

Placemaking in

WHITBURN

30 March - 2 April 2015

Briefing Session

20 March 2015

Introductions



Iain Wylie

Graham Ross

Fiona Clandillon

Dougie McDonald

Austin-Smith:Lord LLP

Austin-Smith:Lord LLP

Ryden

Peter Brett Associates

Austin-Smith : Lord

Agenda



- What is a Charrette?
- Whitburn Charrette – aims + objectives
- How to get involved – when, where, how?
- Q+A – headline issues

What is a Charrette?

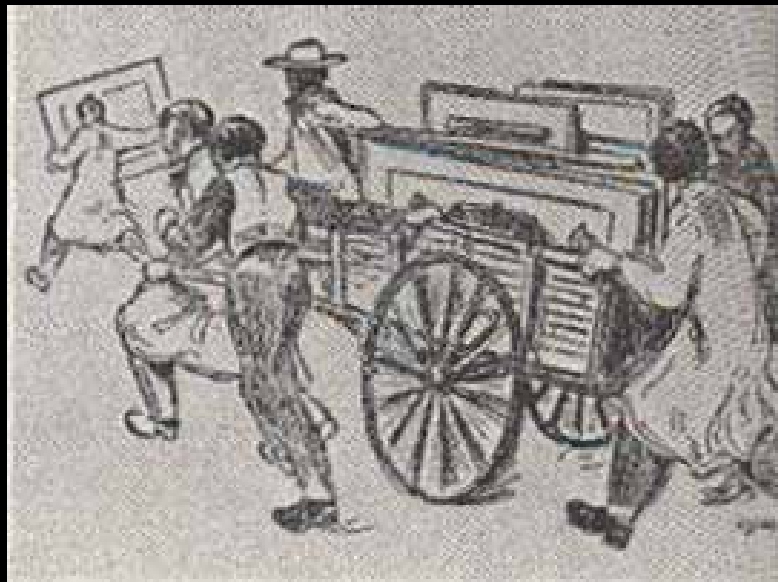


A Design Charrette is:

- an intensive & collaborative plan-making process over several days
- undertaken in the place under consideration
- engages a wide range of participants to define a future Vision, Development Framework + Action Plan for the place.
- is facilitated by a multi-disciplinary charrette team.

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Why 'Charrette'?



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From 'Predict + Provide' to 'Debate + Decide'



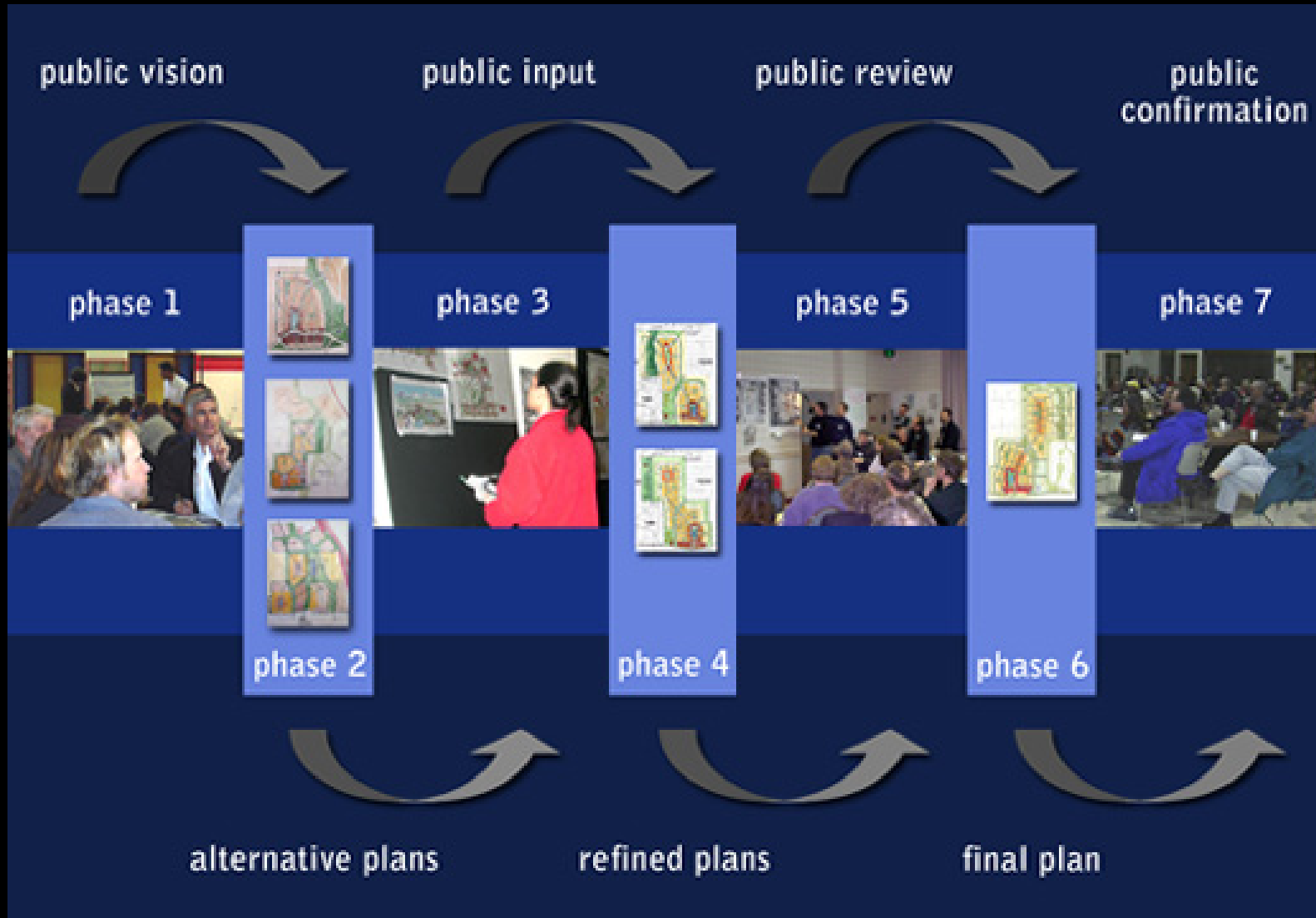
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Scottish Sustainable Communities Initiative
Charrette Mainstreaming Programme



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What is a Charrette?



'Whole Place' Approach

Addressing socio-economic +
physical issues to create a
Vision + Action Plan for Elgin

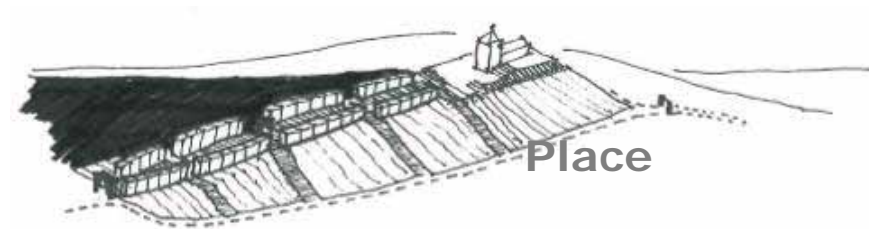


Folk

place =



Work



Place

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Team + Roles

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Architects, Landscape, Conservation,
Urban Design

Ryden

Planning, Property Market Advice,
Regeneration Consultants

WAVE

Community Animation / Arts

Peter Brett Associates

Transport Planning



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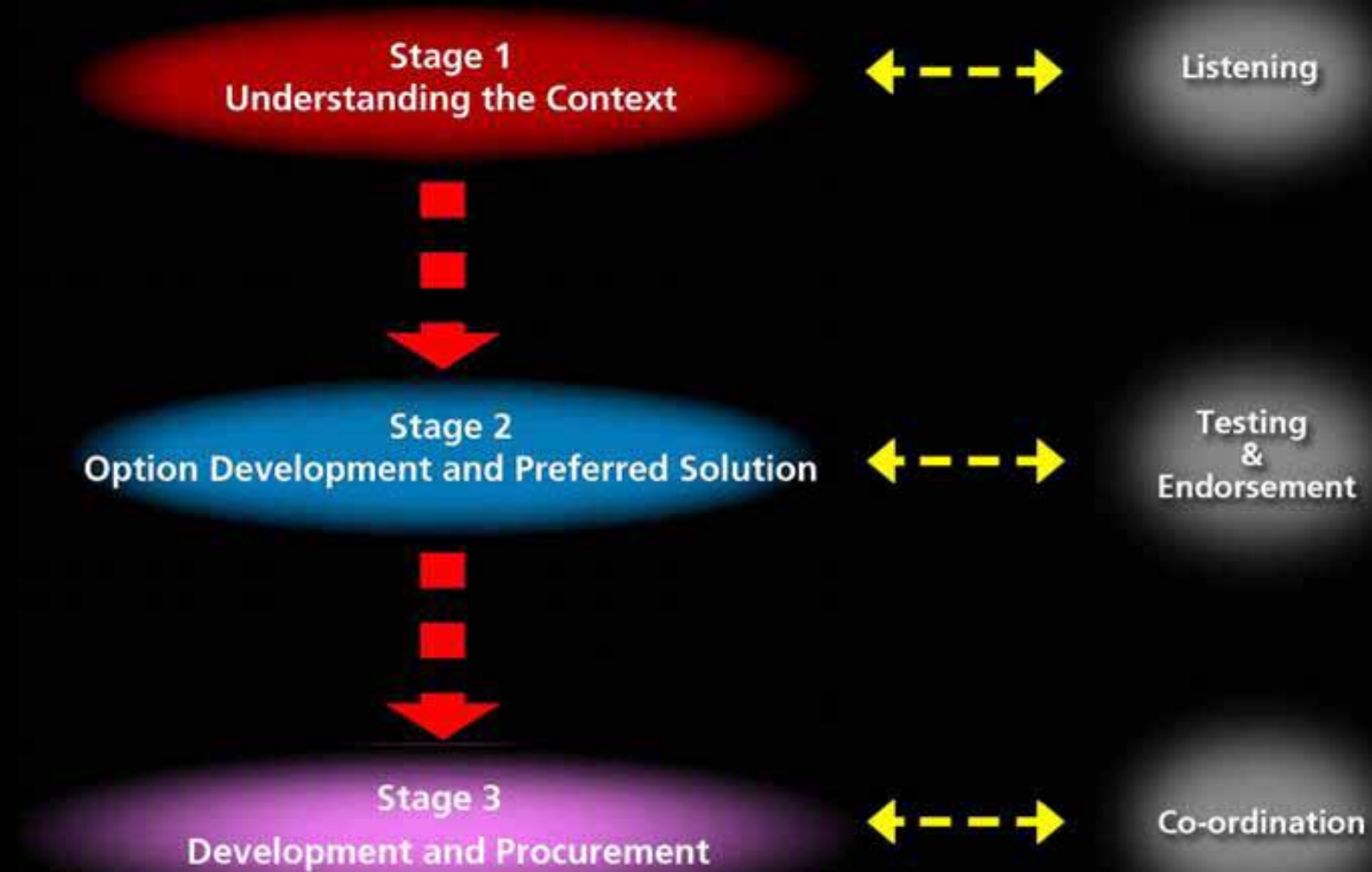
Peter Brett Associates

Transport Planning

+ YOU!



Methodology



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Listening Phase



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Placemaking in Whitburn Town Centre Charrette



#HaveYourSay

The Placemaking in Whitburn exercise will look to integrate the various elements of planned investment and activity into a **single cohesive masterplan** for the area which will:

- maximise investment through providing decision-makers with an **evidence-based, holistic plan for the town** to inform resource allocation;
- create a **shared vision for the town** and wider Whitburn area, in particular, to inform planning for the town centre and partnership centre;
- better link and **integrate the Heartlands development and Polkemmet Country Park with the town centre**; and
- ensure **effective community involvement** in regenerating the Whitburn area, and provide a basis for future community engagement for the development of the town.

- Further develop the discussions between community planning partners regarding **future service provision** within the town;
- Highlight opportunities to **support the integration of the Heartlands residential and business development located at the edge of the town** centre and enable town centre development benefits to stretch across these areas.
- looking at **gateways and linkages** to the existing town centre and consider the potential linkages to any developments planned for **Polkemmet Country Park**;
- Add value to the development of a **new partnership centre/community hub** by examining the potential service linkages with other provision in the town within the context of public sector change;
- Support the development of targeted and focused activity aiming to **increase community capacity** and better use of **community assets**;

- Effectively **engage with the local business community** in addition to wider community engagement;
- **Explore solutions to the problem of gap sites** and under-utilised properties within the town centre area as well as the low levels of town centre shop occupancy;
- **Explore solutions to improve the connectivity** of the town centre to the different residential areas and other networks of amenities within the town, specifically examining travel networks and supporting greater access to town centre and more sustainable means on travel across the town;
- Outline **potential projects that will improve the public realm** which will provide the basis for utilising the council's town centre capital programme and developer contributions;
- Consider the built and social environment from a public health perspective, considering the risks and **identifying opportunities for improvement in population health**























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Key Issues + Strategic Moves

East Main Street (South)



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Key Issues + Strategic Moves

East Main Street (North)



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Key Issues + Strategic Moves

East Main Street (North)



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Key Issues + Strategic Moves

West Main Street (South)



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Key Issues + Strategic Moves

West Main Street (South)



Armadale Road (West)



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Key Issues + Strategic Moves

Armadale Road (West)



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Key Issues + Strategic Moves

Armadale Road (East)



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Key Issues + Strategic Moves

Manse Road (West)



Heartlands



Polkemmet Country Park





In line with best practice, transport in the area will be considered in line with the nationally established 'hierarchy of travel modes' viz: -

- Pedestrians
- Cyclists
- Public transport
- Private car



In particular, this will focus on: -

- Linkages to and through the Town Centre and links towards neighbouring towns (East Whitburn, Greenrigg, Longridge)
- Impact and opportunity of the New junction onto the M8 at Heartlands
- Cycle facilities / parking and links to the cycle routes
- The operation of the bus facilities in the heart of the town, facilities at key stops (including footway widths / shelter provision / seating / lighting and provision of real time information) and the connectivity between foot / cycle / bus and rail.
- Disability Access
- A broad review of junction operation / car parking and access points
- A similar review but with attention paid to vehicle servicing and
- Barriers to movement.
- Heavy traffic and congestion through and around 'the cross'

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Whitburn– Vision: Strategy + Action Plan

Vision

- Distinctive 'place making' assets: future role & function: core values
- Integrated: place: local economic & community development projects
- Change perceptions: work, live, visit & invest: town/town centre

Strategic Themes

People & Communities

Health & Place

Economy & Place

Culture & Heritage

Sustainable Development

Landscape & Environment

Tactical

- Key spatial interventions: structure & priorities
- Action Plan: short, medium, long term projects

Deliverable: Market Conditions

- Reality: 'post retail' future: market values fall already happened
- Opportunities: independents: entrepreneurship: accessible services





Socio-economic Comparators

Socio Economic Baseline

- Collate population data provided to get full baseline in place
- Supplement where necessary
- Utilise pre charette workshop results
- Record regeneration programmes underway or planned
- Funding pots available or to be accessed
- Align funding with emerging projects
- Investment and delivery inputs

Scottish Property Market

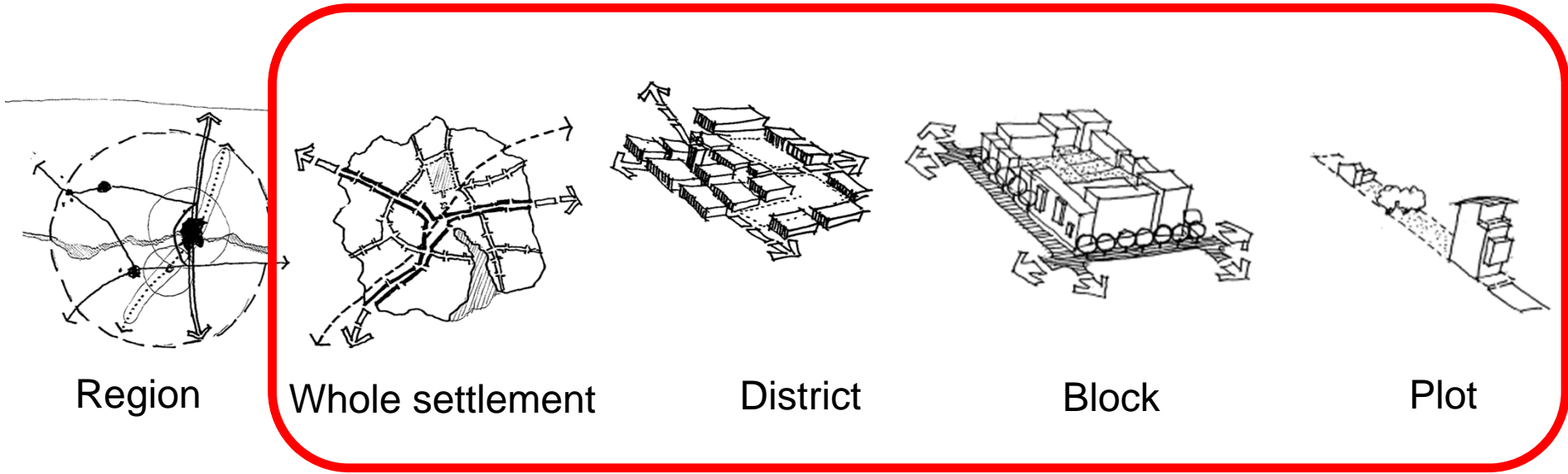
Property market overview

- Existing conditions / signs of change
- Housing
- Retail / Leisure
- Employment / Industrial
- Incomers / Closures
- Turnover / Take Up
- Opportunities for change (e.g. Heartlands & LDP)

Whitburn Context > Emerging Issues

- **Re-positioning of Town Centre**
 - Attraction of prime retail or leisure operators versus competitors
 - A poor BMGC index (booze, money, gambling and charity)
 - Opportunity of re-connecting places within the town
 - Shared public services~ proposed Partnership centre
 - Improve public realm
- **Community Ownership and Engagement**
 - Diversity~ access to spaces and places for early years to elderly years
 - Shared and improved facilities
 - Enhance existing community assets
- **Investment and re-investment in green travel network**
 - cycle and pedestrian routes
 - Improved links to Polkemmet Country Park
- **Heartlands**
 - New residential area
 - New business/ industry

Place-making / Place-mending – Different Scales



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In-situ Engagement



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In-situ Engagement



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'The Design Studio'



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Design Studio – drop-in + debate



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Drop-in Engagement



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Workshops



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Set Piece Presentations



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Consulting with young Whitburn Downies!



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Youth / Schoolkids

Port
On the
River
Town

Louis Hurrell
St. Stephens
1.2B

Great
Local
Area

Super,
Great, glad there's only

One
Winner. Port Glasgow

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Walk + Talk Sessions



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Future-walk?



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Sensecheck



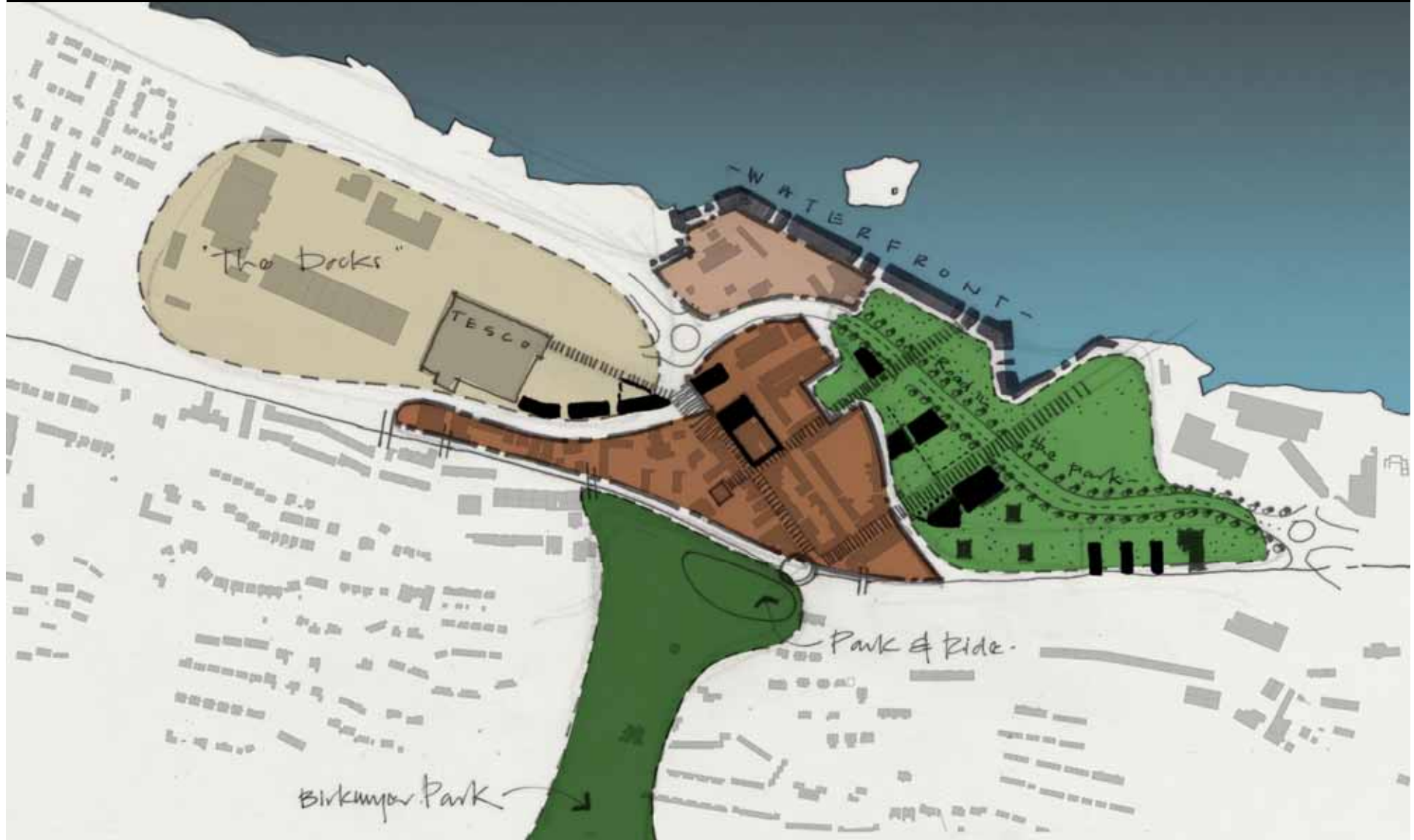
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Pin-Up



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Pin-Up



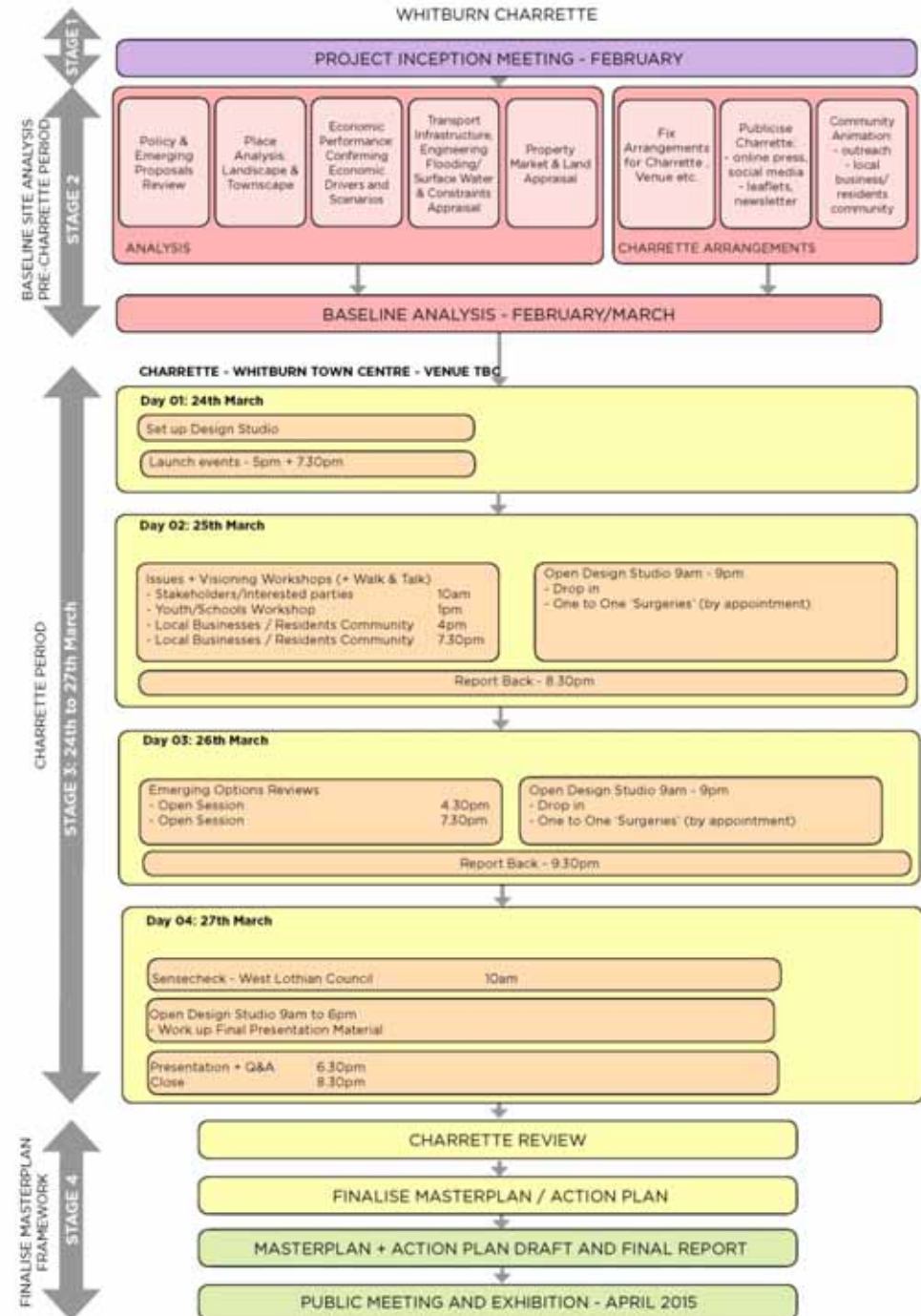
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The Vision

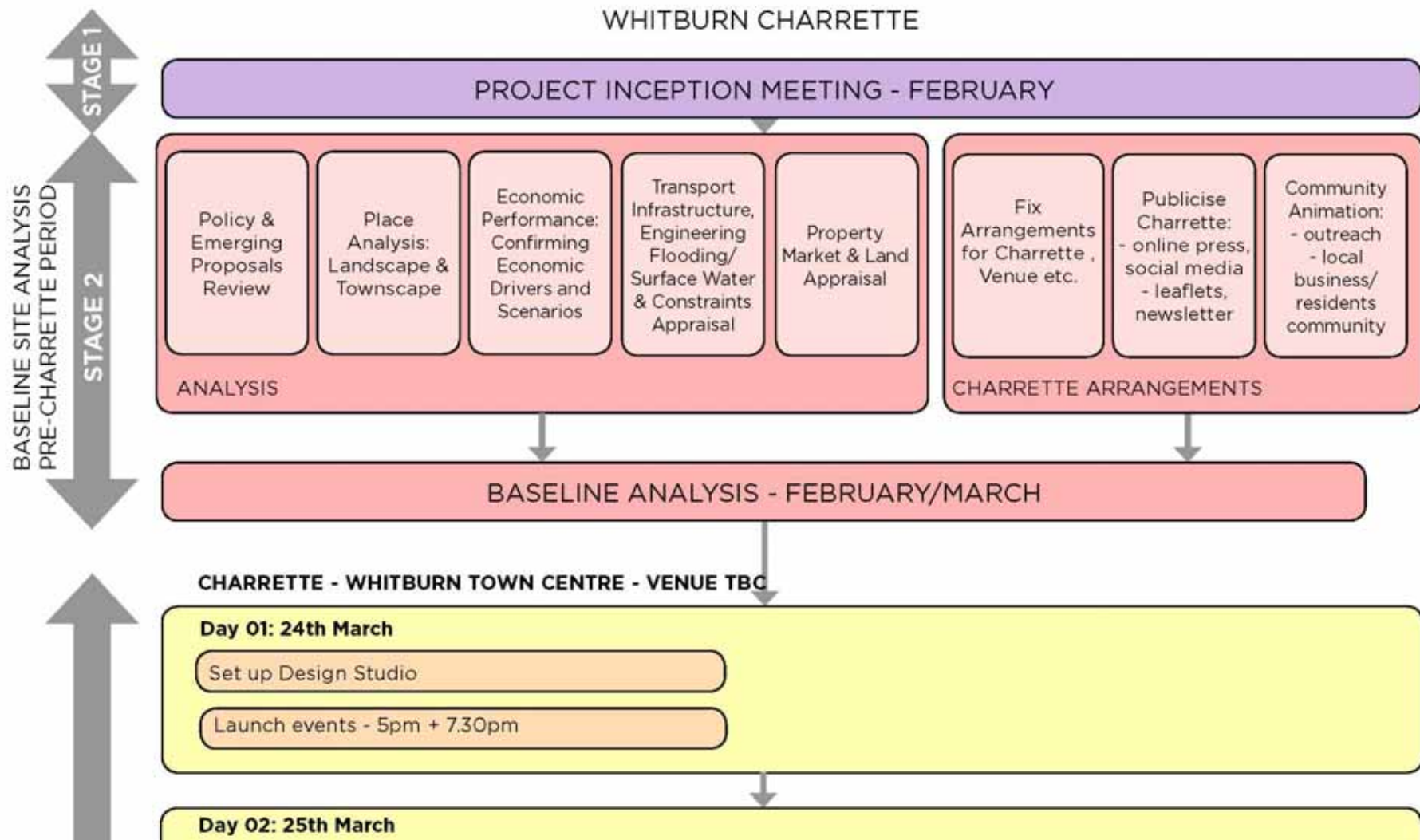


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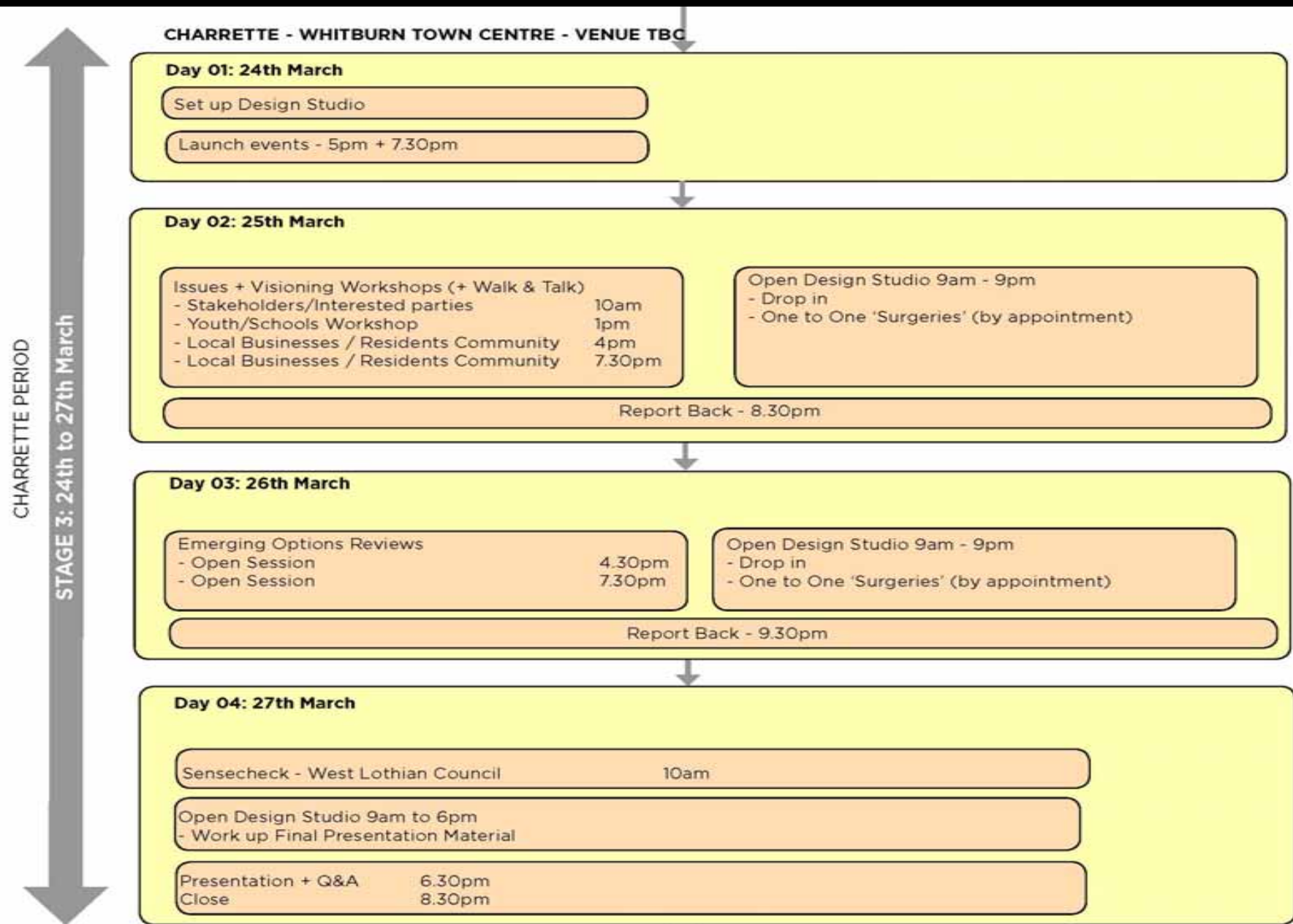
Methodology



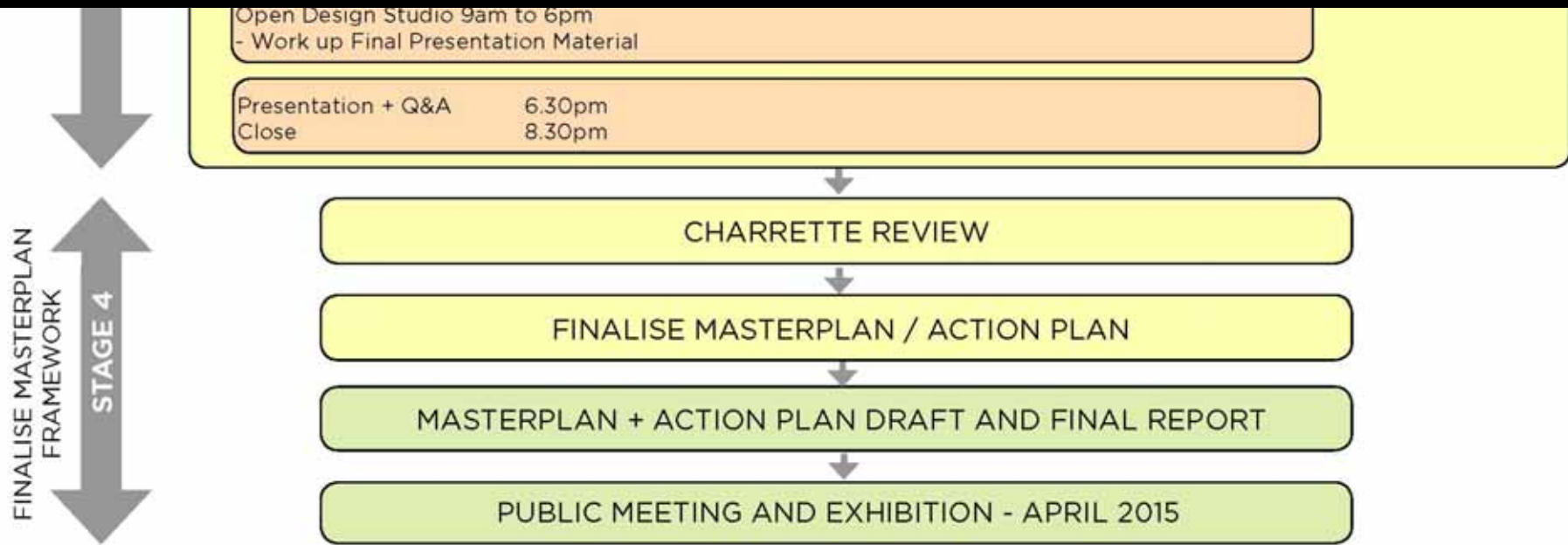
Methodology



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Methodology



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Key Events @ the Community Centre & Burgh Halls

Mon 30 Mar 15

(Community Centre)

Launch Events

3.00pm + 7.00pm

Tues 31 Mar 15

(Burgh Halls)

Greenspace Futurewalk

9.30am- 12.00 noon

Key Agencies and WLC Officers Workshop

2.00pm- 4.00pm

Business and Community Workshop

7.00pm- 9.00pm

Wed 1st April 15

(Burgh Halls)

Land/ Building Owners Forum

10.00am- 12.00 noon

1-1 Consulataions

1.00pm- 2.00pm

Community Regeneration Forum

2.00pm- 4.00pm

Thurs 2nd April 15

(Community Centre)

Charrette Closing Pin-up

2.00pm- 4.00pm

Thurs 23rd April 15

(Community Centre)

Final Outcomes Report & Presentation



Austin-Smith:Lord

Contacts / Web / Social Media

W

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e

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@WhitburnTalks



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Thank you

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