

Irvine New Town

Final Report on Planning Proposals

A report to the Secretary of State for Scotland
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1 Introduction

1. We were asked in January, 1965 by the Scottish Development Department

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..... "to prepare and submit to this Department a report and plan for the area of possible expansion lying to the east of and including the Burghs of Irvine and Kilwinning. This plan should provide for an expansion of population of the order of 55,000. "

"The master plan should make provision for land uses throughout the area and for traffic movements and should include sections on population and employment structures, shopping provision and traffic projections, including a study of work journeys in the sub-region. In view of the Government's concern that information should become urgently available as a basis for decision making in the short run, you are asked to submit an interim report by 31st May, 1965, outlining the major land uses you would propose in the area together with a primary communications network. "

2. We submitted our Interim Report at the end of May, 1965; this was circulated to the local authorities concerned and following discussions the Secretary of State published the Draft New Town (Irvine) Designation Order in February, 1966. A public local enquiry into objections to the Order was held in July 1966 and the Order was confirmed with modifications in November 1966.

3. We have collected a considerable amount of information on the existing conditions in the area of search which we have assumed, for the purpose of our study, to extend just to the north of Kilwinning, to Bankhead to the east and to Barassie to the south. The essential parts of this information are set out and analysed in this Report; the remainder will be made available to the Development Corporation. We have also considered the relationship of a growth area at Irvine to the sub-region in an attempt to assess the potential of the area and its possible effect on this and other developments in the west of Scotland.

4. In considering the expansion of Irvine and Kilwinning it is necessary to study the existing settlements in the sub-region. Allowance must be made for

various sets of circumstances in deciding the amount of land to be reserved for certain uses and in working out the communications network. The most significant of the extreme circumstances are that Irvine might become a major employment centre fulfilling not only its own needs but also serving a manufacturing region of growing mobility or, on the other hand, it might fail to grow for employment purposes and consequently be dependent on other regional centres, particularly Glasgow, in this respect. Again it might become a regional centre for shopping purposes, of similar or greater importance than Ayr and Kilmarnock, or it might only be able to support a minimum of central area facilities. These combinations of alternatives represent four basic characters which Irvine may acquire. In addition, consideration must be given to the town's possible importance as a recreational centre, as a regional centre for administrative, hospital and educational services and as a distributive centre.

5. The increase of mobility in the future and the growing awareness of population growth must change many regional planning concepts, with greater importance attached to new cities, offering above all a broad economic base, rather than to new towns. A city with its diversified employment structure and regional facilities can be a big magnet to industrialists. A scheme of such magnitude in West Ayrshire might well be a bold move but one which could create a more balanced spread of the Scottish population within the central belt and which could play a vital part in the solution of Glasgow's problems.

6. The Irvine area lies near the centre of gravity of the Ayrshire population and enjoys the obvious attractions of the west coast, clean air, the mild climate, excellent rail communications with Glasgow and proximity to Prestwick International Airport and to certain main line rail services at Kilmarnock, including sleepers to and from London and the Midlands. Its attraction to industrialists is shown by the international prestige of such firms as Skefco and Chemstrand who have come to the area which already contained I.C.I., who are now undertaking a major expansion at Ardeer; it is worth noting that no other comparable area in Scotland has achieved such important results.

7. Although the new population of Irvine may come from many sources, the obvious magnitude of the Glasgow overspill problem must loom large in any analysis of the position and the special relationship of Glasgow to the west coast must add to the potential of Irvine as a growth area capable of considerable expansion. It would, in fact, be quite reasonable to assume two parallel expansion operations, one based on industrial selection of incoming population as in the other new towns, and the other based on a commuting population from Glasgow and other employment centres.

8. For all these reasons there must be considerable confidence in the growth potential of the Irvine area and with suitable land available for develop-

ment there would seem to be a case not only for assuming that the Irvine growth area will prosper in terms of employment and central area facilities but that in preparing any planning proposals for the 55,000 population increase full account should be taken of the probability of additional expansion beyond that figure in the future. We have adopted this policy in our consideration of land use and the communications network for the proposed development and as stated in our Interim Report we strongly recommend that further thought should be given to this aspect of the operation.

9. Although basic planning aims can be achieved under the most ideal conditions in new towns, each site presents its own particular problems; the Irvine growth area is no exception. Irvine and Kilwinning are two established towns, with a total population of about 25,000 which are now to form part of a new town. Many new and difficult problems arise in this type of operation which are not present when towns are planned on more or less clear sites. It will be necessary to achieve a considerable measure of integration between the old and the new; the introduction of the new town concept must not result in competing towns on the site with all the complications of differing standards and problems of assimilation of the incoming population. There must be a comprehensive approach to all aspects of the operation; new development, redevelopment and rehabilitation of derelict areas of building and landscape. This involves an assessment of the quality and potentialities of the existing towns as well as consideration of the form of the new elements which together will result in the overall planning concept of the new town.

10. The opportunities are immense and it is essential that they should be grasped boldly and generously to ensure that the new town sets a high standard of design to provide the best possible conditions for those who live and work there; it must stimulate its citizens and those who visit it. People need a wide choice of things to do and see and to satisfy these functional and intellectual requirements a town should have character as well as facilities. A new town with all its physical planning advantages can lack the atmosphere that comes from a place or a building having what might be called depth in time. In this respect Irvine has many advantages which can be exploited with careful planning and an intelligent manipulation of the programming of development and redevelopment to achieve a coherent and satisfying community structure.

11. The planning and development of a town is a comprehensive activity involving many skills and interests. The extent to which these can be brought to bear provides some measure of the future success or failure of the town to ensure opportunities for a full life. The planning process must be continuous over the whole period of growth; not only must the planning be comprehensive in its scope, it must be flexible in its application. The plan should provide a basic framework expressed in graphic and written form to guide but not to

stifle the growth of the town. The people now living in Irvine and Kilwinning and those who will come to live in the town must play their full part in its creation including the development of its civic and social consciousness. The character of the town will be derived not only from its siting and its building but from its citizens. In the early years of the development of the new town the contribution of the new population will inevitably be minimal and, therefore, the plan must be sufficiently flexible to take account of the need for changing conditions as the structure of the incoming population becomes more clearly known with the increase of numbers.

12. The Report which follows can be divided into six sections. Chapters 2, 3 and 4 deal with the overall planning concept, the urban structure plan for the new town and the more detailed plans for Irvine and Kilwinning and read together provide a general account of the proposals. Chapter 5 covers the human aspects of regional influences, community structure, population, employment and shopping. Chapters 6 - 13 contain the more detailed studies of land use and communications, Chapter 14 deals with Implementation and Chapter 15 with Town Character. Finally, the Appendices contain survey material, statistics and technical studies.

13. In presenting this Report we wish to record our thanks to the many people who have helped in the preparation of these proposals by giving information and advice. In particular we must mention the officials of the Scottish Development Department and of the local and public authorities concerned.

2 *Concept and Plan*

PRINCIPLES

14. We have approached our task with no preconceived solutions in mind. The proposals described in this Report are the result of relating to the analysis of the site conditions a series of principles and requirements which we believe to be applicable at the present time. These can be summarised as follows:

- (i) The planning concept must be sufficiently flexible in terms of land use and communications to allow for growth, to compensate for the uncertainties of long term forecasting and to provide a solution that will function efficiently, both socially and economically at all stages of development.
- (ii) There must be regard to a high level of car ownership and usage in the design of the communications system and also to the integration of all forms of transport. With town growth, traffic problems and the relative importance of public transport will increase considerably, not least in the existing town areas. A town structure is required which relates growing traffic to growing development in such a way that the capacity of the traffic facilities can maintain an acceptable level at all stages without over provision and within an agreed investment policy. Since the free movement of the motor car becomes more and more difficult with increasing size of towns, the system should provide for the possibility of a change in emphasis from private towards public transport as the town grows and while allowing for the maximum facilities that good traffic planning can provide, it must also encourage the growth and use of public transport.
- (iii) The design of the vehicular communications system must be based on a clearly defined hierarchy of roads and public transport routes. The main roads must be free from conflicting activities such as parking and servicing of buildings.
- (iv) Pedestrians and fast moving vehicles do not mix and there must be the maximum segregation throughout the town with a separate,

direct, well-defined and attractive footpath system linking the residential areas with the schools, shops, workplaces, recreation areas and other communal facilities.

- (v) The development should be based on a series of environmental areas from which extraneous traffic is excluded.
- (vi) Land uses with high traffic generation should be dispersed to achieve the maximum balance of peak traffic flows. This applies particularly to industrial sites and other major employment centres.
- (vii) The town should have a coherent structure which can be easily appreciated by those who live in and visit it and an appropriate urban character should be achieved with a good relationship between buildings and spaces. It should fit into the regional landscape and seascape and the limits of building development should be clearly defined to achieve the maximum contrast between town, countryside and seaside rather than to encourage or permit a suburban sprawl on the periphery of the town. The new development should be carefully related to the existing.
- (viii) There should be a good balance of population in relation to age groups, family structure and employment to provide a sound basis for the development of the town at all stages of its growth particularly at the second generation period.
- (ix) The programming of the development must be arranged to ensure that at each main stage of the initial building period a part of the town will be established that will provide a reasonable range of facilities for the population. Any necessary redevelopment to ensure comparable standards in the existing town or integration between new and old should be phased into such a programme. Building should proceed progressively section by section to cause the minimum interference to the people living in the town.

CONCEPT

15. The planning concept for the new town has been derived from consideration of these principles and requirements with particular reference to the problems of growth and to the need to ensure that the town will provide a good environment for those who will live and work there.

16. The problem of the design of a pattern of development which allows for growth whilst maintaining good environmental standards must be concerned particularly with traffic systems and the ultimate emphasis on public transport.

17. The essential characteristic of public transport is a line of movement

with stopping points to which people walk or go by taxi or car. Each stopping point, therefore, becomes the focus of the surrounding area, and it follows that the town structure could be in the form of a series of districts based upon walking distances, containing residential, industrial or recreational development, and related uses, connected to each other and the town centre by the public transport line, roads and footpaths. On the basis of about a 7 - 10 minute walk being the acceptable maximum, each district would have a radius of between $\frac{1}{3}$ and $\frac{1}{2}$ mile.

18. Residential districts must be designed as environmental areas and among other things, pedestrian and vehicular movements should be properly integrated. Whilst vehicular movement can be controlled simply by the use of kerbs and bollards the pedestrian cannot be contained to anything like the same extent. Since both vehicles and pedestrians must meet on some journeys (home to parked cars, delivery vans, etc.) the aim should be the expression of this multi-use character by road design that reduces the speed of vehicular movement to a level compatible with that of the pedestrian. However, the provision of primary footpaths linking home to shops, work, school, etc. can do much to make pedestrian movement more convenient. By locating the district shops, schools and community facilities near to the public transport stop a pattern of radial pedestrian movement is established and by directing traffic outwards the periphery of the area pedestrians are naturally drawn away from the more heavily trafficked roads. The collector roads on the periphery are in turn connected to the primary roads running along the spine of the districts. The resultant movement pattern within the 'basic district' is shown in diagram form in fig. 20, page 69.

19. A series of linked district centres on a communications spine can result in a town structure capable of expansion by the addition of further districts at either end and the construction of primary roads, necessitated by the increase in traffic, on the flanks of the development. However, it is desirable in order to achieve maximum dispersal of traffic, and hence efficient use of both road space and public transport, that residential and industrial districts should be dispersed in a proportion of approximately 3:1.

20. The ratio of public to private transport can vary as the development grows since an emphasis is placed upon increasing widths of existing roads and increasing frequency of buses rather than on the construction of new roads.

21. A fundamental feature of the concept is the association of the public transport and private transport systems in a communications corridor. This results in flexibility in growth related to the rate of general development.

The stages of growth of the transport corridor could be (fig. 1, page 13):

- i. single carriageway with mixed private cars and buses
- ii. either: single carriageway road for private transport and public transport on a separate route or dual carriageway for mixed use
- iii. dual carriageway road for private transport with public transport on the central reservation
- iv. extra lanes to carriageways, or separate bypass roads for private transport. More efficient forms of mass public transport along the existing route.

22. The development of the public transport system from buses to any other form (rail, hovercraft, etc.) can occur when the town growth and usage make it economic. Buses could, of course, be retained on the segregated facility as the ultimate public transport service. However, the following points are of vital importance:

- i. the public transport must provide journey times comparable with private transport and, therefore, must not be impeded by private vehicles
- ii. it must evolve economically as growth takes place
- iii. it must be able to provide better access to the major destinations, such as shopping centres.

23. Flexibility is possible in a district both in its initial design, and in its growth over a long period of time. Within the basic framework of planning and communications principles, units are capable of independent design and thus variety can be achieved in population, density, form and layout of development by the exploitation of the natural landscape characteristics of each site.

24. This concept is elaborated in Appendices II and III of our Report to the Minister of Housing & Local Government, Northampton, Bedford and North Bucks Study, an assessment of inter related growth. *

25. The plan form that arises from this concept can be likened to a necklace, the beads of varying shape and size representing the units of development and the string the public transport system. This concept has been applied to the site conditions in the Designated Area in relation to the amounts of land required for the various uses.

SITE

26. The Designated Area of some 12,440 acres is situated in Ayrshire,

* H.M.S.O., 1965. Price 25s.

on the west coast of the Firth of Clyde opposite the Isle of Arran (fig. 32, page 129). It lies within a bowl of land formed between the hills behind Ardrossan in the north and Dundonald in the south. The land is generally flat with gentle undulation from the beach and sand dunes to the foothills. Across the area the River Garnock, Lugton Water, the River Irvine and Annick Water flow into Irvine Bay following winding courses through parallel-sided, flat-bottomed valleys, flanked by generally shallow but steep banks (fig. 34, page 132).

27. There has been extensive coal mining in the area in the past although subsidence of the surface can be regarded as complete. A thorough survey has been made of the workings to determine areas suitable for development (Appendix 2, fig. 40, page 143). Fireclay deposits are being mined; sand and gravel are being extracted in two areas and there are considerable deposits to the south of Irvine (fig. 35, page 133).

28. The area is served by a network of roads, most of which require improvement or re-routing. These include A78, a trunk route serving the coastal towns between Greenock and Ayr; A737, serving the communities along the Dalry valley from Glasgow to Kilwinning; A736, the direct route across the moors between Glasgow and Irvine passing through Barrhead, Neilston and Lugton; and A71, the main route between Kilmarnock and Irvine. Rail communications to Glasgow and to Ayr are good (fig. 32, page 129).

29. A bypass road is to be built to replace the existing A78 trunk route through Irvine and a new line has been established under the 1946 Trunk Road Act (fig. 3, page 15).

30. Existing building development in the area is concentrated at Irvine and Kilwinning with smaller settlements at Girdle Toll, Springside, Bankhead and Dreghorn (fig. 38, page 137).

31. The Ayrshire Central Hospital occupies a site of some 100 acres to the east of the Kilwinning-Irvine road, A78. The Ministry of Civil Aviation have a radar station on a site at Gailies to the west of road A78. This is a short term use and the land will eventually be released for other purposes. The Ministry of Defence have two Army stations in the area; the Eglinton Vehicle Depot, adjoining the Ayrshire Central Hospital to the north, is a long-term requirement and the Dundonald Camp and Rifle Range, to the west of road A78 and adjoining the radar site, will be required at least until 1970.

32. There is some land liable to flooding within the big loop of the River Irvine, north of Low Green. The Shewalton Moss to the south is a large area of peat, nearly all of which is unbuildable. The I.C.I. factory at Ardeer is surrounded by a safety zone which affects some 600 acres of land; this area is not available for urban development.

33. The landscape of the undeveloped areas arises from the pattern of hedge-rows, shelterbelts and copse planting but closer to the existing urban settlements, tree belts have either been cut down or are in decay. The coastline and river estuary landscape remains relatively uninfluenced by development and has its own unique character. The landscape of Eglinton Castle is in decay. There are many bings, most of them small and clothed with vegetation but one to the south of Kilwinning is fairly large and should be removed.

34. The site conditions summarised above and more fully described in Appendix 1 are illustrated in two maps indicating restrictions on and opportunities for development (fig. 3, page 15 and fig. 4, page 16).

35. From various studies detailed in the following Chapters the principal land use requirements for the new population can be summarised as follows:

Housing	1,600 acres
Central Area	220 "
Education	200 "
Industry	700 "
Open Space (excluding golf courses)	<u>500</u> "
	<u>3,220</u> "

36. In the application of the planning concept to the site conditions, there is not only the question of making the best use of the available land by exploiting the landscape characteristics but also of reconciling the major elements of the existing land use pattern with the proposed development to produce a coherent plan for the whole area. Of particular importance are Irvine with a thriving town centre, a successful industrial estate and railway stations; Kilwinning with an industrial estate and a station at the junction of the main Glasgow/Ayr line and the coastal line through Ardrossan, which could become the major transport interchange point of the new town; and the industrial areas containing I.C.I., Skefco and Chemstrand.

37. The site conditions determine the plan form as a belt of development about one mile wide and five miles long stretching in a wide arc from Drybridge in the south to Kilwinning in the north and flanking the eastern edge of the Irvine built-up area (fig. 6, page 18). The road pattern provides the links, for public and private transport, to connect Kilwinning, Irvine and the existing industrial areas at Drybridge, to the new development and forms a loop with a cross connection between Irvine and the new town centre which is located to the east of Girdle Toll. The system could link up in the future with Stevenston, Saltcoats and Ardrossan. With this planning concept it would be perfectly feasible to increase the size of the development by forming corridors of growth in the direction of Kilmarnock or Ayr in the south and Dalry or beyond in the

north by continuing the communications spine and the primary roads which would then be required on the flanks (fig. 5, page 17). Because of the flexibility built in to the system each unit or group of units would have its own character and identity relating to site and environmental conditions.

38. The area of site selected for the new development forms part of the foothill landscape which lies immediately behind the raised beaches. It is composed of broad shelves of land separated by fairly sharp gradients and punctuated, particularly along the east boundary of the area, by steep-sided ridges. Whereas the gradients between the shelves generally lie in a south east/north west orientation and present a face to the prevailing south westerly winds, the valleys between the ridges tend to lie in an east/west alignment and are, therefore, open to the cold easterly winds which predominate in the Spring of the year. Strong winds are a feature of the Ayrshire coast and shelter is, therefore, an important factor in the planning of this development.

39. Much of the land contained within the shelves lies at gradients flatter than 1:15 and a considerable proportion is at very flat gradients. It follows that development should, if possible, be kept away from the line of ridges and that a careful relationship between building development on the shelves and afforestation on the slopes which separate them will provide a basis for the creation of a series of integrated localities sheltered and contained by the folds of ground and the tree planting.

40. With this in mind a general visual field survey has been carried out together with a detailed study of the Ordnance maps of the area with ground contours at 5 ft. intervals. The first objective was to determine a line for the communications spine, which would allow for the best possible location for the residential and industrial districts which it would serve. The site was broken down into the following gradient categories:

- Steeper than 1:5 - regarded as land unsuitable for development
- 1:5 - 1:15 - land to be avoided for development purposes because of the predominance of flatter land in the area, and because of the desirability of tree planting on these steeper slopes for shelterbelts and containment
- 1:15 - 1:30 - regarded as suitable land for residential development
- 1:30 - 1:50 - regarded as suitable for certain types of industrial and commercial development
- 1:50 - flat - suitable for public and school playing fields and all forms of industrial development

41. A very suitable line was found for the communications spine, which while capable of construction with a minimum of ground works, will yet allow for simple pedestrian under or over passes fairly regularly along its length. Furthermore this line is so located as to allow for a minimum lateral development of $\frac{1}{3}$ to $\frac{1}{2}$ mile on each side.

42. The site was studied in detail to determine a pattern of physical and visual barriers prominent enough, with or without tree planting, to form natural boundaries to localities which could be visually self-contained and enjoy their own particular micro-climate and local characteristics. The establishment of these localities, and the relationship between them and the general pattern of land use, is regarded as being of the greatest importance in the establishment of a firm basis for a high quality of environment.

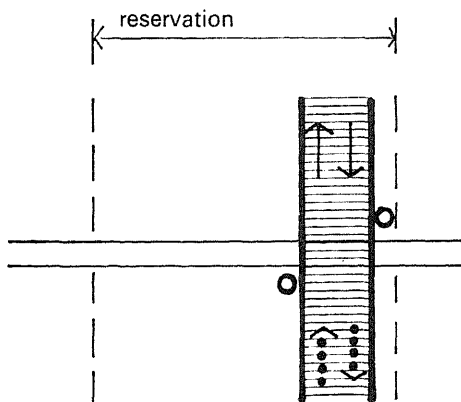
43. Fig. 29, page 107 illustrates some aspects of this analysis which combined with the mining survey has been used to determine the areas and extent of development and road alignments.

44. The Basic Plan is illustrated in fig. 6, page 18 and indicates the framework of land use and communications.

45. It is in the assessment of industrial land that the need for a flexible land use plan is most apparent since it is impossible to predict accurately the type of industry likely to be attracted to the area. The density of workers per acre as between different types of manufacturing industry and between service and manufacturing industry can vary considerably. This not only affects the amount of land but also the generation of traffic, particularly on the journey to work. The Basic Plan, therefore, can only represent a general framework of land use and communications and must be subject to revision at regular intervals as development proceeds and the employment and population patterns become clearer.



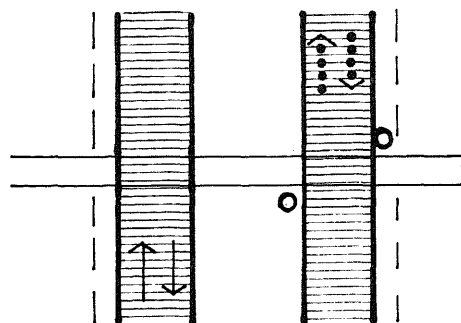
Stage 1



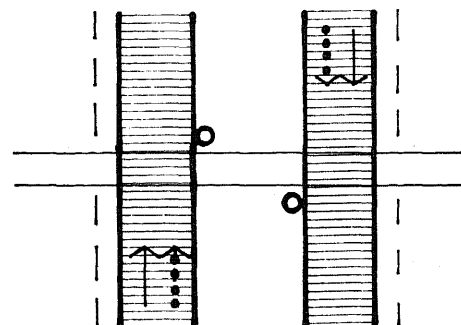
single 24' carriageway



Stage 2



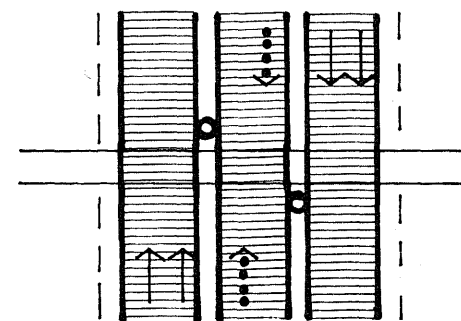
alternatives



second 24' carriageway



Stage 3

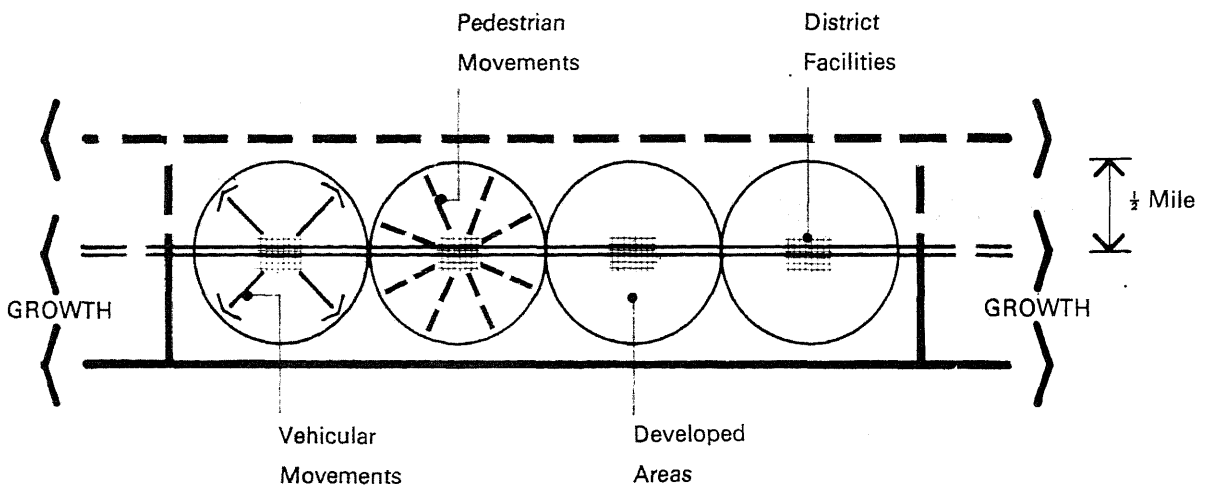


public transport carriageway

DEVELOPMENT OF THE COMMUNICATIONS SPINE



Fig. 2



LINEAR PRINCIPLES

Fig. 3

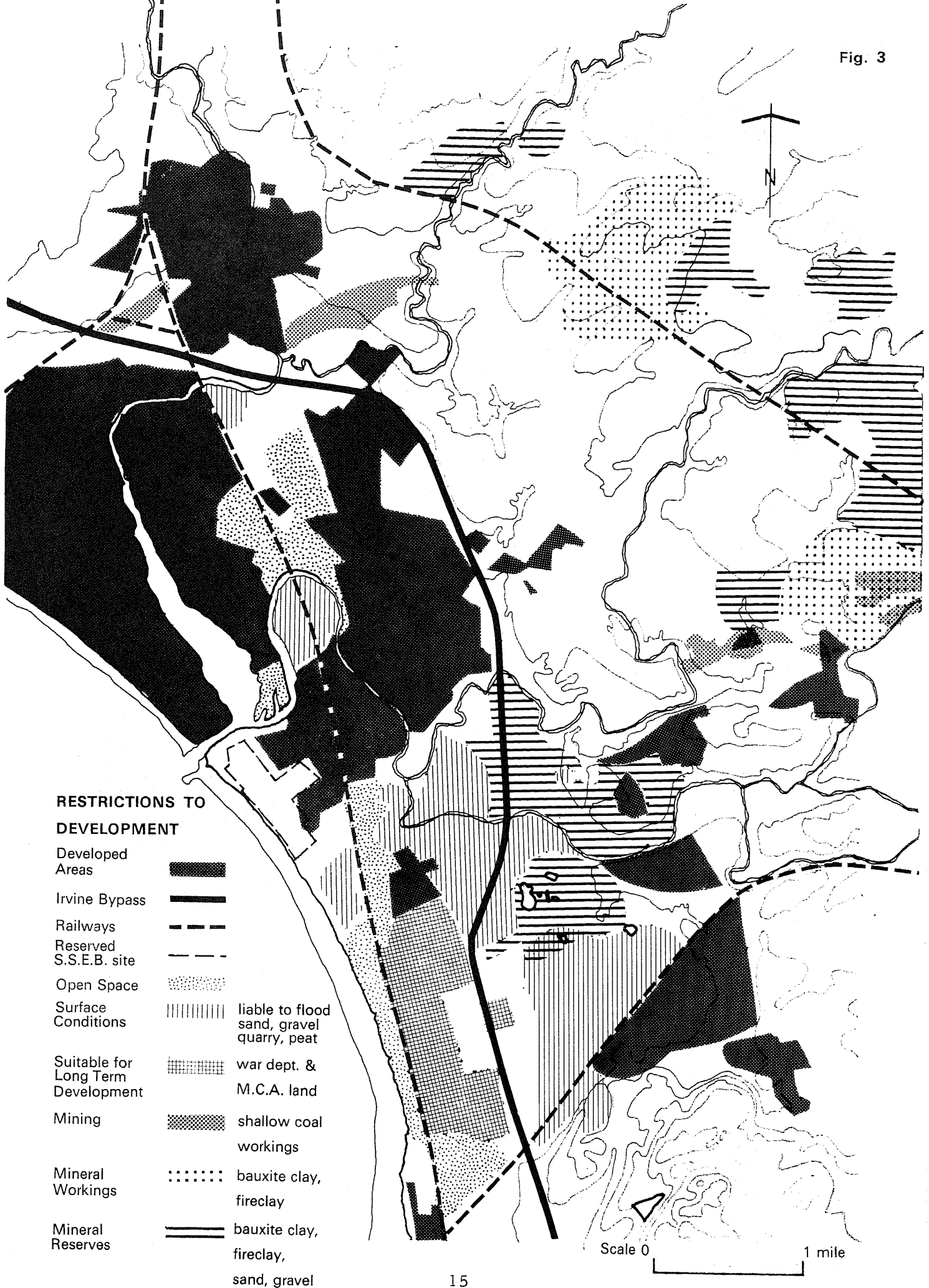


Fig. 4

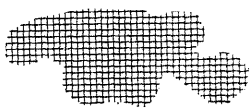


OPPORTUNITIES FOR DEVELOPMENT

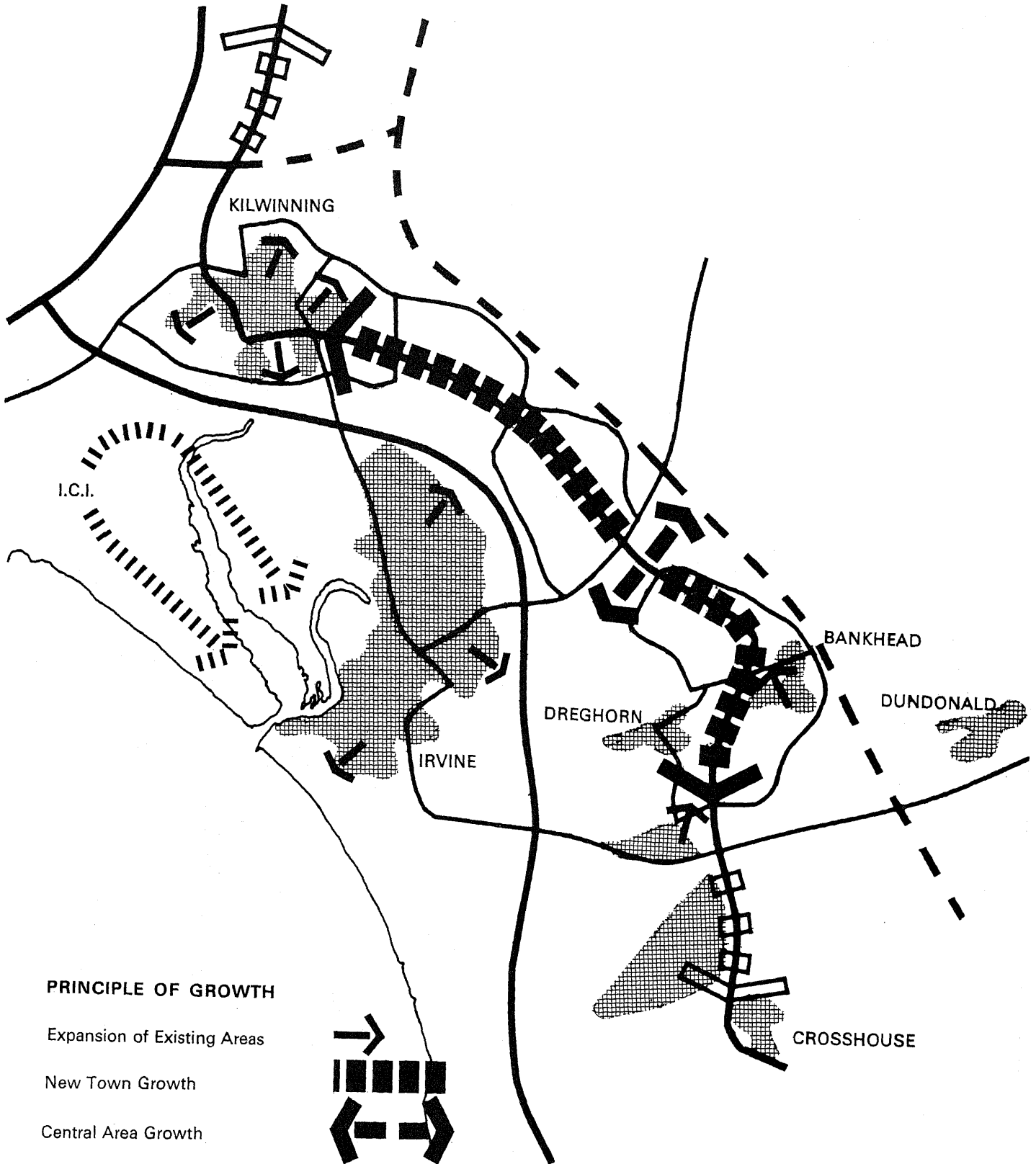
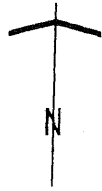
- Areas for Building
- Areas for Surface Mineral Extraction



Fig. 5



DALRY



PRINCIPLE OF GROWTH

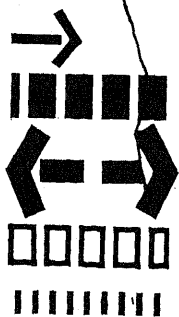
Expansion of Existing Areas

New Town Growth

Central Area Growth

Long Term Expansion

I.C.I. Growth



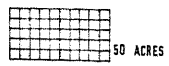
Scale 0 1 mile



Fig. 6



Irvine New Town BASIC PLAN



EXISTING DEVELOPMENT
 RESIDENTIAL
 INDUSTRY
 COMMERCIAL
 WOODLANDS
 CEMETERY
 AYNSHIRE CENTRAL HOSPITAL
 WAR DEPARTMENT
 GOLF COURSE
 UNALLOCATED SITE
 BOUNDARY OF DESIGNATED AREA

C
 H
 WD
 GC

NEW DEVELOPMENT
 RESIDENTIAL
 INDUSTRY
 CENTRAL AREA
 PUBLIC OPEN SPACE
 PLAYING FIELDS
 REGIONAL PARK
 COLLEGE
 GOLF COURSE
 SEWAGE PURIFICATION WORKS
 FIRE STATION
 LAKES
 SECONDARY SCHOOLS

PDS
 PF
 RP
 *GC

COMMUNICATIONS
 REGIONAL ROADS
 MINOR REGIONAL ROAD
 TRANSPORTATION LINE
 DISTRICT DISTRIBUTOR
 LOCAL DISTRIBUTOR
 PUBLIC TRANSPORT HALT
 RAILWAY STATION
 MAIN PEDESTRIAN ROUTES
 FREE FLOW JUNCTION
 CONTROLLED JUNCTION
 FUTURE REGIONAL ROAD



3 Irvine

46. This section of the Report outlines policies for the continuing development of Irvine Burgh, in the context of the plan for the new town.

LOCATION

47. The Burgh of Irvine lies at the mouth of the River Irvine in the lowland bowl associated with the sea. However, it is isolated from the coast by the I. C. I. developments on the Ardeer peninsula to the north, by the site of the Irvine Royal Ordnance Factory to the south west, which is being developed as an industrial estate by the Burgh Council, and in particular by the coastal railway which lies on an embankment to the west of the town centre. Thus the link with the sea is a tenuous one through the decaying harbour district, and thence to the extensive sandy beach which stretches southwards to Barassie (fig. 7, page 26).

HISTORY

48. Irvine is the oldest town in the valley. It was a Royal Burgh by the 13th century, and by the 17th century it was the administrative and economic centre for the whole of north Ayrshire. The harbour district still carries a reminder of the period when it was the chief port for Glasgow, before the deepening of the Clyde. Yet much of the fabric of Irvine dates from the 19th century period of coal exploitation and export. Although the extractive industries in the area have declined and the iron and steel working has been eclipsed, the industrialisation of the town has prevented its development as a Clyde resort like Troon and Saltcoats at the extremities of Irvine Bay.

49. In December, 1959, the Council purchased the site and premises of the Irvine Royal Ordnance Factory, amounting to 180 acres of land and a quarter of a million square feet of floor space. At the same time, it embarked upon a vigorous and successful programme of industrial expansion which has brought a score of firms to the Burgh. Irvine has an impressive record in this respect.

50. There has been considerable development of local authority and S. S. H. A. housing, and in 1959 the Burgh entered into an overspill agreement

with Glasgow involving the building of 1,400 houses. A Town Development Scheme was approved by the Secretary of State for Scotland in the same year and the Council is anxious to extend its activities in this respect.

EMPLOYMENT

51. Although at the present time there is a deficit of jobs in relation to workers in the Burgh, this is probably not significant in relation to the changing pattern of employment and movement which is apparent in the area.

52. The recent development of the Municipal Industrial Estate has provided for a minimum expansion of 100% on the firms' initial requirements. Already a number of Industrial Development Certificates have been issued and the employment potential could increase from the present figure of about 2,000 to something in the region of 4,000 to 5,000 persons. At the same time mobility in the district is increasing and this has been particularly apparent during the last decade in movements to and from the Burgh. Changing conditions with the decline of old established industries have induced a wider acceptance of longer daily work journeys which may be expected to continue.

53. For these reasons, and in order to avoid an over-large concentration of industrial traffic, the amount of industrial land directly associated with the Burgh should remain unchanged.

SHOPPING

54. Irvine will be of increasing importance as a shopping centre during the initial stages of the development of the new town and inevitably there will be pressures to increase its capacity as the population grows. However, it is essential that these pressures should be resisted for, in the long term, Irvine should become a district centre of the new town and any local development would both prejudice the establishment and inhibit the growth of the main centre.

55. At the present time retail premises amount to 170,000 sq. ft. of gross floor space. We propose that as the new town central area grows this should be reduced to 123,500 sq. ft. by the elimination of all but a few corner shops and essentially maritime facilities in the redevelopment of the obsolete properties west of Irvine Bridge and by the contraction of the shopping frontages in Bridgegate and High Street. It is important that individual proposals for redevelopment in the Irvine centre should be considered in this context to ensure that existing plot ratios are not exceeded in respect of shopping.

HOUSING

56. In January, 1966 the Council estimated that it would require 2,348 houses to meet its commitments during the period 1966-1970 and of these, nearly 700 were required for incoming industrial workers and under the over-spill agreement with Glasgow Corporation.

57. By the end of 1970 the Council planned to begin building 1,041 new houses inside the Burgh, and more than half of these were to have started by 1967. In addition the S S H A was to develop 100 acres of land for the Burgh, but outside its boundary, between the Ayrshire Central Hospital and the proposed Irvine bypass. This site should provide a further 1,500 houses in 2, 3 and 4 storey buildings, although in January, 1966 the Council's programme allowed for starting only 550 of these by the end of 1970.

58. Every effort should be made to accelerate the development of this site which should include a primary school, playgrounds and corner shops. In addition, the major public open space associated with the linear development, planned to the east of the Irvine bypass at this point, should be linked with the new housing by a grade separated pedestrian crossing of the main road.

59. New public and private housing focussed on Irvine centre must be confined by the bypass and the public open spaces to the north and south of the Burgh. Further development will be concerned with infilling three small sites amounting to about 38 acres between the bypass, Annick Water and the southern edge of the built up area, and with the redevelopment of obsolete property inside the existing town.

60. We believe that the best results will be obtained if the Town Council takes the opportunity to integrate its programme with that of the Development Corporation so that not only are the required numbers provided but also a range of houses is built which will provide for variations in social and economic aspirations as well as the size of the family unit. In this way, the physical and social structure of Irvine will be enriched by a more varied pattern of growth than has been apparent in recent years.

RECREATION

61. At present, a football stadium, greyhound track, bowling alley, two cinemas and a dance hall, together with clubs and associations provide for a range of recreational activities in the town. However, the main land use in this respect is public open space; apart from the beach, Towns Moor (83 acres), Low Green (10 acres) and the Recreational Park (52 acres) comprise the bulk of this and these parks are reasonably well distributed in relation to the residential areas of the town. Nevertheless, although they amount to about $8\frac{1}{2}$ acres of public open space per 1,000 people in the Burgh, in some respects Irvine lacks amenities which should be enjoyed by a flourishing community today. Greater emphasis should be placed on the provision of playgrounds for children in the development of housing areas. Small simple spaces for toddlers will be required close to groups of houses where they can be overlooked by mothers in the home, whereas older and noisier children will be

best served by separate and larger playgrounds somewhat removed from the houses. In addition, modest, hard surfaced 'kick about' areas should be provided for informal ball games. In all cases, if these spaces are to be successful it is important that they should be both isolated from main roads and at the same time sited at focal points in the life of the community.

62. While Low Green is a park of considerable charm and character, the quality of the landscape deteriorates rapidly in the northern part of Towns Moor, and we believe there is a need and opportunity here for a programme of improvement works based on a careful study of the problems involved. Similarly, the Recreation Park would be enhanced by a modest scheme of tree planting.

63. We commend the proposal to construct a riverside walk as part of the redevelopment of the obsolete property in the Fullarton Street area, and we urge that it should be incorporated into the footpath and open space system linking the proposed parkland around Eglinton Castle, through Irvine Municipal Golf Course, Towns Moor and Low Green with the suggested regional park south of the Burgh (Appendix 9).

TOWN FORM

64. Irvine Burgh has a conventional form comprising an old and intimate core contained by a belt of undistinguished residential development which has taken place since the end of the first world war (fig. 7, page 26 fig. 10, page 29 and fig. 11, page 30). However, the pattern is modified by the harbour and the river which, with their associated open spaces, the beach, Bogside Flats and Low Green, connect Irvine centre to the sea via the bridge at the railway station. This succession of either distant prospects or open spaces, together with the core of old buildings, is the key to the redevelopment plan which could give the town its own unique character.

65. It is unlikely that the harbour will regain its position as a major element in the economic life of the region, but it could become important as a yachting centre and for recreational activities. Such development of the harbour area could include moorings, slipways, boat building and repair yards, ships chandlers, club facilities, an hotel and restaurants, etc. One day it might be practicable to construct a weir and locks to provide a sheltered basin.

66. In the meantime, further growth of other types of commercial and industrial activity should be prevented in the area between the branch railway and Harbour Street and near the mouth of the river. In particular, the building of a power station by the S. S. E. B. in this area should be resisted, since such a development would be wholly out of scale with the proper pattern of building, and the overhead power lines radiating from it would have a disastrous effect on the visual character of the Burgh and the remainder of the new town.

67. At the present time, the Burgh is dominated by the spires of Trinity

Church, the Old Parish Church and the Town Hall. They mark the centre of the town in the flat coastal bowl and are particularly significant in local views up and down the river and from the railway station. Although Trinity Church and the Town Hall are unlikely to have a long useful life, and the proposed high flats at Fullarton Street will have a most unfortunate effect on the skyline of the town, the Old Parish Church must continue to be a very significant feature in the plans for local redevelopment. The older parts of Irvine, particularly the Old Parish Church, the Square and the adjacent area, and those on either side of the River Irvine at Low Green have considerable character. It is important that any redevelopment should be carefully handled in order to preserve this scale and character which will be almost unique in the new town. In particular, the temptation to redevelop the shopping centre in large, brash units should be resisted most firmly. Instead, the old town should complement the new town central area by its own intimate and more relaxed atmosphere, where commercial, residential and social activities mingle on a modest scale.

68. Much of the pleasant character of the shopping area is derived from the varying widths of the spaces and of the heights of the buildings which define them, together with the sense of containment induced by the gentle, irregular curves in the streets and the changes in their levels. The crest of the hill in High Street, which occurs at the junction with Seagate is a natural termination to the shopping frontage. However, beyond Bridgegate, the width of the High Street increases and the ground is relatively flat so that the space defined by the curve is very much longer and it will be important to contain this area visually by introducing a closing element into the design of the new buildings forming the street near the Town Hall. This might be similar in form to No. 1 Eglinton Street which helps to define the upper end of the High Street (fig. 12, page 31, fig. 14, page 33).

69. In order to achieve the appropriate character in the redevelopment of the obsolescent property between Irvine centre and the station, and to exploit the significant position of these places in Irvine, we recommend that they should be planned to provide accommodation for some of the influx of people into the new town who will wish to rent, and who are prepared to pay for a house and environment which is better than that normally offered by a local authority. Such accommodation might be provided by either the Burgh or a Housing Society.

70. Compact clusters of buildings should be very carefully designed to frame public alley ways, courts and paved squares which would be sheltered from the elements and from traffic, and which would link up with the town's circulation and open space systems. The buildings should be of varying heights up to four storeys, and at least the majority of the houses should have individual open space either in the form of small, walled gardens or large

private balconies. It will be necessary to provide for one car to each family, in addition to space for visitors and service vehicles.

71. Although the houses in the estates built since 1918, are generally structurally sound and will last for many more years, the quality of the environment in some of these areas falls far short of that expected today, particularly in respect of provision for motor cars and of patterns of circulation and open space. During the years to come increasing prosperity and comparisons with the extensive new housing developments adjacent to the Burgh will underline these deficiencies. However, much could be achieved by the closing of some streets to through vehicular traffic and by a reappraisal of the allocation of space in the housing areas to provide for extra footpaths away from major traffic routes, playgrounds for small children and garages and hard standings for cars. At the same time, the appearance of streets could be improved by extra screen fencing, the planting of trees and shrubs and by the amalgamation of some front gardens to form large landscaped areas.

CIRCULATION

72. The Irvine bypass will divert extraneous traffic past the existing town and this principle should be applied to the detailed consideration of movements inside the town (fig. 9, page 28, fig. 12, page 31, fig. 13, page 32). We demonstrate a system of traffic planning which modifies the network of existing roads to divide the town into a series of districts each of which is free from traffic which is neither generated by nor associated with it. Generally vehicles move outwards towards the collector roads on the edges of these districts thus reducing the density of traffic to a minimum at their centres. In this way, the traffic is distributed on to a hierarchy of roads without the unplanned concentrations which produce points of congestion, discomfort and danger. At the same time, pedestrians will be encouraged to move along the existing streets and new footpaths away from the collector roads, although the local bus service must be confined to the latter.

73. The degree of segregation between vehicles and pedestrians will depend upon the scale of redevelopment which takes place and the types of movements which are to be accommodated. It will be many years before much of the comparatively new housing on the edge of the town is replaced, whereas there are more immediate opportunities for improvements towards the centre. The need for separation is greatest during the child's journey to the primary school and in the shopping centre. For these reasons most predominantly residential zones have been planned to include a primary school and we suggest some more radical adjustments to the traffic pattern in the Irvine centre. However, since we propose a contraction of the shopping area, it is particularly important that the improvements to it do not disrupt the economic activity of the traders who are to remain at its centre of gravity.

The new and improved roads which we propose have been planned to pass through obsolescent property or the largely underdeveloped yards behind the existing shops. Thus extensive and costly redevelopment schemes which are both visually and economically disruptive can and should be avoided.

74. In order to achieve and maintain the proper character and operation of Irvine centre, we recommend the closure of Bridgegate, Irvine Bridge, Fullarton Place and parts of High Street, Montgomery Street and Bank Street to traffic, the provision of service roads east and west of High Street and the improvement of East Street so that it can become part of the collector road system. These measures would ease congestion, provide for parking of cars and the servicing of buildings while permitting a return to the pattern of predominantly pedestrian movements which determined the growth of this group of buildings over the years.

CAR PARKING

75. While employers in Irvine should provide car parking facilities for themselves and their employees to the standards laid down for the new town additional space will be required by shoppers and other visitors to the centre.

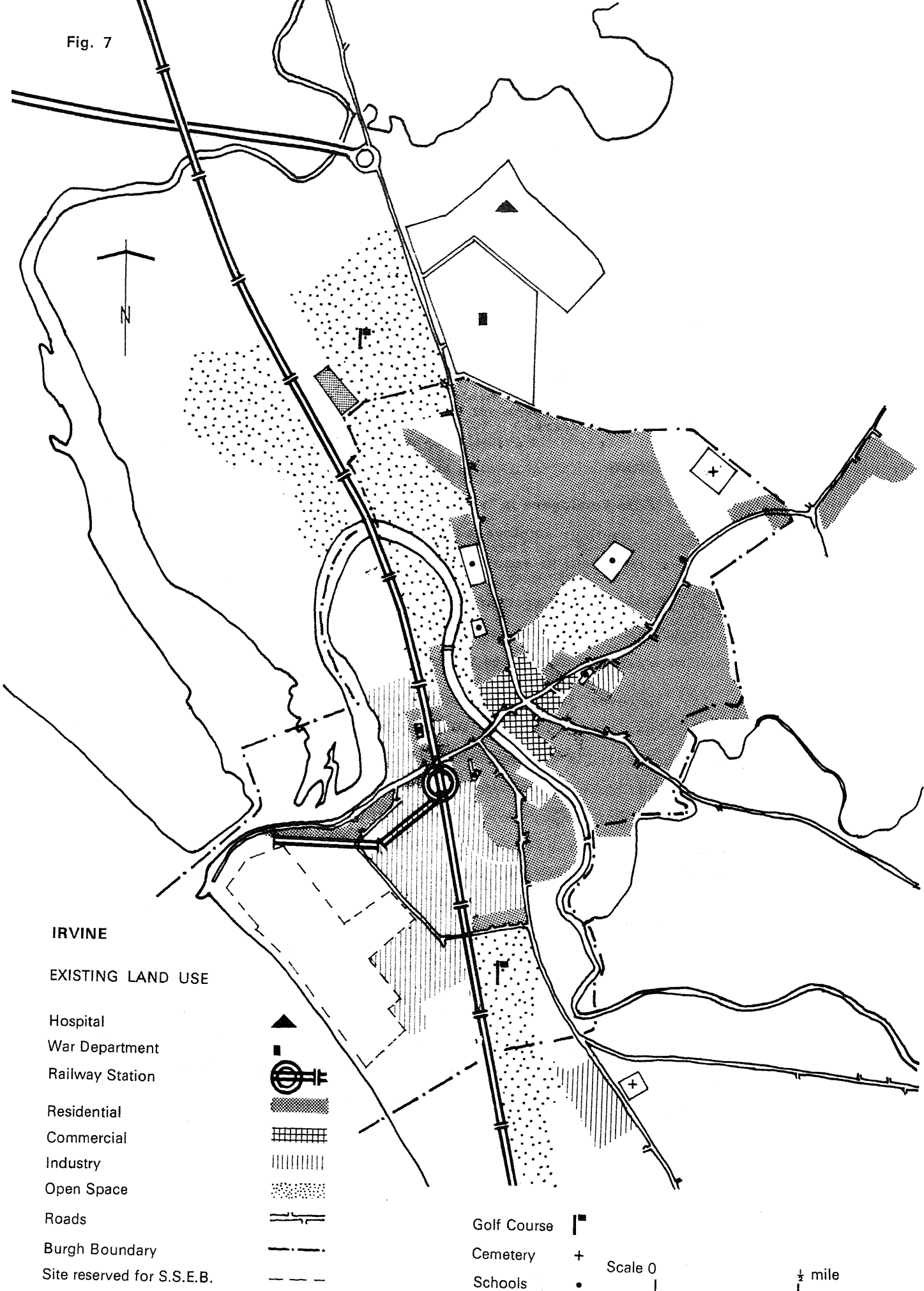
76. There will be pressure for temporary car parks during the next few years before the new town central area is functioning and these can be provided on sites which will be cleared for redevelopment.

77. However, in the longer term, we recommend that spaces for between 250 and 300 cars be made available in public car parks. The majority of these should be located in the two areas which we have indicated between East Street and Eglinton Street and between East Street and High Street. The balance should be provided near the western end of Irvine Bridge, in the short term zone in the High Street by the Town Hall and in the odd corners which may become available from time to time.

CONCLUSION

78. The plan for the new town provides for development to be concentrated in and around existing settlements during the first five years. The small town character of Irvine will be a priceless and almost unique asset to the new town. Its exploitation will demand the highest standards of skill and enthusiasm from all concerned and the importance of this corporate work cannot be over-emphasised (fig. 8, page 27, fig. 12, page 31).

Fig. 7



IRVINE

EXISTING LAND USE

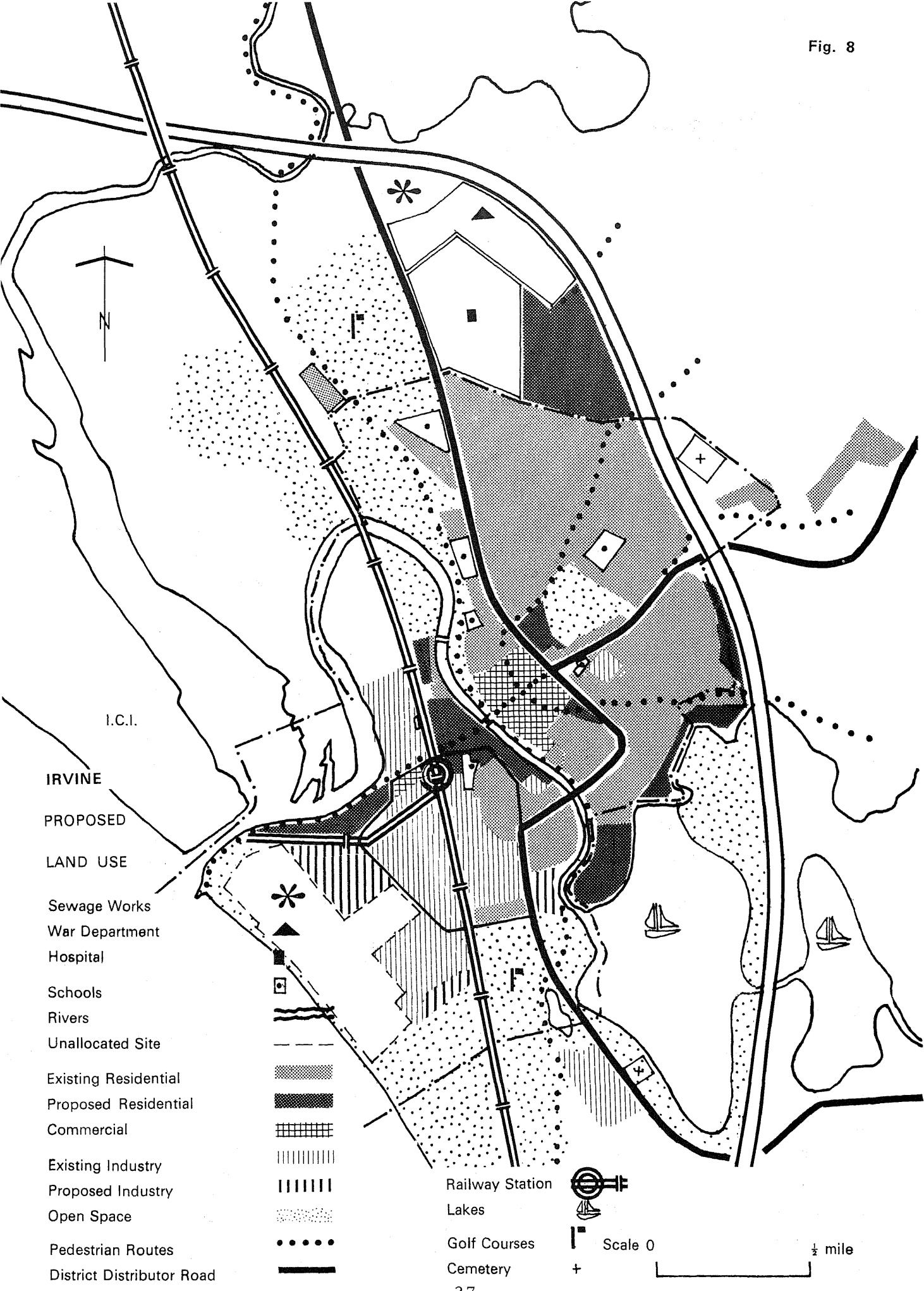
- Hospital
- War Department
- Railway Station
- Residential
- Commercial
- Industry
- Open Space
- Roads
- Burgh Boundary
- Site reserved for S.S.E.B.

- ▲
-
- ⊕
- ▨
- ▩
- ▮
- ▯
- ▧
- ▨
- ▩
- ▮
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- ▩
- ▮
- ▯
- ▧

- Golf Course
- Cemetery
- Schools

-
- +
-
- Scale 0
- 1/2 mile

Fig. 8



IRVINE

PROPOSED

LAND USE

Sewage Works
 War Department
 Hospital

Schools

Rivers

Unallocated Site

Existing Residential
 Proposed Residential
 Commercial

Existing Industry
 Proposed Industry
 Open Space

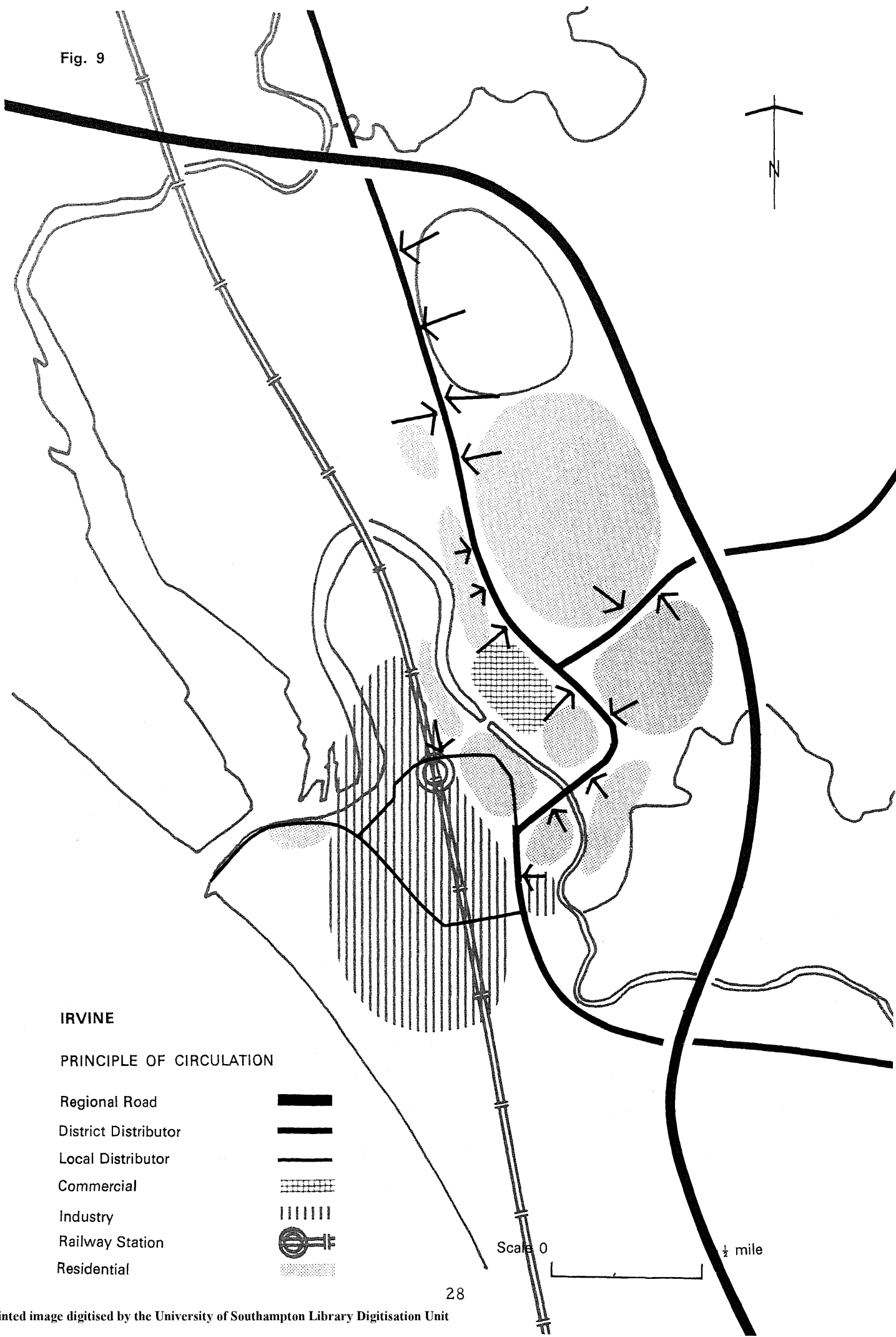
Pedestrian Routes

District Distributor Road

Railway Station
 Lakes
 Golf Courses
 Cemetery




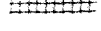



Scale 0
 1/2 mile

Fig. 9



IRVINE

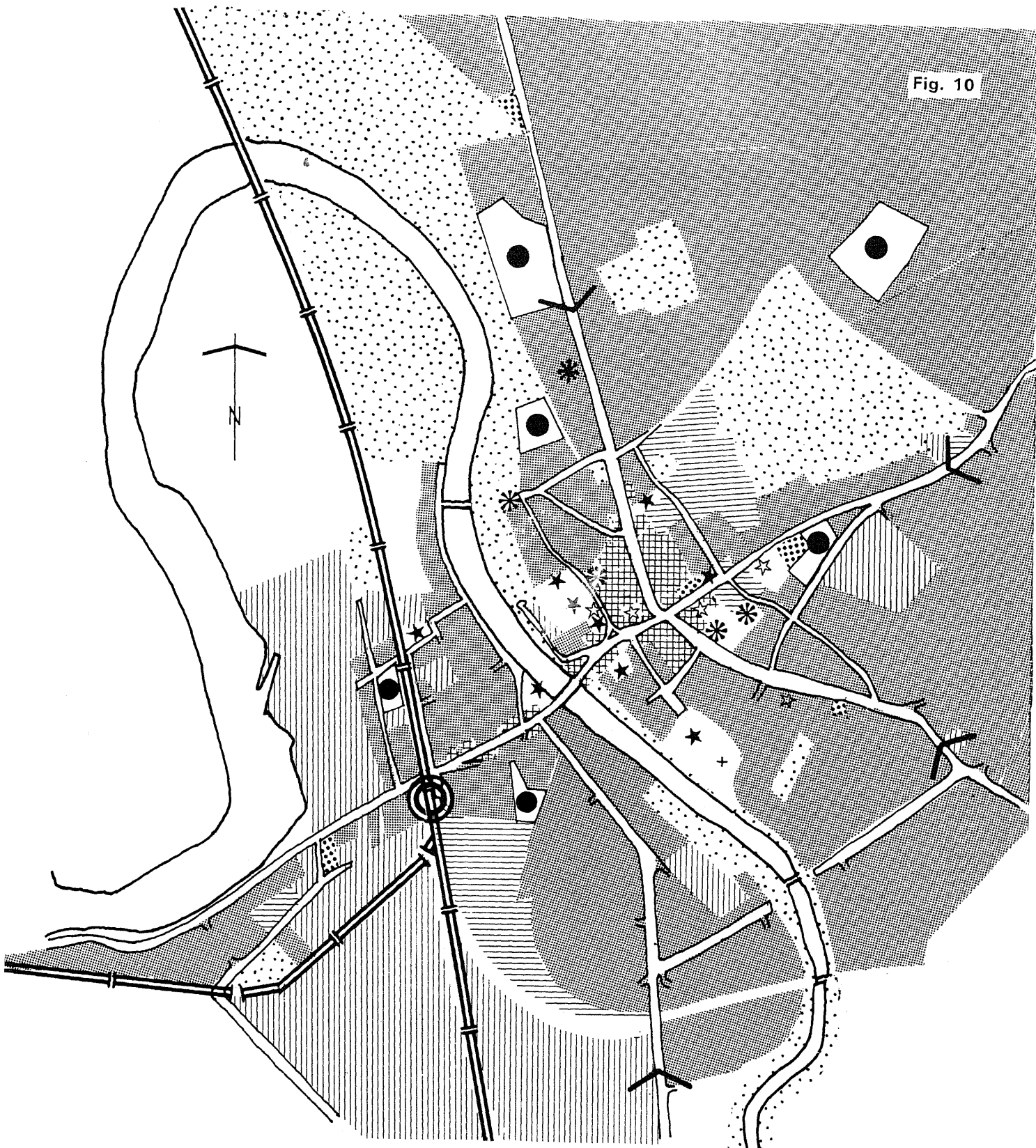
PRINCIPLE OF CIRCULATION

- Regional Road 
- District Distributor 
- Local Distributor 
- Commercial 
- Industry 
- Railway Station 
- Residential 

Scale 0

1/2 mile

Fig. 10



IRVINE CENTRE

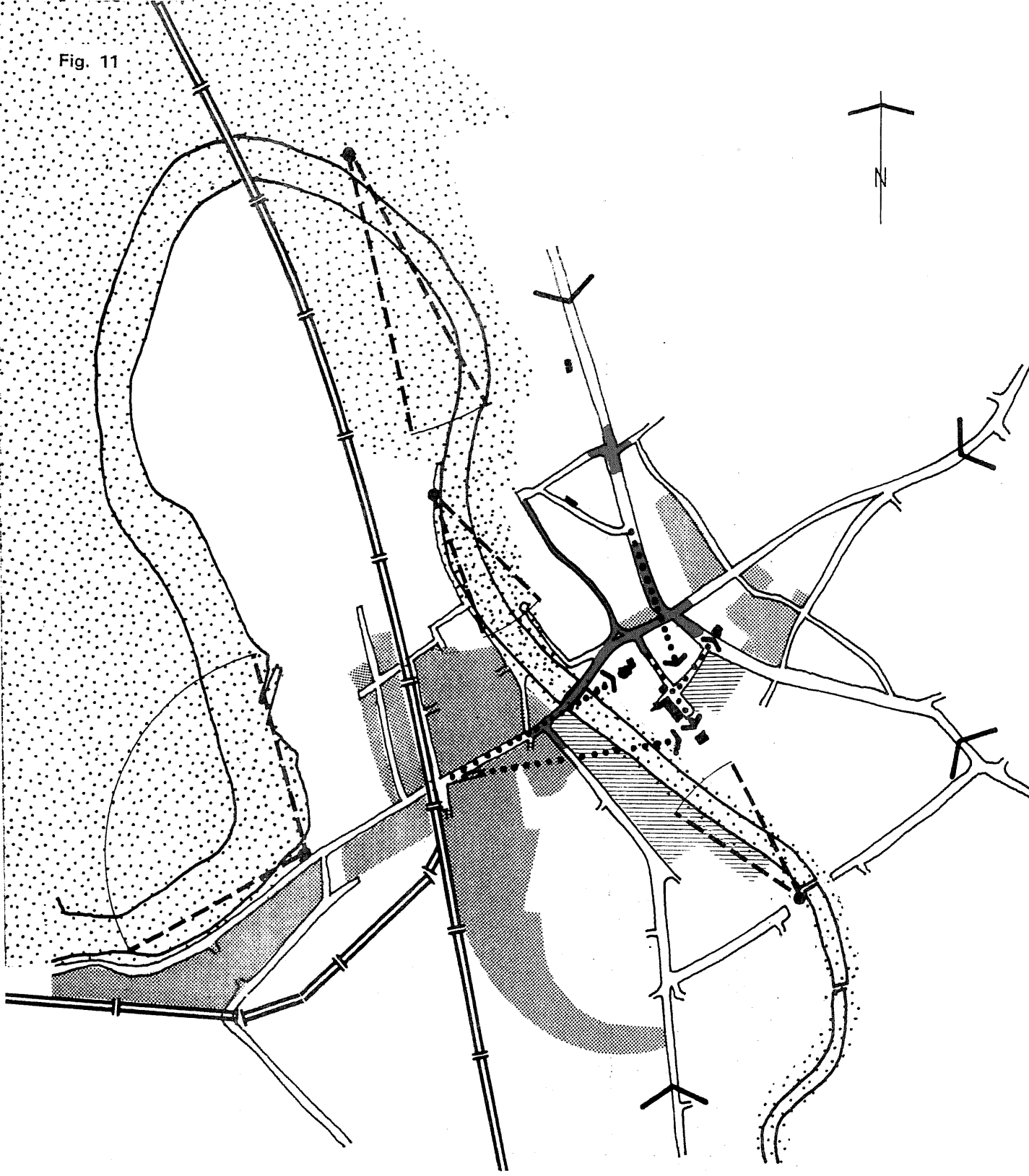
EXISTING LAND USE

- Residential
- Commercial
- Industry
- Warehousing
- Open Space
- Schools

- Churches
- Entertainment
- Administrative
- Filling Station
- Main Approach Roads
- Railway Station
- River Irvine

Scale 0 1/4 mile

Fig. 11



IRVINE CENTRE

APPRAISAL OF CONDITION

Potential Redevelopment Areas
C.D.A.

Buildings of Architectural Importance
Areas of Landscape Importance

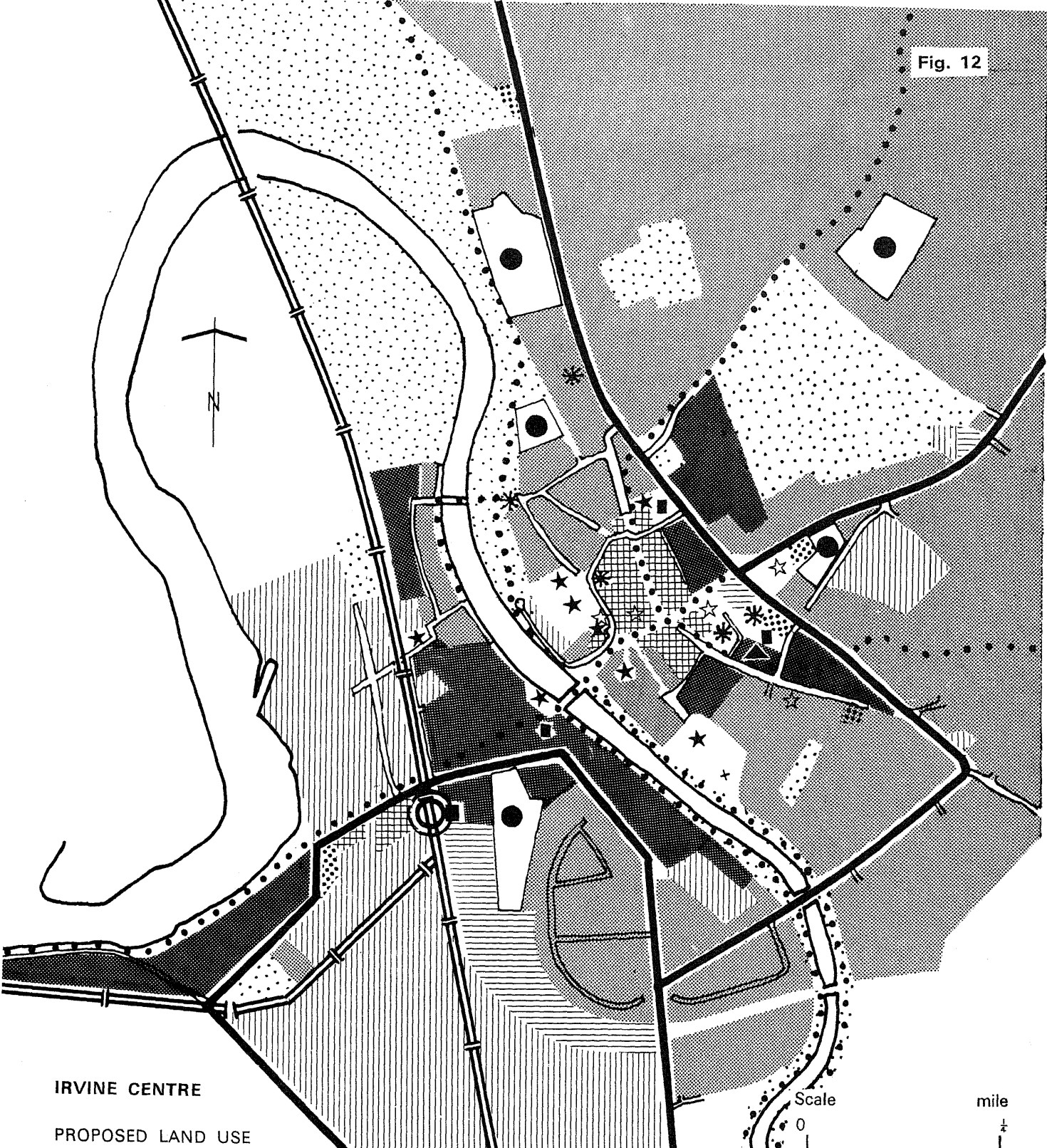


Visual Links
Main Approach Roads
Vehicular Congestion



Scale 0 ¼ mile

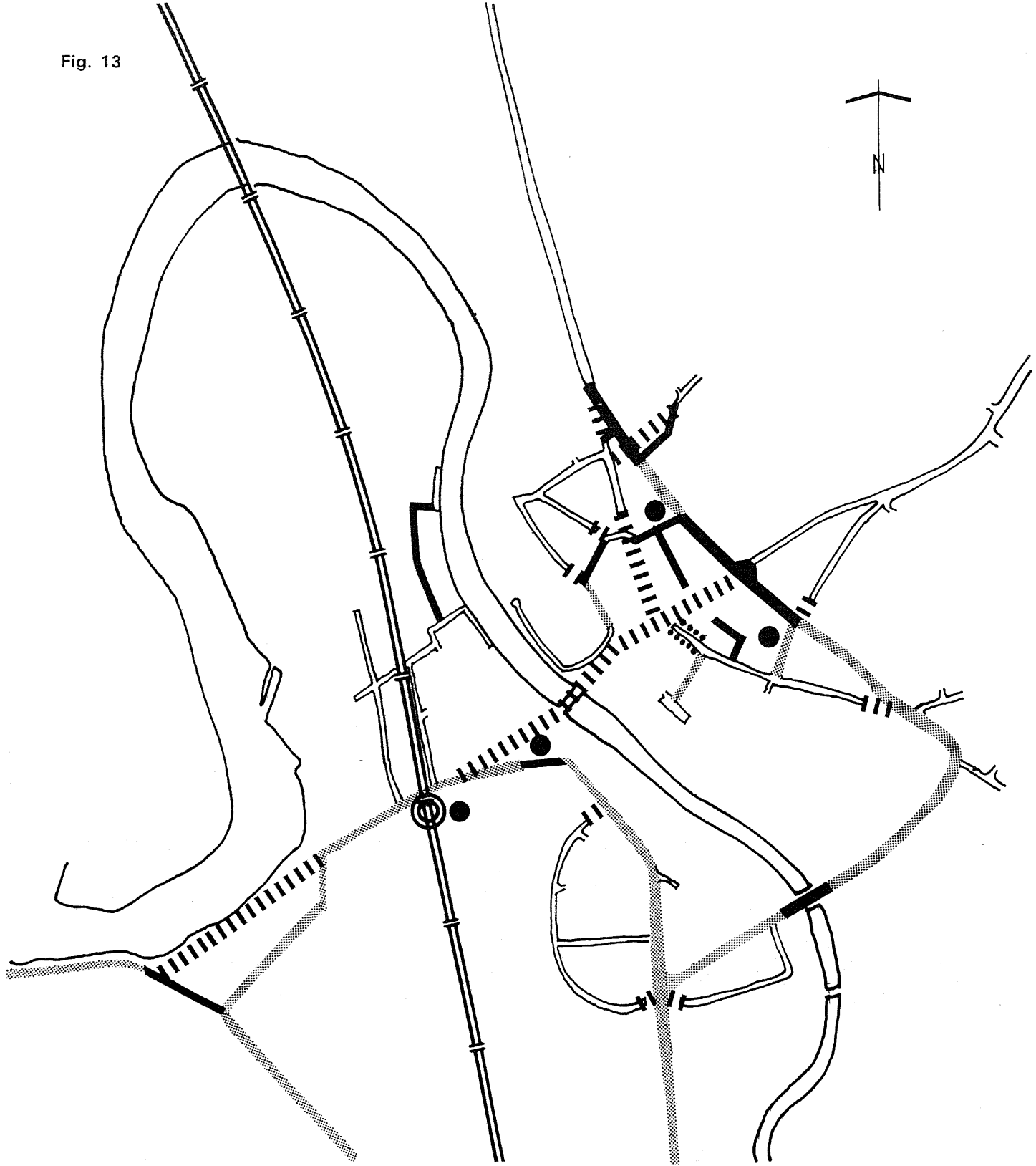
Fig. 12



IRVINE CENTRE
PROPOSED LAND USE








- | | | | |
|----------------------|--|-----------------------------|--|
| Existing Residential | | Administrative | |
| Proposed Residential | | Car Parks | |
| Existing Industry | | New Hotel | |
| Commercial | | District Distributor Road | |
| Open Space | | Existing Roads | |
| Schools | | Pedestrian Routes | |
| Churches | | Railway Station | |
| Cemetery | | River | |
| Entertainment | | Filling and Service Station | |
| Warehousing | | | |

Fig. 13



IRVINE CENTRE

IMPLEMENTATION OF ROAD PROPOSALS

- | | | | |
|--------------------------|---|--------------------------------|---|
| Existing Roads |  | New Roads |  |
| Roads Closed to Vehicles |  | Short Term Convenience Parking |  |
| Car Parks |  | Railway Station |  |
| Improved Roads |  | | |

Scale 0 1/4 mile



Irvine High street

High street proposals



4 *Kilwinning*

79. This section of the Report outlines policies for the continuing development of Kilwinning Burgh, in the context of the plan for the new town.

LOCATION

80. Some two miles inland from the sea at the northern curve of Irvine Bay, the Burgh of Kilwinning straddles the River Garnock as it meanders before forming a tidal estuary and confluence with the River Irvine on the east side of the Ardeer Peninsula. Kilwinning forms the inland point of a triangle of towns round this peninsula, with Irvine to the south and Ardrossan/Stevenson to the west. The mound surmounted by the Kilwinning Abbey Tower in the heart of the town forms one of the most dominant topographical features of the coastal plain when viewed from the Dalry-Lochwinnoch valley.

HISTORY

81. As with most of the inland towns of the area its economic origins lie in service and derivative industries connected to the agriculture of the area, broadening with the Industrial Revolution into an ironworking centre based on local extractive industries. Little now remains of this original industrial base and service industry is hard put to compete with the wider choice provided by Glasgow, Kilmarnock and Ayr to the now much more mobile local population. Thus Kilwinning has become more and more a dormitory area for the I.C.I. Nobel Division with its service industry becoming increasingly geared to this aspect.

82. The efforts of the Burgh have, to a degree, been successful in attracting new industry to the Kilwinning Industrial Estate. It is proposed to extend this estate to include, ultimately, the rectangles formed by the roads and railways at Blacklands/Byreshill junctions, and at Pennyburn Bridge Farm and Dubbs Junction, the area at Nethermains bounded by the Garnock and that at present occupied by the slag heap between Ladyford Avenue and Blacklands, thus increasing the present industrial area at Kilwinning by 180 acres to a total of 220 acres.

83. The attractions of the proposed communications at Kilwinning Station

suggest that a substantial office development potential exists at this location which could become important in the Burgh in attracting commuters from elsewhere in the new town and beyond.

TOWN FORM

84. The original town form was in the traditional vernacular of the district, a linear development along the interesting, curving, east-west Main Street, stretching from the bridge over the River Garnock to the Kilwinning Junction Railway Station, and traversing the north slope of a substantial drumlin. Topping this hill on the south side of Main Street, the remains of Kilwinning Abbey, with the tower still standing, form the focus for the town and, visually, for the whole surrounding area. Subsequent development has been concentric about Main Street with peripheral developments taking a linear form along the main roads (fig. 15, page 38, fig. 16, page 39).

85. The largest increase in housing has taken place since the last war in the form of two storey local authority housing developments in the Dirrans, Buckreddan, Blacklands and Woodburn areas. The Burgh has established in its Bridgend housing redevelopment, the superior standards which should be attained in future expansion areas of the Burgh. There has also been a certain amount of indifferent private construction particularly near McGavin Park.

86. In an attempt to reorganise and revitalise the main shopping street in Kilwinning, a comprehensive redevelopment area has been embarked upon, and some demolition and construction has taken place. This, unfortunately, has been aligned with the object of widening the main street to permit more traffic to pass through the shopping area. The result of any such road widening and straightening would mean a serious loss of character and intimate human scale and would also be to the detriment of the street as a shopping attraction. Our proposals have attempted to remedy this situation.

87. In the new town plan it has been found convenient to consider an expanded Kilwinning as a full district. The necessary hierarchy of motor and public transport routes can be accommodated with minimal disturbance to the existing community; thus major redevelopment of Main Street for motor traffic purposes becomes unnecessary and it is suggested that vehicular access should be limited to vehicles serving shops without rear service (fig. 17, page 40).

COMMUNICATIONS

88. Kilwinning is reasonably well served by public transport, with adequate bus services and access to the Glasgow/Ayr and Glasgow/Ardrossan railway lines at Kilwinning Station. However, the town road system of radial routes all leading to Main Street, is not able to carry present traffic loads and would require major improvement to cope with natural increases. Thus, the new town plan provides the opportunity for a more complete solution to this

problem than the Burgh could tackle on its own. In considering Kilwinning Burgh as a district of the new town, Kilwinning Station becomes a major transport interchange for the whole area. Using existing road lines and gaps in existing development, it is possible to insert an economic and efficient road system with very little disturbance of property. In addition, a footpath system is proposed to connect all focal points in the Burgh and new town. The road hierarchy consists of a communications spine connecting the centres of the new town districts; a district collector road looping round the periphery of Kilwinning and a series of local collector roads connected to service roads. To eliminate through traffic where possible, service roads should be made discontinuous (fig. 18, page 41, fig. 19, page 42).

89. In the existing Kilwinning central area four local collector roads are proposed which follow existing road lines from the district collector to a series of interconnected car parks at the town centre. It is essential in this respect that sufficient deterrents and obstructions should impede cross town traffic at the car parks to lead this traffic onto the collector roads. Other local collector roads will be required to serve new housing areas and their junctions with the collector road will be subject to the detail design principles of the expansion areas.

90. Part of the district collector will, in the case of Kilwinning, carry a number of public transport routes from Ardrossan/Stevenston. In the east it will follow the line of existing roads. However, the other sides will for the most part be new constructions to serve expansion areas. The district collector intersects with the communications spine at Kilwinning Station and at Dirrans.

91. The communication spine enters Kilwinning from the Eglinton Park district at Dirrans and loops south of the town centre to meet the Main Street at Byres Road to which it runs parallel to Kilwinning Station. It could ultimately be connected to the regional road complex near Smithstone House.

HOUSING

92. Most of the older housing associated with the Kilwinning centre at Main Street is decayed and sub-standard. Many of these buildings are of sufficient intrinsic merit to justify renovation and restoration to retain the character of the area. In the areas beyond the main frontages, there is considerable scope for redevelopment using housing forms compatible with the renovated areas. Particular care must be taken in this redevelopment to maintain the effective skyline created by the hill surmounted by Kilwinning Abbey Tower (fig. 16, page 39).

93. The condition of the private developments surrounding the Kilwinning centre is generally reasonable and for these, together with the major post-war

housing schemes, the primary need is for a consistent and extensive landscape and car parking policy to raise the standards of amenity to the level to be anticipated for the rest of the new town.

94. We propose the development of some 230 acres of land on the edge of the built up area for public and private housing. The total increase in housing should be of the order of 2,750 houses which would accommodate 8,800 people (fig. 17, page 40). Details are shown in table 1:

Table 1

KILWINNING BURGH - PROPOSED NEW HOUSING AREAS

Locality	Type	Gross area (acres)	Gross Residential Density (persons per acre)	Population
Cranberry Moss	L. A.	100	40	4,000 + 1/P. S.
Doura/Castle Hill	L. A.	97	40	3,880 + 1/P. S.
Little Redston	L. A.	6	40	240
Redstone	Private	9	25	225
Woodgreen	Private	6	25	150
Inner Wood	Private	12	25	300
Total		230		8,795 = 2,750 houses

95. As previously mentioned, the housing redevelopment at Bridgend should set the standard for future building, and it is essential that development should be planned comprehensively to incorporate the necessary separated pedestrian and vehicular circulation systems together with provision for car parking, toddlers play and public open space.

RECREATION

96. Reasonably well served for local recreation, Kilwinning's greatest need is for local play areas. Sites should be found in existing housing areas for toddlers and younger children's playgrounds. The older age groups are adequately provided for by the existing facilities supplemented by the opening up of those attached to schools. However, the increase in population proposed indicates the need for a larger sports centre providing for a fuller range of activities. The new town plan includes for such a centre in the Eglinton Park district to serve the north end of the new town.

97. The importance of the River Garnock to the amenity of the new town and to Kilwinning cannot be too highly stressed. This river is still pure enough to support excellent fishing right to the sea and measures must be taken to ensure that this continues. The plan for Kilwinning indicates the creation of a footpath from Ledcamerock to Dirrans on the west bank of the river and connected to the primary footpath network of the Burgh.

Fig. 15

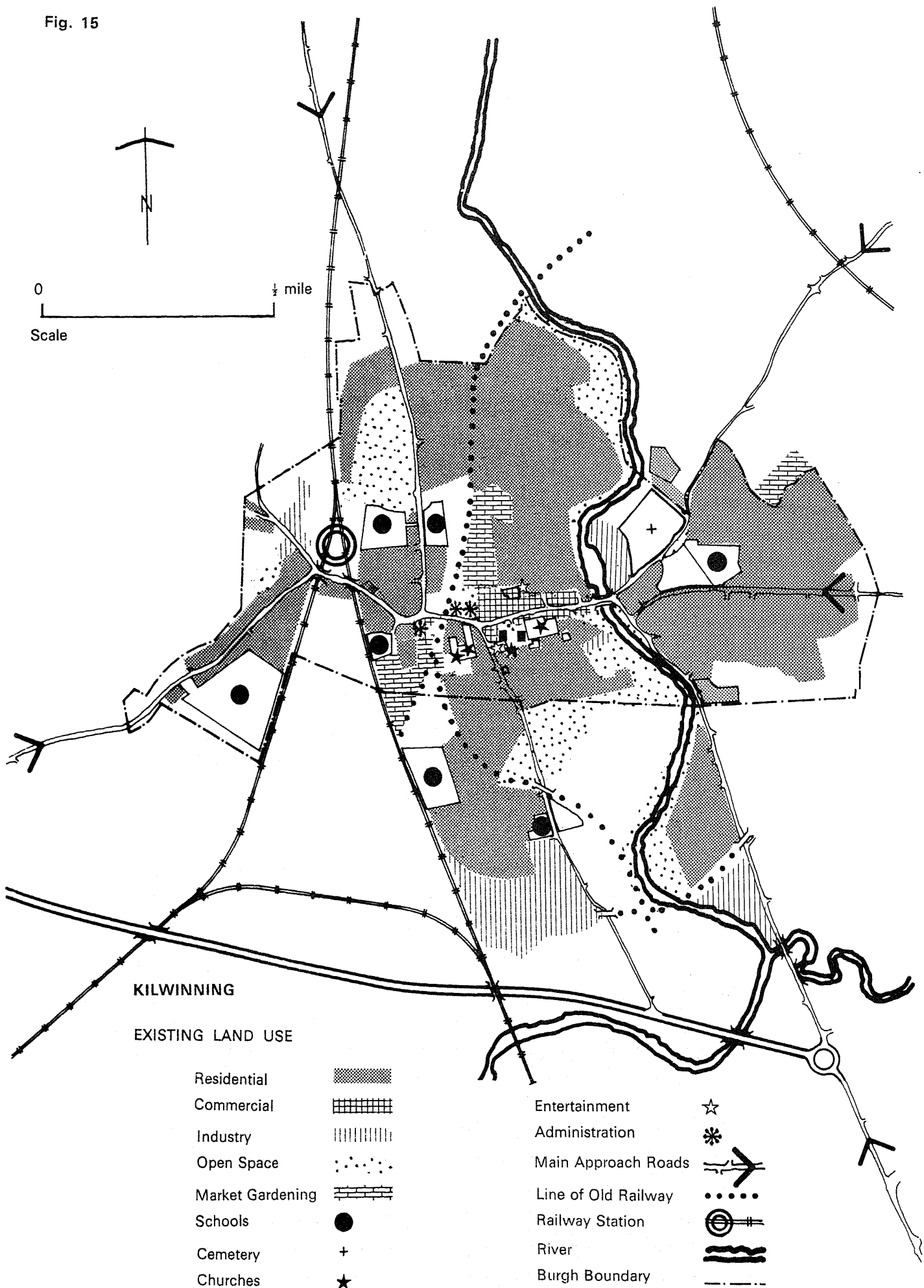
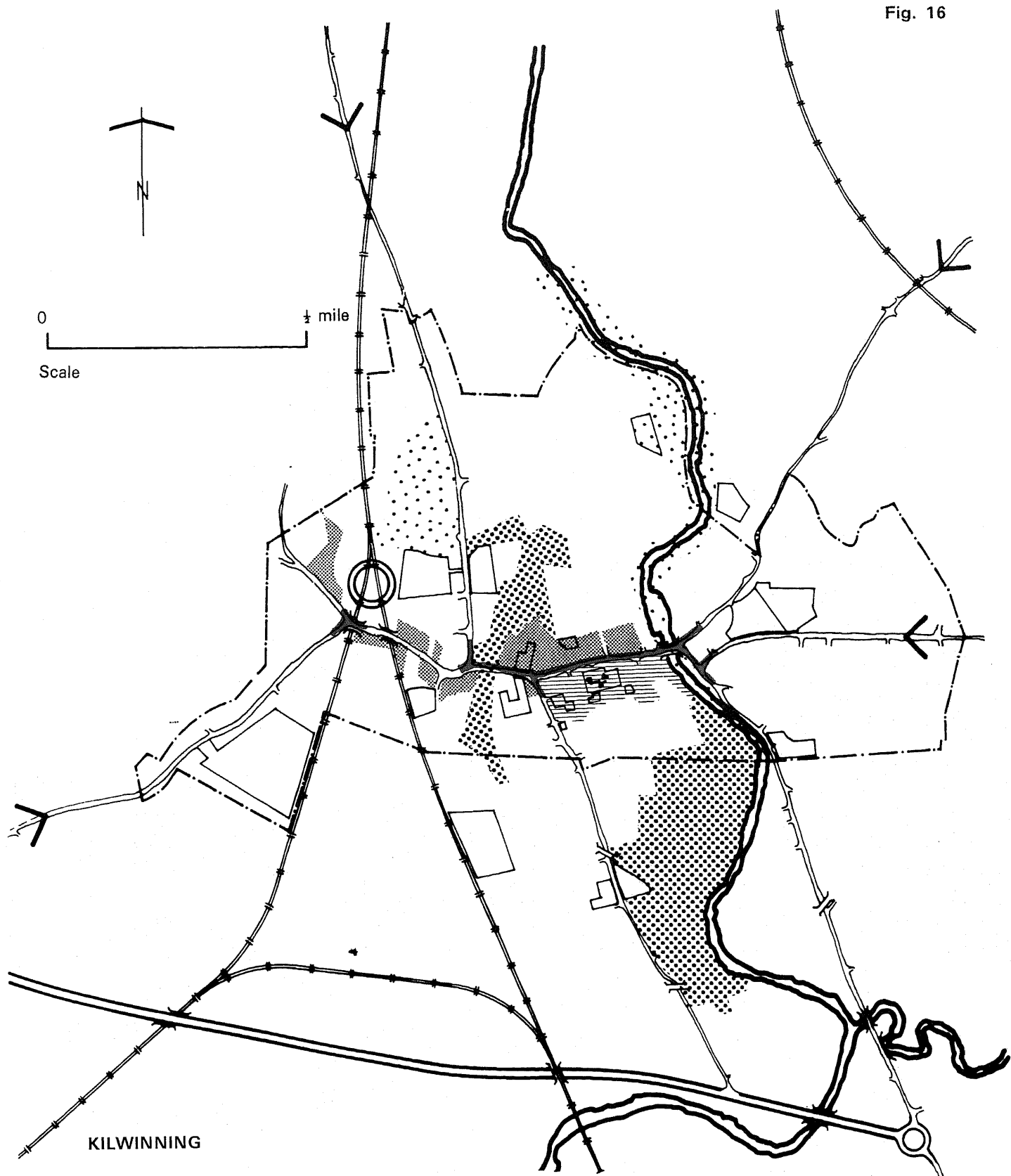


Fig. 16

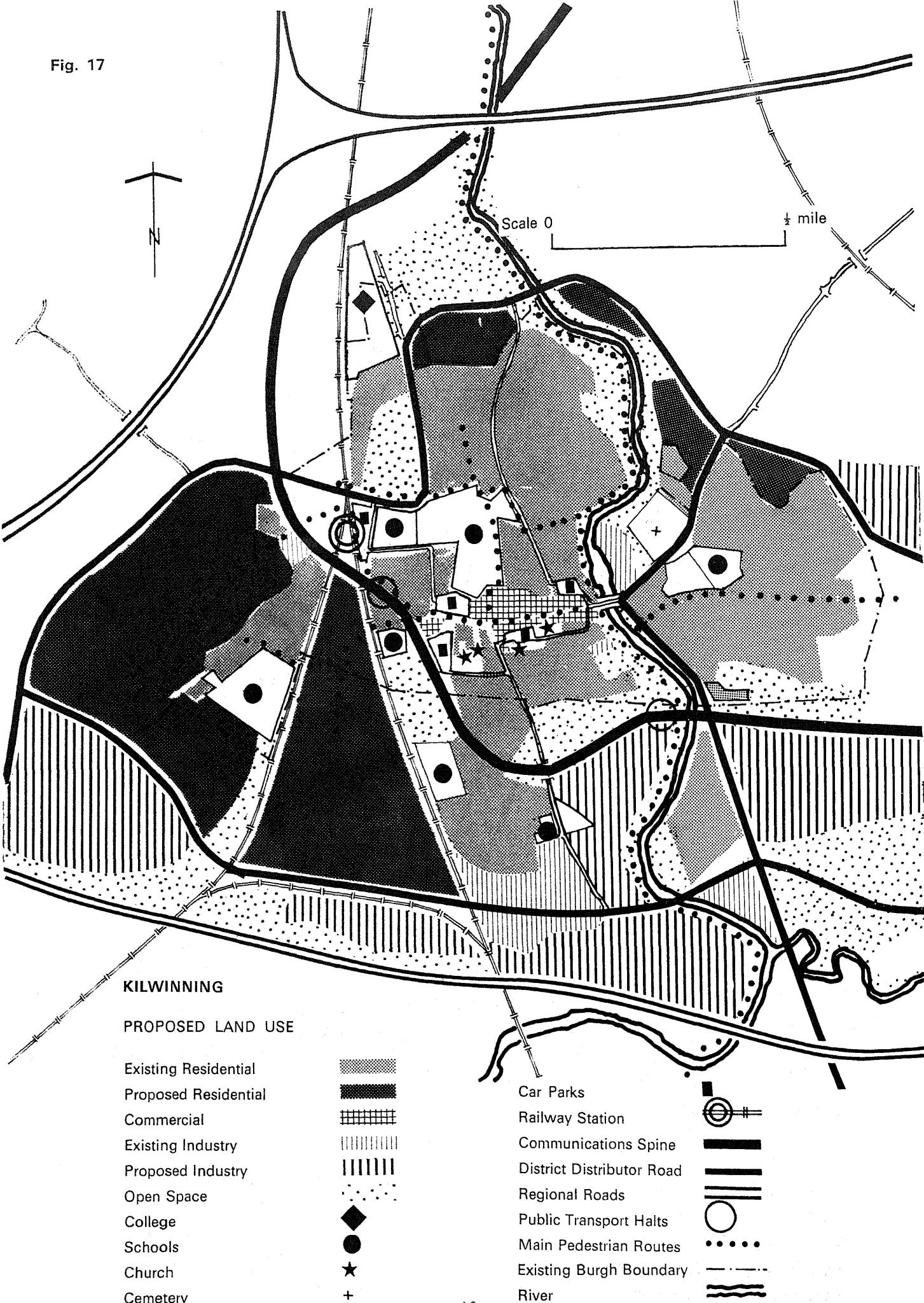


KILWINNING

APPRAISAL OF CONDITION

- | | | | |
|---------------------------------------|--|----------------------|--|
| Potential Redevelopment Areas | | Main approach roads | |
| C.D.A. | | Burgh Boundary | |
| Buildings of Architectural Importance | | River | |
| Areas of Landscape Importance | | Railway Station | |
| Areas for Landscape Rehabilitation | | Vehicular Congestion | |

Fig. 17



KILWINNING

PROPOSED LAND USE

- Existing Residential
- Proposed Residential
- Commercial
- Existing Industry
- Proposed Industry
- Open Space
- College
- Schools
- Church
- Cemetery

-
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-







- Car Parks
- Railway Station
- Communications Spine
- District Distributor Road
- Regional Roads
- Public Transport Halts
- Main Pedestrian Routes
- Existing Burgh Boundary
- River

Fig. 18



KILWINNING

PRINCIPLE OF CIRCULATION

- Communications Spine 
- District Distributor 
- Local Distributor 
- Residential 
- Commercial 
- Industry 
- Railway Station 