

STRATEGY



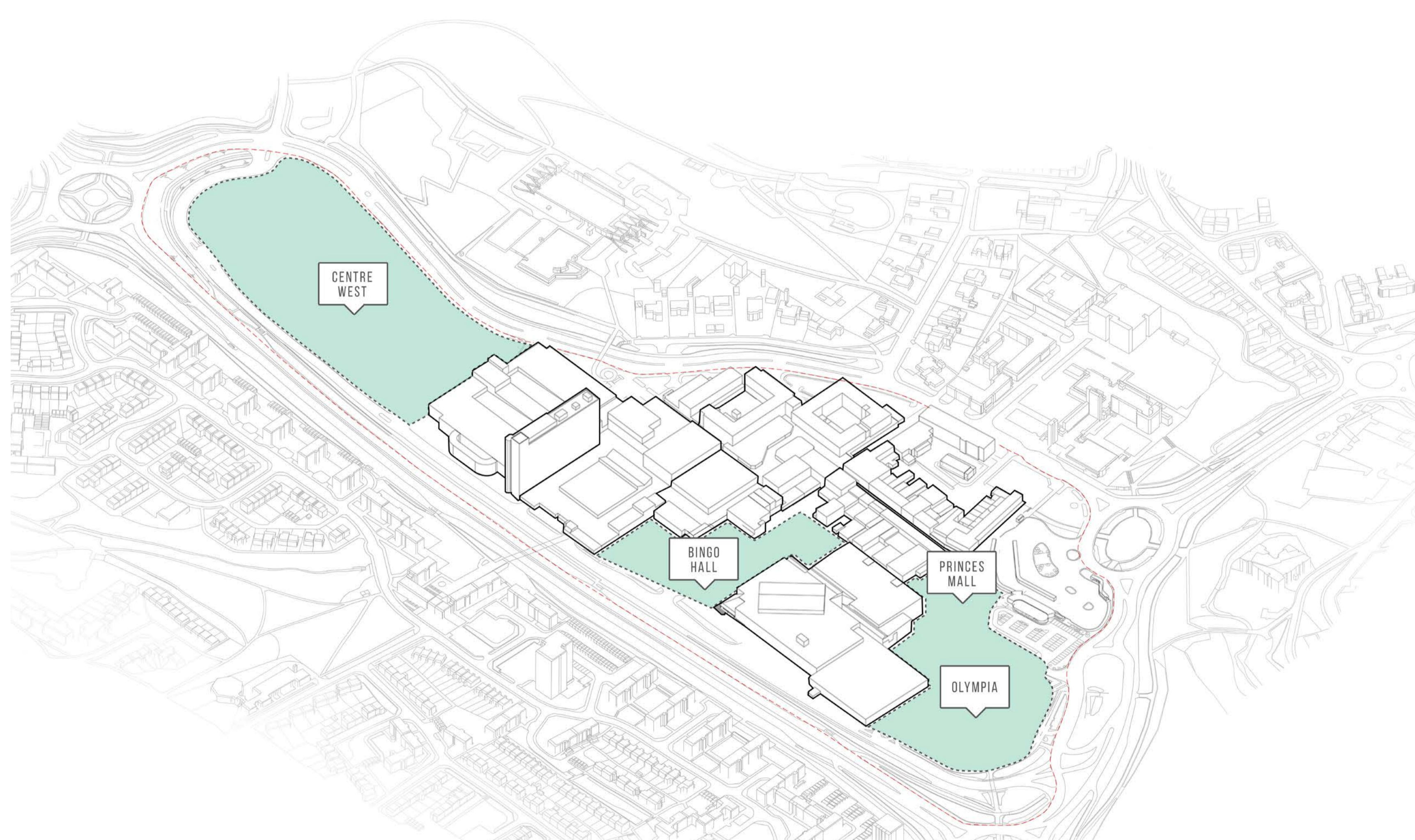
KEY PRINCIPLES

This Vision is an opportunity to rethink how East Kilbride works.

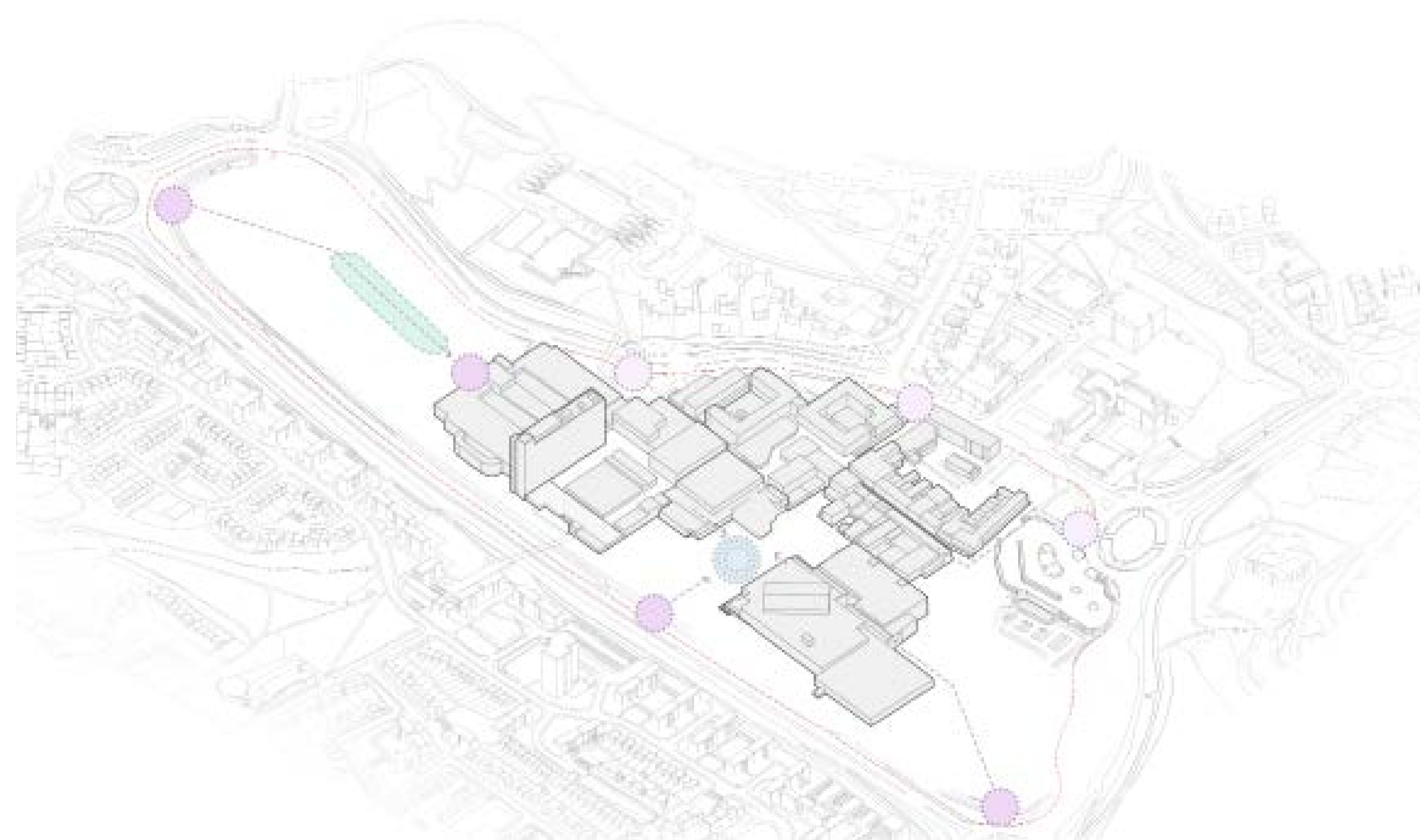
It's about **repurposing**, **repopulating** and **rebalancing** the town centre to future proof it to better meet the needs of the whole community.

The Vision is structured around the following key principles:

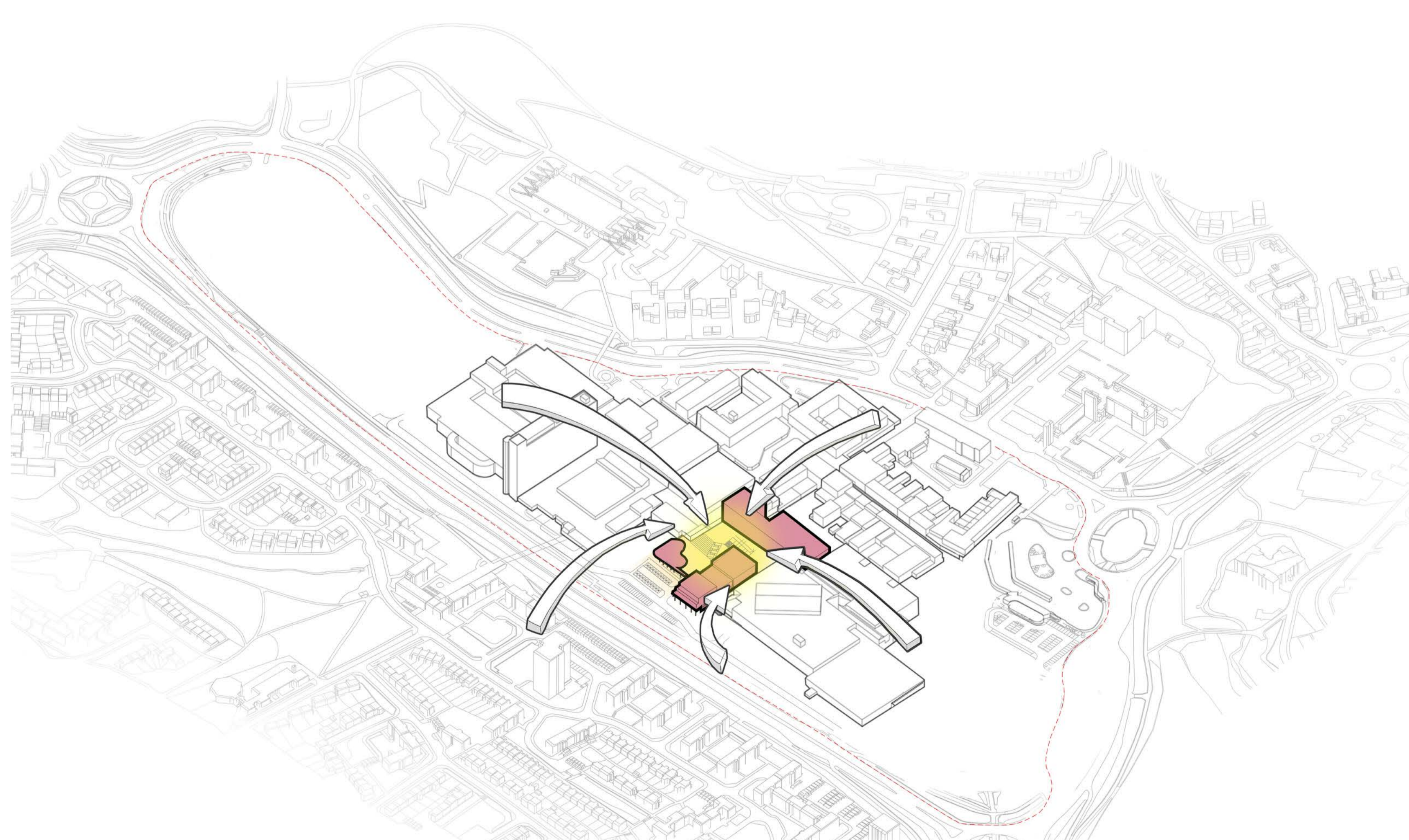
- **Concentrate and Consolidate Retail:** Create opportunities for new development.
- **Repair the Streets:** Plan and deliver a strong urban realm infrastructure.
- **Repurpose:** Redevelop vacant areas to create a new heart for East Kilbride and an outward looking face for the re-imagined town centre.
- **Repopulate and Rebalance:** Diversify the uses with strong complementary activities.



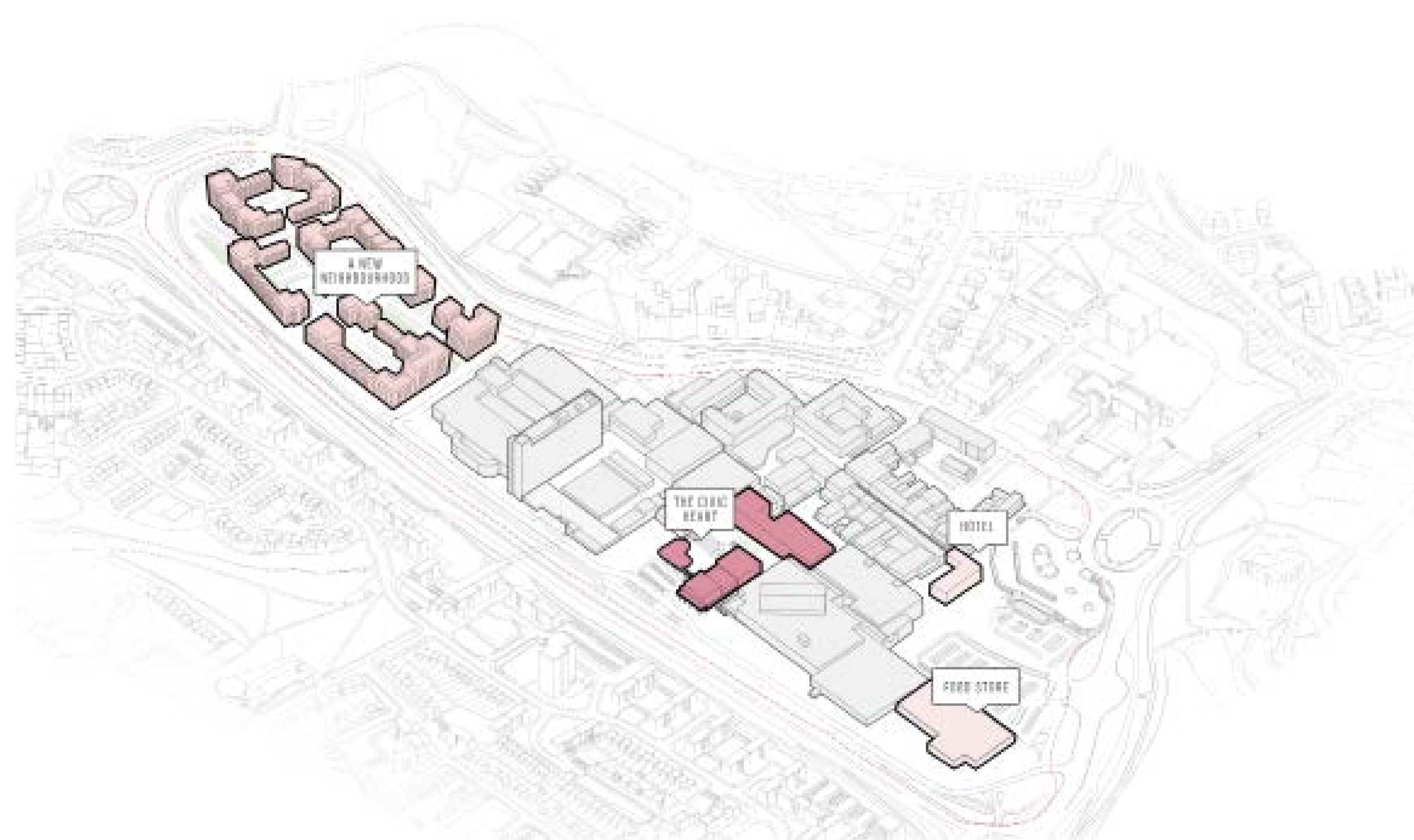
CONCENTRATE & CONSOLIDATE RETAIL



REPAIR THE STREETS



REPURPOSE



REPOPULATE & REBALANCE

EAST KILBRIDE TOWN CENTRE

A New Vision

UNLOCKING OPPORTUNITIES



SITE CONTEXT



Over many decades, town centres everywhere have been dominated by retail with other uses being forced out of town. Many of these 'clone' towns that are so dependent on retail have declined as our shopping patterns have shifted.

In East Kilbride, a once thriving shopping destination, this decline has led to a significant level of vacancies and a **town centre ready to rediscover its identity and purpose.**

The Opportunity

While these vacancies represent a problem, they are also an opportunity.

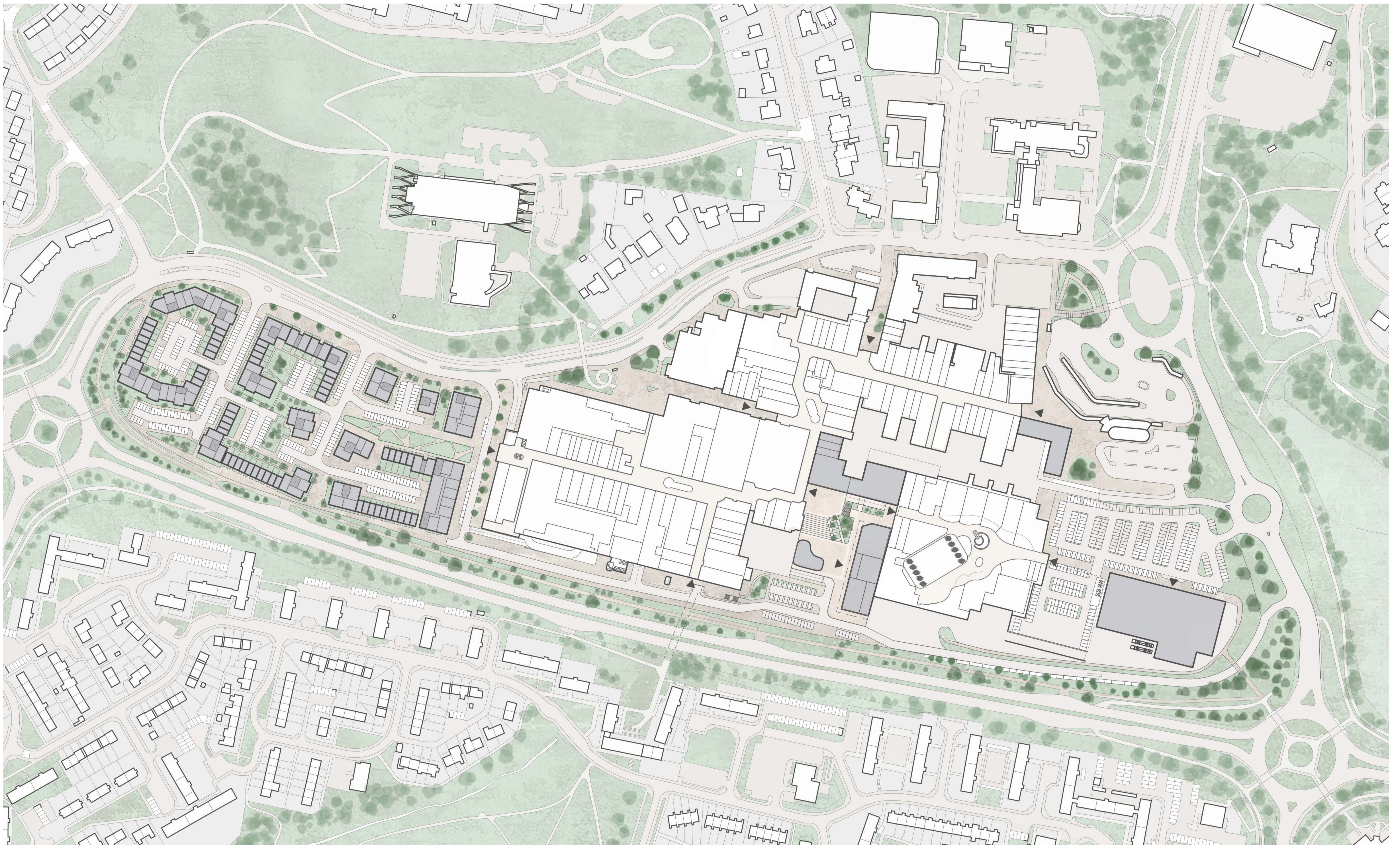
The first move is to consolidate the retail offer into the better performing parts of the centre and target the void space to create development areas that have sufficient critical mass (scale) to be transformational in their repurposing and redevelopment.

This diagram shows the areas with greatest concentration of vacancy and best opportunity for transformation:

- **Site A:** The Bingo Hall area
- **Site B:** Centre West
- **Site C:** The Olympia site and car parks
- **Site D:** Princes Mall & Bus Station entrance

EAST KILBRIDE TOWN CENTRE A New Vision

A CONNECTED PLACE



PROPOSED URBAN REALM

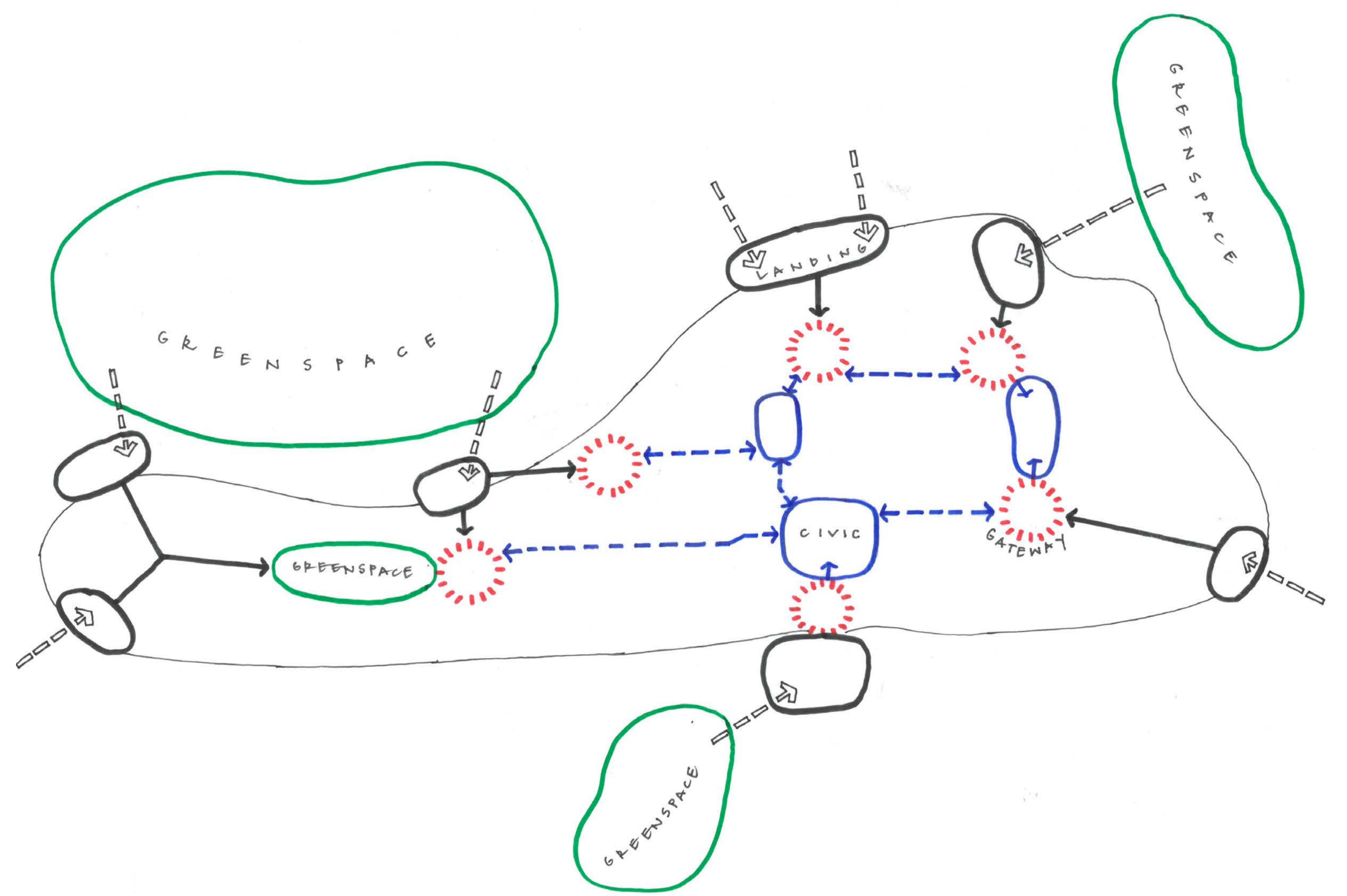
SITE CONNECTIONS & GATEWAYS

The proposals are grounded in good placemaking principles, such as the 20 Minute Neighbourhood and the Scottish Government Guidance on High Street Regeneration.

The reduction of vehicle dominance on the quality of space is proposed through re-organising vehicle and pedestrian priorities around the perimeter of the site with a focus on comfortable pedestrian access to Rothesay Street and Cornwall Street.

At key locations the proposals focus on reinforcing or creating new gateway points to improve wayfinding, create new routes and improve the experience of arriving in the town centre.

The adjacent diagram illustrates the importance of connecting all these areas and creating a variety of routes through the site. This is achieved through combining new routes with stretches of retained covered malls and existing town centre routes.



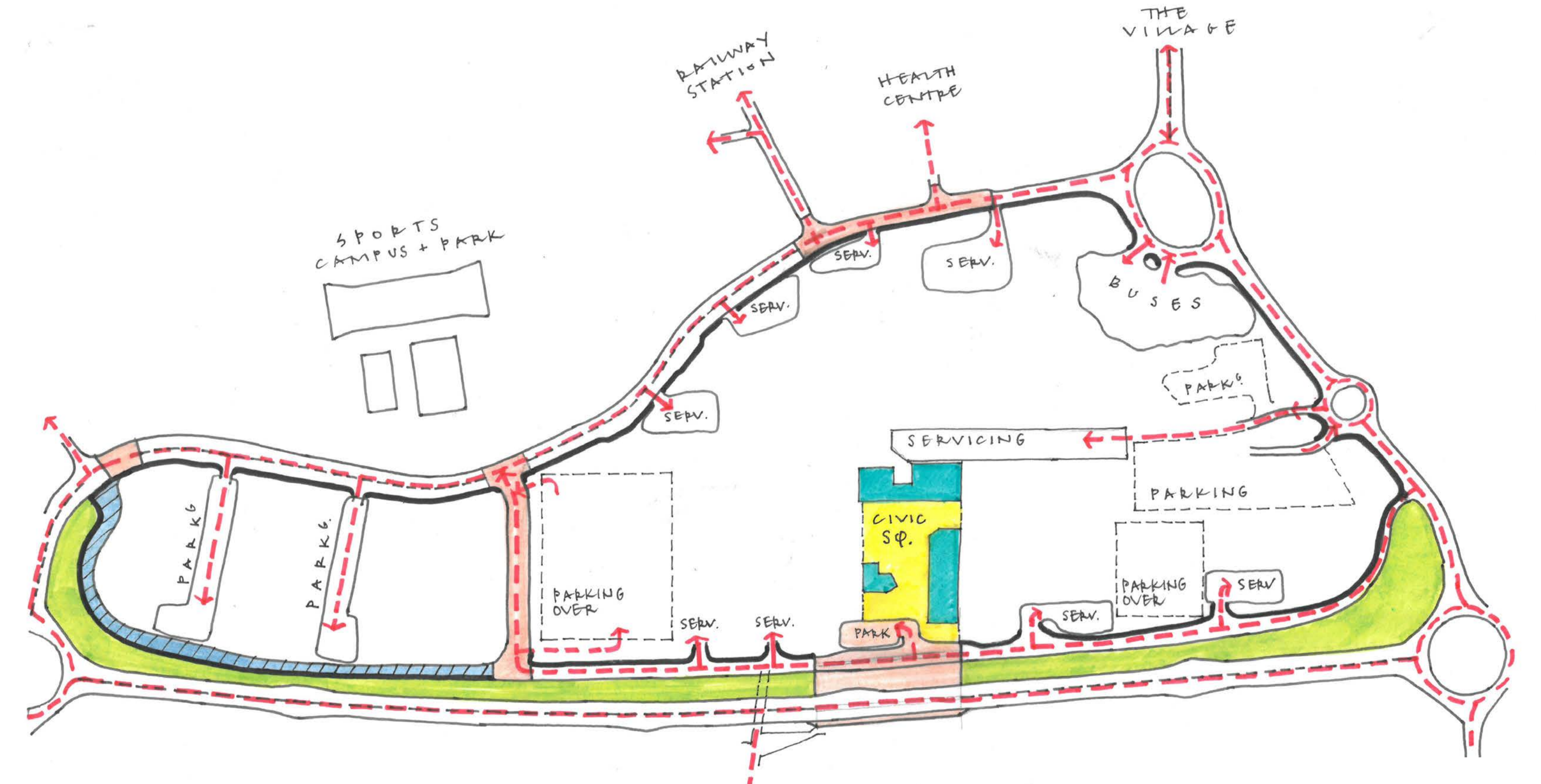
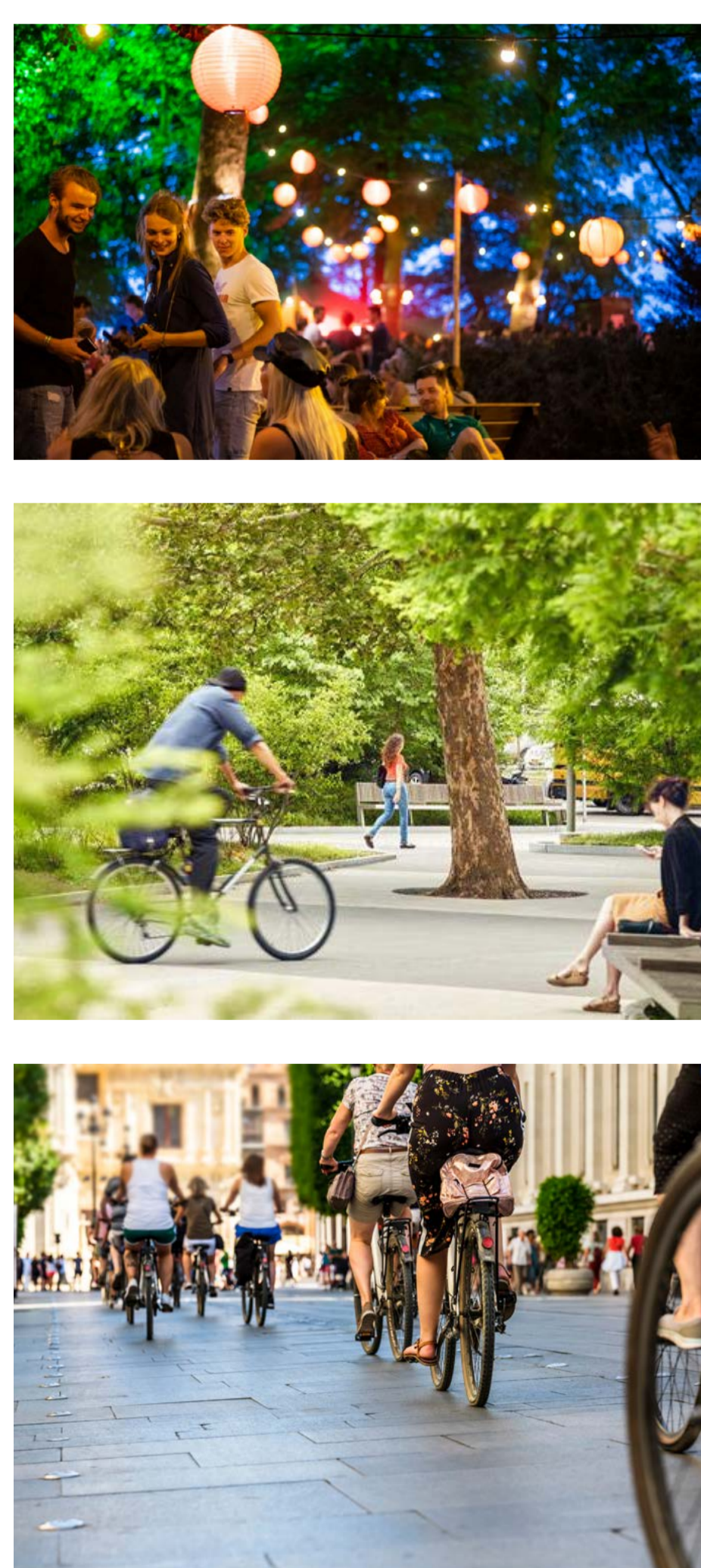
CONCEPT DIAGRAM: Connections and Gateways

THE URBAN HEART

The town centre can be transformed from being retail dominant by introducing new 'attractors' that bring people into the centre and help balance the uses in the centre to better serve the wider community.

The ambition is to rekindle the original spirit of the town and ensure the many green spaces, parks, and recreational areas are connected to encourage outdoor activities and health. These spaces will also enhance mental well-being by promoting greater social interactions and a greater sense of community.

Many of these new uses and quality outside spaces would be concentrated around a new civic 'heart', visible and welcoming from the Queensway.



CONCEPT DIAGRAM: An Urban Heart

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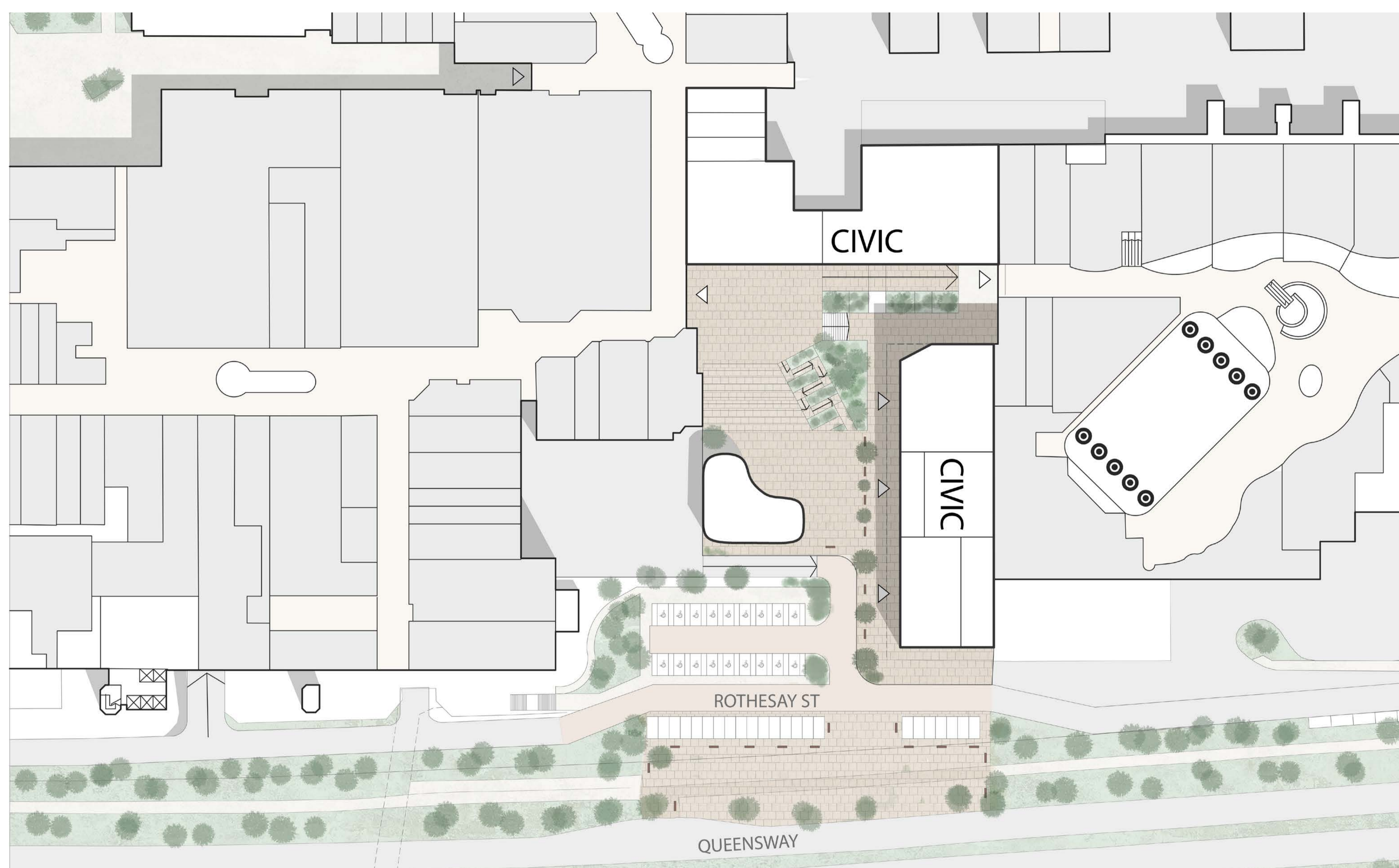
THE CIVIC HEART

SITE OVERVIEW

The demolition of the bingo hall and a number of adjacent units gives the opportunity to create a **Civic Square** and **Civic Hub** in the heart of the town centre. The focus is to transform this area into a unique and recognisable **focal point** for the community as the embodiment of a future East Kilbride with an **optimistic and successful future**.

The new square, is centrally located where many routes through the centre cross and, being connected to the southern edge, creates a **new gateway** to the town. Opening up in this location creates an improved visual and physical connection to the neighbourhoods to the south and a **strong public face and identity** for the town centre along the main arterial route.

A series of new buildings and attractors will activate and define the new civic square. These new buildings will collectively form a hub that **focuses on civic and community led services** and give the town a new **landmark building**.



WHAT IF?...

WHAT IFwe improve existing & create new cultural offers to benefit the local population & encourage visitors to the town?



WHAT IFwe worked with existing institutions to introduce skills development and learning space into the town centre?



WHAT IF....we transform how people travel to & move through the town centre by promoting & facilitating sustainable forms of transport?

WHAT IF....we provide new places to safely gather as a community, capable of hosting a variety of events?



WHAT IF....we promote the strengthening of the evening economy through the introduction of new restaurants/ bars/ leisure / performance uses?

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THE CIVIC HEART

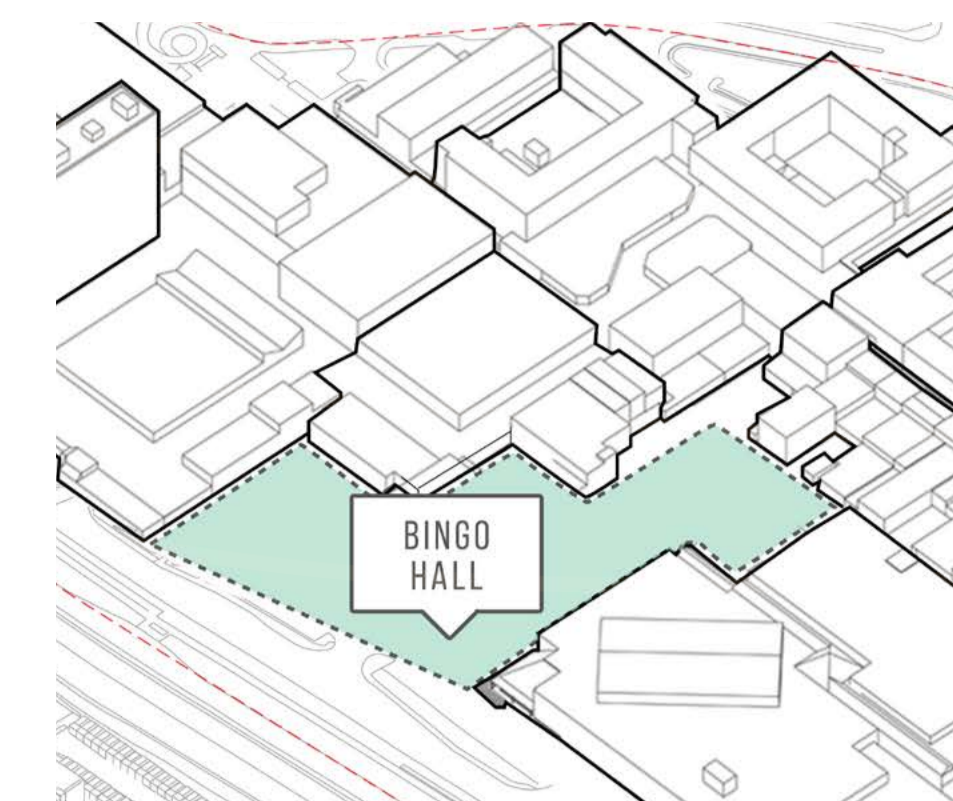
CIVIC SQUARE

The creation of this high quality urban space will lift the image of the town and foster a sense of pride and ownership.

The various changes of level on the site will be responded to to create interest and variety while delivering an environment that is accessible to all.

This will be a highly active environment providing a balance of high-quality hard landscaping and green space. There will be a strong focus on functional areas to support a diverse range of activities required by a town square.

It will be, a place to **meet, play, celebrate, memorialise, and for the community to engage.**



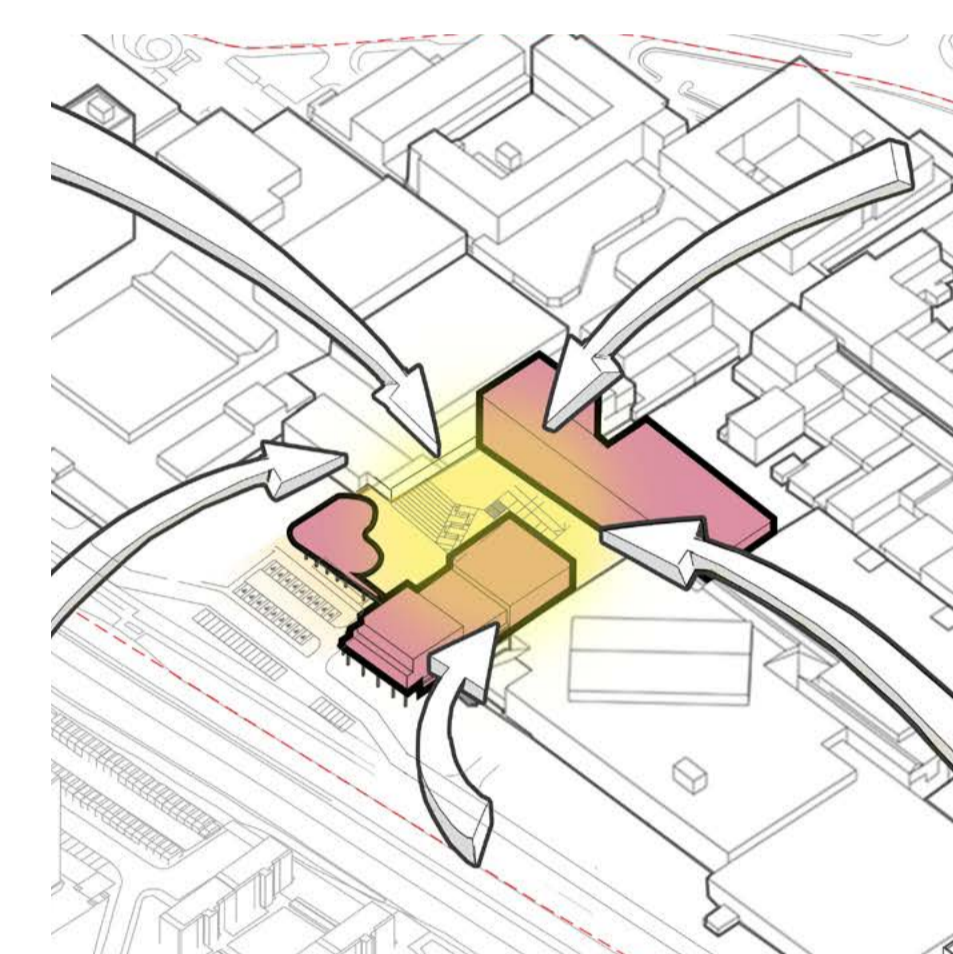
THE CIVIC HUB

The Civic Hub is envisaged as a series of buildings and pavilions that reinforce the new image of a new town centre.

While a detailed brief is still to be developed, it will be a place to **gather, debate, perform, educate.** With a new flagship building, the Hub will embody the collective pride of the community and be a destination for a wider audience.

Other buildings around the square will provide key complementary activities and services which may include an opportunity to expand nursery provision.

The public engagement being carried out with local residents, businesses and other key stakeholders, is **an important part of the process to define the range of uses and mixes** we can bring to the Civic Hub.



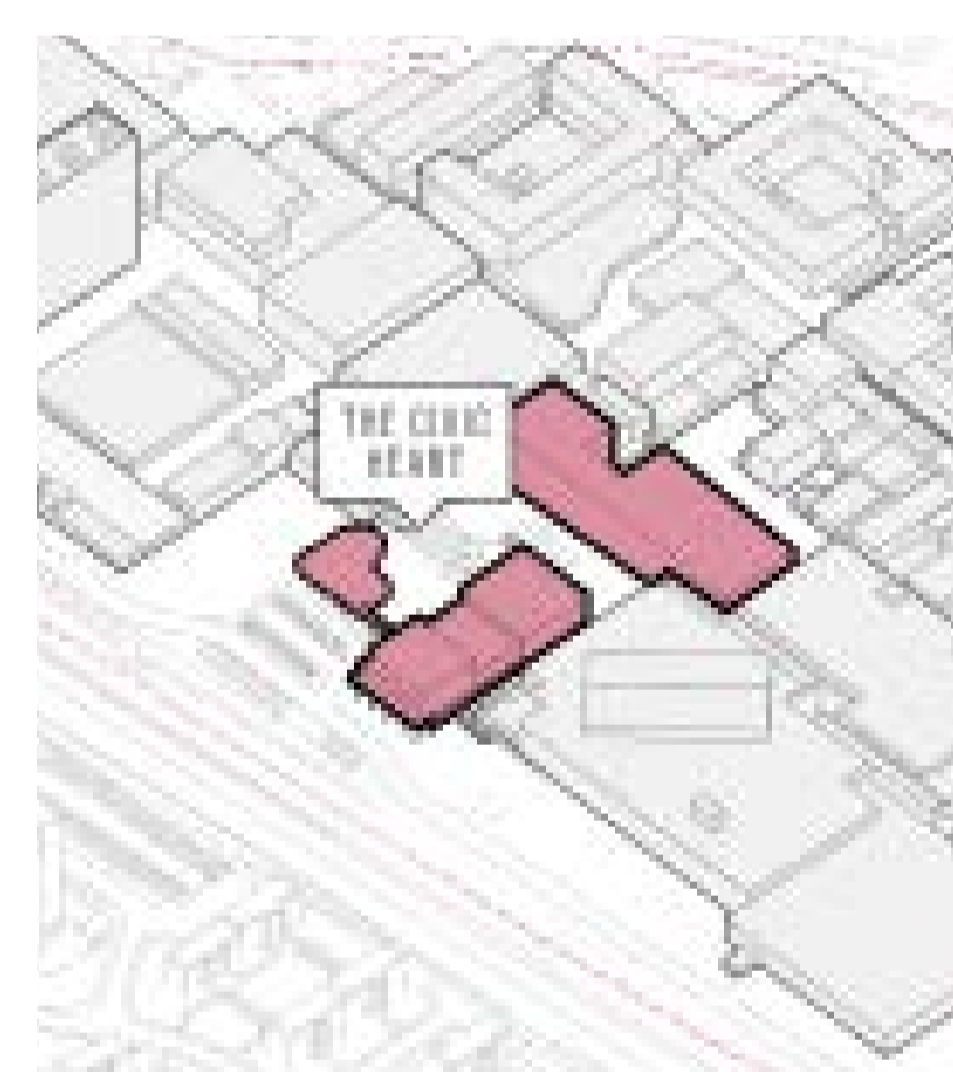
COMPLEMENTARY USES

Around the square, existing retail and leisure will combine with new ground floor uses to activate the space and around the new entrances and routes into the wider town centre.

The reintroduction of cafés and restaurants in particular will add to the mix of activity and energise the space.

There is also the potential to explore complementary creative and cultural activities with partners who have already been engaged with and recognise the potential of the town. This could not only inspire the community and allow them to achieve new potential but could also reinforce a creative economy that has proven transformational in other town centres.

This new civic heart could be home to **craft workshops and maker spaces** alongside some public exhibition and display spaces.



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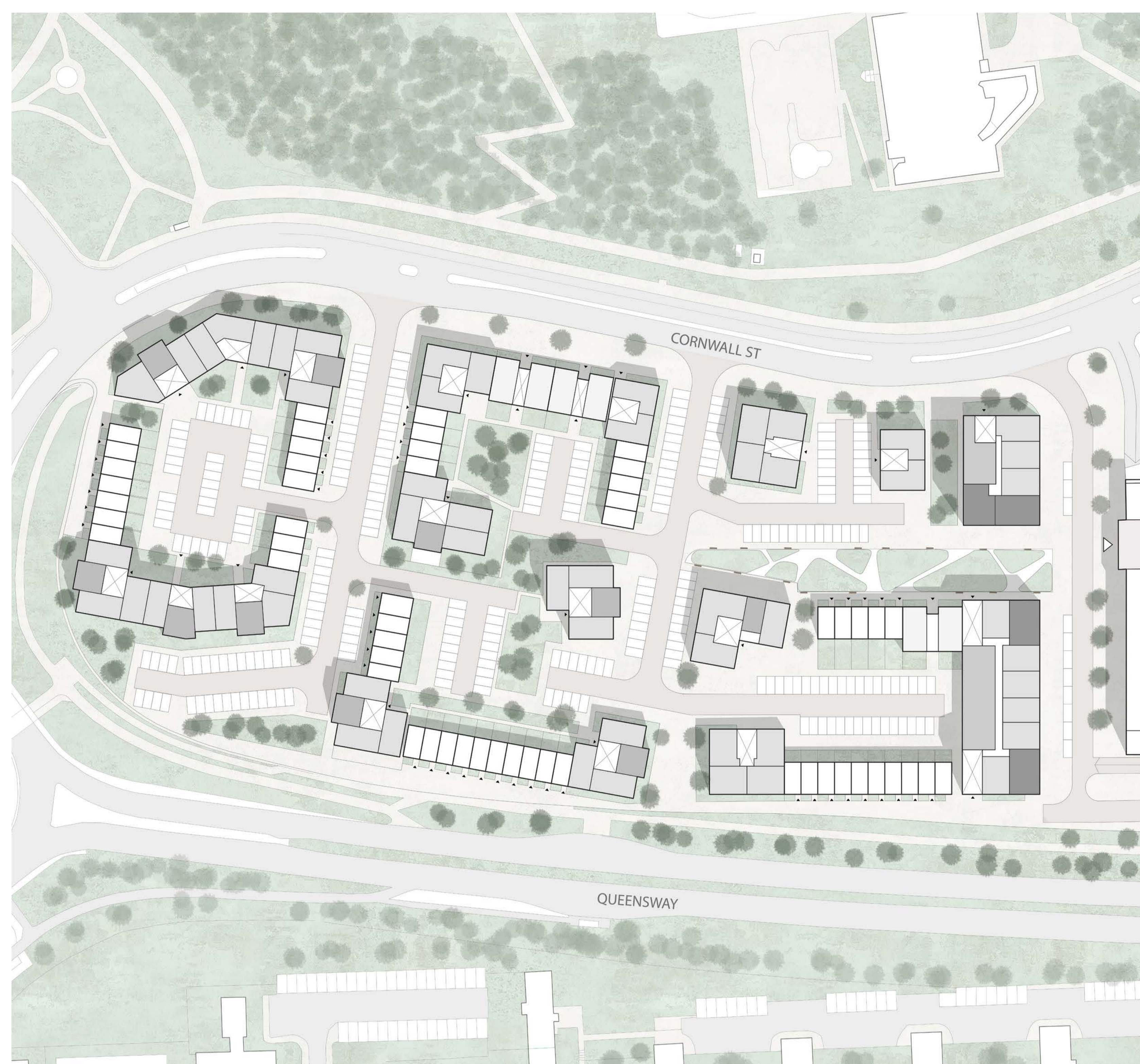
A NEW NEIGHBOURHOOD

OVERVIEW

The wider masterplan focuses on **repopulating and rebalancing the town centre**. To ensure the response reflects market demand, the project team have been working closely with the Local Authority to identify housing needs, but also with market leading Development Agents to find the right partners in the private sector to invest in East Kilbride.

The **Centre West** site presents the opportunity for an exciting new residential neighbourhood that offers modern town centre living, founded on good place-making principles.

The objective of the masterplan at this stage is not to determine a final mix, but rather to **create a vision and demonstrate its capacity and the potential** for this development area to play a major part in the transformation of the town centre.



DIVERSE HOUSING MIX

Early stage appraisals envisage this new neighbourhood could host 300-400 new homes for **private, affordable and social markets**. The vision is founded on catering to a wide range of potential occupiers by introducing a mixture of house types, such as flats, suitable for first time buyers, downsizer and senior living alongside maisonettes and terraced housing for family living all to foster a rich and diverse community.

A RESILIENT MASTERPLAN

The layout is focused on a series of urban design principles to create a **resilient and flexible masterplan** of 'block structures' that can adapt to a different mix and balance of housing types.

This arrangement also provides a careful balance of accessibility and parking provision with high quality private, shared and public amenity. The previously inward-looking site is replaced with strong streetscapes that offer visual presence to the perimeter as well as legible and safe routes through.

A CONNECTED NEIGHBOURHOOD

Providing a high-quality living environment in the new neighbourhood will be important for connecting and blending the town centre with the surrounding areas and communities.

This is further reinforced by the reduction of vehicle dominance on Rothesay and Cornwall Streets to create safer, more accessible routes into and through the site.

A GREEN PLACE

High quality public realm is essential for an accessible and attractive environment, to provide amenity for residents to share and enjoy.

Equally, green space will be essential to promoting a healthy living environment, as well as providing an infrastructure that is supportive of bio-diversity and enhancing flood resilience.

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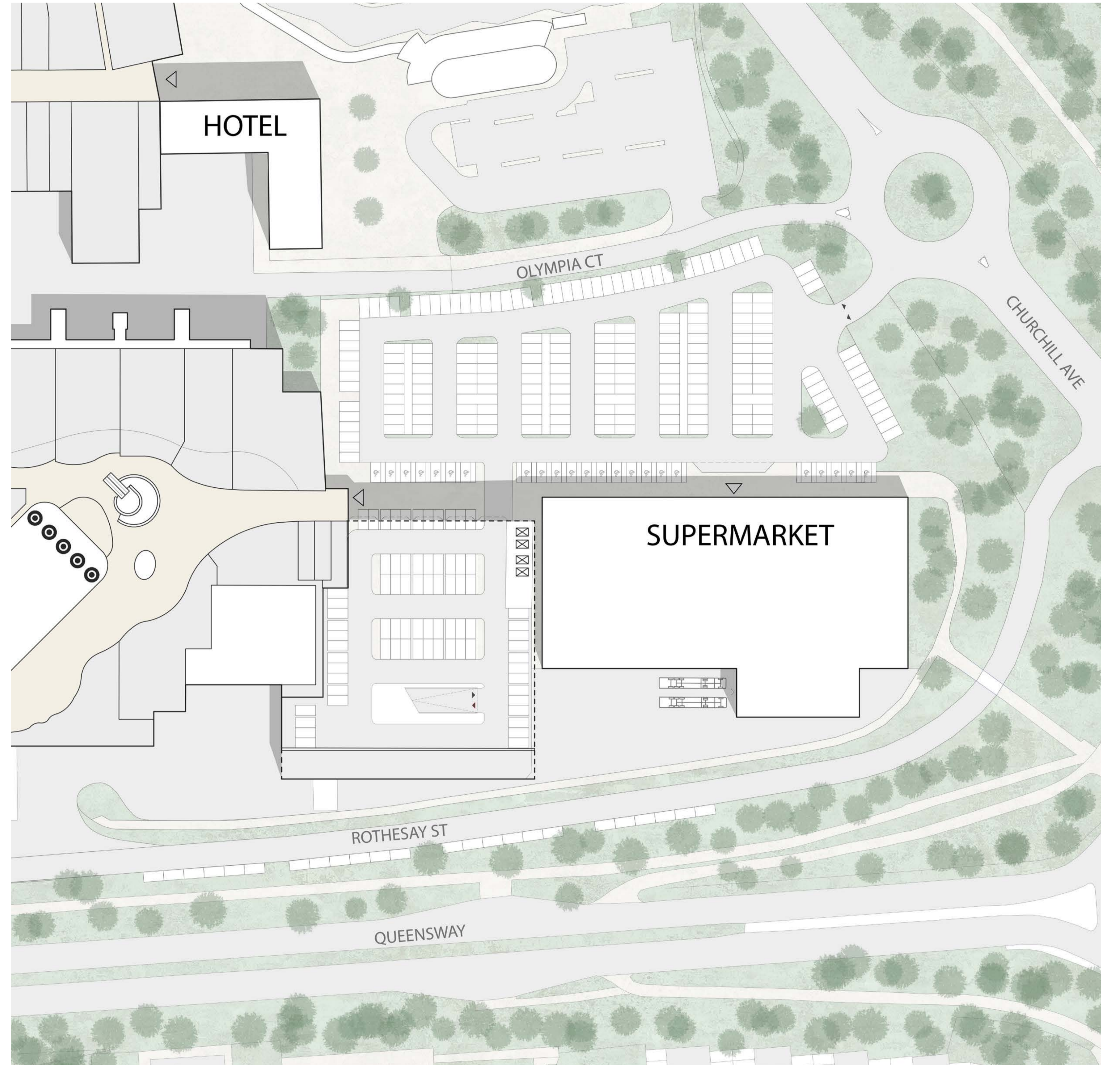
DIVERSE USES

OVERVIEW

A diverse range of complementary activities and uses are key to a healthy **balanced and resilient town centre**.

Collaboration with leading development agents has identified demand for a new food-store and hotel in East Kilbride.

The proposals show how these key uses can lead the regeneration of the eastern end of the town centre (around the Olympia and the Princes Mall entrance).



NEW FOOD-STORE AND CAR PARK

The redevelopment of the Olympia car park site shows a new 40,000 sqft food store. Beyond re-introducing a key amenity to the town centre, this can bring:

- **Improved Site Access:** rationalised entry and exit points and routes will provide greater safety and accessibility, with heavier service vehicle movement separated from public use. This envisages a re-working of the roundabout on Churchill Avenue and connection to Rothesay Street.
- **Improved Parking Provision:** the proposals envisage re-working the existing tired and unattractive car-park decks with fresh and modern parking infrastructure including the retention and overhaul of the existing decks above the old Sainsbury building.

NEW HOTEL

The redevelopment around the Princes Mall entrance to provide a new hotel would bring:

- **Improved Pedestrian links:** simpler, more attractive routes from the bus station would replace the existing convoluted and unwelcoming routes.
- **Improved Sense of Arrival:** the current layout and condition of the Princes Mall entrance do not offer the best impression into the town from the Bus Station and Taxi rank. This redevelopment will allow a refresh of the Urban Realm to improve the image and experience of this key point of arrival.

EAST KILBRIDE TOWN CENTRE

A New Vision

PUBLIC CONSULTATION EVENT



WE ARE PRESENTING A NEW VISION FOR THE TOWN CENTRE.

The proposals are the foundation of a design framework to shape the future of **East Kilbride Town Centre**.

Your input is invaluable – this is why we are hosting this exhibition to gather and embrace your thoughts.

HAVE YOUR SAY:

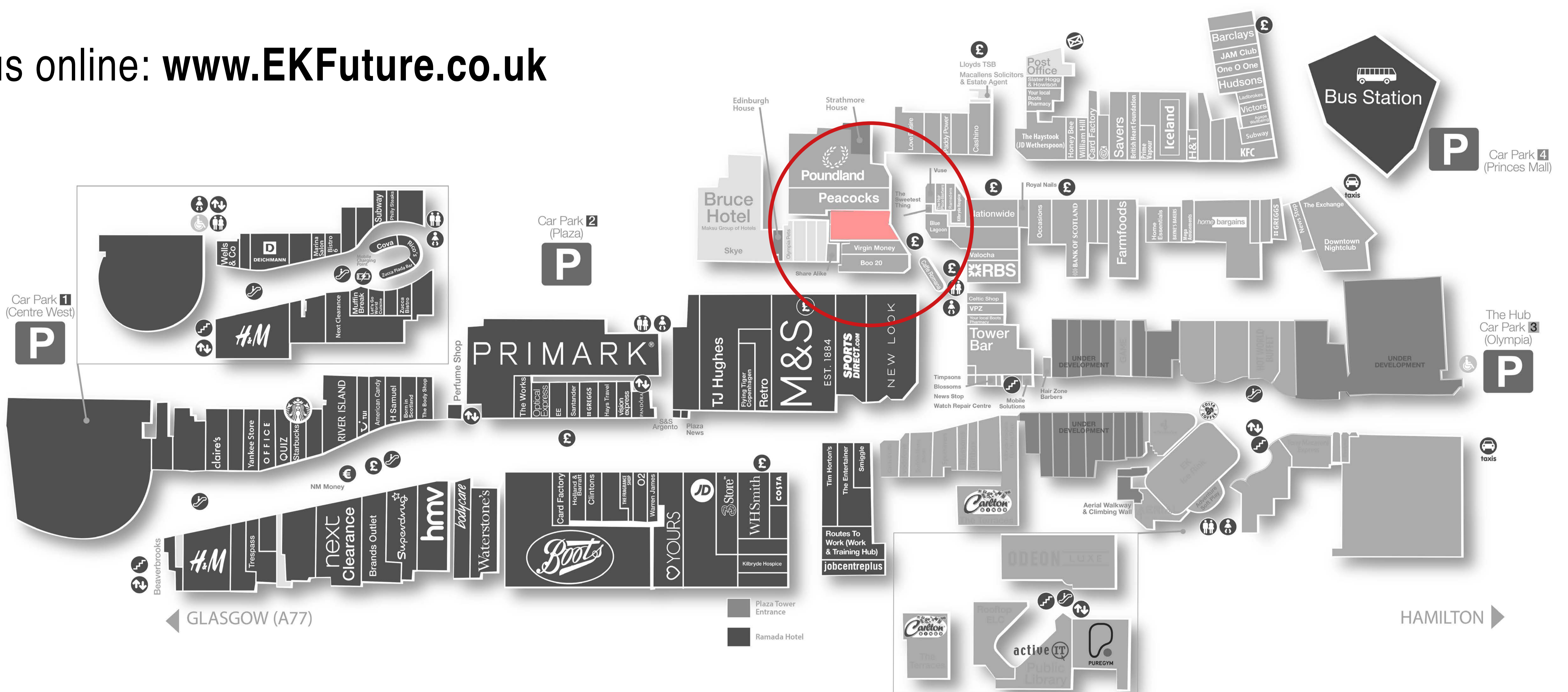
Tell us what you think in person, fill out one of our **feedback forms** or leave your thoughts online at www.EKfuture.co.uk *

(* website available from 18th September)

YOU CAN FIND US HERE:

Visit the Exhibition - Open Most Days
11th - 29th September / 10am - 4pm

Visit us online: www.EKFuture.co.uk



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