

## **WEST DUNBARTONSHIRE COUNCIL**

### **Report by the Executive Director of Housing, Environmental and Economic Development**

**Housing, Environment and Economic Development Committee: 3 March 2010**

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**Subject: Alexandria Masterplan: Mitchell Way Marketing Brief**

#### **1. Purpose**

- 1.1** The purpose of this report is to advise Committee of the progress in implementing the Alexandria Town Centre Masterplan and specifically the marketing brief for the Mitchell Way site in Alexandria Town Centre.

#### **2. Background**

- 2.1** The Alexandria Town Centre Masterplan was approved and adopted as supplementary planning guidance by the Housing, Environment and Economic Development Committee on 8 October 2008. Mitchell Way was identified as one of six key intervention sites within the Masterplan. Two options were presented for the redevelopment of the area, one proposing the redevelopment of Mitchell Way in its entirety and another with redevelopment focused on the south-west of the area (see Appendix 1). Both options involved the creation of a foodstore opportunity and additional retail units, new residential development and significant changes to the road layout.
- 2.2** Prior to the adoption of the Masterplan, the Housing, Environment and Economic Development Committee of 9 January 2008 approved the future demolition of the Mitchell Way area. Work has been ongoing to relocate commercial and residential occupiers from properties within Mitchell Way in order to facilitate its redevelopment. At present there are 7 vacant shop units within Mitchell Way, concentrated on the southern side. Of the 24 residential properties within Mitchell Way, 11 are occupied by Council tenants, 4 operate as homeless units, 5 are owner-occupied and 4 are void. Reletting of Council residential properties has ceased.

#### **3. Main Issues**

- 3.1** The Council has recently received expressions of interest in the Masterplan proposals for Mitchell Way. As a consequence a marketing brief is being developed as a means by which the Council can select a preferred developer/development partner for taking forward the redevelopment of the area.

- 3.2** There remains commercial and residential tenants and owner-occupiers in properties that would be required to be moved to allow the full or partial demolition of Mitchell Way. It is proposed that the Council continues its efforts to relocate commercial and residential tenants of Council-owned premises and houses, and that a strategy is devised in relation to moving owner-occupiers which will require to be considered in the context of wider surplus stock issues in other areas where regeneration activity is ongoing. There is also an option for the marketing brief to highlight this as an issue that the preferred developer/development partner can assist with.

#### Next Steps

- 3.3** Preparation of a marketing brief for the Mitchell Way site has commenced. As part of the preparation process it is proposed that a briefing be offered to local members and the Convenor and Vice-Convenor of the Housing, Environment and Economic Development Committee. It will also be necessary to communicate the Councils intentions to residents and businesses located within Mitchell Way and to others with an interest in Alexandria Town Centre.

### **4. Personnel Issues**

- 4.1** There are no personnel issues associated with this report.

### **5. Financial Implications**

- 5.1** Due to the significant levels of investment required, it has always been envisaged that implementation of the Mitchell Way proposals contained in the masterplan would be undertaken with the close involvement of the private sector. The Council will seek the best return possible from the redevelopment of Mitchell Way both in financial terms and development quality.
- 5.2** There is currently no budget provision made for the buyout of residential owner-occupiers within Mitchell Way. Council action to relocate owner-occupiers is limited by this.

### **6. Risk Analysis**

- 6.1** Failure to address the redevelopment of the Mitchell Way area will contribute to the continued decline of the town centre. The preparation of a marketing brief at this stage will identify developer interest. The marketing brief will be prepared under legal and risk management guidance.

### **7. Equalities Impact**

- 7.1** Equality issues will be considered in the preparation of the Marketing Brief.

## **8. Conclusions and Recommendations**

- 8.1** The Alexandria Masterplan, which has been adopted by the Council, proposes the redevelopment of Mitchell Way, in full or in part. Expressions of interest have been received in relation to developing the site. A marketing brief is the means by which a preferred developer/development partner could be selected. However, prior to redevelopment the issue of relocating and moving existing occupiers of properties on Mitchell Way would have to be resolved.
- 8.2** It is recommended that the Committee:
- (i) note the progress in implementing the Alexandria Town Centre Masterplan and the opportunity to progress the Mitchell Way site; and
  - (ii) agree that the issue of owner occupiers be addressed in the context of wider surplus stock issues.
  - (iii) note that a report on the outcomes of the site marketing activity will be brought to a future meeting of the Committee for consideration.

**Elaine Melrose**

**Executive Director of Housing, Environmental and Economic Development**

**Date: 3 February 2010**

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**Appendix:** 1 - Alexandria Town Centre Masterplan Options for Mitchell Way

**Background Papers:** Report to Housing, Environment and Economic Development Committee of 9 January 2008 entitled Alexandria Town Centre Masterplan Update

Report to Housing, Environment and Economic  
Development Committee of 8 October 2008 entitled  
Alexandria Town Centre Masterplan

Alexandria Town Centre Masterplan  
Mitchell Way Design Code  
Alexandria Town Centre Action Plan

**Wards Affected:**

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