

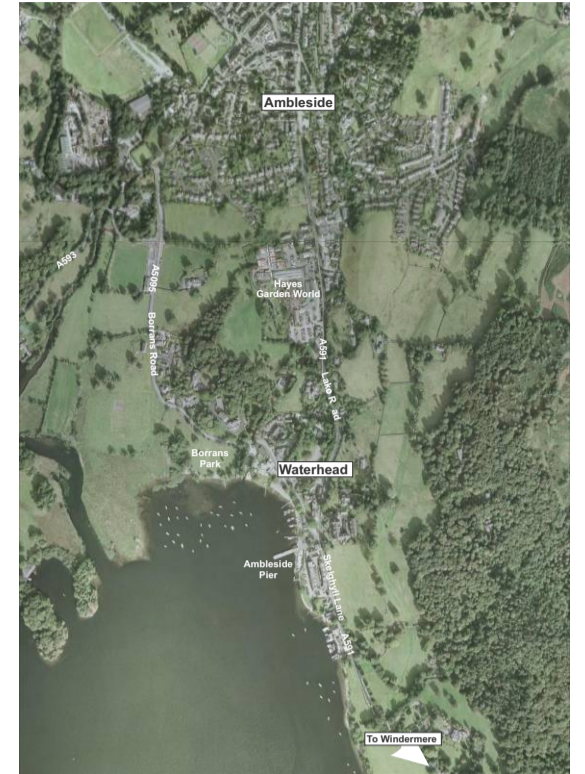
We need your views for Waterhead!

South Lakeland District Council and partners have commissioned a consultancy team to look at ways to enhance Waterhead. This has considered things such as access to the lake, aspirations and attractiveness of the area.

The consultants have considered the design of the public spaces; traffic issues; and the local economy. The brief is not to increase development but to enhance what is already there.

This summer, three well attended workshops were held in Ambleside, which generated many ideas.

Since then we have explored these ideas, testing them with landowners, public authorities and businesses.



We would like you to identify your preferred ideas so we have split Waterhead into six zones;

- A. Borran's Park**
- B. Road Layout**
- C. Car Park and Toilet Facilities**
- D. Promenade**
- E. Pier and Shops**
- F. Youth Hostel Promenade**

Using a questionnaire, please indicate whether you prefer option 1, 2 or 3 for each of the six zones.

Someone from the project steering group or professional team is on hand to explain the process. They will also talk through each of the options with you.

An approximate cost is provided for each concept based on materials, labour and fees. A rule of thumb is the greater the degree of change, the greater the cost.

It would help us if you could complete a questionnaire today. If you wish to take it home, there are handouts available which illustrate the concepts. A post box is provided in the Library foyer for your questionnaires or they can be posted to us.

The final design will be made up of the optimum concept for each zone and will be displayed at a later date along with artists' impressions.



Waterhead Enhancement Scheme Concept 1

KEY	
	Ingleton Green resin bound gravel
	Sandstone flags/setts
	Granite flags/setts
	Slate flags/setts
	Grass area
	Proposed planting
	Existing tree
	Existing jetty
	Proposed jetty
	Waterhead 'gateway' signage
	Interpretation boards
	Bollards (to replace gates)



Maximising the waterfront potential with modest alterations to the layout of the landside space

Key Areas

A) Borrans Park

- 1) Proposed Jetty (short stay / detachable format) with pump out facility for boats
- 2) Enhancement of existing entrance points and resurfacing of footpaths

B) Road Layout

- 3) Road layout similar to existing with a narrowing of the carriageway to provide more pedestrian space
- 4) New crossing location (6m wide)
- 5) Junction slightly adjusted to narrow carriageways;
- 6) Lake Road carriageway narrowed to provide larger footway

C) Car park and Toilet facilities

- 7) Toilet block to be refurbished to include changing facilities and larger external space
- 8) Car park layout adjusted, retaining the majority of the trees, number of spaces rises from 112 to 114
- 9) Steps to Lake Road to remain as existing

D) Promenade

- 10) Proposed Jetty (short stay / detachable format / incorporating drainage outfalls)
- 11) Replacement of existing jetty with new
- 12) Promenade widened from 2.3m to 3.0m (terrace area to cafe adjusted)
- 13) Surfacing to direct pedestrians towards Borrans Park (change from gate to bollards on slipway provides improved access to the beach)

E) Pier and Shops

- 14) Coach drop off with wider pedestrian access in front of pier & 7 short stay parking spaces
- 15) Space in front of shops resurfaced to include disabled ramp access and incorporating a dedicated loading bay (tree removed to create space)

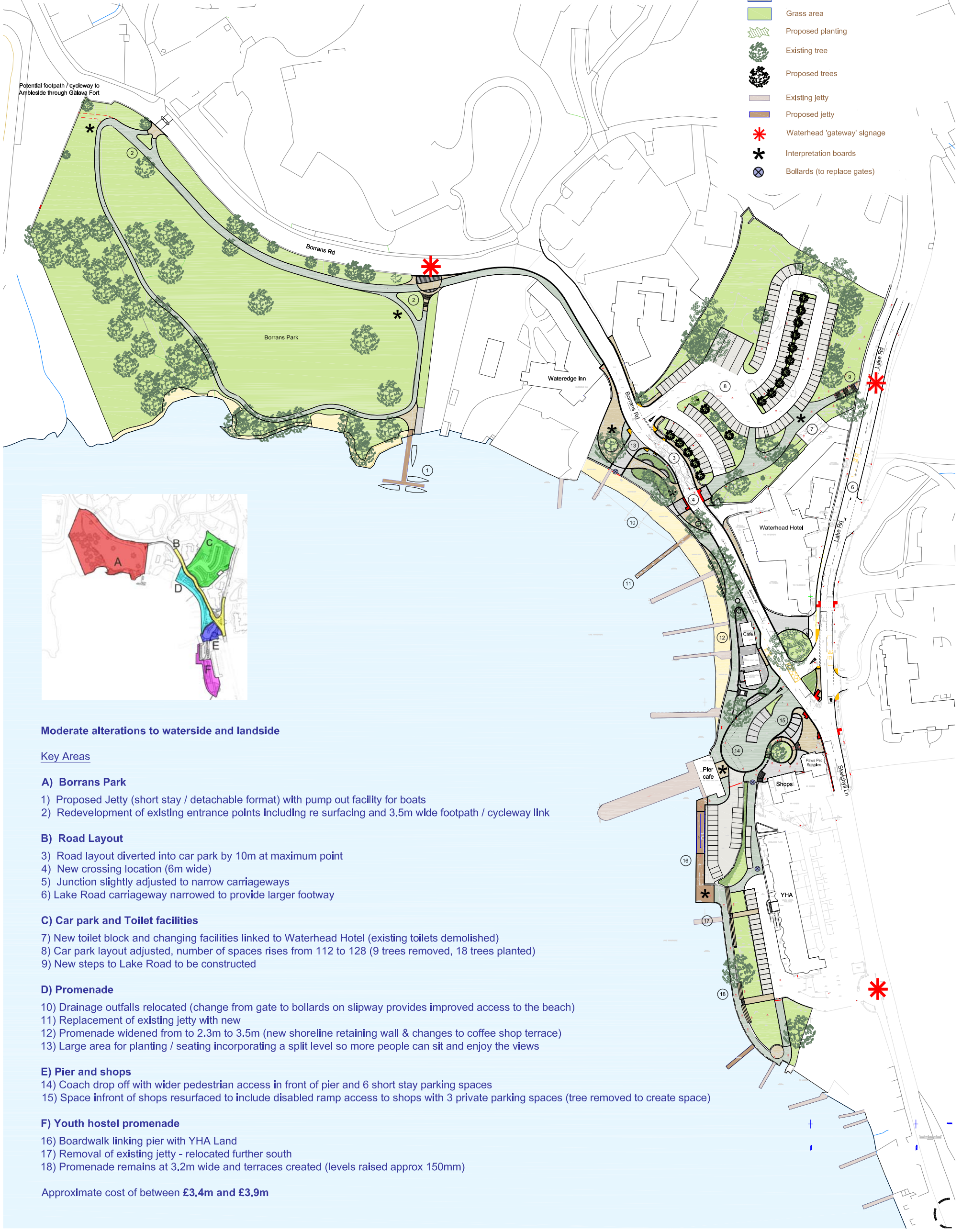
F) Youth Hostel Promenade

- 16) Boardwalk linking pier with YHA Land incorporating an additional landing stage for Windermere Lake Cruises
- 17) Removal of existing jetty - relocated further south
- 18) Promenade widened from 3.2m to 5.0m and terraces created (levels raised by 150mm)

Approximate cost of between **£2.2m** and **£2.7m**

Waterhead Enhancement Scheme Concept 2

KEY	
	Ingleton Green resin bound gravel
	Sandstone flags/setts
	Granite flags/setts
	Slate flags/setts
	Grass area
	Proposed planting
	Existing tree
	Proposed trees
	Existing jetty
	Proposed jetty
	Waterhead 'gateway' signage
	Interpretation boards
	Bollards (to replace gates)



Moderate alterations to waterside and landside

Key Areas

A) Borrans Park

- 1) Proposed Jetty (short stay / detachable format) with pump out facility for boats
- 2) Redevelopment of existing entrance points including re surfacing and 3.5m wide footpath / cycleway link

B) Road Layout

- 3) Road layout diverted into car park by 10m at maximum point
- 4) New crossing location (6m wide)
- 5) Junction slightly adjusted to narrow carriageways
- 6) Lake Road carriageway narrowed to provide larger footway

C) Car park and Toilet facilities

- 7) New toilet block and changing facilities linked to Waterhead Hotel (existing toilets demolished)
- 8) Car park layout adjusted, number of spaces rises from 112 to 128 (9 trees removed, 18 trees planted)
- 9) New steps to Lake Road to be constructed

D) Promenade

- 10) Drainage outfalls relocated (change from gate to bollards on slipway provides improved access to the beach)
- 11) Replacement of existing jetty with new
- 12) Promenade widened from to 2.3m to 3.5m (new shoreline retaining wall & changes to coffee shop terrace)
- 13) Large area for planting / seating incorporating a split level so more people can sit and enjoy the views

E) Pier and shops

- 14) Coach drop off with wider pedestrian access in front of pier and 6 short stay parking spaces
- 15) Space in front of shops resurfaced to include disabled ramp access to shops with 3 private parking spaces (tree removed to create space)

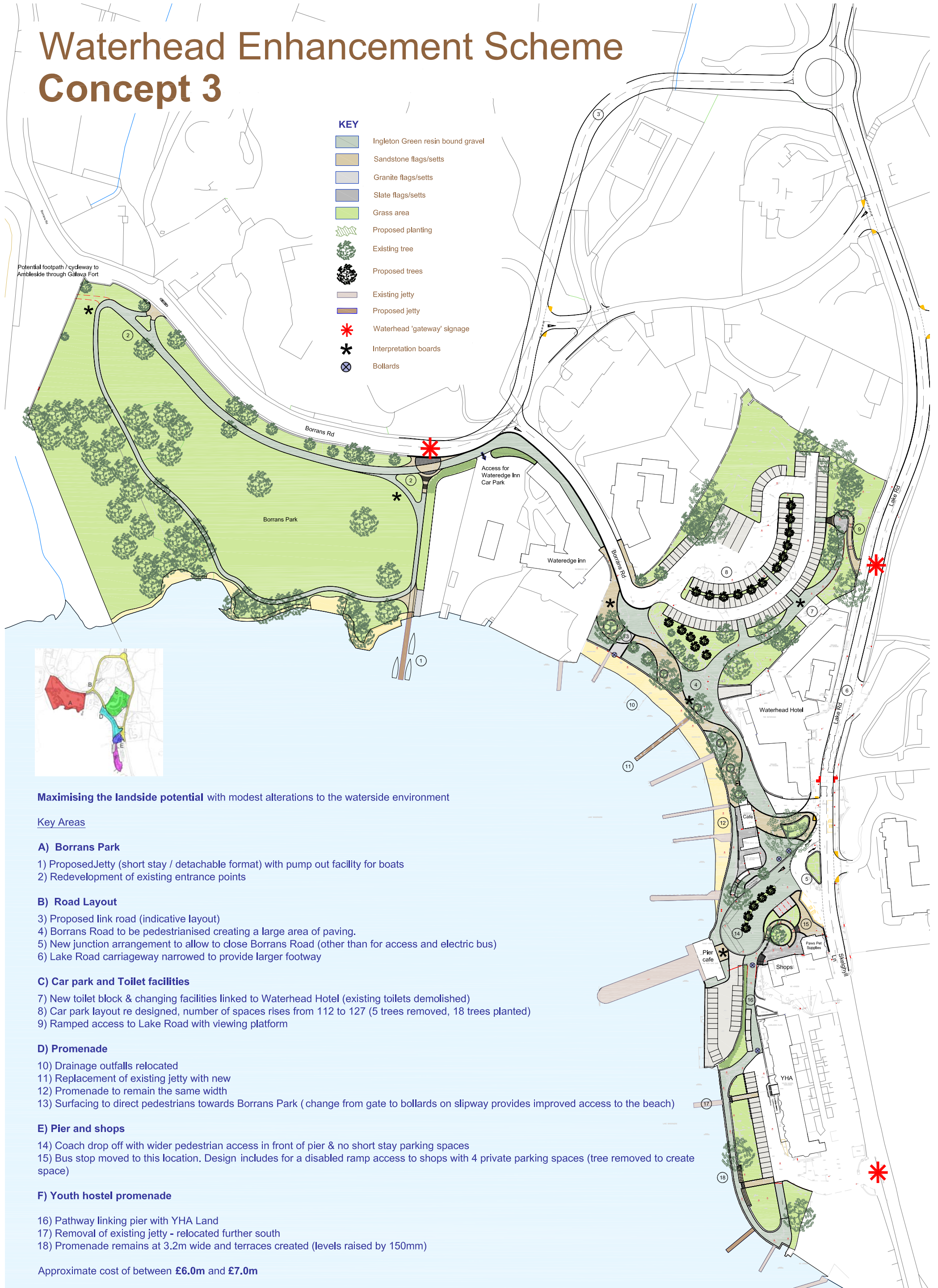
F) Youth hostel promenade

- 16) Boardwalk linking pier with YHA Land
- 17) Removal of existing jetty - relocated further south
- 18) Promenade remains at 3.2m wide and terraces created (levels raised approx 150mm)

Approximate cost of between £3.4m and £3.9m

Waterhead Enhancement Scheme Concept 3

KEY	
	Ingleton Green resin bound gravel
	Sandstone flags/setts
	Granite flags/setts
	Slate flags/setts
	Grass area
	Proposed planting
	Existing tree
	Proposed trees
	Existing jetty
	Proposed jetty
	Waterhead 'gateway' signage
	Interpretation boards
	Bollards



Maximising the landside potential with modest alterations to the waterside environment

Key Areas

A) Borrans Park

- 1) Proposed Jetty (short stay / detachable format) with pump out facility for boats
- 2) Redevelopment of existing entrance points

B) Road Layout

- 3) Proposed link road (indicative layout)
- 4) Borrans Road to be pedestrianised creating a large area of paving.
- 5) New junction arrangement to allow to close Borrans Road (other than for access and electric bus)
- 6) Lake Road carriageway narrowed to provide larger footway

C) Car park and Toilet facilities

- 7) New toilet block & changing facilities linked to Waterhead Hotel (existing toilets demolished)
- 8) Car park layout re designed, number of spaces rises from 112 to 127 (5 trees removed, 18 trees planted)
- 9) Ramped access to Lake Road with viewing platform

D) Promenade

- 10) Drainage outfalls relocated
- 11) Replacement of existing jetty with new
- 12) Promenade to remain the same width
- 13) Surfacing to direct pedestrians towards Borrans Park (change from gate to bollards on slipway provides improved access to the beach)

E) Pier and shops

- 14) Coach drop off with wider pedestrian access in front of pier & no short stay parking spaces
- 15) Bus stop moved to this location. Design includes for a disabled ramp access to shops with 4 private parking spaces (tree removed to create space)

F) Youth hostel promenade

- 16) Pathway linking pier with YHA Land
- 17) Removal of existing jetty - relocated further south
- 18) Promenade remains at 3.2m wide and terraces created (levels raised by 150mm)

Approximate cost of between £6.0m and £7.0m

Waterhead Enhancement Scheme

The materials used for surfacing and walls must reflect the distinctive character and quality of Waterhead. This board shows some examples of materials and site furniture which might be suitable for Waterhead. We hope it gives a flavour of what a scheme might look like.

The key materials we are suggesting are;

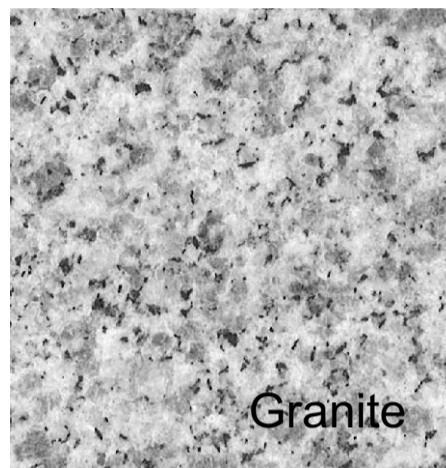
- Local slate to be used for feature surfaces and walling
- White Granite to be used for kerbs and edging.
- Buff / grey coloured sandstone to be used for important pedestrian areas
- Resin-bound aggregate - Ingleton Green to be used for general surfacing



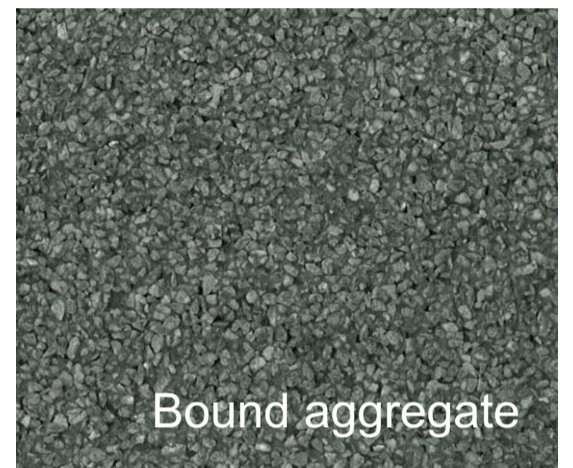
Sandstone



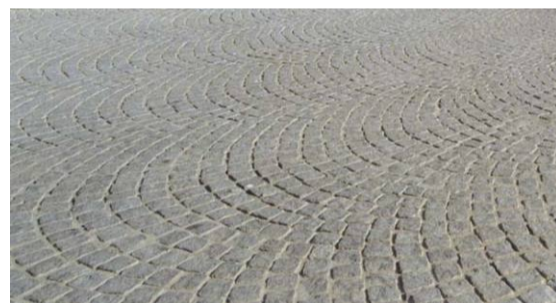
Slate



Granite



Bound aggregate



Detailed designs of signs and waymarkers will take place once a preferred option is chosen. The concept plans show the locations where signage is proposed.

A lighting strategy will be prepared once a preferred option is selected. All these features will be chosen carefully to ensure consistency, durability, all-weather performance, sustainability and high visual quality.



Analysing your questionnaires

The questionnaires will be analysed independently by CN Research, to ensure a transparent and fair process. Public opinion will comprise 20 percent of the final mark. Other factors (those listed below) will also be considered. These are:

Measure	Weighting	Decision made by
Deliverability <i>Links to other projects</i> <i>Timing</i> <i>Landowners</i> <i>Funding</i>	20%	Management Team
Economic Benefit <i>Demand / Need</i> <i>Jobs Created / Safeguarded</i> <i>Increase in visitors</i> <i>Business Investment</i>	15%	Management Team
Public Opinion	20%	Library Exhibition
Design & Environmental Quality	15%	Management Team
Business Opinion	15%	Library Exhibition
Public Sector & Professional Team	15%	Management Team

The Management Team has been selected by the Steering Group and will comprise representatives of the consultants, South Lakeland District Council, Lake District National Park, Lakes Parish Council, Cumbria County Council Highways and Cumbria Vision. The wider Steering Group will closely review its decisions.

In terms of funding, the North West Development Agency (NWDA) has indicated that it could support a total project cost of approximately £3million. However this is allocated on the basis of proving a great enough need. In current times public spending is increasingly stretched and difficult to obtain. NWDA money must also be matched by other public and private sector funds. Therefore although funds are available, they are not guaranteed. Once a preferred design is identified, an application will be submitted to the NWDA.

It is also important to point out that some designs would be very difficult to implement. We have tried to include designs that are physically achievable and also to provide sufficient choice. We have removed designs that are just not possible due to landowner aspirations, topography or legal complexities.

However, it is impossible to identify all of these complexities at the concept design stage, and these may emerge later in the process. The Management Team will seek to account for these constraints in the weighting process. We have sought cooperation from landowners and businesses as much as possible up to this stage. But like funding, nothing in the chosen design can be guaranteed 100 percent at the moment.

