

# ***TOWN CENTRE MASTERPLAN GLENROTHES 2020-2030***



**HALLIDAY FRASER MUNRO**  
CHARTERED ARCHITECTS & PLANNING CONSULTANTS



**AECOM**



**Fife**   
COUNCIL

# Objectives of the study



Provide a baseline summary of the current status of the town centre, including reviews of previous studies;



Develop an overall concept / vision for Glenrothes Town Centre over a 10 year period;



Identify potential opportunities in respect of a number of key sites for future development within the context of the overall concept / vision which would enhance the role, function, attractiveness and therefore success of Glenrothes Town Centre;



Identify specific opportunities to attract leisure uses such as pub /restaurant into the town centre to enhance the evening economy;



Carry out a market assessment and identify appropriate land uses and development opportunities which are likely to be commercially viable;



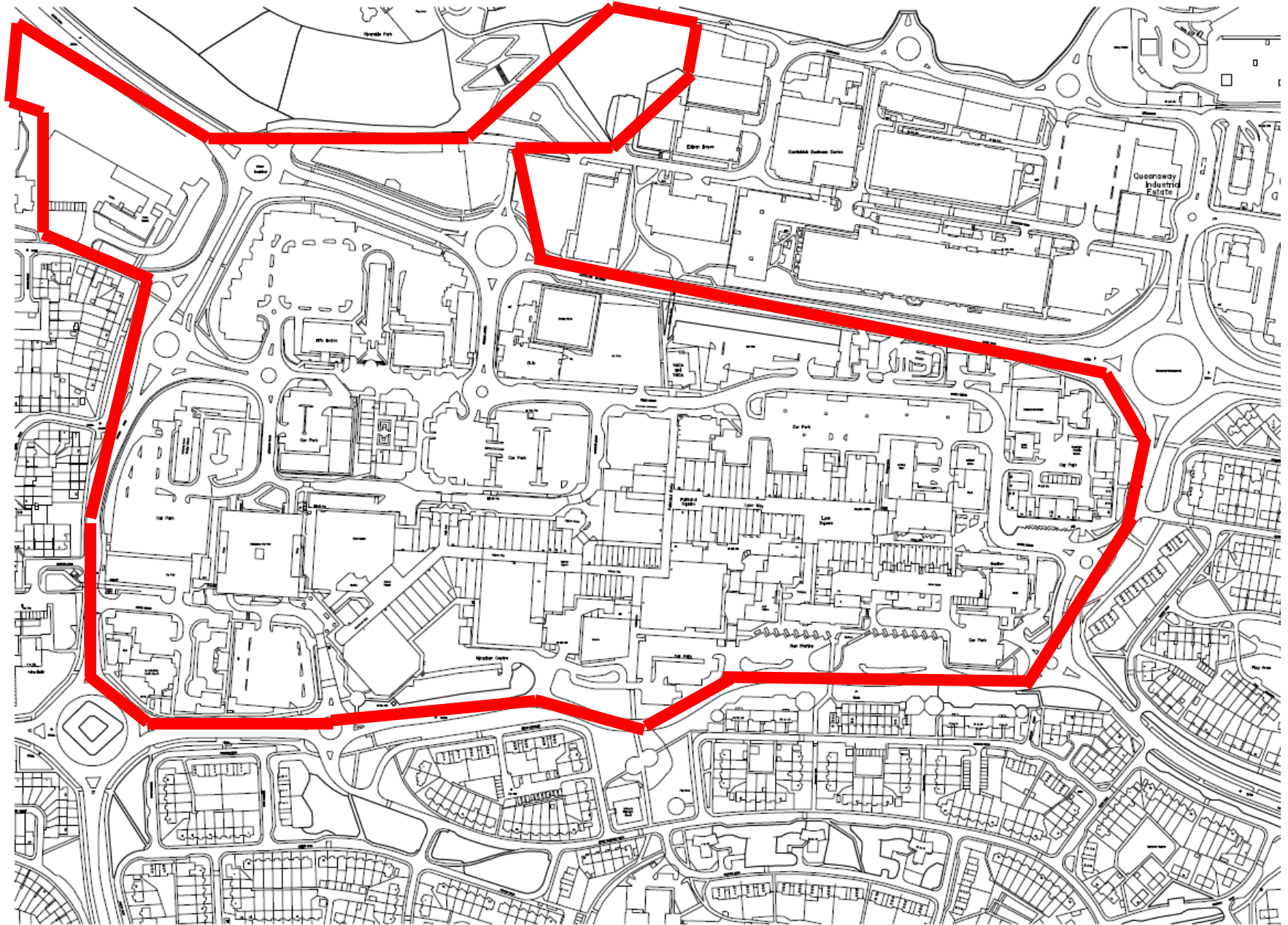
Identify key design principles which should be taken into consideration as part of the development of any of the identified sites and set out options;



Provide an Action Plan setting out details of specific actions and interventions required to be undertaken and identify potential timeframes, partners and funding opportunities to support a high quality town centre environment through growth and transformation.



# Study Area



# Masterplan Structure

- **The Changing Nature and Function** - how the town centre has developed, what changes have taken place over the last 20 years and what potential trends are to be addressed by the plan going forward.
- **The Place, Public Realm and Green Space** - objective analysis of the quality of place and the built form. Explores movement and accessibility, the function and quality of public and green spaces and how these should be influenced by the masterplan.
- **The Evening Economy and Leisure** - reviews the existing uses and assets, how they function and relate to one another, and how improvements or new opportunities could be created in the town centre.
- **Masterplan & Opportunity Sites**- takes the recommendations from each themed section to create a holistic vision and set of objectives for the town centre's development over the next 10 years.
- **Nine development opportunities** are identified in the plan to support change in the town centre over a decade. These are integrated into a spatial masterplan for the whole of the town centre to support coordinated transformational change and the vision and objectives.

# The Changing Nature and Function

## Negative trends

- Reduced number of larger retail anchor stores – changes to footfall movements
- Increasing shift to online retailing and lesser demand for floorspace
- Halving of town centre office floorspace since 2000
- Creeping obsolescence at east end centre and Queensway (West)
- Decline in number of pubs/bars/nightclubs

## Positive Trends

- More diversification of uses
- More Cafés/Coffee shops have opened
- Residential development introduced for the first time
- Modernised residential facilities and Tullis Russell development
- Build on opportunity of more people living near the town centre
- District heating network - low carbon energy options

# Rettie & Co Key Findings

## RETAIL & LEISURE

- Relatively low levels of Retail attrition in recent years - partly due to sharply reduced rents
- The main retail gap in the Town Centre currently for major comparison
- Leisure and food & drink offers are dispersed and limited, creating problems in supporting a healthy evening economy

### APPENDIX 1



RESEARCH & CONSULTANCY

GLENROTHES MASTERPLAN – MARKET  
DEMAND ASSESSMENT

FIFE COUNCIL

PRIVATE AND CONFIDENTIAL

JULY 2020

# Rettie & Co Key Findings

## **OFFICES**

- About half of the office space in the Town Centre in the last 20 years has been lost
- Commercial space forecasts for Fife suggest focus should be on modernising and updating exiting premises and surrounding amenities to retain demand and support smaller businesses
- Much of existing office space available in the Town Centre, especially for Class 2 and 4 use, is 'tired' and with floorplates that are too large for modern business needs

## **HOUSING**

- There is developer interest in the Town Centre in building affordable housing and for private sale

# The Place, Public Realm and Green Space

## Negative trends

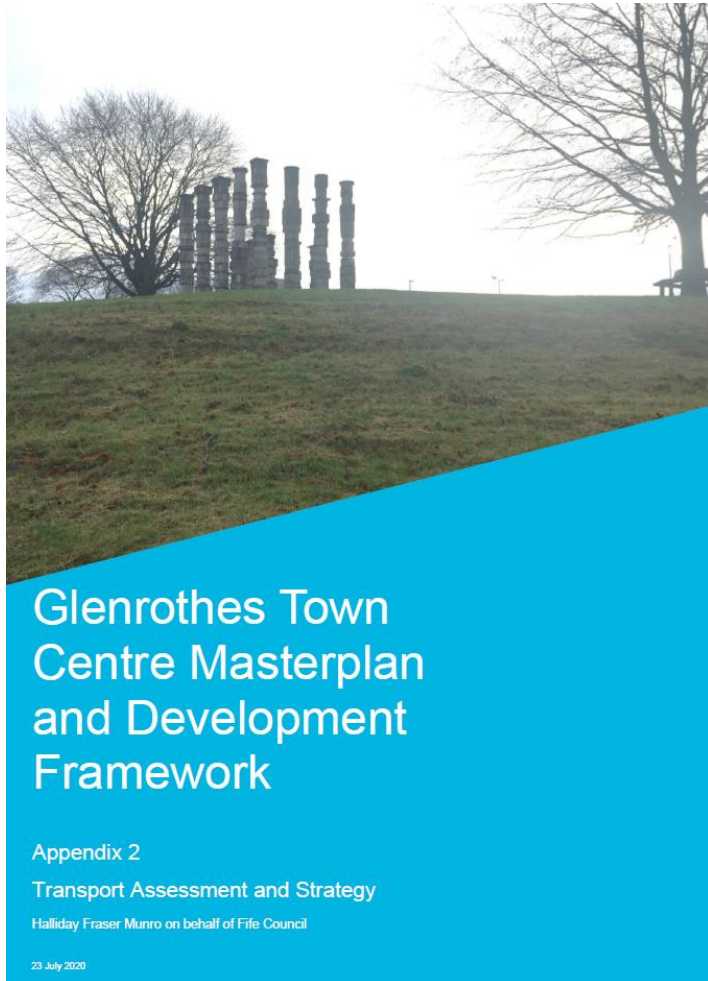
- Lack of amenity green space
- Town park, close yet so far away
- Public spaces under utilised, not well overlooked
- Bland, uninspiring architecture
- Backs and fronts of buildings confused
- Declining east end of town centre, risk of obsolescence
- Over engineered ring road/ dual carriageway sections not required
- Lack of bus stops on north side of town centre area
- Management of car parking a problem
- Dominance of car parks around large shopping centre

## Positive Trends

- Public art legacy, unique, and something to build on
- War memorial attractive space
- Stalled sites/vacant land, opportunities
- Refurbishment has been taking place
- Demolition of some ageing units
- Walking distances close
- Areas of quality trees



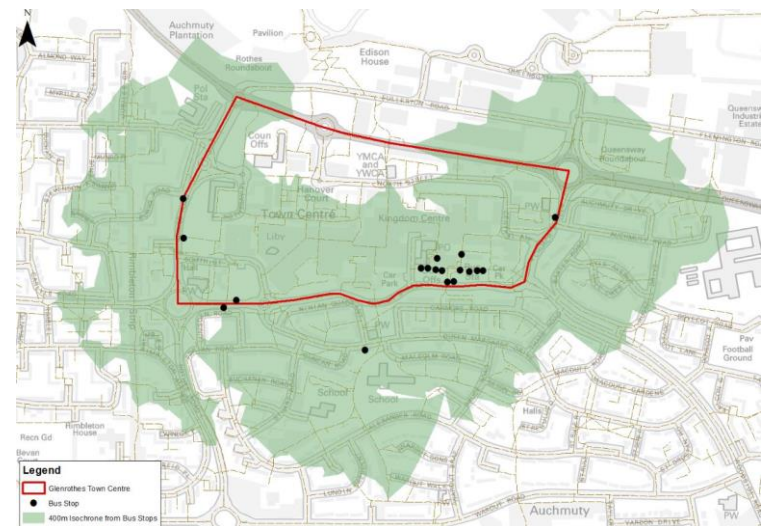
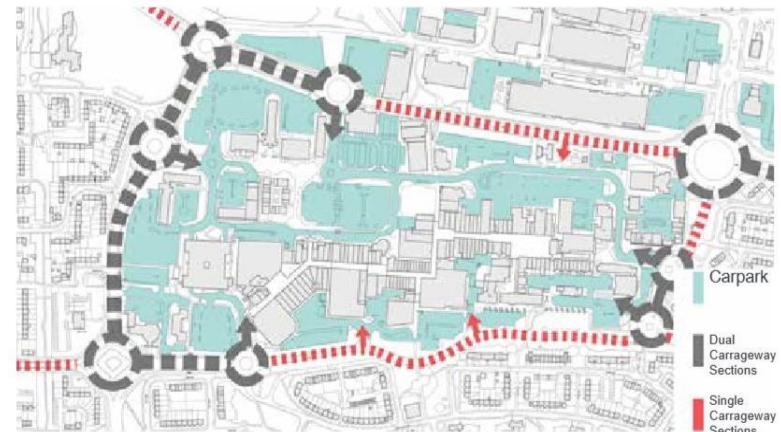
## Supporting information



- Baseline review and context setting of the transport context of Glenrothes and the town centre
- Engagement with a number of relevant stakeholders including Fife Council officers
- Workshop and optioneering with the wider design team to identify opportunities / constraints and to thereafter inform the emerging Masterplan objectives and options

# AECOM Key Findings

- Glenrothes has higher levels of car travel dominance compared with other Scottish towns
- Historical design of Glenrothes contributes to the challenges to move away from car based travel
- There are opportunities to change by re-visioning the land use patterns of the town centre
- This re-visioning will require 'hearts and minds' to change



# The Evening Economy and Leisure

## Negative trends

- Decline in number of pubs/bars/nightclubs
- Bus station not welcoming in the evenings
- Lack of sit-in restaurants
- Leisure uses too spread apart, poor synergies
- Connections between uses poor, particularly at night
- Shopping centre closing times act as a barrier
- Car park timescales act as a barrier during the day
- MSCP car park closed in the evenings
- Poor disabled access to the cinema
- Lack of quality or available outward facing small units

## Positive Trends

- Vacant units, potential leisure reuse
- Opportunities for temporary/pop-up uses
- Local businesses taking initiative
- Some decorative lighting with potential for more
- Improve the aesthetic of the exterior of the buildings
- Make entrances to facilities more obvious and inviting

# Stakeholder Engagement



## Key Engagement Feedback

### Summary

- 83% of people surveyed live in Glenrothes
- 76% of people arrived by car
- 69% of people never visit at night
- 67% of people want markets
- 63% of people want more evening economy
- 54% of people want affordable housing
- 51% of people come for shopping
- 47% of people want outward looking units in the Kingdom Centre
- 32% of people visit only at the weekend
- 26% of people want Albany Gate improved
- 15% of people want sit in restaurants
- 12% of people use the bus
- 7% of people visiting are only there for work

- Pupils and teachers from all 3 High Schools engaged
- Half day dedicated workshop with Fife Council officers
- 50-70 people visited our public drop event in afternoon and early evening
- Almost 250 online questionnaires completed over a 4-week period
- Discussions with business and other stakeholder interests



# The Changing Nature and Function

## Recommendations

### 1. Support a Broader Mix of Uses

- i. Address loss of office floorspace and creeping obsolescence of business premises
- ii. Opportunities outwith the Kingdom Shopping Centre need to be provided
- iii. Support vertical mixed uses – including residential
- iv. need for public sector intervention and incentives including public /private partnerships

### 2. Supporting opportunities for new retail

- i. significant challenges within the retail sector– particularly outwith larger cities
- ii. retailing will continue to play a key role in the function of the town centre
- iii. Spend forecasts suggest additional new major (non-food)retailing could be possible by 2029

### 3. Temporary and Pop-up Uses

- i. Modular format structures for use as food & drink outlets, artist studios, small businesses, shops and markets
- ii. assist in proving there is market demand for particular uses, or
- iii. act as a temporary meanwhile use until a stalled site can be delivered for a permanent use



# The Place, Public Realm and Green Space

## Recommendations

### 1. Architecture & Design

- i. Address inconsistent design and poor architectural styles
- ii. Introduce new “landmark” buildings that instil civic pride in the place
- iii. “Throw down the gauntlet” - set a new standard and development quality
- iv. Address the climate emergency

### 2. An accessible and pedestrian friendly environment

- i. Redistribute existing road widths and car parking to create wider pedestrian and cyclist areas - open up North Street to buses
- ii. Consider existing roundabouts to be redesigned as signalised junctions
- iii. Enhance streets by introducing avenue tree planting
- iv. Screen service yards from public view and consolidate car parking

### 3. Signage, improved circulation and orientation

- i. Recladding, new signage and more welcoming and obvious entrances to shopping centre
- ii. Signage strategy across the town centre – public art trail and strategy
- iii. Thin-out landscaping, improve lighting, and create natural surveillance
- iv. Explore route through the centre in the evening, Falkland Gate to Carrick Gate

### 4. Creating places to gather and for culture to thrive

- i. Create outdoor spaced usable for events and gatherings
- ii. Links to Riverside Park, Tullis Russell site and Fife’s Pilgrim Way Route
- iii. Create a focal point over the town park to capitalise on the views

# The Evening Economy and Leisure

## Recommendations

### 1. Refill, repurpose or redevelop vacant anchor stores

- i. vacant former Co-op supermarket and in former Dunnes department store
- ii. Install additional windows and doors onto external façades
- iii. Explore/encourage indoor leisure based activities supplemented by bar and food and drink facilities
- iv. Consider incentives for existing facilities to relocate within the town centre area
- v. improve disabled access into the cinema

### 2. Support for smaller and independent businesses

- i. support delivery of leisure facilities by independent and smaller businesses, inc. temporary uses
- ii. preferred model for many national restaurant operators is a drive-thru format
- iii. consider incentive options

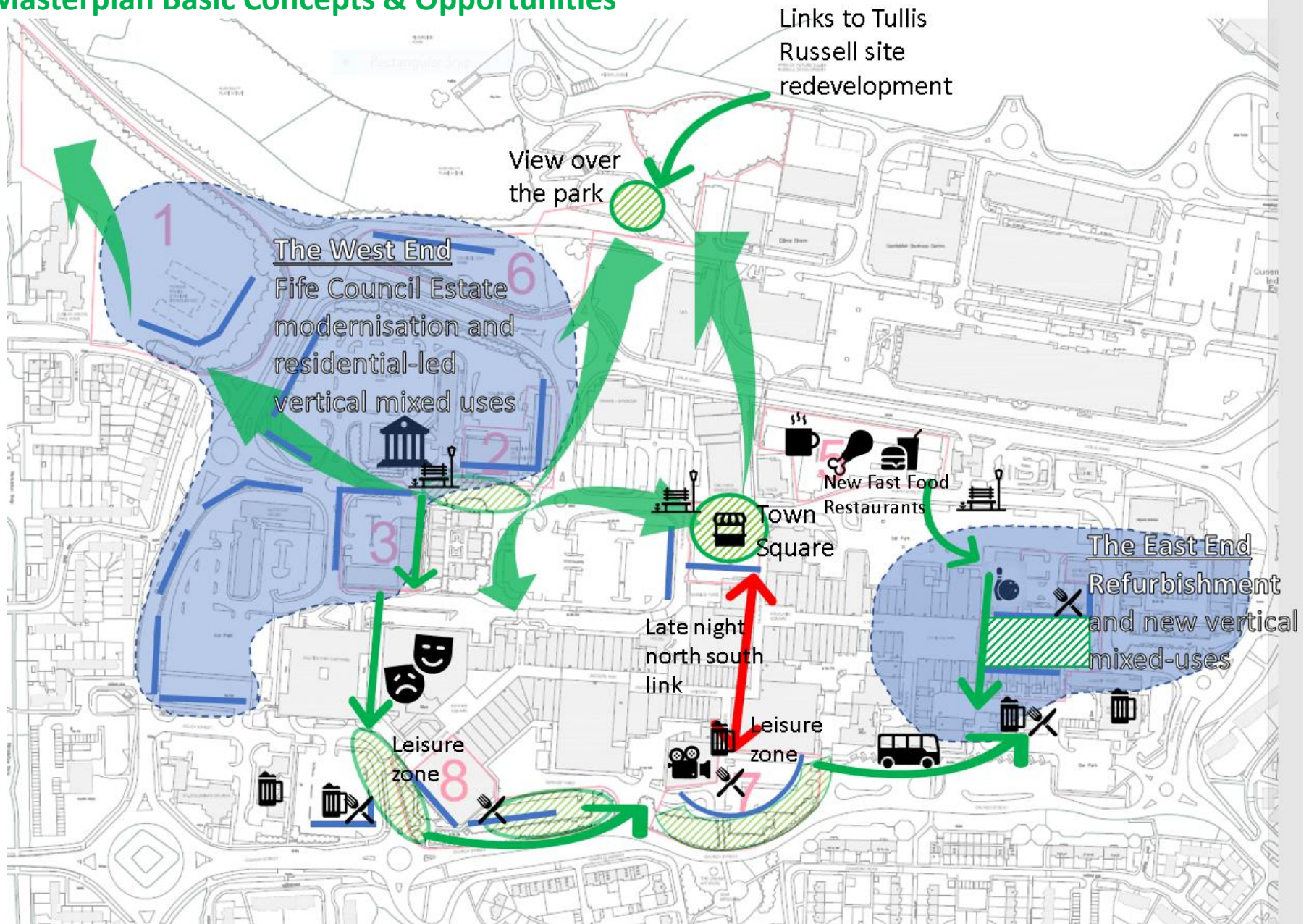
### 3. Encourage and Support Leisure Clusters

- i. within short walking distance of one another,
- ii. adjacent to public transport and taxi rank hubs

### 4. Improve lighting and perceptions of safety

- i. Improved creative and colourful lighting would assist in defining areas, wayfinding and introduce activity

## Masterplan Basic Concepts & Opportunities

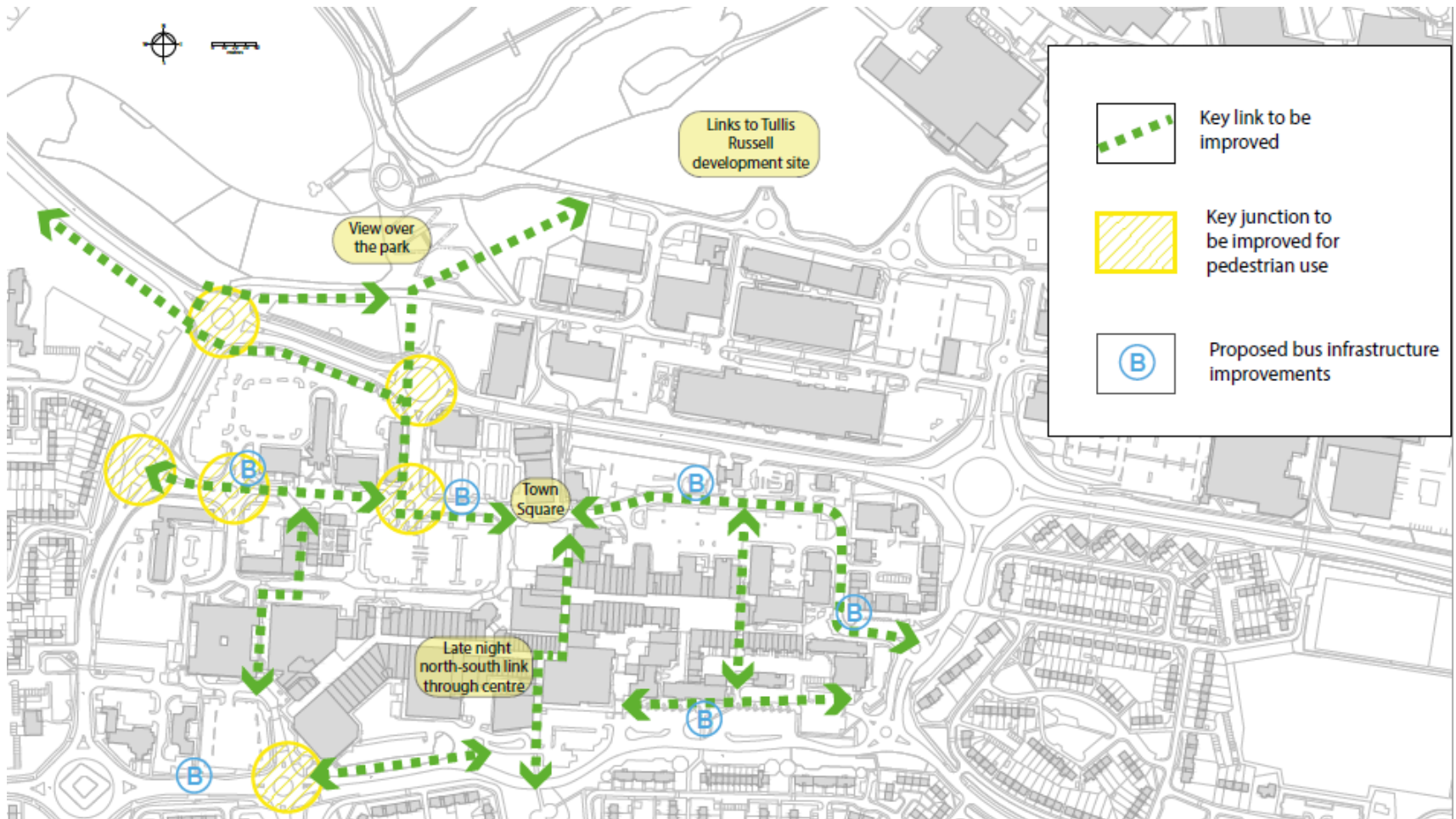




## Final Masterplan & Opportunity Sites



## Proposed Transport & Movement Improvements





# Vision

*“By 2030 Central Glenrothes will be transforming into a more vibrant, sustainable and multi-functional hub of the community. It exemplifies the best of emerging 21st century town living and working as an attractive, low carbon place where people choose to live, work, invest and spend their leisure time....”*



# Masterplan Objectives

## AN INSPIRING PLACE

- A town centre public art strategy and trail will be developed
- An improved evening economy will be supported
- New and Improved cultural attractions will be provided
- New high-quality buildings and exciting architecture will be created
- A view over Riverside Park will be created
- Interventions will help to create the right conditions for grassroots culture, creativity and entrepreneurship to thrive

## AN ENVIRONMENTALLY CONCIOUS PLACE

- New and improved public realm and green spaces that are well managed and overlooked for natural surveillance will be developed
- New and improved green links to Riverside Park and around the Kingdom Centre will be provided
- Glenrothes will support the Scottish Government targets for emissions reductions of 75% by 2030 and moving to net-zero by 2045
- A strategy to utilise the district heating network and deliver energy efficiency in new and existing buildings will be prepared
- A strategy to reduce car dominance and improve opportunities for walking, cycling and public transport will be delivered

## AN ENTERPRISING PLACE

- Support a broader mix of complementary uses
- Create new multi-functional streets and spaces
- Provide modern flexible and affordable retail, commercial and residential units
- Create more and varied jobs locally
- Support a pipeline of public and private inward investment over the next 20 years

# Fife Council Estate Modernisation and Rationalisation Opportunities and The “West End”

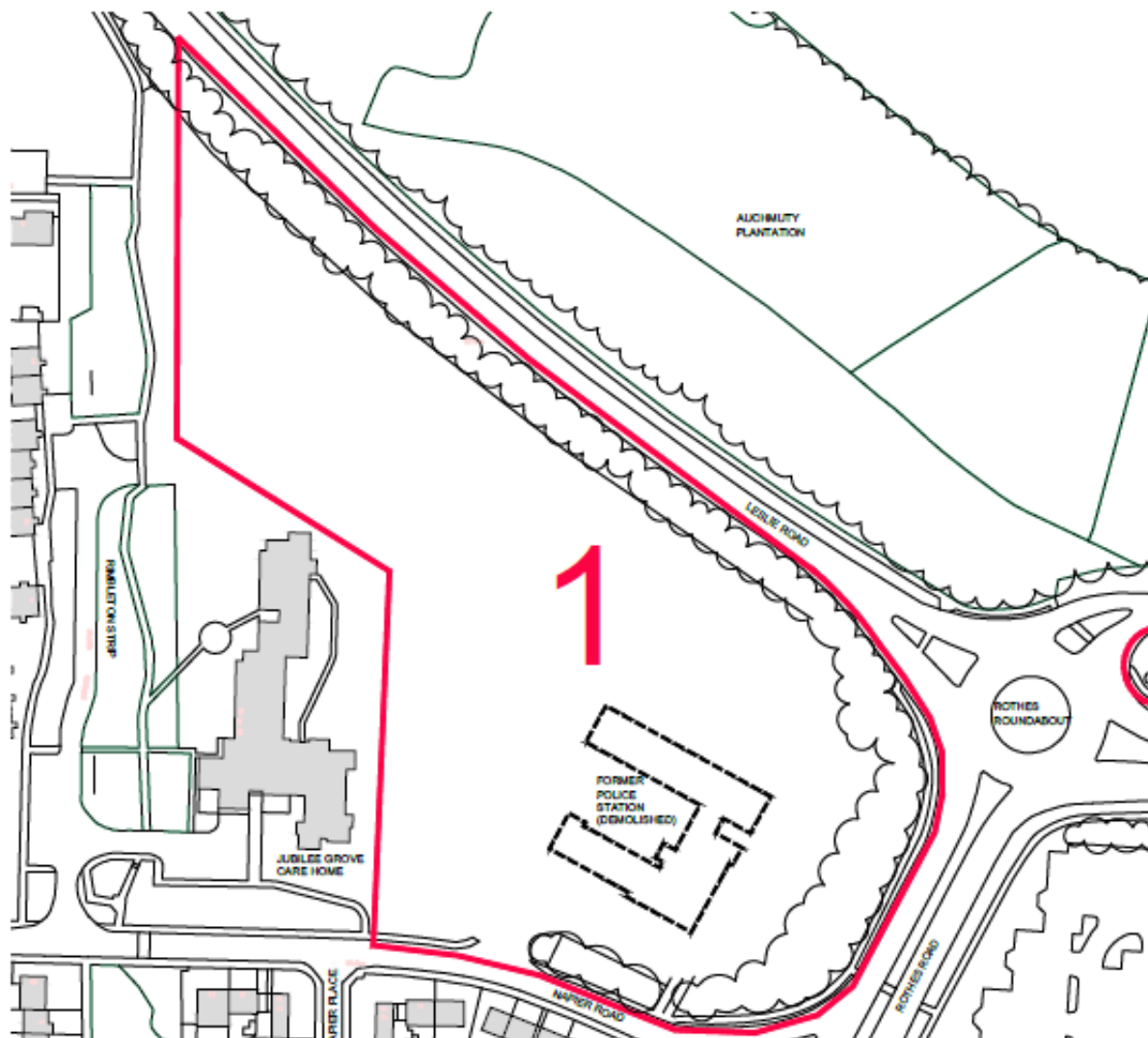
Redevelopment should:

- make better use of the available land,
- maximise use of the district heat network
- improve the overall functionality and sense of place
- deliver modern, flexible and efficient buildings
- be delivered over a phased period
- complement any ongoing modernisation of the Council’s estate
- Support a broader mix of uses - combination of office and residential uses with commercial units and active frontages
- Support medium to high densities of development between 2 - 5+ storeys
- re-open pedestrianised section of North Street to allow for improved bus access and flow of connections





# Site 1 - Former Police Station Site



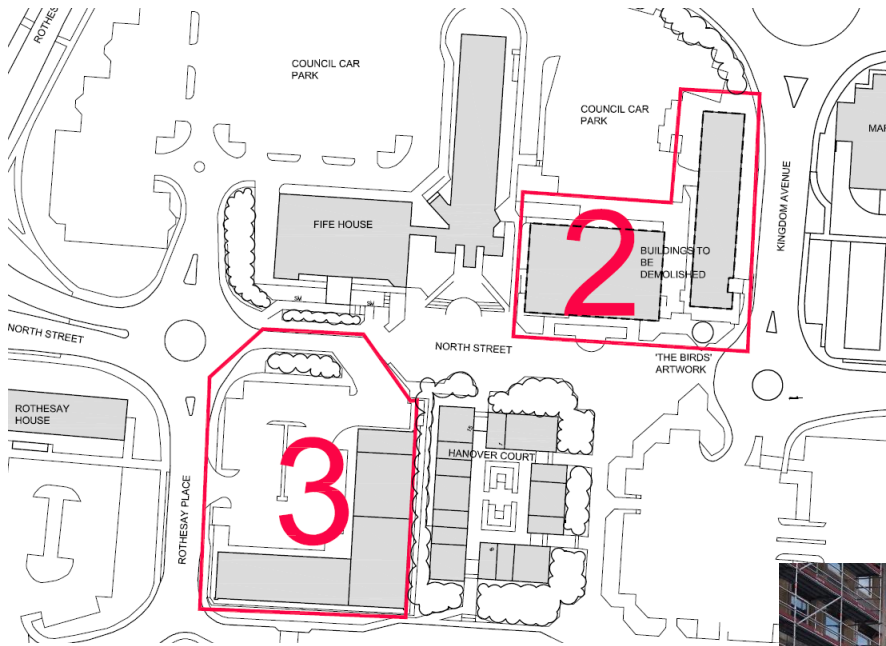
# Site 1 - Former Police Station Site



Illustrative concept of proposal



## Site 2 - Former Kingdom House Site and Site 3 -Retail Units, Rothesay Place



## Site 2 - Former Kingdom House Site



Illustrative concept of proposal



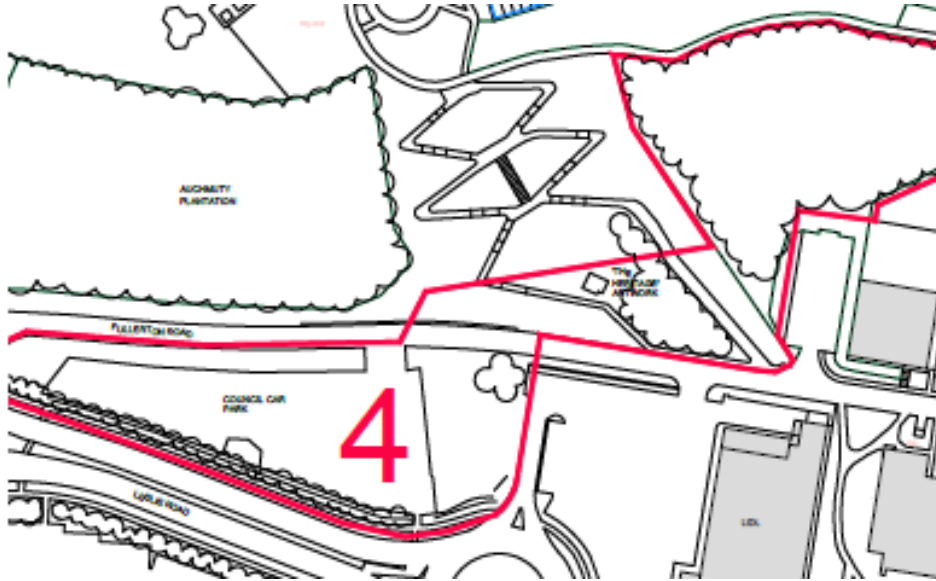
## Site 3 - Retail Units, Rothesay Place



Illustrative concept of proposal



## Site 4 - Fullerton Road entrance to Riverside Park





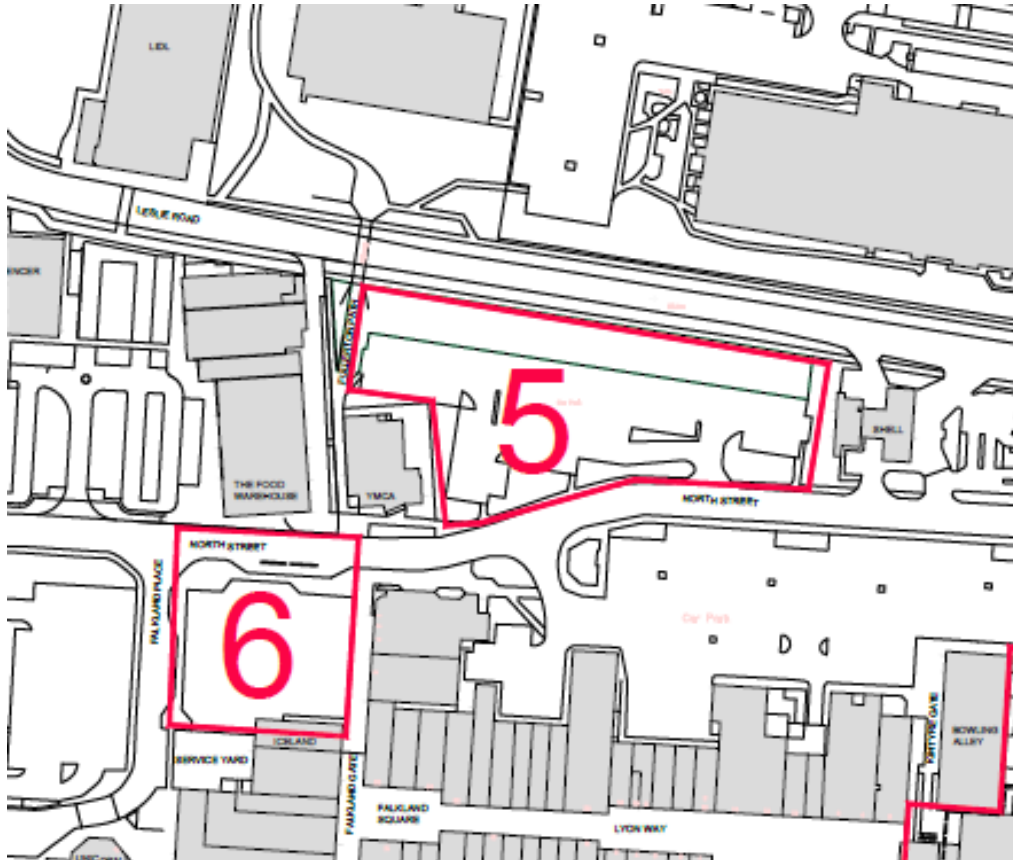
## Site 4 - Fullerton Road entrance to Riverside Park



Indicative concept sketch of proposal



## Site 5 - Carpark to the rear of YMCA



## Site 5 - Carpark to the rear of YMCA



Illustrative concept of proposal



## Site 6 – Former Glenrothes House/Falkland Gate



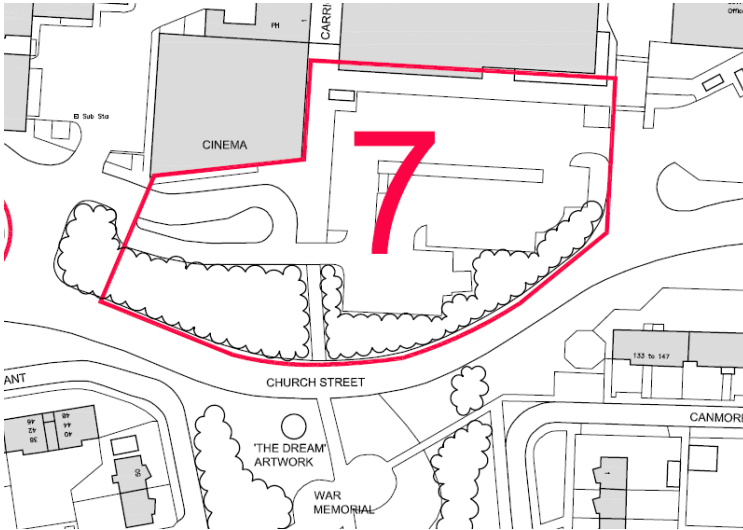
## Site 6 – Former Glenrothes House/Falkland Gate



Illustrative concept of proposal



## Site 7 – Site in front Kino Cinema



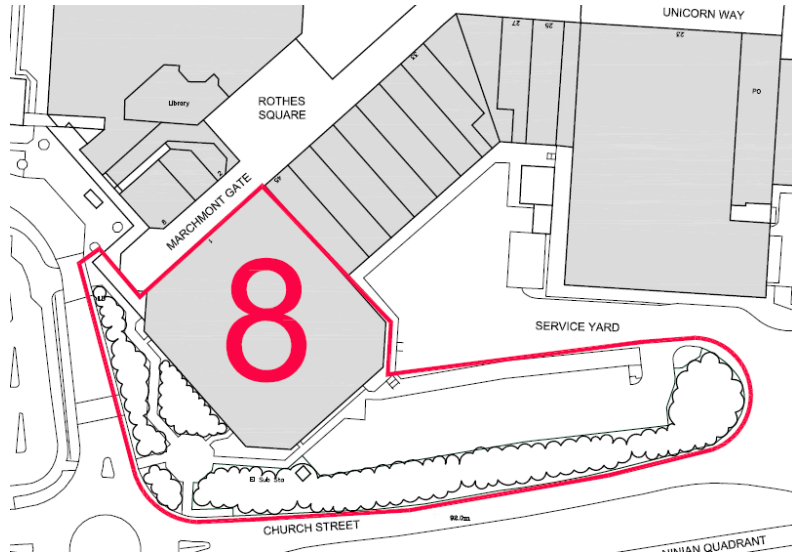
## Site 7 – Site in front Kino Cinema



Illustrative concept of proposal



## Site 8 – Marchmont Gate



## Site 8 – Marchmont Gate



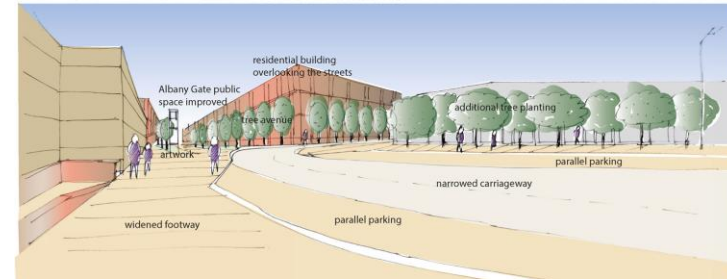
Illustrative concept of proposal



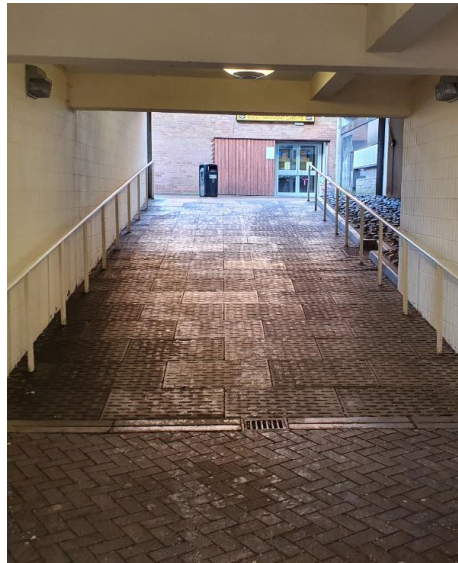
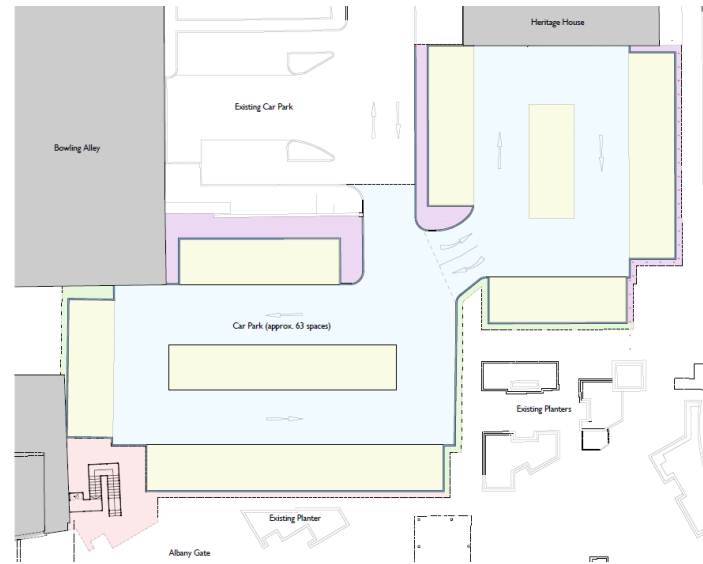
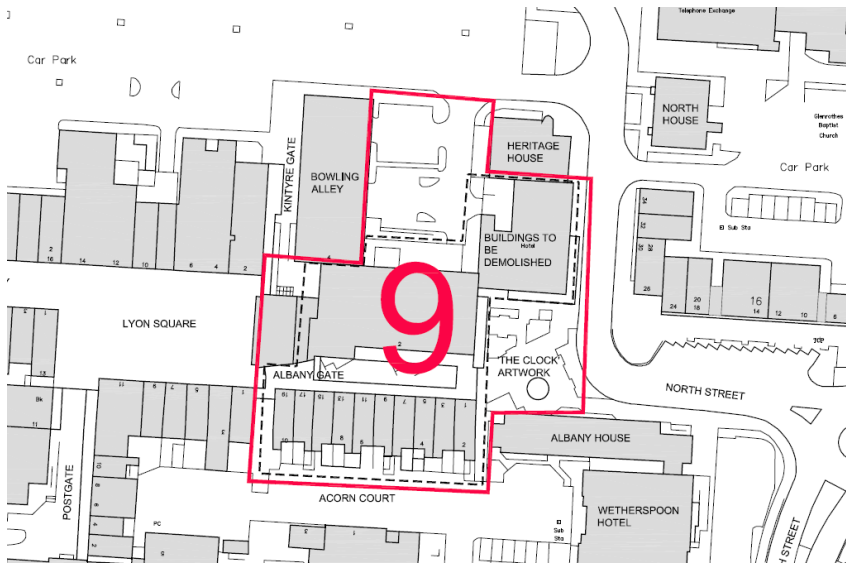
# The “East End”

Redevelopment should:

- modernise and refurbish frontages along North Street/Central Avenue
- Support medium densities averaging at 2-4 storeys
- remove the vacant units at Albany Gate
- Support better inter-connectivity between Pro-bowl and Golden Acorn
- Consider a complementary mix of uses, including for example a combination of small (Class 2 and 4 use) offices
- Explore potential for residential above commercial units
- Maximise the architectural quality of this area, supplemented by existing and any potential new art installations
- Remove road and planter barriers and enhance the public realm
- Improve the bus station environment – explore potential for park and ride
- Seek to introduce new multi-storey car parking



# Site 9 – Albany Gate





## Site 9 – Albany Gate



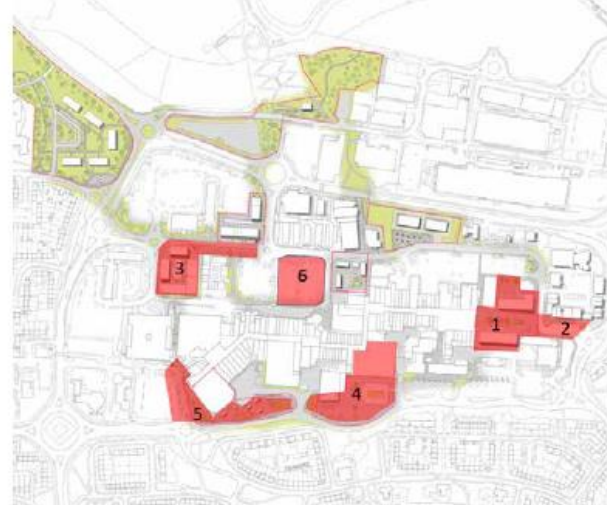
Illustrative concept of proposal

# Indicative Proposed Phasing

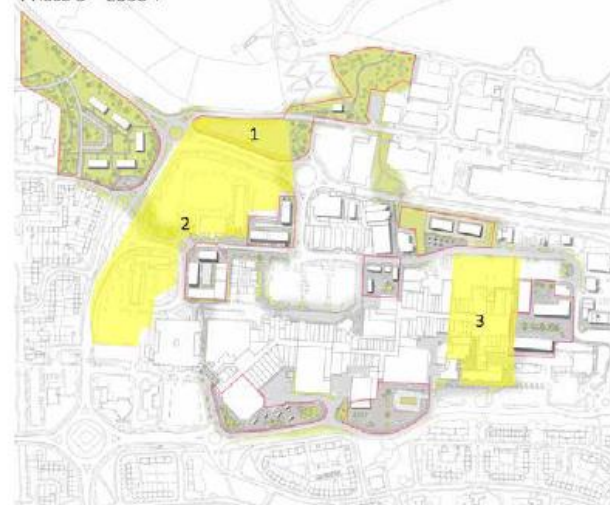
Phase 1 – 2020-2025



Phase 2 – 2025-2030



Phase 3 – 2030 +





# Next Steps?

- Quantify traffic and parking impacts of the Masterplan
- Detailed design of development opportunities
- Detailed costings and business cases
- Leverage partnerships
- Identify funding sources
- Energy Strategy to maximise utilisation of district heat
- Public Art Strategy to coordinate future installations
- Strategy for Fife Council Estate rationalisation/modernisation



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Thank you – Questions?