Executive Summary

Seamill / West Kilbride Mixed-Use Masterplan Proposal

North Ayrshire Local Development Plan 3 – Call for Ideas

A proposal has been submitted to North Ayrshire Council seeking the inclusion of approximately 50 hectares of land at Seamill / West Kilbride within the emerging Local Development Plan 3 (LDP3) as a **mixed-use masterplan site**. The proposal represents a long-term vision for the area and seeks to create a sustainable community incorporating new homes, employment opportunities, leisure facilities, community infrastructure, education provision and enhanced green spaces.

It is important to note that this submission is **not a planning application**. The purpose of the proposal is to request that the land be identified within the Local Development Plan as a site suitable for future development and comprehensive masterplanning. Any future development proposals would be subject to detailed design work, environmental assessments, planning applications and further public consultation.

Vision for the Site

The proposal promotes a planned and coordinated approach to future growth at Seamill / West Kilbride. Rather than considering individual development sites separately, a masterplan would provide a framework for how housing, employment, community facilities, infrastructure, landscape and environmental improvements could be delivered together via a co-ordinated approach over time.

The overall aim is to create a balanced and sustainable extension to the existing community that supports economic growth, improves local services and provides a range of housing and employment opportunities for current and future generations.

Key Elements of the Proposal

The proposals seek the zoning of an urban expansion area to the north-west of Seamill / West Kilbride to be subject of a mixed-use masterplan (see attached emerging Development Framework Plan for details) to include:

- **housing of all tenures, styles and values** – including an agreed element of affordable housing and 55+ bungalows
- **a commercial / community campus** – to include Class 4 business units, small workshops, manufacturing units, community healthcare practice and other community related uses including a care home
- **a hotel and leisure campus** – to complement existing golf course and to include a high quality hotel adjacent to a sports, leisure and spa complex and holiday lodge accommodation

- **the provision of a new school site** – for West Kilbride Primary School and Nursery
- **a neighbourhood centre** (food and non-food retail provision) on the existing West Kilbride Primary School site
- the provision of associated open spaces, parks, landscaping, footpath and cyclepath networks
- significant landscape enhancement and biodiversity improvements through the site

All of the above will ensure a balanced and sustainable community in line with planning policy and guidance and it is envisaged that the mixed-use masterplan will be phased and delivered over a 10-15 year period with the opportunity for early infrastructure provision.

Why the Site is Being Promoted

The proposal responds to a number of strategic opportunities and challenges facing North Ayrshire.

Scotland is currently experiencing a housing shortage and the Scottish Government has declared a national housing emergency. The proposal seeks to provide a long-term supply of housing land capable of meeting future demand while supporting a growing local economy.

The site is also located close to Hunterston, where significant investment and economic development opportunities are planned. Additional housing, services and employment space will help support future job growth in the wider area.

Site Suitability

The site is considered suitable for the development proposed for a number of reasons, including:

- A significant part of the land was previously identified within North Ayrshire's planning framework as a preferred location for development.
- Part of the site already benefits from planning permission for residential development.
- Initial technical assessments indicate that matters including transport, landscape, ecology, services, infrastructure and flood risk can be appropriately addressed through detailed design and mitigation.
- The site benefits from access to the A78, local bus services, West Kilbride railway station and the wider active travel network.

- Existing studies indicate that the land has the capacity to accommodate development while respecting landscape character and important views.

Community Benefits

The proposal aims to deliver a wide range of benefits for local residents and businesses, including:

- New housing to meet local needs.
- Affordable housing and accommodation for older people.
- New employment opportunities and business investment.
- Improved healthcare and community facilities.
- Investment in education infrastructure.
- New parks, green spaces and recreational facilities.
- Improved walking and cycling connections.
- Enhanced biodiversity and habitat creation.
- Increased spending within local shops and services.

Economic Impact

It is estimated that the development could generate substantial economic benefits for North Ayrshire, including:

- Approximately **£238 million of investment** into the local economy.
- Around **200 to 400 construction jobs annually** during the build period.
- Approximately **300 permanent full-time / part-time jobs** associated with business, commercial, leisure, tourism and community uses.

Sustainability and Place-Making

A central objective of the proposal is to create a sustainable, well-connected community consistent with the principles of Scotland's National Planning Framework 4 (NPF4). The masterplan approach would support:

- Sustainable travel through walking, cycling and public transport.
- Delivery of a "20-minute neighbourhood" where key services and facilities are easily accessible.
- Integration of green infrastructure and biodiversity enhancement.
- Climate-resilient design and sustainable drainage.

- High-quality placemaking and landscape-led development.

Conclusion

In all regards it is submitted that development of the proposed mixed-use masterplan urban expansion area at north-west Seamill / West Kilbride will:

- provide a chance to ensure the proper planning of the area via a mixed-use masterplan phased over a 10-15 year period with early infrastructure provision;
- provide a chance to create a balanced and sustainable community in line with all aspects of planning policy and guidance;
- provide a change to ensure the proper long-term planning of the area so as to ensure the required infrastructure and informed forward planning is made available at the outset rather than being added piecemeal;
- help towards population stabilisation / growth;
- encourage economic development and employment opportunities;
- allow for improved accessibility;
- help develop a strong and vibrant community through regeneration and growth and the provision of community facilities;
- be acceptable in landscape terms;
- recognise diversity, encouraging flexibility and build vitality;
- make North Ayrshire an attractive place for new and existing businesses to grow;
- allow better transport access / access to job opportunities;
- retain and attract people through a range of housing product and job opportunities; and
- maintain the coastal / rural areas as a tourism and recreational resource

The Seamill / West Kilbride proposals represent a long-term opportunity to deliver a comprehensively planned mixed-use community that supports housing delivery, economic growth, improved local services and environmental enhancement.

Through a masterplanned approach, the proposal will seek to ensure that future development is coordinated, infrastructure-led and shaped by community engagement. Inclusion within Local Development Plan 3 would enable the site's potential to be properly assessed and provide a framework for future discussion, design development and consultation with local residents and stakeholders.



1. VIEW NORTH EAST FROM SUMMERLEA ROAD



2. VIEW EAST TOWARDS SNOWDON TERRACE



3. VIEW EAST TOWARDS WOODSIDE



4. VIEW EAST FROM PORTENCROSS ROAD



5. VIEW NORTH FROM PORTENCROSS ROAD



6. VIEW WEST FROM PORTENCROSS ROAD



7. VIEW FROM A78 TO SUMMERLEA ROAD

Northern Residential Development Areas

Located to the eastern and western flanks of the A78, these residential areas will provide a range of starter and mid-market housing types and amenity spaces. The housing will be designed to be sympathetic to the setting and contained within existing, reinforced woodland blocks and a system of new foot and cycle paths. Building design and layout will be informed by sustainable design principles. Access to the sites will be via a new roundabout from the A78, serving the eastern and western developments.

Commercial / Community Campus

The site is situated immediately to the north of a new roundabout access on the A78 and lies between the new and existing residential areas. The commercial and community campus provides a potential location for Class 4 business units, possibly related to craft industries. There is also scope for the location of a community health care practice and other community related uses.

School Site

It is proposed to provied an new site for West Kilbride Primary School and Nursery that will have sufficient space for a new football and sports field. The site identified will involve moving the school only a short distance from its current location and the sports facilities will be available to the comminity, outwith school hours. The school building will be positioned to enjoy commanding views to the west and will be sensitively designed to incorporate materials that reflect its rural location. The design and construction will incorporate sustainable methods and technologies.

NOTE
The layout and concepts shown on this drawing are preliminary only. The framework and layout will be subject to further detailed study and consultation with landscaping and ecology consultants, traffic management and engineering consultants, statutory undertakers, the planning authority and other stakeholders.



Footpath and Cycle Path Networks

Central to the design philosophy undrlying the proposed development framework is an integrated network of footpaths, cycle paths and wildlife corridors. These define the edges of the davelopment areas, re-establish and reinforce existing field boundaries and provide connectivity between the development areas. The provision of these networks will be evolved through an understanding of the areas ecology.

Hotel and Leisure Campus

Complimentary to the existing golf course, the propsed development envisages a high quality hotel adjacent to a sports, leisure and spa complex, sensitively designed to optimise spectacular sea views. To the west of this campus, there is a further opportunity to provide holiday lodge accommodation of a scale and layout that is sensitive to the location.

Area designated as a housing site within the adopted North Ayrshire Local Development Plan 2 (ref. Cfs65) and obtained planning approval on the 18th January 2024 for the development of 220 dwelling houses (ref. 21/01174/PPM)

Neighbourhood Centre

Situated on the existing school site, the proposed neighbourhood centre has been located to conveniently serve both the existing and proposed communities. It is envisaged that it will accommodate the primary food and non food retail provision within the town on a site where adequate parking can be provided.



ARCHITECTURAL IMAGERY: HOUSING



ARCHITECTURAL IMAGERY: SCHOOL



ARCHITECTURAL IMAGERY: HOTEL & LEISURE



ARCHITECTURAL IMAGERY: COMMUNITY/COMMERCIAL

PROPOSED WEST KILBRIDE DEVELOPMENT FRAMEWORK

scale : 1:5000 date : 09-07-08

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