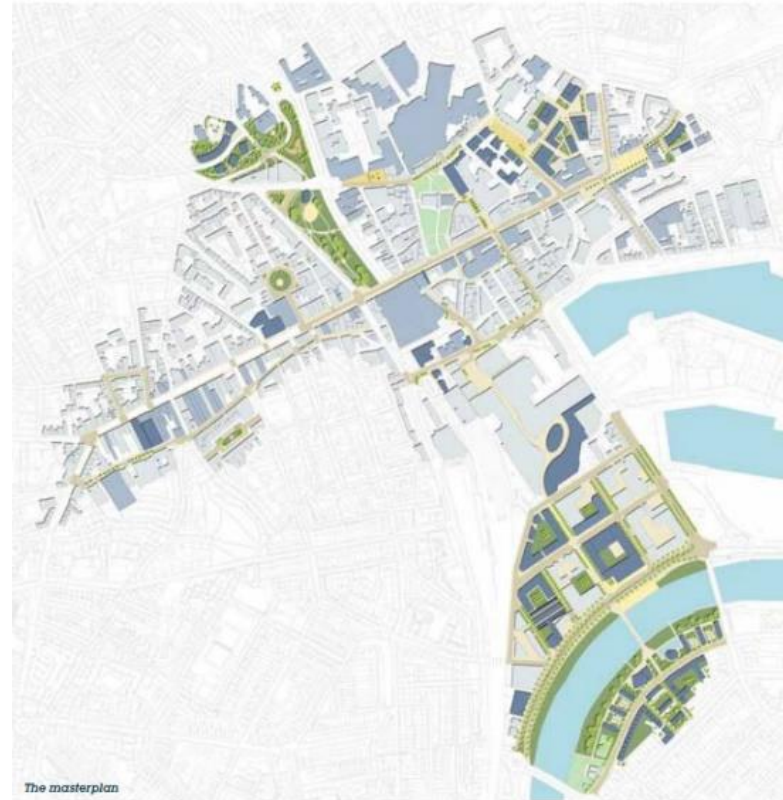


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## 1 Introduction and Purpose

- 1.1 The City Growth and Resources Committee (11 May 2021) instructed a Review of the 2015 City Centre Masterplan (CCMP) in conjunction with the development of a new Beach Masterplan.
- 1.2 The CCMP is a 25-year plan, and its review affords the opportunity to consider how it provides a framework for economic recovery in the short, medium and long term, and a basis from which to monitor and consider the impact of structural changes that the pandemic has accelerated and the implications on the future of city centres. For example, the loss of retail, the impact of homeworking and the effects, if any, on consumer and business confidence and behaviour. The review also presents an opportunity to re-evaluate the role of cultural assets in the city and their importance in supporting recovery in the tourism, leisure and hospitality sectors.



## Appendix A: CCMP REVIEW

### 1.3 The objectives of the Review are:

- To facilitate the city's short-term economic recovery from the shock created by Covid-19, through the re-opening of existing CCMP projects, acceleration of the completion of existing projects under construction and continued exploration of how regulatory powers may be used differently to facilitate business investment;
- To capitalise on the city's new and developing tourism and cultural attractions, supporting exhibition and event programmes for 2021/22 – the British Art Show, Zandra Rhodes Exhibition, Tour of Britain;
- To build on existing mechanisms for engaging with the public and businesses on the short, medium and long-term changes required within the city centre;
- To consider the implications on city centre footfall as a result of the significant changes to multi-channel retail offer beyond solely a 'physical presence' and the anticipated increased levels of sustained hybrid working by city centre offices and employers that can be anticipated post the pandemic and consider solutions to mitigating this anticipated reduction;
- To consider how the policy environment and regulatory system across planning, compulsory purchase and licensing can facilitate the re-purposing of buildings to enable increased city centre living and flexibility in how businesses in hospitality or food and drink sectors operate;
- To integrate our environmental thinking (from a place and economy perspective) into the prioritisation and planning of the next wave of CCMP projects over the medium term and long term;

- To integrate our smart city thinking more deliberately within the prioritisation and planning of future waves of CCMP projects over the medium and long term.

### 1.4 The Review of the City Centre Masterplan 2015:

- does not replace or supersede the CCMP, but rather looks at a small number of priority intervention areas, within scope.
- includes a re-design of priority intervention areas so that the city is promoted as a pleasant place to live in and attractive to visitors – with a focus on cultural capital and Aberdeen as a bona fide regional centre of cultural excellence.
- is a Green Recovery framework and draws on the Net Zero Vision and Route Map priorities. The assumption is that following an initial bounce back, there will be a hybrid model of return to work, and the corresponding effect on how people commute in and out of the city.
- focuses on promoting those interventions that will improve the economic performance of the city.
- recognises and brings together what has been achieved already, and capitalises on investments in Union Terrace Gardens, Aberdeen Art Gallery, the Music Hall, TECA, Provost Skene's House and the City Region Deal.
- is an opportunity for all stakeholders with a vested interest in ensuring a sustainable future for the city centre and the role it plays in supporting the wider city region.

1.5 This Review includes an extensive engagement exercise to understand public views and project priorities, updates the project programme (including re-prioritising some projects) and presents visioning work for a variety of public realm projects that were identified through that public engagement process.

## 2 Engagement

- 2.1 In 2014/15 the City Centre Masterplan was prepared following an extensive engagement exercise. This included three rounds of consultation with stakeholders and the public; an initial discussion in September 2014 on people’s priorities and aspirations; masterplan vision, objectives, projects and spatial strategy in November 2014 and the draft masterplan in March/April 2015. Taking into consideration the feedback received through the consultations, the final masterplan and delivery programme were unanimously agreed by Council in June 2015.
- 2.2 In order to understand current public views and reflect the changing socio-economic context since 2015, a public engagement exercise entitled “The Future of Aberdeen City Centre and the Beach” ran for 3 weeks from 12 June – 02 July 2021.
- 2.3 A press release publishing the engagement was launched at the start of the consultation, which resulted in stories in P&J and EE both online, in the newspapers and extensive coverage via their social media. The simulator had coverage from BBC online and its social media. Northsound and Original 106 both also broadcast via their news, online and social media.
- 2.4 An additional news item on the ACC website and social media was publicised on 25 June 2021, one week remaining until the consultation closed. The ACC online news story was shared locally including on several Facebook groups. The 6 social media posts resulted in 73,700 impressions (the number of times the posts were shared via social media overall) and 203,400 reach (the total number of people who saw the posts and engaged by sharing, liking etc).
- 2.5 The engagement took the form of an online simulator exercise offering citizens the opportunity to reflect on the City Centre Masterplan 2015, what has been achieved so far and how we respond to the challenges presented by the Covid-19 pandemic. The data gathered from the simulator will assist the Council in making decisions about which improvement projects are considered and prioritised alongside delivered and committed projects of the 2015 Masterplan.
- 2.6 Delib were the software provider for the simulator exercise and commented:  
*“Aberdeen City Council's City Masterplan Simulator had the highest number of respondents any Simulator has received on its launch day — exceeding the ACC's own Community Planning Simulator which previously set the benchmark. In addition, your Simulator has the highest number of responses overall (since we started tracking response numbers in 2019). Your Simulator groups and sliders were structured well and used the consequences ('Expected impact') in a unique way — all of which made it easy for a resident to get involved.”*
- 2.7 Participants were asked to imagine they were responsible for the future of the City Centre and Beach and were allocated a maximum of 500 points to distribute to a series of improvement projects they would most like to see progressed. A maximum of 100 points could be allocated to any single project or theme to

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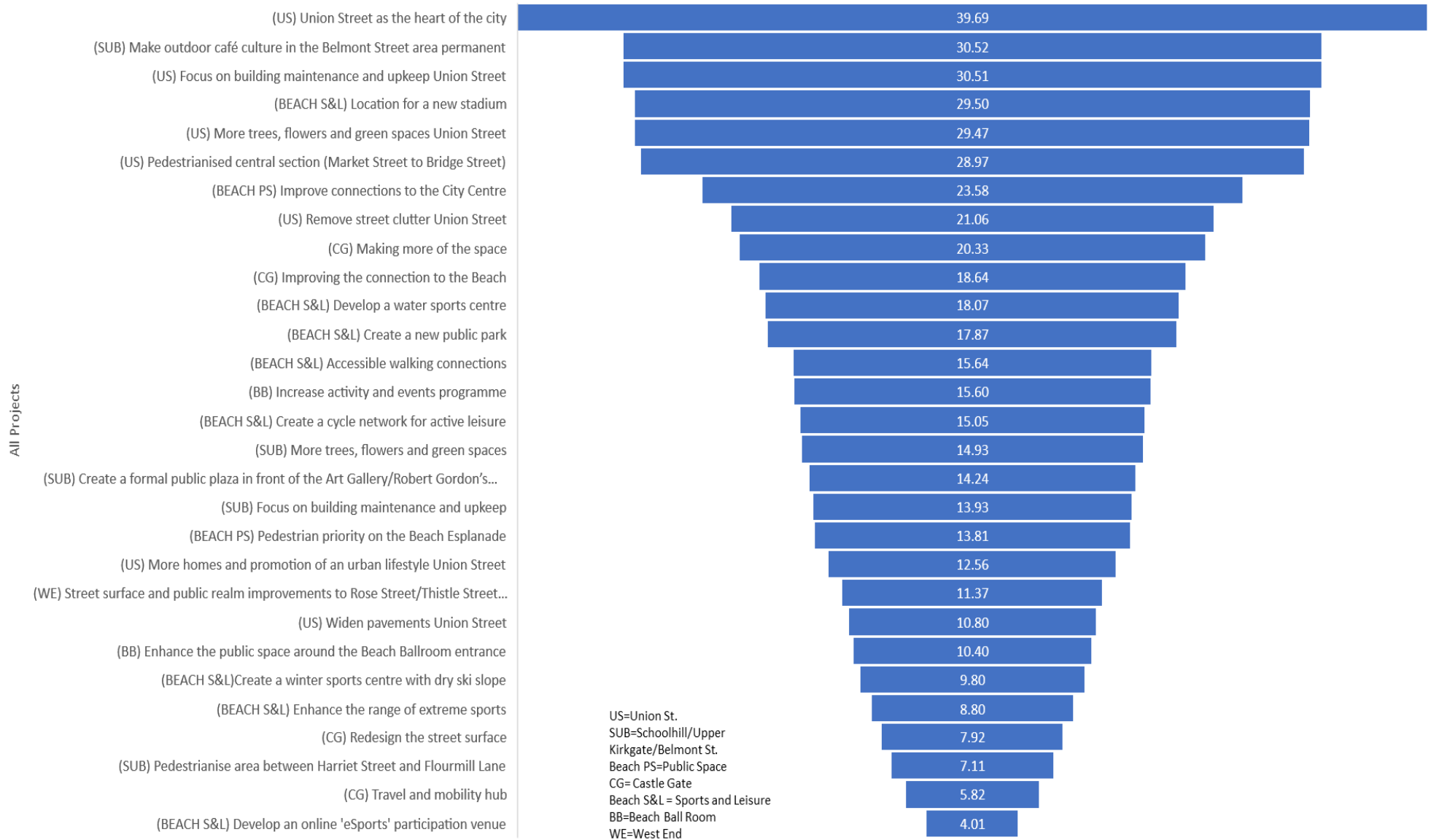
reduce the risk of any one project being artificially weighted. The simulator content is included in section 14.

- 2.8 A total of **7697** responses were made to the simulator exercise. Of these, 7610 responses provided demographic information and 2753 responses included “free text” in one or more of the comments boxes provided. A summary of the main issues raised is included in section 2.22.
- 2.9 Of those responses, 71% were from those living in Aberdeen City, 23% from those living in Aberdeenshire and the remaining 6% from those in Angus, Moray, Highlands and elsewhere.
- 2.10 In terms of demographics most respondents were in the 35-54 age groups, largest proportion of respondents listed ‘Aberdeen City’ as their locality, there was an approximate 60/40 split between male/female genders, with majority of respondents identifying as ‘White-Scottish’ in relation to ethnicity. Further information is contained in section 14.
- 2.11 The 10 highest ranking priorities across all projects are listed below with the mean score in brackets (each issue could be awarded a maximum 100 points)
- 2.12 The diagram below shows the mean score received for all projects and subsequent ranking of priorities by all participants.

<b>Top ten issues</b>	
1	Union Street as the heart of the city (39.69)
2	Make outdoor café culture in the Belmont Street area permanent (30.52)
3	Focus on building maintenance and upkeep for Union Street (30.51)
4	Beach as location for a new stadium (29.50)
5	More trees, flowers and green spaces on Union Street (29.46)
6	Pedestrianised central section (Market Street to Bridge Street) (28.97)
7	Improve connections from the Beach to the City Centre (23.58)
8	Remove street clutter on Union Street (21.06)
9	Castlegate - make more of the space (20.33)
10	Improve connections from the City Centre to the Beach (18.64)

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Ranking of Priorities Across All Projects

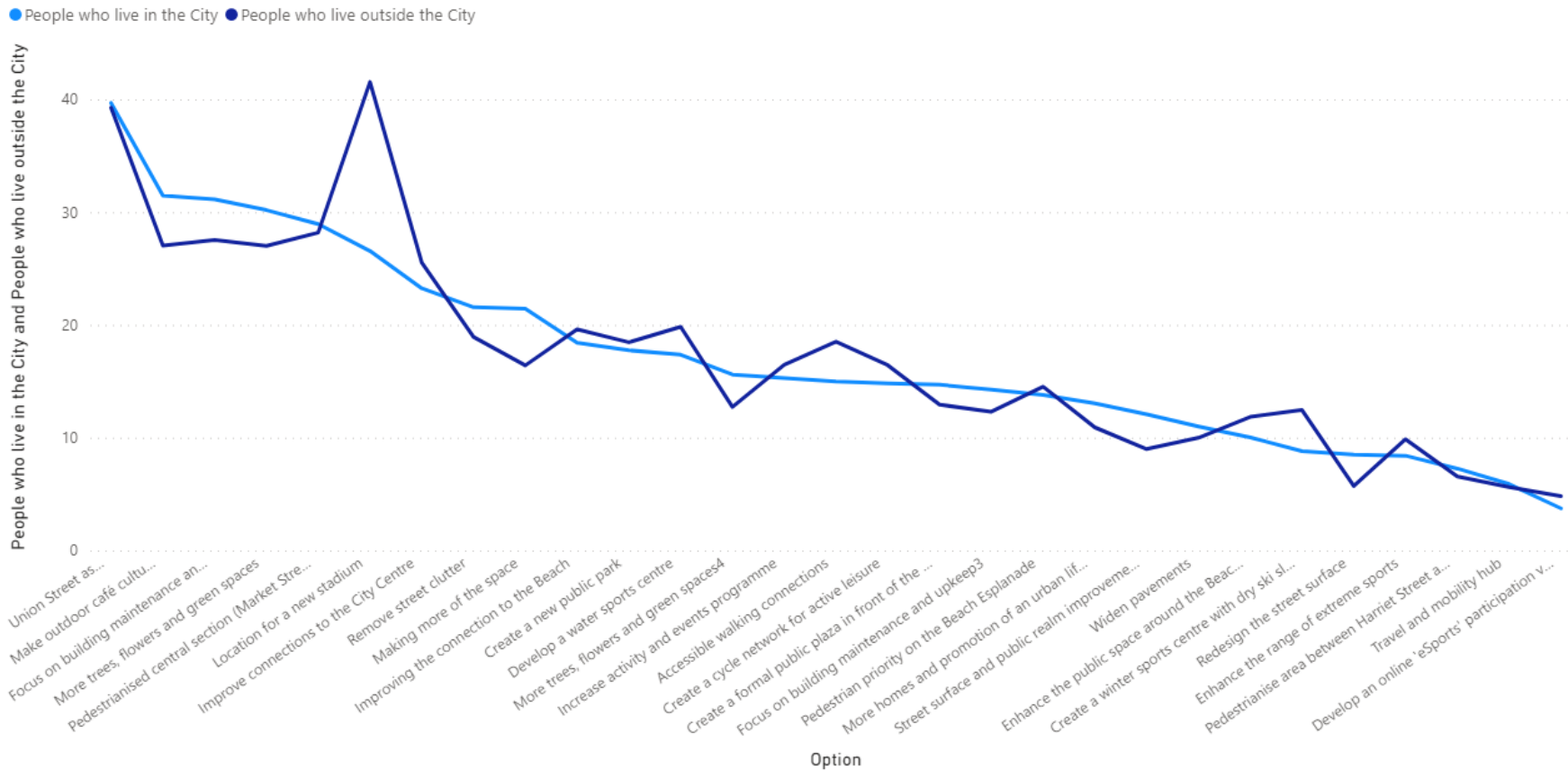


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2.13 The following graph portrays the differences in response between those living in and those outside the City boundaries. It should be noted that this graph represents the average points scoring in the simulator and not the number of respondents, so represents the

priority that those respondents placed on issues. The apparent spike in responses from those outside the City in relation to the Beach as location for the stadium represents a points allocation from 29% of respondents, compared to 71% from the City.

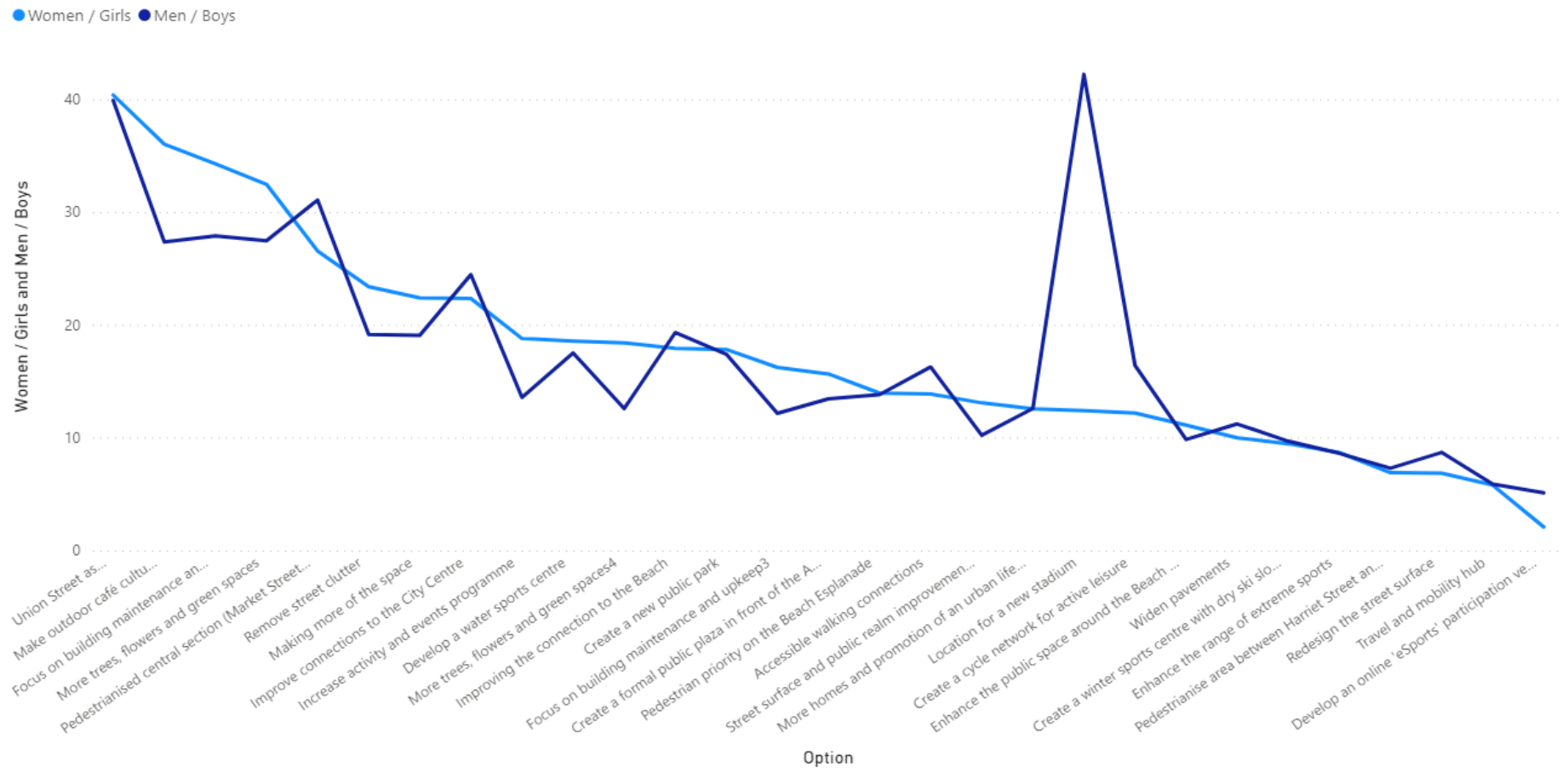
Differences for those living in / outside the City



2.14 Similarly, the following graph indicates the priorities according to gender split between male and female. There is an apparent spike in data relating to the location for a new stadium at the beach

from male respondents. Again this is reflective of average scoring rather than number of respondents.

Average Allocation by Gender

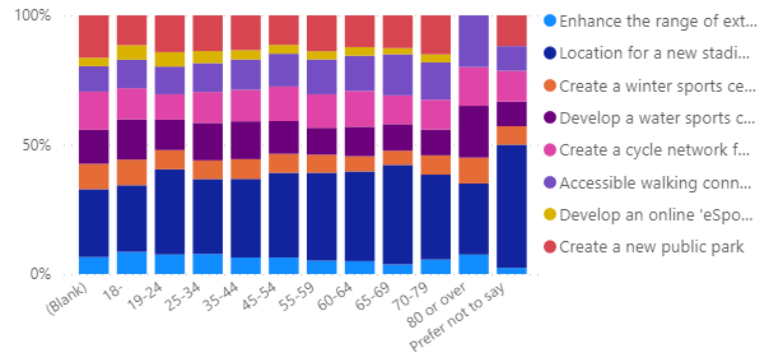




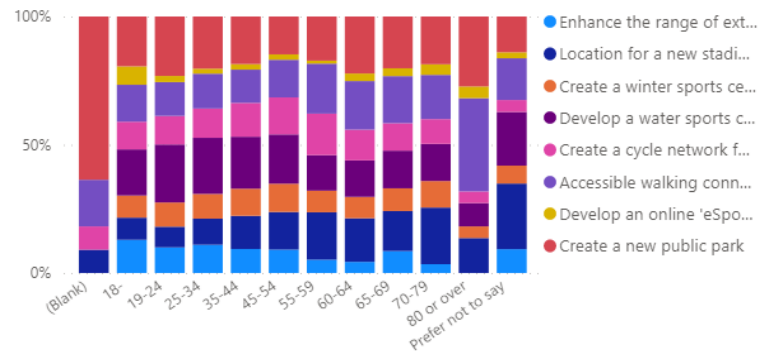
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2.15 The previous graphs can be further analysed by comparing an extract of the responses to the Beach which indicates a generally even response as a percentage across all age groups for both male and female participants.

Beach (Public Space) - Man / Boy



Beach (Public Space) - Woman / Girl



2.16 A comparison on the data has also been undertaken whereby all the 'City Centre' and the 'Beach' projects have been grouped together in an effort to distinguish the ranking of priorities for the geographical areas, and how this relates to those for all respondents. For example, 592 respondents are from the City Centre and highlighted Union Street, greening the City Centre, café culture and pedestrianisation as priorities.

2.17 Analysis of the simulator data has highlighted a poor return from those under the age of 18, with only 75 respondents. This is likely due to the timing of the consultation toward the last weeks of the academic year and the pressures that education and schools' teams were under as the country emerging out of lockdown. This will require to be addressed in any subsequent engagement programme, specifically targeting the under-18 demographic through appropriate education, activity and social networks.

2.18 Due to the considerable number of comments made via free text comments boxes, NVivo software (a qualitative data analysis software package) has been used to provide a high-level summary of the key issues which were highlighted through the free text comments boxes. The main themes which emerged from all comments were:

2.19 An analysis using NVivo software was also made on the text contained in the 'final comments' section, whereby respondents were asked "What else would attract you to visit and encourage you to spend more time in the City Centre and at the Beach?". The main themes which emerged from the final comments were:

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2.20 In addition to the above a qualitative analysis of the ‘final comments’ text was undertaken to pull out the ideas expressed by the public, grouped within these identified themes. This summary is provided in Section 2.22 below.

2.21 A full and complete list of comments made via the free text comments boxes is available on request. This includes all ‘final comments’ and any additional comment specific to each improvement project. Pending committee approval, it is intended to publish all data received through the simulator consultation online. All results and feedback will be shared with the various consultancy design teams to ensure that the next stages of design work take cognisance of issues raised.

2.22 In addition to the simulator, officers have attended meetings with the Disability Equity Partnership. A full Stakeholder Engagement and Communications Plan is currently under development with Hub North Scotland. Pending the outcomes from the 25<sup>th</sup> August City Growth and Resources Committee, targeted stakeholder consultation will be undertaken for each of the approved workstreams, including, but not limited to:

- Community Council
- Civic Forum
- Disability Equity Partnership
- Public Transport operators
- Aberdeen and Grampian Chamber of Commerce
- Federation of Small Businesses

- Aberdeen Inspired
- Aberdeen City and Shire Hotels Association
- Aberdeen Hospitality Together
- Retail and local businesses
- Schools

### *“What else would attract you to visit and encourage you to spend more time in the City Centre and at the Beach?”*

2.23 As part of the consultation simulator Respondents were also asked an ‘open question’ at the end of the survey for the opportunity to give comments and ideas on what measures would attract people to visit and encourage them to spend more time in either or both the City Centre and at the Beach. Over 2000 individual responses were received covering a variety of issues. The table below summarises the key themes and identifies where they are either currently being addressed or recommendations action to develop new workstreams to investigate further.

2.24 ***“What else would attract you to visit and encourage you to spend more time in the City Centre and at the Beach?”***

Category	Key Themes from Public Responses	Relevant CCMP Projects to address the current shortfalls
<p><b>City Centre</b></p>	<p>Improve tourist attractions/things to do and visit, need world class attractions that promote the North East, bold plans for new sporting and leisure facilities, Aberdeen needs to feel more of a multicultural city, we need shops &amp; restaurants of different countries &amp; cultures, Aberdeen has lost its sparkle, diversify uses away from just shopping due to retail habits already changing pre-Covid.</p>	<p><b>Aberdeen Art Gallery</b> (completed in October 2019)  <b>Aberdeen International Market</b> (on-going following recent acquisition Aug 2021)  <b>Union Street Central (Project 12a), Union Street East (Project 12c) and Union Street West (Project 12d)</b> all seek to improve the main streetscape in the city-centre, enabling a pedestrian-led environment celebrating café culture and promoting the space for events of any nature.</p>
	<p>City would benefit from a general museum of national/international standing (i.e., not just a museum of Aberdeen-related things), more science and history museums, space in Marischal College would be ideal for this, reopen Marischal Museum, restoring Bon Accord Baths, historic boat/ship/submarine to visit, look at Netherlands, Norway etc for ideas too as we share similar climates.</p>	<p><b>Provost Skene House “Hall for Heroes”</b> (due for completion in early 2022)  <b>Aberdeen Harbour Expansion Project</b> (staged opening late 2021) will be able to facilitate future large historic boats, ships and/or submarines visits. Transport links to the facility need to be explored further.</p>
	<p>Offer a cutting-edge centre of excellence for Energy Transition linked to both Universities.</p>	
	<p>Union St. to remain closed to traffic, reduced air pollution, more activities other than shopping, more colour, focus on celebrating what great local talents we have in all sectors</p>	<p><b>Union Street Central, Union Street East, and Union Street West</b> all seek to improve the main streetscape in the city-centre, enabling an improved pedestrian environment celebrating café culture and promoting the space for events of any nature.</p>

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	<p>More destination public art, continue to encourage street art, NuArt walking map, contemporary arts centre, more arts-based opportunities like Spectra.</p>	<p>Aberdeen Inspired ongoing commitment to NuArt includes collaboration with Aberdeen City Council on identification of opportunities. The Council will continue to support Spectra and seek to incorporate innovative permanent lighting installations to aid wayfinding in public realm proposals.</p>
	<p>Need to have more attractions and options for children that can be utilised all year, city centre is a no-go area for young children in the evening due to drinking culture and offers very little for pre-teens – clubs/kids creches and games, escape rooms, parks, play, pop up art spaces etc, open day events, indoor/outdoor children’s play area, swimming pool, outdoor cinema, bowling, laser tag arena, soft play.</p>	<p>The visioning work for city centre public realm and streetscape interventions includes integrated play space for children. A key component of the next stages of detailed design work will be to define these spaces. Children and young people should be actively engaged in the design process.</p>
	<p>Restoring old granite buildings for more civic pride and encourage people to come in and spend in city centre, focus investment on what we have/fill empty buildings/maintenance etc to keep resident here before trying to build new, repurposing existing buildings and filling voids, general clean up and more greenery, cleaner streets and buildings (enforce landlords to do their duty), a city wide legal obligation for building owners to maintain the buildings to a clearly defined minimum standard, clean buildings, remove redundant wiring and fixtures etc., more controls over urban gulls and the damage they make to city centre environment.</p>	<p>Visual survey of Union Street to scope, quantify and cost specific maintenance improvements is included in the recommendations of the parent report to this appendix.</p>
	<p>Encourage city centre living in space above shops for housing/offices to encourage activity in the city centre, encourage streets like Carden Place to return to residential.</p>	<p>City-Centre Living Initiatives have been in progress. The 2017 City Living Study is currently being updated in response to significant market changes in the last 18 months and will be reported to City Growth and Resources Committee in November 2021. This will inform the delivery of major development opportunities such as Queen Street.</p>

		<p>Since Jan 2018 there has been 10 residential planning applications submitted for Union Street, of those nine were approved, one is still pending decision and since two have been withdrawn. The sum of all residential units submitted within these applications totals 72 (with 9 of these units since being withdrawn). The majority of these proposals request change of use from Class 2 or 4 (financial, professional or other services and business) in accord with the reduction in demand for office space in the city-centre.</p>
	<p>Deindustrialise sections of the harbour around Trinity Quay and Regent Quay and give this space to the City Centre and connect up the harbour and the beachfront.</p>	<p>As the new Harbour South is developed, opportunities around the City Harbour/Regent Quay could be explored. The area is, however, under the control of Aberdeen Harbour Board and has Crown exemption.</p>
<p>Shops</p>	<p>Reduce rents, there are some excellent independent vendors in Aberdeen but most of these seem to base themselves away from the heart of the city centre (presumably due to costs), these independents provide a brilliant example of what can exist in the city.</p>	<p>Proposals for new Aberdeen Market will place local independent traders at the heart of the city centre.</p>
	<p>Disappointment over loss of John Lewis, demise of John Lewis and Debenhams is opportunity for franchise/subdivision into smaller units/stall holders, more dynamic retail, create hubs now that major shopping chains are deserting the city - for example areas for nutritionists, yoga studio, physiotherapy, health options etc., market in Bon Accord Centre doing well and should be permanent fixtures in Aberdeen.</p>	<p>As above, the Council is piloting a new Aberdeen Market in an effort to address this by placing local and independent traders at the heart of the city centre.</p>

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	Late night retail opening, temporary pop-up spaces along Union Street where organisations can book for set period of time to bring activity to the vacant unit.	Opportunities for this can be reviewed as part of the Union Street condition survey and ownership investigation.
	Want to see less disused and empty shops, property owners should smarten up and clean shopfronts, maintenance of vacant units is poor, should be stricter rules on shopfronts, want to see nicer shopfronts, consistent shop front signage style, stop cheap signage on Union Street, more rules and consistency for signage.	Visual survey of Union Street to scope, quantify and cost specific maintenance improvements is included in the recommendations of the parent report to this appendix. Guidance on shopfronts is included in the forthcoming City Centre Conservation Area Appraisal.
Streets, Areas, Spaces and Safety	All areas should be clean and accessible, a risk is that the city picks individual streets rather than areas as tourists want to enjoy exploring the city and not find rundown streets and areas once they take a turn or follow a lane, King Street, George Street and very many of the side streets off them are unkempt and neglected, George Street should be included in the masterplan.	Acknowledged. A programme of streetscape improvements is under development. It should be recognised that this must be carried out on a phased basis and recommendations are to start with the Union Street Central area to address the heart of the city centre first. A separate recommendation to include George Street is contained in the parent report.
	Improved pedestrianised connections between Union Street and the railway station, Footdee, and Old Aberdeen etc., make the transition between Union Square and Union Street a nicer experience with a proper walkway or an elevator.	The Aberdeen Market project will address connectivity between the Union Street and the railway station, including improvements to the streetscape. Connectivity to the Beach is currently being developed through the Beach concept design workstream (subject to a separate report).
	More shelter and covered areas to sit, green and living “canopies” over the pedestrianised areas with nice evening lighting would help boost the street, roof over union street, consideration of the weather for any new spaces considered to provide sheltered outdoor areas without unsustainable heating.	Opportunities for greening the city centre are included in the visioning work related to public realm improvements. A roof over Union Street presents challenges in terms of structure, cost and maintenance, but appropriate opportunities for shelter will be considered as part of detailed design work.
	Open up/create galleries/bars etc in the tunnels, underpasses (Carnegies Brae etc), more events happening in the Green, public	There is potential to explore this idea as part of the public realm/connectivity work related to Aberdeen Market.

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	spaces which provide opportunity for practising bands, places to study.	
	No beggars harassing people, more visibility of law enforcement/foot patrols by Police/community wardens to enhance safety, increase warden presence to reduce antisocial behaviour eliminating dark/rough areas that currently exist between shopping areas. Greater support for LGBTQ+ and people with disabilities, feels unsafe at night.	Law enforcement issues are not under direct control of the City Council but can be raised through our partnership working with Police Scotland. The Disability Equity Partnership will be engaged throughout the streetscape design process. Lighting will be a key aspect to ensuring places are perceived as safer.
Outdoors and Café Culture	European Café/bar culture - winter scandi style with heaters (sustainable source) and blankets, especially on Union Street and Castlegate, buskers/street entertainers.	Union Street Central, Union Street East, and Union Street West all seek to improve the main streetscape in the city-centre, enabling an improved pedestrian environment celebrating café culture and promoting the space for events of any nature.  Recommendation for café culture to become permanent in Belmont/Back Wynd Area. Subject to a permanent streetscape solution and transport mitigation.
	Outside spaces for eating and drinking – street food, destination city for craft beer, the Aberdeen Inspired nights at the Green was very successful and encouraged people into that area and meant the area was kept in good condition.	
	An eating marketplace with mixture of different foods, farmer and outdoor markets (dedicated days/time of year), fairs, more live music presence and events, pop-up events, varied outdoor social events, consideration of climate and opportunities for covered areas.	Aberdeen Market project proposal will provide this, linked to enhanced public space.

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<p>Accessibility</p>	<p>More affordable car parking, free parking at weekends, car isn't always enemy if want people to travel in and visit (especially from further afield) need to accommodate for cars, last buses/trains to outer lying areas is not that late.</p>	<p>Free car parking is available at all Park and Ride sites and at Dyce rail station – in excess of 2,500 spaces. The cost of on and off-street car parking is competitive with other cities and charging for car parking is a means of managing them such that available spaces are not sterilised all day by commuters, and therefore support visiting and the local economy. We continue to work with partners in bus and rail to improve the frequency and coverage of services such that these most sustainable modes of transport become the mode of choice for trips that cannot be undertaken by walking and cycling. By managing the car parking, including the provision of blue badge spaces, this means that those trips that cannot be made by other means, can also be accommodated. Free parking was trialled at Chapel Street off-street car park some years ago and this did not result in increased economic activity, rather those who worked near there took up the free spaces for commuter parking.</p>
	<p>Fix road surfaces, alleviate traffic congestion, less cars and less traffic, concern Aberdeen does not have the surrounding road infrastructure to support pedestrianisation.</p>	<p>ACC invests over £3million pounds every year to maintain the road and footway network, but it is recognised that more can always be done – a further £10million is being invested on top of the annual allocation. Traffic congestion has been alleviated to some extent by the opening of the AWPR and Diamond Bridge and further investment is being realised along the Berryden and South College Street corridors. We continue to work with partners in bus and rail to improve the frequency and coverage of services such that these most sustainable modes of transport become the mode of choice for trips that cannot be undertaken by walking and cycling. Traffic modelling, and the recent Spaces for People measures demonstrate that pedestrian capacity can be increased,</p>



		<p>and further measures to support active and sustainable travel are also being explored.</p>
	<p>Dedicated/safe/wider/segregated cycle routes into city centre and to the beach for families and children, safe/plentiful storage for bicycles, bike lockers where Deeside Line exits at Holburn Street, a cycling day where no cars are allowed in the City Centre, improved wider connections and active travel priority – not painted lines where the potholes are, divert money towards cycle infrastructure.</p>	<p>‘In Town Without My Car’ day annual events have been held for several years in September in the City centre, but have been suspended due to covid. These events showcased the many other uses that can be made of the city centre streets for people to enjoy. A revised Active Travel Action Plan has also recently been approved to help guide future investment in walking and cycling infrastructure, informed by public engagement. The ‘Active Travel from Bridge of Don to City Centre’ study was approved in October 2020 and outlines a range of active travel improvements including along the beach area, and this is being considered as part of the beach Masterplanning exercise, with objectives to encourage active travel along the Beach area, and provide safe connections for these modes into the City Centre. Additional cycle racks and maintenance units were installed recently in the city centre and more will be implemented where demand is identified.</p>
	<p>Improve public transport, more welcoming bus station, high cost of public transport, cheaper Family transport tickets (cost of a family ticket coming into city centre is too high compared to bringing a car so easier to travel elsewhere in the shire for activities and attractions than come into the city centre).</p>	<p>The North-East Bus Alliance – a partnership of Aberdeen City, Aberdeenshire, Nestrans, First, Stagecoach and Bains are working in partnership to improve bus services across the region, including information and ticketing. Park and Ride with free parking is available at most main entry corridors to the City as well as at Dyce and Aberdeenshire railway stations.</p>
	<p>Improve access to those with disabilities, for disabilities, cycling as alternative to car disregards, elderly, disabled, and people with babies or young children.</p>	<p>The provision of blue badge spaces already prioritises parking for disabled people who are moving around by car. More will be explored as part of the city centre review. Walking and wheeling (those using prams, strollers, wheelchairs, mobility scooters) are</p>

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		also being prioritised within this review in recognition that the city centre should be a place for people of all abilities.
The Beach	Walking route to beach is difficult and unattractive, need better walking connections to the beach from Castlegate.	Union Street East and Castlegate, together with an access and connectivity study for the Beach, are currently being developed to explore options and address this.
	Need much better bus service between city centre and the beach until later at night, bus routes treat the beach like an outpost rather than a real destination, what about an electric ‘tram’ or shuttle bus between Castlegate, The Beach, Union Street and Union Square, hop on/off transport from parking to the visitor attractions.	
	Links to harbour is missing (Tall Ships), boats should host more harbour or coastal tours, maybe even a boat that would be a permanent fixture on the harbour as a restaurant or for events etc.	Harbour tours are currently offered. Capacity for a permanent fixture at the harbour is currently limited due to operations but could possibly be explored once Harbour South is open. Requires further engagement with Aberdeen Harbour Board.
	Make more of the beachfront as a long stay destination, need to encourage people to have variety of activities and spend entire day at the beach – activity centre, picnic tables, BBQ areas, public park, toilets, coordinated/more parking, evening events, outdoor concert area at the beach, trendy rooftop bars, fish and chips, bucket and spade shops, surf shop, dedicated area for overnight motorhome parking.	All of these issues are currently being reviewed and addressed as part of the Beach masterplan options appraisal and concept development design stage.
	Dominated by shops that offer nothing individual, layout of buildings turns away from the sea.	Agreed that the orientation of existing buildings is poor. Early concept design work seeks to address this issue in any new development.
	No exciting children’s park to attract visitors from further away, Montrose Beach or Arbroath park facilities are better for children	A key component of any redesigned public park at the Beach is incorporating children’s play and activities. This is included in the

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	<p>(paddling pools), beach not welcoming to families, not all families have money to spend in Codonas, paddling/splash park for families, more family swim sessions, outdoor skatepark at the beach, aquarium, children adventure park, wildlife, dolphin and maritime centre.</p>	<p>recommendations in the Beach report to City Growth and Resources Committee on 25 August 2021. A dolphin watch station is planned for Torry Battery.</p>
	<p>Better facilities using the sea itself and more extreme sports activities as the city is lacking in these, sea for water sports, surfing/paddle boarding, small pier to get boat trips into harbour, more extreme sport/rock climbing facilities, boardwalk, running track, adult outdoor gyms, large proportion of seafront used for 1 group – golfers, could be much better utilised for dedicated water sports and events, people to teach about water safety.</p>	<p>The range of sports and leisure activities possible at the Beach is currently under review through that project workstream. All suggestions will be shared will the design team for review and potential inclusion.</p>
	<p>Value the beauty and tranquillity of the 'wilder' end, create a dedicated dog walk park area, beach esplanade can get very crowded so more 'nice' areas for leisure would disperse this.</p>	<p>To be referred to Beach design team for review.</p>
	<p>More public toilets, places for people to wash sand off and change, toilets at the Bridge of Don end of the beach.</p>	<p>This area is outside the current review zone, but can be referred to Operations cluster for review.</p>
	<p>Repair and renovate steps down to the beach, new fencing, re-open the huts at the beach, well maintained access and beach ramps, regular upkeep, and warden presence to enforce littering offences, people to keep it clean, a presence that people can go to, regular beach cleaning, enhance recycling/rubbish incentives and opportunities, enforcement of no dog zones.</p>	<p>Access to the Beach is a key component of concept design work and will be referred to the design team. Maintenance issues to be referred to Operations cluster.</p>
	<p>Improved seating along the beachfront, and 'glass sculpture' viewing areas that provides some relief from the North Sea wind, improved street lighting along entire length of esplanade, cats eyes along beach front path as per riverside drive, lighting along the lower beach walkway.</p>	<p>Appropriate shelter and lighting are important to the public realm at the Beach and will be incorporated as concept design work develops –referred to the design team.</p>

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	<p>Beach Ballroom should open a cafe on the upper floor with views out to sea, more varied events, more music event, photo exhibitions in the Beach Ballroom of Aberdeen through the years to attract visitors.</p>	<p>Regeneration of the Beach Ballroom is a key component of the Beach concept design work, taking advantage of both its character and setting on the coast. These issues will be referred to the design team.</p>
	<p>Stadium close to centre is vital, with a new stadium at the beach, use it for concerts and create spaces for exhibitions and fairs, food and drinks shows, make an area for entertainment, eating and drinking around the stadium so there is a whole family day out in addition to the match, no public money spent on football stadium, redevelopment of Pittodrie would leave beach for other public uses but still allow match day revenue to stay in the area.</p>	<p>The Council is developing a sports and leisure proposal for the area that may incorporate a stadium and links to a variety of additional leisure activity. Should a full business case demonstrate viability, funding sources would be identified at that stage.</p>

### 3 2015 CCMP Review: Existing Projects and Priorities

- 3.1 Since the May 2021 City Growth and Resources Committee, Officers have undertaken a review of projects that have been delivered, what may be considered no longer relevant and recommended additions. These are summarised in the table below.

CCMP PROGRAMME OVERVIEW 2021/22				
REF	PROJECT	STATUS	RECOMMENDATION	TIME
<b>ENERGY &amp; MORE</b>				
EC01	Marischal Square	Multiple Award winning development by ACC in partnership with Muse and AVIVA; completed in 2017 creating 75,000 sq/ft of grade A, BREAM excellent office space which is now home to a range of occupiers including Aberdeen Journals, NHS, KPMG, Ernst and Young, Royal Bank of Scotland, Spaces, NHS Scotland, Chevron, North-East Pension Fund and Tenaris. The site also hosts a 126 Bedroom - Residence Inn by Marriot and around 30,000 sq/ft of leisure/ restaurant space. Leisure occupiers include Costa, ALLBARONE, Mackies and Tony Macarone with the remaining units under offer. The development has high quality public realm integrated with a pedestrian friendly Broad Street and home to the acclaimed Andy Scott artwork 'Poised'. www.marischalsquare.com		Complete
EC02	North Dee Business Quarter	The North Dee Business Quarter is identified as a Business Zone in the Proposed Aberdeen Local Development Plan (PALDP), which has recently been submitted to Scottish Ministers for Examination in Public. The PALDP Vision for this site is as a new Urban Quarter which creates permeable pedestrian connections between the City Centre and River Dee. A new pedestrian bridge to Torry is also envisaged. Potential uses in this area include: retail, business, food & drink, residential and, if required, a new Global Energy Hub.	This site sits outwith ACC control / ownership. Developers of the site are required to undertake their own Masterplanning exercise which complements the CCMP. Retain.	Long Term

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EC03	Aberdeen City Rooms	This project has not been progressed and is no longer considered a priority within emerging infrastructure requirements of the City Centre.	Close out project and remove from CCMP.	Closed
EC04	Global Energy Hub	The Net Zero Technology Centre (NZTC) secured through the Aberdeen City Region Deal is the focus of innovation and technology development within the energy sector.  Since the 2015 CCMP, there are plans for a 70ha energy transition zone, south of the city, to maximise job opportunities from the Aberdeen Harbour expansion and ScotWind seabed licensing rounds for offshore wind farms	Workstream continues,, but remove from CCMP programme	Closed
EC05	Aberdeen Creative Space	Since Aberdeen Art Gallery reopened, a space has been provided for local creative producers to retail their content and develop their customer base. “Shop at the Top” pilot project rotates a number of producers every quarter and officers will respond to any demand for a further flexible city centre presence as required. Discussions ongoing with Gray’s School of Art to define spatial requirements for students/graduates activity in City Centre.	Retain	Short/ Medium Term
EC06	Aberdeen 365	The Event 365 Programme has been a key component of the City's cultural offering, delivering a host of successful events within the City Centre since 2015. These events have included the Great Aberdeen Run, Tour Series, Spectra - Aberdeen's Festival of Light, NuArt, Look Again Festival, Aberdeen Jazz Festival, and True North. In September 2021, the final stage of the 2021 Tour of Britain comes to the region for the first time, scheduled to take place September 2022.  Relaunch Events 365 Programme in line with government advice approved by CG+R May 21.	Retain and ongoing throughout the year	Short Term
EC07	Aberdeen Art Gallery	Since opening in November 2019 to lockdown in March 2020, the Gallery received 110k visits. Currently running at 2k visits per week. Growth evident since the British Art Show opened.		Complete 2019

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EC08	New Hotel Development	Two of the new hotels listed in the 2015 Masterplan are complete - the Residence Inn by Marriott in Marischal Square and the Sandman on St Andrews Street. As part of the TECA development and P&J Live, two further hotels were developed on that site	Current over-provision of hotels in the city centre – recommend closing out workstream.	Closed
EC09	Mither Kirk Project	Officers understand that the Open Space Trust are still interested in their plans for this important building. Union Street Central public realm proposals may encourage footfall into and greater use of the Kirkyard.	Not progressed at this time. Retain	Medium Term
EC10	Music Hall			Complete 2018
EC11	Aberdeen Works	European Structural Fund funded. Progress through Positive Partnerships project closed. ABZ Works brand developed to deliver range of employability support and apprenticeships through number of Scottish and UK Government funding streams. This will increase from 1 April 2022 with introduction of No One Left Behind Phase 2.	Ongoing - retain	Long term
EC12	Hotel Academy	Opportunity North-East (ONE) is delivering a skills programme 'Best in Class Hospitality'. The first cohort of Hospitality Apprenticeship North-East graduates will complete this year and recruitment underway for September 2021. More industry hotel & hospitality companies signed up.	This no longer requires a dedicated construction intervention. Retain as a virtual workstream	Short/Medium term
EC13	Retail Academy	We have seen a lot of national retail closures across the UK, including Aberdeen. ACC, through Aberdeen Works/ABZWorks is supporting Partnership Action for Continuing Employment and will revisit with Skills Development Scotland the approach to retail and hospitality skills.	This no longer requires a dedicated construction intervention. Retain as a virtual workstream	Short/Medium term
<b>CITY FOR PEOPLE</b>				
-	City Centre Living	206 Union Street. Acquired by HRA for redevelopment and upgrade. 28 no 1-bedroom units. Feasibility/ options study currently being progressed to bring the units to modern/ sustainable standard.	Retain	Short Term

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		Since 2018 planning applications for change of use for a total of 71 residential units have been approved across ten addresses in Union Street		
CM01	Castlehill	Refurbishment and new housing Review of whole life costs and options appraisal for multi storeys is currently underway and due to be reported early 2022. Multi-storeys are now listed Category A.	Retain	Short/Medium Term
CM02	Queen Street	<p>Land acquisition of the former University of Aberdeen surface car park and 12 Shoe Lane now complete.</p> <p>Police Scotland now occupying Marischal College LG. Decommissioning of Police Scotland HQ currently underway. Police Scotland HQ land acquisition scheduled for end January 2022. Demolition to commence February 2022. May CG+R approved work programme including procuring necessary demolition contracts for Queen St (Police HQ and Shoe Lane).</p> <p>Joint Integrated Mortuary Full Business Case (prepared in partnership with NHS Grampian) is now complete. ACC and NHS currently reviewing funding options and cost share among partners. Given the proposed demolition programme for Queen St Police HQ and impact of Covid-19 on the Mortuary delivery programme, it is necessary to consider temporary mortuary facilities.</p> <p>Scottish Courts and Tribunal Services redesign post Covid-19 Feasibility Study to be agreed with SCTS.</p> <p>Market Analysis including commercial, residential, retail, civic uses, sales and rental forecasts, risks, economic forecast and demographic analysis to be undertaken.</p> <p>Development Appraisal and Funding Strategy to be developed.</p>	<p>Project is on-going. Retain.</p> <p>Recommendations include:</p> <ul style="list-style-type: none"> <li>• procuring demolition contractor (Sep-Nov 21)</li> <li>• mortuary funding proposal to be reported (Nov 21 – or sooner)</li> <li>• temporary mortuary provision to be scoped and costed to cover interim period between demolition of Queen St and construction of new facility (Sep-Nov 21)</li> <li>• market analysis (to link to city living update) (Sep-Nov 21)</li> <li>• procure development partner (Sep 21- Mar 22)</li> </ul>	Short/Medium Term



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		<p>Soft Market Engagement.</p> <p>Procurement of Development Partner September 2021- March 2022.</p> <p>Continues to be promoted at national inward investment events through Invest Aberdeen.</p>		
CM03	Torry Waterfront (south bank)	<p>The Torry Waterfront site is identified as a new residential led development in the Proposed Aberdeen Local Development Plan (PALDP), which has recently been submitted to Scottish Ministers for Examination in Public.</p> <p>This site sits outwith ACC control / ownership. The PALDP Vision for this site is a new residential development, linked by a new pedestrian bridge to the North Dee Quarter. Developers of the site will require to produce their own Masterplanning exercise which complements the CCMP. In addition to residential, potential ground floor uses include retail, food &amp; drink and, if required, a hotel academy.</p>	Retain	Medium/ Long term
CM04	Regent Quay	<p>This project was related to Shore Porters premises which is not available. Aberdeen Harbour Board is focusing on harbour expansion to the south of the city. A future exercise examining their north harbour estate will be undertaken once Harbour South is complete.</p>	Retain	Medium term
CM05	Woolmanhill	<p>Application P160802 for Change of Use to residential and hotel development was approved in 2018. This site sits outwith ACC control / ownership.</p>	Retain	Medium Term

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<p><b>CM06</b></p>	<p><b>Aberdeen Indoor Market</b></p>	<p>An Outline Business Case was agreed in May 2021. Vacant properties former Indoor Market and BHS store are now in Council ownership. Application to UK Government Levelling Up Fund submitted 18.06.21. for £20M toward project costs. Demolition consents applications have been submitted. Detailed design and Planning Application currently under preparation to support a full business case. Market Operator procurement to commence following Committee approval. Linked to Union Street Central streetscape.</p>	<p>CG+R Committee instruction to purchase property and develop new Market proposals. Retain</p>	<p>Short Term</p>
<p>CM07</p>	<p>Bon Accord Centre</p>	<p>Planning application (P170353) for mixed-use development comprising retail, food &amp; drink, office, hotel, residential was approved in 2017, subject to a legal agreement which has yet to be signed. Planning application (P210076) for new cinema, shops, food &amp; drink etc was submitted in January 2021 and is currently pending consideration.  Ground floor of John Lewis building is currently operating as a Covid vaccination centre. Schoolhill/Upperkirkgate public realm linked to this.</p>	<p>Officers continue dialogue with the Bon Accord Centre (incorporating St Nicholas Centre) and John Lewis Partnership in relation to George Street and options for redevelopment. Retain</p>	<p>Short/Medium Term</p>
<p>CM08</p>	<p>Independent Aberdeen</p>	<p>Piloted through the City rescue plan, Winter Village 2019 and Shop at the Top at AAG independent markets. Also at Bon Accord Centre where traders have been using the Mall. Capacity for independent local business will be included in the development of Aberdeen Market.</p>	<p>Ongoing - retain</p>	<p>Short Term</p>
<p>CM09</p>	<p>St Nicholas Centre</p>	<p>As above in relation to the Bon Accord Centre (Under the same ownership and management). Officers continue dialogue with the Bon Accord Centre (incorporating St Nicholas Centre) and John Lewis Partnership in relation to George Street and options for redevelopment.</p>	<p>Retain</p>	<p>Short/Medium Term</p>

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CM10	Trinity Centre	<p>Station Gateway Development Brief prepared 2016.  Redevelopment of Atholl House – planning application (P160792) for mixed use development (student accommodation, hotel, retail, food and beverage) approved in 2018.  PoAN for c.250 flats and 1,500 sq mt of commercial / retail submitted in February 2021.  Outwith Council ownership and control.</p>	On hold, retain	Medium/Long Term
<b>CM11</b>	<b>Union St Cons. Area Improvement</b>	<p>The Union Street Conservation Area Regeneration Scheme (CARS) is a £2.4 million building conservation launched in November 2017. Progress has been impacted due to COVID-19 so Historic Environment Scotland has granted a year extension to the scheme (now due to complete in June 2023). Activity is now increasing again as restrictions ease and good progress is being made in all areas, with the Priority Projects continuing to be developed.</p> <p>In January 2021 an update to the Union Street Conservation Area Character Assessment was approved by PDMC Members for public consultation, the results of which will be presented to PDMC in August 2021. The proposed update to the Conservation Area includes amendments to its boundaries, a change in name to become the City Centre Conservation Area, and a fully reviewed appraisal document relevant to the current socio-economic context and the CCMP refresh.</p> <p>The Council delivers CARS in partnership with Historic Environment Scotland, Aberdeen City Heritage Trust and Aberdeen Inspired, has established this CARS scheme which aims to encourage the repair and enhancement of the physical fabric of properties within a defined area of Union Street Conservation Area. The £2.4 million funding is provided by Historic Environment Scotland (£1,177,104), Aberdeen City Council (£1,177,104) and Aberdeen Inspired (£50,000).</p>	Ongoing CARS extension to Jun 23 Character Area Appraisal to PDMC Aug 21	Short/Medium Term

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CM12	Union Square	<p>Planning application (P152005) for extension to Union Square shopping centre to provide additional mixed use floorspace approved in February 2016. This would potentially include retail, food &amp; drink, hotel and leisure</p> <p>A £8million redevelopment of Aberdeen railway station by Scotrail is currently underway and due to conclude in Winter 2021.</p>	Retain	Short/Medium Term
<b>LIGHT OF THE NORTH</b>				
EN01	Broad Street	Improved setting for Marischal College/Marischal Square. Improved pedestrian space, cycle access and water feature.		Complete 2018
EN02	Guild Street	<p>A £8million redevelopment of Aberdeen railway station by Scotrail is currently underway and due to conclude in Winter 2021.</p> <p>New proposals for the Aberdeen Market will consider the journey from Union Street down to Guild Street, the bus and railway stations and Union Square.</p>	Ongoing - Retain	Short/Medium Term
EN03	Justice Mill/ Langstane Place/ Windmill Brae	<p>A report detailing the objections to proposals for an overnight prohibition of motor vehicles on Justice Mill Lane / Langstane Place / Windmill Brae went to Operational Delivery Committee on 5 March 2020.</p> <p>The committee resolved to wait for the prioritised delivery programme of transport interventions from the Chief Officer - Strategic Place Planning and Chief Officer - Capital before determining its position on the proposed overnight prohibition of motor vehicles on Justice Mill Lane/Langstane Place/Windmill Brae etc as outlined in the report.</p>	On hold	Medium Term
EN04	<b>Rose/Thistle/ Chapel Street</b>	Under consideration as part of the visioning work around streetscape and public realm in the City Centre. Further detail in this report section 12.7	Ongoing - Retain	Short Term
EN05	<b>Union St</b>	Currently under review as part of City Centre Public Realm interventions.	Ongoing – Retain	Short Term

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	<b>Union St Central</b>	Union Street Central visioning undertaken in to support Levelling Up Fund application. Visioning work complete August 2021  Further detail in this report section 12.4	Ongoing – Retain	Short Term
	<b>Union Street West</b>	Visioning work complete August 2021  Further detail in this report section 12.6	Ongoing - Retain	Short Term
	<b>Union Street East</b>	Visioning work incorporating Castlegate complete August 2021.  Further detail in this report section 12.5	Ongoing - Retain	Short Term
<b>EN06</b>	<b>Upper Kirkgate/ Schoolhill</b>	Visioning work complete August 2021. Design work incorporating Belmont Street and Back Wynd café culture area to be undertaken with full stakeholder engagement.  Further detail in this report section 12.8	Ongoing - Retain	Short Term
EN07	Bon Accord Square	CCMP promotes minor changes - removal of car parking and enhanced greening. On hold pending Union Street delivery programme.	Ongoing - Retain	Medium Term
<b>EN08</b>	<b>Castlegate</b>	Currently under review as part of City Centre Public Realm interventions. Linked to both Union Street East visioning (EN05) and Beach connectivity study. Visioning work complete August 2021. Further detail in this report section 12.5	Ongoing - Retain	Short Term
EN09	Golden Square	On hold whilst public realm projects for Union Street West are considered. Currently part occupied by temporary licenced premises.	On hold	Medium Term
EN10	Union Terrace Gardens	On-going due for completion February 2022 Pavilions are currently being actively marketed with interest shown from potential occupiers.	Ongoing - Retain	Short Term

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EN11	Aberdeen in Colour	Project report completed. Outcomes to be incorporated in emerging streetscape and public realm proposals.	Ongoing – Retain and incorporate in public realm projects	Short/Medium Term
<b>THE CONNECTED CITY</b>				
IN01	Walkable Aberdeen	<p>16 information totems have recently been installed and a further 2 will be installed at the railway station and Aberdeen Harbour following appropriate permissions. This provides a total of 72 across the City Centre.</p> <p>The approved Roads Hierarchy is being implemented to enable to traffic to access the City Centre as a destination rather than as a through route, with traffic being directed to car parks on their approach, and being guided back out the same way.</p> <p>The proposed Low Emissions Zone (LEZ) will also prohibit non-compliant vehicles from entering the zone boundary, and if approved for implementation will be implemented in spring 2022 and enforced from spring 2024.</p> <p>The 20mph zone in the City Centre has been expanded – this is one of the short term Sustainable Urban Mobility Plan (SUMP) active and sustainable travel measures.</p> <p>An accessibility group has emerged from the Spaces for People stakeholder groups, which will be useful to inform future improvements to the Public Realm as details are developed – Accessible City Transportation Users Group. Members includes representatives from the Disability Equity Partnership, local bus operators, local cycle groups and more recently taxi representatives. Within the Spaces for People Initiative, this group shaped access for all to buses at the temporary stops and the public information about eg the temporary changes to disabled parking bays and taxi ranks.</p>	Ongoing – Retain Linked to public realm projects above	Short/Medium Term

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		Additional improvements for walking and wheeling will also continue to be explored as part of the City Centre Public Realm interventions.		
IN02	City Centre Parking	<p>The success of the North-East Bus Alliance bid to the Bus Priority Fund will enable the continuation of business cases to deliver active and sustainable travel measures along the 4 main corridors from the main towns in Aberdeenshire to the City Centre - A92 North, A96, A944/A9119 and A92 Anderson Drive/ South. Park and Ride exists on 3 of these corridors (with one planned on the southern approach to the City) and the funding will also enable the business case for Aberdeen Rapid Transit to be developed, with interchange a key part of this.</p> <p>The previous parking review recognised that locations of existing car parks around the City Centre are co-located with the main corridor approaches and therefore are ideally situated to support the objectives of the CCMP. The future of car parking across the city will be considered as part of the review of the Local Transport Strategy (LTS) which will have consideration of all of the ongoing transport studies. Appropriate Electric Vehicle charging points will require to be incorporated in any parking provision review.</p> <p>The City’s Car Club continues to play a major role in giving people access to high quality, low polluting cars without the costs of ownership. Car Club support remains part of the planning development management process to minimise the demand for single occupancy car use. One car club car can replace 10 privately owned cars. The current contract is due to expire in 2022 and a new contract recognising the need to reduce CO2 emissions, improve air quality, improve social equality and justice, is currently being prepared to enable a car club to continue to be a sustainable transport option for all.</p>	Ongoing -Retain	Short/Medium Term

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		<p>The Local Development Plan 2017 includes polices focusing on carparking requirements and sustainable transport. Policy T2 - Managing the Transport Impact of Development and Policy T3 - Sustainable and Active Travel both seek to support sustainable modes of transport while providing appropriate levels of carparking. These policies are supported by Supplementary Guidance: Transport and Accessibility which sets out the detail supporting these polices.</p> <p>In the Proposed Aberdeen Local Development Plan 2020 these polices are updated under Policy T2 – Sustainable Transport and Policy T3 – Parking. Within the City Centre a zero parking policy is proposed for all new developments recognising air quality / climate change objectives.</p>		
IN03-05	City Centre Cycle Network	<p>There are cycle measures within the SUMP, some of which were due to be implemented as part of the short-term programme but were paused due to Covid. These will be reviewed together with the medium and long-term measures alongside the development of the Public Realm interventions.</p> <p>Cycle measures were also identified in a recent Active Travel from Bridge of Don to City Centre study, including the Beach area. These will be reviewed as part of the preparation of the Beach Masterplanning exercise in parallel with the Public Realm initiatives and the SUMP to ensure cycle connectivity from the city centre to the beach.</p> <p>A contract has been let to Big Issue ShareBike to deliver an e-bike hire scheme across the City. The aim is to have around 400-500 e-bikes available for hire across the city, including City Centre. There have been delays in procuring the bikes due to Covid, and these are now being resolved with a view to the scheme being operational in Spring 2022.</p> <p>Additional cycle parking and new maintenance stations were implemented in the city centre as part of the Spaces for People initiative. The demand for additional secure cycle storage and</p>	Ongoing – Retain Incorporate in public realm proposals where appropriate.	Short/Medium Term



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		<p>maintenance facilities will continue to be explored as part of the development of the Public Realm Initiatives. Additional improvements for cycling will also continue to be explored as part of the City Centre Public Realm interventions.</p>		
IN06-07	City Centre Bus Network	<p>The success of the North-East Bus Alliance bid to the Bus Priority Fund will enable the continuation of business cases to deliver active and sustainable travel measures along the 4 main corridors from the main towns in Aberdeenshire to the City Centre - A92 North, A96, A944/A9119 and A92 Anderson Drive/ South, as well as a specific package of measures within the City Centre. The funding will also enable the development of the business case for Aberdeen Rapid Transit, a high-quality step change in public transport provision.</p> <p>The City Centre package includes bus priority on Bridge Street, Guild Street, Market Street and Union Terrace, building on previous transport modelling on the CCMP strategic transport interventions, and more recent work to develop the proposed LEZ.</p> <p>Whilst the Bus Priority Fund is specifically for bus priority and other measures to reduce the impact of congestion on bus journey times and punctuality, the North-East Bus Alliance continues to work in partnership to improve bus stop infrastructure, information and ticketing, with the recent introduction of digital bus stop timetables at key bus stops, tap and cap fares, digital off and on-board ticket payment as examples. Both major bus operators continue to upgrade their fleet to greener fuel, in particular hydrogen.</p> <p>Opportunities to improve the visitor experience at the bus station will be explored and access/ egress to the bus station will be significantly improved by the implementation of bus priority as described above.</p>	Ongoing - Retain	Short/Medium and Long Term
IN08	Aberdeen Station	<p>A £8million redevelopment of Aberdeen railway station by Scotrail is currently underway and due to conclude in Winter 2021.</p>	Ongoing - Retain	Short Term

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IN09-10	Rail Network	<p>An airport rail link has been explored but found to be impractical due to high capital costs, the need for land purchase, property demolitions and impacts on the existing line between Aberdeen and Inverness. However, there is now a 24-hour bus service from the City Centre to the airport and further means of enhancing public connectivity with the Airport and TECA is being explored through the Bus Priority Fund's Aberdeen Rapid Transit proposals.</p> <p>The recent railway improvements, and in particular the re-doubling of the Aberdeen to Inverness railway line and the re-opening of Kintore railway station has facilitated the introduction of a local rail service linking Montrose to Inverurie.</p>	<p>IN09 is now closed as this will not be taken any further forwards.</p> <p>IN10 is now complete.</p>	<p>Closed</p> <p>Complete</p>
IN11-12	Resilient Utilities	<p>Accelerate Aberdeen and District Heating Network programmes. Potential link to sports and leisure development at Beach for example.</p>	Ongoing - Retain	Short/Medium Term
IN13	Underground Bin Storage	<p>Cost and engineering prohibitive. A review and co-ordination of refuse collection across all providers is required to better manage access. This will be carried out as part of the engagement and detailed design stages of streetscape and public realm work.</p>	Ongoing -Retain	Short Term

## 4 Economic Context

- 4.1 City Growth continues to review the economic trends and with the monthly economic bulletin and the Council's independent Economic Policy Panel Report (due November 2021) will monitor the economic trends in the city and region. The Economic Report will produce a set of recommendations based on the region's progress to date in response to the regional economic strategy.
- 4.2 At the same time as the work on the CCMP Review, the UK Government and Scottish Government have been developing new funding and investment schemes around Levelling Up and Place Based investment. The CCMP and the adopted Local Development Plan in June 2021 will provide opportunities for interventions to align to these new funds, and also potential themes in the Share Prosperity Funds when they open in 2022. At the same time the CCMP aligns to both the UK Government and Scottish Government Climate Change plans, and in particular opportunities for the H2 Aberdeen programme in transport and mobility.
- 4.3 In response to downward pressure on commercial property occupancy, in the medium to long term, energy transition projects as they develop in the city region could in turn generate new demand for new space in the city centre. Significant progress continues to be made with completion of Aberdeen Harbour expansion, the ETZ and a submission in July 2021 of an expression of interest to the Scottish Government for a Aberdeen City/ Peterhead Freeport. The Council is also in the middle of a procurement of a Joint Venture partner for the Aberdeen Hydrogen Hub and these developments are all attracting new inward investment enquiries and interest.
- 4.4 In response to changing shopping patterns, and the effects of Covid-19, a new 2021-2026 business plan for Aberdeen Inspired has been published. Officers will work with the BID to align elements of the Business Gateway support to independent city centre businesses.
- 4.5 Local employability partnerships continue their work in preparing for the acquisition of the required Net Zero skills. There is an opportunity for these important city centre recovery services to have a 'satellite' presence in the city.
- 4.6 Post pandemic, a more fundamental change to how the Aberdeen City Centre operates is expected. In a global trends study of retail in 2020 produced by KPMG, three trends were identified:
- Trend 1 - the days of being able to drive growth through physical stores are over
  - Trend 2 - nearly two thirds of consumers around the world said they would decide to either buy/boycott a brand based on its position on a social/political issue
  - Trend 3 - expect to see a flurry of investments on improving the value of existing assets over the coming year
- 4.7 The trends continue to evolve but despite the ongoing uncertainty and ambiguity of what the fully integrated retail experience will be – we do need to take some action in the short term. Our response to the "High Street" challenge must be to try and create a city centre that takes advantage of under-utilized

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space and brings vitality back to the high street – by creating the conditions for a change in or new uses. As a local planning authority, a public landlord, and a licensing authority, the Council can play an important role in supporting “meanwhile use”. Such strategies can allow and incentivise temporary use of under-used and vacant spaces by businesses and community organisations in the short term as we consider what the medium- and long-term response could be. Our responses in the short, medium and long term must be guided by understanding what the human desire for contact and socialising is post the pandemic as well as ensuring any interventions are focused on the long term economic and environmental ambitions of the city.

- 4.8 Work has continued on the development and delivery of a number of further CCMP projects throughout the last 12 months and some of these are due to be completed within the defined “short term”, picking up on the Council’s 2020/21 Socio-Economic Rescue Plan and supporting short term interventions – Events 365, AAGM Exhibitions, Revisit City Centre Campaign and the opening of Provost Skene’s House – all will attract additional footfall reflecting anticipated increase in demand for safe outdoor, attractive and entertaining public spaces.

## 5 Policy and Procedures

- 5.1 On 22 July 2021 the Proposed Aberdeen City Local Development Plan (PLDP) was submitted to Scottish Ministers for Examination in Public. The PLDP supports a strong and thriving city centre, identifies the transformational projects identified in the City Centre Masterplan, and requires that development proposals within the city centre contribute towards the wider aims of the City Centre Masterplan and its vision. Officers within Strategic Place Planning will soon begin the process of preparing non-statutory planning guidance (Aberdeen Planning Guidance) to support the Local Development Plan further to its Examination. This Guidance will reflect the changing needs of the city centre and this review of the City Centre Masterplan.
- 5.2 Officers in Strategic Place Planning have also recently completed production of, and public consultation on, an updated Conservation Area Character Appraisal for the City Centre. This Appraisal will be considered by the Planning Development Management Committee on 19 August 2021. The City Centre Masterplan review complements this exercise and together, both documents will be powerful tools in ensuring the heritage of the City Centre is protected and enhanced.
- 5.3 There is an extensive planning history in relation to civic interest in protection of amenity and character of Union Street and more generally in recognition of its importance in terms of both townscape and planning history. As shown by the recent CCMP Simulator exercise, despite policy and guidance there is ongoing public and civic concern regarding the function, vibrancy, character, and amenity of Union Street. The Council's Planning Enforcement Charter is committed to pursuing meaningful enforcement action for buildings and shopfronts on Union Street. The Council can serve notices on property owners requiring them to improve and repair properties through Part VI of the Town and Country Planning (Scotland) Act 1997, Regulations 24 to 26A of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984, and Chapter IV of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997. This legislative framework already allows the Planning Service a number of different options depending on the works that need to be carried out to improve the properties.
- 5.4 Initially, the Planning Service would seek to contact the building owners, make them aware of their requirements in terms of the stewardship of listed buildings within the city centre and advise them of grants and support that may be available through the Union Street Conservation Area Regeneration Scheme. This process can take some time depending on the circumstances of the case and the willingness of the building owners to engage, however has recently yielded positive outcomes. The Planning Service has to carefully consider the time spent in pursuing a positive outcome, mindful that where there is an unwilling owner, the ultimate resolution may be the Council taking direct action or pursuing a Compulsory Purchase Order. Such options may be quicker, however they are considerably more costly and resource hungry and may leave the Council open to risk.

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- 5.5 Following approval of the CCMP, in 2016 the Planning Development Management Committee instructed Officers to undertake enforcement action as considered necessary to rectify specific breaches of control. Recent examples include issuing an Urgent Work Notice for 28-32 Marischal Street (July 2021) to address the significant risk of building fabric decay due to long term vacancy and lack of maintenance. A number of other notices have also been served since approval of the CCMP for unauthorised works, including signage and lighting.
- 5.6 A further review of enforcement work on Union Street is currently under way in light of the results of the CCMP Simulator. This review will set out the steps that need to be taken in order to establish contact with owners of vacant, underused and defective buildings and engage with them to try to bring buildings back into use or to improve their current condition. The review involves carrying out an updated condition survey on Union Street (covering Castlegate). The pilot survey has already been completed (July 2021) and it is expected that data collection will be completed by mid-September 2021.
- 5.7 Appropriate enforcement action also complements the works being carried out to historic properties on Union Street as part of the Union Street Conservation Area Regeneration Scheme (CARS) and could improve the possibility of future HES funding.
- 5.8 The Chief Officer (Governance), in conjunction with Chief Officers (Strategic Place Planning) and (City Growth), was instructed to undertake a review and evaluation of all existing powers available to Council to drive the return of footfall to the city centre and incentivise city centre living. Officers have undertaken an initial assessment of the powers relating to Local Authorities that potentially could impact on the city centre and how they could be utilised. As elected members will be aware the expanse of powers is significant and cover a wide range of areas including:
- Alignment of processes
  - Alcohol byelaws
  - ACC owned outdoor areas activity made permanent
  - Encourage markets/small stalls
  - Common good funding
  - Appropriate use of antisocial behaviour powers
  - No Footway Parking Zone / Pavement Parking
- 5.9 Some powers have already been implemented by the Council, including a review of the Licensing Board Policy Statement, where the policy on licenced hours was significantly altered to permit a more entrepreneurial approach. The Council also has a current Byelaw - Aberdeen City Council (Drinking in Public Places) Byelaws 2009 - which makes it an offence to consume alcohol which is not in a licenced premise. As part of the latest ten-year review of the Byelaw, Police Scotland confirmed that they continue to be supportive of it being in place and would wish to see it remain in force. The Procurator Fiscal confirmed that from an enforcement perspective, they had encountered no difficult with the wording of the existing byelaw.
- 5.10 As projects are taken forward due cognisance will be taken of potential benefits of amending any powers the Council may have and the potential impact this would have on future projects. Specific recommendations related to alignment of process and use of ACC outdoor areas are included in the parent report to this Appendix.

## 6 Sustainability / Net Zero

- 6.1 The 2015 CCMP recognised the critical value of integrating sustainable development and environmental thinking and interventions into the Masterplan Objectives and projects to ensure a safe, attractive, productive and future focused City Centre, including enhanced connectivity, facilitating increased active and sustainable travel, strengthening our approach to urban greening and so on. Since this time, the current and future impacts of the Climate and Nature Crises on all aspects of society are becoming far more evident as well as significantly more prominent in public and political thinking and responses at national and local levels.
- 6.2 The intervening period has seen significant national statutory and policy advancements, including commitments, policies and interventions aimed at reducing poverty, improving health and wellbeing, reducing emissions while capitalising on economic opportunities and ensuring a just transition and reducing the potential for harm from both the acute and chronic risks of our changing climate. The Climate Change (Scotland) Act 2019 put in place a national Net Zero emissions target of 2045 alongside many associated policy interventions as articulated in the Scottish Government's Climate Change Plan update.
- 6.3 In our response, Aberdeen City Council have produced and approved in March 2021 a Climate Change Plan for our assets and operations, as well as advancing on our Citywide climate journey through a Net Zero Vision and associated Route-map, both aligning to the 2045 Net Zero target as well as addressing associated issues of greening our city. In addition, Aberdeen Adapts – Aberdeen's climate adaptation framework – is being refreshed to account for the emerging risks to the city from the current and future impacts of our changing climate, including more extreme weather events, significantly increased urban heat and so on.
- 6.4 Aberdeen City Council have also approved the signing of the Glasgow Food & Climate Declaration and Edinburgh 'Biodiversity' Declaration, in advance of the associated UN Global Climate Conference (COP26) in Glasgow and the UN Global Biodiversity Conference (COP 15) in China, both this year. Our signatories to these declarations are our recognition of the significance of these issues, our international call to action on them, as well as our own commitment to act at a local level through areas we both control and influence, e.g. this CCMP.
- 6.5 Community Planning Aberdeen also recognises and is committed to collective action on the issues of climate and nature through the LOIP and associated structures and projects, such as through targets and projects to address access to and involvement with green spaces, including food growing, climate change mitigation and resilience and managing more land for people AND nature.
- 6.6 The environmental issues of climate and nature are complex, interconnected and inseparable from our economic, social and physical policies and infrastructure. Changes to one affect all others. This interconnectedness has been further exacerbated

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and highlighted by the COVID-19 pandemic and societal responses to it. Therefore, our recovery needs to address these issues collectively and holistically, seeking to ensure that objectives and interventions form part of our advancement and not contrary to it, e.g. reducing emissions, not increasing them. At this time, it becomes more critical to ensure associated CCMP objectives are embedded and delivered and CCMP projects

should do everything possible to align with our existing and emerging climate and nature commitments, targets, strategies, policies and plans, e.g. LOIP refresh, Council and City Climate Plans, Food Growing Strategy and the emerging Tree & Woodlands Strategy and Plan and Open Space Audit & Strategy refresh, to name a few.



## 7 Culture / Tourism

- 7.1 The City of Aberdeen has a rich array of cultural assets including historical buildings, traditional theatres, arts centres, an arena complex, a music hall, libraries, archives, museums and galleries, and a varied programme of cultural events which attracts a growing number of visitors. History and culture are within the top three motivators for overnight visits to Aberdeen and Aberdeenshire, reflecting the importance of these assets and the wider cultural sector to the visitor economy. The top five visitor attractions alone manage to attract over 1.5 million visitors on a yearly basis and the sector makes a significant contribution in terms of GVA to the city's economy, generating approximately £425 million in tourism expenditure in the city.
- 7.2 The Event 365 Programme has been a key component of the City's cultural offering, delivering a host of successful events within the City Centre since 2015. These events have included the Great Aberdeen Run, Tour Series, Spectra - Aberdeen's Festival of Light, Granite Noir, NuArt, Look Again Festival, Aberdeen Jazz Festival, and True North. Looking forward to 2021, Aberdeen City Council are working with Aberdeenshire Council and other regional and national stakeholders to bring the final stage of the 2021 Tour of Britain to the region for the first time, with the grand depart scheduled to take place September 2022.
- 7.3 2018 marked the completion of the major transformation of the Aberdeen Music Hall following a £9m refurbishment, The redevelopment has seen the auditorium restored, two new studios, a café bar, restaurant and full accessibility. The redevelopment garnered the building's operator, Aberdeen Performing Arts, numerous local and national awards and accolades including 'highly commended' by Civic Trust Awards, Community Benefit category of the Royal Institute of Chartered Surveyors Scotland (RICS) awards and 'Business of the Year'.
- 7.4 P&J Live, opened in September 2019, the £333 million complex, delivered by Aberdeen City Council in partnership with Henry Boot Developments, replaced the Aberdeen Exhibition Conference and Centre (AECC) with 48,000 square metres of multi-purpose event space. The development won the RICS Social Impact award and has been recognised for its commitment to sustainability, achieving an excellent rating in BREEAM which is the highest environmental standard possible. Since opening the venue has hosted the prestigious BBC Sports Personality of the year as well as range of international music performers.
- 7.5 This year will also mark the completion of another key Masterplan tourism project, Provost Skene's House is set to reopen as a new visitor attraction after a £3.8 million renovation. Built in the 16th century, Provost Skene's House is one of Aberdeen's few remaining examples of early burgh architecture. The building is set to become the home to a Hall of Heroes, celebrating the achievements of people from the City and North-East who have had an impact globally both historically and in current times.

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- 7.6 Aberdeen's Art Gallery is another of the City's key assets, reopening in 2019 following a transformation refurbishment which saw Nick Van Jonker from Hoskins Architects receive the Supreme Award from Glasgow Institute of Architects for the Art Gallery Redevelopment project. Since reopening the Gallery has hosted a number of exhibitions and events, including Martin Parr – Think of Scotland and the BP Portrait Award 2020.
- 7.7 After lockdown restrictions were eased, the Art Gallery reopened to the public on 26 April 2021. The British Art Show opened on 10 July and will run until 10 October. The Show features substantial survey of the best of British art created in the past 5 years with Aberdeen as the only Scottish venue of the 4 touring partners. Hosting this prestigious show was made possible with support from Creative Scotland (approx. £33,000) and the major expansion of exhibition space at the gallery. The national press has highlighted Aberdeen's place on the culture circuit with articles in the Guardian and Telegraph, as well as arts press and Scottish media outlets.
- 7.8 As well as hosting a number of exhibitions and events, the Aberdeen Art Gallery has been awarded a number of prestigious awards, including the Civic Trust Awards "National Panel Special Award" for 2021, which recognises projects that make an outstanding contribution to the quality and appearance of the built environment. Award level schemes demonstrate excellence in architecture or design, whilst being sustainable, accessible and provide a positive civic contribution.
- 7.9 The Art Gallery was awarded joint Museum of the Year Award by the Art Fund in October 2020 and will hold that title until the end of September 2021. This was the first time the award was shared between all 5 finalists in recognition of the challenges of Covid. Prize money of £40,000 has been allocated to a new programme of micro-commissions supporting local creative practitioners, with their commissions entering the city's contemporary art collection.

## 8 Residential

- 8.1 Delivering good quality housing in the City Centre is an important aspect of any successful city, and this is certainly the case for Aberdeen. Aberdeen is fortunate to have a City Centre of national importance in terms of its architectural heritage and streetscape. This is recognised in its status as a conservation area and in the number of listed buildings within the City Centre. The predominant material used in much of its architecture is locally sourced granite, a material for which Aberdeen is famous.
- 8.2 However, with this incredible heritage comes a number of challenges. Delivering housing within many of these buildings can be difficult and costly. This was recognised in the City Living Study which was commissioned by the Council and identified the cost associated with developments in the City Centre can make them unviable. While steps have been taken to address this, as will be discussed below, costs are not the only challenges.
- 8.3 In addition to this the City Centre is an Air Quality Management Area which generates a number of additional challenges around converting buildings to residential use. The recently approved Low Emission Zone consultation aims to address this and will be an important step in making the City Centre more attractive.
- 8.4 Other developments such as Union Terrace Gardens, the Music Hall and the Art Gallery refurbishment will also improve the attractiveness of the City Centre, but as the recent simulator exercise has shown, the condition of Union Street is still raised as a challenge. The level of traffic and the lack of green spaces compound these challenges, and all of these will need to be addressed.
- 8.5 While transportation is dealt with in Section 11 below, the following are steps and initiatives area being undertaken to address some of the other challenges.
- Developer Obligations and Affordable Housing*
- 8.6 In September 2018 the Council introduced the Affordable Housing Wavier which was to exempt development within a defined boundary around the City Centre from the requirement to provide affordable housing. The provision of affordable housing (25% of the units delivered on a site) was seen as a significant obstacle to developers taking on often expensive and complex developments in the City Centre. This had been highlighted in the City Living Study undertaken as part of the CCMP 2015 as a significant roadblock to development.
- 8.7 At Planning and Development Management Committee on 2 July 2020 the Waiver was extended until 30 June 2022. This was done in recognition of the development that had come forward and the interest shown during that period. It was also recognised that due to COVID it was not possible for many of the developers who had secured permission to bring forward the development in line with the requirements of the Wavier. Nevertheless, a review of the impact of the wavier to date has shown that 15 eligible applications have been submitted for residential development within the city centre since the introduction of the waiver. These

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applications include proposals for just under 900 housing units in total. Planning permission has been granted for 13 sites which benefit from the affordable housing enabling the development of just over 670 housing units. Development is noted to have commenced on 6 sites, 4 of these sites have been completed providing 363 housing units. In the context of those numbers, it is clear that the wavier has been a success and extending this should be strongly considered at its review prior to June 2022.

- 8.8 In parallel to this, the Developer Obligations Team Leader, the Planning Service and Corporate Landlord have been working closely with developers across the City Centre to explore development viability. Where a development proposal comes forward which the Council is supportive of and is seen to make a valuable contribution to the City Centre, then the developer obligations required from a development have been reduce or removed. In some cases, independent advice has been sought from the District Valuer.
- 8.9 This approach of waving affordable housing requirements and modifying or removing the developer obligations requirements, as well as providing other funding opportunities such as the CARS scheme, which will be discussed later, shows the commitment of the Council to encouraging development to come forward.
- City Centre Living Post-Covid*
- 8.10 As part of earlier work around the CCMP the Council commissioned the City Living Study which looked at barriers to development in the City Centre. Many of these are being addressed through the measures mentioned above such as the

Affordable Housing Wavier and working with developers around Developer Obligations. It is recognised however that developers can only bring forward development proposals where there is a market to do so. What the earlier City Living Study did not examine was what the market wants, that is to say what are purchasers looking for. The original study in that context was very focused on developer requirements.

- 8.11 Significant outstanding questions remain, such as would encourage people to live in the City Centre and what are the current roadblocks to providing this. It should also be recognised that in a COVID or even post-COVID world purchasers' priorities are changing. It would appear from a range of market research that additional home working space and access to outdoor space are becoming deciding factors for many perspective purchasers.
- 8.12 Regardless of whether home working becomes the norm, purchasers appear to require the ability to work from home to ensure they are protected. Similarly, access to open space is likely to be as a direct result of the current pandemic.
- 8.13 In light of these changes, work has begun on updating the City Living Study with a stronger focus on what purchasers require, in the context that many of the identified roadblocks from the earlier study around developer requirements, are being addressed.
- 8.14 That said there are still a range of other challenges to developers such volatile and unpredictable market and a materials and skilled tradespeople shortage.

## 9 Smart City

- 9.1 Officers will work through the Aberdeen Smart Cities partnership to link strategic outcomes to specific themes and technologies identified as part of the City Centre Masterplan review. The Smart City themes include *cleaner and greener, connected communities, technology futures and data & AI*. The partnership includes membership from across public and private sector.
- 9.2 The aim of the Smart Cities partnership is to link project delivery associated with the key themes to the concept of Aberdeen as a living laboratory geared towards driving innovation and attracting inward investment. Specific focus is being placed on working through the universities and schools to establish a career pathway for renewable energy skills ensuring that the City has high quality talent to service commercial demand. In addition, the development of digital and energy backbone initiatives will be used to address the challenges of digital poverty and energy poverty thereby ensuring equality of opportunity and access across the city.

## 10 Transportation

- 10.1 Key to the successful delivery of the Vision/ CCMP Review will be the ability to enable significant increases in numbers of people to move safely, actively and sustainably to and through the City Centre, to enjoy and participate in the enhanced offer described in the Vision. This means the transport network must be adapted to accommodate the movement of tens of thousands of people every day, whilst at the same time parts of this transport network are transformed into places for people rather than vehicles. This requires a step change in the infrastructure and services.
- 10.2 As a direct result of the Covid pandemic and resulting lockdowns, this City, like many other places across the world, has seen a huge increase in the numbers of people walking and cycling, whilst at the same time a suppression in the demand for public transport due to physical distancing rules, which are gradually easing. Many people as well have seen their home become their workplace. So while general traffic volumes decreased sharply at the start of this pandemic, they have risen to near pre-Covid times, despite the change in working practices. Capturing the positive changes in travel behaviour and supporting more exactly aligns with the CCMP Vision, Net Zero Ambition and LOIP Vision and Economic Context described in para X above.
- 10.3 Since May 2021 a number of developments in transport have taken place which will further support the enhancement and economic vibrancy of the City Centre:
- 10.4 At the meeting of this Committee in June 2021, Members agreed a preferred option for a City Centre Low Emission Zone (LEZ) for public and stakeholder consultation, which is currently underway. It is anticipated that the Council will be in a position to formally declare its LEZ at the end of May 2022, with enforcement commencing from May 2024.
- 10.5 The air quality assessment work undertaken to support the LEZ options appraisal highlighted that a LEZ alone is unlikely to be successful in bringing all locations of air pollution exceedance to within objective limits. To achieve all air quality objectives, some form of city centre traffic restrictions would be required, alongside measures to address tailpipe emissions. For the purposes of LEZ appraisal, all the existing CCMP transport projects were modelled alongside the LEZ, with the Union Street project (restricting traffic on the section of Union Street between Bridge Street and Market Street to bus and taxi only) proving most effective and projected to, when combined with the proposed LEZ, bring all city centre air quality exceedance locations within objective limits. While the 'bus and taxi' only option for Union Street was the scenario modelled in detail, as this was the proposal within the CCMP at that point, additional scenarios (including full pedestrianisation of this section) were also subject to high-level assessment to understand the impacts of these variations. The assessment concluded that the different options for this section of Union Street (from full pedestrianisation to bus and taxi only) all had broadly similar implications on general traffic and air quality, but that further work was required to better understand the impacts of the re-routeing of bus services that would be required under the full pedestrianisation scenario, and the further package that would likely be required to ensure

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efficient operation of public transport on surrounding streets. Further work is therefore now underway to identify and test a range of potential interventions in the area around Union Street.

- 10.6 The proposed LEZ boundary deliberately does not include major off street car parks around the City Centre.
- 10.7 The South College Street junction improvement scheme was previously identified as a required enabling measure to support general traffic restrictions on Union Street and supporting bus priority. Phase 1 of the project is due to commence construction in 2022.
- 10.8 The North East Bus Alliance has also been successful in their application to the Scottish Government's Bus Partnership Fund (BPF) (the subject to a separate report to this Committee) which seeks to deliver the step change necessary in bus based public transport to facilitate the mass movement of people as part of the Council's Net Zero and Climate Change ambition. The £12,030,000 grant over two financial years will see the delivery of the South College Street Enabling works as described above, the development of the Aberdeen Rapid Transit delivery strategy, and the development of the necessary business cases on the main transport corridors to facilitate bus priority. These business cases will look at opportunities for improving walking and cycling infrastructure and public transport priority to and from the City Centre. Once complete, it is hoped that these studies will form the basis for a capital funding application to the BPF. Delivery of improved active travel and bus priority infrastructure to and from the city centre is anticipated to make these easier and more attractive forms of transport for residents and visitors,

contributing to the general vision of fewer vehicles in the City Centre, and a cleaner, more vibrant area with fewer carbon emissions and improvements in air quality, while also further mitigating any negative efficiency impacts on bus efficiency resulting from any diversion of services from Union Street. One of the business cases is directly looking at the detail of the bus priority measures in the City Centre and this has been accelerated to move in parallel with this CCMP review.

- 10.9 The Scottish Government published the Cleaner Air for Scotland 2 – Towards a Better Place for Everyone on 15th July 2021. This includes a key commitment to reduce car kilometres by 20% by 2030.
- 10.10 Also worth noting is the Scottish Government's recent announcement of free bus travel for under 22's from 31 January 2022. This is a significant initiative designed to not only contribute to the above climate change target, but also to support children and young people to achieve their fullest potential by reducing the barriers to learning, work, leisure and social engagement created by transport costs.
- 10.11 In order to ensure that all the above strands of work culminate seamlessly to meet the collective objectives of the CCMP Review and other relevant strands of work as described above, it is recommended that a detailed traffic management plan is developed to incorporate and take into account the following:
- Full pedestrianisation of Union Street from Bridge Street to Market Street

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- Bus Priority, including but not restricted to Bridge Street, Market Street and Guild Street, and associated bus stop access strategy
- Disabled parking spaces
- Taxi ranks
- Servicing needs of affected businesses
- Loading and unloading

This traffic management plan will and associated recommendations for first phases of CCMP delivery will be reported back to November City Growth and Resources Committee.



## 11 Spaces for People

### *Current Instruction*

- 11.1 Further to the instruction from City Growth and Resources on 24 June 2021, and the subsequent move to Level 0 of the Scottish Government's Covid route map, work has begun on removing the interventions in George Street, Rosemount and Torry. The future of the remaining interventions, those in the City Centre and at the Beach were to be reported back in the context of the City Centre Masterplan Review (CCMP), specifically those elements of the reviews dealing with Union Street and the Beach.

### *Health Concerns*

- 11.2 Concern remains from Public Health Grampian and the Scottish Government that the Delta Variant of COVID is seeing a rise in infections across Scotland, and due to this the Scottish Government's move to Level 0 of the Covid route map included maintaining some restrictions. Since the June committee there has been a significant rise in Covid infection rates however by the time of writing this report (late July) this has begun to fall back. At this stage it is difficult to predict where the infection rate will go and more specifically what impact this will have on hospitalisations.
- 11.3 Vaccination rates by 25 July stood at 82% of adults having their first dose and 61% being fully vaccinated in Aberdeen, this unfortunately is lower than the Grampian average which stood at 88% and 72%, and the Scottish average which stood at 89% and 69%. This lower uptake remains worrying given the importance that is being placed on vaccination in terms of lifting restrictions.

### *Business Supports*

- 11.4 Since the start of the pandemic supports have been put in place at all levels of government to support businesses. In addition to financial supports the Council has also supported businesses through outside trading by facilitating the erection of outdoor seating areas and marques. These have been extremely popular across the city and have no doubt helped to support businesses and local jobs. A team was brought together through the Spaces for People program which saw the alignment of the necessary consenting regimes as a "one stop shop" for businesses. The widening of footways, the use of parking spaces and the pedestrianisation of a number of streets, have allowed businesses to trade where they would not have been able to do so.
- 11.5 This outside trading was facilitated by the Scottish Government through temporary waivers of Planning and Building Standards controls which were due to expire in September 2021. On 15 July 2021 the Scottish Government wrote to Local Authorities extending the grace period for temporary structures in the hospitality sector to 31 March 2022. The letter made it clear that it was not expected to extend this period any further, and that businesses therefore have over seven months to plan for their future. While this letter was in relation to Building Standards, it is expected that a similar letter will be issued in relation to planning.

### *Removal of Spaces for People Interventions.*

- 11.6 The instructions from the previous committees in relation to the temporary measures were clear, that the timing of their removal must be considered in the context of the wider social, environmental, and economic recovery of the city, specifically the

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outcome of the review of the CCMP. Through the public consultation process this would allow the public across the city to have their view on the future of the city centre and the interventions. The outcome of this public consultation was clear, with change being demanded for Union Street and the City Centre. Improvements to the built environment, pedestrianisation and greening of the city centre being the most supported options. This is also reflected in the two clipboard surveys which saw support for the current measures in the city centre extremely high.

- 11.7 The outcome of the LEZ process has also seen a scheme which requires as a minimum, restriction of general traffic on Union Street and some surrounding streets.
- 11.8 Notwithstanding the above, the measures currently in place were only ever temporary and this was made explicitly clear from the outset. However, to undertake wholesale removal at this point only to reintroduce closures as part of the CCMP project would be counterproductive to the transport network, to public health, as we continue to fight COVID, and to the businesses in the city that still rely on them to remain operating.

## 12 Visioning

12.1 Options and concept design work has been carried out as instructed by Committee in May 2021. The principle aim is to transform our streetscape to encourage people to linger and enjoy the City Centre. Quality of streetscape and Union Street in particular, were key themes repeatedly emerging through the public consultation simulator. The following section provides an outline of the work undertaken since Committee.

12.2 All public realm visioning and design proposals have been developed in order to ensure appropriate pedestrian movement, cycling and active travel, wheeled access, public transport, service access and emergency response access are accommodated as necessary. The following objectives apply to each of the projects:

- Maximise pedestrian space
- Ensure access for all
- Encourage active travel
- Improve air quality
- Incorporate public transport
- Accommodate events, parades, marches etc
- Include appropriate urban greenery
- Maximise the potential of commercial units
- Create permanent space for on street activities such as occasional licenced premises, pop-up shops, markets, street trading
- Include space that facilitates appropriately controlled servicing
- Allow emergency service access to all areas

12.3 The specific areas under review are:

- Union Street Central - Create a pedestrian friendly focal point for the City Centre between Bridge Street and Market Street connecting Union Terrace Gardens and the proposed Aberdeen Market.
- Union Street West - Maximise pedestrian space along the length of Union Street creating appropriate settings for safe on street activity
- Union Street East and the Castlegate - Design an appropriate terminus for Union Street at Castlgate, improving connectivity to the Beach.
- The West End - Ensure an appropriate balance of pedestrian space and safe on street activity.
- Schoolhill, Upperkirkgate and the Belmont Street Zone - Complete the comprehensive design for the Schoolhill area extending the implemented Stage 1 works around the War Memorial and Art Gallery, create a permanent space for in street activities at Upperkirkgate and develop a permanent on street café culture in the Belmont Street area.
- Aberdeen Market Public Realm - focus on wayfinding, spill out of activities from the building, and to develop better links between Union Street and bus/railway stations.

## Key Strategic Moves - Setting the Scene

### Union Street

#### A well-used civic connection

- Civic spine connecting key public spaces and beyond
- Respect formality, grandeur and symmetry
- Reimagined as a destination
- Celebrate key buildings along the street
- Bring internalised activity from shopping centres back out onto the street
- Futureproof for change

### Castlegate (way)

#### A revitalised civic square

- An important orientation point - a stage at the head of Union Street and a gateway to the beachfront
- A place for celebration and play

### The West End

#### A growing village quarter

- Offers an alternative pace to Union Street
- A 'sticky' space
- Independent retail area and bohemian residential area
- Shopfront improvement strategy

### Upperkirkgate and Schoolhill

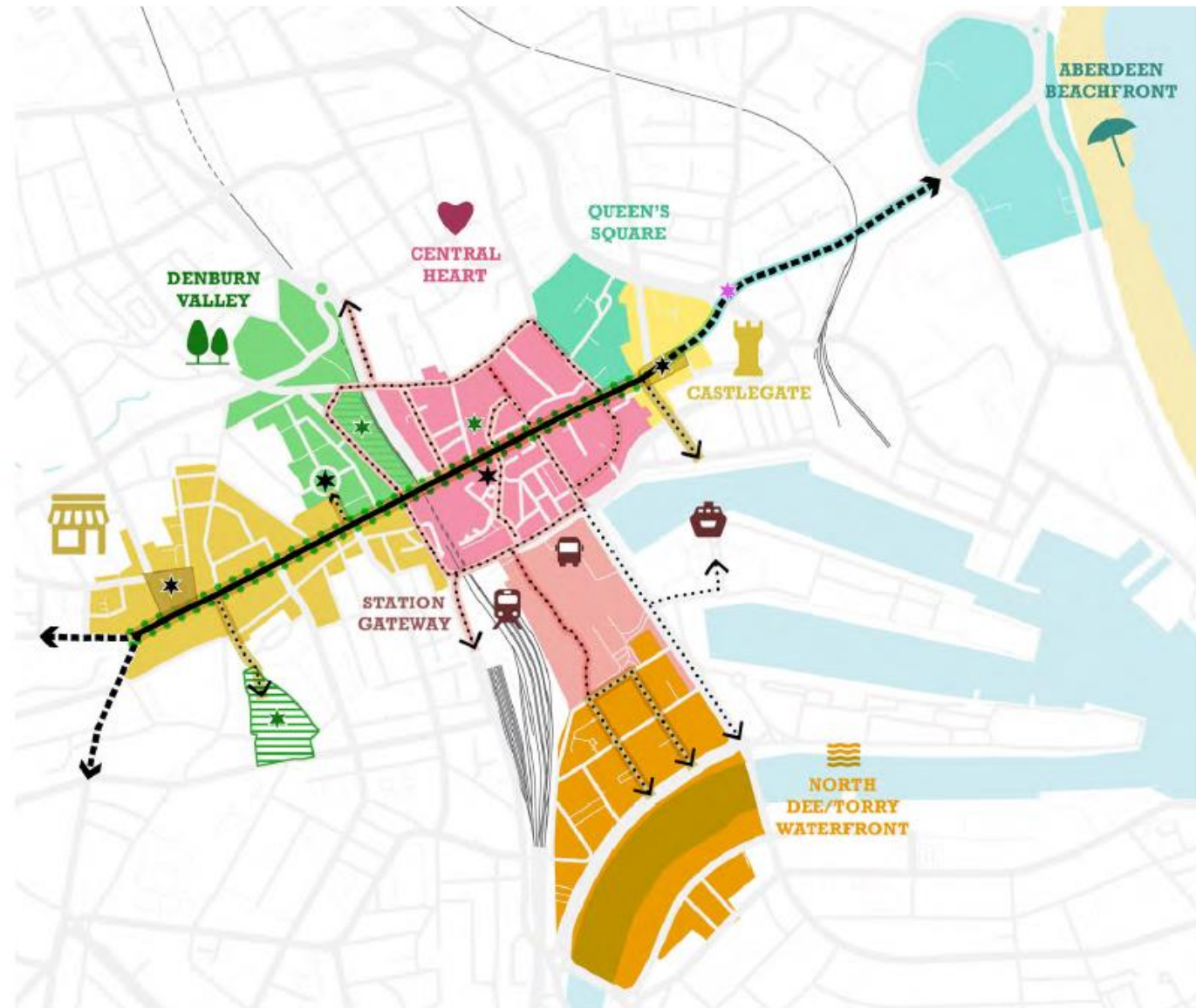
#### A bustling network of streets and lanes within the Historic Heart

- A safe space for pedestrians and cyclists
- High quality setting to, and transition space between, Art Gallery, Marsohial College, St Nicholas Kirk & Yard, Provost Skenes House and Robert Gordons College
- Informal layout contrasting with formality of Union Street

### Aberdeen Market

#### A new destination

- Improved public realm adjacent to a new retail and leisure destination for the City
- Permeable, safe and accessible allowing people to inhabit and enjoy the surroundings



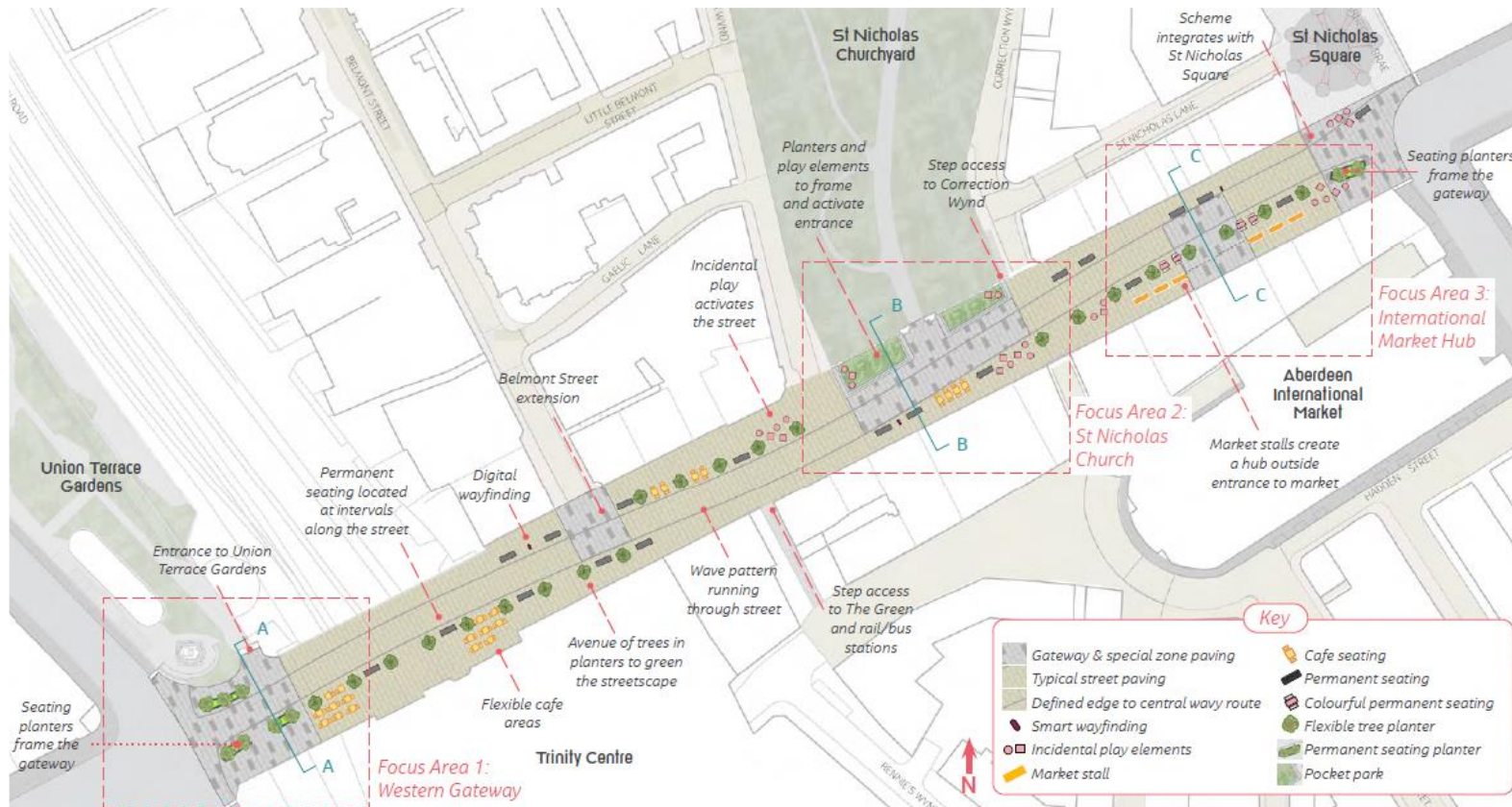
12.4 Union Street Central



*Union Street Central with Aberdeen Market*

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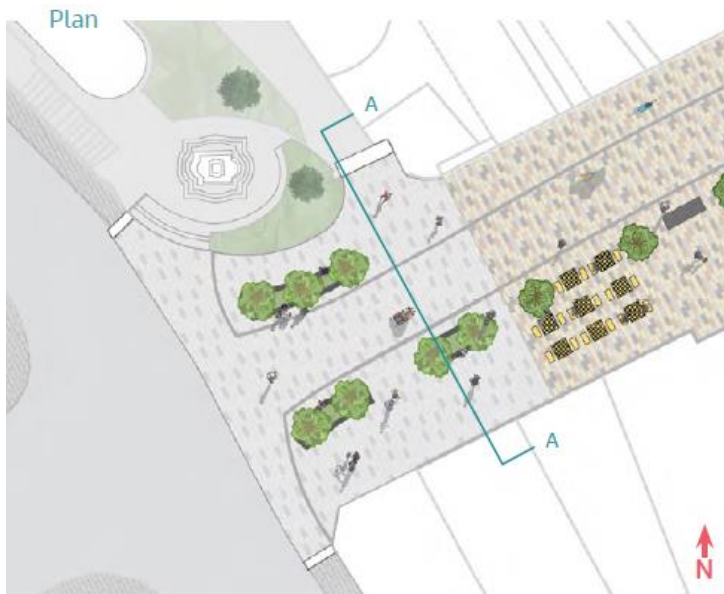
The plan below illustrates the overarching strategy, zoning of programmed spaces and the integration with the surrounding streetscapes. Three focus areas and section locations have been identified : Union Terrace Gardens (Western Gateway), St Nicholas Kirkyard and Aberdeen Market Hub. The streetscape retains a flexible carriageway space running east/west which could accommodate servicing, parades and public transport if necessary. Full stakeholder engagement will be required to determine detail design proposals.



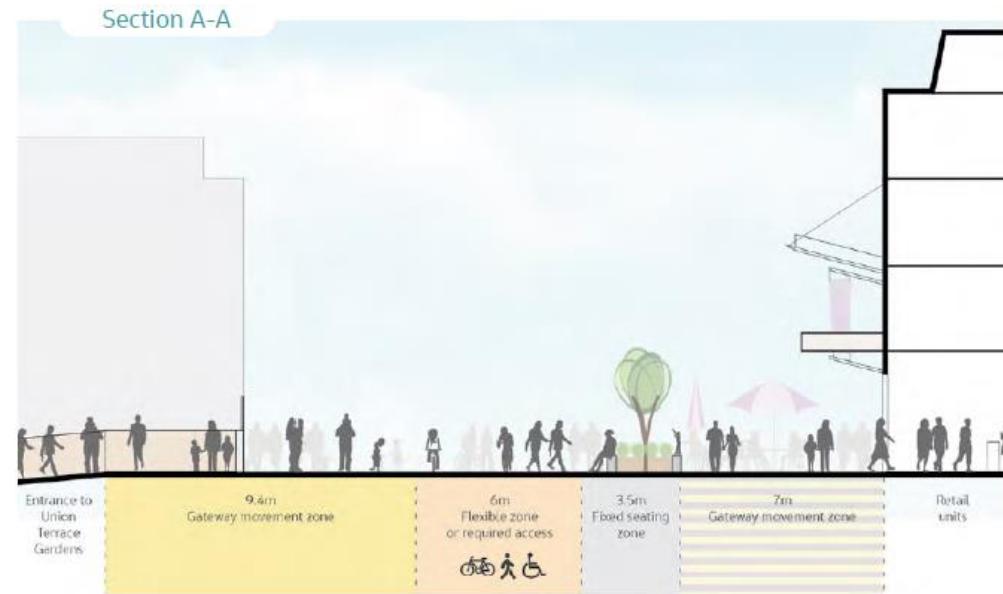
Union Street Central - overall plan

12.4.1 **Western Gateway**

This section develops a stronger relationship and connection between Union Street and Union Terrace Gardens. Planters could highlight the central route through the entrance gateway, providing meeting and seating opportunities as well as greening the entrance, linking to the green space of the Gardens. The grey granite paving highlights a plaza area connecting to the adjacent streets as well as providing additional pedestrian adjacent to the new entrance to Union Terrace Gardens. A wavy route traverses along the street, connecting the various spaces along the way and softening the heart of the City Centre. Cafés could spill out onto the street from the Trinity Centre, helping to enliven the area. Trees in planters flow down the street echoing the wave and proving an edge to the activity zones. A 3m movement zone is located adjacent to the building line and the bridge to allow free pedestrian flow along the street and ensure safe access to shops.



Western Gateway

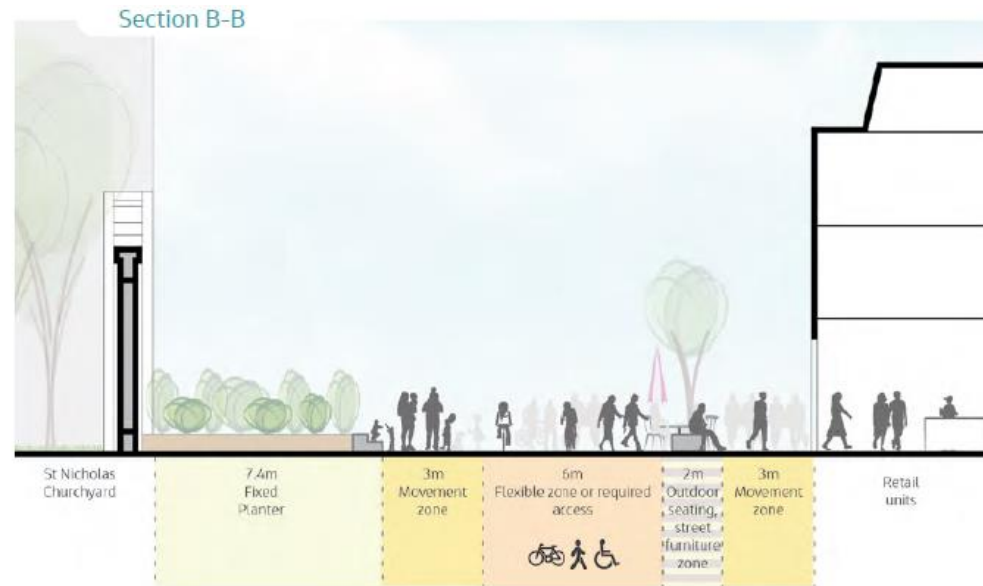


12.4.2 **St Nicholas Kirkyard**

A green pocket park extends St Nicholas Churchyard into Union Street, providing a breath of fresh air and helping to green the space. Large seating steps surround the green zone, providing areas to linger and rest. The change in paving highlights this space, with the wavy street design providing continuity with the rest of the street. Cafe areas, permanent seating and incidental play sit opposite the pocket park area, activating the south side of the street. Again, a 3m pedestrian movement zone runs parallel to the shops allowing for free movement in and out of the businesses.



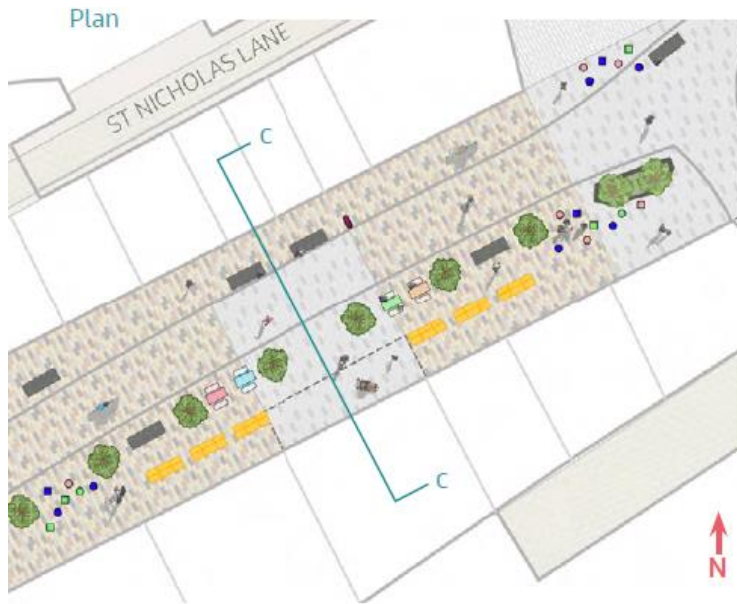
*St Nicholas Kirkyard*



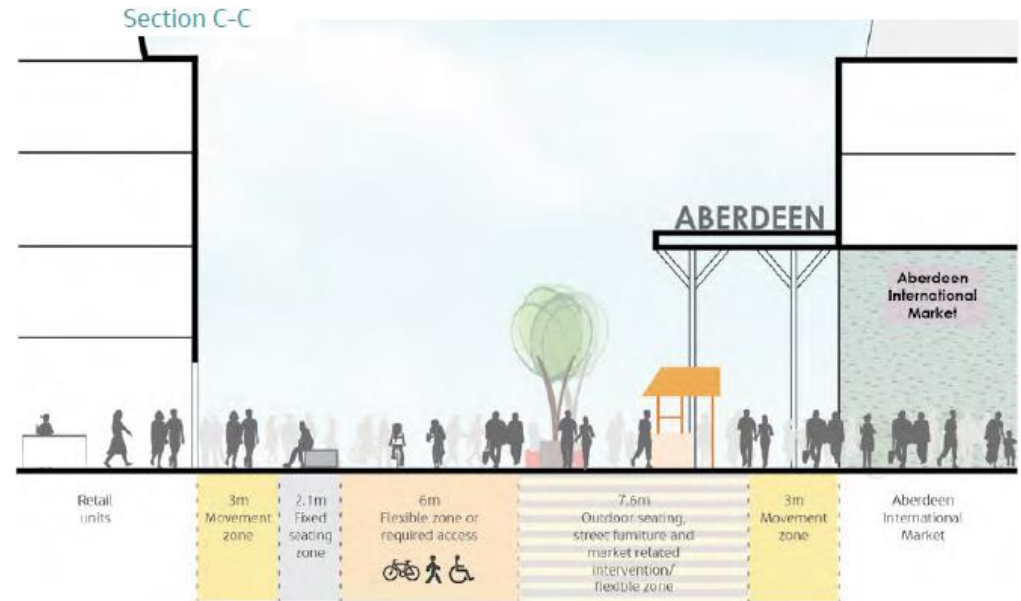


12.4.3 **Aberdeen Market Hub**

This is a highlight of the journey along Union Street, where Aberdeen Market is anticipated to spill onto the street to create a vibrant hub at this end of the boulevard. Tree planters will follow the line of the wavy route, greening up the space, and places to linger are facilitated by permanent seating. The gateway at the east end of the space will be designed to flow seamlessly onto St Nicholas Square and further east along Union Street. The Market extends out onto the streetscape in this focus area, creating a key destination along this route and providing the connectivity under cover to the south and the railway station. Market stalls provide activity during shopping hours, but permanent seating and incidental play elements help to enliven the street at other times. Tree planters follow the wave of the street design linking the street as a whole entity visually. Bespoke, distinctive lighting highlights this part of the street as a focus to the space.



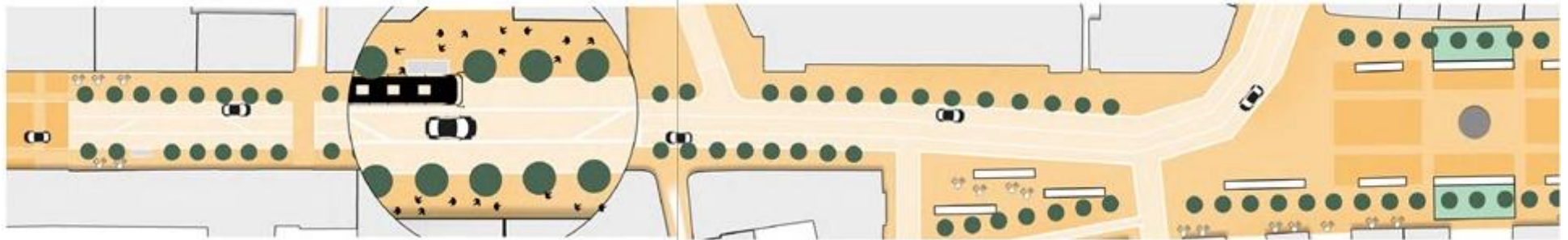
Aberdeen Market Hub





*Union Street Central, western gateway*

## 12.5 Union Street East and Castlegate



The Visioning exercise for Union Street East and the Castlegate introduces widened footways to increase opportunities for commercial spill-out space, as well as room for access to retail units and window shopping. This would help animate and populate the street, making for a safer and more comfortable walking journey. Trees are introduced to the streetscape, adding grandeur and mitigating against the worst of the weather, whilst providing opportunity for sustainable drainage. Access to public transport and bus stops will require to be carefully placed in the streetscape to ensure both visual identity and ease of access.

At present Castlegate is cut off from Castle Street and the east end of Union Street by the wide carriageway turn into King Street. The result of this is a series of disparate spaces that do not read as a whole or connect together successfully. Pedestrian crossing from one space to another is limited, isolating Castlegate from neighbouring spaces and routes. However, Castlegate is a key node- an important city wayfinding point and potentially a key stop enroute to the beach. It also has greater potential for use for active travel, including cycling, connecting with the Shiprow route to the stations and south. It could also be home to an ebike charging hub. Connecting Castlegate and neighbouring spaces is key to maximising its potential use as a key city space and three possible options have been considered. It is not expected that any particular option should be focussed on at this time –options will form the basis of discussion with key stakeholders.

## Appendix A: CCMP REVIEW

### Castlegate Option 1

This explores resurfacing of Castlegate, as well as surrounding streets, bringing the connecting streets into the space and reducing the dominance of the road carriageway through it.

The main space is hard-surfaced, maximising potential for events.



## Appendix A: CCMP REVIEW

### Castlegate Option 2

This includes a double row of street trees along the north side of Castlegate, visually connecting to those on Union Street East, drawing people from Union Street through Castlegate towards the Beach. This strong route is maintained even during events. The entire area is resurfaced with high quality paving, and the dominance of the road is reduced. Moveable planters are introduced along the south edge of Castlegate, defining dining areas which can be reduced for events. A large water feature in the spill-out space on Castle Street at Plainstones draws people across the road at this, the safest point, bringing them into the body of the public realm.



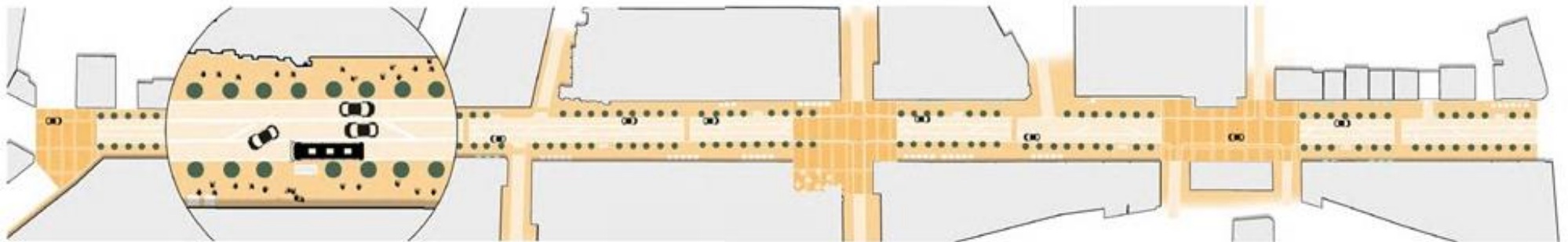
## Appendix A: CCMP REVIEW

### Castlegate Option 3

Here street trees define spill-out space on both the west and east sides of Castlegate, also softening the space and bringing down the scale for comfort. Resurfacing is again proposed. Additional street greening can also be seen, framing the Mercat Cross, giving it renewed focus. This ground level greening further softens the space and provides opportunities for sustainable drainage.



## 12.6 Union Street West

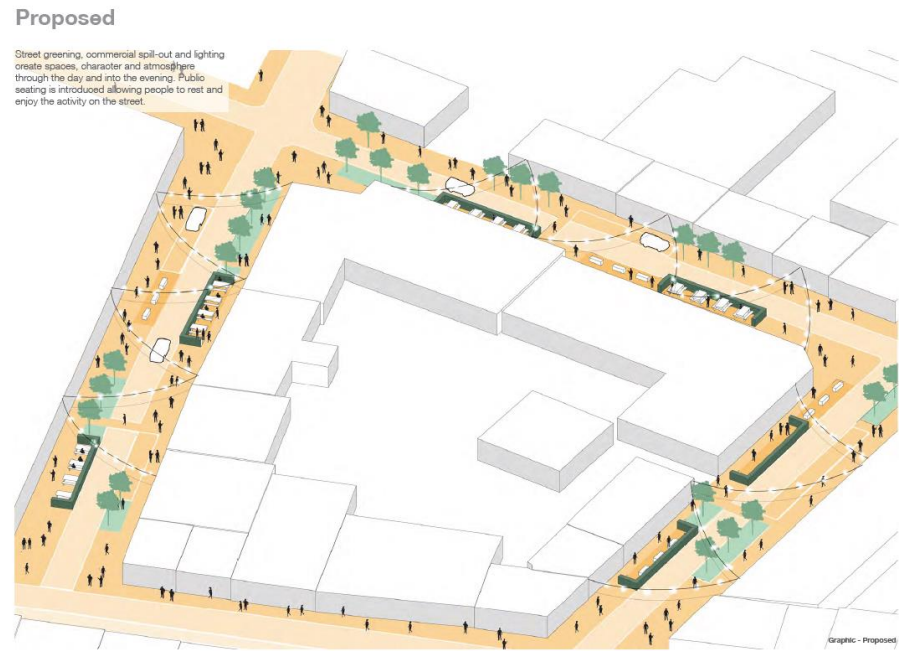


The Visioning exercise for Union Street West looks at widened footways to introduce increased opportunities for commercial spill-out space, as well as room for window shopping, thereby animating the street and making for a safer and more comfortable walk. Trees are introduced to the streetscape, adding grandeur and mitigating against the worst of the weather, whilst providing opportunity for sustainable drainage. Breaks in the tree line can be found in plaza areas. These frame exceptional buildings along the street, bringing them a renewed focus and adding interest to the walk. This would create opportunities for enhanced setting of buildings such as the Music Hall, increasing available pedestrian space where possible. Union Street West also has three indicative options have been proposed in relation to future vehicular movement, including bus filter lanes (1), central cycle lanes (2) and central greening (3).



12.7 West End

The Visioning exercise for the West End of Union Street (Rose Street, Thistle Street, Chapel Street) includes street greening, commercial spill-out and lighting create spaces, character and atmosphere through the day and into the evening. Public seating is introduced allowing people to rest and enjoy the activity on the street. Service access, drop off and pick up areas are provided to meet the needs of traders in the area.





## 12.8 Schoolhill/Upperkirkgate

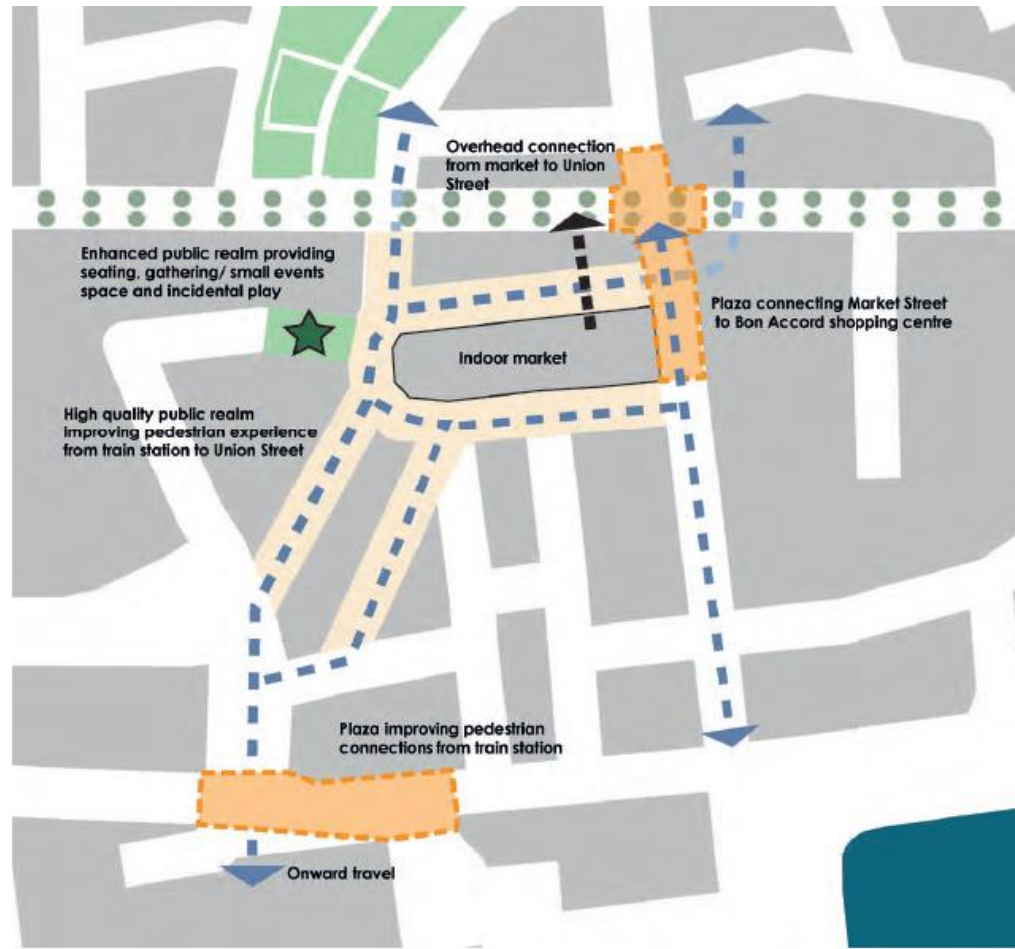
The Visioning exercise for Schoolhill / Upperkirkgate includes widened footways introduce the opportunity for street trees to be introduced, bringing continuity to the streetscape and mitigating against the wind whilst creating a more pleasant microclimate to spend time in. Breaks in the rhythm of the trees are created to key locations. The introduction of tree planting is limited to Schoolhill and Upperkirkgate streetscape, and not extended the Belmont Street, in order to maintain the area's original character. There is an opportunity to install seating outside the Art Gallery

Urban greening would be added to Belmont Street, Back Wynd and Gaelic Lane in the form of planters to define the areas of street activity, providing outdoor seating to food and drink premises and contributing the intimacy and character of the area. The canopies seen from distance, as well as a glimpse of the newly renovated Art Gallery, would act as a wayfinding reference and draw people through the place, improving the north/south connectivity.



### 12.9 Aberdeen Market

Concept proposals for Aberdeen Market show a low building, referencing the shape of the original brutalist market building, able to be opened up to the air. The vertical connection to the higher Union Street is re-established, with a large opening onto Union Street. Further work is required in developing concept proposals for public realm and connectivity to the south of the Market



Landscape strategy: Aberdeen Market, Merchant Quarter

## 13 Conclusion and Next Steps

- 13.1 As can be seen from the Review a significant amount of work has been undertaken to demonstrate what may be possible for the future of the City Centre. There are key actions for Aberdeen Market which will be covered under a separate report to City Growth and Resources Committee.
- 13.2 With regard to streetscape design development, it is recommended that Union Street Central be prioritised to move to detailed design and stakeholder engagement to support the development of not only the Market site, but to ensure connectivity to Union Terrace Gardens.
- 13.3 The remaining streetscape visioning works require to be developed further and a full programme of stakeholder engagement, detailed design and delivery is developed in tandem with a detailed traffic management plan incorporating:
- Streetscape changes to Union Street from Bridge Street to Market Street
  - Bus Priority, including but not restricted to Bridge Street, Market Street and Guild Street, and associated bus stop access strategy
  - Disabled parking spaces
  - Taxi ranks
  - Servicing needs of affected businesses
  - Loading and unloading
  - EV charging
- This will also require taking cognisance of existing committed work relating to a City Centre Low Emission Zone (LEZ) and Bus Partnership Fund.
- 13.4 George Street was not included in the current visioning exercises due to the uncertainty during the period from May-August 2021 over the future of the John Lewis building. More certainty and discussion is required with the Bon Accord Centre on their plans. It is therefore recommended that a mini masterplan/appraisal of the area is carried out in light of the John Lewis/Bon Accord Centre ongoing appraisal. This would be subject to its own localised public engagement exercise.
- 13.5 Following the encouraging response from the public consultation simulator, and pending agreement of the recommendations in this report, it is essential that key stakeholder engagement is carried out as design proposals are developed. An extensive stakeholder engagement plan is currently under development and will include, but not be limited to stakeholders identified in section 2.20 above.
- 13.6 Project resources should be directed to those priorities that have been identified in the public engagement process, so the priority will be to develop detailed design work for Union Street streetscape, Belmont Street café culture area and building maintenance in Union Street first. Other workstreams will continue thereafter. A progress update will be presented to City Growth and Resources Committee in November 2021.

## 14 Consultation Simulator Content and Analysis

14.1 The Table below sets out the content of the Simulator exercise.

Heading	Improvement Project	Further information provided when clicking on the ‘i’ icon	Expected impact
Union Street	Union Street as the heart of the city	Rediscover the central role of Union Street in the life of the city, establish stronger linkages to walk, cycle and wheel around the city centre, and creating a destination not just for shopping but for many different city activities such as leisure and culture.	A place that encourages people to spend more time in the heart of the city and makes Union Street the prime city centre location. Create the conditions to increase active travel links to the rest of the city, leading to a healthier population.
	Pedestrianised central section (Market Street to Bridge Street)	Make permanent the current road closure to balance the place value and movement needs of everyone. Open the area up and create a space which acts as a key central point for the city for socialising, meetings, events, café culture, markets etc. This could be linked to a new market proposal. Include time-limited servicing.	Improved pedestrian environment, improved air quality, stronger pedestrian links between major city centre activities, opportunity for events and on street activities, existing public transport routes reconsidered and rerouted. Economic investment and long-term place certainty should provide commercial stability.
	Widen pavements	Create extra space for people movement, allow on-street trading (café culture) and introduce urban greenery along the length of Union Street from Holburn Junction to Castlegate.	A safe, welcoming, and pleasant environment to encourage more time to be spent in the city centre. Increased space for all users, beneficial to people with disabilities. Improved air quality.
	Remove street clutter	Clear unsightly and out-dated street furniture, unused fixtures, and fittings.	Obstacles removed, streetscape enhanced, beneficial to people with disabilities and to the appearance and character of the area

Appendix A: CCMP REVIEW

	Focus on building maintenance and upkeep	Work with building owners to encourage them to take responsibility for the proper maintenance of their buildings on Union Street.	Improved building appearance leading to increased local pride and enhanced marketability.
	More trees, flowers, and green spaces	Street trees and planters where appropriate to liven up spaces and help separate activities.	Soften the urban environment, add visual interest, help address climate change, increase biodiversity, and reduce air pollution.
	More homes and promotion of an urban lifestyle	Provide more homes in the city centre by making better use of upper floors of existing buildings.	Vibrant Union Street with populated buildings and greater activity throughout the day and night.
West End	Street and public realm improvements to Rose Street/Thistle Street/Chapel Street	Create permanent streetscape with widened pavements, planting, lighting and reduce clutter to build on the unique character of the various independent businesses in this area. Include areas for drop off/pick up, service access, provision for taxi rank.	Additional space for people movement to encourage footfall and access to local businesses. The West End becomes its own unique destination.
Schoolhill, Upperkirk-gate and Belmont Street	Pedestrianise the area between Harriet Street and Flourmill Lane.	Make permanent the current temporary road closure to balance the place value and movement needs of everyone and to encourage more people movement and activity. Include additional planting and new areas of seating. Include time-limited servicing.	Benefits of safe people movement for all, support local businesses, improved air quality, reduced traffic noise and create an attractive place that delivers all users. Economic investment and long-term place certainty should provide commercial stability.
	Create a formal public plaza in front of the Art Gallery/Robert Gordon's College (Schoolhill Phase 2 project)	Replace the existing loop road with a pedestrian space that will maintain access to Robert Gordon's College whilst creating the space for outdoor events linked to the Art Gallery. Retain mature trees if possible and invest in a new hard and soft landscape plan with seating etc that makes this an attractive destination. Robert Gordon's College	Enhanced public space for outdoor cafe and events associated with the Art Gallery and Robert Gordons College use. Providing a safer environment for pupils and staff of Robert Gordon's College and an attractive new plaza to their entrance.

Appendix A: CCMP REVIEW

		would retain the vehicular right of way over the space accessing their quadrangle.	
	Focus on building maintenance and upkeep	Work with building owners to encourage them to take the responsibility for the proper maintenance of their buildings in the area.	Improved building appearance leading to increased local pride and enhanced marketability.
	More trees, flowers, and green spaces	Street trees and planters to liven up spaces and help separate activities. Check condition of existing mature trees and prepare a replanting strategy for any which may need to be removed.	Soften the urban environment, add visual interest, help address climate change, increase biodiversity, and reduce air pollution
	Make outdoor café culture in the Belmont Street area permanent (We should add a map)	Create permanent spaces for outdoor cafés on-street in Belmont Street, Little Belmont Street, Gaelic Lane and Back Wynd. Ensure appropriate service access is timed and essential access to businesses is maintained. Introduce permanent on-street canopies, tables and chairs that follow the same cohesive design across the area.	Builds on the outdoor café culture that has emerged over the last year providing future proofed space for businesses. Creates space in favour of pedestrians and encourages footfall.
Castlegate	Public space	Redesign the street surface of the Castlegate.	Ease of access for all on new surface, encouraging greater connectivity to the Beach from the city centre.
	Making more of the space	Enhance activity in the space by including an events programme, lighting, street trees, external space for surrounding businesses to occupy, enhance the lanes and vennels.	Make the space more active, encourage movement access to businesses and host events.
	Improving the connection to the Beach	Develop clear wayfinding and connections to the Beach that are safe, inviting, and easy to navigate. Consider all options, with the pedestrian and active travel being the priority. Public transport options to be reconsidered.	Better connection to the Beach, encouraging walking, cycling and wheeled access to and from the city centre. Reconsider public transport opportunities.

Appendix A: CCMP REVIEW

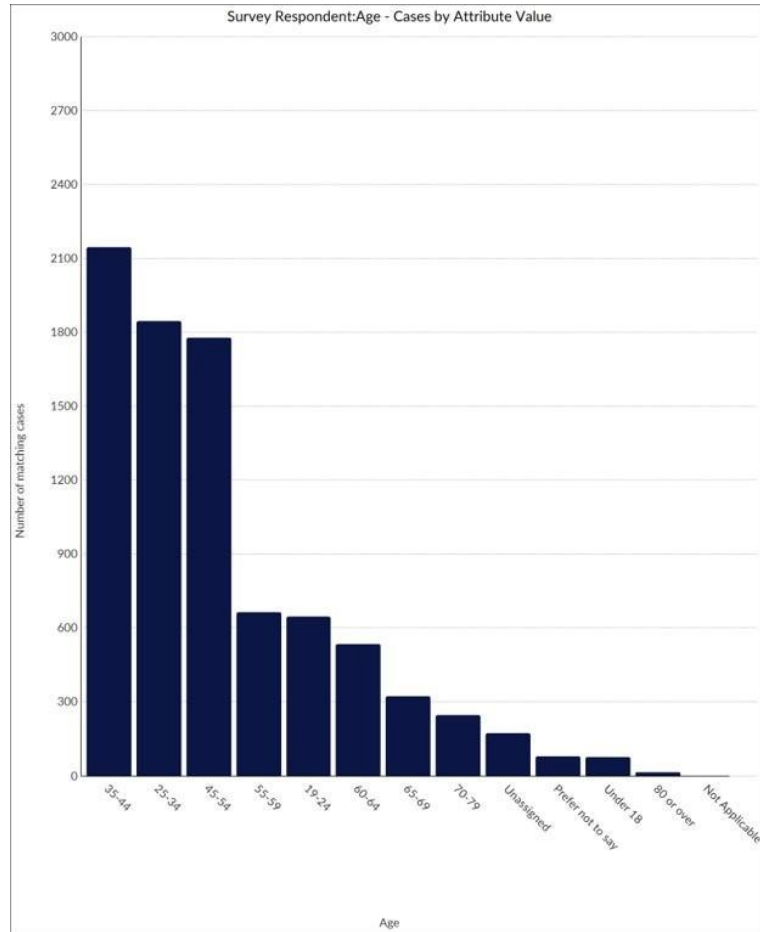
	Travel and Mobility Hub	Develop a public transport hub and consider wide ranging public transport options.	Improved access to the city centre and beach for everyone, with a clear point of drop off/pick up.
Beach Public Spaces	Pedestrian priority on the Beach Esplanade	Improve pavements, landscaping, planting, and lighting.	Create the conditions to encourage pedestrian movement and increase active travel links to the rest of the city, leading to a healthier population.
	Improve connections to the City Centre	Improve links to the City Centre along the Beach Boulevard between the Castlegate and the Beach to encourage pedestrian and active travel movement. Consider wide ranging public transport options.	Encourages active travel between the city centre and the Beach
Beach Sports & Leisure	Enhance the range of extreme sports	Enhance the outdoor extreme sports facility with external bmx/mountain bike track.	Providing a range of new facilities complementary to successful existing facilities will result in greater use of the Beachfront area and encourage repeat visits.
	Location for a new stadium	Locate a new football stadium in the Beach area.	
	Create a winter sports centre with dry ski slope	Enhance the existing ice rink and introduce a dry ski slope to create a winter sports centre.	
	Develop a water sports centre	Develop a water sports centre that could include flumes and be linked to surfing school and beach waterfront activity.	
	Create a cycle network for active leisure	Create a cycle network for active leisure.	
	Accessible walking connections	Create an accessible for all pedestrian network connecting all activities	

Appendix A: CCMP REVIEW

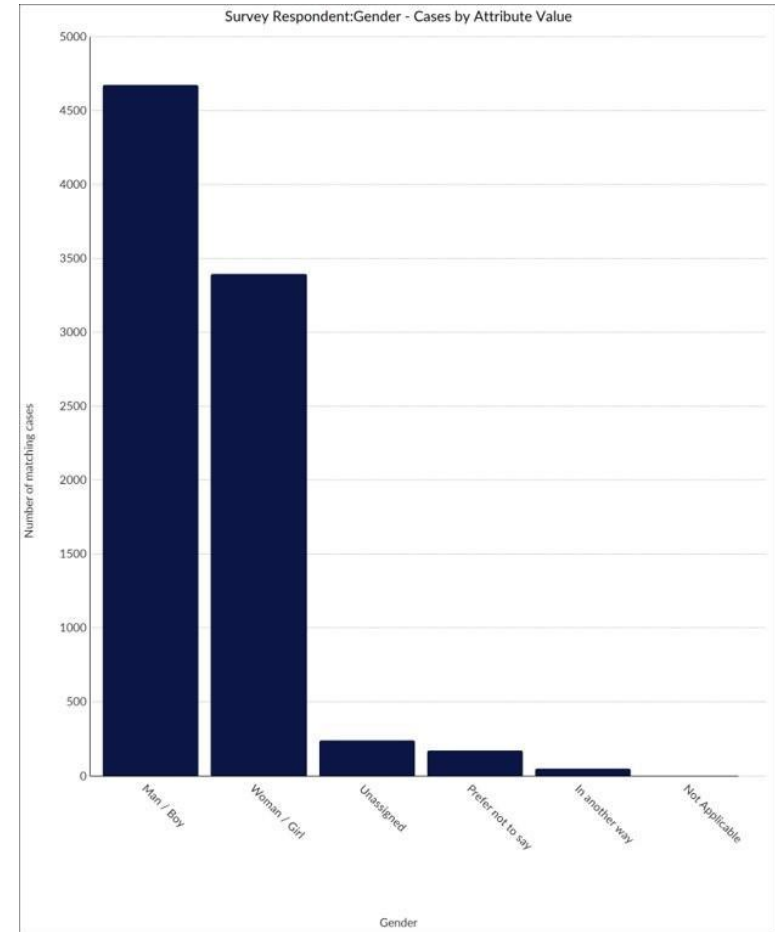
	Develop an online 'eSports' participation venue	Develop an online sports participation venue.	
	Create a new public park	Create a new public park, introduce land art, lighting, play equipment, seating, appropriate planting.	
Beach Ballroom	Enhance the public space around the Beach Ballroom entrance	Improve the entrance area and setting of the Ballroom.	Enables easier access for events and celebrate the Ballroom as a special feature at the Beach
	Increase activity and events programme	Develop an enhanced programme of events to take place in the Ballroom which could include dancing, concerts, eSports, corporate hospitality, and other events.	Use of the building all year round and linked to other activities at the Beach



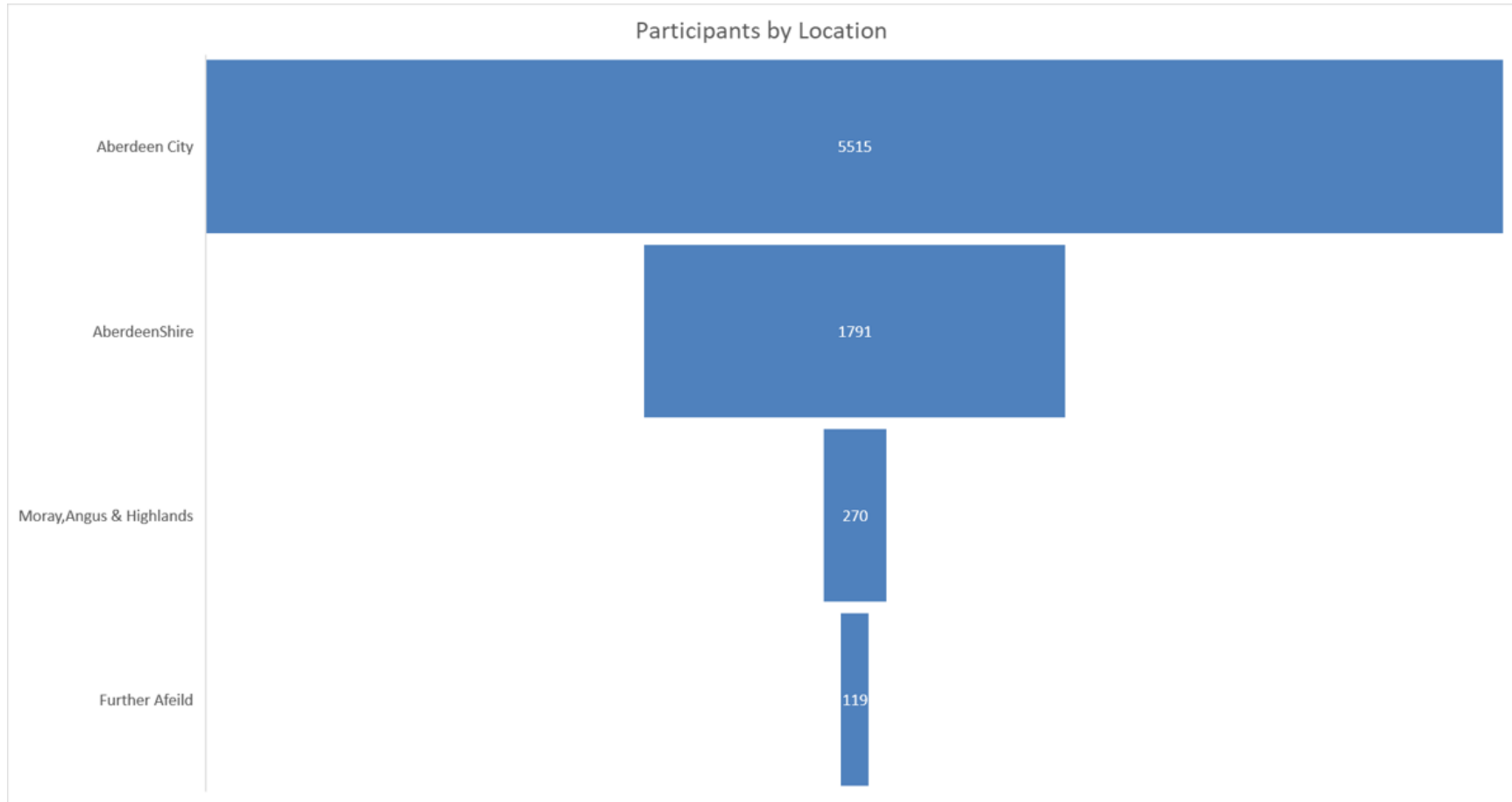
14.2 Demographic Data: Survey Respondents by Age



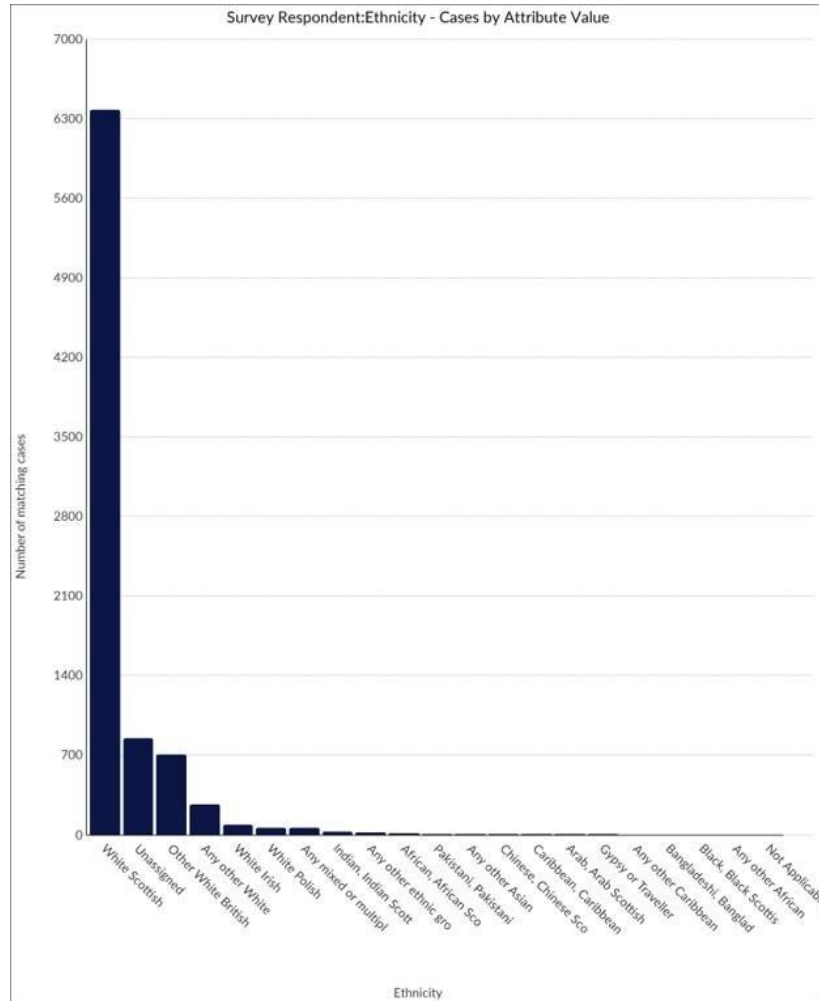
14.3 Demographic Data: Survey Respondents by Gender



14.4 Demographic Data: Survey Respondents by Locality

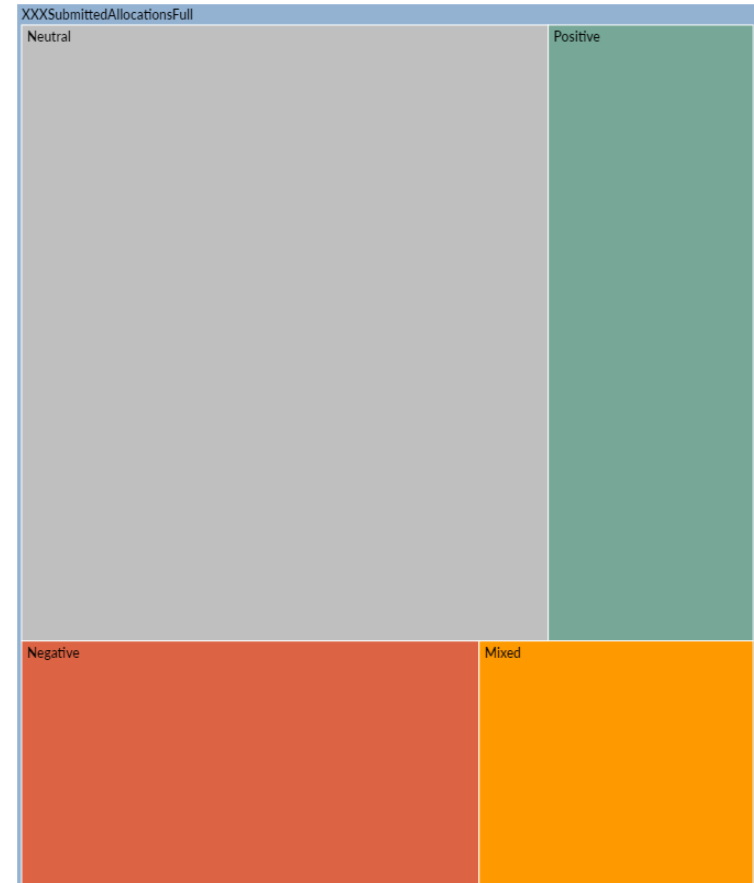


14.5 Demographic Data: Survey Respondents by Ethnicity



14.6 Sentiment Analysis

The text analysis software analysed comments for sentiment, determining whether the comment was negative, positive, mixed or neutral.



## Appendix A: CCMP REVIEW

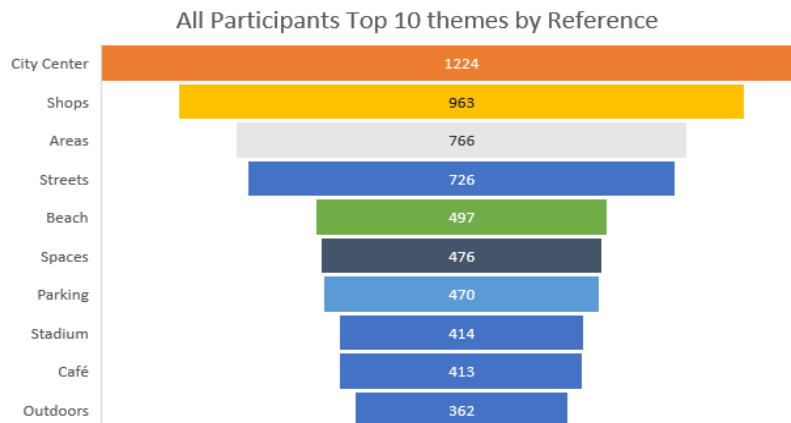
### 14.7 Simulator Reference Themes

14.8 Due to the considerable number of comments made via free text comments boxes, NVIVO software has been used to provide a high-level summary of the key issues and 'reference themes' which were highlighted through the free text comments boxes.

14.9 831 final and over 20,000 category comments were made using text comments boxes. Text analysis software was used to analyse these resulting in 26 main themes emerging with 10,000 associated codes and over 120,000 references across comments made. The analysis software was used to generate a high-level summary of the key themes

14.10 The main themes which emerged from the comments based on **all** participants were: (1) City centre (2) Shops (3) Areas (4) Streets (5) Beach (6) Spaces (7) Parking (8) Football & Stadium (9) Café (10) Outdoors.

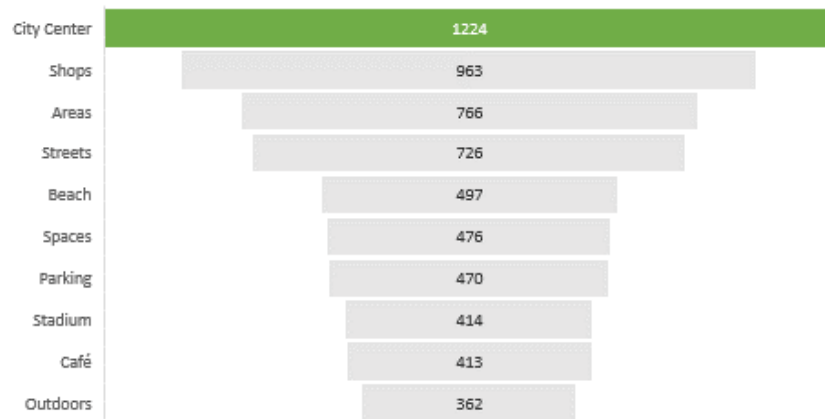
14.11 Some example comments in relation to the reference themes identified have been presented in the following pages, as way of a definition and/or illustration of what is meant by the theme. Note that the meaning of the themes is determined by how the simulator contextualised the priorities and how that context was interpreted by the participant. This has the advantage of reducing researcher bias when establishing the themes.



# CITY CENTRE

## SOME COMMENTS

All Participants Top 10 themes by Reference



"The cost and frequency of public transport from my local area into the city centre is off-putting and I refuse to pay such high prices to park in town during the weekday.

I leave my car to the west of Anderson Drive and walk into the city centre from there, but many do not have that option.

Allowing buskers to busk on the pedestrianised part of union street would spread some much needed cheer in the town centre.

I was so sad to see the flat development up at Rubislaw as a water filled quarry like that could be such a cool water sports venue but instead will be a soulless development and add to increase empty flats city centre.

Keeping match day revenue in the city whilst leaving the area at the beach to be used for other attractions to bring more people into the area, such as an activity centre and public parks perhaps.

Building on Aberdeen's craft beer successes to market as a destination city for beer lovers.

Free car parking city centre and more parking spaces at beach.

If smaller businesses were supported in the city centre so there's less empty building "to let"

City centre needs local people selling their stuff, city centre trails for family's to do.

The whole city centre is run down an untidy.

Improved amenities, seating areas, improved transport to/from city centre, would bring more people into the city centre

I think the castlegate/union st needs more of a cafe/bar culture with outdoor areas, similar to what you would find in other European cities.

If people live in the city centre they spend in the city centre.

The surrounding areas (including the beach) must do more to promote the overall city landscape and strategy and this comes in the form of selling points, i.e. new museums, attractions that promote the north east, bold plans for new sporting and leisure facilities, ease of access for all including improvements for people with disabilities and to make it easy for small business to thrive in the city (lowering rents) for these business only.

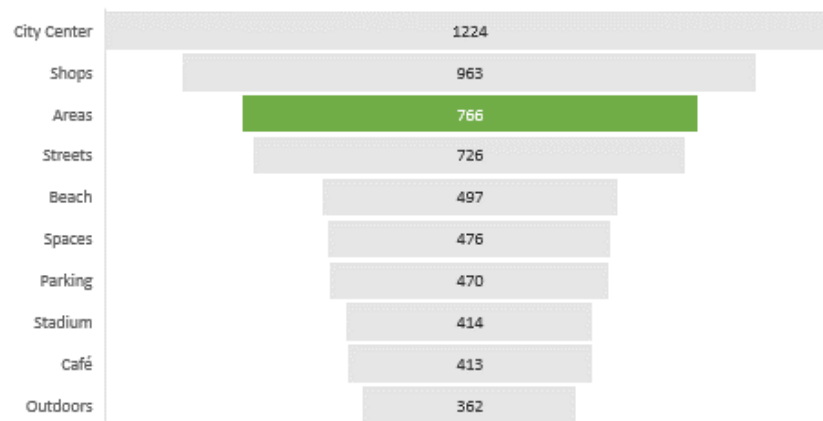
A vibrant and varied cultural programme is the key to recovery in the city centre.

There should be a greater sense of Aberdeen as a pedestrianised city; this would make it more attractive to tourists and visitors from the wider region."

# A R E A S

S O M E  
C O M M E N T S

All Participants Top 10 themes by Reference



"Using area for new Aberdeen stadium seems a great solution

Too many e-cigarette , mobile phone, cheap outlet shops which is not portraying Union Street as a high profile area.

The West End isn't currently a "Destination" within the city, it is a place to pass through on the way to other genuine destination areas.

Cars continue to use what are supposedly pedestrianised areas, especially in the evening for fast food pick ups - the area needs to be clearly pedestrianised and not a half way house.

There should be a bran new facility built that will attract people from far and wide, with enhanced slides, wet play area for children..

Change or make safe walking for people using the castlegate area.

I think the beach is okay but would like the road open both ways at the cafe area as the traffic builds up on the one way system.

Park with toilets and a cafe area.

LOVE the cafe culture and outdoor seating areas of Belmont street.

Fairy lights over the whole area at night and evening restaurants with outdoor areas would be amazing.

Union street used to be such a thriving area and was always full of people and shops its current state is disheartening and disappointing.

Seems to be working fine as it is just now and much more people friendly, additional seating in pedestrian areas would be a benefit.

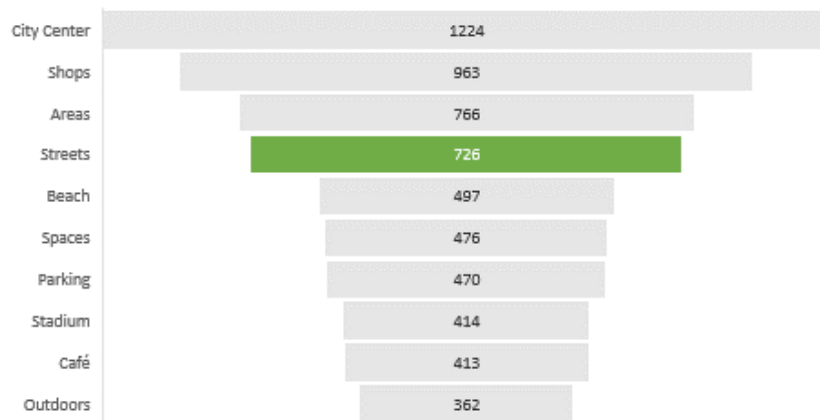
Shops are not the only answer and the council must consider other attractions that make the surrounding areas not only attractive to Aberdeen's citizens but people around Scotland because Aberdeen, as of now, has virtually no unique selling point.

Covid has made people appreciate space, so there is huge potential to capitalise on the width of Union Street as a pedestrianised area, with more space for pavement cafés, booths, etc. I would like to see as much of Union Street pedestrianised as possible."

# STREETS

SOME  
COMMENTS

All Participants Top 10 themes by Reference



"Appreciate it is a wider UK issue but it does concern me the number of undesirable people on Union Street, street beggars an issue, but more the people who can be loud, aggressive and look like they are on something.

Focus on the area between market street and union terrace first, pedestrianised the road and encourage unique retail traders into this area and move solicitors/cash exchange/pawn shops to either end of union street.

Keeping the city centre clean and welcoming with clean streets, pavements, and more shops with an emphasis on local businesses.

Less charity shops, less e-cig shops and much less bookmakers, makes the area tacky, need to do something about drunks and drug addicts at St Nicholas Street and top of Market Street its not a great sight for new visitors, market street needs fixed an extra lane in as Q's turning into Union Square is a major safety concern.

John Lewis :(  
Less vaping shops on union street  
Public loos at beach  
Public loos along union Street  
Maybe a beach shuttle bus from castlegate?

The beach need a revamp more street cafes an stalls

Personally I would not approve any more shopping centres or extensions, lower business rates for new entrants to union street and try to be decerning on type of outlets approved, less tacky shops/ betting shops etc

Union Street is a shadow of its prime, its a horrible dirty street now with poor quality shops and restaurants.

Space to walk around, street cafes, bars and food outlets, local produce stalls, plenty seating, greenery, artwork.

A good clean union street with lots of seating and cafe culture

Easy and cheaper parking, or connection with buses, union street pedestrian, more local and small shops, remove the bet shops and pound shops.

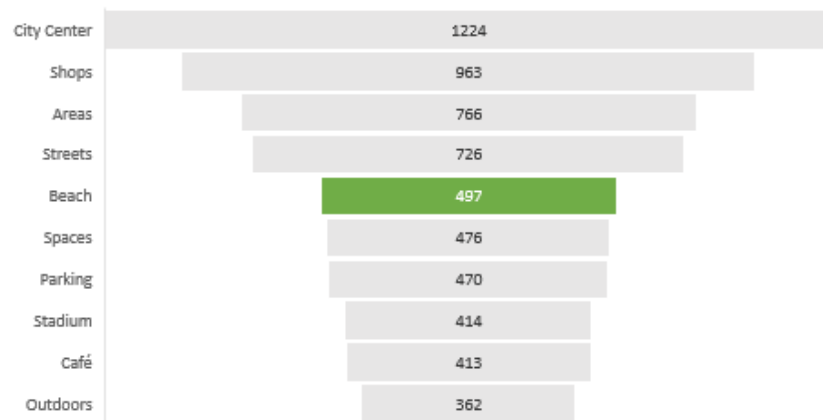
Union street is finished as a retail attraction what with union square etc so consider adapting Union street buildings to a mix of smart residential/holiday apartments particularly in the area close to union terrace gardens which would attract restaurants back to this are of Aberdeen.

Ban buses and cars on union street."

# BEACH

**S O M E  
C O M M E N T S**

All Participants Top 10 themes by Reference



"I travel frequently to The Hague in the Netherlands, they make such good use of the beach area in summer with pop-up restaurants and bars that are housed in cabins that are erected on the beach each year.

An improved beach location including pop up bars & restaurants.

Pedestrianise beach area in front of cafes.

the city needs to be different, we have a mass of land from the bridge of don to the beach ballroom owned majority by the people of aberdeen and its used as a golf course!

now just lets say there was a bigger beach complex with more to do more hotels even, more cafes, watersport facilities a place to launch small craft for free, ie jet skis, small fishing boats, an area for small fishing boats to dock, the seafront can and should be the making of this city.

Better walking links and better maintenance and appearance of the beach areas.

Definitely not moving a football stadium into the beach area.

Cafes, music, beach activities, beach huts, playgrounds for the kids.

Look how well the backyard beach collective and the market in Bon accord centre are doing.

The beach is Aberdeen FC home and on match days pre covid the beach area is buzzing.

Better beach facilities (esp toilets and access)  
Bring back the esplanade bike lanes.

Modernisation of Toilets and Shower facilities along the length of the beach, A sports hub creation for water sports and other beach sports.

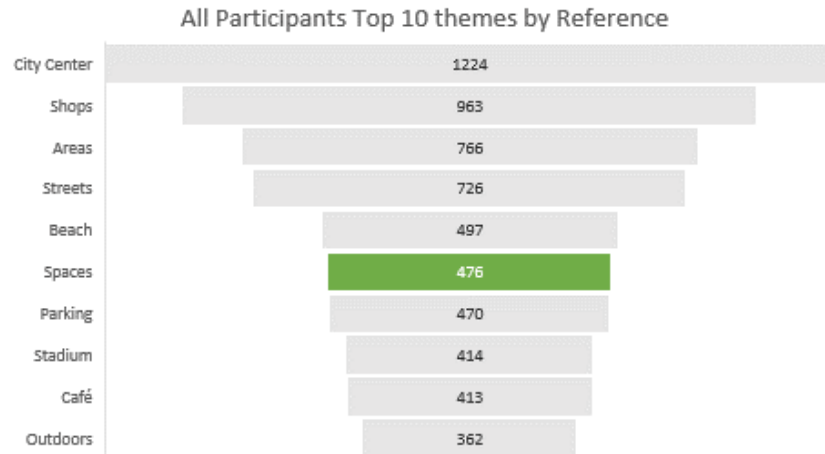
The beach area is fine as it is and doesn't really need anything done to it.

Union Street should be the jewel in Aberdeen along with the beach area".



# S P A C E S

## S O M E C O M M E N T S



"Union Street is in rapid decline, restore some pride by making it an attractive space not through gazebos, betting shops, charity shops and fast food outlets.

However, it is a transient space serving too few people.

My priority for the beach public spaces would be to contain any development or additional facilities to the more commercial end (with the cafes, funfair etc) so as to protect the quieter, natural character and connection with nature offered by the stretch of beach from Don Mouth to the Links Leisure Centre / beach ballroom.

Provide more green space in the city.

There should be an increase in green space.

Ugly neglected space, unsavoury influences present at any time.

Perhaps open up access to boulevard - otherwise it's a "dead" space area

Public land and free space, stadium should remain where it is - not rebuilt on public land at the Beach.

The outdoor space would be perfect for cafes, coffee stands and meeting places.

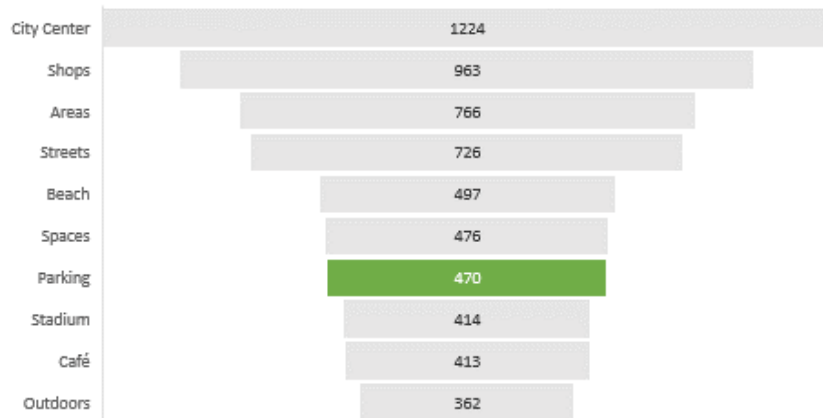
Offer incentives and rate decreases to encourage new businesses to occupy vacant space and increase footfall.

There is a beautiful square that we could use to have more outdoors spaces like terraces, markets, etc"

# PARKING

## SOME COMMENTS

All Participants Top 10 themes by Reference



\*Shops, Bars/ gym, restaurants, increased parking, shops

Free parking in the city centre.

A huge attraction would be the ability to park cheaply & easily to shop in the city centre - the recent trend of discouraging cars has meant people will not come into the centre - this cannot be ignored as many people live out with the city centre and already pay to run a car and are not willing to then spend a fortune on public transport to come in - they want the convenience to do this - many of us live in the shire and have to drive over half an hour to come to the city to be met with frustration at not being able to park + large parking fees.

Unique shops and affordable parking within walking distance to centre of town.

Easier connections and better pedestrian access from one to the other, looking at possible parking options so getting from one to the other may benefit and encourage people to utilise both areas from city centre down to beach front.

Free parking in city centre and more places to sit outside for lunch etc

There has to be available parking, cycling and public transport links though.

Cheaper parking options, vehicle friendly access.

We tend to go to Montrose Beach or Arbroath as the park facilities are better for children, the children love the paddling pool's.

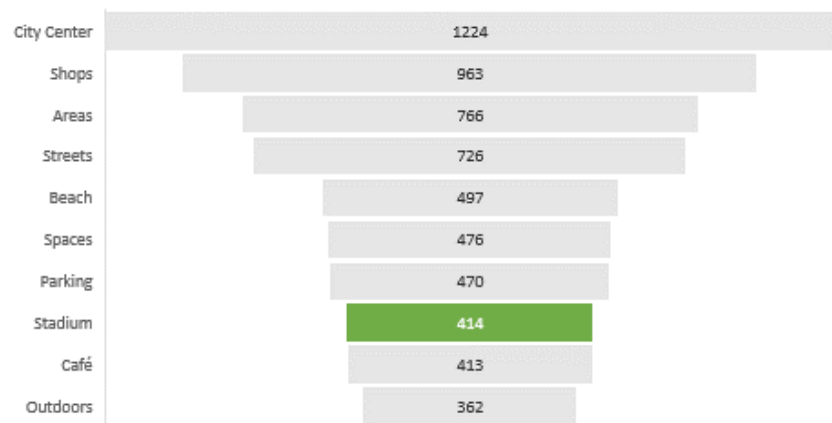
Need free evening parking to attract people to visit centre in evening

More convenient parking and reduction in parking charges...it's a simple fact that we still need to use cars so accept it and encourage more people into the city without making it difficult.

# FOOTBALL & STADIUM

**S O M E  
C O M M E N T S**

All Participants Top 10 themes by Reference



"The existing stadium and support hasn't shown any reason why the council should spend public money on supporting the bid for and building of a new one.

Build a new football stadium, help keep the club in the city, the hospitality sector needs the fans just as much as the club itself.

Keeping Pittodrie stadium in the heart of the city should be a top priority.

This is a one time opportunity to keep that and if it's lost I feel the damage to the city centre traders will be immeasurable and with the changing face of the oil industry and how that may or may not impact on people's lives in the city at least the security of football fans spending money in the city would at least be some form of guaranteed income for traders for the next 100 years.

My thing is the beach is the place the local folk love to go to times have changed with Covid and I think this will be permanent so looking to the future generation the beach needs to be the big attraction for locals and holidaymakers alike plenty to do down there it's going to be changed times we certainly don't need a blot on the landscape with a football stadium more actives for everyone make a holiday destination to be proud of

Anything to make the beach more attractive to visitors and locals is a sensible idea football can move out of city centre if they need a bigger stadium the beach needs to make its self the ideal place a holidaymaker would want to go to with there children not forgetting the local folk too

Keep the football stadium in the city and in the new proposed new location is vital for local businesses, football supports access to the stadium and ensuring the club remains at the heart of the city in everything it does, rather than being on the outskirts of the city and out of mind

Absolutely not on board with suggested stadium plans.

Strongly against the new football stadium being built in this location.

No football stadium on the links

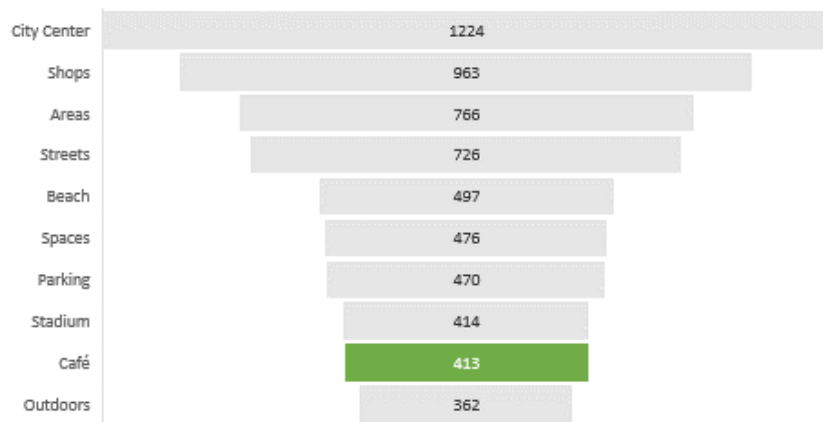
No football stadium completely wrong place

Do not allow new football stadium to be built on beach"

# CAFE

**S O M E  
C O M M E N T S**

All Participants Top 10 themes by Reference



"I would love Aberdeen to have a cafe culture, but is that realistic in the colder months.

More extreme sport/rock climbing facilities, more local businesses having space in the centre, more green space and having a cafe culture on Belmont St. The art gallery hosting more events post covid too.

Safe areas for walking, cafe culture, events and good easy parking.

Less cars, more space for people, eat and drink in the streets, more European cafe culture

Less traffic, more European feel/cafe culture, focus in areas which get sun at most robes of day (which is why the beach is good)

And make the cafe culture permanent.

More independent shop cafe's bars etc. A cultural area or zone.

Encourage a cafe culture in a pedestrian area on Union St, encourage major shops/retails back to the city  
Union street looks dirty & depressing at present, there needs to be better up keep of buildings, better use of the green spaces and investment in community spaces, independent cafes.

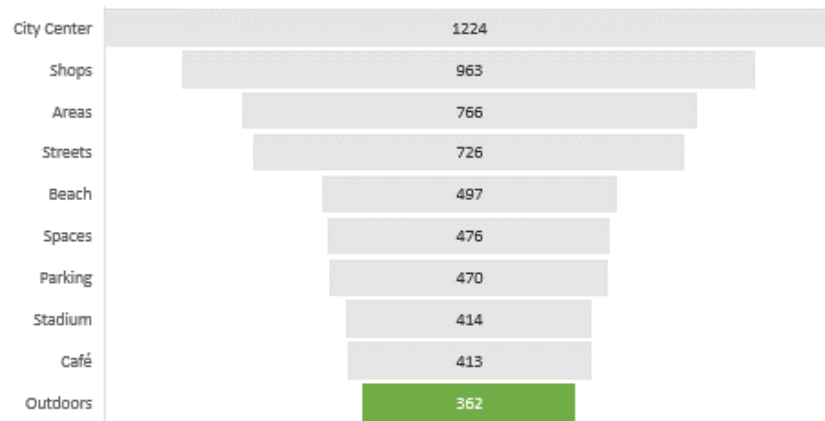
There is a real need to support businesses and improve the quality of the retail offer in the city centre - the loss of John Lewis as well as several other shops in Bon Accord mean there is really not a lot of choice for shoppers and whilst green spaces and a cafe culture may bring people to the city centre, people also need to be able shop without having to go to Glasgow or Edinburgh or online.

More local/independent businesses on Union street and more of an outdoor cafe culture"

# OUT DOORS

**SOME  
COMMENTS**

All Participants Top 10 themes by Reference



\*Family friendly outdoor space within the city centre such as has been created on top of Bon Accord/St. Nicholas.

Less cars, more greenery, outdoor seating.

Outdoor cafes.

COVID has shown that people are sick and tired of German markets and want more creative and spontaneous foods from private sector- city should endeavour to encourage these local efforts  
Also live music events with outdoor tables and heaters (see Sweden and blankets/heaters combo in outdoor spaces)

i contrast the lifestyle and facilities here in perth australia to aberdeen, and would love to see the injection of cafe culture, street popup food trucks and outdoor venues in aberdeen.

weather being a huge factor obviously, but easily mitigated with suitable outdoor facilities and firepits and outdoor heating to create a vibe.

everyone knows that on the limited days of good weather in aberdeen is diminished by the fact that there is not enough venues with outdoor areas to facilitate everyone.

The city centre would benefit from having more pedestrianised and beautiful spaces to wander around, improved outdoor culture and fewer pubs which seem to dominate at the moment (including outdoor spaces).

Concerts, art, outdoor dining, boutique shops, historic tours, art and food festivals, tall ships - make our harbour a place with attractions and not stupid ones like they have at the beach.

Areas for outdoor entertainment in city centre".

14.12 Software packages used in the engagement exercise

*Delib is a digital provider who offer both 'Citizen Space' and 'Simulator' platforms which Aberdeen City Council utilise in undertaking its democratic processes. The Delib Simulator is a digital platform for 'deliberative prioritisation'. The online tool is designed to engage people and give anyone the chance to try their hand at making difficult and complex decisions, to see what choices they would make. Public sector organisations around the world use the Simulator to involve citizens in priority-setting exercises. The simulator works by allowing respondents to move sliders and assign points to reflect their priorities, they see the consequences of their priorities and can experiment with 'trade-offs', respondents deliberate their options and then submit considered preferences. This generates meaningful and insightful feedback that can inform the decision-making process.*

*NVIVO is a text analysis software facilitating an intuitive qualitative data analysis, which allows data to be analysed for themes, trends, sentiment, and values. The software allows complex questions to be asked to the data, visual tools to illustrate findings, sentiment analysis and comparison tools.*