



LDĀ DESIGN

MELVILLE CRESCENT
PUBLIC REALM
PROJECT

STAKEHOLDER AND COMMUNITY
ENGAGEMENT SUMMARY

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1.1 BACKGROUND

CONSULTATION PROCESS OVERVIEW

LDA Design and the wider consultancy team of WYG, were appointed in May 2017 to undertake Design Consultancy Services for the Melville Crescent Public Realm Project. The brief was to consult with key stakeholders and the wider community in order to produce a masterplan for the Crescent. As part of the wider City of Edinburgh Council (CEC) transport plans, the commission will run in tandem with the City Centre West to East Cycle Link and Street Improvements (CCWEL) project.

An earlier consultation process had already been carried out by City of Edinburgh Council and Sustrans which developed high level sketch options for new public realm improvements and traffic movement on Melville Crescent.

The *LDA Design* and WYG design team were appointed to take these 4 options forward and test them in terms of workability and feasibility. As part of the initial testing exercise an additional 9 options were developed by the design team. A total of 13 options were scored against the Key Design Objectives with a number being discounted at this stage due to technical constraints/low scoring. In addition, Key Design Objectives were established by CEC and Sustrans.

It was decided that six of the highest scoring sketch design options would be taken forward and consulted on during the first Stakeholder Engagement Event scheduled for 14 September 2017.



Reimagining Melville Crescent



2.0 STAKEHOLDER ENGAGEMENT EVENT

EARLY STAKEHOLDER ENGAGEMENT PROCESS

Seeking to build upon the ongoing engagement process developed by CEC, *LDA Design* sought early engagement with key stakeholders on appointment for the Melville Crescent Public Realm Project delivery. The process and initial findings are described below.

APPROACH

As part of our commission, *LDA Design* undertook a series of stakeholder engagement sessions throughout September and October 2017. The purpose of the initial stakeholder engagement discussions was to inform stakeholders of *LDA Design's* role, brief, design process and time-scales for delivery of the Melville Crescent Public Realm project. The engagement sessions were also an opportunity to understand, first hand, the existing challenges and future aspirations for Melville Crescent from a wide range of interested parties.

The first engagement workshop took place in the Girl Guide Headquarters on Melville Street. Addresses and contact details of key stakeholders were supplied to the design team by CEC. These key stakeholders were invited by *LDA Design* to attend a workshop based engagement event with the option to attend either a morning, afternoon or lunch time drop-in session. Of the thirty four invitees, eighteen confirmed attendance during the day and on the day sixteen actually attended over the two sessions. A 50% attendance from the initial invitation list. Organisations represented can be seen in the list below.

INDIVIDUALS AND ORGANISATIONS

LDA Design and the wider consultation team met with individuals from the following organisations:

- City of Edinburgh Council
- Sustrans
- Spokes
- Japanese Consulate
- The Scottish Salmon Company
- Early Days Children's Nursery
- Edinburgh World Heritage
- West End Community Council

- Lothian Buses
- Edinburgh Access Panel

STAKEHOLDER ENGAGEMENT DAY OVERVIEW

The Stakeholder Workshop Event was held at The Girl Guide Headquarters on the 14 September 2017. Four workshops were held throughout each of the sessions.

2.1 WORKSHOP 1, ISSUES AND OPPORTUNITIES

This was a group workshop to gather a feeling of perceived issues and opportunities within Melville Crescent. Attendees were asked to note down on post-its what they felt were the existing issues (on pink post-its) and potential opportunities (on yellow post-its) in Melville Crescent itself. These were then collected and openly discussed amongst the group and categorised under the following headings:

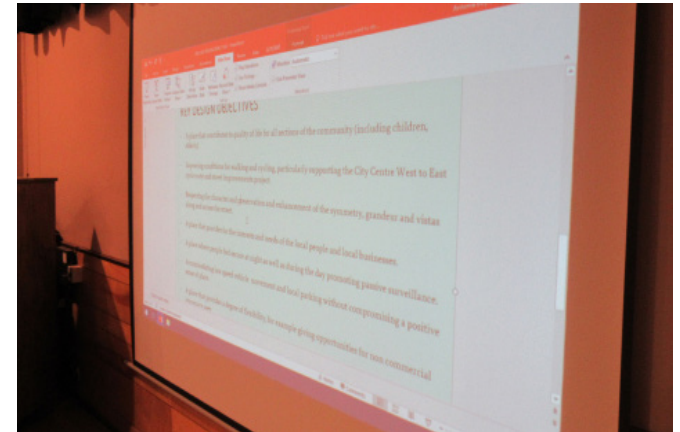
- Public Spaces and Events
- Heritage Assets
- Cycling, Parking and Servicing
- Connections and Green Networks
- Access and Movement
- Other

CONCLUSIONS

The session recorded the discussions on flip-boards and post-it notes. *LDA Design* has collated the feedback given during each session and this is captured in the tables overleaf.

STAKEHOLDER CONSULTATION DAY KEY FINDINGS

A summary of the meetings and 'headlines' from each are tabulated overleaf. Individual discussions varied but five key themes emerged as common to all. These represented the issues which people see as the key items to address to ensure the future success of Melville Crescent summarised below.



LDA DESIGN STAKEHOLDER ENGAGEMENT: SUMMARY OF ISSUES AND OPPORTUNITIES ARISING

A summary of the main commentary received through LDA Design's stakeholder consultations undertaken in August and September 2017 has been summarised under the main headings of Issues/Opportunities, Dreams and Solutions and then subdivided under the headings:

I. ISSUES				
Access and Movement	Heritage Assets	Public Space and Events	Cycling, Parking & Servicing	Connections & Green Networks
Narrow crossings at wide junctions	Important heritage site – honour history of statue (x2)	Poorly lit (x2)	Review of parking and loading (x2)	-
Visual impairment – complex road intersection, drop kerb issues	Monument is not in an attractive setting	Soul-less – feels like a carpark (x2)	Side swipe risk of pedestrians and cyclist by left turning traffic (x2)	-
Tactile crossings worn away	Heritage rescue – see 1839 map (Mapping Edinburgh, Christopher Fleet)	Perception that straight roads create faster speeds	Embassy parking misuse (x2)	-
Complex road intersection		De-clutter in terms of guard railing and signage (x2)	Residents parking provision – lack of zone / space (x2)	-
Vehicle dominated		Do not duplicate function of nearby spaces – how to create a distinct character	Car parking dis-proportionate to residential requirements	-
Use of Melville Street by buses – respect for this principal street (c.f. George Street)		No provision for lingering	Huge car park despite very few residents	-
Shared space. Problems – avoid!		Street has lost its elegance	'Battenburg' parking inappropriate	-

I. ISSUES CONTINUED

Access and Movement

Heritage Assets

Public Space and Events

**Cycling, Parking
& Servicing**

**Connections & Green
Networks**

		Different space offer to Coates Crescent and Atholl Crescent	Too much car parking – not enough room for movement	-
Poor crossings and use of tactiles		Pink and yellow paving is inappropriate, bizarre (x2)	Lack of proper cycling parking	-
Linear sightlines for vehicles. Sight lines at monument / where should driver look?			Broken slabs means pavement are in bad condition	
Speeding vehicles			Land width inconsistent where parking	
Poor road surface			Not always room to overtake cyclists	

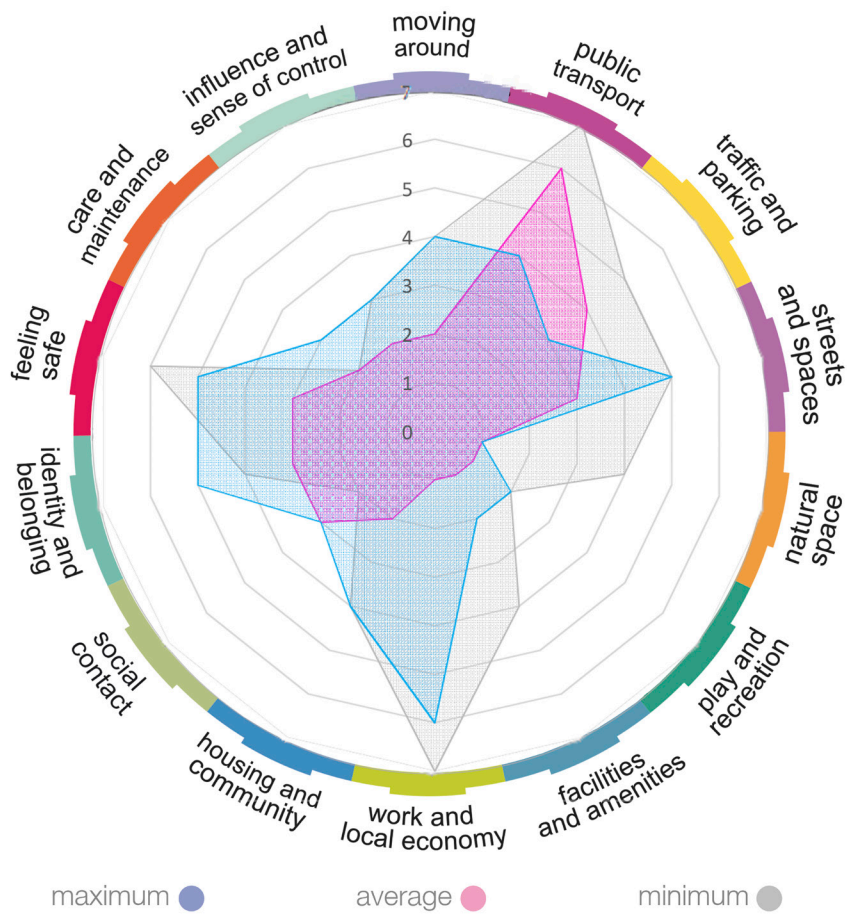
2. OPPORTUNITIES

Access and Movement	Heritage Assets	Public Space and Events	Cycling, Parking & Servicing	Connections & Green Networks
Queensferry Road – Princes Street bus route designed in – don't forget route as contingency route	Do not obscure historic views	Introduction of 'language' of shared space to avoid chaos – narrowing of shared space	Reduce parking = more space for other interventions (x2)	Historic patterns – reintroduce green and green space
Design in bus contingency route – Dean Bridge to Princes Street	Monument – setting – improve island feel	Art trail– West end corner (Kelpies) to horse on Exchange District bridge to Atholl Crescent and Coates Crescent (Gladstone Memorial) to Melville Statue to St Mary's Cathedral (window Paolozzi) to Galleries to Belford Road mural . – art trail potential to Atholl Crescent, Coates Crescent, Melville St, St Mary's (x4)	Cycling / pedestrian segregation better considered – do we need to segregate? (x2)	Designed to be a garden (EWH) reinstate this is a considered way
Somewhere in West End as bus turnaround but not necessarily here – Torphichen Place	Famous for garden design not architecture	Opportunity to reintroduce a garden / green space with colour (x2)		Lots of space to work with
Do East Lothian buses need to use this street as a turnaround?	Nice buildings	Play space		Redesign road to eliminate speeding
Improve links (walking / cycling) to Rutland Square	Return to 1830s setting for Melville monument	Plant trees and add planters (x2)	-	Improve safety; pedestrian / cycle / car / van / large vehicle interface
Upgrade opportunity – surfaces	Reinforce symmetry and elegance of Georgian design	Need seating with views to Cathedral	-	Segregate walkers from cars and cyclists
Prioritise pedestrian 'step free' continuous pavement	Opportunity to restore historic materials e.g. sandstone paving and granite setts	Seating for elderly and infirm	-	Provide through routes balanced with space for leisure

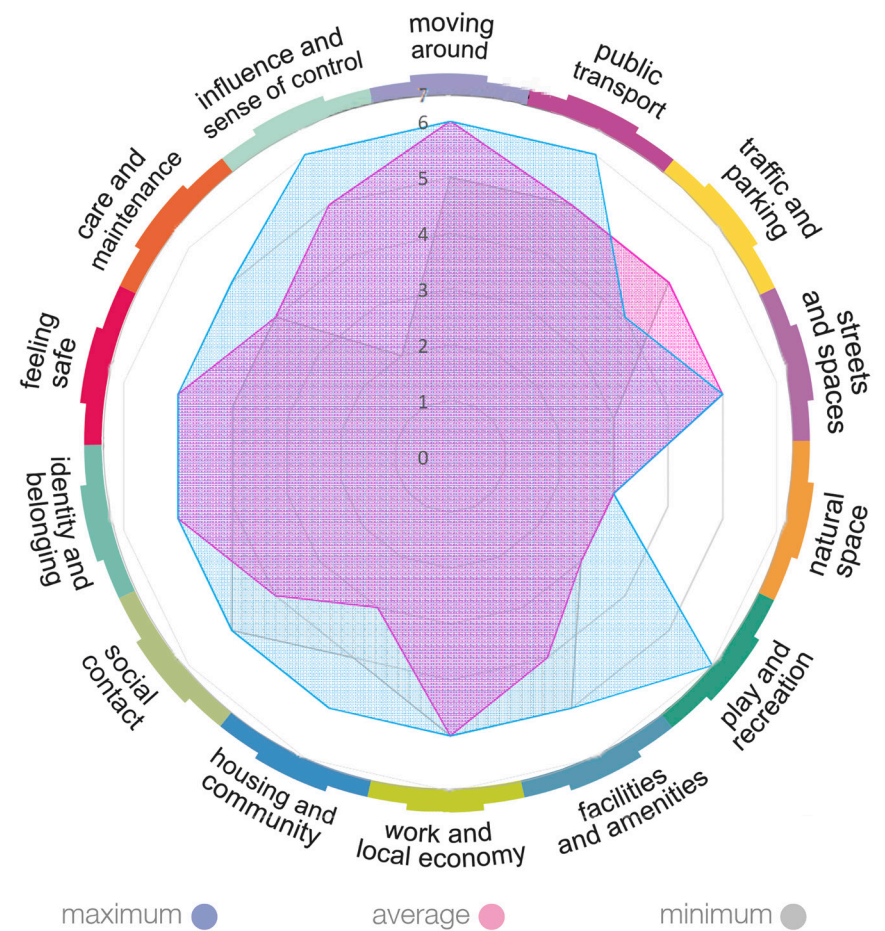


2. OPPORTUNITIES CONTINUED

Access and Movement	Heritage Assets	Public Space and Events	Cycling, Parking & Servicing	Connections & Green Networks
Vehicles to be as 'guests'	Views to the church	Outdoor space but calm space by contrast to tram interchange	-	Resurface roadways
Narrow crossing widths at wide junctions	Improve setting of the monument		-	-
Bus use – remove stops and relocate (Chester Street?)	-		-	-
Assess wider opportunities for buses	-		-	-
	-		-	-



COMBINED RESULTS COMPASS - MORNING SESSION



COMBINED RESULTS COMPASS - AFTERNOON SESSION

2.0 STAKEHOLDER ENGAGEMENT EVENT

2.2 WORKSHOP 2 PLACE MAKING STANDARDS TOOL KIT

APPROACH

Workshop two of the event was an individual activity. Using the Place Standards tool-kit, attendees were asked to consider the headings on the tool-kit compass and give Melville Crescent a score from 1-7 with 7 being the highest score. Individually they were tasked with plotting the numerical scores on the compass which gives an indication of the quality of the space.

Design team member were on hand assisting with any questions from attendees during the session.

PLACE STANDARDS - COLLATED (OVERLEAF)

CONCLUSIONS

Collated place standards compasses for the morning session show a cautious and conservative group of respondents. People feel that Melville Crescent has room for improvement in the majority of the categories with only Public Transport and Work and Local Economy scoring the maximum score of 7. The afternoon session shows a very enthusiastic and generally positive group of people with areas of contentment being moving around, play and recreation and public transport being scored highly.

Traffic and Parking, Streets and Spaces, Identity and Belonging, Social Contact and Housing and Community scoring particularly far down the 1-7 scale.

KEY DESIGN OBJECTIVES

A place that contributes to quality of life for all sections of the community (including children, elderly).

Improving conditions for walking and cycling, particularly supporting the City Centre West to East cycle route and street improvements project.

Preservation and enhancement of the symmetry, grandeur and vistas along and across the street.

A place that provides for the interests and needs of the local people and local businesses.

A place where people feel secure at night as well as during the day promoting passive surveillance.

Accommodating low speed vehicle movement and local parking without compromising a positive overall place.

A place that provides a degree of flexibility, for example giving opportunities for non commercial temporary uses.

A durable place developed using appropriate high quality materials, easily maintained at low cost.

Take cognisance and complements adjacent streets and places.

2.0 STAKEHOLDER ENGAGEMENT EVENT

2.3 WORKSHOP 3 KEY DESIGN OBJECTIVES

APPROACH

A key element of the consultation process was the development of the Study Objectives. As part of the study preparation the design team produced a draft set of 'loose' objectives based on the design principles produced as part of the contract brief and previous consultation with CEC and Sustrans. The objectives whilst deliberately written as a draft this stage, sought to incorporate the core themes of safety, design, heritage, environment, placemaking movement and purpose. The original drafted objectives are set out as follows:

- Preservation and enhancement of the symmetry, grandeur and vistas to St Mary's Cathedral.
- Reflect the interests and needs of the local people and local businesses.
- A place that contributes to quality of life for all sections of the community.
- A place where people feel secure at night as well as during the day.
- A place that accommodates vehicle, bicycle and pedestrian movement and parking without compromising a positive sense of place.
- A place that provides a degree of flexibility, for example giving opportunities for temporary uses.
- An existing but durable place, easily maintained at low cost and with clear and agreed arrangements in place for maintenance.
- Vehicle speeds must be kept low to give a sense of safety and of pedestrian priority whilst accommodating cycles and cycle storage (Melville Street) in a positive way.

SUMMARY

Morning session

With the consultation group lead in a theatre style lead by a WYG facilitator, the morning group were tasked with discussing each objective in turn to consider the requirement for and the wording of each objective. The group were then asked to consider each change and arrive at a consensus of opinion before the proposal was included within the revised objective.

- A place that contributes to quality of life for all sections of the community (including children, elderly).

- Improving conditions for walking and cycling, particularly supporting the CCWEL project.
- Respecting the character and setting. Preservation and enhancement of the symmetry, grandeur and vistas along and across the street.
- A place that provides for the interests and needs of the local people and local businesses.
- A place where people feel secure at night as well as during the day promoting passive surveillance.
- Accommodating low speed vehicle movement and local parking without compromising a positive sense of place.
- A place that provides a degree of flexibility, for example giving opportunities for non-commercial temporary uses.
- A durable place developed using appropriate high-quality materials, easily maintained at low cost.
- Takes cognisance and complements adjacent streets and places.

During the afternoon session the revised objectives from the morning session were revisited and the process repeated before the finalised set of study objectives detailed below were derived. The final set of event objectives are shown below.

Afternoon session

- A place that contributes to quality of life for all sections of the local community.
- Improving conditions for walking and cycling, particularly supporting the CCWEL project.
- Respecting the character and setting. Preservation and enhancement of the symmetry, grandeur and vistas along and across the street.
- A place that provides for the interests and needs of the local people and local businesses.
- A place where people feel secure at night as well as during the day promoting passive surveillance.
- Accommodating low speed vehicle movement and local parking.
- A durable place developed using appropriate high-quality materials, easily maintained at low cost.
- Takes cognisance and complements adjacent streets and places



2.0 STAKEHOLDER ENGAGEMENT EVENT

2.4 WORKSHOP 4 HANDS ON PLANNING

APPROACH

During this workshop attendees in both sessions were split into two groups. Groups were established based on the attendees organisation in the aim of trying to give an even and equal spread of views across both groups.

Each group was led by a WYG and *LDA Design* representative and participants were guided through the six sketch options that had been developed through the consultation process. Discussions were had around positives and negatives of each of the options with the opportunity to sketch over the options to amend or augment the tabled option. The aim of the workshop was to engage with the attendees and to understand which of the options they favoured the most and why?

All of the six options provided public realm improvements in line with the key design objectives with themes including shared space, open public realm with scope for informal activities and recreation.

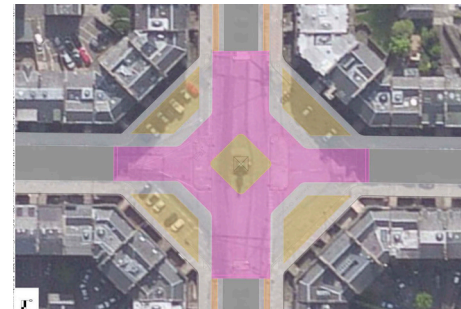
The plans intentionally showed no vehicle parking, instead scaled movable cars formed part of the workshop to allow attendees to discuss where parking and loading may be best located on each of the six options.

At the end of the workshop session attendees were given a sheet of paper with all 6 sketch options and asked to rank them in order of preference from 1st to 6th. Results from both morning and afternoon session can be found below.

SUMMARY

The session recorded the discussions and sketch lead design development on the tracing paper overlays.

This summarised commentary can be found in the following pages.



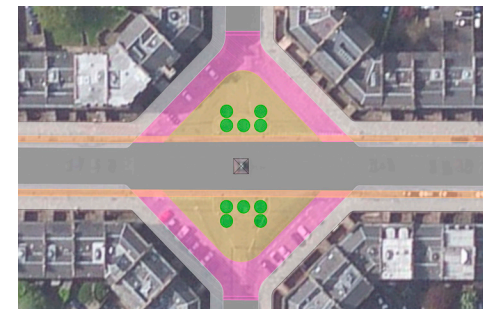
OPTION 1



OPTION 4



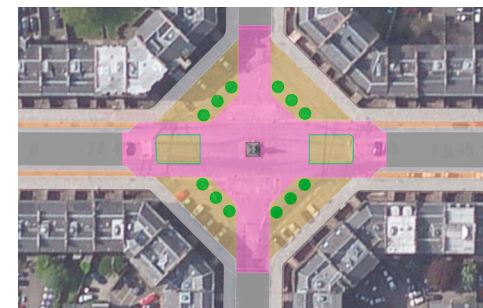
OPTION 5



OPTION 6



OPTION 7



OPTION 8

SIX SKETCH OPTIONS

A summary of the main commentary received through LDA Design's community consultations undertaken in September 2017 has been summarised under the main headings of Problems / Issues, Dreams and Solutions and then subdivided under the headings:

MELVILLE CRESCENT COMMUNITY ENGAGEMENT
STAKEHOLDER SESSION 3– MORNING 14 SEPTEMBER 2017
Option 1

Feels dull / unexciting
Why no big roundabout option?
- bigger space around monument
Weak public realm spaces
Need to maximise 'garden' space
Good symmetry

Service Vehicle Space

Shared space used as car park – need to be enforced
Use parallel parking as 'protects' the cyclists
Long distances for pedestrians when crossing the crescent
Without bollards would just be a car park
Pedestrian and car conflicts at end of cycle tracks
Cycle tracks right through – possible demarcation using surface materials

Why do all four streets remain open?

MELVILLE CRESCENT COMMUNITY ENGAGEMENT
STAKEHOLDER SESSION 3– MORNING 14 SEPTEMBER 2017
Option 4

Parking is an issue – clarity on where to park
Loading
Needs a lot of people to make this work – not a lot of people in Melville Crescent

Too informal – space is suited to more formality
Don't know where to look as a driver
In a way similar to existing
Safety and security? Kids playing?
Does nothing for setting of monument
Traffic speed issue
Signage?
Move tree positions – obscuring views

Uncomfortable transition for cyclists

MELVILLE CRESCENT COMMUNITY ENGAGEMENT
STAKEHOLDER SESSION 3– MORNING 14 SEPTEMBER 2017
Option 5

Still prioritises(?) car use
Road material needs to change to avoid drivers just assuming priority
Drop kerb heights to ‘break principles’ avoid car preference
Pedestrian and cycle constraints should be provided – zebra crossing included?

Does nothing for monument
Good symmetry
Opens up vistas somewhat
Avoid clutter
- crossings
- signage
Good for cycle priority
Tight round monument for vehicles
Avoid build-outs for crossings

MELVILLE CRESCENT COMMUNITY ENGAGEMENT
STAKEHOLDER SESSION 3– MORNING 14 SEPTEMBER 2017
Option 6

Car parking?
- do side roads get clogged up?
Conflict of pedestrians and cycles
Setting to monument?
Access for pedestrians
Both main streets (World Heritage Sites)
- changes hierarchy
Extend shared space across
Traffic – roundabout

MELVILLE CRESCENT COMMUNITY ENGAGEMENT
STAKEHOLDER SESSION 3– MORNING 14 SEPTEMBER 2017
Option 7

World Heritage Site concerns about symmetry – can it be improved?
Nice to have larger space
Road hierarchy changed totally
Poor for cyclists to north
Vehicle movements v tight
Should be flipped for traffic purposes
Some relationship to Coates / Atholl Crescents
Good to have direct pedestrian access

MELVILLE CRESCENT COMMUNITY ENGAGEMENT
STAKEHOLDER SESSION 3– MORNING 14 SEPTEMBER 2017
Option 8

Vehicle priority surrounding the monument
Bike / car conflict

Design of islands needs to be carefully considered. Utility magnets!
Good for occasional uses
Slows traffic
Avoid posts at crossings
Trees?
- at least not in main vistas
No immediate setting to monument but wider setting improved
Should monument have own space?
Narrower crossings

2.0 STAKEHOLDER ENGAGEMENT EVENT

2.5 CONCLUSIONS

Capturing the results of the stakeholder engagement through asking attendees to vote on their preferred sketch options to take forward was an accurate and effective way to record the results. We summarised the results by attributing a points system to each of the ranked score as follows

- Sketch option selected as 1st = 6 points
- Sketch option selected as 2nd = 5 points
- Sketch option selected as 3rd = 4 points
- Sketch option selected as 4th = 3 points
- Sketch option selected as 5th = 2 points
- Sketch option selected as 6th = 1 point

The tables below illustrate the spread of votes though over both the morning and afternoon session and the combined table of scores provides overall scores attributed to each of the sketch options overall throughout the day.

The results of this exercise were inline with the general discussions during the hands-on planning workshop. Sketch option 6 was considered the most favourable overall with sketch option 5 voted as second most favourable. Sketch option 1 was ranked as third most popular with forth and fifth ranked options scored reasonably close with only four points between them. Sketch Option 7 was the least popular design with sixteen points between fifth and sixth ranked options.

	Op 1	Op4	Op5	Op6	Op7	Op8		Op1	Op4	Op5	Op6	Op7	Op8		Op1	Op4	Op5	Op6	Op7	Op8	
sub total	21	14	32	33	5	12	sub total	20	19	30	39	12	25	total	41	33	62	72	17	37	

COMBINED MORNING AND AFTERNOON VOTING RESULTS



3.0 PROJECT ACTIVATION DAY

The project activation day took place on Saturday 23 September 2017 ahead of the Stakeholder and Public Exhibition on the 6/7 October. The purpose of the activation day was to act as an introduction to the project. In a fun, creative and accessible way the day aimed to:

- Promote the up and coming stakeholder / community engagement events.
- Engage with people within the site who may not necessarily attend the more formal engagement events. Highlight the transparent nature of the day offering a simple and effective way to relay thoughts and ideas within the space in an informal way.
- Create momentum within the project from the outset.
- Build a language and raise awareness of the project beyond the red line boundary the site.

APPROACH

The approach was two-fold. The project team generated visual attention within the space by inflating 100 helium balloons in the centre of Melville Crescent. These were distributed to passers by giving a moment to pause and discuss the project in the immediate surroundings of the site.

The team also distributed 700 'Instagrams of the Future' (overleaf) to passers by but also to local businesses and residential addresses. These created small vignettes of future activity in the space whilst drawing attention to the project Twitter as an active, live source of development on the project itself. The instagrams also contained details of the up-and-coming Public Exhibition to highlight and draw people's attention to this.

SUMMARY

Conversing with local residents they seemed fearful that they could be overlooked in the process as the area is perceived to be predominantly commercial. It was extremely useful to ease their fears and invite them to the public exhibition in person.

Images / information of the event shared on Twitter (which individuals were directed to by the balloon graphic / invites) were widely retweeted:

- The Landscape Institute
- SSC Edinburgh (online Architecture Community)
- Edinburgh Planning
- Paper Tiger (local shop)
- Roseburn Cycle Route
- Edinburgh Reporter
- Corstorphine CC
- Cycling Edinburgh

Many individual residents / members of the public followed the Twitter feed on the project directly following the day itself.

CONCLUSIONS

The day itself was a great success as an introduction, generating increased momentum and awareness of the project to the general public. The attendance at the Public Open Exhibition Day will be a good measure of the success of the Activation Day.



OPTION A

Remainning Melville Crescent

All designs have been developed through design study with transport engineers and landscape architects. Option A provides a greater balance of dedicated cycle provision and pedestrian public realm compared to option C and B. The design delivers two large central areas of public realm with vehicle speeds being reduced by entering onto a raised table and paved surface and lower road kerb heights. Statutory road signage would alert drivers to the new road layout on approach to Melville Crescent. A one way system for vehicles would be directed through a paved surface. The CCWEL route would be maintained in principle through the space with give way at the junctions of Walker Street and Melville Street. Continuous through traffic would be maintained along Melville Street.

The spaces designed as public realm are more generous in this design option. Landscaping in raised planters could be included to soften the space while providing seasonal interest. These raised planters could have integrated seating and cycle storage to minimise street clutter but provide a meaningful space where local businesses and residents can enjoy the space and light recreation.

This design option has provision for vehicle loading/short stay/resident car parking within the one way paved surfaces, each bay has capacity for two cars.

WALKER STREET MELVILLE STREET

OPTION B

Remainning Melville Crescent

All designs have been developed through design study with transport engineers and landscape architects. Option B provides a balance of vehicle movement, dedicated cycle provision and pedestrian public realm. The design delivers the central area with vehicle speeds being reduced by entering onto a raised table and paved surface. Statutory road signage would alert drivers to a new road layout on approach to Melville Crescent.

The CCWEL route would be maintained in principle through the space with give way markings at the junctions of Walker Street and Melville Street. Continuous through traffic would be maintained along Melville Street.

The quadrants of public realm are more generous in this design option. Landscaping in raised planters would be included to soften the space while providing seasonal interest. These raised planters would have integrated seating and cycle storage to minimise street clutter but provide a meaningful space where local businesses and residents can enjoy the space and light recreation.

This design option has provision for vehicle loading/short stay/resident car parking, each quadrant has the capacity for 2 cars.

WALKER STREET MELVILLE STREET

OPTION C

Remainning Melville Crescent

All designs have been developed through design study with transport engineers and landscape architects. Option C provides a balance of vehicle movement, dedicated cycle provision and pedestrian public realm. The designs follow the traditional principles of a roundabout but with vehicle speeds being reduced by entering onto a raised table and paved surface with the lowering of kerb heights. Statutory road signage would alert drivers to a new road layout on approach to Melville Crescent. Pedestrian and cycle crossings would be highlighted by flashing beacons.

The monument would be given a setting appropriate to its stature that would complement the surrounding proposed high quality public realm. The surrounding quadrants of public realm would become spaces where local businesses and residents could enjoy the local beauty, iconic views and local architecture.

This design option has no provision for loading vehicles, short term or resident car parking within Melville Crescent.

WALKER STREET MELVILLE STREET

THREE PREFERRED OPTIONS FOR REVIEW

4.0 STAKEHOLDER EXHIBITION

A two day exhibition was scheduled for the Friday 6th and Saturday 7th October 2017 to allow additional stakeholders and local residents to be introduced to the Consultancy Team and the engagement process and view plans of the sketch proposals. Lists of invitees, attendees and the area that was targeted in the letter drop can be found in Appendix C and D of this report.

APPROACH

The exhibition day on Friday 6th October 2017 was set up as an opportunity for targeted stakeholders and businesses to engage with the design and client team. These stakeholders were invited through email. The second day of the exhibition was aimed at local residents from the Haymarket area. Flyers were mail dropped to 4,600 addresses inviting them to attend the event between 10.30-16.00 on Saturday 7th October. Both days followed the same running order and results were captured in the same way.

On arrival, attendees were introduced to the design team representatives present at the event and an explanation was provided as to the purpose of the exhibition and the outputs required from the two day exhibition. The aim of the exhibition was to understand and gather views of local people relating to Melville Crescent and also on the proposed plans. Attendees were given the opportunity to view the exhibition at their leisure whilst the design team were on hand to answer any questions that arose.

The first four boards of the exhibition provided an explanation on the background to the project and the process to date, and was supported by some precedent images based on the themes of raised paved carriageway, Public Realm and Recreation in the City. The final three boards of the exhibition provided detail on the three sketch options that had been scored the most favourable from earlier on in the engagement process.

Option A provides two distinct areas of public realm providing opportunity for urban greening as well as dwelling and enjoying vistas for local residents and business, central and side roads on the North South axis would be raised and paved with low kerb heights. Traffic would navigate the space through a one way clockwise system and the monument would be given a high quality paved plinth as a setting. Option B provides four smaller opportunities for Public Realm space with scope for urban greening. These areas would be connected to the building quadrants and adjoining footpaths without the need to cross a carriageway. Cycle and vehicular traffic would be on raised paved carriageway similar to Option A. Option C would similarly accommodate four smaller areas of Public Realm adjacent to the four corners of Melville

Crescent without the need to cross a carriageway, and also provides a paved setting for the monument. However, whilst the carriageway would be raised and paved, the requirement for increased road signage and traditional engineering treatment would be unavoidable due to its increased radii around the monument. The CCWEL would also be less direct, with the routes following the footpath alignment in a roundabout formation. Options A and B provide an almost direct cycle route through the space. Attendees were asked to complete a score sheet where they ranked the options in order of preference 1st, 2nd or 3rd.

The results of each of the exhibition days were then scored using the same scoring methods as previously mentioned and scores of the most favourable ascertained. The sheet also provided space for attendees to add additional comments on any of the earlier 6 sketch options or general comments.



4.0 STAKEHOLDER EXHIBITION

SUMMARY

While the number of confirmed attendees for the Friday event did not meet expectations, the day was well attended overall with 26 people engaging. The familiar branding and balloons and banner outside the venue allowed passers by to come in and engage on an ad-hoc basis. Overall the exhibition was well attended with over 130 attendees over the two days.

Feed back was generally positive with only a select one or two attendees preferring an option that reflected no change to the existing condition on Melville Crescent. These attendees chose not to complete a scoring sheet or instead scored all three options with zero.

A wide spectrum of the local community were represented on both days including cyclist organisations, families with young children, working age and retired locals, drivers and non drivers, people who work in the area and local MPs.

CONCLUSIONS

The basis for collating the outputs from the exhibition feedback was the favourable scoring method established in earlier engagement process. As this event focused on three preferred options, favourites were ranked 1st, 2nd and 3rd and points applied as follows; 6 points for 1st, 5 points for 2nd and 4 points for 3rd favourite. By the end of the two days the results were as follows;

Most favourable with 96 points - Option B
Second most favourable 90 points - Option A
Third most favourable 43 points- Option C



5.0 DESIGN DEVELOPMENT

APPROACH

Following on from the success of the Public and Stakeholder exhibition days, The City of Edinburgh Council hosted a two week online consultation through their own consultation hub web page, this provided feedback from forty one members of the public.

The three sketch option plans were displayed and members of the public were asked to rank their most preferred layout options 1st 2nd and 3rd. Data was also collected regarding the participants post code and address to ensure that comments were received from relevant individuals with a genuine interest in the project. The feedback from the online consultation was generally in line with the public exhibition results.

After the initial consultation and engagement activities, it was evident that there was little support for Option C, and as such this was discounted.

In contrast, there was a high level of support for both Option A and Option B through the public exhibition and online consultation, with stakeholder organisations selecting Option A as a preference.

As such, Option A was taken forward to the next stage of the project, which will see this concept design worked up to a greater level of detail.

The benefits of Option A are:

- provides two large areas of usable public space
- direct segregated cycle routes
- Raised tables to reduce vehicle speeds
- Retains classic 'crescent' layout
- Provision for parking and loading for residents and businesses

In taking forward the design of Option A, those elements of the other concept designs (Options B & C) which were favoured by respondents were incorporated into the preferred design where possible. This includes, for example, using surfacing and paving materials to make the linkage between adjacent properties and the new areas of landscaped public space as pedestrian friendly as possible.

The design team proceeded with the design taking on the feedback from the stakeholder engagement events. Testing of Option A against the previously established Design Principles led to the development of the technical design. Carriageway widths were reviewed and reduced and road junction radii tightened up. This ensured that the pedestrian crossings were the shortest width possible and vehicle speeds were reduced to the minimum without restricting vehicle access.

Additional pedestrian crossings were added to respond to desire lines, with kerb heights elsewhere designed to accommodate ease of pedestrian flow across the space. Parking allocations on each quadrant of Melville Crescent were reviewed and maximised where possible, while still including the provision for motorcycle parking.

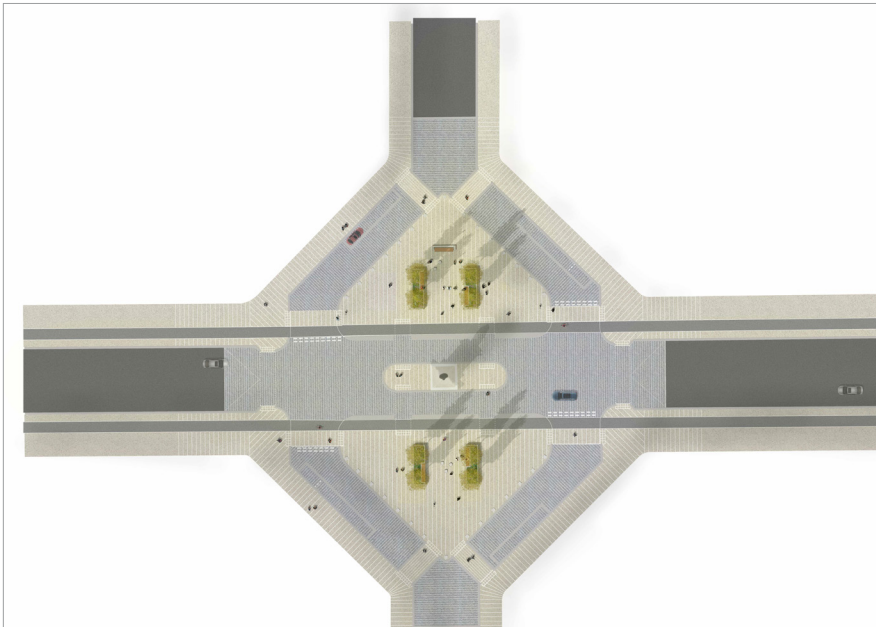
Seating, street furniture and planter locations were positioned in different formations on two different options to provide opportunities for further discussion amongst stakeholders, each option responding in different ways to historic grandeur, symmetry and creating a space that meets the needs of local people.

A second stakeholder workshop held on the 6th December 2017 allowed local businesses and representatives of community groups to view the proposed concept design. The invitation list was based on the previous Stakeholder invite list for the earlier event held in September 2017, Invitees and attendees can be found on Appendix C.

Two sessions were provided to give stakeholders a choice of times to attend, this was to achieve maximum participation. Discussions during the event were based on two variations of Option A, visualisations and rendered masterplans of both options can be seen on the following page. These were produced and presented to allow attendees to gain a greater understanding of the spatial organisation of the emerging design.

Topics that were discussed during the sessions included;

- Road geometry,
- Positioning of planters
- Scale and form of proposed planting
- Provision of foundation to accommodate the potential for future art installations
- Positioning and style of seats
- Deterrent methods for parking on footpaths



-  Raised paved carriageway 1
0.00/0.00/0.00m with stone sets
-  Footpath
Natural stone paving slabs
-  Public Realm
Natural stone paving slabs
-  Stone planter with
Integrated linear seating
-  200mm wide kerb
200mm upstand
-  Natural stone paved cycleway
-  Bollards


 LDA DESIGN
 A DIVISION OF
 MELVILLE CRESCENT
 100, MELVILLE CRESCENT
 BATH, BA1 1JF
 T: 01225 316393
 E: info@lda.co.uk
 www.lda.co.uk
 Illustration: Moxeyplan



-  Raised paved carriageway 1
0.00/0.00/0.00m with stone sets
-  Footpath
Natural stone paving slabs
-  Public Realm
Natural stone paving slabs
-  Low planter with formal shrubs
-  200mm wide kerb
200mm upstand
-  Natural stone paved cycleway
-  Bollards
-  Raised kerb


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6.0 SUMMARY AND NEXT STEPS

SUMMARY

Throughout the engagement and consultation process it was felt that stakeholders engaged well. Discussions were meaningful and fed into the design process at the appropriate times. A wide range of user groups were represented and the results from all of the public and stakeholder events were robust.

During the second stakeholder event the preferred design option was tested against the Design Objectives. The design performed well, meeting all set objectives. There were a small proportion of stakeholders and the public who were concerned regarding the reduction of car parking spaces. It is anticipated however that the City of Edinburgh Council will provide clarity on the future designation of the proposed parking within the new layout consulted on as part of this project, and wider parking implications resulting from the CCWEL proposals.

The finessing of the design will continue and will incorporate the comments from this session and feed into the technical resolution of the preliminary design.

Preliminary designs will include additional technical elements including street and feature lighting, street furniture design, paving designs and construction details, finished levels and drainage and suggested planting specifications for raised planters.

A safety audit of the road layout will be undertaken and final vehicle tracking of the design will be produced.

Final estimated budget costs will also form part of the preliminary design package.



APPENDIX A

STAKEHOLDERS 14TH SEPTEMBER

Stakeholder Attendees - 14 September

	Name	Organisation	Job Title
11.00 - 13:15 allocated time slot			
	Alan Rees	Edinburgh Access Panel	
	Fiona Rankin	Edinburgh World Heritage	World Heritage Site Project Manager
	John White	Lothian Busses	
	Ewan Jeffrey	Spokes	
	Martin McDonnell	Spokes	
	Andrew Smith	City of Edinburgh Council	Senior Planning Officer
	Isabel Thom	West End Community Council	
	Sarah Feldman	Sustrans	
	JJ McGuckin	Sustrans	
14.30 - 16:45 allocated time slot			
	Richard Grant	Spokes	
	Anna Rowell	City of Edinburgh Council	Senior Project Officer ATAP
	Mr Suzuki	Japanese Consulate	
	Aya Davison	Japanese Consulate	
	Mrs. Fujimoto	Japanese Consulate	
	Sandra Anderson	The Scottish Salmon Company	
	Chris Mitchell	Early days childrens nursery	Head of Finance

APPENDIX B

MAIL DROP AREA PUBLIC EXHIBITION



APPENDIX C

STAKEHOLDERS 6TH DECMEBER

Stakeholder Attendees - 6 December

	Name	Organisation
12:00 - 13:30 allocated time slot		
	Suzanne Graham	Hollis Accounting Hollis Accounting
	Fiona Rankin	Edinburgh World Heritage
	Richard Grant	Spokes
	Ewan Jeffery	Spokes
	Sunil Varu	Edinburghd West End Bid
	Isabel Thom	West End Community Council
	Gordon Wyllie	WECC
14.30 - 16:00 allocated time slot		
	John White	Lothian Busses
	Joanna Mowat	Councillor (City Centre Conservative)
	Clair Miller	Councillor (City Centre Green)
	Will Garret	CEC Spatial Policy Manager
	Isabel Thom	West End Community Council

APPENDIX F

EVENT 3 INVITEE LIST

Melville Crescent Stakeholders Event 3

Name	Organisation/Group	Email	Street	Postcode1
Aya Davidson	Consulate General of Japan	aya.davidson@ed.mofa.go.jp	Melville Crescent	EH3
Masami Fujimoto	Consulate General of Japan	masam9i.fujimoto@mofa.go.jp	Melville Crescent	EH3
	Consulate General of Japan	info@ed.mofa.go.jp	Melville Crescent	EH3
Sandra Anderson	Scottish Salmon Co.	Sandra.Anderson@scottishsalmon.com	Melville Crescent	EH3
Chris Mitchell	Early Days Nurseries	Chris@earlydaysnurseries.org.uk	Walker Street	EH3
Andrew Smith	CEC, Planning	Andrew.Smith@edinburgh.gov.uk		
Isabel Thom	West End Community Council	planning@edinburghwestendcc.org.uk		
John White	Lothian Buses	jwhite@lothianbuses.co.uk		
Anna Rowell	Sustrans/ CEC	anna.rowell@edinburgh.gov.uk		
JJ McGukin	Sustrans			
Sarah Feldman	Sustrans	sarah.feldman@sustrans.org.uk		
Richard Grant	SPOKES	richardanthonygrant@gmail.com		
Martin	SPOKES			
Ewan Jeffries	SPOKES			
Fiona Rankin	Edinburgh World Heritage	fionarankin@ewht.org.uk		
Alan Rees	Edinburgh Access Panel			
Laura Stewart	Scotland Office	Laura.Stewart@scotlandoffice.gsi.gov.uk	Melville Crescent	EH3
	Castle Crown Properties	DavidConroy@castlecrownpropertiesltd.co.uk	Melville Crescent	EH3
	McLaughlin Crolla LLP	Julie@McLaughlincrolla.com	Melville Street	EH3
Steven Cuthill	CEC Transport & Environment Team Leader, City Centre Locality	steven.cuthill@edinburgh.gov.uk		

APPENDIX G

EVENT 3 INVITEE LIST CONTINUED

Melville Crescent Stakeholders Event 3

Name	Organisation/Group	Email	Street	Postcode1
Anna Herriman	CEC, City Centre Programme Manager	anna.herriman@edinburgh.gov.uk		
Stuart Lowrie	CEC, Public Transport Manager	stuart.lowrie@edinburgh.gov.uk		
Alasdair Rankin	Ward Councillor	alasdair.rankin@edinburgh.gov.uk		
Claire Miller	Ward Councillor	claire.hi.miller@edinburgh.gov.uk		
Joanna Mowat	Ward Councillor	joanna.mowat@edinburgh.gov.uk		
Karen Doran	Ward Councillor	karen.doran@edinburgh.gov.uk		
Jock Millar	West End Community Council	chair@edinburghwestendcc.org.uk		
Andrew Gallacher	CEC City Centre Neighbourhood Partnership	andrew.gallacher@edinburgh.gov.uk		
Dave du Feu	SPOKES	davedufeu@gmail.com		
David Spaven	Living Streets	david@deltix.co.uk		

LDA DESIGN

^A Sovereign House
158 West Regent Street
Glasgow G2 4RL

^T +44 (0) 1412 229 780

^F +44 (0) 1412 229 789

^W www.lda-design.co.uk

LDA Design Consulting Ltd
Registered No: 09312403
17 Minster Precincts, Peterborough PE1 1XX

CONCEPT SUMMRAY REPORT

INTRODUCTION

Through a thorough engagement and consultation process LDA Design and WYG have developed and reviewed emerging design options for pedestrian movement, vehicle movement and hierarchy and spatial design for Melville Crescent. These designs have incorporated the CCWEL as a key design objective and have aimed to meet all the Design Objectives set out through consultation early in the process.

DESIGN OBJECTIVES

- A place that contributes to quality of life for all sections of the local community.
- Improving conditions for walking and cycling, particularly supporting the City Centre West to East cycle route and street improvements project.
- Respecting the character and setting. Preservation and enhancement of the symmetry, grandeur and vistas along and across the street.
- A place that provides for the interests and needs of the local people and local businesses.
- A place where people feel secure at night as well as during the day promoting passive surveillance.
- Accommodating low speed vehicle movement and local parking.
- A durable place developed using appropriate high-quality materials, easily maintained at low cost.
- Takes cognisance and complements adjacent streets and places.

SUMMARY

On conclusion of the engagement and consultation process a preferred layout for the carriageway and road geometry was put forward. This provides reduced carparking to each quadrant of Melville Crescent, with a prioritised cycle lane in each direction through the space. East West vehicular

Through consultation there was a substantial level of interest for the two central spaces within the Crescent to have landscaping and greening. The decision to keep any proposed planting within planters was due to the network of underground services and utilities in the carriageway and potential costs of diverting these services to accommodate tree or soft landscaping within the ground.

There was a mixed view during both the stakeholder and public consultation events with regards to the suitability of trees being planted in the space, concerns included

leaf litter creating potential for slips and an increased maintenance burden for CEC. Low planting and small shrubs received more support in areas where greening in planters was proposed.

Generally, future maintenance was raised as a concern with the feeling that The City of Edinburgh Council may not have the resource to maintain any new areas of landscaping within the public domain. Discussions were had about the appetite for local residents and stakeholders to maintain any landscaping within Melville Crescent, however though discussions if was established that while this may be suitable of for some gardens within surroundings streets of the Edinburgh New Town, the residential population on Melville Crescent and Melville Street was not sufficient enough to take on this role.

The formation of linear planters around the edge of the public realm was supported by the majority of the attendees. Agreement was reached that the sense of enclosure this layout provided was appealing and could also go some way to discouraging vehicles from mounting the kerb for additional parking or loading opportunities. The dimensions of these planters would be detailed within the next stage of the design work, ensuring sufficient depth and width to establish planting. Due to the dry climate in Edinburgh, it was discussed that automatic irrigation to ensure the long term survival of planting should be considered.

The design option showing a raised lawn in the central area of the space received mixed feedback. Concerns were raised regarding maintenance of the planting or grass within the area, while the potential to create a setting for temporary artwork was welcomed. It was agreed generally through group discussions that the provision for below ground foundations would an advantage. This would allow for potential art works or installations in the space.

DESIGN RECOMENDATION

- Foundation pads in the central space for future art installations
- Irrigation for planters
- Feature and street lighting
- Resolution to on kerb/pavement parking
- Street furniture design and cycle parking/ Edinburgh benches