



INVERARAY PROJECT : FRAMEWORK PLAN

June 2014

Prepared by  Urban Animation for Argyll Estates



"Inveraray is without equal among small British towns in having achieved by deliberate planning just that balance of man and nature, function and ceremony, which is the essence of townscape".

McWilliam, Scottish Townscape, Collins 1975.



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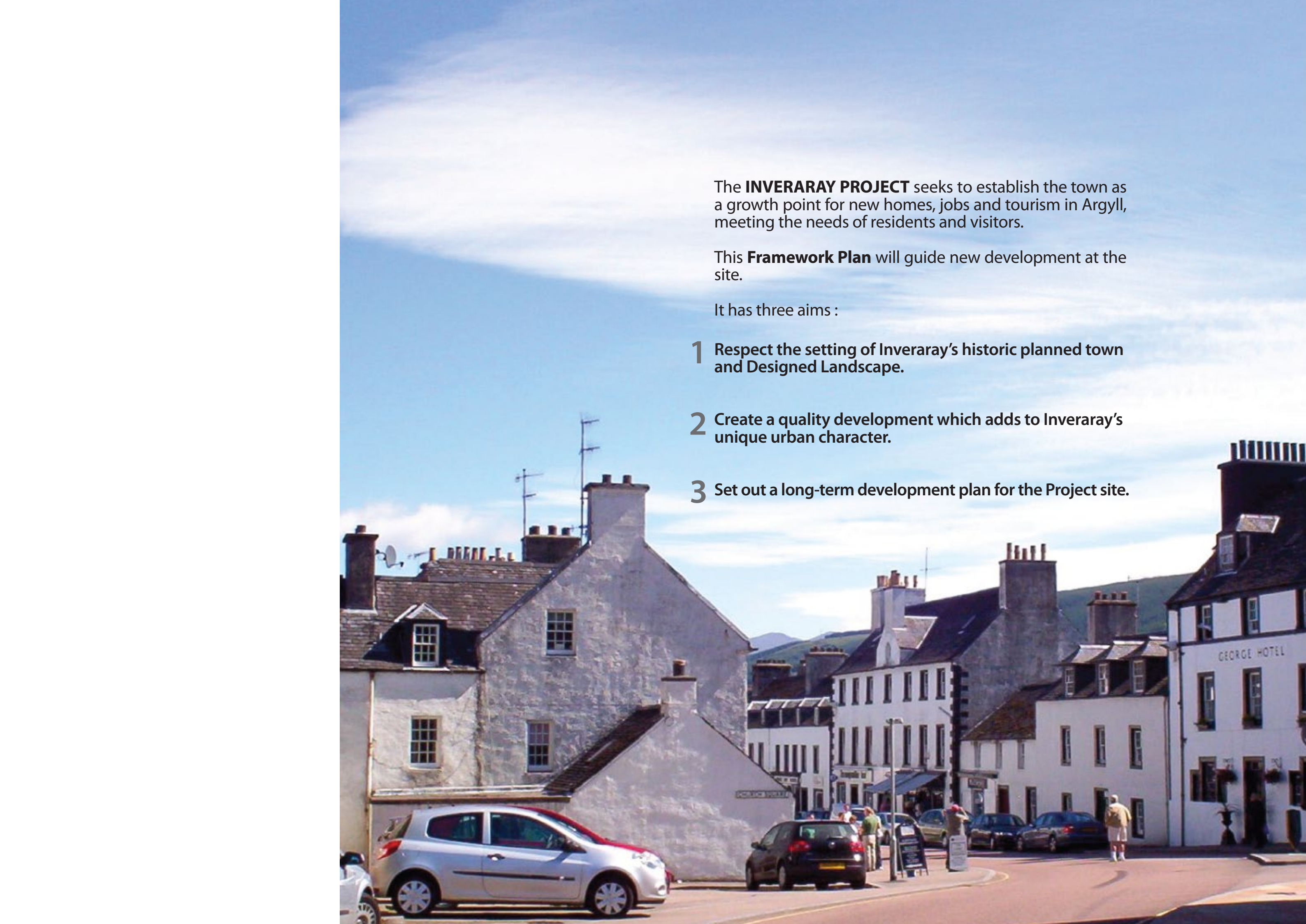
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INVERARAY PROJECT FRAMEWORK PLAN

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The **INVERARAY PROJECT** seeks to establish the town as a growth point for new homes, jobs and tourism in Argyll, meeting the needs of residents and visitors.

This **Framework Plan** will guide new development at the site.

It has three aims :

- 1** Respect the setting of Inveraray's historic planned town and Designed Landscape.
- 2** Create a quality development which adds to Inveraray's unique urban character.
- 3** Set out a long-term development plan for the Project site.

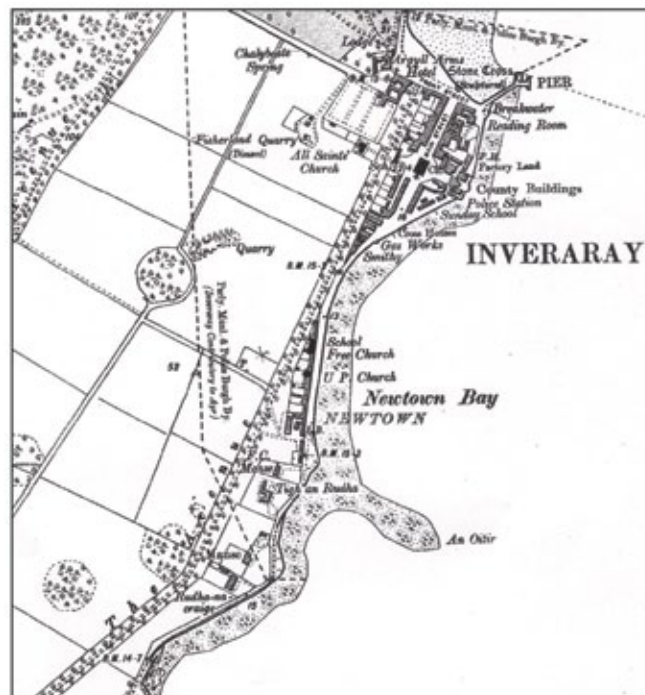
1. INTRODUCTION

This Framework Plan has been prepared by Urban Animation, acting for Argyll Estates. It guides development at the site known as MU3001 and MAST 1/5 in Argyll & Bute Council's Local Development Plan. The site is to be developed for housing, business, tourism and community facilities.

The Framework Plan establishes a long term approach for development at the site. It includes design guidance which can ensure that in future, expansion of the village achieves a lasting quality. Each phase of development will also be guided by a detailed master plan.

Taking a strategic, long term view of the future expansion of Inveraray can ensure that short term development initiatives do not compromise the longer term needs of the town.

The Framework Plan is the result of a 5 year process which included statutory consultation through the Council's development plan and engagement with local people, businesses and the Inveraray Community Council. It has also been the subject of a collaborative design review process involving the Council, Architecture+Design Scotland, Historic Scotland, Transport Scotland and other public agencies.



Inveraray in 1901

2. FRAMEWORK VISION

Inveraray is one of the most important and influential Designed Landscapes and planned towns in Scotland. It is an iconic town of national significance and an exemplar for placemaking across Scotland.

The original planned town was constructed from the 1750s. It remains largely intact and retains its striking relationship to Loch Fyne, Loch Shira and the surrounding Designed Landscape. The planned town and Castle remain as the public face of Inveraray.

There has been significant new development since the mid-20th in the Fisherland area to the west of the planned town and on higher ground west of Newtown. This 'backland' development is less impressive than the planned town and it is becoming increasingly visible as the town continues to grow.

Over time, the two backland areas have spread towards one another, reducing the extent of the parkland area in the middle of the settlement. This reflects the lack of other suitable locations for new development in Inveraray. The Inveraray Project proposes development of the central parkland area through a co-ordinated plan for growth at Inveraray, bringing together the two western expansion areas.

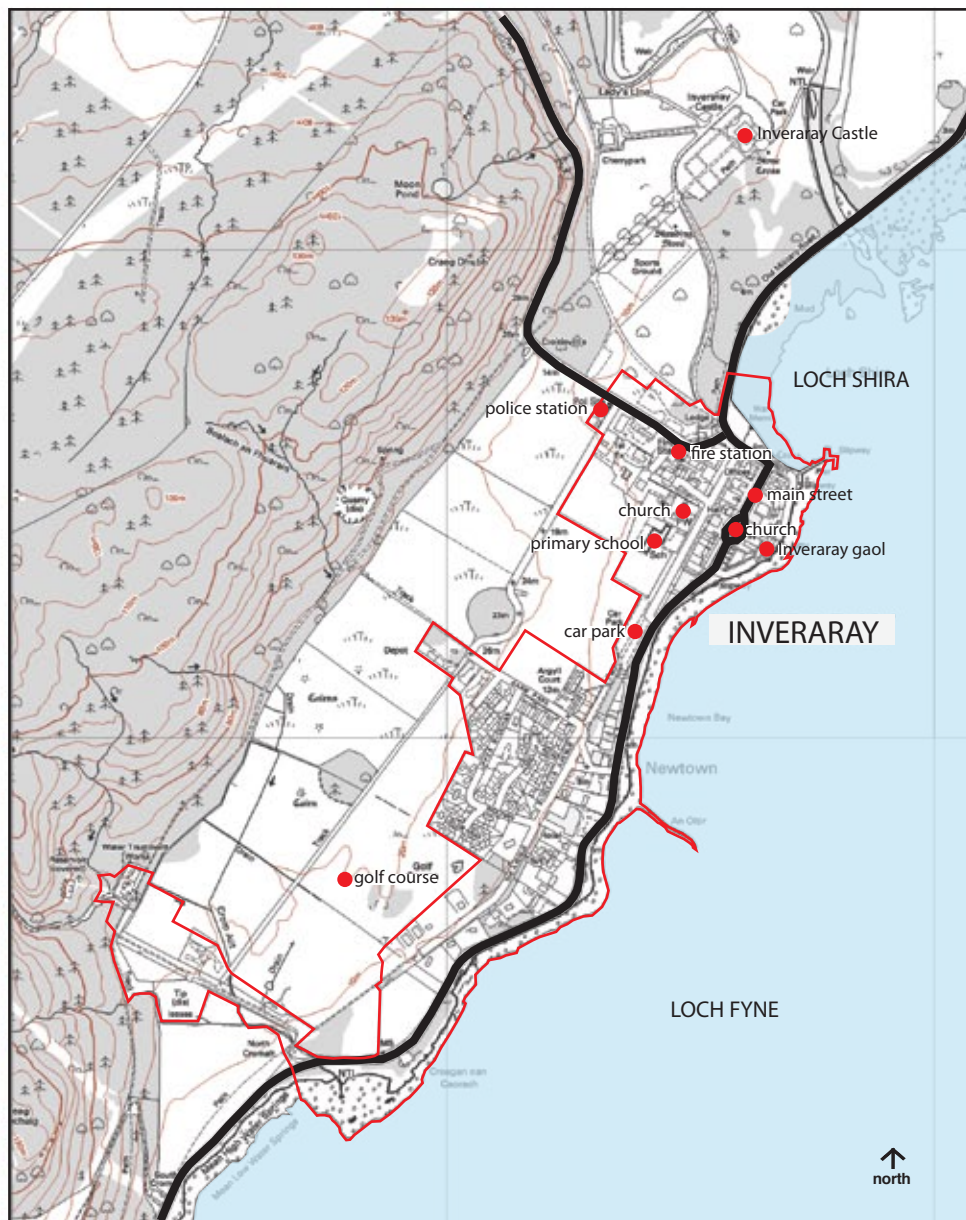
The planned town was designed and constructed in an era quite different to our own. It is unrealistic and inappropriate to expect new development at Inveraray to match the design and form of the planned town. However, it will be possible to create a development which improves on the standard achieved by backland developments and reflects some of the key qualities of the planned town. In particular, new development will aim to achieve an urban character, with attractive streets, passageways, places and clearly defined building lines.

The Inveraray Project is a significant intervention in the setting of the planned town and the Designed Landscape. The Framework Plan enables this change to be managed to ensure that impacts are minimised and enhancements provided at the appropriate time. In doing so, it will also provide a supply of development land over the long term, enabling the town to accommodate the new homes, jobs and services it requires.

1. Respect the setting of Inveraray's historic planned town and Designed Landscape

2. Create a quality development which adds to Inveraray's unique urban character.

3. Set out a long-term development plan for the Project site.



3. INVERARAY PAST AND PRESENT

Inveraray is located on the western shore of Loch Fyne on the A83 Tarbet-Campbeltown road. The town lies adjacent to Inveraray Castle, the ancestral seat of the Dukes of Argyll and home of the Campbells, who have been resident at Inveraray since the 15th century.

The town is set in a scheduled Designed Landscape, first laid out in the mid-17th century and pre-dating construction of the town. It was altered in the 1720s and completely redesigned in the mid-18th century.

In 1744 the third Duke of Argyll decided to demolish the original castle and replace it with a large Georgian mansion, later added to with gothic Victorian extensions. Prior to construction of the new Castle, Inveraray amounted to a surrounding collection of poor quality buildings, in an 'old town' which was removed to improve the setting for the new mansion. Various plans were drawn for a relocated town and this was constructed over the latter part of the 18th century. Many of the original buildings remain, along with the planned pattern of streets and spaces and distinctive urban form. The town retains its striking relationship to Loch Fyne and Loch Shira.

The new village provided houses for estate workers, a hotel, churches, a blacksmith, a woollen mill and a pier to exploit herring fishing, which later played an important economic role. The Court-house, bank and jail were added in the 19th Century, followed by All Saints Church in 1886 and the Bell Tower, constructed from 1923-1932 in the Fisherland area north west of the original village.

By the beginning of the 19th century, the formal landscape had been transformed into a 'picturesque' informal layout. Extensive woodlands were planted in the mid- 19th century and the gardens around the Castle laid out. By the mid-20th century most of the woodlands had been replanted.

Inveraray played an important role in WWII, with approximately quarter of a million troops training in amphibious landing techniques on the shores of Loch Fyne. The site of a military encampment at Newtown was subsequently developed for housing and other uses.

In the post War period, Inveraray expanded significantly, with new development taking place adjacent to The Avenue, an important feature within the Designed Landscape, and at Fisherland. However, the character of the original planned village was protected, with important conservation work undertaken in the late 1950s and early 1960s. Work led by Ian Lindsay on behalf of the Burgh Council and the eleventh Duke resulted in the renovation of more than one hundred buildings, previously gifted to the nation.

Conservation Area status was granted in 1972, covering the planned town, Newtown, the Avenue and the main approaches to the town.

Following a major fire at Inveraray Castle in 1975, restoration was ultimately undertaken by the twelfth Duke in the mid 1990's. Another round of conservation and upgrading works has recently been completed by the thirteenth and current Duke of Argyll.

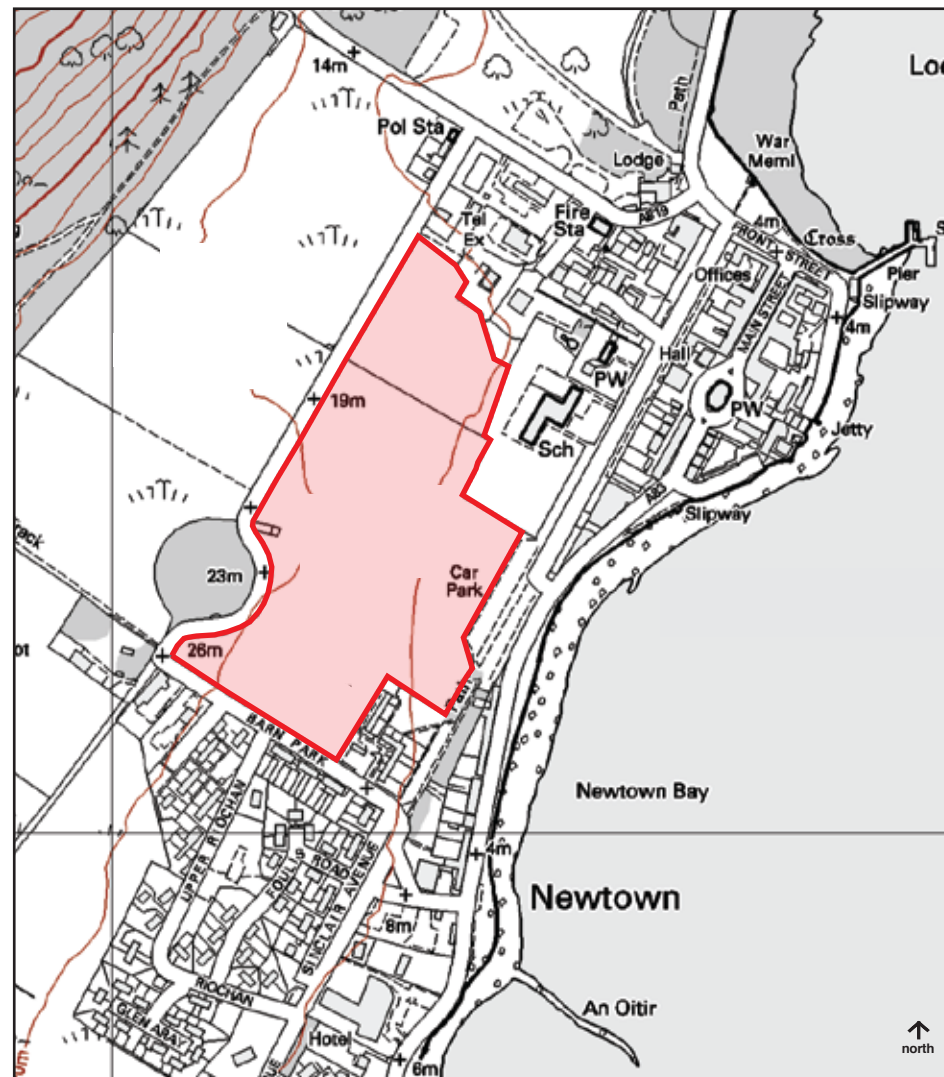
In 2013, Argyll & Bute Council confirmed a Conservation Area Regeneration Scheme for Inveraray, jointly funded by Historic Scotland.

Inveraray has become a popular visitor destination, with the Castle, Inveraray Gaol, Maritime Heritage Museum, and Woollen Mill offering a range of experiences. The Loch Fyne Cairndow Oyster Bar is another popular attraction, located a few miles north at the head of the Loch. Inveraray is also well established as a stopping point for bus tour parties.

There are a number of good quality hotels in the village and the popular Argyll Caravan Park lies approximately 2 miles to the south.

Inveraray has its share of successful clubs and groups. The Shinty Club were 2004 Camanachd Cup champions and Inveraray and District Pipe Band were 2009 Grade 2 World Champions.

Inveraray Primary School is located at The Avenue, towards the centre of the village. Secondary pupils travel to Lochgilphead High School.



4. THE INVERARAY PROJECT SITE

The Argyll & Bute Local Development Plan (LDP) allocates the Inveraray Project site as the MU3001 Mixed Use site. Appropriate uses are noted as housing (approximately 150 dwellings, including 25% affordable), business (Class 4), tourism (including hotel) and community facilities.

The LDP also designates the site as the MAST 1/5 Strategic Master Plan Area for mixed use, village expansion, housing, business, retail and community facilities.

These LDP designations guide the uses which are acceptable for the site. The Council has also adopted 'Guidance On The Use of Master Plans', which sets out the information which is to be provided in Master Plans, and a 'Sustainable Design Guide'. This Framework Plan takes full account of all these documents and provides overarching information which will inform detailed master plans for each phase of development.

The Inveraray Project site lies in the undeveloped central area of Inveraray. It is wholly owned by Argyll Estates and lies within the Designed Landscape. The site area amounts to approximately 8.6 hectares / 21.5 acres.

The site is bound to the west by a track and wooded roundel, open fields and woodland forming part of the original Designed Landscape. Housing at Barn Park lies to the south, with car parking and the primary school playing field to the east, with the historic Avenue beyond. The shinty club and industrial or business uses lie to the north.

The land slopes down generally from west to east, with a fall of between six and twelve metres. The track at the west of the site forms a natural boundary, as the land beyond is generally less steep. Although a later addition to the Designed Landscape, this route is a significant feature. The gradient varies across the site and offers good potential for exploiting attractive views over Loch Fyne and achieving an interesting development form which responds positively to the land form.

Since views are also available back into the site from across Loch Fyne and elsewhere, consideration must be given to the appearance of the development and its potential impacts upon the Design Landscape and planned town, when viewed from a distance. Judicious use of tree planting might help to achieve development which is effectively set into the landscape.

Access and Routes

Inveraray has surprisingly poor connectivity and vehicular access, despite lying on the A83 trunk Road and the A819. This is due to a combination of tight road geometry in the planned village, a lack of connecting routes within the elongated settlement, poor forward planning of access routes and constrained junction capacities. Connectivity would be greatly improved by linking routes through the new development to existing roads.

Access options have been discussed with Transport Scotland and the Council's Roads Department. There are three access points which may be available to serve the site, although all require detailed design solutions to overcome constraints:

a. Car Park Access - The access road from the A83 into the central car park at the east of the site can be extended, giving priority to through traffic over car park users. This can provide capacity for early phases of development. However, as the development expands, Transport Scotland may require widening of the A83 trunk road to form a turning lane for traffic approaching the junction from the north (this may require some adjustment to the car parking area and the listed stone wall at the A83, subject to technical considerations). Capacity and junction design are the subject of ongoing discussion with Transport Scotland and the Council's Roads Department.

b. Barn Park - A new access from Barn Park could link with the car park access to create a through route. However, the Barn Brae junction with the A83 is nearing capacity. Transport Scotland may require a turning lane at the A83 for traffic turning into Barn Brae from the north, to accommodate new development beyond 12 affordable houses currently proposed by ACHA. There is a tight bend at Barn Park which may require local road adjustments if a connecting route is to be constructed. Investigation of land ownership and junction geometry to facilitate this is required.

c. Police Station Access - It should be possible to create a third access at the Police Station and this could also form a link with the other routes through the site. This access point is expected to be formed later in the development.

All of these access points require detailed design solutions to satisfy Transport Scotland and the Council.

Pedestrian and cycle routes can be provided throughout the development to achieve a convenient network of routes, well connected to surrounding paths. The Avenue and its parallel track bound the east and west of the site, forming the Council's proposed Core Path 203. These will remain important routes and new connections can be provided as the development progresses. The main footpath routes are indicated on the Site Analysis plan.

Flood Risk

SEPA have previously indicated that the 1 in 200 year still water coastal flood level is estimated at 4.06m AOD. Allowing for freeboard and climate change factors, a safe level of 5.5m AOD is generally accepted throughout Argyll and the west of Scotland. No part of the site lies below 5.5m AOD and the development therefore appears to be free of coastal flood risk.



Avenue car park looking north to bell tower



View south to the western edge of the site

Services

Initial contact with Scottish Water confirms there is adequate capacity in the existing water supply to service the development. Limited foul drainage capacity is available but early development phases can be accommodated. Requirements for additional foul drainage capacity and wider upgrades to water and drainage to maintain existing service levels are the subject of ongoing discussion with Scottish Water. On site management of surface water will be arranged to meet SUDS requirements, with water discharged to Loch Fyne.

An overhead low voltage power supply follows the route of a watercourse crossing the northern part of the site. This connects to other overhead routes at the track along the western boundary and further west. The local network will be extended to serve the development. Any future requirements for upgrading will be discussed with SSE.

Archaeology

The West of Scotland Archaeology Service (WoSAS) has confirmed no archaeological remains have been recorded on the site to date but suggests buried sub-surface deposits may exist. Nearby cairns to the south west of the site raise the potential for associated material to be present, including occupation sites used by the people who built them. Elements associated with occupation, such as pits, post-holes, hearths etc, may survive below ground level. Archaeological evaluation will proceed in conjunction with planning applications for development phases, to the satisfaction of WoSAS and the Council.

Wildlife and Biodiversity

There is a prominent wooded roundel occupying land beyond the south west corner of the site and mature woodland at The Avenue adjacent to the southern corner. A small watercourse runs north west to south east across the northern part of the site, to the boundary of the Primary School playing field, where it sinks. The site has few other significant natural features.

There are no nature conservation policies protecting the site. There are no known issues with protected species which would prevent development taking place, although it is anticipated that species such as bats, otter and deer may be found in the area. Habitat and ecology surveys will be undertaken in conjunction with planning applications for development phases.

Education

Previous discussion with the Council's Education Service suggests there is adequate capacity at the Inveraray Primary School and Lochgilphead High School to accommodate the development.

Ground Conditions

Site investigation works will proceed in conjunction with development phases, to confirm ground porosity and bearing capacity.

Community Engagement

In June 2010, community engagement was undertaken following the preparation of the Preliminary Master Plan for the Inveraray Project. The engagement exercise gathered significant feedback through a number of channels, including meetings with the Community Council and the Community Planning Group, two days of public walk-in information events in the town, a printed questionnaire and website publicity.

The following general points summarise the main findings :

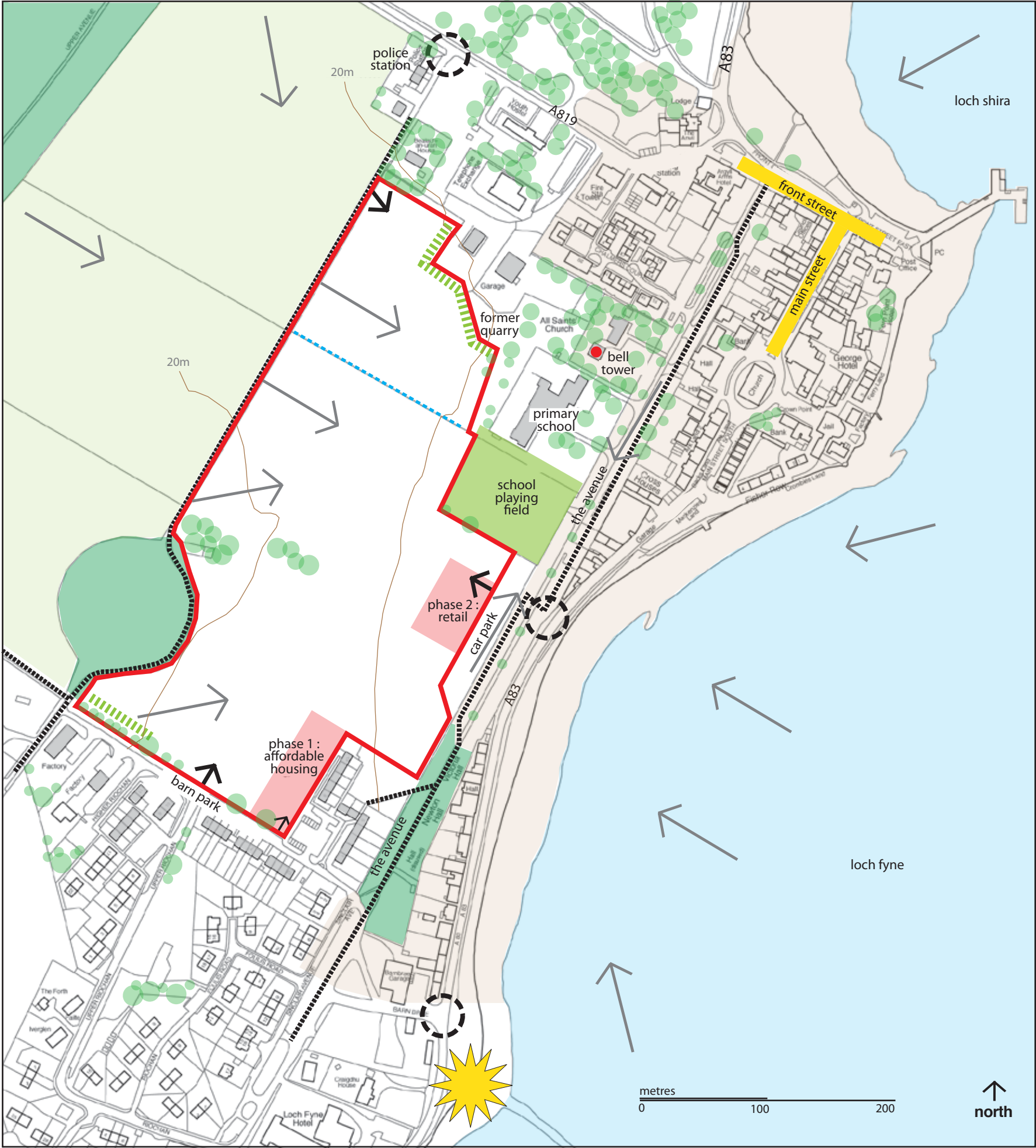
- Broad local support for the principle of growth at Inveraray;
- New development would be best located on the Project site;
- The quality and setting of the historic village must be protected;
- The amenity of existing residents should be protected;
- New development should primarily meet the needs of local people.

These points have been taken into account in this document.



As well as this engagement activity led by Argyll Estates, the Council undertook publicity for the Local Development Plan (LDP) over the last three years. Residents, businesses and groups have commented on the Plan at two stages and the Council has taken account of comments in finalising the LDP. Public consultation on this Framework Plan was also undertaken prior to its adoption as Supplementary Guidance.

SITE ANALYSIS PLAN



- Site Boundary
- Conservation Area
- Surrounding Countryside / Designed Landscape
- Woodland / Trees
- Town Core
- Road/Junction adjustments
- Edge Improvements
- Long/Panoramic Views
- Road Access/Potential Access Points
- Proposed Phase 1 & 2 Developments
- Potential for Solar Gain
- Watercourse
- Panoramic Focal Point
- Core Paths

5. INVERARAY'S NATURAL AND BUILT HERITAGE

Natural Heritage & Designed Landscape

The site covers part of the Designed Landscape associated with Inveraray Castle. There will be no direct impact upon any structure, feature or route within the Designed Landscape, including existing trees and woodland. However, the open parkland character of the site will change as development proceeds.

As previously stated, the first Designed Landscape at Inveraray was laid out in the mid-17th century. It was altered in the 1720s and completely redesigned in the mid-18th century. By the beginning of the 19th century, the formal landscape had been transformed into a 'picturesque' informal layout. Extensive woodlands were planted in the mid-19th century and the gardens around the Castle laid out. By the mid-20th century most of the woodlands had been replanted but the Designed Landscape was in a poor condition. The Designed Landscape has always been integrated with buildings and routes at Inveraray. It extends to approximately 4300 acres.

The Designed Landscape includes parkland, woodlands, gardens and a walled garden. It ranges across glens, high ground, low slopes and coastal land. There are numerous architectural features, the most significant of which are the planned town and Inveraray Castle.

Inveraray's historic planned town is fully integrated with the Designed Landscape, although the significance of this relationship is not fully explored in Historic Scotland's Inventory of Gardens and Designed Landscapes. Although the Inveraray Project site covers only half of one percent of the Designed Landscape area, it is prominently located at the interface of the town and its parkland setting, with panoramic views in from the east across Loch Fyne.

The planned town and new Castle were bold interventions which transformed the Designed Landscape. Although less bold, backland developments at Newton and Fisherland from the mid-20th century have also altered the parkland character of the area surrounding the Project site and the Avenue.

The range of adjustments and interventions in the Designed Landscape over almost 400 years has not diminished its historical importance or its contribution to Inveraray's setting. However, its changing character and mix of formal and informal features poses challenges in achieving a new development which respects the heritage of the place.

The key features are :

Parkland : The development will inevitably change the parkland character within the site but the wider parkland areas beyond to the west and south west will remain.

Wooded Slopes to the West : The higher wooded ground to the west forms a backdrop to panoramic and distant views of the town.

The Avenue : Previously a free standing formal arrival route for the Castle, the Avenue remains an important route passing through the town. It lies close to the east of the site. It's original character as a formal beech tree avenue has largely been lost and within the town it now serves various functions, with a variety of character areas. A small number of beech trees have been planted in the Avenue car park at the eastern boundary of the site but these at present do little to restore its original character. There is potential to enhance the Avenue at this location.

Wooded Roundel : This prominent wooded feature was previously freestanding in the parkland setting. It now lies at the edge of Inveraray's built up area, north of the mid-late 20th century developments at Newtown. Parkland remains at the north, east and west. The roundel is a prominent feature when viewed from across Loch Fyne, from Dun-na-Cuaiche (a watchtower on high ground north of the Castle), from the northern approach to Inveraray and from the central areas of the town around the Avenue car park.

Track at Western Boundary : The track runs parallel with the Avenue, although it is believed to be a more recent feature. It lies at the edge of the sloping Project site, forming its western boundary. Although a rough track, it's linear form and broader relationship with the Avenue gives it a more formal significance.

Watercourse : The watercourse meanders alongside a ha-ha wall : a 'designed' structure which introduces a degree of formality to this part of the local landscape.

Other Woodland and Trees : There are a numerous informal wooded areas and trees located in the Fisherland area, west of the planned town. Although not features associated with the Designed Landscape, they provide a backdrop to the planned town and the Bell Tower, reading as part of the wider landscape setting of the town.

Built Heritage

Inveraray's built heritage is protected by Conservation Area status. The Council's draft Conservation Area Character Appraisal notes that the planned town forms the core of the Conservation Area, defined by its distinctive urban form and the regular appearance of its buildings. The original planned town is largely intact. It's built heritage is of national significance and it is important that new development protects and enhances this quality and status.

The Project site is detached from the core of the planned town, which turns its back on the Avenue. This reflects the fact that this route was initially private, separated from the planned town by a stone wall which remains largely intact. In its previous beech planted form, the Avenue would have screened the parkland area from the rear of the planned town. On this basis, the planned town can be seen to have been conceived as a self-contained entity, directly related to the Loch shores but effectively physically separated from the parkland.

The Avenue is now incorporated within the town as a whole, with development having spread to the west at Fisherland and Newtown. Its function has changed significantly and it now serves a number of uses providing vehicular access, car parking, public realm and local facilities such a recycling yard.

Direct impacts upon the Conservation Area and its listed buildings and structures should be limited to any potential alterations to the listed wall arising from trunk road junction improvements. These alterations will be subject to discussion and agreement with Historic Scotland and the Council's Conservation Officer. No physical impacts are expected on the listed screen walls at the A83/A819 junction and A83/Avenue junction, as a result of the proposals.

As well as direct impacts upon the Conservation Area, the setting also requires consideration. The local setting is discussed below. Comments on the wider landscape setting and the potential impact of new development are set out in the following section.

The Conservation Area extends to the south of the Project site at the Avenue. This area is an important arrival point for visitors and the development frontage will read as part of the Conservation Area setting. Detailed proposals for the eastern edge of the site at the Avenue car park should enhance the character of this area. A Master Plan for Phase 2 of the Inveraray Project will address this in detail. Improvements may include tree planting adjacent to the car park to complement earlier efforts to reinstate the former beech lined character of the Avenue. There is scope for the Council to enhance the car park area and the northern part of the Avenue.

The listed Bell Tower is an extremely prominent building which can be seen from many parts of the town and beyond. Important views of the Bell Tower merit protection. The main local views of relevance to the site are from the car parking area at The Avenue. From the south, the open view across the car park and the Primary School playing field would not be compromised by the proposed development, although care would be required to ensure appropriate layout and design at the east of the site.

From the northern entrance of the Avenue looking south, the development will barely be visible due to existing wooded areas around the Bell Tower, Church and Primary School. Visibility will increase from viewpoints further south, on the Avenue approach to the site. Again, the design, form and layout of the eastern edge of the site will be important in ensuring the character of the Conservation Area setting is not compromised.

There are also views from the south and west across the site to the Bell Tower. These views will partly be lost as development progresses. However, the layout and form of development can be arranged to ensure that views towards the Bell Tower are retained along axes such as paths and roads and across open spaces, where possible.

6. PROTECTING INVERARAY'S SETTING

The Inveraray Project will introduce significant change at Inveraray and its Designed Landscape. In particular, it will change the setting of the town both locally and in the wider landscape. Given the nationally recognised heritage value of the planned town and Designed Landscape, the development must take account of its wider impact.

Inveraray's Wider Setting

The town's dramatic relationship with the Loch shores is well known and will not be affected by the development. The town also benefits from an attractive backdrop of wooded hills, best viewed from the eastern shores of Loch Fyne. Although there has been substantial backland development in the Fisherland area, this is largely screened in views from St Catherine's, directly across the Loch, by the planned town and mature trees. The exception is the Bell Tower, which is visible in all distant views. The planned town remains visible in substantially original form, against parkland and wooded backdrop.

Backland development at Newtown is more visible due to the topography but again, mature trees at the Avenue provide a good screen and the older Lochside development area is distinct. Much of the Project site is clearly visible, up to the western track and roundel.

Viewed from further south on the eastern lochside, the Project site becomes progressively less visible as the Newtown area begins to screen it. Further north, the site is seen in a somewhat more elongated view, with the north eastern part screened by the old town.

Limited views from the headland area north of the town show the planned town fronting the Loch. The east of the site is visible at the Avenue car park, with the modern development at Newtown visible beyond. The southern and western parts of the site form part of the green backdrop to the town, with the Bell Tower again prominent.

On the closer approaches to the town, either side of the Garden Bridge, the striking frontage of the planned town dominates the view, screening the Project site in combination with mature trees around the Bell Tower and at the entrance to the Castle.

From the elevated view at the watchtower, Dun-na-Cuaiche, the site is clearly visible but detached from the planned town. The linear Avenue and western track are important features and Inveraray's wooded policies are prominent. The Bell Tower is visible with the Avenue car park and Primary School playing field beyond.

The main distant views of the town are illustrated overleaf.

The Local Setting

There is a view south across the western edge of the site from the A819 as it heads down into Inveraray and some views are available from the track at the lower edge of the woodland to the west of the site. From this direction, the development site can be viewed at points in the foreground with Loch Fyne and the hills beyond.



Moving east to the track at the site boundary, views across Loch Fyne and the planned town are panoramic. There are some similar views from points at the western end of Barn Park at the south of the site. These will largely be lost but where possible, open spaces and routes can be arranged to retain distant views out from the site.

From within the Town, the site is visible from the Avenue, looking south from the Primary School. It is obviously prominent viewed from the Avenue car park and the A83 to the east.

Protecting the Setting

The planned town, the Bell Tower and Newtown are seen as distinct lochside entities against a green backdrop, with backland areas well screened. As a result, the original character of the town remains in place, with the exception of the beech trees at the Avenue.

The development will fill its parkland setting. Without screening, it will significantly change the setting of Inveraray from distant views.

Further reinstatement of planting at the Avenue and the east of the site could provide a buffer to development over the lower slopes. This might ensure that the planned town and Bell Tower are still seen against a green backdrop.

Beyond this buffer, planting within the site could ensure that the development is seen as less of a built mass. This approach would accentuating the visual significance of the planned town and Bell Tower. Additional tree planting behind the Bell Tower could secure its wooded backdrop when new buildings are introduced beyond. Some of this planting could be located adjacent to the existing watercourse which runs south west of the Bell Tower. The water course could become an attractive landscaped corridor.

Planting at the western edge of the site could minimise the impact of development at the edge of the parkland. There is an opportunity to line this route with trees to create a similar character to the original Avenue, which runs parallel, at the east of the site.

Within the town, tree planting at the east of the site and the Avenue might also help to create a more attractive and welcoming space at this important arrival point.

Development should protect trees within the roundel and could be set back to create an open space corridor overlooked by buildings.

Planting and open spaces within the site will be the subject of a landscape statement which will guide the design of key features such as the watercourse, western tree avenue and roundel area.



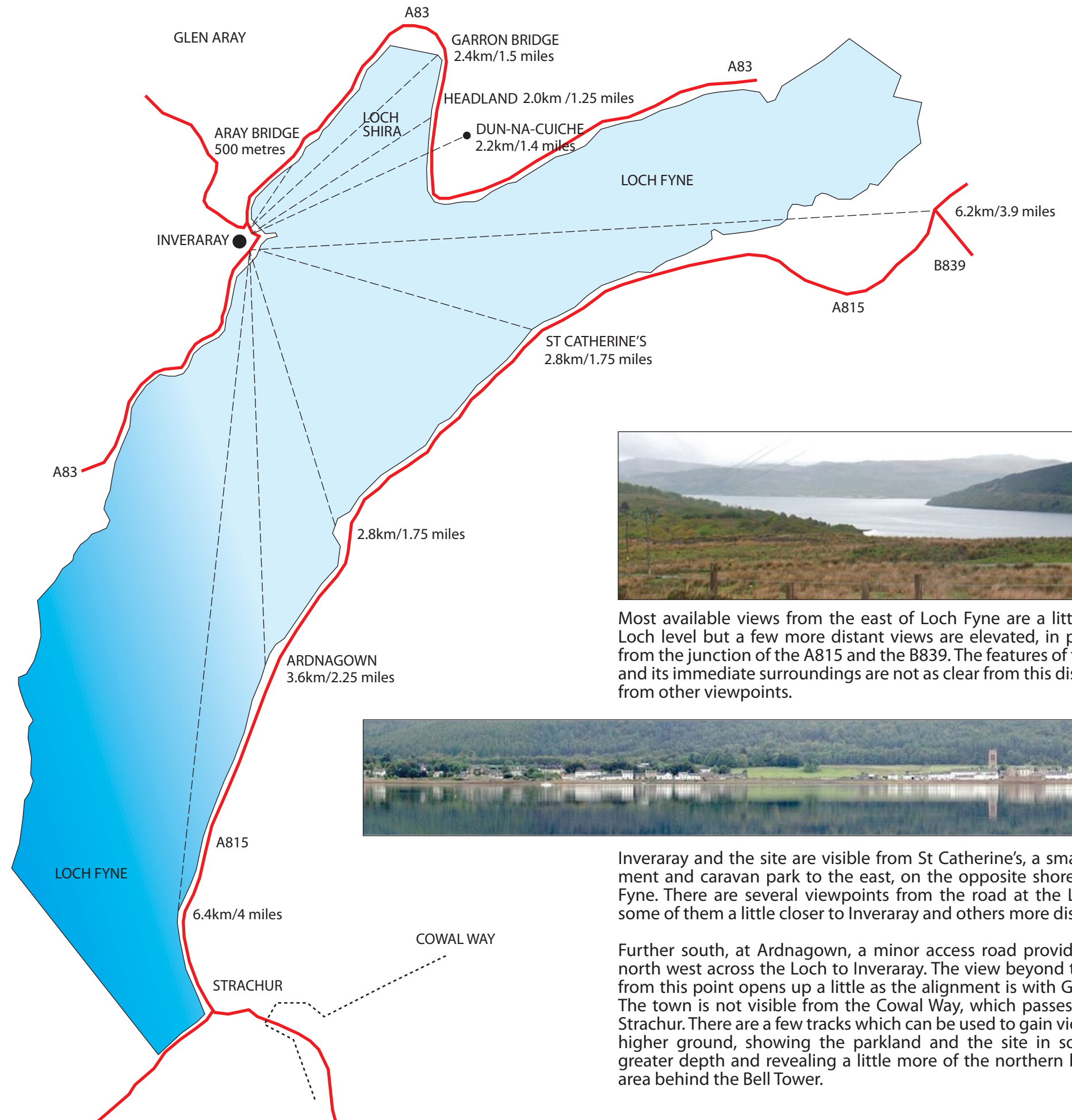
Headland : The town can be viewed with effort from the A83 as it approaches the town beyond the headland at Loch Shira. The loch-side slopes are wooded but it is possible to park in two laybys and gain a vantage point. Although views from these points are difficult to obtain, it is possible that in future some of the wooded areas could be cleared to enhance the arrival experience for those using this route to approach the town.



The closest and clearest approach view is from the Aray Bridge 500 metres from Front Street at Inveraray.



The elevated view from Dun-na-Cuaiche at 248 metres / 813 feet high shows Inveraray and its Designed Landscape in full splendour.



Most available views from the east of Loch Fyne are a little above Loch level but a few more distant views are elevated, in particular from the junction of the A815 and the B839. The features of the town and its immediate surroundings are not as clear from this distance as from other viewpoints.



Inveraray and the site are visible from St Catherine's, a small settlement and caravan park to the east, on the opposite shore of Loch Fyne. There are several viewpoints from the road at the Lochside, some of them a little closer to Inveraray and others more distant.

Further south, at Ardnagown, a minor access road provides views north west across the Loch to Inveraray. The view beyond the town from this point opens up a little as the alignment is with Glen Aray. The town is not visible from the Cowal Way, which passes close to Strachur. There are a few tracks which can be used to gain views from higher ground, showing the parkland and the site in somewhat greater depth and revealing a little more of the northern backland area behind the Bell Tower.

7. DEVELOPMENT PROPOSALS

The Framework Plan does not propose a detailed layout indicating exactly where buildings will be placed and what they will look like. Instead, it sets out Key Principles and guidance to shape future development. Additional collaborative design work is ongoing with the Council, Historic Scotland, Transport Scotland and Architecture + Design Scotland. Individual developments within the site will be controlled in greater detail by Master Plans and a landscape statement prepared by Argyll Estates, agreed with the Council. These will be consistent with the Framework Plan. There will be opportunities for public consultation as individual developments reach the planning application stage.

Key Principles

There are a number of Key Principles which should shape the layout and form of the development, to achieve the Framework Plan Aims.

1. Protecting Inveraray's Setting

Given the national importance of Inveraray's planned town and Designed Landscape the over-riding design principle for the development is the protection and enhancement of these heritage assets. Measures discussed in the preceding 'Protecting Inveraray's Setting' could be adopted as key features. These include :

- new tree planting at the Avenue car park edge
- new tree planting behind the Bell Tower and at the watercourse
- a new tree avenue at the western boundary of the site
- new tree planting within the central part of the site
- an open space corridor at the roundel

2. Consolidating Inveraray's Urban Character : Streets

The layout of streets and spaces in the development can consolidate Inveraray's distinctive townscape qualities and urban character. Key requirements are :

- buildings arranged on clear building lines
- buildings located in terraced form or close together
- buildings located adjacent to or close to footpaths
- streets which are not dominated by car parking
- buildings which face open spaces and routes

3. Consolidating Inveraray's Urban Character : Buildings

Building form and finishes can also help to consolidate Inveraray's established character. Key requirements are typically :

- simple, well proportioned buildings
- a vertical emphasis in building form and elevation detailing
- roofs pitched at 40-45 degrees, full gables, flush dormers
- slate roofs, walls rendered or painted white
- limited use of colour, predominant use of black detailing

4. Addressing the Avenue

The eastern edge of the site is an important interface with the Conservation Area, the main arrival point at the site and the best location for commercial uses. Development here should respond to the need for an enhanced public realm and the opportunity to create a well used public street frontage. Key requirements are being finalised through the Phase 2 Master Plan :

- buildings facing the Avenue car park
- buildings aligned along a public realm corridor
- buildings in terraced form or positioned close together
- public realm tree planting to enhance the wider setting of the planned town (supported by wider Avenue planting by others)

5. Enhancing Connectivity :

Road access and connectivity within Inveraray are poor and there are constraints influencing the layout of development. Vehicular access to the site will be via the Avenue car park, Barn Park and the Police Houses, subject to agreement with Transport Scotland and the Council. Requirements are :

- improved connectivity between the various parts of the town
- easy foot/cycle access to the surrounding Designed Landscape
- road, street and path layout guided by Designing Streets
- convenient routes to bus stops and the town centre

Land Uses

The mix of land uses should not undermine the role of Main Street and Front Street as Inveraray's commercial, retail and visitor centre.

a. Housing The main land use will be housing, a minimum 25% of which will be affordable. A first phase of 12 affordable homes is proposed by the Argyll Community Housing Association at Barn Park.

A full range of market housing is also proposed, including flats, small houses, larger family homes and properties to suit elderly occupants.

The Argyll & Bute Local Development Plan allocates 150 homes on the site. These will be constructed in phases over a 10-20 year period. The range and size of houses should help create a mixed community.

b. Commercial Commercial developments such as offices, tourist accommodation or services, retail and leisure will be focused on the area adjacent to the existing car park at the east of the site. This is the most accessible part of the site by bus, car, foot and cycle and also provides businesses with a more prominent trading location. It can accommodate larger purpose-built commercial, business or community buildings which cannot be sited elsewhere in Inveraray. Development of this type must not undermine town centre viability.

It has been suggested that Inveraray needs an ambulance depot and health centre. Argyll Estates will work with interested parties, including the Community Planning Partnership, to identify opportunities for such uses.

Smaller commercial and business uses could also be located in areas where housing is the primary use, providing they do not cause nuisance through noise, odours or visual intrusion. Uses might include small office spaces or businesses which can be operated from domestic scale properties such a dentist, chiropractor, hairdresser, architect, accountant etc. Opportunities for smaller commercial uses are shown indicatively on the Framework Plan.

c. Community Community uses could be located in the commercial area next to the car park, or at other appropriate locations in and around the housing areas. It may be possible to create allotments if there is support locally for this facility. A potential site is shown indicatively on Framework Plan. Argyll Estates encourages local organisations to bring forward ideas in conjunction with relevant public agencies.

d. Open Space and Public Realm Main open spaces should be provided in conjunction with the features proposed in Key Principle 1 : Protecting Inveraray's Setting, subject to detailed master planning. In general, open space should be focused on fewer larger spaces which can serve multiple functions (visual amenity, play, biodiversity, SUDs, etc), rather than numerous small and incidental spaces. Buildings should typically front the main open spaces and natural features wherever possible.

The design of open space and planting at the site will be guided by a landscape statement and design briefs for each development phase.

A new public realm corridor should be created at the eastern edge of the site, as set out in Key Principle 4 : Addressing the Avenue.

e. Routes A network of pedestrian/cycle routes is proposed, connecting to the surrounding core paths and potentially extending new routes into the Designed Landscape, served by a walkers car park at the west of the site.

Vehicular will be through the Avenue car park at the east of the site, via at Barn Park and via the Police Station, subject to achieving agreement with Transport Scotland and the Council's Roads Service on the suitability of surrounding roads and junctions.

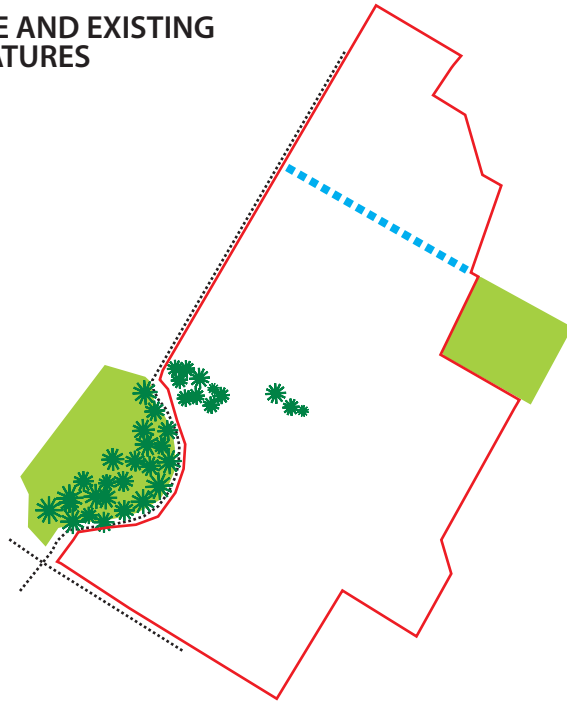
Most of the site lies within 400 metres walking distance of existing bus stops.

f. Biomass Heating Argyll Estates will explore the potential for biomass heating to serve some or all of the development, including the primary school, using local timber as a fuel resource.

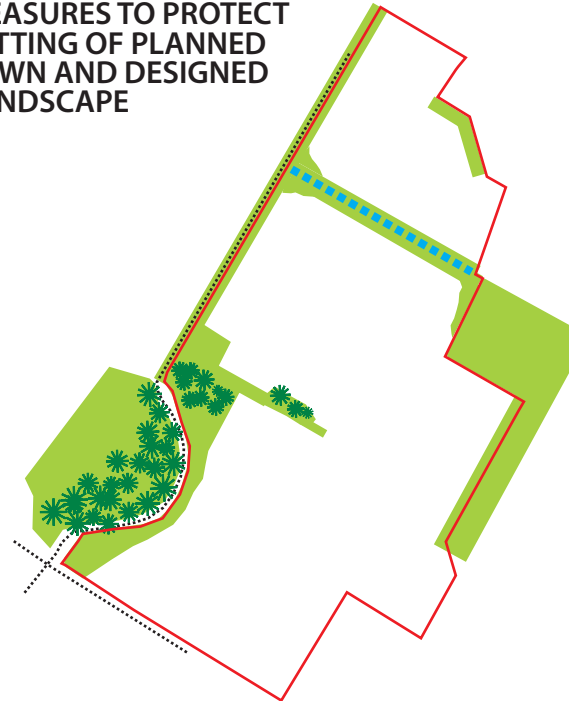
USING KEY PRINCIPLES TO GENERATE A FRAMEWORK PLAN

(NB : The detailed layout of development is subject to detailed master plans for each phase of development)

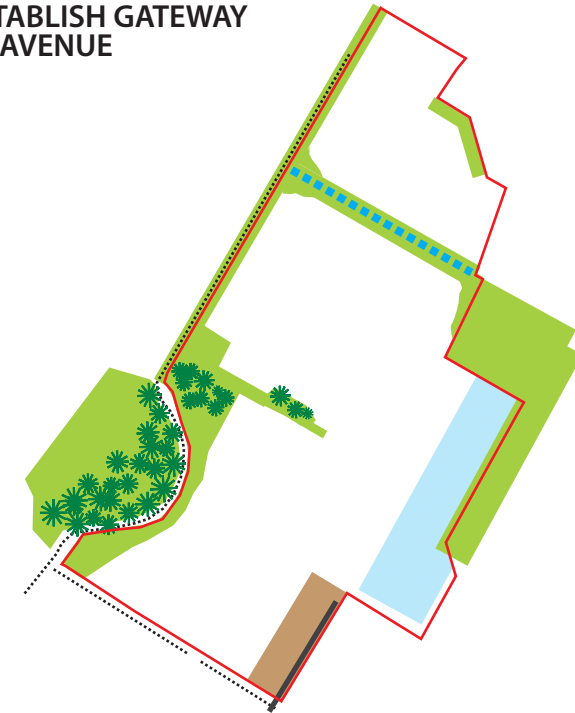
1 SITE AND EXISTING FEATURES



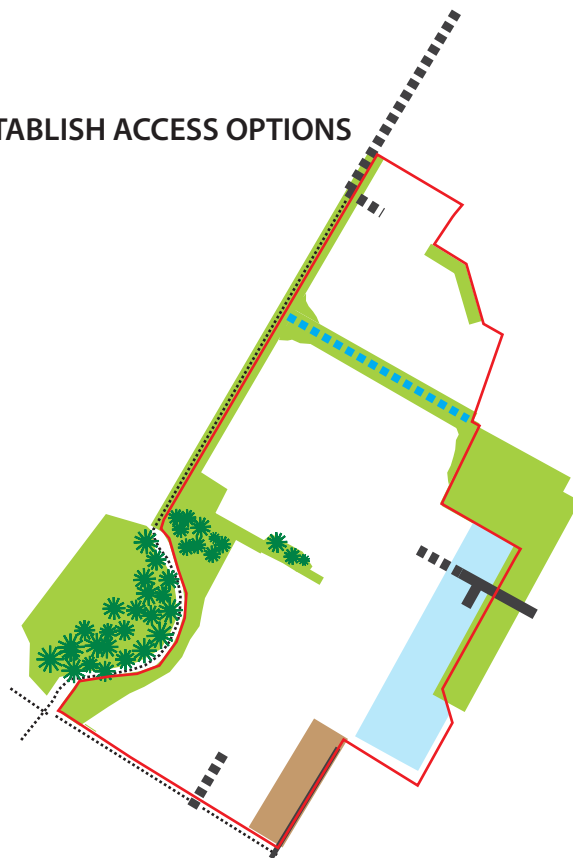
2 MEASURES TO PROTECT SETTING OF PLANNED TOWN AND DESIGNED LANDSCAPE



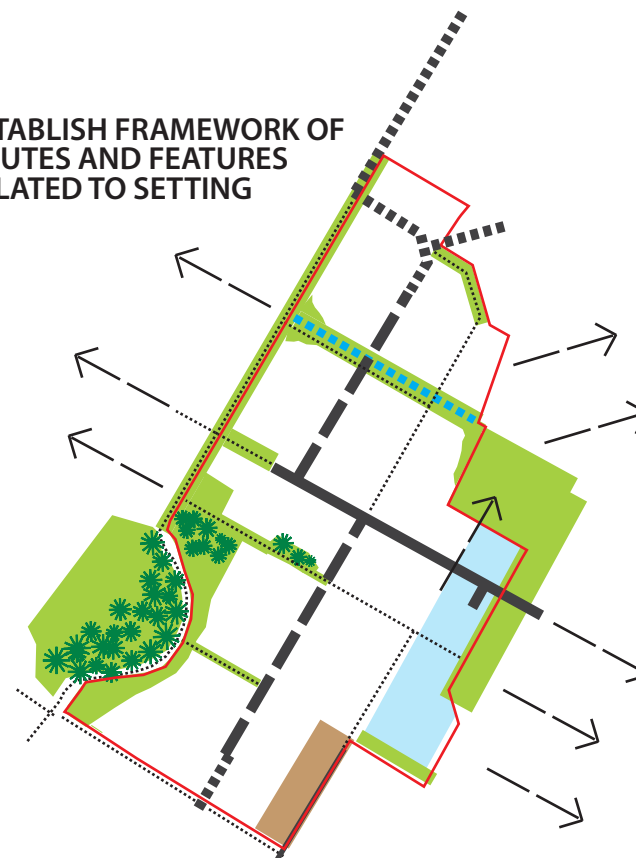
3 ESTABLISH GATEWAY AT AVENUE



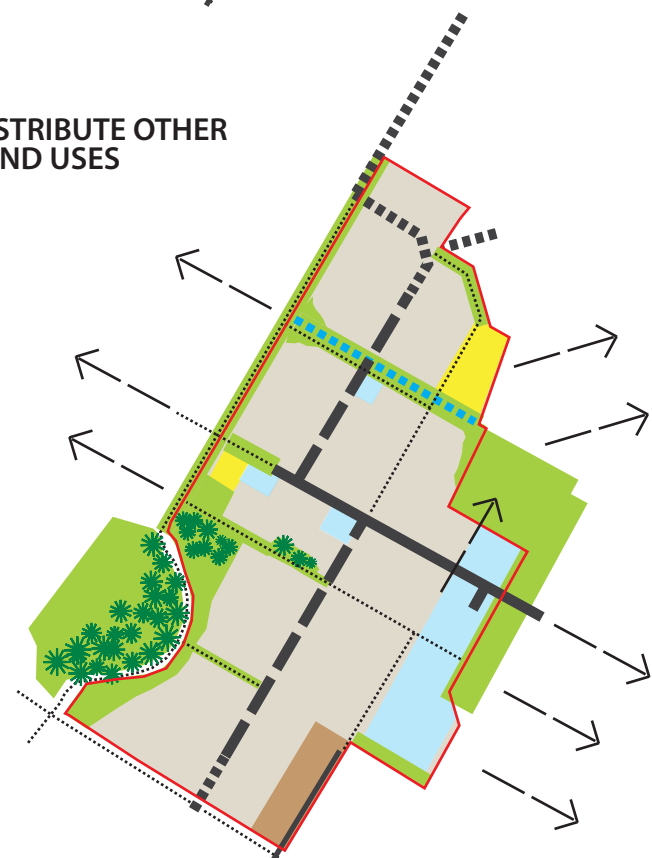
4 ESTABLISH ACCESS OPTIONS



5 ESTABLISH FRAMEWORK OF ROUTES AND FEATURES RELATED TO SETTING



6 DISTRIBUTE OTHER LAND USES





Development Areas as Proposed :

- 1.5 ha : Commercial/community etc
- 0.4 ha : Phase 1 housing (12 units)
- 4.7 ha : Other housing
- 1.5 ha : Open space features
- 0.3 ha : Allotments
- 0.2 ha : Walkers car park
- 8.6 ha : Total site area

FRAMEWORK PLAN

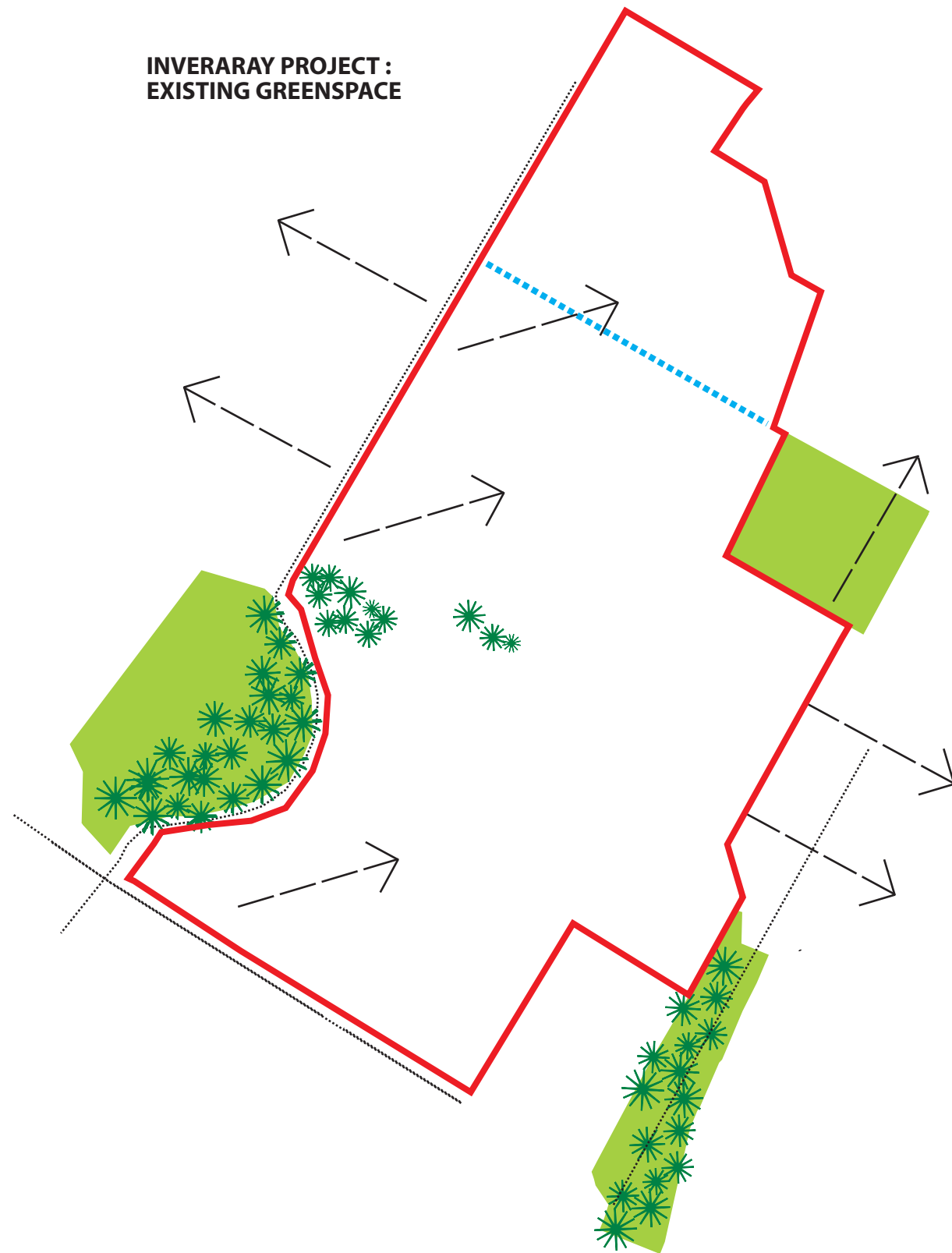
The Framework Plan should be read in conjunction with the Key Principles set out previously in this section and the Layout and Buildings Design guidance which follow. Taken together, they illustrate how the main features of the development can be integrated with the proposed land uses and how they will relate to adjacent areas and the wider setting of the town.

The Framework Plan suggests indicative routes for roads through the site, to improve connectivity at Inveraray. These are subject to further agreement with the Council and Transport Scotland. In the event that the site needs to be served from a cul-de-sac taken from the Avenue car park, the internal road layout may change significantly. Site topography will also be a factor in the design of routes.

Within the site, pedestrian and cycle routes will typically be aligned with roads and are therefore also shown indicatively. Again, the Key Principles and Layout Design guidance should shape the final form and positioning of routes.

Allowing for housing over a total of 5.1 ha. of the site results in a density of approximately 30dph with the allocated number of 150 houses. A 10% flexibility threshold would take this density to 32.5dph over the site. This is likely to be lower than required to achieve a suitably urban character. The Council's planning policies encourage design led approaches to place making in accordance with their published design guidance and this may justify greater flexibility. Density of development should be monitored as the development proceeds to establish the scope for an increased number of houses. Any significant increase in open space provision as housing phases are developed may reduce the net developable area.

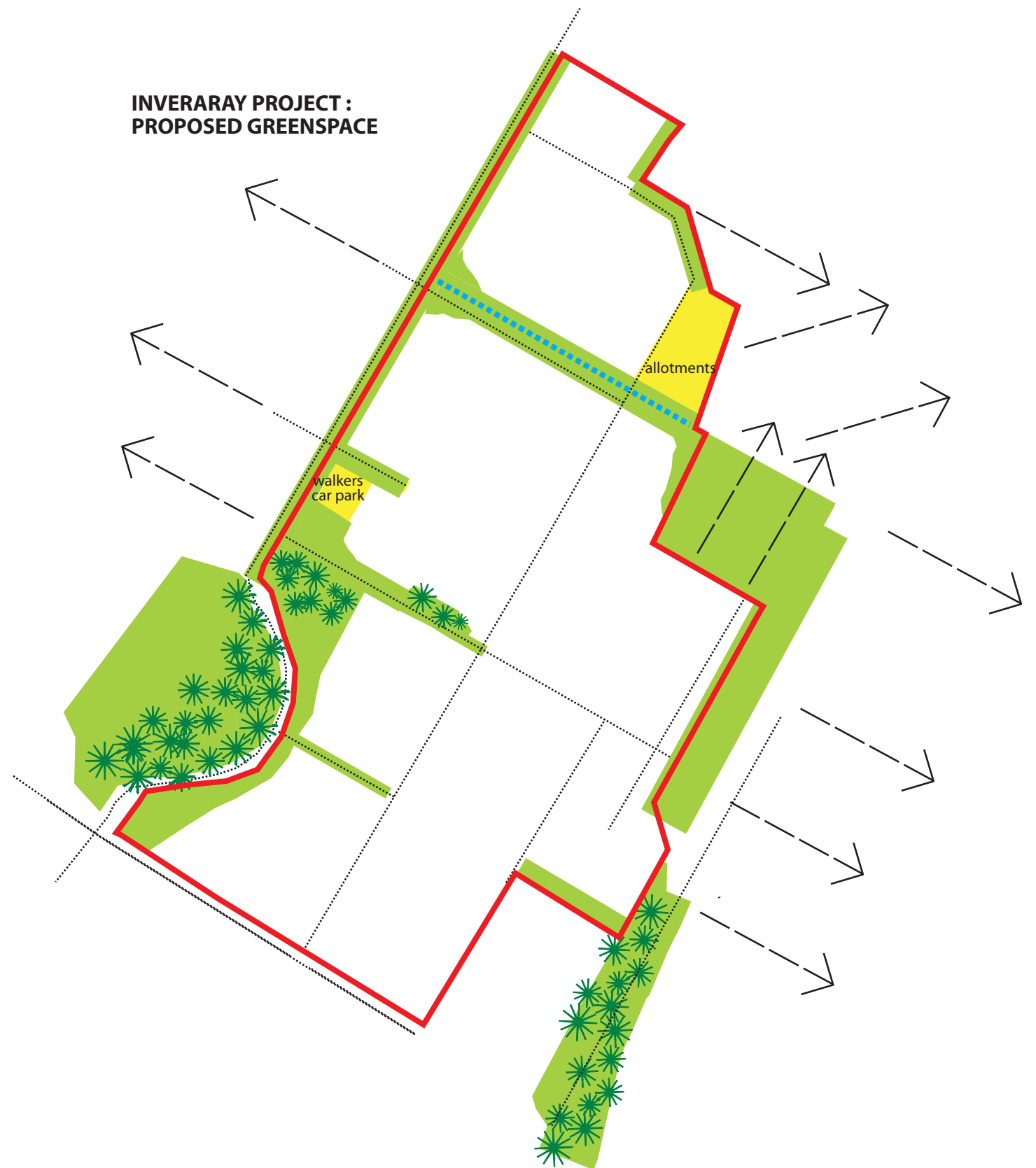
INVERARAY PROJECT : EXISTING GREENSPACE



With the site in agricultural use, there are few natural features and public access is limited to main paths around the site.

Sections 4 and 5 of this Framework Plan discuss the significance of the site in the context of Inveraray's Designed Landscape designation and the setting of the planned town.

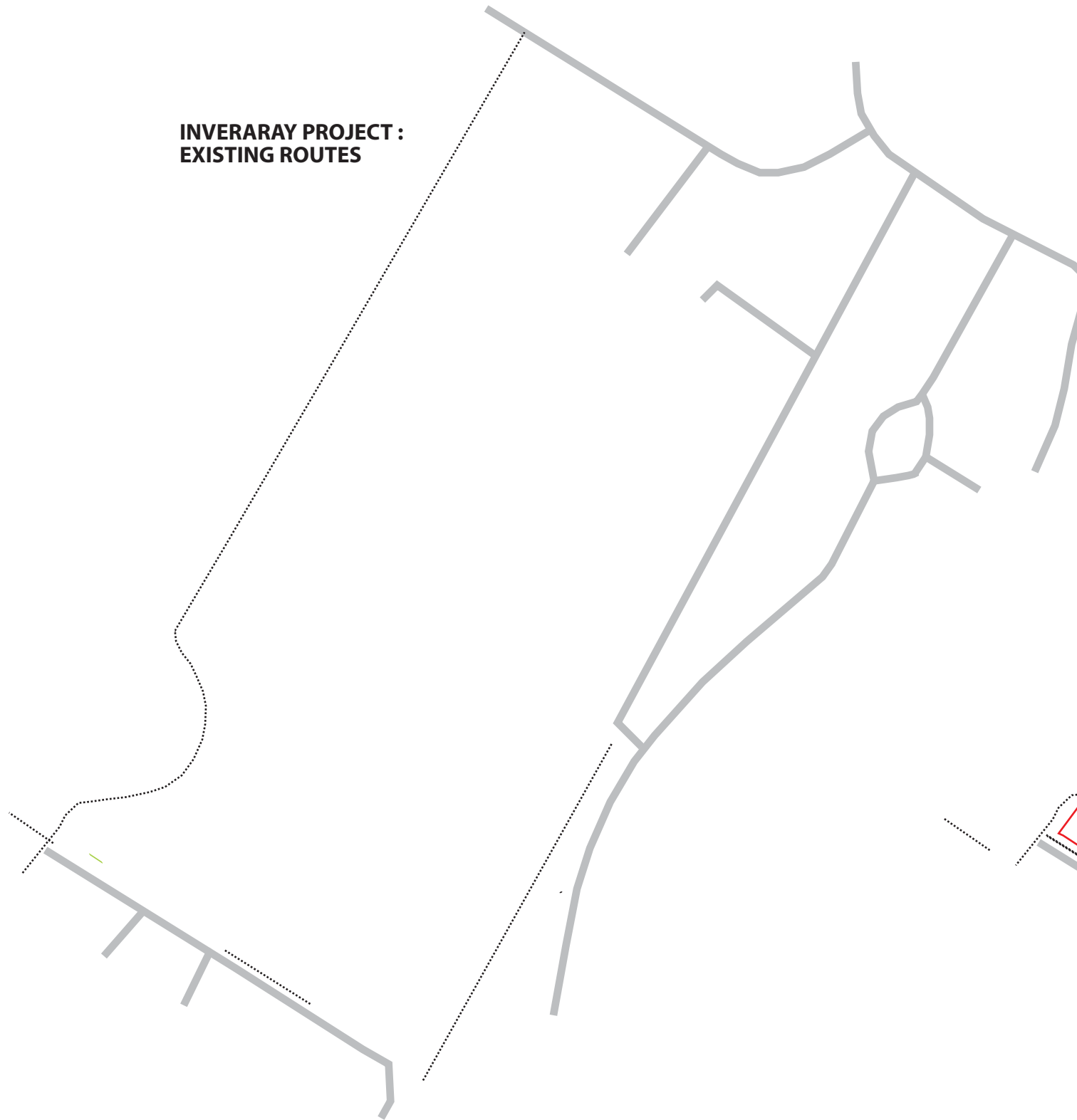
INVERARAY PROJECT : PROPOSED GREENSPACE



The Framework Plan sets out an indicative network of interconnected green corridors, aligned with road and footpath / cycle routes. These are aligned to the historic grid and link existing landscape features. They are proposed primarily in response to the findings of sections 4 and 5 of this Framework Plan and the existing site features and topography.

The green corridors could provide distant views to the wider landscape across Loch Fyne and to woodland to the north west.

INVERARAY PROJECT : EXISTING ROUTES



There is poor connectivity between the various parts of the town. The road network forms a wide 'U' shape with the western path closing off a rectangle.

Junctions at the A83 and A819 are constrained, resulting in vehicular access capacity issues throughout a small settlement which lies directly on a trunk road and an 'A' class road.

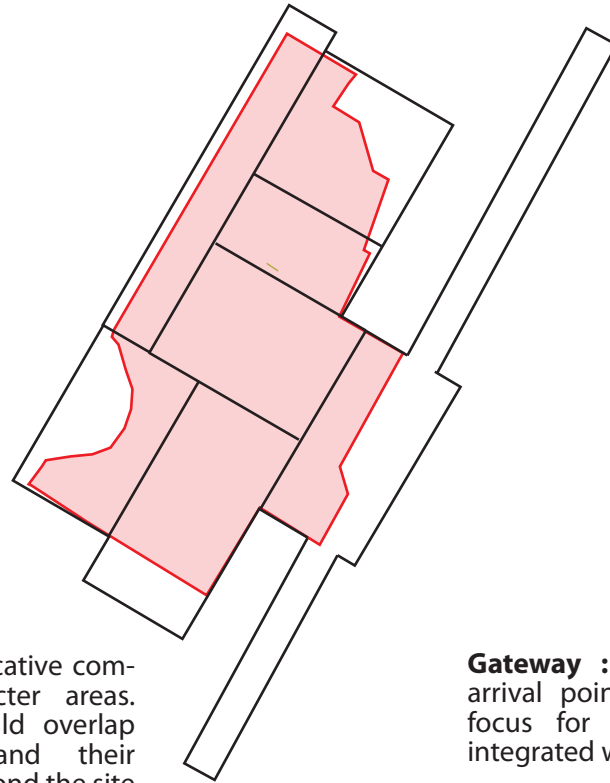
INVERARAY PROJECT : PROPOSED ROUTES



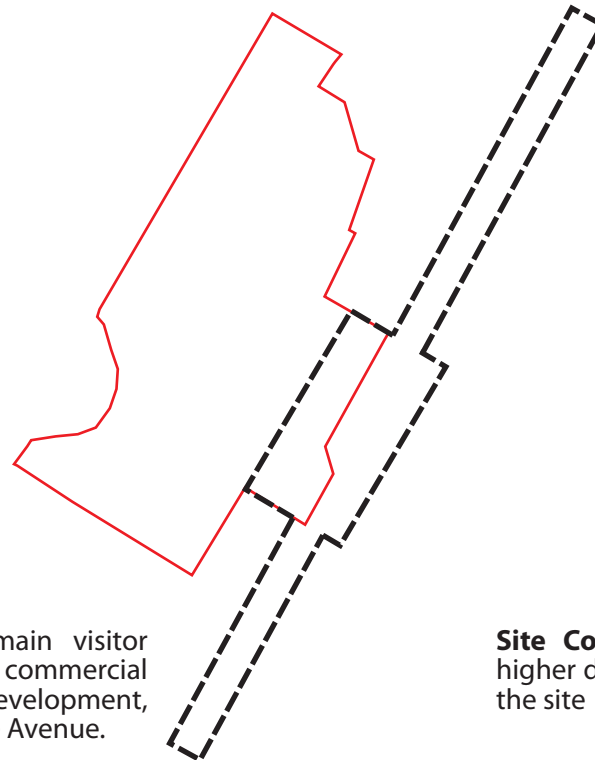
The Framework Plan seeks to enhance connectivity by linking road routes and providing a network of pedestrian and cycle paths. Over the course of the development, constrained junctions could be improved as necessary to resolve capacity issues.

The route framework follows the historic grid and provides distant views across Loch Fyne to the surrounding landscape.

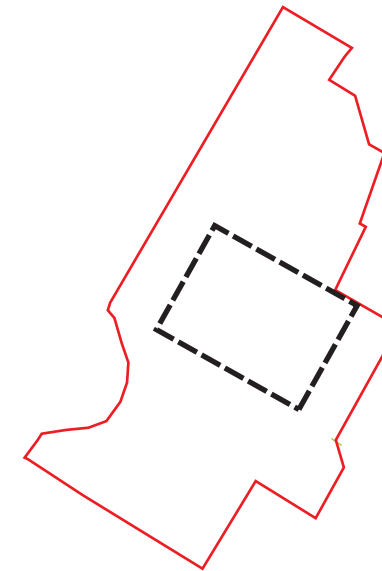
CHARACTER AREAS



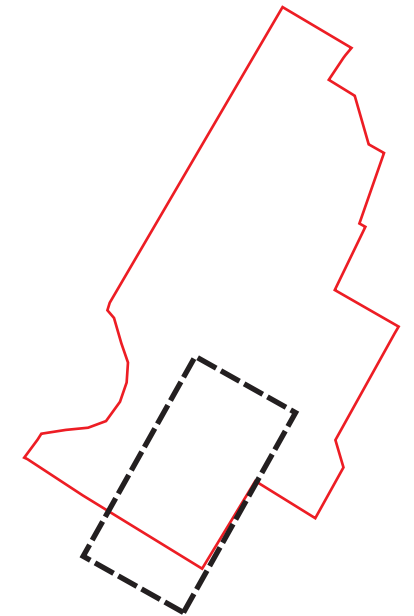
Composite : Indicative composite of character areas. These areas would overlap one another and their surroundings beyond the site in many cases.



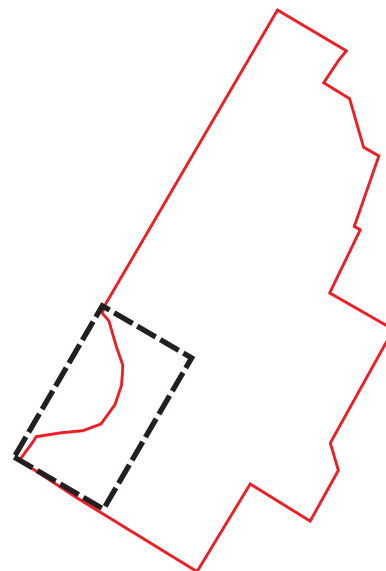
Gateway : The main visitor arrival point and commercial focus for the development, integrated with the Avenue.



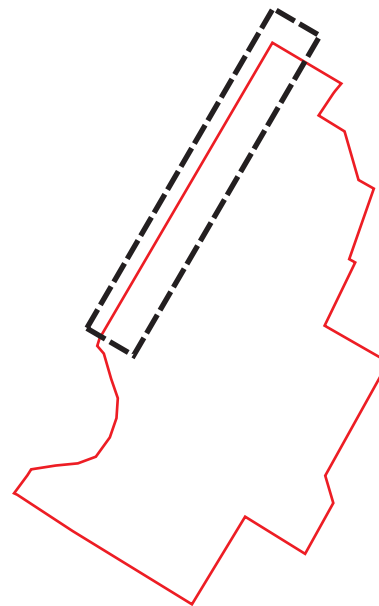
Site Core : Potentially the higher density central part of the site



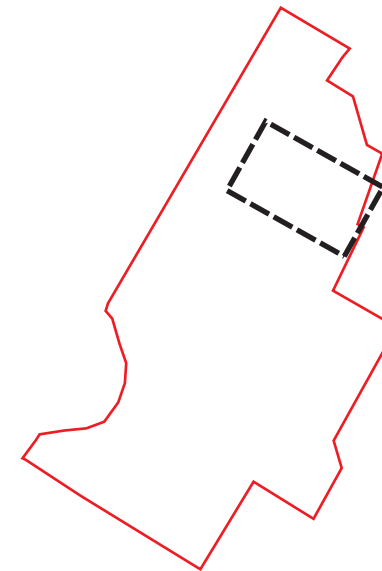
Southern Frontier : Mainly housing with streets integrated into the surrounding residential area



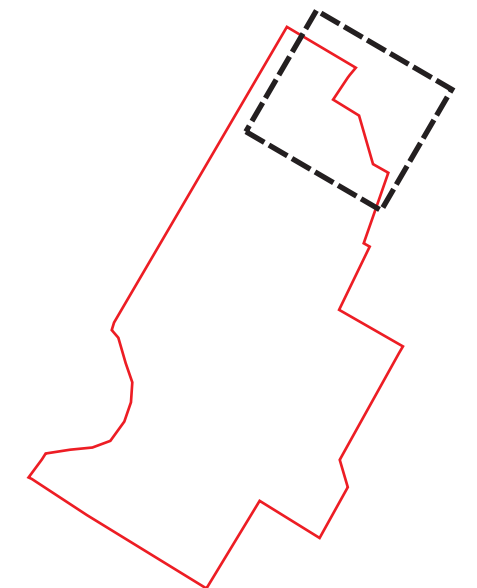
Roundel : Open space at the roundel fronted by buildings



New Avenue : Tree lined avenue / open space fronted by buildings



Watercourse : Landscaped open space at watercourse fronted by buildings



Northern Frontier : Later phase of the development subject to further detailed consideration

CHARACTER AREAS

Gateway : The gateway area is the main arrival point for residents and visitors alike. It is the focus for commercial uses including retail, and can also accommodate public services, community and tourism functions. Upper floors could also be used for offices or housing.

Buildings should face the Avenue car park, fronting a new public realm corridor exploiting the panoramic views across Loch Fyne. This space can act as a street front, similar to those in the planned town.

Buildings should be arranged on a unified building line and should ideally be terraced or positioned closely together and connected by walls. Larger building mass can be accommodated at this part of the site with buildings up to three storeys encouraged. Like Main Street, a mix of buildings heights would be appropriate.

The frontage should relate strongly to the Avenue and its car park. Argyll Estates is working with the Council to prepare a Master Plan for the site, defining how the gateway development and the Avenue can be integrated. This will aim to accommodate a retail development as the first stage of this Phase 2 development for the Project.

Out with the site, there is scope for the Council to lead further enhancements to the Avenue, which could include consideration of more beech tree planting as part of a review of the function of the space and route.

Site Core : Beyond the gateway area, the central core area could establish an urban character with density a little higher than other parts of the site. Strong building frontages could be created on clear building lines. Some development up to three storeys may be acceptable in the lower slopes of this area, subject to design quality and its relationship with adjacent buildings.

The Framework Plan envisages straight road routes at this part of the site to create a more formal character, reinforcing Inveraray's grid and connecting the original and new avenues. Car parking could be predominantly located off street in courts.

Southern Frontier : Development at the southern part of the site will form the first phase of the project, with the development of 12 affordable houses by ACHA. These houses will be integrated into the adjacent built form. The form of further phases at this part of the site depend to some extent on the availability of access, which is expected to come from the south and north.

The character of this part of the site will be predominantly residential, with the streets integrated with the surrounding housing area west of Newtown and the adjacent character areas. Density here may be a little lower than the central parts of the site, with simple street form and informal character. The main road routes through this part of the site may incorporate curves where the topography lends itself to this approach.

Roundel : New open space could be formed at the roundel, connected to the new avenue feature. This could be informal and natural in character and could be fronted by buildings, ideally serviced by lower grade private roads. Car parking could be informally arranged and located away from the open space where appropriate.

Buildings may be located less formally at this part of the site but could still be organised as a group, with a clear frontage and building line. There may be scope for some larger properties at this part of the site, reflecting the scale of the roundel. However, care would need to be taken to ensure these are positioned to take account of views into the site as well as out. Some properties may have a greater degree of privacy here, similar to First House in the planned town.

Buildings could be set back far enough allow the scale of the trees and the roundel feature to be appreciated. The space could provide for a number of functions, including play, exercise, relaxation, visual amenity, habitat and biodiversity etc.

New Avenue : Argyll Estates will collaborate with Historic Scotland and the Council on the detailed design of this new feature in the Designed Landscape through master planning work. Whilst it could act as a sister feature to the Avenue to the east, it need not be designed to mimic its original character. This tree lined core path route and open space could form a backdrop to new development, particularly when viewed from the Avenue and higher distant areas across Loch Fyne.

The new avenue could be a formal feature at the edge of the expanded town. Buildings would generally sit at lower level but could still present a strong built edge, arranged on a clear building line.

Buildings could front onto the new avenue and associated open space. Again, access roads could be low key, with private access solutions utilised where possible. Car parking could be located away from the open space.

Watercourse : The watercourse presents an opportunity to reinvent an established feature as an interesting landscaped open space and a unique habitat and biodiversity asset for the Project site and the town as a whole. The ha-ha wall could be reinstated and the watercourse restored, trained or realigned as necessary and new tree planting introduced at the eastern end.

The open space corridor could extend to either side of the watercourse and could be fronted by buildings. There is an opportunity to vary set back distances from the open space, whilst still achieving co-ordinated arrangement of building frontages.

Vehicular and pedestrian crossing points also offer opportunities for interesting design solutions.

At this stage, it is too early to commit to details of character at this feature. It's design needs detailed consideration, taking account of the varied functions of the space, which should also serve as part of the SUDs arrangements for the site.

Northern Frontier : Development at the northern part of the site is expected to proceed as part of the later phases of the Inveraray Project. There are a number of factors which are yet to be determined and these will influence the character of this area.

These factors include the availability of access from the A819, from the area adjacent to the Police Houses, in conjunction with the Council depot, or via some other solution. It may even be possible to create two access points. The available access options may lead to different land use solutions, dominated by housing or commercial development, or a mix of various uses.

If access into or through the depot site can be provided, then redevelopment of that site can be considered in conjunction with a detailed review of the master plan at a later date.

Additional detailed design work is ongoing in collaboration with the Council, Historic Scotland, Transport Scotland and Architecture + Design Scotland. This will provide additional guidance on three dimensional aspects of the Framework Plan, which will inform the content of detailed Master Plans for each phase of development.

MAIN STREET SOUTH, INVERARAY

Terraced blocks with simple form, fronting footpaths with personalised space (plants, chairs). Roof form broken by large chimneys rather than copes and level changes.



FISHER ROW, INVERARAY

Private road surface shared by cars and pedestrians. Simple building form with higher building to right and narrow personalised space to front.



MAIN STREET NORTH, INVERARAY

Typical arrangement of older buildings with clear building line, white walls with black window surrounds, symmetry and repetition of window pattern.



Urban Character : Streets and Buildings

The Inveraray Project seeks to create a contemporary development of high quality. Whilst the layout and building design should recognise the traditional context evident within Inveraray's planned town, the development should not seek to imitate this character by copying Inveraray's architectural style.

Detailed layout and design proposals for each development and phase should take full account of Argyll & Bute Council's Sustainable Design Guide and the Scottish Government's placemaking policies and guidance set out in the following publications :

- Designing Places;
- Designing Streets;
- SPP : Scottish Planning Policy;
- PAN68, Design Statements;
- PAN72, Housing in the Countryside;
- PAN83, Masterplanning;
- Rural Design : Future Landscapes.

Other helpful reference points of relevance to the historic context of the planned village are Historic Scotland's publications :

- Historic Scotland's Historic Environment Policy
- New Design in Historic Settings
- Managing Change in the Historic Environment

The Key Principles guiding the form of streets and buildings are :

- buildings arranged on clear building lines
- buildings located in terraced form or close together
- buildings located adjacent to or close to footpaths
- streets which are not dominated by car parking
- buildings which face open spaces and routes
- simple, well proportioned buildings
- dominant vertical emphasis in building form and elevation
- roofs pitched at 40-45 degrees, full gables, flush dormers
- slate roofs, walls rendered or painted white
- limited use of colour, predominant use of black detailing

The orientation of buildings and streets should respond to the established grid in the historic village, the availability of views to Loch Fyne and the opportunity for passive solar gain. Views down the slopes to the Loch, to the woodland to the west and to the other natural features will help to connect the development and its users to the striking landscape setting and reinforce its sense of place.

Terraces and street frontages should create a simple form. Wherever possible, building frontages should be located adjacent to footpaths, or set back a short distance (0.5-1.5 metres). Suburban form with deep front gardens on both sides of a street will not be acceptable.

The road and footpath / cycleway layout design should be guided by 'Designing Streets' and the Council's Sustainable Design Guide. Road engineering should be specified with a light touch and shared surfaces will be favoured wherever possible, since this is a common feature in Inveraray. Private (unadopted) road surfaces should be used where possible to create an informal character. The Council currently allows up to 5 houses served from a private road to benefit place making, although this is presently being reviewed and may, in certain circumstances, be altered in time to allow a marginally greater number of dwelling off such a road subject to suitable surfacing standards. The layout should link with footpath routes connecting to the surrounding core paths and pedestrian network.

Simple buildings typically with pitched roofs at 40-45 degrees, gabled ends and well proportioned frontage, wall and window/door patterns will be appropriate. A contemporary design approach which is compatible with the local character will be favoured.

Buildings should be predominantly two storey. Single storey and one a half storey buildings will also be appropriate. Higher development may be suitable in particular locations within the site. The historic part of Inveraray is characterised by a mix of building heights. Excessive regularity in building heights should be avoided but an entirely random mix of heights would also be inappropriate.

Party walls separating individual buildings should typically be expressed through the roofscape with copes, upstands or breaks in the roofline, where this is necessary to avoid dominant horizontal form. The site topography and differences in building height will also tend to create breaks in the roof line.

External materials should typically be white rendered walls, slate roofs, timber windows painted white and timber doors. Many original buildings in Inveraray have window surrounds or banding, typically painted black. Where window banding is used, it should be painted in black or a contrasting colour (although colour should be used sparingly) or finished in natural stone. The Council's Conservation Officers can advise on paint finishes, including the use of white paints (which can vary significantly in tone and finish).

Windows should typically be of vertical proportion with repeated window and door patterns, although contemporary design approaches may justify the use of alternative solutions subject to design quality. Upper windows should typically be located close to eaves level. Any proposal for use of upvc windows must be fully justified in design terms and agreed with Argyll Estates and Argyll & Bute Council.

Dormers should be used sparingly and should ideally be positioned flush with the front elevation. Roof verge and eaves detailing should typically reflect traditional forms seen in Inveraray's older buildings.



1. Front Street, Inveraray : Terraced group of village centre buildings with view out to Loch Fyne. Simple traditional urban building form with gabled slate roofs, white walls, symmetrical and repetitive window pattern, black painted window surrounds.

2. Argyll Hotel, Front Street Inveraray : Similar form and finishes, with upper windows set at eaves. A landmark building in the original planned village.



3. Main Street South, Inveraray : Another example of simple, well proportioned architecture, with slate roof, white walls, black painted window and door surrounds, positioned adjacent to footpath.

4. Inveraray has a distinctly urban character. The new development will not be at this same high density but should not create a suburban character



5. Cross Houses, Inveraray : Terraced cottages with dormers and unusual swept eaves. Appropriate materials and finishes place the buildings comfortably in the Inveraray context. Informal lane provides compact private space, allows access to The Avenue and is an example of 'soft' engineering of roads and footpaths.

6. The Avenue, Inveraray : New house with simple design and materials. Suburban layout in a group of large house plots.



7 and 8. The Avenue, Inveraray : Another modern example of a house designed to reflect the historic context at Inveraray. Unfortunately the town is short of examples of modern development and terraced or closely laid out form which achieves an urban character.



Car and cycle parking will be required to meet the Council's standards. Where these standards identify maximum provision, a lower level of provision should be considered, in conjunction with convenient and accessible pedestrian and cycle provision. Car parking should generally not be located in front gardens - it should be grouped efficiently in shared surface courts or blocks. Site layouts dominated by adopted road surfaces, parking areas and footpaths will not be acceptable.

Integrated garages forming part of the main house elevation would not be appropriate. However, they may form a subsidiary part of the elevation, or be linked to the house. Any free standing garages should be single storey with double pitched roofs. Design and materials should match the houses.

Open space and play provision should also meet Council standards. SUDS drainage may be combined with open space, subject to suitable design and agreement with Scottish Water, SEPA and the Council.

Landscaping within the site should generally be informal, with a natural management regime designed to aid biodiversity. Species should be indigenous to the area. Tree positions should be selected carefully to contribute to character and sense of place. Individual trees within urban streets can make a significant contribution to character. Where appropriate, larger growing species should be used.

Front gardens should be kept to a minimum, ideally a narrow strip of private space of 0.5-1.5 metres can be provided to allow for personalisation of space with planting in pots etc. Small front gardens will be acceptable subject to the design of the street section. Standard suburban front gardens with driveways will generally not be appropriate.

Enclosure of rear garden spaces should be carefully considered. Stone or rendered walls would be appropriate in key positions and some hedging or timber fencing may also be acceptable. Communal greens or courts would be appropriate if located sensitively. Pends or closes would be appropriate in achieving rear access to properties.

Provision should be made in the layout design for the separation and collection of waste, to meet the Council's operational requirements. Bin storage should be fully considered to minimise impact on the streetscape.

8. PHASING AND DELIVERY

Argyll Estates intends to deliver developments at the Inveraray Project by working with developers, public agencies and community groups to identify appropriate opportunities.

It is anticipated that completion of the development will take 10-20 years. The master plan will be updated periodically in discussion with the Council, to reflect progress and direct future development phases. Every effort will be made to ensure that development phases proceed in a timely and co-ordinated manner, to minimise impacts on the setting of the Conservation Area and the Designed Landscape.

Argyll Estates will aim to achieve a critical mass of developments at the eastern edge of the development at an early point. This will be the main focus and will enable construction of an access road serving earlier parts of the development.

The two other significant infrastructure features which are proposed in this document would be delivered later in the development. The tree avenue at the west of the site would proceed during the mid-period of the development. The open space associated with the watercourse would proceed over the later stages of the development, as it progresses towards the north of the site. The planting to the rear of the Bell Tower would also proceed in conjunction with the water course corridor.

Master Plans will be provided by Argyll Estates to guide each development and phase as it arises. These will be produced through liaison with the Council and other agencies as appropriate.

It should be possible to provide enhanced road access to existing developments at the north of the site which currently have constrained access provision, should this option be required.

Footpath / cycle routes and landscaping can be provided on a phased basis as developments proceed.

A proposed Phase 1 development is already at a very advanced stage. This consists of a development of 12 affordable homes by Argyll Community Housing Association (ACHA) at Barn Park. ACHA expect to complete this development by March 2015. It will make use of existing road capacity, and local services and foul sewers. A detailed design brief has been prepared for Phase 1.

A proposed Phase 2 development to provide a retail unit adjacent to the Avenue car park is also well advanced. This development can deliver the initial road upgrading required to achieve access to the Inveraray Project site via the Avenue car park. Services and foul sewer connections are available locally. Where appropriate, alterations to services and roads will be designed to accommodate future developments within the site.

There is still important technical assessment required to confirm access requirements. Equally, the design, layout and form of the development is subject to further consideration through preparation of a Master Plan. Argyll Estates is working closely with the investor and Council to ensure development achieves the high standard required for this gateway position, adjacent to the Conservation Area.

Further development phases will follow once the access road is constructed. This will provide opportunities for more commercial, community or tourism related developments and market housing.

