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1. Introduction

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This document is an addendum to the Pierhead Masterplan by Turley Associates which was approved as supplementary planning guidance in 2009.

The purpose of the of this updated masterplan is:

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

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

Since 2009 the following studies and projects have also been carried out :

1. Outline Buisness case for Swimming Pool and Leisure Facility 2009
2. Outline design (RIBA stage C) for the Swimming Pool and Leisure Facility 2010
3. Assessment of flood risk and sea defences 2008 & 2011
4. CHORD project town centre improvements (on site 2012-2013)
5. Town parking, park & ride & coach parking study (Dec 2011 - ongoing)
- 6.

The current proposals have taken into consideration feedback from a two community focus groups (Nov-Dec 2011), with the consultation process planned to be ongoing through Dec 2011 - Jan 2012.

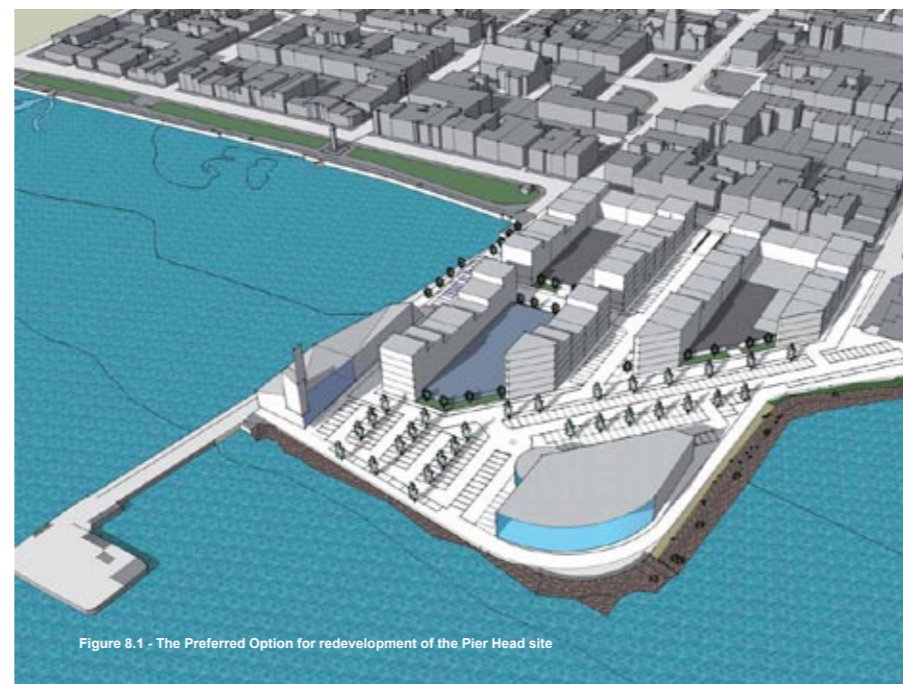
It should be emphasized that this document should be read in conjunction with the 2009 Masterplan Document which contains essential background information, site analysis, and reports on stakeholder & community consultation. The 2009 Masterplan identified the Pierhead as the key development site in the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

Gareth Hoskins Architects, December 2011



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Proposals from 2009 Masterplan



Key Principles of the approved Masterplan (2009)

Mixed use development :

- 3Rs Recreation, Residential and Retail
- Public realm allowing access to the waterfront and Pier
- Single retail operator not appropriate
- Pierhead identified as preferred site for a replacement swimming pool

Excellence in Design

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

Flexibility

- to allow for changing demands and requirements

Sketches and plans show examples of how the site may be developed to help explain the principles, but should allow for a degree of flexibility.



Other recommendations of the approved Masterplan (2009)

Local Plan : Town Centre Designation

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

Parking

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

NB . The relocation of parking is being addressed by a separate study and is not part of of this Masterplan Addendum

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2. Update on Current Situation

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Current Site Uses

Little has changed on the Pierhead since 2009 with the majority site occupied by an expanse of surface car and coach parking alongside the swimming pool, skate park and amusement park. The former public house in the north east corner has been burnt down and the site sold. The Amusement Park is leased on an annual basis.

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

Condition of Existing Pool Building

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

Essential repairs were carried out in 2010 to allow the building to remain operational for an estimated 4-7 years, with the aim of providing a new, replacement building within this extended lifespan.

Flood Risk Assessment

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

- raising the whole site by an average of 1.5m
- replacing failed Reno matting on east side of the site with rock armour



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Helensburgh CHORD Project

Improvements to the West Esplanade and the town centre are to be implemented in 2012 and include re-landscaping Colquhoun Square and improving the connection between the square and the waterfront.

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

Outline Design of new pool building (RIBA stage C)

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

In 2010 it was determined that the pool design should be developed to improve the certainty of the assumptions regarding the project and to facilitate the next stage of procurement, whether taken forward as a traditionally funded project led by the Council or as a joint venture developer led project as part of a wider pier development. Gareth Hoskins Architects were commissioned to carry out an outline design for the building to RIBA stage C. The main implications for the masterplanning of the Pierhead site as a whole are as follows:

- the footprint of the building is significantly larger than shown in the 2009 masterplan
- the requirement for 100 parking spaces was identified



2. Update on Current Situation

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Retail Study Update

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

- there is capacity in the town for an area of 2150 sq m (23,150 sqft) net of new convenience retail space
- there is capacity in the town for an area of 5,130 sq m net (55,200 sqft) of new comparison retail space
- opportunities for modern retail space in the town centre are limited and the Pierhead remains the major development site
- currently there is 50% leakage to surrounding towns for convenience shopping
- currently there is 76% leakage to surrounding towns for comparison shopping

convenience	2150 sqm	23,150 sqft
comparison	5,130 sqm	55,200 sqft



Argyll & Bute Council

HELENSBURGH RETAIL STUDY UPDATE

OCTOBER 2011

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Food Retail Research

In November 2011 GVA Grimley researched the requirements of food retailers in terms of sales area (convenience & comparison) back of house, parking numbers, loading bay, petrol station, and floor to ceiling height.

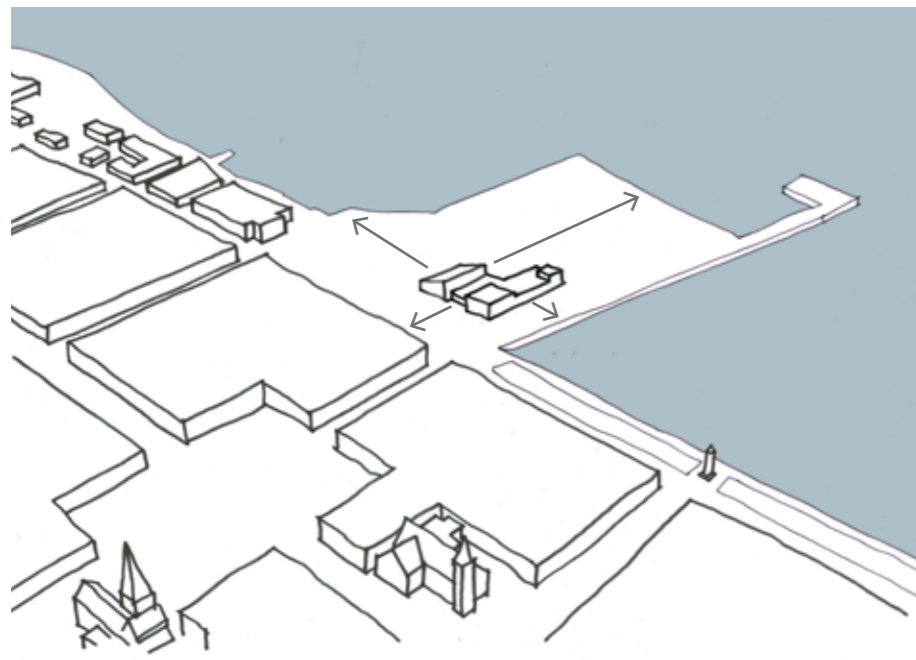
- The large (54,000 sqft) store is the maximum size which fits with the capacity for additional convenience retail space as determined by the retail study
- Most operators would prefer to have petrol filling station adjacent the store, but a remote location elsewhere in the town would also be acceptable.
- parking requirements are shown as the range from 1 space per 20 sqm gross to 1 space per 14 sqm gross
- 1 space per 20 sqm gross is the Council's maximum ratio for shops, 1 in 14 is the maximum ratio for bulk retailers.
- most operators would consider a store integrated within a mixed use development including other retail and residential.

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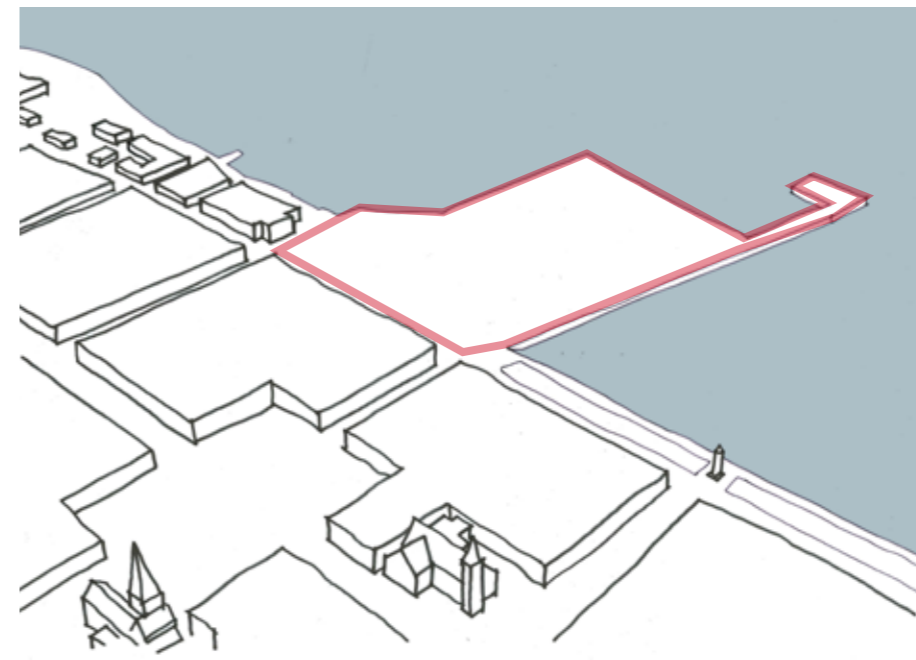
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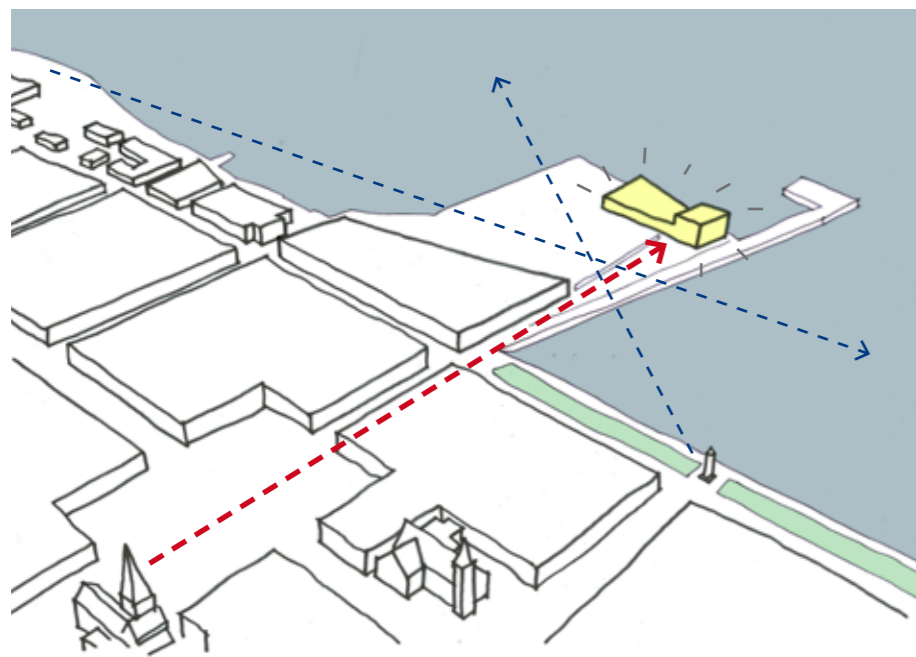


EXISTING

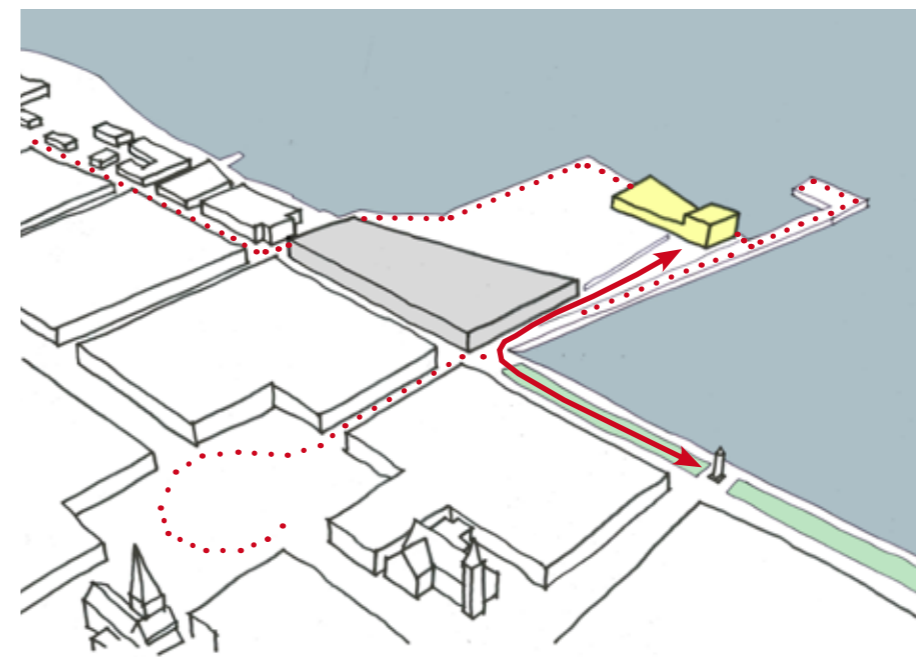
- lack of clarity with regard to urban function of current swimming pool,
- ambiguity of relationship to street, water and pier
- underexploited quality of urban space



- 1.
- extent of cleared site

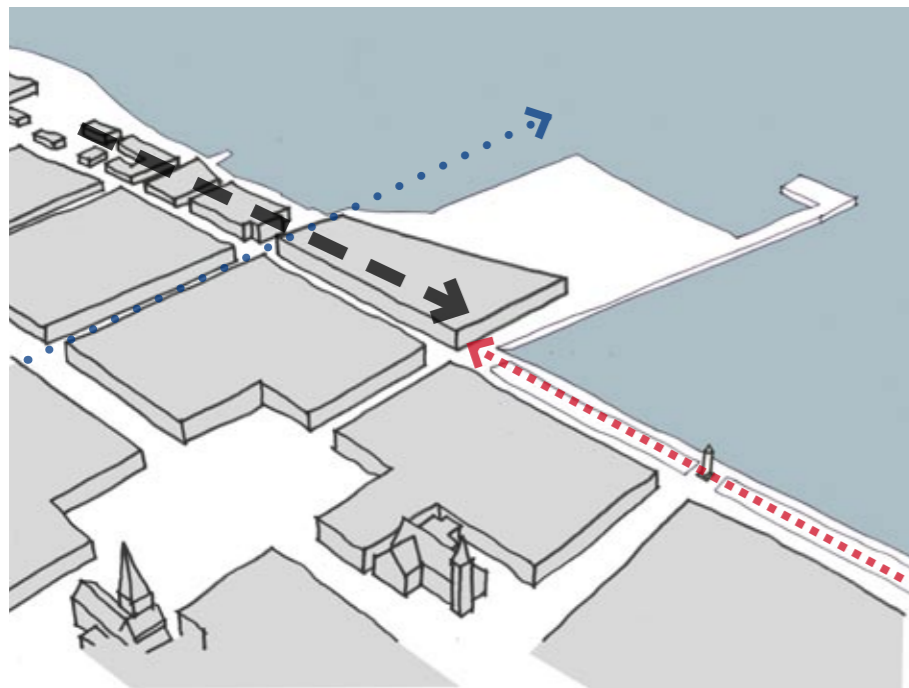


- 3
- free standing 'object' public building (leisure / recreation facility) to engage with water
 - important axis reinforced
 - visual separation between object building and 'townscape' development reinforced



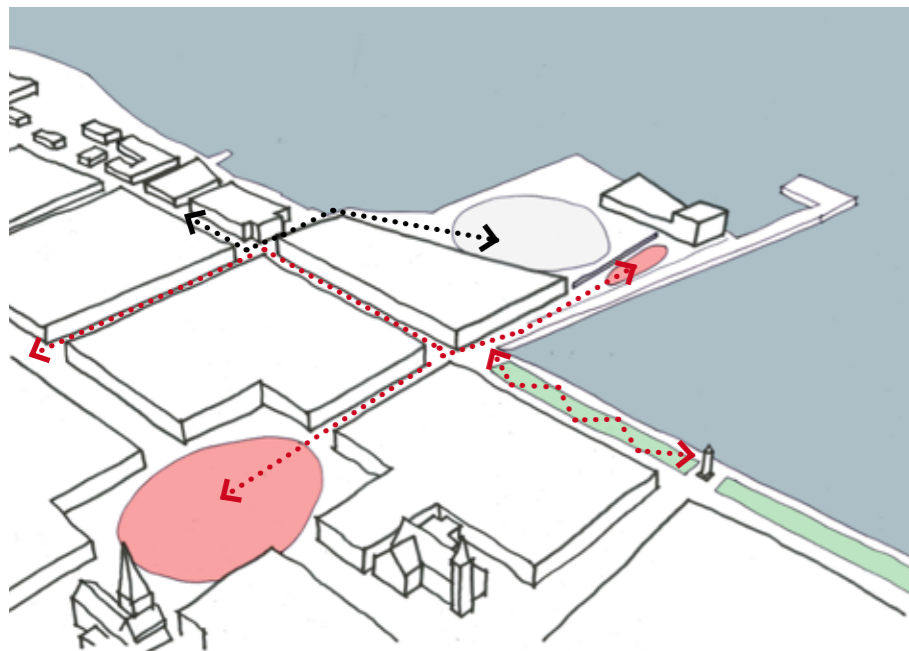
- 4
- public space extended from CHORD onto pierhead
 - continuity / sequence of urban public spaces reinforced as part of interconnected pedestrian routes

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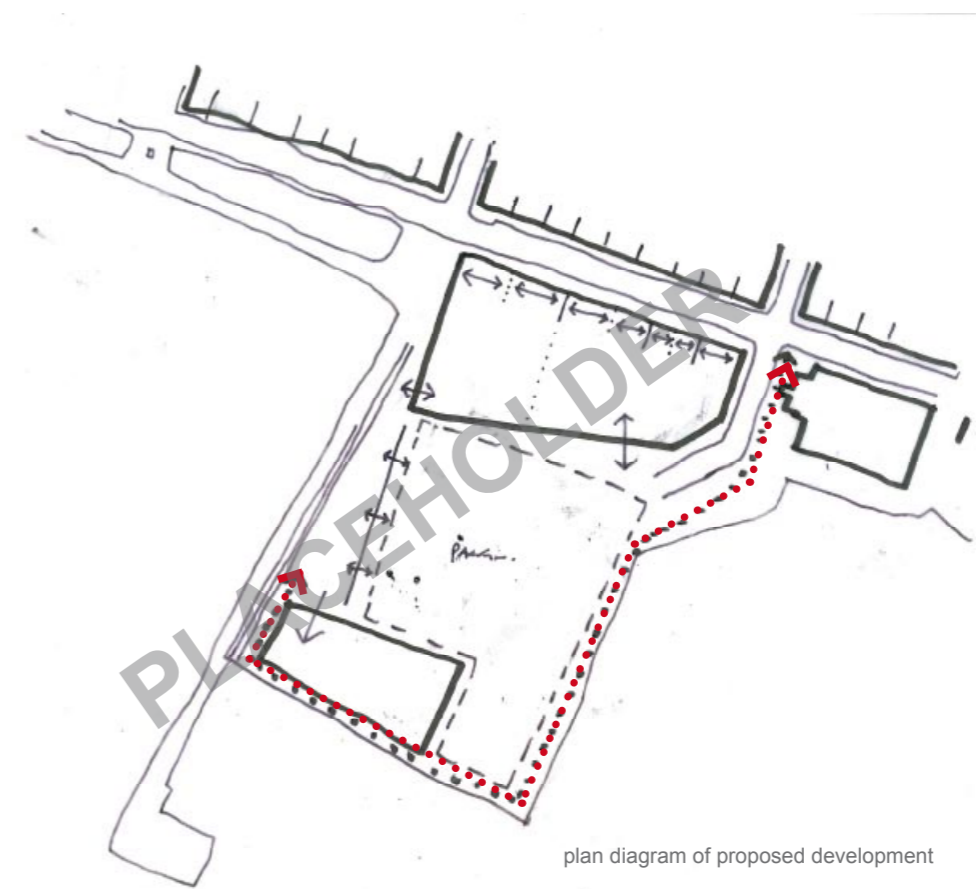
- extend waterside townscape formation
- existing view corridor maintained
- CHORD development concluded



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- landscape design developed to clarify distinction between carpark 'back' and public space 'front'
- new public space integrated into wider urban sequence of public spaces

Principles of development configuration



1:

3. Proposals

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Preferred approach

Supermarket / Retail / Residential:

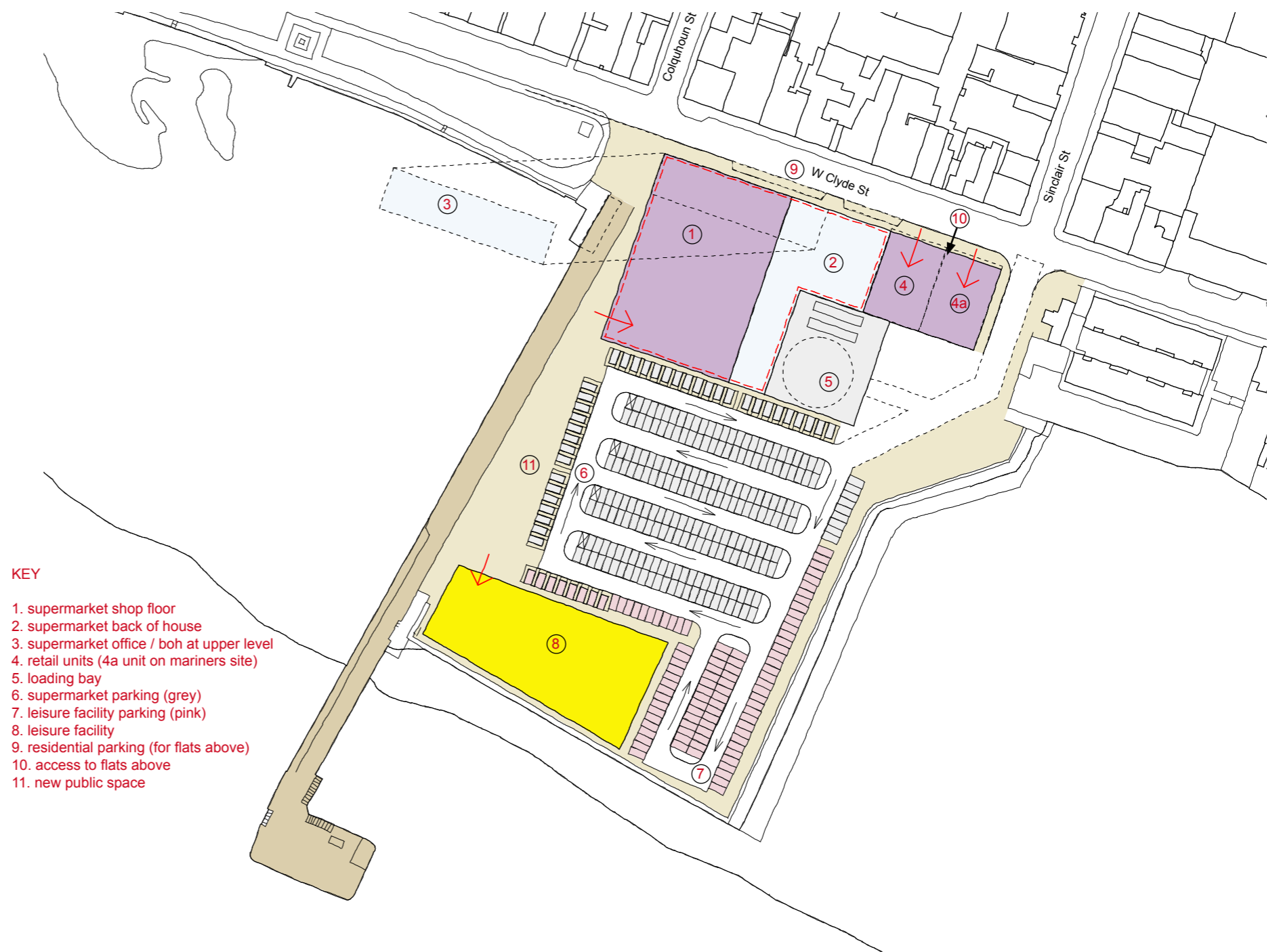
These components of the development should constitute the 'streetfront' element, reinforcing both the street quality and scale of West Clyde Street, and affording a meaningful opportunity to conclude the CHORD development of the esplanade at the point of access onto the pier.

- A 5000sqm gross (nominally 2800sqm nett) supermarket will occupy most of this block, with a primary entrance facing west onto the new public space. Deliveries are made to a dedicated loading bay at the rear. It is noted that a petrol filling station is not considered appropriate for the pierhead site.
- Two 550sqm retail units on West Clyde Street are proposed, offering flexibility with respect to further subdivision, and contributing valuable activity and diversity of tenancy to the street.
- A minimum of 16 flats over two levels are proposed above the retail units and back of house accommodation, with access and parking from West Clyde Street.
- 250 dedicated caparking spaces are proposed for the supermarket development

Leisure Facility:

The proposed Leisure Facility is the subject of a separate Stage C report.

- 100 parking spaces are proposed for the leisure facility



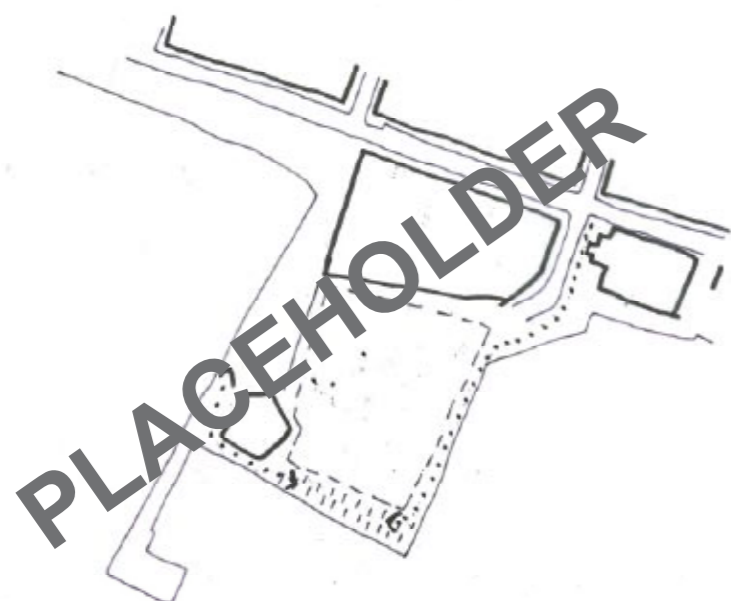
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Alternative approach

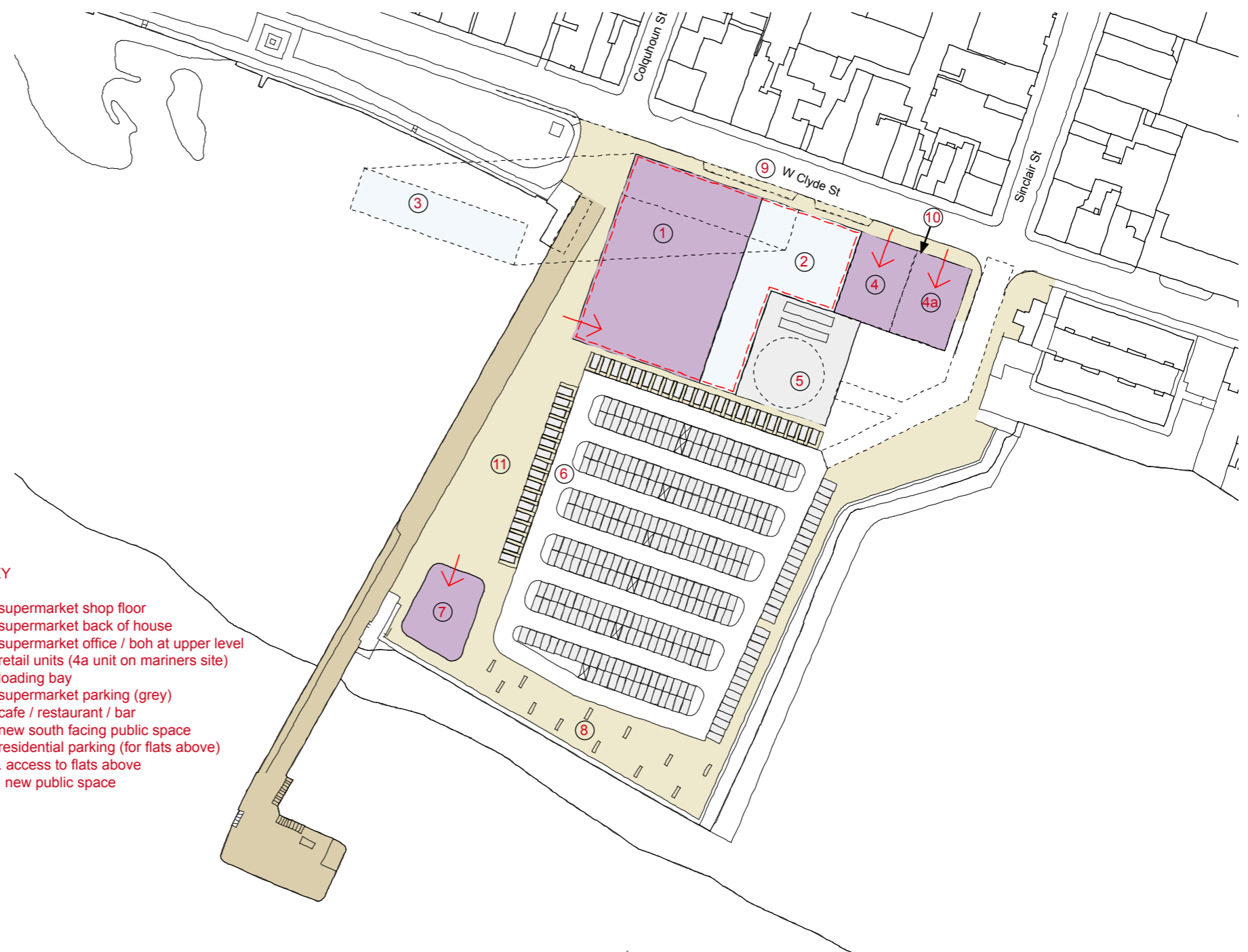
Whilst there is a strong preference to locate a new leisure facility on the pierhead site, an alternative approach which is nevertheless consistent with the key aspects of the preceding urban analysis could be supported.

In lieu of a public leisure facility, a cafe / restaurant / bar could offer some of the recreational amenity so essential to safeguarding the viability of the pierhead as a well-used part of Helensburgh's public realm. It would be essential that such a development is reinforced by a high-quality treatment to the public realm on the southern edge of the site - the image of the pierhead as a place of public recreational amenity rather than a retail carpark must be safeguarded.

Such an approach could afford 357 parking spaces to the supermarket development



plan diagram of alternative approach to development



KEY

- 1. supermarket shop floor
- 2. supermarket back of house
- 3. supermarket office / boh at upper level
- 4. retail units (4a unit on mariners site)
- 5. loading bay
- 6. supermarket parking (grey)
- 7. cafe / restaurant / bar
- 8. new south facing public space
- 9. residential parking (for flats above)
- 10. access to flats above
- 11. new public space

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Massing / Modelling

The treatment of the West Clyde Street massing and elevations must recognise the prevailing pattern of plot sizes in the town, and mixed tenancy, active frontages, varied skyline, and multiple entrances will contribute to the success of development in this regard.

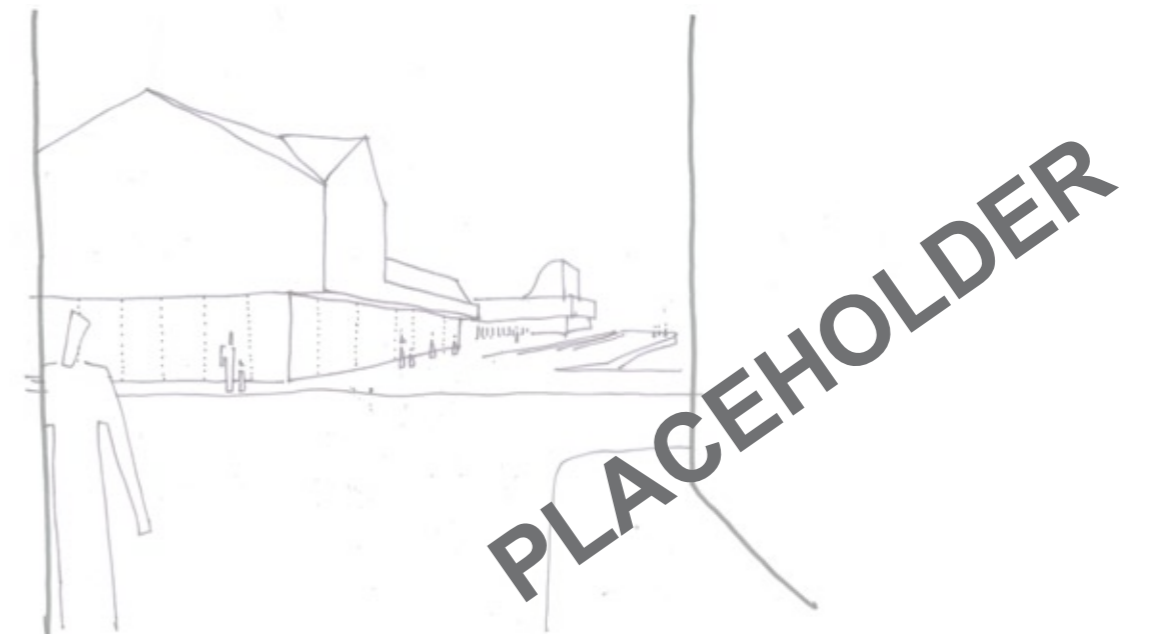
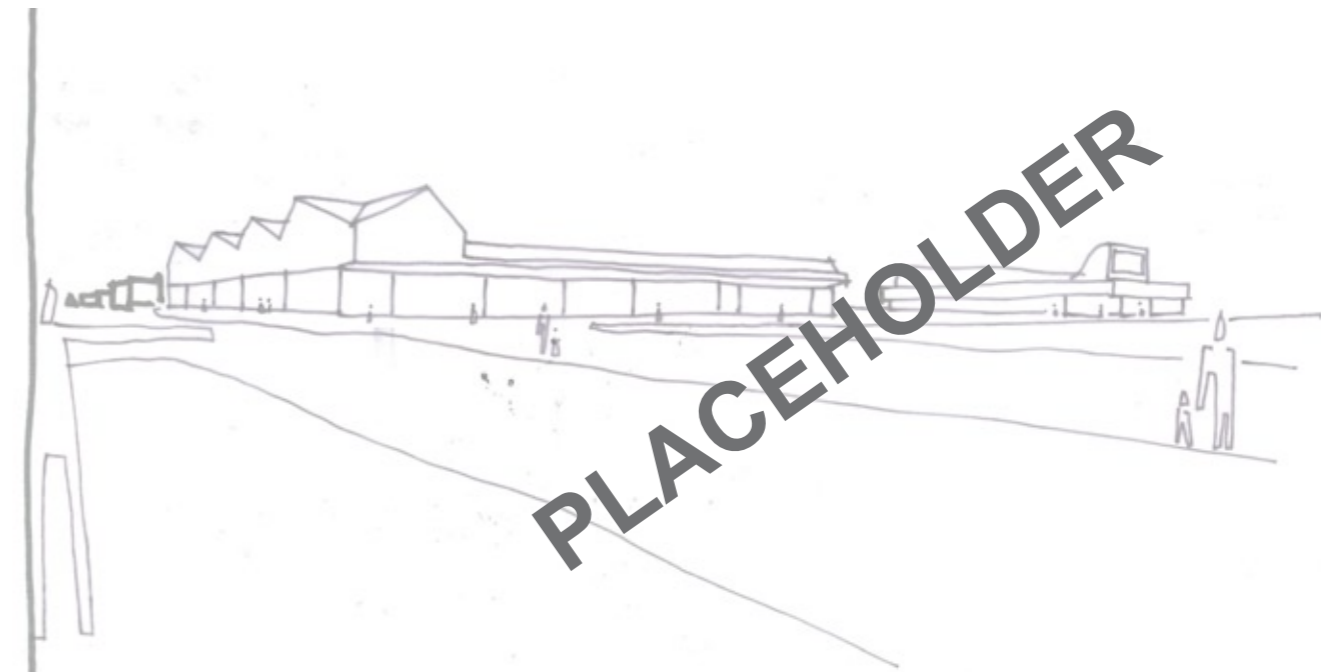
The treatment of the upper level residential and staff/office accommodation offers a key opportunity to avoid the appearance of a supermarket shed, and to integrate the development with the prevailing patterns of adjacent buildings.

The treatment of back of house accommodation facing West Clyde Street will be essential to the success of the streetscape, and opportunities to locate areas of unobscured glazing should be embraced.

The supermarket retail floor must present an active frontage to West Clyde Street (ie unobscured glazing as a minimum, but preferably with an entrance or access to cafe facility)

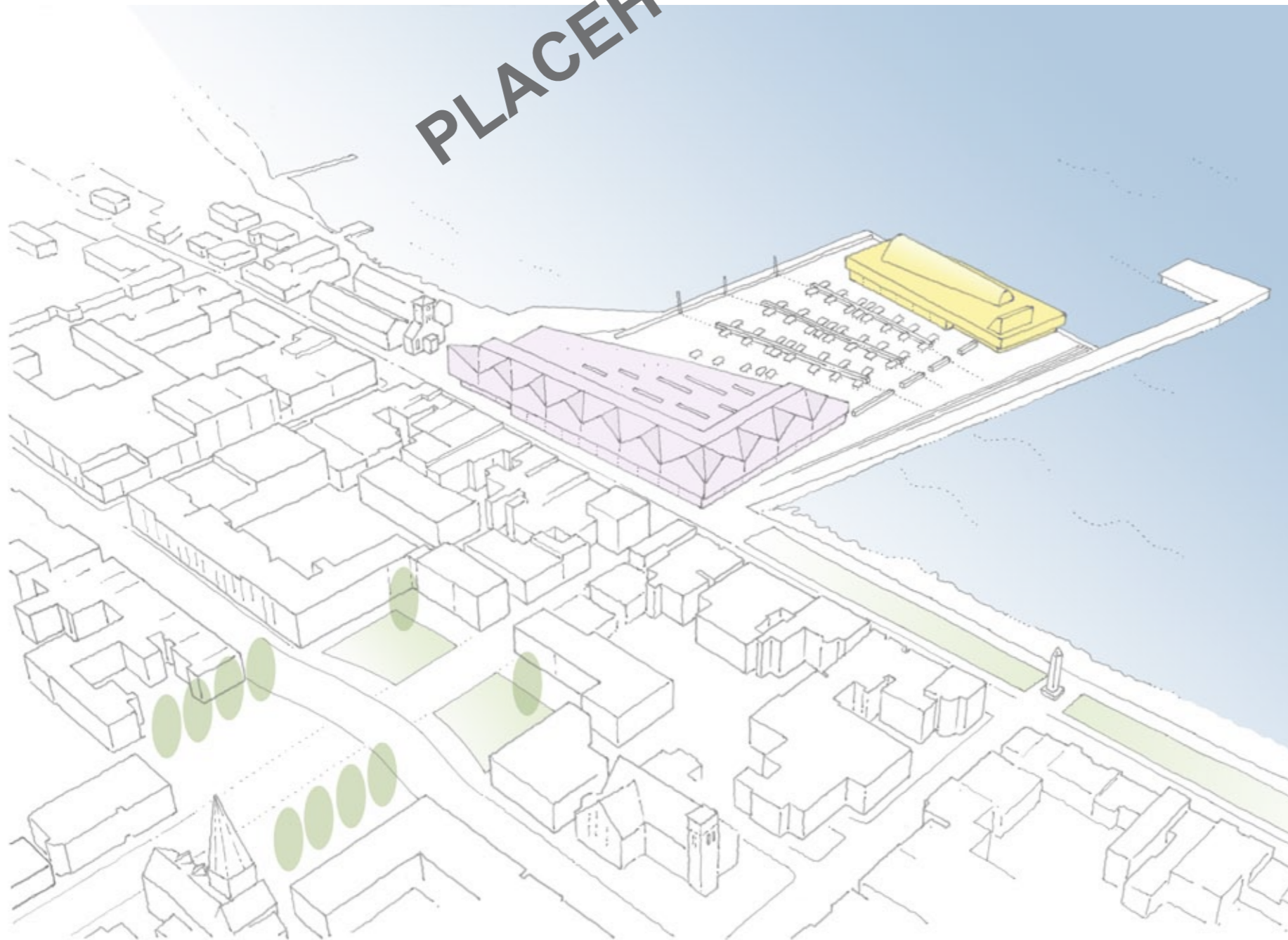
Design decisions with respect to overall massing/modelling strategy should reflect a response to a series of urban hierarchies - the street, the esplanade, the new public space, the water.

The design of the proposed Leisure Facility is the subject of a separate Stage C report. Its treatment will recognise that it terminates the north south axis from Colquhoun Street, activates the new public space on the pierhead site, shelters that public space, and draws public activity to this end of the site.



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PLACEHOLDER



Summary of urban aspirations

Development of the pierhead site must recognise its unique importance to the urban experience of Helensburgh. It belongs both to the street and to the water, and development must address these conditions appropriately.

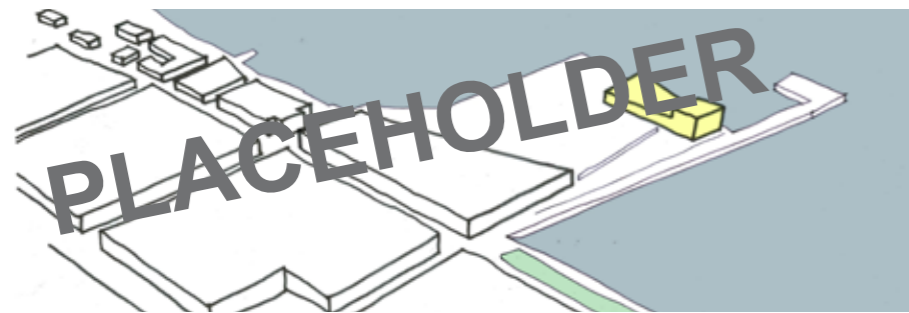
- A new, high quality public space, activated by new leisure / recreational facilities and connected to the redeveloped esplanade, will be formed.
- Carparking will be consolidated between the mixed use building on West Clyde Street and the new leisure facility, and will be clearly distinguished from the pedestrian public realm
- A pedestrian route around the pierhead will be enriched, punctuated and reinforced by the new public spaces and facilities
- The treatment of ground level shop fronts and glazing will ensure an 'active' street level is established
- The treatment of upper level housing and supermarket back-of-house accommodation will ensure that the scale, massing and urban grain of the existing West Clyde Street is respected.
- In contrast to the mixed use building facing West Clyde Street, a new leisure facility will act as a distinctive object building, defining a new public realm and addressing long views and axes from the town and the wider Clyde estuary. It will be a uniquely visible contribution to Helensburgh's built environment, occupying a site of tremendous significance both to the town and the wider estuary.
- Visual permeability of the site, between the mixed use building and the leisure facility, will reinforce both the autonomy of the leisure facility and the integration of the mixed use building with the town
- Both the options shown take into considerations the main design issues in the reporter's findings from the public inquiry into the supermarket application which was rejected in 2001.

3. Proposals

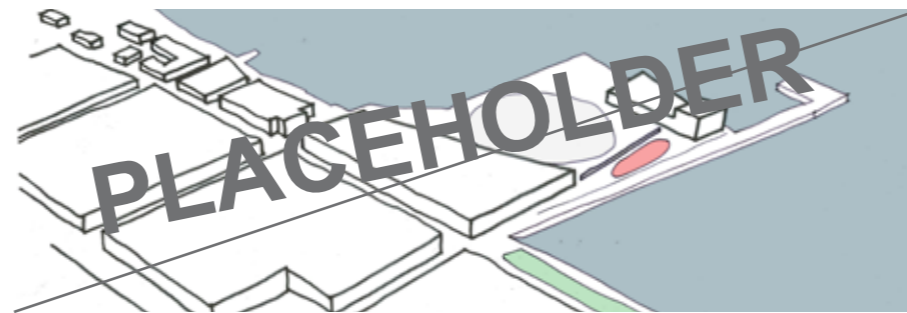
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Examples and Precedents

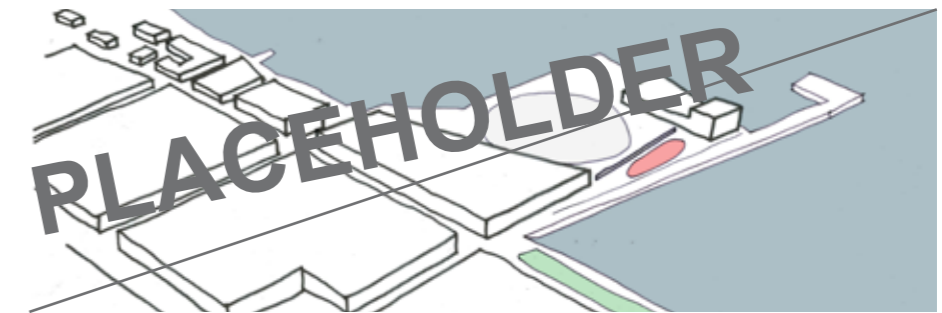
Key landmark building on waterfront acting as focus and destination, distinct from background urban fabric of the town



High quality landscaping to public realm, appropriate to waterfront setting



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

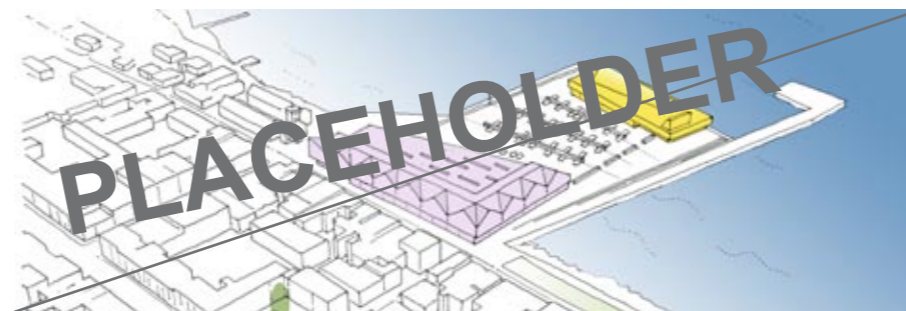


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Supermarket integrated in mixed use development with a strong street presence



Housing integrated in mixed use development with a scale appropriate to West Clyde Street and responding to waterfront location



Building uses and design responding to waterfront location and contributing to Pierhead as a destination



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Former Hermitage Academy Site
Revised Masterplan 2011

Gareth Hoskins Architects

1. Preferred Approach

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-  Site boundary line
-  Athletics club site boundary line
-  Social housing - 51 units
-  Private housing - 79 units
-
- Total - 130 units
-  Green amenity space - 3060 sqm
-  Swimming Pool