

## **Standards for Streets: Implementation Progress**

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**Planning Committee**  
**19 April 2007**

### **1. Purpose of report**

- 1.1 To advise Committee of the progress being made in delivering a new approach to Streetscape and in implementing the objectives contained within the Edinburgh Standards for Streets.

### **2. Summary**

- 2.1 The finalised version of the Standards will be launched in April. A communication strategy will ensure that the document is both user friendly and accessible to everyone involved in streetscape. The Streetscape Delivery Process is underway with the appointment of John Dales as the independent design advisor. He will facilitate a training programme for the Edinburgh Standards for Streets.

### **3. Main Report**

#### **Background**

- 3.1 Over a number of years, the Committee has established high standards for public realm. The original Streetscape Manual was reviewed and the operation of the Streetscape Working Group reassessed.
- 3.2 In November 2006, the Committee approved a revised approach to Streetscape. This recognised that a cross cutting initiative within the Council between City Development Transport and Planning, and Service for Communities, as well as with external agencies, is essential to enhancing Edinburgh's Public Realm. The new approach set out a three tier system made up of a Streetscape Board, a Streetscape Delivery Group and the existing Streetscape Working Group. The first output of the new Structure was to ensure that Edinburgh Standards for Streets was completed and cascaded through all relevant personnel. The appointment of an independent design advisor to sit on the Streetscape Delivery Group and act as an adviser to the Streetscape Board was seen as essential to the success of this Initiative.

The Edinburgh Standards for Streets is the key piece of policy guidance on the design, implementation and maintenance of the public realm within Edinburgh. The Standards focus on providing both the principles - helping to establish a clear rationale behind the Council's approach to the design of streets - and the design guidance - setting out detailed policy to direct the delivery of public realm improvements.

### **Document Completion and Launch**

- 3.3 Now that the Standards have been completed, they will be launched in May at an event attended by politicians and key stakeholders from both the public and private sector. The launch is an important opportunity to highlight the Council's commitment to improving the quality of its public realm and setting out the framework for the future thinking and approach to streetscape design as well as bringing 'placemaking' into the design of streets.
- 3.4 Substantial consultation has taken place, drawing on a wide range of interests and expertise to comment on the scope of the guidance and there was considerable support for tackling the issues of street clutter and making progress towards improving street design.
- 3.5 By establishing the document as a vital policy tool, this will ensure that:
- greater coherence and continuity in Edinburgh's public realm is achieved;
  - best value is gained from both private and public investment;
  - the city's streets are able to operate as shared and integrated areas of movement;
  - the improvement of streets for sustainable forms of movement such as by bus, bicycle and foot is made a priority;
  - public streets and spaces are made more enjoyable places to be in;
  - historical materials and features of the street scene are maintained and in some areas enhanced to help complement the city's historic built form.
- 3.6 In order for the Standards to become an integral part of the delivery of public realm improvements across the city, they need to be both easily accessible and user friendly. Various methods will be employed in order to raise awareness. These will include:
- The availability of the Standards on the Council web site.
  - Posters illustrating the key streetscape principles, together with the streetscape delivery process.
  - Leaflets distributed to target audience in order to inform the public and businesses of the document's content and key principles.
  - A series of action cards that will summarise the key guidance sections within the document, in order to make the document more user-friendly and raise awareness for those whose role, whether design, implementation or maintenance, will relate only to a particular section.

- The leaflet and action cards will also incorporate a design checklist identifying the key questions that should be asked when designing and implementing changes to the public realm.
- The poster, leaflets and action cards will be available at the roadshow presentations and other training sessions (see para 4.7.)

### **Appointment of External Design Consultant**

3.7 Following Planning Committee's decision in September 2006 to appoint an independent design advisor, John Dales has been appointed in this role. John Dales is tasked with:

- Ensuring the principles to achieve a quality streetscape are being followed across the Council;
- Ensuring the current themes on best practice for streetscape and public realm are applied in Edinburgh;
- Undertaking an audit of the processes employed in the delivery of key public realm projects; and
- Assisting in the delivery of the training and skilling up programme in conjunction with the City Design Champion.

3.8 John Dales MSc BSc MIHT MCIT MILT has over 20 years experience in the public and private sectors, in the UK and abroad, dealing with the conception, design, execution and management of a wide range of urban transportation and traffic projects. He specialises in the movement and access aspects of interdisciplinary urban design, masterplanning and regeneration studies and in the design and operation of multi-functional urban streets. His work encompasses major development projects, integrated transport studies, and new public transport and highway infrastructure schemes, as well as traffic management, bus priority, road safety, parking, cycling and pedestrianisation projects. He has also undertaken related tasks including development control, computer modelling, strategic policy development, road safety audits.

### **Training Programme**

3.9 The training programme will explain the key principles that provide the rationale for the standards and guidance on adhering to these key principles.

3.10 The training programme consists of:

- Strategic Seminars
- Practitioner Workshops
- Roadshow Presentations; and
- Lunchtime Seminars.

3.11 The strategic seminars set out to raise awareness with key stakeholders of the Council's vision for public realm and streetscape that best responds to people, context and traffic requirements in a comprehensive manner. The seminar will

explain the reasoning behind the Standards and ensure high level support within all agencies involved in the design, implementation and maintenance of Edinburgh's public realm.

- 3.12 The Practitioner workshops aim to skill up key officers involved in public realm delivery in the detailed design and implementation implications of the Standards.
- 3.13 The series of roadshow presentations between May and December will raise awareness, giving all council teams a basic understanding of the document. Consisting of a series of short 15 minute presentations at monthly team brief meetings, the roadshow focuses on providing an awareness of the Standard's existence and its importance as a reference tool.
- 3.14 The lunchtime seminars will focus on a series of themes on public realm and streetscape challenges and the role of Edinburgh Standards for Streets. The aim is to raise awareness of the Standards to a wider audience. The seminars will cover current topics such as the integration of the tram into public realm and how to best achieve 'place making', drawing upon best practice identified through the Council's Design Initiative.
- 3.15 The training sessions will also briefly set out how the streetscape delivery process will operate. Information on the full programme of training proposed was presented to the Streetscape Board Meeting on 11<sup>th</sup> April 2007.

#### **4 Financial Implications**

- 4.1 The training programme is subsumed within the Planning and Strategy budget under the Design Initiative.

#### **5 Conclusions**

- 5.1 The Standards will be fully integrated into the Council's design and implementation of public realm through the initial launch and a comprehensive programme of awareness raising and training. The communication strategy, including web, posters, leaflets and action cards, should also raise awareness of the Standards and its implications for everyone involved in the design, implementation and maintenance of Edinburgh's public realm.
- 5.2 The appointment of the Independent Design Adviser will facilitate the delivery of the training programme in order to ensure the principles to achieve a quality streetscape are being followed across the Council. The training at strategic and practitioner levels as well as the road show presentations which will give a comprehensive overview of the document raising awareness and skilling up key staff, and the lunchtime seminars will focus on key themes.

## 6 Recommendations

6.1 It is recommended that the Committee:

- (i) endorses the proposals for the Edinburgh Standards for Streets launch and communication strategy;
- (ii) endorses the appointment of John Dale as the Design Advisor for Streetscape;
- (ii) receives a further report on the details of the training and skilling up programme.

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PP  
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<b>Appendices</b>	None
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<b>Wards affected</b>	All
<b>Background Papers</b>	1 Report to Planning Committee 13 September 2006 'A Delivery Process for Streetscape'  2 Report to Planning Committee 9 November 2006 'Edinburgh Standards for Streets Finalised Version.'