
Report To:	Environment and Regeneration Committee	Date:	30 October 2014
Report By:	Corporate Director Environment, Regeneration & Resources	Report No:	R344/14/AP/AF/FM
Contact Officer:	Aubrey Fawcett	Contact No:	01475 712762
Subject:	Port Glasgow Strategic Regeneration Project Update		

1.0 PURPOSE

- 1.1 The purpose of this report is to update the Committee on the progress relating to the development of regeneration projects within Port Glasgow and seek approval in principle of the Port Glasgow Regeneration Strategy and Masterplan.

2.0 SUMMARY

- 2.1 The Environment and Regeneration Committee on 1st May 2014 asked to be kept up to date on the regeneration projects and that the Port Glasgow Town Centre Members Working Group (PGTCMWG) should review the proposed regeneration strategy. In this regard a meeting has been arranged to discuss the proposals in detail on 15th October 2014.
- 2.2 The Council met the Port Glasgow Traders on the 24th June 2014 for a presentation on the PG Masterplan & Charrette carried out by Austin Smith Lord and Douglas Wheeler Associates. The Strategy and Masterplan was well received with a desire to identify an early number of priority projects for implementation.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that Committee:
- Notes progress to date and that further progress reports will be brought back for Members' information and consideration in due course;
 - Adopts in principle the Port Glasgow Regeneration Strategy and Masterplan and that it forms the basis to guide future investment within Port Glasgow as funding becomes available;
 - Notes that the Port Glasgow Regeneration Strategy and Masterplan will be reported back to the various stakeholders which participated in the Charrette;
 - Adopts the priority projects as referred to in paragraph 5.5 and that these projects are progressed in collaboration with Riverside Inverclyde as funds become available with further reports being brought back for Members' consideration; and
 - Delegates authority to the Corporate Director Environment, Regeneration & Resources to establish a Port Glasgow Town Centre Regeneration Forum and put in place appropriate meeting and related support arrangements.

Aubrey Fawcett
Corporate Director, Environment, Regeneration and Resources

4.0 BACKGROUND

- 4.1 The town centre of Port Glasgow has suffered significant decline over the past decade and there has been considerable investment already in Port Glasgow via the Scottish Government's Town Centre Regeneration Fund, Inverclyde Council, ri and the Cities Growth Fund.
- 4.2 The Council requested that ri should develop a regeneration strategy and masterplan for the Port Glasgow Town Centre, which has now been prepared for Members' consideration.

5.0 DEVELOPMENT PROPOSALS UPDATE

5.1 Projects

Riverside Inverclyde in collaboration with Regeneration and Environmental Services have progressed a range of different activities including:

Kelburn Business Park Phase 1: The first phase of works at Kelburn comprising 2 units totalling 25,000 sq.ft is now complete. Whilst there has been a good level of interest in the units to date, most companies that have visited site are looking for a turn-key unit and the ri board has agreed to divide and fit out Unit 2 to attract these tenants.

Kelburn Business Park Phase 2: Works are progressing well and the Contractor confirms they are on programme to complete the contract works by the end of January 2015.

Scarlow Street: Works are progressing well on site with the Contractor aiming to be finished by Christmas. Newark House is now vacant and the acquisition of this building is progressing. Consultants are working up the scheme for a carpark and will submit applications for planning and demolition in due course.

Western Entrance Sculpture: Planning Consent has been granted and the ri board have approved the additional funding required for the larger sculpture. The artist's appointment will be formalised within the next 4 weeks however he has advised that given his current workload he will not be able to start work until December 2014 at the earliest.

5.2 Regeneration Strategy

At the Environment and Regeneration Committee, which met on 1st May 2014, it was agreed that further reports on the development of the strategy be brought forward for Members' consideration and that the Strategy should be reviewed by the Port Glasgow Town Centre Members Working Group. Since then the Strategy and Masterplan have been developed through the Charrette process. The process itself took place during March 2014 with significant involvement from members of the Port Glasgow community, business sector, Council, Scottish Government and various other agencies.

There were a number of recurring themes that emerged from the Charrette consultation that the Consultants felt were important to consider in the Masterplan Strategy document.

The themes were as follows:-

- Making Connections
- Coronation Park
- Access to the Waterfront & Severance
- First Impressions
- Gateways
- Living in the Town Centre
- Evening Economy
- Transport Glasgow

- Rich Heritage
- Community Spirit
- Links to Upper Port Glasgow

The Spatial Masterplan of Port Glasgow informed the preparation of a prioritised list of physical projects under the following headings:-

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

They also took into consideration other socio-economic regeneration initiatives, such as investing in the community infrastructure, creating business start-up units, bridging the divide between the daytime and evening economies.

The Action Plan identifies 21 projects split amongst four integrated programmes that address the following:-

- Boosting Existing & New Business
- Delivering Business Infrastructure
- Consolidating & Extending Town Centre Living
- Investing on Community Infrastructure & Third Sector

An initial estimate of the total cost of projects in the full strategy/masterplan document is in the region of £43million.

An executive summary of the Port Glasgow Regeneration Strategy and Masterplan is attached in Appendix 1 with the full document available through Fiona Maguire at Riverside Inverclyde.

5.3 Engagement with the Port Glasgow Traders

A further meeting was held on the 24th June 2014 to discuss the recommendations of the PG Regeneration Strategy and Masterplan and the general consensus was positive with a desire to know what the priority projects would be in due course.

5.4 Further engagement with Stakeholders

Following adoption of the Port Glasgow Regeneration Strategy and Masterplan it is intended to engage with the various stakeholders which attended the Charrette to inform them of the outcome and final proposals. Furthermore, it is proposed a Port Glasgow Town Centre Regeneration Forum be established with representation from stakeholder organisations including the Council, other public bodies, the Community Council, the local community and business. The Corporate Director will put in place appropriate arrangements to support the Forum.

5.5 Proposed Priority Projects within the Port Glasgow Regeneration and Masterplan

Following a review of the initiatives presented in the Regeneration Strategy and taking cognisance of recent events connected with Fergusons Shipyard the following investment priorities, with indicative costings, have been identified as critical to addressing immediate challenges within the local economy.

A range of projects have been identified which are to be considered for early implementation, subject to availability of funds and detailed assessment to determine the extent of costs, which are shown below as indicative very early estimates, and the deliverability thereof.

Physical Investment

- Formation of new access into Port Glasgow from A8 onto Princes Street plus land acquisition - £500k
- Environmental improvements to Town Centre - £1.5m
- Removal of redundant buildings in the vicinity of Coronation Park – costs to be identified

Improving the Town Centre Offer – Boosting Enterprise and New Business

- Provide scheme of assistance to facilitate the reconfiguration redundant retail space to provide 'fit for purpose' accommodation to strengthen the retail sector - £1m
- Providing support for emerging retail businesses - £250k

Consolidating and Extending Town Centre Living

- Acquire and demolish redundant buildings at Jean St & Brown St to provide residential development opportunities for the private sector and Registered Social Landlords - £250k

Delivering Business Infrastructure and Support for Third Sector

- Acquisition, conversion and management of vacant floor space in Princes St to form new centre for business start-ups/emerging SMEs/third sector organisations - £750k
- Develop new office and commercial accommodation within the Town Centre and the wider Port Glasgow area - £800k

6.0 CONCLUSION

- 6.1 Overall the projects in Port Glasgow are developing well and the recent Charrette process is viewed by Officers as a successful event with the final preparation of the Regeneration Strategy and Masterplan presented for Members' consideration.

7.0 IMPLICATIONS

7.1 Financial Implications

Committee is asked to agree in principle only the Masterplan and priority projects at this stage and as a result no financial implications are included here. Further reports will be presented to Committee in due course on progression of specific projects and financial implications will be identified at that time.

One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments

Annually Recurring Costs / Savings

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if applicable)	Other Comments

7.2 Legal

The Head of Legal and Property Services has been consulted on this report.

7.3 Human Resources

There are no human resource issues arising from this report.

7.4 Equalities

There are no equalities issues arising from this report.

YES (see attached appendix)

NO This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required)

7.5 Repopulation

The regeneration works undertaken within the Port Glasgow town centre should contribute to retaining and increasing the population within the area.

8.0 CONSULTATIONS

- 8.1 The Head of Regeneration and Planning has been consulted on this report.
- 8.2 The Head of Finance has been consulted on this report.
- 8.3 The Head of Environmental and Commercial Services has been consulted on this report.
- 8.4 Riverside Inverclyde has been consulted on the preparation of this paper.

9.0 BACKGROUND PAPERS

- 9.1 None.



Austin-Smith:Lord



PORT GLASGOW TOWN CENTRE REGENERATION STRATEGY & MASTERPLAN CHARRETTE

EXECUTIVE SUMMARY

JULY 2014



A8

Firth of Clyde

Coronation Park



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 an integrated strategy to regenerate Port Glasgow Town Centre and make it fit for the future.

This Executive Summary highlights the main outcomes from the **Port Glasgow Town Centre Regeneration Strategy & Masterplan Charrette** that was held between 18 and 21 March 2014 in Port Glasgow Town Hall. The summary also provides an overview of the strategy to transform Port Glasgow Town Centre and in particular the main components of the emerging masterplan focussing on the existing context, the themes that were identified during the charrette, the vision, spatial framework, action plan, priorities and next steps.

This Executive Summary should be read in conjunction with the full Town Centre Regeneration Strategy & Masterplan Report.

Transforming Port Glasgow

The strategy concludes that:

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





Photograph: Thomas Nugent



PORT GLASGOW CONTEXTS

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

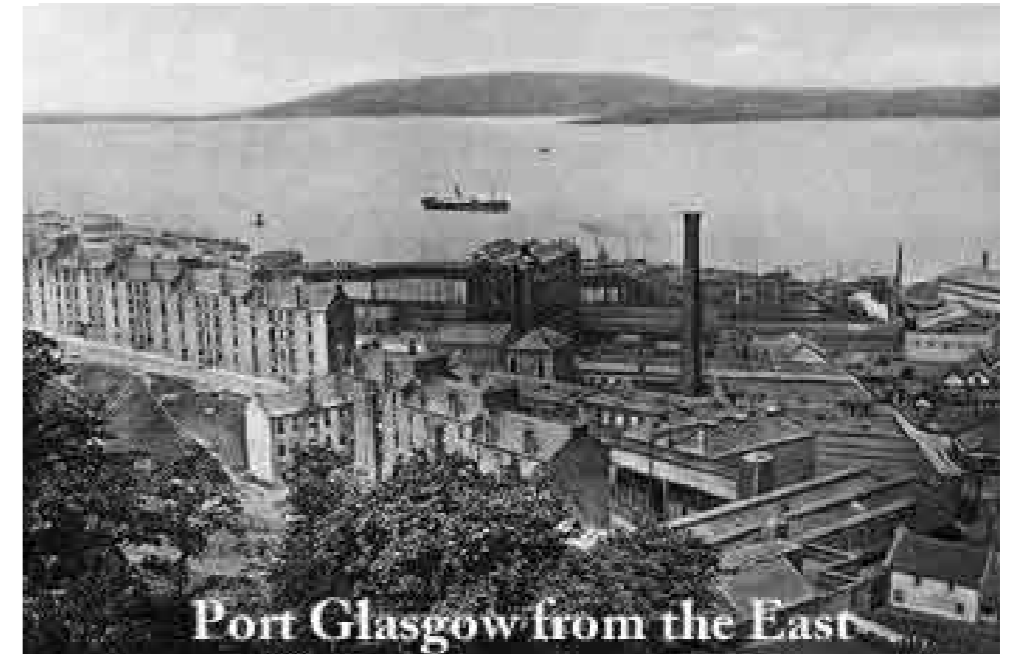
Port Glasgow was historically synonymous with ship building and trading. It was Glasgow's 'city fathers' who bought land adjacent to Newark Castle to form the city's deep water port. Henry Bell's Comet, the first commercial steam vessel in Europe, was built in Port Glasgow. The shipbuilding flourished and Port Glasgow was responsible for a quarter of the total tonnage of ships launched on the Clyde, however only Ferguson'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 and 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. 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 impressive 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.

Port Glasgow Town Centre has seen limited property investment in recent times with significant development particularly in housing and education at the Port Glasgow Community Campus elsewhere in the Boggelstone 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 completion 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 sqft 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.





'Making Connections'



Coronation Park



Access to Waterfront



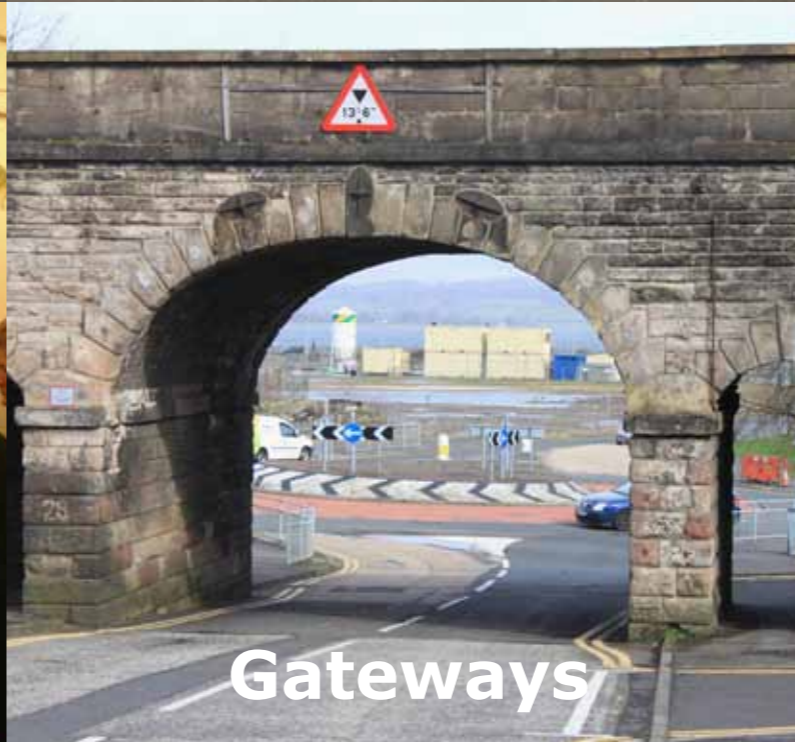
Portonians: Community Spirit



Links to Upper Port Glasgow



Evening Economy



Gateways



Rich Heritage



Living in Town Centre



TransPort Glasgow



First Impressions?



Different, Distinct + Diverse



PORT GLASGOW CHARRETTE THEMES

Emerging from the 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. The themes are addressed in the Spatial Masterplan and Regeneration Strategy.

Making Connections

Port Glasgow Town Centre 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. Interventions and initiatives to encourage increased activity in the Town Centre are fundamental to successful outcomes of this Regeneration Strategy. It has been heartening to see that the charrette has encouraged joint initiatives between Tesco 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.

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 cited 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 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 & Severance

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 are in hand.

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 significant opportunities to redefine Port Glasgow's relationship with the waterfront.

The A8 and the railway are obvious barriers to enhanced connectivity between parts of the study area and 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.

1st 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.

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 improvements. In addition 'gateways' announcing arrival into Port Glasgow Town Centre would greatly assist in creating a positive first impression.

Living in the Town Centre

Unlike many similar towns Port Glasgow has a reasonably dense residential 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 main goal for the Masterplan and Regeneration Strategy.

Evening Economy

Many participants bemoaned the paucity of a vibrant and thriving evening economy and the very restricted offer. Many shared anecdotes of the predominance of fast food outlet and pubs catering for a narrow spectrum of the population. There is a strong desire to have a more diverse evening economy offer within the Town Centre that create a more family friendly environment.

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 will create more footfall in Port Glasgow. There may also be scope for a river bus stop at Mirren Shore/Steamboat Quay in longer term.

Rich Heritage

Port Glasgow has a unique sense of itself and has a powerful sense of place with 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

A sense of the enduring community spirit was apparent throughout the Charrette. In parallel with physical development delivering an integrated Action Plan that draws upon current social, economic and community initiatives and infrastructure to foster this community spirit is vital.

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

Links to Upper Port Glasgow

The network of paths up the hillside in Port Glasgow was regularly highlighted by charrette participants as needing improvement. Improved links south to the significant neighbourhoods of Upper Port Glasgow are 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 walking, healthy activity and wellbeing.





River Clyde

Greenock Rd
A8

Tesco

King St
Princes St

PG Station

Greenock Rd

Coronation Park

Birkmyre Park



TOWN CENTRE 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 component parts, Port Glasgow Town Centre will become more than the sum of its parts.

The Town Centre clearly has some significant assets (good transport links, built heritage, residential community, waterfront location) that need to be harnessed. 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.

Strategy To Transform Port Glasgow Town Centre

The three main conclusions of the strategy the transform Port Glasgow are summarised above. The strategy proposes effort be **focussed on improving the existing Town Centre**. The contention is that with appropriate interventions the Town Centre can offer **sufficient quality and a range of uses and choices for leisure, local shopping, working, living and as well as community and civic functions**. In this way Port Glasgow Town Centre 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.

DESIGN PRINCIPLES

Design Principles

The proposed Spatial Framework for the regeneration strategy is founded on a series of Design Principles and 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 (e.g. Town Buildings, Swimming Baths, multi-story towers, Ropeworks) are then situated within extended parkland;
- **Transformation of the A8 corridor** to become a tree line 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, to include a new access road to the Town Centre off the roundabout;
- **Enhancements to the boundary and pathway treatment** 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 at the Tesco Extra;
- **Train station enhancements** to create a better public transport gateway to the Town Centre and enhancements at each rail underpass / overbridge along the railway line to provide secondary 'gateways' into the Town Centre;
- In the longer term **redevelopment of Mirren Shore** as a discreet waterfront development with good pedestrian connections to the Town Centre.



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.

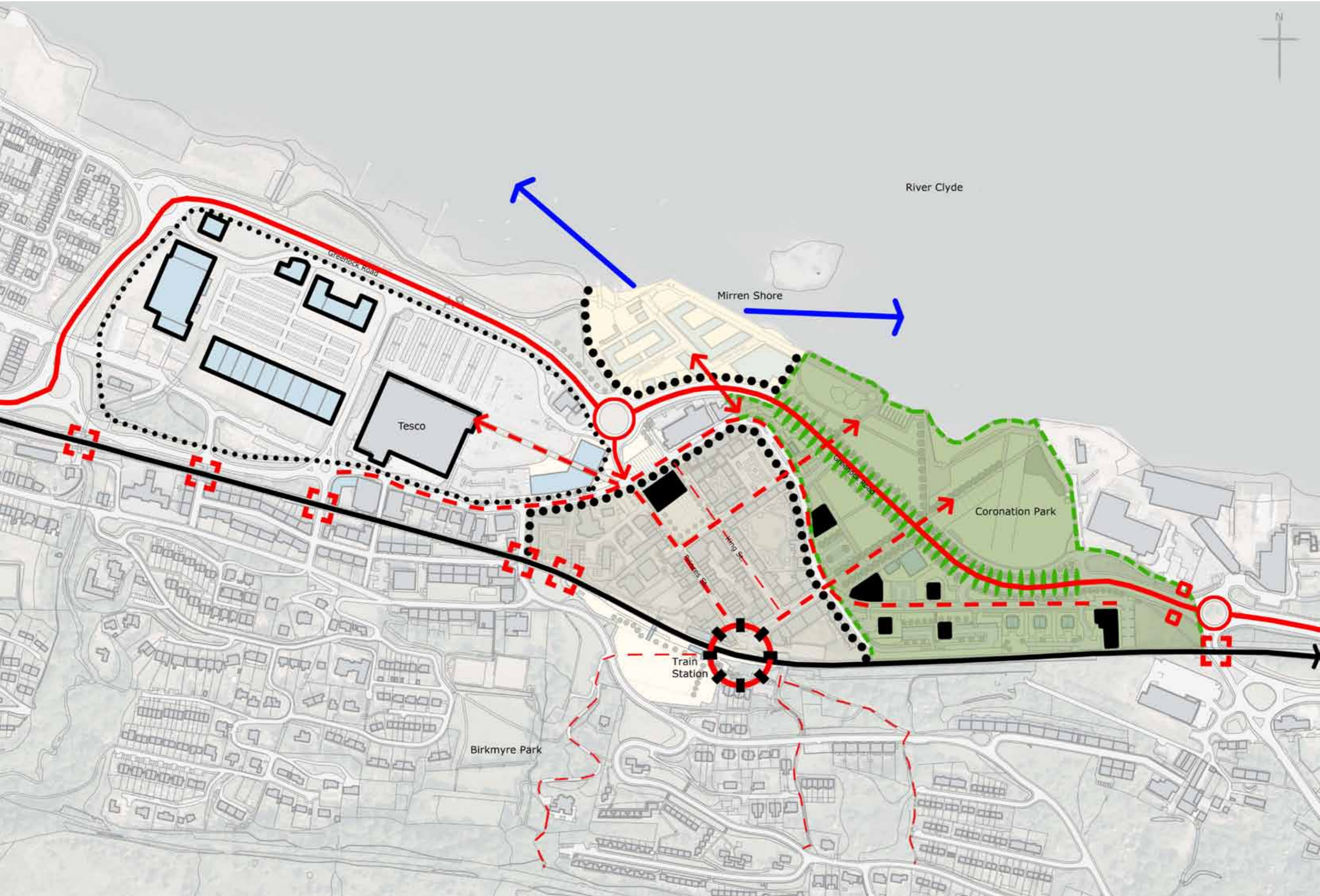
There has, essentially, long been a dramatic contrast between the compact Town Centre and the immense scale of the immediately neighbouring shipyards.

The docks and yards have nearly all gone. However, in their place, west of the historic Town Centre, the vast sheds of the new retail park 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 retail park with large open surface car parks and the massive footprint superstores.



The emerging strategy proposes that there is an acceptance that 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. It seeks to make the Town Centre distinct, compact and a special place that benefits from the footfall drawn to the retail park.

The Town Centre should continue to offer variety; with a mix of retail, community, civic, leisure, work and living within the historic setting of the street grid. Furthermore the strategy suggests redefining Coronation Park so that it defines the northern edge of the Town Centre and changes Port Glasgow's relationship to its waterfront and greatly enhances peoples' perception and first impression of the town.



SPATIAL FRAMEWORK

The key spatial moves to achieve the vision include:

- Focussing effort on a range of large, medium and smaller scale development investment 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;
- 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 estuary 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;
- Develop a development framework for the redevelopment of Mirren Shore as a mixed use, waterfront destination, in the longer term.

SCHEDULE OF PROJECTS

The Spatial Masterplan outlined above has informed a prioritised schedule of physical projects focusing on:

- Town Centre;
- Transport & Access;
- Coronation Park;
- Mirren Shore;
- Retail Park.

Refer to full Regeneration Strategy & Masterplan Report for the prioritised schedules listed above.



THE PORT GLASGOW TOWN CENTRE REGENERATION STRATEGY: ACTION PLAN

The Port Glasgow Town Centre Regeneration Strategy: Action Plan

Alongside the Spatial Masterplan, 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 above. 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.

Next Steps

The Port Glasgow Town Centre Regeneration Strategy: Masterplan and Action Plan provides a longer term vision, strategic programmes and projects informed by the views of local residents, businesses and key stakeholders. The Regeneration Strategy: Masterplan and Action Plan will guide future investment decisions in Port Glasgow Town Centre over the next ten years. The Masterplan will also help shape supplementary planning guidance that will be prepared **once the Inverclyde Local Development Plan is adopted at the end of August 2014.**





River Clyde

Mirren Shore

A8

Tesco

Coronation Park

Train Station

Birkmyre Park



Possible view of reconfigured Port Glasgow Town Hall & Western Gateway

Austin-Smith:Lord LLP
296 St Vincent Street
Glasgow
G2 5RU
Tel: 0141 223 8500
www.austinsmithlord.com

Douglas Wheeler Associates
Duncairn, Whitelea Road
Kilmacolm
PA13 4HH
Tel: 01505 871975
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
Tel: 0141 222 6400
www.aecom.com

Neilson Partnership
Jacobean House
Glebe Street
East Kilbride
G74 4LY
Tel: 01355 268 266
www.neilsons.biz