



Vision

Reflecting on its traditional character and built heritage, the masterplan will improve and enhance the town centre to make it an attractive, safer, and greener place for people to use and enjoy as well as providing a high quality environment for businesses to locate and thrive.

The Vision is supported by a series of objectives set out below:

- To enhance Reidhaven Square for people and civic use rather than for cars.
- Improve the visual appearance and showcase Keith's built heritage through enhancement of the public realm creating an attractive location for businesses to locate and grow.
- Embrace Keith's heritage through a Public Realm Strategy and heritage interpretation panels.
- Develop a Lighting Strategy to enhance the visual appearance and showcase Keith's heritage and public spaces to create a vibrant town centre.
- Improve the signage within the town centre providing clear directions to all of Keith's attractions and amenities and create a stronger link between the Strathisla Distillery and the town centre.
- Develop a Shopfront Improvement Scheme to ensure that traditional shopfronts are retained and improved to reflect the traditional character of Mid Street and the conservation area.
- Investigate the feasibility of providing public Wi-Fi in the town centre.

Reidhaven Square Enhancement



Proposed Outcomes

- Remove elements of the existing car parking from the Square to reclaim it for people rather than cars.
- Undertake high quality public realm improvements (signage, street materials, seating, public art) to create an attractive space for people and businesses to utilise.
- Create an attractive entrance into Mid Street.

Aims/Purpose

The project seeks to enhance and improve Reidhaven Square so that it becomes an attractive civic space. The Square is currently dominated by car parking within each of the quadrants which is not only visually unattractive but limits the use and space available within the Square for pedestrian and civic use. The quality of the public realm is poor with a lack of consistency to seating and planting with improvements in the past being done on a piecemeal basis.

The project seeks to transform how the Square is used and one of the key aims will be to reconfigure the car parking arrangements to reclaim the space for people rather than cars.

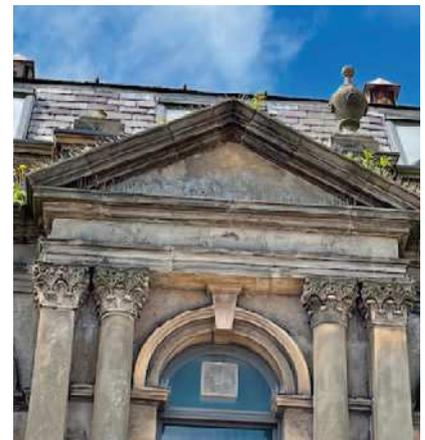
Public realm improvements and the use of high quality street materials will create potential outdoor space for businesses to utilise or for public events to be held. The ability to hold potential markets in this key civic space would draw on Keith's heritage as a market town but also support local businesses.

High quality public realm improvements will also allow for improved signage and heritage interpretation boards (subject to separate projects) which will guide visitors to local amenities such as the Strathisla Distillery and the Railway Station. As part of any enhancement scheme further tree planting and soft landscaping could be undertaken to soften the visual appearance of the Square and make it more attractive.

The enhancement of the Square also provides the opportunity to create an attractive entranceway into Mid Street. Removing the cars and improving the public realm in this area (such as a shared surface) will improve Mid Street's overall visibility which will encourage and guide people and visitors to use the local shops.

Keith town centre benefits from a number of existing public car parks within close proximity to the town centre. Improving these car parks will ensure that there is minimal impact on the economic vitality of the town centre with people still able to park within close proximity should they choose to.

Heritage Trail & Waymarking



Proposed Outcomes

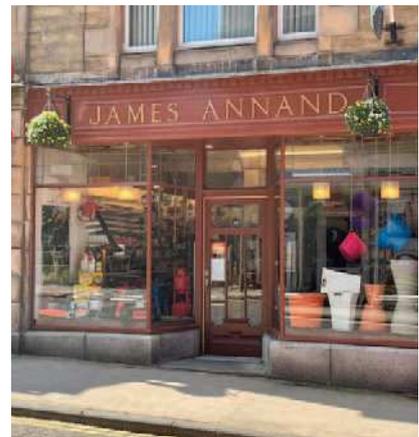
- Improve connectivity between tourist attractions and the town centre.
- Develop a more “formal” tourist or heritage trail in conjunction with the community, local heritage groups, and schools.
- Develop heritage trail and app.

Aims/Purpose

As part of bringing a consistent and up-to-date approach to the public realm and signage across the town centre (see Public Realm Strategy project), the project seeks to provide clear routes for visitors to navigate around the town and strengthen connections to local attractions and Keith’s built heritage. In particular, this project seeks to improve the connectivity from popular tourist attractions such as the Strathisla Distillery and the Keith & Dufftown Railway.

As well as improving signage and public art to achieve this, an innovative solution would be to develop a more “formal” heritage trail with the potential to develop an “app”. This could draw on the success of the recent Conservation Area Regeneration Scheme (CARS) and involve local heritage groups and schools so that it is supported and promoted by the local community.

Shopfront Improvements



Proposed Outcome

- Develop and implement a Shopfront Improvement Scheme.

Aims/Purpose

The project seeks to improve and enhance the quality and design of Keith's shopfronts to reflect the historic character of the town centre and conservation area. The appearance of shopfronts play an important role in the character of individual buildings and the wider area.

A Shopfront Improvement Scheme, with a design guide, will be developed and implemented to retain and improve the visual appearance of Keith's traditional shopfronts and strengthen the town centre's existing historic character. Improving shopfronts will further promote the town centre as a destination by enhancing its appeal to visitors, customers as well as assisting in encouraging further investment by boosting business confidence.

The project will seek to achieve this through renovating shopfronts, making repairs and improving signage, in line with the Keith Mid Street Conservation Area: Character Appraisal & Action Plan.

Longmore Hall



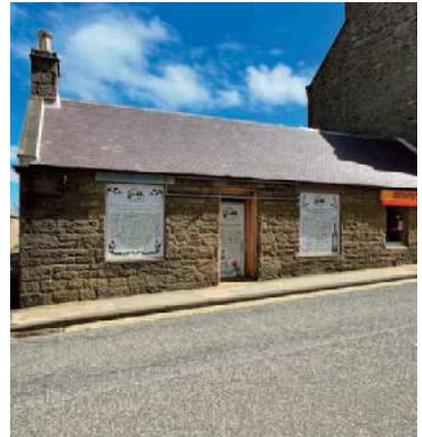
Proposed Outcome

- Redevelop and enhance the Longmore Hall.

Aims/Purpose

The proposal seeks to update and improve the existing Longmore Hall to provide additional space and opportunities for residents and local community groups to utilise. There is currently space in the Hall that is not being used which could be improved to provide additional space for future community uses.

Vacant & Derelict Buildings



Proposed Outcome

- Reduce the number of empty properties in the town centre.

Aims/Purpose

The project aims to bring vacant properties back into use and redevelop buildings for residential, commercial, and if suitable potential community uses. Bringing vacant properties back into use creates a more attractive town centre as often these buildings are in a state of disrepair. It will help to support the town centre by making it an attractive space for people to live and for businesses to locate in order to support the local economy.

Public Realm Strategy



Proposed Outcomes

- Develop a Public Realm Strategy which respects and embraces Keith's heritage.
- Improve connectivity between key attractions and the town centre through the use of public art, in conjunction with the Heritage Trail & Waymarking project.

Aims/Purpose

The project seeks to embed public realm, including art, which embraces Keith's heritage through the town to create an attractive and vibrant town centre with a sense of place. In conjunction with the Heritage Trail & Waymarking project, public realm will help direct people to and between key attractions in the town centre.

The strategy will provide the overall design concept which will then inform the physical enhancements (such as hard and soft landscaping, street furniture, planters, features and signage).