A96 CORRIDOR MASTERPLAN

VISION AND DEVELOPMENT PRINCIPLES

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A masterplan for the A96 Corridor should provide for distinctive 'green' Highland places where people can chose to live, learn and earn successfully.

Collaboratively, all stakeholders will endeavour to deliver the masterplan through pioneering governance and commercial astuteness.

Take advantage of environmentally sensitive building design that respects and responds to the Highland vernacular and materials. And is energy efficient.

Maintain and enhance open space, natural features and critical environmental areas and ensure these are provided within settlements and integrated into development that maximise there recreational contribution to the quality of life.

Ensure land use is appropriate and that development uses sites to maximum advantage emphasising sustainable development.

Promote a mix of land uses that allows houses and jobs to be closely related and the mix to be more varied toward the centre of places.

Relate development density to accessibility to help ensure viable public transport services.

Ensure accessibility through mobility choice by actively promoting attractive public transport.

Address key road challenges including the Raigmore Interchange and appropriateness of the Nairn by-pass.

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Create a range of housing opportunities and choice (through variety, type and tenure) to suit a range of needs and promote a range of housing density to achieve choice.

Strengthen existing communities through the provision of services and opportunities for the wider community.

Cultural and recreational services that are accessible within 10 minutes for the majority of residents should be provided early in development phasing.

Every new dwelling should have a new job created.

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Deliver walkable and cycle friendly places that are distinctive and attractive with a strong sense of place through legible and permeable design.

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Make development decisions predictable, fair and cost-effective through developing a clear masterplanned (including design codes) context and straightforward processes delivered by a stakeholder process (including exploring private/public partnerships to deliver infrastructure and services timeously).

Understand market trends & demands and developer interest in order to ensure a commercial framework for realistic deliverability over time.

Ensure that the masterplan can be flexible enough to change over time as circumstances change.