

WELCOME

The Covid-19 pandemic has made things tough for residents and businesses. The draft Masterplan sets out a way to deliver a response and recovery to this for Elgin and make the City greener.

We want to create a successful, well-connected, inclusive, healthy, green and carbon conscious City Centre.



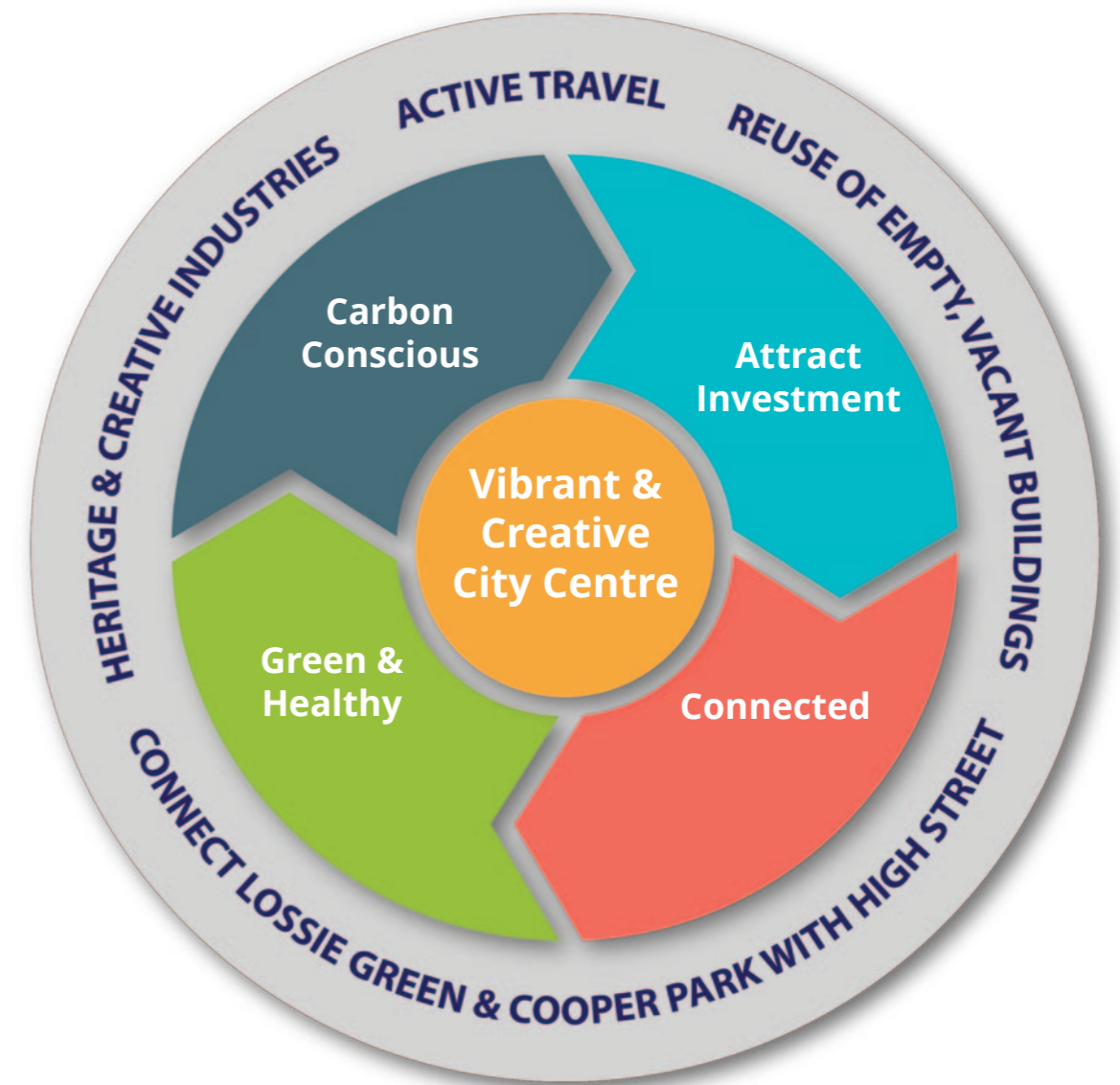
KEY PRIORITIES

The draft Masterplan has been prepared in partnership with Elgin Community Council, Elgin BID and other stakeholders.

Key priorities:

- **Attracting Investment;**
- **Being Carbon Conscious;**
- **Promoting a Green and Healthy City Centre;**
- **Connecting the High Street with Cooper Park and Elgin Town Hall.**

More detail on the proposals that deliver these priorities can be found at moray.gov.uk/ECCMP



MASTERPLAN AREA

Proposals are grouped geographically:

- Core Retail area (CR)
- Cultural Quarter (CQ)
- Cooper Park (CP)
- Other Projects (OP)

Many proposals are cross-cutting - both in geography and the objectives and priorities they support.



SUPPORTING BUSINESSES

The Masterplan aims to:

Create more opportunities for people to live in City Centre

Create places and facilities where people want to spend time

Reconnect Core Retail Area to Cooper Park & Town Hall

Attract more people & investment

Support day & evening economy

Expand heritage trail to direct more visitors to City Centre



SUPPORTING BUSINESSES

Sub-divide existing premises for smaller, independent shops & a mix of uses

Refurbish & Redevelop Existing Properties & Sites

Remove barriers for pedestrians & cyclists

Create destination venues (regional arts & cultural venue at Town Hall and visitor attraction at Grant Lodge)

Create an attractive & inclusive public realm



ENCOURAGE YOUNG PEOPLE TO STAY, LIVE AND WORK IN MORAY

ENTERTAINMENT



- Top class entertainment venue to attract events (e.g. music bands, niche films)
- Programme of cultural events, music & film festivals, etc

JOB



- Business hub to support start ups & small enterprises
- High technology & creative industries opportunities (FABLAB)
- Job creation and apprenticeships in different sector (e.g. construction, new business start ups, services, tourism)

ENCOURAGE YOUNG PEOPLE TO STAY, LIVE AND WORK IN MORAY

HOUSING



- City Centre living to be closer to amenities and public transport
- Affordable housing

PLACES



- Attractive public realm & park with range of facilities for all ages & abilities
- Removing barriers between areas and creating an inclusive place

ENVIRONMENTALLY CONSCIOUS - REDUCE CARBON EMISSIONS AND CREATE A GREENER PLACE

The Masterplan aims to:

**Reduce reliance
on car**

**Create carbon
sinks**

**Make it easier
to walk & cycle**

**Reduce energy
consumption**



ENVIRONMENTALLY CONSCIOUS - REDUCE CARBON EMISSIONS AND CREATE A GREENER PLACE

Refurbish existing buildings using sustainable construction techniques & incorporation renewable energy

Programme for greening the City - planting trees & shrubs, food production and green walling on blank facades

Prioritise pedestrians and remove barriers to walking & cycling

More electric vehicle and cycle charging points and cycle storage

Support City Centre Living



ENCOURAGE HEALTHIER LIFESTYLES

The Masterplan aims to:

Make it easier for people to walk and cycle

Encourage social interaction

Make places inclusive

Reduce carbon emissions

Provide more opportunities to live closer to facilities

Connect with nature



ENCOURAGE HEALTHIER LIFESTYLES

Improve path surfaces and creating inclusive places (buildings and play spaces)

Expand the range of leisure pursuits at Cooper Park (e.g. boulder park, new sports pavilion)

Create an attractive public realm



'Greening' the City Centre and enhancing biodiversity

Refurbish and redevelopment of existing buildings and sites in the City Centre

Create a safer place through increased natural surveillance day and night



DELIVERING THE MASTERPLAN

The Moray Growth Deal includes 4 projects that will benefit Elgin City Centre:



Housing Mix Delivery project,



Business Enterprise Hub,



Cultural Quarter,



Digital Health project.

- Funding has been committed for the Moray Growth Deal projects by both the Scottish and UK Governments, Highlands and Islands Enterprise (HIE), Moray Council, and local partners in the public and private sector.
- Work is currently being commissioned by the Council to design these projects and more public consultation events will take place as the designs progress.
- Planning applications for Grant Lodge and the Town Hall are anticipated to be submitted to the Council before the end of 2021.
- Work has also been commissioned by the Council to prepare a Public Art Strategy which will be consulted on too.

Further information on the Moray Growth Deal can be found at www.mymoray.co.uk



DELIVERING THE MASTERPLAN

What are we going to do?

- A Phasing and Delivery Plan will be published with the Final Masterplan in late 2021 for public consultation.
- This will identify the 'who, what, how much and when' to deliver the projects. A partnership approach to sourcing funding may be required to deliver some of the projects.

YOUR OPINION MATTERS....

We'd like to hear from as many people, groups and businesses as possible during the consultation and whether you think there are any other projects that should be included.

Consultation period: 22nd March - 14th June 2021.

Due to Covid-19 consultation will be carried out virtually including;

- **Interactive story mapping**
- **Virtual Meetings**
- **Virtual transformation trail**
- **Online comments form**

All information can be found at www.moray.gov.uk/ECCMP

YOUR OPINION MATTERS....

Comments should be submitted through our online form at www.moray.gov.uk/ECCMP before 5pm on 14th June 2021.



Comments submitted in writing can be posted to:

Moray Council,
Strategic Planning & Development,
Council Headquarters,
High Street, Elgin,
IV30 1BX.

NEXT STEPS

- Responses will be analysed, summarised and reported back to a meeting of the Planning & Regulatory Services Committee of Moray Council.
- Comments will be taken into consideration and changes may be made to reflect consultation responses.
- The final Masterplan along with a Phasing and Delivery Plan will be published for further public consultation in late 2021.

THANK YOU

for taking the time to watch the Elgin City Centre Draft Masterplan Virtual Exhibition. Please visit our website for more information

www.moray.gov.uk/ECCMP

