

Dumfries and Galloway Council

LOCAL DEVELOPMENT PLAN 2

Stranraer Waterfront Urban Design Strategy and Masterplan

Planning Guidance - November 2019



This design strategy and masterplan was first adopted as supplementary guidance to the Wigtown Local Plan. That plan was replaced by the Council's first Local Development Plan (LDP) in 2014. The LDP has been reviewed and has been replaced by LDP2 in 2019. As the design strategy and masterplan is considered, by the Council, to remain relevant to the implementation of LDP2 it has been readopted as planning guidance to LDP2.

The regeneration of Stranraer and Loch Ryan waterfront is one of the Council's priorities. Implementation of the urban design strategy and masterplan will help deliver that priority.



**STRANRAER WATERFRONT
URBAN DESIGN STRATEGY AND MASTERPLAN**

on behalf of
DUMFRIES AND GALLOWAY COUNCIL

**Economic Regeneration Department
Dumfries and Galloway Council
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11 December 2009

The Study was carried out by Smith Scott Mullan Associates in association with:

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Figure 1.1 – View of North Strand Street



Figure 1.2 – View of Anew Park



Figure 1.3 – View of George Street

1.0 INTRODUCTION

1.1 Project Brief

This study was commissioned by Dumfries and Galloway Council (D&GC), Economic Regeneration Service to produce an Urban Design Strategy and Masterplan for Stranraer waterfront.

Stranraer is situated at the head of Loch Ryan and this is one of the towns defining attributes. While its natural assets and the historical legacy are important it is also recognised as a district capital and commercial trading centre with Ireland. The town lies at the south-western tip of Scotland, at one of the shortest crossing points between mainland Britain and Northern Ireland, which makes it a key strategic location.

Like many harbour towns in the UK, Stranraer's waterfront is under utilised and tired, however existing circumstances provide the impetus for change. The proposed relocation of Stena ferry operations to Cairnryan offers a magnificent opportunity for Stranraer to redevelop its waterfront, which will enhance the physical setting of the town centre and reconnect it with Loch Ryan.

Loch Ryan has the potential to become a major UK tourist destination. This large self contained area of sea water facing Stranraer makes it an ideal centre for water sports and other leisure activities. Through enhanced tourism, Stranraer's waterfront area could be capable of sustaining new commercial and residential development which would benefit the town and the wider region.

D&GC and Scottish Enterprise Dumfries and Galloway (SE) approved Stranraer Waterfronts Development Framework in July 2005. This clearly sets out the developments single vision:

"To reposition Stranraer and Loch Ryan as a distinctive and successful marine leisure destination"

It is anticipated that this will be delivered through change, which will be addressed by the following objectives:

- To reconnect the town centre with the waterfront
- To encourage high quality architectural design
- To create a more pedestrian friendly environment
- To create opportunities and infrastructure for access to the water
- To change perceptions of Stranraer from a ferry port to a leisure destination
- To substantially increase the number of people who visit Stranraer and the surrounding area.

The production of this Masterplan is the next stage in fulfilling policy SR8 of the Wigtown Local Plan.

1.2 Project Team

Eugene Mullan, Director of Smith Scott Mullan Associates led the project. The following consultants formed part of Smith Scott Mullan's team:

- yellow book (John Lord) – Regeneration Consultants
- Drew Mackie Associates (Drew Mackie) – Consultation Experts
- Jon Rowland Urban Design (Jon Rowland) – Urban Design Consultants
- Hamilton-Baillie Associates (Ben Hamilton-Baillie) – Movement Consultants

- BRE Scotland (Kate Mills) – Sustainable Assessor

The Client liaison contacts for the project were Tony Fitzpatrick and Iain Macbeth of D&GC, Economic and Regeneration Service.

1.3 Methodology

The Project Team produced their methodology for the project (dated 29 August 2008) involving the following key stages:

Stage 1 – Site and context appraisal

Stage 2 – Policy review

Stage 3 – Feasibility appraisal

Stage 4 – Urban Design Strategy

Stage 5 – Masterplan proposals

Stage 6 – Implementation and delivery.

Consultation with the local stakeholders and community was an inherent part of the process and specific tasks were incorporated in all of the above stages.

Regular Client meetings were held throughout the project period to refine the project brief and methodology in accordance with the information coming forward.

1.4 Report Structure

The report has been structured under the following headings to enable all information involved in this study to be clearly detailed:

- Introduction
- Analysis Information
- Urban Design Strategy and Masterplan
- Character Area Proposals
- Delivery, Implementation and Management
- Conclusion.

The information provided in the main report is a synopsis of key findings and decisions and is supported with more detailed information provided within the appendices.

This document will be read by a variety of people from the local community, to council officials, councillors, land owners, developers and designers. Each will view it from a different perspective and for a different purpose. In essence the document is the outcome of a process, with the people of Stranraer, which establishes a vision and a guide to how Stranraer might change over the next 20 years. For the councillors it will be a vision which hopefully they will champion, for officials it will provide guidance on proposals and applications which should be approved or refused, for developers it will be a sign of confidence in the development potential of the town. For all it will hopefully be an example of how good design can and will add environmental, economic, social and cultural value to a place.

A separate Executive Summary document has been provided.



Figure 2.1 – Location of Stranraer in context of nearest cities

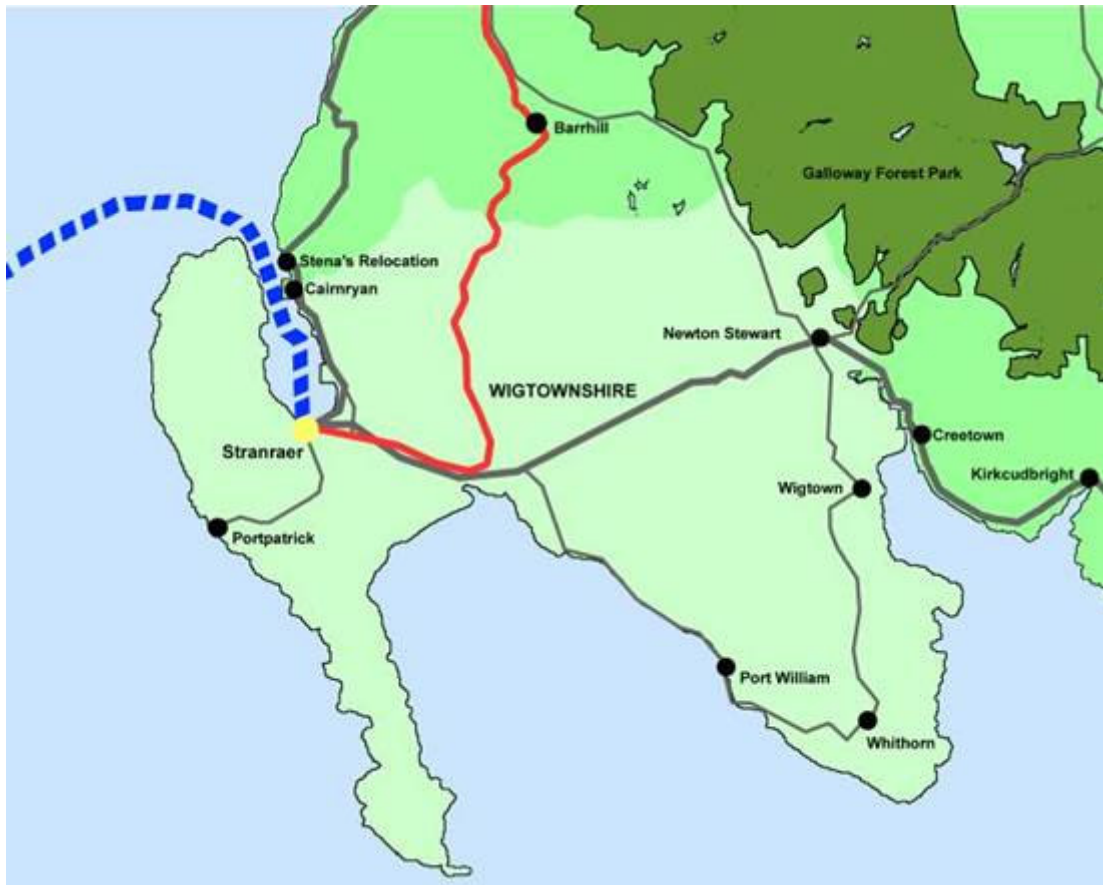


Figure 2.2 – Location of Stranraer within Wigton



Figure 2.3 – Location of the Waterfront in Stranraer

2.0 ANALYSIS INFORMATION

2.1 Physical Analysis

The location of Stranraer to the south-west of Scotland is one of its unique selling points, particularly the direct connection to Ireland. However it also highlights the difficulties faced as a result of its remoteness. Drawing **figure 2.1** highlights the typical journey times from Glasgow at approximately 2 hours and Carlisle of 2½ hours. It also shows the location of other marinas along the west coast Scotland and how Stranraer is located in this respect.

The more detailed analysis of the Wigtown area **figure 2.2** highlights the importance of Stranraer as a commercial hub for the surrounding countryside and villages.

The location of the waterfront (highlighted in orange) within Stranraer showed on the town analysis diagram **figure 2.3** highlights its key location relative to the train and vehicle access routes and the town centre Conservation Area (highlighted in yellow).

The Existing Plan **figure 2.4** and the Aerial View **figure 2.5** provide information on the waterfront area. There are a series of photo sheets in the **Appendix A** which relate to the east pier, west pier, waters edge, town edge and open spaces. Information on the physical analysis of the study area is primarily shown on a series of analysis drawings within **Appendix B** as follows:

- Building use analysis
- Open space analysis
- Routes analysis
- Land ownership analysis
- Urban design analysis.

The key aspects to note from the physical analysis are as follows:

- Agnew Park and Agnew Crescent present a good quality example of open space and building form which reflect a successful seaside town.
- There is a high level of mixed use to the town centre directly adjacent to the waterfront.
- The town centre, particularly George Street and Charlotte Street have significant townscape qualities.
- The built form to the edge of the town overlooking the waterfront is very disjointed with unsightly gap sites and views of the rear of buildings.
- A significant amount of the open space is car park.
- The design of routes gives priority to vehicle traffic.
- Ownership and therefore control of the majority of the waterfront is with Dumfries and Galloway Council and Stena which provides significant benefit to the ongoing regeneration process.

A view of the town as you approach from the Loch Ryan **figure 2.7** gives the impression of a small town surrounded by hills and landscape. The sections in **figure 2.6** shows how the majority of the town is behind the hill and therefore not visible from the water.

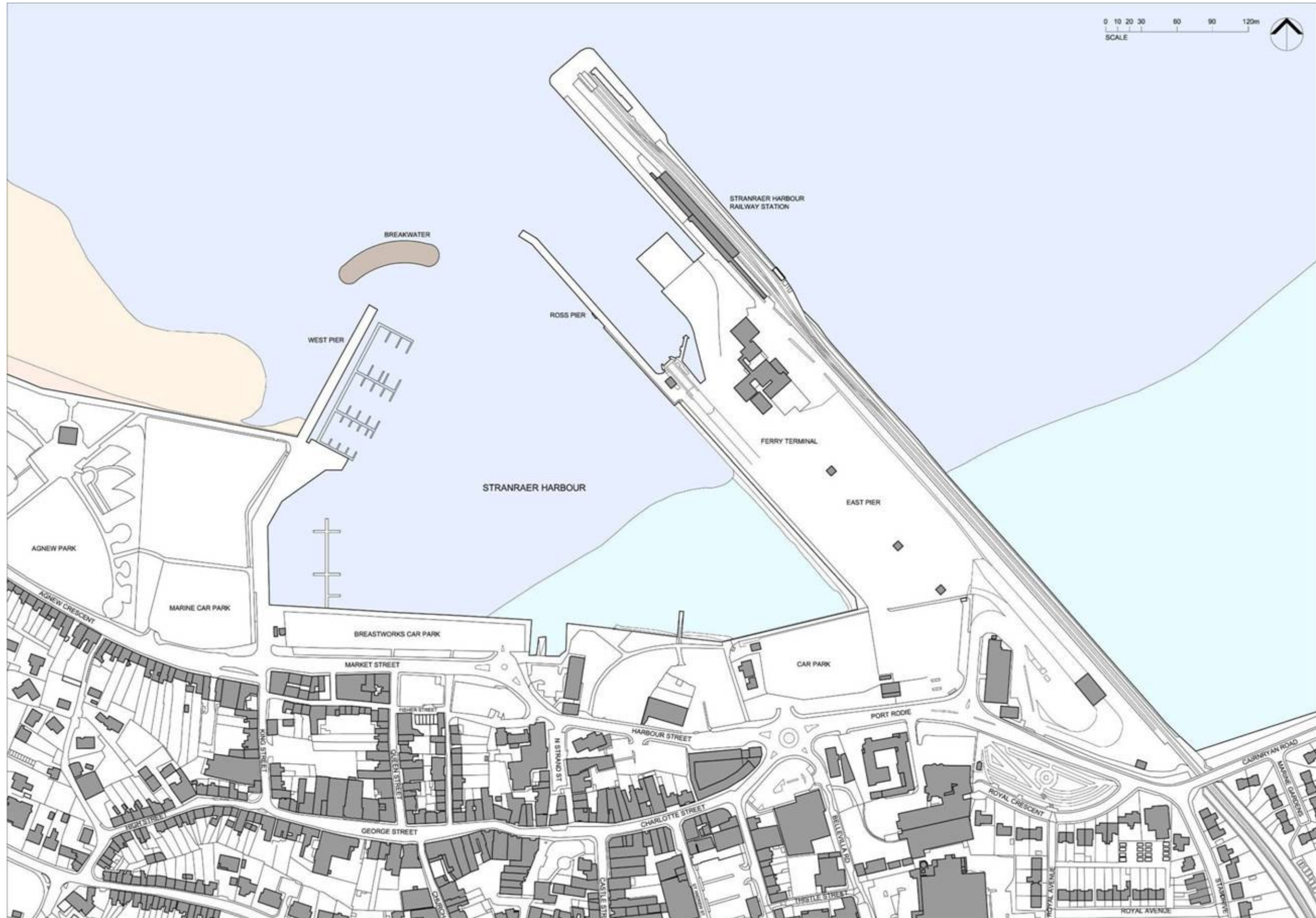
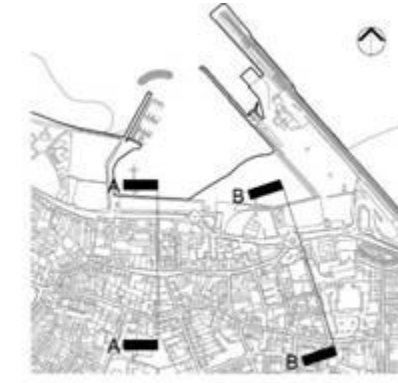


Figure 2.4 – Existing Plan



Figure 2.5 – Aerial View of Waterfront Area



SECTION AA: ALONG QUEEN STREET LOOKING WEST



SECTION BB: ALONG BELLEVILLE STREET LOOKING WEST

Figure 2.6 – Town Sections



Figure 2.7 – View from Loch Ryan



Figure 2.8 – 1843 Map

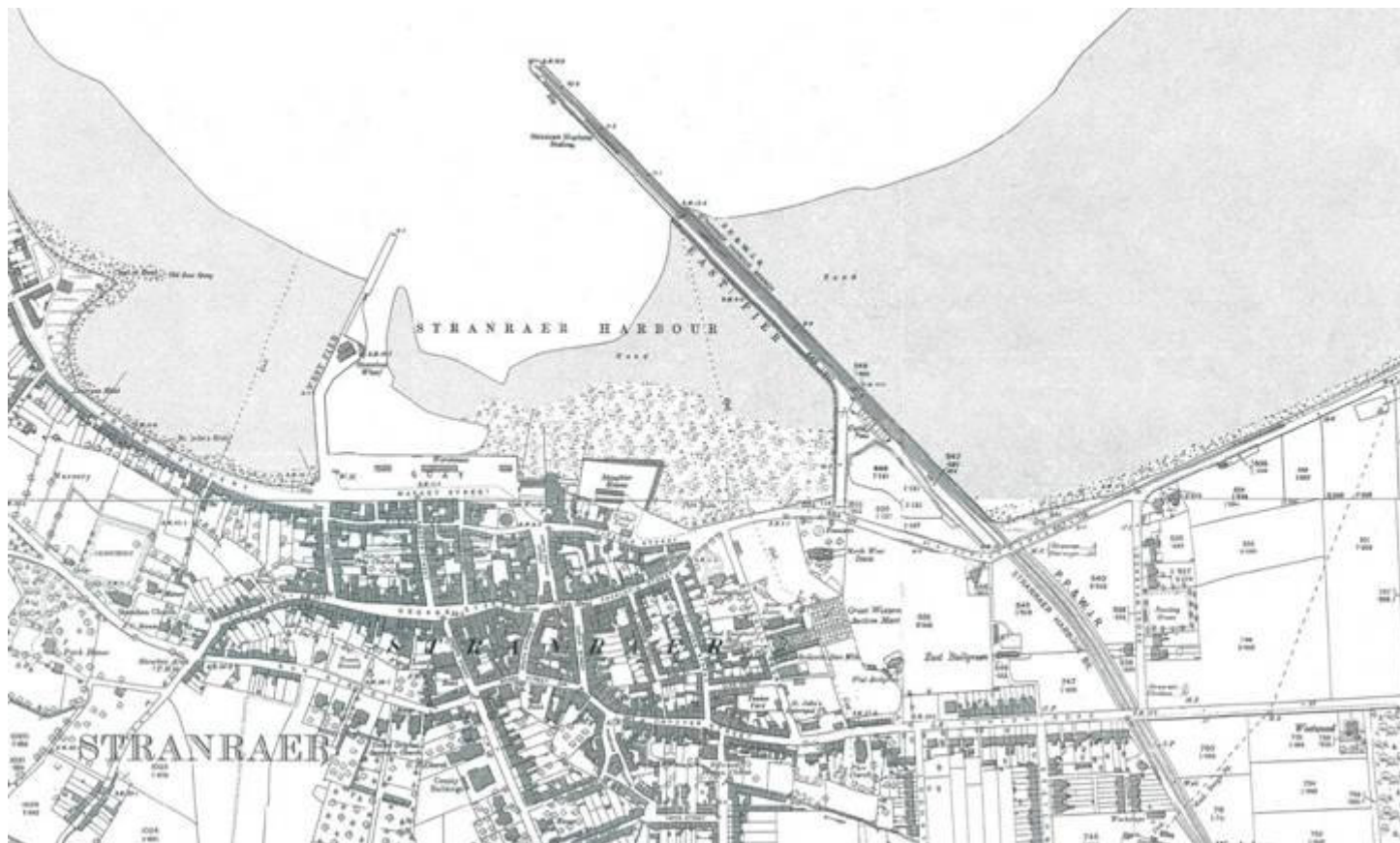


Figure 2.9 – 1900s Map

2.2 Historic Analysis

Although there is documentary evidence of a settlement in Stranraer from the early 14th century, its development began in earnest in the early 16th century. The origins of Stranraer can be traced back to around 1500 when a tower house was built in the area for the Adair's of Kinhilt. From this time the development grew and in 1595 the family gained permission from James VI to create a burgh on a land within its jurisdiction. In 1617 it became a Royal Burgh. This not only increased its territorial base but gave it the right to be the only port in Loch Ryan. By the mid-18th Century it had become established as a port, finally becoming a port of registry in 1786. In the 19th century Stranraer's harbour was established in response to the need for piers and shelter for shipping. The West Pier was completed in 1820, and work continued over the next few decades to deepen and lengthen the harbour. Stranraer's next change occurred in 1861 with the introduction of a fully networked rail system and the construction of a second pier. This rail system allowed the town to become connected to Dumfries by the mainlined Portpatrick railway and one year later tracks were extended on to the new east pier. It was now well established as route for trade and passengers to Ireland.

The town grew up around the castle and the natural burn, know as the Town Burn, which runs past it **figure 2.10**. The burn has since been partly culverted over and, in places diverted so its not visible today within the town centre. It runs beneath North and South Strand Street, but is visible at the point where it discharges into the harbour. There is a second smaller burn which runs around the south-east corner of Stranraer, predominantly as an open ditch. It is known as the Black Stank or Bishop Burn. These were both originally fed from the smaller reservoirs of Ochtreure and Clashmahew at the south of the town, which have subsequently been filled in.

The street pattern of Stranraer originally consisted of one main street (George Street) with a parallel back lane towards the sea (Fisher Street), which marked the medieval waterfront. These were then joined by a series of vennels, known today as Princes, Queen and King Streets. Over the centuries the hierarchical grid pattern of streets that is common in Scottish coastal towns evolved into the street layout evident today. Due to the topography of the landscape these streets, especially those running parallel to the waterfront, do not necessarily run in a true straight line. The secondary streets running down to the water also have a fairly pronounced change in level from the top to the bottom. This creates a level of interest in the streetscape that would otherwise not be present. It does show however that there was a degree of planning to the town and that it wasn't allowed to develop in a haphazard fashion. The focal points were the Tolbooth, Market Cross and Tron, which were probably originally located at the junction of Queen Street and Castle Street. In 1770 the council were aware of the need to upgrade the fabric of the town, and moved the Tolbooth and the Tron from the centre of George Street to relieve congestion. The Tolbooth was relocated to the south side of George Street and the Tron moved to the side of Queen Street. This has resulted in the wider road way in the central section of George Street which is still evident today, **figure 2.8** and **figure 2.9** show the development of the town.

Manufacturing of items such as bricks meant that industry in the town towards the end of the 19th century was affecting its built environment. There is evidence that efforts were made to maintain the fabric of the traditional burgh centre, in particular respect of access for all inhabitant to the town burn. Projected improvements by private individuals were carefully monitored at this time.



Figure 2.10 – 1810 Engraving showing Castle in Historic Town Setting



Figure 2.11 – Historical photograph of the George Hotel

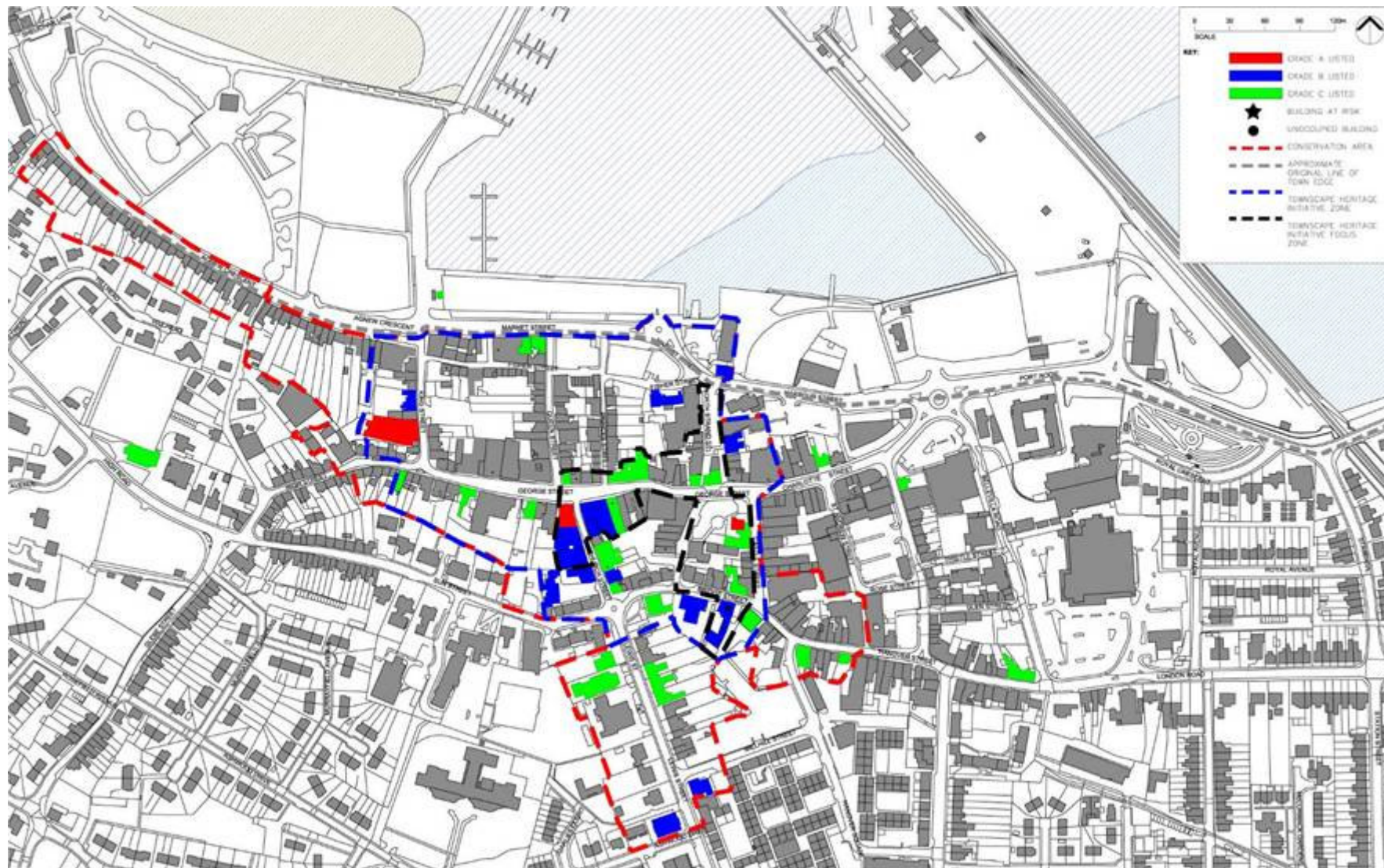


Figure 2.12 – Diagram showing Conservation Area and Listed Building Information

The Conservation Area in Stranraer was first designated in December 1977. Its northern boundary includes Market Street and Agnew Crescent. To the east it encompasses the rear boundary of Agnew Crescent and cuts across the High Street where it runs eastwards along the rear of George Street but then runs south down Lewis Street and goes west to take in the rear of the buildings on Bridge Street. This final boundary goes north to encompass the southern section of Castle Street and cuts across George Street to the rear of north Strand Street. This boundary is marked on the map **figure 2.12**.

The road layout of the town centre today remains relatively unchanged from that shown on maps from the early 19th century and indeed its medieval core. The main concentration of development has been around the key routes of George Street, Bridge Street and the narrower streets running north to south between them and the harbour. Of the buildings on these streets there are very few 20th century interventions, and those that do occur are concentrated to the east side towards Charlotte Street.

There is still a strong hierarchical structure to the streets and their buildings with wider streets and buildings of 2-4 storeys concentrated centrally around main routes, while the radiating streets are narrower and predominantly 1-2 storey buildings. The function of these buildings also follows a similar pattern with the larger central buildings housing purely commercial or a commercial/residential mix, while the streets lower in the urban hierarchy are mainly residential.

Architecturally the predominant residential style is of a 2-storey 3 bay halved fronted with moulded surroundings to the front elevation windows and a recessed timber door. They are harled in a variety of colours which gives an added interest to the streetscape. The existing listed buildings are shown on **figure 2.12**.

The effect of the car is evident in the streets although it hasn't changed the physical street layout except for the introduction of a roundabout at the south end of Church Street. The main impact it has on the historic character is the one way system which weaves through the town centre with strict zones of on street parking, concentrated outside the commercial properties. This has resulted in the car becoming dominant, especially in the secondary streets where pavement paths are often extremely narrow

The link to the waterfront has been lost in recent years, mainly due to the removal of the historic building pattern beyond Fisher Street and the introduction of large numbers of car parks around the harbour and into the vennel streets such as North Strand Street. This has resulted in the dilution of the once strong visual connections between the waterfront and the town centre area around the castle.

Conservation Studies

The Waterfront Masterplan project team is also undertaking a series of studies focusing on the Conservation Area and its particular issues. It was established early on in the masterplan work that for the project to be successful it needed to take cognisance of the historic heart of the town as it was vital for the future of both areas that they were linked. This took the form of the following interlinked studies and applications:

- Conservation Area Character Appraisal (CACA)
- Townscape Heritage Initiative (THI)
- Town Centre Regeneration Fund Application (TCRF)
- Conservation Areas Regeneration Scheme Application (CARS).

2.3 Planning Context

Consideration of the planning context forms a sound basis for the thinking on a regeneration project such as this. Current planning policies can both support and hinder the implementation of a masterplan and underlying this is a complication that planning policy may have changed over the period when the masterplan is actually being developed. Therefore it is important to consider current policy but also the direction policies are moving such as consultation documents and relevant other research.

The National Planning Framework maps out the key policies, strategies and development for Scotland. It identifies the critical elements of our national infrastructure: transport, energy, waste, water and drainage, flood protection and communications technology. It addresses spatial issues of natural importance for all parts of Scotland, providing a robust context of development planning and enabling each part of Scotland to play to its strengths. The second National Planning Framework covers the period to 2030 and identifies Port Developments on Loch Ryan as one of the 12 national developments. This relates primarily to improving the road access to Cairnryan which would provide significant benefits for Stranraer and particularly addresses the difficulties of its remote location.

Dumfries and Galloway Structure Plan (approved 1999) policy D2 encourages housing development in large centres and specifically mentions location for Stranraer in this respect. Policy D10 encourages small and medium sized businesses to utilise existing premises in towns and villages. Policy D14 encourages retail development proposals to be directed towards town centres to support and enhance the town. Policy D15 requires prime shopping areas in Dumfries and Stranraer to be identified and protected in local plans. Proposals for secondary shopping areas in Stranraer which add to the overall diversity of uses will be supported provided this does not adversely affect the retail role of these areas. Policy D17 notes the council will support the development of Stranraer as the main shopping centre serving the western part of Dumfries and Galloway.

Proposals which develop and enhance this role and which do not have an adverse effect on the vitality and viability of the town centre will be supported. Policy D23 supports development of visitor attractions and facilities.

The Wigtown Local Plan for Stranraer **figure 2.13** contains a number of policies that relate specifically to the waterfront area including protection of existing harbours, slipways and identifying archaeologically sensitive areas. Policy SR8: Stranraer Waterfront states

“the council in association with other partners have agreed a development framework for the waterfront area of Stranraer. This and other additional investigations undertaken during the plan period will be used as supplementary guidance to the local plan in determining Planning Applications in this area”.

SPP7 Planning and Flooding, February 2004, highlights the importance of assessing the potential for coastal flooding. The Scottish Environmental Protection Agency: flooding indicative map shows the Stranraer waterfront as susceptible to coastal flooding 1:200 year cycle **figure 2.14**. This information is very approximate and has a error margin of +/- 1m depth of water. A flood assessment will be required in anticipation of any future developments.

There are a variety of national planning guidance documents which are applicable to the regeneration of an area such as this. A selection of these documents are PAN83 Masterplanning, PAN84 Reducing Carbon

Emissions in New Developments, PAN59 Improving Town Centres. SPP6 Renewable Energy and SPP11 Open Space and Physical Activity.

In relation to possible forthcoming planning policy, the Scottish Government is currently consulting on a document “Designing Streets”. Some of the key policy principles are as follows:

- Applying a user hierarchy to the design process with the pedestrians at the top, followed by cyclists, public transport users and then motor vehicles
- Promoting the importance of the community function of streets as spaces for social interaction
- Promoting the value of masterplans and design codes that implement them, supporting local diversity and context
- Making streets distinctive and diverse by developing street character types on a location specific basis
- Using design-led approaches to influence the driver behaviour to deliver safe streets for all
- Adopting a design-led approach to parking.

If this becomes national planning policy it will have a significant impact on the process of designing streets and the quality of the places created.

English Heritage and CABA have recently published a document “Shifting Sands – Design and the Changing Image of English Seaside Towns”, which highlights key lessons in relation to partnerships for success, stretching ambition and, restoring confidence.

The inclusion of Loch Ryan in the National Planning Framework provides important impetus to the development of the wider area. The possibility of significant change to Stranraer waterfront has been discussed for several years and local planning policy already reflects the opportunity for change and leaves scope for the form of this to be established.

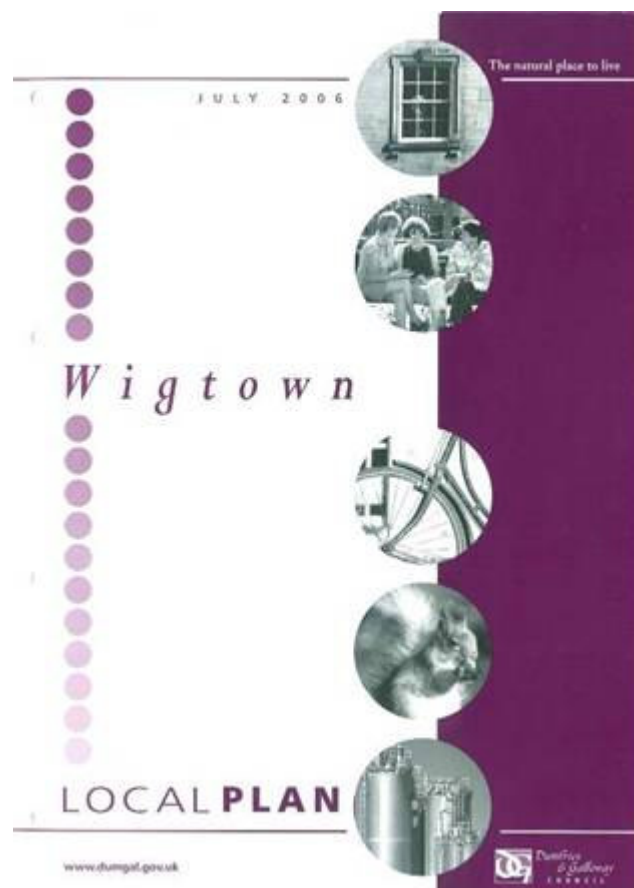


Figure 2.13 – Wigtown Local Plan Document

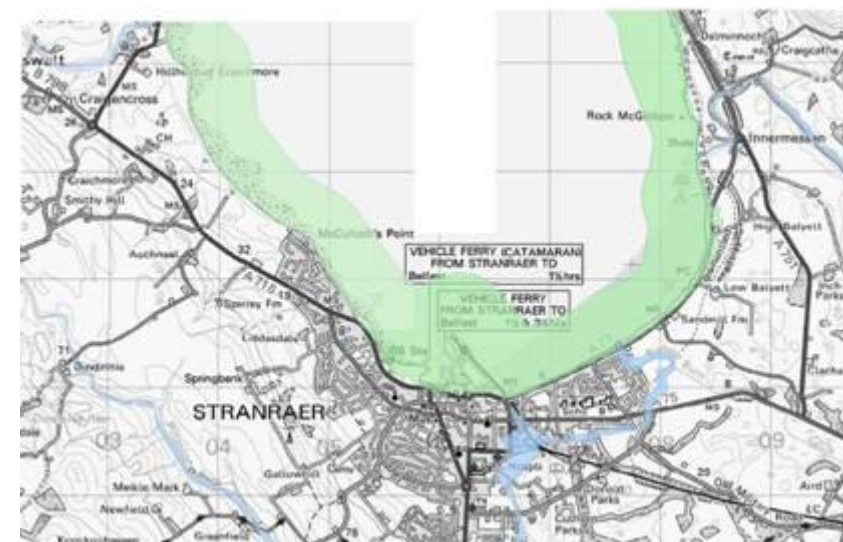


Figure 2.14 – SEPA 1:200 Flood Risk Map

2.4 Economic Analysis

This section of the report was provided by yellow book. This commission builds on previous studies, notably (i) a report by the Mackenzie Partnership (2005) which set out a Development Framework for the area and (ii) a Business Plan prepared by EKOS (2007). The decision to commission these studies was prompted by the announcement that Stena was considering relocating its operations to Cairnryan.

The Development Framework

The 2005 Development Framework set out a vision of Stranraer and Loch Ryan as a distinctive and successful marine leisure destination. The framework aimed:

- to improve perceptions of Stranraer as a gateway to Scotland and a visitor destination
- to make the waterfront a place where people choose to live, work and play
- to redevelop brownfield land
- to make Stranraer/Loch Ryan a centre of excellence for marine leisure and green tourism
- to strengthen communities and provide homes
- to enhance environmental resources
- to create employment opportunities, and
- to encourage an 18-hour economy.

The development framework envisaged a **mix of development** including housing, a marina, offices, shops, a supermarket, a hotel and commercial leisure, as well as a heritage centre and a transport interchange.

The Project Appraisal

The Development Framework was subjected to a detailed appraisal, carried out in stages by EKOS. Following a round of consultations and desk research, the consultants prepared a business plan (2007) which was broadly consistent with the original development framework, but with the planned volume of development scaled back to a more achievable level. The business plan aims to deliver the following development outputs:

Elements	Units/Sq ft
Business incubator/offices	15,000 sq ft
Tourism-related retail	6,000 sq ft
Housing	100+ units
Supermarket	25,000 sq ft
Comparison retail	20,000 sq ft
Marina	250-400 berths
Cultural heritage centre	Yes
Transport interchange	Yes
Budget hotel	Future potential
Commercial leisure	
Casino	

The EKOS report took account of other **market studies** commissioned by

Scottish Enterprise (SE). These studies analysed aspects of the property market, retail and marine tourism. More recently, a draft report on the tourism market, commissioned by the Council, argued that the town should be positioned as **an attractive community by the sea**, and a high quality service hub for residents and visitors (TRC, 2008).

yellow book undertook an analysis of recent official statistics on the town and its hinterland. This exercise confirmed that Stranraer continues to face **significant challenges**. The town has a small and ageing population: young people leave to take up further and higher education, and many do not return; the resident population is biased towards socio-economic groups C2DE, and the workforce has below average qualifications; there are concentrations of poverty and deprivation in the town; and the local economy is fragile and dependent on the public sector.

The small population of the town and its hinterland means that the aggregate level of demand for goods and services is low, contributing to **market failure** in office, commercial leisure and other property market sectors. The business plan is therefore predicated on attracting additional visitors to Stranraer, and creating a sustainable level of demand for facilities and services which would not be viable under present market conditions.

We also carried out an assessment of the available **evidence base**. This exercise concluded that (setting aside the effects of the credit crunch, which are discussed below) there is evidence of developer/operator interest in the proposed supermarket and comparison retail; there is also persuasive – if circumstantial – evidence of latent demand for waterfront housing. Previous studies confirm that there is market failure in the office sector: any development would require subsidy and pre-lets to attract investor/developer interest.

The other elements of the business plan (a marina and tourism retail in the short-medium term; a hotel and other commercial leisure developments in the medium-long term) are all predicated on achieving an increase in the number of visitors. The proposed **marina** (figure 12) is seen as a key driver: by making Stranraer the home port for 200+ boat owners and attracting transit visitors it will help to establish the town as a marine leisure destination – and create the conditions for investment in marine services, water sports and other facilities. The business plan assumes that public sector investment will be required to create the marina (at an estimated cost of £6m) and that a private sector operator would then acquire the facility for a nominal sum. However, none of the reports on the sailing market (by Crest Nicholson, McKenzie Wilson and TRC) offers any evidence of demand for a 250-400 berth facility.

The sporadic level of development activity in Stranraer means that there are few precedents and only limited market evidence to draw on. There is always the possibility of a **wild card investment** (for example, a marina, luxury housing, casino or business relocation) which would have a transformational effect on Stranraer. However, the evidence of recent history and the experience of other small towns in Scotland suggest that the prospects of this happening are by no means certain. The business plan assumes that **significant up-front expenditure by the public sector on infrastructure** will be required, as well as funding to stimulate private sector investment and overcome market failure. EKOS has acknowledged that securing public sector support may be difficult, and there is still a possibility that it may not be sufficient to attract matching private sector investment, especially for high risk projects.

Based on this review, yellow book's key conclusions are that:

- there is a compelling case for action on the waterfront: it is an area of undoubted opportunity, but there is a risk that (after Stena) it will become a liability;
- the original development framework was over-optimistic; the revised EKOS business plan is more realistic, but still ambitious;

The team believes that the proposals as they stand are still subject to a high level of risk; the critical uncertainties include:

- the **costs** of the proposed development
- the availability of **public sector funding**
- the willingness of the **private sector** to invest even if incentives are offered
- the level of **demand** for some of the facilities/services proposed, and therefore their commercial **viability**.

The threat of a steep (and possibly prolonged) **recession** compounds the uncertainty. The credit crunch has already diminished development values and halted many projects, and the effects are spreading across the economy. The general rule is that places like Stranraer, where the property market is weak, will be the first to feel the effects of recession, and among the last to recover.

Acknowledging risk and uncertainty should *not* be interpreted as a counsel of despair. The review has confirmed the **enormous potential** of Stranraer Waterfront as a site for economic and environmental regeneration, and the continuing flow of **investment enquiries** in 2008 was encouraging. The concept of a **marine leisure destination** fits well with the tourism offer in Dumfries & Galloway, and Wigtownshire in particular. Large tracts of the waterfront are in **public ownership**, and this gives the Council and its partners added leverage. A community engagement process will give local people the opportunity to explore the costs and benefits of a **casino**.

The case for action is already proven: the challenge for D&GC and its partners is to agree **an approach which:**

- (i) **reflects their strategic aspirations**
- (ii) **balances risks and rewards**
- (iii) **takes account of the effects of the recession and**
- (iv) **can adapt to changing circumstances.**



Figure 2.15 – Existing properties difficult to sell



Figure 2.16 – Bangor Marina, County Down



Figure 2.17 – Approach to Rothesay



Figure 2.18 – Tarbert Harbour

2.5 Comparator Examples

Marina Comparator Examples

As part of the process of analysing the marina in Stranraer Harbour and the importance of the proposals for development and expansion of the marina to encourage future waterfront development, the Project Team studied several other marinas throughout Scotland and Northern Ireland. These included large established marinas including Clyde Marina (200 berths), Troon (350 berths), Bangor, County Down (560 berths), Kip Marina (600 berths) and Largs Yacht Haven (700 berths) in addition to smaller town-based marinas including Portaferry Marina, County Down (30 berths), Campbeltown Marina (40 berths), Kirkcudbright Marina (50 berths), Tarbert (60 berths) and Rothesay (68 berths + moorings).

The larger marinas generally provide significant marina facilities including boat sales, boat and engine repairs, VHF Radio, marine fuels, sail makers, fresh water and electricity, pump out facilities, bar and restaurants, toilets, showers, Wi-Fi, laundrette, chandlery, security, free parking for annual berth holders and onshore boat and small equipment storage. These marinas can generally accommodate vessels up to 30 metres in length.

The smaller marinas generally provide more basic facilities often nothing more than fresh water and electricity, toilets and showers and rely more significantly on the services and facilities provided within the adjacent town centre.

The examples included below were selected to provide a variety of town centre marinas which form an important focal point to the town and play a role in attracting visitors. Bangor is an inspirational example of a larger marina that dominates the town's waterfront. Rothesay and Tarbert are significantly smaller towns than Stranraer although provide evidence that a thriving marina facility can be supported within a small town if suitably managed and promoted. The typical costs are based on an berthing charges and do not include for any lift out charges, use of slipways or storage facilities. As a comparison to the figures stated below, the marina at Stranraer harbour currently has a marina cost of approximately £85 per metre annually.

Bangor Marina, County Down, Northern Ireland (figure 2.16)

Bangor Marina, completed in 1989, is Northern Ireland's largest and most prestigious marina which boasts over 400 resident berthing vessels and approximately 1500 visiting boats each year. While Bangor is a larger marina than the demand at Stranraer could support, this example is highlighted as a thriving facility and relevant due to its location and prominence in the centre of the town. The marina area and waterfront in Bangor also possess a separate areas for fishing vessels, an extensive public promenade, play areas and public car parks and open space adjacent to the marina.

Large marinas on the west coast of Scotland such as Largs or Troon are particularly successful and provide similar facilities to Bangor although these examples are more detached from their town centres.

No. berths: 560 secure pontoon berths, max. length 80m

Typical cost: £215 per metre annually (approximate)

Marina facilities: 24 hour staffing, hoists, boat and engine repairs, marine diesel and unleaded fuel, VHF radio, pump out station, sail maker, slipway for smaller vessels, waste oil tank.

Other facilities: HM Coastguard Marine Rescue Sub-Centre and a RNLI Lifeboat station, bar and restaurant, toilets, Wi-Fi, laundrette, chandlery, security, new and used boat sales, free parking on site, large onshore storage facilities, electricity, berth holders association, disabled facilities, fresh water, additional provisions and facilities nearby.

Rothesay Harbour, Isle of Bute (figure 2.17)

The marina at Rothesay on the Isle of Bute is similar in nature to Stranraer Harbour in that it is located on the waterfront edge of the town centre. This marina has expanded recently to include new pontoons in the Inner Harbour accessed under the pedestrian bridge to the adjacent ferry berthing. While facilities are limited to toilets and showers, the proximity to the centre of Rothesay town means that supplies are easily obtainable.

Rothesay can now offer 68 pontoon berths directed at an established market of short-stay visiting vessels (a maximum 3-day stay permitted) in addition to 20 visitor moorings in the bay available for advance bookings on a nightly, weekly monthly or seasonal basis.

The harbour and marina is a focal point of the town and ensures that tourism related to the marine leisure industry is actively promoted.

No. berths: 68 pontoon berths + 20 moorings in bay

Typical cost: Nightly cost for pontoon berths, £380 mooring per season (April-September)

Marina facilities: Boat and engine repairs, marine diesel, VHF radio, slipway for smaller vessels

Other facilities: Toilets, electricity, fresh water, provisions and other facilities nearby.

Tarbert Harbour, Argyll and Bute (figure 2.18)

The harbour and associated marina at Tarbert is one of the most attractive and popular harbours in Scotland, drawing large numbers to the town and providing customers to local shops, bars and restaurants, especially during late May when Tarbert hosts the Scottish Series (the second largest yacht race in the UK) and throughout the summer period.

The harbour at Tarbert remains the focal point of the town and was the primary the reason for its establishment both as a harbour and as a strategic point guarding access to Kintyre and the Inner Hebrides. The fishing fleet resident in Tarbert Harbour dock on the opposite side of the harbour from the sailing vessels.

No. berths: 60 pontoon berths, max length 15m

Typical cost: £100 per metre annually (approximate)

Marina facilities: Boat and engine repairs, marine diesel, VHF radio, sail maker, slipway for smaller vessels

Other facilities: Toilets, chandlery, security, free parking on site for berth holders, berth holders association, onshore storage, electricity, disabled facilities, fresh water, provisions and other facilities nearby.

Regarding the masterplan for Stranraer, this study of marina comparator examples has been useful in helping to form the design proposals and suggested facilities that could be developed as part of an expanded facility for the marina within Stranraer Harbour.



Figure 2.19 – Stakeholder Priority and Delivery Assessment



Figure 2.20 – Images from the Stakeholder Workshop

2.6 Stakeholder Workshop No.1

This section of the report was provided by yellow book. More than 40 people attended the first Stakeholder Workshop on 22 January 2009, reflecting a high level of interest and enthusiasm among stakeholders. As well as elected members and Council officers, the event was attended by representatives of Scottish Enterprise, Scottish Water and other agencies, and by business and community representatives.

The workshop explored a range of scenarios for 2025:

A base case scenario which assumed that the waterfront would evolve and develop within the existing policy framework, but without any special public sector-led initiative or significant additional funding

The seaside town scenario assumed a future in which the focus of waterfront development and regeneration efforts was on the local community; this would not preclude tourism development but the thrust of the strategy would be on using waterfront regeneration as a way to make Stranraer a more attractive place to live and work

The marine leisure scenario would have a strong focus on developing tourism, especially sailing and water sports, as part of a strategy for niche tourism (the green market, the book town, wildlife, walking etc)

The tourism hub scenario was predicated on a more aggressive approach, attracting additional visitors by building up a more extensive range of attractions and facilities, helping to position Stranraer as an attraction in its own right and the focal point for visitors to Galloway.

In addition to developing the scenarios other discussion groups acted as “think tanks”, exploring the possible sources of risk and uncertainty (and how to tackle them), and developing a must-do action plan for the short term. Figure 2.19 and Figure 2.20.

Key conclusions

Based on our consultations and desk research – and the outcomes of the stakeholder workshop – we have identified a number of key messages/conclusions:

There is a perceived tension (or risk of tension) between the needs/aspirations of the community, visitors, businesses, land owners and developers: the partners must aim to resolve these tensions and adopt a strategy that will deliver benefits for all parties

There is unanimous agreement that (a) the waterfront is a place of unfulfilled potential and (b) there is a risk that, after Stena departs, it will become an eyesore and a liability; but there is also a concern that regenerating the waterfront will simply displace retail and other activity from a town centre that is already under severe strain: the masterplan therefore needs to address the relationship between the town centre and the waterfront

The original development framework (Mackenzie Partnership, 2005) appears to be predicated on a requirement to fill all 27 acres of the waterfront area with development, but the review of the evidence base shows that, even on the most optimistic assumptions, there is insufficient demand to justify this; the business plan prepared by EKOS (2007) trims back the development outputs but is still optimistic.

There is evidence of developer/operator interest in building a new supermarket on the waterfront, and of demand for additional comparison shopping; expert opinion suggests that there is likely to be demand for waterfront housing when the market recovers.

All the other elements of the development framework/business plan are subject to significant risks and uncertainty, even before the effects of the recession are taken into account; in particular:

- there is market failure in the office and commercial leisure markets
- the local tourism market is small and fragile
- there is no evidence of demand for a 250-400 berth marina
- there are no robust estimates of the visits/expenditure that would be generated by a small casino
- the costs of essential infrastructure works (site preparation, marina etc) are unknown
- the business plan is predicated on substantial public sector investment which may not be forthcoming – and Stranraer Waterfront is no longer a priority for Scottish Enterprise
- it is not clear whether public sector intervention will be sufficient to stimulate private investment
- some elements of the proposals (supermarket/casino) are highly contentious
- some non-commercial (or not commercially viable) elements may require ongoing revenue funding.

There is also anxiety (but at present no hard evidence) about the possible impact of **climate change** on the site: is there a significant flood risk, and is it likely to increase?

Despite this, there is a strong consensus among policy makers and stakeholders that **doing nothing is not an option**. Allowing the East Pier to become a derelict site would blight the town, and uncertain market conditions mean that effective leadership and a shared vision are vital.

The risks are mitigated by **strengths and opportunities** including:

- a positive policy environment: the new port at Cairnryan and trunk road links are national priorities for planning and transport
- award of the small casino licence
- funding opportunities through INTERREG and other programmes
- the intrinsic quality/development potential of the waterfront
- continuing evidence of investor interest
- the vast majority of the site is owned by the Council and Stena, both of whom have a shared interest in its successful regeneration: this creates opportunities for partnership working or a joint venture.

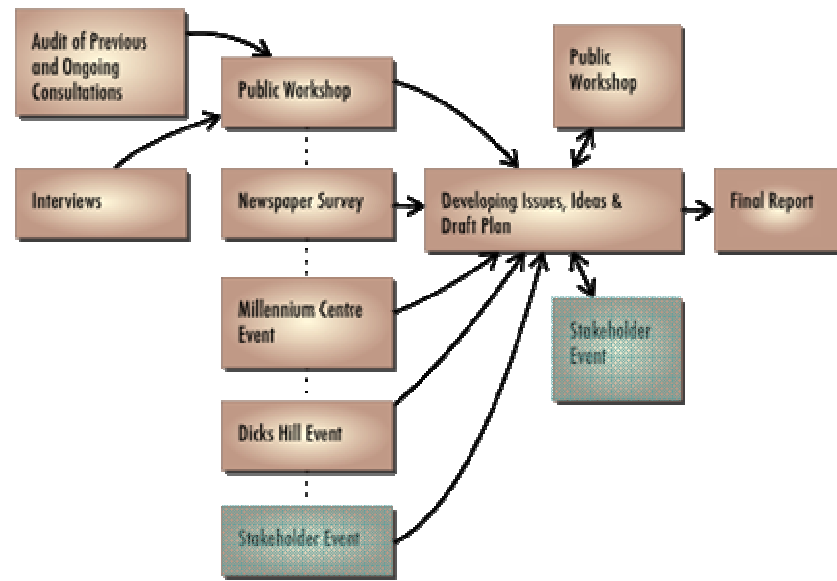


Figure 2.21 – Diagram of Consultation Process



Figure 2.22 – Community Workshop advertisement



Figure 2.23 – Consultation Board



Figure 2.24 – Consultation Card examples

2.7 Community Consultation

This section of the report was provided by Drew Mackie Associates. It covers the actions taken to involve local people and stakeholders in the design process. No Urban Design project takes place in isolation. There will always be other consultations that have taken place covering the same place or subject matter and these will have to be reviewed before undertaking the relevant consultation. The Project Team therefore considered:

- Previous consultations on the Waterfront
- Other studies that contained a consultation component.

Having familiarised ourselves with previous consultations and with ongoing work being undertaken by others, the team carried out our own consultations with:

- Local people from locations throughout Stranraer
- Local Stakeholders
- Key individuals

In doing this we involved the Stranraer and Wigtownshire Free Press who were very helpful in both reporting the process and in using their pages to promote the process and to invite community responses.

In planning the future of Stranraer waterfront, we have tried to incorporate the views of stakeholders and the general public. The original intention was to hold a community workshop to inform early design ideas. To this end, an evening event was arranged in January 2009, which was advertised by:

- An article in the Free Press accompanied by an advertisement in the same edition
- A mail out to all tenants of the Dumfries and Galloway Housing Partnership (2,500 leaflets)
- Conversation with various community organisations in Stranraer
- Posters in public buildings and shop windows.

In the event only 15 people turned out. Although those who did participate entered enthusiastically into the workshop, this was a disappointing response to such an important project.

In analysing why so few people attended the team came to the following conclusions:

- Many people told us that “Stranraer folk don’t come out for meetings”. It is worth pointing out that the recent tourism survey found that less than 5% of Stranraer residents ever attended “organised events”
- The Stakeholder workshop was run on the morning of same day.

Process

The diagram adjacent **figure 2.21** shows the consultation process including a separate consultation stream with Stakeholders that is described in detail elsewhere in this report.

Initially, we reviewed other relevant consultations, including:

- The consultation associated with the arrival of the Stena operation
- The consultations and surveys carried out in connection with the Audit and Future Development Opportunities for Tourism, Environment and Recreation –Stranraer, Loch Ryan and Links to Wider Area by the Tourism Resources Company in December 2007.

We also interviewed a broad spectrum of local groups and individuals with a potential interest in the development of the waterfront. A list of themes were developed from these reviews and interviews and this was used as a starting point for a Community Workshop.

Community Workshop

On the evening of 22 January 2009, we held a Public Workshop in Stranraer College. This was advertised in the Free Press, through posters **figure 2.22** in local shops and public buildings, through a letter drop to tenants of the Dumfries and Galloway Housing Partnership and through word of mouth with interviewees. Despite a poor turnout, a lively workshop was held which started with the common issues and opportunities that had come from the review of previous consultations and the interviews. These were printed on cards **figure 2.24** and participants (in 3 groups) were asked to:

- Add issues and opportunities they felt had not been considered
- Discard issues and opportunities they felt were no longer relevant
- Adapt existing cards
- Prioritise the resulting cardset and indicate the timescale in which these issues should be addressed

An example of a response board is shown in **figure 2.23**. The results of this prioritisation process at the Community Workshop are given in the table in **figure 2.25**.

Other Community Events

Following the Public Workshop and recognising that we had not been able to canvass a sufficient number of participants, we approached the Free Press and suggested that we run a simple questionnaire based on the cards in the paper. The editor was an enthusiastic supporter of this idea and the questionnaire ran in the 22 January 2009 edition. We offered free entry into a £100 prize draw to encourage responses. We received approximately 60 returns. This was again disappointing - so much so that the Editor ran the questionnaire for a second week on his own initiative and this garnered a further 50 responses.

We sponsored a Saturday evening event in the Millennium Centre to gain the views of 18-25 year olds. Three music bands performed (gaining good reviews in the Free Press) and around 150 people attended with a third of those responding to a simple questionnaire asking them to list the things that they would want to and the things they did not want to see in a Waterfront proposal. The results questionnaire are recorded in **figure 2.26**. (Note that all suggestions that were contributed by just 1 respondent have been omitted from the lists.)

Residents of Dicks Hill also used the cards at a “Litter Pick” event on 15 April 2009 and this provided a further 30 respondents. The spread of participants over these initiatives is shown in the following table:

Card Title	Timescale			Priority				Urg	
	Short	Med	Long	Score	High	Med	Low		
Water based activities	2	1		8	3			9	17
Entrances to town visually unappealing	1	3		9	2		1	7	16
Negative Image of the town	2	1		8	2		1	7	15
Poor Connections between Waterfront and Town Centre	1	2		7		3		6	13
Lack of Youth Facilities	2		1	7	1	1	1	6	13
Limited Evening Activities	1	1	1	6	1	1	1	6	12
Railway Station poorly located		1	2	4	2		1	7	11
Demand for a variety of housing			3	3	2	1		8	11
Poor signage	2			6	1	1		5	11
Base for Wildlife Exploration	2			6	1	1		5	11
Ten Pin Bowling		2	1	5	1	1	1	6	11
Poor waterfront streetscape	1	1		5	1	1		5	10
Maritime Centre		2		4	2			6	10
Need for better information on local history and visitor attractions	1	1		5		2		4	9
Lack of Visitor Attractions	1		1	4	1	1		5	9
Upgrading of the Millennium Centre	1		1	4	1	1		5	9
Tourist Shopping		1	1	3	2			6	9
Housing			2	2	2			6	8
Poor Quality Public Space		2		4		1	1	3	7
Steam Train as Visitor Attraction		1	1	3	1		1	4	7
Inappropriate Development	1			3	1			3	6
Local Apathy			2	2	1		1	4	6
Micro-brewery		1	1	3		1	1	3	6
Limited Choice of Visitor Accommodation		1		2	1			3	5
Small Casino		1		2		1		2	4
Further Development of Marina		1		2		1		2	4
Cruise Ships & Loch Ryan Cruises			2	2			2	2	4
Variable Quality of Eating Places			1	1			1	1	2
High Quality Hotel				0				0	0

Note on scoring:

The table shows the various issues and ideas as presented to participants on cards, set against the Priority choices the groups made and the Timescales within which they thought they should be addressed.

The numbers in the table cells indicate the number of groups that assigned that card to the Timescale or Priority shown in column heading. The cells are colour coded by that number for clarity. Thus a score of 3 indicates agreement across all groups. Some cards were discarded by groups.

The Score columns exhibit the results of multiplying the Short / High scores by 3, the Medium scores by 2, leaving the Long/Low scores unchanged and adding the results.

The Urg column adds the total Timescale and Priority scores together to get the measure of "Urgency". The Cards have then been ranked according to this figure

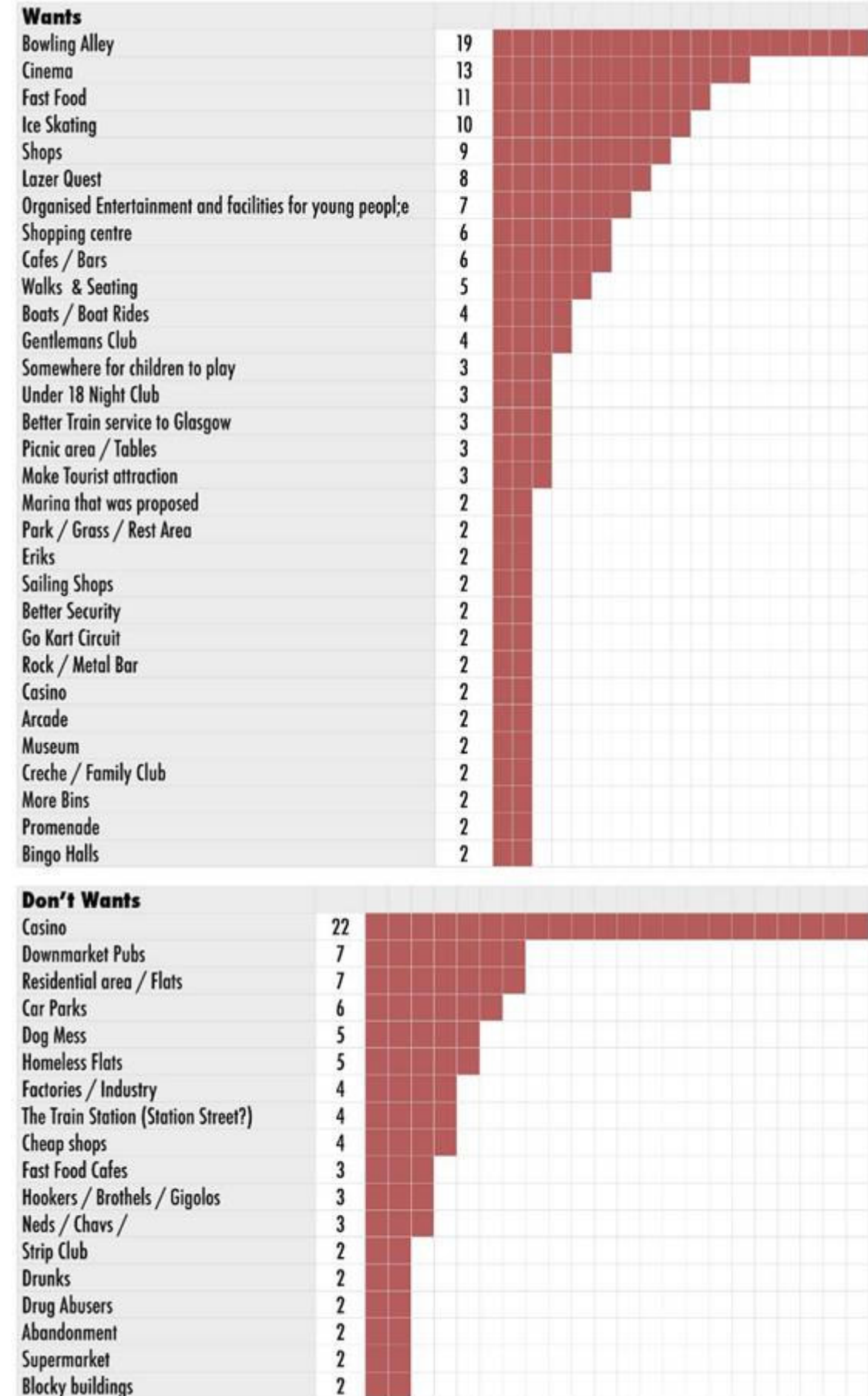


Figure 2.25 – Results of Community Workshop

Figure 2.26 – Results of Millennium Centre Event

Method	Respondents
Public Workshop	15
Newspaper Survey	111
Millennium Centre Event	52
Dicks Hill Event	30
Total	208

Aggregated Priorities

The results of the Newspaper Survey, the Public Workshop and the Dicks Hill Event have been aggregated to give a prioritised list of Issues and Ideas as shown below:

Issues	Priority Rank	Ideas	Priority
Negative image of the town	1	Ten Pin Bowling	1
Lack of facilities for young people	2	Tourist Shopping	2
Local apathy	3	Water based Activities (yachting, sea angling, diving)	3
Lack of visitor attractions	4	Maritime Centre (aquarium, study centre)	4
Lack of information on local history & visitor attractions	5	Steam Train as visitor attraction	5
Poor quality public space (paving, landscape etc)	6	Further Development of the Marina	6
Railway station poorly located	7	Base for wildlife exploration	7
Poor connections and visibility from Town Centre	7	Ugrading of the Millennium Centre	8
Inappropriate development	9	Housing	9
Limited evening activities	10	High Quality Hotel	10
Entrances to town visually unappealing	10	Attract Cruise Ships	11
Limited choice of visitor accommodation	12	Micro Brewery	12
Poor signage	13	Small Casino*	13
Variable quality of eating places	14	*It should be noted that the Casino scored well below any other Idea by a considerable margin. It also received more negative comments in the Newspaper Survey.	
Poor waterfront streetscape - gap sites	15		
Demand for a variety of housing	16		

Additional Ideas and Issues contributed by respondents have been considered by the design team, but not prioritised as they were only considered by the group that suggested them.



Figure 2.27 – Community Workshop

Issue Themes

It is emphasised that all the suggestions on the list were derived from some previous priority. Although a selection of these were discarded by some groups or individuals they all have some priority. Assessing all the streams of consultation, a number of themes come through very clearly, expressed in the high and low scores for certain elements:

- There is believed to be a **lack of local entertainment facilities**, particularly for young people. This is expressed in the desire for a bowling alley, cinema and ice skating in the Millennium Survey and the support for the “lack of facilities for young people” card across the other three survey streams.
- The **negative image** of the town is emphasised in all streams - and this is borne out in the Tourism Study in which both visitors and residents held this impression.
- **Local Apathy** ranks high as an issue and this is reinforced by the poor response to the various consultation streams and the Tourism Survey findings of the participation of local residents in organised events. A part of this must be the “we’ve heard it all before” response to long term intentions towards the Waterfront, but it does indicate that greater efforts will be needed to engage and animate the local community as the project progresses.
- A **lack of Visitor attractions** along with a **lack of information** on those that do exist and on local history is a concern.
- **Poor quality public space** was a concern although this was distributed unevenly across the consultation streams as was the theme of poor connections between the waterfront and the Town Centre. Interestingly, the “poor quality waterfront streetscape” theme was ranked further down the list reinforcing the sense of separation between town centre and waterfront.
- **Demand for housing** was seen as a low priority - largely because there is a wariness to incorporate low cost housing in what is hoped to be a high quality waterfront. A number of similar concerns surfaced across the consultation streams.

Idea Themes

- **Ten Pin Bowling** was well supported. In the team’s view this represents a general feeling that there are few entertainment facilities as discussed above.
- **Better shopping** for residents and tourists also achieved a high priority.
- **Water based activities** of all sorts were discussed and prioritised along with the establishment of a **Maritime Centre** and **further development of the Marina**. A lesser priority was given to the **attraction of cruise ships** to Loch Ryan.
- The establishment of a **small Casino** has been a controversial issue in the town - to the extent that we feared that it would dominate the consultations. The Casino idea scored low in the Community Workshop and in the Dicks Hill event. However it scored very low indeed in the Newspaper consultations - and occasioned many adverse remarks in the returns. In the Millennium Centre event, it was the most raised element and topped the list of things we don’t want by a substantial margin as well as being associated with other undesirable elements (drugs, prostitution, etc.) this may be an inaccurate reflection of the proposal but it seems to be a strong local perception.

2.8 S.W.O.T Analysis

The Project Team used a SWOT Analysis (Strength, Weaknesses, Opportunities and Threats) to provide a comprehensive view of the issues and the most effective proposals. This technique is applied by initially concentrating on the Strengths and Weaknesses (**the present**) before moving on to the Opportunities and Threats (**the future**). The analysis should concentrate on the opportunities to assess the following:

- The degree to which they build on the Strengths, reduce Weaknesses and guard against Threats.
- What actions might be added to address Strengths, reduce Weaknesses and fend off Threats.

The aim is to produce a robust plan that will stand up to future shocks rather than the most elegant plan which may not be achievable.

The table in **figure 2.29** lists the Strengths, Weaknesses and Threats along the top line and the Opportunities on the left hand side. Each Opportunity has been assessed on its impact on the strengths, weaknesses and threats. The Opportunities are listed with those providing the most impact at the top. The weight of colour tone to the bottom line reflects the strengths which are most influential and the weaknesses and threats that are being most actively addressed. For example the opportunity to “reinforce the character of the town” builds on the strengths of “waterfront setting at the head of Loch Ryan”; it addresses the weakness of “poor quality public realm” and avoids the threat of “loss of character and distinctiveness”. The information from this analysis informs the physical brief for the masterplan proposals.



Figure 2.28 –Community Workshop

Building on Strengths

Mitigating Weaknesses

Avoiding Threats

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total		
Opportunities																																									
Improve Tourism offer																																									
Retail & Service Sector Growth																																									
Casino																																									
Reinforce character of Town																																									
Relocation of Ferry terminal																																									
Improve accommodation and hotel offers																																									
Marina Development																																									
Diversify Evening Economy																																									
Redevelop redundant sites / repair waterfront perimeter block																																									
Historic interpretation																																									
Broaden range of house types																																									
Improve Quality of public Realm																																									
Improvements to Road Infrastructure																																									
Office Sector Growth																																									
Integrated Transport Interchange																																									
Improved Connections to Waterfront																																									
Upgrading the Millennium Centre																																									
Enhance sequences & Scale Changes																																									
Scottish Water proposals																																									
Grow "Natural Place" Tourism																																									
SAYLSA Proposals																																									
Museum relocation to the waterfront (shared premises)																																									
DGHP willingness to pepperpotting																																									
Bowling																																									
Aquarium																																									
Cinema																																									
Maritime Centre																																									
Ice Rink																																									
Micro Brawway																																									
Loch Ryan Cruises																																									
Cruise Ship berth																																									
High Quality Hotel																																									
Water based activities																																									
Total																																									

Figure 2.29 – Results of S.W.O.T Analysis



2.9 Summary of the Analysis

There has been comprehensive analysis of the existing situation at the waterfront as outlined within this chapter of the report. The Project Team has reviewed the information collected and distilled this into a brief for the physical masterplan as follows:

The town:

- Reinforce the character of the town
- Improve the quality of the public realm
- Good connections to the town
- Repair existing edge of town
- Provide more green space
- Transport interchange
- New Council services hub
- Modern Office space
- Improve entrances to town & waterfront

Tourism proposals:

- Tourist shopping
- Tourism information
- Visitor venues / attractions
- Museum / heritage venue
- High quality hotel
- Evening activities
- Historic interpretation information
- Base for wildlife exploration

Marina activities:

- More pontoons
- Marina on shore facilities
- Base for Loch Ryan cruises
- More water based activities
- Base for water sport school
- Large cruise ship berth
- Improved facilities for fishermen
- Location for sea anglers

The Project Team have used this information to develop the Urban Design Strategy and Masterplan.

3.0 DEVELOPMENT OF DESIGN

3.1 Design Influences

Once the analysis is complete there is a stage and process through which the design proposals develop into the recommended solution. This chapter elaborates on the influences on the plan during this stage considering the following aspects:

- The Strategic Economic Proposition
- The outcome of the second Stakeholder Workshop
- The outcome of the second Community Workshop and
- The Strategic Physical Options which required consideration.

3.2 Strategic Economic Proposition

This section of the report was provided by yellow book.

Goal and objectives

The overarching goal of the regeneration of waterfront should be to make Stranraer a more attractive, liveable and the prosperous place by:

- Delivering appropriate, sustainable, high quality development
- Creating a high quality public realm, including green space
- Integrating the waterfront area into the fabric of the town
- Providing a robust planning and design framework for development
- Making the town more attractive to tourists and day visitors
- creating a waterfront that is accessible but not car dominated.

The Approach

The Development Framework and Business Plan were both framed explicitly in terms of making Stranraer a popular tourism hub and by creating waterfront attractions/facilities such as a large marina. However, the TRC report (2007) highlights the town's "modest and fragile tourism economy" and calls for a less risky, more incremental approach. They argued that making Stranraer an attractive community by the sea would improve the quality of life of local people and make the town more attractive to visitors and new residents.

We endorse this view: delivering Scenario 1 (the attractive seaside town) is the essential pre-condition for making Stranraer a marine leisure destination (Scenario 2). Achieving these goals in the medium term will be a significant achievement: doing so may create the platform for the long-term goal of a tourism hub, but that is for the long term and the partners will have ample opportunities to consider their options in the light of progress and market interest.

The focus should be on making Stranraer a more attractive and liveable place, and on achieving economic, social and environmental sustainability. The strategic proposition for the waterfront must be aspirational, but also realistic and deliverable. This means that it should:

- Be based on robust evidence of demand, avoiding optimism bias
- Include a strategy for improving the east pier area (earmarked for development in the long term) so that it does not blight the town
- Attract and maximise private sector investment, as long as it is consistent with the vision for the future
- Focus on strengthening physical connections and functional

complementarities between the town centre and the waterfront: the new waterfront must not become a rival to the town centre; the aim must be to maximise additionality and minimise displacement

- Be flexible and adaptable to changing circumstances and future demand/developer interest.

It is generally accepted that substantial public sector expenditure will be required for site remediation, infrastructure works, public realm projects, and to leverage private investment. A more robust estimate of these costs is required (the present figures are highly speculative) so that the partners can make pragmatic judgements about funding requirements and develop a funding strategy (see below).

In principle, projects which are not commercially viable (or at least capable of covering running costs) should not be approved, unless there is (a) a robust business plan based on reliable evidence of demand, and (b) a guarantee that the Council or another body will provide the necessary revenue support.

For the Council and its partners the key decision relates to the proposal to create a 250 berth marina, with potential for expansion to 400 berths. This project is pivotal to the objective of making Stranraer a marine leisure destination, but none of the reports commissioned to date offers evidence of demand for a facility of this scale. Consultations with the industry suggest that the marina would need to be this size in order to attract a commercial operator. This is useful to know, but not a legitimate reason for building in excess of demand. The business plan assumes that the marina would be built by the public sector, and handed over to a commercial operator for a nominal sum. The argument as presented is fragile, and in a worst case scenario it might mean that (a) the public sector would pay for a facility which is much larger than required, and (b) no commercial operator would be prepared to take it on without subsidy.

The marina is the most important public sector project in the business plan, and we believe the project should be a top priority for the Council and its partners. However, the available evidence, though incomplete, suggests that creating a 250-400 berth facility would be very risky. We recommend a more cautious approach, expanding the present capacity to around 100 berths and creating some essential on-shore facilities. This does not preclude further expansion in the future, but it will avoid the risk of creating an expensive white elephant.

There is no business plan for the marina, but the evidence gathered by EKOS implies that the Council may need to continue to operate the facility, or pay a contractor to do so. The partners need to take a view on this; until the revenue implications have been determined we would argue strongly against taking on any other probable revenue commitments such as a maritime museum, a heritage centre or an aquarium (although, for the last of these, it may be possible to attract an established operator).

The approach set out here is predicated on the belief that the scale of development envisaged in the EKOS business plan, though less than in the original development framework, is still very ambitious. The available evidence suggests either that it is not deliverable, or that achieving these outputs will take a very long time. Significant parts of the study area may remain undeveloped for a decade or more, but it is essential that the site should not be allowed to become derelict and unsightly. We therefore see a programme of public realm works as an early priority, linked to the development of the first phase of the marina. These works will help to create an attractive, walkable waterfront, as well as a framework for future development.

Core elements of the masterplan (Y1-10)

- Establish a robust urban form that links the waterfront to the town centre and restores a seamless connection between them. The framework will help Stranraer to make the transition from a busy ferry port handling a large volume of heavy traffic, to an attractive seaside town.
- Establish a network of streets and pedestrian routes that reflects the transfer of lorry traffic from Stranraer to Cairnryan: the network should address the existing problem of severance, providing access to the waterfront and the town centre, and creating a calm and comfortable environment for pedestrians.
- Provide sufficient parking for visitors to the town centre/waterfront, avoiding a car-dominated environment,
- Define the scale, form, function and character of the public realm, including waterfront promenades, public spaces, green spaces, streets and pedestrian routes.
- Specific short/medium-term proposals for the east pier and vehicle marshalling area. This area must not be allowed to lie idle as a derelict site: the masterplan should include proposals for the (temporary or permanent) improvement of the site, and for enabling public access as soon as possible.

Proposals for the first phase (Years 1 to 5) of a 10-year programme of infrastructure works and property development in the study area and the transitional zone between the waterfront and the town centre, including:

- A small marina/boat station with up to 100 berths (Phase 1) and onshore facilities
- Proposals for the future of the west pier
- Up to 100 units of housing on the waterfront and in the transitional zone
- A supermarket of up to 2,300m² (25,000 sq ft), and up to 1,850m² (20,000 sq ft) of comparison retail (in 2-3 units)
- Creation of a street grid which will provide a framework for future development and link the town centre to the waterfront
- Delivery of key elements of the public realm
- An improvement plan for the east pier/marshalling area
- A transport interchange serving the town centre/waterfront.

The masterplan should also make provision for other elements likely to come on stream in the second phase (Years 5 to 10) or later. Some of these projects could come forward sooner, subject to market conditions and/or the availability of funding:

- A hotel (50 bedrooms)
- Additional housing (up to 100 units)
- Speciality/tourist retail possibly co-located with a new TIC
- A new restaurant/café
- A base for a watersports centre at the marina.



Figure 3.1 – Photograph of Stakeholder Consultation



Figure 3.2 – Photograph of Community Consultation



Figure 3.3 – Example of response to proposals

Other Possible Elements

The casino

The future of the casino project is uncertain. It will depend upon decisions taken by Dumfries & Galloway Council, following consultations with the community, and on the willingness of an operator to take up the licence.

The licence is for a small casino with a gaming area of 750 sq m, but the assumption is that it would form part of a cluster of leisure attractions, including a hotel, restaurants and other commercial leisure. We cannot at this stage assume that the project will proceed, but the masterplan will show how a cluster of attractions could be accommodated, and how it would relate to the core elements of the waterfront development.

The Project Team has taken this strategic economic proposition as a brief for the first 10 years of the regeneration.

Subject to the views of the clients, two other options could be considered, possibly as a package:

- the creation of a new Council services hub for Stranraer, and
- a subsidised development of modern office space, possibly including an incubator for start-up businesses.

Neither received significant support at the workshop, partly because they were thought to be at odds with aspirations to make Stranraer a popular tourist destination. However, from the perspective of creating an attractive, bustling town centre, these ideas are worth considering. A high quality new Council building would be a focal point for the community and could provide a welcome civic presence; new offices would provide year-round activity. However, there is a risk that both projects would displace activity from the town centre.

3.3 Stakeholder Workshop No. 2

The second Stakeholder Workshop was held on 13 May 2009 (10.00 to 1.00) in the Stranraer Library in North Strand Street. 75 stakeholder representatives were invited to this workshop, 38 people attended Figure 3.1. There were two parts to the workshop as follows:

- Update on analysis and presentation of strategic options
- Presentation of current Urban Design Strategy

The first part commenced with a presentation by the Project Team reminding people of the purpose of this masterplan, providing them with feedback on the previous consultations and an update on the analysis information gathered. The presentation then provided information on the following options for development proposals within the waterfront area:

- Retention/Demolition of Existing West Pier
- Location of High Quality Hotel
- East Pier Solutions
- Supermarket Location.

Five groups considered the information provided and the views of each group were presented to in a feedback session. Detailed information on these options and the feedback is provided in **Appendix C** Further information is included in section 3.5 Strategic Physical Options of the report.

In the second part the Project Team then gave a second presentation in relation to the Urban Design Strategy proposals. This related to the Shared

vehicle and pedestrian space design proposals for the streets and the suggestion of five key gateways to the town centre/waterfront area. The presentation then looked at routes through the waterfront area, the location of important junctions, proposed areas of open space and building development areas. The proposed phasing of the Masterplan was explained.

The groups reconvened to discuss the Urban Design Strategy, plans were provided to each group and coloured stickers for recording their views as follows:

- Red sticker – negative comment
- Green sticker – positive comment
- Yellow sticker – suggestion.

Comprehensive information on the various comments is included in **Appendix C**. Some typical positive comments were, on the comprehensive paths strategy and the inclusion of the waterfront park near the East pier. Some typical negative comments were, more marina shore facilities required and concern about the removal of car parks. Other suggestions were provision of low tide sculptures and generating power through waves. In principle there was substantial support for the majority of proposals presented.

Generally there was complete support for the principles of shared space and the five gateways identified with one suggestion that gateway 3 should be located closer to the Council buildings.

3.4 Community Workshop No. 2

The second Community Workshop was held on 13 May 2009 (7.00 to 9.00pm) in the Stranraer Library in North Strand Street. All members of the community who had engaged in the previous events i.e. workshop, newspaper survey and Millennium Centre Trash, were personally invited to this event. Posters were displayed in council properties and other local venues, 15 people attended Figure 3.2. The Project Team gave similar presentation on the Urban Design Strategy to this group as to the Stakeholder Workshop, although the options element was not discussed.

The groups formed to discuss the Urban Design Strategy, plans were provided to each group and coloured stickers for recording their views as at the Stakeholders Workshop Figure 3.3. Comprehensive information on the various comments is included in **Appendix D**. Some typical positive comments were: supermarket location very good and hotel location on the seafront. Some typical negative comments were: no central car park area and no support for Council one-stop-shop on waterfront. Other suggestions were: provision of a bowling alley with support leisure facilities such as cinema and live theatre and opportunity for marine biological research station. In principle there was substantial support for the majority of proposals presented.

The Project Team gave a reduced version of the Urban Design Strategy presentation to the Wigtownshire Area Committee on 09 July 2009, which was generally well received by the Local Councillors.



Figure 3.4 – Early Masterplan drawing



Figure 3.5 – Interim Masterplan drawing



Figure 3.6 – Masterplan as presented at second workshops

3.5 Strategic Physical Options

The development of the Urban Design Strategy and Masterplan has been an incremental process reflecting the information gathered, the Client's brief and the views expressed by the stakeholders and community. Some of the drawn versions of this process are shown in **figures 3.4, 3.5 and 3.6**. The purpose of a study such as this is to identify key strategic issues which need resolved to protect the long term vision and to provide clarity on the context of more immediate decisions. The strategic issues on this project have been as follows:

- Scottish Water infrastructure improvement
- Location of a supermarket
- Proposal for the East Pier
- Location of hotel
- Retention/demolition of West Pier

The following text outlines the specific situation and the recommendation of the project team on these issues.

Scottish Water Infrastructure Improvement

Scottish Water currently own an area of land to the West of Port Rodie car park, which accommodates their existing pumping station and an underground sewage settlement tank situated to the East of the pumping station, which is primarily on D&G Council owned land. This is the lowest point in the drainage network and there is currently an out fall from the drainage system discharging treated effluent into the sea, which has been a matter of concern for a number of years due to the impact it has on water quality to this area of Loch Ryan. This concern has increased in the context of the redevelopment of the harbour for marine leisure uses.

The Council officers have been in discussion with Scottish Water for some 5 to 6 years pressing for a final decision on investment for the construction of a new facility. Scottish Water representatives have had a number of discussions with the Project team and have attended the two project Stakeholder workshops. Scottish Water submitted a planning application to Dumfries and Galloway Council in March 2009 for a new Pumping Station at Port Rodie (09/P/1/0079) comprising a replacement to the existing wastewater treatment facility which discharges into Loch Ryan. It is also proposed to construct new pipe lines to take all the drainage flows in the network to a new wastewater treatment works near Leswalt (09/P/1/0078), which has been granted planning permission (09/P/1/0078).

The pumping station application is very welcome and in principle this should be supported for the following reasons:

- The benefit it will bring to water quality in Loch Ryan from an environmental perspective and the amenity benefits for the marine activities envisaged on the Loch.
- The increased drainage capacity which is a prerequisite for the ongoing development and regeneration of the Waterfront.

The application promotes a new 3 storey building constructed to the West of the existing pumping station, whilst retaining the adjacent stormwater underground storage tanks. The existing building is required to stay operational until the new building is complete, following which it will be demolished. The new building is on Dumfries & Galloway land and will increase the size of the wayleave area and hence the constraints to the future development of the waterfront. Once complete Scottish Water will require lorry access to the new building to extract sludge. The sludge build up in the wet-wells during times of heavy storm flows. The tanker

movements will average out about once a month rather than daily as at present.

The **proposed building** first envisaged was a stand alone, approx 3 stories high, industrial style design, which may be appropriate as part of a ferry port but not as part of a seaside town / marine leisure destination. Scottish Water have stated that the design of the building, subject to certain operating requirements, can be changed to reflect the anticipated building form and that they intend to engage with relevant parties to arrive at a suitable design solution, which will be presented in a further planning application.

The **existing underground tanks** to the waterfront are assumed to be retained and the masterplan layout of buildings to this area has responded to their location by proposing an area of open space over the tanks as it is not possible to build over the underground tanks.

The **pipe runs** along the frontage under the existing Breastworks car park make development of new buildings technically difficult and hence costly. The masterplan design has responded to this with a proposal for this route to be open space and landscaped area. The masterplan has assumed some relocation of existing pipes to the south of the existing tanks to facilitate development in this area.

The current Scottish Water proposals pose a number of constraints to the development of the waterfront in relation to the proposed building, the underground tanks and the pipe runs. The Masterplan Team have an overriding concern that the existence of a pumping station of this scale and in particular the ongoing operational maintenance requirements will be a disincentive to development in this area. The proposed uses under the masterplan include high quality housing, commercial and tourist retail, which will be sensitive to uses such as a pumping station. This is likely to result in reduced land values or a decision not to develop and if development proceeds the existence of the pumping station is likely to be a concern to potential purchasers or residents resulting in a reduction in demand and hence reduction in sales prices or rent levels.

The **Masterplan Team view** is that the regeneration of the waterfront area adjacent to the town centre is a critical aspect of the comprehensive improvement of the centre of Stranraer. This area is anticipated to be developed in the early stages of the regeneration and if successful will enhance the ongoing confidence required to encourage the regeneration to the whole waterfront area. If however this area is unsuccessful then it may stall or derail the regeneration process. The development confidence in the town is currently fragile and needs to be established and nurtured over the next 5 to 10 years. In light of this, any proposal, such as the Pumping Station, which is likely to pose a disincentive to development should be minimised or removed.

The information and proposals in relation to this matter have been developing and changing during the study period. As part of the planning application process the Council officers requested Scottish Water to consider other locations for the pumping Station so that they could understand the rationale behind Port Rodie being the preferred location. In June 2009 Scottish Water provided their "Pumping Station Site Selection Report" and there was a subsequent meeting between Council officers and Scottish Water. The Council officers decided that in light of the practical and financial ramifications of relocating the pumping station elsewhere they would support the Port Rodie location. The planning application was considered and deferred at the Planning Committee meeting on 04 November 2009.

The Masterplan Team were asked by Council officers to hold further discussions with Scottish Water on how the pumping Station could be best

incorporated within the Waterfront and the negative aspects minimised, this meeting with the masterplan team took place on 15 October 2009. Smith Scott Mullan drawing 0807/D-300 in **Appendix E** provides an overlay of the Scottish Water existing and proposed situation with the masterplan proposals.

The Scottish Water EIA Screening Report (Version C dated 23 June 09) section 5.5 refers to a 14.1m complaint radius in relation to odour and air quality issues. Clarification from Scottish Water on the ramifications of this on adjacent buildings has been requested but not yet received. Clarification has also been requested on the possibility of enhanced technical solutions to reduce the impact of odour and noise issues and ideally the complaint zone distance.

The outcome of this discussion is that the following amendments to current building design would fulfil Scottish Water requirements and assist in the integration of the facility within the Waterfront:-

- Footprint will be amended to longer thinner building more appropriate as part of an urban block
- Vehicle access to the building will be restricted to the north and east elevations
- Building will remain at 9-10m high i.e. equivalent to 3 stories
- That the form and elevation treatment of building will reflect its proposed context on the corner of a prominent urban block.
- Technical solutions will be implemented to further reduce any odour or noise issues and any limitations this will have on the location of other buildings adjacent to the pumping station.

It is anticipated that these changes will be reflected in condition(s) on any Planning Approval and that Scottish Water will ensure that their proposals for the new building reflect these design changes.

Location of Supermarket

The development of a supermarket within a town centre location is a common quandary in regeneration projects. The supermarket brings a new building, economic activity and a quality of goods however there is a risk of economic displacement and significant concern about the typical physical solution. This latter concern relates to the ramifications on the quality of place created when trying to incorporate a large footprint building requiring large areas of car park to the front and servicing to the rear. This quandary has been particularly acute in Stranraer.

Economic analysis shows some demand for a new supermarket. There is an enthusiasm for this to be located near to the existing town centre to attract people to the town centre and to avoid the negative ramifications of an "out of town" solution. The land available at the waterfront has been an obvious subject of speculation and even the subject of initial design schemes for this use. There was significant opposition at the initial stakeholder and community workshops to any large format retail on the waterfront. Four site options for the location of the supermarket were produced and analysed by the Project Team. The options moved progressively further away from the town centre as shown on **figure 3.8**. These were discussed at the second stakeholder event where there was significant support for the supermarket to be retained on the waterfront and located as per option 3 to the south-west corner of the East Pier. The advantages of this option were as follows:



Figure 3.7 – Well-designed supermarket adjacent to Edinburgh’s Waterfront



Figure 3.8 – Options for supermarket location

- Unobtrusive location with only one exposed side
- Easy access for servicing
- Opportunity to share parking with transport interchange
- Appropriate location for a building of this physical bulk.

And the disadvantages were:

- Remote from town centre
- Cannot proceed until Stena relocates
- Prominence of car parking on significant junction.

It is the recommendation of the Project Team that this is the best location for the supermarket and it has been shown at this location on the Masterplan drawing.

Proposal for East Pier

The appropriate proposal for the long and short-term use of the East Pier has been a significant topic of discussion. It is likely that the pier will be vacated by Stena within the initial years of the regeneration. It is not clear what responsibilities, if any, Stena have for the long-term condition of the pier. In light of the fragile economic assessment and the importance of concentrating early development close to the existing town centre it may be 10-15 years before there is building activity on this area. Options for the treatment of the pier were discussed at the second stakeholder workshop including an option for removal of the pier (except the railway line and pier head station).



Figure 3.9 – Large open-air park on former Industrial Land, Berlin

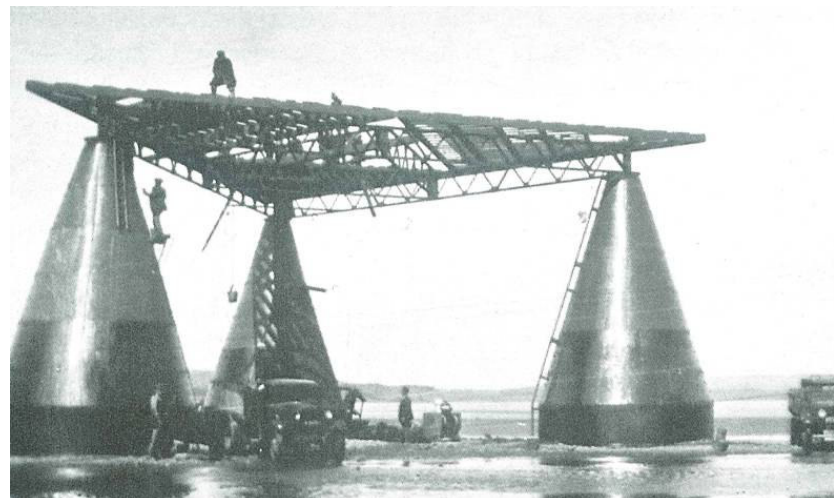


Figure 3.10 – Bombing targets under construction in Luce Bay Sands



Figure 3.12 – West Pier retained



Figure 3.13 – West Pier demolished

There was strong support for retention of the pier and for it to be used initially as an open-air museum for artefacts reflecting the history of Loch Ryan, the role in the 20th Century world wars. Figure 3.9 shows example of a similar type of museum in Berlin. Figure 3.10 is from a publication “Stranraer in World War Two” by Archie Bell which gives a sense of the significant involvement of this area in the war effort. Sea planes were also part of this history and figure 3.11 shows a sea plane as a tourist attraction. The Project Team’s view is that this would be an ideal short and possibly long-term use of this area. What is critical is that the empty pier is not left derelict or un-used as this will result on a very negative visual impact on the rest of the waterfront.

Location of a High Quality Hotel

There is an expectation that a high quality hotel will form part of the regeneration and two options were discussed at the second stakeholder workshop. The first option was adjacent to North Strand Street and the second to the south west corner to the East Pier. There was mixed opinion expressed on these options. The Project Team view is that the North Strand Street option would be the most beneficial due to its proximity to the town centre, its prominent position in the harbour and the benefit it would bring to the ground floor activity of the proposed public space in this area. This is where the hotel is shown on the Masterplan drawing.

There is a possibility that the casino licence would be accommodated within a hotel and that would result in a bigger building than could be accommodated in the North Strand Street location. There may be demand for a second hotel which would be good and there are many other sites within the waterfront which could accommodate this, including the south west corner of the East Pier.

West Pier

The West Pier is currently closed due to concern for its condition. The options of demolition and retention of the pier were discussed at the second stakeholder workshop figure 3.12 and 3.13. The cost of both options is similar. The opinions were mixed on these options. The Project Team feel that an old pier and the opportunities it provides to view the town “from the water” and to watch the water activities provides the diversity of experience which makes waterfront areas so attractive. Therefore the Project Team recommend that the pier should be refurbished.



Figure 3.11 – Sea Plane at Oban

4.0 URBAN DESIGN STRATEGY AND MASTERPLAN

4.1 Presentation of information

This section of the report was provided in association with Jon Rowland Urban Design. The presentation of the information on the Urban Design Strategy and Masterplan proposals has been structured in the following manner:-

- Objectives of the Urban Design Strategy
- Strategic Design Proposals
- Character Area Proposals

The **Objectives** of the Urban Design Strategy provide more detail on the overarching themes which are developed into the Proposals.

The **Strategic Proposals** are relevant to the whole area and provide information on aspects such as Shared Space proposals, Sustainable design proposals, Accessibility, Security etc and how these should be incorporated into the future design of specific areas of the waterfront.

Four **Character Areas** have been defined across the waterfront as follows:-

- Character Area 1 - Marina
- Character Area 2 - Town Centre Extension
- Character Area 3 - East Pier Gateway
- Character Area 4 - East Pier

These areas reflect the nature of the small neighbourhoods within the waterfront and allow explanation of the key elements of these areas to be easily presented and understood, detailed text is provided in Chapter 6 of the report.

4.2 Main objectives of Strategy

The primary objective of the Urban Design Strategy and Masterplan is

“To reposition Stranraer and Loch Ryan as a distinctive and Successful marine leisure destination”.

This will be achieved by creating a desirable space where a variety of people will choose to live, work and visit. The proposals for the physical environment need to support and encourage these activities. And hence the primary objectives are as follows:

To enhance the relationship between the town and the waterfront.

This will be achieved by repairing the edge of the existing town, with developments that address the waterfront and add interest to the public spaces. Improving the quality of the connection from the town to the waterfront by extending the existing street to the waterfront, removing the barriers such the wide roads and the car park areas. Design of new places and buildings which attract people to the waterfront and ensuring that the form of buildings and streets reflect the existing context.

To establish a high quality routes and connections.

This will be achieved by altering the form and design of many of the existing streets both within the town centre and along the waterfront. In particular the proposal to create shared vehicle and pedestrians spaces. New routes will respond to existing routes and be located to reflect desire lines. These will be designed to be pleasant routes particularly for pedestrians providing a diversity of interesting experiences along the routes.

To create attractive landscape setting and open spaces.

High quality of landscape design and open spaces in towns is critical to the amenity setting and the lifestyle of people. The waterfront location at Stranraer provides a distinctive setting and many of the landscape and open space proposals will encourage a diversity of experiences such as views of the water from the northern most tip of the east pier and right at the harbours edge. A hierarchy and variety of spaces appealing to a variety of users such as children and elderly will create activity and interest for all.

To maximise the opportunities and demand for access to the harbour and Loch Ryan.

It is intended that the marina and all the water based activities that this will attract will be the primary future purpose of Stranraer waterfront. The masterplan proposals will be designed and developed to meet the physical needs and aspirations a wide variety of these users such as yachtsmen, fishermen, windsurfers. This activity will in turn attract other visitors to the town and enhance the experience of an attractive seaside town.

To design and develop a Sustainable waterfront.

The Scottish Government has set challenging targets for the design of our neighbourhoods and buildings in the next 20 years. This masterplan has been designed to achieve many of the core requirements of sustainable places. There are new technical solutions being developed which will assist in achieving these targets and peoples appreciation of the lifestyle changes required is changing. The detailed design and development of the masterplan must seek to maximise the opportunities to make this a truly sustainable place.



Figure 4.1 – Wind Surfing on the Beach

Urban Design Strategy and Masterplan Proposals

Our overall Urban Design Strategy and Masterplan is shown in **figure 4.2**. The drawing identifies the key routes, location of open space and the form of building development. The subsequent drawings show the anticipated height of buildings **figure 4.3** and the anticipated building use **figure 4.4**. **Figure 4.5 provides an aerial view of the overall masterplan proposals.**

The capacity of the plan as draw has been measured and although this can only be approximate it provides a guide to the level of development required over the regeneration period:-

Character Area 1 Marina

- Culture & Leisure – 2,000m²

Character Area 2 – Town Centre extension

- Residential - 55 units
- Hotel – 2,900m²
- Commercial & Retail – 2,000m²

Character Area 3 – East Pier Gateway

- Residential - 50 units
- Supermarket – 3,000m²
- Hotel – 5,300m²
- Culture & Leisure – 1,800m²
- Commercial & Retail – 5,300m²

Character Area 4 – East Pier

- Residential - 60 units
- Culture & Leisure – 3,500m²
- Commercial & Retail – 2,800m²

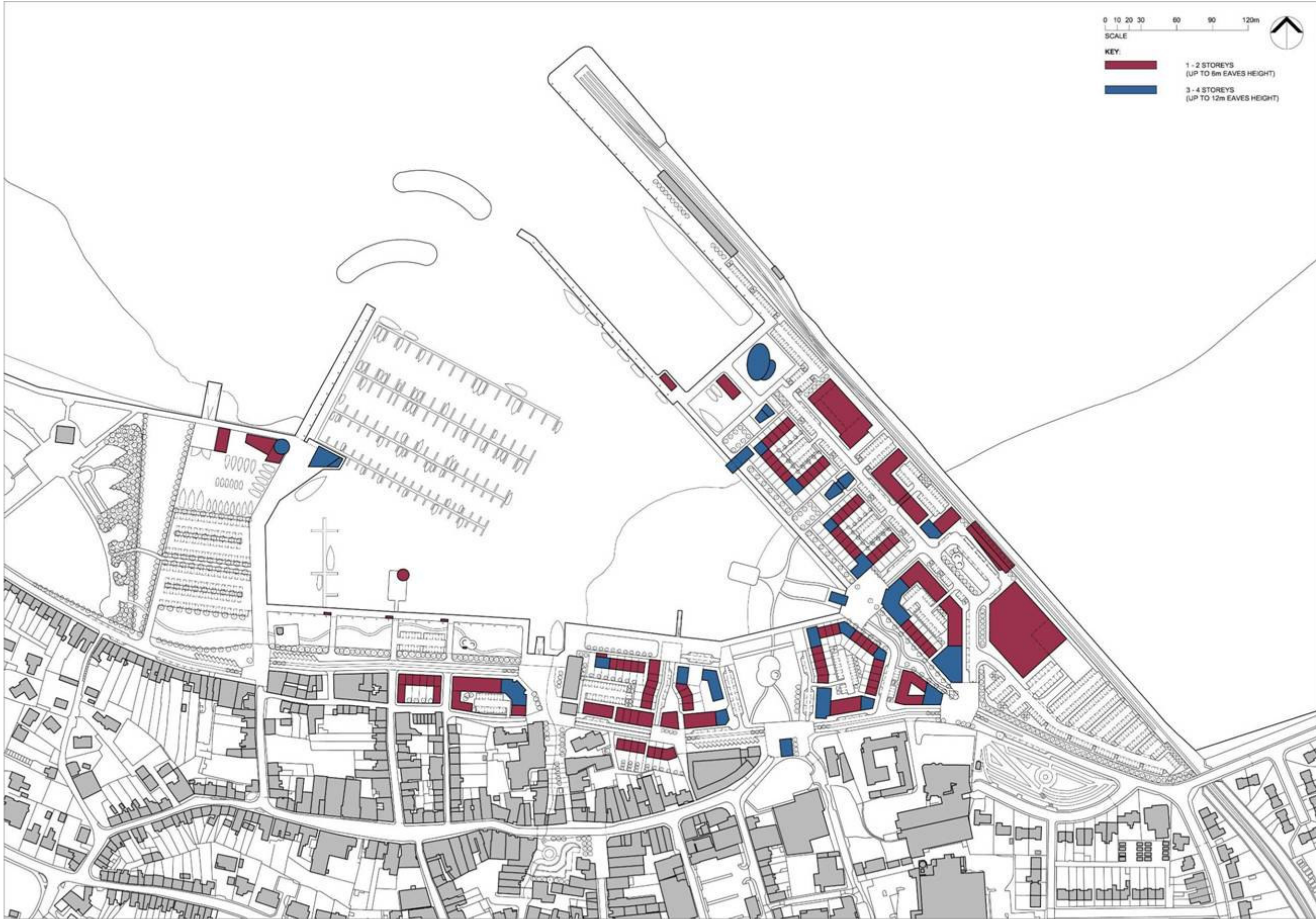
The total figures for these building uses for the whole masterplan area as follows:-

- Residential - 165 units
- Supermarket – 3,000m²
- Hotel – 8,200m²
- Culture & Leisure – 7,300 m²
- Commercial & Retail – 10,100m²

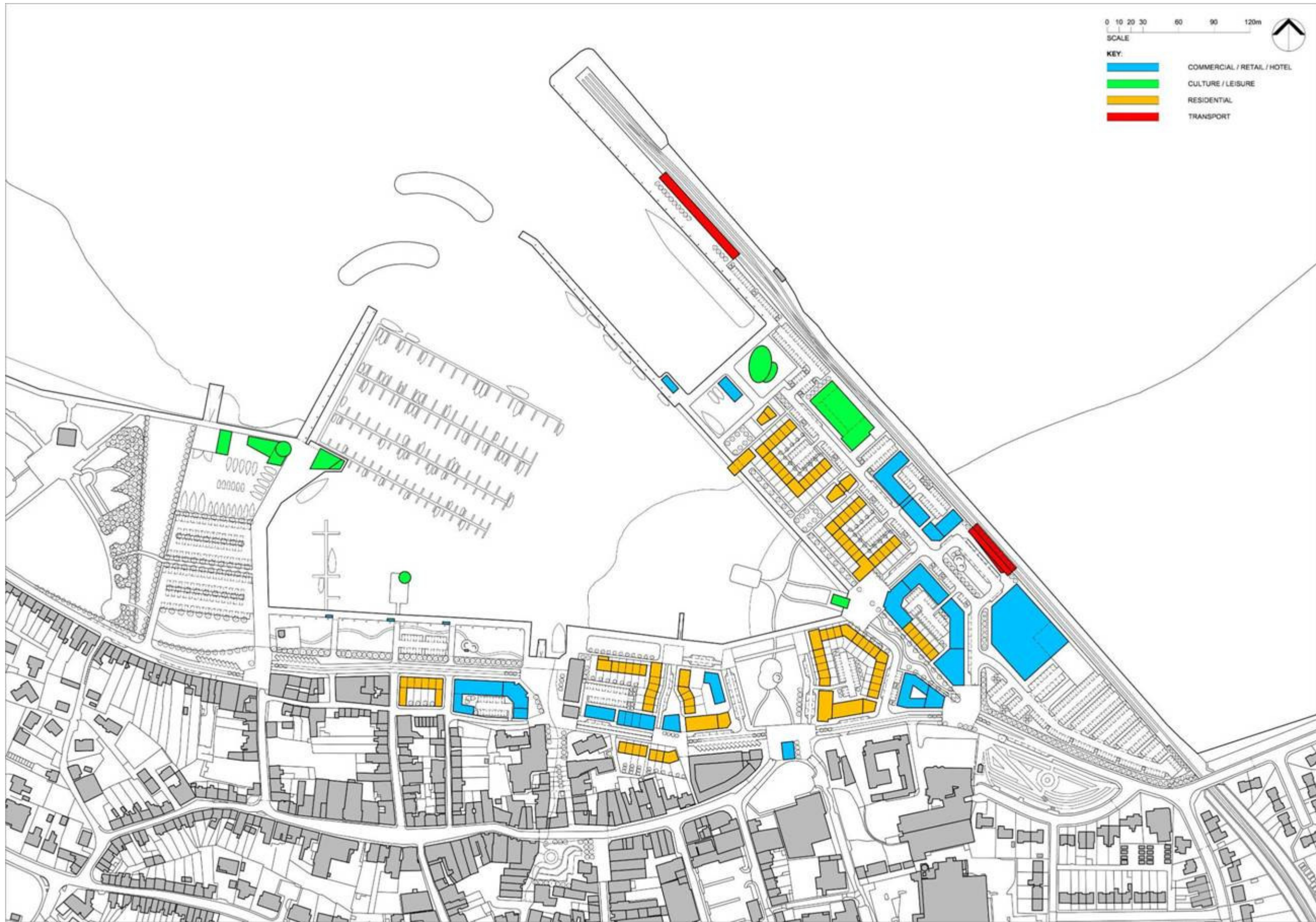
Detailed consideration of these figures in light of the economic analysis in section 4.1 of the report means that this masterplan is presented with a serious caveat. Although we have drawn a plan which shows the possible long term vision for Stranraer waterfront, the economic assessment does not in any way support this as realistic proposal. Within a 10 year regeneration period it should be possible to achieve the proposals in Character area one and two with some of the proposals in character area three. This further highlights the importance of establishing a positive temporary use for the East Pier while the initial phases of the regeneration are developed.



Figures 4.2 – Urban Design Strategy and Masterplan Proposals



Figures 4.3 – Proposed Building Heights



Figures 4.4 – Proposed Building Uses



Figures 4.5 – Sketch Aerial View of Masterplan Proposals

4.3 Strategic Proposals

Shared Space Proposals

This section of the report was provided by Ben Hamilton-Baillie Associates.

Objectives

Developing a coherent and distinctive approach to the streets and public spaces of Stranraer is intended to support the key goal of helping create an attractive, liveable and prosperous place of the town centre and its waterfront. Within this context, the approach intends to build on recent best practice to help move towards the creation of a high quality public realm, one that is accessible, legible, safe and inclusive. In addition the urban design strategy is intended to accommodate motor traffic and improve the relationship between vehicles, people and places, whilst avoiding the car dominance and highway characteristics that have eroded so much of the Scottish built environment.

Key Principles

The recommendations for Stranraer build on a number of interrelated themes that combine to create a coherent and integrated network of streets and public spaces forming the major part of the public realm. These principles can be adapted over time to suit specific contexts and to provide guidance over a number of years, and aim to inform and guide any development proposals and public highway investment related to the Town Centre **figure 4.6**.

These are elaborated in **Appendix D** and include the following:

- Place Making
- Low-speed design
- Clear Gateways and Entry Points
- Clutter Removal
- Accessibility
- Distinctive Lighting
- Defined On-Street Parking
- Simplicity and Future-Proofing.

The introduction of shared space principles of low-speed design and integrated movement allow a greater range of options to emphasize key places and connections. The urban design strategy will aim to build on the distinctive qualities and characteristics of Stranraer's streetscapes whilst aiming to reconnect the Town Centre with the Waterfront.

Gateways

The position of Stranraer at the head of Loch Ryan and its particular topography suggest a number of important points where the approaching roads make the transition into the town centre. These have identified as Transition Gateways and Town Centre Gateways. The Transition Gateways are as follows:

The sweep of Cairnryan Road around the bay from the east past the Marine Gardens offers the first opportunity for a transition gateway as the road crosses the railway line at the junction with Station Street.

To the west, the intersection of Foundry Lane and the start of the coastal park provides transition gateway for the magnificent sweep of Agnew Crescent.

From the higher ground above the harbour, the junction between Leswalt High Road and the intersection with Encliffe Lane and Park Lane suggests a similar transition gateway.

From the South the junction of Lewis Street (Stranraer's civic building Street) and Stonekirk Road is a major entry point.

The Town Centre gateways are as follows:

Gateway 1 – From the East the junction of Agnew Crescent with King Street and the West Pier forms a significant entrance to the waterfront area.

Gateway 2 - George Street at the intersection with King Street at the foot of High Street. There is scope for this junction to relate more closely to George Street, and to provide a clear sense of place by removal of build outs, unnecessary street furniture and an underused planting bed.

Gateway 3 - From the south, the intersection of Lewis Street with Sun Street and Bridge Street provides, emphasises the change of scale to the urban quality of George Street and Church Street.

Gateway 4 - The transition between London Road and Hanover Street close to the supermarket car park provides an opportunity for a second gateway into the town centre from the east.

Gateway 5 - The junction of Port Rodie and the new entrance to the East Pier. Future redevelopment opportunities at this key intersection will allow stronger containment and definition of this key space.

The location of the Town Centre gateways are shown on **figure 4.7**. Each of these gateway points require careful urban design to respond and reinforce the specific context and change in scale, and to prevent the gradual erosion of urban quality through standardised highway elements and geometry.

Key Streets

The current traffic management approach to Stranraer involves a one way system which has a significant disorientating affect as you try to negotiate your way through the town centre by car. This has obviously been a response to the narrow streets and the management of on-street parking. The Urban Design Strategy proposes a reconsideration of this approach to traffic management and ideally a reduction in one-way restrictions to improve the legibility and ease of access to the town centre

Stranraer's street network suggests a hierarchy of streets, with those running east-west providing the main structure. George Street and Charlotte Street provide a coherent form running parallel to Market Street and the waterfront. The Urban Design Strategy proposes the qualities of the principle east-west streets to be emphasized by a number of minor urban interventions including:

Design of public realm improvements which form "punctuation marks" in the progression along George Street at the intersections with Queen Street and Princes Street.

A more coherent creation of space around the Castle, the intersection with Castle Street, and the arched gateway through to North Strand Street.

The potential development sites between Market Street and the Waterfront allow a more radical transformation in the qualities of Market Street and Agnew Crescent. The wide scale and intrusive traffic markings have eroded the qualities of this key street. The introduction of shared space principles would permit a return to the promenade qualities evoked by older photographs, and an easier pedestrian connection between the town centre and the water.

A high priority for the transformation of Stranraer's waterfront is suggested by the intersection of Market Street with Harbour Street, where the Town Burn enters the Loch. The bulk of the Stena office building, and the point where the Town Burn flows out into the loch provide opportunities for a clearer terminus to the main section of the waterfront.

Linked to the eastern end of market Street, the small connecting yard and archway formed by North Strand Street provides an opportunity for a much clearer and legible link between the two principle parallel streets of the town. At present, ill co-ordinated signs and the detritus of bins and back-of-building facilities diminish the potential quality of this important link.

Secondary Streets

The introduction of shared space principles permit a number of minor changes associated with low speed movement to enhance the qualities of the many narrow connecting streets in the town centre. As a general principle, each intersection should be treated as a space, part of a vocabulary of points along the linear network of streets.

Of critical importance in achieving the low-speed environment essential to the strategy is the reduction in APPARENT widths of carriageways to the absolute minimum. A kerb-to-kerb width of six metres allows for two-way flows for buses and other large vehicles at slow speeds. One way carriageways should be limited to a maximum of 3.5 metres. Additional visual narrowing can be achieved through the treatment of the kerb and gutter detail, allowing the footway space to extend beyond the kerb line. Such details are widely used to maintain low speeds, and would ease the constrictions caused by some of the very narrow pavements in the towns centre.

The Urban Design Strategy has anticipated the pedestrian flows and patterns of movement within the waterfront. Such movement patterns create opportunities to emphasize pedestrian legibility and connections through the use of "courtesy crossings". Such informal crossing points have been demonstrated to be safer for all users at low speeds, promoting greater interaction between drivers and other street users. Examples where such crossings could be valuable include the space around the Castle, and the key desire lines across Market Street and the Waterfront.

We appreciate that there is some concern at officer level within D&G Council in relation to this change in the design approach to streets. In many respects the proposals are counter intuitive, however there is an increasing body of research which supports this approach. There was significant support for this approach in all the workshops and discussions held during the project. The overarching reason for promoting this approach is that we want to create pedestrian friendly, accessible, high quality spaces that will be distinctive to Stranraer and encourage locals and visitors to spend time in the town centre and waterfront area.



Figure 4.6 – Typical Shared Space Streets

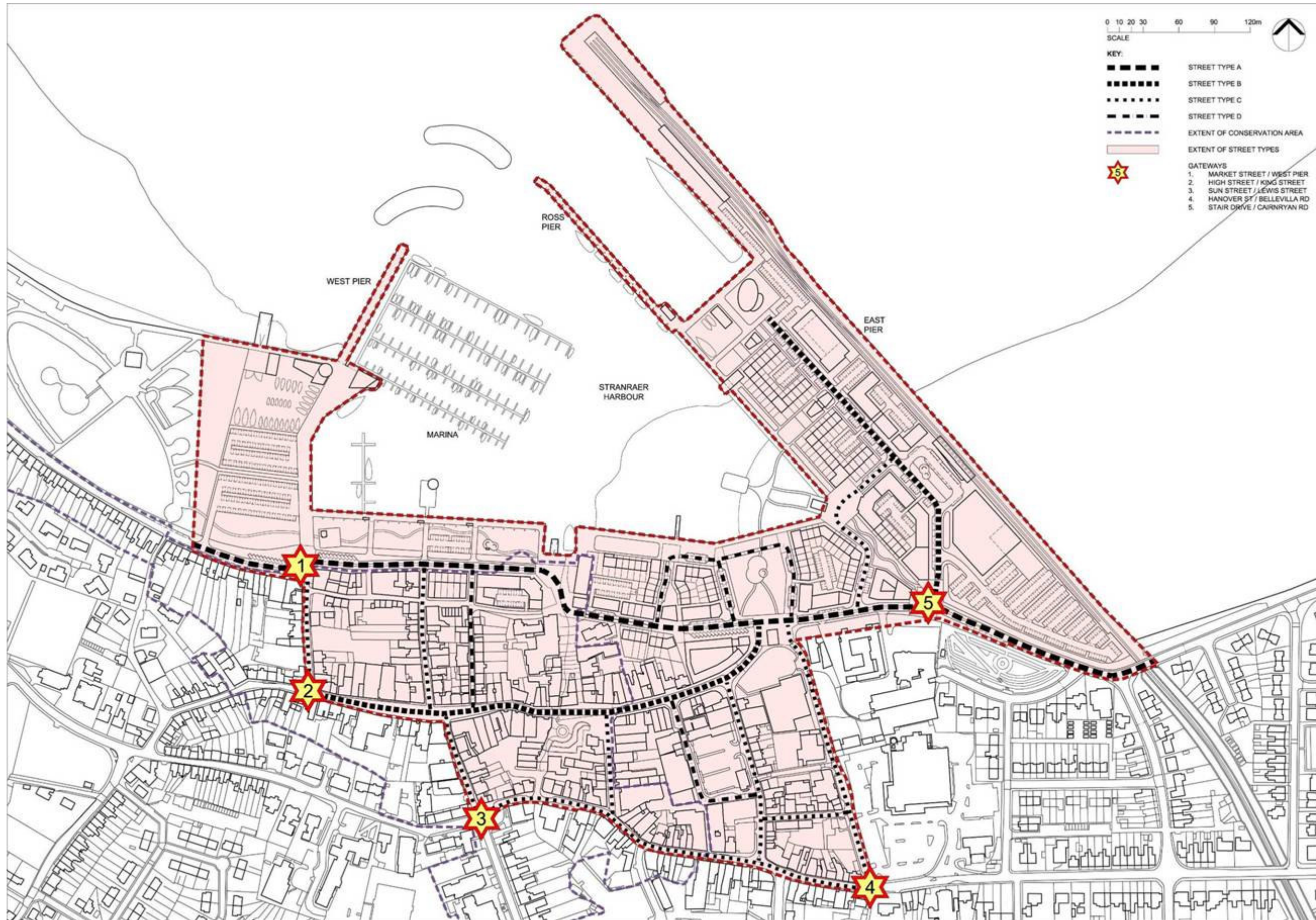


Figure 4.47 – Shared Space Strategy

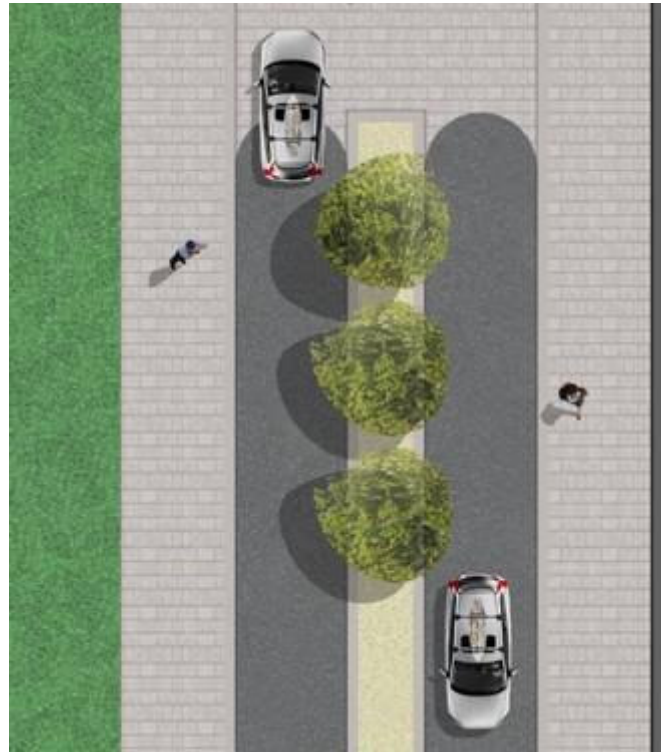


Figure 4.8 – Street Type A



Figure 4.10 – Street Type C

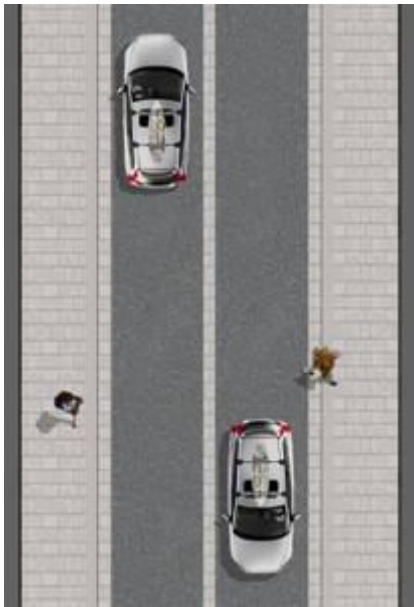


Figure 4.9 – Street Type B

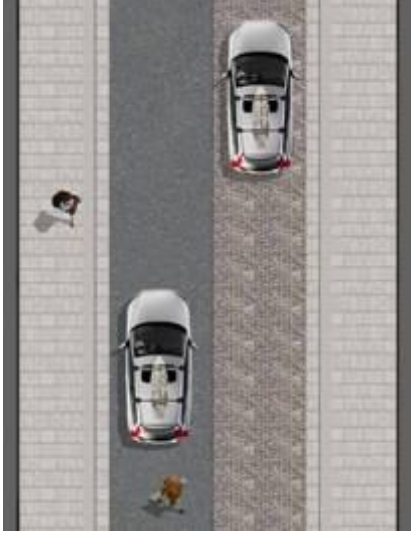


Figure 4.11 – Street Type D

As part of this report a hierarchy of street types has been designed to cover the differing requirements within the existing town centre and proposed masterplan area. Implementation of these will support the concepts of shared space and reduced vehicle speed. These street type principles can be described in more detail as follows:

Street Type A – This street type runs along the route of Market Street, Harbour Street and Port Rodie. This is a key route as not only is it one of the busiest roads in Stranraer but it marks the boundary between the town and the waterfront. Along its length it crosses the two major proposed shared surfaces. It consists of 2 lanes of cars with a median strip between. The carriage way width is consistent along its length, however the width of the median strip varies depending on location and topography. It is proposed that the carriageway would be 3m wide and formed in asphalt (as per all proposed street type carriageways). There would be a shallow difference in height between the pavement and road. Pavements would have conservation kerbs in a material to complement the paving. The median strip sits at the same level as the roadway. To emphasise its location it would be constructed in a contrasting colour of resin bonded gravel with a conservation kerb boundary, also at road level.

Along the length of the Street Type A there is parking where possible. This will be end-on angled to encourage reverse-in and drive-out usage. In some areas, due to available width parallel parking bays will be introduced. The median zone is not just a defining one between the two directions of traffic. It also acts as a stopping zone for pedestrians crossing, a zone to reverse over when parking and an area to cross over when changing direction. On the approach to a significant area of shared space the median zone helps emphasise the upcoming change by introducing trees. These, along with their curved termination of the roadway asphalt highlight to road users that they are about to enter a different type of space **Figure 4.8.**

Street Type B – This occurs with two-way traffic. The roadways are 3m wide, but are made to appear visually narrower by the introduction of a 400mm strip to each side of the asphalt in the same material as the pavement. The two lanes are also split by a 400mm central strip of this material, further helping to narrow the perceived roadway and thus reducing the speed of traffic. As with Street Type A the definition between pedestrian and car zone is further reduced by the minimal variation in height between pavement and roadway (approx 30mm) **Figure 4.9.**

Street Type C – This is a one way street and normally occurs in the narrow vennel streets where there is no space for parking. It consists of a 3m wide roadway and the remaining space to each side given over to pavement. The roadway is again visually narrowed by the introduction of the 400mm strip of paving material at road level **Figure 4.10.**

Street Type D – This is similar to Street Type C in that it is a one way street. In this street type occasional parallel parking is also introduced. The parking zone will be at the roadway level but the materials will be different. Cobbles or similar will be used in the parking areas to tie these zones more into the pavement areas but not be identical to them **Figure 4.11.**

In general a simple palette of materials will be consistent in all street types. In the defined shared space junctions the pavement material and level will be used, this reducing car speed and encouraging pedestrian use.

4.4 Parking Proposals

Ease of car access to Stranraer is critical if it is to effectively fulfil and increase its role as a town serving the whole of the Wigtown area. The current car parking provision has resulted in a large number of car parks in prominent locations along the waterfront. This is hardly surprising in the context of a busy ferry port, but has a very negative influence on the quality of the space and experience of the town. The challenge is to provide adequate car parking in a format that works for the drivers and does not undermine the vision of creating an 'attractive seaside town' setting. People are very attached to their cars and changes to the current situation is likely to be an emotive situation.

The Project Team have carefully considered the existing situation and our Open Space analysis drawing in **Appendix B** shows the extent of car parks on the waterfront. The capacity of the main public car parks is follows:

- Marine Lake – 200 spaces (**figure 4.12**)
- Breastworks – 100 + lorry spaces
- Market St at Queen St – 33 spaces
- Market St at Princes St – 57 spaces
- Stranraer Library – 21 spaces
- Adjacent to Ulsterbus garage – 110 spaces
- Port Rodie – 238 spaces
- **Total – 759 spaces**

There was a survey carried out by D&GC transportation department in 2002 which recorded the % spaces used in the car parks listed above and found that at peak times only 47% of the available spaces were being used. The general opinion is that there has been no significant changes in the last seven years that will have had an influence on this analysis. There are other car parks adjacent to the waterfront such as Tesco, Morrisons, Rose Street (70 spaces), Hanover Square (143 spaces) and Argos/O2 shops and some provision for car parking on street, which were not included in this survey. Undertaking a similar more comprehensive current survey of car parking is a recommendation of this report.

The Project Team proposal for car parking strategy is as follows:

- Removal of the parking adjacent to Ulsterbus, Market St/Queen St, Market St/Princes St and Library car park. This reduces the provision by approx 110 spaces
- Removal of the parking at Port Rodie as this only serves the Stena operation it is assumed that the relocation of Stena will remove the requirement for this parking. This reduces the provision by approx 238 spaces.
- Reduction of Breastworks parking to remove lorry parking and reduce car parking to 28 spaces. Initially we proposed no car parking on the Breastworks, however during discussions at the Client and Stakeholder meeting there was concern about this proposal. There was also a suggestion that people like to be able to watch the harbour activity from their car. In light of these concerns some parking has been retained in this location. This reduces the provision by approx 100 spaces.
- Removal of the parking at Tesco car park and the redesign of the street junctions and areas such as North Strand Street will result in a reduction of spaces by approx 50 spaces.

- Provision of car parks to the east (related to the supermarket 220 spaces) and west (marine lake car park 110 spaces) of the waterfront encouraging visitors to park and walk and ideally reducing the amount of through traffic. This results in additional 330 spaces.
- Provision of car parking specifically for the marina activities. This results in additional 100 spaces.
- Provision of more car parking on street, in accordance with the Shared Space principles outlined in section 5.3 of the report. This provides the opportunity for available spaces to be closer to the desired destination than specific car parks might be. This provides 35 spaces for Character Area 1, 45 spaces for Character Area 2, 60 spaces for Character Area 3, and 110 spaces for Character Area 4. This results in additional 250 spaces.
- Provision of car parking for proposed development in back courts reduces the impact of car parking on the streetscape and the masterplan proposal provides 50 spaces for Character area 2, 50 spaces for Character area 3, and 60 spaces for Character area 4. This results in 160 additional spaces.

An outline analysis of these numbers shows that the car parking provision within the masterplan proposal is 860 spaces an increase of 100 spaces. While this has not been subject to detailed analysis the current under-use of the spaces (i.e. approx 380 spaces), the removal of ferry parking (i.e. approx 240 space and the additional 100 spaces results in a situation where 720 spaces have been provided for the proposed developments and the increased demand of a successful waterfront.

The more popular Stranraer waterfront becomes the more demand there will be for parking and hence this aspect of the proposals will require careful monitoring and review as the regeneration proceeds. In light of the anticipated pace of development and the likely availability of undeveloped space, which could provide additional/ overflow parking to assist in the management of the parking provision, this provision can be effectively managed.



Figure 4.12 – Existing Marine Car Park



Figure 4.13 – Example of on-street parking in Stirling



Figure 4.14 – Example of on-street parking and careful selection of materials

4.5 Sustainable Design Proposals

As part of the design development of the Masterplan proposals, Sustainability Analysis has been carried out by the British Research Establishment (BRE) as an initial application of the BRE 'Greenprint' assessment process. BRE analysed the masterplan proposals and research under the 8 BRE 'Greenprint' categories and provided a commentary including identifying any physical constraints to delivering a sustainable masterplan. BRE also presented key principles to embed sustainability into the masterplan and future sustainability steps in the procurement process.

The sustainable design proposals have been incorporated within the Urban Design Strategy and Masterplan in order to encourage the implementation of a sustainable mixed-use development. However, it must be highlighted that many of the requirements of the BRE 'Greenprint' assessment are more detailed than the drawn information included within the scope of this Masterplan study.

This section of the report intends to highlight the design principles which should be considered in the future detailed design development of specific areas of open space and buildings within the waterfront area. The information is presented under the 'Greenprint' headings and subheadings considered by BRE to be the most relevant for the ongoing development of the area **figure 4.15**:

Climate Change: Flooding

It is essential that Dumfries and Galloway Council carries out a flood risk assessment and consult with the Scottish Environmental Protection Agency (SEPA) at the earliest possible opportunity to ensure impacts of flood risk are taken into account as the Masterplan is taken forward. Dumfries and Galloway Council must also carry out their responsibilities in line with the new Flood Risk Management (Scotland) Bill. Results of this assessment need to be taken account of in the detailed design and site layout of specific open spaces, buildings and their surroundings as regeneration is taken forward.

The use of effective Sustainable Urban Design Systems (SUDS) throughout the waterfront is essential to manage and reduce the amount of rainwater entering the existing settlement tanks and appropriate space should be included in the detailed design of specific plots and their external spaces. It should be acknowledged that this may not be suitable for all areas of the Masterplan as much of the land has previously been reclaimed from the sea.

There is potential in the masterplan to maximise the use of permeable surfaces in order to reduce areas of hard landscaping. This should be a requirement for developments where appropriate to ensure their installation, including the supermarket car park, Marine car parks and hardstandings and car parking to the rear of the proposed housing and commercial buildings.

Climate Change: Cooling

A separate feasibility study for the use of seawater or other renewable or energy efficient technology for ventilation and cooling devices should be carried out to assess the suitability for inclusion in the detailed design of the commercial and leisure developments. The buildings which are likely to require high cooling loads have been located near the sea to the East Pier in this Masterplan design.

Climate Change: Sustainable Energy

An aim of the Masterplan is to increase the overall efficiency of the development through energy efficient design and management and to

promote the increased use of renewable energy sources to reduce dependence on fossil fuels producing CO2 emissions. A significant aspect of the design will involve orientation of buildings for passive solar design where possible/appropriate depending on building type.

A challenging aspect of the Masterplan is the fact that many of the buildings will ideally face the waterfront which has a northerly aspect and the narrower plots in this location may suffer from overshadowing in winter months and therefore location-specific design of the buildings will need to strike a balance between these conflicting demands. The greatest opportunity for passive solar design will be on the East Pier and the layout and detailed design of the housing and gardens in this area should reflect the southerly orientation. Window heights, size and heat loss properties will need to be considered with regard to passive solar design during the detailed design of each of the buildings.

For residential uses it is important that, where possible, the buildings are orientated within 30 degrees of due south with avoidance of overshadowing and are protected from cold (northerly) winds.

While it is generally not as important to consider passive solar design for business or commercial activities (cooling may be more of a requirement dependent on the building uses), it should not be disregarded at the Masterplan stage. The requirements for heating and cooling can then be evaluated at detailed design stage of the individual buildings.

It important that leisure facilities are orientated with any key public areas orientated within 30 degrees of south with avoidance of overshadowing and protected from cold (northerly) winds to ensure usable spaces.

A sun path study should be carried out as a separate study to ensure that as the Masterplan is developed, the number of buildings that are restricted or unable to benefit from passive solar design are minimised. This study will also help influence the orientation of buildings for the capture of solar energy on roofs.

Given the scale of the proposed development the provision of a Combined Heat and Power system (CHP) with associated district supply network provides a significant opportunity to effectively use renewable energy sources for the whole area. The Masterplan proposals identify an area on the East Pier adjacent to the cultural building, which could serve the proposed buildings to the East Pier. The supermarket may also warrant its own smaller CHP plant integrated into the building. The inclusion of CHP plants would involve high level agreement and initial investment by the regeneration partnership to ensure that this was successful.

A separate feasibility study should be carried out to establish the optimum locations for CHP plants and other sustainable energy sources such as off-shore wind or tidal power and the suitability of ground source heat pump collectors.

Other aspects of climate change should be considered in the detailed design including the use of open water and fountains in public spaces, the provision of some shaded areas to public spaces and footpaths and the incorporation of green roofs and vegetated walls, which help to prevent the urban heat island effect.

Climate Change: Water Efficiency

The Masterplan provides plenty of scope to allow for rainwater harvesting to be included. Space for rainwater tanks and individual water butts should be allowed for in the detailed design of the individual buildings for any non-potable water uses where appropriate.

Community: Consultation

Stakeholder Workshops and Community Consultations have been held as part of the masterplan process. Detailed information on these events is provided in sections 2.6, 2.7, 3.3 and 3.4. The aspirations, needs, ideas and knowledge of participants have been taken incorporated in the process to date. The subsequent stages of the regeneration must continue the dialogue which has already been established. The organisation tasked with the regeneration should establish a formal mechanism for the ongoing engagement and influence of the community and stakeholders in the process.

Community: Lifetime Neighbourhoods, Mixed-Income Developments

The Masterplan encourages the creation of a Lifetime Neighbourhood. A successful integration of different housing types, sizes and tenures in areas with good links to the surrounding urban fabric and which provide access to the full range of services, facilities and employment is crucial to creating a Lifetime Neighbourhood. High-quality development briefs should be created for each individual site which set out the requirement to create a variety of mixed-income developments with a target mix of tenure and range of unit sizes to be set for the entire site, including an appropriate provision of affordable housing. The requirement for Lifetimes Homes standards should also be considered during the design of individual sites.



Figure 4.15 – BRE Greenprint Analysis Diagram

The Masterplan proposes a redeveloped area with a strong identity and sense of place, the scope for the provision of sufficient, accessible and inclusive housing, services, facilities and open space.

It is important that there is a strong commitment from Dumfries and Galloway Council and the regeneration partnership to select partner developers and Registered Social Landlords which have a good track record and which are committed to the concept of mixed communities.

Place: Efficient Use of Land

All the Masterplan proposals will be on brownfield, reclaimed land and two sites currently used as car parking, 'repair to urban fabric'.

While the majority of the development will be new construction on areas of brownfield land such as the ferry terminal and existing car parking, buildings will be refurbished or re-used where appropriate including the Harbour Master's Office and the existing Stranraer Harbour Railway Station.

Place: Form of Development

The Masterplan proposals are based on studies of physical and visual connectivity between the fabric of the existing town and the waterfront. The Masterplan intends to achieve the objective of the waterfront being uncomplicated for users to navigate around, especially for pedestrians and visitors to Stranraer. The Masterplan is also influenced by studies of the existing character of landscape and the layout of the built areas with the result that the block/zone layout respects and enhances existing character of landscape.

The Masterplan layout enables the creation of defensible spaces that clearly define public and private spaces making a clear distinction between public fronts and private backs, allowing for secure gardens or parking, or delivery access at the rear and an overlooked, safe public realm.

Neighbourhood identity should be established during the detailed design of each particular area, based on the four Character Areas of the Marina, Extension of the Town Centre, Gateway to the East Pier and the East Pier.

Active frontages should be produced in line with Active Frontage Guidelines of the English Partnerships Urban Design Compendium, requirements of which are detailed in Section 4.6 and referred to in the individual Character Area Proposals in Chapter 5.

Place: Open Space

To ensure access to high quality public space, the Masterplan proposals include significant levels of open space including the green spaces, public square and refurbished promenade totalling almost 40% of the total Masterplan area, exceeding the BRE guidance of 25% as good practice and closer to the best practice recommended level of 50%.

There is the potential to provide even greater provision of useable open space should areas be hard landscaped or laid to grass for the period prior to being developed, which would result in the best practice figure of 50% being exceeded for the period until development of the entire waterfront is completed. The Masterplan also identifies ample provision of significant accessible play space, the exact requirement of which will emerge during the detailed design of each site. More detail is provided on this within Chapter 6.0 of the report.

Place: Adaptability

The Masterplan identifies areas that are suitable for commercial, retail and light industrial units to the East Pier. These should be designed in detail so that they can be adapted to suit changing market needs. Additionally,

blocks identified as residential should be suitable for the inclusion of retail units such as a café or shop unit on the ground floor, especially to the promenade or to important corners.

Place: Crime

The Masterplan encourages to Secured By Design or equivalent standards to be achieved for each building or development site, as described in Section 4.6.

Transport: Parking

The Masterplan is located on the edge of the existing town centre with existing public transport links. A new Public Transport Interchange (rail bus, taxi) is proposed in a new position closer to town centre to encourage and enable use of public transport.

Detailed information on the parking proposals are included in Section 4.4. The reality is that Stranraer will always require significant provisions of car parking as a result of its location.

There is potential in the detailed design of areas of the Masterplan to allow off road space for HGV/delivery vehicle loading space for retail, commercial and industrial units.

Transport: Pedestrians & cyclists

The Masterplan promotes cycling as a real alternative to the use of private cars for shorter journeys by its proposals to implement shared space principles within the town centre and waterfront area i.e. making all streets safer for cyclists and pedestrians. Secure cycle storage facilities are to be provided for all residential and commercial developments, with provision of high quality bicycle racks throughout the area within the public realm.

Transport: Traffic management

The proposed road layouts are designed in such a way so to ensure vehicle speeds are appropriate to all road users and to enable residents to use and enjoy space around homes whilst maintaining vehicular access. Some streets are designed for pedestrian priority and junctions are based around the concept of shared spaces. The use of passive design measures including road narrowing and surface treatments also encourage a low-speed environment.

Ecology: Conservation and Enhancement of Ecology

Dumfries and Galloway Council should carry out an ecological survey of the site and any appropriate surrounding areas. This is in order to determine the ecological value of the habitats in and around the site to maintain and enhance biodiversity and protect existing natural habitats. Discussions with Scottish Natural Heritage have highlighted the significant ecological quality of Loch Ryan generally. The relocation of the ferries and the proposed alteration in Scottish Water waste disposal will provide an opportunity for the ecological quality of the area to improve. The masterplan will provide ecological enhancements in the future due to the large provision of green open space. Reference should be made to the Dumfries and Galloway Local Biodiversity Action Plan during detailed design development of specific sites.

Ecology: Recycling

There is sufficient space within the Masterplan to design in adequate, accessible and suitable space for storage of recyclables in or around all buildings, in addition to the possibility of addressing water efficiency on site through the use of rainwater storage tanks. **Figure 4.16**

Resources: Appropriate use of Land Resources

The Masterplan takes account of the conservation area, local and major

landmarks and significant buildings. As the majority of the land is reclaimed, it is unlikely that the Masterplan will need to take into account of any archaeological survey findings.

Resources: Noise pollution

In order to reduce the impact of noise, the Masterplan takes account of any significant external noise sources and minimises the impact of these on any residential buildings. Some noise from the marina and fishing vessels is inevitable, although this is recognised as a feature of being located adjacent to the waterfront.

The only remaining concern regarding noise pollution is the final location of the proposed Scottish Water pumping station. Further evaluation should be made by Dumfries and Galloway Council regarding the effect of the pumping station on any future neighbouring properties.

Business Competitive Business

Consultation has been carried out on the scope/size of new business space which will maintain the viability of existing businesses and existing economy which has informed the masterplan. Further economic studies should be carried out in the near future on cost and demand of business space/sectors and business incubator units.

Buildings

All commercial and leisure buildings should achieve BREEAM rating Excellent. All residential units should achieve EcoHomes Excellent or Code for Sustainable Homes rating 4. Passive solar design opportunities should be encouraged to identify issues of overshadowing and maximise south facing orientation opportunities where possible. This will be one of the major issues on this site due to the north facing coastline.

Use of passive solar design principles on some of the sites will depend on the density of each development and incorporating these principles from the commencement of the design of the individual buildings. Building design should focus on the conservation of energy with high insulation, air tight construction and whole-house ventilation with renewable energy solutions to provide additional benefits.



Figure 4.16 – Example of Separated Waste Collection in Barcelona

4.6 Other Strategic Proposals

These are a number of secondary aspects which should influence the detailed design of buildings and places within the waterfront on the following topics.

- Active frontages of buildings
- Accessibility
- Security.

Some strategic proposals in relation to these is provided here.

Active Frontages Proposals Figure 4.17

Ensure active frontages where appropriate are in accordance with Active Frontage Guidelines of the English Partnerships Urban Design Compendium.

Making frontages 'active' adds interest, life and vitality to the public realm. This means:

- frequent doors and windows, with few blank walls
- narrow frontage buildings, giving vertical rhythm to the street scene
- articulation of facades, with projections such as bays and porches incorporated, providing a welcoming feeling; and, on occasion
- lively internal uses visible from the outside, or spilling onto the street.

The information below provides a scale to judge the performance of designs according to the amount of active frontage. The challenge is to attain 'Grade A frontage' wherever possible. These are most likely to be in core retail areas, though even housing frontages can be enlivened with attention to detail.

Grade A frontage

- More than 15 premises every 100m
- No blind facades and few passive ones
- More than 25 doors and windows
- Much depth and relief in the building every 100m surface
- A large range of functions • High quality materials and refined details.

Grade B frontage

- 10 to 15 premises every 100m
- A few blind or passive facades
- More than 15 doors and windows
- Some depth and modelling in every 100m the building surface
- A moderate range of functions
- Good quality materials and refined details.

Grade C frontage

- 6 to 10 premises every 100m • Very little depth and modelling in the building surface
- Some range of functions

- Standard materials and few details
- Less than half blind or passive facades.

Grade D frontage

- 3 to 5 premises every 100m
- Flat building surfaces
- Little or no range of functions
- Few or no details
- Predominantly blind or passive facades.

Grade E frontage

- 1 or 2 premises every 100m
- Flat building surfaces
- No range of functions
- No details and nothing to look at
- Predominantly blind or passive facades.

Inclusive Design Proposals

An inclusive environment is one which can be used by everyone – regardless of age, gender or disability. Inclusive design is not just about buildings. It applies to both the internal and external environment where people take part in everyday activities, including shops, offices, leisure facilities, parks and the street. Public spaces have an important role to play as they link all parts of the built environment together. The overall composite design of building and spaces should be produced to achieve this inclusive requirement. Scottish Government Planning Advice Note PAN78 provides further information and references on this aspect. **Figure 4.18**

Secured by Design Proposals

Crime or the fear of crime and the impact it can have on the life of individuals or communities are matters of considerable public concern. Scottish Government Planning Advice Note PAN46 draws attention to the planning issues involved in the prevention of crime and gives advice on how crime prevention at community safety can be taken into account in development control and project implementation. The aim of the planning system and documents which form part of its guidance in this respect is as follows:

- Creating safe and secure environments
- Reducing the scope for crime
- Increasing the risk of detection
- Encouraging community interaction.

The design of the buildings and spaces within this masterplan should enhance the secure by design qualities of the area by complying with general principles such as natural surveillance, privacy, definition of boundaries, landscaping, lighting, access and parking as to find in the planning advice note and elaborated in more detail by guidance from Strathclyde Police on Secured by Design accreditation of buildings, car parks and landscaping. Secured by Design accreditation and any associated BREEAM credits should be sought for individual buildings and plots at the detailed design stage of each plot.



Figure 4.17 – Example of Active Frontages at Portpatrick



Figure 4.18 – Importance of Accessible Environments

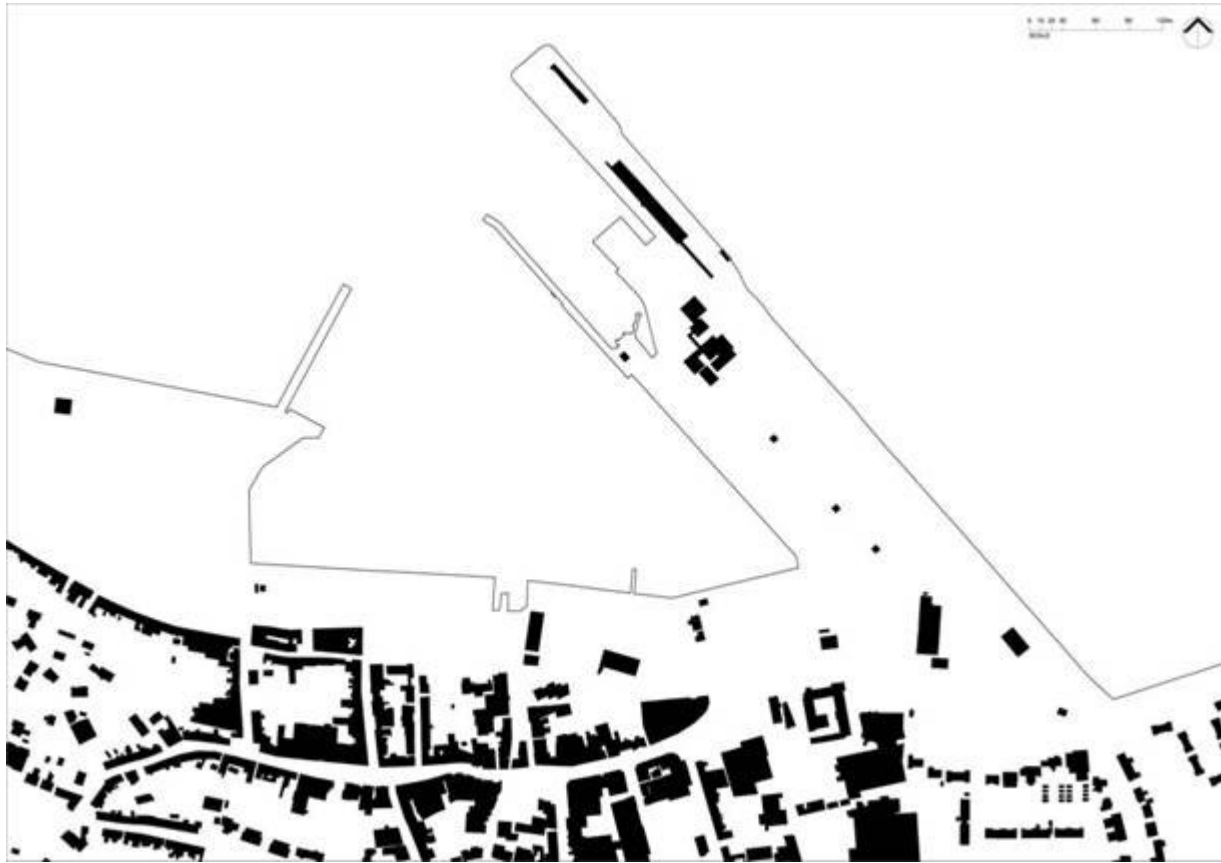


Figure 4.19 – Figure Ground as existing

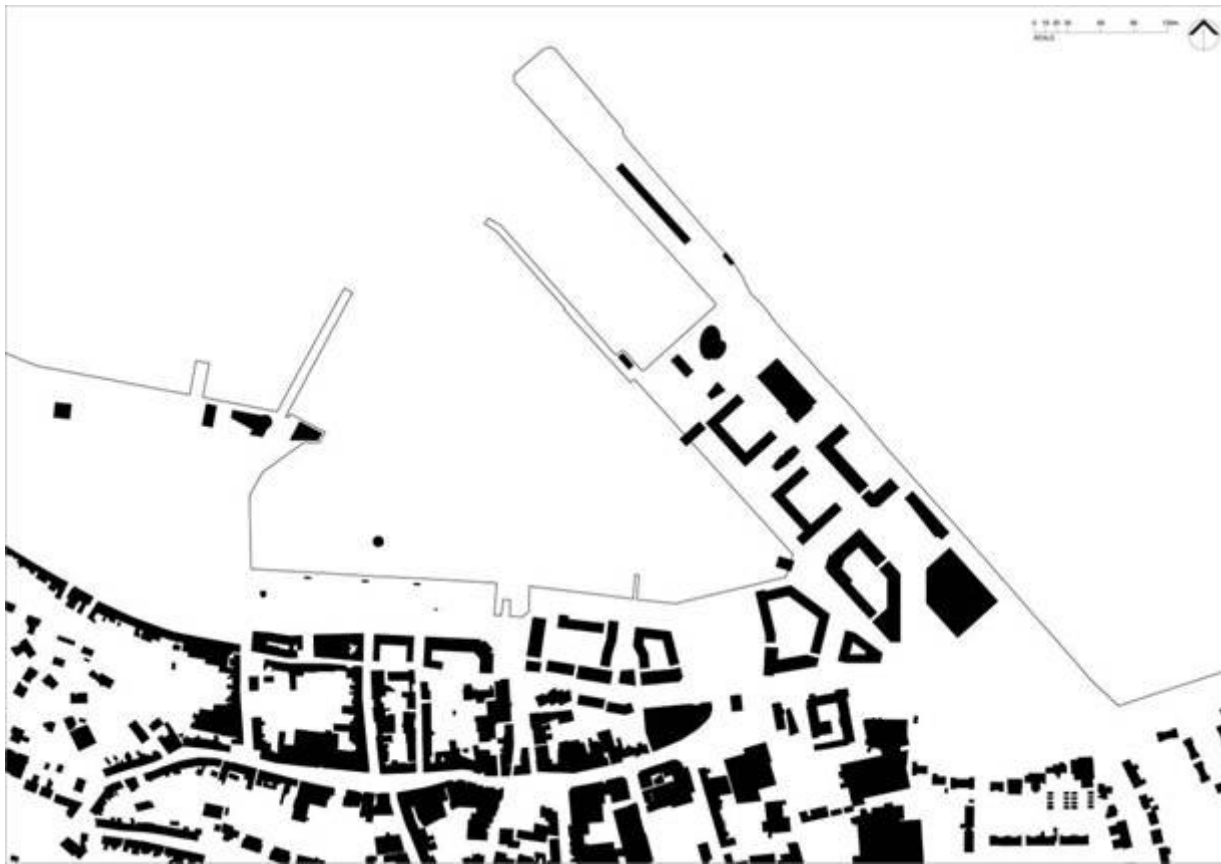


Figure 4.20 – Figure Ground as proposed

5.0 CHARACTER AREA PROPOSALS

The **Character Area Proposals** provide specific proposals within each of the following Character Areas, the boundaries of which are indicated on **figure 5.2**.

- Character Area 1 - Marina
- Character Area 2 - Town Centre Extension
- Character Area 3 - East Pier Gateway
- Character Area 4 - East Pier.

Information on the four Character Areas is provided under the following sub headings:

- Nature of the Area
- Urban Form and Building Heights (**UF**)
- Open Space and Public Realm (**OS**)
- Routes and Linkages (**RL**).

There is a proposal drawing of each area provided following the text, an isometric view of the three dimensional form of the Character Area and precedent photos of similar examples elsewhere. The information in this Chapter is presented as a specific proposal (in bold) with a reference code e.g. **UF 1.4** (i.e. Urban Form Character Area 1 and proposal 4) that is noted on the drawing and the likely timescale in brackets. The assumed timescales are Short: 0 to 5 years, Medium: 5 to 10 years, Long: 10 to 20 years. There is more detailed explanatory text on how the proposal might be implemented and the key aspects which should be considered in the assessment of a particular proposal.



Figure 5.1 – View of Town Centre Extension Proposals

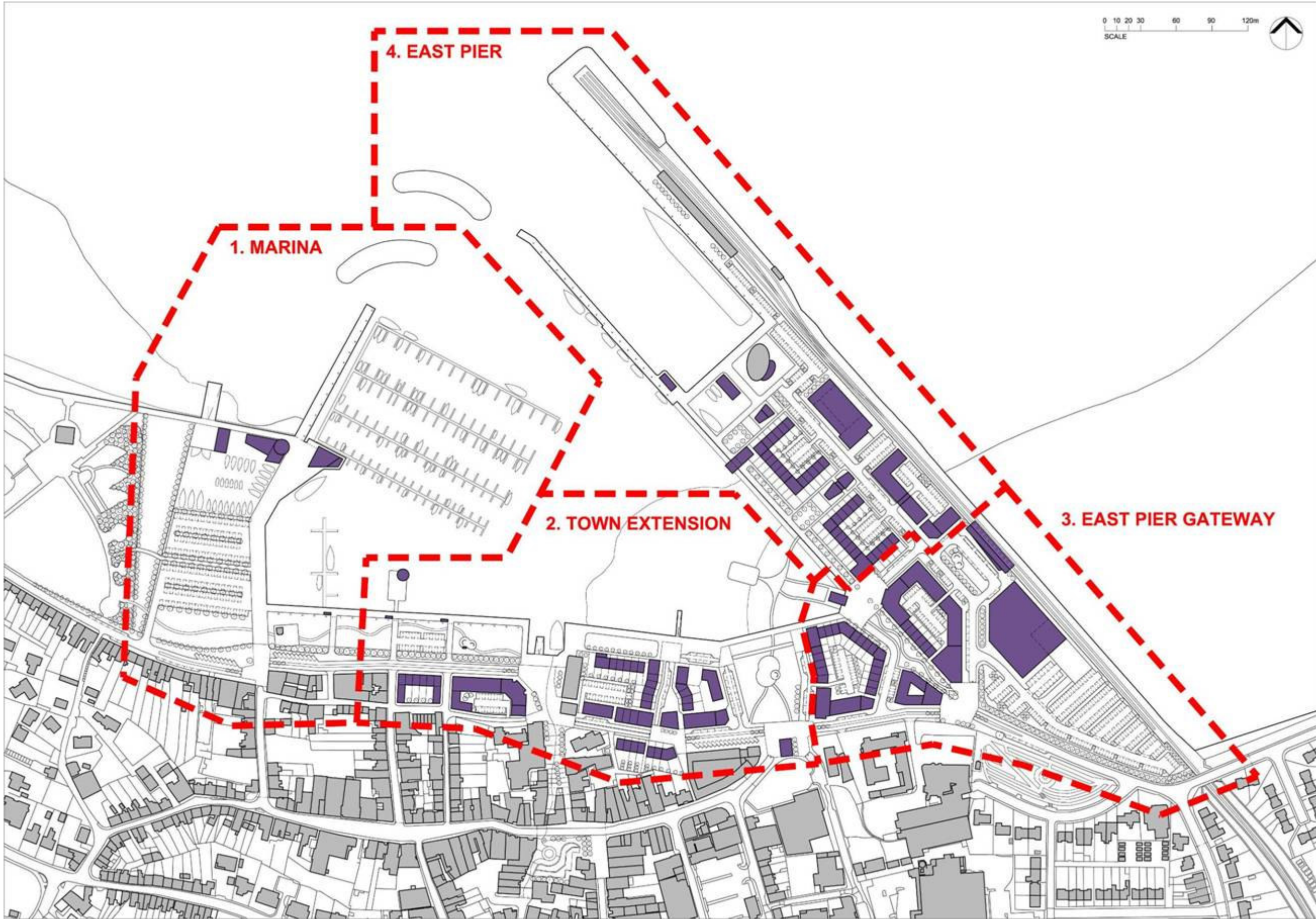


Figure 5.2 – Boundary of Character Areas

5.1 Character Area 1 - Marina

Nature of the Area

This is the area where the Marina activities will take place, any proposals which support this purpose are to be encouraged in this area.

Agnew Park and Crescent are high quality aspects of the existing Stranraer Waterfront and most accurately reflect the aspiration to create an “attractive seaside town” in the short term.

The aerial views of the area are shown in **figure 5.3** and Proposal Plan of this area is shown in **figure 5.6**.

Urban Form and Building Heights

Construct a new marina facilities building in a prominent location – UF-1.1 (short)

The zone to the north-east corner of the promenade (currently use by the fishermen) is identified as a prominent site for the marina facilities building. It is envisaged this building would incorporate basic facilities necessary to attract a marina office, small chandlery, telephone and Wi-Fi, toilets, shower and changing facilities, disabled facilities, and a small bar/café with external deck overlooking the harbour. This building should be 2 or 3 storeys high, designed to be viewed from all sides and form a strong visual landmark of the marina. A Planning Application (ref 07/P/1/0096) for a similar building on an adjacent site was approved in 2007. **Figure 5.5** illustrates a newly-completed marina facilities building in Portavadie, Argyll.

Construct new buildings required to support the marina services – UF-1.2 (medium)

The zone to the north-east of the dry boat storage is identified as a suitable for future buildings associated with the marina facilities. These could include additional administration-based office accommodation, onshore small storage, chandlery, changing areas, showers and lockers and possibly function rooms and training rooms. The size and type of buildings to emerge here will depend on the success of the marina. These buildings should be 2 storeys high or equivalent.

Retain and preserve the Harbour Master’s Office UF-1.3 (short)

This distinctive building which has a grade C(s) listing is part of the history of Stranraer and should be refurbished and ideally a new use found for the building.

Open Space and Public Realm

Improve Marine Lake car park OS-1.1 (short)

The proposals for the ‘Marine Car Park’ area of the Masterplan serve the purpose of retaining a suitable provision of existing public parking serving the town and the waterfront, providing separate and secure parking serving the marina facilities whilst making the parking less intense by offering additional landscaping and retaining a section of the existing green space in this area.

The Marine Public Car Park will be primarily accessed by vehicles from Agnew Crescent as currently, with pedestrian permeability increased with several new accesses formed in the low boundary wall to the east to the promenade and harbour.



Figure 5.3 – Aerial Views of Character Area 1

Provide secure car park for marina users OS-1.2 (short)

The Marina Car Park will be more secure in its design with fewer access points and barriers for vehicle entrance and exiting. This will take account of the nature of this type of facility where boat users may leave their car here for extended periods of time.

Provide new slipway OS-1.3 (short)

Form a new slipway and associated boat access and vehicle turning to provide ease of access for sailing boats, jet-skis, motorboats etc with vehicle access and parking for cars and trailers (short). This was a recommendation from Halcrow Group Ltd Report, Stranraer Slipway Location Review Detailed Assessment (dated July 2007)

Provide secure boat storage adjacent to the slipway OS-1.4 (short)

The dry boat storage area to provide a secure facility with only boat owners having access. This will be for storing small craft, possibly yacht club boats and space for boats under repair and winter storage. This is located near to the slipway to provide ease of access. The exact size of this facility will be dependant on demand and may need more area if the marina is successful. There is expansion space to the west on the landscaped wedge of land.

Increase the provision of pontoons in the harbour OS-1.5 (medium)

The demand for the existing pontoons will be established more clearly during summer 2009 and depending on this, additional pontoons should be added. Ideally the pontoons will be extended to 250 berths (level shown on drawing). A second breakwater is likely to be required to reduce the intensity of wave action in the inshore water of the harbour, as detailed in OS 4.4.

New park to Harbour Office OS-1.6 (short)

This will form part of a larger public space to the Breastworks, however this section should be designed to reflect its location at the entrance to the harbour pier and to provide an appropriate high quality setting for the Harbour Master's Office. It will be a place with lots of activity and things to look at, therefore design should encourage people to dwell in the area.

Routes and linkages

Provide a shared space and Waterfront Gateway RL-1.1 (short)

This is an important entrance to the Waterfront from the west located at the junction of Market St and Agnew Crescent. This should be designed in accordance with the shared space principle outlined in chapter 4.3. This is particularly important as it reflects the change in the more typical road design to the waterfront / town centre environment. This is an ideal location for a dramatic sculpture reflecting the history of the town and enhancing the sense of the gateway.

Reinstate public access to West Pier RL-1.2 (medium)

The proposals for the West Pier involve the refurbishment of the existing pier, reinstating public access with additions of seating, shelters and well-designed lighting along its length. Visitors to the pier will be able to achieve excellent views along the beach to the west and over the marina pontoons and Stranraer Harbour. There was mixed views on this proposal at the stakeholder workshop and the options of retain or refurbish are financially comparable. The consultant team consider that the historic nature of the pier, the opportunity for views and the visual enclosure it provides to the harbour make it worthy of retention.

Extent the coastal route through this area. RL-1.3 (short)

This forms part of a strategic pedestrian and cycling route through the Waterfront and to the edge of Loch Ryan generally. It should be designed to provide a comfortable walking environment with a variety of spaces and opportunities to stop.

Provide a shared space to the harbour pier RL-1.4 (short)

Provide a shared space at the junction of the coastal walk, the harbour pier and the West Pier. This space forms an important gathering space for the marina activities. Its detailed design should reflect its harbour context in terms of materials and street furniture.

Improve pedestrian path from pier to Agnew Park RL-1.5 (short)

The path between Agnew Park and the harbour is to be retained and upgraded as this enhances the east-west routes and provides an alternative to the coastal path. The design should improve the landscape setting and include street lighting providing an ease of pedestrian connection between the promenade link and Agnew Park.



Figure 5.4 – Retail booth in Singapore



Figure 5.5 – New marina facilities building, Portavadie Marina

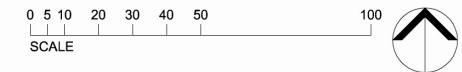


Figure 5.6 – Proposal Plan Character Area 1

5.2 Character Area 2 - Town Centre Extension

Nature of the Area

This is the section of the waterfront which is closest to the existing town centre and historically has formed the edge of the town's built form. The proposals are based on repairing this edge by developing the gap sites and new sites in a form which reflects the historic grain of the existing town centre.

The aerial views of this area are shown in **figure 5.7** and Proposal Plan of this area is shown in **figure 5.10**.

Urban Form and Building Heights

Develop existing car park UF-2.1 (short)

This site is bounded by Queen Street, Princes Street, Fisher Street and Market Street. It would be appropriate for housing or smaller scale development. It is critical that it provides an active Grade A frontage to Market Street, Queen Street and Princes Street. Building heights should be two storey.

Develop existing car park and Library car park UF-2.2 (short)

This site is bounded by Princes Street, Fisher Street and Market Street. It would be appropriate for a high quality hotel, a commercial/retail development or possibly housing. The site has been extended over Market Street to provide enhanced enclosure to the new public space being created. It is critical that it provides an active Grade A frontage to the new public space ideally with restaurant or bar type activities at ground floor which can populate the public space. It should have an active Grade B frontage to Market Street and Princes Street. Building heights should be two storey generally and 3 storey to the prominent corners.

Develop existing Tesco car park UF-2.3 (medium)

Development on this site will repair the building line to Harbour Street. There is an existing vehicle access to buildings on North Strand Street and Charlotte Street which will need to be retained. It would be appropriate for housing or smaller scale development, the large south facing private gardens provide an opportunity for a design that maximises passive solar and provide a quieter environment from the north side. The building form should reflect the pedestrian connection from Charlotte Street ideally overlooking this route to enhance the safety. Building heights should be two storey.

Develop site behind Stena Offices UF-2.4 (medium)

Development on this site should be in a form that reflects the urban form of the existing town, enclosing the rear of the Stena office. The buildings would be appropriate for a variety of uses, possibly with retail/commercial to Harbour St and residential to the Waterfront. It is anticipated that the residential will be a terrace of houses with flats to the corners or end of terrace.

Car parking will depend on the uses, but allowance for replacement parking for the Stena office should be made to the rear of the block. It is critical that the building provides an active Grade A frontage to the Waterfront and Grade B to Harbour Street. The building line to Harbour Street should be set back 2m from the front of the Tourist office to give prominence to this historic building. Building heights should be two storey generally and 3 storey to the east corners of the block.

Develop car park to east of Ulsterbus depot UF-2.5 (medium)

Development on this site will provide enclosure to the Harbour Street

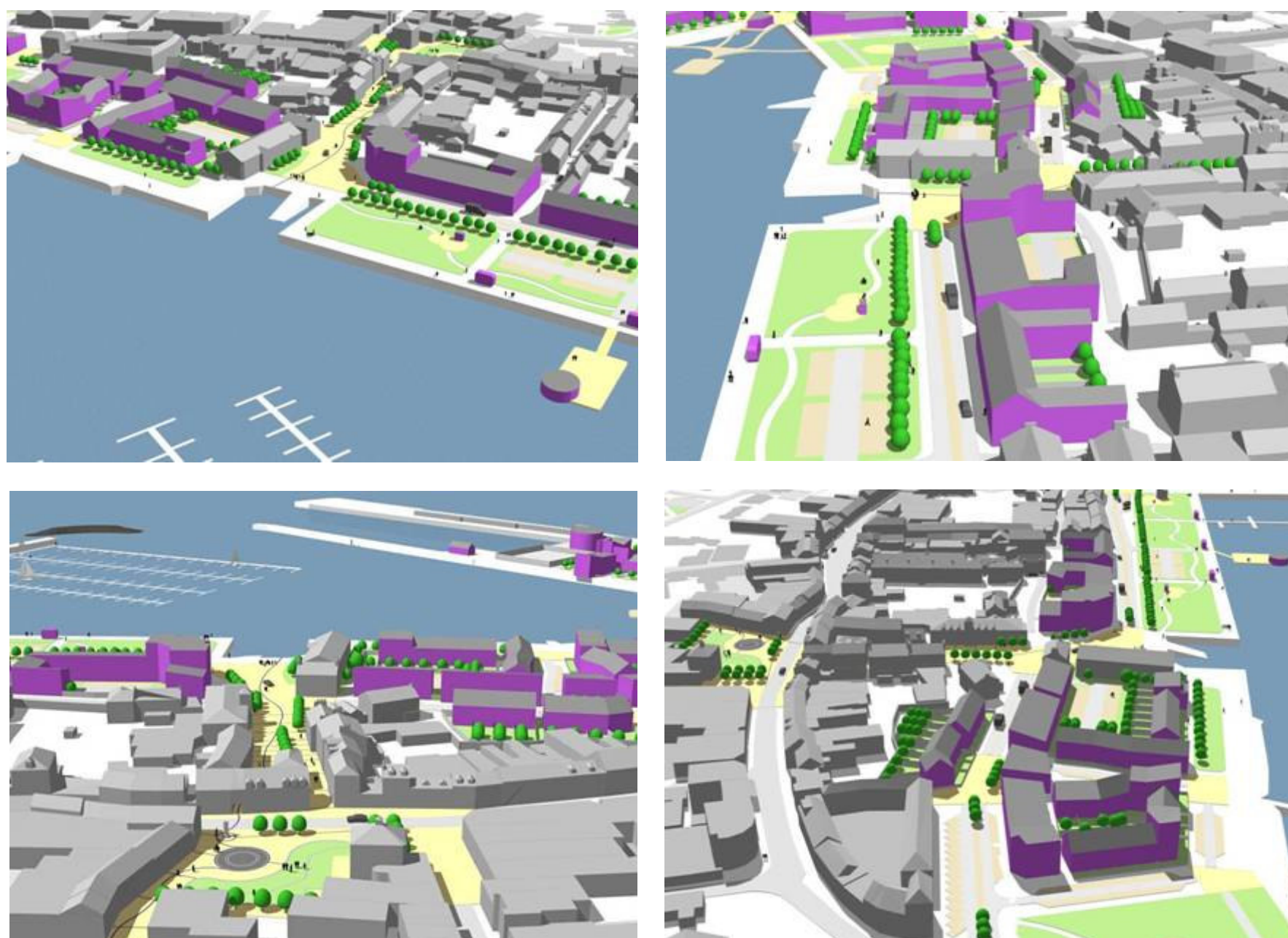


Figure 5.7 – Aerial Views of Character Area 2

route and locate development closer to the harbour edge. It should be in a form that reflects the urban form of the existing town. Ideally made up of a number of smaller building with a variety of treatments. The building located between the two urban blocks is a distinctive aspect of Scottish towns and creates an intensity of building form and intriguing routes through an area. See **figures 5.8 and 5.9** which shows an example of a similar situation in Portpatrick. This approach is applied in a number of areas of the masterplan, sometimes more formally, to develop this theme in the urban form and distinctiveness of the town. This building is most likely to be retail / commercial, with an active Grade A frontage to the new open space towards the waterfront and Grade B to Harbour St. It should be two storeys high.

The buildings would be appropriate for a variety of uses, possibly with retail/commercial to Harbour Street and residential to the waterfront. It is anticipated that the residential will be a terrace of houses with flats to the corners or end of terrace. Car parking requirement will depend on the uses. It is critical that the building provides an active Grade A frontage to the waterfront and Grade B to Harbour Street, the new street to the west and the open space to the east. Building height generally should be two storey with three storey on the prominent corners.

Develop site in front of Argos shops UF-2.6 (medium)

This building has been located in this position to try and provide some enclosure to the South of Port Rodie and to reduce the negative impact of the car parking in front of the shops.

This building provides the scope to create an interesting and distinctive building, which may be suitable for cultural use.

Site for Scottish water pumping station UF-2.7 (short)

There is a technical imperative for Scottish Water to locate a pumping station in the area of the waterfront. See section 3.5 of the report for more detailed information on the expectations for this building.

Open Space and Public Realm

New open space to the Breastworks OS-2.1 (short)

This is a critical space in the sequence from the town centre to the harbour wall and should be designed to provide a high quality pedestrian environment, particularly at the continuation of Queen Street and Princes Street. The existing band of trees to Market Street should be protected and enhanced by further landscaping, new park spaces including children's play areas should be provided. An area of car parking so people can watch the activity of the harbour from the car if they are infirm or in poor weather.

Form new open space linking to existing town OS-2.2 (short)

The route of North Strand Street is one of the earliest areas of settlement in Stranraer and the route of the town burn to the sea. It also provides an important connection to the Stranraer Castle and the only piece of significant usable open space in the town centre. Hence this is the most important public space in the Waterfront and its design and construction should be to the highest quality. The area will also be designed to Shared Space principle outlined in section 4.3 of the report. The car parking to the Stena offices will need to be relocated to the east side of the building. Design of the space should encourage the activities of the restaurant, the library and the possible hotel to use the space. This area has been the subject of a Town Centre Regeneration Fund Application (submitted in September 2009).

New Floating Pavilion OS-2.3 (long)

The distinctive nature of the Stranraer Harbour will be enhanced by the way in which the town and the Waterfront relate to the harbour. The design proposals identify an number of opportunities to highlight that relationship. The floating pavilion to the end of Queen Street reflects the importance of this location in the context of the wider town as it forms the

junction of Lewis St, (via Queen Street) with the waterfront. Lewis Street is one of the most impressive streets in Stranraer with a number of the most civic buildings. The pavilion could be a small building, a sculpture or simply a small pier. This will be a very prominent feature and must be designed to the highest quality.

Port Rodie park OS-2.4 (medium)

This is a significant open space in the sequence of spaces along the waterfront, it provide a strong connection between the waterfront and Charlotte Street/Bellevilla Road. It will provide an important view of the harbour and the East Pier from Port Rodie as you pass through Stranraer. There is an existing Scottish Water underground drainage storage tank which has to be retained and cannot be built on, the extents of the open space reflect the location of this tank and its wayleave area. The landscape design of the space should enhance the sense of connection between the town and the waterfront and the park should include a play area for children.

Routes and linkages

Extent the coastal route through this area RL-2.1 (short)

This forms part of a strategic pedestrian and cycling route through the waterfront and to the edge of Loch Ryan generally. It should be designed to provide a comfortable walking environment with a variety of spaces and opportunities to stop. Interpretation boards should be provided at key location giving historic or nature information. This is a possible route for sequence of sculptures or art pieces.

Shared space to Harbour Street / Port Rodie junction RL-2.2 (medium)

The south side of Port Rodie Park to be a Shared Space design treatment to the junction of Charlotte Street, Bellavilla Rd, Harbour Street and Port Rodie. It is critical to remove the roundabout from this junction. A small "island" building is proposed to reduce the negative effect of the car park to the existing shops to the south. If a building is not possible then screen planting in this location may help to fulfil this aim.

Provide shared space to Harbour Street. RL-2.3 (short)

This is a low key shared space and its primary purpose is to ensure that traffic speeds are kept to a minimum along Harbour Street and to enhance the pedestrian connection from Charlotte Street to the Waterfront.

Form new pedestrian connection to the East pier RL-2.4 (medium)

To reduce the remoteness of the East Pier the proposals include a pedestrian route providing a link from Port Rodie Park. The intention is that this awkward, often unsightly corner of the harbour should be actively addressed with a landscape treatment, the path in the form of a raised timber walkway and should have a viewing deck. This will form one of the pavilions in the harbour, it will be a very prominent feature and must be designed to the highest quality.



Figure 5.8 – Typical Street Stromness



Figure 5.9 – Typical Street in Portpatrick

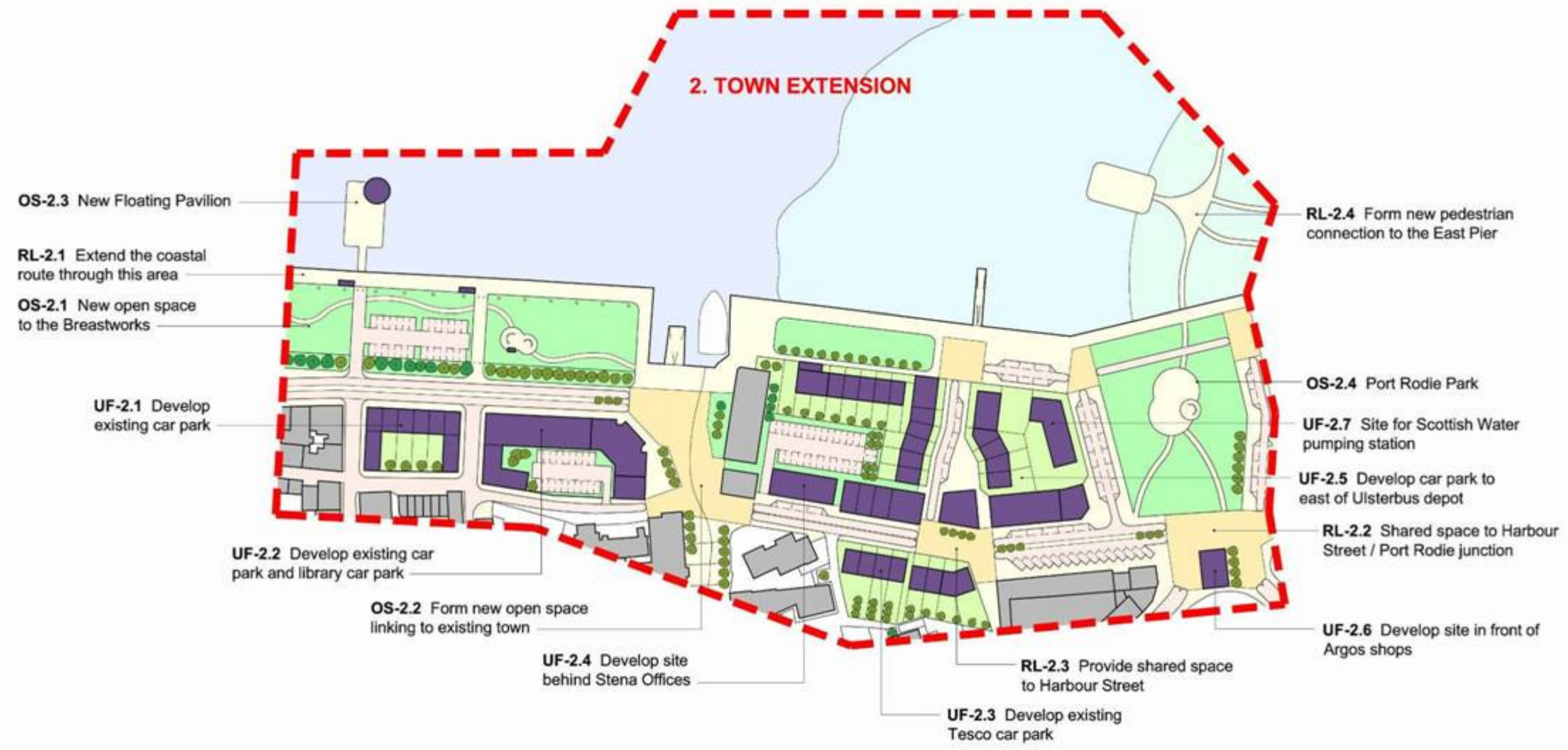


Figure 5.10 – Proposal Plan - Character Area 2

5.3 Character Area 3 - East Pier Gateway

Nature of the Area

The traditional form of the town is less evident in this location with more freestanding buildings such as the hotel and the Police Station and therefore the urban form can be less intense. The area forms an important arrival point as the majority of visitors will arrive for the first time from the east and approach down the hill of Port Rodie Road.

The aerial views of the area are shown in **figure 5.11** and Proposal Plan of this area is shown in **figure 5.116**.

Urban Form and Building Heights

Develop site for supermarket UF-3.1 (short)

There has been substantial discussion during the study about the appropriate location of a supermarket within the waterfront. The decision was a balance of encouraging new development and protecting the quality of the building form and environment within the waterfront. The site proposed is the south-east corner of the Stena site, suitable due to its size, opportunity to conceal a large building form, space for ample car parking and space for servicing, all partially out of view from the main road.

The supermarket building itself will be a single element with a height equivalent to two storeys maximum, with the service and loading areas integrated into the building to the railway side to the east. The entrance to the building must address the street into the East Pier and not the car park.

The sides of the building facing the approach route and the Transport Interchange should have glass facades with active uses behind such as café or check-out tills. The proposals currently provide the following sales floor 2520m², storage 450m², external service yard 600m², car parking for 220 car including 16 for disabled users. The exact scale of the development will depend on developer demand however it is anticipated that this proposal reflects a maximum size. Careful consideration will be required on the exact retail activities within the supermarket to ensure that these are not undermining existing retail activities within the town centre.

Although not commonplace amongst retailers, it may be possible to use the railway line as a primary approach for deliveries rather than road, a trend being implemented increasingly by supermarket chains including ASDA and Marks & Spencer.

Develop new railway station UF-3.2 (short)

The provision of a railway station closer to the town centre is important for ease of access to public transport for the people of Stranraer and visitors. This location has been chosen to provide ease of access and a reasonably prominent location. It is anticipated that bus and taxi stances as well as parking will be provided in this location. This could also provide a transfer point for ferry passengers with a bus link to the new ferry port at Cairnryan.

This is an important building or structure which has the opportunity to provide positive arrival experience for visitors but also to create a distinctive building in this key location. See **figure 5.14** which shows a good recent example of this type of building.

This is in a different location to that currently proposed and detailed discussion will be required with Network Rail and Stena in the development of this proposal.

Develop land opposite North West Castle hotel UF-3.3 (medium)

The entrance to the East Pier and the prominence of this site in the arrival

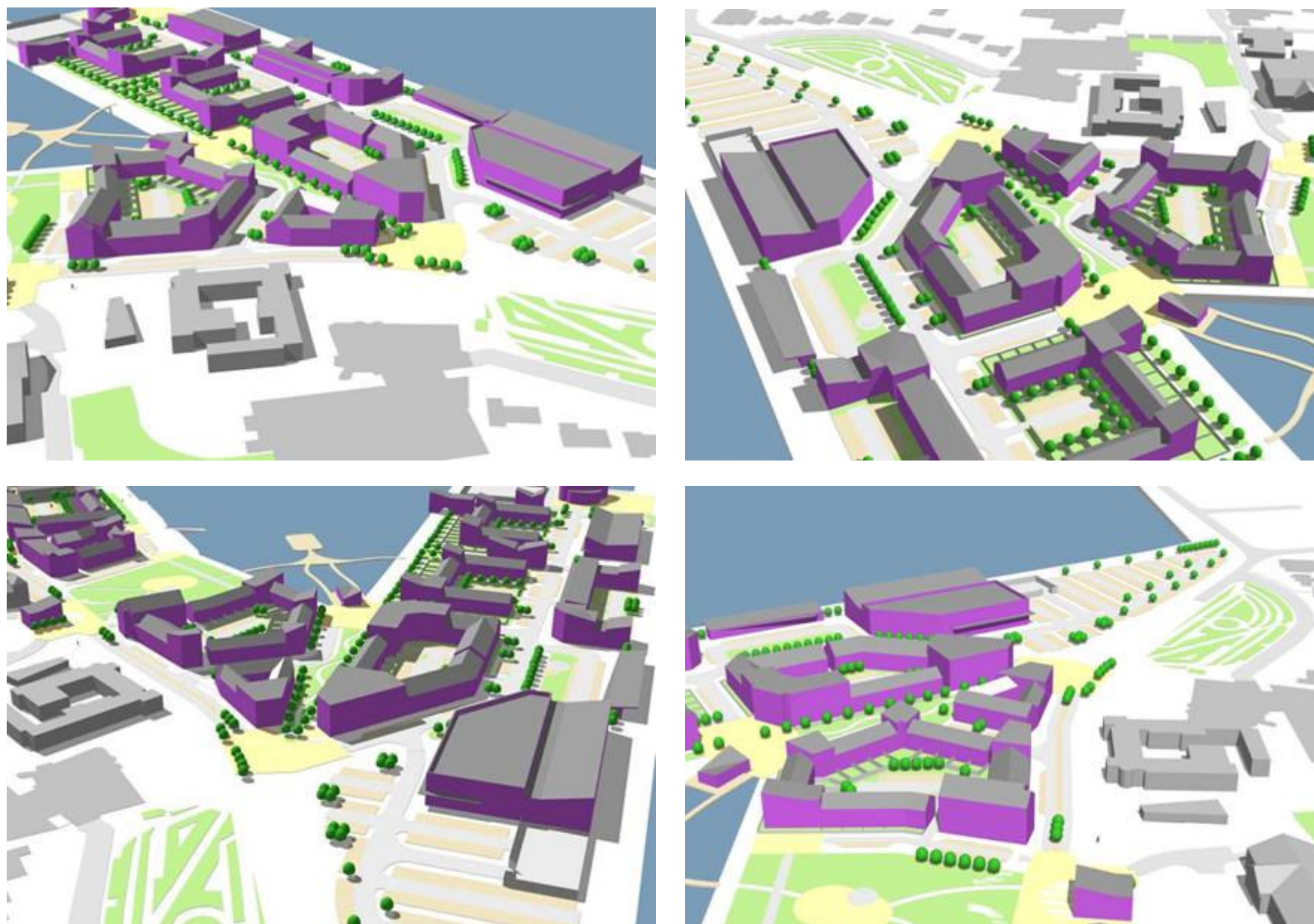


Figure 5.11 – Aerial Views of Character Area 3

sequence from the East has resulted in an unusual building form. This is primarily defining the important routes through this area. Its use is likely to be retail or commercial, although it might be a good location for a hotel or possibly a cultural use. The building frontage should be Grade A to Port Rodie, Grade B to the open space and Grade C to the west elevations.

Develop land opposite Police Station UF 3.4 (medium)

This development area includes the main urban block and the landmark building. The landmark building forms part of the gateway from the east, ideally this building will be a civic or public building of high quality design and appropriate to be viewed from all sides. The building frontage should be Grade A to Port Rodie and Grade B to all other sides. The urban block could be formed by a number of developments. It will ideally have retail/commercial to Port Rodie which could be three stories high at the South East corner. The remainder is likely to be residential at two stories, with residential apartments to the corners which could be three stories.

Develop land opposite the new railway station UF-3.5 (medium)

This is one of the largest development parcels and may benefit from being developed in different sections. It is both prominent to the Port Rodie shared space area and the harbour. The north-west corner could be a hotel this proposal, an idea which received reasonable support at the second Stakeholder Workshop. The hotel could also incorporate the casino if this was to proceed. The south-east corner is likely to be a mixture of retail and commercial with 2-storey residential to the west side. Provision is made for some parking within the urban block and the requirement for this will be dependant on the uses. The building frontage should be Grade A to the open space Grade B to the East side and Grade C to the north, with particular consideration of frontage quality at the two prominent corners.

Harbour Pavilion UF-3.6 (long)

There is a strong relationship between this building, its surroundings and the new pedestrian connection served by proposal RL-2.4. The purpose of the building is to form a landmark to this key corner of the harbour edge. It will also provide enclosure to the adjacent Shared Space (proposal OS3). It will ideally be a dramatic restaurant taking full advantage of the views across the harbour. The building should be 2 or 3 storeys high of vertical proportions, designed to be viewed from all sides and form a strong visual landmark from the marina.

Open Space and Public Realm

Provide open space to Transport Interchange OS-3.1 (short)

This is an important public open space to this area and forms a variety roles, it is a Shared Space design to the main street to East Pier, a gathering space to the Transport interchange and an overspill space to the supermarket. Primarily the layout must provide ease of access for buses, taxis and cars picking up or setting down passengers. An area of cycle parking should be incorporated. This will be a place for “people watching” and provision of some seating and possibly a small play area will provide facilities for those waiting for people to arrive, or waiting for the shopping to be done.

Linear Park to harbour OS-3.2 (medium)

This pedestrian route/linear park has been specifically located to establish an early view of the harbour from Port Rodie, particularly for those arriving in Stranraer for the first time. It forms a connection between two prominent areas of shared space. **Figure 5.15**

Routes and linkages

Provide a shared space and waterfront Gateway to East Pier RL-3.1 (medium)

This is an important entrance to the waterfront and the East Pier area from the east located at the junction of Port Rodie and the new road to the East Pier. This should be designed in accordance with the Shared Space principle outlined in chapter 4.3 which is particularly important as it

reflects the change in the more typical road design to the waterfront/ town centre environment. The wall of the North West Castle Hotel will form a prominent edge to this space it would be ideal if the central gateway to the hotel could be opened up as an entrance possibly pedestrian-only and providing a glimpse of the hotel beyond.

Provide a shared space to harbour corner RL-3.2 (medium)

This is an important transition area from the main waterfront edge to the East Pier. This should be designed in accordance with the Shared Space principle outlined in chapter 4.3.



Figure 5.12 – Waterfront Park



Figure 5.13 – Waterfront Park



Figure 5.14 – Recently completed Corby Railway Station



Figure 5.15 – Example of Linear Park

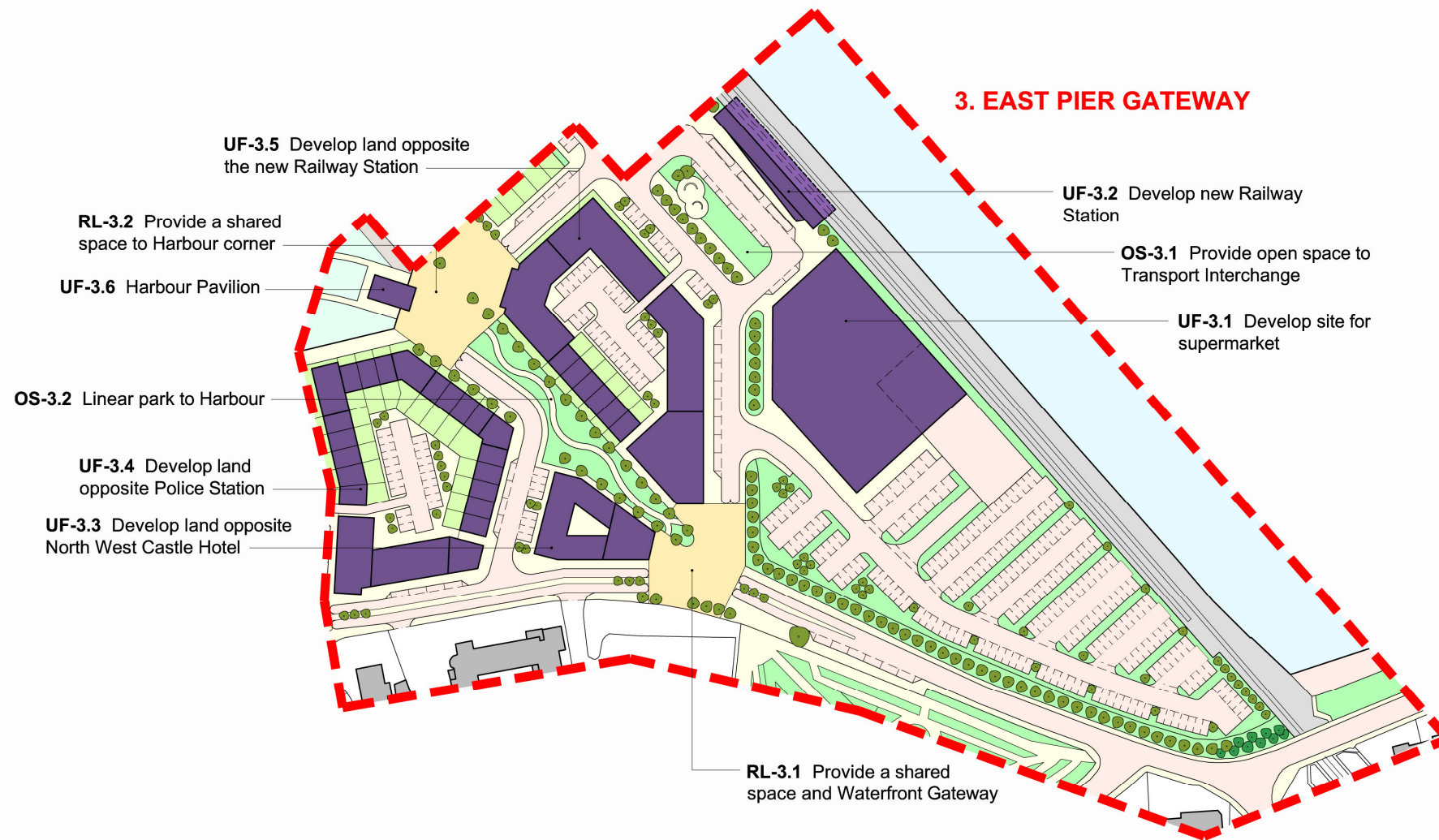
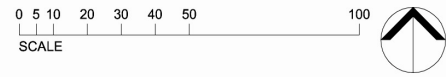


Figure 5.16 – Proposal Plan - Character Area 3

5.4 Character Area 4 - East Pier

Nature of the Area

The area of the East Pier is reclaimed land formed to accommodate the introduction of the railway and later the ships and passenger ferry terminal. The land currently remains in the ownership of Stena.

The redevelopment of the East Pier creates the opportunity to generate an urban form quite different from that evident in the remainder of Stranraer as this area is separated from the historical form and architecture of the town centre. The buildings, which should be more contemporary and distinctive in their design compared the remainder of the town, are aligned to either side of a central axis street from the new junction formed at the 'Gateway' terminating with a prominent landmark building at the head of the main section of the pier.

The size of the existing East Pier enables the development of buildings suitable for a variety of functions and uses including cultural and leisure, retail, commercial and residential, all of which is reliant on demand and the establishment of appropriate capital funding.

During the period from when Stena relocates to Cairnryan and the commencement of future development on the East Pier, it may be suitable to create landscaping to utilise the pier as a large open air park, rather than cordon off the area until development commences.

The aerial views of the area are shown in **figure 5.17** and Proposal Plan of this area is shown in **figure 5.22**.

Urban Form and Building Heights

Develop site adjacent to new railway station – UF-4.1 (long)

The development of the site adjacent to the new Transport Interchange is important to enclose the proposed public space and to provide an important frontage to the new street running the length of the pier. This site is suitable for a commercial building or light industrial units and is likely to support retail to the ground floor, especially to the south-east facing the Transport Interchange. The proposals should be 2-3 storeys and also allow for associated parking to the rear of the building.

Develop west side of East Pier – UF-4.2 (long)

The development of the harbour side of the East Pier is identified in the Masterplan proposals as suitable for waterfront residential use. The buildings should be mainly 2-storey terraced houses with 3-story apartments at the corners with balconies and terraces. The buildings will have private gardens to the front acting as a buffer to the public promenade, with private gardens and residents' car parking to the rear courtyards. The Masterplan proposals indicate that private gardens to the front and rear of the properties should be a minimum of 9m where south facing and 6m where north facing. The masterplan also identifies three taller freestanding buildings of between 3-6 storeys, which are suitable for residential units or commercial activities where demand dictates. Additional car parking for the residential units to the East Pier can be located along the main street.

Develop Leisure Facilities – UF-4.3 (long)

The east side of the East Pier is a suitable location for the provision of leisure facilities. Ideally proposed facilities will not undermine existing ones such as the curling rink at the North West Castle Hotel. The location of the site is close to the transport interchange, the town centre and allows ample car parking provision. The facilities will also be useful to attract visitors, especially families, to the pier and may take the form of a

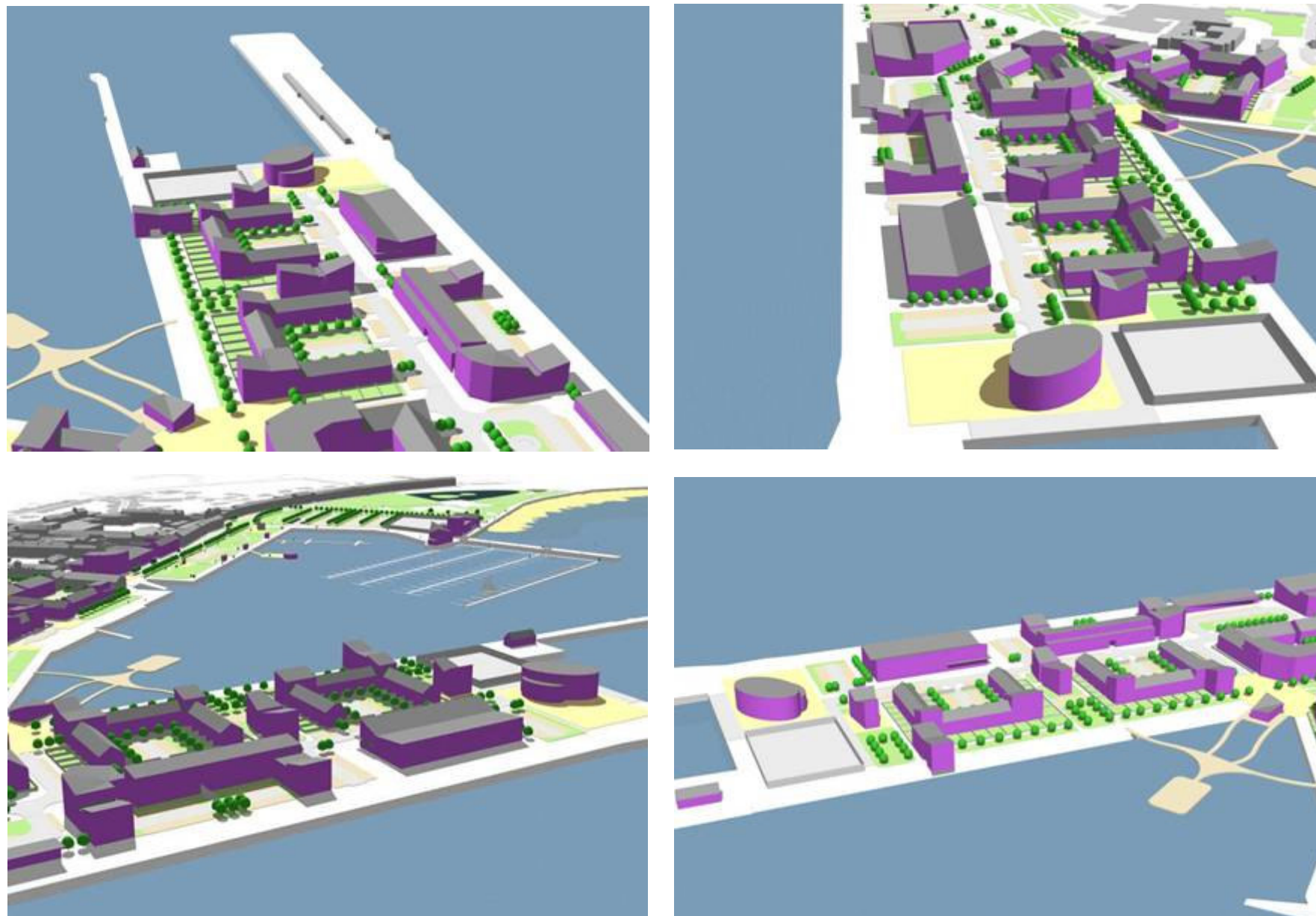


Figure 5.17 – Aerial Views of Character Area 4



Figure 5.20 – Cruise Ship



Figure 5.18 – Pier Fishing



Figure 5.19 – Historical photograph of Stranraer Harbour Station

bowling alley, an ice rink, cinema or indoor go-karting track. This building should provide an active frontage to the street with the main entrance and facilities such as a café/bar located to this elevation, with the less important 'blank' elevation facing the railway line to the east. The roof line to the east elevation of this building will be visible from the approach road to the town from the east and the form of the building will require careful consideration in this respect.

Develop Landmark Building – UF-4.4 (long)

The proposals identify the development of a landmark building at the end of the main body of the East Pier, which be best suited to a cultural activity such as a maritime museum reflecting the history of Loch Ryan and Stranraer Harbour. The detailed design should create a standalone structure with a distinctive form and have a building height of 3-4 storeys. The site identified possesses adequate space surrounding the building for a variety of open-air exhibits and car parking.

Redevelop Stranraer Harbour Station – UF-4.5 (medium)

Stranraer Harbour Railway Station, located at the eastern pier head, is currently Britain's oldest working pier head station and support exists in the local community to retain and refurbish the existing station once the proposed new transport interchange is completed. It has also been suggested to operate a steam train to the existing station as a visitor attraction with the possible inclusion of a railway museum within the existing buildings. All of these uses would be beneficial to Stranraer where there is adequate capital funds and a robust business plan for the ongoing revenue funding (figure 5.19).

Develop CHP Plant – UF-4.6 (medium)

The area adjacent to the landmark cultural building and the open air storage area may be suitable to develop as a Combined Heat & Power Plant servicing the new development to the East Pier. This area has good vehicular access and as the entire pier will be redeveloped in the future, the installation of the required infrastructure should be relatively straightforward.

Open Space and Public Realm

Form Linear Open Space to Harbour Edge of East Pier – OS-4.1 (long)

The zone between the residential blocks and the harbour should be designed to provide a high quality pedestrian environment and form a strong connection to, and a continuation of, the promenade to Port Rodie, The Breastwork and the Marina. This area is further enhanced by soft landscaping and a line of trees along the length of the promenade, widening to the front of the freestanding buildings where small play areas should be included.

Redevelop the Pier Head as Public Realm – OS-4.2 (medium)

Following Stena's departure to Cairnryan, the Ross Pier and northern section of the East Pier around the existing railway station should be refurbished with hard landscaping, seating and lighting provision and opened to pedestrians to bring the area into the public realm. This will establish a continuous pedestrian route from the north of Agnew Park at the west of the waterfront to the head of the existing East Pier, a route of over 1.5km. The northern-most head of the pier would be appropriate for on-shore sea fishing and the detailed design of the public realm should encourage this use.

Form New Storage Area for Fishing Vessels – OS-4.3 (medium)

The area to the west of the landmark building, at the connection between

Ross Pier and East Pier is identified as a suitable area for a secure open air storage area to be used by the fishermen operating the vessels berthed in Stranraer Harbour. The expansion of the number of pontoons to the Marina area will likely require the fishing vessels to relocate to be berthed on the quay wall of the Ross Pier to the east of the harbour. Alterations may be required to the Ross Pier to suit this new use.

Form Second Breakwater – OS-4.4 (medium)

A second breakwater is likely to be required in the water adjacent to the East Pier in order to offer increased protection to the expanded marina facilities. The construction of this breakwater should take place as demand for the marina facilities encourage its expansion.

Routes and linkages

Form new Street along East Pier – RL-4.1 (medium)

The construction of a new street along the length of the East Pier starting at the Gateway junction at Port Rodie is essential for access to the proposed buildings to the area, to the existing railway station and fishing vessels to the Ross Pier. The new street terminates visually with the prominent cultural building to the north.

Extend the coastal route through the East Pier – RL-4.2 (short)

As identified in the description of the other Character Areas, this forms part of a strategic pedestrian and cycling route through the waterfront from the north of Agnew Park, the Marina and to the edge of Loch Ryan generally. It should be designed to provide a comfortable walking environment with a variety of spaces and opportunities to stop. Interpretation boards should be provided at key locations providing historic or nature information. This is a possible route for sequence of sculptures or art pieces.



Figure 5.21 – Sea Plane at Oban

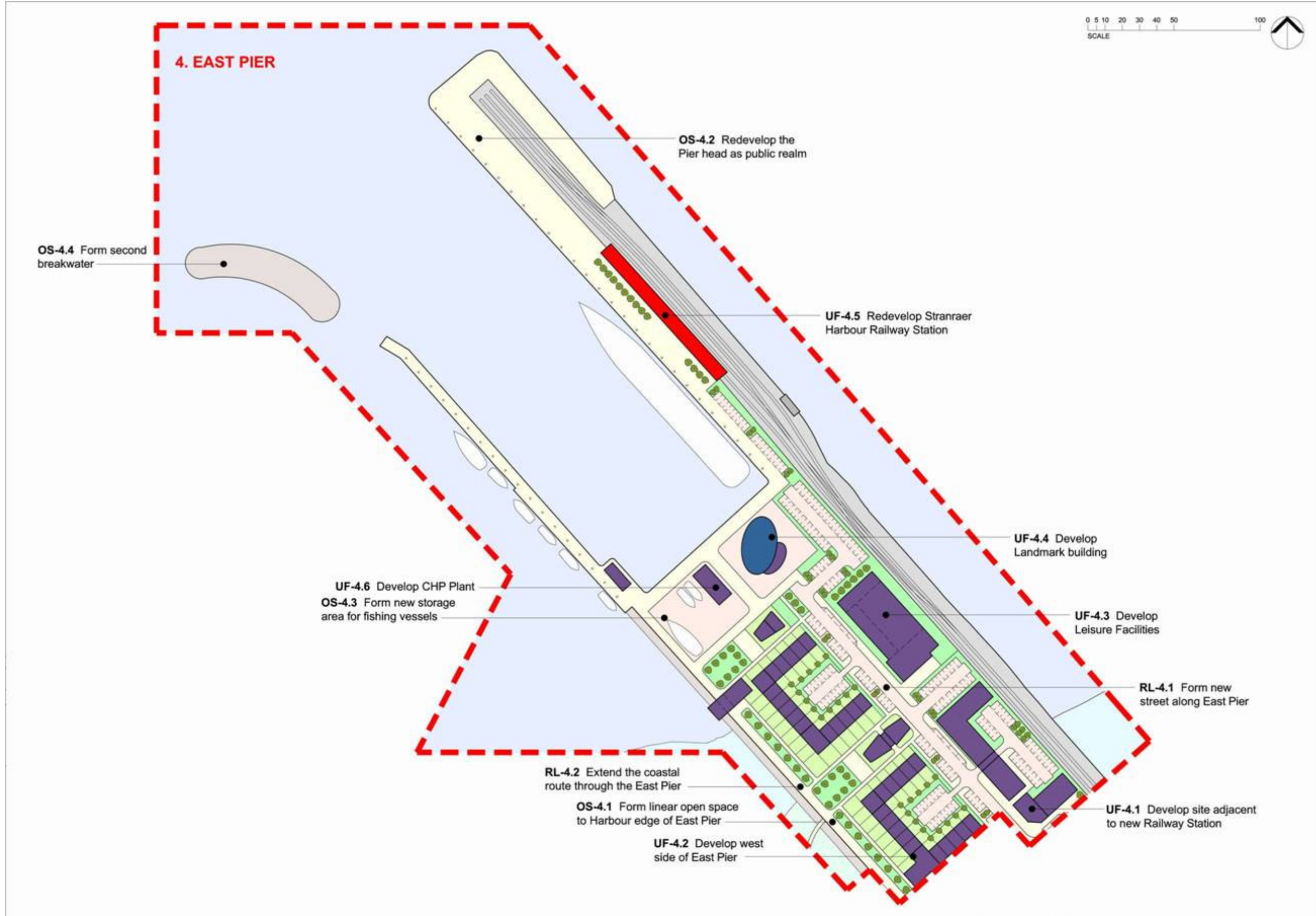


Figure 5.22 – Proposal Plan - Character Area 4

6.0 DELIVERY & IMPLEMENTATION

This delivery and implementation chapter considers the process of taking the Urban Design Strategy and Masterplan and overseeing the change of Stranraer from “a busy ferry port to a successful marine leisure destination and ultimately a tourism hub for south west Scotland”. This process will take time, possibly up to 20 years, it will have many challenges and hopefully many successes. Based on the Project Team’s knowledge of regeneration and the particular situation in Stranraer this chapter provides guidance on some key principles which will assist in this significant stage of the process.

6.1 Delivery

Regeneration Vehicle

An effective delivery vehicle will be required to achieve successful high quality development at Stranraer. In light of the current ownership being primarily with D&GC and Stena a joint venture partnership between these two organisations could be an effective way to proceed. There are other owners within the waterfront area and a decision will be required on whether they form part of the joint venture partnership or if their stake is “bought out” by the partnership. It is important to be aware that the various partners will be involved for different reasons. D&GC is primarily interested in achieving long term economic, social and physical regeneration, whilst Stena may support these objectives they are likely to be more interested in maximising their return in the short to medium term with minimal risk to their shareholders. It is critical that the structure of the partnership is established in a way which avoids decisions, such as those in relation to phasing or proposed land use, being hindered by partners protecting their own interests in a particular area of land.

For the structure to be effective there should be a clear agreement about the rules and responsibilities of each party. It is important that the different partners have shared objectives and vision for the project whilst maintaining realistic expectations. There should be clear design objectives and requirements, how these will be enforced and how profit will be shared. Consideration needs to be given to how the development will be managed in the long term. All of these aspects should be set out in a memorandum of understanding. As with development agreements, there must be sufficient flexibility to allow standards to rise as the regeneration progresses. Clear contracts are vital to ensure the quality of the development.

It is most likely that D&GC will undertake the lead role in the regeneration. This is the most important role and the final quality is most likely to be maintained where there is clear leadership in achieving the vision and coordinating the stakeholders. The partnership or D&GC will need to appoint a project manager who will be the Project Champion, inspiring people with the vision while controlling the implementation.

Consideration should be given to the amount of control the joint venture partnership requires over the design quality, the level of commitment and resources they are willing to commit, and the level of reward they require. Retaining a high level of control of a development will help to achieve high quality design but it also requires a high level of resources and commitment, so there is a high degree of risk. The cash flow of a project such as this will require to be managed over a long period of time. Providing primary infrastructure and improving the public realm to the waterfront may take between 5 and 10 years. Construction of development may take a further 10 years. Therefore there is likely to be a substantial time lag before the initial capital investment in a scheme can be recouped in part or in full. There will be no guarantee of returns and a regeneration

may have to weather a number of development cycles and fluctuations in the economic circumstances. Careful modelling of public and private involvement in the regeneration can enable the financing of initial elements of a regeneration that cannot be commercially justifiable over a short investment horizon. In light of the fragile economic situation in Stranraer the Project Team recommends a cautious approach to major capital investment and considers that identifying specific areas, particularly adjacent to the town centre will be the most effective way forward in this respect.

Organisational Mapping

There are numerous organisations involved in Stranraer and many of these will have a role to play in the regeneration and the joint venture partnership. As part of the masterplan we analysed the perception of these different organisations. At meetings with stakeholders and at the first Stakeholders’ Workshop, participants were asked to complete a short questionnaire **figure 6.1** indicating:

- Which other organisations they worked most with in matters relating to Stranraer waterfront
- Their perceptions of the Skills and Resources held by their own organisation and others.

The first question allows us to draw a “map” of the relevant organisations see **figure 6.3**. The nodes represent organisations and the links represent the working relationships specified in the questionnaire. All links have been given the same value and the map shows the potential centrality of various departments and groups to the network of organisations.

Why does this matter? The position of an organisation within the network will help to determine the degree of influence that it has and how well it is placed to distribute information to the other organisations. This property, known as “centrality”, can be measured. In the map adjacent, those organisations with the greatest centrality are shown in a darker colour. Thus “D&G Council” is the highest scorer not just because it has many links, but because of its position. The top scorers are:

- D&G Council (overall)
- D&G Economic Development
- D&G Leisure & Sport
- Stranraer & District Chamber of Commerce
- Visit Scotland

Issues to emerge from this analysis shown in **figure 6.4** are:

- D&G Economic Development and Sport & Leisure, central players in the future development of the Waterfront are seen to be well skilled but are perceived to be particularly under-resourced.
- Key support organisation Visit Scotland is seen to be particularly under-skilled.

At the second Stakeholder workshop stakeholders were asked to work in their groups and complete a Delivery Matrix **figure 6.2**.

The Delivery Matrix shows proposals for the waterfront down the left hand side and lists organisations that might be able to contribute along the top. At the Second Stakeholders’ Workshop, participants were asked to fill in an empty matrix to show which organisations might be able to make a contribution to which proposal. Contributions were of several kinds:

- Funding
- Land & Property
- Technical Support
- Political Support.

Five groups of around 6 people filled in the matrices. We analysed each group’s sheet and combined them into the matrix shown at **figure 6.5**.

A Totals column on the right shows the number of contributions to a proposal in each category. A Totals row at the bottom of the sheet shows the number of proposals assigned to an organisation and what its total contribution might be in each category.

It should be noted that:

- The sheet expresses the *perception* of the workshop as to which organisations might be capable of supporting which proposal. In reality the organisation itself may not have the remit or the policy framework to be able to respond.
- There is no commitment or expressed intention on the part of the organisation to support a proposal

This information will assist in choosing the key players in the regeneration and making sure that they have the required skills and resources.

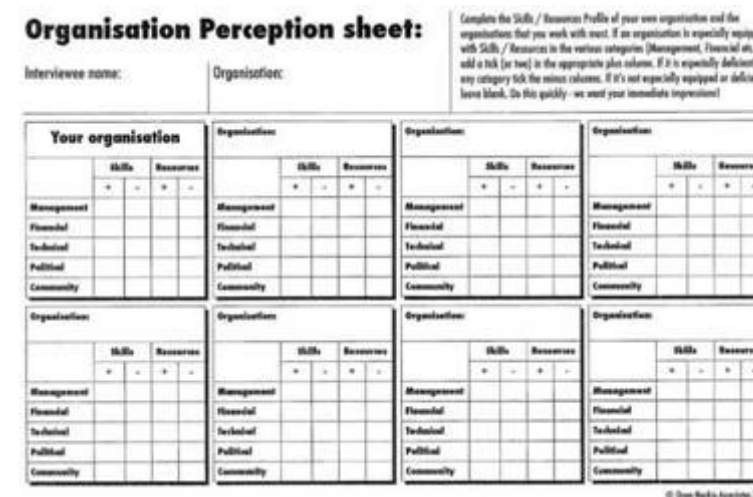


Figure 6.1 – Organisation Perception Sheets

STRANRAER WATERFRONT MASTERPLAN – DELIVERY MATRIX		ORGANISATION													
PROPOSALS/ACTIONS	ORGANISATION	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council	D&G Council
		Visit Scotland	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce	Stranraer & District Chamber of Commerce
New marina facilities building															
Additional parking															
Rebuild West Pier															
New lowlander															
Fast ramp upgrade															
Provide marina car parking															
Provide boat yard															
Leisure facilities in Marina car yard															
Create landing area on Broadways															
New residential development															
New hotel development															
New high quality hotel															
New commercial office development															
Transport interchange															
Supermarket development															
Upgrading existing streets															
Funding new public realm works															
Rebuild one level railway station															
Waterfront school															
Academy															
Maritime Centre															
Ten pin bowling alley															
Improved signage															
History & natural interpretation info															
Beach bar/cafe/kiosk															

Figure 6.2 – Delivery Matrix Sheet

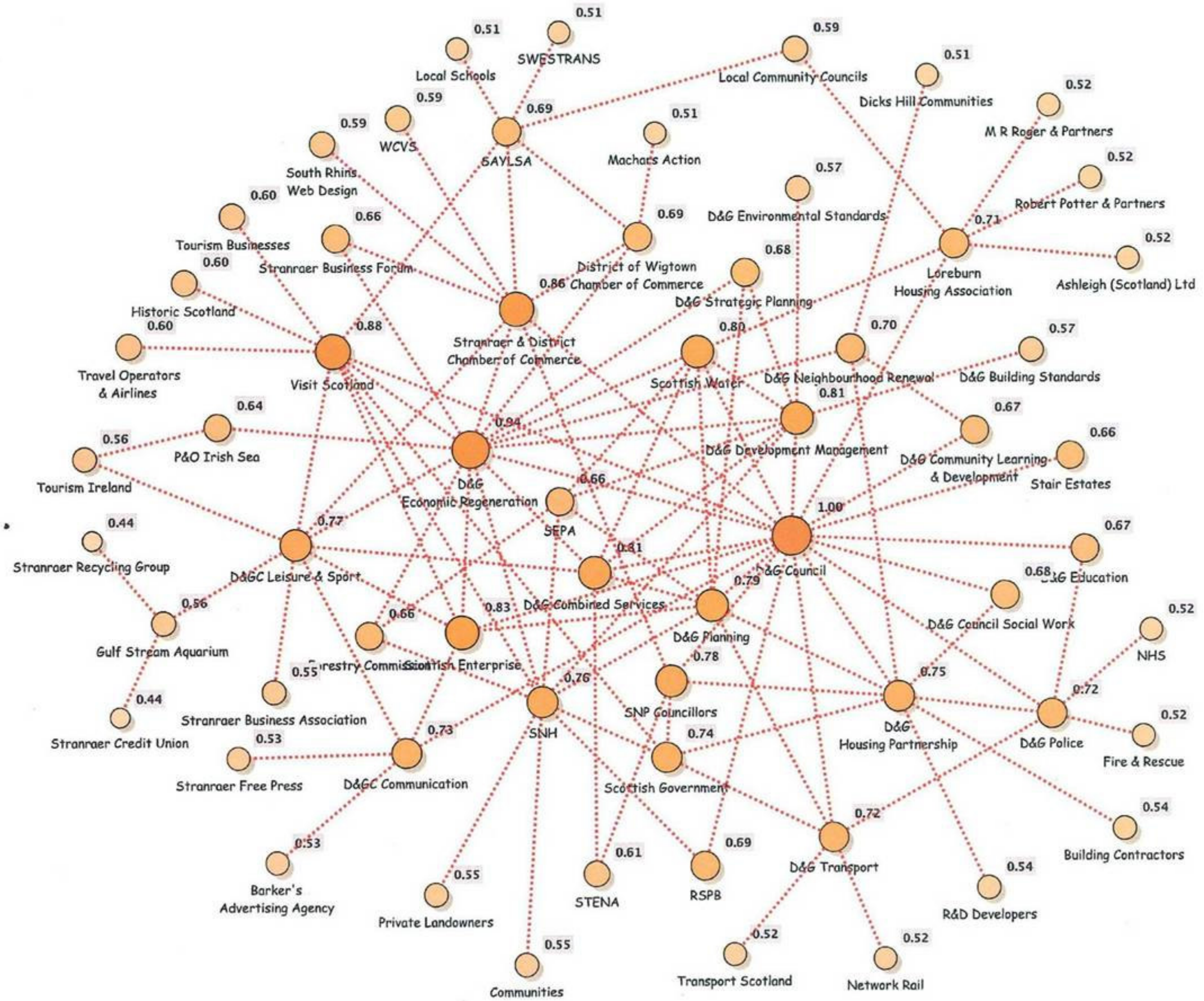


Figure 6.3 – Organisational 'Map' of Relevant Organisations

Resources / Skills Assessment

The tables on the right and on the next page show the results of the questionnaire forms filled in by agencies and stakeholders during the Stakeholders' Workshop and in individual interviews. Respondents were asked to assess the Resources and Skills of the organisations that they worked with most in terms of:

- Management
- Financial
- Technical
- Political
- Community

They were asked to give a plus or minus score to organisations that they felt were especially well or poorly resourced or skilled.

The score in the far left column indicates the aggregate score of an organisation across all aspects, while the bottom row shows the perceived performance of individual aspects across all organisations. Aggregated scores that fall below zero are shown with red background and those above 10 with a blue background.

Several organisations are perceived as considerably **under-resourced**:

- D&G Economic Regeneration
- D&G Combined Services
- D&G Sport & Leisure
- D&G Education
- Scottish Enterprise
- Scottish Water
- Visit Scotland

Organisations that are considered to be well resourced are:

- D&G Housing Partnership
- D&G Council as a whole
- SNH
- Scottish Government

All aspects except financial are considered to be well resourced over all organisations.

Resources	M	F	T	P	C	Score
1 Ashleigh (Scotland) Ltd	1	1	1			3
2 Barker's Advertising Agency	1	-1			-1	-1
3 Building Contractors	1	1	1		1	4
4 Business Community	-1	-1	-1	-1	-1	-5
5 Communities				1	1	2
6 D&G Economic Regeneration	-3	-6	-2		-2	-13
7 D&G Housing Partnership	2	5	5		3	15
8 D&G Building Standards		1				1
9 D&G Combined Services	-2	-5	-3	-1	-1	-12
10 D&G Community Learning					1	1
11 D&G Council	7	4	10	10	10	41
12 D&G Social Work	1	1	1	1	1	5
13 D&G Development Management	-1	-2			-1	-4
14 D&G Education	1	-1	-1	-1	1	-1
15 D&G Environmental Standards						0
16 D&G Neighbourhood Renewal	-1	1		1	1	2
17 D&G Planning						0
18 D&G Police	2	-2		-2	3	1
19 D&G Strategic Planning	1				-1	0
20 D&G Transport						0
21 D&G Communication		-2			-2	-4
22 D&G Leisure & Sport	-1	-4	-1	-1	-4	-11
23 Dicks Hill Communities				1		1
24 District of Wigtown Chamber of Commerce						0
25 Fire & Rescue	1	-1	1	-1	1	1
26 Forestry Commission						0
27 Gulf Stream Aquarium	1	1	1	1	1	5
28 Historic Scotland					-1	-1
29 Local Community Councils				1	1	2
30 Local Schools					1	1
31 Lareburn Housing Association	1	1	1	1	1	5
32 M R Roger & Partners		1	1			2
33 Machars Action						0
34 NHS	1	-1	-1	-1	1	-1
35 Network Rail						0
36 P&O Irish Sea						0
37 Private Landowners						0
38 R&D Developers	1	1	1	1	1	5
39 RSPB	1		2		2	5
40 Robert Potter & Partners	1		1	1		3
41 SAYLSA			1			1
42 SEPA			1			1
43 SNH	2	2	4	2	1	11
44 SNP	-1	1	-1	1	1	1
45 STENA	1	1	1			4
46 SWESTRANS						0
47 Scottish Enterprise	-1	-1	2	-3	-5	-8
48 Scottish Government	5	8	4	6	5	28
49 Scottish Water	-2	-3	1	-2	-2	-8
50 South Rhins Web Design		1	1	1	1	4
51 Stair Estates	1					1
52 Stranraer & District Chamber of Commerce	-1	-3			1	-3
53 Stranraer Business Association	-1	-1	-1	-1	-1	-5
54 Stranraer Business Forum						0
55 Stranraer Credit Union	1	1		1	1	4
56 Stranraer Free Press	1	1		1	2	5
57 Stranraer Recycling Group	1	-1	1	1	1	3
58 Tourism Businesses						0
59 Tourism Ireland						0
60 Transport Scotland						0
61 Travel Operator & Airlines						0
62 Visit Scotland	-2	-3	2	-3	-3	-9
63 WCYS						0
Totals across all Aspects	19	-5	33	15	20	

Several organisations are perceived as considerably **under-skilled**:

- Visit Scotland
- Stranraer local business organisations
- D&G Development Management
- D&G Education

Organisations seen as especially skilled are:

- D&G Economic Regeneration
- D&G Housing Partnership
- D&G Council as a whole
- D&G Planning
- D&G Leisure & Sport
- SNH
- Scottish Government

All aspects were well covered by the aggregate skills across all organisations.

Conclusions:

In general the tables show a perception that the organisational network is reasonable well provided for in terms of skills, but much less so in terms of resources.

Skills	M	F	T	P	C	Score
1 Ashleigh (Scotland) Ltd	1	1	1			3
2 Barker's Advertising Agency	1	-1			1	1
3 Building Contractors	1	1	1		1	4
4 Business Community	-1	-1	1	2	2	3
5 Communities				1	1	2
6 D&G Economic Regeneration	5	1	5	4	3	18
7 D&G Housing Partnership	4	5	6	1	4	20
8 D&G Building Standards	-1		1			0
9 D&G Combined Services	-1	-3	3		1	0
10 D&G Community Learning					1	1
11 D&G Council	11	8	11	11	9	50
12 D&G Social Work	1	1	1	1	1	5
13 D&G Development Management	-1	-1	2		-2	-2
14 D&G Education	1	-1	-1	-1	1	-1
15 D&G Environmental Standards			1			1
16 D&G Neighbourhood Renewal	2	1		2	2	7
17 D&G Planning	2		2	3	3	10
18 D&G Police	3		3		-1	5
19 D&G Strategic Planning		-1	1			0
20 D&G Transport						0
21 D&G Communication	1	-2	2	3	2	6
22 D&G Leisure & Sport	4	-1	4	1	4	12
23 Dicks Hill Communities				1		1
24 District of Wigtown Chamber of Commerce	1			1	1	3
25 Fire & Rescue	1	-1	1	-1	1	1
26 Forestry Commission	1		1		1	3
27 Gulf Stream Aquarium		1		1	1	3
28 Historic Scotland					-1	-1
29 Local Community Councils				2	2	4
30 Local Schools	-1					-1
31 Lareburn Housing Association	1	1	1	1	1	5
32 M R Roger & Partners		2	1			3
33 Machars Action	1				1	2
34 NHS	1	-1	-1	-1	1	-1
35 Network Rail		1	1			2
36 P&O Irish Sea	1				1	2
37 Private Landowners						0
38 R&D Developers	1	1	1	1	1	5
39 RSPB	1	1	3	1	1	7
40 Robert Potter & Partners	1		1	1		3
41 SAYLSA			1	1	1	3
42 SEPA	-1	-1	4			2
43 SNH	6	2	6	1	2	17
44 SNP	-1	1	-1	1	1	1
45 STENA	2	1	1			5
46 SWESTRANS					-2	-2
47 Scottish Enterprise	3	1	6	-3	-3	4
48 Scottish Government	6	5	4	8	4	27
49 Scottish Water			3	-1	-1	1
50 South Rhins Web Design	1		1	1		3
51 Stair Estates	1	1		-1	1	2
52 Stranraer & District Chamber of Commerce	3	-2	-1	1	1	2
53 Stranraer Business Association	-1	-1	-1	-1	-1	-5
54 Stranraer Business Forum					-1	-1
55 Stranraer Credit Union	1	1		1	1	4
56 Stranraer Free Press	-1	1		1	2	3
57 Stranraer Recycling Group	1			1	1	3
58 Tourism Businesses	1	1	1			3
59 Tourism Ireland	1				1	2
60 Transport Scotland	1	1	1	1		4
61 Travel Operator & Airlines						0
62 Visit Scotland	-2	-3	2	-3	-3	-9
63 WCYS						1
Totals across all Aspects	63	20	80	43	50	

Figure 6.4 – Scoring Analysis of Questionnaire Information



Figure 6.6 – Example of sculpture in the public realm



Figure 6.7 – Example of lighting design in the public realm

Phasing

Large scale masterplans are often sub-divided into development parcels to bring benefits in terms of speed and value of the development. They can also bring design benefits including variety and diversity. There is a clear preference for the initial phases of the regeneration to strongly relate to the town centre and some early public realm improvements in this area will develop confidence in the regeneration. Success in the Town Centre Regeneration Fund application and a likely future Townscape Heritage Initiative application would both be very effective in this respect.

Based on current developer interest and the practicalities of managing the balance of quality and risk it is likely that there will be a series of discreet development projects. This can provide a number of development benefits as follows.

- **Speed** – Construction can proceed on several fronts simultaneously.
- **Flexibility** - It can give time for additional land or interest to be acquired.
- **Risk Reduction** – The masterplan is implemented through a series of deals where contractual agreements can evolve according to performance on the preceding land parcel.
- **Value Engineering** – The joint venture partnership can establish a business model that can take advantage of higher land values in later phases of the project when the value of the place has been established.
- **Mixed Use** – Specialist developers can be brought in to undertake different elements of the scheme, such as retail or leisure facilities.

It also includes the following Urban Design benefits:-

- **Variety** – Different designers can work on separate parts of the project.
- **Diversity** – Smaller land parcels enable a large project to be opened up to smaller developers and architectural practices.
- **Innovation** – Small parcels can encourage innovative approaches to layout and design.
- **Visual Interest** – A variety of areas within the masterplan area will add interest and can enhance the illegibility.

The strategic phasing of the regeneration is shown on **figure 6.8**. This information was explained and discussed at the second Stakeholder workshop. The essence of the phasing has been as follows:-

- To protect and enhance the regeneration of the waterfront near to the town centre as a priority i.e. character areas 1 and 2.
- Regeneration of these areas can proceed before the Stena relocation takes place.
- Concentrating development interest in limited areas initially will maximise the sense of change and be less reliant on other areas being developed in the near future.

The more detailed timed delivery of these phases and the timing of projects will need to be established. Flexibility should be built into this phasing to respond to development interest and changing market conditions. In light of the delivery by a number of developers and the likelihood that amenities will be coming on stream in later phases, it may be necessary to secure planning contributions from earlier phases and this

should be built into the business model. There will need to be three main components to a detailed phasing plan as follows:

- Construction sequence and infrastructure/utilities delivery plan.
- Delivery of facilities at appropriate stages.
- Agreeing development sites release to facilitate early delivery of amenities while optimising early revenues to offset infrastructure investment and plan release of later sites to benefit from locational value created.

Development Partners

Procuring quality partners for the development of areas of the waterfront will be critical to achieving successful, high quality development. The following are key principles in relation to this process:

- The most successful procurement process will help identify the most appropriate project partner through the most effective and efficient use of resources.
- There is a direct correlation between the quality of the brief and the quality of bids received.
- An optimal development balance between quality and price should seek to maximise best value to the project and the waterfront as a whole.

Benefits of Good Design

Well designed places where people want to live, spend time and work can generate financial value. Imbedding the principles of place making within a regeneration also improves the quality of life for those living there while delivering social and environmental value. It is of interest to all parties, D&GC, Stena, development partners and other stakeholders to understand the principles of good urban design and ensure that they are followed. These benefits can be as varied as increased land values and increased cultural vitality.

The way in which D&GC measure the value when disposing of land should differ from the approach taken by organisations such as Stena. The public sector aims to achieve value for money rather than simply the highest financial land value. This enables it to look at the wider benefits that can be achieved by disposing of land in a way that will promote good urban design. Central government departments and bodies are required to take account of the social, economic and environmental value for money of investments and disposals. The Treasury's green book (which provides the framework for appraising policies, programmes and projects for central government) sets out the principle that design quality can be a material non-financial consideration in evaluating the benefit of a project. It notes that value for money must be assessed over the whole lifetime of a project.

The commitment to produce this Urban design Strategy and Masterplan reflects an appreciation of the importance of good urban design to the long term success of the regeneration. It will be critical to maintain this commitment during the subsequent stages.

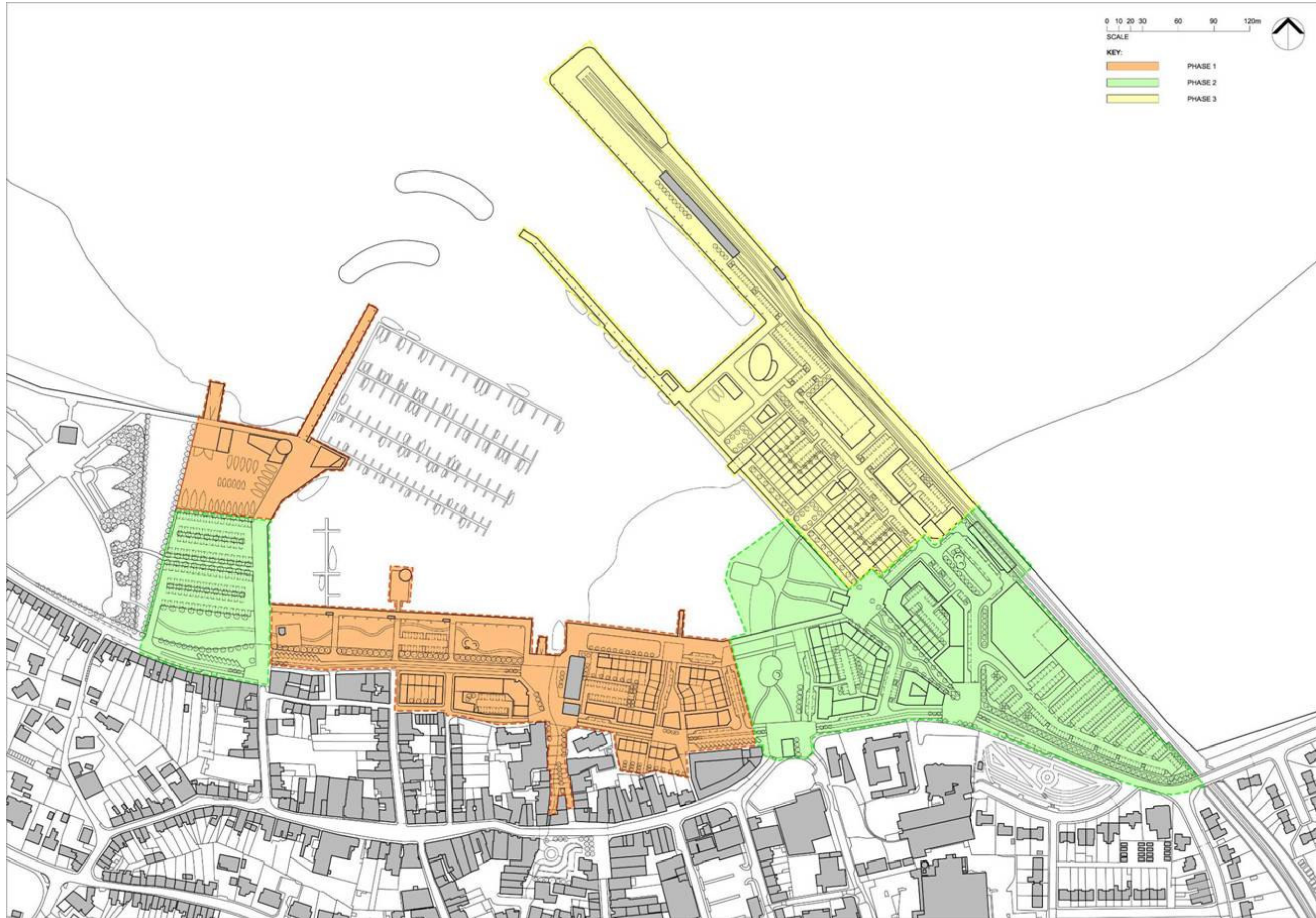


Figure 6.8 – Phasing Diagram

6.2 Implementation

There are a number of elements of this Masterplan which will require careful consideration during the implementation process if the desired outcome is to be achieved. These are as follows:-

- Planning Approval process
- Shared Space principles of street design.
- Utility Infrastructure
- Management arrangements

Planning Approval process

Steering a project through its detailed stages to secure planning and technical approvals is a critical stage of delivery. Patience and determination are required to secure these approvals in ways that enhance the original design concepts, taking the scheme to new levels of performance rather than compromising and diluting it. Wide ranging negotiations may be necessary on the larger sites. Resolving conflicts will require a robust project management process, effective collaborative working and a vision shared by all players. Continuing the consultation already commenced with stakeholders and the community is essential, so that everyone is committed to the design concepts. This collaborative approach should be continued through the approval process to ensure that required changes do not reduce the quality of the design.

This report has not been produced to form supplementary planning guidance although there is an expectation that much of the information incorporated within the report will assist D&GC Planning in the production of their Development Plan for Stranraer. Officials from the local Planning Department have had meetings with the Project Team and attended the stakeholder workshops therefore they already have an understanding of the masterplan principles.

The masterplan drawing **figure 4.2** establishes the key parameters of routes, open space and development sites. The proposal principles incorporated within Chapter 5.0 for each character area have been worded to identify the key requirements for each proposal thereby assisting planning officials in assessing Planning Application's which come forward in the context of the expectations of the overall masterplan. For example, application proposals which do not incorporate a route defined by the masterplan must either have very robust reason for the proposal or provide an alternative acceptable route. All regeneration projects involve difficult decisions by councillors and officials on the conflicting demands during a regeneration. Particularly those involving the balance between achieving the ideal proposal at the desired quality and encouraging early development activity.

During the course of this study there has been robust discussions on the appropriate location of a supermarket, a Scottish Water pumping station and a council social work facility. The joint venture partnership along with councillors and officials will need to weigh up the benefits of a particular development relative to the long term aspiration for a particular site. In doing this they will be at the "sharp edge" of "managing the change" and must always keep in mind the vision of Stranraer as an attractive seaside town which is changing into a marine leisure destination.

Shared Space principles of street design

Reversing the decline in the quality of Stranraer's streetscape remains an essential element in the broader masterplan and regeneration strategy. The introduction of shared space principles offer an opportunity to

rebalance the multiple purposes of streets to provide greater emphasis on place and on pedestrian movement. Experience from other towns and cities suggest that such a change need not be at the expense of vehicular access; on the contrary, the removal of signals, barriers and one-way systems can reduce journey times and ease congestion.

Much of the key interventions are likely to be associated with development opportunities and proposals. It is therefore essential to establish the key principles and to prepare outline designs in advance of any developments, and to ensure that any highway measures accord with the key underlying principles.

The changes implied by the introduction of shared space principles raise important issues for local authorities and their partners. These include a changing relationship between traditional departmental responsibilities within highway authorities, and a closer integration of traffic engineering principles into broader design teams. Conventional approaches to safety and risk associated with segregation of traffic from pedestrians require a thorough review, as do responsibilities for management, maintenance and the control of the public realm. It is therefore essential to ensure that every organisation and agency associated with the design and management of the public realm has an opportunity to develop an understanding of shared space principles, and to ensure that the regeneration of Stranraer and the opportunities presented by the development of the waterfront underpin a long-term transformation in the quality, economic vitality and civility of Stranraer streets and public spaces.

The Project Team do not expect the principle of shared space design to be applied and implemented across the town centre, waterfront of Stranraer in one construction project. There has been concern expressed during the masterplan process on the practicalities of this approach and Project Team's recommendation is that this should be implemented in an incremental process, opportunities to make improvements to Castle Square and North Strand Street could be ideal innovative/test projects. Other areas that can be undertaken as part of the development of specific sites and application of these principles to the council maintenance regime will help to spread the change.

Utility Infrastructure

Future development areas are likely to be plugged in to previously developed areas who's infrastructure must accommodate not just vehicles but also utilities, as well as foul and surface water sewage. This means that the size of all service infrastructure needs to be worked out at detailed masterplan stage. The correct sizing of each utility must be made a legal requirement of each developer.

Management arrangements

Design is only the start of creating a quality place. The physical form and management of the place will either encourage or discourage people to spend their time there and influence their desire and ability to interact with the place and the people they meet there. Successful places are safe, well maintained and well managed, they encourage a positive neighbourliness and a sense of belonging.. Achieving this depends on managing the physical assets in an effective and appropriate manner. The success of developments is sustained by active support and resources that enable them to function effectively.

Management options should be considered at the outset to ensure that the design is viable in the long-term and design decisions should be made in full knowledge of how and by whom the open space or buildings will be maintained. Many sustainable design initiatives such as combined heat and power, district heating systems will rely on a comprehensive management

regime being in place.

Encouraging communities to shape their environment through voluntary sector and service delivery contributions helps to empower neighbourhoods to plan for the future. As well as providing community benefits, this can help individuals gain improved confidence, new skills and training. It can improve their health and help them meet other residents. Through the community consultation process the most appropriate methods of engaging the community and organisations such as Dumfries & Galloway College in the long term management and maintenance solutions can be investigated.

There is a temptation to assume that high quality development and places will automatically be the outcome of any procurement and implementation process. There are numerous examples where this is not the case. It is critical to establish a delivery and implementation mechanism along with procurement and management procedures that have been chosen on the basis of ensuring that the vision and design principles of this Urban Design Strategy and Masterplan are maintained and improved through the process.



Figure 6.9 – Example of a distinctive design of a play park



Figure 6.10 – Example of street furniture

6.3 Action Plan

The process of undertaking a Masterplan by its nature highlights the key actions which are needed in the first 12 months to commence the process of changing the plan into a reality.

Regeneration Vehicle

Ensure that Local Councillors fully understand the Urban Design Strategy and are prepared to act as political champions for the regeneration.

Liaise with Stena to explain the outcome of the Urban Design Strategy and Masterplan process and establish a basis for proceeding in partnership to procure the regeneration.

Establish development vehicle with Stena and possibly other owners such as Mr Burns to take forward the regeneration of the area

Establish a forum of stakeholders and Community representatives to provide a network of communication and influence on the changes to the waterfront.

Commence negotiation with Ulsterbus to acquire their land on the waterfront

Development Proposals

Implement a physical improvement as early as possible to signify the commencement of the regeneration and to assist with raising confidence. The TCRF or THI funding may provide the opportunity to do this.

Source funding and commence design proposals for a marina facilities building (Proposal UF-1.1) and landscaping of the Breastworks Park area (Proposal OS-2.1).

Actively market the existence of the marina pontoons and monitor the success of the existing pontoons in terms of level of usage, satisfaction with pontoons and satisfaction with land facilities.

Establish a mechanism and funding source to implement a temporary (10-15 years) use for the East Pier. Such as an open air museum based on the history of war time activities on Loch Ryan.

Technical

Carry out a Flood Risk assessment of the entire waterfront area, in accordance with the new Flood Risk Management (Scotland) Bill and consult with Scottish Environmental Protection Agency (SEPA) to determine any impacts or constraints on the Masterplan.

Carry out an ecological survey of the site and appropriate surrounding areas to determine and ecological impacts or constraints on the Masterplan.

Carry out a feasibility study on the renewable energy options for the entire waterfront area to help establish possible energy strategy for buildings, this should include an assessment of wind and tidal power and the viability of a CHP system with district supply.

Carry out a sun path study to ensure that as the Masterplan is developed, the number of buildings that are unable to benefit from passive solar design are minimised.

Establish the nature of the reclaimed land on the East Pier and the practicalities and restraints of constructing new buildings in this area.

Commission BRE Scotland to carry out a comprehensive 'Greenprint' assessment of the Masterplan proposals.

Carry out survey of the car parking habits expanding on the survey carried out in 2002 including the on-street car parking and ideally information on the purpose of trips. This will establish the level of parking actually required at present and form a basis for assessing the likely changes in this requirement once Stena has relocated.

Carry out a detailed study to consider the cost and demand for retail and business space

Comprehensive analysis of the existing underground and overground services to establish if there is any unexpected ramifications on the Masterplan proposals. Engagement with the service utility companies on the long term implementation of the Masterplan.

Establish a landscaping strategy for the entire waterfront area to ensure that the quality of landscaping and open space is consistent across all the development sites.

Statutory Approvals

Determine the Scottish Water Planning Application for the Pumping Station at Port Rodie.

Amend local planning policy to encourage all new development in Stranraer to be focussed on the waterfront area.

Ensure that relevant council officials fully understand the Urban Design Strategy and impart this information to prospective applicants during pre application discussions.

Redesign of the traffic management system for the town centre in relation to one way streets and likely phasing of the changes. Establish the relevant traffic orders for the defined area where Shared Space principles will apply. This will form the basis of the 'long term vision' and enable different areas to be improved when appropriate.

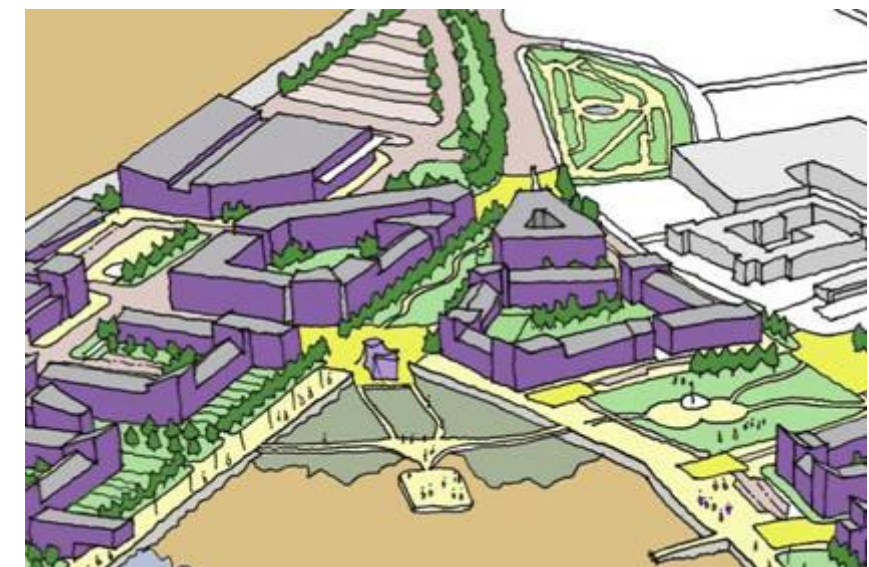


Figure 6.11 – Sketch of East Pier Gateway

7.0 CONCLUSION

As a separate element of work a design figure 7.1, 7.2 and 7.3 for the Castle Square and North Strand Street was progressed to form an application to the Scottish Government for the “Town Centre Regeneration Fund”. This application has been successful and detailed design of this area is currently underway. This provides an excellent opportunity to signify the start of the regeneration of the Waterfront.

As part of the Tender Proposal and interview for this project we suggested that the design of the waterfront should be considered from the perspective of the wide variety of people who will live, work or visit the area. We even suggested their impressions of a walk along the waterfront. This has now become a very real experience that has been informed by the substantial analysis, discussions, design and debate which has produced this Masterplan, hence it seems right to provide a sense of how this walk will be!

“A family of four Hamish the father, Dawn the mother with children Callum and Eleanor have decided to have a day out during the half term holiday. Grand parents Joyce and Bill have also come along. They get the train from Ayr to Stranraer and set off early to make the most of the day.

When they leave the train station Callum is the first to spot the harbour and is keen to get close to the boats straight away. Dawn is keen to call into the supermarket to pick up the things she forgot for the picnic. They head straight for the harbour, where they get their first view of the whole waterfront. The town looks smaller than they expected surrounded by hills with the Castle and the Church prominent on the skyline. Callum runs onto the timber walkway, he feels like he is in the middle of the water already.

They all head to the Port Rodie Park and after some window shopping and a visit to the tourist office they eat what is left of the picnic. Bill notices the way the park and the street seem to be one space and the way the cars and the cyclists and pedestrians look out for each other, it feels good. Eleanor really enjoys art and had already booked an afternoon of outdoor watercolour class. The group are gathering at the pavilion in the park where there is a view across to the East Pier framed by the Galloway Hills.

Dawn enjoys a bracing walk and decides to go the furthest most point of the, newly developed, East Pier, she really like the view back towards the town and the way the town sits comfortably on the edge of the waterfront. She is surprised to find fishermen, perched on the seats which are part of the railing, they have caught quite a lot.

The others walk toward the West Pier, there is a very distinctive contemporary building right on the end made from great big planks of timber, they didn't expect to find such interesting designed buildings in Stranraer. Joyce and Bill are not used to walking so far and decide to call in for a cup of tea in the café at the refurbished Harbour masters office, from here they have a great view of the activities in the harbour with yachts arriving and a group of teenagers getting a canoeing lesson, the capsizing was the most entertaining bit! Hamish and Callum are determined to get out on the Loch and head for the marina where they hire body boards and walk along to the beach.

On the way back Hamish can't resist looking in the solicitors window he is surprised how affordable some of the new waterfront cottages are, maybe they could buy one and rent it out! He knew Dawn would be keener on one of the timeshares apartments.

They all meet at the hotel in North Strand Street for dinner, grandparents treat, all the fresh air has made them hungry, Dawn makes the best choice, having selected the fresh shellfish landed at the harbour that

morning. They just have time for a walk up to the Castle, there is a great view over the town from the top of the battlements. Just as they were heading towards the train station Joyce spots the Hebridean Princess entering the harbour, she has always wanted to go on a cruise and makes Bill promise he will book one for next summer.

As they were waiting for the train Eleanor spots a poster for the Steam Train trip from Ayr to the refurbished pier head railway station and they all agreed that they would definitely have to make another trip”.

For those of us who have been absorbed in the proposals for change in Stranraer the above story does not seem so unrealistic. Its purpose is to highlight to all those involved in the regeneration of Stranraer that its success relies on the ability to protect and enhance this type of experience for the people of Stranraer and for all future visitors.

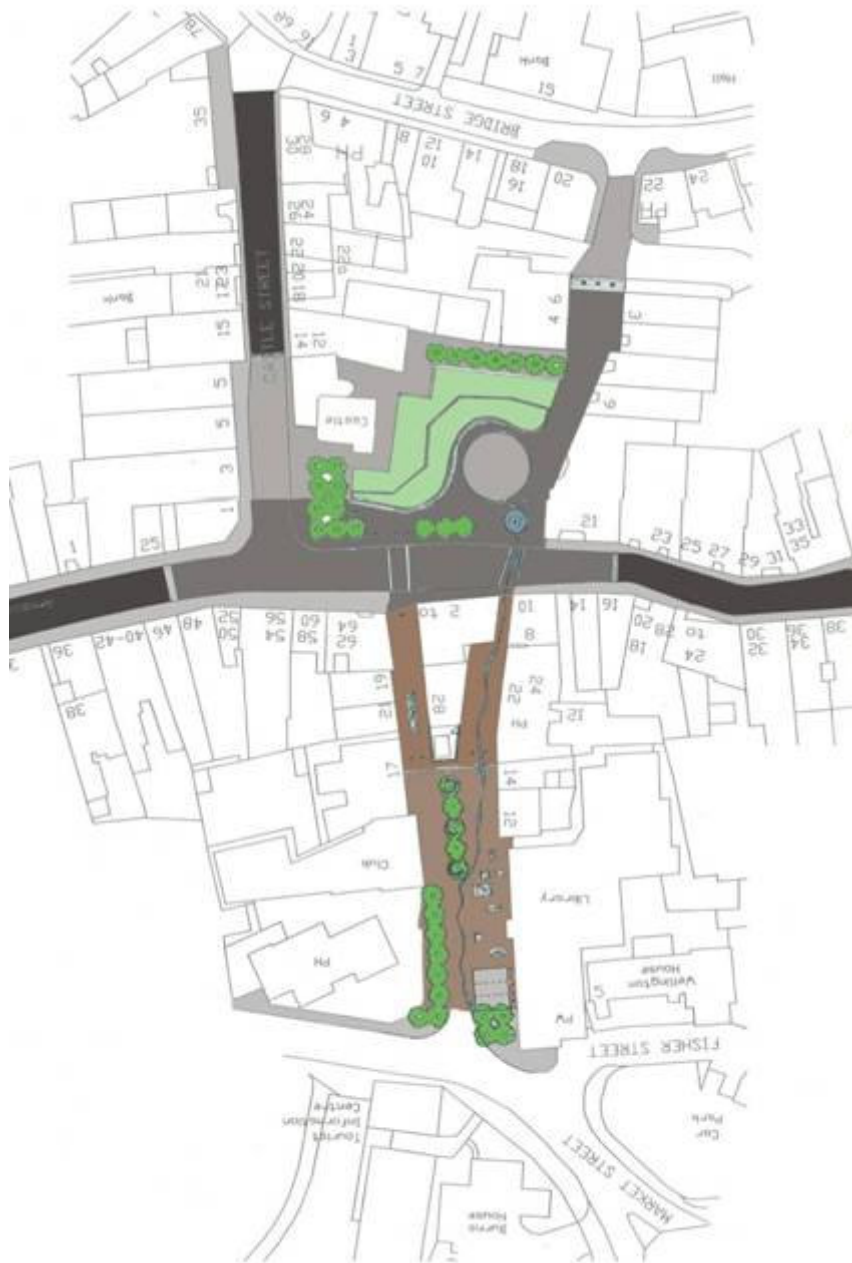


Figure 7.1 – Proposals for Town Centre Improvements



Figure 7.2 – Proposals for Castle Square



Figure 7.3 – Proposals for North Strand Street