

AYR RIVERSIDE



LOCATION: AYR TOWN CENTRE, SOUTH AYRSHIRE
CLIENT: HUB SW / SOUTH AYRSHIRE COUNCIL
COMPLETION: 2023
VALUE: £3M
SIZE: 4,135M²
SERVICE: LANDSCAPE ARCHITECTURE
SECTOR: URBAN REGENERATION
CONTRACTOR: LINEAR DESIGN AND CONSTRUCT
LANDSCAPE: AUSTIN-SMITH:LORD
STRUCTURES: HARLEY HADDOW
SERVICES: HARLEY HADDOW
COST CONSULTANT: RLF

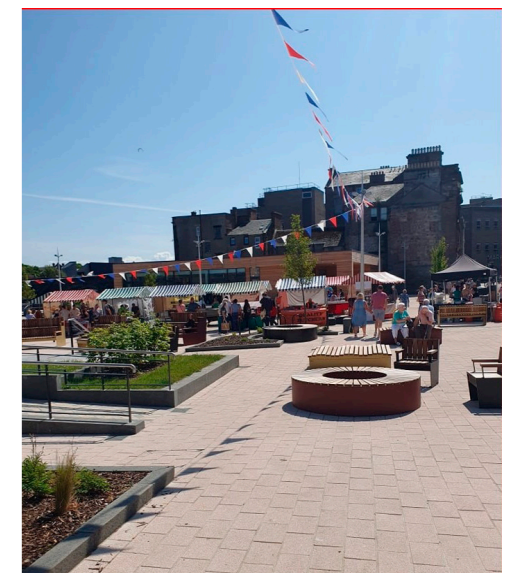
Austin-Smith:Lord were appointed by HUB South West Scotland (HUB SW) in partnership with South Ayrshire Council (SAC) to lead the design proposals and subsequent development of the site at Ayr Riverside.

The site occupies 4,135.00 m² of brown field, located in the heart of the town centre within the designated Ayr Central Conservation Area.

The newly developed area has created a new major public space between the High Street and Ayr River. This new urban realm responds to the importance of the historical context of the site whilst providing hard and soft landscape, new street furniture, places to dwell, lighting, and access to the river's edge.

A key aspect of the development is the provision of space and infrastructure to support a programme of events and activities throughout the year such as regular pop-up markets or gatherings.

A new community pavilion has also been introduced with meeting and events space, public toilets and storage space.



A number of community engagement events were held throughout the design development phase, in order to inform the design.

Four public engagement events were undertaken and included an Outdoor Cinema, held on the site, to create public awareness of the project, prototype the space and provide public access to the space, on a temporary basis (beyond the hoardings).

Two ideas workshops were held, over the course of an afternoon and evening, followed by an online consultation with the final draft proposals.

The new public provides an appropriate civic presence which is sympathetic to the surrounding street scape and the neighbouring listed buildings located throughout the High Street as well as with the river's front.

The design also meets the requirements of development in a Conservation Area in preserving and enhancing the character of the area.

The newly developed site includes provision of views out to River Ayr and uninterrupted views into the site from the two bridges, the north bank and the foot of the High Street. It reflects the proportions of the site's former use by adopting and tracing the building footprints, vennels and back courts from 1855, which break down the open site's proportions. This is reflected in paving patterns and the locations of planting beds.

An open area of hard standing caters for events, in addition to tree planting, shrub and areas of lawn.

A Community Pavilion is located at the Site's Eastern Edge. The pavilion will be used to supplement the public space and site activities, by providing indoor flexible community space, toilets and storage. The pavilion conceals the existing gable to the east of the site; turning the corner, addressing the new civic space.