

5. Site Details		
5.1	<p>What name would you like the site to be known by?</p> <p>(Please note if the site is currently included within the ALDP2017 please use the OP site number)</p>	Prime West
5.2	Site Address	Land at the Five Mile Garage, north of the A944
5.3	Postcode	AB15 8PD
5.4	Have you any information for the site on the internet? If so please provide the web address:	<p>No</p> <p>Details:</p>
5.5	Is the site currently being marketed?	No, already in control of the developer
5.6	Site Location Map (Please include an OS Map with the Boundary of the site clearly marked)	<p>Attached</p> <p>Details:</p>
5.7	Please provide the National Grid reference of the site.	NJ857063
5.8	What is the current use of the site?	Garage, fuel station, industrial and agricultural land
5.9	Has there been any previous development on the site? If yes please provide details	Yes Details: Five Mile Garage and storage

6. Legal and Planning History			
6.1	Please indicate the relationship to the Proposer or Person / Organisation they are working on behalf of, has with the site.	Sole owner	
		Part owner	
		Option to purchase	X
		No legal interest	
6.2	Is the site under option to a developer?	Yes, the bidder Details:	
6.3	Is the proposed site included in the ALDP2017?	Yes Details: OP29	
6.4	Is the proposed site included in the Aberdeen City Centre Masterplan?	No Details:	
6.5	Has the site been subject of previous discussions with the Council or any agent there of?	Yes, planning application reference - 161429/PPP	
6.6	Has the site been subject of previous Planning Applications? (Please provide a planning reference)	Yes, planning application reference - 161429/PPP	
6.7	Has the site been subject of a previous Bid to a previous LDP? (Please provide the bid reference number)	Yes – B0310 Details:	
6.8	Are there any legal restrictions on the title deeds such as rights of way, way leaves etc.	No Details:	
6.9	Are there any other legal factors that might prevent or restrict development? (e.g. ransom strips / issues with accessing the site etc.)	No Details:	

7.	Your Proposal (Please provide as much detail as possible on your site proposal)		
7.1	Proposed Use	Housing	
		Employment	
		Mixed Use	
		Retail	Yes
		Other (Please Specify)	
7.2	Do you have a specific occupier in mind for the site?	Developer is the bidder Details:	
7.3	Site Area (hectares)	8.5ha	
	Housing		
7.4	Approx. no of units.		
7.5	Proposed Mix and Number (Number of Flats / Terraced / Semi-detached / detached etc.)		
7.6	Affordable Housing Percentage		
7.7	Affordable Housing Partner (Details of any partner organisation, Registered Social Landlord etc.)		
7.8	Tenure (Details of tenure type, Private Rental Sector / private sale / Housing for the elderly etc.)		
	Employment		
7.9	Business and Office	m ²	
7.10	General Industrial	m ²	
7.11	Storage and distribution	m ²	
7.12	Other Please specify	m ²	
	Mixed Use (Please provide as much detail as possible on each use class)		
7.13	Housing	No of units and type:-	
7.14	Employment	m ²	
7.15	Retail	m ²	
	Retail		

7.16	Approx. floor area	1,400sqm of local convenience floorspace and 13,900sqm of comparison floorspace. Retail uses will exclude department store and fashion/clothing to avoid direct competition with the City Centre – see attached bid document for further information.
	Other (Please Specify examples could include retailing, tourism, renewable energy, sports, leisure and recreation, institutions and education.)	
7.17	Details of proposal	See attached bid document for further information on range of uses supporting the retail element
7.18	Approx. floor area	m ²

8.	Engagement and Delivery	
8.1	Has the local community been given the opportunity to influence/partake in the development proposal?	<p>If there has been any community engagement please provide details of the way in which it was carried out and how it has influenced your proposals. If no consultation has yet taken place please detail how you will do so in the future.</p> <p>No, but anticipated as bids move forward in the process</p> <p>Details:</p>
8.2	Will the proposed development be phased?	No
8.3	Expected development start post adoption of the plan in 2022	Year 0-5
8.4	Expected development completion	Year 0-5
8.5	Is finance in place and if so what form? (Secured Loan, Grant Funding etc.)	Yes, Drum Property has their own funding facility to acquire and deliver development sites.
8.6	Are there any other issues with the delivery of the site that we should be made aware of? (These should include any issues which may prevent or impact on the deliverability of the site.)	No Details:

9.	Sustainable Development and Design		
9.1	Have you applied principles of sustainable siting and design to your site? The City Council has produced a Sustainability Checklist which provides guidance on the principles of sustainable siting and design and other issues which can be found on www.aberdeencity.gov.uk . Please provide the following information:		
	Orientation		
9.2	Exposure:- (does the site currently have)	Little shelter from northerly winds	
		Some shelter from northerly winds	
		Good shelter from northerly winds	x
9.3	Aspect:- (is the site mainly)	North facing	
		East or west facing	
		South, south west or south east facing	x
9.4	Slope:- (do any parts of the site have a gradient greater than 1 in 12?)	Yes	
		If yes approx. what area (hectares or %)	
		No	Development avoids sloping sections of the site
	Flooding & Drainage		
9.5	Flooding (is any part of the site at risk of flooding or has it previous flooded, if so provide detail You can view the SEPA flood maps at http://map.sepa.org.uk/floodmap/map.htm)	Yes (If yes please use the SEPA flood maps to determine the risk)	
		Little or No Risk	
		Low to Medium Risk	
		Medium to High Risk	
		If yes approx. what area (hectares or %)	
		No	x
9.6	Has a flooding strategy been developed for the site?	No Details:	
9.7	Have discussions been had with the Council's flooding team?	No Details:	
9.8	Have discussion been had with Scottish Water?	Yes Details:	

9.9	Is there waste water capacity for the proposed development? http://www.scottishwater.co.uk/business/Connections/Connecting-your-property/Asset-Capacity-Search)?	Yes, in line with the waste water connections agreed for the wider site
9.10	Is there water capacity for the proposed development?	Yes, in line with the delivery of capacity for the wider site

	http://www.scottishwater.co.uk/business/Connections/Connecting-your-property/Asset-Capacity-Search)?	
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Land Use, Built and Cultural Heritage		
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9.11	Built and Cultural Heritage (would the development of the site lead to the loss or disturbance of archaeological sites or vernacular or listed buildings?)	Significant loss or disturbance	
		Some potential loss or disturbance	
		No loss or disturbance	X
9.12	Natural conservation (would the development of the site lead to the loss or disturbance of wildlife habitats or species?)	Significant loss or disturbance	
		Some potential loss or disturbance	
		No loss or disturbance	X
9.13	Landscape features (would the development of the site lead to the loss or disturbance of linear and group features of woods, tree belts, hedges and stone walls?)	Significant loss or disturbance	
		Some potential loss or disturbance	X but site already allocated for development
		No loss or disturbance	
9.14	Landscape fit (would the development be intrusive into the surrounding landscape?)	Significant intrusion	
		Slight intrusion	X but site already allocated for development
		No intrusion	
9.15	Relationship to existing settlements (how well related will the development be to existing settlements?)	Unrelated (essentially a new settlement)	
		Partially related	
		Well related to existing settlement	X

9.16	Land use mix (will the development contribute to a balance of land uses, or provide the impetus for attracting new facilities?)	No contribution			
		Some contribution			
		Significant contribution	X		
9.17	Contamination (are there any contamination or waste tipping issues with the site?)	Significant contamination or tipping present			
		Some potential contamination or tipping present			
		No contamination or tipping present	X		
9.18	Will the site impact on any water courses?	No Details:			
9.19	Does the development site contain carbon-rich soils or peatland? http://www.snh.gov.uk/planning-and-development/advice-for-planners-and-developers/soils-and-development/cpp/	No Details:			
9.20	Is the development site within the airport safety exclusion zone?	No Details:			
9.21	Is the development site within the airport 57dB LAeq noise contours?	No Details:			
9.22	Land use conflict (would the development conflict with adjoining land uses or have any air quality or noise issues?)	Significant conflict			
		Some potential conflict			
		No conflict	X		
9.23	If there are significant conflicts, what mitigation measures are proposed?	Details:			
Transport and Accessibility					
9.24	Has contact been made with the Council's transport team?	Yes Details: During recent planning application.			
9.25	Is access required onto a Trunk road and if so has contact been made with Transport Scotland?	No Details:			
9.26	Accessibility (is the site currently accessible to bus, rail, or major road network?)		Bus Route	Rail Station	Major Road
		More than 800m		X	
		Between 400-800m			
		Within 400m	X		X

9.27	Proximity to services and facilities (How close are any of the following?)		400m	400-800m	>800m
		Community facilities			X
		Local shops			X
		Sports facilities		X	
		Public transport networks	X		
		Primary schools			X
9.28	Footpath and cycle connections (are there any existing direct footpath and cycle connections to	No available connections			
		Limited range of connections			
	community and recreation facilities or employment? Give the Core Path number if core path is present https://www.aberdeencity.gov.uk/services/environment/core-paths-plan)	Good range of connections			X
9.29	Proximity to employment opportunities (are there any existing employment opportunities within 1.6km for people using or living in the development you propose?)	None			
		Limited			
		Significant			
	Infrastructure				
9.30	Physical Infrastructure (does the site have connections to the following utilities?)	Electricity			Yes, available
		Gas			Yes, available
9.31	Does the development have access to high speed broadband?	Yes Details:			
9.32	Does the development include a Heat Network/District Heating Scheme?	No Details:			
9.33	How is the development proposing to satisfy the Councils Low and Zero Carbon Policy?	At the detailed design stage, incorporating L&ZC technology appropriate at the time			
9.34	Are there any further physical or service infrastructure issues affecting the site?	No Details:			
	Public open space				
9.35	Will the site provide the required level of open space as per the current LDP (Please provide details of your calculations)	Yes Details: as per standards in place at the time			

9.36	What impact will the development have on the Green Space Network?	Enhance the Network	
		No impact on the Network	X
		Negatively impact the Network	
		Please justify your response: land already allocated for development	

10.	Education		
10.1	Have discussions been had with the Council's Education Department?	No	Details:
10.2	Is there currently education capacity for the proposed development? https://www.aberdeencity.gov.uk/services/education-and-childcare/schools-and-education/schools-pupil-roll-forecasts	NA	

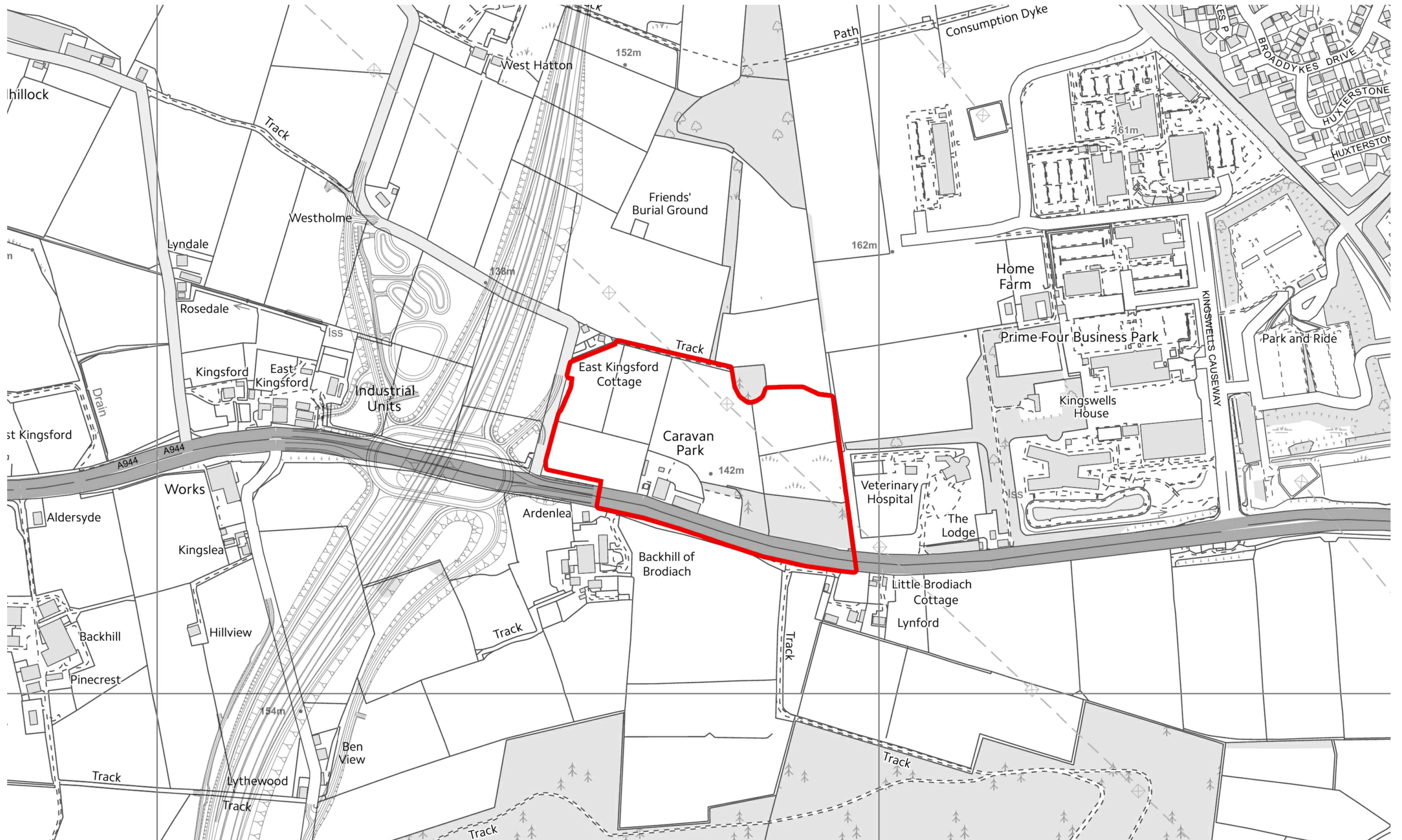
11.	Community benefits		
Community benefits can include new community facilities (such as local shops, health, education, leisure and community facilities), affordable housing, green transport links and open spaces. Include elements which you anticipate may be required as developer contributions from the development. (Please note, specific contributions will have to be negotiated with the Council on the basis of the proposal.)			
11.1	Does the development proposal give any benefits to the community? If so what benefits does the development bring, and how would they likely be delivered?	Yes, increased access to convenience and comparison shopping for Kingswells and wider community, increased employment opportunities, supports the City's economy and retail competitiveness.	

12.	Masterplan Development Framework		
12.1	If you have prepared a framework or masterplan showing a possible layout for the site, please include it with this form.	Yes	Details: see attached

13.	Additional attachments		
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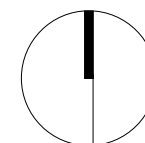
No site is going to be perfect and the checklist above will inevitably raise some potential negative impacts from any development. Where negative impacts are identified, please provide details of their nature and extent and of any mitigation that may be undertaken. Listed below are examples of further information that may be included in your submission;			
		Included	Not Applicable
13.1	Contamination Report		X
13.2	Flood Risk Assessment		X
13.3	Drainage Impact Assessment		X
13.4	Habitat/Biodiversity Assessment		X
13.5	Landscape Assessment		X
13.6	Transport Assessment		X
13.7	Other as applicable (e.g. trees, noise, dust, smell, retail impact assessment etc. please state)		X detailed studies to be carried out if allocated

14.	Development Viability		
14.1	Taking into account all the information provided above, and the requirements of the Aberdeen Local Development Plan 2017 and supporting Supplementary Guidance, please confirm that you have assessed the financial viability of your proposed development and found it to be viable for development in the timeframe set out above.	I confirm that I consider the site to be viable as per the details provided above.	Yes
		Please provide details of viability: Drum Property Group has considered viability if developing this site against potential constraints and infrastructure requirements and are very confident of the viability of development in this location.	



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HALLIDAY FRASER MUNRO
 CHARTERED ARCHITECTS • PLANNING CONSULTANTS
 ABERDEEN • BELFAST • DUNDEE • EDINBURGH • LEEDS • LONDON



Prime West, Kingswells
 For Drum Property Group

Bid Location Plan

Scale: 1:5000 @ A3
 Date: May 2018
 Dwg No: 11193 SK(00)01

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A.W.P.R.

PHASE 4

RETAIL



DRUM
PROPERTY GROUP
DEVELOPMENT & INVESTMENT

PRIME WEST, KINGSWELLS

PARK & RIDE

LOCAL DEVELOPMENT PLAN BID / MAY 2018

PREPARED BY HALLIDAY FRASER MUNRO



1. INTRODUCTION AND VISION

Summary

This bid covers an area of land already allocated for development in the Local Development Plan (LDP) and requests the rezoning of that land from a singular employment zoning to allow new retail uses that both complement the existing uses at Prime Four and provide modern retail provision for the City. The proposal has been promoted previously through the last LDP review and a subsequent planning application. That application was subsequently withdrawn but it provides a recent and comprehensive backdrop to this now revised and reduced LDP bid. It has proven that there are no technical constraints to development and identified policy issues that are further considered in this bid.



Bid location in context of Prime Four

The site is promoted on the following basis:

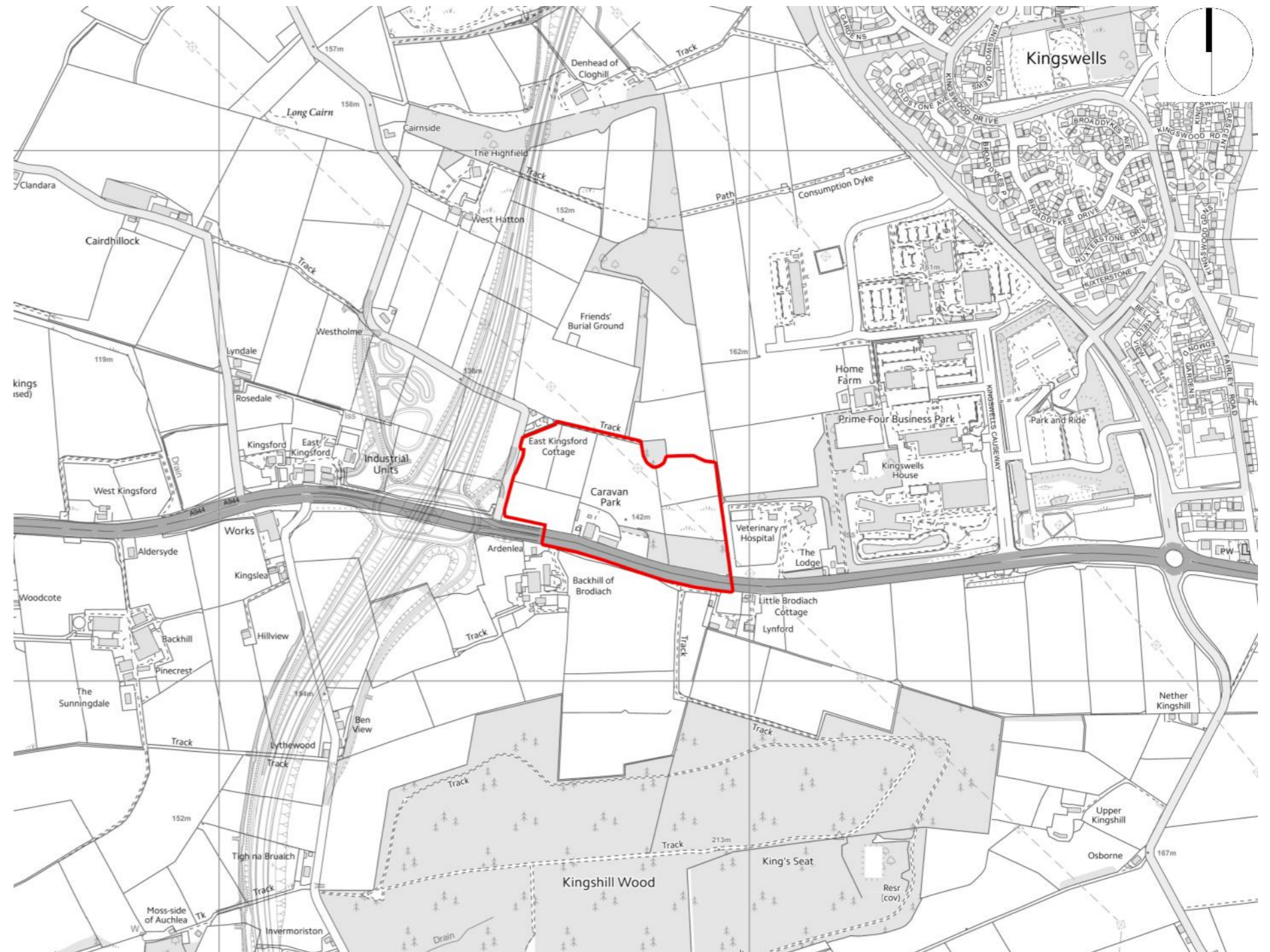
- As part of a new sustainable mixed-use commercial centre for West Aberdeen that includes Prime Four;
- As a retail proposal of approximately 1,400sqm (15,000sqft) of local convenience floorspace and 13,900sqm (150,000sqft) of comparison floorspace. Retail uses will exclude department store and fashion/clothing to avoid direct competition with the City Centre;
- Other uses will include: dedicated click & collect facility; baby changing and toilet facilities; management suite; associated parking; on-site bus stop; full mobility access;
- Impact on the City Centre will be minimal as a result;
- City and Shire Retail Study identified the West of the City as being deficient in retail provision, especially as the City expands westwards;
- Large commercial areas need to have an appropriate mix of uses rather than having a singular use profile;
- Opportunity for significant linked trips with Prime Four and the new Aberdeen Football Club stadium;
- Location and proximity to AWPR, key cycle routes and Park & Ride, makes this site easily accessible and reduces the need to travel for much of the City and Shire population. Could also assist in the connection between P&R and new AFC football stadium;
- City has substantial employment land reserves so loss of the site would not impact on employment land supply;
- Significant positive economic impact for the West of the City.

2. THE SITE AND HISTORY

The Site

The site forms part of a large area of land allocated for employment use. Prime Four Business Park is being developed to the north and east but this particular area of land is more related to the frontage along the A944. To the south the site is generally flat but rises to the north. The 5-Mile Garage and Ardene House Veterinary Hospital (with consent for office use) sit to the south with existing accesses onto the A944.

Within the wider context, the site is located four miles to the west of Aberdeen City Centre, adjacent to the settlement of Kingswells. Its western boundary abuts the Aberdeen Western Peripheral Route (AWPR) route, due for completion in 2019, its southern boundary sits adjacent to the A944. The settlement of Kingswells is adjacent, to the east of Prime Four, however visual links to the site from the settlement are limited due to ground levels and extensive shelter belt tree planting to the east of the site. The Prime Four Business Park also restricts views from Kingswells and the C89 Kingswells bypass. Westhill is just under 2km to the west.



Location Plan

2. THE SITE AND HISTORY

The site already covered under Prime Four Framework (including Phase Four). It is approximately a fifteen minute journey north to Aberdeen Airport and ten minutes to Cults and the Deeside Valley to the south during off-peak times. These times are expected to be reduced post AWPR opening. Walking time from Kingswells to the site is approximately 5 – 25 minutes, depending on the location within Kingswells. Cycle time from Westhill and Hazlehead (Aberdeen City) is approximately 10- 15 minutes. This site extends to approx. 8.4Ha and is allocated within the Proposed Local Development Plan as opportunity site OP29 with OP63 forming part of the Prime Four allocation to the north.

The existing land use is predominantly agricultural. Currently three varied sized fields used primarily for pasture. A copse of trees contained within a drystone dyke boundary sits to the north of the central field. Woodland runs along the southern boundary of the site from the mid-point eastwards. A belt of mature trees runs along the northeast edge of the site.



Photograph of the site looking west to AWPR

3. PLANNING HISTORY

Planning History

The site has been promoted for a larger commercial scheme through a previous LDP bid and a planning application. Ultimately the application was withdrawn. In considering that application the Council identified three main concerns. These were:

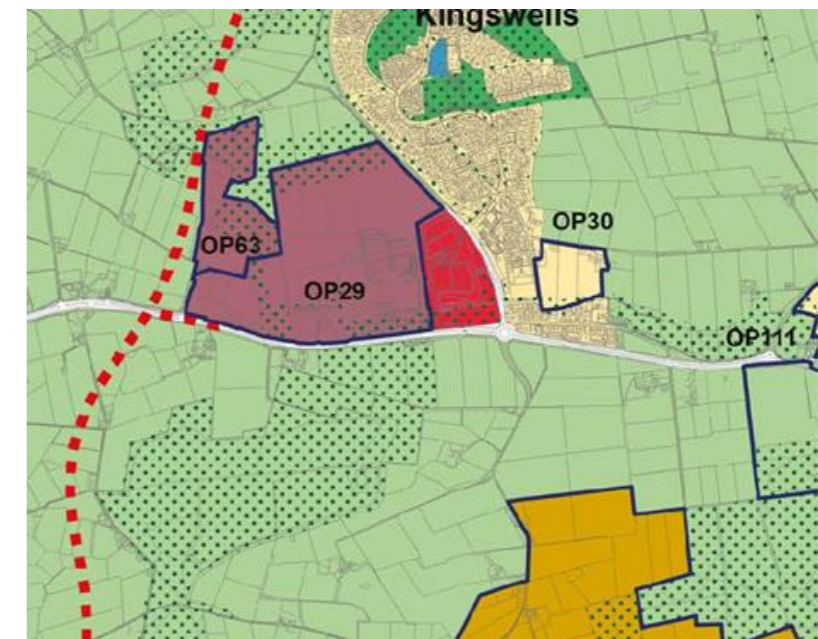
- Impact in the town centre;
- Loss of Business Space; and
- Roads issues

Items 1 and 2 above are specifically dealt with in this bid document. In summary the impact in the City Centre is considered to be minimal and the loss of employment land not an issue.

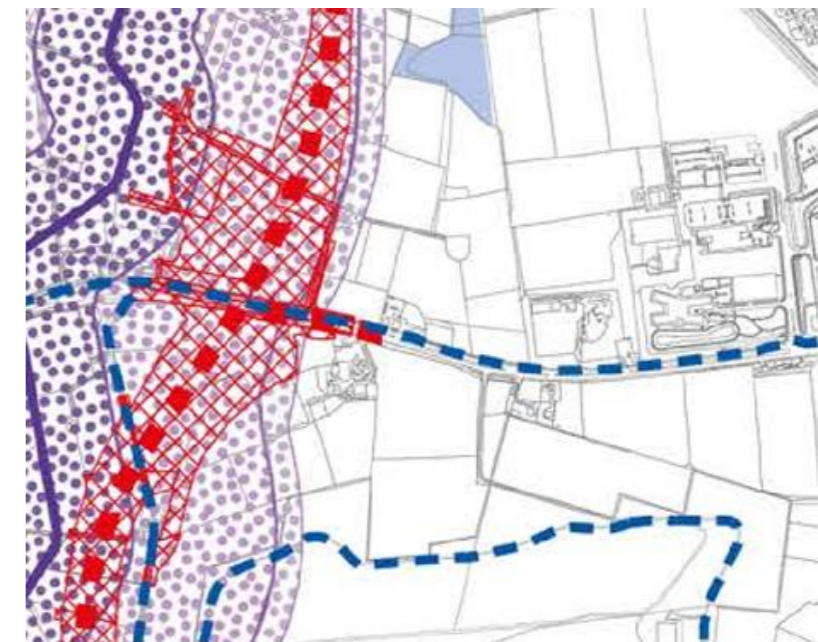
Significantly reducing the scale of the proposed development by approximately half and restricting the uses to those less commonly found on the high street is anticipated to reduce the impact on the City Centre to approximately 1.5% which is considered minimal and will not impact on its vitality or viability - see separate paper prepared by Zander Planning.

The site has also historically been protected for high amenity commercial uses. Presently the City has over three times their required employment land supply. 12.7Ha of additional high amenity commercial land is allocated at OP63 to the north of this site. More analysis of this issue is covered later in this bid but the site is not considered essential to maintain the Council's employment land supply. The office market has also changed considerably since these sites were last protected for that use.

Item 3 (roads) however was a surprise given pre-application discussions between the applicant's traffic consultants and the Council's roads officers had concluded that an access solution was acceptable in principle and that any mitigation works could be agreed as a condition on any consent. This smaller scale development would have significantly less impact on the road network and it remains that an access solution is entirely possible. This is especially so bearing in mind that the site is already allocated for business use with its associated traffic generation.



LDP 2017 Zoning



LDP 2017 Constraints Map

4. PLANNING POLICY

Local Development Plan 2017

The OP29 sites is already allocated for development and includes non-office related commercial uses (hotel, leisure, childcare and retail) albeit at a smaller scale than now proposed. Using existing allocated land for the type of development proposed is preferable to allocating additional greenfield land for development of the nature proposed.

Employment Land

The 2016/17 Employment Land Audit (ELA - prepared by Aberdeen City and Shire SDA) has identified that the supply of office space around Aberdeen is outstripping requirements by at least 300%. It states:

“This continued situation where the supply of office space in and around Aberdeen significantly exceeds demand contrasts with the situation before the fall in oil prices in 2014, when there was soaring demand from occupiers and a lack of stock. The oversupply of Grade A office space in particular can also be attributed to new developments committed to prior to the downturn in the oil and gas industry being delivered into a much weaker occupier market...”

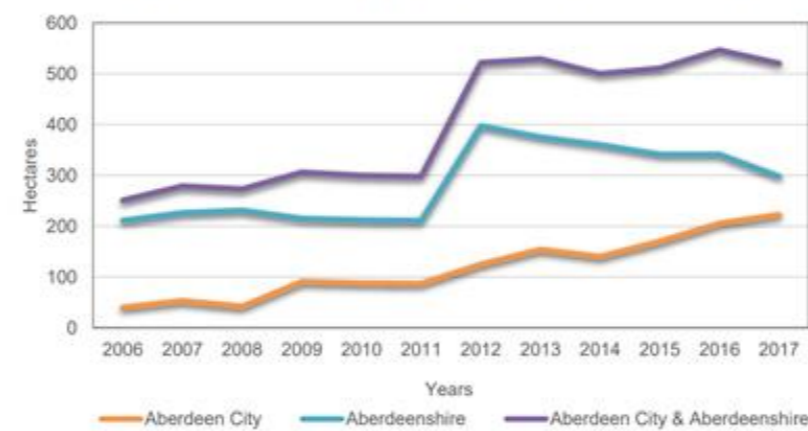
Figure 9 below shows both the increase in supply of office space and the fall in take up over the past three years as a result of the downturn in the oil industry. With such significant levels of good quality new and second hand office stock available in prime locations, there is likely to be an impact on the building of new office developments over the next few years and a slowdown in the take up of employment land for office use in and around Aberdeen.”

Figure 9: Aberdeen Office Supply and Take Up



Source: Ryden, 80th Property Review, pg9, April 2017

Figure 11: Trends in Marketable Employment Land in Aberdeen City and Shire 2006-2017



Employment Land (cont.)

Figure 11 of the ELA identifies an upward trend in the delivery of marketable employment land across the region. Prime Four is specifically mentioned the ELA as being the focus for new high quality business use in City for the last few years. However, it also recognises that circumstances are changing and the Council's policy of directing high quality office space to the City Centre is coming to fruition in the delivery of Liberty House, The Silver Fin, The Capital and Marischal Square. The absolute need for the level of land retention for high quality business use is therefore being affected by an oversupply and a reduced requirement.

4. PLANNING POLICY

APPENDIX 2: Employment Land Supply in Aberdeen City (all figures in hectares)

Location	Developer	Constraints	Serviced	Established	Constrained	Marketable	(of which) immediately available	Under Construction
Lochside/Newlands (Balmoral Business Pk)	Balmoral Group	None	Yes	2.2	0	2.2	2.2	0
Aberdeen Gateway	Halladale Muir	None	Yes	2.4	0	2.4	2.4	0
Peterseat	Forbes Development Ltd	None	Yes	8.6	0	8.6	8.6	0
Altens East & Doonies	Aberdeen City Council / Esson Properties	None	Part	8.2	0	8.2	8.2	0
Aberdeen Science & Energy Park	Scottish Enterprise	Class 4 Only	Yes	1.5	0	1.5	0	0
Aberdeen Innovation Park	Scottish Enterprise	Class 4 Only	Yes	3	0	3	0	0
Findlay Farm	Aberdeen Science Parks LP	Class 4 Only	No	16.4	0	16.4	0	0
The Core Berryhill/Cloverhill	Private		No	68.4	0	68.4	0	0
Airport Dyce Drive	Miller, Abstract, ABZ Development Ltd	Ownership & Infrastructure	Part	77.35	30.1	47.25	21.5	0
Dyce Drive 9 Dyce Avenue	Morley		Yes	1.1	0	1.1	1.1	0
Raiths, Dyce (Kirkton Drive)	Private		Yes	1.5	0	1.5	1.5	0
Wellheads West	Private	Noise & Height Restrictions	Yes	0.9	0	0.9	0.9	0
OP9 Grandhome	Grandhome Trust		No	5	5	0	0	0
OP18 Craibstone North & Walton Farm	Private		No	1.5	1.5	0	0	0
OP19 Rowett North	Private		No	34.5	0	34.5	0	12
Prime Four	Drum		Part	16.5	0	16.5	5.9	0
OP33 Greenferns	ACC		No	10	10	0	0	0
OP34 East Arnhall	Private		No	1	1	0	0	0
OP38 Countesswells	Countesswells Consortium		No	10	0	10	0	0
O48 Oldfold	CALA		No	5	5	0	0	0
OP59 Loirston	Private		No	11	11	0	0	0
Report Total				286.05	63.6	222.45	52.3	12

Employment Land (cont.)

The 2016/2017 Employment Land Audit (ELA) identifies land at Prime Four (16.5ha) as part of the “established” and “marketable” land supply. Given that the OP63 is in itself 12.7Ha we don’t believe that figure is correct. OP29 includes the following undeveloped sites, all presently allocated for high amenity employment use:

- Ardene House vet site (consent for HQ offices) - 3Ha
- This bid site – 8.5Ha
- Undeveloped plots in Phases 2 and 3 - approximately 6.5ha

OP63 and OP29, therefore, currently include a zoning for high amenity employment land in excess of 30Ha. This is some 14Ha greater than that identified in the 2016/17 ELA and greater than the overall requirement for the City and Shire. Removing the proposed site from that zoning would not therefore impact on the stated and accepted overall supply and would retain a healthy supply of high amenity employment land.

This particular section of the OP29 allocation, although it benefits from a development zoning and approved Framework document, does not yet have a specific planning consent for employment use.

4. PLANNING POLICY

“The targets for the supply of marketable employment land in both Aberdeen City and Aberdeenshire continue to be significantly exceeded and the overall employment land supply provision is generous.

Over 20ha of the total marketable land available is considered suitable for high quality business use and/or company headquarters.”

(Source: 2016/2-17 Employment Land Audit)

This site then represents less than 4% of the overall marketable supply and removing it from that supply would still retain well over 200 hectares of marketable employment land. That is equivalent of over 300% of the Strategic Development Plan requirement.

The site at Prime Four (OP29 and OP63) retains over 16Ha of land suitable for high amenity office space. Taken together with the oversupply of Grade A office space, other land suitable for such use in the City and Aberdeenshire’s supply (11.5ha of marketable land at Chapelton alone) suggests quite clearly that the City and Shire will maintain the minimum 20ha marketable land required for this high amenity use.

Retail Policy

The City Council retail policy promotes town and city centre first but planning policies do not rule out other locations where retail development may be appropriate. This proposal specifically targets retailers less likely to be attracted to or have an impact on the town centre. It also includes a smaller convenience store than previously suggested in order to meet local market requirements, service Kingswells and the 8,000 people expected to work at Prime Four once fully developed.

As a result the potential retail impact is considered to be limited, in the region of 1.5% (see attached retail overview by Zander Planning).

All retail planning policy recognises that there are circumstances where non-town centre retail proposals can be supported. The previous planning application had considered the sequential approach to retail provision and had come to the conclusion that there are no other sites in the City that that could accommodate the

proposed development. That was accepted through the application process by the Planning Authority. Indeed, without this type of development the City would be vulnerable to competition from retail sites outwith the City. The retail development at Blackdog is a good example of this type of development.

The proposed retail use also offers an opportunity to claw back a substantial amount of the identified and accepted retail expenditure leakage from the city region. Aberdeen needs to be able to compete with other retail locations in Scotland. The site is considered the optimal location for retail given:

- its co-location with major existing and future employment uses at Prime Four Business Park;
- its location adjacent to one of the few junctions on the AWPR; and
- its location at the centre of Aberdeen’s major strategic westward expansion.

From a sustainable travel perspective the site is on key bus routes, cycle routes and footpath networks and is close to existing and proposed housing as well as significant employment uses, the latter facilitating on-the-way-home shopping.

4. PLANNING POLICY

National Policy

When considering the proposal against National Policy, Scottish Planning Policy (SPP) requires that the economic benefit of proposals is given due weight, and also promotes sustainable economic development. A retail development in this location would support sustainable regional economic growth.

SPP, sitting strategically above development plans, seeks to encourage better places, successful and sustainable places, low carbon places, natural resilient places, more connected places and a presumption in favour of development that contributes to sustainable development. At the macro level, the proposed retail development could achieve all of these to a greater or lesser extent. This could be developed through the key land-use planning approach supported through SPP - 'Placemaking'. Placemaking requires a design-led approach with the right development in the right place and adopting the six qualities of a successful place:

- Distinctive;
- Safe and pleasant;
- Welcoming;
- Adaptable;
- Resource efficient; and
- Easy to move around and beyond.

The development in question here is being promoted by the same developers behind the neighbouring award-winning Prime Four Business Park. Its success is based on a design-led process and collaborative approach between the developer, Aberdeen City Council and others that has adopted the six principles set out above to create an outstanding business location. The same design-led collaborative approach could be adopted for the design of the proposed retail development, ensuring the quality of development expected for a development of this nature.

SPP also sets out how Development Plans should tackle retail issues and, specifically, locational aspects of retail development. It does not rule out new retail development in locations such as that proposed here but it does set out the ground rules should such a development be considered. It requires Development Plans **to identify a network of town centres, commercial centres** and adopt a sequential town centre first approach.



Changing Retail Landscape

This application seeks to complement the City Centre by offering a new retail destination. Modern shopping requires large format stores, which the recent planning application had proven there are no alternative suitable locations in the City Centre. There is clearly a need and demand for more retail floorspace, and we would suggest this is the optimal and obvious location for such a proposal. The need for additional retail floorspace has been outlined in the Council's shopping study.

The two aspects which gave objectors to the previous application most concern was the proposal to sell clothing/fashion and the overall scale of the development. The scale made the proposal regional in nature and whilst Drum continue to believe this is necessary for Aberdeen City to maintain its dominance in the North of Scotland and prevent further migration South, they have taken the decision to reduce the proposed scale. Furthermore, they are proposing to withdraw any reference to selling fashion and clothing.

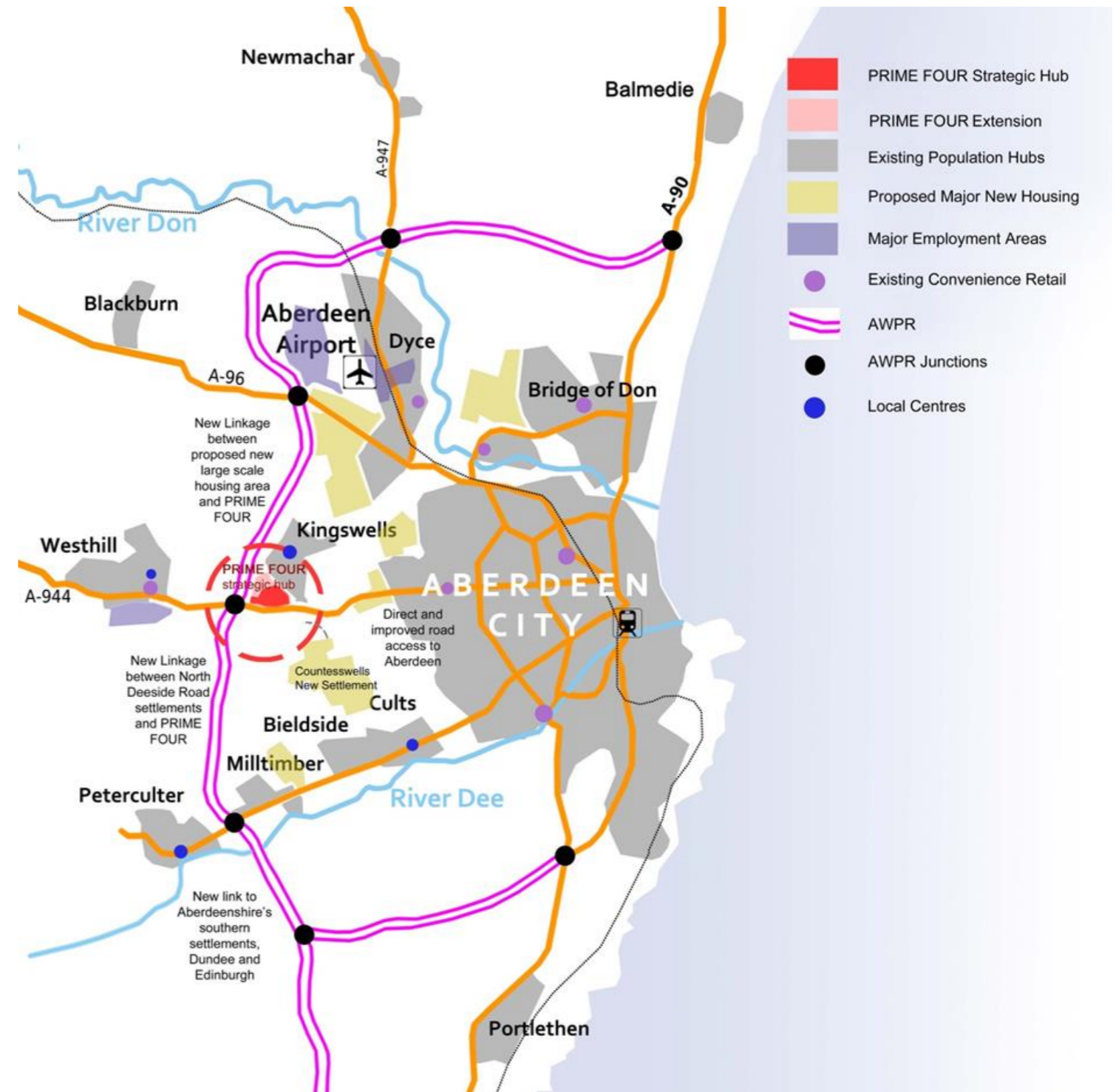
In their previous sequential test report they highlighted the limitations of the current stock of retail parks in Aberdeen. These limitations were also highlighted by ACC's own consultants Hargest Wallace in the 2013 Retail Capacity Study. This showed widespread limitations in the ability of the town's retail parks (Kittybrewster, Berryden, Beach Boulevard and Garthdee) to cater for demand through expansion. Aberdeen City urgently requires a modern retail park which will satisfy demand and provide updated customer facilities required by shoppers.

4. PLANNING POLICY

Retail patterns are changing dramatically and are multi-channel in nature. Some commentators state that Online shopping now accounts for 18% of all retail trade although most believe the figure to be around 15% with an anticipated annual growth of 10-12% over the next 5 years. Today's shopper requires the retail experience to be frictionless and to adapt to a faster pace of life. This move towards On Line retailing dictates that increasingly bricks and mortar, should provide showroom and click and collect facilities, as well as traditional retail formats.

In tandem with these traditional 'choose and pay' in store formats, new facilities must be lively and attractive places for the shopper to visit and for the community to enjoy. As reported by the Hargest Wallace's 2013 audit, the current stock of retail parks in the region fall short of these ambitions.

To cater for current trends in retailing and to provide space for current demand in the home ware sector Drum propose to create a Homeware Shopping Park at Prime West.



Strategic Location Plan

5. ACCESS AND CONNECTIONS

Locational Benefits

Being located at one of the few AWPR junctions provides clear benefits for the development in terms of accessibility. It also offers an opportunity for other communities to access retail more readily e.g. Cults, Bieldside, Milltimber, Peterculter and Countesswells reducing the need to travel as far.

Kingswells as a community is lacking in facilities. Prime Four Business Park has provided some of these (hotel, restaurant, leisure etc.) and this proposed retail use will provide others not readily available to the existing village.

Fairhurst, in their Transport Assessment carried out in respect of the larger retail application, concluded:

“... the Prime Four Phase 5 Retail proposal accords with transport planning policy and will integrate well with the settlements of Kingswells and Westhill and the existing and on-going phases of the Prime Four Business Park.”

9.4.2 The TA demonstrates that the Phase 5 development site is well served by all travel modes. Access by sustainable travel modes will be delivered through infrastructure proposals both within and outwith the site facilitating links to the external network.” ... and

“ ... that a proposed new A944 signal controlled junction providing access to Prime Four Phase 5 (Prime West) and permitting all movements can accommodate traffic from the proposed mixed-use retail park development on a standalone basis. In conjunction with the site development a package of improvement measures can also be undertaken on the surrounding road network which would enhance capacity and road safety for all road users.”



Aerial of Prime West and Surrounding Area

6. PROPOSED USES

Proposed Uses

The site is promoted on the following basis:

- As part of a new sustainable mixed-use commercial centre for West Aberdeen that includes Prime Four;
- As a retail proposal of approximately 1,400sqm (15,000sqft) of local convenience floorspace and 13,900sqm (150,000sqft) of comparison floorspace. Retail uses will exclude department store and fashion/clothing to avoid direct competition with the City Centre;
- Other uses will include: dedicated click & collect facility; baby changing and toilet facilities; management suite; associated parking; on-site bus stop; full mobility access;

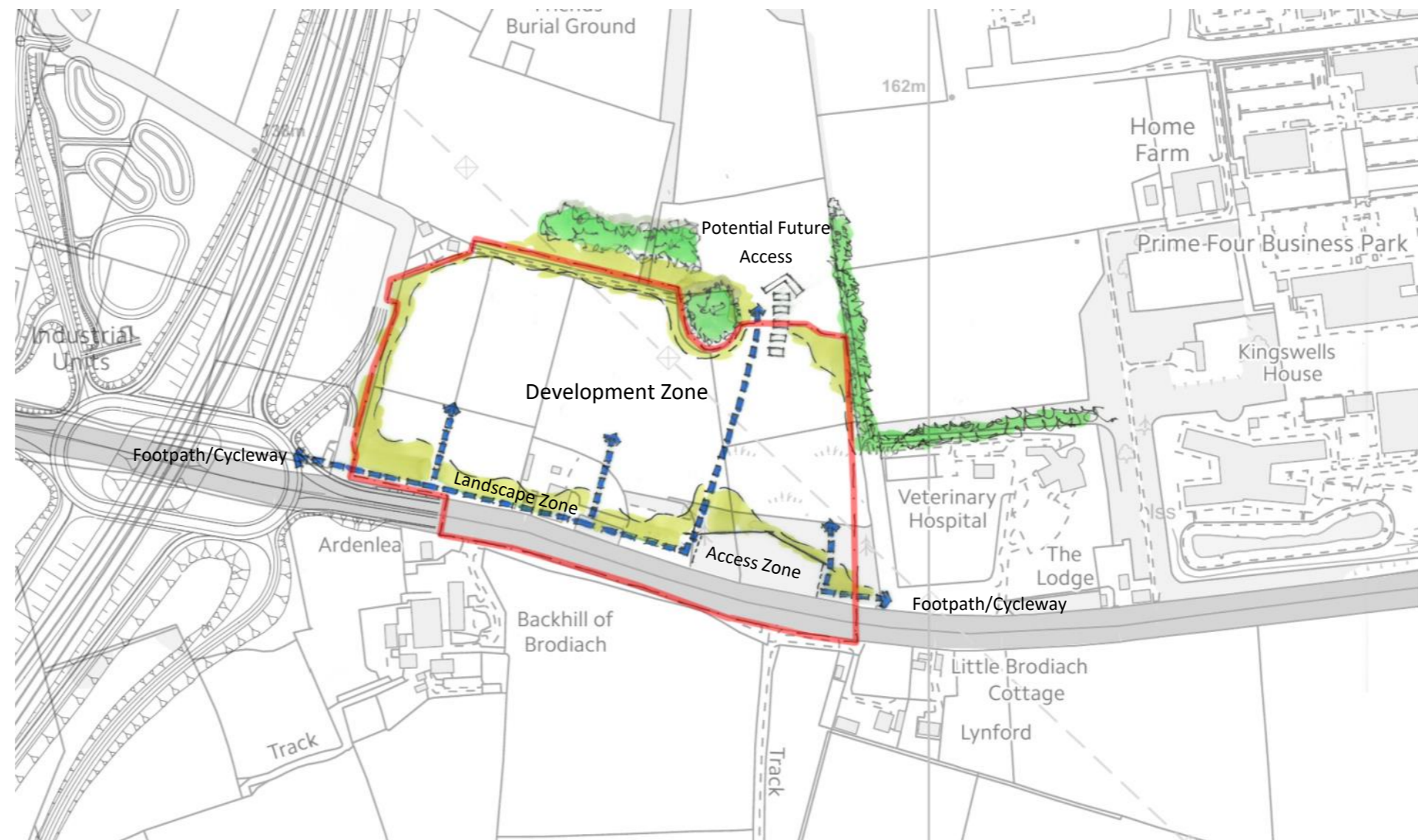
7. DESIGN CONCEPT

Proposed Uses

A design-led approach has been central to the success of Prime Four. For Prime West that same approach will be adopted. The Design Statement prepared to support the previous (larger) application explains how the development of this site can respect the requirements of the approved Framework whilst delivering a viable retail development.

A modern sustainable retail development reflecting rural buildings and roofscapes, high quality design and outside spaces with extensive landscaping to help with landscape fit and pedestrian/cycle connectivity east to west.

This site is covered by the OP40 development Framework. In 2011, Drum Property Group Ltd working with Aberdeen City Council produced the Development Framework to guide the development of Prime Four Business Park. Following the adoption of the Aberdeen Local Development Plan 2012, this Framework was adopted as supplementary guidance in January 2013.



Indicative Framework Plan



Prime Four
OP63

Bid Site

9. CONCLUSION

Prime Four Business Park has proven to be an unrivalled success in Aberdeen, providing a popular business location for energy related headquarter and training facilities. The quality of the environment, the approved 4-star hotel and spa, the versatile and lively focal point of the Fourcourt public square and the major new parkland sitting alongside it all create an atmosphere of quality and drive demand for others to be located there. Discussions with future occupiers are continuing and it is clear that the demand is not just from energy related businesses but from services and uses that help support the business use and make the whole business park successful as a place to work, visit and spend leisure time during, pre or post the working day.

Prime Four continues to encourage other uses to service the users of the business park and allow the park to operate on a wider timeframe than simply 9-5 on weekdays. The aim of this mix of uses is to establish a business location that provides a wide range of services and facilities locally, increases the sustainability of Prime Four and reduces the need to travel for its users. Of course this has a double benefit as it will also help serve Kingswells community and provide them with a much wider range of services that are unlikely to be provided locally except by Prime Four Business Park.

Single use developments, particularly at the scale of the OP29/OP63 allocations (50 plus hectares), don't provide the mix of uses that will make them truly sustainable. The consents and the Frameworks and Masterplans produced for Prime Four have allowed some movement away from business use in the existing consented phases but we believe that a change of zoning is required to allow the wider area to develop a more useful mix of uses.

Prime West, however, offers an opportunity to increase the mix of uses across the whole site. It already includes the petrol filling station, shop and storage uses and is now close to the AWPR A944 junction.

As a result it has excellent accessibility and with a new access onto the A944 can assist in creating better public transport accessibility across the wider area. New footpath and cycle path connections will link into those existing and provide a wide choice of transport modes to access the whole development.

Aberdeen is a polycentric city with clear urban districts and distinct communities. The growth that it is experiencing through the current Local Development Plan allocations require pragmatic and well thought through planning and masterplanning solutions. Each of the existing LDP growth locations is likely to include district centres where local facilities, shops and community facilities will be provided in easily accessible locations. The City Centre is the main retail centre for Aberdeen and the only Regional Centre. But it is not necessarily easily accessible for those living in the peripheral settlements around Aberdeen. With over 8,500 new homes allocated in a short corridor between Countesswells and Craibstone and only local centres serving existing communities, the west of Aberdeen is in need of a new district or sub-regional centre to service the City's growing population. Prime West is a clear opportunity to provide such a centre.

This location is a sustainable solution to providing new retail uses in the City and is located in an area already established for this use. Infrastructure is already being improved and a major new transport route (the AWPR) provides an easily accessible grade separated junction to facilitate ease of movement and accessibility.

This development brings a number of key benefits for the city:

- Allocated for development
- Key strategic location
- Excellent access by all modes of transport
- In an area of future growth, population and employment
- Retail uses help the city compete with other Scottish cities
- Provides Aberdeen with an enhanced and diversified retail offering
- Helps to retain shopping spend in the city
- Serves the local and wider area

The excellent accessibility and proximity to significant new housing allocations strongly suggests that the Prime Four site could act as more than simply a business park. It could be established as a commercial centre for the west of Aberdeen and even serve parts of Aberdeenshire.

To create that opportunity the zoning of the western section of OP29 allocation should be revisited to allow for a mix of uses including leisure, retail, service uses and food and drink as well as business use.

Prime West Aberdeen Retail Proposal

Context

Planning permission was sought for a retail development at Prime West in October 2016 for a mixed use development to include up to 30,000sq.m of retail floorspace together with food & drink uses (reference P161429/PPP).

The application was withdrawn before consideration at Full Council however the Committee Report was made public on 21 June 2017, which recommended refusal of the application.

The recommended reasons for refusal relates to conflict with the existing Specialist Employment allocation in the LDP and that the proposal would have a significant impact on Aberdeen City Centre contrary to Policy NC5. It was also considered that the proposal would have a significant impact on the delivery of mixed use centres at Countesswells and Newhills.

The purpose of this report is to review the retail aspects of the proposal and comment on options for this revised proposal.

Retail Baseline

The Council engaged an external adviser to assist in their consideration and assessment of the previous proposal on the site.

The external advice was provided by Hargest Planning and concluded that the proposed development given its scale (of regional scale), nature and type of use would have a significant adverse impact on the vitality and viability of Aberdeen City Centre. They also advised that the proposal could threaten proposals for new investment at Union Square and Bon Accord.

The Hargest Planning review estimated that a -9% impact on the City Centre was significant. This impact was derived mainly from a -12% impact on comparison goods and -1% on convenience goods.

Prime West Aberdeen Retail Proposal

The Hargest Planning Review put considerable weight on the downturn that Aberdeen had recently experienced at the time and in particular reference was made to Brexit and the price of Crude Oil going to \$44 a barrel. Hargest Planning argued that these recent events are likely to have an impact on the trading performance of the City Centre and therefore recommended that a more cautious approach be taken to population and expenditure growth.

Since then the price of Crude Oil has increased to \$60 which is a reasonable indication that matters may be improving in the oil sector, which could also mean that matters in Aberdeen either have improved or did not materialise as feared over the last year. Generally predictions are that this could increase to \$90 to \$100 next year.

For the purposes of this review, a full Retail Assessment has not been undertaken as it is considered that the Hargest Planning review provides sufficient information in which to base these general findings and recommendations.

The Hargest Planning review identified that the proposed convenience element would have a turnover of approximately £23m per annum. This was based on the fact that the scale of the proposal was suited to a medium sized foodstore operated by one of the big 4 (ASDA, Morrisons, TESCO, Sainsburys).

Reconsideration of the convenience floorspace would result in a significant reduction in the turnover of this aspect. Occupation of the floorspace by a discount retailer such as Aldi or Lidl would result in lower turnover as per below.

Convenience Floorspace	GFA	Net	Turnover ratio	Turnover £m	Difference
As previously proposed	2787	1672	£11500	£19.22	
Revised M&S proposal	1488	840	£11000	£9.2	£10m
Revised Aldi proposal	1580	990	£8500	£8.4	£11m
Revised Lidl proposal	1988	1126	£7000	£7.88	£12m

Prime West Aberdeen Retail Proposal

As noted in the above table, an alternative proposal that does not involve a medium sized foodstore attractive to the Big 4, results in a significant reduction in turnover of the proposed convenience element of the proposal.

Whilst the convenience element of the proposal did not play a significant part in the impact on Aberdeen City Centre, it did raise the objections to the scheme on the basis of impacting on the new retail centres to be created at Newhills and Counteswells. Both these urban expansion areas have provision for new supermarkets of around 4000sq.m gross. The previously proposal was seen to been in direct competition with those new stores. Reducing the convenience aspect of the proposal makes the convenience floorspace more localised and therefore not a threat to the establishment of new convenience stores at these new urban locations.

In terms of comparison retailing, the key aspects of the proposal was scale, the type of goods to be sold and the inclusion of a 80,000 sq.ft unit, assumed to be a department store.

In terms of the type of goods to be sold, the previous proposal indicated this would be predominately clothing and footwear. From a retail planning perspective, clothing and footwear occupiers are generally the key traders in town centres. As a consequence a reduction or limit on clothing and footwear goods will see a significant reduction in turnover and trade diversion from the City Centre. On top of that, the previous proposal included a department store. This is also viewed as a key component of a centre and not for out of centre locations. Removal of the department store proposal would assist to further remove concerns over impact on the City Centre.

This in terms of comparison turnover can be demonstrated in the table below.

Comparison Floorspace	GFA	net	Turnover ratio	Turnover £m	Difference
As previously proposed	27000	20500	£5800	£119	
Revised floorspace	13000	10000	£6000	£60	£59m
Revised no department store	13000	10000	£5800	£58	£61m
Revised limited clothing	13000	10000	£4500	£45	£74m
Revised no clothing	13935	11000	£2500	£27.5	£91.5m

Prime West Aberdeen Retail Proposal

As noted above, a reduction in the floorspace by 50% in simple terms cuts the turnover by a half. Whilst there is very little difference between the reduced floorspace with and without a department store, the former will have a higher impact on the City Centre due to the nature of the floorspace proposed. Restricting or completely removing clothing and footwear goods has the largest impact on reducing the turnover of the proposed development and ultimately the impact on the City Centre.

In retail impact terms, all the above options will reduce the impact of the proposal on the City Centre but it is the significance of any impact that is critical.

Comparison	City Centre Turnover	Trade Diversion	Residual Turnover	Impact	Difference
As previously proposed	£996.59m	£88.93m	£907.66m	-10%	
Revised Floorspace	£996.59m	£45m	£951.59	-4.5%	5.5%
Revised no department store	£996.59m	£37m	£959.59	-3.7%	6.3%
Revised limited clothing	£996.59m	£32m	£964.59	-3.2%	6.8%
Revised no clothing	£996.59m	£15m	£981.59	-1.5%	8.5%

The above table simply illustrates the differences of the retail impact on the City Centre when applying the different options. Clearly the reduced option with no clothing has the least impact on the City Centre.

From the above removing the department store from the proposals will reduce the impacts on the City Centre. This coupled with a reduction in any clothing and footwear retailing would bring the impacts down to an acceptable level.

In general a centre with an average vitality and viability would expect to be able to cope with impacts of around 10-12%. Hargest Planning advised that -9% would be significant but that was influenced by the nature of the proposal (ie the scale and department store/clothing biased). It also was influenced by potential cumulative impacts not estimated and the 'risk' to the centre as a result of the downturn in the oil industry.

Prime West Aberdeen Retail Proposal

That said, the City Centre could not be viewed as a poor centre but a centre of below average vitality and viability should be able to cope with impacts of around -7%. We would suggest the City Centre has a better vitality and viability than this.

Conclusion

For this reason, we consider a retail proposal that involves around 1394sq.m (15,000sq.ft) of convenience floorspace and 13935sq.m (150,000sq.ft) of comparison retail floorspace that excludes a department store and fashion/clothing, would not have an unacceptable impact on the City Centre and could be accommodated having regard to the availability of expenditure.