

## 6.0 MASTERPLAN PROJECTS

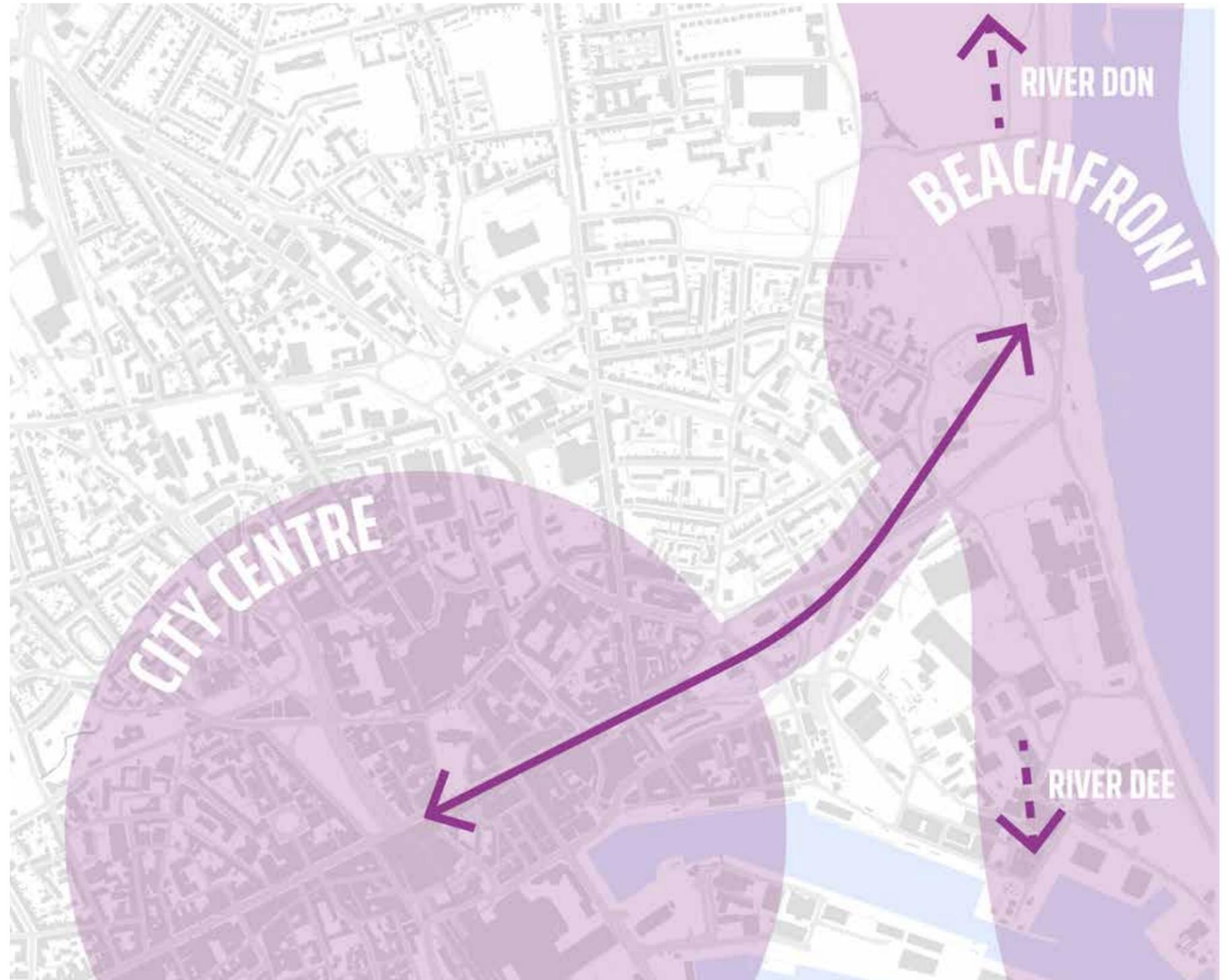
### 6.1 OVERVIEW

The development of Aberdeen's City Centre and Beach is driven by the global significance of Aberdeen as a metropolitan hub and the energy capital of Europe, but also recognises the need to ensure that the City Centre serves the needs and aspirations of local people. The City Centre and Beach Masterplan therefore takes a coordinated approach to future development across the city centre and beachfront areas which prioritises active travel and spaces for people, with a focus on environmental and economic sustainability.

The Masterplan strategy focuses on facilitating better connections by linking the city centre and beachfront via the Beach Boulevard, revitalising Union Street as a primary east/west connecting spine and creating an extensive programme of streetscape works proposed for key city neighbourhoods. These enhancements made to the public realm will support increased levels of active travel, such as walking and cycling, which promote healthier lifestyles and lower levels of emissions.

The proposed interventions in Aberdeen's City Centre and Beachfront have the potential to change the way that current and potential future residents and visitors experience and view the city. Key projects, as noted overleaf, will deliver a series of enhanced public realm areas, buildings, event and experience spaces that seek to revive the unique historic core of Aberdeen whilst creating a forward looking, distinctive and welcoming City. This will support economic recovery and growth following the impacts of the Covid-19 pandemic and support the continued diversification from oil and gas-based industries to green infrastructure, emerging technologies and renewables.

This Masterplan will undoubtedly enhance the prosperity of the City Centre and beachfront areas, whilst improving the quality of life of those that live, work and visit. This can serve as a catalyst to increase visitor spend in Aberdeen's retail, leisure and hospitality businesses, and could encourage more people to live in and invest in the city.



CITY CENTRE AND BEACH CONCEPTUAL DIAGRAM

# 6.0 MASTERPLAN PROJECTS

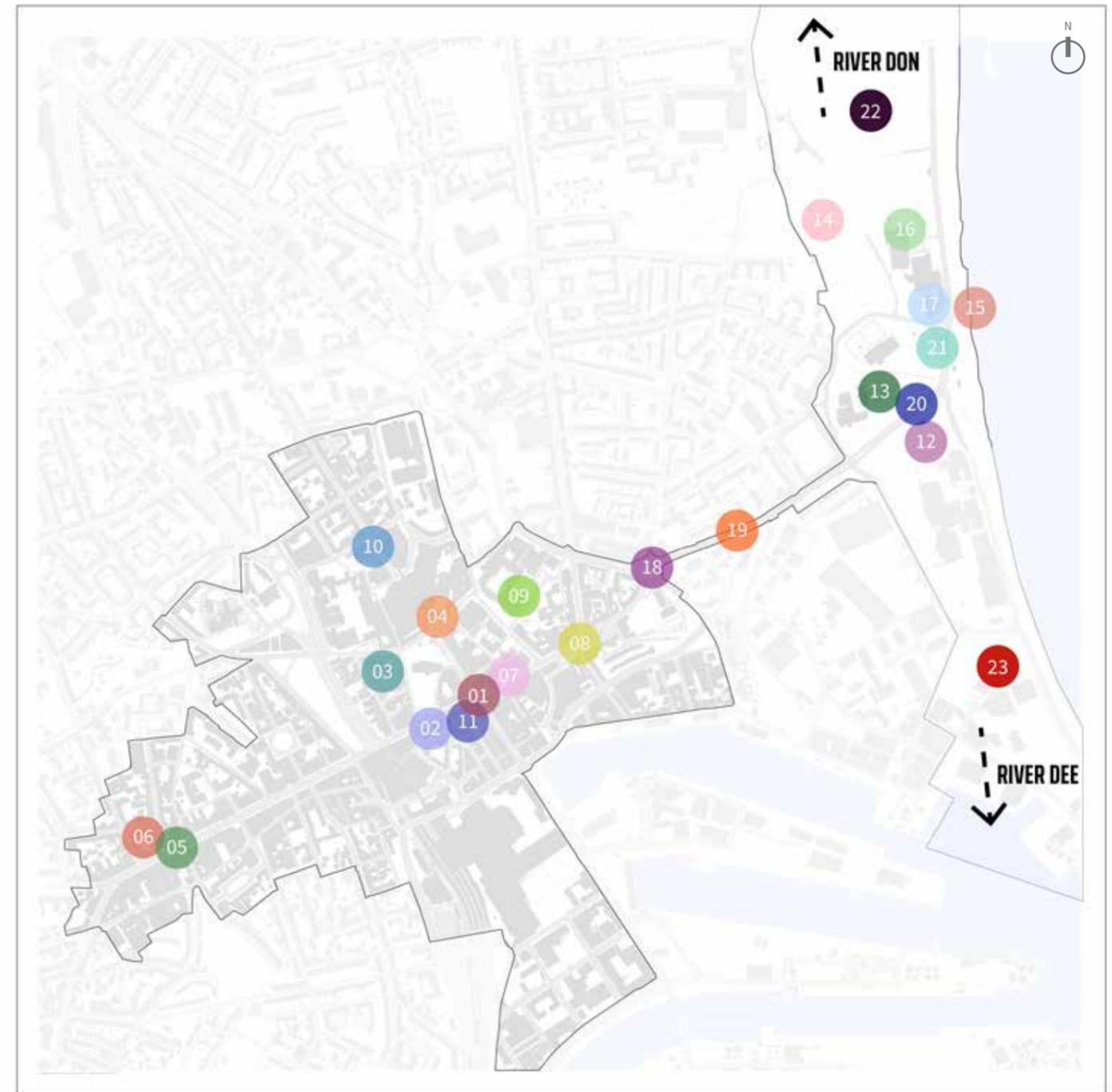
## 6.2 KEY PROJECTS

The City Centre and Beach Masterplan is defined by a number of key projects, each with their own character, uses, relationships, connections and contribution to the wider Masterplan. All have been identified following extensive public consultation and review against the overall Masterplan vision and SMART (Specific Measurable Achievable Realistic Timely) objectives. These exciting projects are described over the following pages to explain their vision, qualities and current status of design and/or implementation.

The location of the key projects are shown opposite and are defined as follows:

- |                               |   |
|-------------------------------|---|
| 01 UNION STREET CENTRAL       | 12 BEACH PARK                           |
| 02 MARKET STREETSCAPE         | 13 EVENTS PARK                          |
| 03 BELMONT QUARTER            | 14 BROADHILL                            |
| 04 SCHOOLHILL + UPPERKIRKGATE | 15 RECONFIGURED BEACH LANDSCAPING       |
| 05 UNION STREET WEST          | 16 NEW LEISURE / POTENTIAL STADIUM      |
| 06 WEST END                   | 17 BEACH BALLROOM                       |
| 07 UNION STREET EAST          | 18 JUSTICE STREET ROUNDABOUT            |
| 08 CASTLEGATE                 | 19 BEACH BOULEVARD                      |
| 09 QUEEN STREET               | 20 PEDESTRIAN SPINE                     |
| 10 GEORGE STREET              | 21 BEACH BALLROOM PLAZA                 |
| 11 ABERDEEN MARKET            | 22 BEACH PHASE 2 (NORTH) - FUTURE PHASE |
| 12 BEACH PARK                 | 23 BEACH PHASE 2 (SOUTH) - FUTURE PHASE |
| 13 EVENTS PARK                |   |

In addition to the list above, bus, taxi/private hire and cycle priority will be implemented on Bridge Street, Market Street and Guild Street to achieve the safe and efficient movement of active travel and public transport users through the city centre.



KEY PROJECT LOCATIONS

## 6.0 MASTERPLAN PROJECTS

### 6.2.1 UNION STREET CENTRAL PUBLIC REALM

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case and instructed that this project progress to technical design and construction. In July 2023 the Council agreed that a segregated cycle lane be included.

**LOOKING AHEAD:** In line with the programme shown on page 51, construction is planned to commence in quarter 1 of 2024.

The programme of streetscape projects will deliver improvements to the public realm across the city centre and towards the beachfront. Proposals for Union Street Central will create a focal point in the heart of the City Centre between Bridge Street and Market Street, as well as improving connections between The Market, Union Terrace Gardens and The Art Gallery. The proposals for Union Street Central have been designed as to allow for the maximum degree of flexibility to ensure that they are adaptable to current and future needs of the City of Aberdeen. The design is adaptable to enable full pedestrianisation in the future should this be desired.

The existing streetscape will be reapportioned to favour pedestrians, cyclists and public transport over vehicles. This involves narrowing the carriageway to allow pavements to be widened where possible. This approved layout also includes creation of a segregated cycle route, which will incorporate various design methods to ensure safety between cyclists and pedestrians at bus stop locations, with changes in level, materials, width and crossing points all means of ensuring cyclists give way to pedestrians. Proposals also include the introduction of incidental play, planting, art and lighting within the space, further enhancing the activity and bringing animation to the public realm.

The Union Street Building Improvement Survey report issued in February 2022 identified a pilot project to prioritise improvement works to the area between Market Street to Bridge Street. This has been selected to complement the proposed works to Union Street streetscape, Union Terrace Gardens and the forthcoming new Aberdeen Market building. This will set the tone for the remainder of the street and give a clear indication to the occupiers, landlords and tenants of the properties on Union Street how improvements may be simplified, made more cost effective and set out what support Aberdeen City Council could offer to assist in the process. This is discussed further in Section 6.2.12.



LOCATION PLAN



PROPOSED STREETScape VISUAL

# 6.0 MASTERPLAN PROJECTS

## 6.2.2 ABERDEEN MARKET

**2023 STATUS:** Application submitted to amend planning permission originally approved in May 2022 (Application Reference 211517/DPP) following discussions with preferred operator. Site clear for redevelopment.

**LOOKING AHEAD:** Determination of planning application and, if permission granted, progression to RIBA Stage 4 Technical Design to allow production of all design information required to construct the new building. Some enabling works on site may take place this year.

The new Aberdeen Market will be a destination venue and new attraction in the heart of the city centre featuring an international-style food and drink outlet promoting local produce and goods alongside continental style delicatessens and cafés. A key element of the new Market building will be to improve connectivity and accessibility between Union Street and the bus and rail stations at Union Square. Frontage will be created on Union Street and will incorporate the infrastructure and streetscape works programme.

The design will feature a mixture of fixed indoor units of various sizes alongside event space for temporary and pop-up facilities allowing for increased variety and flexible to seasonal requirements. An external, multi use event space is provided to welcome different activities and uses at different times of the year. The overall development will provide opportunities to develop and grow local businesses, particularly within the key food and drink sector.

Demolition of the old Market and BHS building is complete and the site is secure. Following a national search for an operator carried out by property advisors, a preferred market operator has been chosen by Aberdeen City Council and heads of terms discussions are being finalised around the commercial aspects of the occupation and running of the new Aberdeen Market. As part of these discussions, the development layout has been updated and a revised Planning Application is being submitted for approval.

Construction of the Market will commence in early 2024, and last for a period of approximately 98 weeks.



LOCATION PLAN



INDICATIVE VIEW OF THE ABERDEEN MARKET LOWER FOOD HALL

## 6.0 MASTERPLAN PROJECTS

### 6.2.3 ABERDEEN MARKET TO GUILD STREET PUBLIC REALM

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case for Phase 1 and instructed that this initial phase of the project progress to technical design and construction. Progress will be reported biannually to the Council's Finance & Resources Committee.

**LOOKING AHEAD:** Options for the provision of physically segregated cycle provision within Phase 2 and 3 are currently being considered, with a updated Business Case to be reported back to Council by December 2023.

The area around Aberdeen Market and The Green retains much of its historical character and feel, whilst forging a strong identity as a centre for high quality street art. Currently, the market area and The Green are 'off the beaten track' and are more likely to be stumbled across when exploring the city than as key destinations. However, the redevelopment of Aberdeen Market will see a much greater footfall in the area, altering the existing character into a safe, vibrant and exciting area of Aberdeen City Centre.

The scope area is split into four projects which can be undertaken within different time-scales. The key project is creating the connection between Union Street, the Market and down to the station via Carmelite Street. This will improve the through-route from the Market across Hadden Street, down Carmelite Street onto Wapping Street, Guild Street and into the train and bus stations. The second project is the regeneration of Carmelite Lane, implementing street greening and enhanced lighting along with improved surfacing for ease of access. Rejuvenating Carnegie's Brae and the restoration of East Green also forms part of this phase.

The third phase will see Hadden and Market Street works progressed giving the Market building a civic presence to Market Street. The fourth project deals with the widening of footways and improvement of surfacing to allow easier accessibility on Correction Wynd. It will also deal with the rationalisation and coordination of various spill out spaces on The Green along with the re-conditioning of the Union Street staircase.



LOCATION PLAN



INDICATIVE VIEW

## 6.0 MASTERPLAN PROJECTS

### 6.2.4 BELMONT QUARTER

**2023 STATUS:** Over the past 6 months design options workshops have been held with Belmont Street Area businesses to ensure designs are operationally fit for purpose and also to review options for vehicle movement in the area which businesses have raised as an issue.

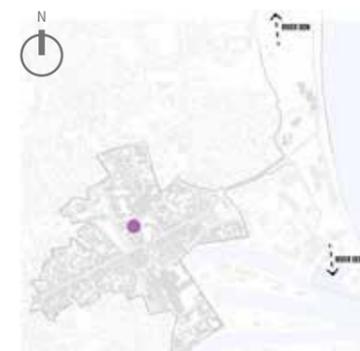
**LOOKING AHEAD:** Review of traffic management in the area to consider how best to balance business requirements with the needs of other users. Review of recent changes to national planning regulations to consider what permissions will be required before delivery of the project commences.

Within the Belmont Street Quarter, the proposals rationalise the carriageway to allow for the permanent introduction of external spill-out spaces for cafés, restaurants and bars along with public seating whilst allowing for service vehicle access to be maintained.

Public seating is introduced at key locations within the streetscape which allow for people to rest, dwell or have lunch, whilst taking in the unique character and atmosphere of the area.

Spill-out spaces have been carefully curated to ensure that a degree of uniformity in keeping with the historic nature of the area is maintained throughout.

The proposals allow for the incorporation of play, public art and feature lighting at key locations in the area. Street greening is included in zones associated with the public seating and cafe spill-out areas.



LOCATION PLAN

INDICATIVE VIEW OF NORTH BELMONT STREET

## 6.0 MASTERPLAN PROJECTS

### 6.2.5 SCHOOLHILL + UPPERKIRKGATE

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case and instructed that this project progress to technical design and construction. Progress will be reported biannually to the Council's Finance & Resources Committee

**LOOKING AHEAD:** In line with the programme shown on page 51, construction is planned to commence in late 2024.

Located immediately north of the Union Street Central zone, Schoolhill and Upperkirkgate is an area of the city containing a number of landmark buildings and visitor attractions including the Kirk of St Nicholas and Aberdeen Art Gallery.

The Schoolhill and Upperkirkgate streetscape project will provide improved public realm which prioritises pedestrians with reduced vehicular access and enhanced experience for walking and wheeling. Where possible, carriageway widths will be reduced to allow footways to be widened. This will extend the implemented works around the War Memorial and Art Gallery and create a permanent space for street activities and public art at Upperkirkgate.

Upperkirkgate will be pedestrianised between Harriet Street and Flourmill Lane, with a plaza space created outside the Aberdeen Art Gallery at Schoolhill. Proposals to enhance the setting of the Gallery include public seating, space to allow for street spill-out including external cafe space and the civic and cultural activities associated with the Gallery, enhanced public realm, street greening and sustainable urban drainage in the form of a rain garden.



LOCATION PLAN



INDICATIVE BIRDS EYE VIEW OF THE PROPOSED PLAZA FROM ABERDEEN ART GALLERY

## 6.0 MASTERPLAN PROJECTS

### 6.2.6 UNION STREET WEST

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case and instructed that options for physically segregated cycle provision along this stretch of Union Street be developed. Further design work and key stakeholder consultation on these options currently ongoing.

**LOOKING AHEAD:** An updated Business Case with options around physically segregated cycle provision to be reported back to Council by December 2023.

The western end of Union Street forms a gateway to the city and has seen significant commercial investment with the construction of both the Capitol and Silver Fin office buildings.

The streetscape around Union Street West shall be improved through rationalising the carriageway and widening footpaths, with the opportunity to increase street greening and seating. This will maximise pedestrian space along the length of Union Street creating appropriate settings for safe on street activity.

The proposals will see the space within the existing streetscape reappropriated in favour of pedestrians, cyclists and public transport, whilst still allowing for service vehicle access. Clutter-free plaza spaces are proposed at key locations, such as outside the Music Hall, to celebrate the City's rich heritage.



LOCATION PLAN



INDICATIVE VIEW OF UNION STREET WEST

# 6.0 MASTERPLAN PROJECTS

## 6.2.7 WEST END

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case and instructed that options for physically segregated cycle provision in this area be developed. It will be important to link proposals for this area to Union Street West, and work around this is currently ongoing.

**LOOKING AHEAD:** An updated Business Case with options around physically segregated cycle provision to be reported back to Council by December 2023.

The proposals seek to enhance the unique character of the West End to create welcoming and comfortable spaces within which to dwell for extended periods of time. This will be achieved largely by reappropriating carriageway space within Rose Street, Thistle Street and Chapel Street to better respond to, and service the needs of the area.

Clear, unobstructed footways will be maintained, whilst space from the carriageways will be allocated to flexible 'service zones' either side of these. These flexible zones within the streetscape are designed to potentially accommodate cafe spill-out areas, disabled parking, taxi ranks and elements of street greening where appropriate.

The apportioning of space within the 'service zones' will be further considered through appropriate engagement during the next stages of the project.

In addition to the provision of space for external spill-out areas, the proposals seek to further enrich the public realm through the considered placement of planting and feature lighting within the streetscape. The designs propose the introduction of feature catenary lighting creating a 'ceiling of lights' over the streets, further enhancing the unique qualities of the area whilst bringing a human scale to the streetscape.



LOCATION PLAN



INDICATIVE VIEW OF WEST END ENTRANCE FROM UNION STREET TO CHAPEL STREET

# 6.0 MASTERPLAN PROJECTS

## 6.2.8 GEORGE STREET

**2023 STATUS:** Draft George Street Mini Masterplan approved for public consultation by Council in December 2022. Public consultation and stakeholder engagement undertaken in early 2023.

**LOOKING AHEAD:** Final Masterplan will be reported to Full Council by December 2023 and will include recommendations on priority projects.

The George Street neighbourhood is located towards the northern boundary of the City Centre Masterplan zone. George Street itself runs North to South, forming a key link between the city centre core and areas to the north of the city. The area is dominated by the Bon Accord Centre and bounded to the West by Robert Gordon College.

In December 2022 a Draft Mini Masterplan was approved and was subject to public consultation in early 2023. To inform this Mini Masterplan a comprehensive engagement process was carried out by Aberdeen City Council in 2022, to understand local stakeholder and community members views and aspirations for the George Street area. The Vision presented for George Street by the Draft Mini Masterplan is centred around a “vibrant, creative and inclusive city centre community at the heart of reinvention” recognising the area as “an authentic neighbourhood, offering an evolution of George Street: a place for people to come together, with spaces that link activities, aspirations and ideas.”

Feedback on the draft Mini Masterplan comprised 101 responses to the online survey, along with other separate key stakeholder feedback, including dedicated sessions with children and young people. Responses were generally in support of the Masterplan, ranging from 53% - 80% agreement depending on the topics presented.

Detailed analysis of the feedback and comments received during the public consultation period is currently being undertaken and will inform production of a final Mini Masterplan which will be presented to Council later this year.



LOCATION PLAN



ASPIRATIONS FOR CHANGE DIAGRAM

# 6.0 MASTERPLAN PROJECTS

## 6.2.9 QUEEN STREET

**2023 STATUS:** A Strategic Business Case for the Queen Street project was approved by Aberdeen City Council in December 2022. A short list of future options for the site was identified as part of this report

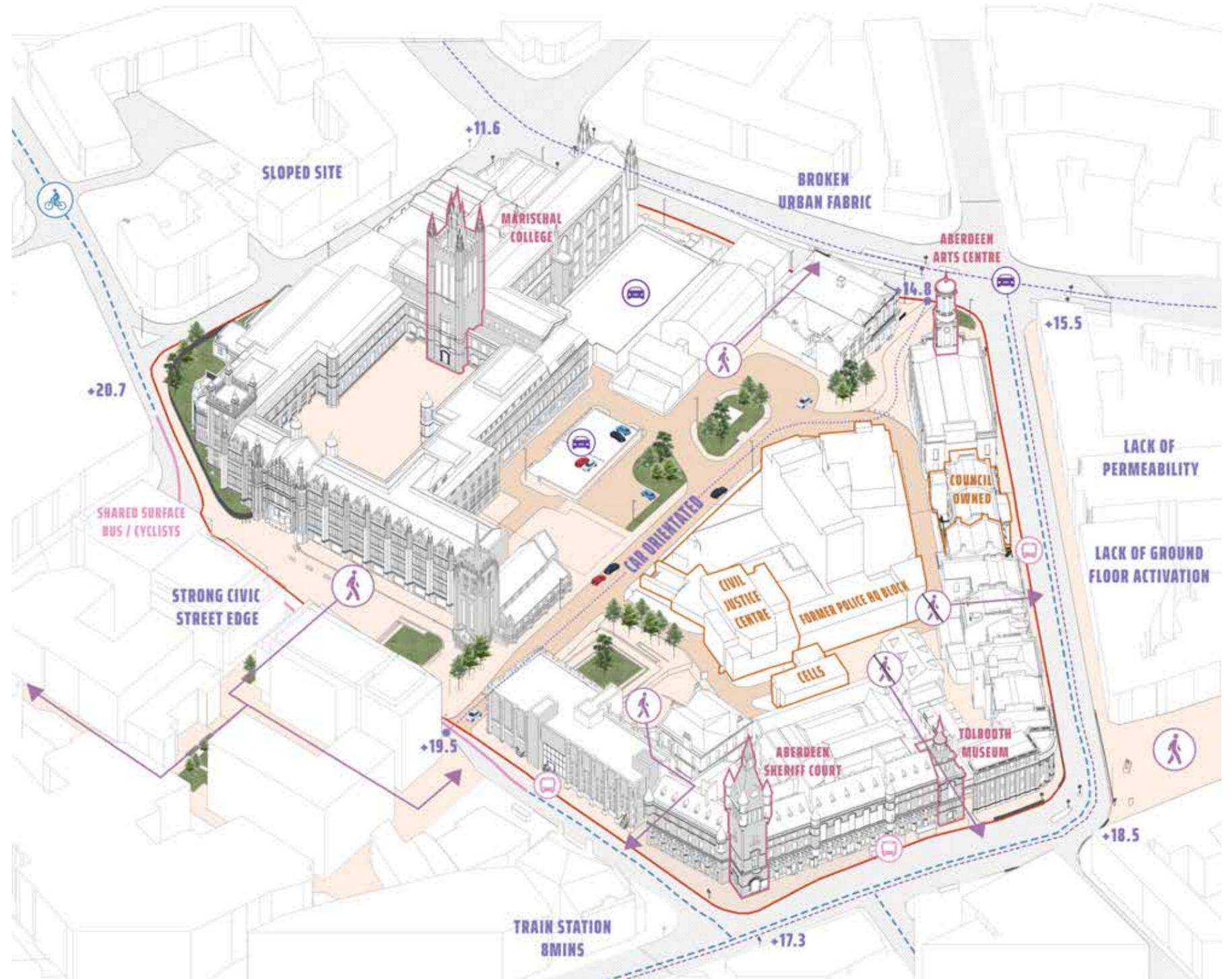
**LOOKING AHEAD:** An Outline Business Case to allow selection of a preferred option for the site will be reported in Council in August 2023.

The Queen Street neighbourhood, located to the east of the city centre, is defined by three key zones: the city's administrative centre at Marischal College, the Marischal Square mixed-use development and the cluster of buildings to the south of Queen Street. Queen Street will be a focus for a new Urban Park and high-quality public realm for the city that could include (if ACC wish), elements of contemporary urban living and cultural activity:

- Complement Marischal Square and Broad Street, providing a new Urban Park and public realm space that will increase well-being by including active travel and green infrastructure, endeavouring to deliver a net-zero development and create the conditions for sustainable urban living.
- Provides the opportunity to address several unsightly and inefficient buildings, whilst enabling significant improvements to public realm, opportunities to increase green space and encourage well-being in the city centre, increase inclusivity and complement the established improvements to Broad Street and Marischal Square.
- The surrounding area is home to key civic, commercial, and cultural assets in the city and benefits from a wonderful quality of architecture such as Marischal College and the Town House.



LOCATION PLAN



CONCEPT 3D: BEACH PARK

## 6.0 MASTERPLAN PROJECTS

### 6.2.10 UNION STREET EAST

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case and instructed that options for physically segregated cycle provision along this stretch of Union Street be developed. Further design work and key stakeholder consultation on these options currently ongoing.

**LOOKING AHEAD:** An updated Business Case with options around physically segregated cycle provision to be reported back to Council by December 2023.

Union Street East's location to the east of the city centre provides immediate links to the Harbour and forms a gateway to the City when approached from the Beach via Castlegate.

The Union Street East streetscape project shall provide enhanced public realm along Union Street from Market Street to where it joins the Castlegate. The proposals will see the space within the existing streetscape reappropriated in favour of pedestrians and public transport whilst still allowing for service vehicle access. Where possible, carriageways have been reduced in width as to allow footways to be widened.

The proposed reappropriation of space within the street allows for the introduction of public seating at key locations along Union Street East which will offer welcoming amenity to all and opportunities for rest for the less able whilst encouraging a wide range of visitors to the city centre. The proposals allow for the incorporation of play, public art, and feature lighting at key locations along Union Street East. These proposals which will be developed at the next stage of the project will be carefully considered as to ensure a commonality of approach with respect to Union Street West, Central and East.



LOCATION PLAN



INDICATIVE VIEW EAST TOWARDS CASTLEGATE FROM CASTLE STREET / EXCHEQUER ROW

## 6.0 MASTERPLAN PROJECTS

### 6.2.11 CASTLEGATE

**2023 STATUS:** In December 2022 Aberdeen City Council agreed a Full Business Case and instructed that options for physically segregated cycle provision in this area be developed. It will be important to link proposals for this area to Union Street East and connectivity to the Beach as part of the Beach Connectivity Project. Work around this is currently ongoing.

**LOOKING AHEAD:** An updated Business Case with options around physically segregated cycle provision to be reported back to Council by December 2023.

The proposals seek to create a flexible public space to connect Union Street to the Beachfront via Justice Street, and enhance the unique historic qualities of the area.

The proposal will create a clutter-free, flexible space at the heart of the square, which forms a setting to the historic Mercat Cross. This will be an inviting and comfortable place for people to occupy on a day to day basis, whilst being able to accommodate larger scale events, pageants and gatherings when required.

The square will incorporate Sustainable Drainage System (SuDS) where possible, alongside trees and herbaceous planting to create shade and shelter, as well as a welcoming, habitable space for people to be in and enjoy.

Connectivity to the Beach will be improved, along with the opportunity for increased public seating and spill out spaces to help animate the square.



LOCATION PLAN

INDICATIVE VIEW OF PROPOSED CASTLEGATE CIVIC SPACE

## 6.0 MASTERPLAN PROJECTS

### 6.2.12 UNION STREET PROPERTIES

**2023 STATUS:** Consultation with owners as part of the Union Street Façade Works project has been undertaken over the last 12 months. An action plan of interventions to target empty shops on Union Street was also approved by Council in December 2022, with a £500,000 grant scheme aimed at reconfiguring vacant ground floor units launched in July 2023.

**LOOKING AHEAD:** Continue to work with building owners and other key stakeholders to determine how private sector finance and other funding for façade and other general building improvements can be obtained. Commence short-term interventions identified in the Empty Shops Action Plan and establish Empty Shops Grant Scheme Review Panel to make, manage and disburse funding awards to successful applicants.

In response to public feedback during the 'The Future of Aberdeen City Centre and the Beach' public engagement exercise in June-July 2021, a high-level façade inspection of properties on Union Street was carried out. A 'Pilot Project' at 107-131 Union Street has involved carrying out further external condition surveys for this block which has informed works which may be required to each of the properties.

Consultation has taken place with the eleven owners/occupiers of 107-131 Union Street, seeking their thoughts on carrying out repair/improvement works. Feedback to date has been supportive of carrying out both repair and improvement works, however owners have highlighted that they would have difficulty contributing financially. Owners/occupiers have highlighted that they would prefer to see incentives such as rate reduction or support with energy costs to reduce overall occupational costs and thereby increase occupancy rates. Private Sector finance is therefore still being sought to help move forward the Union Street Façade Improvement works project. Grant funding will continue to be monitored as a further potential source of funding the works.

In December 2022, the Council approved the Union Street Empty Shops Action Plan. To support delivery of the Action Plan, £500,000 has been allocated to a grant scheme which will enable reconfiguration of empty shops on Union Street for reoccupation. The scheme will run over two financial years 2023/24 and 2024/25.



LOCATION PLAN



INDICATIVE VIEW OF PROPOSED UNION STREET FAÇADE WORKS PILOT PROJECT

## 6.0 MASTERPLAN PROJECTS

### 6.2.13 BEACH PHASE 1 DEVELOPMENT FRAMEWORK

**2023 STATUS:** A Development Framework for Phase 1 of the Beachfront area was approved by Aberdeen City Council in May 2023, informed by both public and stakeholder consultation.

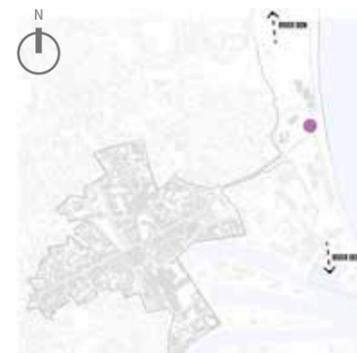
**LOOKING AHEAD:** Individual projects outlined within the Framework will now be progressed, as detailed on the next few pages.

The Beachfront is an area unique to the city of Aberdeen and its development offers an exciting opportunity to create a transformational new waterfront destination for the City of Aberdeen.

The Beachfront forms a significant part of the City's public realm offer to residents and visitors. It is linked to the city centre primarily by the Beach Boulevard via the Justice Street Roundabout, and there exists significant potential to better connect these areas via active travel routes to Castlegate and Union Street beyond.

The 2022 'Beachfront Development Framework' sets out a vision and key design principles for a world class sport, leisure and tourism destination with an innovative landscape-led approach. Within the Development Framework area a series of distinct character areas have been identified including, the Beach Ballroom, Events Park + Field, Core Play Park, Esplanade and Beach, Beach Boulevard, Broad Hill, Potential Stadium and Leisure and Beach Village.

At the heart of the proposals is the redevelopment of the iconic Beach Ballroom, alongside an enhanced public realm setting, potential new Stadium and Leisure complex and a dynamic new Beach Park. This people-focused environment will be inclusive for all, creating a real community asset and bringing the 'wow' factor back to the Beachfront.



LOCATION PLAN



PHASE C PROJECT LOCATION PLAN

## 6.0 MASTERPLAN PROJECTS

### 6.2.14 BEACH PUBLIC REALM PHASE A PROJECTS

**2023 STATUS:** Initial concept design work has been undertaken in parallel with the Development Framework exercise.

**LOOKING AHEAD:** A Full Business Case for the projects in Phase 1A will be reported to Council in August 2023.

The heart of the open space provision within the proposed masterplan is focussed on the beach park, a central landscape space, approximately 5.5ha, designed to accommodate multiple uses. The Beach Park is composed of two main character areas, the Core Play area and the Events Park + Field, joined by the Pedestrian Spine (former Beach Boulevard east), with nodes of key civic plazas providing locations of orientation, wayfinding and gathering within high quality public realm areas.

A public park must be accessible for everyone. The richness of the park will come in its form and uses. Play and games are an obvious part of this mix and creating the physical environment for this to flourish is key. The whole park should be seen as incorporating elements of play opportunity, with areas that are more focused and defined along with the more natural and incidental play integrated throughout the park.

Proposed insertions within the beach park space include:

- Civic plazas
- An external **Amphitheatre** with canopy located adjacent to the Beach Ballroom
- A large **Events Field** capable of hosting events and day-to-day use
- A **Gateway** building located at entrance to Beachfront area giving sense of arrival
- A bespoke play structure unique to Aberdeen (**Rope Factory**) located at the centre of the core play area
- A **Hub building** located at centre of site offering a place to engage and refresh
- **Canopy** features offering shelter and seating across the site
- Water features to bring drama and animation to spaces

**PHASE A PROJECTS:** • Core Play • Events Park • Broad Hill



LOCATION PLAN



3D VISUALISATION OF THE ROPE FACTORY CONCEPT LOCATED IN THE CORE PLAY AREA

# 6.0 MASTERPLAN PROJECTS

## 6.2.15 BEACH PUBLIC REALM PHASE B PROJECTS

**2023 STATUS:** Initial concept design work has been undertaken in parallel with the Development Framework exercise. Transport appraisal work to inform an Outline Business Case for the Commerce Street / Beach Boulevard roundabout junction was approved by Council in May 2023.

**LOOKING AHEAD:** A Full Business Case for the infrastructure projects in Phase 1B will be reported to Council sometime in the next 12-18 months.

Phase B focuses proposes expansion and upgrades to the active travel network, capitalising on the proximity of the Beachfront to the city centre. It will prioritise the needs of pedestrians and cyclists; a step-change from the current situation where opportunities for walking and cycling are shaped around a traffic-led environment. Measures include:

- Reconfiguration of the A956 / Beach Boulevard roundabout junction
- Reallocation of road space on Beach Boulevard in favour of active travel modes
- Development of a wayfinding strategy to aid users in their journey between the city centre and the Beachfront.
- Pedestrian and cycle links around the edge of the park
- Incorporation of Active travel hubs to the beach park
- Reallocating space to active travel modes will address severance at the waterfront

The repurposed Beach Boulevard forming a new Pedestrian Spine and Esplanade sections making them suitable for more intensive 'street' and civic type uses both independently and in support of any programmed events with the Park & Field.

### PHASE B PROJECTS

- Beach Boulevard
- Pedestrian Spine
- Ballroom Externals
- Road Infrastructure
- Beach Interface (former Temporary Landscape)
- Leisure



LOCATION PLAN



PROPOSED STREETSCAPE WORKS TO BEACH BOULEVARD



INDICATIVE BEACH BOULEVARD VISION

## 6.0 MASTERPLAN PROJECTS

### 6.2.17 BEACH PUBLIC REALM PHASE C PROJECTS

**2023 STATUS:** Initial concept design work has been undertaken in parallel with the Development Framework exercise. A Strategic Outline Case was approved by Aberdeen City Council in May 2023. This Phase represents the last element of Phase 1 and so further work on agreeing project outcomes and spatial requirements is still to be undertaken.

**LOOKING AHEAD:** Brief for this area to be further developed, with the intention to report an Outline Business Case to Council to Council by December 2023

The Rope Works strategy allows all individual elements of the concept Masterplan to flow together organically, while offering maximum flexibility for future design development. The Design Team have explored a number of complementary architectural opportunities within the Phase C Masterplan area, including:

1. Esplanade
2. Boardwalk
3. Beachfront Interface
4. Satellite Facilities
5. Beach Village, Pavilion & Slipway
6. Potential New Footdee Club House

Phase C focuses on the Beachfront portion of the proposed masterplan, the **Esplanade** creates a people focused environment with opportunity for an active frontage at the beachfront with the **Boardwalk** functioning as it's extension. The **Beach Interface** further enhances this approach by creating an accessible beachfront with the proposed regrading of the existing levels, building over the sea wall through a series of ramps and walkways. The potential **Beach Village** is envisaged as a centre for various beachfront activities with the beach pavilion located at it's centre promoting safe water usage as well as providing an active frontage. The proposed new **Slipway** would provide access to the water below the **Esplanade**. **Satellite Facilities** are proposed at key points along the length of the Esplanade to provide places for changing, toilets, shower facilities and observation points by utilising the sites' elevation. The potential **Footdee Club House** located at the south end of the beachfront could provide facilities for the Surf Club, Wild Swimmers and Surf Life Saving Club.



LOCATION PLAN



PHASE 1C BOARDWALK SKETCH

## 6.0 MASTERPLAN PROJECTS

### 6.2.16 PROPOSED STADIUM AND LEISURE

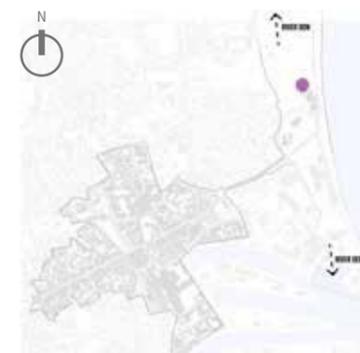
**2023 STATUS:** Outline Business Case for integrated stadium and leisure development reported to Council in December 2022.

**LOOKING AHEAD:** Continued work towards production of a Full Business Case, with demolition of existing leisure facility programmed for late 2023 / early 2024.

The Development Framework for Phase 1 of the Beach area includes provision for potential new Stadium and Leisure Facilities, located north of the Beach Ballroom. The objectives for these facilities are to place sport, physical activity, health, and well-being at the very heart of the community.

Each facility in this zone would help activate the city, increase opportunities for people to participate in physical activity and sport, invest in the City's infrastructure of people and places and be inclusive to provide the opportunity to become and stay active, as well as helping to improve physical and mental well-being. The new facilities would offer the opportunity to participate in sport, leisure, recreation, and community activities within a comfortable, modern, and safe environment.

The facilities would be attractions in their own right and act as a hub for visiting other parts of the beach area.



LOCATION PLAN

CONCEPT PROPOSAL

## 6.0 MASTERPLAN PROJECTS

### 6.2.18 BEACH BALLROOM

**2023 STATUS:** Initial concept design work has been undertaken in parallel with the Development Framework exercise.

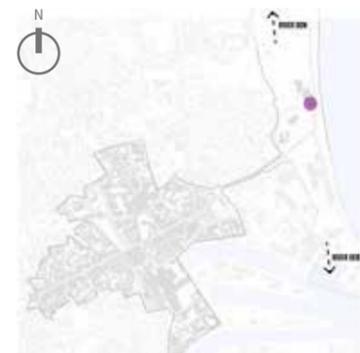
**LOOKING AHEAD:** progressing to RIBA stage 2, concept design aligning architectural proposals to ongoing brief development.

The Beach Ballroom is to be considered as a primary focal point in the new Development Framework proposals, due to its central position and its cultural significance. Any opportunity for the regenerating the Beach Ballroom and its environs would respect the heritage and memories to ensure it can continue to contribute to the lives of those who visit it.

The proposed renovation and extension of the B-listed Beach Ballroom will seek to respect the heritage and memories defined by this iconic space to ensure to can continue to contribute to the lives of those who visit it. Those historic aspects of the interior and exterior of the building will be retained and revitalised through an extensive programme of renovation. Potential new extensions to the building will be considerate and of an appropriate scale and style to compliment the Ballroom.

In addition to the renovation and reworking of the ballroom, there is the potential to create improved public spaces in the immediate vicinity, for example:

- A potential civic plaza space with water features forming a grand setting for the building. This civic plaza will provide a location for wider orientation, wayfinding and gathering within high quality public realm.
- A potential sunken garden area to the rear of the ballroom which would provide a dedicated external space for use by the ballroom and serve to link the wider public space between the ballroom and a potential leisure facility adjacent.



LOCATION PLAN



3D EXTERNAL VISUALISATION OF BEACH BALLROOM CONCEPT

# 6.0 MASTERPLAN PROJECTS

## 6.2.19 BEACH PHASE 2 NORTH

**2023 STATUS:** In August 2022 Aberdeen City Council agreed to extend the Beach Masterplan area north, to the River Don, and south, to the River Dee. Initial consultation on these areas was undertaken in May / June 2023.

**LOOKING AHEAD:** A future Phase 2 Development Framework exercise to be prepared and reported back to Council.

Public Consultation in relation to a potential Beach Development Framework Phase 2 was undertaken from 26th May -26th June 2023. The aim of the consultation was to better understand how people currently use the space outlined in orange and what, if any, improvements they would like to see to this area.

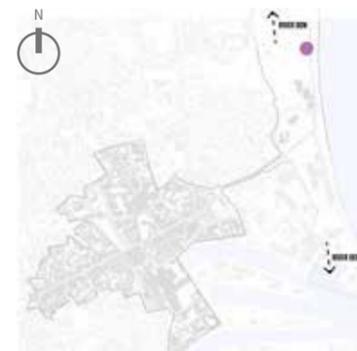
The consultation was publicised by the Council’s communications team and was available online via the Citizen Space consultation hub. Key stakeholders were contacted directly and posters were displayed locally with a freephone number to call for those who couldn’t access information electronically. Local traders were visited and meetings held with interested stakeholders. A total of 675 responses were received with 70% of those responding describing themselves as from the wider Aberdeen area. In terms of getting to the area, 59% drive, 15% walk and 19% use a combination of travel modes.

The most popular reasons for visiting are:

- access the beach & sea
- use of promenade, and
- making use of the adjoining greenspaces.

The top three suggestions for improvement are to improve biodiversity, improve access to beachfront and improve footpaths.

Other comments requested better facilities e.g. toilets and changing, more businesses and improved maintenance and access.



LOCATION PLAN



- BEACHFRONT DEVELOPMENT FRAMEWORK PHASE 01 
- BEACHFRONT DEVELOPMENT FRAMEWORK PHASE 02 (NORTH & SOUTH) 
- CITY CENTRE MASTERPLAN (CCMP) 

**BEACHFRONT  
DEVELOPMENT  
FRAMEWORK  
PHASE 02  
(NORTH)**

**BEACHFRONT  
DEVELOPMENT  
FRAMEWORK  
PHASE 01**

# 6.0 MASTERPLAN PROJECTS

## 6.2.20 BEACH PHASE 2 SOUTH

**2023 STATUS:** In August 2022 Aberdeen City Council agreed to extend the Beach Masterplan area north, to the River Don, and south, to the River Dee. Initial consultation on these areas was undertaken in May / June 2023.

**LOOKING AHEAD:** A future Phase 2 Development Framework exercise to be prepared and reported back to Council.

Public Consultation in relation to a potential Beach Development Framework Phase 2 was undertaken from 26th May -26th June 2023. The aim of the consultation was to better understand how people currently use the area outlined in orange and what, if any, improvements they would like to see to this area.

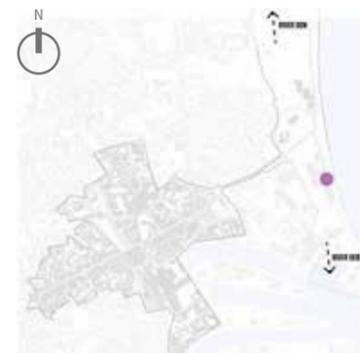
The consultation was publicised by the Council’s communications team and was available online via the Citizen Space consultation hub. Key stakeholders were contacted directly and posters were displayed locally with a freephone number to call for those who couldn’t access information electronically. Local traders were visited and meetings held with interested stakeholders. A total of 675 responses were received with 71% of those responding describing themselves as from the wider Aberdeen area. In terms of getting to the area, 62% drive, 14% walk and 18% use a combination of travel modes.

The most popular reasons for visiting are:

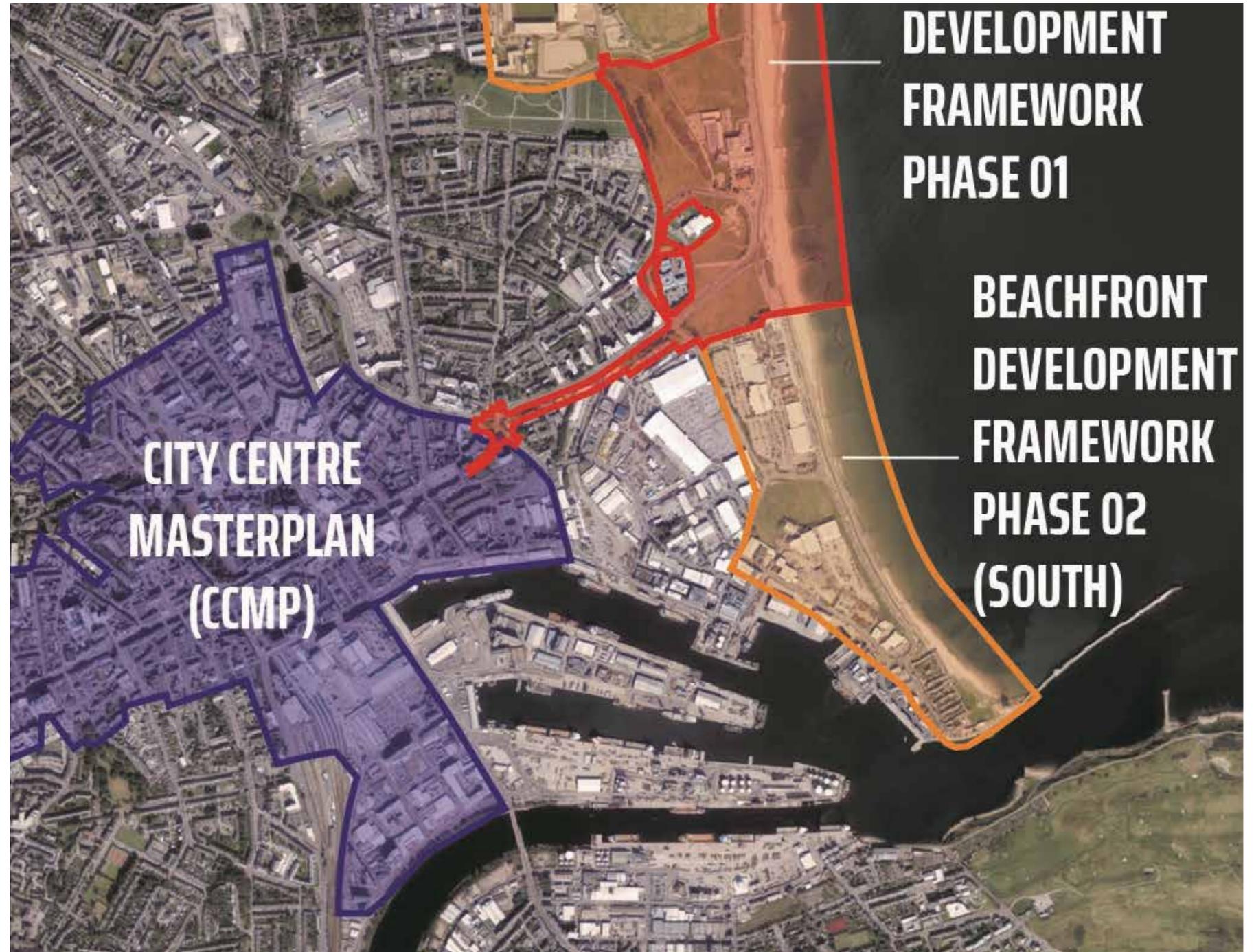
- access to the beach/sea,
- using the promenade,
- and the café/foodtruck and leisure facilities.

The top three suggestions for improvement are to make more of the street trading environment, improve access to the beachfront and improved seating.

Other comments included requests for improved toilets and changing, retain car parking, and improved public transport.



LOCATION PLAN



BEACHFRONT DEVELOPMENT FRAMEWORK PHASE 01 

BEACHFRONT DEVELOPMENT FRAMEWORK PHASE 02 (NORTH & SOUTH) 

CITY CENTRE MASTERPLAN (CCMP) 

# 8.0 DELIVERY PROGRAMME + PRIORITIES

## 8.1 DELIVERY PROGRAMME

The adjacent, high-level Programme Summary (as of June 2023) shows the timeline and key stages through Business Case development to design and construction for the City Centre, Market, Beach and Queen Street Development Zone projects.

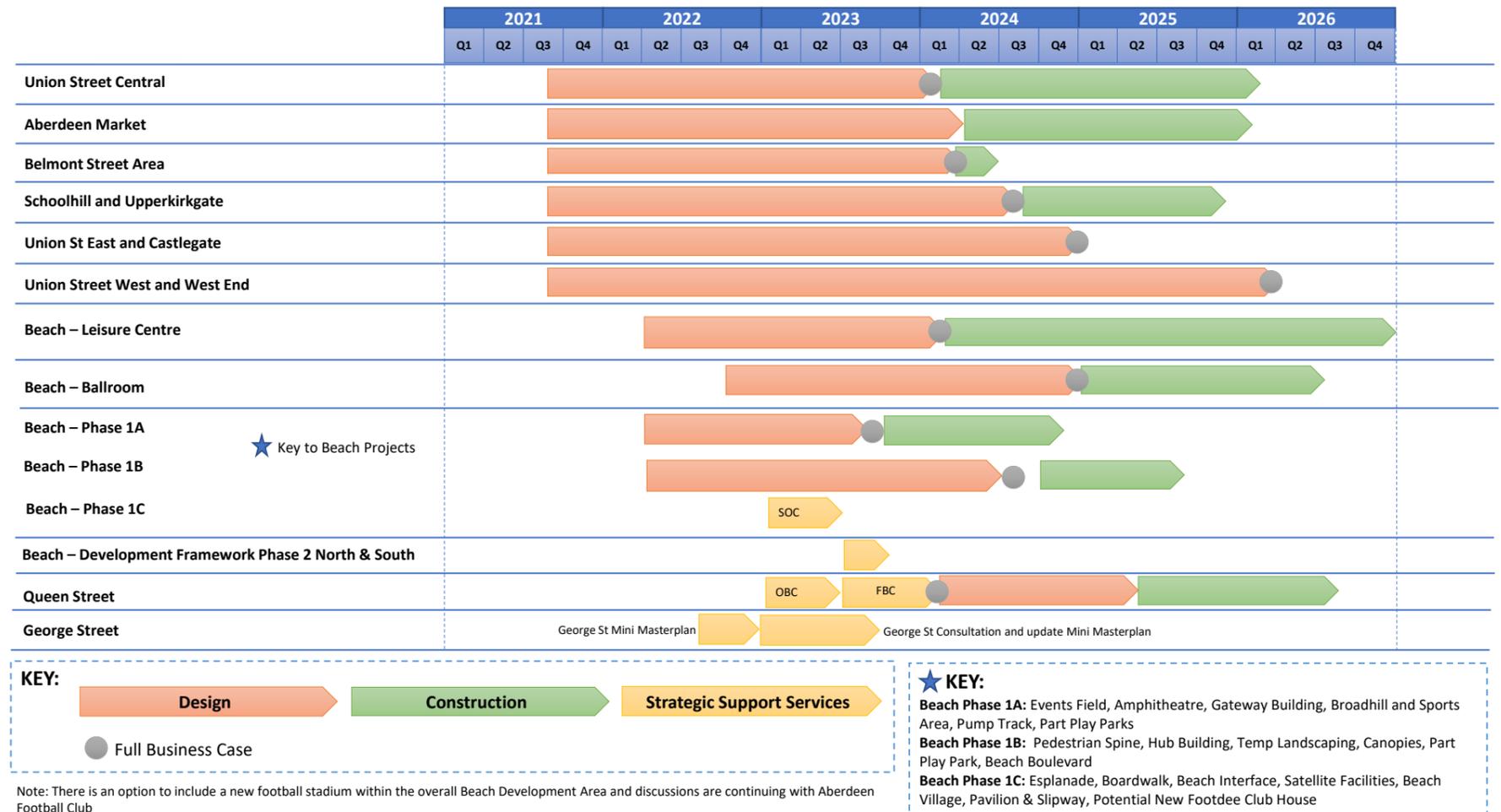
### Summary Overview

Over the past year, significant progress has been made in moving on at pace the projects in the City Centre and Beach Masterplan and adding new projects on the second phase of the Beach Development Framework.

Significant highlights included:

- Aberdeen Market – site demolition complete, Planning Application proceeding, Preferred Operator onboard and Heads of Terms nearing completion
- Union Street Central, Market Streetscape Phase 1, Belmont Street and Schoolhill/Upperkirkgate – Full Business Case approved, funding in place and progressing to a start on site in early 2024
- Developing the remaining Streetscape projects at Union Street East/Castlegate and Justice Street, Union Street West and West End and Market Streetscape Phases 2 and 3
- Queen Street – Strategic Outline Business Case approved, and Outline Business Case with Preferred Option being presented to August Committee
- George Street – Public consultation carried out on draft Mini Masterplan
- Beach Public Realm - Outline Business Case for Public Realm Phase A Projects approved and Preparation and Brief approval agreed for both Public Realm Phase B and C
- Developing the Outline Business Case for Justice Street Roundabout
- Beach Leisure – design progressing incorporating swimming, fitness and ice rink facilities. Developed to consider the wider Beach Masterplan and will interface neatly with the Beach Ballroom and Public Realm spaces

Aberdeen City Centre and Beach Masterplan - Programme Overview



### INDICATIVE PROGRAMME OVERVIEW

N.B. This Programme should be treated as indicative and provides the current thinking on milestones/decision points for ACC and delivery of the key Masterplan projects. It is very much dependant on the Statutory Consent and Planning Application processes required, which both may impact on the timescales currently envisaged.

# 8.0 DELIVERY PROGRAMME + PRIORITIES

## 8.2 LOOKING AHEAD

PROJECT	SEPT 2023 - NOV 2023	DEC 2023 - FEB 2024	MARCH 2024 - MAY 2024	JUNE 2024 - AUG 2024
<b>Aberdeen Market</b>	Finalise RIBA Stage 4 design	Agree Costs	Construction starts on site	Construction
<ul style="list-style-type: none"> <li>Streetscape Works on Union Street Central</li> <li>Schoolhill/Upperkirkgate</li> <li>Belmont Street</li> </ul>	Union Street Central designs	<ul style="list-style-type: none"> <li>Union Street Central construction starts</li> <li>Schoolhill/Upperkirkgate designs</li> </ul>	<ul style="list-style-type: none"> <li>Union Street Central construction</li> <li>Belmont Street construction starts</li> <li>Schoolhill/Upperkirkgate designs</li> </ul>	<ul style="list-style-type: none"> <li>Union Street Central construction</li> <li>Belmont Street construction</li> <li>Schoolhill/Upperkirkgate designs</li> </ul>
<ul style="list-style-type: none"> <li>Union Street East, Castlegate and Justice Street</li> <li>Union Street West</li> <li>West End &amp; Market Streetscape Phases 2&amp;3</li> </ul>	Preparing Designs	<ul style="list-style-type: none"> <li>Full Business Case update to December Full Council</li> <li>Preparing Designs</li> </ul>	Preparing Designs	Preparing Designs
<b>Beach Public Realm Phase A</b>	Planning Submission	Construction starts on site	Construction	Construction
<b>Beach Public Realm Phase B</b>	Outline Business Case to October Full Council	Develop Designs	Full Business Case to April Full Council	Construction starts on site
<b>Beach Public Realm Phase C</b>	Prepare Outline Business Case	Outline Business Case to December Full Council	Develop Designs	Develop Designs
<b>Beach Leisure</b>	Prepare Full Business Case	<ul style="list-style-type: none"> <li>Demolition of existing Leisure Centre</li> <li>Planning Submission for new Leisure facilities</li> <li>Full Business Case to February Full Council</li> </ul>	Demolition of existing Leisure Centre	Demolition of existing Leisure Centre
<b>Beach Ballroom Refurbishment</b>	Developing Outline Business Case	Outline Business Case to February Full Council	<ul style="list-style-type: none"> <li>Planning submission</li> <li>Preparing Designs</li> </ul>	Preparing Designs
<b>Beach Development Framework Phase 2 North &amp; South</b>	Scoping and designing	Scoping and designing	Scoping and designing	Scoping and designing
<b>Queen Street</b>	Develop designs for Urban Park to north west of site, Soft Market Engagement exercise for South-east site	Develop designs for Urban Park to north west of site, identify a preferred development use for the Southeast site	Agree preferred option for Southeast site	Full Business Case for Southeast site to August Full Council
<b>Queen Street Police HQ</b>	Soft strip, asbestos removal and services separation	Soft strip, asbestos removal and services separation	Soft strip, asbestos removal and services separation	Preparation for demolition
<b>George Street</b>	Masterplan taken to October 2023 Full Council for approval	Developing Business cases for George Street priority projects (subject to funding)	Developing Business cases for George Street priority projects (subject to funding)	Developing Business cases for George Street priority projects (subject to funding)
<b>City Centre &amp; Beach Masterplan</b>				2024 Update to August Council

## 8.0 DELIVERY PROGRAMME + PRIORITIES

### 8.3 ENGAGEMENT AND COMMUNICATIONS

PROJECT	SEPT 2023 - NOV 2023	DEC 2023 - FEB 2024	MARCH 2024 - MAY 2024	JUNE 2024 - AUG 2024
<b>Aberdeen Market</b>				
<ul style="list-style-type: none"> <li>Streetscape Works on Union Street Central</li> <li>Schoolhill/Upperkirkgate</li> <li>Belmont Street</li> </ul>	Union St Central Pre Construction Business & Stakeholder engagement  Ongoing engagement with Belmont St businesses and residents	Union Street construction communications  Schoolhill/Upperkirkgate stakeholder engagement	Union Street construction communications Belmont St Construction Communications  Schoolhill/Upperkirkgate stakeholder engagement	Union Street construction communications  Schoolhill/Upperkirkgate stakeholder engagement
<ul style="list-style-type: none"> <li>Union Street East, Castlegate and Justice Street</li> <li>Union Street West</li> <li>West End &amp; Market Streetscape Phases 2&amp;3</li> </ul>	Stakeholder engagement	Stakeholder engagement	Stakeholder engagement	Stakeholder engagement
<b>Beach Public Realm Phase A</b>	Stakeholder engagement	Construction communications	Construction communications	Construction communications
<b>Beach Public Realm Phase B</b>		Stakeholder engagement	Stakeholder engagement	Construction communications
<b>Beach Public Realm Phase C</b>	Stakeholder engagement		Stakeholder engagement	Stakeholder engagement
<b>Beach Leisure</b>	Stakeholder Engagement	Demolition Communications Public Consultation	Demolition Communications	Demolition Communications
<b>Beach Ballroom Refurbishment</b>	Stakeholder Engagement		Stakeholder Engagement Planning Application Communications	Stakeholder Engagement
<b>Beach Development Framework Phase 2 North &amp; South</b>				
<b>Queen Street</b>	Stakeholder engagement & public consultation as required	Stakeholder engagement & public consultation as required	Construction Communications Stakeholder engagement as required	Stakeholder engagement & public consultation as required
<b>Queen Street Police HQ</b>				Demolition Communications
<b>George Street</b>	Ongoing Stakeholder Engagement as required	Ongoing Stakeholder Engagement as required	Ongoing Stakeholder Engagement as required	Ongoing Stakeholder Engagement as required
<b>City Centre &amp; Beach Masterplan</b>				

## APPENDIX 01

### SMART OBJECTIVES



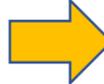
**A01**

**ACC City Vision: SMART OBJECTIVES Update**

R-A-G (Red - Amber - Green) rating is the comparison of current data with the baseline,

<b>Red</b> Worse	<b>Amber</b> Similar	<b>Green</b> Better
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Trend is how the data is currently trending,

<b>Improving</b> 	<b>Declining</b> 	<b>Steady/Fluctuating</b> 
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For consistency, two concurrent periods of data, post baseline, will be used to determine the RAG status and trend.

For example, the second objective Increased GVA, has two concurrent periods of data, post baseline, so we can say that the R-A-G status is similar, as the current data point is similar to the baseline, and the data is currently trending steady/ fluctuating, with no clear trend at the moment. Another example is, City Centre population growth, this only has one period, post baseline, therefore we cannot determine a trend but we can give it a R-A-G as the one data point is similar to the baseline.

NA => Data is currently not available, but will be in future updates.

HNSL (NOTE* - table end)
ACC (Not currently monitored by ACC Economic Team however will be with the input of others such as the Operators of the Market and Beach Leisure.)

The table below shows the SMART Objectives for the City Centre and Beach Masterplan projects and progress around gathering baseline data, current data, the source of the data, along with a RAG status and where possible how the trends are evolving.

Objective	What does success look like?/Metric	Baseline Data	Current Data	Source	R-A-G Status	Trend
<b>City Centre Masterplan</b>						
City Centre population growth	3,000S extra people living in the city Centre by 2040	16,858 2020	16,293 2021	National Records Scotland		NA
Increased GVA	£s per annum	£41,100 2019	£40,540 2021	Office for National Statistics		
Reduction in crime	30% fewer young people (12 to 17) charged with an offence and a crime by 2026	127 2017/18	29 2020/21	Scottish Government		
	2% fewer people reconvicted within one year by 2026	30.4% 2018/19	NA	Scottish Government	NA	NA
	1 point increase (4.31 -> 5.31) (/7) in the mean score for people who "Feel safe in the city Centre throughout the day and night" by 2026	4.31 2021	NA	City Voice	NA	NA
Increased footfall in City Centre	10% increase in daily average footfall in the City Centre by 2026	55,519 Feb 22	54,813 Feb 23	Springboard		NA
Reduced office vacancy rates in the City Centre	2% decrease in the office vacancy rate in the City Centre by 2026	18.1% 2022	NA	CoStar	NA	NA
Reduced retail vacancy rates in the City Centre	1% decrease in the retail vacancy rate in Aberdeen City by 2026	6.6% 2022	NA	CoStar	NA	NA

Increased journeys by walking and cycling into the City Centre	75% of people walking and 25% cycling as part of their usual mode of transport into the City Centre by 2026	64.3% 2021 Walking	NA	City Voice	NA	NA	
		17.6% 2021 Cycling	NA	City Voice	NA	NA	
Increased ease of walking and cycling around Aberdeen	2-point increase in the mean (/7) (3.7 -> 5.7) of people who say they can easily walk and cycle around the City Centre using good quality routes	3.7 2021	NA	City Voice	NA	NA	
Increase in cycling in the City Centre	30% increase in average daily cycling in the City Centre by 2026	1,244 2019	1,556 2020	Department for Transport		NA	
Reduction in car journeys in the City Centre	20% reduction in average daily traffic flow by 2026	93,380 2019	63,186 2020	Department for Transport		NA	
Reduction in CO2 emissions	By at least 61% by 2026 and NZC by 2045	46,371 2015/16	26,159 2022/23	Aberdeen City Council			
Reduction in NO2 (ug/m3)	Reduce NO2 to <35ug/m3 annual mean in the City Centre by 2026	40.6 2019	29.6 2021	Aberdeen City Council			
Increased educational attainment, skills, and life-long learning	6% absolute increase in the number of people (16-64) receiving job related training in the last 13 weeks by 2026	18.8% 2021	17% 2022	Annual Population Survey		NA	
	4% (52% ->56%) increase in working age population (16-64) with NVQ4+ Qualifications by 2026	52% 2019	54.2% 2021	Annual Population Survey			
	3% (6.5% -> 3.5%) decrease in working age population (16-64) with no NVQ Qualifications by 2026	6.5% 2019	4.7% 2021	Annual Population Survey			
	A 1% decrease in the percentage of people aged 16-19 not participating in education, employment, or training	4% 2021	4.9% 2022	Skills Development Scotland		NA	
	To match or be under Scotland's density of skills gaps in each occupation groupings (High Skilled, Middle Skilled, Service and Labour Intensive) by 2026	6% AC vs 2.6% Scotland 2020 High Skill	NA	NA	Scottish Employer Skills Survey	NA	NA
		5% AC vs 4% Scotland 2020 Middle Skill	NA	NA	Scottish Employer Skills Survey	NA	NA
		2.6% AC vs 5.8% Scotland 2020 Service Intensive	NA	NA	Scottish Employer Skills Survey	NA	NA
		5.4% AC vs 4.6% Scotland 2020 Labour Intensive	NA	NA	Scottish Employer Skills Survey	NA	NA
<b>City Centre Interventions</b>							
Creation of new public realm space leading to increased satisfaction with the City Centre	62,559 m2 new public realm space	NOTE*	NOTE*		NOTE*	NOTE*	
	Increased life satisfaction in Aberdeen - 1 point increase (7.21 ->8.21) in the level of "Life Satisfaction" in Aberdeen residents by 2026	7.21 2020/21	7.44 2021/22	Office for National Statistics		NA	
	Increased happiness in Aberdeen - 1 point increase (7.17-> 8.17) in the level of "Happy" in Aberdeen residents by 2026	7.17 2020/21	7.47 2021/22	Office for National Statistics		NA	

	Increased green space for city residents - 1 point (5.2 ->6.2) increase in the level Aberdeen Central Residents score for "Can you regularly experience good quality natural space? This includes a wide variety of environments from parks and woodlands to green space alongside paths and streets"	5.2 2021	NA	City Voice	NA	NA
Creation of Construction jobs over the build period (Public Realm & Market)	60 - 120 new Construction Jobs – Public Realm	NOTE*	NOTE*		NOTE*	NOTE*
	150 - 175 new Construction Jobs – Market	NOTE*	NOTE*		NOTE*	NOTE*
Creation of new jobs directly associated with the Market (catering, cleaning, management, and operations)	250 new Market Jobs	NA	NA		NA	NA
Attracting regional and local businesses into the new Market	20 – 40 new businesses	NA	NA		NA	NA
Reduction in city centre congestion	Buses generally on time 75% (64% -> 75%) of the time	64% 2019	76% 2021	Transport Scotland		
Materials sourced from the local area	30 - 50% of net Construction Costs to be local material	NOTE*	NOTE*		NOTE*	NOTE*
Contractor's labour from the local area	60% Local labour employed	NOTE*	NOTE*		NOTE*	NOTE*
<b>Beach Interventions</b>						
Increased footfall and revenue at the Beach Ballroom and other Beach Leisure Facilities	100% Footfall and 100% revenue increases (Leisure only)	NA	NA		NA	NA
	100% Footfall and 100% revenue increases (Ballroom only)	59,307 2022/23	NA	ACC	NA	NA
Creation of free public realm and open park/play space, leading to increased satisfaction with the Beach area	2,000 m2	NOTE*	NOTE*		NOTE*	NOTE*
	Decrease in the average distance (m) for City Centre Residents to nearest Park, Garden or Playing Field.	459.29m 2020	NA	Office for National Statistics	NA	NA
Reduction in car journeys at the Beachfront	20% (12,552 -> 10,042) reduction in all vehicle journeys at the beachfront, daily average	12,552 2019	NA	Aberdeen City Council	NA	NA
Creation of Construction jobs over the build period	200 new Construction Jobs	NOTE*	NOTE*		NOTE*	NOTE*
Creation of new jobs directly associated with new Leisure offering at the Beach	30 new Leisure Jobs by 2025	NA	NA		NA	NA
Materials sourced from the local area	20 to 30% of net Construction Costs to be local materials	NOTE*	NOTE*		NOTE*	NOTE*
Contractor's labour from the local area	50% Local labour employed	NOTE*	NOTE*		NOTE*	NOTE*

NOTE\* => HNSL SMART objective measures have been shared with the Tier 1 Contractors where they have been appointed on projects within this Masterplan. These are discussed at the Social Impact meetings with the Tier 1 Contractors and will be measured at the appropriate time in the construction phases. Baseline data is being gathered as the projects develop.