This urban design strategy and masterplan was first adopted as supplementary planning guidance to the Wigtown Local Plan. That plan has been replaced by the Local Development Plan (LDP) so the strategy and masterplan needs to be readopted to connect it to the LDP. As the strategy and masterplan are considered, by the Council, to remain relevant to the implementation of the LDP it has been readopted as supplementary guidance to the LDP.

The regeneration of Stranraer and Loch Ryan waterfront is one of the Council’s priorities. Implementation of the urban design strategy and masterplan will help deliver that priority.
STRANRAER WATERFRONT
URBAN DESIGN STRATEGY AND MASTERPLAN

on behalf of
DUMFRIES AND GALLOWAY COUNCIL

Economic Regeneration Department
Dumfries and Galloway Council
Militia House
English Street
Dumfries
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20 November 2009

The Study was carried out by SSM in association with
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APPENDICES

APPENDIX A - EXISTING PHOTOGRAPHS

APPENDIX B - ANALYSIS DRAWINGS

APPENDIX C - STAKEHOLDER & COMMUNITY INFLUENCE

APPENDIX D - SHARED SPACE INFORMATION

APPENDIX E - SCOTTISH WATER INFORMATION
Community/Stakeholder Influence

The following information is the results of the second Stakeholder and Community Consultation events.

These workshops were held on the 13th May in the Library in South Strand, the first during the day and second in the evening. Attendance was similar to the previous events. In both workshops, a presentation was given of the proposals.

In the Stakeholder workshop, the audience split into groups and a number of options were tabled:
- Retain and refurbish the West Pier
- Demolish the West Pier
- Supermarket on Stena area
- Supermarket on East Pier
- No Supermarket on Waterfront

A number of other information sheets were issued to 5 groups. Having discussed the options, participants were asked to comment on the proposals in terms of:
- Concerns
- Elements supported
- Other ideas that might be included.

(Note: The Community workshop only considered the maps)

Map Exercise

The Comments elicited during the map exercise are given below. These aggregate the results of both workshops. In general, the proposals were well received by both the Stakeholders and Community.

Concerns:
- Also tackle social problems on Castle Green
- Could get into political problems over car parking space - AVOID!
- Concern over loss of "traditional harbour" / mixed use if fishing boats move to East Pier (could reconfigure pontoon location)
- Mud around buildings at low tide
- Should have Car Parking on front - but better managed
- Soft landscaping should screen car parking at Marina from Marina Access
- Possible bad appearance of East side of West Pier
- Dredging of deep water channel - who will do? Also area in front of Waterfront
- Lack of Marina shore facility - crane, dry dock, workshops etc.
- No central car parking space
- Housing on East Pier could become exclusive and discourage access
- Bad if it didn’t happen at all

- Definitely no Council One Stop Shop
- Breastworks should not be built upon
- If the West Pier is to be retained with a pedestrian walkway, the part against the pontoons will need to be secure.

Supported:
- Strong walkway / path strategy VERY important
- South Strand Street Square / Castle pond - great idea to improve
- Waterfront Park node is point of interest - an important node / junction of East Pier Waterfront
- Support for more pedestrian friendly layouts - possible small scale pedestrianisation.
- Support for low speed design
- Support for removing the roundabout by Tesco's
- Water sports destination very important
- Support housing redevelopment on front - but more car parking for Library
- Support spaces and connections forming "place" at South Strand
- Like green space along front
- Like pontoon structures
- Good walkway / vista (Castle Green / South Strand)
- Support traffic calmed junctions to allow pedestrian priority
- East Pier is the best place for a supermarket
- Like idea of buildings along East Pier
- Support for retention of existing rail lines to end of East Pier
- Green Waterfront a must!
- Whole strategy approved - 96%!!
- More attractive walking space
- Support hotel(s) on seafront
- Scottish Water inhibits building - positive!
- Visitors will be encouraged to walk along the front
- Stranraer has little wealth so we need to have something special to bring in money - which would improve the shops and their contents
- We like the cruise ship coming into Stranraer - is the water deep enough?
- Supermarket location very good
- Continuous walkway very good.

Ideas:
- Consider improving pedestrian access along shopping street - even displace some parking
- Provide swimming area on Waterfront
• Scottish Water - new Mains work would generate re-instatement works which could benefit public realm strategy
• "Early Action Program" for East Pier once Stena move
• Tidy up
• Move Fair to Pier
• Transport Interchange
• Basic landscaping
• Events - interpretation boards
• Create gravel topped island for breeding tern colony (re-use dredging)
• Mount camera on black guillemot nest box - show live images (East Pier)
• Feature viewing point for wildlife / activity viewing (end of East Pier) - Interpretation Centre & Cafe
• Loch Ryan history - mould scale features (beetles, hippos,) Mulberry for kids to climb on & provide aesthetic point to reflect on wartime importance of the Loch
• Encourage at new breastwork building - not civic!
• Develop rail tours from the outset as way of building footfall into town and help town centre shops - market is already there as is infrastructure.
• Re-introduce water link to Port Rodie - will enhance gateway to Northern Ireland
• Create lock with tall ship opposite North West Castle Hotel
• Local history museum needs to be high quality with good exhibits - preferable interactive for young children to enjoy
• Food and drink clustered close to Marina
• Town Centre shopping must be part of the whole picture - not left until later.
• Transport Hub at East Pier with Supermarket and parking
• Adopt principle of retention of value within the community - eg John Lewis Partnership
• Adopt principle of best spaces to be retained for public use
• Mooring at end of East Pier for a 2000 ton research vessel in conjunction with a European funded Maritime Biological Research Centre with attached Aquarium
• Public access to end of West Pier
• Water / wave pool opportunity at East Pier?
• Develop fishing port / fish market at East Pier
• Maritime heritage theme to repeat through design and detailing
• More fingers projecting deeper into Basin from East Pier
• Tall ships?

• Develop new Leisure centre with Bowling Alley and Ice Rink on East Pier
• Artisan shops etc. Would be better suited to the East Pier area
• Emphasise rich maritime History (Beetle Crafts etc.)
• Need tourist information to open later - especially in season
• Should be kept clean at all times
• Family / group facilities eg bowling
• Bowling / Cinema / Live Theatre with restaurants and bar facilities
• Decent FREE toilet facilities
• Facilities for young people eg indoor skate park
• Benefit of "involving the local community" in attraction - not just tourist industry
• Scuba Diving
• Marine Biological Research Station as focal point for Aquarium (Gulf Stream Aquarium will benefit Colleges and Schools)
• Inward investment:
  • Jobs
  • Enterprise
  • IT cos
  • Cycle paths
  • Walking tours around town
  • Maritime history
  • Princess Victoria
  • Liverpool Albert Dock
• Supermarket to contribute to a sea-life centre planning gain (allegedly!)
• Budget hotel rather than high quality will bring in more tourists.
Shared Space Background Information and Key Principles

Background

The masterplan and urban design strategy are in development at a time of rapid change in policies and practice relating to traffic in towns. Across mainland Europe and the UK, a fresh approach to reconciling the relationship between people, places and traffic is evident. Such changes build on a greater appreciation of the social and economic values of streetscapes as part of the public realm, as well as new insights into behavioural psychology and driver behaviour. Often labelled "shared space" or "simplified streetscapes", recent developments challenge many long-standing assumptions that have defined and guided recent street design and traffic engineering such as Scottish Executive’s Planning Advice Note 76, “Residential Streets” and Scottish Government “Designing Streets” – Consultation draft (Jan 2009).

Conventional highway design has long been based on the principle of segregation between traffic and other civic functions. Such segregation was a key recommendation of the Buchanan Report of 1963, Traffic in Towns. Ring roads, pedestrian precincts, signs, barriers, traffic management systems, underpasses and over bridges are all manifestations of such recommendations. More recent developments and policy recommendations have started to explore the potential for greater integration of drivers and traffic into the social fabric and civic context of streetscapes. Such changes present significant new opportunities and issues for towns and villages seeking to preserve and enhance the quality of the urban environment under pressure from growing traffic volumes.

Key Principles of Shared Space Design

Place Making. Wherever possible, proposals should seek to create or reinforce a distinctive sense of place within the context of the buildings, orientation, views and topography of the built environment. The approach seeks to create a legible sequence of spaces set within the network of streets and connections. The principle of place making is especially relevant for junctions and intersections, and for key points of entry and transition within the network.

Low-speed design. The speed of traffic is the single most critical factor in determining the relationship between people, places and traffic. Within the boundaries of the Town Centre, the strategy seeks to establish a design speed for traffic appropriate to the safe integration of pedestrian flows and other civic activity. Design speeds lower than around 22 mph provide for more efficient traffic flow as a result of greater efficiencies at intersections and the removal of requirements for extensive signal controls. The low-speed design context is created through self-reading streets, rather than through the enforcement of legislative speed limits.

Clear Gateways and Entry Points. The urban design strategy seeks to create clear transition points at key places of entry into the town centre. This helps to emphasize the contrast between the higher-speed context of the highway and the low speed environment of the town centre. Changes in dimensions, materials, lighting, landscaping and street details, combined with public art and appropriate signing can be combined to create and reinforce gateways.

Clutter Removal. The urban design strategy seeks to create simplicity, legibility and an easily maintainable urban environment. To this end, the strategy aims to minimise the use of signs, road markings, signals, barriers and other elements associated with highways.

Accessibility. The strategy builds on a thorough analysis and understanding of direct and preferred routes (desire lines), to avoid extensive detours and diversions. Streetscapes will aim to provide simple and unobtrusive guidance and navigational clues to maximise accessibility, particularly for elderly people and more vulnerable pedestrians. Complex and confounded traffic management systems and one-way streets should be avoided, and simple two-way flows maintained and reinstated wherever possible.

Distinctive Lighting. The urban design strategy aims to create a distinctive night-time quality to the public realm. Lighting design will aim to emphasize the network of places, using lower height fittings and pedestrian-friendly white lighting. Wherever possible lighting will enhance particular buildings and landmarks, exploiting existing light sources and building-mounted fittings wherever possible.

Defined On-Street Parking. Where on-street parking is appropriate, the streetscape strategy will seek to design such spaces as an integral component of the streetscape. On-street spaces will generally be used only for short-term delivery and collection, and for limited parking for disabled people. Parking management and enforcement will build on the principles of Restricted Parking Zones for the Town Centre, reducing the need for signage and the use of yellow parking restriction markings.

Simplicity and Future-Proofing. The streetscape strategy will seek to develop a simple palette of durable materials that can be adapted for changing needs and patterns of use. Street designs and alignments will avoid complex kerb build-outs, and street furniture should remain simple and robust.