

2 Elgin City Masterplan. The Masterplan aims to integrate Elgin's economic performance more closely with that of the wider economy, and is consistent with the Moray Economic Strategy. It focuses on proposals for development to strengthen the city centre, so that in the longer term these can come forward in a structured way within Lossie Green. The Masterplan is informed and influenced by a detailed Transportation Study that modelled the impact of the proposed development projects. This was developed around a number of principles, including:

- Reduce the severance effect of the A96 Alexandra Road to allow good pedestrian and cycling connections between the High Street and the Lossie Green areas of the city centre.
- Create a new boulevard along the A96 Alexandra Road to provide a more urban feel with at grade pedestrian crossings corresponding with the principal pedestrian desire lines, the removal of a number of key pedestrian unfriendly roundabouts in the city centre and frontage development on both sides of the road.
- Other local road improvements to improve traffic flow between north and south Elgin and linked to development including the Edgar Road area.
- Building upon the Council's Urban Freedom project the development of a safe and attractive network of walking and cycling networks with a focus on the green corridor following the River Lossie and the opportunities for enhancement opened up by the flood defence works.
- Relocation of the bus station to a new central location on Lossie Green as part of the development of a new civic square and to assist in the activation of the Lossie Green area of the city centre. Access to the new bus station will be from the A941 and Boroughbriggs.
- Promotion of sustainable travel patterns throughout Elgin by the development of an overarching Travel Plan with an emphasis on walking, cycling and public transport trips. The Travel Plan will address accessibility issues both within Elgin and across the region.
- The replacement of all car parking spaces lost to the Masterplan in a new multi-storey car park on Lossie Green accessed from the A941 and Boroughbriggs.
- Relocation of the lorry park on Lossie Green to the industrial areas to the east of the town accessed from the A96.
- Provision of a new centrally located coach drop off and pick up facility in addition to the existing facilities at Johnstons of Elgin.

3 The Elgin City Action Plan which specifies projects under each of the five **Platforms for Change** and identifies corresponding partners, and timescales for delivery. The new, combined Moray and Elgin Action Plan (see pages 13-26) identifies timescales as: short – 2011 to 2015, medium – 2016 to 2021, and long – 2022 onwards.

