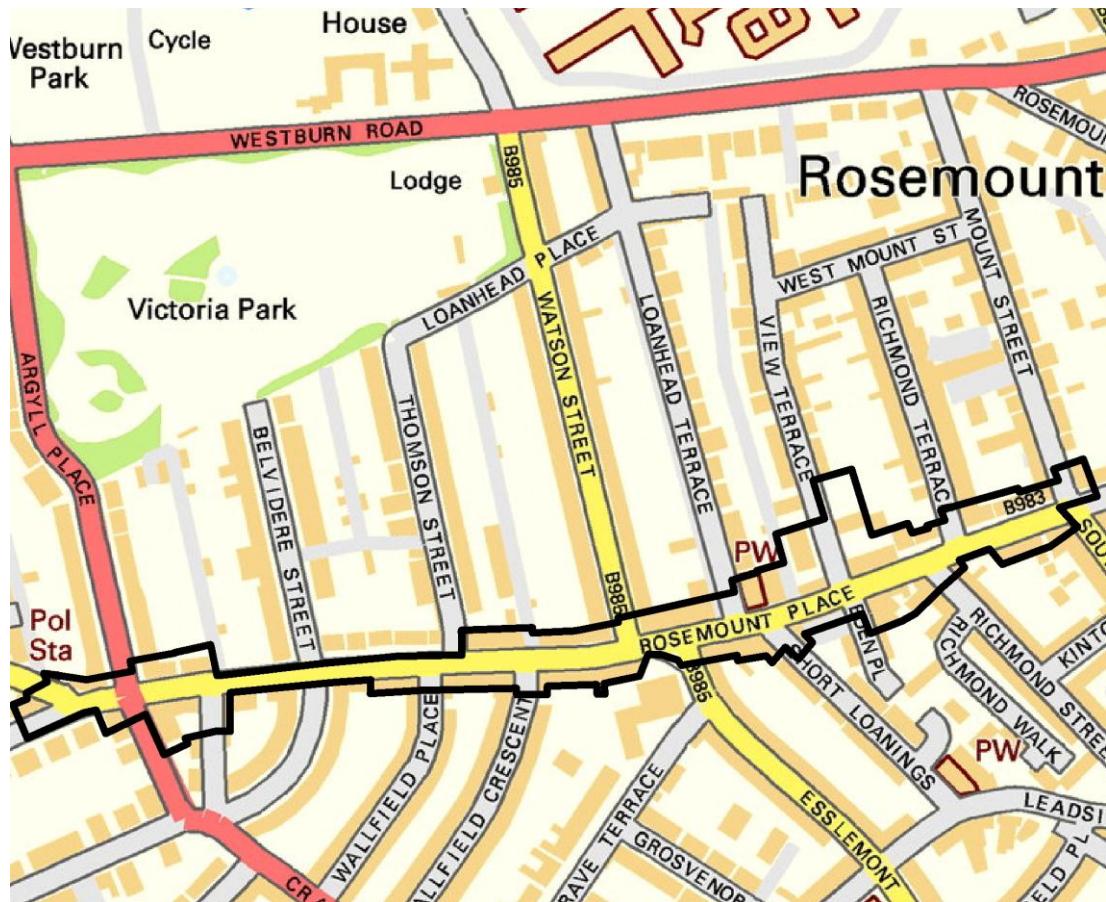


4. Town Centres

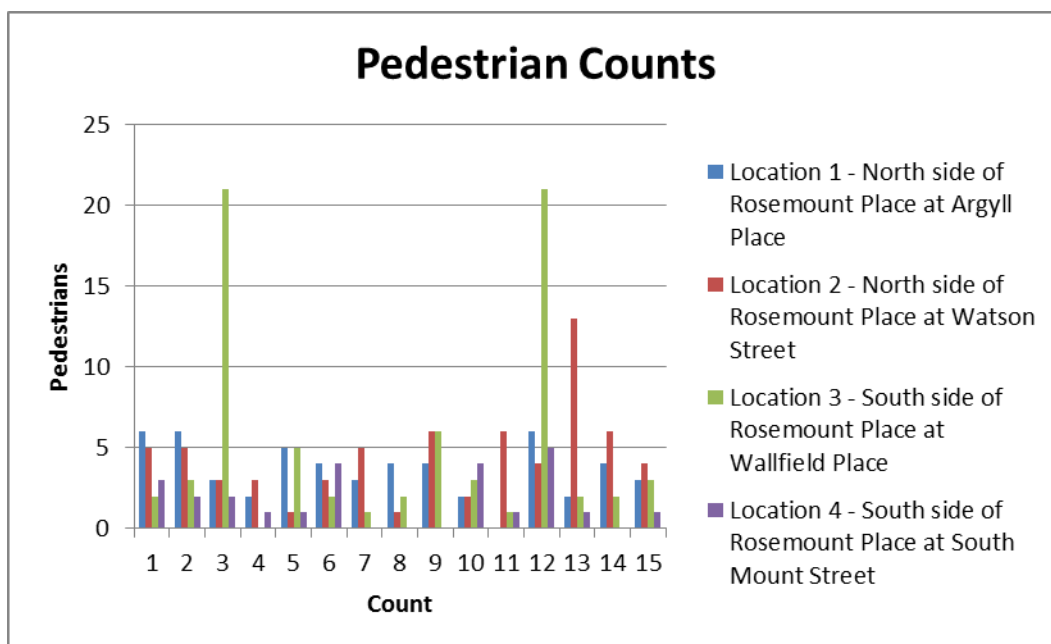
4.1 Rosemount



Rosemount is one of the only two 'traditional' shopping centres located in Aberdeen outwith the city centre. The centre comprises a linear centre of 90 units along Rosemount Place principally between Mount Street and Argyll Place. The principle retail area is approximately 450 metres in length with shops on both sides of Rosemount Place and there is a smaller area of shopping centred on the junction with Argyll Place located 200 metres to the west. Rosemount Town Centre is located approximately 1 km west of the principle retail area of the City Centre.

The centre essentially serves as a local shopping destination for both residents living in the inner part of Aberdeen and also for pass-by trips. The centre has predominantly independent traders although there are a small number of multiples in the convenience sector also present.

4.1.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix III.

4.1.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	15
Clothing/ Footwear	0
Supermarkets	0
Electrical/ Computer/ Phones	1
DIY/ Hardware/ Furniture	10
Commercial Services	22
Entertainment/ Catering	8
Department and Specialist Stores	19
Grocers/ Convenience	2
Charity	2
Vacant	9
Total Units	90

4.1.3 Retailer Representation

At the time of the assessment there were 12 units occupied by a multiple and 69 independent units.

4.1.4 Vacancy Rates

At the time of the assessment there were nine vacant units out of a total of 90, creating a vacancy rate of 10%.

4.1.5 Physical Structure of Centre

The centre consists of a traditional long straight high street featuring traditional granite tenement blocks on either side of the street with retail and commercial uses occupying the majority of ground floor units.

The established form and layout of the high street and surrounding streets, ensures a compact and walkable neighborhood, with numerous streets within the area intersecting with Rosemount Place, or leading to a street which does.

There are good examples of granite heritage and traditional high street form which significantly contribute to the character of the Rosemount and Westburn Conservation Area. All of the Rosemount Town Centre lies within the conservation area.

There is very little open space within the centre, except small areas of paving due to the set-back of buildings adjacent to the Rosemount Place/South Mount Street junction, Rosemount Place/Esslemont Avenue and the Rosemount Place/ Argyll Place junction.

The only pedestrian areas are the pavements along Rosemount Place and the surrounding streets. No designated pedestrian areas or covered shopping areas exist.

4.1.6 Accessibility

There is restricted on street parking by pay-and-display. There are two spaces outside the Dental Practice and approximately room for eight vehicles outside the Co-op to the far west of the town centre.

The No.3 First Bus services travel along Rosemount Place. The No.3 bus service offers a 10 minute service frequency operating across the five available bus stops in the area.

At the time of the site visit there was a high volume of street traffic which often became congested around the main junctions with Rosemount Place at Argyll Place, Esselmont Avenue and Mount Street.

The centre is easy to access, however the centre is on a slope, which could be potentially challenging for some disabled or elderly users or those with young children.

There are limited cycle facilities in the centre with some bike racks situated within the centre.

At the time of site visit the street traffic did not appear to impede pedestrians from crossing the road outwith formal pedestrian crossing locations. The pavements along Rosemount Place are the only pedestrian areas in the centre and there are no defined pedestrian covered areas in the centre. Regardless, the pavements were unobstructed and pedestrians are able to move about freely.

4.1.7 Environmental Quality and Amenity

The centre is generally quite well looked after and clean. The streets and pavements are clear of litter and a street litter picker was observed at the time of the site survey. The building/pavement line however does feature some plant and weed growth. Public street bins and household food waste facilities are located in several points throughout the centre.

The pavements are of average quality and approximately 2.5m in width. There appears adequate pavement surface to allow for unobstructed pedestrian movement. However there are few places for pedestrians to 'linger', therefore opportunities for enhancement exist in this regard.

The pedestrian crossings at the Rosemount Place/South Mount Street and Rosemount Place/Esslemont Avenue junctions appear well used and in good condition, and include tactile paving.

There are no formal parks or landscaping present within the centre. The landscaping and greenery which contributes to the street-scene are hedges and small trees located in the front gardens of residential properties.

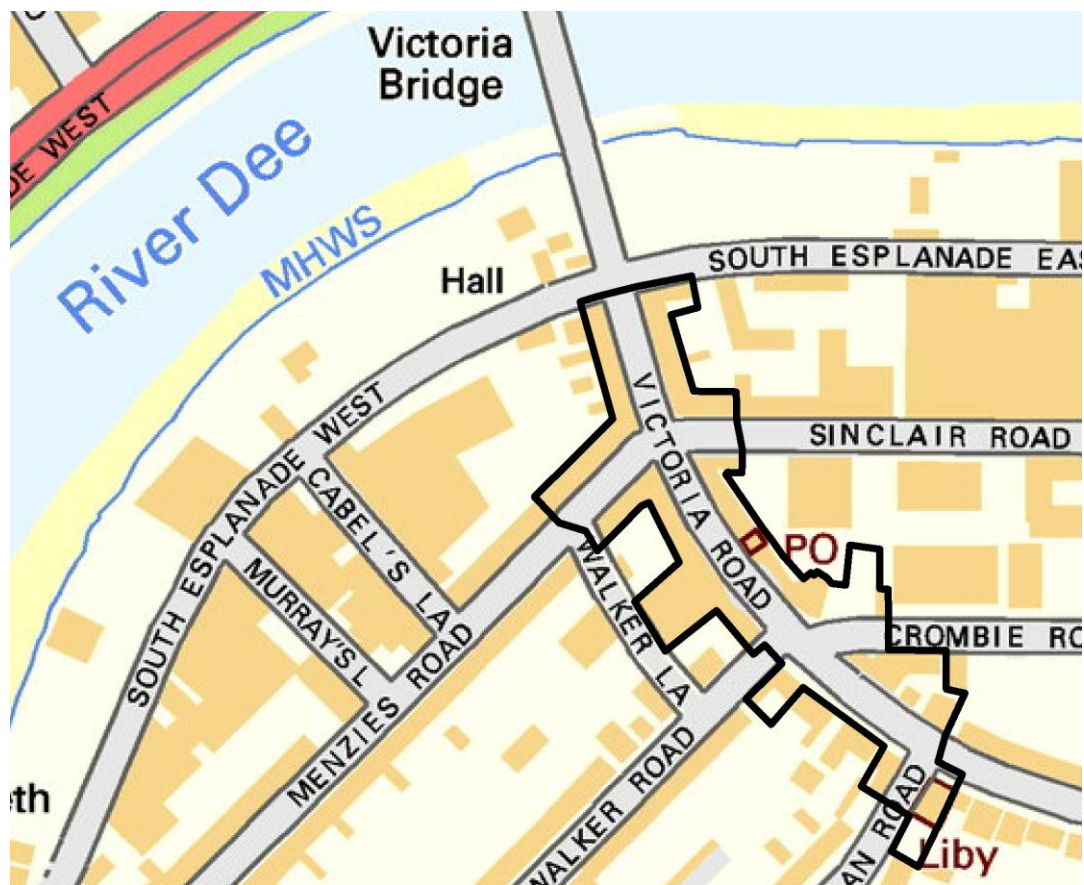
Street furniture consists of telephone/utilities/traffic signal boxes located on the pavements. There are also five bus stops, one outside the Parish Church which is in poor condition. A post box is located outside Rosemount Pharmacy and at the junction with Watson Street. There is also a bench at Rosemount Pharmacy and the junction with Esselmont Avenue. Traffic lights, traffic signs, bus stop signage and street lighting are also present throughout the centre.

The shop fronts are generally in a good condition. Notable good examples are The Queen Vic pub and Cloudy Blue (165 Rosemount Place). Units in particularly poor condition are the former Posh Paws unit and the four vacant stores nearby. 114-118 Rosemount Place

shop units exhibit an interesting feature whereby all four units have identical bay window frontages.

The Rosemount Parish Church is a Category B Listed Building.

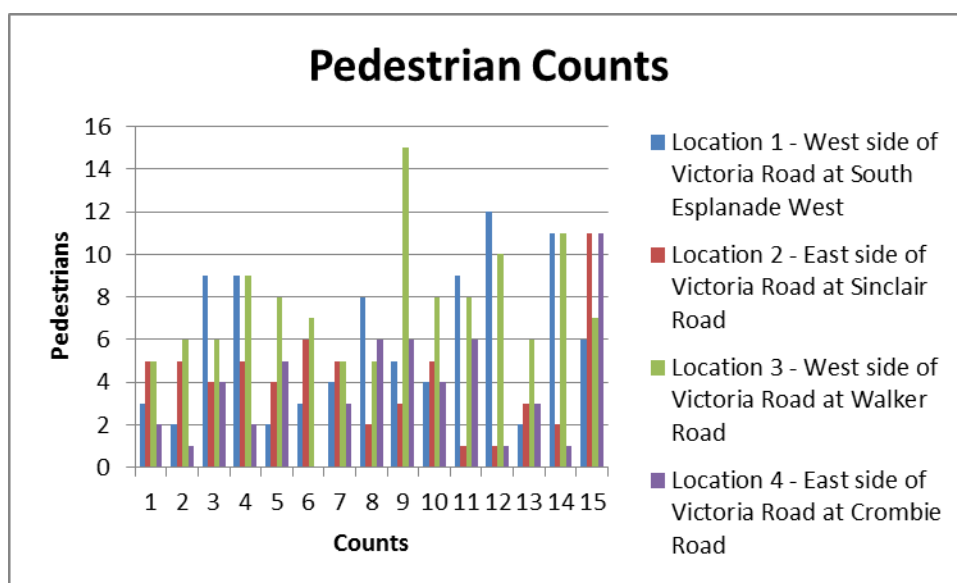
4.2 Torry



Torry is the other of the two 'traditional' shopping centres located in Aberdeen outwith the City Centre. The centre comprises a linear centre of retail units along Victoria Road generally between South Esplanade and Grampian Road. The principle retail area is approximately 300 metres in length with shops on both sides of Victoria Road. It is approximately 1.25km south of Union Street in the City Centre.

The centre essentially serves as a local shopping destination for both residents living in the Torry and Balnagask areas of Aberdeen. The centre has predominantly independent traders.

4.2.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix III.

4.2.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	5
Clothing/ Footwear	0
Supermarkets	0
Electrical/ Computer/ Phones	0
DIY/ Hardware/ Furniture	2
Commercial Services	17
Entertainment/ Catering	10
Department and Specialist Stores	6
Grocers/ Convenience	7
Charity	1
Vacant	7
Total Units	55

4.2.3 Retailer Representation

Of the 48 occupied units within the town centre, seven units are occupied by a multiple and 41 trade as an independent.

4.2.4 Vacancy Rates

There are seven vacant units located within this centre out of a total of 55, creating a vacancy rate of 12.7%.

4.2.5 Physical Structure of Centre

The centre consists of a traditional long straight high street featuring traditional granite tenement blocks on either side of the street with retail and commercial uses occupying the majority of ground floor units.

There are good examples of granite heritage and traditional high street form.

All units have their main entrance door fronting onto Victoria Road or adjacent streets.

There is very little open space within the centre, except small areas of paving due to the set-back of buildings adjacent to the Victoria Road/ Walker Road junction and the Victoria Road/ Crombie Road junction.

The established form and layout of the high street and surrounding streets, ensures a compact and walkable neighbourhood, with numerous streets within the area intersecting with Victoria Road, or leading to a street which does.

4.2.6 Accessibility

There is restricted on street parking by pay-and-display from the Victoria Road/ Menzies Road junction.

The No.3 and No.5 and No. 12 First Bus and No.59 Stagecoach services travel along Victoria Road. The No.3, No. 12 and No.59 bus services offer a 10 minute service frequency.

Victoria Road is the busiest road within this area and acts as a main thoroughfare for all traffic, including delivery vehicles and lorries. This can often make traffic congested at busy times.

The centre is easy to access, however it is on a slope which could be potentially challenging for some disabled or elderly users or those with young children.

There are cycle lanes in place along Victoria Road and adjacent streets, however cycling facilities and bike racks are limited within the centre.

The street traffic did not appear to impede pedestrians from crossing the road outwith formal pedestrian crossing locations. However, Victoria Road was noted to be busy with delivery vans and general traffic which might impact on pedestrians. The pavements along

Victoria Road are the only pedestrian areas in the centre. However, there are opportunities to enhance these to allow pedestrians to 'linger' especially at the junctions on Victoria Road. There are no defined pedestrian covered areas.

Regardless, the pavements were unobstructed and pedestrians were able to move about freely. There was a steady flow and presence of pedestrians at the time of survey.

4.2.7 Environmental Quality and Amenity

Some litter and dog fouling noted. The building/pavement line does feature some plant/weed growth, which was being treated at the time of the survey. There is ample litter bin provision comprising a mixture of standard black litter bins, on street bins and household food waste bins (prevalent within parts of the centre which are more residential in nature).

The pavements are of average quality and approximately 2.5m in width. There appears adequate pavement surface to allow for unobstructed pedestrian movement. However there are few places for pedestrians to 'linger', therefore opportunities for enhancement exist in this regard.

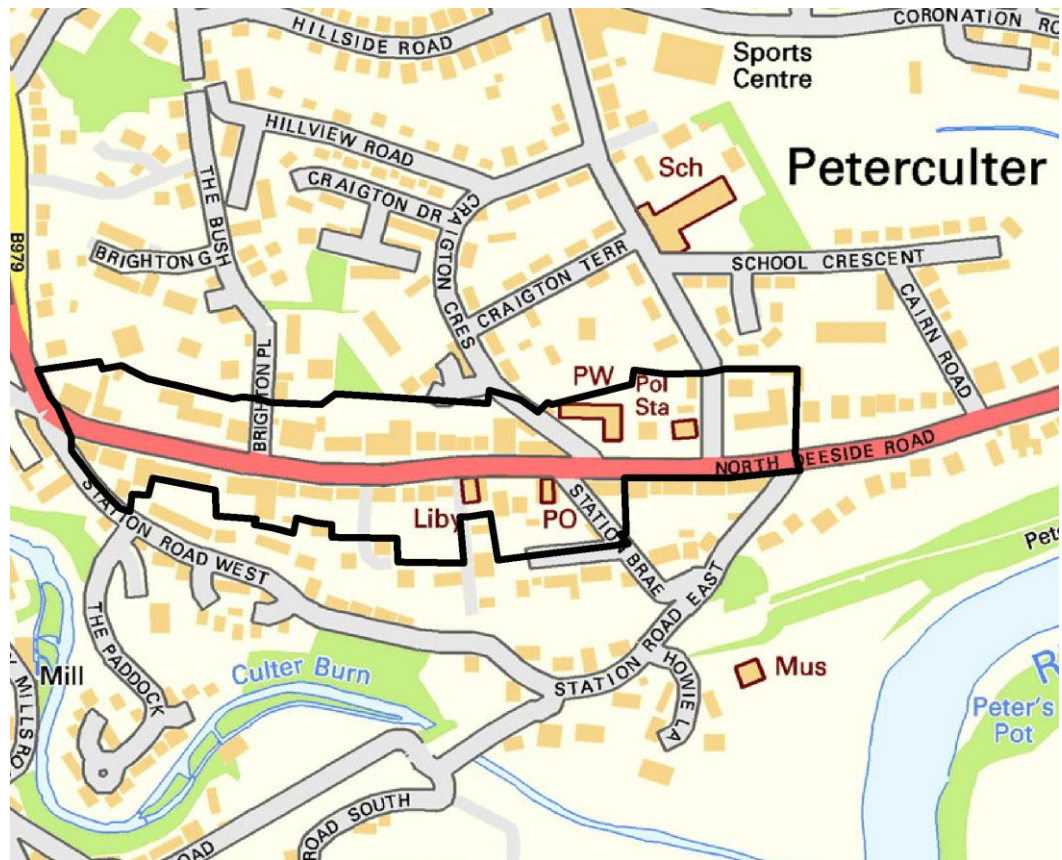
No formal parks or landscaping are present. The landscaping and greenery which contributes to the street-scene are hedges and small trees located in front gardens of residential properties to the very south of the town centre.

There is limited street furniture in the town centre. There are a number of street bins and due to the residential use above the ground floor units the pavements can be dominated by domestic bins.

The majority of shop fronts are of average to poor quality.. Units in particularly poor condition are the Cash4Clothes and Victoria Bar units. The recent Retail Rocks Scheme helped improve a number of shop units in the centre, however, several have now relocated to other areas of the city.

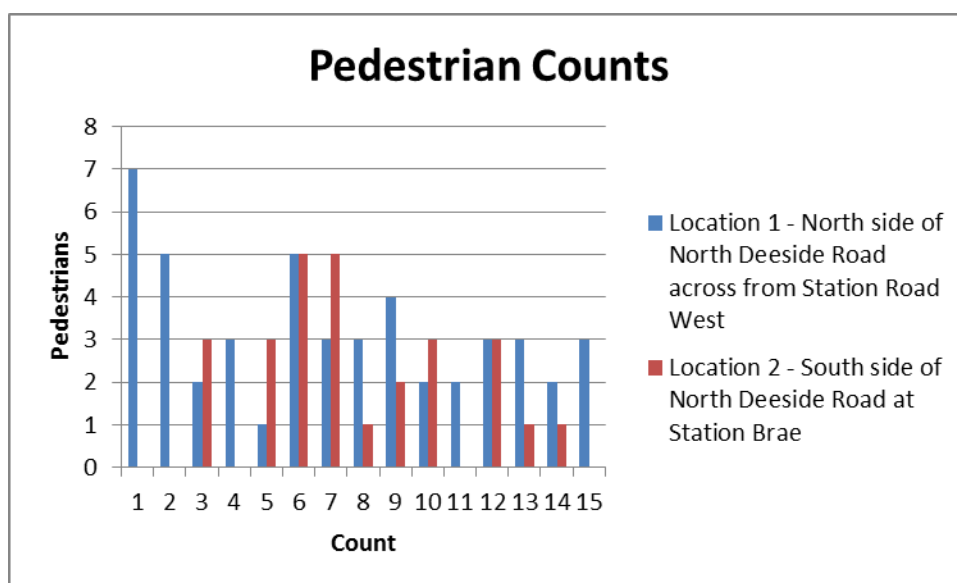
5. District Centres

5.1 Culter



Culter is one of the seven district shopping centres located in Aberdeen. The centre comprises a linear centre of 27 units along North Deeside Road principally between Station Road West and Station Road East. The principle retail area has shops on both sides of North Deeside Road. Culter District Centre is located approximately eight miles west of the principle retail area of the City Centre.

5.1.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix IV.

5.1.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	1
Clothing/ Footwear	1
Supermarkets	0
Electrical/ Computer/ Phones	0
DIY/ Hardware/ Furniture	1
Commercial Services	7
Entertainment/ Catering	10
Department and Specialist Stores	2
Grocers/ Convenience	2
Charity	0
Vacant	3
Total Units	27

5.1.3 Retailer Representation

Of the 24 occupied units, five are run by a multiple and 19 are trading as an independent business.

5.1.4 Vacancy Rates

There are three vacant units in the centre out of a total of 27, creating a vacancy rate of 11.1%.

5.1.5 Physical Structure of Centre

Culter features a linear centre along North Deeside Road. All shops front onto the road. Shops are mainly smaller more traditional units. There is a significant amount of residential development within the centre and the concentration of shops/services is at the east end of the centre.

There are variable building types, design and ages. None are of a particularly high quality or special architectural/historical merit. Buildings front onto North Deeside Road.

There is very little open space within the centre. Outwith the centre there is ample open space provision at Culter Burn.

The only pedestrian areas are the pavements along North Deeside Road and the surrounding streets. However, no designated pedestrian areas or covered shopping areas exist and often the pavements are narrow or non-existent (Junction at North Deeside Road/Station Brae).

5.1.6 Accessibility

There are limited time restricted car parking spaces available on North Deeside Road and adjacent side streets. It is often very busy with a line of cars outside the shops. There is also a small car park on the northern side of the road opposite the funeral services, but it is not clear who is permitted to use this. There is further parking behind buildings such as the library and the TSB bank.

There are no taxi ranks located within this centre.

The regular bus along North Deeside Road is the First Bus No. 19 service, which runs every 12 minutes. Stagecoach also operates a number of services along this route (201, 202 and 203).

The road is generally very busy with car and HGV/ bus traffic. Parked cars lining the street also contribute to feelings of congestion.

Access to the district centre is good because the centre is located in the centre of the village and on a public transport route. However the long, linear layout of the shops may make accessing all of the shops difficult for the less mobile or those who can't walk very far. Many of the adjacent streets leading onto North Deeside Road are steep in nature, and may make accessing the centre difficult for those in mobility scooters.

All shops are at street level but not all units have disabled access, with many having low doorsteps. Effort has been made to provide disabled access where it didn't exist before, outside units such as Kelly of Cults, however, this is not visually appealing. The pedestrian crossing has tactile paving and dropped kerbs.

The area features cycle lanes, but only limited bike stands are available.

Pedestrian movement is impacted by the high volume of traffic making crossing difficult out with designated areas. Two designated crossings exist, one outside Petals florist and one outside the post office.

5.1.7 Environmental Quality and Amenity

There is adequate provision of bins and no signs of litter problems.

There are pavements on either side of North Deeside Road- however they are relatively narrow with some parking on the pavements which reduce space for pedestrians.

Landscaping is only present in residential gardens at the western end of North Deeside Road.

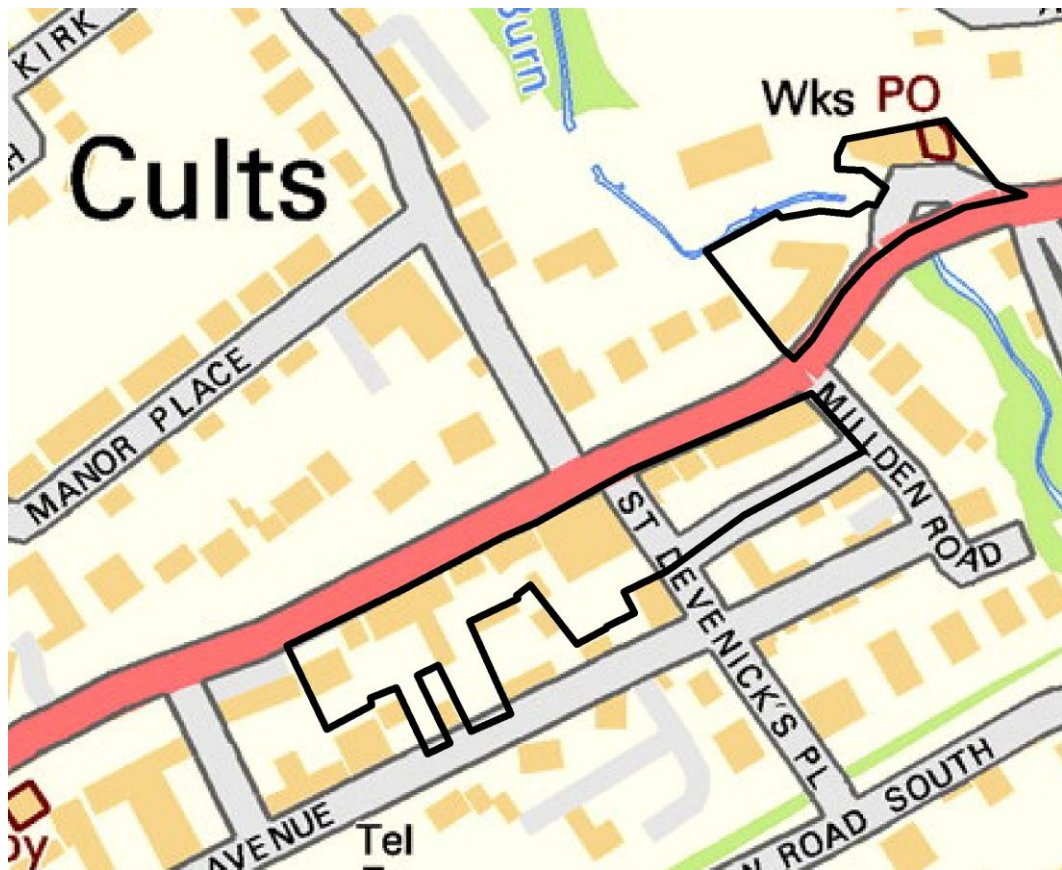
There are some benches, including traditional black wrought iron ones outside Blacks Bar. Bins, bus shelters and colourful plant pots are present. All are in good quality, especially outside Cocoa Ooze.

The road is cluttered with markings, including bus stops, no parking zones, parking spaces and 'slow' markings.

There are very few traditional shopfronts with many active frontages. Not all buildings are in good condition, as Pop-In shows a bad example of a shop front. However, good shopfronts can be seen at Cocoa Ooze and Highland Gourmet.

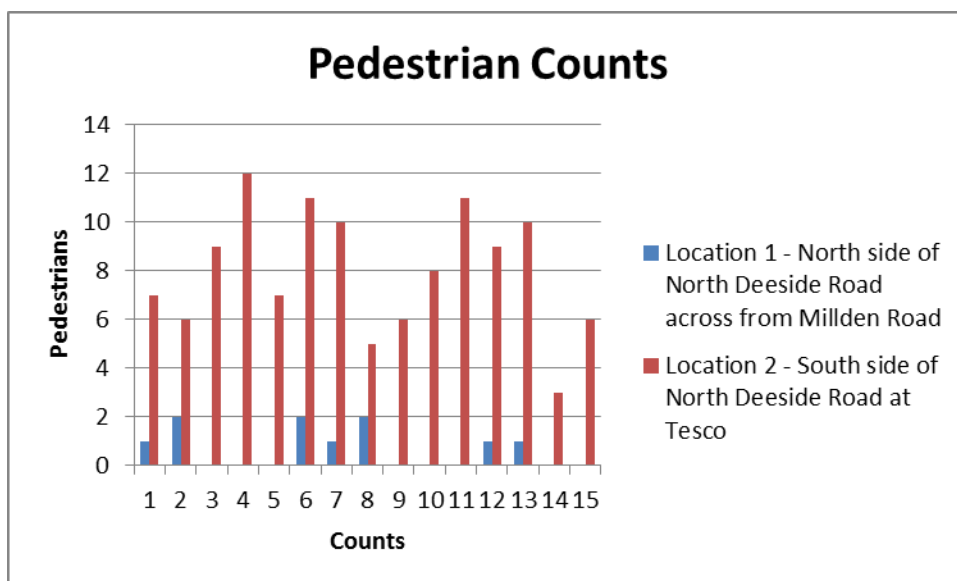
The centre is not located within or near any conservation area designation, or near any Listed Buildings.

5.2 Cults



Cults is one of the seven district shopping centres located in Aberdeen. It is a traditional linear centre stretching along North Deeside Road through Cults. The centre comprises 37 retail units offering a range of convenience and comparison retail services. The centre is located towards the centre of Cults.

5.2.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix IV.

5.2.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	4
Clothing/ Footwear	1
Supermarkets	0
Electrical/ Computer/ Phones	0
DIY/ Hardware/ Furniture	1
Commercial Services	15
Entertainment/ Catering	6
Department and Specialist Stores	5
Grocers/ Convenience	2
Charity	1
Vacant	2
Total Units	37

5.2.3 Retailer Representation

Of the 35 units in use within this centre, 10 are occupied by a multiple and 25 are trading as an independent.

5.2.4 Vacancy Rates

There are two vacant units within this centre. This is a percentage of 5.4%.

5.2.5 Physical Structure of Centre

This is a linear centre with shops lining the south side of North Deeside Road until Millden Road. The Courtyard, a shopping centre which houses a number of the units which contribute to this district centre, is located on the south side of North Deeside Road. There is also a cluster of shop units on the north side of North Deeside Road past Millden Road.

The Cults Hotel is separated from the main cluster of shops, with access via the main road pavement.

The buildings and streetscape seem to be in relatively good condition, although some of the stonework on The Courtyard is stained.

There is one little pocket of open space that contains bushes and shrubs. This is not a useable space.

The pavement is narrow to the north of the centre. There are no covered shopping areas.

The pavements along North Deeside Road are the only pedestrian areas in the centre, are of average quality, relatively narrow although there appears to be adequate pavement surface to allow for unobstructed pedestrian movement. However, there are few places for pedestrians to 'linger', therefore opportunities for enhancement exist in this regard.

5.2.6 Accessibility

There are 25 car parking spaces to the rear of The Courtyard. On street parking is available along the south side of North Deeside Road. There are approximately 20 car parking spaces in front of Cults Hotel, restricted to patrons of the hotel.

The form and layout of the centre and surrounding streets ensures a compact and walkable neighborhood, although the linear nature means that a user wishing to visit both ends of the centre has a considerable walk in between. There does seem to be significant car usage, with parked cars often lining the south side of North Deeside Road.

There are no taxi ranks located within this centre.

The No. 19 First Bus services travels along North Deeside Road. The No.19 bus service offers a 12 minute service frequency. Stagecoach

also operates a number of services along this route (93, 201, 202 and 203).

Busy through road to other areas of the city and to Aberdeenshire, with the A93 being the main road from Aberdeen to Banchory, Ballater and Braemar.

Disabled access is quite poor to the rear of the shopping centre as there are only stairs to North Deeside Road or the very steep Millden Road. The majority of shops have disabled access.

A cycle route goes along North Deeside Road on the north side of the road into Aberdeen. There are not many facilities for cyclists.

No bike stands were available at the time of the site visit.

The centre is not particularly pedestrian friendly as it is quite busy with traffic and parked cars. It does seem to be quite a busy centre but most visitors arriving by car.

The centre is easy to access on foot from the south, although the very busy main road may be difficult to cross, with pedestrians being forced to use the pedestrian crossings (opposite Kelly's supermarket, Clydesdale Bank and the Courtyard).

5.2.7 Environmental Quality and Amenity

The area is generally quite well looked after and clean. There are some black bins are located throughout the centre.

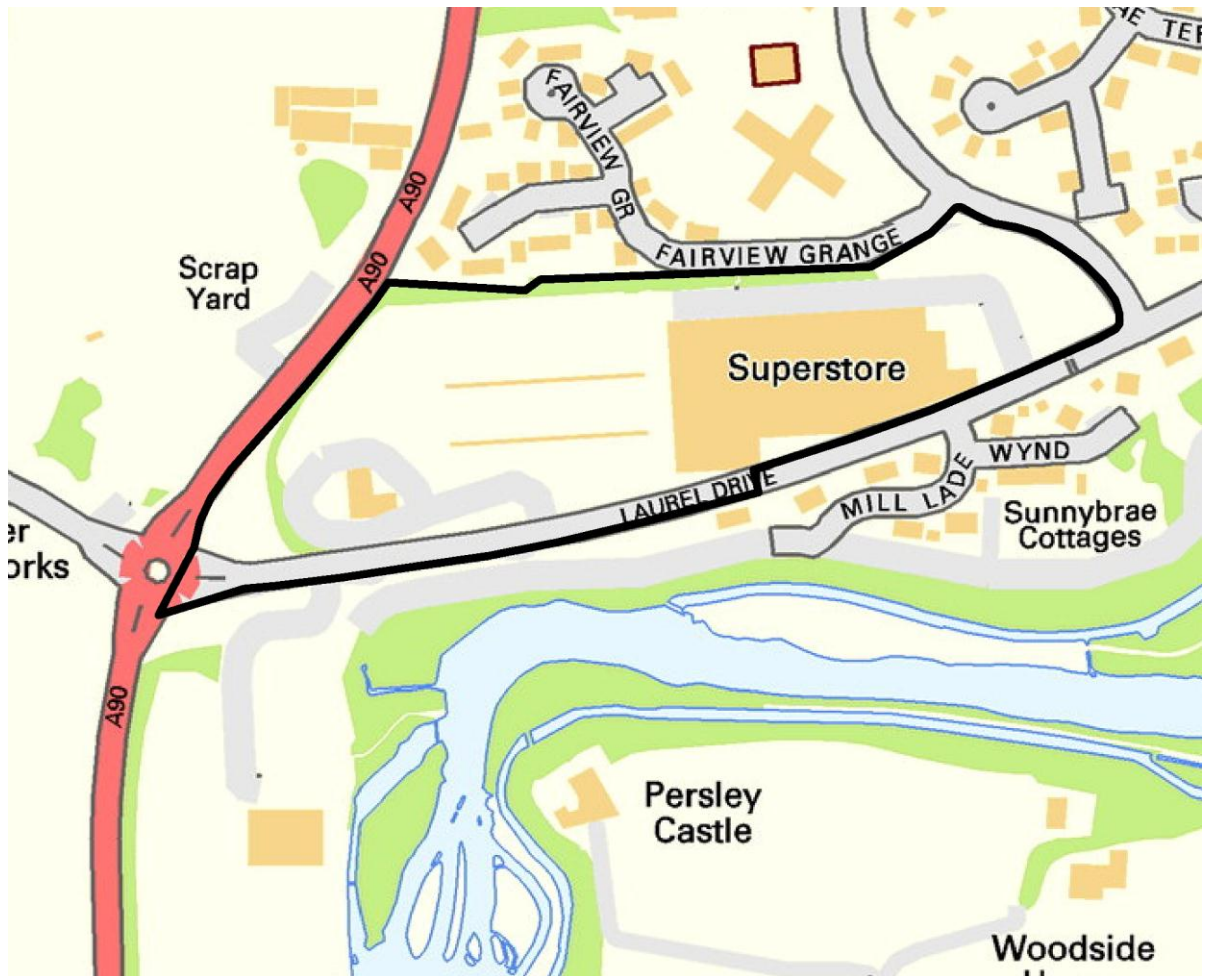
There is no useable open space within the centre and there are no parks in close proximity. The centre has minimal landscaping and pedestrian space located adjacent to the Cults Hotel.

Street furniture is limited to traffic lights and road signs.

The majority of shop fronts are of good-average quality, although some require basic cleaning. Inactive frontages, without windows or with windows covered in vinyls, are also common (e.g. Kelly of Cults).

The centre is not located within or near any conservation area designation and there are no listed buildings in the centre.

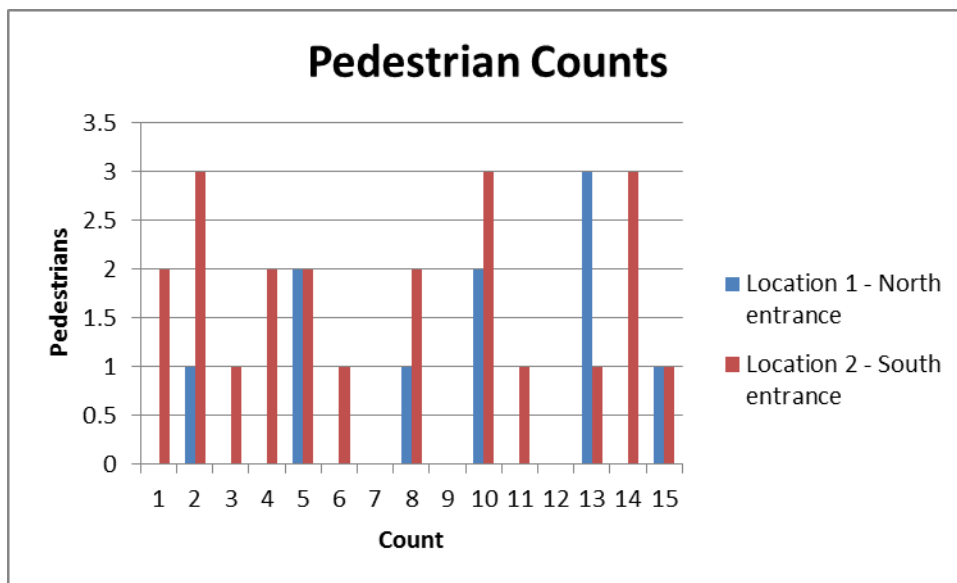
5.3 Danestone



Danestone is one of the seven district shopping centres located in Aberdeen. The Danestone District Centre is located on the western extent of the Danestone residential suburb to the north of the River Don and approximately 4km north of Aberdeen city centre. The centre is dominated by a large Tesco Extra superstore with a small number of adjacent retail units, all located in an off street location with dedicated access, car parking and public transport links.

The supermarket originally opened in 1989 and has since been extended to provide the largest single superstore in Aberdeen.

5.3.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix IV.

5.3.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	0
Clothing/ Footwear	0
Supermarkets	1
Electrical/ Computer/ Phones	0
DIY/ Hardware/ Furniture	0
Commercial Services	3
Entertainment/ Catering	1
Department and Specialist Stores	2
Grocers/ Convenience	0
Charity	0
Vacant	1
Total Units	8 (All located within the Tesco Extra superstore)

5.3.3 Retailer Representation

Of the seven occupied units, five are occupied by a multiple and two trade as an independent.

5.3.4 Vacancy Rates

There is one vacant unit located within this centre. This is a vacancy level of 12.5%.

5.3.5 Physical Structure of Centre

The centre is a very large, purpose built and recently expanded supermarket with a number of smaller units within. There is an expansive car park attached to the centre for shoppers.

The centre consists of a purpose built superstore, 'warehouse' style with large amounts of glazing to the front. There is a busy road to the south of the centre and quiet residential streets to the north.

The centre is accessible for vehicles, with many disabled and parent-and-child spaces available close to the store in addition to a drop/off pick up point. However, it is not easily accessible for pedestrians from the surrounding residential area.

There is no useable open space located within the centre. Landscaping surrounds the site to the north and west, with very small landscaped areas to the south on Laurel Drive. Grass verges within the centre are well maintained.

Pedestrian access is available from the north of the site down a flight of stairs from Fairview Grange. Access to the south of the centre for pedestrians and disabled users is available from Laurel Drive with stair and ramp access.

5.3.6 Accessibility

The car park can get congested during busy shopping times. There are no taxi ranks. However, there is a drop off and pick up point outside the store entrance.

The number 4 First Bus travels along Laurel Drive. The No. 4 service offers an hourly service frequency. The number 1 First Bus service serves nearby streets, within walking distance, offering a 15 minute frequency. Sheltered bus stops are present on Laurel Drive.

Tesco offers mobility scooters, as well as a range of wheelchair friendly measures such as wide aisles and checkouts, automatic doors, lifts and travelators.

There are cycle racks present outside the entrance to the store.

5.3.7 Environmental Quality and Amenity

The area is generally quite well looked after and clean.

There is a significant impact of traffic on pedestrians as this centre is designed primarily for customers shopping with their car. There are no specific useable pedestrian areas in the centre. However, there are covered pedestrian access routes through the car park as well as the entrance hall to the main store.

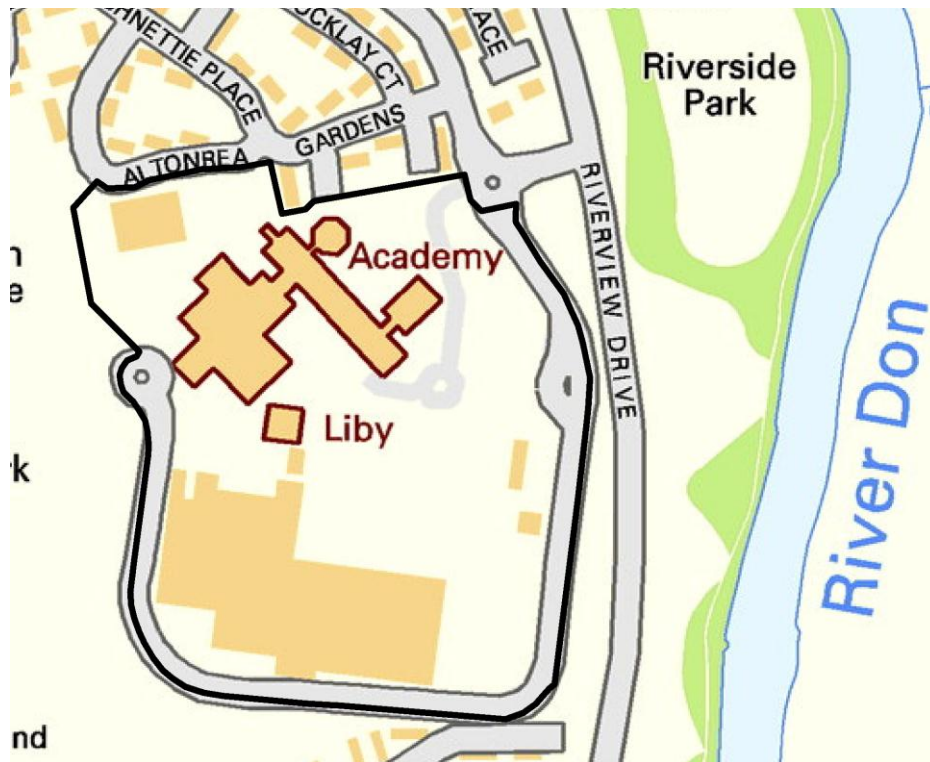
There is little pedestrian amenity as there is an insignificant amount of pedestrian usable space. The access from the north is not very welcoming.

Furniture and facilities include post boxes, bins and benches.

The building and shopfront is well maintained. The frontage facing onto the car park is very active but the section fronting Laurel Drive is very extensive and is essentially an inactive frontage.

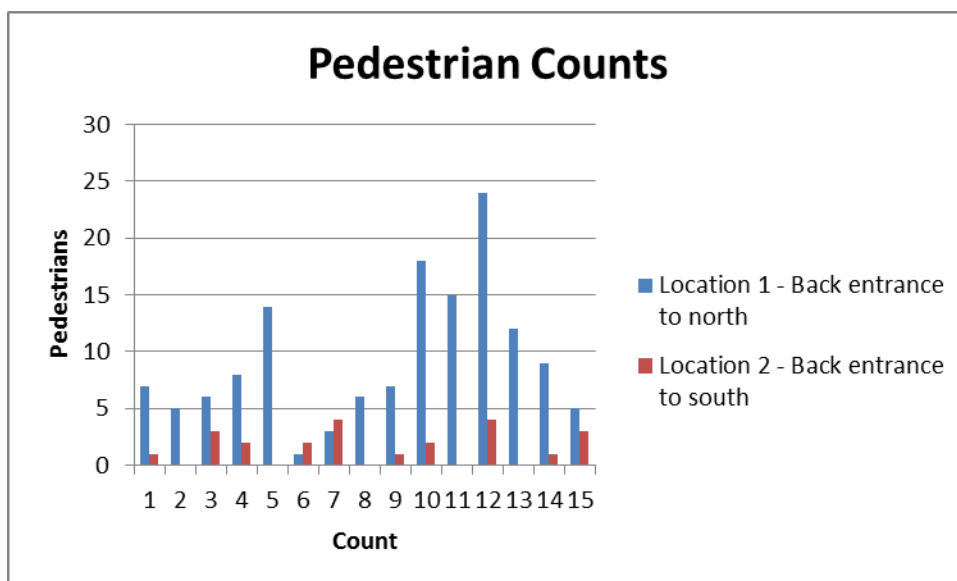
The centre is not located within or near any conservation area designation, or near any Listed Buildings.

5.4 Dyce



Dyce is one of the seven district shopping centres located in Aberdeen. Dyce centre comprises an ASDA superstore which was originally developed in the 1970s with a series of other retail units. Alterations to the development were undertaken in 1998 which resulted in ASDA increasing its total floor space at the expense of some of the mall units. The centre is part of a purpose built retail development in the centre of this suburban residential area.

5.4.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix 4.

5.4.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	1
Clothing/ Footwear	1
Supermarkets	1
Electrical/ Computer/ Phones	1
DIY/ Hardware/ Furniture	0
Commercial Services	6
Entertainment/ Catering	1
Department and Specialist Stores	1
Grocers/ Convenience	0
Charity	0
Vacant	3
Total Units	15

5.4.3 Retailer Representation

Of the 12 occupied units, seven trade as a multiple and five are independent.

5.4.4 Vacancy Rates

There are three vacant units within this centre out of a total 15, creating a vacancy rate of 20%.

5.4.5 Physical Structure of Centre

The centre is a grouping of 14 retail units adjacent to a large ASDA supermarket in a small shopping mall arrangement with car parking. Each unit is accessed from within the shopping centre.

The centre is effectively one large supermarket building with additional smaller retail units within this. The building is of a standard industrial-warehouse type design and construction featuring metal profile and sheet cladding, concrete and dry dash finishes. The shopping centre does not have an identifiable 'street' and the surroundings offer poor quality public realm and unobvious entrances for pedestrians not entering from the car park. The service access for the units is accessed from the perimeter road which also leads to the bus terminus point.

There is a large area of open space to the west of Dyce 'central park'. This also appears to be partially in use by nearby schools and has a small enclosed play area close to the western edge of the shopping centre. The 'riverside park' also exists to the east of the centre.

Although there is no park within the centre boundary itself, the Dyce 'central park' is immediately adjacent which offers a range of recreational facilities and the opportunity for event space. This park area is well maintained. In addition the Dyce 'riverside park' is a short distance to the east of the centre. Both of these parks are classified as 'neighbourhood' and 'local' parks.

There are no dedicated pedestrian areas except the pavements surrounding the shopping centre and those which provide links between the shopping centre and the school, health and dental facilities nearby.

5.4.6 Accessibility

The shopping centre is easily accessible by car. There is a car park at the centre, which is primarily associated with the ASDA supermarket (who also maintain this car parking facility). There is no taxi rank associated with the centre.

It is directly served by the No.18 bus route (the terminus is directly associated with the centre and is located to the west of the site). The 18 offers a 15 minute frequency of service depending on the time of day. The Stagecoach No.325 service to Banff also serves the centre.

The ASDA supermarket car park has dedicated disabled spaces, and the surfaces into the shopping centre provide good access for disabled customers.

There are four cycle stands at the main car park entrance to the shopping centre (east). There are also cycle lane facilities on Riverview Drive which begin just south of the main vehicular entrance to the centre.

Good pedestrian links are available from the surrounding residential areas.

At the time of site visit the main vehicular entrance to the centre and the car park were relatively busy, however the majority of the footfall related to the ASDA supermarket.

Pedestrian access is provided by routes across the Dyce 'central park' from the north, east and south. The pedestrian flow was steady throughout the time of the site visit, with footfall increasing at bus arrival times. The supermarket shopping centre does create a negative impact on pedestrians ease of access to the centre. Traffic on the rear access road and bus turning circle was minimal.

5.4.7 Environmental Quality and Amenity

At the time of site visit there was a scattering of litter, cigarette butts and broken glass present on footpaths around the centre, particularly at the bus stop and the route towards the north between the shopping and school.

The pedestrian environment is not attractive for pedestrians, particularly when the pedestrian footpath from the residential area to the north west ends. Pedestrians alternate to using the bus turning circle in order to access the shopping centre's entrance.

There is a line of mature tree landscaping which extends from the main vehicular entrance to the centre south along Riverview Drive. There are tree lines along the south-east edge of the Asda car park, and lines within the Dyce 'central park' along the pedestrian routes to the south.

There are no formal pedestrian areas within the centre except pavements.

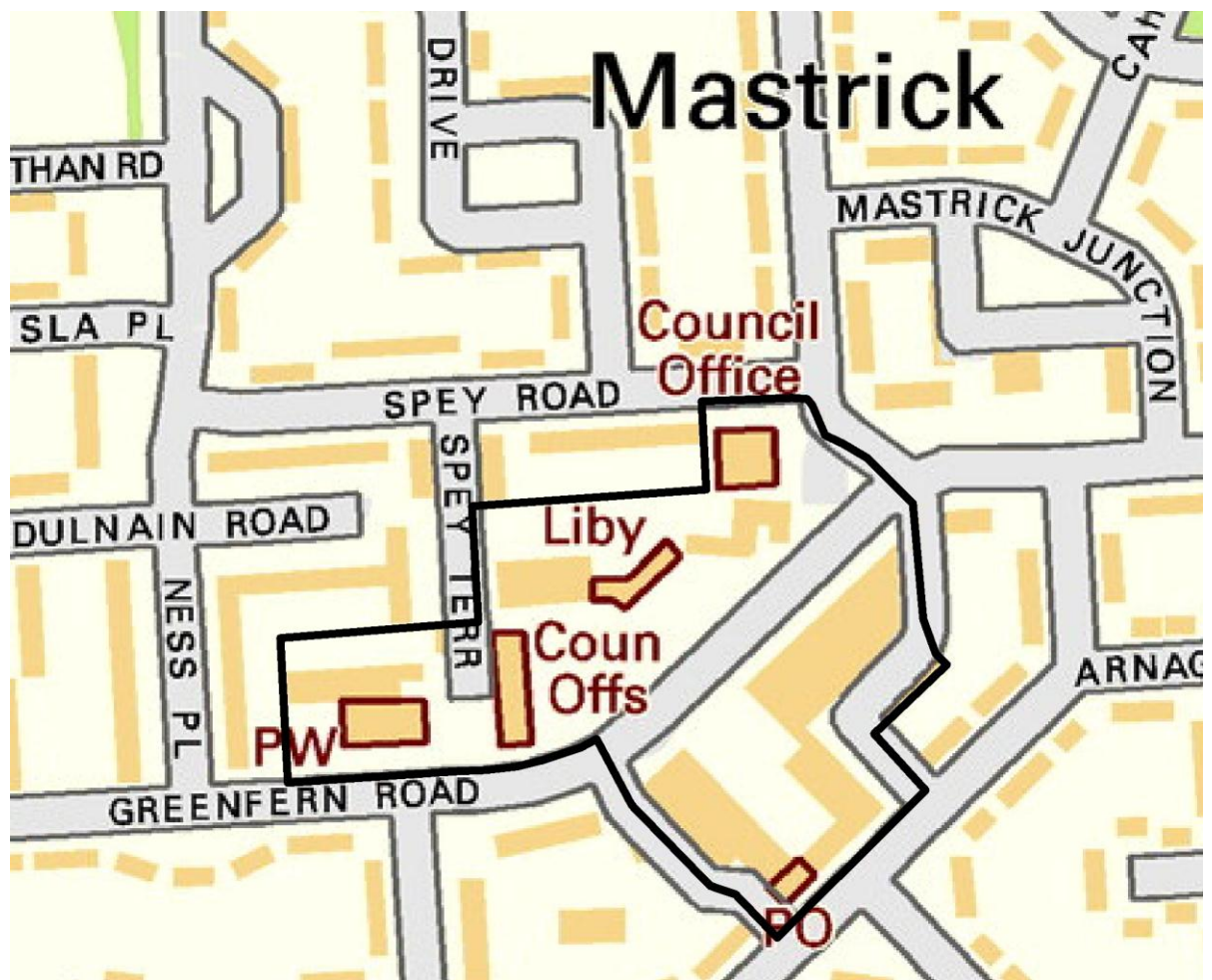
Street furniture within the centre includes road traffic signs, street lamps, a bus stop, a variety of signage related to the ASDA

supermarket and car park, and shopping trolley parks. There is also a line of crash barriers along the north of the bus turning circle.

The industrial warehouse style units and internal shop signage are in a fair condition.

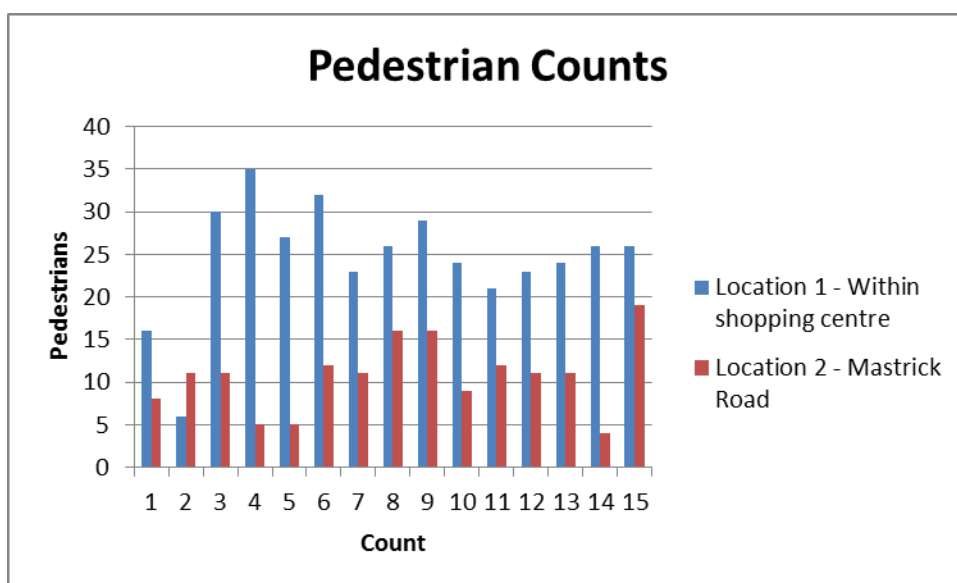
The centre is not located within or near any conservation area designation, or near any Listed Buildings.

5.5 Mastrick



Mastrick is one of the seven district shopping centres located in Aberdeen. Mastrick centre comprises a purpose built shopping centre at Greenfern Place, Mastrick. Unlike other purpose built shopping centres in Aberdeen, Mastrick is not anchored by a major supermarket but comprises a collection of small-medium sized units developed in the 1970s.

5.5.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix IV.

5.5.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	2
Clothing/ Footwear	0
Supermarkets	0
Electrical/ Computer/ Phones	0
DIY/ Hardware/ Furniture	0
Commercial Services	10
Entertainment/ Catering	6
Department and Specialist Stores	3
Grocers/ Convenience	3
Charity	0
Vacant	0
Total Units	24

5.5.3 Retailer Representation

Of the 24 occupied units located within this centre, nine are multiples and 15 trade as an independent.

5.5.4 Vacancy Rates

There is no vacant units within this centre.

5.5.5 Physical Structure of Centre

This area comprises a purpose built shopping centre. All units are covered by a canopy and face onto a paved public forecourt area or onto Greenfern Road or Mastrick Road. The structure of the centre is more nuclear as opposed to linear. Some of the units are single storey; others have shop units on the ground level and office space on the first floor.

The buildings within the centre are of poor quality as there is quite a lot of graffiti. The streetscape however is of a good quality since the injection of funding from the Scottish Government's Town Centre Regeneration Fund Initiative which helped fund the Safer Places, Improved Spaces work.

There is some green landscaping within the shopping centre which is not useable because the patches are very small. However, there is a large, high quality green open space and with play equipment across the road within the designated centre. There are also pleasant and well maintained areas of green open space to the rear of the centre, on Arnage Drive (directly accessible from the shopping area).

The open space within the shopping centre has paving stones and grass.

The pedestrianised area within the shopping centre is of a good quality, it is paved with trees and planting, lampposts and bins. All of the entrances to the units are covered. The parade on Greenfern Road/Mastrick Road are also of good quality; they are wide and feature grassy areas and planting.

5.5.6 Accessibility

The centre is very accessible. There is a good network of public transport serving the area as well as good access for pedestrians and cyclists. It is also very permeable, with access to the main shops available from all directions.

On street parking is available to the rear of the centre. There are also some parking bays to the front of the centre on Mastrick Road.

There is a fair amount of dedicated off-street car parking to the front (between 15-20 spaces on Mastrick Road) of the shopping centre, with on street car-parking also available to the rear on Arnage Drive.

There are no taxi ranks located within this centre.

The No.3 bus service offers a ten minute service frequency. The No 13 bus service offers a 20 minute service frequency. There are bus stops in close proximity to the shopping centre, directly opposite the main parade on Mastrick Road.

There is ample disabled access across the centre. Most shops have disabled access.

There is a significant amount of cycle storage.

Although Greenfern Road and Mastrick Road are busy roads there is no significant impact of traffic on pedestrians due to the pedestrian nature of the centre. There is also a pedestrian crossing directly outside the parade on Greenfern Road leading to the playground/park across the road, as well as local community facilities.

5.5.7 Environmental Quality and Amenity

The centre was generally clean with a lot of litter bins, which appeared to be in a good condition and were not overflowing.

The pedestrian area is of good quality. There appears adequate pavement surface to allow for unobstructed pedestrian movement. Areas of pavement outwith the purpose built shopping centre are also of good quality and allow for unobstructed pedestrian movement.

There are a number of benches located in the pedestrian area within the shopping centre. There are also traditional red pillar post boxes, black litter bins and dog waste bins which are all in a good state of repair.

Most of the buildings and shopfronts are of reasonable quality.

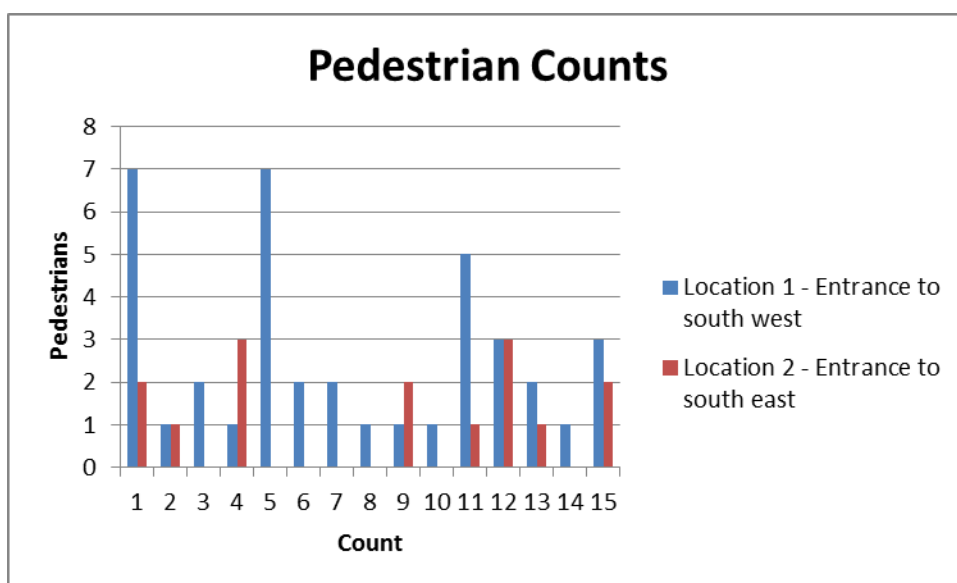
The centre is not situated within a Conservation Area and there are no listed buildings in the centre.

5.6 Middleton Park



Middleton Park is one of the seven district shopping centres located in Aberdeen. Middleton Park retail centre is based upon an ASDA superstore with a series of smaller units located immediately adjacent to the superstore. It is located to the north of the city at the centre of the suburb of Middleton Park. The supermarket was originally granted planning approval in 1981.

5.6.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix IV.

5.6.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	0
Clothing/ Footwear	0
Supermarkets	1
Electrical/ Computer/ Phones	0
DIY/ Hardware/ Furniture	0
Commercial Services	4
Entertainment/ Catering	3
Department and Specialist Stores	0
Grocers/ Convenience	0
Charity	0
Vacant	0
Total Units	8

5.6.3 Retailer Representation

Of the eight units within the centre, five trade as a multiple and three are independent.

5.6.4 Vacancy Rates

There are no vacant units located within the centre.

5.6.5 Physical Structure of Centre

This centre consists of a purpose built supermarket with adjacent linear parade of shops. A planning application (090882) was approved in September 2009 for the development of an extra unit on the parade of shops adjacent to ASDA and the refurbishment of the existing units.

The parade of shops adjacent to ASDA has recently been refurbished along with the development of another unit. They are single storey. ASDA is a purpose- built store.

Jesmond Drive, which is a very busy road, wraps round the south and west of the site.

There is some open space to the rear of the shops as well as a children's play area. There is also a grassy area with trees next to the main entrance/exit to the car-park, with footpaths running through. Overall, the area gives the impression of being quite 'green'.

There are access points to the south, east and west of the site making it accessible to pedestrians. However, there are no significant pedestrian areas within the centre. A path is directly to the east of the parade of shops and links Jesmond Drive to the Old Machar Academy and the housing to the north of Jesmond Drive. Vehicle access is to the south of the centre. Pedestrians are confined to the narrow walkway (partly covered) directly outside the superstore and the parade of shops. There are no walkways through the car parks. Overall, the centre is not very pedestrian-friendly and is more oriented around cars.

5.6.6 Accessibility

There is a substantial car park, shared between ASDA and parade of shops. The centre car park is separated from the road by a strip of trees and planting. There is a large dedicated car-park shared by the superstore and the parade of shops. There is also a smaller section directly outside the parade, slightly separated from the main car park. There are no taxi ranks located within this centre.

The area is served by First Bus services no. 2 and 4 which pass by directly outside the centre on Jesmond Drive. The no. 2 operates a 15 minute service and the no. 4 an hourly service.

Jesmond Drive is a busy road that may be difficult to cross and there are no traffic lights or filter lane at the car entrance/exit to the centre. However, there is a pedestrian crossing a few metres from the

entrance/exit with a footpath leading around the edge of the car-park to the shops. These factors could lead to potential congestion, especially at busy times.

There is wheelchair access into the Asda superstore, as well as dedicated disabled parking spaces.

5.6.7 Environmental Quality and Amenity

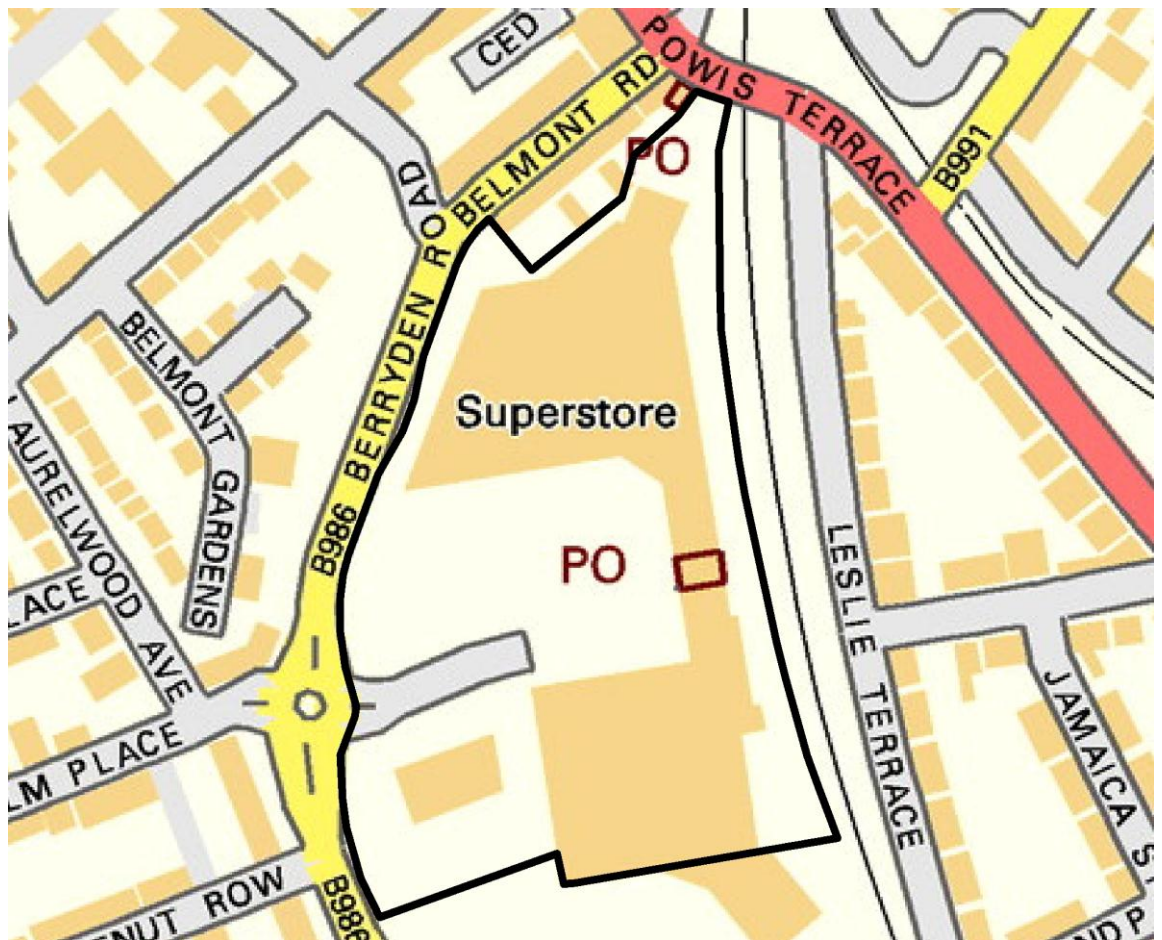
The area is generally quite well looked after and clean.

There are excellent recycling facilities, with a short stay 'drop off' area for those wishing to use them.

Overall, pedestrian amenity is quite poor as there are limited spaces to circulate and no spaces to spend time in other than coming and going from the shops. Within the store car park itself, impact of cars on pedestrians is likely to be quite high as there is no walkways through the carparks.

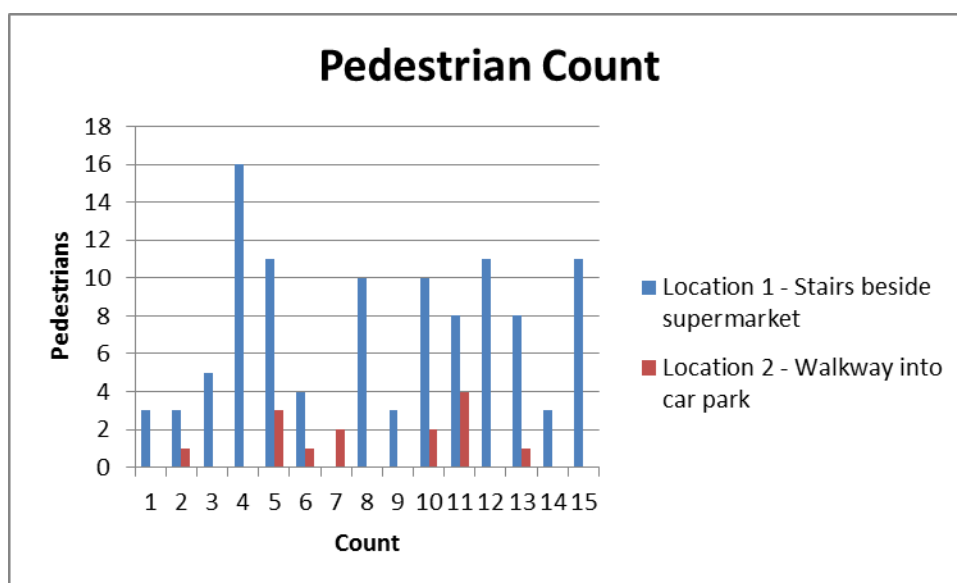
The shop fronts are clean and tidy. The centre is not within a conservation area and does not include any historical/listed buildings.

5.7 Upper Berryden



Upper Berryden is one of the seven district shopping centres located in Aberdeen. Upper Berryden is a purpose built shopping centre which is adjacent to the Berryden Retail Park. The centre is located 1.5km north of Union Street and the city centre. The superstore located at the northern end of the park was originally approved in 1976. The centre also consists of a number of small units.

5.7.1 Pedestrian Footfall



All data for the pedestrian counts can be found in Appendix IV.

5.7.2 Space in Use

GOAD Classifications	Number of Units
Finance/ Administration	2
Clothing/ Footwear	1
Supermarkets	1
Electrical/ Computer/ Phones	1
DIY/ Hardware/ Furniture	2
Commercial Services	0
Entertainment/ Catering	1
Department and Specialist Stores	2
Grocers/ Convenience	0
Charity	0
Vacant	4
Total Units	14

5.7.3 Retailer Representation

Of the ten units located in this centre, seven are operated as a multiple and three as an independent.

5.7.4 Vacancy Rates

There are four vacant units located in this centre. This is a vacancy level of 28.5%.

5.7.5 Physical Structure of Centre

The centre is located between two busy main roads, Powis Terrace and Berryden Road. It comprises a large, purpose built shopping centre, separated into three separate units with the largest being the Sainsbury's superstore. In between the units are large car parks. There are expansive car parking areas for all of the units.

All of the units are purpose-built metal 'warehouse' style units. They are not of high architectural quality/style. Some of the poor quality materials used on units frontages appear to be deteriorating.

There is no open space within the centre or the immediate vicinity, apart from a narrow grassy strip along the Berryden Road. It is not a usable space.

There are no designated pedestrian areas out with the shopping units.

5.7.6 Accessibility

There are expansive free car parking areas for all of the units. There is no taxi rank located within this centre. However, there is a drop off and pick up point outside the entrance to the Sainsbury's.

The centre is not accessible by rail, but is highly accessible by bus. The centre itself is directly served by services 11 and 12. Nearby Powis Terrace is served by First Bus services 17, 18, 19 and 23. The centre is designed to be accessible mainly by car and is located off a very busy road which can become congested at peak times.

All of the units appear to have wheelchair access and there are several dedicated disabled parking bays.

There are no cycle facilities in this centre.

There is a very limited amount of pedestrian space, with the only areas being the walkways in front of the shop entrances. Traffic will have a significant impact on pedestrians, especially as they move around the car park as there are no dedicated walkways for people returning to their cars.

The centre is not very pedestrian friendly and is oriented around the car. Pedestrians can flow easily along the walkways, although moving between units (across the car parks) can be difficult.

5.7.7 Environmental Quality and Amenity

Litter bins are provided outside the Sainsbury's store.

The centre does not provide a particularly pleasant place to be for pedestrians, with the whole centre being oriented around cars and pedestrian walkways in quite bad condition.

All of the shop fronts are in fair condition, although many are covered in vinyl advertisements and are there a number of 'inactive' frontages.

The centre is not within a conservation area and has no historic or listed buildings.

There is no open space within the centre or the immediate vicinity, apart from a narrow grassy strip along the Berryden Road. It is not a usable space. There is some use age of plant pots and light landscaping alongside the car parks.

The pedestrian walkways in front of the store are in bad condition, with paintwork peeling from the canopy support columns. The pavement surface itself is in a reasonable state of repair but it clearly aging.