



BROAD STREET PUBLIC CONSULTATION

INDEPENDENT ANALYSIS REPORT

A summary of responses to the public consultation on proposed improvements to Broad Street, as part of Aberdeen City Council's Masterplan



ABERDEEN
CITY COUNCIL

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TONIC

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Executive Summary

Broad Street Consultation



Key Findings

Over 1,000 responses were received, offering a variety of likes and dislikes for the three options put forward in the consultation

Aberdeen City Council's City Centre Masterplan is a 25-year regeneration programme. As part of this, proposals for improvements to Broad Street were put forward in a public consultation run by the Council from 16 May to 12 June 2016. The consultation sought views from the public, organisations and businesses on the benefits and challenges associated with three options for enhancing Broad Street as a public realm space:

Option 1: Keeping Broad Street open to all traffic

Option 2: Making Broad Street buses, cycles and pedestrians only

Option 3: Making Broad Street pedestrians and cycles only

There was a high response rate from local residents, with 1,067 consultation responses being received, the vast majority (83%) of which came from people living in the City area.

These responses have been independently analysed by TONIC on behalf of Aberdeen City Council. The findings in this document will form part of a report for the Council, which will help to inform the decision on the next steps in progressing this part of the Masterplan.

There was a high level of support for some form of pedestrian priority in Broad Street and across the City as the Masterplan advances. This support was based on the potential benefits it could bring for pedestrians and cyclists in terms of more pleasant and safer civic space with improved air quality, for interesting activities and events, and for introducing new businesses and leisure opportunities that would serve to improve the overall attractiveness and quality of life in the City.

There was also a high level of support for retaining Broad Street as a thoroughfare, with significant concerns voiced about the possible impact of full pedestrianisation on limiting route options, causing congestion in other areas and limiting access to public transport, as well as the potential loss of existing bus routes in Broad Street which would limit access to public transport within the City centre.

In addition to the positive high response rate from local residents, we found virtually no criticism of the consultation process within responses, which, in our experience, is unusual for a public consultation of this size and level of public interest.

ANALYSIS

1. INTRODUCTION

1.1 BACKGROUND

In June 2015, Aberdeen City Councillors approved the City Centre Masterplan, following extensive public and stakeholder engagement with over 4,000 people living and working in Aberdeen, with the vast majority of those supporting its vision.

The proposed regeneration of Aberdeen City Centre is a 25-year programme, including 12 community-based initiatives, 13 infrastructure proposals, 13 economic outputs and 11 environmental developments across the City. These programmes address key housing, building, transportation and public realm concerns raised during that consultation.

The Masterplan aims to transform the City Centre, incorporating four major transport projects that could deliver new public realm space, including pedestrian priority: Broad Street, Guild Street, Union Street and Schoolhill.

Extensive traffic modelling showed that improvements to Broad Street would have the lowest impact on traffic movement across the City, and could be delivered without the need for supporting measures. This resulted in it being the chosen focus of this consultation.

A series of options for enhancing Broad Street have been put forward as part of the Aberdeen City Centre Masterplan proposals. The public were consulted on the benefits and challenges associated with three options for enhancing Broad Street as a public realm place:

1. Keeping Broad Street open to all traffic
2. Making Broad Street buses, cycles and pedestrians only
3. Making Broad Street pedestrians and cycles only

The consultation also sought general comments on the provision of public realm space in the area. The consultation ran from 16 May to 12 June 2016.

The responses have been analysed by TONIC on behalf of Aberdeen City Council. The findings in this independent consultation analysis will help to inform the decision on the next steps in progressing this part of the Masterplan. A report is expected to go to Full Council on 29th June 2016.

1.2 METHODOLOGY

After the responses were received, each answer to the nine consultation questions was analysed, and the issues raised were captured and explored. Through this process, certain themes emerged with regard to the likes and dislikes of each option. This enabled us to build a picture of the sentiment and ideas of the public. Figures are recorded for how frequently a certain issue is raised, and this is used to identify the most common and strongest arguments around an issue.

Thematic Analysis

We performed quantitative analysis of the qualitative questions and have set out the response rates by stakeholder type as well as the overall totals for preferred options. Percentage figures have been rounded to the nearest whole number for the majority of questions, therefore as a result not all numbers will add up to 100%.

We also conducted a qualitative thematic analysis. Thematic analysis is a simple and flexible form of qualitative analysis that is commonly used in social research. We have chosen this approach as it provides a way of summarising patterns in a large body of data, highlights similarities and differences across the data set, and can generate unanticipated insights¹.

Our use of thematic analysis is driven by the consultation questions; all data that is relevant to the consultation questions is coded. The analysis is not guided by theory, but rather is data driven, providing an overall analysis of themes relevant to the consultation. Our analysis comprises of six steps:

- Step 1: A detailed reading of the data to become familiar with the text
- Step 2: Initial codes are then manually ascribed to the data, organising the data into meaningful groups relevant to the consultation questions
- Step 3: Codes that are conceptually related to one another are grouped together, and identified as themes. A theme is defined as capturing something important about the data in relation to the research question, and represents some level of patterned response or meaning within the data set
- Step 4: The themes are reviewed to determine whether they are internally coherent (i.e., all data within them are conceptually linked) and distinct from each other
- Step 5: We then define and name the themes with the aim of capturing the essence of the data they comprise. This stage also involves the identification of subthemes, which help to provide structure to the analysis. The relationship between the codes, subthemes and themes is

¹ Braun and Clarke (2006)

then captured in a thematic map and coding book

- Step 6: We then write up the results, providing a narrative summary of the relationship between codes, subthemes and themes, including examples from the data to illustrate the essence of each theme

Data Cleansing

It was noted that there was often strong correlation between individuals' stated "likes" for one option and "dislikes" for another option, or between their "likes" for more than one option. For this reason, some data cleansing was required, as set out below, in order to ensure fairness in the treatment of all responses and to make sure that all views were recognised equally. For example:

- There were occasions where respondents answered that what they liked about Option 1 was that traffic congestion would not increase, and that what they disliked about Option 3 was that traffic congestion would increase. However, not all respondents highlighted this issue in their response to each question. For statistical purposes, therefore, it was considered logical and more accurate to consider that those who disliked an increase of traffic congestion due to Option 3 would also support the corollary issue in Option 1
- In submitting answers to why people liked Option 2, some highlighted an improvement in air quality. A number of those respondents, however, did not go on to highlight an improvement in air quality when expressing their likes for Option 3, to the extent that fewer respondents cited improved air quality as a reason for liking Option 3 than Option 2
- Likewise, it was considered practical to combine data for those who liked Option 1 because it continued to provide access for those with mobility issues with those who disliked Option 3 for the opposing reason

In combining data across answers, great care was taken to ensure that only those viewpoints which were clear and directly related to another option were combined.

It was also noted that there were occasions when an answer to the question of why an option was “liked” had, in fact, been mistakenly entered into the “dislike” section, and this was therefore transposed to the relevant section.

Finally, answers such as “n/a” and blank responses were removed from each individual question analysis total, to more accurately reflect the correct percentage of responses for each individual question.

Report Structure

This report provides an overview of the responses received, setting out the main themes that emerged.

Given the number and variety of consultation responses received, in order to present our analysis in a way that reduces duplication and makes sense to the reader, we have grouped themes together in the most logical locations in this report.

We have used anonymised quotations throughout to illustrate key points raised by respondents.

Findings

It is important to state that the Broad Street public consultation was not a vote on the preferred option, but rather an opportunity for the public to inform decisions around how the project is taken forward. This can be highlighted by the understanding that it was possible for an individual to furnish a variety of likes and dislikes for each option, regardless of their own personal preference. Attempting to ascertain the level of support for one option over another, therefore, was not intended to be the purpose of this consultation.

The findings do reflect the strength of feeling around particular issues, and by analysing such a large number of responses, certain key themes have clearly emerged.

2. WHO RESPONDED TO THE CONSULTATION?

1,067 consultation responses were received, via the following methods:

- 1,023 online responses, through the Citizenspace platform hosted on Aberdeen City Council’s website
- 41 paper form responses
- 3 email responses

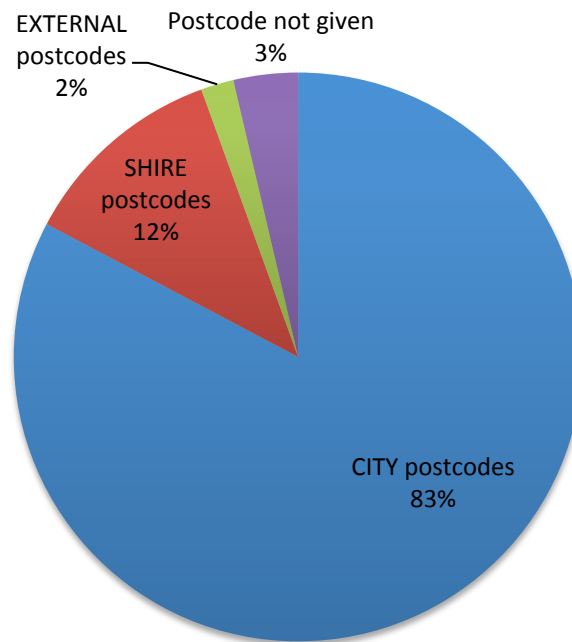
2.1 RESPONDENT DEMOGRAPHICS

Respondents supplied postcode information, whilst other demographic information (such as gender, ethnicity and age group) was not requested.

This revealed that the vast majority (83%) of responses came from people who lived in the City area.

Postcode	Responses received
CITY postcodes	882
SHIRE postcodes	125
EXTERNAL postcodes	21
Postcode not given	39
Total	1,067

Responses received by postcode



These areas were defined as:

- CITY postcodes – those beginning between AB10 and AB26
- SHIRE postcodes - all other AB postcodes (in this case, AB30 - AB56)
- EXTERNAL postcodes - those outside the AB area

The different postcode groups were analysed for any significant statistical variation in responses, such as a strong preference for a particular issue, or a marked highlighting of a certain theme, and no statistically significant differences were found.

3. FULL ANALYSIS

The following section sets out a summary of responses to the consultation on a question-by-question basis.

Where we have used percentages, we have generated these figures from the number of respondents who answered each specific question rather than from the overall consultation completion number of 1,067. These figures are shown in each of the graphs used in this report (e.g. n=836).

We have illustrated some points with anonymised quotations taken directly from responses where they represent and add further insight into the themes identified.

3.1 OPTION 1: OPEN TO ALL TRAFFIC

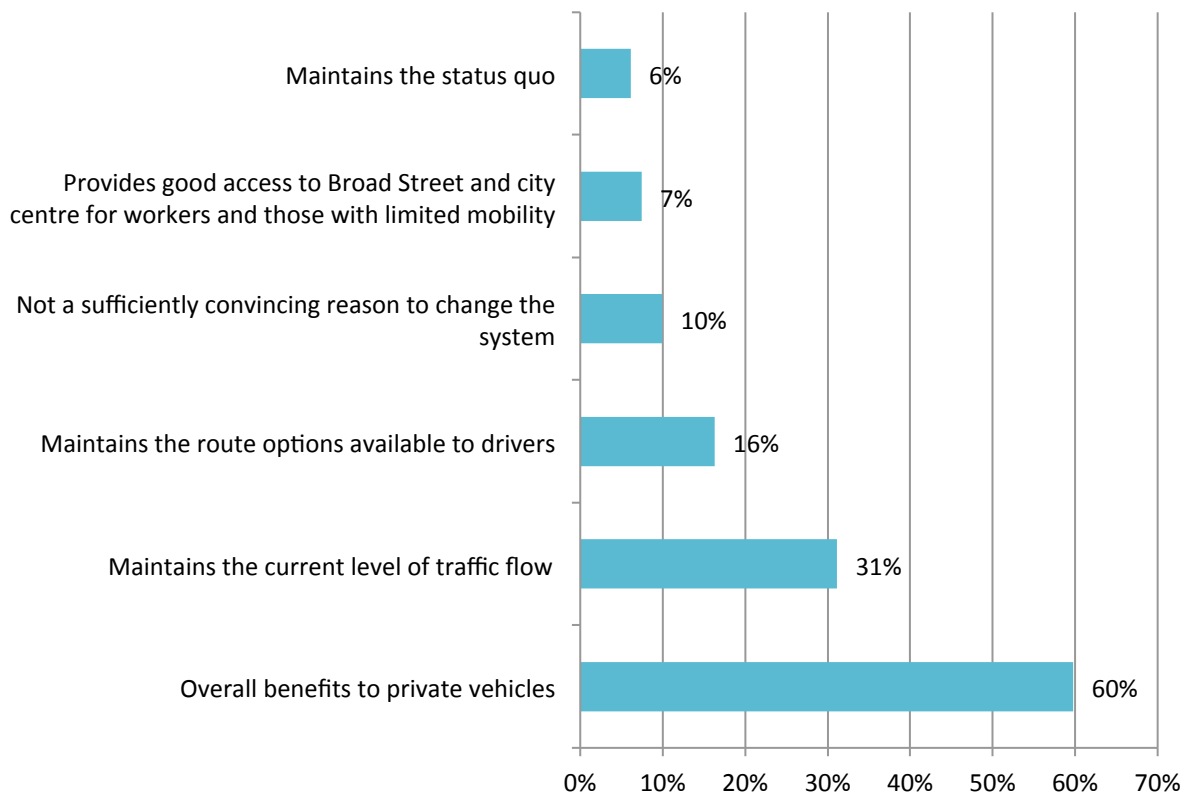


Description of Option 1

- Broad Street remains open to all traffic
- Potential for bus stops to be relocated away from the public space
- Existing space in front of Marischal College retained
- Pedestrian crossings would remain

What do you like about Option 1 (open to all traffic)?

What do you like about Option 1 (open to all traffic)?
 Percentage of those who answered this question (n=836)



(i) Overall Benefit to Private Vehicles

60% of those who responded to this question highlighted that keeping Broad Street open to all vehicles was a potential benefit by facilitating travel by car through and around Aberdeen City centre. Among specific reasons given, the most common were: to enable traffic flow and avoid expected congestion in adjacent streets (31%); and to provide the largest amount of route options to drivers (16%).

Some respondents provided details of streets and routes they expected to be adversely affected by the closure of Broad Street to private vehicles, which included:

- Union Street
- Schoolhill
- Market Street
- Upperkirkgate
- King Street
- Loch Street
- Gallowgate
- George Street
- Mounthooly roundabout to Union Street
- North/south routes across the city centre

“I like Option 1 as it retains options for driving through the city centre which has been restricted a lot in recent years with the pedestrianisation of Belmont St and Carnegies Brae, and also the restrictions on Back Wynd.”

“This keeps an important access route open between Gallowgate and Union Street. If Broad Street is closed the traffic will have to go elsewhere.”

“Closing Broad Street to cars and buses together with the closing of Union Street from Market Street to Union Terrace would mean there is no straight forward way for traffic coming from Marischal Street and the Fittie area of the harbour attempting to get to Schoolhill, Gallowgate and the Hutcheon Street areas. There are already frequent blockages and delays in traffic travelling from King Street into Union Street, and on into Market and South Market Street. Closing Broad Street would exacerbate the problem.”

“Removing Broad Street as a thoroughfare to areas of the town northeast of Union Street will cause further traffic black spots on King Street and Union Terrace through Schoolhill and Upperkirkgate. Upperkirkgate especially will cause major problems given the pedestrian crossing between the Bon Accord and St Nicholas Centre.”

“This allows the free flow of traffic from north to south as there are very few roads in this direction in Aberdeen.”

“Since the closure of St Nicolas Street and George Street, in 1985 and 1990 respectively, the available main traffic routes northwards from the city centre were reduced to only two – Broad Street/Gallowgate and King Street/West North Street. This obviously increased the volume of traffic on both these routes which are now regularly congested.”

“When other streets are closed, such as Union Terrace for the International Market, the whole city grinds to a halt and traffic is gridlocked. Closing Broad Street will only do the same.”

(ii) Not a Sufficiently Convincing Reason to Change the Current System

10% of respondents to this question supported Option 1 as they felt there was not enough reason to change the current system, and that the proposal to pedestrianise Broad Street had not been thoroughly or convincingly thought through and presented.

Reasons given for this viewpoint include:

- Broad Street not being a suitable place for pedestrianisation, as it was not felt to offer many attractions to pedestrians, and that it is often too shady and windy
- Other open and/or pedestrianised spaces already exist and are underused, such as Castlegate and Union Terrace Gardens
- Other streets are more suitable to being closed to cars and buses, such as Union Street
- The building of Marischal Square, which was felt to have impinged on the proposed civic square in terms of attractiveness and space
- Not enough information provided as to how traffic would be rerouted

Some also felt that time should be allowed for current development projects, such as Marischal Square and the Aberdeen Western Peripheral Route (AWPR) to be completed before any new major changes were made.

“There is no reasonable plan in place for where traffic is supposed to go. It may be useful to wait until the AWPR and the new building are built.”

“There will never be as many events as the council imagines, there are much more suited places in any case, e.g. Castlegate, Union Terrace Gardens, St Nicholas Centre.”

“Broad Street is a street, not a public space. There is nothing on Broad Street to attract hordes of pedestrians warranting its closure as a transport route.”

“Broad Street is one of the windiest and least sheltered areas of the city. No one is likely to want to sit there.”

(iii) Provides Good Access to Broad Street and City Centre

7% of responses to this question felt that keeping Broad Street open to private vehicles was necessary for those with limited mobility, as well as others, such as workers at Marischal College. Without access for private cars or taxis, it was felt that convenient drop offs would no longer be possible.

Some also queried how delivery vehicles would access buildings such as the Bon Accord and St Nicholas Centre, Provost Skene’s House, and the new development at Marischal Square. Others were unsure as to how the Queen Street car park would be accessed.

With regard to Marischal Square, a number of respondents wondered how guests and visitors to the hotel would arrive and depart without the option of driving private vehicles or using taxis.

“My husband cannot walk far, therefore whenever we can, we go by car. Marischal Square is currently accessible for him, plus there is parking for disabled people nearby.”

(iv) Maintains the Status Quo

6% of respondents felt that Broad Street should remain open to traffic because it was the current system and they felt it worked well, or at least as well as it could, and was likely to be more effectively than the proposed alternatives.

Some also expressed that they liked Option 1 because it was the least expensive of the proposals and the easiest to implement.

“Probably less disruption since it is essentially a continuation of what already exists.”

“This would be the cheapest option as not a lot of changes would be required. It would be the least likely to cause disagreement from citizens.”

“It maintains familiarity. This is how I know Aberdeen city centre to be.”

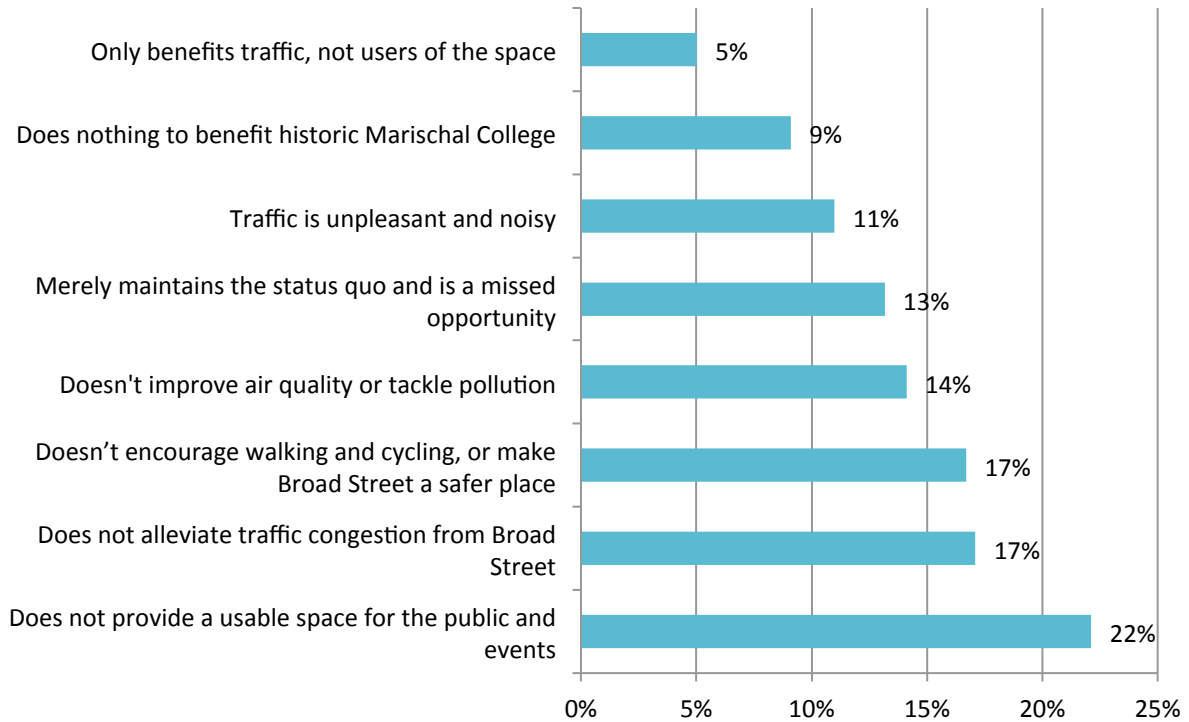
(v) Other Issues Raised

Other reasons for liking Option 1 raised by a small number of respondents (fewer than 2%) included:

- Benefitting Aberdeen’s traffic flow when other streets are closed, due to events, emergencies, or road works
- Relocating the bus stops away from public space
- Maintaining the option to close Broad Street temporarily

What do you dislike about Option 1 (open to all traffic)?

What do you dislike about Option 1 (open to all traffic)?
Percentage of those who answered this question (n=737)



(i) Does Not Provide a Usable Space for the Public and Events

22% of responses to this question disliked Option 1 because it did not provide any public and pedestrianised space. Among those, there were many who felt the provision of public space was a necessary condition of the building of Marischal Square, and that a traffic-free area was much needed in this part of Aberdeen.

"I don't like option 1. The local authority has committed to plans, policies and strategies that encourage alternative modes of travel, support health and wellbeing, green space and emissions reduction. Maintaining traffic through the city centre actively goes against these."

"When cars are present, it will never become a pleasant public space, because of noise, potential danger, and pollution."

“It doesn't take advantage of the opportunity we have now to improve the space is used, and the way the space feels to help make broad street part of a city centre focal point.”

“Detracts from the ambience of what should become Aberdeen's showpiece development and ACC's own HQ.”

“The impression given when Marischal Square was given the go ahead was that that street will be pedestrianised, thus the public expect it.”

(ii) Does not Alleviate Traffic Congestion on Broad Street

Many felt that Broad Street currently suffered traffic congestion, which not only caused issues for drivers, but also made the area unpleasant to pedestrians and cyclists, as well as detracting from what many described as Aberdeen's most beautiful building, Marischal College.

“There is already a very large volume of traffic on Broad Street, and with buses currently stopping at the Marischal Square side of the road, this prevents traffic from running smoothly. The junction of Broad Street and Union Street is particularly bad at peak times, with drivers on Union Street sitting on the yellow hatched area which prevents other drivers on Broad Street turning right. Similarly, exiting Queen Street to turn right is problematic as drivers block the opening.”

“Long waits at the pedestrian crossings cause people to run out into the road to try getting across faster.”

“To keep traffic and the heavy bottleneck [at Broad Street] is not only awful for pedestrians and cyclists but cannot contribute positively to free flowing traffic.”

“Central Aberdeen is already filled to the brim with traffic with few quiet spaces, and this street is already busy enough that most traffic tries to avoid it if at all possible.”

(iii) Does not Encourage Walking and Cycling, and does not Make Broad Street a Safer Place

17% of responses highlighted that Option 1 did nothing to encourage residents and visitors to walk or cycle through the area. These responses also highlighted that the proposal did not make Broad Street a safer place for pedestrians and cyclists.

“It is not encouraging people to get out of their cars. We are trying to make the city centre a nicer place and this is one of the biggest parts of it. Aberdonians need a push in the right direction to start using public transport – or dare I say walk?”

“Pedestrianised areas are inviting spaces and they're excellent for community events and tourism. People can walk along freely without needing to keep an eye on traffic. If Broad Street remains open to all traffic, then it'll be tricky to achieve these benefits.”

“Option 1 shows absolutely no progress whatsoever. Large cities the world over are making bold and brave statements about the kinds of places they want to foster – people places, not car places. This option is a do nothing option that achieves nothing.”

“This does nothing to keep traffic out of the city centre, and leaves pedestrians as third class citizens.”

(iv) Does not Improve Air Quality or Tackle Pollution

14% of responses to this question disliked Option 1 because it did not have a positive impact on improving air quality and did nothing to help reduce pollution levels from traffic.

“The local authority has committed to plans, policies and strategies that encourage alternative modes of travel, support health and wellbeing, green space and emissions reduction. Maintaining traffic through the city centre actively goes against these.”

“Too much traffic, pollution, noise and overall it removes the chance to do something exciting in front of Aberdeen's greatest building.”

“Air quality is poor in Aberdeen and a positive/strong move by the council to make one area of the city pedestrianised would help portray a more positive image of the commitment the council have towards improving air quality.”

“When cars are present, it will never become a pleasant public space, because of noise, potential danger, and pollution.”

(v) Merely Maintains the Status Quo and is a Missed Opportunity

13% of responses indicated that choosing not to pedestrianise Broad Street represented a missed opportunity to make positive change, and that Option 1 lacked *“vision, imagination and courage.”* It was also felt that retaining traffic in Broad Street would have wider implications and ramifications for further and future development of the City centre.

“Aberdeen City Council's report on the transport implications of the City Centre Masterplan projects showed that improving Broad Street is absolutely necessary in order to set other parts of the masterplan in motion. Retaining the status quo in Broad Street will raise questions about whether the plan is deliverable at all.”

“Option 1 lacks any sort of inspired thinking or leadership.”

“We need to take the lead with a green, sustainable vision for our city. This option is outdated and backwards.”

“What is there already in Broad Street is bland and doesn't support the design you are trying to create for this area. Bold steps must be taken in order to ensure that this city has a bright future and staying with what people are used to is not going to get us there.”

“No vision, no improvements. A missed opportunity for Aberdeen.”

(vi) Provides No Benefit For Marischal College

There was strong support and feeling for what many described as “*Aberdeen’s most beautiful building*” across the responses. Across the questions, many felt the need to maximise the potential and attraction of Marischal College, and believed that creating a pedestrianised civic space in front of it was the best way to do that. It was also noted how much the restoration project completed in 2011 had improved the appearance of the building, and fears were expressed that not reducing traffic in Broad Street would lead to its discolouration again. 9% specifically mentioned that they disliked Option 1 due to it providing no benefit to Marischal College.

“Marischal College is an important historical landmark of great beauty located at a natural vantage point over the city and every effort should be made to show it off. Pedestrianising the area would reduce air and noise pollution and make it more attractive to visitors and residents alike, as well as maintaining the sparkle of the granite for longer.”

“Marischal College is an absolute gem in the heart of the city and a pedestrian area in the front of the building would allow both visitors and locals to enjoy it, which of course has potential economic benefits in terms of tourism.”

“Marischal College is an iconic building, and there is a unique opportunity for Broad Street to be the focus of a vibrant ‘new’ Aberdeen, providing a public space in the heart of the city. This would not be possible if all traffic were to be maintained.”

“Marischal College is a stunning building, recently cleaned. Although, as a driver, I don’t normally agree to blocking areas off, Marischal College should be allowed to sparkle for as long as possible in an area free from all fuel emissions.”

(vii) Only Benefits Traffic, Not Users Of The Space

5% felt that Option 1 represented a preference of cars over people, and that in making this choice Aberdeen City Council would be making a statement about which it felt was more important to the City.

“Option 1 sets out the wrong precedent. Other cities are moving towards recognised world trends that car ownership will go down and making them more pedestrian friendly. Not recognising that within this development sends out a signal that Aberdeen is living in the past. It should be treated as an opportunity to create a quality public space which Aberdeen sorely lacks.”

“Option 1 offers no real improvements to make city more attractive to people, only cars.”

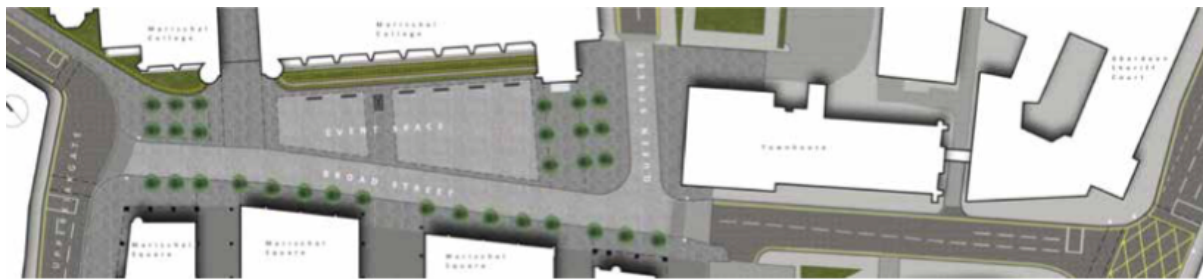
“Option 1 promotes cars over people, and all the negative things that come with cars, like pollution, congestion, and obesity.”

(viii) Other Issues Raised

Other reasons for disliking Option 1 raised by a small number of respondents (fewer than 3%) included:

- The belief that it is not in accord with the City Centre Masterplan
- Doesn't benefit public transport, and in particular bus waiting times
- Fails to work towards attracting tourists
- Doesn't help local business

3.2 OPTION 2: BUSES, CYCLES AND PEDESTRIANS ONLY

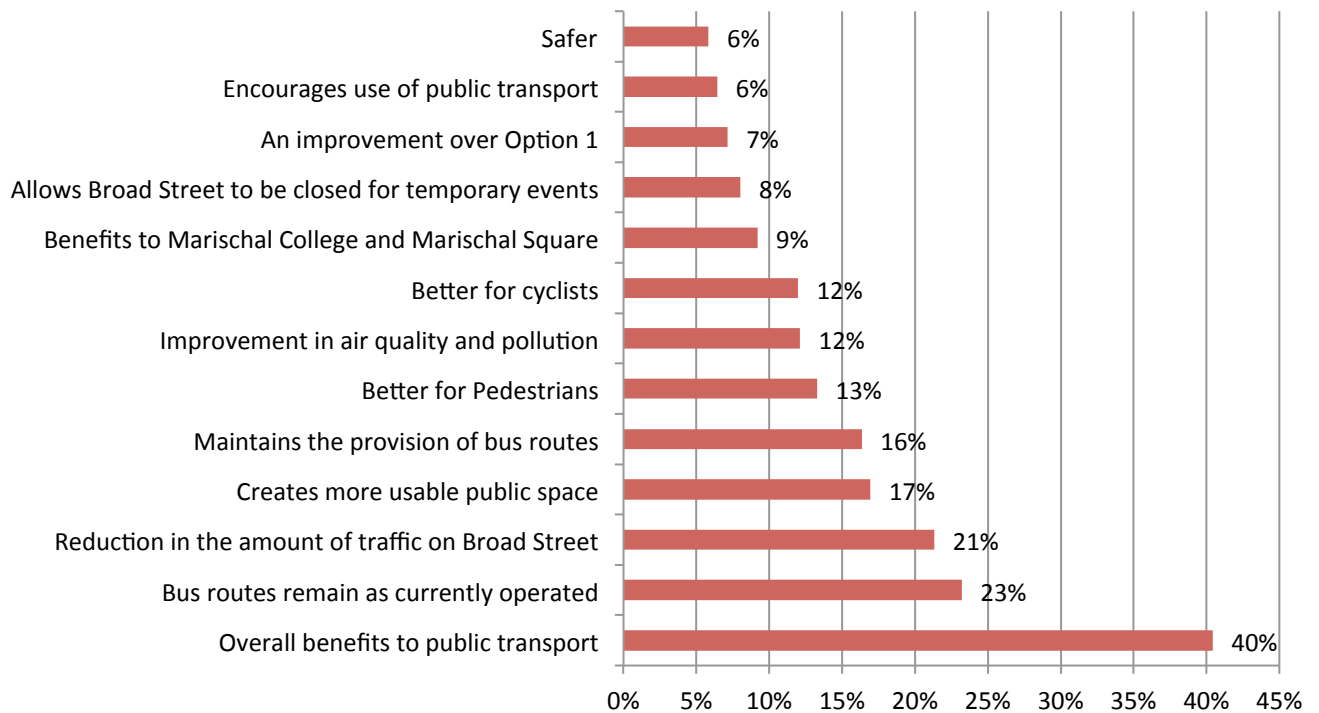


Description of Option 2

- Broad Street only open to buses, cycles and pedestrians
- Potential to relocate the bus stops
- Opportunity to temporarily close off Broad Street to all traffic increasing the usable civic space from 1,910 square metres (sqm) to 3,510 sqm
- Reduced traffic and shared surfaces giving priority to pedestrians
- Upperkirkgate traffic island removed to increase footway widths
- Improved pedestrian crossing places

What do you like about Option 2 (buses, cycles and pedestrians only)?

What do you like about Option 2 (buses, cycles and pedestrians only)?
Percentage of those who answered this question (n=686)



(i) Overall Benefits to Public Transport

40% of responses to this question felt Option 2 to benefit public transport, with a variety of reasons given, including:

- 23% felt that bus routes would remain as they are currently operated
- Encourages use of public transport
- Possible reduction in bus journey times
- Opportunity to control the waiting times of buses

“Option 2 would decrease congestion and make it easier for buses to get through, speeding up the service. It can take 15 minutes to get from Union Street to Gallowgate at present.”

“This option maintains public transport access and gives competitive advantage over private vehicles. ‘A developed country is not a place where the poor have cars. It’s where the rich use public transport’ – Mayor of Bogota.”

“Broad Street is an essential thoroughfare for buses and it would cause traffic chaos if they were rerouted to Upper Kirkgate. Also, it would be extremely inconvenient for passengers, especially those who are older or disabled, who wished to access the lower end of Union Street.”

“Retains buses through Broad Street which at peak times are about one every 4 minutes. Allows access to central Aberdeen especially from the North and Tillydrone (and Bridge of Don when new bridge complete), and also from the South (Kincorth bus) and West (Great Western Rd & beyond Bus)”

“Option 2 maintains what is a hub for public transport, and also offers the ability to reduce bus waiting times, which can only be a good thing. Though there doesn’t seem to be an indication of how this will be achieved, nor why it cannot be achieved otherwise.”

Also relating to public transport, some felt:

- The service offered by First was poor, and overpriced
- A move towards hydrogen fuel and more environmentally-friendly buses should be encouraged

(ii) Reduction in the Amount of Traffic on Broad Street

21% of responses to this question felt that the implementation of Option 2 would result in fewer vehicles and reduced traffic on Broad Street.

“Without the cars clogging up Broad Street, as well as freeing up a very important bus route it will also be nice as a pedestrian not to be forced to breathe in car fumes. It will create a much nicer and more relaxed atmosphere as well as not interfering with the bus routes.”

“Removing traffic makes more sense of Broad Street as a public space following the Marischal College refurbishment and Marischal Square development, and according to traffic modelling it appears to be feasible without significant impact on traffic flow.”

“Removing the cars will open the area up and is a start to the pedestrianisation of Broad Street. Hopefully it will discourage car use. We don’t need masses of cars with one person in them.”

(iii) Creates More Usable Public Space

17% of responses specifically mentioned liking Option 2 because it generated a greater amount of public space that could be made positive use of.

“Option 2 allows for the creation of a temporary open space within the city and at the heart of it a civic space that can become a focal point for events, which is something that this end of the city needs.”

“The open area gives a more friendly contour, something that Aberdeen desperately needs.”

“People will feel more comfortable sitting and enjoying the area. The area will provide the opportunity for the city to improve upon its creative and artistic events.”

“This reduces emissions and creates an adaptable public space in front of a public building Aberdeen should be shouting about is a good idea. This could also be a great place to meet, socialise, and hold events such as Spectra.”

(iv) Better for Pedestrians

As outlined above and in other places in this report, 13% felt that the removal of traffic from Broad Street would be better for pedestrians and encourage walking due to increased safety, improved air quality, less noise, less traffic, and more space.

(v) Improvement in Air Quality and Pollution

12% highlighted improvements in air quality that would arise from a reduction in traffic, and the corresponding positive effects this would have on the attractiveness of the area, as well as preserving the appearance of important buildings, such as Marischal College.

There were some, however, who felt that improving pollution issues in Broad Street would only move traffic and pollution to other areas, rather than eradicating them completely.

(vi) Better for Cyclists

As mentioned in reasons to like Option 3, although in smaller number, 12% felt that removing private vehicles from Broad Street would make cycling within the City centre more attractive.

“I like this idea because it allows for people to use public transport should they want to and it's safer for cyclists. I would purchase a bike and cycle everywhere in the city but I'm too scared to just now because of the volume of traffic. It doesn't seem safe to me.”

Others, however, pointed out that Broad Street represents only approximately 200 metres of road surface, and that people would need to cycle through traffic to get there in the first place.

It was also mentioned that more cycle racks would be needed.

(vii) Benefits to Marischal College and Marischal Square

As outlined above (in Option 1 dislikes and in Option 2 likes point (ii)) about creating better public space, 9% chose to highlight the benefits to Marischal College, and also the new Marischal Square development which was felt would be best served by at least partial, if not full pedestrianisation.

(viii) Allows Broad Street to be Closed for Temporary Events

8% supported and agreed with the consultation document’s idea that a benefit of Option 2 would be that it could be closed for temporary events. Others, however, were unclear why this could not also be the case under Option 1

(ix) An Improvement over Option 1

7% stated a liking for Option 2 on the grounds that they felt it was better than Option 1, though without further elaboration.

(x) Safer

6% felt that Option 2 would make the Broad Street area a safer place for pedestrians and cyclists.

“Pedestrians and cyclists are safer where only buses are allowed than where cars are also present. This mix is present in the city centre in Dundee and seems to work well.”

“Less traffic in pedestrian heavy zone makes it safer for families.”

“Option 2 provides a good balance between overall mobility, getting people in and out of town using public transport, and providing a safe space for pedestrians. Comparable with areas of Exeter and Cambridge (among others).”

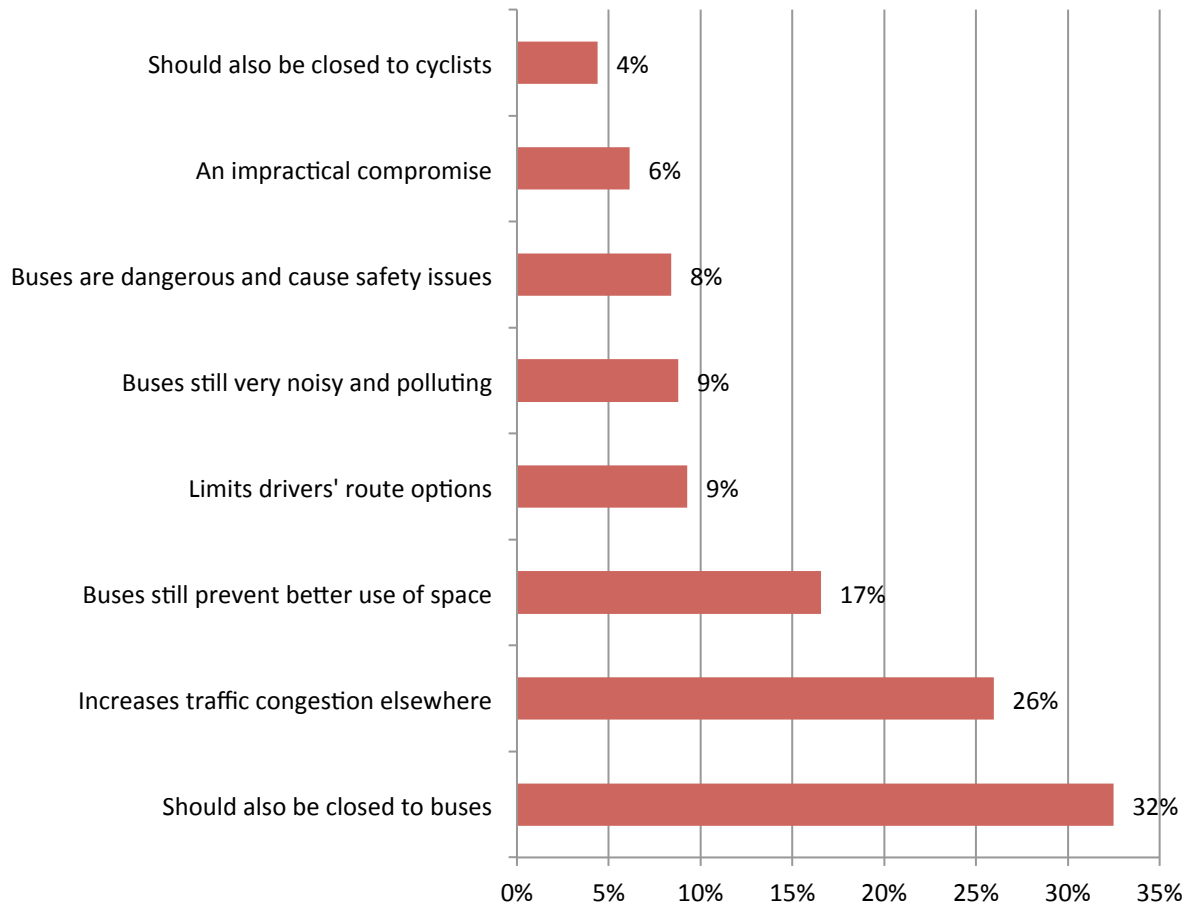
(xi) Other Issues Raised

Other less frequently mentioned reasons (< 3%) for liking Option 2 included:

- Some who felt it a good blend of Option 1 and Option 3
- The ability to install innovative features
- Some who felt Option 2 a better choice than Option 3
- Some who felt Option 2 was in accordance with the Masterplan

What do you dislike about Option 2 (buses, cycles and pedestrians only)?

**What do you dislike about Option 2
(buses, cycles and pedestrians only)?**
Percentage of those who answered this question (n=797)



(i) Should Also Be Closed To Buses

The chief dislike for Option 2 (32% of responses to this question) was that it still allowed buses to use Broad Street, and did not create full pedestrianisation.

"I don't think this option goes far enough. I would like to see this area for cycles and pedestrians only, no buses. Lots of other cities have bus networks that take you to the periphery of the city centres only, and have welcoming pedestrian and cyclist friendly central areas. This is our chance now. Keeping buses wouldn't change the feel of the area, only getting rid of all vehicles will do this."

"I don't see how we could promote a 'café culture' with the noise and fumes of buses preventing this from being a nice, relaxing area."

“Buses stop and queue up outside Marischal at present. This would continue and adversely affect the environment compared with what would be achieved if it was a pedestrian area only.”

“Why do we need buses on Broad Street? Why can't people walk anywhere from Union Street? It's not far.”

“Although we have hydrogen buses the vast majority belch out diesel fumes, I don't really see how this makes walking and cycling more attractive - my own experience of cyclists sharing bus lanes is that it is not pleasant.”

“Most of the traffic through that area is buses. Continuing to have buses defeats the point of opening up the space.”

(ii) Increases Traffic Congestion Elsewhere

26% felt that closing the road to private vehicles would increase traffic congestion elsewhere (as outlined in section 2.3, Option 3 – Likes).

(iii) Buses Still Prevent Better Use Of Space

As mentioned above, there were a number (17%) who felt that buses should also be removed from Broad Street, and that allowing buses meant that the roads would necessarily have to be maintained – as well as bus stops and lay-bys – thus preventing more extensive use of the development of the public space.

“Aberdeen city centre is heavily dominated by noisy traffic and very lacking in quiet civic space. Whilst this option will be much better than Option 1 it still does not give a totally traffic free area in the city centre which Aberdeen is so lacking. With Marischal College as a beautiful backdrop full pedestrianisation would give the city the heart it needs, yet buses would not create a truly civic space for the people to unwind and enjoy the city.”

“With buses going through the public space area is bisected. There will be less room for trees, greenery and landscaping. It will not produce a safe space for public events and families.”

(iv) Limits Drivers' Route Options

9% raised the impact on limiting routes for drivers. The points raised here have been set out in section 2.1, Option 1 – Likes.

(v) An Impractical Compromise

While some praised Option 2 as a workable compromise between maintaining the status quo and full pedestrianisation, others (6%) described Option 2 as *“an unworkable half-way house”* that was *“neither here nor there.”* Mixing bus traffic and pedestrians was seen as unwise. Reducing pollution, noise and issues of danger, rather than effectively removing them, was seen as lacking in ambition and direction.

“Option 2 is a timid half-way house solution which shows a lack of commitment to a new civic space at the heart of Aberdeen.”

“This is a foolish compromise position. Pedestrians will not walk in the middle of a street where they can be hit by buses or by careless bicyclists. See the George street experiment tried many years ago.”

“The MUSE development was “sold” to the public as part of a pedestrianised development. If this is not carried through with the public will have been deceived.”

“Broad Street would remain a street and the use of the space would be inhibited. If it is proposed that the street would be closed for buses at certain events to allow full pedestrianisation then, in my opinion, the bullet should be bit, strong leadership shown, and Broad Street fully pedestrianised.”

“It is as easy to plan for full closure and re-routing of buses on a full-time basis as on a temporary basis. Such a proposal is an abrogation of decision making and has no useful intent other than a failure to make a better decision.”

“Either have a pedestrianised public space, or don't. Allowing buses completely eliminates the benefits of pedestrianisation or the creation of a public space for outdoor events, but still causes general disruption to the flow of traffic around the city centre. This option is plain stupid.”

(vi) Should also be Closed to Cyclists

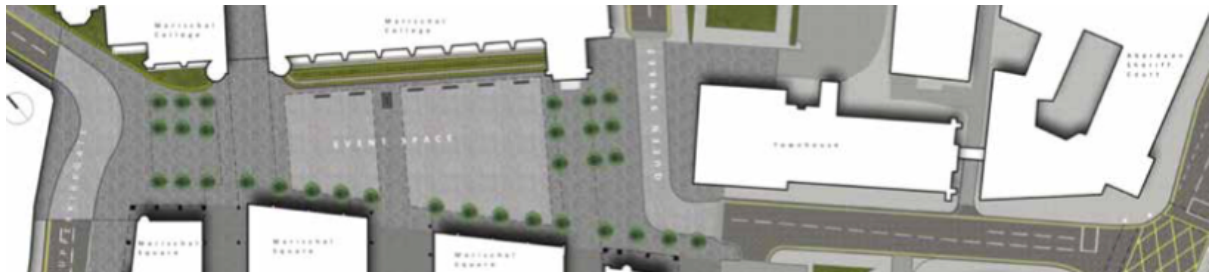
4% felt that any pedestrianisation of Broad Street should also include closing it to cyclists. Also see section 2.3, Option 3 – Dislikes.

(vii) Other Issues Raised

Other less frequently cited reasons (<3%) for disliking Option 2 were:

- Restricted access for those with mobility issues to Broad Street and Marischal College (see also Option 1 – Likes and Option 3 – Dislikes)
- That buses were receiving priority over private vehicles
- Does not really encourage cycling, given that: a) cyclists have to cycle through traffic to reach Broad Street; and: b) despite the absence of cars, buses still pose an obstruction and danger to safe and pleasant cycling
- Some felt that taxis should also be allowed – especially for those with mobility issues – and that in some ways they should be viewed as public transport
- Some disliked the relocation of the bus stop as outlined in the consultation document
- Some expressed concerns over whether cars would abide by the restriction to enter Broad Street - stating previous examples of restricted access roads which they felt private motorists had ignored

3.3 OPTION 3: PEDESTRIANS AND CYCLES ONLY



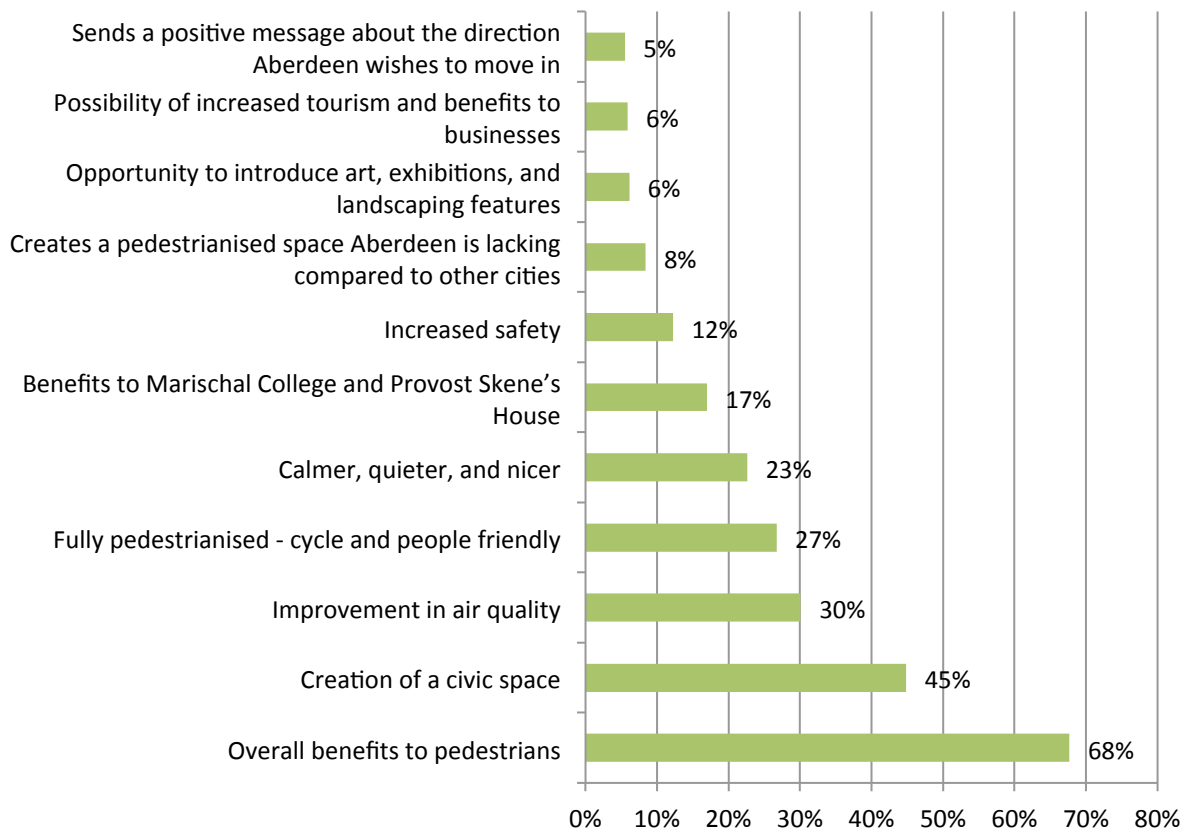
Description of Option 3

- Broad Street fully pedestrianised
- Civic space increased from 1675 square metres (sqm) to 3510 sqm
- New civic space with increased landscaping
- Unrestricted movement for pedestrians

What do you like about Option 3 (pedestrians and cycles only)?

What do you like about Option 3 (pedestrians and cycles only)?

Percentage of those who answered this question (n=801)



(i) Overall Benefits to Pedestrians

68% of those who responded to why they liked Option 3 highlighted the benefits to pedestrians and the public in general across a wide range of themes and ideas, including:

- Improvement in air quality and ‘greenness’ (30%)
- Full pedestrianisation being “people-friendly” (27%)
- The creation of a “calmer, quieter, and nicer” space (23%)
- Increased safety (12%)

“Without the noise and pollution, and all the space that motorised traffic imposes on a street, people will feel comfortable to walk or cycle. The site is surrounded by the city’s civic buildings, existing and new retail/leisure offers, and lies in front of perhaps the city’s most impressive building. This is an attractive option.”

“It would be great to be able to walk around without having to look behind me all the time worrying about buses or traffic.”

“Improves air pollution, safer for pedestrians and cyclists. It would be amazing to be able to walk not just on the pavement.”

“I love this option. It prioritises people over motor traffic, which is what all good cities do. It means people can walk and cycle around the shops and restaurants in the area without navigating through motor traffic. It will make the air cleaner to breathe, have a positive impact on our greenhouse gas emissions, and encourage people to choose active travel, which will benefit their health and the health of the NHS. It will also make Aberdeen a more attractive tourist destination by providing interesting inner-city places to explore.”

“This option puts pedestrians first, which is how it should be. It encourages healthier options for travel and air quality will be greatly improved. There will be greater opportunities for improving landscaping and visual setting, an

encouragement of café culture, and a place where people will want to spend time in, rather than just using it to pass through.”

“This option will encourage a cultural change away from always putting the car first to focussing more on sustainable travel within the city.”

(ii) Creation of a Civic Space

45% gave support for the creation of a central, pedestrianised civic space which offered the ability to stage events and create a focal point in the City.

“More in keeping with the original 'civic square' plan following the removal of St Nicholas House which has potential for festivals and events.”

“This is the best of all worlds and creates a great environment for business and leisure. It affords every opportunity to create a fantastic location that can host public events and also be a great home for business. There are sufficient public transport routes nearby that mean that no-one is disadvantaged.”

“This will provide an exclusive 'blank canvas' to create an exciting, stylish, attractive civic space which can be enjoyed all year round and also opens up opportunities for more centrally held events, art projects, or festivals like the ones we've enjoyed recently in the city.”

(iii) Benefits to Marischal College and Provost Skene’s House

As already outlined above in Option 1 – Dislikes and Option 2 – Likes, 17% felt that pedestrianisation would be of great benefit to the showcasing of the popular and unique Marischal College, and also Provost Skene’s House, which some felt would particularly suffer if the development of Marischal Square was completed without the offer of a public space.

“As Sir Ian Wood said, ‘Aberdeen needs a Heart.’ Marischal College is Aberdeen's gem and invokes such pride. It is of huge architectural and tourism value, especially with Aberdeen being on the door step to the highlands, Cairngorms and the whisky trail. With both Provost Skene's house and Marischal College as a backdrop, full pedestrianisation would really create a space which would be much more appropriate as the centre of the city than Castlegate.”

“Pedestrianisation is a huge improvement for both the local population and tourists. Marischal College is a world-renowned building and we do not show it off.”

“Marischal College is a beautiful building that will soon be overshadowed, so ways to frame it more effectively and enhance its setting are a necessity.”

Some were concerned about the impact this may have on both the Marischal College building itself and the space in front of it, in terms of shadow, ambience, and making it feel “closed in”. It was felt that full pedestrianisation was perhaps the only way to lessen this impact.

“This is the best option, providing an interconnected space between Marischal College and the MUSE development. This could be a fantastic open space with trees and landscaping that would offer city workers and residents a space to take a break in an attractive and stress-free environment.”

“The pedestrianisation of Broad Street is the only option that will deliver the public open space depicted in the Muse artists' impressions that served to promote the Marischal Square development. To not pedestrianise Broad Street would be an admission by Muse and the Council that they had not established the feasibility of full pedestrianisation before allowing the artist's impressions to be included in the PACs.”

(iv) Creates Pedestrianised Space Aberdeen Lacks Compared to Other Cities

8% cited liking Option 3 because they felt it created a unique and altogether new space that Aberdeen did not currently have, but which many other major cities did. Dundee, Glasgow and Edinburgh were frequently mentioned, as were cities in Europe. Some respondents observed that public plazas were ubiquitous in many cities across the world, believing them to add considerable value and attractiveness to cities.

"I think [full pedestrianisation] would make the city centre feel much more like a space that can be enjoyed and that it's not just a space for people to get from A-to-B. It would feel comparable to some of the pedestrian-only areas in Edinburgh which allow the city to maintain a sense of closeness and engagement with the shops and restaurants there."

"Aberdeen badly needs a focal point. I am a regular visitor to Dundee and feel quite envious of City Square."

"This would provide Aberdeen with a proper pedestrianised town centre similar to Buchanan Street in Glasgow. This gives cities a nice feel to them and somewhere pleasant for people to sit down outside and have lunch without being disturbed by buses, taxis and cars."

(v) Opportunity to Introduce Art, Exhibitions, and Landscaping Features

6% took the opportunity to express their support for using the space for art installations and exhibitions, as well as the introduction of innovative and attractive features, such as sculptures and water features. There was support for the creation of any kind of greenery, including planters, trees, and grassy areas, with some stating that they hoped the pedestrian space would offer more than "grey concrete".

“I particularly like the idea of incorporating landscape features into the downtown area. It desperately needs it, otherwise it looks rather drab and grim. Most modern European towns include a pedestrian area, Aberdeen shouldn't fall behind on this.”

(vi) Possibility of Increased Tourism and Benefits to Businesses

6% felt that the pedestrianised area would increase tourism and also help create new businesses, with a particular emphasis on the development of what many referred to as a ‘*café culture*’. Indeed, responses to both this question, and the questions about ‘what people liked about pedestrianisation’ and ‘what features people wanted to see’ mentioned cafés, coffee shops, restaurants, and outdoor dining areas, evoking images of European-style plazas and restaurant terraces. Though some responses highlighted that Aberdeen’s climate may require more creative measures to help nurture this, such as ways to provide shelter from the rain and outdoor heaters.

“In the absence of all vehicle traffic, this would be a true public space – as found in so many other cities – with all the advantages stated above. It would be a showcase for Marischal College, and it would also open the way for so many possibilities: cafes, tables outside, art displays, and many other innovative ideas. An area for Aberdonians to enjoy and feel proud of, and for visitors to delight in.”

“This, along with the pedestrianisation of Union Street, will make the city centre more appealing to visitors, boosting business and the economy.”

“If the road was pedestrianised then it should be used as a permanent open space for events, businesses should be allowed to develop outdoor eating and drinking options (including allowed day and night-time licensing in this space), and permanent features such as weekend food markets should be encouraged as with other major cities.”

(vii) Sends Positive Message About Direction Aberdeen Wishes to Move in

5% felt Option 3 was the essential choice, not only because of benefits to the immediate area of Broad Street, but also how it would affect the future choices and direction of the development of the City Centre in years to come. It was expressed by some that choosing pedestrianisation would send a “*powerful and positive message*” about the priorities of Aberdeen, and that it would also encourage and enable further “*people-friendly*” development in surrounding areas.

“This is the best option and will help transform this end of the city which is in need of change. We want to be proud of our city centre and this is the sort of bold move we need. Buses and private vehicles will adjust routes and in time disruption will be minimal. It’s well known that Aberdonians resist change but this opportunity is too far reaching to miss. We have a chance to make things better and we need to take it.”

“We need more pedestrian areas, trees, and parks. I would encourage every opportunity to move in this direction.”

“With the right features this creates an opportunity to move towards even more significant pedestrianisation, like most modern vibrant cities.”

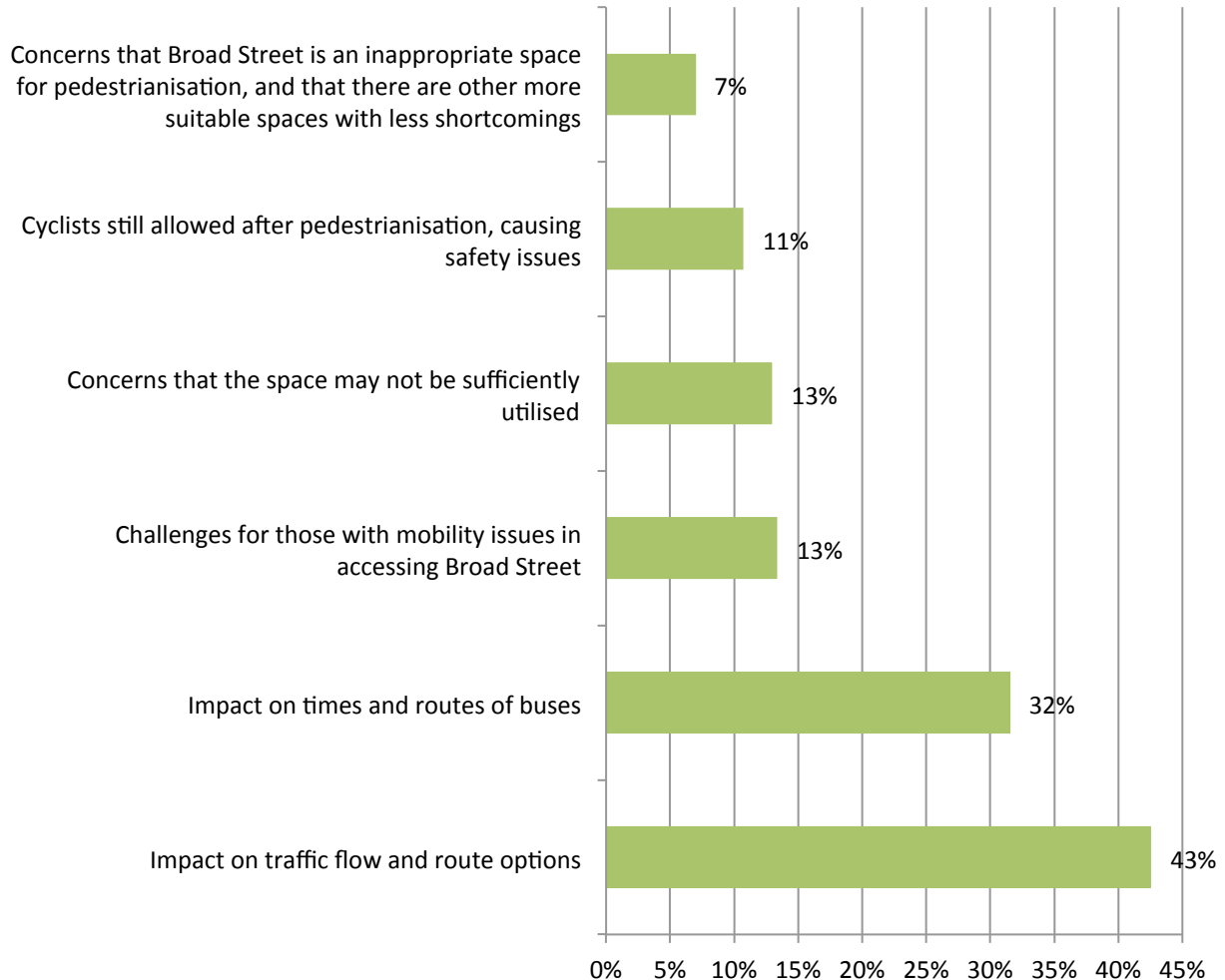
“Full pedestrianisation marks a step change for the city and its approach to encouraging footfall and dwell time. Delivering this option would represent a landmark shift in approach to external audiences and reflect the visionary approach that the city needs to and is taking to its future.”

“This option would force planners to think about the impact of traffic in and around the surrounding area and would open up the possibility of new routes or better traffic development in that area, which should ultimately be positive for private and public transport usage.”

What do you dislike about Option 3 (pedestrians and cycles only)?

What do you dislike about Option 3 (pedestrians and cycles only)?

Percentage of those who answered this question (n=758)



(i) Impact on Traffic Flow and Route Options

As outlined in Option 1 – Likes, many respondents disagreed with full pedestrianisation because of the effect it would have on traffic flow and a perceived significant increase in journey time and congestion.

(ii) Impact on Times and Routes of Buses

As outlined in Option 2 – Likes, many respondents felt that a thorough and suitable provision of public transport would not be possible were Broad Street to be closed to buses.

(iii) Challenges for Those with Mobility Issues in Accessing Broad Street

As addressed in Option 1 – Likes, there were those who felt that full pedestrianisation of Broad Street presented challenges for people who were challenged by issues of limited mobility, such as the elderly and disabled.

(iv) Concerns That the Space May Not be Sufficiently Utilised

Some expressed concern that were Broad Street to be pedestrianised it may not be sufficiently utilised by pedestrians and the public in general to make it worthwhile. Also, if not properly populated by businesses such as restaurants and bars, it was felt that the absence of cars, particularly at night, may actually create a space that was less rather than more welcoming and safe.

“Removing the buses would reduce the number of people milling around in the area and they’ll all head to Union Street and possibly avoid Broad Street altogether. What happens when there aren’t events taking place? It could turn in to an underused space.”

“We have public space in the quadrangle at Marischal College and on the roof at St Nicholas shopping centre which is not utilised. This would end up the same.”

“It is a waste of space. There is already a large space around the corner at the Castlegate which is underused and probably already costs the Council a lot to maintain. Nice computer renderings of people in t-shirts lounging in outdoor cafés do not really bear much resemblance to the reality of being close to the coast in northeast Scotland.”

“I don’t see the ‘space’ as being fully utilised during normal days when there are no events. Broad Street is not a busy shopping area and there won’t be enough businesses on Broad Street to attract high enough number of pedestrians. How many people would be coming/passing by this place? Where are the pedestrians walking to and from? This will just look like a concreted area with no purpose except for occasional events.”

(v) Cyclists Still Allowed After Pedestrianisation, Causing Safety Issues

Some stated the opinion that full pedestrianisation should also exclude cyclists as well as cars and buses, with many expressing concerns over safety and citing experiences of near misses with cyclists who rode dangerously and/or on the city's pavements.

“Please, if you are going to allow cyclists, at least have lanes for them! Cycling on pavements is generally a bad idea. They can be pedalling furiously with no accountability!”

“Should be pedestrians only as cyclists can cause annoyance and accidents if not in separate cycle area.”

“Cyclists should definitely be excluded to prevent possibility of accidents with pedestrians.”

(vi) Concerns That Broad Street Is Inappropriate for Pedestrianisation

As mentioned in Point 4 above, there were some who felt the space at Broad Street could end up underused. Others also highlighted that they felt Broad Street an inappropriate space to attempt pedestrianisation in the first place, and pointed to other areas that they felt would be more suitable. Chief among the objections were:

- A lack of the right type of businesses to attract pedestrians
- The belief that there is a “wind tunnel effect” on Broad Street, which will be exacerbated by the Marischal Square development
- The weather, which many felt provided too few days of rain-free sunshine to justify an open to the elements pedestrianised area
- A feeling that Broad Street had too much shadow, and would have more once Marischal Square was completed
- Belief that other places would be better suited to pedestrianisation

“The area is in shadow a lot of the time due to Marischal College, the court and town house buildings, and the new Muse development, all of which are quite tall

and close together. This will make it a very dull and grey area which won't be pleasant to spend time in, somewhat like George Street outside John Lewis and the Bon Accord Centre."

"It will not be particularly inviting because of the proximity of the new monstrous development, which will literally cast a shadow over the space from early afternoon onward."

"I am confused by attempts to make Broad Street the centre of such an effort. There is little of interest to the pedestrian on Broad Street, and the success of the Marischal Square development remains to be seen. The idea that Marischal College will be highlighted by such a pedestrianisation effort is laudable, but Marischal College is a civic building with few reasons to visit it – especially now that the university museum is no longer open."

"This is not the right area for pedestrianisation – Schoolhill, Upperkirkgate, Belmont Street, Little Belmont, and the streets in between would be much better suited. This is an area of the city already full of shops, people, and activity, and would actually give the city the feeling of a 'centre'. The council should try to attract more people to the parts of the city we all should be proud of."

"The reality is folks will go to Broad Street if there is something on but not as a place to chill out – that really is further up around His Majesty's Theatre and Union Terrace Gardens."

(vii) Other

Other less frequently cited reasons (<2%) that respondents disliked Option 3 included:

- The relocation of bus stops
- A perceived negative impact on business
- A feeling that the proposal for Option 3 as it stands is *"not green enough"*
- That it is the more expensive and disruptive option

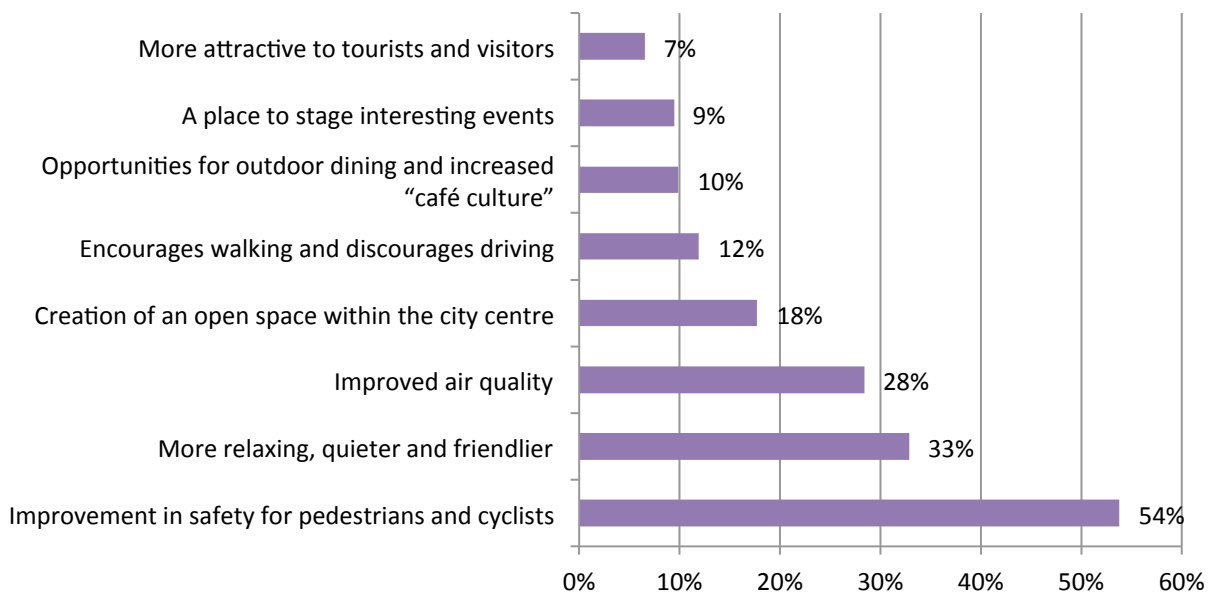
3.4 “PLACES FOR PEOPLE” PROJECTS

Description

The Masterplan aims to make the City Centre a more attractive place for residents, workers and visitors. The “Places For People” projects aim to help deliver a safer, cleaner City Centre through the creation of new public realm places over the next 25 years. While the City Centre would remain accessible to all under the plans, pedestrianisation could be needed on some street sections to deliver the Masterplan vision in full.

What do you like about pedestrianisation?

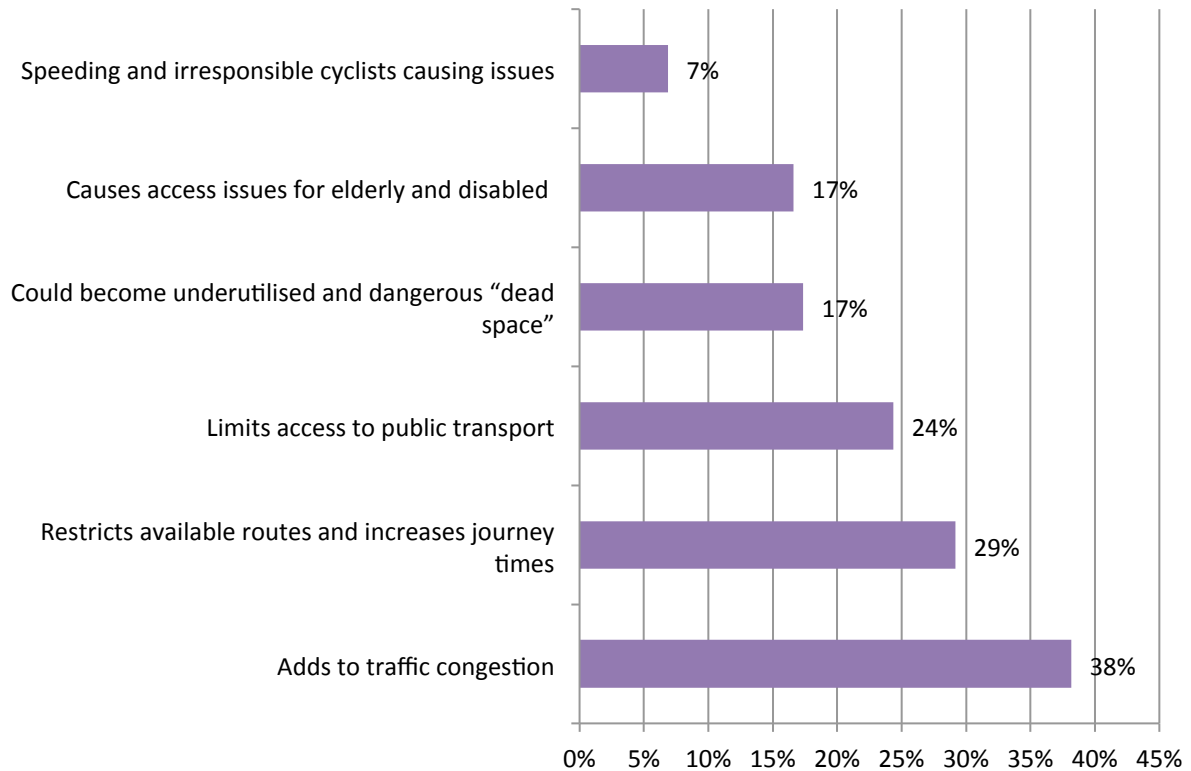
What do you like about pedestrianisation?
Percentage of those who answered this question (n=824)



The majority here (54%) felt that pedestrianisation would result in improved safety for pedestrians and cyclists, with significant numbers stating that it would make the space more relaxing (33%) and improve air quality (28%). There was support for the creation of an open space within the City centre (18%) that would encourage walking (12%), provide opportunities for outdoor dining (10%), stage interesting events (9%) and be attractive to tourists (7%). These issues have been explored in more detail in the earlier questions in the consultation – specifically in the “like” sections for Options 2 and 3.

What do you dislike about pedestrianisation?

What do you dislike about pedestrianisation?
Percentage of those who answered this question (n=789)



The main concerns for respondent so this question were that pedestrianisation would impact negatively on traffic congestion (38%), by restricting available routes resulting in increased journey times (29%).

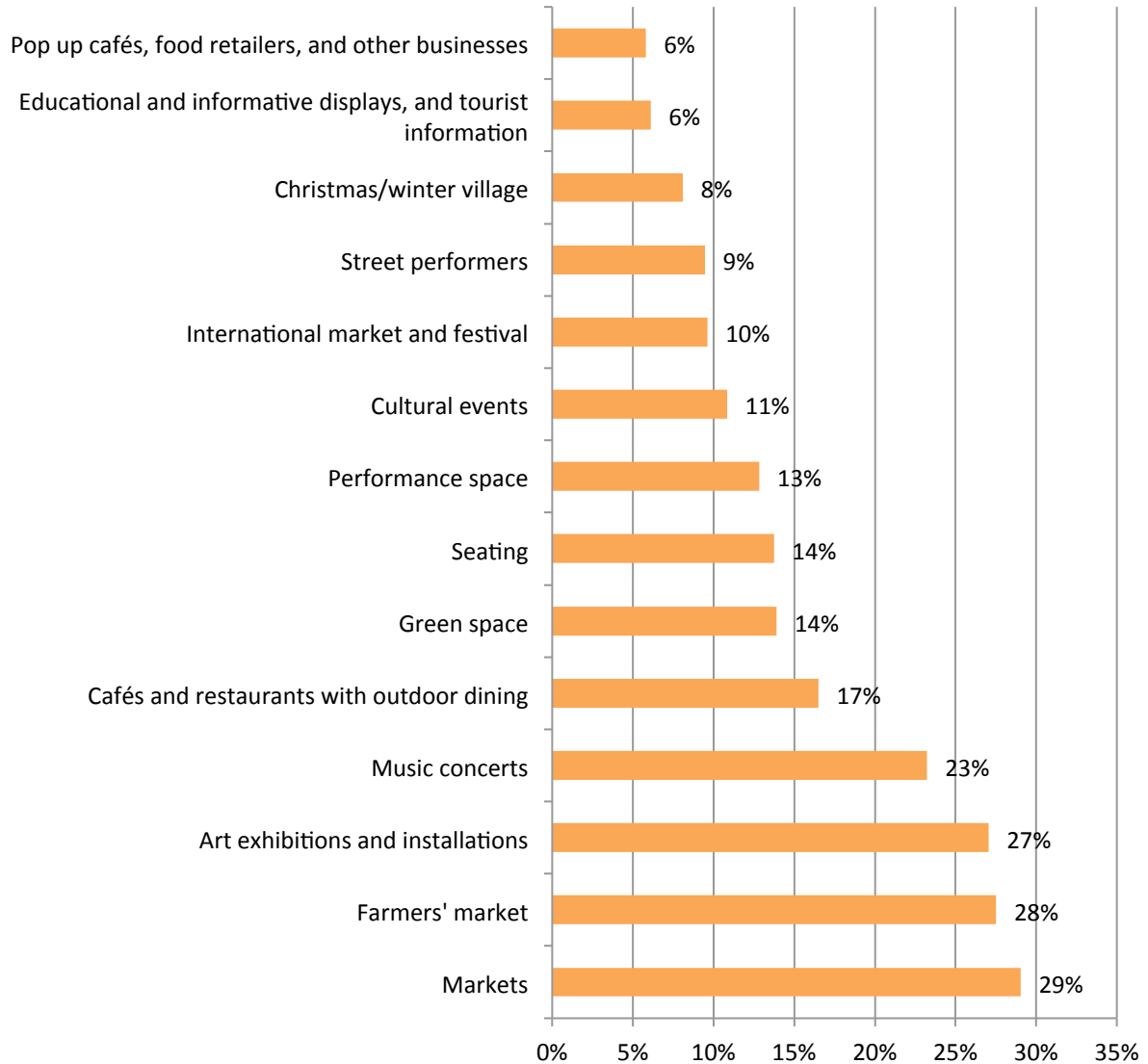
Some felt that this would limit access to public transport (24%), which would contribute to restricted access to the area for elderly and disabled people (17%).

Others felt that pedestrianisation could be negative, with some concerned that any new pedestrian area may become underutilised, and possibly uninviting and even dangerous at night (17%), while some felt that irresponsible cyclists also represented a danger to the public (7%). These issues have been explored in more detail in the earlier questions in the consultation – specifically in the “dislike” sections for Options 1 and 2.

How would you like to see public realm space on Broad Street used?

How would you like to see public realm space on Broad Street used?

Percentage of those who answered this question (n=654)



The chart above sets out the main ideas put forward for how to use the public realm space, with the most frequently mentioned being the introduction of markets (29%) and/or farmer’s market (28%), art exhibitions (27%), music concerts (23%), and café’s with outdoor dining (17%). Some mentioned wishing to see the introduction of green space and seating (both 14%). Respondents to this question mainly provided “bullet point” answers, giving a name to their idea but, in general, not providing further details beyond what had been outlined in questions 1, 2 and 3.

4. CONCLUSIONS

4.1 KEY POINTS

A range of views was provided by a good number of Aberdeen based respondents, the majority of whom lived in the City area.

There was a high level of support for some kind of pedestrian priority in Broad Street and across the City as the Masterplan advances. This support was based on the potential benefits it could bring for pedestrians and cyclists in terms of more pleasant and safer spaces with improved air quality, as well as through the creation of a civic space that could be used for interesting activities and events that would improve the overall attractiveness and quality of life in the City.

There were also significant concerns voiced about the possible impact of pedestrianisation on limiting route options, causing congestion in other areas and limiting access to public transport and the potential loss of existing bus routes in Broad Street, limiting access to public transport within the City centre.

Option 2 was felt by some to be a successful compromise that still allowed public transport access.

A variety of “likes” and “dislikes” for each of the three options were put forward by respondents, along with views on pedestrianisation and ideas for the use of public space. The most commonly put forward views are set out by question, in the following tables, and then explore in detail in the body of the report.

Option 1: Keeping Broad Street open to all traffic

LIKES	DISLIKES
Maintains the current level of traffic flow	Does not provide a usable space for the public and for events
Maintains the route options available to drivers	Does not remove the issue of traffic congestion from Broad Street
Not a sufficiently convincing reason to change the system	Does not encourage walking and cycling, or make Broad Street a safer place
Provides good access to Broad Street and buildings such as Marischal College, particularly for workers and those with limited mobility	Maintaining the status quo would represent a “missed opportunity” to improve Aberdeen city centre, now and in the future
Maintains the status quo	Does not improve air quality on Broad Street
	Does not benefit Marischal College

Option 2: Making Broad Street buses, cycles and pedestrians only

LIKES	DISLIKES
Reduction in the amount of traffic on Broad Street	Buses still using Broad Street, preventing better use of the space and possibly causing safety and environmental issues
Creates more usable public space	Increases traffic congestion elsewhere
Maintains the provision of bus routes	Limits drivers’ route options
Better for pedestrians	An impractical compromise
Better for cyclists	Should also be closed to cyclists
Improvement in air quality and pollution	
Benefits to Marischal College and Marischal Square	

Option 3: Making Broad Street pedestrians and cycles only

LIKES	DISLIKES
Creation of a civic space	Impact on traffic flow and route options
Improvement in air quality	Impact on times and routes of buses
Benefits to pedestrians and cyclists	Challenges for those with mobility issues in accessing Broad Street
Benefits to Marischal College and Provost Skene’s House	Concerns that the space may not be sufficiently utilised
Opportunity to introduce art, exhibitions, and landscaping features	Concerns that Broad Street is an inappropriate space for pedestrianisation, and that there are other more suitable spaces with less shortcomings
Sends a positive message about the direction Aberdeen wishes to move in	Cyclists still allowed after pedestrianisation, causing safety issues

Views on Pedestrianisation

LIKES	DISLIKES
Creation of an open space within city centre	Adds to traffic congestion
Improvement in safety for pedestrians and cyclists	Restricts available routes and increases journey times
More relaxing, quieter and friendlier	Limits access to public transport
Improved air quality	Could become underutilised and dangerous “dead space”
Encourages walking and discourages driving	Causes access issues for elderly and disabled
Opportunities for outdoor dining and increased “café culture”	

Ideas for using the public space

IDEAS
Markets - including farmers’ and international markets
Art exhibitions and installations, including sculptures
Music concerts
Cafés and restaurants with outdoor dining
Green space
Seating
Performance space
Cultural events
Street performers
Festivals and fairs, such as food and drink festivals, Christmas festival and winter village, craft and fun fairs
Educational and informative displays, and tourist information
Pop up cafés, food retailers, and other businesses

4.2 REFLECTIONS FOR FUTURE CONSULTATIONS

On completion of this analysis work, we would like to offer a small number of points for consideration in future consultations:

- There was a high response rate for this consultation, with the materials (consultation documents and background information) and response platforms used (i.e. Citizenspace, email and paper forms) being easy to understand and engage with
- There was virtually no negative feedback from respondents about the consultation process itself
- The quality of responses, in terms of expressing their views with clarity, was impressive – demonstrating good engagement with citizens

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