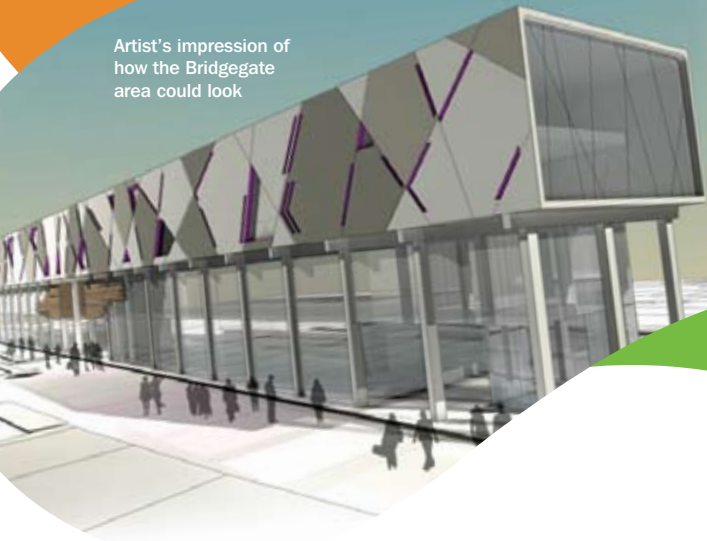


# Vision for Irvine:

a self-confident town where people aspire to live and work and which they are proud to call 'home'

Artist's impression of how the Bridgegate area could look



Stunning view out to the harbourside



The new town regeneration plan for Irvine outlines a vision to regenerate the town centre and kick-start the economy to create higher value jobs in the area. The plan focuses on how to make better use of Irvine's unique location, heritage and environment to create new opportunities for local people and attract new investment into the area.

The Irvine town centre regeneration plan builds upon the town's historic beauty, its impressive coastal and riverside setting, convenient modern infrastructure and excellent transport links to Glasgow.

The ideas at the heart of the new plans for Irvine are presented on the following pages. **The full regeneration plan document is available on our website at [www.irvinebay.co.uk](http://www.irvinebay.co.uk)**

The plans for the town centre are designed to complement other exciting developments in and around Irvine. The redevelopment of the harbourside by Urban Splash and the creation of a new golf course and hotel at Marine Drive will both contribute to revitalisation. Other developing initiatives include eco-homes at Tarryholme and business pavilions at Annickbank.

## Shaping the future of Irvine Bay

The regeneration plan for Irvine is one of a series of plans for the five towns in the Irvine Bay area which have been developed during 2008. At the heart of each of the plans are the ideas, issues, fears, hopes and visions that people have for the future of their towns.

- Our plans are designed to inspire physical improvements and job opportunities within our towns over the next 10-15 years
- Funding from both the public and private sector will be needed
- The plans for each of the town centres will be co-ordinated with the wider activity of Irvine Bay
- We can't promise that everything within the plans will be done, and some projects will take some time to

be developed. But we are confident that the plans are a real opportunity for improving our towns.

Each of the town regeneration plans will be adopted by North Ayrshire Council as Supplementary Planning Guidance. As individual sites in the town centres are developed, the plans will provide an important context for development.

Across the bay, our vision is for the five revitalised town centres, each with their own distinct and successful purpose, to sit within a coastal park that spans the whole bay. The places will be well connected, creating an exciting environment that stimulates business growth and employment opportunities for the wider area.

Artist's impression of how the Bridgegate area could look



Artist's impression of how the civic quarter could look



# Investing in the heart of the town

The priorities for Irvine town centre lie mostly within the historic core of the town. Development activity needs to be focused here to create a more vibrant, dynamic and attractive place to live, work and visit. Unless action is taken, the town centre will continue its cycle of decline. Several important developments have been identified within the old town centre. These are designed to rejuvenate the area and attract jobs and businesses into the town.

## Bridgegate area

The Bridgegate area was part of the original New Town masterplan to provide a strong link between the enclosed and heated Rivergate Centre and the traditional High Street.

Since it was built the old town has declined further and the focus has moved towards the Rivergate Centre and retail park. Now the proposal is to redevelop the Bridgegate area to strengthen the connections between the Rivergate Centre and the old town.

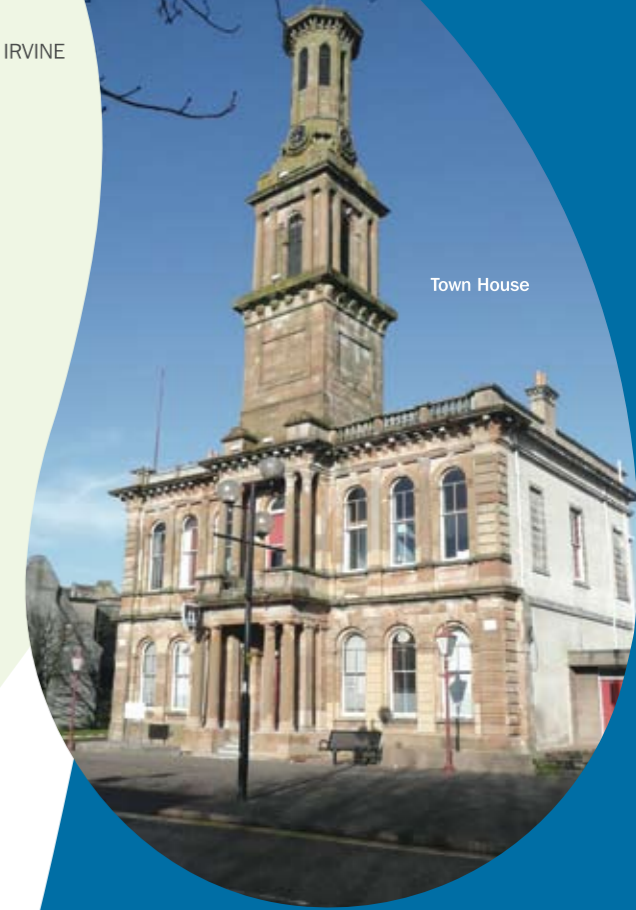
The proposal involves:

- a fresh architectural treatment of the outside of the key buildings and pedestrian areas, such as Bridgegate House and Trinity Church
- Creation of a significant public space at the Bridgegate entrance of the Rivergate Centre
- Renewal of Bridgegate and Hill Street public realm

## Civic quarter

This highly visible area of the town centre is in need of redevelopment as the vacant plots and poorly maintained buildings detract from the appearance of the town centre. The site includes the Town House and the former police station. The Town House is a category B listed building and is presently occupied by the District Court and the Council's Licensing Section. The fabric of the Town House is in such a poor condition that the external block work of the two side walls will have to be entirely replaced and the front elevation is steadily deteriorating.

The proposal is to refurbish the Town House and provide a substantial office building next to it, with the potential for community and civic uses. The public realm surrounding the building would be redesigned to improve pedestrian routes through the area and create a substantial town square which would link to the High Street.



Town House

## 5 goals for Irvine

### Economy

To support economic development, by diversifying and strengthening the town's employment base.

### Destination

To regenerate Irvine town centre as the main retail, service and cultural destination for Irvine Bay and the wider Ayrshire area.

### Image

To transform the image of the town centre, making the most of its historic buildings, streets and spaces, whilst addressing the legacy of poor quality modern development.

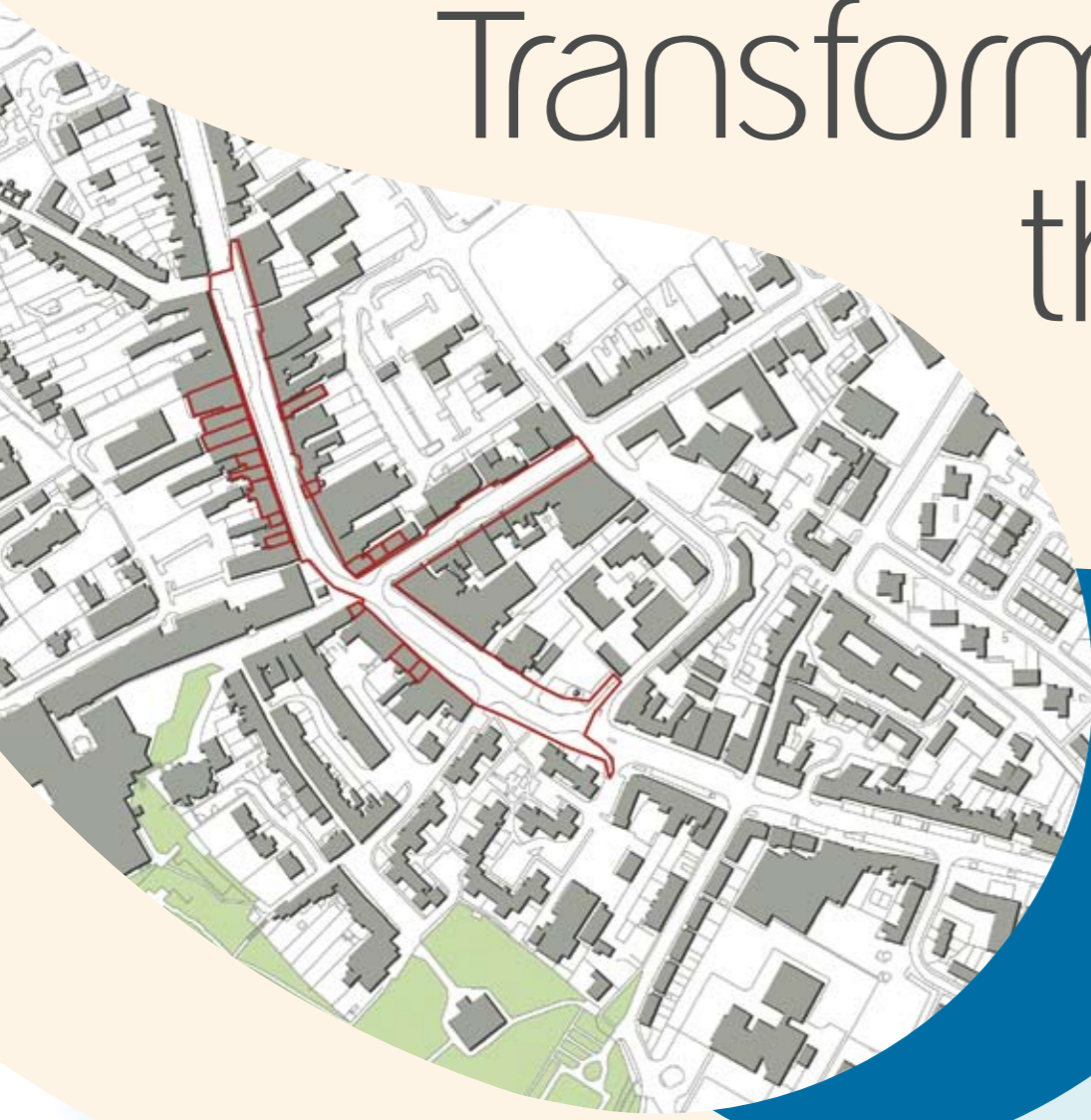
### Connections

To improve connections between the waterfront, train station, town centre and local residential communities.

### Home

To create a town centre that meets the needs and aspirations of existing residents and attracts new inhabitants.

# Transforming the old town



By providing better access, improved parking and more reasons to go there, Irvine's High Street could once again become a lively centre with a mix of retail, residential and business accommodation.

### Historical town centre

Many of the buildings in the High Street are listed due to their historic or architectural character and there is significant potential to unlock the quality of this area through sensitive refurbishment and improvements to the streetscape. Proposals for this area include refurbishing the traditional buildings, improving the shop fronts and redeveloping empty retail units as restaurants and cafes. Empty upper floors would be refurbished as new business, residential or live/work accommodation.

### Cultural centre

The evening economy of Irvine could be given a boost with a new two or three screen cinema. An independent cinema (incorporating other day and night time uses) could attract people into the High Street and encourage quality food and drink outlets to establish themselves nearby. This would not only service the existing population of Irvine, but could draw people in from a much wider area.

Once the cinema was in place, the cultural centre could be developed further to incorporate a range of other cultural and commercial facilities that support the economy of the town. New office accommodation would increase the footfall in the area.

An artist's impression of how Irvine's cultural centre could look



Refurbishment of traditional buildings

# Connections and gateways



Irvine Harbourside



Restoration of Trinity Church



Creation of new business space

## Harbourside north

The history and development of this site has been closely associated with the ship building and manufacturing trades since 1819 when Ayrshire Metal Products was founded here.

Operations ceased in 2004 and the site has been empty ever since. The site's strategic location between the town centre and harbourside, its significant size in terms of the mix of development it can provide and its stunning coastal position could make this an ideal location for a high quality mixed-use development.

Proposals for the area include:

- New quality residential provision including possible 'expo' site
- New business space including short stay hotel accommodation
- Refurbishment of the gateway building to create a workspace and gallery with ancillary food and drink, retail and conference space
- Extension of the harbourside walkway into the site, incorporating a series of public spaces associated with the Maritime Museum and maritime heritage
- A working boat yard and marina

## New bridge crossing

A new bridge in the town centre, to the north of the Rivergate centre, could carry pedestrians, cyclists and buses. Options to introduce a new bridge crossing will be explored. This would improve links between the harbourside and the town centre as well as connections with the train station, harbourside, links golf course, Tarryholme and Annickbank.

## Trinity Church

On the approach to Irvine, Trinity Church (and most significantly its steeple) makes a positive impact on the skyline of the town. The building is Category A listed and lies at a prominent location on a mound at the heart of the town centre. On closer inspection, however, the building is clearly in a very bad state of repair. In order to create an attractive 'front door' to the old town and entice shoppers out of the Rivergate Centre, the church needs to be restored and the surrounding area revitalised as described above in the section about Bridgegate.

Plans for this key site include:

- Full restoration and conversion of the church to retail, food and drink or other non-residential use
- Extension of the Rivergate Centre towards Trinity Church, creating a new medium sized retail unit

# Leading the way

Site of Urban Splash'  
£70 million investment



Already, exciting regeneration projects are taking shape around Irvine. The announcement came earlier this year that Irvine Harbourside is to be developed by Urban Splash. Plans for the new golf course and hotel at Marine Drive, 'The Ayrshire', are already well advanced. The Tarryholme eco-homes development and the business pavilions at Annickbank are other initiatives which will help to breathe new life into the town.

Because these projects are already underway they are not the focus of the town centre regeneration plan. The plan concentrates on what else is needed in the town centre, to make the most of these new developments and to bring real improvements to the town as a whole.

Site of £60 million  
investment, 'The Ayrshire'



[www.irvinebay.co.uk](http://www.irvinebay.co.uk)

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