

Residential Development Opportunity

- **Approx. 8 hectares (19.8 acres)**
- **Land adjacent to established residential area**
- **Frontage to Greenhead Holdings and North Avenue**
- **Accessible location close to the A78**
- **Currently in agricultural use**

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LAND ADJACENT TO GREENHEAD HOLDINGS, STEVENSTON, AYRSHIRE, KA20 4LA

Substantial strategic landholding extending to approximately 19.8 acres.

Location



The shaded plan identifies the subject site on the eastern edge of Stevenston, immediately west of the A78.

The site adjoins established residential development and is bounded by Greenhead Holdings and North Avenue.

VIEW LOCATION ON GOOGLE MAPS

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Description



A substantial and largely level landholding adjoining the existing settlement.

Site

The subjects comprise a sizeable landholding which is broadly regular in form and relatively level. The land is presently undeveloped and in agricultural use.

Site Area

Approximately 8 hectares (19.8 acres). The precise extent should be confirmed from the relevant title documentation.

Access

The site fronts Greenhead Holdings and North Avenue. The 2021 DM Hall survey identified two main access points from Greenhead Holdings and an access from North Avenue crossing third-party land.

Setting

The land directly adjoins established housing and occupies a settlement-edge position between Stevenston and the A78.

Residential Development Opportunity

LAND ADJACENT TO GREENHEAD HOLDINGS, STEVENSTON



The site offers strong potential for future residential development, subject to the appropriate planning process.

The 2021 DM Hall valuation recorded the planning position at that time and identified the site's potential for longer-term alternative use.

The site's substantial scale, broadly level character, position adjoining established housing and proximity to the A78 combine to create a strong future residential development opportunity.

The land is being promoted for residential development. Any future development will remain subject to the appropriate planning process, technical approvals, infrastructure requirements and purchaser due diligence.

Key site considerations

- Access and road capacity
- Services and infrastructure capacity
- Detailed planning and affordable housing requirements

Aerial Context









Three Towns - Investment Context



A strengthening regeneration story across Stevenston, Saltcoats and Ardrossan

The Three Towns have secured a UK Government award providing £20 million of investment over 10 years through the Long-Term Pride in Place Programme. A Town Board is developing a long-term regeneration plan for the area.

£20m

THREE TOWNS LONG-TERM INVESTMENT

UK Government funding over 10 years, with a regeneration plan being developed for the Three Towns.

£200m

ARDROSSAN COASTAL QUARTER VISION

North Ayrshire Council describes almost £200m of investment over ten years, including education, connectivity, housing, commercial and tourism-led regeneration.

£124.6m

ARDROSSAN COMMUNITY CAMPUS

The new 2-18 community campus is a major anchor project within the wider Coastal Quarter regeneration, with completion currently targeted for 2028.

Why this matters for Greenhead Holdings

For a residential developer or strategic land investor, this scale of committed and planned public investment strengthens the wider place-making story around the Three Towns. Improved community facilities, infrastructure, connectivity and regeneration activity can support confidence in the area's longer-term

Combined with the site's substantial scale, position adjoining established housing and future residential development potential, the timing may offer a compelling opportunity to secure strategic development land while the wider regeneration programme is gathering momentum.

FIND OUT MORE: **Three Towns Town Board** **Ardrossan Coastal Quarter**

Benefits to Stevenston and the Wider Area

The development of this 19.8-acre site presents a significant opportunity to bring a substantial parcel of land forward for a high-quality residential development within Stevenston.

It would provide new homes while making effective use of the site and creating opportunities for landscaping, open space, pedestrian connections and associated infrastructure, helping to enhance the area and create a sustainable new neighbourhood.

The proposal would also complement the wider regeneration of the Three Towns, including the £20 million Pride in Place investment.

New housing on the site would bring additional residents and economic activity into Stevenston, supporting local businesses, services and the long-term vitality of the existing community.

The presence of multiple housebuilders actively developing sites and bringing forward residential plots across the wider North Ayrshire area demonstrates an established and competitive local development market, with a range of builders actively contributing to housing delivery.

The Detail

Opportunity

Strategic landholding extending to approximately 19.8 acres with strong potential for future residential development.

Current Use

Agricultural permanent pasture.

Tenure

The 2021 valuation assumed Heritable Tenure. Title, boundaries, rights and encumbrances should be verified by solicitors.

Access

Frontage to Greenhead Holdings and North Avenue, subject to confirmation of access rights and technical suitability.

Planning

The land is being promoted as a future residential development opportunity. Interested parties should make their own enquiries regarding the current planning position, relevant policy requirements and the prospects for residential development with North Ayrshire Council.

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