



An aerial photograph of a city, likely Elgin, showing a dense urban area with numerous buildings, streets, and parking lots. The image is in grayscale. The text is overlaid on the center of the image.

'sic itur ad astra'
This is the way to the stars

Elgin City Motto



CONTENTS

EXECUTIVE SUMMARY	4
ELGIN 2030	6
INTRODUCTION	8
ELGIN CITY CENTRE: PAST & PRESENT	10
SOCIO-ECONOMIC PROFILE	14
PLANNING CONTEXT	15
MINI CHARRETTE: DESIGN PROCESS	17
EMERGING MASTERPLAN: DEVELOPMENT SITES	31
EMERGING MASTERPLAN: SCHEDULE OF POTENTIAL DEVELOPMENT SITES	32
EMERGING MASTERPLAN FRAMEWORK	34
TRANSPORT STRATEGY & INITIAL PROPOSALS	37
LOSSIE GREEN MINI-CHARRETTE: EMERGING LAND USES	38
REGENERATION ACTION PLAN	45
RECOMMENDATIONS & NEXT STEPS	49
APPENDIX 1: PARTICIPANT SIGN IN SHEETS	51
APPENDIX 2: RYDEN PROPERTY MARKET REPORT	

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EXECUTIVE SUMMARY

In March 2014 a consultant team facilitated a two day mini-charrette for Moray Council, on behalf of the Moray Economic Partnership. The event, part funded by the Scottish Government, focussed on the future vision for Lossie Green, Cooper Park and their relationship to other parts of the City Centre.

The Moray Community Planning Partnership's strategy, Elgin City for the Future (ECFTF), was the key reference point for the mini-charrette. The aim of the charrette process was to test and update the existing ECFTF Masterplan to reflect the changing context, test and progress design principles, start to develop a prioritised project and action list, and to advise on next steps with a view to refining the findings through a public charrette and a more detailed regeneration masterplan process.

The mini-charrette discussions and design proposals confirm that;

- Regeneration investment at Lossie Green and Cooper Park should support a thriving City Centre, not compete with it.
- The presence of Elgin Town Hall demands that regeneration at Lossie Green highlights the opportunity for the (re)provision of a 21st Century, high quality civic and arts hub that serves Moray.
- Cooper Park and the River Lossie corridor are Elgin's principal open spaces and are a significant amenity for Moray that can enhance the quality of the City Centre
- The redevelopment of Lossie Green presents a significant opportunity to support transformational regeneration and sustainable economic development in Elgin and Moray.
- The imminent completion of the flood defence works along the River Lossie present an opportunity to redefine Lossie Green through redevelopment and Cooper Park by prioritised investment.
- The issue of severance created by the A96 and A941 roads running between the three components of any City Centre Regeneration Plan (City Centre, Lossie Green, Cooper Park) presents the most significant barrier to successful integration and implementation of the Plan.
- Regeneration efforts at Lossie Green and Cooper Park must coordinate with established and ongoing initiatives to support a successful City Centre, including the Business Improvement District, Conservation Area Renewal Scheme and the Castle Cathedral Cashmere initiative.

- Future provision for public transport infrastructure in the City Centre, especially the bus station, needs careful integration with the redevelopment of the City Centre and Lossie Green to ensure it encourages, rather than discourages, patronage of public transport by ensuring it serves established City Centre destinations.
- The clear redefinition of Cooper Park, particularly on its southern and western edges, will significantly assist in enhancing the quality of the parkland setting and its relationship to the City Centre.
- Any place-making / place-mending proposition at Lossie Green should seek to trace and extend the existing streets, routes and desire lines to create a well integrated urban form connecting Lossie Green to the City Centre and Cooper Park.
- Successful regeneration in Elgin City Centre can be achieved by coordinated, integrated investment in a mix of uses within an urban design framework based on good connections between high quality places and buildings that clearly define the distinctiveness and qualities of Cooper Park, Lossie Green and the City Centre.

Beyond the remit of the mini-charrette it is recommended that next steps should include;

- enhancing the compatibility of the emerging Moray Local Development Plan 2015 and the principal concepts coming forward from the mini-charrette.
- refinement of the urban design Masterplan through more detailed design development and wider stakeholder engagement.
- refinement of the wider property market analysis and testing of the optimum mix of uses on the various proposed development sites based on the outcome of cost advice and financial viability assessment.
- refinement of the traffic and transportation implication of the emerging City Centre Regeneration Masterplan involving further dialogue with key agencies and stakeholders.
- involvement of engineering advice to test and ratify the technical feasibility of proposals.
- hold a public charrette to help refine the Masterplan.
- refinement of the civic, arts, cultural and creative industries requirements including testing feasibility





ELGIN 2030

A postcard from the future

The northern edge of Elgin City Centre has enjoyed a renaissance. Following the completion of the flood defence works along the River Lossie concerted regeneration investment over the last fifteen years has transformed the place. Elgin is a renowned destination and at the heart of Moray's thriving economy and civic activity.

Five decades after the imposition of the A96 relief road looping north of the historic City Centre, Lossie Green and Cooper Park have been bound back into the urban fabric of Elgin. Lossie Wynd, North Street / Trinity Place, North Port and College Street have been transformed into principal routes linking Lossie Green and Cooper Park back to the City Centre. The A96 has been 'tamed' by a series of interventions that encourages pedestrian and cycle traffic throughout the City Centre. The purpose built bus station has helped redefine the northside of the City Centre as the gateway to Elgin.

The City Centre is thriving with a strong core of independent businesses that have benefitted from the Business Improvement District. The bustle of everyday life blends with tourists drawn to the City; enjoying the quality of cityscape, local produce, heritage, art, recreation and hospitality that Elgin and Moray are now renowned for. The northern edge of the historic core has been redefined. Infill development and public realm has tidied up the ragged edge of the old town. Contemporary 'portals' announce arrival into the City Centre. Its historic attractions have been conserved and the Planestones, pends and closes are busy with

folk visiting the array of businesses, cafes and facilities in Elgin's City Centre. Contemporary lighting has been used to highlight the quality of the historic buildings, complementing the vibrant evening economy and adding to the feeling of well being and security.

Cooper Park has recaptured the vitality and conviviality of its Victorian past. Grant Lodge has been transformed into an attraction for residents and tourists alike. Cooper Park has become one of Elgin's principal destinations. Cooper Park is an important component of the City Centre and the pivotal part of the popular Castle Cathedral Cashmere trail linking Johnstons of Elgin through to the historic jewels of the City Centre.

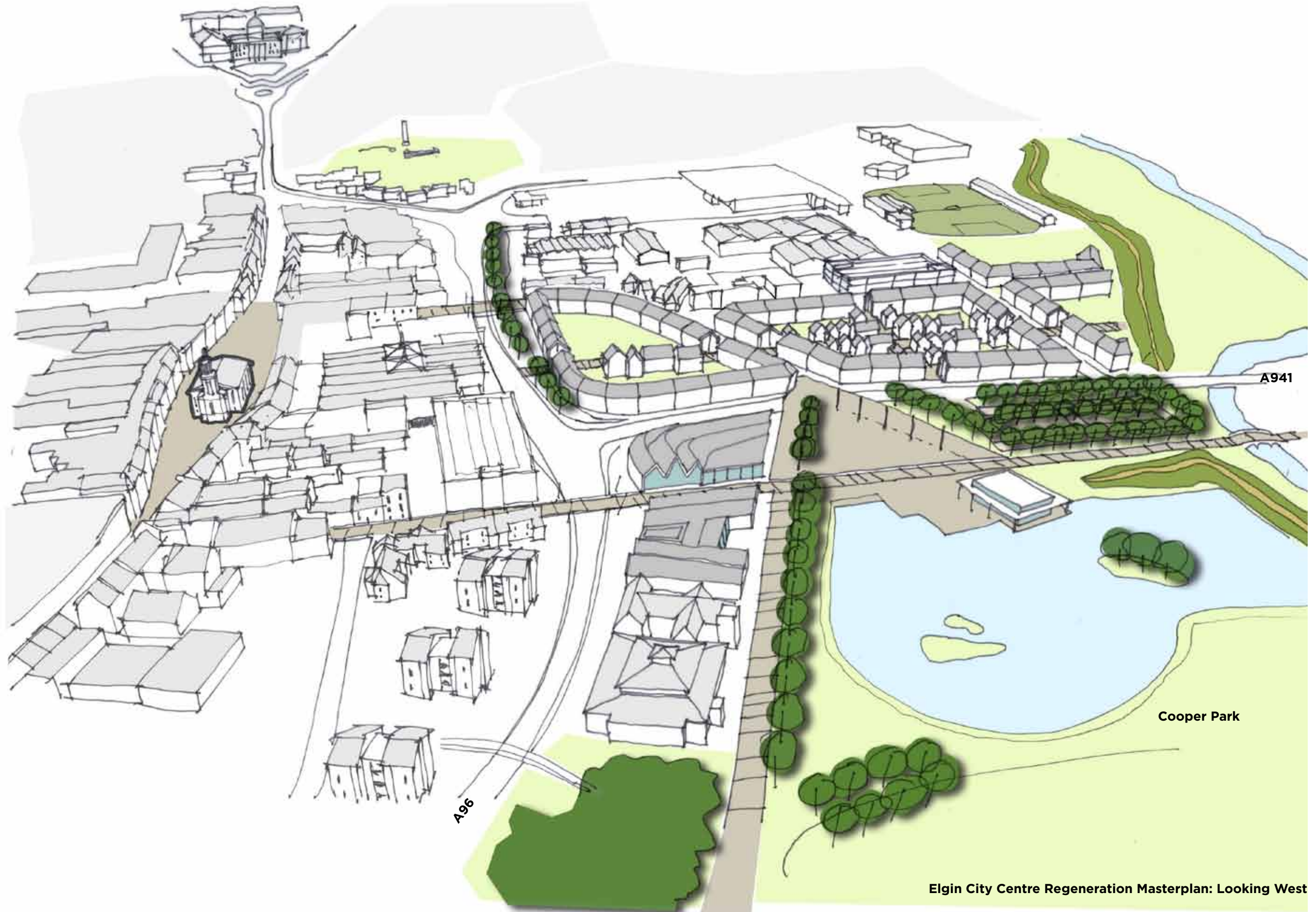
The Park's distinctiveness has been restored. Its ill defined edges have been clarified. It has become a gathering place for events and a place for recreation, activity and healthy pursuits. The Park has been modified to accommodate the flood defences that are topped by the River Lossie cycleway and footpath linking the City Centre directly to the rural hinterland of Moray. The historic parkland has been augmented by new tree planting and contemporary lighting to reinforce a landscape of contrasts; open and closed, long vistas and curvaceous pathways, formal ponds

and bio-diverse wetlands. The ethos of a learning landscape has been redefined with the Historic Scotland skills centre and Moray College's ongoing programme of involvement in the Park.

Lossie Green has experienced the most significant transformation. It has become a new urban neighbourhood attracting a diverse range of people, of all ages, to live, work and visit. Nestled between the historic City Centre, the designed landscape of Cooper Park and the nature corridor of the River, Lossie Green provides a rich mix of urban life. A 21st Century Civic and Arts Hub serves Elgin and Moray, providing a venue for conferences, celebrations and civic life as well as world class performing and visual arts. Many visitors to Elgin stay in the new purpose built hotel accommodation at Lossie Green, well placed to explore Moray, the City's attractions and the network of cyclepath and walking routes.

Lossie Green is also a new and vibrant neighbourhood for residents enjoying the benefits of city centre living. Good access to the shops of the City Centre and the adjacent amenities without reliance on the car.

The renaissance of Elgin City Centre's northern quarter has relied on the coordinated and interconnected regeneration and investment in the City Centre, Cooper Park and Lossie Green. It has benefitted long established and new residents and businesses in Elgin and provided quality facilities for residents of, and visitors to, Moray. It has become more than the sum of the parts.



INTRODUCTION

Context: SSCI Mainstreaming Programme: Third Year

A design charrette is an intensive multi-disciplinary, multi day planning process that encourages active engagement of stakeholders in developing design ideas collaboratively in response to specific planning and urban design issues. The Scottish Government (SG) Planning and Architecture Division extended the Charrette Mainstreaming Programme into 2013/14. For this the third year of the charrette mainstreaming programme, SG has provided grant funding for charrette projects that are being managed by the project sponsors themselves. There are two separate charrette programmes: one for charrettes sponsored by planning authorities in support of Local Development Plans and a second in support of the SG's Town Centre Action Plan which can be sponsored by any organisation interested in the regeneration of a particular town centre.

A key objective of the SSCI Charrette Mainstreaming Programme is that the benefits of charrette working are promoted, developed and maximised for the Scottish context. The charrette mainstreaming programme is focussed on developing approaches that optimise the input of design team and project team members in order that high quality outputs can be achieved within an efficient process. The SSCI supports Scottish Ministers' objectives for health and carbon reduction. The initiative is also intended to act to support local economies, helping to create the kind of safe and pleasant places that attract investment.

Elgin City Centre Regeneration: Mini Charrette: Background

The Elgin City Centre Regeneration Mini Charrette was funded under the Town Centre charrette projects programme and was undertaken over two days on 4/5 March 2014, with the team based in St Giles Church in Elgin. The event was programmed to be shorter in duration than other charrettes in the first two years of the programme, hence 'mini-charrette'. The Elgin City Centre Regeneration charrette was not to be a full public charrette and instead the aim was to engage with invited local businesses, community representatives, council officers, landowners, developers and other stakeholders.

The project sponsor for the Mini Charrette was Moray Council on behalf of Moray Economic Partnership. The redevelopment of the Lossie Green area in central Elgin is a key element of the Moray Community Planning Partnership's 'Elgin – City For The Future' (ECFTF) strategy, which in turn is central to 'The Moray Economic Strategy'. The Moray Economic Partnership has been tasked with the delivery of 'The Moray Economic Strategy', which includes an Action Plan. Identified in ECFTF under the 'High Street First' priority are a number of related projects to be progressed by the preparation of a Masterplan and Development Brief for Lossie Green and this is the focus for the **Elgin City Centre Regeneration: Mini Charrette**. The Moray Council is identified as the lead partner in delivering the Masterplan and Development Brief for Lossie Green.

Elgin City Centre Regeneration Mini Charrette: Requirements & Brief

The Austin-Smith:Lord/Douglas Wheeler Associates team (A-S:L/ DWA team) was commissioned by Moray Council on behalf of the Moray Economic Partnership in February 2014 to facilitate the Elgin City Centre Regeneration: Mini Charrette. The strategic aim is to develop the Masterplan for the Lossie Green area of the city centre for mixed residential, leisure, cultural, office and retail uses, creating a vibrant place where people will live, work, shop and socialise, integrating this area with the rest of the city centre, and Cooper Park.

The specific objectives of the 'Mini' Charrette are to:

- Progress the existing masterplan contained in 'Elgin – City For The Future' with stakeholders;
- Provide updated 'place making' illustrations;
- Progress proposals for a deliverable mixed use project, taking account of the short/ medium property market and to inform a detailed development appraisal;
- Determine next steps in order to develop the Masterplan and Development Brief.

Overall the Mini Charrette was intended to produce design led, graphic based outputs, which will set out feasible, site specific actions, including partner input and timescales required to deliver these and facilitate the regeneration of the Lossie Green area of Elgin. The intention is that a public charrette and detailed financial appraisal would be undertaken later in 2014.

Programme & Key Events

The Elgin City Centre Regeneration Mini Charrette held at St Giles Church in Elgin included the following main events:

Tuesday 4 March

- 1000-1045: Opening & Briefing**
- 1100-1500: Public Sector Stakeholders' Workshop**
- 1500-1700: Drop in Sessions**
- 1900-2100: Business & Community Representatives Workshop**

Wednesday 5 March

- 0930-1130: 'Drop In' Sessions:**
- 1145-1315: Presentation of Emerging Plans: Sense Check**
- 1400-1530: Combined Design Review & Next Steps**

Participants

The stakeholders involved in the Mini Charrette are recorded in Appendix 1 (Sign-In Sheets) and included:

- The Moray Council Councillors;
- Elgin Community Council;
- Elgin BID;
- HI Trans;

- Lord Lieutenant;
- Scottish Government;
- HIE;
- Visit Scotland;
- Federation of Small Business;
- Moray College;
- Stagecoach;
- Elgin Benevolent Trust;
- Moray Society;
- Diageo;
- Gordon Macphail;
- St Giles Centre;
- Robertson Developments;
- Ashley Bartlam Partnership;
- Royal Bank of Scotland;
- Shopmobility Moray;
- George Massie: Development Consultant;
- The Moray Council (Development Management, Consultancy Management, Planning & Development, Transportation, Economic Development, Lifelong Learning & Culture, Community Planning, Land & Parks, Design Management, Housing Strategy, Senior Solicitor, Estates Management)

Project Team

David Duncan: The Moray Council

Rowena MacDougall, Jane Clark & Kevin Belton: The Moray Council

Consultant Team

Austin-Smith:Lord LLP -Urban Design, Architect & Landscape Architects

- Graham Ross – A-S:L: Project Director
- Neil Chapman – A-S:L
- Colin Miller – A-S:L
- Dr Roan Rutherford – A-S:L

Doug Wheeler – Douglas Wheeler Associates Ltd: Project Manager & Regeneration Strategy

Dr Mark Robertson – Ryden; Property Market

Alex Sneddon – Transport Planning Ltd: Transportation

Elgin City Centre Regeneration Masterplan: Final Report

The Final Report is presented in the following four chapters:

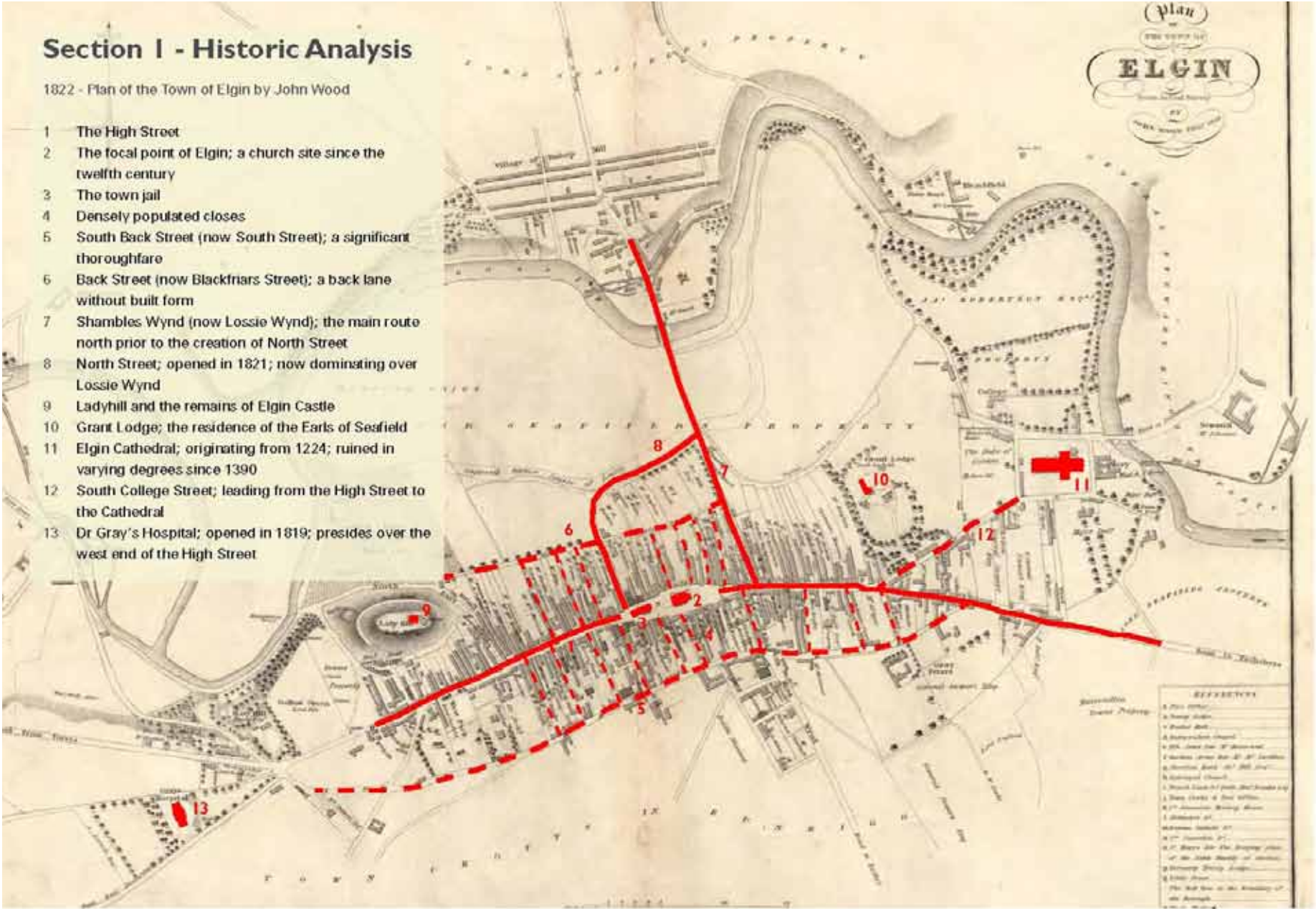
- Elgin City Centre: Past & Present
- Elgin City Centre Regeneration Mini Charrette: Design Process
- Elgin City Centre Regeneration: Future: Mini Charrette Outcomes: Regeneration Strategy & Emerging Masterplan
- Elgin City Centre Regeneration Action Plan: Overall Conclusions & Next Steps



Elgin City For The Future Masterplan - Gold Phase (Bennetts Associates 2011)

ELGIN CITY CENTRE: PAST & PRESENT

PAST: HISTORIC CONTEXT



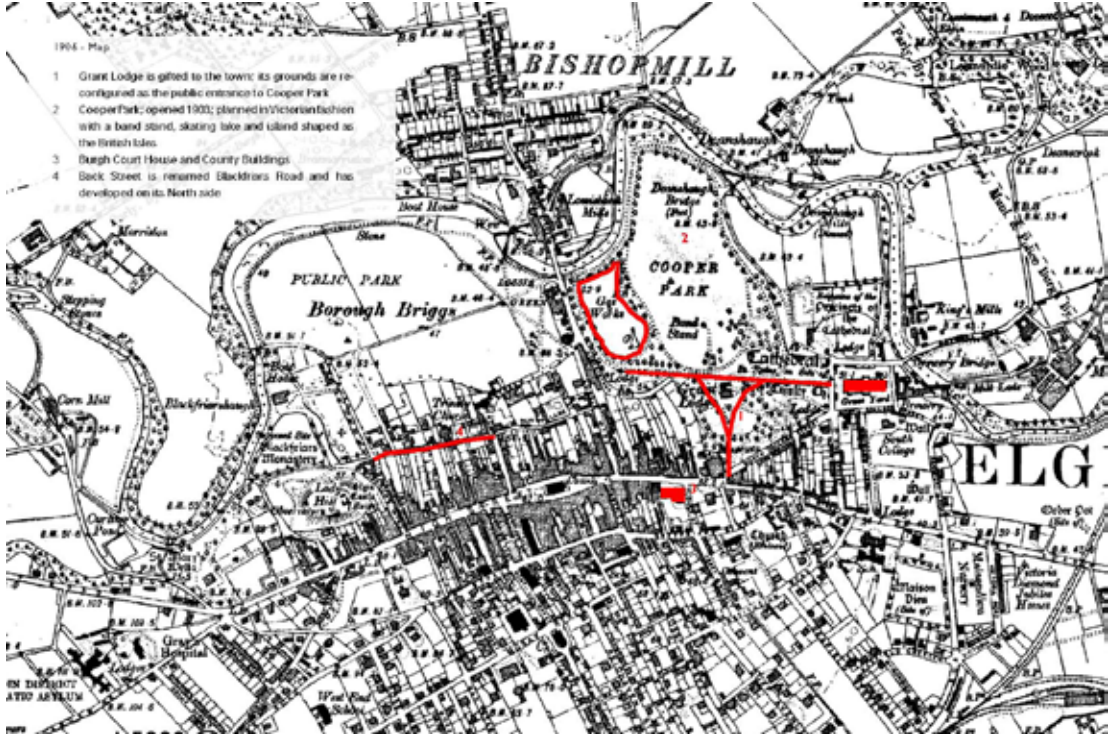
Elgin 1822

Elgin city centre displays the attributes of an exemplar Scottish Royal Burgh. It focusses on a High Street opening to become a linear marketplace (the Planestanes). This principal public space contains a set piece civic building (in this instance St. Giles) framed by medium rise, high density tenement type buildings. Punctuating this wall of building frontage are a series closes and vennels running perpendicular to the High Street (aligned on the strip 'riggs'). Running parallel to the High Street are secondary, service streets that contain the outer limits of the riggs and define the extents of the core.

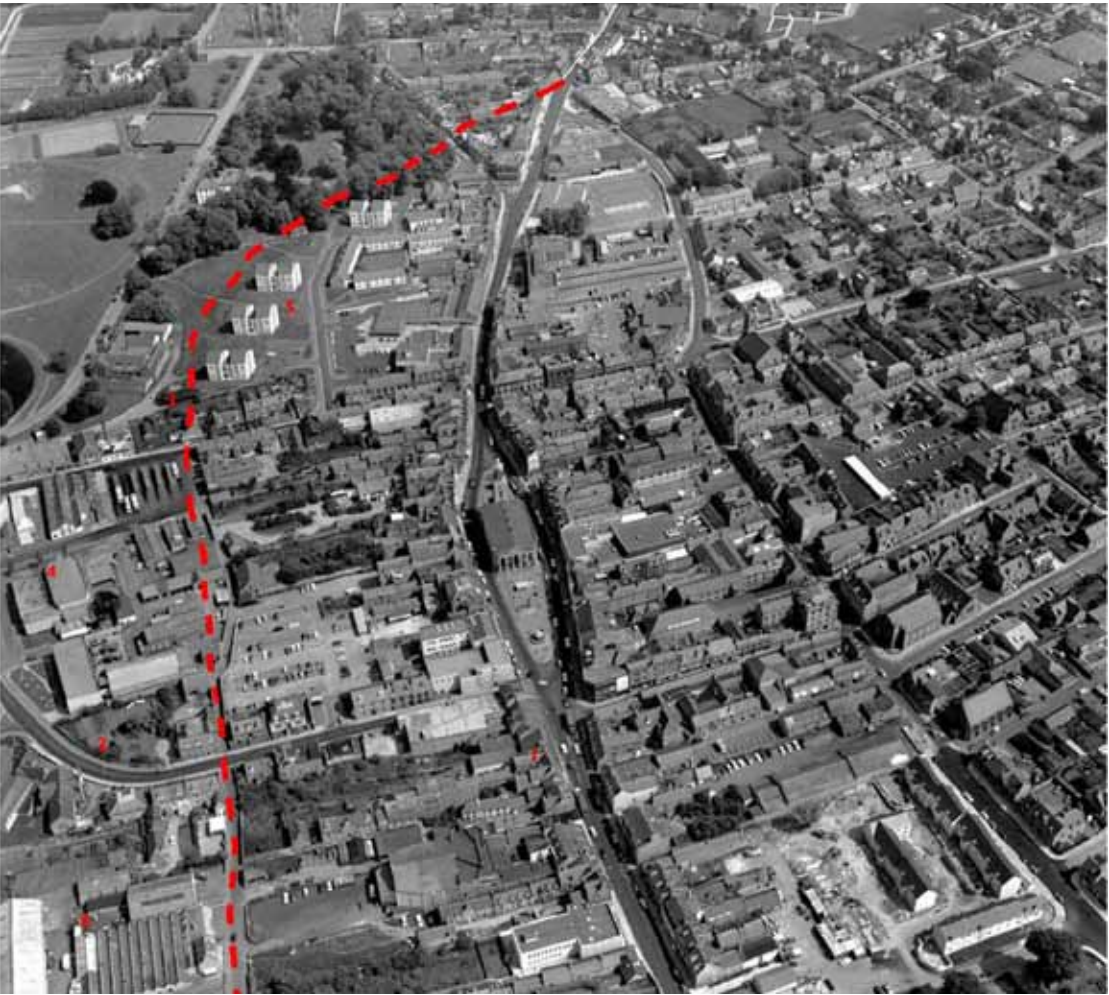
Even a cursory glance at the historic map progression illustrated in the Elgin City for the Future report reveals the genesis of the urban morphology. Beyond the compact core, the setting of the city cen-

tre is well defined by the presence of the Cathedral and precincts, the significance of Lossie Wynd linking to the bridge and route to the coast, the emergence of Cooper Park and Dr Gray's Hospital.

Much of this urban fabric is still intact, albeit rebuilt, modified and reappropriated. It gives central Elgin a strong sense of place. However, in common with many historic towns throughout Scotland the historic core has been bypassed by a relief road that severs the centre from its hinterland and reveals the ragged edge of service access. Grappling with the severance created by Alexandra Road remains one of the most significant place-making / place-mending challenges facing Elgin.



Elgin 1908



Elgin Before the Relief Road

PRESENT: CURRENT CONTEXT

Elgin is at a pivotal location in Moray, on the A96 and railway between two of Scotland's fastest growing cities, Aberdeen and Inverness, and in a region renowned for some of Scotland's most prestigious produce.

Elgin City Centre is a memorable place. It has the ingredients to become an attractive, exciting and vibrant centre; blending significant history, landscape and attributes of a contemporary Scottish town.

Elgin's historic core is a classic of its type; High Street market with a network of closes and vennels. This urban grain still characterises much of the historic core, but shifting patterns of retail and business, access and transportation and a reduction in town centre living have presented challenges, common to many Scottish towns.

The wider settlement of Elgin is bisected by the River Lossie, which runs west to east, immediately north of the city centre. The river has presented significant flood threats in the recent past, but with the imminent completion of flood alleviation defences the River can be restored as an asset rather than liability to Elgin city centre.

This River creates a green corridor that links to Cooper Park; originally a handsome Victorian era designed parkland that includes the historic Cathedral, its precincts and the A-Listed Grant Lodge.

West of Cooper Park, located between the historic core and the River Lossie, is Lossie Green. Lossie Green is currently occupied by the B Listed, 'modernist' Town Hall, a series of office and community facilities and surface car parking. Lossie Green has long been considered a key location in the regeneration of Elgin and was the focus of the Elgin City for the Future report published in 2011.

West of this location is a complex of office, processing, bottling and storage facilities for the whisky industry. There is a Tesco Extra store, Boroughbriggs football stadium (home of Elgin City FC) and the local swimming baths west and north of these locations. Overlooking all of these areas is the Lady Hill, a small hill crowned by the Duke of Gordon's Monument situated west of the city centre and former site of Elgin Castle.

Lossie Green and Cooper Park are both separated from the city centre by the A96 / Alexandra Road. One key asset in the city centre is the bus station, currently located on Alexandra Road, immediately north of the historic core and associated with the St Giles shopping mall, which has consent for expansion.

Elgin City for the Future report outlined a strategy for the the historic city centre, Cooper Park and particularly Lossie Green. The historic core has received significant Heritage Lottery Funding via the Townscape Heritage Initiative and the Business Improvement District has had further positive benefits.

The Scottish Government's National Planning Framework 3 explicitly refers to Elgin City for the Future as case study of a rural town centre regeneration initiative. Furthermore, the Government has also stated a Town Centre First principle, that will bolster efforts to enhance and improve Elgin city centre.

Elgin has many assets. It has several ongoing initiatives that combine to support the city centre redefine itself. Following on from the Elgin City of the Future the charrette and this report seek to fuse these various strands into a compelling vision for the future of Elgin.



Existing Aerial

RECURRING ISSUES



Elgin> Past, Present, Possible

Elgin > Past, Present> Possible

Elgin has a long and very interesting history. Elgin is a Cathedral city, with a castle. The historic core is an exemplar of a Scottish Royal Burgh. Elgin is synonymous with quality; whisky, local produce, cashmere.

Each of these elements has been fused into strategies to capture the essential elements of its past to promote Elgin now and into the future. The *Cashmere, Cathedral, Castle* concept is a compelling framework to showcase the highlights of Elgin’s past and its relationship to the present town.

How these elements can combine into an authentic vision for the place and people of Elgin is the heart of the ongoing initiatives by Moray Council and the Moray Economic Partnership, and other partners. It is the basis for Elgin City for the Future and this report. How Elgin capitalises on its past and present asset is the essence of the town centre charrette and this report.



Supporting the Town Centre

Supporting the Town Centre

The recent Town Centre First principle outlined by the Scottish Government dovetails with one of the principal issues that was raised repeatedly through the charrette. Whilst there was widespread support for regenerating Lossie Green, this should not be at the expense of the historic centre. There was concern that new development at Lossie Green could have an adverse impact and displace activity from the established core.

The charrette proposals adopted an approach of proposing complementary activities at Lossie Green rather than competing activities. It is fundamental that redeveloping Lossie Green enhances the prospects of the historic core and that in combination with Cooper Park there is a widespread benefit of enhancing all three components of the centre.



River Corridor & Open Space

River Corridor + Open Space

The River Lossie has threatened central Elgin with flooding in recent years, with recurring issues with increasing frequency. With the completion of the flood alleviation defence scheme Elgin can enjoy a renewed relationship with the River which is now a positive asset creating an open space amenity and natural habitat.

The River Corridor provides another east-west link between significant destinations and open space including Johnston’s of Elgin, the Cathedral, Cooper Park and Boroughbriggs. Many charrette participants placed significant emphasis on improving the connections between principal open spaces in Elgin, and seeking to encourage greater bio-diversity in these landscapes.



Civic Hub?

Lossie Green currently accommodates Elgin Town Hall, a listed modernist building which is currently undergoing some building fabric repairs and upgrades. Despite this investment there were many participants who sought to redefine Elgin as the civic and cultural hub for Moray. It was noted that there have been ambitious plans for a visual and performing arts centre in Elgin, and that a new facility to encapsulate adaptable spaces to support an array of civic, community and cultural uses.

Lossie Green is felt by many to be a natural home for a combination of arts and community facilities, to combine the existing facilities there and also to rejuvenate the area with a significant landmark project of regional importance.



Severance

The most recurring issue throughout the charrette was the issue of severance, principally created by the A96 corridor, and to a lesser extent the A941 / Bishopmill Brae. The historic core, Cooper Park and Lossie Green are the three key components that can combine to create a coherent vision for Elgin’s future. However, to succeed, overcoming the severance created by the northern relief road / A96 corridor is crucial.

Whilst the National Planning Framework 3 restates commitments to dual the A96 (thereby requiring an Elgin bypass) this is unlikely in the short and medium term. Furthermore figures suggest that much of the traffic would not be removed by a bypass, therefore requiring a long term solution. Above and below grade crossings already exist but the recurring preference in the charrette was for an at grade solution. The Elgin City for the Future study outlined possible propositions and these were considered in the course of the charrette.



Traffic and Transport

Whilst the A96 corridor creates severance it also hosts Elgin’s bus station. The quality and connectedness of the public transport network was a recurring theme. Whilst the train station is remote from the City Centre the bus station is located on the northern edge of the historic core. This close proximity is seen by many as a significant asset.

However concerns were noted at the prospect of relocating the bus station away from the historic core into Lossie Green, without ensuring that severance on A96 has been tackled and there is sufficient activities on Lossie Green to support and benefit a bus station. It was widely acknowledged that despite shortcomings in the facilities, the bus station is well located to serve the historic core and Lossie Green. But it was noted that a consented expansion of the St Giles Centre may restrict the bus station and demand relocation.

Outline options to accommodate bus stances along the A96 (or reintroduced on the High Street) rather than in a dedicated bus station warrant further consideration as this issue with persist and recur in discussions about Elgin’s future.

SOCIO-ECONOMIC PROFILE

Elgin is Moray’s primary centre, with the largest population and business concentration and is the main centre for retail, commercial and leisure provision. The 2011 Census highlights the Elgin population as 23,128 with Moray at 93,295. Economically, the mutually supporting roles and relationship between Elgin and other Moray towns like Forres, Buckie, Keith and Lossiemouth as well as the economic hubs of Aberdeen and Inverness are crucial as a context for the Elgin City Centre Regeneration Mini Charrette.

Tables below summarise the Households, Labour Market and Education Profile for Elgin compared with the Scottish average using 2011 statistics.

Table: Households (Census 2011)		
	Elgin	Scotland
Total with residents	10,045	2,372,777
% 1 person	30.6	34.7
% 2 person	35.7	34.0
% 3 person	15.6	15.1
% 4 person	13.0	11.5

Table above highlights the smaller proportion of one person households in Elgin (30.6% against 34.7% for Scotland).

Table: Labour Market (Census 2011)		
	Elgin	Scotland
All persons 16-74	16,781	3,970,530
% economically active	72.8	69.0
% employees: PT	16.4	13.3
% employees: FT	44.5	39.6
% self-employed	5.6	7.5
% unemployed	4.0	4.8
% retired	14.4	14.9

Table above highlights the higher proportions of economically active (72.8% against 69% for Scotland, part time (16.54% against 13.3% for Scotland and full time (44.5% against 39.6% for Scotland). The proportion of self-employed however is lower (5.65 against 7.55 for Scotland).

Table: Education (Census 2011)		
	Elgin	Scotland
All persons 16 & over	18,626	4,379,072
% no qualifications	26.6	26.8
% highest qual. Level 1	27.3	23.1
% highest qual. Level 2	14.6	14.3
% highest qual. Level 3	10.6	9.7
% highest qual. Level 4+	20.9	26.1

Table above shows that the proportion of all persons sixteen and over with no qualification is less than the Scottish average (26.6% against 26.78%) and the proportion with highest qualification as level 1(standard grade equivalent) is higher than the Scottish average (27.3% against 23.1% for Scotland)

The **Moray Economic Strategy** (October 2012) acknowledges the specific challenges facing the Moray economy including:

- Concentration in the food and drink sectors: while it comprises a strong manufacturing sector and some world leading brands, levels of pay are traditionally low.
- A high concentration of employment in the public sector, including defence.
- A relatively low proportion of graduates in the Moray workplace.
- The need for diversification into higher value economic sectors: despite high employment average wage levels lag some 14% behind the rest of Scotland.
- Higher than average levels of economic activity and employment and low unemployment masked by high levels of outmigration, the population of young people is relatively low and almost three quarters of those brought up in the area leave, often for work or education opportunities elsewhere.
- The visibility and value of Moray’s tourism offer: while the appeal of the whisky sector and the area’s landscape assets are clear, the sector underperforms. Other aspects of visitor infrastructure, accommodation, food, drink, retail, interpretation and other facilities need to be further developed to raise Moray’s visitor profile.
- An increasing outflow of residents’ retail and leisure spending to centres neighbouring Moray: investment in retail, leisure and civic infrastructure has not kept pace with Inverness and Aberdeen in particular.

Property Market Context

Ryden has prepared a separate stand alone report that is available as an Appendix.

PLANNING CONTEXT

This section summarises the planning context for the Elgin City Centre Regeneration Mini Charrette at the national and Moray levels

National

Delivering Better Places (2010)

This guide published by Scottish Government (SG), aims to help public, private and community stakeholders identify good practice and improve their understanding of delivering better places. The fundamental elements identified are:

- Ensure good leadership;
- Co-ordinate delivery;
- Control provided by Spatial Development Framework or masterplan;
- Achieve quick & co-ordinated regulatory approvals;
- Exercise ownership power;
- Attract funding for advance infrastructure provision;
- Secure design quality through procurement strategies;
- Provide stewardship over time.

National Review of Town Centres

The National Review of Town Centres External Advisory Group Report: 'Community and Enterprise in Scotland's Town Centres' (2013) highlights the interdependence of a town centre's diversity and uses. The Review includes actions and recommendations under six themes namely:

- Town centre living
- Vibrant local economies
- Enterprising communities
- Accessible public services
- Digital towns
- Proactive planning

The Town Centre Action Plan: The Scottish Government Response

(2013) is a cross-government response and aims to put in place the conditions for the recommendation of the External Advisory Group to be delivered locally and to assist in local action. The response includes more than forty four actions.

Moray

Moray Economic Strategy (2012)

The Moray Economic Strategy's vision for Moray is:

'Moray is a vibrant 21st century region with a broad business base providing stable well paid employment, and strong communities with a growing population'

Five linked themes have been identified to frame objectives and around thirty supporting projects in an Action Plan. The themes are:

- Innovation in Business and Technology;
- Developing a High Profile, High Value Tourism Offer;
- Broadening and Deepening the Economic Contribution of Moray's Education and Health Infrastructure;
- Developing Moray's Cultural, Heritage and Arts Assets;
- Reinvigorating Moray's Retail, Leisure and Civic Sectors;

Elgin-City For The Future (2011)

The Elgin City for the Future (ECFTF) project was commissioned by the Moray Community Planning Partnership (MCP) in order to spearhead an economic regeneration strategy for the city of Elgin. The project was conceived in order to coordinate substantial capital development projects planned by public agencies within the MCP, to improve efficiencies and opportunities that could be derived from a co-ordinated approach and to develop a comprehensive redevelopment strategy for Elgin city centre.

The vision for Elgin identified in ECFTF is:

'Elgin will define its role within the north east of Scotland to become a strong and vibrant economic hub of the Moray Region. It will attract investment and people because of its excellent health, education and retail services as well as improved connections, its unique environment and cultural and leisure offer. Key health and education services, including the Life Sciences Centre, will attract and develop skills which will reinforce Moray as a location for commercial health opportunities and world leading companies, while also providing a catalyst for broader business development, diversification and innovation. The City of Elgin will define itself as a compelling destination.'

ECFTF includes under the 'High Street First' priority a number of related projects to be progressed by the preparation of a Masterplan and Development Brief for Lossie Green. ECFTF includes a 'City masterplan' that is focused on the appropriate use and configuration of the partnership assets in the context of:

- Building value within the town centre;
- Optimising the development value of Community Planning Partners' land and property assets;
- Making the most efficient use of public funding, by identifying the most appropriate sites for development, including co-locations, potential joint ventures between Community Planning Partners, and with the private sector;
- Unlocking constrained sites, through site assembly; and
- Reusing vacant, derelict or underutilised premises.

The spatial focus of the masterplan is therefore the urban strengthening of the town centre and Elgin's High Street, building values and extending activity so that in the longer term development can come forward in a structured way within Lossie Green. The identified design principles for Lossie Green include:

- Mixed use: residential, leisure, arts/studio, retail & business
- Key connections: city centre
- Pedestrian movement
- Urban grain
- Building heights

Local Development Plan: Proposed (2014)

The Proposed Plan was approved for consultation by Moray Council on 29 January 2014, and has been subject to consultation from 7 March to 2 May 2014. The Vision for Moray that was presented in the Main Issues Report was strongly based on that of the Moray Economic Strategy. To assist in achieving and delivering this, the Local Development Plan will have to:

- Provide an adequate supply of land designated for development;
- Be able to respond positively to economic development proposals;
- Safeguard and enhance Moray's environmental qualities;
- Promote low carbon, sustainable development, and provide alternative travel options to car use.

Primary policies are focussed on sustainable economic growth, climate change and place-making. Elgin is defined as the Primary Centre and this will see the majority of new development taking place in Elgin, in accordance with the objectives of the Moray Economic Strategy, so as to continue with Elgin's role as a regional centre and focus for growth. The Plan highlights the importance of the Elgin City for the Future Masterplan and the opportunities at Lossie Green. Key proposals include:

- City Centre redevelopment
- Promotion of Barmuckity Business Park
- Elgin West Business Park
- Central Area office provision
- 25 ha of additional employment land
- Life science centre/Moray College Campus re-development (as part of an Inverness to Elgin "life sciences corridor")



MINI CHARRETTE: DESIGN PROCESS

Mini Charrettte Aims & Invitations to Participate

The strategic aim of the Elgin City Centre Regeneration Mini Charrette was to develop the Masterplan for the Lossie Green area of the city centre. The emphasis is on mixed residential, leisure, cultural, office and retail uses, creating a vibrant place where people will live, work, shop and socialise, integrating this area with the rest of the city centre, and Cooper Park. The specific objectives are summarised in the Introduction: Chapter 1. Attendance was by invitation and the invitations were issued by the Chair of The Moray Economic Partnership. The participants who attended the various events are identified in Appendix 1: Sign In Sheets

Inception Day

On 14 February the A-S:L/DWA team attended an ‘Inception Day’ in Elgin that consisted of ten briefing meetings with around eighteen individual Moray Council officers and other stakeholders. The briefings identified the following developments since ECFTF proposals and plans had been prepared in 2011 namely:

- National Review and SG Town Centre Action Plan were published in 2013
- Elgin Flood Alleviation Scheme has invested around £86m with completion before end 2014
- Business Improvement District (BID) was approved in Feb. 2010 and has built confidence and momentum with existing City Centre businesses. 17 projects are currently being progressed with a focus on food & drink and wedding street
- Conservation Area Scheme (CARS) was approved in 2013 with around £3.3m to be invested up to 2018 focussing on the Elgin High Street Conservation Area
- CARS is complementary to the wider Castle Cathedral Cashmere partnership initiative to enhance the visitor experience, provide greater access to local heritage, improve economic opportunities, conserve and enhance the built, historical, cultural and social environment.
- ‘Urban Freedom’ is the joint EU, Sustrans and Moray Council project designed to create more opportunities for residents to undertake journeys by active and/or sustainable means. As a result there has been more investment in the local Cycle Network to improve links to Sustrans: National Cycle Route 1
- The £6.5 million Alexander Graham Bell Centre: Moray Life Science Centre project has created a 1,674m² “centre of excellence” to support research, education and business. The Centre is designed to support the ground breaking work being carried out in digital healthcare in Moray.
- St Giles Centre has planning permission to extend by 4,569m²
- A96 Dualling Project has been announced by Transport Scotland intended for completion 2030
- Moray Council has committed £1.2m for essential repairs comprising refurbishment of Elgin Town Hall

Day by Day Overview Of Relevant Workshops

The Design Studio was set up at St Giles Church and was operational from Tuesday morning 4 March. Over the two days material was on exhibition in the Design Studio as work progressed. The mini-charrette also offered opportunities for interested parties to ‘drop in’ to the Design Studio to have their say on Elgin City Centre regeneration. In summary the main workshops covered

Tuesday 4 March

1) 1000-1045: Opening & Briefing: A-S:L/DWA team presentation based on Elgin Past & Present (summarised in the earlier Chapter)

- 2) 1100-1500: Public Sector Stakeholders’ Workshop**
42 people attended including Moray Council officers and members and other stakeholders. Participants were asked to identify:
- significant opportunities & constraints
 - what are the key strategic ‘moves’?
 - what could Elgin City Centre be like in 2021? Describe the vision & values?
 - one intervention to make most difference

3) 1500-1700: Drop In Sessions
- 2 individuals

4) 1900-2100: Business & Community Representatives Workshop.
-17 people attended including a range of independent businesses and representative from the Elgin BID, Gordon McPhail, St Giles Centre and Royal Bank of Scotland. After an A-S:L & DWA team presentation three facilitated group discussions took place focussing on:

- Severance & Connectivity: Transport Opportunities: Place Making/Mending :
- Lossie Green: Mixed Use Market Opportunities & Elgin City Centre Opportunities
- Civic Community & Arts Cultural Opportunities

Wednesday 5 March

5) 0930-1130: ‘Drop In’ Sessions: 2 people

6) 1145-1315: Presentation of Emerging Plans: Sense Check

7) 1400-1530: Combined Design Review & Next Steps

Workshop 6 and 7 were attended by 44 people and consisted of a presentation of the strategy and emerging masterplan (summarised in a later Chapter) followed by discussion of the significant components namely Lossie Green, Cooper Park and the adjoining City Centre.

Summary of Early Contributions & ‘Burning Issues’

The Tuesday workshops highlighted the following opportunities and constraints:

Opportunities	Constraints
<ul style="list-style-type: none">• Connecting City Centre, Lossie Green & Cooper Park: compact & safe• River Lossie• New hotel provision• Residential: town centre living & upper floors• Evening economy: families & distinctive• History & heritage: ‘Castle Cathedral Cashmere’ Initiative• Green links: walk & cycle• Leisure• Moray College/UHI: facilities & student accommodation• Enterprise: start-up & ‘growth’ accommodation• Promote Elgin’s USP: distinctive, cosmopolitan, quality• Flood alleviation completed• Safeguard existing business(250+jobs)• Events programme: food & drink/cycling• Community garden & local growing• Cultural Hub: performance/visual arts/exhibition/small conferences• Third sector & social enterprise opportunities• Improve connections to rail station• Timing of bus station relocation• Bus access to High Street/coach drop off point• ‘One Team’ approach: offer opportunity to build consensus• Cooper Park User Group & amphitheatre• Historic Scotland: ‘centre of excellence’• Redevelopment of community centre• 3 G pitch & improved sports facilities• High quality design & materials• Archaeology: ‘big dig’• Free Wi-Fi• World Host accreditation	<ul style="list-style-type: none">• Severance: A96• Land ownership: Common Good & ransom land• Perception of what are short distances eg Lossie Green to Cathedral• Town Hall & Community centre: not fit for purpose• Historic buildings• Absent landlords• Changes in retail: internet/multi-channel• Restaurant offer is poor• Grant Lodge• Resolve legal constraints• Impact on other Moray towns

The main 'burning issues' that emerged during the Elgin City Centre Regeneration Mini Charrette included:

- The quality of cross A96 links for those on foot or cycle (i.e. severance and improving connections), the possible relocation of the bus station, the provision of parking on Lossie Green, the 'boulevard' approach to the A96 and the conversion of several roundabouts to signal control.
- City Centre first with the need for a proactive focus on underused property
- Promoting Elgin's existing assets as complementary components of a very distinctive offer to include:
 - Town Centre
 - Cooper Park
 - Lossie Green
- Need to safeguard and grow existing employers who provide local jobs
- Town Hall has an extended life but still needs considerable improvements and internal reconfiguration to be 'fit for purpose'
- Opportunity to unlock development opportunities with innovative development with a mix of uses and reusing heritage buildings
- UHI/Moray College provides real opportunities for promoting creativity and enterprise. Need to be proactive to enable arts/culture and innovation to flourish.



EMERGING CITY CENTRE STRATEGY

The basis for the regeneration masterplan framework for Elgin City Centre emerged from discussions at the mini-charrette at St. Giles Church in March. The charrette process aligns with the move away from ‘predict and provide’ planning to a more collaborative ‘debate and decide’ approach. The strategy that emerged is a work in progress, requiring refinement and testing. Nevertheless the strategy emerging from the mini-charrette suggests some key moves to orchestrate investment in the City Centre over the next generation.

A Realistic Vision

‘sic itur ad astra’ this is the way to the stars – Elgin City motto

A challenge in town centre regeneration masterplanning is fusing a visionary approach with pragmatism to ensure a strategy that is both inspirational and viable. The strategy outlined here starts to suggest some overarching place-making and place-mending principles that can inform the refined Masterplan for the constituent parts.

More than the Sum of the Parts

The mini-charrette considered the interplay between Lossie Green, Cooper Park and the City Centre. It was evident that there is an opportunity to ensure that each of these components of the City thrive as an integrated element of the whole city centre. The synergy of historic core, designed parkland and regeneration area all directly interfacing with one another presents a terrific opportunity to co-ordinate efforts to achieve mutual benefit. This will build on the Elgin City for the Future Masterplan and deliver development opportunities at Lossie Green.

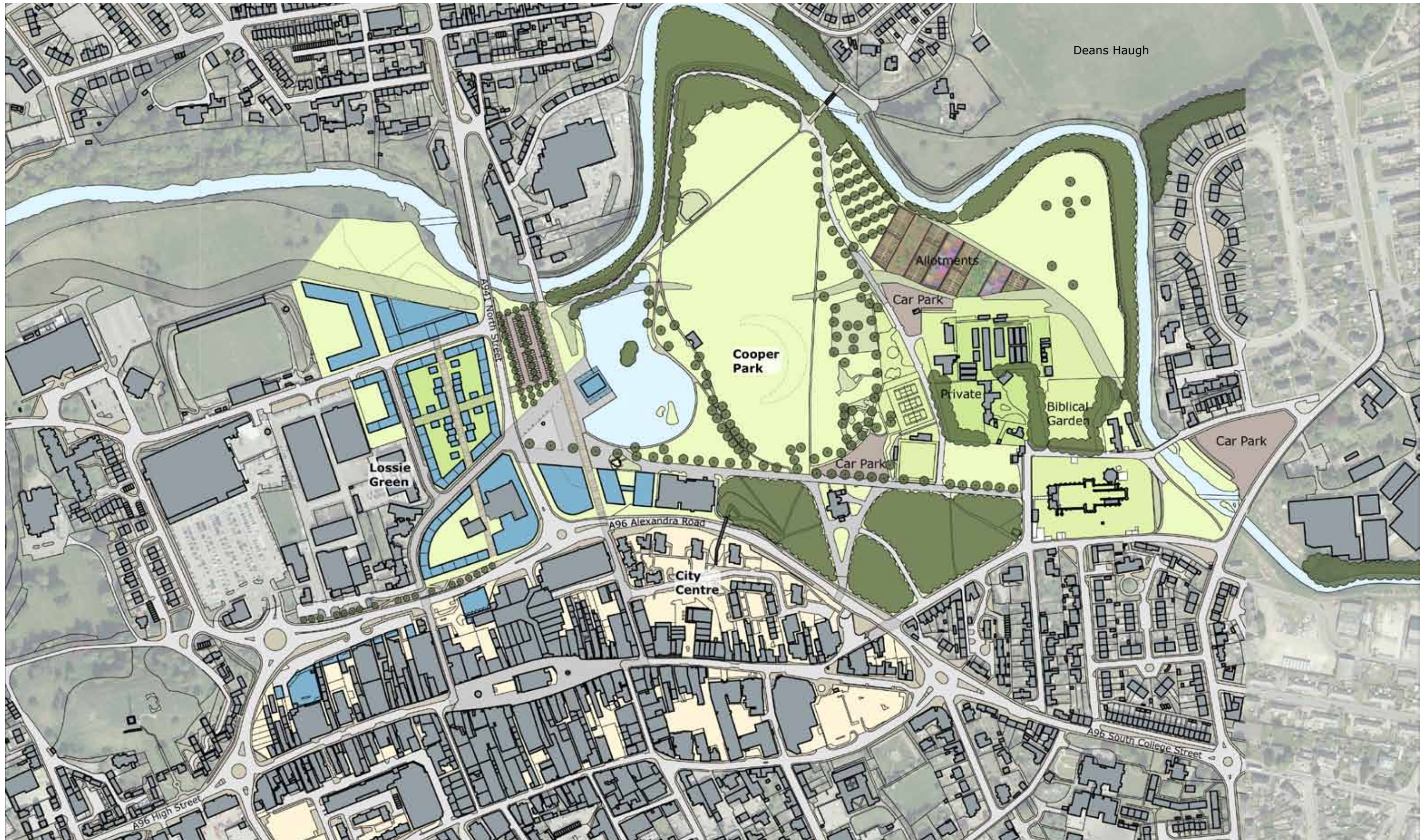
Vision

2024 Vision: Draft

‘Elgin is a high quality, very distinctive cosmopolitan small city. The combination of the historic city centre, Lossie Green and Cooper Park/Cathedral makes this a content rich destination and a very high quality place which is ‘more than sum of the parts’.
Elgin is a compact City Centre:

- **for healthy living with excellent walking/cycling facilities and an impressive quality of life;**
- **that fuses together culture, arts and heritage;**
- **that is a great place for independent business and welcoming for visitors**
- **to work, live, shop, socialise, visit and invest.**

EMERGING MASTERPLAN



EMERGING GUIDING PRINCIPLES

After much debate the following guiding principles were established or endorsed;

- **Making Connections** – enhancing links between the three component parts of the existing City Centre, Lossie Green and Cooper Park by dealing with severance created, principally, by the A96 (Alexandra Road) and A941 (North Street)
- **Definition and Distinctiveness** – celebrating the distinctiveness of the existing City Centre, Lossie Green and Cooper Park by enhancing the edge definition of each part; making the interface between each part clear and distinct to aid orientation and create a memorable sequence of places
- **City Centre First** – proposals for Lossie Green (and Cooper Park) should complement, rather than compete, with the historic core avoiding displacement from Elgin or other local centres by providing regionally additional facilities
- **Castle Cathedral Cashmere** – the strategy should reinforce the 3 Cs initiative by providing links and infrastructure to enhance the visitor experience of Elgin. The 3 Cs initiative provides a template to bind the array of destinations into a coherent framework.

The emerging approach sought to;

- **Start where it is easiest** – seeking to phase development targeting quick wins and available sites and avoiding displacing local jobs. This meant pulling back from proposing significant changes to the land west of Trinity Road and Trinity Place (with the exception of the Community Centre / Jobs Centre site) but also allowing flexibility to accommodate development opportunities from emerging markets.
- **Do not prejudice future development** – ensuring that the emerging Masterplan doesn't thwart future development on adjacent sites (including those sites west of Trinity Road / Trinity Place)
- **Avoid relying on pre-requisites** – establish a strategy that is not reliant upon, nor jeopardises, bus station relocation, town hall re-provision or early phase multi-storey car parking, for instance.
- **Works with what we have** – utilises existing road alignments and seeks to reconnect severed links between key destinations using viable solutions (eg. at grade crossing)
- **Takes cues** from the distinctive urban form and historic layout
- **Look beyond the 'redline' boundaries** by considering the City Centre's role in Elgin and as an economic hub for Moray and the importance of links to, for instance, Johnstons of Elgin, Dr. Gray's Hospital and Moray College UHI



Emerging Masterplan: View West



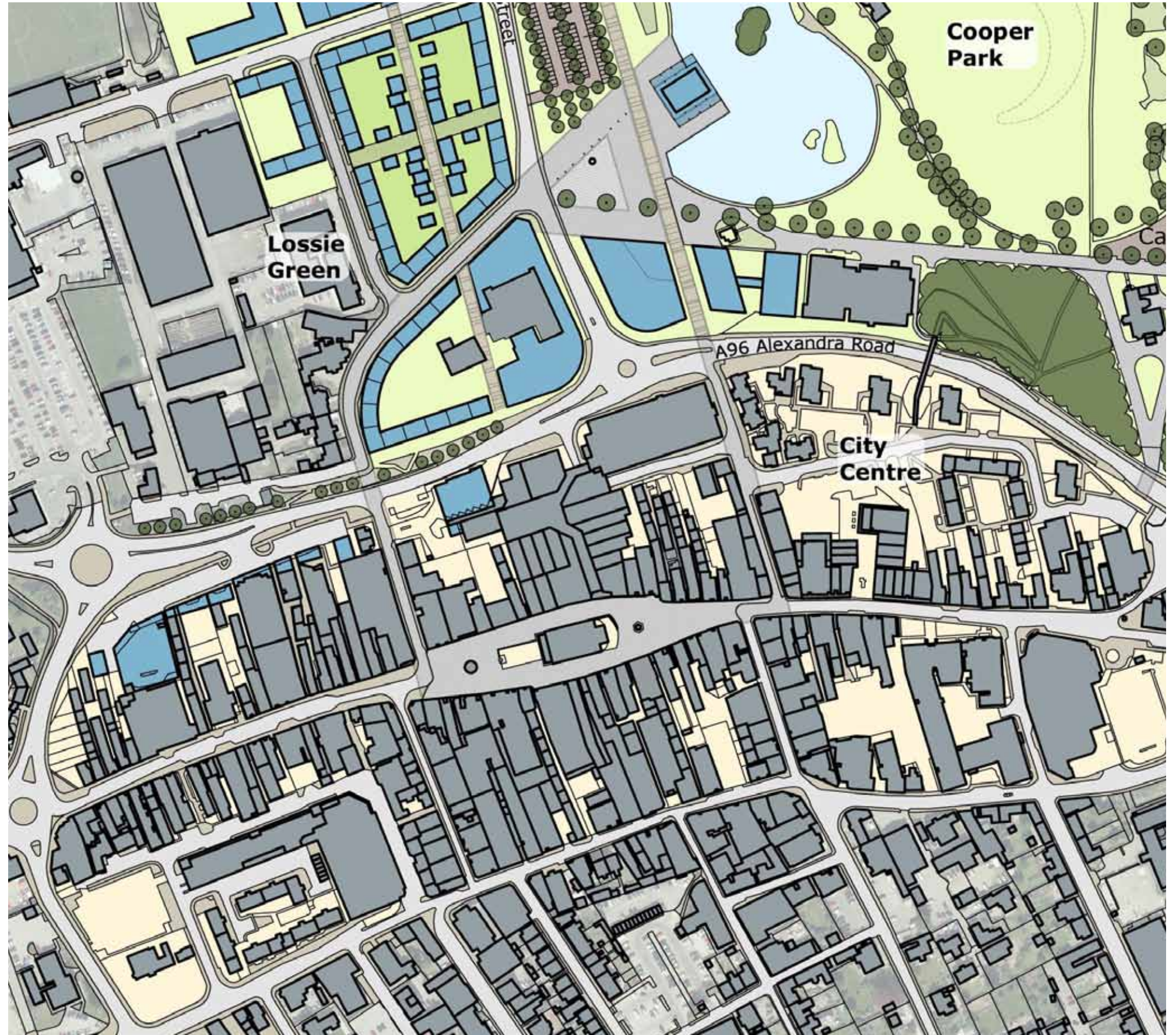


Emerging Masterplan: View South

CITY CENTRE



Aerial View City Centre



Emerging Masterplan: City Centre

Elgin's City Centre is a very distinctive asset. The historic core has a powerful sense of place, especially the High Street, Plainstones and the vennels and closes. It is an exemplar of the historic Scottish town; linear market place with the urban grain reflecting the rig system.

The Centre however suffers from the recurring issue blighting many historic towns; a relief road looping around the ragged edge of the backcourts and vennels providing an inauspicious impression of the centre, and severing links between the traditional centre and its hinterland. The city centre has also suffered from expenditure leakage, competition for Aberdeen, Inverness and the internet. The CARS and BID initiatives are addressing the resulting challenges of vacant space at ground and upper levels.

Headline proposals to repair the northern edge of the City Centre and enhance the interface with Lossie Green and Cooper park include;

- **Urban Surgery** – to repair the ‘broken teeth’ of the ragged northern edge of the City Centre along the A96 corridor by infill development to redefine the northern edge of the core.
- **Portals** – as part of the ‘urban surgery’ approach an initiative to create gateways to the City Centre at key access points (East and West approaches, North Street, Lossie Wynd, College Street). These could be gateways formed by building framing the route or portals in the public realm marking the threshold of the city centre
- **North-South Routes** – fundamental to the overall strategy is the enhancement of the principal north-south routes towards Lossie Green and Cooper Park. Despite the legacy of pends and vennels there are very few publically accessible routes going in a northerly direction. Indeed there are none between Lossie Wynd and North Street (the St. Giles Shopping Centre route is not open 24/7). This makes these routes extremely important links between Lossie Green and the City Centre. Public realm improvements to these streets and the other closes to the west should be prioritised. Furthermore better connection between the east of the City Centre and Cooper Park should be implemented. The bridge link over Alexandra Road could be upgraded and the drive to Grant Lodge ‘reconnected’ to encourage greater permeability and accessibility to the Park.



Infill Development



High Quality Public Realm

COOPER PARK



Emerging Masterplan: Cooper Park

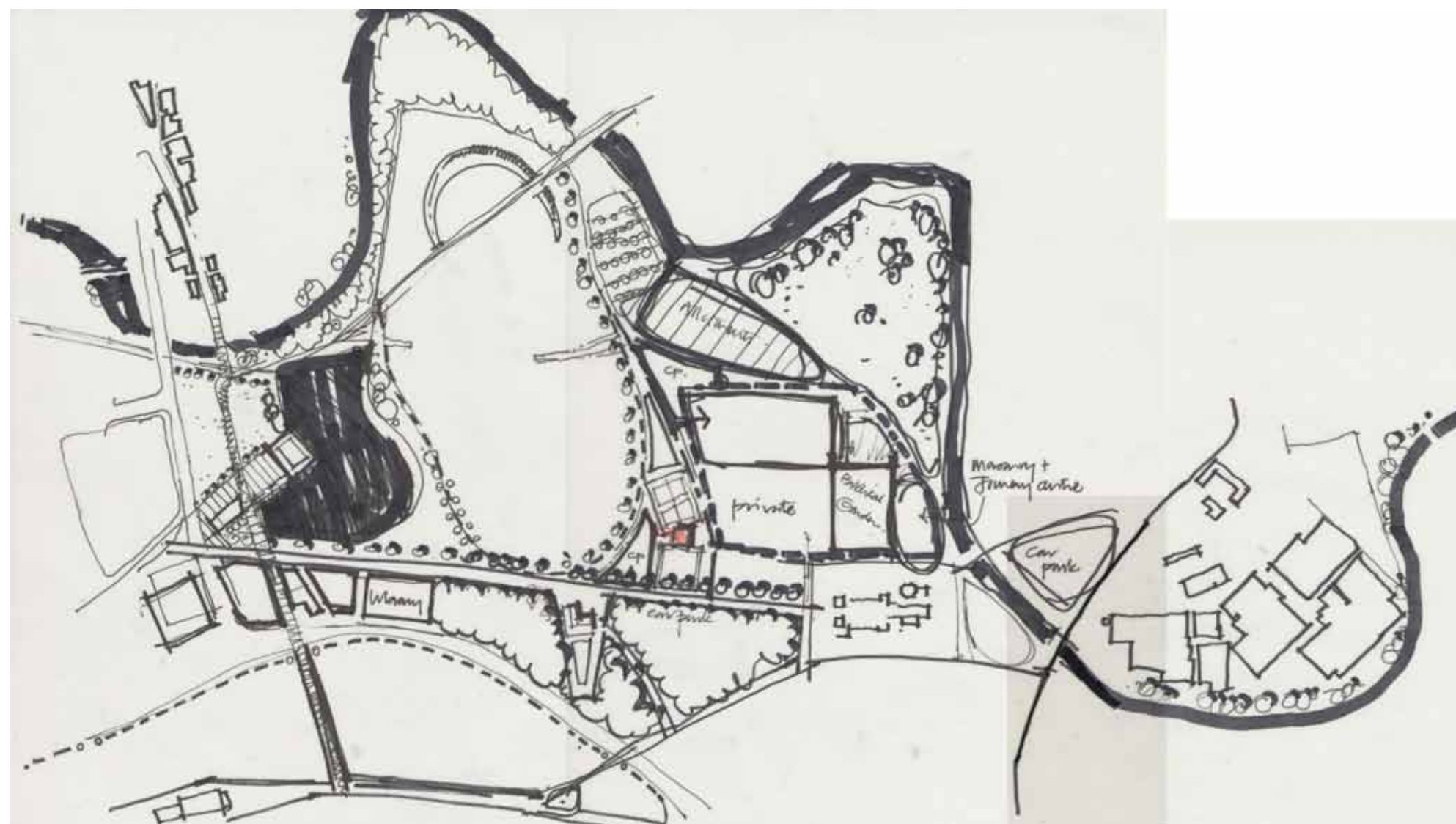
Cooper Park is a very significant environmental and cultural asset to have so close to the City Centre. The 19th Century layout is still apparent, despite subsequent modifications. However, as stated by many mini-charrette participants, the Park is looking tired and lacks the quality and vibrancy that once characterised it.

Initial analysis indicates that the Park has, essentially, 'lost its shape'. Through piecemeal development and an increasing lack of edge definition the Park's setting and sense of place has been eroded. This is compounded by the flood defence works that cut across the main park.

On this basis the initial concepts for Cooper Park include;

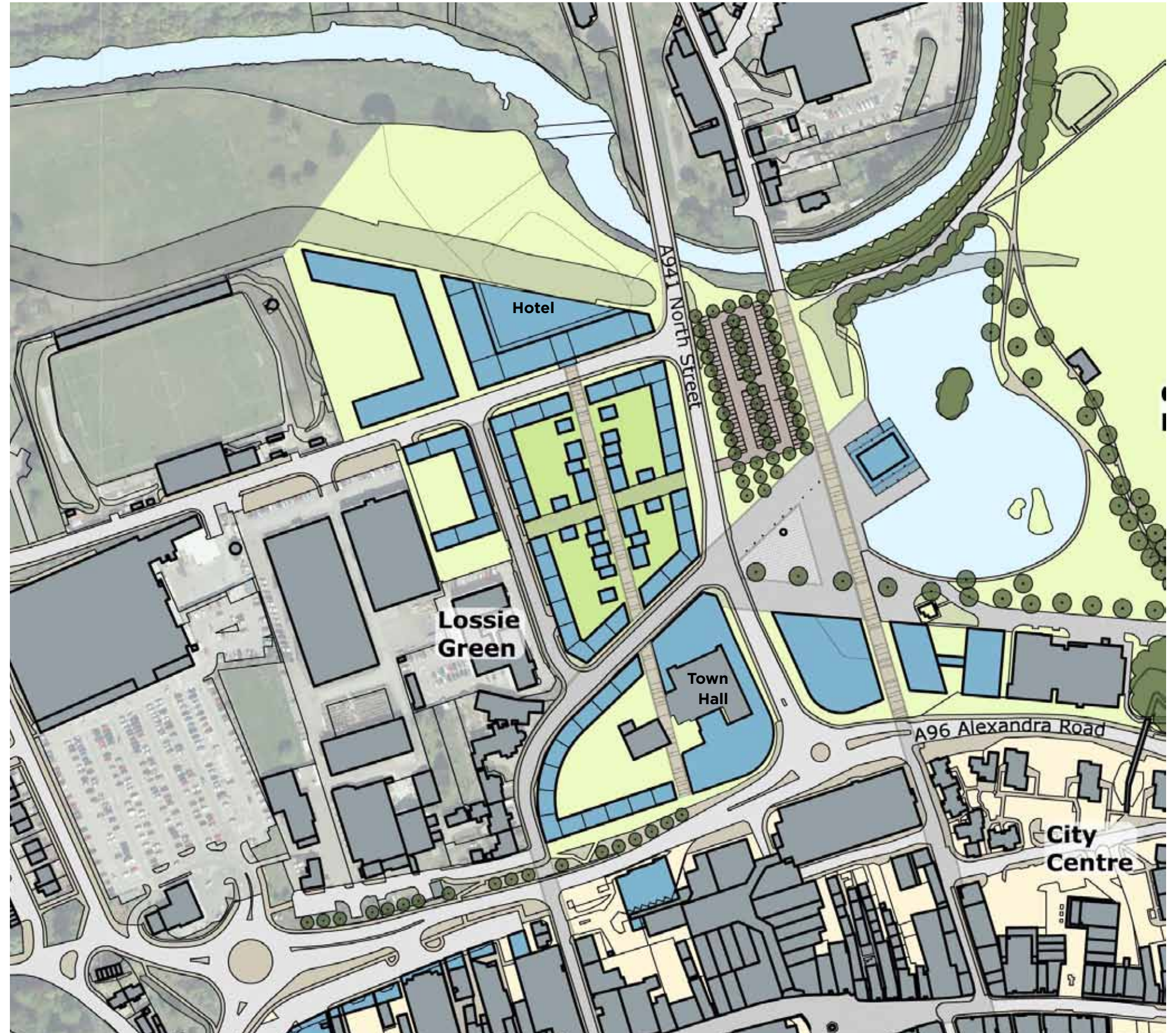
- **Better edge definition to the Park** – as noted the park's setting has been diminished by development that has encroached into the greenspace, especially at the south-western edge with car parks and the Halfords and Anderson + England stores. It has become difficult to define where the park begins. The proposition is to redefine the park boundary, albeit at a line inside its historic extents, by redeveloping the sites to the south-western edge to create a positive, preferably civic edge to the greenspace.
- **Creating better links to and across the Park** – the existing park layout traces key routes to destinations within and beyond it; riverside walks and cyclepaths along the River Lossie, from Johnstons of Elgin, to the Cathedral to the Town Hall, between the neighbourhoods to the north and the City Centre. This hierarchy of routes should be enhanced with new lighting and planting augmenting the established landscape.
- **Framing set pieces in the Park** – Cooper Park has some notable set pieces and assets; the heritage of the Cathedral and Grant Lodge, the River Lossie and the pond. These, and the other existing elements, need to be set within a framework of open spaces that better frame these destinations.
- **Establishing contrasts in the Park** – as with most public parks there is scope to celebrate landscape contrasts. Cooper Park has several cues that, it is suggested, be heightened through careful landscape interventions. The woodland to the south of the park, around Grant Lodge, offers visual containment and a different ambience to the open spaces of the cricket pitch at the centre of the park. The linear, civic tree lined boulevard emerging from the Cathedral's west door contrasts with sinuous curved paths through the park and along the River; the lawn and boating pond of the formal Park contrast with the new 'wetland' habitats along the River. The proposals seek to reinforce and celebrate these contrasts; heightening the park's sense of place and distinctiveness.

- **Active Elgin** – Cooper Park clearly has a role to play in making Elgin an active, healthy place. As the City's 'lung' it can provide cycle and footpaths linking to the national and regional Core Paths and Nation Cycle Route networks. Moreover the Park has the capacity to host large, set piece outdoor events and host community gardens and allotments as supporting the healthy living agenda.
- **Learning Landscape** – the possibility to create a learning landscape, in partnership with Moray College UHI and Historic Scotland, is worth further exploration. Finding new uses for the former council nurseries, and capitalising on the presence of the Historic Scotland skills centre, suggests a series of initiatives that could create a live, learning environment with resonances to when the Cathedral was in active use.



Cooper Park: Charrette Concept Sketch

LOSSIE GREEN



The imminent completion of the flood alleviation scheme creates significant development potential for Lossie Green. Lossie Green has some significant assets. It enjoys direct access and close proximity to the River Lossie corridor, the existing City Centre and Cooper Park. It is a flat site which is prominent on the A96 and A941 corridors.

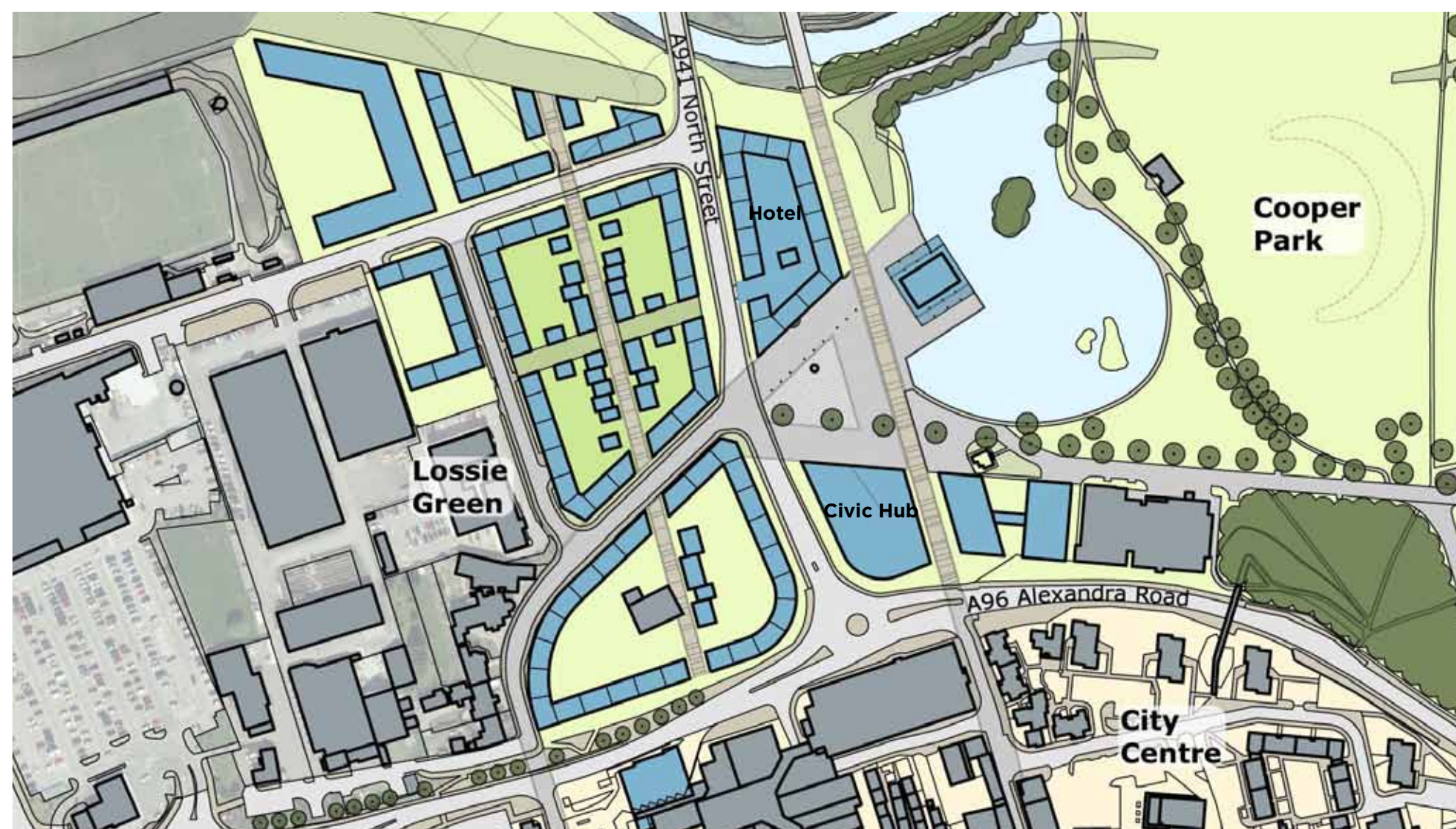
Rather than be simply a northward extension of the City Centre (or competitor) Lossie Green can be a distinctive neighbourhood in its own right. By tracing the existing routes and desire lines across the site it is possible to define an emerging urban framework within which a rich mix of uses can thrive.

Guiding principles for redeveloping Lossie Green include;

- **Fronting on to the A96 and A941 corridors** – Lossie Green lacks definition on its southern and eastern boundaries. Alexandra Road and Cumming Street / North Street currently define Lossie Green, which is currently characterised by large surface car parking and a disparate collection of buildings. Redevelopment of Lossie Green needs to provide an urban edge to these principal routes in and through Elgin. An urban townscape with appropriate scale and density is required to create a sense of definition.
- **Tracing existing routes and desire lines** – the urban form of Lossie Green emerges from tracing the existing streets and desire lines across the site. Trinity Place, Trinity Road and Boroughbriggs Road are well established roads in the area and these, augmented with intermediate routes within urban blocks, would create a hierarchy of routes and spaces in Lossie Green.
- **Redefining Elgin's principal open spaces** – Lossie Green interfaces with the River Lossie and Cooper Park; Elgin's principal open spaces. As part of the initiative to clearly define the component parts of the existing City Centre the redevelopment of Lossie Green needs to create a strong, positive edge interfacing with these open spaces. This will define Lossie Green and, in turn, the adjacent open spaces.
- **An urban framework for mixed uses** – the strategy advocated for Lossie Green is for a mix of uses on the site. As noted elsewhere these should complement, rather than conflict or compete with the existing City Centre. Lossie Green already hosts the Town Hall. Within the framework of urban blocks on Lossie Green there is scope to retain and extend the Town Hall in its current location or to re-provide it on another site in Lossie Green. In any event the Masterplan advocates enhancing the Town Hall to provide a 21st Century Civic and Arts Hub; a resource and facility for Moray. Similarly the Masterplan framework advocates a new hotel at Lossie Green, with scope for several location options either on the riverfront or at parkside locations. The framework enables urban density

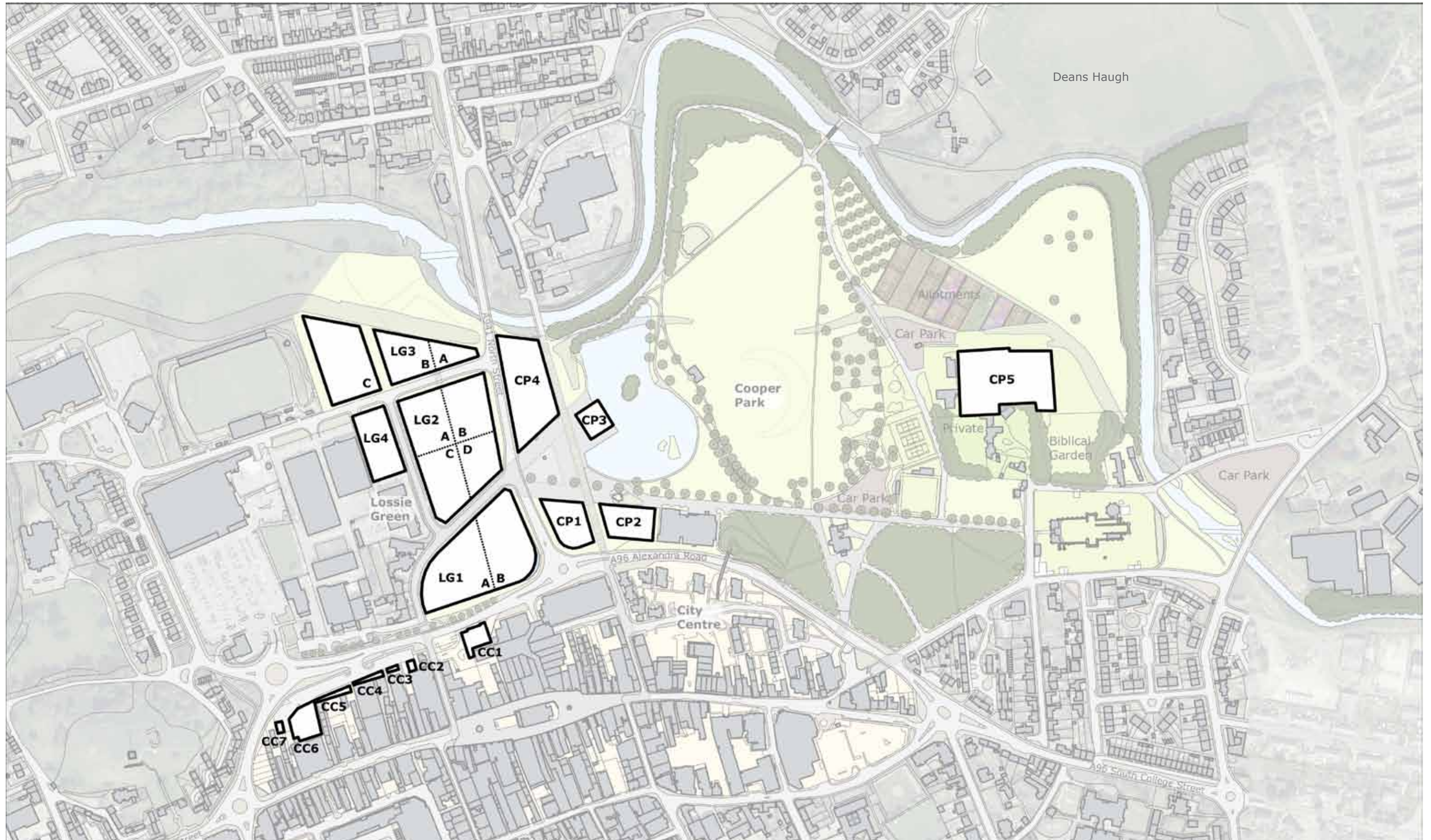
housing, associated neighbourhood retail, employment space and community facilities within the remainder of the urban blocks outlined at Lossie Green.

- **Choreographing investment & redevelopment** – Lossie Green presents certain sites with the ability to accommodate redevelopment in the short, medium and longer term. Sites, such as Lesser Boroughbriggs, provide scope for early win projects that would not displace parking or other facilities currently accommodated at Lossie Green. Other sites are more involved, requiring enabling development or the relocation of existing facilities prior to construction commencing. All of the foregoing is subject to clarifying landownership and agreeing a site assembly strategy. The Emerging Masterplan including a Schedule of Potential Development Sites, Emerging Masterplan Framework and some of the fundamental interventions are illustrative on the six pages that follow.



Emerging Masterplan: Alternative

EMERGING MASTERPLAN: DEVELOPMENT SITES



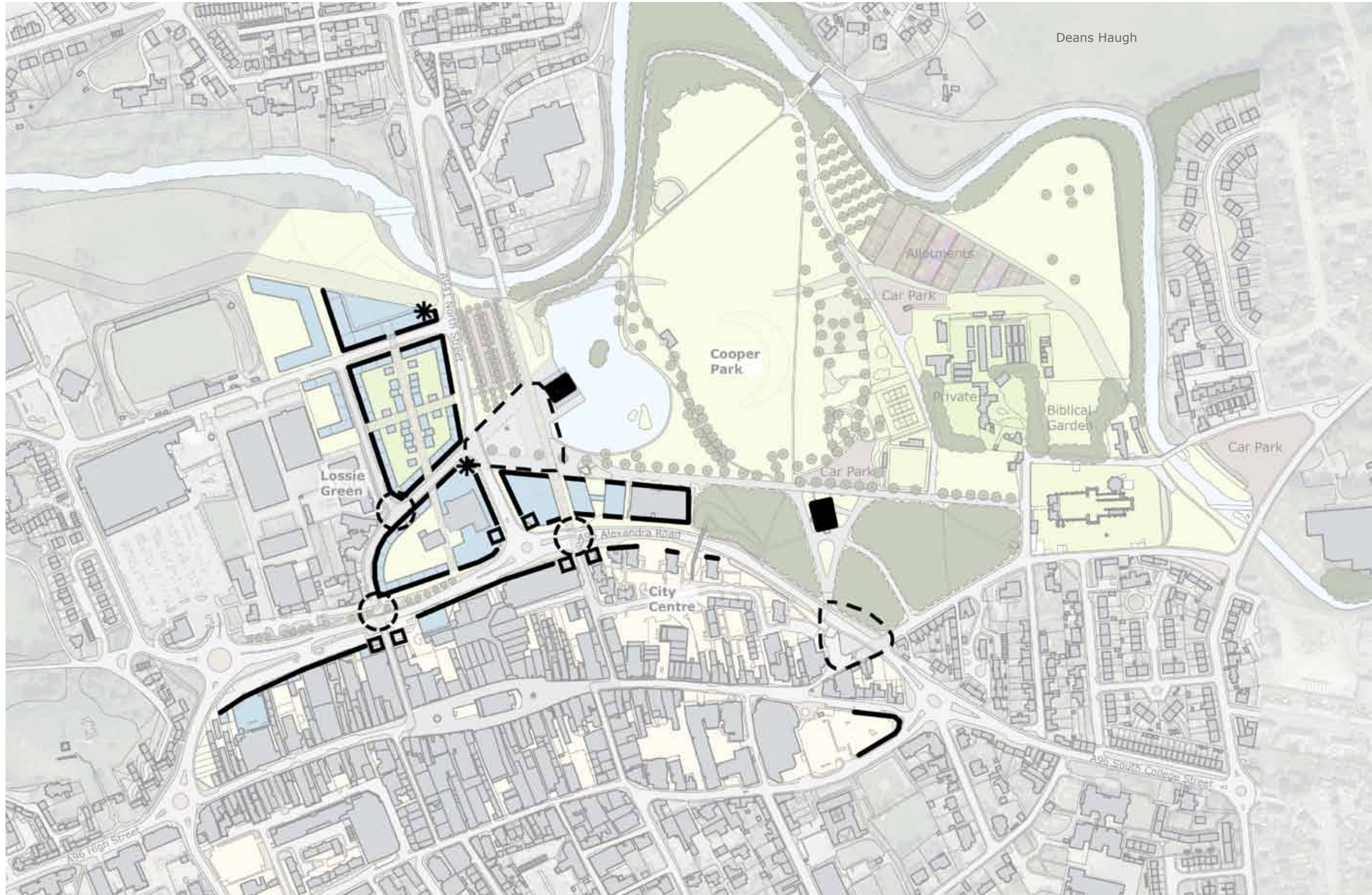
EMERGING MASTERPLAN : SCHEDULE OF POTENTIAL DEVELOPMENT SITES

Reference	Site Name	Existing Site Description	Site Area (hectares)	Urban Design Considerations	Potential Site Uses	Prioritisation / Next Steps
LG1 A	Aldi Site : Trinity Place	Aldi store consists of single storey portal frame shed with associated car parking. Existing building fails to address either Trinity Place or Alexandra Road. Site accommodates large electricity sub-station (assumed to be incorporated into future plans)	0.445	Any redevelopment must front Trinity Place and Alexandra Road. Restoring Trinity Place will require block to follow swept building line of Trinity Place curved alignment. Building line to Alexandra Road should be parallel to A96 and be of sufficient height to provide appropriate ‘enclosure’ to Alexandra Road. Scope for landmark treatment at apex corner of the west of the site.	Housing (assumed to be flatted development with communal gardens) with potential of some non-residential uses fronting Alexandra Road and Trinity Place at street level (with flats above). Scope for townhouses on Trinity Place. Block depth allows for ‘mews’ style lane within block – possibility of townhouses / terraced housing with garden space	Medium to longer term development site. Assume that presence of Aldi, and sub-station constraints, liable to delay progressing redevelopment
LG1 B	Town Hall Site : Trinity Place	B Listed modernist two storey Town Hall, facing north onto Trinity Place.	0.407	Significant landmark corner location at the junction of Cumming Street (A941) and Alexandra Road (A96). Important for buildings to front both of these streets with scope for landmark corner treatments at junctions between Cumming Street, Alexandra Road and Trinity Place. Building line to Alexandra Road should be parallel to A96 and be of sufficient height to provide appropriate ‘enclosure’ to Alexandra Road.	There is scope to conserve and extend the listed Town Hall to provide a contemporary, 21 st Century Community, Civic and Arts Hub with performance and exhibition spaces. Extensions to the south would help present the Town Hall better on the A96. There is also scope to extend and represent the Town Hall to the north and east. ALTERNATIVELY The site could be redeveloped for housing, along the same lines as Site LG1 A, with some non-residential uses at street level (with flats above).	Short term investment on Town Hall already committed and underway. Scope to investigate feasibility of Town Hall expansion to accommodate Arts Hub proposition. Town Hall relocation and site redevelopment for housing a long term alternative proposition.
LG2 A, B, C, D	Lossie Green Car Park : Trinity Road, Trinity Place, Boroughbriggs Road, North Street	Surface car park and lorry stop adjacent to A941 and the Town Hall.	1.137	New development on this site must front onto the surrounding, existing streets that form the block. Given the block depth there is scope to introduce ‘mews’ lanes to increase site ‘permeability’ and introduce finer urban grain.	Housing (assumed to be flatted development with communal gardens) with potential of some non-residential uses fronting A941 and Trinity Place at street level (with flats above). Scope for townhouses on all frontages. Block depth allows for ‘mews’ style lane within block – possibility of townhouses / terraced housing with garden space	Subject to displacement / reprovion of car parking (and landownerships) this site could be brought forward in the short - medium term.
LG3 A, B, C	Lesser Boroughbriggs	Vacant land resulting from the diagonal alignment of flood defences to the River Lossie	0.923	Principal frontage for development on this site should be to Boroughbriggs Road. Landmark corner at junction with A941 with scope to create ‘gateway’ from north approach at River Lossie bridge. Opportunity to maximise views to landscape to the north, with possibility of river view from upper levels.	Hotel (ground floor public spaces – foyer, lobby bar, restaurant / banqueting, leisure – with rooms / suites above) ALTERNATIVELY Purpose built Community, Civic and Arts Hub – a 21 st Century new Town Hall replacing existing facility. Landmark, ‘riverside’ location to accommodate destination facility. ALTERNATIVELY Housing assumed to be flatted development Scope for townhouses / terraced housing. Provide ‘mews’ / lane link aligned with north-south mews route from block LG2.	Short-medium term. Potential ‘quick win’ site available for development once flood defences are completed.

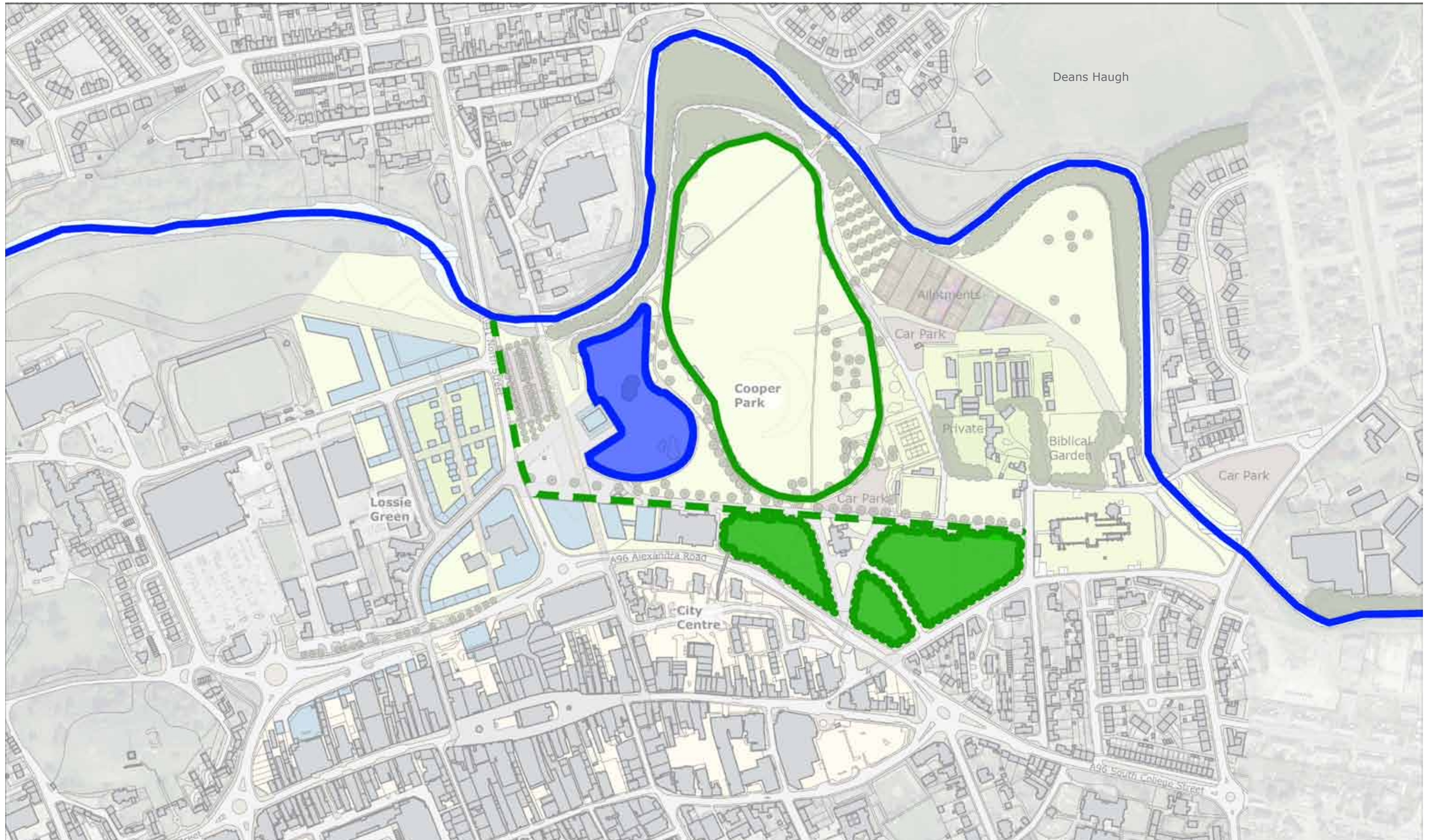
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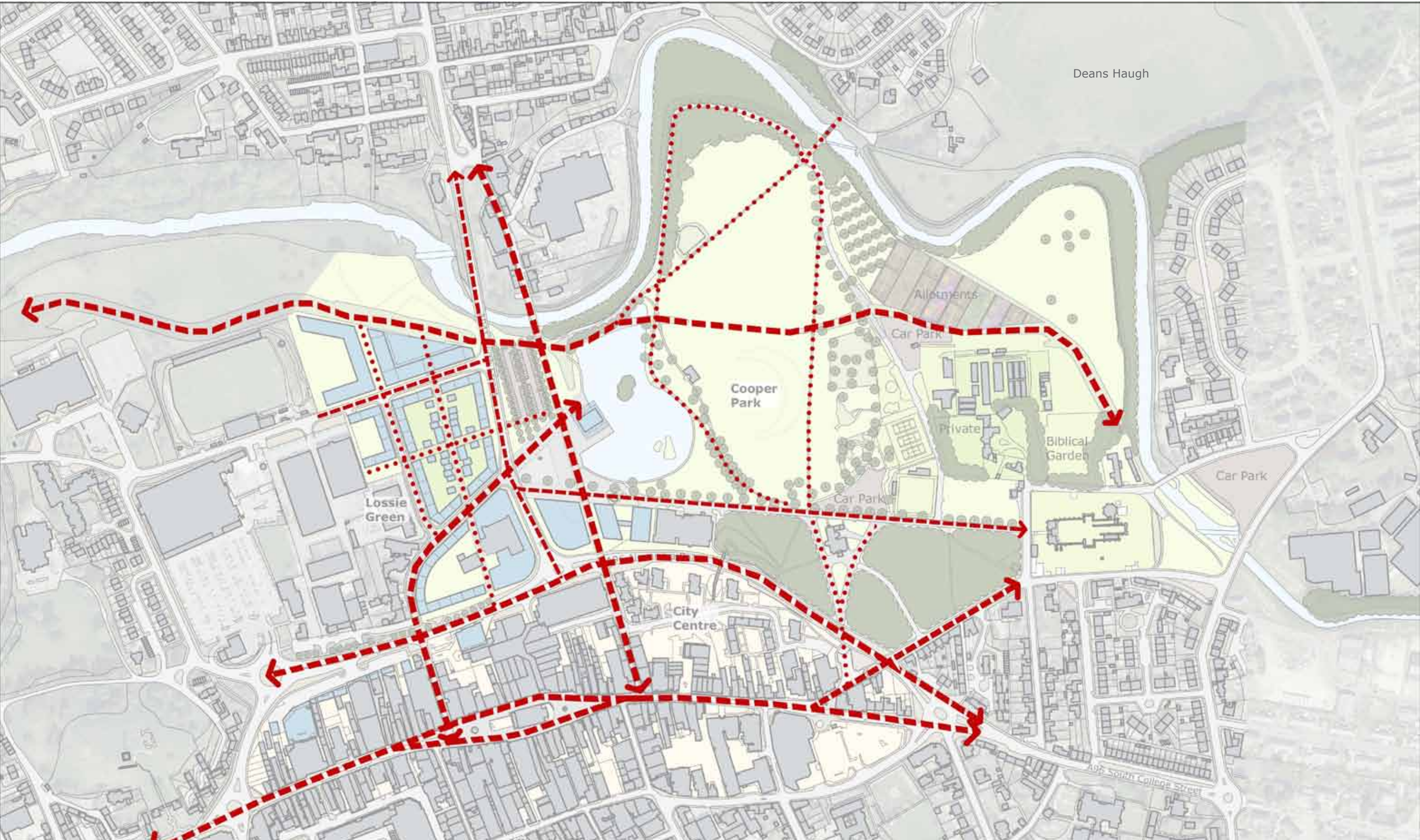
Reference	Site Name	Existing Site Description	Site Area (hectares)	Urban Design Considerations	Potential Site Uses	Prioritisation / Next Steps
LG4	Job Centre / Community Centre site : Trinity Road	Site currently accommodating community centre and Jobs Centre facing onto Lossie Green car park.	0.274	Principal frontage for development on this site should be to Trinity Road and Boroughbriggs Road.	Range of potential uses, subject to agreed mix of sites LG1, 2 and 3. Could accommodate; Housing (assumed to be flatted or townhouses) ALTERNATIVELY Multi-Storey Car Parking serving wider area with access to North Street ALTERNATIVELY New employment space – start up ‘incubator’ – subject to further advice from Ryden	Assumed to be medium term opportunity, subject to relocation of current facilities.
CP1+2	Halfords / Anderson + England & Tile & Fireplace Centre sites : Cumming Street / Alexandra Road	Site currently occupied by Halfords and Anderson & England retail stores and Tile & Fireplace Centre that fail to provide positive frontage to Park or principal roads into City Centre.	0.407	Significant landmark corner location at the junction of Cumming Street (A941) and Alexandra Road (A96). Important for buildings to front both of these streets with scope for landmark corner treatments at junctions between Cumming Street and Alexandra Road. Building line to Alexandra Road should be parallel to A96 and be of sufficient height to provide appropriate ‘enclosure’ to Alexandra Road. Building must provide positive, active frontage onto axis from Cathedral and Cooper Park. Vital to maintain Lossie Wynd route between CP1 and CP2 sites as part of strategy of enhanced links to City Centre.	Purpose built Community, Civic and Arts Hub – a 21 st Century new Town Hall replacing existing facility. Landmark, ‘parkside’ location to accommodate destination facility adjacent to existing library. ALTERNATIVELY Hotel (ground floor public spaces – foyer, lobby bar, restaurant / banqueting, leisure – with rooms / suites above) ALTERNATIVELY New employment space – start up ‘incubator’ – subject to advice from Ryden and/or Housing (assumed to be flatted development or townhouses)	Medium to longer term development site. Assume that presence of retail stores liable to delay progressing redevelopment
CP3	Cooper Park Pond	Site within existing parkland setting next to existing car park	0.091	Landmark ‘object’ pavilion in parkland / pondside location. Designed to be seen ‘in-the-round’.	Visitor orientation / interpretation. Could be Arts Hub with cafe and other destination facilities. Would need to complement proposals for Grant Lodge and Town Hall improvements / reprovision.	Short-medium term. Could be a ‘quick win’ project subject to funding and the resolution of legal constraints.
CP4	Cooper Park car park off A941	Existing surface car park at west of Cooper Park	0.364	Could be left undeveloped and be reorganised as part of Cooper Park. If developed scope for landmark corner on A941 at the River Lossie with scope to create ‘gateway’ from north approach at River Lossie bridge. Opportunity to maximise views to landscape to the north, with possibility of river view from upper levels. Block to ensure positive frontage to all four sides, with very different open spaces on each side (park, river, arterial road, new civic space). Design and massing to be commensurate with high profile and important site.	Hotel (ground floor public spaces – foyer, lobby bar, restaurant / banqueting, leisure – with rooms / suites above) ALTERNATIVELY Purpose built Community, Civic and Arts Hub – a 21 st Century new Town Hall replacing existing facility. Landmark, ‘riverside’ location to accommodate destination facility. ALTERNATIVELY Housing (assumed to be flatted development with communal gardens) Scope for townhouses / terraced housing.	Short-medium term. Potential ‘quick win’ site available for development once flood defences are completed.
CP5	Cooper Park Nurseries	Former Moray Council nurseries adjacent to Cathedral	0.651	Discreet site within Cooper Park. Very sensitive location given proximity to Cathedral. Any development should be low rise and broken massing and roofline to avoid creating visual distraction to set piece elements within park.	Retain as nurseries, under community, College or third sector management. ALTERNATIVELY May accommodate car-free Housing (villas, detached, semi-detached) – subject to further investigation. ALTERNATIVELY Educational, training, skills centre – aligned with existing initiatives.	Short term – quick win’ site if transfer nurseries to others. Housing option needs further detailed consideration.
CC1-CC7		Various sites on the south side of Ladyhill Road	Various areas	Opportunity for environmental improvements and some well-designed mixed use redevelopment to repair the ragged edge of the city centre	Various uses	Medium to longer term

EMERGING MASTERPLAN FRAMEWORK



Gateways, Urban Form & Landmarks





Note emphasis on North Street and Lossie Wynd connections

TRANSPORT STRATEGY & INITIAL PROPOSALS

The following section summarises the transport themes, findings and potential proposals that were identified and discussed during the mini charrette. The findings are the product of a series of presentations and working group discussions, informed by Transport Planning Limited's specialist knowledge. The main findings and proposals that relate closely to the Emerging Masterplan are:

1. Severance – the issue of severance applies to the A96 and also the A941 which separates Lossie Green from Cooper Park. Dealing with this issue is essential and part of the proposal to convert roundabouts to signal control – if the roundabouts were so modified, then it is likely that crossing points would be contiguous with the new signals. Particular key issues, include to the rear of the St Giles Centre where there is no easy route available to reach 'modified signals'.

On balance, the view was taken that strengthening the existing crossing points at the foot of Lossie Wynd (signals) and North Street (subway and signals) would yield best results. The Lossie Wynd crossing point represents an opportunity to facilitate crossing on what could be a long view leading to the old alignment of Lossie Wynd and onwards towards the River, whereas the North Street crossing point(s) lie on well used desire lines already.

More generally, a signage strategy is required as existing signage is numerous and confusing – clear links to these two connection opportunities coupled with streetscape works – certainly on Lossie Wynd and possibly on North Street – would enhance both linkages. West of North Street, existing historic closes that link to Ladyhill Road also offer through links that could be enhanced, but between Lossie Wynd and North Street connection opportunities using the close network are limited owing to lockable gates and/or existing building lines, particularly the St Giles Centre which obstructs access northwards.

An existing dropped kerb crossing on the A941 just north of Trinity Place also requires signal crossing provision – this crossing point is used as a route between Lossie Green and Cooper Park and traffic volumes afford limited opportunity to cross at peak times and throughout the day, occasional difficulties in crossing can be observed.

Back on the A96, the possibility of signal controlled crossing provision at North College Street (and the removal of some existing guardrail – which of itself was a recurring topic) was also thought to be required to enable better links with the Cathedral area.

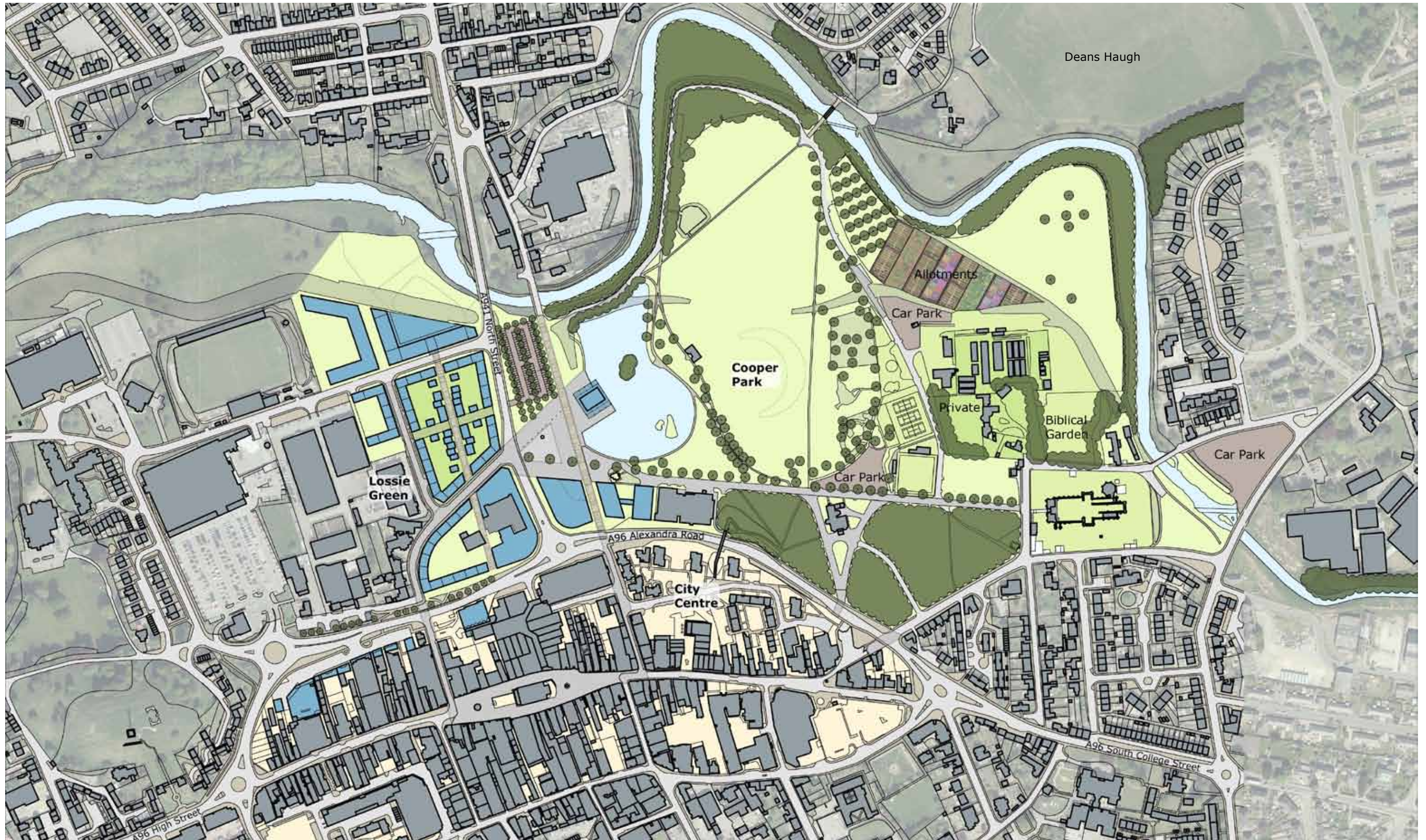
2. Bus Station – many attendees at the charrete did not consider that relocation of the bus station to Lossie Green represented a reasoned move as it would shift buses (which are well used) away from the town centre, where most patronage appears to be headed. Outside the bus station, the most well used stops appear to be those at Tesco and these stops already facilitate services on Boroughbriggs Road, so the Lossie Green area is served by bus in any event. Some attendees felt that consideration could be given to the possible reintroduction of services to the High Street – an arrangement that already exists in e.g. Silver Street, Durham or Blackett Street, Newcastle.

3. Parking – the concept of a multi storey car park on Lossie Green was not resolved. Some attendees thought that a multi storey car park would impact on the riverside setting (the postulated location of the car park being towards the north of the Green) and others thought that several town centre car parks were underused, although the Lossie Green car park itself was busy. Many attendees raised differential charging as an issue. A clear outcome of the comments made was that parking needs to be better understood – possibly through carrying out a survey of existing demand in all the town car parks– before significant expenditure is committed to a multi storey. Engineering was also raised in this discussion as some attendees pointed to possible soft ground conditions closer to the River.

4. Proposed A96 'boulevard' – a group from the charrette visited the possible locations of planting / environmental works to form the proposed boulevard as part of the walkabout and it was determined that limited verge exists to achieve the proposed boulevard. Other considerations such as forward view of signage / forward visibility could impact further on the ability to achieve verge planting as there are many gradient issues particularly alongside Aldi heading east. The boulevard approach was not seen as being particularly high on the agenda, though farther east, the removal of fencing that separates Cooper Park and the Library from the A96 was seen as positive improvement.

5. Conversion of roundabouts to signals – the charrette discussed this topic particularly regarding the fact that signals create through traffic delay at all times of day whereas roundabouts do not. Signals could therefore lead to air quality issues and the result of thinking on the crossing points meant that signals were less favourable in any case. Furthermore, one of the signal layouts (Tesco roundabout) relied on relocation of the Tesco access road and the deliverability of this was questioned. The main conclusion was that signals (other than at crossing points) were not an essential requirement in aiding the delivery of the Emerging Masterplan Framework.

LOSSIE GREEN MINI-CHARRETTE: EMERGING LAND USES



LOSSIE GREEN CHARRETTE MARKET ASSESSMENT

This section summarises the findings of the property market opportunity sessions at the Lossie Green Charrette. The findings are the product of a series of presentations and working groups, informed by the market analysis and by Ryden’s knowledge of current and emerging development trends in the wider property market.

The land uses and development types reviewed in the table are not all assumed to happen at Lossie Green. A number of the existing buildings could remain in place either for a period of time or for the long term. The red-amber-green categories indicate whether it is judged likely that those markets could be attracted to Lossie Green, over the short (1-2 years), medium (3-5 years) and long (beyond 5 years) terms. An underlying principle of the assessment is that land uses should aim to be additional at the Moray level, i.e. providing new forms of development and not displacing land uses from elsewhere; by implication this suggests new forms of housing, and expanding and inwardly-locating businesses.

Delivery of new development at Lossie Green is likely to involve a mix of routes. The lead regeneration role will be in site assembly, any demolition and remediation, servicing and investment in creating an attractive city centre environment. Moray Council owns a number of local assets in the wider study area including the plant nursery in Cooper Park (which is surplus to requirements), the ground lease and car park of the St Giles Centre and also holds common good fund land at Lossie Green.

Lossie Green Mini-Charrette: Emerging Land Uses

Land Use	Sub-sector	Short term	Medium term	Long term	Market rationale and development format	Delivery & Funding Lead
Housing	Private				<p>Medium density housing in a mix of types and potentially including private rented and retirement housing as well as general market housing. Prices for flats and terraces are still under pressure and market potential is emergent based upon demographics and recovery, rather than immediate.</p> <p>The first move in residential regeneration of Lossie Green is to prove the market in the existing town centre (vacant blocks, upper floors and A96 frontage). Housing on Lossie Green in the medium term would then be launched into an established and growing town centre residential sector.</p>	<p>Sites and infrastructure: public sector</p> <p>Town centre pilots: public-private (5-10 units projects most likely given sites)</p> <p>Development: private sector</p>
	Affordable				<p>Policy and strategy documents indicate both a need for and under-delivery of affordable housing in Moray. This should be programmed for delivery along with the market housing above, although in viability terms if a funded project exists it could happen earlier as one of the early new land uses at Lossie Green</p>	<p>Sites and infrastructure: public sector</p> <p>Delivery: Moray Council, RSL (Registered Social Landlord) and/or via private sector</p>
	Student				<p>Student housing has been a growth sector generally in larger cities based upon the emergence of private sector providers offering new-build accommodation. The format is emergent in the north as UHI takes shape and it is understood that a new development vehicle is proposed with a preferred contractor in place.</p>	<p>Sites and infrastructure: public sector</p> <p>Delivery: private developer (viable assuming backed by college/ university)</p>

Retail	Comparison				Moray retail capacity study identifies comparison expenditure leakage. The consented St Giles extension offers the potential to boost the town centre. The town centre will face the continual challenge of market renewal of unit shops, cafes, and services. Edgar Road provides further retailing in Elgin. Comparison shopping at Lossie Green would dilute the potential to regenerate the original town centre.	Continue to promote core town centre.
	Superstore				There is no capacity for a further superstore in Elgin. Larger operators have reigned-in their expansion plans, although local convenience and discount formats are still active.	No action required.
	Local shop				To meet local need as a part of a new-build development mix. Potentially either a small branded or independent store.	Private developer as part of mix.
	Arts & culture				Potentially a good fit with Elgin branding and CCC; art and craft production and galleries, possibly as part of a wider building use.	Undefined, potential part of mix.
Leisure	Hotel				A shortage of good quality accommodation is reported for both business and leisure markets. Activity outside of larger cities has been limited but may offer potential with economic recovery. ECfTF proposes a hotel at the eastern end of the town centre (North Port) which should be considered alongside Lossie Green.	Site and infrastructure: public sector Development: hotel operator or developer with license to operator
	Café				Desirable to meet local residents' and visitor needs and help to drive footfall to and around Lossie Green. Wide range of independent or branded operators could be considered.	Develop as part of private sector mix.

	Recreation				Lossie Green and Cooper Park offer opportunities for intensification of recreational use.	Public and/or private sector. Opportunity cost to be assessed.
	Health club				Potential at Lossie Green is more likely to be associated with a new hotel than stand-alone, unless a new wave of investment in stand-alone health clubs emerges or a budget gym invests.	Private sector as part of a development mix or within a new hotel.
	Conference				Conference facilities could form part of a hotel or public venue.	Public and/ or private sector as part of a development mix.
	Cinema				The Moray Playhouse in the town centre has operated since 1922. There may be an opportunity through digital projection to complement this with a new (possibly specialist, part-time) venue. There has been some evidence of recent demand through a Facebook campaign for a multiplex.	Public and/ or private sector as part of a development mix.
Business	Industry				The wider Lossie Green / ECfTF site contains existing employers. Further low density uses with yard space would not be compatible with the vision of an extended city centre.	Not applicable.
	Office Park				There is regional competition in this sector from the successful Forres Enterprise Park (which includes an Enterprise Area) and locally from the emerging Elgin Business Park. An office park in the foreseeable future would require substantial public sector support and lead to potential displacement from these sites.	Not applicable.

	Incubator/ business centre				Existing business centres in Elgin attract occupier demand and in the medium term the sector could be developed in line with a growing city centre and regional economy. High economic impact and footfall generator for the existing and expanded town centre.	Sites and infrastructure: public sector. Public sector as lead developer.
	Education/ research				Potential noted to accommodate uses associated with UHI or future new investments in Elgin requiring city centre location. This would complement the proposed Elgin West Research & Innovation Park that would target life sciences companies. (Moray Economic Strategy)	Sites and infrastructure: public sector. Lead institutes/ users as appropriate.
	Professions				Potential to accommodate new and expanding professional services sector, in a measured way if backfill uses (such as residential) create demand for townhouses and upper floors.	Sites and infrastructure: public sector. Development: public and/ or private sector, in response to market demand.
	Public services				Currently consolidating occupational requirements with no immediate anticipation of expansion or new departments.	Not applicable.
Mobile projects	Visitor sites				As yet unspecified mobile visitor attractions such as a gallery, museum or exhibition. Not a core use but offering Lossie Green as an appropriate location in Moray for suitable projects emerging.	Sites and infrastructure: public sector Development: if opportunity arises.
	Employment				Lossie Green as potential site for mobile company or agency preferring city centre location and new-build property over existing options in Elgin and Moray.	Sites and infrastructure: public sector. Development: if opportunity arises.
Community	Civic function to include arts/cultural/creative industries facilities				Potential for a new multi-purpose arts and civic centre at Lossie Green should be appraised against re-use of existing assets. ECtF recommended a Town Hall Feasibility Assessment. Could include art and craft production and galleries/retail.	Feasibility studies: public sector.
	Local amenity				Potential to accommodate local services such as childcare and healthcare.	Public and private sector operators.



REGENERATION ACTION PLAN

The Elgin City Centre Regeneration Action Plan provides clear guidance in relation to prioritisation of initiatives, who should lead and support delivery and identifies funding sources. The Action Plan includes 13+ projects organised in three integrated programmes namely:

i. Promoting Investment: Land Uses & Infrastructure This programme includes the potential,development sites highlighted in the Schedule on Page 32.

ii. Boosting Arts & Creative Industries & Existing Independent Business: Investing in a Quality Tourism Offer

iii. Investing In Community Infrastructure & Promoting Third Sector

Programme 1: Promoting Investment: Land Uses & Infrastructure

Project	Principles & Justification	Potential Funding Agencies	Timescale	Next Steps
1. Transportation Investment	<p>Potential emerging priorities:</p> <ul style="list-style-type: none">• Signage strategy• Consideration of bus penetration to High Street Parking review• Parking review <p>First moves:</p> <ul style="list-style-type: none">• Implement signage strategy• Public realm improvements on Lossie Wynd• Public realm improvements on North Street	<p>Moray Council 'Urban Freedom' EU, Sustrans</p> <p>Transport Scotland</p>	<p>Short/ medium</p>	<p>Commission detailed design/feasibility Studies.</p>

Programme 2. Boosting Arts & Creative Industries & Investing In A Quality Tourism Offer

Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Potential Funding Agencies	Timescale	Next Steps
1. 'Ladder' of Creative Workspace	Workspace targeted at the creative industries to include low rentals, fast broadband/WiFi, flexible rental terms, supportive shared services, rooms with good natural light. WASPS (Workshop and Artists' Studio Provision Scotland Ltd) is a charity that provides affordable studios to support artists and arts organisations. WASPS currently house 800 artists and 23 arts organisations at 17 buildings across Scotland. http://www.waspsstudios.org.uk/about-us	MEP and WASPS to explore the possibilities of a partnership to deliver a network/ladder of affordable space to support artists in Elgin.	Short /medium	Contact WASPS and identify potential sites/buildings that MC could acquire/lease.
2. Town Hall/ Cultural Hub: Multi-Purpose: Performance/visual arts/exhibition/ small conferences	Potential for a new multi-purpose arts and civic centre at Lossie Green should be appraised against re-use of existing assets like Town Hall & St Giles Church. ECFTF recommended a Town Hall Feasibility Assessment	Moray Council HIE Moray College/UHI Creative Scotland	Medium	Prepare a brief for a feasibility study. Moray Council to liaise with Moray College/UHI
3. 'Pop Up': Visual Art/ Photographic Gallery	Possibility of establishing 1/2 new temporary/'pop up' visual art/photographic/textile galleries to show case and hold regular exhibitions of work by artists, photographers and producers in the Elgin area. This could be accommodated in vacant space in an existing building.	Could be progressed through a joint approach between Moray College/ UHI	Short	Moray College/UHI Identify suitable buildings. Approach owners.
4. Existing Independent Business Masterclass & 1-1 Visits	Motivational and informative retail masterclass workshops to raise awareness of the need for continuous improvement and overcome apathy and complacency. Could be offered in conjunction with CARS funding Issues to be covered in the master class would include: - Maximising display space and layout - Making the most of good customer service - Increasing customer spend. This would be followed by 'one to one' visits and a comprehensive report in the form of a business action plan with a clear set of detailed recommendations focused on helping re-energise each of the individual businesses taking part.	MEP CARS Business Gateway Moray Council	Short	Agree in principle Draw up a brief Invite tenders/interview from specialists.
5. 'Castle Cathedral Cashmere': Heritage Initiative	Heritage experience will tell the story of Elgin's history, its people and places from the 12th Century with a significant focus on the City Centre. Funding is committed, further phases proposed to include short term investment in: • Interpretation; • WiFi/App • Events.	Creative Scotland Moray Council	Short Medium	Prepare a brief that will form the basis for a funding application.
6. WorldHost™ Programme: Businesses in tourism, hospitality, leisure and transport	To help businesses gain a competitive edge in this time of opportunity, Skills Development Scotland/Visit Scotland are working in close partnership People 1st to provide WorldHost customer service training in Scotland. Funding is available to individual businesses/employees from Flexible Training Opportunities and Individual Learning Account Scotland. Aim for Elgin businesses to be WorldHost™ accredited. WorldHost™ recognised business status is awarded to businesses which have trained 50% or more of their front-line staff using any of the WorldHost training programmes and signed a commitment to delivering excellent customer service.	Skills Development Scotland	Short	Initiate discussions

**Programme 3: Community Infrastructure & Promoting Third Sector
Priority Projects:**

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Potential Funding Agencies	Timescale	Next Steps
1. Cooper Park for 21st Century	<p>1. People & community</p> <ul style="list-style-type: none"> - Engagement & capacity building: making the park a destination - Local communities: businesses: employees - Health & well-being: network: walk/cycle <p>2. Environment & ecology</p> <ul style="list-style-type: none"> - Sustainable management & maintenance: improve quality - Sensitive habitats : ecological links : as part of flood alleviation - Allotments: healthy eating - Improving access to river corridor <p>3. Cultural/built heritage</p> <ul style="list-style-type: none"> - Enhance setting of Grant Lodge/reuse: potential commercial use. HS/HLF funding - Designed landscape – research / analysis - Interpretation opportunities <p>4. Local economic development:</p> <ul style="list-style-type: none"> - Placemaking: Lossie Green attractive for investment - ILM (Intermediate Labour Market) /third sector maintenance <p>Potential Transformational Project</p>	<p>Heritage Lottery Fund NESTA (National Endowment for Science Technology & the Arts)</p> <p>Explore new business models to include:</p> <ul style="list-style-type: none"> • new uses activities • more diverse sources of funding and resources • changes management & maintenance systems <p>- new organisational structures: partnerships</p> <p>- Generating income through: - concessions & events</p> <p>- third sector opportunities - ecosystem diversity</p> <p>- commercial developments.</p>	Short for funding application	Prepare a brief based on the Masterplan
2. Cycling Hub/ Cycling Cafe	<p>Aim to establishing a cycling hub to promote Elgin as a base for cycling of all abilities including families. The hub could include:</p> <ul style="list-style-type: none"> - Sustrans volunteer base - refurbishing bikes project - cycle café/hire/bike shop - cycle club/Elgin Cycling Club. 	<p>Scottish Government Sustrans SportScotland 'Urban Freedom' Private Sector</p>	Short/Medium	<p>Approach Sustrans</p> <p>Formal agreement with Sustrans and confirmation of preferred site/building</p>
3. Community Centre: Improved Accommodation	Support proposals to invest in improved community centre accommodation.	<p>Big Lottery Moray Council Charitable Trusts</p>	Medium	Prepare a brief for a feasibility study and business case.
4. Social Enterprises & Third Sector	Identify opportunities for third sector including providing services like heritage guides, heritage app., city centre ambassadors, community gardens/local growing, employability projects and training.	<p>Moray Council SG Strengthening Communities Programme</p>	Short/medium	Identify specific opportunities

5. Community Gardens & ‘grow your own’	Aim to establish a small network of community gardens where local residents can transform vacant sites into green spaces that could include vegetable plots and flower gardens. The spaces could evolve to be used to address social, health and well-being issues including ‘growing your own food’.	Growing Communities Partnership Federation of City Farms & Community Gardens	Short	Assess the interest in establishing a demonstration project and identify a short list of potential sites
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Funding Opportunities
The Table below summarises possible sources of funding for the Elgin City Centre Regeneration Masterplan and Action Plan priority projects.

Elgin City Centre Regeneration Masterplan: Potential Funding Sources

Funding Source	Specific Opportunities
PUBLIC	
1.Scottish Government	i. Regeneration Capital Grant Fund ii. Town Centre Action Plan e.g. Digital Towns, simplified planning
2. Heritage Lottery Fund	Heritage Enterprise Parks for People
3. Nesta, HLF, BLF	Rethinking Parks
4. Next European Funding programme (2014 - 2020)	European Structural & Investment Funds (ESIF) Themes: -Competiveness Inovation Jobs - Environment Resource Efficiency Low Carbon - Social Inclusion Local Development
5. Creative Scotland:	Cultural Economy Programme Public Art Sited & Youth Arts Hub Creative Place Awards
PRIVATE	
1. Local business & investors: owners	Offer smaller development packages that sit within the Masterplan to Elgin/Moray businesses and investors
2. Local Asset Backed Vehicle: Development Agreements: Property Leases	- Local Asset-Backed Vehicle (LABVs) could combine private investment with public sector assets; - Development agreements are a simpler approach where the private sector builds on public sector land. - Property leases as a security for investors may suit specific uses such as student housing
3. Town Centre Investment Zone	Opportunity to use the Masterplan to agree an approach that would be endorsed by Scottish Government
4. Pension Fund	Look to package larger development parcels with public and private sector pre-lets that are attractive to some pension funds

RECOMMENDATIONS & NEXT STEPS

Recommendations

The Moray Council is invited to note this Final Report as complementary to and a development of the ECFTF report. The key proposals from these documents will form the basis for wider consultations.

Next Steps

The immediate next steps are as follows:

- Organise separate Workshops to explore the potential of Cooper Park and the civic, arts, culture and creative industries implications of this Final Report.
- Deliver a widely publicised ‘Public’ Charrette to test, revise and develop the outcomes from the Mini Charrette.
- This would be further informed at that time by a more detailed financial appraisal.
- As a result of the above steps, the Moray Economic Partnership will have a proposition for the regeneration of Elgin City Centre, based on a Masterplan and Development Brief, where deliverability is supported by sound financial analysis and wider community support. The Masterplan and Development Brief can then be used to market specific development and investment opportunities.



APPENDIX 1: PARTICIPANT SIGN IN SHEETS



Lossie Green Elgin Mini Charrette 4-5 March 2014

Opening, Briefing and Public Sector Stakeholders’ Workshop – 4 March 1000-1500

- 1. Alan Buist - Diageo
- 2. Alastair Kennedy – Elgin Community Council
- 3. Andrew Anderson – Highlands and Islands Enterprise, Moray
- 4. Anne Lindsay – Moray College
- 5. Cllr Barry Jarvis
- 6. Beverly Smith – The Moray Council – Development Management
- 7. Bob Stewart
- 8. Craig Wilson – The Moray Council – Development Management
- 9. Dave Gowans – The Moray Council – Consultancy Manager
- 10. David Duncan – The Moray Council – Planning and Development
- 11. Duncan Alexander
- 12. Eily Webster – The Moray Council- Planning and Development
- 13. Emma Gordon – The Moray Council- Planning and Development
- 14. Fiona McNally – Hi Trans
- 15. Gary Templeton – The Moray Council – Planning and Development
- 16. Gill Neill – Elgin BID
- 17. Gordon Holland – The Moray Council- Transportation Manager
- 18. Cllr Gordon McDonald
- 19. Gordon Sutherland – The Moray Council - Planning & Economic Development Manager - Moray Economic Partnership Programme Coordinator
- 20. Graham Jarvis – The Moray Council – Head of Lifelong Learning, Culture
- 21. Grenville Johnston – Lord Lieutenant
- 22. Jim Grant – The Moray Council – Head of Development Services
- 23. Jim Mitchell – Scottish Government

- 24. Jim Royan
- 25. Cllr John Cowe - The Moray Economic Partnership - Chair
- 26. Cllr John Divers
- 27. John Ferguson – The Moray Council – Community Planning
- 28. Ken Kennedy – The Moray Council – Lands and Parks
- 29. Lynette Reid – Visit Scotland
- 30. Mark Cross – The Moray Council – Planning and Development
- 31. Cllr Mike Shand
- 32. Moray Macleod – The Moray Council - Design Manager
- 33. Nick Goodchild- The Moray Council – Education Resources Manager
- 34. Cllr Margo Howe
- 35. Cllr Patsy Gowans
- 36. Peter Fitch – Federation of Small Businesses
- 37. Reni Milburn – The Moray Council – Economic Development
- 38. Richard Gerring – The Moray Council – Senior Engineer Transport Development
- 39. Rowena MacDougall – The Moray Council – Planning and Development
- 40. Sam Russell – Moray College
- 41. Stephie Barber – Stagecoach (Operations Director)
- 42. Stewart Halkett – Elgin Benevolent Trust Moray Society

Afternoon Drop-In – 4 March

- 1. Andrew Wright – Architect
- 2. Ewen Mackintosh - Gordon & MacPhail

Business and Communities Representatives’ Workshop –4 March 1900-2100

- 1. Alistair Murdoch – Ashley Bartlam Partnership
- 2. Craig Mackay – CM Design
- 3. David Duncan- The Moray Council – Planning and Development
- 4. David Urquhart – Elgin BID
- 5. Ewen Mackintosh & Gordon & MacPhail
- 6. James Gardiner – St Giles Centre
- 7. Jim Grant – The Moray Council- Head of Development Services
- 8. Cllr John Cowe - The Moray Economic Partnership - Chair
- 9. Gill Neill – Elgin BID
- 10. Gordon Methven – Elgin Community Council
- 11. Gordon Sutherland – The Moray Council- Planning & Economic Development Manager - MEP Programme Coordinator
- 12. Graham Stables – Diageo
- 13. Katherine Mackintosh – Robertson Developments
- 14. Michelle Anderson – Royal Bank of Scotland
- 15. Nathan Snyder – Royal Bank of Scotland
- 16. Pearl Hamilton – Federation of Small Businesses
- 17. Rowena MacDougall – The Moray Council – Planning and Development

Morning Drop-In – 5 March

1. Bob Anderson – Elgin Community Council
2. Pearl Hamilton – Federation of Small Businesses

“Sensecheck” and Design Review – 5 March 1145-1530

1. Cllr Aaron McLean
2. Alan Buist – Diageo
3. Alastair Kennedy – Elgin Community Council
4. Andrew Anderson – Highlands and Islands Enterprise, Moray
5. Beverley Smith – The Moray Council – Development Management
6. Bob Anderson – Elgin Community Council
7. Craig Wilson – The Moray Council- Development Management
8. Dave Gowans – The Moray Council- Consultancy Manger
9. David Duncan – The Moray Council – Planning and Development
10. Dawn McNiven – Moray Economic Partnership Dmdotpr
11. Duncan Alexander
12. Eily Webster – The Moray Council – Planning and Development
13. Emma Gordon – The Moray Council – Planning and Development
14. Ewen Mackintosh - Gordon & MacPhail
15. Cllr Gary Coull
16. George Massie – Development Consultant
17. Gill Neil – Elgin BID
18. Gordon Methven – Elgin Communtiy Council
19. Gordon Sutherland – The Moray Council- Planning & Economic Development Manager - Moray Economic Partnership Programme Coordinator
20. Graeme Davidson – The Moray Council – Housing Strategy and Development Manager
21. Jacqui Taylor – Moray College/UHI
22. James Gardiner – St Giles Centre

23. James Johnston – Moray Economic Partnership and Moray Strategic Business Forum
24. Jamie Fraser – The Moray Council- Consultancy
25. Jim Grant – The Moray Council – Head of Development Services
26. Cllr John Cowe - The Moray Economic Partnership - Chair
27. John Ferguson – The Moray Council – Community Planning
28. Joyce Quincey – Shopmobility Moray
29. Ken Kennedy - The Moray Council- Lands and Parks
30. Laura Cruickshank – Moray Chamber of Commerce
31. Marjory MacLennan – Moray Chamber of Commerce
32. Mark Cross – The Moray Council – Planning and Development
33. Cllr Mike Shand
34. Moray Macleod – The Moray Council – Design Manager
35. Cllr Patsy Gowans
36. Paul Nevin – The Moray Council- Senior Solicitor
37. Pearl Hamilton – Federation of Small Businesses
38. Peter Fitch – Federation of Small Businesses
39. Richard Gerring – The Moray Council - Senior Engineer Transport Development
40. Ross Macleary – The Moray Council – Keith CARS
41. Rowena MacDougall – The Moray Council – Planning and Development
42. Sam Russell – Moray College
43. Stewart Halkett – Elgin Benevolent Fund
44. Stuart Beveridge – The Moray Council – Estates Manager

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