

# Lossiemouth Town Centre Improvement Plan

December 2021

## **Vision**

Lossiemouth is a key tourist destination with a vibrant, attractive and inclusive centre that both visitors and residents can enjoy and where local businesses thrive.

The Vision is supported by a series of objectives set out below:

- Improve the public realm along the Esplanade and Clifton Road and create a cycle hub to support active travel.
- Reinvigorate the Old Station to encourage more activity and use.
- Revitalise James Square to create a vibrant multi-functional space that would become a key asset for the community.
- Improve the public realm along Queen Street to create a more pedestrian friendly environment.
- Provide a refreshed and consistent approach to signage and waymarking throughout Lossiemouth.

## Reinvigorate the Esplanade and Clifton Road (NW)



### Proposed Outcome

- Reinvigorate the Esplanade by improving and redesigning the public realm to enhance accessibility, encourage active travel and create an attractive seafront.

### Aims/Purpose

The project aims to reinvigorate the public realm along the Esplanade and along Clifton Road around the shops/café's etc. The location of the new access bridge to East Beach gives an opportunity to reinvigorate this area to enhance accessibility and create an attractive sea front. The aim is to boost visitors to the area and encourage them to visit the cafes and shops.

Whilst the proposal for the new East Beach bridge includes changes to the paths and signage the extent of work is limited and wider improvement to public realm in this area would create a more welcoming, vibrant and attractive space. Designs must propose a consistent, fresh approach to signage, street furniture, public art, lighting and planting that also ties in with the Old Station to improve the general appearance and attractiveness of the Esplanade.

Introducing high quality paving materials to widen paths, new planting and street furniture would create an attractive link from the car parks to East Beach and shops/cafes. Providing new seating would encourage people to use the space to rest, take in views, picnic or enjoy ice cream. The feasibility of providing public Wi-Fi along the Esplanade will be investigated.

A cycle hub to support active travel will provide cycle parking, e- bike charging and cycle repair station. The hub structure will have an unique aspirational design to create a focal point within the Esplanade area.

There is also potential for refurbishment of the Esplanade public toilets.

A longer term project to redesign the public realm and traffic calming along this north western section of Clifton Road would help to enhance the outdoor café culture and encourage use of the shops. Proposals would look at parking arrangements including EV charging opportunities, widening pavements, more attractive traffic calming measures and safe crossing points from the Esplanade.



# Redesign Old Station



## Proposed Outcome

- Redesign the Old Station to encourage more activity and use, including replacement play park.

## Aims/Purpose

Reinvigorate the Old Station to encourage more activity and use.

The area around the Old Station is looking tired and is underused compared to other parts of the sea front. The location of the new access bridge to East Beach gives an opportunity to reinvigorate this area increasing its use and functionality.

The current level changes limit accessibility from the car park and the flexibility of the area for community events. The redesign must address these issues. The functions of the area must be clear to encourage greater use of the area i.e. seating area, event space, play area, view point, community garden. Consideration will be given to the potential for an outdoor performance space within the redesign.

The former station building itself provides opportunities to redevelop this to provide a community and/or tourist facility. Sustainable uses for the Old Station that would not detract from existing businesses will be explored.

Play and recreation opportunities within the centre of Lossiemouth will be enhanced by upgrading the play area at the Old Station. Providing an all-inclusive and welcoming play park promotes health and wellbeing for all ages and abilities. The equipment will be vibrant and sustainable, making it an attractive and engaging area for children to play. Sensory equipment will be incorporated. Community involvement into the requirements and final design proposed.

Designs must propose a consistent, fresh approach to signage, street furniture, lighting and planting that ties in with the Esplanade to improve the general appearance and attractiveness of the sea/harbour front. Opportunities to increase EV charging should also be considered.

## James Square



### Proposed Outcome

- Consider options to create a multi-functional space that widens the use of the area for recreation and meets the needs of the community.

### Aims/Purpose

James Square is a key open space within the centre of Lossiemouth. This space is currently well maintained with attractive planters and heritage interpretation boards. However, the function of the space is limited and the space appears underused for what is a key area of open space for the town. Revitalising the space so this becomes a vibrant multi-functional space would help it become key asset for the community. Opportunities for community growing could be incorporated.

A designer will be appointed to lead a project to reinvigorate James Square and make it a more usable space for the community. The designer would engage with the community to identify their needs and any deficiencies to inform a new design for the Square. Consistency with the wider projects around Heritage Trail & Waymarking and public art would be required.

## Queen Street Public Realm Improvements



### Proposed Outcome

- Reconfigure Queen Street to help create a more pedestrian friendly environment.

### Aims/Purpose

Queen Street plays an important role with a number of shopping and retail services located along this road. The Co-op has recently re-located to the former cinema opposite James Square.

Queen Street is a wide, relatively straight road and traffic calming would help to slow traffic and make crossing easier. Redesigning the street with new paving, planting (trees and shrubs), and pavement widening would help create a more pedestrian friendly environment. Queen Street is also a key route for tourists into the centre of Lossiemouth and new waymarking will help direct people.

### Heritage Trail & Waymarking



### Proposed Outcomes

- Refreshed and consistent approach to signage and waymarking throughout Lossiemouth.
- Heritage trail supported by a visitor app.



## **Aims/Purpose**

Project aims to set out a strategy to provide a consistent and fresh approach to signage and waymarking throughout Lossiemouth.

Providing clear tourist routes to key attractions and tourist accommodation will aid navigation around the town. New signage, potentially incorporating ground level waymarking, would be used to guide people around Lossiemouth. Public art could also be used as way to direct and link different parts of the town e.g. from the Stotfield Hotel/Golf Course to Queen Street to the harbour and to the Esplanade and East beach.

Developing a formal heritage trail taking visitors around Lossiemouth using a range of waymarking and interpretative techniques would build on Lossiemouth's role as a tourist destination. The trail could be supported by a "Visit Lossiemouth" app.

## **Gregory Place Car Park**



## **Proposed Outcomes**

- Improve car park and provide new signposting.

## **Aims/Purpose**

The car park at Gregory Place has a deteriorating surface which would benefit from being improved to make the car park safer, more accessible and more attractive to use. The car park also needs to be adequately signposted to direct users to this as they approach the centre of Lossiemouth. The improved parking and new signposting should aim to reduce congestion along Clifton Road by directing cars to park at Gregory Place to access the beach.