



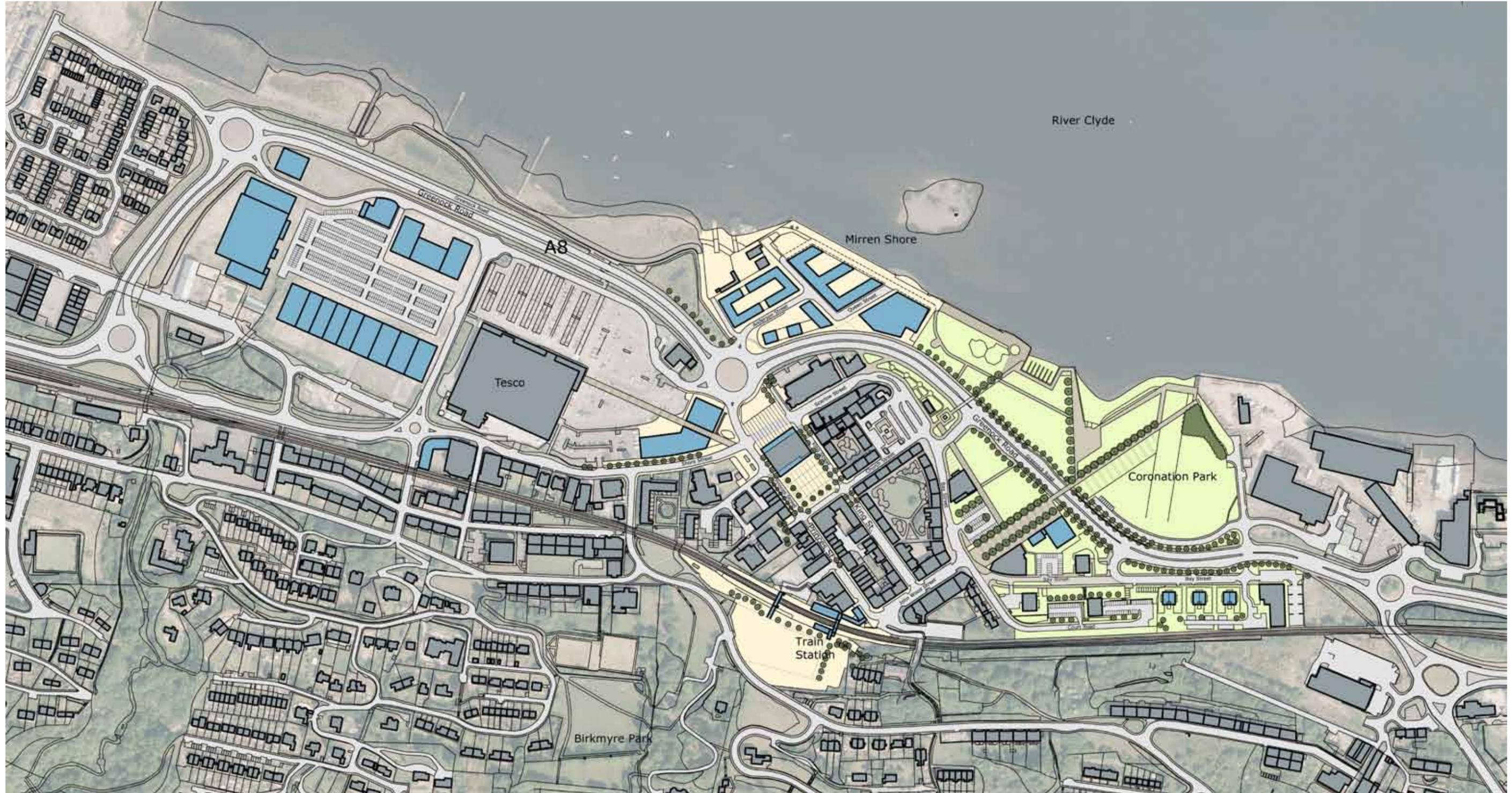
Austin-Smith:Lord



PORT GLASGOW TOWN CENTRE REGENERATION STRATEGY & MASTERPLAN CHARRETTE

FINAL REPORT

JULY 2014







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PORT GLASGOW CONTEXTS

Port Glasgow is located on the southern shore of the Clyde Estuary, approximately 21 miles west of Glasgow city centre. Port Glasgow is at the eastern end of a linear conurbation comprising Port Glasgow-Greenock-Gourock with a combined population of approx. 70,000. The conurbation has a wonderful location on the banks of the Clyde estuary commanding views across the Firth to the Argyll hills and sea lochs.

Port Glasgow was historically synonymous with ship building and trading. Glasgow bought land adjacent to Newark Castle to form the city's deep water port. Henry Bell's Comet, the first commercial steam vessel in Europe, was built in Port Glasgow. The shipbuilding flourished with XX major yards in the town at its peak. Only Fergusson's yard is still active.

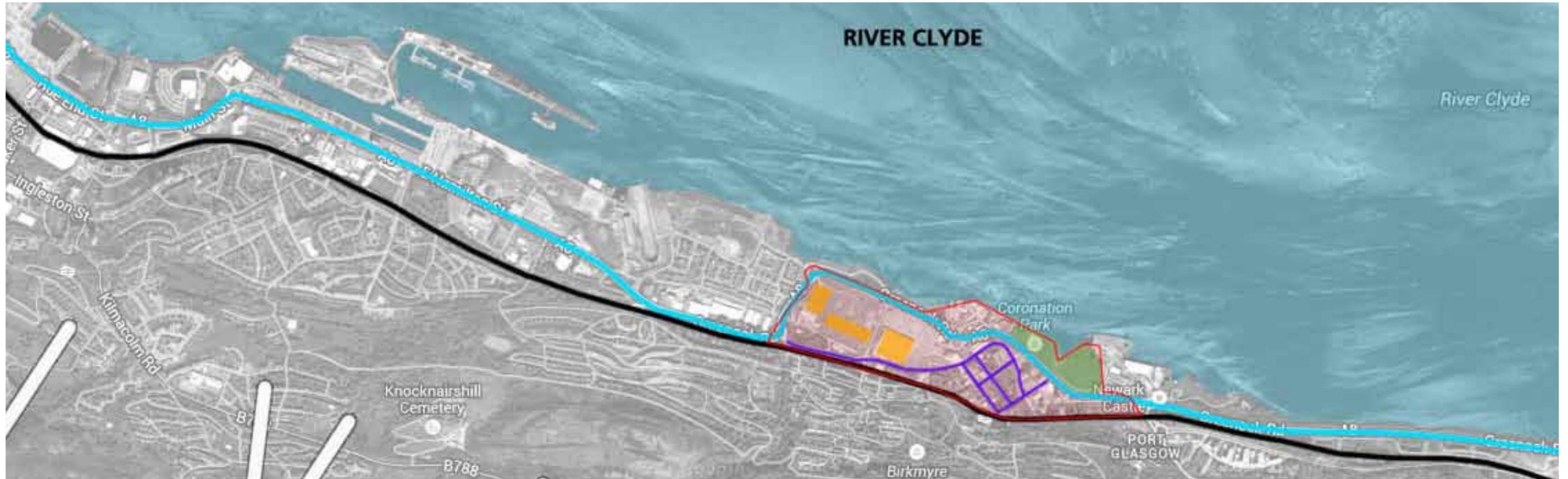
As with many post-industrial settlements in west central Scotland Port Glasgow has experienced population decline, decreased economic activity and consequential negative social, environmental and health impacts as a result. Nevertheless the town enjoys some noteworthy assets.

The town is very well connected. The A8/M8 corridor runs through the town and links Inverclyde to the Glasgow city region and the national motorway network. Similarly the rail station in the heart of the Town Centre is on the Inverclyde line into Glasgow Central Station.

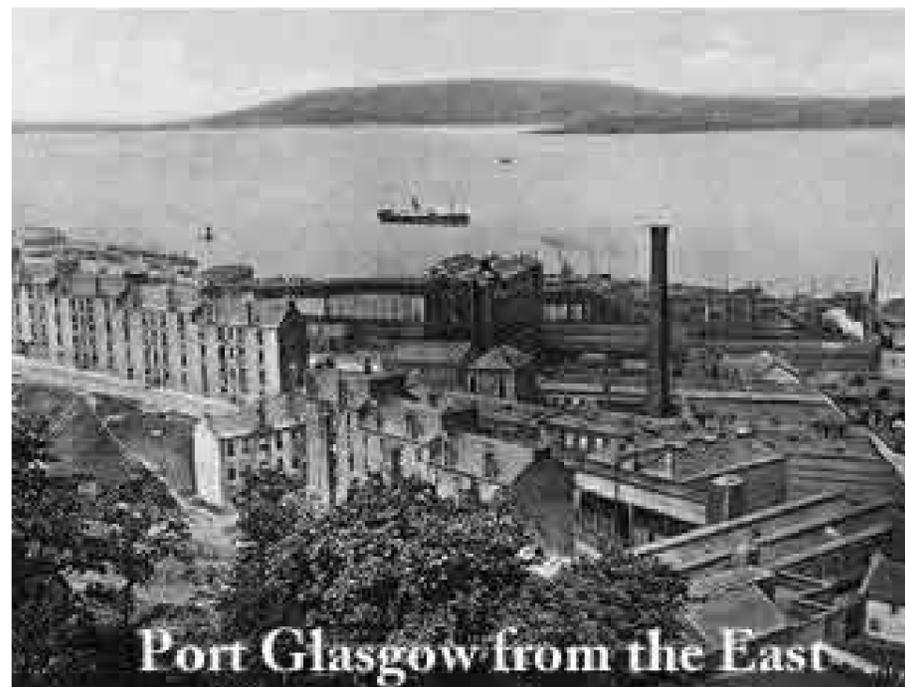
The town enjoys an interesting history; dominated by world renowned industry and global trade, enriched by an ongoing social history and embellished with a unique place in art history involving notable individuals including Sir Stanley Spencer.

Port Glasgow Town Centre has a powerful sense of place but has suffered from post-industrial decline. The challenge facing regeneration in Port Glasgow is devising a strategy that can enhance its sense of place whilst addressing the issues that are common to many Town Centres; redefining its role in the 21st Century town and ensuring it continues to be at the heart of the community and its future.





Study area and Port Glasgow town centre in contact. Rail (black), A8 (blue) and River Clyde



INTRODUCTION

Port Glasgow Town Centre Regeneration Strategy & Masterplan Background

The Austin-Smith:Lord/Douglas Wheeler Associates team (A-S:L/DWA team) was commissioned by Riverside Inverclyde (RI) and Inverclyde Council in late January 2014 to prepare a well argued economic case for adopting a number of integrated strategic thrusts to reposition Port Glasgow town centre and make it fit for the future. The masterplan would be implemented over a long term timeframe and should include an action plan showing the individual building blocks and short, medium and long term projects.

Port Glasgow lies at the confluence of several transport routes with bus and rail services that enable access to wider areas of Inverclyde and to the city of Glasgow. Port Glasgow town centre has seen limited property investment in recent times. There has, however, been significant development outwith the Town Centre, particularly in housing and education at the Port Glasgow Community Campus elsewhere in the Boggleston area on the high ground to the south east. Access to the old town centre from these outlying areas can be difficult. Greenock takes nearly half of Port Glasgow's retail expenditure. Independent businesses in the town centre, like in many other town centres, struggle against a decline in footfall and, in Port Glasgow's case, competition from shopping under cover at the Oak Mall in Greenock, Braehead and the internet. The Gallagher developed retail park to the west of the town centre has resulted in a 100,000 sq. Tesco Extra and other attractions including B&Q, Costa DriveThru and Marston's pub/restaurant have just opened. The Tesco car park is just a little too far away from Princes Street to provide any meaningful interplay and spin off benefits to the town centre.

Port Glasgow Town Centre Regeneration Strategy & Masterplan Brief

RI/IC aims to respond to these challenges with a well argued economic case and to adopt a range of strategic interventions, to help reposition Port Glasgow Town Centre. The masterplan includes an action plan showing the individual building blocks, commencing with small development projects capable of being delivered in the current economic climate but which would help pave the way for longer term aspirations. The specific objectives of the brief are to:

- Identify **key strategic interventions** to reposition Port Glasgow Town Centre and identify its long term role with the active involvement of RI/IC, businesses, community representatives, other key stakeholders, landowners and developers;
- Present a **well-argued economic case** with short, medium longer term projects/building blocks;

- Develop **spatial strategy: Masterplan and Action Plan** which is viability and is informed by the distinctive characteristics of Port Glasgow Town Centre;
- **Realistic and capable of delivery** in current economic climate to include possible:
 - Relocation of key public services;
 - Reconfiguration to improve layout: flow of footfall;
 - Underutilised buildings: increase town centre population;
 - New civic square;
 - Engage and build community capacity.

In early 2014, the Scottish Government (SG) also selected Port Glasgow Town Centre as the focus for a major locally driven design charrette, through their Charrette Mainstreaming Programme 2013-14. Riverside Inverclyde & Inverclyde Council sponsored the charrette and the design charrette was facilitated by A-S:L/DWA team as part of the Regeneration Strategy & Masterplan commission.

Context: SSCI Mainstreaming Programme: Third Year

A design charrette is an intensive multi-disciplinary, multi day planning process that encourages active engagement of stakeholders in developing design ideas collaboratively in response to specific planning and urban design issues. The SG Planning and Architecture Division has extended the Charrette Mainstreaming Programme into 2013/14. For this the third year of the charrette mainstreaming programme, SG has provided grant funding for charrette projects that are being managed by the project sponsors themselves. There are two separate charrette programmes: one for charrettes sponsored by planning authorities in support of Local Development Plans and a second in support of the SG's Town Centre Action Plan.

A key objective of the Scottish Sustainable Communities Initiative (SSCI) Charrette Mainstreaming Programme is that the benefits of charrette working are promoted, developed and maximised for the Scottish context. The charrette mainstreaming programme is focussed on developing approaches that optimise the input of design team and project team members in order that high quality outputs can be achieved within an efficient process. The SSCI supports Scottish Ministers' objectives for health and carbon reduction. The initiative is also intended to act to support local economies, helping to create the kind of safe and pleasant places that attract investment.

Port Glasgow Centre Regeneration Strategy & Masterplan Charrette: Background

The Port Glasgow Centre Regeneration Strategy & Masterplan Charrette was funded under the Town Centre charrette projects programme and was undertaken over four days on 18-21 March 2014, with the team based in **Baillie Hall, Port Glasgow Town Hall**. (See Chapter 3). Overall the charrette aimed to produce design led, graphic based outputs, to illustrate feasible, site specific and local economic development actions and timescales required to deliver these. The Port Glasgow Town Centre charrette played a crucial role in the process and helped shape part the overall **Regeneration Strategy and Masterplan**.

Project Team

Aubrey Fawcett: Riverside Inverclyde / Inverclyde Council
Fiona Maguire/Geoff Gregory: Riverside Inverclyde

Consultant Team

A-S:L-Urban Design, Architect & Landscape Architects

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- Colin Miller – Austin-Smith:Lord LLP

Douglas Wheeler Associates Ltd: Project Manager & Regeneration Strategy

- Doug Wheeler

Ryden: Property Market

- Dr Mark Robertson

Transport Planning Ltd: Transportation

- Alex Sneddon

AECOM: Ground Conditions & Engineering

- David Illingworth

Neilson Partnership: Cost Planning

- David Neilson

Port Glasgow Town Centre Regeneration Strategy & Masterplan: Final Report

The Final Report is presented in the following five chapters:

- Port Glasgow Town Centre: Past & Present;
- Port Glasgow Town Centre Regeneration Charrette: Design Process;
- Port Glasgow Town Regeneration: Future: Charrette Outcomes: Regeneration Strategy & Emerging Masterplan;
- Port Glasgow Town Regeneration Action Plan;
- Overall Conclusions, Recommendations & Next Steps.



Place-making > Place-mending

Recent national planning and architecture policy documentation has changed emphasis in the past decade to encompass place-making. This welcome shift has most recently included a focus on Town Centre regeneration, directly relevant to this study.

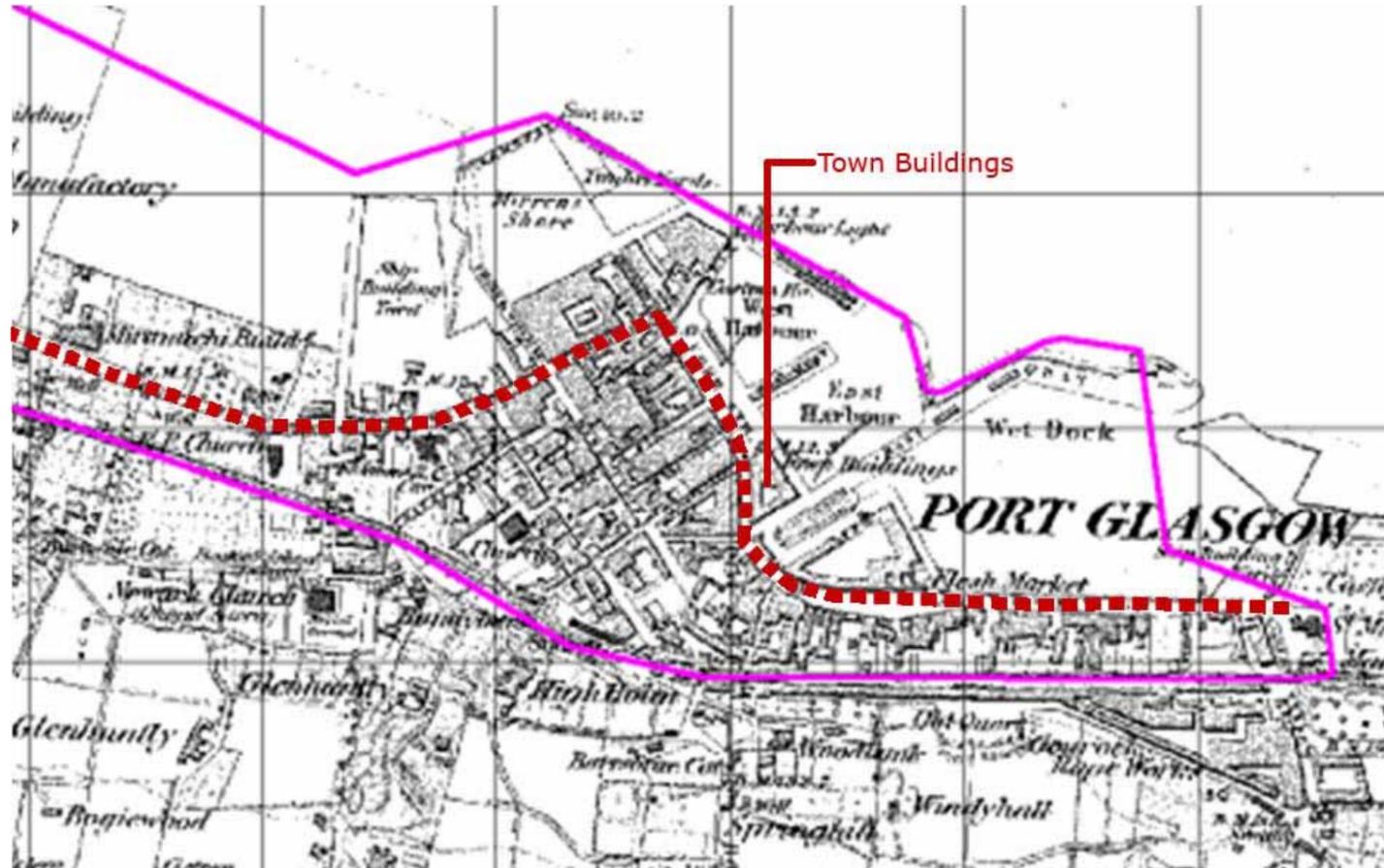
The approach to regeneration that has been advocated by the multi-disciplinary team developing this regeneration strategy has been one founded on collaboration and engagement with the local community, local stakeholders (including the Council and URC) and national key agencies. The design charrette methodology provided a focus to this consultation and engagement effort and enabled facilitated sessions with interested parties to get to the essential issues.

At Port Glasgow, as with many instances of urban regeneration, this design led approach is as much about place-mending as place-making. It is rarely about starting from scratch but responding to the physical, social and economic legacy of the place. In Port Glasgow, in common with many similar places, the dramatic shift away from heavy industry has left a significant mark on the town. Nevertheless, beyond grappling with a single issue, regeneration in Port Glasgow has to address a complex range of issues.

Our approach, which has become more commonplace and advocated by policy, is to take a holistic view of place-making and mending. Place is a fusion of the local environment, economy and community. Any regeneration strategy has to respond to each of these interacting facets of a place.

This approach echoes with pioneering town planner Patrick Geddes's ethos of Folk-Work-Place. Geddes also emphasised the temporal aspect of place-making. To consider the vision of a place one must have a sense of the Past and Present to be able to consider the Possible future. This approach underpins how we have developed a spatial masterplan vision and regeneration strategy for Port Glasgow Town Centre.

PORT GLASGOW TOWN CENTRE: PAST, PRESENT, POSSIBLE HISTORICAL DEVELOPMENT & PLACE ANALYSIS



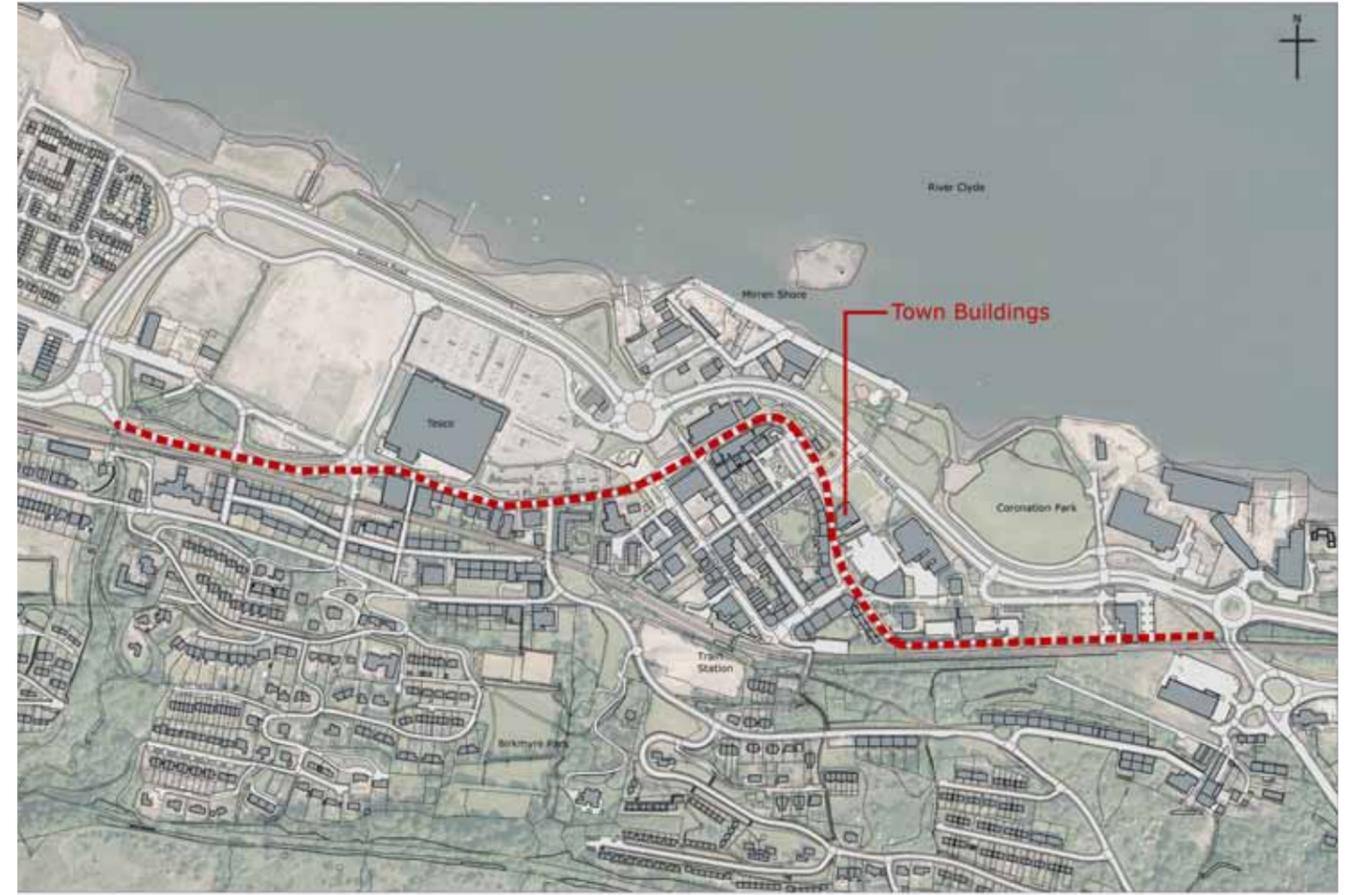
Port Glasgow 1869

Port Glasgow Town Centre: Past, Present, Possible

Port Glasgow's established Town Centre is a compact grid of streets, laid out at 45 degrees to the cardinal points of the compass, on north-facing sloped land just above the Clyde estuary. Even a cursory review of historic map progression suggests the alignment of the natural southern shoreline of the Firth of Clyde. The names and geometry of Shore Street, Fore Street and Bay Street appear to confirm the presence of a promontory on which the Town Centre was laid out.

The current shoreline is several hundred metres north of the natural coastline; a consequence of land reclamation, coastal protection and infilled slips, docks and harbours. The reclaimed land of the former shipyards and docks between the natural and existing shorelines is therefore flat and characterised by large open spaces.

In contrast the historic Town Centre retains a tight urban grid of streets that are a constant feature in the historic map progression. Most of the historic town was contained on the promontory, with very few buildings located on the steeper, inclined slopes immediately south of the Town Centre. To the north,

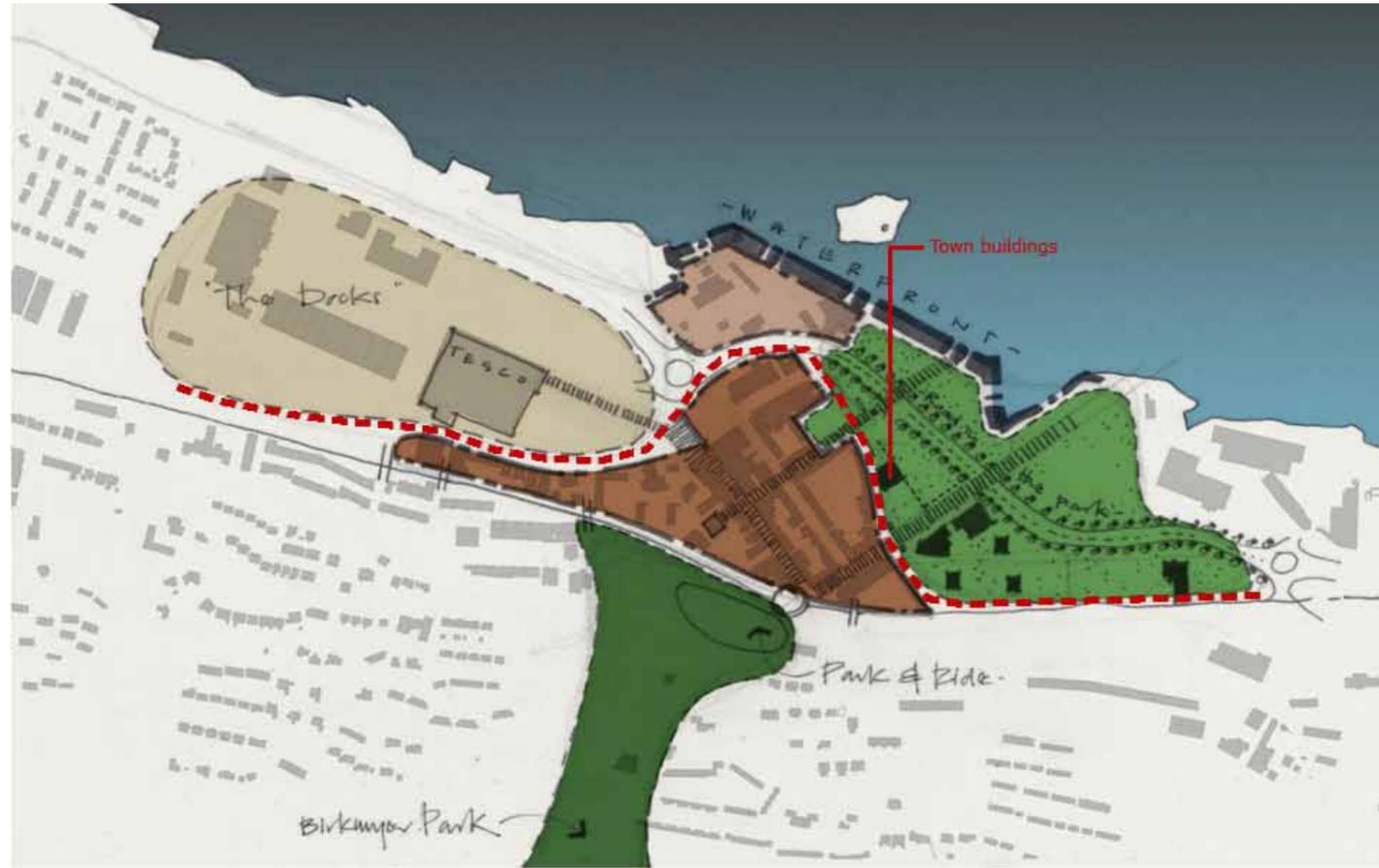


Port Glasgow 2014

in the earliest maps of the town, there were only a few special buildings beyond the 'natural shoreline' and town grid; principally at the quaysides of Mirren Shore, or the Town Buildings that were on the East Harbour and remains one of the most handsome historic buildings in Port Glasgow.

Following the demise of ship building in all but the Fergusson yard the reclaimed land along the existing shoreline has been reappropriated; to the east as Coronation Park, to the west as a new retail park that is in development. Between the Town Centre and the existing shoreline runs the A8 trunk road; a regionally significant arterial route from Glasgow along the southern banks of the Clyde and serving Port Glasgow, Greenock, Gourock and beyond.

The southern edge of the core Town Centre has long been defined by the railway. The railway continues to define the transition between the Town Centre and the residential neighbourhoods on the slopes and plateau above.



Port Glasgow 2024

Contrasts and Distinctiveness

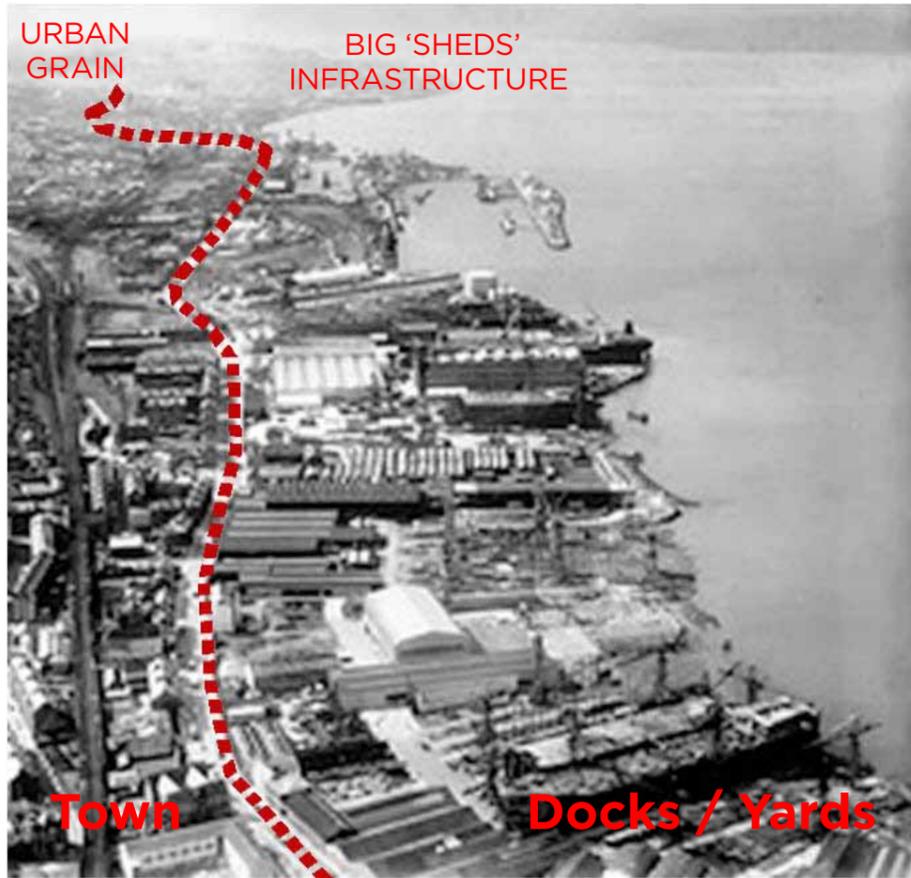
Port Glasgow is, therefore, a place of contrasts. The steep slopes of the hillsides of Upper Port Glasgow contrast with the flat topography of the reclaimed shoreline. The fine urban grain of the Town Centre and hillside neighbourhoods is in contrast to the large open spaces and industrial scale of buildings along the northern fringe of the former docks and yards. The long northward vistas across the Firth of Clyde are in counterpoint to enclosed views of parts of the town centre. The linear, principal east-west routes parallel to the Clyde are in contrast to the meandering hillside inclines running north-south.

These contrasts can create a sense of a disjointed and discordant place that lacks coherence and a sense of togetherness. This fractured sense of the study area is compounded by the severance created by the A8, and the railway.



More than the Sum of Four Distinctive Parts?

This analysis started to suggest how to create distinctiveness in Port Glasgow that accepts and celebrates the different component parts of the town, their individual characteristics and how they can combine to create a place that is more than the sum of its parts. An emerging strategy, outlined in greater detail later in this report, was to emphasise the individual characteristics of the historic Town Centre, Coronation Park, Mirren Shore quayside and the retail park and seek to improve the connectivity between these components to create a better integrated, more distinctive Town Centre. Rather than suggest that, for instance, the retail park should be retrofitted to become more like the historic Town Centre, this strategy accepts these component parts for what they are and does not seek to focus extensive effort in trying to make the Town Centre more homogenous. Focus efforts on making the historic Town Centre a unique place that has a distinctive ambience that offers quite a different experience to the retail park. Or at Coronation Park seek to redefine where the park starts and the Town Centre edge ends to heighten the sense of two individual component parts of the place, rather than blur the edges and lose that important definition and clarity in the townscape.



Urban Grain and Big Sheds : accepting and accentuating difference

Alongside map progression analysis, a review of historic photographs, especially aerial images, clearly illustrates the drama of the different pattern and scale of development in Port Glasgow. In common with many settlements that flourished through the Industrial Age, Port Glasgow had a sharply contrasting urban form; the fine pattern of urban streets and dense tenements clustering right next to the massive industrial infrastructure of slipways, cranes, warehouses and sheds of the Clydeside yards and docks.

There has, essentially, long been a dramatic contrast between the compact Town Centre and the immense scale of the immediately neighbouring shipyards. Fergusson yard survives, and despite being historically one of the more diminutive yards, even it gives a sense of the differing scale of the urban and the industrial.

The docks and yards have nearly all gone. However, in their place, west of the historic Town Centre, the vast retail sheds of Tesco, B+Q and others have, to an extent, recreated the same contrast in scale; the fine urban grain and human scale of the established core in contrast to the large, essentially car dominated environment of the retail park with large open surface car parks and the massive footprint superstores.

One view was to consider ways to retrofit the retail park, to reimagine it as a western expansion of the established core of Port Glasgow. However, it was felt that this effort would likely be futile. The land is privately owned, the difference in scale and layout would require drastic remodelling of the retail park and to what end?

The retail park is approximately twice the size of the historic centre. The strong preference was to work with what we have; accept the differences and seek to focus efforts in the historic core to make it as high quality a vibrant, compact and distinctive town centre offering more than just a retail experience. In parallel with Town Centre initiatives work at the retail park should enhance its linkages (physical, enterprise and economic) with the historic core so they complement each other, rather than work in apparent conflict. Just as the retail park can offer a shopping experience quite apart from what the established centre can, the historic Town Centre can offer a mix of living, working, civic, leisure, community and retail opportunities that are quite different from the retail park.



Port Glasgow Town Centre: as existing
Study Area boundary shown in red

PLACE ANALYSIS



Place Analysis

As described elsewhere the study area comprises four clearly distinct component parts; the historic Town Centre to the south, Coronation Park to the north east, Mirren Shore quayside to the north and the new retail park to the west.

Port Glasgow's Town Centre has a strong sense of identity. The historic street grid is largely intact, with four principal streets (Princes Street, King Street, John Wood Street and Church Street) framing four perimeter blocks of, mainly, tenements. The grid is aligned at 45 degrees to the cardinal points of the compass.

The most southerly of the grid's streets (Princes Street and John Wood Street) are the principal retail streets, in that order. Where these streets meet at the southern apex of the grid, at the highest point in the town centre, the Train Station is located.

The station is ideally located. Its presence in the Town Centre is an excellent asset - giving good access to the city regional rail network. Long vistas down the hill to the Firth of Clyde present themselves on arrival in the town. It has the potential to be a positive gateway and introduction to the Town Centre. Whilst there have been some, there needs to be more, station facility enhancements.

At the northern apex of the grid are an array of bus stances. Ideally there would be closer proximity between bus and train stations to encourage interchanging public transport. Nevertheless it is a welcome asset to have bus stances located so close to the Centre, albeit further enhancements should be contemplated to improve the passenger experience and fit the facility into the townscape more favourably.

The majority of the building stock in the town centre is late Victorian, Edwardian and early 20th Century tenements, mostly of red sandstone finish. This gives the town centre a strong visual coherence. There are some very fine examples of built heritage in the Town Centre, with remaining set piece elements tending to be buff sandstone, notably St Andrew's Church that terminates the vista up Church Street and the fine, converted Town Buildings on the edge of Coronation Park. Some industrial heritage has been converted to new uses, most notably the former Ropeworks on Bay Street that have become private flats.

There are several examples of Modernist architecture in the Town Centre. The Town Hall announces the Town Centre when approached from the west. The buildings need upgrading to maximise this benefit of a community asset and enhance its appearance. The 'Woolworths' building that sits immediately behind the Town Hall is of a lower quality and whilst respectful of the urban grid detracts from the visual appearance. There are several other infills along Princes Street, notably the 'Peacocks' building that has recently been converted into the shared local services centre and training facility. The most noticeable Modernist buildings are the three recently refurbished multi-storey tower blocks east of the Town Centre that command views across the Town and the Firth of Clyde.

The combination of the multi-storey blocks and tenements in the town creates a good level of town centre living. Aside from residential, retail and business space the Town Centre hosts several significant civic facilities. In addition to the aforementioned Town Hall, Town Buildings (with public library) and 'Peacocks' there is the swimming baths (a legacy of Victorian philanthropy) and an unprepossessing, low rise Health Centre situated between the



Town Centre and the A8. 7 ½ John Wood Street accommodates the thriving Community Development Trust in a series of converted retail units.

The Town Centre has become synonymous with a one-dimensional evening economy seemingly dominated by fast food outlets and hostelrys that fail to offer a range of choices for possible patrons.

As part of ongoing regeneration initiatives to transform the perception of Port Glasgow, and to celebrate the town's proud history, there have been a series of landmark public art installations. The Endeavour adjacent to the Town Buildings at the northern entrance to the town from the A8 is a striking, nautical example that seeks to announce arrival in Port Glasgow.

North of the Town Centre, on the other side of the very busy A8 dualled truck road, is Coronation Park. A flat waterside park, situated between Fergusson shipyard and Mirren Shore light industrial area, Coronation Park is located on infilled harbours and docks. The Park has long provided Portonians with their principal public access to the shoreline in the town. Whilst cherished by the townsfolk the Park is cut off from Port Glasgow by the A8, has limited facilities and a tendency to flood. It's another underperforming asset in the heart of the town.

Mirren Shore is quite distinct from the Town Centre. Now separated by the A8, the quayside has, and continues to host, a range of (now light) industrial activity. It does not accommodate any housing or other town centre functions.

It is remote from the town, a place apart from the Town Centre that is seemingly not well known to many Portonians. Jutting out

slightly into the Clyde, Steamboat Quay and Mirren Shore command panoramic views over the estuary. It offers a tantalising prospect of becoming a new waterfront destination for Port Glasgow.

The most dramatic change in lower Port Glasgow in recent times has been the redevelopment of the shipyards west of the town to create a significant new retail park. The A8 has been realigned, a Tesco Extra store has been constructed in the eastern end of the retail park and activity has renewed to develop out the western end. The site is an 'out-of-town' retail park format with large sheds congregated around expansive surface level car parking. The Tesco store appears to have been trading well but the perception is that the retail park presents a significant threat to the established Town Centre, is not physically integrated into the town and despite reasonably close proximity, feels remote and not part of the Port Glasgow Town Centre.

This initial, high level townscape and place analysis was refined and endorsed through discussions during the design charrette. It points to a Town Centre with;

- a series of underperforming assets;
- excellent connections to the regional transport network;
- an established sense of place, some notable built heritage and a memorable waterfront setting;
- an existing resident population with a strong sense of community and a rich heritage;
- at least four distinct places that do not positively integrate to the benefit of the Town;
- a combination of historic core, quayside and formal park that presents significant potential.



GROUND CONDITIONS

The topography of the Port Glasgow area reflects the underlying geology and along with historical industrial development influences many of the engineering considerations and constraints to development.

Topography

A gradual fall in ground level is evident through the town centre from the area of the train station exit at about 10m Above Ordnance Datum (AOD), northward - but also to the east and west off a north-south promontory feature - with levels reducing to about 5m AOD at Shore Street, Fore Street and Bay Street.

Based on the names, these streets likely formed the original boundary with the Clyde Estuary to the north. Industrial development for ports and harbours and subsequently shipbuilding saw ground level raised to the north by several meters above the level of the estuary that likely sat at about 0.0 to 0.5m AOD; this area is now occupied by the industrial park, Mirren's Shore and Coronation Park.

Coastal protection both recent and historic marks the current boundary with the shoreline and estuary.

To the south of the town centre ground level rises rapidly from about 10m AOD to 80m AOD, with a number of incised watercourses draining the higher ground and flowing north.



Geology

The slopes to the south of the study area comprise relatively thin deposits of glacial till (boulder clay) overlying bedrock exposed in the incised watercourses.

Bedrock is also exposed at, or near to, surface in the area of the railway station - an exposed sandstone rock face is visible to the south of the westbound platform - and east from here, as well as over the footprint of the majority of John Wood Street and extending locally to Bay Street close to the junction with John Wood Street.

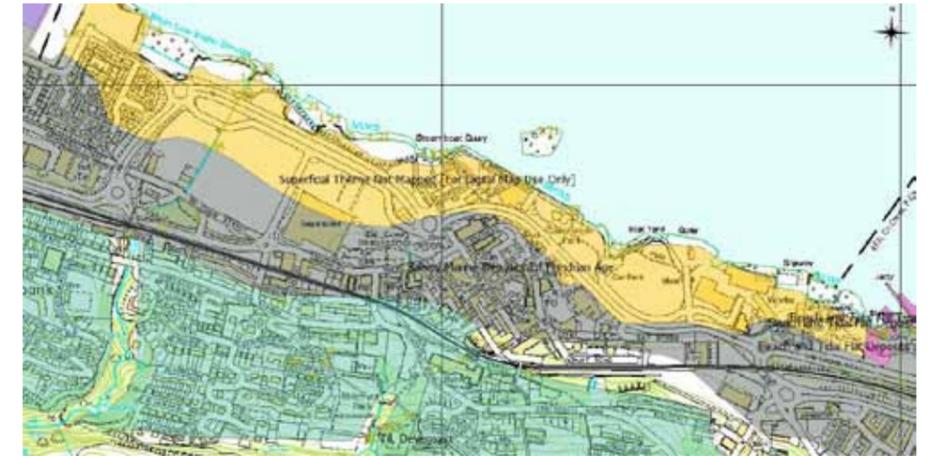
The majority of the town centre is indicated to be underlain by raised marine deposits comprising sand and gravel. There is also evidence from historic boreholes of boulder clay present at shallow depth in the northern area of the town centre extending in to the public car parking to the north of Shore Street and at the Town Building at Fore Street; the boulder clay underlies made ground of varying depth but typically up to about 3.5m in these areas.

The marine sand: gravel deposits extend westwards from the town centre along, and to the north of, Belhaven Street and eastwards along Bay Street. These deposits are overlain again by made ground and underlain by soft, silty clay, and less commonly silty sand horizons both representing estuarine alluvial deposits of the Clyde. They, in turn, overlie boulder clay or bedrock.

Further north, beneath the industrial park and A8, made ground is typically about 4.0m thick, but is suggested to be up to 10.0m thick locally, likely at shipyard docks. The made ground is typically underlain by deposits of silty clay (estuarine alluvium) that thickens northwards from less than 1.0m to depths of about 14.5m shown locally at the A8 north of the industrial park. The estuarine alluvium overlies boulder clay and then bedrock present at depths of 12.0m to 18.0m.

Groundwater is likely to be present within the raised marine deposits and in the estuarine alluvium and will be influenced both by tidal levels within the estuary and by rainfall intensity and surface run-off quantities from the hills and slopes to the south. Perched groundwater may also be present within made ground particularly where underlain by cohesive deposits such as boulder clay or cohesive alluvium.

Mining for coal or other resources is not known generally within the study area although some quarrying likely for rock is suggested in the exposed rock to the south of the study area.



History

Port Glasgow has a significant history of former industrial usage centred on its activity, as the name suggests, as the main port for Glasgow. Development commenced from the late 17th Century with construction of the harbours and docks in the east along with the town centre; development associated with shipbuilding was subsequently undertaken further west. The late 1960's saw the last of the docks infilled and A8 constructed.

Development of the town centre was formed around a distinctive grid pattern and commenced in the late 17th Century, with the oldest remaining buildings at 9-11 King Street dated from around 1750.



1864 Map

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The docks and harbours in the east of Port Glasgow were constructed in tandem with the town centre in the late 17th Century. The port continued to operate successfully until the Clyde was made navigable to Glasgow centre in the later part of the 18th Century when trade declined.

Celebrations for the coronation of King George VI in 1937 saw Coronation Park constructed on the site of the West Harbour.



1969 Map

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The remaining east harbour and wet dock were subsequently infilled, and Coronation Park expanded over their footprint in the late 1960's/ early 1970's, to make way for the new A8 dual carriageway which also cut through part of the original park. This is perhaps most visible from the location of the original park toilets to the south of the A8. The dry docks, located beneath the health centre car park further south, was likely also infilled at this time.

Development of shipbuilding to the west post-dated (1780's onwards) construction of the docks and harbours to the east with growth in shipbuilding to the early 20th Century and then subsequently decline until its demise in the 1970's.

Timber yards, ponds and sawmills were associated with the shipbuilding yards as were rope and sail makers. The flats in Bay Street occupy a building that was formerly a sugar refinery/ store (1860) and then from about 1880 became a rope works with a well-known rope walk located close by to the south.

A former gas works, long disused, is shown on the 1898 map in the area of Mirren's Shore.



Mirren's Shore and West Harbour Area
Data Supplied by Landmark Information Group under licence.
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Current industrial usage includes garages and car breakers yard at Mirren's Shore.

The history of Port Glasgow means that a number of buildings and structures within the town centre are recorded as ancient and historic monuments.

Constraints and Opportunities

Backfilled Docks, Harbours and shipbuilding

The limit of industrial development comprising the docks, harbours and shipbuilding yards excepting the rope walk, as well as current small industrial usage such as at Mirren Shore, is located to the north of the historic shore road (Shore Street, Fore Street and Bay Street) within the former estuary footprint.

These areas are therefore most likely to have issues with former contamination as well as with soft, compressible soils and former docks and harbours that are associated with locally deep backfill, dock walls and bases and collapse settlement – all constraints to development. It is of note that Coronation Park displays evidence of collapse settlement with uneven profiles visible along existing paths likely resulting from collapse of loosely placed, blocky fill under the influence of groundwater causing uneven subsidence.

Town Centre

The town centre was initially developed in the same timeframe as the docks and harbours and as such is unlikely to be impacted by significant contamination (pre-dating most contaminative uses). Limited constraints to re-development should therefore exist, other than possible former buildings that may have occupied sites, with relatively competent ground also suggested to be present.

Flooding

The steep sided and impermeable nature of the higher ground to the south of Port Glasgow drained by a number of incised watercourses makes for “flashy” run-off and surface drainage conditions. Potentially this could lead to flooding where watercourses enter and are constrained by existing culverts that commence at the base of the slopes and run below the town centre and level industrial area and foreshore. Inverclyde Council have, however, intimated that flooding is not an ongoing issue within the study area.

With regards to drainage, and as part of a wider desire to enhance both park land, ecological diversity and reconnect people with the water environment, there is scope to de-culvert (daylight) existing culverts particularly through Coronation Park as well as developing street level SUD's solutions to enhance the streetscape.

Sea Defences

The soils and made ground present within the shoreline are susceptible to erosion under wave action. Shore protection is currently in place, comprising generally of rock armour along with historic quay walls. Costs can be significant where replacement of existing sea defences is required.

Transport

Port Glasgow lies at the confluence of several transport routes and bus and rail services that enable access to wider areas of Inverclyde and to the city of Glasgow combine at this location (this point giving rise to the term TransPORT Glasgow during the charrette). Historic connections in the form of the path network reach southwards rising to link the river with the south of the town, however, many of these paths have fallen into disrepair. More recently, the A8 has been realigned to accommodate the Gallaghers development of the retail park including Tesco, B&Q, Marstons and a recently opened Costa Coffee drive thru.

Main transport issues that were expected to arise included the quality of cross A8 links, particularly for those on foot or cycle (i.e. severance issues), possible improvements to the conspicuity of bus station / rail station linkages, parking issues in the town, improvements to the rail station and north / south connectivity more generally and vehicular access from the A8 into Princes Street.

SOCIO-ECONOMIC PROFILE

Inverclyde's population has been declining for over 20 years. The population fell by 18% between 1981 and 2001. This equates to 18,000 people. Table 2.1 highlights the decline in the Port Glasgow population from 19,426 in 1991 to 15,414 in 2011.

Census Date	Port Glasgow Population
1991	19,426
2001	16,726
2011	15,414

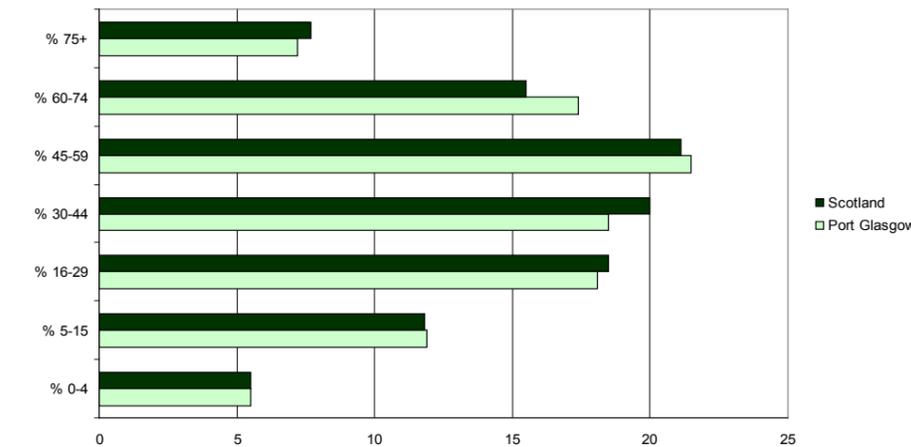
Latest population projections for Inverclyde estimate that by 2033 the population will have fallen to 66,611: a projected population decrease of -18%. This is a higher percentage than any local authority in Scotland. This is due to net migration and a falling birth rate. Accelerated decline in numbers of young people and a working age population will be balanced by a major increase in over 60s and is a critical issue. The *Tackling Depopulation Outcome Delivery Group* has set out a number of actions in its Delivery Plan

Tables/Charts 2.2 - 2.9 below summarise the Population Age, Households, Households Tenure, Labour Market, Education Profile and Household Car/Van Availability for Port Glasgow compared with the Scottish average, using 2011 statistics. Tables 2.10 & 2.11 summarise Population and SIMD (Scottish Index of Multiple Deprivation) data at Data Zone level using 2011/2012 statistics.

	Port Glasgow	Scotland
All People	15,414	5,295,403
% 0-4	5.5	5.5
% 5-15	11.9	11.8
% 16-29	18.1	18.5
% 30-44	18.5	20.0
% 45-59	21.5	21.1
% 60-74	17.4	15.5
% 75+	7.2	7.7

Table/Chart 2.2 highlights that up to age around 30 the age structure of the Port Glasgow population is similar to Scotland. There is however a smaller percentage of 30-44 and a higher percentage of 60-74.

Chart 2.2: Population Age (Census 2011)



	Port Glasgow	Scotland
Total with residents	6,995	2,372,777
% 1 person	37.1	34.7
% 2 person	29.6	34.0
% 3 person	17.1	15.1
% 4 person	11.5	11.5

Table 2.3 highlights the higher proportion of one person households in Port Glasgow (37.1% against 34.7% for Scotland). There is also a higher percentage of 3 person households (17.1% against 15.1%)

Chart 2.4: Households Tenure (Census 2011)

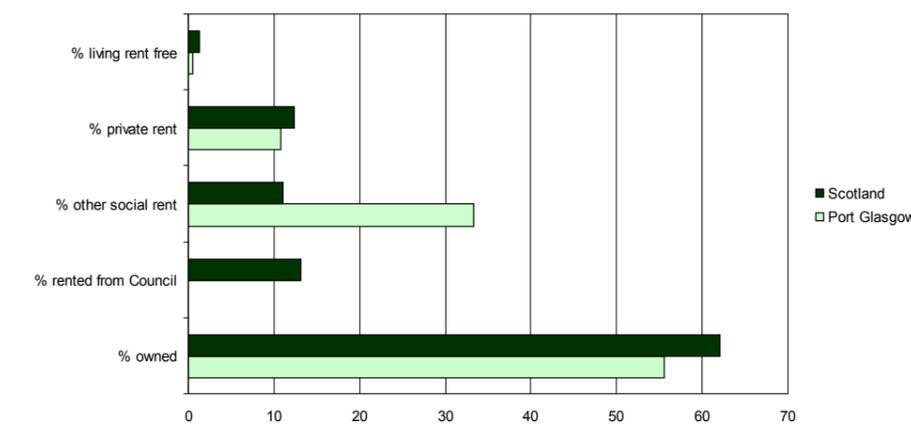


Chart 2.4 highlights that the percentage of owned household

tenure at 55.5% is lower than the Scottish average of 62%. The percentage of social rent at 33.3% is considerably higher than the Scottish average of 11.1%.

	Port Glasgow	Scotland
All persons 16-74	11,617	3,970,530
% economically active	60.9	69.0
% employees: PT	13.7	13.3
% employees: FT	35.0	39.6
% self-employed	3.5	7.5
% unemployed	6.2	4.8
% retired	16.0	14.9

Table 2.5 highlights the lower proportions of economically active (60.9% against 69% for Scotland, full time (35.0% against 39.6% for Scotland). The proportion of self-employed however is lower 3.5% against 7.5% for Scotland and the percentage unemployed is higher at 6.2% against 4.8% for Scotland.

	Port Glasgow	Scotland
All persons 16-74 in employment	6,270	2,516,895
% managers, directors, senior officials	4.8	8.4
% professional	8.8	16.8
% associate professional & technical	9.9	12.6
% administrative & secretarial	11.3	11.4
% skilled trades	13.1	12.5
% caring, leisure & other service	13.0	9.7
% sales & customer services	13.0	9.3

Table 2.6 shows that Port Glasgow has lower percentages of managers, directors, senior officials, (4.8% against 8.4% for Scotland) professional (8.8% against 16.8% for Scotland) and associate professional & technical occupations (9.9% against 12.6% for Scotland). Port Glasgow has higher percentage in caring, leisure & other service (13.0% against 9.7% for Scotland) and sales & customer services (13.0% against 9.3% for Scotland)

	Port Glasgow	Scotland
All persons 16 & over	12,724	4,379,072
% no qualifications	41.6	26.8
% highest qual. Level 1	25.8	23.1
% highest qual. Level 2	11.2	14.3
% highest qual. Level 3	10.2	9.7
% highest qual. Level 4+	11.3	26.1

Table/Chart 2.7 shows that the proportion of all persons sixteen and over with no qualification is much higher than the Scottish average (41.6% against 26.78%) and the proportion with highest qualification as level 1 (standard grade equivalent) is higher than the Scottish average (25.8% against 23.1% for Scotland)

Chart 2.7: Education (Census 2011)

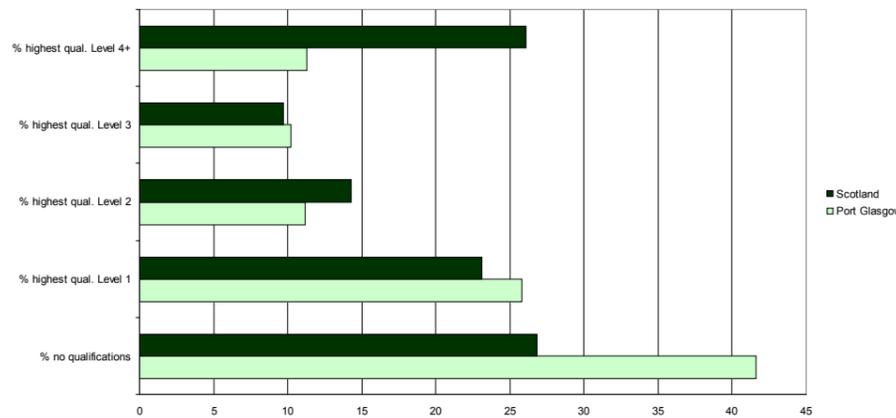


Table 2.8: Households Car & Van Availability (Census 2011)

	Port Glasgow	Scotland
Total with residents	6,995	2,372,777
% no cars/vans	44.7	30.5
% 1 car/van	37.8	42.2
% 2 cars/vans	14.0	21.6
% 3 + cars/vans	3.5	5.6

Table 2.8 shows that car/van ownership in Port Glasgow is consistently below the Scottish average e.g. 44.7% of households have no car/van against a Scottish average of 30.5%. The % with 2 cars/vans is 14.0% against 21.6% for Scotland.

Table 2.9: General Health (Census 2011)

	Port Glasgow	Scotland
All people	15,414	5,295,403
% very good	47.7	52.5
% good	28.2	29.7
% fair	15.3	12.2
% bad	7.0	4.3
Very bad	2.1	1.3

Table 2.9 shows that a higher proportion of Port Glasgow residents rate their health as bad at 7.0% against a Scottish average of 4.3%.

The corollary is that the percentage who rate their health as very good at 47.7% is lower than the Scottish average of 52.5%.

SIMD: Scottish Index of Multiple Deprivation

The **Port Glasgow Town Centre site boundary** straddles four Data Zones, the majority of the area is contained within Data Zones SO10004044, SO10004046, and SO10004048. The westernmost strip of the town centre, with no residential development is in Datazone SO10004049, so has not been included in this analysis. The three aforementioned Data Zones all extend southwards beyond the railway line. Data Zone SO10004048 covers the westernmost section of the town centre, including the Gallagher Retail Park, SO10004046 contains the central area and SO10004044 extends from Coronation Park southwards to Moray Road.

Population: In 2011 the population of the three Data Zones was 2,193 and this is the proxy population of the town centre. The table also shows the percentage of children, those of working and pensionable age across the three Data Zones.

Table 2.10: Population: Port Glasgow Town Centre Datazones (SNS 2011)

	SO10004048 ('Western' Area)	SO10004046 ('Central' Area)	SO10004044 ('Eastern' Area)
Total population	925	581	687
% children	17.3	8.4	12.7
% working age	60.0	58.9	54.9
% pensionable age	21.7	32.7	32.5

The 'Central' area (4046) has the lowest proportion of children with only 8.4%, compared to the other two Data Zones at 12.7% and 17.3%. Those of working age range from 55-60% across the three Data Zones, whereas the 'Western' area (4048) has a significantly lower proportion of residents of pensionable age at 21.7% compared to around 32.6% in the other two town centre Data Zones.

Deprivation Statistics: Data Zones in Scotland are ranked from most deprived (6,505) to least deprived (1) and for each type a Deprivation Decile from 1-10, with 1 being the most deprived decile and 10 the least deprived.

Table 2.11: SIMD: Port Glasgow Town Centre Datazones (SIMD 2012)

	SO10004048 ('Western' Area)	SO10004046 ('Central' Area)	SO10004044 ('Eastern' Area)
SIMD rank	1,421	546	237
SIMD decile	3	1	1
Current income decile	2	1	1
Employment decile	2	1	1
Health decile	2	1	1
Education skills & training decile	4	3	1
Geographical access decile	8	10	7
Crime decile	3	2	5
Housing decile	3	1	2

Data Zone 4044 ('Eastern' area) **deprivation ranking is within the highest 5%** in Scotland at 237, with Data Zone 4046 ('Central' area) within the highest 10% in Scotland.

In terms of the different types of deprivation (decile) Data Zones 4044 and 4046 have five types of deprivation within the highest decile. Data Zone 4048 has less deprivation in most of the categories, with Education, Skills and Training scoring in the fourth decile. Data Zone 4044 is the least deprived in terms of crime, in the fifth decile. Each Data Zone ranks significantly better in terms of geographical access (ranging from 7-10) reflecting their proximity to Port Glasgow town centre and its services/facilities.

Scottish Index of Multiple Deprivation (SIMD) Sources

- <http://www.sns.gov.uk/Reports/Report.aspx?ReportId=1&PostCode=PA14%205BP> West
- <http://www.sns.gov.uk/Reports/Report.aspx?ReportId=1&PostCode=PA14%205EH> Town Ctr
- <http://www.sns.gov.uk/Reports/Report.aspx?ReportId=1&PostCode=PA14%205PG> East

PLANNING POLICY CONTEXT

This section summarises the planning context for Port Glasgow Town Centre at the national, Inverclyde and local levels.

National

Delivering Better Places (2010)

This guide published by SG, aims to help public, private and community stakeholders identify good practice and improve their understanding of delivering better places. The fundamental elements identified are:

- Ensure good leadership;
- Co-ordinate delivery;
- Control provided by Spatial Development Framework or masterplan;
- Achieve quick & co-ordinated regulatory approvals;
- Exercise ownership power;
- Attract funding for advance infrastructure provision;
- Secure design quality through procurement strategies;
- Provide stewardship over time.

National Review of Town Centres & SG Action Plan (2013)

The National Review of Town Centres External Advisory Group Report: **'Community and Enterprise in Scotland's Town Centres (2013)** highlights the interdependence of a town centre's diversity and uses. The Review includes actions and recommendations under six themes namely:

- Town centre living;
- Vibrant local economies;
- Enterprising communities;
- Accessible public services;
- Digital towns;
- Proactive planning.

The Town Centre Action Plan: The Scottish Government Response (2013) is cross-government response and aims to put in place the conditions for the recommendations of the External Advisory Group to be delivered locally and to assist in local action. The response includes more than 44 actions.

Glasgow & Clyde Valley

Glasgow & Clyde Valley Strategic Development Plan (SDP)

The first Strategic Development Plan for the Glasgow and the Clyde Valley city region was approved by Scottish Ministers in May 2012. The SDP sets out a development strategy over the next 20 years highlighting where new development should be located and a policy framework to help deliver sustainable economic growth, shape good quality places and enhance the quality of life in the Glasgow and the Clyde Valley city region. The Plan focuses on growing the economy of the city region in a low carbon and sustainable manner and setting out a planning framework which positively encourages investment within Glasgow and the Clyde Valley. The Plan:

- Identifies a Network of Strategic Centres: primarily retail-based;
- Highlights the general need for active management & diversification.

Port Glasgow Town Centre is not strategic but identified as 'other centre'. The SDP also shows that:

- Core shopper population of Town Centre is a fraction of Tesco's;
- Greenock & Braehead are the main centres for Port Glasgow;
- Port Glasgow is complementary to support Greenock town centre.

Inverclyde

Inverclyde Alliance Single Outcome Agreement

The Inverclyde Alliance Single Outcome Agreement (SOA) is an agreement between the partners of the Inverclyde Alliance and the Scottish Government, designed to improve the prospects of Inverclyde and to secure a better future for Inverclyde's people. The vision agreed by the Alliance for the area is:

'Getting it Right for Every Child, Citizen and Community'.

Repopulation Plan (May 2013)

In May 2013 Inverclyde Council's Policy & Resources Committee approved a £1 million action plan to encourage people and businesses to move to the area. The repopulation plan includes a range of ten initiatives targeting three key areas:

- attracting new people and business;
- retaining the existing population;
- the promotion of Inverclyde as a tourist and visitor destination.

Latest population projections for Inverclyde estimate that by 2033 the population will have fallen to 66,611. (See Socio Economic

Profile.) This is a higher percentage than any local authority in Scotland. The result of continued depopulation will be a concentrated elderly, socially and economically deprived, 'high need' population and local service delivery will be affected, transport links could become unsustainable and a declining fiscal base could impact on sustainability of organisations and delivery of services. The Tackling Depopulation Outcome Delivery Group has set out a number of actions in its Delivery Plan including relocation support grants, a self-building housing scheme, employment opportunities, grant assistance for local business start-ups and promoting Inverclyde as a tourism destination

Inverclyde Local Development Plan: Proposed Plan: May 2013
The Proposed Plan that should be adopted this summer, is the Council's settled view as to what it considers should be the overall development strategy, providing a land use planning framework to guide development and investment in Inverclyde over the next 5-10 years and beyond.

Core & key locational policies include:

- Reducing carbon & energy use;
- Integrating land use & sustainable transport;
- Place making & green network: Port Glasgow & strategic coastal access routes;
- Promoting our town centres.

Spatial themes are:

- Economic Competitiveness;
- Sustainable Communities: Town centres & retailing;
- Natural Heritage;
- Energy & Infrastructure.

Inverclyde Economic Regeneration Strategy 2011-14

The document sets out Inverclyde's economic priorities, building upon key themes identified within the Scottish Government's Economic Strategy. The strategy focuses on four key cross-cutting themes namely:

- People: confident, skilled and enterprising communities;
- Business: attract, create & develop modern & competitive businesses;
- Place: an exciting place in which to work, live, visit and invest;
- Partnership: facilitate & influence to maximise local impact.

Riverside Inverclyde Five Year Business Plan 2012-17

The revised Business Plan for 2012-2017 sets out investment plans for Riverside Inverclyde (ri) for the next five years in the context of restricted government funding and a two year funding allocation

from the Scottish Government for 2012-2013 and 2013-2014. The refreshed Plan (2014-2017) prioritises projects that:

- directly and indirectly support employment and deliver the highest economic impact;
- have the ability to leverage additional funds from the public and private sector; and
- demonstrate fit with key sectors (particularly energy & renewables and tourism/leisure). Creative Industries is also an area which will be promoted.

The Plan also recognised that a limited amount of place competitive investment (town centre regeneration activity) is required in order to assist Inverclyde address larger issues such as depopulation and the attraction of new investment, particularly from the private sector.

Inverclyde Economic Development & Regeneration Plan 2014-2017

In May 2013 Inverclyde Council, Riverside Inverclyde and Scottish Enterprise announced a new Single Operating Plan approach to Inverclyde's economic regeneration in a three year £22M series of projects and investments for the area. The plan includes:

- A clear focus on creating, attracting and safeguarding more jobs in Inverclyde;
- A new joint delivery model for regeneration in Inverclyde involving all partners;
- A £22m investment programme; and
- Strengthened governance arrangements.

The new joint delivery model for regeneration aims to:

- Grow and diversify the business base;
- Increase Inverclyde's capacity to accommodate private sector jobs;
- Boost skill levels & reduce worklessness;
- Accelerate regeneration of strategic employment sites & town centres;
- Progress renewal & economic regeneration of the most disadvantaged areas;
- Co-ordinate action & investment partners.

Inverclyde's Tourism Strategy 2009-2016

Inverclyde's Tourism Strategy aims to maximise the potential that exists to develop the tourism product in the area and sets out the priorities for all strategic partners to work towards over the seven years. The strategy includes six key objectives namely to:

- Develop quality market information;
- Exceed visitor expectations;
- Develop effective partnerships for tourism in Inverclyde;

- Improve the quality and range of the tourism product through innovation and product development;
- Market and promote the Inverclyde tourism product;
- Develop innovative, aspirational projects for the future.

Port Glasgow

Port Glasgow Community Futures Action Plan: 2007-2012

The Action Plan was prepared in 2007 following extensive community engagement. The process was initiated by Inverclyde Community Development Trust and the Plan contains the views of local people on:

- Port Glasgow now;
- Vision for the future of the town;
- Issues that matter most;
- Priorities for action.

The Action Plan is structured around ten themes namely:

- Doing more for young people;
- A town centre to use & be proud of;
- Pedestrian & public transport connections;
- Improving shops;
- Family & pedestrian friendly environment;
- Recreation & play;
- Our heritage, our river, our future;
- Community safety;
- Developing care & social services;
- Building the strength of our communities.

Town Centre Business Profile

A survey of ground floor units in Port Glasgow Town Centre in July 2013 highlighted the following statistics:

- Independent: 48/57.1%
- Multiple: 21/25%
- Vacant: 14/16.6%
- **Total: 84/100%**
- Convenience/service: 54/64.2%
- Hair/Beauty: 8
- Take Away: 7
- Comparison: 15 (Charity: 5) 17.8%

Business interviews (10) highlighted that **surprisingly 9 (90%) of the businesses say that at least 80% or more of their custom is from regulars, and 6 (60%) coming mostly from Port Glasgow.**

Clearly regular and loyal local shoppers are particularly important to Port Glasgow town centre. The local function of the town centre is reinforced by and shapes the strong convenience/service offer.

The status of Port Glasgow Town as a **traditional local centre** with a strong convenience retail/local service function has to some extent been changing from mainly serving its local population to providing more generally for the eastern part of Inverclyde. This extended role and function has been encouraged through the **planned extension of the town centre** to include the Tesco Extra store and the Waterfront West development site (Port Glasgow Shopping Park) that will accommodate B&Q, Costa Coffee Drive Thru and a Marstons Family Pub Restaurant. The Local Development Plan highlights that main function of the extended centre is to provide at the appropriate scale, an opportunity for the development of new larger units of retail floorspace, which cannot be readily accommodated elsewhere.

The business interviews that were undertaken however highlight that the existing car borne users of the Tesco Extra **do not use the town centre** and this is unlikely to change in the future without radical interventions.

Recent & Committed Town Centre Investment Since 2007

Inverclyde Council have actively promoted investment in Port Glasgow Town Centre since 2007. The main highlights are:

- Port Glasgow Library: upper floor let to CMAL with 15 jobs;
- SG Town Centre Regeneration Fund;
- Environmental improvements : Town Hall/Princes St;
- East entrance: public art.

IC/STP

- Bus station: Princes St car park: Higholm Park n'ride.

RI/IC

- Former Peacocks : Joint Service centre: 40 jobs & IC training centre;
- Scarlaw Street: small business centre: contract let;
- Empty shops initiative: John Wood Street;
- Western entrance : public art: sculpture: being progresses.

Gallagher:

- Costa Drive Thru: Marston Family Pub: B&Q.

PROPERTY MARKET CONTEXT

Market Context

Scottish economic growth fell to 0.2% during Quarter 4 of 2013. Growth was depressed by an estimated -0.2% by events at the Grangemouth refinery. The final quarter performance contributed to annual growth for 2013 of 1.6%. Growth is now entrenched across economic sectors and forecasters anticipate this will continue.

The Consensus forecast for UK economic growth published by HM Treasury in April 2014 predicts 2.8% growth in 2014 and 2.4% in 2015. The Ernst & Young (EY) Item Club has raised its growth forecast for 2014 to 2.9%, in line with the International Monetary Fund's forecast and above the 2.7% growth predicted by the Office for Budget Responsibility (OBR). For Scotland, Fraser of Allander Institute's central forecast published in March 2014 is for growth of 2.3% for 2014 and again in 2015.

The Bank of Scotland Purchasing Managers Index for April 2014 (2014 PMI = 54.8) was slightly lower than that recorded for March but overall still indicates a good growth rate. New work inflows and improved conditions and confidence led to the seventeenth consecutive monthly rise in employment. Manufacturing export business did however decline for the third month in a row.

The Scottish unemployment claimant count was 3.8% in February 2014, down from 4.9% in February 2013. The broader ILO measure of unemployment fell on a quarterly basis to 6.5% for the three months December 2013 - February 2014, and was down by 0.8% over the year.

The Committee of Scottish Clearing Bankers confirms the number of new business accounts opened during the second half of 2013 totalled 5,562. This was down by 4.4% from the same period of 2012. The largest share of new businesses (1,509 or 27%) was in the real estate, renting and other business sector.

Companies House reports a total of 638 business liquidations in Scotland in the six months from September 2013 (5.7% of the UK total). This is an increase in both the number (552) and the UK share of liquidations (4.1%) compared with the preceding six months.

Retail sales in Scotland were 3.8% lower on a like-for-like basis over the 12 months to March 2014 (Scottish Retail Consortium/KPMG).

In summary, economic growth, employment surveys and forecasts

all point towards a sustained and continuing improvement in Scottish economic performance. Business formation and failures, and manufacturing exports and retail performance are the remaining areas of weakness. This resumption of sustained growth is notable against the back cloth of a public sector austerity programme which has reduced employment by around 26,000 over the past four years.

Residential Property

House prices in Scotland decreased by -4% during the first quarter of 2014 although there was a 3.5% increase on an annual basis according to Registers of Scotland. Lloyds Banking Group suggests there was a decrease of -0.9% in Q1 with an annual decrease of -1.5%. However, according to Nationwide there was an increase of 2.3% Q1 and an annual increase of 7.6%. Meanwhile, by the end of 2013 loans for house purchases reached their highest level since 2008. These mixed price trends reflect a market which is becoming more active but is not yet in full growth mode.

Registers of Scotland reports that the average price of a residential property in Inverclyde in Q1 2014 was £128,340 an annual rise of 24.9% which is well above the national average. The average price of a detached house in Inverclyde was £114,874 (29.5% rise); a semi-detached £114,874 (-4.5%); terraced £94,631 (9.7%); and flatted £87,847 (28%).

Private sector development has been focused primarily at Kingston Dock where Taylor Wimpey and Persimmon have constructed a range of terraced, semi-detached and detached houses during the first phase. The second phase, undertaken by Persimmon alone, is almost complete with eight homes remaining for sale. There is a third phase of development proposed in partnership with Link Housing Association.

The Gourock Ropeworks building was converted around 2007/08 to provide 35 loft apartments. There were also plans to construct 98 flats within four 7 storey blocks adjacent to the Ropeworks but these have yet to be developed.

In the social rented sector, River Clyde Homes has also been active with 195 units built over three sites - Woodhall Terrace, Oronsay Avenue and Moray Road. There is planning consent for the construction of a further 20 units at Woodhall Terrace.

Retail

According to the Scottish Retail Consortium in February 2014 total retail sales decreased -by 1.0% compared with February 2013. Like-for-like sales decreased by 2.5% over the same period. Scottish Government data on wider retail expenditure, rather than in shops,

does however indicate that spending is growing again.

Against a background of weak consumer expenditure growth and competition the retail sector continues to face a challenging outlook. This is particularly true of small to medium-sized towns which are being squeezed between prime city destinations, out-of-town retail parks and superstores, and migration of expenditure on-line.

The traditional retail core within Port Glasgow has been focused on the Princes Street/King Street/Church Street area. Retailers present include discount food retailers such as Farmfoods and Iceland, Coral and Ladbrokes bookmakers, Aulds the Bakers and a number of local retailers.

In line with other UK town centres there have been store closures, including Peacocks. However, Port Glasgow has also attracted new investment from Tesco, B&Q, Costa Coffee and Marstons Taverns at Gallagher Shopping Park located on the edge of the town centre. The relationship between the traditional town centre and this adjacent prime retail destination is a critical consideration for the emerging masterplan.

Supermarkets in Port Glasgow are Tesco (Gallagher Retail Park) and Lidl (Newark Street).

There is only one specific retail requirement¹ for a retail unit in Port Glasgow from Yorkshire Trading Company

Gallagher Developments has planning consent for a third phase of 10,219 sq m of non-food retail warehousing at Gallagher Shopping Park. There is understood to be interest from various retailers but no firm commitments as yet. It is likely that this development will be attractive to a range of retailers requiring large, modern floorplates with ample car parking within a prominent position. Therefore emerging new demand from national multiple retailers is likely to prefer this new development to existing, traditional town centre units.

Excluding this proposed development at Gallagher Shopping Park, there are currently eight retail properties available in the town

¹ Source: Focus

centre totalling 1,326 sq.m. The vacancy rate is 16.4%², which is above the Scottish national average of 10%.

There have been 10 retail deals in Port Glasgow as a whole since January 2011; the table below shows a selection of recent transactions. Larger transactions have tended to be at out-of-town retail parks and unit shops in the town centre.

Table 1: Port Glasgow Retail Deals (January 2011 – March 2014)

Address	Size (Sq m)	Comments
40-46 Princes St	791	Sold for investment purposes to an undisclosed buyer for £470,000 (£594 per sq m) in December 2013
10 Robert St	33	Sold to an undisclosed buyer on confidential terms in September 2013
19-29 Princes St	724	Sold to Riverside Inverclyde (Property Holdings) Ltd for £127,500 (£176 per sq m) in April 2013
11-17 Princes St	521	Sold to an undisclosed buyer on confidential terms in August 2012
10 John Wood Street	85	Leased May 2013 to Mrs Lisa McAleese & Mrs Lynsey Airth on a one year lease at £8,000 per annum (£94 per sq m). Lease renewed for a further year on 06/05/13 on same terms.
5-9 Princes St	185	Sold for investment purposes to an undisclosed buyer for £60,000 (£325 per sq m) in April 2013
48 - 50 Princes Street	825	Leased January 2012 to Mr Hanif on a ten year lease at £10,000 per annum (£12.12 per sq m)
7 King Street	72	Leased January 2012 to Mrs Nicola McLennan on a one year lease at £5,600 per annum (£78 per sq m). Lease renewed for a further year in January 2013 on same terms.

² Source: CoStar

8 Bay Street	46	Leased July 2011 to Glasgow Recycling Centre on a one year lease at £4,500 per annum (£97.83 per sq m)
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Office Property

Demand for office property across Scotland is strengthening as markets recover in line with the wider economy. Recovery is strongly focused upon prime locations in major cities, with office take-up across Scotland’s largest three cities (Aberdeen, Edinburgh and Glasgow) reaching record levels in 2013/14.

Within the Inverclyde area, the main office market is found within Greenock. Offices in Greenock tend to be located on upper floors and standalone buildings around the town centre. There is also office accommodation within Valley Park Business Park at Spango Valley and Riverside Business Park at Pottery Street. Riverside Business Park has been developed by Riverside Inverclyde and has successfully secured a number of tenants such as IBM.

The office market in Port Glasgow is very limited. CoStar records a total of eight properties providing just under 6,000 sq m of office space. Across this office stock, there is a vacancy rate of 25%. Within the town centre, office space is generally located on the upper floors of retail properties.

There are currently four office spaces available in Port Glasgow totalling 1,520 sq.m, according to CoStar. This available space ranges from 266 to 694 sq m.

Since 2011 there have been 2 office transactions in Port Glasgow town centre totalling 940 sq.m. A selection of recent deals is shown in Table 2.

Table 2: Port Glasgow Office Deals (January 2011 – April 2014)

Address	Size	Comment
49 Princes St (2 Office Units)	803	Sold December 2013 to Mr McCaig for £68,000 (£85 per sq m)
36 - 38b Princes Street	137	Leased July 2011 to Novatech on a three year lease at £6,003 per annum (£)

In addition, Riverside Inverclyde has purchased a vacant property at 20 Scarlow Street in the town centre with the intention of developing this as a business centre. This refurbished space will

be aimed at small-medium sized enterprises and provide similar facilities as Victoria House in Greenock.

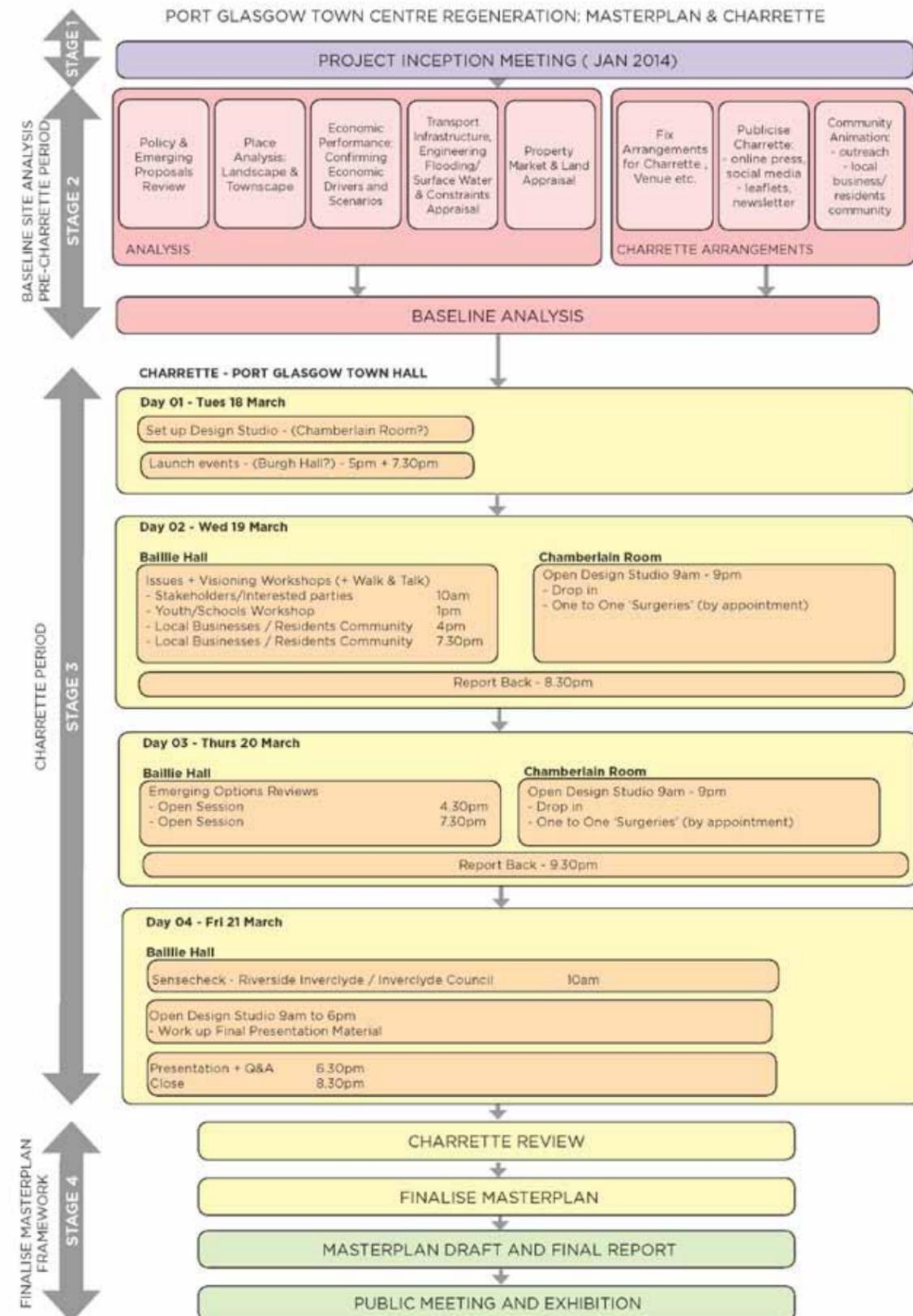
Port Glasgow Charrette Market Assessment

Property Market Challenges:

- Greenock takes nearly half of Port Glasgow’s expenditure
- Braehead takes a further one-fifth to one-third
- core shopper population is 918 people (Tesco has 14,000 !)
- inability of small & less commercial users to cover property obligations
- commercial: rent, rates, leases
- regulatory: environmental, building, licensing, planning
- proactive intervention: remove investment barriers: packaging opportunities
- landlord difficulties with new market term: historic debt & absenteeism
- market & policy direction: community enterprise & new forms of business ownership: do not fit well with the established property market
- responding to changing consumer habits: too much retail space: opportunities
- no multiple retailer demand but investment in Shopping Park

DESIGN CHARRETTE PROCESS

This Chapter summarises the Port Glasgow Town Centre Regeneration Strategy & Masterplan Charrette that was held in the Baillie Hall Port Glasgow Town Hall between 18 -21 March 2014 and The Charrette included the following main events:



Participants

The stakeholders involved in the Charrette are recorded in Appendix 1 (Sign-In Sheets) and included:

- Riverside Inverclyde;
- Inverclyde Council Councillors;
- Port Glasgow West Community Council;
- Port Glasgow Traders Association & individual business owners;
- Tesco Stores;
- Transport Scotland;
- Historic Scotland;
- Scottish Government;
- Scottish Wildlife Trust;
- Scottish Environmental Protection Agency;
- Police Scotland;
- Federation of Small Business;
- Inverclyde Community Development Trust
- Lower Clyde Greenspace
- Inverclyde Council officers (Development Management, Regeneration & Planning, Transportation, Education Communities & Organisational Development, Community Planning, Street Scene, Housing Strategy, Property Assets)

Port Glasgow Town Centre Regeneration Strategy & Masterplan Charrette: Aims

The fundamental aim of the four day charrette was to help shape a realistic, feasible and integrated regeneration strategy and masterplan for Port Glasgow Town Centre. This included establishing priorities for regeneration investment and the character and form of development over the next ten years and to ensure the support of local residents, businesses and key stakeholders.

Community Animation & Port Glasgow Shared Campus

In the two weeks running up to the charrette, a team from arts organisation *WAVEparticle* hosted a number of community consultation events in and around Port Glasgow. These events included a day in Tesco on Thursday 13 March where *WAVEparticle* had two teams – the first was set up in a gazebo in the forecourt of the store, striking up conversations with local people about aspects of life in the area. The second team was based in a caravan outside the store and made short video portraits of contributors. Here local artist Emma Kelly developed her ‘T for Talk’ project by inviting contributors to remember the rich history of Stanley Spencer in Port Glasgow and asking what we should do to build upon Port Glasgow’s rich cultural history- contributors got a free cup of tea and piece of cake! Around 100 individuals were involved.

WAVEparticle also held “*Postcards from the Future*” workshops at Port Glasgow Shared Campus where nearly 90 S1-S3 pupils were invited to look ahead to the year 2024 and share ideas as to how they imagined their hometown may have altered and what changes they would like to see ten years from now. The ‘*Postcards*’ were on display at the charrette and two prizes for outstanding ‘*Postcards*’ were awarded. *WAVEparticle* also used a large format aerial photo to discuss issues and record interviews with local people. The resulting portrait photos and recordings were used in an audio/visual presentation at the Closing Event.

Publicity

The charrette was publicised with articles in the Greenock Telegraph in the two consecutive weeks prior to the events and the Inverclydenow, Riverside Inverclyde and Inverclyde Council websites. Posters and flyers were distributed to local shops and community buildings. A Facebook page was set up and had 76 ‘likes’ up to Closing Event and a Twitter account was set up that had 22 followers. Three briefings were also e-mailed to more than 300 contacts on a database that was compiled by the Design Team.

Port Glasgow Town Centre Regeneration Strategy & Masterplan Charrette:

Day by Day & Overview of Relevant Meetings

The Design Studio was set up in the Baillie Hall in the Town Hall and was operational from Wednesday morning: 19 March. Three public presentations were the ‘milestone’ elements at the beginning, middle and end of the charrette and the middle and end events included small exhibitions. Three targeted working sessions were organised through the four days. The charrette also offered opportunities for the public and interested parties to ‘drop in’ to the Design Studio to have their say about the future development of Port Glasgow Town centre. At the end of the process the Design Team presented a comprehensive Regeneration Strategy and Masterplan that included a series of development framework option plans for the main opportunity sites that had been agreed.



Tuesday 18 March

The **Opening Event** was held at 7.00pm in the Baillie Hall. Around 21 people (including the Design Team) attended the event. After a short presentation from the Design Team, the plenary session went into three smaller groups to identify the current strengths and weaknesses of the Port Glasgow Town Centre ‘offer’ and these are summarised below.

Opportunities	Constraints
<ul style="list-style-type: none"> - Existing independent businesses: encourage more diversity - Broader mix of uses in town centre - Inverclyde Council’s Joint Services Centre: opening soon - Opportunities for café/restaurant: improve choice /quality - Residential: town centre living & upper floors: increase population & more diverse population - Evening economy: families & distinctive - Guide to the town centre: what’s available - History & heritage - Green links: walk & cycle: Devol Glen, Birkmyre Park, Coronation Park to Waterfront - Encourage new business: fresh blood - Enterprise: start-up & ‘growth’ accommodation - Improve links to Kingston Dock housing - Manage parking better: short term visitor & long term workers - Safeguard existing business - Events programme: food & drink/cycling - Mirren Shore/Steamboat Quay: waterfront opportunity - Town Centre access off Tesco roundabout - Bridge link across A8 to Coronation Park - Improved waterfront walk/cycle way - Demolish derelict buildings like Monty’s Pub - Community garden & local growing - Third sector & social enterprise opportunities - Improve connections to rail station - Cruise ships visiting Greenock - Coronation Park possible user group - Help independent businesses with social media/marketing - High quality design & materials - Better manage/maintain existing buildings - Free Wi-Fi - World Host accreditation 	<ul style="list-style-type: none"> - Vacant properties are too large - Severance: A8 crossing to waterfront difficult Perceived lack of vehicular access to Town Centre off A8 - Link between Tesco/B&Q is non existent - More development of the retail park - Park N Ride: perceived security concern-Perceived fear of crime - Land ownership: fragmented & ransom land - Absent landlords - Changes in retail: internet/multi-channel - Restaurant offer is poor - Pubs are not family friendly

The initial 2024 summary **vision** for Port Glasgow Town centre that emerged from the discussion was based on the following elements:

- Well maintained distinctive showpiece town centre for Inverclyde: great first impression;
- More diverse independent business;
- Choice of cafes/family restaurant: improved family friendly evening economy: quality eating/drinking
- Providing a real choice of quality town centre housing: vacant property & above shops: target commuters with good public transport;
- Less betting/fast food/charity shops;
- Better links to retail park: improved town centre accessibility;
- Promote distinctive heritage.

Already some clear structuring principles started to emerge for the Design Team to explore using base plans and illustrative drawings. The principles included:

- Empty or underutilised buildings: vacant & underused property: incompatible unattractive architecture;
- Random location of essential public services;
- No focal point for town centre;
- Opportunities included:
 - Green walking/cycling Links to Birkmyre & Coronation Park & waterfront
 - Town Hall/ Princes/Church St Site & new ‘leg’ to roundabout
 - Mirren Shore/Steamboat Quay: waterfront development

Wednesday 19 March

The second full day of the charrette involved around 26 people as part of the morning/early afternoon **Technical Stakeholders' Workshop** held at the Design Studio. The workshop was attended by the various statutory, voluntary, community organisations that have an interest in Port Glasgow Town Centre. The morning began with a 'guided walk about' that was an ideal opportunity for stakeholders and the Design Team to informally discuss issues and see particular opportunity and problem sites/buildings. The group then returned to the Design Studio for a series of technical briefings and detailed discussion to refine some of the implications of the emerging structuring principles including in particular:

- Access + Connections: pedestrian, cyclist, public transport, car, waterfront roads, streets & path networks;
- Place-mending: public facilities, open space, development opportunities, housing;
- The Town Centre Offer: retail/service/café/pubs/enterprise/employment;
- Community assets buildings & facilities.

Around 22 people attended the **Businesses & Community Representatives Workshop** on Wednesday evening at the Design Studio. A wide range of issues were discussed around

- Actively **broaden mix of uses** in Port Glasgow Town Centre to include:
 - commercial & employment uses: Scarlaw Street;
 - community services: Joint Service Centre, Health Centre;
 - leisure: library & swimming pool but what about more use of Town Hall: gym/small cinema;
 - residential: commuter singles/couples & older people/demographics;
- Promote functional & actual links to Shopping Park: opportunities for joint Traders association & Tesco initiatives;
- Improve & make more of connections to Upper Port Glasgow & views/vistas in the town centre;
- Promote more enterprise & entrepreneurship: use meanwhile uses like TestTown;
- Invest in/promote evening economy: pubs with more of a family focus & complement Marstons etc offer (e.g. Successful diversification of Gourrock town centre at Kempock Street);

- Independent business support for marketing using social media (ILA/FTO) & Town Centre Team;
- Manage parking to allow short shopper visits;
- Improve access to rail station and promote availability of public transport (rail/bus);
- Need to take account of existing businesses and local jobs in Mirren Shore: where could they be relocated to with affordable rents?
- Responding to higher expectations: ensure town centre provides value service entertainment;
- Invest in Industrial heritage: creative industries/arts & digital: visitors;
- Community assets like Coronation Park need to be improved: slipway is an opportunity;
- Opportunities for community ownership of heritage buildings: Community Development Trust.

The Design Team continued to prepare plans, drawings and illustrations based on the emerging structuring principles that would be presented at the Interim Public Review on the Thursday.

Thursday 20 March

The third full day of the charrette included a **Housing & Land Owners Forum** in the morning held at the Design Studio and attended by 8 people. This was an ideal opportunity to engage directly with housing specialists/housing associations and to hear first-hand their view of Port Glasgow Town Centre and the emerging recovering housing market. It was clear from the discussions that house builders viewed Port Glasgow Town Centre as very much a 'cold location'. Therefore RI/IC have to work hard to present the best case for housing investment and look to de-risk particular opportunities that were being marketed. The discussion was also set in the context of the very successful Persimmon Kingston Dock projects and the Inverclyde Alliance Repopulation Plan (see Chapter 2).

It was agreed that in order to market sites RI/IC had to be very proactive and provide front end servicing, secure planning permission, use the 'repopulation plan' incentives. The forum agreed that the target markets in Port Glasgow Town Centre were:

- Affordable owner occupation: non family housing;
- Good quality mid-market rent: young professionals;
- Custom build & small local builders;
- Older people: housing options.

Around 15 people attended the **Interim Public Review Workshop and Exhibition** on Thursday evening at the Design Studio. The discussion focussed on fundamental strategic interventions including:

- Need to focus on improving the Port Glasgow Town Centre offer: distinctive diverse use & quality place mending;
- Connecting Coronation & Birkmyre Parks: National Cycle Route 75 to the proposed Waterfront cycle/walk route;
- Opportunities for new leg on the Tesco roundabout that would make development around the Town Hall even more attractive;
- Opportunities for waterfront development and river bus stop at Mirren Shore/Steamboat Quay;
- Action Plan with economic and community development projects.

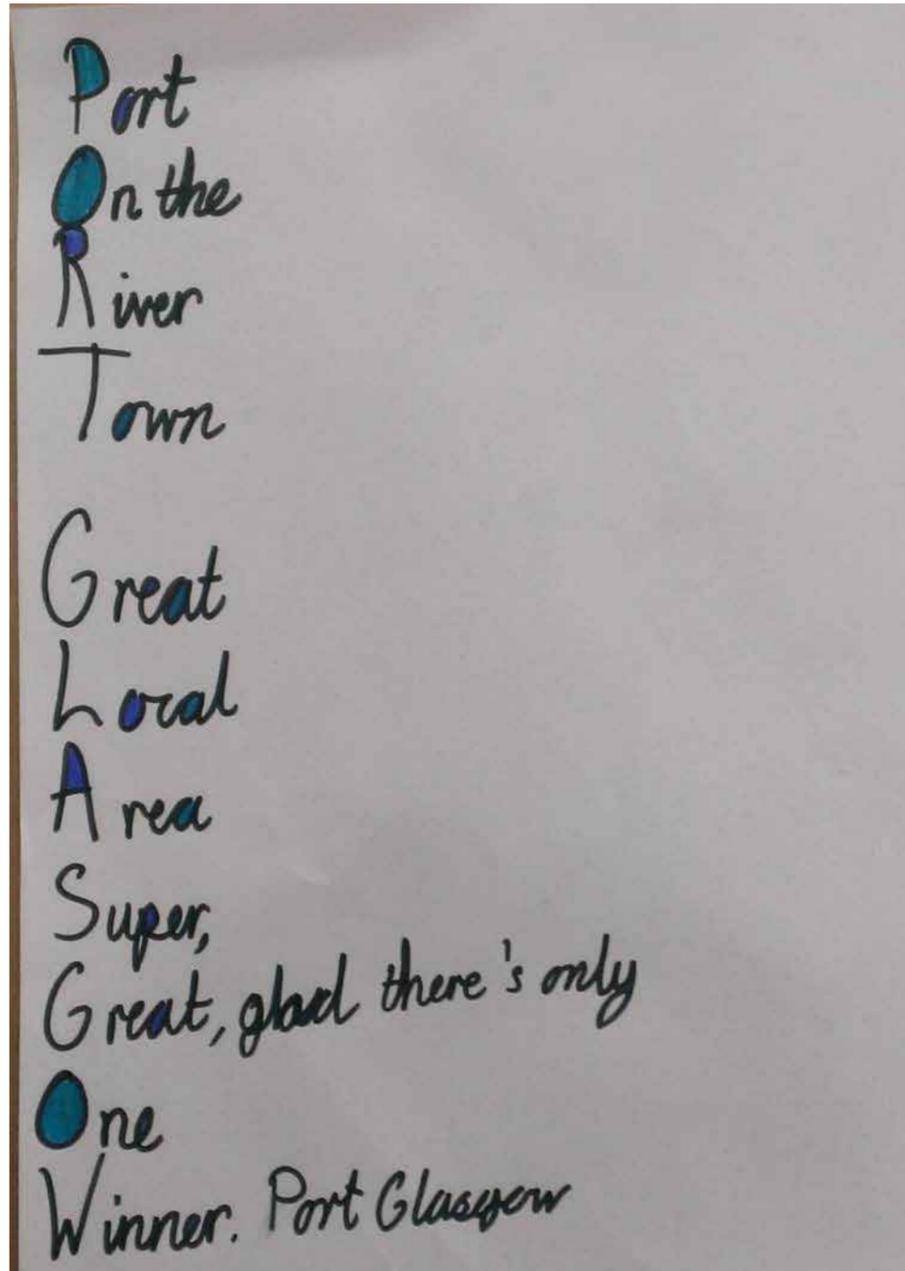
Early studies for the potential development sites were shown. A number of people stayed on to hold one to one discussions with the Design Team.

Friday 21 March

A **'Sense Check' Meeting** was held with around six Riverside Inverclyde/Inverclyde Council Technical Officers at the Design Studio. This was an opportunity to review the strategic principles driving the Regeneration Strategy and Masterplan and some of the detailed emerging layouts. The result was that there was an opportunity for the Design Team to revise and refine the proposals to take on board some of the technical issues that had been identified. Meanwhile the Design Team continued to progress the Masterplan and the final presentational material.

The **Closing Event and Exhibition** was held in the Bailie Hall in the evening and attended by around 15 people. The event included an exhibition of the Design Team's work and a final opportunity for one to one discussions with the Design Team and this was followed by a presentation of the emerging final Regeneration Strategy and Masterplan. The Design Team's presentation included town centre context analysis and fundamental issues, spatial strategy, illustrated key strategic moves, schematic and layouts and diagrams that highlighted proposals to improve connectivity in particular the foot/cycle path network and develop key sites. The event included a sound and vision presentation from Peter McCaughey/ WAVEparticle based on interviews with local people and the closing remarks were made by Inverclyde Council Provost Robert Moran.

The charrette outcomes are summarised and illustrated in the next Chapter.



CHARRETTE THEMES



Port Glasgow Charrette Themes

Emerging from our research and survey analysis of the Town Centre, and reinforced and refined through discussion with participants in the pre-Charrette and Charrette consultation events, were a series of recurring themes, issues and topics to be addressed in the Spatial Masterplan and Regeneration Strategy.

Making Connections

As noted elsewhere the study area comprises a series of component parts, often separated by significant road or rail infrastructure. Even where barriers do not exist, there is a strong perception that the Town Centre does not enjoy positive links to the retail park, Coronation Park or the communities of Upper Port Glasgow.

There persists a sense that there is significant footfall to, for example, Tesco but that this fails to translate into a busier Town Centre some 300m east. Interventions and initiatives to encourage increased activity in the Town Centre are fundamental to successful outcomes of this Regeneration Strategy. It has been heartening that the charrette has encouraged joint initiative between Tescos and traders in the Town Centre. Coupled with adjustments to the physical connections this can start to encourage joint benefits for the Town Centre and retail park.

Making better connections (physical, economic, social) will greatly enhance the vitality and sustainability of a mixed use Town Centre serving the whole of Port Glasgow and beyond.

Coronation Park

The Park is clearly cherished by the folk of Port Glasgow. It was probably the issue most frequently raised by charrette participants, regularly citing it as a great but underperforming asset. Coronation Park feels cut off from the Town, principally by the A8 dual carriageway. Whilst there has been recent investment in significant children's play equipment, the Park requires further investment to improve facilities. Funding has been sought and further efforts are required to make the Park a year round amenity for all.

Access to Waterfront

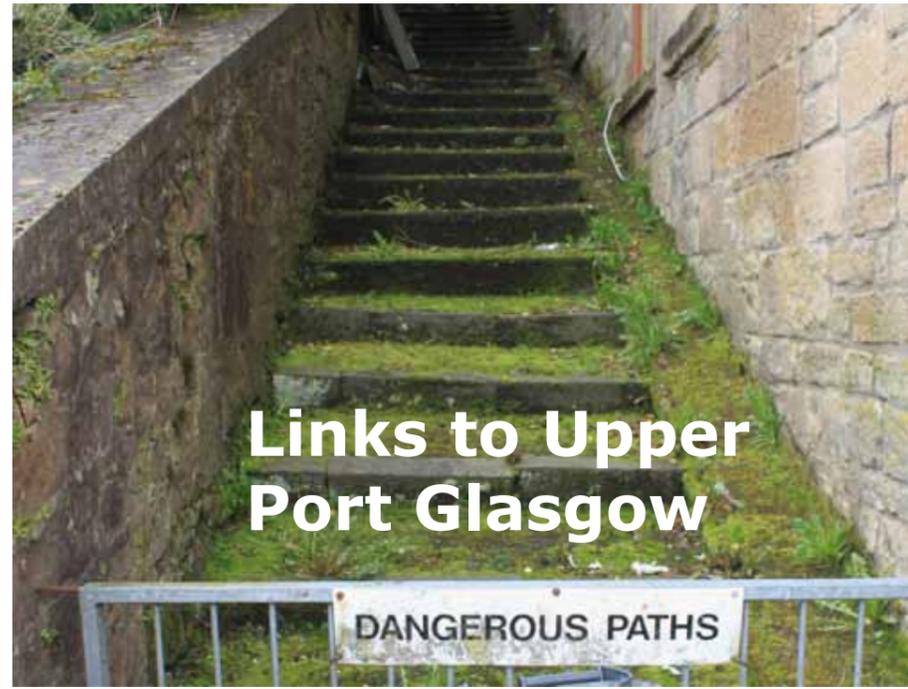
One of the best aspects of Coronation Park is that it provides direct access to the waterfront. This is recognised as being very important, though many charrette participants felt that waterfront routes for walkers and cyclists beyond the Park, both east and west, were inadequately integrated. It was noted that initiatives to enhance these routes is in hand and this Strategy makes recommendations about this specific matter.

Mirren Shore was also noted as a key waterfront location. Whilst the quayside is publicly accessible there is a sense that it is a hidden gem, unfamiliar to many folk in the town. This presents interesting opportunities to redefine Port Glasgow's relationship with the waterfront.



Severance

The A8 and the railway are obvious barriers to enhanced connectivity between parts of the study area. Many charrette participants highlighted the negative impact the A8 has in separating Coronation Park and Mirren Shore from the Town Centre. Similarly the railway restricts links to the Town Centre from the hillside and Upper Port Glasgow.



Links to Upper Port Glasgow

The network of paths up the hillside in Port Glasgow was regularly highlighted by charrette participants as needing attention. To encourage a greater sense of the Town Centre offering something for everybody in the town improved links south to the significant neighbourhoods of Upper Port Glasgow is essential.

Coupled with enhanced public transportation, improvement to the pathways and stairs is necessary to create safe and pleasant routes to and from the Centre. Initiatives to enhance Birkmyre Park, and in time Devol Glen, offer scope to improve routes associated with parkland and natural habitats. In addition there is scope to consider prioritised investment to upgrade key routes and improve linkages, and encouraging healthy activity.



Living in Town Centre

Unlike many similar towns Port Glasgow has a reasonably dense resident community. This was recognised as a positive aspect of the Town Centre, albeit there is a perception that there needs to be a greater range of housing options to enable people to 'age in place' catering for different sized family units and circumstance.

Augmenting the existing housing stock with new, low carbon dwellings located in the Town Centre was cited as a goal for the Masterplan and Regeneration Strategy.



Evening Economy

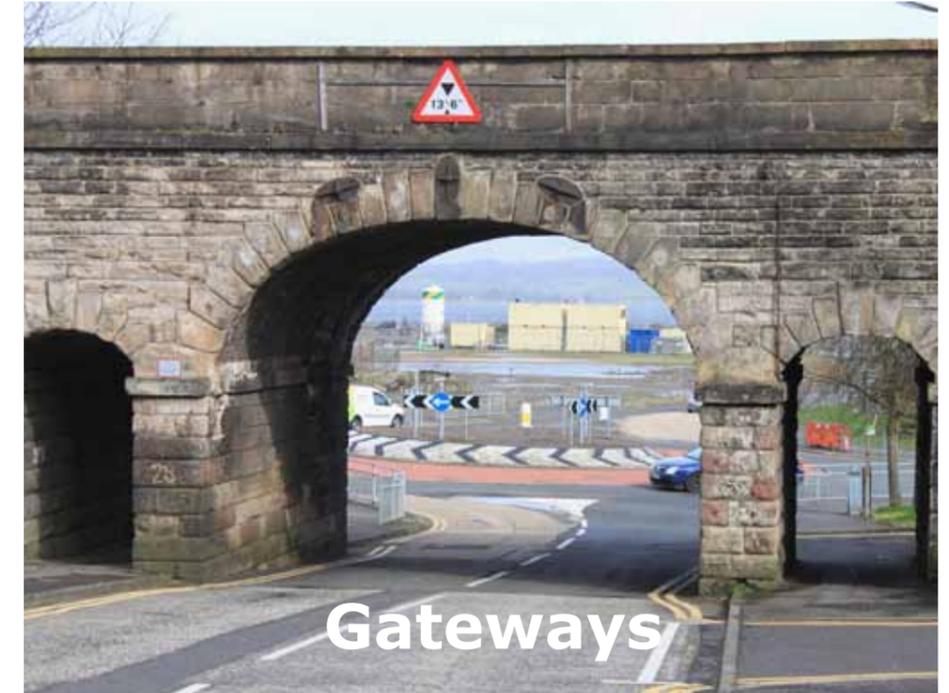
Many participants bemoaned the paucity of a vibrant and thriving evening economy. All referred to a restricted offer for evening activity in the town. Many shared anecdotes of the predominance of fast food outlets and pubs catering for a narrow spectrum of the population. There's a strong desire to have a more diverse offering of different leisure options within the Town Centre that create a more family friendly environment so that there is a greater degree of choice and quality on offer.



First Impressions

Port Glasgow fails to give a good first impression. When approached along the A8 the Town Centre is obscured by unattractive walls, road infrastructure and paraphernalia. It is not immediately apparent to many road users how to access the Town Centre by road.

Arriving by train and bus is better than it used to be. Nevertheless there is still significant room for improvement and enhanced orientation is essential.



Gateways

Access from the south requires access over or under the railway. These points of entry into the town centre all require enhancement and can help announce entry to an attractive, safe and welcoming environment.

In each instance first (and future impressions) of the Town Centre would be enhanced by environmental adjustments to the town setting. In addition 'gateways' announcing arrival into Port Glasgow Town Centre would greatly assist in creating a positive first impression.



TransPort Glasgow

TransPort Glasgow

Port Glasgow enjoys excellent public transport links. Further enhancing public transport passenger facilities and services to encourage increased patronage, more visitors to the town and enhanced community access to the Town Centre services is fundamental to a sustainable, accessible place.

Despite the challenges of topography Port Glasgow needs to strive to be a barrier-free environment for all. Adjustments to improve step free public transport facilities that integrate with an easily navigable Town Centre should be made to encourage footfall in Port Glasgow.



Rich Heritage

Rich Heritage

Port Glasgow has a unique sense of itself. It has a powerful sense of place. It has a strong community spirit. It also enjoys a proud and rich heritage.

Aspects of its history are well known to many, notably the Comet, Newark Castle and the shipyards. Other aspects, such as the artist endeavours of Sir Stanley Spencer, Joan Eardley and Mark Neville in Port Glasgow are less well known. Charrette participants recognised the importance of history on how and why the town is how it is.

Together with the rich social history Port Glasgow has a very important and compelling story to tell. Opportunities to showcase and present the narrative in the townscape should inform ongoing and future regeneration initiatives.



Portonians: Community Spirit

Portonians: Community Spirit

Over and above the diverse themes and assets highlighted throughout the design charrette, a sense of the enduring community spirit was apparent. In parallel with physical development an Action Plan that draws upon current initiatives and community infrastructure to foster this community spirit is vital.

Whilst there persists a level of scepticism or apathy there are nevertheless many who value the strong sense of community and one important outcome from the design charrette was the proposition that 'community ambassadors' take ownership of this Regeneration Strategy to ensure and assist those responsible are able to deliver priority outcomes.

CHARRETTE OUTCOMES: REGENERATION STRATEGY & MASTERPLAN



Port Glasgow Town Centre Regeneration Strategy

Vision

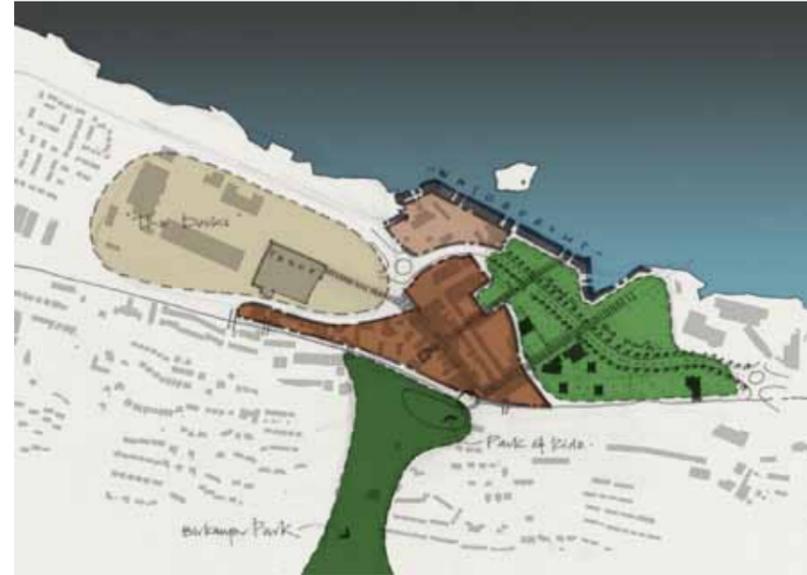
The emerging Vision for Port Glasgow Town Centre is to acknowledge the different qualities and characteristics of the four component parts of the study area (historic core, retail park, Mirren Shore, Coronation Park) and make them work effectively together to create a vibrant, mixed use Town Centre.

By accepting, accentuating and enhancing each component part and improving the linkages and connections between each part this strategy advocates that the Town Centre should become more than the sum of the parts.

The Town Centre has some significant assets (good transport links, built heritage, residential community, waterfront location) that need to be harnessed to ensure the town no longer underperforms. By setting an appropriate level of ambition Port Glasgow can transform into a renowned destination with a reputation for being welcoming, offering quality and enjoying a diversity activities and people in a renewed Town Centre.

Transforming Port Glasgow

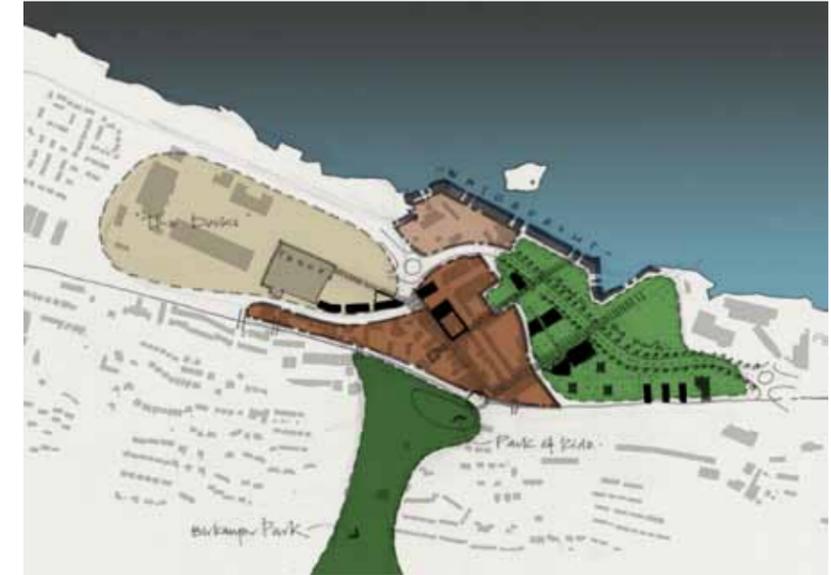
This strategy advocates a pragmatic approach to achieving increasing levels of ambition for the Town Centre. It is essential to work with what we/you have in Port Glasgow and seek to start where maximum impact and likelihood of success exists.



The strategy suggests that;

- There needs to be recognition that the four component parts of the study area (historic core, retail park, Mirren Shore, Coronation Park) have specific assets and a role to play in a successful future for Port Glasgow
- Better connections between the four component parts can ensure that together they combine to create a positive Town Centre serving Port Glasgow and beyond
- Enhancing the physical distinctiveness and quality of each component and ensuring a positive interface between each part can create a townscape that has clarity, ease of orientation and emphasises a hierarchy of significant places in the town.

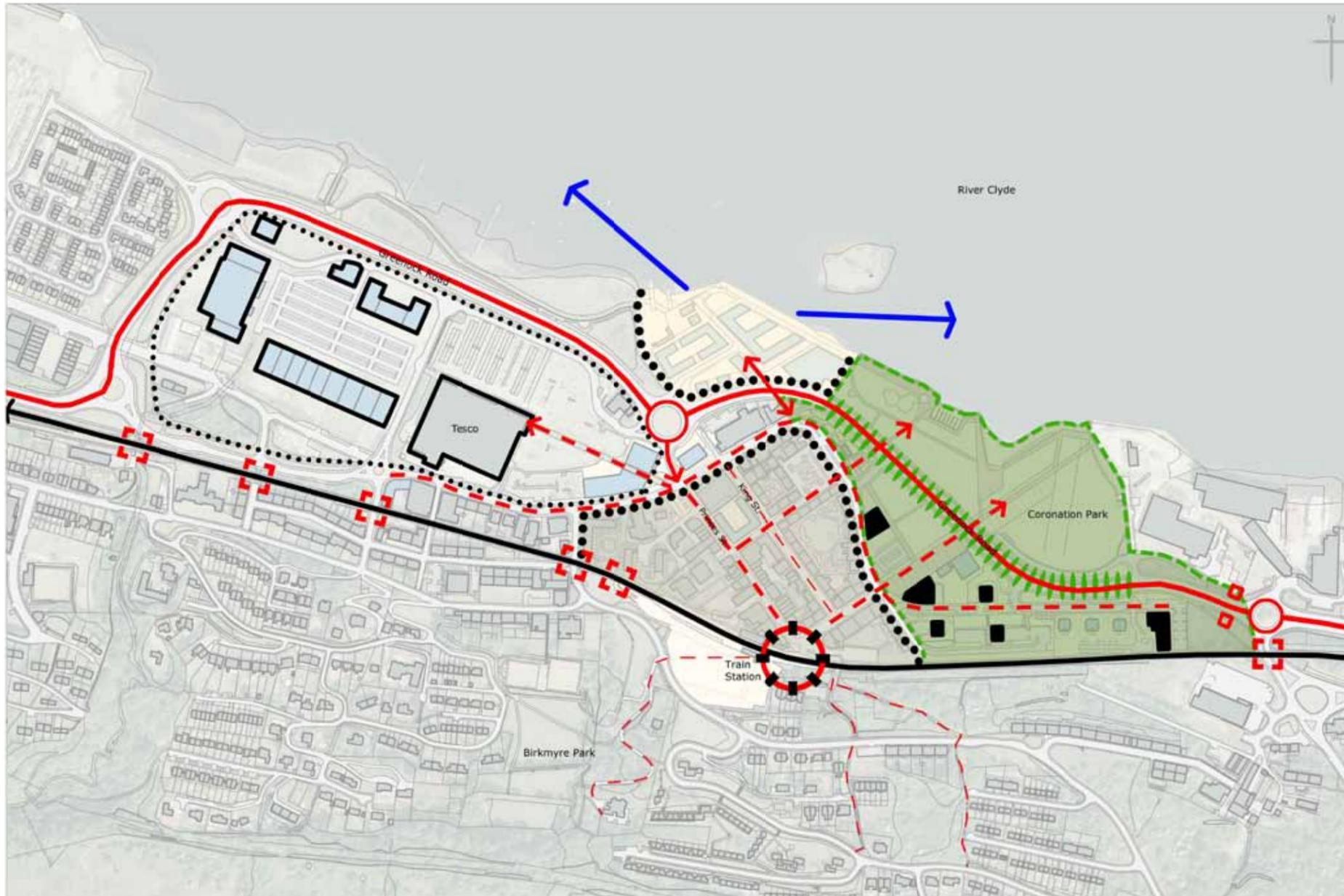
As noted elsewhere this strategy proposes that there is an acceptance that, for instance, effort be focussed on improving the existing Town Centre rather than attempt to retrospectively redefine the retail park as an integral part of the Town Centre. In this instance, if the Town Centre can offer sufficient quality and a range of options for leisure, shopping, living and working as well as community and civic functions it can provide a rich and diverse mixed use experience that can complement the single land use, retail park, rather than seek and fail to compete with it. If visiting the Town Centre becomes an integral part of the experience of visiting the retail park there is scope to gain benefit from the close proximity of such a retail destination.



Spatial Framework

On the basis of the above the key spatial moves to achieve the vision include;

- Focussing effort on a range of large, medium and smaller scale development initiatives within the established Town Centre to intensify a mix of uses in the core, including new housing, redeveloping landmark sites and bringing vacant units back into active use
- Redefining the extent of Coronation Park and its interface with the Town Centre, taking a cue from history and conceptually extending the park to the foot of John Wood Street and Church Street
- Develop a development framework for the redevelopment of Mirren Shore as a mixed use, waterfront destination.
- Accept and make best use of the presence of a large retail park immediately adjacent to the historic Town Centre. Physical adjustments coupled with joint business initiatives can help foster better connections between new and established, national and independent traders in the Town
- Tackling severance by redefining the A8 corridor through Port Glasgow, seeking to reduce traffic speeds, increase crossing points and introduce new points of access into Port Glasgow to diminish any real or perceived 'by-pass' effect.
- Consider clustering civic / community uses at key nodes in the townscape (at / near the Town Hall and/or Town Buildings)
- Enhancing accessibility along the coastline and up the hillside to ensure Port Glasgow Town Centre is accessible for visitors and residents alike, with improved path and public transport networks.



The proposed Spatial Framework for the regeneration strategy is founded on a series of Design Principles. These translate into a series of discreet projects listed in the following schedules. However the headline strategic moves include:

- Consolidation of historic Town Centre with infill redevelopment and refurbishment of important existing buildings and streetscapes to reinforce the urban grid;
- Extension of Coronation Park to Bay Street / Fore Street redefining the urban edge of the Town Centre. Special buildings (eg Town Buildings, Swimming Baths, multi-story towers, Ropeworks) then are situated within an extended parkland;
- Transformation of the A8 corridor to become a tree lined boulevard, reducing traffic speed, providing frequent crossing points and transforming 'first' impressions of the Town Centre;
- Extension of urban grid to create linkages across the A8 to and through Coronation Park;
- Creation of 'gateways' announcing the Town Centre; notably at the Newark and Tesco / Comet roundabouts on the A8. This to include a new access road to the Town Centre off the Tesco / Comet roundabout.
- Train station enhancements to create a better public transport gateway to the Town Centre;
- Enhancements at each rail underpass / overbridge along the railway line to provide secondary 'gateways' into the Town Centre;
- Redevelopment of Mirren Shore as a discreet waterfront development with good pedestrian connections to the Town Centre;
- Enhancements to the boundary and pathway treatments at the retail park, especially at the eastern end where it interfaces with the Town Centre. Improve connections between Princes Street and the spine route into the retail park, notably Tesco.





Port Glasgow - Stitching the Component Parts Together

The Spatial Masterplan proposals seek to bind the four distinctive component parts together by increasing connectivity between the Town Centre, Coronation Park, the retail park and a redeveloped Mirren Shore.

These aerial views illustrate the concepts of enhancing links between the Town Centre, and Coronation Park and the Town Centre and the retail park respectively.

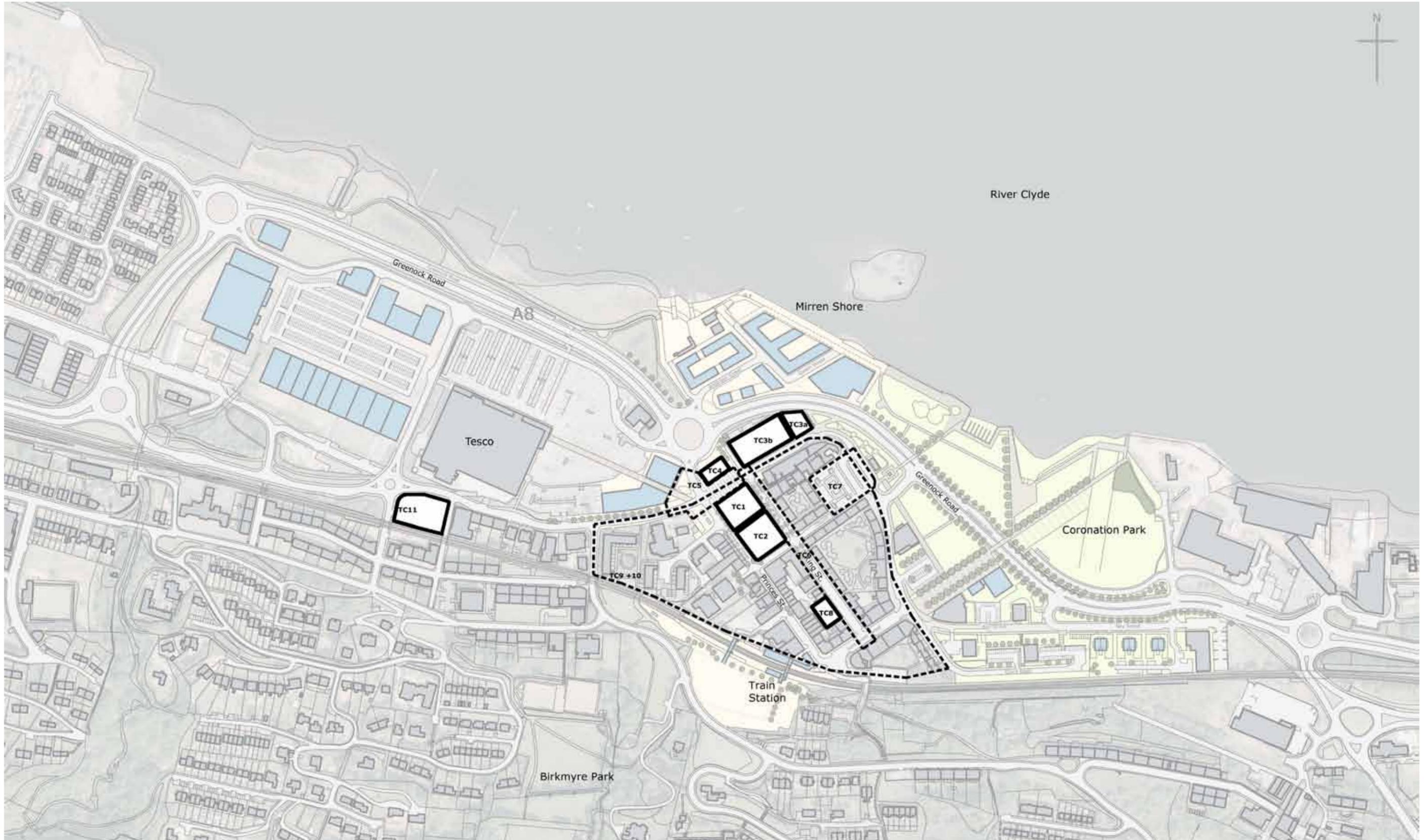


Port Glasgow - Schedule of Projects

The Spatial Masterplan outlined in this document has informed the preparation of a prioritised list of physical projects, alongside other socio-economic regeneration initiatives included in the accompanying Action Plan. The following section includes schedules against the following five areas / themes;

- Town Centre
- Coronation Park
- Mirren Shore
- Retail Park
- Access

1. TOWN CENTRE: PROJECTS



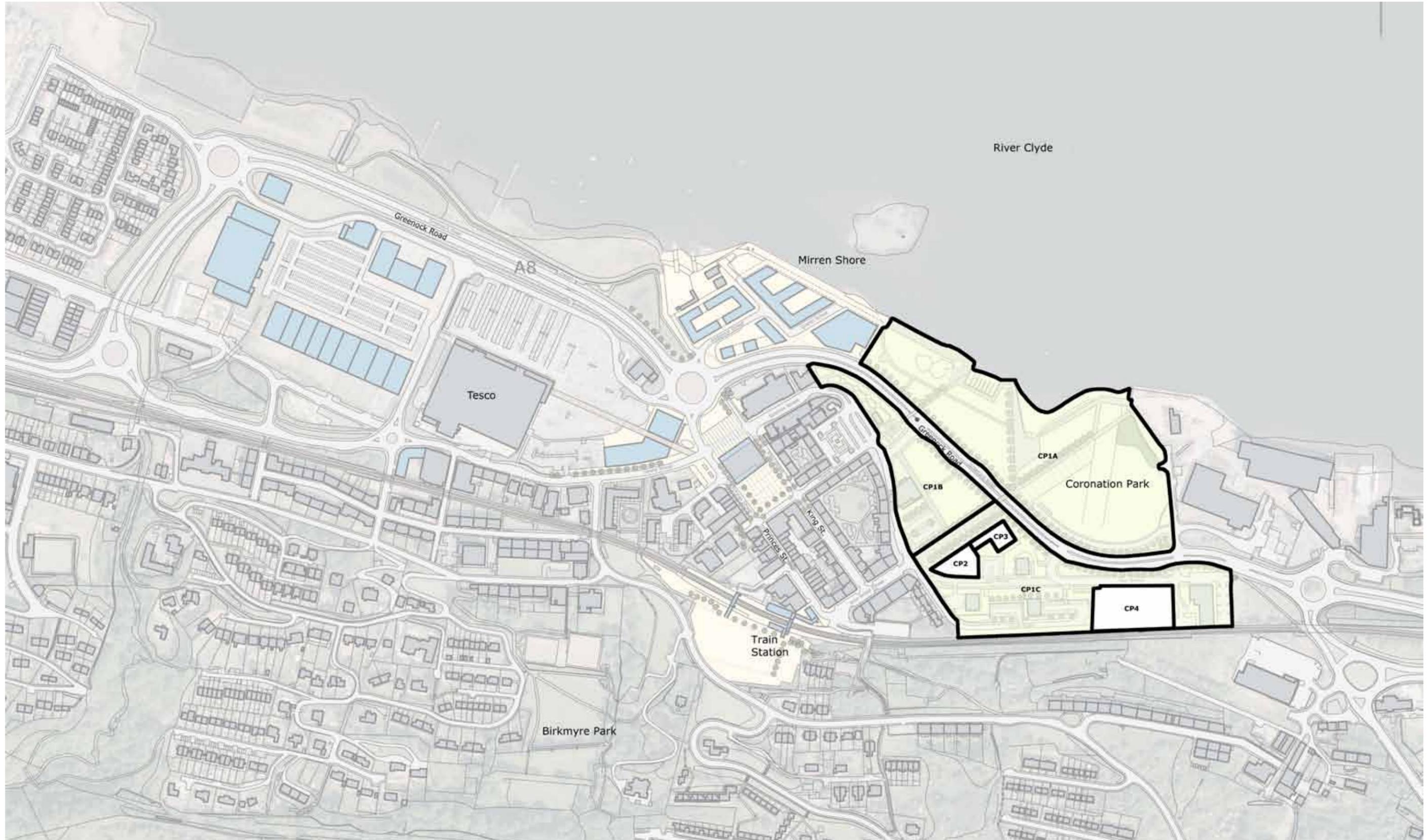
TOWN CENTRE: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	New Build / Refurb / Public Realm	Site Area	Proposed GFA (approx.)	Justification / Additional Comments	Priority
TC1a (Option 1)	Port Glasgow Town Hall refurbishment – building envelope enhancements	3 storey, 1960s modernist Town Hall with first floor main hall and smaller ante rooms at all three levels. Ground floor lease to food store.	21 st Century Civic Hub. Renovation/enhancement of existing town hall/civic hub including improved disability access, greater flexibility in use and enhanced building envelope improving appearance and energy efficiency / durability. This option proposes building envelope enhancements and a possible second frontage to the east, fronting on to a new Civic Square. (see TC2a)	Refurb. And reconfiguration	1,600m ²	4,000m ² over three floors (including Ground Floor Retail)	Town Hall is well situated to have a high visual profile in the town centre. It is a reasonably well used resource, albeit the building does not have the flexibility or range of medium sized rooms to cater for many functions. Space use could be better optimised by reconfiguring aspects of the existing layout. Moreover the building fabric requires upgrading to enhance visual appearance and improve thermal efficiency and durability.	High
TC1b (Option 2)	Port Glasgow Town Hall - extension	3 storey, 1960s modernist Town Hall with first floor main hall and smaller ante rooms at all three levels. Ground floor lease to food store.	21 st Century Civic Hub. Renovation/enhancement of existing town hall/civic hub including improved disability access, greater flexibility in use and enhanced building envelope improving appearance and energy efficiency / durability. Option to extend the existing building to the west creating a new frontage, increasing floor space, internal reconfiguration of the building to enhance flexibility in use and vertical accessibility. There is a possible second frontage to the east, fronting on to a new Civic Square. (see TC2a)	Refurb. and reconfiguration / extension)	1,600m ²	4,000m ² over three floors (including Ground Floor Retail) +1,350m ² extension	Town Hall is well situated to have a high visual profile in the town centre. It is a reasonably well used resource, albeit the building does not have the flexibility or range of medium sized rooms to cater for many functions. Space use could be better optimised by reconfiguring aspects of the existing layout. Moreover the building fabric requires upgrading to enhance visual appearance and improve thermal efficiency and durability.	High
TC2a (Option 1)	New Civic Square at Woolworth's Site	Site occupied by former Woolworth's store and other retail units. Building of similar 1960s/70s build as the Town Hall.	New Civic Square. High quality natural stone paving, tree and shrub planting beds, high quality natural stone benches, feature and festive lighting and landmark public artwork.	Public Realm	1,800m ²	As existing	The existing buildings on the site are approaching the end of their lifespan. They are of poor visual appearance and detract from the quality of the townscape. A new, enclosed civic square (unlike any of the other open public spaces in the Town Centre) would provide a new focus for the town, and an enhanced setting for a refurbished Town Hall. This space could be installed as a temporary measure until there is scope to realise TC2b and develop this site.	Medium
TC2b (Option 2)	Infill mixed use development at Woolworth's Site	Site occupied by former Woolworth's store and other retail units. Building of similar 1960s/70s build as the Town Hall.	Mixed use redevelopment of new tenements over retail / business uses. Assume 3-4 storey walk up tenement (2 storeys over ground floor retail / business space). Assume a contemporary building design with medium specification with high quality features. Communal rear gardens.	New Build	1,800m ²	3,000m ² over three floors	The existing buildings on the site are approaching the end of their lifespan. They are of poor visual appearance and detract from the quality of the townscape. This proposal seeks to retain a level of retail / business uses and active frontages at street level on Princes Street and Church Street. Moreover building flats at this location would increase options for town centre living within a low carbon building design.	Medium
TC3a	Former River Clyde Homes Building, 4 Scarlow Street	Existing, vacated building scheduled for refurbishment	Form new Business Centre including Belhaven Dental Centre (relocating from TC11)	Refurb.	tbc	tbc	Committed Project currently being delivered	High
TC3b	Department of Work + Pensions Building, Scarlow Street	Existing two storey building.	Reconfigure the building to accommodate new uses. Assume full reconfiguration of building services, lift installation and redecoration.	Refurb / Extension	Building footprint c1,500m ²		Suggestion of accommodating a new Health Centre. Existing Health Centre is c2,900m ² so Health Centre relocation liable to require entire Scarlow Street building.	High
TC4a (Option 1 - preferred)	Water Street Car Park – public realm works	At grade surface car park opposite Town Hall and adjacent to A8 roundabout.	Relocate / reprovide parking in adjacent car parks or reduce parking at Water Street. Extend new 'Civic Square' with high quality public realm and artwork / resetting of Comet replica to enhance setting of Town Hall.	Public Realm	1,600m ²		There is ample parking provision elsewhere in the town to enable reduction or relocation of parking to enable the enhancement of the setting for a refurbished Port Glasgow Town Hall. The improved public realm / civic pace would provide a positive 'first' impression of the town centre. This space could be installed as a temporary measure until there is scope to realise TC4b and develop this site. However TC4a is preferred to TC4b.	Medium (preferred)
TC4b (Option 2)	Water Street Car Park – new development	At grade surface car park opposite Town Hall and adjacent to A8	Relocate / reprovide parking in adjacent car parks or reduce parking at Water Street. Construct single storey (double height pavilion	New Build	1,600m ²	550m ²	There is ample parking provision elsewhere in the town to enable reduction or relocation of parking. A new pavilion located on the principal roundabout at the west end of the town centre has the opportunity to improve the perception of the	Low (not preferred)

TOWN CENTRE: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	New Build / Refurb / Public Realm	Site Area	Proposed GFA (approx.)	Justification / Additional Comments	Priority
		roundabout.	with mezzanine?) pavilion building designed with principal facades on NW, SW and SE to present positive image of town centre on A8 and frame civic public realm space at Town Hall. Pavilion to accommodate leisure / food / drink uses.				town centre and improve 'first' impressions. A purpose built leisure / food outlet could also assist in enhancing a family friendly evening economy.	
TC5	'Civic Square' opposite Town Hall at Comet Site	Existing, reasonably recent public realm works seeking to link the retail park to the town centre whilst providing a setting for the Comet replica and an events space.	Aside from other neighbouring initiatives there is scope to enhance this 'Civic Square' and western gateway to town centre through a reorganisation of the existing elements and installation of larger landscape elements (planting and/or boundary treatments) to enhance spatial containment and shelter in the space.	Public Realm	3,000m ²	As existing	The existing space provides an adequate link to the retail park but fails to create sufficient impact to create a space encouraging people to dwell in it or to act as a gateway to the town centre. Careful adjustment of the existing elements, coupled with the possibility of a new access road off the roundabout, could ensure this location acts as the western gateway to the town centre.	Low
TC6	King Street Public Realm works	Existing one way street running between John Wood Street and Shore Street.	Public realm enhancements to increase pedestrian foot path widths, with build outs at crossing points / desire lines. Introduce street trees to King Street to transform its look and feel. Create marked out parking bays along both sides of the street, between street trees and build outs. Refurbish street lighting and furniture.	Public Realm and Traffic Management	4,000m ²	As existing	The existing carriageway is currently very generous which may encourage speeding and creates unnecessarily long pedestrian crossing distances. Careful redesign of the streetscape could reduce traffic speeds, better cater for cyclists and pedestrians and create a more appealing street in the heart of the town.	Medium
TC7	Falconer Street / Fore Street 'Square' public realm	Existing 'square' at northern end of Church Street with buildings on three sides, overlooking the refurbished bus stances.	Public realm enhancements to give a greater clarity to the function and significance of this space. Consideration to some shared space treatment around the west, south and east of the space. Improved planting, lighting and streetscape. Improved orientation and access to and from the bus stances.	Public Realm and Traffic Management	3,000m ²	As existing	As the 'northern gateway into the town the space current lacks any presence in the townscape. There is scope, through careful public realm design, to increase its impact and encourage a greater level of useage. The space should announce arrival in Port Glasgow for those arriving by bus. It should also provide a more appealing setting for the buildings (including flats) overlooking the space.	Low
TC8	King George VI Club, King Street	Existing 'B' Listed 18 th Century building on King Street.	Undertake conservation assessment of existing building fabric. Carefully convert for new community / leisure use(s).	Refurb	675m ²	200m ² footprint	Finding a new use for the oldest existing building in Port Glasgow would be emblematic of renewed efforts to regenerate the town centre. The building would be ideally located for community or family friendly, evening economy uses.	Medium
TC9a	Vacant former Shop Units	Numerous vacant ground floor shop units, (eg. Haven)	Assess extent of under-utilised upper floor space in Town Centre. Schedule existing vacant units (including ownership). Investigate scope to find new uses (eg SME incubator start-up units / business units). Develop an action plan for reconfiguration / refurbishment to bring back in use.	Refurb / reconfig.	N/A	N/A	There are ongoing initiatives to reconfigure existing units and bring vacant space back into use. Status of following properties noted by Council at time of writing, for illustration; 4 John Wood Street vacant under offer, 15 John Wood Street vacant, 17 John Wood Street vacant	High
TC9b	Vacant / Under-used Upper Floor Uses	There are various upper floors above shops / non-residential premises that are vacant or under used. Examples include the Star Hotel at the top of John Wood Street.	Assess extent of under-utilised upper floor space in Town Centre. Schedule existing vacant units (including ownership). Investigate scope to find new uses (eg residential or business units). Develop an action plan for reconfiguration / refurbishment to bring back in use.	Refurb / reconfig.	tbc	As existing	Increasing residential or business space density in Town Centre by identifying and optimising use of existing buildings by refurbishing and reconfiguring under-utilised spaces.	Medium
TC10	Townscape Heritage Initiative		Consider scope to pursue a Heritage Lottery Fund application for a Townscape Heritage Initiative. Requires Conservation Area status.	Mixed	N/A	N/A	Conservation Area designation is required. There is no Conservation Area designation at present. A case may be based on John Wood/ King Street/Fore Streets and there are 21 listed buildings in the town.	
TC11	Brown St/Jean St Cinema building	Former cinema (now bingo hall) and adjacent single storey Belhaven dental practice.	Scope to redevelop sites for residential uses – tenement.	New Build	1,000m ²	600m ²	Belhaven Dental Practice relocating. Key site on western approach to Town Centre.	

2. CORONATION PARK: PROJECTS



CORONATION PARK: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	New Build / Refurb / Public Realm	Site Area	GFA (approx.)	Justification / Additional Comments	Priority
CP1A	Coronation Park Enhancements (North)	Existing grassed playing field area, tree planting, lawns, riverside walkway, footpaths, hard landscaping/car parking, public slipway, play areas – no boundary to A8 edge.	Redefinition of extent of Coronation Park to encompass areas north and south of A8. Reconfiguration and enhancement of Coronation Park North (in parallel with areas / project 1B and 1C – see below). Enhance parkland with provision of improved footpath / riverside walkway and cyclepath network (in parallel with project AC2 – Coastline Cycle Link). Enhanced access with existing and new crossing points (projects AC4 and AC6) alongside natural traffic calming should encourage footfall and reduce sense of severance. Provision of new destination play areas, lawns/planting and set piece elements including contemporary bandstand and public art / sculpture. Consider scope to improve public slipway facility. Improve lighting, signage and interpretation.	Public Realm / Urban Park	4.3 Ha		<p>Coronation Park was highly cherished by people in Port Glasgow. It was the most recurring topic throughout the design charrette.</p> <p>Coronation Park is one of the town’s principal assets. However it is under-utilised. In parallel with initiatives to reduce severance along A8 corridor there should be a programme of improvements to the park to encourage access to open space and the water’s edge, walking, cycling and to create a place for community events and sport.</p> <p>The redefinition of Coronation Park is one of the lynchpins in the overall regeneration strategy. Enhancement of the park can greatly improve first impressions and ensure visitors coming along the A8 corridor get a positive sense of Port Glasgow, its town centre and waterfront setting.</p>	High
CP1B	Coronation Park Enhancements (West) including the Town Buildings	Area including Town Buildings (incl. Library) and public convenience. Existing lawns, footpaths, tree planting, hard landscaping/car parking, ‘Endeavour’ public sculpture. Metal railings boundary to A8 edge	<p>Redefinition of extent of Coronation Park to encompass areas north and south of A8. Reconfiguration and enhancement of Coronation Park West (in parallel with areas / project 1A and 1C – see above/below).</p> <p>Enhance parkland with provision of improved footpath network. Enhanced access with new and existing crossing points (projects AC4 and AC6) alongside natural traffic calming should encourage footfall and reduce sense of severance.</p> <p>Provision of new, lawns/planting, reconfigured car parking and set piece elements including public square at foot of John Wood Street between Town Buildings and Swimming Pool. Provision of public art / sculpture. Improve lighting, signage and interpretation.</p>	Public Realm	1.4 Ha		<p>As per CP1A.</p> <p>Park enhancements south of the A8 will dramatically improve first impressions of Port Glasgow. The community place great significance on the importance of Coronation Park to the town, but there is widespread recognition that it is cut off from the town by the A8.</p> <p>Redefining the areas around the Town Buildings and Swimming Pool will transform people’s perceptions of the extent of Coronation Park by bringing the park to the Town Centre.</p> <p>Comprehensive parkland and public realm improvements, coupled with improved crossing points, will cumulatively transform the setting and quality of Coronation Park.</p>	High
CP1C	Coronation Park Enhancements (South) including Court Rd/Bay St Tower Blocks	<p>Area including Swimming Pool, Health Centre, Bay Street high rise tower blocks and Ropeworks residential development.</p> <p>Existing roads, car parking, garages, vacant ground, lawns, footpaths, tree planting, hard & soft landscaping – masonry wall boundary to A8 edge</p>	<p>Redefinition of extent of Coronation Park to encompass areas north and south of A8. Reconfiguration and enhancement of Coronation Park South (in parallel with areas / project 1A and 1B – see above).</p> <p>Enhance parkland with provision of improved footpath network. Enhanced access with new and existing crossing points (projects AC4 and AC6) alongside natural traffic calming should encourage footfall and reduce sense of severance.</p> <p>Set piece public realm on axis with John Wood Street providing enhanced connection to Coronation Park at part of project AC6.</p> <p>Provision of new, lawns/planting, reconfigured car parking and set piece elements including public square at foot of John Wood Street between Town Buildings and Swimming Pool. Provision of</p>	Public Realm	3.5 Ha		As per CP1A and CP1B	High

CORONATION PARK: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	New Build / Refurb / Public Realm	Site Area	GFA (approx.)	Justification / Additional Comments	Priority
			<p>public art / sculpture. Improve lighting, signage and interpretation.</p> <p>Remove existing boundary wall along A8 footpath to improve visual connections and sense of arrival in town centre. Consider relocation / reprovision / improvement of health centre as part of redefinition of eastern gateway / approach to the Town Centre.</p> <p>Environmental improvements to car parking and pedestrian approaches to tower blocks on Bay Street / Court Road.</p> <p>Investigate providing 'share space' vehicular link on Bay Street; reconnecting severed road.</p>					
CP2	Swimming Pool	Existing single storey sandstone building circa 1896 swimming pool building with 3 storey pool hall and 2 storey extensions to rear	<p>It is vital to maintain the Swimming Pool in the Town Centre. It is a key asset.</p> <p>It is suggested that a review of facilities at the Swimming Pool be undertaken, if not already underway, and consider ways to enhance its role within the Town Centre and Coronation Park.</p>	Refurb/Extension	1,350m ²	900m ²	Important community asset providing access to healthy living, leisure and community activity. Well located in the Town Centre and within the Coronation Park opportunities to consolidate and improve the swimming pool and associated wet and dry leisure facilities should be considered.	Medium
CP3	Port Glasgow Health Centre site	Single and 2 storey 1970s era Healthcare building .	<p>Consideration should be given to re-providing the Health Centre. Without the benefit of undertaking a full conditions report it is likely that the facility will need refurbishment / replacement in future.</p> <p>Opportunities to improve this part of Coronation Park should include either;</p> <ul style="list-style-type: none"> - Reconfiguration / enhancement of the existing facility at its current location as part of a Civic Hub (including the Town Buildings and Swimming Pool) or; - Relocation to another location within the Town Centre enabling site clearance and landscaping. 	Refurb/Extension	1,250m ²	900m ² Footprint (x say 2/3 storeys)	<p>The Health Centre is a key asset in the Town Centre. If re-provided it should remain in the heart of the Town Centre.</p> <p>This site is a key, high profile location within Coronation Park. It currently presents an unprepossessing introduction to the Town Centre.</p> <p>If re-providing the Health Centre at this location is form part of clustering of civic public buildings adjacent to existing Swimming Pool and Town Buildings. A new Health Centre could have a far more positive presence in the Town Centre as a special building in Coronation Park and framing new public realm / civic space between Town Buildings and John Wood Street link to Coronation Park.</p>	High
CP4	Bay St site adjacent to the Ropeworks building	Current vacant site, earmarked for redevelopment by others.	Proposed medium rise housing as one of a series of 'special' buildings on the southern edge of Coronation Park. Given scale of neighbouring Ropeworks and high rise blocks massing should be broken up, but there is scope for building of more than 4 storeys at this location; to frame Park and command views to the Clyde.	New Build	4,650m ²	600m ² footprint (x say 6 storeys)	This site presents an opportunity to bolster the residential community and provide new housing in different formats to address restrictive choice of units available in Town Centre. The site is high profile, adjacent to the Ropeworks, and presents the opportunity for a coherent southern edge to Coronation Park.	

3. ACCESS: PROJECTS



TRANSPORT AND ACCESS ISSUES

Main transport issues that were expected to arise during the Charrette included the quality of cross A8 links, particularly for those on foot or cycle (i.e. severance issues), possible improvements to the bus station / rail station linkages, parking issues in the town, improvements to the rail station and north / south connectivity more generally and vehicular access from the A8 into Princes Street.

The following points were raised in the Charrette and pick up on the expected transport themes:

- Pedestrians, cyclists and severance – the issue of severance related to the A8 was raised by several attendees. Dealing with this issue is linked to provision of more crossing points on the A8 and possible treatment of these to improve their visibility, perhaps through surface treatment of the crossing(s) and approaches. The existing crossing point at the Fore Street traffic signals could usefully be converted to Toucan (cycle) operation (and several respondents commented on the duration of the ‘green man’ at this location). Additional crossing points could be considered at the A8 (east) as a projection of the long view down John Wood Street from the station – particularly if the Health Centre were to be reprovided elsewhere – and also at the A8 (west) to facilitate crossing from the Retail Park towards the Persimmon development at Kingston Crescent;
 - Other foot / cycle issues included the extension of the existing foreshore walk/cycle route that presently terminates at Anderson Street eastwards towards Newark Castle. A route through Mirren Shore has been examined by Inverclyde Council in relation to this extension, however, the width of the A8 northern carriageway and footway east of the Anderson Street roundabout warrants further investigation to determine whether the cycle link could be accommodated on the existing (or modified existing) footway;
 - A8 Boulevard - the possibility of provision of tree planting (and footpath / cyclepaths) to delineate the road to create a boulevard effect – particularly along Coronation Park – was generally favoured;
 - Possible additional access point to Town Centre from A8 - The main recurring theme in relation to transport was the possibility of providing an additional ‘arm’ on the existing A8 / TESCO / Anderson Street roundabout to enable an additional vehicular access into the area by the Town Hall (possibly tied into the northern end of Princes Street). Transport Scotland were contacted about this possibility and have not ruled out its possible implementation, though ground ownership and traffic flow information would require further investigation;
 - The quality and interest of the linkage between the Town Centre and the Retail Park also came under scrutiny and the event felt that a building intervention on this link would increase its use and encourage cross footfall between the two locations;
 - The ability to create additional step free bridge linkage across the railway was also discussed and it is understood that the Council is presently pursuing funding towards the possible creation of such a link between the Park and Ride and both platforms;
 - Bus / Rail Station – many attendees considered that the bus station was poorly provided in terms of service information and it was noticeable during the event that the stops outside the Town Hall appeared to be better used than those within the bus station. The rail station façade attracted criticism and the ability to improve the façade should be investigated – the fabric of the actual station was viewed favourably and the walkway to the top of Princes Street (which is undercover) was viewed as a possible ‘gallery’ space by some;
 - Parking – prior to the event, town centre parking and servicing was thought to be an issue that would attract attention, but this did not emerge in any strong sense as a topic of repeated conversation / consideration;
 - The paths south of the railway that leads in several directions southwards to upper Port Glasgow also provoked discussions with the general outcome being that any expenditure here should be focused on one or two links – the favourite appearing to be that in Birkmyre Park;
 - More generally, a signage strategy is likely to be required as existing signage is lacking, particularly on emerging from the railway station where orientation in the town is poorly defined.
- Two other points that arose during the event included:-
- Lighting improvements in Coronation Park (this may be associated with the cycle route);
 - King Street improved public realms with occasional narrowing / formation of parking bays.

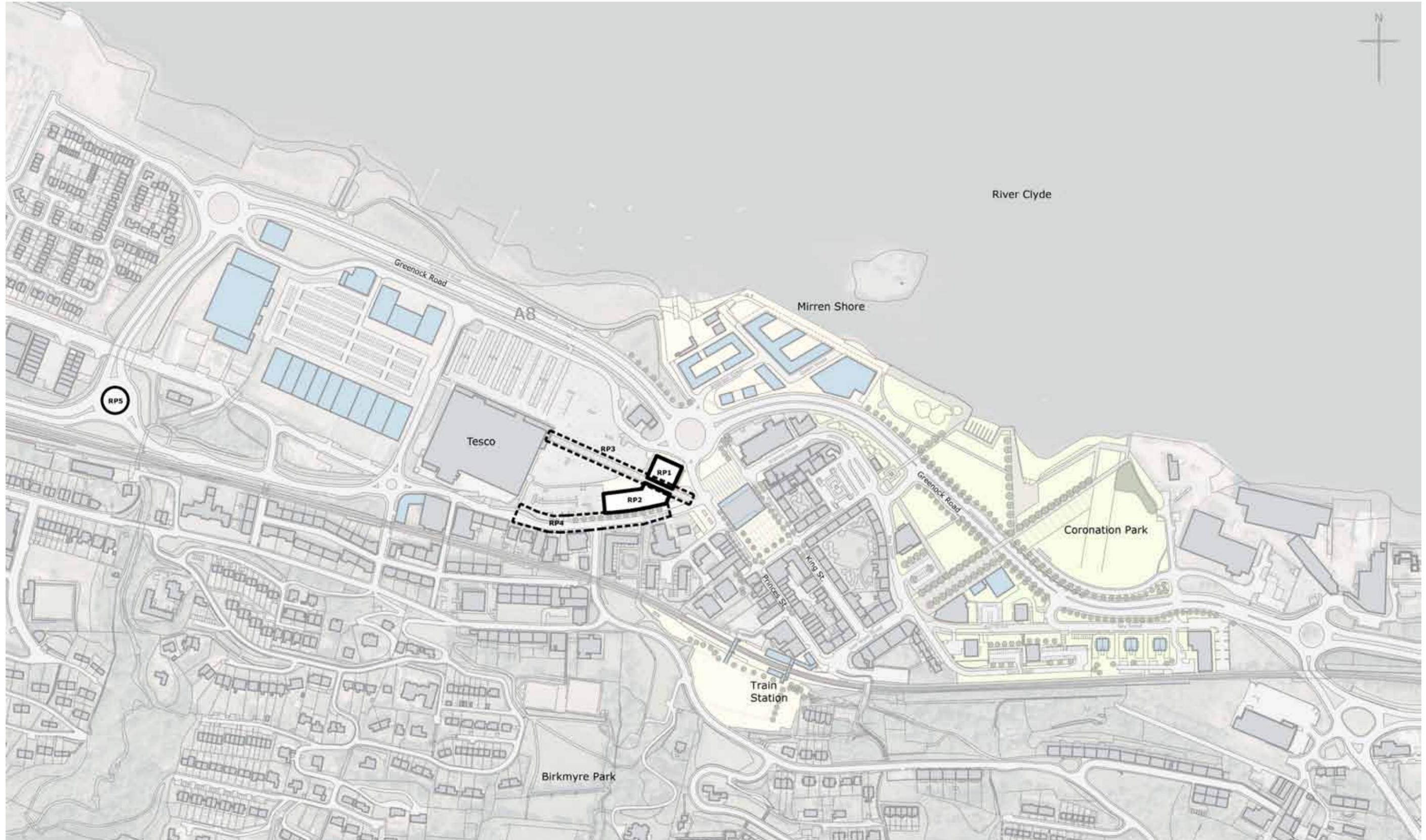
ACCESS: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority
AC1	Tesco Roundabout	4 legged roundabout on A8 providing access to Anderson Street and Tesco / Retail Park	Introduce a 5 th leg with one-way, off leg accessing town centre at the western end of Princes Street.	<p>Provision of vehicular access at this location was a recurring request throughout the charrette (as well as pre and post-charrette). Many felt that the A8 bypasses the town and introducing access at this location would, in tandem with other environmental improvements, create a western gateway to the core town centre.</p> <p>Transport Scotland are the determining authority for trunk road works and may require in/out (two way) provision rather than one way towards town – this would need to be clarified with TS in due course.</p>	High
AC2	Coastline Cycle Link extension from Anderson Street through Coronation Park	No formal cycle path. There are plans prepared by Inverclyde Council investigating scope to introduce a cyclepath in this area.	<p>New footpath / cyclepath along northern edge of A8 linking existing cyclepath along the foreshore north of the retail park, through Coronation Park to Newark Castle and east.</p> <p>A – Enhanced lighting along new footpath / cyclepath through Mirren Shore / Coronation Park</p> <p>B – A8 Boundary Treatment through Coronation Park. As part of park improvements tree planting and public realm works along A8 corridor to encourage reduced traffic speeds</p>	<p>Introducing a cyclepath along this route would greatly enhance east-west connectivity, link several key destinations in the town centre and environs and encourage healthy activity. These were recurring themes with participants at the charrette.</p> <p>Introducing a cyclepath, alongside other landscape enhancement on the A8 corridor could contribute to passive traffic calming / natural speed reduction thereby reducing the perception of severance between the town centre and coastline.</p> <p>Transport Scotland are the determining authority for trunk road works (including on the footway) and may require a topographical survey to assess the possible detail of design of using the A8 northern footway for shared purposes over this short length.</p>	High
AC3	Train Station Facade Improvements	There is evidence of some level of recent station environment investment. Nevertheless the station is an underwhelming introduction to key public transport asset in Town Centre. Blank boundary wall with entrance at head of John Wood Street.	<p>Facade Improvements could include new station canopy and external lighting, announcing the station's location within the townscape, augmented with new signage. Study to establish feasibility for increased transparency to visually open up entrance sequence and make station feel an integral part of the town centre. Enhance visitor orientation upon arrival and improve quality of passenger experience generally.</p> <p>There is scope to enhance step free accessibility in and through the train station. Also scope to use internal walls of station to showcase town centre attractions and activities, promoting the town centre.</p>	<p>Enhancement of train station would improve quality of passenger experience and encourage increased patronage of public transport. Scope to enhance step free accessibility, to the benefit of all users.</p> <p>Station is a major asset to the town centre which could be used to showcase Port Glasgow and act as an orientation point in the town centre.</p> <p>Area may also benefit from some interpretation signage highlighting other areas of interest in the town to those disembarking at the rail station</p>	Medium
AC4	A8 Crossing point on Church St axis	Existing crossing	Improved crossing point (could be part of overall programme of improvements within Coronation Park)	<p>Enhancing north-south connections supports initiatives / desire to encourage greater activity at Coronation Park.</p> <p>Reported by many event attendees that crossing times were not set to be of sufficient duration to enable safe crossing for pedestrians at present. This is a topic for Transport Scotland.</p> <p>In tandem with the extension of the cycle path to Coronation park, there will also be merit in considering the upgrade of this crossing to 'toucan' (i.e. cycle crossing) standard.</p>	High

ACCESS: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority
AC5	A8 Crossing point at Marsdens pub	No existing crossing over dual carriageway. A8 is at higher level on banking above housing and pub level.	New crossing point to create safe pedestrian route between Kingston Quay development and retail park.	Provision of a crossing here is a safety issue first identified at the charrette by Inverclyde Council roads. Scope to address safety concerns and improve east-west connections to and from the retail park.	High
AC6	A8 Crossing point on John Wood St axis	No formal crossing point at present. View of Coronation Park obscured by existing landscaping and Medical Centre	New crossing point (could be part of overall programme of improvements within Coronation Park). Crossing aligned to 'desire line' from the foot of John Wood Street to Coronation Park.	Enhancing north-south connections supports initiatives / desire to encourage greater activity at Coronation Park. Would help facilitate a through link from the Train Station to Coronation Park.	High
AC7	Footpath from Birkmyre Park via Park & Ride	Existing footpath network within Birkmyre Park and across new Park + Ride facility.	General footpath enhancements to improve the safety, accessibility and attractiveness of these important pedestrian routes, within the scope of overall park enhancements proposed for Birkmyre Park. There exists proposals to secure funding for enhancements to path network and the landscape amenity more generally. There are also ambitious plans to improve the Inverclyde Green Network. One proposed initiative is a link between Clyde Muirshiel Regional Park, the national cycle network and Port Glasgow town centre. The link between Birkmyre Park and the train station is a key component of this route.	There persists a perception that the Town Centre is remote and difficult to access from Upper Port Glasgow and the communities uphill. It is essential that pedestrian and cycle access is enhanced to encourage greater footfall in the town centre. This link would be a critical element linking the town centre to the rest of the town and the Inverclyde Green Network. Moreover it would create a link between the two principal open spaces adjacent to the town centre; Birkmyre Park and Coronation Park, and place greater emphasis on the importance of the station to the town and its centre. Footpath network enhancements would encourage healthy activity in the town.	Medium
AC8	Footpath from Springhill Rd and above via Leven Bank bridge	Existing footpath network uphill from Leven Bank bridge	General footpath enhancements to improve the safety, accessibility and attractiveness of these important pedestrian routes.	There persists a perception that the Town Centre is remote and difficult to access from Upper Port Glasgow and the communities uphill. It is essential that pedestrian and cycle access is enhanced to encourage greater footfall in the town centre. Footpath network enhancements would encourage healthy activity in the town.	Medium
AC9	Port Glasgow Train Station pedestrian link	Existing overbridge, accessed by steps, links the two side platform faces.	Proposals to create step free access to both platform faces from the Town Centre to the north and Park + Ride to the south (and between both of these destinations) by; A – enhancements / reconfiguration of the existing overbridge with passenger lifts on both platforms. The south vertical circulation (Lift and stairs) would serve the Park + Ride B – provision of new, standalone, overbridge served by lifts and accessing both platforms and the Park + Ride. Steps introduced to access existing overbridge from Park + Ride. It is understood SPT have listed this option in their long term plans.	Either option would create a step free station environment with barrier-free access between the Park and Ride, the Town Centre and the Station. There is scope to modify the existing station overbridge or retain it and introduce a new overbridge (which would provide improved 'resilience' of one bridge is out of use from time to time – eg. maintenance)	High

4. RETAIL PARK: PROJECTS



RETAIL PARK: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	New Build / Refurb / Public Realm	Site Area	GFA (approx.)	Justification / Additional Comments	Priority
RP 1	Western Gateway Development at Shore St adjacent to roundabout	Existing grassed area and hard landscaping. Replica of The Comet paddle steamer on display, tensile fabric shelter structure.	Infill development of 2 / 3 storeys to accommodate non-residential uses. Scope to accommodate relocated Health Centre, offices or leisure. Any development must be of high standard to create a western 'gateway' (in tandem with RP2) to frame a new access road off the roundabout (project AC1) and setting for refurbished Town Hall (TC1). Given the prominence of this location the building must be designed 'in the round' with landmark north facade to the roundabout and active frontages to other facades to front on to principal public spaces.	New Build	925m ²	925m ²	There is a physical 'disconnect' between the retail park and the Town Centre. There is also a lack of a defined western 'gateway' into the Town Centre. Development at this location, alongside other initiatives to improve public realm and access at this location, would transform the western side of Port Glasgow. Development at this location should mediate between the town centre and retail park, encouraging increased footfall between both, for mutual benefit.	Medium
RP2	Shore St Development	Existing at grade surface car parking, grassed area and hard landscaping understood to be in Council ownership.	Infill development of 2 / 3 storeys to accommodate non-residential uses. Scope to accommodate relocated Health Centre, offices or leisure. Any development must be of high standard to create a western 'gateway' (in tandem with RP1). Building along Shore Street to enhance edge definition and improve streetscape at this location. Given the prominence of this location the building must be designed active frontages to Shore Street and to front on to principal public spaces (eg walkway link to Tesco)	New Build	1,700m ²	1,700m ²	As per RP1. Development at this location should redefine Shore Street, provide a double sided street in contrast to the single sided street with car park to the north as is the existing situation.	Medium
RP3	Enhanced Pedestrian Walkway to Tesco from Shore St	Hard landscaping pedestrian route from Shore St (end of Princes St crossing) to front door of Tesco supermarket (brick paviors), trees in tree grilles and lighting columns.	Improvements to walkway landscaping with improved edge treatments and large scale wayfinding markers / lighting.	Public Realm	2,000m ²		Existing walkway fails to provide appropriate scale given the expansive car park setting. Scope to provide large scale 'markers' / lights / planting to create visual interest and rhythm to make route between retail park and Town Centre more stimulating and therefore, psychologically, appear shorter.	High
RP4	Shore St Public Realm improvement	Two way single lane carriageway with tarmac pavement either side. Railings around crossing points. Soft landscaping along edge of car parking area with post and wire fencing boundary to footpath. Brick pavior bus stop with shelter on east bound carriageway.	Public realm improvements, in parallel with RP1 and RP2 developments. Scope to include roadside footpaths, boundary planting and landscaping.	Public Realm	3,500m ²		As part of the package of enhancements to create a western 'gateway' to the Town Centre public realm improvements at Shore Street would help redefine the interface between Town Centre and retail park.	Low
RP5	Public Art at A8 Roundabout	Existing roundabout	Landmark public art / sculpture.	Public Art			Create landmark public art installation celebrating Port Glasgow and announcing arrival into the town from the west.	High

5. MIRREN SHORE: PROJECTS



MIRREN SHORE: SCHEDULES

Reference	Name / Site	Existing Situation	Masterplan Proposal	New Build / Refurb / Public Realm	Site Area	GFA (approx.)	Justification / Additional Comments	Priority
MS1	Mirren's Shore / West Quay block	Existing quayside workshop building overlooking the Clyde and Coronation Park. Building has stone wall and slate roofs	Potential to refurbish and reconfigure building to accommodate Social Enterprise/Café/Bar/Music Venue/Studio /Workshops. Building to become a focus for creativity / community events with links directly to Coronation Park	Refurb./Public Realm	3,300m ²	2,270m ² existing +485m ² extension	<p>Mirren Shore offers Port Glasgow and opportunity to redefine its relationship to the Clyde with waterfront redevelopment.</p> <p>Subject to finding suitable accommodation to relocate existing businesses and jobs elsewhere within Port Glasgow / Inverclyde, Mirren Shore has the potential to become a destination mixed use development.</p> <p>The existing workshop building at this location appears to be the most adaptable, and highest quality building of industrial character at Mirren Shore. It is a pivotal location between Coronation Park and Mirren Shore and a high profile presence on the A8 corridor. This could be a renowned venue / destination that helps redefine what Port Glasgow has to offer.</p>	Medium
MS2	Mirren's Shore / Anderson St. block	Existing workshop buildings	<p>Potential for full redevelopment of sites commanding waterfront location and panoramic views across Firth of Clyde. Scope for mixed use development – Ground Floor Business Units/Café/Restaurant with Flats/Hotel accommodation above.</p> <p>Given prominence of location this site this redevelopment could include some medium rise (4-7 storey) development to give a landmark presence at this location.</p> <p>Refurbish and light the existing lighthouse / lantern at the promontory.</p>	New Build/Public Realm	4,350m ²	15,050m ²	<p>As per MS1 this site is the most prominent and attractive of the waterfront locations at Mirren Shore / Steamboat Quay. This could be suitable for higher value, landmark mixed use development in the longer term, subject to site assembly and ground conditions.</p> <p>Providing additional dwellings (with a range of housing typologies) supports Town Centre living and addresses a perceived lack of variety of housing and tenures in the Town Centre.</p>	Low
MS3	Mirren's Shore Boat Yard	Existing workshop buildings and boatyard understood to be within Council ownership.	Retain the boatyard as a key waterfront facility at Steamboat Quay. Assess scope to extend / improve Boatyard/Slipway/Winter storage as part of the redevelopment of Mirren Shore.	Refurb./Public Realm	4,700m ²		<p>The boatyard is the one of the few locations within the study boundary to gain access to the water. It encourages healthy pursuits and gives access to water sports and leisure activity.</p> <p>An active boatyard provides a visual spectacle at waterfronts. As part of a comprehensive mixed use redevelopment the boatyard could be a major draw to visitors and provide additional footfall and support adjacent businesses associated with water sports and associated leisure activity.</p>	Medium
MS4	Anderson St block	Existing workshop buildings and scrapyard	Residential development overlooking the boatyard, with views to Clyde and Argyll hills. This block could comprise 3 storey townhouses in a perimeter block format. Potential scope for discreet non-residential uses (perhaps associated with the boatyard)	New Build	4,500m ²	4,590m ²	<p>As per MS1 this site would be a key component of the redevelopment of Port Glasgow's waterfront regeneration.</p> <p>Providing additional dwellings (with a range of housing typologies) supports Town Centre living and addresses a perceived lack of variety of housing and tenures in the Town Centre.</p>	Low
MS5	Anderson St. / Greenock Rd. block	Existing vacant petrol station/car wash	Redevelop site to accommodate commercial / retail pavilions as part of mixed use redevelopment of Mirren Shore.	New Build	2,900m ²	2,560m ²	<p>As per MS1. This block has high visual profile from A8 corridor and could therefore promote / announce redevelopment at Mirren Shore.</p> <p>The sites should be laid out to encourage access into Mirren Shore and to complement the intended mix of uses in ambitious, high quality waterfront redevelopment.</p>	Medium

ACTION PLAN

The Port Glasgow Town Centre Regeneration Strategy: Action Plan focusses on local economic and community regeneration projects that will complement the physical development investment that is identified in the previous Chapter. The Action Plan provides clear guidance in relation to prioritisation of initiatives, who should lead and support delivery and identify funding sources. The Action Plan includes twenty one projects organised in four integrated programmes namely:

- i. Improving the Town Centre Offer: Boosting Existing and New Business;
- ii. Delivering Business Infrastructure;
- iii. Consolidating & Extending Town Centre Living;
- iv. Investing In Community Infrastructure & Third Sector.

Programme 1: Improving the Town Centre Offer: Boosting Existing and New Business

Chapter 2 highlights the importance of the existing independent retail and service business (48 businesses and 57% of the total) in Port Glasgow Town Centre. Clearly regular and loyal local shoppers are particularly important to the businesses in Port Glasgow town centre. The local function of the town centre is reinforced by and shapes the strong convenience/service offer. Existing car borne users of the Tesco Extra and the Gallagher shopping park tend not use the town centre. Therefore retaining and increasing the number of local shoppers including new residents (e.g. from Kingston Dock, Woodall, Clune Park in the future), increasing the footfall from the retail park and encouraging passing trade will all be crucial. Port Glasgow town centre could also look to provide some more interesting/funky independent shops to serve a wider catchment and take advantage of its strategic A8 location and good rail and bus connections.

Therefore there needs to be concerted effort to build on and increase this loyal local base and look for improvements to the existing town centre offer focussing on value, service, entertainment and experience. It will also be vital to encourage new start businesses with growth potential as well as looking to improve business survival rates. Priorities include promoting enterprise and exploiting the availability of fast broadband and free WiFi and engaging with local schools, West College/Greenock Campus. The strategic use of start-up grants should be a priority together with initiatives to tackle vacant ground floor units (currently 14/16.6% of total).

In this context there was particular support during the charrette for an initiative to encourage new start up retail/service businesses as 'fresh blood' and to promote a wider, more varied and distinctive retail offer in Port Glasgow Town Centre. In Port Glasgow Town

Centre there is also an opportunity to improve café/restaurant provision, initially catering for people employed/based in the new Joint Service Centre in Princes Street and the Small Business Centre in Scarlaw Street as well as providing a more family friendly evening economy.

The consultations and the charrette highlighted the perception that extension of the town centre to include the Tesco Extra store and the developing Gallagher shopping park has had little positive impact on the 'traditional town centre'. The existing businesses are concerned about the future, and have wanted to build on RI/IC's investment in the 'traditional town centre' since 2007 (see Chapter 2). Clearly town centre businesses through the Traders Association need to continue to be proactive and take the lead to ensure that the town centre speaks with 'one voice'. The charrette provided an opportunity to explore the opportunities for collaboration with the local Tesco Extra management team and this could deliver tangible benefits in the future.

This programme aims to use Business Gateway to deliver a programme of specialist business development, social media marketing and training targeted specifically at independent retail and service businesses in Port Glasgow Town Centre. Evidence from the consultations and the charrette was that businesses are more likely to express interest in initiatives that are "external" to them and therefore there is particular interest in social media, shared marketing and events based marketing.

Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Funding Agencies	Likely Impact	Next Steps
<p>1. Retail/Service Business Start Up Initiative / Youth Enterprise Competition</p>	<p>Promote a competition-based programme which engages with the local community by giving start up retail businesses the opportunity to open in vacant units in Port Glasgow Town Centre (Project Schedule TC9a).</p> <p>Establish a local competition to identify 3/4 of the best retail business ideas. Giving the start-up retail businesses the opportunity to open in a vacant town centre unit/Youth Enterprise Incubator (see below) This would include provision of business mentoring support.</p>	<p>Inverclyde Council Riverside Inverclyde Local schools Enterprise Centre Port Glasgow Community Campus West College</p>	<p>High</p>	<p>Explore the possibilities with Enterprise Centre Port Glasgow Community Campus and West College</p> <p>National Skills Academy Retail</p> <p>PSYBT</p> <p>Carnegie Trust</p> <p>Approach agencies to get broad agreement in principle</p> <p>Establish rules/target property.</p> <p>Approach owners.</p> <p>Launch competition</p>
<p>2.Young Enterprise Incubator: Housed Existing Vacant Space or In The 'Container Cluster' (see Project 4.2)</p>	<p>Establish an 'enterprise incubator' to provide ready-to-move-into retail space in an existing vacant unit in Port Glasgow Town Centre. The aim would be to offer retail opportunities to 3/4 businesses for up to a twelve-month period as an opportunity for start-up retailers to test-trade their business idea in a supportive environment.</p> <p>This could be part of a new Enterprise Hub (Project Schedule TC9A) which will enhance the potential for entrepreneurship in Port Glasgow Town Centre and encourage new innovative entrants to the retail mix.</p>	<p>Riverside Inverclyde Inverclyde Council SG Regeneration Capital Grant Fund Coastal Communities Fund</p>	<p>Medium</p>	<p>Work up a project plan with key agencies; identify potential sites/ buildings.</p>
<p>3. Existing Independent Business Masterclass & 1-1 Visits</p>	<p>Motivational and informative retail masterclass workshops targeted at existing businesses to raise awareness of the need for continuous improvement and overcome apathy and complacency. Issues to be covered in the master class would include:</p> <ul style="list-style-type: none"> - Making the most of good customer service; - using social media to market more effectively; - Increasing customer spend; - Maximising display space and layout. <p>This would be followed by 'one to one' visits and will also receive a comprehensive report in the form of a business action plan with a clear set of detailed recommendations focussed on helping re-energise each of the individual businesses taking part.</p>	<p>Inverclyde Council Business Gateway Riverside Inverclyde</p>	<p>High</p>	<p>Agree in principle</p> <p>Draw up a brief</p> <p>Invite tenders/interview from specialists like:</p> <ul style="list-style-type: none"> - Shop Doctor: Bill Smith - Real Retail Solutions: John Cowan - The Retailer: Gordon Bell - Retail Mentors Ltd
<p>4. Café/Bar Opportunity: Evening Economy: Bridging daytime and evening economies. Improving cultural offer.</p>	<p>Initiative to promote a quality product in terms of cafe/bar, restaurant/microbrewery with quality food and community facilities possibly located in the category B listed King George VI Club in Princes Street (Project Schedule TC8).</p> <p>This would be part of a wider move to promote better and broader entertainment. 'Highbrow' and 'lowbrow' entertainments often meet after-hours. Both need to be championed and strengthened to further revitalise and diversify the Port Glasgow town centre economy, to contribute to employment and to improve image.</p> <p>In due course could include, retailers extending opening times, hosting activities (musicians, entertainers) with café/bar operators' in particular indoor/outdoor venues to increase activity.</p>	<p>Riverside Inverclyde Inverclyde Council HLF/Heritage Enterprise Inverclyde Community Development Trust</p>	<p>High</p>	<p>Agree a brief for the property.</p> <p>Initiate 'ghost' planning permission/listed building consent</p> <p>Market the opportunity.</p>

Project	Principles & Justification	Funding Agencies	Likely Impact	Next Steps
5. Town Centre Wi-fi.	Provide secure public access WiFi in Port Glasgow Town centre and provide fast reliable access to broadband for residents & visitors. Include link-ups with town centre businesses, info/ interpretation of cultural heritage attractions and active promotions.	Inverclyde Council Broadband/WiFi providers SG Town Centre Action Funding Sponsorship	High	Agree a brief Establish business case Explore funding.
6. Invest in Skills & WorldHost™ Programme: Businesses in retail, hospitality, leisure and transport	To help businesses gain a competitive edge, Skills Development Scotland/Visit Scotland are working in close partnership with People 1st to provide WorldHost™ customer service training in Scotland. Funding is available to individual businesses/employees from Flexible Training Opportunities and ILA Scotland. Aim for Port Glasgow businesses to be WorldHost™ accredited. WorldHost™ recognised business status is awarded to businesses which have trained 50% or more of their front-line staff using any of the WorldHost training programmes and signed a commitment to delivering excellent customer service.	Inverclyde Council Business Gateway Riverside Inverclyde Skills Development Scotland	Medium	Initiate discussions
7. Traders Association & Tesco Stores Joint Initiatives	Opportunity to build on the dialogue that was initiated at the charrette. Initiatives to be explored could include: - A programme of joint events (seasonal, food, community) in the 'Comet canopy' area; - Marketing the town centre offer in the Tesco Extra with a guide/leaflets; - Pop-Up accommodation in 'shipping containers' (see Project 3.1) - Joint sponsorship of school base events focussing on healthy eating, well-being etc.	Traders Association Tesco Extra Management Team Community Council	High	Traders Association, Tesco Extra Management Team & Community Council to agree principles
8. Internet/Facebook Site/ Newsletter & Social Media Marketing	Aim is to help independent traders increase turnover, advertise and market their business more effectively and to work collaboratively to improve the Port Glasgow retail/service offer. The specialist skills required should include: <ul style="list-style-type: none">• a web site design;• graphics design;• social media marketing. Devise tender/ rough template for internet site/Newsletter covering e.g. regeneration strategy for Port Glasgow town centre; distinctive retail offer, history; location road/national cycle network; what's on/things to see & visit; business directory; etc. Include online newsletter facility/ database, for local stakeholders.	Riverside Inverclyde Inverclyde Council Traders Association West College /Greenock campus	Medium	Prepare a brief and circulate to appropriate agencies for proposals.
9. Investing Collectively: Developing & Delivering A Business Improvement District	In due course develop and deliver a Port Glasgow Town Centre BID. The BID would provide a sustainable financial model to deliver the key Action Plan programmes and priority projects for the town centre.	Establish BID Steering Group/ Inverclyde Council / Traders Association/ Businesses	Medium	Businesses would vote to invest collectively in local improvements.

Programme 2: Delivering Business Infrastructure

Riverside Inverclyde/Inverclyde Council has committed to **converting premises** in Scarlaw Street into a small business centre. This project should be one component of a ‘ladder of business accommodation’ that actively promotes the choice available to include: home-office, pop-up accommodation in ‘shipping containers’, small business centre (Scarlaw Street project is already committed), small own front door dedicated offices and workshop.

The Federation of Small Businesses in Scotland published a survey in June 2011 that demonstrated unmet demand from home based businesses to ‘move up the ladder’ using suitable affordable business space in town centres. In Port Glasgow Town Centre there is an opportunity to proactively identify suitable premises and collaborate with the owners and potential partners’ to deliver choice of business accommodation. At the same time in the consultations there was recognition that local property owners and landlords need to be targeted so as to start to explore how issues like upward only rent reviews, onerous lease terms and vacant ground and upper floor space can be tackled.

Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Funding Agencies	Likely Impact	Next Steps
1. ‘Ladder of Business Accommodation: Offering Choice	<p>Promote a real choice of business accommodation in the form of a ladder affordable space including pop up accommodation in shipping containers.</p> <p>Could include workshops targeted at the creative industries to include low rentals, fast broadband/WiFi, flexible rental terms, supportive shared services, rooms with good natural light.</p>	<p>Riverside Inverclyde Inverclyde Council</p> <p>To explore the possibilities of a partnership to deliver a network/ladder</p>	Short /medium	Prepare business case & identify potential sites/buildings
2. Local Property Owners/Landlords Initiative	<p>Explore establishing a pilot initiative with local property owners/landlords to look to tackle barriers like the need to reconfigure larger ground floor units, upward only rent reviews, onerous lease terms and vacant ground and upper floor space.</p>	<p>Riverside Inverclyde Inverclyde Council Owners</p>	Medium	Agree principles
3. Model Lease: To Encourage Use Of Vacant Town Centre Property Upper floors/Reconfigure larger ground floors	<p>Need to persuade owners of vacant property to be more flexible on leases and rents to encourage retailers/users to bring the space back into use (Project Schedules TC9a + TC9b).</p> <p>A simple model lease could be drafted and the principles of a modest turnover rent established.</p>	<p>Riverside Inverclyde Inverclyde Council Local solicitor</p>	Medium	<p>Agree principles</p> <p>Approach 2/3 local solicitors</p> <p>Confirm local solicitor to draft model agreement</p> <p>2/3 owners to pilot</p>

Programme 3: Consolidating & Extending Town Centre Living

Chapter 2 highlights that in 2011 the population of Port Glasgow Town Centre was around 2,190 and clearly there are opportunities to consolidate and extend the town centre so as to increase the residential population. The Inverclyde Alliance Repopulation Plan is particularly relevant and includes a range of initiatives targeted at attracting new people and business and retaining the existing population in Inverclyde. In the wider area, Inverclyde Council are committed to delivering the comprehensive regeneration of the Clune Park area of Port Glasgow and this involves demolishing the existing houses where they cannot be brought up to the aspirational Scottish Housing Quality Standard. New homes for affordable rent, mid-market rent, Low Cost Home Ownership and sale are planned subject to SG funding and accessing private finance.

A recent report 'Social & Mid-Market Rental Demand Assessment' by Ekosgen highlighted the *'continuing and significant need to increase the range and quality of affordable housing both to meet identified need and improve the quality of supply'*. Demand for quality properties is good and the timing may be right for investing in Mid-Market Rent (MMR). Improving the housing offer (including MMR) may help to increase the attractiveness of Port Glasgow Town Centre for in-commuters, migrants and those with a former connection to the area and to retain reluctant leavers (e.g. young graduates).

Given its rail station/bus service, access to A8/M8, Glasgow Airport and proximity to Glasgow City Centre, Port Glasgow Town Centre should benefit from improved demand, especially from the 'young professional' and 'first-time buyer' markets seeking affordable rents and sustainable mortgage packages.

Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Costs & Funding Agencies	Likely Impact	Next Steps
1. 'Young professional' & 'first-time buyer' markets seeking mid market rents	Assessments identify a continued demand for quality properties.	Riverside Inverclyde Inverclyde Council River Clyde Homes Owners Private Sector	High	Actively market sites & buildings with 'Repopulation Plan' incentives. Use 'ghost planning permissions'. Approach potential developers and look to secure partnership arrangements.
2. Self-build/self-design & build	To raise the awareness and promote self-build and custom build sector as a means of delivering 'volume housing' in Port Glasgow Town Centre. Self-build projects are where someone directly organises the design and construction of their new home. Custom build homes tend to be those where the individual works with a specialist developer to help deliver a specific type and specification of home.	Riverside Inverclyde Inverclyde Council River Clyde Homes Owners Private Sector	High	Riverside Inverclyde to assess the local interest by test marketing. Actively target particular sites.
3. Older peoples accommodation	Potential demand from an ageing population and 'downsizers' who would prefer a town centre location close to community and other facilities.	Riverside Inverclyde Inverclyde Council River Clyde Homes Owners Private Sector	Medium	Actively market particular sites & buildings
4. Target Vacant Space: Ground & Upper Floors: Demonstration Project	To provide housing in vacant or underused floorspace at both ground floor level and above shops and commercial premises (Project Schedules TC9a + TC9b).	Riverside Inverclyde Inverclyde Council River Clyde Homes Owners Private Sector	Medium	Undertake design feasibility to identify a 'pilot' and promote the initiative with building owners.

Programme 4: Investing In Community Infrastructure & Third Sector

Priority Projects:

Tackling deprivation and improving the perceived image and reputation of Port Glasgow Town centre is a central theme in the Action Plan. Continual investment in community infrastructure will be crucial and the town centre already accommodates the Health Centre, library, swimming pool and the well-used Town Hall among other facilities. There are however clear gaps between the health and wellbeing of people living in Port Glasgow and other areas of Inverclyde and Scotland. The need is to continue to improve local access to health services, better co-ordination of existing services and improve awareness/provision of information. Good health in mind, body and spirit and well-being are fundamental.

There are currently a number of youth projects operating in Port Glasgow but more needs to be done to fully and actively involve young people and particularly the 12-16 age group, on their terms, to use in the town centre. Improved facilities for young people and positive diversionary activity will help to tackle alcohol and substance misuse, youth disorder and territoriality issues in Port Glasgow. The need for low cost affordable leisure facilities in the town centre that complement the facilities available at Community Campus for example has also been highlighted.

This programme is also designed to build more awareness of, and celebrate, the skills, creativity and rich heritage and 'backstory' of the people of Port Glasgow. Inverclyde Community Development Trust, RIG Arts and Absent Voices have all been involved in creative interpretation of the local cultural heritage (e.g. shipbuilding, Stanley Spencer, Joan Eardley, Mark Neville). This is not an inward-looking approach rather it recognises that Port Glasgow has a series of 'tight knit' communities, some of whom face greater barriers to participation in than others. The programme is also based on the concept of hospitality - that Port Glasgow welcomes those from outside who may be visitors/ tourists, businesses or artists. It is also recognised that particular groups in our society find it harder to access fulfilling community or arts activities as participants or audiences. This includes people with alcohol or substance misuse, physical, mental or sensory disability and the increasing number of older people. The barriers to engagement need to be tackled, by developing local venues in the town centre which local people feel comfortable attending and are financially affordable. Engaging children and young people in participative activities in the town centre that give them an interest in relevant art forms, both in community and educational settings will be essential.

The arts can be a particularly powerful tool in working with disengaged and marginalised young people at risk of becoming involved in the Criminal Justice System, or at risk of suicide or

other mental health or substance abuse problems. It also needs to engage with adult groups within the community in relevant long-term participative arts programmes. There are already arts activities happening in community centres and other venues in Port Glasgow that need to be supported and nurtured.

The Third Sector also has a crucial role to play in delivering the Port Glasgow Town Centre Development Strategy and Action Plan.

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Funding Agencies	Likely Impact	Next Steps
<p>1. Establish a Port Glasgow Town Centre I-Youth Zone</p>	<p>I-Youth Zone in Greenock provides a safe place for young people to participate in a range of activities, gain access to advice and support and encourages them to become actively involved in their communities.</p>	<p>Riverside Inverclyde Inverclyde Council</p>	<p>High</p>	<p>Prepare a business case & identify premises</p>
<p>2. Coronation & Birkmyre Parks for 21st Century: Green Infrastructure Network</p>	<p>The project has four particular aims namely:</p> <p>1. Community Engagement - Capacity building: creating an improved destination; - Local communities: businesses: employees benefit in terms of health & well-being; - Network of walk/cycle links to National Cycle Route 75, using improved paths and proposed Estuary/waterfront cycle route.</p> <p>2. Local Economic Development: - Port Glasgow is more attractive for investment & visitors; - ILM/third sector maintenance opportunities.</p> <p>2. Environment - Sustainable management & maintenance: improve quality; - Promote sensitive habitats : ecological links; - Community allotments: healthy eating; - Access to Clyde Estuary/waterfront.</p> <p>4. Cultural/Built Heritage - Interpretation opportunities: arts projects; - Designed landscape: additional research / analysis.</p>	<p>GVC Green Network Lower Clyde Greenspace Inverclyde Council Scottish Wildlife Trust Forestry Commission Scotland HLF Nesta</p>	<p>High/ Medium</p>	<p>Prepare a comprehensive brief based on the Masterplan Explore new business models to include:</p> <ul style="list-style-type: none"> - new uses activities - more diverse sources of funding and resources - changed management & maintenance systems - new organisational structures: partnerships - Generating income through: <ul style="list-style-type: none"> - concessions & events - third sector opportunities - ecosystem diversity - possible commercial developments.
<p>3. Community Gardens & 'grow your own'</p>	<p>Aim to establish a small network of community gardens where local residents can transform vacant sites into green spaces that could include vegetable plots and flower gardens. The spaces could evolve to be used to address social, health and well-being issues including 'growing your own food'.</p>	<p>Growing Communities Partnership Federation of City Farms & Community Gardens Lower Clyde Greenspace Parklea Project</p>	<p>Medium</p>	<p>Assess the interest in establishing a demonstration project and identify a short list of potential sites</p>
<p>4. Social Enterprises & Third Sector</p>	<p>Promote establishing social economy organisations and increase the level of social entrepreneurship in Port Glasgow Town Centre and support individuals to adopt an enterprising approach to social problems. E.g. Childcare: bicycle hire/maintenance: locally sourced food: energy reduction/ tackling fuel poverty.</p> <p>Identify other opportunities for the third sector including providing services like heritage guides, heritage app., town centre ambassadors, community gardens and local growing, employability projects and training.</p>	<p>Inverclyde Council Inverclyde Community Development Trust SG Strengthening Communities Programme Just Enterprise</p>	<p>High</p>	<p>Identify specific opportunities Provide start-up and business support advice through the SG Just Enterprise initiative with potential to access Enterprise Growth Fund</p> <p>Aim to retain income and spending in the very local economy</p>
<p>5. Arts Industrial/cultural heritage</p>	<p>The initiative could include the following components:</p> <ul style="list-style-type: none"> - Interpretation: signage & trail; - Activities Events & Festivals; - Marketing programme; - Digital infrastructure to make industrial/cultural heritage more accessible; - Activities to ensure wider community involvement & engagement. 	<p>Riverside Inverclyde Inverclyde Council Inverclyde Community Development Trust RIG Arts Creative Scotland</p>	<p>High</p>	<p>Agree principles and identify priority actions & key partners</p>

OVERALL CONCLUSIONS AND NEXT STEPS

Recommendations

Riverside Inverclyde/Inverclyde Council is invited to approve the **Port Glasgow Town Centre Regeneration Strategy: Masterplan and Action Plan**: longer term vision, strategic programmes and projects as the basis for wider consultation so as to guide future investment decisions in Port Glasgow Town Centre over the next ten years.

Next Steps

The immediate next steps are as follows:

- Riverside Inverclyde/Inverclyde Council to formally approve Port Glasgow Town Centre Regeneration Strategy: Masterplan and Action Plan: vision, strategic programmes and projects as the basis for wider consultation, so as to guide future investment decisions in Port Glasgow Town Centre over the next ten years. *Late June 2104;*
- Inverclyde Council to acknowledge the 'fit' between the Port Glasgow Town Centre Regeneration Strategy: Masterplan and Action Plan and the Local Development Plan that will be adopted in Summer 2014 and to identify sites in Port Glasgow for Supplementary Planning Guidance: *July/August 2014;*
- Riverside Inverclyde/Inverclyde Council to undertake wider business and community dissemination of the Port Glasgow Town Centre Regeneration Strategy: Masterplan and Action Plan and publish an on line Executive Summary. *August 2014;*
- Riverside Inverclyde/Inverclyde Council to launch a 'marketing page' on the Riverside Inverclyde web site to highlight the business and property opportunities in Port Glasgow Town Centre. *Sept 2014;*
- Riverside Inverclyde/Inverclyde Council to initiate discussions with the Community Health Partnership on the provision/relocation of facilities as part of the health centres review. *Aug/Sept/2014;*
- Inverclyde Council to initiate a study to explore the feasibility of designating a Conservation Area in Port Glasgow Town Centre: *Sept/Oct 2014.*

Funding Opportunities

The table below summarises possible sources of funding for the Port Glasgow Town Centre Regeneration Strategy: Masterplan and Action Plan priority projects.

Port Glasgow Town Centre Regeneration Strategy: Masterplan & Action Plan: Potential Funding Sources

Funding Source	Specific Opportunities
PUBLIC	
1.Scottish Government	i. Regeneration Capital Grant Fund: - deprivation & disadvantage; -transformational change; -private sector investment. ii. Town Centre Action Plan e.g. Digital Towns, simplified planning
2. Next European Funding programme (2014 - 2020)	European Structural & Investment Funds (ESIF) Themes: - Competiveness Innovation Jobs; - Environment Resource Efficiency Low Carbon; - Social Inclusion Local Development.
3. Nesta, HLF, BLF	Rethinking Parks Investing In Ideas Awards for All Investing in Communities: Growing Community Assets
4. Heritage Lottery Fund	Heritage Enterprise Parks for People
5. Creative Scotland:	Cultural Economy Programme Public Art Sited & Youth Arts Hub Creative Place Awards
PRIVATE	
1. Local business & investors: owners	- RI/IC to be proactive: de-risking & packaging discrete market ready opportunities includes using 'ghost planning applications'; - Offer smaller development packages that sit within the Masterplan to Inverclyde based businesses and investors.
2. Local Asset Backed Vehicle: Development Agreements: Property Leases	- Local Asset-Backed Vehicle (LABVs) could combine private investment with public sector assets; - Development agreements are a simpler approach where the private sector builds on public sector land; - Property leases as a security for investors may suit specific uses.
3. Town Centre Investment Zone	Opportunity use the Masterplan to agree an approach that would be endorsed by Scottish Government.
4. Pension Fund	Look to package larger development parcels with public and private sector pre-lets that are attractive to some pension funds.

APPENDIX 1: PARTICIPANT SIGN IN SHEETS

**Port Glasgow Town Centre Regeneration Strategy & Masterplan Charrette
Participants (recorded via Sign-in Sheets)**

Opening Event: Tuesday 18 March

William Weir	Port Glasgow West Community Council
Catherine Mooney	Local Resident (postcode supplied)
Ms E Percy	Local Resident (postcode supplied)
Miss C Percy	Local Resident (postcode supplied)
Tommy Rodger	Local Resident (postcode supplied)
Cllr Michael McCormick	Inverclyde Council
M Hall	
Aubrey Fawcett	Riverside Inverclyde
Fiona Maguire	Riverside Inverclyde
Aileen Hughes	Local Resident (address supplied)
Alan McClintock	Inverclyde Council
Sgt Daniel Godfrey	Police Scotland
PC Karen Bruce	Police Scotland

Public Drop in

Joe Pearce	Local Resident
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Technical Stakeholders Workshop: Wednesday 19 March

Gordon Fisher	Inverclyde Council
Phil Hincliff	Transport Scotland
Gordon Mackie	Historic Scotland
Derek Manson	Scottish Natural Heritage
Charlie Cairns	Inverclyde Council
N McLaren	Inverclyde Council
Drew Hall	Inverclyde Council
Ian Mackenzie	Scottish Wildlife Trust
Fiona Maguire	Riverside Inverclyde
Karen Lodge	Inverclyde Community Development Trust
Mark Higginbotham	Inverclyde Council
George Kerr	Inverclyde Council
Alan McClintock	Inverclyde Council
Nicki Dunn	Scottish Environmental Protection Agency
Stuart Jamieson	Inverclyde Council
Allan O'Hare	Police Scotland
Jim Mitchell	Scottish Government
David Illingworth	Aecom
Cllr Stephen McCabe	Inverclyde Council
Cllr Robert Moran	Inverclyde Council
Will Nisbet	Inverclyde Council
Colin Miller	Austin-Smith:Lord

Business & Community Representatives Workshop: Wednesday 19 March

Robert Paton	Hair International
Sandra Wishart	Hair International
Jan McKay	David Wyse Ltd
Andy Fitzharris	Tesco Stores
William Boyle	Tesco Stores
Alisdair Hendry	Black & Bryden
Drew McKenzie	Robert Alexander Ltd
C Cullen	C Cullen Motors
Liz Simpson	Fine Things Bridal Wear
I Johnstone	Fine Things Bridle Wear
M Johnston	Local Resident (postcode supplied)

Fiona Maguire	Riverside Inverclyde
Fergus Monk	Port Glasgow Motor Co
E Davidson?	Robert Alexander Ltd
Anne Ross	Port Glasgow West Community Council
Tommy Rodger	Port Glasgow West Community Council
William Weir	Port Glasgow West Community Council & Port Glasgow Traders
Abdul Wahid Karim	Manzil Tandoori
Margaret Watson	
William Weir	Pets Paradise

Housing & Land Owners Forum: Thursday 20 March

David Leaf	Link Housing
Gordon Fisher	Inverclyde Council
Drew Hall	Inverclyde Council
Heather Dowds	River Clyde Homes
Lynne Griffin	Link Housing
Fiona Maguire	Riverside Inverclyde
Douglas Wheeler	Douglas Wheeler Associates
Mark Robertson	Ryden
Michelle Docherty	Ryden

Emerging Options Review Workshop: Thursday 20 March

Catherine Mooney	Local Resident (postcode supplied)
Fiona Maguire	Riverside Inverclyde
William Weir	Port Glasgow West Community Council & Port Glasgow Traders
Fergus Macleod	Inverclyde Council
Tommy Rodger	Port Glasgow West Community Council
Anne Ross	Port Glasgow West Community Council
Mary Docherty	Local Resident
Theresa Conner	Local Resident
E Percy	Local Resident (postcode supplied)
C Percy	Local Resident (postcode supplied)

Sense Check: Friday 21 March

Robert Graham	Inverclyde Council
Fiona Maguire	Riverside Inverclyde
Michelle Docherty	Ryden
Fergus Macleod	Inverclyde Council
Drew Hall	Inverclyde Council
David Illingworth	Aecom
Aubrey Fawcett	Riverside Inverclyde
Ian Fraser	St Martins Parish Church

Closing Event: Friday 21 March

Catherine Mooney	Local Resident (postcode supplied)
Fiona Maguire	Riverside Inverclyde
Gerry McCarthy	Riverside Inverclyde
Anne Ross	Port Glasgow West Community Council
William Weir	Port Glasgow West Community Council
R Craig	Local Resident (postcode supplied)
M Johnston	Fine Things Bridal Wear
I Johnston	Local Resident (postcode supplied)
Tommy Rodger	Local Resident (postcode supplied)
Jason Orr	Rig Arts

Douglas Wheeler Associates

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www.douglaswheelerassociates.com

Ryden

46 North Castle St,
Edinburgh
EH2 3BN
Tel: 0131 225 6612
www.ryden.co.uk

Transport Planning Ltd

93 George Street
Edinburgh
Tel: 0131 247 5780
www.tranplanworld.co.uk

WAVEparticle

Studio 101
The Briggait
Bridgegate
Glasgow
G1 5HZ
Tel: 0141 552 5300

AECOM

225 Bath Street
Glasgow
G2 4GZ
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