
HELENSBURGH PIERHEAD MASTERPLAN APPROVAL

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 and this commenced on the 3rd of September 2012 for a 28 day period which attracted 29 individual responses.
- 1.2 This report contains a summary of the responses made to the Finalised Masterplan following the consultation period and recommends that the Finalised Pierhead Masterplan be approved as supplementary guidance to inform future development on this important site (see attached **Pierhead Finalised Masterplan Document**). Once approved the Masterplan will also 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 Council approve the **Finalised Pierhead Masterplan** as attached to this report and officers be instructed to start its implementation.

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.
- 3.3 As Members are aware the Pierhead Masterplan has been subject to extensive consultation over recent years, the full results of can be found in the published **Public**

Consultation Document. The changes proposed to the Finalised Masterplan reflected these comments received and consequently resulted in significant change that required a further round of public consultation. This round of consultation commenced on the 3rd of September 2012 and finished on the 1st of October 2012. The consultation consisted 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. In addition, a press release was issued to all local newspapers, a formal public notice, messages were sent on twitter by the council's communication team and a meeting of the Helensburgh Community Council was attended by the Development Policy Manager to encourage participation in the consultation, carry out a presentation on the content of the Masterplan and answer any questions.

4.0 SUMMARY OF COMMENTS RECEIVED

- 4.1 Despite over **250** individuals viewing the Masterplan on the council's web site only **29** submissions have been received either through the council's web site or by email during the consultation.
- 4.2 While the number of comments submitted has been low the general sentiment of submitted forms has been positive to the Finalised Masterplan which was acknowledged as clearly taking into account the views of local residents that were expressed at the previous draft stage.
- 4.3 That said, a number of people remain against the idea of any new retail units on the Pierhead saying that "there already too many empty units and charity shops in the Town Centre". In response to this concern the retail units proposed for the Pierhead are intended to provide modern sized flexible units designed to attract new commercial operators to Helensburgh that will add to the general retail offer of the town centre helping to attract additional footfall to the wider area.
- 4.4 In addition, submissions to the consultation were also received by representatives of Sainsburys and Asda Supermarket chains. Sainsbury's main consideration relates to their ownership of the site, namely the vacant site of the former Mariner's Pub, and their need to safeguard their access rights to the site and reasserting the importance of their site in relation to the delivery of the Masterplan, particularly with regard to providing the retail floorspace, addressing flood risk and dealing with traffic and access issues. Asda representatives stated that in light of the decision taken with regard to Waitrose there was still a pressing requirement for larger scale convenience retailing within Helensburgh Town Centre. Consequently, Asda stated that the Masterplan must allow for the provision of new retail floorspace in the form of a superstore of a size that will compete with the approved Waitrose store at Cardross Road and would welcome the opportunity to work with the council to demonstrate what was possible to deliver this on the site in a sensitive manner.
- 4.5 Helensburgh Community Council submitted a detailed response to the consultation that stated their general support for the Finalised Masterplan with a number of detailed comments together with some suggestions for further amendments including:-
 - Make the leisure pool facility a little larger to include a Heritage / visitor centre giving Helensburgh an indoor, year round public attraction.

- The public toilets should also be located within the building. They would be less likely to be misused.
- A restaurant with a separate entrance from the rest of the building. It would have a great view over the Clyde and would be along the lines of the restaurant at Lomond Shores.
- They also liked Gareth Hoskins original design for the building where the roof is used as a public open space and viewing gallery. We would like to see this feature incorporated

Helensburgh Community Council also made a number of recommendations:-

- A&BC to consult the users of the skateboard park over what new equipment is installed.
- A&BC to consult the Helensburgh Play Parks Association over the new play equipment
- A&BC to seek input/assistance from the Royal Navy and Babcock to the project
- Car parking made free on the pier. The car parking for the swimming pool could be subject to a small charge which would be refunded when paying admittance.
- The shop units be heavily marketed to quality retailers which would be a draw to the town for visitors and locals alike (while the Council can't pick and choose who goes into the shops it can certainly exert an influence).
- A &BC to investigate the linking of the leisure centre and the retail units with a covered walkway.

4.6 These comments and recommendations together with a number of other similar comments received by the general public are considered to be too detailed to be dealt with by the broader brush Masterplan document. There could also be issues with actual delivery of enlarged elements of the scheme such as the proposed Heritage Centre. That said, the issues raised need to be addressed and/or taken into account when different elements of the project, including any detailed design works and costings, emerge in the months ahead.

4.7 It should also be noted that following the close of the consultation Helensburgh Community Council wrote to the council expressing their concern that the consultation was insufficient to adequately understand local peoples' views. Council officers did however make every effort to get people involved through local media and use of the council's web site in accordance with the consultation arrangements set out in the report to the council that approved the release of the Finalised Masterplan. It is considered however, given the feedback received, that the public generally appear to accept that the views expressed at earlier consultations were taken into account and reflected in the Finalised Masterplan and no further comment was necessary.

5.0 CONCLUSION

5.1 Following approval by the former 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. Taking into account the views expressed by local members of the public at this time significant changes were made which in turn led to a Finalised Masterplan being approved by the council in August for a 28 day consultation day period. This

consultation has now ended with a generally positive response with regard to the Finalised Masterplan albeit gathered from a small number of actual responders. Consequently, it is considered that no further changes to the Finalised Masterplan are necessary and the council should therefore approve it as supplementary guidance to help guide future development on this site. 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.

6.0 IMPLICATIONS

Policy	Consistent with LDP
Financial	Masterplan will inform Marketing Brief and capital Investment plan for the Pierhead area
Personnel	None
Equalities Impact Assessment	None anticipated
Legal	None
Risk	The consultation demonstrated a majority support with caveats; the risk to the delivery of the masterplan is manageable
Customer Service:	Staff will be employed to deliver this.

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