



Mercat 3

The kirkcaldy Town Centre Regeneration Plan

Prepared by One Architecture Ltd. On
behalf of City Site Estates PLC

Presentation to:
Kirkcaldy Town Centre
Management Committee
20th January 2010



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- 1.0 Introduction
- 2.0 Background
- 3.0 The Opportunity
 - Town Centre Regeneration
 - Access
 - Topography
 - Land release – Swimming Pool site
 - Lock-out Agreement
 - Planning & Retail Policies

- GOAD statistics indicate that **Kirkcaldy town centre has potential but is underperforming**

2009 Retail Capacity Study for Fife Council (Roderick MacLean Associates)

Report concludes:

- There is scope for additional food retail floorspace in the Kirkcaldy catchment area.
- **Food retailing can act as a principal anchor to support town centre regeneration schemes**
- **There is scope for an increase in retail floorspace in Kirkcaldy town centre if it is associated with regeneration**

Town Centre Perception Study 2008 (Fife Council)

- Substantial percentage of those questioned thought the centre needed modernisation and/or refurbishment
- Substantial percentage of those questioned wanted more shops and/or a better retail mix

Kirkcaldy Town Centre and Retailing report (not yet adopted)

Requests that the committee:

- Endorse the continuing focus on Kirkcaldy town centre as an important location for retail investment
- Note that the Fife Retail Capacity Study is a material consideration in the determination of relevant planning applications

SPP8 “Town Centres and Retailing”

“Retail and leisure provision are fundamental to the concentration of other activities located in town centres”

“The Executive is committed to land use policies that secure vital and viable town centres”

SPP8 policy principles:

- a) Identifying and promoting town centres...
- b) Focusing development in existing town centres....
- c) Maintaining, improving and developing town centres
- d) Promoting a safe and attractive environment

Fife Structure Plan (2009)

- Policy S1 “Retail and Leisure development will be directed towards the sub-regional town centres of ...Kirkcaldy”.
- “Retail and commercial leisure developments will be directed firstly to town centres”
- Proposal PS1 “Provision will be made through the Kirkcaldy and Mid Fife Local Plan for the expansion of retailing within Kirkcaldy town centre”

Kirkcaldy & Mid Fife Local Plan (2009)

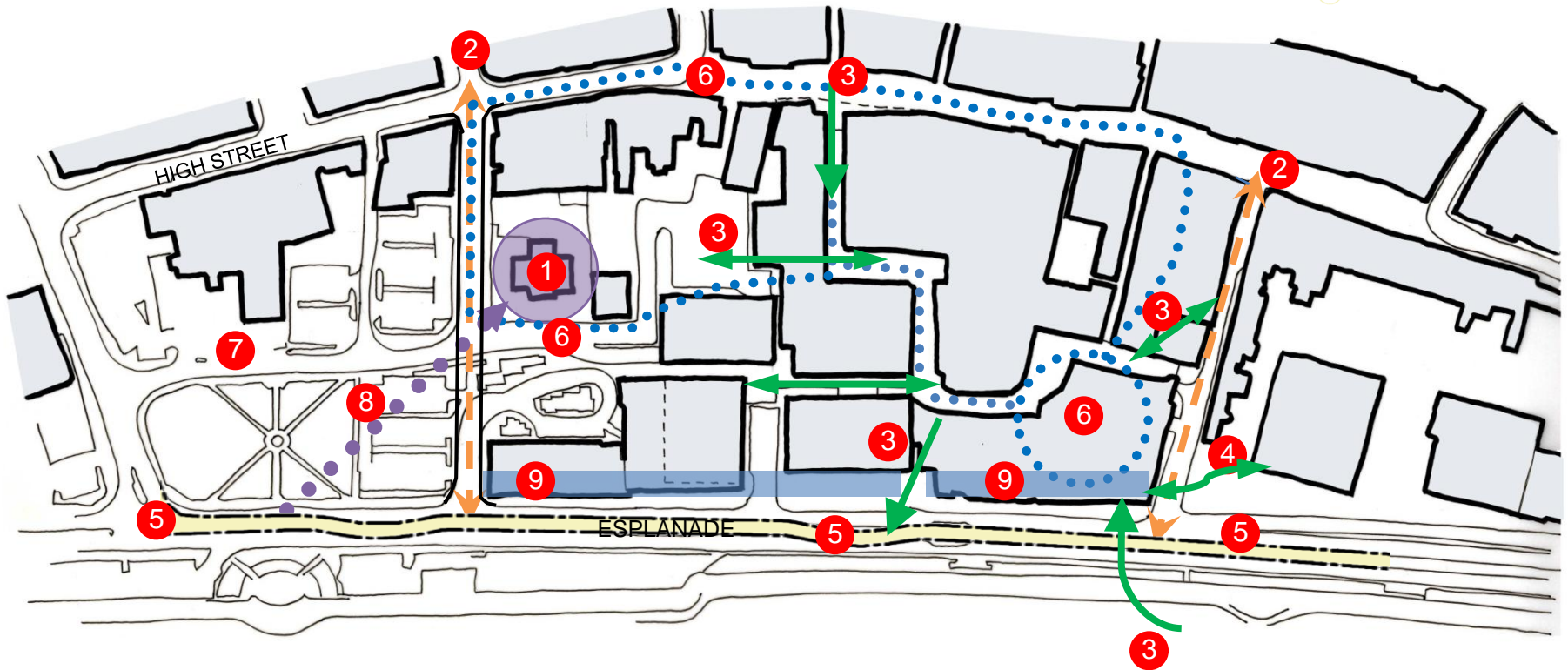
- Policy R1 “Proposals for new retail floorspace in the form of new development, extensions or redevelopment will be supported providing they are located in town centres”
- Proposals KDY49, KDY50 & KDY53 target the development area for redevelopment citing retail and leisure uses.

Kirkcaldy Area Local Plan (2003)

- Policy TCR1 “Retail development which enhances the role of Kirkcaldy Town Centre as a prime shopping centre in Fife will be supported”
- Policy TCR2 “Leisure facilities which enhance the role of Kirkcaldy Town Centre as a major commercial and cultural centre in Fife will be supported”
- Policy TCR3 identifies the town centre “fringes” sites as a commercial development opportunity.

Site aspirations and opportunities plan

- 1 Reinforce setting of Listed Building
- 2 Enhance connection and visual links between High Street and Esplanade
- 3 Provide better connection between Mercat and the Town
- 4 Proximate link between the leisure centre and the Mercat
- 5 Traffic calming of Esplanade – Increase pedestrian prominence
- 6 Reinforce retail “loop” within Mercat and Town centre
- 7 Repair destroyed Urban Fabric of “backlands” area
- 8 Link Volunteers Green
- 9 Bring life to the Esplanade frontage



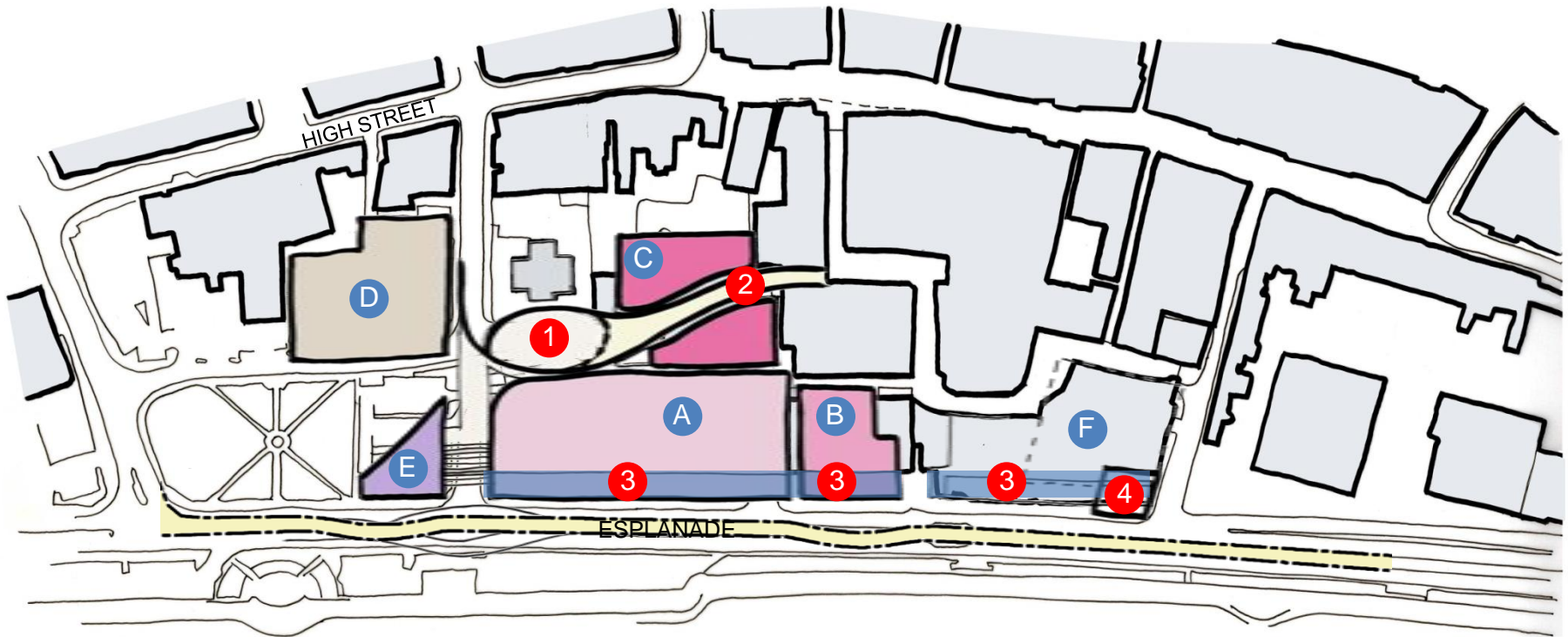
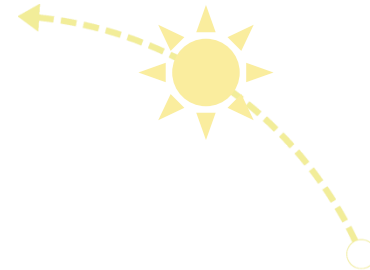
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Concept plan

- 1 Public Square links Car Parking to Mall
- 2 Internal street rises to meet level of the Existing centre
- 3 Glass cassettes housing vertical circulation provide connection and life
- 4 New Entrance adjacent to Leisure Centre

- A Supermarket
- B Principal Retailer
- C Additional Retail
- D Car Parking
- E Hotel
- F Cinema (above)



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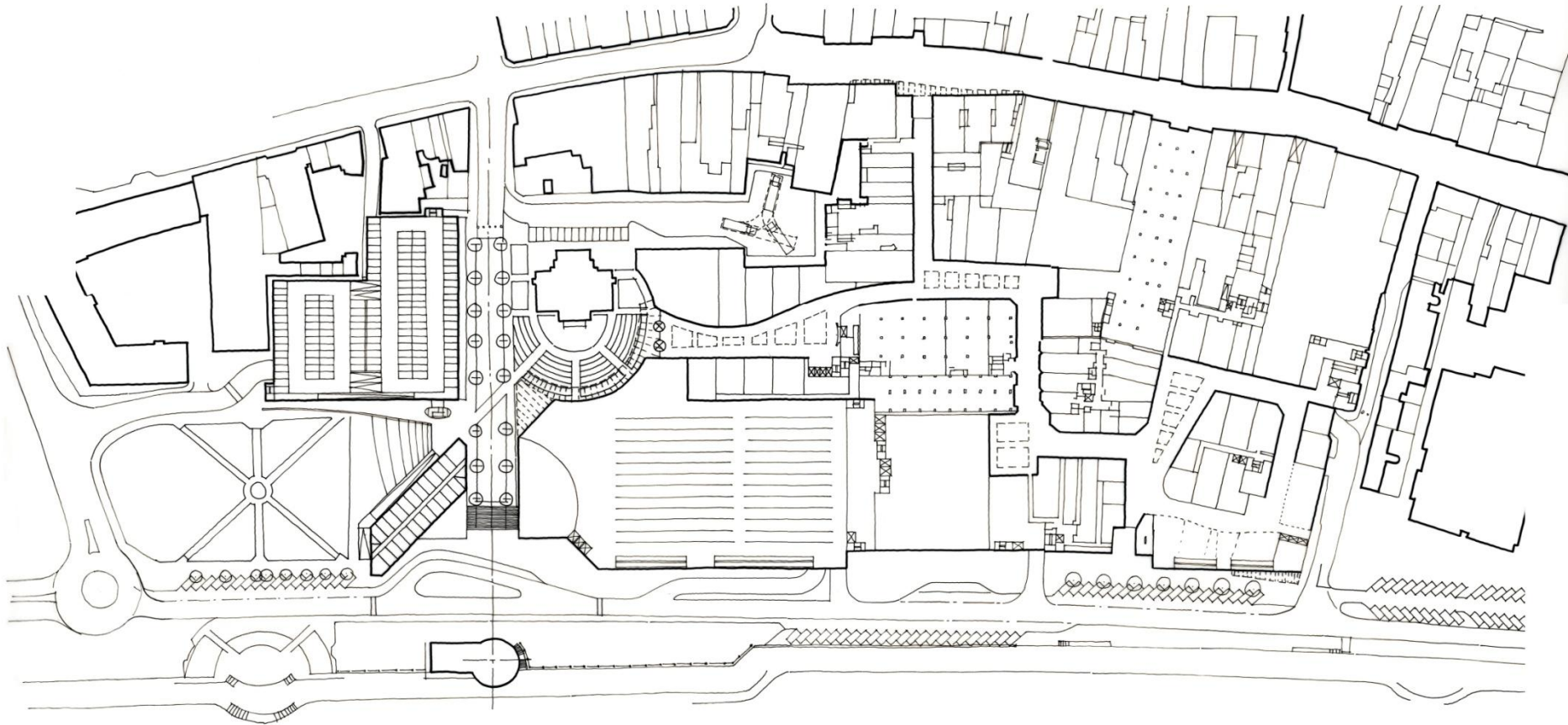
Mall Level



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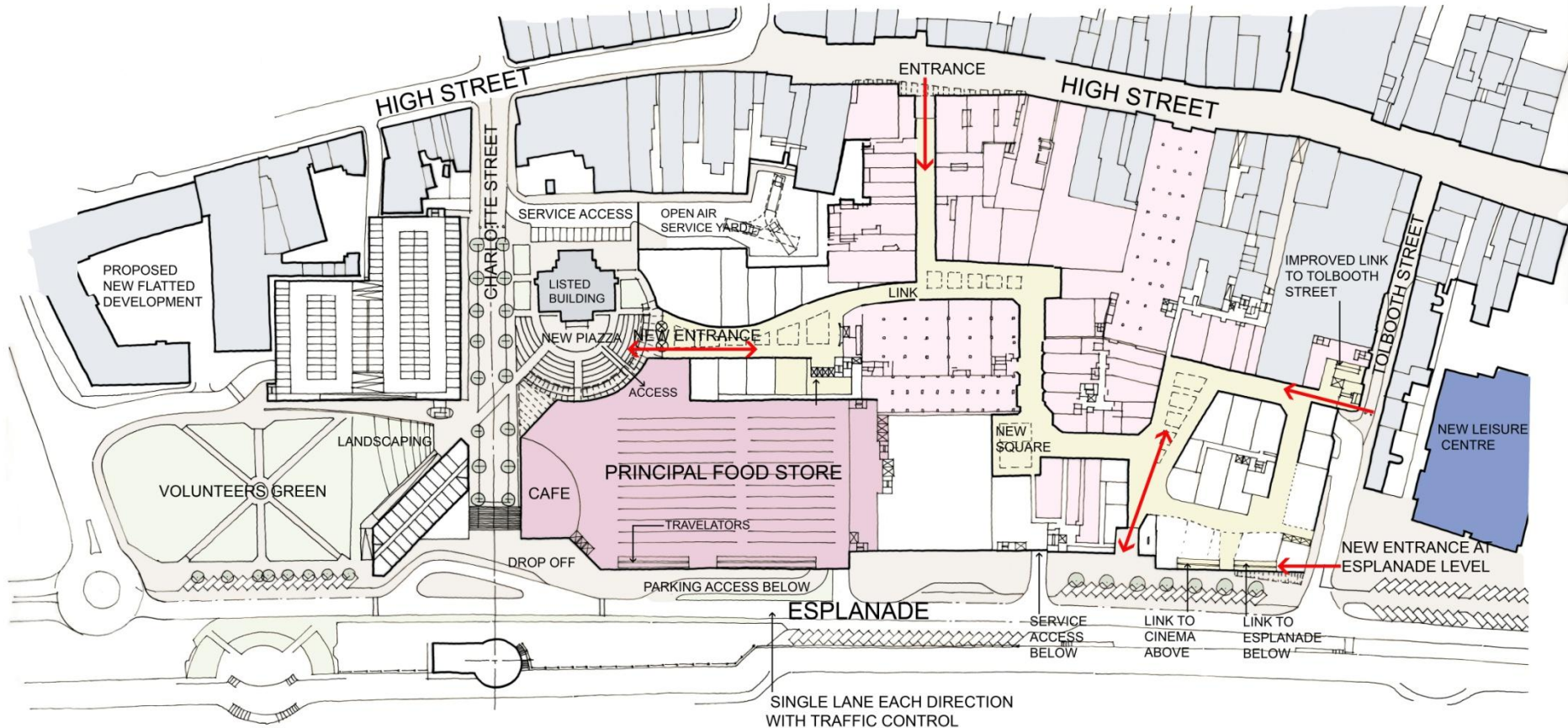
Mall Level Plan



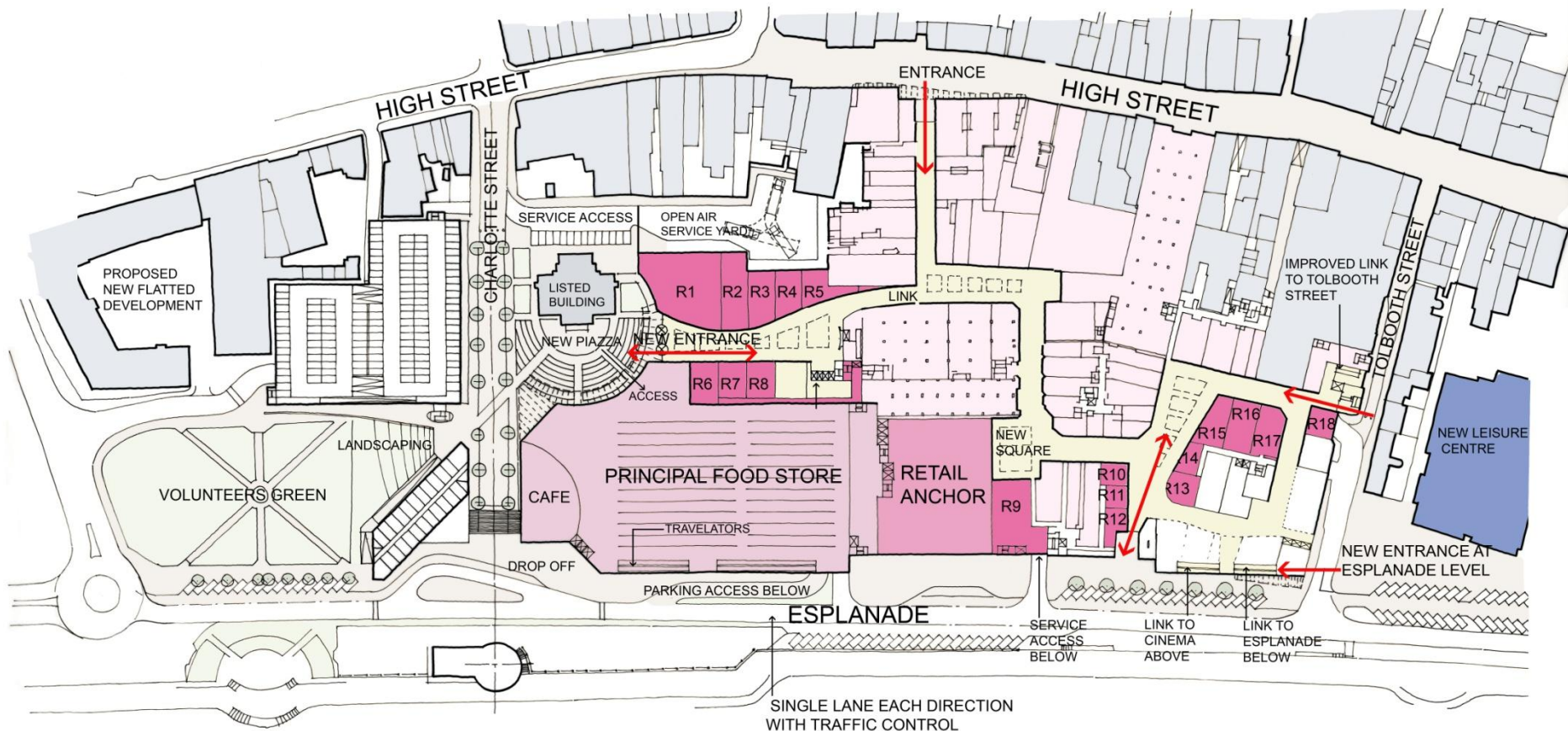
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Mall Level Plan Principal Food Store



Mall Level Plan New Retail Units

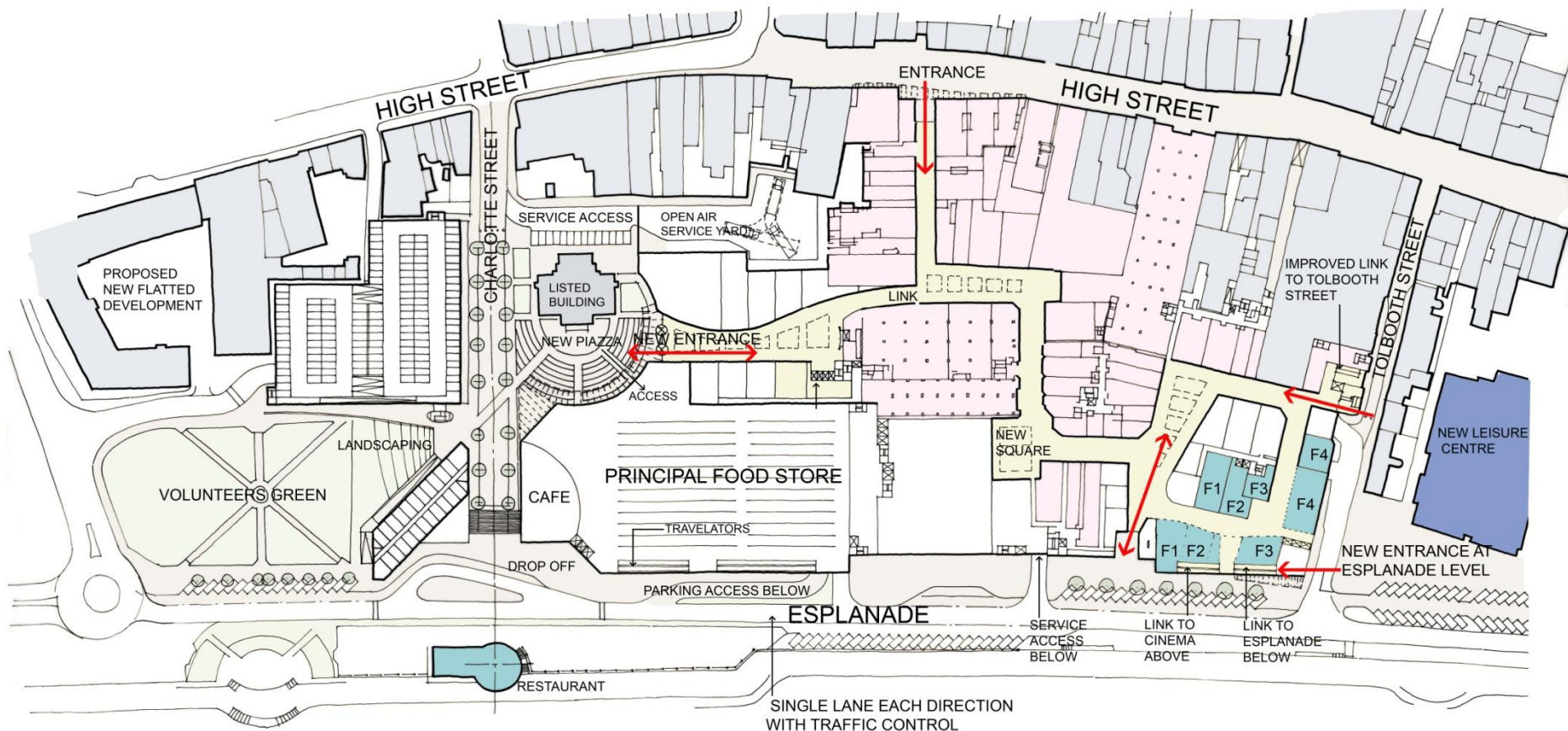


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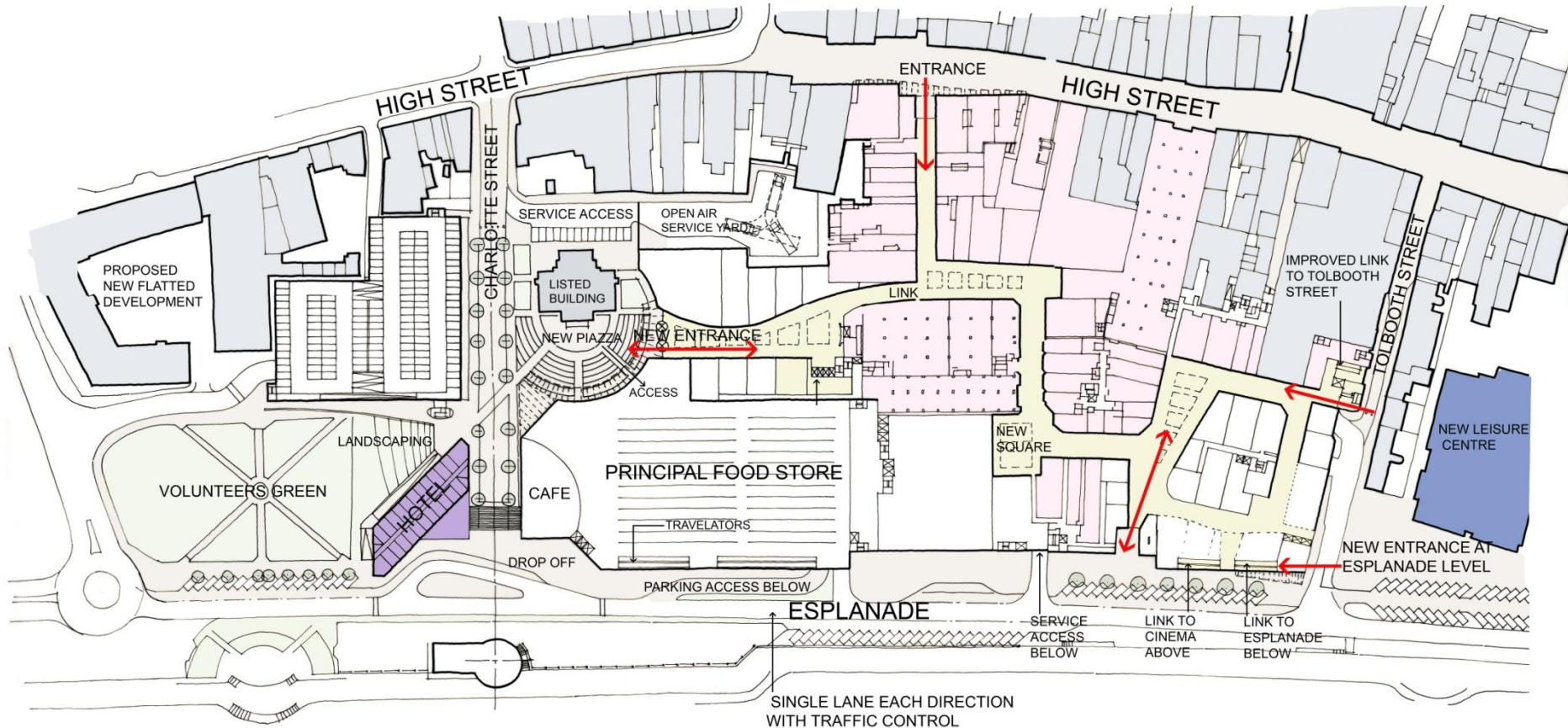


Mall Level Plan

Food & Beverage Units



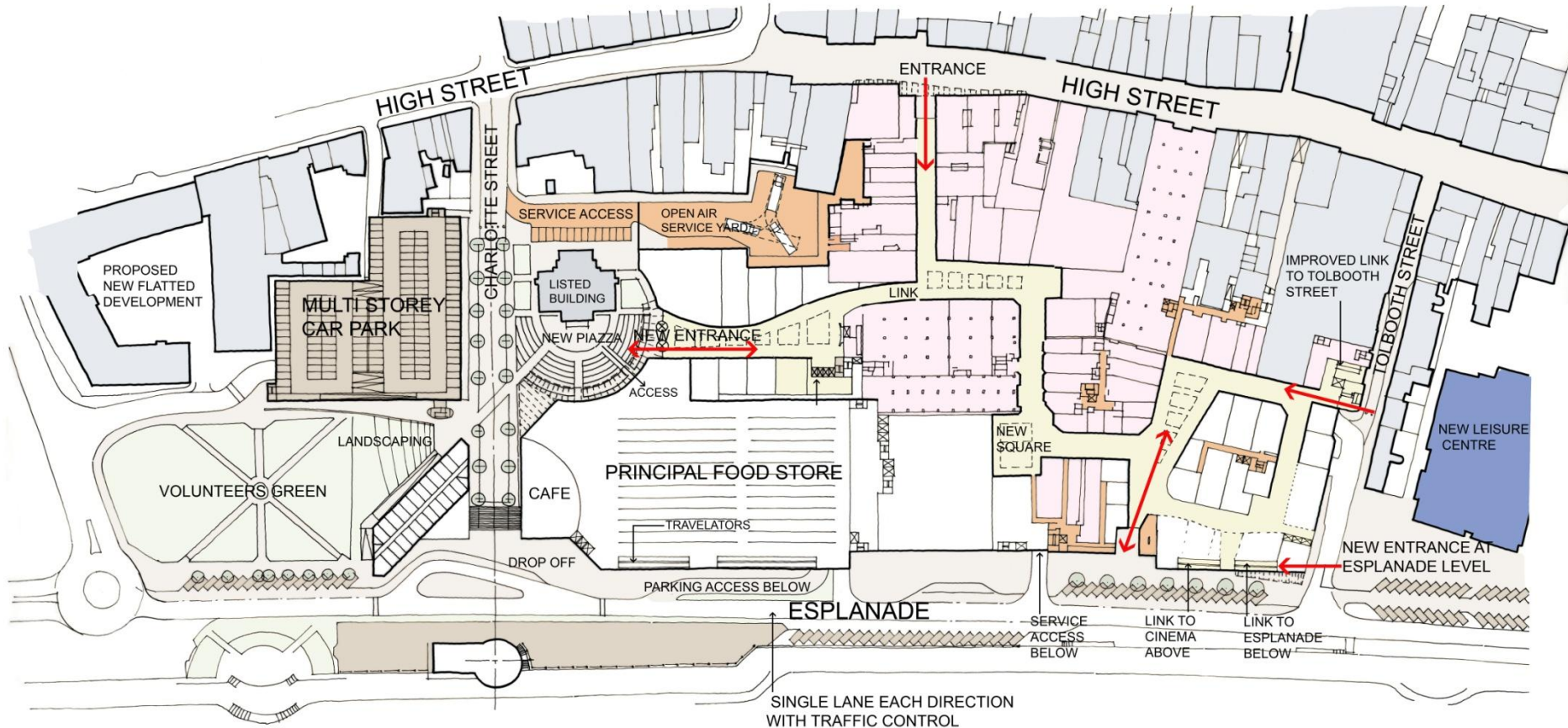
Mall Level Plan Hotel



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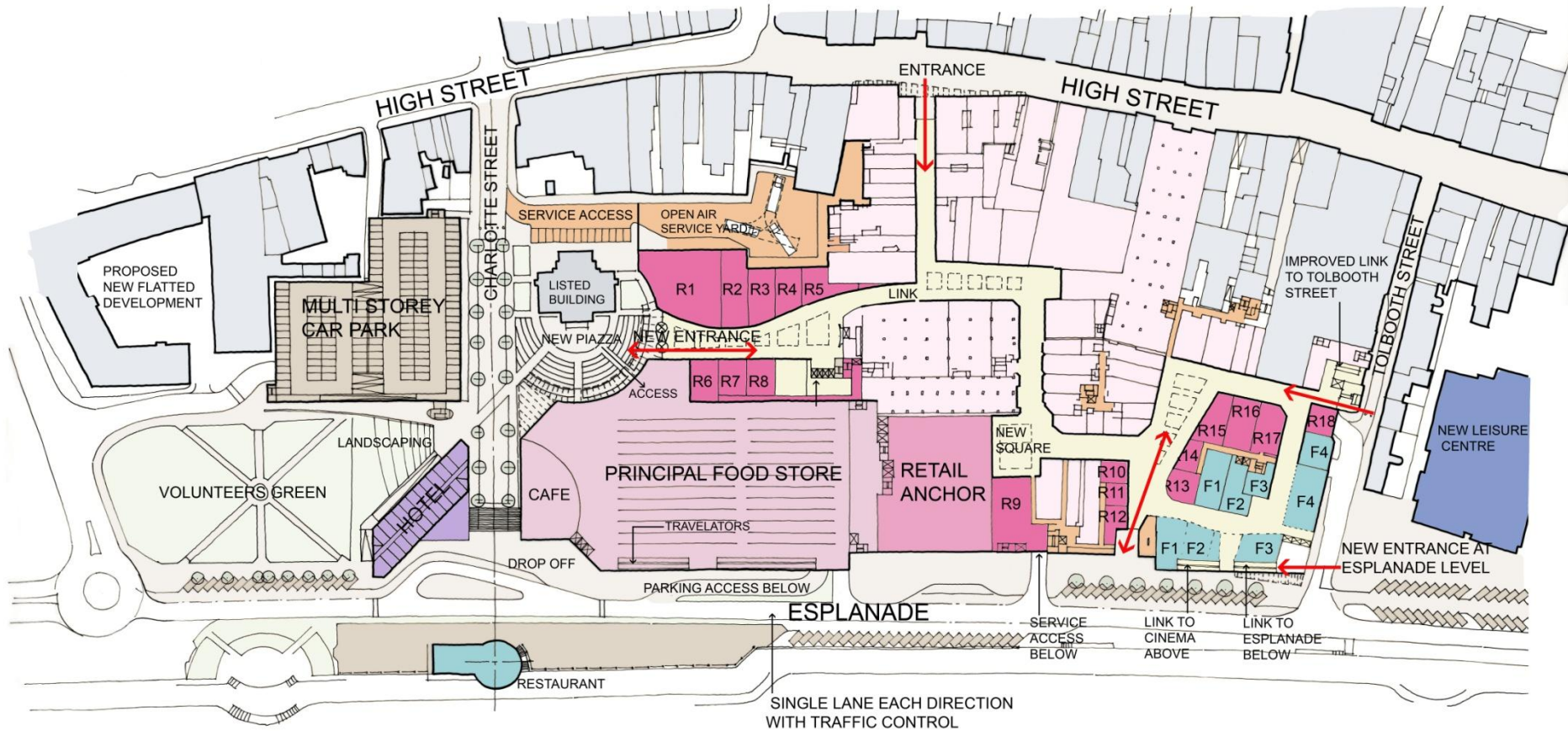
Mall Level Plan Car Parking & Servicing



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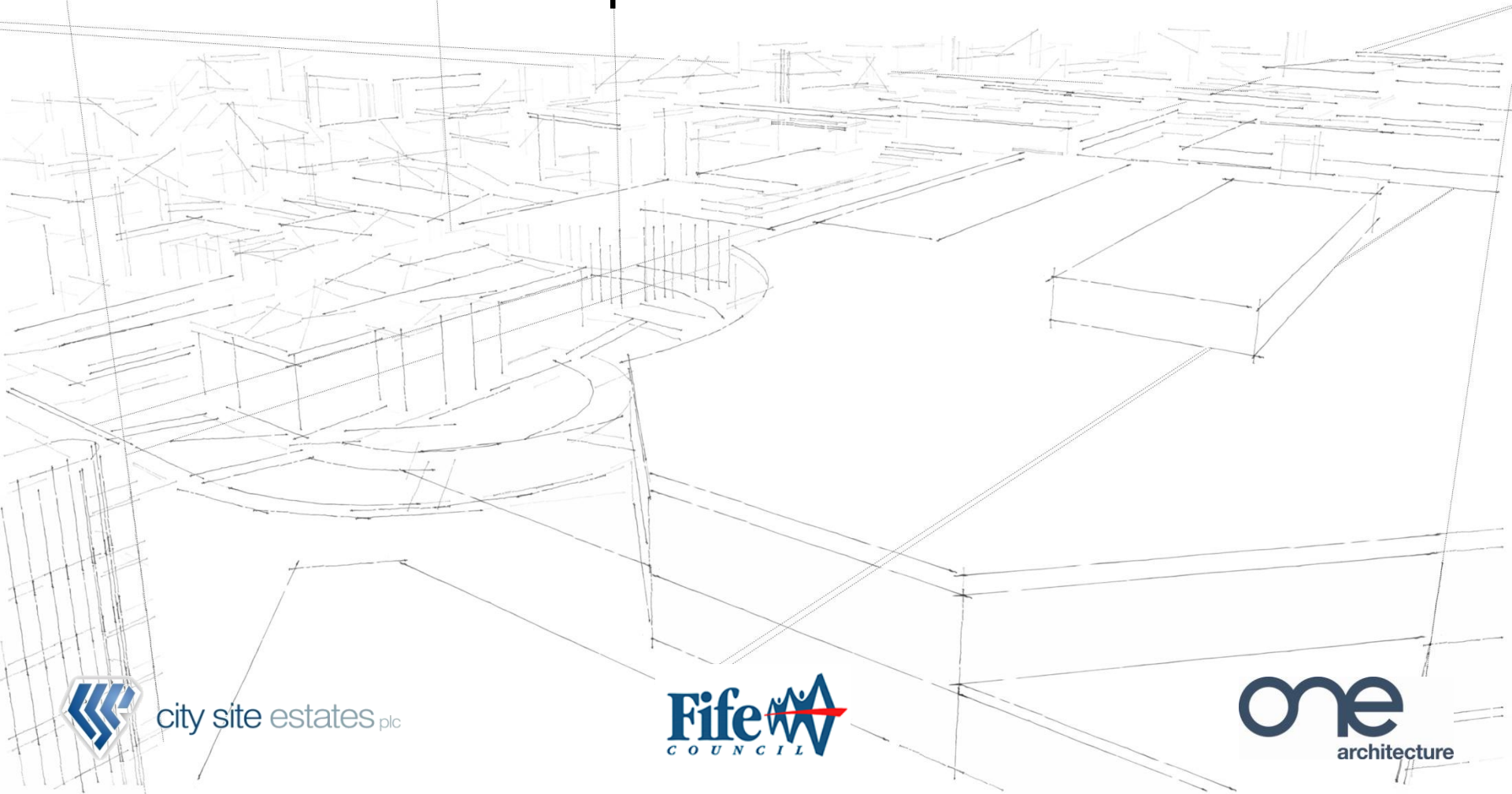
Mall Level Plan



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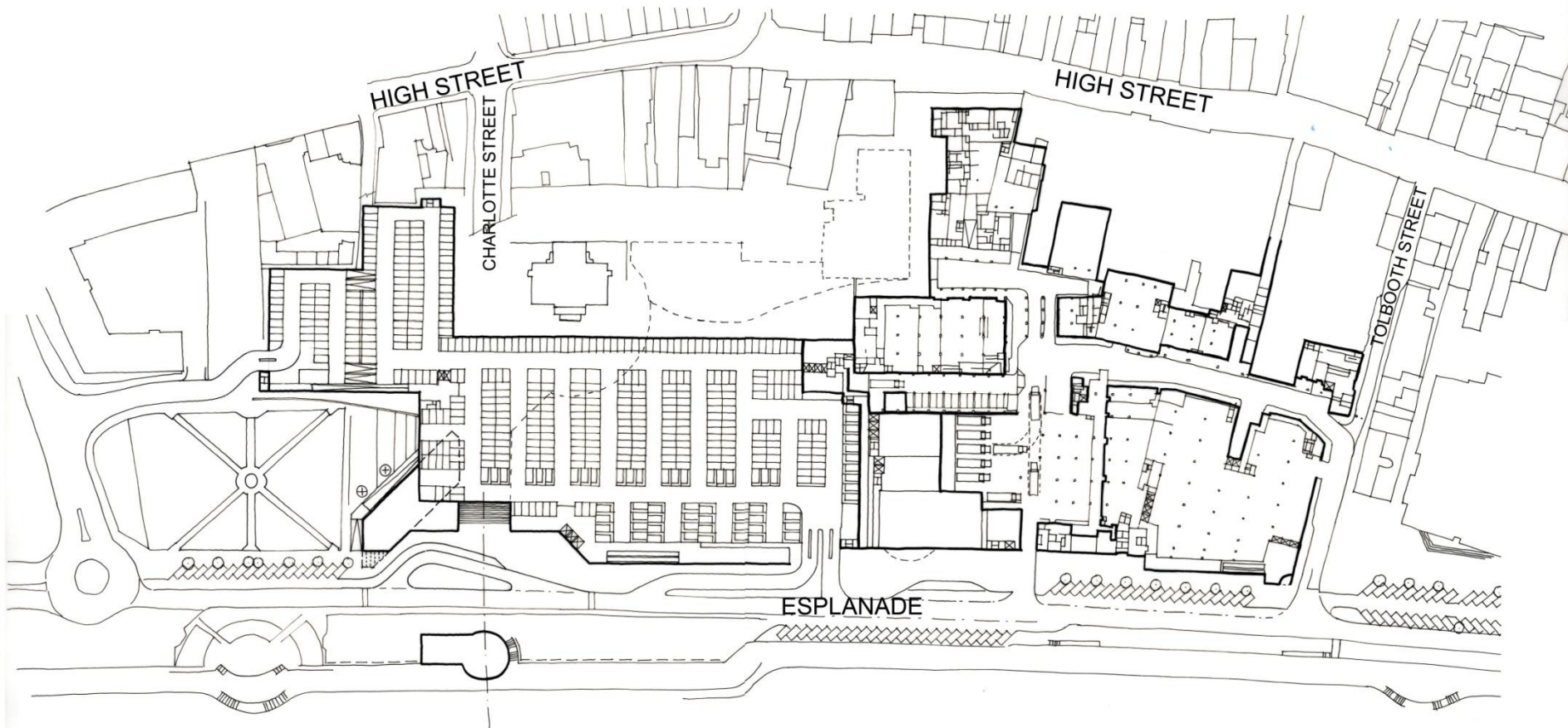
Esplanade Level



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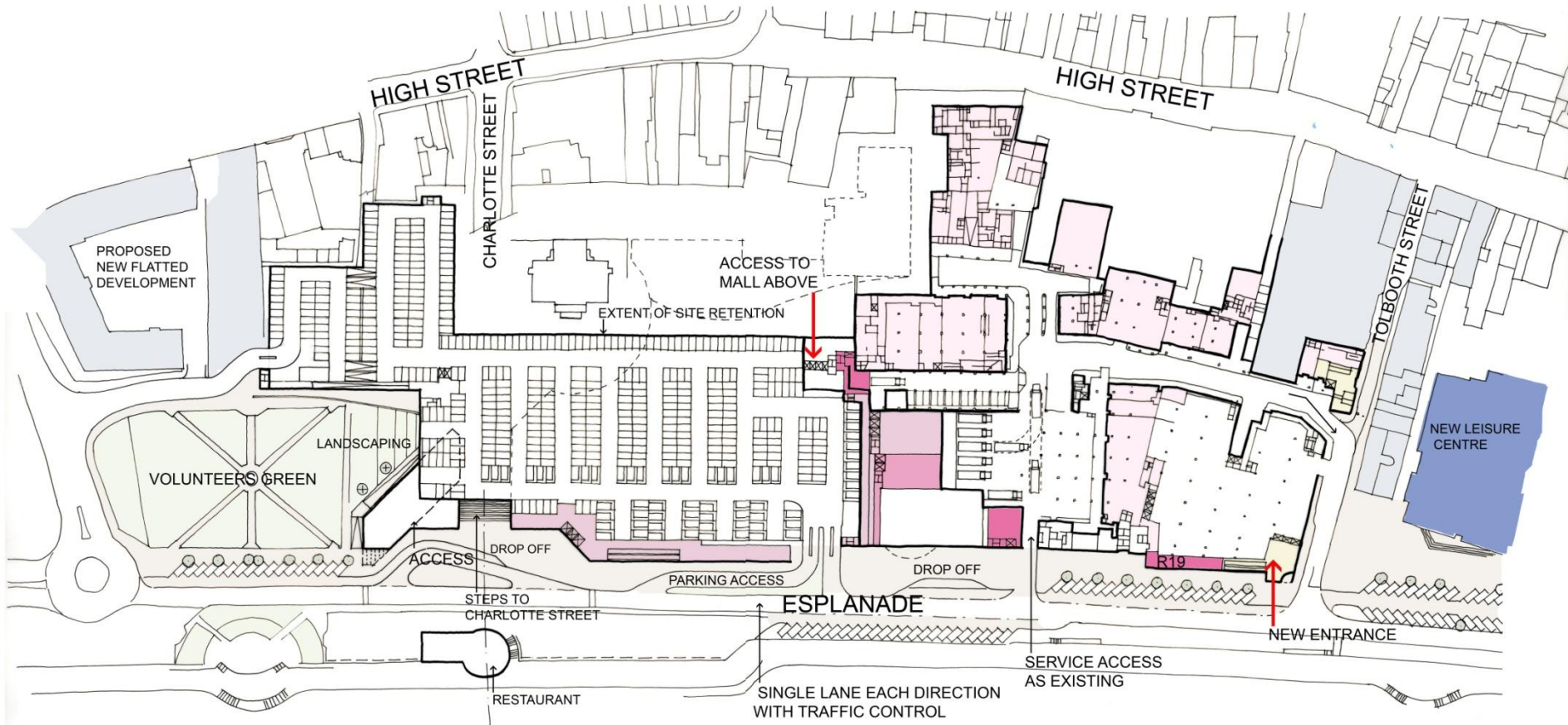
Esplanade Level Plan



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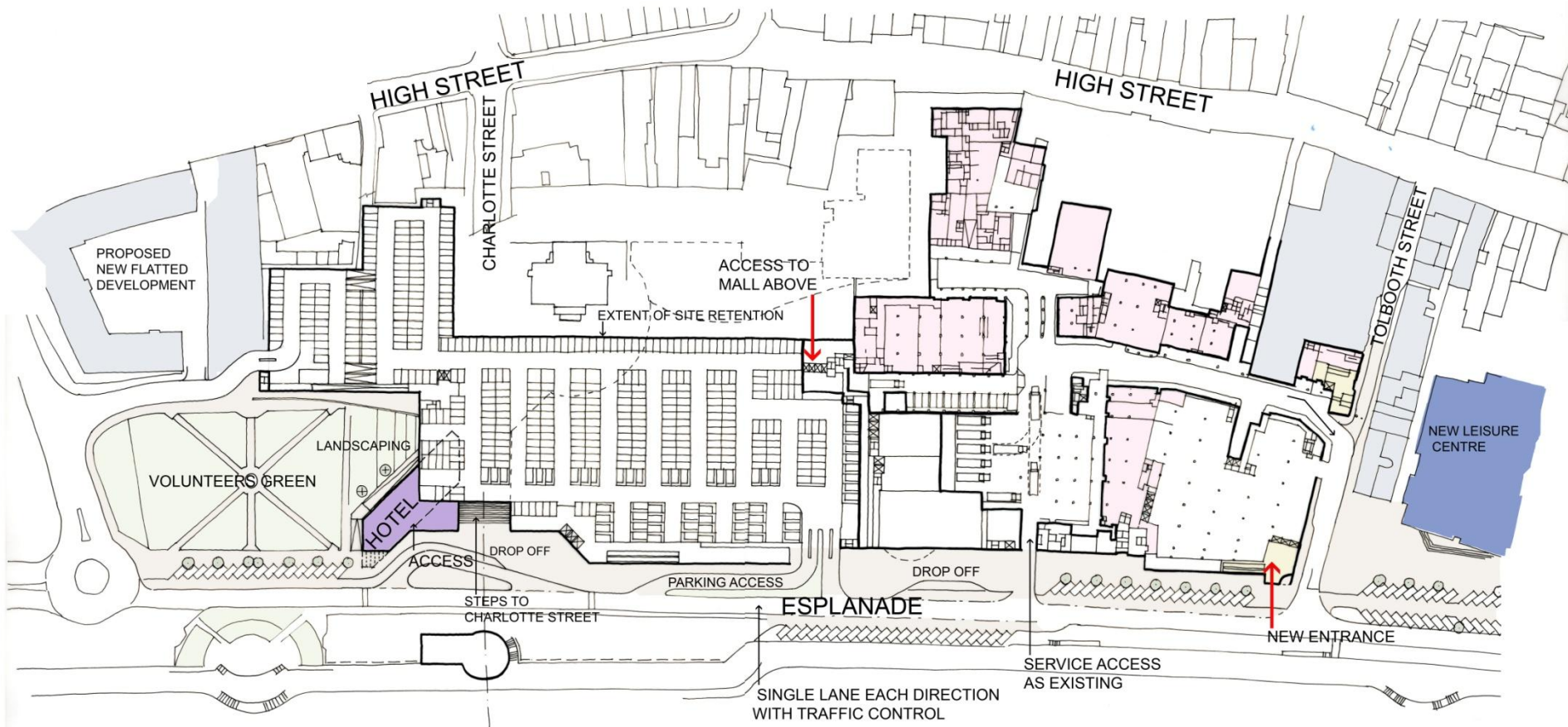
Esplanade Level Plan New Retail



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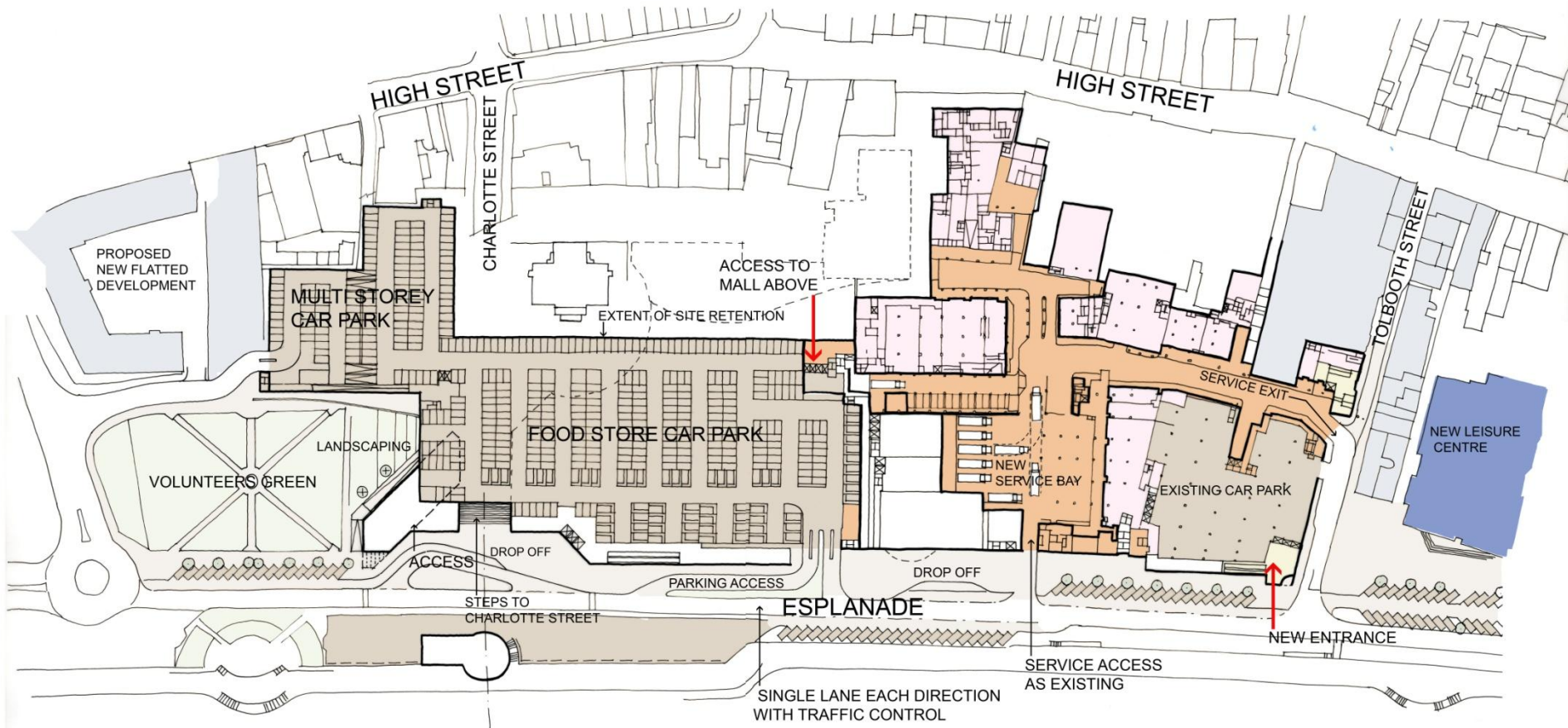


Esplanade Level Plan Hotel

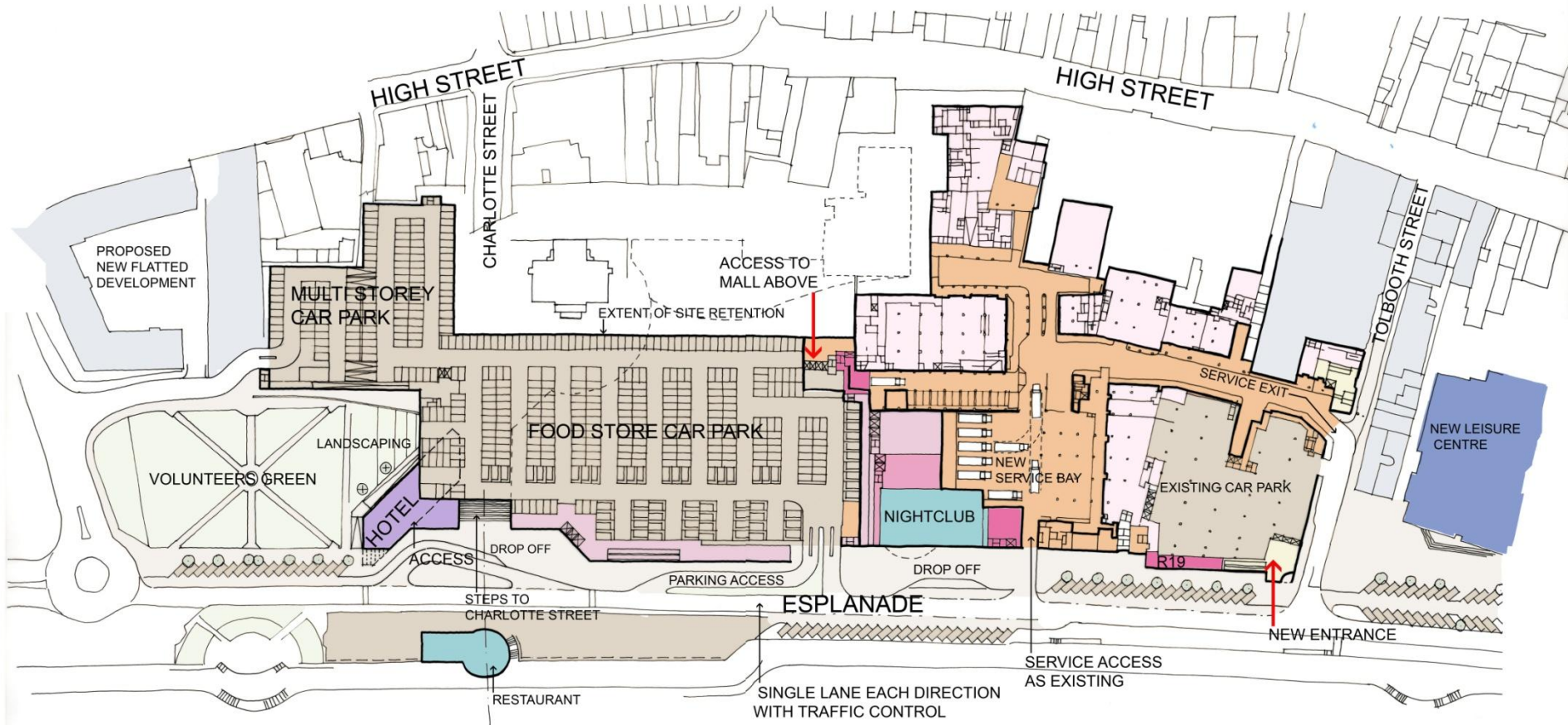


Esplanade Level Plan

Car parking & Servicing



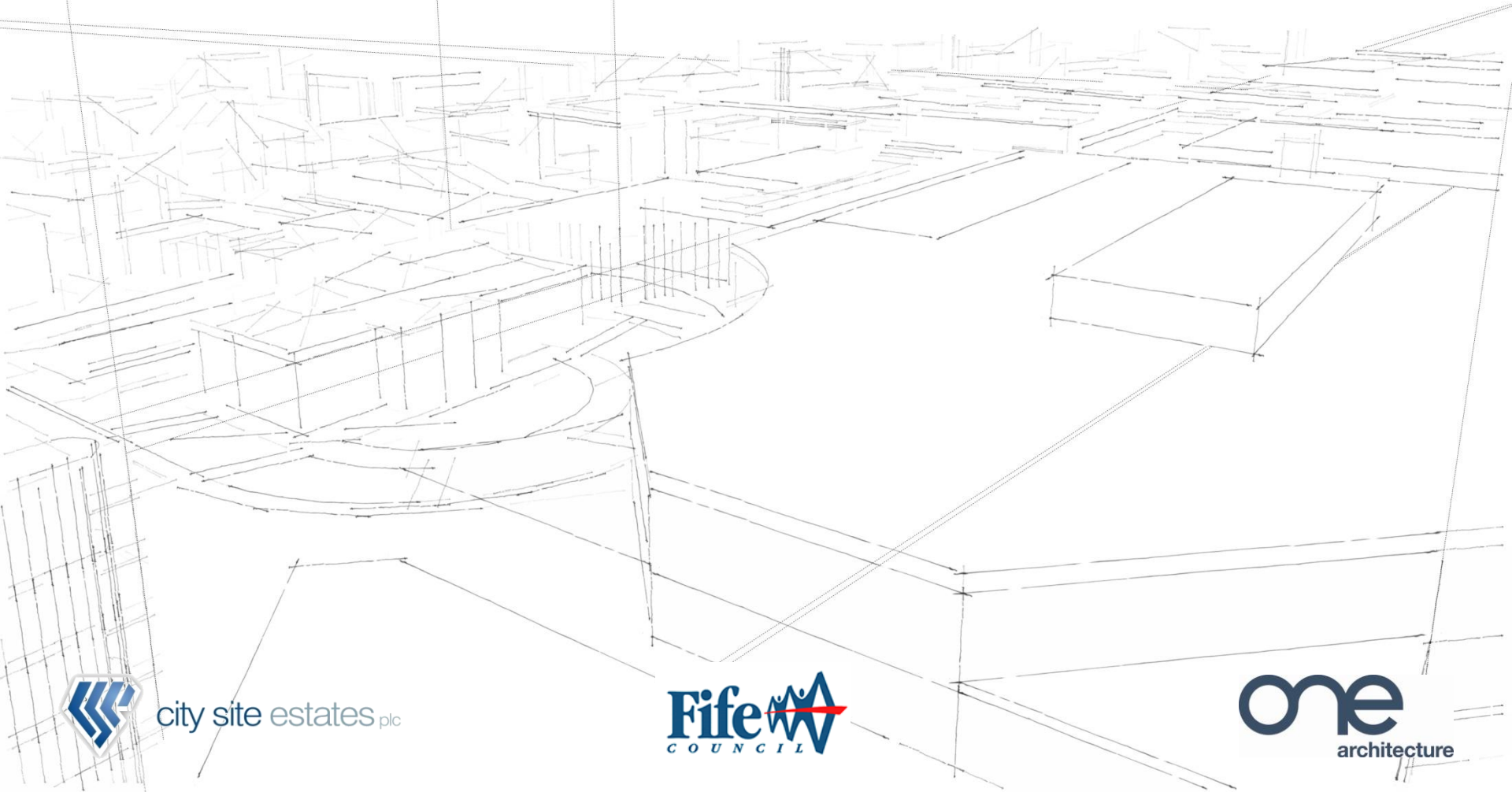
Esplanade Level Plan



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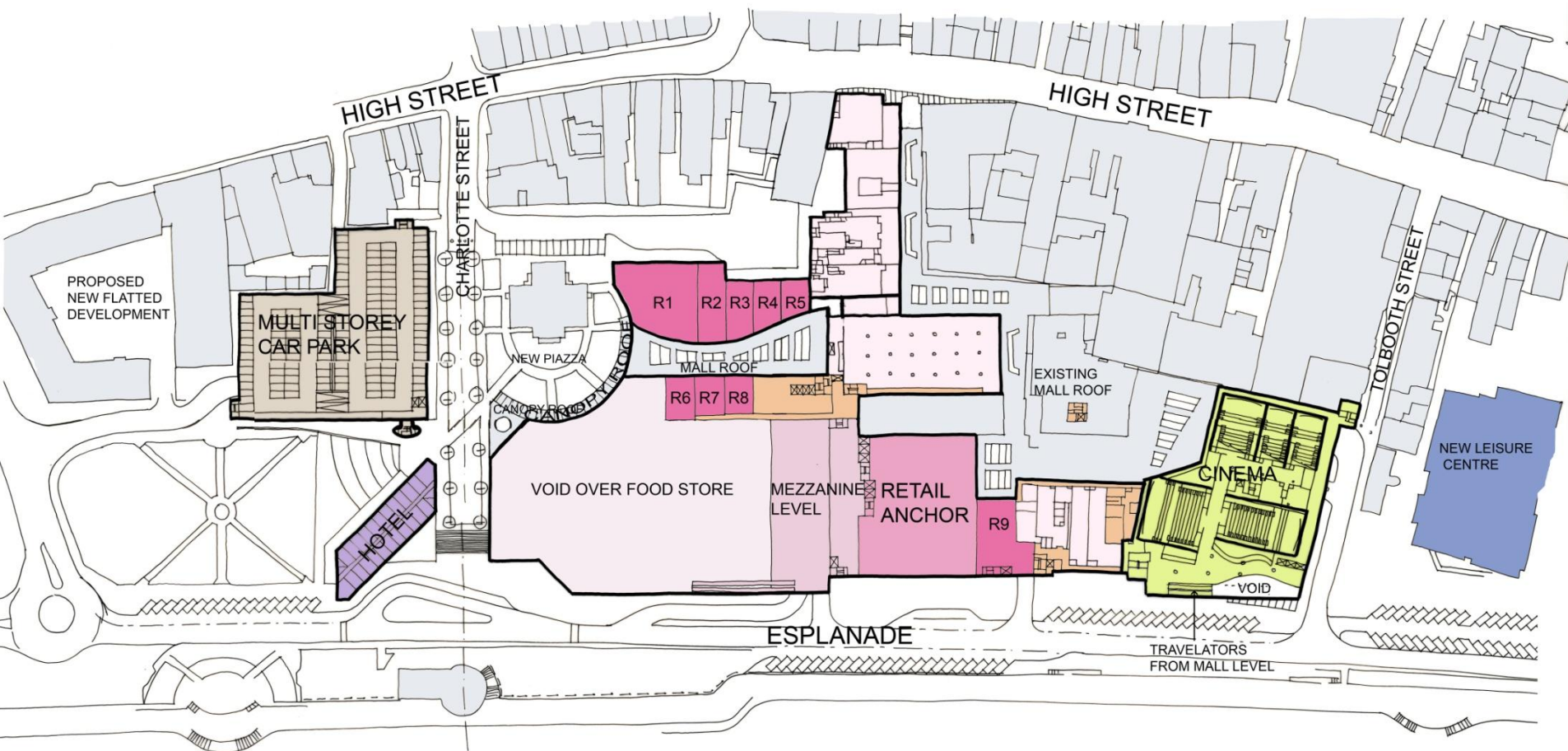
Cinema Level



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Cinema Level Plan



Phasing



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Phasing plan – Mall Level



Phase 1:

1. Supermarket inc. parking & servicing
2. Temporary external mall access walkway
3. Associated external works



Phase 2:

1. Multi-storey car park
2. Additional retail & servicing
3. New mall



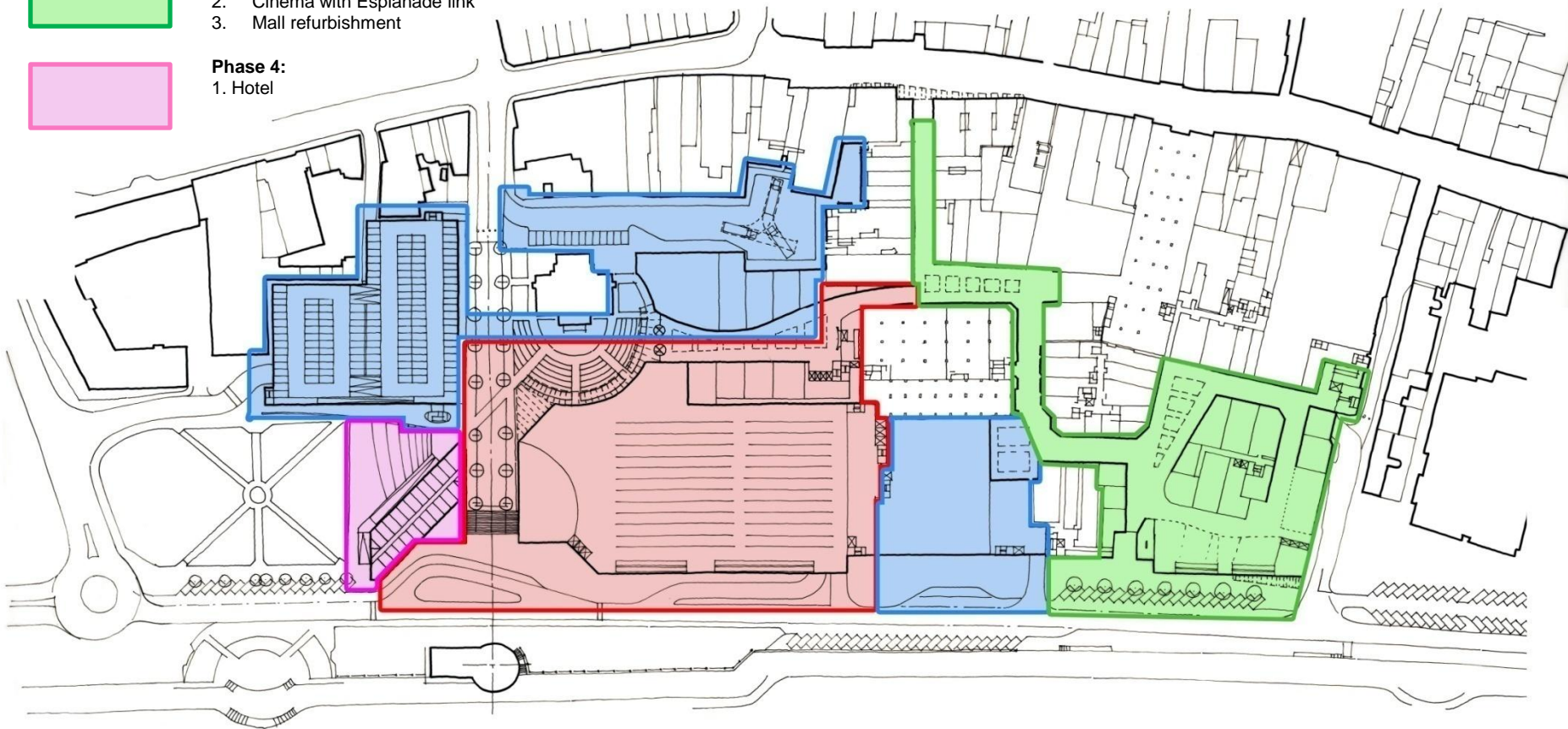
Phase 3:

1. Food court / restaurants
2. Cinema with Esplanade link
3. Mall refurbishment



Phase 4:

1. Hotel



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Phasing plan – Esplanade Level



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1. Supermarket inc. parking & servicing
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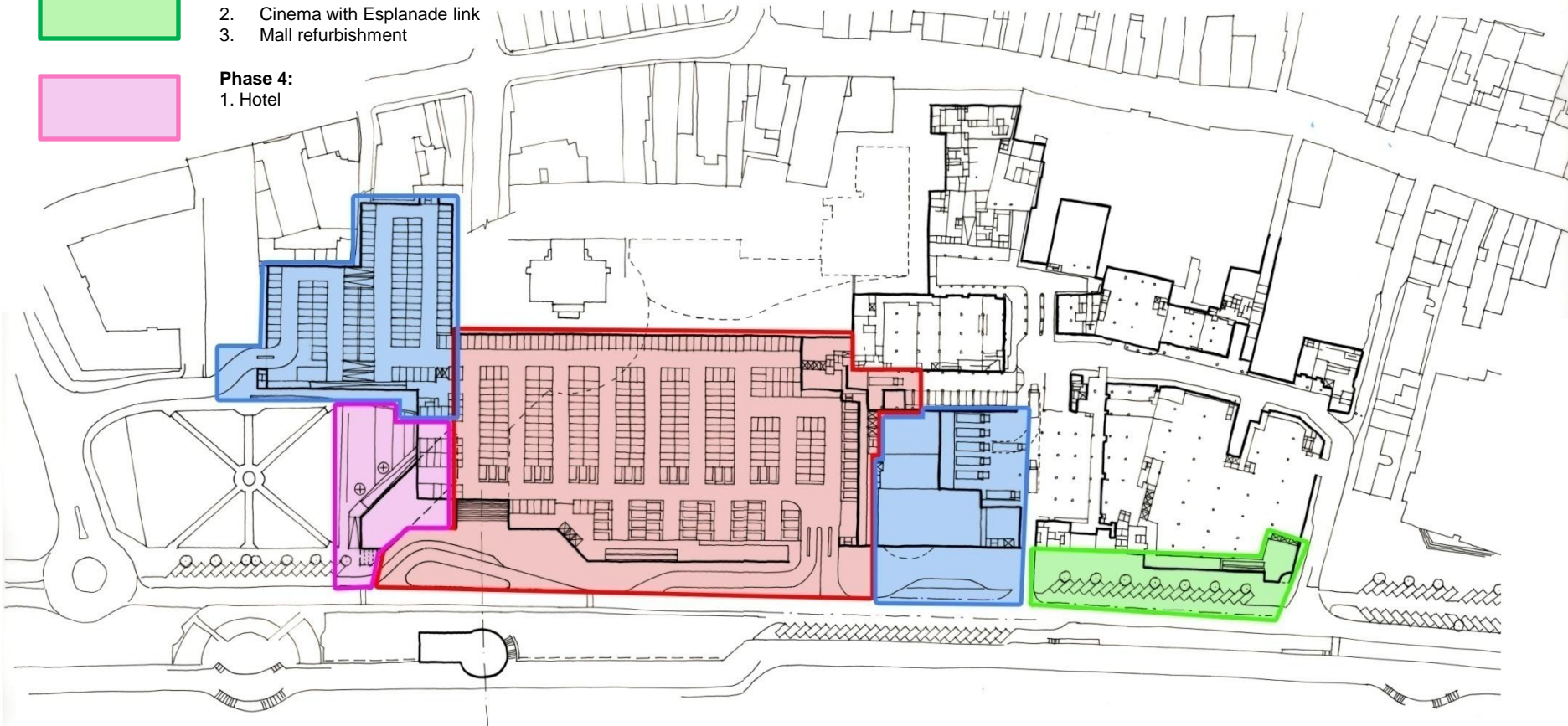
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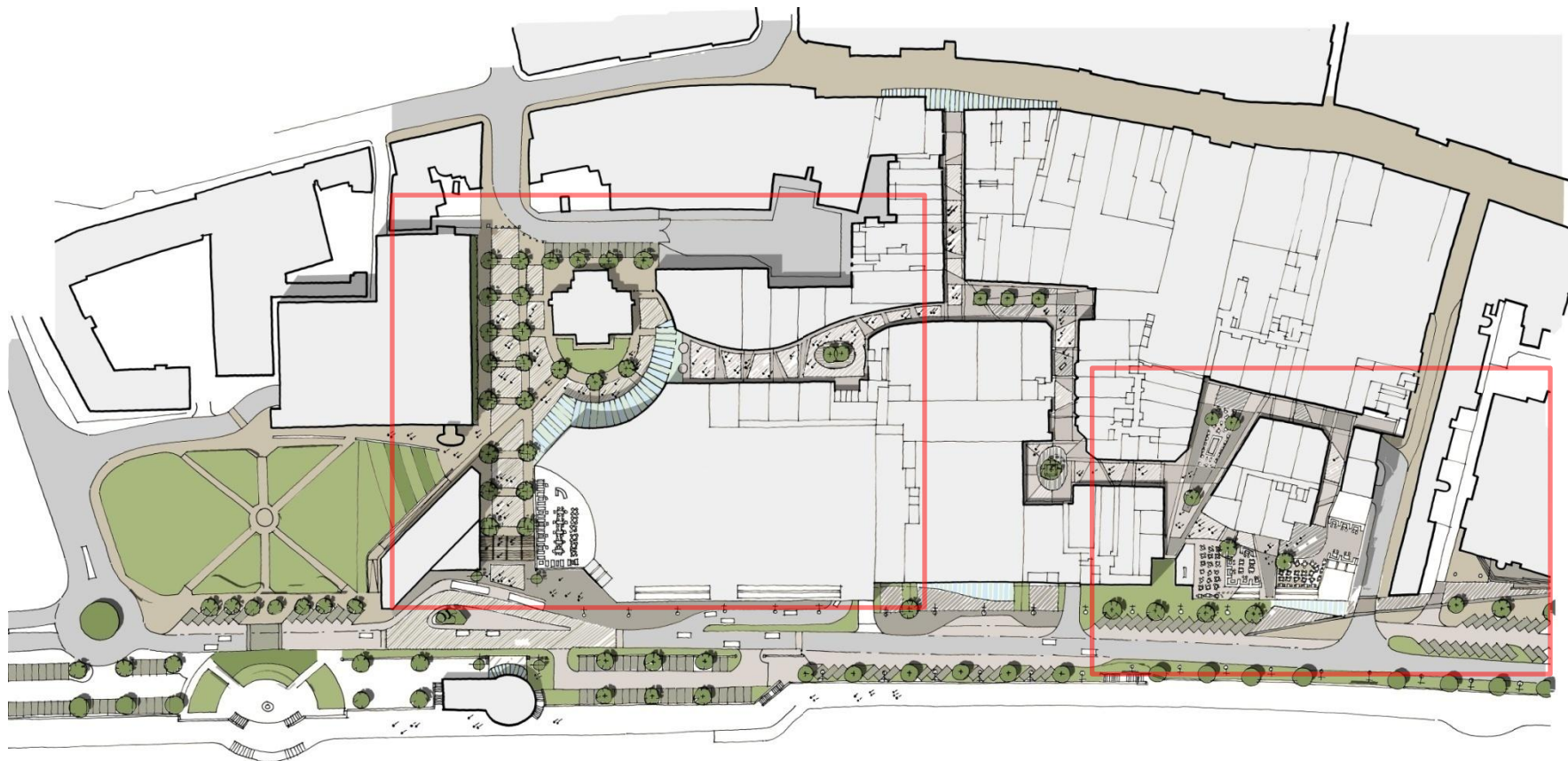


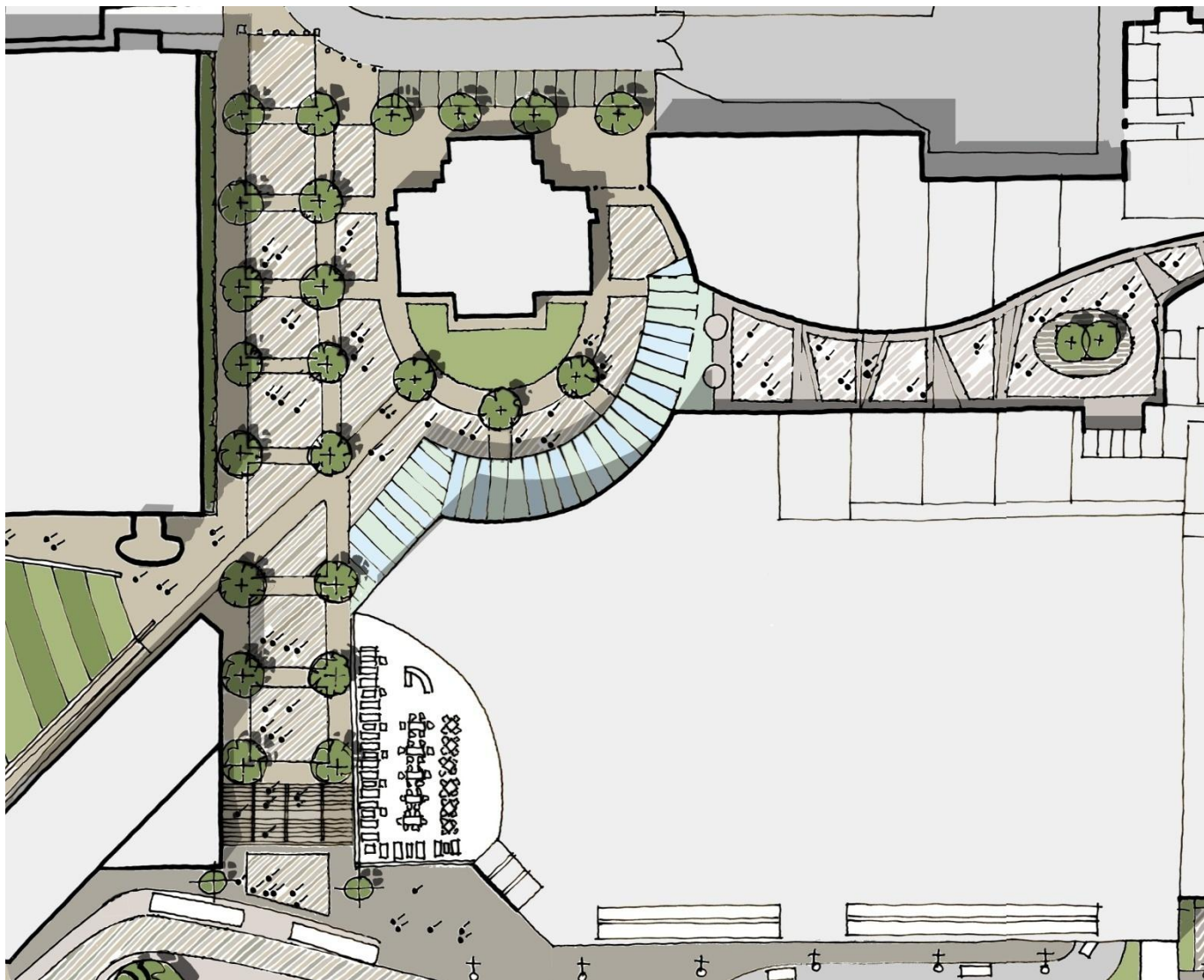
Public Realm



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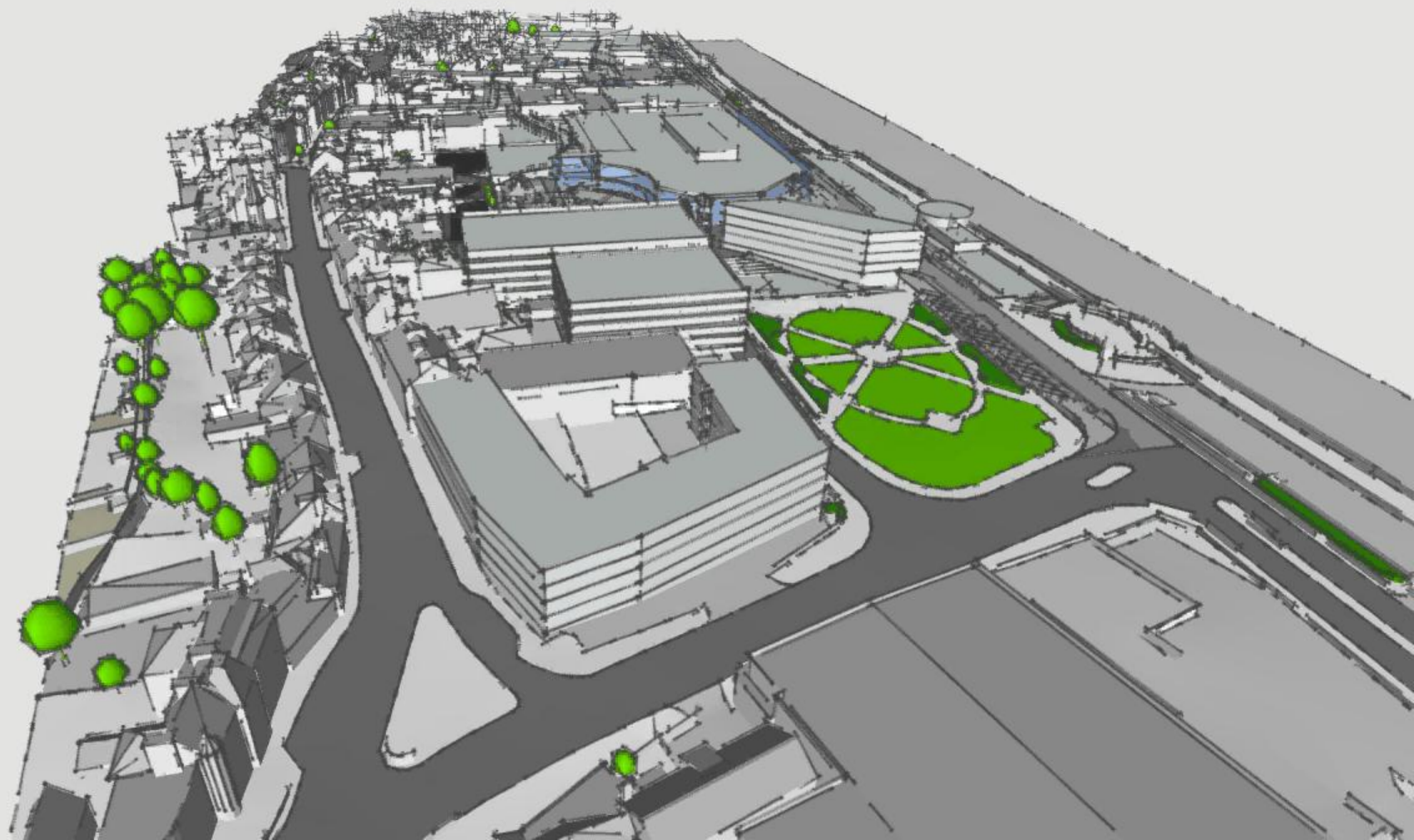


Flythrough

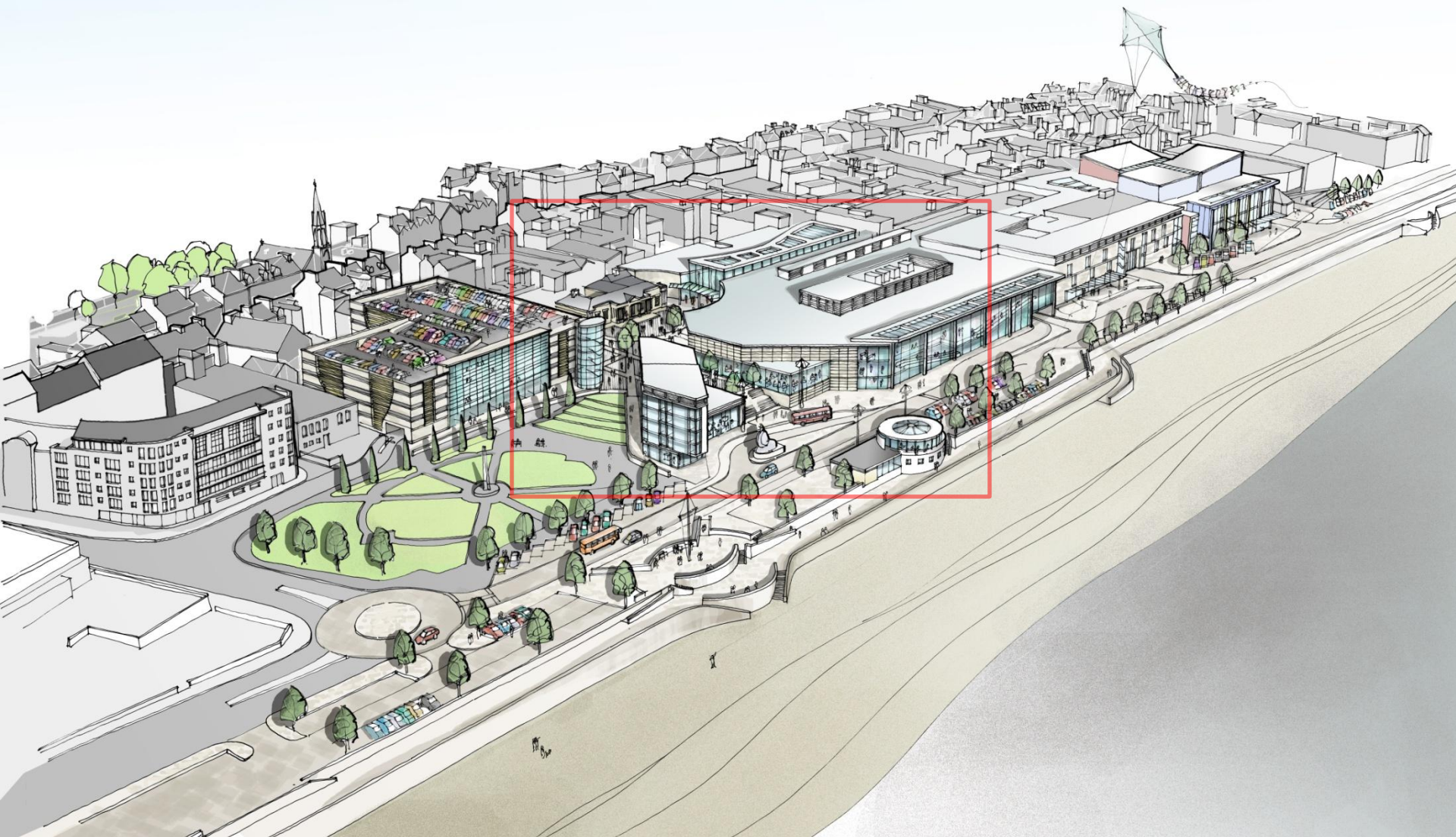


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Artists impression



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Artists impression



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Accommodation Summary

A. Principal Foodstore	7,540 sqm	(81,154 sqft)	Mall level
	1,813 sqm	(19,513 sqft)	Mezzanine level
B. Retail Anchor	1,865 sqm	(20,073 sqft)	Mall level
	1,865 sqm	(20,073 sqft)	Upper floor level
C. New Retail (other)	2,230 sqm	(24,000 sqft)	Mall Level
	2,230 sqm	(24,000 sqft)	Upper floor level
	17,543 sqm	(188,818 sqft)	Total new retail (A-C)
D. Hotel	699 sqm	(7,523 sqft)	Each floor (23 rooms) x 5 floors
	3,321 sqm	(35,745 sqft)	92 rooms
E. Nightclub	745 sqm	(8,018 sqft)	
F. Cinema	3,590 sqm	(38,640 sqft)	Approximately 1,125 seats
G. Car Parking	490 spaces		beneath supermarket
	100 spaces		Esplanade
	200 spaces		existing
	670 spaces		Volunteers Green
	1,460 spaces		Total spaces

This proposal will:

- Generate 850 minimum direct jobs and also 400 indirect jobs during the construction phase (numbers to be confirmed by detailed appraisal).
- Create a new identity to the Town Centre and attract an enhanced footfall from the local population and wider environs of Fife.
- Act as a catalyst for further regeneration of Kirkcaldy Town Centre
- Assist in securing the vitality and viability of the Town Centre through generation of additional foot fall to the new Retail and Leisure offerings.
- Create a hierarchy of quality urban spaces that link the High Street and Esplanade and also with the “divorced” Volunteers Green.
- Bring life to the Esplanade by “activation” of this frontage and increase pedestrian prominence through traffic calming.
- Link the new Leisure Centre and assist with short term parking provision
- Redevelop many of the fringe sites of the Town Centre whilst rationalising the parking provision of the town.
- Create a safe and attractive environment that the local population can take pride in and that visitors are attracted to.



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