

Public Document Pack

Argyll and Bute Council **Comhairle Earra Ghaidheal agus Bhoid**

Customer Services
Executive Director: Douglas Hendry



Scotcourt House, 45 West Princes Street
HELENSBURGH
G84 8BP
e.mail –belinda.ruthven@argyll-bute.gov.uk

8 August 2012

HELENSBURGH AND LOMOND AREA COMMITTEE –14 AUGUST 2012

I refer to the above and enclose herewith additional item 11. (**Helensburgh Pierhead Masterplan - Approval For A Further Round Of Public Consultation**) - which was not included on the agenda for the above meeting

Douglas Hendry
Executive Director - Customer Services

ADDITIONAL ITEM

- 11. HELENSBURGH PIERHEAD MASTERPLAN - APPROVAL FOR A FURTHER ROUND OF PUBLIC CONSULTATION - FERGUS MURRAY (Pages 1 - 30)**

HELENSBURGH & LOMOND AREA COMMITTEE

Councillor Maurice Corry	Councillor Vivien Dance
Councillor George Freeman	Councillor David Kinniburgh
Councillor Robert Graham MacIntyre	Councillor Ellen Morton
Councillor Aileen Morton	Councillor Gary Mulvaney
Councillor James Robb (Chair)	Councillor Richard Trail (Vice Chair)

Contact: Belinda Ruthven, Area Governance Assistant – Tel: 01436 658825

This page is intentionally left blank

ARGYLL & BUTE COUNCIL
DEVELOPMENT &
INFRASTRUCTURE SERVICES

HELENSBURGH AND LOMOND AREA
COMMITTEE

14th AUGUST 2012

**HELENSBURGH PIERHEAD MASTERPLAN APPROVAL FOR A FURTHER ROUND
OF PUBLIC CONSULTATION**

1. INTRODUCTION

- 1.1 On the 15th of December 2011 the Executive authorised the Executive Director for Development & Infrastructure to undertake a public consultation on proposed Draft Masterplans for two key development sites in Helensburgh in an effort procure a proposed new Leisure Facility and further the development and marketing of the Pierhead and Hermitage Sites. Following this consultation the former Hermitage Masterplan was approved but the scale of changes proposed for the Pierhead required that a further round of public consultation would be necessary.
- 1.2 This report contains a summary of the changes made to the draft Masterplan following the consultation period and analysis of results (see attached **Pierhead Finalised Masterplan Document**). Once approved the Masterplan will inform a marketing brief for the site and the council's capital investment in the Pierhead area including flood prevention and the construction of the new leisure facility. The changes to the Masterplan have been made with the assistance of Gareth Hoskins Architects.

2. RECOMMENDATIONS

- 2.1 That the Area Committee approve the **Finalised Pierhead Masterplan** as attached to this report and recommend to the Council that the document be publicised for a minimum of 28 days commencing on the 3rd of September 2012 to allow for public comments to be submitted.

3.0 BACKGROUND

- 3.1 The background to the need for the Masterplans was set out in the report approved by the Executive on the 3rd of November 2011. On the 15th of December the Executive approved the Masterplans for a period of public consultation that commenced on the 16th of December 2011 and finished on the 18th of January 2012.
- 3.2 The scale of the changes required to the Draft Pierhead Masterplan arising from the comments received during the consultation together with council decisions relating to the capital program required that a Finalised Pierhead Masterplan be produced for a further period of public consultation.

4.0 PROPOSED MAJOR CHANGES TO THE PIERHEAD MASTERPLAN

- That the retail units be considerably reduced in scale and height together with being set back along West Clyde Street in an effort to open up views from Sinclair Street, lessen its visual impact and allow for additional pedestrian space and accommodate drop off/pick up points for buses, taxis and cars.
- That the requirement for residential units be deleted from the Masterplan to reflect public opinion and help reduce the height of the proposed retail units.
- That the Masterplan contains space for dedicated coach parking to take place.
- That the Pool/Community Leisure facility be retained on the Pierhead but drawn back from the head of the pier to help reduce exposure to the elements but still allowing for it to be constructed prior to the demolition of the existing pool facility.
- That a position for the skatepark is identified on the Pierhead.
- That any proposed Flooding works undertaken on the Pierhead take full account of potential impacts on adjacent East and West Clyde Streets that are also subject to increasing flooding events.

5.0 CONSULTATION ARRANGEMENTS

- 5.1 The **Helensburgh Pierhead Masterplan** has been subject to extensive consultation the full results of can be found in the published **Public Consultation Document**. The changes proposed to the Masterplan reflect these comments received and consequently this round of public consultation will consist of the publication of the **Finalised Pierhead Masterplan** on the council's website, the placing of paper copies in all local libraries in the Helensburgh and Lomond area and Scotcourt House together with the use of an on line form to allow people to record their views over a 28 day period commencing on the 3rd of September 2012. All views will be reported back to the Council prior to any final approval of the **Helensburgh Pierhead Masterplan**.

6.0 CONCLUSION

- 6.1 Following approval by the Executive in December public consultation was undertaken during the specified timescales that attracted survey responses and additional items of correspondence from approximately 1,200 local people and other interested parties including agents of retail operators/potential developers of both sites. The content of the Finalised Pierhead Masterplan reflects the views expressed during this consultation together with subsequent decisions made by the council in relation to its capital programme. Given the scale of the change from the original draft Masterplan it is considered necessary that a further period of public consultation be undertaken to allow additional comments to be made prior to final approval of the Masterplan by the council. Once finally approved it is intended that the Masterplan will help inform a marketing brief for the site and the implementation of the council's capital programme with regard to Helensburgh.

7.0 IMPLICATIONS

Policy	– As per content
Financial	– As per content
Personnel	– As per content
Equalities Impact Assessment	–None anticipated
Legal	– As per content

Sandy Mactaggart

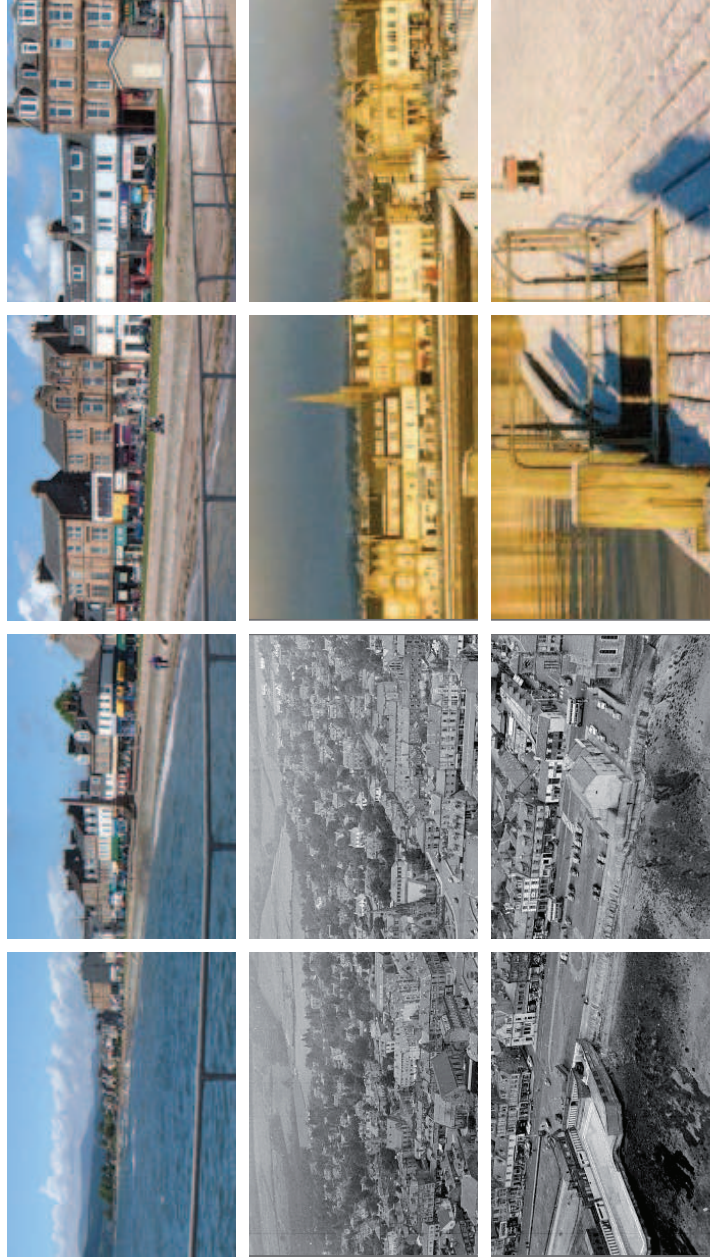
Executive Director
Development & Infrastructure

7 August 2012

This page is intentionally left blank

Helensburgh Pierhead
Masterplan Addendum
May 2012

Gareth Hoskins Architects



1. Executive Summary	5
2. Introduction	7
2.1 Key Principles of the approved Masterplan (2009)	9
3. Update on Current Situation	11
3.1 Current Site Uses	12
3.2 Condition of Existing Pool Building	12
3.3 Flood Risk Assessment	12
3.4 Helensburgh CHORD Project	13
3.5 Outline Business Case, Site Selection and Design of new swimming pool & leisure building to RIBA stage C	13
3.6 Retail Study Update	14
3.8 Public Consultation Process and Response	15
4. Proposals	17
4.1 Key Elements and Principles of the Masterplan	18
4.2 Masterplan proposal	20
4.3 Phasing	21
4.4 Example and Precedents	22
4.5 Strategic vision for regeneration of the town as a whole	24
4.6 Summary of proposals and aspirations	25



With the Pierhead recognised as the most important development site in the town centre of Helensburgh Argyll & Bute Council have identified the need to look in detail at the best way of developing this key site. A masterplan for the Pierhead was completed in 2009 by Purvey Associates and was approved as Supplementary Planning Guidance. However economic conditions have changed and the Council considers there is a need to update the 2009 Masterplan, taking into consideration current market conditions and recent studies.

In parallel the Council has looked at the development of the former Hermitage Academy site and considered how both sites can be best utilised to meet the needs of the town.

In November 2011 the Council commissioned Gareth Hoskins Architects to produce Masterplans Addendums for both sites, with the first stage in this process being to publish draft proposals for public consultation. Following the public consultation these were amended taking into account feedback from the consultation process.

This document is the new Masterplan Addendum for the Pierhead and should be read in conjunction with the 2009 Masterplan Document which contains essential background information, site analysis, and reports on the stakeholder & community consultation carried out in 2009.

1. Executive Summary	5
2. Introduction	7
2.1 Key Principles of the approved Masterplan (2009)	9
3. Update on Current Situation	11
3.1 Current Site Uses	12
3.2 Condition of Existing Pool Building	12
3.3 Flood Risk Assessment	12
3.4 Helensburgh CHORD Project	13
3.5 Outline Business Case, Site Selection and Design of new swimming pool & leisure building to RIBA stage C	13
3.6 Retail Study Update	14
3.8 Public Consultation Process and Response	15
4. Proposals	17
4.1 Key Elements and Principles of the Masterplan	18
4.2 Masterplan proposal	20
4.3 Phasing	21
4.4 Example and Precedents	22
4.5 Strategic vision for regeneration of the town as a whole	24
4.6 Summary of proposals and aspirations	25

2. Introduction

In 2000/2002 a planning application for a Safeway store on the Pierhead attracted a large number of objections on issues including loss of public amenity, inappropriate development on the waterfront site, loss of parking, flooding, traffic impact and possible closure of existing shops. When the application went to public inquiry the reporter's findings made clear that these issues were not the basis for rejecting the application, and the application was rejected due to inappropriate scale, design and materials out of character with the town.

In his report the reporter recognised the importance of the site, the importance of high quality design and, given its current condition, the need for redevelopment.

"Given its size, its waterfront location alongside and at the intersection of main roads in the centre of the town, its function, and its visual prominence, I find in visual terms that the pierhead is potentially the most important location in the whole of Helensburgh. The poor aesthetic appearance, lack of coordination of the existing buildings, vulnerability of the car park to flooding and overall low townscape quality combine to render the pierhead a suitable candidate for redevelopment. However I find it vitally important that any development proposals must recognise the aforementioned attributes, and the fact that they also produce constraints in terms of the quality of design and appearance, scale and layout of new buildings. Appropriate redevelopment has the potential to make a major contribution to the ambience of this vitally important part of Helensburgh."

Further to the reporter's findings Argyll and Bute Council commissioned a Town Centre and Waterfront Study (Yellow Book 2004). In 2009 the findings of the Public Local Inquiry (PLI) into the Local Plan resulted in the approval of a revised Development Plan with the Pierhead designated as a town centre site. A masterplan for the Pierhead was completed by Turley Associates later in 2009 and was approved as non-statutory supplementary planning guidance.

This document is an addendum to the 2009 Pierhead Masterplan, the purpose of which is

1. To put an emphasis on deliverability in the current economic climate
2. To take into consideration information from studies and consultations carried out since 2009

The 2009 Masterplan included a large number of residential units in line with assessed demand and anticipated sales value at that time. More recent studies by Graham and Sibbald (Dec 2009) and an updated Retail Study by Colliers (October 2011) have shown that whilst there has been a downturn in the residential market, the demand for retail in the town has remained strong with the capacity for food retail increasing by 44% since 2007. As part of this process to update the masterplan, a preliminary research into the requirements of key food retail operators in order to produce a realistic and robust basis for the masterplan informed by current market demand.

- Since 2009 the following studies and projects have also been carried out
1. Outline Business case for Swimming Pool and Leisure Facility 2009
 2. Outline design (RIBA stage C) for the Swimming Pool and Leisure Facility 2010
 3. Assessment of flood risk and sea defences 2008 & 2011
 4. CHORD project town centre improvements (on site 2012/2013)
 5. Town parking, park & ride & coach parking study (Dec 2011 - Feb 2012)

The proposals in this document have taken into consideration feedback from two community focus groups (Nov/Dec 2011), and a wider with the consultation process carried out Dec 2011 - Jan 2012.

It should be emphasized that this document should be read in conjunction with the 2009 Masterplan Document which contains essential background information, site analysis, and reports on stakeholder & community consultation. The 2009 Masterplan identified the Pierhead as the key development site in the town and the aspirations set out in the Masterplan for high quality design and placemaking remain key to the success of the development and regeneration of the town as a whole.

Areth Hoskins Architects, April 2012



2.1 Key Principles of the approved Masterplan (2009)

The development on the Pierhead should be mixed use :

- 3Rs Recreation, Residential and Retail
- public realm allowing access to the waterfront and Pier
- a single retail operator not considered appropriate at this time
- pierhead identified as preferred site for a replacement swimming pool

Importance of Excellence in Design

- very prominent, waterfront site at town centre
- key to regeneration and attracting tourism to the town

Importance of Flexibility

- to allow for changing demands and requirements

Other recommendations of the approved Masterplan (2009)

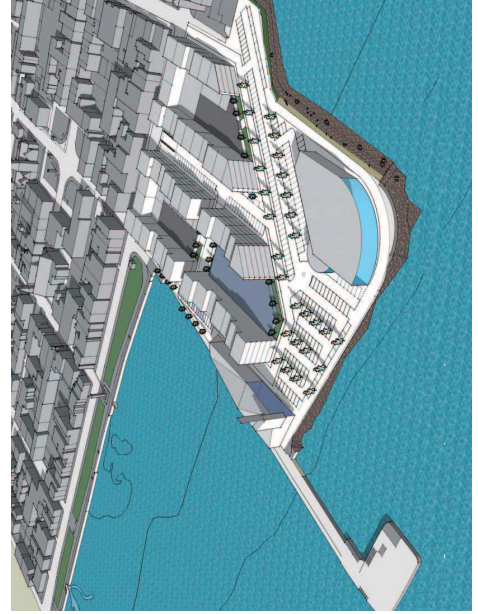
Local Plan : Town Centre Designation

- any development should be considered as an extension of the town centre

Parking

- parking provision should be made on the Pierhead for the proposed uses on the site
- general town parking, commuter parking and coach parking should be located elsewhere in the town.

Birde eye view of 2009 Masterplan



- The 2009 masterplan proposed the following elements: □
- A total of 7158m2 ground floor retail space with the units sized between 250-450m2 and one larger 1600m2 unit for high quality food retail.
- High density housing with 138 apartments of 80-100m2.
- Car parking for the uses on the site □ surface parking (26 □ spaces), undercroft parking (15 spaces) and underground parking (480 spaces)
- A replacement swimming pool
- A boutique hotel

1. Executive Summary	5
2. Introduction	7
2.1 Key Principles of the approved Masterplan (2009)	9
3. Update on Current Situation	11
3.1 Current Site Uses	12
3.2 Condition of Existing Pool Building	12
3.3 Flood Risk Assessment	12
3.4 Helensburgh CHORD Project	13
3.5 Outline Business Case, Site Selection and Design of new swimming pool & leisure building to RIBA stage C	13
3.6 Retail Study Update	14
3.8 Public Consultation Process and Response	15
4. Proposals	17
4.1 Key Elements and Principles of the Masterplan	18
4.2 Masterplan proposal	20
4.3 Phasing	21
4.4 Example and Precedents	22
4.5 Strategic vision for regeneration of the town as a whole	24
4.6 Summary of proposals and aspirations	25

3. Update on Current Situation (May 2012)

3.1 Current Site Uses

The site has changed on the Pierhead since 2009 with the majority site occupied by an expanse of surface car and coach parking alongside the swimming pool, skate park and amusement park. The former public house in the north east corner has been burnt down and the site sold. The Amusement Park is leased on an annual basis. With recent storm damage to the pool building and further deterioration of the hard landscaping the need for development and upgrading of the site as a whole is clear.

NB Although the former Mariners public house site (outlined in yellow) is not currently within Council ownership it is considered part of the Pierhead and is included in the overall masterplan. Consideration has been given to how the Pierhead could be developed excluding this relatively small site.

3.1 Current site uses



3.2 Existing pool building from the east



3.2 Condition of Existing Pool Building

In 2008 a number of specialist surveys were carried out which identified significant problems with the existing building including degradation of major structural elements and air handling plant, and as a result the building was judged to all purposes life expired.

Essential repairs were carried out in 2010 to allow the building to remain operational for an estimated 4 years, with the aim of providing a new, replacement building within this extended lifespan.

3.3 Flood Risk Assessment

Preliminary ground investigations were carried out in 2010 and flood risk assessments carried out in 2008 and 2011. Following the recommendation of these reports the following work has been recommended as necessary to alleviate flood risk:

- raising the whole site by an average of approximately 1.5m to be level with east Clyde Street
- replacing failed Reno matting on east side of the site with rock armour

3.2 Existing pool building from the east Clyde Street



3.3 Pierhead during storm



3.4 CHORD project Colihoun Square



3.4 CHORD project West Esplanade



3.4 Helensburgh CHORD Project

Improvements to the West Esplanade and the town centre are to be implemented in 2012 and include re-landscaping Colihoun Square (Design subject to referendum result) and improving the connection between the square and the waterfront.

Repair of the existing public toilets at the start of the pier is to be included in the CHORD project to allow them to remain in use. The toilet building blocks at the start of the pier and is unsightly, so it is assumed that it would be removed as part of the wider Pierhead site development and public toilets provided elsewhere on the site.

3.5 Outline Business Case, Site Selection and Design of new swimming pool & leisure building to RIBA stage C

An Outline Business Case carried out in 2008 identified the Pierhead as the preferred location for a replacement pool/leisure building. The report also identified a preferred option to accommodate a wider range of facilities in the building to create a community hub.

In 2010 it was determined that the design should be developed to improve the certainty of the assumptions regarding the project and to facilitate the next stage of procurement, whether taken forward as a traditionally funded project led by the Council or as a joint venture developed project as part of a wider pier development. Gareth Hoskins Architects were commissioned to carry out an outline design for the building to RIBA stage C. The distinctive design proposes a landmark building on the southern edge of the site taking advantage of the waterfront location. Placing the building on this location allowed the remainder of the site adjacent the town centre to be considered for other development. The main implications of the stage C for the masterplanning of the Pierhead site as a whole are as follows:

- the footprint of the new leisure building is significantly larger than shown in the 2009 masterplan
- given the town centre location the number of designated parking spaces for the leisure pool building was reduced from 150 to 100 spaces

3.5 Outline design for new pool & leisure building



3.5 Outline design for new pool & leisure building



3. Update on Current Situation

3.6 Retail Study Update

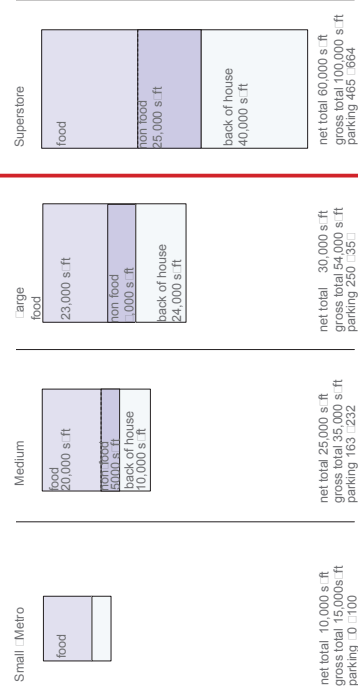
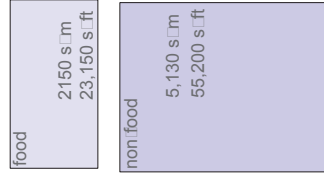
The key findings of the Colliers 2011 study relevant to the masterplanning of the Pierhead are as follows:

- there is capacity in the town for an area of 2,150 sqm (23,150 sqft) net of new convenience retail space
- there is capacity in the town for an area of 5,130 sqm net (55,200 sqft) of new comparison retail space
- opportunities for modern retail space in the town centre are limited and the Pierhead remains the major development site
- currently there is 50% leakage to surrounding towns for convenience shopping
- currently there is 60% leakage to surrounding towns for comparison shopping

The retail study identified capacity in the town for a significant areas of both food and non-food retail space. A undertook further research into market demand with the following findings:

- all of the major supermarket operators approached were interested in investing in the town
- although the Pierhead site presented challenges not found on an out of town site, most of the operators felt the site could meet their needs and be successfully be developed for food retail
- there was interest from operators in both medium and large foodstores
- operators recognised the need to take into consideration the design of the site as a whole and the need for integration with other uses on the site.
- the inclusion of food retail in the development had the potential to maximise revenue and increase economic viability

capacity identified by the retail study



within capacity

exceeds capacity

3.8 Public Consultation Process and Response

Masterplan Consultation Proposals

the proposals which formed the basis of the public consultation included the following

1. Mixed use development including food retail of 54,000sqft, other retail of 1100m2, and 16 housing units.

the development presents an active frontage onto est Clyde Street and aims to reflect the scale of the urban fabric of the existing town centre.

2. Pool and Leisure building

landmark building acting as a focus and destination, distinct from the background urban fabric of the town

3. Parking for the food retail and pool/leisure building

4. Public realm.

Public space in front of the new pool building, with a public route continuing around the pierhead.



Masterplan Consultation Proposals

the proposals presented for public consultation were developed on the following principles

- economic viability maximised by the inclusion of a large supermarket
- mixed use development and including, housing, public realm and public recreation (housing numbers reduced significantly from 2009 masterplan taking into consideration economic climate)
- parking should be provided for the proposed uses on the site with general town parking, commuter parking and coach parking located elsewhere in the town.

Public Consultation Process

the masterplanning process included a period of public consultation Dec 2011 an 2012, with a range of events, meetings and advertisements to inform people of the proposals and invite feedback.

- the consultation was advertised in the Helensburgh Advertiser, the local community newsletter and on the Council's web site.
- Paper copies of the Masterplans were deposited in Scotcourt House and the Helensburgh, Rosneath and Cardross libraries.
- A copy of the Masterplans and online survey were placed on the Council's web site.
- two open days that were held in the victoria Halls, Helensburgh with an exhibition and questionnaire survey. During the open days presentations were also given to specific interest groups (i.e. business community, community groups, users of the existing pool, young people etc.).
- Hexagon Consultants conducted face to face interviews with 3 1 local people from a wide age profile.

A total of approximately 1200 responses were received.

Response from Public Consultation

A full report on the consultation responses can be found on the Council website with the main points as follows

Pool / Leisure Building

the majority of people felt it was important that the new pool/leisure facility be located on the Pierhead and that a new recreational building would provide a focus and destination for both residents and visitors. If possible the new pool should be built whilst the existing pool remains in operation.

Large Supermarket

- the majority of people (55) did not feel it would be appropriate to locate a large supermarket (54,000 sq.ft) on the Pierhead for the following reasons
 - detrimental visual impact
 - loss of public recreational space
 - loss of public parking
 - loss of coach drop off on waterfront
 - increased congestion
- The need for a large supermarket and additional petrol filling station in the town was evident, reflecting the findings of the retail study, but people considered the a/trore proposals on the edge of town offered a preferable solution

Residential

- the majority of people (55) did not think residential development appropriate on the Pierhead for the following reasons
- 3/4 stories along est Clyde Street restricted open views across the waterfront
- parking issues
- housing did not fit comfortably above large retail unit

Public Realm, parking and coach drop off

- concern that the town centre would suffer from loss of convenient parking
- it was felt coach drop off should be central to waterfront and the town centre with the Pierhead the preferred location
- concern about loss of public realm and open views across waterfront

1. Executive Summary	5
2. Introduction	7
2.1 Key Principles of the approved Masterplan (2009)	9
3. Update on Current Situation	11
3.1 Current Site Uses	12
3.2 Condition of Existing Pool Building	12
3.3 Flood Risk Assessment	12
3.4 Helensburgh CHORD Project	13
3.5 Outline Business Case, Site Selection and Design of new swimming pool & leisure building to RIBA stage C	13
3.6 Retail Study Update	14
3.8 Public Consultation Process and Response	15
4. Proposals	17
4.1 Key Elements and Principles of the Masterplan	18
4.2 Masterplan proposal	20
4.3 Phasing	21
4.4 Example and Precedents	22
4.5 Strategic vision for regeneration of the town as a whole	24
4.6 Summary of proposals and aspirations	25

4. Proposals

4.1 Key Elements and Principles of the Masterplan

The proposals were developed taking into consideration the response from the public consultation, whilst keeping an emphasis on deliverability and market demand.

The proposals include the following elements:

Retail

Retail units forming an active frontage to West Clyde Street and the new public space with units relating in scale to the fabric of the town. Careful consideration should be given to the treatment of the back of house and the appearance from the car park and approach to the town from the east (and from the water)

New Pool and Leisure Building

A new landmark building on this highly visible site, acting as a community hub, attracting visitors and playing a role in the regeneration of the town centre. The facilities would include the wider community facilities identified in the 2009 Outline Business Case and developed in more detail in the stage C Design 2010.

Car parking

Car parking for the pool/leisure building and for general public use with a strong connection to the town centre and convenient to the waterfront. The viability of underground/undercroft carparking was researched, but proved prohibitively expensive.

Coach drop off and parking

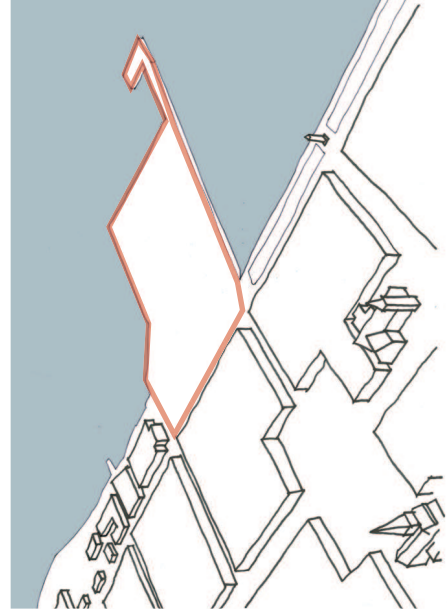
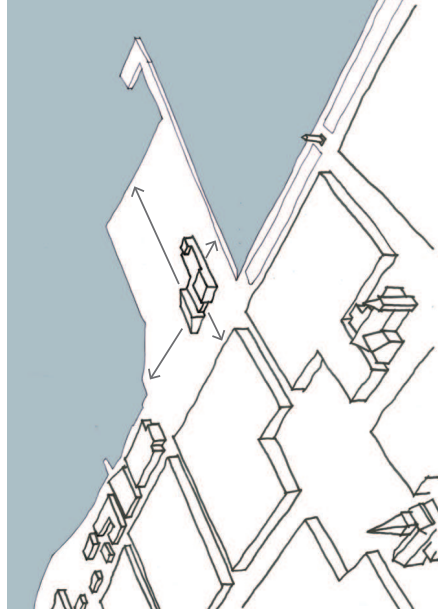
Coach drop off at the new public space on West Clyde Street, with parking provision on the pier.

Public Realm and open views

New high quality public outdoor space with a walkway continuous around the site. Open views across the waterfront maintained.

Flood Risk

The proposals allow for raising the entire site by approximately 1.5m and strengthening rock armour on the eastern site as recommended in the flood risk analysis.

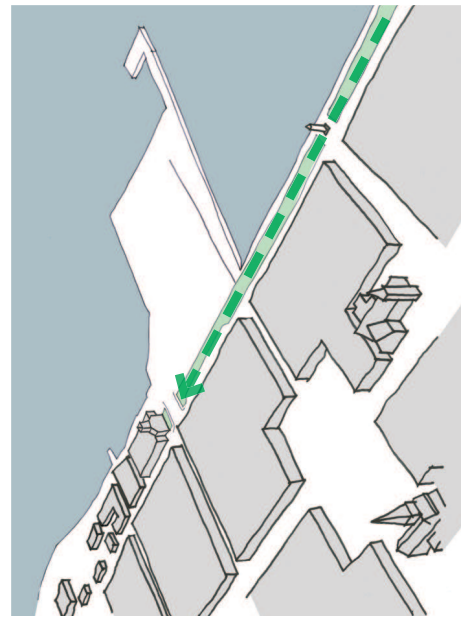


Extensive

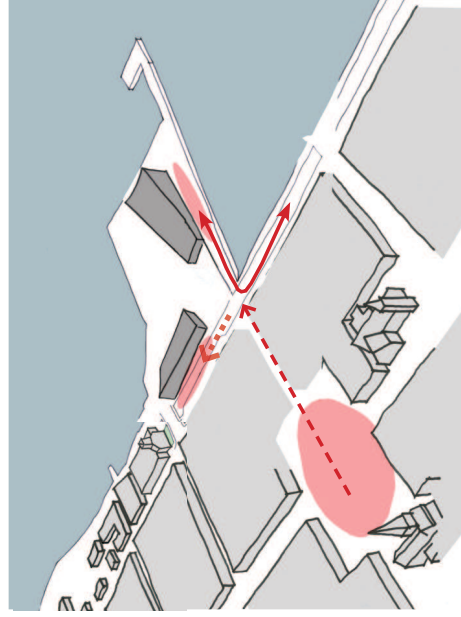
- current swimming pool on Pierhead in poor condition and nearing the end of its lifespan
- poor relationship to street, water and pier
- surrounded by underexploited and poor quality urban space

- extent of cleared site

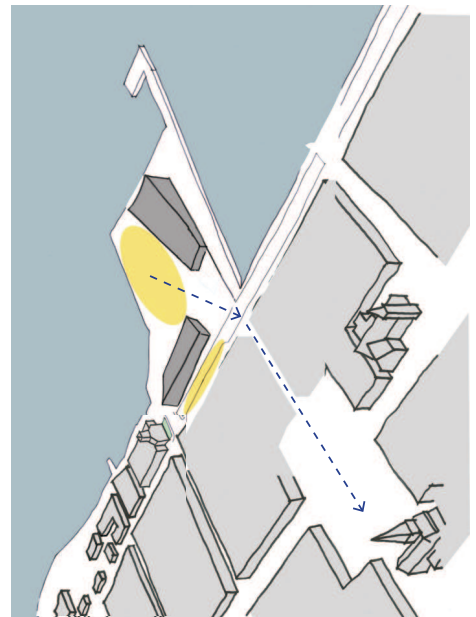
NB Although the former Mariners public house site is not currently within Council ownership it is considered part of the Pierhead and is included in the overall masterplan. Consideration has been given to how the Pierhead could be developed excluding this relatively small site.



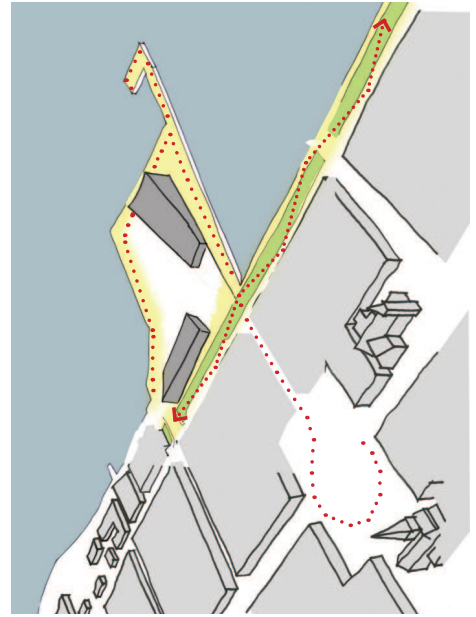
- 1**
- extend length of esplanade eastwards, ending with tower of the tourist information
 - CHORD development extended and concluded
 - new open public space along sea front maintaining views



- 2**
- esplanade continued along pier to form a new public space in front of the new pool/leisure building
 - axis from Colquhoun Square reinforced with clear sightlines down Colquhoun Street to the sea maintained
 - retail/cafes opening onto the new public space along West Clyde Street



- 3**
- car parking screened by the new buildings, but a good connection with the town centre is maintained
 - coach and taxi drop off at the public space on West Clyde Street convenient for visitors both to the town centre and the waterfront

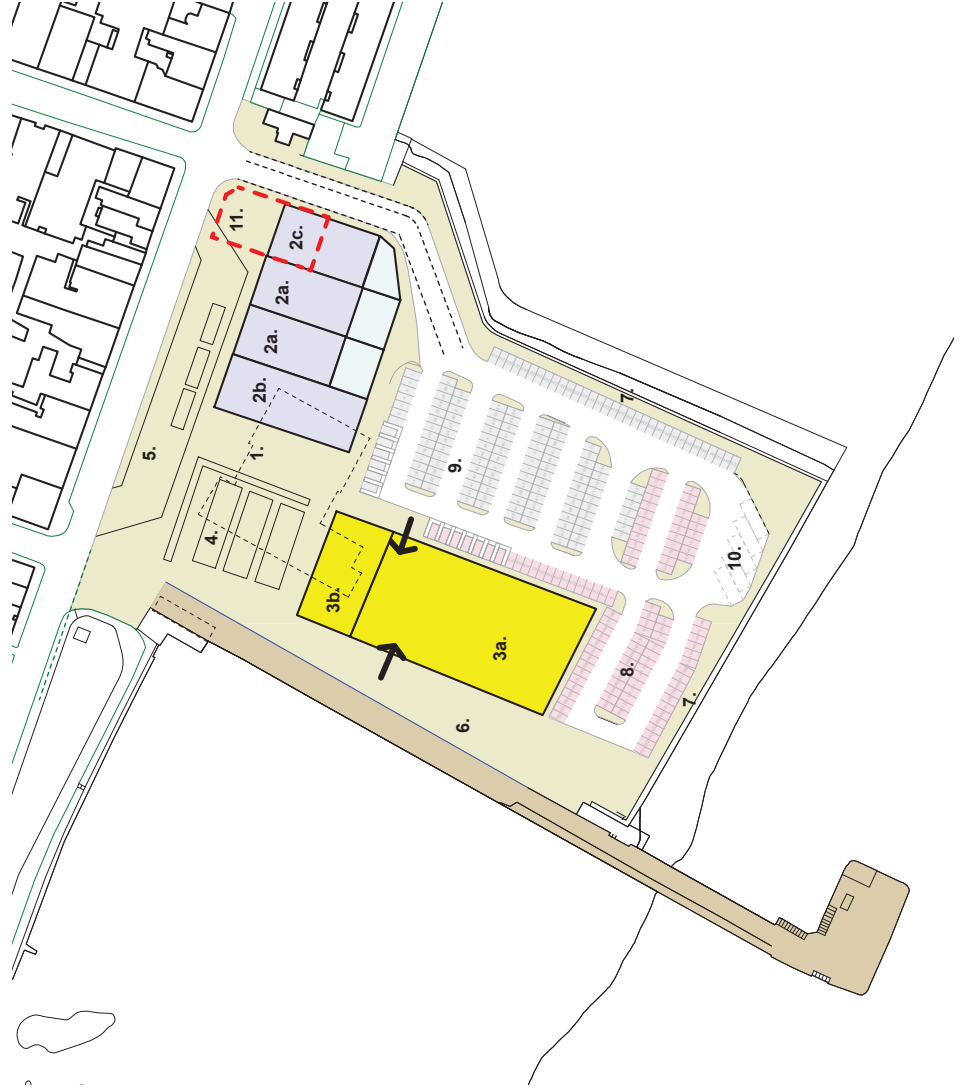


- 4**
- Public access to the Pierhead and waterfront maintained with a public walkway around the site
 - new public spaces formed by the new buildings and connecting with the esplanade

4. Proposals

4.2 Masterplan proposal

1. Foot print of existing pool
- 2a. Retail units (1325m² gross)
- 2b. Additional retail once existing pool demolished (120m² gross)
- 2c. Additional retail unit if Mariners site developed (620m² gross)
- 3a. Pool and leisure building 2250m² footprint (as stage c report)
- 3b. Possible extension to pool building 600m²
4. Landscaping skate park play park
5. Coach and taxi drop off
6. Public space in front of pool building.
 - Public walkway round site
8. Parking for pool 100 spaces (shaded pink)
9. General public parking (shaded grey) 165 spaces
10. Coach parking (short mid term)
11. Mariners site (dotted red)



4.3 Phasing

The diagrams illustrate the following phases:

- 1. Site as existing**: Shows the current state of the site with an 'existing pool' and surrounding buildings.
- 2. New pool and leisure building built. Initial phase of new retail built. Flood alleviation & defences (raising of site and repair to rock armour on eastern side) .**: Shows a 'new pool building' and 'new retail' areas highlighted in yellow and purple respectively.
- 3. Existing Pool demolished. New landscaping, skate play park. Completion of flood alleviation (raising site) .**: Shows the 'existing pool' area highlighted in yellow, indicating its demolition and replacement with landscaping and a skate park.
- 4. Possible extension of pool, leisure building. Possible extension to retail building utilising previous pool site. Possible extension of retail utilising mariners site.**: Shows further extensions of the pool building and retail areas, with the former pool site and mariners site highlighted in yellow.

4. Proposals

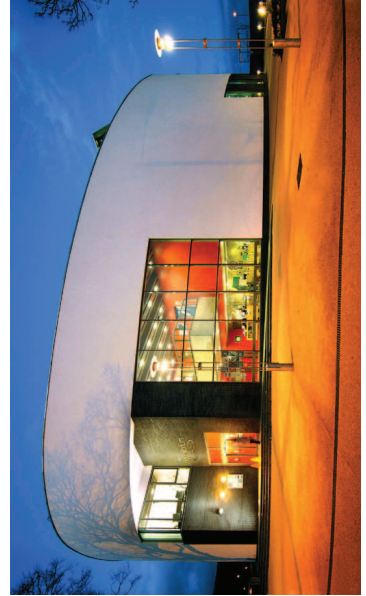
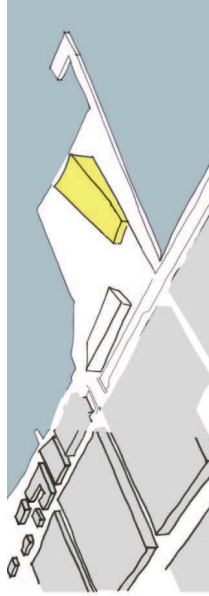
4.4 Example and Precedents

The following photographs showing examples and precedents of how the different elements proposed in the masterplan development could be realised □

- Landmark Building
- Public Space
- Car parking
- Appropriate retail □ cafes
- Integrated building □ public realm

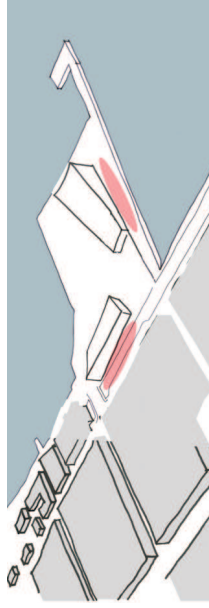
Landmark Building

Key landmark building on waterfront acting as focus and destination, distinct from background urban fabric of the town



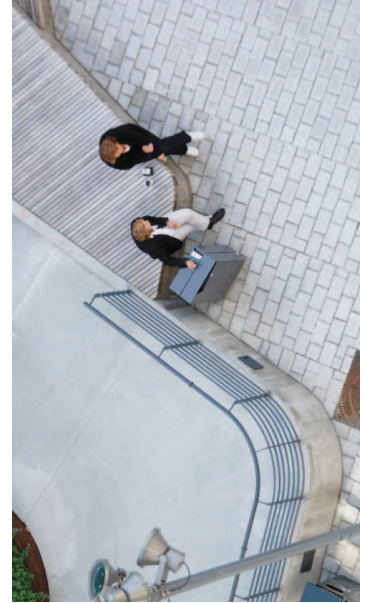
Public Space

High quality landscaping to public realm, appropriate to waterfront setting



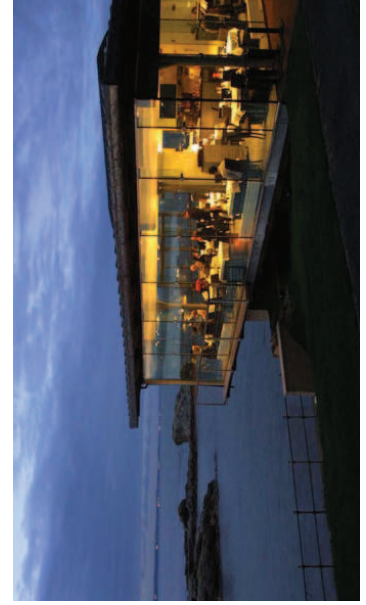
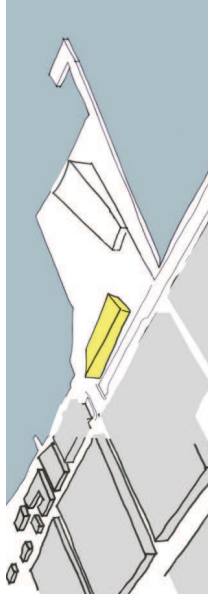
Car Park

High quality car park in terms of paving, street lighting, markings etc screened by low walls and/or planting appropriate to location. Separate and distinct from public space along pier



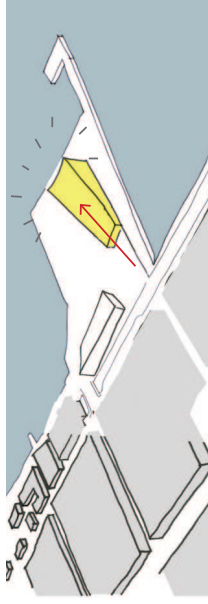
Appropriate retail

Retail development appropriate to waterfront setting and making the most of the location. Bringing street life and attracting visitors



Possible integration of landscape and built form

Utilising uniqueness of the waterfront location with the possibility the roof of the buildings become part of the public realm creating a unique attraction

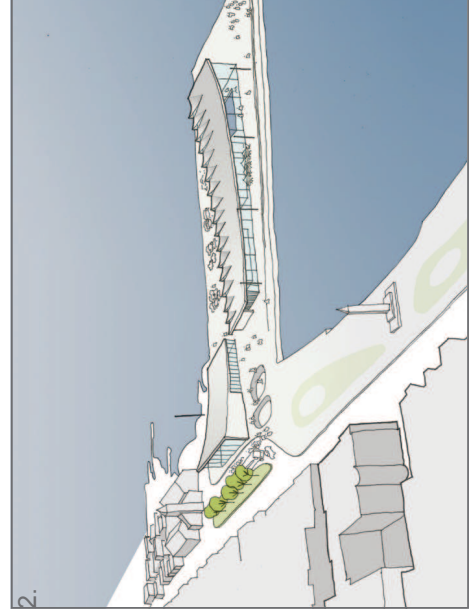
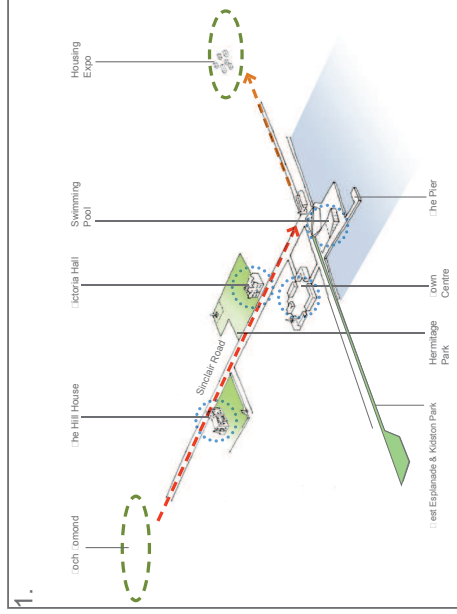


4. Proposals

4.5 Strategic vision for regeneration of the town as a whole

The redevelopment of the Pierhead should be considered within the context of a number of wider strategic improvements key to the regeneration of the town as a whole.

1. The core elements centre around the development of the central spine of Sinclair Street to create a draw pulls visitors from Hill House down towards Helensburgh's major asset, its waterfront.
2. A transformed pierhead would become a destination in its own right completing the enhancements to the town centre.
3. The west esplanade, redeveloped as part of the CHORD project, stretching out towards the new facilities at Kidston Park.
4. The former Academy site redeveloped for housing centred on a community park. As an alternative to developer led housing there is the opportunity to instigate an Environmental Housing Expo supported by the Scottish Government and focused on the realistic delivery of environmentally designed affordable family housing that continues Helensburgh's rich heritage as a place of high quality domestic architecture and creates a nationally publicised event and opportunity to both provide for a valuable need and increase the town's wider profile.



4.6 Summary of proposals and aspirations

1. **Landmark pool and leisure building**

A new pool and leisure facility acting as a focus for the community and a destination attracting visitors to the town.

2. **Retail / Cafe**

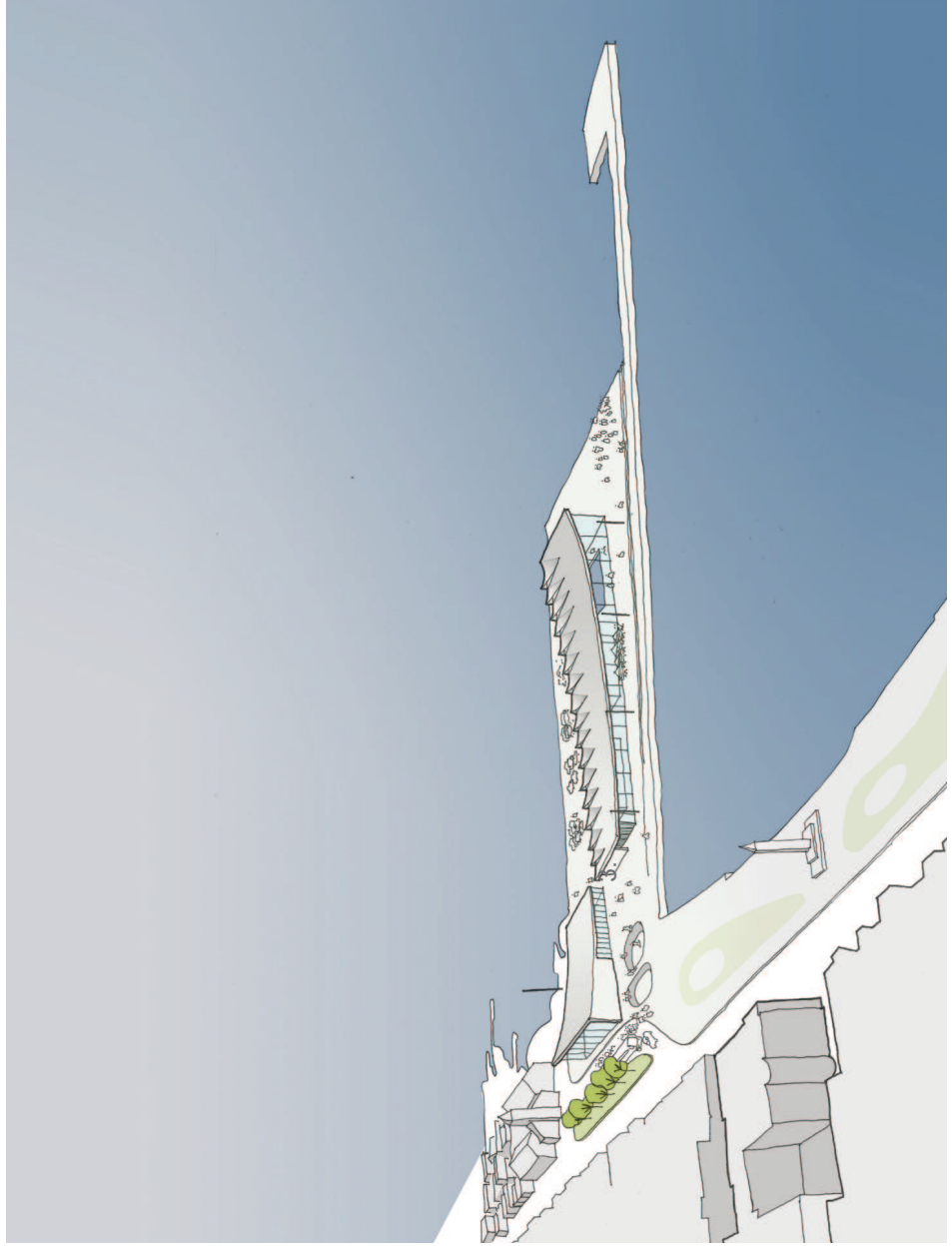
Development appropriate to the waterfront location, providing an active frontage onto the new public space on West Clyde Street, bringing vitality to the waterfront and contributing to economic viability

3. **Public Realm**

- High quality landscaped outdoor amenity space.
- Access to the pier and waterfront walkway around the site
- Reconfigured skate/play park and landscaping
- Open aspects and views enhanced

4. **Parking and taxi / coach drop off**

- Coach and taxi drop off in the new public space on West Clyde Street convenient to both the waterfront and the town centre.
- General public carparking screened by buildings, but convenient to both the waterfront and the town centre
- Flexibility of using parking area for larger public events



This page is intentionally left blank