

1. Consultation Purpose

The Development Framework Consultation - Purpose

North Ayrshire Council are presenting proposals for the development of a vacant site in the heart of Ardrossan, which offers a fantastic opportunity for regeneration within the town and beyond.

The development framework which is the subject of this consultation seeks to maximise the opportunity provided by this site by proposing what is seen as the optimal layout, or mix of uses. There will be additional opportunities to comment on more detailed proposals as planning applications are submitted for parts of the site in line with this framework.

One of the key elements of the North Shore development framework is a community campus which will offer huge educational benefits for pupils, and new facilities for the local community. The campus will sit within a wider development including housing, commercial uses and a new coastal path.

The development of the North Shore site is part of a wider £150M regeneration programme including Ardrossan Harbour, new housing, an extended marina, and new connections which together has the potential to transform the town over a 5-10 year period.

Interested parties are asked to consider this framework and respond to the following key question: *Do you have any views on the proposed development framework or layout of uses on the North Shore site?*

2. Consultation Process

What is the purpose of this consultation process?

The consultation process provides the opportunity to share your views on the proposed development framework and the proposed layout of uses on the North Shore site

How do I comment on the proposal?

Comments can be submitted via the online response form provided at: north-ayrshire.gov.uk or to the following email address: regeneration@north-ayrshire.gov.uk

What will happen to my comments?

Your comments will be kept confidential and will not be attributed to individuals. All comments will be collated and considered by the design team in developing the final design proposal. A consultation report will be prepared. This will summarise the output of the consultation and where changes have and have not been made and provide reasons why.

Will there be further opportunity to comment on the proposal?

There will be additional opportunities to comment on more detailed proposals as planning applications are submitted for individual parts of the site, following approval of this Development Framework.

3. History and Culture

History & Spirit of the Town

Ardrossan has a rich history, both as a town in its own regard and as part of the wider Three Towns network. Its advantageous coastal location has seen it have a strategic position as an industrial, transport and tourism centre since the 19th Century. The town and community grew mainly from the mid to late 1800s with the increase in work in the town related to the construction of the harbour, north shore site and the shipbuilding, fishing and chemical industries. A strong community spirit grew as a result and remains so to this day with longstanding family histories and many community and voluntary groups who work hard in and around the town.

Harbour & Town Centre

The town grew significantly as a result of the increase in the shipbuilding, fishing and chemical industries and facilitated by the development of new transportation connections developed to support the expanding harbour. Shipbuilding declined in the 1950s and the harbour is now principally used for transport. The ferry connections to Brodick in Arran and to Campbeltown are vital services for the islanders and the residents of the Mull of Kintyre, it is also a huge draw for tourists today. In the 18th century the Earl of Eglinton planned a grand canal to link Ardrossan to Glasgow. Works commenced but were never completed, the long straight Glasgow Street is the site of the unrealised canal and now forms a main route into the town, at its crossroads with Princes Street, it forms the core of the town centre. A number of the shop units stand empty now, the Asda superstore which opened in 2007 is now the principal retail draw in this area. Opportunities for regeneration of the town centre will be optimised going forward.

Industry

In addition to shipbuilding and transportation, Ardrossan housed foundries and an oil refinery. The Shellmex oil refinery was operational from the early 20th Century. Planned expansion was blocked in the 1960s and it eventually closed in 1986. The last of the buildings located on the site were demolished in 2003, it is a huge area of land within a town centre to remain unused.

Tourism

Ardrossan was a popular holiday destination for Scots in the early 20th Century. The advent of foreign package holidays impacted the town as it did in many British seaside resorts. The long beaches and coastal boulevards that drew crowds still remain and the town has a lot of resources which can be maximised to attract visitors to the town. The community are instrumental in running longstanding public events, such as the Ardrossan Highland Games and the Castle Carnival each year. These are hugely popular and attract people from the town and beyond. There is a clear appetite in the town to forge connections and to offer

opportunities for the local and wider communities to continue to develop a range of public activities which can in turn keep positively promoting the town.

4. Vision

Regeneration

In the late 1990s and early 2000s, the central area of Ardrossan was the focus of a masterplan developed by North Ayrshire Council, Scottish Enterprise and Peel Land and Property. This led to the development of the marina, new private housing, and the Asda superstore. More recently, the North Shore site was the subject of housing development proposals by Irvine Bay Regeneration Company and Peel Land and Property which did not come to fruition.

Despite this development and more recent developments of the health centre and the offices occupied by Cunninghame Housing Association, there remains a need to promote additional physical and economic regeneration in the town, with the community campus proposals for the North Shore site providing a huge opportunity to contribute to this.

The site offers a transformational opportunity for Ardrossan with the development of a new quarter for the town which will bring a longstanding derelict site back to life.

The proposal will include education facilities, community facilities and new residential development which will provide housing for a full social mix, enabling a sustainable community which will knit into, and serve the existing town.

The proposal to upgrade the coastal path, in line with improvements to flood defences and the planned Ardrossan Marina extension will all contribute to attracting visitors from outwith the town, which will in turn look to boost the local economy.

It is envisaged that the campus will act as a catalyst for regeneration and development including private housing and new commercial development.

The site's strategic location will aim to benefit the Three Towns communities as widely as possible.

5. Location

Site

The proposed site is located at the western edge of Ardrossan on the site of the former Shell oil refinery. The site extends to around 12.25 ha (30.2 acres) and is wholly owned by North Ayrshire Council following purchase of a 50% share in the site from Peel Land and Property in 2020. The site is bounded by Montgomerie Street to the east, the coast to the west and North Crescent Road to the north, with the proposed new Ardrossan Marina extension sitting at the south west edge of the site.

The site has been previously developed, and is therefore referred to as a brownfield site. The principal former use of the site was as the Shell Oil refinery, and the site has been vacant for a long period since the closure of the refinery in the mid 1980s. Previous residential led development proposals by Peel Land and Property and Irvine Bay Regeneration Company did not come to fruition.

Given its size, condition and central location, the positive development of the site will make a huge contribution to the physical regeneration of Ardrossan.

Ardrossan forms a key part of the Three Towns network along with Saltcoats and Stevenson. While each town has its own identity and character, they are intrinsically connected therefore development of this scale within Ardrossan will have benefits for the wider area. There are opportunities for attracting a greater number of visitors from outwith the area, with people drawn to the improved marina facilities and upgraded coastal path route.

Ardrossan Academy currently serves pupils living in Ardrossan, Seamill and West Kilbride.

6. The Ardrossan Plan

Purpose of the Development Framework

The North Shore site bounded by Montgomerie Street and North Crescent Road was agreed by North Ayrshire Council, in 2020, as the site which will accommodate the new community campus.

This will integrate the new campus as part of the town by developing it as part of a wider development framework and opening up a key site within Ardrossan which has lain unused for more than 30 years.

The development framework also considers how best to make use of the site and accommodate both private and social housing, a coastal path, an International Marine Science and Environment (IMSE) facility, commercial, public spaces and tourism uses.

This process seeks to make the most of the significant regeneration opportunity provided by the site in terms of its efficiency, economic impact and design.

Ardrossan Plan

Ardrossan is set to benefit from a national scale regeneration project with investment of over £120M over a 5-10 year period and including investment in Ardrossan Harbour, an expanded marina, town centre connections, private and social housing as well as the proposed community campus. To reflect that huge opportunity and to bring together the various investments, an Ardrossan Plan was developed in partnership with the Scottish Futures Trust

The Ardrossan Plan is a strategic framework building on previous community conversations including the Three Towns Charette and other community engagements. It sets out a future framework for development in terms of:

- Economic development
- Educational achievement
- Improving health and wellbeing
- Community empowerment

The Ardrossan Plan seeks to:

- Build on previous community conversations and learning from Covid-19 to: - Build Confidence; - Connect Projects and investment; and - Strengthen community wealth
- Set out future framework for development in terms of: - Economic development; - Educational achievement; - Improving health and wellbeing; and - Community empowerment.
- Create a living document to be continuously reviewed and updated in partnership with the community
- Define the development and design principles for Ardrossan projects
- Demonstrate the shared benefit across the Three Towns

This process has identified nine success characteristics against which all projects in Ardrossan will be measured going forward. The Plan is intended to be a living document which will be continuously reviewed and updated in partnership with the community. It aims to define development and design principles for Ardrossan projects and to demonstrate the shared benefit across the Three Towns.

The success characteristics and what they mean for this proposal are summarised below:

- Lifelong Learning
- Renew Identity
- Strengthen Wellbeing
- Nurture Resilient Growth
- Strengthen Cohesion
- Create Opportunity
- Best Use of Resources
- Create Health
- Build Community Wealth

7. Ardrossan Community Campus, the Story So Far

Introduction

A new educational campus will be built on the North Shore Site. The proposed site layout, shown on pages 12-14, indicates how the intended uses will be accommodated and in general where the new campus buildings will be located. The following information provides details of the process undertaken so far in respect of the new campus.

Pre-Engagement Activity

In January 2019, educational stakeholders (pupils, parents and teachers) were informed of the proposal to create a new 3 – 18 years campus, and a series of information and engagement sessions were then held.

The Council also carried out a separate pre-engagement survey with the wider local community. When the results of the pre-engagement responses were reported to North Ayrshire Council's Cabinet, elected members specifically requested that the relocation of Auchenhavie swimming pool to the proposed campus be subject to further community engagement.

Permission to Consult

At its meeting on the 25th September 2019, The Council agreed to the commencement of a Statutory Public Consultation on the proposal to create a new 3-18 years campus, situated on the North Shore site and including:

- The closure and relocation of Ardrossan Academy;
- The closure and relocation of Winton Primary School and Early Years Class;
- A six-lane swimming pool, accessible by the public during normal operating hours;
- The relocation of Ardrossan library, accessible by the public during normal operating hours; and
- Accommodation for a dedicated Health & Social Care Partnership (HSCP) Children and Families Team

Public consultation on the proposal ran for a 7 week period from October to December 2019, including six public information meetings to share information about the proposal. Key themes emerging through the consultation period included:

- Appreciation of the need for new facilities
- The benefit to future generations
- Design and management of the educational establishments within the new campus
- Transport links and traffic management considerations in and around the new campus
- The exposed position of the site
- Site considerations: size, how much space would the school take up and whether there is other regeneration planned for the area
- Site contamination
- Choice of site and the proposed use of the vacated site(s)
- Design and management of the library
- Design and management of the swimming pool
- Benefits of Health and Social Care Partnership being included in the new campus and how the service will work.

Outcome

The Council's Chief Executive, through delegated powers in consultation with Elected Members and having considered any comments received, accepted the proposal to

establish a new 3 - 18 years education and community campus, situated on the North Shore, Ardrossan site.

Scottish Ministers were notified of the decision and it was publicised in accordance with the Schools (Consultation) (Scotland) Act 2010.

Educational Benefits

Specific benefits to the young people of Ardrossan will include:

- The new facilities providing the opportunity for greater partnership working between departments, improving the curriculum offer and delivery. There will be a greater potential for interdisciplinary learning within and across faculties due to the geography and layout of a new building.
- Teaching and learning in subject areas, such as the Technologies, Music and Physical Education, will be enhanced; ensuring a greater breadth of curriculum than can currently be offered. This has the potential to lead to further improvements in attainment and wider achievements for children and young people. There will be the opportunity to create facilities for the improved delivery of the STEM subjects (Science, Technology, Engineering and Mathematics).
- The development of skills for life, learning and work will be increased with a focus on vocational and technological pathways. These elements will deliver a more relevant, challenging and enjoyable learning experience which is much more clearly focused on positive destinations for all young people.
- Greatly improved ICT infrastructure will provide a platform for new and emerging technologies to be used to support learning and enable the full potential to be realised for the benefit of children and staff.
- The new campus sports facilities will offer an enhanced sporting experience for young people and the wider community which will meet the requirements and aspirations of the Council and the Scottish Government.
- The new campus will be fully accessible to people with mobility difficulties and additional support needs. This will help support the Council's aim to develop a fully integrated education service which meets the needs of all learners. The limitations of the current buildings mean that some children and young people are not able to access parts of the curriculum.

8. Site Context

Ardrossan

Ardrossan town centre will receive £120million of investment over the next decade, including the strategic development of the North Shore site, which offers a significant opportunity to be a catalyst for long term positive change in the area. The wide reaching benefits of the development will be maximised by ensuring that it has a positive and generative relationship with the town centre which is located within 5 minutes walk from

the proposed Campus site. The development of the North Shore site will offer improved integration in and around the wider town centre area with connections facilitated to the harbour and the marina

Routes & Connections

The principal means of access into the town are car, train and bus. The town is well served by train stations and bus services run to Irvine, Glasgow and Greenock. Many tourists pass through Ardrossan on route to the Arran Ferry and the location of the proposed development site offers an opportunity to positively advertise the town. The extents of the coastal path currently feels disjointed, with significant stretches of the route located on busy roads. The development site offers an opportunity to create a safe off-road connection along a beautiful stretch of the coastline, linking the South Beach and the North Shore. The town centre sits right in the middle of this long route - providing a great opportunity for footfall for small independent shops and cafes which can offer something unique to the community and to visitors. The coastal path design would be carried out in association with the design work proposed for the major roads within the town through the 'Ardrossan Connections' project.

Scale & Form

The proposed development will acknowledge and respond to the existing physical context. The 19th and early 20th century beachfront buildings on South Shore Crescent, North Crescent Road and Montgomerie Street (which previously fronted the shore) were developed at a generous scale ranging between 2 and 4 storeys which creates a strong presence and edge along the wider boulevards. The buildings have classical proportions, with generous windows overlooking the sea. Elsewhere adjacent to the site, housing and public buildings typically sit at 2-3 storeys this includes the private and social housing developments by Persimmon and CHA which have been developed off of the Montgomerie St frontage in recent years. With some of the more contemporary flatted developments around the marina extending to 4 storeys in response to the edge location facing the coast. The coastal setting will influence the design of the development with consideration given to orientation and to the materiality to ensure longevity in this exposed location.

Views & Vistas

Maximising opportunities for views, both outwith and into the site can greatly improve vehicle and pedestrian connectivity, making the development and the surrounding town feel more legible.

By developing view corridors through the site, the route to the coastal path can be facilitated, most important when looking to easily bring visitors along the route. Vistas can be created within the new development to facilitate wayfinding, as well as analysing street networks to create key vistas with existing features in the town.

9. Transport and Connectivity

Introduction

The community campus and other proposals for the site will lead to additional demand for movement within the centre of the town and this will need to be considered both in the design of the site, and the impact of this on other roads, junctions, path connections and public transport services. While a full Transport Impact Assessment will be developed and submitted with planning applications for the site, this section sets out key transport and connectivity issues which have informed the development framework.

Approach

The Scottish Government's "Designing Streets", the North Ayrshire Council's Roads Development Guide and the SCOTs National Roads Development Guide (NRDG) are key elements to delivering high quality residential and mixed development environments in the area. The approach taken for North Shore aims to reflect the approach to design as set out in "Designing Streets" (2010).

Street Connections

Consultation has highlighted concerns with existing access into the site and the impact of additional traffic on local roads and the town centre. The development framework proposed that two main access points are taken into the site via North Crescent Road and an extension of Barr Street. Additional potential access points are available via existing roads at Mariners View, Montgomerie Street (earlier Persimmon development) and Sweeney Court.

Permeability of places is a crucial component in good street design. Internal permeability is important within a development, but any area should also be properly connected with adjacent street networks. North Shore will be designed with multiple access points that connect with, and complement, existing street patterns.

The development proposes multiple connections to the wider existing road network, this approach reduces the impact on surrounding neighbourhoods by distributing the traffic throughout the whole area rather than concentrating it at one location.

The type of connections established will be defined through the design development of the site and will be based on primary, secondary and tertiary connections. Each type will be designed to suit the level of traffic expected to use the connection.

Neighbourhood Connections

At the heart of the development is neighbourhood connections. There will be clear active travel connections running north - south and east - west throughout the site. These will connect the development with existing residential neighbourhoods and local bus and train services. The proposed scheme facilitates and enhances the existing neighbourhood connections, knitting public spaces with important infrastructure connections creating a safe walkable and cycle friendly neighbourhood.

The new coastal path will offer the opportunity to create a safe off-road route, attractive to cyclists and pedestrians. It will allow pupils and local residents easy access to active travel

connections and facilitate activities such as the 'Daily Mile' and outdoor education opportunities.

Parking for the Area

The development will incorporate a community campus, parking associated with the marina extension, housing and commercial uses. Additional parking will require to be provided for visitors to the area who wish to use the leisure or other facilities within the campus development or the coastal path for recreation.

Each of these will generate a demand for parking which requires to be accommodated on the site. Analysis will also be undertaken through the Transport Assessment process on the overall parking requirement within the site, including the potential for shared parking between these uses. That will reflect the different times of day and times of year when parking demand peaks, and seek to avoid an over provision of parking which would result in a poor design and inefficient use of the space.

The Transport Assessment will also consider the extent to which Pick Up/Drop Off parking provision can meet the needs of parents or visitors to the site, while reducing the level of traffic within the site.

The North Shore development proposes to consider managed parking by preparing a demand assessment for parking. Parking provided will be used by the school during the day and by the marina, sports fields and community facilities in the evenings and the weekends. The housing element of the development will meet the parking requirements for North Ayrshire Council with appropriate levels of visitor parking bays. Additional parking will also be provided for visitors to the area who wish to use the leisure facilities proposed in the area.

10. Site Conditions

Overview

The development of the site requires to consider complex site conditions, reflective of the history of the site and the uses it has accommodated. These site conditions are considered as follows:

Sea Wall

The foundation solution for buildings on the site will require to consider the presence of this substantial sea wall structure. The site is comprised of made ground and was built out in various stages. The former sea wall was in place prior to the extension of the land into the sea remains in place and runs through the centre of the site under ground. The foundation solutions for all buildings and roads developed in and around this area will be designed to accommodate or alter this sub structure. Particular care will also be given to building design, especially orientation of entrances and the materiality will be robust enough to withstand the coastal conditions and give consideration to the salts in the air

Orientation & Exposure

The site has an exposed coastal setting and can be subject to strong winds which require to be considered alongside the proximity to the sea and impact of wave impact and flood risk. Proposals are being developed for a marina extension to be developed from Montgomerie Pier, and the design solution for the site and sea wall will consider the impact of that marina extension in reducing wave impact/action should it proceed. Locations of external spaces, sports facilities in particular, will need to be carefully considered.

Site Conditions

EnviroCentre Limited were commissioned by North Ayrshire Council to undertake site investigation, risk assessment and produce a remedial strategy for the Ardrossan North Shore development site to ensure that the site can be developed safely and remove any health concerns associated with historic uses through agreement on a remediation strategy with the council and environmental regulator SEPA

The Ardrossan development site lies on land which was reclaimed from the sea in two stages, the first stage of reclamation occurred between 1855 and 1897, with the site being extended behind a new sea wall in the 1940's. From the mid 1920's until the 1970's the site was used for the production of bitumen and the handling of crude oil, fuel oils and aviation fuel. The site was decommissioned between 1986 and 1989.

Site Investigations

A number of previous site investigations have been carried across the Ardrossan development site, in support of previous development proposals. This demonstrates the extensive information available in relation to site conditions, with the most recent site investigations in 2019 alone seeing over 80 trial pits dug into the site and soil samples taken. The results of these investigations were previously made available online by North Ayrshire Council. The key previous investigations are listed below:

- EnviroCentre; Ardrossan Development Site 2019 Site Investigation – Interpretative Report, August 2019
- EnviroCentre; Detailed Delineation Investigation; Ardrossan Phase I (Northern and Southern Corners), April 2011 (Ref. 4417);
- Fairhurst; Proposed Developers Package, July 2010;
- EnviroCentre Detailed Delineation Investigation; Ardrossan Phase I, December 2008 (Ref. 3585);
- EnviroCentre Remediation Strategy: Ardrossan Main Site, July 2008 (Ref 3319);
- EnviroCentre Draft Remedial Strategy, Ardrossan Former Shell Bitumen Terminal, November 2006 (Ref 2970);
- Mason Evans, Ardrossan Phase II, Hydrocarbon Remediation Report, June 2006;
- Arup Revised Conceptual Site Model, September 2006 (Ref 118692/PR);
- Arup, Ardrossan Bitumen Terminal Investigation and Remediation Strategy, March 2001;
- Shell UK Ltd, Ardrossan Bitumen Terminal, Risk Assessment Report, May 2000;

- Shell UK Ltd, Ardrossan Bitumen Terminal, Factual Report Volume 1, Text and Figures, 1999;
- Raeburn Drilling & Geotechnical, Report on Ground Investigation, July 1995; and
- Fairhurst, 20800 Shell Bitumen, Ardrossan, Treatment of Contamination, July 1991.

The previous industrial use of the site has resulted in a legacy of ground contamination. The significant contamination issues historically identified at the site are primarily related to hydrocarbon (oil) contamination of soils, and the presence of a free phase (i.e. not dissolved, but visually distinct from water) floating hydrocarbon layer on groundwater at the site. In addition, an elevated presence of metals are also noted to be present in soils. The risk assessment for the site concluded that the site would require remediation to address soil and groundwater contamination which would otherwise present a potential risk to future site users, residents and the water environment (both groundwater and nearby surface water).

Remediation

A remedial strategy for the site has been developed and discussed with SEPA and North Ayrshire Council's Contaminated Land Officer. This is demonstrated in the adjacent plan. This has incorporated agreement of the measures required to make the site suitable for its intended use, including soil contaminant maximum concentration criteria to meet land suitability requirements in relation to human health and ensure no significant release of hazardous materials to the water environment.

The diagram opposite details the identified zones of contamination in relation to the proposed masterplan layout, albeit it is noted that the layout will be subject to a detailed design process and changes to land use boundaries. The land-use for the development incorporates the following general land uses:

- School campus buildings;
- Car park and landscaped areas associated with the school;
- School playing fields;
- Residential Areas

With respect to the areas of identified contamination these are generally concentrated in the central and south eastern areas of the site as illustrated by the red dots indicated on the adjacent plan

The remediation strategy for these areas will generally be similar as detailed below:

- Excavation of known areas of soil which are contaminated with hydrocarbons
- Following excavation of these soils, sampling and laboratory testing of the remaining ground will be undertaken to confirm that the excavation has removed the identified soil materials of risk.
- Removal of visual hydrocarbons (oil sheen) from groundwater at the site via skimming and offsite removal of oil.

- Either onsite treatment of contaminated soils to address the risks from the material or offsite removal for treatment or disposal. The approach will be informed by initial small-scale trial tests on contaminated soils to identify the most effective measures for addressing the soil contamination.
- Infilling of excavated areas with material that is proved suitable for use via laboratory testing for the proposed development.
- Environmental capping (i.e. upfilling) of areas of proposed soft landscaping with soils shown to be suitable by laboratory testing. The upfilling depth will be designed with respect to the final land use of the area.
- Installation of hydrocarbon and ground gas resistant membranes in the footprint areas of all buildings built on the site.
- All water supply pipes and utility service runs will be suitably specified for the purpose of protection.

All remedial works will be witnessed, documented, monitored and numerous samples collected for analysis by a laboratory to ensure the remedial works are being completed as agreed with North Ayrshire Council Environmental Health Department, and SEPA. This will result in the production of a Validation Report completed by a suitably qualified environmental consultant, with verification reports submitted to North Ayrshire Council Environmental Health department, and SEPA. Site users and residents will not be allowed to move into the properties until the regulators have approved these reports

The extensive investigations undertaken into the condition of the site, the remediation strategy for its treatment prior to development and discussions with the environmental regulator SEPA demonstrate that the site can and will be made safe and suitable for use.

Flood Risk

A flood risk assessment was developed for the site in 2015 and is in the process of being updated. This will ensure that the site is developed to comply with the requirements set out by SEPA in providing development designed to accommodate a 1:500 year flood event. This will require the ground level of the site to be increased to an appropriate level, through the provision of additional fill material. That additional material will therefore serve a dual purpose in responding to flood risk and site remediation. Flood risk arises from sea levels, however the impact of wave action also requires to be considered. The site will see the development of a new sea wall to provide defence from flood risk and wave action, while the design of this will also help to accommodate the proposed coastal path and provide a tourism and recreation feature.

11. Urban Design Development

Repair

Development along Montgomerie Street has happened incrementally over the years, and in isolation of each other parcel. A first step in considering the development of the new masterplan is to consider the relationship with this existing edge.

In order to tie the new development in with the existing town, it is important to consider where links and routes can be created.

Introducing new housing which backs on to the existing streets and houses will complete this mid-zone which currently sits between the new development site and the regular street, forming a more cohesive feeling urban block arrangement. This would enable the introduction of a new route which would act as a central artery through the development site, serving the new housing and facilitating connections to the campus.

Ardrossan's Urban Blocks

In order to develop an urban scale which is appropriate to the town, it is important to read the context and consider the street grids and blocks which exist nearby. This means considering not only the height and massing of the buildings but the width and character of the streets themselves.

There is a strong and rational urban block arrangement to the North of Ardrossan Castle Park. These streets branch off from Glasgow Street which acts as main arterial route towards the Town Centre.

A clear hierarchy of streets assists in creating character and legibility within an area, the framework reflects and seeks to extend this urban block pattern through the creation of the new north-south road and link to Barr street.

Developing a Pattern

Taking influence from the existing scale of the blocks within the town, this tests out a form which would accommodate sufficient depth for housing and back to back gardens, with generous street widths.

This enables the basis of a strong urban grid, into which layers of detail can then be added. The blocks enable flexibility and can be formed in whatever way is required, for example, a full block can be used as a school building, and one block removed and used as sports facilities or open space - as long as the fundamental blocks are in place, setting up routes and connections - the masterplan can respond to the brief as required. New housing development will also be expected to add to this block pattern when proposals come forward.

Points of Connection

Blocks are set out to create a clear street network with a grid that connects the neighbouring streets and reaches out towards the seafront, knitting the new development area in tightly with the existing town.

The masterplan form will encourage passage along these streets towards the upgraded coastal path, maximising the opportunity for connectivity and activity along this edge.

Connectivity is considered at all levels, for vehicles, pedestrians and cyclists and will ensure maximum accessibility, safety and security in the street design.

The proposed new access into the site from the Barr Street offers further potential to establish a grid and an improved relationship between development on the eastern edge and the rest of the site.

Urban Greenspace

The development of the new coastal path will offer a great expanse of outdoor walking and activity space which will tie together the existing paths along the South Beach and the north Shore, enabling a long, varied and cohesive walking route which also connects into the wider Ayrshire coastal Path network.

The path will make the most of the natural rugged coastal frontage, whilst the urban grid will allow an opportunity to create a more protected `green` boulevard inland. This enables an opportunity to reinforce a street hierarchy, introduce character zones and soften the built form.

Pocket parks will be introduced which further enhance the opportunity for green space and offer outdoor play space and amenity for the community.

12. Development Framework Options

Development Framework Options

Having considered the opportunities which the site presents, a proposed framework for the future layout of the site has been developed.

Three alternative layouts were initially considered, with different locations for the community campus and associated facilities as illustrated on the plans.

These alternative layouts were evaluated against the extent to which they deliver on the success characteristics established by the Ardrossan Place Plan. The principal issues which led to the proposed layout emerging included:

- The benefits of locating the campus buildings to the south of the site in maximising their accessibility
- The activity created by locating the campus buildings to the south of the site, and the benefits of this in providing a catalyst for other commercial development
- The benefits of focusing some housing development in the north of the site given the historic site remediation for this use at this part of the site
- The benefits in locating playing fields/ sports facilities in the centre of the site in creating a level of shelter from exposure

Cost analysis which demonstrated that the proposed layout provides a costeffective solution

As it best meets the aspirations set out in the Place Plan, 'Alternative Layout 3' has been identified as the proposal.

13. Development Framework Plan

Introduction

The diagram illustrated in this slide, and in further detail on slide 14, shows the proposed development framework with the layout of uses within the site. Also included are key design considerations such as the main points of access into the site, the route of principal roads, coastal path route, and the indicative location of the campus buildings. Key design principles are further described below.

Community Campus

The framework proposes to locate the community campus to the southern edge of the site, maximising opportunities for connectivity with the town centre, with an aim to facilitating relationships and integration with the community, existing businesses, local industry and transport links.

The scale of the campus buildings will be appropriate to their location, with a relationship and similar building height to existing flatted residential development at Mariners view, to help create a sense of scale around the Montgomerie Pier area.

An entrance will be formed at the southern elevation of the campus to encourage activity in this key area. The outdoor sports provision will be provided adjacent to the campus building and sit centrally within the site, affording a level of shelter, and open views for adjacent housing development.

The later development of a marine sciences centre and/or commercial space will require to establish a strong relationship between the campus and marina, by providing a strong frontage for development on to the marina.

Housing

Housing is proposed to the eastern and northern parts of the site. To the east, blocks would be formed which are back to back with existing residential parcels along Montgomerie Road, with vehicular and pedestrian connection points introduced in strategic locations to create a stronger urban grid formation. This will help to 'repair' the current edge condition and establish development which faces on to a new central road within the site and then on to playing fields within the Campus.

The requirement for a form of grid pattern will continue at the northern end of the site, creating a clear urban residential arrangement. Opportunities to maximise views and accessibility to the coastal frontage will be achieved by having housing fronting onto the coast/ new coastal path. This will also facilitate an inherently secure route along the front, with the path having passive supervision as a result of it's relationship with housing. This relationship is also reminiscent of traditional seafront boulevards found elsewhere in Ardrossan and other seaside towns.

Roads & Parking

The principal vehicular access points into the site will be from North Crescent Road and from a continuation of Barr St through the existing Coast to Coast garage site, which enables a clearer onward connection with the town centre.

There will be two main routes through the site with a road running along part of the coastal frontage, following the route of the new coastal path, and a central 'boulevard' running north/south and serving the community campus and residential blocks.

It is not the intention to provide a vehicular route around the entire coastal perimeter of the site, rather, the coastal road will terminate before it reaches Montgomerie Pier and will provide some limited parking provision. The new central road within the site which separates the campus from new housing will serve the housing area to the north, but not provide a second vehicular access on to North Crescent Road.

Analysis will be undertaken on the extent to which parking provision can be shared between the campus, marina, and other facilities. This will reflect the varying demands for parking space in terms of the time of year (marina demand evident most during school holidays) and peak times of the day. Parking will be designed to allow provision to be shared by allowing appropriate proximity to uses. It should be designed to avoid concentration within one large space which dominates the site, and be focused on the east of the campus and marina to retain the development, commercial and tourism potential of these areas.

Coastal Path & Public Space

Public open spaces are provided across the site. The new coastal path will be a focus with associated landscaping to create an attractive resource for the local community, for pupils through outdoor education space/'daily mile' provision, and a draw for visitors.

A pocket park is also proposed within the site, served from the main boulevard, creating a central amenity for the local residents.

An area of public realm is proposed to the southern edge of the site between the campus buildings and Montgomerie Pier, and this would also serve as a gateway to the campus buildings, giving an opportunity for the new community facility to open out to the town and encourage activity at the mouth of the marina where there is potential for later commercial development. Located with views out to the Firth of Clyde and over the new marina extension, this would also provide a significant draw for visitors to the town and encourage use of the coastal path.

A landscape strategy will be developed to determine in detail the nature of open space appropriate in accommodating aspirations for the coastal path, public realm/civic space, outdoor education space and a tourism/ recreational facility.

14. Development Framework Plan

Next steps and how this framework will be used

Following the consultation and engagement period, the proposed development framework will be recommended to a planning committee of North Ayrshire Council. Once approved, the framework will become a material consideration in the determination of planning applications for the site, i.e. planning applications will require to comply with the framework.

Comments received during the consultation process will be considered before the framework is presented to members of the planning committee, with any changes accommodated. A summary of all comments received, and a response will be provided to the committee and made available within the public committee report.

Comments will also inform the detailed design process for the community campus led by an architect who will be appointed in March 2021.

An advance works package including site infrastructure such as the sea wall, road works and remediation works may be the first activity seen on the site, proceeding in late 2021/ early 2022 before the construction of the campus in 2022-24. Other parts of the site will be developed in later phases.

We hope that this information outlines the proposals for the framework and layout, as well as the fantastic opportunity provided by the proposed investment in the site. We would welcome your feedback, whether at this stage or at a later date when planning applications are submitted and more detailed information for the site uses will be available.

Thank you for reading.