

Towns: Ardrossan

The development of Ardrossan is well underway with the recent development of the marina and adjacent housing by Clyde Port. The strategy seeks to extend and improve the quality of this development, to make better connections with the rest of the town and to substantially increase the number of people living in the town centre.



VISION:

A gateway to Arran and a good place to live and relax next to the sea in a regenerated town centre serving the existing and incoming community



PROJECTS:

A: Heart of the town:

The development of a series of vacant sites in the centre of the town including a new ASDA.

D: Montgomerie Street Flats:

The redevelopment of the council flats with a mixed-use scheme in partnership with a local housing association.

B: Shell Depot:

A major waterside housing scheme with an 'Esplanade' along the sea-front.

E: The Headland:

The development of the headland as a landmark mixed-use scheme overlooking the bay.

C: Marina:

A second marina in the former Shell dock with around 100 berths.

F: Business space:

A mix use scheme on the former abattoir site.

G: Princess Street:

A public realm scheme for the high street.

H: Esplanade

A new waterfront space on the former Shell site.



Towns: Irvine



There are huge opportunities in Irvine partly because the new town was never completely finished. These focus around the harbourside and the creation of a lively mixed-use area and the reconfiguration of part of the shopping centre to revitalise the main shopping offer



VISION:

To overcome the new town legacy and to restore its historic character by intensifying the amount of housing around the town centre and redeveloping the shopping centre.

PROJECTS:

A Harbourside development:

New residential development around Irvine Harbour.

B Beach Park:

Environmental works to create a more traditional park.

C Links golf course and hotel:

A new high quality links golf course with a landmark hotel.

D The Magnum Centre:

The redevelopment of the Magnum Centre and with a replacement facility provided in the town centre.

E Mudflats Walk:

A boardwalk across the mudflats giving access to the town centre.

F The Big Idea:

A nature reserve around the Big Idea.

G The Maritime Museum:

The expansion of the Maritime Museum incorporating boat repair.

H Town Centre offices:

A new office quarter with an initial 2000m² pavilion

I The Town Centre:

The redevelopment or refurbishment of the Riverside Shopping Centre.

J The Civic Quarter:

The expansion of the courts and the redevelopment of the police station.

K The High Street:

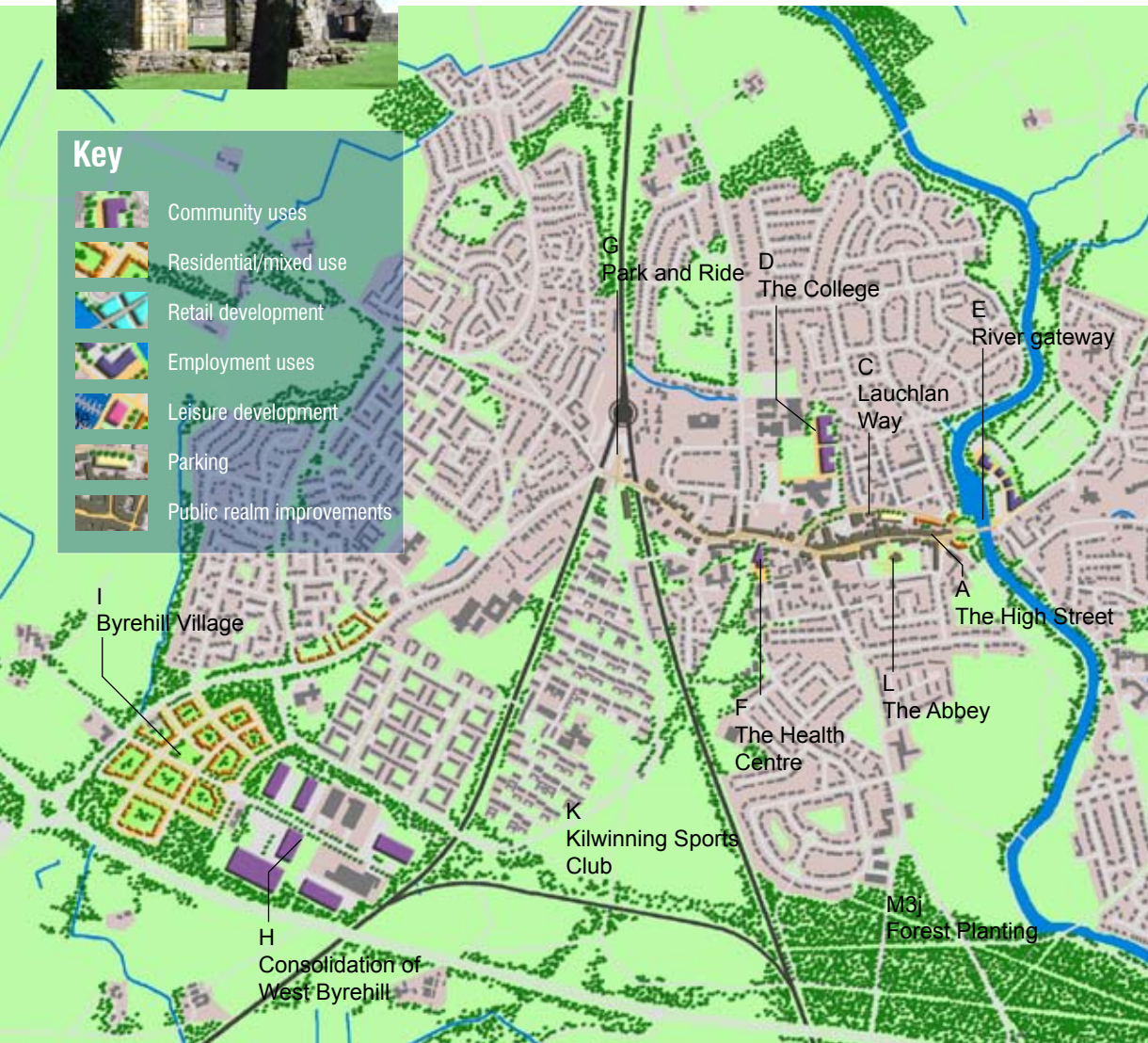
Public realm improvements to the town centre.

L Tarry Holme Eco Village

The development of an eco village on the Tarry Holme site.

Towns: Kilwinning

Kilwinning is an attractive and historic town surrounded by new town estates. It is not as well known as it deserves to be and it should not be difficult to improve the quality of the environment. However the real issue is the role of the town and how to secure its economic future.



VISION:

The vision for Kilwinning is of an historic abbey town offering an excellent quality of life, high quality services in a bustling town centre and attractive housing.

PROJECTS:

A The High Street:

The improvement of the high street and partial reopening to traffic.

B Animation:

Regular events including fairs and a farmers market.

C Lauchlan Way:

Mixed use development on the Lauchlan Way car parks.

D The College:

The expansion of the College together with a green transport plan.

E River gateway:

A gateway to the town centre with infill housing and business space.

F The health centre:

A new health centre on Howgate as proposed by the Health Authority.

G Park and Ride Facilities:

A larger park and ride facility at the station.

H Consolidation of West Byrehill:

The consolidation of the West Byrehill industrial estate.

I Byrehill village:

A residential development on the western part of West Byrehill.

J Forest Planting

Extensive tree planting on sites within the town.

K Kilwinning Sports Club:

The development of its facilities including an indoor sports hall.

L The Abbey

Improvements to the museum and interpretation for the Abbey.

Towns: Saltcoats

The Saltcoats masterplan concentrates on turning the town back towards the sea. In the summer large numbers of people use the beaches either side of the town and the strategy is to draw these people into the town by reinventing its role as a 21st century resort.

VISION:

A modern upmarket seaside resort which is seen as a good place to visit and to live.

PROJECTS:

A Saltcoats Headland:

A landmarks quality hotel on the headland.

B The Braes:

Environmental works to the quay with a cafe or gallery in the Quay House and future development of a mixed use scheme.

C Seafront improvements:

High quality planting and public and an improved link to the high street.

D Improvements to Hamilton St.

A public realm scheme to improve the town centre.

E Saltcoats Arts Initiative:

Public art, galleries and events to encourage artists to settle in the town.

F Coastal Park with cafes:

Two of a series of 'coastal beacons' as part of the coastal park.

G Flood Defences:

Create use of the proposed flood defences to create.

H Business centre

A business centre in the old town hall with an arts theme.



Towns: Stevenston

Stevenston is one of the oldest of the towns but has been overshadowed by its neighbours and lost much of its retailing role. There is an opportunity to transform its environment and image as an attractive town in which to live next to the sea and as a gateway to the Ardeer Peninsula.

VISION:

An attractive coastal town set within a forest with a distinctive residential offer.

PROJECTS:

A Coastal Park:

A series of 'Coastal Beacons' along the beach including cafes and shelters.

B Eco Village:

An 'Dune' eco-village on the links area running down to the sea.

C Extreme watersports centre:

A club house, equipment store and hire facility, and changing rooms.

D Dune recreation:

Work to restore the dunes along the sea front.

E Improvements to New Street:

Public realm improvements to New Street/ Station Road.

F Business Space:

Accommodation for new business including small scale workshops and a business centre.

G The Ardeer Peninsula:

The development of the area as an 'Energetics Cluster'.

H Infill housing:

New housing on site within the town.

I Forest Planting:

Extensive tree planting as part of the transformation of the area's environment.



Strategy

The i-Bay Strategy is developed through five themes as set out on the following sheets. Each of these themes feeds into a series of projects and into the masterplans for each of the towns.

i-Bay Strategy



Landmarks



Coastal Beacons



Public realm improvements



Waterfront development



Residential development within walking distance of the town centres



The balance of the area - modern industry within a forest setting

Themes

On the following pages we describe the five themes that make up the strategy for the area. Each of these is used as the basis for developing a series of projects.

- iWork** - Creating and spreading wealth.
- iLive** - Quality of Life for existing and new residents.
- iSea** - Rediscovering the sea.
- iPlay** - Making Irvine Bay a good place to spend time.
- iBay** - Transforming the bay's image.

Our aim is to create an environment where existing business can prosper and play to strengths (such as energetic materials and back office functions). However there is too much employment land in Irvine Bay and there is a need to consolidate employment on the best sites and in new premises rather than operating in an atmosphere of vacancy and neglect. The strategy will also generate new employment through the promotion of start-up businesses and by exploiting the leisure, service and tourist sectors.



1. Quality business environment:

A strategy to consolidate industry onto the best industrial areas. Surplus industrial areas should either be planted with trees or turned over to mix developments.

2. Sector Support:

Support for potential growth sectors such as energetics, aero-engineering (linked to Prestwick Airport), back-office functions, recycling, and chemicals.

3. Tourism, leisure and food:

A concerted strategy to promote tourism and the visitor economy including training and support for restaurants, hotels and other leisure uses

4. Premises strategy:

The development of; Business Centres in each town including fully-serviced office accommodation in a range of sizes; three office pavilion schemes in Irvine, Ardrossan and Kilwinning; new workshop scheme in

each town; as well as the marketing of sites for companies looking for owner-occupied units.

5. Enterprise Facilitation:

A strategy to encourage business growth and new business start-up in partnership with existing Scottish Enterprise activities

iLive relates to the provision of good quality housing. The 9,000 homes planned in the next 20 years need to contribute to the regeneration of the area. New housing should be concentrated around the town centres and along the coast and should be designed to be distinctive and high quality. This approach also needs to be applied to existing housing and the proposed improvements by the council and housing associations.

1. High quality new housing

New high-quality housing to create an attractive residential offer for people looking to live in the greater Glasgow area with access to the sea. This includes housing expo eco villages at Tarry Holme and Stevenston, waterside development in Irvine and Ardrossan and an urban extension in Kilwinning

2. Neighbourhood Renewal:

A series of projects to improve the existing housing stock including the masterplan for the Vineburgh Neighbourhood.

3. Education and Training:

Support for schools, training initiatives and the College to increase the level of skills

locally.

4. Sports and Social Facilities:

The demolition of the Magnum Centre with reprovion on three sites in Irvine, Kilwinning and Saltcoats. Watersports facilities in Irvine Harbour (sailing school), Stevenston, (extreme watersports) and Ardrossan (marina).

5. Community Chest:

A grant fund for community activities that support the wider strategy such as festivals and markets, environmental schemes etc....



iSea relates to Irvine Bay's greatest asset - the bay. Much of the coast is lined with attractive beaches and yet the towns turn their back on the sea. Irvine is cut off from the harbour and its beach by the railway and even Saltcoats, which grew up as a resort, seems to treat the coast as if it were the back of the town. There is therefore a need to turn the towns back towards the sea by using the coast as the thread that links them together through the creation of a coastal park.



1. Landmark Developments:

The development of each of the headlands along the coast with a series of high-quality landmark schemes:

- **Ardrossan Marina:** A residential tower
- **Ardrossan Headland:** A residential tower
- **Saltcoats Headland:** A high quality hotel/mix use schemes
- **Saltcoats Pier:** The development of the pier
- **Stevenston Jetty:** An extreme sports centre
- **Irvine Harbourside:** A taller residential/mix use scheme

2. Coastal Beacons:

It is proposed that ten 'Coastal Beacons' be commissioned by architectural competition to provide facilities and attractions for visitors.

3. Coast Walkway:

A project to resolve difficulties that make some parts of the coast hard to access. This a Mud-flats walk allowing an alternative access to the Ardeer Peninsula.

4. Public Spaces:

A series of public spaces that create attractive areas for walking and recreation including Ardrossan Esplanade, Ardrossan South Beach, Stevenston Dunes and Irvine Beach Park.

5. Waterfront Development:

The coastal park will be punctuated by waterfront development with housing on the upper floors with ground floor uses such as cafes, bars and restaurants.

Themes: iPlay

iPlay is about leisure provision. We have called it 'play' rather than tourism because the activities should be as relevant to local people as they are to visitors. There is the opportunity to generate a broad range of leisure activities such as sailing, golf, watersports or kite boarding to make Irvine Bay a good place to spend time, whether you be a visitor, existing resident or someone thinking of moving in.

1. Ardrossan Marina:

The development of a second marina as part of the Clydeport masterplan for Ardrossan.

2. Stevenston Extreme Watersports centre:

The development of an extreme watersports centre on the jetty to cater for jet skiing, wind surfing, kiteboarding etc....

3. Irvine Golf Course:

A new links golf course on the southern part of the Beach Park in Irvine linked to an iconic hotel

4. Maritime Museum:

The plan is to create a working museum including exhibits alongside a historic boat repair and building yard with an expansion on its waterfront site to create a working boat yard linked to boats in the harbour.



Themes: iBay

1. Promotional Campaign:

A campaign that advertises the qualities of Irvine Bay to regional and national audiences.

2. Design Guidance:

A design and sustainability guide that will inform all new development in the URC area.

3. Signage and interpretation:

A signage strategy that unifies the area and redraws the mental map of the bay.

4. Irvine Bay Forest:

Widespread tree planting to change the environment of the area from exposed coastal plain forest and help define settlements. The trees could be planted commercially to create business and employment.

5. Lighting strategy:

A lighting strategy to illuminate the coastline on the headlands so drawing people to the sea and creating a series of landmarks when looking along the coast.

iBay is about changing the image of the area. The industrial and new town legacy has left the area with a poor image. This, as much as the reality, is what is putting off new investment and potential residents and visitors. The image of the area can be changed by playing to its strengths such as the traditional town centres and the coastal environment. However it also involves addressing some of the less attractive aspects of the area, such as some of the new town architecture and the industrial vacancy.



Saltcoats Quay

irvine bay
urban regeneration company



Before



Irvine Beach Park



Before



Stevenston Eco-village



Before



