

11 WHITFIELD MASTERPLAN PRESENTATION (AN247-2005)

There are a considerable number of former housing sites where properties have been demolished and temporary open space created. It is proposed to prepare a Masterplan to address the potential use of these sites within the aspirations expressed in the Local Community Plan for the purposes of consulting with the local community. There could be potential for between 700-900 new units depending on format and this represents a very substantial capital receipt potential for the Council.

Whitfield now offers a good opportunity to make a range of good quality sites available particularly for new private housing development on brownfield land. The success of the DJ Laing site north of Berwick Drive suggests there is a strong market here and there is now clear potential for substantial capital receipts.

To respond to this new potential (within a reduced target population) the future of Whitfield as a neighbourhood needs rethinking.

The open space provision is excessive. The grassed areas following demolition, on top of the generous central core, result in vast areas of unsupervised open land.

The shopping provision is inappropriate. The catchment population is much smaller and people now shop differently.

Access arrangements are still based on the old flatted layout and do not assist in connecting the area's constituent communities.

The redevelopment of Ardler has also been a useful experience. This has proven very popular with residents, both tenants and house purchasers. The Ardler Masterplan or Development Framework has been a most useful tool. The principles embodied in this are those found in all longstanding popular places and the Masterplan has provided a clear basis for organising development. This was agreed with the representatives of the community and all new development has fallen into place like pieces in a jigsaw so everyone has known the basic arrangement of the new Ardler. No one has been surprised by anything and development has been smooth. There is an opportunity to use the experience of Ardler to guide the development of Whitfield.

Developers like the certainty an agreed and approved Masterplan affords, it gives them confidence for making major investment decisions. In Ardler, planning application approvals have been forthcoming so long as proposals are consistent with the Masterplan and meet its quality standards.

These principles have been applied to Whitfield to produce a first draft of a "Masterplan" to stimulate discussion and take forward the consultation.

It is recommended that the Committee:

approve the draft Masterplan for purposes of consultation;

remit the Director of Planning and Transportation to consult with the local community and interested parties on the terms and content of the draft Masterplan; and

remit the Director of Planning and Transportation to report back on the results of the consultation exercise.