

## Appendix 2 - Turnberry Place - Options Appraisal

	Strengths	Weaknesses
Option 1: Status Quo	<ul style="list-style-type: none"> <li>◆ Asset remains on Council accounts</li> </ul>	<ul style="list-style-type: none"> <li>◆ Regeneration of Castlehill would be extremely compromised as Turnberry Place is the starting point for any future development and implementing the short, medium and long term projects within the Masterplan</li> <li>◆ The environment would continue to suffer and deteriorate as regeneration of the largely unused and run down shops and surplus stock would not take place without Turnberry Place as a starting point</li> <li>◆ The Community of Castlehill and also Westcliff would suffer as they would not get the badly needed new properties in the area. If Turnberry Place did not proceed this would prevent further regeneration of the area including the future development of re-positioning the shops to service Westcliff</li> <li>◆ It could also be argued that the health of the community and in particular those that are resident above the unused shops and within surplus stock will suffer if Turnberry</li> </ul>

		Place is not developed upon. This area of Castlehill is in the most deprived 0% - 5% in accordance with the SIMD rankings.
<b>Option 2: Sell land to Dunbritton Housing Association at the DV Valuation</b>	<ul style="list-style-type: none"> <li>◆ This would kick start the regeneration of Castlehill and of Westcliff and enable the Masterplan to be implemented. It would provide the opportunity to re-provision those within surplus stock and those resident above the Unused shops</li> <li>◆ The environment would greatly improve through new housing development in this area and continue to improve as the Masterplan progressed</li> <li>◆ The Community would benefit positively and they would now see over 10 years of work and inputs come to fruition. The wider communities of Castlehill and Westcliff would also benefit as amenities would improve and action could go forward on Unused and vandalised properties.</li> <li>◆ Castlehill have progressively moved up the SIMD rankings and are now within the 0% - 5% most deprived in Scotland. Any regeneration would certainly reduced this and assist in</li> </ul>	<ul style="list-style-type: none"> <li>◆ There is a possibility that the Council could receive a larger receipt for the land through the open market.</li> <li>◆ Loss of asset to Council</li> </ul>

	<p>improving Castlehill's rankings including their Health ranking.</p> <ul style="list-style-type: none"> <li>◆ Development of this brownfield site would aid sustainable development.</li> <li>◆ There is a potential for job creation if the Masterplan is implemented and regeneration commences.</li> </ul>	
<b>Option 3: Sell the land on the Open Market</b>	<ul style="list-style-type: none"> <li>◆ The Council may receive a larger receipt for the land if sold on the open market as opposed to the DV valuation.</li> </ul>	<ul style="list-style-type: none"> <li>◆ The site is zoned as a existing residential area and there may be limited demand</li> <li>◆ There is also limited development opportunities within the site. The site is surrounded by council housing and vacant run down shops.</li> <li>◆ Any future development on the site may not be for affordable housing and this would have a detrimental effect on the Community.</li> <li>◆ There will require to be an extended marketing period (9-12months).</li> <li>◆ This extended period would mean that any development would require to be financed within the new Scottish Government affordable housing funding regime. It is unlikely that any housing association would be able to develop the site within the new funding regime.</li> <li>◆ Whoever purchased the land may not develop it at all and this would</li> </ul>

		have the same weaknesses as Option 1 'Status Quo' ◆ Loss of asset to the Council
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**Optimum Option - Option 2: Sell land to Dunbritton Housing Association at the DV Valuation**