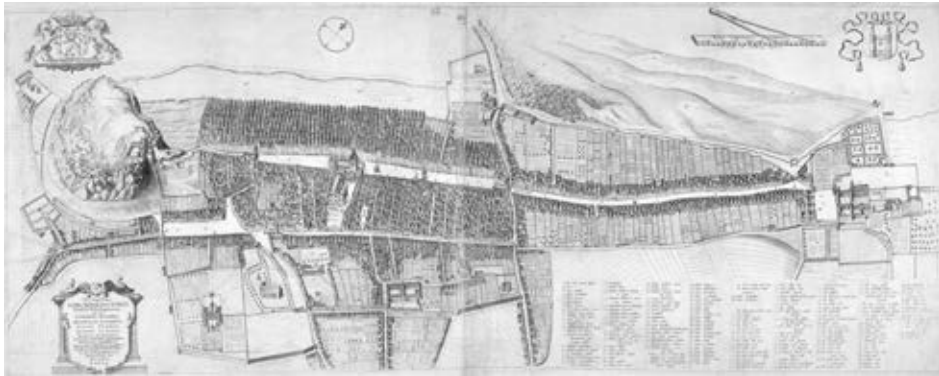


Royal Mile Action Plan

2013 - 2018



Upon her high and windy ridge old Edinburgh has watched the march of Scottish history, and every ebb and flow of that often-stormy tide has left its mark on the ancient stones. (Alan Hamilton, 1978)





Part 1: Background and context

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PART 1: BACKGROUND AND CONTEXT

1. UNDERSTANDING THE ROYAL MILE

“This (the Royal Mile) is, perhaps the largest, longest, and finest street for buildings and number of inhabitants not in Britain only, but in the World.”

(Daniel Defoe, 1723, A Tour Through the Whole Island of Great Britain)

The Royal Mile is one of the most iconic streets in Scotland. Its succession of linked spaces forms the main thoroughfare and heart of the Old Town: central to the story of historic Edinburgh and an integral part of the World Heritage Site. At its east end sits the Palace of Holyroodhouse and at its west, Edinburgh Castle. Between these two landmarks, spanning an old Scottish mile, are a large variety of buildings: a legacy of the street’s heritage both as a place to live and work and as a centre of power. It is said that the Royal Mile is not just Edinburgh’s High Street, but *Scotland’s* High Street.

The street has historically been, and remains to this day, home to an exceptionally wide variety of people, uses and functions. This great mix helps to make it a wonderful and unique place: in 1750, Mr Amyat, the King’s chemist commented “Here I stand at what is called the Cross of Edinburgh, and can, in a few minutes, take fifty men of genius by the hand”.

However, this mix of people also means that conflicts can arise between the different needs of different users. Over the last few decades the street has become increasingly valued as a tourist attraction. In parallel, the changes in retail profile and increasing awareness of issues associated with motor vehicles, among other things, have raised concerns about the quality of the space, leading to suggestions that the Royal Mile is failing to achieve its potential.

The starting point for addressing these concerns is an aspiration for the street’s multitude of functions to co-exist harmoniously. This leads to the question of how to balance those elements which make it attractive to and

fulfil the needs of the visitor, with the needs and aspirations of those working in, living in and using the street on a daily basis.

A good street is much more than just a functional passageway between two points: it is an instrument that provides an endless number of services to support the vitality of the spaces in-between. And the best streets help to bring people together, build a sense of community, and cause people to interact and to achieve together what they cannot achieve alone. This is what we look to achieve for the Royal Mile.

The vision for the Royal Mile is to design a place that creates and leaves a positive and everlasting impression on all those who use it; to be the world’s best cultural living street.

This aligns with the Scottish Government aspiration to deliver successful places: places that encourage people to connect with one another, creating communities where there is a high level of positive activity and interaction, and which are safe, socially stable and resilient.



2. BACKGROUND TO THE PROJECT

In 2011, the Council initiated a project to deliver improvements in the day-to-day workings of the Royal Mile; to collectively identify improvements to the street, how it is used and managed, how the traffic flows and how the residents and businesses use it. At the beginning of 2012, a full-day collaborative workshop known as a charrette was attended by representatives of all the different types of individuals and organisations that use the street. The purpose of this charrette was to focus on the wide range of issues affecting the Royal Mile and to identify actions required to help unlock the potential of the street for all its users.

Through the charrette three early actions were identified as being essential to build confidence in the project and set the framework for improvements:

1. the appointment of a Royal Mile Co-ordinator;
2. a Royal Mile Spring Clean; and
3. the creation of a Royal Mile Charter.

These actions were taken forward quickly: A Royal Mile Co-ordinator was appointed in April 2012 and was in position until May 2013, Spring Cleans took place in March 2012 and again in April 2013 and the community-led Royal Mile Charter is under development in parallel with this Action Plan. It is anticipated that the Charter will be one of the key mechanisms for supporting delivery of the Plan.



Volunteers for the first spring clean are assigned their tasks

3. WORKING IN PARTNERSHIP

The views of the Royal Mile community and stakeholders have informed every stage of the development of the Plan. The issues raised and action points developed at the charrette formed the basis for developing the draft Action Plan. The draft Plan underwent assessment through a series of consultation workshops which brought together the relevant stakeholders for each section of the street to discuss the proposals. Further responses were collected through an online survey and letters of representation, and all of these helped to shape this finalised Action Plan, which takes into consideration the views of all those with a stake in the street.



Royal Mile Charette



Community Engagement Day



Painting the Royal Mile mural



Workshop at Riddles Court

PART 2: ACTION PLAN

4. PURPOSE OF THE ACTION PLAN

The Council is committed to ensuring that the Royal Mile project results in clear action and lasting improvements for the street. Through the project the plan has been developed with an emphasis on the important contribution that residents, businesses and other stakeholders can make to the success of each section of the street, as well as the collective whole.

The Action Plan sets out actions for the Council and its partners and should be seen as a tool for collaborative working: responsibility for delivering the plan will be shared between the Council and various stakeholders.

5. ONE STREET, SIX PLACES

The Royal Mile is much more than just one long street. Rather, it is a succession of different streets and spaces, with different heritage, different character and different associated issues; anchored at the top and bottom by Edinburgh Castle and the Palace of Holyroodhouse respectively. The Action Plan, therefore, divides the Royal Mile into six distinct zones. This allows for an assessment investigation of the successes and failures within each section of the street and the identification of actions best suited to address the problems.

The six zones are:

1. Castlehill
2. Lawnmarket
3. High Street: Civic Zone (George IV Bridge to Anchor Close)
4. High Street: Commercial Zone (Anchor Close to St Mary's Street)
5. Canongate & Holyrood
6. Closes & Hinterland

The first five zones have easily identifiable boundaries, however those of the Closes and Hinterland zone are less clearly defined. For the purposes of the Royal Mile Project, they are the general area behind the facades. This zone is considered to have considerable potential to contribute to the balance and future success of the Royal Mile.



1. Castlehill



2. Lawnmarket



3. High Street Civic Zone



4. High Street Commercial Zone

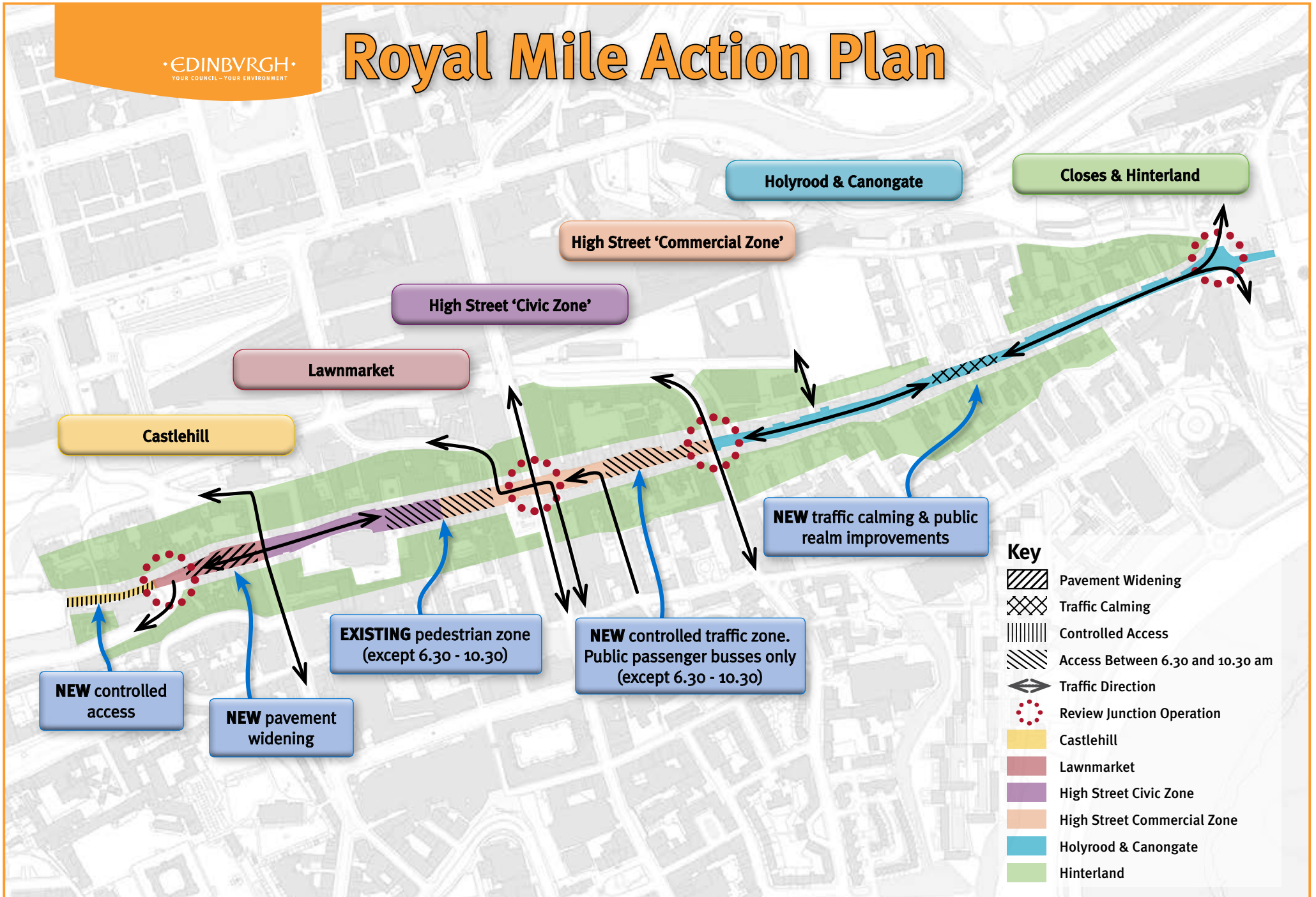


5. Canongate & Holyrood



6. Closes & Hinterland

Royal Mile Action Plan



6. IDENTIFYING THE ISSUES

The following table summarises the issues and characteristics that were identified by participants at the charette, grouped into each of the 6 zones.

	Public Realm/Traffic	Management	Retail	Other
Castlehill	<ul style="list-style-type: none"> Poor maintenance. Traffic/pedestrian conflict. Poor/Inaccurate Signage. 	<ul style="list-style-type: none"> No issues. 	<ul style="list-style-type: none"> Predominantly consists of tourist attractions. 	Zones 1-4 are perceived as being just for tourists.
Lawnmarket	<ul style="list-style-type: none"> Not enough space for pedestrians. Pavements are narrow and congested with pedestrians. 	<ul style="list-style-type: none"> Poor maintenance of street. 	<ul style="list-style-type: none"> Tourist Shops. Clutter on pavements including A boards and baskets act as an additional obstacle to pedestrians/movement. 	
High Street: Civic Zone	<ul style="list-style-type: none"> No issues - performs well. 	<ul style="list-style-type: none"> Trade waste build up in the mornings and evenings. Night-time economy – environmental nuisance. Requires winter strategy for footfall to support winter economy. 	<ul style="list-style-type: none"> No issues. 	
High Street: Commercial Zone	<ul style="list-style-type: none"> Traffic congestion on Royal Mile. North Bridge Junction very poor/congested with traffic and pedestrians (dangerous). Taxi rank adds to congestion on road and pavement. 35 bus route. Hotel/Tours drop off and pick up. Deliveries. Tourist bus route. 	<ul style="list-style-type: none"> Trade Waste Bins/Rubbish build up at certain points of the day. Bags left lying. Seagulls pull them apart. Homeless/people living rough intimidating. Begging. Drug abuse. Night-time economy – environmental nuisance. Reduced footfall in winter months. 	<ul style="list-style-type: none"> Tourist shops. Generally a good mix of cafes and bars and shops. 	
Canongate & Holyrood	<ul style="list-style-type: none"> No space for children to play. Roundabout at Parliament a problem. Traffic moves too fast. Traffic corridor/route detrimental to character of street. Pavements too narrow. Not pedestrian friendly. Poor quality of road surface compared to rest of street. Poor signage. Volume of buses. Delivery issues for local businesses. Inadequate street lighting – unwelcoming during winter months. 	<ul style="list-style-type: none"> Baskets blocking pavements and building being used to hang goods from. Street lighting needs to be more welcoming. Night-time economy – environmental nuisance. Insufficient year-round footfall. 	<ul style="list-style-type: none"> Not enough for locals. Poor variety of retail offer. 	Residential Population but retailers need to attract more tourists to stay economically viable year round.
Closes & Hinterland	<ul style="list-style-type: none"> Insufficient shops, open spaces, community facilities etc. Closes unsafe/unusable. Poor lighting in the closes. Existing shops closing/vacant units. 	<ul style="list-style-type: none"> People sleeping rough in closes. Drug and drink abuse. Anti-social behaviour. 	<ul style="list-style-type: none"> A Boards put on the Royal Mile in contravention of A Board ban. Need to highlight shops/businesses in closes. 	Hidden gems - not enough people know about them.



Trade waste bins in the street



Trade waste and litter in closes



Damaged railings (now removed) and bin bags in the street



Damaged signage (this has since been fixed)



Overcomplicated road markings



Dirty streets



Traffic congestion



Damaged paving and shoddy repairs



A Boards flouting ban



Damaged road surface



Traffic/pedestrian conflict



Goods in the street



Narrow pavements



Street clutter



Crowded bike racks

7. OUTCOMES

In its 2013 policy statement ‘creating places’, the Scottish Government defines the concept of place as a combination of physical environment; people; and the way in which the two interact. It underlines the direct correlation between quality of place and quality of life, and defines successful places as those which are:

- Distinctive;
- Safe and pleasant;
- Easy to move around;
- Welcoming;
- Adaptable; and
- Resource efficient.

These characteristics are reflected in the Action Plan through four key outcomes which apply to the Royal Mile as a whole, and which are designed to address the issues facing the street. These are:

1. An improved people experience along the street

We will seek a better balance between people and vehicles to favour people. It does not mean a complete pedestrianisation of the street but an improvement of the built environment to create a more people friendly street. Pedestrians and cyclists should be given greater priority through the actions set out below and access to all parts of the street will be maintained.

2. A safe, clean and well maintained environment

We will seek effective management of the street to ensure it is clean and well maintained. It is important that everyone feels safe and comfortable when using the street.

3. A positive residential environment

We will address the needs of the residents to ensure that the Royal Mile continues to be a successful living street whilst looking after those who use it on a daily basis.

4. An improved, more diverse, retail offer

The balance, diversity and quality of the retail offer along the street is something that affects residents and visitors alike. We will seek to promote a more diverse range of retail that enhances the overall experience of the Royal Mile and caters for all users.

These outcomes received strong support during the consultation process, and will ensure the Royal Mile maximises its potential to become - and continue to be - a successful living street.

8. ACTIONS

The outcomes will be achieved through the delivery of the actions set out in the table below. These actions are targeted at each of the six zones. To allow for realistic planning and budgeting, each action has been allocated an indicative delivery timescale of ‘short term’ (0-12 months), ‘medium term’ (1-2 years), or ‘long term’ (3-5 years).

	PUBLIC REALM/TRAFFIC ACTIONS		INDICATIVE TIMESCALES
Castlehill	PR1 (a)	Increase pedestrian priority: restrict vehicular access at the foot of Castlehill whilst retaining good access for those with mobility issues.	Short-term
	PR2	Relocate bus/coach parking for the Castle to Johnston Terrace.	Short-term
	PR3	Improve the quality of the surfaces (project began October 2012).	Medium-term
Lawnmarket	PR1(b)	Increase pedestrian priority: widen pavements. Undertake a 1 year trial to assess impact on traffic/pedestrian movement.	Short/medium- term
	PR4(a)	Junction improvements: Review operation of junction at Castlehill/Lawnmarket/ Johnston Terrace.	Medium- term
High Street: Civic Zone		No Action	
High Street: Commercial Zone	PR1(c)	Increase pedestrian priority: create a pedestrian, cyclist and bus* zone between Niddry Street and St Mary’s Street with traffic access hours (6.30-10.30am). Undertake a 1 year trial to assess impact on traffic/pedestrian movement. *Bus means local service bus and open top tour buses. It does not include tour coaches or other types of buses.	Short-term
	PR4(b)	Junction improvements: Address the congestion at North Bridge junction - Short-term: improve the experience for pedestrians by addressing the timings of the traffic signals and considering the opportunities for reinforcing the diagonal pedestrian crossing.	Short-term
	PR4(c)	Junction improvements: Address the congestion at North Bridge junction - Long-term: look at the possibility of widening the pedestrian crossing or moving the traffic lights further back from the junction to reduce pedestrian congestion and increase safety around the Tron Kirk.	Long-term
	PR4(d)	Junction improvements: Review operation of junction at St Mary’s Street/Jeffrey Street.	Long-term
	PR5	Investigate the possibility of making the area a Low Emissions Zone.	Long-term
Canongate & Holyrood	PR1(d)	Increase pedestrian priority: introduce traffic calming measure at the Canongate Kirk and museums by creation of a single level shared surface. Assess the potential for a second phase of traffic calming in other parts of the Canongate.	Short-term
	PR4(e)	Increase pedestrian priority: Investigate potential for traffic calming/pedestrian priority at Holyrood/Parliament junction.	Long-term
	PR5	Investigate possibility of making the area a Low Emissions Zone.	Long-term
	PR6	Investigate the possibility of changing the 35 bus from double deck to single deck, increasing frequency of service.	Short-term
	PR7	Investigate potential to re-route one of the tourist buses from the Royal Mile to Holyrood Road.	Medium-term
	PR8	Reduce traffic speed to 20 miles per hour.	Short-term
	PR9	Review on-street parking (except residents parking).	Short-term
	PR10	Investigate the long-term possibility of resurfacing the street with setts.	Long-term
PR11	Investigate and review cycle parking provision in the area and identify potential new locations where appropriate.	Short-term	
Closes & Hinterland	PR12	In conjunction with other stakeholders develop projects to improve the closes.	Short/medium/ long-term

**Bus means local service bus and open top tour buses. It does not include tour coaches or other types of buses.*

	MANAGEMENT ACTIONS		INDICATIVE TIMESCALES
Castlehill	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
Lawnmarket	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
	M4	Stricter controls on all street clutter including A Boards and goods for sale outside shops. Consistency of regulation both in terms of regular checks and equal treatment.	Short/medium-term
High Street: Civic Zone	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
	M5	Investigate range of options for improving the management and presentation of trade waste to minimise containers and bags being left on the street and in closes. Options paper to be prepared by end 2013.	Short/medium-term
	M6	Address Walking Tour Boards, identify a solution and reduce street clutter.	Short/medium-term
High Street: Commercial Zone	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
	M4	Stricter controls on all street clutter including A Boards and goods for sale outside shops. Consistency of regulation both in terms of regular checks and equal treatment.	Short/medium-term
	M5	Investigate range of options for improving the management and presentation of trade waste to minimise containers and bags being left on the street and in closes. Options paper to be prepared by end 2013.	Short/medium-term
	M6	Address Walking Tour Boards, identify a solution and reduce street clutter.	Short/medium-term
	M7	Liaise with police and relevant bodies to manage anti-social behaviour.	Short-term
Canongate & Holyrood	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
	M4	Stricter controls on all street clutter including A Boards and goods for sale outside shops. Consistency of regulation both in terms of regular checks and equal treatment.	Short/medium-term
	M8	Work with Canongate Holyrood Initiative and support activity in area.	Short-term
	M9	Work with Artisan Real Estate to promote activity in the area in relation to the New Street development.	Short-term
	M10	Investigate both seasonal and permanent lighting opportunities.	Short-term
Closes & Hinterland	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M5	Investigate range of options for improving the management and presentation of trade waste to minimise containers and bags being left on the street and in closes. Options paper to be prepared by end 2013.	Short/medium-term
	M7	Liaise with police and relevant bodies to manage anti-social behaviour.	Short-term

	RETAIL ACTIONS		INDICATIVE TIMESCALES
Castlehill	R1	Produce a Retail Marketing Strategy for the street and its hinterland.*	Short/medium/ long-term
Lawnmarket	R1	Produce a Retail Marketing Strategy for the street and its hinterland.*	Short/medium/ long-term
High Street: Civic Zone	R1	Produce a Retail Marketing Strategy for the street and its hinterland.*	Short/medium/ long-term
High Street: Commercial Zone	R1	Produce a Retail Marketing Strategy for the street and its hinterland.*	Short/medium/ long-term
Canongate & Holyrood	R1	Produce a Retail Marketing Strategy for the street and its hinterland.*	Short/medium/ long-term
Closes & Hinterland	R1	Produce a Retail Marketing Strategy for the street and its hinterland.*	Short/medium/ long-term

*The consultation raised a number of issues relating to retail, which need to be addressed through the Action Plan. The purpose of developing a Retail Marketing Strategy is to look in more detail at the various issues and develop a co-ordinated approach to retail both on the street and in the surrounding Hinterland. The aim will be to promote the street and support the variety of users whilst addressing the issues of concern that arose at the workshops and through the survey, such as the diversity of retail offer on the street, street clutter and the cost of renting premises on the street. The strategy will seek to educate people with regards to retail and encourage transparency of offer to help ensure that the profile of the Royal Mile as a place to shop is improved. There is no easy solution to the issues raised through the consultation process. However, the production of a Royal Mile Retail Marketing Strategy will represent a commitment to addressing the issues and improving the image of the street in line with the desired outcomes set out in section 6 of this Action Plan.

9. ACTIONS SUMMARY TABLE

	PUBLIC REALM												MANAGEMENT										RETAIL		
	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	R1		
Castlehill	(a)																								
Lawnmarket	(b)			(a)																					
High Street: Civic Zone																									
High Street: Commercial Zone	(c)			(b-d)																					
Canongate & Holyrood	(d-e)			(e)																					
Closes & Hinterland																									

10. DELIVERY

Successful delivery of the actions will be dependent on a continuation of the partnership approach that has helped develop the project so far. The development of the actions into detailed projects will be co-ordinated by a steering group of Council staff from across relevant departments, including Planning, Transport, Neighbourhood Management, and Economic Development. This group will be responsible for costing schemes, identifying budgets, detailing proposals and programming works.

Baseline studies of the commercial, social and public economies will be an essential tool in measuring and monitoring the Action Plan's success in achieving the four key outcomes. Data collection and mapping exercises will be undertaken on a regular basis.

Up-to-date information on the progress of the project will be posted on the project web pages, at www.edinburgh.gov.uk/RoyalMileProject.

If you would like to be added to the project mailing list, or for any other queries about the project, please email RoyalMileProject@edinburgh.gov.uk.

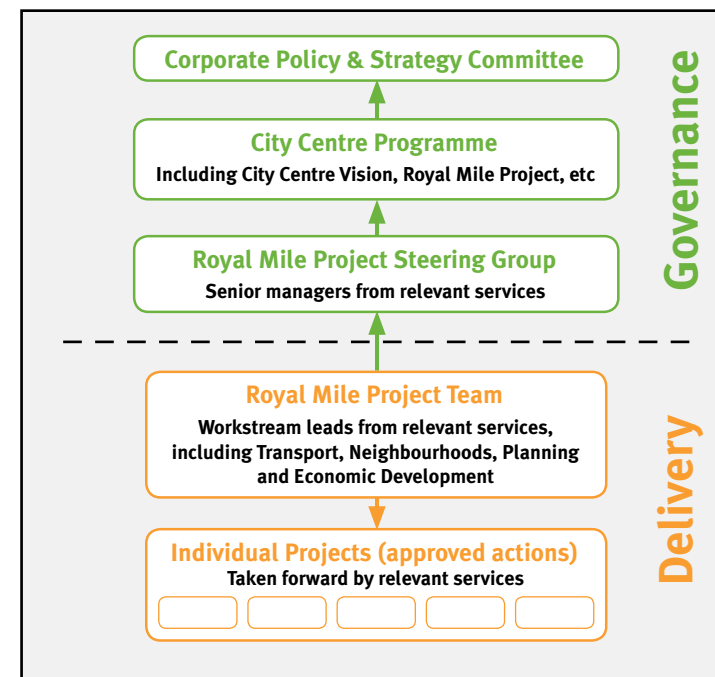


Diagram of project delivery structure





HAPPY TO TRANSLATE

আমাদের সাথে অনুবাদ করুন

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You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact ITS on 0131 242 8181 and quote reference number 13-0596. ITS can also give information on community language translations.