Irvine East

Masterplan Options & Vision



AUGUST 2026

MAC MIC LAND

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Irvine East Masterplan Vision

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A Vision for Irvine East

This document outlines a vision for a new settlement expansion to the east of Irvine. This masterplan proposes a sustainable, liveable and productive neighbourhood with up to 2,200 new homes, a Community Hub and School Campus, as well as incremental and phased options for settlement expansion. Aligned with NPF4 and North Ayrshire Council's Local Plan Vision, these development proposals can deliver a diverse mix of high-quality private and affordable homes, community facilities, and extensive open space - all designed to support well-being, biodiversity and a vibrant community.

Sustainable Place

The masterplan embraces NPF4's Sustainable Places policy by prioritising low-carbon development and enhancing natural systems. A major component of the scheme is the creation of a new biodiversity corridor along the Annick Water, forming a green edge to the west of the site. This corridor will restore and enhance existing habitats, promote ecological connectivity, and contribute to climate resilience through integrated sustainable drainage and tree planting.

Extensive new walking and cycling routes will connect all parts of the site internally and link seamlessly with the existing core path network and wider green infrastructure. These active travel routes will reduce reliance on cars, encourage healthier lifestyles, and support the transition to net-zero living. The site layout has been designed with permeability in mind, ensuring safe, convenient access to nature and green space for all residents.

Liveable Place

The development will deliver a welcoming, inclusive and family-friendly environment in line with the Liveable Places agenda of NPF4. A wide range of new homes will be provided to meet diverse needs and aspirations, supported by a centrally located local centre offering everyday services and opportunities for social interaction.

The masterplan includes provision for a potential new school at the heart of the community, enhancing local education capacity and reinforcing walkability. Open space is a defining feature of the vision – with generous parkland areas, equipped play spaces and retained woodland features offering a rich variety of recreational experiences. These spaces are integrated throughout the site to encourage outdoor activity, well-being and a strong sense of place.

Productive Place

Irvine East is designed to be a Productive Place, contributing to the local economy and supporting sustainable living. A new local centre will serve both new and existing residents, providing opportunities for retail, community use and small business growth. The site benefits from excellent connections to Irvine and the wider Ayrshire region, facilitating access to employment, services, and public transport.

By embedding energy-efficient design, sustainable transport options and multi-functional open spaces, the masterplan fosters long-term environmental and economic value. It supports the creation of a thriving, balanced community where people can live, work and play in a healthy, connected environment.





‘The masterplan proposal envisages a new sustainable development to the east of Irvine which will bring valuable new community resources, up to 2200 new homes and extensive areas of open space.’

Community Infrastructure First

Community Infrastructure is at the core of the proposed Masterplan Vision for Irvine East. As well as providing a range of new homes, of varying tenures, the proposal will bring a range of benefits to new and existing residents.

Local Living

Key to the future success of the proposal will be a centrally located Community Hub which will serve as the heart of the new development. This hub has the potential to include a variety of shops, eateries, community facilities, and a new school campus that will serve both the new and existing communities. Its central location ensures accessibility for all, supported by a new active travel network, and it will benefit from direct access to open space. Residents from nearby areas will also be able to enjoy these new amenities, which will be easily reachable via an improved footpath and cycle path network.

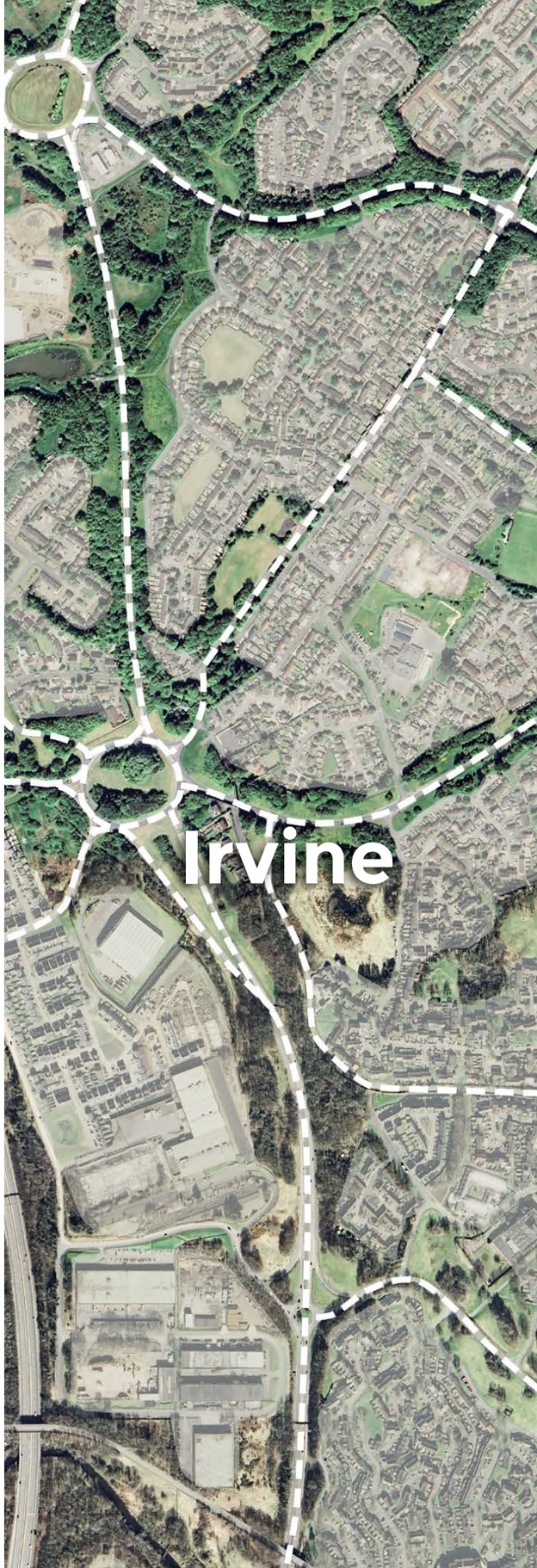
Infrastructure First

The wider development framework has been carefully designed in response to the wider site constraints and the overall development concept. A distinct landscape structure emerges through the creation of defined development parcels across the site, interconnected by a clear network of streets, footpaths, and open spaces. The western part of the site blends with the surrounding landscape, forming an extension of the Annick Water River corridor. Existing landscape features such as trees and hedgerows will be retained where possible to help structure the housing parcels.

Health & Well-being

Parks and play areas will be distributed throughout the site, catering to a wide range of ages and abilities with a mix of informal and formal play zones. In addition to providing valuable recreational space, these areas will promote a sense of community and contribute to improved mental and physical well-being. Access to the outdoors will be key to the success of the development, where people of all ages can become involved in outdoor activities, community growing and local community projects which benefit mental and physical health and well-being.

1. Northern Access Gateway
2. Southern Access Gateway
3. Secondary Access from B769
4. Play Areas
5. Community Hub
6. Development Home-zone
7. Existing Farm Buildings Retained



Perceton

Bourtreehill North

Bourtreehill South

Springside

1
2
3
4
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Local Living

NPF4 promotes the concept of "Local Living," which aims to ensure that people can meet their daily needs within a 20-minute neighbourhood. This includes access to shops, schools, healthcare, green space, and other services by walking, cycling, or public transport. The approach supports healthier lifestyles, stronger communities, reduced carbon emissions, and more resilient local economies.

Community Hub

In response to this, a new Community Hub will be located at the heart of the masterplan proposal. This will include a range of uses designed to ensure that all future residents can easily access essential services and amenities within a 20-minute return walk.

Retail and community-focused uses are all proposed, with a range of shops and other key amenities. Buildings will be individually designed for their specific uses, with activated ground floor shop frontages, café's and other facilities, creating an open and inclusive experience for a range of users.

The massing and height of the Local Living Centre will be carefully planned to support its role as a placemaking landmark, functioning as both a community anchor and a gateway to the wider neighbourhood and Education Campus. The creation of retail and community facilities will create opportunities for fostering local enterprise, creating jobs, and strengthening the regional economy.

Mobility Hub

A new Mobility Hub will be centrally located within the site, providing easy access via active travel routes and public transport and located adjacent to the new Community Hub. It will serve as a key community asset, offering facilities such as secure bicycle storage, electric vehicle charging points and seamless connections to public transit. The hub aims to reduce car dependency, promote sustainable travel habits and enhance accessibility for all residents, contributing to lower carbon emissions and greater convenience.

Access to Local Transport

A number of bus stops are located around the site at Middleton Road to the north-west and at Broomlands Busway, to the south-west. These can be reached via the existing core path and footpath network to the north and west of the site. There is also potential to create a new bus route through the site which would enhance access to public transport for future generations. with stops location in home-zones and the Community Hub.

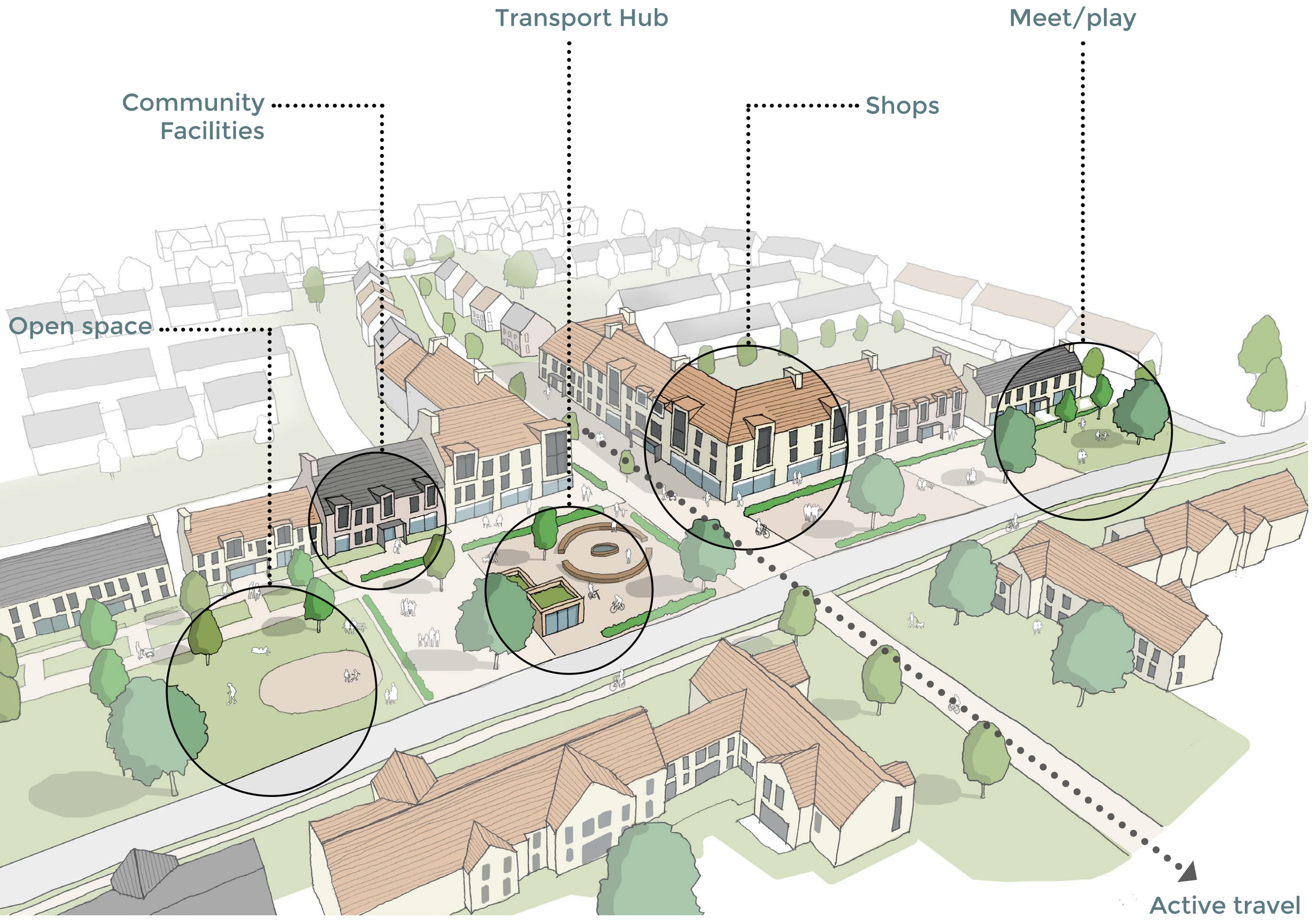


Illustrative local centre design


Location of local centre



Illustrative local centre design


Transport Hub
Meet/play
Community Facilities
Shops
Open space
Active travel

Landscape & Biodiversity

Landscape Framework

The masterplan adopts a landscape-led approach, integrating residential parcels within an extensive, interconnected greenspace network. It forms a natural extension of Irvine's eastern edge, introducing publicly accessible parkland that enhances existing nature corridors.

To the west, a large biodiverse greenspace aligned with the Annick Water floodplain will be transformed from monocultural farmland into an ecologically rich, accessible parkland. Enhancements include native tree planting, wildflower seeding, wetland SuDS features, and varied footpath trails to promote biodiversity and landscape diversity.

A central linear park will link the site from east to west, reinforcing the broader nature network. Smaller village greens throughout the development will provide local amenity, connected by a cohesive planting strategy.

Wetland areas and SuDS will support biodiversity while serving functional roles. Distinct ecotones and varied landscape features will foster species diversity and visual interest.

An active travel network will connect the masterplan with surrounding footpaths and cycle routes, including links to Perceton and southern recreation areas. A range of path types will ensure inclusive access for all users.

Biodiversity Enhancement

Currently the site is primarily modified grassland and arable fields with negligible ecological value. The landscape design will provide neighbourhood green space creating green networks through the site and provide enhanced opportunities for wildlife through appropriate planting. The proposed development consists of the following:

- Retain, protect and enhance existing boundary woodland with additional native planting.
- Develop primary spine roads with native avenue trees to form green corridors.
- Integrate SUDS with native riparian and woodland planting, linking to nearby habitats.
- Create open space in the west and south with native planting and footpaths, forming a buffer to Annick Water.
- Establish a central linear park featuring retained trees/hedgerows, native planting, wildflower meadows, and wildlife corridors.
- Protect and enhance the Lower Annick Water & Capringstone Flash LNCS wetland with native species.
- Maintain and enhance tree cover to support extensive wildlife corridors.
- Provide green links using native hedgerows, trees, and meadow grasslands.
- Support pollinators with early and continuous nectar sources.
- Include hibernacula for various species.
- Install hedgehog highways to boost biodiversity.


Improved ecological value


Access to existing active travel routes

1. Western Landscape Edge & Annick Water Corridor
2. Central Landscape Corridor
3. Village Green Areas
4. Landscape Buffer
5. Amenity Open Space
6. SUDS Feature
7. Existing Woodland

Extension of
green network

Parkland

Contain edge

Parkland

Landscape
connections

Parkland

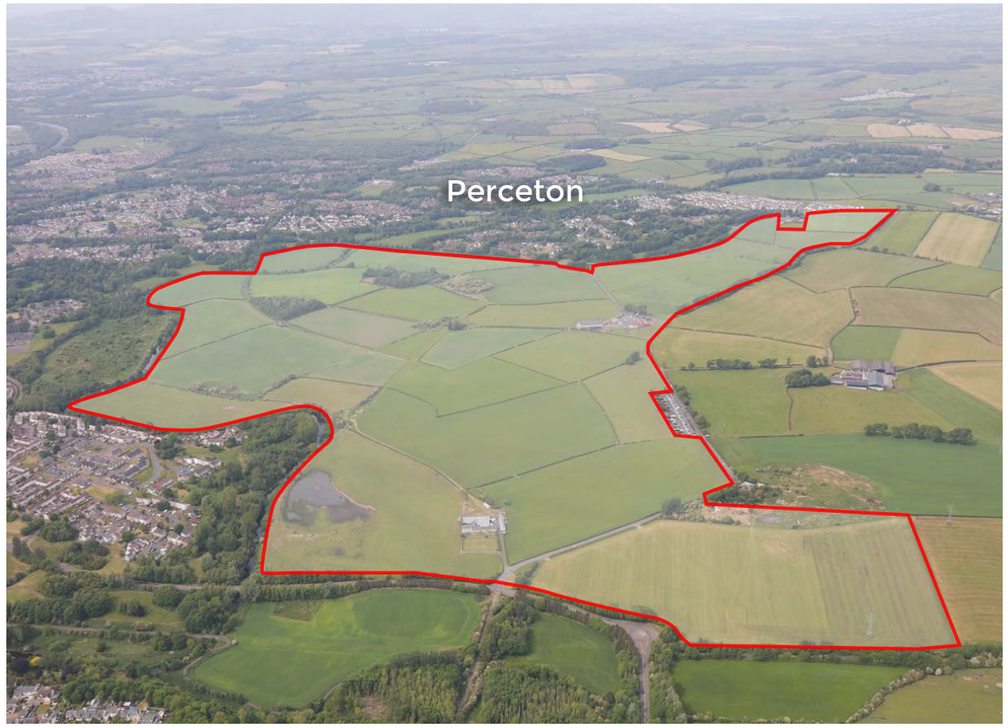
Parkland

Extension of
green network

Option 1

20+ year vision for Irvine East

- New settlement expansion to the east of Irvine, delivering up to 2,200 homes, a Community Hub and School Campus.
- Aligned with NPF4 and North Ayrshire Council's Local Plan Vision, providing a mix of high-quality private and affordable homes, community facilities and open space.
- A new biodiversity corridor along the Annick Water will strengthen habitats, ecological connectivity, sustainable drainage and climate resilience.
- Extensive walking and cycling routes will connect neighbourhoods with the existing core path network, supporting active travel and reduced car dependency.
- A centrally located local centre and potential new school will support everyday services, education, social interaction and a strong, walkable community.
- Generous parkland, play spaces, retained woodland and multi-functional open space will promote health and well-being while supporting long-term environmental and economic value.



Site location aerial

Site boundary

1. Northern Access Gateway
2. Southern Access Gateway
3. Secondary Access from B769
4. Play Areas
5. Community Hub
6. Development Home-zone
7. Existing Farm Buildings Retained



Perceton

Bourtreehill North

Bourtreehill South

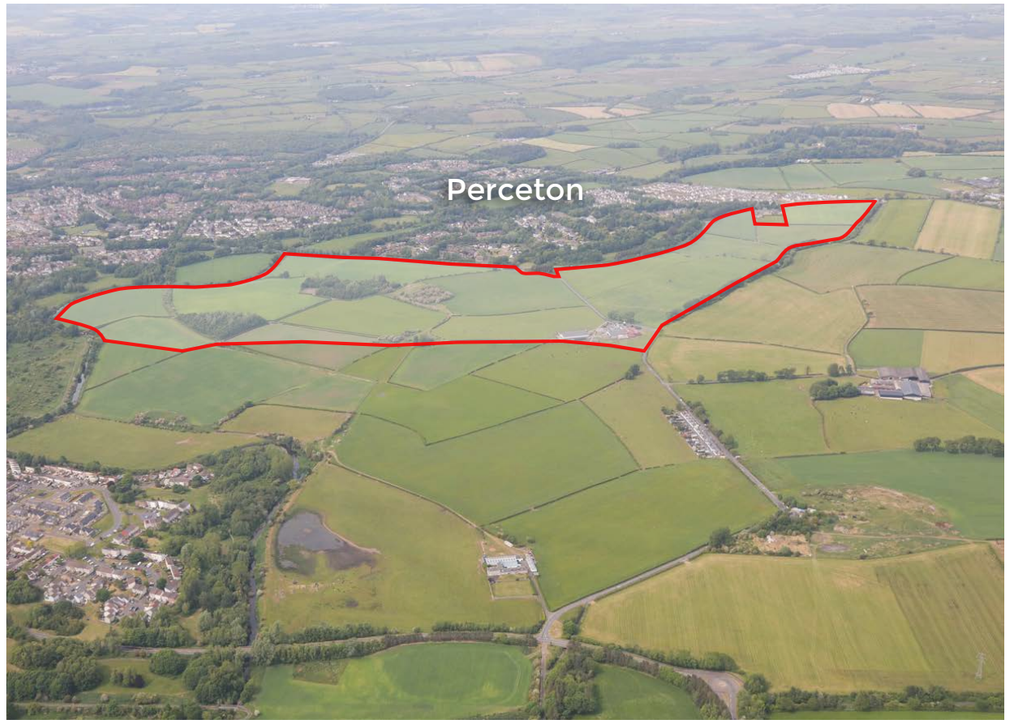
Irvine East Proposal

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Option 2

Perceton South Masterplan

- Compact neighbourhood expansion focused on the southern edge of Perceton, providing an alternative vision for up to 1,000 homes.
- Community hub located closer to the B769, creating a well-connected focal point for everyday community life.
- Primary access retained from the B769, connecting to a central spine road designed for vehicles, walking and cycling.
- Generous landscape buffers and open spaces to the south and west, incorporating planting, parks, play areas, recreation and biodiversity enhancements.
- Existing Annick Water footbridge retained, maintaining connections to the wider path network and surrounding green spaces.
- Distinctive, permeable residential neighbourhoods respond to local character, while the existing eastern farm steading is retained and re-purposed, potentially incorporating a local farm shop and community growing.



Site location aerial

Site boundary

1. Access Gateway - North
2. Access Gateway - West
3. Community Hub
4. Converted farm buildings
5. Green parkland corridor
6. Wetland open space
7. Existing footbridge retained
8. Parks / play
9. Existing woodland retained
10. SuDS



Perceton

Bourtreehill North

Bourtreehill South

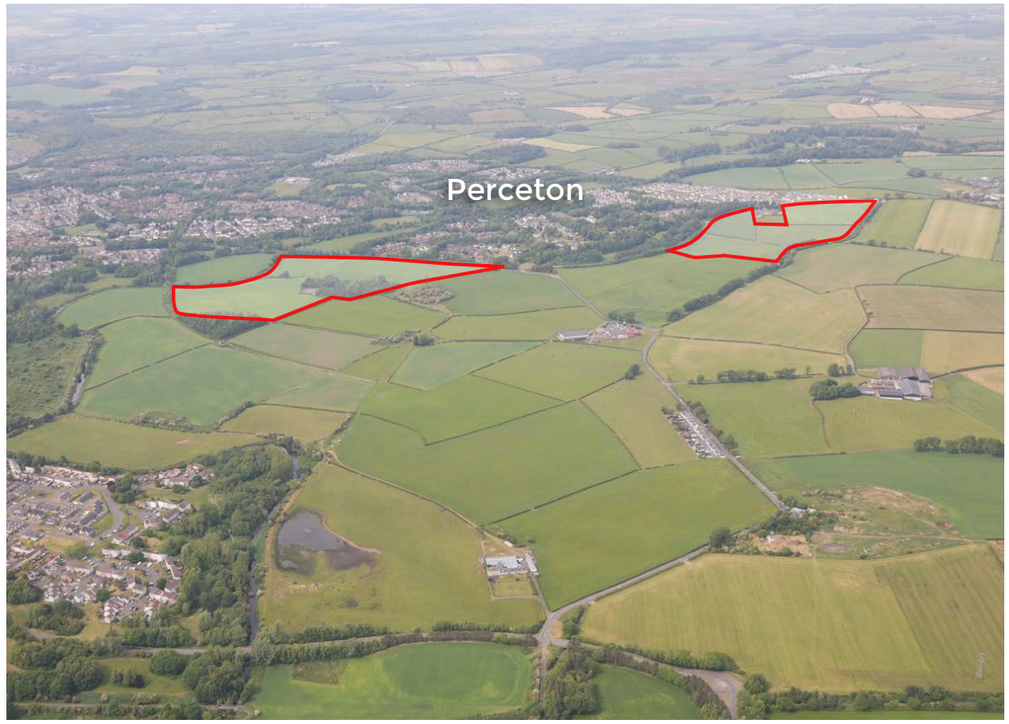
Perceton South Proposal

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Option 3

Perceton East & South-west

- Combined proposal which includes sites to the east and south-west of Perceton, providing a total of 514 new homes.
- Affordable homes provided in each site, with an overall provision of 25%.
- Sites represent a sustainable expansion of Perceton, deliverable as standalone sites or part of a wider masterplan.
- Both sites include areas of open space with play areas, and connections to wider path network.
- Retention and enhancement of existing mature trees and woodland and new structure planting within open spaces and along boundaries.



Site location aerial



Site boundary

Affordable boundary

1. Site Access
2. Parks / play
3. Affordable Housing
4. Existing trees / woodland retained



Perceton Combined Proposal

Option 4

Perceton East

- Delivery of 278 new homes (including private and affordable) on land to the east of Perceton.
- New areas of open space, play areas and extensive landscape planting.
- Retention of existing mature trees and extensive new planting provided on site.
- Setting to existing housing to north protected by new screen planting.
- Affordable homes located within site (25% provision).

Site boundary

Affordable boundary

1. Primary access
2. Secondary access
3. Open space and play
4. Affordable housing area
5. SUDS feature
6. Existing housing
7. Existing boundary trees retained and protected



Option 5

Perceton South-west

- Delivery of 236 new homes (including private and affordable) on land to the south-west of Perceton.
- Access to large area of open space and play area to west and extensive landscape planting.
- New footpath links to existing core path network to south of site along Annick Water.
- Affordable homes located within site (25% provision).

Site boundary

Affordable boundary

1. Primary access gateway
2. Secondary Access
3. Open space with play areas
4. SUDS
5. Existing wooded area retained and enhanced
6. Existing footbridge over Annick Water
7. Affordable Housing



Timescales & Phasing

Vision 2050

The proposed masterplan for Irvine East sets out a bold vision to deliver up to 2,200 new homes by 2050, in alignment with North Ayrshire Council's overarching ambition to create communities where people can live, learn, work, invest and visit. Rooted in the principles of the Plan for North Ayrshire, this development will play a vital role in reshaping the region by transforming place and delivering inclusive, future-proofed growth.

By delivering this development in logical, coordinated phases, Irvine East will become a model for sustainable urban expansion - prioritising green space, infrastructure and community cohesion. This vision will not only help meet housing demand but also attract inward investment, strengthen local identity, and contribute to a brighter, more resilient future for North Ayrshire.

At the heart of the masterplan is a commitment to sustainability, resilience, and community well-being. The phased delivery approach - carefully designed to manage growth responsibly - will allow the area to evolve with enhanced infrastructure and services. New road networks and upgrades to existing infrastructure will support active travel, public transport connectivity and ease of access throughout the site, reducing reliance on private cars and contributing to the Council's target of achieving net-zero emissions by 2030.

A cornerstone of this vision is the new Community Hub, which will incorporate a modern School Campus alongside integrated community services. This Hub will act as a social and educational anchor for the development, providing a place where people of all ages can learn and thrive. The masterplan also includes extensive new amenity open space, designed not only to encourage outdoor activity and enhance quality of life but also to improve biodiversity and support North Ayrshire's transformation of the natural environment.

Year	Development Delivered
2030 - 2035	500 homes (100 per year)
2035 - 2040	500 homes (100 per year)
	Delivery of hub & school
2040 - 2045	600 homes (120 per year)
2045 - 2050	600 homes (120 per year)



"A Sustainable Community for Living, Learning, and Growing Together – Shaping a Greener Future for Irvine through Connected Places, Resilient People, and Inclusive Opportunities."

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‘Irvine East offers an exciting vision of Irvine’s future – a vibrant, inclusive neighbourhood where people can live, learn and play, all shaped by a landscape-led masterplan designed with the local community at its core.’

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