

Braemar – A Sustainable Future

North Braemar– A Vision of Design and Facility

For many centuries, Invercauld Estate has been involved in the evolution of Braemar as a settlement, specifically with its development of Castleton on the east side of the River Clunie. This relationship with the village continues to this day and the Estate believes it has a responsibility to facilitate the ongoing enhancement and evolution of the village for its residents, visitors, the environment and the economy of the local area.

Our understanding of the current needs and opportunities for Braemar has developed over the last three years of research and consultation we have undertaken. We are extremely grateful for the ideas, thoughts and passion for the village so many local people have shared with us over this time.

This research has informed the emergence of the following vision for the Estate’s land at the north of the village which has been suggested as a key area for the potential development of Braemar in future:-

To ensure the needs of Braemar are met and appropriate business, residential and social opportunities are enabled whilst ensuring these are undertaken in such a way that fits comfortably with the context of the existing village and its landscape, that the village’s cultural, environmental and built heritage is conserved, the wider community is involved in the process and ensuring that only a very high standard of design, in terms of both layout and architecture, is employed. Any development must be designed to form an integral and attractive part of the village and strive to merit future inclusion within Braemar’s Conservation Area.

Specifically, this means:-

1. The design process must consider Braemar Castle as the northern gateway to the village;
2. The whole approach into Braemar must be taken into account, including both sides of the A93, so that any development fits in appropriately and sensitively with the wider landscape at the entrance to the village;
3. The design of streetscapes, individual buildings and public spaces must integrate comfortably with the vernacular architecture and layout of Braemar, be sensitive towards the Conservation Area, follow a clear logic and not appear ‘bolted on’;

4. Housing must be blended with other uses - these other uses will evolve over time and are not all currently known but allowance must be made for them; this is to reflect the successful integration of land uses within the village presently;
5. Buildings must vary in size and affordability to maintain the sense of community found in Braemar and provide opportunities for lifestyle, family and career progression. Affordable housing must be integrated as seamlessly as possible into development;
6. The wider community must be provided with the opportunity to feed into the design process at key stages;
7. Any development should add to the appeal of Braemar and not detract from it;
8. Any development must be financially feasible and deliverable;
9. Any phasing of development must take into account the integration of each phase into the landscape and the village envelope;
10. Visitor as well as resident parking must be considered together with consideration of delivery of the Braemar Gathering and other events in the village;
11. Development of tourism at Braemar is an important objective - the development of North Braemar must consider this key industry in the village whilst not being entirely governed by it;
12. The plans for development prepared by Invercauld Estate must be followed through in what is delivered on the ground. The mechanisms for achieving this are likely to include the Estate undertaking some work itself, joint venture partnerships and/or title controls in any land sales. It is anticipated that the Local Development Plan will also provide a degree of statutory protection to the integrity of the design solutions that are proposed.

Invercauld Estate
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