

Great Harbour

Engagement



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

Welcome & Introduction

Welcome to this public consultation in relation to emerging proposals for Irvine Harbourside, and the Maritime Mile project.

The Harbourside is one of Irvine's greatest assets, home to the National Maritime Museum, Pilot Tower House, Beach Park, a strong food and drink offer, and a diverse community of local cultural, artistic and leisure interests centred around the waterfront.

North Ayrshire Council has secured Growth Deal Funding to promote investment in a project with the working title - The Great Harbour. The project looks to promote Irvine Harbourside as a stronger more vibrant destination and a great place to live, work, visit, and enjoy.

The purpose of the consultation is to gather your feedback on some of the emerging concepts and ideas that have been developed for the Maritime Mile.

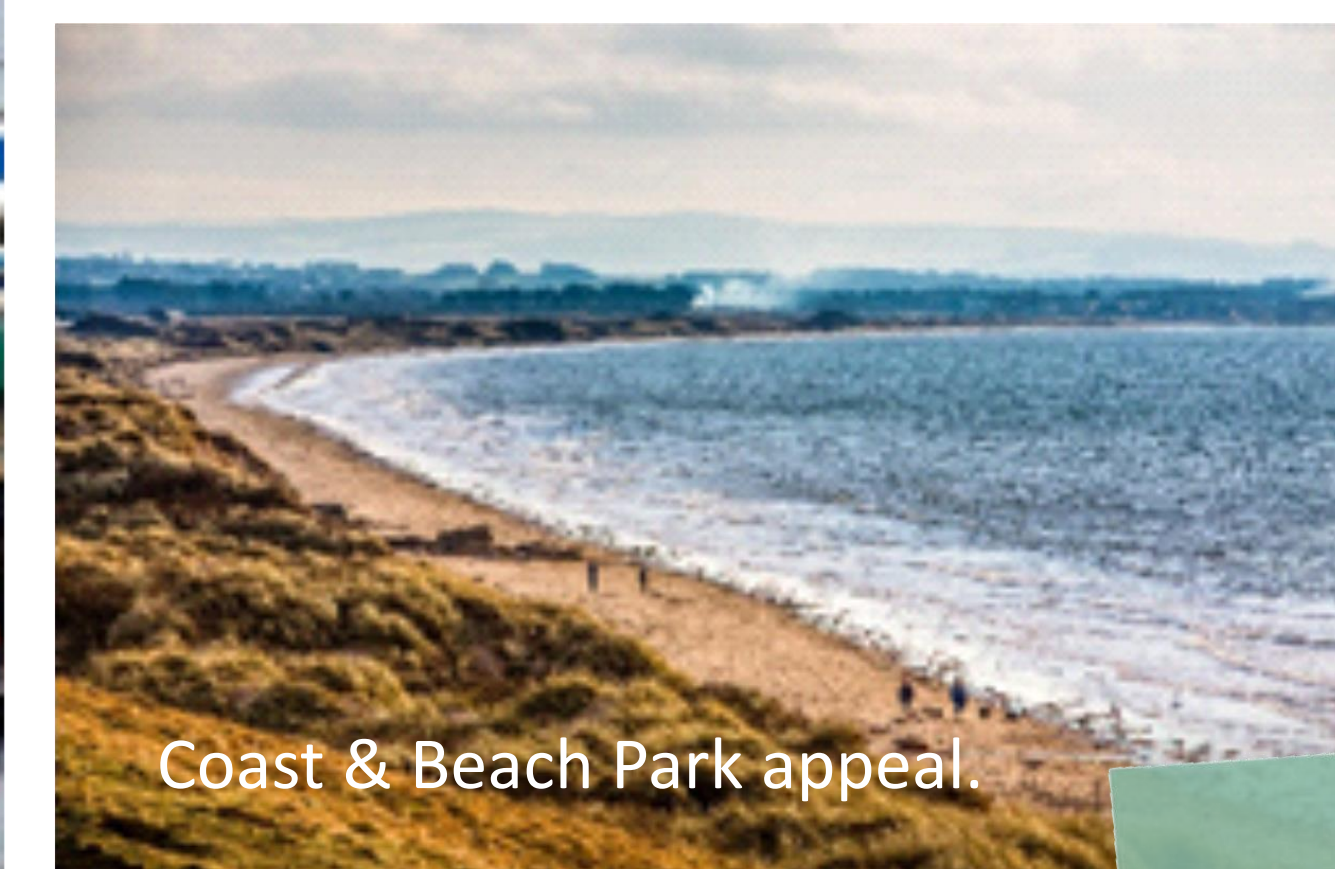
We will also be looking to consult on areas of wider opportunity as we become clearer on how we can promote appropriate supporting investment. A series of consultations are planned for Feb/March and over the summer.

The main focus of the current consultation is on the overall vision for the Maritime Mile and the aspirations the community have for the play facility and surrounding area, our 'Coastal Hub' which we hope can be an early investment in the first phase of the project.

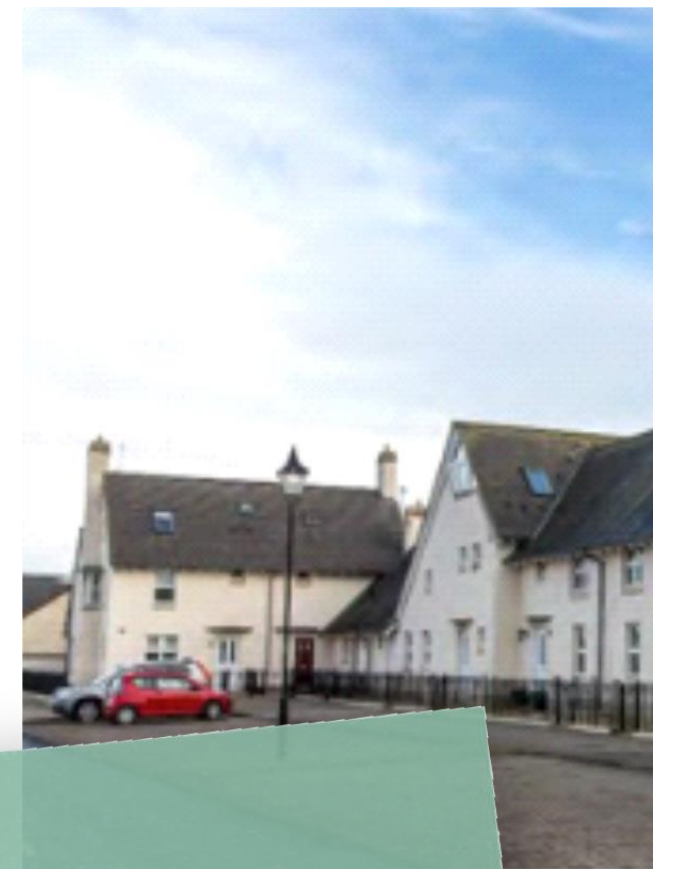
Local community and stakeholder engagement on projects to enhance the quality, heritage and facilities associated with the Harbourside and Beach Park



The Harbourside has a rich and compelling Heritage



Coast & Beach Park appeal.



*All thoughts
& ideas
welcome*

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.

Great Harbour

Great Harbour Framework Ideas

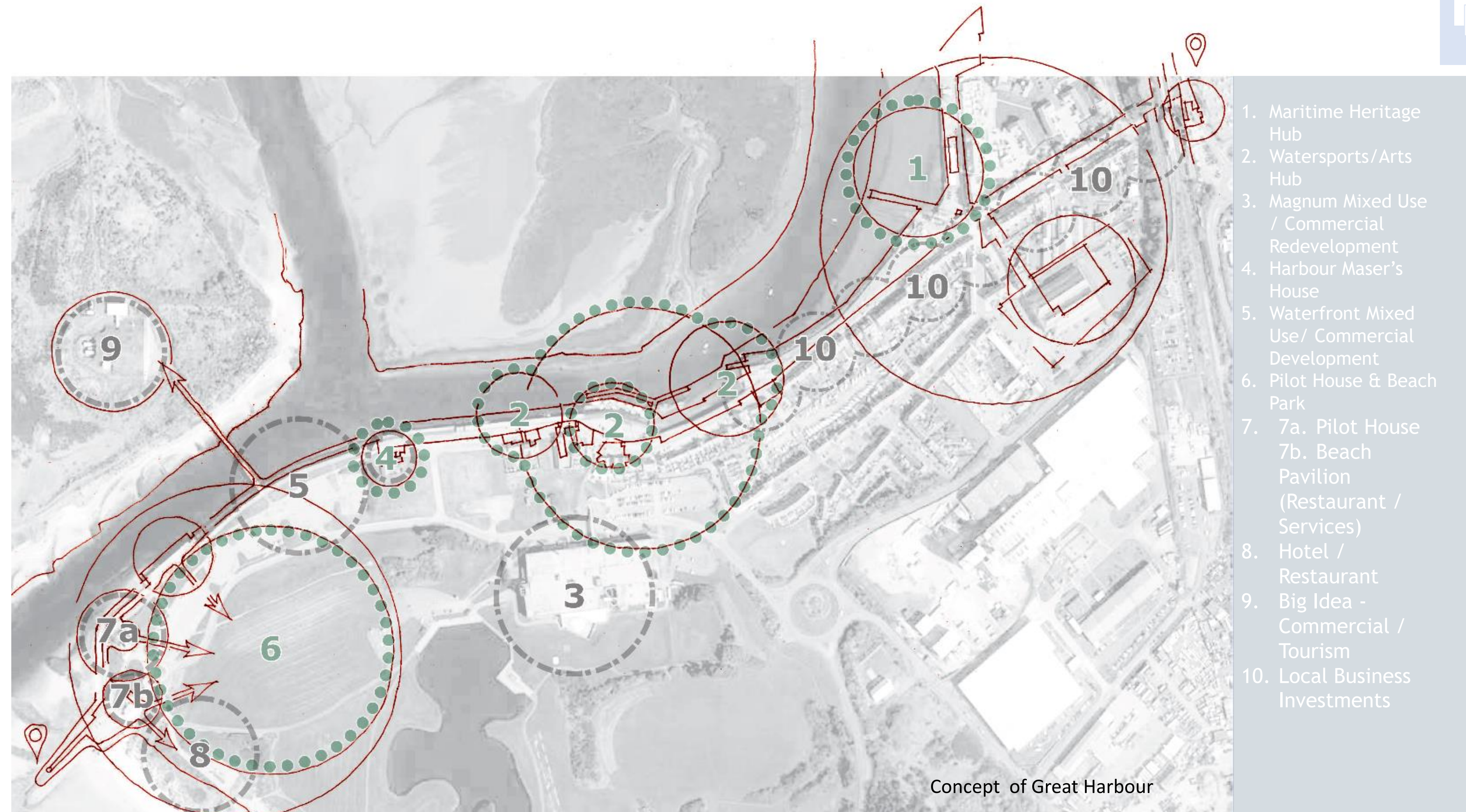
The concept behind the Great Harbour is to revitalise the waterfront and strengthen the connections between the Town and Coast. It looks to deliver an enhanced sense of place and improved facilities within a vibrant visitor destination and create new areas of opportunity for employment, enterprise and amenity.

The Projects form part of the Growth Deal and require a full Business Case to be agreed and approved by Scottish Government before funding and projects can be confirmed. The Core Project is the development of an improved link between the Waterfront and the Town through new development, activity and public realm improvements. This project's working title is the Maritime Mile.

The Maritime Mile promotes the idea of three 'Hubs' with the Coast Hub the most advanced in terms of project thinking. It is the Coastal Hub that is the focus of this engagement. This includes:

- **Proposed Beach Park Major Play Facility.** This will seek to provide a new destination Play Facility of a regional scale and national appeal, which will provide a unique attraction for the west of Scotland family experience enhancing the local tourism offer and providing a resource for local residents.
- Promoting the development of the existing Beach Pavilion for a new restaurant facility, benefiting from its outstanding coastal views. This would incorporate public toilet provision and continued use by the Coast watch organisation.
- **Pilot House.** The potential for the restoration and repair of this B Listed heritage asset of a significant importance to the Irvine's Harbour history will be explored. This will consider a new sustainable use and operational model for the building, possible public access, etc. This would be subject to external funding support.
- Development of the Beach Toilet Facility / Coastwatch Centre as part of services (toilets/beverages/site support) for the Beach and Beach Park. Toilet provision to be retained in the area in support of the proposed developments.

The projects ideas will be developed through consultation and we are seeking active community involvement in the shaping of the proposals through the concept and design development stages.



Great Harbour - private investment opportunities
Maritime Mile - developments

The Maritime Mile is a waterfront walkway linking all the elements of the Great Harbour and will be delivered as one of the first elements and a catalyst for the wider investment and development across the area. It will create new access to the waterfront and revitalised Harbour and a dedicated route to connect Irvine Town Centre to the Beach Park along the waterfront.

*All thoughts
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Maritime Mile – Brief

Introduction

This consultation sets out a the Brief and Concept for the Maritime Mile project at Irvine Harbourside. The Maritime Mile extends from the Station Underpass / Montgomery Street to the Coast & Beach, following the river waterfront. It will connect the Scottish Maritime Museum, the Sailing Club & marina, the HAC the various restaurants and cafés that are key parts of the waterfront experience.

This revised Masterplan identifies the need to prioritise and maximise value of investment with a clear focus on delivering the economic, social objectives of the Great Harbour Framework.

Providing a high-level proposal and a long-term vision, the priority elements for delivery within the Ayrshire Growth Deal (AGD) budget are identified and outline concepts are set out for discussion today, and to guide and inform future detailed investigations and design development.

Proposals have been developed with North Ayrshire Council (NAC) and Ayrshire Growth Deal (AGD) Partners.

Aims & Objectives

Maritime Mile is a major placemaking initiative to support tourism, leisure and the development of a quality destination. Forming an early action element of the Ayrshire Growth Deal it will help to support our programme of Community Wealth Building and invest to upgrade the waterfront, celebrate heritage enhance local amenity and promote waterfront activity.

We think the critical issues are as summarised below. What do you think?

- 1. Reconnect the Town to the Beach**
 - Acting as a catalyst for Great Harbour/ harbourside regeneration
 - Delivering the full 'Maritime Mile' connection, from town centre to coast
- 2. Strengthen Special Qualities of Place & support Community Well being**
 - Creating a public realm, park and green space fit for Harbourside
 - Supporting and encouraging footfall, activity, participation, and place; strengthening local facilities
 - Support opportunities for local & young people around CWB & local organisations
- 3. Develop the Maritime Heritage Experience**
 - Investment in a new 'harbour & heritage space' to intensify visitor experience and appeal
 - Facilitate Maritime Heritage Hub at the Great Harbour and strengthen local heritage
- 4. Deliver significant impact/ benefits & catalyse wider investment to meet Growth Deal Requirements**
 - Maximise local benefits/ value/ create new Community Wealth Building opportunities
 - Generate higher footfall/ broader place appeal/increased activity and use
 - Support further investment and opportunities for employment

Your Thoughts

Let us know your thoughts on a on how we best incorporate local needs into the Maritime Mile concept ideas and make a real difference to the quality of the waterfront.



All thoughts
& ideas
welcome

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Maritime Mile 'String of Pearls Concept'

The Maritime Mile seeks to strengthen a range of attractions from Town Centre to Coast - developing a series of events or activity nodes along the Maritime Mile that draws people down the waterfront and through a series of attractive and appealing spaces. The key design principles for all areas are:

Maritime Mile Identity

- Develop a Maritime Mile design approach appropriate to location, climate, use consistently in signage, pavement graphics, elements, materials, and furniture.
- Ensure robust and durable in both materials (stones/ granites/ timber/ natural metals/ unpainted finishes) and contemporary yet enduring design style, referenced to local detailing and harbour character

Public Realm

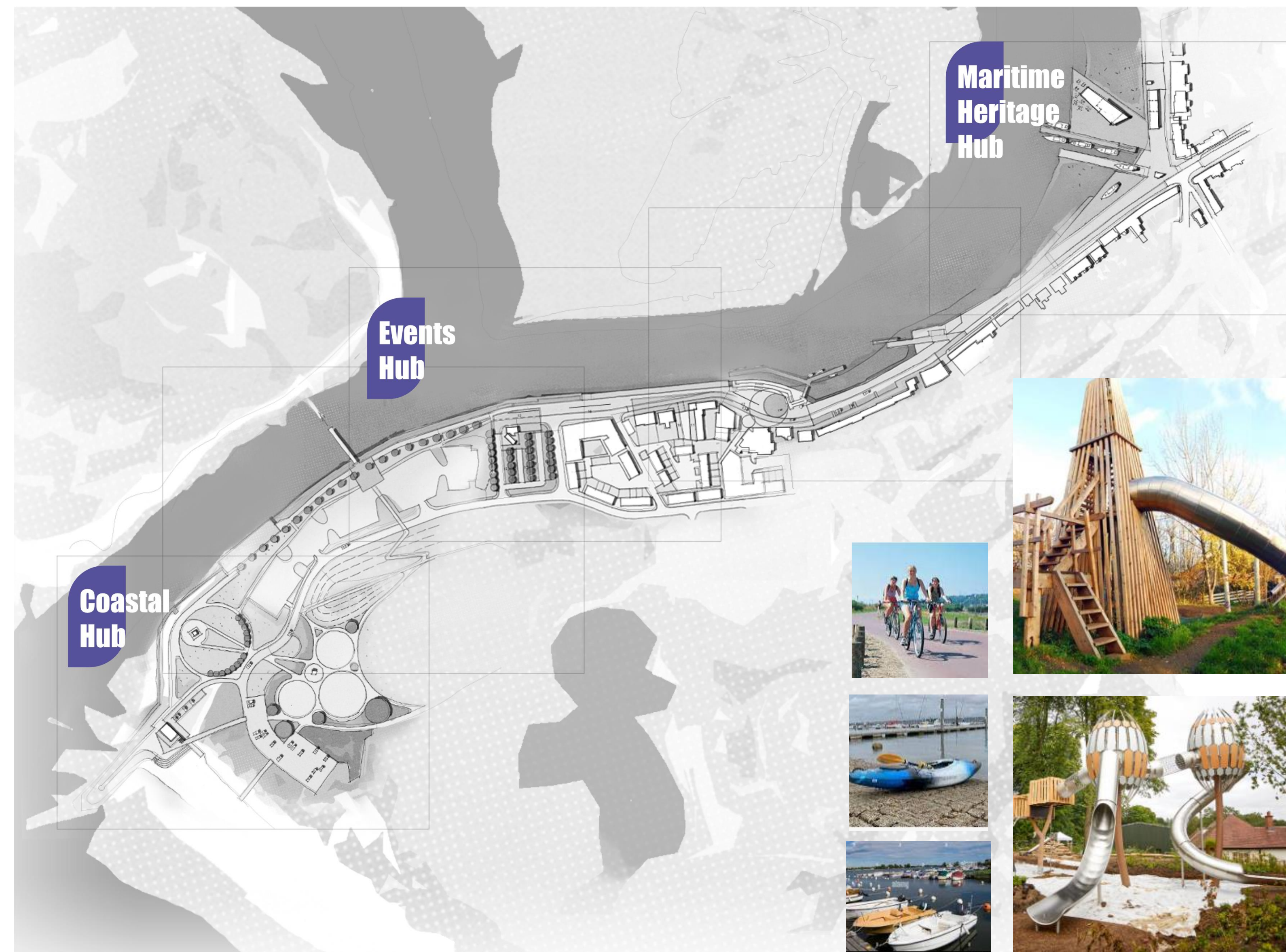
- natural materials throughout high footfall areas
- new street lighting & street furniture supporting high intensity of use
- remove barriers to access/ fencing etc to give open, barrier free and fully accessible environment
- retain wall edge protective barrier (railing)
- integrate cycle infrastructure to promote active travel into public realm

Infrastructure

- pop up power/ water supply for events use at key locations
- future proof construction with ducting to accommodate future utilities
- maintenance/ repairs to harbour wall/ wharfs/ other structures
- no significant change to road infrastructure other than progressive relocation of parking from north (kerb line)

Signage

- develop comprehensive identity, orientation, and wayfinding strategy graphics specific to Maritime Mile
- develop Heritage Trail linked to NMMS extending full length of Maritime Mile
- support wayfinding, develop place identity with quality pavement graphics/ way markers



*All thoughts
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Maritime Mile Conceptual Idea & Masterplan

The Maritime Mile concept is structured around the delivery of an east to west Town - Coast connection, with three key areas of focus, intensity of activity and appeal along its route:

Maritime/ Heritage HUB (East)

- A location where NMMS can connect to the river to fully exploit and strengthen its maritime connection

Events Hub - Marina/Arts / Food HUB (Centre)

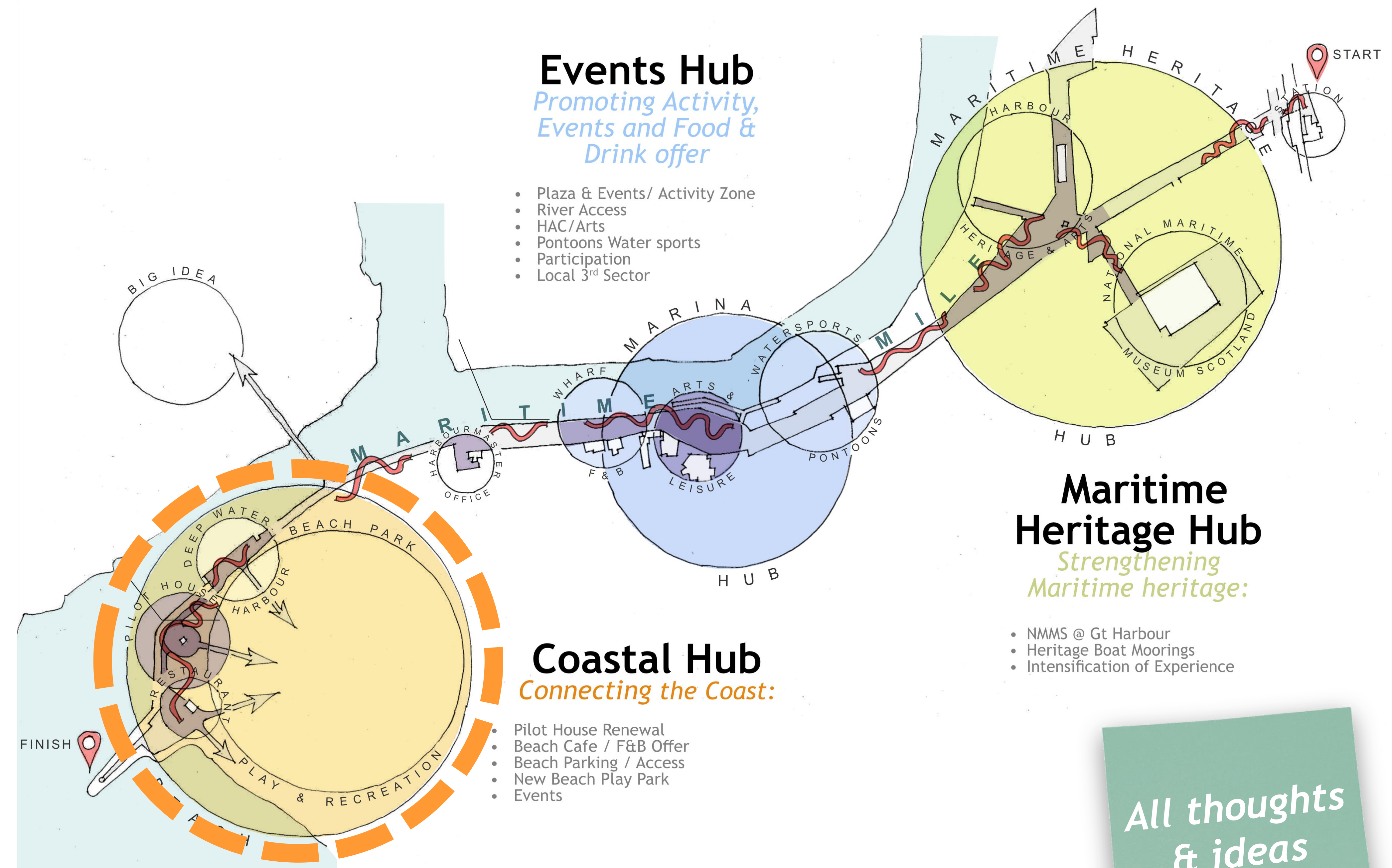
- A point where direct access to the river is made at the pontoons and an events space can be formed around arts venues, leisure, Food and Drink and watersports activities

Coastal HUB (West)

- The point where the river meets the sea, connections to the coast, Pilot House and a major play facility will strengthen the destination

A series of Connecting Links join these Hubs to each other and connect with the Railway Station/Town Centre and NMMS Museum. Legibility of the Maritime Mile route is signalled and strengthened, with footfall flows between Coast, Town and Hubs facilitated and a quality river frontage/setting provided for future residential / mixed use development at Great Harbour. Investment seeks to support private and third sector enterprise and promote future inward investment in businesses, residential and mixed-use development.

We are focussing on the Coastal Hub at in this event as this is the most advanced. Further detail on Events/Maritime Hib will be undertaken in Summer 2022



Coastal Hub Ideas for Consultation

All thoughts
& ideas
welcome

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Maritime Mile 'Coastal Hub'

Play facilities of a regional scale and national appeal, which will provide a unique attraction for the west of Scotland, family experience enhancing local tourism offer and resource for local residents. The most suitable general area for the location of facilities has been indicated based on the availability of land, proximity to the beach, links to the Beach Park, active travel routes, parking opportunities etc. Example play facilities are shown on the next board.

Provision of toilets will be maintained in the area. These are currently located within the Beach Pavilion, which will soon see repair works. As future options for the building are developed in more detail, there is a commitment to retain provision for toilets and community space. We will continue to work with the *Coastwatch* as the building's tenant as proposals develop.

Car park provision will be maintained, but may be reconfigured as proposals for the Great Harbour develop. A comprehensive transport, parking and active travel strategy relating to the entire Great Harbour area will be developed.

Are there any additional activities we should consider in this location?

What type of play facilities would you like to see here?

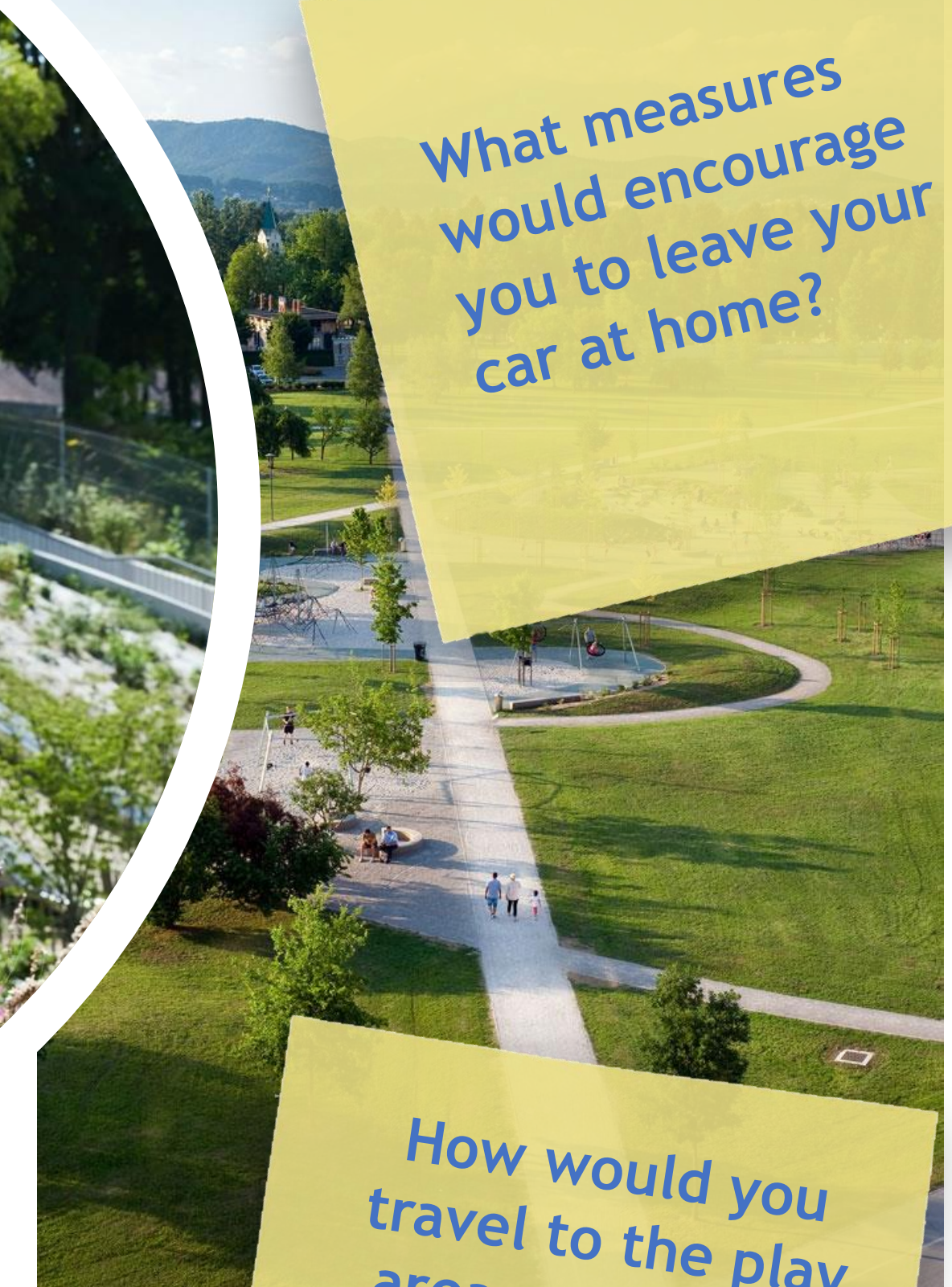
What measures would encourage you to leave your car at home?

What would help to make the area fully accessible for all users/ avoid exclusion?

How often would you visit the play space?

What other facilities would you like to see, e.g. toilets, food and drink, seating?

How would you travel to the play area, would you walk, cycle, travel on public transport? Can routes be improved?



Great Harbour Play Facilities



Accessible play space for all abilities

Imaginative play & interaction



Photo Copyright: Wehertogwithkids.com.



Nature and interpretive play for all age groups

Themed adventure play

What type of play facilities do you like?



Photo Copyright: The Herald Scotland



Do you have any ideas on themes for the play area?



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



All thoughts & ideas welcome



Sculptural play elements



Play Facilities



Great Harbour

'Coastal Hub' Pilot House & Beach Pavilion

Harbourside includes a vibrant mix of commercial and community uses that are important to the vitality of the place - both as a place to live and to visit. Community uses (Irvine Water Sports Club / WASP Studios / National Maritime Museum / Irvine Sub-Aqua Club / Coastwatch / HAC / etc) combine with a range of businesses (Ship Inn / Gro Coffee / Harbour Lights / Vanilla Joe's / etc) to make Harbourside what it is today.

A number of ideas for investment and development have come forward to make more of the waterfront or better protect the heritage and better service visitors. In addition to the Play Facility these include restoring the Pilot House (Coastwatch) and developing the Beach Pavillion.

The nature and scale of any investments (community/commercial) are clearly dependent upon funding. The Ayrshire Growth Deal offers funding for the Maritime Mile but looks for a strong supporting investment-led Business Case to unlock funds

Beach Pavilion

The building is currently used by *Coastwatch*, the local charity safeguarding our beach and waters, which maintains the provision of public toilets within the premises. We're currently working with the group to repair the building and we will continue working towards securing the provision of public toilets and flexible community space within any future developments on the site, should they be develop further. Any future proposals will be consulted at the later stages.

Pilot House

This B Listed building is an important heritage asset. While there is no Ayrshire Growth Deal funding allocated to this project, there may be the opportunity to seek external funding towards the cost of repairs/improvements. This would be subject to a competitive application process and confirmation of a new sustainable use and operation model.

Pilot House
Who will make use of this building and what activity can it support?

Pilot House Park
What events could be held here?

Pilot House
Should the building be restored?

Beach Pavilion
How important are public toilets in this location?

Beach Pavilion
Is community space important to provide in future development?

Beach Pavilion
Would you use a café or a restaurant here?

All thoughts & ideas welcome



Great Harbour Consultation



Maritime Heritage HUB

YOUR FEEDBACK

North Ayrshire Council are looking to develop a major programme of regeneration and place-shaping at Harbourside.

We are keen to understand your views and get your early input to a design process and ensure investment meets local needs.

Further engagement will follow
In the summer.

**Feedback forms available at the
HAC reception.**

Come and speak to us in person

on the dates below

HAC

17 Feb | 10am - 4pm

Bridgegate

Irvine Youth Forum Legacy Centre

21 Feb | 2pm - 6pm

24 Feb | 9am - 2pm

10 March | 10am - 5pm

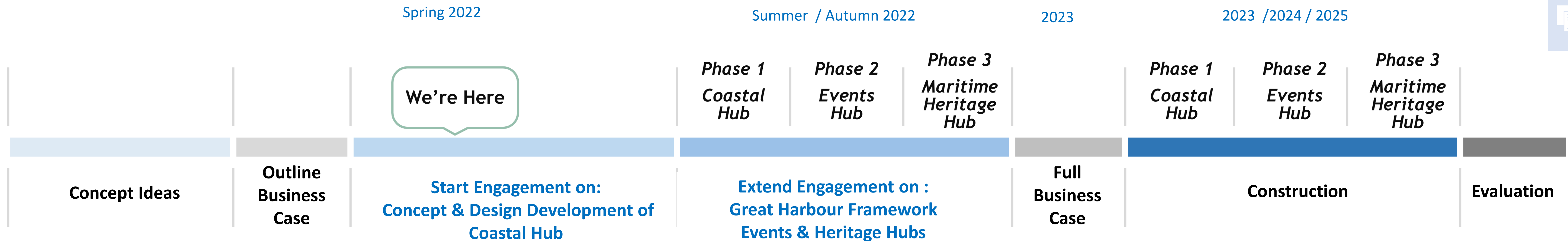
Or fill out the
Online Survey

<http://northayrshire.community/great-harbour-project-irvine/46655/>



Great Harbour

Next steps & Future Engagement




Food Court



Events Hub



Maritime Heritage Hub



Marine Activity

Other proposals for future consultation

We propose to engage on Concepts/ideas as these emerge with Consultation focussing on:

- The Events Hub
- The Maritime Heritage hub
- The Connecting Links
- The Great Harbour - Framework

All proposals are subject developing the funding and agreeing a programme with the Ayrshire Growth Deal.

Further consultation will be undertaken during Summer 2022. We appreciate your early feedback on what we hope will be the First Early Win - The Coastal Hub