

WRITTEN STATEMENT

1 THE STRATEGY

The Stirling Council area is unique in the quality and variety of its environment and historic heritage. Its central location, midway between Glasgow and Edinburgh, at the junction of two motorways and on the main routes north, adds to its geographical advantages. It is one of the most sought after areas in Scotland in which to live and work and attracts many visitors. The strategy for the Local Plan acknowledges these intrinsic qualities but also recognises that they bring additional pressures and conflicts which the Plan must attempt to accommodate and resolve.

The Local Plan has to allow for the development of the area in accordance with the requirements of the Structure Plan, Central 2000. The Structure Plan allows for a considerable increase in the amount of Housing in the district during the next ten years. It also allows for the consolidation and expansion of the major economic developments, including the Prestige Business Parks, Shopping and Tourism Developments. Central 2000 also requires that the environment is protected through the formal designation of Green Belts and other safeguards. The Structure Plan development strategy, "Towns in the Countryside", identifies "the pattern of towns and villages set in attractive and sometimes spectacular countryside" as the region's "most valuable physical asset". The Council endorses this strategy and acknowledges the relevance of this approach to Stirling district.

The Local Plan sets a framework for the regeneration of those parts of the area which are not fulfilling their potential, through identifying the opportunities for physical change to complement other social and economic initiatives.

The strategy for the Local Plan targets three key areas :

- to safeguard and enhance the renowned quality and character of the Council area
- to promote a sustainable, thriving and varied local economy
- to ensure that the needs of all communities are met and the quality of life of local residents is enhanced.

To secure these aims the following objectives will be pursued :-

- a) to retain and improve nature conservation interest, natural heritage and landscape quality;
- b) to secure an appropriate balance between the use and conservation of resources;
- c) to safeguard the rural environment through the protection of the landscape and landscape setting of the area's towns and villages;
- d) to require that the existing environment is not compromised by new development, but improved, through insistence upon high design standards, the reduction of energy consumption and control of all types of development;
- e) to pursue the improvement of existing housing and the development of new housing to meet the needs of local residents and increase in households in the district;
- f) to protect existing wealth creating activities and enable their expansion, through the promotion of economic development in a planned manner which respects the quality, potential and strengths of the area.

