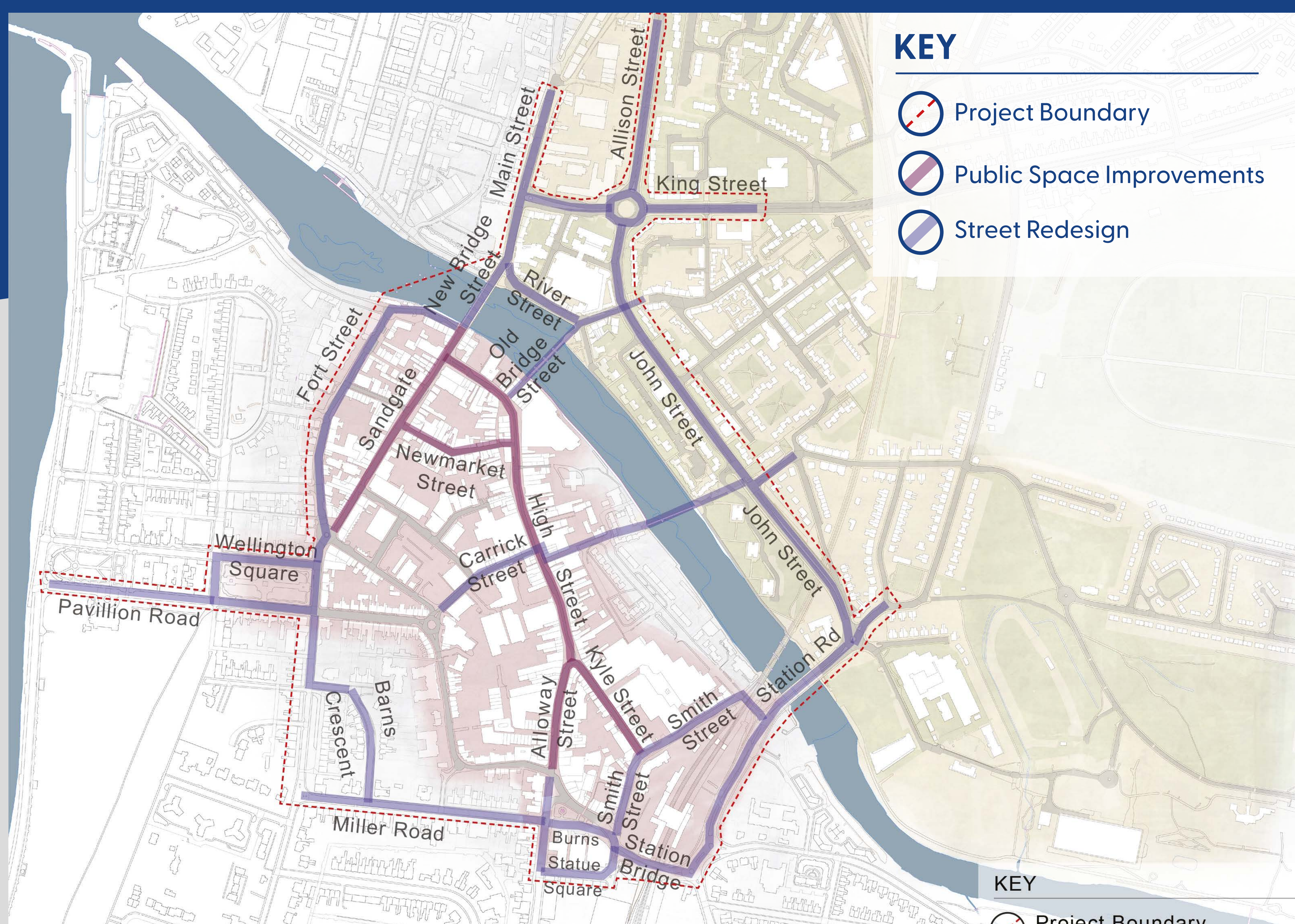


Welcome



The vision of Accessible Ayr is:

“To create a vibrant, connected and accessible town centre that respects and enhances Ayr’s unique qualities and characteristics and puts people at its heart”

The plan above shows the Accessible Ayr investment area.

Thank you for taking the time to view this information about Accessible Ayr.

Accessible Ayr is an ambitious project by South Ayrshire Council, Ayrshire Roads Alliance and Sustrans. The plan is to significantly invest in the town centre, making it a vibrant and more attractive place for people to visit and enjoy, as well as making it easier to access by pedestrians and cyclists.

Accessible Ayr Objectives



VIBRANT

A vibrant town centre supporting the local economy and wellbeing



SAFE AND ACCESSIBLE

To improve safety and accessibility for all



ENHANCING HERITAGE

To respect and enhance Ayr’s heritage



BETTER ENVIRONMENT

A clean, green town centre - supporting Net Zero ambition

A professional design team has been appointed to take forward designs for the town centre and surrounding roads. It is important that the needs and views of residents and businesses are taken into account.

The project is at a very early stage of design. Prior to the Covid pandemic, the design team had undertaken a preliminary feasibility study. However, the project had to be paused.



Have your say

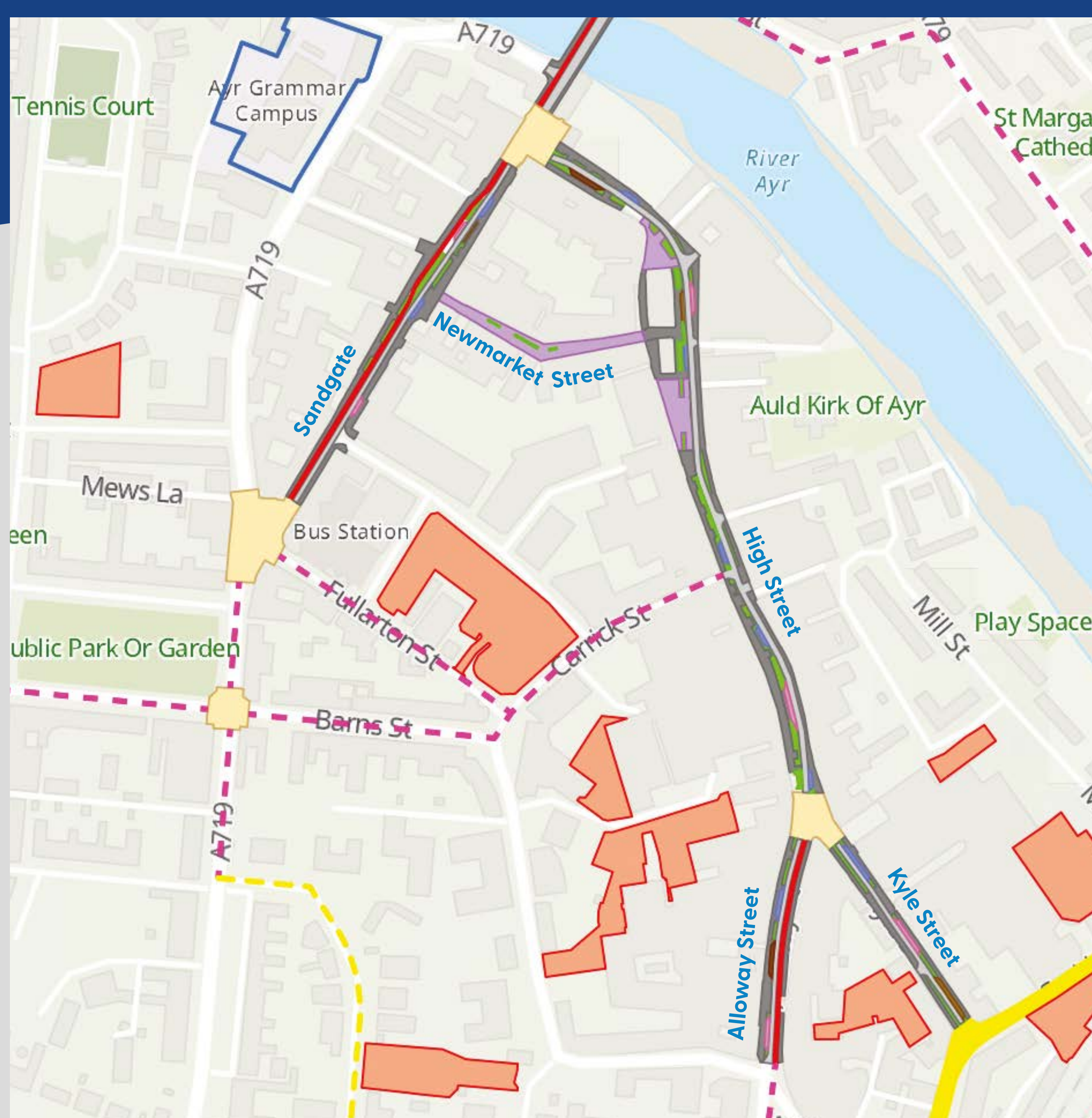
Once you have had an opportunity to view the information, please fill in a feedback form or scan the QR code to access this information and provide your feedback online.



ACCESSIBLE AYR



Town Centre Plan



KEY

- - - PROPOSED ACTIVE TRAVEL CONNECTIONS
- - - PROPOSED QUIET STREET
- ADDITIONAL AREAS OF ACTIVE TRAVEL INFRASTRUCTURE
- AYR ACADEMY
- CAR PARKS
- JUNCTION IMPROVEMENTS
- PROPOSED BUS STOP
- PROPOSED CARRIAGEWAY
- PROPOSED CYCLE TRACK
- PROPOSED DISABLED PARKING
- PROPOSED FOOTWAY
- PROPOSED GREEN INFRASTRUCTURE
- PROPOSED LOADING
- PROPOSED PUBLIC REALM IMPROVEMENTS
- PROPOSED TAXI RANK
- SCHOOL LOCATIONS

The plan above shows the town centre streets where changes are proposed. The designs are at a very early stage. The images below show how High Street, Sandgate and Fish Cross could look.

Improvements to each of the streets are summarised below:



Sandgate before



Sandgate after



High Street before



High Street after



Fish Cross before

Alloway Street

- Footways widened
- Greening and landscaping at key points
- Loading bays, bus stops and disabled parking
- Proposed cycle track

Kyle Street

- Footways widened
- Greening and landscaping at key points
- Loading bay at south end of the street
- Disabled parking to the north of the street
- Remains one way traffic route

Newmarket Street

- Greening & landscaping at key points and public realm improved
- Enhancement of public realm with embedded artwork, footways, seating and landscaping
- Remains a pedestrian zone during agreed hours

High Street

- Footways widened and public areas at Grain Exchange and Fish Cross improved
- Greening and landscaping along full street
- Loading bays, bus lay by, disabled parking and taxi ranks all accommodated
- Public realm improvements to existing civic space at Grain Exchange and Fish Cross
- Remains a pedestrian zone from 6am-6pm with access permitted for buses, taxis, blue badges and loading in loading bays

Sandgate

- Footways widened
- Greening and landscaping at key points
- Loading bays, bus lay by and disabled parking all provided for
- Proposed cycle track
- Remains one way traffic route
- Creation of high quality piazza at intersection with Newmarket Street



Fish Cross after



ACCESSIBLE AYR



Access Plan

Key Trip Attractors

- 1 The Low Green/Beach Park
- 2 Ayr Grammar School
- 3 River Ayr
- 4 Newton Primary School
- 5 St John's Primary School
- 6 Ayr Racecourse
- 7 Ayrshire College
- 8 Ayr Central
- 9 Ayr Railway Station
- 10 Holmston Primary School
- 11 University of the West of Scotland
- 12 Ayr Academy
- 13 Gaiety Theatre



Cycle Route Plan

The aim is to provide a safe cycling loop around the periphery of the town centre to improve connections with the town centre and also with adjoining communities, schools, the college and university. Traffic volumes have been monitored and a computer micro-simulation model created which shows the impact of changing road widths and junctions. The traffic modelling shows that a cycle track and green landscaping can be accommodated on John Street, Station Rd and Sandgate. Designs are still being considered at key junctions.

Car Parks and High St Walk Time

- 1 Charlotte St – 7 min walk
- 2 Boswell Park – 4 min walk
- 3 Mercure Ayr – 5 min walk
- 4 Dalblair Rd – 5 min walk
- 5 Barns Crescent – 7 min walk
- 6 Kyle St – 3 min walk
- 7 Mill Wynd – 4 min walk
- 8 Ayr Central – 4 min walk
- 9 Ayr Railway Station West – 4 min walk
- 10 Lidl – 8 min walk
- 11 Tk Maxx – 7 min walk
- 12 Kings Court – 7 min walk
- 13 Riverside Way – 6 min walk
- 14 Morrisons – 11 min walk
- 15 Ayr Railway Station East – 6 min walk
- 16 Mill Brae – 6 min walk
- 17 Cromwell Road – 11 min walk
- 18 Queens Terrace Lane – 11 min walk



Car Park Plan

The plan shows the location of town centre car parks and walking times into the town centre. A car parking study is being undertaken that will assess how busy the car parks are and the length of time cars remain parked. This will help inform future parking suggestions for the town.



Benefits for Ayr

South Ayrshire Council is able to access funding for the project from Sustrans – bringing direct investment into the town. There is also increasing evidence from a wide range of studies about the positive benefits of town centre public realm and active travel improvements.



In 2010 Altrincham had the highest number of empty shops in the UK at 30%. The £15m public realm project has been credited with reducing vacancies and increasing footfall by 25% over 7 years.



Sheffield Grey to Green brings colour and sustainability to inner-city Sheffield, and once a month it hosts the fabulous Pollen inner city flower market.

It has transformed a tarmacked area into a green public space that encourages cycling and walking.

Benefits for you

Walking and cycling bring huge health benefits for those who are able. We want to support behaviour change and make it easier for you to overcome any barriers to using these proposed improved pedestrian and wheeling routes.

**What are the barriers to walking and cycling in Ayr?
How do we overcome them?**

We are looking for volunteers to participate in focus groups to discuss what the barriers are to walking and cycling in Ayr, and what are the possible solutions to overcome these barriers.

These focus groups will allow us to have a better understanding of the present barriers and identify suitable solutions. If you would like to participate in the focus groups, or have any questions on behaviour change, please scan the QR code or email: AccessibleAyr@sweco.co.uk



Example measures



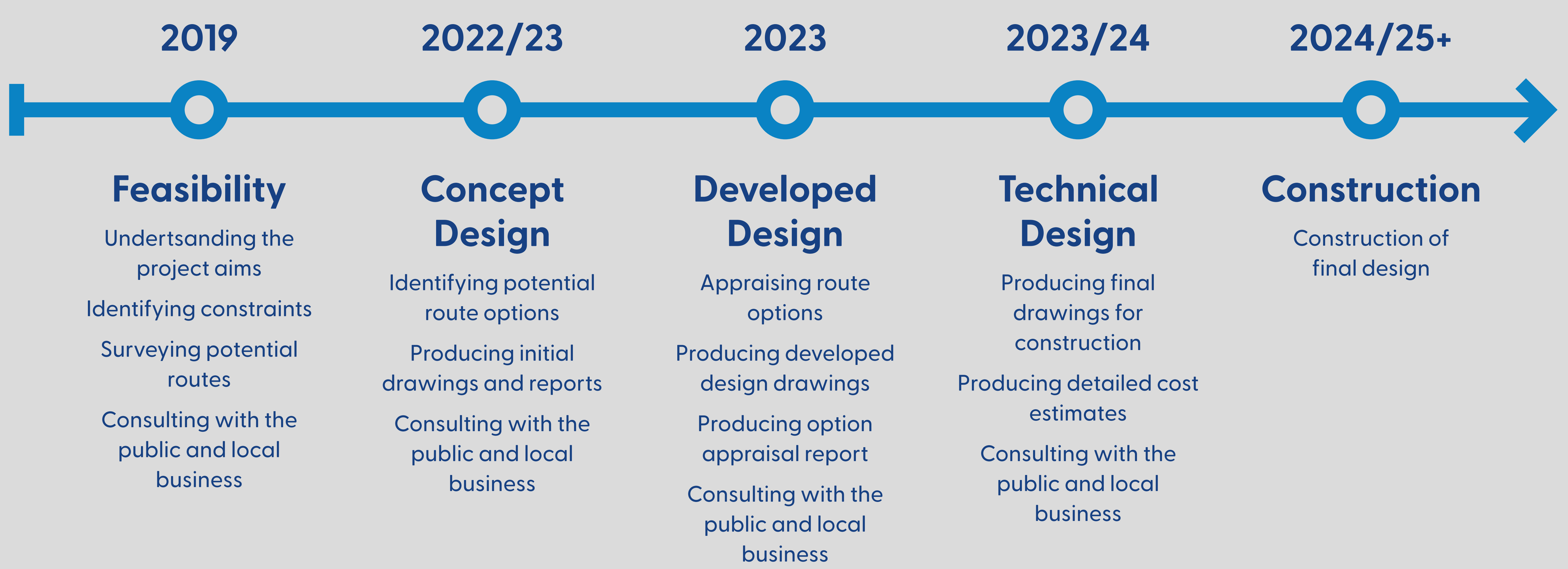
Next Steps

Thank you for taking the time to read about Accessible Ayr.

We'd appreciate it if you can fill in a feedback form or scan the QR code below and fill a feedback form in online.

You have until Monday 12th December 2022 to submit your comments.

Timeline



Things to Think About

What do you think about the plans to improve the look of the town centre?

What do you think about the plans to improve access to and around the town centre for those walking & wheeling?

What have we missed?

Have your say

Once you have had an opportunity to view the information, please fill in a feedback form or scan the QR code to access this information and provide your feedback online. You can request a printed copy of this material. If you require it in a specific format or language, please let us know.

You can contact us at:



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