



# Lossiemouth Town Centre Improvement Plan

October 2022

## Vision

Lossiemouth is a key tourist destination and attractive seaside town. The Plan seeks to ensure that Lossiemouth has a vibrant, attractive and inclusive centre that both visitors and residents can enjoy and where local businesses thrive.

## Aims

- Explore opportunities with landowners and other relevant parties to bring vacant, derelict and underused buildings and sites, such as the Warehouse Theatre, back into use to encourage people to live and use shops and facilities within the town centre.
- Support the reinvigoration of Station Park to encourage more activity and use;
- Support the development of a community well-being hub;
- Improve the public realm along Queen Street and the Esplanade to create an attractive, inclusive and safe area for residents and visitors through paving, seating and planting;
- Improve signage and develop an Interpretation Trail;
- Explore opportunities to light up features within public spaces such as the Esplanade;
- Encourage people to walk and cycle (active travel) by improving paths and roads to make them easier to use for people of all abilities (inclusive) and investigate the potential for a cycle hub at the Esplanade and/or as part of the Station Park redevelopment;
- Explore the opportunity to make Queen Street and the Esplanade more inclusive and pedestrian friendly through a review of parking provision and disabled parking;
- Investigate further opportunities for electric vehicle (EV) and bike charging points, cycle parking and storage; and,
- Support the refurbishment of public toilets that have been the subject of a Community Asset Transfer (CAT) and investigate the potential for outdoor and indoor showering facilities.

## TC1 BRING VACANT BUILDINGS AND SITES BACK INTO USE



### Proposed Outcome

- Redevelop and/or refurbish vacant and derelict buildings and sites for residential and/or community uses;

The Council will work collaboratively with landowners and other relevant parties including Registered Social Landlords (RSL's) and constituted community bodies to explore opportunities to bring vacant and derelict buildings and sites that are in or in close proximity to the town centre back into use. This will help to encourage people to live in the town centre, support local businesses, access community facilities and reduce the need to make local journeys for daily needs by car.

### The Warehouse Theatre

The vacant Warehouse Theatre is located on Commerce Street and Pitgaveny Street in close proximity to the Esplanade, Station Park and Harbour. The Lossie 2-3 group propose to renovate the building to create a community hub with a wraparound service for the most disadvantaged. The proposal has successfully secured funding from the National Heritage Lottery Fund (HLF) and local sources such as Baxters and recently reached Stage 2 of the Regeneration Capital Grant Fund (RCGF). The Council will continue to work with and support the Group in identifying funding sources for this proposal given the economic and social benefits for the town centre and the wider community.

## TC2 REDEVELOPMENT OF STATION PARK (OLD RAILWAY STATION)



### Proposed Outcome

- Work with community bodies to explore the opportunities to redevelop Station Park to encourage more activity and use (e.g. events, play facilities, business/tourism).

The area around the Old Railway Station is tired and underused compared to other parts of the seafront. The location of the new access bridge to East Beach provides an opportunity to reinvigorate the area and increase its use and functionality which in turn, will attract more visitors to the town and support local businesses and facilities.

The current level changes limit accessibility from the car park and the flexibility for community events. Any redevelopment will need to address this issue. The functions of the area must also be clear to encourage greater use of the area, i.e. seating area, event space, play area, view point, community garden, outdoor gym equipment. Consideration will be given to the potential for covered outdoor performance space within any redevelopment. The former station building provides opportunities to redevelop to provide a community and/or tourist facility.

A number of community groups are involved in the maintenance of Station Park and have aspirations for the redevelopment of the area. Station Park has recently been the subject of an Expression of Interest (EOI) for a Community Asset Transfer (CAT). The Council will continue to work with the community groups to redevelop the area and identify potential funding sources.

## TC3 ENHANCING STREETS AND PUBLIC SPACES



### Proposed Outcomes

- Improve the public realm at the Esplanade, Clifton Road (North West) and Queen Street to make it a more attractive, safer and inclusive place for pedestrians and cyclists; and,
- 'Green' streets and public spaces with additional planting.

### Esplanade

The Esplanade and surrounding area is a well-maintained space with attractive planting and a number new paths have been provided following the installation of the new access bridge to East Beach. However, the area would benefit from a cohesive approach to street furniture (benches, bins, bollards) and there may be opportunities for further planting. A review of the public realm along with parking including disabled parking will be undertaken to inform any future proposals. The Council is aware that the community have aspirations for an art trail along the seafront and will work with community groups to ensure a cohesive approach is taken to any public realm improvements.

### Clifton Road (North-West)

A longer term project would be to redesign the public realm and traffic calming along the north western section of Clifton Road. This would help to enhance the existing outdoor café culture and encourage the use of shops. Proposals would look at parking arrangements, widening of footways, enhancing the traffic calming measures and providing additional crossing points from the Esplanade. Detailed designs would be subject to public consultation.



## **Queen Street**

There are a number of shops and retail services located along Queen Street which is main thoroughfare used by residents and visitors. Queen Street is a wide, relatively straight road. Widening footways and introducing new paving and planting would help to create a more pedestrian friendly environment by helping to slow traffic and making crossing easier. Detailed designs would be subject to public consultation.

## TC4 IMPROVE SIGNAGE AND DEVELOP INTERPRETATION TRAIL



### Proposed Outcomes

- Work collaboratively with Visit Moray Speyside to review and rationalise street signage, and consider opportunities for digital (i.e. QR codes) signage; and,
- Develop a cohesive interpretation trail based on local knowledge and Discover Moray's Great Places.

### Signage

Signage is an important element within a town centre as it helps visitors find their way around. It is important for promoting tourism and directing visitors to local attractions. However, too much is confusing, leads to clutter and detracts from the appearance of the town. The Council will work collaboratively with Visit Moray Speyside to review signage and explore opportunities to rationalise and incorporate digital wayfinding. Integrating ground level waymarking that ties in with a heritage or other trails will be investigated to help reduce the clutter of multiple signs. The review will focus on providing clearer directions to all of Lossiemouth's attractions and amenities.

### Interpretation Trails

An interpretation trail is important for tourism as well as promoting the heritage of the town for local residents. A significant amount of work was undertaken through the Discover Moray's Great Places project and the Council is intending to develop this into a heritage trail that will cover the whole of Moray. This will provide a coordinated and consistent approach/format for heritage trails. There will be opportunities for local communities and groups such as Lossiemouth Heritage Association to inform the development of their part of the trail. Depending on the shape and form that these trails take, there may also be opportunities to develop complementary bespoke local heritage trails which further support tourism.

## TC5 SUPPORT WALKING AND CYCLING (ACTIVE TRAVEL)



### Proposed Outcomes

- Develop the Active Travel Network and an Active Travel Masterplan for Lossiemouth in consultation with the community;
- Provide new and improved cycle parking at key destinations within the town centre; and,
- Explore the potential for a cycle hub at the Esplanade or Station Park.

### Active Travel

The Council's Active Travel Strategy 2022-27 sets out a number of actions to encourage people to walk and cycle. These include further developing the Active Travel Network and developing Active Travel Masterplans for key settlements across Moray, including Lossiemouth. The Council will continue to work with the community to deliver the Active Travel Strategy and secure external funding sources to implement.

### Cycle Parking and Storage

Provision will be made to upgrade and add cycle storage and parking facilities in key locations in Lossiemouth identified in consultation with the community. Further facilities for storing and charging electric bikes and the potential for a cycle hub at the Esplanade or Station Park will be investigated subject to finding an operator(s). The cycle hub would include a repair station as well as parking and e-bike charging facilities.

## TC6 ELECTRIC VEHICLE (EV) & BIKE CHARGING POINTS



### Proposed Outcome

- Explore opportunities to provide additional EV charging points to promote environmentally conscious travel and encourage healthier lifestyles.

The proposal aims to build on the carbon conscious and active travel provision within the town centre. The proposal will investigate the potential to increase the network of EV chargers within the town centre for use by residents and visitors in keeping with the Scottish Government's new funding requirements and the Council's future EV strategy. The facilities would be located in key destinations such as public car parks surrounding the town centre.



## TC7 PUBLIC TOILETS



### Proposed Outcome

- Support the refurbishment of public toilets that have been the subject of a CAT.

There are two public toilet facilities within Lossiemouth town centre. The public toilets at Station Park are currently maintained by Lossiemouth Community Council. The public toilets on the Esplanade are owned by the Council however, it is understood that a community group have aspirations to undertake a CAT for these also.

The Council will work collaboratively with Visit Moray Speyside and community bodies to support refurbishment plans for public toilet facilities that have been the subject of a CAT, including the installation of indoor and/or outdoor shower facilities to support local beach activity groups (i.e. surfers) and identify further funding sources.