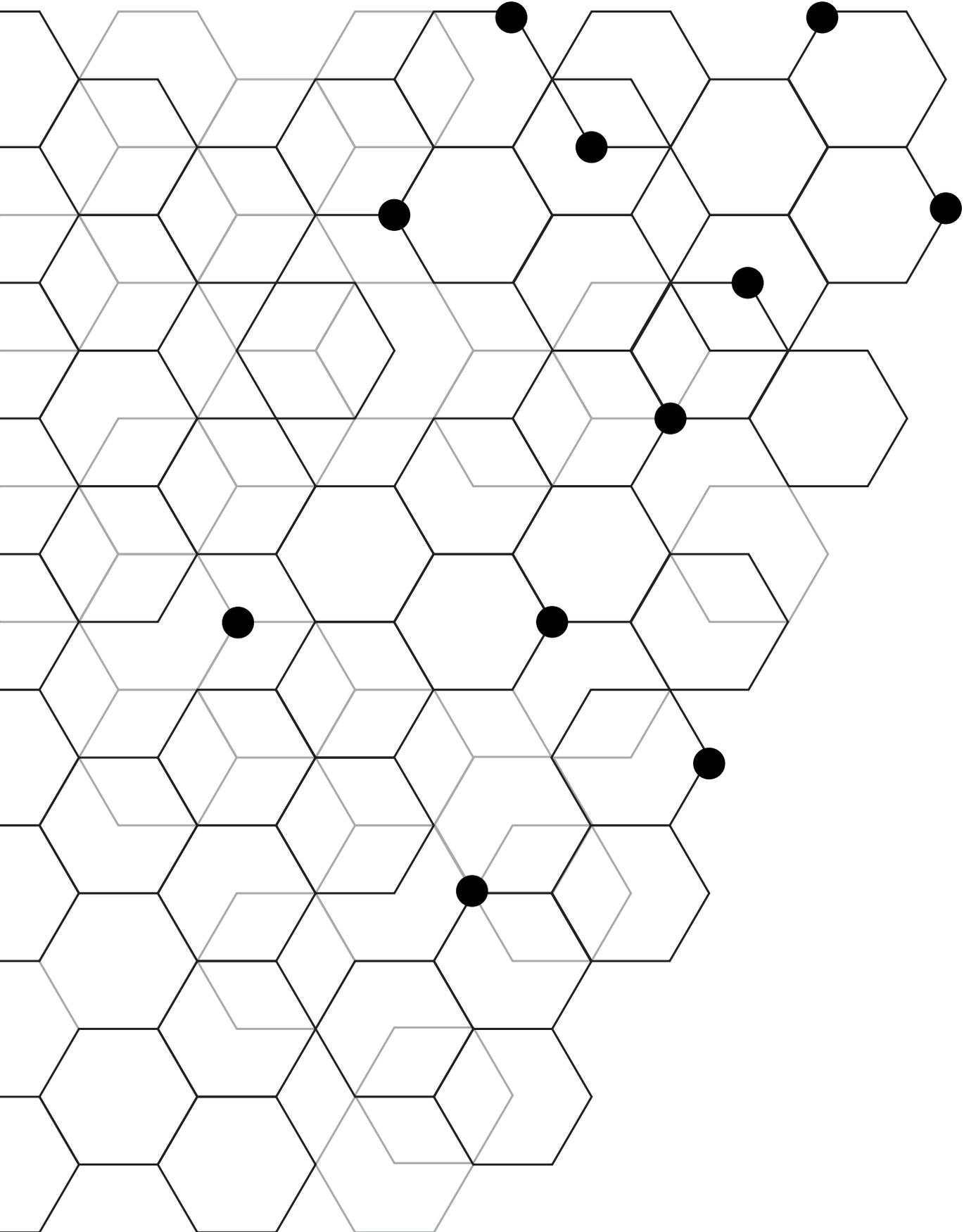


APPENDIX 03
REGENERATION PRIORITY AREAS



APPENDIX 3

REGENERATION PRIORITY AREAS

Introduction

Policy B4 Special Development Areas (paragraph B4.1) identifies that a special promotional policy applies in the Regeneration Priority Areas.

In March 2016, Aberdeenshire Council approved a new Regeneration Strategy: "From Strategy to Action: Developing Excellence in our North Coast Communities" which concentrates regeneration effort in the four northern towns of Banff, Macduff, Fraserburgh and Peterhead. In and around these towns one of our key regeneration priorities is to promote and attract new business and skilled professionals to support the local economy.

Regeneration Priority Areas

Policy B4 (paragraph B4.1) applies to the towns of Banff, Macduff, Fraserburgh and Peterhead. Under this policy, development proposals should lie within 200m of the settlement boundary.

Local partnerships have been established in each of the four towns consisting of local business and community representatives. This is to allow each partnership to set out the vision for regeneration in their own town. Each of the partnerships have developed their own Vision and Action Plan.

Regeneration in and around these towns is a dynamic process and objectives are likely to change over time. Likewise, the health and community actions that are being promoted in the Regeneration Vision and Action Plans for each partnership, as summarised in the following pages, may change over time. However, the following summaries provide a general overview of the regeneration objectives for each of the four towns.

Further details of the regeneration activities being undertaken in each town is provided by reference to: <https://www.aberdeenshire.gov.uk/business/support-and-advice/communities/regeneration-in-aberdeenshire/>.

Banff

In Banff the Local Partnership has identified that the town is a connected, prosperous destination, where businesses are developed and its coastal location on the Moray Firth is maximized. Cultural and heritage assets are enriched, to create an attractive townscape and so people are inspired to become the best they can be.

A comprehensive Action Programme has been developed for the town with significant activity including promoting a vibrant Banff Harbour and Marina, supporting existing and new businesses in the town centre, partially through applying the Town Centre First principle, building on Banff's heritage, and implementing development of tourism products. Securing the regeneration and re-use of redundant properties is also a key theme, especially regeneration of Lower Banff. The Local Partnership also seeks to promote an improved network of walking and cycling routes that are interesting, engaging and motivate frequent use. Finally, they seek to ensure an adequate supply of marketable employment land, and improve housing quality and choice.

Fraserburgh

In Fraserburgh the Local Partnership promotes a town that is vibrant and open for business and looks outward. They also promote their distinctive public realm of the highest quality, retaining a memory of place whilst creating new places to draw on the legacy of earlier generations.

The Local Partnership promotes a resilient economy where local businesses are supported, and which concentrates on the redevelopment of redundant brownfield development opportunities. The regeneration of buildings and key sites through mediums such as the Property Investment Fund and the Conservation Areas Small Grants Scheme are encouraged. Tourism is also promoted. The Local Partnership has recently given their full support to Harbour related opportunities, including off-shore operations, emerging through a new Fraserburgh Harbour Masterplan.

Macduff

In Macduff the Local Partnership has resolved to capitalise on the area's genuine maritime past, present and future. Macduff is promoted as an area with a strong civic pride, and a distinctive townscape. With the aim of developing a unique and authentic place product, building on the distinctive townscape and connectivity to an emerging network of attractions along the Moray Coast, the Local Partnership wishes to create a real sense of interest and excitement about Macduff's place in Scotland.

Within their Action Programme the Local Partnership highlights issues which are relevant to the Local Development Plan including: facilitating investment in the Macduff Marine Aquarium and a number of tourism product developments. In the interests of promoting a 'living culture' approach, a network of walking/cycling routes and improved connectivity around Macduff and Banff are key actions identified. Key built environment projects include a re-use of the Tarlair swimming pool site and otherwise securing the regeneration and re-use of redundant property to improve the quality of the townscape. Maximising and celebrating the natural environment of the River Deveron/ Estuary is also an objective. Finally, the Local Partnership would wish to develop and diversify harbour business and develop Macduff Industrial Estate/Tarlair Business Park.

Peterhead (and Boddam)

Peterhead is seen as the vibrant economic heart for the Buchan communities and reaches out to the world through its maritime industry, enterprise, ambition, culture and its communities. Its town centre has been rediscovered with improved facilities including a diverse quality family friendly shopping/leisure experience and evening economy. The distinct communities in Peterhead work together to celebrate differences with renewed civic confidence and pride of place.

As the largest town in Aberdeenshire a wide range of ambitious themes are being promoted by the Local Partnership. These range from individual projects such as the Peterhead Community Campus, through the development of an International Maritime Industry, 'One Stop Shop' to help develop the profile of Peterhead as a great place for maritime industries, to the promotion of The Port Authority Seafood Processing. A range of Energetica based projects are being promoted.

Recognising its international links, the Local Partnership seeks to develop connections and linkages with international communities and to develop a range of high-quality tourism products, including the development of a leisure and food service offering in the town centre.

Developing Peterhead's historic core is also an important objective, helped by using a "Rediscover Peterhead Town Centre" Business Improvement District designation. It seeks to improve the public realm through the proactive regeneration and re-use of vacant and derelict sites and property, including Drummers Corner; to revitalise a vibrant town centre public space. Innovative solutions to extend housing provision and improve links between housing, retail developments quality green space and the town centre is also advocated. This would be facilitated through reinvigorating the cycling demonstration town initiative and promoting improved cycle/pedestrian links.



