

# PLACEMAKING

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# Placemaking

- Sustainability
- Integrating Planning and Economic Development

- Place – Outcomes
- Changing Places
- Placemaking in Queensferry
- Concluding Comments

# Place - Outcomes

# Placemaking

'development always 'makes places'

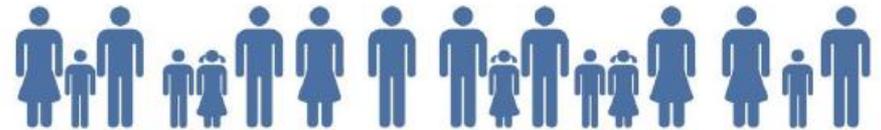
they are simply places that  
work well,  
have little impact  
or work badly



Image Flickr goatsgreetings

# 'place' :

- the environment in which we live
- the people that inhabit these spaces
- the quality of life that comes from the interaction of people and their surroundings



*Creating Places*

## Place and Health Inequalities?

The environment that surrounds us  
has substantial influence over our  
health and wellbeing

It provides us with basic needs

It can be hazardous

It can be detrimental to health

It can create and nurture health



20% of people walk for 20 minutes,  
less than once a year, *or never*

Department for Transport, National Travel Survey, 2009

Estimates put the cost of obesity to  
Scotland in 2030 at up to £3 billion.

*Preventing Overweight and Obesity In Scotland, Scottish Gov, 2010*



Image: Paddy Patterson

30 mins of moderate activity, such as brisk walking, 5 days per week:

- 30-40% lower risk of type 2 diabetes
  - 30% lower risk of colon cancer
  - 20% lower risk of breast cancer
  - 20-30% lower risk of dementia

*Source: report on physical activity for health and the four home countries: CMOs*



# Successful Places



# Successful Places

- Living
- Visiting

# 10 Best Places to Live

- Orkney
- Shetland
- Western Isles
- Aberdeenshire
- East Renfrewshire
- Scottish Borders
- East Dunbartonshire
- Moray
- Perth and Kinross
- Aberdeen

Source: Bank of Scotland – Quality of Life

# 10 Best Places to Visit

- Edinburgh
- Glasgow
- Outer Hebrides
- Inner Hebrides
- Arran
- Ardnamurchan
- Glencoe, Fort William
- Skye
- Cairngorms
- Shetland and Orkney

Source: Daily Telegraph

# Place Characteristics

- Distinctive
- Safe and Pleasant
- Welcoming
- Adaptable
- Resource efficient
- Enjoy to move around and beyond

Source: Scottish Government

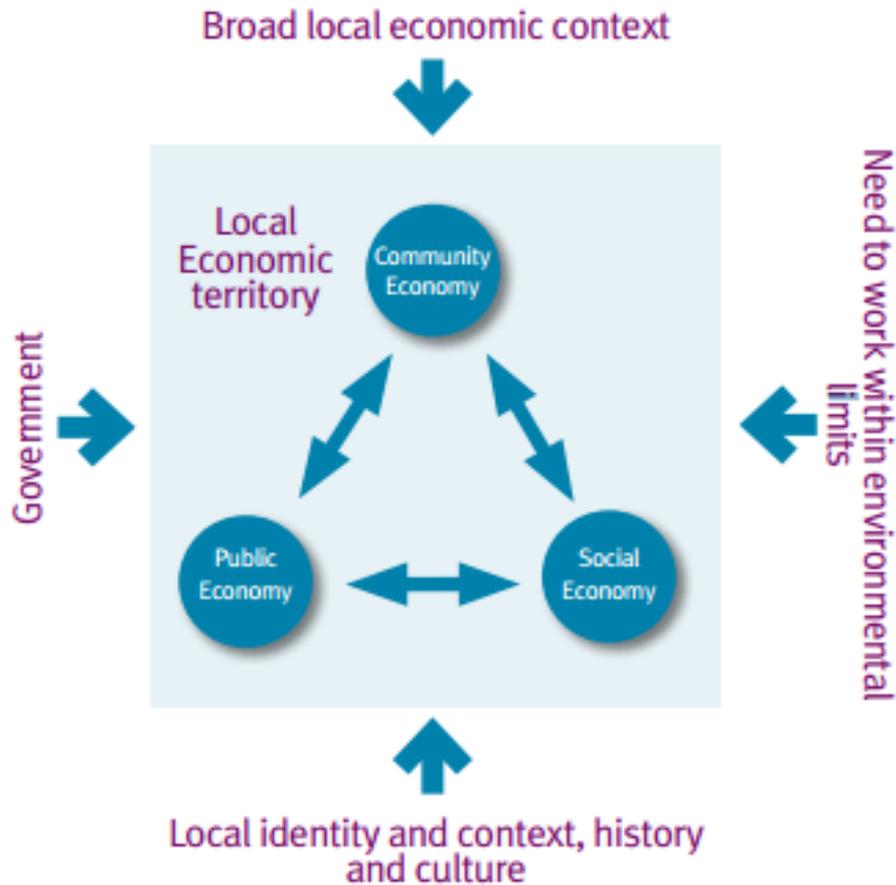
# Place Paradox

- Vibrancy – tranquillity
- New development – future conservation area?
- Mix of uses – market forces/ scale
- Sustainable movement – traveller behaviour
- Designing for people – accommodating cars

# Place Success

- Design
- Activity – Place economy
  - Economically resilient
- Health and Wellbeing

# Place and Economy



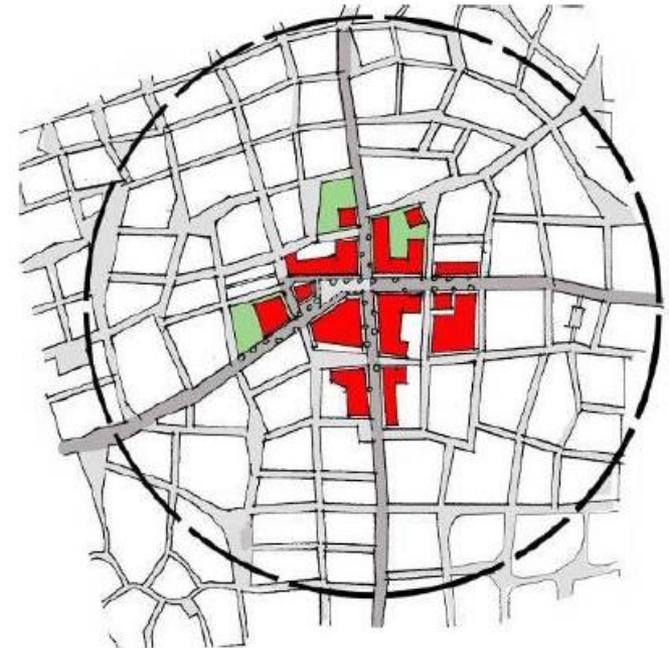
Source: Centre for Local Economic Strategy

When streets are designed for walkers and not cars, people are 25% more likely to walk to work

(WHO) ("The solid facts: Promoting physical activity and active living in urban environments")

79% of journeys under one mile are made on foot

Source: Statistical Bulletin: Transport Series: National Travel Survey 2009/2010



Walkable neighbourhoods:

## Pedestrian Pound

Research shows that making places better for walking can boost footfall and trading by up to 40%

Good quality urban design can raise retail rents by up to 20%

Pedestrians spend up to six-times more than people arriving by car.

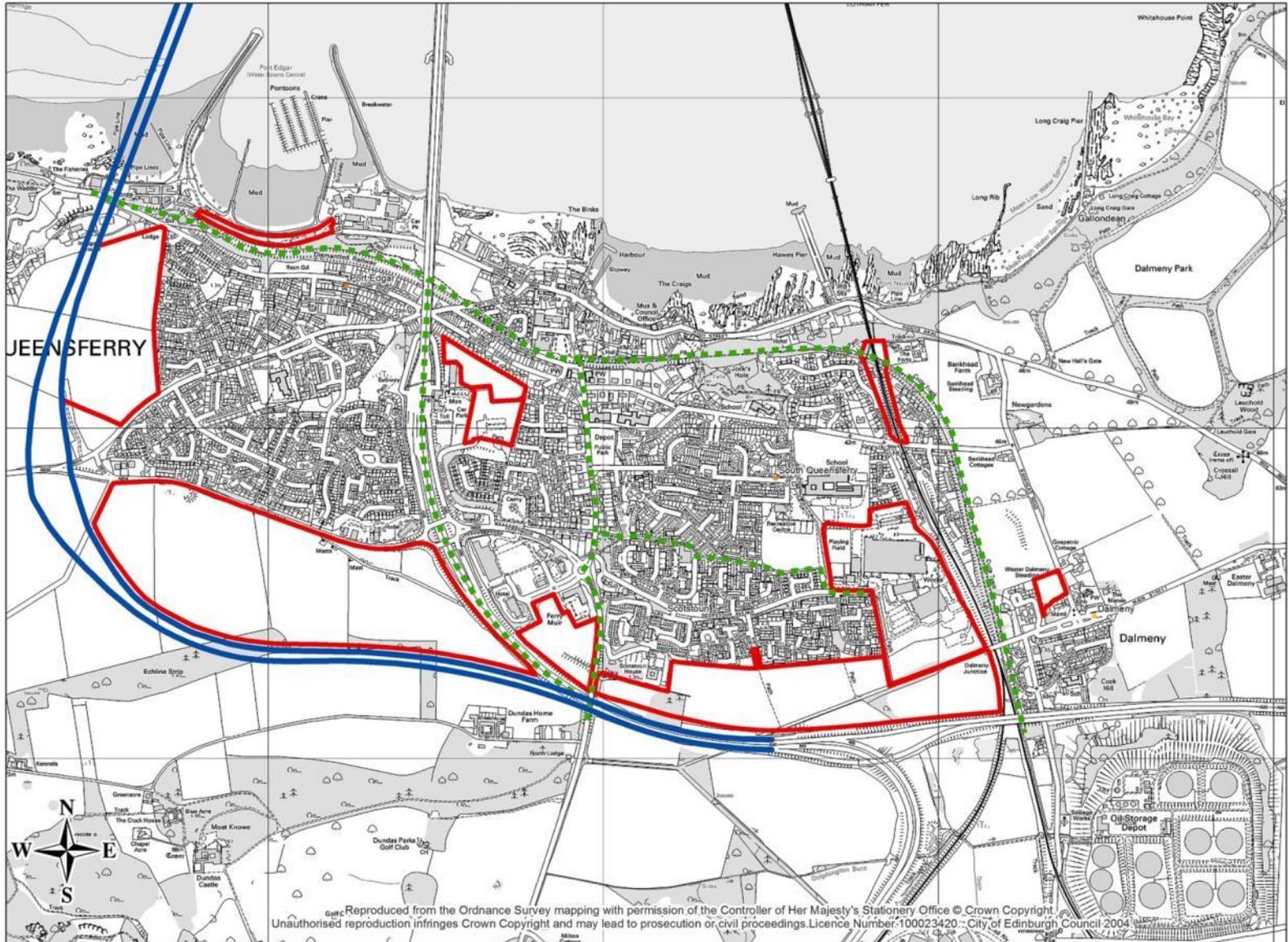


# Changing Places

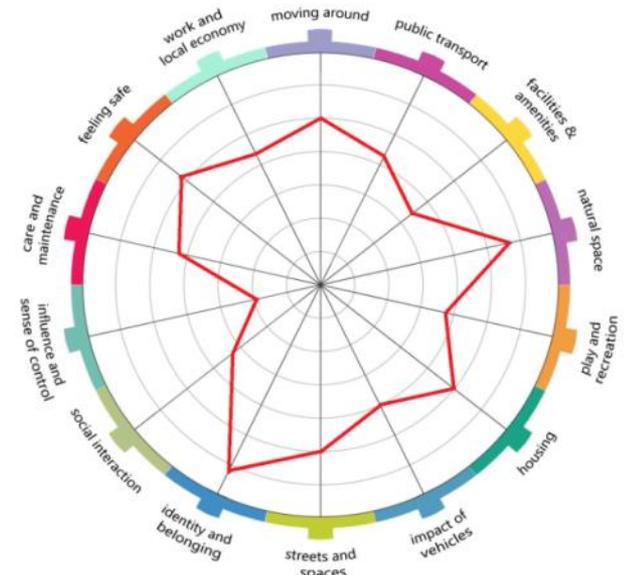
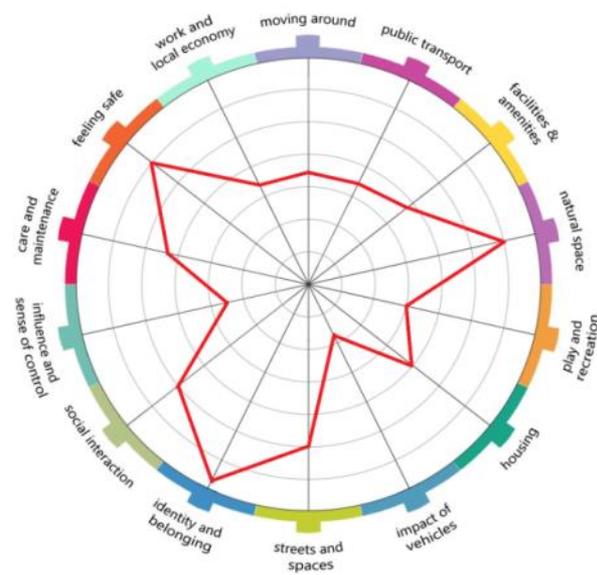
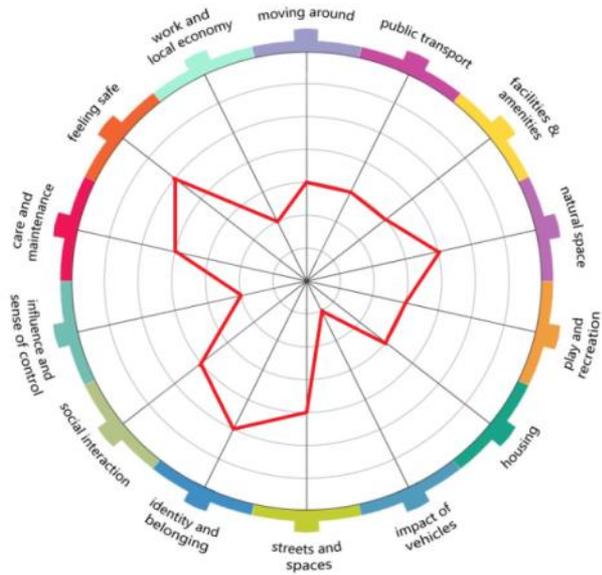
# Creating Places

# Placemaking Queensferry

# Queensferry developments



# Queensferry Place Standard results



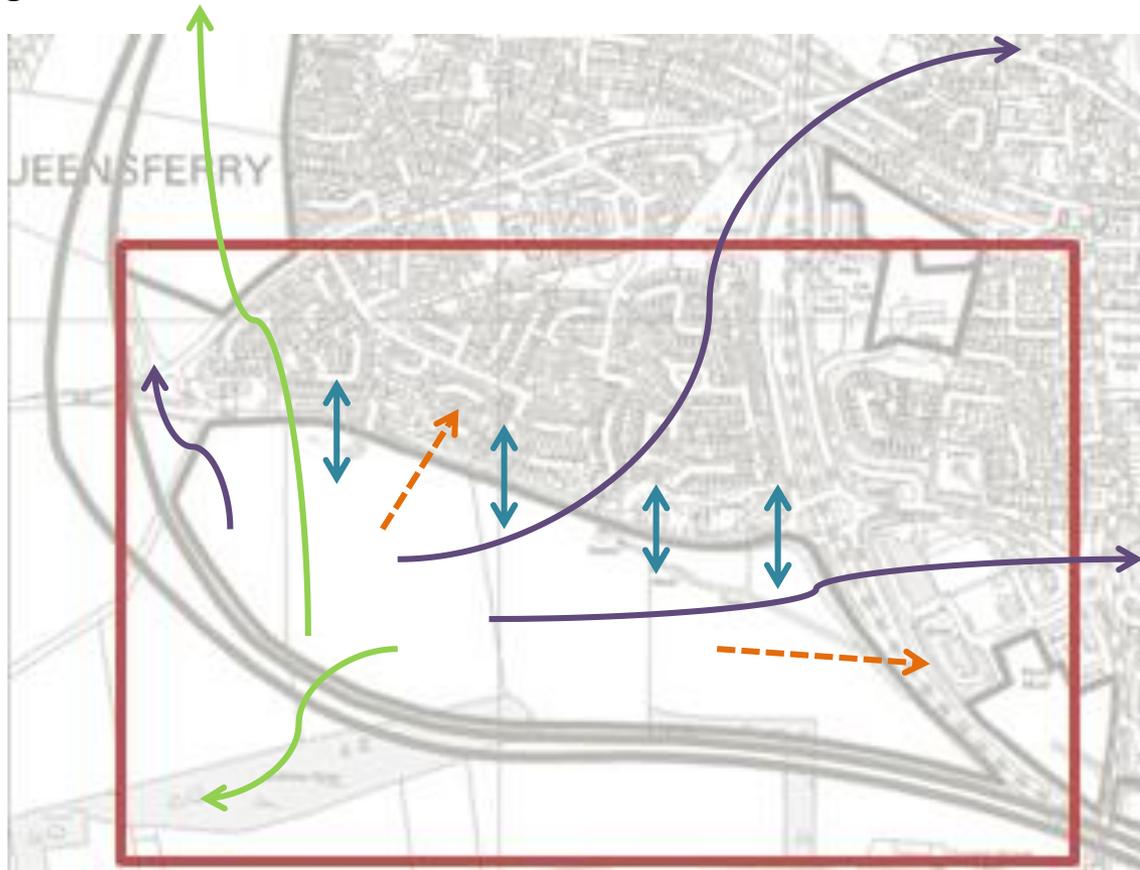
# Developing strategic objectives

## Identity and belonging

Link existing and new community

## Natural Space

Ensure continued access to countryside and shoreline



## Moving Around

Improve pedestrian/cycle routes to key destinations (town centre, school, station)

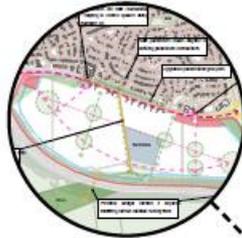
## Public Transport

Improve pedestrian routes to bus service

# QUEENSFERRY PLACEMAKING EXERCISE - A SITE SPECIFIC RESPONSE

## EMPLOYMENT

In addition to the new primary school which, if required, will create construction jobs and bring other employment benefits, areas have been identified on the concept masterplan for employment generating uses

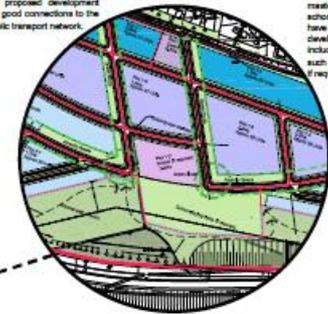


## WAYFINDING

A clear hierarchy of routes and circulation through the site will aid wayfinding together with a network of nodes and courtyards which will give identity to individual areas.

## TRANSPORT

By physically integrating with the existing road network and providing an extensive network of internal routes, the proposed development will provide good connections to the existing public transport network.



## FACILITIES

Provision is made within the masterplan layout for a new primary school, if required. In addition, areas have been identified for commercial development to help provide and include for enhanced local facilities such as a new medical/clinical centre, if required.

## KEY FRONTS

It is intended to change the character of Bulyweon Road from a busy and pedestrian unfriendly street to a street with a proper active frontage which is more pedestrian friendly. This will help pedestrian safety and also help reduce crime through passive supervision and overlooking.



## MAINTENANCE

A simple and robust public realm with spaces that people take pride in requires less ongoing maintenance.



## CONSULTATION

Consultation is an integral part of the development planning process. The views and opinions of the community are extremely important in formulating a workable and deliverable plan.



## PRIMARY SCHOOL

A primary school is a vital part of the social life of a community. By placing the school site central to the development, its importance and role is given suitable prominence. This of course is dependent on whether or not a new primary school is required and, if so, whether the Bulyweon Road site is the right location for such a facility.

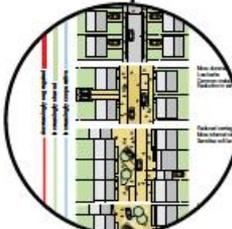


## SENSE OF PLACE

By adopting a clear masterplan strategy and making best use of approved government guidance such as 'Designing Streets', the intention is to create a distinctive place which reinforces and enhances the character of South Queensferry.

## STREETS & SPACES

Best practice in the design of streets within the development will create pedestrian-friendly environments where the impact of motor vehicles will be reduced.



## TRAFFIC

The suggested strategy seeks to reduce speeds and improve safety along Bulyweon Road by altering its form to an arterial urban route which provides for all modes of transport.



## IMPACT OF VEHICLES

Traffic is to be slowed on Bulyweon Rd via the introduction of a new roundabout and a signal controlled junction, together with an improved pedestrian environment with homes fronting on to the road.

work and local economy

moving around

public transport

facilities & amenities

natural space

play and recreation

housing

impact of vehicles

streets and spaces

identity and belonging

social interaction

influence and control

care and maintenance

feeling safe

## CREATE A GREEN HEART

The new school site, if required, will form the heart of the new development together with green landscape 'nodes' which will provide both amenity space and connections with the surrounding established landscape.



## PATH NETWORK

A network of formal and informal foot and cycle paths will be created through and around the site.



## FLEXIBILITY

The suggested masterplan provides a flexible structure which will allow for a range of densities and uses to be accommodated. This includes for a variety of house types including flats and a range of sizes.



# STRATEGIC PLACEMAKING



# Concluding Comments