

WEST DUNBARTONSHIRE COUNCIL**Report by the Strategic Lead - Regulatory****Planning Committee: 10th June 2020**

Subject: Queens Quay Design Codes: Consultation Responses and Street Naming Strategy

1. Purpose

- 1.1** To inform the Committee of the main points of the representations received from the consultation exercise, details of the Proposed Street Naming Strategy and to advise on the next steps.

2. Recommendation

- 2.1** That the Committee notes the main points raised within the consultation responses which will shape the finalised design codes which will be presented to the August Planning Committee for approval.
- 2.2** That the Committee approve the draft Street Naming Strategy Annexe and that details of the street names based on the Strategy will be presented to the August Planning Committee for approval.

3. Background

- 3.1** A Design Framework, including Masterplan has been approved for the central 23 hectares of the site and Planning Permission in Principle has been granted for up to 1,000 new houses, commercial, health and leisure uses, public realm and road infrastructure. The Design Codes built upon these approved documents by providing detailed guidance regarding the future development form in particular the housing element.
- 3.2** The Draft Queens Quay Design Codes were approved for consultation by Planning Committee on 12th February 2020. Appendix 1 includes the Design Code document. The guidance was published for consultation on 17th February 2020 for a 9 week period, with comments sought by 20th April 2020. The guidance was made available on the Council's website, in libraries and sent to relevant organisations such as community councils, housebuilders, housing associations and relevant Council services. It was also sent directly to relevant landowners/developers and advertised in the local press. In light of the disruption of COVID 19 the consultation period was extended by another 4 weeks to the 20th May 2020.

4. Main Issues

- 4.1** In response to the consultation, 25 responses were received: 4 from key agencies and 21 from design professionals, individual developers, individuals, Council Services, partner organisations and community groups. This included the landowner and the local MP. Some of the responses received were anonymous. A short summary on the responses received is provided below together with initial responses.

Key Agency Consultees

- 4.2** The comments from the Key Agencies centred on the features of the landscape approach applied across the site that related to the specific discipline of the agency/consultee.

This included;

- Open Space provision
- Sustainable Urban Drainage solutions
- Diversity in tree and planting species
- Measure to protect the Wintering Redshank.
- Relationship of development to the Titan Crane

- 4.3** The comments are noted and the Design Codes could provide guidance around the approaches to SUDS and the diversity of planting species to compliment the site wide approaches to this. This could be linked to the planning permissions on the site and the masterplan.

Responses from design professionals/developers/ individuals/council services and community groups

- 4.4** The majority of the respondents agreed that the document was easy to use and navigate due to the formatting and approach taken and that the use of photographic examples of 'preferred' and 'not preferred' development details was particularly helpful. It was felt by respondents that the document would give comfort to developers that their development would sit within a community of consistently high standards of development, while giving room for architectural interpretation and expression. Some parties suggested that the level of prescribed detail should be increased to be more aligned with more prescriptive Design Codes, while others suggested the existing codes were too prescriptive. The respondents also helpfully identified the areas of the document where they felt this applied and where further clarity would be beneficial in communicating what the Council wished to see.

The main points of responses are summarised as follows:

- Clarity over the level of detail and prescription contained in the document and what falls to developer design.
- The importance of maintaining consistency of the quality of development proposals over time.

- Clarity around the areas that the Design Codes can influence and those that fall under the remit of the Planning in Principle Permission.
- Additional detail around the character and built form of the waterfront in the diagrams, explanations and images.
- More information on roads and parking infrastructure.
- Consideration of the local climate and the impact on development.
- Suggestion to include details of public art in the document.
- Consideration of street naming to link in with addressing the culture and history of the site, including pre-industrial heritage.
- The inclusion of health and wellbeing as a thread underpinning the document.

4.5 Many of the comments received through the consultation response will require further consideration to ensure that there is clarity around the detail, the purpose and application of the Design Codes. It has always been envisaged that the Design Codes document would strike a balance between providing guidance and being overly prescriptive to deliver high quality places. This would be integrated into the planning and design processes that would shape the Queens Quay environment. An over prescriptive document would weaken the approach and vision for the Queens Quay site, however, a level of guidance and advice that still allows freedom for developers to innovate would be encouraged with marketability and commercial viability would be embedded in the Design Codes.

Response from the landowner

4.6 The landowner/developer (CRL) responded on the online survey and this was supplemented further with a detailed review of the Design Codes prepared by a consultant architect firm in order to communicate more fully their views on the Codes. The document 'Queens Quay Design Guidelines Review' acknowledges that the aspirations to realise a high quality development that creates distinctive and memorable regeneration of the site are goals that are shared between the Local Authority and the developer. The importance of balancing flexibility, creative response and the shifting economic and social picture is highlighted in the document.

The main points of responses are summarised as follows:

- The document is aligned in many respects with the approach taken in the Design Codes to offer a flexible way forward for developers with enough detail to create cohesion across the whole site.
- Demonstrates possible detailed approaches to the design of the development plots and streets leading to the waterfront while highlighting where further information would be beneficial.
- Seeks additional detail around roof pitches, massing and building heights.
- It mentions the section on 'materiality and robustness' as a particular strength of the Design Codes.

- It shows the eastern edge of the basin and the mixed use development as pavilion blocks with surface parking (which is a departure from the Masterplan).
- Suggests the need for confirmation from council services on the acceptance of the proposed parking and roads strategies in the Design Codes.
- Looks for more detail and emphasis on the importance of the design quality on the waterfront including giving more scope for variation and flexibility in massing and height.
- Suggests that the Design Codes may be inadvertently promoting suburban development over urban and more clarity is required around this.
- Seeks clarity over some of the diagrams, including the treatment of the mews area, street widths that are dictated by the masterplan, the nature of the street/road and the approach to landscaping and character areas, especially around the basin.

4.7 The detailed response from the landowner is welcomed and the Review document which critiques the Design Codes offers clarity around where the ambitions of the Council and the developer are aligned. The suggested built form diagrams and drawings shown in the Review document give weight to the principles set in the Design Codes while demonstrating what can be achieved when using the Design Codes to take forward development on the various plots. The Review document assists in giving some direction as to where more clarity or more detail is required, for example; the response demonstrated that the reference to ‘pavilions’ at the waterfront could be misconstrued and that a very literal interpretation of the diagrams could be taken by a prospective designer. This submission will facilitate further discussion before the Design Codes are finalised.

Annexes to the Design Codes

4.8 The work done around the Design Codes by officers and some of the responses has suggested that further work to develop strategies around sustainability, street naming, heritage and the arts should be developed and taken forward. Already, work has commenced on an Energy Strategy annexe which will encourage a ‘fabric first’ approach in the design of the future homes on Queens Quay. This will ensure the sustainability credentials of new development work cohesively with the new energy centre and this will be presented to a future Planning Committee for approval.

- Annexe 1: Queens Quay Energy Strategy
- Annexe 2: Queens Quay Street Naming Strategy
- Annexe 3: Queens Quay Arts Strategy

It is recognised that a well designed place, good quality housing and the sense of identity that comes from heritage and culture have positive effects on levels of health and wellbeing. The Design Codes and subsequent annexes

for the Queens Quay site are intended to work as a suite of documents with health and well being strategies embedded as a cross cutting theme in all documents.

Annexe 2: Queens Quay Street Naming Strategy

- 4.9** A Street Naming Strategy will reflect the aspiration in the draft Queens Quay Design Codes to ensure the history and heritage of Clydebank and the surrounding area is referenced in the wider development. This document will form Annexe 2 to the final Queens Quay Design Codes and is contained in Appendix 2. This strategy seeks to proactively contribute to placemaking across the Queens Quay site, making known key heritage narratives and telling Clydebank's stories. It is intended that, through this innovative approach to street naming, both residents and visitors to the area alike will feel positively engaged in Clydebank's streetscape and the town's unique identity.
- 4.10** The strategy seeks to link with the other annexes and set out a contextualised and scalable framework for street naming that centres on a storytelling approach and a strong narrative. This may open up opportunities to create digitally available heritage interpretation and associated learning materials. Narratives to the history of Clydebank as a town of shipping and industry but may also relate to the pre burgh history or individuals such as Ian McHarg, a Clydebank born landscape architect of international reputation who offers a clear link to the wider landscape of the Kilpatrick Hills and beyond.

Responses from Elected Members Workshop

- 4.11** Elected members were presented with the Design Codes Draft Document at a workshop on the 5th December 2019. The document was well received and offered assurances that the development coming forward would be held to a high standard and that the approach across the site would be consistent. Members sought clarity on how the details provided can help to establish the character on a new development; they encouraged the use of colour on the site, guidance on garden sizes and boundary treatments onto streets and the approach to bin stores. The comments have been considered and will be taken forward with further clarity provided in the Design Codes document.

Response by Place and Design Panel

- 4.12** A Place and Design Panel session was held on 14th January 2020 where the Design Codes were presented. The Panel praised the ability of the document to tell prospective developers enough to ensure clarity around expectations but still offer flexibility for design. They could see the 'deep thinking' and 'rigour' that had been applied to the Design Codes and were in favour of the approach to limit prescription while driving quality and good design. The key areas where the Panel felt the document could be strengthened: additional detail around pavilion buildings on waterfront; the landscaping illustrations could be positioned first in the document; the application of a 5 year defects

liability period to the landscaping; cycling should feature more in the document. The Panel also suggested that consideration should be given of what it takes to establish communities for example schools. The comments of the Panel are noted and that it is considered that there is scope to include recommendations around the landscape defects period, the inclusion of more focus on cycling and the addition of more detail around the possibilities for the pavilion blocks on the waterfront. Creating a sustainable community on this site will be fundamental to the success of this site as well as for the wider Clydebank area.

Next Steps

- 4.13** Due to the level of detail raised within many of the consultation responses, further time is required to fully consider, respond and amend the Design Codes as appropriate. The representations received will result in changes to the document and these will also require to be discussed with the landowner before finalising the Design Codes, especially in relation to the comments raised to the document by the landowner themselves. A finalised version of the Design Codes, incorporating the Queens Quay Energy Strategy Annexe, Street Naming Strategy Annexe along with the full responses proposed to the points raised in the consultation will be presented to August Planning Committee for approval. A list of proposed street names for future streets in the Queens Quay development will also be presented to the August Planning Committee.

5. People Implications

- 5.1** There are no personnel issues associated with this report.

6. Financial Implications

- 6.1** There are no financial issues associated with this report.

7. Risk Analysis

- 7.1** It was not considered necessary to carry out a risk assessment on the matters covered by this report.

8. Equalities Impact Assessment (EIA)

- 8.1** Screening has been carried out on the Design Codes Document and the final document will address the issues raised in full.

9. Consultation

- 9.1** Details of the consultation are set out in Section 4.1 above and the responses to the consultation are set out in the report.

11. Strategic Assessment

- 11.1** The guidance is considered to support the Council's strategic priority of improving economic growth and employability.

Peter Hessett
Strategic Lead - Regulatory
Date: 10th June 2020

Person to Contact: Pamela Clifford, Planning & Building Standards Manager,
pamela.clifford@west-dunbarton.gov.uk
07774428221
Ashley Mullen, Place and Design Officer
ashley.mullen@west-dunbarton.gov.uk
07834235663

Appendices: Appendix 1 –Queens Quay Design Codes Draft 2nd
February 2019
Appendix 2 – Proposed draft street naming strategy –
Annexe 2.

Background Papers: Committee report: Draft Design Codes Committee Report
12th February 2020.

Wards Affected: Ward 6 Clydebank Waterfront.