



## Bay Street Urban Regeneration Case Study

**Project architect**  
JM Architects, Edinburgh

**Brick type**  
Farmstead Antique

**Location**  
Port Glasgow

**Contractor**  
Marshall Construction

**Sector**  
Residential

## The Challenge

The former Gourock Ropeworks building on the banks of the River Clyde had been refurbished back in 2006. As part of a multi-million-pound regeneration from the Scottish government, Forterra supplied 170,000 bricks to the site adjacent to the Ropeworks for 41 new social homes.

The design of the four-storey blocks of residential apartments was to tie in with the original design of the former Gourock Ropeworks.

## The Solution

Forterra's Farmstead Antique brick type was put forward for the build owing to its highly textured face and warm appearance, which sat well with the tone and texture of brickwork in the surrounding properties.

## The Benefits

Steve Nicolson, Area Sales Manager for Forterra, said, "The Farmstead Antique was a good match to the local vernacular, and is also pretty hard-wearing, which made it very suitable for this location on the banks of one of the longest rivers in Scotland, as it will need to withstand the elements."

Adelle Jess, Project Architect for JM Architecture, said, "Due to the site being located within the historic curtilage of a listed building, the development needed to provide a strong frontage to Bay Street with fenestration, proportion and material finishes relative to the context in which it sits."

"Forterra Farmstead Antique was selected as the main finish to the buildings so as to tie in with the existing surroundings and contribute to the overall design concept of a modern interpretation of the site's industrial past."



5 Grange Park Court  
Roman Way  
Northampton  
NN4 5EA

Tel: +44 (0)1604 707 600  
[forterra.co.uk](http://forterra.co.uk)