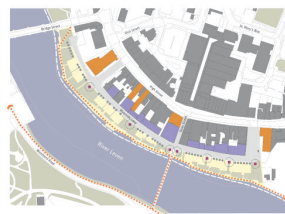
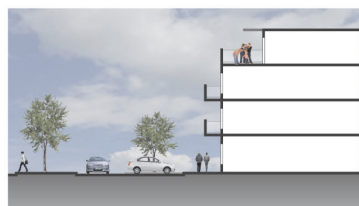




dumbarton town centre and waterfront revised urban strategy



West Dunbartonshire Council
Garshake Road
Dumbarton
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dumbarton town centre and waterfront

revised urban strategy

final report
november 2014





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introduction

the River Leven



PURPOSE OF THIS REVISED STRATEGY

The purpose of this revised strategy for the development of Dumbarton town centre is outlined in the Council's brief dated December 2012:

- review and refresh the existing Dumbarton Town Centre Masterplan and Dumbarton Waterfront Design Framework
- incorporate currently relevant and economically viable proposals of both documents into a single usable strategy to be implemented over the next 5-10 years by the Council and its regeneration partners to guide future projects and development

The strategy is intended to be a tool to transform the image and appeal of the town, unlock its waterfront potential, and maximise the development opportunities of the vacant and derelict sites. The strategy should also be deliverable and integrated with the Local Development Plan.

DUMBARTON CONTEXT

Dumbarton is the second largest town in West Dunbartonshire, with a population of approximately 20,000. Regeneration of the town centre and its waterfront through complementing investment by the private sector has been a priority for the Council since 2000.

The Council's land ownership along the High Street and its waterfront is very limited. It does however own significant land and buildings immediately behind High Street, both along the river edge and along Risk Street and St Mary's Way. This pattern of land ownership affects the Council's capacity to intervene in the town centre.

Since the Council prioritised Dumbarton town centre's regeneration in 2000, it has commissioned a number of studies to guide and inform physical projects since then, including:

Fig 1.1 land ownership around Dumbarton town centre and waterfront (spring 2013)

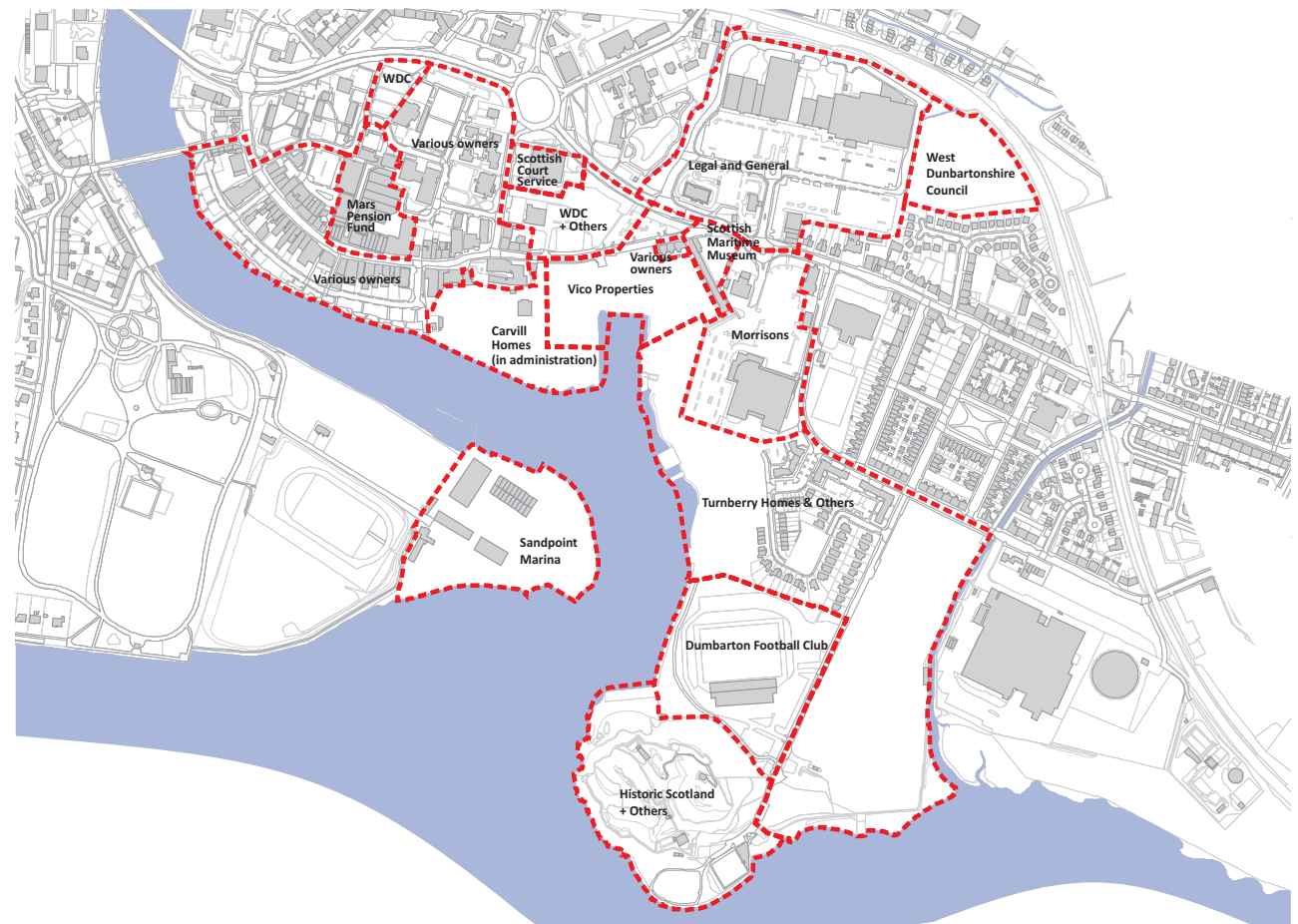
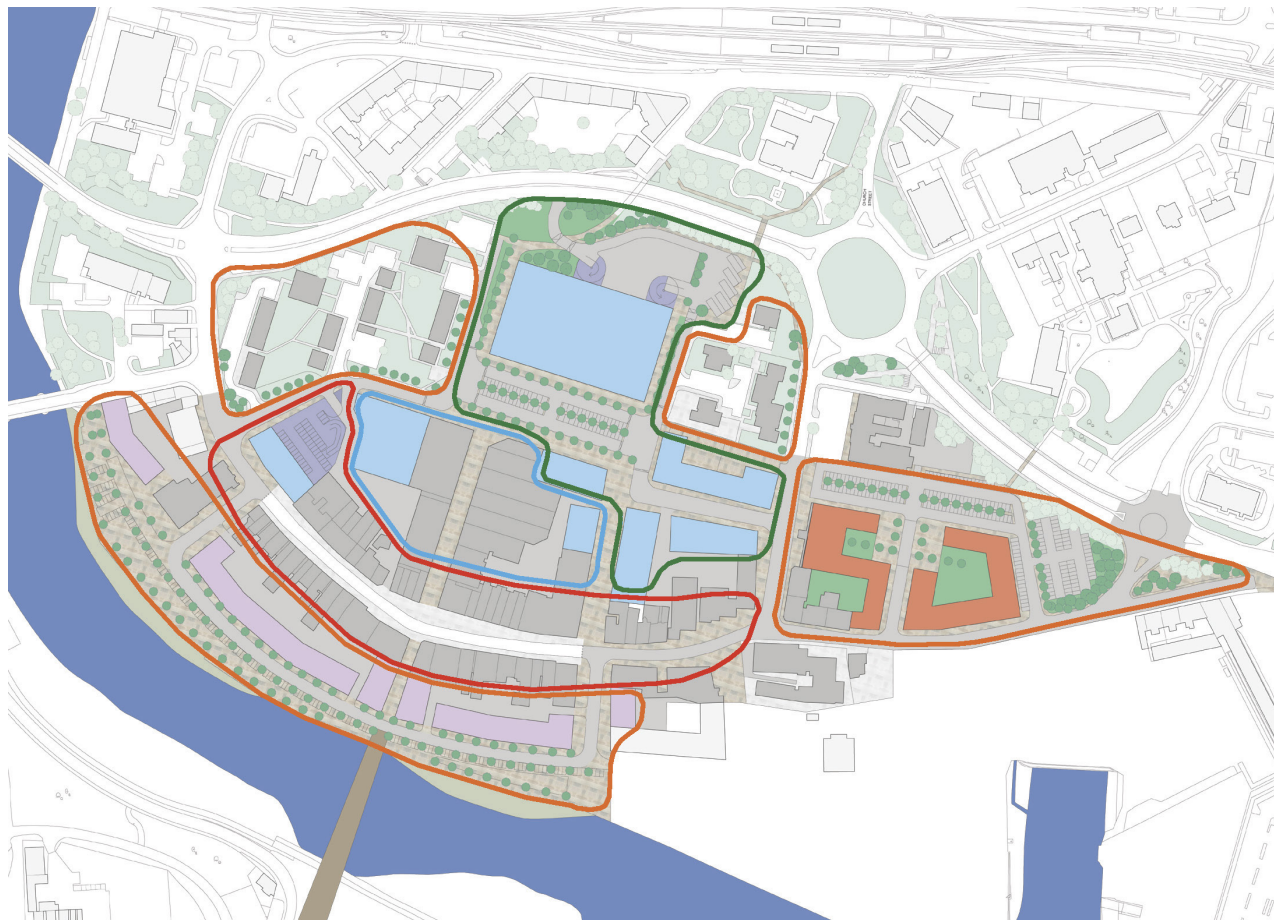


Fig 1.2 Extract from Dumbarton Town Centre Masterplan, with new development proposals around the town centre shown in blue



1. **Dumbarton Town Centre Action Plan (2001)** which recommended projects to be taken forward over a ten year period. This led to a focus on public expenditure in the town centre up to 2008 on public realm enhancements to the High Street, shopfront and car park improvements, works to the A-listed Old Academy Building, and public transport investment.
2. **Dumbarton Waterfront Design Framework (2004)** which focused on the redevelopment potential of a number of key vacant sites on the waterfront to the east of the town centre, extending to Dumbarton Rock. The proposed design framework showed how these sites could be developed in order to maximise integration with the town centre and make the most of the potential of the waterfront.
3. **Dumbarton Town Centre Masterplan (2008)** which produced proposals to create new retail, office and residential floorspace on a number of town

centre sites. The proposed development sites were at Riverside Lane facing onto the River Leven, the Burgh Hall and Old Academy Building, and around St Mary's Way and Risk Street to the north of the High Street.

These three studies were prepared when the economy was more buoyant than it is now. It was anticipated that the regeneration of the town centre could be led by retail investment, supported by residential development on vacant land close to the town centre.

The context has changed greatly since 2008. In the present economic climate, it is no longer possible to rely on the private sector to lead redevelopment of the town in isolation. Many of the development sites, including those with prominent waterfront locations and magnificent views to Dumbarton Castle, remain vacant and derelict. The development-focused studies undertaken between 2001 and 2008 are important pieces of work which assessed the viability of key

Extract from Dumbarton Waterfront Design Framework showing the redevelopment potential of land east of the town centre to Dumbarton Rock



development sites, tackled barriers to their delivery, and advised on uses, urban design and connectivity. This study aims to bring that work forward into the new post-Christie Commission economic and public spending context. Dumbarton has enormous potential for development and activity which allows the town centre and waterfront to connect and interact with adjoining land uses, but how likely is that potential to be realised in the foreseeable future? The purpose of this strategy is to set out how that potential can be unlocked.

It should be noted that some time passed between the commissioning of this study and the production of the final strategy. During this time, a number of significant public sector investment proposals were being considered for the town centre area. The strategy has sought to reflect the current status of these proposals.

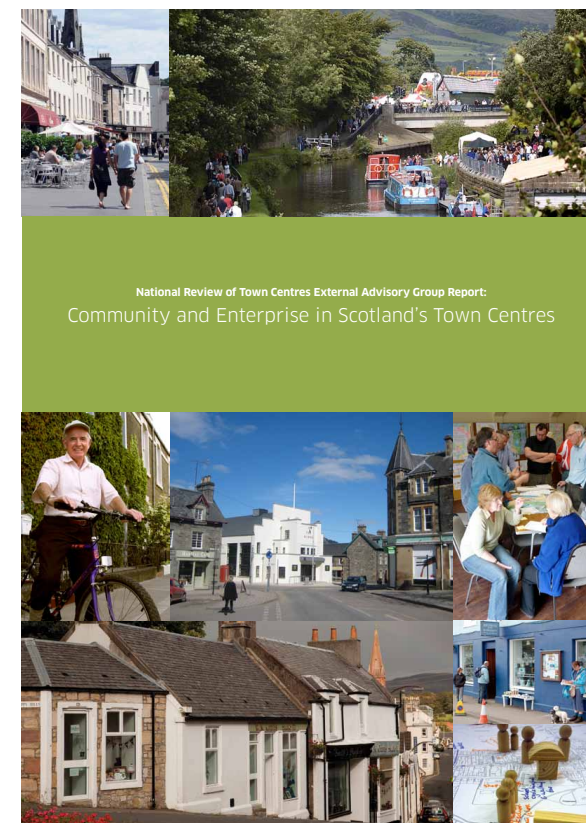
SCOTTISH CONTEXT

Whilst this study was being undertaken, the Scottish

Government's External Advisory Group Review of Town Centres (EAG) chaired by Malcolm Fraser was also underway. This Review was carried out against a backdrop of general concern about the declining condition of town centres throughout the country, relating to many factors including increasingly attractive 'out-of-town' offers, the growth of online retailing and home-based entertainment and the economic downturn which started in 2008. In the background, the imperative for new ways of delivering public services had been flagged up by the Scottish Government's Christie Commission. The EAG Town Centres report was published in July 2013 (<http://www.scotland.gov.uk/Resource/0042/00426972.pdf>).

The EAG's recommendations are based on a number of key principles for all town centres: diversity, empowerment, pragmatism, action, leadership and collaboration. There are a small number of key actions and recommendations including:

- a "town centre" first principle to guide investment



- and policy-making by public bodies
- bringing empty town centre properties back into use for residential purposes
- giving business rates incentivisation schemes a town centre focus
- broadening the appeal of town centres by encouraging more diverse uses

A number of other recommendations are organised under six themes namely:

- town centre living
- vibrant local economies
- enterprising communities
- accessible public services
- digital towns
- proactive planning

In today's post Christie Commission landscape, town centre regeneration has to reinvent itself. Underpinning the EAG Review is the need to see town centre futures as not being solely, or even primarily, about shopping

and new development but about creating attractive hubs for local communities which service people's needs, aspirations and creativity.

High Street, Dumbarton



HOW THE REVISED STRATEGY FOR DUMBARTON TOWN CENTRE WAS PREPARED

Given this context, the challenge was to prepare an updated strategy for the Council and its partners to revitalise Dumbarton town centre and its waterfront over the next 5 to 10 years – a strategy appropriate to a new economic era and a new set of challenges which embraces not only physical development proposals but also the wider principles that emerge from the EAG Review.

What this means for Dumbarton is overcoming the challenges that have prevented delivery of previous studies. Delivery of this revised strategy may well need to be co-ordinated by the Council – but collaboration between public and private investors, local businesses and the community will be vital if it is to be successful.

The approach taken to preparing this revised strategy was as follows:

- 1. Technical research and analysis:** desk-based research and site visits to understand the town centre's historical development, previous and current proposals which could affect the town centre, the property market, and technical issues such as flood risk. These findings are in Chapters 2 and 3.
- 2. Conversations with key stakeholders:** discussions with landowners/developers of key sites, town centre businesses, community activists and public agencies. These conversations culminated in a workshop session to develop and test scenarios for the future of the town centre; a number of clear pointers for the future emerged from this workshop and these are outlined in Chapter 4.
- 3. Future options** for the town centre: the information gathered in stages 1 and 2 allowed the development of a number of options for the town centre's future spatial development, which are outlined in Chapter 5. Background analysis and testing were built into the option development.
- 4. The revised strategy:** this is deliberately not a fixed masterplan, because that would become quickly outdated as circumstances changed (witness what happened with the 2008 Town Centre Masterplan). Instead, the revised strategy is a spatial strategy focussed around securing and making the most of 'key moves' proposals and opportunities (such as the new Council offices), each of which can act as a catalyst for further investment in the town centre, for example by small businesses. Where there are a number of potential sites available, principles are put forward to maximise the catalytic benefits for the town centre. The revised strategy is described in Chapter 6.
- 5. Delivery:** running through the entire process of creating this revised strategy has been the necessity for it to be deliverable. Given the uncertainty over property markets, investment and future public sector budgets, the focus has been on creating a flexible framework rather than a fixed masterplan and making the most of the anticipated

public and private investments that may come to fruition in the town centre over the next 5-10 years. Whilst the overall delivery of the strategy will be led by WDC, a fundamental principle has been to engender a collaborative approach to regenerating the town centre, in the spirit of the EAG Review. This is described in Chapter 7.

High Street from Riverside Parish Church, Dumbarton



place analysis - summary

John Wood map of Dumbarton, around 1818 - copyright National Library of Scotland



EVOLUTION OF PLACE

The history of urban development and the evolution of place in Dumbarton reflect trends that have played out across Scotland over the past 360 years. This period is in three main phases namely:

- a pre-industrial economy – up to 1830 (see John Wood map of 1818)
- a period of exceptional change during the rapid rise and subsequent decline of Dumbarton as an industrial community – 1840s through to the 1960s (see Ordnance Survey map from 1938)
- post-industrial Dumbarton – 1970s onwards

Despite enormous changes in its physical structure, some parts of Dumbarton town centre retain the distinctive form shown on the earliest maps - compare the 1818 map to the current Ordnance Survey Plan on page 11. High Street in particular - the traditional 'parade' of the town centre - remains largely intact

Ordnance Survey map of Dumbarton, around 1938

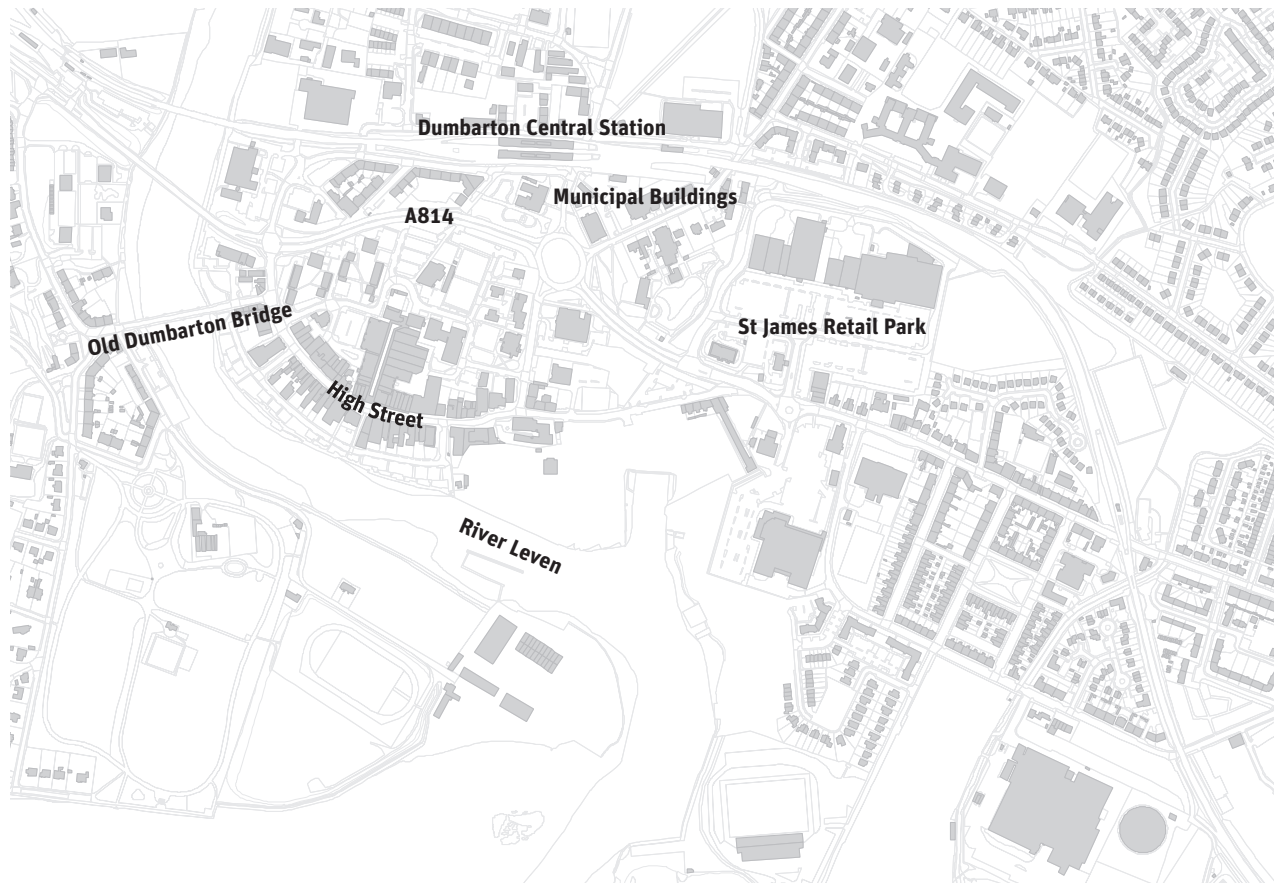


although its context has been altered significantly by three major changes:

- the dense pattern of streets and buildings connecting High Street to the Municipal Buildings and Dumbarton Central Station is gone together with the myriad of homes, businesses and civic uses that constituted and animated the traditional centre
- new roads infrastructure has diverted traffic away from High Street along an inner relief road (A814 Glasgow Road) which has limited connections to the traditional town centre area
- St James Retail Park to the north east of the traditional centre has become a successful shopping area with better accessibility than the traditional centre

The disappearance of industry along the River Leven in the second half of the 20th century has provided opportunities for recreation close to the traditional town centre. This is potentially a positive change.

Ordnance Survey map of Dumbarton, 2013



But the most significant story in terms of the evolution of place is that while High Street is still considered to be the town centre it is peripheral to the enlarged centre which embraces the riverfront and St James. In fact it is arguably no longer the natural centre of the town for many people.

SUMMARY

In order to understand how Dumbarton has evolved an analysis has been undertaken of its urban development, including its character, heritage, land use, and issues such as car parking and flooding and where the main areas of activity and social spaces are located. This detailed analysis is contained in Appendix A. In summary the main findings of the place analysis are:

- the High Street has a structure which has remained substantially intact and recognisable for over 200 years but the context of the centre has changed dramatically through the decline of industry in the mid-20th century accompanied by redevelopment

and new road construction

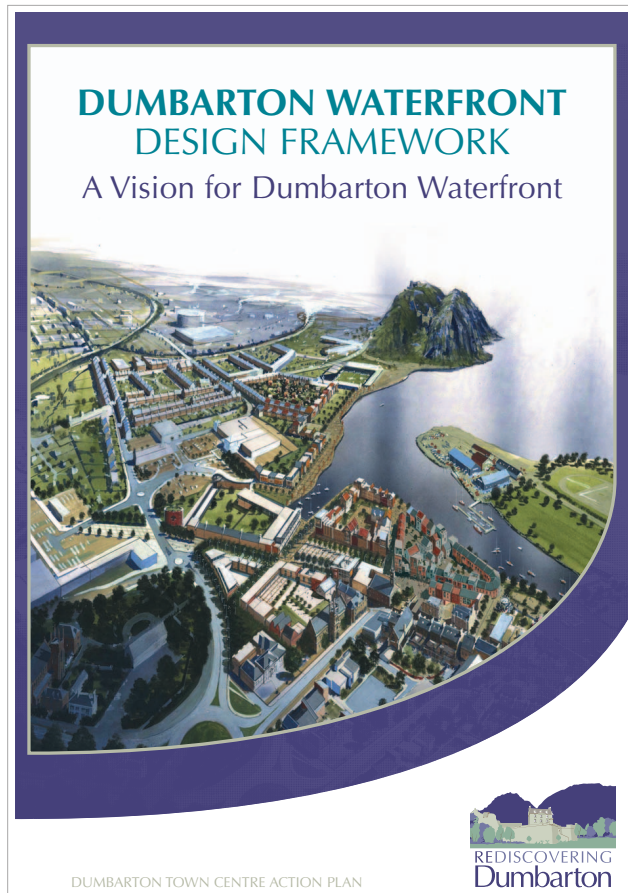
- the town centre has a core of good buildings along High Street but at the rear of these buildings, the quality and usability of the environment decreases and large areas of dead ground exist
- the analysis highlights areas where retaining or enhancing positive character is a prime concern but it also pinpoints where action is required to make improvements in the short and long term
- there is one Conservation Area in the study area but the town centre itself is certainly of heritage quality and may benefit from designation which could bring access to Townscape Heritage Initiative and Conservation Area Regeneration Scheme funding which in turn could help to rejuvenate properties and businesses. This is worthy of further consideration and study
- the wider town centre area has a good range of uses but this is counteracted by very low densities and by substantial tracts of vacant and derelict land
- vehicle movements play a large role in the town centre environment - there are many areas where

vehicle dominated environments negate pedestrian activity and where a better balance is needed

- the town centre has become less compact over the past 60 years and this has resulted in the growth of numerous destinations and attractions which would originally have been more centrally placed
- Dumbarton has a great deal of car parking compared to other town centres. However certain car parks and streets are more popular for parking than others (eg Riverside Lane and Castle Street) which can give the impression that there is under-provision
- car parks are also social spaces up to a point and they can provide opportunities for meeting up, recycling and functions other than their original intended use - in time, it might be feasible to develop some of them but alternative parking arrangements would have to be made in most cases
- the centrality analysis underlines the peripheral nature of High Street in the wider town centre

previous studies and proposals

previous studies of Dumbarton Town Centre:



A number of significant studies have been carried out in Dumbarton town centre over the past 15 years. Although most of these studies are now out of date and have been superseded by events and changes in policy, some of them do contain proposals and ideas which are still regarded as being appropriate, useful and attractive.

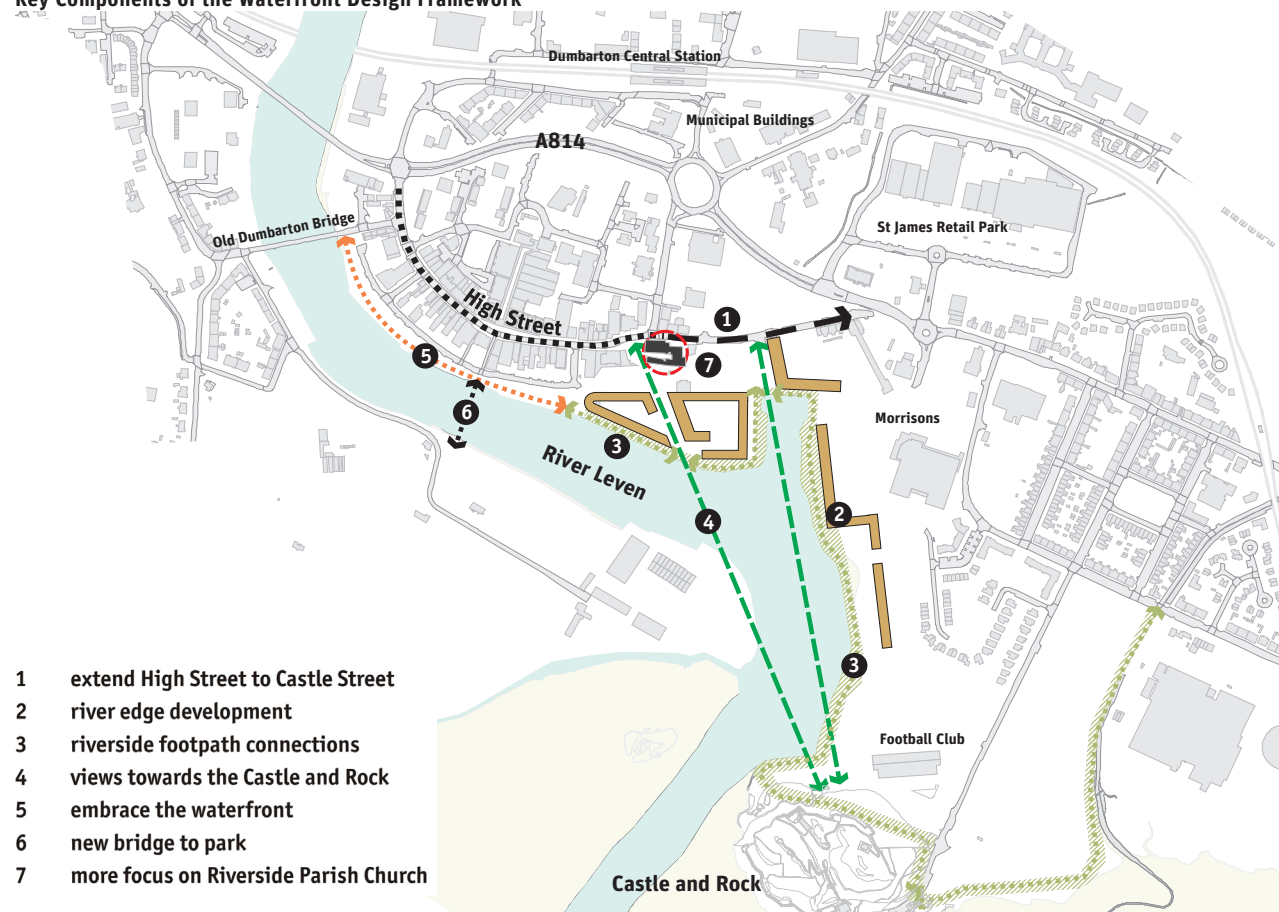
The most recent of these studies are the Dumbarton Waterfront Design Framework 2004 by Page and Park and the Dumbarton Town Centre Masterplan 2008 by Broadway Malyan.

DUMBARTON WATERFRONT DESIGN FRAMEWORK 2004

This Design Framework contains a number of ideas and proposals which are illustrated on the plan overleaf - Key Components of the Waterfront Design Framework. The most important of these are considered to be:

- embracing the waterfront – linking the developments along the waterfront; reinforcing

Key Components of the Waterfront Design Framework



- 1 extend High Street to Castle Street
- 2 river edge development
- 3 riverside footpath connections
- 4 views towards the Castle and Rock
- 5 embrace the waterfront
- 6 new bridge to park
- 7 more focus on Riverside Parish Church

positive aspects of the historic old town – creating a focus for Riverside Parish Church and new development to the edge of the basin

- extending the High Street into Castle Street, linking the waterfront to High Street, Castle Street and St James Retail Park by creating views and glimpses of the Rock and Castle
- providing attractive residential river-edge development linked by a pedestrian riverside walkway with a presumption against buildings taller than 4 storeys
- linking the Castle to the town centre by a landscaped park promenade along the river from Riverside Lane, south to the Castle, to create a landscape setting for the residential development which would be set back from the water's edge together with a link from Knoxland to the Castle and town centre
- enhancing the setting of the Castle at the southern end of the football ground
- reinforcing the line of sight from the town to the Rock/Castle by creating gaps in the urban form

through the Waterfront Development sites (south of Castle Street) to open up vistas to the Rock and from the Castle to Riverside Parish Church and town centre

- seeking Design Statements from developers of waterfront sites with their planning applications to demonstrate how they will achieve the design aims of the strategy in terms of engaging with the waterfront

In the Council's view, this guidance has the following strengths and weaknesses:

Strengths

- High quality of the document with a clear summary of key urban design aspirations
- Sustainable concepts which are still relevant 10 years on
- Easy to use, quick to refer to and simple to understand
- Embraces quality development along the waterfront

- Identifies the strong features of the town
- Includes block development of street layouts, building positions and an idea of height which assists in assessing development applications.
- Encourages strong linkages between the Castle, river edge, St James and the High Street
- Strong emphasis around the town centre
- Promotes Dumbarton in a positive way
- Improves access to Levensgrove Park

Weaknesses

- Produced at a time when the market was buoyant and there were higher expectations about what could be achieved
- Seen by some developers as very prescriptive and difficult to achieve.
- Some of the design proposals, whilst visionary and appropriate for an historically significant place may be difficult to achieve as there is limited market interest in Dumbarton and this has been the case for some time.

DUMBARTON TOWN CENTRE MASTERPLAN 2008

This document focused on the issues of developing and reinforcing the traditional town centre around High Street and creating a new foodstore to the north of the Artizan Centre. The plan highlights the dysfunctional nature of much of the town centre, especially the Risk Street and St Mary's Way areas to the north of High Street. The main proposals are:

- using new retail development as a focus for the future regeneration of the town centre
- embracing the waterfront and introducing a pedestrian bridge from the town centre to Levensgrove Park
- Design Guidelines setting out aspirations for the quality of the future development of key sites with guidance on materials, height, proportions and dimensions of spaces for key sites
- an indicative plan for the future development of the town

The difficulty with this plan is that it was written prior to the 2008 economic crisis and is unrealistic and unachievable in the current economic situation. Very little of the plan has been implemented because it relied on a considerable volume of commercial and retail development in which there has been almost no market interest. Nevertheless, the idea of linking the town centre to Levensgrove Park with a footbridge is still popular.

Recognising and tackling the sub-optimal Risk Street and St Mary's Way areas is an important aspect of a town centre strategy. However the 2008 Masterplan focuses on securing a large retail store to solve the problems of the town centre and attract customers rather than creating a more dynamic centre that is less reliant on a single idea or reflecting on the success of the nearby St James Centre and the difficulty of competing with that.

In the Council's view this report has the following strengths and weaknesses:

Strengths

- provides a clear Strategy for Dumbarton town centre
- waterfront development proposals still relevant
- civic quarter proposals still relevant
- plans are clear about the form of development proposed
- design guidelines and delivery plan included

Weaknesses

- not as easy to quick reference as the Waterfront Design Framework
- heavy reliance on retailing - prepared at a time when the market was buoyant
- driven by the private sector landowner of the Artizan Centre at that time
- supermarket proposals difficult to implement eg deck access parking, vehicular access from A814

Other Plans And Strategies

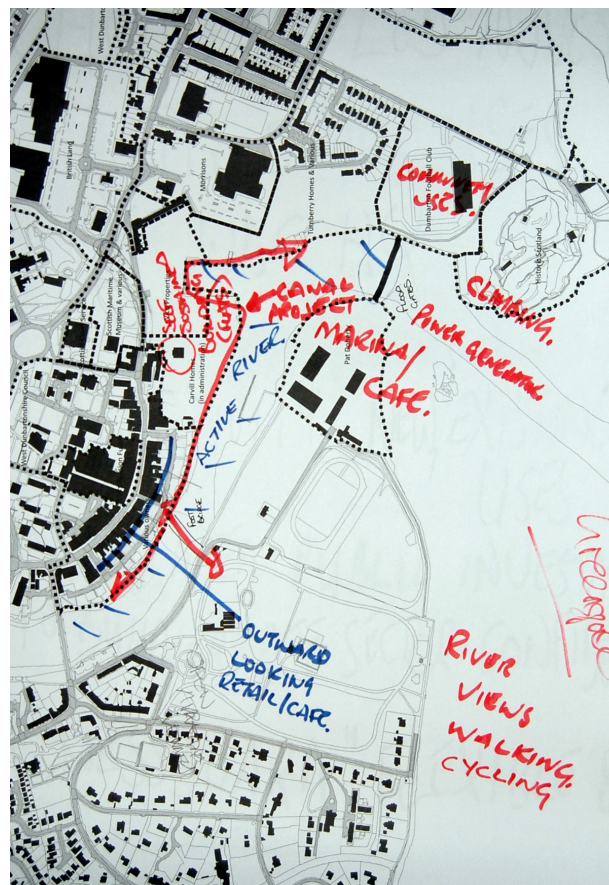
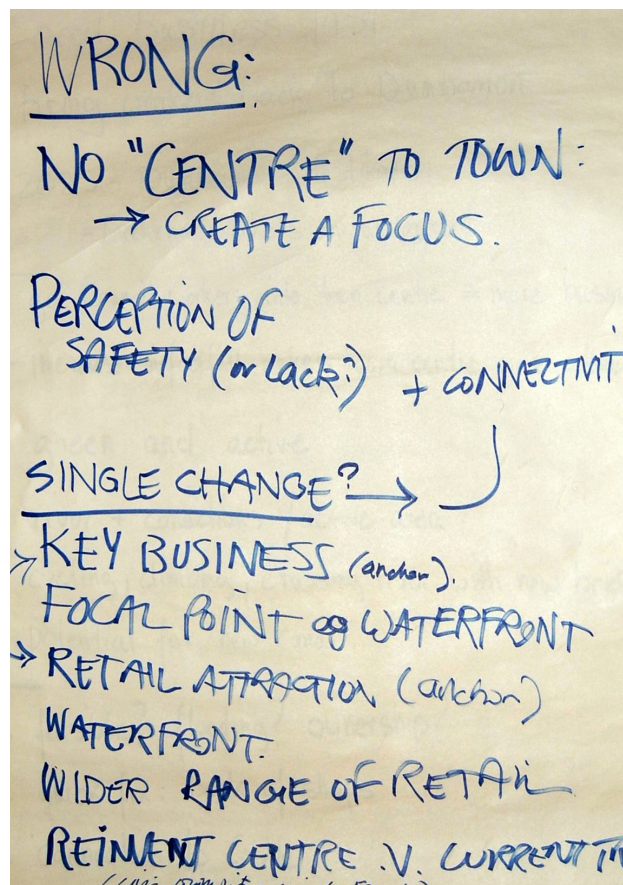
There are numerous other plans for the town centre that contain perceptive commentary and analysis including Re-discovering Dumbarton 2001 by EDAW, the Public Realm Design Guide 2001 and a Signage Strategy 2005, both by Ferguson McIlveen and a Dumbarton Waterfront Public Realm Design Guide.

There is much insightful analysis and many good ideas in these documents but they tend to have a strong emphasis on visual design, design guidance and public realm interventions with very detailed suggestions for materials and finishes.

However, in addition to design guidance, the town centre needs a range of large and small initiatives over a prolonged period to generate activity and development. These activities and initiatives are proposed in the following chapters.

consultation

discussion points at the workshop, 20/03/2013



West Dunbartonshire Council regard consultation as fundamentally important and have undertaken consultation as part of the development of this document. In parallel with the more technical analysis described in chapters 2 and 3, a series of discussions with a number of key stakeholders was undertaken. This included a selection of:

- landowners and developers of key sites
- town centre businesses
- community groups and activists
- Council departments and public agencies

The aim was to undertake a targeted series of conversations with key stakeholders. The purpose was two-fold:

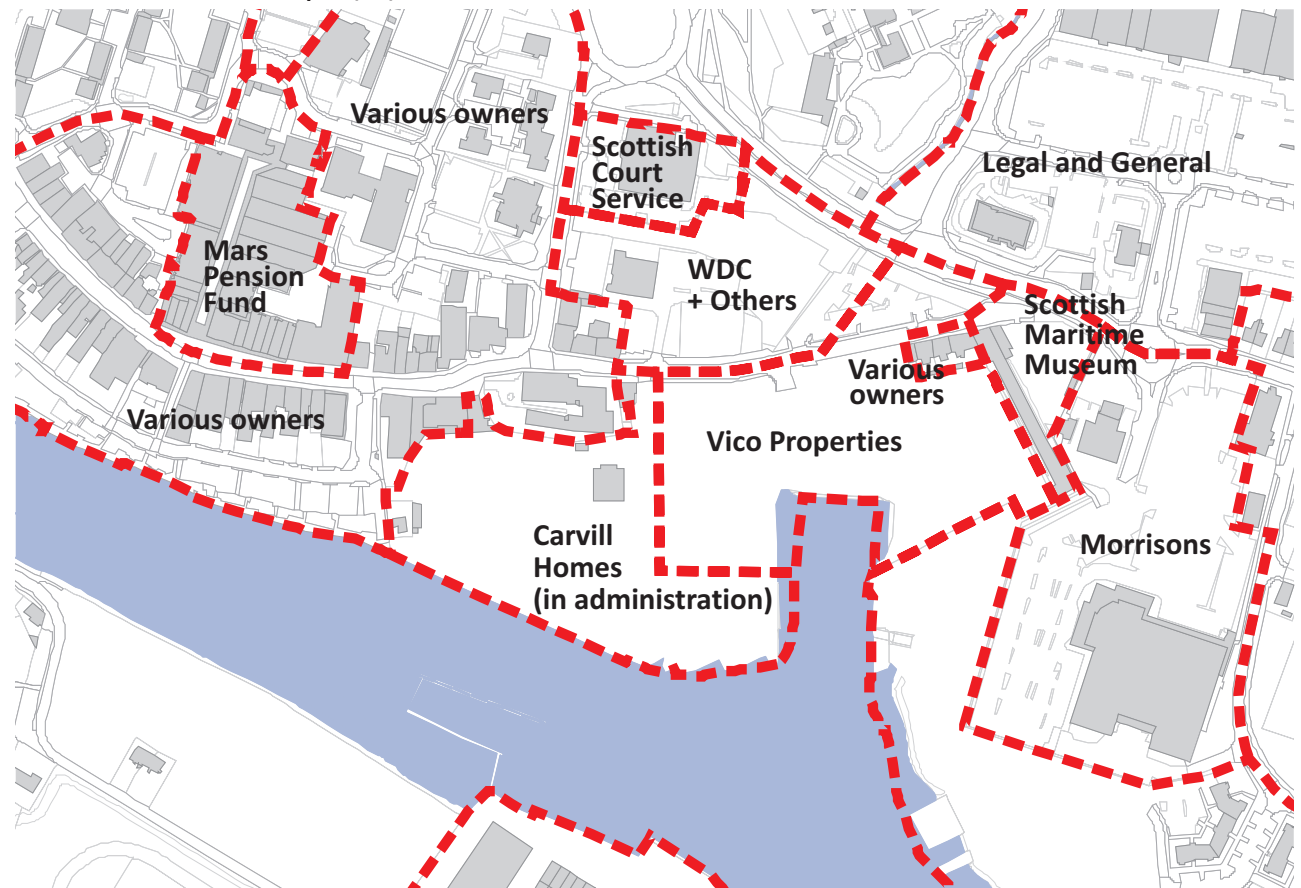
1. To understand better the concerns and aspirations of local stakeholders relating to projects of all shapes and sizes being considered for Dumbarton.
2. To support the Council and its partners to build

momentum for a collaborative approach to regeneration of the town centre.

Initially, a series of one-to-one conversations was held with landowners of key development sites in the town centre / waterfront area, local business representatives, members of Community Councils, local Councillors and significant public agencies such as Scottish Canals. Sessions were also held with Council officers. Some of the key points to emerge from the landowner consultations were:

- The Carvill Homes and Vico sites (see plan opposite) are integral to any successful strategy to link the High Street with the waterfront area and the Castle. Both sites had planning permission for redevelopment but have not been implemented due to the downturn in the property market post 2008. Both sites are inextricably linked to each other. These physically adjoining sites are also the largest available cleared development sites in the study area (13 acres combined). They are fundamental to

sites discussed at the workshop, 20/03/2013



- the longer term strategy for Dumbarton town centre.
- Given its position at the centre of the High Street, the Artizan Centre (owned by the Mars Pension Fund) is also fundamental to the future success of Dumbarton. Lack of market demand in Dumbarton for the type of retail units on offer, as well as physical constraints brought about by the original design, has limited new investment in the Centre. At present its high level of vacancy does nothing for the overall visitor impression and a solution to physically integrate the Artizan with the rest of the Centre is very important to the future success of the High Street.
- The remaining development site at St James Retail Park (east of the existing retail parade) is only accessible via the existing retail park access and has planning permission for additional retail floorspace. Its implementation will be dependent on market demand but timescales for achieving this could be crucial to the strategy for other sites in the town centre.
- Between the Castle and the Town Centre there

are opportunities for additional residential development to supplement the areas already successfully developed into residential communities in this part of the Study area. Poor access to the waterfront and poor connections with the Town Centre are significant obstacles to investment in this location.

These discussions culminated in a workshop session in March 2013 attended by approximately 40 people from across the various stakeholder groups already consulted. During the workshop, these diverse participants developed and then tested a number of possible drivers of change for the future of the town centre. These are explained in the Appendix B.

**drivers of change as discussed
at the workshop, 20/03/2013**

Change driver	Description
Local business first	Local businesses encouraged and supported to increase turnover and employment (including retail, social enterprise, other businesses) - all action geared towards them to maximise turnover and staffing
Green and active	Improve greenspace, nature, local food, access to water, access to open space, recreation etc.
Big investment led	Maximise private and public sector investment in residential, retail and office (e.g. new Council office development) on vacant sites and in town centre
Working together, minimal funds	Public, private and community sectors working together to promote enterprise and regeneration with minimal capital spend, collaborative place-based Community Planning approach (the 'Scottish Government town centre review' approach)
Tourism is key	Attracting visitors to come and spend, based on: <ul style="list-style-type: none"> what Dumbarton has to offer: the Castle, the Clyde, walks, the National Park, football how that offer could be improved who to attract what businesses those visitors might support

Essentially, the purposes of the workshop were to help everyone understand the need for a genuinely collaborative approach in the future, and how different ideas might fit together, and to ensure that the revised strategy accurately reflected the collective aspirations of stakeholders for delivering future change.

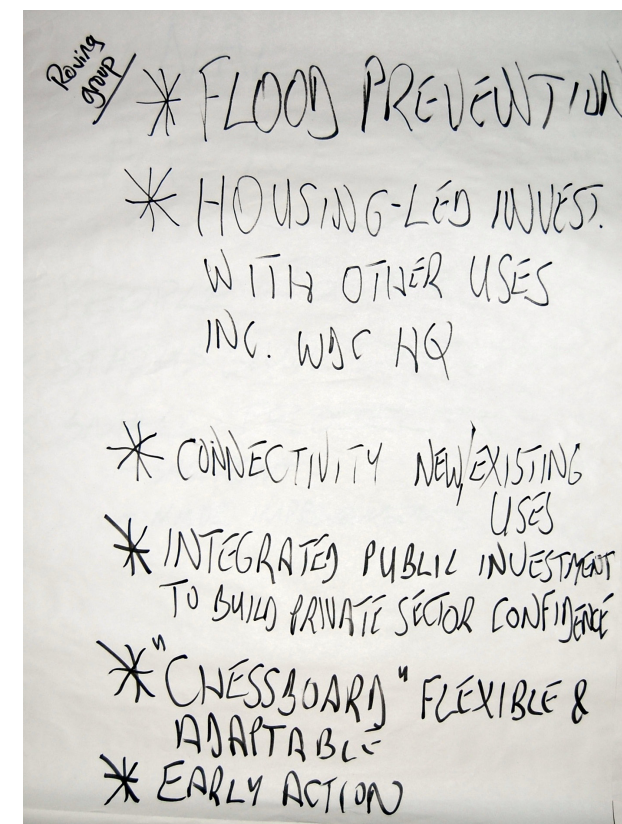
Some clear pointers for the direction and content of the revised strategy emerged, including:

1. Capital investment by the Council, such as a new office, should be located in the town centre if possible as a catalyst and confidence booster.
2. There need to be initiatives to encourage more people to use the High Street – for shopping, leisure, housing and tourism.
3. The riverfront, Castle and associated open spaces need to be more active and better connected to the town centre, ideally by waterfront paths.
4. The revised strategy needs to combine inward investment (for example, development of large sites

by developers based outwith West Dunbartonshire) and local action (such as small environmental improvement or enterprise support projects led by local community or business groups).

5. Delivering action on the ground is vital – but it must be done collaboratively between private, public and community sectors. The Council should provide leadership and encouragement for all sectors.
6. The revised strategy should be flexible to accommodate changing circumstances.

A summary of the main points emerging from the workshop is contained in the Appendix.



a strategy for change

THEME DEVELOPMENT

The development of a revised strategy for Dumbarton town centre and waterfront has to encompass a wide range of initiatives if it is to have any chance of success. From the consultations described in Chapter 4 it is clear that the town centre is moving away from a retail only function into a broader more civic conception of what these areas could be in the 21st century.

Theme development is a tried and tested way of examining different drivers of change in a relatively unrestricted manner. It allows many different options and proposals to be examined within particular parameters. Five themes were developed for the town centre reflecting many of the ideas that came out of

the consultation. These, together with more detailed outputs and other elements of the consultation phase and the historical and technical analysis described in sections 2, 3 and Appendix B, have formed the basis for developing the themes and associated projects.

Fig 5.1
the process of
theme development



THE CHALLENGE

The task of creating a revised strategy for Dumbarton town centre and waterfront is challenging. It is relatively easy to propose new design concepts for the town centre, another masterplan or design framework. However trying to produce something that is more than a physical design and which the Council and its partners are able to implement is a different matter.

Dumbarton has passed through one of the most intense periods of property development that has taken place in the UK since the mid 1970s and emerged almost without any positive spin-offs for the core town centre or its waterfront.

St James Retail Park and Lomondgate are both successful developments but neither of these is beneficial to the traditional core of Dumbarton or its waterfront. The St James Retail Park and Lomondgate are examples of successful new developments where the market has invested. However a different approach is required in Dumbarton town centre.

The developing themes contain ideas and proposals that stem from the EAG Town Centre Review as well as projects that have emerged from consultation and discussion with the community, public agencies and the Council. The most important questions to emerge are:

- what are the key issues for Dumbarton town centre and its waterfront?
- what might a strategy aim to achieve?
- what are the key projects?

KEY ISSUES

The key issues that face Dumbarton include:

- the amount of derelict land and contamination
- low market demand, adverse market conditions and competition
- the need to repair quay walls at prominent waterfront sites
- poor connections between land uses including: a)

the absence of a link between the traditional town centre and the St James Retail Park and b) the barrier created by the A814, Glasgow Road

- not having a direct line of communication with the local business community
- people making use of other retail centres - eg Clydebank, Braehead and St James Retail Park
- undevelopable/poorly structured land parcels
- A82 barrier: no passing trade and no need for visitors or tourists to come into the town centre
- no Town Centre Manager to promote town centre activities and deal with town centre issues
- lack of intensity of business and pedestrian activity
- land ownership, building ownership and their availability
- flood risk
- encouraging wider community involvement

AN APPROACH TO STRATEGY

The key issues listed previously are typical of many town centres in Scotland although the problems of Dumbarton are compounded by the sheer extent of vacant land and edge of centre competition. In common with many other towns, one of the main tasks in improving the town centre is in undoing or ameliorating developments carried out in the last forty years.

It is considered that no single event, process or action could achieve success for Dumbarton town centre. This strategy recommends that the Council should focus on interconnected activities by various agencies and parties over a period of time. Accordingly, this study has arranged the potential development projects, investments and initiatives into related themes, all of which overlap. The main reasons for doing so are:

- no single development, agency or process can resolve the issues facing the town centre and waterfront area
- projects within each theme can provide spin-off

benefits for one another and across other themes

- there are multiple benefits from particular important developments such as the Council office building
- there is a need for an integrated and collaborative approach which is best illustrated by overlapping themes

The overall approach is to create an intensity of activity in the traditional and wider town centre area including the waterfront that is missing at the moment. The five themes and associated projects scale from big ideas down to small interventions reflecting funding and programming realities as well as the fact that the Council may not be the only, or even the main, force behind their implementation.

The five themes are:

Theme 1 – Large projects (La)

This theme comprises key developments which can make a significant impact in their own right.

Theme 2 – Small projects (Sp)

This theme aims to create a vibrant town centre and waterfront through delivering a range of small but worthwhile projects by various parties.

Theme 3 – Networks and connections (Nw)

This theme seeks to improve the quality of connections for vehicles and pedestrians, seeking to improve these and making the town centre and waterfront a more accessible and attractive place for residents, businesses and visitors.

Theme 4 – Green projects (Gr)

This theme links key new greenspace projects to existing open spaces creating an attractive setting for local communities and potential investors.

Theme 5 – Existing assets (Ex)

This theme embraces the principle of looking after and enhancing the town centre and waterfront's existing assets where they can improve the overall image and performance of the town.

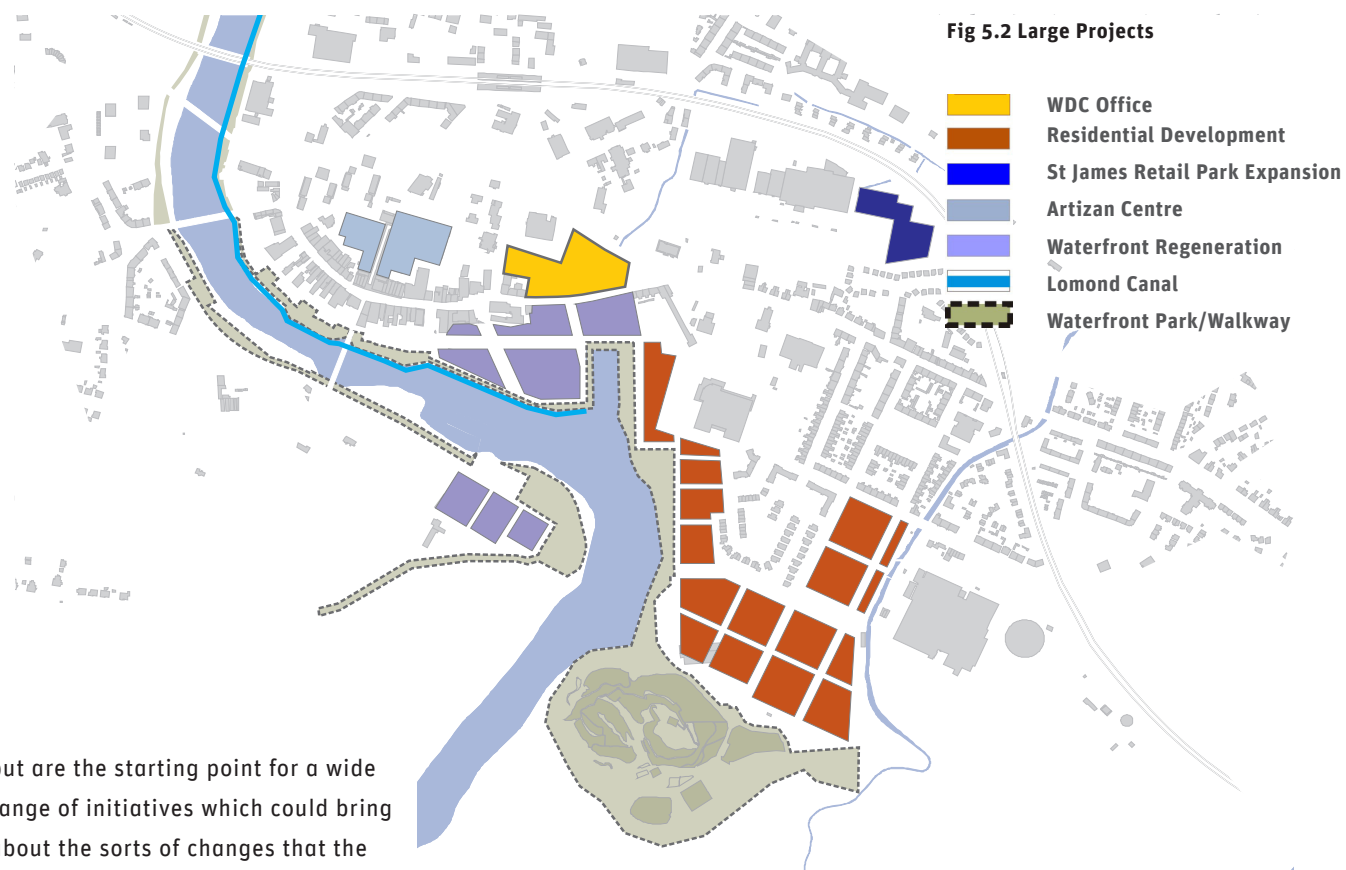
THEME 1 - LARGE PROJECTS

Potential catalytic projects in the town centre include WDC office facilities, retail park expansion, residential and leisure development in the town centre and along the waterfront.

The chosen site for a new office development in Dumbarton is the Old Academy Building (OAB) site in Church Street. The development of the new office in the town centre could have far reaching catalytic benefits. These could include increased town centre footfall which would translate into trade for shops, the potential to fertilise new businesses, opportunities for new public spaces associated with the new development which could become a key development hub and node for a range of retail and leisure uses.

The development could also create confidence in the town centre as a place where things are happening and where there are opportunities for new initiatives, whether these be private sector or social enterprises. The large projects are not simply ends in themselves

but are the starting point for a wide range of initiatives which could bring about the sorts of changes that the town centre and its waterfront needs.

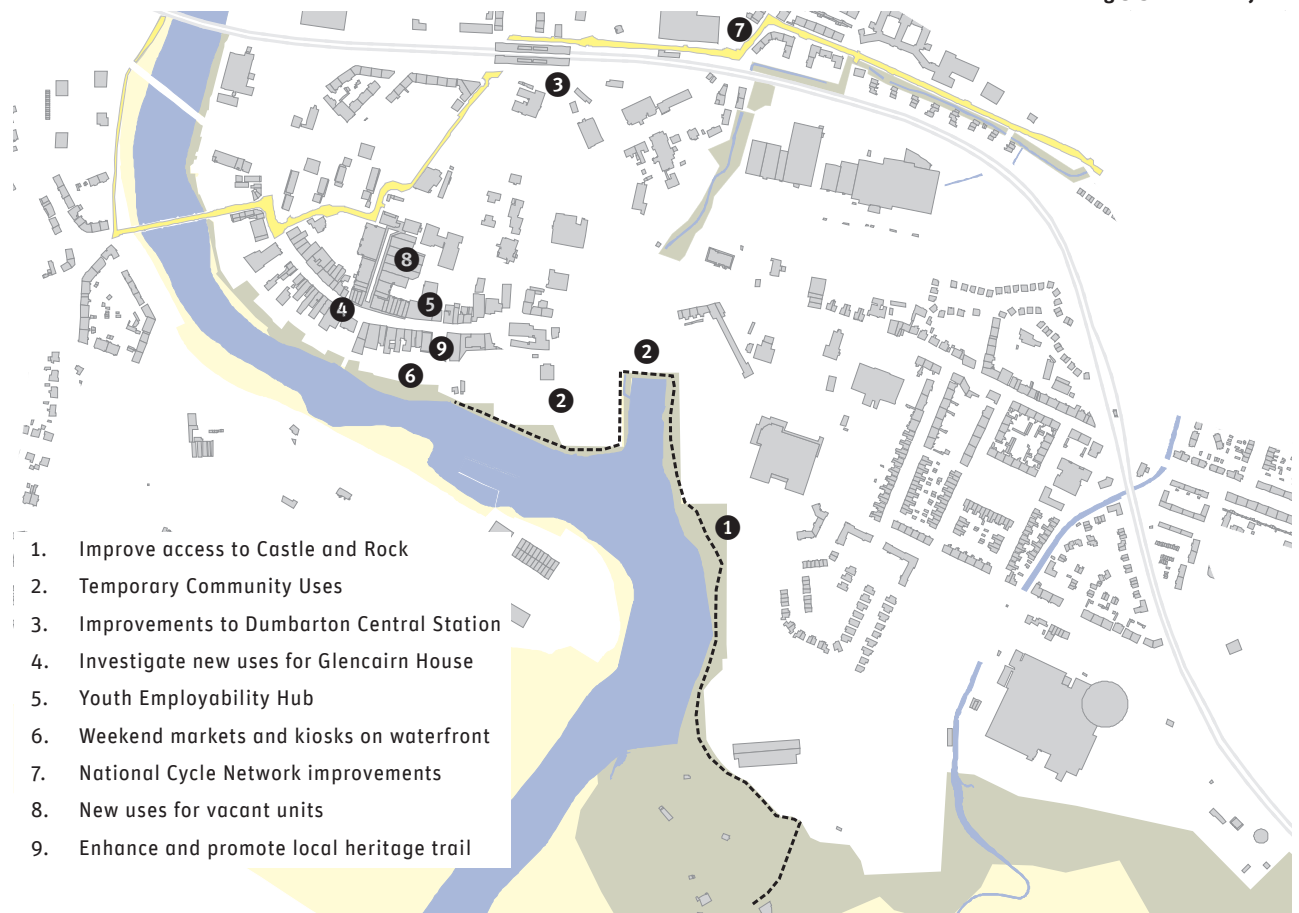


THEME 2 - SMALL PROJECTS

The implementation of a series of small projects and activities came from community consultation as well as projects that have been generated by the Council. The scale of ambition, not only for the Council as perhaps the main implementing agency but also for the community or local businesses is critical. The desired outcomes of these projects include increased footfall, local pride in the town centre amongst businesses and customers, community empowerment through hands on action, use of a wide range of financial and human resources to achieve change and increased confidence in the business and residential communities' ability to implement projects that boost the town centre.

Many of these small projects will rely on the investment and footfall generated by the larger projects in Theme 1 if these come to fruition. The small projects that are actually implemented will therefore depend on which large projects are taken forward - so there is a degree of interdependence between the two themes.

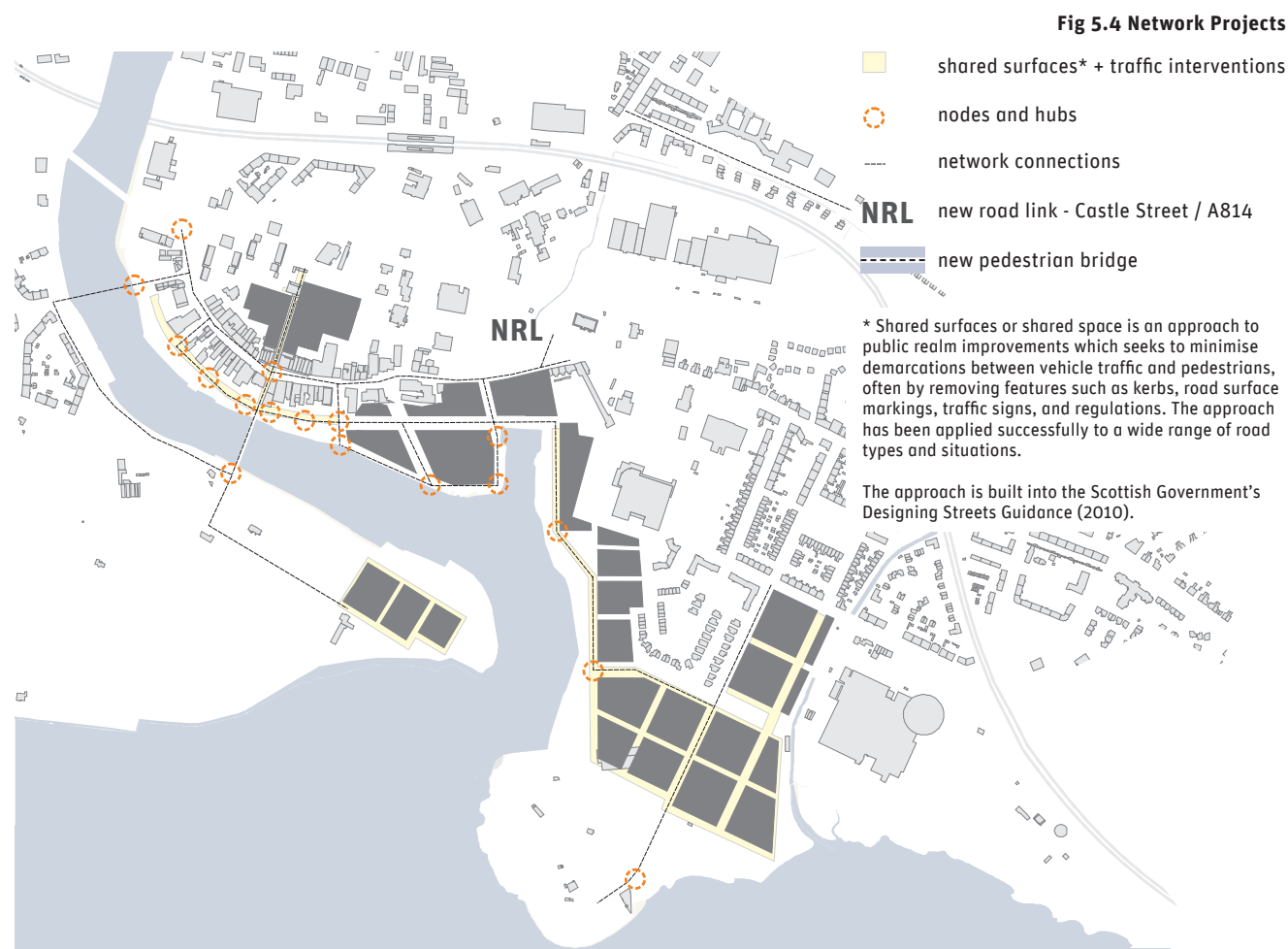
Fig 5.3 Small Projects



THEME 3 – NETWORKS AND CONNECTIONS

The varied nature of street layouts, linkages and connections in the town centre suggest that some areas perform better than others. The traditional areas of the town provide a denser network of connections than the more recently constructed parts of the town. These later interventions generally have less accessibility, fewer nodes and social spaces. The town centre network is of course also used by vehicles and there are areas in which their dominance is a negative feature of Dumbarton.

These proposals make a positive difference to the centrality of the town centre and its connections with adjoining land uses. They provide better connections between the traditional centre and new developments - existing and proposed. The Scottish Government's publication Designing Streets sets out a series of interventions aimed at reducing the impact of vehicles on areas where pedestrians should have priority and this theme adopts a number of these interventions at key locations throughout the town centre.



THEME 4 - GREEN PROJECTS

This theme includes a series of projects ranging from traditional open space, through parks, riverside walkways and recreation to new wildlife areas. In particular, the construction of riverside walkways where there is currently limited access and where there is vacant land could be important catalytic projects which gel with larger development proposals in creating a more positive environment. Increasing the amount and quality of green space is not simply a desire for more trees, landscaping or flower beds - although these are important. It also has a broader meaning and agenda around using green spaces as part of the town centre's social infrastructure as well as providing opportunities for health through play and opportunities for wildlife diversification and biodiversity. There are many opportunities for increased civic pride and sense of purpose in many of these projects. Some of them will take place on streets - for example street tree planting and in other instances, communities may take an interest in greening land which may not be developed for many years.



THEME 5 - EXISTING ASSETS

Dumbarton has many strong physical assets. The traditional centre has a core of streets and buildings which could form the basis of a project in which conservation, reuse and sustainability play a more prominent role.

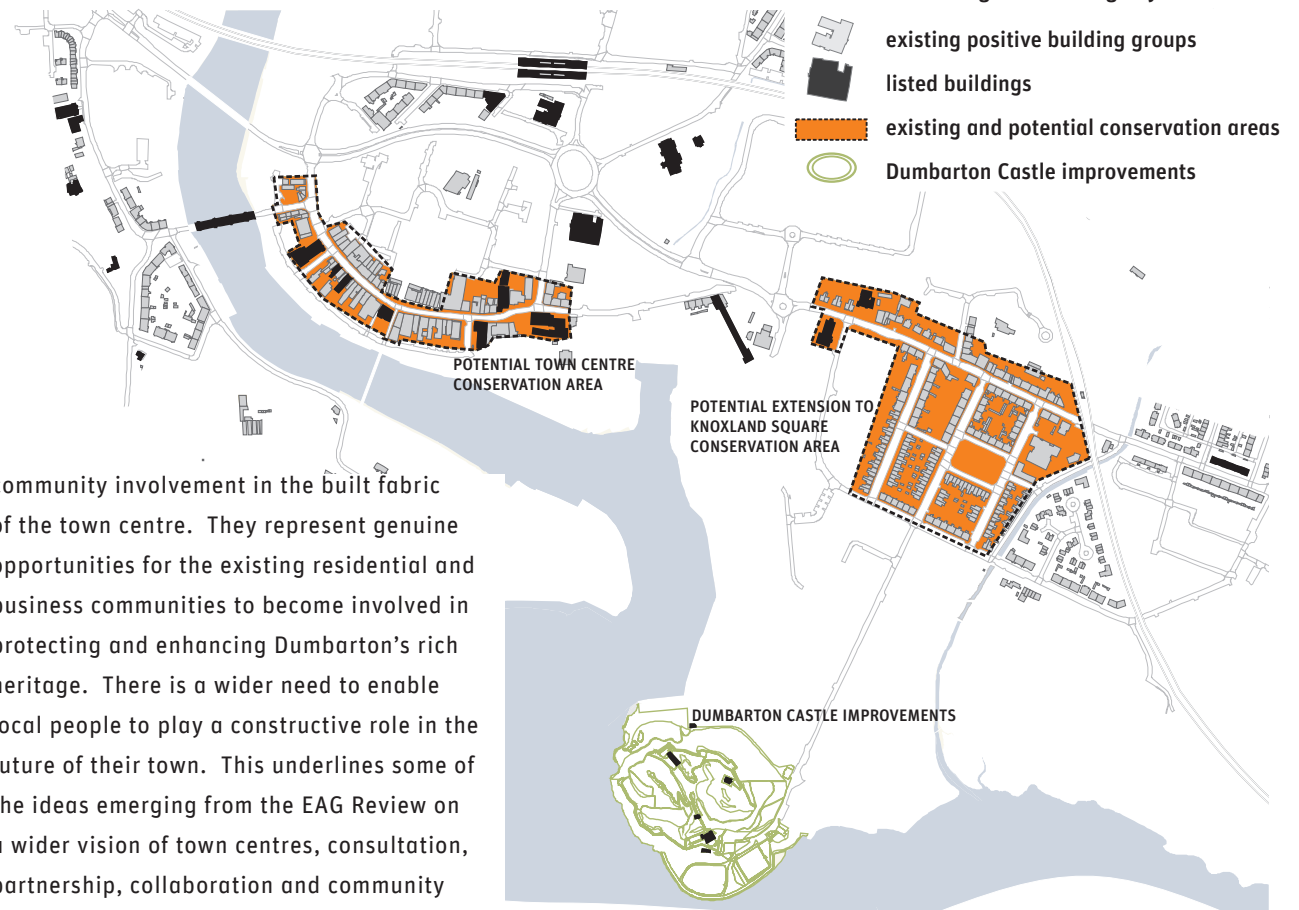
In addition to the physical and visual benefits of retaining older buildings and street patterns there are potentially other positive benefits of looking after existing assets. These include:

- making the most of cheaper property as a driver for new businesses in the town centre
- using heritage as an additional marketing strategy
- developing skills in traditional building and construction
- making the best use of embedded energy in existing buildings

These areas of activity could contribute to employment generation and a new sense of civic pride and

community involvement in the built fabric of the town centre. They represent genuine opportunities for the existing residential and business communities to become involved in protecting and enhancing Dumbarton's rich heritage. There is a wider need to enable local people to play a constructive role in the future of their town. This underlines some of the ideas emerging from the EAG Review on a wider vision of town centres, consultation, partnership, collaboration and community action.

Fig 5.6: Existing Physical Assets



COMPOSITE PROJECT PLAN



Fig 5.7 composite plan of town centre and waterfront projects

Large Projects

- | | | |
|----|--|----------------------------------|
| La | | 1 WDC office |
| La | | 2 Residential Development |
| La | | 3 St James Retail Park Expansion |
| La | | 4 Artizan Centre |
| La | | 5 Waterfront Regeneration |
| La | | 6 Lomond Canal |
| La | | 7 Waterfront Park and Walkway |

Small Projects

- | | | |
|----|--|--|
| Sp | | 8 Improve access to the Castle and Rock |
| Sp | | 9 Temporary Community Uses |
| Sp | | 10 Improvements to Dumbarton Central Station |
| Sp | | 11 Glencairn House |
| Sp | | 12 Youth Employability Hub |
| Sp | | 13 Weekend Markets and Kiosks on waterfront |
| Sp | | 14 National Cycle Network |
| Sp | | 15 Vacant Units - new uses |
| Sp | | 16 Local Heritage Trail |

Network Projects

- | | | |
|----|--|---------------------------------------|
| Nw | | 17 New Road Link - Castle Street/A814 |
| Nw | | 18 Shared Surface Projects |
| Nw | | 19 Nodes and Hubs |
| Nw | | 20 Network Connections |
| Nw | | 21 Pedestrian Bridge over Leven |

Green Projects

- | | | |
|----|--|---|
| Gr | | 22 Street Tree Planting |
| Gr | | 23 New Wildlife Corridors |
| Gr | | 24 Football Fields and Bowling Green Improvements |
| Gr | | 25 Riverside Park Footpaths and Link7 |

Existing Asset Projects

- | | | |
|----|--|---|
| Ex | | 26 Dumbarton Castle Improvements |
| Ex | | 27 Town Centre Conservation Area |
| Ex | | 28 Extension of Knoxland Square Conservation Area |
| Ex | | 29 Listed Building Enhancements |

COMPOSITE PROJECT PLAN

The Composite Project Plan shown on the previous page presents a complete view of the themed projects which have emerged through this review and which are carried forward into the delivery chapter. It describes a comprehensive and multi-faceted strategy. Through developing large projects it works at a macro scale but also at a micro scale in creating customers for local businesses and develops more of the town and waterfront's green network, bringing it into more active use.

This is not a fixed blueprint for future development - nor is it a traditional masterplan. It is a series of interlinked initiatives that aim to make Dumbarton town centre and its waterfront a more attractive place - socially, economically and visually.

The following chapter on Design Guidance sets out in detail how some of these development aspirations can be achieved through working in partnership with developers.

design guidance

INTRODUCTION

This revised strategy for Dumbarton town centre and waterfront has set out a range of initiatives which will transform the image and appeal of the town, unlock its waterfront potential and maximise the development opportunities of vacant and derelict sites.

The Council's view is that the quality of new development throughout the town centre should be of a high standard in terms of layout and structure, content and appearance. The purpose of this design guidance is therefore to translate the strategy for the town centre and waterfront into concise guidance that will be challenging to developers while still being commercially viable.

It provides clear guidance to all developers on the desired standards that should be adopted when planning new development. The guidance is concise and deals with the substantive issues that require to be addressed at each site, providing simple advice on

structure and content while providing flexibility in terms of building height, access and the style of development. The guidance does not set out detailed requirements in terms of materials, finishes or the appearance of the development.

There are three specific areas covered by the design guidance namely:

- structure, layout and street typologies - build-to lines, development block structures and the configuration of streets
- the content of development, especially a balance of well-located uses, the need for active frontages associated with the development of hubs, focal points and social spaces
- design criteria including building height, access and parking, contributions to the public realm, street tree planting and open space

There are five locations where specific design guidance is set out. These are:

1. The **Castle Street/Waterfront Area** comprising the Vico and former Carvill Property sites lying generally to the south of Castle Street to the east of Riverside Lane and west of Morrisons Supermarket and the Denny Tank Museum
2. The **Castle Road** area in general including the Castle and Rock surroundings, the Turnberry site and associated river frontage and linkages to the town centre
3. **College Way/Risk Street**
4. **Quayside and Riverside Lane**
5. **Sandpoint Marina**

These sites are critical components of the revised strategy for the town centre and waterfront and are viewed as potential early action opportunities for change.

Castle Street/Waterfront Area

The Council expects development in this area to successfully integrate with the surrounding town centre and waterfront areas in terms of connections, scale of development, high quality public realm and the opportunity to create views towards the Castle and Rock framed by new streets. In this respect, new development should have a traditionally urban street form, given its proximity to the town centre. The Council anticipates mixed use development including residential and compatible town centre uses including food and drink on the waterfront.

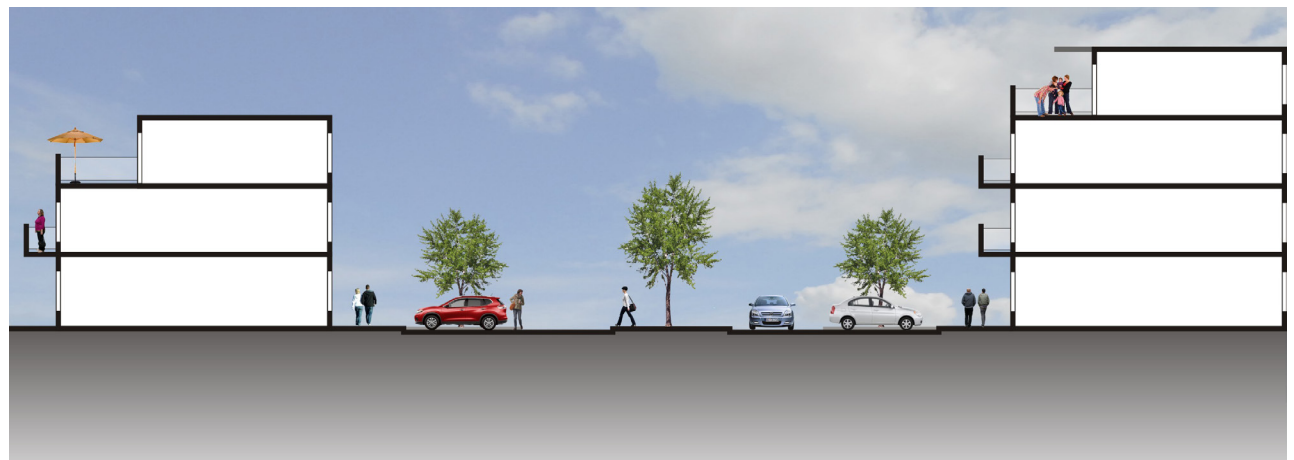
1. Along the significant street alignments shown on the Design Guidance Plan, the buildings should be 3 or 4 storeys in height with the ground floor having a minimum floor to ceiling height of 3.0 metres to provide opportunities for uses such as cafés or offices. Elsewhere, buildings could be 2 storey. All buildings should take the form of perimeter block development and therefore present frontages to streets surrounding the block or to the riverside public realm.

2. Access to the area will be through the street system shown on the Design Guidance Plan. The parking requirement for the development should be accommodated on-street or in rear courtyards or underground. Driveways and prominent private parking courts will not be acceptable.
3. The developer will be expected to provide riverside public realm and a continuous public footpath along the entire riverside frontage of the site.
4. The developer will be required to provide street

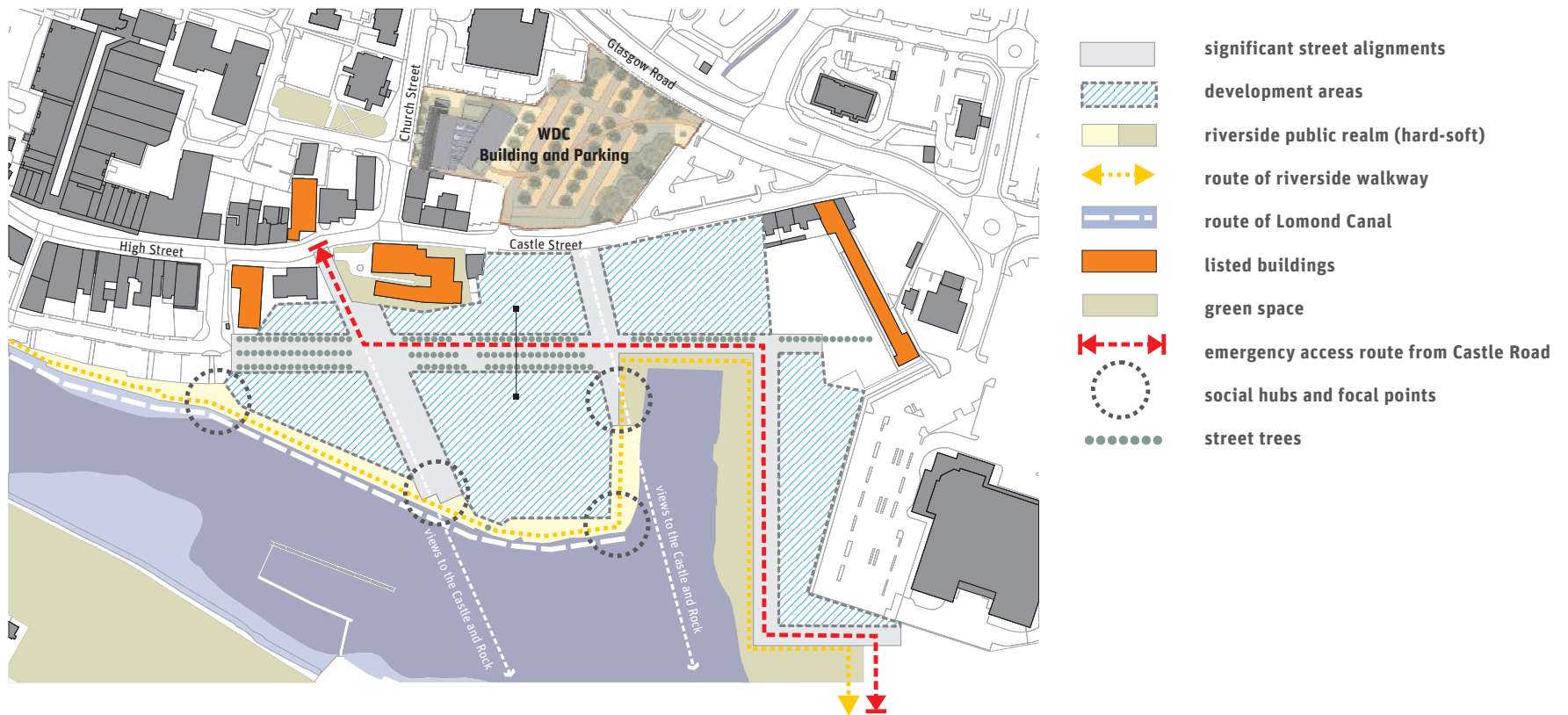
trees and hard and soft landscaping to an approved design.

5. The Design Guidance Plan shows opportunities to develop focal points, social spaces or hubs. Around these points, developers should provide uses such as cafés, restaurants, small retail or community facilities.
6. The developer will provide the emergency access route shown on the Design Guidance Plan.

section a-a



Castle Street/Waterfront Area: Design Guidance Plan



Castle Road Area

The Council expects development within this area to be predominantly residential, building on the recent development by Turnberry Homes which has followed the Council's adopted design guidelines. A detailed masterplan is proposed separately from these guidelines for the Castle and its surrounding environment. This is currently being developed by the Council, Historic Scotland and Dumbarton Football Club.

Key areas for attention in these guidelines are the significance of Castle Road as an approaching avenue to the Rock and Castle, the connecting public realm along the river edge from the town centre to the Castle, the importance of the western edge of the Turnberry site as highly visible edge leading to the Rock and the requirement for a "buffer zone" to protect the setting of the Rock and Castle.

A more suburban 2-3 storey development would be acceptable in this area with building heights increasing and development being more urban in scale and form

towards the basin area.

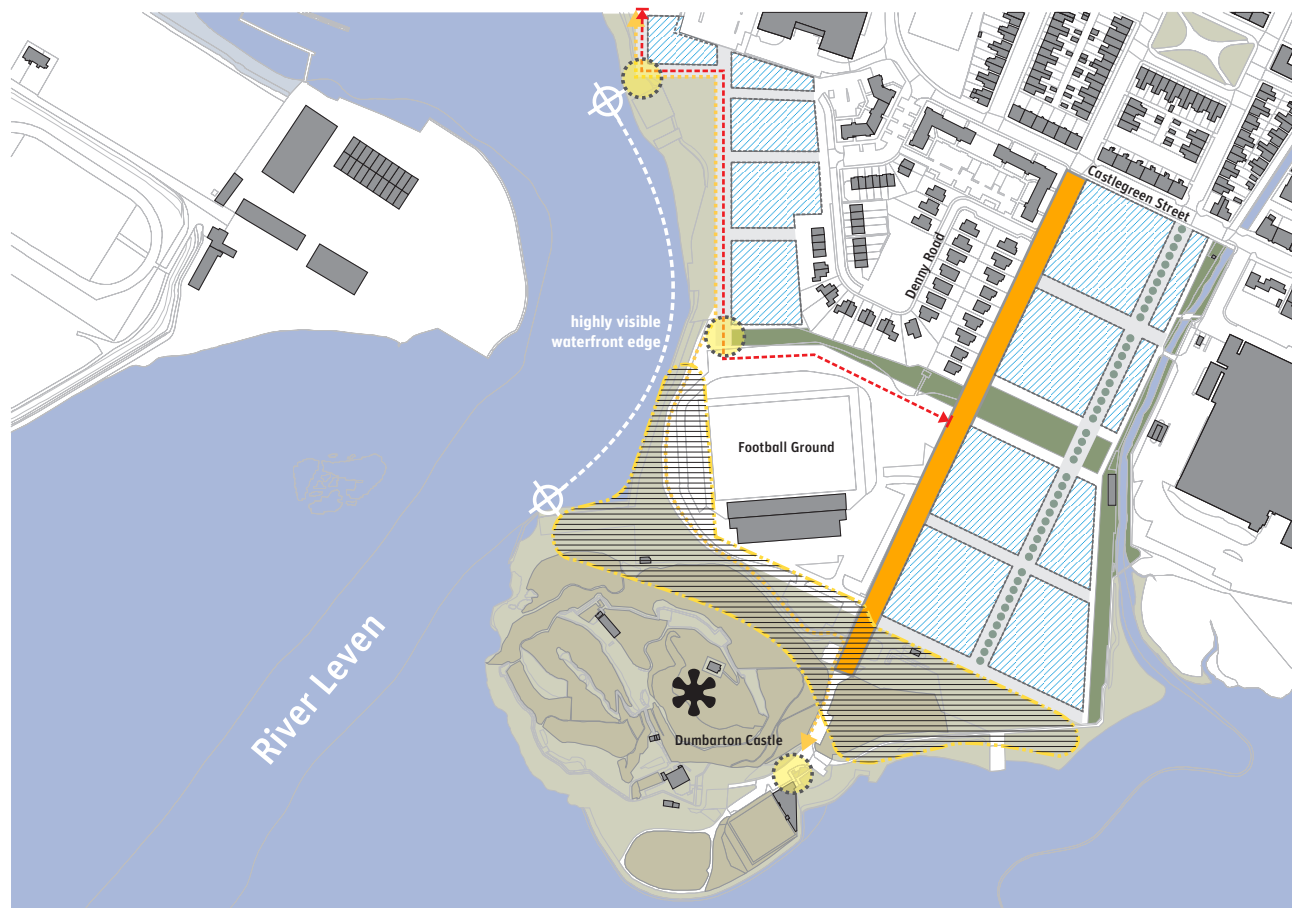
1. The buildings should be 2-3 storeys in height. The buildings should present frontages to streets and/or to the riverside public realm.
2. Access to the site will be through a shared surface system as shown on the Design Guidance Plan.
3. The developer will provide riverside public realm and a continuous public footpath along the entire riverside frontage of the site.
4. The developer will be required to provide street trees to an approved design as indicated on the Design Guidance Plan.

5. The developer should also provide a natural greenspace link connecting the Gruggies Burn system to the riverside public realm as part of a hierarchy of open space ranging from hard surfaces through informal green space to natural areas.
6. An alternative Design Guidance Plan shows opportunities for new development if Dumbarton Football Club moved from their current site.
7. The developer will provide the emergency access route shown on the Design Guidance Plan.

exemplar villa-and-terrace style residential development



Castle Road Area: Design Guidance Plan A



-  development blocks
-  shared surface access
-  street tree planting
-  social hubs and focal points
-  green space
-  main approach road
-  natural green space
-  landmark buildings
-  emergency access route
-  riverside walkway
-  Castle buffer zone

exemplar villa-and-terrace style residential development



Castle Road Area: Design Guidance Plan B



College Way/Risk Street

The Artizan Centre currently has a negative impact on parts of the town centre, due to its original 1970s design which presents rear elevations to St Mary's Way and Risk Street and an indirect route through the Centre. This is compounded by the close proximity of the A814 to the north which has further fragmented the traditional street pattern.

The Council will support the owners of the Centre in addressing this issue through any opportunities for incremental change or radical redevelopment. New development should seek to re-introduce a traditional grid pattern which over the longer term (20-30 years) as part of a more detailed feasibility study and could see the realignment and setting of the A814/Glasgow Road within improved urban grid system.

The Council would anticipate main uses in this area as retail, office, some residential, leisure, food and drink and other appropriate town centre uses.

The aspiration for this development is therefore to create the first phase of a new structure for the town centre. The particular parameters of the proposed development are shown on the Design Guidance Plan and the principal features of this are:

1. Specific build-to lines which structure the relationship of buildings to the new streets.
2. The buildings should be 3-4 storeys in height

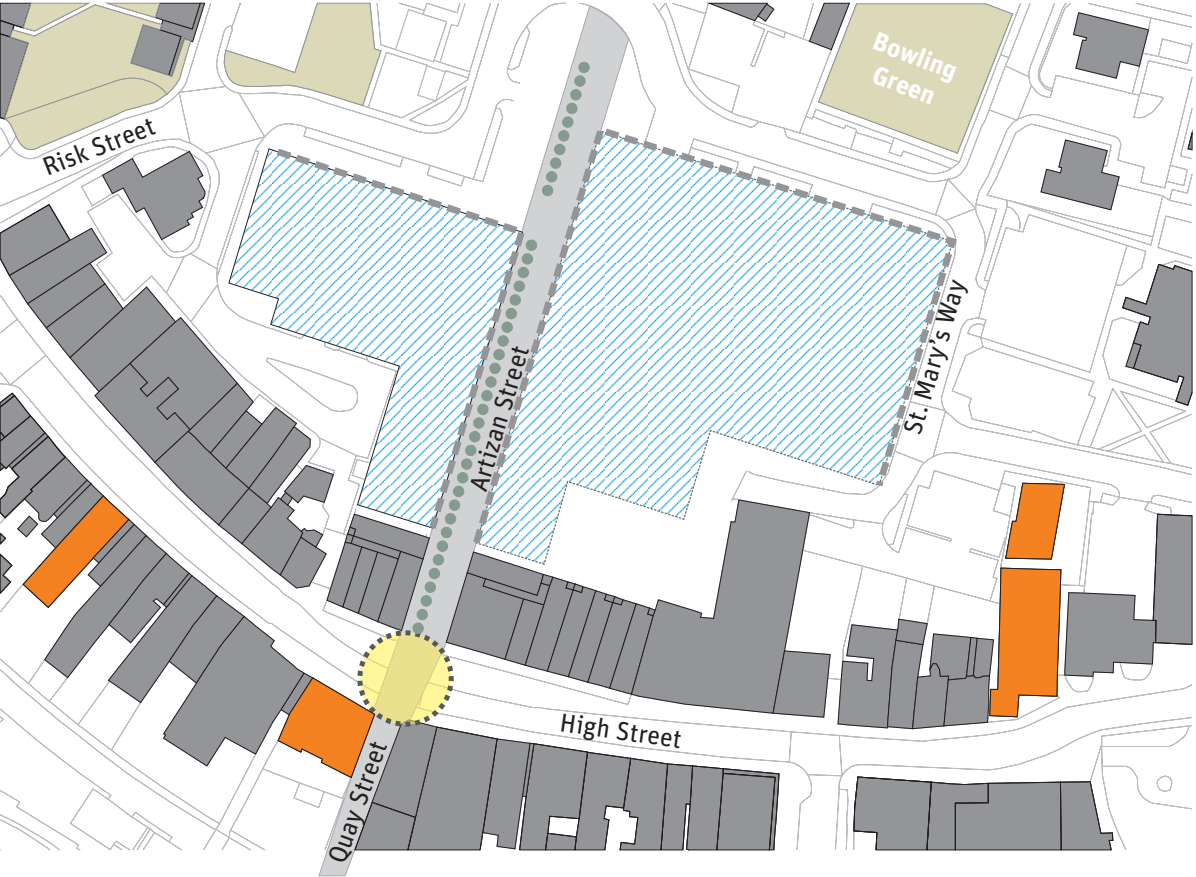
exemplar street typologies



and should take the form of perimeter block development. The buildings should present frontages to streets surrounding the block.

3. Access to the site will be through a shared surface system as shown on the Design Guidance Plan. The parking requirement for the development should be accommodated in a multi-storey car park, the development of which will require cooperation between developers
4. The developer will provide public realm improvements in the form of shared surfaces, street trees and other pedestrian infrastructure.
5. The Design Guidance Plan shows opportunities to develop focal points, social spaces or hubs. At these points, developers should provide uses such as cafés, restaurants, small retail or community facilities.
6. The developer should seek to provide active frontages along the build-to development lines.

College Way/Risk Street: Design Guidance Plan



- build-to lines
- development blocks
- shared surface access
- street tree planting
- hubs and social spaces
- listed buildings
- green space
- existing buildings

Quayside and Riverside Lane

The Council will support development in this area that will bring new activity and uses to the riverside wherever practical, through for example new development to the rear of the High Street, the introduction of kiosks and improvements to the appearance of rear service areas. Flood alleviation, the idea of the Lomond Canal and the aspiration for a much improved public realm including a pedestrian bridge are important and longer term projects that require further investigation.

This area is currently the principal public waterfront zone for the town centre. It is a popular car park as well as a place to walk or sit by the River Leven. It provides excellent views of Dumbarton Rock and Castle, Levensgrove Park and Sandpoint Marina. In the future it will link east to emerging development areas and eventually to the Castle and Rock by a riverside walkway. It is also proposed that a pedestrian bridge be constructed providing a direct link to Levensgrove Park from the town centre.

The aspiration is to restructure the area so that it is a more attractive space for pedestrians with additional development overlooking the area. When opportunities allow, dual orientation of existing buildings or new development on High Street to provide active frontages to both High Street and Riverside Lane will be sought. In addition, the Council will seek to introduce a number of kiosk developments at appropriate places on this part of the riverfront to animate the space and provide additional focal points. Specifically:

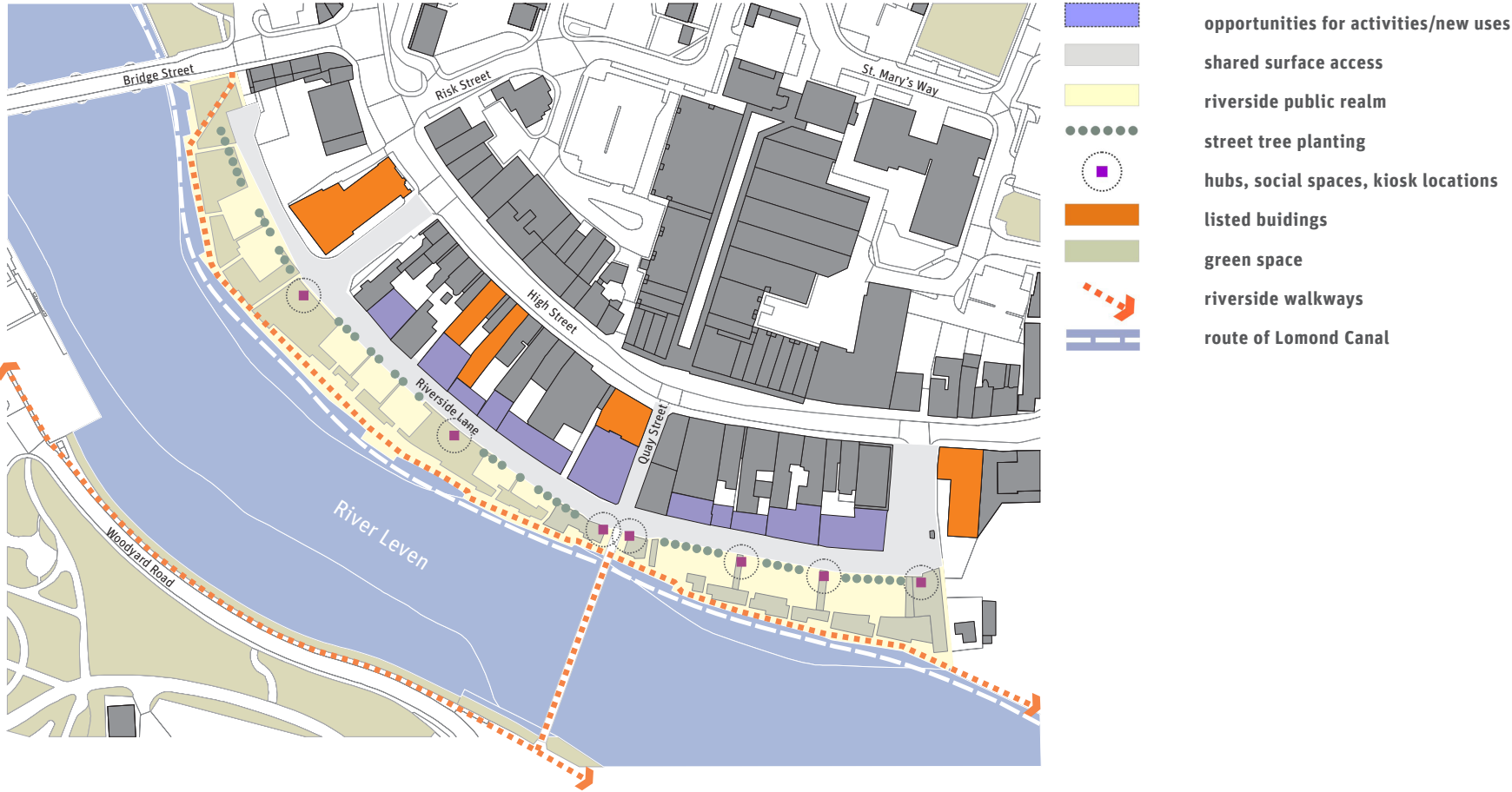
1. New development or the extension of existing buildings on High Street and Riverside Lane should be 2-3 storeys in height with active frontages facing High Street and Riverside Lane.
2. Access to the site will be from existing roads.
3. The Design Guidance Plan shows opportunities to develop focal points, social spaces or hubs. At these points, developers should provide uses such as cafés, restaurants, small retail or community facilities.



kiosk exemplars



Quayside and Riverside Lane: Design Guidance Plan



Sandpoint Marina

The Sandpoint Marina area is highly visible from the town centre, waterfront sites, Rock and Castle and the Clyde. Therefore the visual impact of any new development in this area is a key consideration for the Council. Building heights of 2 storeys will generally be acceptable with the requirement for further impact analysis in relation to the setting of the Rock and Castle, should proposals be above this height. A view corridor within which no development will be permitted is shown on the Design Guidance Plan. Acceptable uses for this area are residential, marina and tourism.

The development of the site should be carried out with an appropriate structure, content and appearance.

Specifically:

1. The buildings should be predominantly 2 storeys in height although around hubs as indicated on the Design Guidance Plan, 3 storey may be considered. The buildings should present frontages to streets or to the riverside public realm.
2. Access to the site will be through a shared surface

system as shown on the Design Guidance Plan. The parking requirement for the development should be accommodated within development blocks.

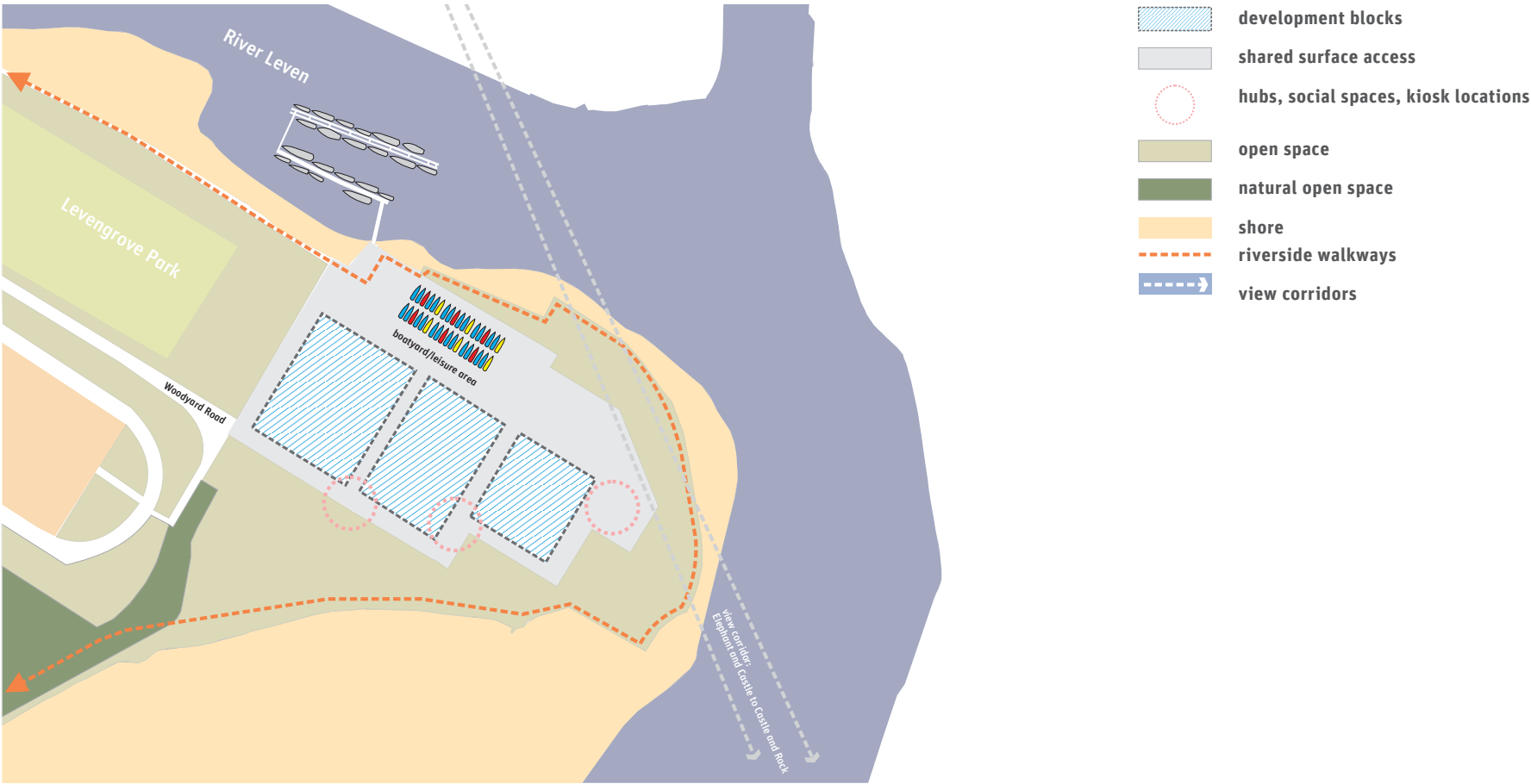
3. The developer will provide riverside public realm and a continuous public footpath along the entire riverside frontage of the site.
4. The developer will be required to provide hard and soft landscaping to an approved design as indicated on the Design Guidance Plan.

5. The Design Guidance Plan shows opportunities to develop focal points, social spaces or hubs. At these points, developers should provide uses such as cafés and/or restaurants.



exemplar marina development

Sandpoint Marina: Design Guidance Plan



delivery

INTRODUCTION

A collaborative approach will be key to the success of the urban strategy for Dumbarton town centre and its waterfront. There are important roles for public, private and community stakeholders who can focus together on a multifaceted and dynamic town that makes the most of its people and place qualities.

Key projects, such as a new Council office building, can make a significant impact in their own right. However, this review indicates that the cumulative effect of a number of large and smaller actions by numerous parties over a period of time is required to transform Dumbarton town centre and waterfront.

To support delivery of this future, the EAG Review's 'Town Centre First' policy should be adopted by all public agencies with a responsibility for service provision and development in the town.

FACTORS AFFECTING DELIVERY

Chapter 6, A Strategy for Change has noted a number of Key Issues which will affect delivery. These are set out below with recommendations on how the issues could be addressed.

1 Derelict land, contamination and flood risk

There are number of physical factors affecting parts of the town centre and waterfront area. In some cases, there is no easy or quick solution. Often, there will be a need for action by a private landowner or developer, although the Council and other public agencies may play a supporting role. It is essential that constrained sites or projects do not undermine the wider Strategy. Developments and investments which are viable should be implemented whilst more difficult or marginal projects are being investigated. Improved trading conditions, a vibrant town centre and enhanced physical environment within the traditional town centre core will help to create conditions within which the more

challenging projects may become more attractive to private and public investors.

2 Lack of intensity of business and pedestrian activity

It is important that activity levels and footfall increase in the town centre, as an indication of improving commercial, social and cultural vibrancy. Some of the Large Projects and a range of Smaller Projects can help to raise activity levels, particularly in and around the traditional town centre core.

3 Land / building ownership and availability

The Strategy avoids making firm proposals for land and buildings which are not currently available. It is known that a number of land and building owners continue to seek new uses for their properties. The Council should provide advice and assistance where possible, in an effort to deliver developments. Where appropriate

or necessary, the Council should consider use of its Compulsory Purchase powers to facilitate important developments. In the traditional town centre core, there are complex building ownership arrangements. It is recommended that the Council or others should devote resources to clarifying land and building ownership details where this can facilitate building improvements and new uses.

4 Adverse market conditions, including low demand and competition

Wider economic conditions and lending restraint obviously affect the viability of new developments and the vitality of the existing town centre uses. There is limited scope to address the current constraint imposed by economic performance at the national level (although there are some emerging signs of improvement in the economic climate). Local initiatives and targeted investment through smaller projects, public resources, grant funding and changing patterns of activity or patronage by residents of Dumbarton may contribute

towards a more positive town centre performance.

5 Lack of community and/or local business capacity

It is important that local businesses and the community grasp the importance of their role in supporting this Revised Strategy. Public agencies should support capacity building in the community and local business sectors and encourage their full participation in delivering relevant parts of the Strategy, particularly the small projects in the traditional town centre core.

LEADERSHIP

There are various leadership structures which can be applied to strategies of this type. In Dumbarton, there is a need for a single agency with an overview of the task in hand and the diverse range of responses which are required to achieve success.

West Dunbartonshire Council is already performing this role and is best placed to pull together the resources

and partners which are needed to delivery the strategy.

The Council will not be able to deliver the strategy on its own. Although it can take sole responsibility for some aspects of the strategy, it will need to use its skills and resources to maximise opportunities for others to act, invest and promote development which can benefit the town centre and waterfront. In this sense, the Council will be both an investor and enabler.

The Council will also be responsible for ensuring that relevant aspects of the strategy are taken through consultation procedures and aligned with the emerging Local Development Plan, as part of the statutory planning process.

KEY PARTIES

As well as the Council, there are a number of public agencies which have an important role. It is essential that this Strategy is fully embedded in Community Planning. All of the relevant community planning

partners will need to make their own commitment to deliver on the objectives set out the Strategy including:

- Local police, fire and health services
- Strathclyde Partnership for Transport
- Scottish Enterprise
- West Dunbartonshire Community Volunteer Service
- Historic Scotland
- Scottish Natural Heritage

Other public agencies can also add to the reinvigoration of the town centre and waterfront. For example, Historic Scotland's proposals for upgrading of visitor facilities and interpretation at Dumbarton Castle will help to attract more visitors to the town.

The Council will also need to work closely with landowners to engage them fully in the Strategy and seek mutually beneficial use of vacant sites and buildings or under performing properties. All parties will gain from a vibrant and attractive town centre.

Local traders need to mobilise effectively to promote the existing town centre, using the findings of the EAG Review of Town Centres as a reference point. Again, a collaborative approach is required to maximise benefits. There are numerous examples of successful town centre projects in Scotland, operated by trade associations, BIDs and community development trusts. Some of these could act as models for more significant local organisation and activity in Dumbarton.

Other local community groups with an interest in a successful town centre and waterfront, including the Community Councils, can also play a role. This can be as simple a contribution as organising events in town centre and waterfront venues and helping to promote and support local activities organised by others.

ACTION PLAN FOR KEY PROJECTS

This Review has identified a number of key projects, themes and opportunities which can deliver a more vibrant and successful town centre and waterfront. The following table lists these and indicates the party or partners likely to lead delivery. An estimate of timescale for implementation of the projects and themes is also set out.

DELIVERY STRATEGY

No	What	Benefit	Who	Steps to delivery	When
La - Large Projects					
1	WDC office	increased town centre footfall, business start-up, civic node, reuse of vacant site	WDC	design and planning	2015/16-2017/18
2	Residential development	various sites including Castle Road, former Carvill site bringing vacant land into use, increased town centre footfall	Private	specific design briefs for each site	2014/15-2018/19
3	St James Retail Park extension	consolidating retail park	WDC + Private Sector	consideration by owners	2015/16-2017/18
4	Artizan Centre	creating activity and footfall on key town centre site through reuse/reconfiguration of units or development	Private Sector	WDC and Mars Pension Fund to discuss a range of actions	2015/16-2017/18
5	Waterfront regeneration	repair of quay walls, redevelopment of sites	Private Sector	specific design briefs for each site	2014/15-2018/19
6	Lomond Canal	economic development, alleviating flooding, repairs to quay walls, visitor and tourism generation	WDC and Scottish Canals	work up feasibility and costs, establish shared view of benefits, seek funding	2018/19-onwards
7	Waterfront park/walkway	access to the river, recreational facilities, reuse of vacant and derelict land, public safety, opportunities for community involvement, major positive image change	WDC and other public sector + Private Sector	feasibility and costings, project design, grant applications	2016/17-2017/18
Sp - Small Projects					
8	Improve access to the Rock and Castle	develop a popular and convenient route to the Castle and Rock from the town centre	WDC/ Historic Scotland/ private sector	acquire land or secure access agreements, design and implement	2014/15-2017/18
9	Temporary community uses	creating temporary uses on the former Carvill site and other waterfront sites	WDC/ Private sector/ communities	secure access agreements, consultation, develop ideas	2014/15-2017/18

Suggested timescales: Short term - 2014/15 to 2015/16, Medium term - 2016/17 to 2017/18, Longer term - 2018/19 onwards

10	Improvements to Dumbarton Central Station	environmental improvement at entrance point to the town centre	WDC/ Scotrail/ Network Rail/ local community	design, agreement on funding	2014/15-2017/18
11	Glencairn House	investigate new uses including the feasibility of a local museum	WDC	develop plan and feasibility	2016/17-2018/19
12	Youth Employability Hub	increase evening activity and greater use creates positive hub in evening economy	WDC	implemented	Now implemented
13	Weekend markets on waterfront including kiosks	improved use of key area of the town, increased footfall, environmental improvement	private sector	design and implement	2014/15-2015/16
14	National Cycle Network	audit of existing route and improved signage	WDC/SUSTRANS	investigate and implement	2014/15-2015/16
15	Vacant units	bringing vacant units into positive use	WDC/ private sector	feasibility and action	2014/15-2017/18
16	Local Heritage Trail	enhance and promote local heritage	WDC	investigate and implement	2014/15-2017/18
No	What	Benefit	Who	Steps to delivery	When
	Nw - Network Projects				
17	New road link Castle Street/ A 814	link between town centre and St James Retail Park, access to Waterfront sites and town centre	WDC/ SPT/ private sector	implement	2014/15-2015/16
18	Shared surface projects	environmental improvement, pedestrian safety, better traffic flow, increased footfall	WDC/ private sector	investigate feasibility of this approach in defined areas	2016/17-2017/18
19	Nodes and Hubs	developing social spaces at key locations can increase footfall and create a more comfortable environment	WDC/ local community	design and implement in High Street, Church Street and Castle Street and around station initially	2016/17-2017/18
20	Connections	improving links between land uses can increase footfall and activity with resulting benefits to town centre viability	WDC/ Private Sector/ SPT	design and implement	2014/15-2018/19
21	Pedestrian bridge over Leven	investigate provision of new pedestrian bridge	WDC	investigate feasibility	2016/17-2017/18

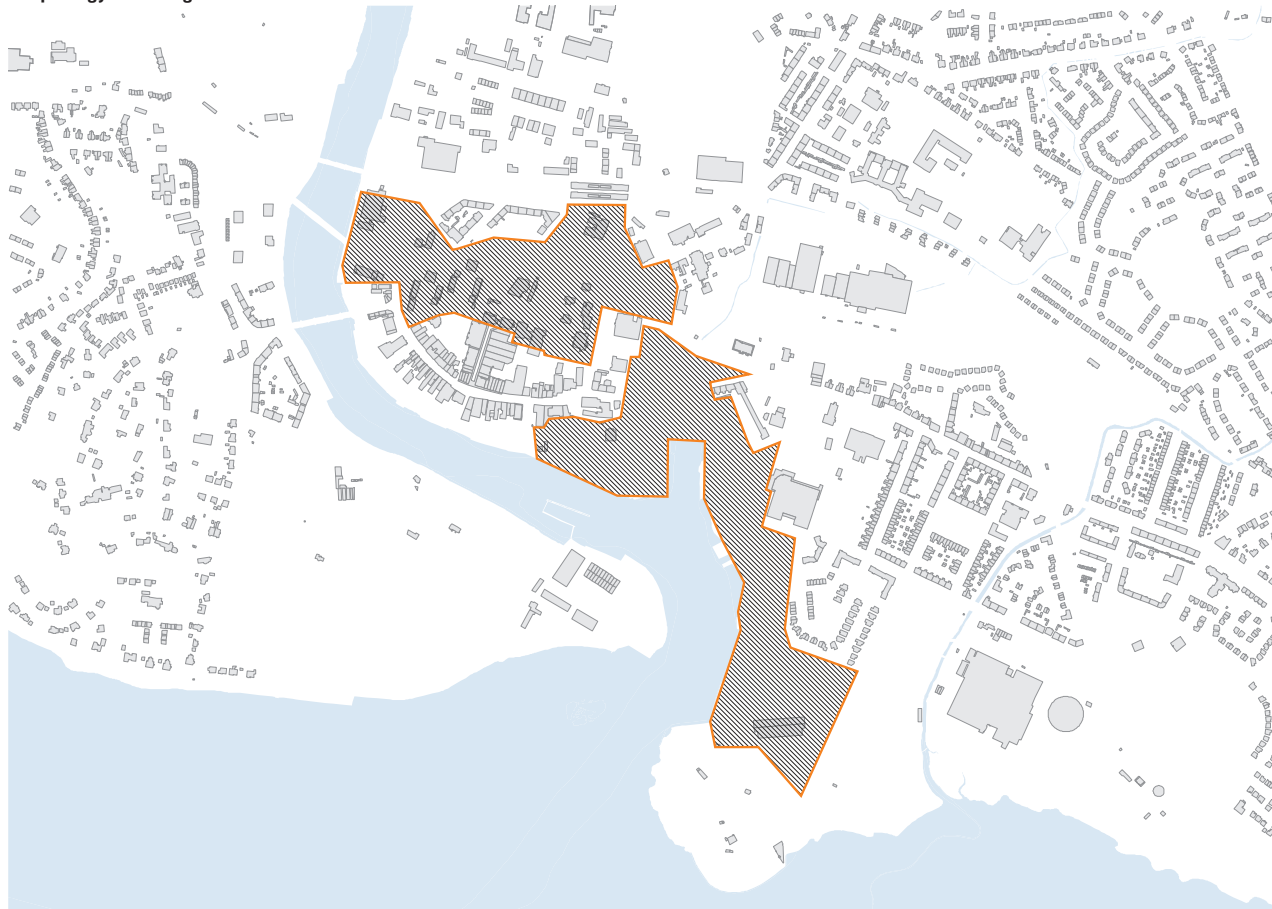
Suggested timescales: Short term - 2014/15 to 2015/16, Medium term - 2016/17 to 2017/18, Longer term - 2018/19 onwards

No	What	Benefit	Who	Steps to delivery	When
	Gr - Green Projects				
22	street tree planting and roadside greenspace	more attractive street environment, improved visual structure, air quality	WDC	investigate feasibility on existing streets, design in planting and irrigation in new streets	2016/17-2017/18
23	new wildlife corridors	potentially Gruggies Burn improvements in association with flood alleviation	WDC and SNH	design and cost projects with community involvement	2016/17-2017/18
24	football fields, bowling greens	care of facilities and support of clubs, communities and schools involved in organised games	WDC/ WD leisure/ local community	design and cost projects with community involvement	2015/16-2016/17
25	Riverside Park footpaths and links	more attractive riverside, accessibility, environmental quality	WDC/ private sector/ Sustrans	design and cost projects with community involvement	2014/15-2018/19
No	What	Benefit	Who	Steps to delivery	When
	Ex Existing Assets				
26	Dumbarton Castle improvements	improvements to important tourist attraction	Historic Scotland/ Dumbarton Castle Society/ WDC	identified through joint working opportunities	2014/15-2018/19
27	Potential Town Centre Conservation Area	secure better standards of care and design intervention in older properties and streetscape	WDC/ Private Sector	investigate feasibility of a potential conservation area and grant schemes	2016/17-2018/19
28	Knoxland Square Conservation Area - potential extension	secure better standards of care and design intervention in older properties and streetscape	WDC/ Private Sector	investigate feasibility of potential extension of conservation area and potential grant schemes	2016/17-2018/19
29	Listed Building Enhancement	maintenance and enhancement of key heritage assets throughout the town centre area	WDC/ Historic Scotland/ private sector	consider introducing grant scheme	2016/17-2018/19

Suggested timescales: Short term - 2014/15 to 2015/16, Medium term - 2016/17 to 2017/18, Longer term - 2018/19 onwards

appendix a: place analysis

morphology - showing areas of loss of urban fabric



PLACE ANALYSIS

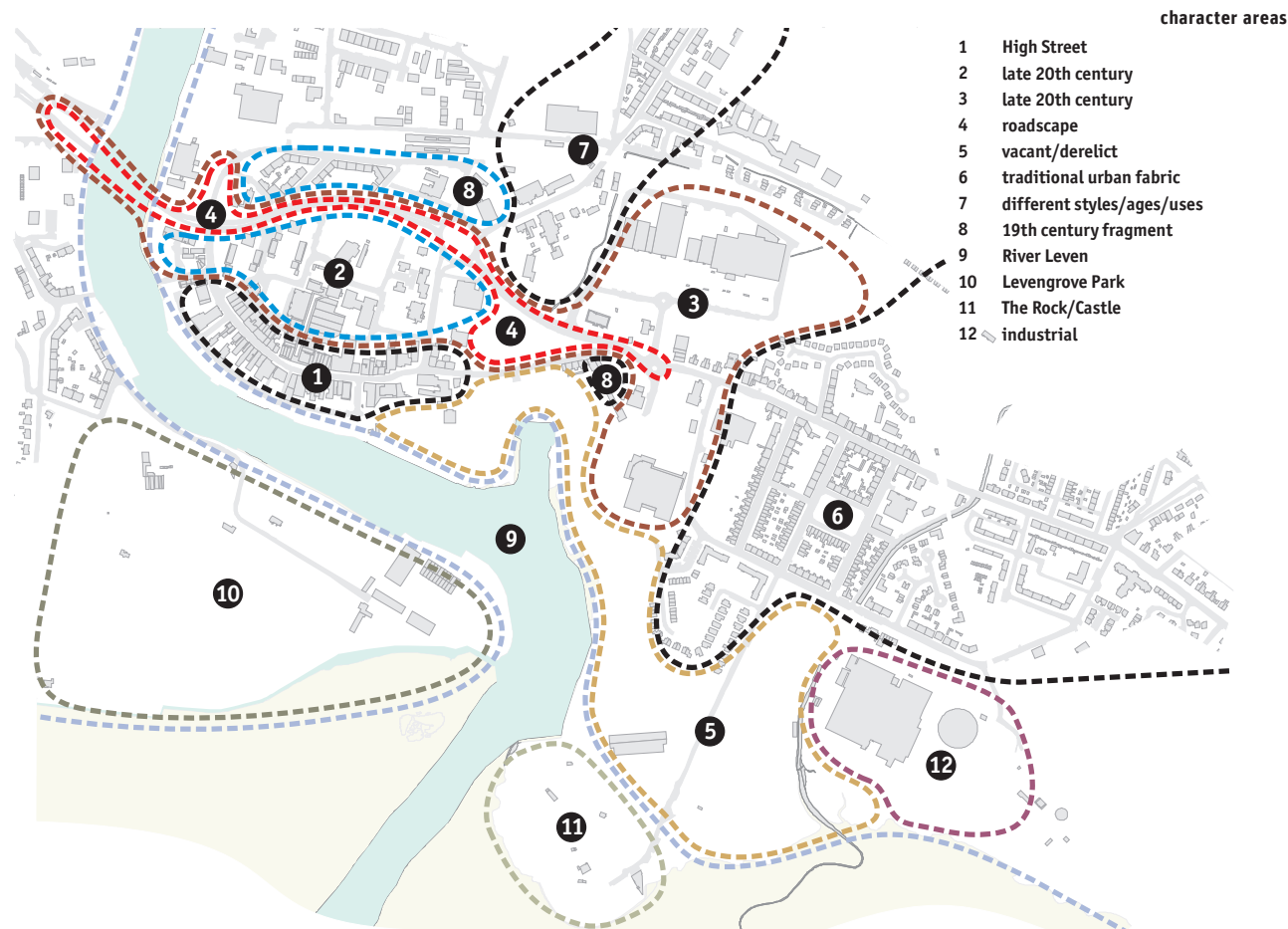
Morphology

Some of the original core features, assets and characteristics of the Medieval Burgh carried through into the beginning of the 19th century remain more or less intact today. These are the River Leven, Dumbarton Rock, Old Dumbarton Bridge and the distinctive curve of High Street with its associated buildings. There are small areas of late 19th century building and street patterns around Dumbarton Central Station and also to the east along Glasgow Road running towards Dumbarton East Station.

At the same time, there has been considerable loss of original urban fabric, most of this occurring in the second half of the 20th century. Particular areas where loss of urban fabric is most evident are from the north of High Street towards Dumbarton Central Station along Risk Street and St Mary's Way and generally to the east and north east of High Street to the Leven Street

views of Dumbarton showing the Rock and the extent of industrial use along the RiverLeven





intersection with Glasgow Road. These areas have been redeveloped and could be described as the wider town centre.

There are other substantial areas where industrial fabric has been lost and where land is largely vacant and derelict, particularly south of Castle Street and along the riverfront from Riverside Lane to Dumbarton Rock. There was a limited amount of redevelopment of this area some years ago by Morrisons, Turnberry Homes and Dumbarton Football Club. The connection between Morrisons and High Street is poor. Dumbarton Football Club may relocate in the medium term to another location further from the town centre. Beyond the boundaries of the wider town centre, the traditional urban fabric of street blocks returns.

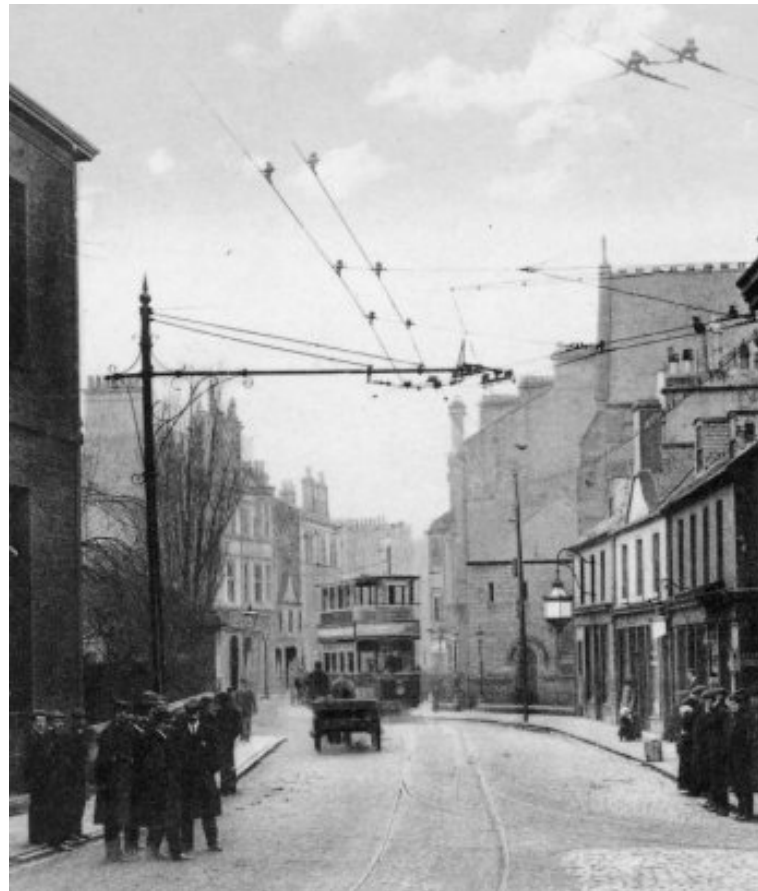
Character

The wider town centre area contains twelve character areas that are distinctive in terms of their general period of development or land use. Areas which have

a positive character include the traditional retail core of High Street, the river corridor, Rock and Castle, Levensgrove Park, the general urban zone around Knoxland Square, Castlegreen Street and Glasgow Road and the fragmented areas of 19th century development around Central Station and Strathleven Place.

More negative character areas include the large swathes of vacant and derelict land south of Castle Street and along Castle Road, the zone of late 20th century interventions, roadscape and retail park stretching from Station Road in the west to Leven Street in the east. This would also include the area north of the buildings on the north side of High Street running up to Glasgow Road.

The issue with these negative areas is not simply their appearance but the wider issue of structure and functionality. This analysis



historical views of High Street



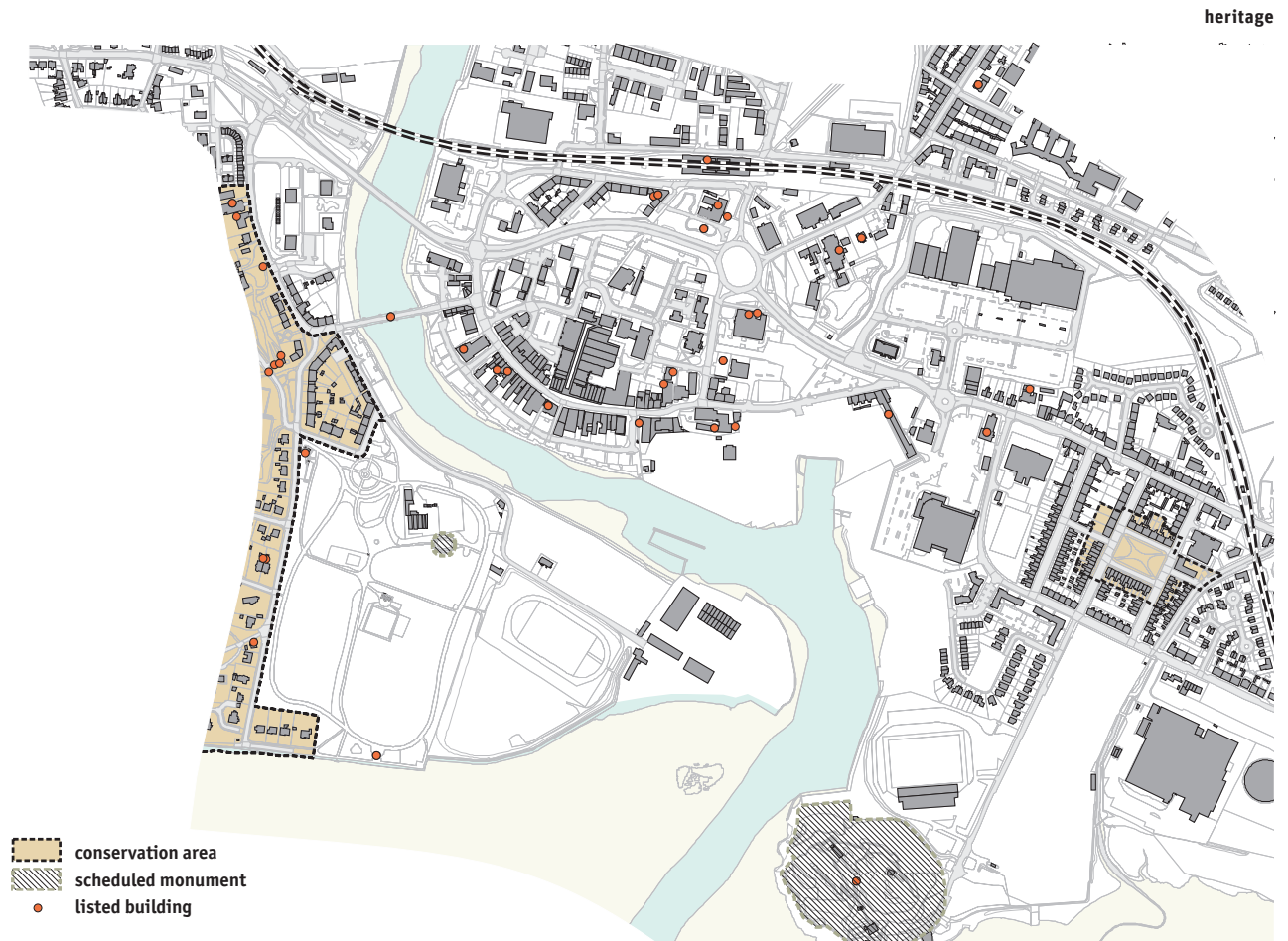
highlights areas where retaining or enhancing positive characteristics is a prime concern but it also pinpoints where action is required to make improvements in the short and long term. In addition, the analysis identifies areas where there is an inappropriately car dominated environment - for example along the A814 and on Riverside Lane. The town centre strategy should address this, especially as they exert a negative influence on areas where there should be pedestrian priority, where there are opportunities for a more civic

environment (in terms of events and street life) or where simply crossing the road is more difficult than it should be.

Heritage

The wider town centre area has two Conservation Areas – Knoxland Square and Kirktonhill – although a number of other areas including High Street, a section of Glasgow Road and part of Silverton-Townend may have the potential to be a future Conservation Area. These generally correspond to zones identified as positive character areas in the foregoing paragraphs. There are also around forty listed buildings in the wider town centre area of which twenty are in the core area. These are shown on the heritage map opposite. In addition Dumbarton Rock and Castle is a Scheduled Ancient Monument. There are no modern buildings of note in the town centre and no representation on the Docomomo¹ list of key Scottish buildings.

¹ Docomomo is a membership organisation campaigning for the documentation and conservation of 20th century architecture



generalised land use



The High Street area is a mixed bag of historic buildings which is as interesting and as complete as many Conservation Areas in Scotland. There is clear potential here for the town to take advantage of this and designate a Conservation Area which could release future funding for improvement work.

Land use

The dominant uses in the traditional town centre are retail with office, civic, recreation and some housing. The wider town centre area has retail focused in the St James area and along the eastern section of Glasgow Road. There are also substantial tracts of vacant and derelict land, greenspace and residential areas. Please refer to the land use map opposite.

The emerging picture of the town centre is that it has a wide range and a good balance of uses but apart from the higher density traditional areas - High Street, the eastern end of Glasgow Road and fragments of 19th century development around Central Station – much

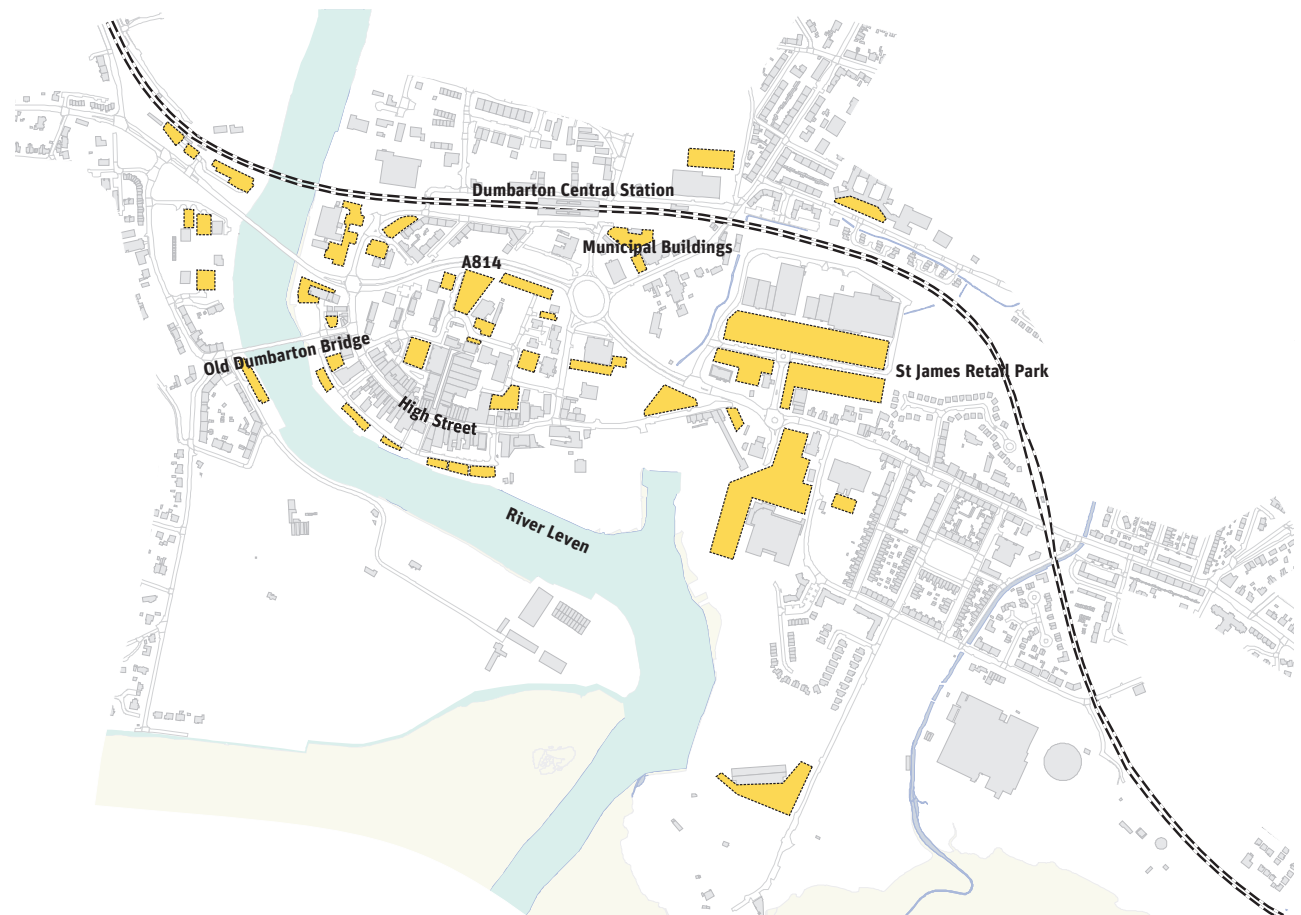
of the wider town centre area is very low density. Consequently there is a marked absence of pedestrian activity throughout much of the centre and no perceptible intensity of use, suggesting that the town centre is far too big for the activities it contains.

Car parking

Dumbarton has a generous provision of car parking with 650 spaces within the town centre area and approximately 1,300 on the edge of the town centre at St James Retail Park and Morrisons.

Car parks can be viewed as positive features of the built environment if they are properly positioned and managed. Car parks are undoubtedly focal points and generators of activity. They can be regarded as social spaces and places where people meet - by accident or design. Car parks also have the capability of functioning in a variety of ways - for example as performance areas, as sales areas, ideal areas for kiosks and temporary uses which might have a strong civic and social content.

location of car parks



flood map for Dumbarton Town Centre

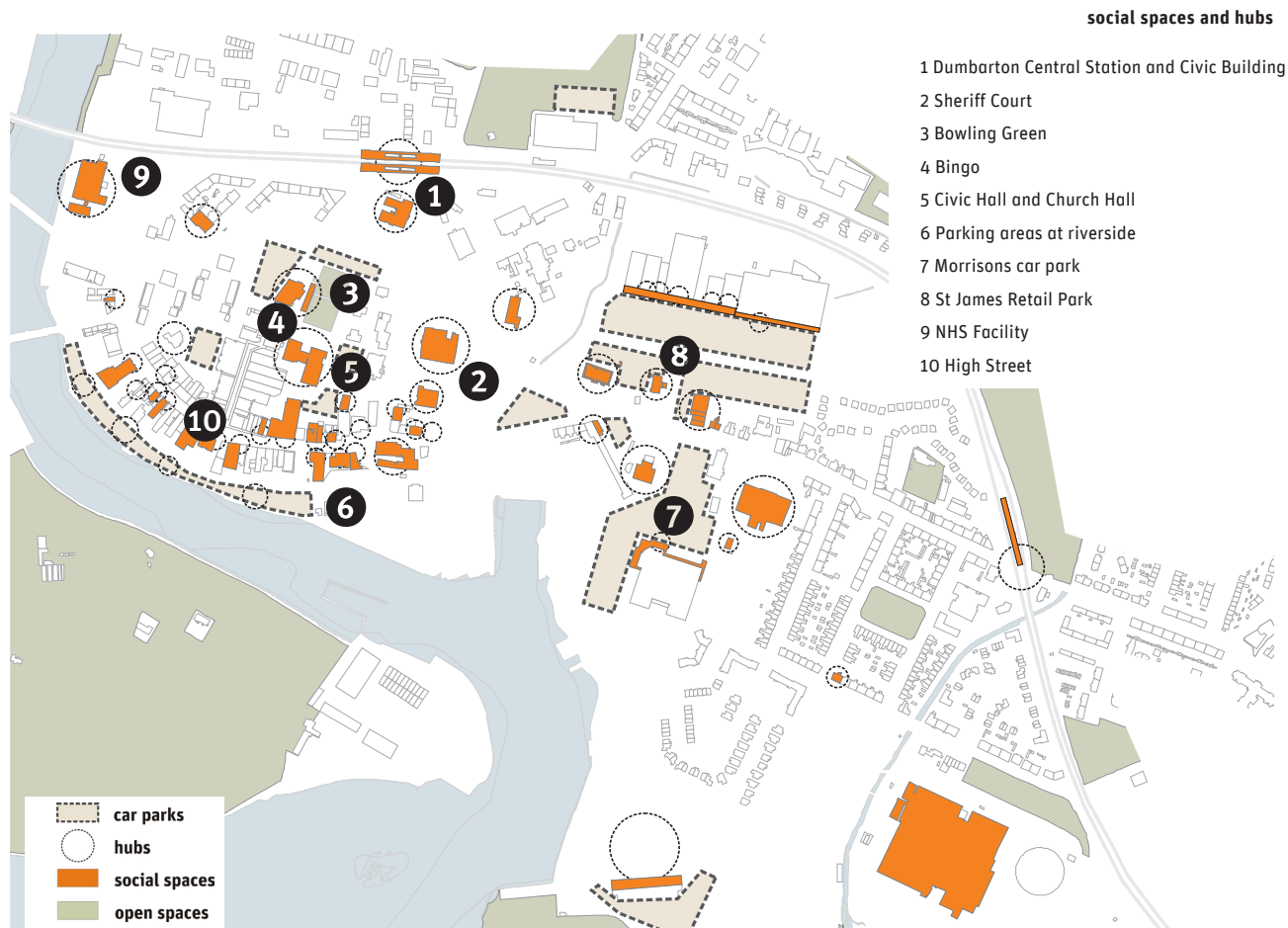


Flooding

Like many towns in Scotland, Dumbarton town centre suffers from coastal, fluvial and to a lesser extent surface water flooding. A great deal of analysis has been carried out on this subject and the Council has taken action to deal with fluvial flooding in a number of instances.

However, by far the greatest risk over the longer term, comes from the combination of coastal and fluvial flooding around the mouth of the River Leven. The town centre has suffered damage from flooding on a number of occasions, although only car parking areas tend to be affected most frequently. In the future its anticipated that more serious flooding events could occur that could have an impact on the town centre area and previous studies have looked at this issue. It is recommended that proposals should be developed at the present time to address this matter. The likely extent of flooding is shown on the plan opposite.

The most likely form of defence is reinforcement and



raising of the riverside quay walls along the north bank of the River Leven. This is of course a highly expensive operation. There has been a proposal for a Lomond Canal linking the River Clyde to Loch Lomond following the line of the River Leven and the construction of this facility, which might serve other regeneration, tourism and economic development ambitions, could provide a solution to the flooding issue.

Social spaces and hubs

Focal points, hubs, social spaces and significant activity generating buildings provide an indication of where people gather and where there is a higher level of pedestrian movement than at other points in the town centre. See map opposite.

These areas may indicate where investment in the public realm may be worthwhile on the basis of encouraging and building on existing spaces that are more successful and populated than others. Many of these spaces may not be particularly attractive but in place-making terms

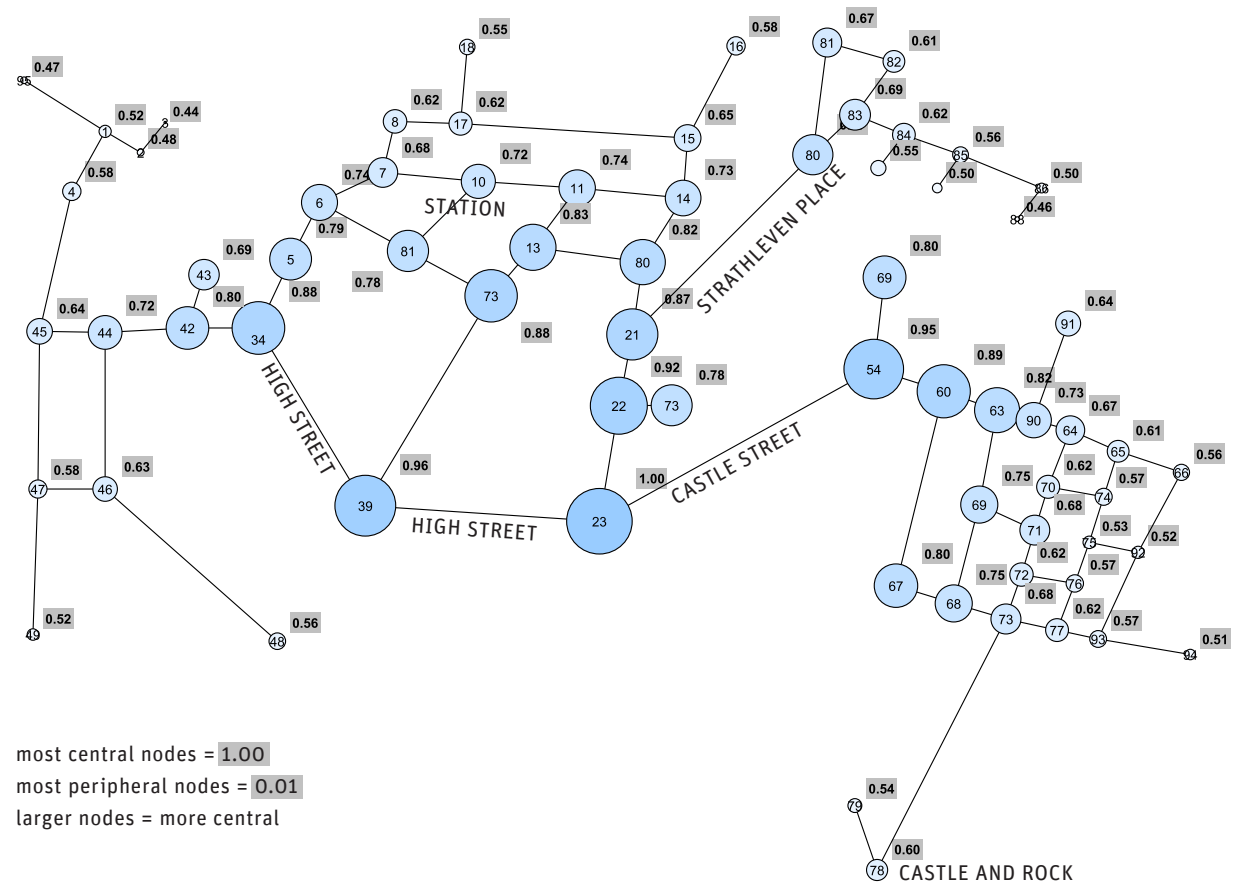
they are invaluable to the civic life of the town. They include street corners, car parks, entrances to large shops and areas outside civic buildings - all of which are worthwhile social spaces.

Centrality

A centrality analysis of the network of streets in and around Dumbarton town centre scored the various street junctions in the town according to their centrality - that is, how central they are to the network as a whole. This analysis takes no account of the traffic capacity of streets or of their various functions. It is purely an assessment of the structure of the town centre.

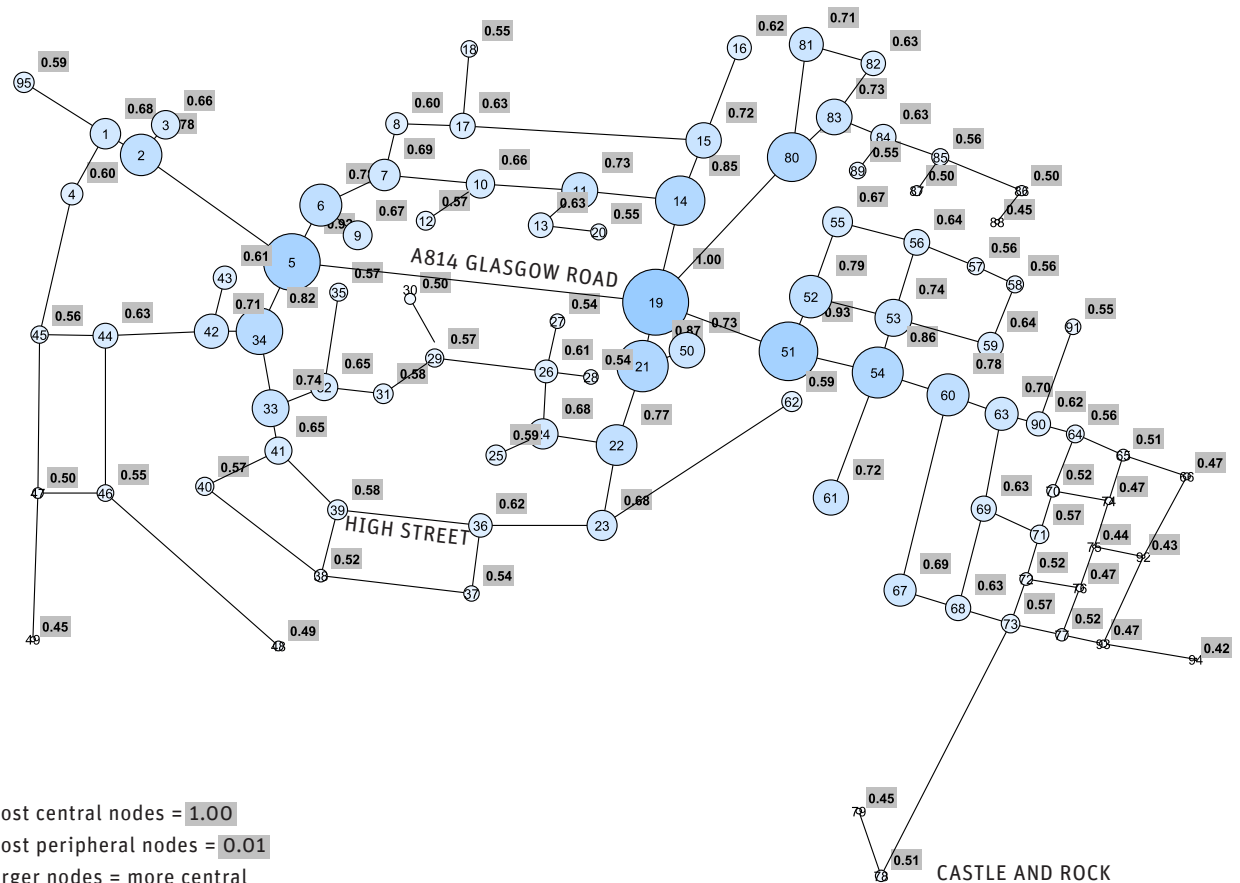
In the available mapping for the town centre up to 1938 when Dumbarton was at its most highly urbanised, High Street was the most central part of the town. The most central point of the town centre was the junction of Church Street, Castle Street and High Street.

Dumbarton town centre centrality - 1938

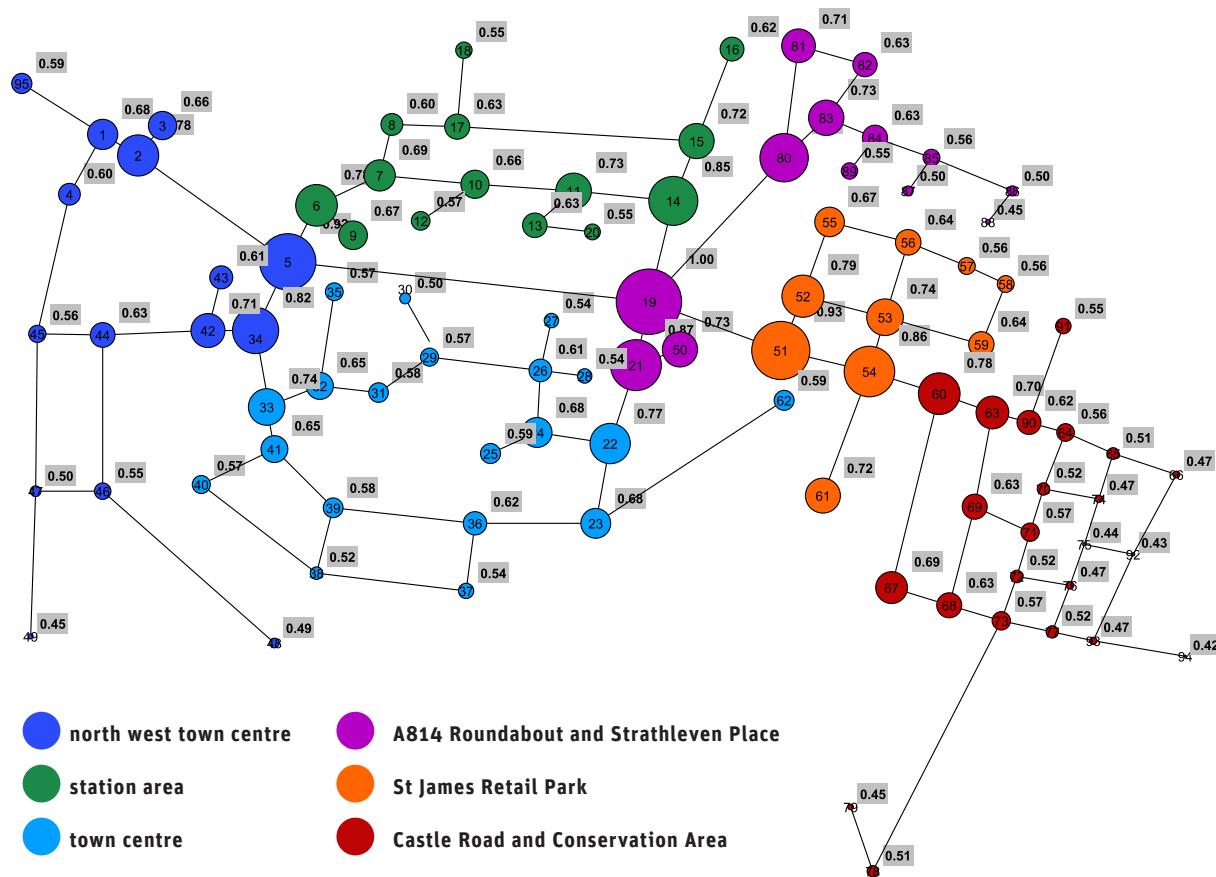


In the years running up to the mid-late 20th century this situation changed with the construction of the dual carriageway section of Glasgow Road from Leven Street westwards to the River Leven, the construction of what is now the Artizan Centre and the redevelopment of the area north of High Street. This was followed by the development of the St James Retail Park. These interventions have had a dramatic effect on the centrality of the traditional core.

Dumbarton town centre centrality - 2013



Dumbarton town centre centrality clusters 2013

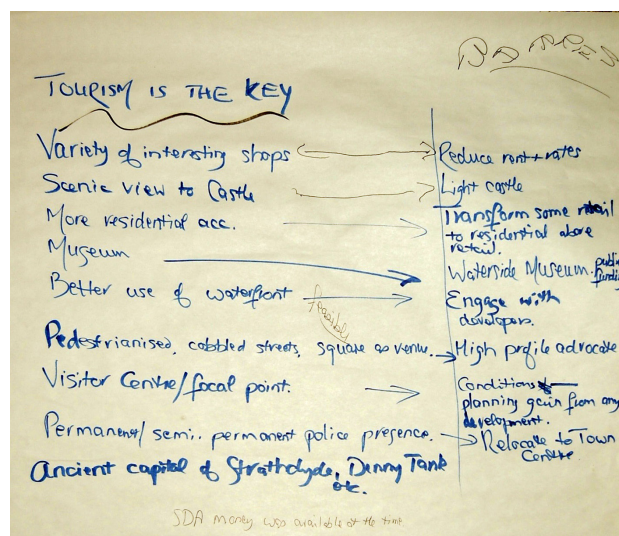


In 2013, the most central part of the wider town centre is the roundabout on the A814 at the junction of Glasgow Road and Church Street. The centrality of High Street is approximately half of what it was and the St James Retail Park has higher centrality than the traditional core.

The High Street area is now almost a peripheral element of the wider town centre and this can be seen in lower levels of commercial and pedestrian activity. The cluster diagram shows the High Street area to be a distinct but weak cluster in a wider town centre dominated by the A814 roundabout area, the St James area and the Central Station area.

appendix b - options workshop

example of a workshop results sheet



Options workshop, 20 March 2013

Key messages from the approximately 40 participants from the private, public and community sectors as they developed and tested future scenarios for the town centre:

High Street

- Get more activity and people in the town centre. Boost the number of people using the High Street via whatever means possible.
- Intensifying use by a range of people is the key - workers at rush hour/lunch, students, shoppers, evening events etc.
- More youth activities in town centre – encourage college proposals, complement with business/leisure opportunities especially in evenings.
- More interesting retail offer with speciality shops and temporary shop units for local artists/producers.

- Council should relocate offices to town centre. This would bring back people in numbers and boost trade. Council offices seen as catalyst and confidence builder for public/private/community sectors, and an investment which is realistic and achievable. The decision is entirely in local hands – it's effectively a quick win.
- Conflicts between buses and cars need to be resolved. Create a transport hub or keep bus routes through town centre? More parking or enough parking?
- Create a civic space as a focus and outdoor venue for the town centre.
- More people living in and near town centre – develop vacant sites, track down absentee landlords on High St.
- Improve Dumbarton as a destination (tourism/museum/waterfront/Castle). More activity and events needed.

- Tackle anti social behavior – relocate police HQ to town centre too?
- New museum – e.g. in Glencairn House or on waterfront, linked with Denny Tank.

Castle/waterfront

- Create a more active riverfront environment and associated open spaces.
- Focus on river and connections to Levensgrove Park via a new footbridge.
- Get town centre uses facing the river – environmental improvements to backland plots and poor properties between High St and river.
- Castle/climbing/marina/national cycle route/ community use of football club/footbridge to park – all of which would create a critical mass of activity.
- Connect town centre and castle along the river. Use developer/landowner and community action to construct paths.
- Support ongoing investment plans for Castle - interpretation plan, French Prison reopening in

2014, raise profile and visitor numbers, talking to cruise liners to get coach visits but need improved permanent coach parking and toilets.

- Barrage across river to create a green energy resource and raise water level?
- Canal - an aspiration which could support a long term strategy for green and active uses.
- Flooding issue needs to be resolved.

Delivery

- Action and delivery are critical – not another attractive but unrealistic plan that sits on a shelf. BUT a strong vision emerging from the current work could provide a focus for action.
- Need to use limited cash available for investments and projects as effectively as possible.
- Risk that the status quo will prevail, leading to further decline – something needs to change. (Strong suggestion that relocation of the Council offices to the town centre would be that ‘something’.)

- People power is critical – opportunities for the local community to get involved and take a lead e.g. small scale greening/community/business projects. Need to maintain momentum.
- Need to engage with developers – maximize planning gain – allow flexibility and avoid being too prescriptive.
- Identify a town centre champion – high profile advocate.
- Integrate major public investments (including WDC offices) in the right place to create a critical mass and build momentum and private sector confidence - more bang for your bucks and economy of scale by linking investments and projects. Success builds confidence.
- Tactics - strategy needs to be flexible, adaptable and responsive to unforeseen change. Don't be prescriptive about future development. Previous strategies too rigid? Need vision.
- Need some quick victories and early action to build momentum and confidence in community and private sector – to see Dumbarton as place to

invest.

- Council/NHS spending tens of £millions on schools and health centre - align these with town centre regeneration? About location and content – e.g. school and health centre could both be community hubs.
- Fatigue - previous visions and strategies haven't worked - this one must be successful. We've done the vision – now need action.

At the end of the workshop, participants were asked simple yes/no questions as a group. Although deliberately simplistic, the questions provide a useful insight into the aspirations of the group for the revised strategy:

Will success be driven by external investment or local action?

External investment – 21 people

Local action – 22 people

Comments:

- Partnership needed to make it work - both are important.
- External investment is a big challenge.

Should the focus be on delivering projects or on discussions and agreeing direction?

Delivering projects – 27 people

Discussions - 16 people

Comments:

- Too much talk = no action. Town is in same place as it was 10 years ago.
- Very little has happened despite previous studies and master plans.

- Democracy is important - actions must be agreed and 'owned'.
- Need closer collaboration and discussion between public agencies.
- Collaborative approaches more likely to attract funding and consistent with emerging SG town centres thinking.

