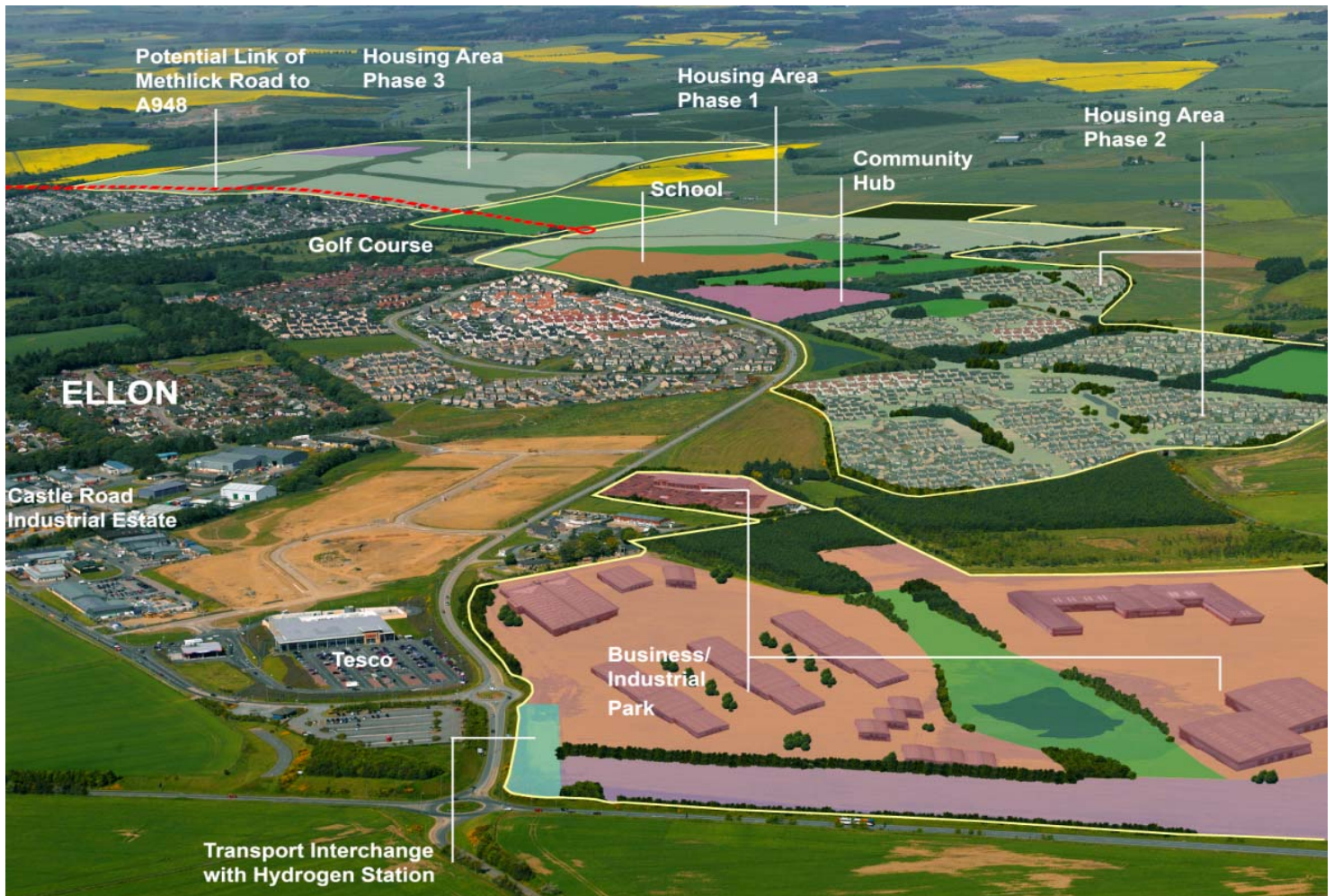


CASE STUDY

Knight Frank



Strategic Land Promotion

- Address** Cassiegills, Ellon.
- Details** A circa 600 acre greenfield site to the north of Ellon.
- Instruction** Instructed by Kirkwood Homes Ltd to promote the site for future development through the Local Development plan process.
- Landowner** The Cassiegills Partnership.
- Comment** As part of the process of preparing the new Local Development Plan for Aberdeenshire, Knight Frank was appointed by Kirkwood Homes Ltd in partnership with the landowners to submit a “development bid” for the land to the north of Ellon to be allocated for a mixed use development over the next 10 to 15 years.
- This involved the establishment of a Project Team to undertake a rigorous technical appraisal to analyse the main physical opportunities and constraints to developing the land leading to the production of a Conceptual Masterplan for the site.
- The Masterplan proposes approximately 1,500 new houses, employment land, community facilities including a new primary school, as well as land being reserved for strategic landscaping and potential community windfarms. The next stage in the process will involve a comprehensive public engagement programme including holding a series of public workshops/exhibitions where the local community and other stakeholders will be given an opportunity to view and have their say on the development proposals.