

BRODICK TOWNSCAPE AUDIT

for

NORTH AYRSHIRE COUNCIL

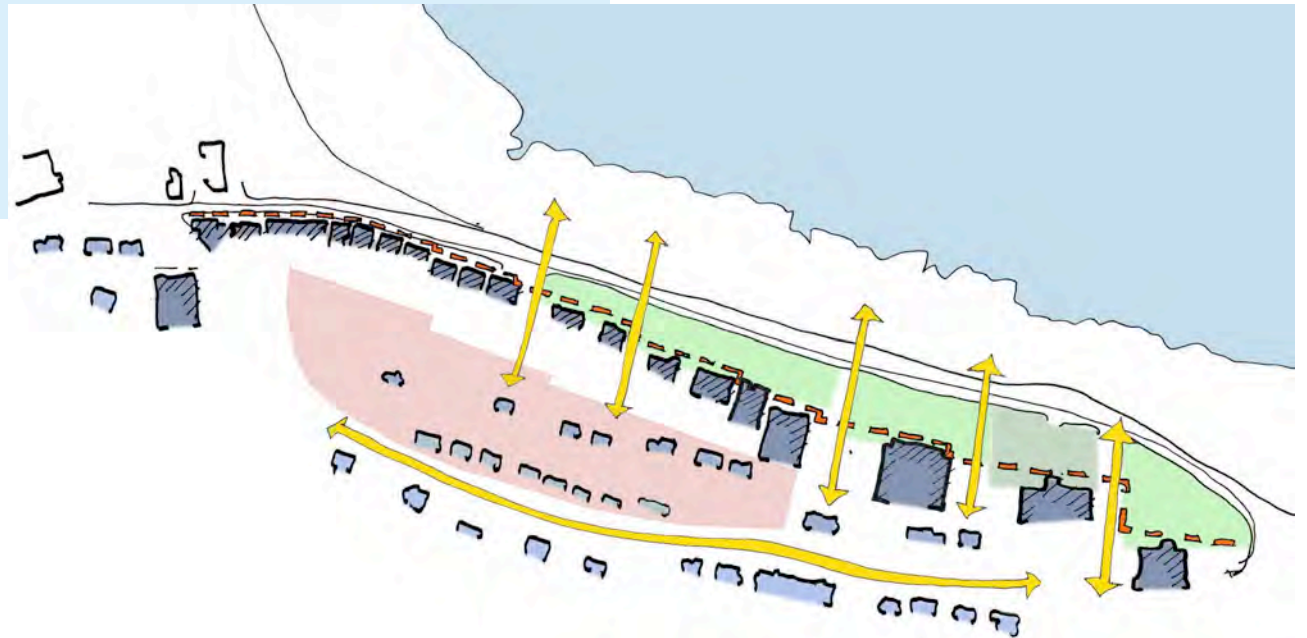
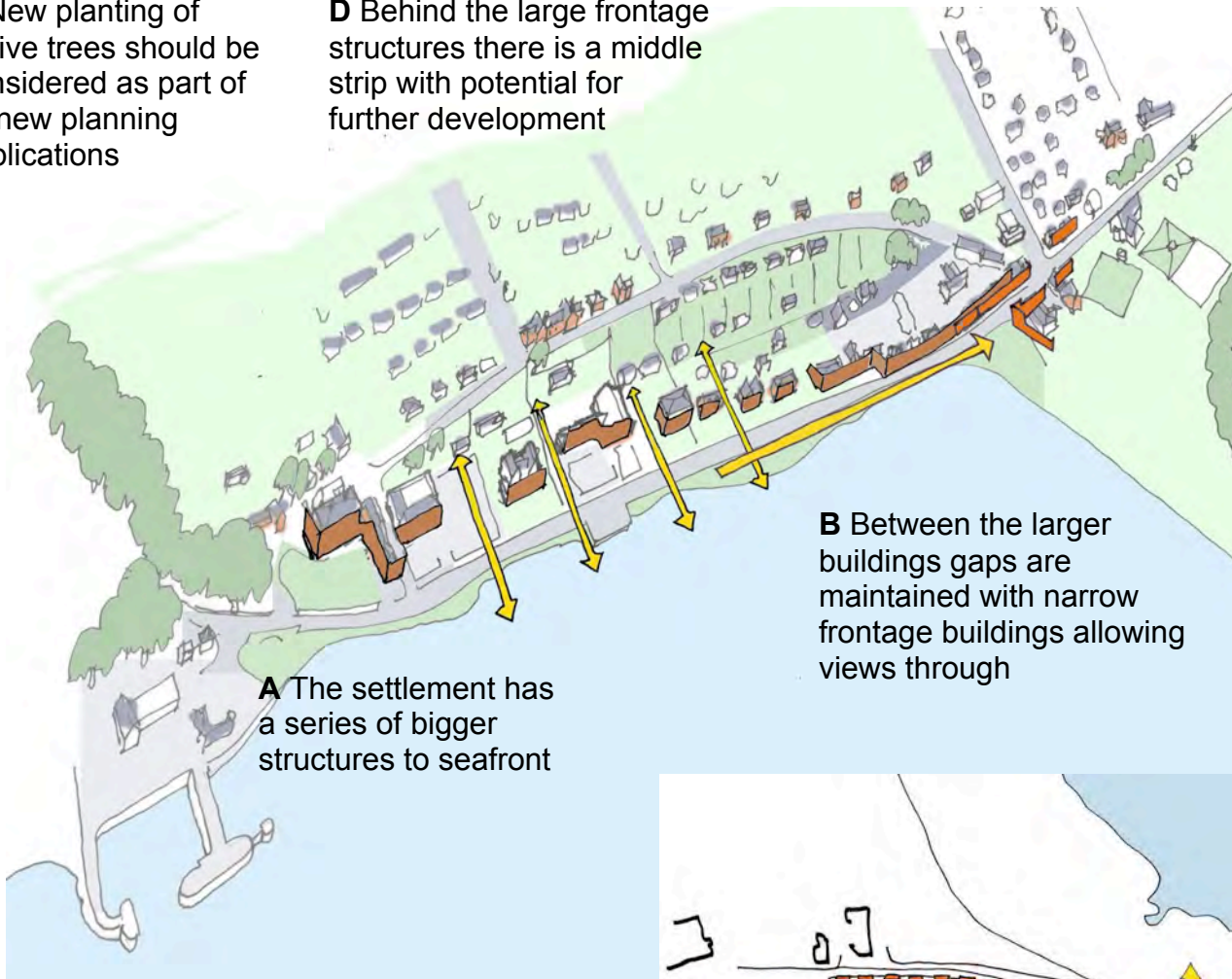


E New planting of native trees should be considered as part of all new planning applications

D Behind the large frontage structures there is a middle strip with potential for further development

TOWNSCAPE OVERVIEW

C Any new developments to the west end should reinforce the street frontage – a landmark stop end building to the end of the shorefront is possible



BRODICK TOWNSCAPE STRATEGY

The settlement of Brodick was developed in the 19th century around the pier and what is now the west end of the main shorefront. The bulk of the settlement was developed in the middle of the 20th century between these two Victorian developments.

The settlement is set out with three distinct layers of building. The main frontage facing the sea is a series of large freestanding buildings set with major gaps between them. Behind this frontage is a second strip of smaller buildings looking out between the large structures. The slope of the ground rises as you move away from the seafront to a third row of buildings – predominately Victorian houses and Alma Terrace.

Any future development should respect and enhance this established urban pattern. Key strategies to maintain the quality of the environment for the settlement are required for each element.

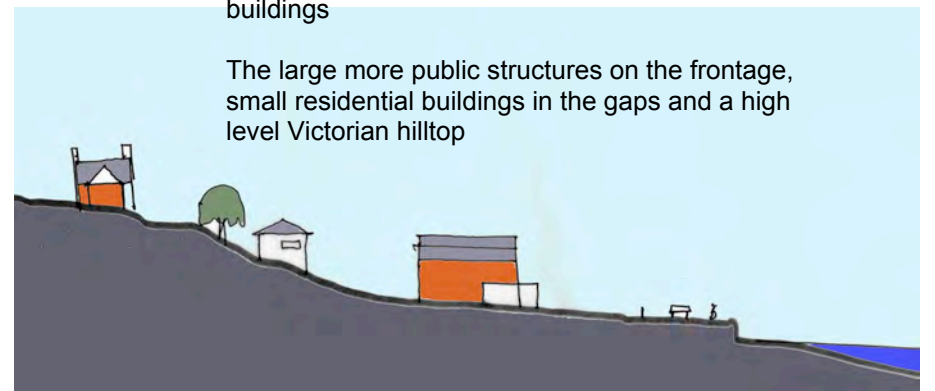
- A** The settlement has a series of bigger structures to the seafront. Several of these are hotels or former hotels. These are potential development sites. Replacement of these buildings should be with structures of similar bulk and frontage. The width of the building frontages are critical in maintaining the permeability of this front layer of buildings.
- B** Between the larger buildings gaps are maintained with narrow frontage buildings allowing views through. The maintenance of these gaps is fundamental to retaining the scale and form of the settlement. The layering of buildings can only be maintained with this intermittent development.
- C** The west end of the settlement is the core of the original settlement. The junction of roads around the post office, community hall and small co-op convenience store is the only place where there is any sense of urban enclosure. Any new developments to the west end should

reinforce this street frontage. The site of the co-op convenience store is visually significant in its terminating of the promenade. This building marks the change from a promenade to the close street front of the old settlement. The convenience store site is a book end building to the end of the shorefront.

- D** Behind the large buildings, which form the frontage, there is an intermediate strip of predominately modern buildings. This area of land has a mixture of building types and sizes with many areas of open ground. There are extensive areas of under-developed ground to the west end of this zone. This area offers significant potential for infill development.
- E** Tree planting has historically been a significant part of the Brodick townscape. The varied nature of the buildings would benefit from the visual integration provided by new tree planting. Where appropriate additional native tree planting should be provided as part of any new planning application.



The settlement centre plan has three layers of buildings



The large more public structures on the frontage, small residential buildings in the gaps and a high level Victorian hilltop