

Section 7 - Masterplan Gold Phase

The masterplan is the vision of what the best outcome could be for Elgin over the medium to long term. Such transformational change requires a staged process of phased implementation.

The gold plan shown represents the ultimate vision of the masterplan strategy. It corresponds with ‘trend transformation’ described in the Strategy and Action Plan. A new quarter is created focused around a new civic square and closely integrated with the existing townscape. Cooper Park and Elgin Cathedral become more integral with the town centre, and the perimeter block model leads to well defined streets and spaces and retains flexibility to accommodate a variety of building plan depths and uses in response to the market as projects come forward.

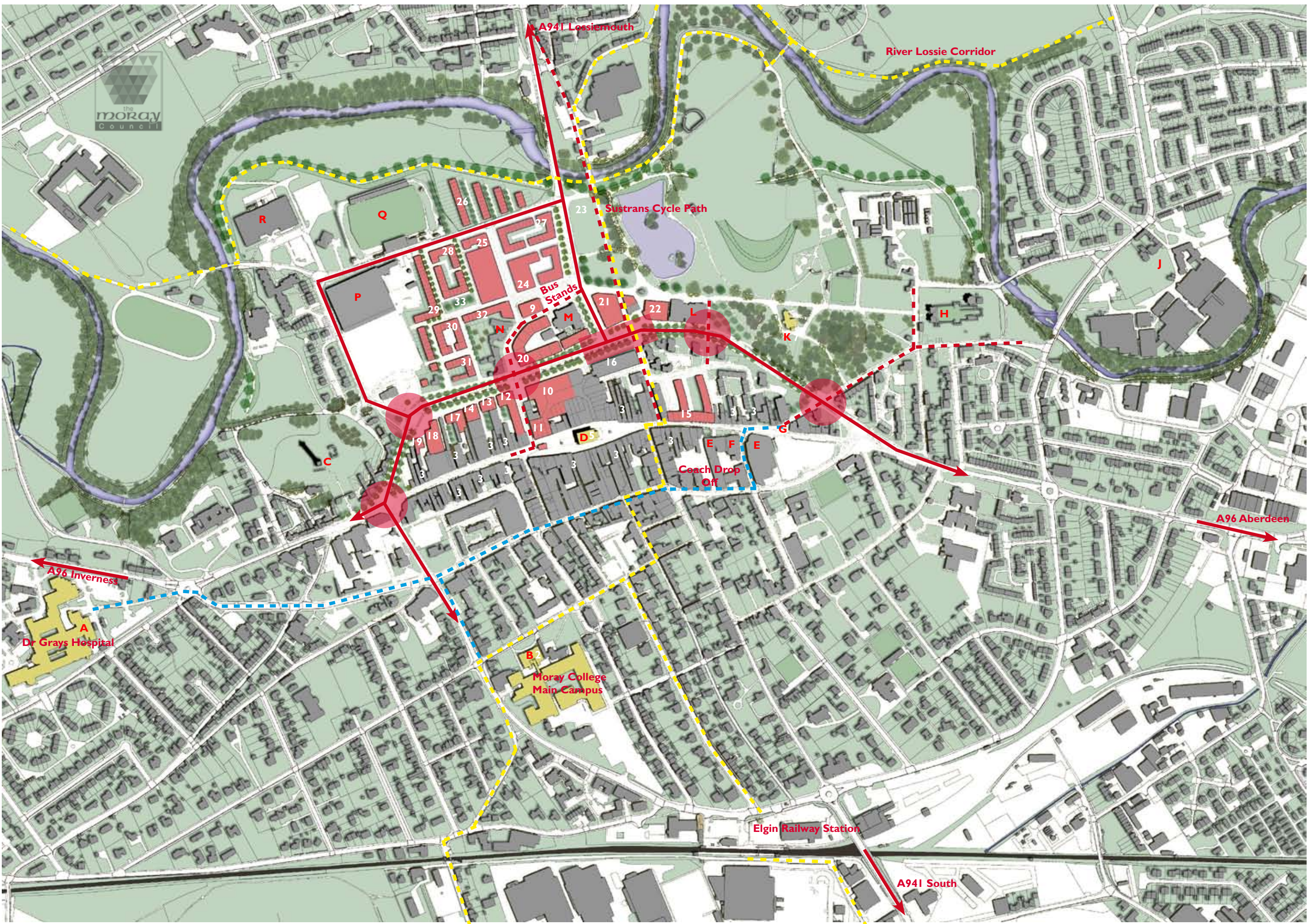
The bronze and silver plans are shown on following pages. These can be considered as phases where one phase will build upon another, gradually increasing values and capacity.

A Doctor Gray’s Hospital	1 Doctor Gray’s Masterplan	15 Retail ground floor; hotel / residential above
B Moray College	2 Moray College Campus Masterplan	16 Retail / office / parking; potential future
C Lady Hill Monument	3 Lighting and public realm improvements to	development to improve street pattern
D St Giles Church	closes	17 Office
E The Moray Council Headquarters	4 Elgin City for the Future Pavilion	18 Retail
F Sheriff Court	5 Tourist Information Centre	19 Residential / office
G Little Cross	6 Student Housing - located in the town centre	20 Retail ground floor; retail / office above
H Elgin Cathedral	7 Museum and Archive including Arts School	21 Retail / arts ground floor; retail / arts / office
J Johnstons of Elgin	extension	above
K Grant Lodge	8 New civic square	22 Retail / arts ground floor; retail / arts / office
L Elgin Library	9 Bus stands and pavilion	above
M Elgin Town Hall	10 St Giles Centre Shopping Centre expansion –	24 Retail / office / hotel
N Holy Trinity Church	major retailer	25 Multi storey car park / retail / office
P Tesco	11 St Giles Centre Shopping Centre expansion -	26 Residential
Q Elgin City Football Club	8 retail units & offices / residential above	27 Retail / office / residential
R Moray Leisure Centre	12 Retail / leisure / office	28 - 32 Office / residential
	13 Retail / leisure / office	33 Green
	14 Arts cinema & bar; or retail / leisure / office	



Masterplan Gold Phase Showing Transportation Links

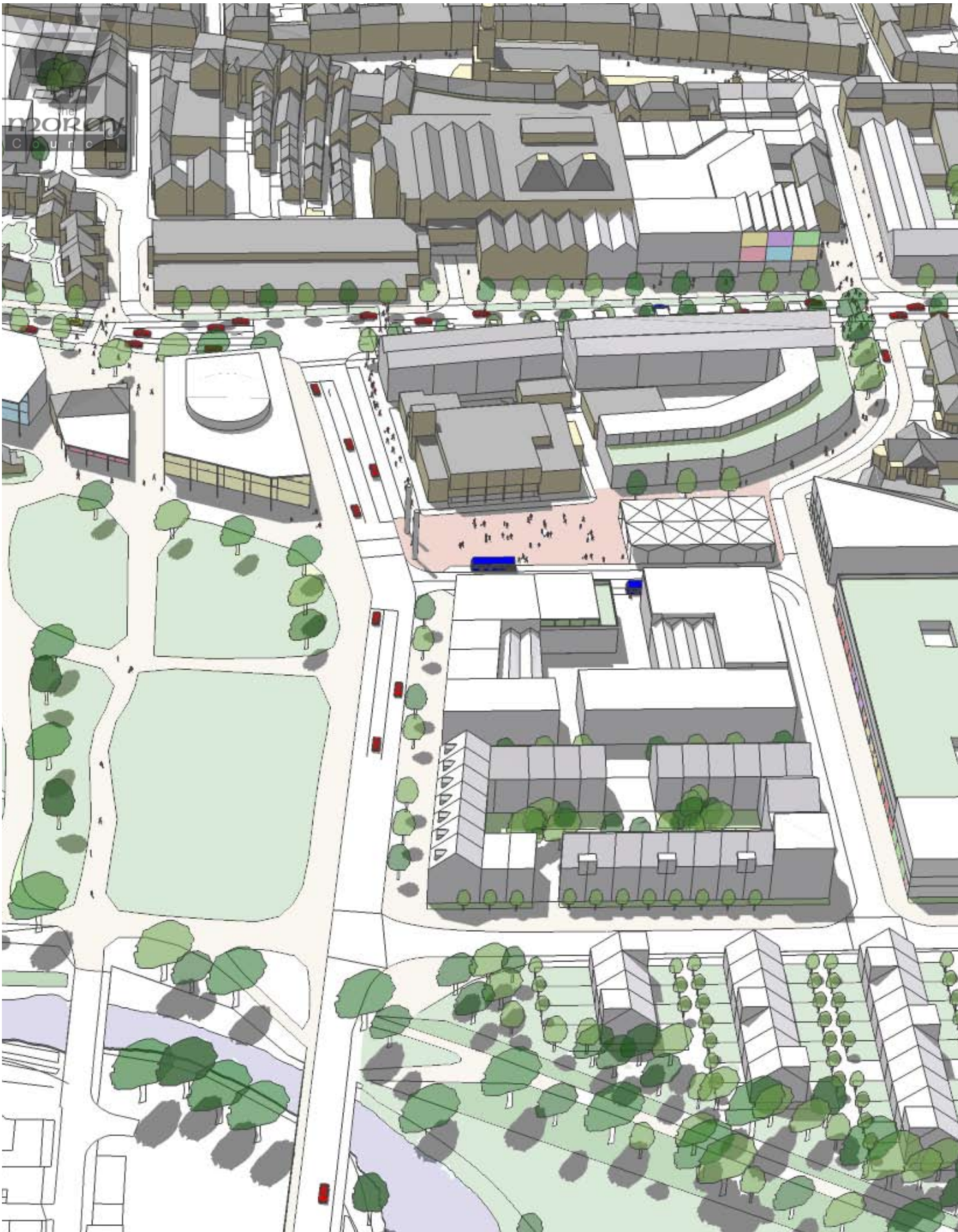
A Doctor Gray’s Hospital	1 Doctor Gray’s Masterplan	15 Retail ground floor; hotel / residential above	<div><div></div>Key vehicular routes</div> <div><div></div>Pedestrian linkages</div> <div><div></div>Crossing points</div> <div><div></div>Active Travel Route</div> <div><div></div>Potential walking & cycling route linking Moray Council - Moray College - Dr Gray’s Hospital</div>
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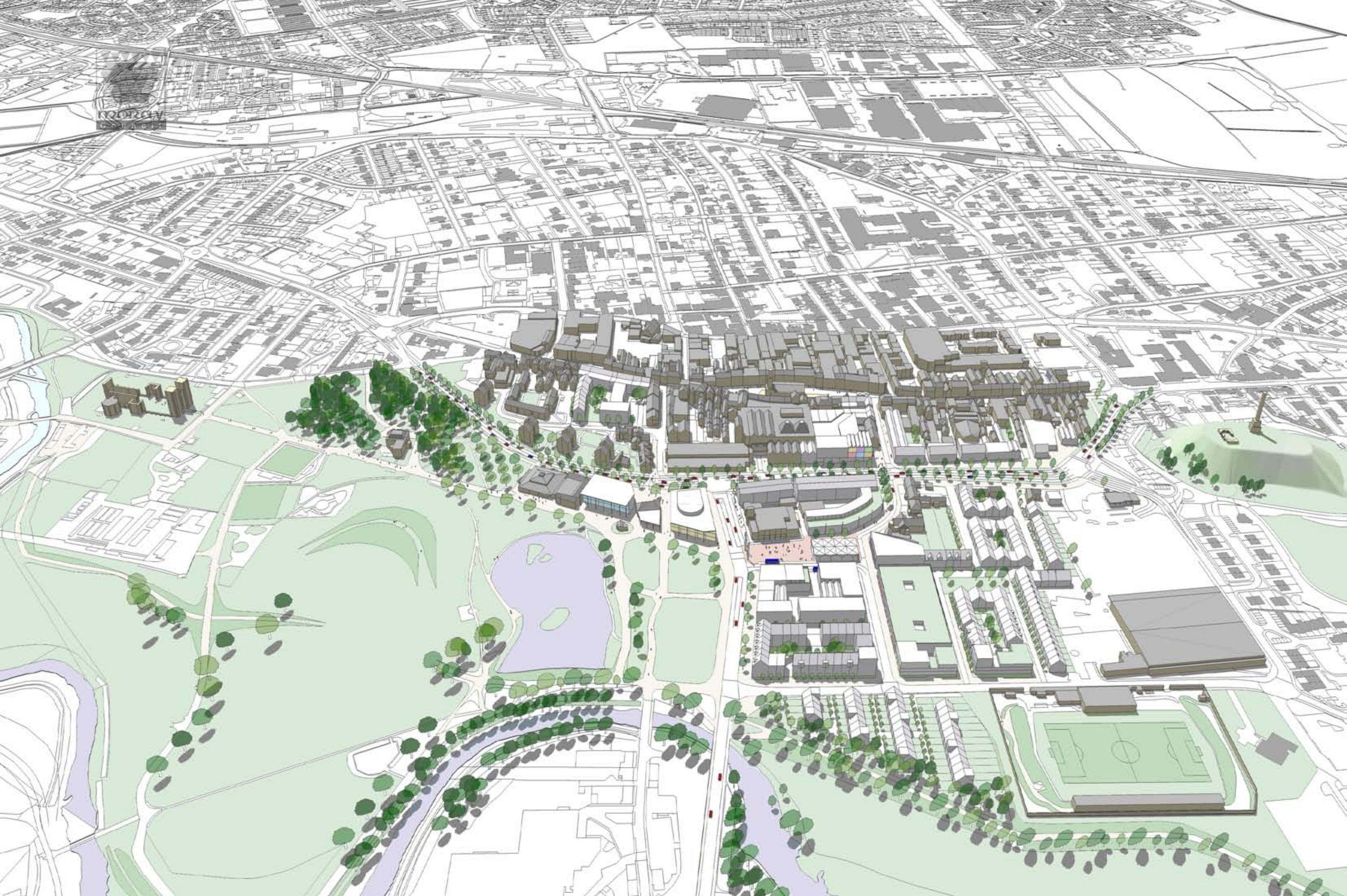






Gold Phase from North



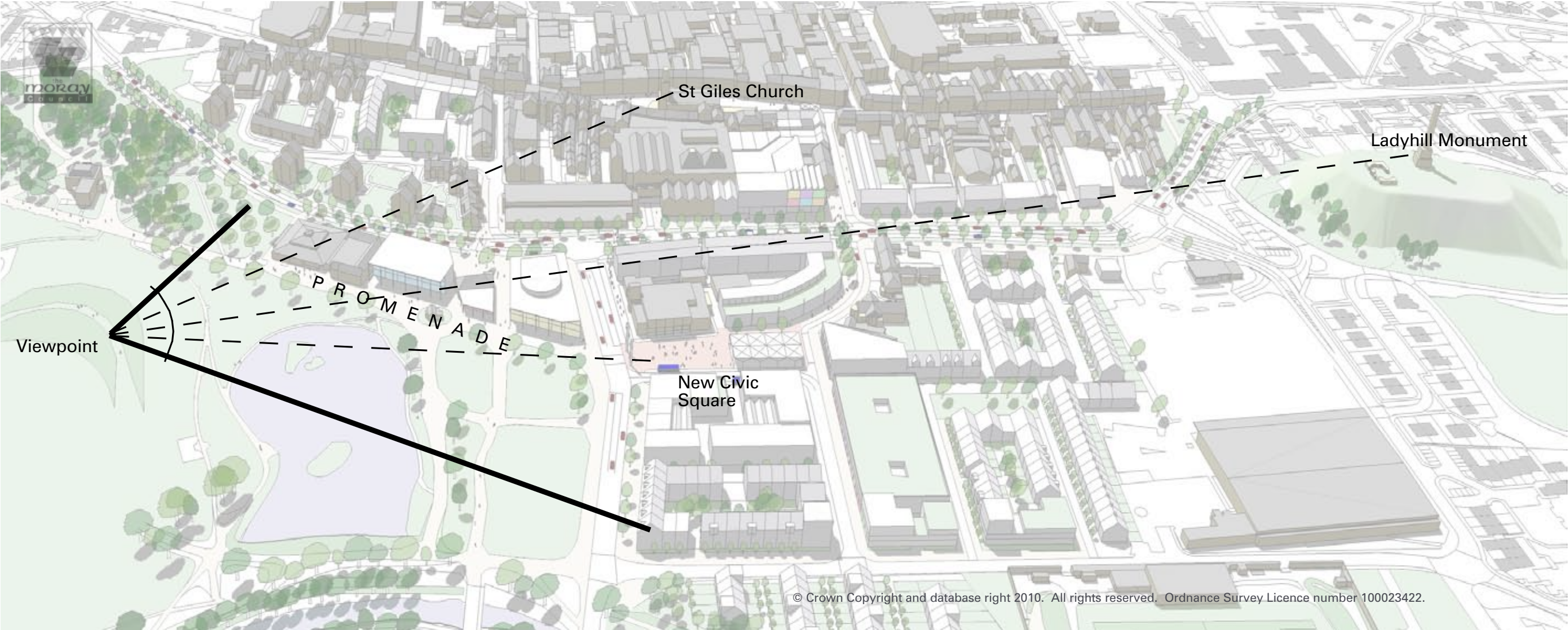


Gold Phase from East

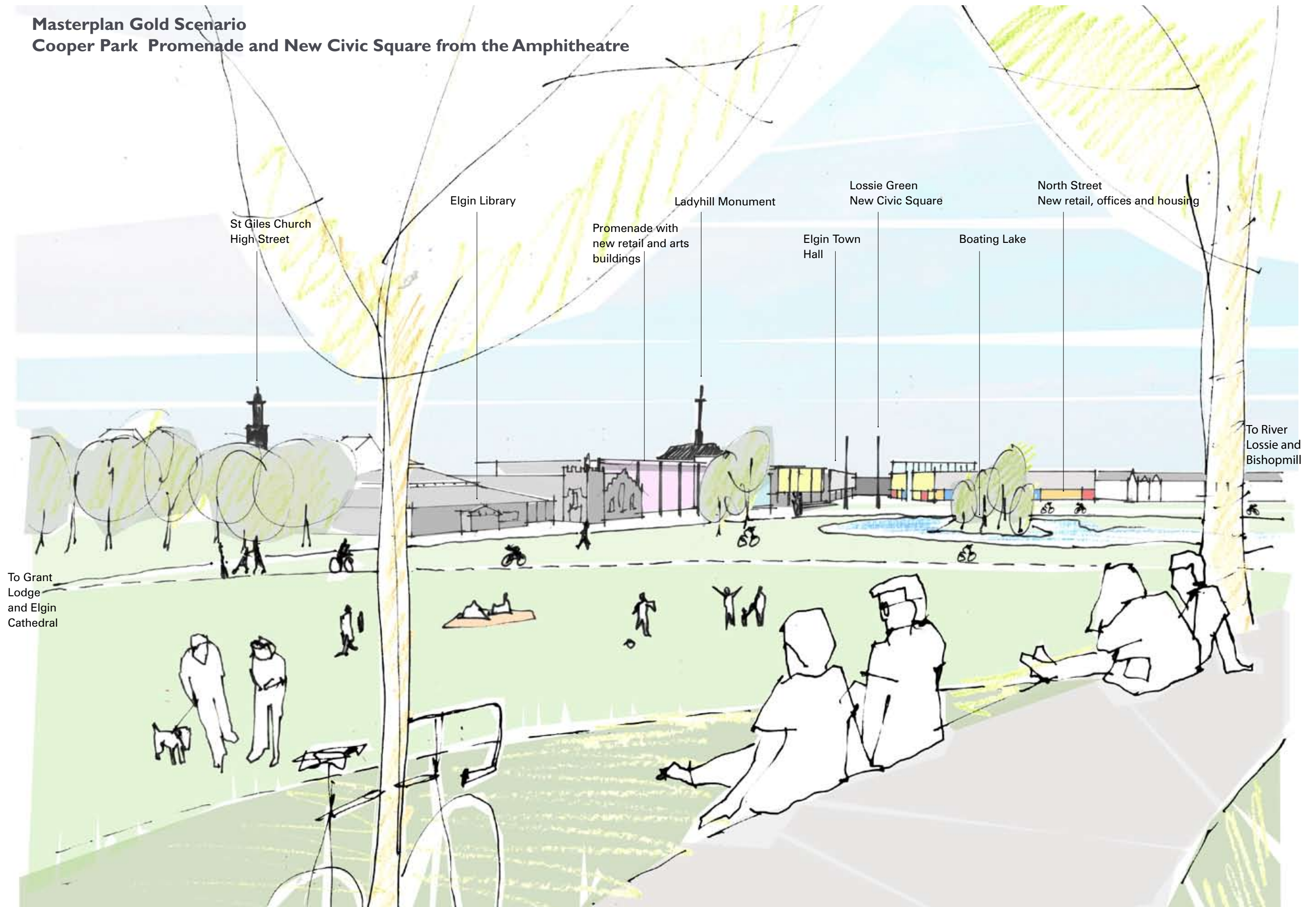




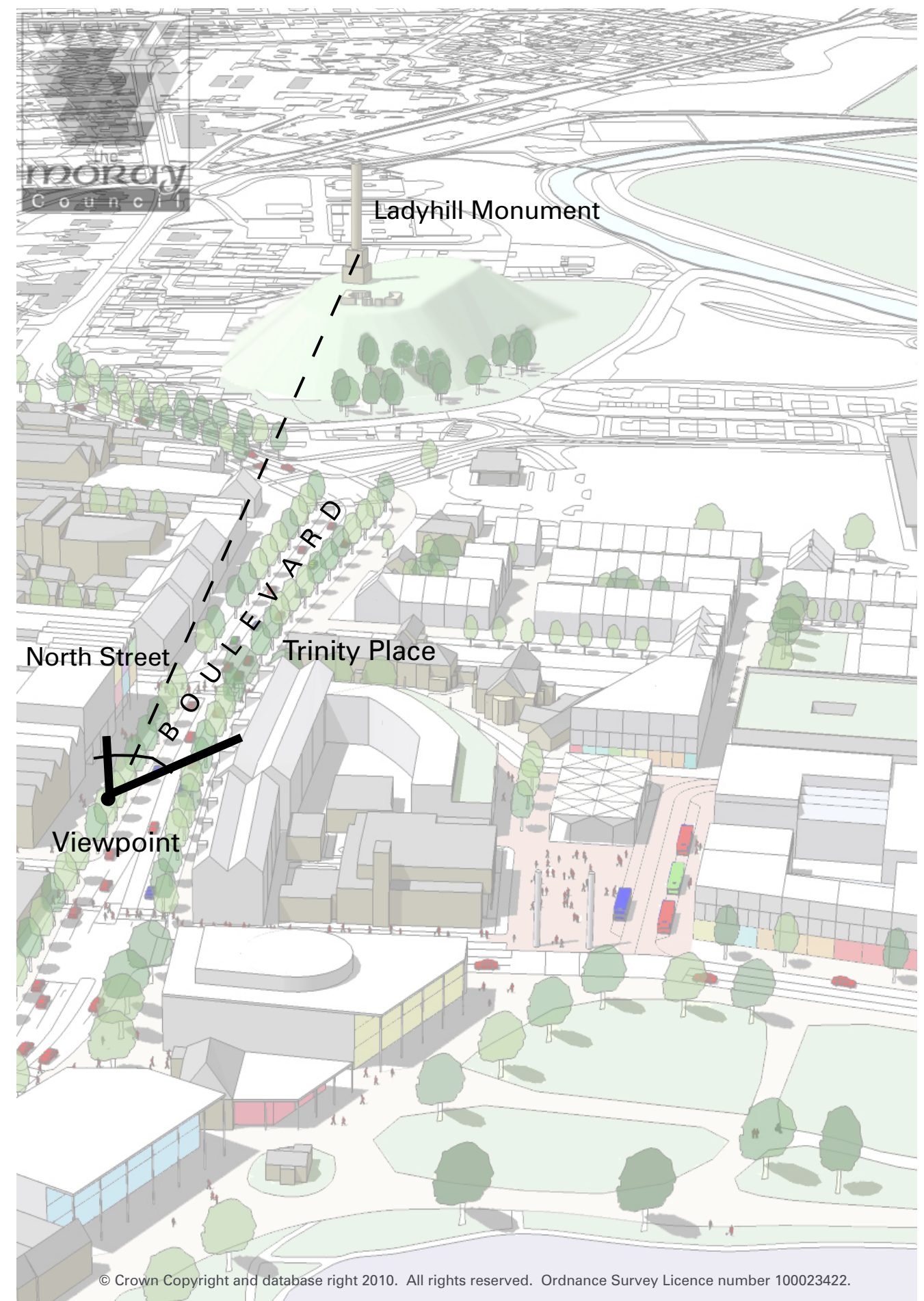
Viewpoint from Ampitheatre

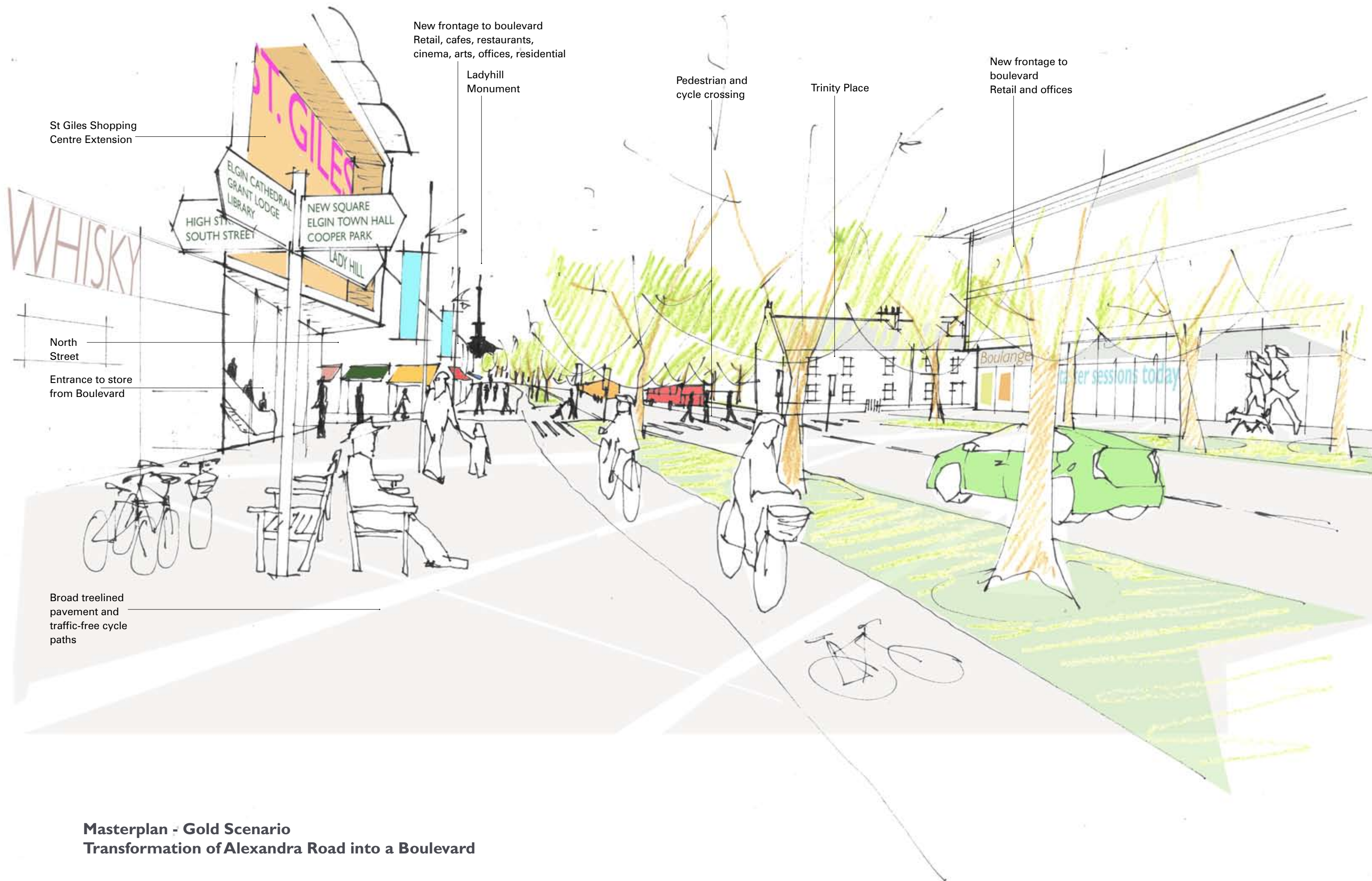


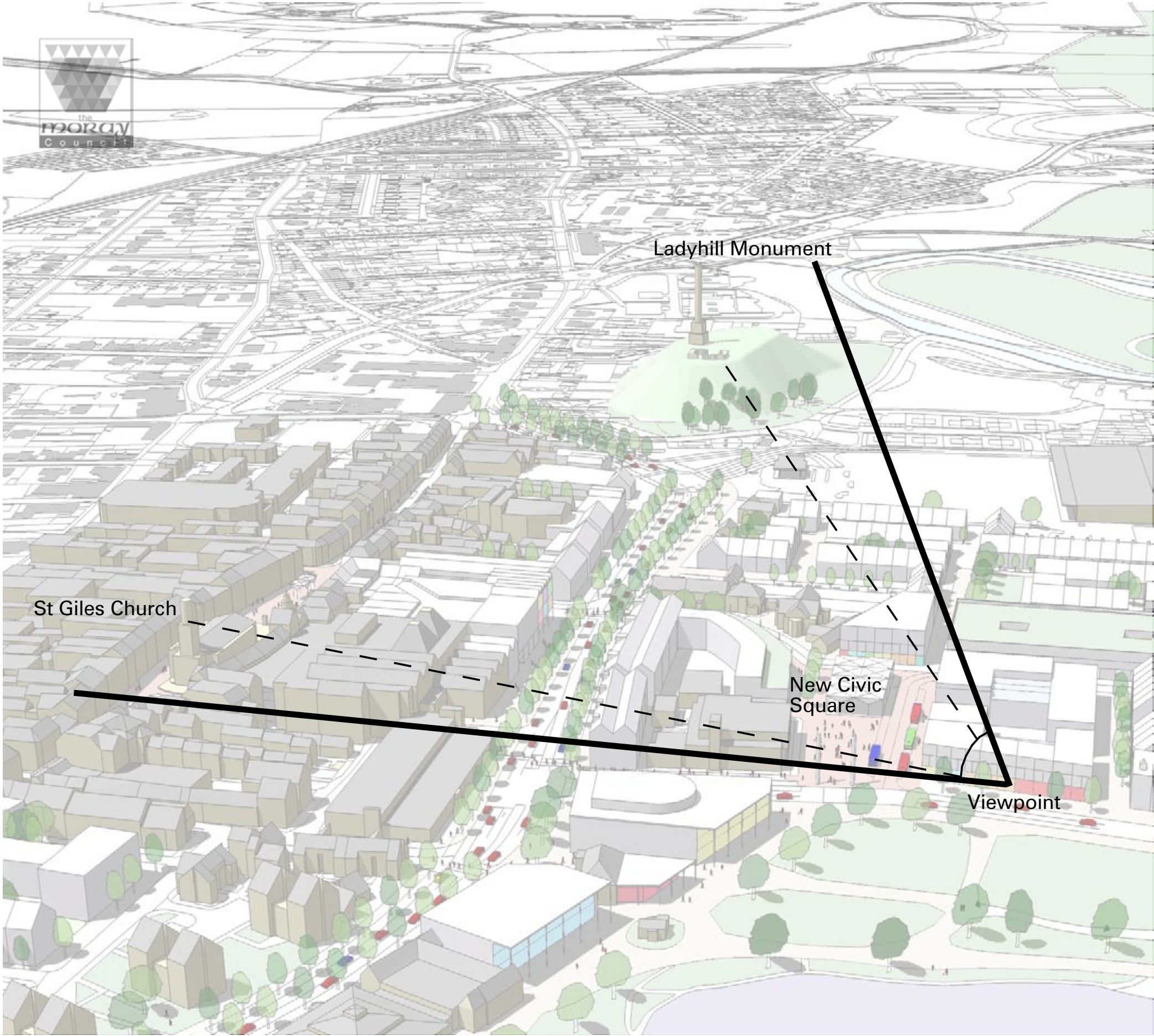
Masterplan Gold Scenario
Cooper Park Promenade and New Civic Square from the Amphitheatre



Viewpoint from Boulevard









**Masterplan - Gold Scenario
New Civic Square**