



Finalised Draft George Street Masterplan

Consultation & Engagement Report

Sept 2023

streets-uk



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George Street Draft Masterplan Timeline

- In November 2021, as part of the City Centre and Beach Masterplan refresh, Aberdeen City Council instructed officers to undertake public engagement focusing on the area of George Street that is within the city centre boundary and to report findings to June 2022 Council.
- In February/March 2022 the Council **undertook public consultation** using an online Citizen Space questionnaire, as well as paper copies if required, seeking opinions on the Strengths Weaknesses Opportunities and Threats (SWOT) of the area. The survey received 297 responses to establish how the area functions on a day-to-day basis and how the local and surrounding community use and interact with George St.
- In June 2022, Council instructed a draft masterplan for the George St area be created and presented to December Council. During the second half of 2022 the draft George Street Masterplan was prepared with stakeholder input and presented to the December 2022 Council, which approved the draft masterplan for consultation in early 2023 and to report a finalised draft Masterplan to Council in December 2023.

In January 2023, an engagement plan was prepared for the George Street area and approved by the City Centre Masterplan (CCMP) Board, with scope of engagement:

- Seeking stakeholder and public comment on the content of the draft Masterplan.
- Checking that observations in the draft Masterplan resonate more widely – for example that the area currently doesn't encourage people to linger/streets are empty after 5pm.
- Seeking stakeholder and public assistance in the prioritisation of masterplan projects and identification of potential additional projects.
- Ensuring the Masterplan has genuine stakeholder and grass roots ownership.
- Identifying opportunities for specific projects to be championed and led by stakeholders and partner organisations.
- Ensuring a focus on engaging with children and young people including schools and college students.

This report:

- 1) Summarises the results of the on-line consultation and engagement that took place on ACC's Citizen Space for a 6-week period between 17th March until 28th April 2023, and records recommendations for revision.
- 2) Records the targeted stakeholder feedback and evaluation.
- 3) Records the activities and results of engaging with children and young people in and around the area with focused 'sense of place' workshops.
- 4) Lists the areas of revision to shape the draft masterplan in accordance with the consultation findings.
- 5) Summarises the considered Priority Projects from the finalised draft Masterplan.



On-street engagement with college students



Posters advertising consultation displayed in shops



Part 1

Consultation Methods

Executive Summary

Consultation Outcomes

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In accordance with the approved engagement approach for CCMP projects, consultation was undertaken both in person and online using a variety of materials appropriate for different audiences.

Public Consultation

Public consultation was launched on 17th March 2023 and publicised by ACC's communications team. In accordance with Council policy on consulting on draft masterplans, a 6-week consultation was undertaken on ACC Citizen Space with an online survey questionnaire which ran until 28th April 2023 with 102 responses received. Hard copies of the draft Masterplan were also available and were issued to groups such as George Street Community Council.

Stakeholder Engagement

21 key stakeholders were recontacted advising that the survey questionnaire was live and an offer to meet in person to have an in-depth discussion was made.

Children and Young People

At the outset it was agreed that Children and Young People should play a central role in the consultation. Within and adjacent to the study area the students of North East Scotland College (NESCol) and Roberts Gordon's College are estimated to generate c.11,000 daily visits to the area, and there are 4 primary schools and 1 secondary within the vicinity of George Street.

Publicity

As well as press releases and social media coverage, posters were distributed to local premises to advertise the consultation. A copy of the poster is shown opposite, and the distribution map is in Appendix 1.



ABERDEEN
CITY COUNCIL
aberdeencity.gov.uk

**GEORGE STREET
DRAFT MINI MASTERPLAN
CONSULTATION & ENGAGEMENT**

The George Street area is an important, diverse and vibrant neighbourhood within the city centre. A draft Mini Masterplan for area has been prepared by Aberdeen City Council. It proposes a range of regeneration projects to support the neighbourhood.



George Street Mini Masterplan Area

North East Scotland College

City Centre Masterplan Boundary

Sandman Hotel

Bon Accord

Marischal College

Robert Gordon's College

Castlegate

Union Terrace Gardens

Mithers Kirk

Union Street

You have until 28th April to comment on the draft plan.

To read the mini masterplan and provide comments please scan the QR code opposite.



or access the Council's consultation hub via <https://consultation.aberdeencity.gov.uk/>

Press and Social Media

The Council’s communications team manages the issue of press releases and social media coverage. The Media release diary is below and an extract of some coverage opposite.

ACC Media release Diary

Date	Event	Comment
21 March	Media release	Notification of Citizen Space Survey live - Local media coverage including online and their extensive social media reach
21 March, 15 April, 22 April	Social media posts on different platforms	<p>Social Media Metrics</p> <p>Reach (total number of people who see the content) – 20,700</p> <p>Impressions (number of times the content is displayed) – 28,800</p> <p>Total clicks – (number of people who clicked on the link to the release/ consultation) 829</p>
20 September	Social media posts	Advertising the final engagement and consultation presentation evening



Public consultation for draft George Street mini-masterplan starts

Tuesday 21 March 2023

A public consultation to gather thoughts from residents, businesses, and visitors to George Street and nearby streets for a draft mini masterplan for the area has started.

Seven open-ended questions are being asked to help gather people's thoughts, and local stakeholders are being contacted directly to take part in the consultation and on-going engagement.

It asks what the area is currently like to visit, live, work and shop in, and to know what changes people would like to see in any future plans for the area.

Aberdeen City Council Co-Leader Councillor Alex Nicoll said: "The six-week consultation is to be welcomed and I'd encourage people who live, work, shop, and visit the area to take part.

"We want people to bring forward proposals that will help promote development opportunities, reassess the place through their eyes, and promote George Street as a great neighbourhood where people want to be."

The draft masterplan's purpose is to present regeneration projects which support George Street as a 'vibrant city centre community at the heart of reinvention' and have been based on initial survey results and stakeholder engagement from last year.

The findings of the consultation will help the draft masterplan to be developed in detail before being presented to a council committee later this year.

People will be asked to consider that George Street is home to a diversity of communities and businesses in a bustling and lively part of the city centre yet, with the closure of John Lewis, the nearby Broadford Works remaining undeveloped, and the Bon Accord Shopping Centre being placed on the open market, there are increasing challenges in and around the area.

Creating a mini masterplan helps the George Street area identify its regeneration needs and helps to establish its connections into the city centre masterplan and beach area projects.

The city centre, new Aberdeen Market, Queen Street, and part of George Street projects are part of the City Centre Masterplan (CCMP), a regeneration blueprint which is transforming the city centre while conserving its proud heritage heritage.

Since it was approved in 2015, the CCMP has already delivered several achievements to date including completion of Provost Skene's House, the completion of Aberdeen Art Gallery, the Music Hall, Marischal Square, and Broad Street. The regeneration of Union Terrace Gardens has provided a wheelchair-accessible multi-function space in the city centre park including a playground for the first time.

The multi-million projects include streetscaping for Union Street and the creation of a new city market, and there is also a related masterplan to revitalise the beach area.

The public consultation for the George Street mini masterplan is available on the City Council's website at [George Street Draft Mini-Masterplan - Consultation - Aberdeen City Council - Citizen Space](#) and runs until 28 April.

This is the summary of the collaborative engagement programme undertaken by ACC and streets-UK utilising a range of resources to provide a comprehensive opportunity for people to be involved and shape the outcomes of the Masterplan.

1) Citizen Space Questionnaire

From 17th March until 28th April **102** responses were received to the online questionnaire which posed questions at key stages through the draft Masterplan. The respondents were: Pupil/Student/Education (19), Resident (4), Local Authority Officer (1), NHSG (2), Police Officer (1), Prefer not to say (58), Professional / Business (14), Tertiary Education(3).The full responses are included in Appendix 3 and the evaluation is presented in Part 1 of this document. By comparison the Strengths, Weaknesses, Opportunities & Threats questionnaire undertaken in February and March 2022 yielded 293 responses, which formed the baseline of evaluation to proceed to commission the Masterplan.

All of the questions posed generated a majority of support for the topics, though the re-evaluation of the vehicular movement in the study area, in order to reduce through-routing and create a more attractive environment, generated a 53% response in support. The concerns focused on balancing accessibility and the need to retain car access and car parking to serve the needs of the area. The draft Masterplan gives an overview on intentions rather than specifics and has since been revised to provide more detail on the propose vehicular routing and the need to balance user needs with more detail on street sections. The scenarios exploring options for Norco House generated a 80% support to encourage looking further at this important site, which was expressed as a tangible project and therefore possibly easier to envisage the options and their value to the area.

An important outcome for the Masterplan is to present clear project intentions representing 'best practice' and established on the thorough analysis and engagement undertaken.

2) Children and Young People

A programme of engagement has been undertaken with NESCol, Robert Gordons College and Skene Square and Sunnybank Primary Schools based on the theme of 'sense of place'. The objective has been to engage and encourage young people's interest in built environment matters as well as to provide their perspectives and feedback to influence the Masterplan.

The students at NESCol and Robert Gordons College undertook accompanied walks of the area and considered place-making and how specific locations could be made better. Although not hugely familiar with the area, the students from both institutions looked in detail at the constraints and opportunities associated with 4 locations and prioritised projects accordingly. A deep clean featured highest on their priority list along with tree planting. Parklets are also a popular idea at George Street and a lighting net and information points/wayfinding at Jopps Lane.

The primary school children also considered "place" and utilised a happy/sad persona, 'Georgie' to help articulate how they felt about the specific locations and what they *could* be like. Some of the classes had accompanied walking tours and the others were able to watch a virtual tour of the area. The priorities for the primary children, many of whom live in or near the Masterplan area, were mainly around more colour/art, planting and trees and better lighting and uplighting.

All participants very much enjoyed their involvement and deeper consideration of place-making and felt pleased that their opinions had been heard and were being taken seriously and included.

A separate session was held with Streetsport at Cruyff Court on 21 September.

3) Stakeholder Engagement

On 17th March 2023 an email was sent to 21 key stakeholders advising that the Citizen Space questionnaire on the content of the draft Masterplan was live for 6-weeks. The email also invited anyone who wished an in-person meeting to be taken through the draft Masterplan and to discuss the contents or their perspectives with the lead ACC Officer. Uptake on the offer to meet resulted 8 in-person meetings taken place, though others used the Citizen Space survey questionnaire. 8 key stakeholders did not respond, and it is assumed that they are content with the draft Masterplan.

Unanimously the stakeholder responses welcome the draft Masterplan and endorse the 'vision' and high-level project direction and would be interested in being involved as specific projects are taken forward in delivery.

Some of the responses indicate that there is scope to improve capacity building within key stakeholders to enable them to be fully engaged in the delivery of the Masterplan 'vision' and its projects in order to create a 'better connected George Street'. Nonetheless, it is a significant ask of anyone to take the time to be involved in reading through and articulating responses to the draft Masterplan and all consultation and engagement feedback was welcomed to shape the Masterplan going forward.

Further detail on stakeholder feedback is contained in Part 2 of this report and complete stakeholder responses and ACC replies are in the Appendix.

A stakeholder workshop to present and discuss the draft updated masterplan was held on 21st September which was attended by 19 participants representing a range of groups.

Working toward a Finalised Draft Masterplan

The Council approved the George Street draft Mini-Masterplan with an instruction for consultation and engagement to take place in early 2023. The following represent the revisions and additions to the draft Masterplan as a result of the engagement and consultation programme working toward a Finalised Draft Masterplan in October 2023:

1) Restructuring Content – To enable readers to focus on areas of interest to them as well as to coherently present the entire Masterplan.

2) 'Place' - A greater focus on the topic of 'Place' projects from which 'People' and 'Economy' are supported. Key project areas have been developed in detail to present clear opportunities for improvement.

3) Transport & Movement – Further testing, through the consultation period, to ensure that the principle of reducing traffic 'through routing' and creating opportunities within the streets of the study area through travel change provides a robust foundation for future project delivery.

4) Key 'Place' Projects – Inclusion of Harriet Street, the middle and southern end of George Street and Loch Street, including Norco House, NESCol and Bon Accord Centre for 6 transformational urban realm projects.

5) Partnership Working – The identification of significant opportunities for change should provide the foundation for wider collaboration and investment to deliver the Masterplan.

Priority Project Recommendations

As an outcome of the consultation and engagement programme the following are recommended as Priority Projects – those which are considered to have, and will lead to further, significant place impact and provide the foundation for delivery of the ‘Vision’ – ‘George Street Connected!’

1) Deep clean of the area – whether it be dog fouling, rusting street furniture, broken paving or litter the call for a ‘clean’ is to redress the sense of the area being ‘dirty, dull and grubby’.

2) Lighting strategy – the installation of a light net along George Street would at once emphasis the linear nature of the street, be a transformational project that signaled the heart of the area, imbued more of a sense of place and redressed concerns about light levels at night and security.

3) Norco House – The consultation response validated the importance of the site to the wider area and generated a strong and positive response to the scenarios proposed. The creation of a site planning brief would guide the uses and form of development so that the opportunities, and wider area requirements, can be met.

4) ETRO implementation – establishing a new vehicular routing system to reduce through traffic and enable the creation of a more accessible and attractive neighbourhood with urban realm opportunities.

5) Pedestrianising the central section of George St (between John St and St Andrew St) – extending the governance of the lower section of George Street and redesigning the urban realm.

6) Transformational Place projects - creating environments of George Street between John St and the Bon Accord Centre, Harriet Street and Loch Street that give the ‘wow’ factor and ‘set the scene’ for further change.

In addition to ‘place’ projects there are significant ‘people’ and ‘economy’ projects that could be implemented to support the George Street area going forward as a more ‘vibrant and connected neighbourhood at the heart of reinvention’.



Part 2

On-Line Public Consultation: Results & Analysis

Children and Young People Engagement: Results & Analysis

Stakeholder Engagement: Results & Analysis



Online Public Consultation & Analysis

ACC Online Survey

The Citizen Space consultation, taking place from the 17th March until the 28th April 2023, introduced the consultation by explaining that “*By participating in this consultation on the George Street Draft Mini-Masterplan you are helping Aberdeen City Council determine what is essential to you and your communities in the George Street area. It is important that you are involved and aware of the projects proposed and that your opinions and needs shape the draft mini-masterplan to support the neighbourhood's future as a vibrant, attractive and connected part of the city centre.*”

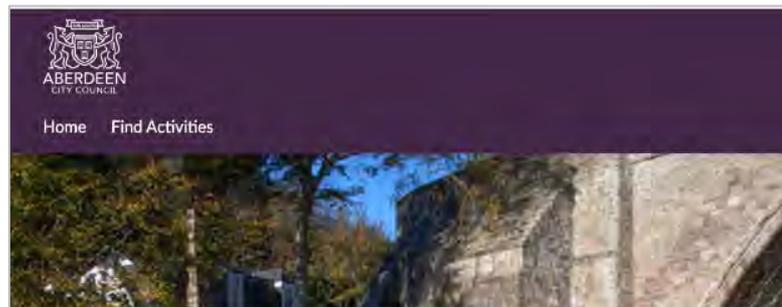
The draft Mini-Masterplan suggests a vision of 'George St Connected!' and provides a place-based analysis and proposes a range of regeneration projects to support the neighbourhood because the masterplan illustrates that the core of successful places is that they are people focused, have a diverse economy and are within attractive environments that work for everyone. - A vital aim of the city centre masterplan is to create the heart of Aberdeen as a destination and not a through route by re-thinking how places could be accessed and used, and this ethos is applied to the George Street area.

To help navigate the draft Masterplan the survey questionnaire presented specific questions relating to key sections of the draft, with page referencing, to enable participants to pace themselves and reflect on their evaluation and responses, as well as providing an opportunity to comment on any matters they wished to raise that many not be presented.

The information provided by the consultation responses, as well as the inclusive and iterative processes of master-planning consultation, should work to achieve a consensus amongst residents, businesses and interested parties in identifying and endorsing those opportunities for change and to provide a strong foundation for delivery through the Masterplan.

George Street Connected! The 'local' Neighbourhood: a vibrant and inclusive city centre community at the heart of reinvention.

Masterplan Vision Statement



George Street Draft Mini-Masterplan - Consultation

Overview

'George Street Connected!' - the George Street area is an important, diverse and vibrant neighbourhood within the city centre. To ensure that its communities are invested in, as well as connected to the delivery of the city centre masterplan and beach projects, Aberdeen City Council approved the George Street draft mini-masterplan in December 2022.

The draft mini-masterplan focuses on the wider George Street area within the city centre boundary - between Gallowgate and Charlotte Street, Spring Garden / Maberley Street and with the Bon Accord Centre to the south. However, immediate and wider influences around the area are also recognised and included.

The draft mini-masterplan puts forward a vision of 'George St Connected!', provides a place-based analysis and proposes a range of regeneration projects to support the neighbourhood because we believe

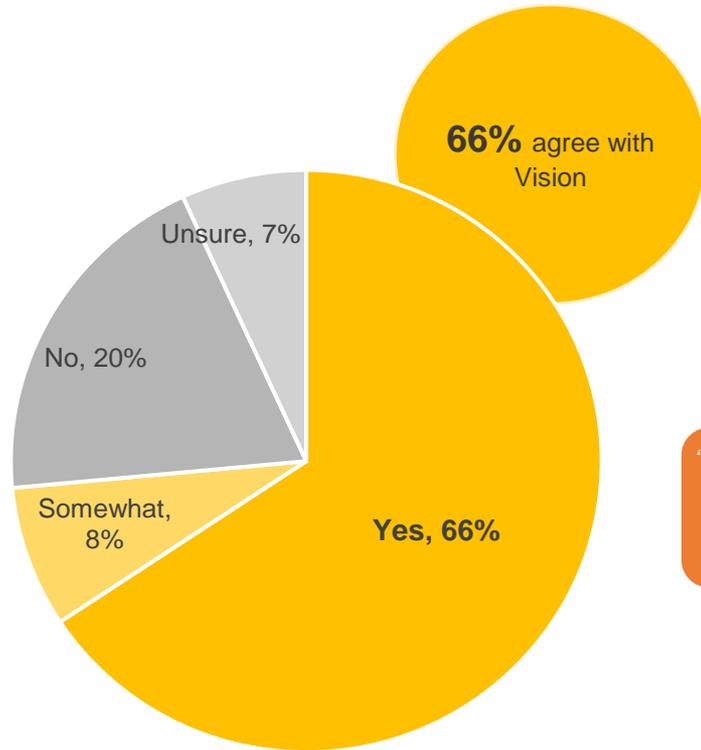
Citizen Space Online Consultation Portal Extract

Question 1

The masterplan proposes - 'Vision' - 'George St Connected! - the local neighbourhood which is a vibrant and inclusive City Centre community at the heart of reinvention'

Do you agree with the Vision?

What are your thoughts on the 'Vision'?



NB. Percentages are rounded to the nearest whole number

Key Themes / comments

Positive/ supportive

- "Like the aspects of cafes and outdoor seating"
- "Need to bring people into the space – have reason for doing so"
- "City will greatly benefit from the regeneration of this area – though important to deliver on each and all the social, cultural, economic and educational detailed objectives"
- "Pedestrianisation could really work / making it a quieter area"
- "Supporting accessibility / inclusivity is paramount to its success"

"I think it's a fantastic idea to regenerate the area. Focusing on young people would be my recommendation"

"I agree in full; the city would greatly benefit from improving George street"

"To pedestrianise and turn it into a quirky area could work really well for Aberdeen"

Negative / concerns

- Vision is unclear, too broad and vague. Document is complicated – lacks plain English
- Budget is of concern – how will this be funded
- "Crime and Anti-social behaviour can not be fixed by street lighting alone" – concerns over longer term management
- "Need to focus on young people and what will attract them into the area"
- "Restricting access will make the area less inclusive"

"The vision should be to improve the aesthetics, reputation and the economics of the George street area, and the vision should detail clearly how that can be done"

"It's a positive vision but I fail to see how this aligns with the current strategy of closing down existing cultural hubs such as Library and Leisure facilities"

"Not really as described. Many people work in the area, and they must be fully considered"

"Not sure, document is too complicated"

Summary of Q1 key themes and proposed action

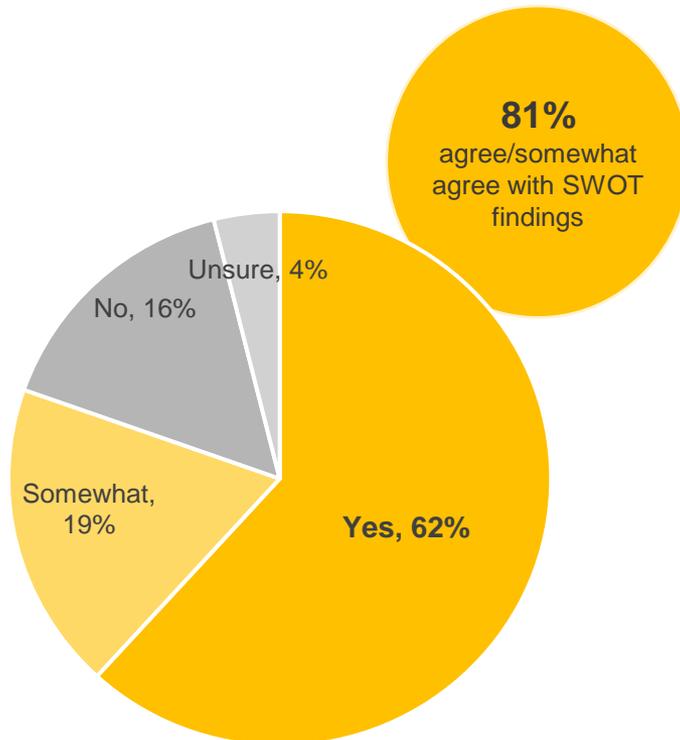
Question	Main Themes	Summary	Proposed Masterplan Revision
<p>1. The masterplan proposes - 'Vision' - 'George St Connected! - the local neighbourhood - a vibrant and inclusive City Centre community at the heart of reinvention'.</p> <p><i>Do you agree with the Vision?</i></p> <p><i>What are your thoughts on the 'Vision'?</i></p>	<ul style="list-style-type: none"> • Vision sets a clear directive to forge connections and bring people back into the area. • Need to ensure all the social, cultural, economic and educational detailed objectives are delivered. • Accessibility and inclusivity is paramount to project delivery success. • Focus on young people required. • Budget and ongoing maintenance is of concern. 	<ul style="list-style-type: none"> • With 66% in agreement and a further 8% generally agree the conclusion is that the majority support the vision and its intent. • Concerns were raised around project detail, delivery and management. 	<ul style="list-style-type: none"> • Streamline the 'vision' into one sentence and avoid 'jargon' • Ensure project detail is clearly connected to the 'vision', is sufficient to envisage projects and generate support for their endorsement.

Question 2

Findings on the Strengths, Weaknesses, Opportunities & Threats (SWOT) of the area are provided (Page 30-31)

Do you agree with the findings?

If not, what would you change or add? - Strengths, Weaknesses, Opportunities & Threats of the area



Key Themes - SWOT

Strengths

- Potential for creating an area for street food or socialising.
- If you can restrict traffic and attract the right type of business, the street can become a true hidden gem. And being a bit hidden away may turn a threat into a strength!

Opportunities

- The 'opportunity' to pedestrianize Harriet Street will make it harder to access the area / difficult for cars (therefore a weakness too). Access to and from RGC by car has to be preserved
- Encourage sense of community through the provision and promotion of spaces or activities that bring residents together.
- People's safety should be a priority by creating a better environment with Policing & security.
- I'd like and expect to see explicit mention of engaging young people as an opportunity.
- Demolition of Norco House could be used to turn the area into a more open green space, with paths, seats, fountains etc., to draw people into the area for recreation and well being, rather than purely on commercial activities
- Giving more space to pedestrians and cyclists and removing space for cars parking

Weaknesses

- Too much focus on pedestrian experience vs motorists
- Limited Parking / traffic congestion - people will go to retail parks, or a place with good independent shops and free parking
- Limited / poor disabled facilities and access planning for disabled people.
- Large student population in George Street but no planning for student life.
- No potential identified for creating an area for street food or socialising.
- George Street area is cut-off - This means that typically George Street must be a destination in itself.
- Proposed tenant mix
- No green space for dog owners, and enclosed areas for dogs to run around.

Threats

- Strengths do not seem to be realistic,
- Reduced occupancy of Marischal Square offices
- Bins are almost always full due to local businesses using them making the street feel messy and unclean
- Antisocial behaviour / drug users – ability to manage and police appropriately
- Threat of dying high street leading to companies not wanting to invest in these areas – in turn shops/businesses go out of business as people turn more to shopping online at big retailers

NB. Percentages are rounded to the nearest whole number

Summary of Q2 key themes and proposed action

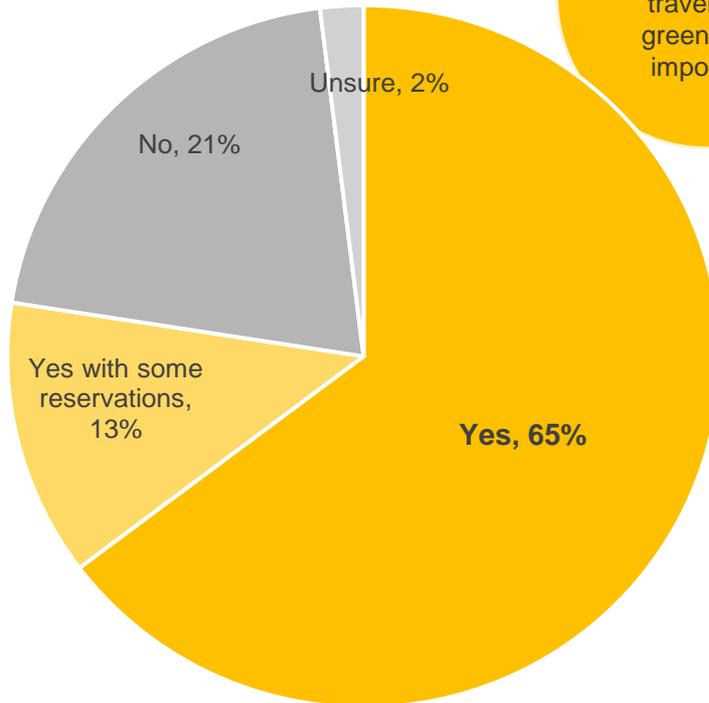
Question	Main Themes	Summary	Proposed Masterplan Revision
<p>2. Findings on the Strengths, Weaknesses, Opportunities & Threats (SWOT) of the area are provided</p> <p><i>Do you agree with the findings?</i></p> <p><i>If not, what would you change or add?</i></p>	<ul style="list-style-type: none"> With 81% agreeing/somewhat agreeing with SWOT findings its evident that people recognise that the proposals will support the wider vision to create a more connected space. Creating more opportunities to bring people together seen as a real positive. Will be important to engage across all demographic groups to ensure needs are met and area is accessible and inclusive 	<ul style="list-style-type: none"> 62%, and with a further 19% generally agreeing, the SWOT analysis is supported. The SWOT provides the basis to propose projects that are considered will make significant positive change to the area. There are concerns regarding the 'dying high street', urban realm management, concerns around safety and the lack of social enterprise whilst the opportunities for neighbourhood improvement are rich and shared. Balancing traffic movement and parking is a repeated issue, and Norco House is a site of keen interest as an opportunity for not only redevelopment but for green/social space. 	<ul style="list-style-type: none"> Project descriptions developed to clarify and illustrate what is intended/possible. Review of the proposed traffic management plan. Further exploration of achievable designs for key places.

Question 3

Proposals include making key streets more attractive, promoting active travel and creating green spaces.

Do you agree with this?

Do you agree that proposing to make key streets more attractive for active travel and greening is important?



NB. Percentages are rounded to the nearest whole number

Key Themes / comments

Positive / supportive

- "Some consultation with those who know about street plantings need to be consulted as there is evidence across the City of the wrong trees (pavement up lift and roots interfering with services)"
- "Community growing spaces e.g., in vacant buildings could be good, concern over them being vandalised and falling into disrepair and neglect when the interest level wears off"
- "Cafe culture on the pedestrian area and lighting would improve the area"
- "Segregation of users is important"
- "Existing businesses, schools and colleges need to be able to operate effectively"

Negative / concerns

- "Ongoing Maintenance is a concern"
- "Concern over anti-social behaviour in new green spaces"
- "Too much focus on pedestrian's vs cars, improve road links first then pedestrian routes"
- "'active travel' and pedestrianization - this is unworkable where vast proportions of the population trying to be attracted to use the area live on the fringes of the city or rurally"
- "Considerations for elderly and disabled should be fully explored to make space as inclusive as possible"
- "Clear tactile demarcation of the pavement, particularly if the space is still being shared by bicycles/other wheeled vehicles is paramount for the safety of visually impaired people"
- "Budget a concern"
- "Concern re proposed traffic layout – implications re congestion elsewhere: cannot rely upon public transport"

Summary of Q3 key themes and proposed action

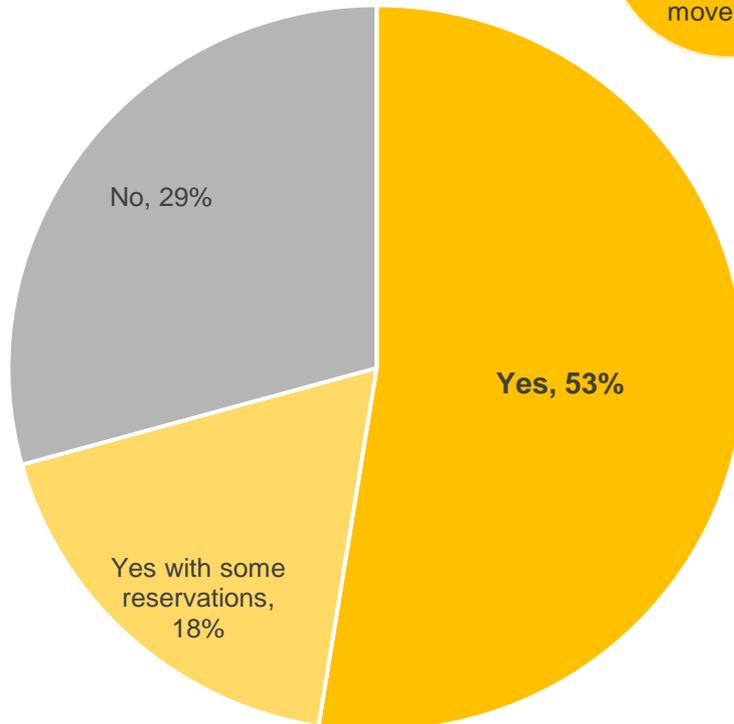
Question	Main Themes	Summary	Proposed Masterplan Revision
<p>3. Proposals include making key streets more attractive, promoting active travel and creating green spaces.</p> <p><i>Do you agree with this?</i></p>	<ul style="list-style-type: none"> Recognised benefits of the Active Travel proposals but these need to be as inclusive as possible and could benefit from being supported by a wider active travel network to support access by the broader population of Aberdeen. Greening the City is great, but consultation required to understand the most suitable planting and installations for the streets. Existing businesses and schools need to be able to operate effectively – the focus/balance on pedestrian's vs cars should be further considered 	<ul style="list-style-type: none"> 65% agree promoting active travel and greening is important with a further 12% agreeing with reservations. Its important that any changes support George St as a residential and business location. 	<ul style="list-style-type: none"> Further traffic modeling undertaken to better understand impacts of any traffic changes. Cross sections of streets prepared to better illustrate how potential changes to key streets could look.

Online Public Consultation & Analysis

Question 4

The masterplan proposes changes to vehicular movement in the area to improve place quality.
Do you support trying to make these changes?
Do you support trying to scope out vehicular movement changes in the area

53%
support
changes to
vehicular
movement



NB. Percentages are rounded to the nearest whole number

Key Themes / comments

Positive / supportive

- Existing businesses, schools and colleges need to be able to operate effectively – suitable drop off and collection points for schools and key workers delivering services to public
- Maintain access for disabled parking / deliveries
- Safety for all users is important

Negative / concerns

- Concern re proposed traffic layout – implications re congestion elsewhere
- Too much focus on pedestrian's vs cars, improve road links first then pedestrian routes

Summary of Q4 key themes and proposed action

Question	Main Themes	Summary	Proposed Masterplan Revision
<p>Q4. The Masterplan proposes changes to vehicular movement in the area to improve place quality.</p> <p><i>Do you support trying to make these changes?</i></p>	<ul style="list-style-type: none"> Over 53% support the idea of changes to vehicular movement and access to the area – this needs to be balanced with ensuring existing businesses, schools and colleges can operate effectively. Need to assess impact on road congestion elsewhere. 	<ul style="list-style-type: none"> The near 50/50 split in opinion is based on the recognition for change but that needs to be balanced against localised requirements. The vehicular movement plan, or concerns generated by what it is was thought to propose, was the single largest topic of concern in the consultation responses. 	<ul style="list-style-type: none"> The vehicle movement plan has been further tested to optimise a reduction in through routing, to make the George St area more of a destination, and to create space within the urban realm to be able to create more attractive streets. Traffic, that may have through routed, is better served by being on the priority routes surrounding the study area. Street sections have been developed to illustrate the possible changes to ‘place’ founded on improved accessibility and movement. The possibility of pedestrianising the central section of George Street between John Street and St Andrew Street, with time limited servicing in accordance with the wider city centre, is to be brought forward in the finalised draft masterplan. Proposals for Harriet Street, the direct link to Schoolhill and the city centre are to be illustrated.

Online Public Consultation & Analysis

Key Themes / comments

- Positive / supportive**
- *Creating a sense of identity is the most important if we provide a unique reason for people to want to come to the space they will come to.*
 - *The regeneration projects are admirable and aspirational - who it is that supports these things to happen?*
 - *Good to see lots of outside seating and more shops*
 - *Improving leisure facilities and crime rates may encourage more people there in the evening.*
 - *Colourful play areas for children, indoor paintball, indoor crazy golf like Golf Fang.*
 - *Younger generations need to be considered - actively want to support local and independent business. / require something for them*
 - *Make more of existing heritage e.g., University Student Union Building Murals*

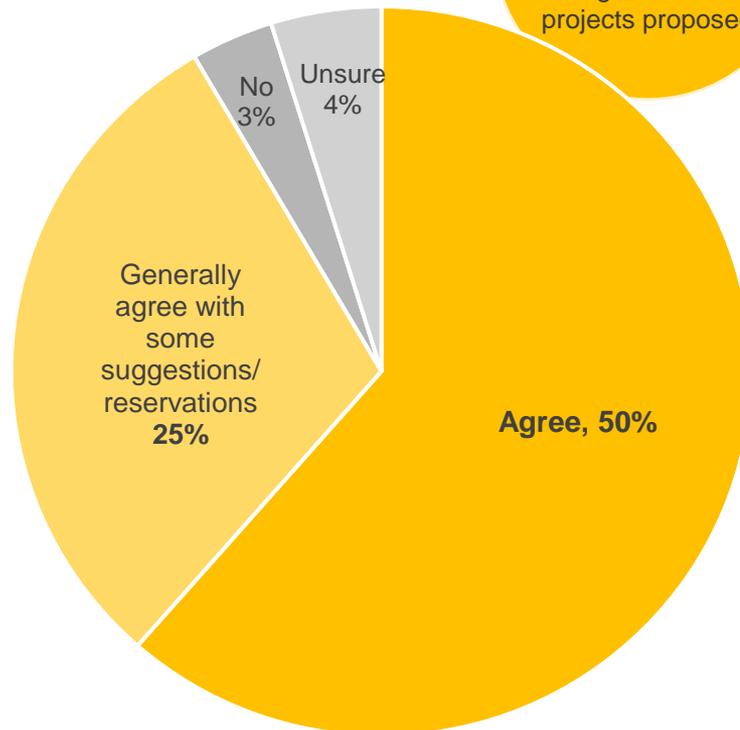
- Negative / concerns**
- *Lighting will not solve crime*
 - *Too much focus on pedestrians and cyclists, more focus is needed for car access and parking, or people will not visit businesses - Reducing vehicle dominance is a risk to the area's businesses*
 - *Budget for ongoing maintenance and upkeep of areas*
 - *Budgets – start with simple easy improvements / quick wins!*

Question 5

A list of regeneration projects is proposed.
Are there any that you do not agree with, or are there projects you would like to see added?

Please identify any projects you do not support or add those that you think are missing

75% agree or generally agree with the regeneration projects proposed



NB. Percentages are rounded to the nearest whole number

Summary of Q5 key themes and proposed action

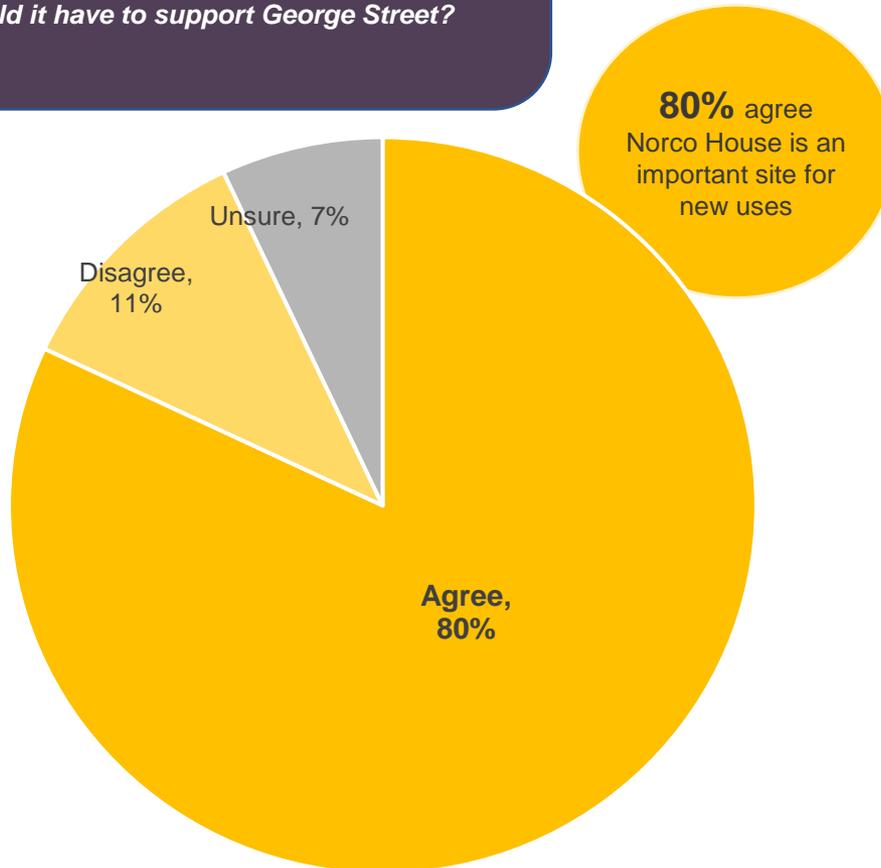
Question	Main Themes	Summary	Proposed Masterplan Revision
<p>Q5. A list of regeneration projects is proposed.</p> <p><i>Are there any that you do not agree with, or are there projects you would like to see added?</i></p> <p><i>Please identify any projects you do not support or add those that you think are missing</i></p>	<p>75% agreed / generally agreed outlines a real appetite for the regeneration project proposals; however, there are some reservations & suggestions for improving upon these such as:</p> <ul style="list-style-type: none"> • Ensuring a sense of identity is created – creating a destination • Improving leisure facilities • Working on reduction of crime to encourage more evening visitors • Regeneration of empty properties for new leisure / recreational purposes / green space etc. • Ensuring the younger generations are considered • Making more of existing heritage 	<p>The list of projects within the topic of ‘people’, ‘place’ and ‘economy’ is extensive and endorsed by the consultation.</p> <p>Projects that are place specific/unique, and many with an outside focus, in order to bring sense of greater identity and individualism, as well as safety, is important.</p> <p>Introducing more colour, greening, a focus on younger people, as well as concerns on delivery budget are points well made.</p>	<ul style="list-style-type: none"> • The project list has been revised to prioritise importance in delivery for short, medium and long-term projects to be supported by the Council and public and private delivery partners. • The addition of detail, including computer generated images for key location, should encourage greater confidence in place ‘vision’. • The Bon Accord Centre, which forms the southern boundary of the study area is to be referenced for ‘place’ opportunities and in relation to streetscape proposals for Loch Street.

Online Public Consultation & Analysis

Question 6

Norco House site, formerly John Lewis, is identified as an important site for new uses.

Do you agree that Norco House, formerly John Lewis, is an important site and if so, what uses should it have to support George Street?



NB. Percentages are rounded to the nearest whole number

Key Themes / comments

Supportive

- Preference for it being retained and re-purposed - Ideas include
 - Cultural, entrepreneurial, community and mixed-use hub
 - Big Arcade / Pop up events / exhibition space
 - Big food court area for street food and other cuisines
 - Community maker space / pop up studios
 - Multi-function Centre, cinema, museum, art galleries, indoor bars and food stalls, indoor golf like – creating an indoor Camden market'esque' vibe.
- Youth offering is important

Negative / concerns

- "Not residential"
- "City should be full of attractive destinations and be easily accessible. The lack of consistent planning strategy over the past 20 years has created a divided City Centre"
- "How will spaces to be filled when there are SO many vacant premises already in the City Centre"
- "Ongoing maintenance of whatever happens a concern"

Summary of Q6 key themes and proposed action

Question	Main Themes	Summary	Proposed Masterplan Revision
<p>Q6. Norco House site, formerly John Lewis, is identified as an important site for new uses. (Page 55-63)</p> <p><i>Do you agree that Norco House, formerly John Lewis, is an important site?</i></p> <p><i>and if so, what uses should it have to support George Street?</i></p>	<ul style="list-style-type: none"> 80% of responses supported the idea of Norco House being retained and re-purposed - Ideas include <ul style="list-style-type: none"> Cultural, entrepreneurial, community and mixed-use hub Big Arcade / Pop up events / exhibition space Big food court area for street food and other cuisines Community maker space / pop up studios Multi-function Centre, cinema, museum, art galleries, indoor bars and food stalls, indoor golf like – creating an indoor ‘Camden market’ vibe. Youth offering is important 	<ul style="list-style-type: none"> Norco House was presented as a series of scenarios based on retention or complete redevelopment and was one of the tangible projects within the draft masterplan. The agreement that the site is important was strong, and it is clear that the scenarios prompted the imagination as to what uses and forms could be there to support the wider study area. The pre-cast concrete elevations, like or loathe, are a strongly distinctive part of the identity of the southern section of George Street supporting an easily recognisable ‘sense of place’. The site offers scope to create meaningful greenspace which could be found nowhere else within the study area as a requirement for quality 21st Century living. 	<ul style="list-style-type: none"> The placement of the Norco House scenarios within the finalised draft is to be reconsidered given the identified importance of the site and its potential. The area of George St at Norco House, currently on the front cover of the draft Masterplan is to be presented as a key priority project for urban realm change embodying the key themes of the Masterplan. Further planning considerations for the site should follow as a result of the masterplan consultation.

Question 7 – Part 1

Please provide any further comments you wish to make on the draft mini-masterplan

The table below summarises the key themes that emerges from the further comments section.

Budget & Project Delivery

How will this be financed? / managing public expectations

Who will deliver on the 60 projects?

Potential to break down into smaller quick wins and longer-term projects which come together to deliver the broader vision.

Concern regarding money being spent when public facilities like libraries and swimming pools being closed?

Engaging with the younger, creative generations on what they would like to see in George Street / Aberdeen as a whole, it is them who will make or break the reputation of a city and Aberdeen is currently not well known for its reputation

Streetscape

More social attractive spaces - launch the 'aperitivo habit'

Nice fresh look with lots of cultures - street food / local food options and outdoor areas where you can sit outside in fresh air, socialise and see other people to dine, drink, etc. in the evenings / provide things to do.

Maintenance & Cleaning important

Management of anti-social behaviours (violence /crime)

New smaller / independent businesses (affordable rent)

Safety and community needs to be number one & area where adults, teens and kids can socialise together / family friendly

Pet Friendly

Other "anti-local-community" projects have ruined the city centre for generations to come. The business opportunities identified are potentially unsustainable when up against other business ventures.

Reflect heritage & history – creating character an aesthetic vibe

Greening important for biodiversity – potential to extend plans to derelict industrial areas – providing green space or hybrid residential / café spaces

Plans need to make it **clear whom it is looking to attract & where they will come from.**

Question 7 – Part 2

Please provide any further comments you wish to make on the draft mini-masterplan

The table below summarises the key themes that emerges from the further comments section.

Infrastructure

Much of the area currently is uninviting for pedestrians and cyclists

Improve Cycle infrastructure – segregated – review proposed route to avoid 'zig-zag' from Mounthooly/NESCOL

Improve access across Mounthooly roundabout

Improve road access & parking first

Impacts on wider traffic infrastructure (e.g., pushing all western traffic to Maberly Street/Spring Garden - This is a key route for getting to the Beach, Pittodrie, the College

Accessibility / inclusivity

Include for other smaller marginalised groups like disabled people, & charity organisations that support those marginalised groups

Incorporate community involvement e.g., smaller local community groups to look after green spaces plant life

Health and wellbeing to be given far more consideration and prominence in this assessment – how will benefits be delivered

Social environment may warrant more consideration in the plan - **ways to support & extend local relationships, social contact, supporting networks that exist** e.g., provision/improvement of informal spaces / supporting volunteering infrastructure

Children & Young People

Meaningful and inclusive engagement with Children and Young People (CYP) is central to masterplanning and a creative approach has been adopted to date to encourage broad participation and this approach has been continued with the Masterplan proposals.

The George Street area is home to the Aberdeen campus of North East of Scotland College (NESCol) (tertiary education) and the Robert Gordon College (nursery, primary and secondary education) as well as local primary schools, which means that a significant number of young people use the Masterplan area or transition through the area on a daily basis.

streets-UK have undertaken a series of activities with local primary school pupils, secondary school pupils, college students and a local outdoor sports hub to explore what place-making means to them, how they currently use the George Street area and how they feel about the proposals in the mini-Masterplan.

NESCol

As part of the NESCol Open Day for prospective students and their families to visit the campus on the 19th March 2023, NESCol agreed that a manned presentation display to illustrate the draft George Street Masterplan could be placed within the Campus building. The presentation displayed four pop-ups explaining the draft masterplan with QR coded postcards directed interested parties to the ACC Consultation Hub website to complete the Citizen Space questionnaire survey.

A workshop with 14 Level 5 Retail students was undertaken on 7th June with the discussion focusing on “George Street, a sense of place”, with students asked for a word or phrases that summed up the area. Responses included **‘kebabs’, ‘plenty of barbers’, ‘some cool shops’, ‘bit boring’, ‘needs more shops’, ‘old’, ‘dirty’, ‘cheap’, ‘busy’, and ‘smelly’**. The students said how little they currently use George St but unanimously agreed that the area is vibrant and inclusive and that the Vision from the draft Masterplan accurately captured that. An accompanied walk then took place establishing how the students felt about the existing streetscape and to consider this both in the context of place-making and retail. Back in class, the students used printed images of each of the locations to provide comments and suggestions on both the ‘Constraints’ and ‘Opportunities’ of each location as outlined on A1 boards as well as considering some precedent images of potential projects.



NESCol Student Workshop Material – highlighting constraints and opportunities of selected locations



NESCol Open Day March

Engagement with Children & Young People

NESCoI (Continued)

The students voted for their priority projects for each location, having 3 votes each per location. The range of options varied slightly for each location, but as can be seen from the boards, common themes emerges namely a desire for a deep clean, improved street lighting, improved CCTV and, for George Street itself, more colour in the streetscape and carriageways/pavements.

In considering their priorities, the students appeared to take into consideration what could make the biggest difference in a short timescale and what might be affordable. (These are shown in the table below and over the next page)

Spring Garden		Spring Garden	
Theme	Project	Place your vote!	
Appearance & character	Removal of street clutter		
	Deep clean of existing paving, street furniture and building façades		1 st
	Street & pedestrian crossing colouring		
	Refurbish and restore existing street bins, bollards, cycle stands		
Enhanced Pedestrian Experience	Front door lighting for residential tenements		
	Create active uses and frontage		
	Signage and wayfinding strategy		
	Retrofitted rain gardens, SuDS and planting which filters out pollutants.		
	Introduction of street tree planting		
	Carriageway redesign		2 nd =
	Improved provision of street furniture and bin storage		
George St as a destination	Visitor and residential information points		
	Improved CCTV coverage		2 nd =

Spring Garden Project Votes

Engagement with Children & Young People

NESCol (Continued)

Jopp's Lane			
Theme	Project	Place your vote!	
Appearance & character	Removal of street clutter		
	Deep clean of existing paving, street furniture and building façades		1 st
	Street & pedestrian crossing colouring		
Enhanced Pedestrian Experience	Improvement to quality and consistency of shop front signage		
	Festoon lighting / lighting net		3 rd
	Create active uses and frontage		
	Signage and wayfinding strategy		
	Carriageway redesign		
George St as a destination	Visitor and residential information points - these could be pop up kiosks / interactive stands / live cycle counters / air quality readings etc.		
	Improved CCTV coverage		2 nd

Jopps Lane Project Votes

Engagement with Children & Young People

NESCol (Continued)

George Street			
Theme	Project	Place your vote!	
Appearance & character	Removal of street clutter / Bin storage		
	Street & pedestrian crossing colouring		2 nd =
	Refurbish and restore existing street bins, bollards, cycle stands		
Enhanced Pedestrian Experience	Overhead and uplighting		
	Active uses and pop-ups		
	Signage and wayfinding		
	Street tree planting		
	Rain gardens		
	Grow spaces and play features		
	Street furniture and bin storage		
George St as a destination	Information points		
	CCTV		2 nd =
	Street lighting		1 st
	Pop-up markets, events		
Reduced vehicle dominance	PARKlets – temp or permanent use of spaces for social, play, hanging		
	Better cycle parking & infrastructure		

George Street Project Votes

Engagement with Children & Young People

Robert Gordon College

A workshop with Advanced Higher Geography students took place on 6th June 2023. Having agreed a programme in advance with the school, the activities were designed in the context of ‘a sense of place’. College course themes such as ‘human environment’ and ‘urban change’ were included. The pupils’ perceptions of the George Street area came from a position of very limited interaction when at school or in their own time. They described the existing ‘sense of place’ as ‘dull’, ‘nothing of interest’, ‘run down’ and ‘dirty’ but they did recognise potential for the kind of place it could be and what they could do there, and all agreed with the Masterplan ‘Vision’.

An accompanied walk took place to St Andrew Street, Craigie Street and George Street and the pupils were encouraged to consider what they felt was good and bad about each street. The pupils were left with posters of the Constraint and Opportunities, precedent images and project voting sheets to review as part of their class work. At the end of June, having reviewed the Constraints and Opportunities in class, the students provided their votes on 3 priority projects per location (as at NESCol)

Due to the success of the session with the S6 class, an additional workshop was arranged for S3s on 22nd June. This followed a similar format; discussing what everybody’s favourite place is and why, walking the locations and identifying shortcomings and then workshopping best solutions back in class with a vote.

As with NESCol, a deep clean featured highly across the projects along with tree planting. Parklets featured highly at George Street and a lighting net and information points/wayfinding at Jopps Lane.

Craigie St (26 votes)	St Andrew St (30 votes)	George St (30 votes)	Jopps Lane (30 votes)
1 st Deep clean (8) 2 nd Street planting (5) 3 rd Rain gardens (4)	1 st Tree planting (9) 2 nd Deep clean (6) 3 rd Carriageway design (4) Uplighting (4)	1 st Parklets (8) 2 nd Tree planting (6) 3 rd Street furniture (4)	1 st Deep clean (11) 2 nd Lighting net (6) Information points (6)

“We have enjoyed 2 consultation workshops with Dave from streets-UK about the George Street Masterplan - one with older pupils who have just sat their Higher Geography and are continuing on with Geography, the other with younger S3 pupils as part of our Communities Project Week.

Dave was great with the pupils clearly explaining what the aims were and leading the pupils to 4 locations to gather viewpoints. We would love to continue to be involved in future consultations and workshops so thanks for helping set this up.

The pupils were really pleased to be included as they said “our voices actually count” and it is “real life Geography just like we learn about in class”.

Dr Jenny Gray, Head of Geography, Robert Gordon College



School Site Visit to Craigie Street

Robert Gordon College (continued)

CRAIGIE STREET		
Theme	Craigie Street Project	Place your vote!
Appearance & character	Removal of street clutter / Bin storage	● ●
	Residential front door enhancements	😊
	Deep clean of existing paving, street furniture and building façades	😊😊😊 ⬅️ ☆ ● ● ●
Enhanced Pedestrian Experience	Front door lighting for residential tenements	
	Signage and wayfinding strategy	😊
	Retrofitted rain gardens, SuDS and planting which filters out pollutants	😊 ☆ ● ●
	Introduction of street tree planting	● ● ● ●
George St as a destination	Provision of public spaces / residential grow spaces / play streets	😊 ☆
	Carriageway redesign	
	Improved CCTV coverage	😊
Reduced vehicle dominance	More flexible use of on-street parking spaces - creating PARKlets which reclaim parking bays for socialising, play and dwell time.	😊 ●

Craigie Street Project Votes

Robert Gordon College (continued)

JOPPS LANE		
Theme	Project	Place your vote!
Appearance & character	Removal of street clutter	●
	Deep clean of existing paving, street furniture and building façades	😊😊😊😊★●●●●
	Street & pedestrian crossing colouring	●
Enhanced Pedestrian Experience	Improvement to quality and consistency of shop front signage	
	Festoon lighting / lighting net	😊😊😊★★●
	Create active uses and frontage	😊★★●●
George St as a destination	Signage and wayfinding strategy	
	Carriageway redesign	●
	Visitor and residential information points - these could be pop up kiosks / interactive stands / live cycle counters / air quality readings etc.	😊●😊😊😊●
	Improved CCTV coverage	

Jopps Lane Project Votes

Robert Gordon College (continued)

GEORGE STREET		
Theme	Project	Place your vote!
Appearance & character	Removal of street clutter / Bin storage	
	Street & pedestrian crossing colouring	● ●
Enhanced Pedestrian Experience	Refurbish and restore existing street bins, bollards, cycle stands	★ 🌈
	Overhead and uplighting	
	Active uses and pop-ups	😊
	Signage and wayfinding	
George St as a destination	Street tree planting	😊 😊 ★ ★ ● ●
	Rain gardens	★
	Grow spaces and play features	😊 😊
	Street furniture and bin storage	😊 😊 ● ●
	Information points	😊
	CCTV	★ 🌈
Reduced vehicle dominance	Street lighting	★ 🌈
	Pop-up markets, events	●
	PARKlets – temp or permanent use of spaces for social, play, hanging	😊 😊 😊 😊 ★ ● ● 🌈
	Better cycle parking & infrastructure	

George Street Project Votes

Robert Gordon College (continued)

ST. ANDREW STREET		
Theme	Project	Place your vote!
Appearance & character	Removal of street clutter / Bin Storage	👎 🗑️ 😊 🔴
	Residential front door enhancements	
	Deep clean of existing paving, street furniture and building façades	👎 😊 🗑️ 🌟 🔴 🔴
	Street & pedestrian crossing colouring	👎
	Improvement to quality and consistency of shop front signage	
Enhanced Pedestrian Experience	Refurbish and restore existing street bins, bollards, cycle stands	
	Uplighting and feature lighting to illuminate our special buildings	😊 🌟 🔴 🌍
	Create active uses and frontage	
	Signage and wayfinding strategy	
	Retrofitted rain gardens, SuDS and planting which filters out pollutants.	👎 🌍
Improved provision of street furniture and bin storage	Introduction of street tree planting	😊 🌟 🌟 🌟 🔴 🔴 🔴 🔴 🌍
	Carriageway redesign	😊 🗑️ 🌟 🔴
	Improved provision of street furniture and bin storage	

GEORGE STREET MASTERPLAN
MASTERPLAN AREA

St Andrew Street Project Votes

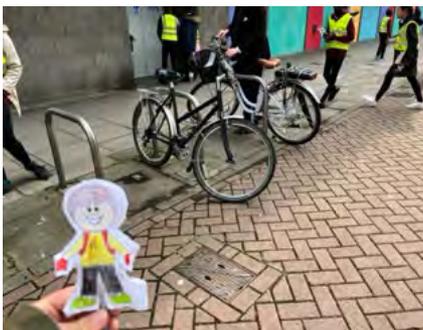


Primary Schools

Invitations were issued to Skene Square, Gilcomstoun, Sunnybank and Kittybrewster. Gilcomstoun and Kittybrewster were unable to participate, however sessions were completed for 4 P6 and P7 classes at Skene Square on 27th and 28th June and 3 P6/P7 classes at Sunnybank on 29th June. 200 pupils took part, many of whom live in or near the George Street Masterplan area.

These sessions explored what/where the pupils' favourite places are and why. This was sometimes places of excitement and fun such as holiday destinations or football stadiums but was more often places of safety, privacy and comfort such as their own bedrooms or their granny's house.

For those classes that were able to do a walkabout, the pupils made and coloured in a persona cut-out, 'Georgie', who was then able to be photographed in front of what they liked and didn't like about the locations. Georgie didn't like endless grey walls, weeds, litter, broken tiles and rainwater goods, parked cars, and uncomfy seating. Georgie did like fun shops, murals, trees, bike stands and hanging baskets.



Skene Square Primary walking tour with Georgie



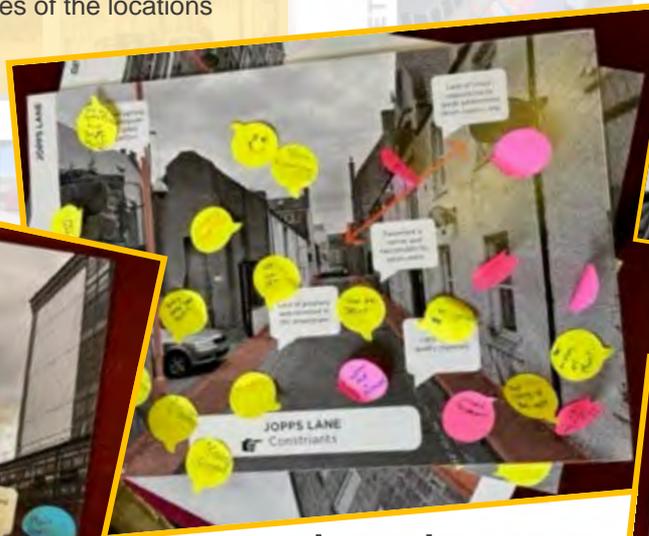
Engagement with Children & Young People

Primary Schools (continued)

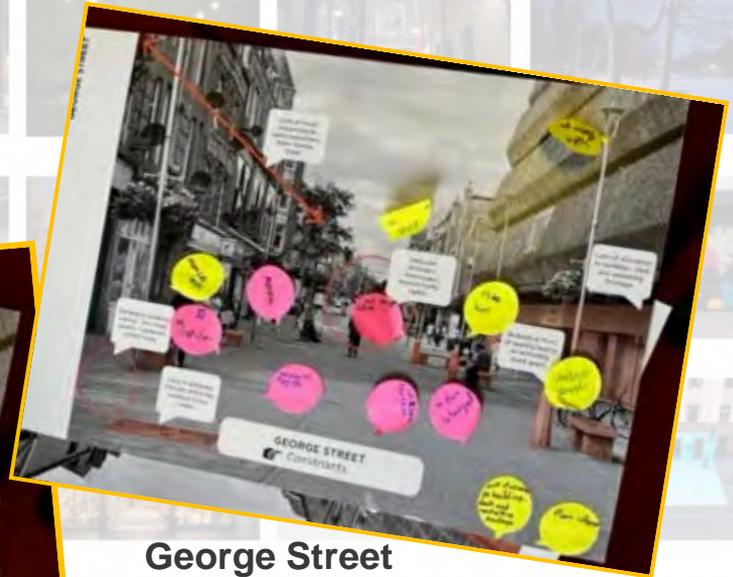
Back in class, the children took inspiration from sets of precedent images, as well as their own experiences and imaginations, to make suggestions as to what projects would make the George Street area better for them. They provided ideas on stickies and some also completed colouring in of black and white images of the locations visited..



St Andrew Street



Jopps Lane



George Street



Craige Street

Engagement with Children & Young People

Primary Schools (continued)

A walkabout wasn't possible for two of the classes at Skene Square due to numbers, or any of the classes at Sunnybank Primary due to the distances involved. For these classes, Georgie had a back story of all the places he likes in the George Street area and where he visited on his walk. This was accompanied with a short video of a tour which identified some of the shops and favourite places as well as highlighting the constraints of the case study locations

You can watch the video tour by clicking here

The classes analysed the constraints and opportunities and then used their happy Georgie personas to chose the precedent



Class-based workshops use of Georgie persona to vote for projects

Engagement with Children & Young People

Primary Schools (continued)

The preferred projects were broadly similar for Craigie Street, Jopps Lane, St Andrew Street and George Street with only minor variations due to different existing uses.

The broad feeling around **constraints** focused on locations being grey and boring, not enough greenery, dark and unsafe and nowhere to sit or play.

Not surprisingly, the main focus on **opportunities** to make these **better places** was around projects that would provide colour and art, attractive lighting and up-lighting and all forms of planters, trees and SUDS.

The next level of preferred projects included upkeep of carriageways and improved/wider pavements, new or improved street furniture, parklets to sit and play on and improved cycle provision.

It is interesting to note that a deep clean did not feature as highly with the primary school pupils. This may be due to age, their greater familiarity with, and affection for, the area, not going on walkabout or a combination of all of the above.



'more colour, more nature, more space'

'I want more street art and more colour to make it less depressing'



Primary Schools (continued)

All the pupils were left with a black and white image of the location they had focused on and here are some of their ideas for place improvement.



Aberdeen Grammar

An invitation for S1/S2 pupils, some of whom will have participated in the wider City Centre and Beach engagement activities in P7, was issued to the Grammar but a date could not be agreed before the end of the summer term.

Engagement with Children & Young People

Wider Outcomes

Engagement with the children and young people in relation to the George Street draft mini-Masterplan has delivered various positive outcomes:

Inclusive engagement - Valuable reflections from a very wide cohort on “place” and the draft Masterplan and what the priority projects should be to move towards the vision, This will all feed into the evolution of the Masterplan.

Bringing curriculum to life – enabling pupils and students to benefit from project-based learning using places and themes that are familiar to them

Rights of the Child – supporting the rights of the child, particularly the rights to an opinion and to be heard.

Ongoing participation – participants suggested that their understanding of ‘place-making’, the planning process and of the benefits of taking part has increased. Several said that they would be interested in engaging more widely on the City Centre and Beach Masterplan.

Thank you! All of the team involved in engagement with the children and young people would like to thank them for their openness, enthusiasm, honesty and sense of fun. A huge thank you to all the staff and teachers who made the workshops possible.



Engagement with Children & Young People

Streetsport

Streetsport is the Denis Law Legacy Trust's flagship programme run in partnership with Robert Gordon University delivering free weekly sports and creative activity sessions for young people 5-nights a week, 50-weeks a year. The group at Cruyff Court is made up of typically hard to reach teenage boys from diverse backgrounds.

Following planning sessions in late June with staff and volunteers a consultation event took place on 19th September during a Tuesday night session. Most of the attendees come to play football and the session was therefore geared around this with a footie skills game, a quick survey and an energy drink to finish off! The young people could also do the survey on their own phone if they preferred.

14 boys completed the survey. The first question was answered with the feet – by dribbling the ball and passing it into the emoji bucket that best represents how they feel about George St.



1

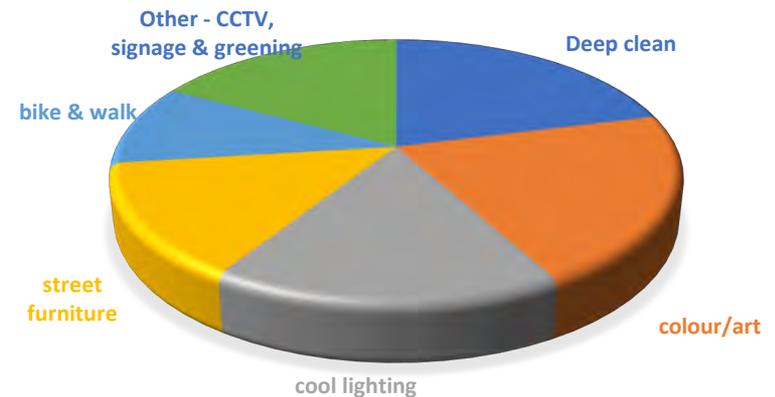


11



2

The Cruyff Court consultees were asked which 3 opportunities (out of 8) they would choose to improve the area. More **colour** and **art** and **deep clean** were most mentioned. **Colour** and **art** was also 1st in terms of prioritisation, 2nd was **more street furniture**, and 3rd **more active travel** in the area.



Stakeholder Engagement

On 17th March 2023 an email was forward to 21 key stakeholders stating that the Citizen Space questionnaire on the content of the draft masterplan was live for 6-weeks. The email also invited anyone who wished an in-person meeting to be taken through the draft masterplan and to discuss the contents or their perspectives with the lead ACC Officer. Uptake on the offer to meet in person was limited with 8 in-person meetings taken place though others used the Citizen Space survey questionnaire. 8 key stakeholders did not respond, and it is assumed that they are content with the draft masterplan.

Unanimously the stakeholder responses welcome the draft masterplan and endorse the 'vision' and high-level project direction and would be interested in being involved as specific projects are taken forward in delivery.

Some of the responses indicate that there is scope to improve capacity building within key stakeholders to enable them to be fully engaged in the delivery of the Masterplan 'vision' and its projects in order to create a 'better connected George Street'. Nonetheless, it is a significant ask of anyone to take the time to be involved in reading through and articulating responses to the draft Masterplan and all consultation and engagement feedback was welcomed to shape the Masterplan going forward.

Complete stakeholder response and ACC replies are in the Appendix.

A stakeholder meeting was held on 21st September to present and discuss the final draft masterplan with stakeholders.

Summary of written responses received

Respondent 1 - Disability Equity Partnership were guided through the draft Masterplan in January and February 2023 as a result of Council approval to consult on the draft.

DEP's response welcomes the draft as a formative response to area need, recognising that investment is needed for appropriate projects, is concerned that access to the area is not further reduced but improved and that good vehicular access is crucial. DEP note that the area feels dark and unsafe and as such welcomes proposals for a lighting scheme, considers that the urban realm of George Street is reasonable but that opportunities for improvement exist whilst the side streets are in poorer condition altogether. The opportunity to reduce street-clutter and improve way-findings is welcomed and that appropriate seating for rest-stops should be provided, and whilst welcoming street greening raise caution on placement and specifications. DEP considers that pedestrianization is being considered as a priority but should be balanced with necessary vehicular provision. DEP also consider that the masterplan as a document would benefit from the removal of clutter.

Respondent 2 – Robert Gordons College RGC have welcomed the draft Masterplan and state that its aims are vital to adding value to the heart of the city centre as a destination and not a through-route, as well as welcoming RGC's inclusion as a significant place influence and looks forward to knowing how the 'vision' extends into practical delivery. RGC welcomes the focus on improving the pedestrian experience and notes that the College continues to require vehicular access and servicing, wishes to promote 'park and stride' as well as seeking clarification and revision to an environmental improvement proposal that was set within the private grounds of the College campus.

Summary of written responses received – cont.

Respondent 4 – Aberdeen Cycle Forum

In response to the cycle route in the draft Masterplan ACF seek clarity on cycleway segregation being proposed or not, referencing future proposals be in accordance with Cycle By Design requirements with more direct routes, seeking greater local area permeability, requesting exploration of Harriet Street as a cycle contra-flow into the city centre, raising concern on the usage of Loch St by vehicles, requesting cycle infrastructure on NCR1 as well as better cycle parking provision. ACF look forward to knowing more about proposals as the Masterplan develops.

Respondent 5 – Aberdeen Inspired

Aberdeen Inspired stated that are 'content with the general thrust and look forward to engaging as things develop throughout the year.'

Respondent 7 – George Street Community Council

The Community Council is supportive of the draft masterplan, especially the measures to boost trade and encourage footfall on George Street. The training and well-being aspects are also considered to be encouraging. (With respect to the footfall there has been a local initiative to have a food related street market on the last Saturday of each month at the pedestrian end of George Street, which has arisen partially from interest in the Masterplan).

Respondent 8 – Greater George Street Traders Association

The GGSTA welcomed that they 'appear to be getting real interest' from Council in their attempts to revitalised and important part of the city centre which has decline to being 'something of a backwater'. The primary projects that GGSTA wish to see are better street lighting and extended CCTV coverage, to address general cleanliness concerns and consider that Broadford Works should have been taken into the study area and note that the vacant Norco House and the Bon Accord centre have a significant impact on the commercial success of the area. GGSTA call for early action to support the area in order for its business to continue successfully.

Respondent 13 – Bon Accord Centre Managers

Bon Accord Centre managers welcomed the creation of the draft Masterplan for the George Street area and the opportunity to discuss its contents prior to considering to complete the Citizen Space survey questionnaire. The managers explained that the Centre was recently under new ownership.

Respondent 20 – Aberdeen Academy of Performing Arts

AAPA responded with a detailed consideration of vehicular accessibility to the study area based upon the proposed vehicular movement plan. The plan has been subject to further testing to be able to reduce 'through-routing' within the area and improve the prospect of creating space for greening and improving the 'sense of place' of the area whilst balancing travel needs. The dialogue on the revisions to the draft masterplan should continue to achieve proposals that are endorsed by all.

Respondent 17 – Aberdeen Civic Society

Aberdeen Civic Society responded by requesting that consideration be given to the demolition of Norco House and its replacement with housing to a similar scale and detail of the nearby tenement buildings because commercial reuse was likely to be unsuccessful in proximity to the Bon Accord Centre, and that St Andrew St be redeveloped as a commercial high street. However, that arguments in favour of retaining the Norco House building are increasingly urgent. The Society also considered that the Masterplan area should have encompassed the entirety of the George Street area and with particular attention to the Denburn Road and the area around Loch Street adjacent to the multi-storey car park. In addition, encouragement was given to create a 'small urban park' as a 'green terminus' on George Street outside Norco House.

Respondent 22 – Residents of Loch Court Sheltered Housing

By invitation of the residents the ACC lead officer, on the 18th April 2023, gave a presentation discussion on the content of the draft Masterplan. The residents were fully engaged, had read and understood the draft and were eager to discuss the projects. In particular they expressed a strong desire to see action on project delivery and to feel more supported in their area needs and welcomed continual involvement in the process of working toward a finalised masterplan.

Stakeholder Forum Meeting 21st September 2023

All Stakeholders who had received an initial invitation to participate were invited to an early evening event held in the offices of North-East Sensory Services in John Street. An option to join by Teams was also available, and attendees are listed in the table opposite.

The meeting was facilitated by Fiona Robertson of streets-UK who summarised the consultation programme and feedback received, and the Finalised Draft Masterplan, taking into consideration the consultation responses, was presented by Nigel McDowell of Aberdeen City Council.

Following the presentations discussion took place on the following points:

Topic	Discussion
Ensuring the voice of older residents is heard.	Consultation was open to all as focussed meetings took place with Community Council and Loch St Residents Assoc which represents an older demographic.
Conflict between pedestrians and cyclists	Masterplan in delivery will balance 'place' and 'movement' needs to create an active travel friendly place.
Norco House – how will the new owners respond to the Masterplan?	The masterplan shows options for Norco House and its hoped will help assist dialogue about future uses.
Delivery – when does this begin?	The Finalised Draft Masterplan is to be presented to Council in October for approval and referred to the March 2024 budget process.

Name	Organisation
Rachel Mearns Jennifer Magee	Aberdeen Academy of Performing Arts
Graham Donald	Aberdeen City Council
Matthew Williams	Aberdeen City Council (Art Gallery)
Julia Strickland	Aberdeen Civic Society
Gavin Clark	Aberdeen Cycle Forum
Roule Wood	Aberdeen Inspired
Dave McGrath	Aberdeen Multicultural Centre
Richard Slater	Aberdeen Society of Architects
Katrina Michie	DEP
Andy MacLeod Betty Simpson	George St Community Council
Alan McConnachie Kim McConnachie	Greater George St Traders Assoc
Robert Laird	NESCOL
Libby Hillhouse Frank Cross	North East Sensory Services
Lynne Kortland	Police Scotland
Jenny Gray	Robert Gordon's College
Andrew Lowden	Robert Gordons College

Stakeholder Engagement Diary

Feb 2023	Stakeholder	Details	Representing
14th	George Street Community Council	CCMP & George St update, and introduction	ACC – Nigel McDowell & Streets UK - Fiona Robertson
15th	ACC Masterplan Webinar	George St draft masterplan introduction	ACC – Nigel McDowell
13th - 20th	Disability Equity Partnership	Page by page review of content on draft MP	ACC- Nigel McDowell
March			
3rd	Aberdeen Inspired	Email re consultation & engagement	ACC – Nigel McDowell
3rd	ACC C/O Environmental & Protective Services	Email re consultation & engagement	ACC- Nigel McDowell
3rd	Robert Gordon's College	Email re consultation & engagement	ACC – Nigel McDowell
7th	NESCol -	Overview presentation & Streets UK engagement	ACC – Nigel McDowell & Streets UK – Dave Brown
9th	Accessible City Transportation Users Partnership (ACTUP)	Presentation on the draft masterplan and introducing consultation programme.	ACC – Nigel McDowell
19th	NESCol	Draft masterplan pop-ups and flyers at Open Day	Streets-Uk – Dave Brown
April			
	Stakeholder	Details	Representing
4th	Bon Accord Centre Managers	Presentation on the draft masterplan and discussion on steps to prepare finalised draft masterplan	ACC – Nigel McDowell
19th	Residents of Loch Court Sheltered Housing	Presentation of draft masterplan and discussion on all parts	ACC – Nigel McDowell
20th	Aberdeen Cycle Forum	Overview of draft masterplan and discussion on expectations	ACC – Nigel McDowell

George Street Community Council supportive of Masterplan

Greater George Street Traders Association supportive and would like to see early implementation of animation

College students – current interaction with George St is limited. Supportive of the Vision and if some priority projects implemented could see themselves using George St more

Stakeholder Engagement Diary – cont.

June	Stakeholder	Details	Representing
6th	Robert Gordon College	'Sense of Place' and Masterplan walk and workshop for advanced Geography higher students	streets-UK – Dave Brown
7th	NESCol	'Sense of Place' and Masterplan walk and workshop for Level 5 retail students	streets-UK – Dave Brown & ACC – Alison Arrowsmith (Creative Learning)
22nd	Robert Gordon College	'Sense of Place' and Masterplan walk and workshop for S3 Geography students	streets-UK– Dave Brown
27 th & 28 th	Skene Square Primary School	'Sense of Place' and Masterplan walk and workshop for 2 x P6 classes and 2 x P7 classes	streets-UK – Dave Brown & Eve Martin
29th	Sunnybank Primary School	'Sense of Place' and Masterplan workshop with 'virtual tour' for 1 x P6 and 2 x P7 classes	streets-UK – Dave Brown & Eve Martin
July			
3rd	Aberdeen Multicultural Centre	Discussion of draft masterplan and discussion on areas of specific interest to AMCC	ACC Nigel McDowell & Streets UK - Fiona Robertson
3rd	New Owners for Bon Accord and Norco House	Further follow up email requesting meeting to discuss future plans	
Sept			
19th	Streetsport	Attended the weekly Streetsport session which attracts 12-19yo boys who wouldn't traditionally engage with a consultation	streets-UK Dave Brown and Flora Brown
21st	Stakeholder Forum	Invited all stakeholders who had received initial invite to engage to come together to discuss final draft masterplan.	ACC Nigel McDowell & Streets UK - Fiona Robertson

"Robert Gordon College pupils were really pleased to be included as "our voices actually count" and it is "real life Geography just like we learn about in class".

"The primary school pupils, many of whom live in or near the masterplan area, felt strongly about it becoming cleaner, greener, more colourful and more fun"

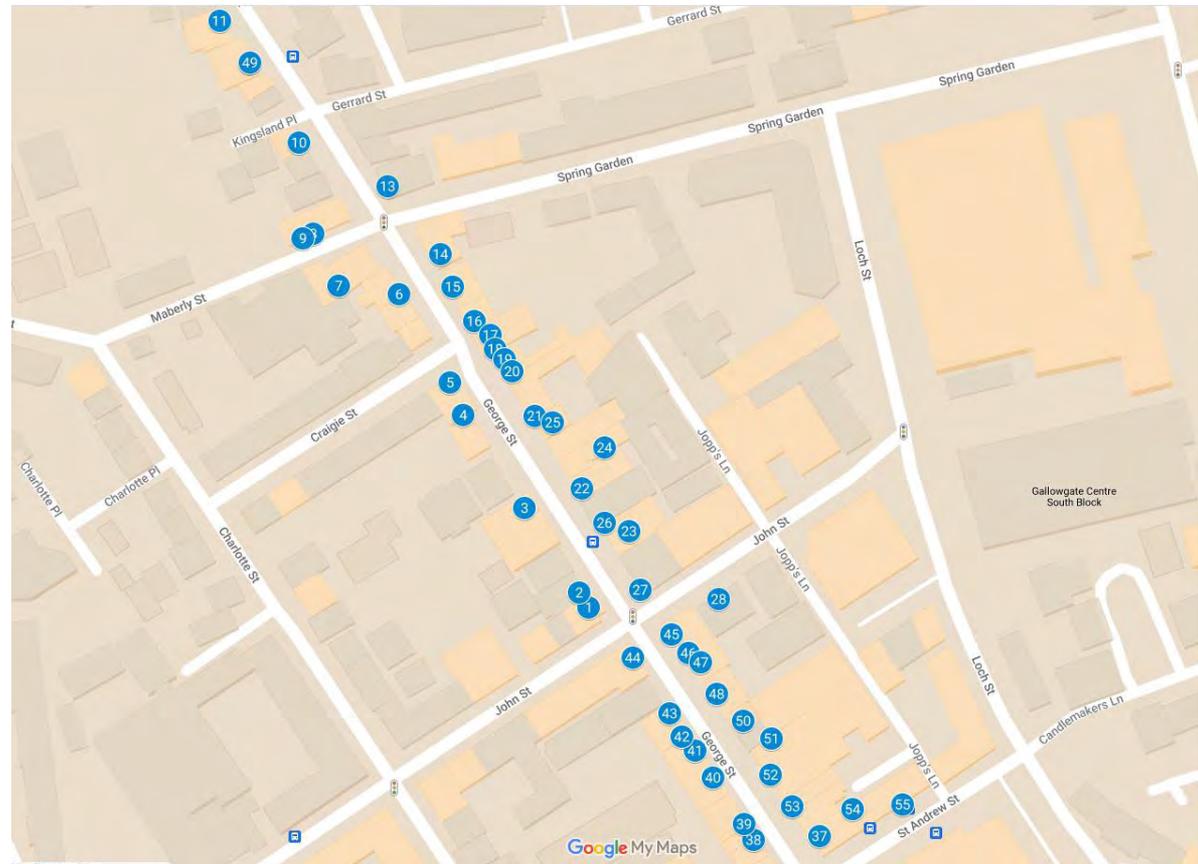


Appendices

City Centre Masterplan & Beach Approved Approach to Engagement

City Centre Masterplan Board approved the overarching City Centre and Beach Masterplan engagement strategy on 6th April 2022 which requires the undernoted steps when preparing engagement plans for individual projects.

1. Programme confirmed.
2. Engagement Objectives/Scope& Scale/Stakeholders/Messaging/Q&A agreed.
3. Transportation input re any transportation issues.
4. Ensure Equalities input to enable Integrated Impact Assessment (IIA) and ensure any equalities recommendations are incorporated in engagement plan.
5. Ensure design team has planned/undertaken any technical engagement timeously.
6. Prepare engagement materials /agree wider PR with ACC comms.
7. Briefing to City Centre & Beach Masterplan Stakeholder Forum/onboarding key stakeholders as required (“pre-engagement” phase).
8. Deliver engagement (methodology will vary depending on the project and stage of approval/design it is at).
9. Update Stakeholder Forum/Stakeholders.
10. Wider Feedback.
11. Engagement Report & Summary.



Poster distribution map

Appendix 2 - Stakeholder Contact

	Stakeholder	Response
1	Disability Equity Partnership	Letter response received
2	Robert Gordons College	Email response, letter and survey completed In person engagement undertaken with pupils
3	ACC Communities Officer	Survey questionnaire completed
4	Aberdeen Cycle Forum	Letter response received
5	Aberdeen Inspired	Email response received
6	Grampian Cycle Partnership	No response
7	George Street Community Council	Email response received
8	Greater George Street Traders Association	Meeting to discuss draft masterplan arranged for 6/6/23. Email response received.
9	North East Sensory Services	Survey questionnaire completed
10	NHS Grampian Property	No response
11	ACC Locality Manager	No response
12	ACC Housing Officer	Forwarded to tenants
13	Bon Accord Centre Manager	Discussion on 7/4/23
14	North East of Scotland College	No response, though NESCol indicated their interest in being involved as the draft masterplan evolves into a finalised draft. Presence at open day and direct Direct 121 engagement workshops with students
15	ACC Aberdeen Art Gallery Management Team	No response, however one member did complete the online survey
16	ACC City Growth	No response
17	Aberdeen Civic Society	email of 16/8/23 received
18	Aberdeen Society of Architects	No response
19	NHS Grampian Public Health Practitioner	Survey questionnaire completed
20	Aberdeen Academy of Performing Arts	Letter response received
21	Police Scotland	No response
22	Loch Court Sheltered Housing	Presentation and discussion
23	Council Schools	In person sessions with Skene Square Primary 27 th & 28 th June Sunnybank Primary 29 th June Kittybrewster - email from ACC Creative Learning and Streets-UK follow up. Unable to participate. Gilcomstoun – email from ACC Creative Learning and Streets-UK follow up. No response Aberdeen Grammar (Secondary) Unable to participate.
24	Streetsport	Email from ACC Creative Learning and Streets-UK follow up. Engagement session planned September
25	Aberdeen Multicultural Centre	Meeting and discussion 3 July

	Stakeholder Response and ACC Acknowledgement
1	Disability Equity Partnership
	<p><i>Having looked at the document in some detail, the Disability Equity Partnership's observations are as follows:</i></p> <ul style="list-style-type: none"> ❖ <i>DEP notes that this Mini Masterplan is in its infancy, and that there will be many changes as work on it progresses.</i> <p>ACC response –</p> <ul style="list-style-type: none"> - The masterplan is a working draft to enable engagement on key 'place-based' themes for consultees to engage with and enable ACC to gauge appropriateness from consultee responses. There is work to be done and the consultation returns will shape and refine the content of the finalised draft masterplan, which will be shared with stakeholders as a finalising draft in the weeks ahead. It is important that the masterplan illustrates firm proposals and priorities that need little further testing but would be subject to detailed design for implementation. ❖ DEP agrees that investment in the study area is needed and wanted and will welcome any and all appropriate interventions. <p>ACC response –</p> <ul style="list-style-type: none"> - DEP's support for the preparation of the draft Masterplan is welcomed, and ACC appreciate the time taken to review and provide feedback. DEP's involvement in seeing a finalised draft masterplan prepared, and priority projects identified, is important for the George St area. ❖ Private investment in the area is also welcome but brings challenges and uncertainty. Bon Accord centre is currently the focal point of the study area and as such can make or break any plans to reinvigorate and improve the area. From previous experience, we know that agreements with private investors are not always as they first appear (Bon Accord Centre was supposed to be open 24 hours to ensure ease of access to George Street from the City Centre, Breeder reneged on this agreement almost as soon as the doors opened) DEP are keen to make sure that access to the George Street study area is not further reduced.

ACC response –

- The finalised masterplan will present tangible projects, mostly on a place-based need, and organised in a recommended priority. Further endorsement will require partnership support from all with an interest in the area. However, from the current positioning of the draft masterplan I would envisage 'place' taking the lead in terms of a built environment focus and with the themes of 'economy' and 'people' central to the 'place' investment.

The Bon Accord Centre is too a stakeholder in the George Street, and it is important that the finalising draft masterplan references Bon Accord Centre. The building itself is partially within the masterplan study area.

- ❖ Good vehicular access (cars, taxis, and buses) will be vital if disabled people are going to be able to fully access, reside in, and enjoy the area. Parking for Blue Badge holders must be protected at all points along the space, ensuring that the 50m restriction is observed.

ACC response –

- Accessibility for all was one of the principles in bring forward the City Centre MP refresh, as well as the Beach DF and the creation of a masterplan for the area of George Street within the city centre boundary. Making a difference to the area requires understanding of how the area functions and can function and this has been presented in the draft masterplan, and subject to further revision and testing as we work toward a finalised draft masterplan.
- Balancing place and movement needs is crucial for the success of George St as a destination, a local neighbourhood and a place to call home. We are ensuring that the finalised draft masterplan has more brevity to explain and illustrate what is meant by 'accessible streets' so that the place potential and impacts proposed are balanced, in advance of 'place' projects being recommended and prioritised.
- Depending on specific projects detail, the finalised draft masterplan will be grounded in accessibility for all but with the observation we are working within an historic built environment and challenges will be fully explained/discussed.

- ❖ Currently, the area is quite dark. A combination of tall buildings, relatively narrow streets and poor street lighting makes the area feel unsafe, this is especially true for elderly and disabled people. The Mini Masterplan makes note of this and a good lighting scheme will make an immediate and useful improvement to the area as a whole.

ACC response –

- A lighting plan is likely to be recommended as the first priority project which is indeed crucial for place use and safety, 'sense of place' and simply a look-again 'wow' factor where appropriate.
- ❖ The paved areas on George Street proper are in reasonable condition, but their colour contrast is poor making the kerb line difficult to see. The surrounding streets in the study area however are in a state of considerable disrepair and there are still road surfaces with cobbles which makes crossing challenging for some disabled people. To ensure that these areas remain in good condition in the future. The Mini Masterplan document notes this and DEP will be interested to learn how this is going to be addressed and the plan for future maintenance.

ACC response –

- I have forwarded DEP's observations to the ACC Roads Maintenance Manager
- For the street detail design project delivery is to follow the Urban Realm Manual, as agreed. DEP are a key stakeholder in all [streetscape](#) works within the area and consensus in detail is important to successful projects, which will include a strategy for the historic urban realm.
- ❖ Street clutter is a major issue in the Study area. The majority of respondents to the consultation wanted the removal of clutter, and DEP wholeheartedly agrees. On George Street itself, this is mainly due to the footways being narrow and the volume of people using them. There are a significant number of food outlets in the study area, many of which use dispatch services to deliver to their customers. This adds to the congestion of the footways with bicycles and their riders often having to queue outside the restaurant/ takeaway whilst waiting for their order. DEP welcomes the desire to widen the footways to allow easier movement, however this must not come at the cost of other travel modes e.g., Bus, car, Taxi drop off etc.

ACC response -

- Decluttering streets is likely to be recommended as a priority project.
 - Any proposed street redesign must recognise the demands placed on the street use and how we plan for place/movement improvement reflected in dimensions, materials and detailing.
 - It is recognised that the footway width in certain parts of George St feels narrow by comparison to the demand placed upon it and footway width revision forms a significant part of individual analysis to be presented in the finalised draft masterplan.
 - As part of the place/movement considerations, and in accordance with city centre masterplan projects delivery, bus routes are to be shared with taxi and private hire use.

- ❖ The intention to improve signage and wayfinding is very much supported by DEP. The traditional tile street name signs are part of our heritage and should be preserved so as not to strip the area of character, but additional larger, clearer signage will be welcome. Colour contrast and font should be a major consideration when designing the new signage. Consistency is important so that people know where to look and what to look for across the city.

ACC response -

- DEP's request to improve street signage design and wayfinding, respecting the preservation of the historic street name tiles, is noted and this should be put forward as a priority project as a strategy, with implementation where we can to existing locations and as 'place' projects arise.

- ❖ The addition of seating to create rest stops is encouraged. Design of the seating should take into account that many elderly and disabled people need to have seating with armrests and a back so that they are supported when sitting and can get leverage when getting back up. DEP would also encourage the use of wood rather than stone or metal and these surfaces are very cold and can put people off using them or chilling to the bone those who need to take longer rest stops.
 - DEP's observations reflect the specification in the Urban Realm Manual and no seating would be implemented without stakeholder engagement on spec and location etc.
 - The provision of seating/rest stops is to be taken forward in proposed street re-design which requires change to be brought forward to the current vehicular movement in the area, - simply to make space in balancing need.

- ❖ Street greening is noted in the Mini Masterplan as an ambition for the study area. DEP would encourage this where possible however, the use of moveable planters and trees can cause difficulties. As noted previously, the streets in the area are narrow and dark. The addition of trees may well compound this as they will block light from reaching the pavement (and into people's homes by obstructing their windows), if planted into the ground could eventually cause disruption to the footpaths and roads, their roots could break through drains and cause blockages. If they are in planters, this further reduces the width of the footways and adds to the clutter people wanted to see removed. Planters have the added disadvantage of being used as bins for cigarette ends, burger wrappers and so on and their bases can trap rubbish and debris leading to unsightly mess. Anything which can be moved gives DEP cause for concern as it is important for some of those we represent to be able to learn and area and its features, if those features change is can cause confusion and distress.
 - DEP are welcoming the principle of greening and sounding notes of caution on location and detail. Street sections, as part of the proposed movement plan, have been worked up which will ultimately inform where street greening can happen, to what extent and how in detail. Currently 'greening' is an ambition to be brought forward by exploring service locations and need/demand benefits, however the area as a largely historic granite built neighbourhood would be improved by strategic greening giving seasonal interest, colour contrast and as connector areas for flora and fauna habitat.
- ❖ The Mini Masterplan makes much of pedestrian movement being prioritised. This is a laudable goal; however, DEP would remind those carrying out the work that not everyone is in the privileged position of being able to walk, or wheel themselves for any great distance and need to be able to get close to their end destination using a vehicle. The study area includes NESCol which supports many disabled students, and it is imperative that their access to their place of learning is not disrupted.
 - DEP's observations are shared and in developing the detail for any street proposal accessible needs must be met. The area's street pattern is historic, and it is unlikely that a 50m travel distance can be met between all accessible car parking spaces and destinations, however, you raise important considerations to be observed in planning for change. (Some of the responses to similar questions above provide further detail)

The Mini Masterplan document itself would benefit from the removal of clutter, there is much repetition and “filler” which could be removed to make sure that the salient points shine through and the intent is clear. Documents of this size are often themselves a barrier to communication as the effort involved in digesting them or translating them into an accessible format can put people off even trying.

ACC response -

- DEP's observations are noted, it is vital that we bring forward a finalised masterplan that is not a barrier to engagement by being clear/legibility/accessibility in its presentation as well as in the projects that are to be justified/given context and proposed. A short Executive Summary may be prepared to complement the finalised draft masterplan, and mindful of this consideration.

In summation, DEP are broadly supportive of the George Street Mini Masterplan. Cleaning, lighting, improving signage, repairing and improving the existing infrastructure would go a long way to improving the area and this is something that is within Aberdeen City Councils power to do. Much of the contents of the Mini Masterplan are dependent on the goodwill and cooperation of private individuals and developers and this is not guaranteed.

ACC response -

- DEP's commitment on time, energy, and enthusiasm to review the formative draft MP and be involved to help shape outcomes for the George St area is very much appreciated and I look forward to further engagement as we work towards presenting a finalised draft masterplan to Council for their consideration.
- The draft masterplan will be recommending project prioritisation and the foundation of those projects clearly expressed so that their intention and benefit to the George St area is understood and the foundation for collective/relevant implementation established.
- In terms of actions arising as a result of DEP's evaluation are recorded above and if any are unclear or more information sought please do not hesitate to raise.

2

Robert Gordons College

I refer to the current consultation on the George Street Draft Mini-Masterplan, approved by the City Council in December 2022. On behalf of Robert Gordon's College (RGC), I wish to record the following views on particular aspects of the [mini-masterplan](#), in general and in particular regard to the interests of the College. These are primarily related to the maintenance of appropriate access to our facilities.

The [mini-masterplan](#) is welcomed as an important city centre regeneration initiative and amongst its vital aims, the value of creating the heart of Aberdeen as a destination and not a through route, is fully recognised. RGC is situated on the western periphery of the [mini-masterplan](#) area, but is recognised in the text as attracting considerable visitor numbers to the wider George Street area and, along with NESCOL and the Art Gallery, as an Area of Influence. In that regard, you'll no doubt be aware that the combined school pupil and staff population at RGC is approximately 2,000 people. In particular, I welcome recognition of RGC's prominence in the area and the acknowledged need to support its functions, as evidenced by the text in section 4.2, [namely](#):

- ["the Masterplan should seek to ensure that George Street both supports the functions of the college as well as capturing the potential benefits of such a significant number of people attending both institutions."](#)

I further note, in section 6.8.1, that the Masterplan Strategy states [that](#):

- ["the George Street corridor should extend east towards NESCOL and south west towards Robert Gordon's College, helping to integrate and support these existing educational institutions."](#)

This sentiment is very much welcomed by [RGC](#) and it will be important in further engagement and consultation to see how it translates, in practice, in the finalised draft masterplan.

Whilst supportive of the overall aspirations, RGC does have serious reservations on a particular aspect of the Public Realm Strategy, outlined in section 8.2 and expressed graphically in Figure 27 – Proposed Public Realm Strategy. Figure 27 shows a pink hatched area within the [north east](#) corner of the RGC boundary adjacent to St Andrew Street, denoted as "Opportunities to create public realm and landscape features within private land." This area is within RGC's rear gate and is vitally important for access and safe, contained operational space within RGC's boundaries. It is therefore unacceptable to RGC, for safety and operational reasons, to proceed with this proposal, which would not support the functions of the College, noted elsewhere as a principle of the [mini-masterplan](#). In addition, there is a practical difficulty in that the boundary wall and the rear gates have listed building status. The mini-masterplan concept of "Gateway space with strong public realm influence" is understood, but RGC will not support or co-operate in this particular public realm proposal.

The most significant aspects of the proposals are the implications for continued vehicular access to RGC's front and back gates. Section 8.9 of the [mini-masterplan](#) shows a proposed street hierarchy, with greater emphasis on pedestrian movement and active travel, in keeping with overall aspirations. Adjacent streets are understandably proposed to take a more pedestrian friendly form, still providing essential

vehicular access. As far as I can determine from the relevant text and diagrams, particularly Figure 35 – Proposed Car Movement Plan, in Section 8.9 – Car Movements, all streets around RGC remain open for vehicular access. A one-way circulatory system is proposed to operate anti-clockwise from Denburn Viaduct through Schoolhill, Harriet Street, Crooked Lane, St Andrew Street and Blackfriars Street, back to Denburn Viaduct, which is designated as the Two Way Primary Street giving strategic access to the immediate area.

RGC is pleased to note that within the overall aspiration for improved pedestrian movement and connectivity, along with improved cycling opportunities, vehicular access is maintained at all points around its boundaries. However, apart from general access requirements, including emergency services access at our back gate at the junction of Crooked Lane and St Andrew Street, this gate is well used for pupil drop-off and pick-up. There may be implications for this continued use and an unintended increase in local traffic movements, particularly at our front gate on Schoolhill, due to the proposed one-way system. The proposed system may also inadvertently generate more vehicle trips around the one-way loop, whilst temporary stopping facilities are also quite limited, apart from a short section on the north side of St Andrew Street, opposite the Sandman Hotel. Potential temporary stopping areas are available on Charlotte Street, which would be accessed in a northbound direction from the one-way system and the reconfiguration of Blackfriars Street may also present increased opportunity for temporary parking, associated with pupil drop-off and pick –up. As a matter of principle, RGC is supportive of any opportunity to facilitate what may be termed “Park and Stride,” increasing the element of active travel for those pupils whose journey includes car travel. In further engagement and consultation, the crucial matter of vehicular access is of the utmost importance to RGC and it is one on which I look forward to further mutually beneficial discussions.

In summary, RGC is supportive of the mini-masterplan, but has serious reservations about a particular aspect of the public realm strategy which involves private land. It will not, therefore, support the public realm initiative, at the Crooked Lane/St Andrew Street junction, based on that premise. The other primary interest is the maintenance and exact nature of future vehicular access, and the implications for such access, arising from implementation of the proposed one-way traffic system.

We look forward to hearing from Aberdeen City Council regarding the next steps and to working collaboratively with ACC, and other stakeholders, to address and resolve these points and also to agree how RGC can best support the success of the Master plan outcomes.

Yours sincerely
ANDREW LOWDEN
Director of Finance

ACC response -

Andy Lowden RGC Director of Finance

Hi Andy

George Street Draft mini-masterplan – consultation

Thank you very much for taking the time to both send a letter and complete the on-line survey. RGC's input is sought and very much appreciated, and your generous broad support and clear understanding of the vision is very much welcomed. I also note and appreciate your concern over Fig. 27 which illustrates part of the campus yard as urban greenspace.

As context to the process - the draft masterplan was approved by Council on the 14th December 2022 and required 'early' consultation in 2023 with a finalised draft to be presented back to Council in December 2023, if not before. As such no-one could revise the draft masterplan until consultation had taken place. However, I do regard the draft as formative and aspirational based on the survey findings of 2022 along with the analysis and engagement undertaken by OPEN and Streets UK as the external team.

The project referenced in Fig 27 will not be pursued in the finalised draft, and I am very conscious of the listed status of the walls and piers etc, and there is to be no imposition on RGC property, - though it might be that within the campus there are opportunities for future greening under RGCs volition as part of your own future campus plans.

I also note your observations on the aspiration to remodel traffic movement through the area. Modelling options have continued so that the finalised draft masterplan can propose revisions that remove and/or limit the 'through' route. The Councils approval of the city centre streetscape projects (Castlegate, Schoolhill, central Union St and the Market/Green area in December 2022) have directed the vehicular movement on Schoolhill to be two-way west of the Belmont St / Schoolhill junction and east bound only thereafter egressing the area via Harriet Street, and I hope traffic looping does not become a feature of the area with drop-off/collection places to be defined.

I am meeting the team tomorrow to review and evaluate feedback and agree next steps. Please be assured that RGCs continued involvement is sought as we bring forward a finalised draft masterplan with projects that are supported/endorsed and deliverable. All engagement findings and revision as a result will be reported to Council in 2023 and I will be back in-touch to progress future engagement.

I hope that this response addresses your concerns and look forward to meeting in person soon.

4

Aberdeen Cycle Forum

George St Mini-masterplan

Thank you for the recent opportunity to discuss the George St area proposals. Although we recognize that things are at an early stage it was nevertheless useful to have the opportunity to make our views known in relation to cycle access:

- The proposed route shown in the document is described as being “or road” but it is not clear if this means it would be segregated from traffic.
- The route is indirect and the ‘zig-zag’ nature of it means it has more junctions (hazard points) than a direct route would. As currently drawn there are 5 x 90 degree bends. Cycling by Design would suggest that a more direct route is preferred.
- As the route shown is away from main streets it does not necessarily serve all the destinations in the area. Rather than a single identified route we would prefer to see more of a local network offering far greater permeability.
- We cited Harriet St as an example of where a cycle contra-flow could usefully be created to give options and create connections e.g. from Loch St to Back Wynd.
- Those parts of Loch St which are accessible to traffic would benefit from a segregated cycle path to connect to the pedestrianized area.
- Pedestrianised areas such as Loch St are currently widely abused by traffic and there is no effective enforcement. Whatever measures are put in place, physical barriers or effective enforcement would seem a pre requisite.
- More and better quality cycle parking is needed. For example some existing cycle stands on Schoolhill and on St Andrews St are poorly sited and do not meet design standards.
- We note the routing of NCN and that the proposed route connects with that, however this means little in practice because the NCN route itself has no meaningful cycle infrastructure, other than signage.

We look forward to hearing more about the proposals as they develop. Aberdeen Cycle Forum.

Appendix 3 - Stakeholder Feedback

	<p>ACC response –</p> <p>Many thanks for taking the time to meet to discuss the project a few weeks ago and then to compile observations on behalf of AFC. Your observations have been forwarded onto the team considering the existing and proposed street sections, and when the street sections analysis is completed, I would propose to meet again to present and discuss the findings and proposals emerging – if that would be worthwhile.</p>
5	Aberdeen Inspired
	<p>We are content with the general thrust and look forward to engaging as things develop throughout the year.</p> <p>ACC response –</p> <p>Thank you for your response which is appreciated and always welcomed.</p>
7	George Street Community Council
	<p>The Community Council is supportive of the draft masterplan, especially the measures to boost trade and encourage footfall on George Street. The training and well being aspects are also encouraging.</p> <p>With respect to the footfall there has been a local initiative to have a food related street market on the last Saturday of each month at the pedestrian end of George Street, which has arisen partially from interest in the masterplan.</p> <p>ACC response –</p> <p>Response noted, and opportunity to attend future Community Council meetings.</p>
8	Greater George Street Traders Association
	<p>Observations from Stuart Milne, current Chairman GGSTA</p> <p>(Email 9th June 2023)</p> <p>Thank you for attending our evening meeting earlier this week. It was much appreciated.</p> <p>It is great that we appear to be gaining real interest from the Council in our attempts to revitalise historically, an important part of our City Centre which had a very proud heritage.</p> <p>In my lifetime it has declined from a very important and vibrant commercial hub into something of a back water for reasons we are all aware of.</p>

In an effort to turn the decline around, myself at Finnies the Jewellers were instrumental in establishing the Business Improvement District and ensured our business was within the foot print. This did not involve the whole length of George Street for the reason it is simply too long! My theory was though, whatever benefit we brought to our area of George Street there would be a collateral benefit to the rest. This has worked with flower and seasonal light displays brightening the area. Within the last 10 years, realising more needed to be done, myself and Dave McGrath established the GGSTA to address the express needs of the area:

1: Improve security of the area:

Better street lighting: sadly no improvement here after years of requesting.

Extend CCTV coverage operated by the police.

The latter has been approved and being rolled out.

Customers of Finnies have frequently said they did not feel safe in the area.

2: GGSTA:

During my chairmanship, I have held at least one general meeting a year, held at NESCOL, where all interested parties were invited to discuss needs and wants of all businesses in the area. Attendance has never been huge but one has to consider many businesses here are sole and small traders. Information includes a Facebook page which keeps interested parties informed and up dated.

One has to remember these activities are all non renumerative and additional to running their own businesses in very difficult times. Meetings are only held if necessary and strictly time controlled.

3: COVID:

During the pandemic, when many businesses were forced to close, the GGSTA established a "Neighbour" What's App group to assist with property security in George Street. This became a rapid communication system if any one became of any potential problems in the area which were rapidly reported throughout the neighbourhood.

4: Multicultural:

We did and do outreach to the Multicultural Society to involve them in our aspirations but unfortunately there has been no great contact with them. Dave McGrath I believe is well connected there but I am not aware of his role. Considering this group arrange the annual "Mela" in Westburn Park I believe the George Street area could gain greatly by embracing this event.

5: Cleanliness:

Visitors to the area will make up their minds very quickly in terms of quality and cleanliness if these are wanting.

Much street furniture is in poor condition:

Rusted metal casings

Cracked, uneven paving slabs

Weeds

Dog fouling

Gull fouling

Empty, unkempt shop units

Shop front design non conforming (we were advised at our meeting the Council does not police this as they should).

Shop Keepers should be encouraged to care for their patch.

The above are not huge costs and deserve urgent priority for civic pride if nothing else.

6: Empty Commercial Spaces:

Whilst we are aware these are not in the ownership of the Council, these spaces are critical to the long term benefit of George Street.

I'm aware the Broadfold Works is out with the area remit but it really should have been taken in. It can only be described as a blot on the landscape. Why it was excluded from this remit one wonders? Similarly the NORCO building, Bon Accord(including now St Nicholas) have a huge influence on the future business success of the area. M&S are making a decision as we write here concerning their units in Aberdeen and we fear the worst they may disappear from the centre of the City too.

The future of George Street is heavily reliant on the imminent decisions being made over these properties short term and one wonders how best the Council can be proactive in retaining or repurposing these large areas.

Finally, we are aware the George Street Mini Master Plan is a short to long term discussion document for the consideration of all. It is important though for the problems which are here and now to be addressed quickly to prevent a further decline in its fortunes.

There are many great, small businesses in the area with promises of great futures.

The Sandman Hotel, Finnies the Jewellers, NESCOL, Robert Gordon's College are examples of more extensive ones. Many then have a great confidence in its future including myself but it craves support from the rest of the City to ensure it thrives and retains the respect it earned in its past.

	<p>FAO Chairman GGSTA George St draft <u>mini-masterplan</u> A short email to thank you very much for taking the time to record your reflections on the needs of the George Street area to help shape the content of the finalised draft masterplan. I will report your reflections in full to Council to ensure that the finalised draft masterplan presents a clear vision and direction for the area through appropriate and proportionate projects for delivery. Thank you again for hosting a meeting of the GGSTA on the <u>6th</u> June to enable our presentation on the current draft masterplan and to have a discussion on the key topics to shape future decision making.</p>
	<p>Aberdeen Civic Society</p>
	<p>The points Dominic wanted to make in relation to the George Street Masterplan were the following:</p> <p>He would like to see a return of the area immediately to the north of the Bon Accord Centre to residential development, with demolition of John Lewis building and replacement with new housing replicating the existing scale and frontage patterns on George Street. He felt commercial development was unlikely to succeed at that end of George Street because of the deadening effect of the rear of the Bon Accord Centre.</p> <p>The consultations have raised that the majority recognise the Norco House as an important site within the city and in particular to redressing commercial activity within the George St area. I have reduced the number of scenarios to 2 for the site, one is retention of the façade which Historic Environment Scotland have stated as of importance but did not follow through at that time for listing, the second scenario is for demolition and rebuild of the site with a mix of uses. I believe there is local market testing to be done to give more direction to this site. The wider area is devoid of greenspace and the site could provide a new park in part, and I am keen to explore the sites relationship with the pedestrianised area of George St and Loch St. The site is in private <u>ownership</u> but this should not be an impediment to encouraging forward thinking.</p> <p>He suggests that St Andrews Street should be developed as more commercial street (a little High Street).</p>

The majority of St Andrew St buildings would remain, and with vehicular movement changes being proposed to limit opportunity for through routing. Depending upon the future of the Norco House site mixed use would support existing and any proposed commercial activity.

He thought the Masterplan should encompass the entirety of George Street to Hutcheon Street and should also pay attention to the surrounding areas, particularly the Denburn Road and the area behind the Bon Accord Parking structure.

I inherited the project but the definition of the Masterplan study area is given as that part which is within the city centre boundary as recognised by the Local Development Plan. That noted, the areas of influence are mentioned and certainly appropriate redevelopment of Broadford Works per the consented scheme would bring many more 1000's of people into using the neighbourhood.

He likes the approach adopted by Urban Design Associates in their Downtown Norfolk Virginia Patternbook. Something like it could be helpful in addressing areas like George Street. I attach it at the end of this letter.

Thank you for the attachment, - at Council in October you will see a very different draft Masterplan from the one approved for consultation. One of the main differences was to look again at limiting through routing so that the area functions more as a destination, and that every street now has an existing and proposed street section illustrating place change to better balance street place and movement uses as well as activities as a forerunner to any comprehensive detailed plan being brought forward. This isn't dissimilar to the Guide you have sent. There is relatively little significant redevelopment opportunity within the area, most has consented schemes which haven't yet been realised, and each assessed on place merit.

I would add that the pedestrian area at the end of George Street outside John Lewis could perhaps become a small urban park planted with trees (in the ground, not planters) that would provide a green terminus approaching from multiple directions. I think the arguments in favour of retaining the John Lewis building become increasingly urgent, particularly in light of the current attention on the fate of the Shell building.

I agree that the pedestrianised section of George St between St Andrew Street and the Bon Accord Centre should be redeveloped into a more attractive place that has a wow factor, could be allied to the ground floor uses of Norco House and that the design principles extended into the section of George St to the John St junction. The finalised draft Masterplan illustrates these ambitions.

If any further conversations with ACS would be at all helpful please let us know.

20	<p style="text-align: center;">Aberdeen Academy of Performing Arts Response to the DRAFT George Street Masterplan</p> <p>Background</p> <p>My name is Rachel <u>Mearns</u> and I am the owner of Aberdeen Academy of Performing Arts and Aberdeen Acrobatic Gymnastics Club with both organisations operating from our premises at 43-47 Jopps Lane, AB251BX. Our building also houses an Approved SQA centre running a Full Time Performing Arts College offering HND / ATCL level training.</p> <p>We bought the premises in December 2010 and have been operating classes from there since April 2011. We currently we have 16 full time college students and 420 other students across our dance and gymnastics classes. These classes are a mix of parent and toddler classes and classes where children come into the studio without parents.</p> <p>I would like to make some strong representations for the George Street Masterplan, which will hopefully explain the nature of the area more and respond to the vehicular issues/suggestions that are currently suggested in the Draft plan.</p> <p>The Masterplan is welcome news for an area that requires a change for the better as the area is run down, has daily antisocial behaviour and the street is often full of dog mess. It is now particularly dirty/smelly outside John Lewis.</p> <p>Everyone wants the city to be 'a Destination and not a through road'.</p> <p>I have analysed the plans and wish to make representations as a business owner with premises in Jopps Lane and as a parent of children attending Robert Gordons College.</p> <p>Although the site of Robert Gordons College isn't directly on George Street, the changes proposed will have a knock-on effect not just to the functioning of the college for parents and students but will have a knock-on effect to the wider functioning of traffic in the city centre. Some of my concerns cross over each other.</p> <p><u>Firstly, As a Business Owner</u></p> <p>1. Accessibility</p>
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If the area is not easily accessible to all current business customers, the area will be in further decline and the likelihood of attracting new businesses to the area will also diminish.

Everyone wants the city to be 'a Destination and not a through road'. The longer someone spends in the city centre, the better for business owners as they will spend more money in those local businesses.

We often encourage parents of students who come to class to drop and visit the Bon Accord Centre with many going for a coffee to Costa or Greggs while their child is in our premises.

The majority of our families who come to class come by car.

Very few take public transport and those students that do take public transport are often late for class. Just last week 4 students from Westhill missed their Acting class as their bus didn't turn up and on a Tuesday night sometimes the bus to the city centre from Northfield is late or will drive by the children at the bus stop!

In 4.4 of the draft [plan](#) it speaks about 'Sustainable transport'.

We want to have a greener outlook for travel in the city centre, but this isn't practical for our customers when it's not actually possible to get somewhere on time in the city and therefore they miss their purpose for coming into the city. If our customers were to regularly rely on public transport, they would certainly switch to a dance school they could reach closer to home and not have to take a bus and miss the classes they have paid for. Or they could conceivably give up gymnastics/dance/drama altogether.

Nothing will change the habits of people who have cars and young children. Having the city centre in-accessible by car will have the opposite effect. In reality, people will look to do their shopping and attend services and classes out-with the city centre.

Page 31 section 8.9 of the draft plan notes the 'Out of Town Shopping Threat'. This is exactly why out of town shopping centres are now a desired space to shop in.

It is cheaper or even free to park with less stress in accessing the areas they need to get to. It is all academic thinking that by making the streets more pedestrian friendly or cycle friendly it would encourage people to cycle.

In Scotland with the wind, rain, snow, ice and cold temperatures, adults will not take their children on a bike to cycle to class. It is even tricky with children to get on a bus with a pram - have you ever done this in Aberdeen? You can only get 2 prams on the bus at time and sometimes I have been told I can't get on the bus as a result. Out of our 420 customers a week we have 2 that cycle to class and only cycle when the weather is fair.

There is also the additional cost associated with catching public transport for people 23-65 years old. Many of our adult customers and parents of students would need to pay for bus transport when they have a car at their front door.

Our customers come from the city and the shire –

- South of the City – Bervie, Portlethen and Newtonhill
- West of the City – Westhill, Echt, Banchory, Huntly
- North of the City – Peterhead and Fraserburgh.

It isn't unknown for our students to travel for 1 hour to come to classes.

On Street Parking is not discussed in any detail in the Masterplan and does not say if there will be removal of the on street parking. However, page 50 of the plan notes that 'parking spaces would be reclaimed so businesses could spill out on to the street'.

If that is the case, everyone would be forced to park in private car parks which currently has a minimum charge of £3.50 – this would increase the damage to the local economy. I know from speaking to our customers that they resent paying this amount of money to a private parking company just to come to our class. This on top of a class fee would, in these economic climates, mean that accessing our classes would be out of reach for some children. Already, due to the on-street parking costs we have lost customers as they can't afford to come. The good that our classes do for the development of children and moulding them into responsible citizens who, one day, will take the city forward would never be realised. The power of performing arts and sports on society can never be underestimated.

Has the council considered that the removal of on street parking will impact their revenue collected? It would push the money into a private investment company who own the shopping centres.

Our change of use application in 2010 cited that there was suitable on street parking in the area and that this supported our application for locating in Jopps Lane. The masterplan removes this point if the on-street parking in the area is removed.

At the opposite side on John Street there is an organisation called North East Sensory Services. They are very busy with patrons who have various disabilities, and they rely on vehicle access to get there. Would their access be impeded with all these changes?

2. Masterplan New Traffic Layout

I note that there are a lot of Local Access Roads.

There are no details about what this means apart from a reference to reduction in speed and that it will not impede vehicle access to the businesses.

I am taking it as a presumption that cars will still be able to drive down Jopps Lane and along St. Andrews Street? Are there going to be time restrictions on when cars can drive down the roads?

At this current time, there is too much of an uncertainty for what this 'Local Access Only' means for access and impact on the businesses and customers accessing premises cannot be fully understood.

Due to my long time in the area, I know the roads very well and know their traffic flows. Many times I have sat in a traffic Jam on Spring Garden and George Street and had to abandon my plans to drop my children home and just head back to my studio so that I am on time for my classes.

The effect of a change to the 1 Way system on John Street is summarised as follows.

2.1 Firstly – The Effect on traffic coming from the South of the City in particular from the new South College Street via the Denburn Underpass to Woolmanhill Roundabout. Due to John Street becoming a 1 way street in the opposite direction of the current flow.

2.1.1 Effect at Skene Square School

All traffic to access Jopps Lane or George Street and Nescol would now need to go to Skene Square School roundabout. This now would pose safety issues for that school.

There is no lollypop man for children crossing the road, quite often it is backed up from the lights at Hutcheon Street heading towards Berryden with cars and children crossing at the lights.

It is already a busy area with children trying to cross the road. This would be even more busy if every car, bus, lorry had to go via this roundabout. There would be increased traffic coming onto Maberly Street from 3 different city directions – South, West and North. Then all the traffic heading to George Street would need to then head into Maberly Street. This now poses further safety issues.

2.1.2 Effect on Maberly Street and junction with George Street

I would encourage the council officers to stand and watch or even drive round the area numerous times to get a sense of the traffic behaviour. I have stopped driving this street due to the nature of danger it poses. This street, as it heads towards George Street is unsuitable for Lorries or busses. There is on street parking on one side and to get 2 cars passing each other is tight. The road narrows as it gets towards the traffic lights. There is no Right turn Filter for traffic to turn right onto George Street. There is no space to even change the street to have a right-hand turn lane and a lane for straight on towards Spring Garden. If 1 car needs to turn right onto George Street then it will block the way until the cars coming over the intersection are clear. Currently approximately 1 or 2 cars can turn right for every time the light is green. Hence drivers go through on the red light. Imagine the traffic build up this will have at peak times.

With this new road layout all the Lorries and other traffic that wishes to access George Street, Jopps Lane, Nescol or even the Loch Street Carpark will need to travel down this road. I am not sure how Busses, Lorries and an increase in general traffic will manage this. Just yesterday I had a pedestrian step out in front of my car as I was driving through on a Green Light. I have seen accidents, near misses and pedestrians injured at these lights.

There is a Sainsburys on the corner of this junction where Maberly Street meets George Street. When they get deliveries via lorry the space is very tight to pass as it is.

2.1.3 Effect on George Street, Loch Street and Spring Garden

On the other side of the street due to Loch Street being 1 way travelling North, cars who wish to access George Street and the shops and Jopps Lane need to turn left at these same lights. That is increased traffic from both sides of the street (Maberly as highlighted above and now Spring Garden).

Often, especially between 3-4pm this area is very busy, queued with traffic and occasion grid locked along Spring Garden. The way the road plan is laid out in the Draft Masterplan with the 1 way circular system there is a potential for absolute gridlock and a situation where no cars can move.

This has not been thought through and no traffic study has clearly been done between 3-4pm in the afternoons and most certainly not on a rainy day either when traffic flow is much heavier in winter.

2.1.4 Why Reverse the Current One-Way System on John Street?

I can understand why we don't want a 'Rat Run' in the centre but by reversing the 1 way road in the opposite direction towards Charlotte Street and the Denburn roundabout the council will cause worse road problems.

- People and lorries use John Street for a specific reason.
- Maberly street is unsuitable for an increase in traffic flow and larger vehicle sizes.
- Spring Garden traffic is busy and anyone wanting to 'Rat Run' wants to avoid the chaos that is on Spring Garden already.

Many times I have sat in traffic 20 minutes while it is queued back from Mounthooly roundabout. This 1 way system to block off a 'John Street Rat Run' is not workable.

If you make this part of town have traffic issues people will not come to the area.

These measures will have the opposite effect and damage the area due to in-accessibility and traffic chaos. This then pushes people into looking for their goods and services out of the area and into an area which is convenient to get to which will usually result in 'Out of Town Shopping Threat' becoming a reality.

2.2 - Secondly, from a parent of 2 children who attend Robert Gordon's College (RGC)

Appendix 3 - Stakeholder Feedback

Although slightly outside the George Street Zone RGC plays a very big part in the local community/economy. The children visit many of the local shops before, at lunch and afterschool. The plans presented in the Draft Masterplan do have a significant knock-on effect to how children access the school.

I have 2 children – one in RGC Nursery and one in Primary 6. Neither child can walk to school from our house, take public transport and due to their age, I cannot drop them in a side street to walk into school themselves.

The school already do their part towards sustainable transport in the city with the Bus service that they run for parents.

I would imagine a large number of children who attend the school travel from all over the North East Scotland. They are not local and within a 2 mile radius of the school so many won't be able to walk. I would presume the majority, if they don't use the bus service, would therefore come by car as parents drop off on the way to work.

Due to the ages of my children, I park on John Street and walk the children into the 'Back gate' at the school. Currently there is a deal with the owners of the Bon Accord centre for parents to park for 30 minutes. However, as you are aware, the centre has now been sold.

If this agreement is not renewed or disliked by the new owners, it adds another negative to the Masterplan.

Would the 'Local Access Only' roads at St. Andrews Street apply for parents being allowed to drive down to access the back gate of the school to drop children off?

Afterall, the children need to access the premises and in the draft document it says that vehicle access wouldn't be prevented for the local businesses.

If the current 'on street' parking in the area which is shaded as 'Local Access Only' was removed, it becomes a lot harder for the traffic to move in the centre. All traffic which currently goes to the back gate via John Street at the Woolmanhill roundabout then must travel along the front of HMT on Rosemount Viaduct and onto Schoolhill into the Loch Street carpark.

Many parents try not to be the 'blockage' at the front of Schoolhill in the morning and drop off at the back gate where there is less traffic and more space. There is a chance to park close by out of the way and walk their child into school safely. For all cars to go round the front of the school to drop off then congests the front of the school for other businesses to access their properties.

In this draft plan, Blackfriars Street becomes 1 way and then wraps the whole campus up in a '1 way system' circle – this could increase the potential for traffic jam hotspots.

The only way to access the Sandman hotel would be to travel onto Schoolhill as well.

- What would be the plans for busses to run in this area ?

A bus route here isn't possible unless the bus goes down the local access only streets. A bus would never be able to manoeuvre round the corner at the side of Boots. I have seen many a larger vehicle reverse and manoeuvre in order to turn the corner onto Crooked lane. On busy days in the winter the lane also has queues of traffic.

To have the only parking / access to the school with a vehicle at the front school gates may congest further streets around and push more traffic onto Rosemount at the lights or as previously mentioned onto George Street via Maberly Street and Skene Square roundabout.

A possible outcome for the 'Local Access Only' roads to prevent the bottle necks is have the roads accessible by parents dropping children off at school during the drop off and pick up times. However, this would not work if all traffic would have to go via Skene Square roundabout due to John Street being 1 way in the wrong direction.

Summary - Aberdeen – A Greener City ?

As stated in the masterplan the environmental impact of the city centre is something that needs to be improved with plans already in development with the LEZ coming into force soon.

However, these road layout plans will just cause congestion at the junction of George Street/Spring Garden/Maberly Street and therefore actually impact in the opposite way with people sitting in traffic longer and driving more miles.

The way everyone would have to drive to get through to where they need to be on Jopps Lane, George Street and Nescol from the South and West of the city would also increase their milage for their journey and therefore create more emissions.

In conclusion, while a plan to improve the area is welcome, there is no valid reason or logic in changing the direction of 1 way traffic on John Street from what it currently is now.

As you can see the change to road layout is the biggest concern and will without doubt cause the area to experience further demise and distress for those that work, travel to and live in the area. It is all caused by the current John Street layout being switched to a 1 way street in the opposite direction. If John Street were to remain the way it is now and some further consideration to the on-street parking arrangements, it would negate any of the problems that will arise. Should John Street change to the be opposite 1 way I fear the area will be complete chaos with vehicles and the masterplan would damage the area not enhance it.

When Aberdeen City Council decide to take the Masterplan to the next level I would be more than happy to meet, discuss or give my views at the next stage too. I would hate to lose my well-established business which I have built up over the last 17 years due to this draft plan.

The City now more than ever needs a lift if it is to stay alive for future generations.

I fear changing road layouts for the sake of it with no proper thought or study as evidence for change will damage businesses – just like the Spaces for People scheme that the council implemented during the pandemic.

As City Centre businesses in the George Street area, we want to be open for business and put the city centre back on the map and do not want to make it hard for people to access us. There needs to be a full consultation as to why people won't come into the city centre. It is not because of a road layout or pedestrianising a street.

The top answers are cost to park and lack of shops/things to come into the city for - they go hand in hand and have a knock-on effect to each other. Without cheaper parking, customers won't come. Without customers, shops and amenities won't locate to the city. This is a great opportunity for the council to consider this issue when the next stage of masterplan is drawn up.

Kind Regards

Rachel Mearns
Principal / Owner Aberdeen Academy of Performing Arts
Aberdeen Acrobatic Gymnastics Club
Former Principal Aberdeen College of Performing Arts

ACC response –

Thank you for your very detailed response to the George Street draft [mini-masterplan](#) as a business owner with over 400 students attending classes in your premises in Jopps Lane, and as parent with children attending Robert Gordon's College.

I note that you welcome the advent of a masterplan for the area as a place that 'requires change for the better' endorsing that the city centre should be a destination and not a through route. I have also enjoyed reading that your business successfully brings pupils and parents from a remarkable catchment across the city and shire.

To give a comprehensive response I have taken the opportunity to review and reply under each of the headings that you provided:

1) Accessibility

The majority of your concerns are with public transport use and efficiency across the city and shire, as well as anticipating the removal of on-street parking as the draft masterplan references 'accessible streets' and proposes revising vehicular movement through the area to prevent through routing – as an initial draft.

'Place' is of the key topics of the draft masterplan and greater clarification on what is meant by 'accessible streets' is certainly required. All the study area streets have different uses and needs and therefore balancing 'place' and 'movement' in order to be able to introduce 'greening' and create more of a 'destination' requires careful understanding. As well as businesses who do have trade from drop off and collection I am conscious that the upper floors of the majority of the buildings are tenement flats whose residents do need differing levels of accessibility, that accessible blue badge spacing is included within providing accessibility for all as well as to provide improved infrastructure to encourage cycling.

I agree that we need to drill into the detail and your caution on challenging current amenity and infrastructure is apt. The finalised draft masterplan emerging will go into much more evaluation and proposed detail on this following evaluation for further stakeholder engagement.

2) New Traffic Layout

The finalised draft masterplan is to be supported by a transportation assessment of current and proposed vehicular movement in the study area that can demonstrate betterment by removing through-routing traffic. The plans will be clearly illustrated with 'before' and 'after' so that each street movement is clearly described and can be understood.

- ***Skene Square School***

There are several ways for vehicles to access the study area and their impacts to the wider place and infrastructure needs will be further explored in the finalised draft masterplan. An emerging option is to remove private vehicular access from Denburn to John Street, whilst allowing bus/taxi/private hire in, and with all vehicles able to egress the area from George Street at that junction is likely to be one of the proposed movement changes. In terms of school safety I have raised your concerns with my Roads governance colleagues to consider further.

- ***Maberly Street / George St Junction***

I note your observations on driver behaviour, the various widths of the street and on-street parking etc and the connection to Spring Garden. The street width as built is unlikely to change, and varies across its length, but we will progress the detail of what can change for the positive. The Maberly Street / Spring Garden route forms the northern edge of the study area though the routing, further north, along Hutcheon St should be the primary route.

- ***George Street, Loch Street and Spring Garden***

Your concerns are shared. The emerging proposal for Loch Street would see no change to its current routing and we would look to its widths to know where the most significant 'place' changes can occur – which will be illustrated within the emerging draft masterplan.

- ***Why reverse the one-way system to John St?***

As above, as a key part of a finalised draft masterplan we are including a revised vehicular movement plan. John St is an important E/W route and I envisage improvements to the Loch Street junction but with vehicles coming off George Street able to proceed east toward NESCol and west out onto the Denburn direction.

- ***Parent of pupil at Robert Gordon College***

I am aware that a few years ago RGC brought forward a School Travel Plan to address their extensive catchment by illustrating the travel options available as well as to seek a reduction to the number of private vehicles impacting on Schoolhill and surrounding streets, including private arrangements for short-term car parking in the vicinity. St Andrew Street is another important street in the study area for its E/W movement and the draft masterplan will again be proposing place and movement changes.

I am also conscious that the future use of the Norco House, formerly John Lewis, will hopefully see new uses that enliven the wider area and its accessibility requirements too must be factored into change.

RGC are a key stakeholder in our engagement and as a organisation of over 2000 people accessing the area weekday their need and influence too will be evaluated, and I note that the Blackfriars St entrance can be deployed to separate out the College's accessibility needs, and as such the emerging vehicular plan for Blackfriars St in the draft masterplan will be revised in the emerging draft masterplan.

3) Summary – a Greener City

The observations and concerns you raise are crucially based on the vehicular movement plan in the current draft masterplan, prepared as a basis for discussion. Your observations are noted and very much welcomed and in order to attain all that the draft masterplan is seeking, in essence, the vehicular movement plan has been subject to further evaluation in tandem as the public engagement took place and a revised plan, along with other revisions and clarifications, will form a fundamental part of the finalised draft masterplan.

I thank you for your time and commitment to providing such a comprehensive review of the current draft masterplan and I would look forward to meeting you as engagement continues in the weeks ahead. Our correspondence will form part of a report to Council on the process and outcomes of engagement and revision as a result

I assume you are affiliated to the Greater George Street Traders Association for collective awareness, and either way I will be in-touch on agreed next steps when the engagement and consultation returns are evaluated.

Aberdeen Multi-Cultural Centre

Please be prepared I speak as a I find and it's not always comfortable but shared in the spirit of genuinely wishing to contribute

Question 1

The masterplan proposes - 'Vision' - 'George St Connected! - the local neighbourhood which is a vibrant and inclusive City Centre community at the heart of reinvention' (Page 7)

Do you agree with the Vision?

What are your thoughts on the 'Vision'?

We are broadly in support of the vision. We were involved in an exercise to rebrand the area as an artisan quarter and involved NESCOL in the exercise back in 2019 or so.

ACC response – Positive

Question 2

Findings on the Strengths, Weaknesses, Opportunities & Threats (SWOT) of the area are provided (Page 30-31)

We are in broad agreement with the SWOT. Norco building is what it is which can and is being repurposed and will provide amenities for new start and SME businesses. There is also a plan emerging swiftly to create a destination centre which will show case the food and produce of over 100 local food, drinks, artisan producers and traders across the city and shire.

The main threat to this area is to be overlooked by the emerging initiative on Union Street. This may take organisational and funding precedence over this area.

*Also the food and drinks initiative faces a risks of being ignored and perceived as being a threat to the **International market**. We do not believe the BHS/Green site can be an international market at least not the part on the green for very sound operational reasons. We have market research substantiating this.*

ACC response – Positive

Do you agree with the findings?

If not, what would you change or add? - Strengths, Weaknesses, Opportunities & Threats of the area

Question 3

Proposals include making key streets more attractive, promoting active travel and creating green spaces. (Page 36-40)

Do you agree with this?

Do you agree that proposing to make key streets more attractive for active travel and greening is important?

One thing we cannot escape is the need for destination traffic. Through traffic we can reduce. If people, especially from out with the city wish to visit and make purchases public transport is just not up to the task. Getting purchases from the stores to public transport hubs is challenging. Extension of the LEZ threatens destination traffic.

ACC response – Positive and note the concern re public transport

Question 4

The masterplan proposes changes to vehicular movement in the area to improve place quality. (Pages 45-48)

Do you support trying to make these changes?

Do you support trying to scope out vehicular movement changes in the area

In principle yes, in practice LEVs are both a potential boon and drawback. It may challenge the very need for these. Cycle provision needs improving and the reduction in through traffic will assist greatly. Cycle provision needs to be segregated and escooters and large ebikes kept of them. I would ask that where ground marks show cycle route it also includes rollerblades and skates symbols encouraging these a commuter methods which are commonly used on the continent

ACC response – Positive and note the advice

Question 5

A list of regeneration projects is proposed. (Page 49-51)

Are there any that you do not agree with, or are there projects you would like to see added?

Please identify any projects you do not support or add those that you think are missing

I will neither disagree or agree to any. They all have merit but many risk falling into the rhetoric band. Someone, somewhere must do and fund these.

We must be sure that any other ideas tabled do not get excluded for not being on this list. Things like frontages are in the cost matrix of owners or renters. Above the shop line is in the gift of owners and tenants. These are very old properties with particularly complex architecture and massively varied state of repair. This skyline estate will be a very complex matter to resolve, more so if architectural uniformity is desired.

The area needs footfall and support for initiatives driving footfall. Should the city favour “future” possible projects over current in hand project this may suppress development opportunities.

ACC response – Positive with the advice noted.

Question 6

Norco House site, formerly John Lewis, is identified as an important site for new uses. (Page 55-63)

*Do you agree that Norco House, formerly John Lewis, is an important site?
and if so, what uses should it have to support George Street?*

On Norco house it's easy to make sweeping statements about this. This is now owned by EP Properties. We are in discussion with them. Whatever we may wish its their asset and they must be included in the dialogue. I have spoken with an architects who had massive ideas for this. Generally getting more people living in city centres is very sensible and spoken of for at least 30 years. Planning and building regs can conspire against this.

We have plans for Norco house and in discussions right now with the owners. However, we suspect ACC will not engage with us with any seriousness as they may perceive this as threat to their BHS site project and may actively conspire against it.

As one of the founders of George Street Traders Association ACC has never seriously engaged with us on any projects except the street market we did back in 2018.

ACC response – The observations are in accordance with the scenarios posed for Norco House and the consultation seeks opinion on those as redevelopment options. It is clear that Norco House is regarded as an important building/site.

Question 7

Please provide any further comments you wish to make on the draft mini-masterplan

For us, our experience with ACC officers in this realm is they only want to hear what they want to hear and engagement with them has been very very poor. They promise to follow up and we never hear from them. You may have new staff and they should be given an opportunity.

We have a 3 phase plan for the Norco House. ACC could be instrumental in helping drive this forward and their involvement would be welcomed. Will they take it seriously I personally have had way too many aborted projects with ACC over the past 20 years. I am quite prepared to ignore this track record and engage with ACC if it's with mutual enthusiasm. It has always felt like they know best and show passive aggression by ignoring things they do not like, or people they do not like.

ACC response – Noted, contact details have been shared with City Growth officers to make contact and to know more about the specific projects and to table what support ACC can provide.

Best regards
Dave McGrath BSc MBA



George Street Draft Masterplan
Extract from online Citizen Space Public Consultation Responses

The masterplan proposes a place 'Vision' - 'George St Connected! - the local neighbourhood which is a vibrant and inclusive city centre community at the heart of reinvention'.(Page 7)

Do you agree with the Vision? - What are your thoughts on the 'Vision'?

yes

Yes

I like the idea, the aspects of cafes and outdoor seating

Yes

Yes

No

I'm no fan of grandiose statements. Simply bring people into an area that often feels like a dead space. It's not currently a happy soace.

Not really, the vision for the area is optimistic without key aspects being resolved and it is not clear what is meant by an 'authentic neighbourhood'. The notion of pedestrianising is a woeful idea, on top of the restrictions on union street and nearby areas. It will surely kill off the area if traffic routes are taken away, plus create issues for traffic onto already over crowded alternative routes. One of the key issues for the city centre is to improve road access not reduce and this is one of the key priorities to be sorted for this to work. Too much focus on buzzword bingo with words like resilient, diverse and inclusive, this indicates lack of real comprehension, foresight and disconnection from the real world. Crime in the area is not going to be fixed with streetlights. It is a very poor area with a lot of unsavoury characters around at night time (drink/drugs). More policing is key (actual best bobbies and visible patrols) to reduce crime and doing something about poverty in the area. Also where is the money coming for all this?? Swimming pools and libraries being closed, roads an absolute disaster. These things need to be addressed as a priority way before any revamping works.

no

Yes

Yes

Yes

Yes I agree, the city needs a vibrant inclusive and economic affluent area. The area under scrutiny is always damp and dark and has a dull feeling even when the sun is shining. Bright colours is needed.

I dont understand the vision. I dont live in the area - but I dont think its particularly vibrant at present, hopefully the vision is to make it vibrant

No

Not really as described. Many people work in the area and they must be fully considered.

Do i agree George Street needs revitalising and improving - yes. What specifically is "the vision"? There are two slogans/quotes on the "our vision" page, the first which says "The 'local' Neighbourhood: a vibrant and inclusive city centre community at the heart of reinvention." - is this the vision? Because the george street area is already multicultural and inclusive. Increasing the "vibrancy" is not talking in plain language which i feel you need to do. Or is the vision "George Street will become a place to form new connections; Social, Cultural, Economic and Educational. An authentic neighbourhood offering an evolution of George Street; a place for people to come together; with spaces that link activities, aspirations and ideas" - what does "an authentic neighbourhood" mean? "a place for people to come together; with spaces that link activities, aspirations and ideas" - a place for people to come together is great, linking aspirations and ideas in the sense of a city centre reinvention is pretty difficult to get your head around conceptually. The vision should be to improve the aesthetics, reputation and the economics of the george street area, and the vision should detail clearly how that can be done.

Yes

Yes

No

Yes

George street has felt more and more disconnected from union street and the rest of Aberdeen, so I agree with the vision

Yes

Yes

I think George street is as vibrant as a funeral

I have seen more vibrancy in the depths of a black hole

Make it vibrant of the colours of the dons!!! Mon ih dons

Absolutely.

Yes

Yes

Yes

I think it's a fantastic idea to regenerate the area. Focussing on young people would be my recommendation. George connects to the college, RGC, and is between town and Aberdeen university campus. It would be a great area to try and attract young people with diverse cafes, outdoor spaces, alternative shops, etc. keep Union Street developments for the older market

The masterplan proposes a place 'Vision' - 'George St Connected! - the local neighbourhood which is a vibrant and inclusive city centre community at the heart of reinvention'.(Page 7)

Do you agree with the Vision? - What are your thoughts on the 'Vision'?

Yes

Yes

Yes

Yes

Somewhat

Yes

I agree in full, the city would greatly benefit from improving George street

Yes

Yes

I agree

Yes

To pedestrianise and turn it into a quirky area could work really well for Aberdeen

Yes

Yes

It's a positive vision but i fail to see how this aligns with the current strategy of closing down existing cultural hubs such as Library and Leisure facilities

Don't know

No.

Yes

yes

No you are breaking laws implementing WEF plans on Scottish people. These 15 minutes cities are a failure from the start. They are prisons. There is NO climate change only geo engineering and HARRP

Yes

NO!

Yes

Not sure, document is too complicated

No

No I think it is such a waste of resources. Aiming to close off and restrict even more of the areas where we already struggle to attract successful, meaningful businesses. I think it's going to make the area far from inclusive.

No

NO WAY

Yes

Yes

Yes and it is important to deliver on each and all of the social, cultural, economic and educational detailed objectives

yes

Yes.

Yes

yes

Yes as long as this is properly delivered.

Yes

yes

Yes

some of it

Yes

Yes

Broadly, but not completely

No

No

No

some of it

Yes

Yes

Partially

The masterplan proposes a place 'Vision' - 'George St Connected! - the local neighbourhood which is a vibrant and inclusive city centre community at the heart of reinvention'.(Page 7)

Do you agree with the Vision? - What are your thoughts on the 'Vision'?

Yes

I am not sure that 'supporting residents into fair work' or 'move into economic opportunity' is what the council should be throwing money at here. Or any hair-brained 'green' schemes. The council should be chasing all of t by e private landlords who have let their properties fall into a state of disrepair and issuing notices forthwith. Then the council can give the place a deep clean.

No - too long and what do you mean by 'reinvention'? Why does Aberdeen define communities by a single street? Union St, George St, etc. What was George St named after? Is there a more inclusive identity - Union Square, Union Gardens, Union Street, Union Bridge all seem to have been named after a failed political union btwn GB and Ireland.

No

Yes

Yes

Yes

Yes. Making it a quieter and safer area (less cars, low speed limits, trees, etc.) is a good idea.

Yes

Yes

Yes

Broadly I do

Yes

Yes

Yes, the College is supportive and looks forward to collaborating with Aberdeen City Council.

The Vision looks appealing. Coming from a health and wellbeing perspective we particularly support the elements that prioritize active travel and greening, although perhaps the sustainable travel targets could be more ambitious? And we would like to have seen health and wellbeing given far more consideration and prominence in this assessment (more on this below).

This is too broad and vague to be meaningful

In principal, yes we agree to the vision. However the implementation of some of the proposed activities will determine how successful it is in maintaining the connectivity and accessibility for people who are supported by NESS, whose main office is on the corner of John Street and Jopp's Lane.

We are broadly in support of the vision. We were involved in an exercise to rebrand the area as an artisan quarter and involved NESCOL in the exercise back in 2019 or so.



George Street Draft Masterplan
Extract from online Citizen Space Public Consultation Responses

Findings on the Strengths, Weaknesses, Opportunities & Threats of the area are provided (Page 30-31) Do you agree with the findings? If not what would you change or add?

- Strengths, Weaknesses, Opportunities & Threats of the area

S – assumption students bring spending power. There is evidence some are using the Care Hub (Soup Kitchen) and or colleges (and University) supply of free food initiatives. W – I question the limited activities in the evening, what is exactly meant? There are shops still open in evening, bars, carry outs and off licenses. O – Re-activate low activity shops – which means ones that are closed (jargon), green urban- where and who maintains (I know the service that looks after green spaces already has limited staff to do what it does without more being added). Repeating what the author thinks there should be whilst they exist already; cultural diversity (Shops are diverse, we have Aberdeen Multi-cultural organisation in Spring gardens) and business network (GGSTA). More jargon – Public Realm Quality (?) T – reference to anti-social behaviour being encouraged if further disrepair continues. Police would highlight the area is no different to other areas in City. Creating a problem where one does not exist?

No

I agree with the weaknesses, it is a very grey, rundown and at times unpleasant street

Yes

Yes

No Broadford works need demolished and a green space added otherwise George St is functioning unlike large parts of the city. We don't need to spend more public funds and close library's etc

Agree

No. Strengths do not seem to be realistic, George street is nothing like what it used to be and does not appear to include its use as a connecting road. There are too many takeaways, charity shops and Eastern European shops. Good baker but more places are needed like what there used to be, eg sports shops, outdoors shops, bowling, arcades. John Lewis leaving is a huge blow. Also how do you know what the sense of community is by only consulting with 297 people of which most don't live there? Weaknesses too much focus on pedestrian experience vs motorists. Although pavement repairs would not be a bad thing, it is important to ensure the road is also well maintained for cars and buses as it is an important link. George street is not 'hidden' and bon accord centre does not need to be demolished. More should be done to encourage businesses and leisure facilities into bon accord centre and that will increase the demand for visitors to the area and this will also spill on to surrounding areas like George street. Urgent action is needed to attract businesses back to the city that have been lost. Demolishing broad fold works might be an option for some leisure facilities (cinema etc) and green spaces with public toilets and adequate parking. But be sure to ensure it is safe to visit at night and we'll be policed. The limited activity at night time is because the students from the college have gone home. Improve leisure in the area and policing to resolve. Bon accord centre is fine for pedestrian link, just make sure it is open 24/7 so that people have better access. Again too much focus on pedestrians vs cars. It's vital that good access and parking is available for drivers. Opportunities more retail is needed not less! A large department store should be encouraged into Norco house, the city desperately needs this since John Lewis and Debenhams left and soon to be M&S. bring back some of the shops and facilities that used to be there. Established businesses not just start ups that will come and go and then leave vacant units. Again wrong aspects on car use, the 'impact' of cars is one thing but you should be encouraging people to drive into the city, more access is needed with the other nearby roads closed or restricted. The city will continue to decline otherwise and not just George street. Threats seem to be mostly reiterating other aspects but demolishing buildings that are not used is not the problem, the problem is that businesses are leaving the city and this needs to be addressed and encourage businesses back. Take public ownership of Bon accord centre and that is two problems solved right there. Online and out of town shopping is a symptom of the state of the city retail not a cause. But this can be addressed with better business rates and other incentives. Crime is also an issue in the city, caused by poverty and deprivation in the area. Deal with that and improve policing and you deal with the problem.

demolish bonaccord centre & restore george st to its original purpose

To include up to and beyond Hutcheon St/George Street

Yes

Yes.

I agree with these findings, improving the pedestrian area and brightening it up perhaps with better lighting, seating areas and improved shop facings. The John Lewis building needs to be sorted as it is overbearing. Can it be sold off in sections, similar to larger cities and have food halls, art gallery, indoor crazy golf? Market stalls? FoodHallen in Amsterdam has a massive independent food hall, bars, galleries, cinema and shops, its a huge attraction.

n/a

No. Weaknesses should include poor disabled facilities and planning for disabled people. Large student population in George Street but no planning for student life. No green space for dog owners, and enclosed areas for dogs to run around.

Add as a threat - reduced occupancy of Marischal Square offices due to difficulties in workers travelling to the location (particularly from outside the city) and for those in the building who start work before buses are running. so have to drive

What the findings have said aren't wrong, however they are missing absolutely crucial points. You have NESCOL and RGU colleges within walking distance of the area in a broader sense two universities in Aberdeen with a large, youthful attendance - not once in the Findings have you mentioned anything of note in either the weaknesses or opportunities about the potential for creating an area for street food or socialising.

Yes

Yes

No Cars are not a threat .

Parking is always full, and in limited quantity. Most people park away from George Street and don't travel in. Bins are almost always full due to local businesses using them making the street feel messy and unclean. Agree with rest of findings

George Street feels hidden and separate from the rest of the city. It feels like there's no need for anyone to go since the closing of the John Lewis. Walking along is unpleasant, with on-street parking and a need for more green spaces. The fact that the area feels disconnected from union street and the rest of the city doesn't have to be an issue if the space provides unique opportunities and the people want to go, such as a museum or gallery opening up in Norco house to act as a focal point in the city

Findings on the Strengths, Weaknesses, Opportunities & Threats of the area are provided (Page 30-31) Do you agree with the findings? If not what would you change or add?

- Strengths, Weaknesses, Opportunities & Threats of the area

Yes

Yes

Spooky place gadj

No, I do not agree. My proposal is to expand Cadonas Amusement Park as far as George Street and make a Godzilla themed ride.

I would add a Luis Duk De Barros Lopes statue in the centre of George street.

Yes, I do agree.

Yes

I agree

Yes

A key issue would be lighting and cctv as George street side streets can be dark and intimidating.

Yes

yes

Yes

Yes

Concerns over drugs, alcohol and crime in the surrounding area. That it would become a "hang out". It may be connected but still remain separate from the city rather than integrated.

Yes

I agree, the danger of george street due to antisocial behaviour has been a large topic of concern

Yes

Yes

I agree. Please find a way to support the local businesses more as many are struggling

Yes, especially agree with the comments regarding dog fouling and poor condition of the pavements. But I can also see huge potential in George Street. If you can restrict traffic and attract the right type of business, the street can become a true hidden gem. And being a bit hidden away may not be a threat after all!

Nail on the head.

Yes

Agree

Agree with some of the improvement proposals but concerned that opportunities may make it even harder to access the area. The exit route from RGC via Harriet street is already restrictive and difficult to navigate at peak times. It would appear the improvement proposals involve pedestrianising Harriet street and make it more difficult for cars. Access to and from RGC by car has to be preserved.

Don't know

Yes.

Most but people's safety should be a priority by creating a better environment with Policing & security. Dangerous due to Loitering, poor hygiene, people on Bikes not following highway code.

yes

Do not change our rights to freedom of movement. You are breaking laws.

Yes, I agree with the weaknesses that George Street is not currently a comfortable place to walk around.

demolish bonaccord centre & restore george st to its original purpose

Yes

Couldn't follow the document as it's too complicated so don't know

No

No I don't fully agree with them.

No

NO

Somewhat. Key weakness is that George Street area is cut-off from the main city centre to the South (ie Schoolhill) with only two access routes (Harriet Street & the Shopping Centre). This means that typically George Street has to be a destination in itself.

Crime rates, anti-social behaviour figures/issues not mentioned.

The SWOT preparation has been consultative and I generally agree with the findings. I'd like and expect to see explicit mention of engaging young people as an opportunity. Without understanding the "loss of carbon" could the (suitably funded) demolition of Norco House not provide an opportunity for development aligned with the vision?

Yes

Yes, I agree with the findings. I also think the tennant mix is not really adequate for such a city centre location.

Yes

Findings on the Strengths, Weaknesses, Opportunities & Threats of the area are provided (Page 30-31) Do you agree with the findings? If not what would you change or add?

- Strengths, Weaknesses, Opportunities & Threats of the area

yes all relevant - might add a threat of dying high street leading to companies not wanting to invest in these areas and mean that other shops/businesses go out of business as people want to shop online at big retailers

I agree with the majority of it however to me george street is quite a dodgy area and you usually see quite a few drug users/dodgers especially around John Lewis area. This would need to be dealt with before encouraging footfall. There also needs to be more for the youth of today. They aren't interested in the economy or new businesses, they want somewhere lit and heated to congregate in. The city has a huge problem with youth annoyance at the minute (proven by police scotland stats) so this needs to be dealt with ASAP as all it is doing is creating division within the community.

Yes, it really does feel isolated from the city - when the Bon accord closes at 6, it feels really hard to get to George street although it's not. Doesn't make it a place to linger, which is a shame as there's so much potential

YES

I do agree, especially with the aesthetic weaknesses. The area is not very accessible by car or on foot although it is geographically positioned to be a hub of the city.

yes

Yes, although I would argue the demolition of Norco House could be used to turn the area into a more open green space, with paths, seats, fountains etc, to draw people into the area for recreation and well being, rather than purely on commercial activities

Agree with findings

Generally yes, but I have not had the time to drill down in detail

No

This area is diverse you going in and cleaning it up will price people out! Clean up union street and open union street back up to traffic ... there is more undercover police in this street than anywhere and they are not there for no reason

No

Don't limit car access. Shops unreachable for those with mobility issues. Is near impossible to get a blue badge- need to be very impaired. There are a lot of folk who don't qualify but cannot walk far

Yes

Mostly. Another weakness is poor access for people on bicycles but this is a city-wide problem.

Yes

Yes

Yes, I do. There would be more independent businesses there if free and plentiful parking was available in the area though, not green spaces. People can go to the parks for them. The only way we'll get people shopping in the centre again is cheap/free parking. Without that, people just go to retail parks, or a place with good independent shops and free parking, such as Inverurie.

My biggest issue with the SWOT analysis is that it fails to place sufficient weight on cultural rejuvenation through a new cultural quarter or creative industries cluster approach based linking Broadford Works to the city centre. The non linear pedestrian approach from Bon Accord Centre is a key problem. Lack of detail on catalysts for positive change other than public realm improvements.

No you've allowed to many shops offering same service eg hairdressers barbour's .

Yes

Get rid of the tattie shops

Yes

I generally agree. Giving more space to pedestrians and cyclists and removing space for cars parking on the street is an opportunity. At the moment, the pavement is too narrow and George Street and surrounding streets make cyclists avoid this area. Furthermore, there are almost no place to lock a bike, so even visiting the area just to go to a shop or cafe is not appealing.

Yes

Yes

Yes, I would add to opportunities point 2 that not just through journeys but private parking, probably locks away large amount of opportunity in the area as only very few people parking takes a very large amount of public space. I can't imagine that any reasonable parking fee could recuperate the economic and social lost potential to the area.

I largely agree

Yes

Yes

No further comment.

Agree with your SWOT analysis. We would add under weaknesses: traffic congestion, limited parking availability and decline in retail activity. Add to opportunities: encourage sense of community through the provision and promotion of spaces or activities that bring residents together.

I agree that the potential loss of Norco House is a threat and with the opportunity presented by its retention and reuse. I also support the introduction of more urban greening, particularly street trees (was opposed to trees in planters)

We agree with all of the weaknesses identified. In terms of the Opportunities, we're not sure how important focusing on unifying shop frontages is – while from a design point of view I can understand the argument, there is also something to be said for the variety, which allows for the expression of the unique identity of each shop, and in some instances, may have been like that for some time. Having clear distinct windows helps visitors to identify one shop from the other. Tidying up pavements, removing clutter, improving the quality of the pavings and a deep clean seem more important, as well as improved lighting.

We are in broad agreement with the SWOT. Norco building is what it is which can and is being repurposed and will provide amenities for new start and SME businesses. There is also a plan emerging swiftly to create a destination centre which will show case the food and produce of over 100 local food, drinks, artisan producers and traders across the city and shire. The main threat to this area is to be overlooked by the emerging initiative on Union Street. This may take organisational and funding precedence over this area.



George Street Draft Masterplan
Extract from online Citizen Space Public Consultation Responses

Proposals include making key streets more attractive, promoting active travel and creating green spaces. (Page 36-40) Do you agree with this? - Do you agree that proposing to make key streets more attractive for active travel and greening is important?

In principle I think this is a good idea but some consultation with those who know about street plantings need to be consulted as there is evidence across the City of the wrong trees (pavement up lift and roots interfering with services. And again are there going to be funds for maintenance? There is also talk of creating bigger pavements and decluttering what is there but then replacing it with street cafes and performance space (another form of clutter?).

Yes

Yes, hopefully there will be a good bit of green space

Yes

Yes

Yes

Yes. Pavements need to be wider and parking reduced.

Too much focus on pedestrians vs cars, improve road links first then pedestrian routes. It's already easy to get around the city on foot. It is getting more difficult by car and this needs to be sorted urgently. The master plan continues to seem unrealistic and disconnected from reality, at least without fixing some of the other key problems in the area. These things will not go away by trying to seep under the carpet and must underpin any future development. Green streets are fine, as long as it roads are maintained and trees/plants would be good. Community growing spaces eg in vacant buildings would be good, but likely to be vandalised and probably fall into disrepair and neglect when the interest level wears off. Closing roads to cars is a bad idea.

no

Yes

Yes

Absolutely, yes.

Yes although so long as it is not just straight road closures without thinking about the knock on effect to pushing traffic onto other already busy roads. The road is congested with delivery drivers, perhaps a waiting area for them? Cafe culture on the pedestrian area and lighting would improve the area. It is a dark damp unwelcoming area. I always feel uneasy and unsafe after dark in this area.

No. As much as it would be great to encourage 'active travel' and pedestrianisation. this is unworkable where vast proportions of the population trying to be attracted to use the area live on the fringes of the city or rurally. Car travel remains essential in a city like aberdeen where there is low population density

No

No, this does not work for those travelling into the area to work, often before public transport is available.

56 Wellbrae Terrace

Yes

Yes

No. Active travel is discrimination, I am unable to participate, most of my family are unable to. Under what justification is "young fit healthy" a selection criteria ?

Gardens may become a space for anti social behaviour but may be good for the area as it currently feels rather gray and grim.

There needs to be a reason for people to come to George street, if there is a reason for people to come, the people will come. the upper half of the street, furthest from the bon accord centre is unpleasant to get to and isn't particularly pedestrian friendly having to cross busy roads. a leak of green space and lots of on street parking is an issue for the street as the pedestrian walk ways a quite small

Yes

Yes

Make codonas flumeys or make more whatur park

I think we should create more dark alleyways and also add my Godzilla ride.

I think that we should make the streets more attractive.

Yes, I do.

Yes

Yes

yes

Yes

Yes I do

Yes

Yes

Yes

Proposals include making key streets more attractive, promoting active travel and creating green spaces. (Page 36-40) Do you agree with this? - Do you agree that proposing to make key streets more attractive for active travel and greening is important?

Yes definitely. I don't agree with taxis getting the monopoly. More flowerbeds. We used to be Britain in bloom. More cycle lanes separate from the road. Some derelict building are a scandal! They should be renovated or knocked down.

Yes

fully, I think green spaces and culturally diverse visuals and food, restaurants and street food, would help improve the perception and pedestrian traffic around and in george street

Yes

Of course although it would be nice to see that throughout the whole city rather than just a small part

Yes

I agree with building green spaces and encouraging walking in the area. Too many cars in Aberdeen, the city centre is small and walkable for most of us. Transportation for the elderly will still be needed of course but why so many cars in the city centre!?

Yes.

Yes

Yes

No I don't agree with the proposals. A strategy of making the streets more attractive would be good but i fail to see how already stretched local authority budgets can afforded this? Eliminating the random frontage by standardising frontage to be more tasteful and aesthetically pleasing would be a significant improvement alone.

Yes

No.

No. An aesthetic improvement only. Aberdeen is a short distance away from much better spaces

yes particularly the pedestrian area to loch St.

NO you have no right to refuse people the right to travel by car.

Yes

NO!

Yes

No, waste of time!!

No

I don't think it promotes active travel. I think it will deter those who travel from further afield from coming to the already declining area. Before living in the city centre I travelled over thirty minutes to visit the city centre and have many friends who still continue to do this.

However if this was my options and it was this difficult to get near the centre I would not take the time to travel here (possibly what the actual aim is of these councillors)

No

N/A

Somewhat

Yes

I agree with this, as long as important existing businesses, schools and colleges can still operate effectively. I endorse the positive objectives referencing working with NESCOL and RGC.

29 Ashwood Mews

Absolutely. all the proposals are well put and I'd like to see Norco House re-used instead of torn down.

Yes

yes however I would be concerned that widening pavements and planting greenery may make pedestrians have priority and so cars would not be allowed into this area which could divert people from coming and supporting local businesses altogether.

Yes I definitely think it needs a makeover. However would this include knocking buildings down? As quite a few buildings on George street are in need of repairs. As for the green space I think this is a good idea however there is already some green space but this could be linked with the beach improvements if they ever happen.

Yes

YES

Yes

yes

Yes

Yes

Need to consider access for car parking (eg Loch St car park). The proposed traffic layout is not that practicable for coming from the South or from the North Deeside Rd (eg for the 4,500 residents in Peterculter). We need to be careful not to deter people coming to the location. Unfortunately, we cannot rely upon a satisfactory public transport provision from a commercial company.

No

Green space so your looking to do traffic away from this area too! ...nooooooooooooo!

Yes

as above

Proposals include making key streets more attractive, promoting active travel and creating green spaces. (Page 36-40) Do you agree with this? - Do you agree that proposing to make key streets more attractive for active travel and greening is important?

Yes!!

100%

Yes

Yes

No. 'Active Travel' is a joke in Scotland. How much more money will be wasted on this nonsense. People don't want to arrive at their destination sweaty, windswept or wet unless they are a wierdo. People like cars because they are convenient. That won't change. Time to look perhaps at more charging facilities for when electric cars take over. And more parking.

Yes, but city needs a step change in cycling infrastructure and current cycle hire arrangements linking key nodes such as uni's, colleges and hospitals.

Do not predesterinis as it just makes town more unaccessable.

Yes

Give us shops that are decent

Yes

Yes, but the current planning really needs to send cyclists or allow them to go along the main corridors instead of left-right-straight-right-left and so on. It is very important to provide segregated infrastructure, to avoid confusion and give pedestrians and cyclists clear guidance. Otherwise, it would just lead to conflicts. Just look at other European cities how it is done and how well it works.

Yes

Very much

Yes

Yes

Yes

YES!! But only 100 m actual cycle infra on George St itself, that's 10% of its length. It's the main street, also for cycling through & in/out north. Edinburgh Bicycle Co-op not happy?

Yes, provided adequate vehicular access is maintained for residents, business operation, including RGC.

We fully support the proposal to make key streets more attractive for active travel and greening. We would particularly advocate for protected cycle lanes (physical separation from cars) and benches for pedestrians in pleasant surroundings. We appreciate it may be difficult to find new spaces for greening in such a crowded locality, but street trees, grass verges and hanging baskets would go some way to improving the environment.

Yes

We agree in principal that streets could be made more attractive, with additional greening and could promote active travel, however we have some concerns about how this would be implemented. There is some mention of decorative crossings, and art on streets/pavements – while art and other types of cultural features would be welcomed, putting this onto pathways, pavements and road crossings could cause confusion. Traditional visual representations of pathways, pavements, roads and crossings must not be compromised. Doing so may cause a range of difficulties for people who may not clearly see the markings, or may not understand their meaning, as they look for more familiar and traditional markings to understand where the road is, where the crossing is and where it is safe to walk. Ensuring there is clear tactile demarcation of the pavement, particularly if the space is still being shared by bicycles/other wheeled vehicles is paramount for the safety of visually impaired people.

One thing we cannot escape is the need for destination traffic. Through traffic we can reduce. If people, especially from out with the city wish to visit and make purchases public transport is just not up to the task. Getting purchases from the stores to public transport hubs is challenging. Extension of the LEZ threatens destination traffic.



George Street Draft Masterplan

Extract from online Citizen Space Public Consultation Responses

The masterplan proposes changes to vehicular movement in the area to improve place quality. (Pages 45-48) Do you support trying to make these changes? - Do you support trying to scope out vehicular movement changes in the area I do support the reduction of traffic but this has to be measured against the nature of some of the business's in the area, predominantly carry outs where vehicle access is required by customers.

No
It would be nice to see some areas pedestrianised but still with good access to cars and buses on perimeters

Yes

No

No the roads already work

While maintains essential accessibility (disabled parking, deliveries), the area feels car dominated with an excess of street parking. It's very uncomfortable on foot or Bu bike.

Absolutely not, it is a ridiculous idea to further restrict vehicle movements in and around the city centre. Too much focus and priority os given to pedestrians and cyclists whereas the main issue just now is car access. Further restrictions will kill the city centre, more than it is already.

definitely not!

Only to a certain close to city centre area only as the buses still have to be available to drop off/ pick up passengers with sometimes heavy bags

Yes

No

No, by the looks of the map, you're moving traffic onto an already busy street which will make it busier and more congested. Also blocking off easy access to car parks will reduce people coming into the already struggling city centre. The council keep pushing public transport, but until there are some real public transport competition FirstGroup will have athe stronghold and set expensive fares and poor access routes. It takes almost 30 minutes to travel up King Street by bus which is unacceptable for a ten minute drive.

The best idea to improve the city centre and not just George Street is to remove parking charges where possible. Look at where the traffic hot spots are in Aberdeen, South Market Street (nr. Union Square), Kittybrewster (retail park), Beach Boulevard (retail park). It is often stated that shops are losing out to the internet - this is true, but there are still thousands of people seeking to go to shops, but they need to be able to access those shops, and with low population density Aberdeen is a city where residents will rely on private car for convenience. The Large council car parks - east north street and denburn should be free, on street parking should be free or vastly reduced in price to attract people to use the city centre. the more people in the city the more rates the council will be able to collect.

No

Agree that rat running should be tackled but good vehicular access us required for those who work in the area and deliveries.

Yes

Yes

In general but unlike other areas of the city there must be drop off points for taxis and blue badge holders

Absolutely not . You are excluding people from the city centre based on age and health. George Street is one area you haven't screwed up yet , it's still alive and is still visited and has shops worth visiting .

Might be worthwhile having some form of discount scheme for people parking in Bon Accord Car Park and using local shops in George Street

I fully support the pedestrianisation of the street, only cars that need to pass through should be allowed (car park access only) as well as one way streets

Yes

Yes, definitely

No

I think we should increase congestion as it will test societys pacience.

I would like the street to be double the width to ensure that massive buses nd that can go through.

I believe Charlotte St and Maberly St could benefit from being one way streets. They're too narrow for two way traffic and often traffic speed, on these streets.

Yes

Yes

yes

Yes

Yes

Yes,as long as the alternative routes for cars and pedestrians dont cause bottle necks or interference getting out or in of hte area and car parks as these are the safest two car parks in town in terms of lighting and security.

Yes

Yes

Yes if there were suitable drop off and collection points for accessing the school, but also accessing town in general if you wanted to be collected by car. I don't think you should be forced to take public transport options. The city should remain accessible to everyone. I agree with pedestrianised areas.

No

i believe pedestrianising george street would allow a greater social atmosphere and make it safer for younger children

No

The masterplan proposes changes to vehicular movement in the area to improve place quality. (Pages 45-48) Do you support trying to make these changes? - Do you support trying to scope out vehicular movement changes in the area
 Also see previous comment. Keeping cars out of the area is key. However, things like planning an active friendly street into a dead end street seems strange and all of George Street should be a direct corridor for cyclists, instead of sending them around all corners and turns (which might lead to more conflicts between pedestrians and cyclists, due to visibility). Also, there should not be busses on George Street anymore. They take a lot of space and the bus routes and stops can be around/near the area, to give everyone accessibility to come and leave as they wish, but getting busses off the central and lower part of George Street would be a huge improvement, generate so much more space and open more opportunities. This is normal in other cities, that these huge, noisy buses dont go through such areas, but stop around the area.

No , George st was one way during covid , awful more pollution with queues we have five vans and all use George street going to Dyce and Altens all time of the day, making a street one way causes gridlock somewhere else.

Yes

Yes

Yes

Yes

Yes!

Yes, in principle. RGC has some concerns on the proposed one-way system around its premises.

We agree with the plan's promotion of pedestrian and sustainable movement to the top of the travel hierarchy, particularly the plans to relocate through-traffic. Safety for pedestrians and cyclists is key in encouraging people to use these modes of travel, so as much separation from vehicles as possible would be our preference.

Yes

This would be big change to the area, and we would foresee that it would need significant support to enforce changes. We agree with the principal of reducing cars, but have serious concerns about the suggestions of putting a cycle route down John Street, as this would go right past NESS's front door. This would go against the current direction of travel from what has been described, which could cause safety issues, particularly for visually impaired people who have been visiting us for years, and who are not used to this, but increasing the level of bicycles in that area would be unsafe for the visually impaired people who are coming in and out of NESS. People who are visually impaired cannot see bicycles clearly, particularly when they are moving fast, or erratically, which many cyclists do. When people are visiting NESS they are often at the earliest stages of learning to adapt to their visual impairment, and one negative experience could set someone's confidence back, as well as affecting their trust in NESS. Navigating busy streets with additional bicycles can also be difficult for people who are Deaf or hard of hearing, who would also be coming to John Street, as they may not hear them approach from behind and won't hear bells ring. Having additional bicycles round the John Street area could also increase the anxiety and reduce the confidence of the deaf people we support. We also have concerns that the direction of travel of the cycle routes seems to be against the current flow of traffic which is one way from George Street to Loch Street, and it isn't clear if traffic will be removed from John Street. NESS would need to maintain vehicular access – our staff use cars to visit our service users in their own homes, we also have a network of volunteers who pick up and taken home our elderly and frail volunteers, and both staff and service users use taxis to get to and from John Street because of their visual impairment. We would therefore be against losing vehicular access which we depend on. While we understand and recognise that changes to the bus routes would help reduce traffic on George Street, we would not want this to compromise the availability, connectivity and therefore use of public transport. For the visually impaired people that NESS support, they depend on bus routes, as they are no longer allowed to drive. Many of the people we support are also older adults, and may not be able to walk as far, therefore bus routes and bus stops must still enable them to reach the main places in the George Street area and not increase the distance they have to walk on foot. If bus stops and bus routes change, many would need support to relearn the routes and landmarks that help them to navigate independently and these will become much more difficult if there is further to walk than previously. We would also want to see the maintenance and possibly an increase to Disabled Parking Bays, at key points in the area, again to allow easy access to the main facilities. Anticipating a busier, more vibrant neighbourhood also suggests that additional Disabled Parking should be being planned for.

In principle yes, in practice LEZs are both a potential boon and drawback. It may challenge the very need for these. Cycle provision needs improving and the reduction in through traffic will assist greatly. Cycle provision needs to be segregated and scooters and large ebikes kept of them. I would ask that where ground marks show cycle route it also includes rollerblades and skates symbols encouraging these a commuter methods which are commonly used on the continent



George Street Draft Masterplan

Extract from online Citizen Space Public Consultation Responses

A list of regeneration projects is proposed. (Page 49-51) Are there any that you do not agree with, or are there projects you would like to see added? - Please identify any projects you do not support or add those that you think are missing

I think the regeneration projects are admirable and aspirational but I wonder who it is that supports these things to happen. Also policy needs to be addressed to support start-ups, as it stands policies are prohibitive - mostly through various costs.

Nope

It would be good to see lots of outside seating and more shops

No

I would like to see all the seagulls in Aberdeen removed by force

More green space, insulation for homes private or council done across the board regardless of ownership

Agree

Partially, empty buildings need to be dealt with and reused as leisure or retail facilities or demolished for green spaces, parking and public toilets etc. parking spaces in the street are needed for people to visit local shops, these should not be taken away. More parking could be provided. Improving leisure facilities and crime may encourage more people there in the evening. Lighting will make the area look more attractive but will not deal with the crime, which is caused by poverty and deprivation in nearby areas, a lot of drug and alcohol problems are not solved by lights (that tend to fail 6 months after install going by other streets). Too much focus on pedestrians and cyclists, more focus is needed for car access and parking or people will not visit businesses. Yes more bins are needed but make sure they are emptied and not a feeding station for seagulls. Do more to control pests in the area like seagulls and rodents etc.

all

What about the old Hilton Hotel site? Houses are great but we also need play spaces and walks as well as shopsets

Do not agree with further construction in the area. demolition of recent developments only way forward.

Yes

Colourful play area's for children, indoor paintball, indoor crazy golf similar to Golf Fang. Modern art galleries for local artists, more NuArt murals. Going after those who own empty delapidated units and make them accountable for their property.

no issues

No

Reducing vehicle dominance is a risk to the area's businesses unless adequate access is allowed and public transports is greatly improved. e.g. park & choose facilities to have express buses into city centre and the buses operate extended hours.

The "Creating An identity, alive after 5pm" appears to touch on what i am getting at, and, "Alive after 5 & An Adaptable Neighbourhood" (which sound very similar i would add) mention encouraging "popups" etc. But again, where is the mention of a broader vision of outdoor eating, drinking and meeting areas. Everybody on the planet eats and drinks several times per day and capitalising on that in the mini masterplan area is crucial to increase footfall if you want to create a community environment. Chain restaurants, cafes or areas are not always the answer either, as younger generations actively want to support local and independent business.

Nothing to Add

All ok

Anything restricting travel is straight discrimination - we cannot all walk /cycle

Agree with all of them

Creating a sense of identity is the most important if we provide a unique reason for people to want to come to the space they will come to. There is minimal benefit to increasing the availability of shopping space when there are so many empty lots on union street. Having the area as a cultural hub would be the most beneficial, as it's close to the art gallery. Improving the facade of buildings could improve the visual feel of the area, and having more strict guidelines on the appearance of buildings may help, planting more trees along the street would break up the sense of the city and provide a unique feel

Make a feature of the rain with pavement poetry that only appears when the pavement is wet. Like in Boston - <https://www.cbsnews.com/boston/news/boston-hidden-sidewalk-poetry/>

Yes

I aint reading allat

I dont agree with any. Add my godzilla ride.

I would like to see more donor kebab shops

There are none that I do not agree with.

No

None

no

Trying to encourage new businesses might be difficult as it is some distance from union square. This is why I think it has to have a different vibe to a standard shopping area. Independent brands and business. Fun indoor/outdoor eateries. Activities to engage young people. Etc

No I agree with all

I don't know if i missed it on the list but the drainage needs to be sorted on george street. you can have outdoor social areas all you like but if it is uncomfortable to sit in due to the smell no one will use it.

I like them

I agree

A list of regeneration projects is proposed. (Page 49-51) Are there any that you do not agree with, or are there projects you would like to see added? - Please identify any projects you do not support or add those that you think are missing.
 Union street is an embarrassment. I intentionally now avoid it as it is so depressing. The windows on buildings, plants growing out of gutters, dirty granite. I don't feel safe on it with my two young children in certain patches.

Yes

I think maybe having a scheduled youth leader of sort to go to the football pitch once every so often would help reduce anti social behaviour and increase a sense of community

No

No

I very much agree with cleaning the streets more and also please encourage those with dogs to clean up after their pets. It feels like there are some undertones of something much more insidious and class rooted with the disregard for our streets and it's hygiene.

Shop front shutter art scheme is a great idea! There's nothing I massively disagree with.

Seems right

No

Agree

Agree with tackling vacant space and certain aspects of de-cluttering. Disagree with costly redesigning and creation projects. Keep the cost down and start with simple easy improvements. If i saw the authority could do that i may be inclined to support larger projects.

I think Bon Accord Centre should be demolished to make way for more open space in the centre. You do not need all this shopping centres in a small city like Aberdeen

Where is the funding from? Who pay for these changes?

No

Would be interested to know what the future of Bon Accord Shopping Centre is.

I DO NOT CONSENT to any changes

Yes i agree with projects

all

No

Don't know, document too long and too hard to follow

Disagree with all

I think the council needs to remove proposals for bike lanes and removing private transport to the city centre areas. Having cycle lanes in places will not suddenly make everyone travel there on bikes or foot. People need money to purchase luxuries like bikes (especially given the current cost of living crisis) and those who are inactive certainly won't take advantage of this.

N/A

YES

Somewhat

No

I endorse what appear to be a large number of aspirational projects. I'd like to see reference to the stakeholder groups envisaged to take each project forward, and specifically see which involve young people, whether of school or college age

yes

I agree with the proposals. I'd like to see the beginning of George Street (from the intersection with Loch St to St Andrew Street) to become a focal city centre square instead of a pedestrian thoroughfare as it is now.

No. I hope the renovation to the broad fold works is done soon.

I do not agree with 'improved street appearance' as I think it is wrong to discourage cars out of the city when parking is already a clear issue and one aim is to encourage people into the city for businesses etc.

I agree with them all however as previously mentioned there needs to be something for the youth.

No they all sound really good, like the sound of all of them

YES

I would just like to add strong agreement to any 'greening' of space with more trees, green walls, etc.

area definitely needs better lighting, HArriet street is horrid at night when bon accord is closed and cannot be used a short cut. need to keep norco and other historical buildings. do not agree with area signage to announce the area - this does not improve anything and costs money which could be spent elsewhere

No

I

This needs to be determined by a more comprehensive market survey - most importantly to fully understand the reasons why people would want to visit George St.

No

Where are the food bank homeless places going as this will not be what you want on this street!

Yes

don't see the need to make all the shop fronts the same- is totally boring!!-

Make it cycle friendly, and accessibility by bus

I'd like to see a farmers' market on a regular basis and George Street seems like a good spot for one. But a market with fresh produce of the kind you see in the south of France.

First point should be demolishing the Bon accord centre's and connect George Street to Union street

Yes

Some of them are good. But you won't get businesses in until there are decent parking facilities.

1. Broadford Works Creative Industries Village - Residential on this site would be a huge wasted opportunity. Instead ACC should investigate bringing together existing regional cultural partners with new projects to build a more resilient cultural offer. For example, relocate BBC Scotland to Broadford, uni arts schools, music and museum collections, a relocated arts centre alongside specialist live/work artist studio space (look at Barratt Homes' Galleria scheme in London with ACME Studios), business start up space? 2. New Aberdeen Central Library Hub - bringing together library services with advice and other services all under one roof in a higher footfall location.

No you don't listen to residents anyway

No

A list of regeneration projects is proposed. (Page 49-51) Are there any that you do not agree with, or are there projects you would like to see added? - Please identify any projects you do not support or add those that you think are missing

Decent shops

N/A

no opinion

no

I agree

Agree with all

A project which I would like to see added is the restoration and and public access to, the nationally important murals in the former University Student Union building at the corner of Upperkirkgate & Gallowgate. These were painted by the renowned Scottish artist Robert Sivell (1888-1958) assisted by his student Alberto Morocco who also became a highly celebrated artist. Created between 1938 & 1953, the wall paintings depict "The Journey of Life from Creation to Death". The paintings are regarded as the most important 20th century murals in Scotland. However, they are not as well-known as they should be as only students & university staff had access to them during Student Union days & nobody has had access since the Student Union closed. The paintings are an important part of local & national cultural heritage. They are currently listed as being "At Risk" and their restoration with public access would be a great cultural asset & much-needed visitor attraction to the George Street area. George Street area.

The former Student Union Building is imposing but not fully utilised.

Very unfortunate that site on (corner) John Street W behind Lumsden Security is outside study boundary. Great spot for affordable housing and a park?

No further comment.

Good aspirations.

The green walls I have seen do not seem as effective and sustainable as ordinary street trees; The proposal to activate alleys and backstreets might offer the possibility for creating green pathways as alternative routes.

Decluttering of the street would make a big difference to being able to navigate safely, particularly for visually impaired people, however in decluttering it is also important to remember that some things may act as wayfinders, so it is important to consider these in this context. As mentioned, decorating pavements and crossing would potentially make them unsafe for visually impaired people, but also lots of others who would not recognise or understand what non-traditional markings meant. Art and culture mustn't be on pavements, and there would plenty of scope to have art and culture at other levels in the streetscape. Art installations, events and pop ups would bring George Street to life, however, they must take place in pre-defined spaces, to ensure that George Street is still easy to navigate. Pop ups, events, or play in spaces that are not clearly defined could disorientate visually impaired people as well as create obstacles and trip hazards. Good communication about events will also be essential to make sure people are aware of changes in the environment. Improved lighting could make a difference highlighting architecture, spaces and increasing safety in the George Street area. Lighting should be evenly distributed and should not create patches of light or shadows, as these can create the perception of obstacles, causing confusion and disorientation and compromise safety for visually impaired people, as well as other people in the community. More greening would be welcome, and would brighten up George Street significantly, however it needs to be carefully positioned and planned so that it does not create any obstacles in the main walkways, and the space it occupies needs to be clearly identifiable, both visually and with tactile elements so that visually impaired people can identify where they are. Using good colour contrast on the street furniture e.g. brighter or lighter colour against a dark background or darker colours against a lighter background, would help create visual interest while also making them more identifiable to people who are visually impaired. It would also be important in any projects that its own accessibility is considered, so that everyone can access the businesses/pop ups/events, including people who are visually impaired, Deaf or hard of hearing. They are part of the community, and often find that the way things are designed or organised means they don't have full and equitable access.

Given that we are well established within the community area, making sure community events around about are fully accessible and inclusive should be considered at the outset of any developments.

I will neither disagree or agree to any. They all have merit but many risk falling into the rhetoric band. Someone, somewhere must do and fund these. We must be sure that any other ideas tabled do not get excluded for not being on this list. Things like frontages are in the cost matrix of owners or renters. Above the shop line is in the gift of owners and tenants. These are very old properties with particularly complex architecture and massively varied state of repair. This skyline estate will be a very complex matter to resolve, more so if architectural uniformity is desired. The area needs footfall and support for initiatives driving footfall. Should the city favour "future" possible projects over current in hand project this may suppress development opportunities.



George Street Draft Masterplan

Extract from online Citizen Space Public Consultation Responses

Norco House site, formerly John Lewis, is identified as an important site for new uses. (Page 55-63) Do you agree, and if so what uses would you like to have to support George St? - Do you agree that Norco House, formerly John Lewis, is an important site, and if so what uses should it have to support George Street?

Norco House could be utilised for a number of things; the floor space and design does not lend itself to residential but could be a place for start up units, community space's, performance space etc...

Yes

It is a large building, there is a real lack of shops so I would prefer to see it become a department store, like the former John Lewis rather than an arty exhibition area

Big Arcade or big food court area for street food and other cuisines

I want a go cart track as there is no place for that near here and it's a good economic investment to give people a reason to come back to the city

It's too big to use by one owner

The day of the large Dept store is gone. I'd knock the brute down. Retain retail along G st but revert to residential on other ground floor faces focusing on those that require good accessibility.

It needs to be returned to its former use as a large department store. If not John Lewis someone else as the city has little other option. If you really want to discourage online shopping and shopping g to other cities then this is needed to encourage people into town, along with good roads and more parking. An alternative use could be a cinema but only if large department stores can be encouraged back into the city.

indoor market stalls

It is a very large space but very prominent so careful thought has to be put in place for that sight- and again not just housing- when used for Covid jabs and being a pensioner it is expensive to pay for car parking there

Scenario 1 is the best option. retain original norco house. demolish everything round and create public spaces.

Yes.

Use it for a multi function centre, cinema, museum, art galleries, indoor bars and food stalls, indoor golf like Golf Fang. An indoor Camden market-esque vibe. Indoor skatepark for the children so they have somewhere to go that is safe and get them out of hanging around in McDonalds.

no idea, but then im not an urban planner. I have been a resident of Aberdeen for over 30 years and its tragic how poor the whole of the city centre has become. The city should be full of attractive destinations and be easily accessible. The lack of consistent planning strategy over the past 20 years has created a divided city centre, with a thriving shopping centre (which can be accessed as it has an on site car park) taking all visitors away from all the other parts of the city which are more challenging to reach. To reinvigorate the rest of the city (Union Street, George Street, etc) parking in these areas should be free, this additional footfall will bring new traders and revitalise these areas.

Yes. Scenario 3

don't know

Scenario 1 is probably best, with modifications, as the site is so large it could be used for so many uses. Additionally, most cities now view their brutalist architecture as something special and of the time, the John Lewis building should be celebrated in Aberdeen also. Scenario 2 - residential, is unthinkable in this vision in my opinion. You have a prime city centre area with the ability to be renovated and the idea that more residential units is what it could be used for is not sensible, necessary or have any sort of vision.

I agree. I would like it to be a new museum there. With the floor floors in the building maybe different floors could be used for multiple purposes.

Demolished and used for something like a farmers markets community use

None

Community maker space on one of the floors will allow local residents access to skills they may not have time or money from. Something like a local library for tools or sewing materials

It was highly disappointing to see the national history museum plans fall through. Opening a branch of another gallery will give people a reason to come to George street other than just for shopping, which would reduce the risk of online shopping and shops being empty. We don't need another shopping centre so need to Bon Accord. Similar to the V&A in Dundee. We could see the TATE open a branch in Aberdeen (their first in Scotland) similar to their Liverpool or St Ives sites. This could also be used to host events like the Tate Liverpool hosting the Turner prize in 2007, which was an overture to Liverpool's being the European Capital of Culture 2008. It a unique building with alot of potential if fully cleaned and restored

Affordable housing / Community groups / pop up art and theatre

Yes

nah

Yes, I do agree. This is where i plan the new godzilla ride to be. Its going to be an indoor RMC coaster with spine tingling inversions!!! (50 Lopty lops)!!!

Turn the former John Lewis building into a 24 hour nightclub as it currently serves no purpose.

I loved the idea of rooftop open public space, with the building being used for entrepreneurs, small start up businesses etc.

Pop up events, exhibitions, start up space for new local businesses

Yes, parks shops and other commercial and/or nature reserved areas

Retained and repurposed to cultural, entrepreneurial, community and mixed use hub adjacent to a new civic space in the City.

It would be crazy not to use the building if possible. Multi-use, indoor activities etc

Yes John Lewis is a massive miss. I think we should get little quality independent shops. ie cafes, bookshops

roof top space is a bonus(whatever the height), multipurpose use of the areas also a bonus for too long the city has its eggs in one basket and it makes it difficult to fill the areas if anything happens to one sector. also maker spaces, gives the public an insight to the work that goes into making something and therefore they understand the value of bespoke or small batch, and increase on buying local.

Yes i do.

I agree and I feel that it could be used for an active place.

Possibly a cinema or food options? Or a big playpark like in London's shopping centre at the power station. If I am to spend money in town I will be accompanied with my children and they need somewhere to go as a break.

Norco House site, formerly John Lewis, is identified as an important site for new uses. (Page 55-63) Do you agree, and if so what uses would you like to have to support George St? - Do you agree that Norco House, formerly John Lewis, is an important site, and if so what uses should it have to support George Street?

I only agree with scenario 1; absolutely no residential use.

I agree but not sure

Yes

Bring back John Lewis! Everyone misses it and would love to show there, or could be decided as a separate kind of mini shopping mall, connected to Bon Accord (main building)

I agree. I think it should be turned into a complex for the youth as I feel like they have less spaces to socialise and have turned to public disturbance. Please also consider offering a new independent cinemahouse to replace the loss of Belmont, which was an amazing place for people of all ages and circumstances. Another idea could be to create a safe space for the homeless people around our area.

Scenario 1 please. Do not make it fully residential.

I like the ideas. I think all could work and appear to make use of the building.

Yes

Scenario 1 - most important aspect is retail occupants. There cant be empty spaces/shopfront - same goes for whole area.

The local authority should be ashamed of itself for this contradiction. Had they worked better with John Lewis and other retailers there would be less empty space. Large European cities have this type of building fully utilised, local Authority policies have driven retail away from this area and Union street. Don't waste money on road modification, green spaces etc, use it to incentivise opening up business.

Yes, but I feel it should be knocked down

What can be better than the John Lewis?

It could be demolished

Yes, a repurposing to create an arts centre or mixed use.

I DO NOT CONSENT

I think we should have another department store here or spaces for pop up shops.

indoor market stalls

Yes, maybe a community centre? Or an museum of sort. Something for the public to engage and use to encourage people to the area.

Don't know as document too hard to follow but companies should be instructed into this building. Only worth while doing this if you don't restrict access like you are planning

No

No I disagree, it's a terrific space but how does the council expect these spaces to be filled when there are SO many vacant premises already in the city centre.

No demolish it

N/A

No

Not really a nice looking building and Bon Accord centre is past it's sell by date. Demolish both to make new more greener area

I support Option 3. Whilst Options 1 and 2 appear more exciting, the retail reality is that John Lewis shut and the Bon Accord Centre and George St shops are struggling

No. It should be demolished. It should never have been given planning permission in the first place. The impact on the environment is the cost of that past mistake.

I like all proposals, but personally prefer the Scenario 1 - Renovation and Rationalisation - with the illustrative layout on page 56.

It could be used by small independent traders to sell goods.

yes, I think Norco House would be perfect for some kind of youth hub where kids/teens can go and meet their friends to chat and play games without causing trouble and being followed around by security guards who don't trust them. I also think this could be a great space for college end of year displays or even for gym type studios which could be rented out to yoga, pilates, strength training etc classes.

It's an eyesore, knock it down. Never heard of Norco House John Lewis just looks grim and dim and gives the street a gloomy aesthetic.

Yes I agree

YES

I do not have strong opinions

yes it should be retained and re-purposed. developers keep wanting more and more cinemas in aberdeen so it could be a cinema! (but i think we have enough)

Consider moving the City Council into Norco House, to create additional daytime footfall. Marischal College could then be used for more leisure and visitor attraction purposes i.e a museum of NE History and culture, similar to Kelvingrove in Glasgow

I support Scenario 1 for Norco House - it would make leisure more accessible for people in the north of Aberdeen city who rely on public transport and find it difficult to get to the beach or union square for cinemas etc. I think you need to provide facilities for people who are on a lower income. I do not support building more housing in the city centre - there is far too much already

Anything that would provide a reason for people to visit George St.

No

Make it in to a homeless shelter

No

Swimming pool? or library?

Perhaps big soft play for kids of various ages. Sports complex complex. Upcycle shops like they have in Sweden shops, local people making things like dresses, jewellery etc

I want John Lewis back :(

Use for public toilets, rooftop space and pop up shop events mostly in the winter months

Supermarket

No, I don't agree. Norco House and the Bon Accord Centre should be demolished, and George Street linked to Schoolhill once more. Traffic should be able to flow freely and there should be parking.

NORCO site could help provide a new central library, advice (housing, into work, money, etc) in a visible and accessible ground floor location with higher footfall, potential with extra space for NESCOL on upper floors. The existing building should have extension removed if retained to provide more open space or could be demolished to provide a mixed use scheme with some residential helping to pay for a new library/advice/learning hub.

Norco House site, formerly John Lewis, is identified as an important site for new uses. (Page 55-63) Do you agree, and if so what uses would you like to have to support George St? - Do you agree that Norco House, formerly John Lewis, is an important site, and if so what uses should it have to support George Street?

Open it up as a mini market for local businesses. At reduced rate.

A multi cultural center to welcome everyone to our city and have a bit of warmth home and put in contact with help resources

Why

Aberdeen lacks a museum, the building or part could be used for this purpose.

There are good ideas, but I do not feel that I can contribute much. Some space can be used for a creative space, give start-ups an option to try things in an open office space, little workshops, kitchen, whatever, meeting rooms, etc.

Maybe offices, this would bring much needed staff to use the many shops/ cafe/sandwich bars

Yes, it seems crucial to deal with this large area. It needs to be a draw for people, either with a private sector use or removal of the building to create green space.

Not necessarily, it would be a shame to demolish the building and build another building, but if no use for the space can be found, I think a creatively used open space, could have a better impact in an otherwise closed off feeling area.

I agree that ideally Norco House should be retained despite its unpopularity. Its design limits possibilities (lack of windows for example makes residential use difficult) but it is well-suited for retail purposes.

Beneficial to increase residential opportunities, community space as well as space for employment opportunities.

Yes, indoor market, cultural centre, artists space

Cultural if possible but difficult to see an obvious practical use for such a specific layout and scale.

We're unsure on the needs of the area to offer informed comment on this. The number of empty shops on Union Street suggests that more retail space may not be needed at this time.

I agree it is an important site. I support the idea of mixed use with residential above commercial and possibly institutional (healthcare, academic)

Norco House is a significant landmark in Aberdeen, and if repurposed could really revitalise George Street. It seems that there is a hint at trying to create George Street as a place of artists/crafters/small independent retailers, and having the space to host some of these would be great. There also isn't really a nice coffee shop or place for lunch in George Street, so having something like that to replace John Lewis coffee shop would be nice, but sticking to the crafty/slightly alternative idea, rather than the large national retailer or caterer – we've got enough of those in Aberdeen. Opening up the space at the back to create a small park would also enhance the place. Again, all developments must be made fully accessible and inclusive to meet the varying needs of the local community.

For us, our experience with ACC officers in this realm is they only want to hear what they want to hear and engagement with them has been very very poor. They promise to follow up and we never hear from them. You may have new staff and they should be given an opportunity. We have a 3 phase plan for the Norco House. ACC could be instrumental in helping drive this forward and their involvement would be welcomed. Will they take it seriously I personally have had way too many aborted projects with ACC over the past 20 years. I am quite prepared to ignore this track record and engage with ACC if it's with mutual enthusiasm. It has always felt like they know best and show passive aggression by ignoring things they do not like, or people they do not like.



George Street Draft Masterplan
Extract from online Citizen Space Public Consultation Responses

Please provide any further comments you wish to make on the draft mini-masterplan. - Please provide any further comments

There are lots of ideas that potentially could make George St a destination rather than a thorough fare. My question would be who will deliver on the 60 (ish) projects? I note ACC is against several but wonder if a project manager needs to oversee with support from a community network made up of partners, business's and residents to oversee?

Nope I am fine

Pet friendly

Would like a nice fresh look with lots of cultures foods and things to do

I think George street should have more big name food brands and less fashion and beauty shops as they take up the whole street. It also needs cleaned like the rest of the city

Don't overspend. CCTV lighting makes sense as does demolishing Broadford works but seriously the area is managing

Cycle infrastructure esp so called National Cycle Route is woeful to awful. Let's actually have some segregated infrastructure that's cars can't park in. And sort out access across Mounthooley roundabout. It's awful. The rule for bikes is that their routes need to be continuous and more direct that vehicle routes. If necessary, send the cars underground.

Most of it seems unrealistic and not enough focus on the real issues in the area and across the city. Improve road access and parking first. But why is money being spent on this but then public facilities like libraries and swimming pools being closed? The approach is disjointed and lacks proper prioritisation and consistency.

use money this survey costs towards bucksburn pool

A lot of the shops are very similar so some new small businesses would be good with affordable rent for them

DO NOT BUILD THE NEW MARKET AT THE GREEN.

Much of the area feels uninviting for pedestrians - the access yard for Bon-Accord centre at Harriet Street & Crooked Lane for one. Cars parking/waiting on double yellow lines or double parking is a constant bugbear when cycling in this area along with parking/double parking close to junctions - it doesn't feel inviting or safe. Cycle accessibility is sensible but why make the designated route zig-zag from Mounthooley/NESCOL and not straight down George Street?

Listen to your people, and not just push your own out of date agendas. So many cities have vibrant urban projects like Dundee, Manchester, London, Glasgow. Ours seems to cater to those who don't even venture into the city centre past lunch time.

none

The plan should include other smaller marginalised groups like disabled people, charity organisations that support those marginalised groups. Possible also incorporate more community involvement like getting smaller local community groups to look after green spaces plant life.

Plan doesn't make it clear who they want to attract into the area and where they will come from. It obviously needs to include residents but who else and where will they come from and get there. Plan needs to consider that many working in the area do not work 9-5

What I have seen time and time again in any city when I think of "vibrancy" when I get shown around by the locals is street food / local food options and outdoor areas where you can sit outside in fresh air, socialise and see other people to dine, drink, etc in the evenings. Usually combined with art, green spaces, independent shops and an inviting atmosphere. Of course being outdoors is not possible at all times of the year in Aberdeen, however having been in many cold cities in Europe this is not considered the issue in as many places as it is here. The city need to start engaging with the younger, creative generations as to what it is they would like to see in George Street / Aberdeen as a whole, as it is them who will make or break the reputation of a city and Aberdeen is currently not well known for its reputation. The city have done well in the past with things such as outdoor markets (i.e. Thistle street Saturday market, no longer operating for some reason but always well attended) outdoor events with street food (Aberdeen Inspired summer nights at The Green, again I don't know why these were stopped) which had a positive impact of improving civic pride and not giving people the excuse of saying "there's nothing to do" or talking negatively about the city. George Street will be well placed to benefit from this. Considering instances such as The Bikeyard just up the road from George Street no longer being allowed to operate in the old Ecosse Motorcycles building, despite superb attendance and a clear desire for it to exist. How exactly does something like that fit with the community you are claiming to want to create? There needs to be a switch from always placating existing businesses with their own individual agendas or allowing individuals who will never benefit the city from objecting to plans and allowing fresh new ideas and opportunities to go ahead. The council must be bold, headstrong and set up working groups with the people who will actually help improve the reputation of the city - those aren't the same people as the ones complaining about the lack of parking in the city centre. There needs to be a big push to help encourage local businesses to concentrate in the same area so you can go from one shop to the next. Leave Union Square to the chains and brands and keep George Street independent.

None

None

Stop equating restricting people's ability to travel in the city with improvement , it's improvement for one section of people , it is complete isolation for the rest

None

The council will inevitably need help finding a single commercial occupant for the Norco House site, and John Lewis left for their reasons. The building is exciting architecturally and would be a fantastic fit for a big-name gallery or museum, such as the first Tate Scotland, or a Design museum similar to that seen in London. It would provide a valid reason for people to come to Aberdeen outside of just exploring the city

None

Pedestrianised

knock down shmorge syreet

Also could you add a volcano to the area as it looks radical! (Mount vesuivius or Everest)

More donor kebabs please

Please provide any further comments you wish to make on the draft mini-masterplan. - Please provide any further comments

It's good. I also think the shops along George Street need to be more varied.

I think overall idea is great as we need to encourage more people into this area and improve it but I am concerned about the practicality of encouraging people into the area but not allowing access for cars and taking away parking. Even if cars are travelling through this area they may still see something which catches their eye so they then stop or they come back later.

n/a

Very happy this is being talking about, I agree wholeheartedly with it

CAN WE ROUTE MORE BUSES DOWN BLACKFRIAR STREET INSTEAD OF VIA BROADSTREET, ITS QUICKER FOR THE BUS ROUTES 19 BEST EXAMPLE OF A 10MIN JOURNEY TRAVEL SAVING.

The area is central to the city. I would also like to see this plan extended to the derelict factory and industrial areas that take up a huge amount of space in the heart of the city. These spaces could be cleared for green space or hybrid residential/cafe space which would extend the city centre which is currently cut off by the bon accord centre.

not sure how Broadfold works features in this - it has been in redevelopment now for over 2 decades and not a single piece of work has been done, if anything the owner seems to be wanting it to fall down then they do not have to restore it

Hopefully something will happen and improve the area.

This survey is not particularly easy/user friendly to use. Boxes for text should be "bigger" so that you can see what you are typing, rather than it being a long line not good survey design!

One element that is, understandably, missing is how this will be financed - and to also identify what the alternative options are (eg staged development) should insufficient finance become available when desired. We should also manage the public expectations (ie risk of 'disengagement' should any of the proposals not come to fruition). Probably most importantly, we need to explain to the public what the financial implications are and whether this would reduce the amount of money available for public services (eg nice George St, but it would have been better to keep the libraries and swimming pools open).

Stop wasting money on 'Masterplans' and use the money to keep Bucksburn swimming pool and the libraries open. The council do not care about the people of Aberdeen and I will never vote SNP again!

Open up union street to traffic

No thank

Knock down bon accord centre and move those shops into union street or George st to help liven them up. Aberdeen shopping is just not worth coming into town for- and I only live in Rosemount. Would rather get train to Edinburgh

To have local people creating and selling goods

Please, please put in lots of trees and gardens. Aberdeen needs way more trees. Maybe also homes for wildlife like bird nesting boxes and hedgehog homes. Could we also help the gulls? People hate them but they don't realise they're in decline. We could create a culture where wildlife is cherished and nurtured.

The plans for the area should be redone with the Bon accord centre removed

Upkeep of roofs, cleanliness, reduce disorderly behaviour

It's mostly nonsense. Especially the bits about 'Active Transport'. They are a joke in the North East of Scotland! 😞

Great to have this consultation, but need to break the masterplan down into smaller quick wins and longer term projects which come together to deliver the broader vision. Doesn't feel like the sparks for regeneration are clear enough yet, and public realm improvements on their own will not do it.

You should be concentrating on the residents of Aberdeen. Eg Bucksburn swimming pool. Libraries not who you can attract to the city.

I think this should be like Camden market, little china etc that London has we are renowned for being a welcoming city to all let's show it visually that we are and always will be

The council don't listen to the public so it's a waste of time

There's lots of heritage and history from the area, the design plans could reflect this to create character and an aesthetic vibe.

Forcing all businesses to have a standardised front sign could actually kill some of the atmosphere. It should not turn out to be looking like a shopping mall, dull and boring. The variety of different sizes of the signs and random designs does not have to be a bad thing. Of course, there could be restriction of covering too much of the buildings, but every sign in the same basic cut, material or even design would be boring and "too much". A place like George Street would be good to be tidy where it matters (litter on the street, overflowing bins, etc.) but not with the shop signs, so I do not think that overregulation of this matter is needed.

We have been based at 266 George street now for 27 years the only time life was grim was during the covid when George street was one way this only created more pollution.

Please try to bring as much green space in as possible, and prioritise pedestrians. This could be my route into town on foot, but at the moment it is a bit grim.

No further comments

Overall I support the plan & wish to draw attention to the need to restore the Student Union murals and provide public access as part of city-centre regeneration.

Planners will no doubt consider the preservation of the nationally important Sivell murals in the former Student Union on Upperkirkgate

Great if set into action plan=enabled.

RGC is keen to work with ACC and other stakeholders in support of successful Masterplan outcomes.

Please provide any further comments you wish to make on the draft mini-masterplan. - Please provide any further comments

We would like to have seen health and wellbeing given far more consideration and prominence in this assessment. In future we'd strongly advocate that these local development planning opportunities incorporate far more meaningful health impact assessments. Of the 16 mentions of "health" in the document: - three related to council aims for healthy life expectancy and healthier lives for those with long term conditions - five express general aspirations for health; - there is a single mention (in the planning guidance sections) each for health and transport, health and green/blue spaces, health and air quality, and the need for a "healthy economy"; - in the land use section opportunities to create "health and beauty shops" was mentioned; - finally, as an area for action, there were two mentions of, and 1 specific action relating to, redesigning residential streets. This action is the only action with a specific mention of health in appendix 2. Admittedly, other actions assume health will be a co-benefit of actions. I think there is the potential for many health benefits associated with the scope of the development – but this plan does not actually suggest how these will be conceived or delivered. Whilst not part of the consultation, I looked at the SEA. I quote the assessment of population and health impacts from the non-technical summary: "The overall effects of the draft George Street Mini Masterplan on population and health are generally positive because the new development will provide for access to retail/recreational/leisure facilities, improved infrastructure and potential new employment and economic opportunities. However, traffic from new development and other polluting uses could have a negative effect on air quality which may have a negative effect on human health. The draft George Street Mini Masterplan includes Design Principles try to limit this effect through sustainable transport options. The process of creating and delivering masterplan projects creates optimism, certainty, investment, etc and when founded in community engagement should give greater place enjoyment, a sustainable place and a liveable place." This seems to provide a slanted view of the evidence - where the economic and leisure opportunities "will" have a positive effect on health, whilst traffic based air pollution only "may" have a negative effect and this will be mitigated by sustainable transport "options". Lastly, the social environment may warrant more consideration in the plan - ways to support and extend local relationships, social contact and support networks that exist in the area. E.g through the provision/improvement of informal spaces or supporting the volunteering infrastructure.

I support the generally positive descriptions of George St contained in the plan. The Bon Accord centre and its ancillary spaces remain the greatest obstacle to overall improvement but the proposals to invest in the basics of maintaining what is already there and introducing trees seem very worthwhile



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