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Welcome

Welcome to the online public exhibition and consultation of the Ambassador LB Holdings LLP proposals for the redevelopment of Craigforth.

This online event allows us the opportunity to present initial ideas for the development and to provide an opportunity for the local community to respond and provide feedback. These exhibition boards explain our analysis of the site and its environment, identifies opportunities and constraints and outlines our approach to the redevelopment.

Consultation Process

What is the purpose of this event?

It is a statutory requirement of any major planning application to consult with the local community prior to the submission of an application to give the community time to review the proposals as they are developing and provide comments which can be considered by the design team.

How do I comment on the proposal?

Please provide your comments using the online comment form provided, or via the following email address

consultation@craigforth-stirling.com

Please note that comments should be received by 20th May 2020.

What will happen to my comments?

Your comments will be kept confidential and will not be attributed to individuals. All comments will be collated and considered by the design team in developing the final design proposal.

It should be noted at this stage your comments are to the agent and applicant and are not representations to Stirling Council.

Will there be further opportunity to comment on the proposal?

Yes, a planning application will be submitted in the near future, and there will be an opportunity then to submit comments on the proposal to Stirling Council within the statutory consultation period.

Who do I contact if I require further information at this time?

Should you require further information please do not hesitate to contact the agent at the following email address:

consultation@craigforth-stirling.com

About Ambassador Group

Ambassador Group is a Scottish company with extensive expertise in a wide range of development projects and who pride themselves on delivering unique solutions appropriate to each individual project.

Ambassador have experience in all of the uses proposed for the redevelopment of Craigforth and understand how to deliver successful developments which provide genuine benefit locally, regionally and nationally with targeted objectives on aspects such as employment.

About Craigforth

Craigforth campus is a 54 hectare site marked by the distinctive 68m high Craigforth Crag, and Craigforth House, a former stately home, that sits on the north east side of the Crag. Originally a family estate the building was used as a hospital during the second world war.

Craigforth House and grounds were purchased by Scottish Amicable in 1952 to serve as their main headquarters, before being acquired by Prudential in the 1970s who relocated much of their Scottish operations to the site. Over the last 68 years, the site has been extensively developed and now provides over 300,000sqft of office space and associated supporting facilities with over 3000 staff employed by as many as 11 organisations across the campus.

The numerous buildings across the site, constructed over a number of decades are now showing signs of age. These buildings vary in scale but are predominantly 3 to 5 storey office buildings and mainly clustered within the central area. In addition, there is an extensive network of roads and car parking with just under 1,400 parking spaces provided, along with coach stances for 15 coaches used as part of the daily staff transport currently operated by the Prudential.

Pedestrian and Cycle access to the site is poor and not accessible to the public and although outwith the developed areas of the site, there are valuable natural assets such as the river and the Crag, an ancient woodland, these are not currently accessible to the wider public and much of it is not accessible to employees on site.

Masterplan Vision

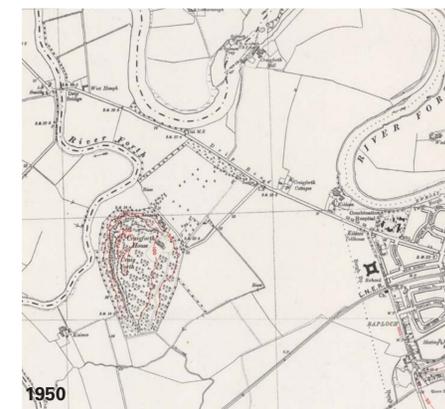
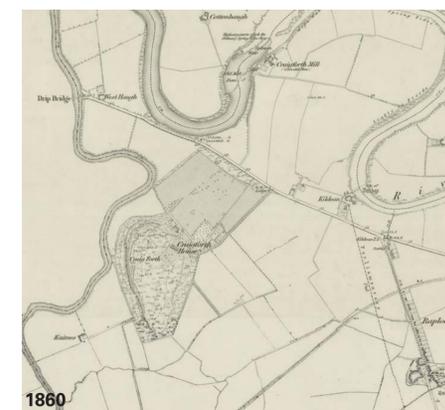
Our vision for the new Masterplan is to deliver a stunning mixed use campus which will open up access for all to enjoy the Crag, the ancient woodland and riverside walks with exceptional views to the surrounding landscape - alongside an ambition to retain employment and attract additional employment opportunities for the area. This is central to the masterplan proposals.

A previous Masterplan Proposal - consented in 2008 - included an expansion of the campus into an extensive Business Park with Commercial and Residential accommodation extending west and south along the riverside whilst a mixed use development on the North site including Hotels and Conference Facilities, alongside Pub/ Restaurant and a Petrol / Service Station was planned.

This consented masterplan led to change in the planning designation of the site.



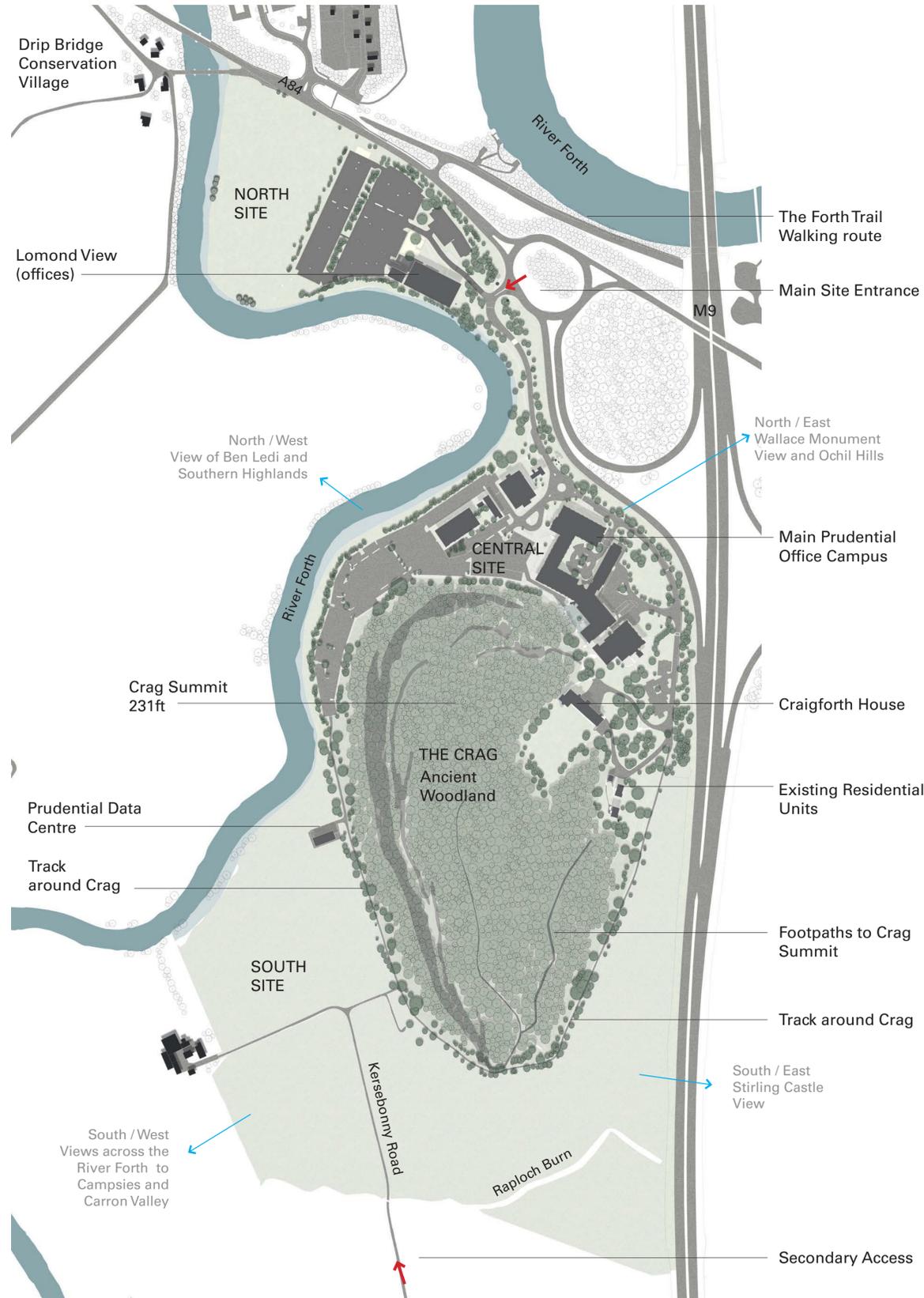
Site Area
54 Ha / 133 Acres





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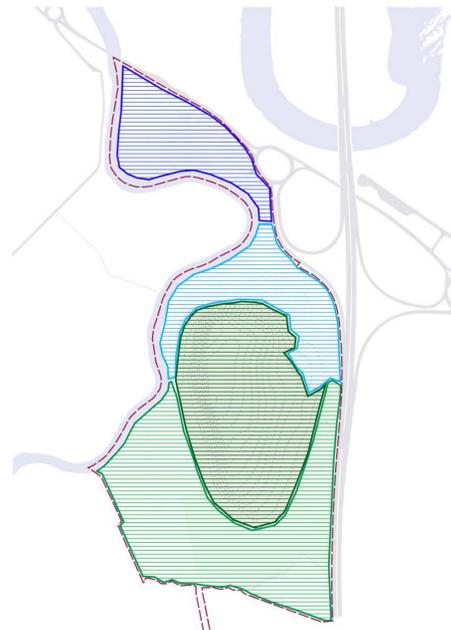
- Craigforth is situated to the North West of Stirling, 2.4 miles from the city centre, adjacent to the M9 motorway and the A84.
- The site provides convenient access to Stirling via the A84 and Glasgow, Edinburgh and the wider central belt via the M9, the A84 and the A811.
- Although Craigforth is one of the last stopping points on a journey North and West, there are limited facilities in the immediate area other than at the nearby garden centre
- As can be seen in the adjacent existing site plan, much of the site has been developed, in the North and Central Areas in particular with a range of buildings and a large areas of surface area is car parking.
- Despite the extensive areas of development on the site, there are valuable natural assets that are currently not generally accessible - the Crag with its ancient woodland and east bank of the River Forth that extends the length of the west site boundary.
- The Local Development Plan below designates Craigforth as an Employment Site, with a provision for Housing - this reflects the 2008 Consented Masterplan in terms of uses, accommodation and level of proposed development area.
- The site is not designated as greenbelt



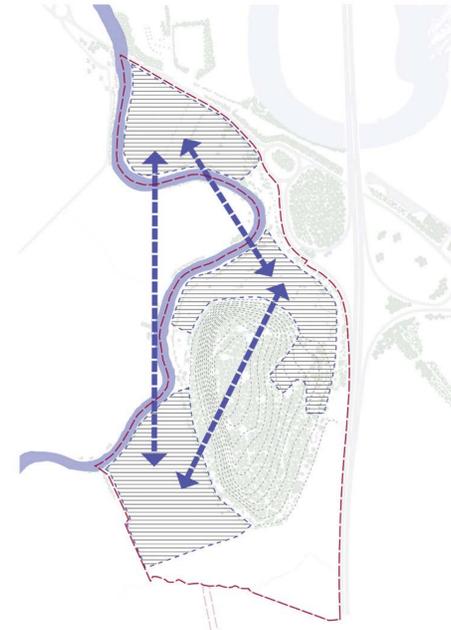


Opportunities and Constraints

- There are four distinct areas of Craigforth each with a different quality and character providing different opportunities which require consideration and site specific responses
- The River is a valuable natural asset that connects the site areas and creates opportunity for amenity and activity and connects the site back to Stirling
- Craigforth Crag is a unique and dramatic feature of Craigforth, providing opportunities for leisure activity and amenity at the heart of the site.
- The Crag also provides a strong identity and connects the site to the wider landscape through its relationship to the two other nearby crags that are synonymous with the area
- Panoramic views can be enjoyed from the summit of the Crag but long distant views can also be enjoyed elsewhere across the site including views of Stirling Castle, and the Wallace Monument to the East, the southern highlands to the West and the Campsies and Carron Valley to the South.
- The B listed Craigforth House is a unique link to the history of Craigforth and also provides an opportunity to build on its identity and sense of place. Currently used as a nursery, the building was originally poorly converted into office space in the 1960s and has not been well maintained over the years since.
- The existing green infrastructure includes a limited but important number of existing mature trees and foliage across the site and river edge. Much more significant is the designated Ancient Woodland that inhabits the Crag. These are important features of the site and central to any development proposal
- The M9 and the A84 are busy roads with noise and air quality issues affecting the site - The motorway junction and Craigforth Roundabout can be very busy at peak times - the new masterplan will help to ease this congestion.
- Flood Risk from the River Forth primarily affects the northern part of the site and the masterplan proposal will include a sustainable drainage system that will help to mitigate the existing flood risk and ensure any new development provides a betterment of the existing drainage infrastructure.



Craigforth
 Craigforth can be seen to comprise 4 main zones which each have a different quality and character: Craigforth North, the Central Area, the South Site and the Crag



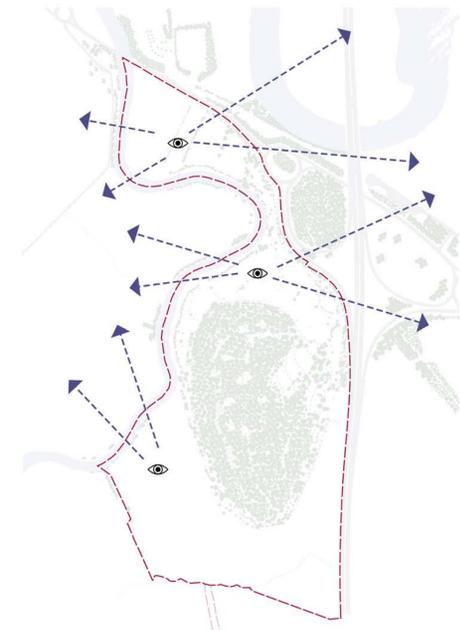
A 'Whole Site' Approach
 Despite their different characters, each of the 4 areas of Craigforth area compliment each other and a strategy for connecting these distinct site areas should be a key consideration of any development proposal



The River Edge
 The river creates a valuable natural asset connecting the four site areas and provides a strong visual amenity



The Crag
 The Crag and its natural ancient woodland provides opportunities for leisure activities and amenity within the heart of the site



Panoramic Views
 The site provides high quality views to surrounding landmarks and the wider landscape



Existing Development Buildings/Roads/Parking



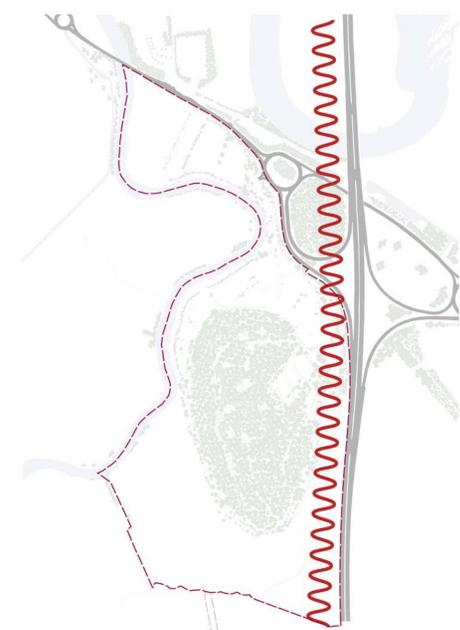
Flood Risk
 Flood Risk areas along western edge limit developable area of the site



Green Infrastructure and Ecology
 Existing mature woodland throughout the site contributing to an established ecology



Topography
 The steep Craigforth Crag is a unique feature of the site that limits site connections but offers amenity of a significant quality



Road Infrastructure
 Noise and Air Quality Issues from the M9 and the A84



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Masterplan Strategy

A 'Whole Site' Approach

Our masterplan strategy for Craigforth comprises 3 principle development zones. Each has a different character and a different relationship with the Crag and the surrounding landscape - we have developed a strategy that is site specific and responds to the character and the opportunities of each of the 3 areas whilst working within the site constraints.

A key consideration in developing the masterplan will be connectivity both within the site and beyond and an Active Travel plan with a focus on walking, cycling, and jogging routes along with public access to the Riverside and the Crag will be a central feature of the masterplan.

North Site - Commercial / Office

The North site is characterised by its proximity to the A84 and the opportunities this creates for visibility and convenient access with direct links to the M9 and Stirling City Centre.

The 2008 Masterplan proposed a mixed use development on the North Site - Our masterplan proposal considers this area the most appropriate location for a new Grade A Office Headquarters which will benefit from greater visibility, more convenient access and will allow the existing offices on the site to remain operational until the new facility is completed.

A separate detailed planning application is being submitted for the North Site development to come forward in advance of the wider masterplan proposals.

Central Site - Mixed Use

The Central Site area is varied in character, bounded by a picturesque and quiet riverside condition to the west, the dramatic 'cliff face' of the North face of the Crag to the South and the busy motorway to the east which is largely screened by the mature trees along the site boundary.

The existing Prudential campus buildings are located here and the 2008 Masterplan assumed that the existing Prudential office buildings would remain.

Our masterplan proposal is that this location is more suitable for a mixed use development with a similar density and scale to the existing cluster of buildings.

Proposed Range of Uses to include:

- Retail including amenity retail and food retail
- Hotel
- Leisure / Food and Drink / Gym
- Residential Apartments
- Early Years Nursery
- Electrical Vehicle Charging Station
- Distillery
- Business / Office Space

South Site - Intergenerational Residential

The southern site characterised by its adjacent river edge, the south west aspect of the Crag and local woodland and rolling fields to the west and south.

The 2008 masterplan had proposed a business park in this location.

Our masterplan proposal is for a low-rise, low density residential development with a focus on intergenerational living, incorporating a varied housing typology that includes a care home and supported living.



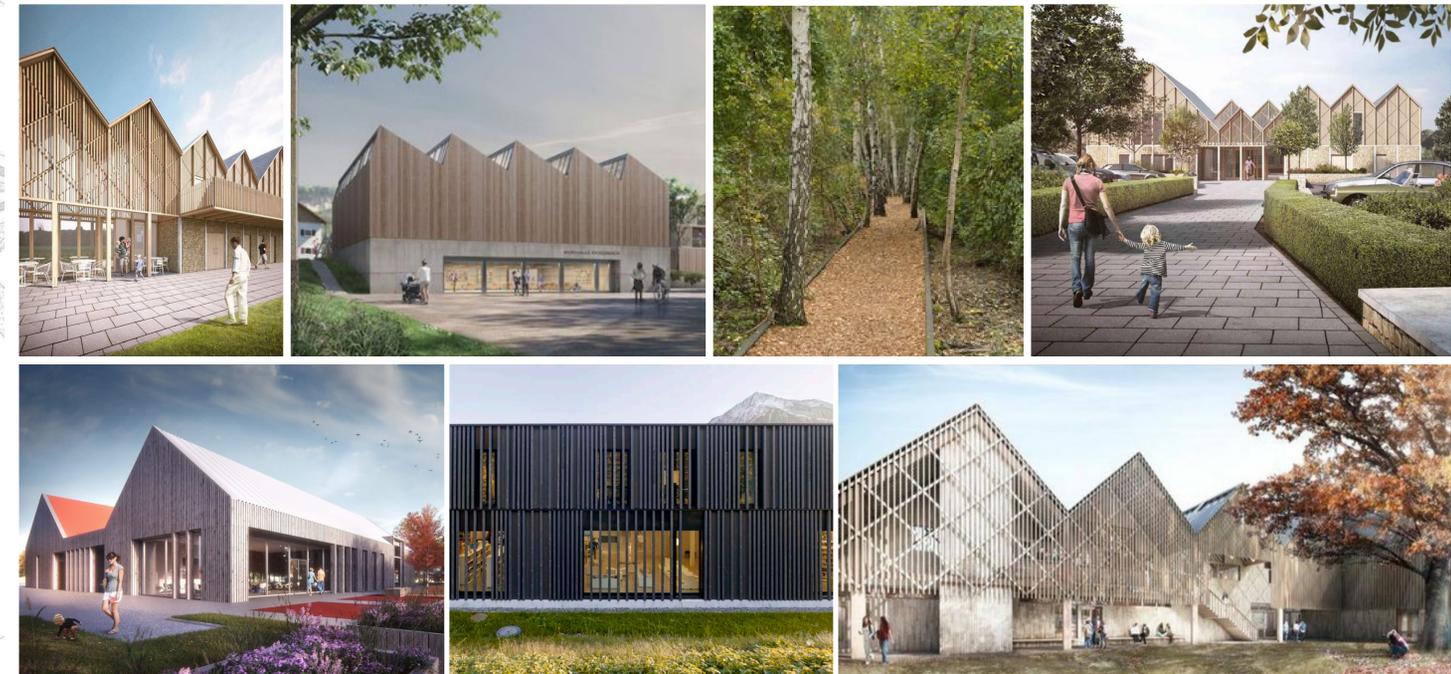
North Site - Exemplar Grade A Office HQ



Accessibility, Connectivity, Activity and Amenity



Central Site - Mixed Use / Retail / Leisure / Residential



South Site - Residential / Intergenerational Living





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Previous Consented Masterplan

Outline Planning granted in 2008

- North Site - Mixed Use**
- 200 Bedroom 5 Star Hotel
 - 150 Bedroom Budget Hotel
 - Conference / Leisure Facility
 - Petrol / Service Station

Floor Area - Circa 186,000 sqft
 Car Parking - Circa 560 spaces

Central / South Sites - Commercial/Residential

- Existing Prudential HQ**
- Retained / Refurbished Offices

- Riverside Business Park:**
- Business Units
 - Riverside Live/Work Units
 - Shared Central Facility and Cafe/Hub

- Crag Business Park**
- Office / Commercial Units
 - Live/work units

- Craigforth House - Residential**
- Residential Apartments (Craigforth House)
 - Residential Apartments (New Build)
 - Houses / Bungalows

Floor Area - Circa 690,000 sqft
 Car Parkrking - Circa 2200 spaces

TOTAL Floor Area: 880,250sqft
 TOTAL Parking: 2760 spaces



Development Zones
 Previous Masterplan (2008)



Previous Masterplan
 2008 Proposal



Development Zones
 Proposed Masterplan



Illustrative Proposed Masterplan

Illustrative Masterplan as Proposed

This indicative masterplan layout illustrates how the new masterplan proposals for Craigforth might develop based on the analysis and zoning diagrams on the preceding boards.

North Site - Grade A Office / Headquarters

New Office HQ providing 75,000sqft of Net office accommodation

- Gross Internal Area: 88,574sqft / 8,231sqm
- Net Internal Area: 75,900sqft / 7,053sqm
- 432 Parking Spaces

Lomond View - Existing Building

- 41,000 sqft
- 106 Parking Spaces

Central Site - Mixed Use

- 150 Bedroom Hotel
- Cafe - Food/Drink
- Leisure / Gym
- Restaurant / Pub
- Retail
- Early Years Nursery
- Craigforth House Conversion 30 bed hotel
- Residential / Holiday Villas
- Riverside Apartments
- Riverside Community Enterprise / Cafe
- Circa 500 Parking Spaces

Southern Site - Residential / Intergeneration Living

- Private Residential
- Retirement Homes and Sheltered Housing
- Care Home
- Local Community / Retail Provision



Existing Prudential Office Buildings



Part of the existing Prudential Campus - Central Site



Concept Sketch of Central Site



New Office Headquarters - North Site