



# Achterarder Charrette Report

September 2015

Achterarder Today



# Executive summary

This report sets out the outcomes of the Auchterarder Town Centre design Charrette, undertaken in spring 2015 with members of the local community and representatives from Perth and Kinross Council.

Initiated by Perth and Kinross Council with support from Auchterarder and District Community Council and Auchterarder Community Partnership, the Charrette was part of the Scottish Government's Town Centre Charrette Mainstreaming Programme. It was facilitated by a team led by 7N Architects with Nick Wright Planning (urban planner), Jura Consultants (culture and heritage) and Steven Tolson (property surveyor).

The focus of this Charrette was the future of Auchterarder town centre. The Charrette process enabled those involved to agree a vision for what they want the town centre to be like in the future, and create a set of ideas and actions to make that happen. The ideas and actions that emerged through the Charrette process, and indeed the process itself, are framed in terms of the Scottish Government's newly published Town Centre Toolkit.

Section 1 of the report describes the issues and aspirations that emerged from the initial Charrette sessions, desktop research and site analysis. Sections 2 and 3 focus on the physical, urban design placemaking interventions that were developed in response to the issues raised during the Charrette.

The proposals reflect the aspirations of the community at this point in time. They are not intended to be an overall regeneration strategy for the town as a whole; rather, the report describes a menu of short, medium and long term placemaking actions that could be taken forward by the Council and the local community together.

The sketches and plans in the report are intended to illustrate how the town centre could be transformed, but more detailed design work will be needed for each of the projects to be taken forward where the specifics of each proposal may change as they progress through more detailed design and consultation.

Many of the key issues identified in the Charrette, such as the quality of the public realm, parking, and the lack of facilities for young people had been identified during previous engagement and community gatherings, with the principal barriers to addressing these issues being defined as a lack of effective mechanisms, processes and resources to deliver initiatives. In times of limited resources, it is critical that ways are found to make progress even if there is limited scope to deliver large scale projects. Auchterarder clearly has an extremely active and energised community who are focussed on and committed to improving the town and effective co-ordination between P&KC and the community groups would significantly enhance the pathways to the delivery of future initiatives.

The report is intended to evidence the shared sense of purpose that emerged through the Charrette process, to provide a common vision for Auchterarder town centre, a flexible framework for regeneration, and to be a resource to help community, business and public sector partners develop and progress individual projects towards a common goal.

# Charrette Workshop



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# Introduction and Context

An introduction to the report, the Charrette, local issues, aspirations and context

Achterarder's picturesque  
Town Centre





# The Charrette

## Introduction

### Key information Sources

Auchterarder Community Profile (PKC)  
Auchterarder Development Framework 2006 (PKC)  
Auchterarder High Street Vision options study 2013 (ADCC)  
Auchterarder Parking Options Study 2010 (ADCC)  
Auchterarder Retail Study 2013 (PKC)  
Perth and Kinross Employment Land Audit 2013 (PKC)  
Perth and Kinross Housing Land Audit 2014 (PKC)  
Perth and Kinross Local Development Plan 2014 (PKC)  
Perth and Kinross Retail Study and Town Centre Review 2014 (PKC)  
Rural Perth and Kinross LEADER Business Plan 2014-20

ACP: Auchterarder Community Partnership  
ADCC: Auchterarder and District Community Council  
PKC: Perth and Kinross Council



Steven Tolson

### Auchterarder and the Town Centre

Auchterarder lies between Perth and Stirling, in the shadow of the Ochils and immediately adjacent to the A9 and railway linking Glasgow with Perth, Dundee, Aberdeen and Inverness. The town is around an hour's travel time from Edinburgh and Glasgow. The Gleneagles Hotel, on the western edge of the town, is an important visitor destination and employer; it has a reputation for hosting major international events including the Ryder Cup, the G8 summit and, most recently, T in the Park.

Auchterarder itself has a population of around 4,200 and serves as a centre for the surrounding area; the town's health centre, for example, serves a population of around 8,000.

The town centre contains recently rebuilt primary and secondary schools, sports centre, health centre and a range of shops, businesses and other facilities. Most of these are distributed along or immediately adjacent to the town's High Street, which forms the spine of the "lang toon".

The town has a number of active 'civic' groups including the Auchterarder and District Community Council and Auchterarder Community Partnership; their members have a track record of delivering major projects, such as refurbishment of the Aytoun Hall as the town's central community facility.

Significant urban expansion is planned over the coming years for Auchterarder. An additional 538 homes are planned across 3 significant sites, at the rate of 25 to 30 per year plus an additional 8 hectares of business/industrial land. The first phases of this growth have already begun.

With such significant expansion, there is local concern about the capacity of town centre facilities and infrastructure (such as parking) to accommodate the additional demand – but also a desire to make the most of the opportunities offered by population growth for improving business and quality of life. The Community Council and Community Partnership are keen to ensure that the town centre is fit for the future, and have been considering parking improvements and options for new retail space and public square over the last couple of years. The Charrette offered an opportunity to consider these and other improvements to the town centre in the round.

# Auchterarder town centre: what next?

bring  
an  
idea!

Do you want to make your town centre better? Come along and help us work out how.

Young and old, residents and businesses, Council and community groups:  
**everyone** is welcome!

**IDEAS + AMBITION** Friday 13th March 5:30pm sharp-7:30pm Aytoun Hall  
**PRIORITIES + ACTION** Thursday 9th April 5:30pm sharp-7:30pm Aytoun Hall



AUCHTERARDER AND DISTRICT  
COMMUNITY COUNCIL



Auchterarder  
Community  
Partnership

[www.auchterardertown.co.uk](http://www.auchterardertown.co.uk)



The Scottish  
Government



Image courtesy of Rkat via Panoramio

# The Charrette

## Introduction

The Five Step Charrette Process  
February to September 2015

1. A range of discussions with key community groups, school pupils, businesses and Council departments, accompanied by site visits and desk-based research (see 'Key information sources').
2. First public Charrette workshop focussing on visioning and priority projects (Friday evening 13th March).
3. Four week design studio period to produce draft proposals.
4. Second public Charrette workshop to agree and refine draft proposals (Thursday evening 9th April).
5. Finalise proposals.

## The Charrette

A Charrette is essentially a collaborative way of preparing proposals for future change in a particular place. The local community and professionals work together to identify issues and aspirations, and then design proposals in response to those issues and aspirations. In this case, a limited budget and timeframe meant that the engagement elements of the Charrette were necessarily short and sharp, although well publicised. It focused on two public workshops a few weeks apart plus other complementary engagement activities.

The local community has a track record in investing time and resources in excellent projects in the town centre such as the Aytoun Hall refurbishment. More recently, the local community has become increasingly concerned about the ability of the town centre 'infrastructure' to cope with significant population growth. The purpose of the Charrette was to respond to this and other town centre issues in the round.

This report focuses on physical, urban design placemaking interventions in response to the issues raised during the Charrette. It is intended to provide a flexible framework and vision for town centre regeneration in Auchterarder, and to be a resource to help community, business and public sector partners develop and progress individual projects.

Similar Charrettes were undertaken simultaneously in Aberfeldy and Crieff town centres by the same consultant team. A number of key principles emerged from all three Charrettes:

- Support collaborative working between Perth and Kinross Council and community groups.
- Create more people-friendly streets and spaces.
- Improve access to the town centres, transport networks and parking.
- Improve the physical fabric of town centres.
- Connect with other initiatives to coordinate marketing and business support.



Community Workshop  
at the Aytoun Hall



# Charrette Overview

## Process

### Charrette Process

The Charrette team's approach to placemaking is based on the premise that the physical aspects of places are intertwined with their economic and social wellbeing, and strategies for change must take a holistic view of how places work well. This is the approach embodied in the Scottish Government's newly published Town Centre Toolkit. It aims to balance aspirational long term thinking for the town centre with pragmatism, and to help make the most of existing budgets and potential future funding.

Fundamental to this is creating an agreed vision and set of principles, so that every effort made by the community, local authorities and agencies is a step in the right direction towards delivering something on the ground that will make a difference.

Analysis of existing information, discussions with selected local stakeholders and school pupils, and the first public Charrette workshop provided a rich basis of ideas and information on which to build proposals. Equally importantly, each of the two extremely well-attended public Charrette workshops generated a genuine buzz and enthusiasm amongst those involved to make the town centre a better place.

### Workshop One - 13th March 2015

This session focused on identifying local assets, aspirations, areas for improvement, and - looking ahead to 2030 - a vision for the future of the town centre. A summary of the outputs can be seen on subsequent pages: what people liked about the town centre, what they disliked, and the main focuses for future change.

### Workshop Two - 9th April 2015

The Charrette team presented draft proposals developed in response to the discussions at the first workshop. Facilitated discussion then sought community feedback, which assisted shaped the final proposals and recommendations in Sections 2 and 3 of this report.

### Other Consultation

To supplement this and to broaden the demographic of the community involved within the Charrette, the team held a classroom session with students from the Community School of Auchterarder to establish concerns and aspirations from a youth perspective which was discussed, developed and refined during the community Charrette workshops.





During Workshop One, people identified this image of a diverse, dynamic and varied St Andrew's streetscape as best representing their aspirations for the future of Auchterarder town centre.

# Charrette Workshops

## Community Likes



Independent Businesses



Countryside Connections



Active Community



Historic Buildings



Community Amenities

### 1. Independent Businesses

Auchterarder benefits from a vibrant and varied range of independent shops and cafés. During the Charrette, this was highlighted as one of the town's greatest assets and should be encouraged through future developments.

### 2. Countryside Connection

The quality of the surrounding natural environment was one of the key reasons identified for living in and visiting Auchterarder. An enhancement of connections and activities should be encouraged, with particular attention to the development of core paths and national cycle connectivity.

### 3. Active Community

The community is very active in Auchterarder, with at least 40 community groups supporting a range of activities within the town. The Charrette provided an opportunity for these groups to discuss future community engagement potential, with particular emphasis on incoming residents of the new, peripheral housing developments and youth engagement.

### 4. Historic Buildings

Auchterarder's townscape has a strong civic identity, benefiting from iconic buildings such as the Aytoun Hall. Suggestions came forward during the Charrette that night time illuminations and a town heritage trail would encourage locals and visitors feel more engaged with the town.

### 5. Community Amenities

With the Community school, library, parks and a hospital, Auchterarder is well served for public amenities. It was suggested that improved access to leisure facilities, longer opening hours and the reinstatement of the cinema would benefit both residents and visitors to the town.



The High Street is Auchterarder's principal commercial, civic and cultural artery, yet is dominated by vehicles and provides a poor user experience for pedestrians.

An accessible, navigable and people friendly High Street public realm is imperative to the success of the Town Centre.



# Charrette Workshops

## Community Dislikes



Inadequate Parking



Poor Quality Urban Realm



Lack of Youth Activities



Integration of New Housing



Poor Connection to Station

### 1. Inadequate Parking

It was made clear that Auchterarder's community suffers from inefficient and inadequate parking facilities within the town centre. Park and Ride schemes, multi-storey car parks and controlled parking zones were all discussed as options during the Charrette workshops, however it was clear that there would need to be a period of testing different approaches before investing in a permanent parking strategy for the town.

### 2. Poor Quality Urban Realm

The community expressed concern over the quality of the urban realm within the town. An upgrade of shabby pavements, repainting of high street buildings and the introduction of more greenery were discussed as achievable, short term gains for improving the town centre.

### 3. Lack of Youth Activities

A lack of leisure and employment opportunities for young people within Auchterarder was a key concern raised during the Charrette. It was felt that the stimulation of a more varied and active night time economy, along with the creation of a youth hub, would encourage youth to stay within the town.

### 4. Integration of New Housing

The community expressed a concern over integration of the new housing and residents within the expanding town and the creation of a dedicated, flexible and civic space for festivals, markets and community activities was discussed. It was felt that this could stimulate greater social cohesion through hosting a diverse programme of community events.

### 5. Poor Connection to Station

The poor connection to Gleneagles Station from A9 was highlighted as a key concern for the town. A pedestrian and cycle route linking Auchterarder to the station via the Ruthven Street Underpass and the reinstatement of a flyover on the site of the temporary Ryder Cup Footbridge were both considered as options for improving connectivity.

# Charrette Workshops

## Key Principles for the Future

### 1. Culture

Auchterarder will:

Be a creative community, supporting and nurturing active groups and creative talent within the community to provide a cultural focus to the Town Centre;

Auchterarder will have:

A flexible, community event space

### 2. Community

Auchterarder will:

Be an inclusive community for all ages;

Continue to support and nurture the strong existing community and support further initiatives.

Auchterarder will have:

Appropriate community facilities;

A flexible community activity Hub, accessible to all.

### 3. Town Environment

Auchterarder will be:

A destination as the gateway to Strathearn and Highland Perthshire;

A safe, clean and friendly pedestrian environment;

An attractive, accessible and well maintained town.

Auchterarder will have:

A strong and consistent identity and character;

A seasonal and varied streetscape;

Active, accessible, attractive green space.

People will know where Auchterarder is and where things are.



People Focussed



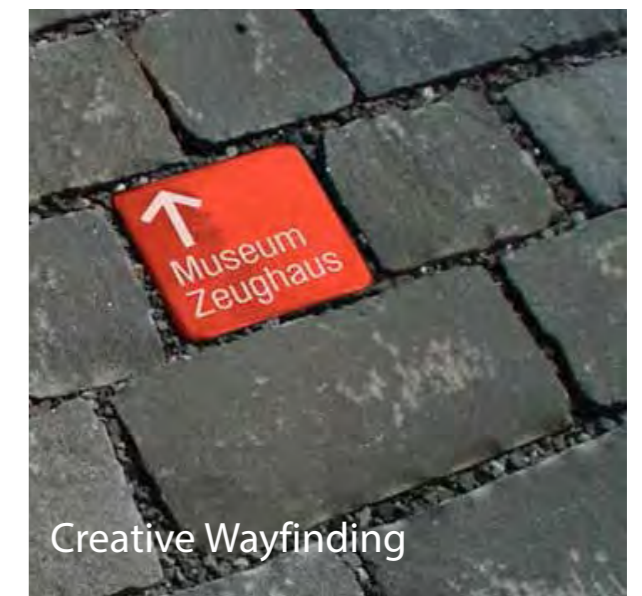
Flexible Event Space



Varied Streetscape



Engaged Green space



Creative Wayfinding

# Charrette Workshops

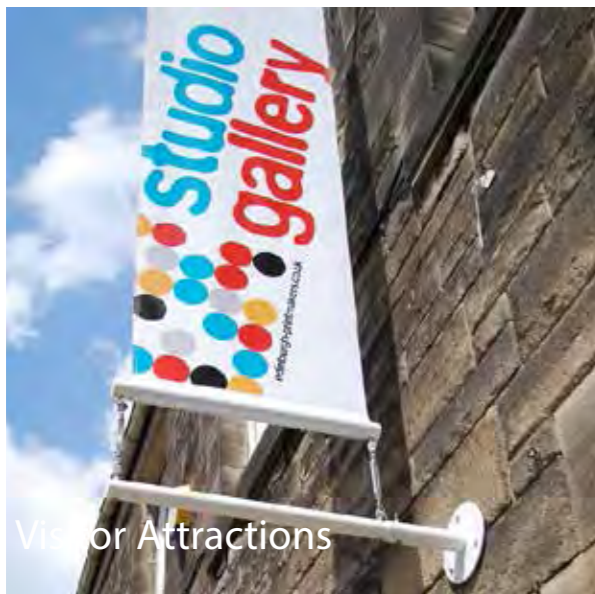
Key Principles for the Future



Active High Street



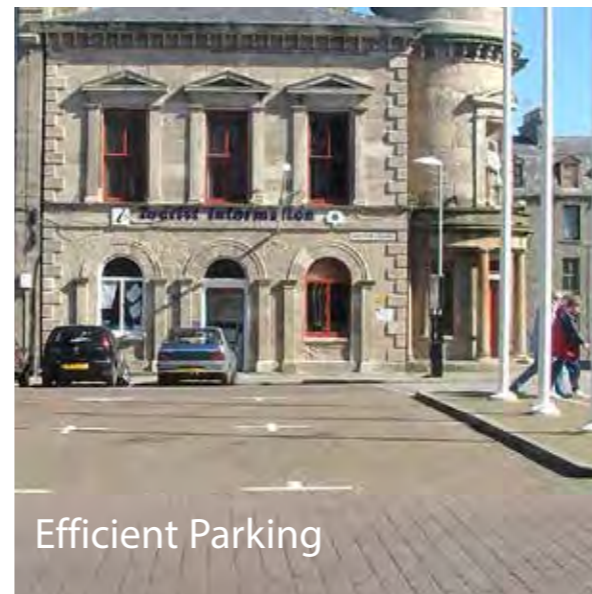
Connected Context



Visitor Attractions



Practical Public Transport



Efficient Parking

## 4. Natural Environment

Auchterarder will:

- Encourage the enjoyment of the natural environment for all through clear waymarking on local trails;
- Engage with the surrounding countryside;
- Look after its natural surroundings and take a lead on promoting responsible use of natural places.

## 5. Tourism and Leisure

Auchterarder will be:

- An attractive, diverse visitor destination;

Auchterarder will have:

- Leisure facilities for all ages;
- A community and local information centre.

## 6. Retail

Auchterarder will be:

- A retail hub for the local people, surrounding area and tourists.

Auchterarder will:

- Offer a variety of choice in a quality retail environment;
- Encourage local products.

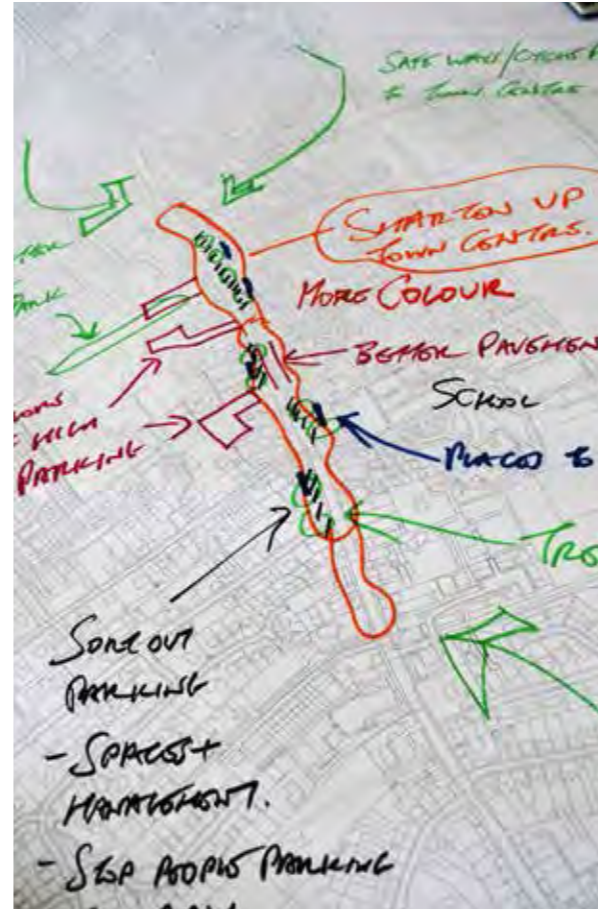
## 7. Transport

Auchterarder will have:

- Excellent connections, both within, and to and from the town, including walking, cycling and affordable public transport;
- A developed parking strategy for all users.

# Charrette Workshops

## Key Initiatives

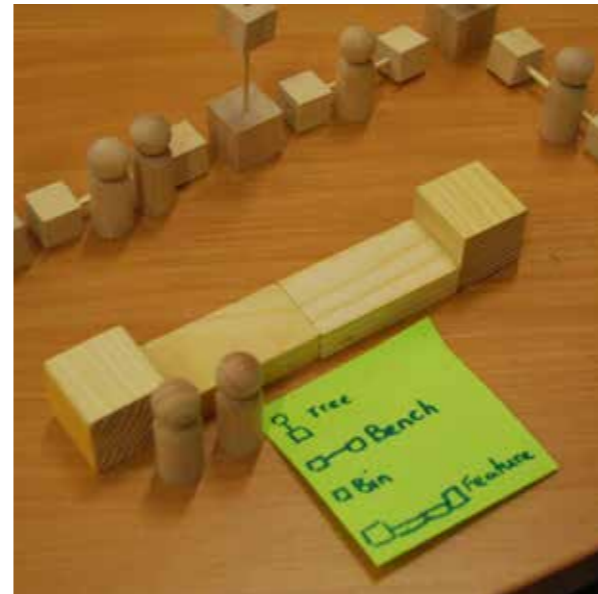


The Charrette proposals respond to the key issues identified in the first Charrette and were prepared by the Charrette team and presented at the second workshop to gain feedback and identify priorities. The outcome for this process is detailed in the following sections, but four, very clear priorities emerged.

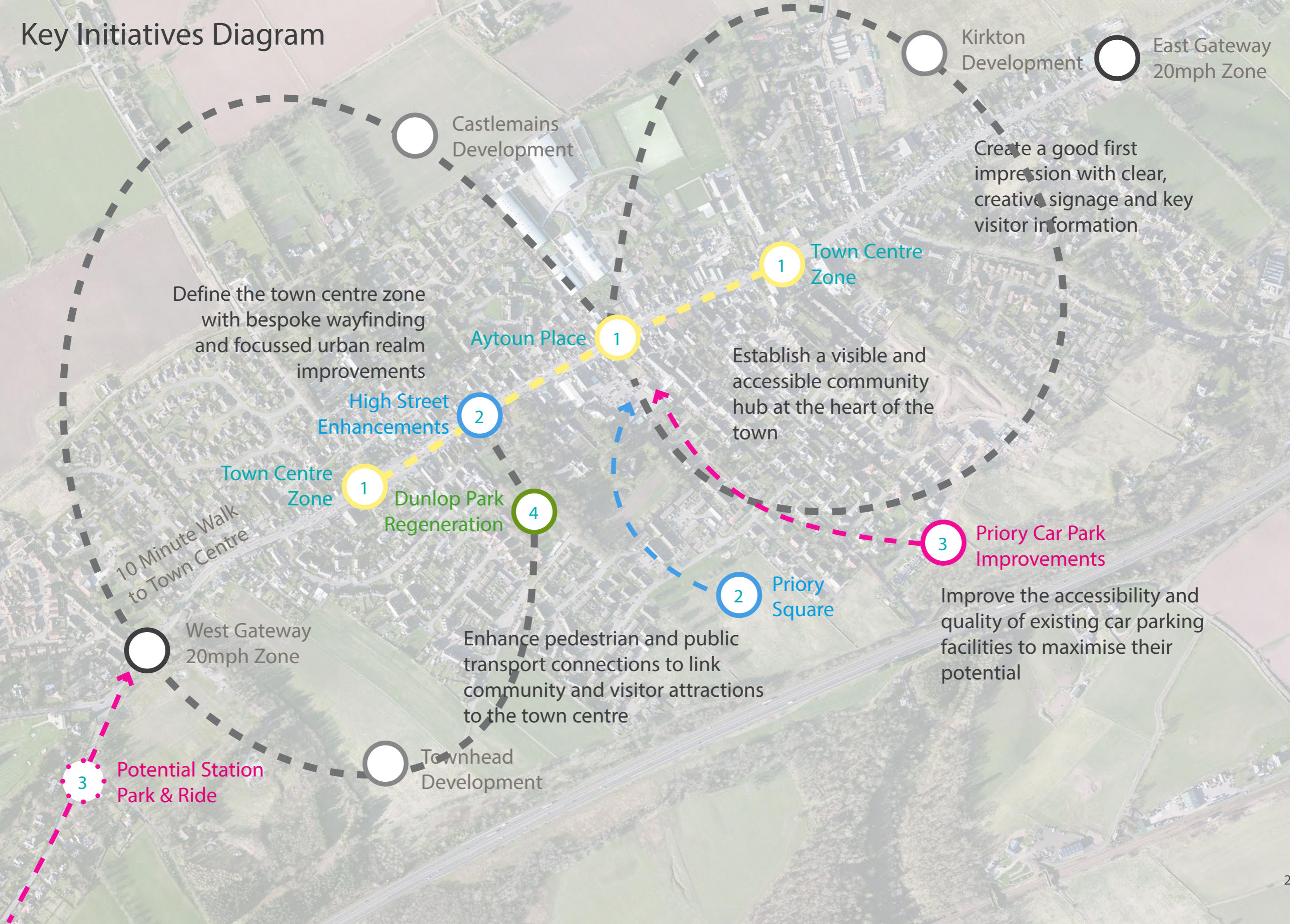
### Key Initiatives

Considering these issues in the round at the first public Charrette workshop, four clear priorities emerged:

- 1 Create a more attractive town centre for the community and visitors
- 2 Stimulate more evening activities. community events, Restaurants, bars and late opening cafes.
- 3 Address Car Parking within the Town; establish good signage and an adequate number of spaces for locals and visitors alike.
- 4 Activities for young people. Provide a space for teenagers in the evenings.



# Key Initiatives Diagram





# Charrette Proposals

The overall vision, strategy and design proposals developed in response to community issues and aspirations



Auchterarder needs to reenforce the heart of the town to stimulate the local economy, to integrate new residents and to attract visitors.



# Prioritising the Town Centre

Strategic Approach



# The Context

## The Challenge and Opportunity for Auchterarder



Auchterarder High Street is currently dominated by road surface, vehicles and parking. The quality of the public realm is generally poor and there is significant scope for improvement.



Future, consented, housing developed will increase the town's population. This presents a challenge to the town's civic infrastructure but it also presents an opportunity to reinvigorate the town centre and local businesses with increased footfall.



Auchterarder High Street in 1905 before it became dominated by vehicles. The space between the buildings remains the same so the challenge is how to return it to being more of a people place without discouraging car users from visiting it.

# Strategic Initiatives

## Proposal Developments

These are the key priorities arising from the Charrette that have informed the design proposals which are set out in this section



1 Create a more attractive town centre



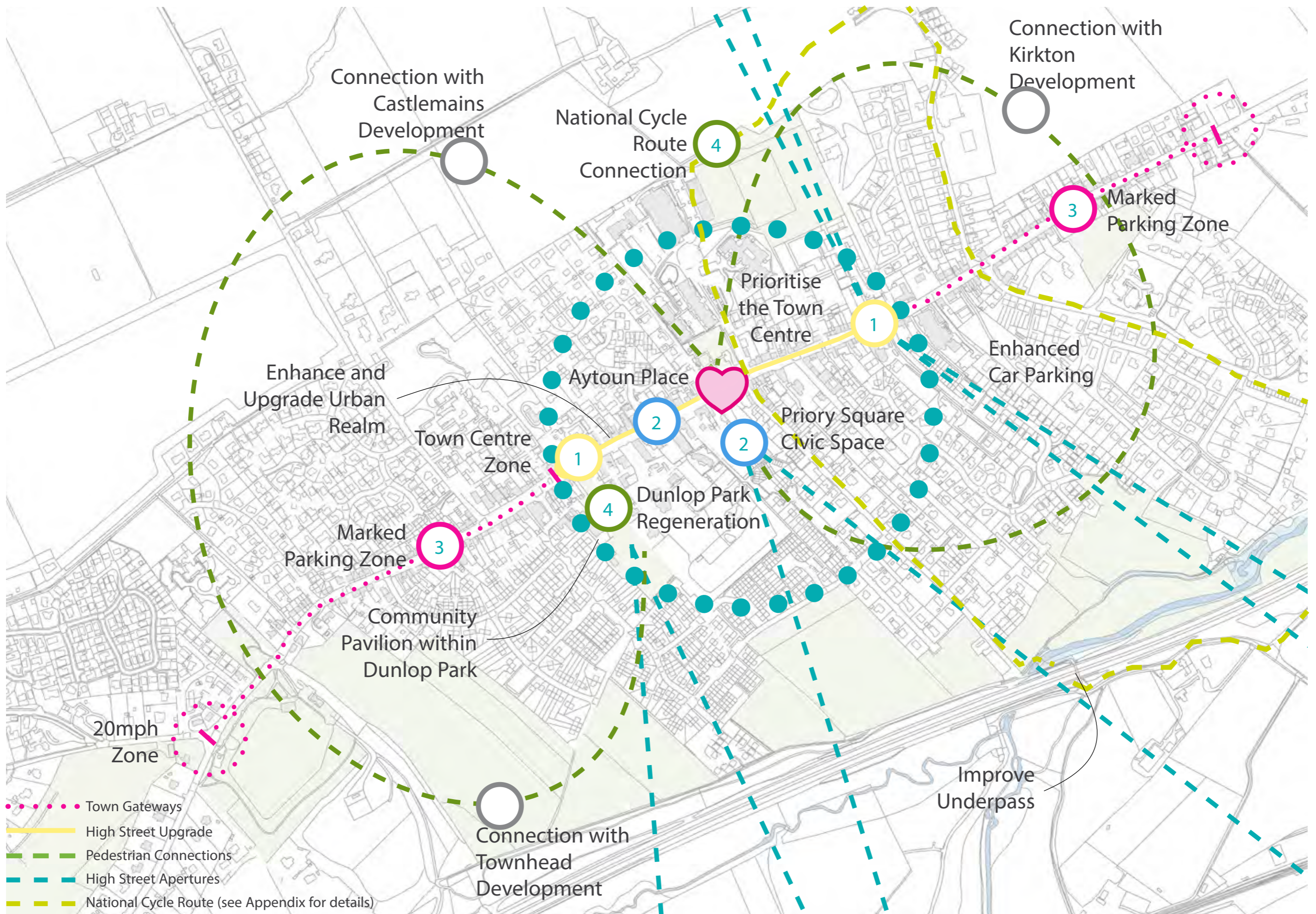
2 Stimulate more evening activities



3 Improve parking facilities for the town



4 Provide activities for young people



# Wider Connections



Temporary A9 Footbridge



Proposed Housing

Reduce Traffic  
+ Reducing Traffic  
ENCOURAGE ALTERNATIVE TRAFFIC  
FLY OVERS AT JUNCTIONS  
& SOUTH of AUCHTERARDER  
KNOCK DOWN ALL SHOPS FROM BARR  
TO GATES & OPEN OUT INTO CAR  
AS LARGE SQUARE  
- PUT IN NEW SHOPS @



ZUS Bridge, Rotterdam



Gleneagles Station

## Gleneagles Railway Station Connection

The lack of a good pedestrian/cycle connection between Auchterarder and Gleneagles Railway Station was raised as a key issue during the Charrette Workshops. The presence of a temporary footbridge during the 2014 Ryder Cup reinforced, for many people, the need for an accessible railway station for visitors and the local community.

Whilst the installation of a permanent foot and cycle bridge over the A9 demonstrates a significant challenge, both in terms of logistics and economy, it should be considered as a key, strategic development within area, linking a key transport hub to the wider community.

Examples, such as the ZUS Bridge in Rotterdam, demonstrate how a community can develop, fund and deliver a practical piece of infrastructure to improve the accessibility of public amenities.

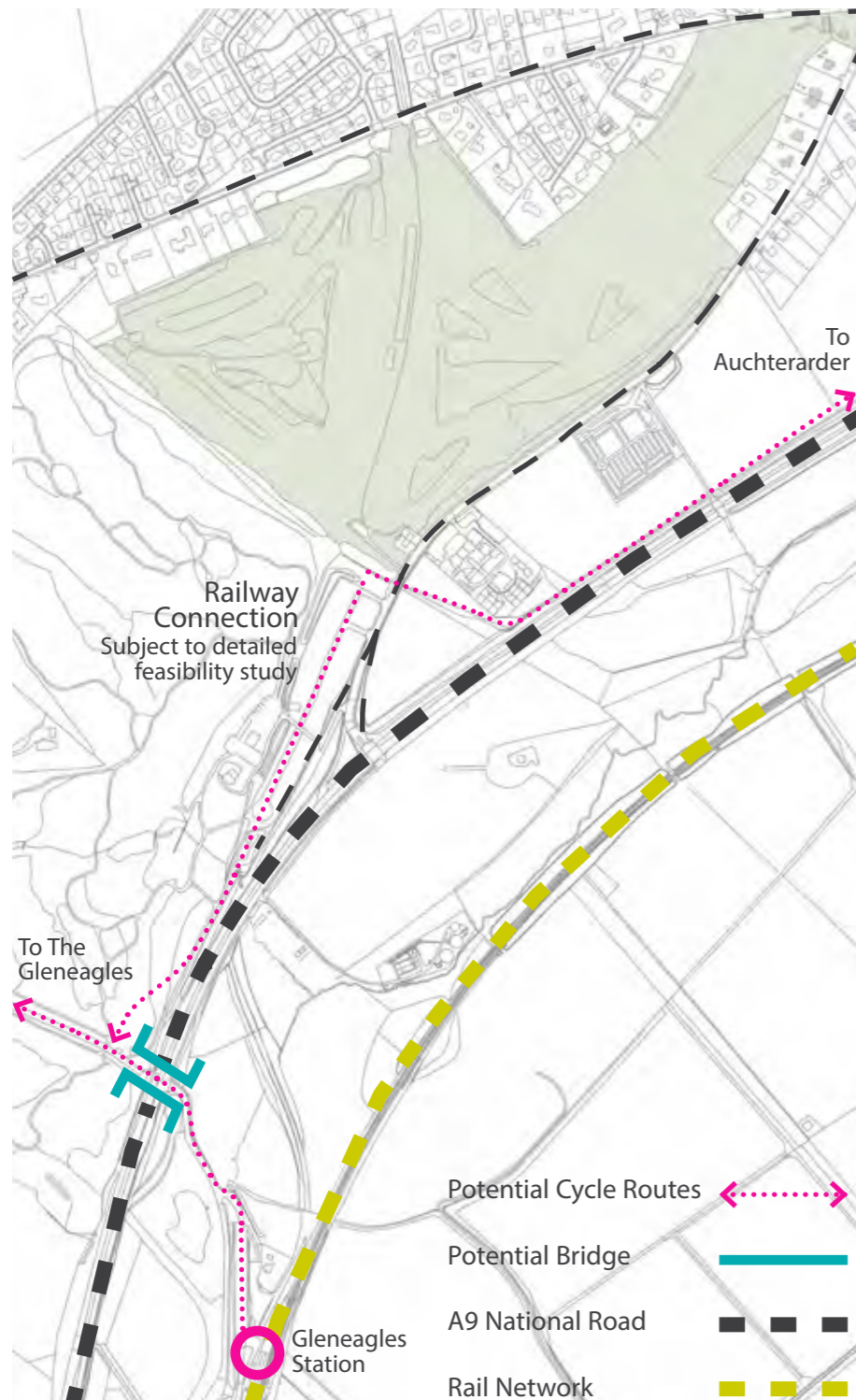
## New Housing Connections

Future, consented, housing developments on the periphery of Auchterarder will have a strong impact on the town, with a potential 35% increase in the town's population. While this presents a significant challenge to the town's civic infrastructure, it also presents an opportunity to reinvigorate the town centre and local businesses with increased footfall. It is vital that these new housing developments are successfully connected to the town centre, to allow practical and quick access to the high street and local amenities by foot and cycle.

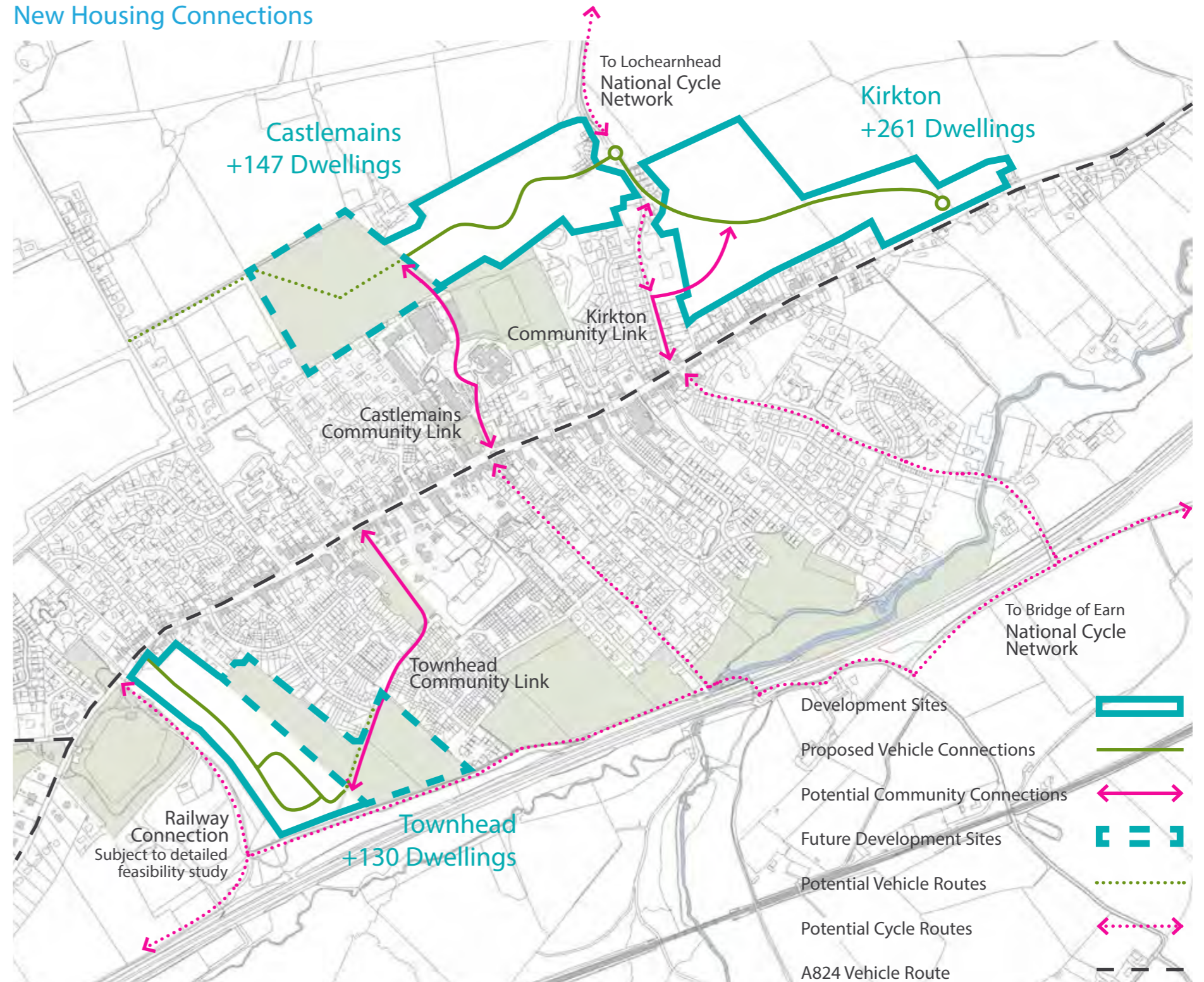
Whilst networks of routes and paths have been included within associated planning applications, the delivery of these networks, with integrated wayfinding, should be considered a key priority for the future of the town.

# Wider Connections

## Gleneagles Railway Connection



## New Housing Connections



# Auchterarder Town Centre Strategy

## High Street Thresholds:

### Developing a stronger sense of identity in the town centre

- Thresholds break up the high street into defined sections and crossing points to emphasise the desired shift towards a pedestrian centred town.
- Definition through paving and coloured tarmac on high street surface, emphasised through strategic street furniture, lighting and planting.

## High Street:

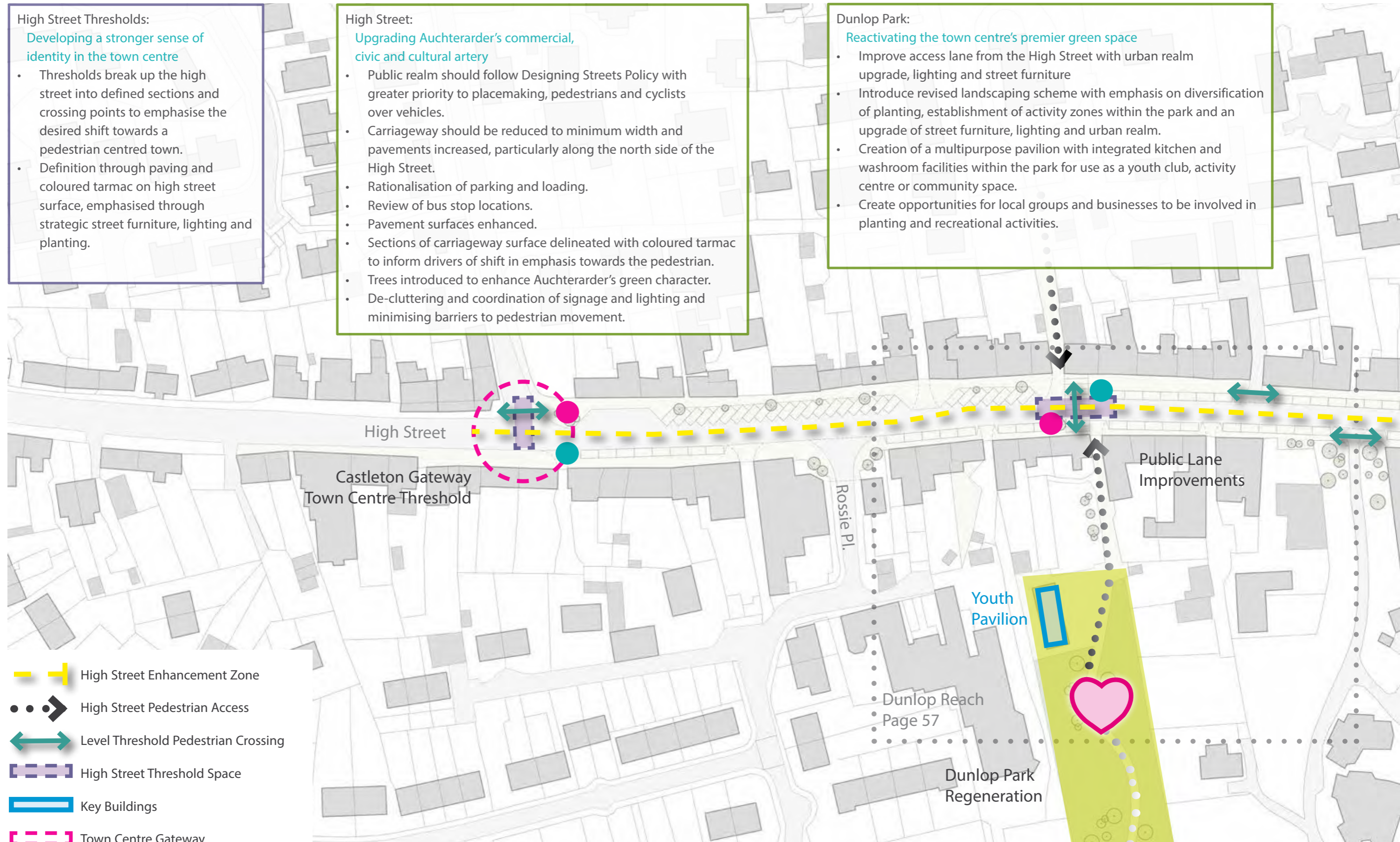
### Upgrading Auchterarder's commercial, civic and cultural artery

- Public realm should follow Designing Streets Policy with greater priority to placemaking, pedestrians and cyclists over vehicles.
- Carriageway should be reduced to minimum width and pavements increased, particularly along the north side of the High Street.
- Rationalisation of parking and loading.
- Review of bus stop locations.
- Pavement surfaces enhanced.
- Sections of carriageway surface delineated with coloured tarmac to inform drivers of shift in emphasis towards the pedestrian.
- Trees introduced to enhance Auchterarder's green character.
- De-cluttering and coordination of signage and lighting and minimising barriers to pedestrian movement.

## Dunlop Park:

### Reactivating the town centre's premier green space

- Improve access lane from the High Street with urban realm upgrade, lighting and street furniture
- Introduce revised landscaping scheme with emphasis on diversification of planting, establishment of activity zones within the park and an upgrade of street furniture, lighting and urban realm.
- Creation of a multipurpose pavilion with integrated kitchen and washroom facilities within the park for use as a youth club, activity centre or community space.
- Create opportunities for local groups and businesses to be involved in planting and recreational activities.





**Prory Square:**

**Creating a new Civic Space in the heart of the town**

- Single paved surface to designate it as a pedestrian priority space.
- Parking rationalised and condensed
- De-cluttering and coordination of signage, lighting, planting and minimising barriers to pedestrian movement
- Regular, regulated, temporary closure of the Square to all traffic for festivals, community events and farmers markets

**Aytoun Place:**

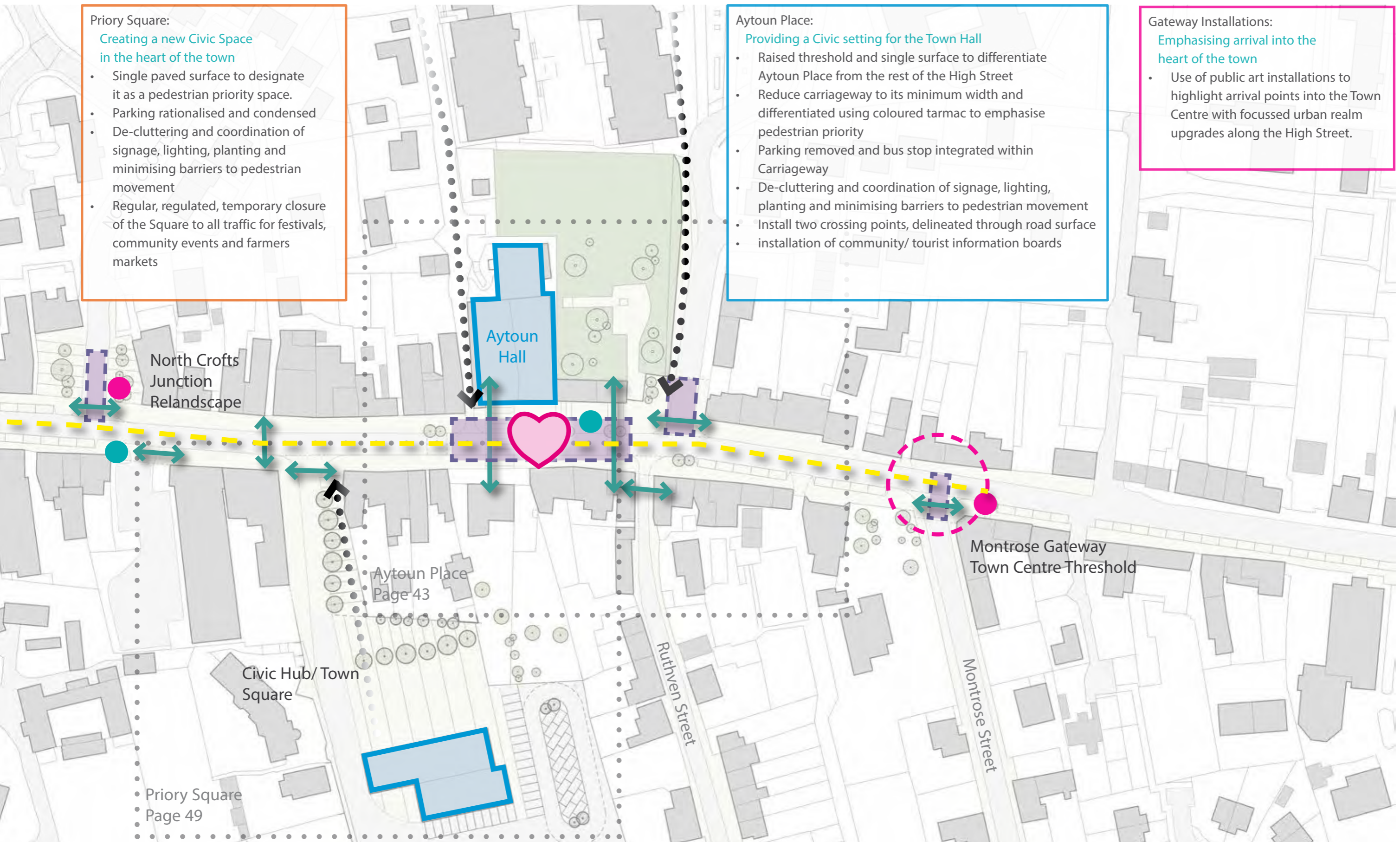
**Providing a Civic setting for the Town Hall**

- Raised threshold and single surface to differentiate Aytoun Place from the rest of the High Street
- Reduce carriageway to its minimum width and differentiated using coloured tarmac to emphasise pedestrian priority
- Parking removed and bus stop integrated within Carriageway
- De-cluttering and coordination of signage, lighting, planting and minimising barriers to pedestrian movement
- Install two crossing points, delineated through road surface
- installation of community/ tourist information boards

**Gateway Installations:**

**Emphasising arrival into the heart of the town**

- Use of public art installations to highlight arrival points into the Town Centre with focused urban realm upgrades along the High Street.



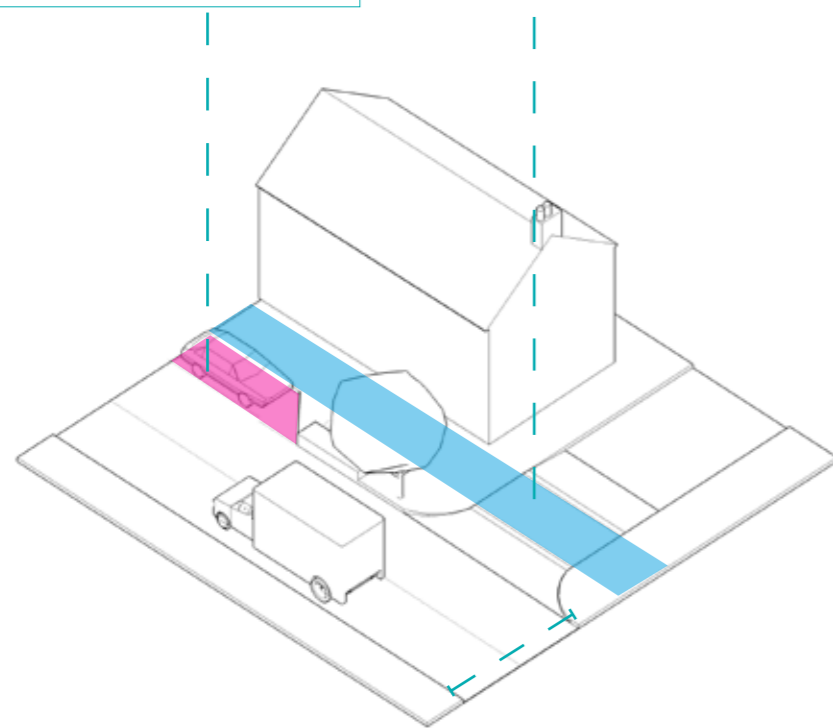
# Strategic Initiatives

## Urban Realm Toolkit

### Introduce People Friendly Crossings

Introduce planting and street furniture at junctions to create a more pedestrian friendly environment, keeping parking away from junctions through clearly defined bays

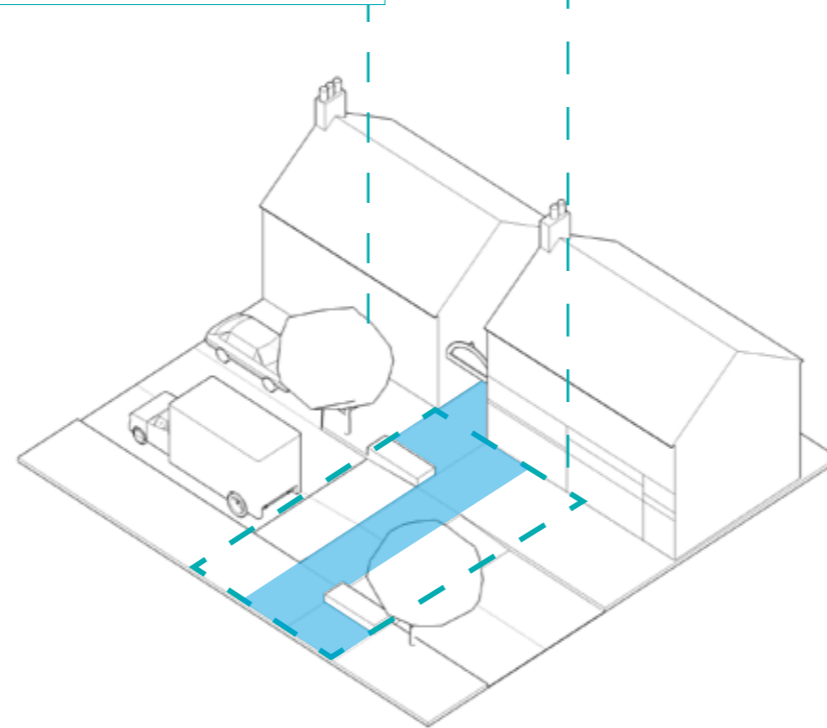
Raise side street pedestrian crossings and change material to slow traffic and highlight pedestrian emphasis



### Highlight Key Connections

Integrate street furniture and greenery to highlight adjacent facilities and attractions

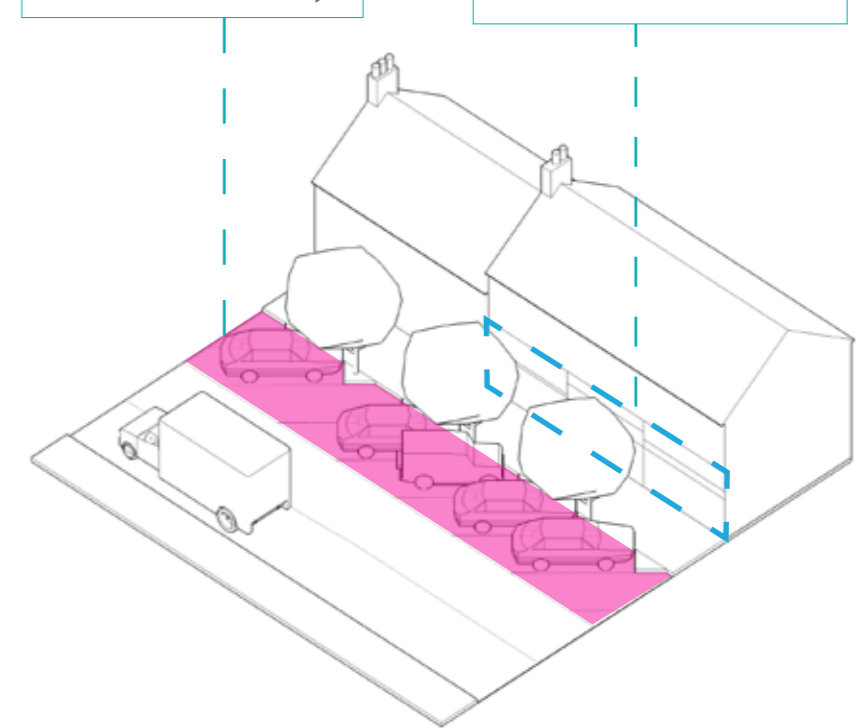
Define pedestrian crossing zone and encourage interaction between shops and public domain



### Enforce Efficient Parking

Create higher density parking bays where possible, introducing chevron parking to improve traffic flow and efficiency

Introduce a shopfront improvement strategy with window displays and shopfront colour strategy



Raised Crossing Points, Copenhagen



Street Presence, Edinburgh

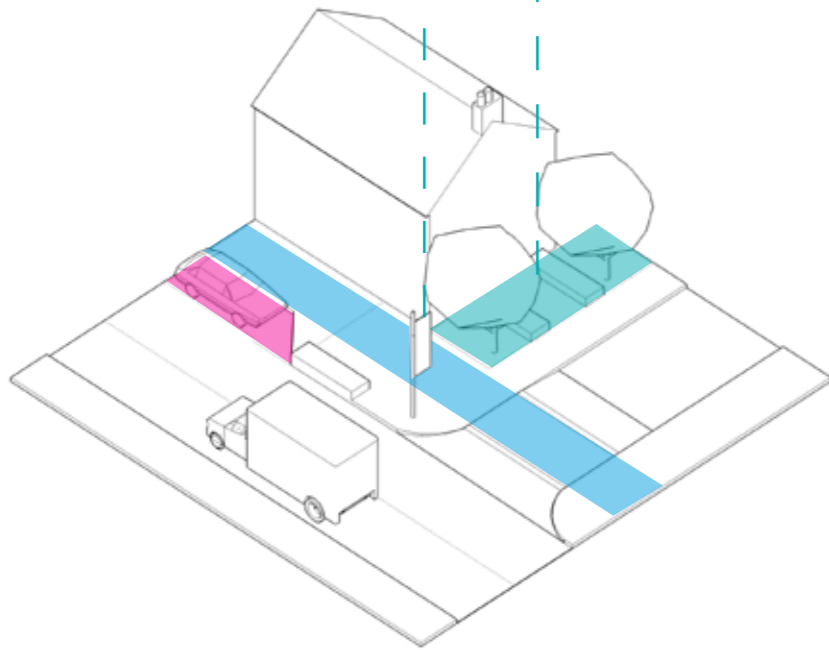


Clear Parking Zones, St Andrews

## Exaggerate Corners

Create wayfinding and public information points at junctions to promote an accessible and navigable town centre

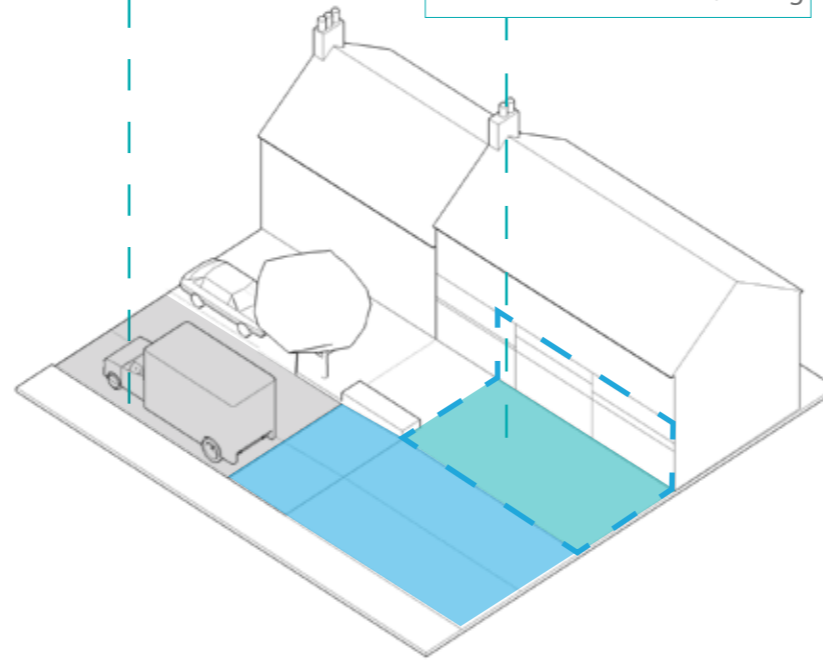
Where possible, create corner parks adjacent to the High Street to encourage social interaction and a diverse scale of public spaces



## Define High Street Zones

Introduce a change of road surface material and/ or a raised threshold to highlight town centre zone and pedestrian emphasis

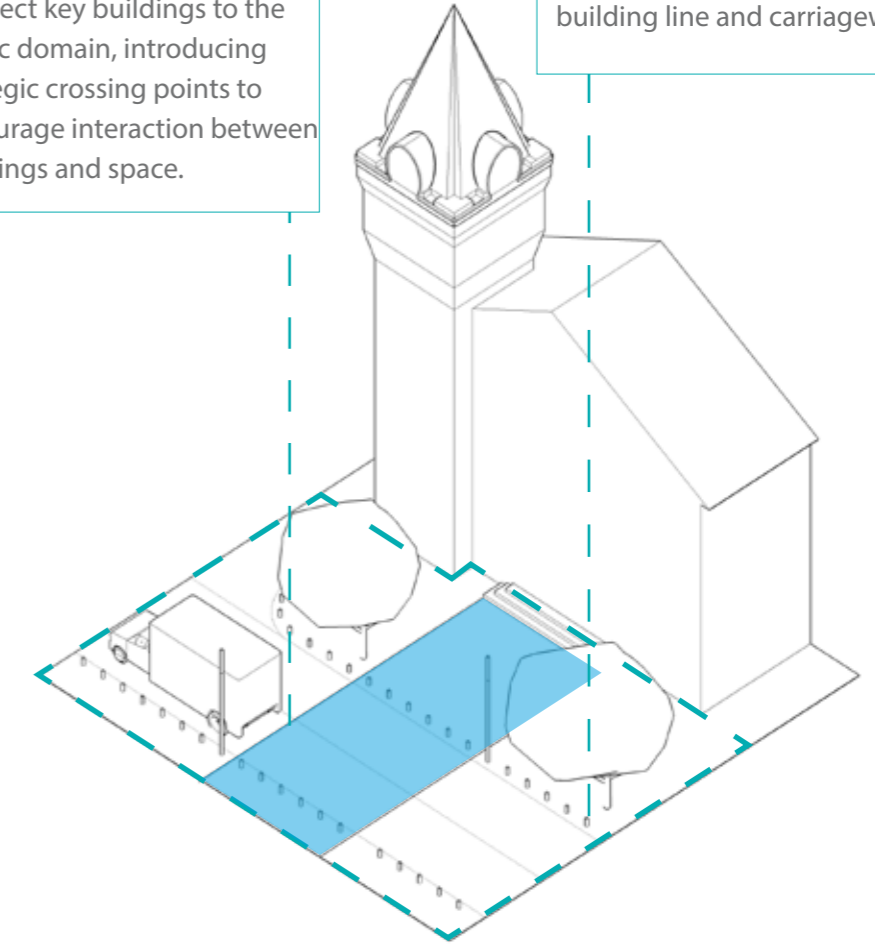
Widen pavement with emphasis to the North of the street at all opportunities to allow comfortable use of pavement space for outdoor cafe/dining.



## Emphasise Key Buildings

Connect key buildings to the public domain, introducing strategic crossing points to encourage interaction between buildings and space.

Introduce planting, street furniture and lighting to define an activity zone between building line and carriageway.



Active Corners, Jedburgh



Town Centre Zone, London



Civic Building Space, Gelsenkirchen

# Parking Strategy

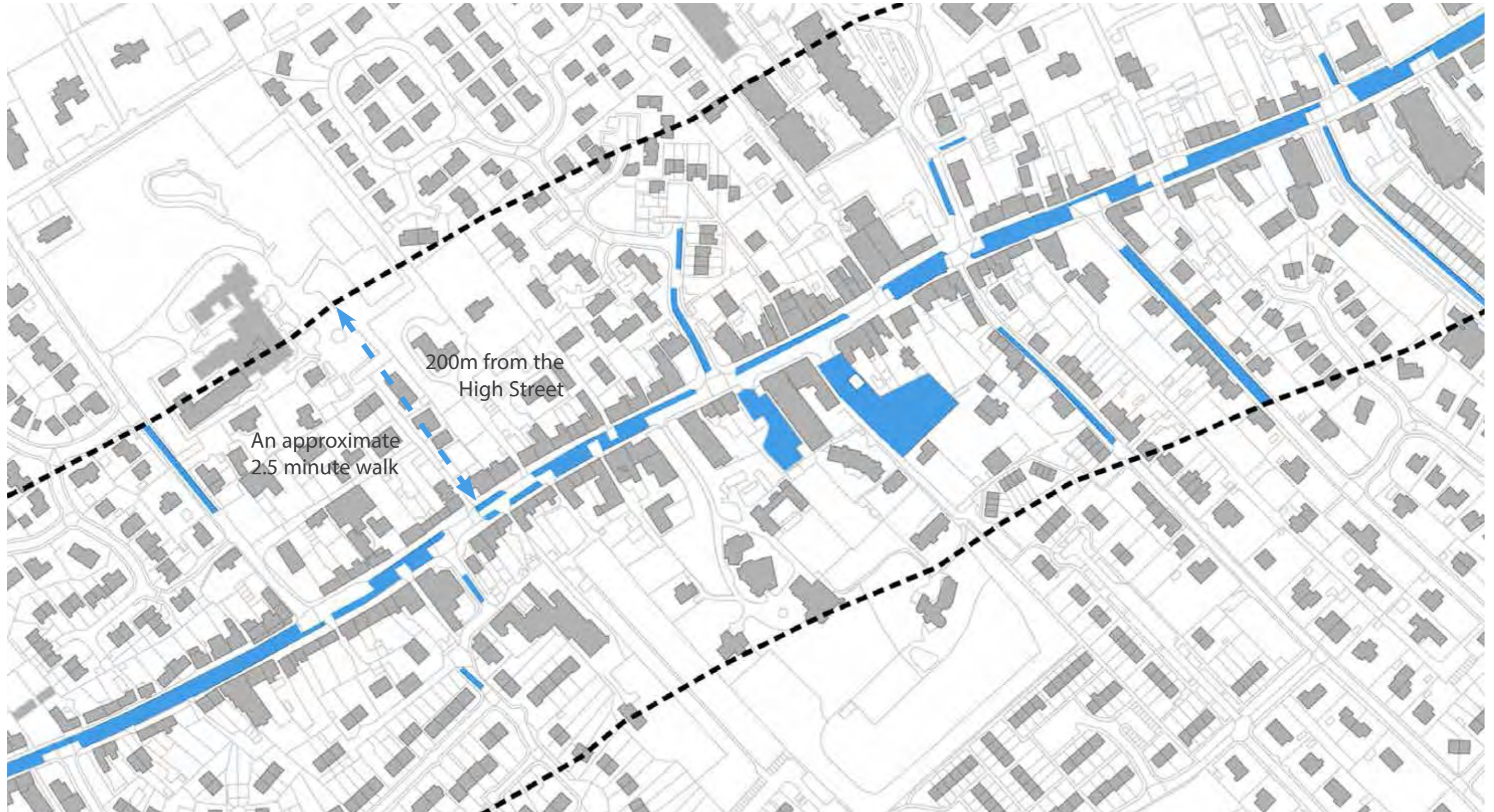
Existing High Street

Parking is a key issue for the town. Whilst this section outlines proposals which can improve the present situation, a more detailed study needs to be undertaken to tackle this critical issue within Auchterarder.



# Parking Strategy

Existing Provision



# Parking Strategy

Short Term Development

- Clearly demarcate parking spaces with road markings
- Marking out spaces will condense parking on the high street to free up some areas for other, pedestrian friendly uses.
- Introduce a parking management system in collaboration with the council to regulate length of stays.
- Experiment with temporary interventions situated in some parking spaces to investigate the possibility of reducing the number of spaces and to create a vibrant high street.

Aytoun Hall

Bus stop outside Aytoun Hall moved to carriageway with existing bus stop utilised for temporary landscape and seating area

Spaces allocated for temporary interventions

Parking spaces clearly marked

# Parking Strategy

Medium Term Development

- Formalise demarcation of parking spaces with paving or permanent road markings.
- Identify areas where parking spaces should be removed and widen pavements to introduce landscaping and seating or cafe spill out areas.
- If required in the long term, consider creating additional car parking capacity on under-utilised land off the High Street.

Aytoun Hall

High quality landscaping outside Aytoun Hall. Shared surface street.

Space created by condensing parking used for landscaping and seating areas

Parking spaces made permanent using paving

# Parking Strategy

Medium Term Development

Chevron parking can be introduced in places where the pavement widens to help maximise parking numbers



High Street

Rosie Place

The Glendevon





The proposals from the Charrette need to be developed as a holistic parking strategy for Auchterarder Town Centre that optimises the efficient use of the existing parking provision, in order to improve the accessibility and the quality of the town.



# Aytoun Place

A threshold to the town centre



# Aytoun Place

The improvement of the public realm at Aytoun Hall will help to build on the community's success in bringing the hall back to life and will emphasise it's civic importance.

Short/ Medium/ Long Term

## Key Principles and Initiatives

- Define a series of zones within the High Street, to focus attention on significant buildings, routes and facilities within the town.
- Use temporary testing to establish and evaluate the long term potential for the High Street.
- Establish clear identity within the Urban Realm in front of Aytoun Hall, using high quality materials, street furniture, lighting and planting to create a civic space
- Reduce carriageway to minimum width and remove parking from in front of Aytoun Hall to reflect a pedestrian emphasis
- Introduce community and tourist signage, information boards and Public Art
- Establish a defined, single surface carriageway

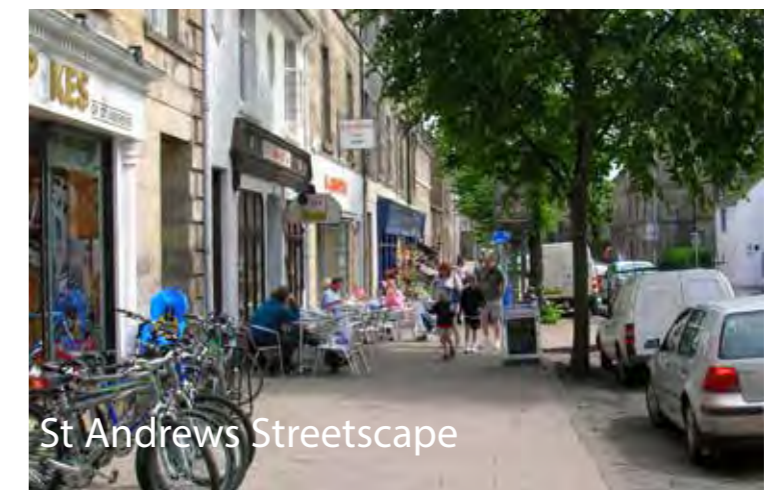


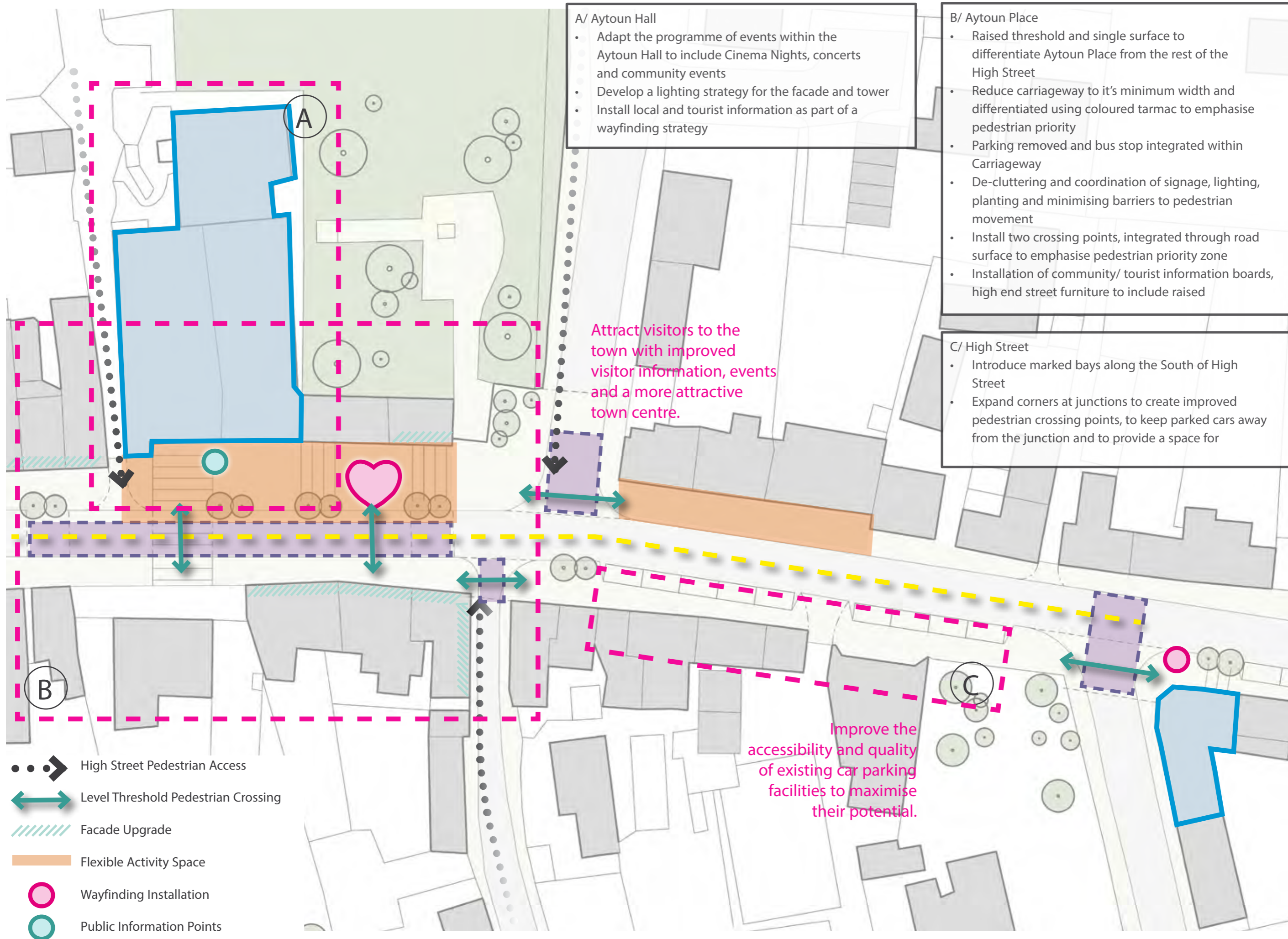
## Thresholds

Thresholds help define zonal character along a linear high street, focussing and intensifying identity zones. Material changes, carriageway tables and single surfaces can emphasise this for road users, while street furniture, lighting and planting can be used to create a more diverse pedestrian environment.

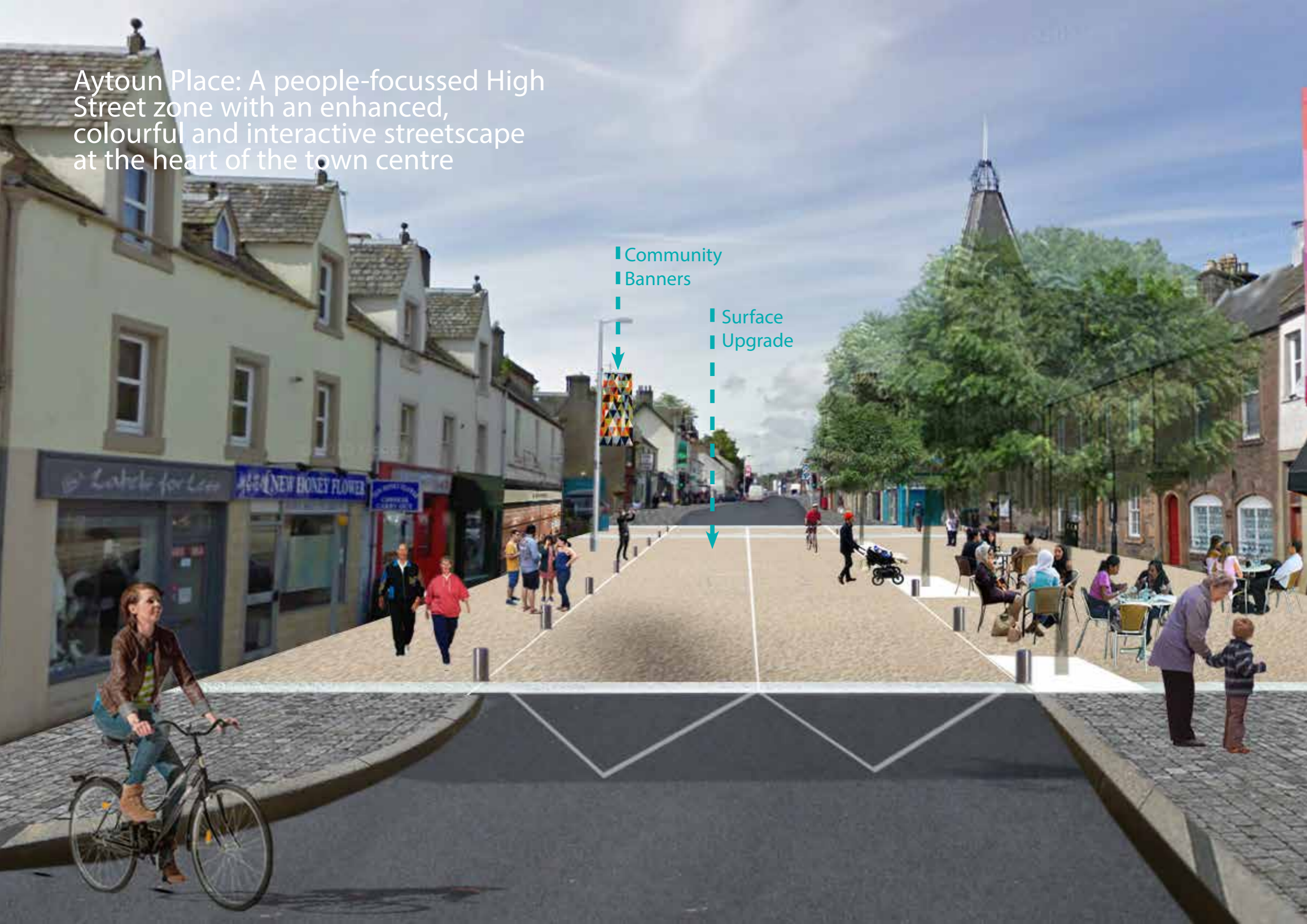
## Temporary Testing

A good way to approach changes to test and demonstrate options first. The international impact of Parking Day has been to make people consider the impact of parking as part of the urban realm. Temporary installations are used to create new public spaces, bringing diverse activity to the street. Initiatives like this help to build momentum and persuade the sceptics, increasing the potential for more permanent, formalised solutions.





Aytoun Place: A people-focussed High Street zone with an enhanced, colourful and interactive streetscape at the heart of the town centre



Community  
Banners

Surface  
Upgrade



Improved  
Wayfinding and  
Signage

Active  
Frontage

Enhanced  
Planting





# Priory Square

Auchterarder's Central Square



# Priory Square

## Civic Space Enhancement

Priory Square has the potential to be developed as the central public space of the town. This could be done on a phased basis, beginning with a relatively modest public realm project at the entrance to the car park, which could be significantly expanded if more land and funding was to become available.

Short/ Medium/ Long Term

### Key Principles and Initiatives

- Urban Realm upgrade of the Crown Inn Wynd- High Street Junction, including the introduction of coordinated street furniture, lighting and planting and the relocation of the existing public toilets
- Establish a programme for regular, temporary closure of the Priory Car Park as a community event space
- Explore options to establish a Civic Space on either the Priory Park or the J Docherty and Sons Bus Garage site

### Civic Space

Priory Park sits at the heart of the town, strategically located in close proximity to the Aytoun Hall, Community School and the Shopping Hub of the town. It has potential to hold temporary events such as markets and craft fairs, in the heart of the town, however it is currently used exclusively for parking.

Parking Day Festivals are an internationally successful initiative to reuse car parking spaces as spaces for community activity. Bristol's Make Sunday Special initiative has stimulated creative thinking to reposition public space, liberated by creating car free city centre streets once a month.

It might be that a regular programme of temporary activities within Priory Park will stimulate a diverse range of events and help to reposition this space as a destination for locals and visitors.



Temporary Closure Potential



Bristol Make Sunday Special



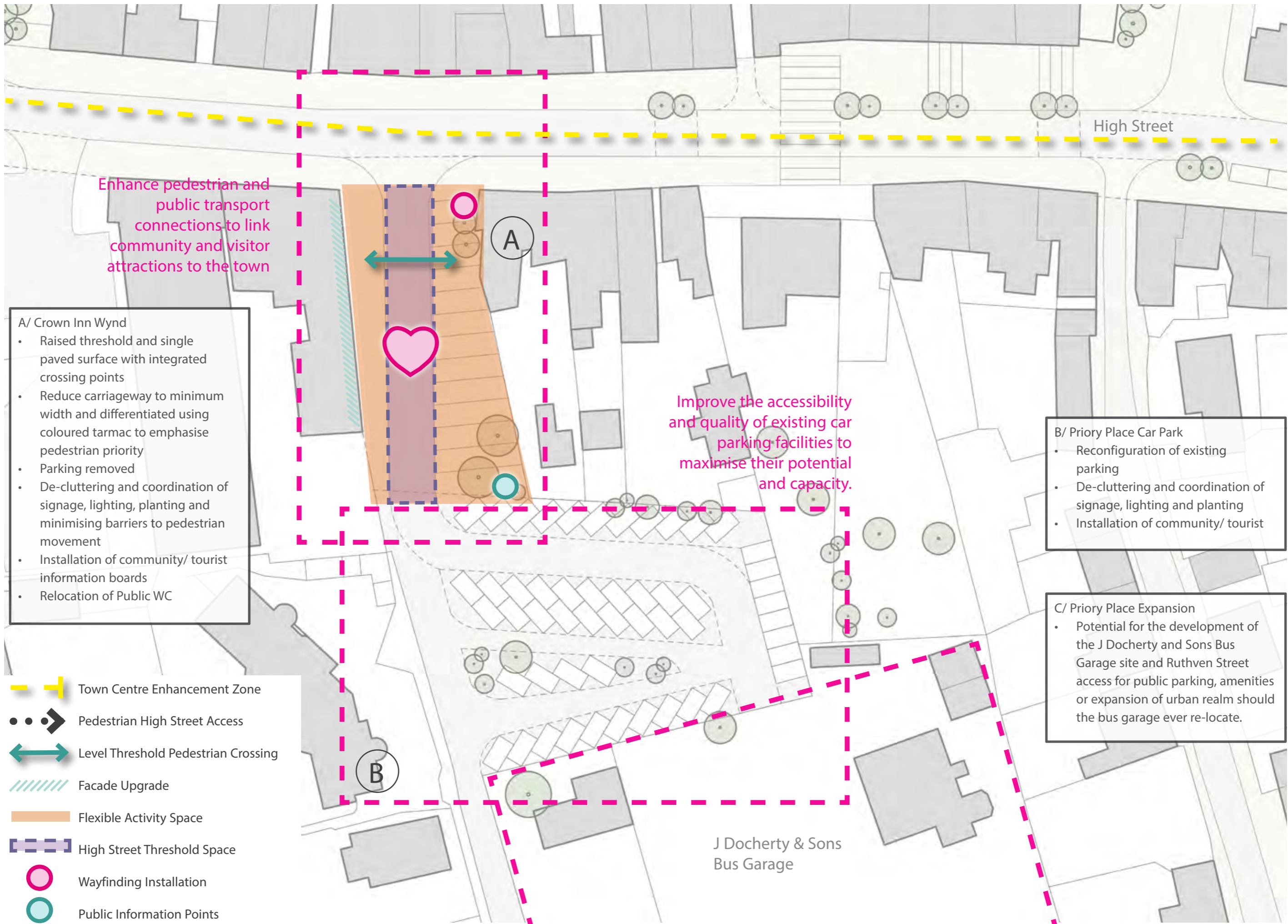
Formal Public Square, Oxford



Parking Day Installation

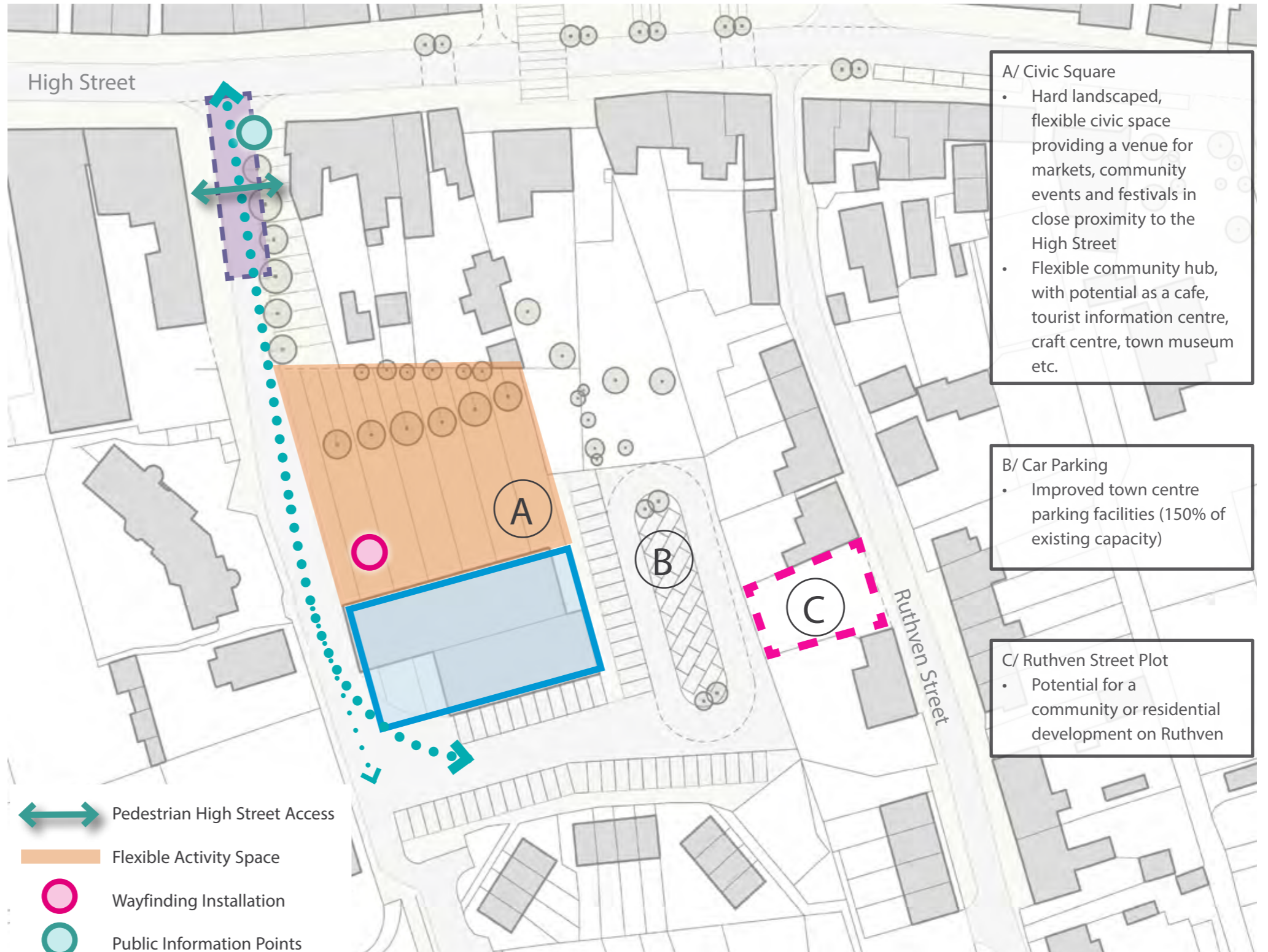


Community Farmers Market



# Priory Square

## Community Pavilion/ Retail Development



# Crown Inn Wynd: A decluttered, flexible and attractive approach to a new Town Square



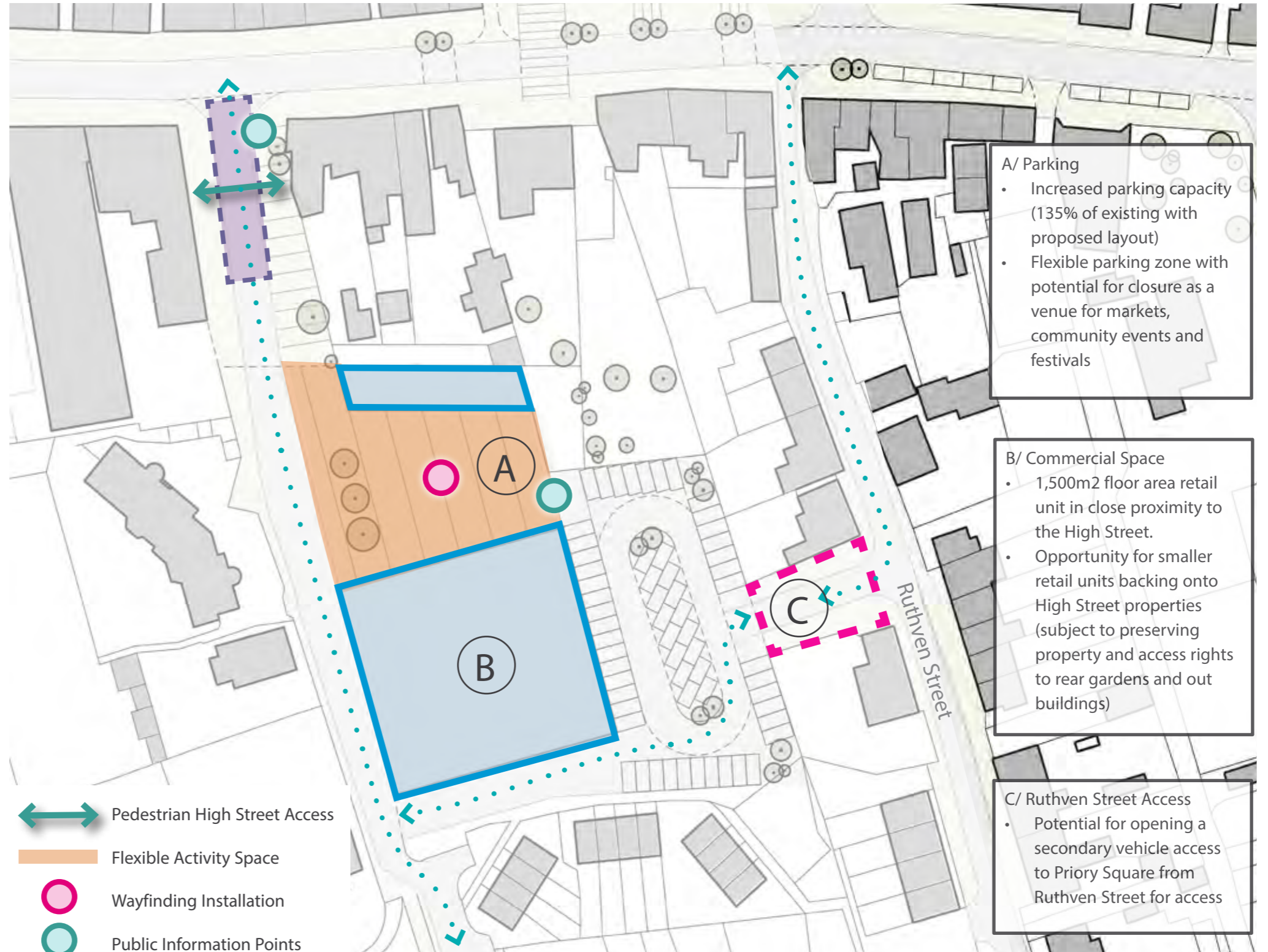
Community  
Pavilion

Seasonal  
Streetscape

Active  
Frontage

# Priory Square

## Commercial Development



# Priory Square

## Commercial Development



Current Co-op Store



Mothballed Tesco Store

## Supermarket Development

One issue which was the subject of much discussion in the Charrette was future supermarket development. With the town growing in size and supermarket provision currently limited to the relatively small Co-op in the town centre, there are a number of related concerns: the lack of supermarket provision in the town, the prospect of future supermarket investment, where that might be located in the town, and the impacts that it might have (positive and negative).

In 2013 the Council commissioned an independent retail study to assess the current retail performance of Auchterarder and the potential for an additional foodstore. The study found that:

- There is a very high rate of 'leakage' of convenience shopping expenditure from Auchterarder residents to other places, mostly to superstores in Perth.
- The town's limited catchment area would only support a small supermarket of around 2,300m<sup>2</sup> gross – which would limit its ability to compete effectively with superstores in Perth for Auchterarder customers.
- The only sites of sufficient scale are out of the town centre, towards the town's eastern edge.

The current position is that large retail operators are tending to withdraw from medium sized stores in small towns, as demonstrated by Tesco's recent decision to sell a range of sites throughout Scotland. The retailers that are still active are the "discounters", but their programme of expansion is predominantly urban as volume is important and smaller places lack the catchment required.

In Auchterarder, the Charrette team's discussions with supermarket agents suggest that the idea of a new supermarket store on the town's eastern edge is unlikely. There is little retailer demand for such an offer and generally there is a recognition that once the inhabitants of Auchterarder get into their car to go shopping they are likely to drive another 10 minutes to a larger Perth retail store.

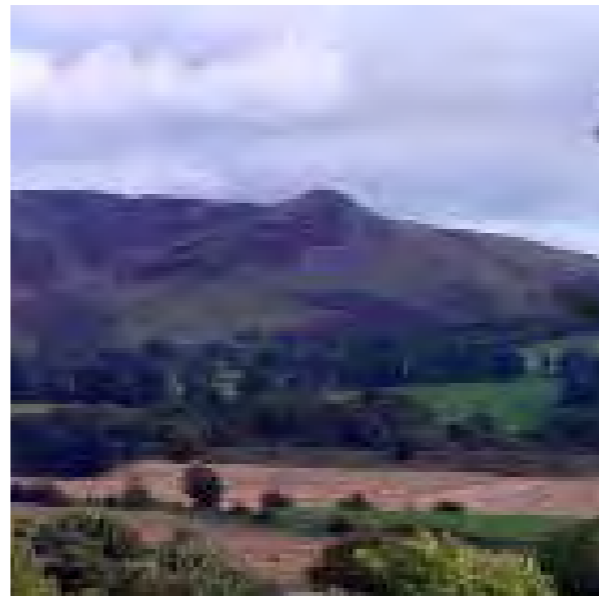
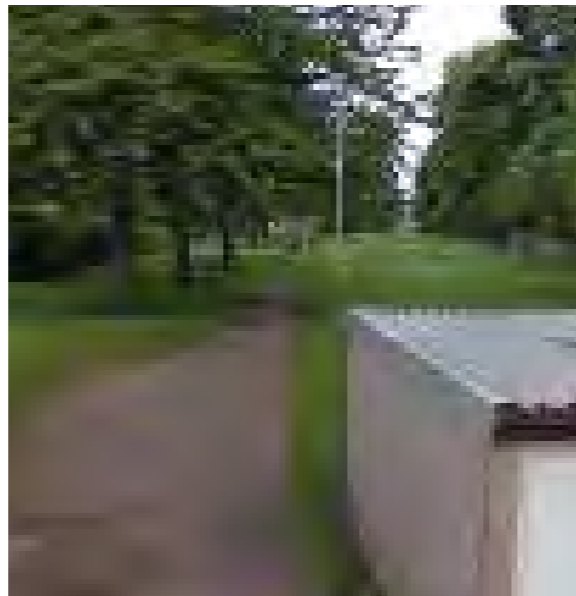
Although this may change in the medium to longer term, as and when more houses are built, retailers will need to be convinced that there is sufficient retail demand to justify investment – bearing in mind that Auchterarder is small and demand from outlying catchment areas is focused on Perth.





# Dunlop Reach

Auchterarder's Town Centre Greens pace



# Dunlop Reach

Dunlop Park is an underutilised green space which should be brought back to life with a particular focus as an amenity for young people.

Short/ Medium/ Long Term

## Key Principles and Initiatives

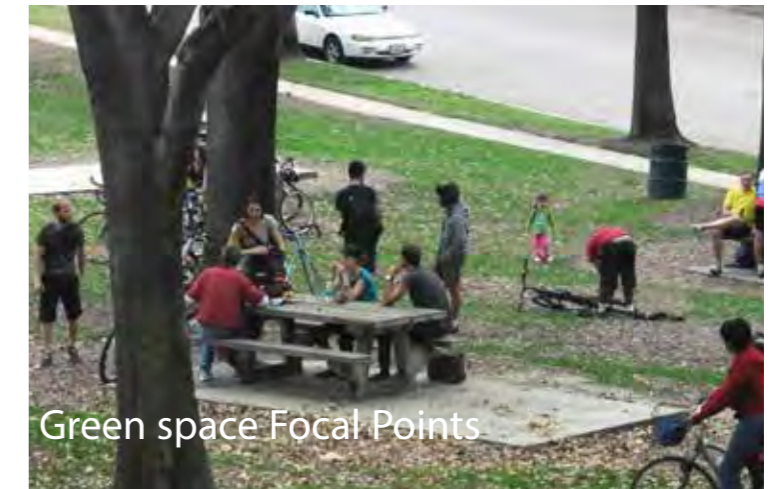
- Redefine Dunlop Park as an Activity Zone
- Give Dunlop Park a presence on the High Street by upgrading the access lane and creating a pocket park with community information at the entrance
- Introduce a community run pavilion, predominantly as a multipurpose youth facility

## Green Space Enhancement

Dunlop Park offers a significant opportunity for development as a key break-out space from the High Street with significant views to the South. By establishing activity points within the park, upgrading the connection to the High Street and introducing public art, the park can once again have a role as a destination rather than as a transitional space. Jepp Hein's social benches are an example of how a simple rethink of conventional street furniture can act as a regenerative catalyst, attracting visitors and locals alike. Short term establishment of activity zones within the park, such as the Greenpoint Bike Park in New York, offer a quick and economically viable option for reactivating a forgotten and under utilised space.

## Activity Hub

A lack of opportunities for youth activities within the town was raised as a key concern during the Charrette process. While formal offers such as youth clubs were proposed by local church groups, the informal activities that stimulate creative thinking and cultural identity are not accommodated within the public domain. The establishment of a youth activity hub within Dunlop Park will promote the town as a destination in which future generations can develop.



**A/ Echelon Parking Bays**

- Where the High Street widens, between Castleton Road and St Kessog's place, install reverse-out echelon car parking spaces as a traffic calming measure and to increase space

A

Define an enhanced town centre zone with bespoke wayfinding and focussed urban realm improvements

B

Use clear, creative signage to improve accessibility of existing, off high street facilities

C

**C/ High Street Lane Connections**

- Improve the links between public lanes and the High Street with improved pavement surface, painted walls and building facades and good lighting
- Use street furniture, lighting, public information and planting to direct people from the High Street to peripheral facilities
- Reduce carriageway to its minimum width
- Create clearly defined, timed and regulated parking bays (Town Parking Management Strategy to be)

**B/ High Street Junctions**

- Expand corners at junctions to create improved pedestrian crossing points, to keep parked cars away from the junction and to provide a space for street furniture, planting, public art and lighting
- Clear demarcation of pedestrian crossing points

**D/ Dunlop Park**

- Improve access lane from the High Street with urban realm upgrade, lighting and street furniture
- Introduce revised landscaping scheme within Dunlop Park with emphasis on diversification of planting, establishment of activity zones and promoting viewing opportunities to the South
- Creation of a multipurpose pavilion with integrated kitchen and washroom facilities within the park for use as a youth club, activity centre or community space.
- Create opportunities for local groups and businesses

- ●●●➔ Pedestrian High Street Access
- ↔ Level Threshold Pedestrian Crossing
- // // // Green space Upgrade
- Flexible Activity Space
- ○ Wayfinding Installation
- ○ Public Information Points

Dunlop Park: An enhanced and accessible activity landscape at the heart of the Town



Surface Upgrade

Enhanced Park  
Planting

Multipurpose  
Pavilion

Material  
Upgrade





# Making it happen

How to deliver the proposals through collaborative working, sourcing funding and project development

# Making it happen

## Charrette Outcomes

In the words of an old Japanese proverb: "Vision without action is a dream. Action without vision is a nightmare." The Charrette's visionary thinking for the next 20 years of Auchterarder town centre's future will only bear fruit if it is accompanied by action. This section provides information on collaborative working, funding and project development to implement the proposals described in Section 2.

The partners should use this document, alongside other documents such as the Community Action Plan, as tools to secure funding to apply for grants and loans for individual projects and seek investment from developers interested in the area and – if the opportunity presents itself – acquire an income-generating asset for the Community Trust.

It should also be used to influence Council land use planning policy and service delivery/infrastructure and facilities investment by the Council and its Community Planning partners (capital and revenue budgets).

The 20 year vision created in this report reflects Auchterarder town centre and the community's aspirations as they were in early 2015. Times change, tastes change and people move on.

The key principles and design approach contained in this report should be seen as a guiding strategy: the details and indeed individual projects that make up the strategy can, and should, flex over time. Any number of new opportunities and ideas are likely to emerge over the coming months and years as a result of, for example, new people emerging or new funding becoming available.

It is important not to deter activity and investment simply because something is not contained in this document. That is why flexibility and adaptability is so important..





# Making it happen

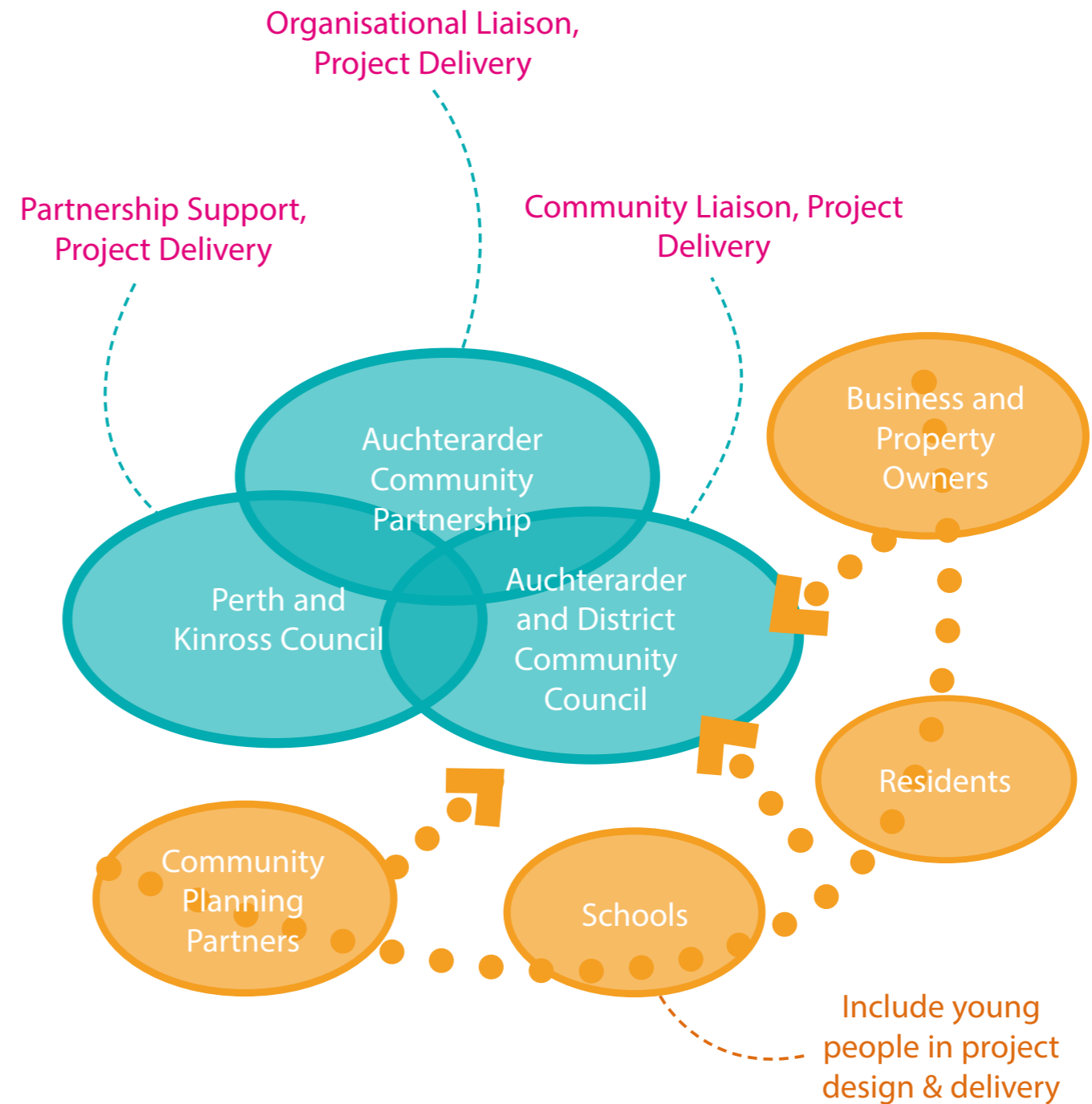
## Working Together

There are three key partners who need to work together and collectively take the lead for the vision to become reality: Perth and Kinross Council, Auchterarder Community Partnership, and Auchterarder and District Community Council. Each has a complementary role and should take the lead on certain aspects of delivery, as shown in diagram on left.

It is vital that the key partners work alongside each other in mutually supportive, trusting relationships. They need to meet frequently and keep each other updated. It is essential that Perth and Kinross Council sees itself as an equal partner in these discussions as well as offering a facilitating role. The Council, with its range of paid staff and systems, should support but not direct the volunteer-led organisations.

Beyond the key partners, the wider circle of stakeholders will vary over time. They need to be kept updated of progress so they can support as appropriate. Progress updates could take various forms, for example from newsletters and social media to a 5 yearly conference to celebrate and re-energise.

If the community wishes to acquire land or property for any purpose, the key partners may wish to consider whether there is a need to establish a 'formal Community Body' in terms of the current Community Empowerment and Renewal Bill, such as a Development Trust. This could be necessary to allow the local community to lead significant projects, such as the successful refurbishment of the Aytoun Hall a few years ago. DTA Scotland (Development Trusts Association Scotland) would be able to provide further advice on this.



# Funding Sources

## Perth and Kinross Council Community Funding Sources

- PKC Corporate Financial Assistance Grant
- Common Good Fund
- PKC Community Environment Challenge Fund

Perth and Kinross Council operate a grant service which provides support to people looking to secure funding for projects and activities. (T: 0845 605 2000, or by visiting [www.pkgrantsdirect.com](http://www.pkgrantsdirect.com))

### PKC Corporate Financial Assistance Grant

#### Investment in growth and development

- Three year funding for voluntary organisations
- Support for Enterprising Communities
- Support to optimise other funding streams

#### Investment in grass-roots activities

- Support for small group activities
- Support for small community events

### Common Good Funding Opportunities

#### Local Education Activities

- Activity or purpose that can demonstrate a benefit to the community within the common good area

#### Acquisition of equipment (max 50% of total costs)

#### Community Event Support (max 50% of total costs)

- Christmas lighting & firework displays
- Events/games/festivals
- Prize giving at events/games/festivals

Capital grants for provision / improvement of facilities for general public (max 50% of total costs)

## Community Funding Sources

Only limited funding has been identified for delivery of capital proposals from existing public sector budgets. It is important to make good use of this existing funding to deliver some quick wins on the ground, as described in the Delivery Timetable. Lead partners will need to be assigned to develop and implement individual projects, and all partners will need to work together to access funding and support project delivery.

### PKC Corporate Financial Assistance Grant

The Council aims to target its own funding via their Corporate Financial Assistance budget in an “investment focussed” manner. Their aim is to provide support to obtaining investment funding that contributes and sustains organisations and projects. The Council is seeking to take a longer term view on investment in community capacity building that will enable stronger local communities through partnership arrangements. The Council believes such support will enable them to achieve positive social and environmental outcomes.

### Common Good Fund

Perth and Kinross Council owns land and property that forms part of the common good of the former burghs in Perth & Kinross. There is a statutory requirement for the Council to manage common good assets “having regard to the interests of the inhabitants” of those former burghs. In addition, the Council administers 10 associated common good funds one of which is the Auchterarder Common Good Fund

The Common Good Fund is intended to provide grant support to citizens or qualifying organisations to undertake a range of community activities.

Common Good Fund awards need to comply with the “Code of Guidance on Funding External Bodies and Following the Public Pound approved by Perth and Kinross Council on 30 June 1999”. Awards must also comply with the Council’s statutory obligations relating to the common good assets. Awards are subject to a funding, monitoring and reporting agreements and procedures.

### Other Council Managed Funds

In addition to the PKC Corporate Financial Assistance and Common Good Funds, the Council also administers a range of smaller Trusts that have been bequeathed to the Council. Trust funds are subject to particular criteria on how they can be awarded and are required to meet the intentions of the original benefactors. Trusts may be “Charitable Trusts” and “Public

# Funding Sources

## PKC Community Environment Challenge Fund

Support available for projects that;

- Reduce waste or recycling materials
- Save on management/ materials through plant alterations
- Benefit the local economy (tourism/ craft/ production)
- Benefit and integrate the wider, diverse community
- Work with existing/ proposed regeneration services
- Can be exercised within 12 months
- Demonstrate sustainable environmental action

## Various Other Available Community Funding Sources

- Robertson Trust
- Gannochy Trust
- Forteviot Trust
- SSE Griffin and Calliachar Wind Farm Fund
- Lottery Funds "Big Lottery", "Awards for All" and "Heritage Lottery Fund"
- Creative Scotland
- A range of Scottish Government Regeneration Funds
- Sport Scotland
- Historic Scotland

Trusts" under the Charity and Trustee Investment (Scotland) Act 2005 definition. The Charitable Trusts are regulated by the Office of the Scottish Charity Regulator (OSCR).

## The PKC Community Environment Challenge Fund

Challenge funds may be awarded where projects are being led and delivered by community groups that are supported by the wider local community and can demonstrate a significant difference to the local environment. Such projects also need to demonstrate that they have a viable long-term sustainable management plan. As a general comment, grant awards are subject to a maximum of 50% of the total project costs. The balance of costs could be covered by "match funding" and/or in kind activity.

## The Community Empowerment and Renewal Bill

The Scottish Government is currently promoting a Community Empowerment and Renewal Bill. This Bill is due to be enacted later this year. Related to Community Empowerment, Scottish Government is also promoting a Land Reform Bill. The provisions within the proposed Empowerment and Land Reform legislation includes greater opportunities for communities to achieve their goals and aspirations through taking independent action and by having their voices heard in the decisions that affect their area. In order to provide the necessary power to local communities it is likely that defined "community bodies" that are properly resourced and funded, will have the ability to acquire local assets and undertake local services. Future sources of public funding are likely to be linked to this agenda. This Charrette, and the proposals that have emerged, demonstrably support that agenda.

Therefore, to exercise community action under this forthcoming legislation there will need to be appropriate community structures, organisations and processes. Community bodies will require support for capacity building and while local volunteers will remain the life blood of local initiatives there nevertheless will need to be appropriate resources to deliver and operate projects. From our discussions, it was clear that the existing community groups were highly dedicated but believed that they were at full capacity through their existing commitments.

If the community wishes to acquire property for any purpose, the key partners may wish to consider whether there is a need to establish a 'formal Community Body' in terms of the current Community Empowerment and Renewal Bill, such as a Development Trust. This may be necessary to allow the local community to lead future projects, such as the successful refurbishment of the Birks Cinema in Aberfeldy. DTA Scotland (Development Trusts Association Scotland) and their Community Ownership Support Service would be able to provide further advice on this.

# Delivery Recommendations



- A Establish whether there are community project champions who are willing, with others, to lead the propositions.
- B Ascertain whether there is sufficient coalition of support from people who are willing to engage and help drive the projects forward.
- C Assuming (A) + (B) can be achieved consider the establishment of an “Auchterarder Town Team” that becomes the “Community Body” entity that is properly constituted to be able to access a variety of funds and act as the vehicle for community co-operative action and provide funding and management capacity.
- D Such an “Auchterarder Town Team” entity would engage in a co-operative agreement with all partners and build up critical working relationships with the relevant Council representatives.
- E Engage and seek co-operation and potential funding guidance from Development Trust Association Scotland and their Community Ownership Support Service.
- F Monitor and engage with Scottish Government and PKC on the enactment of the Community Empowerment Bill and subsequent secondary legislation along with any resulting funding initiatives and pilot programmes.
- G Engage with good practice Community Trusts to gain knowledge on the best way to undertake community acquisitions and generally operate a community initiative. DTAS will assist in such engagement along with good practice organizations such as Neilston Development Trust who have acquired assets under the Land Reform legislation.

# Delivery Timetable



Project/Activity	2015	2016	2017	2018	2019	2021	2022	2023	2024	2025	2026	2027	2028	2029	
Townscape Maintenance Programme	○	○	annual spring clean with council support												
Year-round Community Public Art	○	○	●	with council support											
Diverse Activities at Aytoun Hall		○	○	●											
Develop Wayfinding Strategy		○	○	○	●	with community support									
Town Centre Lighting Strategy			○	○	●										
Public Realm Upgrade		○	○	○	●										
Dunlop Park Regeneration					○	○	●								
Improved Street Furniture						○	○	●	with community support						
Installation of A9 Bridge						○	○	○	○	●	with community support				
Priory Square Development											○	○	●		
Funding		○	○	●				○	○	●					
Detailed Urban Design	○	○	●	with community support				○	○	●					
Project Formulation	○	●	with council support												

# Appendix

## Auchterarder's Surrounding Assets

Regional Visitor Attraction Offer  
Perthshire Attractions Performance Ranking  
VisitScotland 2014

- The Famous Grouse Experience (70,000 Visitors)
- Auchingarrich Wildlife Centre (48,000 Visitors)
- [Tullibardine Distillery \(13,200 Visitors\)](#)
- Drummond Gardens (12,400 Visitors)
- St Serfs, Dunning (4,100 Visitors)
- Innerpefferay Library (2,000 Visitors)
- Meikle Sculptures Stone Museum (2,500 Visitors)

'Soft' Visitor Attraction Offer  
Local attractions that do not provide a structured visitor experience

Walks

- Provost's and Oak Walks
- Auchterarder to Glen Devon

Leisure Sports

- Gleneagles Golf Courses (18 holes)
- Auchterarder golf Course
- Community Campus
- Roman Road Cycling

Festivals and Events

- Braco Agricultural Show
- Gleneagles Spring Hunter's Trials
- Scottish PGA Golf Open
- T in the Park Festival

Visitors are important to Auchterarder. As part of their initial analysis, the Charrette team undertook specialist research on this particular topic.

### Current Visitor Numbers<sup>1</sup>

Auchterarder, situated in the Highland Perthshire region of Scotland, currently has a population of 4,206<sup>2</sup> serving a local population of approximately 10,000 and with a regional 60 minute visitor market of 195,000.

The region of Highland Perthshire has a population of almost 150,000 with a day trip market that includes a further 45,000 approximately. Within Perthshire, the majority of trips to region are made by people living in Scotland. Despite a decline in visits by domestic tourists between 2012 and 2013, spending by the group nevertheless increased during this period of time while visits by overseas tourist to the area have also increased.

In 2013, UK tourists to Perthshire spent approximately £183 million and made 643,000 trips to the region, 65% of these coming from within Scotland. Overseas visitors made 152,000 trips spending £57 million.

### Current Visitor Offer<sup>3</sup>

Perthshire's rural areas report significantly higher visitor numbers than the regions Urban areas. A number of attractions, particularly those based outdoors, have seen their visitor numbers increase significantly between 2013 and 2014 where ten attractions in the region gained over 50,000 visitors in 2014.

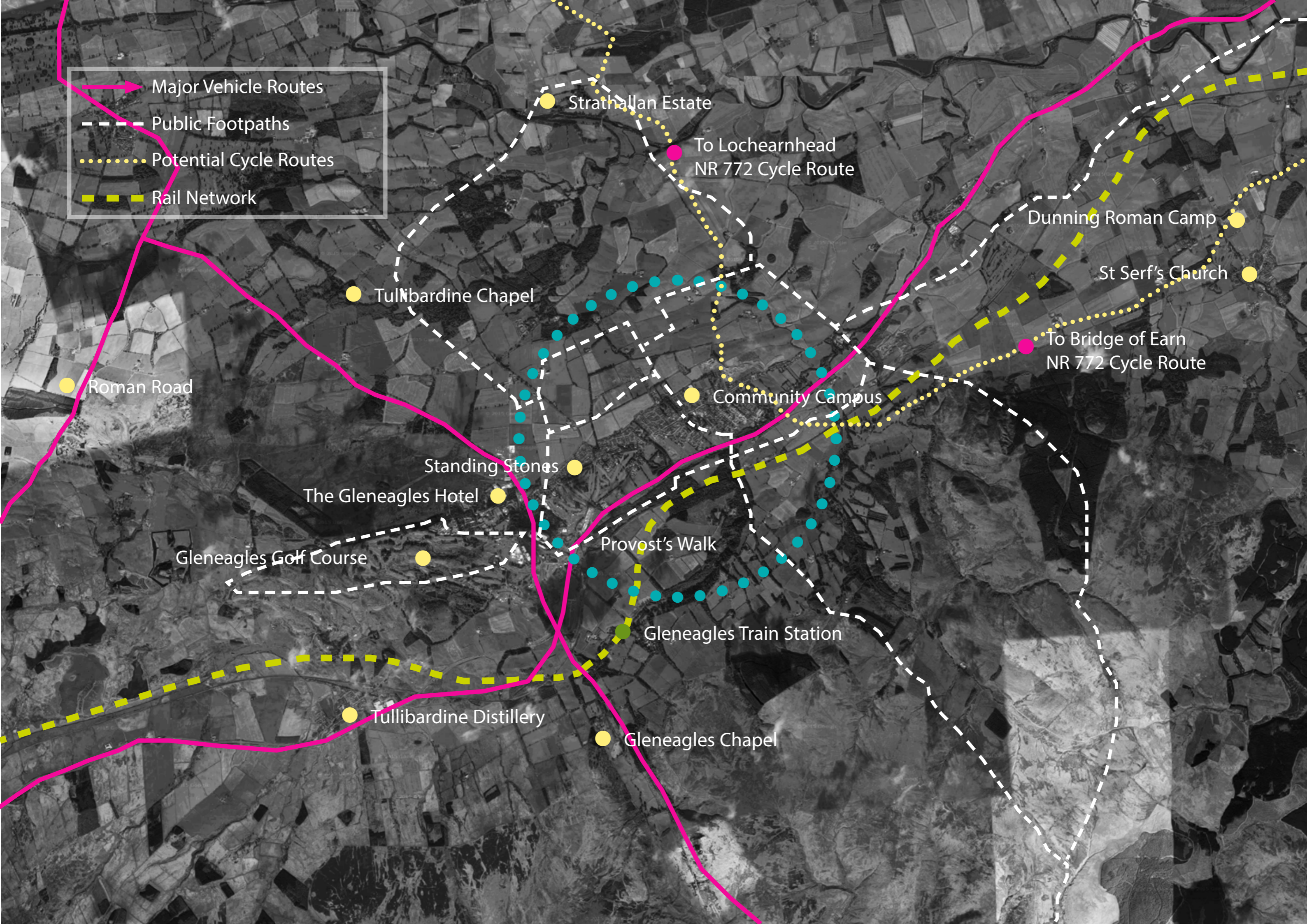
### Visitor Infrastructure

In tourism terms, Auchterarder is synonymous with The Gleneagles Hotel. However, due to the local retail and catering infrastructure, Auchterarder has potential both to attract and serve day visitors, as well as underpin the local community. Auchterarder performs strongly in these categories, with local retail offers including boutique shops and independent catering opportunities.

1 VisitScotland 2013  
2 Census 2011  
3 The Moffat Centre Visitor Attraction Monitor



Major Vehicle Routes  
Public Footpaths  
Potential Cycle Routes  
Rail Network



Roman Road

Tullibardine Chapel

Strathallan Estate

To Lochearnhead  
NR 772 Cycle Route

Dunning Roman Camp

St Serf's Church

To Bridge of Earn  
NR 772 Cycle Route

Community Campus

Standing Stones

The Gleneagles Hotel

Gleneagles Golf Course

Provost's Walk

Gleneagles Train Station

Tullibardine Distillery

Gleneagles Chapel

# Appendix

## Auchterarder's Local Assets

### Activities

There are already a number of relatively small events either being implemented or in the planning stages such as the proposed Tummel and Tay Festival. An enhanced programme could serve to both attract visitors and cater to those in the area for other reasons.

### Implications for the Charrette

In terms of visitor attractions, Auchterarder does not perform particularly strongly, despite the presence of the Tullibardine Distillery, in part due to the proximity to the competing visitor attractions on offer in Crieff and Perth. Auchterarder has two separate potential markets: it's day user market, and it's evening user market, and possesses a sound fundamental infrastructure, particularly in terms of its 'soft' visitor options and its catering and retail offer.

Based on the visitor assessment, it is recommended that the primary focus should be on optimising passing trade, and visitors staying in the local area, such as at Gleneagles, or other accommodation, and with local residents.

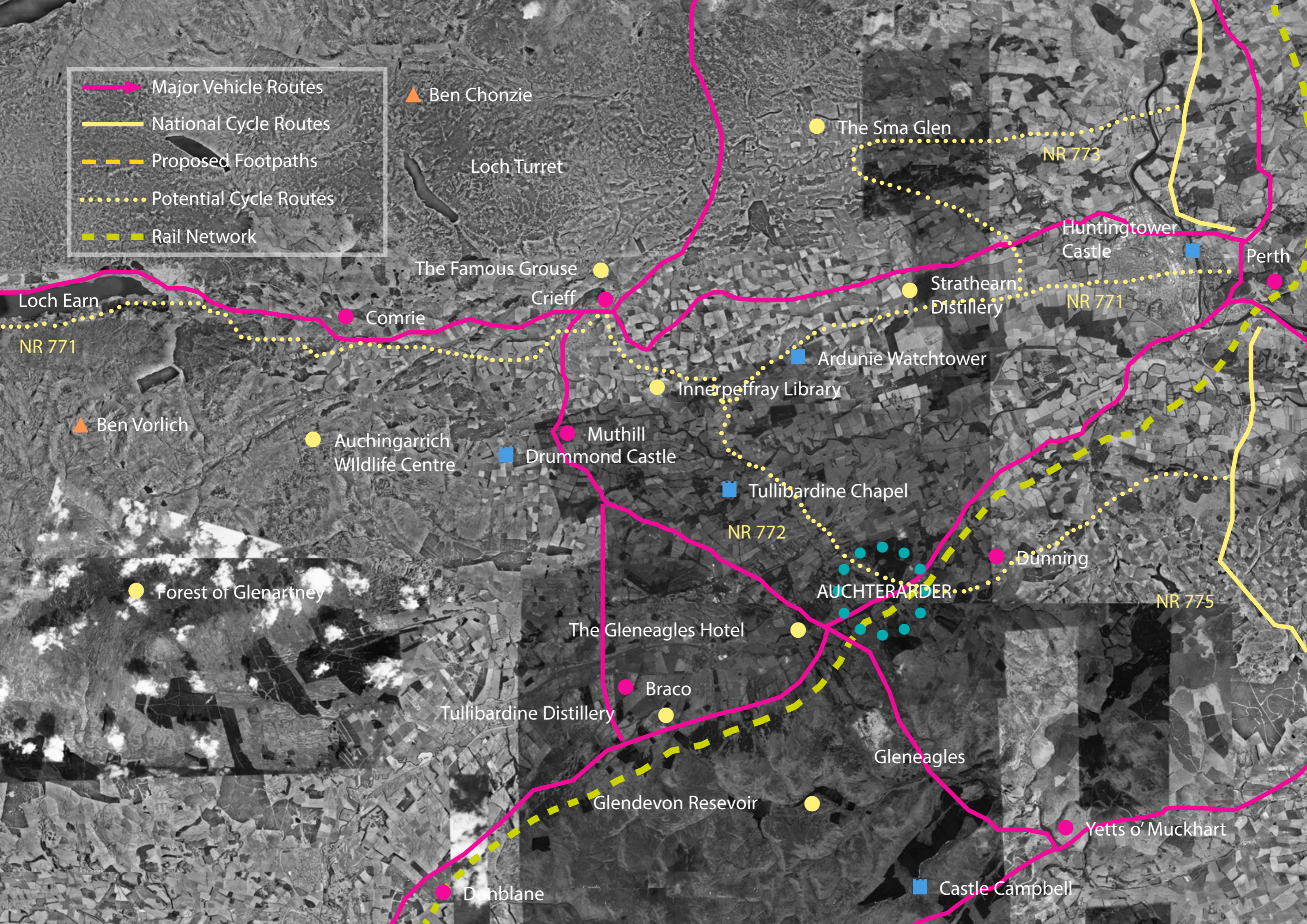
To enhance the visitor economy of Auchterarder, the focus should be on the following aims:

- Ensuring that all visitors are aware of all that the town has to offer
- Maximising the impact of the local visitor offer
- Encouraging visitors to spend time and money in Auchterarder
- Improving the appearance of the town centre, including more trees and greenery
- Improving pavements and access to parking, implementing traffic calming measures and creating more cycle paths





- Major Vehicle Routes
- National Cycle Routes
- Proposed Footpaths
- Potential Cycle Routes
- Rail Network



▲ Ben Chonzie

Loch Turret

● The Sma Glen

NR 773

Huntingtower Castle

Perth

Loch Earn

NR 771

● Comrie

The Famous Grouse

● Crieff

● Strathearn Distillery

NR 771

■ Arduvie Watchtower

● Innerpefferay Library

▲ Ben Vorlich

● Auchingarrich Wildlife Centre

■ Drummond Castle

● Muthill

NR 772

■ Tullibardine Chapel

● Dunning

● Forest of Glenartney

AUCHTERARDER

NR 775

The Gleneagles Hotel

● Braco

Tullibardine Distillery

Gleneagles

Glendevon Reservoir

● Yetts o' Muckhart

● Dunblane

■ Castle Campbell



7N Architects  
83 Princes Street  
Edinburgh EH2 2ER  
tel +44 (0) 131 220 5541

74  
[www.7Narchitects.com](http://www.7Narchitects.com)