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Ian

I refer to the proposed replacement Ayrshire Structure Plan to be produced next year.

I understand that at this stage you are simply seeking to identify key issues that should be addressed in the structure plan process and I have noted some points below that, from SE Ayrshire's prospective, are worth considering. These are not listed in order of importance.

\* There is a structural imbalance between the supply of industrial land/buildings and the projected future demand for this type of property. The Business Locations Strategy addresses any gaps in the market (e.g. town centre offices) but does not directly deal with surplus stock. There is a need for a strategic view to be taken on the volume of industrial land/buildings that needs to be retained and, where necessary, devise policies that proactively seek a change of use to avoid functional obsolesce (and a detrimental impact on the environment). SE Ayrshire is currently looking at the industrial property supply in Irvine and I believe this study will provide some useful data for the structure plan.

\* There is a need to encourage the early adoption of economic development objectives into the planning briefs for larger mixed use developments. In the medium to longer term this will ensure that Ayrshire maintains an effective supply of business space.

\* One of Ayrshire's key strengths is the rural environment which can attract new residents, visitors and business. However, there is a danger that this economic development potential is being constrained by local plan policies too heavily weighted to the conservation agenda. We believe that a better balance can be made between conservation & economic growth and strategic guidance on this should come from the Structure Plan.

\* We understand there numerous applications for wind farms across Ayrshire. This form of development has the potential to enhance the local economy, however, could also have a negative impact on key markets such as housing, tourism etc. This suggests there should be a robust planning framework in place to manage this form of development.

\* There is a need to consider the economic development potential of Ayrshire's coastal zone. More explicit policies in the structure plan could help to maximise the economic development value.

\* The housing market in Ayrshire shows signs of significant growth. The structure plan review should look closely at the range of housing that is required to give Ayrshire a competitive advantage in the medium to long

term. Whilst there is no doubt as to the importance of capitalising on the "volume" housing market, there is also an opportunity to develop more

innovative forms of housing that are capable of attracting new residents into the area (and retaining existing residents). Niche markets worth considering are self build, home-working, small holdings, coastal locations, retiral homes, sustainable technology, low density etc. In providing for future housing supply it will be important to create diversity and build on Ayrshire's key strengths.

\* The projected growth of Glasgow Prestwick Airport forecast in the recent white paper will need to be supported by increased capacity in the trunk road and rail networks. The recent rail study undertaken by your team will provide a sound basis for promoting early investment in the rail system. Likewise the current masterplan exercise being undertaken by the Airport and SE Ayrshire will help highlight the road access issues.

I would be happy to expand on any of the above points and look forward to working with you as the Structure plan review moves forward.

Regards

Michael

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