

Our Ref: AM/LM

26 August 2004

The Ayrshire Joint Structure Plan Committee
15 Links Road
PRESTWICK
KA9 1QG

For the attention of Ian Johnson

Dear Sirs

GROWING AYRSHIRE – DRAFT AJSP 2025
ZOOM DEVELOPMENTS LTD

We are instructed by Zoom Developments Ltd to make representations to the AJSP 2025 Consultation Draft.

Question 1 – Vision Statement

In general, our clients welcome the proposed change in direction for strategic policies in Ayrshire. It is noted that the region's employment levels are showing little sign of recovery which, allied to a declining and ageing population, will compromise the ability of Ayrshire to realise its full economic potential. In this respect, we support the fact that the new Structure Plan will have at its foundation, a strategy for population recovery and prosperity through new housing opportunities as well as through economic activity. The statements at Para. 2.7 are supported in terms of the "pressing need" to address falling population and revitalise communities within Ayrshire.

Question 2 – Future Population Strategy

In terms of the spatial development strategy therefore, Zoom Developments supports the draft Plan's objective to minimise population loss in the first place and then to provide the basis for population growth, in doing so, contributing to national planning objectives. Referring to the population options at Table 1, our clients strongly advocate that the upper target of stabilising Ayrshire population by 2017 should be pursued. A less aspirational target runs the risk of failing to address declining population levels in the future if current trends become accelerated.

Questions 5 and 6 – Core Investment Area and Investment Corridors

The spatial development strategy is correct to direct future physical development to the core settlements of Ayr, Irvine and Kilmarnock, based on existing population, activity and services in these towns.

For example, our clients have interest in the Ayr and Prestwick area, which are recognised as a Core Investment Area and a Service Centre, respectively. There is continuing development potential in this corridor due to its accessibility advantages and we support the view that additional housing provision should be identified and promoted within the existing communities. In addition, opportunities to integrate new development with landscape

enhancement, greenspace renewal or habitat creation, and major traffic improvements (including the possibility of a relief road between Sandyford Toll and Whitletts) as part of an overall investment package, is welcomed.

Question 13 Future Housing Provision

As stated, our clients support the view at Para. 3.11 of the draft Plan that a development strategy based on current GRO based population projections is not a viable option for Ayrshire. A strategy which seeks to stem out migration and offer improved housing choice in order to stabilise population levels is the only positive choice for the region.

As such, the scale of housing allocations, set out at Table 2 for South Ayrshire, on the basis of a stable population scenario, is supported. Zoom Developments does not consider that an annual completion rate of 1,700 homes is over ambitious given the attractiveness of the Ayrshire region and, indeed, South Ayrshire has already experienced a significant uplift in the housing market in line with upgrading of the M77. It is recognised that a balanced approach to growth will be required but the sequential approach to housing, consistent with the settlement hierarchy, as outlined at Para. 3.15, is considered a sound approach.

We note at Schedule 3 that 8000 units is the proposed housing allocation in the Ayr Core Investment Area to 2025 and 500 units for the Service Centres. Our clients would be willing to discuss with the Structure Plan Team appropriate distribution of this allocation within the Core Investment Area of Ayr in order that opportunities and constraints are identified in time to be taken into account in the Finalised Structure Plan.

In this regard, we trust you welcome our client's representation to the Draft Structure Plan and look forward to your acknowledgement and responses in due course. Should you require any further information in support of this submission, please do not hesitate to contact us.

Yours faithfully

Alex Mitchell

Direct Dial : 0141 300 8029
Email : acmitchell@jamesbarr.co.uk

Cc: Jim O' Donnell, Zoom Developments Ltd