

Austin-Smith:Lord

Prestwick Seafront and Promenade Enhancement

FINAL DRAFT Consultation Report

19-01-24

01.0 Purpose of this Booklet

Austin-Smith:Lord were appointed by Prestwick Civic Pride Partnership in October 2023 to prepare a feasibility study for seafront and promenade enhancements at Prestwick.

The feasibility study considers which areas should be focused on and what possible enhancements could be made to selected areas, with the overall aim being to bring about general improvements to the environment of the seafront which would contribute to the further development of social, cultural and economic activities.

This study and the proposals aim to build on previous place plans, policy contexts, current and future investment plans in order to develop a set of related projects for future improvements.

The overall objective is to provide for a high amenity leisure space for local residents, visiting tourists and for other South Ayrshire citizens, as an integral part of a family of South Ayrshire seafront upgrades.

The anticipated outcomes for this work are;

- Increased economic activity in Prestwick and South Ayrshire
- A backdrop to support an improved annual planned Prestwick Events Calendar
- A contribution to enhance health and well-being through outdoor activity for the local community and general population
- A platform for a Prestwick Seafront Volunteer programme
- A high quality leisure destination

This booklet illustrates possible proposed themes for the purposes of consultation and canvassing opinion on the public's expectation for Prestwick seafront and promenade.

The booklet contains sketch ideas for improvements together with a series of questions.

Feedback obtained on the proposals will help to assist and inform how Prestwick Civic Pride Partnership and South Ayrshire Council could take forward plans for improvement for Prestwick Seafront.

It is anticipated that feedback will inform and provide the basis for further development of proposals for a coherent package of capital investment projects over a period of time (2024-26).

The project extents, under consideration, extends from the car park north of Kidz Play to Grangemuir Road's junction with the Promenade.



Aerial View of the Study Area

01.1 Project Background

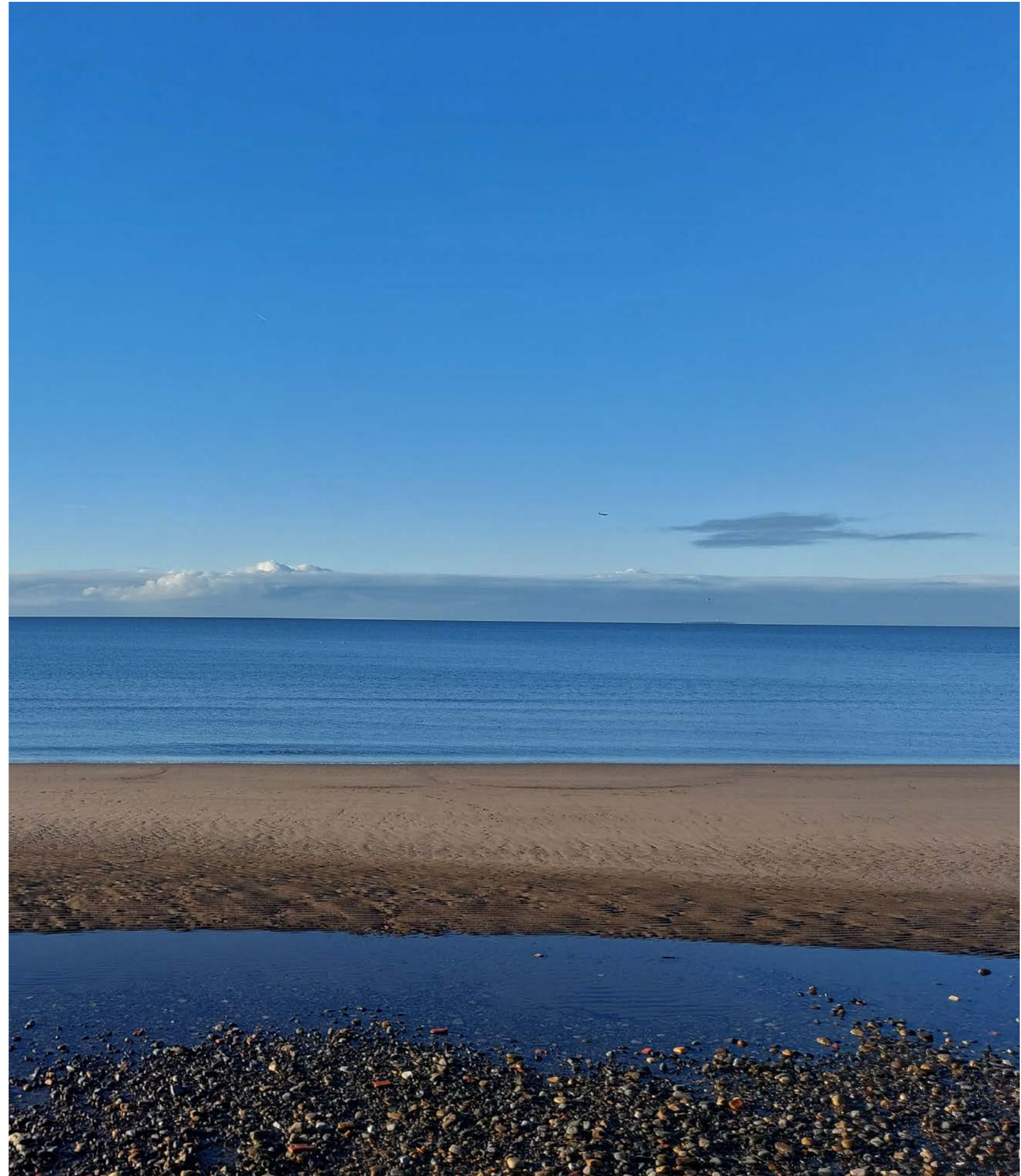
The project is founded on a range of previous activity and engagement over a number of years including

- Prestwick Beach reclamation campaign;
- Work undertaken by the Prestwick Prom Committee, in establishing the sea-front as a venue;
- Work conducted by research students at University of the West of Scotland on promoting the promenade as an events destination;
- Engagement and outcomes through the 2022 Prestwick Place Planning exercise (Thriving Places);
- The Prestwick Town Centre Charrette and its Talk Prestwick exercise, 2016, using the Scottish Government's Place Standard Tool;
- Phase 1 of the Prestwick Shore front Enhancement Programme (such as the play park works, seating, handrails, carpark surfacing).

It is envisaged that enhancements generated through this study will form Phases 2 and 3 of Prestwick Shore front Enhancement Programme.

This study also runs in parallel to concurrent work ongoing in Prestwick:

- to signpost a heritage trail around Prestwick;
- to reinstate the steeple at the Freeman's Hall (and propose longer term use of this and the adjacent cottage);
- to begin the process of conserving the Salt Pans Houses in association with St Nicholas Golf Club.



Prestwick Civic Pride Partnership are a Scottish charitable incorporated organisation (PCPP)

“Prestwick Civic Pride is about taking pride in being part of the Prestwick Community”

Prestwick Civic Pride Partnership are currently overseeing a number of projects in Prestwick, which aim to bring about improvements to the built environment, conserve and enhance the towns’ legacy. The key focus for this particular study is to enhance the seafront and promenade area as an important asset for the local and wider community.

The Site

The site is understood to be in Council ownership. The site comprises mostly greenspaces and car parking and is defined by the adjacent street pattern at Prestwick Seafront, and extends from Kidz Play to Prestwick St Nicholas Golf Club.

The Brief

The initial brief sought design scenarios for a programme of built-environment improvements such as a high-quality concept public art programme, future use consideration for the former Prestwick Bathing Lake site and further impetus to the Prestwick Beach reclamation programme all of which should support events. The project will contribute to the further development of South Ayrshire community-led place planning, transforming the seafront as a leisure space to mirror the successful Main Street retail and leisure offer. The aim is to enhance the general environment and contribute to the further development of social cultural and economic activities in Prestwick Town Centre.



Prestwick Seafront Promenade

02.0 Site Area



02.1 Site Location and Connections

Prestwick seafront benefits from excellent transport links.

Prestwick Town Train Station is located at a 7 minute walk from Prestwick Beach, along Links Road.

Route 7, of the National Cycle Network, a segment of the EuroVelo 1 Atlantic Coast Cycle Route, crosses the site.

In addition to the road and cycle networks, the project area has well defined pedestrian-friendly routes along the promenade.

The promenade also connects to a coastal path extending north and south of the promenade.

Key



Prestwick Town Train Station



Roads



7 - National Cycle Network Route 7



EV1 - EuroVelo 1 Atlantic Coast Cycle Route

Coastal Path connecting to promenade and cycle route



02.3 Amenities

Prestwick seafront benefits from several amenities, in addition to the beach and open space.

1. Recreational Facilities:
 - Prestwick Golf Club: Offering a prestigious golfing experience within a scenic setting.
 - Prestwick St. Nicholas Golf Club: A golf club contributing to the region's golfing heritage.
2. Natural Attractions:
 - Prestwick Beach.
3. Play and Leisure Spaces:
 - Kidz Play Children's Amusement Centre.
 - Prestwick Playground.
4. Promenades and Waterfronts:
 - Prestwick Promenade.
5. Water-based Activities:
 - Prestwick Sailing Club.
6. Historical and Cultural Landmarks:
 - Prestwick Promenade (Salt Pans).



02.4 Heritage

Location Plan of Historic Buildings of note.

1. The Mercat Cross
2. Old Post Office
3. 18-22 The Cross
4. Alexander Hutchison's House
5. 8 & 14 The Cross
6. Old Burgh Chambers (Freeman's Hall)
7. 5 & 7 The Cross
8. The Red Lion
9. 21-37 Main Street
10. Prestwick Sundial
11. Prestwick War Memorial
12. Former Bank at The Cross
13. John Keppie's House at 4 Station Road
14. 6 Station Road
15. Prestwick Town Railway Station & Waiting Room
16. Prestwick Golf Club
17. Greystones, 25 Links Road
18. Polish War Memorial
19. Prestwick St Nicholas Golf Club
20. Salt Pan Houses
21. Kingcase, Bruce's Well and the Ruins of St Ninians Hospital
22. The Oval Clubhouse at St Ninians
23. St Nicholas Parish Church
24. The Broadway Cinema
25. Prestwick South Parish Church
26. Prestwick Community Education Centre
27. Monkton and Prestwick North Parish Church
28. St Nicholas' Church and Graveyard
29. St Cuthbert's Parish Church
30. Shaw Monument



Information taken from Prestwick Heritage: Freeman's Hall & Cottage, Stage 2 Report by O'DonnellBrown, Nov 23.

Location Plan

02.5 Photographic Survey of Site



1 - Former Bathing Lake



2 - Entrance from Links Road



3 - View from Links Road



4 - View along Promenade



5 - Promenade West of Burgh Road

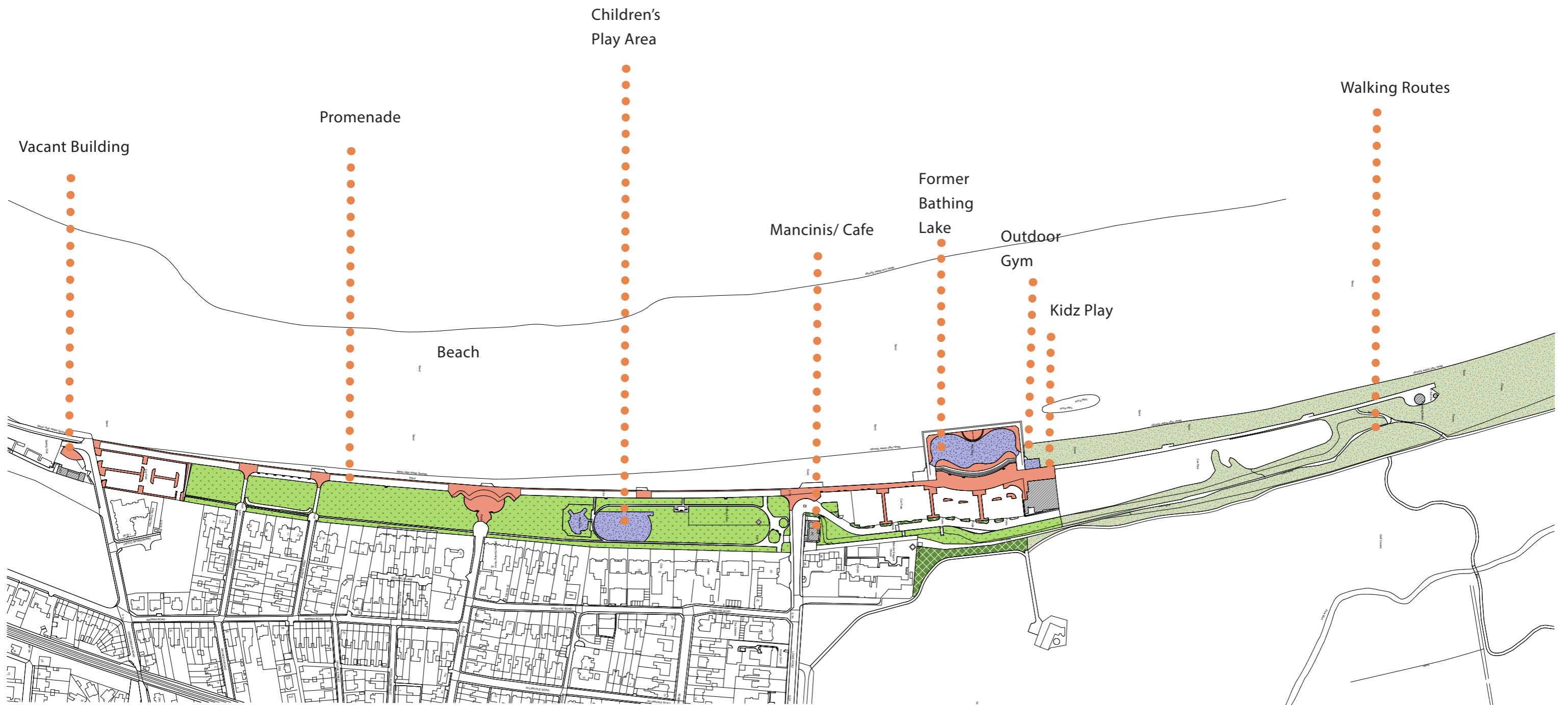


6- Entrance from Grangemuir Road



Prestwick Seafront - Photograph Location Plan

02.6 Site Plan as Existing



03.0 Potential Development Themes

Several locations and themes have been identified as optional areas for improvement. They include the Former Bathing Lake, Arrival Points to the Promenade, and the Central Activity Area. In addition art or a series of art interventions has been proposed as a further theme for the promenade.



Aerial photograph (Google Earth Pro credit)

Aerial View of the Seafront with location of possible development themes identified

03.1 Theme 1 - Redevelopment of the Former Bathing Lake

The Olympic-standard Prestwick Bathing Lake, the largest swimming pool north of the border, was opened in 1931. It was a popular attraction which could accommodate 1,200 bathers and 3,000 spectators. However, a number of factors such as overseas holidays and the opening of an indoor pool in Ayr, saw the closure of the Bathing Lake in 1972.

The Bathing Lake was in filled with hard standing.

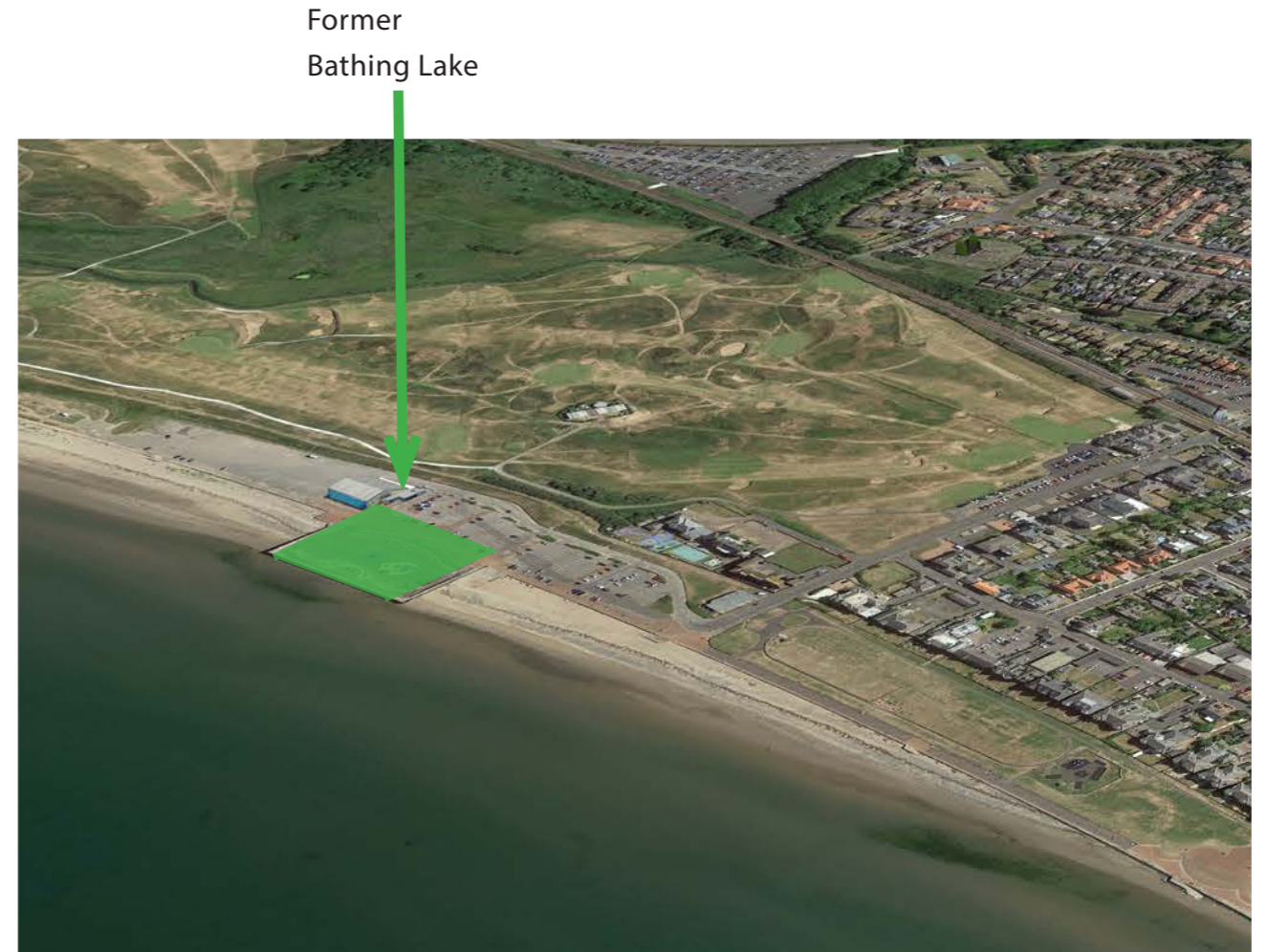
The in filled area hosted play equipment for a period of time, which has subsequently been removed.

The area is in a poor state of repair.

This study looks at whether this area can be re purposed and can contribute positively to the seafront area and Prestwick Town Centre.



Prestwick Bathing Lake - Current Condition



Location of Former Bathing Lake



Prestwick Bathing Lake

03.1 Theme 1 - Redevelopment of the Former Bathing Lake - Option 1

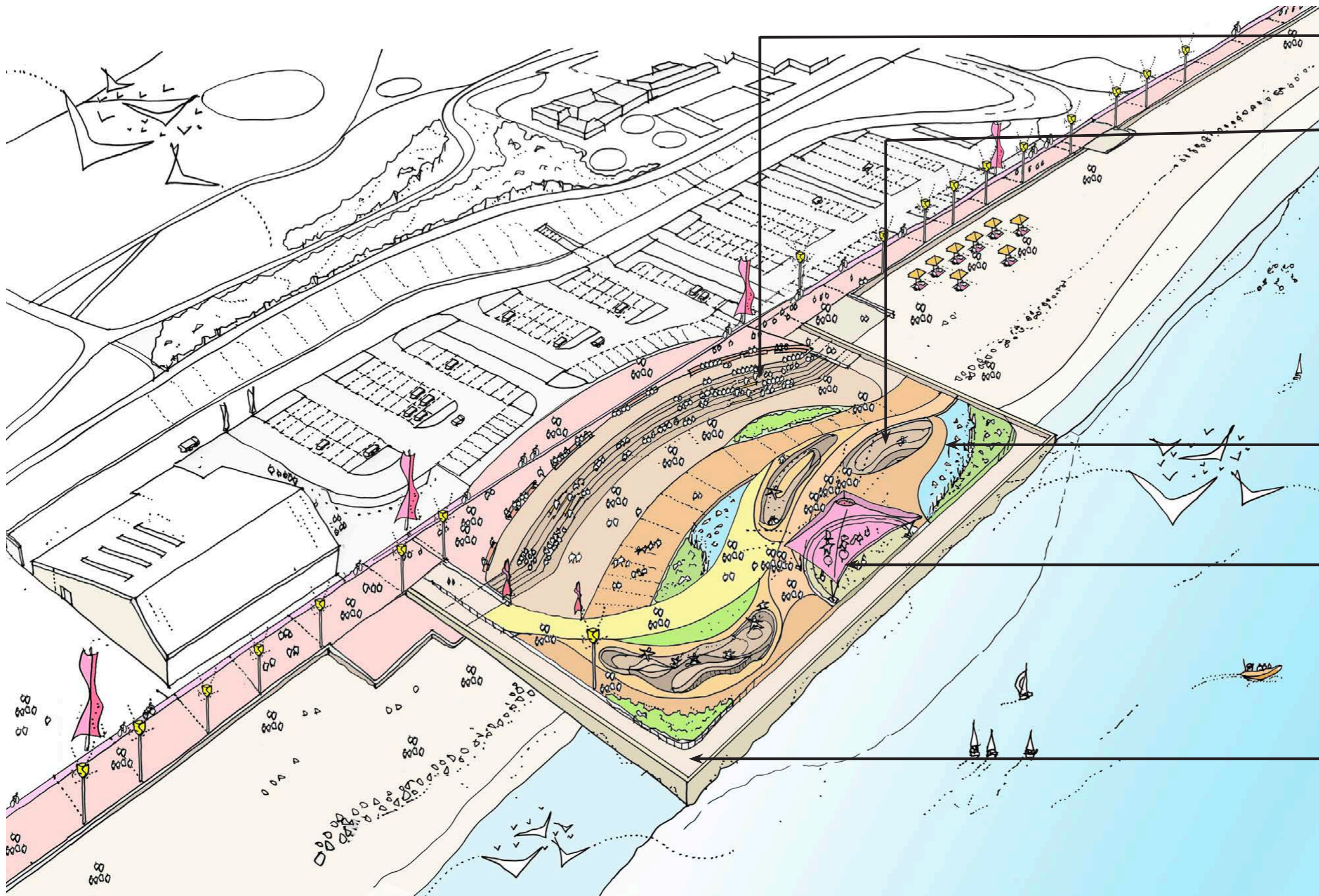
Concept Proposal

This option proposes to redevelop the former bathing lake into a space for play, activity and gathering. The proposals include resurfacing the space to introduce walkways, contours and pattern in addition to areas to sit, creating an activity and social space. The space could accommodate play such as scootering, wheeling or roller skating within zones creating mini skate parks. The existing stage area will be upgraded with infrastructure introduced in order that a canopy or structure can be erected to facilitate events and or performances.



03.1 Theme 1 - Redevelopment of the Former Bathing Lake - Option 1

Sketch of Concept Proposal



Steps reformed to provide stepped access plus areas for terraced seating.

Contoured areas with landforms to create informal mini skate parks with ramps, rails and landforms.

Shallow pools with stepping stones/ SUDS/ drainage

Existing stage repaired. Infrastructure installed for temporary tensile structure to be used at events

Walls repaired and guardrails upgraded.

03.1 Theme 1 - Redevelopment of the Former Bathing Lake - Option 1

Precedent Images



Exchange Square, Manchester photo by by Norbert Blech



Copacabana Beach Promenade, Rio de Janeiro, Brazil, by Burle Marx



© Iwan Baan - Superkilen, Copenhagen



© Carve

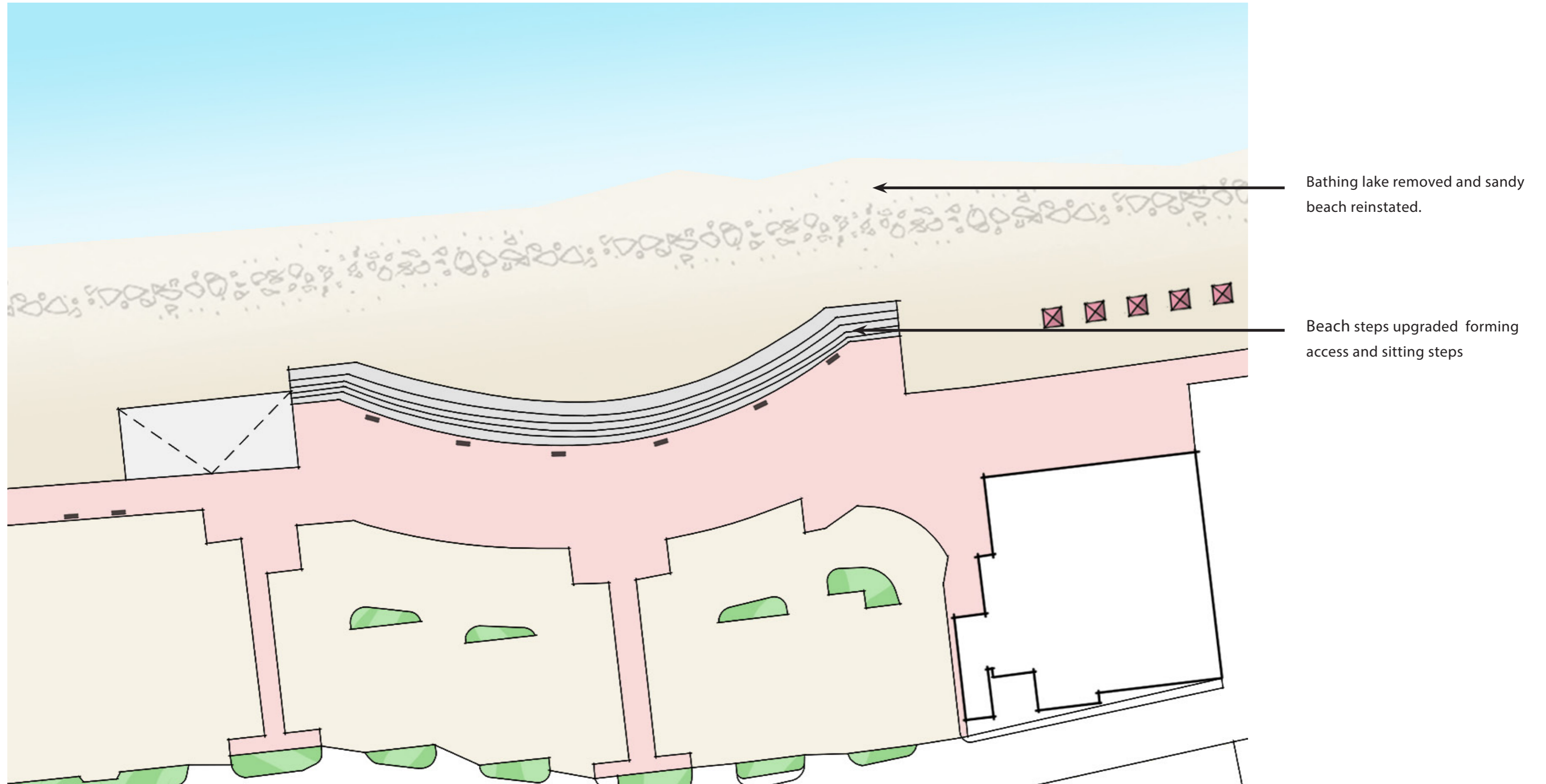


By WERK, Denmark -Photography: Wichmann+Bendtsen

03.1 Theme 1 -Redevelopment of the Former Bathing Lake - Option 2

Concept Proposal

This option proposes to remove the bathing lake and associated walls and infrastructure and reinstate a sandy stretch of beach at this point. Beach steps will form a feature and an intermediate link to the water front with informal areas to sit.



03.1 Theme 1 - Redevelopment of the Former Bathing Lake - Option 2

Precedent Images



Shenzhen's East Coast, East dike Dapeng by Felixx + KCAP

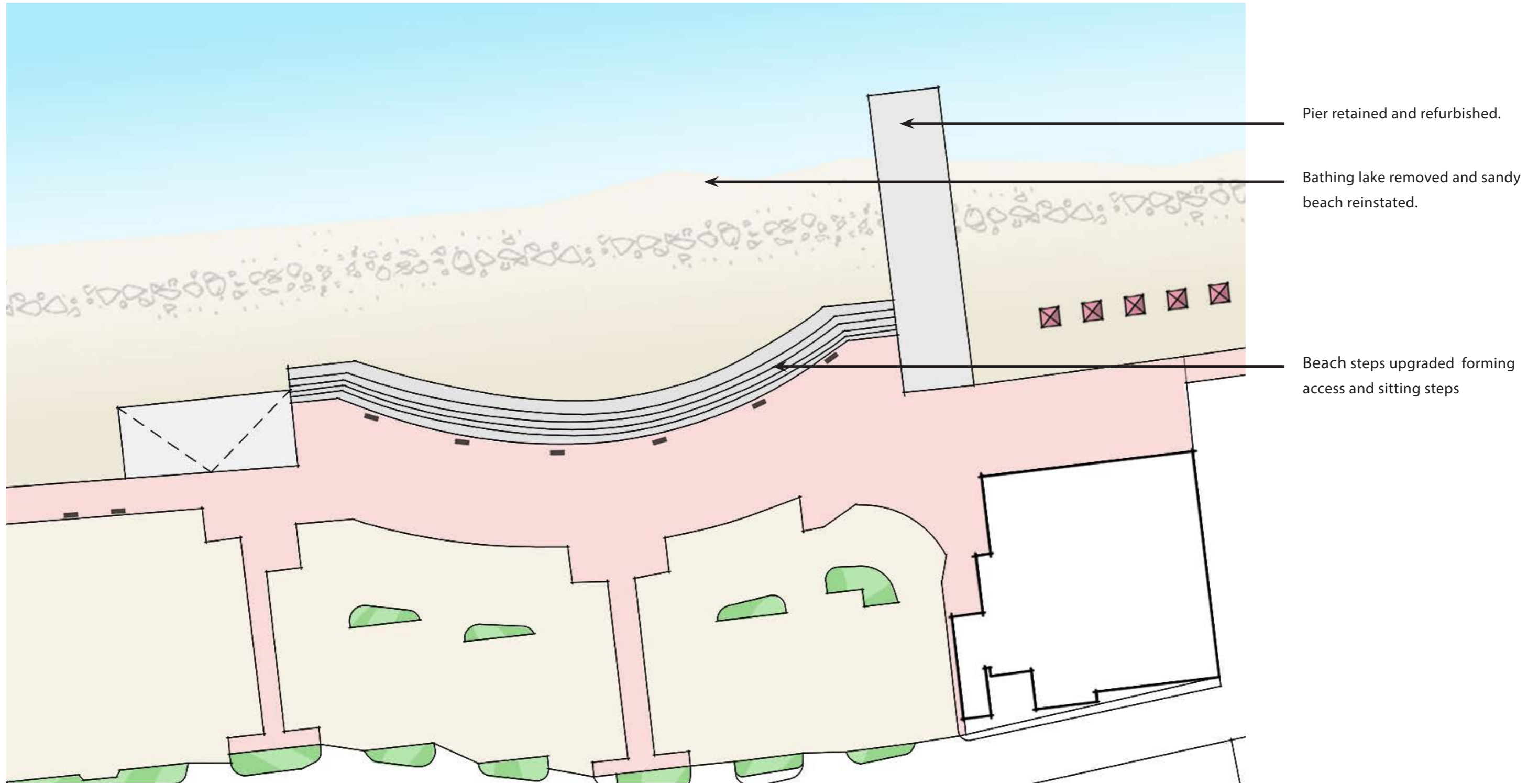


Shenzhen's East Coast, East dike Dapeng by Felixx + KCAP

03.1 Theme 1 - Redevelopment of the Former Bathing Lake - Option 3

Concept Proposal

This option proposes to remove the bathing lake in order to reinstate a sandy stretch of beach. The northern arm of the bathing lake will either be retained or replaced, providing a pier structure. Beach steps provide access, a formal edge and sitting steps along the edge of the beach.



03.1 Theme 1 - Redevelopment of the Former Bathing Lake - Option 3

Precedent Images



Westhaven Promenade - ASPECT Studios + LandLAB NZ © Johnny Davis



© Gjøde & Povlsgaard Arkitekter

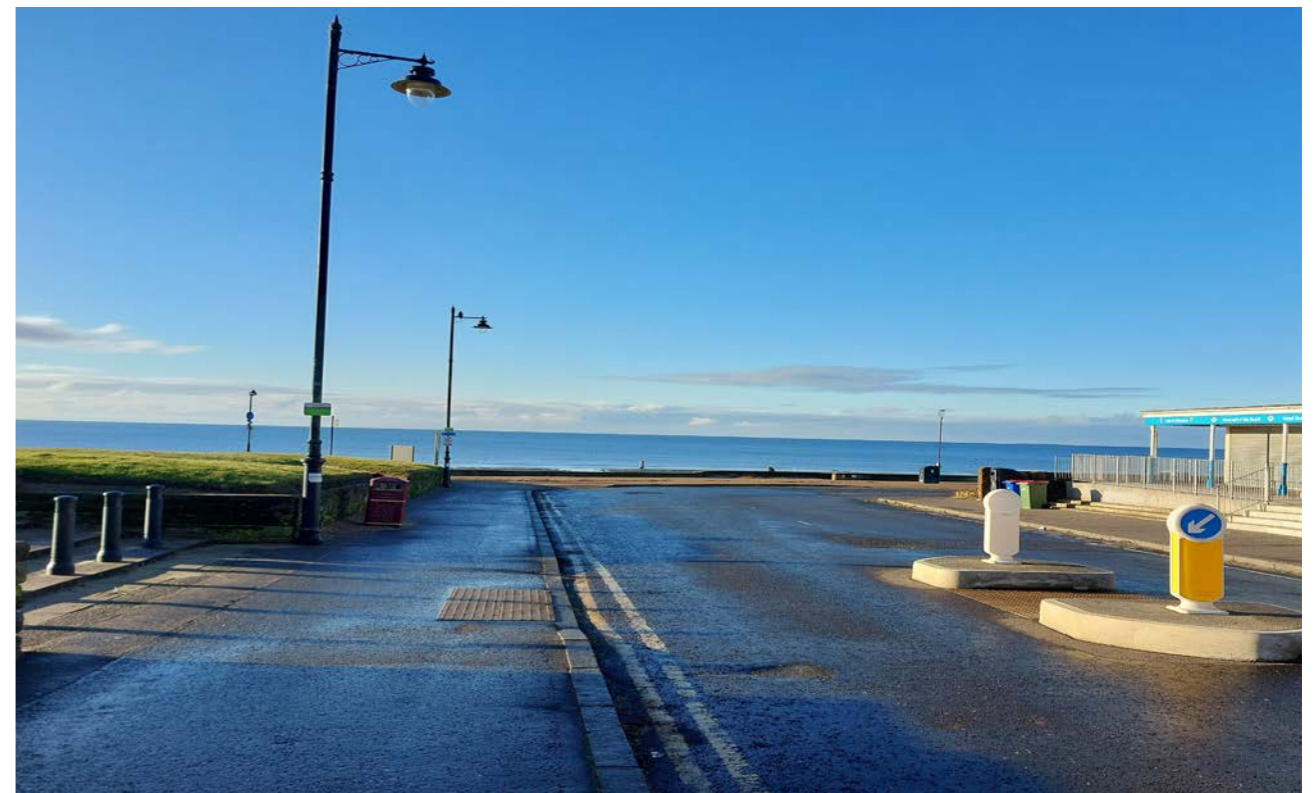
03.2 Theme 2 - Improvements to Promenade Gateways

Theme 2:
Promenade arrival
points

Links Road

Links Road is a key entrance point and gateway to the promenade for both pedestrians, cyclists and traffic. This provides a direct route to and from the train station.

The arrival points identified along the promenade have the opportunity to provide 3 key areas of improvement which provide spaces to stop and gather along the promenade with potential space to host events. These areas should be improved to provide step free access, using robust, simple materials plus rationalise clutter and provide a coherent look and feel to the promenade.



Promenade at Links Road - Current Condition

03.2 Theme 2 - Improvements to Promenade Gateways

Links Road - Concept Proposal



Soft landscaped areas with undulating mounds with coastal planting and informal / natural play elements. Retaining walls form an edge to the soft landscape to provide informal seating.

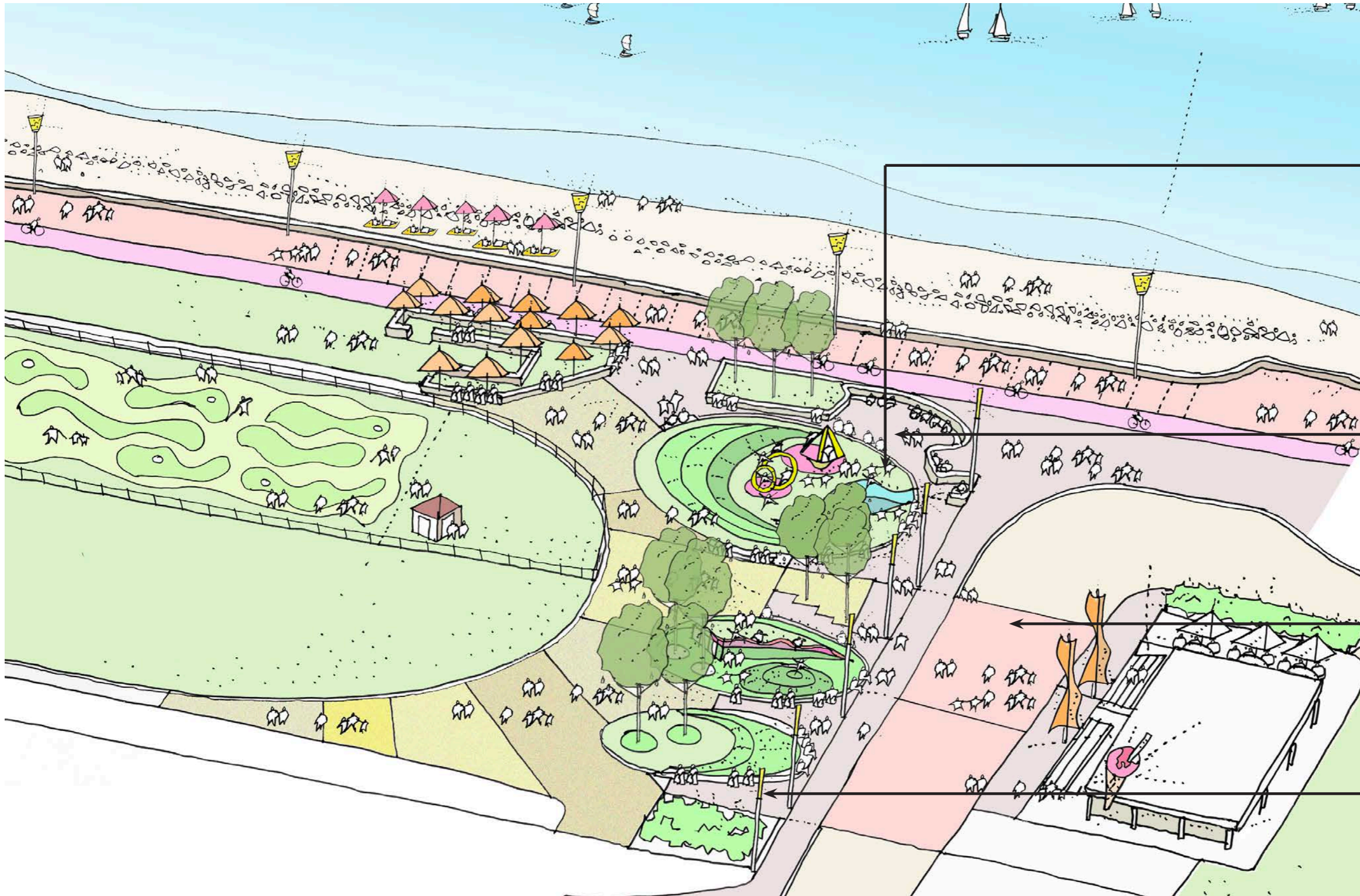
All steps removed and replaced with ramped accesses to provide step free access for all.

Enhanced pedestrian crossing point and footpath widened/road narrowed.

Space for gathering, sitting and playing or small scale events.

03.2 Theme 2 - Improvements to Promenade Gateways

Links Road - Concept Proposals



Soft landscaped areas with undulating mounds with coastal planting and informal / natural play elements. Retaining walls bound the soft landscape to provide informal seating.

Space for gathering, sitting and playing or small scale events.

Enhanced pedestrian crossing point and footpath widened/road narrowed.

All steps removed and replaced with ramped accesses to provide step free access for all.

03.2 Theme 2 - Improvements to Promenade Gateways

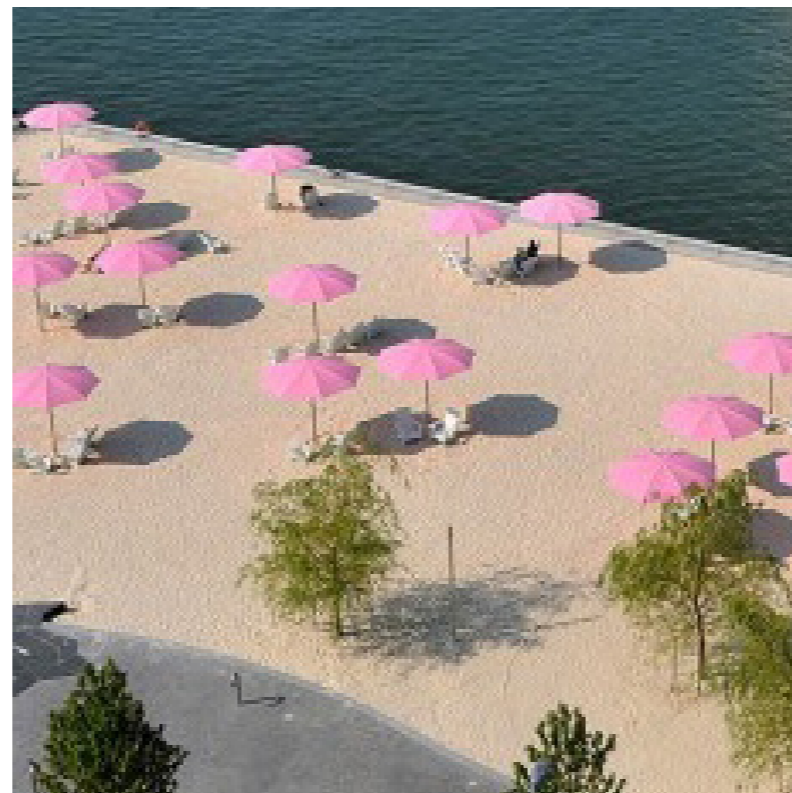
Links Road Access - Precedent Images



Voss Activity Park - Østengen & Bergo AS



Voss Activity Park - Østengen & Bergo AS



Sugar Beach by Claude Cormier © Nicola Betts



Saltcoats - Deckchairs by WavePARTICLE

03.2 Theme 2 - Improvements to Promenade Gateways

Burgh Road

Burgh Road meets the promenade generally at the central point of the promenade along this stretch of seafront. It is a pedestrian only access. The area is a wide expanse of paving with a mixture of seating and street furniture. As the second of the arrival points identified for improvement, this space could be developed as another key area along the promenade to stop and gather with features to add interest and variety along the promenade.



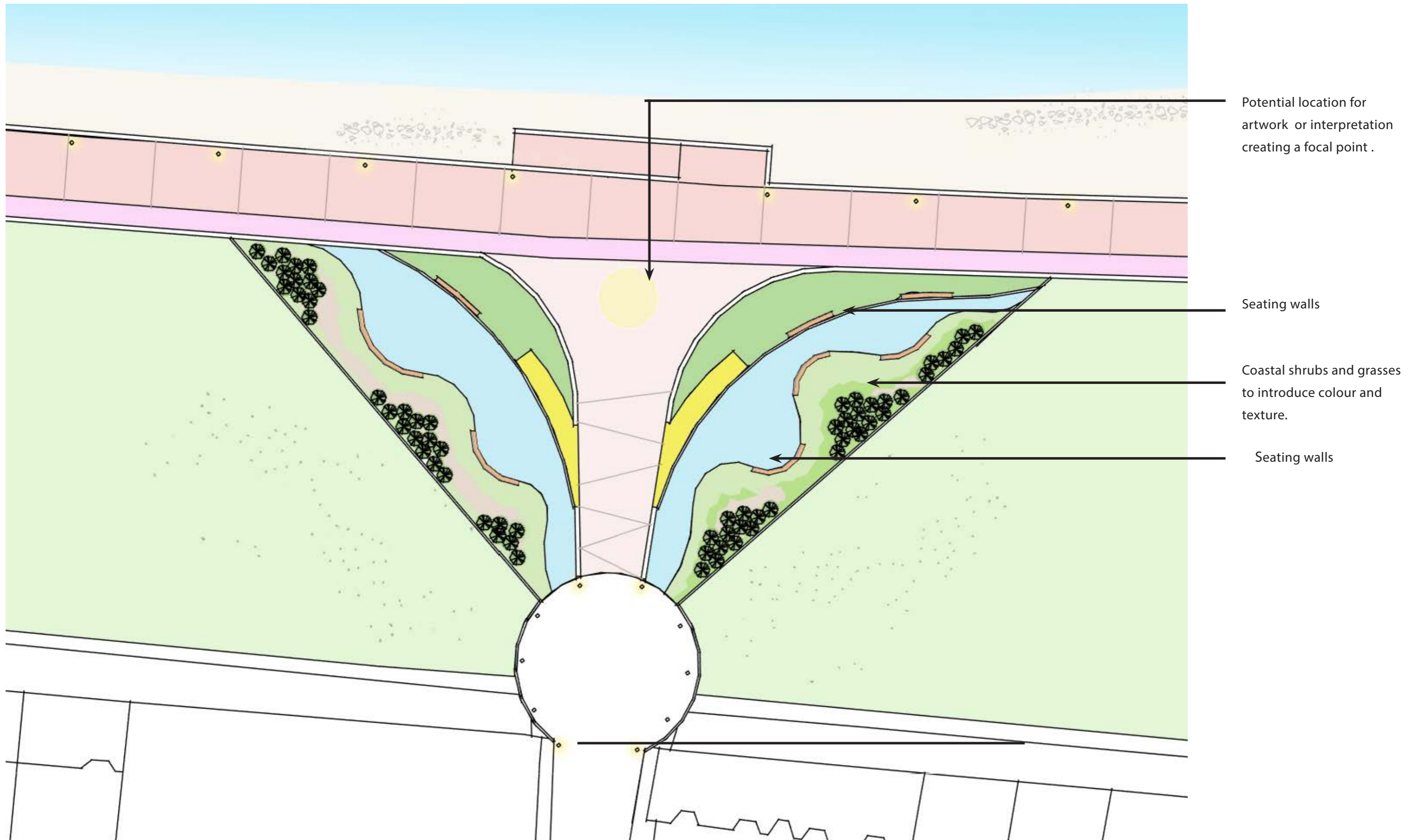
Promenade at Burgh Road - Current Condition

Theme 2:
Burgh Road/
Promenade arrival
point



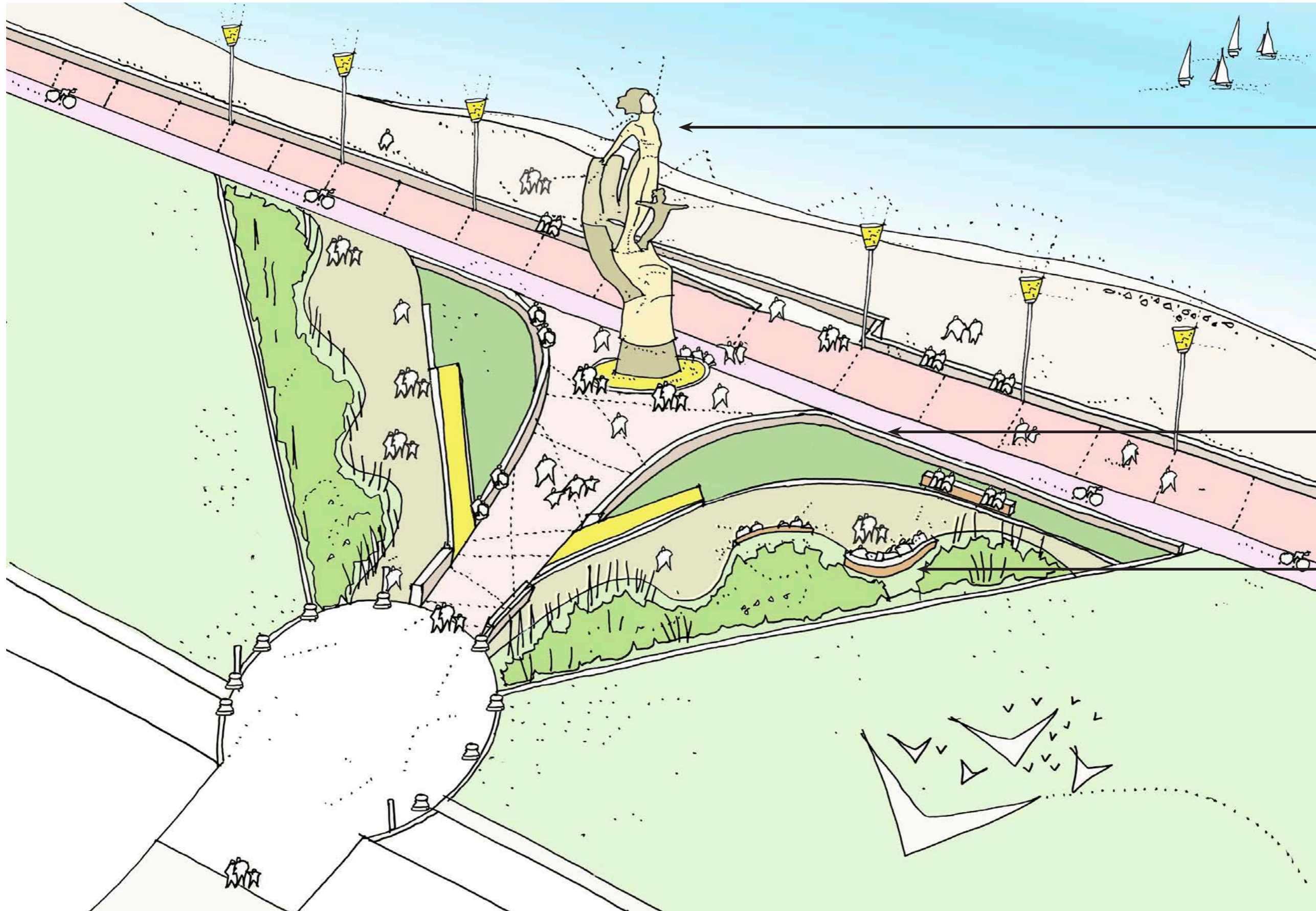
03.2 Theme 2 - Improvements to Promenade Gateways

Burgh Road - Concept Proposal



03.2 Theme 2 - Improvements to Promenade Gateways

Burgh Road - Sketch of Concept Proposal



Potential location for artwork or interpretation creating a focal point .

Seating walls

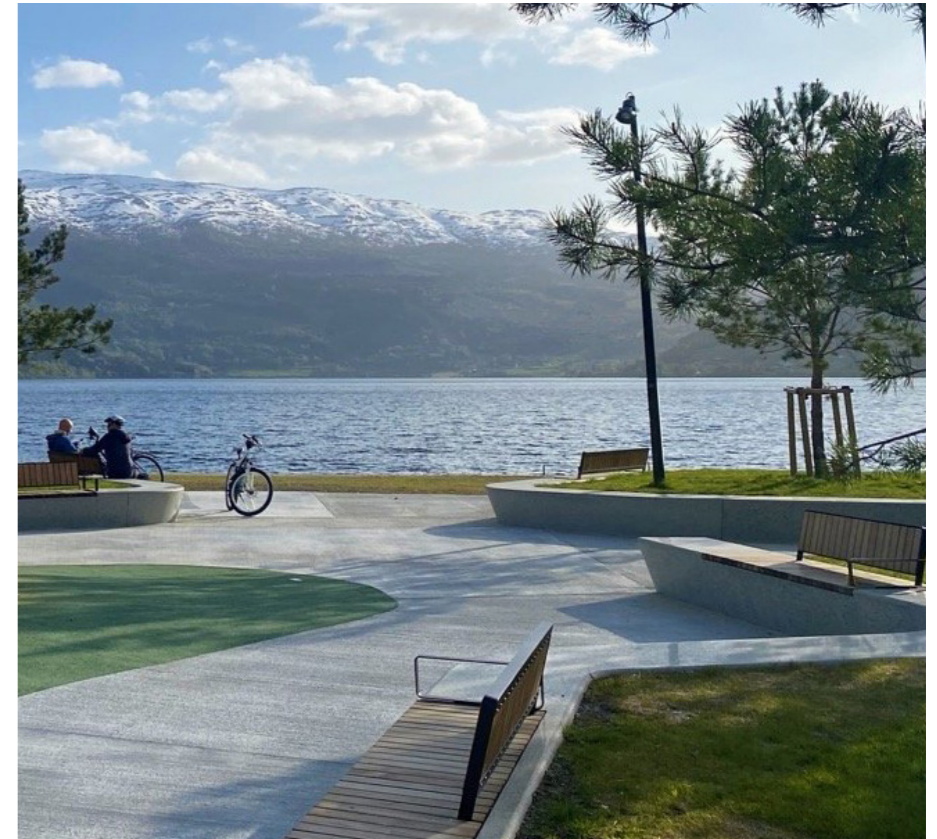
Coastal shrubs and grasses to introduce colour and texture

03.2 Theme 2 - Improvements to Promenade Gateways

Burgh Road - Precedent Images



Tel Dor National Park by BO Landscape Architecture, Photo Yoav Peled



Voss Activity Park -Østengen & Bergo AS

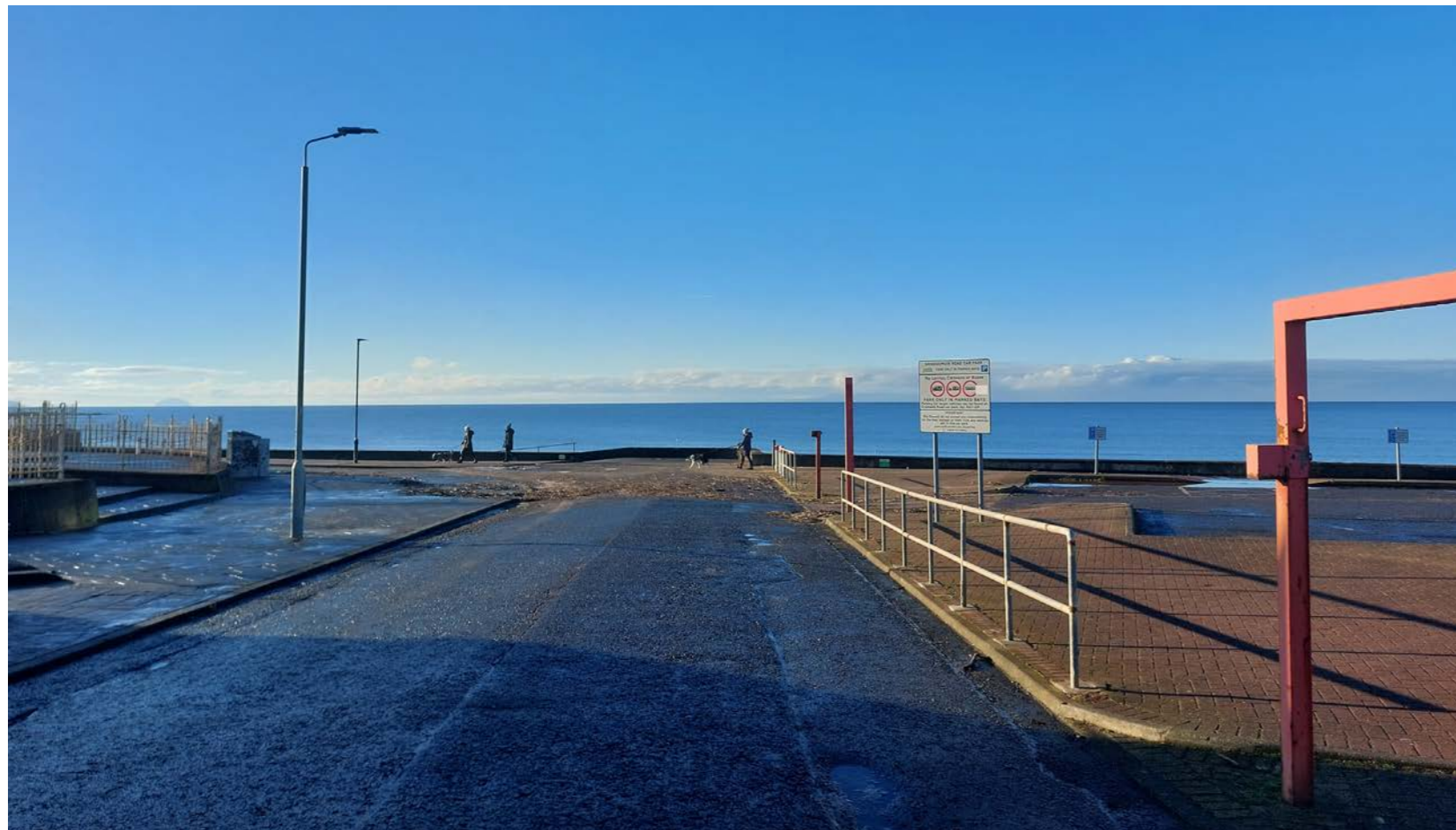
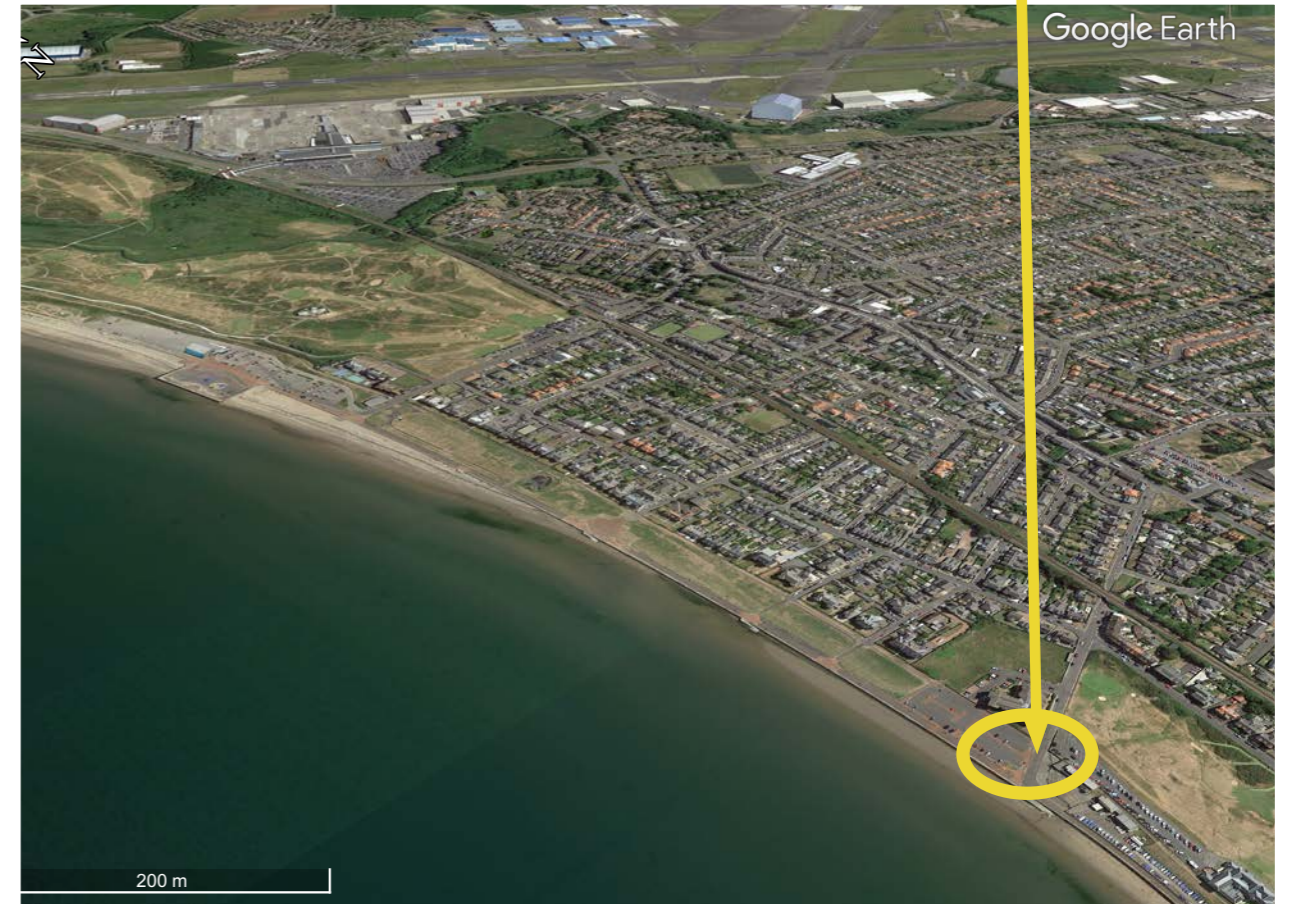


Machair at Gallanach on the Isle of Coll © Lorne Gill.

03.2 Theme 2 - Improvements to Promenade Gateways

Grangemuir Road

Grangemuir Road meets the promenade at the southern end of the promenade. This provides vehicle and pedestrian access to the sailing club and a large car park. This entrance contains various elements of street furniture, railings and barriers which create a lot of clutter. This is the third arrival point which could be redeveloped, which bookends this stretch of the promenade. Improvements aim to create an attractive, welcoming arrival space for locals and visitors arriving from Grangemuir Road or indeed from the coastal path or cycle route, identifying Prestwick and the promenade as a destination.

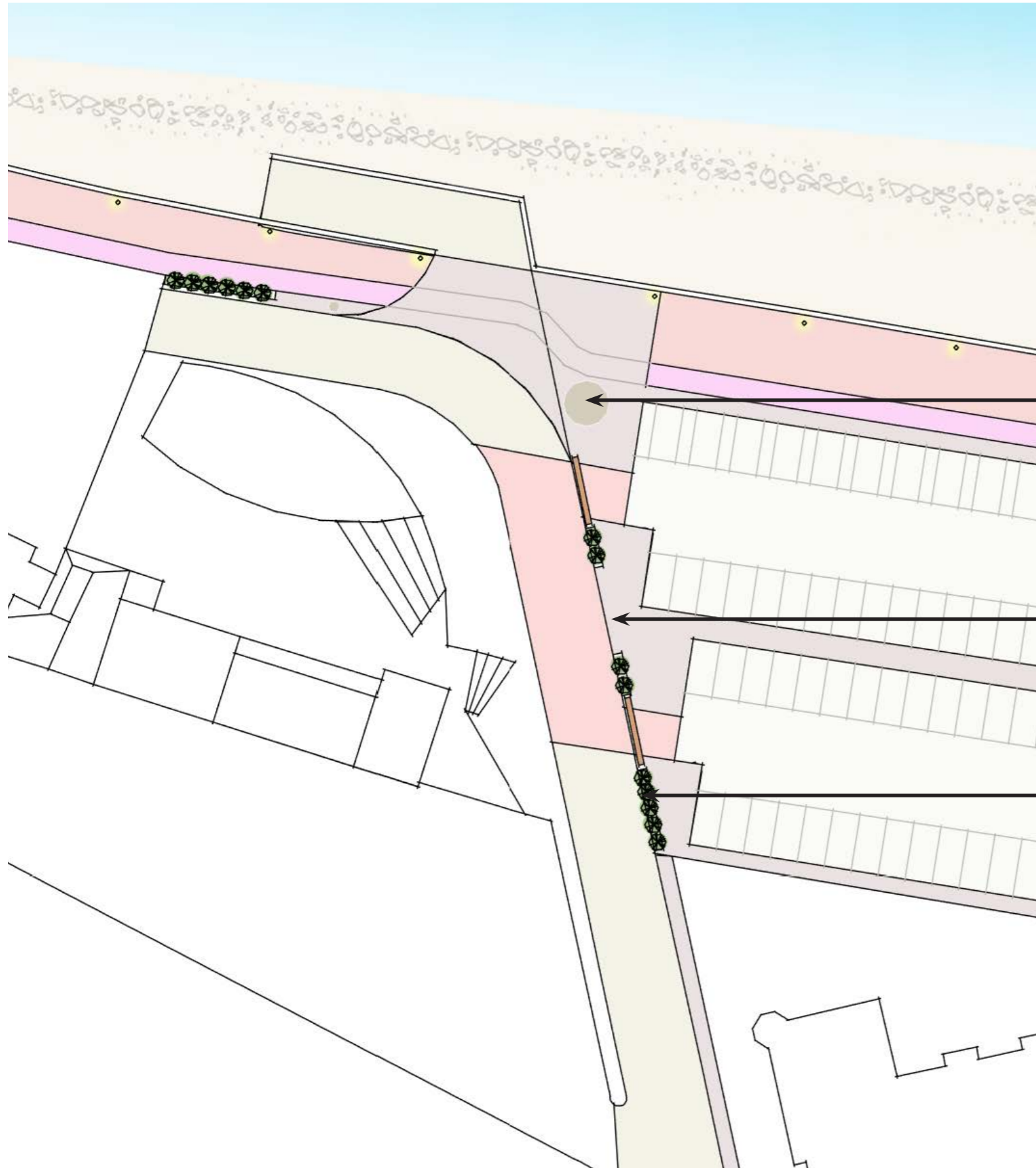


Promenade at Grangemuir Road - Current Condition



03.2 Theme 2 - Improvements to Promenade Gateways

Grangemuir Road - Concept Proposals



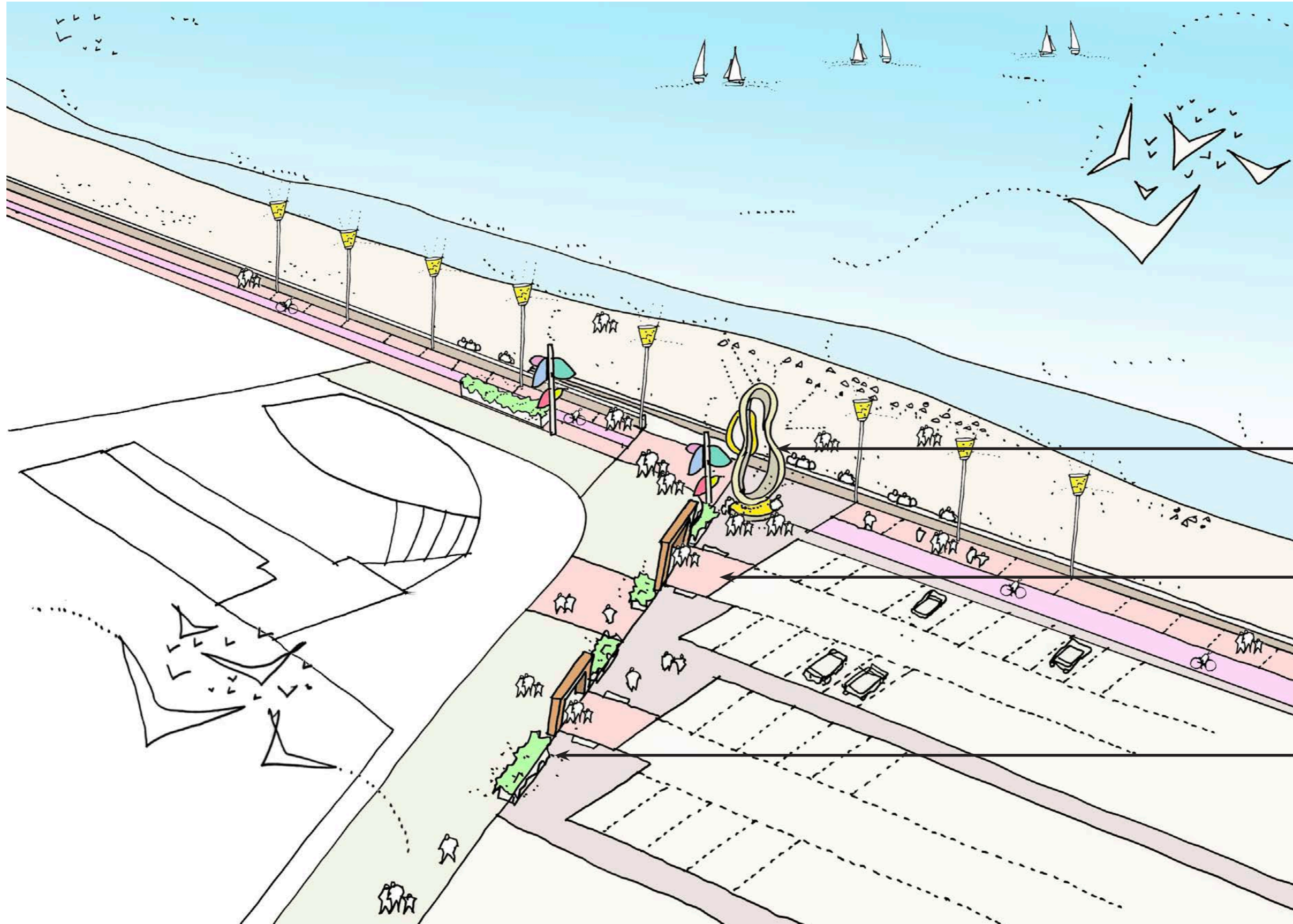
Potential location for artwork and focal point

Priority for pedestrian access such as removal of clutter and step free crossings

Introduction of planters to match Links Road/ Kidz play car park.

03.2 Theme 2 - Improvements to Promenade Gateways

Grangemuir Road - Sketch of Concept Proposals



Potential location for artwork and focal point

Priority for pedestrian access such as removal of clutter and step free crossings

Introduction of planters to match Links Road/ Kidz play car park.

03.2 Theme 2 - Improvements to Promenade Gateways

Grangemuir Road - Precedent Images



Tel Dor National Park by BO Landscape Architecture, Photo Yoav Peled



Voss Activity Park -Østengen & Bergo AS



Voss Activity Park -Østengen & Bergo AS

03.3 Theme 3 - Regenerate Core Activity Area

The central area has benefited from recent investment namely the new play area, benches and signage. However the area has a series of retaining walls, walling, fencing and signage and paths which would benefit from rationalisation and improvements.

On the basis that two gateway areas; Links Road and Burgh Road have been identified for improvement, this area in between would support these improvements and provide impact from this investment.

Theme 3:
Activity Area:
Play Area +
Pitch and Put



Central Promenade Area - Current Condition

03.3 Theme 3 - Regenerate Core Activity Area

Concept Proposals

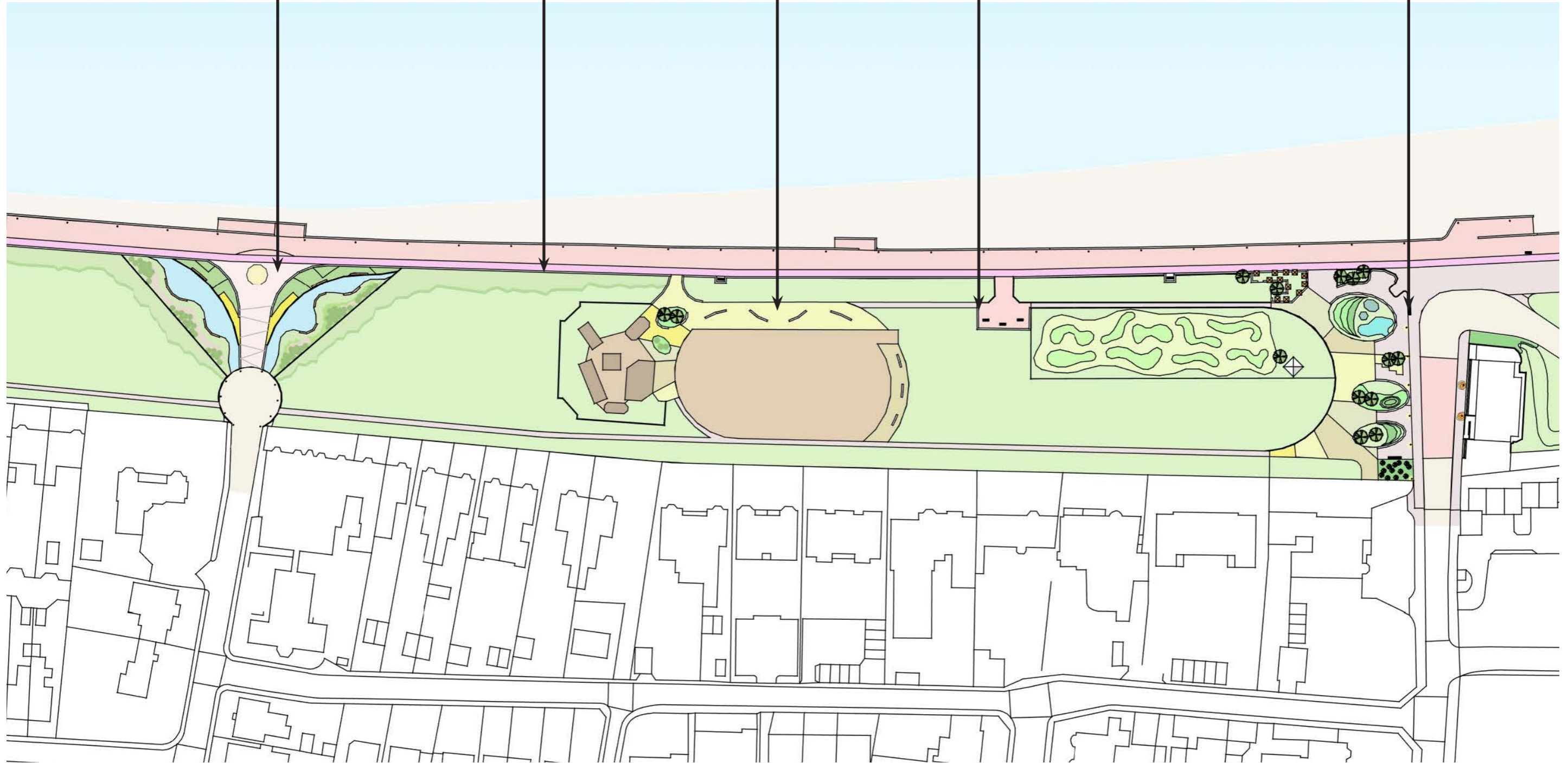
Gateway improvements at Burgh Road

New robust retaining walls, where required

Paths rationalised and step free access to play areas, with seating to new play area

Rationalisation of street furniture, signage, boundaries, walls and fencing to provide a simple palette of materials.

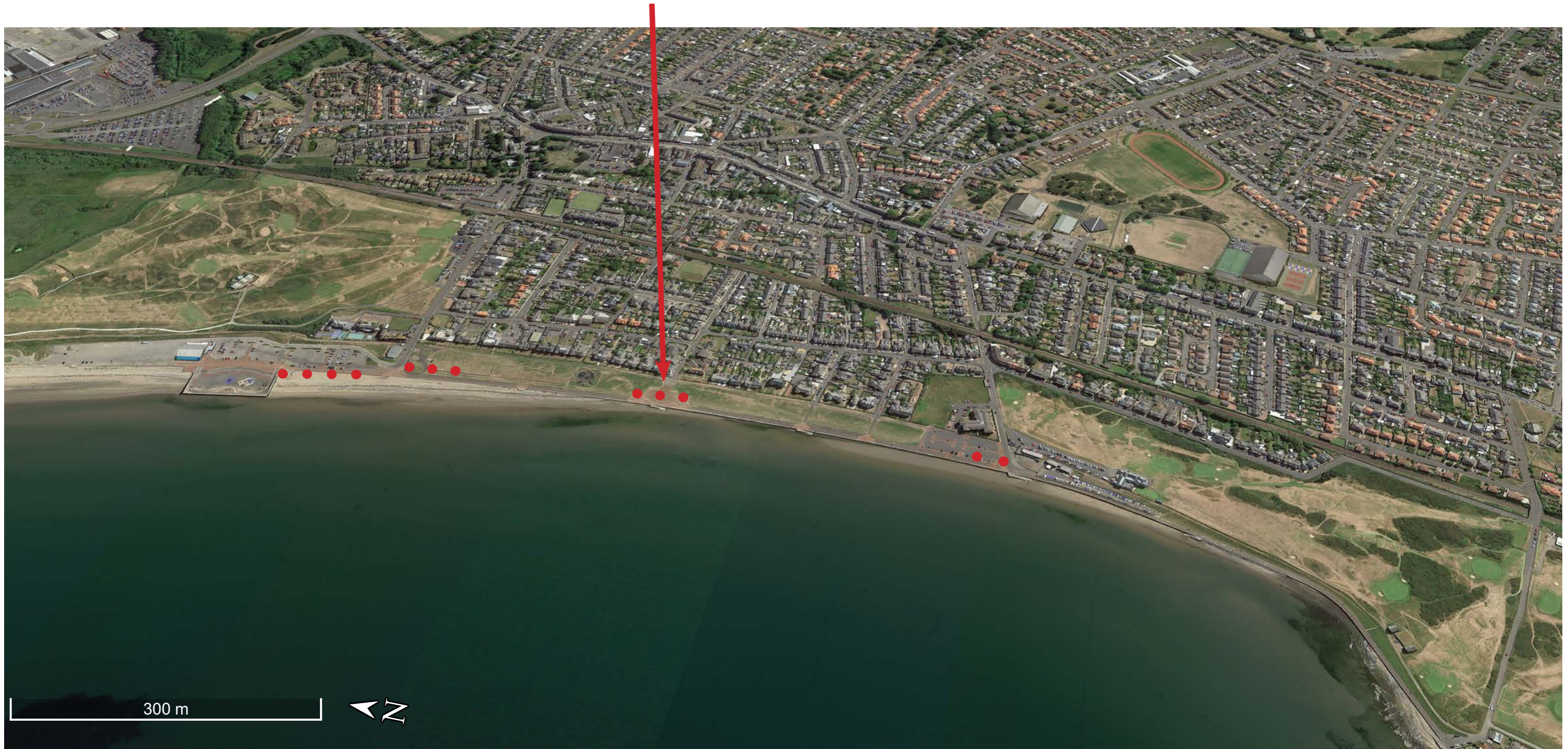
Gateway improvements at Links Road



03.4 Theme 4 - Promenade Art Strategy

This design theme proposes that there is an art strategy or arts and heritage strategy developed which is bespoke and unique to Prestwick seafront. This could possibly involve a sculpture creating a focal point or a series of art works located throughout the promenade, ranging in scale as appropriate. A collection of precedents have been collated and set out in the following pages for consideration. These precedents are simply examples of a range of work installed in other seafront locations.

Theme 4:
Promenade Art Strategy,
Indicative locations only.



03.4 Theme 4 - Promenade Art Strategy



Machair at Gallanach on the Isle of Coll © Lorne Gill.



Seaside Murals by Hula.



Mary's Shell, Cleveleys Beach by Stephen Broadbent



Bundoran Seafront Public Art Trail - 1000 Silver Limpets by Grace Wier, Photography by Paul McGuckin



Horizons by Costas Varostos



Bundoran Seafront Public Art Trail - Beach Towels by Locky Morris Photography by Paul McGuckin

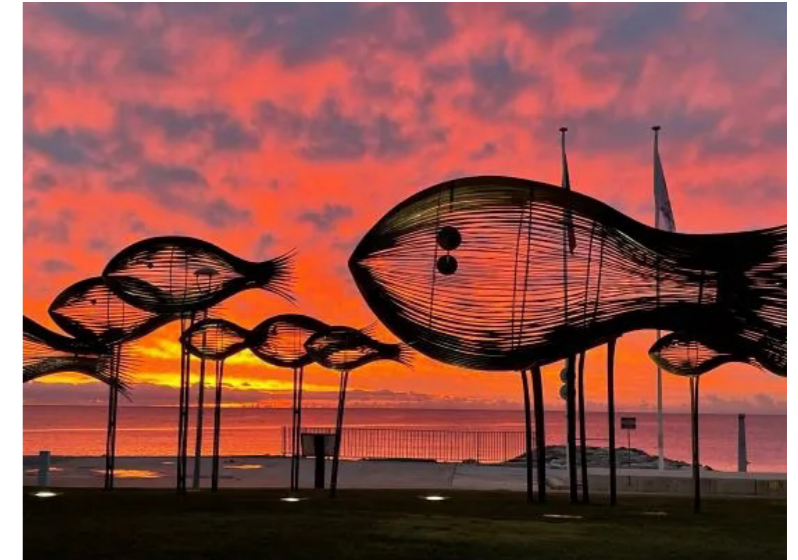
03.4 Theme 4 -Promenade Art Strategy



Sight and Sound - Raymond Persinger, Laguna beach



Sea Bird Sculpture, Half Moon



Horizons by Costas Varostos



Repose, Gerard Stripling, Laguna Beach



Sea Point Promenade, South Africa

04.0 Have Your Say

1- Do you agree with proposals to provide improvements to the Prestwick Seafront area's public realm?

2 - A selection of themes or areas have been suggested for improvement. How would you rate these themes or areas in order of priority to the seafront?

Theme 1- The former bathing lake	-----
Theme 2- The arrival points to the promenade	-----
Theme 3 - The central activity area	-----
Theme 4 -Signage Strategy ? General Promenade improvements???	-----
Theme 5 -Promenade Art Strategy	-----

3- If you disagree with these proposed themes, what other suggestions would you be supportive of?

4- Please provide any other comments you may have on the concepts developed to date?

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