

VISIONS FOR SOUTH AYRSHIRE

A vision for the Local Development Plan (LDP) will not be finalised until the adoption of the LDP, however it is important to establish preferred and alternative strategies for the LDP in order to focus consultation and engage stakeholders in the plan process in a meaningful way at this early stage.

Since infrastructure and sustainability are integral to the economy, environment and communities, the scope of the LDP vision will focus on the economy, environment and communities by examining how to balance these strategic objectives within a development strategy for South Ayrshire. The Main Issues Report will appraise options for a strategic vision for the LDP, setting out a preferred vision alongside reasonable alternatives visions.

The vision options are set out below: -

Vision 1

The LDP shall promote sustainable economic growth, underpinned by sound social and environmental objectives.

Vision 2

The LDP shall prioritise the growth of South Ayrshire's economy.

Vision 3

The LDP shall focus on achieving social inclusion and integration.

Vision 4

The LDP shall conserve the natural heritage of South Ayrshire and establish environmentally sustainable growth patterns.