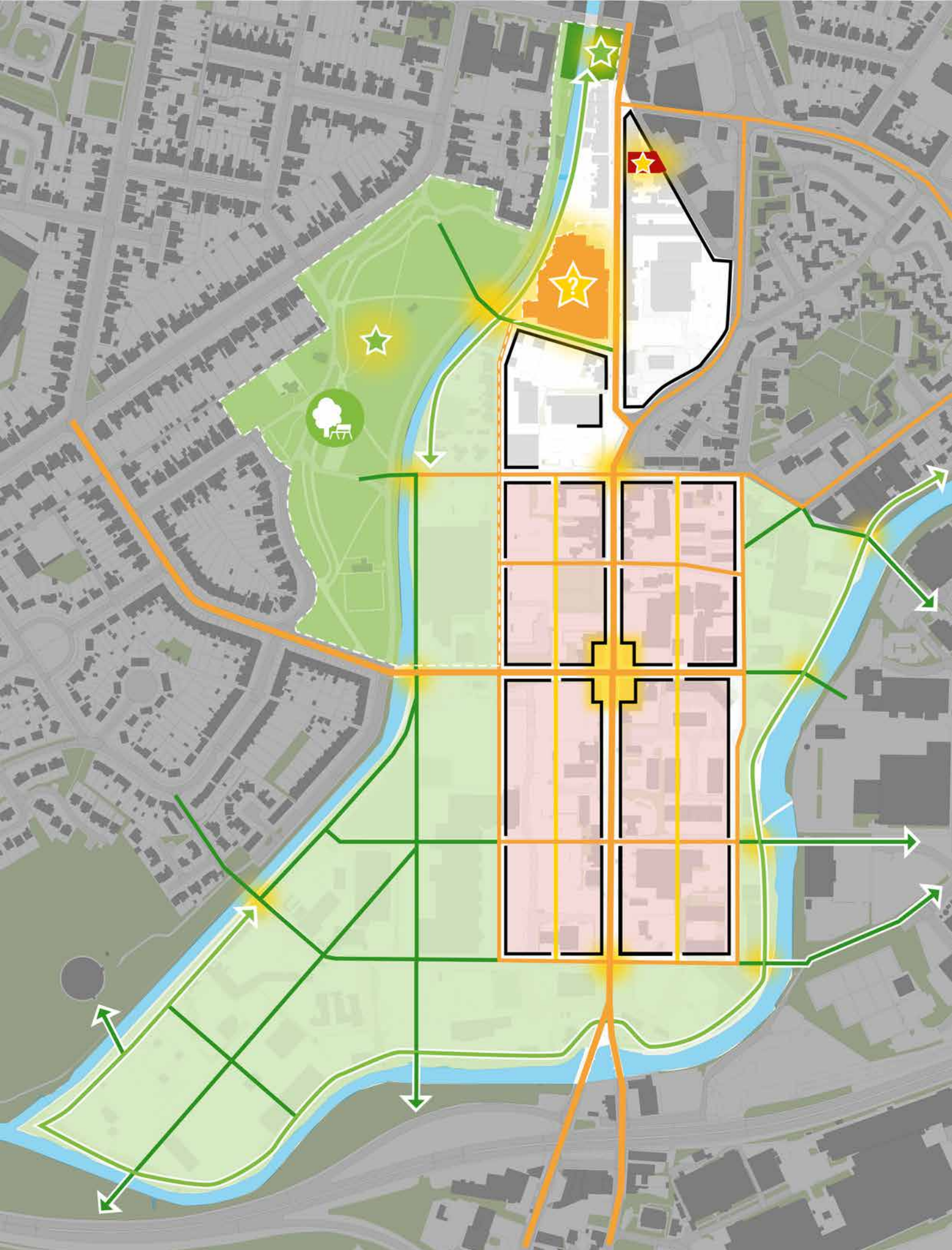
SCK also has the potential to provide Kilmarnock with an accessible location capable of accommodating functions or land-uses with a regional or national significance. Whether this is related to culture, sport / leisure / recreation, enterprise or other uses needs to be considered more fully. Nevertheless in considering locating major activities in East Ayrshire the SCK area should be considered as a candidate site for higher profile uses and facilities serving a wider catchment.



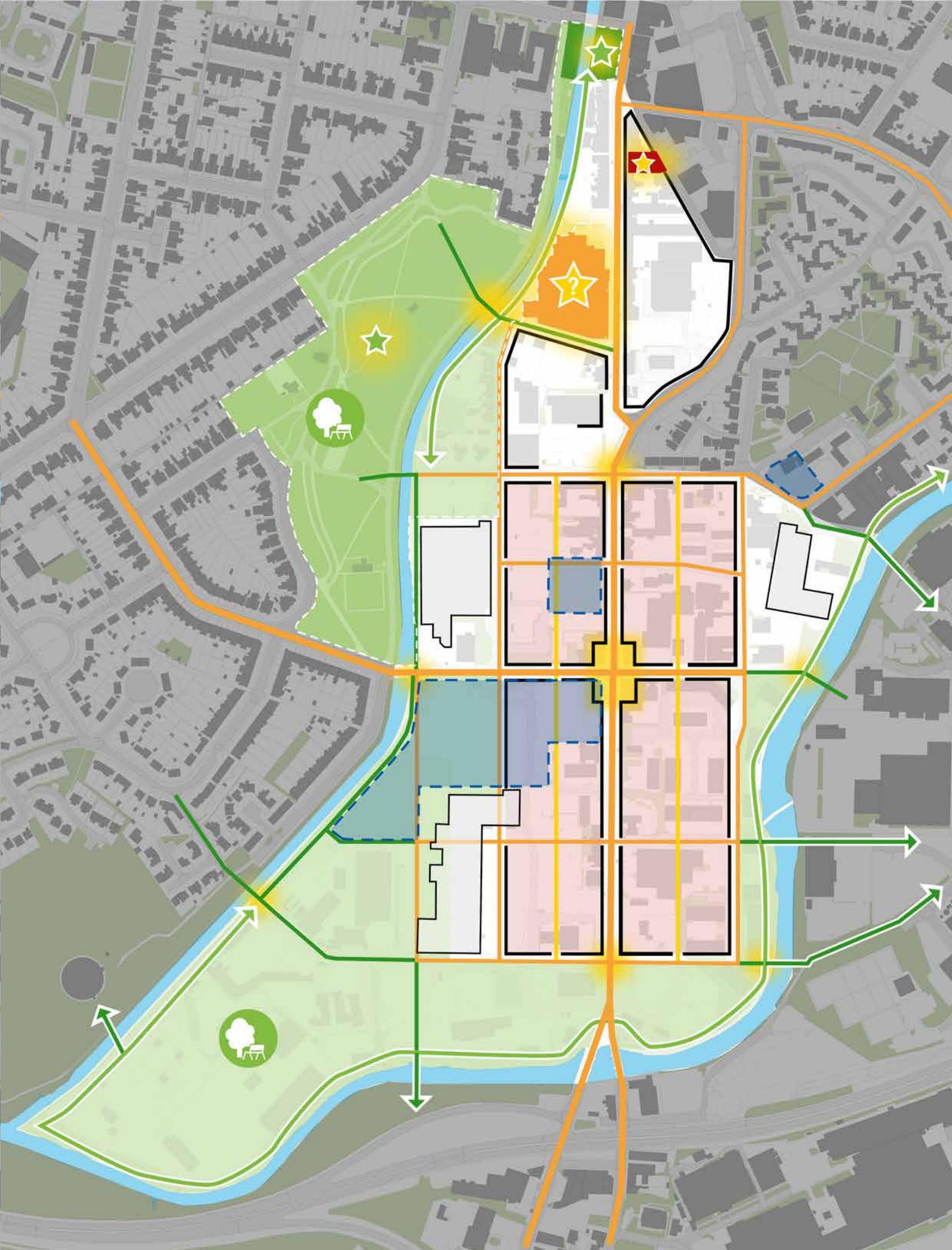


Scenario 0 – **Full Withdrawal** (no development south of Netherton Street)- full retreat with comprehensive 'greening' of South Central Kilmarlock  
36 Ha Greenspace (south of Netherton St)



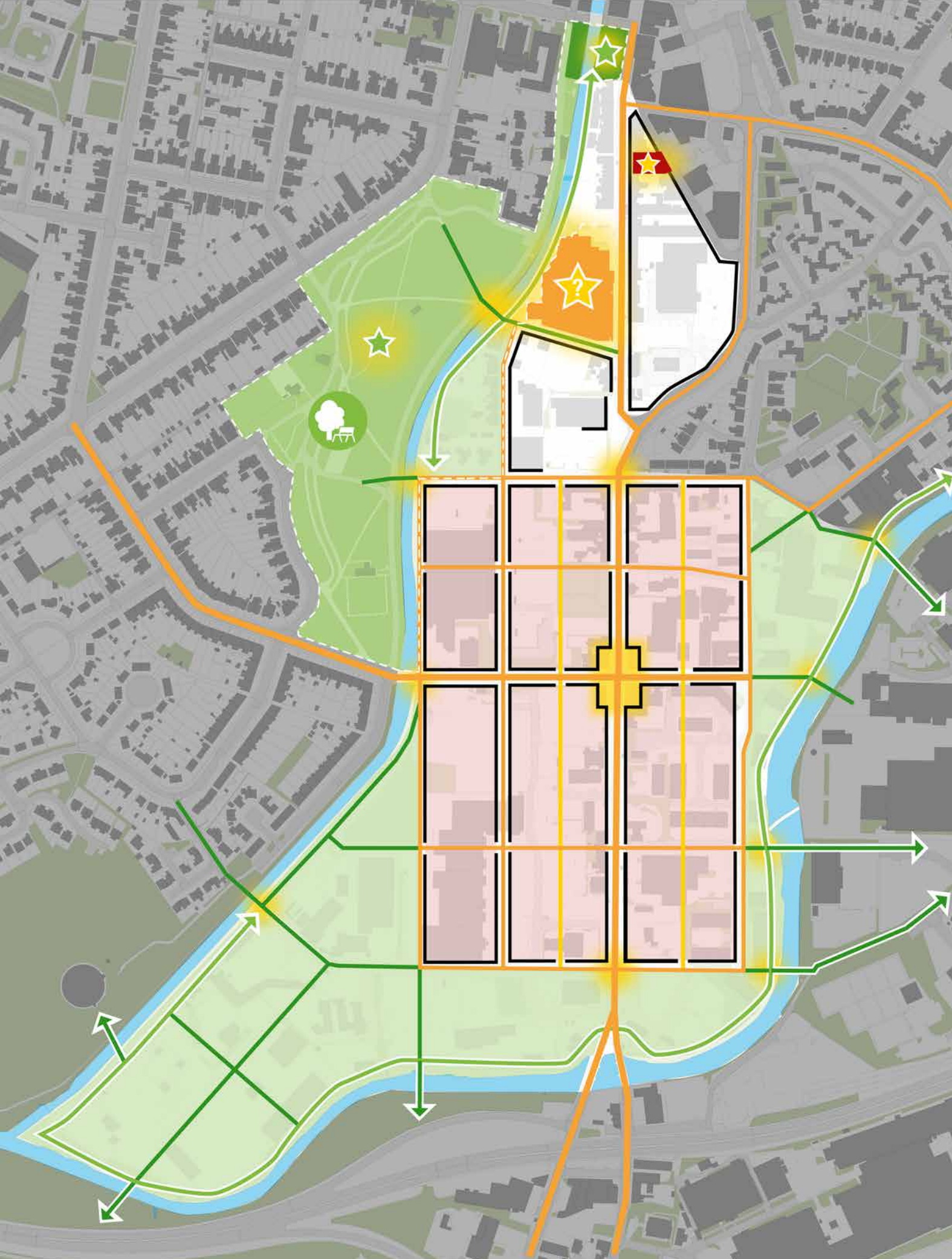


Scenario 1 - Managed Retreat (withdrawal from river corridors, with develop consolidated either side of Glencairn Street / Shaw Street)  
12 Ha Developable Land and 24 Ha Open Space

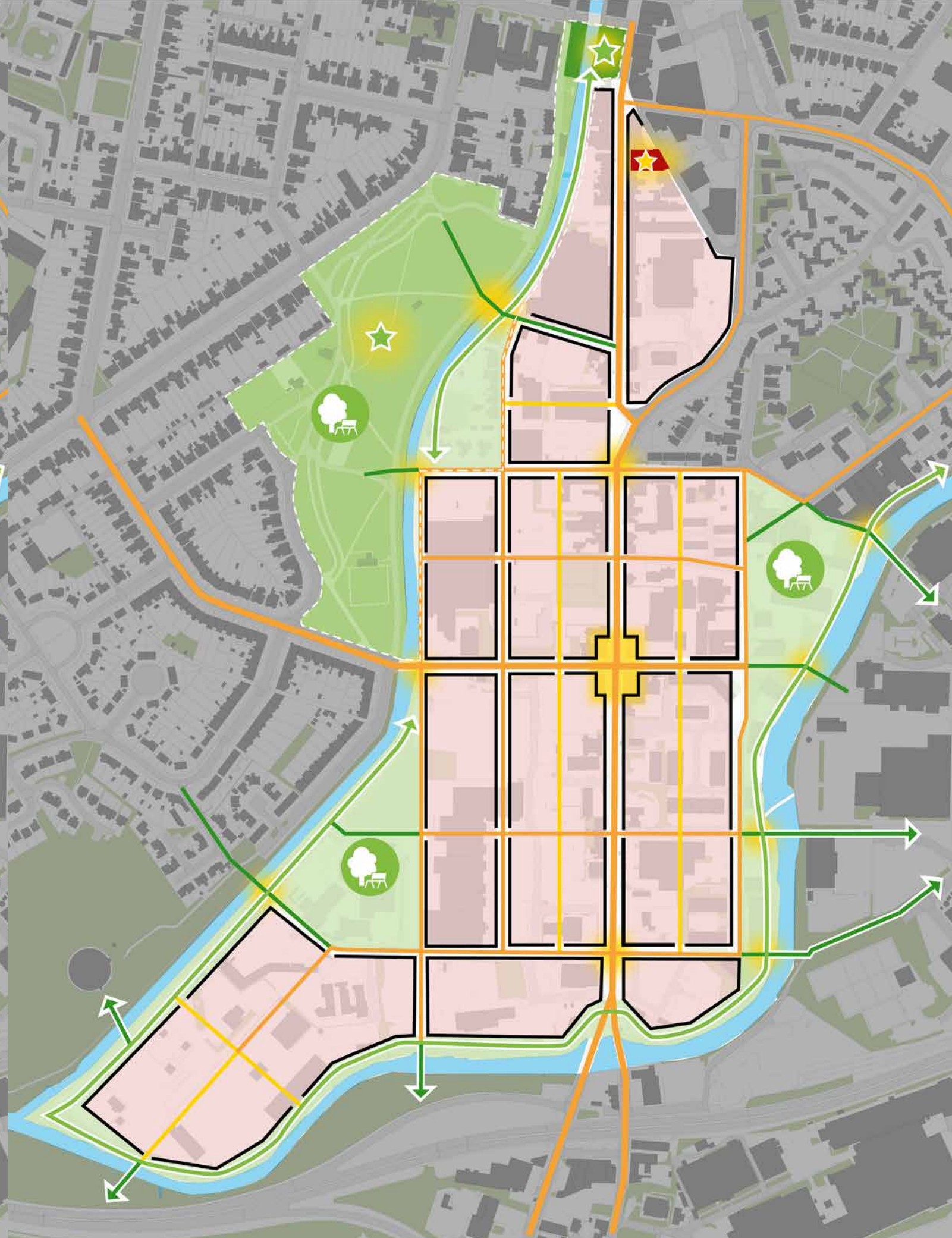


Scenario 1 - Managed Retreat (withdrawal from river corridors, with develop consolidated either side of Glencairn Street / Shaw Street)  
Retaining Retail



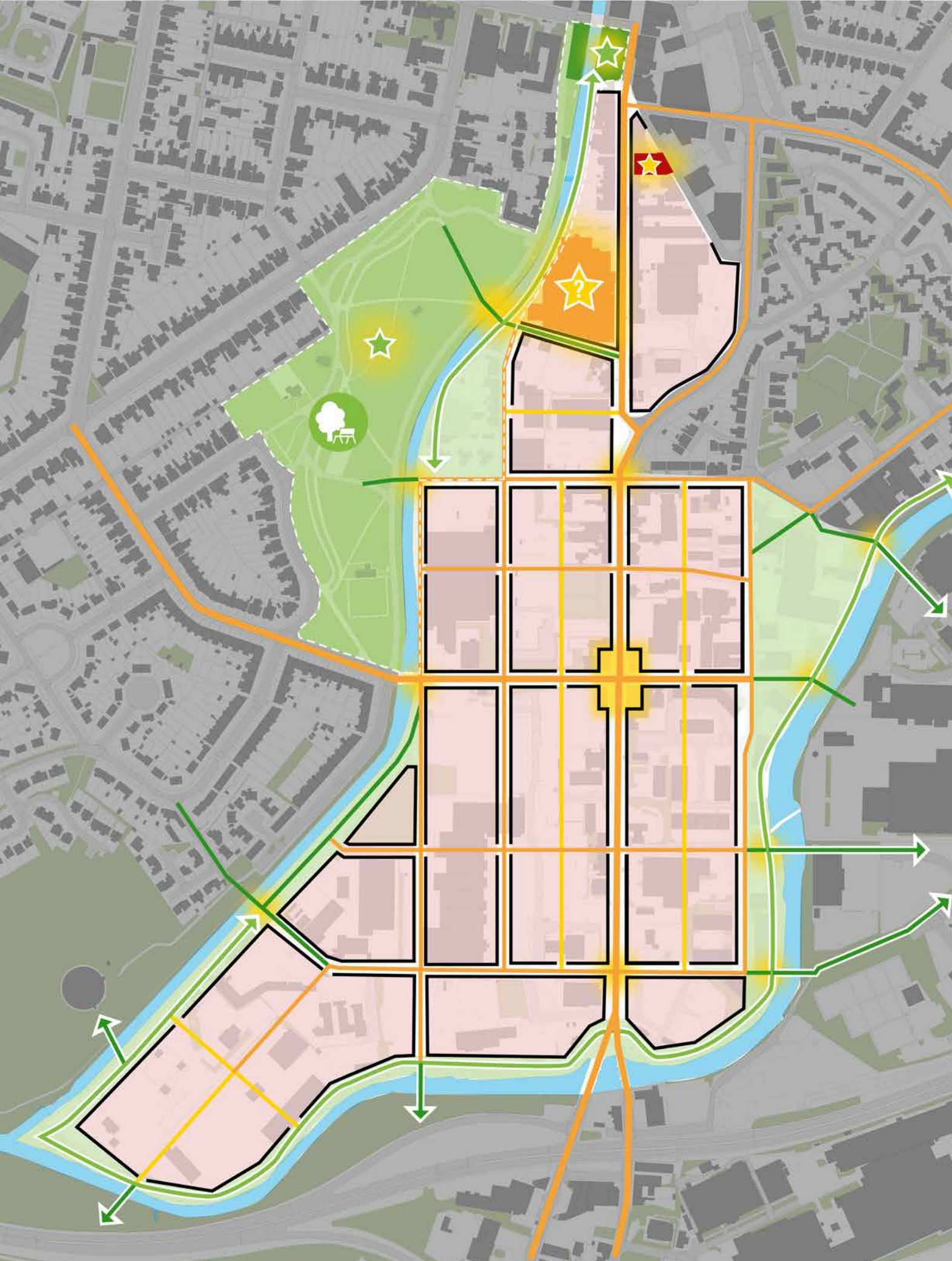


Scenario 2.0 – **Replacement Masterplan** (with development largely occupying the extent of occupied land including the Tesco and Glencairn Retail Park sites)  
16 Ha Developable Land and 20 Ha Open Space



Scenario 2.5 – **Aspirational Masterplan** (with development to riversides with new parkland accommodated on SCK)  
25 Ha Developable Land and 11 Ha Open Space





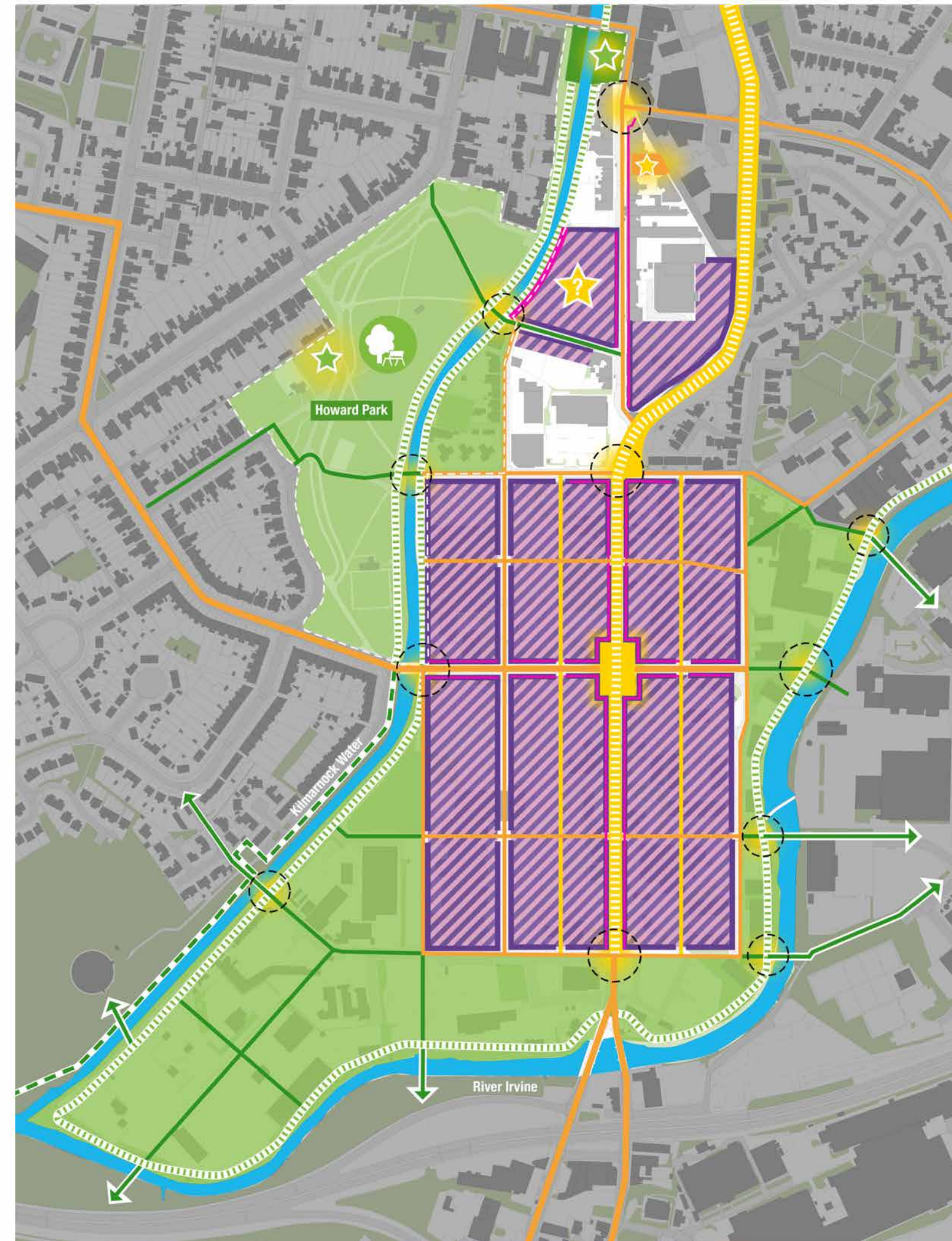
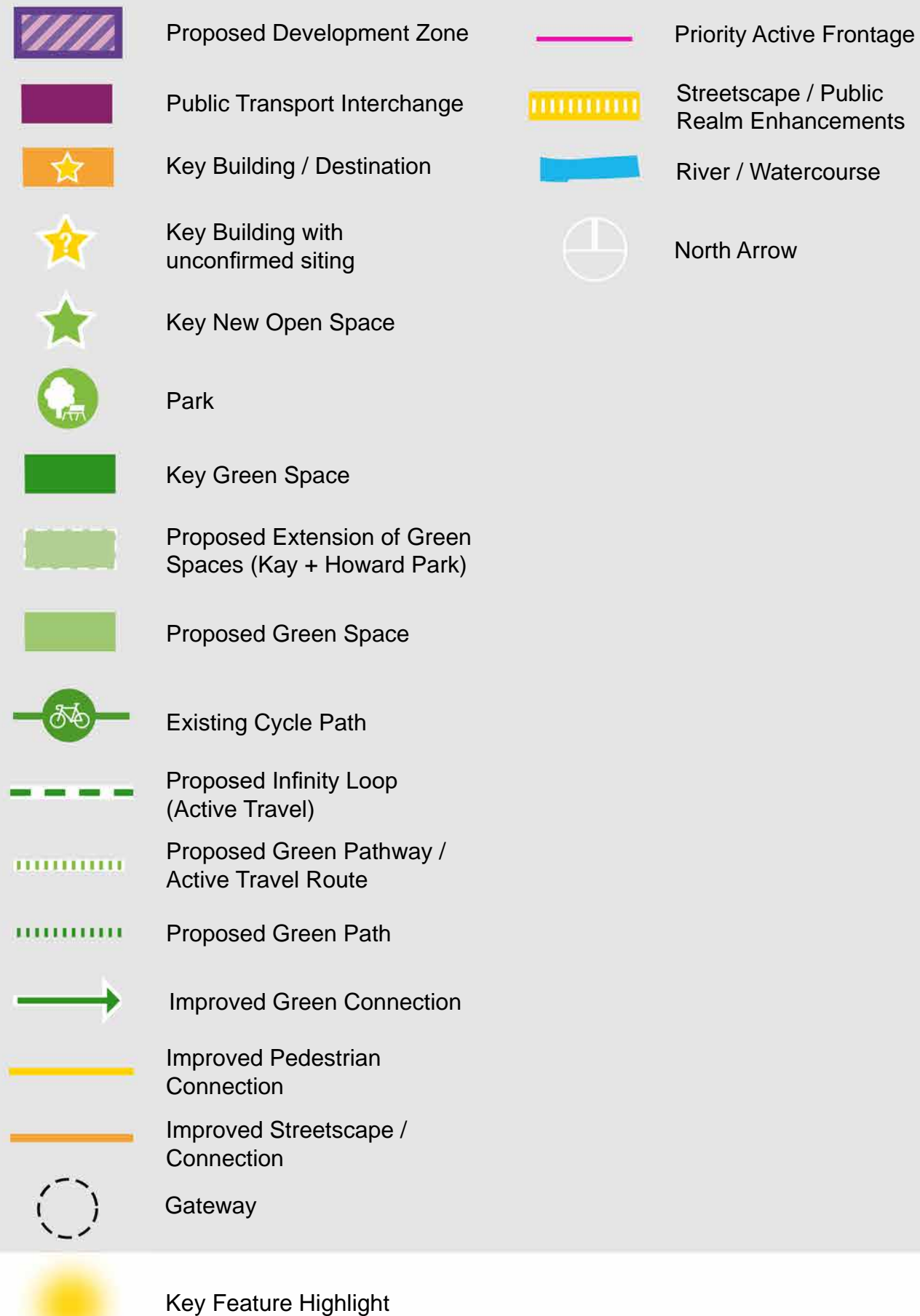
### South Central Kilmarnock Summary:

- Significant Regen / Brownfield Development Opportunity?
- Sustainable Location: near Town Centre, Jobs, Housing, More?
- Mitigate Flood Risk > Transform Relationship to Rivers + Green-Blue Infra / Nature Corridors
- Scope to integrate Sustainable / Net Zero Urbanism / Engineering
- Connecting East + West (20 min Town) / Gateway to Kilmarnock
- Mixed-Use, Masterplan-led approach –employment, resi+
- New Regional Destination / Asset?
- Explore SPV Mechanism? KAG partnership working



## d. South Central Kilrnarnock Placemaking Map

### Key

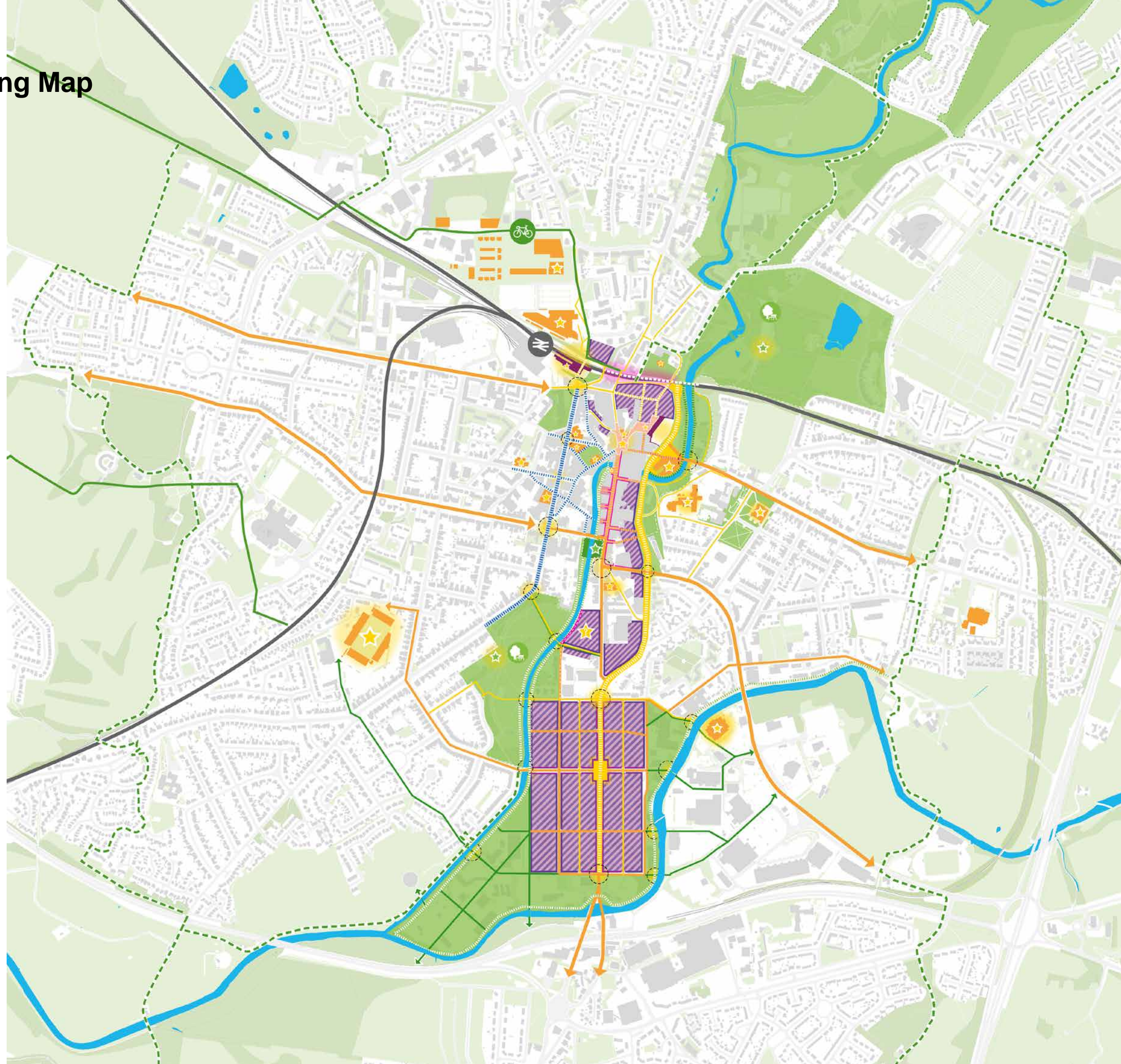




**Kilmarnock Development Framework**  
**6. Combined Placemaking Maps**



## a. Combined Placemaking Map for Kilmarnock



\*See Detailed Placemaking Map Key in  
Placemaking Pack Document



# Kilmarnock Overview Placemaking Map

Key



Proposed Development Zone



Public Transport Interchange



Civic / Public Space



Key Building / Destination



Key Building with unconfirmed siting



Key New Open Space



Park



Key Green Space



Proposed Extension of Green Spaces (Kay + Howard Park)



Proposed Green Space



Existing Cycle Path



Proposed Infinity Loop (Active Travel)



Proposed Green Pathway / Active Travel Route



Proposed Green Path



Improved Green Connection



Improved Pedestrian Connection



Improved Streetscape / Connection



Key Feature Highlight



Gateway



Priority Active Frontage



Retail / Leisure / Civic Core



Streetscape / Public Realm Enhancements



Historic Thoroughfare



Historic Streetscape



Rail Line (Icon denotes Station)



River / Watercourse

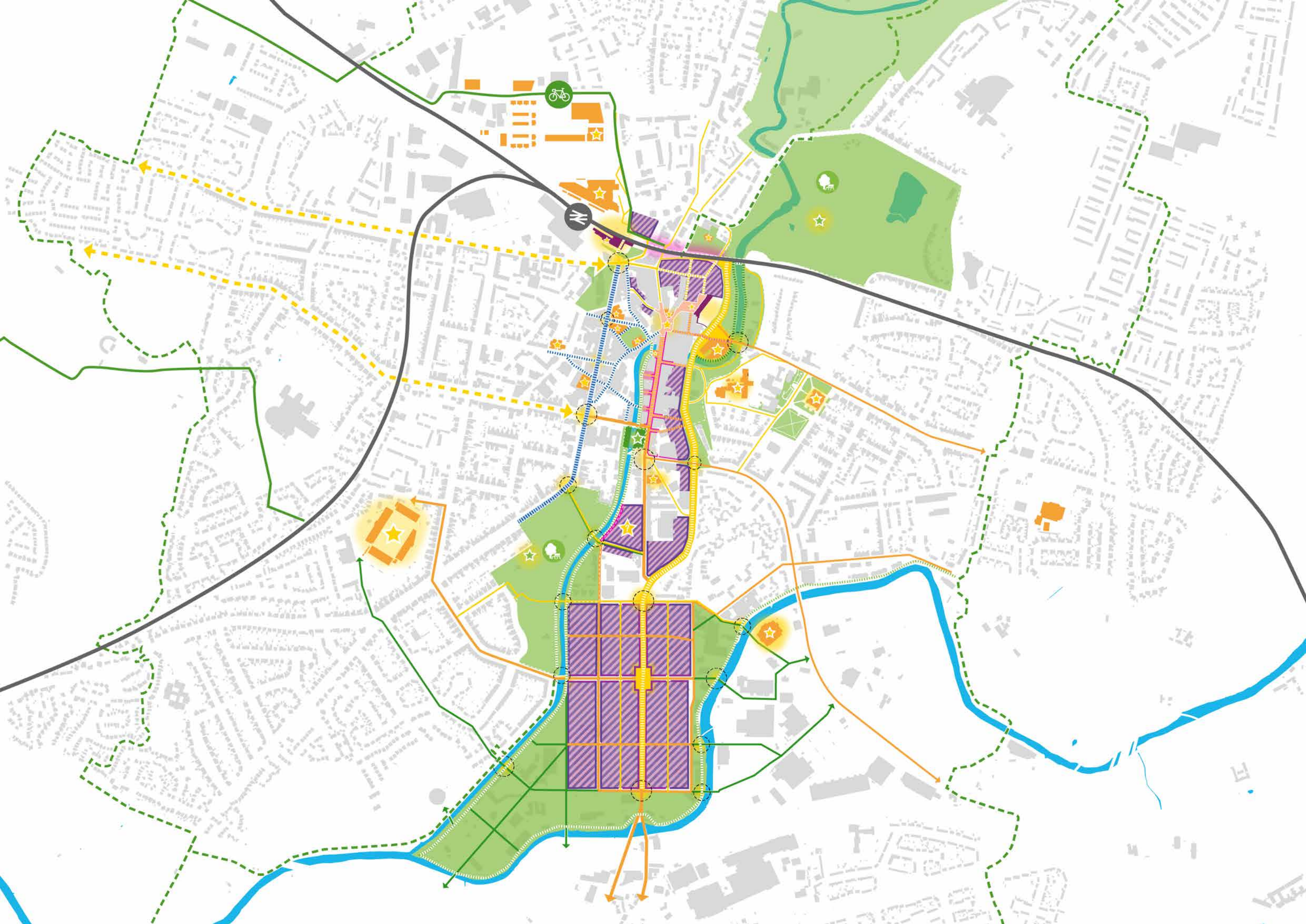


North Arrow

The map illustrates the Kilmarnock Overview Placemaking Map, showing the town's layout and proposed developments. Key features include:

- Proposed Development Zone:** A large purple hatched area in the center of the town.
- Public Transport Interchange:** A solid purple rectangle near the center.
- Civic / Public Space:** An orange shape with a star in the center.
- Key Building / Destination:** An orange rectangle with a star in the center.
- Key Building with unconfirmed siting:** A yellow star with a question mark in the center.
- Key New Open Space:** A green star in the center.
- Park:** A green circle with a tree icon in the center.
- Key Green Space:** A dark green rectangle in the center.
- Proposed Extension of Green Spaces (Kay + Howard Park):** A light green rectangle in the center.
- Proposed Green Space:** A medium green rectangle in the center.
- Existing Cycle Path:** A green circle with a bicycle icon in the center.
- Proposed Infinity Loop (Active Travel):** A dashed green line in the center.
- Proposed Green Pathway / Active Travel Route:** A dotted green line in the center.
- Proposed Green Path:** A dashed green line with vertical bars in the center.
- Improved Green Connection:** A green arrow in the center.
- Improved Pedestrian Connection:** A yellow arrow in the center.
- Improved Streetscape / Connection:** An orange double-headed arrow in the center.
- Key Feature Highlight:** A yellow sun icon in the center.







# Kilmarnock Development Framework

## Technical Appendices



# APPENDIX 1

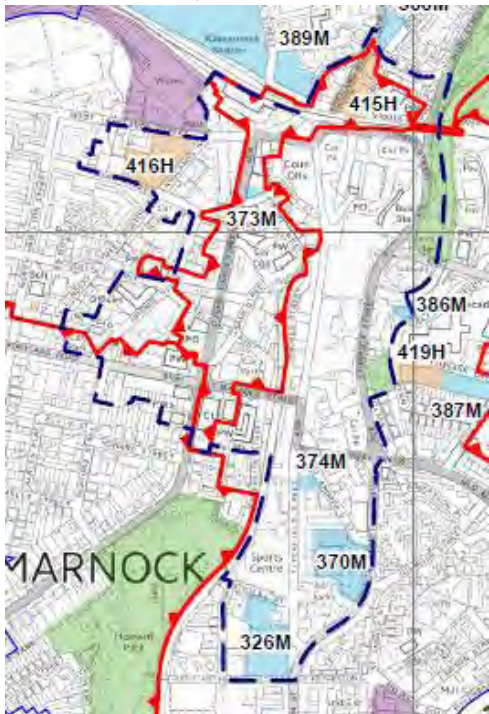
## PROPERTY MARKET REPORT

### INTRODUCTION

This section considers all property sectors in the town centre (defined by the LDP 2017) and South Central Kilmarnock (defined by the South Central Masterplan area) shown in Figures 1 and 2 below. It should be noted that there is a small area of overlap from Titchfield Street to West Netherton Street (south in the TC and north in the SC masterplan).

FIGURE 1: TOWN CENTRE

(blue hatched line)



Source: East Ayrshire LDP 2017

FIGURE 2: SOUTH CENTRAL



Source: East Ayrshire Local Development Plan 2, Main Issues Report, June 2020

This appendix provides a baseline of property data many of which are relevant to the Town Centre Healthcheck indicators, e.g. recent and proposed investment, retailer representation and demand, retail rents and yields and vacancy rates.

### RETAIL

#### Retail Market Overview

Scottish Government figures show that during the third quarter of 2021, Scotland's economy grew by 1.0%. Output grew in the services sector (2.1%), but fell in the production (-3.1%) and construction (-1.5%) sectors. This quarterly growth represented a significant slowing over the 5.6% which had been recorded in Q2 2021. Scottish Government's Retail Sales Index is currently on hold; results are available in the Monthly GDP Estimates.

The provisional monthly estimate for November 2021 suggested that output in that month grew by 0.8%. Provisional GDP in November was 0.6% above the level recorded in February 2020 immediately before the pandemic struck, meaning that all of the slump in output recorded following the first lockdown in March 2020 has now been recovered. In November 2021, output in the services sector – which accounts for three-quarters of the Scottish economy – grew by 0.5%, production grew by 1.7% and construction grew by 3.6%. Output within the service sector varied with consumer and public services broadly flat but other services growing at an estimated 0.9%.

KPMG and Scottish Retail Consortium (SRC) Scottish Retail Monitor, reported that in October 2021 total sales in Scotland increased by 2% year-on-year, however they are still down on pre-pandemic levels. On a two-year basis retail sales performed well below pre-pandemic levels where sales were down 11.3% on October 2019. The latest figures show total food sales decreased 1.3% versus October 2020, when they had increased by 4.4%; total non-food sales increased by 4.8% in October, compared with last year, when they had decreased by 19.3%. Adjusted for the estimated effect of online sales, total non-food sales increased by 0.4% in October versus the same month last year, when they had decreased by 6.2%.

Clothing and footwear performed well, while early Christmas-related purchases were seen. However, furniture sales remained weak, and grocery sales cooled.

The Scottish Retail Consortium and Sensormatic IQ data reports Scottish footfall fell by 19.8% in November 2021 compared with 2019 figures, this is below the UK average decline of 15.7%.

The Local Data Company recently recorded a six-year high in its retail vacancy rate at 16.4% in Q3 2021, up from 16.1% in the second quarter of the year, and 2.4% higher than Q3 2020. Shopping centre vacancies were 21.4%, while retail parks were 13.4%.

The retail sector is complex and dynamic. A number of key trends were driving the retail sector pre-pandemic:

- **Concentration into dominant centres** as consumers travel for an increasing range of goods and services. Retailers, leisure operators and service providers are investing in those dominant centres, and disinvesting from many medium and small centres, leading to closures.
- **Online shopping** is exacerbating the costs and market concentration challenges facing some retailers. Online shopping for groceries is estimated to account for about 17% of sales while for non-food shopping the proportion is estimated to be around 35% (source: Precisely) although it could be higher and is forecast to increase. The pandemic has accelerated online shopping. For independent retailers in small towns, the development of online sales is becoming essential for survival. Meanwhile, much of the service sector, such as banks, estate agents and travel agents have rationalized their services to be orientated online, which means that they are unlikely to reappear in small towns in the future.
- **Diversification** away from shopping, in part as a response to the above two challenges. Landlords and developers seek alternative sources of revenue and footfall through introducing leisure (cafes, bars, restaurants, cinemas), then other active uses such as hotels, offices and potentially residential. Whether the leisure-driven trend will continue post-Covid is uncertain. Diversification is also evident within superstores. Most town centre operators are too small to offer significant diversification, although examples include cafes within shops and retail art galleries.
- **Lifestyle changes.** Before the pandemic, people were switching towards shopping for groceries and some comparison shopping more locally than before. Small store formats have proved popular, such as Tesco Express, Sainsbury's Local and, particularly in small towns, Co-op. Value retailing in suburban locations such as Lidl, Aldi and B&M has been become especially important and continues to be so with limited household budgets. The enforced move to working from home is further embedding local shopping as are the growth of cycling and public transport. However, cars remain the dominant form of transport for visits to supermarkets and to major shopping malls.

The pandemic has accelerated these trends. Prime retail continues to concentrate into very few cities and destination malls and retail parks. The relentless rise of online shopping, accelerated by the pandemic lockdowns, has further transformed the retail landscape. Online shopping has shifted a large part of the market from physical shopping to technology and logistics. Traditional town centres, now including larger centres such as county towns,



have lost market share, particularly as larger multiple retailers require fewer stores to service their customers’ needs. The enforced move to working from home has further embedding local shopping for convenience and general needs.

Particularly notable in the marketplace is the loss of half of Scotland’s department stores since 2015 and the loss of fashion stores including the Arcadia group (Burtons, Dorothy Perkins et al) and Gap which is moving entirely online in the UK. Casual dining over-expanded during the last market cycle and is now seeing closures (Frankie & Benny’s for example). There is also market concern over the capacity of smaller chains and independents who have survived the pandemic to repay debt<sup>1</sup> and resume previous trading levels.

In very local markets however, value/ discount retailers, grocery/ convenience stores and food & beverage chains continue to invest. Likewise personal services such as health & beauty and private medical (dentists, vets) operators continue to trade well from physical premises – effectively services which cannot be bought online.

The Centre for Retail Research<sup>2</sup> summarises the current market challenges facing physical retailing as high costs (rents, rates and labour), low profitability (costs again and heavy price competition), online growth, lack of planning and preparation, and the lockdown(s).

Market adjustment will take a number of years, as vacancies rise (JLL estimates a doubling from pre-pandemic to 2026), values fall and new formats or alternative uses are introduced. Interventions in town centres to remove retail space and provide other commercial, residential or amenity space are becoming more commonplace. Even the apex of the retail market, Edinburgh’s Princes Street, is seeing dramatic change both from the loss of failed retailers and the opening of the new St James Quarter.

Town centres which offer essential local uses and / or high quality shopping and associated visitor experience are likely to fare best. Others are likely to require ongoing restructuring into the medium term.

Town centres which offer high quality shopping and associated visitor experience are likely to continue to thrive. Comparably Kilmarnock is performing at least as well as other towns in the West of Scotland. For others (the majority), especially those with no distinctive offer, the future is less certain and there will likely be fewer shops in the future. However, this can pave a way for better quality, more varied and experiential uses and activities.

Kilmarnock

Kilmarnock is the dominant centre for East Ayrshire, with Cumnock (a Strategic centre), and Dalmellington, Galston and Stewarton as service centres. In addition, there are seven local town centres, Auchinleck, Darvel, Catrine, Mauchline, Muirkirk, New Cumnock and Newmilns.

The town’s main retail competitors are Glasgow city centre and Silverburn Shopping Centre. Glasgow city centre is c. 25 miles from Kilmarnock and is very accessible by public transport and by car and has previously been named the number 1 retail destination in the UK outside of London’s West End. Silverburn Shopping Centre is c. 17 miles from Kilmarnock and is the largest purpose built regional shopping centre in Scotland with over 100 outlets. There is also a leisure provision in the form of restaurants and a cinema. Both are destination centres.

Kilmarnock town centre has seen some high profile closures in recent years. While this is a concern it is in-line with other similar towns throughout the country with major retailer store rationalisations and administrations. Multiple retailer closures in Kilmarnock include H. Samuel, Clinton Cards, Game, Superdrug, Thomas Cook, Clarks and DW Sports. On the positive though multiples have opened new stores including Poundland, The Works, Food Warehouse and Poundstretcher. Aldi has also opened a larger, purpose-built store, albeit a relocation within the town.

There is a good range of food and non-food outlets in Kilmarnock and while there is a sufficient supply of outlets selling convenience goods, the choice of outlets selling comparison goods is limited. According to the Town Centre Healthcheck conducted in 2019, there is perceived customer demand for a wider range and variety of shops in the town.

Retail Stock and Vacancy Rates

Kilmarnock town centre<sup>3</sup> has a retail **stock** of 1.16 million sqft, with a floorspace vacancy rate of 8.3% and availability rate of 12.8%<sup>4</sup>. The majority of this stock is located within the retail core of King Street, Tichfield Street, Foregate, Bank Street and the small indoor shopping centre Burns Mall, centrally located at the Cross. Retailers are a mix of national and local multiple retailers and local independent retailers. Additionally, this area has leisure, office and other footfall generating uses.

Burns Mall Shopping Centre was built in the 1970s and comprises c. 180,000 sqft in 29 units. The centre is owned by NewRiver, a Real Estate Investment Trust, and major tenants include New Look, Home Bargains, Farmfoods, Argos, The Works and Greggs. As well as its retail provision, Burns Mall also provides a key link from the Cross/King Street area through to Sturrock Street and the Palace and Grand Hall Complex. It also provides a link to the Kilmarnock Bus Station.

Using the month of March as an indicator for **footfall** at the Burns Mall, in 2021 footfall was 163,133, compared with 310,501 in 2020, and 384,759 in 2019. The 2021 figure was affected by Covid-19 restrictions, and the 2020 figure was as the first lockdown began. It is also noted that Friday is the busiest day of the week for footfall, and the busiest hour of the week is between 12-1 on Saturdays.

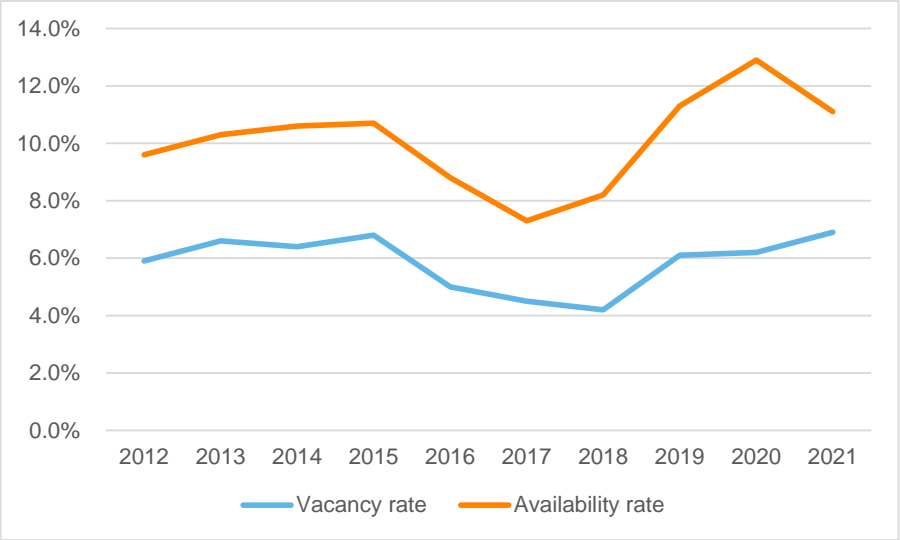
South Central has a retail stock of 416,000 sqft with a vacancy rate of 0.9% and availability rate of 2.7%. Shops are located primarily on Titchfield Street, High Glencairn Street and at Glencairn Retail Park.

However, the two areas combined give a total retail stock of 1.41 million sqft<sup>5</sup> with a vacancy rate of 6.9% and availability rate of 11.1%.

Figure 4 shows vacancy and availability rates in the combined town centre and South Central area since 2012. Both fell from 2015 to 2017/18, but began to rise in 2018/2019.

Kilmarnock as a whole has a 6% retail vacancy rate, and East Ayrshire has 5.4% (CoStar). This measurement is based on floorspace.

FIGURE 3: RETAIL VACANCY AND AVAILABILITY RATES



Source: Ryden/CoStar

The town has two retail parks which lie south of the town centre, with one, Glencairn Retail Park, located in the South Central Kilmarnock area.

Glencairn Retail Park is owned by Killy Property and comprises 8 retail units totalling 104,625 sqft along with a

<sup>1</sup> In his regular sector report, Bill Grimsey suggests that at least one-third of small high street businesses could default on loans which have climbed from £500m pre-pandemic to £2.3bn.

<sup>2</sup> Retail at Bay (2021 update)

<sup>3</sup> Defined by LDP 2017

<sup>4</sup> CoStar

<sup>5</sup> The two areas have an overlap of units, therefore the totals will not add.



standalone restaurant and standalone petrol station. There is one unit currently available (former DW Sports) creating a 7% floorspace vacancy rate here. Current tenants include Dunelm, Poundland, Poundstretcher, Food Warehouse (Iceland), TK Maxx, and Halfords. The standalone restaurant has also been vacant since February 2020 when Pizza Hut closed its doors. In October 2021, a planning application was submitted for Greggs to take over the unit with a take-away and sit-in offering. A Phase 2 of Glencairn Retail Park was planned of c. 72,000 sqft however this currently is on hold. A Tesco Extra lies adjacent to the retail park.

The town's other retail park, Queens Drive Retail Park, lies just outside the town centre boundary to the south-east. The retail park totals 111,830 sqft in 8 units and is fully occupied. Current tenants are The Range, B & Q, Pets at Home, B & M, Smyths Toys, SCS, Next and Currys PC World. An Asda supermarket is also located here, as are restaurants KFC and Burger King. The first phase was completed in 1997 and M7 Real Estate purchased Queens Drive Retail Park in September 2020 as part of a portfolio. Close by is an Odeon cinema, Tony Macaroni and Beijing Banquet restaurants.

Retail Supply and Take-up

As shown in Table 1, there are 41 retail units totalling 145,624 sqft available and actively being marketed in the town centre and South Central and includes Class 2 units. These units range from 274 sqft up to 29,860 sqft (although the largest unit is sub-divisible). The majority of available units (80%) are smaller than 5,000 sqft.

TABLE 1: RETAIL AVAILABILITY BY SIZEBAND

| SIZEBAND     | FLOORSPACE (SQ.FT.) | NUMBER OF UNITS |
|--------------|---------------------|-----------------|
| 0 - 999      | 9,141               | 14              |
| 1,000 – 1999 | 11,077              | 8               |
| 2000 – 4999  | 33,308              | 11              |
| 5000 – 9999  | 39,295              | 6               |
| 10000+       | 52,873              | 2               |
| TOTAL        | 145,624             | 41              |

Source: Ryden/CoStar/agents' websites

In addition, a 9,014 sqft retail unit is currently under offer<sup>6</sup> where a planning application for change of use to dog grooming, dog day care, café and residential accommodation (1f) (21/0497/PP) was approved in September 2021.

Also recorded are two retail business which are for sale as going concerns (Private & Confidential).

Since January 2016, a total of 260,099 sqft of retail space has been recorded as taken-up (sales and lettings) in 99 units. The annual average is 45,000 sqft in 17 units, however 2016 and 2017 saw the highest take-up with c. 62,000 sqft in 22 units each year. For 2021, there are 10 recorded transactions totalling 45,362 sqft, however this includes a letting of 36,759 sqft to Poundstretcher on Fowlds Street. A selection of recent transactions are noted on Table 2. Overall it is an active market for a town of this size.

TABLE 2: RETAIL TRANSACTIONS

| ADDRESS               | FLOORSPACE (SQ.FT.) | DETAILS   |
|-----------------------|---------------------|---|
| 13 Titchfield Street  | 1,305               | Retail unit let in October 2021 on a new lease at £14,500 pa  |
| 7 Bank Street         | 1,655               | Retail unit (Class 2) let in August 2021 to East Ayrshire Carer Centre on a 10-year lease at £17,500 pa |
| 24 Bank Street        | 876                 | Retail unit let in July 2021 to American Munchies on a 5-year lease at £10,000 pa                       |
| 15 St Marnock Street  | 420                 | Retail unit let in July 2021 to Red   |
| 28 Grange Street      | 700                 | In July 2021 Nanny Mary's Desserts opened a desserts parlour  |
| 19 Portland Street    | 2,353               | In June 2021 Mobility Matters opened a store  |
| 117 King Street       | 400                 | Let in May 2021 to Total Vapes on a 5-year lease at £9,000 pa   |
| 2 Fowlds Street       | 36,759              | Let in March 2021 to Poundstretcher on a 10-year lease  |
| Glencairn Retail Park | 10,430              | Let in June 2020 to Food Warehouse (Iceland) within former Aldi store                                   |
| 53 Titchfield Street  | 416                 | Let in October 2020 to Bella Mani nail salon  |
| 25 Foregate           | 695                 | Let in August 2020 to KP Fresh Fish on a 5-year lease   |
| 52 King Street        | 1,352               | Let in December 2019 to Cash Generators on a 10-year lease at £25,000 pa                                |
| 62 Bank Street        | 1,048               | Let in August 2019 to Flutterby Photography at £14,000 pa   |
| 10 Portland Street    | 1,352               | Let to Holland & Barrett on a 5-year lease at £25,000 pa  |
| West Netherton Street | 13,498              | In April 2019 a purpose built Aldi opened   |
| 26 Sturrock Street    | 880                 | Sold in April 2019 for £45,000, currently trading as Kathleen Richmond Couture                          |

Source: Ryden / CoStar / websites

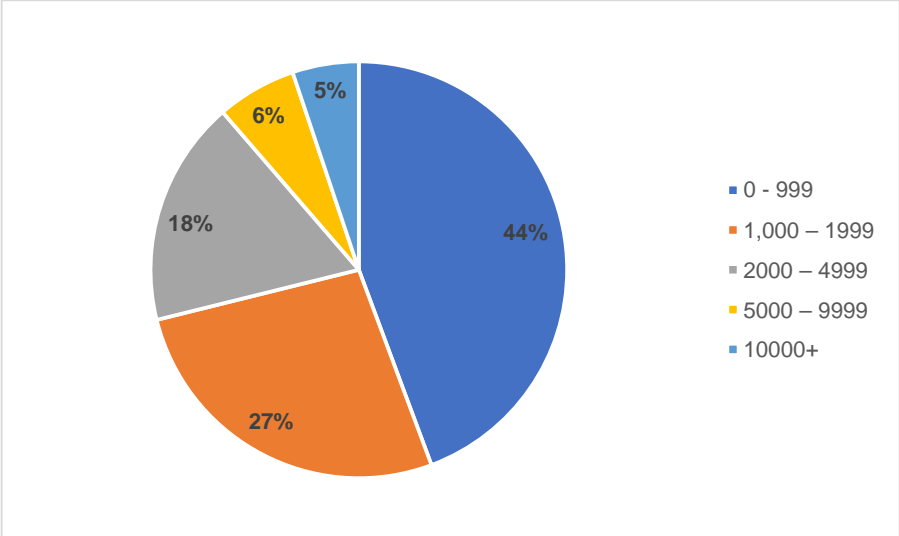
Although Queens Drive Retail Park lies out with the study area, of note is the recent takeover by Tony Macaroni of the former Frankie & Benny's restaurant, and Beijing Banquet of the former Scots Bonnet restaurant, while Iceland opened a concession within The Range.

The majority of retail units, 88%, taken up are smaller than 5,000 sqft, which is a similar percentage to the available units (Figure 4).

<sup>6</sup> 1 Langlands Brae



FIGURE 4: RETAIL TAKE-UP BY SIZEBAND (number of units)

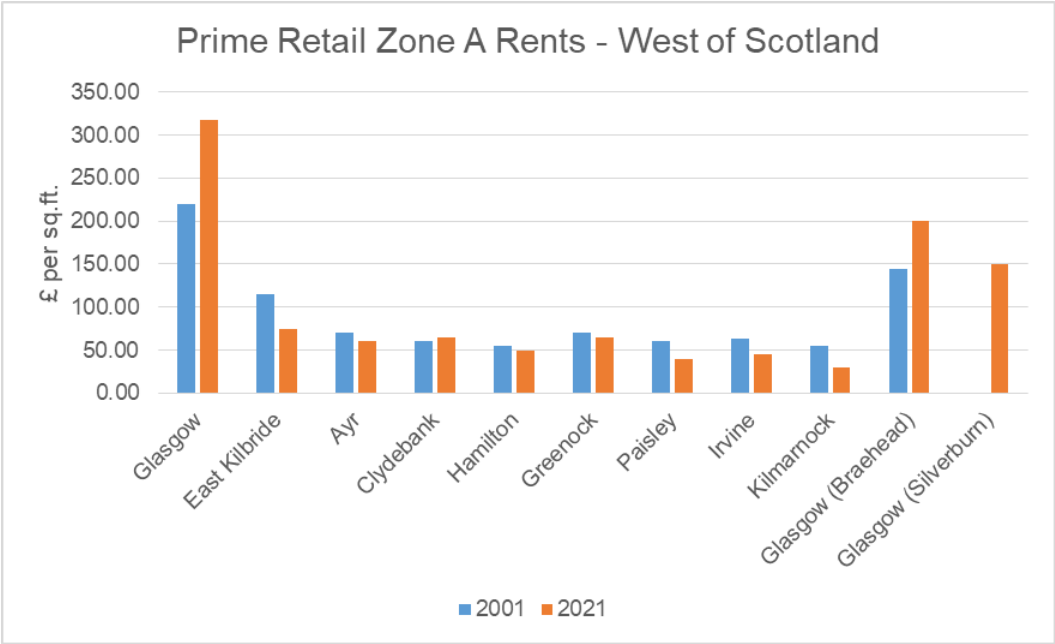


Source: Ryden / CoStar / websites

A rental of £15-£30 per sqft Zone A may possibly be achieved for Kilmarnock town centre. It is understood that during a recent lease re-gear for a unit occupied by a multiple retailer the rental has been reduced in stages over the years to keep them in occupation.

As shown in Figure 5 prime retail Zone A rents have been squeezed. Glasgow's rents have been increasing.

FIGURE 5: PRIME RETAIL ZONE A RENTS – WEST OF SCOTLAND



Source: Ryden

### Comparator towns

Two towns have been selected as a comparison to Kilmarnock, these are Ayr and Falkirk. These were selected as they have a similar population to Kilmarnock and are located a similar distance from Glasgow.

The total retail stock in Kilmarnock is below the c. 2 million sqft recorded for the town centres of comparator

locations Ayr and Falkirk.

Ayr town centre has a current vacancy rate of 10.5% and availability rate of 6.2%, while Falkirk town centre records a vacancy rate of 3.8% and an availability rate of 3.1%. For a town of Kilmarnock's size retail stock is slightly lower to similar towns, while vacancy/ availability rates are around the same or slightly higher.

As a comparison retail take-up in Ayr was higher with a total of 316,000 sqft taken up since 2016 in 176 transactions, giving an annual average of 53,560 sqft in 29 transactions, while Falkirk was lower with a total of 217,220 sqft in 133 transactions, giving an annual average of 36,820 sq.ft. in 22 transactions.

A rental of £60 per sqft Zone A may possibly be achieved for both Ayr and Falkirk's town centres however at the moment new transactions are limited and rental levels are agreed on a case by case basis and may be difficult to apply rates to towns at this stage.

### Developments and Demolitions

Kilmarnock has seen new retail development, redevelopment and demolition:

Aldi opened a new purpose-built 13,500 sqft supermarket on West Netherton Street in April 2019. They relocated here from a smaller store at Glencairn Retail Park.



On King Street the c. 48,000 sqft former BHS store, which closed in 2016, is to be sub-divided into three smaller units. This unit is owned by NewRiver, who also own Burns Mall.



The former Mothercare store at 121-135 King Street was purchased by East Ayrshire Council and was demolished at the start of 2021, and a new public garden, St Marnock Square, is being developed in its place using common goods funds.



Proposals for a further phase of retail development at Glencairn Retail Park have been put on hold. The retail park had planning consent obtained for 100,000sqft open A1 non-food retail and a 3,000 sqft restaurant unit





In addition to shops there are other major sites undergoing change in central Kilmarnock:

The Foregate multi-storey car park is due to be demolished due to health and safety recommendations. It is expected to be demolished by December 2022 and three new car parks, at Grange Street, Sturrock Street and London Road will be developed as replacements. There are a small number of business units located on the ground floor on the Foregate who will require to be relocated. Once demolished, this will be a significant and prime site for Kilmarnock.



Former ABC cinema, Titchfield Street has been closed for two decades and is now in a state of disrepair and is on the Buildings at Risk Register. It is one of the most imposing buildings on the street and various absentee landlords have allowed the building to deteriorate to its current state. Recently, the Council has invested in pavement improvements; other private landlords have upgrade their properties; and there is a good mix of well established businesses and newly opened enterprises along Titchfield Street. All of which only reinforces the blight that the old cinema has become to this area.



White Tile Building on 25-33 King Street. Purchased by East Ayrshire Council in 2019. The building has street level presence across the three shop fronts; the very large floor space over three storeys; and a unique roof-top terrace with views over the river. In conjunction with Celebrate Kilmarnock, plans are in progress to create a creative industries campus in the building and an application to the Scottish Government's Regeneration Capital Grant Fund has been confirmed.



The former RBS building occupies a prominent position at The Cross however has lain vacant and derelict for a number of years. The Grade B listed building has Class 2 use, and Class 3 consent (food and drink) has been applied for. Celebrate Kilmarnock previously explored options for a permanent community owned space however the cost of the repairs required and the purchase price of the building were ultimately prohibitive.



The former GPO at 73 John Finnie Street (9,420sqft), along with the sorting office at 7 Nelson Street (17,442sqft) are for sale as a development opportunity. The buildings are connected but could be sub-divided. A demolition warrant for 7 Nelson Street has been granted.



Kilmarnock town centre and the south central area is heavily constrained by SEPA-identified fluvial flood risk which covers much of these areas. The number of new developments has partially been affected by this hazard and most of the changes made recently have been in the form of conversions of existing buildings.

The following Table 3 highlights recent change of use applications and indicates activity in the town.

**TABLE 3: CHANGE OF USE PLANNING APPLCATIONS**

| ADDRESS   | PLANNING APP NO. | DETAILS   |
|---|------------------|---|
| 11-13 James Little Street                           | 21/0028/PP       | Entertainment to business and general industrial. Unit formerly occupied by CentreStage who relocated to the former Kilmarnock Academy building.                  |
| 81-83 King Street                                   | 20/0215/PP       | Retail to adult amusement centre  |
| 21 Portland Street                                  | 20/0622/PP       | Change of use to form office in vacant first floor premises   |
| 2 Fowlds Street                                     | 19/0509/PP       | Sub division of existing retail unit to form office, soft play area, gym and restaurant including takeaway  |
| 1 West George Street                                | 19/0068/PP       | Nightclub to hotel  |
| Part of former Kilmarnock Academy, 15 Elmbank Drive | 18/0394/PP       | School to shops, financial, professional and other services, food and drink, business, storage, assembly and leisure. For Centrestage. Just out with town centre. |

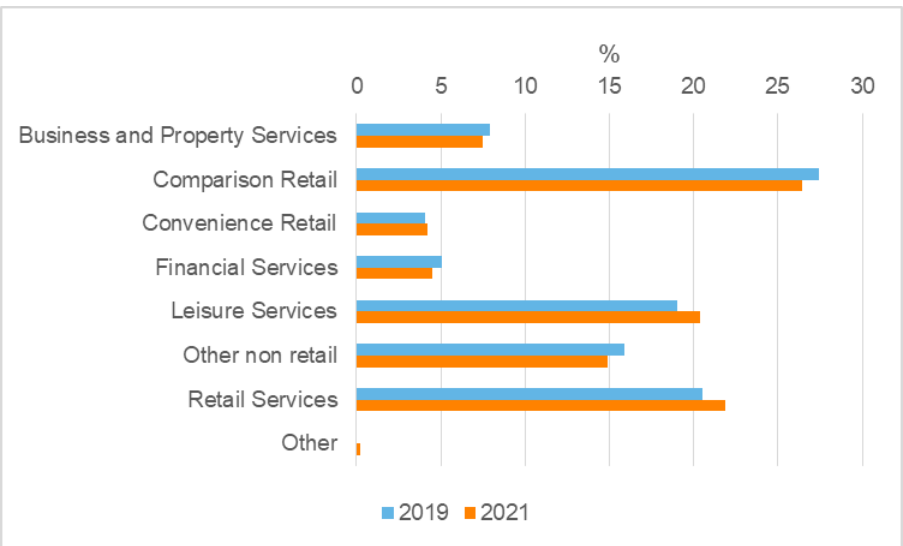
Source: Ryden/East Ayrshire Council

**Retail Audit: Stock, Mix of uses, Vacancy / Occupancy Changes (East Ayrshire Council Data)**

East Ayrshire Council's Retail Audit<sup>7</sup> (August 2021) records 459 ground floor units in the town centre. This includes comparison retail, convenience retail, retail services, business and property services, financial services, leisure services, other non-retail, other and vacant. Of these 57 units, or 12% are noted as vacant.

As a comparison to 2019 there were 469 units, with 79 vacant, or 17%. By broad business category the main changes are number of comparison units and financial services have gone down slightly, while convenience retail, leisure services and retail services have increased (although all by very small margins). (Figure 6)

**FIGURE 6: CHANGES IN BUSINESS CATEGORY 2019-2021**



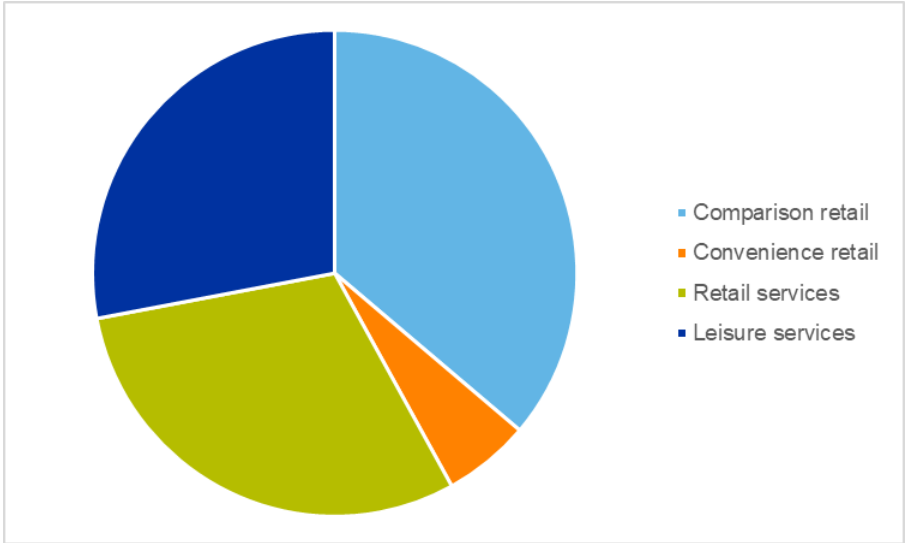
Source: East Ayrshire Council / Ryden

<sup>7</sup> Surveyed on 30 July 2021. Refers to ground floor premises only. Kilmarnock town centre boundary from the 2017 Local Development Plan, which takes in areas not within what could be considered the retail core



Of the 459 noted units in 2021, 211 units, or 46%, were occupied by retailers. Figure 7 show that the majority of these retail units are used for comparison retailing. In addition, a further 82 units are occupied by 'leisure services' this includes cafes, restaurants, bar, take-aways and bookmakers. The remaining 166 units were occupied by business and property services, financial services, other non-retail and vacant units.

**FIGURE 7: TYPES OF RETAIL OCCUPATION IN 2021**



Source: East Ayrshire Council / Ryden

Looking at changes to occupiers between 2019 and 2021 the following has been noted:

- 42 units that were vacant in 2019 are now occupied
- 25 units that were occupied in 2019 are now vacant
- 32 units that were vacant in 2019 were still vacant in 2021 (although doesn't mean there wasn't an occupier in the meantime)
- 3 retailers relocated to units elsewhere in the town
- 7 units have been demolished
- 13 streets had no changes to occupiers/vacancies
- The majority of changes were to local independent retailers, see Table 14 at the end of the document for changes to occupation.

**Multiple Retailers**

Multiple retailer representation is generally a positive factor, although it does not necessarily reflect the performance of a town centre. In small towns, it is often much less important than the strength and quality of independent retailers.

Kilmarnock has 80 units occupied by 72 individual multiple retailers in the town centre<sup>8</sup>, this includes national retailers and local chains<sup>9</sup>. Examples include Boots, Marks & Spencers, The Works, River Island, Sports Direct, Farmfoods, Greggs, Semi-Chem, Holland & Barrett, Card Factory, New Look and Shoe Zone.

There are a further 18 multiple retailers at the town's retail parks and comprise all of the occupiers of these parks, including Next, B & M, Pets at Home, B & Q, Dunelm, Smyths Toys and The Range.

- Kilmarnock has a further 5 supermarkets (not including those in the town centre and at retail parks). The supermarkets in and around the town centre are:
- Town centre: Farmfoods at Burns Precinct and Iceland on Fowlds Street
  - South Central: Aldi on West Netherton Street, Lidl on High Glencairn Street, Food Warehouse and Tesco

- at Glencairn Retail Park
- Retail park: Asda at Queens Drive Retail Park
- And Morrisons on West Langlands Street (north, just outside defined town centre)

The wider town also has Tesco superstore (on Glasgow Road), and smaller Scotmid / Costcutter / Spar stores.

**Retailers Expanding (Requirements), Consolidating and Lease Expiries**

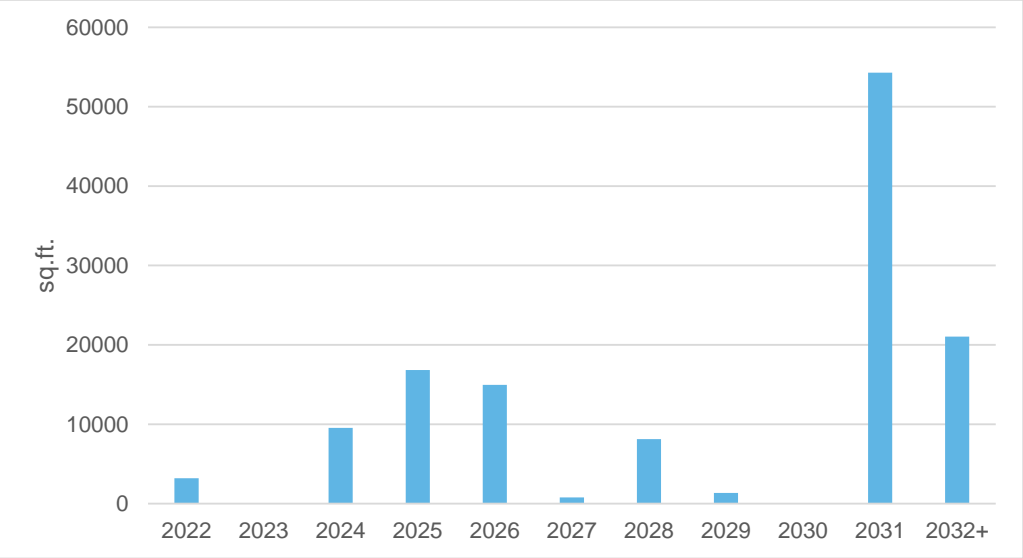
Some retailers continue to expand their presence across the country. New store requirements continue from Home Bargains, B&M, Aldi, Lidl and drivethru fast food and coffee operators including Greggs, Tim Horton, Starbucks and Costa. There is a known requirement for Lidl in Kilmarnock.

While other retailers continue with estate rationalisation, consolidation and closures. Kilmarnock has already seen closures due to this e.g. Brighthouse, Thomas Cook, Superdrug, Clarks, Top Shop, Burtons. For retailers with a presence currently in Kilmarnock this includes New Look, Marks & Spencer, Boots and WH Smith.

There are 27 units with a known lease expiry date from 2022 to 2035 totalling c. 130,000 sqft, Figure 9 shows the amount of floorspace due for expiry per year. There are 5 units in 2022 and 2015, with 1 to 4 for the other years, and 6 for years 2032 onwards. (Figure 8)

For multiple retailers WH Smith at 36 King Street is due to expire in 2024. Boots at 62-70 King Street and Boots Optician at 54 King Street have leases which are due to expire in 2025. Poundstretcher on Fowlds Street and Sports Direct on Portland Street are both due to expire in 2031.

**FIGURE 8: KNOWN RETAIL LEASE EXPIRIES**



Source: Ryden/CoStar

<sup>8</sup> List compiled by Ryden using the East Ayrshire Retail Audit 2021  
<sup>9</sup> Multiples here also includes charity stores, banks and building societies, funeral directors



## LEISURE

Kilmarnock has a strong cultural quarter with key buildings such as the Dick Institute, Ayrshire Arts Academy, the Palace and Grand Hall. Opening in 1901, the Dick Institute is a 4-star attraction with over 120,000 visitors a year. It houses the largest museum and gallery spaces in Ayrshire and East Ayrshire's central library. Ayrshire Arts Academy has been developed by Centrestage within the former Kilmarnock Academy and provides opportunities for performing arts and other creative, social and recreational activities. The Grade A listed Palace Theatre was originally opened as a corn exchange in 1863 and converted to a theatre in 1903. Together with the neighbouring Grand Hall it is Kilmarnock's art music venue. These buildings form part of plans for a Cultural Corridor in the town via a bid to the Levelling up Fund there are plans to improve a number of the buildings including accessibility and landscaping and linking the buildings up via a green corridor which links these heritage assets together with the Cross.



Kilmarnock is also well served by public parks and the new green space provided at St Marnock Square is a welcome addition to the town centre. Howard Park borders the town centre and south central areas and the wider Kilmarnock area also includes Dean Castle Country Park, Kay Park, Piersland Park and the Scott Ellis Recreation Ground which sits adjacent to the Ayrshire Athletics Arena.

The Galleon Centre, on Titchfield Street, is a key building within the south central area. Originally opening in 1987, the Galleon is the major sport and leisure complex for the Kilmarnock area. It is operated by a charitable trust, with core funding from East Ayrshire Council. The Council has committed to supporting the existing facility until 2023 while it assesses next steps which could include refurbishment or relocation. There are SEPA constraints for re-developing on the current site.



Although at an early stage there are also plans for a new wellbeing hub within Kilmarnock. The development of this facility has the potential to make a significant contribution to the regeneration of Kilmarnock town centre if the location of the hub is carefully sited.

Whilst the town does have a number of restaurants and bars it has generally been commented within previous strategies that there is a lack of night time activity within the town. In addition, there are no hotels listed within the town centre or south central area.

There are currently 7 leisure properties available for lease or sale. This comprises 3 public houses, 1 diner/nightclub, 1 gym, and 2 take-away businesses. As noted in the retail audit of the town centre above there are 82 units are occupied by 'leisure services' this includes cafes, restaurants, bars, take-aways, bookmakers.

## OFFICE

### Office Market Overview

The office-based service sector has grown to become the majority of the UK workforce. The 1990s' urban renaissance encouraged a continuing wave of office market growth in larger cities. For example, Glasgow and Edinburgh city centre's office markets grew due to its amenity, public transport and educated and skilled workforce across its commuting catchments. By comparison, many mono-use business parks and town office markets stalled after the early 2000s dot-com boom.

The focus of office working is moving onto productivity and wellbeing, rather than simply physical space. For larger organisations the office is becoming more of a corporate hub than a full-time workplace, while co-working spaces for projects, smaller businesses and individuals are growing. Agile working was already growing prior to the Covid-19 pandemic shift to home-working. The pandemic has accelerated that shift: tentatively at this early stage, some organisations are planning to accommodate not all staff being in the office at once, and there is early suggestion of some decentralisation. There may still however be some snap-back to previous modes of working, even if agile working does become more embedded. A number of policy and office market drivers could thus potentially align to deliver at least some rebalance away from what had become an almost exclusive focus on cities and their CBDs. One corollary for towns may be a repatriation of some office activity from cities, even if only meeting and touchdown desk space to supplement homeworking.

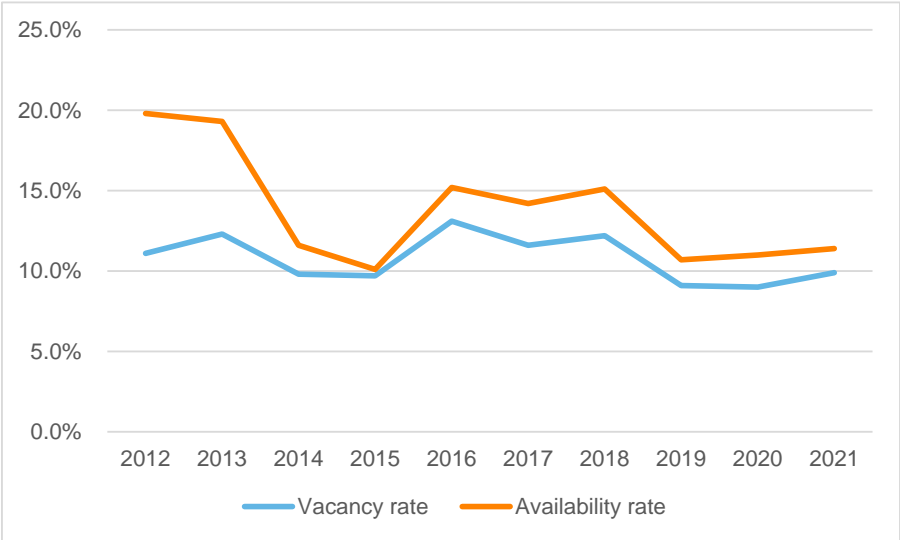
### Kilmarnock

The town centre of Kilmarnock has an office stock of 245,000 sqft while the South Central area has 82,000 sqft. The two areas combined<sup>10</sup> provide 323,300 sqft of office accommodation.

The town centre has an office vacancy rate of 4.6%, while South Central is much higher at 24.4%, the areas have a combined vacancy rate of 9.9%. This is compared with 13.9% for Kilmarnock as a whole, and 13.3% for East Ayrshire. Availability was at a high of 20% in 2012. (Figure 9).

The town is the main administrative centre of East Ayrshire Council and John Dickie Street includes a number of heritage buildings owned by the Council such as Civic Centre North and Civic Centre South. There had previously been thoughts to redevelop/refurbish these buildings to bring council workers into the town centre from London Road as part of the Council's Smarter Working agenda. However, the Covid 19 pandemic has meant working more flexibly and from home has become much more widely accepted. The Council is reviewing its operational portfolio in light of this change. At Civic Centre North, it is understood that and the Council's estates team is working on relocating the tenants from the ground floor of the Foregate multi-storey into part of the building by vertically dividing it. It could potentially also provide expansion space for the Ingram Enterprise Centre which has proved extremely popular with local businesses.

**FIGURE 9: OFFICE VACANCY AND AVAILABILITY RATES**



<sup>10</sup> There is an area of overlap between the two areas



Source: Ryden / CoStar

Town centre offices are located in older buildings, on upper floors around the retail areas. In South Central offices are located primarily on Glencairn Street, within Glencairn Industrial Estate and Belford Mills. Again mainly older buildings but some from the 1960s-1990s.

Occupiers are local authority, local solicitors, accountants, estate agents, third sector and include East Ayrshire Council, PRA Group, Capita, JRD Partnership, MacIntosh & Wylie, McSherry Halliday, Buzzworks, Slater Hogg and Henry Brown & Co.

Main office locations in Kilmarnock includes:

The Ingram Enterprise Centre is a restored Victorian building on John Finnie Street, these serviced offices are run by East Ayrshire Council and opened in 2018. While Trinity Business Centres provides serviced offices John Finnie Street in the town centre and on East Shaw Street in the South Central area.



Belford Mill on Brewery Road is an upgraded former mill complex to provide offices, studios and workshops. Occupiers tend to be from the third sector and include Salus, CVO East Ayrshire and Sacro.



Just to the north and out with the town centre lies the major HALO Enterprise and Innovation Centre (HEIC), a 45,865 sqft 4-storey low carbon mixed use building available for lease. It adjoins the new Ayrshire College Campus and the railway station is part of the regeneration of the former Johnnie Walker Site. The focal point will be the Enterprise and Innovation Centre, a commercial hub created to stimulate digital learning, inspire innovative thinking and provide a conducive environment for spin-out, new-start, scale-ups, digital and manufacturing and cyber businesses of all sizes. The HALO opened in Autumn 2021 and has secured PRA Group (300 staff) as its anchor tenant. Barclays has also opened a new business incubator hub within the HALO.



To the north of the town is the modern Rowallan Business Park which comprises c.120,000 sqft of office and industrial space in 5 buildings. The major occupier is Telecom Service (t/a Webhelp), whose building is currently for investment sale. There are development plots here for sale.



### Office Supply and Take-up

There are currently 31 offices totalling 61,171 sqft. available and actively being marketed in the town centre and South Central (Table 4). These units range from 98 sqft up to 20,000 sqft, although some offices are sub-divisible

into smaller suites. The majority of available units (80%) are smaller than 2,000 sqft, with 90% smaller than 5,000 sqft.

TABLE 4: OFFICE AVAILABILITY BY SIZEBAND

| SIZEBAND     | FLOORSPACE (sqft) | NUMBER OF UNITS |
|--------------|-------------------|-----------------|
| 0 - 999      | 6584              | 18              |
| 1,000 – 1999 | 10402             | 7               |
| 2000 – 4999  | 8027              | 3               |
| 5000 – 9999  | 16158 *           | 2               |
| 10000+       | 20000 **          | 1               |
| <b>TOTAL</b> | <b>61,171</b>     | <b>31</b>       |

Source: Ryden / CoStar / agents websites

\* includes the former GPO on John Finnie Street for sale as a potential development opportunity

\*\* sub-divisible into smaller suites

Three office investments totalling 32,717 sqft are currently for sale.

Since January 2016, a total of 66,664 sqft of office space has been recorded as taken-up (sales and lettings) in 33 offices. The annual average is 13,333 sqft in 7 offices. For 2021, there is only 1 recorded transaction totalling 2,167 sqft. A selection of recent transactions are noted on Table 5.

TABLE 5: OFFICE TRANSACTIONS

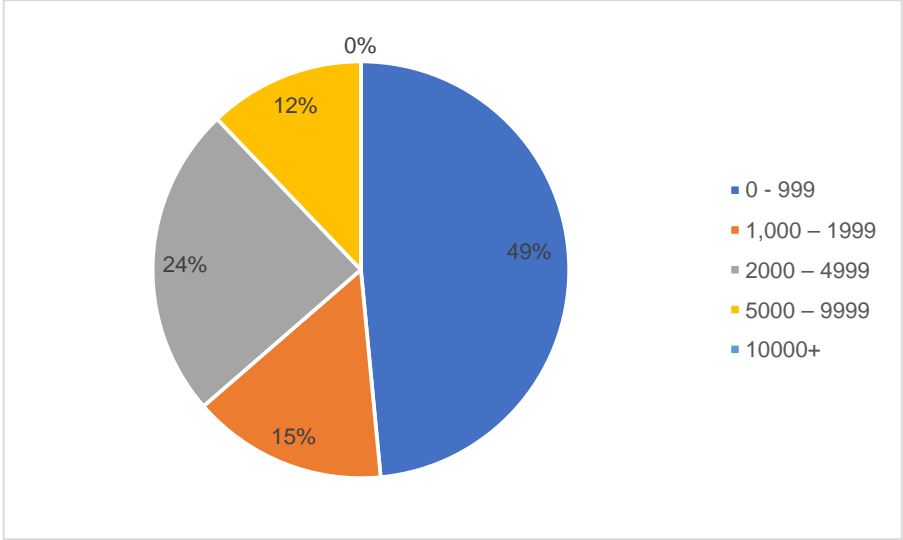
| ADDRESS                                      | FLOORSPACE (SQ.FT.) | DETAILS  |
|--|---------------------|--|
| Ythan House, 10 Bellsland Drive              | 2167                | Sold in February 2021. Asking prince £130,000  |
| 10 Lawson Street                             | 6370                | Sold in August 2020. Comprises office and warehouse accommodation  |
| 12A High Glencairn Street                    | 417                 | Let in September 2019 to Julie Bigley at £4,992 on a 1-year lease  |
| 66 John Finnie Street                        | 519                 | Let in in September 2019 to Dynamic Diamond at £7.50 per sqft  |
| 27 Portland Street                           | 4207                | Let in August 2019 to Fedcap Employment Scotland at £7 per sqft  |
| 34 Grange Street                             | 8127                | Let in February 2018 to Buzzworks on a 5-year lease at £8 per sqft   |
| Ingram Enterprise Centre, John Finnie Street |                     | On opening in 2018 suites had been let to 10 businesses including Coast Entertainment, Giglets, and Rowallan Specialist Survey. Of note in November 2018 566sqft let to AVQ Management; 196sqft let to New Intelligence Consultancy; and 180sqft let to Four One Safety, all at £21 per sqft |
| 23 John Dickie Street                        | 762                 | Let in May 2018 to M Kerr and P Bowerbank (Essential Therapies)  |
| 10 Grange Place                              |                     | Lease renewal in November 2011 to Volaro on a 9-year lease at £10 per sqft   |

Source: Ryden/CoStar/websites

The majority of offices, 64%, taken up are smaller than 2,000 sqft, with 88% smaller than 5,000 sqft (Figure 10).



FIGURE 10: OFFICE TAKE-UP BY SIZEBAND (number of units)



Source: Ryden/CoStar

Office rents in Kilmarnock range from £7 - £10 for traditional buildings. Serviced business centres can achieve higher rental levels.

Comparator towns

As a comparison the town centre of Ayr has a much higher office stock than Kilmarnock with 860,000 sqft, while Falkirk’s town centre office stock is lower with 229,300 sqft.

The town centre of Ayr has a similar office vacancy rate to Kilmarnock’s town centre at 4.1%, but is much lower than the South Central area and lower than the areas combined. While Falkirk’s is slightly lower at 3.2%.

Office take-up in Ayr’s town centre totalled 88,900 sqft in 92 transactions giving a similar annual average of 15,070 sqft in 15 transactions. While Falkirk’s town centre achieved a lower office take-up of 55,200 sqft in 27 transactions giving an annual average of 9,355 sqft in 5 transactions.

Office rents in Ayr range £6 - £18 per sq.ft., with Falkirk’s ranging £6 - £12 per sq.ft.

INDUSTRIAL

Industrial Market Overview

Demand for industrial property comes from a very wide range of occupiers including manufacturing, trades, storage and distribution and local services. Small to medium, well-maintained and well-located industrial units are often well-occupied.

Across Scotland industrial occupancy rates are high. However much of the country’s industrial stock was built during the 1950s to 1980s by the public sector, such as regional councils and the Scottish Development Agency. These older premises are now ageing towards obsolescence, while delivering new development is challenged by infrastructure costs and in some locations by higher value alternative uses displacing industry.

East Ayrshire’s peak decade for new industrial development was in the 1970s to 1990s when the likes of Glencairn Industrial Estate and Moorfield Industrial Estate in Kilmarnock and Caponacre Industrial Estate in Cumnock were built. Recent new industrial development in Kilmarnock has been very limited, with units at Moorfield North Industrial Park and Rowallan Business Park.

Generally, across Scotland, private sector development now focuses on prime locations such as cities and public sector support targets areas of need.

Kilmarnock

The town centre of Kilmarnock has an industrial stock of 89,320 sqft while the South Central area has 387,210 sqft The two areas combined<sup>11</sup> provide 433,220 sqft of industrial accommodation.

The town centre has an industrial vacancy rate of 2.2%, while South Central is higher at 11.9%, the areas have a combined vacancy rate 11.1%. This is compared with 1.9% for Kilmarnock as a whole, and 1.9% for East Ayrshire. Availability was at a high of 15% in 2011. (Figure 11)

The town centre has a limited stock of industrial space, buildings are larger, older and built either pre-war or un the 1960/70s.

Glencairn Industrial Estate, and James Little Street, lie in the South Central area, to the south of the town centre. This is a major industrial area in the town and comprises c. 236,300 sqft of industrial accommodation. Units were built from the late 1950’s up to the 1990s, but 52% of them were built in the 1980s. This potentially brings an issue the looming obsolescence of this stock.

The estate was sold as part of a portfolio in 2019 by IO2 Propco LLP to F55 Lighthouse Freehold S.A.R.L. Tenants include Toolstation, Howden, Euro Car Parts, Sharp Installations, Stevenswood, Abbotsinch Tyres & Exhausts and Fountain Drinks. There are stand-alone units in the South Central area too.



<sup>11</sup> There is an area of overlap between the two areas



FIGURE 11: INDUSTRIAL VACANCY AND AVAILABILITY RATES



Source: Ryden/CoStar

Industrial Supply and Take-up

There are currently 24 industrial units totalling 66,150 sqft available and actively being marketed in the town centre and South Central, although the majority are located within the South Central area. These units range from 536 sqft up to 7,233 sqft<sup>12</sup>, although some units are sub-divisible into smaller units. (Table 6). The majority of available units (67%) are smaller than 2,000 sqft, with 92% smaller than 5,000 sqft. In addition, 3 units totalling 15,354 sqft are currently under offer.

TABLE 6: INDUSTRIAL AVAILABILITY BY SIZEBAND

| SIZEBAND     | FLOORSPACE (sq.ft.) | NUMBER OF UNITS |
|--------------|---------------------|-----------------|
| 0 - 999      | 2776                | 4               |
| 1,000 – 1999 | 21355               | 12              |
| 2000 – 4999  | 17344               | 6               |
| 5000 – 9999  | 7233                | 1               |
| 10000+       | 17442 *             | 1               |
| TOTAL        | 66,150              | 24              |

Source: Ryden/CoStar/agents websites

\* the former sorting office at 7 Nelson Street which is for sale as a development opportunity along with the GPO on John Finnie Street

Since January 2016 a total of 38,986 sqft of industrial space has been recorded as taken-up (sales and lettings) in 25 units. The annual average is 6,700 sqft in 5 units. A selection of recent transactions are noted on Table 7.

<sup>12</sup> Not including the former sorting office at 7 Nelson Street

TABLE 7: INDUSTRIAL TRANSACTIONS

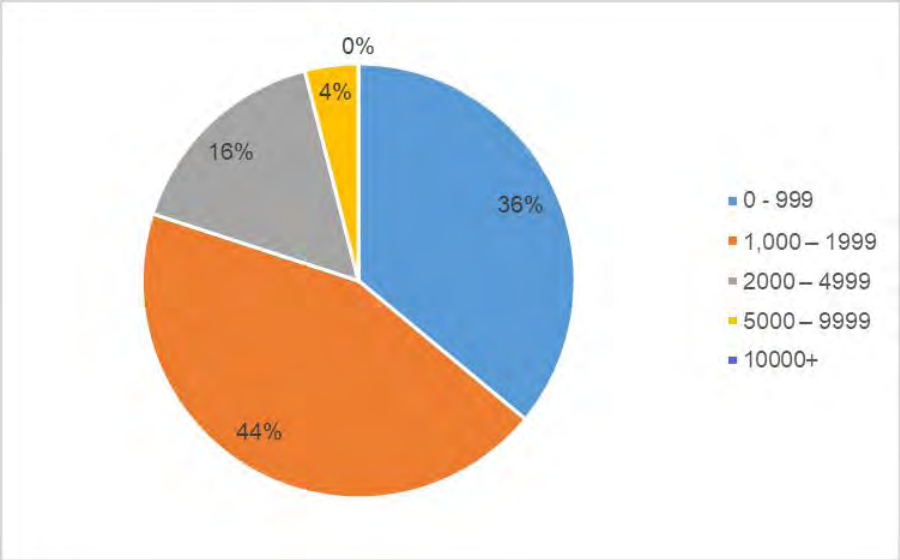
| ADDRESS  | FLOORSPACE (SQ.FT.) | DETAILS   |
|--|---------------------|---|
| Unit 4 Smiddy Court, Glencairn Industrial Estate             | 2,222               | Industrial unit let in September 2021 to Probe Drainage Specialist Ltd on a 3-year lease at £9 per sqft |
| Block 14 Unit 2, Smiddy Court, Glencairn Industrial Estate   | 533                 | Let in September 2020 to Bearingboys Ltd on a 3-year lease at £12.20 per sqft                           |
| Unit 7 Smiddy Court, Glencairn Industrial Estate             | 1,091               | Let in August 2020 to Kilmarnock Dry Cleaning & Laundry Co on a 5-year lease at £10 per sqft            |
| Block 7 Unit 1, Glenfield Place, Glencairn Industrial Estate | 1,984               | Let in November 2019 to L & M Survey Services on a 3-year lease at £9 per sqft                          |
| Unit 2, 13 East Netherton Street                             | 3,251               | Let in May 2019 to Kirkwood Group Ltd at £3.70 per sqft   |
| 21 Bentinck Street   | 1,244               | Let in February 2019 to Neil Laird (Personal Trainer) in February 2019 at £8 per sqft                   |
| Unit 13 James Little Street                                  | 658                 | Let in January 2019 to TCS Response at £10 per sqft   |

Source: Ryden / CoStar

Industrial rents in Kilmarnock range from £4 up to £12 per sqft.

The majority of industrial units, 80%, taken up are smaller than 2,000 sqft, with 96% smaller than 5,000 sqft (Figure 12).

FIGURE 12: INDUSTRIAL TAKE-UP BY SIZEBAND (number of units)



Source: Ryden/CoStar

In the wider Kilmarnock there are industrial estates:

- In the south west on either side of A71 / Hurlford Road lies the older Moorfield Industrial Estate comprising c. 310,000 sqft constructed in the 1960s and 1970s. With the modern Moorfield North Industrial Park with larger units totalling c. 79,000 sqft built in the 2010's, occupiers include MKM Building Supplies, Braehead Foods and GAP Group. At Moorfield North there are two units (c. 64,500 sqft) currently under construction by Clark Contracts on behalf of East Ayrshire Council. In August 2021 Lands Improvement Holdings sold the four remaining serviced plots (10.7 acres) at Moorfield North Industrial Park to Dundee-based West Ranga Property Group for £850,000. The sale is subject to detailed planning permission being secured for industrial and warehouse buildings.
- Loreny Industrial Estate, including Caprington Business Park, lies to the south of the town centre and comprises c. 75,000 sqft of workshop and trade-counter units built primarily in the 1980s. Occupiers include Caledonian Office Products, Wilson Homes, City Plumbing Supplies, Storage Vault, CoVault, and Alistair Corrie Skip Hire. A Matalan shop is also located here.
- To the west of, and in walking distance of, the town centre lie Forge Street Industrial Estate located off Bonnyton Road. Bonnyton Industrial Estate and Munro Business Park. These together total c. 181,000



sqft in a mix of older buildings and units constructed 1970s-1990s. Occupiers include Active Office, Scotia Windows & Doors, Rail Spares, Brownings the Bakers, Robinson Vehicle Components and J & W Carpets.

- To the north of the town is the modern Rowallan Business Park which comprises c.120,000 sqft of office and industrial space in 5 buildings. Industrial occupiers here are Innovative Utilities and Billy Bowie Special Projects. Construction of a central catering unit for East Ayrshire Council is currently underway.

Comparator towns

As a comparison the town centre of Ayr has a much higher industrial stock than Kilmarnock with 792,000 sqft, while Falkirk’s town centre industrial stock is lower with only 41,000 sqft.

The town centre of Ayr has a higher industrial vacancy rate than Kilmarnock’s town centre at 3.5%, but is lower than South Central and the combined vacancy rate. While Falkirk’s is very low with no industrial properties currently being actively market.

Industrial take-up in Ayr’s town centre totalled 104,000 sqft in 37 transactions giving an annual average of 17,600 sqft in 6 transactions, higher than for Kilmarnock’s town centre. While Falkirk’s town centre achieved lower industrial take-up of 6,300 sqft in 7 transactions giving an annual average of 1,070 sqft in 1 transaction.

Industrial rents in Ayr range £3 - £7 per sq.ft., with Falkirk’s ranging £4- £6 per sq.ft.

RESIDENTIAL

Demographic Trends

The population of East Ayrshire is expected to remain fairly stable between now and 2030. In Kilmarnock, Table 8 shows that between 2001-2011 the population increased by 5.9% however the mid-year population estimate in 2019 suggests this figure is now stabilising. Despite this stabilising population, it is anticipated there will be a large increase in the number of older people.

TABLE 8: KILMARNOCK POPULATION

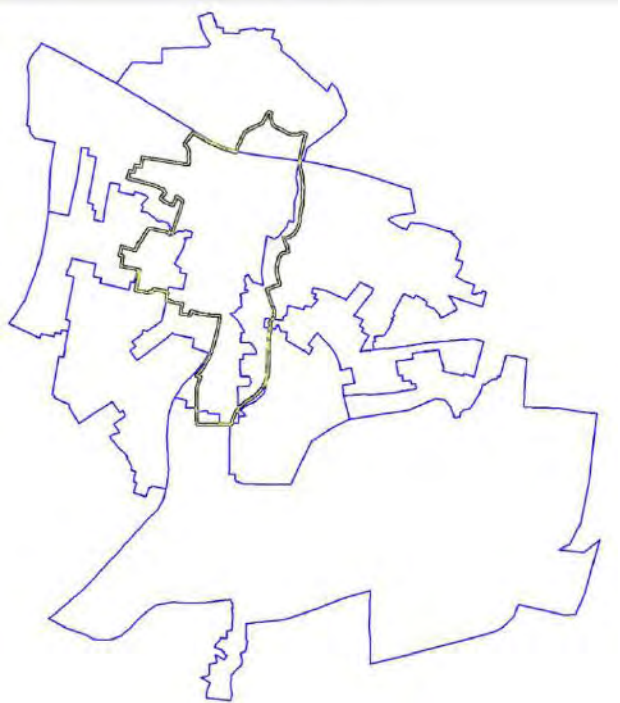
| Locality   | 2001 Census | 2011 Census | % change 2001-2011 Census | 2019 mid year estimate |
|------------|-------------|-------------|---------------------------|------------------------|
| Kilmarnock | 43,588      | 46,159      | 5.9%                      | 46,132                 |

Source: National Records of Scotland Mid 2019 Population Estimates for Settlements and Localities in Scotland 2020

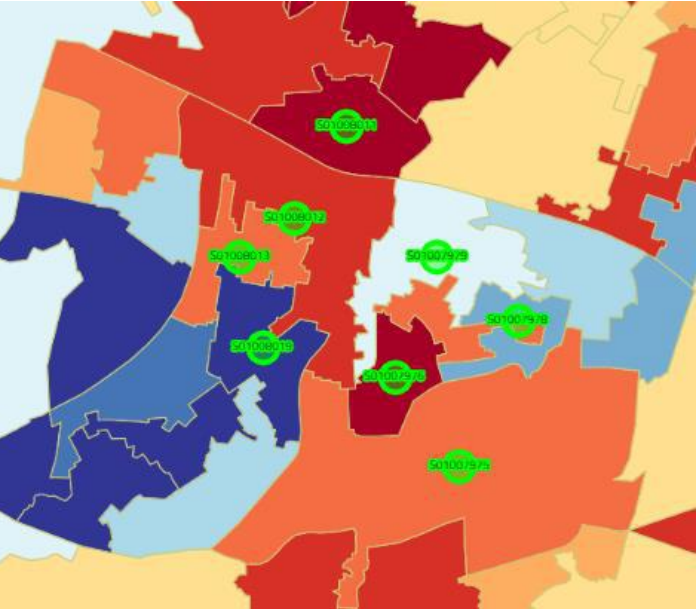
Sources of official statistics and information, e.g. Office for National Statistics, Nomis, National Records of Scotland etc. provide a solid and reliable foundation from which to build an understanding of Kilmarnock however when focusing on Kilmarnock town centre as a specific area there are limitations to the granularity of understanding which can be extracted from available data. This is because the town centre area is not formally recognised as an official spatial geography and therefore any profile needs to be built up from smaller datazones which again do not fit the town centre exactly. In addition, not all publicly available datasets are available at the data zone level.

There are 8 datazones within the defined town centre boundary, these are shown on Figure 13, however it can clearly be seen that some datazones only have small areas within the boundary therefore as explained this is a limitation of the data.<sup>13</sup>

FIGURE 13: TOWN CENTRE DATAZONES



Source: East Ayrshire Council



Source: SIMD.scot

Scotland is split into 6,976 datazones, the Scottish Index of Multiple Deprivation has indications of deprivation grouped into areas income; employment; health; education; skills and training; housing; geographic access to services; and crime. These are combined to form the SIMD ranking for each datazone from 1 being most deprived

<sup>13</sup> For example, Datazone S01007975 only has a small area within the town centre but covers a large area, S01007978 also has a small area.



to 6,976 as least deprived. From this data an approximate town centre population from its applicable datazones is 6,574 with a working age population of 4,205. There are 3,337 dwellings within this area (Table 9). It should be noted that that this area is substantially larger than the town centre itself (Figure 13). Datazone S01008012 is the datazone with the best fit with the town centre

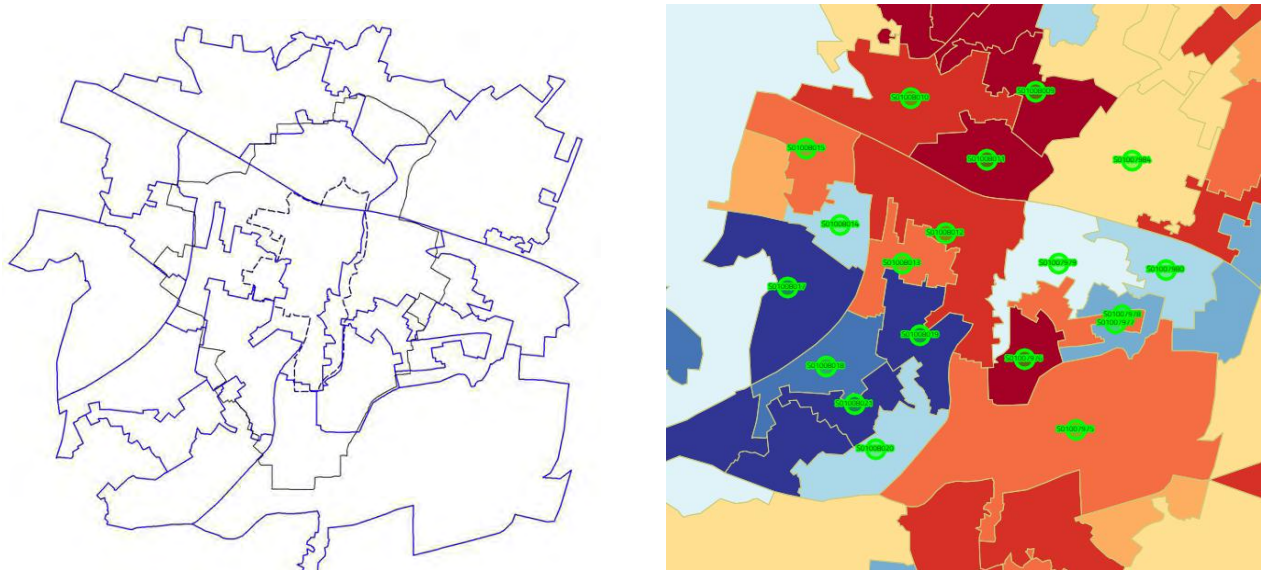
TABLE 9: KILMARNOCK TOWN CENTRE DATAZONES POPULATION

| Datazone  | Total population | Working age population | Total number of Dwellings | SIMD 2020 rank |
|-----------|------------------|------------------------|---------------------------|----------------|
| S01007975 | 629              | 375                    | 350                       | 1543           |
| S01007976 | 655              | 444                    | 491                       | 572            |
| S01007978 | 568              | 432                    | 392                       | 1691           |
| S01007979 | 836              | 532                    | 401                       | 3602           |
| S01008011 | 635              | 409                    | 421                       | 136            |
| S01008012 | 889              | 653                    | 604                       | 1117           |
| S01008013 | 736              | 404                    | 400                       | 1505           |
| S01008019 | 748              | 477                    | 278                       | 6649           |

Sources: simd.scot (first 2 columns) / and statistics.gov.uk

There are 19 datazones within the defined town centre living boundary (black line) shown on Figure 14, however again it can be seen that some datazones only have small areas within the boundary therefore there will be inaccuracies in the data. In these zones there is a total population of 13,482 with a working age population of 8,756.

FIGURE 14: TOWN CENTRE LIVING DATAZONES



Source: East Ayrshire Council

Source: SIMD.scot

Additional market trends noted in the East Ayrshire Housing Need and Demand Assessment 2018 are as follows:

- Households are getting smaller and there is a projected decrease in family and larger households. The proportion of older households are increasing and working age households decreasing
- There is generally much higher housing pressure in the Kilmarnock Housing Market Area and much lower pressure elsewhere in East Ayrshire. Demand for housing is greatest in Kilmarnock itself.
- New private market supply tends to be focused in the Kilmarnock HMA and is of higher value, as opposed to entry level prices
- There is a shortfall of supported accommodation for people with learning disabilities

Market Overview

Savills report there is strong activity in the prime markets in Scotland’s main cities, driven by the competition for

larger homes. Scotland's country locations had led the prime market over the last year, but activity in the main cities and suburbs remains intense, as office workers begin the return to city centres.

The Registers of Scotland reports the number of residential transactions picked up over the year from August 2020 to the end of July 2021, following the reductions caused by COVID-19, and is now 46% higher than the previous year. The figures in the current year to date are 16% higher than pre-COVID figures (from August 2018 to July 2019).

The average price of a property in Scotland in September 2021 was £180,334, with an annual increase of 12.3% in the year to September 2021. Detached properties saw the largest increase in house price, rising by 16.5%, while flatted properties showed the smallest increase, rising by 9% over the same period to £125,244. In East Ayrshire the average price was £119,148 in September 2021, an annual increase of 18.7%.

Town Centre Living

There is an emphasis on town centre living due to the decline in active retail and other non-residential uses in the town centre. According to the LDP2 MIR “An ongoing decline in the number of active retail and other non-residential units in town centres has led to an emphasis on encouraging town centre living, both as a means of reusing vacant former retail and commercial properties but also to provide greater footfall in town centre areas. This approach was enshrined in Policy TC4: Town Centre Living in the EALDP and special emphasis was given to supporting such a change of use in Kilmarnock and Cumnock”. These has been further emphasised more recently by the draft National Planning Framework 4 and planning authorities should seek to provide a proportion of their housing land requirements in city and town centres and be proactive in identifying new opportunities.

A town centre living boundary has been drawn by East Ayrshire Council (Figure 15) and comment below notes recent trends, developments, proposals within this area. The wider town of Kilmarnock is considered too.

FIGURE 15: TOWN CENTRE LIVING BOUNDARY



Source: East Ayrshire LDP2 Main Issues Report, June 2020



LOCAL DEVELOPMENT PLAN (2017)

There were 6 sites in the Town Centre Living zone (2 within the town centre boundary) in LDP (2017) which noted that they would be supported by the Council for residential development. These are shown in orange on Figure 16 and described in Table 10. Allocations totalled 4.56 hectares and 171 housing units. The majority of these sites appear to now have been built out.

FIGURE 16: LDP 2017 ALLOCATIONS WITHIN TOWN CENTRE LIVING ZONE

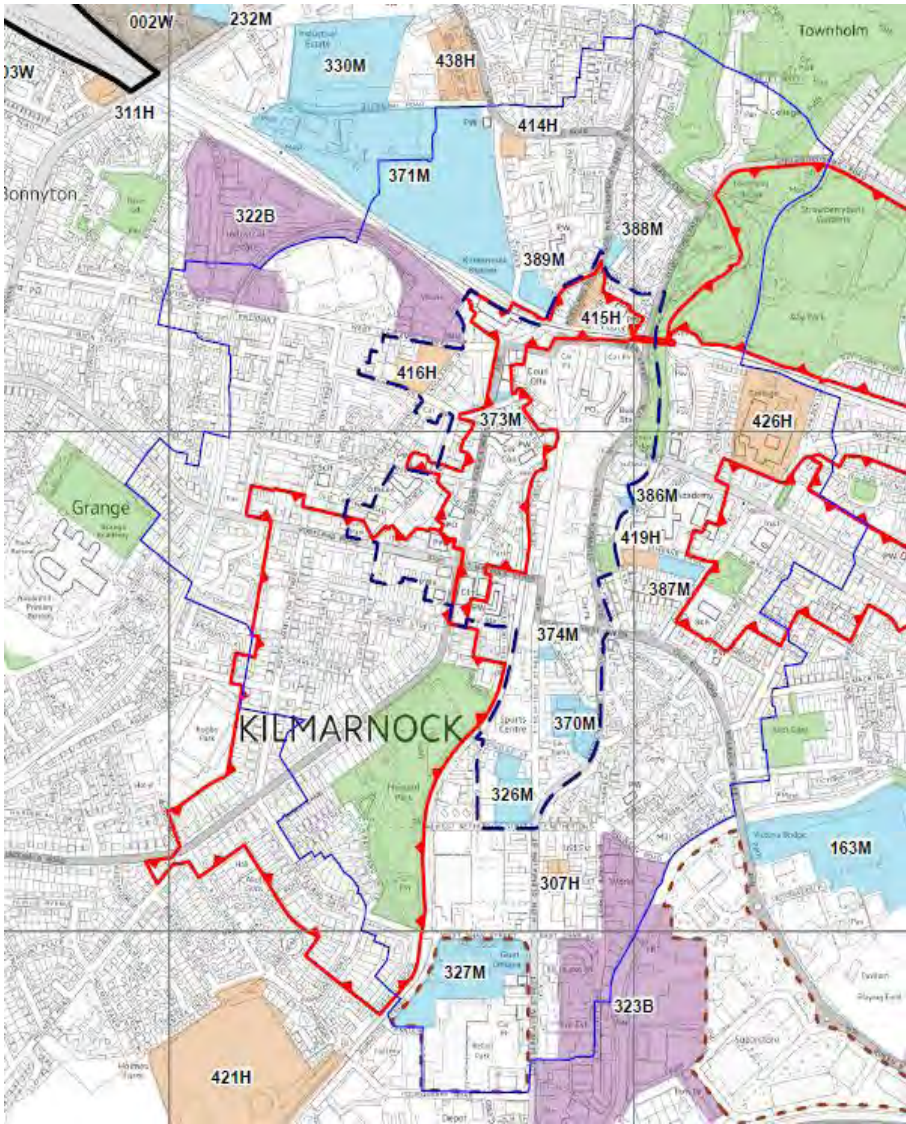


TABLE 10: LDP 2017 ALLOCATIONS

| Site ref. | Address                              | Capacity | Area (ha) | Current Status  |
|-----------|--------------------------------------|----------|-----------|---|
| 414H      | Witch Road                           | 14       | 0.24      | Bungalows built by EAC                                  |
| 415H      | Portland Street                      | 22       | 0.39      | Completed in 2015, Old Kirk Place, affordable housing   |
| 416H      | West Langlands Street                | 39       | 0.73      | Affordable housing completed in 2015, Langlands Court   |
| 426H      | Holehouse Road (former College Site) | 70       | 2.83      | The Scholars development by Barratt. Under construction |
| 419H      | Rennie Street                        | 10       | 0.26      | Completed 2015  |
| 307H      | James Little Street                  | 16       | 0.11      | Does not appear to have been built out                  |

Source: East Ayrshire Local Development Plan (2017) / Ryden


HOUSING LAND AUDIT (2020)

The Housing Land Audit 2020 lists East Ayrshire Local Development Plan (EALDP) 2017 allocations and windfall sites (a windfall site has been included in the audit where it has extant planning permission on 1st April 2020 and will provide 4 or more housing units). Table 11 lists developments in the town centre living boundary. Two sites are under development/developed (College Site and Witch Road).

TABLE 11: HOUSING LAND AUDIT

| Site ref. | Site name                            | Details   | Site capacity and type (2020-205)  | Site programming   | Site |
|-----------|--------------------------------------|---|--|--|------|
| 373M      | 30-38 John Finnie St, 1-5 Dunlop Rd  | 0.1 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: n/a<br>Developer: n/a               | 0  | 0  |      |
| 374M      | Former ABC Cinema, Titchfield Street | 0.1 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: n/a<br>Developer: n/a               | 0  | 0  |      |
| 386M      | Former Burlington Bertie's, Braefoot | 0.1 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: n/a<br>Developer: n/a               | 0  | 0  |      |
| 370M      | Armour Street                        | 0.9 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: n/a<br>Developer: n/a               | 0  | 0  |      |
| 426H      | College Site                         | 2.8 ha<br>Brownfield<br>Site capacity: 70<br>Site status: under development<br>Planning: Extant<br>Developer: Private | 70 units<br>63 market<br>21 affordable<br>Flats: 0<br>>2 storeys: 184<br><1> storey: 0 | 2020/21: 0<br>2021/22: 40<br>2022/23: 44<br>2023/24: 0<br>2024/25: 0<br>2025-35: 0<br>2030-35: 0   |      |
| 371M      | Hill Street (part in part out)       | 10.9 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: Pending<br>Developer: Private      | 210 units<br>158 market<br>52 affordable<br>Flats: 0<br>>2 storeys: 0<br><1> storey: 0 | 2020/21: 0<br>2021/22: 52<br>2022/23: 53<br>2023/24: 52<br>2024/25: 53<br>2025-35: 0<br>2030-35: 0 |      |
| 307H      | James Little Street                  | 0.1 ha<br>Brownfield<br>Site capacity: 16<br>Site status: remaining<br>Planning: unknown<br>Developer: n/a            | 16 units<br>Flats: 0<br>>2 storeys: 0<br><1> storey: 0                                 | 0  |      |
| 389M      | Mount Pleasant Way/Hill Street       | 0.4 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: unknown<br>Developer: n/a           | 0  | 0  |      |
| 388M      | Wellington Street                    | 0.2 ha<br>Brownfield<br>Site capacity: n/a<br>Site status: remaining<br>Planning: withdrawn<br>Developer: n/a         | 0  | 0  |      |



|                |            |   |                           |   |  |
|----------------|------------|---|---------------------------|---|--|
| 20/01<br>14/PP | Witch Road | 2.4 ha<br>Brownfield<br>Site capacity: 0<br>Site status: remaining<br>Planning: pending<br>Developer: EAC | 0 market<br>43 affordable | 2020/21: 0<br>2021/22: 43<br>2022/23: 0<br>2023/24: 0<br>2024/25: 0<br>2025-35: 0<br>2030-35: 0 |  |
|----------------|------------|---|---------------------------|---|--|

#### LDP2 MAIN ISSUES REPORT

No additional sites have been submitted to East Ayrshire Council for inclusion in the LDP2 (Main Issues Report). This means it will be for the public sector to promote sites in the town centre along with any windfall sites which emerge.

#### TOWN CENTRE LIVING DEVELOPMENTS

In February 2020, the former council office building at Bridge Lane, just off King Street, which had lain derelict for more than 12 years was converted by Sweeney Group into four 2-bedroom flats and a single 1-bedroom flat.



While the following planning applications have been received since January 2017 for change-of-use to residential within the town centre (Table 12).










TABLE 12: CHANGE OF USE PLANNING APPLCATIONS

| ADDRESS                      | PLANNING APP NO. | DETAILS  |
|------------------------------|------------------|--|
| 60 Titchfield Street         | 21/0517/PP       | Change of use of first floor to form 2no flats and associated external alterations   |
| 1 Langlands Brae             | 21/0497/PP       | Change of use from Shop and Gym to Dog Grooming/Dog Day Care and Boarding, Cafe and residential accommodation (flat) to first floor  |
| 7 East Netherton Street      | 21/0201/PP       | Proposed change of use from office to house in multiple occupation   |
| 2A Seaford Street            | 20/0601/PP       | Change of use from office accommodation to a dwellinghouse and external alterations  |
| 108 - 114 John Finnie Street | 20/0131/PP       | Change of use of former nightclub and alterations to upper floor to form 4 no flatted dwellings with associated external alterations   |
| 110 King Street              | 17/0342/PP       | Change of use from hairdressers and sub-division to form 2 flats including replacement rooflights and new rooflights. Currently for sale as a partially completed residential development of two self-contained flats. |

Source: Ryden/East Ayrshire Council

Table 13 describes residential developments which have been developed, or are proposed, within the town centre living boundary, but out with the town centre boundary.

TABLE 13: TOWN CENTRE LIVING ZONE DEVELOPMENTS

| DEVELOPMENT   | PHOTOGRAPH  |
|---|---|
| Barratt Homes are currently building 'The Scholars' on the site of the former Ayrshire College on Holehouse Road. Phase 1 of the 85 home development is sold out. The three and four-bedroom homes range in price from £207,995 - £296,995. Will include affordable housing.  |    |
| East Ayrshire Council are building 43 bungalows for older and disabled residents on Witch Road these will replace demolished tenement flats.  |    |
| East Ayrshire Council's affordable housing development on the site of the former St Columba's Primary on Elmbank Drive/Rennie Street opened in 2015. The scheme of 10 homes comprises two 2-bedroom homes for wheelchair users; four 2-bedroom and four 3-bedroom family homes. Built in partnership with McTaggart Construction.   |    |
| Adjacent to this site, in 2017 Clyde Coast Contracts built 10 homes in a courtyard development known as Willie McKelvey Brae  |    |
| Housing is included in the masterplan for the HALO, which is the redevelopment of the 28-acre site of the former Johnnie Walker bottling plant adjacent to the north of the town centre. <i>"HALO will create a dynamic commercial, educational, cultural, leisure and lifestyle quarter of the town, fuelled by renewable energy, where people can live, work, learn and play"</i> <sup>14</sup> . |   |
| On West Langlands Street, on the site of a former cattle market, a £4.4 million affordable housing development of 39 properties was completed in 2015 by Mactaggart & Mickel Contracts for East Ayrshire Council.   |  |
| 22 homes were built by McTaggart Construction in 2014 at Portland Street for East Ayrshire Council. Comprising twenty 1 and 2-bedroom flats and two 3-bedroom bungalows.  |  |
| A 2,750 sqft office at 2 Water Lane was sold in Autumn 2020. In November 2020 a planning application (20/0588/PP) was submitted for change of use from vacant commercial to residential, 4 flats. This was approved in April 2021.  |  |
| Lilyhill Gardens a development by McTaggart Construction for East Ayrshire Council in 2015 of 13 self-contained one bedroom flats and an office base for care provider. To the north of the town centre and just within the town centre living boundary   |  |

<sup>14</sup> <https://halo-projects.com/halo-scotland/>



Old Irvine Road is a bespoke development built in 2016 on the former Treesbank nursery site. Comprises four 3-apartment general needs family homes, two 3-apartment older/ambulant bungalows and a four apartment family wheelchair property.



## SUMMARY

This report has considered the property markets in the Town Centre and South Central areas of Kilmarnock. Town centres of Kilmarnock's size have struggled over recent years with many trends in the property market accelerated by the pandemic. In positioning terms, Kilmarnock is finding its feet between the leading destinations of Glasgow City Centre and Silverburn and the smaller local centres.

Kilmarnock has had to change and regenerate itself numerous times over the last 20 years and has built up a strong track record for doing so. Town centre improvements such as those at John Finnie Street and Bank Street have improved the environment of the town centre and new investment in buildings like the college and the HALO, albeit on the town centre fringe, have created new attractors for the area.

The retail vacancy rate in Kilmarnock is 8.3% based on floorspace which is lower than many other towns of similar size which are facing levels of 15-20%. However, retail values have fallen as the multiple retailers disappear or contract. This is likely to continue and may result in increased vacancies. Whilst falling values are not good for owners it can create more opportunities for occupiers including independent retailers and can provide space for additional uses into the town centre, e.g. housing, community buildings etc.

Prospects are good for traditional town centre offices. Localism is becoming increasingly important but slight caution is required in terms of expanding serviced provision as a number of businesses have yet to follow occupy their existing space.

Industrial space in South Central is popular and meets demand from local businesses. There are residual sites and uses in the area which could be improved however this should be done cautiously to ensure these businesses are not pushed out.

There are active residential sites, mainly within the wider town centre living boundary, with a good mix of public and private housing. Policy continues to lean towards actively encouraging residential development within town centres.

In the **wider town of Kilmarnock** there have been new-build private developments:

- In the north west of the town Taylor Wimpey's Walkers Grove, part of the Altonhill masterplan, completed in March 2021 and comprises 728 homes built over 17 years.
- Bellway's Fardalehill, currently under development, has consent for up to 550 homes.
- There are current proposals for 200 new homes on Irvine Road beside Annanhill Golf Course on the west of the town.
- Clowes Developments (Scotland) submitted plans in June 2020 to build 73 new 3 and 4 bedroom homes next to the former BMK carpet factory on Barbadoes Road. This site lies just out with the town centre living boundary to the south west.
- Barratt Homes development at Lairds Brae on Southcraig Avenue to the north of Kilmarnock, is a development of 3 and 4-bedroom semi-detached and detached homes.

The social sector has been active in recent years and developments include:

- AS Homes were granted permission for 45 social homes on Glasgow Road. These will be a mix of 1-3 bedroom semi-detached and terraced houses, along with cottage flats.
- Cunninghame Housing Association have built new homes at St Michaels Gardens, Treeswoodhead (22 homes, completed March 2021) and Longpark, Campbelltown Drive (48 homes, completed November 2019)
- Atrium Homes development of 27 homes built by Mctaggart Construction at Shortlees was completed in January 2021
- Irvine Housing Association (now Riverside Scotland) acquired 19 off the shelf properties on Barbadoes Road from Keepmoat in August 2019.
- New homes are to be developed on the site of the former Silverwood Primary School on Kennedy Drive, these will be a mix of general and community care housing.
- East Ayrshire Council's development partner CCG: Bellevue Gardens - 18 homes proposed December 2020 will include eight 2-bed cottage flats, six 2-bed homes, one 3-bed wheelchair accessible bungalow, two 3-bed homes and one 4-bed home, which have been designed for general and community care needs; Fraser Walk in the New Farm Loch area of the town comprises 56 homes, work began September 2019; Tinto Avenue at the grounds of the former Bellfield Primary School. 67 new build social rented properties in a mix of two to four bed houses and bungalows, commenced September 2018

Kilmarnock is East Ayrshire's most popular town in terms of housing demand and there has been a lot of activity over recent years across the wider town. Town centre living is noted as becoming increasingly important and planning authorities should seek to provide a proportion of their housing land requirements in city and town centres and be proactive in identifying new opportunities.

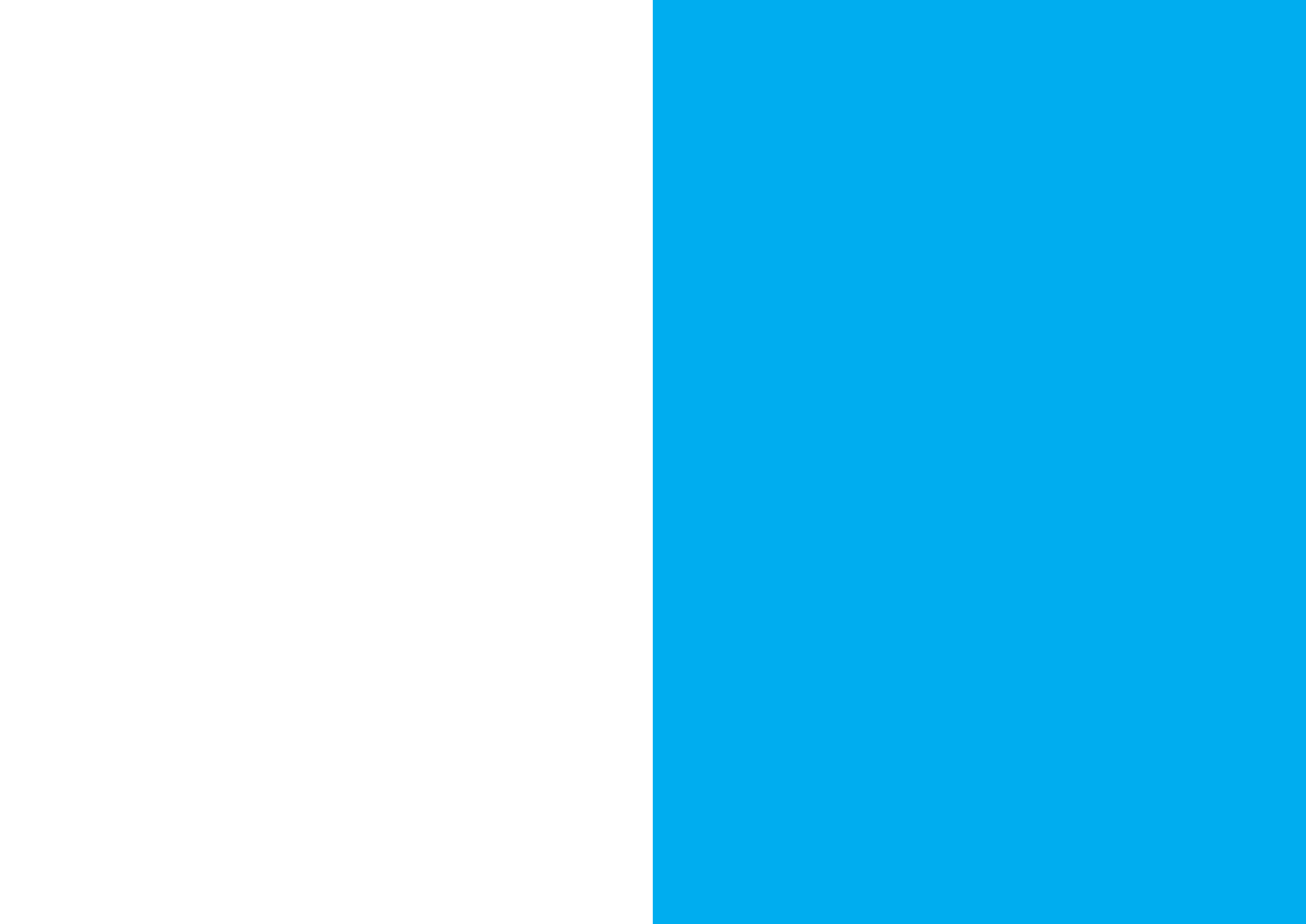


**TABLE 14: CHANGES GROUND FLOOR TO OCCUPATION 2019-2021**

| STREET             | 2019   | 2021   |
|--------------------|--|--|
| Armour Street      | Vacant   | Carpet Ways  |
| Bank Place         | The Nail and Beauty Bank   | Loxe Salon   |
| Bank Street        | Vacant<br>Vacant<br>McSherry Halliday<br>Watsons Gents Hairdresser<br>Vacant<br>The Dress Exchange<br>Simply So Special<br>Vacant  | Little Shop Big Stories<br>I Love Gifts<br>Vacant<br>Flowers by Karen<br>Galloway & Elsby Legal<br>Vacant<br>Nous Boutique<br>Flutterby Newborn Photo  |
| Burns Precinct     | Vacant<br>Star Choice<br>Revive Tech<br>Unique<br>Bargain Buys<br>RS McColl  | The Works<br>Alex Munro<br>Mr Fix<br>occupied but unidentified<br>Poundland<br>Lighthouse  |
| College Wynd       | The Hair Studio<br>I Love Gifts<br>Vacant  | Bombshell Salon<br>Working Wonders<br>The Wynd Coffee Shop   |
| Dunlop Street      | Vacant   | The Club   |
| Foregate           | Vacant<br>East Ayrshire Carers Centre<br>Ayrshire Credit Union<br>Ayrshire Cancer Support<br>Clydesdale Bank<br>KDs Fresh Fish<br>unknown<br>Killies Discount Store<br>Vacant (following fire)<br>unknown                                | Kings Convenience<br>Vacant<br>Vacant<br>KP's Good Fish<br>Virgin Money<br>Vacant<br>Jackies Salon<br>unknown<br>The Golden Arrow<br>Kilmarnock Academy of Martial Arts  |
| Foregate Square    | Nobles Amusements  | Admiral  |
| Fowlds Street      | Vacant   | Poundstretcher   |
| Grange Place       | Barnardos<br>Volaro<br>Break the Silence<br>unknown  | Vacant<br>Vacant<br>Vacant<br>Bell & Co  |
| Grange Street      | Vacant<br>Vacant<br>Vacant<br>Vacant<br>Jefferson Restaurant   | Salon M<br>Atelier Hair<br>Nanny Mary's Desserts<br>Relationships Scotland<br>Vacant   |
| John Dickie Street | EAC Housing Options  | Vacant   |
| John Finnie Street | Leadership Connect<br>Lime Green Estate Agents<br>Vacant<br>Vacant<br>7 Saints<br>Vacant<br>Vacant<br>The Balti  | Vacant<br>Hushed Hair salon<br>Chunky Monkeys<br>K7 Hair<br>The Duke<br>Bella Beautique<br>Diamond Beds<br>Killer Griller  |
| King Street        | Cards World<br>Stewarts Amusements<br>H Samuel<br>Game<br>Clintons Cards<br>icafe<br>Sense Scotland<br>Vacant<br>Vacant<br>Superdrug<br>Thomas Cook<br>The Money Shop<br>Vacant<br>Brownings the Bakers<br>Hillhouse<br>Salon Aesthetics | Vacant<br>Coin casino<br>Vacant<br>Cash Generator<br>Greetings Plus<br>Vacant<br>Vacant<br>Brows<br>Amusement Casino Slots<br>Vacant<br>Vacant<br>Vacant<br>Galos Peri Peri<br>Total Vapes<br>-<br>Beauty Bomb |

|                       |   |  |
|-----------------------|---|--|
|                       | -   | Blossom  |
| Langlands Street      | Bosch Car Service<br>Braehead Bar   | Hood Motors<br>Saltire Bar   |
| Nelson Street         | Be-Unique<br>Vacant<br>Vacant<br>The Personal Touch<br>The Brig<br>Vacant<br>Vacant   | Ayrshire Munchies<br>MS Autocare<br>B Stylush<br>Unisex Hairdresser<br>Utopia Computers<br>Serendipity<br>Hair @ Ltd Hairdressing  |
| Portland Street       | Brighthouse<br>Clarks<br>India Accent<br>ABC Unisex<br>Kilmarnck Standard<br>The Wise Group<br>Gala Bingo   | Vacant<br>Holland & Barrett<br>Exotic Kitchen<br>Mobility Trade Centre<br>Roberts Recliners<br>Fedcap<br>Vacant  |
| Queen Street          | Vacant<br>Vacant<br>Vacant  | The Flower Box<br>TG Beauty<br>Kooshy's Diner  |
| Solis Street          | Vacant  | Hollywoof Studios  |
| St Marnock Place      | Vacant  | Foundations Hub  |
| St Marnock Street     | Millenium Beauty  | Red Hair Salon   |
| Sturrock Street       | Vacant<br>William Paterson Decorators   | -<br>Kathleen Richard Couture  |
| The Cross             | Vacant<br>Holland & Barrett   | Kevin Hughes<br>Kilmarnock Hacker Space  |
| Titchfield Street     | JH Donald Euronics<br>Bella Mani Nails<br>Vacant<br>Kabiri's Turkish Barber Shop<br>Vacant<br>Currie Lettings<br>Magnum Contracts<br>Vacant<br>Blush and Blow<br>Red Hair Salon<br>Craigs of Ayrshire<br>Vacant<br>Vacant<br>Papa Johns<br>Vacant | Hillhouse<br>Vacant<br>Sugar Daddy<br>Vacant<br>Kabiri's Turkish Barber Shop<br>Vacant<br>-<br>Bella Mani<br>Vacant<br>Vacant<br>Payne & Daughters<br>Kilmarnock Minimarket<br>Pepes Piri Piri<br>Meat in the Middles<br>Amore Hair Studio |
| West George Street    | Vacant<br>Vacant  | Killie Vape Station<br>AMG Aesthetics  |
|                       | Vacant  |  |
| West Langlands Street | Aero Turbine Maintenance<br>Fraser Barnes   | -<br>McIlvanny Motors  |







## Kilmarnock Town Centre and South Central Kilmarnock Potential Actions

| Project / Proposal  | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Place & Environment   |  |               |                    |                     |                       |                        |
| TC River Connections : Connecting the Country Park to Howard Park - including St. Marnock's Square + Sandbed Street | <b>Description</b>   | Yes           |                    | Yes                 | Yes                   | Yes                    |
|   | <p>Kilmarnock is a town with strong green/blue infrastructure where quality open green space and rivers are in close proximity, effectively book-ending the town centre. From Howard Park in the south-west to Kay Park in the north-east and beyond to Dean Castle Country Park, Kilmarnock's parkland is connected by Kilmarnock Water. There is great potential to thread a series of open / green spaces, situated by the river through the town centre to establish a connected green/blue artery. Plans are already in development for the greening of the former Mothercare Building site at St Marnock's Square which will provide a quality civic space to the south of the town centre with river links. Similar opportunities must be sought out to open up the river and provide spaces to reintegrate the town's blue infrastructure with the townscape.</p> <p>There is also great opportunity for interface with river on Sandbed Street. Visual and physical connections to the river at this point would improve the streetscape and create a unique town centre destination on Sandbed Street. There is also the potential to open up Kilmarnock Water between King Street and Sturrock Street and to the rear of the Palace Theatre and Grand Hall there is great potential to integrate Kilmarnock Water as part of any improvement works to this significant town centre asset.</p> <p>Broadly the desire is to ensure a continuous, safe and attractive route either side of Kilmarnock Water.</p> |               |                    |                     |                       |                        |
|   | <b>Justification</b>   |               |                    |                     |                       |                        |
|   | <p>Engagement with the Key Agencies Group identified river connections and the town's green/blue infrastructure as pivotal to the future of the Kilmarnock TC and SCK. Kilmarnock Water is a key natural asset to the town and should be better integrated into the townscape.</p> <p>Key stakeholder consultation highlighted a lack of connection with the river's edge in key town centre locations, namely Sandbed Street. Observation and cross reference with best practice precedent elsewhere indicated the positive benefits of enhanced access to the river's edge. The mind-set must be shifted from the town's rivers being a barrier and hindrance to becoming a celebrated feature, uppermost in the identity of the town.</p>   |               |                    |                     |                       |                        |



| Project / Proposal   | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|  |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| <b>SCK River Connections - Green-Blue Infrastructure Scenarios</b> | <p><b>Description</b></p> <p>Kilmarnock is a town with a strong green/blue infrastructure. In SCK Kilmarnock Water and the River Irvine isolate the area and create a peninsula. This effect of physically separating the area further compounds issues in SCK with regards to accessibility and connectivity. With limited crossing points across the river and an ad hoc townscape, SCK suffers piecemeal development and a lack of identity. Improved river crossings would help to in the restructuring of the area. Strategies to green SCK would improve the desirability of the area not least at key river gateways. There is the potential to extend Howard Park across Kilmarnock Water and introduce a series of pleasant, green open spaces as western gateways to the area- improving arrival and spatial experience in SCK which is currently desperately lacking. To the east a similar strategy could be employed to improve access points over the River Irvine. Kilmarnock's rivers, Kilmarnock Water and the River Irvine are currently viewed as a hindrance to the redevelopment potential of SCK, not least with regards to the implications of flooding (based on SEPA Flood Mapping). The SCK area falls within the 1 in 200 year flood envelope (that is, there is an estimated 0.5% chance of flooding any given year). If SCK is to be improved it must be done by one of three scenarios, dependant on the outcomes of separate flood management studies, these are;</p> <ul style="list-style-type: none"> <li>Managed retreat – ‘nature-based’</li> </ul> <p>If no change to national policy or to the approach taken by SEPA occurs, and land release with associated flood mitigation measures proves not to be cost-beneficial, a process of managed retreat should be followed. Undevelopable areas would be progressively returned to a high quality natural state as they become disused and made accessible to the public for recreation.</p> <ul style="list-style-type: none"> <li>Replication masterplan – status quo 2.0</li> </ul> <p>A pilot project(s) prove the process of releasing land for redevelopment providing compensatory flood storage and flood mitigation measures to be cost-beneficial. As funding becomes available to the Council or developers, this process of piecemeal land releases is iterated, each iteration subject to cost/benefit analysis. This masterplan would include identifying key spaces which are to be retained as part of any masterplan / redevelopment.</p> <ul style="list-style-type: none"> <li>Aspirational masterplan – ‘maximum’</li> </ul> <p>With agreement of SEPA and changes to national policy the SCK area could be fully redeveloped. This would be aligned to the Council and the community’s aspirations for a fully regenerated and master planned SCK, including flood mitigation measures and subject to cost/benefit analysis. Should this strategy not be feasible, these aspirations should still inform all other strategies.</p> | Yes           |                    | Yes                 | Yes                   | Yes                    |



| Project / Proposal                              | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|   | <p><b>Justification</b></p> <p>Given South Central Kilmarnock's close proximity to the town centre and national / local policy seeking town centre living the area is underutilised. SCK could provide the required town centre living whilst facilitate much needed regeneration. EAC has undertaken initial work to establish a means by which land within the area might be made developable in such a way as to avoid the risk of flooding. A substantial effort has also been made by the Council in late 2019 and early 2020 to establish an evidence base to support the assertion that the area performs poorly from an urban design perspective, to establish the number of people employed within the area, ownership of land within the area and the extent to which the area suffers from contamination. Studies by EAC provide quantitative evidence to support a lack of coherence and poor urban design - highlighting a need for change- whilst 1 in 10 of those employed in Kilmarnock are work in the area. Much of land is open, disused or occupied by parking presenting key development opportunities.</p> <p>Additionally stakeholder engagement has confirmed improved connections to the area as critical to addressing problems related to a lack of structure and cohesion in the area.</p>  |               |                    |                     |                       |                        |
| Northern Connections - Ayrshire Campus and HALO | <p><b>Description</b></p> <p>The new Ayrshire College Campus and HALO development to the north of the town centre represents a fantastic investment in Kilmarnock. It is imperative that connections to this 'Learning Campus' be improved to establish seamless links to the town centre. The National Cycle Path and Sir Chris Hoy Cycle Path already link the two however improved pedestrian links (including pedestrianised zones / improved crossings and a re-aligned, pedestrian friendly Top of the Town from Langlands Brae by the train station to Sturrock Street via Green Street) would further encourage movement by walking, wheeling and cycling. Hill Street and connections onto Wellington Street and Garden Street could be improved from a pedestrian / active travel point of view with widened footpaths, reduced car lanes and greening to create a pleasant and attractive walk into the town centre from the College Campus and HALO Development. With the Town Centre Living agenda a high priority item in local and national policy the new Learning Campus to the north of the town will include housing as well as top regional learning facilities. Situating quality town centre housing in close proximity of the campus will help to repopulate and revitalise the town centre.</p> |               | Yes                | Yes                 | Yes                   | Yes                    |
|   | <p><b>Justification</b></p> <p>Given the scale of investment around the College and HALO, coupled with its close proximity to the town centre and national / local policy seeking town centre living this area could become a thriving part of town. Stakeholder engagement has confirmed improved connections to the Learning Campus is supported and popular as a major investment area in the town that requires appropriate pedestrian / active travel links to the town centre.</p>  |               |                    |                     |                       |                        |



| Project / Proposal  | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                     |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Open Space Networks | <b>Description</b><br><br><p>Currently Kilmarnock Town Centre and South Central Kilmarnock are characterised by a sequence of disjointed parks and open space. This sequence is interrupted. There is great potential, using the form of the river, to tie in a fluid series / string of connected green and open spaces from Howard Park in the South of the Town to the Country Park in the North.</p> <p>A series of well-connected in-between spaces could link these creating better cohesion within the town centre, establishing natural movement between town centre spaces culminating in expanses of green space to the north and south.</p> <p>When mapped, spaces such as the Cross, St, Marnock's Square and a new public realm outside the Palace become important to this network of significant open spaces and destination spots in their own right.</p> <p>The COVID-19 pandemic has seen a widespread re-appreciation of public open, especially green space. This is an opportunity to embed purposeful, usable public open space in the heart of Kilmarnock that establishes places to gather and enjoy within the local community. This also presents a great opportunity to establish a far better, more tangible connection to its river - an asset that is, as yet, underutilised and misaligned within the context of the town and its town centre.</p> |               | Yes                | Yes                 | Yes                   | Yes                    |
|                     | <b>Justification</b><br><br><p>Spatial analysis confirms that Kilmarnock is failing to optimise its network of streets and public open spaces.</p> <p>Key stakeholder consultation confirms the qualities that the best of Kilmarnock's streets, civic space and parks have and the need to emulate this quality throughout the town centre, establishing a network of destinations / quality open spaces in and around the town centre. Kilmarnock's public open spaces in the town centre fail to meet the standards in equivalent towns and cities in terms of quality of place, design and maintenance. Additionally stakeholder consultation confirms scope for improvement in terms of functionality and efficiency as places to move through, stop and enjoy or to as event spaces.</p> <p>An improved open space network is of paramount importance to restore the local environment and ecology, whilst sustaining outdoor community activities.</p>   |               |                    |                     |                       |                        |



| Project / Proposal         | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|----------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                            |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| TC East - West Connections | <b>Description</b>   | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|                            | <p>Kilmarnock is characterised by strong north-south routes- from John Finnie Street in the west to King Street in the centre and Sturrock Street to the east. Whilst John Finnie Street and King Street are well-functioning and effective, potentially great streets, Sturrock Street is car-dominated and constrictive to pedestrian movement east. Whilst these are established streets there are limited, clear east-west routes. There is great opportunity therefore to strengthen the east-west routes within the town centre. From a connectivity point of view Kilmarnock fails to integrate pedestrian and active travel east-west connections through the town centre. If this is achieved there is potential to link key character areas establishing a series of destinations between key town assets from Above Adventure and the historic John Finnie Street assets to the west to Sandbed Street and Kilmarnock Cross in the centre and beyond Sturrock Street to the cultural assets of the Palace Theatre, Centrestage and the Dick Institute. Connections between these areas are currently fragmented with a lack of legibility for those walking, wheeling and cycling. Improving / strengthening these east-west connections will help to lessen the issue/impact and segregation created by Sturrock Street and encourage pedestrian/active travel movement out to the Cultural Quarter.</p> <p>The project envisages making a series of strong and more attractive east/west connections from Langlands Brae to Green Street at the Top of the Town, from John Finnie Street (the historic core) and the cultural quarter through King Street, Kilmarnock Cross and Burns Mall and from Portland Road to Queens Drive via Fowlds Street and the new public green space at St Marnock's Square. The Academy Steps are an important east-west connector between Sturrock Street and the cultural assets of the Dick Institute and Centrestage. As such the Academy Steps should be fully restored to their former state as a significant heritage piece that strengthens links between the TC and the Cultural Quarter. One of the two sets has already been restored, with plans to fully restore the other set. Other improvements will involve improving the legibility of mid-town routes, pends and closes, that make cross town walking, wheeling and cycling simpler.</p> <p>The Infinity Loop project aims to better connect Kilmarnock in terms of active travel. The loop currently by-passes the town centre and the major connectivity issues therein (where the proposals prioritise the already established north/south connections) and does not account for a requirement to thread east-west connections through the town and town centre. However, the potential remains to investigate further connections so as to build on the success of the initial route.</p> |               |                    |                     |                       |                        |
|                            | <b>Justification</b>   |               |                    |                     |                       |                        |
|                            | Key stakeholder consultation confirms that a lack of east-west connectivity is hampering pedestrian / active travel movement between character areas and key assets within the town centre. A better connected town is required to make full use of Kilmarnock's townscape and destination points.   |               |                    |                     |                       |                        |



| Project / Proposal          | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|-----------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                             |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| SCK East - West Connections | <b>Description</b><br><br>Whilst South Central Kilmarnock is characterised by a strong axial north-south arterial route from Low Glencairn Street to Kilmarnock Cross at the Top of the Town there is a real lack of continuous east-west connections across SCK over each of the rivers - Kilmarnock Water to the west and the River Irvine to the east. SCK is therefore an isolated peninsula with few connections embedding the area within its surrounding context. This issue is compounded by most of the already limited existing east-west connections being discontinuous and broken, notably at West Shaw Street / East Shaw Street (which intersects Glencairn Square). Additionally there are connections within SCK that should naturally extend out and beyond each of the rivers to improve connectivity both east and west that currently abruptly end, notably at West Netherton Street / East Netherton Street to the north and Holmquarry Road to the south. This lack of east-west connectivity only serves to further isolate SCK and impact its desirability from a development point of view.<br><br>The Infinity Loop proposals reflect these issues with an onus on north-south connectivity. An Infinity Loop PLUS proposal could present an opportunity to embed considered east-west active travel routing, that tie into the recommendations of this framework and placemaking mapping to establish a structure that allows fluidity of movement in, around and, significantly, through SCK utilising the number of east-west improvements proposed.<br><br>The project envisages making a series of strong and more attractive east/west connections across Kilmarnock Water, in the west, through SCK, east over the River Irvine. | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|                             | <b>Justification</b><br><br>Stakeholder consultation confirms that a lack of east-west connectivity is negatively impacting upon SCK, hampering the viability of development in the area and consequently limiting future opportunities.   |               |                    |                     |                       |                        |



| Project / Proposal                              | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Top of the Town Masterplan + Development Briefs | <b>Description</b><br><br>The Top of the Town is key area within Kilmarnock TC. The area is currently characterised by a number of historic buildings that begin to fragment towards the east where insensitive, more modern, piecemeal development has seen the loss of the historic urban townscape structure. The Top of the Town warrants particular attention as a gateway area in the town centre, with the need to address the severance caused by the adjacent vehicle priority streets of Green Street and Sturrock Street and to reconnect the core town centre around the Multi-Story Car Park (MSCP) and the Foregate Shopping Mall. Moreover given the close proximity to public transport hubs (the train station and the bus station) the Top of the Town benefits from an excellent location with potential for town centre living and mixed use development - tying into the Town Centre Living agenda, a key national and local policy.<br><br>With the MSCP earmarked for demolition and the Foregate in a general state of disrepair and struggling with a numerous vacant units, it is vital that this area be better structured and master planned appropriately. With the potential to relocate and / or disaggregate the leisure offer in the town and plans to situate a health and wellbeing hub in the town centre the Top of the Town area could be greatly improved and diversified. Repopulating the Top of the Town by retrofitting the Foregate and other historic buildings in the area would help bring much needed vitality and improve the attractiveness of the Top of the Town. There is opportunity in this area to drive the town centre living agenda with flatted accommodation given central location of the Top of the Town and close proximity to the new Ayrshire College Campus. | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>Spatial analysis of the Top of the Town identifies the area as a significant TC space which suffers from a fragmented townscape. This project promotes a restored townscape, repopulation of the town centre and enhanced connectivity whilst creating structured quality development and open space.<br><br>The project responds to stakeholder feedback about a lack of quality development in the town centre, advocating town centre living and enhancing the 20 minute neighbourhood concept. The project also seeks to negate the vehicular dominance on Green Street and onto Sturrock Street, providing an attractive, pedestrian focussed northern gateway with improved access to the adjacent Kay Park. This project would provide the area with a new focal point and help to transform the town image.   |               |                    |                     |                       |                        |



| Project / Proposal  | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| <b>Sturrock Street Corridor Masterplan + Development Briefs</b> | <b>Description</b><br><p>The severance caused by Sturrock Street in Kilmarnock is the greatest barrier for pedestrian movement in Kilmarnock, forming a vehicular noose around the east flank of Kilmarnock, into and around the town centre from the Top of the Town to the intersection at Fowlds Street and Armour Street and down onto Titchfield Street. The street is car dominated and ruptures the natural east-west connections from the town centre to the east.</p> <p>Dissolving this vehicular barrier of Sturrock Street would open up the eastern flank of the town, improving connectivity to the cultural grouping of key assets including the Palace Theatre and Grand Hall, Centrestage and the Dick Institute, reducing the impact of traffic and promoting active travel. It is particularly important to win back the space around the Palace Theatre by pedestrianising the immediate area to create an important civic space in the town. The Palace Theatre is currently vacant and in a state of disrepair however there are plans to refurbish the building and bring it back into use as a local and regional destination point. The immediate space around the Palace Theatre should be a focal point; a meeting point to the east of the town centre and a gateway, both to the town centre from the east and out to Kay Park along Kilmarnock Water. Kilmarnock is defined by a series of key gateways and urban 'crosses'; where multiple streets converge to create a key destination in the town- public realm improvements and pedestrianisation could establish this space as an attractive destination. This move would also enhance connectivity from Burns Mall which could become a continuous public space spilling out from the town centre, removing grade separation and reducing road widths and crossing distances. The Sturrock Street Corridor should therefore be reimagined whilst its scale and role must be examined.</p> | <b>Yes</b>    | <b>Yes</b>         | <b>Yes</b>          | <b>Yes</b>            | <b>Yes</b>             |
|   | <b>Justification</b><br><p>Spatial analysis identifies Sturrock Street as one of the major barriers in Kilmarnock Town Centre and South Central Kilmarnock. This project promotes active travel and enhances connectivity, creates a new open space around a highly significant town asset and announces arrival in the town centre from the east. The project responds to stakeholder feedback about a lack of quality open space and the discontinuity of pedestrian movement in and out of the town centre. The project also eliminates the vehicular dominance on Sturrock Street, re-prioritising pedestrians by removing the grade separation created by the existing underpass. This project would provide the area with a new focal point and help to transform the town image.</p>   |               |                    |                     |                       |                        |



| Project / Proposal                                       | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|  |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| South Central Kilmaronck Masterplan + Development Briefs | <b>Description</b><br><p>SCK is a hodgepodge of piecemeal development with fragmented spaces and poor connections. Historically the area stemmed from a prominent urban square at Glencairn Square with a strong north-south arterial route bridging the River Irvine to the south onto Titchfield Street and Kilmaronck Cross in the north via Glencairn Street. This is where any masterplan or re-planning of the area should begin. Restoring a master planned urban grid with seamless connections east-west would set the framework for a regenerated SCK. SCK suffers from a lack street frontage and definition- the absence of a clear urban grid is stifling to future development.</p> <p>With the implications of flooding extents unknown at this time it is difficult to plan a future for this area. The future of SCK is beholden to flooding implications which will dictate the level / extent of development, if any, possible in the area. SCK warrants a flexible incremental plan that allows for a number of scenarios based on limitations with regards to flooding that can be incrementally applied. It is therefore important to build upon the recommendations of this report to fully masterplan and establish a development brief for SCK. This will ensure a resilient future plan for the SCK, lessening any potential impact of flooding on the area.</p> | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|  | <b>Justification</b><br><p>This project is significant to the long term future of Kilmaronck. Flood mapping highlights that setting an incremental grid from the centre of SCK would allow initial development around Glencairn Square, unaffected by flooding. With the extent of any required flood mitigation strategy unknown it is important to work to plan to a number of incremental development scenarios, building on the findings of this report.</p> <p>Key stakeholder consultation unanimously identifies SCK as one of the biggest long term challenges to the future growth of Kilmaronck. Due to its close proximity to the town centre, the regeneration of SCK is critical and could facilitate a number of projects in this report if spatially planned appropriately including town centre living and a leisure/ health and wellbeing offer.</p>  |               |                    |                     |                       |                        |



| Project / Proposal             | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--------------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Kilmarnock Cross & King Street | <b>Description</b><br><br>This is a pivotal location connecting the heart of Kilmarnock Town Centre. This space acts a gateway to the town's historic east at John Finnie Street, Kilmarnock Station and the Top o' the Town to the north and to the cultural nucleus comprising the Palace Theatre and Dick Institute to the east. The Cross is also the culmination of King Street, the historic north/south spine of the town (which stems from Glencairn Square and Titchfield Street to the south).<br><br>Kilmarnock Cross is the focal point of the town centre. The space is framed rooted by the historically significant Former RBS Building which should be re-purposed and better aligned to the Cross itself. This building has been empty and in a state of disrepair for a number of years and given its prominent position, must be re-occupied and re-purposed. Aspirations Celebrate Kilmarnock had for securing the building and developing the public realm space around the Cross stalled due to issues with funding however an alternative occupier must be identified in the immediate future.<br><br>With changing perceptions of how to use our town centres, highlighted even more by recent the COVID-19 pandemic, the offer of quality open space must be examined and interrogated. Kilmarnock Cross and King Street could become a more thriving destination in the town with improvements to street furniture, planting of trees (greening the grey) and the implementation of active travel routing. | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|                                | <b>Justification</b><br><br>Though Kilmarnock has a distinctive centre, the prospect of establishing a destination point in the heart of the town centre with access to services and amenities physically would aid in enhancing local identity and respond to local need - confirmed in consultation with key stakeholders (including Celebrate Kilmarnock). In improving and re-provisioning the town centre offer on King Street and the Cross (and bringing in more longer term residents), there is scope and a need, to provide affordable, quality housing and mixed use workspace in the heart of Kilmarnock with better access to local shops and public services. In consultation with key stakeholders the future of retail on King Street is an area of real concern whilst the COVID-19 pandemic has further accelerated the need to reassess the retail offer and readdress the user/consumer experience.  |               |                    |                     |                       |                        |



| Project / Proposal | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                    |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Titchfield Street  | <b>Description</b>   |               |                    |                     |                       |                        |
|                    | <p>Titchfield Street is a prominent component of the North-South spine linking Kilmarnock Town Centre and South Central Kilmarnock. Currently the street the characterised by a series of vacant and derelict buildings, including the former ABC Cinema - a large historic building that has lain derelict for many years. Titchfield Street also includes the Galleon Leisure Centre, which, though popular leisure facility is dated and in need of refurbishment. The location of the Galleon Centre itself is up for debate. The Galleon could be removed from Titchfield Street and relocated elsewhere in the town, or fully refurbished in-situ. Another option is to devolve the facility, locating some amenities elsewhere in the town, reducing part of the offer due to limited demand, whilst upgrading popular facilities within the centre.</p> <p>Much of Titchfield Street is within SEPA's flooding area. As such dialogue with relevant parties is crucial for identifying the future of this key thoroughfare. Balancing the aspirations of the community to re-use and improve these key community assets and significant buildings in compliance with SEPA regulations and the Climate Change agenda is crucial to the future of this street and its impact / role of bridging between Kilmarnock Town Centre and South Central Kilmarnock.</p> |               | Yes                | Yes                 | Yes                   | Yes                    |
|                    | <b>Justification</b>   |               |                    |                     |                       |                        |
|                    | <p>Titchfield Street performs an important role in connecting Kilmarnock TC and SCK however the street itself is suffers from vacant units and general lack of quality. The siting of St Marnock's Square to the north offers a quality public space that could kick start a regenerated street with improved street frontage, street furniture, lighting and planting (greening the grey) to improve the street as one of Kilmarnock's main thoroughfares. The future of Galleon Leisure Centre will be important in positioning Titchfield Street and its future offer. If the Galleon site is to be moved the site offers the opportunity for redevelopment or another public open / green space given its close proximity to Howard Park (directly adjacent to the site over Kilmarnock Water). Similarly a refurbished Galleon centre could aid in kick-starting the regeneration and improvement of the street itself.</p>   |               |                    |                     |                       |                        |



| Project / Proposal | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                    |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| John Finnie Street | <b>Description</b><br><br>John Finnie Street is one of Kilmarnock's significant streets. The street has great links to Kilmarnock's past as the former offices of Johnnie Walker and as such is a historic asset to the town. The architecture of the street is attractive and exemplary of its time. The street itself plays a prominent role as a key north/south connector to the west side of the town, connecting Howard Park to the south with the Train Station to the north - two main gateways in the town.<br><br>John Finnie Street and the streets in the immediate vicinity form a historic cluster in the town which link into the town centre east-west. John Finnie Street comprises of a number of key buildings including the Former GPO and the Civic Buildings. These buildings are however vacant and risk becoming derelict if continually unoccupied.<br><br>As a functioning street John Finnie Street is, for the most-part, successful within the context of the town and the town centre with active frontages, thriving street cafes and businesses however vacant units should be sought to be occupied, particularly key heritage assets. |               |                    | Yes                 | Yes                   | Yes                    |
|                    | <b>Justification</b><br><br>Through conversations with key stakeholder it is clear that there a number of buildings which should be occupied for the street to be fully successful. There is opportunity to bring a number of vacant asset buildings back into use. Conversations with EAC have raised the potential for their council offices to be relocated into the town centre to be visible as pioneers / advocates for the reoccupation of the town centre, particularly pertinent in a post-COVID-19 Kilmarnock. The Civic Buildings is seen as a potential location for this however this would require further investigation.   |               |                    |                     |                       |                        |
| West TC            | <b>Description</b><br><br>West of the Town Centre is Kilmarnock's Historic core, characterised by a series of winding streets set around the north-south axis of John Finnie Street. This area of town is already well-established however there are a number of vacant and derelict buildings that, if occupied, would add to the vibrancy of the area. The area has a good mix of businesses with historic architectural design that should be celebrated and supported. Key streets that join onto John Finnie Street such as John Dickie Street, Grange Street and Bank Street should support activity in the area whilst the Legal Quarter to the south should act as an attractive southern gateway between John Finnie Street and Howard Park. Additionally, the area should better interact with Kilmarnock Water where there is potential for a better interface with the river. Businesses on Bank Street, Nelson Street and St Marnock Place should be encouraged and incentivised to address the river given their unique river situation.  |               |                    | Yes                 | Yes                   | Yes                    |
|                    | <b>Justification</b><br><br>Through conversations with key stakeholder it is clear that there a number of buildings which should be occupied for the area to be fully successful. There is opportunity to bring a number of vacant asset buildings back into use, bringing a richer town centre offer.  |               |                    |                     |                       |                        |



| Project / Proposal | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                    |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| TC Gateways        | <p><b>Description</b></p> <p>Kilmarnock spatially consists of a number of key gateways (existing and potential) that must be improved / formed if the town is to become fully accessible and open.</p> <p>To the north, the train station and Viaduct bound the town centre, acting as key landmarks into the town's core. Improved pedestrian and cycle links from Ayrshire College and the new HALO development to the Top of the Town would enhance this already established, historic and pleasant series of northern gateways which are currently car oriented.</p> <p>The train station and its topographical prominence sets it as a key landmark in the town- improvements to the surrounding open space and considered occupation of nearby vacant / derelict buildings would establish this as a quality arrival space within the town. Lighting of the Viaduct already adds significance to the north gateways in the town however pedestrianising this area at the Top of the Town and onto Sturrock Street would greatly improve its standing as a key gateway whilst reducing the severance of the railway line and Sturrock Street to the north of the town. On Green Street positive frontages would enhance the Top of the Town gateways north whilst east, down Sturrock Street, the cluster of the bus station and the Palace Theatre at the London Road junction could be greatly enhanced with positive frontages and public realm improvements where a newly formed pedestrianised civic space could form a significant eastern gateway into / out of the town, opening up routes out to the cultural jewels of Centrestage and the Dick Institute.</p> <p>To the west the intersections of John Dickie Street and Portland Road (at the Courthouse) with John Finnie Street should be viewed as important arrival points whilst the southern gateway at Titchfield Street and Fowlds Street should signify a clear arrival in the core spine of the town centre with active frontages, ground floor units spilling out onto the streetscape and street furniture encouraging people to dwell. In each instance first (and future impressions) of the Town Centre would be enhanced by environmental adjustments to the town setting. In addition 'gateways' announcing arrival into the Town Centre would greatly assist in creating a positive first impression. By establishing and improving the above gateways fluidity of movement will be enhanced, wayfinding more legible and the town more attractive and appealing.</p> <p><b>Justification</b></p> <p>Principal urban 'nodes and gateways' characterise and give focus to town life. Points of access in to the town, notably at key route intersections and public transport interchanges, make a significant contribution in determining first impressions. Kilmarnock is characterised by a series of potentially impactful points of arrival that are currently hampered by vehicle dominated public spaces, surrounded by low quality development. Arrival in Kilmarnock TC could be significantly improved with a series of minor tweaks including shifting the hierarchy of streets to pedestrian priority. If Kilmarnock TC is to thrive it is important to establish a good first impression of the town that create a safe, attractive and welcoming environment.</p> |               |                    |                     |                       | Yes                    |



| Project / Proposal        | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                           |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Glencairn Street + Square | <b>Description</b><br><br>Historically, Glencairn Square formed an important urban role as the centre of South Central Kilmarnock. It is important to restore this function within a re-imagined, structured SCK. The impact of re-establishing Glencairn Square as a gateway to the town centre and destination with South Central Kilmarnock cannot be underestimated. Any re-structuring of SCK should stem from Glencairn Square and up Glencairn Square, strengthening the north/south connection between Kilmarnock TC and SCK to Titchfield Street and King Street and the Cross beyond. The effect of this will be to establish a 'High Street' feel between Kilmarnock Cross (to the north) and Glencairn Square (to the south), within which active frontages and well-designed public realm create a pleasant central spine for the town with historic offer to the west at John Finnie Street and a cultural nucleus to the east around the Palace Theatre, Centrestage and Dick Institute. Irrespective of flooding implications on the SCK area Glencairn Square and Glencairn Street vacant units must be re-occupied and the historic structure restored. |               |                    | Yes                 | Yes                   | Yes                    |
|                           | <b>Justification</b><br><br>For a number of decades SCK has struggled to establish a sense of place and identity. Key stakeholder consultation confirms that SCK is underperforming and has been in slow decline for a number of years with developers inactive in the area due to the sense of decline and lack of cohesion. Referencing the historic structure of the area there is great potential to restore a clear centre in SCK at Glencairn Square. Glencairn Street could perform a key role in connecting SCK and the Town Centre, unifying the two to establish a strong north / south spine in the town- the basis for an improved town.  |               |                    |                     |                       |                        |



| Project / Proposal  | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                     |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Heritage + Identity | <b>Description</b>   |               |                    | Yes                 |                       | Yes                    |
|                     | <p>Kilmarnock TC and SCK have several significant Heritage Buildings from different eras that are either vacant, under-occupied or on the Buildings at Risk register. New uses need to be found for these. Moreover Kilmarnock has a very interesting built and social history that could and should be revealed and celebrated to raise awareness within the local community and to attract visitors to the area. Kilmarnock Town centre includes the historic streets of John Finnie Street and Sandbed Street, whilst a cultural nucleus of significant buildings are located in close proximity to the east including the Palace Theatre and Grand Hall. These zones should be considered as key destinations and as part of any considered heritage/ cultural trails.</p> <p>The Former Ice Nightclub at the Top of the Town, Former Portland Estate Offices on John Finnie Street, Former ABC Cinema on Titchfield Street and the Old Men's Hut in Howard Park are all on the Buildings at Risk Register. New uses have recently been sought and discussed for the White Tile Building former RBS building by Kilmarnock Cross and for the former GPO Building on John Finnie Street whilst there has been conversations about EAC relocating to the town centre and utilising the currently vacant Civic Buildings - these need to be pursued and new uses / occupiers found.</p> <p>Finding new ways to raise awareness, interpret and tell the story of the place- the social as well as the built heritage of Kilmarnock- is very important. Kilmarnock has a rich cultural heritage In the east of the town is a collection of significant cultural buildings including the Dick Institute, Centrestage and the Palace Theatre. John Finnie Street, built by Johnnie Walker in the early 20th Century includes a number of significant buildings and is key component of Kilmarnock's history, which given Johnnie Walker's move out of town as part of Diageo's restructuring, warrants celebrating, retelling and interpretation. One suggestion emerging through the key stakeholder consultation process was the possibility to make more of Kilmarnock's link to Johnnie Walker which is so intrinsically linked to the town and could enrich a collective understanding of the town's history and historic development.</p> |               |                    |                     |                       |                        |
|                     | <b>Justification</b>   |               |                    |                     |                       |                        |
|                     | <p>Key stakeholder consultation has raised unanimous concerns about the maintenance of heritage assets across the town. Key sites, such as the former GPO on John Finnie Street, the former RBS Building at Kilmarnock Cross, the former ABC Cinema on Titchfield Street and the Palace Theatre and Grand Hall, are highlighted, amongst others, as significant assets within the District- important to save, restore and reuse. Efforts should continue to restore these buildings, and other vacant / under-occupied properties, into purposeful new uses that contribute to the vitality of the town, conserve the townscape and respect its heritage.</p>   |               |                    |                     |                       |                        |



| Project / Proposal                             | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|  |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Retrofitting Under occupied Buildings          | <b>Description</b><br><p>Kilmarnock has a number of under-occupied / vacant buildings throughout the town centre and SCK. The COVID-19 pandemic has only served to further impact these issues with businesses failing and a paradigm shift on the mind-set toward the way many sectors expect their employees to work. Many organisations are reassessing the need to have physical office space, opting to shift to smaller, cheaper, more flexible workspaces. Re-occupying these buildings is therefore a challenge and requires innovative, quality solutions that provide variety. There is a way in which, post COVID-19, Kilmarnock can promote new and emerging ways of adapting the townscape; from facilitating community use spaces, meanwhile uses for arts and emerging enterprise, hosting Circular Economic activities and town centre living. All of these strategies are endorsed by national and local policy and should be actively pursued to bring these under occupied buildings back into use in an improved, varied and vibrant town centre offer. With such aspirations there is great potential to utilise the number of under occupied buildings in the town as exemplar retrofit projects / case studies - setting the tone for similar town centre retrofit projects and re-use of key heritage assets.</p> | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|  | <b>Justification</b><br><p>Current international best practice demonstrates the possibility and benefit of a retrofit / circular design approach to reuse rather than demolition. Demolition must be seen as a last resort.</p>   |               |                    |                     |                       |                        |
| Civic North + Civic South @ John Dickie Street | <b>Description</b><br><p>The Civic North + South Buildings occupy two substantial plots with an impressive architectural style and red stone frontage. They are key heritage buildings on John Finnie Street. These buildings are however vacant and given their prominence with regards to townscape, location and size should be brought back into use. Given the COVID-19 pandemic the future of these EAC owned buildings is uncertain. EAC estates have been assessing a number of options for the buildings including the possible relocation of council offices, relocating the users on the ground floor of the multi-storey car park (MSCP) and possible community / enterprise uses. Given the adjacency of Civic Buildings to the Ingram Enterprise Centre (IEC), the buildings could offer an expansion space for IEC programme if successful.</p>  |               |                    | Yes                 | Yes                   | Yes                    |
|  | <b>Justification</b><br><p>Civic North + South have been identified in consultation with key stakeholders as significant heritage buildings within the town centre that should be brought back into use as part of a thriving town centre. Consultation with Celebrate Kilmarnock, among others (including EAC), recognise these buildings as an important part of the town centre heritage estate and as such it should be included in future town centre strategy considerations.</p> <p>Conversations with EAC have raised the potential for their council offices to be relocated into the town centre to be visible as pioneers / advocates for the reoccupation of the town centre, particularly pertinent in a post-COVID-19 Kilmarnock. The Civic Buildings is seen as a potential location for this however this would require further investigation. Other potential uses include community use or as part of an expansion of the IEC subject to further investigations.</p>  |               |                    |                     |                       |                        |



| Project / Proposal                      | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| GPO site                                | <b>Description</b><br><br>The former General Post Office (GPO) is a substantial plot with an impressive architectural style and red stone frontage. It is one of the key heritage buildings on John Finnie Street and has lain empty for a number of years. With aspirations around town centre living and a mixed / vibrant town centre with community-led regeneration at the fore there is great potential to utilise the GPO building as an exemplar retrofit project (and set the tone for similar town centre retrofitting of under occupied town centre buildings and heritage assets). There are currently plans to turn the building into flats with commercial / mixed-use on the ground floor.   |               |                    | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>Through consultation with key stakeholders the former GPO has been identified as a significant heritage building within the town centre that should be brought back into use as part of a thriving town centre. Consultation with Celebrate Kilmarnock, among others (including EAC), recognises the former GPO as an important part of the town centre heritage estate and as such it should be included in future town centre strategy considerations.  |               |                    |                     |                       |                        |
| Pocket Parks /<br>Meanwhile Open Spaces | <b>Description</b><br><br>There is potential to incorporate formal and informal public spaces within new / revamped public open spaces (pocket parks, public squares, and lanes). With numerous vacant / derelict sites in and around the TC and SCK, there is the possibility to incorporate pocket parks and meanwhile spaces to make temporary use of space that is unoccupied and inactive. A series of pocket parks could be implemented to compensate for the lack of quality public green and play spaces within the town centre, particularly around Kilmarnock Water and to the rear of existing properties where backland sites and lanes could function as public spaces. This move would also soften the urban townscape of the TC/ SCK and create a more attractive, green town. |               |                    |                     | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>Post COVID-19, the health benefits of open space are more appreciated and will make the TC / SCK more attractive and encourage staying. Consultation with key stakeholders, including Celebrate Kilmarnock, have noted a willingness to champion initiatives to encourage quality play/ green and open spaces in the town. Using pocket parks and meanwhile spaces could be a temporary means to activate dormant space in the town. A variety of pocket parks and open spaces will also increase the attractiveness of walking and cycling, in-turn making these areas more attractive for inhabitants and investors as well as tourists and visitors.   |               |                    |                     |                       |                        |



| Project / Proposal  | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                     |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| St Marnock's Square | <b>Description</b><br><br>With the demolition of the former Mothercare building there has been an overwhelming response from the community to see the space maintained as a clear site. The demolition of the building has highlighted the possibility of new town vistas, opening up views of the river. The space has led to the local community calling for a community designed public, green space in the town centre. As part of an early improvement of the space, a mural by artist Tom Lightbody and depicting The Countess of Kilmarnock was unveiled at the site in May 2022.   |               |                    |                     | Yes                   | Yes                    |
|                     | <b>Justification</b><br><br>Post COVID-19, the health benefits of open space are more appreciated and will make the TC / SCK more attractive and encourage staying. Consultation with key stakeholders, including Celebrate Kilmarnock, have championed the plans to develop the former Mothercare site into an attractive public green space as a key civic space for the town with river aspect. The successful delivery of this public space will not only knit together the town's green/blue infrastructure but serve to strengthen the case for community-led regeneration - demonstrating collaboration and synergy between the local community and East Ayrshire Council.  |               |                    |                     |                       |                        |
| Former ABC Cinema   | <b>Description</b><br><br>The former ABC cinema on Titchfield Street is a significant heritage building in the town and a place of fond memories for many in within the local community. Neglect and a string of absentee landlords have left the building in a state of disrepair with the building at risk of becoming unsalvageable. East Ayrshire Council have invested in the immediate public realm with pavement improvements whilst elsewhere on the Titchfield Street other private landlords have upgraded their properties, leading to good mix of well established businesses and newly opened enterprises in the immediate context. This all serves to reinforce the blight that the building has / is becoming on the area - projecting a negative image of the area amongst the positive regeneration work on the street. The building's prominence at street level and with the opening up of the former Mothercare Building site has magnified the state of disrepair.<br><br>The former ABC should be progressed as an example of positive re-use in the town given its rich history. There is potential for this building to be brought back into use. The usage of this space needs to be considered due to its central location with extensive ground floor frontage on Titchfield Street and prominence in the local area / skyline. |               |                    | Yes                 | Yes                   | Yes                    |
|                     | <b>Justification</b><br><br>The former ABC Cinema is regularly referenced in documentation and through stakeholder engagement as town asset that needs to be brought back into permanent use. There are too many unoccupied and vacant buildings in Kilmarnock. This project could act as an exemplar for future retrofit projects and demonstrate effective community-led regeneration if brought back into use."   |               |                    |                     |                       |                        |



| Project / Proposal          | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|-----------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                             |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Palace Theatre / Grand Hall | <b>Description</b><br><br>The Palace Theatre and Grand Hall is a key heritage building in Kilmarnock. Currently in a general state of disrepair the building reflects an image of an underperforming town and town centre. It is important that this historic building be promoted as a significant cultural asset and regional theatre. The immediate public space around the theatre requires a total overhaul with pedestrianisation, removal of grade separation and improved east-west connectivity to realise its potential as a quality public urban square in the town. The success of this space hinges on reducing the impact of vehicles on Sturrock Street which isolates the Palace in its existing state. Wayfinding strategies including signage upgrades and lighting would also enhance the setting and contribute to the vibrancy of the town centre, whilst improvements to crossings, greening the grey and limiting/removing trafficking will encourage pedestrian movement from the town centre, beyond to the other cultural assets of Centrestage and Dick Institute.   | Yes           |                    | Yes                 | Yes                   | Yes                    |
|                             | <b>Justification</b><br><br>Through consultation with key stakeholders the Palace Theatre and Grand Hall has been identified as a significant heritage building within the town centre that should be fully incorporated as part of a thriving town centre. Consultation with Celebrate Kilmarnock, among others (including EAC), recognise the building as an important part of the town centre heritage estate and as such it should be included in future town centre strategy considerations.<br><br>The space around the Palace Theatre and Grand Hall should be a focal point of the town; a key pedestrian gateway and destination point in close proximity to the town centre and Kilmarnock Cross. This project promotes active travel and enhances access to the bus station (adjacent on Sturrock Street), creates a new quality open space at a significant town asset and announces arrival in the town as a key eastern gateway. The project responds to feedback about the discontinuity of pedestrian / active travel routing by eliminating the grade separation of the existing Underpass whilst helping to transform the town image of the immediate area from car dominated to create a memorable public space, fitting of its context. |               |                    |                     |                       |                        |



| Project / Proposal              | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---------------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                 |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Art, Events & Lighting Strategy | <b>Description</b>  |               |                    |                     |                       |                        |
|                                 | <p>Develop an innovative and creative arts strategy and programme of permanent and temporary installations to meaningfully embed visual and performing arts in to Kilmarnock TC. The initiative could include the following components:</p> <ul style="list-style-type: none"> <li>- Interpretation: signage &amp; trail;</li> <li>- Improved lighting at key town centre assets + civic spaces;</li> <li>- Activities Events &amp; Festivals (including street festivals);</li> <li>- Marketing programme;</li> <li>- Digital infrastructure to make industrial/cultural heritage more accessible;</li> <li>- Activities to ensure wider community involvement &amp; engagement;</li> <li>- Temporary sports / play spaces;</li> <li>- Temporary gardens (Stalled Spaces);</li> <li>- Arts strategy and programme of permanent and temporary installations to redefine some of the opportunity sites in the town.</li> </ul> <p>Post-COVID-19 the town must showcase some of the opportunity sites and local pioneers/ successes. Early action to provide an 'optimism bomb' - announcing a fresh and dynamic way forward for the town would set the tone, perhaps with an emphasis on showcasing existing talent already in the area, as well as starting to reimagine how to use vacant, under-occupied or under-appreciated spaces throughout the town.</p> |               |                    |                     |                       |                        |
|                                 | <b>Justification</b>  |               |                    |                     |                       |                        |
|                                 | <p>Consultation with key stakeholders, including Celebrate Kilmarnock, have championed the arts and local culture as being a key feature in Kilmarnock's regeneration and future, post-COVID-19. There is an enthusiasm to champion further creative regeneration, driven by events / festivals / local talent to celebrate the area and attract visitors to the town. Community-led events, with the support of the local authority, could also assist in bringing the local community together and demonstrate the potential for meaningful community-led work in Kilmarnock. As part of an ambition to introduce additional art to Kilmarnock town centre, a mural by the artist Tom Lightbody was unveiled at St Marnock Square in May 2022. The mural depicts Lady Ann Livingston Boyd, The Countess of Kilmarnock and widow of The Earl of Kilmarnock who was captured at Culloden and executed for his part in the 1745 Jacobite Uprising.</p>   |               |                    |                     |                       | Yes                    |



| Project / Proposal  | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Communities & Housing   |   |               |                    |                     |                       |                        |
| Community-Led Regeneration  | <b>Description</b><br><br>Kilmarnock has a particularly active local community with community groups, namely Celebrate Kilmarnock, providing a strong local voice for improvements in the town. These groups must be continually supported by the local authority and local partners to bring about positive change in the town.  | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>Consultation with Celebrate Kilmarnock raised issues of a lack of joined up thinking between community groups and EAC. Every effort must be taken to ensure that community led regeneration is supported by the local authority and harnessed through access to funding and fostering local partnerships.   |               |                    |                     |                       |                        |
| 20 min Kilmarnock<br><br>Providing amenities: health, social care, schools, local services, youth facilities and play | <b>Description</b><br><br>To support a vibrant, mixed urban town with distinctive characters and a growing population the provision of appropriate amenities (including community infrastructure, education, health and social care, recreation / leisure space) is vital. This approach to a walkable, compact town is now commonly referred to as a 20 min Neighbourhood.<br><br>Whilst Kilmarnock has many attributes well aligned with the 20 min Neighbourhood concept there are certain amenities and facilities that are evidently lacking. Whilst Kilmarnock Town Centre and South Central Kilmarnock possess a number assets there are several vital amenities that are under-provided for including the lack of a quality open space. The possibility of East Ayrshire Council, working in conjunction with Celebrate Kilmarnock and other community groups, assisting in providing space for local community activity should be explored as a potential ‘quick win’. The re-provision of a new leisure centre and health and wellbeing hub (especially if there is a desire to attract families to live in Kilmarnock Town Centre) is also a potential priority. |               | Yes                | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>In anticipation of an increased town centre population (resident, working and visitor) it is vital to assess and plan to address any identified shortfall in provision of community infrastructure. Any discussions and analysis regarding increased town centre living also highlighted the need to provide the facilities required of an increased population density in central Kilmarnock. National and local policy supports the incorporation of the 20 min neighbourhood concept in townscape analysis and evaluation. If regeneration is sought in Kilmarnock e.g. if South Central Kilmarnock is to be improved, densified and repopulated and appropriate amenities would have to be in place / planned.  |               |                    |                     |                       |                        |



| Project / Proposal                         | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|  |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Child Friendly Town Centre                 | <b>Description</b><br><br>Kilmarnock TC must become an attractive place to all, including children. This includes providing quality open / green spaces, creating places that with a town centre offer that is appealing and attractive. Spaces for children to play safely and move freely between locations are important. Kilmarnock already has good infrastructure in terms of public park proximity and access however the connections between these assets must be improved to engender a sense of safety and allow fluid movement for walking, wheeling and cycling. Children, and indeed people of all ages, must feel safe in their town centre and pedestrians must therefore be prioritised.  |               |                    | Yes                 | Yes                   | Yes                    |
|  | <b>Justification</b><br><br>Consultation with Celebrate Kilmarnock highlighted attracting children to the town centre as part of a wider action plan to reinvigorate the town centre. With the changing nature of our town centres, particularly in a post-COVID-19 era, where perceptions of the town centre offer have changed and quality green and open space have never been more in demand dictate that town centres must be appealing and attractive to all.   |               |                    |                     |                       |                        |
| Town Centre Living: New-Build and Retrofit | <b>Description</b><br><br>To create a vibrant and convivial town centre a significant increase in resident population is required. In line with national and local government policy embedding residential / mixed use developments in the town centre is important to increasing town centre population. The town centre should also experience an increased student / professional population with the new Ayrshire College Campus and Halo Enterprise Campus in close proximity.<br><br>In addition to new-build developments on vacant sites there is scope to bring new residents in to the area by adapting sites (through retrofitting existing buildings) to accommodate residential / mixed-use developments. In doing so there is an opportunity to diversify housing typologies to accommodate households under-represented in the town centre (e.g. families and elderly). Additionally, new residents can also support enhanced local services and amenities (e.g. education / schools, health and social care) helping ensure the Kilmarnock can meet (and surpass) the 20 min Neighbourhood model. |               |                    | Yes                 | Yes                   | Yes                    |



| Project / Proposal  | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|   | <p><b>Justification</b></p> <p>Ryden analysis indicates that increased population density in the town centre would help to improve the town centre (see Development Framework Appendix 1). Initial assessments identify a continued demand for quality affordable properties that could include:</p> <ul style="list-style-type: none"> <li>- Mid market rent: young professionals</li> <li>- Student accommodation</li> <li>- Self build &amp; custom build</li> <li>- Local builders: small/micro sites</li> <li>- Older people's accommodation: and 'downsizers' who would prefer a town centre location close to community and other facilities.</li> </ul> <p>Meetings with the East Ayrshire Council Housing and Regeneration teams confirm there is potential for town centre living. This aspiration is in line with Scottish Government policy (Town Centre Action Plan and Town Centre First Principle).</p>                                   |               |                    |                     |                       |                        |
| <b>Wellbeing Town (including Health and Wellbeing Hub / Campus)</b> | <p><b>Description</b></p> <p>A Health and Wellbeing Hub within Kilmarnock has been mooted by the Health and Social Care Partnership in line with Scottish Government plans for disaggregating non-emergency facilities from larger regional hospitals. Kilmarnock, as East Ayrshire's largest town is a desirable location of such facilities and a town centre location preferred. With the future of Galleon Leisure Centre uncertain there have been ideas to co-locate leisure facilities with a health and social care offer whilst there have been other discussions around a health and social care campus within the town centre and, conversely, considering multiple locations for health and social care facilities in and around the town centre. There are many vacant buildings in Kilmarnock TC and SCK that could be used to locate such an offer with buildings such as the former GPO and the former RBS Building, amongst others.</p> | Yes           |                    | Yes                 | Yes                   |                        |
|   | <p><b>Justification</b></p> <p>Consultation with the Health and Social Care Partnership in line with Scottish Government plans identify Kilmarnock as a key location for the siting of a disaggregated Health and Wellbeing Hub.</p>   |               |                    |                     |                       |                        |



| Project / Proposal         | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|----------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                            |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| <b>Galleon Centre</b>      | <p><b>Description</b></p> <p>The Galleon Leisure Centre is a key town asset. The centre has long been a popular community facility however it is aged and in need of refurbishment. In recent years there have been discussions on how best to manage the future of the centre. The recent COVID-19 pandemic has accelerated this issue and a decision on the future of the building must be taken in the immediate to near future. There are four possible scenarios for the future of the Galleon Centre;</p> <ol style="list-style-type: none"> <li>1. Remain in the current location and undergo an internal refurbishment;</li> <li>2. Relocate and build a brand new facility closer to the main town centre;</li> <li>3. Reduce the existing facilities and o-locate or disaggregate facilities elsewhere within the town</li> <li>4. Combine the leisure facility within a Health and Wellbeing Hub in collaboration with the East Ayrshire Health and Social Care Partnership</li> </ol> <p>The future of the Galleon should not be viewed in isolation, but considered as central to the overall town centre strategy for the next twenty years. A decision should to be taken which fully considers the needs and requirements of the local community, with a full understanding of the potential role the leisure centre can have on the vitality of the town</p> <p><b>Justification</b></p> <p>The future of the Galleon Leisure Centre must be resolved in the near future as the current facility is outdated. The facilities within the Galleon require assessment with regards to public demand and need. Consultation with key stakeholder groups, including EAC, East Ayrshire Leisure and Celebrate Kilmarnock, confirmed that the Galleon is a high priority site that requires immediate action as a key community facility within Kilmarnock Town Centre.</p> | <b>Yes</b>    |                    | <b>Yes</b>          | <b>Yes</b>            | <b>Yes</b>             |
| <b>Cultural Kilmarnock</b> | <p><b>Description</b></p> <p>Kilmarnock comprises of a number of significant cultural buildings, particularly in the town centre. There is already an appointed team to deliver a Cultural Kilmarnock project in the town with focus on wayfinding, public realm and revitalising significant cultural assets namely the Palace Theatre and Grand Hall. Whilst Cultural Kilmarnock is town centre wide there is an important cluster of cultural assets to the east of the town that are currently severed from the Town Centre by Sturrock Street. This cluster comprising the Palace Theatre and Grand Hall, Centrestage and the Dick Institute are key components of the Cultural Kilmarnock project and thus warrant appropriate integration and routing from / to the town centre. This hinges on reducing the impact of vehicles on Sturrock Street which isolates the cluster. Pedestrianising the public space outside the Palace Theatre as well as improving east-west connections from King Street, Kilmarnock Cross and the Top of the Town will better integrate this area as an extension of the town centre. Improvements to crossings, greening the grey and limiting trafficking will all aid in encouraging pedestrian movement, establishing positive connections for walking wheeling and cycling. Wayfinding strategies including signage upgrades and lighting would also aid in linking up Kilmarnock's cultural assets, adding to the vibrancy of the town centre.</p>  | <b>Yes</b>    |                    | <b>Yes</b>          | <b>Yes</b>            | <b>Yes</b>             |



| Project / Proposal    | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|-----------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                       |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|                       | <b>Justification</b><br><br>Both short and longer term ambitions can provide the area with a distinctive offer which could sustain a post-COVID-19 recovery. The initiative was strongly supported by partners, and by local resident / business community that were consulted.  |               |                    |                     |                       |                        |
| "White Tile" Building | <b>Description</b><br><br>Celebrate Kilmarnock partnered with East Ayrshire Council to establish a Project Board to produce a viable and business plan for the White Tile Building (WTB). The project is an example of community-led regeneration in Kilmarnock and could contribute to the reinvention/ revitalisation of King Street. The WTB should be progressed as a demonstration project to reinvigorate King Street and demonstrate a successful town centre retrofit (community-led) project. There is potential for this building to be brought back into use as a community hub and possible permanent, centrally located, location for Celebrate Kilmarnock The usage of this space needs to be considered due to its prime 'high street' location with extensive ground floor frontage on King Street and unique rooftop terrace overlooking Kilmarnock Water.<br><br>Recent press confirms that the WTB is on a shortlist for grant funding ( <a href="https://www.dailyrecord.co.uk/ayrshire/future-kilmarnocks-white-tile-building-25294281">https://www.dailyrecord.co.uk/ayrshire/future-kilmarnocks-white-tile-building-25294281</a> ).<br><br><b>Justification</b><br><br>The WTB is repeatedly mentioned as a key town centre retrofit project by local community group Celebrate Kilmarnock. There are too many unoccupied and vacant buildings in Kilmarnock. Given the WTB has been identified as a potential community use space this should be supported to evidence effective community-led regeneration, in partnership with EAC. This project could act as an exemplar for future retrofit projects and demonstrate effective community-led regeneration. | Yes           |                    | Yes                 | Yes                   | Yes                    |
| EACHa                 | <b>Description</b><br><br>East Ayrshire Churches Homelessness Action (EACHa) is a homelessness charity for those who are homeless or risk of homelessness. They are often experiencing, or living with, relationship breakdown, loneliness, and addiction to drugs, alcohol or gambling, and poor mental or physical health. There is a need to interrupt the continuing cycle and the sense of low aspiration and achievement which is the fate of so many born into disadvantage. In partnership with the Corra Foundation a Recovery Hub is to be setup with availability 7 days a week, including evenings, offering a welcoming place for all, helping to raise the profile of recovery and reducing stigma.  | Yes           |                    |                     | Yes                   | Yes                    |



| Project / Proposal | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                    |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|                    | <b>Justification</b><br><br>EACHa should be supported in their efforts to provide important care in the community. The proposal for a community-led Recovery Hub in a town centre location should be championed by the local authority and partners with access to funding streams etc. to enable the organisation to maintain and build their service. Kilmarnock, like many similar towns of its size, experiences incidents of anti-social behaviour, with problems pertaining to dealing with the issue- with retailers, shoppers, visitors, tourists and the local authority impacted /affected by it. EACHa charity aims to tackle the issue at source and must be supported in their endeavours. |               |                    |                     |                       |                        |
| Evening Economy    | <b>Description</b><br><br>Kilmarnock needs to be redefined as a destination town with an attractive evening economy which would assist in retaining / attracting business and future residents / investment to the area. Efforts the setting around Kilmarnock Water and to refurbish key cultural assets such as the Palace Theatre and Grand Hall promote evening economy and should be supported.  |               |                    | Yes                 |                       | Yes                    |
|                    | <b>Justification</b><br><br>Consultation with local community groups (including Celebrate Kilmarnock) and EAC confirms support / interest in delivering events / activities to trial what could work in Kilmarnock  |               |                    |                     |                       |                        |



| Project / Proposal                | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|-----------------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                   |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Economy & Employment              |  |               |                    |                     |                       |                        |
| High Street' Retail - King Street | <p><b>Description</b></p> <p>There is a need to address the shopping / retail offer on King Street. This of particular importance post-COVID-19 where high street retail is struggling and in decline. The future of retail on Kilmarnock's main 'High Street' (King Street), like many similar size towns, is a source of concern within the local community and the local authority. Already in decline pre-COVID-19 the pandemic has accelerated the need to reboot retail and reshape consumer experience.</p> <p>Involving local retailers in discussions around the TC and TC planning decisions whilst looking for ways to boost their presence in the town should be considered. Raising awareness of the whole eco-system of retail within the town centre: from established high street stores to family-run and independent and sole traders is important. There is a need to highlight opportunities for mutual support and building connections and coalitions within the local community to build resilience and target an offer that is popular within the local community.</p> <p>Empty shopfronts are blight on local area and project a negative image of the town centre. Occupying empty units, whether through reduced short term leases or pilot schemes for start-ups will improve perceptions of the town centre and contribute to the vibrancy of the place where people want to visit and spend their time. Tying in a programme of activities and events on King Street would also contribute positively to this experience whilst focussing on getting the basics right in terms of a safe, clean, colourful and visually appealing environment will all contribute to a thriving 'High Street' offer on King Street.</p> <p>A more attractive town centre with a rich and varied High Street offer on and around King Street will encourage greater footfall and help to revive retail in the town, post-COVID-19. To the top and bottom of King Street there is potential to improve the public spaces at the Cross (to the north) and with the proposal for St Marnock's Square (to the south). Post-COVID-19 the need for upper floor retail space has reduced with employers re-assessing their working practices. This should be seen as an opportunity to repopulate the town centre by driving the town centre living agenda. There is opportunity on King Street to utilise upper floor units as flatted accommodation given its central location and close proximity to the new Ayrshire College Campus.</p> <p>These steps must be supported by EAC in collaboration with community groups and local businesses.</p> <p><b>Justification</b></p> <p>Consultation with local community groups (including Celebrate Kilmarnock) and EAC confirms the need to resolve the difficult issue of how to ensure the long-term retail offer in Kilmarnock TC on King Street.</p> | Yes           |                    | Yes                 | Yes                   | Yes                    |



| Project / Proposal     | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                        |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Workspace & Enterprise | <b>Description</b><br><br>Kilmarnock should provide a wide range of business accommodation in the form of a ladder affordable space including pop up accommodation. This could include workshops targeted at the creative industries to include low rentals, fast broadband/Wi-Fi, flexible rental terms, supportive shared services, rooms with good natural light. There are numerous unoccupied buildings in and around Kilmarnock TC that could be retrofitted to fulfil this purpose given the close proximity to institutions such as Ayrshire College and the HALO to the north of the town. Working in close collaboration with Ayrshire College and the HALO, there is great potential for EAC to support start-ups and emerging entrepreneurs in the town. It is also important to support existing enterprising ventures within the town such as the work of Kilmarnock Station Railway Heritage Trust.  |               |                    | Yes                 | Yes                   |                        |
|                        | <b>Justification</b><br><br>Supporting local enterprise will contribute to thriving and safe town with an empowered / motivated local community, whilst providing local workspace will populate the town centre and support the local economy."   |               |                    |                     |                       |                        |
| Destination Kilmarnock | <b>Description</b><br><br>Kilmarnock should be a destination town. As the largest town in the Ayrshire region with a rich variety of assets, Kilmarnock should present itself as a destination. With improved routes connecting the constellation of cultural and heritage assets throughout the town, linked green / blue infrastructure and a considered wayfinding strategy, improved edges with re-purposed, pedestrian priority open spaces and gateways Kilmarnock could become an attractive place to visit, shop and spend time. With this in place consolidating a programme of events together with a cohesive town marketing scheme to promote a Destination Kilmarnock offer will help to generate interest in the town and improve visitor / tourist numbers.<br><br>If connections are improved to destinations on the periphery of the TC such as Ayrshire College and the HALO, Above Adventure, Dean Castle Country Park and Rugby Park, Kilmarnock could be multiple destination town. A reimagined retail offer and restructured SCK would further add to this sense of a well-functioning and thriving place, popular with local people and visitors alike. |               | Yes                | Yes                 | Yes                   | Yes                    |
|                        | <b>Justification</b><br><br>Kilmarnock must promote itself as a destination town to fully embrace its position as key town in East Ayrshire and capitalise on the potential provided by the various projects, amenities and facilities it has to offer.   |               |                    |                     |                       |                        |



| Project / Proposal              | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---------------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                 |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Town Branding and Marketing     | <b>Description</b><br>A town branding and marketing strategy would help to drive the aspirations of the town and establish a cohesive, positive message to generate interest and encourage local participation / visitor and tourist numbers. A combination of physical branding around the town, supported by a clear, agreed marketing strategy will project positive image of the town.   |               |                    | Yes                 | Yes                   | Yes                    |
|                                 | <b>Justification</b><br>Projecting an image of a vibrant town is important and a unified, structured strategy to drive interest in the Kilmarnock would aid perceptions of the town.   |               |                    |                     |                       |                        |
| Community and Social Enterprise | <b>Description</b><br>It is important to promote and establish social economy organisations and increase the level of social entrepreneurship in Kilmarnock Town Centre. Existing community groups (such as EACHa and Celebrate Kilmarnock) already adopt an enterprising approach to social problems and should be encouraged to do so.<br><br>A Social Enterprise Hotel, pioneered recently in Inverness, could provide training for young people not in education or employment, without a home, or lacking basic literacy and numeracy skills. This would provide young people with the opportunity to upskill and help with the running of a hotel alongside hospitality experts, gaining experience, training and eventually a formal qualification. |               |                    | Yes                 | Yes                   |                        |
|                                 | <b>Justification</b><br>Supporting community and social enterprise will contribute to thriving and safe town with an empowered / motivated local community.  |               |                    |                     |                       |                        |
| Creative Economy                | <b>Description</b><br>Kilmarnock should make the most of its creative organisations and economy. Centrestage / Palace Theatre and Grand Hall promote creative/ evening economy which should be supported. Refer to HALO Development + work with Ayrshire College / Students etc.   |               |                    | Yes                 | Yes                   | Yes                    |
|                                 | <b>Justification</b><br>Consultation with local community groups (including Celebrate Kilmarnock) and EAC confirms that there is significant public and Council interest in the stimulation of the creative economy in Kilmarnock.   |               |                    |                     |                       |                        |



| Project / Proposal                                  | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|---|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|   |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Evening Economy                                     | <b>Description</b><br><br>Kilmarnock needs to be redefined as a destination town with an attractive evening economy which would assist in retaining / attracting business and future residents / investment to the area. Efforts the setting around Kilmarnock Water and to refurbish key cultural assets such as the Palace Theatre and Grand Hall promote evening economy and should be supported.   |               |                    | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>Consultation with local community groups (including Celebrate Kilmarnock) and EAC confirms support / interest in delivering events / activities to trial what could work in Kilmarnock.  |               |                    |                     |                       |                        |
| Tourism Strategy                                    | <b>Description</b><br><br>Part of revitalising and improving Kilmarnock should include a tourism strategy. A tourism strategy would look to bring together town and regional partners to highlight the breadth of the tourism and visitor offer whilst setting out a joint approach as to sharing Kilmarnock's stories with visitors and tourists alike. A well-defined Tourism Strategy will focus thinking around key town assets and help to deliver a shared vision to increase footfall in the town. Kilmarnock should look to build on its existing heritage and cultural offer, build a resilient, year-round events and festivals programme and utilise its existing, unique natural assets around its parks and Kilmarnock Water as the basis for any Tourism Strategy. Additionally all Kilmarnock attractions such as the new Above Adventure facility and existing venues such as the Dean caste and Dick Institute should be included and promoted in a cohesive tourism marketing strategy- this should also tie into a broader East Ayrshire Tourism Strategy for the region that firmly promotes Kilmarnock as a destination town. |               |                    | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>A defined tourism strategy will help to increase tourism which will increase footfall in the town and contribute to the local economy.   |               |                    |                     |                       |                        |
| Infrastructure, Resources and Resilience            |  |               |                    |                     |                       |                        |
| Sustainable Kilmarnock - Climate Emergency Response | <b>Description</b><br><br>The impacts of the climate emergency on Kilmarnock should be addressed and where possible mitigated.   | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|   | <b>Justification</b><br><br>The requirement to meet the challenges of the climate emergency is detailed in the Proposed East Ayrshire Local Development Plan 2 (LDP2).   |               |                    |                     |                       |                        |



| Project / Proposal                 | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|------------------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                    |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Flood Risk Assessment + Mitigation | <b>Description</b><br><br>The SEPA mapping for Kilmarnock shows that practically all of the area to the south of the Cross, between the Kilmarnock Water and the one way system (Sturrock Street to Armour Street) to Glencairn Square is liable to flooding. Although this is deemed 'low' likelihood, the area to the west of Titchfield Street/High Glencairn Street falls within the 'medium' likelihood to flood category. Most of the land to the south of West/East Netherton Street/Bentinck Street/Brewery Road lying between the Kilmarnock Water and the River Irvine to the A71 bypass, is also liable to flooding and is similarly classified as falling within the 'medium' likelihood to flood category but a high proportion of the land to the east and south of the River Irvine (within the Queens Drive and Scott Ellis Playing Fields areas) falls within the 'high' likelihood categories.<br><br>It is therefore important to establish a definitive policy and investment position with regard to SEPA flood mapping in relation to the implications of the additional climate change allowance and potential up-stream catchment mitigation / attenuation. | Yes           |                    |                     | Yes                   | Yes                    |
|                                    | <b>Justification</b><br><br>Key stakeholder consultation with EAC and others confirms flooding and flood mitigation as a critical issue faced in Kilmarnock. The recently approved East Ayrshire Local Development Plan 2 (LDP2) Proposed Plan references the need to mitigate flooding with regards to inhibiting redevelopment and growth within the town. The future of SCK is currently in a state of flux / uncertainty with no clear outcome in sight. As an important area with regards to Kilmarnock's future growth as a town, flood risk assessment and mitigation is vital to establishing a viable solution to the redevelopment of SCK.<br><br>Analysis of flood mapping provided by SEPA confirms much of SCK and areas of Kilmarnock TC are within flooding zones with the additional climate change allowance potentially precluding future development. The implications of this greatly restrict the ability to develop land within these zones. Dependant on the level of SEPA mapping enforced (this should be confirmed in NPF 4) the development potential of areas such as SCK will have to be adjusted, potentially limiting developable opportunities.     |               |                    |                     |                       |                        |
| Active Travel                      | <b>Description</b><br><br>Delivering improved Active Travel Networks will enable people to choose to get about how they wish, making residential streets quieter, safer for children, and more community focused as well as connecting the town up for those walking, wheeling and cycling.   |               | Yes                | Yes                 | Yes                   |                        |



| Project / Proposal           | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|------------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                              |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|                              | <p><b>Justification</b></p> <p>Local and national policy advocate the transition from the car to walking, wheeling and cycling. It is therefore important to provide appropriate active travel infrastructure to support and enable this shift. Making walking and cycling the preferred way to move around Kilmaronck will require a well-structured network. The planned Infinity Loop project has made inroads with this however lacks key east-west routing that would better connect the Kilmaronck TC and SCK with its broader context.</p> <p>Broadly, this project promotes active travel and healthier lifestyles in the pursuit of improved quality of life, a key aspect of EAC's ambitions to invite more and more people to live in the town centre. This also would ensure a cleaner town centre with better air quality and a more democratic and fairer town with access to opportunity no longer being predicted on car ownership, when car ownership in the town is low.</p>  |               |                    |                     |                       |                        |
| Circular and Sharing Economy | <p><b>Description</b></p> <p>Kilmaronck, like many of its contemporaries, should aspire to adopt a Circular Economic model. There are numerous Town Centre vacant buildings and under-occupied spaces along with vacant and derelict land that could accommodate remanufacturing or larger scale construction waste recycling activity. Kilmaronck also has the potential to help pioneer new initiatives to drive the switch from a linear to a circular economy. With the HALO development to the north of the town and the vast extent of available sites in South Central Kilmaronck there is potential to locate upcycling and remanufacturing facilities with creative re-use of materials.</p> <p>Kilmaronck can also focus on promoting a sharing economy (repair, re-use) for local resident and business communities (perhaps in South Central Kilmaronck) as well as incorporating a centre of excellence and applied research within the Halo development / Ayrshire Council College Campus (perhaps a Circular Economy accelerator located in an under occupied building).</p> <p>A Circular Economy Route Map would be helpful to identify a series of actions, for the benefit of local communities and the City Centre generally.</p> |               | Yes                | Yes                 | Yes                   |                        |
|                              | <p><b>Justification</b></p> <p>Given the state of climate emergency globally there is an importance to make a significant contribution in the fair transition to a net zero, circular economy. Kilmaronck has the space (under-occupied sites / buildings) and latent knowledge / skills / partners (through HALO and East Ayrshire College) to be an ideal testbed for a Circular and Sharing Town.</p>  |               |                    |                     |                       |                        |



| Project / Proposal         | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|----------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                            |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Enhancing Public Transport | <b>Description</b><br><br>With the proposed reduction of car traffic in the town centre (no more through traffic, less street parking, better access to public transport) an enhanced/ quality public transport offer is crucial. To make sustainable mobility (active travel and public transport) a serious alternative (over the car), routes/networks need to be safer, faster, more intuitive, reliable and comfortable.<br><br>Access to efficient public transport is important, however unattractive stations and surroundings deter use; Kilmarnock Railway Station is an attractive building and setting however the immediate public space is somewhat lacking to the Top of the Town, whilst Kilmarnock Bus Station is neither an attractive building or public environment. Efforts should be made ensure both the public realm and the buildings are reflective of a quality public transport service. Specifically, the area around Kilmarnock Bus Station is run-down and the public space marginalised and choked by the vehicle dominated Sturrock Street. |               | Yes                | Yes                 | Yes                   | Yes                    |
|                            | <b>Justification</b><br><br>It is vital for public transport to be an attractive alternative for the car to increase patronage. Enhancing public transport also stimulates more sustainable and healthy mobility. Kilmarnock's stations are important gateways into the town and crucially, the town centre. At these points visitors should feel welcome, comfortable and safe. Wayfinding and orientation should be intuitive and fast. These locations deserve particular investment, not only as key gateways but as alternative travel options to the car. Investment should be based on providing high quality space, clear signage and attractive and logical connections to the surrounding town and other modes of transport. At present arrival at the bus and railway stations are bland. By improving the arrival in the town by train and bus a positive first impression is created. This should also increase the use of public transport, walking and cycling as an alternative to the car and help to regenerate the areas around stations.                 |               |                    |                     |                       |                        |
| Last Mile Logistics        | <b>Description</b><br><br>Town Centres need a 'back office' function providing operational and logistic support in a smart and responsible manner. Moving forward Kilmarnock can provide a base for 'Last Mile Logistics' and other 'back office' / operational functions to support a zero carbon / circular town economy.<br><br>This could be located within South Central Kilmarnock based on its existing light industry provision and involve providing a dedicated Last Mile Logistics hub or trialling / piloting Circular Economy remanufacturing. This could be integrated within a redefined, mixed-use Productive District.  |               | Yes                | Yes                 | Yes                   |                        |



| Project / Proposal               | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|----------------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                  |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|                                  | <b>Justification</b><br><br>South Central Kilmarnock has long served a light industrial, ‘back office’ function. The area has space to provide a decarbonised Operational / Logistics Hub - providing a base for the distribution of supplies to the town's businesses and residents.  |               |                    |                     |                       |                        |
| Well Maintained Kilmarnock       | <b>Description</b><br><br>Clean and well-functioning public spaces are crucial. Street cleanliness and maintenance is a high priority issue in Kilmarnock. Getting the basics right is vital to refresh local and visitor perceptions' of the town. Initiatives to help recycle waste, encourage neighbourhood / community stewardship, campaigns to tackle littering / encourage culture change and using smart technology to ensure high standards of street cleanliness should be encouraged and developed.           |               |                    |                     |                       | Yes                    |
|                                  | <b>Justification</b><br><br>Street cleanliness and maintenance is a high priority issue in Kilmarnock.   |               |                    |                     |                       |                        |
| Delivery, Funding and Governance |  |               |                    |                     |                       |                        |
| Town Centre / SCK Vision         | <b>Description</b><br><br>Agree a long term vision and masterplan for Kilmarnock based on full and active community participation, not isolated 'consultation exercises'. A community designed road map to build a resilient and healthy town for at least the next 20 years. The East Ayrshire Vibrant Communities programme should tie into an agreed vision for the TC and SCK, responsible for events, funding, youth empowerment, health and wellbeing, learning, community empowerment and volunteering.           | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|                                  | <b>Justification</b><br><br>Discussions / Consultation with key stakeholders in Kilmarnock confirm that a clear vision for Kilmarnock Town Centre and South Central Kilmarnock is required. Conversations with Celebrate Kilmarnock, East Ayrshire Leisure, Elected Members and East Ayrshire Council confirm Kilmarnock should endeavour to become a destination town with emphasis on its existing assets (including local heritage, parks and the river) to establish an enlivened town centre, inviting to all ages. |               |                    |                     |                       |                        |



| Project / Proposal             | Description / Justification   | High Priority | NPF4 Outcomes      |                     |                       |                        |
|--------------------------------|---|---------------|--------------------|---------------------|-----------------------|------------------------|
|                                |   |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
| Town Team Killie               | <b>Description</b><br><br>Dedicated staff resource to drive Kilmarnock regeneration - working with East Ayrshire Council team and with specific focus on Kilmarnock TC area.<br><br>Everybody with a potential stake in the town centre should feel they can obtain current and credible information easily, and that they can also contribute to helping deliver this Development Framework / Regeneration as an active citizen, collaborator or project partner. A 'Town Team Killie' Taskforce should be the first point of contact for all these enquiries.   | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|                                | <b>Justification</b><br><br>Evidence from elsewhere, combined with observations of available resource, indicate that additional staff / expertise is required to support East Ayrshire Council and project partners (including community groups such as Celebrate Kilmarnock) to coordinate delivery of the ambitions of this development framework and a future Town Centre Vision. Regeneration in the town centre will require a higher level of public sector intervention to deliver sustained change. This could be trialled for an 18 - 24 month period with regular reviews (every 6 months). This project will provide focus and demonstrate commitment / leadership to community / businesses / investors.                                |               |                    |                     |                       |                        |
| Town Transformation Fund       | <b>Description</b><br><br>Establish a 'Town Transformation Fund' coordinated by Celebrate Kilmarnock to direct the opportunities identified by local people and facilitate their participation in support of the long term vision and masterplan for Kilmarnock.  |               | Yes                | Yes                 | Yes                   | Yes                    |
|                                | <b>Justification</b><br><br>A specific Town Centre Transformation Fund would ensure direct funding for town centre regeneration, allowing access to finances to support community-led regeneration and town centre improvements.  |               |                    |                     |                       |                        |
| Town Centre Champion / Manager | <b>Description</b><br><br>An appointed Town Centre Champion / Manager is required as an intermediary between East Ayrshire Council and local community groups to deliver meaningful change in the town centre. This role, distinct / stand-alone from the local authority, would ensure a non-prejudiced perspective to aid in the delivery of positive change. A key facet of this role would be to ensure synergy between the local authority, East Ayrshire Council, and local voluntary community groups such as Celebrate Kilmarnock. The role would ease the pressures on EAC and local community groups, providing a specific remit around bringing together key stakeholders and facilitating new conversations to improve the Town Centre. | Yes           | Yes                | Yes                 | Yes                   | Yes                    |

| Project / Proposal         | Description / Justification  | High Priority | NPF4 Outcomes      |                     |                       |                        |
|----------------------------|--|---------------|--------------------|---------------------|-----------------------|------------------------|
|                            |  |               | Net-Zero Emissions | A Wellbeing Economy | Resilient Communities | Better, Greener Places |
|                            | <p><b>Justification</b></p> <p>Representatives of community groups (including Celebrate Kilmarnock) are struggling to allocate the time and means to improving the Kilmarnock Town Centre. Whilst keen to ensure that any regeneration initiative is for them, with a community (resident / business / cultural) focus, as voluntary groups they do not have the capability to deliver meaningful change alone. Evidence from elsewhere, combined with observations of available resource, indicate that impartial additional staff / expertise is required to support the working relationships of the East Ayrshire Council team, local community groups and project partners to coordinate delivery of the ambitions of the this Action Plan.</p>   |               |                    |                     |                       |                        |
| Town Centre Delivery Group | <p><b>Description</b></p> <p>Dedicated Place Leadership and staff resource to drive town centre regeneration - working with East Ayrshire Council and local community groups.</p> <p>The ambitions outlined in this Action Plan require leadership, time and skill to convene, coordinate and deliver. A dedicated team to provide Place Leadership, drawing together experience across design, planning, procurement, development, legal, construction and delivery with awareness of public, private and third sectors, will increase the likelihood of success. The governance of this arrangement requires further consideration which could explore new ways to progress a joint venture between public bodies / agencies, community and private sectors.</p> <p>However this Action Plan is progressed, to ensure public / community oversight, a Community Steering Group should be established comprising members of the local business, resident, civic and cultural community alongside elected members and EAC officers to ensure delivery, local accountability and provide a continued voice and influence for local interests in progressing the Kilmarnock Action Plan. The delivery group should ensure monitoring and evaluation of the Action Plan with regular 6 month reviews.</p> | Yes           | Yes                | Yes                 | Yes                   | Yes                    |
|                            | <p><b>Justification</b></p> <p>Representatives of community groups (including Celebrate Kilmarnock) are keen to ensure that any regeneration initiative is for them, with a community (resident / business / cultural) focus. Evidence from elsewhere, combined with observations of available resource, indicate that additional staff / expertise is required to support the East Ayrshire Council team, East Ayrshire Leisure and project partners to coordinate delivery of the ambitions of the this Action Plan. Improving the town centre will require a higher level of public sector intervention to deliver sustained change. Community oversight / leadership will also increase the likelihood of successful outcomes and address the anxiety / suspicion that major regeneration would adversely affect and displace existing communities.</p>  |               |                    |                     |                       |                        |