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# NORTH AYRSHIRE COUNCIL

24 April 2024

## Planning Committee

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**Title:** Great Harbour Masterplan, Irvine

**Purpose:** To seek approval of a masterplan for the Great Harbour area in Irvine.

**Recommendation:** It is recommended that Planning Committee approves the Great Harbour Masterplan (Appendix 1). The approved Masterplan will inform and be a material consideration in the determination of future planning applications for the area; the preparation of the Council's third Local Development Plan, and in setting out the wider development aspirations for the area.

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### 1. Executive Summary

- 1.1 The Great Harbour programme is a key project for the Ayrshire Growth Deal in terms of its Tourism Programme, with planned investment of £14m, subject to business case approval. The Programme aims to stimulate further commercial and other investment in the area through Ayrshire Growth Deal investment in facilities within the harbourside area, to promote Irvine Harbourside as a regionally significant destination that will benefit local communities and businesses.
- 1.2 Irvine Harbourside is identified as a Strategic Development Area within the Local Development Plan (LDP 2), supporting the development of a Maritime Mile along the waterfront by maximising the area's best place assets, including heritage, location and environment, in order to attract investment to the area and creating an improved connection with the marine environment. The LDP supports its Strategic Development Areas being underpinned by masterplanning, to provide further detail on the programme of interventions within the area and how those contribute to placemaking.
- 1.3 A draft Great Harbour Masterplan was prepared for public consultation in February 2023, as a framework for future development at Irvine Harbourside. Extensive public consultation has subsequently taken place during March and April 2023, with overall wide support for the proposals. A final draft Great Harbour Masterplan (Appendix 1) has been produced following consultation, with some changes to the proposals to reflect consultation feedback.
- 1.4 Cabinet, at its meeting of 5 December 2023 approved the Great Harbour Masterplan for onward referral to Planning Committee for consideration. The Masterplan sets a framework to guide future investment and define the quality and character of future changes to the area, providing increased confidence in the programme of development taking place through the Ayrshire Growth Deal and

beyond.

## **2. Background**

2.1 The Great Harbour Masterplan refines the strategic vision set out in the Ayrshire Growth Deal (AGD) Outline Business Case (OBC) for the project, as approved by Scottish Government in June 2021, to support the socio-economic regeneration of the area whilst securing its sustainable growth. Investment of £14M, comprising £9M from Scottish Government and £5M from North Ayrshire Council, will support place-making and destination development, based on the utilisation of the area's best assets and community wealth building and will drive growth through investment and collaboration with key partners.

2.2 The Masterplan will guide delivery and future investment in the following key areas:

- Developing the waterfront as place-based destination - The Maritime Mile – creating an appealing waterfront destination incorporating three new activity hubs (Coastal Hub, Marine & Creative Arts Hub and Maritime Heritage Hub), addressing heritage, water sport and play and strengthening the link between the town and coast.
- Supporting the regeneration of vacant and derelict land and enabling partners, such as the Scottish Maritime Museum to create facilities that will provide further investment in the area and strengthen local neighbourhoods and 20 minute neighbourhood planning by building on the qualities of the place. This also includes the option for housing development on the site of the former Magnum at Portland Roundabout/Beach Drive.
- Promoting new leisure related visitor facilities and developments encouraging new investment in hospitality, leisure and event activity, including enhancing the qualities of the existing Conservation Area and investment in existing buildings and site assets such as the Harbour Masters Office, the Beach Pavilion at Harbour Point and the option for leisure development at the former site of the Magnum at Portland Roundabout/Beach Drive.
- Supporting the capacity of the area to host major and community-led events at the Beach Park and at surrounding smaller event spaces, to facilitate local and national events and build on the success of previous events, including local community events and activities.

2.3 The Masterplan consultation process helped to build a consensus on the way forward to allow the Council, community and wider partners to work together to direct investment, secure additional funding and secure regeneration across the area. Details of the feedback are included in the Consultation Report as part of the Masterplan and are covered in Section 5 of this report.

2.4 The vision for Great Harbour is an attractive place to live and work, but also a vibrant visitor destination, celebrating local built and natural heritage with improved access to enhanced blue and green spaces and safe public access throughout. The main elements and phases of improvements proposed by the Masterplan are summarised below and are detailed in the Masterplan document at Appendix 1.

### Coastal Hub (Phase 1)

2.5 The Coastal Hub aims to create a new major play facility for varied ages and abilities and to define and provide infrastructure for an events space, all within the existing Beach Park. Longer term proposals for this area include the re-use and enhancement of the Pilot House and the re-development of the Beach Pavilion as a commercial café/restaurant and community hub. The play facility is currently being designed and it's estimated that construction will begin on site in autumn 2024 with the aim of being ready for summer 2025. Immediately adjacent to the Coastal Hub a large parking area provides significant parking for the area. Following consultation on the initial draft Masterplan, which indicated that part of the parking area could offer potential as a development opportunity site (subject to replacement parking), this component of the draft Masterplan has been removed in the final draft and represents the only major change to the proposals. This reflects feedback from the consultation, which did not offer clear support to development at this location.

#### Marine & Arts Hub and Public Realm (Phase 2)

2.6 The Marine & Arts Hub will see the creation of enhanced public realm within the central Harbourside area adjacent to the Harbour Arts Centre, Marina View Hotel, Watersports Club, Ship Inn, Courtyard Studios and GRO. This will include a new waterfront space to support outdoor events and to provide better access to marine activities, through upgrading the existing infrastructure. The former Harbour Master's Office (HMO) offers the potential to accommodate new business or social enterprise, focussed on either enhancing the local food and drink or crafts offers. Land to the rear of the building will accommodate additional and some re-located car parking from the Harbourside. It is anticipated this phase will be on site in early 2026.

#### Maritime Heritage Hub (Phase 3)

2.7 The Maritime Heritage Hub will aim to create expanded facilities for the Scottish Maritime Museum with a broadening of its offer through an extension to the Puffer's Cafe building that will host a new gallery for the Museum's maritime paintings, exhibition and education space, and additional outdoor event space to the front of the building adjacent to Harbour Street. It is anticipated this phase will be on site in mid-2027.

2.8 The final proposals take into account local priorities as shaped through the public consultations, but also consider, through cross service consultations, the future maintenance burden and associated revenue implications. The proposals have also been considered against deliverability in the current economic climate, legal restrictions including ownership, required consenting and statutory planning processes.

2.9 The Great Harbour Masterplan supports the LDP and national policy, preserving, enhancing and building upon the best place assets, and identifying and strengthening opportunities for the future sustainable growth of the area and the community. The Masterplan constitutes a gateway to further development of the proposals to secure AGD funding drawdown, by identifying a number of economic outcomes and community benefits.

#### Planning Assessment

2.10 Strategic Policy 3 of the adopted Local Development Plan (LDP2) identifies Irvine Harbourside as Strategic Development Area 4. It covers a wider area than the Great Harbour Masterplan which is focused on the Beach Park as a Strategic Tourism

Asset, the residential area of the Harbourside and the approach to the town centre. The Strategic Development Areas policy sets out the key factors to be considered in developing these major areas of change. LDP2 supports 'the development of a Maritime Mile at Irvine Harbourside by making best use of the Harbourside's unique location, heritage and environment to create new opportunities for local people and attract new investment into the area.

- 2.11 A range of uses and proposals are supported at Irvine Harbourside through the policy. This includes new affordable and market rate housing residential development, commercial leisure facilities, improved physical and digital links between the town centre and harbourside, the productive use of vacant land for development opportunities, and proposals that are appropriate for the character of the area, in terms of its edge of town centre location.
- 2.12 It is considered that the proposed Great Harbour Masterplan is in accordance with the principles of the Strategic Development Area policy for Irvine Harbourside in terms of:
- the proposed uses, which include sites identified for housing and commercial leisure opportunities, heritage and environmental improvements and improvements to vacant and derelict land; and
  - the layout, which includes proposals to improve the public realm connections and public spaces between Irvine Railway Station and Irvine Beach Park and to deliver major play facilities and create opportunities for future events at the Beach Park area.
- 2.13 Detailed proposals for Irvine Harbourside as part of the Great Harbour Masterplan will be required to demonstrate that there will not be any adverse impact on the environmental quality of North Ayrshire. The detailed proposals would be assessed against the policies of the LDP and the National Planning Framework in any future planning applications.
- 2.14 National Planning Framework 4 (NPF4) was adopted by Scottish Ministers in February 2023, at which time it became part of the development plan for North Ayrshire. NPF4 establishes a spatial strategy that supports the planning and delivery of sustainable, liveable and productive places that reduce carbon emissions, restore and better connect biodiversity; enable better, healthier lives; and a greener, fairer and more inclusive wellbeing economy. It is assessed that the proposed Great Harbour Masterplan aligns with and will help deliver these aspirations.

### **3. Proposals**

- 3.1 It is proposed that Planning Committee approves the Great Harbour Masterplan (Appendix 1). The approved Masterplan will inform and be a material consideration in the determination of future planning applications for the area; the preparation of the Council's third Local Development Plan, and in setting out the wider development aspirations for the area.

### **4. Implications/Socio-economic Duty**

#### **Financial**

- 4.1 The program of phased delivery and associated Full Business Cases will determine the draw down of the £9m capital funds from Government and expenditure of the £5m Council contribution for the Great Harbour project. Any additional revenue implications of the overall Great Harbour programme and their timings will be considered as each project is developed. Any implications will be factored into the appropriate year's Revenue Budget process and Medium-Term Financial Plan Update and on completion projects will be subject to a year's maintenance liability by contactors. This will include maintenance requirements which were identified as a priority during the consultation process. The potential for revenue generation opportunities will be investigated through the project.

### **Human Resources**

- 4.2 The main projects set out within the Great Harbour Masterplan and funded by the Ayrshire Growth Deal and North Ayrshire Council, will be delivered by the Growth and Investment Team with support from other NAC teams.

### **Legal**

- 4.3 If approved, the Great Harbour Masterplan will become a material consideration in the assessment of future planning applications. Prior to the implementation of projects set out within the Masterplan, further consideration is required in relation to property ownership, title burdens and statutory consents. Additional work is being progressed to establish options and processes for addressing areas of concern. Protective Services have advised that The Terrorism (Protection of Premises) Bill, also known as Martyn's Law, is pending UK wide legislation. This will place a requirement on those responsible for certain publicly accessible locations to consider the threat from terrorism and implement appropriate and proportionate mitigation measures. As both the legislation progresses, and the project designs are further developed, consideration will be given to ensuring that the plans, where possible, will help to contribute towards compliance with the new requirements.

### **Equality/Socio-economic**

- 4.4 The Great Harbour Masterplan considers social and economic sustainability. As a regeneration and placemaking project, Great Harbour aims to tackle inequalities derived from the area's high levels of multiple deprivation, through enhancement, improved connections and safe public access to the harbourside, the beach, green spaces, local heritage and new attractions, for the enjoyment of the local community and visitors. Economic opportunities will also derive from the Masterplan.

### **Climate Change and Carbon**

- 4.5 The Great Harbour Masterplan recognises the impact of climate change and considers national and local strategies and actions on environmental sustainability and carbon emissions in line with the Climate Change Act 2019, Scotland's net zero targets and the Sustainable North Ayrshire Strategy. In particular, the Masterplan addresses the following requirements:

- the project has been developed based on the Place Standard and 20 Minute Neighbourhood principles with considerations for its whole-life carbon emissions. It promotes the implementation of the PAS 2080: Carbon Management in Infrastructure for infrastructure projects and RICS Whole Life-Cycle Carbon

Professional Statement for building projects;

- as a follow up a Preliminary Ecological Appraisal has been undertaken for the project area and provides detailed recommendations for further design and civils works relating to the individual projects and phases of proposed works; and
- a Preliminary Flood Risk Assessment has been undertaken for the project's main development areas and provides a range of recommendations for further design and civils works relating to the individual projects. These findings will be assessed further on a project-by-project basis and will reflect the new NPF4 requirements.

## **Key Priorities**

4.6 The Great Harbour Masterplan reflects the Council priorities contained in the Council Plan of wellbeing, communities and local democracy, climate change and a sustainable Council. In addition to the Council Plan and LDP2, the Masterplan supports several other Council plans and strategies, including the:

- Vacant and Derelict Land Strategy
- Community Wealth Building Strategy
- Electric Vehicle Strategy
- Sustainable North Ayrshire Strategy
- Flood Risk Management Plan
- Open Space Strategy
- Local Transport and Active Travel Strategy
- Local Biodiversity Action Plan.

## **Community Wealth Building**

4.7 The Great Harbour Masterplan considers social and economic sustainability through the Community Wealth Building Strategy. In terms of empowering local communities, comprehensive engagement took place with special interest groups such as local heritage and history and outdoor and water activity groups. This has proven very successful and other partnerships will be explored in the future, such as natural heritage and the events sectors. In addition, early engagement was undertaken with several local manufacturers, who may be in a position to deliver some elements of the proposed improvements, particularly around the public realm works. This will be explored further during civils works tenders.

## **5. Consultation**

5.1 The Masterplan proposals are closely aligned with the Local Development Plan and National Planning Framework (NPF4) and build upon community engagement progressed during the Irvine Vision (2016) and the Irvine Harbourside Study (2017). Initial public consultation on the Great Harbour proposals took place over February and March 2022 and the feedback was then incorporated into the Masterplan proposals. The table below summarises the top priorities that emerged from the consultation in 2022 and how these were considered in the development of the Masterplan.

Previous consultations. You said and we have listened and responded.

## Great Harbour Masterplan

### Previous Consultation Feedback Responses

No.	Issue	You Said...	We did....Recognised in the Masterplan	Status
1.	Prioritising the Beach Park	<ul style="list-style-type: none"> <li>Beach Park needs upgrading.</li> <li>Local needs to be prioritised.</li> <li>Play space required.</li> </ul>	<ul style="list-style-type: none"> <li>Coastal Hub &amp; Play Park to delivered in Phase 1</li> <li>Events Space in Phase 1.</li> </ul>	
2.	Traffic & Transport	<ul style="list-style-type: none"> <li>Reduce traffic on residential streets.</li> <li>Need to retain public parking.</li> <li>Reduce traffic speed and improve safety.</li> </ul>	<ul style="list-style-type: none"> <li>Traffic encouraged to use Beach Drive to access coast.</li> <li>Look to incorporate 'quiet streets' &amp; designed in calming.</li> <li>Level of parking unchanged in Masterplan.</li> <li>Traffic calming integrated into road design.</li> </ul>	
3.	Safe Movement	<ul style="list-style-type: none"> <li>Make pavements &amp; road crossings safe.</li> <li>Provide tactiles and improved mobility.</li> </ul>	<ul style="list-style-type: none"> <li>Delete roundabout to improve active travel.</li> <li>Traffic calm and upgrade pavements.</li> </ul>	
4.	Car Parking	<ul style="list-style-type: none"> <li>Areas needs parking for events.</li> <li>Local parking important.</li> </ul>	<ul style="list-style-type: none"> <li>Retain existing parking numbers.</li> <li>Ensure new development meets parking need.</li> </ul>	
5.	Public Transport	<ul style="list-style-type: none"> <li>Better public transport.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage bus operators to provide services.</li> <li>More demand created by new housing and waterfront attractions.</li> </ul>	
6.	Events	<ul style="list-style-type: none"> <li>Success of Making Waves.</li> <li>Need small/large spaces.</li> </ul>	<ul style="list-style-type: none"> <li>Deliver new Event Arena in Phase 1.</li> <li>Create small event spaces on Maritime Mile.</li> </ul>	
7.	Water Access & Marine Activity	<ul style="list-style-type: none"> <li>Important local user group.</li> <li>Better access to water facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Supports more water use / activity.</li> <li>Supports upgrading around slipway.</li> </ul>	
8.	Community Use	<ul style="list-style-type: none"> <li>Local uses key to place quality.</li> <li>Proposals to meet local needs.</li> </ul>	<ul style="list-style-type: none"> <li>Investment seeks to support residents.</li> <li>Make Harbourside a more attractive place to live.</li> </ul>	
9.	Waterfront Walkway	<ul style="list-style-type: none"> <li>Important link Town to Coast.</li> <li>Needs investment.</li> </ul>	<ul style="list-style-type: none"> <li>Major feature of the Masterplan.</li> <li>Maritime Mile focus on the Waterfront.</li> </ul>	
10.	Public Toilets	<ul style="list-style-type: none"> <li>Retaining public toilets at the beach.</li> <li>Community safety &amp; facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Proposal for new upgraded facilities.</li> <li>New Beach Hub incorporating café / restaurant.</li> </ul>	

Your Comment Addressed ■

Your Comment Partially Addressed ■

Your Comment Yet to be Addressed ■

5.2 Further public consultation on the Masterplan took place in March and April 2023. Similarly to the first phase of consultation, it followed a strategy based on the best practice process developed by NAC's Communities Team and also incorporated 'lessons learnt' from the previous phase. A Stakeholder Reference Group (SRG) supported the shaping of the consultation methodology and verification of the consultation information material. The material and a survey were available online for the duration of the consultation and several drop-in events, walkarounds and direct presentations to stakeholder groups were also provided. The material was also displayed at Irvine Library and on the fencing opposite the Harbour Arts Centre with a QR code for direct access to the survey and paper survey forms made available at specific locations. The feedback has been incorporated into the masterplan proposals and the consultation report is appended to the Masterplan at Appendix 1.

5.3 The majority of responses were supportive of all of the various proposals, recognising the opportunity for the regeneration of the Harbourside. There was overall support for improvements to the public realm and access along the Harbourside and for the proposed activity hubs. There was also overall support for the development of the Portland Road site, whilst there was a mix of views as to whether the Waterfront site should be developed for residential. Feedback suggested that there needs to be a clearer definition between what is being delivered through Ayrshire Growth Deal funding and what aspects will require other sources of funding. There was also a level of scepticism that all of the projects could be delivered. The main concerns focused on:

- sufficient provision of public amenities, including toilets, along the Harbourside;
- adequate traffic management recognising access needs of vehicles towing watercrafts and improving perceived safety for non-vehicle users;

- adequate maintenance;
  - adequate waste management and introducing recycling; and
  - protection of place assets, including heritage and cultural assets.
- 5.4 In addition, the Council has received representation from NPL as landowner at Ardeer, concerned that Ardeer has not been included within the overall Masterplan and regarding the development of the waterfront housing site, which has now been removed from the proposals.
- 5.5 The Masterplan was also the subject of internal consultations with a range of Council services throughout its development, including Roads, Flooding, Streetscene, Waste, Planning, Regeneration, Tourism & Marine Tourism, Housing, Connected Communities, Property Management & Investment and Biodiversity.
- 5.6 The development and delivery of the various phases of the Masterplan is ongoing and will involve further community and stakeholder engagement.

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## **Background Papers**

Appendix 1 - Great Harbour Masterplan





# Great Harbour Masterplan

Developing the Quality of Place within Irvine Harbourside

September 2023



North Ayrshire Council  
Comhairle Siorrachd Air a Tuath



Maritime Heritage HUB

Maritime Mile Waterfront

Maritime Mile Waterfront

Marine & Creative Arts HUB

Portland - Beach Drive Housing

Coastal HUB & Beach Park

Beach Park Event Space / Arena

Community Hub & Restaurant

Beach Park

Coast

# Executive Summary

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Irvine Harbourside and the Beach Park and coast are Irvine’s greatest asset. The Ayrshire Growth Deal (AGD) recognised the strength of the asset and its potential to support area transformation, Community Wealth Building, and drive growth and regeneration through investment and collaboration with key partners.

The Growth Deal outlined a project with the working title - The Great Harbour – that identified investment in the Irvine Harbourside that supported place-making and development of the destination. The developed proposals are closely aligned with the Local Development Plan and the National Planning Framework (NPF4) and have been advanced through public engagement during March-April 2023 together with earlier engagement on the Coastal Hub (2022) and consultation on the Irvine Vision and the Irvine Harbourside Place-Making Study (2017).

This masterplan refines the vision and establishes a masterplan framework to support further local community and stakeholder engagement. Following consultation and engagement, it will be adopted as Planning Guidance setting a masterplan framework to guide future investment and define the quality and character of the varied development elements to be advanced under the Growth Deal (Maritime Mile and Activity Hubs) or through future housing and leisure developments advanced in accordance with the Local Development Plan.

Development elements include:

- Developing the **waterfront as place-based destination** - The Maritime Mile – creating an appealing waterfront destination incorporating three new activity hubs addressing heritage, watersport and play and strengthening the link between the town and coast. Funded through the Ayrshire Growth Deal.
- Developing the **events arena** along with smaller event spaces to facilitate local and national events and build on the success of both the Making Waves Festival and smaller local community events and activities. Funded through the Ayrshire Growth Deal.
- Building **new homes and associated community facilities** on brownfield sites, strengthen local neighbourhoods and 20 Minute Neighbourhood planning and build on the qualities of place. Advanced by development partners.
- Promoting **new leisure and related visitor facilities** (gallery /arts /café / restaurant/retail) encouraging new investment in hospitality, leisure and event activity including enhancing the qualities of the Conservation Area and investment in existing buildings and site assets. Advanced by development partners.

Engagement on the masterplan highlighted clear support for the place-making and public realm elements and the enhancement of facilities within the various Maritime Mile activity hubs, and also the future development options of either leisure or new housing development to the Portland-Beach Drive site

Engagement has helped to identify key local priorities with a clear consensus emerging on the way forward that supports this updated and amended masterplan and will enable North Ayrshire Council (NAC/Council), community and wider partners to work together to bring forward investment, identify new and additional funding and promote the regeneration of the Harbourside.



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North Ayrshire Council Supplementary Guidance  
prepared by  
Ironside Farrar Ltd August 2023  
amended by  
North Ayrshire Council September 2023



1.0

Great Harbour

# 1.1 Developing the Destination

Great places provide strong and appealing locations for people to live, work, play as well as to visit. Irvine Harbourside, in addition to its neighbourhood function, is also an attractive waterfront and coastal destination for local day visitors and tourists. Destinations are increasingly recognised as having a major role in supporting local economies and can have an important role in building successful places and supporting Community Wealth Building.

Distinctive, high-quality destinations have the capacity to attract additional footfall, drive new investment, support and sustain existing businesses and jobs, empower communities and support regeneration with positive local benefits over the long term. Destinations that offer sustainable and inclusive growth provide for stronger retained local income, create jobs, sustain local businesses and generate higher levels of local benefits.

The Ayrshire Growth Deal approved the Great Harbour as a major regeneration programme for the Irvine Waterfront. The programme seeks to unlock funding to deliver important public goals, including protecting and enhancing the quality of the Harbourside, strengthening neighbourhoods and investing in heritage and waterfront public realm as the catalyst for wider area regeneration.

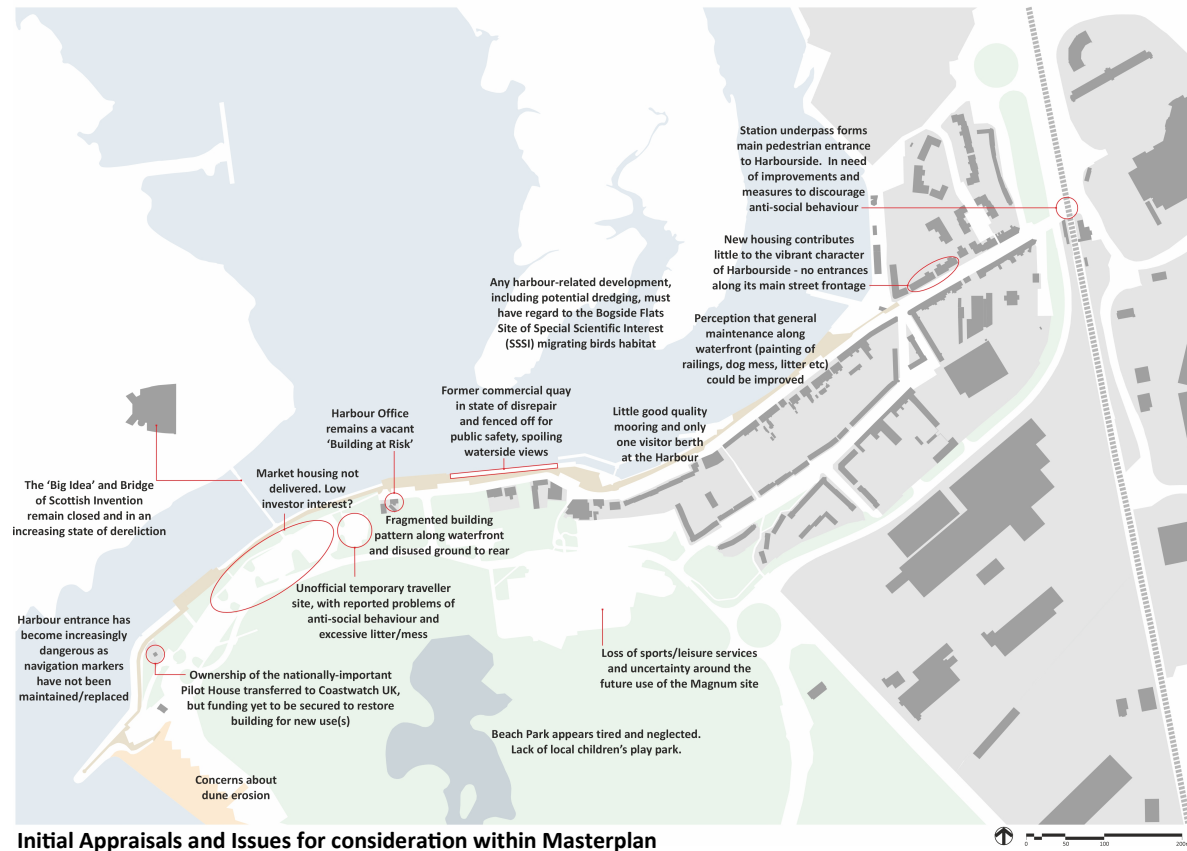
The masterplan objectives are simple. The masterplan looks to enhance Harbourside as a place to live, work, play and visit by investing in facilities that will support local communities and regenerate the area. We will strengthen safe public access, enhance the Beach Park, local biodiversity and greenspace, develop a series of heritage and waterfront attractions, provide new homes within a well-connected 20 Minute Neighbourhood, improve access to the water and support local groups involvement in celebrating a high-quality waterfront, meeting the needs of both residents and visitors.



Developing the concept of 'The Great Harbour' adds a destination element to place-making that looks to raise quality and provide positive memorable experiences based on core visitor attractions (Scottish Maritime Museum / Harbour Arts Centre /Waterfront), distinctive hospitality offers (café/ restaurant), events and supporting visitor facilities (car parking /toilets/ path networks). The visitor infrastructure should be complementary to local neighbourhood enhancements with both elements building compelling reasons to visit and return.

The masterplan goal is to make Harbourside a more attractive and liveable place supporting area-wide regeneration and helping to deliver economic, social and environmental sustainability. The Maritime Mile project will enhance the waterfront setting, creating a continuous and attractive public realm connecting the Town Centre to the Beach. This maritime walkway from the station to the Coast is a mile in length and provides access to a range of facilities and numerous points of maritime interest and heritage. Strengthening local neighbourhoods with new housing on brownfield land helps to meet local housing demand in a highly sustainable location whilst also increasing local demand for goods and services. Promoting active travel and safe movement helps reduce car dependency and supports the transition towards Net Zero and a strong 20 Minute Neighbourhood.

The proposals for the waterfront are based on quality place-making and the six qualities of successful place-making (National Policy - NPF4) and will require significant investment. Importantly investment needs to deliver economic regeneration outcomes (jobs /homes /business growth / community growth) alongside the place enhancement with new facilities (Play Park / SMM@Gt Harbour / Maritime Mile/ Event Arena) driving additional footfall and place appeal.





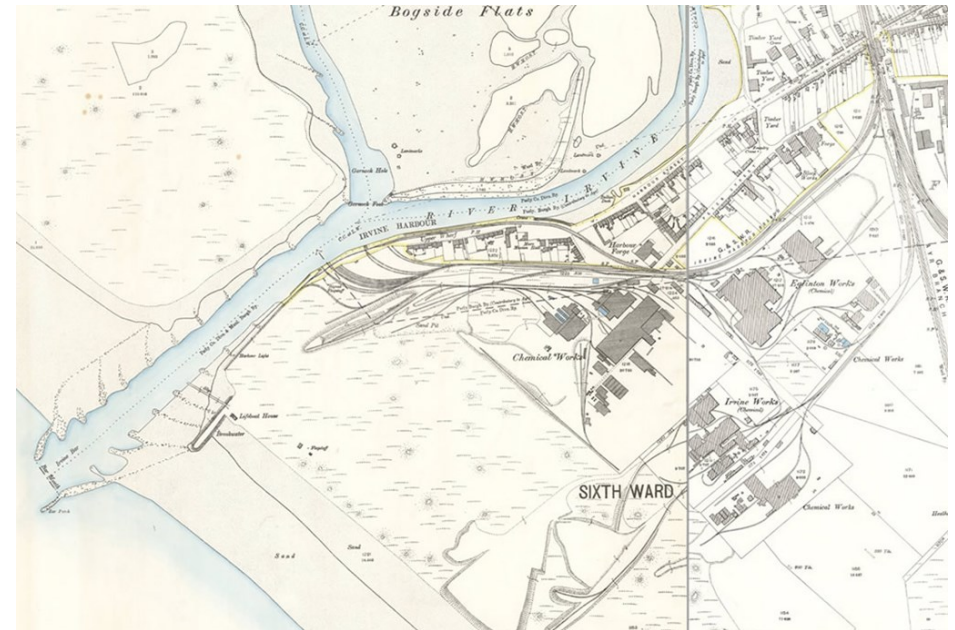
## 1.2 Historical Land Use

Irvine Harbourside has a fantastic history and story. Scotland's largest 18th century port and centre of industry and commerce, Irvine and the Harbourside straddle the longest beach on the West Coast and are home to the Scottish Maritime Museum (SMM) and Boyd's Automatic Tide Signalling Device historically housed in the Pilot Tower House.

Irvine developed as a port from the 16th to the 19th century but experienced terminal decline during the 20th century. The growth of Glasgow as a port in the later 18th and 19th centuries brought a decline in Irvine, although it was sustained by exporting Ayrshire coal.

Harbour Street began as a 'causeway' in about 1677, when the town decided to give up fighting the problems of silt upstream and abandon the quays at Marress and their plans to cut through from there to the sea. In that year, they laid stones to create a roadway and organised a quay somewhere on the current site of the harbour. It developed as a 'mixed-use' neighbourhood with industry (hauliers/ chemicals/ glass/ foundries/ engineering works) mixed with merchant/ artisan housing, hotels, local retail etc. (see <https://www.irvineHarbourside.org>) There was a ship-building yard just to the east at Fullarton, and several iron and chemical works located immediately to the south. Dredging of the Harbour ceased in the 1960's, with the core user limited to the Nobel / ICI Works at Ardeer.

Today the Harbour is an important environmental and leisure asset, with the river and former wharves providing local moorings (circa 40 moorings fully registered and licensed) and providing berthage of historic vessels forming part of the exhibition of the Scottish Maritime Museum. Former industrial areas have been reclaimed to create the Beach Park, providing the whole town with an important greenspace resource and a popular space for events such as Radio 1 Roadshow and Making Waves. The Magnum Sports & Leisure Centre (1976-2016) was the largest in Europe and formed a regional anchor attraction for both leisure and events.





**Contemporary & Heritage Elements within a waterfront setting create a distinctive place quality**

## 1.3 Building on the Quality of Place

The proposals for change in the masterplan look to build on the existing special qualities of place, local needs and local community assets. For Harbourside to be 'all it can be' it needs to create a more appealing and inclusive sense of place.

The Harbourside masterplan seeks to build on:

- **Distinctive Place Quality**  
Commitment to sustainable quality. High quality, durable and distinctive design solutions that reflect the Harbourside's character, heritage, materials and create a low maintenance, high quality public realm that is accessible to all. The Harbourside forms an important Conservation Area with proposals planned to protect and wherever possible enhance the conservation value and status of the Harbourside.
- **People, Activity and Animation**  
Activity and animation are created by people enjoying space, with spaces that support local community, commercial and event activity. A number of local clubs (e.g. Irvine Watersports Club / heritage groups / Coastwatch) provide important local services and have significant local membership. The need to work with local organisations is critical to the public realm, and allows for more open, inclusive use (watersport activity/ waterfront seating/ cafes/ event spaces).
- **Places for Living**  
Opportunities for developing the neighbourhood and supporting town-living should be celebrated. Homes create life, increase activity and security and create demand for off-season goods and services. The Irvine Development Corporation developments and more recent North Ayrshire Council (Housing) set a successful residential framework with an appealing scale and character on which to build.
- **Celebrating Heritage & Distinctiveness**  
Heritage helps to anchor the Great Harbour and offers strong local stories (The "Herbour Dauner"/ Heritage Trail/ Tours). A heritage app with links to contemporary offers around local arts, stories, local foods, local hospitality, building a strong sense of participation and exploration that provides a unique narrative around a fascinating place.
- **Waterfront Appeal**  
Waterfronts have appeal and attract activity whether that be the River Irvine, Irvine Harbour, or the Coast. There is a need to strengthen the quality of the waterfront by removing clutter, enhancing water access opportunities, creating authentic experiences and building the level of activity and events that attract and retain visitors.
- **Inclusive Connections**  
Building connections (physical/ neighbourhood/ community/ organisation/ activities) is key to creating a more inclusive, active, healthier and wealthier place. This needs to provide safe walking, wheeling and cycling routes and strengthen the core path and cycle network and improve lighting and facility maintenance.

# 1.4 Local Development Plan

The Local Development Plan for North Ayrshire (LDP2) sets out the statutory framework to guide development and investment in the area over the next 20 years. The LDP document provides a series of plans and maps to be read alongside the Spatial Strategy.

Irvine Harbourside forms part of the “general urban area” / “open space” addressed by Strategic Policy 3: Strategic Development Area 4. Key elements of Strategic Policy 3 note:

- Proposals must demonstrate that they do not adversely impact on the environmental quality of North Ayrshire by way of adverse impact on soils, water, air, population, human health, cultural heritage, material assets, climatic factors, landscape and biodiversity (flora and fauna). Proposals may require to be the subject of an environmental impact assessment.
- North Ayrshire Council (NAC) will give consideration to masterplans submitted in support of development proposals where they have not been formally approved by the North Ayrshire Council as planning authority, however the information attached to any such masterplan will generally be considered for information only. Masterplans prepared by, or on behalf of North Ayrshire Council, may be subject to strategic environmental assessment where alternative uses are proposed.

The adopted Local Development Plan identifies Irvine Harbourside as a ‘Strategic Development Area’ and the Beach Park as a ‘Strategic Tourism Asset’.

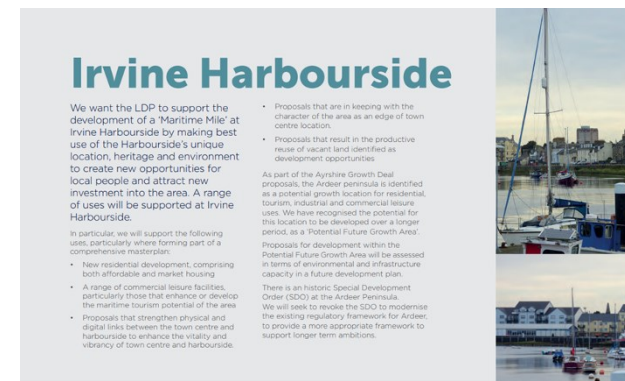
LDP2 supports the development of a ‘Maritime Mile’ at the Harbourside that makes the best use of the Harbourside’s unique location, heritage, and environment to create new opportunities for local people and that can attract new investment into the area.

A range of uses are supported by LDP2 at Harbourside, these include:

- new residential development with NAC having recently completed a scheme of affordable housing and a care facility.
- commercial leisure facilities, particularly those that enhance or develop the maritime tourism potential of the area including proposals that strengthen links with the town centre; proposals that are in keeping with the character of the area as an ‘edge of town centre’ location, and
- proposals that result in the productive reuse of vacant and brownfield sites identified as development opportunities.

Alongside the Strategic Development Area policy, the following policies are also of importance to the masterplan process:

**Place-making:** ensuring that all development contributes to making quality places and that all applications for planning permission meet the six qualities of successful places – Healthy / Pleasant / Connected / Distinctive / Sustainable / Adaptable.

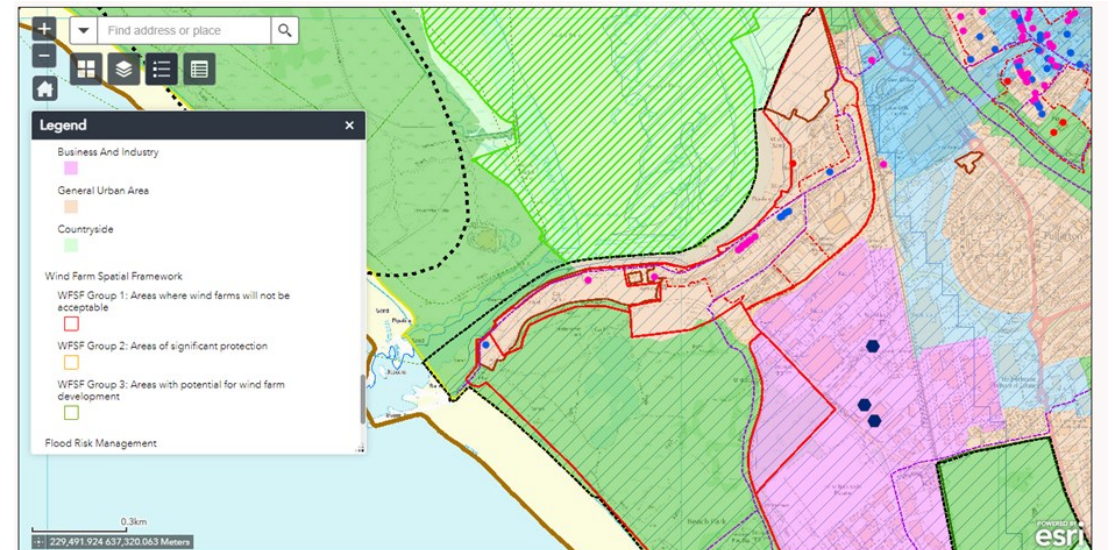
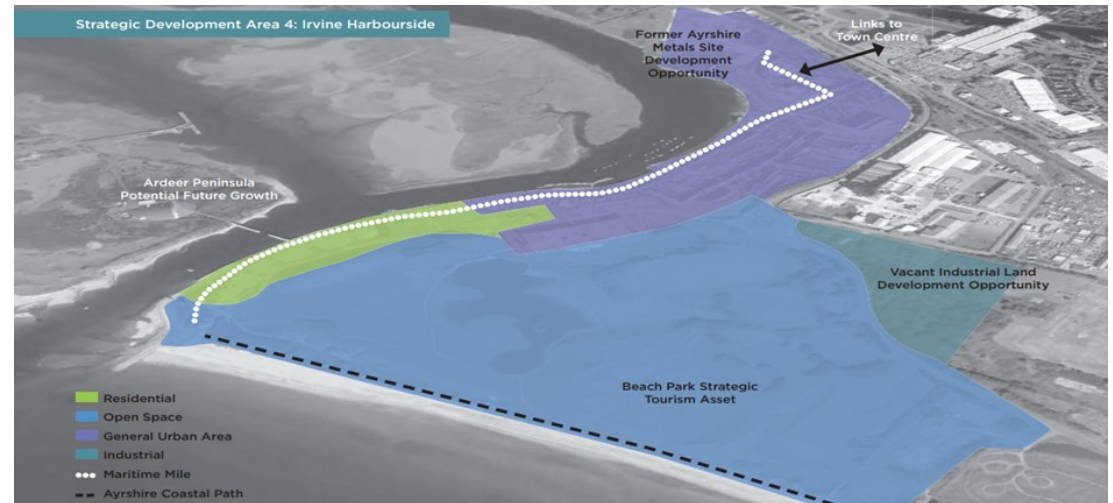


### Building on the Principles within the National Planning Framework (NPF4)

The National Planning Framework (NPF4 – approved January 2023) forms part of the Development Plan. NPF4 sets out a series of principles of direct relevance in place making and building stronger and more resilient communities. Key policy areas include planning for climate change, biodiversity and the creation of ‘liveable’ places. The Harbourside offers significant opportunity to create a place with good-quality homes close to local facilities and services applying the concept of 20-minute neighbourhoods; making better use of spaces to support physical activity, relaxation and play, to bring people together and to celebrate culture, diversity and heritage. In addition, measures within the coastal margin can support enhanced biodiversity in accordance with the Local Biodiversity Action Plan.

**Masterplanning for Mixed Use:** A range of uses will be supported at the Harbourside where these form part of a comprehensive masterplan. The LDP2 and NPF4 support:

- New residential development, comprising both affordable and market housing.
- A range of commercial leisure facilities, particularly those that enhance or develop the maritime tourism potential of the area.
- Proposals that strengthen physical links, active travel and public transport connections between the Town Centre and Harbourside to strengthen the Liveable /20 Minute Neighbourhood and enhance place vitality and vibrancy. Enhancement of public transport routes and services will be encouraged with the ambition to see additional public transport services as the destination and the level of residential housing is developed.
- Proposals that are in keeping with the Conservation Area status and character and distinctiveness of the area including enhancement of greenspace and biodiversity assets
- Proposals that result in the productive reuse of vacant and brownfield land identified as development opportunities and enhancement of sustainable drainage, biodiversity and measures supporting climate change resilience and adaptability.





## 1.5 Urban Structure

The majority of the Harbourside buildings are in residential use, with terraces being the predominant built form. Much of the housing is modern, completed in 1995/96 by the late Irvine Development Corporation as part of the regeneration of the post-industrial port. Cochrane Street, Linthouse Vennel, Gottries Place, most of Gottries Road, Bimson Row / Bimson Place, Peter Street and a stretch of Harbour Street were all designed during this period. The investment in homes, alongside the Scottish Maritime Museum, Harbourside Arts Centre and WASP Studios have collectively created the identity of the Harbourside today.

In 1965 the Secretary of State for Scotland commissioned a report on a potential New Town at Irvine and in 1967 the Irvine Development Corporation was formed (IDC). IDC created a New Town Plan that included the Harbourside. This provided within the Harbourside with new housing, a leisure centre (Magnum) and industrial activity. The Harbourside housing was designed by the Corporation's architects, George Wren and Roan Rutherford. The housing was simple but elegantly detailed, reinterpreting a Scots harbour vernacular. Mackintosh influences are particularly evident in the Cochrane Street terrace.

There is a mix of one and two / two and a half storey property typically with stone or rendered facades and slate roofs. The windows are generally of a traditional sash and case design with smooth render banding surrounds. Many of the properties have additional detailing with rooflines, skews and chimneys all adding to a family of architectural detailing that complement the traditional aesthetics. Subtle variations mean that no two houses are the same, and the use of subtle pastel colour rendering adds to place quality.

Irvine Harbourside has been designated a Conservation Area since 2001. Conservation area status recognises the special architectural and historic interest in the assemblage of buildings within the Harbourside and the value of place. In addition to the Linthouse Building, there are a number of Listed Buildings within the Harbourside and the Beach area: Notably the Category B Pilot House, the Category C Harbourmaster's Office (both outside the Conservation Area), the C listed Marina Inn, and several other Category B and C listed houses further east along Harbour and Montgomery Streets.

The Council's Strategic Housing Investment Plan has recently complemented investment in Irvine Harbourside, creating a very sympathetic affordable housing infill between Harbour Street and Beach Drive.

The development architecturally reflects earlier housing phases (Irvine Development Corporation) creating a distinctive and appealing high quality neighbourhood including a mix of terraced 2 storey and single storey buildings with strong connecting path and footway connections, internal parking and service courts with coordinated colour and architectural detailing.



**New homes Beach Drive by NAC**



**New homes within Harbourside - Laurel Homes**

- Primary route
- Other key route
- Street frontage
- Key public realm node

ARDEER PENINSULA

BOGSIDE FLATS

SCOTTISH MARITIME MUSEUM

STATION

PILGRIM HOUSE

INDUSTRIAL AREA

BEACH PARK





## 1.6 Local Character & Urban Grain

The Harbourside's character is closely aligned to its heritage and waterfront setting, presenting an appealing assemblage of historic and more contemporary buildings with a unified character created by materials, scale and tight urban grain. The area was designated a Conservation Area in 2001.

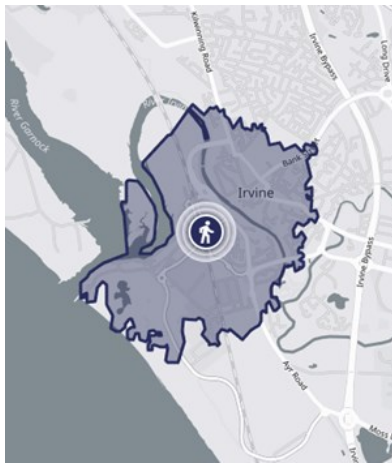
The predominant building height within the Harbourside is two storeys, with combinations of single or two/two & half-storey buildings adding variety and interest to the streetscape and local skyline. The Linthouse Engine Shop – a Category A Listed Building entirely relocated from Govan during the early 1990s houses the main exhibition, training and educational space operated by the Scottish Maritime Museum – is particularly large in terms of height (roughly equivalent to four or five domestic storeys) and massing.

The grain of the local townscape is particularly tight with continuous frontages creating enclosed streets and spaces with limited visual permeability or gaps through buildings. Buildings define the waterfront and hinterland of streets and provide strong active frontages with variable rooflines and heights. Variability of architectural treatment and attention to detailing within a simple and consistent palette generate interest and create an assemblage of buildings built over three centuries and of varying styles that collectively express a single identity, sense of place and welcome.

Irvine Harbourside is a mix of neighbourhoods. The more residential areas (Gottries Road / Dublin Quays) offer quiet streets tree lined streets or courts framed by terraced housing with distinctive detailing. Harbour Street provides the main link between the town centre and coast with a more vibrant, mixed-use character with open aspect to the north and west. The Harbour Street properties with the tight continuous frontages give strong definition to the waterfront and the flat open expanse of the River Irvine and Garnock estuary. Waterfront edges and boundaries are less well detailed with significant clutter created by boundary fencing but with two attractive small pavilion buildings (kiosks), slipway and pontoon moorings adding interest. The waterfront is characterful and active supported by local enterprise and a range of food and beverage, accommodation and arts and creative attractions but with a fragmented and tired public realm that has suffered from a lack of investment and today is characterised by a mix of post-industrial and semi-derelict wharves, hard-standings, redundant security fencing and under-utilised buildings.

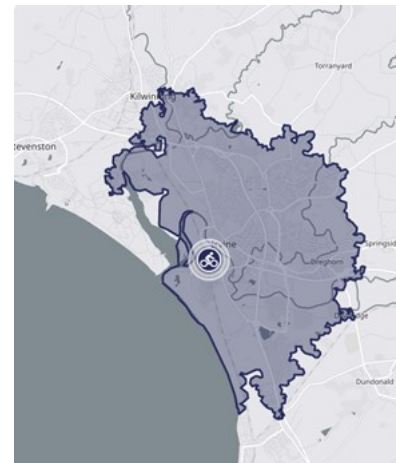
Harbour Street boundaries often reflect historic operational boundaries (port activity/ quays) or have historically been enclosed to restrict access, provide for secure storage or safety. Water access is limited (slipway / pontoons) with vehicular movement/ parking a strong element of the streetscene. Footways and space to the front of buildings (Ship Inn / WASP Studios / Gro Coffee) are noticeably restricted. Frontage street activity (outside tables / seating/ etc) is also noticeably limited. Busy and vibrant during summer months, Harbour Street offers an appealing street of character with significant opportunity for enhancement.





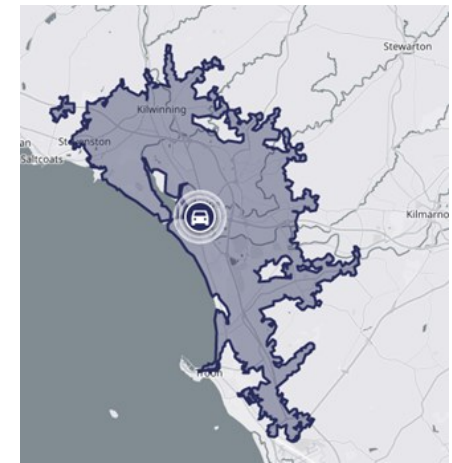
20 Min Walk Isochrone

All of Town Centre



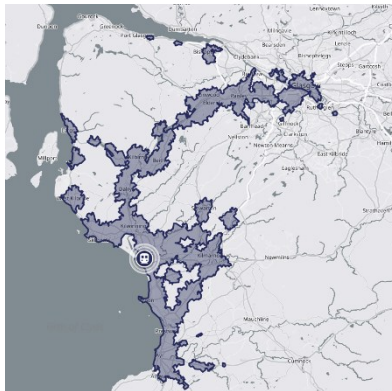
20 min Cycle Isochrone

All main residential areas

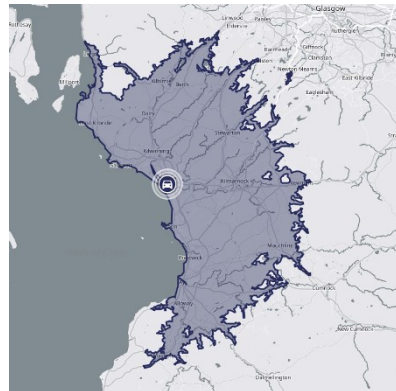


20 Min Drive Isochrone

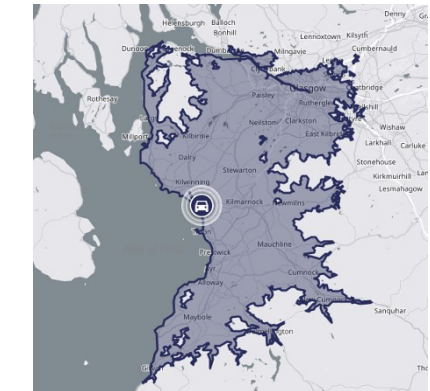
Stevenson / Saltcoats / Kilwinning



60 Min Public Transport



40 min Drive Isochrone



60 min Drive Isochrone

## 1.7 Place / Access / Movement

Streets define the key corridors of movement, with good street design requiring that issues of place and movement are considered together and with place and sustainable travel modes addressed ahead of vehicular movement.

There are a number of core routes into the Harbourside and Beach Area, radiating from the Town Centre and connecting with the primary street network (A737). These form multi-user streets albeit with differing considerations relating to the balance of place and movement. These include:

- **From the Town Centre & Railway Station** - The Beach and Beach Park can be accessed through Harbourside via Harbour Street, Gottries Road or Harbour Road, all connecting directly or indirectly to the connecting pedestrian underpass at the Railway station. Harbour Street (Montgomery Street/Harbour Street/Beach Drive) provides a direct waterfront link and is the main active travel (pedestrian, cycle and wheeling) route.

- **From north via Marress Roundabout** – Principal vehicular access to Harbourside from the Town Centre/ Rivergate/ Retail Park areas. Brings traffic in via Victoria Roundabout on western side of the railway. From here Harbourside can be accessed via Harbour Road or along Cochrane Street which leads directly to Montgomery Street- Harbour Street.
- **From southeast via Portland Road** – Distributor Road for the adjacent industrial estates. Visually dominated by industrial units, signage, vacant sites and screening vegetation/ trees. Road signage (Merryvale Roundabout A737) and A737 Heatherhouse Road directs vehicles to Harbourside on this route.
- **From south via Marine Drive** – Route provides a scenic entrance to the area, with sea views, open greenspace, and tree planting which visually screens most of the nearby industrial estates. It branches off the A737 to the south of the Gailles Golf Course and close to the A71 junction. The Ship public house and Harbour Arts Centre are signposted (brown heritage sign) on this route.





**Path Network**

## 1.8 Active Travel

Irvine Harbourside is well connected by Active Travel routes whether by footway or footpath with a broad network of routes. The principal entrance to Harbourside from the Town Centre and Railway Station is the short pedestrianised street which connects from New Street to the eastern end of Montgomery Street.

This follows the historic street alignment prior to the 1970s New Town/ Town Centre interventions, which formerly linked to the Old Irvine Bridge over the River Irvine. The pedestrian link is bridged by both the railway and Harbour Road.

### Accessibility For All

Harbourside and the waterfront are largely at grade with capacity to provide safe mobility for wheelchairs and mobility scooters. Improvements to access for those with limited mobility/ disability can be supported with at grade crossings, raised tables and dropped and flush kerb detailing prioritising walking, wheeling and cycling into street design.

### Walking & Cycling

The primary route, via Montgomery Street, Harbour Street and the River Irvine Walkway, offers a safe and predominantly barrier free link from the Railway Station to the coast. This 1.61km (1.0 mile) connected route passes through a high street / residential / mixed-use area and waterfront and greenspace corridor with supporting infrastructure (lighting/ seats/connections). This route is badged and/or referred to as the 'Maritime Mile'.

The Ayrshire Coastal Path provides pedestrian access from the south along the coast from Troon, although only sections of this are suitable for cycling. National Cycle Network Route 7, however, follows Marine Drive from the A737, then passes through the Beach Park and provides access directly to Harbourside at Beach Drive close to the Portland Roundabout. A wide network of recreational paths, some suitable for cycling, also wind through the Beach Park.

- NAC Core Paths include IK 8 Lowgreen Bridge to Irvine Harbour Point / IK10 Harbour Street to Gales Caravan Park / IK 11A Marine Drive to Beach.
- NCN 7 is aligned along Marine Drive, Gottries Road and Montgomery Street. NAC are proposing to revise the alignment, creating a new link to NCR7 along the Harbourside and then across the Beach Park back to NCR7 at Portland Roundabout, which will replace the current on-road section along Gottries Rd.

### Public Transport

Public transport services (Bus/ Rail/ Taxi) are all available within Irvine Town Centre. Bus services connect with regional and local centres with bus stops/stands located along the High Street. Rail services connect to Glasgow Central - Ayr – Stranraer, Kilwinning, Ardrossan Harbour and Largs. Local bus service currently provides limited access to the Harbourside. Services currently include the 21 / 21A service providing a 60–120-minute service connecting Harbour Street through to Crosshouse Hospital. Harbour Taxis operate from Harbour Street and across Irvine. Walk distances from coast, waterfront and Harbourside allow connections to public transport services on the High Street or Rail Station within 15–20 minutes. Opportunity exists to promote stronger public transport routes into the Harbourside (level of service and penetration) alongside the development of tourism and further development of Harbourside as a residential neighbourhood. Event based public transport support services will also be important.



## Greenspace Network

## 1.9 Green Infrastructure

Urban green infrastructure provides the ecosystem elements within the neighbourhood that support the community in terms of greenspace, parks, play facilities, wider path networks that support the integration of local biodiversity. A good footway / footpath network exists on Harbour Street, connecting to path networks within the Beach Park that, in turn, connects to the Ayrshire Coastal Path and NCR7, offering walking/cycling routes to Troon and beyond. The Beach Park is substantially an open, multi-functional greenspace for informal recreation and events which with its dune system is a both an important recreational and ecological resource.



### Greenspace:

The Beach Park extends to some 50 ha (124 acres) and is managed and maintained by North Ayrshire Council (NAC). The site includes a Boating Pond and to the west the Pilot House and Coastwatch facilities that support safe coastal access, and provide kiosk, toilets and first aid facilities. The Beach Park is well used year around and provides important connecting path routes and access for recreational users and dog walkers. The majority of the area is maintained and natural grasslands with limited shelterbelt style planting connecting with woodland to Marine Drive.

### Play Provision:

NAC has recently completed a small play facility within Beach Drive (NAC Housing). Equipped play parks are also located within housing areas in the recent Dublin Quay development. Less formal play space is associated with the Beach Park in the form of landscape mounds and has also historically included a small skate park and a crazy golf close to the Boating Pond. Informal and creative play activity occurs across the Beach Park and within the coastal margins and beach zones.

### Boating Pond:

The Boating Pond is used during events for Model Boating and a local model Boat Club use the facility. Wider recreational uses are limited. The pond is shallow and has limited flushing and can suffer from blue-green algae during summer months. Wider uses of the pond and improvements to facilities (signage/ lighting / seating / innovative play, outdoor gym) and water access could be considered.

### Biodiversity:

NAC and partners, recognising the policy framework of NPF4 and through LBAP 2019-2031, are seeking to protect and enhance biodiversity across the region through ecosystem restoration, investment in natural capital, improving greenspace and supporting sustainable management of land, marine, freshwater and coastal ecosystems. Target areas relevant to the study area include Greenspace, Coastal Sand Dunes and a wide area of potential under ecosystem regeneration. The LBAP has specific reference to the Girvan to Irvine Nectar Network (Task 3.1 / 3.2 / 4.4) and a number of actions relative to estuarine sites.

### Public Art & Trails:

The Carter and his Horse public art (HAC) celebrates the contribution of carters to the success of Irvine in the 1700s and 1800s. Carters were the hauliers - carting goods from the harbour as far as Glasgow, and carting coals down for loading onto the sailing ships. The Carters remain an active organisation supporting events and heritage in Irvine.

The 'Herbour Dauner' is a heritage trail from the Station Bridge to the Pilot house marked with 11 'Blue Plaques' and telling a little of the history about people and place Harbourside. Other local walks and trails include the Carter's Trail (Carters & Coastal Culture). The Burns Club organises a summer season of Harbourside Tours. The Beach Park includes the Stone Dragon (reclining dragon sculpture built in red sandstone) that formed part of the Beach Park upgrading and created a viewpoint towards the southern end of the park.

- Main Traffic Routes**
- Existing Car Parking (420 Spaces)**
- New Car Parking (42 Spaces)**

**TOTAL Parking 460+ spaces**

Car Parks	Number of Spaces
Beach Drive	c300
Coastwatch	c35
Boating Pond	c85
<b>TOTAL</b>	<b>c420</b>

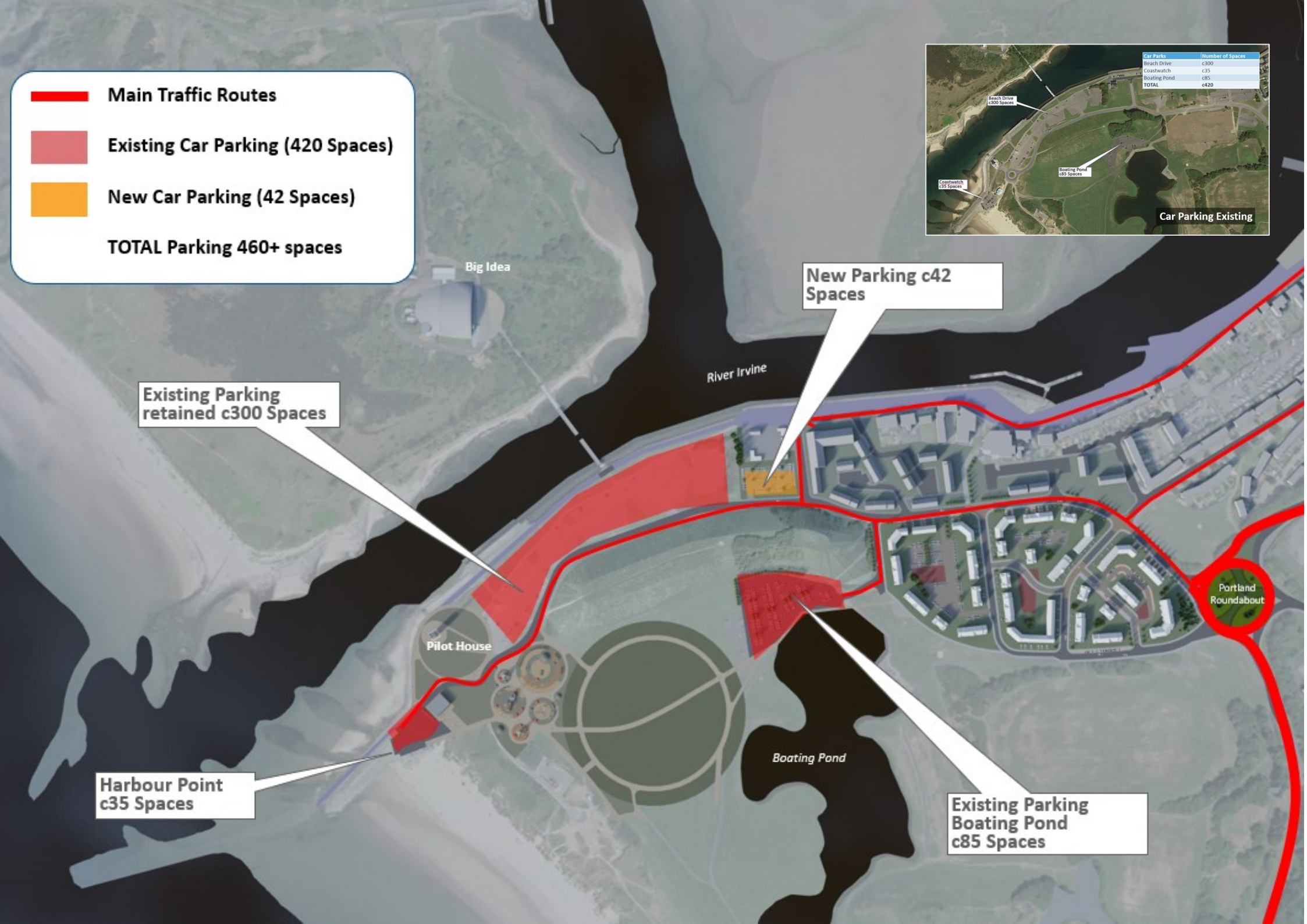
**Car Parking Existing**

**Existing Parking retained c300 Spaces**

**New Parking c42 Spaces**

**Harbour Point c35 Spaces**

**Existing Parking Boating Pond c85 Spaces**





## 1.10 Public Parking Supporting the Destination

Great Harbour offers a range of attractions, events and activity that create the destination and whilst active travel and local community pedestrian access forms a substantive element of the public realm enhancement, parking provision is also important.

The Council strongly supports a reduction in non-essential car journeys but equally wants to attract visitors / tourists to the Great Harbour and is seeking to extend and grow the event programme.

The objective is to look to re-assign visitor traffic away from busy pedestrian and residential streets (Harbour Street / Montgomery Road /Gottries Road) towards Harbour Road and Beach Drive through new integrated streetscape measures and the introduction of a 20mph Zone, traffic calming and signage. Reducing parking accessed from Harbour Street and providing parking accessed from Beach Drive will allow greater segregation of resident and visitor parking and reduce traffic movement and through-traffic and create a safer environment for residents and pedestrians and cyclists.

The existing Harbourside and Beach Park area parking is considered adequate to meet current and future visitor demand with the masterplan supporting active travel and maintaining existing parking levels. Parking can, however, be better provided to ensure pedestrian safety, make key sites more accessible (for all modes), and to allow parking areas to offer hard-standing areas and support for events. The current parking on the River Irvine frontage will be retained. Upgrading parking areas to provide safer and more appealing parking areas through design would enhance the visitor experience without a loss of parking provision.

Future active travel and public realm improvements may involve the loss of some on-street visitor parking. Additional parking is therefore identified behind the Harbour Masters Office building. Total parking provision will remain unchanged and will be located as follows:

### Site 1 Irvine Waterfront Car Park (300 spaces)

Enhancement to the existing car park on the Waterfront connecting to the Maritime Mile and the Coastal Hub (Pilot House, Beach Park and Play Park) with good footpath and footway connections across the rest of the site and supporting both major and local events across the Harbourside and Beach Park areas.

### Site 2 Harbour Point Car Park (35 spaces)

Retention of the existing car park at Harbour Point to the coastal side of the Beach Facilities (toilets/kiosk) connecting into the top of the Maritime Mile and the Coastal Hub and providing good access for those with limited mobility, and capacity to access, view and enjoy the coast during off-season/poor weather.

### Site 3 Boating Pond / Beach Park Car Park (85 Spaces)

Upgrading and potential for minor reorganisation/extension to the existing Boating Pond car park. Local car park and parking/hardstanding to support events (associated coach/bus parking) and providing good access to the Boating Pond.

### Site 4 Harbour Master's Car Park (42 Spaces)

Ancillary local access will also be provided to the rear of the Harbour Master's Office with 42 additional spaces and scoping for additional EV charging points according to growing demand.

All sites will look to provide cycle parking (NAC Cycle Stands) and with all parking areas offering reserve parking areas for Blue Badge / disability users, as well as the provision of the EV charging points, when possible.

Residential parking associated with the potential Portland Beach Drive leisure and/or housing site is allocated separately and would be provided within small internal courts, on-street or within the curtilage of properties.

The summary position relative to existing and proposed public carparking within the Great Harbour is as follows:

- |                              |  |
|------------------------------|--|
| • Existing Parking Provision | 420 spaces   |
| • Proposed future parking    | 460 spaces   |
| • Residential parking        | Additional to Visitor/ Local Parking. Provision to NAC Planning Guidance |

## 1.11 Community & Services Infrastructure

Urban infrastructure provides the supporting elements within the neighbourhood associated with movement, access and services. Harbourside developed around a busy harbour with a roads infrastructure that provides local access (Harbour Street/ Gottries Road) with more strategic access (Beach Drive /Harbour Road/ Marine Drive). Land use is mixed and with a history of industrial land-use and large boundary industrial uses (Ardagh Glass) access and services remain important. The majority of the undeveloped land has had former industrial land-uses with potential implications for future use.



### Land Ownership:

North Ayrshire Council (NAC) are the predominant landowner across the undeveloped areas of the Harbourside. The Irvine Harbour Company (IHC) is part of NPL Limited who own Ardeer and who, as statutory Harbour Authority, have significant control over the harbour, harbour quays/ wharves and related infrastructure. Any works requiring a Harbour Revision Order will require IHC approval. The Harbour Authority requires access to be retained to operational assets. NAC owns and leases to IHC a number of assets including the Public Slipway. Agreements on access / wayleaves may also be necessary with statutory authorities. Crown Estate are understood to be the landowner below the MHW (Mean High Water) and own all land below MLW (Mean Low Water).

### Flood Risk:

NAC has recently completed a Lower Irvine Flood Study (NAC/ RPS) in dialogue with SEPA. The Flood Risk Assessment (FRA) addresses the masterplan area and proposed developments and has been completed to parameters agreed with SEPA taking account of latest forecasts for climate change. The Flood Study confirms areas of flood risk. The Flood Risk Assessment advises that none of the areas considered for residential built development are potentially vulnerable to flood risk (1:300-year events) and can be considered as potential development areas in accordance with LDP2. The full FRA will support any future planning applications for housing and other facilities and assess and report on flood resilience as well as vulnerability classification.

### Ground Conditions:

The majority of the Harbourside area not in residential use by 1960 formed part of either the port or industrial area. Both port and industry involved potentially contaminative land-use with known heavy metal, slag, hydrocarbons and asbestos related contamination identified within the area. The 'Blue Billie' deposits formed local encapsulated deposits of ferric ferrocyanides in the area. Site remediation historically involved encapsulation of waste with all future developments requiring extensive Site Investigation and remedial action. Stripping of soils in all areas potentially forming domestic garden ground is likely to be a minimum requirement. NAC's development at Beach Drive (1.9ha) involved significant site remediation costs. Future applications will include Site Investigation information on a site-by-site basis.

### Revetments and Waterfront Infrastructure

Water-edge structures (revetments /retaining structures/ wharves/ quays) defining the land-water edge may have changed over time leaving a legacy of below ground structures (piles / tie bars/ retaining structures) with implications for development. These are likely to be located on sites with previous development history and on the River Irvine frontage. All development sites will require site investigation and carry risks for land remediation. Below ground structures (tie bars / tension anchors) may introduce abnormal development costs. The Old/Upper Wharf is a large timber deck structure managed and maintained by NAC. NAC have completed an assessment of the wharf condition and note it would require significant investment to stabilise and restore as a part of the waterfront.

### **Street Design**

The proposals for the Great Harbour look to enhance place quality and specifically to reduce non-essential vehicular movement and encourage public transport and active travel. The design proposals adopt Designing Streets principles putting place before movement reducing speeds through design to make streets more liveable, walkable and safer. Reducing traffic speed (20 mph zone) is supported with active frontages, street and junction geometry, street detailing including promoting multiple points of pedestrian and cycle access and street boundary landscaping.

### **Public Transport**

Harbourside has good public transport interchanges within 15 –20-minute walk / 5 min cycle times including both bus and rail. Increasing demand for services (Destination Development / Housing / Play and Beach Park activity) could help support stronger public transport provision and an extended bus service to the Beach Park. NAC are keen to promote stronger public transport connections that help support sustainable place and reduce the need for car-based transport.

### **Education & Schools Capacity**

Consultation and engagement with Education Services around education provision will be required. Local school provision and capacity within the area, will require forward planning and provisions made and secured based on residential phasing and the arrangements for developer contributions.

### **Strategic Roads Connections & Access**

Harbourside has strong connections to the town centre and public transport interchanges (rail /bus) together with local bus services and connections. Subject to the scale of development proposals an assessment of the strategic junctions on the trunk road network may be required including those identified in the Irvine Bay Transport Protocol of 2015 (eg. Bellfield Interchange, Kilmarnock).

### **Utilities:**

All main utilities and services are provided within the Harbourside (electricity/gas/water/drainage). Surface water discharges from residential uses are typically attenuated and/or direct to the estuary. A number of major sewers and outfalls occur within the site that have the potential to impact on development.

# Great Harbour Masterplan

## Welcome & Introduction



Welcome to this public consultation in relation to emerging proposals for the Harbourside Masterplan.

Great places provide strong and appealing locations for people to live, work, play as well as to visit. Irvine Harbourside, in addition to its neighbourhood function, is also an attractive waterfront and coastal destination for local day visitors and tourists.

Destinations are increasingly recognised as having a major role in supporting local economies and can have an important role in building successful places and supporting Community Wealth Building.

Distinctive, high-quality destinations have the capacity to attract additional footfall, drive new investment, support and sustain existing businesses and jobs, empower communities and support regeneration with positive local benefits over the long term. Destinations that offer sustainable and inclusive growth provide for stronger retained local income, create jobs, sustain local businesses and generate higher levels of local benefits.

The Ayrshire Growth Deal approved the Great Harbour as a major regeneration programme for the Irvine Waterfront.

The masterplan objectives are simple. The masterplan looks to enhance Harbourside as a place to live, work, play and visit by investing in facilities that will support local communities and regenerate the area. We will strengthen safe public access, enhance the Beach Park, local biodiversity and greenspace, develop a series of heritage and waterfront attractions, create opportunities for future homes within a well-connected 20 Minute Neighbourhood, improve access to the water and support local groups involvement in celebrating a high-quality waterfront, meeting the needs of both residents and visitors.



Local community and stakeholder engagement on projects to enhance the quality, heritage and facilities associated with the Harbourside and Beach Park



The Harbourside has a rich and compelling Heritage



Coast & Beach Park appeal

Please look at the boards, leave comments and thoughts, and ask any questions that you may have. We're happy to discuss any aspect of concept ideas.

All thoughts & ideas welcome

# Great Harbour Masterplan

## Ayrshire Growth Deal Projects & Masterplan Options



### AGD Committed Projects

North Ayrshire Council through the Ayrshire Growth Deal has secured funding to deliver:

- The Maritime Mile Waterfront Walkway
- 3 Activity Hubs
- Coastal Hub: Beach Park Upgrade & Play Park
- Marine Hub: Plaza & Waterfront Arts Activity Space
- Maritime Heritage Hub: Supporting SMH Heritage Exhibition

### AGD Committed Projects

- Maritime Mile
- 3 Activity Hubs
- Play Park



AGD Committed Projects

### Masterplan Concept Ideas & Options

- New Housing
- New Mixed-Use
- New Leisure



Masterplan Concept Ideas & Options

### Masterplan Concept Ideas & Options

The Council have integrated the proposals with the Local Development Plan (LDP2) which promotes further opportunities, including housing and mixed-use leisure development, within the Harbourside.

The Growth Deal Project for the Coastal Hub formed part of a local community consultation in 2022. The Growth Deal Projects are currently being advanced through initial design stages. This consultation is seeking feedback on:

- Growth Deal Initial Design Proposals Currently being advanced through the initial design stages.
- Masterplan Options for housing and mixed use development. Aligned with the Local Development Plan

The Masterplan Team are keen to get feedback on the Growth Deal Projects and the Masterplan Concepts that reflect the Local Development Plan. It should be noted Growth Deal Projects are fully funded, whereas the housing and mixed-use leisure options would be subject to planning consents and future agreement on housing needs.

All thoughts & ideas welcome

# Great Harbour Masterplan

## Coastal HUB & Beach Park

AGD Committed Phase 1 Project Delivery 2024-25



Imaginative play & interaction



Skatepark expanded and enhanced



What facilities are important for the Beach Hub in addition to play?

Nature and interpretive play for all age groups



Should the play area include traditional swings and adventure play?

Multi-purpose facilities with sporting activities, play and recreation for all ages

Play Facilities



How can the play park meet needs of all ages?



Should the play park be enclosed?

All thoughts & ideas welcome

\*Images are for illustrative purposes only

# Great Harbour Masterplan

## Masterplan Combines Committed AGD Projects with Housing Options



Building successful places requires quality design and a creative and coherent design process.

Urban place-making works when it creates value for both resident and visitor and involves a quality of place where the whole delivers a value greater than the sum of the parts.

Harbourside is an exciting community. It includes homes, businesses, the Scottish Maritime Museum, Beach Park and coast and a range of community organisations and activities. The core of the Harbourside is a designated Conservation Area. How investment should further strengthen Harbourside as a place to live, work, visit, learn and play. The Masterplan includes provisions to retain existing user and interest groups and to work with local interests to unlock further investment that supports participation and creates an lively vibrant life.

The same elements that the masterplan addresses are summarised below:

**Waterfront & Portland - Beach Drive Housing Options**  
Responding to local housing needs with new homes, supporting a mixed-use neighbourhood with a mix of affordable and open market housing.

**Leisure Related Development Options**  
Overlapping with the Maritime Mile hubs.

**Maritime Mile & 3 Activity Hubs**  
Investing in the public realm to create an appealing waterfront connector between the Town Centre and the Coast, developed around three key destination hubs.



**Masterplan Concept Ideas:**

- Waterfront & Portland - Beach Drive Housing
- Leisure Related Development

**AGD Committed Projects:**

- The Maritime Mile
- 3 Activity Hubs

**Conceptual Masterplan (Housing) Indicative Layout**

The masterplan retains the same number of car parking spaces as existing. All housing would need to provide parking within internal parking courts. Any loss of parking due to development would need to be replaced with new parking providing safe accessibility to the Beach Park.

Masterplan Options for Housing

All thoughts & ideas welcome

Illustration of some of the boards used at the Public Consultation Event

## 1.12 Public Consultation & Engagement

The Masterplan was drafted and reviewed by Council Officers in advance of progressing consultation and local engagement with local groups and communities.

A Great Harbour draft masterplan public consultation was progressed in March and April 2023 to ensure the development framework and Ayrshire Growth Deal (AGD) investment in the redevelopment of the Irvine Harbourside aligns with local priorities and meets local needs. The consultation included events within Harbourside (HAC) and by providing copies of the information boards at the Council offices, libraries and community buildings. The consultation material and methodology were developed with the involvement of local community representatives through a Stakeholder Reference Group.

**As a result of feedback in order to distinguish between projects funded by AGD investment and those presenting future opportunities, the latter are indicated in this masterplan by a coloured page frame.**

### **Feedback and Community Responses (Full Report in Appendices)**

The consultation sought to be as open and inclusive as possible and invited comment and views from across the community. The views were gathered via online and paper surveys during the public events and displays, and also presentations and walkarounds provided to local groups and stakeholders. A total of 152 responses were submitted. In addition, a dedicated workshop was organised focusing on specific issues around access and activity on water and within open public spaces. Workshops were also carried out with young people and hard to reach groups and will continue throughout the next development phases.

### **Main Issues**

The majority of responses were supportive of all the varied proposals recognising the opportunity for the regeneration of the harbourside and included very constructive advice reflective of local context. There was overall support to improve the public realm and access along the Harbourside and the activity hubs proposed.

The site, which attracted the most balanced views regarding options, was the Waterfront site at Beach Drive. Options included leaving the car park area as existing or developing the site for housing at some time in the future and subject to funding being available. The future development options at the Portland site received more support.

The main concerns from the feedback focused on:

- sufficient provision of public amenities, including toilets, along the Harbourside;
- adequate traffic management recognising access needs of vehicles towing watercrafts and improving perceived safety for non-vehicle users;
- adequate maintenance;

- adequate waste management and introducing recycling; and
- protection of place assets, including heritage and cultural assets.

Some respondents also expressed a level of disbelief that all of the proposals could be delivered.

### **Changes & Adoption of Local Views into the Masterplan**

The consultation allowed community groups and residents to comment and feedback on their thoughts and have informed the draft masterplan. The main changes to the masterplan are as follows :

### **AGD Delivered Projects:-**

- The Maritime Mile public realm proposals were overwhelmingly supported and these proposals along with the Coastal Hub and Play Facility will be addressed as a priority for delivery.

### **Masterplan Elements delivered by Partners:-**

- Housing proposals for a section of the waterfront between Beach Drive and the River Irvine have not been progressed with new housing limited to the Portland-Beach Drive site.
- Housing / Leisure or a Mixed-Use re-development of the former Portland site was supported and all options have been retained within the masterplan and include for small local convenience retail / support services
- Car parking spaces have been retained and the main parking area for the waterfront, Beach Park and Coast has been retained in its current location.
- The need for public transport accessibility and active travel (safe walking / cycling routes) has been reinforced within the report.



**01 Maritime Mile**

**02 Harbourside Housing**

**03 Leisure Related Development**

**2.0**

**Masterplan Detailed Elements**

## 2.0 Masterplan Detailed Elements

Building quality places requires both innovative planning and a creative and coherent design process. The process should be inclusive, forward looking and should build on local history and community aspirations to allow the plan to grow, evolve and be self-sustaining. Urban place-making works when it creates value for both resident and visitor and envisions a quality of place where the whole delivers a value greater than the sum of the parts.

Harbourside is an existing community. It includes homes, businesses, the Scottish Maritime Museum, Beach Park and coast and a range of community organisations and activities. The core of the Harbourside is a designated Conservation Area. New investment should further strengthen Harbourside as a place to live, work, visit, learn and play. The masterplan includes provisions to retain existing user and interest groups and looks to work with local interests to unlock further investment that supports participation and creates activity within the site.

Sustaining and growing the community needs a balance that supports existing activity whilst encouraging and managing new elements and new investment. An important element of place quality and a positive user experience is site maintenance and management. While the design proposals do seek to adopt a low maintenance approach (stainless steel / non-painted finishes/ durable materials /etc), standard streetscene operations, such as litter collection, cleansing and repairs, will require additional resource alongside existing operations and management.

The core elements that the masterplan addresses are summarised below:

### 2.1: Maritime Mile

Investing in the public realm to create an appealing waterfront connection between the Station and the Coast, creating an attractive and appealing waterfront public realm developed around three key destination hubs.

#### 2.1.1 The Maritime Mile Waterfront

A high quality and unified public realm along the entire route. Treatment of waterfront elements including the Wharf.

#### 2.1.2 Coastal Hub

Building a quality play facility and upgrading existing beach facilities to extend the appeal of the Beach Park & Coast .

#### 2.1.3 Marine & Creative Arts Hub

A mix of arts venues, leisure, food & drink outlets and watersports clustered around an events space to create an activity hub.

#### 2.1.4 Maritime Heritage Hub

Extending and rebuilding the Puffer Café with an Educational/Arts/Creative space for the Scottish Maritime Museum alongside a refurbished café.

### 2.2: Harbourside Housing

Housing developed on the brownfield site in a strong well connected location, reinforcing 20 Minute Neighbourhood.

### 2.3: Leisure Related Developments

Overlapping with the Maritime Mile hubs (2.1 above).

#### 2.3.1 Beach Park Event Space / Arena

Developing the existing Harbourside-Beach Park Event Arena space extending from the Play Park to the Boating Pond and offering the capacity for Irvine to host major national/ regional outdoor events.

#### 2.3.2 Harbour Master's Office – Mixed-Use Tourism & Leisure

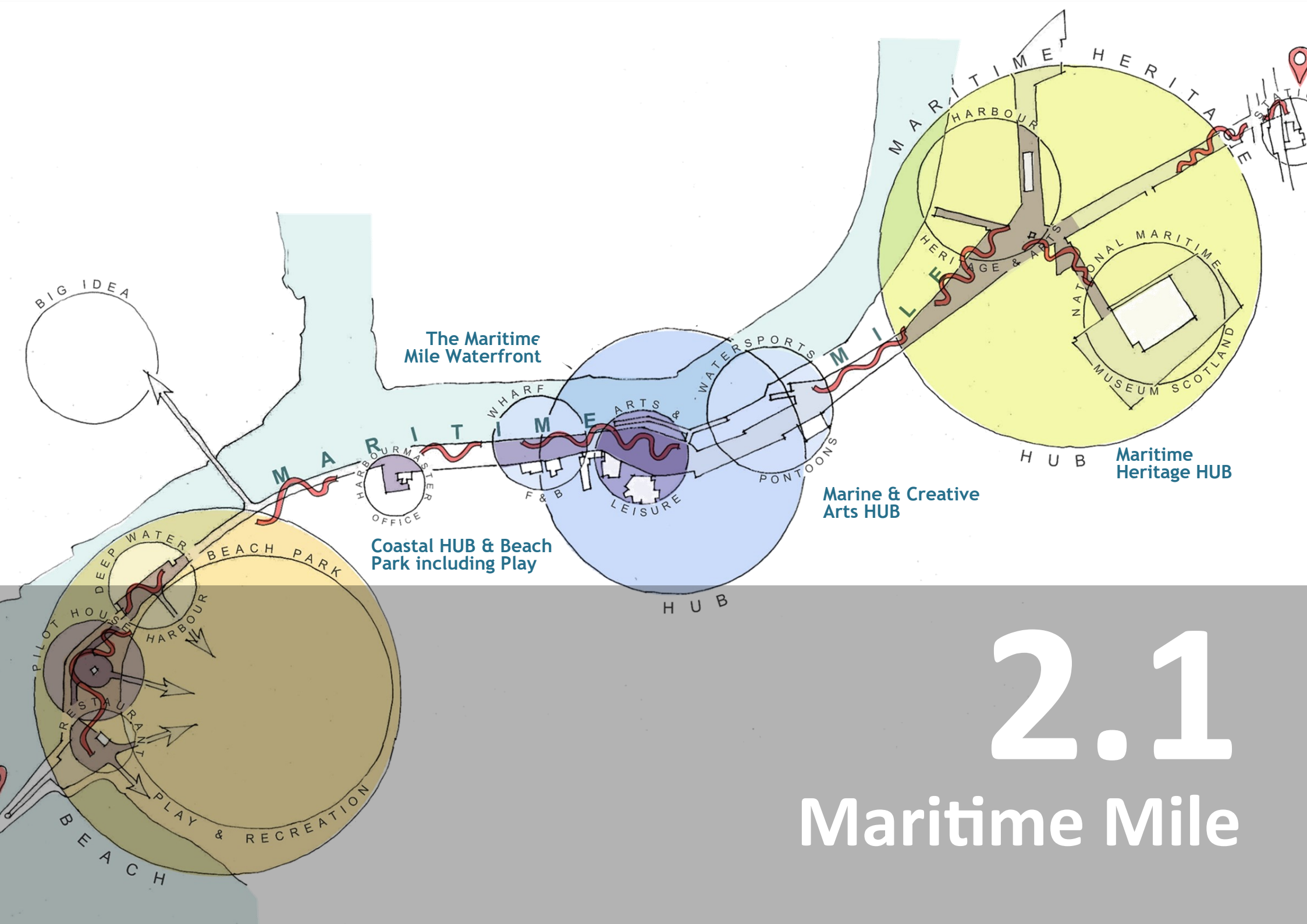
Developing the Harbour Master's Office and immediate local area for Mixed-Use Tourism & Leisure Uses (arts & crafts / food and beverage /heritage) compatible with the Harbourside could include small craft based retail, food and beverage and leisure and tourism related small business and enterprise activity and could also operate as a small event and exhibition space and venue for other community/commercial activities.

#### 2.3.3 Harbour Point – Community Hub & Restaurant

Developing a hub clustered around the Beach Pavilion working with Coastwatch and others to create a new purpose-built facility providing a range of services for the Beach/ Beach Park and potential commercial café/restaurant operating from the upper floor.

#### 2.3.4 Portland Leisure Development Site

Portland offers opportunity for housing or a mixed-use with commercial leisure. Ideas based on a hotel/leisure/watersport/ conference facility have been explored by a private sector developer. This would be an alternative to the site being advanced for housing.



BIG IDEA

The Maritime Mile Waterfront

Coastal HUB & Beach Park including Play

Marine & Creative Arts HUB

Maritime Heritage HUB

# 2.1

## Maritime Mile



## 2.1 Maritime Mile

The Maritime Mile connects Irvine Town Centre with the Coast through a single, connected, high quality public realm, highlighted along its length with points of interest, activity and animation clustered around three core hubs. Each hub makes a distinctive contribution to the experience of the Harbourside, ensuring that the 'Maritime Mile' is a linear waterfront of regional appeal and with the capacity to drive additional local and visitor activity and footfall that supports place-making and regeneration.

Central to the strategy for Maritime Mile is the creation of a 'string-of attractions' that draws the visitor from coast-to-town and from town-to-coast facilitating a range of experiences and events. The experiences collectively add up to a memorable visit, encouraging return visits and further engagement with all the Maritime Mile offers. The Maritime Mile will establish a public infrastructure to connect the core attractions and become the catalyst for further private, public and third sector investment. The three key focal points will consist of:

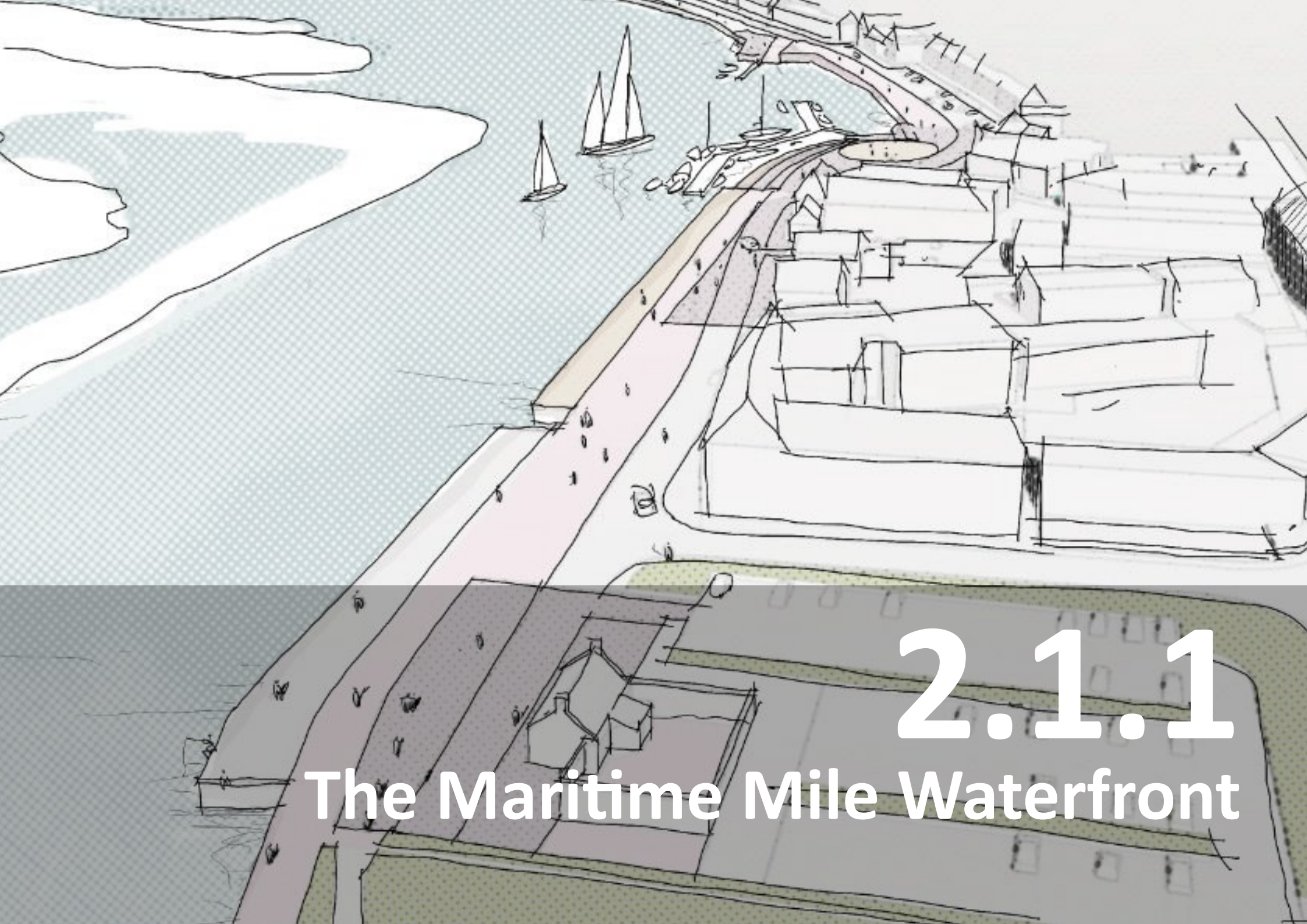
- **The Maritime Mile Waterfront** - creating a single, coherent, and connected waterfront public realm route that provides an attractive and appealing link between the Town Centre and the Coast. Also forms a means of connecting the following three activity hubs.
- **Coastal Hub** (West) – where the river meets the sea, connections to the coast, Pilot House and Beach Park facilities incorporating a major new regional play and event arena within a new park setting.
- **Marine & Creative Arts Hub** (Centre) – a point where direct access to the river is made at the pontoons and an events space can be formed around arts venues, leisure, F&B and watersports activities.
- **Maritime Heritage Hub** (East) – a location where SMM can connect to the river to showcase its heritage vessels, introduce Harbourside's heritage and fully exploit and communicate its maritime connection.

A series of connecting public realm and active travel links join these Hubs to each other and connect with the Railway Station/ Town Centre and the Maritime Museum. The legibility of the Maritime Mile route is signalled and strengthened with a common family of materials and detailing.

The Maritime Mile strengthens existing assets and develops and extends a range of opportunities, experience, facilities, and activities which build on the unique qualities and place and heritage assets of the Harbourside. These include:

- Quality of built heritage & Conservation Area designation
- Strong local community with many local groups (Residents/ Heritage Groups/ Watersport/ etc)
- Active water-sports club/ marina and pontoon facilities/ slipway - and club infrastructure (IWSC/ISAC)
- Arts & Culture offering – at Harbour Arts Centre (HAC) & Wasp Studios including secondary arts/craft retailing including new gallery at the extended Puffer Café operated by the SMM
- Established independent local food and beverage businesses of quality
- Beach Park open space with strong and growing events programme
- Position and connections to the National Coastal Route
- Access to one of West of Scotland's finest and longest beach frontages

Investment seeks to support new and additional private and third sector enterprise and promote future inward investment in event, tourism, residential and mixed-use development that can add to and strengthen the Harbourside area and provide for its long-term sustainable future.



# 2.1.1

## The Maritime Mile Waterfront

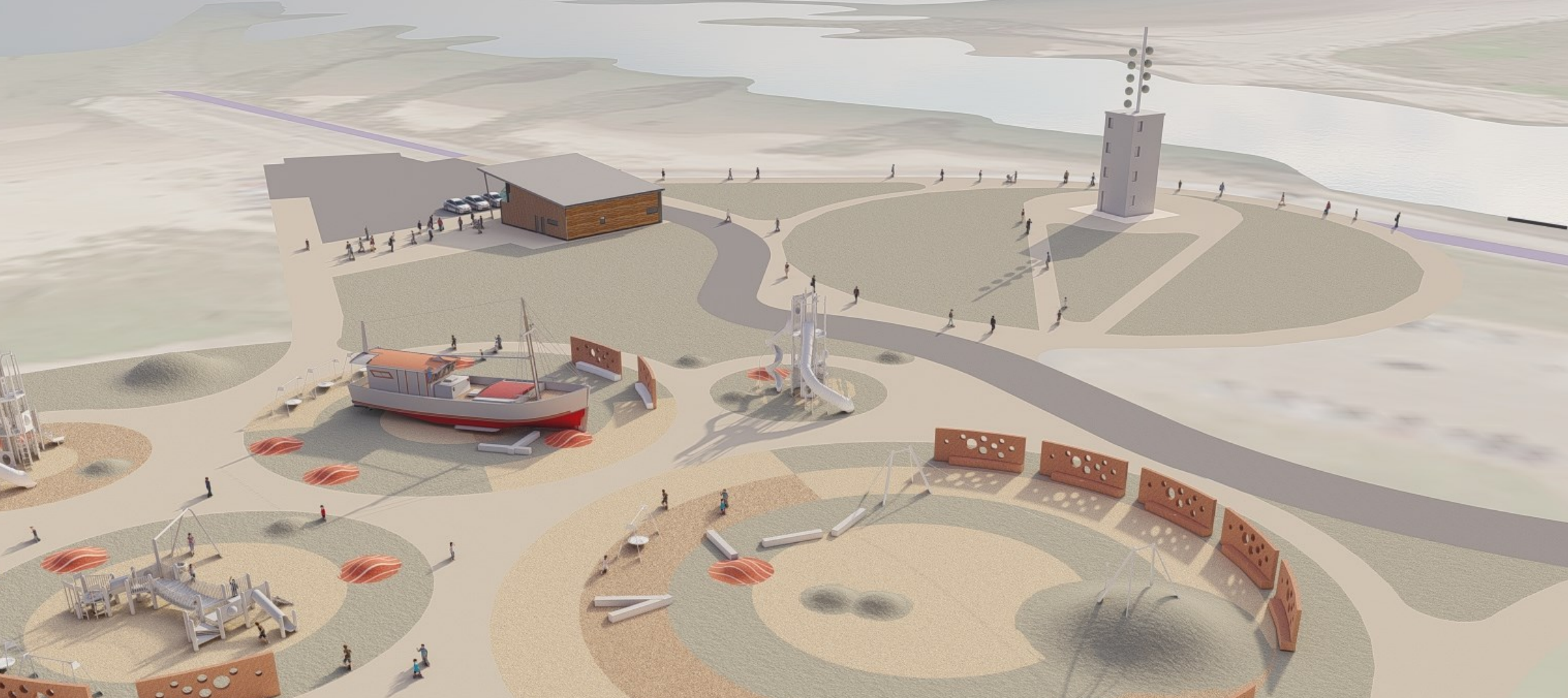
## 2.1.1 The Maritime Mile Waterfront

The Waterfront is Irvine's strongest place asset and is the primary route connecting the Town Centre, Rail and Bus interchanges with the Beach Park and Coast. The route is aligned from the Rail Station along Montgomery Street to Harbour Street and past the Pilot House to the Harbour Point. The route extends to approximately 1600 metres (1760 yards) with the waterfront pedestrian experience effectively starting at the Maritime Museum / Puffer Café and terminating at the Beach Pavilion with open views to the north and west along Harbour Street.

The waterfront needs to celebrate its place qualities and create a public realm that both unites and connects its diverse attractions to create a sense of place that can make the most of its views, capacity for water access, facilities and vibrancy. Critical to this element of place-making will be:

- Enhancing the waterfront 'edge' or waterfront balustrade as a quality uniting element to connect the varied places, spaces and activity zones within a single waterfront promenade.
- Developing the concept of the 'string of pearls' as three major hubs that carry the visitor through the three hubs - heritage / hospitality / play as represented by the SMM@Great Harbour, Marine & Creative Arts Hub and new Play Facility within the Coastal Hub – Beach Park.
- Developing a high quality, and low maintenance, family of street detailing and furniture (bollards / seating / water-edge and boundary details) that adds character and animation to the waterfront experience and enhances the Conservation Area.
- Promoting community enterprise activity within 'waterfront kiosks' as summer franchise facilities (coffee / ice-cream/ snacks / etc) or small community spaces.
- Making use of innovative lighting to support early evening activity and the evening economy and offer safe active travel routes and add additional character and vibrancy.
- Addressing traffic movement on Harbour Street by reducing through traffic, limiting visitor car parking, introducing a 20mph zone and promoting active travel including re-balancing road/parking space to improve pedestrian and cycle facilities and support reduction in short/non-essential trips .
- Re-integration into the public realm the areas of industrial dereliction (wharf / laydown areas) and land adjacent to the slipway.
- Repainting and addressing the externals to the Harbour Pilot House to allow its incorporation within and upgraded landscape setting as part of the Coastal Hub and secure opportunity for longer-term uses.

The Maritime Mile is more than the connecting elements between the activity hubs. It creates the structure around which residents and visitors can enjoy and celebrate the waterfront and it needs to demonstrate that this 'connecting ribbon' has a recognised place value and defines a linear public realm and active travel corridor connecting town and coast where events, activity and hospitality are all part of the experience and the public are encouraged to enjoy and explore.



# 2.1.2

## Coastal Hub

## 2.1.2 Coastal Hub

### Developing a Coastal Hub and Enhancing the Beach Park

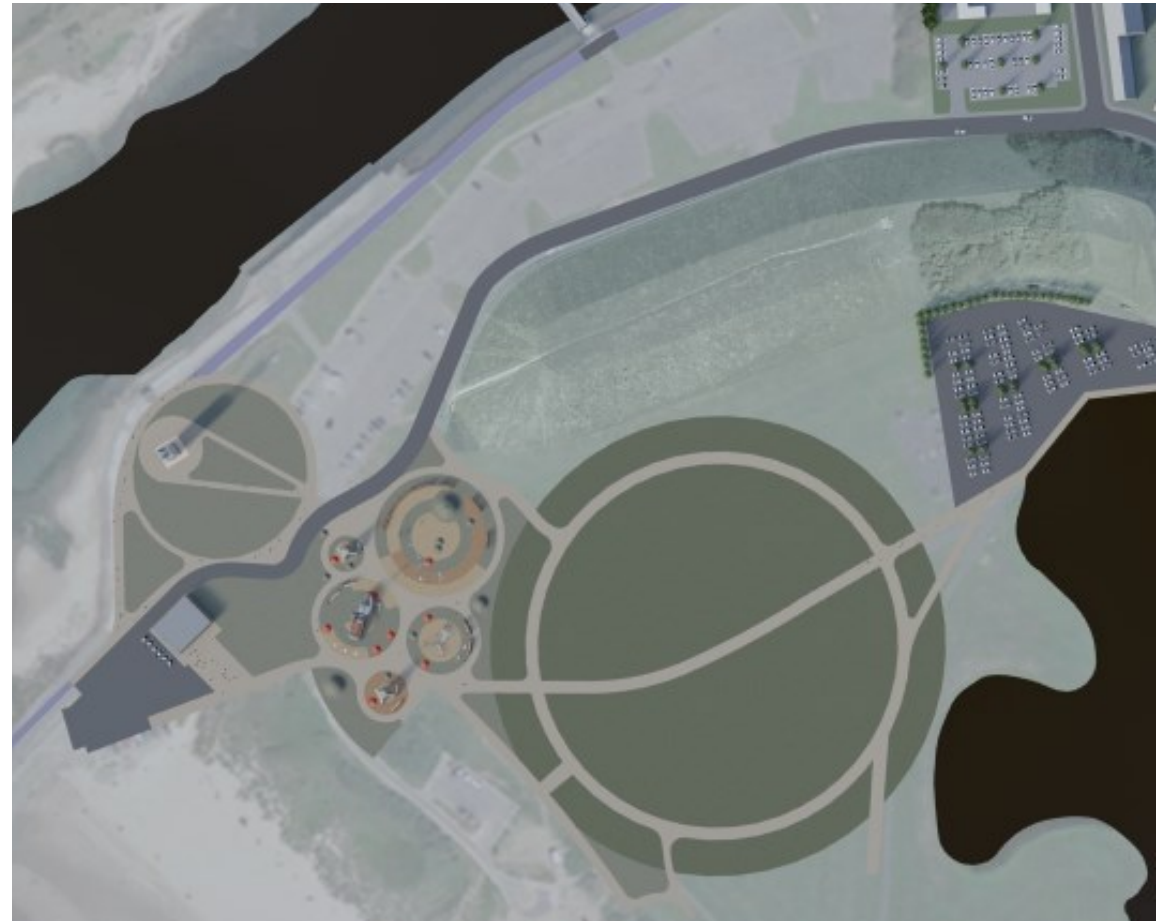
The Beach Park is a major asset for Irvine and the Harbourside with the intent of the masterplan to enhance this space to ensure it better meets the needs of local communities whilst contributing to the destination and adding enhanced facilities for those visiting the coast, beach, and Ayrshire Coastal Path.

Coastal Hub masterplan objectives:

- Enhance the Beach Park as an open, accessible greenspace and public realm asset
- Develop inclusive facilities to extend its value and use for all including improving disability access
- Protect the open space and open qualities and flexibility of space for casual and informal activity
- Create quality, barrier free inclusive play facilities for all ages and interests
- Provide an Events Arena for larger Harbourside events
- Make stronger connections with the coast, facilities and other waterfront attractions
- Create a Beach Park that is accessible, safe and that encourages exploration and supports active travel
- Improve the infrastructure and accessibility (all modes)
- Upgrade and improve existing facilities alongside the new facilities
- Create an enhanced park with enhanced biodiversity and ease of management.

The Coast, Beach Park and Waterfront collectively create a place of appeal, fun and family experiences focussed on the Harbour Point, Beach, Pilot House and connections across the wider Beach Park.

Parks and greenspaces are important for physical health and well-being including mental health and contact with natural eco-systems and nature. Making the Beach Park more attractive with the introduction of new play and park facilities should also consider how best to balance the needs for quiet space, informal recreation together with the need to provide for a range of local event activities including seasonal large events such as Making Waves or similar.



**Coastal Hub includes a new Play Park, upgraded Event Space and Beach Park.**

## Play Design

A major element of the project proposals is the development of a quality play facility within the Coastal Hub. Play is essential to children and young people's physical, social and cognitive development and the design will look to develop unique opportunities for innovative play experiences. Councils are now required to complete Play Sufficiency Assessments and the new play park will add to both the quality and range of facilities available within the area.

### Innovative & Inclusive Play Facilities

Play facilities help children to establish relationships with other children in their community and have a positive effect on community cohesion. Play has an important role in developing social networks both for children and adults and can have a significant role in community-based regeneration. Today's children and young people generally have fewer opportunities for outdoor play than previous generations due in large part to increasing traffic levels, concerns about risk, and negative attitudes towards young people. The challenge for play design is to provide the best possible play opportunities, and to create play spaces which will attract children, capture their imagination and give them scope to play in new, more exciting, and more creative ways.

The masterplan looks to embrace best practice and adopt the key principles underpinning successful play spaces.



## 2.1.2 Coastal HUB & Beach Park

These include:

- Design: providing bespoke design solutions and limiting standard manufacturer product
- Location: securing a good well connected, safe and accessible location with supporting facilities
- Local: meeting local needs and serving and supporting local communities
- Diverse: provide a wide range of play experiences that combine the use of natural elements
- Unsegregated: allow children choice and the opportunity for different ages to play together
- Inclusive: are accessible to all users including disabled and non-disabled children
- Challenging: offer opportunities to experience risk and challenge
- Maintained: are well maintained and are of durable, sustainable quality
- Community: support the needs of local community and carers
- Adaptable: provide for adaptability and events/semi-organised activity

Access to the outdoors also gives children more space to explore, challenge themselves, develop skills and encourages activity supporting health and well-being. The Play Park facility should easily connect with the wider assets of the Coast / Beach Park / Event Arena that offer further informal and incidental play spaces supporting exploration as part of a visit and range of experiences suitable for all age and ability groups.

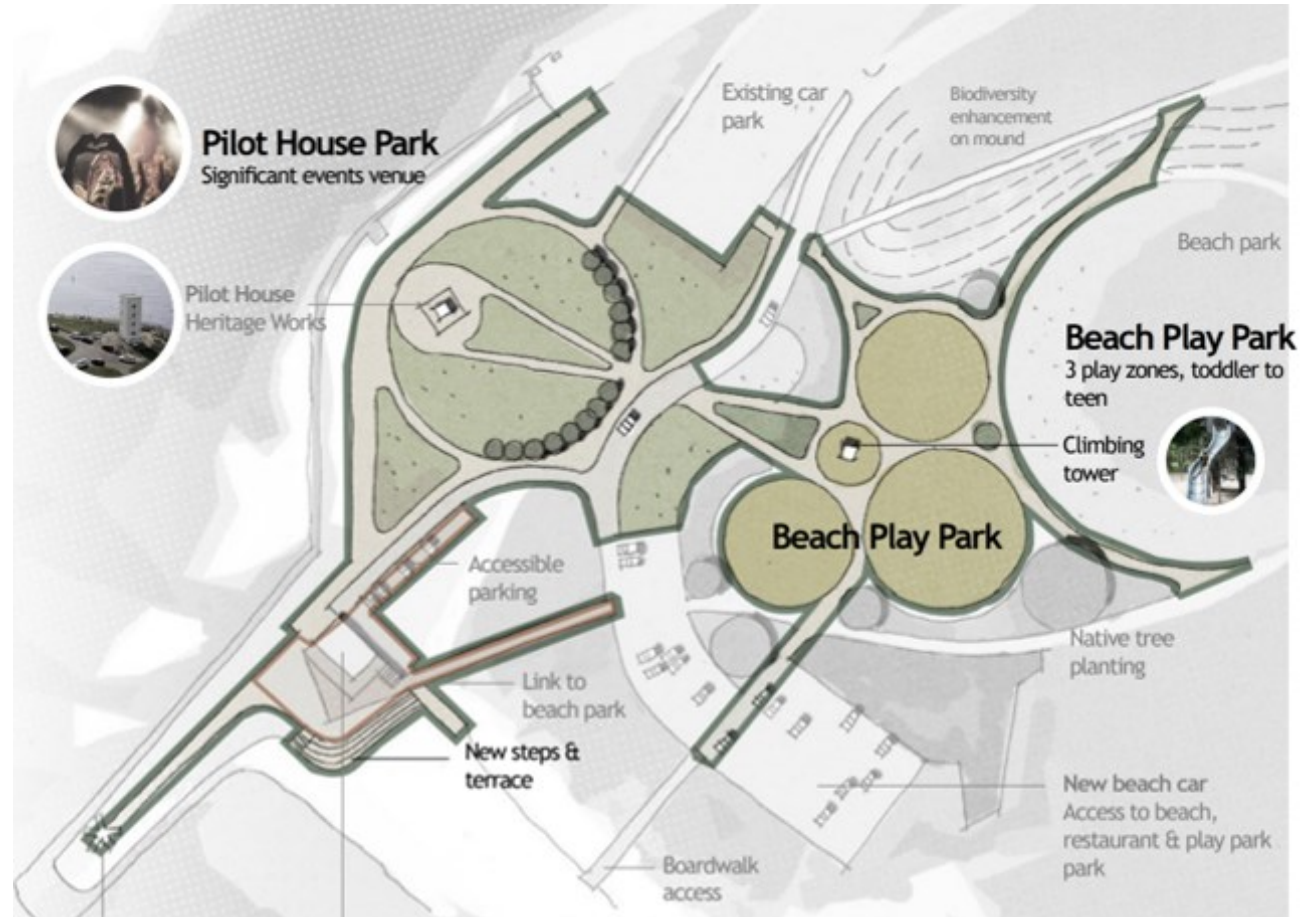
Concept ideas and draft proposals for the new Beach Park Play Park have been part of the project early consultation and engagement. Local communities through the consultation events for both the Great Harbour Masterplan and Play Park have positively supported the need and value of a major play facility within the Beach Park complementing the wider attractions of the coast, beach and Harbourside.



## The Coastal Hub a Destination & Gateway to the Beach Park

The centrepiece elements of the Coastal Hub will be the Play Park, Pilot House and its upgraded park setting together with the Beach Pavilion providing readily accessible toilets and facilities. The proposals promote wider unstructured play and leisure uses (walking-jogging/ cycling/ skating /climbing /dog - walking /sightseeing) and would readily incorporate innovation around ideas for outdoor gym and play-exercise activity, public arts and trails. Active leisure, trim trails and outdoor gym facilities are being incorporated into the Beach Park.

Path connections focus on connections between the Pilot House - Play Park – Beach Pavilion creating safe crossings around traffic calmed access/service roads and car parks. A 20-mph zone with appropriate speed restricting measures and segregated walkways /cycleways form part of the proposals. The Coastal Hub and Play Park will form the initial phase of investment for the Maritime Mile with the intent that this is part of the early contract delivery and is fully operational by 2026.





## 2.1.2 Coastal HUB & Beach Park

The Beach Pavilion is tired, near the end of its useful economic life and in need of replacement. The proposals look to retain all existing activities and upgrade the facilities under the existing NAC/Coastwatch management arrangement whilst adding a new café-restaurant. This would operate from the first floor with an open extended balcony offering hospitality with view across Outer Clyde to Arran. The Pilot House Point Car Park would be retained.

The area around the Pilot House will include a new landscaped park setting that reflects the coastal location and celebrates the heritage of the Irvine Waterfront and Pilot House. Use of boulders, sand and gravels, marine elements and native grasses, native wildflowers and herbaceous materials will create a distinctive palette of materials contributing to local biodiversity. The Beach Park in addition to its local park function has also hosted major summer events (Radio 1 Roadshow / Making Waves). The design development of the park needs to enhance the location for small/medium/larger events. Details of 'Lessons Learnt' and feedback from the Making Waves 2022 Event has been incorporated into the developing design. Proposals for the Beach Park Events Arena are set out below in section 2.3.1.



## Coast & Waterfront Access

The beach and coastal access between Irvine and Troon are an important asset for recreation and biodiversity with opportunity to enhance both assets. The main recreational walk follows the Ayrshire Coastal Path along sandy beaches, pavements and tracks. The Irvine to Troon section is circa 10 kms and provides a 3 hour walk or 40-60 min cycle. Local environment (grassland /dunes /dune slacks /beach) offer a rich and varied flora and fauna of high visual interest

Enhancement and managed access to the beach to control erosion and minimise habitat disturbance may be required in areas of high visitor use (Irvine Harbour Point / South Beach Car Park).

Local art / public realm projects provide points of interest on the route. These elements (The Dragon) could be enhanced though additional surfacing, signage and waymarking.

## Biodiversity Enhancement

The Ayrshire Coastal margin and its habitats (sand dune system / salt marsh) are important elements of a geo-environmental ecosystem that protects the coastal margins and provides a natural defence to coastal flooding.

The National Planning Framework (NPF4) seeks all developments to protect and enhance local biodiversity with opportunities both within development and in the management of greenspace and open space networks.

The Local Biodiversity Action Plan (LBAP) identifies priority habitats and species (NALBAP 2019-31) including Coastal Habitats and the four inter-connected elements of: Coastal sand dunes / Coastal vegetated shingle / Coastal Salt Marsh / Maritime Cliffs and slopes. The following task/actions are identified:

- Task 3.1: Establish ways in which the Council can measurably contribute to the growth of the Irvine to Girvan Nectar Network (IGNN), which aims to improve pollinator habitat management
- Task 3.2: Consider implementation of planting and management regimes developed through Irvine to Girvan Nectar Network and Garnock's Buzzing projects for vacant land sites and where possible close to coastal habitats such as beach parks.

Intensification of activity and improved access to the coast and coastal assets will introduce additional pressures on the coastal margin and sand dune system. This could introduce risks of sand dune and coastal erosion and may require further interventions, public access control and visitor management. Interventions to assist sustainable management and minimise impacts on habitat, dune stability and erosion should be considered in areas of increased public use.

Protecting natural systems and providing for ecosystem management will protect habitat and create opportunity to provide for biodiversity. Dune systems are sensitive to erosion with chestnut pale fencing, limited ecological planting and a greater awareness of areas of habitat sensitivity in higher footfall areas would all contribute to habitat protection and enhancement.



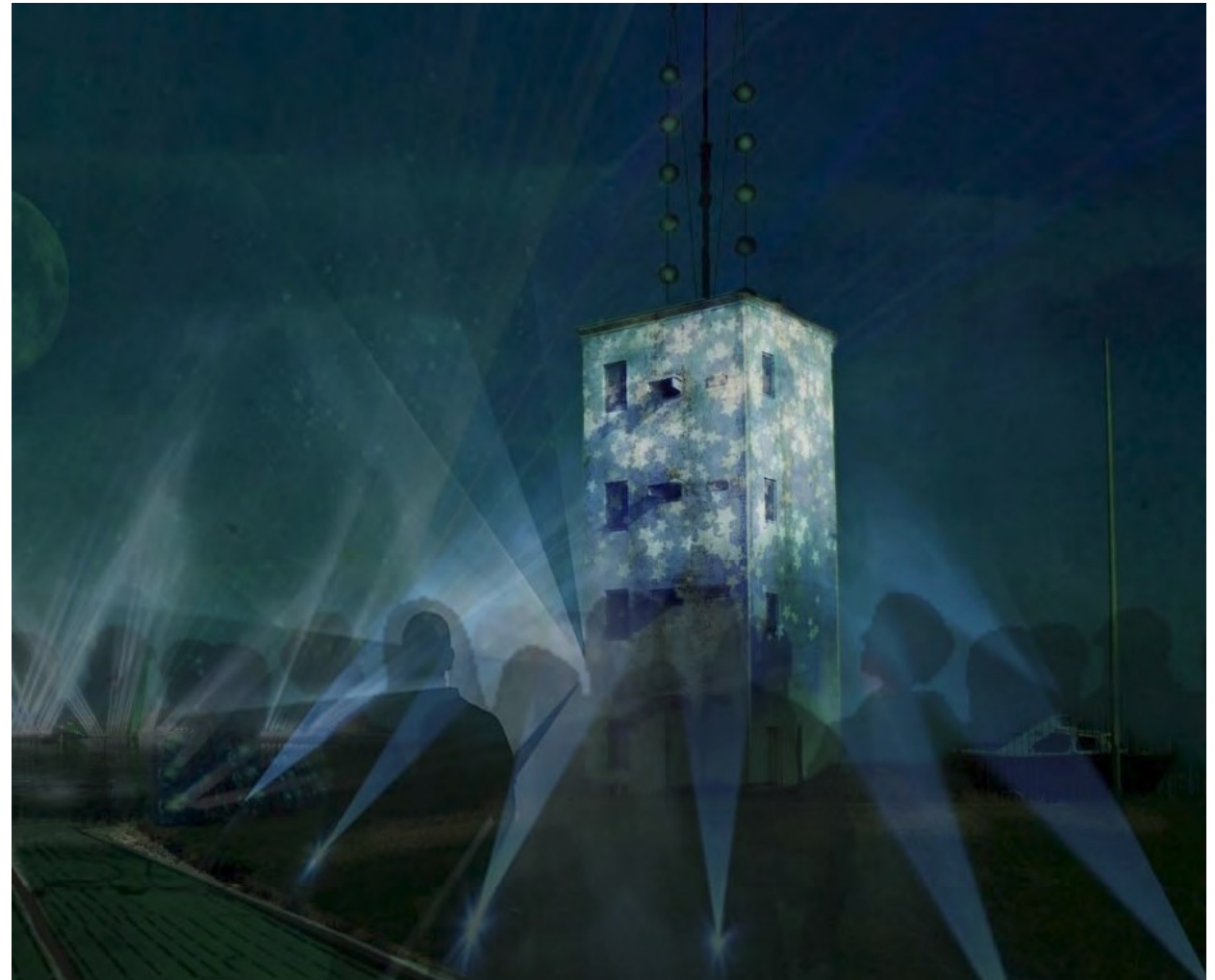
## 2.1.2 Coastal HUB & Beach Park

### Developing the Pilot House

The Pilot House was a tidal marker station patented by Martin Boyd and a unique element of maritime heritage. The fifty-foot tower which housed the system was completed in 1906. The system along with the commercial activity in the Harbour declined in the early 1970s and the building stands today as an iconic symbol of innovation. The Pilot House will be a feature element of the enhanced park and support community based activities.

The Pilot House needs investment to restore the building as a feature of the park. The building is very small and historically operated simply as a tower or elevated platform to provide line-of-sight for vessels entering the harbour. A number of ideas have been promoted but most important is simply ensuring the building is in good condition, visually attractive and well interpreted as part of the Pilot House Park, with ideally a replica 'signal device' expressing its historical purpose. The building is of historic importance with its unique contribution to harbour pilotage and should be celebrated as a 'unique local place-reference or marker' within the Maritime Mile.

The proposal would be to work with the Harbour Authority, Community Groups and others with an interest in maritime heritage to as a minimum externally restore the building and integrate it into the park and to work with local organisations to make a Heritage Lottery Fund application / Your Heritage application to provide a restoration of the rooftop apparatus (Balls / Lights / Eclipsers) re-establishing this small piece of unique local history. A quality park setting, feature lighting and heritage interpretation will offer a foundation as enabling works on which Community Groups and others can look to make further use of the buildings ground floor (and possibly upper reinstated floors) for local community-based activity.





## 2.1.2 Coastal HUB & Beach Park

### **Coast & Beach Park Arrival & Parking**

The Coast Hub forms a major visitor destination terminating the Maritime Mile. The Coastal Hub includes the Pilot House, Beach Park Play Facility, Event Arena and together with the beach and coast / coastal walks form a complementary group of attractions. Critically these need to offer good safe and appealing connections with the wider Harbourside and Town Centre and integrate with capacity for active travel, public transport and car-based access. The planning and design for the Coastal Hub has focussed on creating a zone with safe, legible connections meeting the needs of both residents and visitors and encouraging exploration of the area's wider heritage, place and environmental assets.

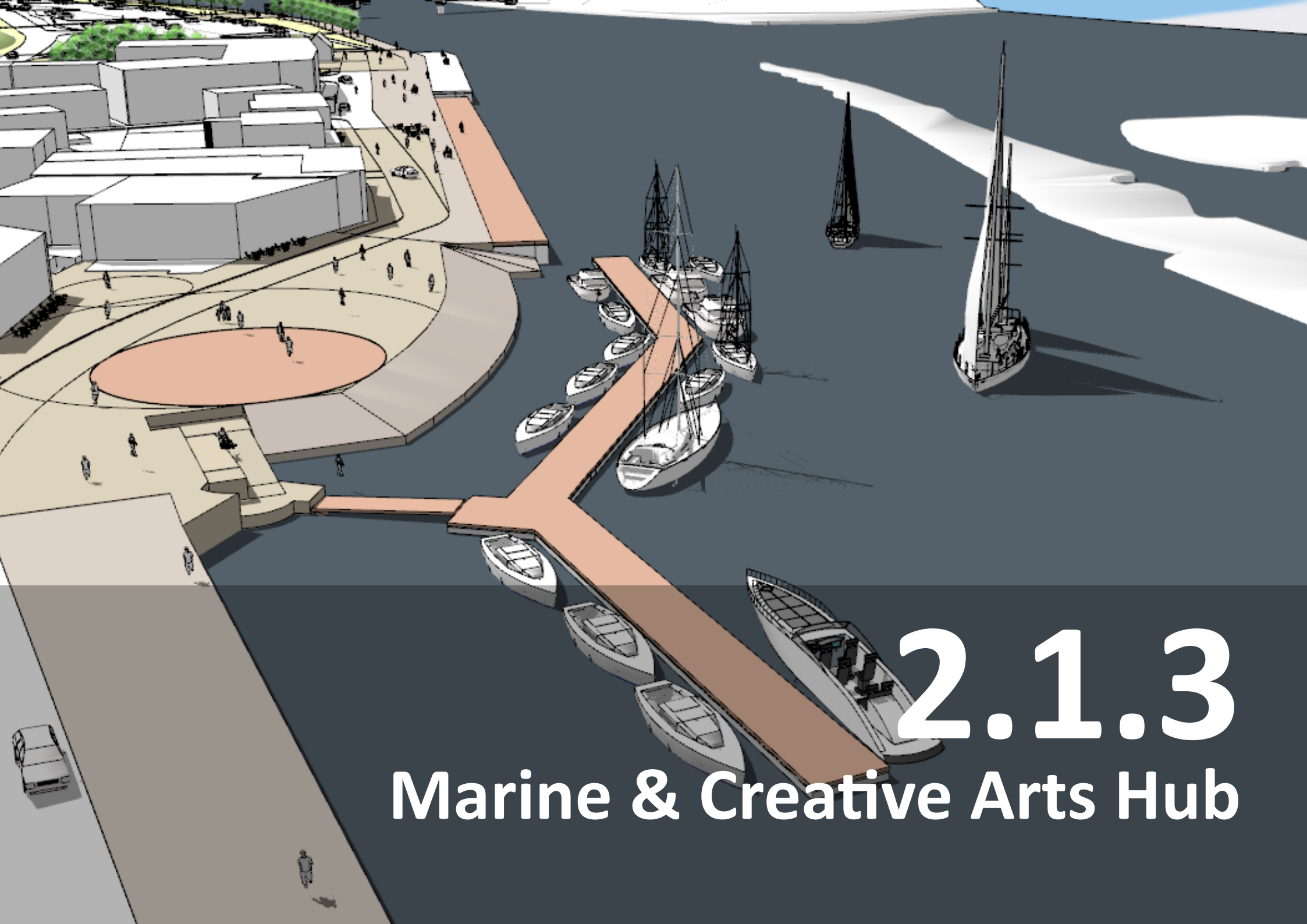
Vehicular access to the Beach Park would be best signed and directed to use Harbour Road, Portland Road and Marine Drive accessing Beach Drive at the gateway created by the Portland Roundabout. Consideration should be given to restricting through movement on Harbour Street either through seasonal traffic management measures or a permanent street closure at the Marine & Creative Arts Hub.

The primary desire lines are along the Maritime Mile within and around the Pilot House and Harbour Point including the Coastwatch facility, and both access to and walks along the coast. Active travel connections into and through the Beach Park and between main points of arrival and the Play Park, Event Arena and current and future Harbour Point facilities are a primary consideration alongside planning for car, vehicular and emergency service access.

The masterplan proposes the retention of the existing car parks and car parking capacity to support tourism and event activity and avoid conflicts with residential amenity. It would be hoped that opportunity may exist to improve public transport services within the area as the demand grows.

The masterplan envisages a phased transition that will help contribute to the national target to reduce car kilometres by 20% by 2030 providing strong support for active travel, promoting additional public transport connections and looking to ensure car parking reflects the destination requirements whilst not encouraging car-based access.

Parking requirements will be actively monitored to align with the development of facilities/attractions and events with the intent of maximising opportunity for active travel modes and extending sustainable travel choice and public transport.



# 2.1.3

## Marine & Creative Arts Hub

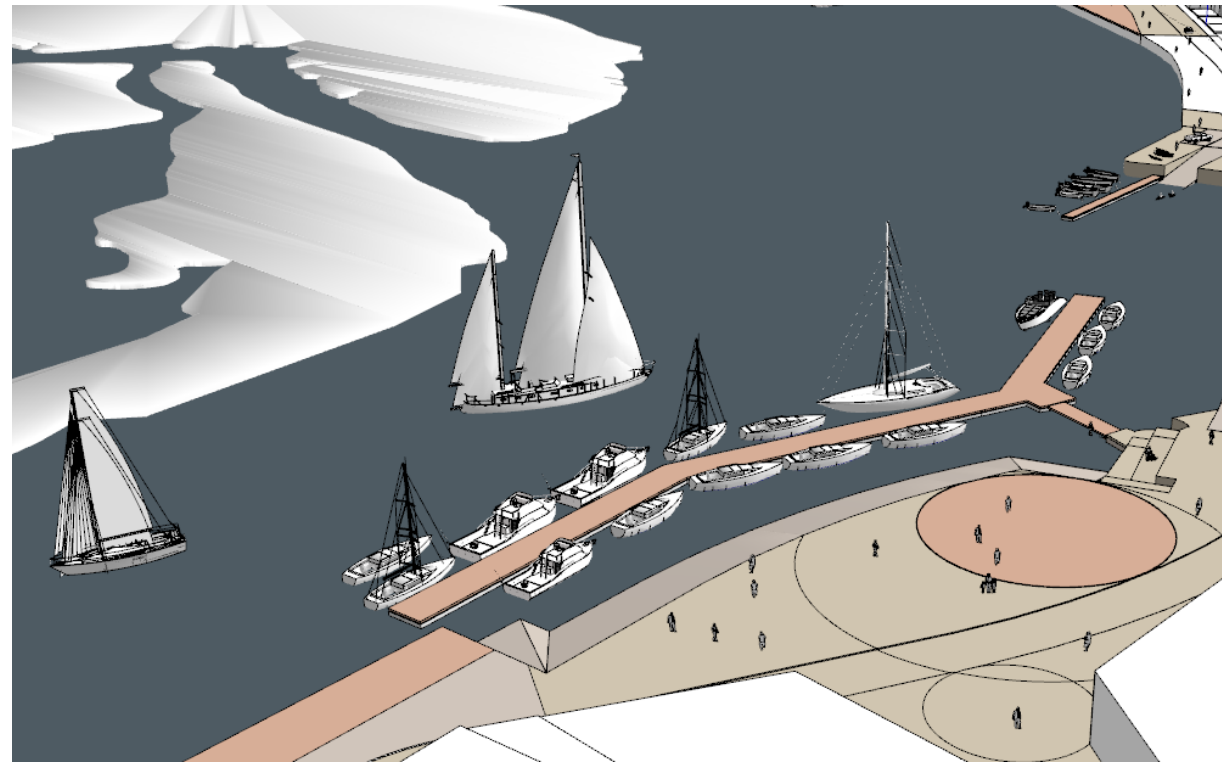
## 2.1.3 Marine & Creative Arts Activity Hub

The Marine and Creative Arts Hub will look to build on the existing harbour activity addressing, within a pedestrian-friendly and connected area of public realm, the waterfront wharf, slipway and pontoons facilities and all the supporting visitor facilities of the HAC/ Wasp Studios, Gro Coffee and other food and beverage offers (Harbour Master's Office redevelopment).

The Hub will form a vibrant activity zone offering riverside access, an event and activity space and strong local services creating a destination at the mid-point of the Maritime Mile.

The hub will incorporate a large single surface plaza that will encourage spill-out and outdoor activity from the Ship Inn, HAC Café, HAC Arts & Gallery, WASP Studios and Marine Hotel and link to GRO Coffee and to co-located areas created by the Wharf and the River Irvine Slipway. The main elements will include:

- New plaza & frontages– defining a large events/ gathering space supporting food and beverage offerings with attractive river outlook with open views to the floating pontoons, moorings, and marina activity.
- The Heritage and Leisure Craft Moorings to the pontoons will be retained and extended whenever funding allows to support water-based activity (heritage moorings / leisure craft) with enhancement to the Community Watersports Slipway –a focus for leisure activity with improved new facilities supporting Irvine Water Sports Club.
- Street improvements to create an Active Travel Corridor along the waterfront extending footways and addressing historical clutter and under-maintained waterside edges to create a safe pedestrian environment with new Off-Street car parking accessible from Beach Drive to the rear of the HAC and the Harbour Master's Office. The Active Travel Corridor will connect to the Core Path network and new residential areas.

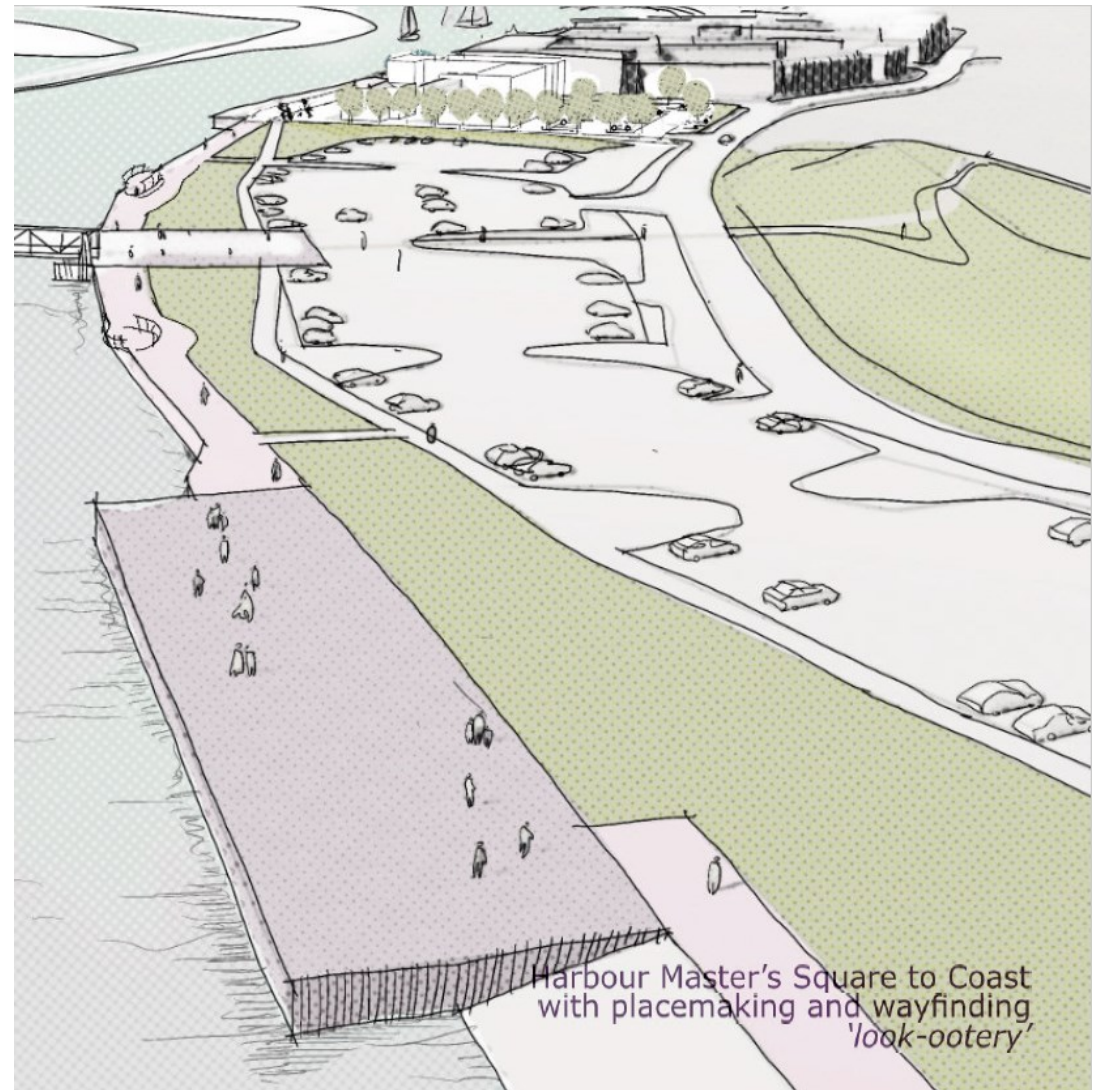


## The Wharf

The Wharf is a sectional timber and concrete berthing structure on two levels extending from the Ship Plaza westward to the Harbour Master's Office and extends for some 238 metres alongside the River Irvine. The Wharf forms part of the original deep-water berth of the River Irvine and is currently unutilised and fenced off due to the condition of the timber deck.

The first 150m of the wharf is made up of greenheart timber boards supported on greenheart piles and larch timber members. The secondary wall is another 88m metres that is constructed of sheet piles and supports a concrete deck with timber cope beams. The Harbourside is no longer used as a commercial port/harbour for freight or goods and the wharf structure has therefore not been maintained.

Irvine Harbour wharf consists of two main sections. The eastern end of the wharf is constructed from a variety of timber boards and struts, which form to a timber board deck. Timber trim boards are installed at approximately 4.0m below the timber deck, to form a retaining wall structure. Rock armour / stone is shown as a sloping revetment to the back of the timber wharf. Front timber piles are found at approx. 1.9m centres along the length of the timber structure. The western end of the wharf is of sheet pile wall construction, consisting of sheet piles continuously, with timber fenders at approx. 2.0m centres.



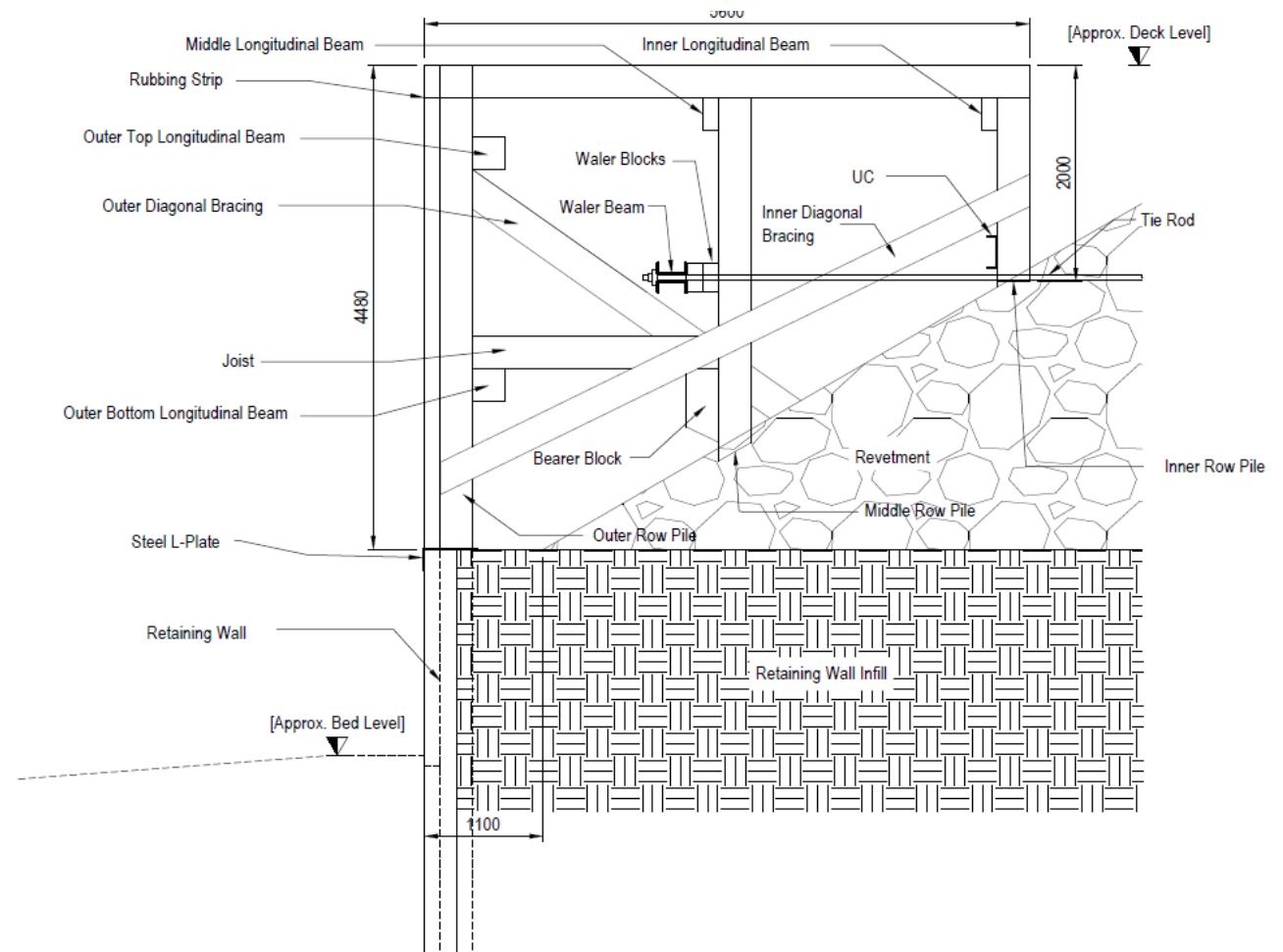


## 2.1.3 Marine & Creative Arts Hub

NAC completed a comprehensive non-intrusive engineering assessment of the condition of the wharf in 2019 (RPS Structural & Condition Assessment). The main findings were:

- The timber wharf sub-structure is in generally acceptable/ fair condition
- The wharf deck (Chg. 0-150metres) requires complete replacement
- Additional works are required to the sub-structure and diagonal bracing together with replacement works for some piles/joist, cope beams and structural members
- Refurbishment of bollards/mooring ring/ ladder furniture.

The refurbished wharf will retain a significant element of the waterfront heritage, provide a deck for viewing, moorings and water access with the intent of encouraging event and leisure uses including spill-out from food and beverage and gallery/ art studios on Harbour Street. The potential for provision of a further kiosk (see: IDC Waterfront Kiosks) as a service point and outlet on the hardstanding to the frontage of Gro-Coffee would be considered acceptable if commercial operators advised interest. The facility would help provide additional animation of the space during the summer months and supported with outdoor seating create could offer an additional outdoor eating space – subject to NAC Licensing.





2.1.4

Maritime Heritage Hub

## 2.1.4 Maritime Heritage Hub

An important element of the Harbourside and proposals for the Maritime Mile is the development of the Scottish Maritime Museum's presence on the waterfront and the ability for marine heritage to support a new vibrant Harbourside setting.

The proposals for SMM @ Great Harbour are an important project element of the Ayrshire Growth Deal that can support place-making and regeneration. The Growth Deal funding looks to support a waterfront destination that can transform the tourism and the visitor potential of Ayrshire and the Clyde Coast.

The Scottish Maritime Museum share an ambition to celebrate the Maritime Mile with a new visitor attraction building audiences, inclusive participation and education around maritime heritage and arts. The new facility will complement the Linthouse Museum. The SMM is a stand-alone organisation with a national remit to research, collect and curate Maritime Arts as part of Scotland's maritime heritage. The SMM owns and holds a collection of national significance. The SMM art collection and interpretation of Maritime Arts is limited within the Linthouse Building with SMM seeking to develop a specialist facility alongside the facilities on the waterfront.

SMM are seeking to develop a flexible multi-use 'Community based flexible Exhibition & Gallery Space' creating a new waterfront focus for the SMM and a clear new 'destination point' on the Maritime Mile. The main facility will house the gallery, shop, café, and a training/ education space. The facility's new public realm arrangements make a provision for a dry dock/slipway allowing for exhibiting of existing and visiting heritage vessels to become part of the heritage external exhibition and the education and training provision.

SMM are also keen to be a hub for wider community and 3rd sector activity and will also look to house community-based organisations within basic workshop units to the rear car-park areas with ability to access toilets and shared facilities / utilities.



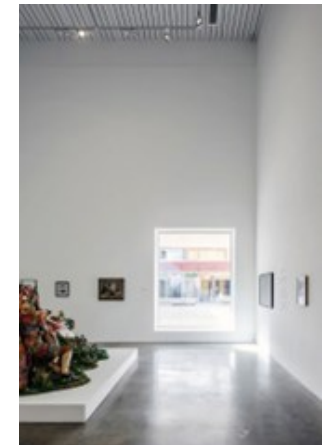
## Exhibition Gallery Space

The new facility combines elements of gallery, community, education and harbour services sharing many of these functions with the Puffer Building and creating a new inclusive 'hub' on the waterfront that supports the maritime arts collection and the remit of SMM whilst also supporting the interpretation of maritime heritage and supporting the SMM's educational remit together with community programmes and visitor interest.

The Gallery Space will add to the facilities and be complementary to space within the Linthouse Building and will provide a single gallery for maritime arts exhibits, exhibitions and community arts projects. The single gallery concept will extend the functionality of the Puffer Café facilitate and continue to use Puffer as the services facility (restaurant / café / retail) for the extended project.

The extended Puffer/Exhibition space has been designed to provide:

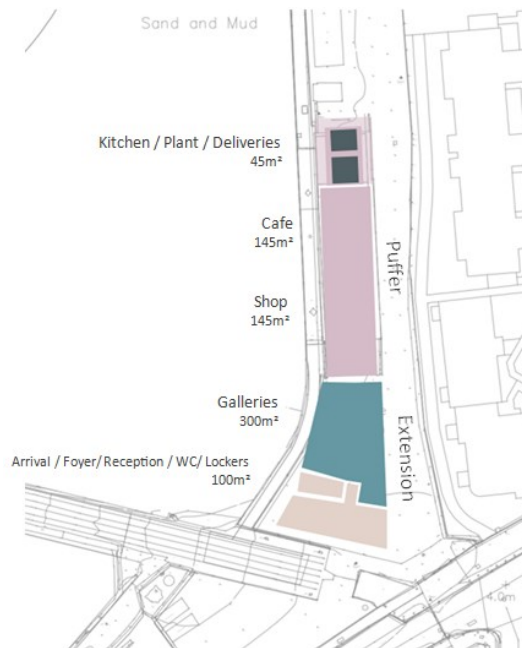
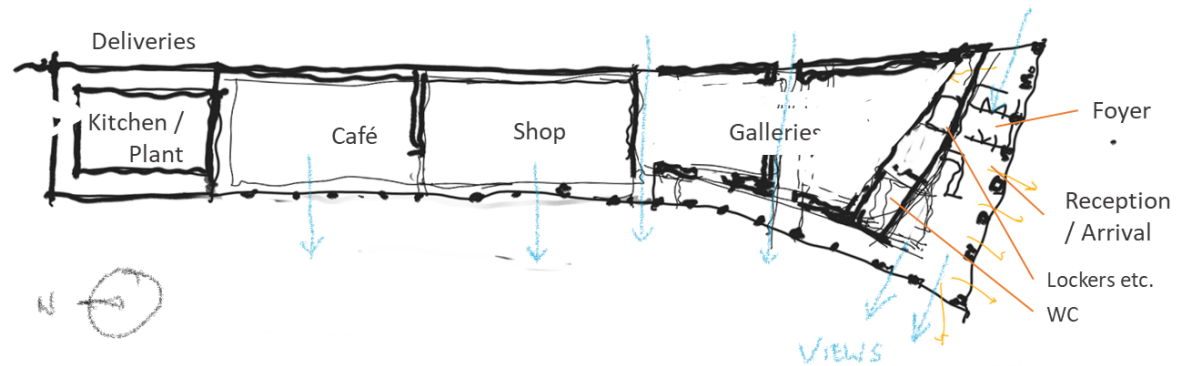
- A Puffer Café redevelopment and extension making full use of the waterside location with low level vernacular fisher-shed styled buildings clustered around the amended slipway.
- Create a single gallery space of circa 300-400 m2 incorporating reception/ orientation / educational space and toilets.
- Retain the low extended form of the Puffer Café building and integrate the upgraded building to create a single multi-user facility.
- Create an external public realm, education, training and event space to the frontage connecting into the Maritime Mile.



# 2.1.4 Maritime Heritage Hub

The Gallery element of the building has been designed to provide:

- A single gallery with barrier free access showcasing the SMM’s maritime arts collection and visiting maritime history exhibitions.
- Indirect northern natural lighting. Objects are protected from unnecessary exposure to UV and direct light, e.g. when the museum is closed. Storage areas are kept dark when not in use.
- Temperature humidity control: The gallery aims to maintain conditions which are as stable as possible, within the range 12 – 20°C and 45 – 60% RH.

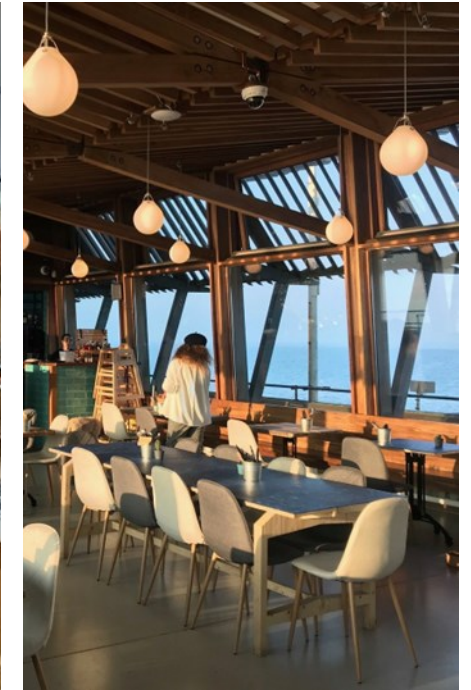


## Puffer Café - Retail & Café Restaurant Space

The Puffer Café will be retained and redeveloped under the proposals to provide a waterfront café-restaurant linked to the gallery but retaining its independence of operation and capable of offering a mix of services (food & beverage / retail / toilets & services) alongside the gallery. The SMM would continue to manage the facility under licence / lease as appropriate.

The site will be serviced as existing from Harbour Street with rear parking/servicing. The redeveloped Puffer Café building form will be maintained (height/scale) and be the reference for contemporary new build elements. The collective building assemblage will provide a welcoming and active frontage at the Harbour Street / Montgomery Street junction creating a stronger more positive sense of welcome.

The existing scale of Cafe/Retail space (circa 280-300m<sup>2</sup>) will be retained but redeveloped to provide an open frontage with glazed pivot glass screen walling to the waterside offering access to a deck / outdoor sitting creating an alfresco lunch and dining area. Design development will ensure the site and facility is fully barrier free in terms of less abled/disabled access and that the gallery and educational spaces are flexible and adaptable for a wide range of artistic and creative arts-based events. The external public realm will provide an important smaller event space supporting local events and waterfront activity.



The building concept provides a redevelopment of the Puffer Café as a simple vernacular waterfront building with integrated Exhibition & Gallery space. Building scale and height will be similar to existing with

Kitchens and service support areas including vehicular loading/servicing and waste management will be retained to the northern gable area along with staff/site toilet and washroom facilities. Disabled parking provision (4 spaces); staff parking and service deliveries are provided and will be retained to the north of the site.



# 2.1.4 Maritime Heritage Hub

## Moorings, Slipway & Docking Pocket

The proposals seek to enhance the display of the SMM heritage 'Puffer Collection' with capacity to improve the display, access and educational use of the historic Puffers as a focal point and attraction to the Gallery frontage. Discussions are being advanced with SMM on developing the Slipway to create a Berth Pocket effectively allowing the Spartan/ Kyles to be displayed at quay level. Eg. With Puffer deck level sitting circa 1m above public realm height.

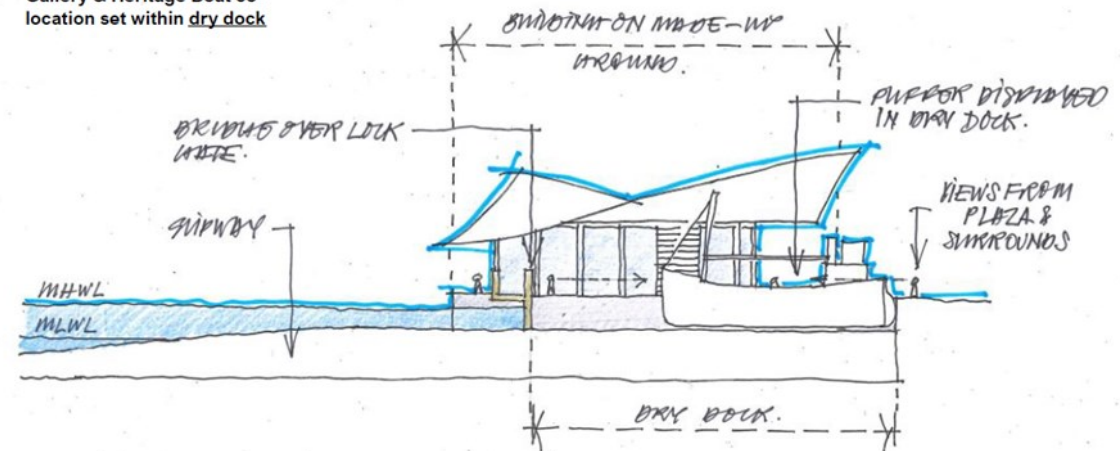
A Dry Berthing Pocket would allow one of the SMM's heritage 'Puffers' to be displayed and allow all age groups to both view deck / derricks / wheelhouse and winches and allow the deck /wheelhouse to form part of the outdoor classroom // training and educational space of the SMM@Gt Harbour. The existing slipway would be re-graded to a shallow inclined plane creating a retained docking pocket/graving dock with vessels winched into the berth on a standard boat cradle. Detail of the proposals are subject to design development with SMM. It is anticipated that other visiting vessels / visiting exhibition vessels could use the space to create additional interest or underpin an exhibition or event. Any additional berthing or vessel exhibition space will be explored during detail design. The proposals are not considered material to the Harbour, and it is not anticipated the works would involve a Harbour Revision Order.

The Slipway would no longer function as SMM's primary marine access slip with SMM and other uses utilising the Harbour Slipway on Harbour Street adjacent to the Irvine Water Sports Club. SMM has used both slipways in the past and are satisfied that all SMM needs can be met by the public slipway adjacent to the pontoons.

Irvine Water Sports Club (IWSC) is an important local sports club offering a range of facilities to its many members and to visiting users (Membership circa 180 Members). The club has hospitality and training facilities and hardstandings for boat storage /repairs and maintenance along with associated facilities. The IWSC work with wider groups and boat users. Moorings on the River Irvine provide for circa 40 floating moorings and compliment private moorings , fishing boat activity and the SMM heritage vessels.



- Gallery & Heritage Boat co-location set within dry dock





# 2.2

## Harbourside Housing



## 2.2 Harbourside Housing

North Ayrshire Council are committed to quality place-making as set out within the Local Development Plan (LDP2) and as further reinforced through the adoption of the National Planning Framework (NPF4). Strategic Policy 2v sets out a commitment to placemaking to ensure the delivery of Local Outcome Improvement Plan priorities (LOIP) that looks to make North Ayrshire safer and healthier by ensuring that all development contributes to making quality places. New housing will be expected to contribute to and enhance the quality of place and to build on the design references of the Irvine Development Corporation and more recent NAC Housing.

The policy framework safeguards and looks to enhance place and environmental quality through the quality of architecture, neighbourhood planning and avoidance of unacceptable adverse environmental or amenity impacts. A key element of the policy is that all housing and neighbourhood developments meet the six qualities of successful places that is further supported through the NPF4 around climate change, biodiversity and the creation of 'liveable' places

Quality places and place-making requires engagement, sensitive designed and positive partnerships for delivery. The quality of local neighbourhoods and homes affect quality of life, civic cohesion and impacts on housing choice and opportunity. Strong sustainable and inclusive communities are shaped by quality places where people want to live, work and invest in both now and in the future. Placemaking, high quality sustainable development and support for net zero are all key components of good design.

Irvine Harbourside needs to be designed to be sensitive to the context and environment and make a contribution to the quality of life of the community by ensuring homes are well planned, well connected, inclusive, safe, and built and managed to offer equality of opportunity with good local services for all.

Scottish Planning Policy and the key policy documents of the National Planning Framework (NPF4); Designing Places, Designing Street, Liveable Neighbourhoods; Policy on Architecture for Scotland, and the Climate Change Act sit alongside and are closely referenced to the North Ayrshire Council LDP2 key policy documents.

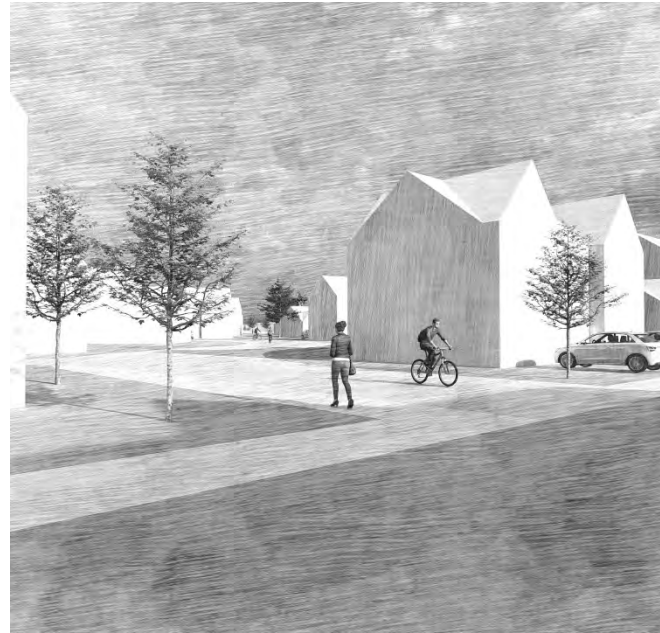


## Key Principles



### A Placemaking Approach

A people-centric place that is specifically designed to accommodate Mixed Use and which provides for local needs on site and encourages people to live, work, learn and celebrate 'their place' and activate their environment.



### Integration of Mixed-Uses

Creating a new 'Living Quarter' which creates a new model for contemporary urban living right in the heart of Irvine with access to all services whilst creating a strong sense of place, based on a central greenspace and integration of adjacent uses.

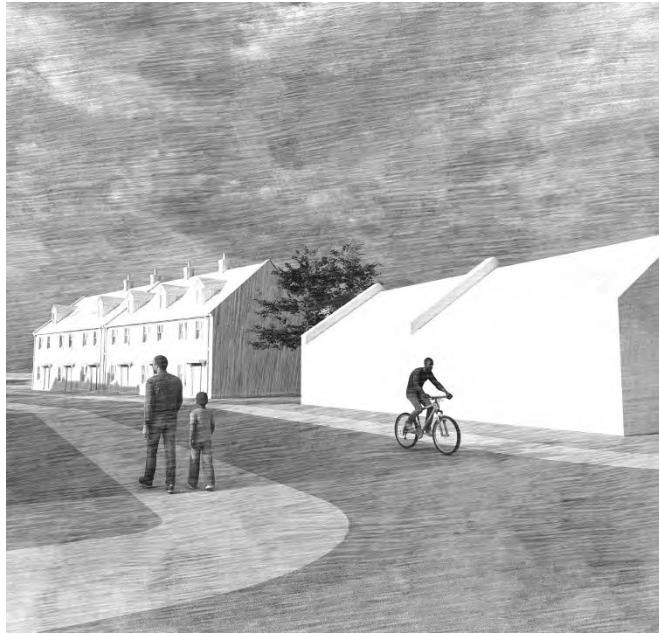


### Enhancement of Greenspace

Integrating safe routes and greenspace as a core element of the development creating a 'park' for residential and the town that is closely linked to the networked greenspace of the coast and infrastructure corridors.

## 2.2 Waterfront & Beach Drive Housing

### Key Principles



#### Net Zero & Support for 20 Min Neighbourhoods

Supporting through passive and quality of building design net zero through energy conservation; material specification (and reuse) and integrating strong Active Travel and connections, reducing car dependency and promoting 20 Minute Neighbourhoods



#### Creating a Connected Place

Strengthening links between the Town Centre and the Railway Station and wider green network links with a permeable well connected and readily accessible path network and creating safe routes.



#### Safe Routes Active Travel and Streets for People

Promoting pedestrian and cycle connectivity to the town centre, local amenities and services. Ensuring ready access to public transport use and designing streets and public spaces to encourage pedestrians and cyclists to use them safely in a connected network of non-vehicular movement.

**Designing Places** sets out the principles to create neighbourly, sustainable places which are:



- **Healthy:** Supporting the prioritisation of women's safety and improving physical and mental health



- **Distinctive:** Supporting attention to detail of local architectural styles and natural landscapes to be interpreted into designs to reinforce identity



- **Pleasant:** Supporting attractive natural and built spaces



- **Sustainable:** Supporting the efficient use of resources that will allow people to live, play, work and stay in their area, ensuring climate resilience and integrating nature positive biodiversity solutions



- **Connected:** Supporting well connected networks that make moving around easy and reduce car dependency



- **Adaptable:** Supporting commitment to investing in the long-term value of buildings, streets and spaces by allowing for flexibility so that they can meet the changing needs and accommodate different uses over time

### Placemaking Objectives

Successful placemaking can be shaped around the six qualities of successful places as set out in the Scottish Policy – Creating Places.

These qualities should ensure all design elements are shaped to create a neighbourhood that is healthy, pleasant, connected, distinctive, sustainable and adaptable. In developing the masterplan, the plan seeks to enhance the Harbourside's quality of place and enhance the Harbourside as a strong local neighbourhood that can help to support local housing needs, promote the special qualities of place and further develop the Harbourside community as an attractive, liveable and appealing place to live and visit. Critical to this ambition is:

- Supporting the need for new homes with a mix of housing types in liveable neighbourhoods
- Providing well-designed homes
- Promoting place quality with designs referenced to existing neighbourhood architecture
- Creating housing with high quality of external detailing, public realm and supporting facilities,
- Supporting a 20 Minute Neighbourhood with safe, ready access to local/ town centre facilities/services.
- Creating spaces to support physical activity, relaxation and play and to celebrate culture, diversity and heritage.
- Providing for enhanced street environments and stronger and safe connectivity
- Securing energy efficient /low carbon housing to reduce energy use.

Places are for people and people help makes spaces safe, active and sociable. For Harbourside the key element is to secure housing that meets existing and future resident needs and feels like a really good place to live.



### Urban Design Principles

### Promoting a Vibrant Mixed Use Place

The development of Harbourside looks to build on the scale and form of the existing Harbourside neighbourhoods with the new developments taking design reference from the Irvine Development Corporation (IDC) and North Ayrshire Council housing on Harbour Drive. The indicative housing layouts and the housing mix provide a framework as to how Harbourside can continue to meet local housing needs and integrate closely both with existing neighbourhoods, the waterfront and the Beach Park.

Creating vibrant mixed-use places is however more about the space and activity external to buildings and most importantly the connectivity and walkability of the local environment. The waterfront with the upgrading provided by the Maritime Mile and Beach Park creates opportunity to sensitively integrate through the development of small gap-sites new residential development and small-scale service/café/retail.

The Harbourside offers a natural 20 Minute Neighbourhood where most residents will be able to meet their core needs within a short walk or bike ride from home. The Town Centre, Rail & Bus interchanges, Beach Park, Coast are all readily accessible.



**Proposed Mixed-Use Development illustrating Project Opportunities**

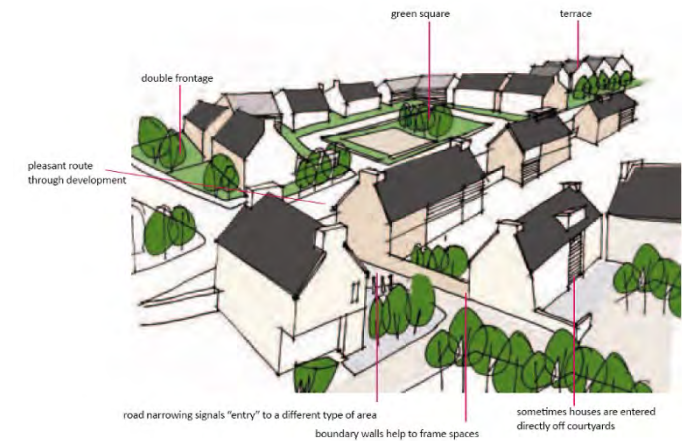
## 2.2 Waterfront & Beach Drive Housing

### Housing Mix

The masterplan aims to ensure that there is a mix of dwelling types and sizes to meet a range of housing needs as this helps build strong neighbourhoods and sustainable communities. Developers will be encouraged to provide a range of house sizes and types, reflecting similar new residential infill development (NAC 2022) which enhances place quality and enhances the Conservation Area.

North Ayrshire Council Housing has recently completed a 71 house development on Beach Drive. This development is based on similar masterplan and neighbourhood planning / place-making principles. In addition the private sector developments at Dublin Quay / Belfast Quay have been successfully completed over several phases and the old Jewson Builders Merchant's site on Gottries Road has planning consent for 28 new homes.

The masterplan sets out the detail for a new residential opportunity on the Portland- Beach Drive site. The site represents brownfield land and is supported for residential development within the Local Development Plan.



## Housing Typology & Urban Structure

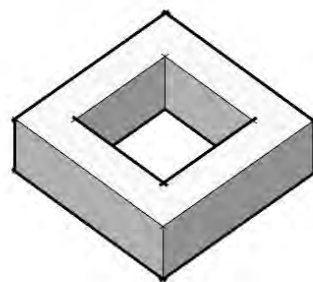
Urban form and structure along with the mix of buildings and housing tenure are an important element of urban design. The relationship between buildings, streets and spaces has a significant impact on whether a place will feel welcoming and comfortable for all users.

Buildings should positively define and enclose streets and open spaces by fronting onto them with windows and entrances/doors facing towards them; this will provide active frontages and passive surveillance.

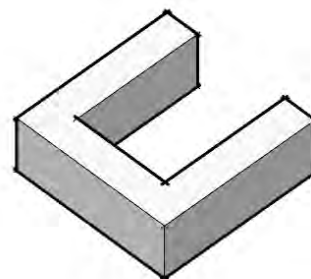
Short terraces reflect local forms and help to define streets and offer the capacity to secure medium density residential development with high amenity. Terraced town houses in variable blocks of 4-6-8 units create a clear and consistent architecture typology.

Plot depths of 35-50 metres will enclose private and semi-private greenspace and provide, where appropriate, in-curtilage private residential parking. Building lines and setbacks should be variable and emphasise the spaces that the buildings address and reflect the character of their location. The strong existing building lines of Beach Drive/Harbour Street offers an excellent model to be reflected and reinforced in the new development.

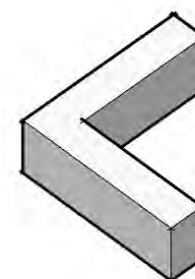
Plot layouts for housing can be broken down into blocks of variable scales and allow for a variable mix of two, three and four bed homes with variable private garden ground. Plot layouts can be adjusted to suit the development boundaries with plots positioned to respond to the site, key views and boundary uses.



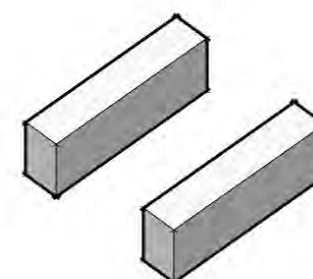
**Courtyard**  
Most dense typology  
approx. 45 apartments



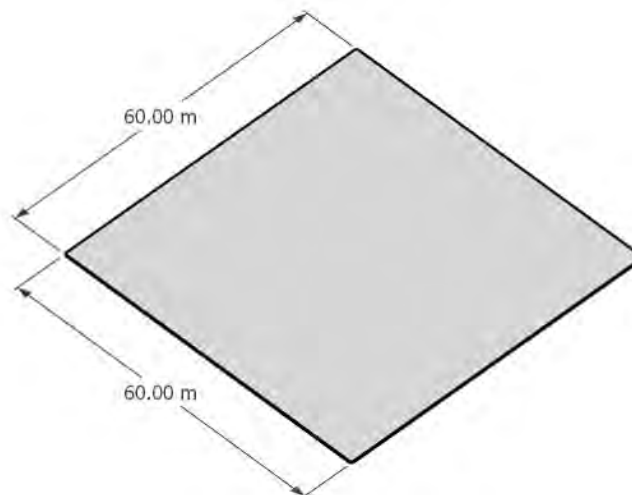
**Horse Shoes**  
approx. 42 apartments



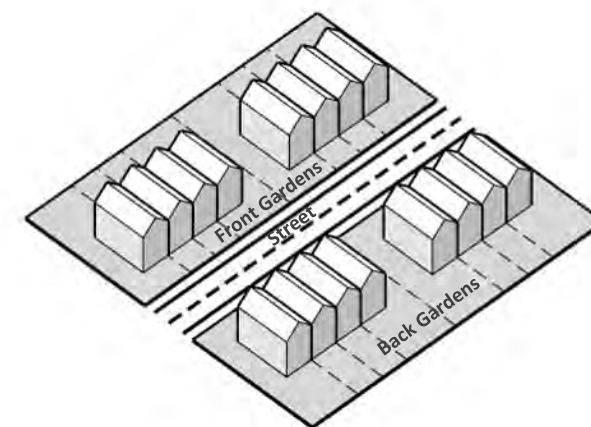
**L Shape**  
approx. 25 apartments



**Rectangular**  
approx. 14 apartments  
Per block



**Footprint of Medium Density Residential Development Plot**



**Example Buildings within Plot**



### Height, Massing, & Density

Mixed-use development is appropriate for Harbourside as it fits with the existing urban pattern and will help to enhance the vibrancy of the extended neighbourhood and promote interest, variation and walkability. The masterplan provides for the inclusion of small compatible ancillary uses such as local shops, creche-nurseries or leisure facilities as ancillary uses within the residential mix.

The masterplan actively promotes a mixed-use approach within Harbourside seeking to incorporate smaller non-residential use (convenience retail / support services) at ground floor level particularly on the main street frontages and on prominent corner sites.

Building massing, spacing and orientation of buildings takes their cue from the existing Harbourside neighbourhoods with strong frontages whilst allowing buildings to address issues such as solar orientation to ensure resource efficiency and provide opportunities for domestic renewable energy generation.

Housing units are typically town house and cottage units aligned in short terraces and defining streets and the main public realm corridors. The building typology would look to reference to the recent successful NAC Housing on Harbour Drive. Building heights of maximum 3 floors with corners articulated with 3 1/2 levels and providing 18m separation between directly facing windows of habitable rooms and generous gable to gable spacing to ensure amenity, allow connections and provide for the privacy of residents.



### Medium Density Residential reflecting Harbourside (20 and 35 units per hectare)

Medium density housing is proposed for the residential housing sites. Housing will provide frontage development to streets with residential units providing a mix of terraced town houses with varied combinations of semi-detached and terraced units. Housing will establish a common typology to create distinctive and recognisable character areas within a common architectural vocabulary. The layouts will look to provide:

- terraced, semi-detached housing to support a diverse range of housing types
- perimeter block layouts framing streets and public realm space supporting 'safe by design' principles
- Street and movement layouts adopting 'Designing Streets' and 'Cycle by Design' principles
- good pedestrian connectivity and integrated greenspace including provision for surface water management (SUDS)
- integrated landscape proposals, making use of street trees and amenity planting within gardens.

## Sustainability & Net Zero

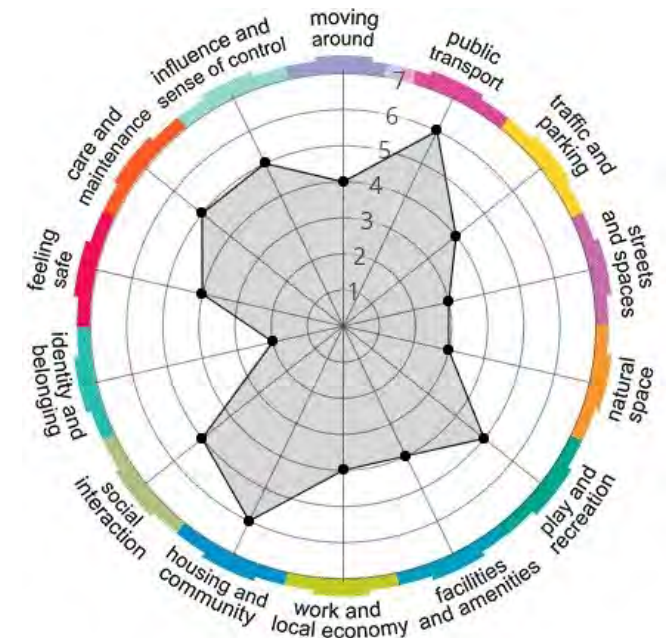
The masterplan framework sets out to ensure a best practice approach to sustainability and net zero both with regard to materials re-use, embedded energy, passive and positive environmental management and compliance with all Building Regulations and standards.

Additionally, the masterplan seeks to reduce car dependency and promote active travel choices. The aim is to ensure the overall efficacy of all measures through energy efficient design and management. The proposals seek to do this through:

- Creating layouts that support passive solar gain and can incorporate renewable energy infrastructure
- Minimise residential energy demand and enable renewable energy as part of the building envelope
- Maximising the thermal efficiency of building envelopes within the housing typology
- Recycling and re-purposing buildings/ materials and reducing generated waste
- Reducing short and non-essential car journeys by promoting active travel / enhanced access to public transport including promoting extended public transport bus services.
- Retaining greenspace and enhancing parks / path networks
- Incorporating sustainable urban drainage and incorporating permeable surfaces
- Integrating sustainable drainage within greenspace with a focus on amenity and opportunities for biodiversity
- Requiring Construction Environment Management Plans as part of good practice

North Ayrshire Council declared a climate emergency in June 2019 and is committed to achieving net-zero carbon emissions by 2030 with the Council looking to lead the way in reducing emissions from buildings, transport and waste, whilst increasing the use of renewable technology. In order to achieve the net-zero target, significant reductions in area-wide and Council estate emissions are required.

Working towards Net Zero and supporting behaviour change involves planning for change and making it easier for residents and visitors to make more sustainable choices. Better facilities and infrastructure (common waste facilities/stores; resident and visitor bike storage; good, safe pedestrian and cycle connections; SUDs and greenspace integration; permeable surfaces and where appropriate tree planting) all support climate change resilience and encourage and support low carbon living.



# 2.2 Waterfront & Beach Drive Housing

## Street Design

Successful places have streets integrated within the public realm and are designed to meet the needs of all users addressing place before movement and creating streets rather than roads designed solely for the efficient movement of vehicular traffic.

Designing Streets (National Policy adopted by NAC) places the needs of pedestrians and cyclists at the top of the street design hierarchy and alongside other design measures seeks to encourage active travel and sustainable travel modes. All layouts and amendments to existing streets will comply with NAC's Roads Development Guidance (NAC Roads Development Guide). Streets design with residential homes providing active building frontages create attractive and safe walking routes that are direct, and well connected to existing routes, public transport connections, local places of interest and the wider Harbourside street network. A permeable network of streets and connecting paths supports active travel and healthier more active communities. The street detailing at detail design stages will be required to incorporate best practice to naturally limit speed as an integrated package of measures including junction geometry, material detailing, at-grade pedestrian crossings, throttles and speed tables to be agreed with NAC as the Roads Authority to address the principles of 'Designing Streets' whilst ensuring compliance with roads standards and to ensure safe pedestrian environments. All designs will be required to comply with the NAC Roads Design Guide and be agreed with NAC Transportation Team. Throughout movement corridors have been planned as multi-user streets with the street design reflecting movement needs incorporating pedestrian, cycle,

public transport and service needs alongside the need for vehicular access and being cognisant of traffic volumes. Streets design and detailing (vertical /horizontal shifts) throughout the Harbourside should aim to secure maximum speeds of 20mph with street detail design reflecting Designing Streets and the NAC Road Development Guide.

Specific measures are proposed in the following locations:

### Harbour Street: Promoting Harbour Street as a Local Residential / Tertiary Street

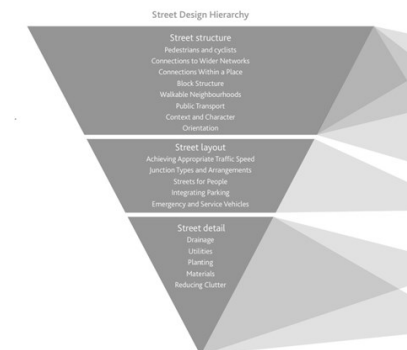
Promoting Harbour Street as a quiet residential street for local access with traffic seeking to access Beach Park and Coast signed and directed to Harbour Road / Harbour Drive. Street design incorporating public realm integration to balance the needs for walking, cycling and wheeling and local access and wider visitor use. This will introduce a 20 mph Zone for Harbourside and incorporate raised surface treatments around key connections such as: Montgomery St/ Harbour Street/ Gottries Road (Puffer Café) and similar at the Marine Activity Hub and Harbour Master's Office redevelopment. Improved pedestrian and cycle provision are included within the Maritime Mile proposals and connect to wider Core Path and Active Travel corridors linking leisure routes and the new residential areas.

### Beach Drive including Portland Roundabout : Promoting Harbour Drive as a Primary Street

Incorporating 'Designing Streets' measures to Beach Drive from and including the Portland Roundabout (Gateway feature) to narrow the street to 6.0 metres and incorporate into the design proposals raised tables and at grade pedestrian crossings at junctions, continuous footways and on-street parking and street trees. The character of Beach Drive will be reshaped as a Primary Street / Residential Core Road (NAC Roads Hierarchy) incorporating as integral to the design measures to reduce

traffic speed (max 20 mph) and create an environment with better amenity which is more supportive of walking and cycling. A narrowed carriageway, providing for direct residential access, on-street parking interspersed with public realm and street trees will help to define a 'street' quality. The whole of Harbourside would form part of the 20mph Zone from Portland Roundabout which through design measures can provide a 'Gateway Feature' signalling the change in the road hierarchy and changing driver behaviour. All details will be agreed with NAC Roads during the design stage and comply with the Council's Roads Design Guide.

Pedestrian routes have been designed to increase passive surveillance and provide for safe movement. Integrating active travel measures within the street adds to the 'eyes on the street' which provide a safety benefit for all users. Cycling provision, including the re-routing on NCR7 is incorporated into the masterplan offering safe, continuous, with the new route offering a combination of off-road / quiet road links and incorporating the guidance set out in Cycling by Design (LTN 1/20). The proposals promote a primary active travel route that connects paths and points of access and the Beach Park path network to the Ship Inn.





**Portland - Beach Drive Residents Parking**  
Internal Parking Courts / in curtilage parking  
Capacity 240 Spaces

### Residential Parking & Cycle Provision

Residential parking within Harbourside needs to recognise that the Harbourside, Beach Park and Coast are also visitor destinations and parking during the summer season can reach peak levels

Residential parking needs to be integrated within housing neighbourhoods and the masterplan looks to minimise potential conflicts between resident/visitor parking in an area of high visitor activity.

Parking provision within the masterplan adopts the NAC Roads Development Guidance (Parking Design Standards) and the advice of planning/transport managers. Parking provision for residential development will be predominately off-road and provides dedicated spaces for individual use. Parking includes for the needs for cycle parking and storage and with the overall aim of reducing car dependency, promoting active travel and encouraging modal shift.

A Transport Assessment will be required with the future developer also required to submit a Travel Plan to outline measures to encourage a reduction in the number of single occupancy trips made by car and support measures for active travel. Convenient and secure cycle parking is critical to increasing use of cycles. The masterplan looks to ensure that access to cycle parking is at least as convenient as access to car parking.

The detailed planning application(s) will define individual site housing mix with North Ayrshire Council advising on specific parking requirements at the pre-planning stage.

- Car parking provision of 2 allocated spaces per residential dwelling (2-3 bed units) plus 0.25 unallocated spaces are provided for within the residential masterplan for resident's needs. For 1 and 4 bed units the appropriate parking standard (NAC Road Dev. Guide) should be applied.
- Cycle parking provision of 2 spaces per residential dwelling (2-3 bed units) is provided for within the residential masterplan for resident / visitor needs.

#### Cycle Parking:

Cycle parking provision of 1.0 short term(visitor) and 1.0 long term spaces (resident secure storage) per residential dwelling. Secure cycle parking seeks to ensure that access to cycle parking is at least as convenient as access to car parking.

#### Car Parking:

Parking provision of 2.25 (allocated/un-allocated) spaces per residential dwelling is provided for within the residential masterplan for resident's needs. All parking and street layouts will comply with the NAC Roads Design Guide. Layouts for spaces are described in 'Designing Streets' Standard dimensions for a car parking space will be: - Length: 5.0 metres Width: 2.5 metres. Internal court resident parking should include provision for electric car charging points.

## Amenity & Garden Space

Amenity and garden space and the extent of private open space within new residential developments has been shaped by the housing layouts within the masterplan and will be developed with the detailed housing layout and design.

The masterplan addresses front and rear gardens differently maintaining provision of limited private amenity space to areas of significant movement (Portland - Beach Drive) with rear gardens and shared space within the perimeter block design layouts.

Detached, semi-detached and terraced properties should be provided with rear gardens in proportion to their size. Rear gardens will be expected to be a minimum of 1½ times the size of the ground floor area for detached and semi-detached dwellings and no less than 100m<sup>2</sup>. This will generally include rear and side dwellinghouse gardens enclosed by fence/wall/hedge. For terraced dwellings the same rule will apply whereby the ratio provided should be 1.5 times the ground floor area of the property with a minimum area of 60-70m<sup>2</sup> or as agreed with NAC Planning.

The masterplan outlines a minimum rear garden depth of 6-10 metres with local relaxations at corner plots and plots with two or more frontages. Front garden space frequently fronts streets or public realm and is addressed to offer significant flexibility from small privacy frontages (3metres) to deeper front garden space where in-curtilage resident parking is provided (8metre)

**Amenity Space:** The masterplan provides per 50 units: 0.2 ha per 500 population. (4m<sup>2</sup> per person). Based on national household statistics = 2.25 per household  
Number of units proposed = 50 Calculation: 2.25 x 50 = 112.5 x 4m<sup>2</sup> = 450m<sup>2</sup>

**Garden Space:** The masterplan provides per unit: Variable front garden space dependent upon design layout with 'privacy zone' to all properties with public realm or movement corridor frontages. Garden ground 1.5 x GFA with minimum 6 metre rear gardens – where gardens are provided.



### Residential Play Provision

High quality play space suitable for varied age groups and interests is available within the Beach Park and will offer a range of play provision

Children play in many different ways according to their own interests and abilities and enjoy different forms of play at different times and places. The residential areas within the masterplan will provide a range of play experiences and offer a safe play environment with good oversight, ready access and remote from primary vehicular corridors.

The play area will sit within a single level at the natural connecting point for pedestrian routes. The play space will be a S75 responsibility on the developers and should be progressed in discussion with NAC Officers. The masterplan provides younger age groups (toddlers and children) offering a range of equipment, located within housing areas to ensure that the new housing contributes towards the play area needs.

The provision within the masterplan provides for:

- Neighbourhood children's play areas provided at a ratio of 0.1 hectares per 500 population
- a LAP (Local Area for Play) /LEAP (Local Equipped Area for Play) level of specification provided through a combination of LAPS /LEAPS /NEAPS) dependent upon the scale of development
  - LAPS provide primarily for under 6's within immediate proximity of home  
Typical up to 100m<sup>2</sup> and fenced to enclose and prevent dog access
  - LEAPS provide wider range of play challenges / opportunity  
Typically up to 400m<sup>2</sup> and fenced to enclose and prevent dog access  
Equipped play with range of play equipment (6 units) / seating / litter bins
  - NEAPS provide a full neighbourhood level of provision  
Typically sized to reflect number of units / populations min.1,000m<sup>2</sup>  
Equipped with play (9 units), seating litter bins and active sports / games court facilities

Developers of residential units will be required to provide LAPS/LEAPS as required as a planning consent condition requirement together with any wider contributions to active sport and recreation or other developer contributions.





**2.2.1**

**Portland - Beach Drive Housing**



## 2.2.1 Portland - Beach Drive Housing

A quality residential site with capacity to offer a range of town centre living in a highly attractive, accessible and central location. Close to the town centre, employment sites and public transport services the location is well suited to mixed-use low-carbon residential development.

### Urban Context

The site is located west of the Portland Roundabout on the edge of the settlement envelope and adjoining the Beach Park open space to the south and west. Formerly the Magnum Sports and Leisure Centre the site has a frontage to Beach Drive and an outlook across the Beach Park Boating Pond to the west.

The site is a brownfield site levelled and re-seeded following demolition of former buildings and has no specific features or assets requiring protection or enhancement. The analysis focussed on the area context (urban form /layout/ architectural context) and landscape context (local topography /views /boundary features) which contribute to character, views and landscape interest. These references inform the development layout with landscape boundary features retained and integrated into the plan. Although at the edge of the settlement the site is closely tied into the existing neighbourhoods and offers within a 20 Minute walk accessibility to the town centre, employment and all local services.

The location has good local connectivity to primary services (education /health /transport) and access to both convenience and comparative retail. Incorporation of a local retail element (1-3 small convenience retail units) would positively contribute to the Harbourside and neighbourhood facilities. The location supports contemporary urban lifestyles (live-work environment) and excellent access to quality greenspace.

### Landscape Setting

The site sits adjacent to the Beach Park with open views across the greenspace to the south and west. Boundary shelterbelt planting takes advantage of subtle landform change to the south and east with established semi-natural woodland. Views are very open to the west and south with foreground detail created by the Boating Pond and dominated by the open skyline and views to the coast. Tree blocks on Beach Drive terminate important vistas and should be retained.

### Opportunity & Vision

The design approach looks to build on local assets giving recognition to the sensitivity of how the development addresses the urban edge and integrate closely with adjacent housing areas. The successful new NAC Housing on Beach Drive reflects the approach adopted securing a scale and variation in building/architectural treatments that reflects an organic style of growth of the settlement.

### Vision

The development of the Beach Drive site will be a distinctive and sustainable extension to Harbourside creating housing within easy reach of the Town Centre and significant employment areas. Designed as a small new neighbourhood it will accommodate a range of homes of varying sizes and types and support ancillary local convenience retail uses. Design referenced to the surrounding residential and architectural character and by taking advantage of its Beach Park boundary location the development will create an appealing addition location for contemporary urban living.

### Urban Character

Housing frontages face the street allowing for the flexible adoption of both on-street and in-curtilage parking. The approach breaks down the site into a series of smaller units creating streets defined by building frontages and building elevational frontages defining the park edge and street form rather than roads. Housing garden ground and semi-private shared space and parking are all internal along with service buildings (bin stores/bike storage sheds local amenity space). Variable building heights, units, materials add variability with colour and consistent local detailing (fenestration/dormers/porch/external finishes) creating an attractive and appealing neighbourhood building on the adjacent urban character. Local convenience retail integrated with housing and located to the Beach Drive / gateway access frontage would be supported.

### Housing Numbers & Mix

The indicative masterplan provides for a range predominantly of 2-3 bed homes in varied configuration. The site mix will be agreed with the housing developer as part of the wider Planning process. It includes a family of housing types predominantly comprising townhouses, terraced and cottage units similar to surrounding neighbourhoods.



Housing	No	
Anticipated Housing No	110-120	Medium density 25-35 per ha
Housing Mix		The site mix will be agreed with the housing developer as part of the wider Planning process.
Local Convenience Retail	1-3	Small neighbourhood convenience retail supporting local 20min neighbourhood / grocery & local services

# 2.2.2 Portland - Beach Drive Housing

<b>Residential Amenity</b>	Perimeter block housing with internal courts offering residential greenspace; bin stores, secure cycle storage and local play with non-adopted facilities under maintenance agreements.
<b>Residential Streets</b>	Combination of Residential Primary / Secondary and Tertiary Streets reflecting NAC Transport Guidance (Roads Development Guide) incorporating shared surfaces with variable width and streetscape detailing.
<b>Garden Space</b>	3-4 bed properties minimum 80m <sup>2</sup> 2-3 bed properties minimum 60m <sup>2</sup> Rear depth garden space 6-9metres
<b>Car &amp; Cycle Parking</b>	NAC Roads Development Guide 2-3 Bed housing 2 allocated car spaces plus 0.25 unallocated or 1 allocated plus 0.65 unallocated Additional: 1 secure cycle stands (Sheffield stands) per property 1 No. hinge top unit per 10 residential units  Masterplan Provision 240 parking spaces
<b>Play Space / Seating / Greenspace</b>	1 No Locally Area Play space (informal/formal) (LAP)





2.3

Leisure Related Developments

## 2.3 Leisure Related Developments

The Harbourside with its industrial port-related past retains a strong mix of uses with most industrial activity now replaced by leisure and tourism use of the harbour and the supporting commercial tourism and hospitality mix of uses alongside significant heritage / cultural activity (SMM /HAC / Wasp Studios/ IWSC). The area has been identified within the Ayrshire Growth Deal as having significant capacity for area regeneration and as a project that could support Community Wealth Building, promote new investment and develop as a strong regional economic catalyst.

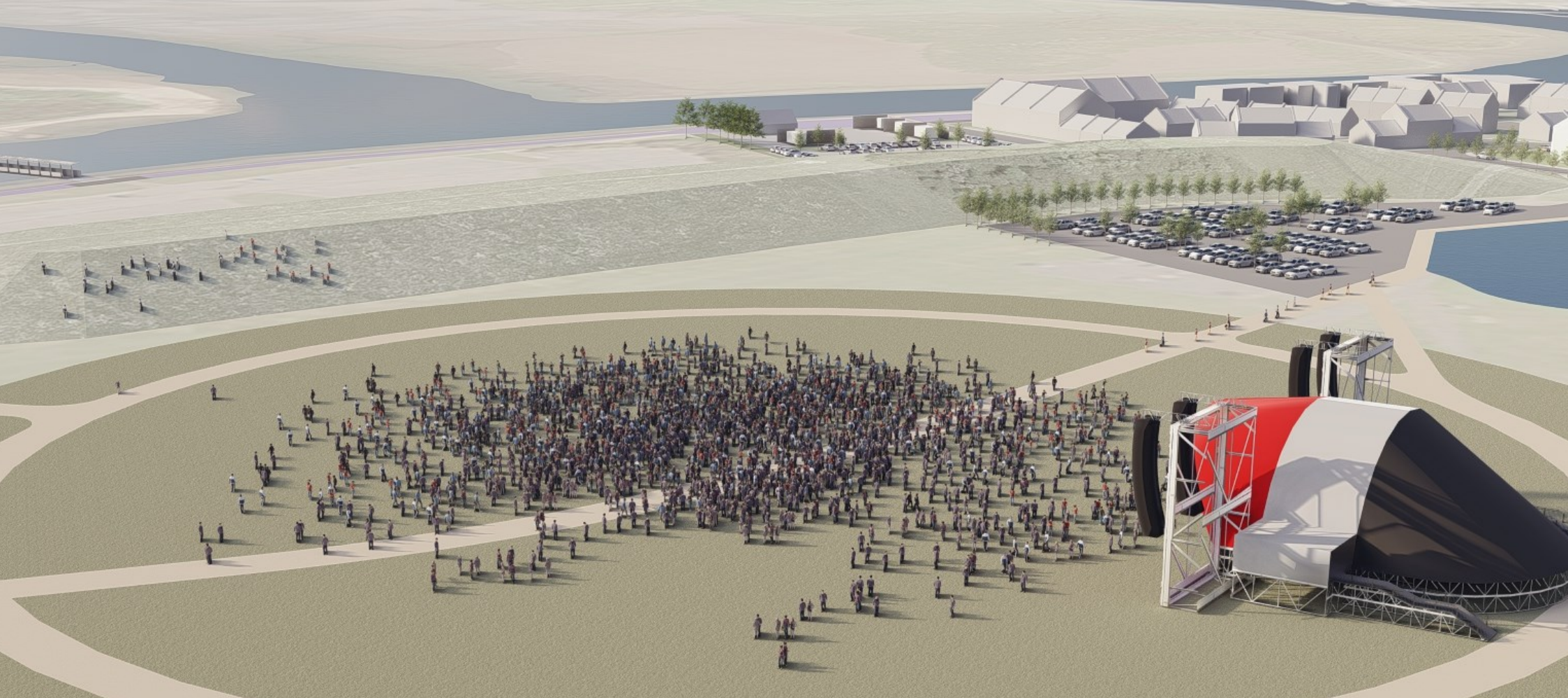
Investment in local benefits and place-making is also anticipated to drive wider partner investment with local businesses, 3rd sector, and new private sector investments seeking to share and contribute to the growth and success of the Harbourside. Re-investment by existing businesses will create additional local jobs and extend the range and quality of services such as cafes, restaurants, arts and craft retailing and event and excursion activity seeking to capture visitor spend.

North Ayrshire Council has been approached by a number of existing businesses as well as regional companies with ideas to invest in the Harbourside. Early interest has been associated with food and beverage (café /restaurants) and events, but it is anticipated that wider investment from the hospitality sector (hotel investment /travel and tourism accommodation) and leisure operators will be forthcoming.

The masterplan has sought to anticipate and address future needs and to build a strong and sustainable framework that helps direct and focus investment in areas that support the Maritime Mile and strengthen the destination as a special place to visit – throughout the year. The masterplan provides for future leisure related development in the following areas:

- Beach Park Event Space / Arena
- Harbour Master's Office– Mixed Use Tourism/ Leisure
- Harbour Point – Community Hub & Restaurant
- Portland Roundabout Leisure Development

Developments within these sites will be subject to future masterplan developments as projects are developed with wider partners. The masterplan briefs outlined provide an indication of the potential scope and opportunity that leisure investment can make in providing job, services and helping to provide the activity and animation of a vibrant destination.



2.3.1

Beach Park Events Space / Arena

## 2.3.1 Beach Park Event Space / Arena

Events are an important part of animating the place and making Harbourside a destination. Past and more recent events have shown what a good location the Beach Park is for major events and the potential for both the Council and others to celebrate Ayrshire's coast with summer events and activity.

Importantly the Events Arena needs to be an integral part of the Beach Park and to provide an attractive, flexible and multi-user space as part of the park for the vast majority of the time that it is not in use for events.

### **Creating an Events Arena**

The Events Arena is essentially a large flexible space that is designed to reflect the opportunities and lessons learnt from past events (Radio One Roadshow / Cyclocross / Ayrshire Cross Country Championships / Circus Events / Shows / Making Waves) and provide an accessible large event space. Making Waves (2022) was a great success with the intent to look to make such events a regular attraction. The event was well supported and included a series of additional smaller and local events and activities alongside the main concert venue. Building the destination around an Event Arena and with smaller Harbourside events encouraging community participation, free events and water-based activity all add (rather like 'The Fringe') to the destination.

### **Range of Event Spaces – Local & Regional**

The concept therefore is to integrate smaller events spaces within the Maritime Mile (Pilot House Park, Marina Creative Arts Hub, SMM@Gt Harbour) and a major Events Arena within the Beach Park.

The Events Arena will take advantage of the natural topography and the viewpoint of the Blue Billie Bing to shape an amphitheatre space extending down to the Boating Pond with a capacity for 12,000 to 15,000 but typically perhaps being a viable event arena for 2,000-6,000 and capable of holding a 2-3 day festival event. Supporting infrastructure to allow the erection of temporary stands / stages/ lighting etc is provided by the flanking car parks equipped with service connections and providing hardstandings for vehicles and service needs.

The Event Arena offers excellent sightlines and ready accessibility with the benefit of the ability to secure the area whilst retaining Beach Park access. All event infrastructure (stages / lighting / toilets /seating /furniture/ etc) would be temporary and provided by the event organiser. Health and Safety requirements and temporary parking and access arrangements would be assessed on an event-by-event basis. Developing better path connections that would allow remote parking (accessed from Portland Roundabout) and good walk/ cycle routes all add to the Beach Park accessibility and would facilitate the management of major events with reduced potential for impact on local amenity.





# 2.3.1 Beach Park Events Space / Arena

North Ayrshire Council has completed an assessment of the opportunities for small local and larger Beach Park events that has informed the masterplan. The report identifies the following event spaces:

## Maritime Mile - Waterfront Event Spaces

Location	Scale m2	Potential Capacity & Infrastructure
Puffer Café Entrance Area / Harbour Street	1,000	1000 persons 3 Phase Power Supply Hi Speed Broadband Water & drainage connections Barrier free access / dropped kerbs
Marine & Creative Arts Hub	2,000	2000 persons 3 Phase Power Supply Hi Speed Broadband Water & drainage connections Barrier free access / dropped kerbs
Harbour Master Office Frontage & Wharf	2,500	2500 persons 3 Phase Power Supply x 2 Hi Speed Broadband Water & drainage connections Potential Stepped access Lower Level Road Management /Controls
Pilot House	800	Variable incorp. Pilot House public realm 1000-1500 persons 3 Phase Power Supply Hi Speed Broadband Water & drainage connections Barrier free access / dropped kerbs

## Beach Park—Events Arena Space

Location	Scale m2	Potential Capacity & Infrastructure Need
Beach Park Event Arena	20,000	12,000-15,000 persons 3 Phase Power Supply x2 Hi Speed Broadband Water supply & drainage connections Hardstandings for Stage Hardstandings for Services / Support facilities Secure Access / Security

The Event Arena would create a permanent, serviced event space of approximately 20,000m<sup>2</sup>. The masterplan integrates the space with the development of the Beach Park creating an open grassed area reflecting the area historically used for the recent Making Waves Festival and typical marquee type events, e.g., Irvine Circus. When BBC Radio One Roadshows used the core site the area spilled out onto adjoining areas of the Beach Park.



2.3.2

Harbour Master's Office - Tourism /  
Leisure / Arts & Crafts

## 2.3.2 Harbour Master's Office - Tourism / Leisure / Arts & Crafts

The Harbour Masters Office is Category C Listed by Historic Environment Scotland but sits outside the Irvine Harbourside Conservation Area

The building has been vacant and is in a poor state of repair and is on the Historic Environment Scotland 'At Risk' Register. Works to the building(s) including refurbishment or any demolition of outbuildings would require Listed Building Consent.

The Harbour Master's Office has the potential to provide active frontage to the Maritime Mile waterfront, integrate with the Maritime Mile public realm works and enhance the Harbourside setting. Essential repair works should be undertaken sensitively with a conservation architecture approach, retaining the original character of the building.

Further work to advance this project includes:

- Promotion of a mixed-use 'Tourism, Arts & Craft and Visitor Leisure redevelopment
- Initial dialogue Historic Environment Scotland
  - Scope for Amendment/Extension to Harbour Master's Office and change in use
  - Scope of Listing and the assessment of heritage value of ancillary buildings
    - ISAC Shed / Former Lifeboat Building
    - Walls and boundary elements
- Develop the layout reflecting commercial advice on potential scale of units /capacity
  - Mixed Use tourism uses including potentially a mix of uses including arts and crafts , tourism retail, food and beverage uses
  - Other supporting and ancillary activity including heritage and event activity
- Market and seek to establish lead commercial partner interest.

Provision of landscaped open space, including outdoor seating within the rear courtyard and/or a single-storey extension of the building in sympathetic style and materials has been explored with NAC and local tourism /leisure interests. The scale of facility should look to reflect and be complementary to the development of visitor infrastructure along the Maritime

Mile that will seek external delivery partners and currently includes for:

- Puffer Café Upgrade – Café /Restaurant and event space
- Existing Food and Beverage offers along Harbour Street including future investment / expansion and upgrading of facilities to allow growth of existing businesses
- Enhancement and development of the Water Activity Hub at the Ship / HAC Plaza with spill out leisure and visitor activity based around extended food and beverage offers (Marine/ HAC-Duncan's Bar & Bistro / Ship Inn)
- Expansion of Gro-Coffee and the use of the Wharf as café/ event and leisure space
- Development of facilities at Pilot House Point associated with the Beach Services building.



# 2.3.3

Harbour Point: Community Hub & Restaurant

## 2.3.3 Harbour Point: Community Hub & Restaurant

The Beach Pavilion comprises a single storey building at Harbour Point, set within the dunes behind the beach and adjacent to the Harbour Point car park.

The facility is operated by Coastwatch (3rd Sector Charitable Trust) and provides public toilets, a first aid facility and operational space for Coastwatch. Coastwatch operate a small kiosk/shop selling ice-creams/drinks during summer months. The site is located within the Adopted Local Development Framework (LDP2) SDA 4 (Irvine Harbourside) as part of the Beach Park - Strategic Tourism Asset.

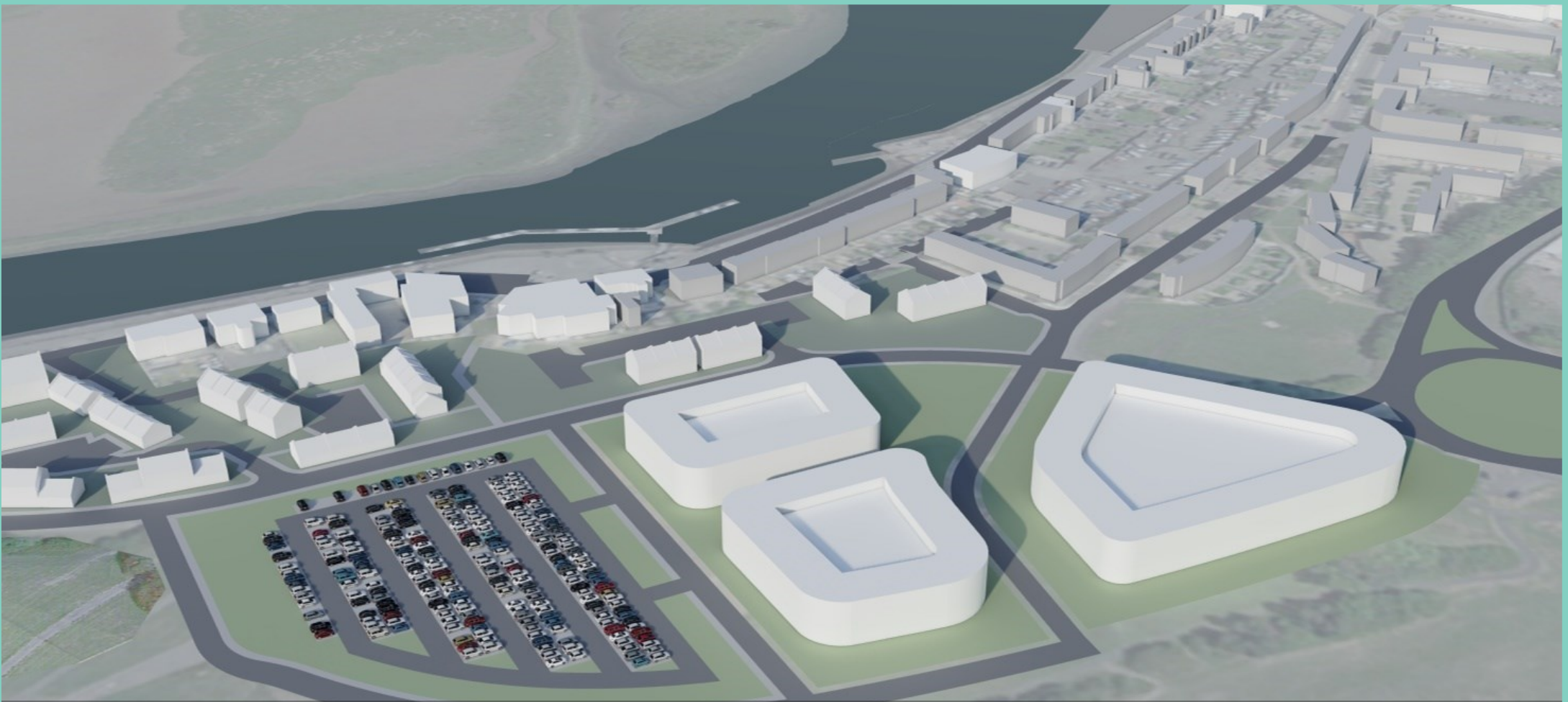
Redeveloping the Beach Pavilion reflects that the building is past its economic useful life and requires replacement to maintain services for the Beach/Beach Park. Coastwatch are currently the operator and have a valued operational role in coastal management, training, coastal safety and community participation. The Beach Pavilion, and Beach car park site occupies the prime coastal site on the Ayrshire coast has been identified as the site with the strongest potential to secure a café/restaurant operator to support the destination and provide opportunity for new investment and support for local community services and activity.

The masterplan envisages development of the Beach Pavilion to provide a new building of high-quality and sustainable design, which creates a multi-use Beach Pavilion Building providing the public toilets and Coastwatch facilities of the existing building as well as providing new space for a contemporary restaurant operator to create a high-quality food & drink offer at the endpoint of the Maritime Mile. The building would provide upgraded public facilities including public services/facilities with a café-restaurant situated above benefitting from views over the beach and Irvine Bay.

### Design Masterplanning

- The Beach Pavilion would provide a 2-storey building, with a clear division of use between restaurant at first floor and public/community facilities at ground. At first floor, additional terracing/balcony could be included to the west and south elevations to provide additional space for the restaurant and to extend over the ground floor curtilage providing shelter. It is anticipated that the footprint of the building would be circa 350-375sqm, providing c700-750 sqm total (excluding balcony/terrace).
- The building could be developed through a range of models either in partnership with a developer, operator or advanced as a NAC project with a potential revenue stream from the commercial operator funding the capital cost. A Feasibility Study and Business Case will be required.
- The high-level plan would envisage the Ground Floor being devoted to community uses (potentially Coastwatch / Sub-Aqua Club / Toilets / Changing Facilities / Hospitality Outlet) on a nominal value lease with the Upper Floor offering a circa 150 cover restaurant / cafe with kitchen and outdoor terrace. A feasibility study would finalise the scale/range of facilities advanced in consultation with end user interests.
- The new Beach Pavilion would be positively integrated with works to improve the pedestrian and visitor environment / facilities around Pilot House Park, Beach Park and the routes to/from the beach and its car park. The facility would form the main services building for the Beach Park and Coast.
- Exemplary design and energy performance should form part of the design specification including energy efficiency measures and ensuring the building is fully accessible at all levels for all users.





# 2.3.4

Portland Leisure Development Site

## 2.3.4 Portland Leisure Development Site (Potential Alternative to Proposed Housing)

The Portland Roundabout /Beach Drive site has been identified as a strong Harbourside location for housing offering good access to the Town Centre and good amenity. The site has excellent connectivity to the Beach Park and could also offer the potential for other leisure (sports / leisure / creche) and related commercial (hotel / conference / gym) type of uses. North Ayrshire Council have not undertaken any marketing or promotion of the site but are aware of potential speculative market interest for leisure uses.

Masterplanning for site redevelopment must be mindful of 'Town Centre First' principle. The Local Development Plan (LDP2) Spatial Strategy promotes investment in North Ayrshire's town centres. The policy supports the social and economic functions of our town centres by adopting a town centre first principle that directs major new development and investment to town centre locations as a priority including supporting town centre living. The LDP2 also looks to prioritise the re-use of brownfield land over greenfield land by supporting a range of strategic developments. The LDP2, alongside this masterplan, supports quality place-making and recognises that any re-development proposals for Beach Drive (former Magnum Site) should be sensitive to the location and context and support the strengthening of the Harbourside as a Liveable/20 Minute Neighbourhood.

Site master planning should therefore look to establish an urban design framework that:

- Requires a bespoke and exemplary design and building specification / energy performance that forms part of a detailed design brief aligned to a more detailed vision and plan the identified uses.
- Encourages development of appropriate scale that protects the amenity of new 1-2 storey developments on the north side of Beach Drive whilst creating a strong terminal view from Gottries Crescent and Portland roundabout.
- Promotes all major traffic access direct from the Portland Roundabout (existing spur) with any high intensity use promoting access and servicing from Marine Drive / Portland Road / Harbour Road) and subject to a full Transport Impact Assessment including regional network capacity (eg. Bellfield Interchange, Kilmarnock).
- Ensures that the development can accommodate all needs (parking /servicing) within the site (including the Beach Drive Car Park) and with no extensions or intrusions into the Beach Park
- Creates strong perimeter and active frontages to Beach Drive and introduces street detailing to Portland Roundabout/ Beach Drive to create a 'Gateway' to the Beach Park and setting a threshold for the 20mph zone
- Addresses through scale/massing and sensitive architectural detailing the Beach Park frontage by close attention to the west and south-west frontages as they overlook the Beach Park to integrate the development within its wider context



**3.0**

**Infrastructure & Phasing**



### 3.1 Outline Delivery Programme

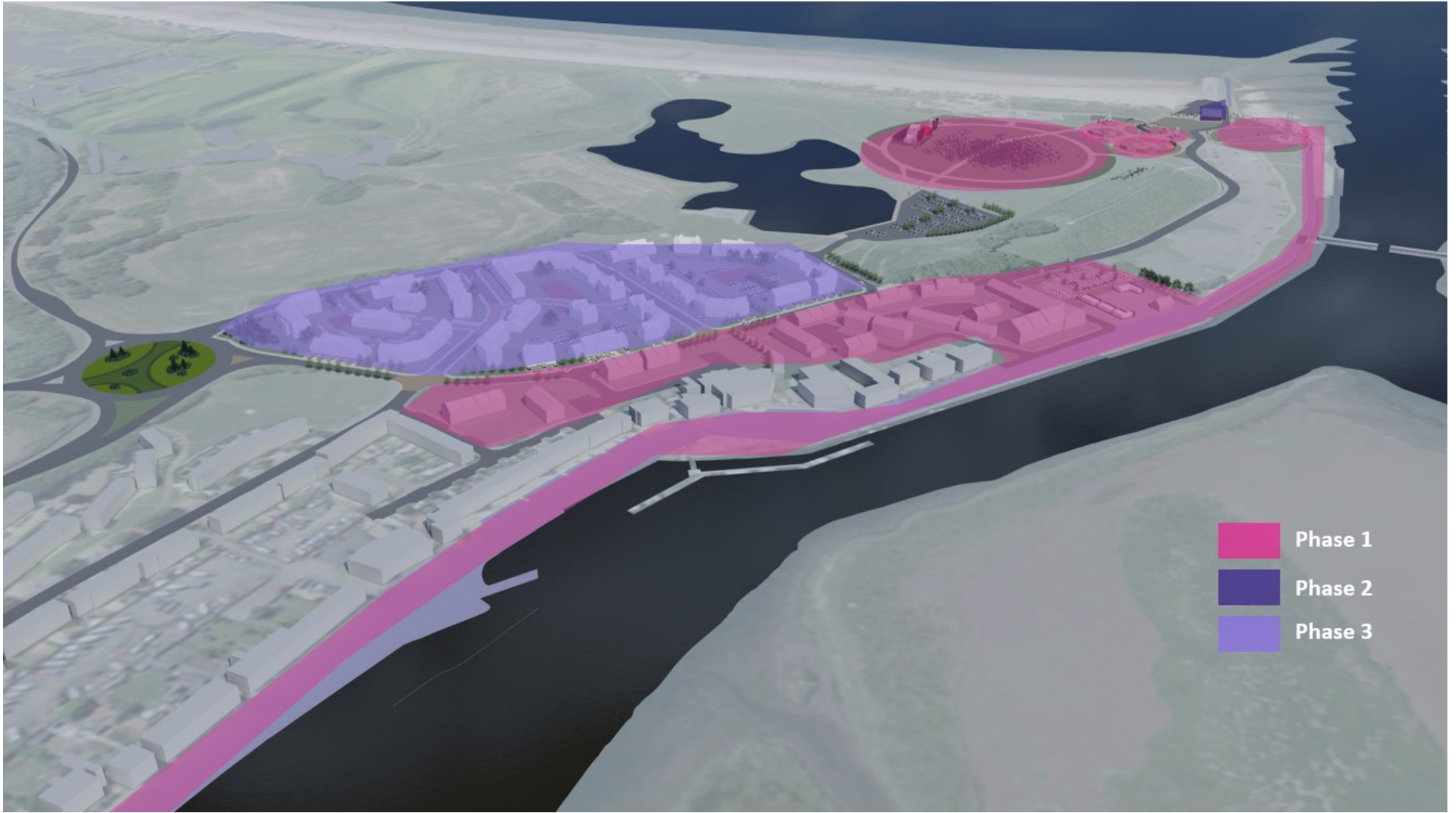
Great Harbour is a long-term vision that will be delivered over a number of years, across a large area and involving multiple partnerships and stakeholders. Therefore, in addition to outlining the spatial and partnership elements of Great Harbour, the Framework has sought to identify a broad programme and sequence of delivery for the projects that will make up the Destination.

Individual projects have been identified as likely to be delivered in the short, medium, or longer term, depending on their location within Great Harbour, their relative complexity, and the partnership arrangements necessary to deliver them.

The programme is developed with the goal that certain projects (Beach Park Play /Maritime Mile /SMM) should be prioritised and delivered as early phase ‘wins’ that establish a renewed sense of place and build confidence and positive perceptions around Great Harbour, and to which later development projects will subsequently build on and add to through delivery of housing and other complementary commercial/leisure uses.

Subject to productive discussions with partners and stakeholders, the establishment of necessary Development Agreements and funding, and positive further design development, the earliest core elements of the Great Harbour Framework could be delivered by Q1 2024.

Programme Delivery & Phasing														
	Engage	Design Stage	Phase 1 2024-2025	Phase 2 2026-27	Phase 3 2028-2029									
<b>01 Maritime Mile</b>														
o The Maritime Mile Waterfront														
o Coastal Hub	2022 Initial Engagement													
o Marine & Creative Arts Hub														
o Maritime Heritage Hub														
<b>02 Portland-Beach Drive Housing</b>														
o Portland-Beach Drive Housing														
<b>03 Leisure Related Developments</b>														
o Beach Park Event Space / Arena Events														
o Harbour Master's Office– Mixed Use Tourism & Leisure														
o Harbour Point – Community Hub & Restaurant														
o Portland Site Leisure Development (Alternative to Housing)														
<table border="1"> <tr> <td style="background-color: orange;"></td> <td>NAC Priority Delivery /Early Action Design &amp; Implementation</td> </tr> <tr> <td style="background-color: yellow;"></td> <td>NAC AGD Great Harbour Programme</td> </tr> <tr> <td style="background-color: blue;"></td> <td>Wider Programme Implemented with/by Partners</td> </tr> </table>										NAC Priority Delivery /Early Action Design & Implementation		NAC AGD Great Harbour Programme		Wider Programme Implemented with/by Partners
	NAC Priority Delivery /Early Action Design & Implementation													
	NAC AGD Great Harbour Programme													
	Wider Programme Implemented with/by Partners													



### **Strengthening Local Economy**

The Great Harbour Programme looks to encourage investment and promote new business and enterprise activity within the Harbourside. A core element of the public realm enhancement and support for neighbourhood development is also to secure additional local demand for goods and services that will ensure local businesses and 3rd sector organisations are more resilient and can extend and become more inclusive within their areas of activity. Additional footfall, dwell time and increased local spend (secured through additional residents / day visitors and regional tourism) will support and sustain small local businesses and commercial and 3rd sector activity.

### **Community Wealth Building.**

Community Wealth Building will utilise the AGD, partner and wider bodies and institutions to coordinate economic activity and ensure investment focusses on developing more resilient, inclusive local economies, with more local employment and a larger and more diverse business base, ensuring that wealth is locally owned and benefits local people. To this end the Great Harbour Programme:

- Builds a programme with clear local benefits and with a focus on local needs.
- Seeks to secure growth for local enterprise (SME's / Micro-Businesses / 3rd Sector organisations) and ensure they can participate in commercial/enterprise opportunity.
- Identifies growth opportunities associated with tourism/hospitality/arts/crafts to encourage small business participation.
- Seeks to encourage the establishment of a Community Interest Company (Trust) with support funding to enable local groups (community enterprise/ 3rd sector) to promote events, develop local facilities and support community participation and engagement.

The CWB programme seeks to 'Keep it Local'. The Maritime Mile and Great Harbour Programme will look to support local activity, investment and employment. Procurement and contract provisions will secure community benefits and support local employment. A key element of the programme is around place enhancement and building on the key assets of the site for local residents and visitors. Direct and indirect investment will help to support a stronger local economy. The Council would be keen to see the development of a local business and user group forum to support engagement and highlight areas of opportunity and coordinate investment programmes.

The key areas and initiatives for CWB for the Great Harbour will include:

- **Procurement:** Where we can, we will buy and spend locally and support North Ayrshire businesses to do the same.
- **Employment:** We encourage employers to create fair and meaningful jobs by paying the living wage and developing home-grown talent.
- **Land and Assets:** Working with our communities and businesses, we will use our land and property assets for the common good to support the regeneration of our communities.
- **Financial Power:** We will invest locally and encourage others to do the same.
- **Local Participation / Plural Ownership:** We want the wealth generated in our area to stay in our area so we will support new and existing businesses, including social and community enterprises, cooperatives and employee ownership.

## 3.2 Partnership Delivery

North Ayrshire Council are advancing the Great Harbour Programme as a project within the Ayrshire Growth Deal funded through Scottish Government and North Ayrshire Council. The project forms part of the wider programme within the Ayrshire Growth Deal and has a specific governance and funding approval structure alongside the North Ayrshire Council approvals and consenting requirements. The core programme for delivery is as follows:

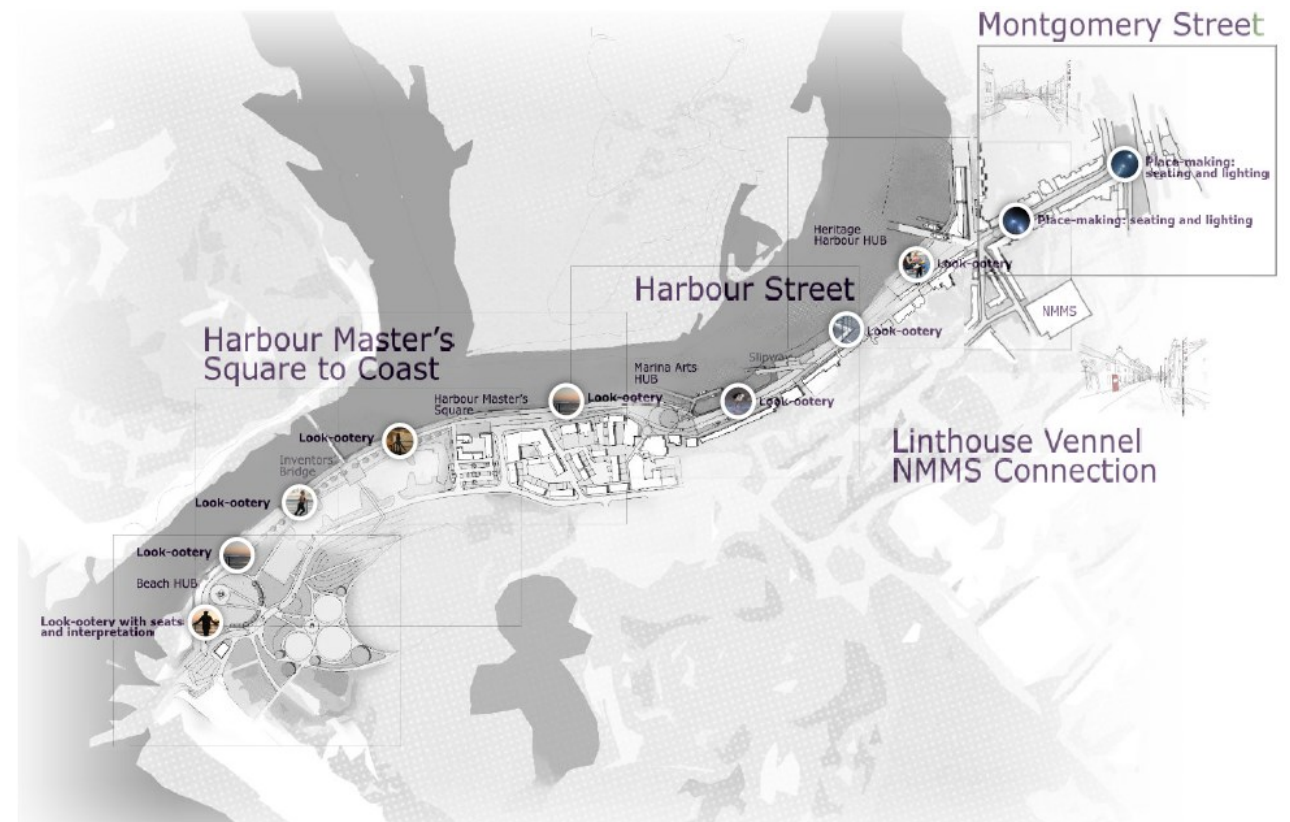
Great Harbour	Engagement Advanced	Masterplan Planning	Design Dev	Delivery Programme	Potential Partner
The Maritime Mile Waterfront					
Coastal Hub					
Marine & Creative Arts Hub					
Maritime Heritage Hub					
<b>Leverage / Partner Projects</b>					
Active Travel Harbourside Network					Sustrans
Portland-Beach Drive Housing					NAC/ Dev.
Coastal Hub Commercial Café/Restaurant					TBC
Harbour Master's Office Mixed-Use Tourism/Leisure					TBC
Portland Site Leisure Development					Optional
Other Tourism & Leisure Developments					various

Programme	
	Early Priority for Delivery (Phase 1)
	AGD Core Programme (Phase 2)
	Wider Programme Implemented with/by Partners

The Outline Business Case defined a range of budgets for the programme and projects. These have been further developed alongside the masterplan to define Programme Budgets for all of the component elements.

Priority design elements are now being advanced within the programme budget and will form the structure for completing the Final Business Case (FBC) submissions to the Ayrshire Growth Deal.

A range of partners sharing the same vision for the Harbourside have been engaged from the early stages of development of the proposals. Scottish Maritime Museum main interests lays around the new facility at the riverfront, development of which they will be leading on, and also the wider maritime heritage interpretation relating to the Destination. Crown Estate Scotland are supporting the proposed improvements to the Harbourside and its assets. Sustrans provided funding for feasibility of the enhanced Active Travel infrastructure and potential to develop active travel routes and integrate NCR7 within the Harbourside.



Phase 1 The Maritime Mile Waterfront



## Appendices

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- 1 Community Engagement Report
- 2 Residential Design Guide





# 1. Community Engagement Report



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath

North Ayrshire Council

# Great Harbour

## Consultation Report

Growth and Investment



May 2023



# Masterplan

## Background

A public consultation was undertaken in March and April 2023 on proposals for the Great Harbour Masterplan to ensure the development framework and Ayrshire Growth Deal (AGD) investment in the redevelopment of the Irvine Harbourside aligns with local priorities and meets local needs.

The consultation material and methodology were developed with the involvement of local community representatives through a Stakeholder Reference Group.

The views were gathered via online and paper surveys during the public events and displays, and also presentations and walkarounds provided to local groups and stakeholders. A total of 152 responses were submitted. In addition, a dedicated workshop was organised focusing on specific issues around access and activity on water and within open public spaces. Workshops were also carried out with young people and hard to reach groups and will continue throughout the next development phases.

This report outlines the main outcomes and recommendations to be considered and/or implemented during the further development of the proposals. The report should be read in conjunction with the Great Harbour Masterplan which can be viewed at <https://northayrshire.community/events/great-harbour-project-irvine/>

## Next steps

The next phase of development works will see the Coastal Hub designed to technical detail followed by tenders for construction works. Alongside this, the concept for public realm improvements and remaining activity hubs along the harbourside will be developed and presented for public consultation in due course.

*North Ayrshire Council would like to thank all respondents for the time taken to provide their views and for the constructive feedback provided.*



## Feedback summary



The majority of responses were supportive of all the varied proposals recognising the opportunity for the regeneration of the harbourside and included very constructive advice reflective of local context. There was overall support to improve the public realm and access along the Harbourside and the activity hubs proposed.



A level of confusion was noted on distinction between the proposals to be delivered with the investment from AGD and those proposals outside the allocation of AGD funds that provide a future development framework to supplement the Local Development Plan.



The site which attracted the most balanced views regarding options was the Waterfront site at Beach Drive. Options included leaving the car park area as existing or developing the site for housing at some time in the future and subject to funding being available. The future development options at the Portland site received more support.



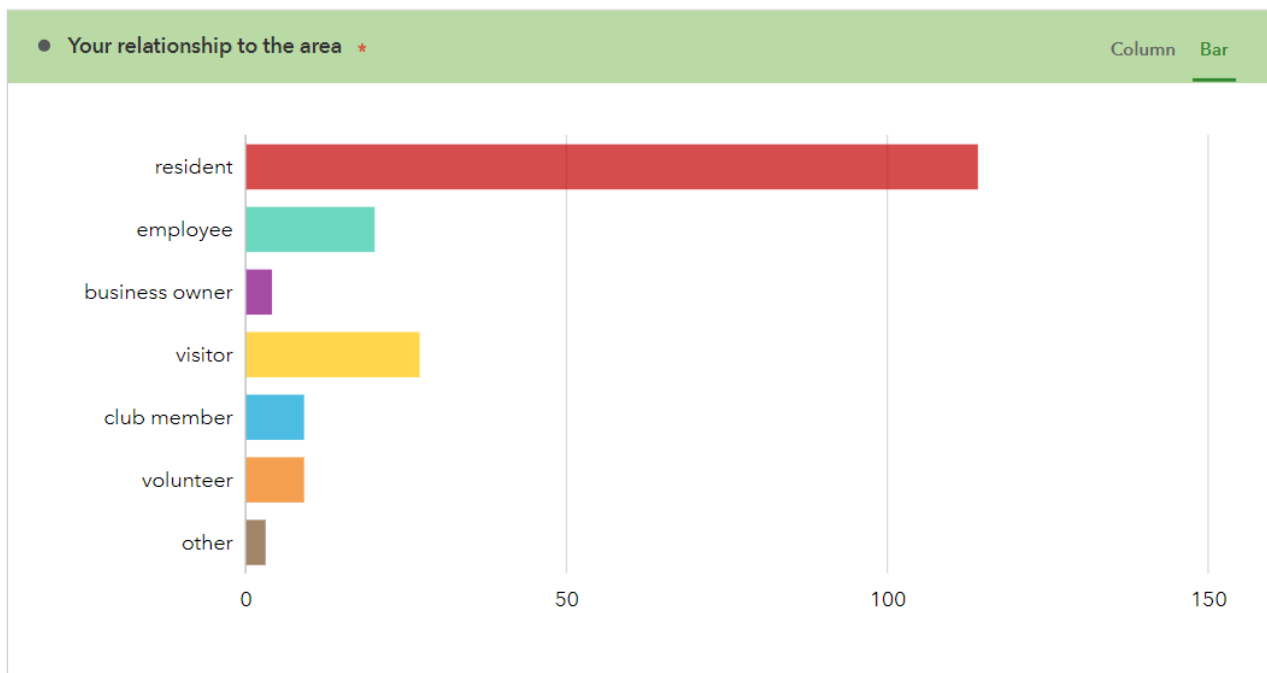
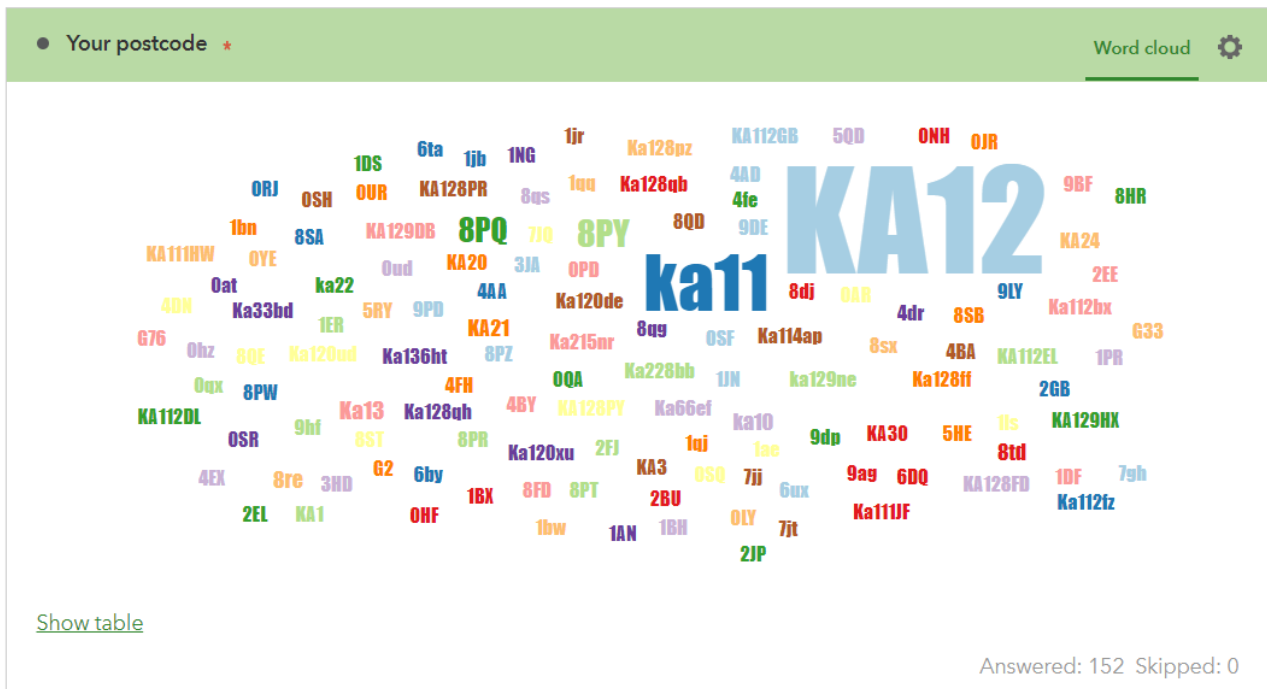
The main concerns from the feedback focused on:

- sufficient provision of public amenities, including parking and toilets;
- adequate traffic management recognising access needs of vehicles towing watercrafts and improving perceived safety for non-vehicle users;
- adequate maintenance;
- adequate waste management and introducing recycling; and
- protection of place assets, including heritage and cultural assets.

Some respondents also expressed a level of disbelief that all of the proposals could be delivered.



## About You

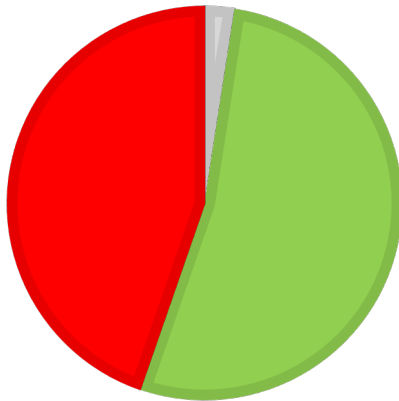




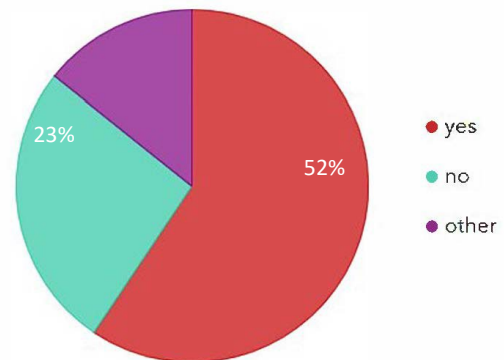
## Waterfront - housing development option

### What are your thoughts?

■ neutral ■ positive ■ negative

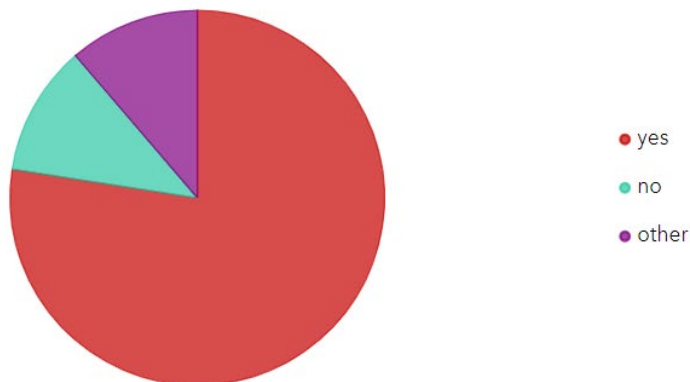


### Would colourful frontages (like Tobermory) be appropriate?



### If housing is permitted would full replacement of parking be required?

Column Bar Pie Map



### Main comments

The views on principal of allowing more housing offer with residential parking provision at this location were very balanced. Some concerns were raised over loss of view and pressure on existing services if the site was developed for housing. Most of those opposing this option stated loss of parking for current and future use of the area as a tourism destination.

### Recommendation

The masterplan will not promote this site for housing in near future. Instead, we'll carry out some works to maximise the capacity of the existing carpark. This will not affect the existing Local Development Plan allocation.

The masterplan already highlights the need to replace and extend, when possible, any sacrificed public parking provision within vicinity of the area but at the less prominent sites, which were identified.



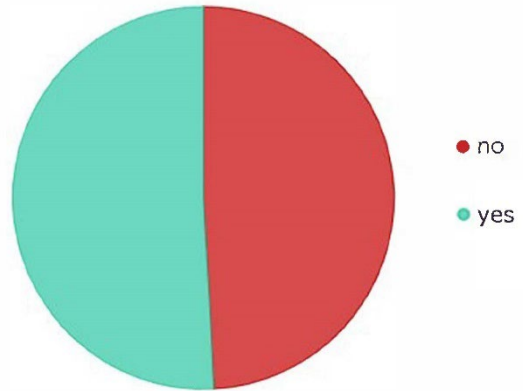
## Portland - housing development option

### What are your thoughts?

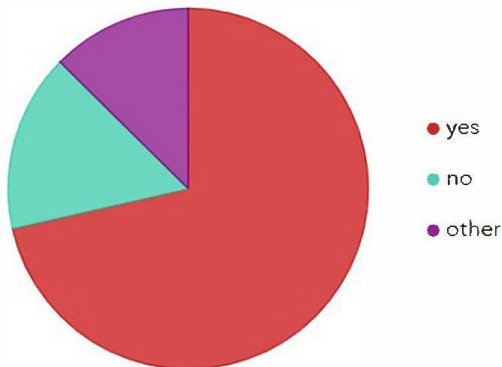
neutral positive negative



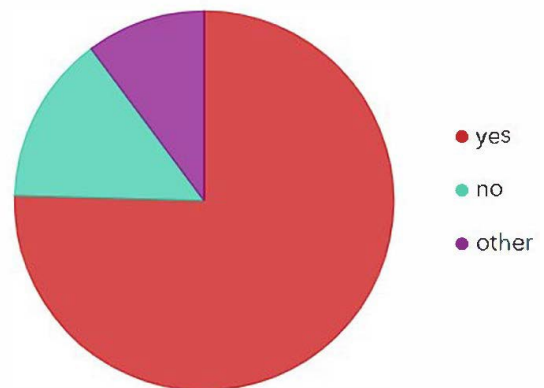
### Are there other uses for the site?



### Should this housing be similar to the recent Council development?



### Should the design be similar with the mixed housing meeting local needs?



### Main comments

The majority of respondents had positive views on allowing more housing offer with residential parking provision at this location while stressing the need to ensure quality over numbers. The current Council development near this location was positively viewed as a template for the proposals. Some concerns were raised over pressure on existing services and traffic along Beach Dr. Most of those opposing this option stated loss of open green space and close vicinity to the proposed events arena.

### Recommendation

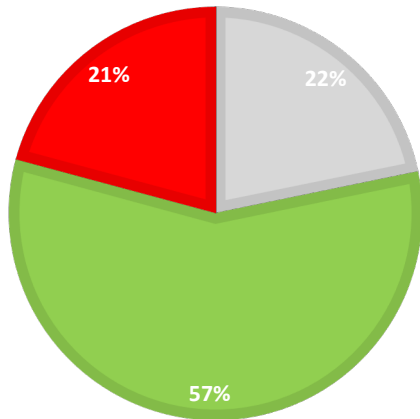
The development proposal on this site is an option that supplements the current Local Development Plan. The feedback will be reflected within the masterplan and will be proposed to become design guidance for the future development opportunities on this site. The site is classified as a brownfield and Local Development Plan supports its development as a part of Strategic Development Area. The masterplan also addresses the traffic impact by changing the type of the road to residential with associated calming measures.



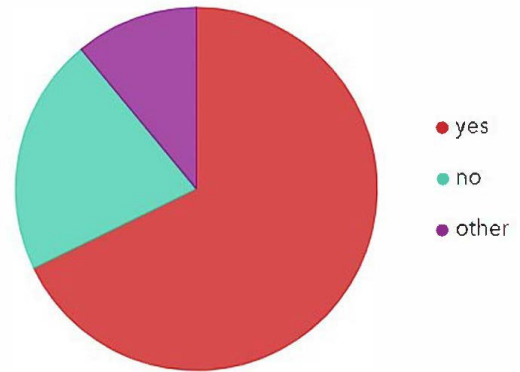
## Portland - leisure development option

### • What are your thoughts?

■ neutral ■ positive ■ negative

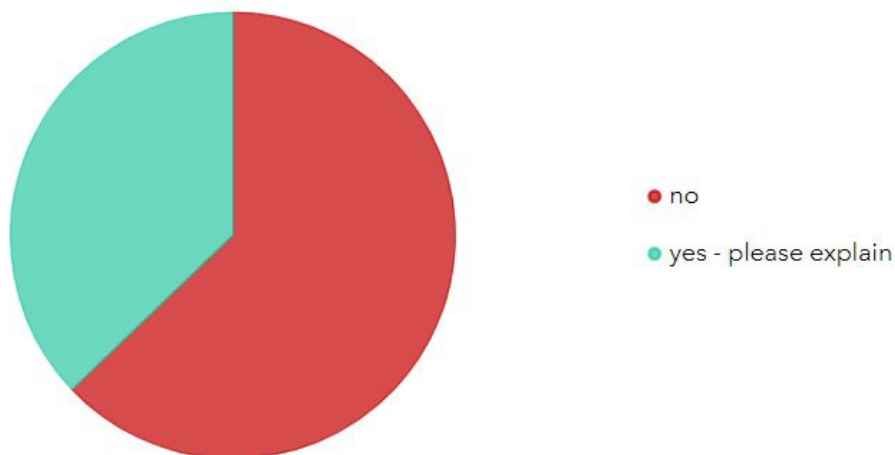


### • Would the development of this type & character add to the qualities of harbourside?



### • Are there other uses for the site that are more appropriate?

Column Bar Pie Map



### Main comments

The majority of respondents had positive views on allowing a leisure offer with associated parking provision at this location, while views were split on the potential type of facilities. Most of those opposing this option stated loss of open green space.

### Recommendation

The feedback will be reflected within the masterplan to guide future development proposals on this site. Please note that this site is identified for development by the Local Development Plan but there's no investment proposed for development from AGD.

The site is classified as a brownfield and Local Development Plan supports its development as a part of Strategic Development Area. The masterplan also recognises the potential traffic impact by adequate street design with embedded traffic calming measures.









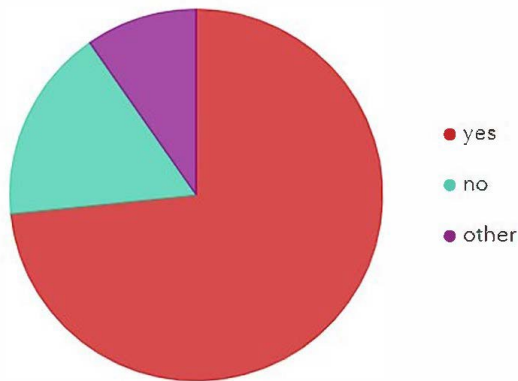




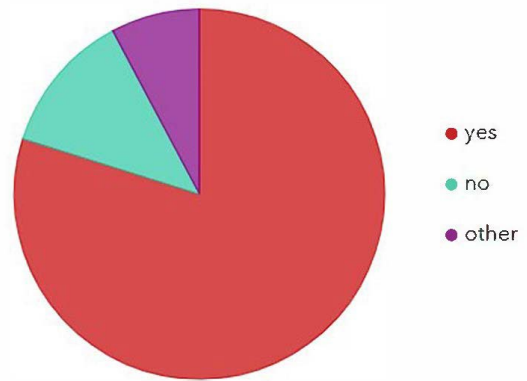
## Marine & Creative Arts Hub



● Is a small event space, adjacent to the HAC, a good idea in this area?



● Should we encourage more street-side/plaza outdoor cafe space?



### Main comments

More events, street entertainment, outdoor cafes. Incorporate seating/shelter supported by lighting into a flexible open public space. Introduce public art and colour appropriate to local context. Restore heritage assets. Better traffic management and calming to improve safety for users and address congestion at problematic points. Parking optimisation along the prime promenade to free more space for people over vehicles. Long-term maintenance and waste management.

### Recommendation

The masterplan already recognises and provides recommendations on the majority of the aspects raised by the respondents, which will be considered further along with all the feedback at the next phase related to public realm improvements.

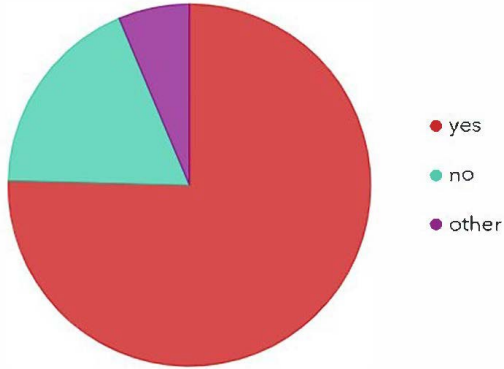
The Council is also developing a programme of activities for the Harbourside to enhance and supplement the existing offer in the area, with the first large scale music festival, Making Waves, delivered successfully in summer 2022. We will continue to work with all relevant Council services to plan appropriate levels of maintenance, waste management and enforcement, when necessary.



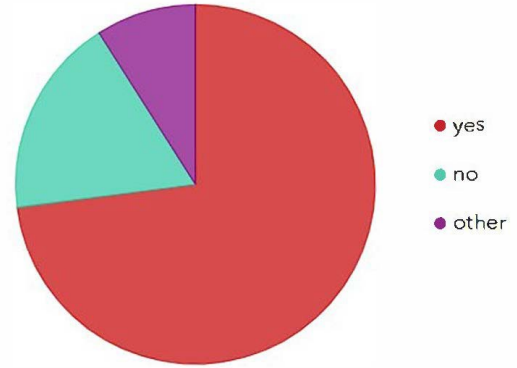


## Maritime Heritage Hub

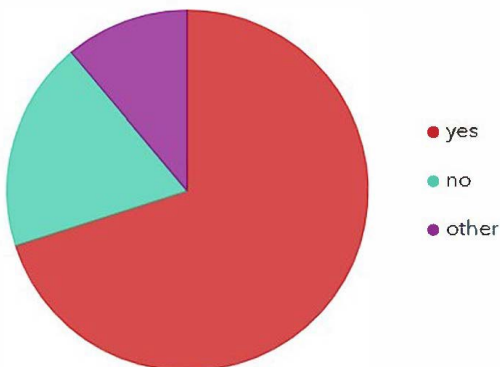
- Will the upgrading of the Scottish Maritime Museum site enhance the waterfront?



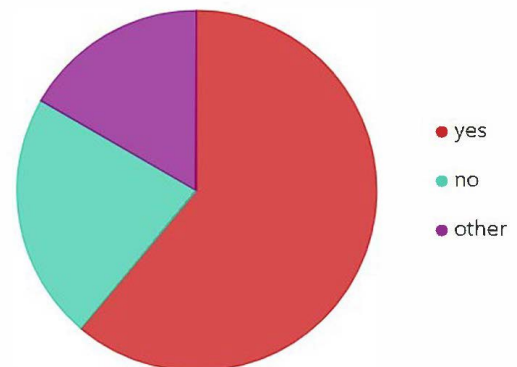
- Would the Gallery Arts & Community Space add to the waterfront appeal?



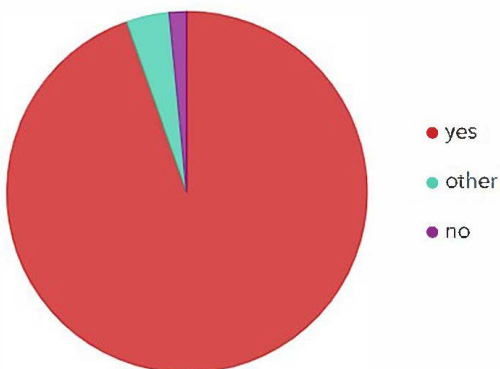
- Will the SMM new Gallery & Education space support more waterfront activity?



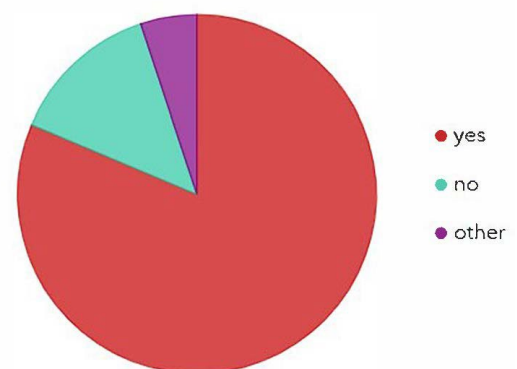
- Should the Puffer's Café be upgraded to offer extended provision as a restaurant?



- Should the retail/café and toilets be retained?



- Should the community space be included?



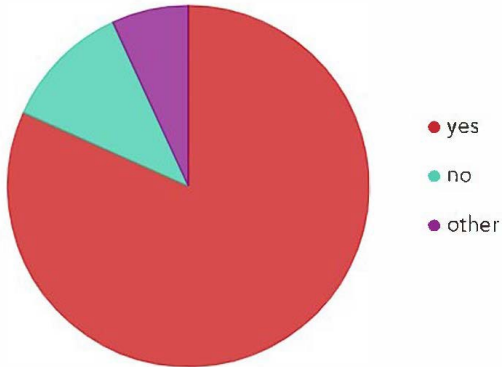
### Recommendation

To be considered and implemented during the next design phases.

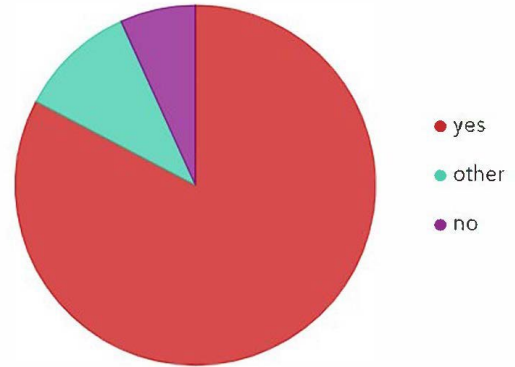


## Beach Park Events Arena

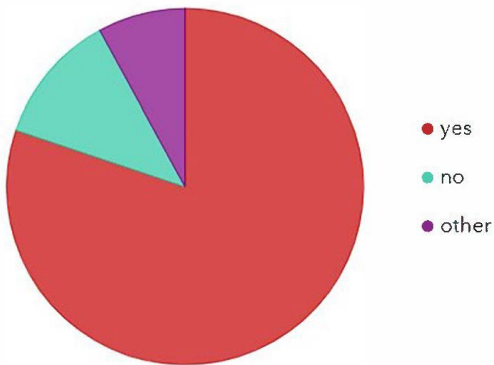
- Do you think the Beach Park as a major events space works well?



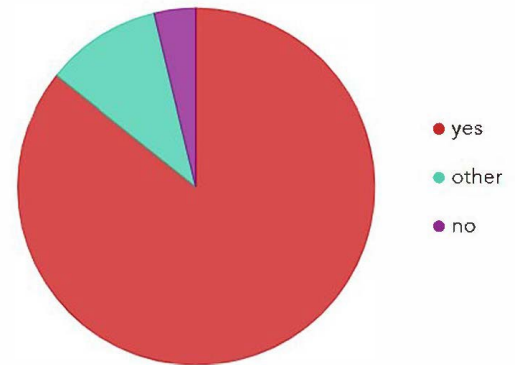
- Should the Beach Park provide for a major event space?



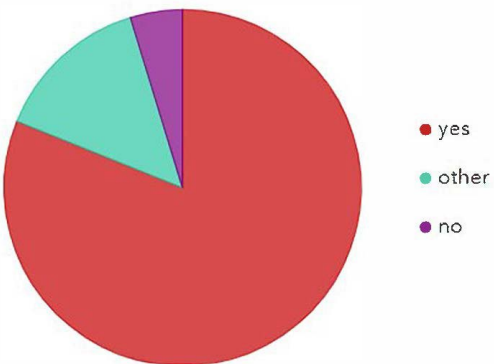
- Is the events space in the right location?



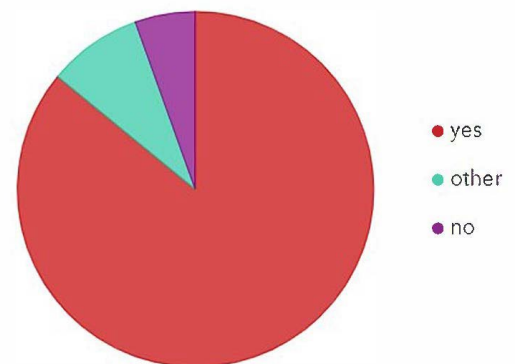
- Is it important this is complemented with toilets and parking?



- Do you think 'Making Waves' event was good for the Harbourside/Irvine?



- Should this or something similar be a regular event?



### Recommendation

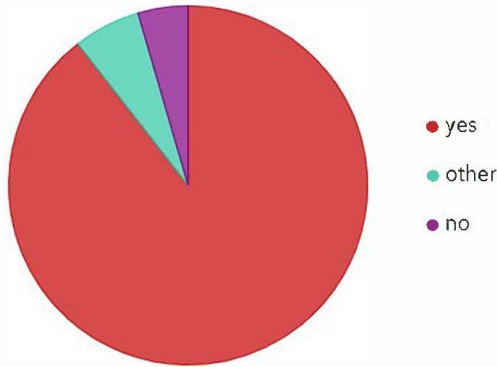
To be considered and implemented during the next design phases.



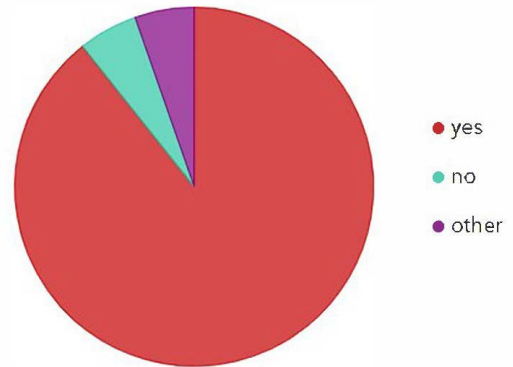


## Former Harbour Master's Office

Should the Harbour Master's Office be restored?



Could the Harbour Master's Office be a new attraction for the waterfront?

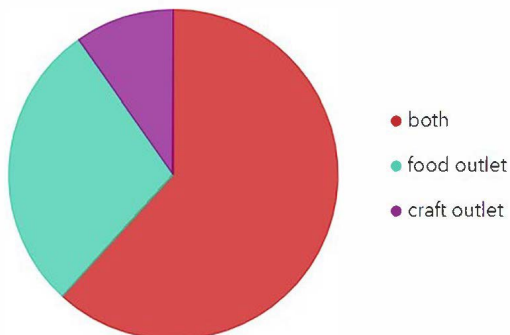


What would be a good use for this building?

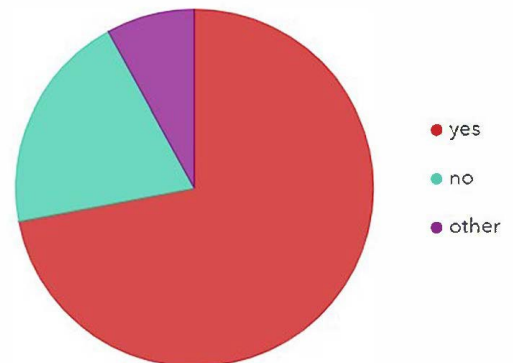
Word cloud



Would a food/ craft outlet be a good idea?



Would an additional car park to rear work?











Any additional comments

Word cloud



### Main comments & recommendations

Potential for transformation and an economic boost encouraging private investment. Need to protect natural heritage and wildlife and promote as a visitor attraction. Need to ensure public amenities, including toilets along the Harbourside. Concerns over loss of open green space to development within the Beach Park. Concerns of overdevelopment of the area and sustainability of the proposals. Concerns over proposed Scottish Maritime Museum gallery extension affecting views for some residents at Dublin Quay. Need to ensure the unique character of the place, with a unique experience and with a focus on local built and natural heritage.

*All feedback and concerns will be considered during the next development phases facilitating statutory consultation process, if required, and improvements will be implemented where possible and appropriate. Any proposals, through AGD investment or future development frameworks will align with the Local Development Plan.*

Anti-social behaviour in summer at the beach and the Beach Park is a conflict for families with small children. Better traffic management, maintenance and waste management.

*We will continue to work with all relevant Council services to plan appropriate levels of maintenance, waste management and enforcement, when necessary. We will also continue working with the Police and other relevant services.*

Recognition of health and wellbeing benefits relating to the Beach Park, coast and riverside. Treatment of the Boating Pond and re-introducing its use. Re-introduce more activity, previously lost, at the Beach Park and at the river.

*We will continue to work with all relevant Council services and also with local clubs, community groups and providers to explore the full potential for such provision.*

More activity on the river including facilities for boat owners and visitors, which would require dredging and navigation signalling. Big Idea potential for a visitor attraction or other. Opening of the Inventors Bridge allowing public access to the Ardeer Peninsula. Provision of camping/caravan facilities. Ayrshire Mental Works site should be developed. Improved public transport.

*While these matters do not fall under Council's authority or ownership, we will continue to engage with relevant parties to explore the potential for co-operation.*



## Main comments & recommendations

Making Waves and more events for cultural boost and visitor attraction.

*The Council will develop a programme of events and activities for the Harbourside to enhance and supplement the existing offer in the area, including the Making Waves festival.*

Suggested relocation of AGD investment to other projects/areas.

*The level of misconception was present in relation to the funding allocation under Ayrshire Growth Deal. This funding is designated by the Scottish Government specifically for the Great Harbour regeneration project with the investment into the Maritime Mile proposals, as consulted and cannot be utilised for any other projects/areas.*

Connectivity and better public transport provision. Sufficient allowance for disabled parking and inclusive accessibility of the beach and key areas/attractions.

*While the better accessibility for all users is considered within the masterplan and will be reflected in the next design phases, the public transport provision is demand driven. We will continue to engage with the operators to improve the provision in the area.*



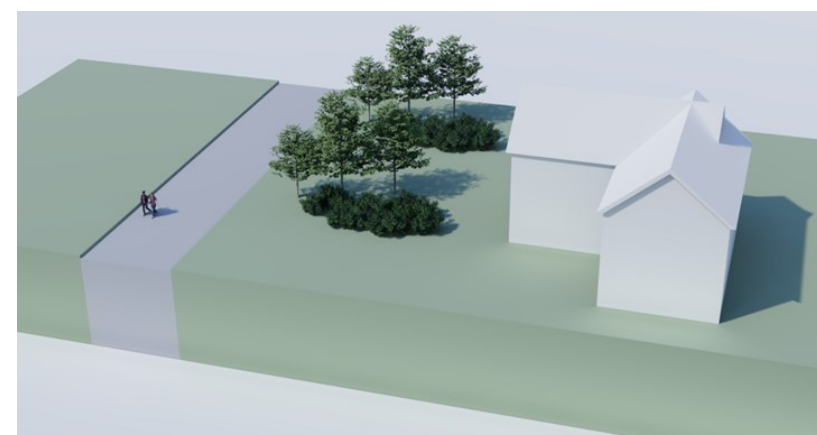
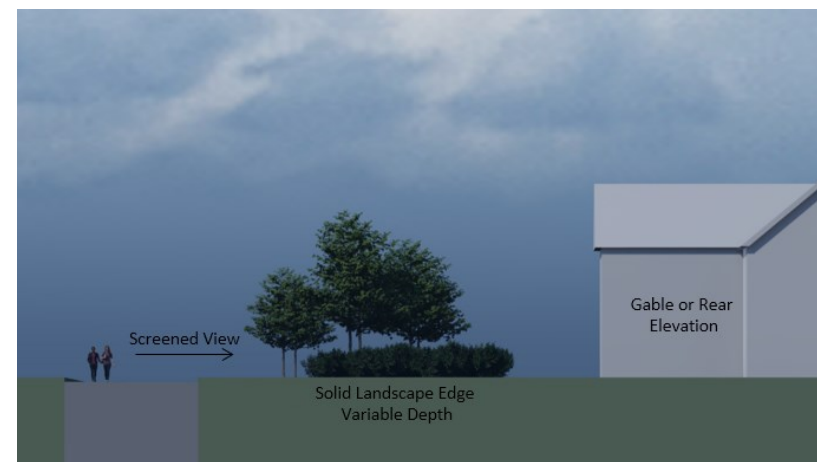


## 2. Residential Design Guide



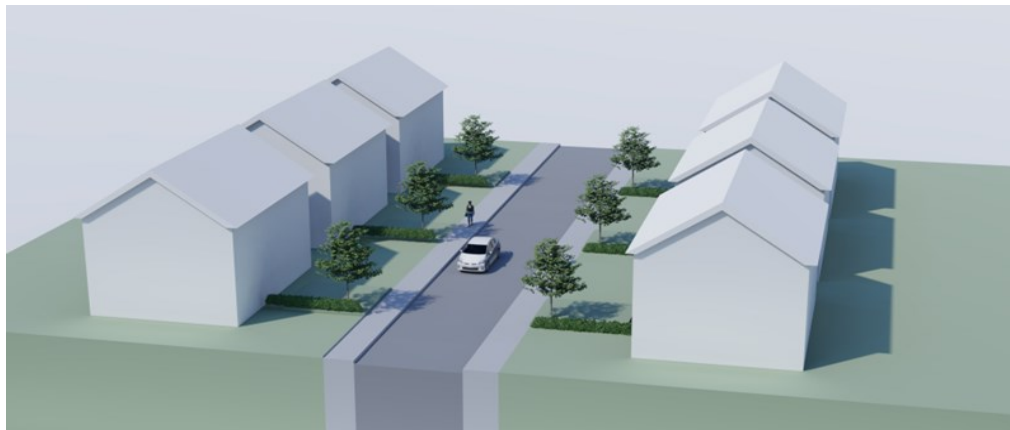
# Design Guide: Streets

<b>No. of Dwellings</b>	Not Restricted
<b>Footway</b>	Min. 2m (both sides), raised crossovers at Junctions
<b>Cycleway</b>	On Street, keep priorities at Junctions
<b>Carriageway</b>	6m-9m (including on street cycleway)
<b>Speed Limit</b>	20mph Zone
<b>Target Speed</b>	20mph
<b>Road Marking</b>	Min. statutory road markings, no central lines (details to be agreed)
<b>Min. Centre Line Radii</b>	75m
<b>Min. Swept Path Requirement</b>	Bus / Refuse Vehicles
<b>Traffic Calming</b>	Street features at approx. 60m-80m, including place making junction treatments and carriageway narrowing
<b>Verge</b>	Varies
<b>Street Trees</b>	As appropriate – supports traffic calming at Junctions / Internal Courts
<b>On Street Parking</b>	Unallocated formal parking bays, kerb build out, parallel parking and on one-side of street parking only.
<b>Junction</b>	To be treated as main traffic calming feature
<b>Junction Spacing</b>	40m on same side, 20m on opposite side
<b>Junction Radii</b>	10.5m (bus turning corners) / 6m others
<b>Private Strip</b>	Min 2m



## Landscape screen

- Solid landscape edge to Home Zone
- Landscape design to combine visual barrier with habitat enhancement
- Landscape design in native or long introduced species to build on existing assets
- Treatment to contribute to variety as part of Green Network



**General Access Road:** General access residential roads will provide local access to housing areas.

The main features of this road will be:

- Variable plot width depending on housing density
- Regular landscape grid where possible single
- Speed limit and traffic calming for 20mph

**Building frontage and landscape filter:**

- Parallel access route
- No direct vehicular access
- Filtered views in housing areas
- Road has minor access status (retaining access to existing buildings only) and becomes a pedestrian route along a positive Green Belt boundary

# Design Guide: Housing Layouts

---

## Housing Layout 1: Urban Terraces

### Description

Contemporary urban terraces defining greenspace and streets, developing strong enclosure in 2-3 storey units creating 2-4 bed mixed units including duplex homes. Predominantly town houses but may include a mix of, villa apartments, large duplexes and flats.

### Appearance



---

## Housing Layout 2: Waterfront Townhouses

### Description

Contemporary urban townhouses framing the waterfront establishing typically medium-larger 3-4 bed family homes. Terraced with buildings defining street /public realm/internal courts with varied height, façade treatments, colour and roofline variation. End units and building returns to allow 3 levels with architectural detailing reflecting visual prominence. Buildings incorporate consistent presentation of windows, doors establishing simple rhythm. Front gardens typically narrow to maximum 2m. fronting public realm.

### Appearance



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## Housing Layout 3: Detached and Semi-Detached

### Description

Detached and semi-detached units fronting traffic calmed streets with variable demise lines and frontages creating 3-4 bed family homes. Character secured by introducing variability in units (2.5 storey dormers); materials and colour treatments (render treatments);and frontage detailing.

### Appearance



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## Housing Layout 4: Specials

### Description

The housing typology positively supports bespoke housing treatments at site gateways, corner units and to add variety. Indicative locations are provided within the masterplan. Housing choice and variability in layouts and detailing are central to 'The Harbourside' and offering a special quality of place in keeping with the architectural quality of earlier phases of development. The layouts delivered by IBDC and more recently by NAC Housing (Harbour Drive) illustrate the pattern, variability and close integration of scale required for the Harbourside.

### Appearance



# Design Guide: Boundary Treatments

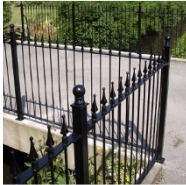
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## Boundary Treatment 1: Metal Railings

### Description

Developing strong frontages with front garden setbacks will require consistent boundary treatments within neighbourhoods with metal railings and metal railings on brick/stone plinths supported. Railings shall be galvanised steel and finished micaceous oxide paint. Gates and secondary detailing shall be consistent with all external metalwork (balconies) addressed in the same manner. Typically railings shall be 900-1100mm high. Details that develop a 'family' of design and consistent with local references and benchmarking are likely to be supported.

### Appearance



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## Boundary Treatment 2: Hedges

### Description

Hedging to courtyard and internal courts shall be supported and defined with metal post and wire estate style fencing finished in powder coated black or white with double staggered hedging within the line of fencing. Hedges shall be consistent using predominantly native species (Beech - *Fagus sylvatica*; Hornbeam - *Carpinus betulus*; Hawthorn - *Crataegus monogyna*).

### Appearance



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## Boundary Treatment 3: Timber Fencing

### Description

Timber detailing shall be to internal courts only. Contemporary timber external detailing using hardwood and treated softwood materials from sustainable sources. Softwoods shall be stained to provide a consistent neighbourhood colour palette. Gates and secondary detailing (bin stores/ cycle stores/ external building timber) shall be consistently treated.

### Appearance



# Design Guide: Materials Palette - Carriageways

---

**Material Application:** Carriageway surfacing (Main)

**Material Description**

- Asphalt - Black
- Stone Chips – Light Buff Stone (10-14mm)
- Construction to NAC Transportation approval

**Appearance**



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**Material Application:** Carriageway surfacing (rumble strips, deterrent surfacing and vehicle overrun)

**Material Description**

- Tumbled silver grey concrete or traditional stone setts
- 100mm depth x 100x150 (+-10mm)
- Granite effect setts laid perpendicular to roadside kerb
- Light grey tones with granite aggregate

**Appearance**



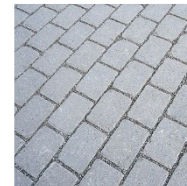
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**Material Application:** Carriageway surfacing (pedestrian crossing & shared space area)

**Material Description**

- Concrete sett paving such as 'Tegula' or similar approved
- 80 depth x various sizes
- Typical acceptable gauges (widths) 130, 165 or 240mm (+- 10mm)
- Stretcher bond in random courses, Soldier bond edging course
- Construction to NAC Transportation approval.

**Appearance**



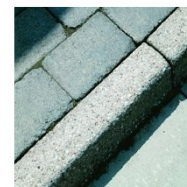
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**Material Application:** Central reservation setts / kerbs

**Material Description**

- Recycled whinstone cobble or tumbled concrete equivalent, to be laid on edge to edge
- Edge setts / kerbs 150 depth x 140 x various lengths (270-330)
- Colour light grey and/ or brown tones
- Construction to NAC Transportation approval.

**Appearance**



# Design Guide: Materials Palette - Footways

---

**Material Application:** Footway surfacing (Main - Type 1)

**Material Description**

- Asphalt - Black
- Stone Chips - Buff or Light Chips Stone (10-14mm) rolled in
- Construction to NAC Transportation approval

**Appearance**



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**Material Application:** Footway surfacing (Main - Type 2)

**Material Description**

- Concrete paving slabs
- 65mm depth x 400 x 400mm textured paving units
- Stretcher and/or Stack bond

**Appearance**



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**Material Application:** Footway surfacing (non-motorised junctions, focal areas and pedestrian crossings - Type 1)

**Material Description**

- Tegula block paving
- Specification and Construction to NAC Transportation approval

**Appearance**



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**Material Application:** Footway Kerbs

**Material Description**

- Footway Kerbs
- Square edge flush concrete pin kerbs 50mm x 150mm x 915mm (+-20mm)

**Appearance**



# Design Guide: Materials Palette - Trees - Landscape & Hedges

---

## Material Application

Small- Medium street trees. Large growing tree species should be avoided within the coastal zone and only considered in to sites with the capacity to accommodate them

## Material Description

Medium Street & Garden Tree Species

- *Carpinus betulus* (Hornbeam)
- *Prunus avium* 'Plena' (Cherry)

Small Street & Garden Tree Species include:

- *Amelachier Canadensis*—serviceberry
- *Crategus* Spp

## Appearance



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## Material Application

Shrubs and Groundcover. These plant types are used to create focal points. Areas shall be limited with preference for more sustainable ground covers see verges/bulbs/native grasses. Where appropriate groundcovers should use native species that establish strong link and have low maintenance.

## Material Description

Typical species with encouragement for native species where possible /appropriate:

*Cornus* spp

· *Hebe* spp

· *Hedera helix*

*Euonymus* spp

· ***Juniperous* spp**

· ***Viburnum* helix**

## Appearance



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## Material Application

Hedging. Clipped hedging is a very effective natural screen and boundary. As a living material it improves air quality and creates potential habitat /shelter for nesting birds.

## Material Description

Hedging species

- *Carpinus betulus* (Hornbeam) / *Crategus monogyna* / *Fagus sylvatica* (Beech)

## Appearance



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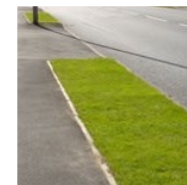
## Material Application

Grass verges.

## Material Description

- Low maintenance amenity grass mix interplanted with wild flower or seasonal bulbs.
- Native grasslands combined with SUDS swales and stonework detailing.

## Appearance



# Design Guide: Service & Storage

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## Servicing in Residential Areas

### Description

Provision of adequate space for refuse and recycling bins as well as accessibility will be required. Generally bins should be collected from the front properties with back to back block arrangement. Where bins are to be stored to the rear of the property and within parking courts appropriate bin stores will need to be provided and sized to meet all recycling and residential needs.

### Appearance



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## Cycle Storage

### Description

Cycle provision is a key component of the 'The Harbourside' vision. Each dwelling shall have secure storage for at least 1.25-1.50 cycles per residential unit (2-4 bed). Where garages are provided cycle storage should be within garage units. Where no garages are provided external cycle stores shall be integrated with external bin stores and provide safe weather protected and readily accessible secure storage.

Integrated cycle and bin stores shall be located no more than 25m from the adopted highway and a drop kerb installed to establish a transition from pavement to street level. Cycle and bin stores shall be constructed in timber. The recycling facility and store shall normally be out of public view or alternatively architecturally addressed to include slated, pitched roofs and public realm quality detailing. Material detailing and design references for storage shall be complimentary to the neighbourhood material palette and proposed parent building.

Cycle provision shall also include cycle racks at key locations within the development (park entrance/ corner store) and in all parking courts. Cycle rack shall comprise simple stainless steel Sustrans recommended cycle racks that allow for secure locking of bikes.

### Appearance



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## Bin Stores

### Description

All units shall include for provision within the buildings ground floor for the storage of refuse and provision for recycling. Residential units will require storage for a 2x 240 litre domestic waste wheellie bin and all units with private gardens will require a similar provision for garden waste recycling. All units shall also include for a 2 No. 55 litre recycling boxes. Storage must be sufficient to hold waste assuming fortnightly collections and shall be no more than 25m from the adopted highway or access point. Flats and communal units shall include provision for 2No. Eurobins per 10 flats. Support for sustainable lifestyles shall also seek to promote composting, back court drying, rain water capture and SUDS supported wildlife areas. Provision for compost bins shall be included within detached/ semi-detached properties. Drying greens shall be incorporated into courtyard space for flatted and terraced units.

### Appearance





# Design Guide: Gardens Space

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## Landscape Design

### Description

The masterplan provides for a clear distinction between public and private spaces with public frontages and private rear garden ground that supports informal surveillance. High quality landscape areas (design/ materials/ maintenance) shall include hard and soft landscape treatments with native planting.

## Appearance



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## Garden Space

### Description

Plot widths are typically 6-9m with depths extending to 8-20m. All individual dwellings will have private rear gardens with flatted property provided with amenity space with a minimum area of 2.5m<sup>2</sup> per bed space.

Amenity and garden ground shall be completed with appropriate boundary detailing and include completed lawns and tree planting to frontages.

## Appearance



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## In-curtilage SUDS

### Description

A strategic SUDS framework will be required for both Harbourside Waterfront Housing and Portland - Beach Drive Housing. SUDS provisions shall include site garden ground, amenity areas, parking courts, etc. Porous paving and feature stone detailing, swales and other elements within the SUDS hierarchy shall be adopted. Hard surfacing shall be restricted to a maximum of 25% garden ground or 50% of garden frontages.

## Appearance



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## Security

### Description

Natural surveillance from properties, streets and movement routes shall overlook all public realm and amenity spaces with development layouts clearly delineating public, semi-public and private ownerships. All building entrances will be visible and accessible from the street and no crime prevention measures that impact on the appearance or quality of neighbourhoods (security grilles/ security fencing) will be acceptable.

Restricted access to areas of low surveillance (side or rear boundaries) may be provided with fencing and landscape treatments that actively impede access and enhance security.

## Appearance



# Design Guide: Colour Palette

## Building Render finish

All the buildings in the development will be finished in render to match the existing buildings in the area. A pastel colour palette will be used to compliment the existing harbourside properties. Roof tiling Slate effect roof tiles will be used throughout the development to complement the existing slate roofs in the area.

## Zinc cladding

Small areas of zinc cladding will be added throughout the development to add a contemporary element to the traditional architecture.

## Metal railings

Traditional metal railings and gates are proposed at the front gardens of the properties within the development. This will match the existing boundary treatment is some of the nearby properties. #



Harbourside Colour Palette



Waterside Colour Palette