



Purpose of this booklet

This booklet outlines proposals for Ayr Seafront for the purposes of public consultation. It is intended to canvass opinion on proposals for the Seafront. Feedback ,through this consultation, will help inform the Council about the public's expectations for the Ayr Seafront. This will assist and inform how the Council could take forward plans to enhance the quality of the area for local people and visitors to Ayr.

South Ayrshire Council is looking at ways of making the most effective and efficient use of its assets at Ayr Esplanade. This is a regeneration project which includes improvements to the public space plus a possible commercial development. The project considers improvements to the series of green public spaces to establish better pedestrian connections and purposeful public open space.

The project extents include the St Germain-En-Laye Gardens and Bandstand, with the redevelopment of the, currently vacant, former putting green and former crazy golf sites. The project aim is to create a pedestrian focussed Esplanade with a series of linked, high quality public open spaces for use by residents and visitors. This development is part of the broader overall strategy for Ayr and Ayr Town Centre.



Ayr Seafront - Aerial photograph of the existing context and intervention area.

Project background

South Ayrshire Council commissioned a feasibility study to explore the possibility of making improvements to three adjacent sites on Ayr Seafront;

- St. Germain-En-Laye Gardens and Bandstand
- Former Putting Green
- Former Crazy Golf Site

These sites are shown on the adjacent plan. South Ayrshire Council have appointed architects, landscape architects and conservation architects from Austin-Smith:Lord to progress this feasibility study.

Project brief

St Germain-En-Laye Gardens and Bandstand

The project brief seeks to enhance the gardens and bandstand in order that it could host events. These events would be held during in the summer and could potentially be music events for local bands, food and craft fairs or family friendly events such as magic shows with face painting etc.

Former Putting Green and Crazy Golf Site

The project brief seeks to transform the former crazy golf and putting greens into an area of open space suitable for residents and visitors. It is envisaged that this area will be designed as a suitable space to allow people to relax and spend time on the Esplanade.

In addition is it envisaged that a potential commercial development could be located at this prominent location providing a high quality food and drink destination at the Seafront.

Project objectives

The proposals outlined for Ayr Seafront aim to;

- Create a high quality destination at Ayr Seafront for local residents and tourists to enjoy,
- Respect and celebrate the fantastic beach front / esplanade setting, built heritage, panoramic views and vistas with attractive series of public open spaces for relaxation, play, leisure, family and cultural events,
- Complement the existing visitor facilities and open space amenities already on offer at the Seafront,
- Enable new types of activity / events to be hosted at the Seafront to diversify the destination attraction,
- Attract a high quality food and drink operator to locate at the Seafront to create an all year café-bar / restaurant destination to enliven the area in all season and after dark,
- Create pedestrian priority streets and an esplanade at the Seafront area with enhanced walking, wheeling and cycling facilities, as well as local access for cars and servicing.



Ayr Seafront - Study Area - plan overview

Description of proposals

The proposals are centred on the refurbishment of three green spaces at the Seafront to create a series of connected public open spaces to ensure that they complement the existing Low Green and destination play area. The aspiration is to create a series of public spaces capable of hosting events and informal activity, with enhanced performance / events venue facilities at St. Germain-En-Laye Gardens.

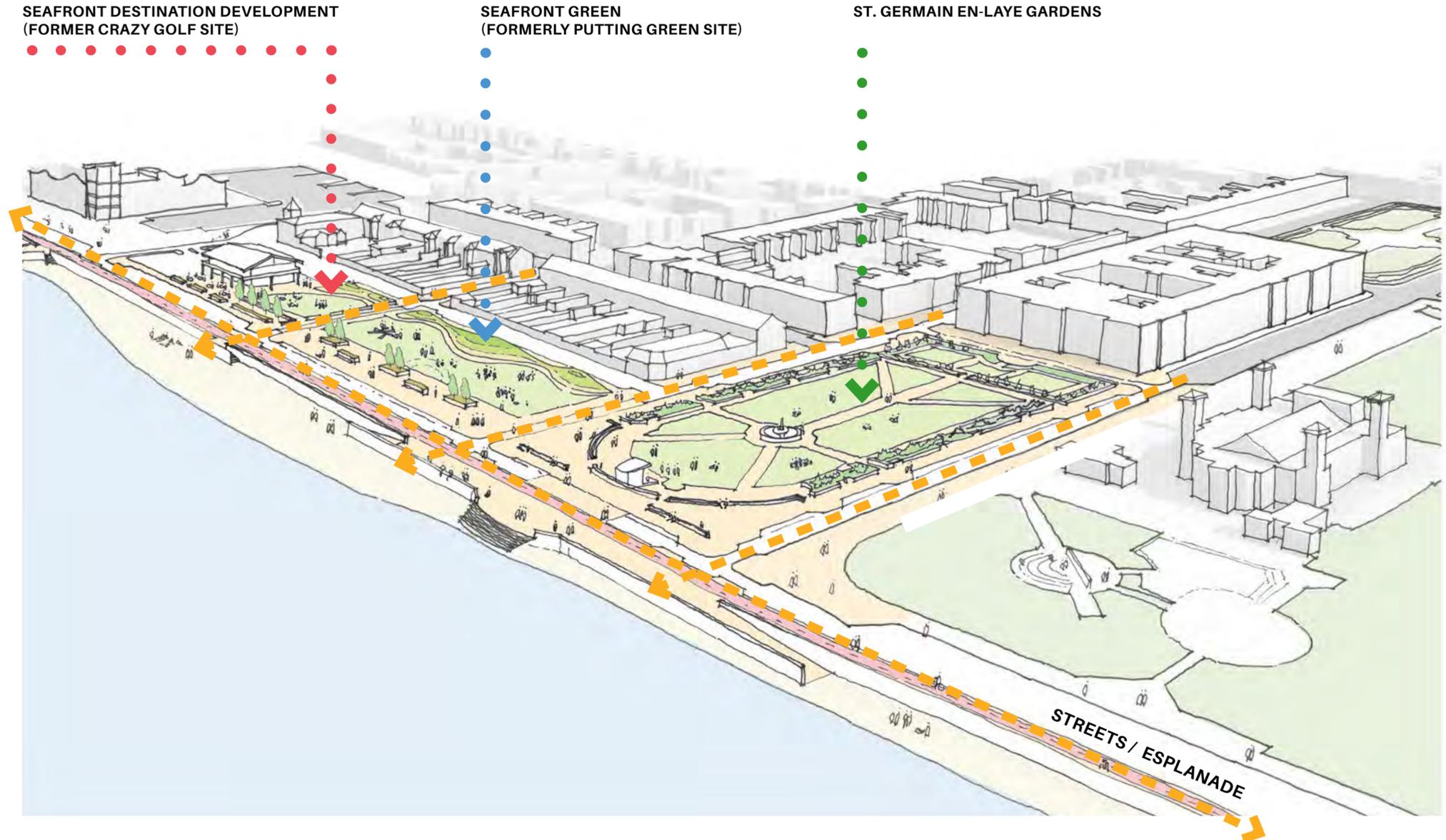
The proposals include the siting of a commercial development, providing a destination food and drink offer, at the northern end / culmination of the public open space at the Seafront.

In combination, the refurbished spaces, together with the new commercial development, seek to create a Seafront that better manages visitors and meets expectation in high season in summer. The development will also provide an attractive all year around destination which enlivens the Seafront and deters anti-social behaviour by introducing a positive night-time / evening economy attraction.

The proposals are based on a series of proposed actions at specific spaces and junctures within the site which, together, will improve connectivity between currently fragmented spaces, stitched together providing a high quality connected Seafront setting, attractive to both visitors and locals;

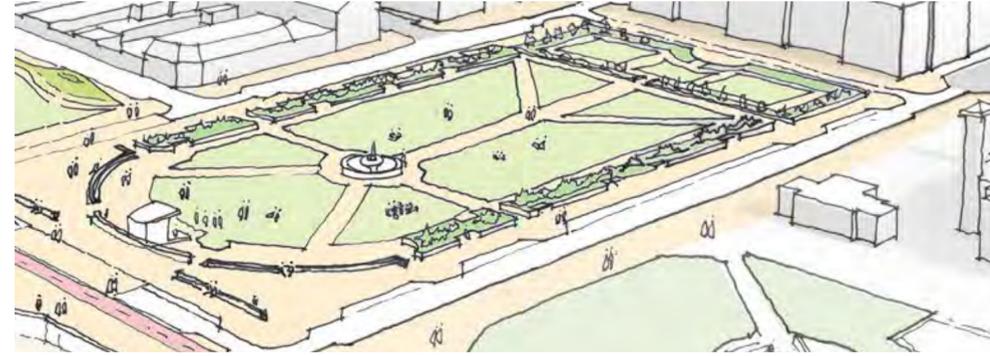
- St. Germain-En-Laye Gardens
 - Enhanced landscaping to formal gardens
 - Improved bandstand to enable a range of events / performances to be hosted at open-air venue (including scope to enlarge stage, sound / power / data / services)
 - Refurbished and additional fixed seating and areas for performances
 - New quality metalwork gates / railings to create formal edge to gardens allowing this to also be a pay-line (and avoid temporary fencing when ticketed events are being held)
 - Feature lighting
 - Car-free / restricted car access on street between Country Buildings and War Memorial
- Seafront Green – former Putting Green Site
 - Complete refurbishment of open space to create attractive public Seafront Green
 - Provision of new seating, benches, picnic areas, natural play and undulating land forms / appropriate coastal planting to offer enhanced landscape amenity
 - Feature lighting on esplanade
- Seafront Destination Food and Drink Development - former Crazy Golf Site
 - Development opportunity for one or two storey food / drink venue – high quality café-bar / restaurant with ground floor café terraces and first floor balcony with views to south and west.
 - Possibility of public conveniences serving the Seafront area,
 - Public open spaces (lawn and esplanade) linking to Seafront Green,
 - Retention of existing car park serving the Seafront area.
- Streets / Esplanade
 - Reduction in road widths to enable existing one and two way traffic (as at present) but to minimise pedestrian crossing distances.
 - Provision of continuous footways and narrower crossing points on pedestrian desire lines ensuring better access for all,
 - Improvement of access for all to ensure a family friendly destination which attracts all ages in all seasons,
 - Improved walking, wheeling and cycling routes and better cycle facilities,
 - Viewpoints and improved beach access, and facilities for beach visitors.

Sketch overview of proposal



Consultation questions

1- Do you agree with proposals to improve St Germain-en-Laye Gardens? Would you suggest other improvements?



1. Proposal to improve St Germain-en-Laye

2- Do you agree with proposals to improve the green spaces occupied by the putting greens? Would you suggest other improvements?



2. Proposal to improve green spaces



3. Proposal for new Seafront building

3- Do you agree with proposals for a new Seafront building to accommodate a quality cafe-bar and restaurant? Would you suggest other seafront facilities?

4- Do you support proposals to generally enhance the Seafront area, including changes to improve pedestrian priority to the streets and the Esplanade? What enhancements would you be supportive of?



4. Proposals for pedestrian priority streets and an enhanced esplanade



Site location



Area of Study



Site proximity



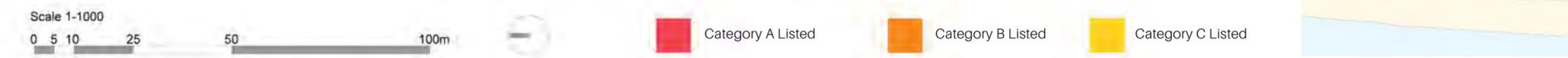
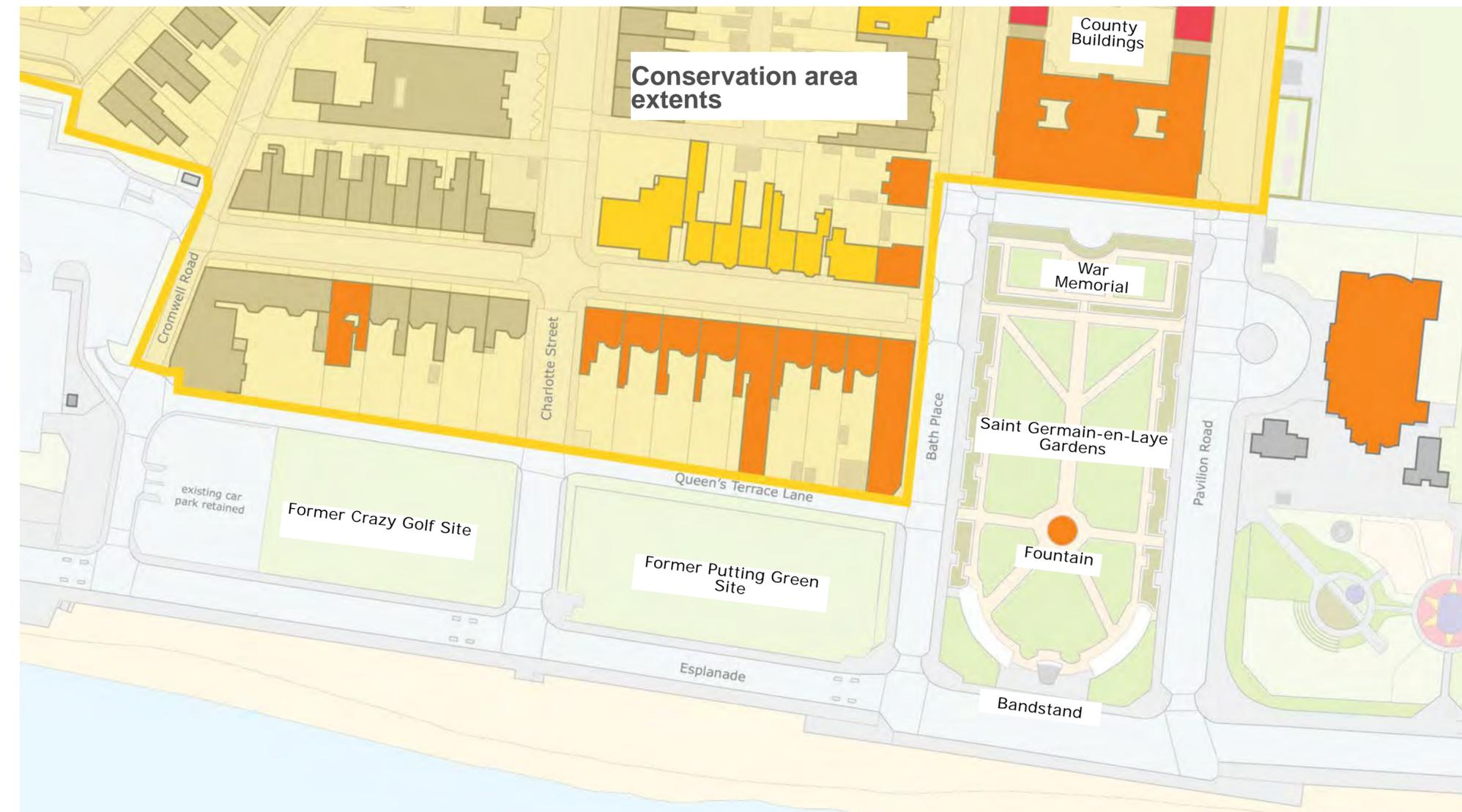
Area of Study



Site connections and character areas



Heritage context



Historic development of site

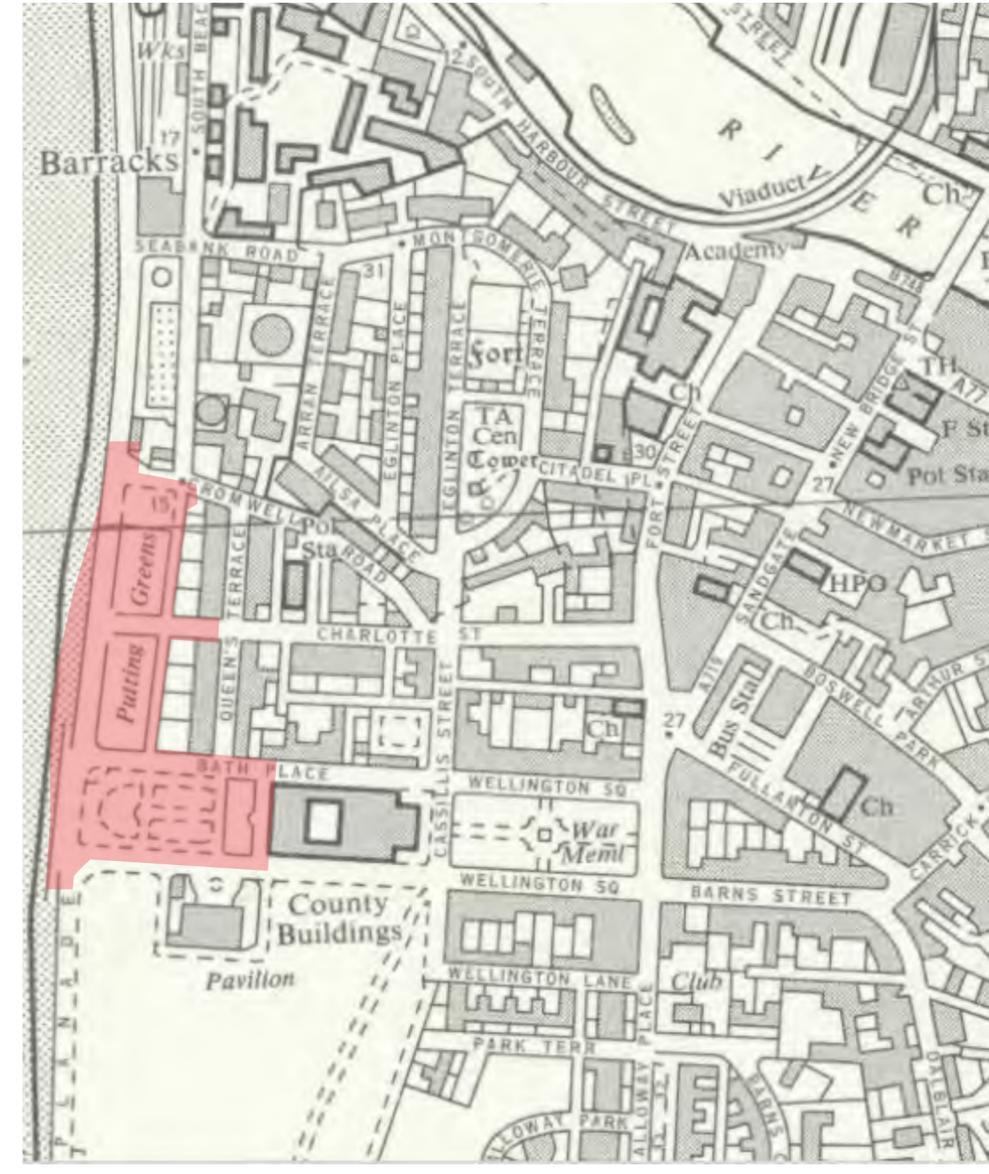
1857 Map (site extents demarcated in red)



1897 Map (site extents demarcated in red)



1958 Map (site extents demarcated in red)



Present Day Map (site extents demarcated in red)



Photographic survey of the site as existing



Existing Car Park and Former Crazy Golf Site from corner of Queen's Terrace Lane



Former Crazy Golf Site



Former Putting Green from Esplanade



Former Putting Green Site



Saint Germain-en-Laye Gardens from Esplanade



Saint Germain-en-Laye Gardens - Fountain with County Buildings behind

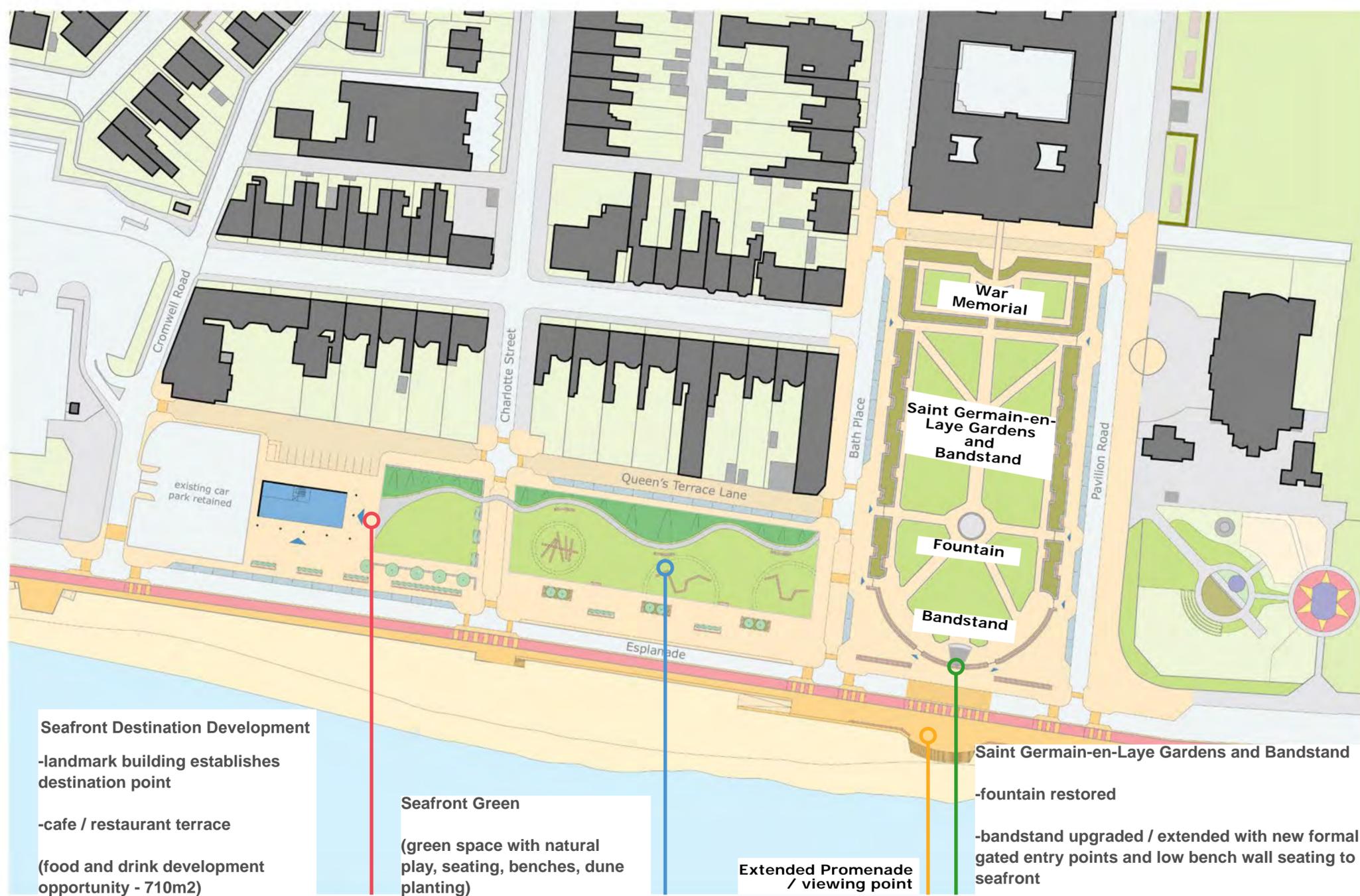
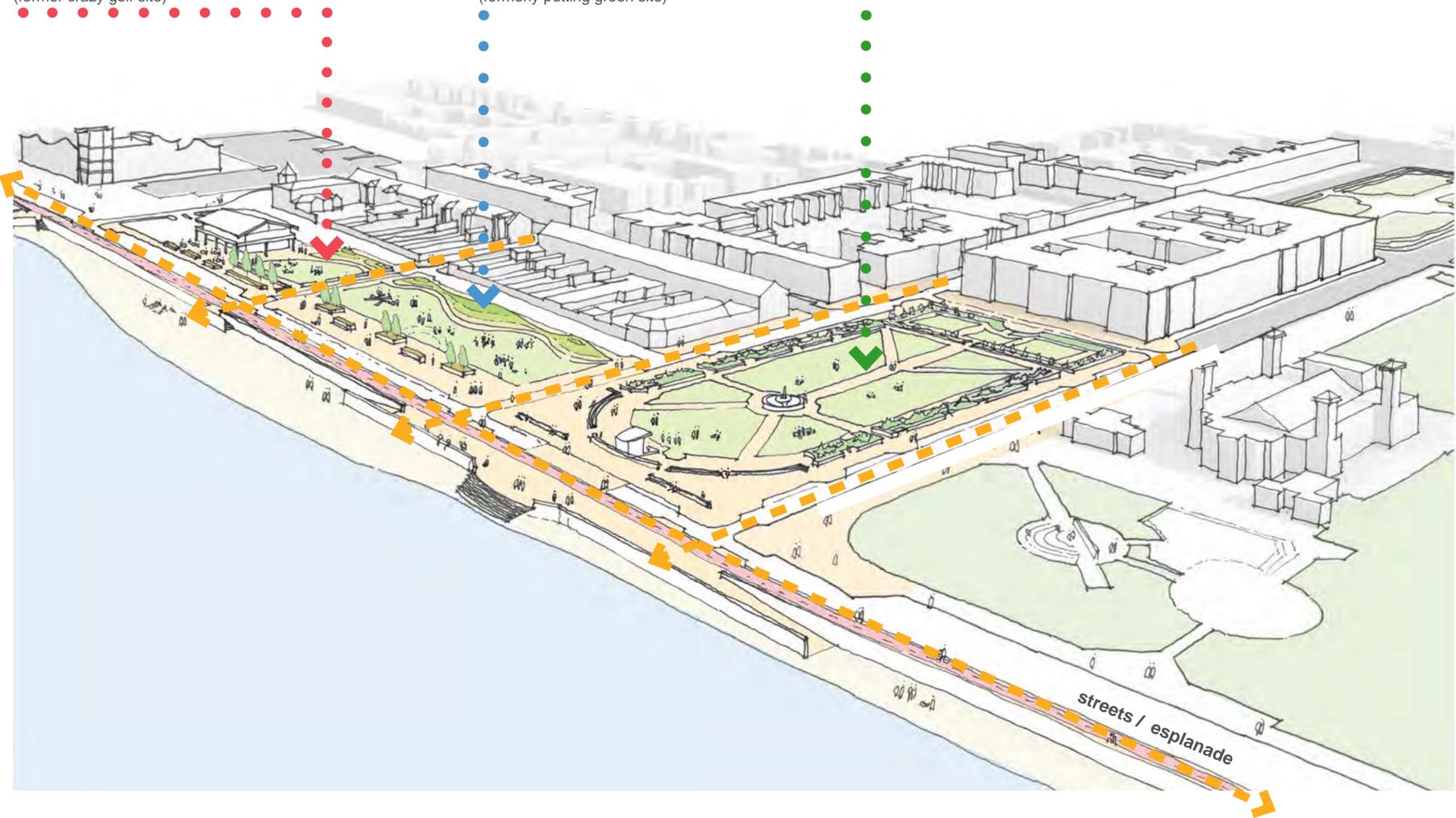


Site as proposed

Seafront destination development
(former crazy golf site)

Seafront green
(formerly putting green site)

St. germain En-Laye gardens



Seafront Destination Development
-landmark building establishes destination point

-cafe / restaurant terrace

(food and drink development opportunity - 710m2)

Seafront Green

(green space with natural play, seating, benches, dune planting)

Extended Promenade / viewing point

Saint Germain-en-Laye Gardens and Bandstand

-fountain restored

-bandstand upgraded / extended with new formal gated entry points and low bench wall seating to seafront



Key moves

St. Germain-En-Laye Gardens (1)
-Restored formal gardens and events space
-Reinforce walled garden and add gated entry points for ticketed / paid events

Seafront Green (2)
-Revamped Green space for picnicking, informal play and relaxation

Seafront Destination Development (3)
- Landmark destination;
- quality cafe / bar/ restaurant / bistro
- public facilities

Streets + Esplanades (4)
- Pedestrian priority esplanade and seafront enhanced with cycle routes and facilities



Scale 1-1000
0 5 10 25 50 100m

Austin-Smith:Lord

Urban form + edge



Active frontages to new development a welcoming + quality offer

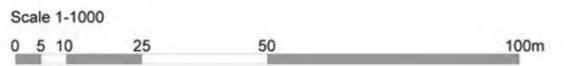
Linked green spaces prioritise people / pedestrians

Proposal reinforces symmetry, axis and vista to sea from formal gardens

Scale 1-1000
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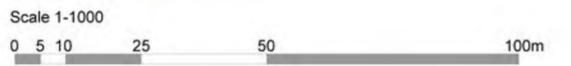
Austin-Smith:Lord

Open Space



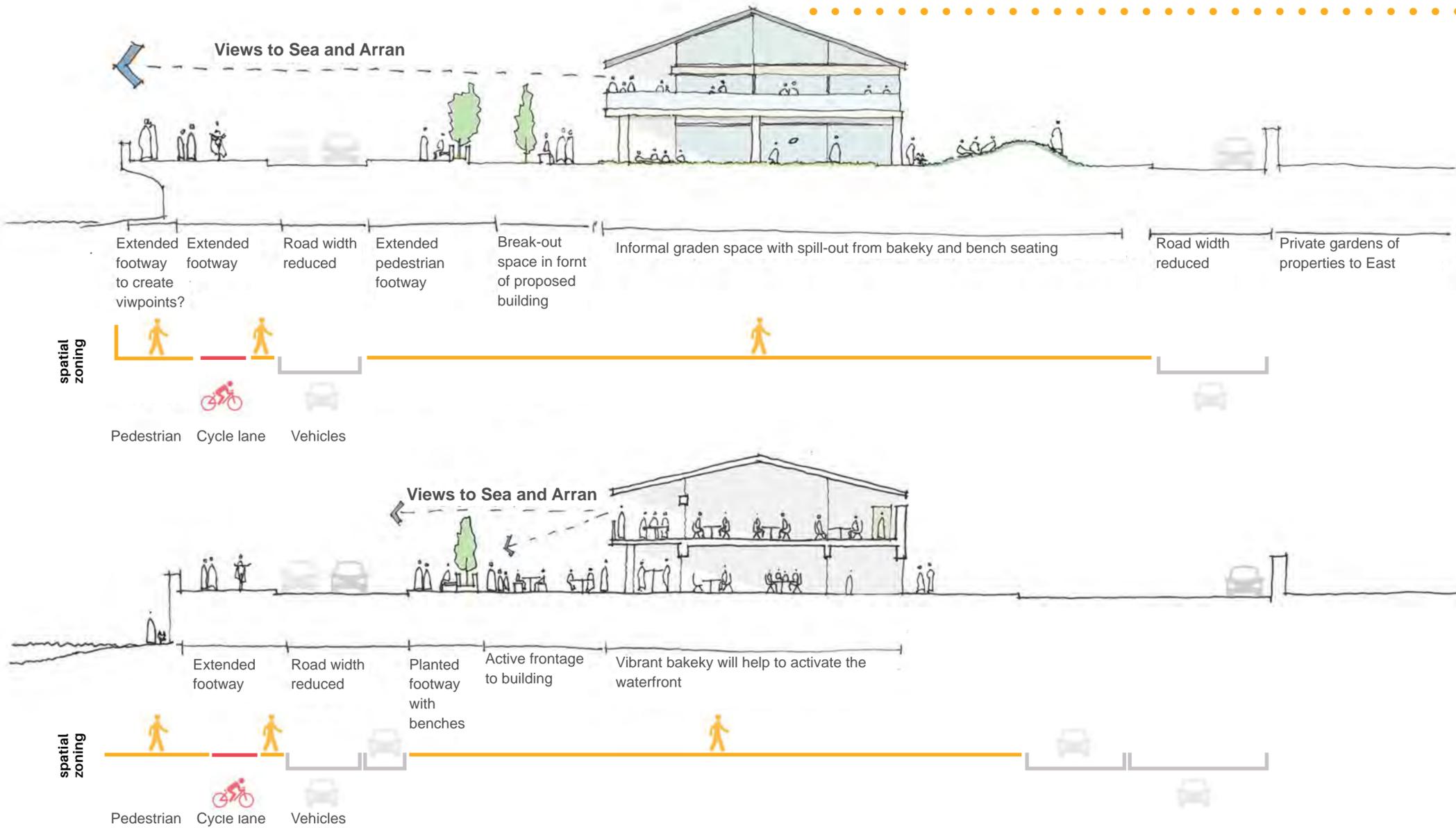
Austin-Smith:Lord

Movement + access



Austin-Smith:Lord

Seafront development - intended east - west connections



Sketch overview of proposal



Seafront development (POTENTIAL option 1 - minimal footprint, garden fronting)

OPTION 1

Footprint: 24.5m x 14.5m (Ground Floor)

Total Area: 595m² (240m² Ground Floor | 355m² First Floor)

Description:

Intended as a pavilion in the park this development seeks to subtly form an activity hub to the north of the site activating the garden terrace space to the south with a development opportunity for an ice cream parlour / cafe, with bar / restaurant above. The roof form peaks towards the sea emphasising the building's seafront aspect and esplanade fronting situation - acting as a prominent landmark feature in the setting - with outdoor terrace views to the west and south.



1. Eye level view of proposal from esplanade

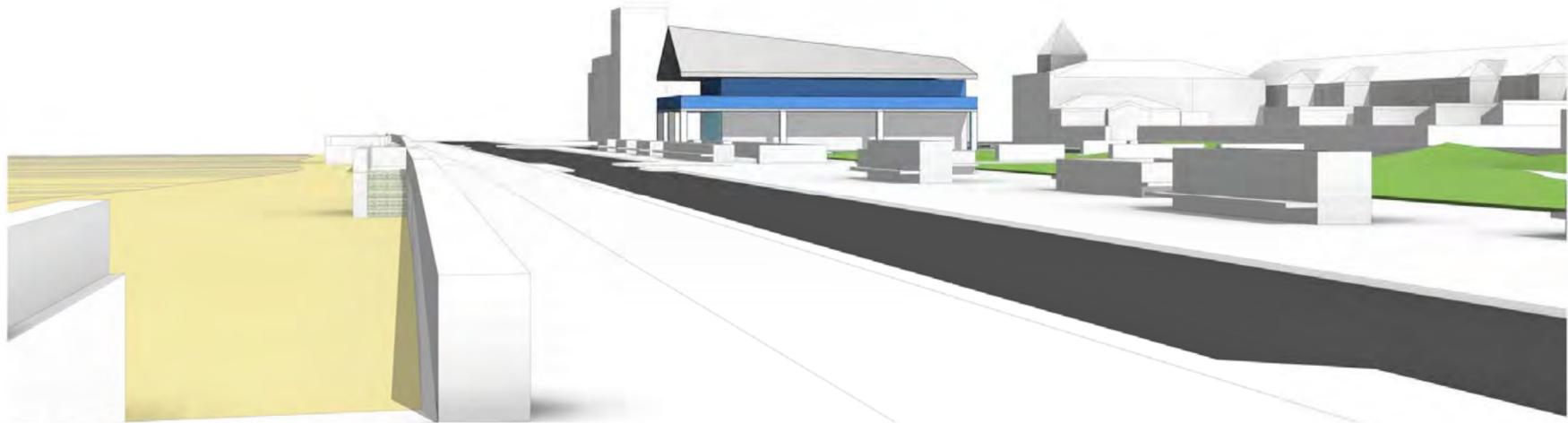


2. Birds eye perspective of proposal



Scale 1:1000
0 5 10 25 50 100m

Seafront development (POTENTIAL option 1 - minimal footprint, garden fronting)



Seafront building (POTENTIAL option 2 - reduced footprint, sea fronting)

Footprint: 13.75m x 28.5m (Ground Floor)

Total Area: 710m² (275m² Ground Floor | 435m² First Floor)

Description:

Intended to maximise frontage to the sea, taking advantage of the esplanade setting this development is sited as destination point to the north of the site, presenting a feature gable to the garden terrace space to the south. There is greater opportunity for business frontage to the seafront with this option which could include ice cream parlour s / cafes or bars to the ground floor, with feature restaurant(s) above. The roof form peaks towards the garden terrace to the south strengthening the building's relationship to the terrace. The siting of the building takes full advantage of views to the seafront to the west with feature views the south.



1. Eve level view of proposal from esplanade



2. Birds eye perspective of proposal



Scale 1-1000
0 5 10 25 50 100m



Seafront development (POTENTIAL option 2 - reduced footprint, sea fronting)



Seafront development (POTENTIAL option 3 - larger footprint, sea fronting)

Footprint: 24.5m x 35.5m (Ground Floor)

Total Area: 1545m² (675m² Ground Floor | 870m² First Floor)

Description:

An amalgamation of the previous design options (1 and 2), this option offers multiple units with sea fronting aspects, whilst maximising the area extents in terms of footprint. This option would establish a vibrant mix of businesses and create new gathering point for the town. Presenting two feature sloping gables to the seafront with a large terrace space to the taking advantage of sea views, there is greater opportunity for businesses to utilise a unique seafront setting including food and drink businesses; cafes, bars and restaurants. A glazed link in the centre of the building breaks up the mass, appearing as two separate buildings, whilst maximising the business potential in terms of footprint and number of units.



1. Eye level view of proposal from esplanade



2. Birds eye perspective of proposal



Scale 1:1000
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Seafront building (potential option 3 - Larger footprint)



Seafront development (direct comparison of options 1 - 3)

OPTION 1

Footprint: 24.5m x 14.5m (Ground Floor)

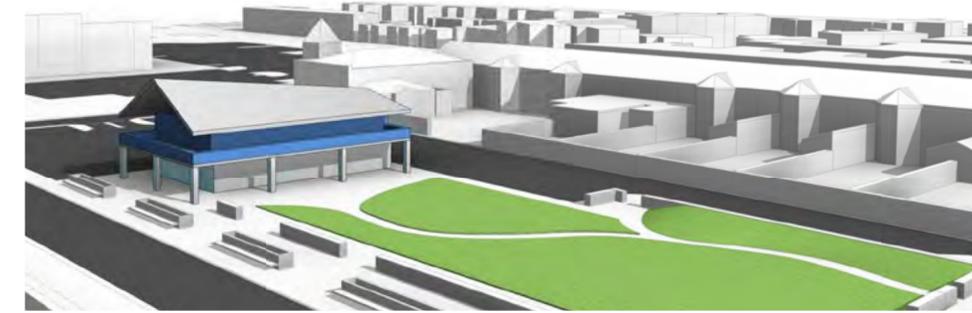
Total Area: 595m² (240m² Ground Floor | 355m² First Floor)



Plan view (option 1)



Eye level view of proposal from esplanade (option 1)



Birdseye perspective of proposal (option 1)

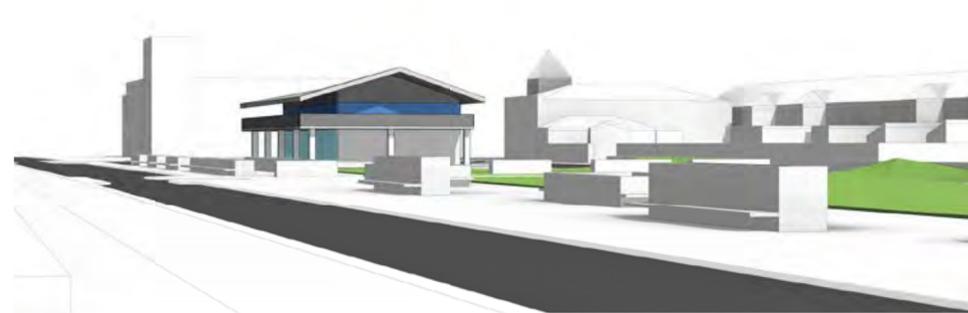
OPTION 2

Footprint: 13.75m x 28.5m (Ground Floor)

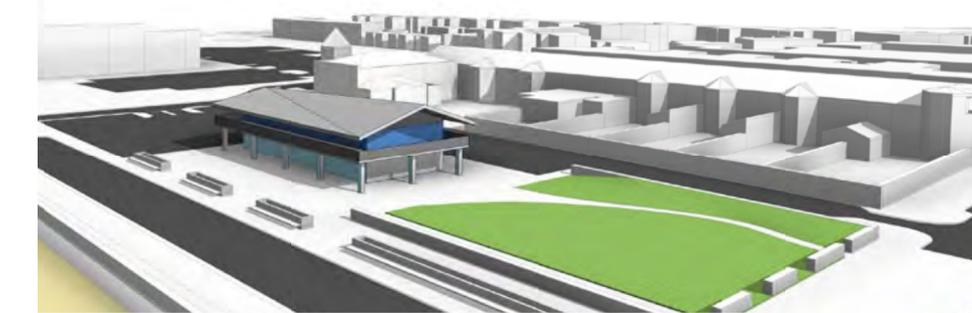
Total Area: 710m² (275m² Ground Floor | 435m² First Floor)



Plan view (option 2)



Eye level view of proposal from esplanade (option 2)



Birds eye perspective of proposal (option 2)

OPTION 3

Footprint: 24.5m x 35.5m (Ground Floor)

Total Area: 1545m² (675m² Ground Floor | 870m² First Floor)



Plan view (option 3)



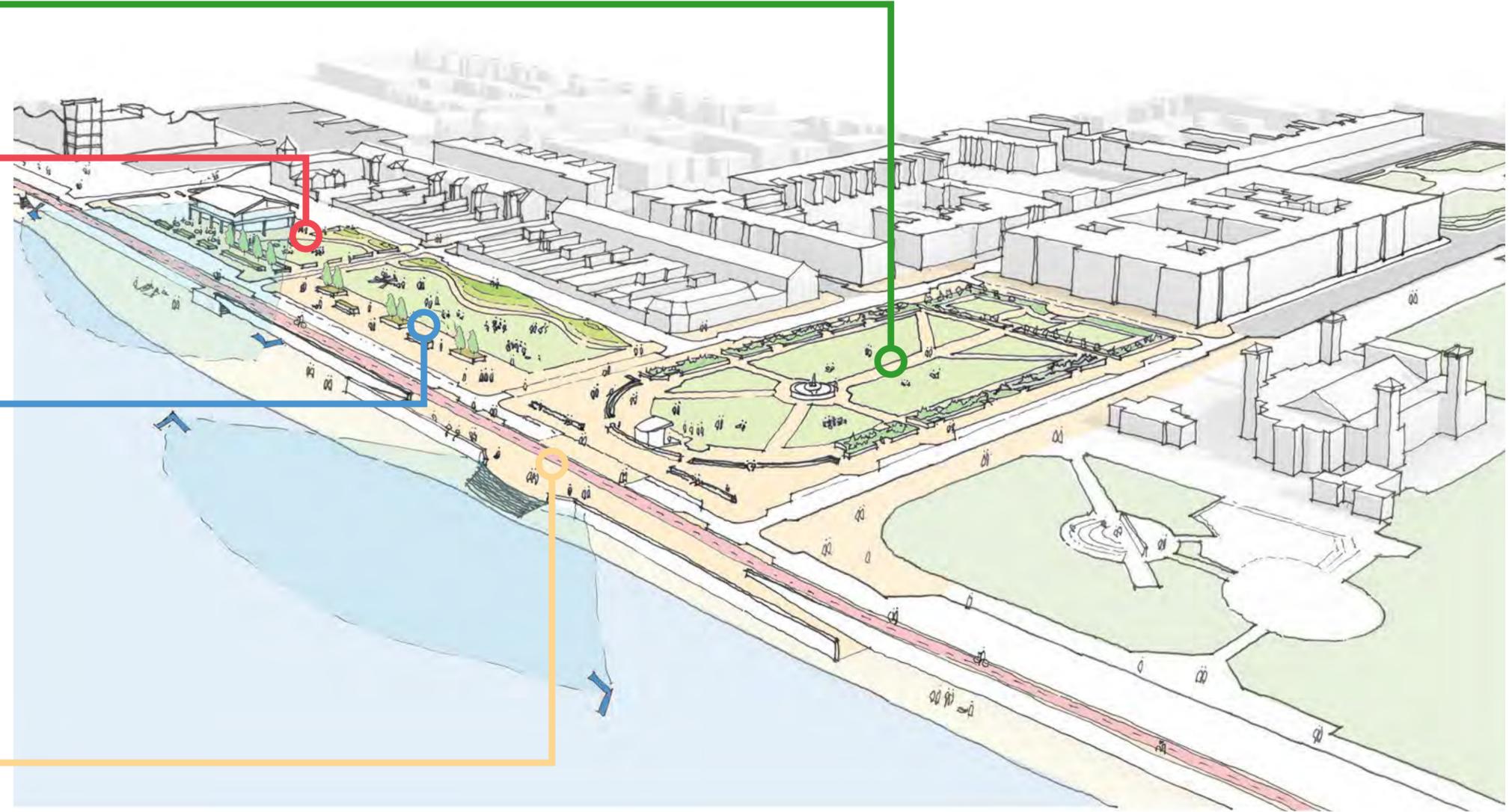
Eye level view of proposal from esplanade (option 3)



Birds eye perspective of proposal (option 3)

ALL PROPOSED OPTIONS :
 Car Parking: Spaces Removed = 78
 Spaces Added = 65
 Net Gain / Loss = 13 space loss

Photographs of examples of seafront external spaces



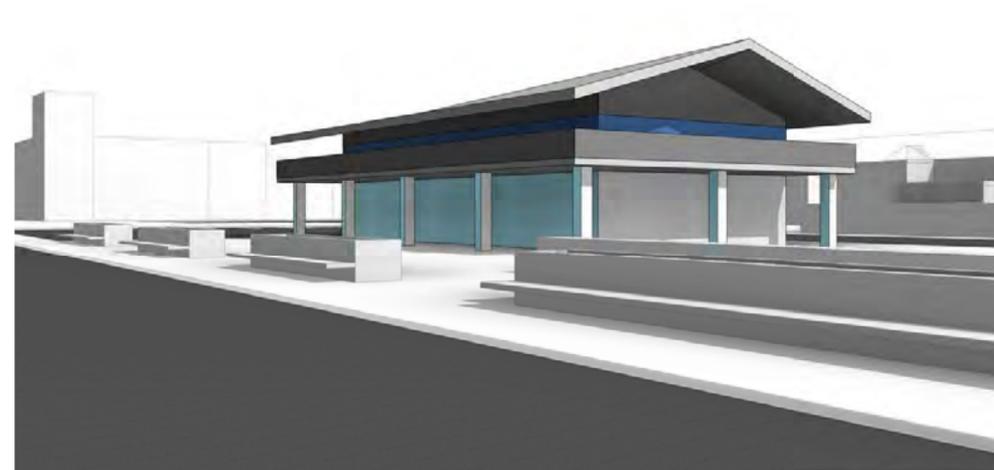
Photographs of examples for seafront building



Development Option 1



Development Option 2



Development Option 2



Development Option 3

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