



# PUBLIC LIFE STREET ASSESSMENT

PORTOBELLO

CLIENT: CITY OF EDINBURGH COUNCIL | PRODUCED BY: HERE+NOW C.I.C. | MAY 2016

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+ NOW

**Report produced by: HERE+NOW C.I.C.**

Research data collected January-February 2016.  
Research analysis conducted February - May 2016.  
Report presented to the City of Edinburgh Council  
in May / June 2016.

HERE+NOW is an Edinburgh-based landscape  
architecture studio specialised in co-design and  
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**Client: The City of Edinburgh Council**

Project: Public Life Street Assessments, Lot Two -  
Portobello.

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# INTRODUCTION



# INTRODUCTION

This report comprises part of the second of two larger studies investigating the public life of five town centres and streets in Edinburgh. This research and report has been compiled by HERE+NOW on behalf of The City of Edinburgh Council.

The report presented here relates specifically to the Portobello town centre. Additional reports are available, presenting findings from the research, analysis and design responses for four other town centres across Edinburgh. These are; Leith Walk/ Great Junction Street, Bruntsfield and Morningside Road, Stockbridge and Nicolson St/Clerk St.

These Public Life Street Assessment studies include a mix of direct observation methodologies, user interviews and more focussed substudies such as facade, land use and activity studies. Together this mix of research methods helps reveal how each town centre and street environment currently functions in terms of both pedestrian and cyclist movement and as a place. In-depth analysis of data collected as part of this methodology enables identification of trends present in the way people currently use the street environment. This in turn, helps inform and develop suggested design responses and opportunities for improvement. These are put forward based on data analysis in combination with the landscape architecture and street design expertise of the research team.

Consistent methodologies, techniques and research team were used for each of the five total town centre studies. This enables comparable research findings between the five different Edinburgh town centre and street environments. This consistent and thorough research methodology provides an excellent baseline set of data, giving a clear picture of how each town centre is used at present

and its current level and diversity of public life. This research methodology could be repeated in the future following any improvement works or changes to the area to give a post-evaluation study for comparison.

These Public Life Street Assessments deliberately focus on the user experience of each street environment, rather than an audit of just 'what's there' in terms of infrastructure. This approach uses a mix of user interviews and direct observation studies (including behavioural mapping, demographic mapping, pedestrian counts, tracing studies and test walks) to enable valuable in-depth analysis and suggestions of design responses to improve each town centre from a user perspective. This user-centred design approach helps identify common frustrations for pedestrians and cyclists in each street environment, and common aspirations for improvement. This approach helps indicate and target those potential design improvements that might be most effective, and deliver most positive impact from a pedestrian or cyclist user perspective. These suggested design responses are intended as a starting point from which they can be further refined to also incorporate Council officers and other local stakeholders' knowledge.

The research, analysis and design responses summarised in this report have been compiled by the HERE+NOW team of Landscape Architects and Urban Designers. We are pleased to have been involved in these Public Life Street Assessments, from on-the-ground research through to rigorous data analysis and the resultant suggested design responses for these key town centre streets in Edinburgh, revealing their potential for more public life. We feel this comprehensive approach undertaken by one consistent team - from direct

observation and research 'on the street' through to analysis and design responses - ensures the richest capturing and analysis of data, and the transformation of this detailed information into the identification of key opportunities and potential design responses for these complex and interesting places.

We recognise that these Public Life Street Assessments present an exciting opportunity to supplement the Council's existing knowledge about how these town centres function at present. We hope these studies can add value and insight, offering local contextualisation for the Edinburgh street design guidance and providing opportunity for further monitoring and improvement of the public life of Edinburgh's streets. These assessments are intended to build on the existing thinking and work to date, including the Local Development Plan, Town Centre First policy and Town Centre Toolkit, to help realise these important public spaces as hubs for their neighbourhood, and which promote a pedestrian friendly environment conducive to social interaction, economic vitality and quality of life.

These public life street assessments are important in providing valuable information, analysis and possible design responses that can help ensure the maximisation of public life across Edinburgh town centres in the future. We hope this research study will be useful in informing positive change to these street environments. We believe the best design decisions are based on a solid grounding of thorough research findings, and hope that the key priorities and responses that have come out of this research will help stimulate discussions about the possible ways to improve each town centre.



# EXECUTIVE SUMMARY

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This report is one of a series of Public Life Street Assessments. It includes the methodology, analysis of data and design responses proposed for the town centre of Portobello.

This assessment has included analysis of the movement and place function of this town centre using a standardised methodology. This consistent methodology enables comparison with the other four town centres completed in late 2015 and early 2016. It also provides opportunity for future assessment using the same methodology to evaluate any changes made at these locations or for comparison with other additional town centres in Edinburgh.

A range of direct observation techniques were used in combination with qualitative semi-structured user interviews and the expertise and observations of the HERE+NOW research team of landscape architects and urban designers. Together this mixed method approach enabled a large amount of useful data and analysis to be collected in terms of the existing public life, user experience, and movement and place functions of the Portobello town centre.

Research took place during January and February 2016 on both a weekday and weekend day (Tuesday, Saturday), and at five different times of day (8am, 12pm, 3pm, 5pm, 7pm) to ensure the maximum diversity of different usage patterns was captured. The suite of research tools and techniques were carried out in a standardised consistent manner

by the team of researchers simultaneously across five locations in each town centre, at each of these five time slots and on both research days. Research techniques included a mix of user interviews, direct observation methodologies and test walks combined with a series of sub studies and further assessment by the research team. This provided a thorough study capturing use of the town centre at a diverse range of times and gave a wealth of useful information and data for analysis and comparison.

In the Design Responses section of this report, data analysis and interpretation findings for the current place and movement functions of the town centre have been combined with HERE+NOW's 12 Design Principles for Healthy Public Spaces. This combination results in a series of suggested design improvements that respond to the trends shown in the site-specific data analysis for this town centre in combination with global best practice. These design responses are intended as options and suggestions rather than definitive answers.

Analysis of the Portobello town centre revealed that it has a very different movement and place function. This executive summary includes a concise overview of the main findings from the data analysis, followed by an overview of the design responses and approaches suggested. These Public Life Street Assessments are just a starting point in the process of improving a street - giving robust data about its current usage, user opinions and aspirations, and key findings about both its existing condition and

potential for improvement. As such, the design suggestions and approaches suggested have been put forward with an aim to inspire and catalyse further design development and ideas rather than being finalised design solutions.

## PLACE FUNCTION

Place function for Portobello was established by synthesising the mix of data and results from the suite of qualitative and quantitative research methods used to assess the town centre, and analysing these findings against Gehl's 12 Quality Criteria. In doing so, this research found the Portobello town centre had mixed results in terms of place function. Portobello scored favourably for feelings of safety from crime, opportunities to talk and listen and opportunities to see. However it scored less well for qualities including protection from climate and pollution, feeling safe from traffic, aesthetic quality, and opportunities to stand and stay.

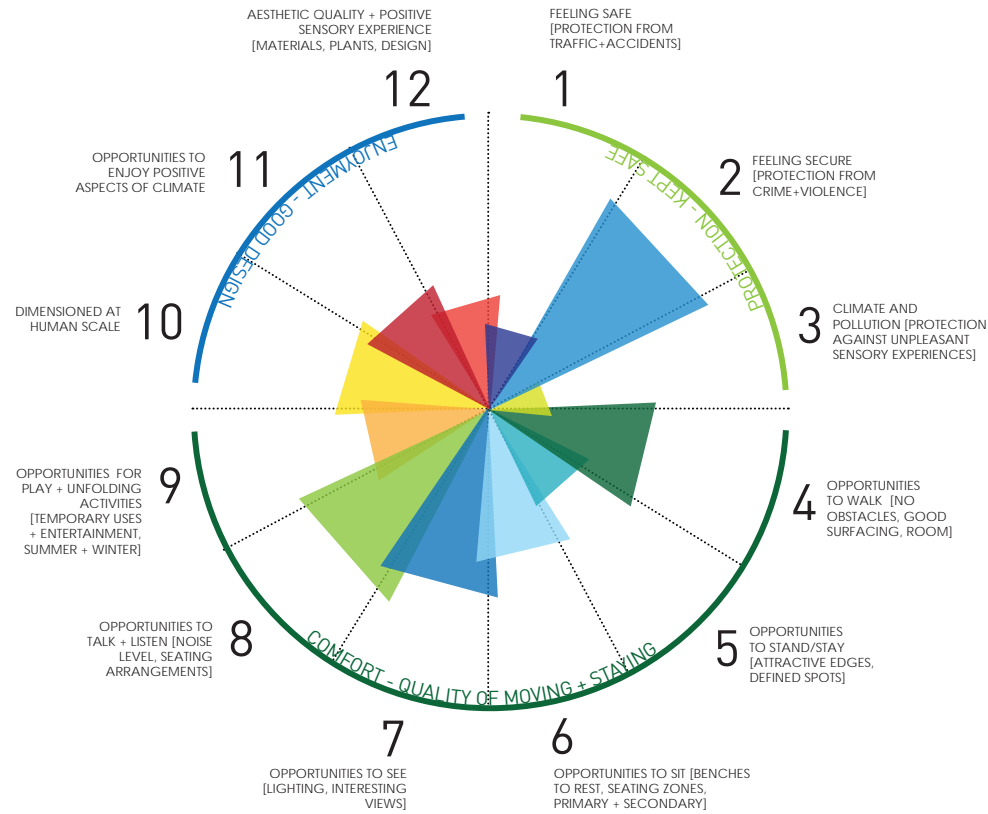
## MOVEMENT FUNCTION

In terms of movement function, Portobello scored poorly for cycling movement, and slightly better for pedestrian movement. Key issues were found to relate to cyclist perception of safety from traffic - with many cyclists walking with their bikes rather than cycle on the road and large amounts of car parking being prioritised over cycle lanes. Pedestrian scores were average in terms of



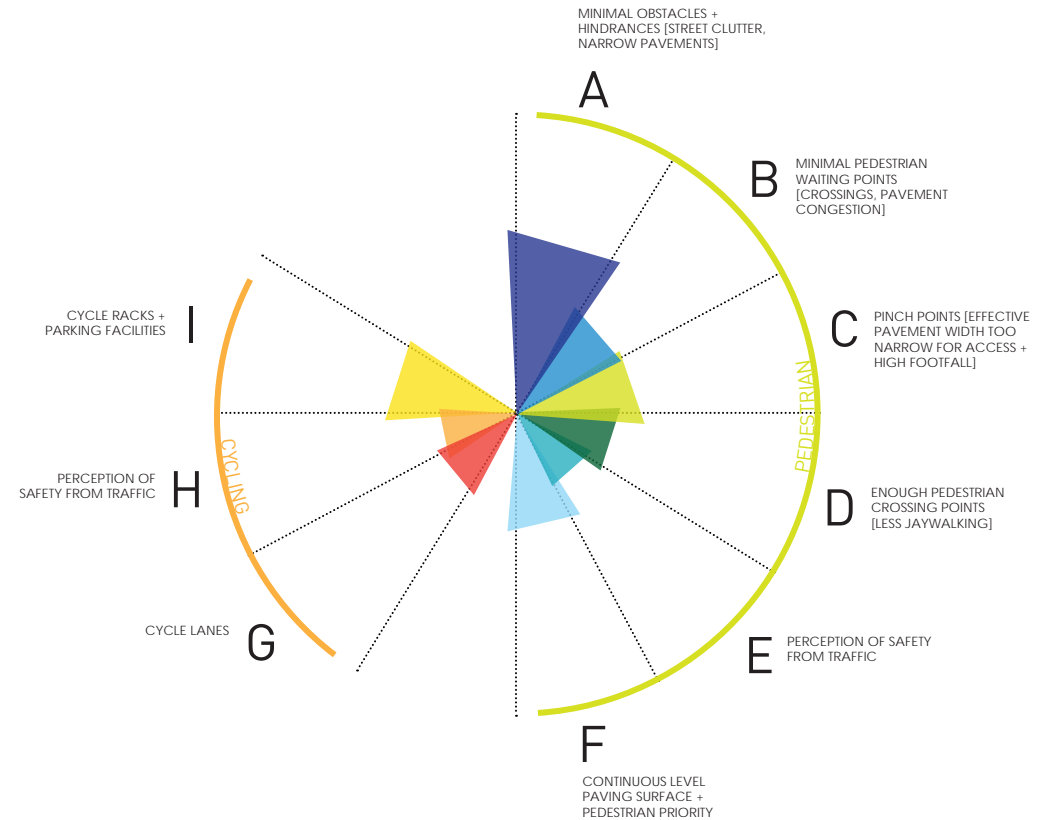
# PLACE FUNCTION

ASSESSED AGAINST GEHL'S 12 QUALITY CRITERIA



# MOVEMENT FUNCTION

BASED ON DIRECT OBSERVATION TECHNIQUES + USER INTERVIEWS



movement function for obstacles and hindrances, but scored less favourably for perception of safety from traffic, and appropriate quantity and position of pedestrian crossings. These results for place and movement function highlight some of the strengths and key issues found in the town centre, and were used to inform the potential design solutions suggested.

## CURRENT USAGE AND OPPORTUNITIES

User interviews were conducted at each location within the town centre. Up to three users were interviewed at each of the five time slots and on three different days of the week, typically giving a sample size of up to 150 interviews. User interviews were also coded to give a breakdown of the specific types of activities users were engaged in along the town centre.

The most common user activities across the whole town centre included catching the bus, walking home, walking the dog, and walking to the shops. These are primarily necessary activities and highlight the main uses of the Portobello town centre for necessary rather than optional or recreational activities. Many users stated that they felt Portobello High St was "a practical not attractive place". The nearby promenade and sea had the biggest positive impact on public life and optional and recreational activities. It would be beneficial to better connect this adjacent linear

destination to the town centre streets to make one cohesive town centre incorporating the sea front as well as improve opportunities and the attractiveness of more staying activities along the High St itself.

Whilst few users self-reported their purpose of being in the public realm as for recreational activities, during user interviews many mentioned they enjoyed frequent chance meetings and conversations in the street with other locals. Whilst these encounters are currently cut short due to an uncondusive street environment, this highlights the potential to build on this social capital to create more sociable spaces where people can meet for longer periods and gather.

Whilst this gives an overview of some of the key findings from the data analysis and resultant design responses, it is advised to take a closer look through the full report's Analysis section to more fully understand the different results and trends found at each location in the town centre and which have informed the design responses put forward.

## DESIGN RESPONSES AND NEXT STEPS

An overview of some of the potential design responses suggested based on the findings of this research are presented overleaf. However it is worth noting these are just possible design solutions created as part of this contained research sub-

study. To more fully develop the potential design responses and start to agree a plan of action for which might be taken forward and further developed or implemented, it would be recommended for a next phase to follow this report. This next phase might consist of facilitated internal Council workshops to learn from existing knowledge within Council teams to further develop and refine possible design solutions and together further shape and refine which of these pilots, 'quick wins' and longer term design solutions are worth investigating further, who will take these forward and how they might fit within existing Council plans and initiatives.

We would like to thank City of Edinburgh Council for asking us to undertake these Public Life Street Assessments, and hope they will be of use in further improving these important local town centre spaces.

## PORTOBELLO: POSSIBLE DESIGN RESPONSES



Pilot - design and install a parklet to take up 2 to 4 parking spaces along Portobello High St in front of Skylark to increase public realm for pedestrians at this narrow point and promote outdoor seating and staying activities.



Quick win - install a series of 'Chatty Benches' at key locations throughout the town centre to foster social interaction and provide places to stop and rest for older or less mobile users.



Extend current single yellow lines to double yellows near the junction of Portobello High St and Brighton Place to reduce congestion and open up the public realm.



Extend the existing cobble surface from the Promenade further into Bath St to create a shared space surface suitable for outdoor seating for the Beach House and The Espy adjacent.



Prioritise Bath St as a pedestrian and cycle friendly primary route to the promenade. Celebrate local businesses and initiatives with a 'Local Party' festival to bring together community and temporarily pedestrianising parts of Bath St.



Test and iterate ways to create a more user-friendly public plaza outside the Bank of Scotland at the junction with temporary moveable seating and planters to help co-design and longer term improve this public place.

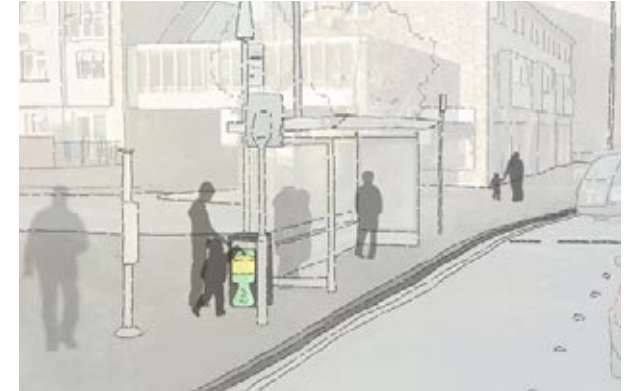




Creative art installations and wayfinding installations help highlight the route and connections to the sea and promenade from the town centre whilst working with local artists.



Pilot a series of Play Streets at Adelphi Grove and Rosefield Avenue to encourage outdoor play, public life and a sense of community.



Introduce 'Bin It For Good' scheme at bus stops on Portobello High Street to reduce litter and benefit local initiatives.



Create 'Little Green Growing Spots' on underutilised scraps of public space along the High St and side roads. Work with local residents to transform these into community growing or green spaces.



Create a greener gateway to the North of the town centre and integrate cycle lanes to make this a more attractive and welcoming key entry experience to the town centre.



Implement pilots longer term as part of a holistic street redesign or targeted projects. This might include raised tables at all minor roads, increased space for seating and trees at more generous corner locations and a reprioritising of pedestrians and cyclists over vehicles.



# ANALYSIS

# ANALYSIS

This section details the results and analysis of all data collected at each of the five locations within the Portobello town centre.

This includes summary and analysis of data from pedestrian counts, behavioural mapping, demographic mapping, tracing studies, researcher diary entries and observations, test walks, mapping of obstacles, waiting points, and user interviews. Together this gives a holistic understanding of how these town centres and public spaces currently function in terms of both movement and place function, user perspectives of the existing street condition and the current level and potential for public life.

This analysis is split into an 'overview' synthesising all the information gathered for the town centre as a whole, followed by a breakdown of analysis and results from each of the five key locations studied in more detail.

In the 'overview', analysis of each of the composite research techniques and data has been brought together to graphically show the overall results for

the town centre's movement and place function. This is shown in summary via the two graphic diagrams for the town centre. The first assesses the town centre's place function against the Gehl 12 Quality Criteria, and the second graphic gives an overview of the town's movement function in terms of conditions and experiences for pedestrians and cyclists.

These diagrammatic overviews build on all the data analysis completed for each town centre, in addition to a SWOT analysis compiled by the research team during a post-assessment workshop to build on their combined experience of these town centres.

The analysis then breaks down the research into more detail, showing summary results for each of the five key locations throughout the town centre. This brings an additional level of detail at key places along the town centre where there is either greatest potential for public life, or where 'typical' street characteristics have been looked at in more depth with the aim that research findings can inform improvement of other similar parts of the town centre.





# OVERVIEW

## PORTOBELLO

An overall analysis of the existing public life and potential of Nicolson St and Clerk St as a town centre is presented here.

The overall analysis is summarised below in a 'SWOT' analysis of the town centre and its existing and potential for public life, in addition to two graphic summaries of this combined knowledge as based on the data analysis in combination with more qualitative observations.

This overview is the combination of data analysis results from the direct observation methodology used on the ground, together with more qualitative researcher observations and user interview techniques. This mixed method approach has been synthesised and combined by the professional urban design and landscape architect team who were also the researchers 'on-the-ground'. Their insights have been collected and incorporated into the research findings.

## SWOT ANALYSIS

### STRENGTHS

- Proximity to the Promenade and beach.
- Strength of community - local residents know one another and frequently stop to talk to each other in the street.
- Positive architectural features and character. For example the Town Hall and police station.
- Wide pavements in some places ease pedestrian movement and allow window shopping.

### WEAKNESSES

- The junction at Brighton Place / Portobello High St / Bath St currently prioritises vehicular movement and is difficult for pedestrians and cyclists to navigate safely and without frustration.
- Large traffic volumes and lines of parked cars on both sides of Portobello High St from Bath St to Bellfield Lane create a significant barrier to pedestrian movement between both sides of the street.
- Limited pedestrian crossings along Portobello High St reduce connectivity for pedestrians and result in users 'sticking to one side' as they walk.
- Limited active frontages or activities after 5pm each day reduce public life and numbers of those in the street.
- Litter is a particular problem along Portobello High St between Brighton Place and Rosefield Avenue where it blows against users on windy days and is seen to reduce attractiveness.

## OPPORTUNITIES

- Enable a better connection with the Promenade and beach including primary and secondary routes for those on foot or by bike.
- Encourage a more compact town centre encompassing both the High St and Promenade as well as interconnecting routes in between.
- Potential to better link to other cycle and walking routes to Leith, Musselburgh and central Edinburgh.
- Build on existing strong community spirit to partner with local organisations and groups.
- Foster social interaction by creating sheltered, nodal gathering spots with informal and formal seating and planting in the street to better facilitate stopping and staying activities resulting from chance social meetings.
- Room on some street corners and other 'left over' spaces which could be better utilised for green space and/or community garden spaces.

## THREATS

- Heavy traffic creates a barrier between sides of the road.
- Large percentage of carriageway dedicated to car parking spaces - resistance to reducing these to benefit public life and quality of public realm.
- Vacant shops create a feeling of dereliction and lack of care and investment.
- Volume of bins required for town centre businesses / residents.



# OVERVIEW

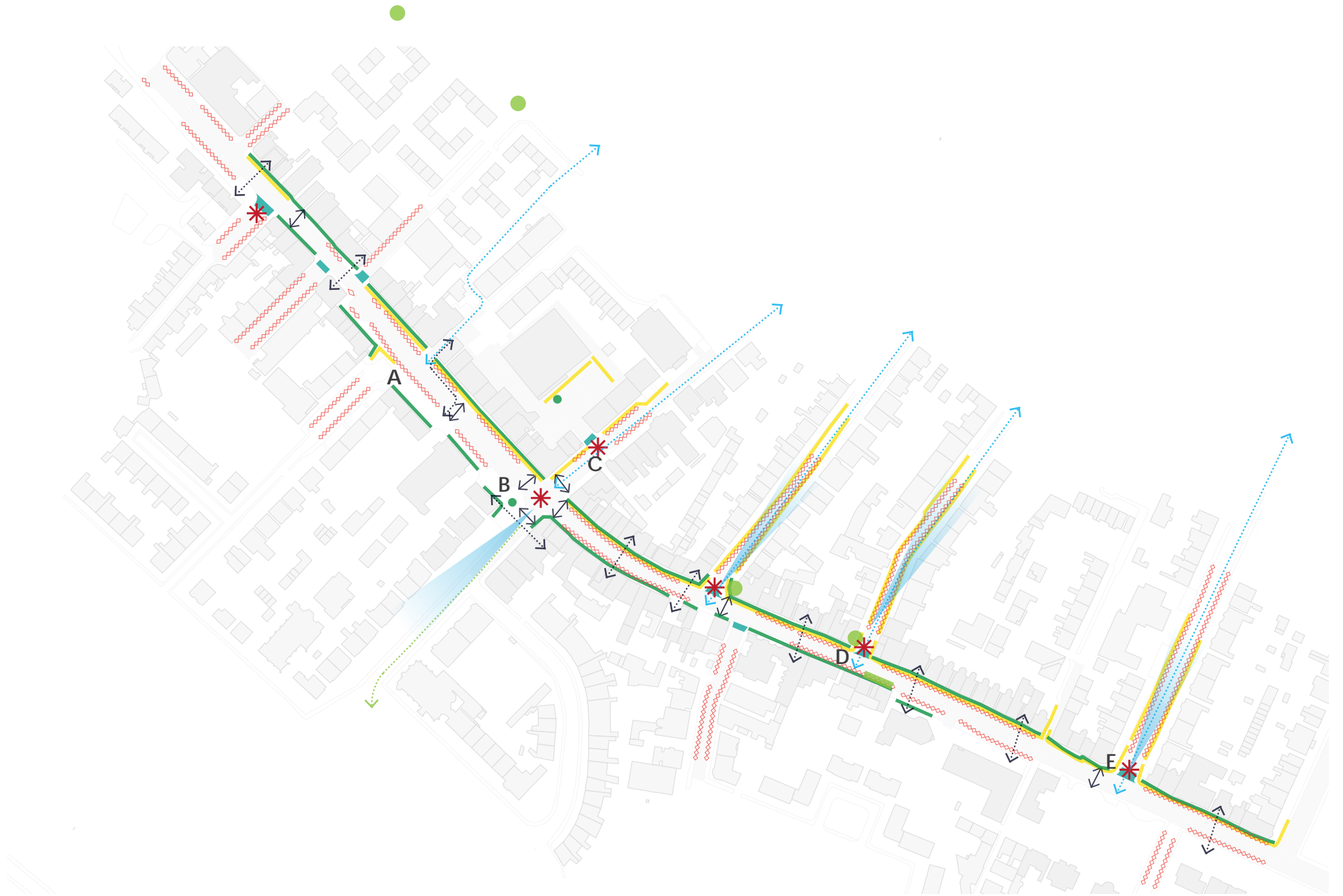
## PORTOBELLO

This analysis diagram summarises the overarching research observations of the current condition of the town centre. It has been compiled based on a synthesis of researcher observations and diaries, sub-studies by the research team and analysis of the data collected from Test Walks and direct observation at each key location.

This analysis diagram presents a holistic understanding of the town centre, its current movement and place function, and key opportunities and strategies to enhance the street environment both as a place for public life and easier movement on foot or by bike. It also shows the five locations (A to E) that research was focussed on during research days.

-  Key areas of conflict between pedestrians and traffic. Where pedestrians are trying to move freely between different parts of the town centre or cross the street but traffic or parked cars are proving a hazard or barrier.
-  Favourable microclimate (sun, mostly sheltered from wind)
-  Key positive views
-  Existing pedestrian crossings.
-  Existing public life - primarily relating to active shop fronts with some small gathering spots.
-  Connections to key local green spaces.
-  Better prioritising of pedestrians needed at minor road junction e.g. addition of raised tables, reduced corner radii, increased pavement width, improved drop kerbs.
-  Improved connection desirable to the Promenade and sea
-  Parking, including loading bays and single yellow lines. Places cars regularly stop, hindering and creating a barrier to connection with the opposite side of the road
-  Redundant carriageway space suitable for parklet or other seating or growing space
-  Increase visual and walkable connection between both sides of Portobello High St for pedestrians
- A** Key location at which research was conducted [labelled A to E].





# PLACE FUNCTION

## ASSESSED AGAINST GEHL'S 12 QUALITY CRITERIA

To assess the place function of a town centre we used the 12 Quality Criteria advocated by Gehl Architects. This gave us 12 categories against which we assessed the component elements of these places.

From this assessment we created a 'place function' graphic as a visual representation of all the data collected and analysis relating to these 12 qualities. These scores are based on qualitative data primarily gathered from semi-structured user interviews. However other data collected as part of the methodology also fed into the analysis. For example; tracing studies, behavioural studies, demographic mapping, and pedestrian counts, as well as researcher observations.

Overall, the Portobello town centre has a mix of place function scores. For example 'feeling secure' and 'opportunities to talk and listen' score particularly highly due to user interviews revealing the vast majority of users feel safe and that crime is not a threat, with many (except at the main junction) stating they enjoyed the quiet atmosphere and chance meetings and conversations with others in the street. However, Portobello scored less favourably in terms of its place function for opportunities to play and unfolding activities outside, protection against climate, feeling safe from traffic, aesthetic quality and sensory experience, and opportunities to stand and stay. These lower scores relate to a key hindrance to public life being seen by users as the prevalence

and noise of traffic, a street environment that seems to prioritise vehicles over its sense of place, and little shelter or protection from unfavourable climatic factors and lack of suitable informal and frequent enough formal seating to better enable staying activities.

Overall this gives the Portobello town centre a mixed place function, with some areas which could be improved upon to increase the potential for public life.

### HIGH PLACE SCORE

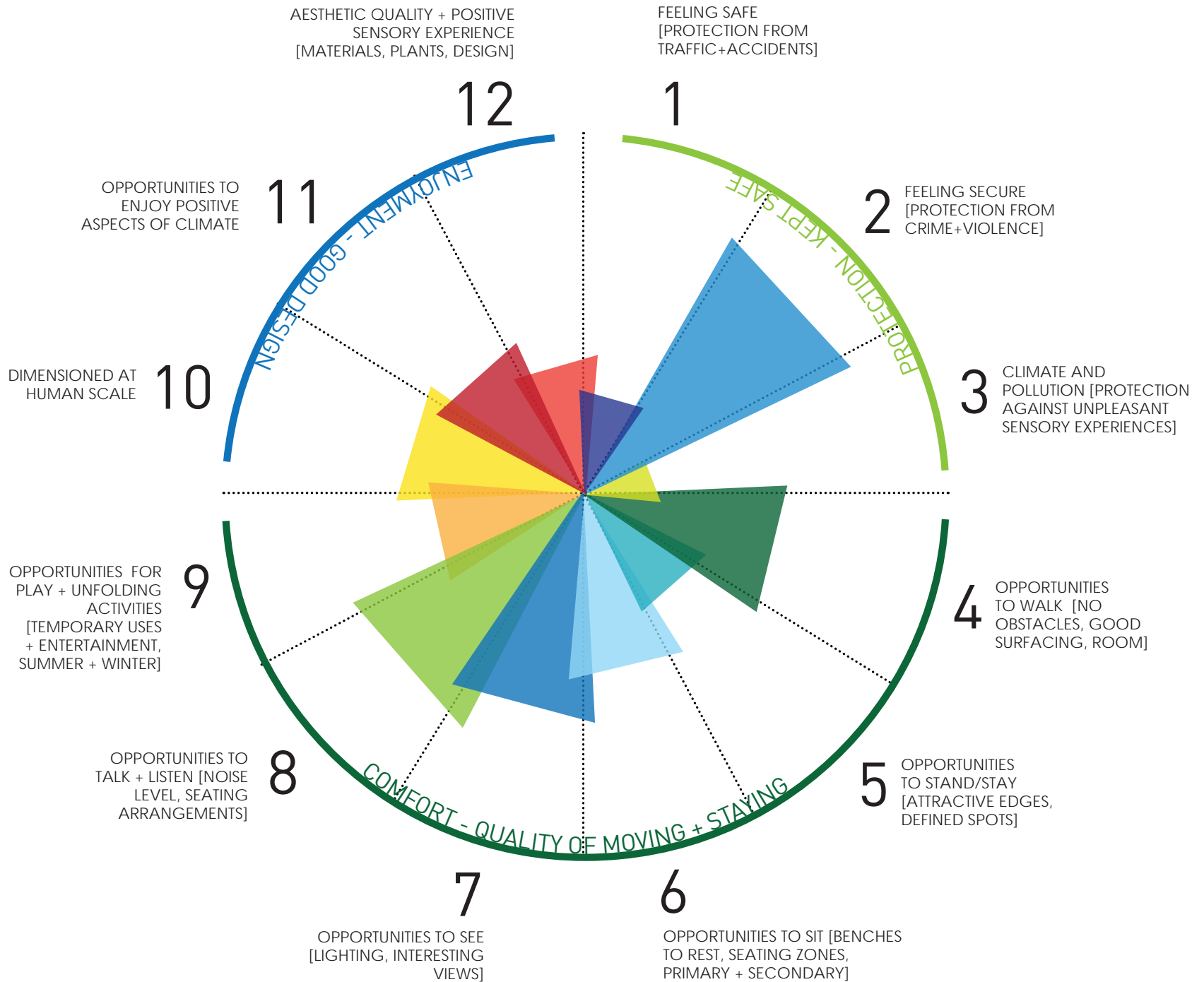
- Feeling secure from crime/violence
- Opportunities to talk and listen

### MEDIUM

- Opportunities to walk
- Opportunities to rest
- Opportunities to see
- Opportunities to sit
- Dimensioned at human scale

### LOW

- Opportunities to play and unfolding activities
- Protection against unpleasant experiences - climate/pollution
- Feeling safe - protection from traffic
- Aesthetic quality and positive sensory experience
- Opportunities to stand/stay



# MOVEMENT FUNCTION

PEDESTRIAN AND CYCLISTS | BASED ON DIRECT OBSERVATION TECHNIQUES + USER INTERVIEWS

The movement function of Portobello town centre has been assessed against the key criteria for pedestrian and cycling movement as recorded in our data collection methodology which combines direct observation with user interviews. Through this process we are able to identify the strength of Portobello town centre for both pedestrians and cyclists, and highlight any disparity between conditions for both forms of active transit.

Overall, Portobello town centre could be improved for both pedestrian and cyclist movement. Perceptions of safety were found to be poor for both cyclists and pedestrians, with many users interviewed citing concerns about busy traffic, difficulties crossing the road, a car-dominated rather than pedestrian focused public realm, and fears about cycling across or walking across the

junction at Brighton Place.

Portobello town centre generally exhibited high movement functions in terms of minimal obstacles, provision of cycle racks and reasonably few pedestrian waiting points when considered across the whole town centre. However, in certain places these were more of a problem. For example at locations where pavements narrow opposite Marlborough Road, or where pinch points are created due to positioning of bus stops, bins, poles or other street clutter.

Improving those factors that scored poorly in relation to pedestrian and movement function will help promote more active transit choices through the town centre, with a positive benefit to public life.

## HIGH MOVEMENT SCORE

- Minimal obstacles and hindrances (though in some locations the narrow pavements and railings/poles would score medium)

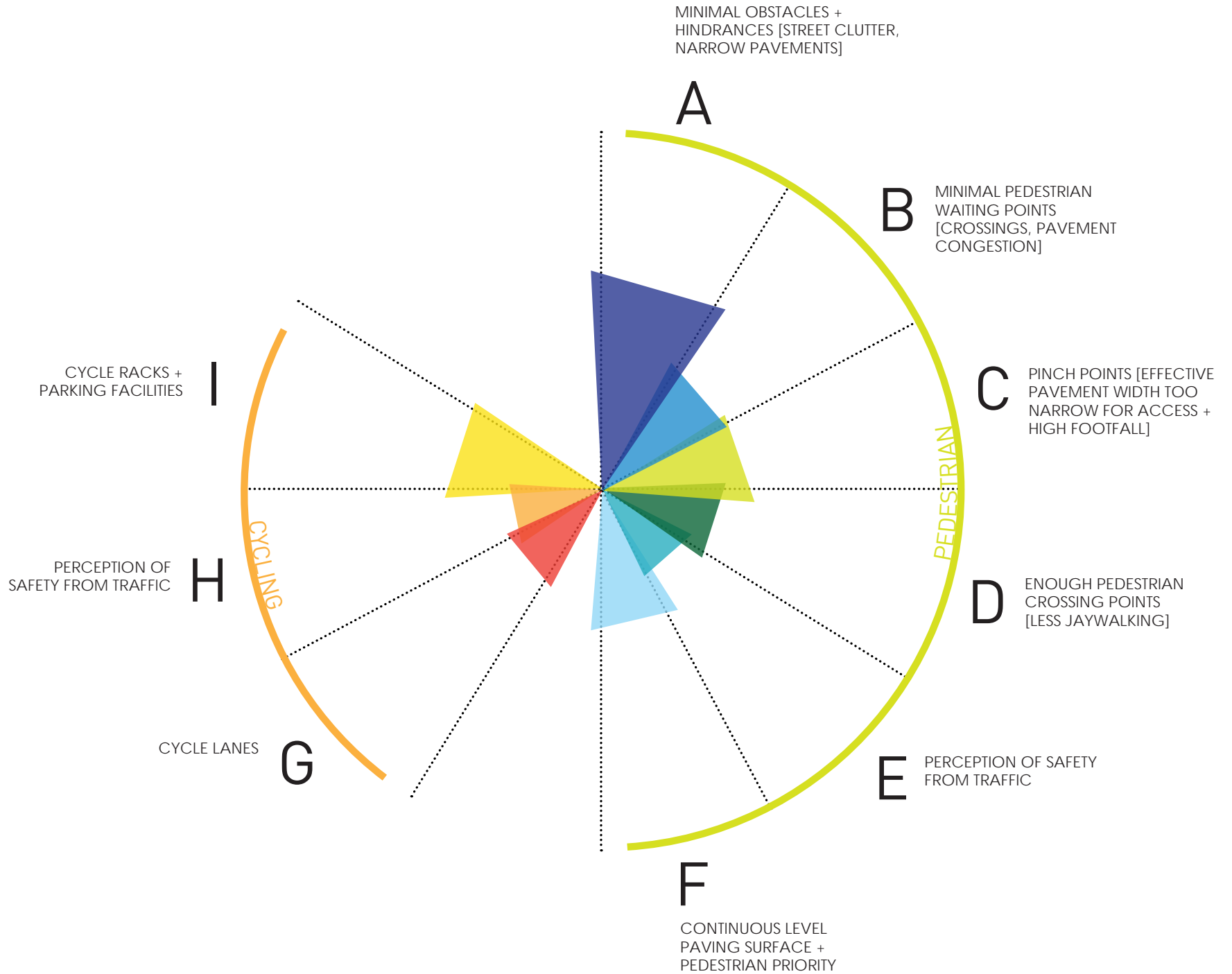
## MEDIUM

- Minimal pedestrian waiting points
- Cycle racks and facilities available

## LOW

- Perception of poor safety from traffic
- Lack of cycle lanes
- Pedestrian pinch points
- Limited pedestrian crossing points
- Perception of pedestrian safety from traffic





# LAND USE STUDY

## OVERVIEW OF TOWN CENTRE

A land use study was conducted at Portobello town centre to research the mix of shops, professional services, eating related uses, assembly and leisure uses and vacant/residential/other uses that exist in the town centre at present.

Land use information is useful in helping to give insight into the potential for public life to build on existing land uses and identify areas where vacant buildings or those that do not promote public life are located.

The Portobello town centre has some, but not a large variety of land use. It consists of a mix of primarily smaller shops, grocery stores, professional services and eating places (mostly takeaways). This variety of land use enables the city centre to be active in the daytime with some activity early in the evening with a focus on attracting local residents and meeting their needs. Compared to the other town centres analysed Portobello a smaller and less consistent number of retail shops along both sides of the street and less diversity of land use and shop types. This may be a result of the Portobello town centre being on the outskirts of Edinburgh than other more centrally located town centres which may have larger spheres of influence for a greater diversity of shops and land use.

The Portobello town centre has a significant number of professional services facing the street - for example doctors and dentists. These do not

support more lingering public life activities such as window shopping, unlike other more retail based uses. There are also some homes, vacant shops and construction areas present along the town centre that do not support a vibrant town centre atmosphere.

The Portobello town centre does meet more local needs as the heart of its suburban context with a range of shops and services for local residents, however it does not at present exert the range of land use and attractions at present to make it a city-wide destination. As such, its land use indicates the town centre currently functions as a local destination for necessary activities such as grocery shopping or going to the doctor, rather than more optional or recreational activities that better benefit public life in the street.



### SHOPS

- General
- Grocery
- Home + Arts & Crafts
- Charity
- Clothing
- Health & Beauty





● ASSEMBLY + LEISURE  
(for example, churches, surgeries, libraries and schools)



EATING  
● Café & Bakery  
● Restaurant  
● Pub & Bar  
● Takeaway



● PRIVATE HOUSES



PROFESSIONAL SERVICES

- General
- Real Estate Agent
- Bank
- Doctors & Dentist

● OTHER

● VACANT



# FACADE STUDY

## OVERVIEW OF TOWN CENTRE

A facade study was completed for the Portobello town centre to gain insight into how facades vary throughout. These were categorised as either 'active' (small units, visually interesting and diverse with many doors and windows), 'friendly' (small units, some diversity in function), 'boring' (often larger, more passive units with few doors or windows), or 'inactive' (often larger units, passive frontage, few if any doors/windows, little or no visual interest) dependant on how active these frontages onto the street were.

In general, the facades along the Portobello town centre were considered 'friendly' (1) though these ranged in condition with some in a poor state of repair. Even though some the facades are marked as 'friendly', this categorisation varied depending

on time of day. For example whilst many facades' design was typical of a 'friendly' facade and marked down as such, when blinds are down or covered up these become 'boring' and 'inactive' facades (2).

Frontages of shops (with the exception of grocery stops) were observed to be narrow, which has a positive impact on public life and the town centre by creating a variation in the townscape and visual interest. However, there is little diversity in the facades, and some of the shops were difficult to identify whilst walking by, as their windows were covered or blinds were down. This can make it difficult for visitors or those less familiar with the area to navigate. More distinctive shop fronts

would aid navigation and wayfinding in the town centre.

A remarkable difference was noted between the North and South sides of the street based on the facades. There is a better 'flow' of facades on the North side of Portobello High St with the first floor interest of retail or business building facades only interrupted by side streets. On the South side of the street, there a wider variety of uses and building types were observed, with stone walls in front of some homes (3) and construction sites (4) also present. On the South side of the street buildings do not always face directly onto street and are instead stepped back, which interrupts the flow of more active facades.



1: Friendly facade.



2: A friendly facade becomes less active when the blinds are in use.



3: Stone wall in front of a house facing the street.



4: Construction site facing the street.



# ACTIVITY STUDY

## OVERVIEW OF TOWN CENTRE

An activity study was also carried out to gain a deeper understanding of the times of day that these active and more passive frontages were actually in use and, therefore, having a positive impact on public life.

As identified by the land use study, the Portobello town centre has a simple mix of smaller shops, grocery stores, professional services and eating places, which mostly are different types of takeaway. As such the town centre is mostly active between the hours of 9am and 6pm though there are also some active uses between 6pm and 10pm. These later uses include bars and takeaways - most opening from 6pm. During the early morning and late evening, the Portobello town centre is almost inactive.



OPEN 7AM - 9AM



9AM - 12PM



12PM - 6PM



6PM - 10PM



10PM - LATE



# DEMOGRAPHIC ANALYSIS

## PORTOBELLO TOWN CENTRE

The timed ten-minute demographic mapping exercise conducted at each time slot in Portobello town centre gives a good indication of the proportion of men and women occupying the space, and different age groups. Overall, men and women were equally represented in the Portobello town centre, with 50% men to 50% women. This could indicate that this environment is perceived as safe resulting in an equal representation of men and women occupying the public realm throughout the day.

Regarding age, people between 26-36 years old were found to be the most dominant group visually represented, making up 19% of all users across the town centre. This result is closely followed by people between 36-45 years (17%) and 46-54 year olds (13%).

What was interesting about the demographic results for Portobello is the high representation of people in the age groups 55-64 and 65+ (each representing 11% respectively) and the low representation of teenagers (11-18 years old) who only constituted 7% of people visually represented.

There is a broad representation of people in Portobello but adults and older users were the most dominant. This was confirmed by researcher observations and user interviews which also revealed that teenagers are in a need of places to meet as they seem restless and bored when they are out in the evening, and that older users sometimes feel threatened by this minority group who are potentially seen as 'other' in the area.

### LOCATION A

At Location A - Portobello High St at Rosefield Avenue, there were more men (54%) represented than women (46%) on both weekdays and during the weekend. Researchers noticed that the bus stop at this location was busy all day with a diverse group of people waiting on both weekdays and weekends.

During the week, all age groups were represented at Location A. On weekend mornings, only a few adults were observed due to limited numbers of people in the street which reduced the diversity of age group observed. However, at weekend lunchtimes all age groups were represented until the evening, when young adults/teens aged 11-18 years became the dominant age group observed. There was also a significant rise in people between 26-35 years and young children at lunchtime on the weekend.

During the week, those people visible at Location A vary, though all age groups were observed in some capacity at all time slots. Young children were observed around noon and to a lesser extent in the afternoon. Their representation was more consistent throughout the day on weekdays. Children in the age group 11-18 years were observed especially at noon and late in the afternoon at 5pm. People aged 55-54 and 65+ years were visually represented at all times except weekend evenings and weekday mornings.

### LOCATION B

Both women and men were observed at Location B - the junction of Portobello High St and Brighton Place - during the week with slightly more females (52%) represented than males (48%). During the week, all ages were represented at Location B. Researchers noted that the area around the junction appeared to be a vital connection to both the High Street, shops (especially Scotmid) and the surrounding areas.

During the week, all age groups were represented,. However, those aged 26-35 years were particularly visible on Saturday at 3pm, followed by the 46-54 year old age group. Researchers noted a wedding walk by during the demographic count, which caused the high increase in these age groups.

During the week, representation by age group is more equal, however there were significantly more children present at 3pm and the teenagers at 5pm on weekdays. This is presumably due to those age groups leaving school or college at these times. In the late afternoon during the 5pm time slot a group of teenagers (11-18 years old) were observed spending time socially in the area and were perceived as an anti-social behaviour threat by those around by setting fire to a bin. This is the kind of incident cited by many users in interviews and builds on user perception that this age group are 'troublemakers' in the street.



People aged 55-54 and 65+ years were visually represented at all time slots on both weekdays and weekends at this location, and especially in the middle of the day.

## LOCATION C

Both women and men were observed at all time slots during the week at Location C - at Bath Street near Bath Street Lane. However, more women (56%) were visually represented in the street than men (44%).

During the week, all age groups were represented. However, a significant trend was observed in the middle of the afternoon (3pm) on weekdays where all groups observed in the street increased in number with the exception of those aged 11-18 years who were markedly absent. Location C was noted to be less active in the morning and evening during the week than at other times during the day. Researchers noticed that at these quieter times with fewer pedestrians around, there was also a perceived increase in cars going to Scotmid.

During the weekend, Bath St has a relatively constant flow of both adults and older adults. Young children were particularly observed at this location around lunchtime and in the afternoon (at 12pm and 3pm research slots) but were present at all times slots except for evenings on weekdays. A significant trend observed was that there are few teens represented at this location at any time of

day or day of the week compared to other locations, with the exception of the 7pm time slot where this number rises.

## LOCATION D

Location D is along Portobello High St near where this meets Marlborough St. More men (57%) were visually represented at this location than women (43%). This is in contrast to the surrounding locations in the Portobello town centre.

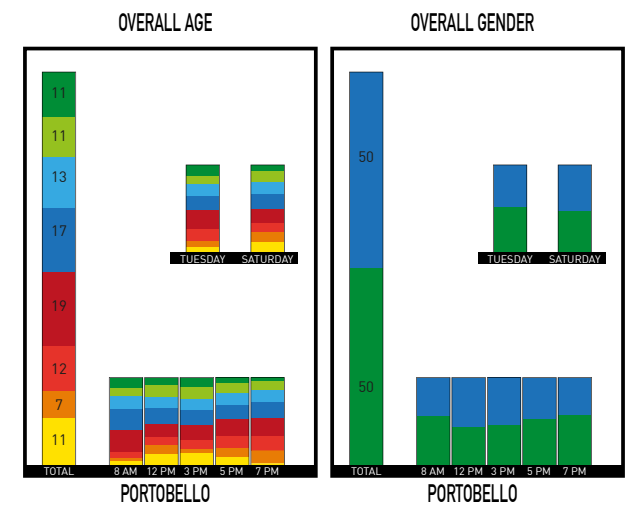
During the week, all age groups were represented. On weekdays, age groups are nearly equally represented, except for 11-18 year olds who are notably absent. At this location, many young children were visibly represented in the street at all times of day during the week but particularly from noon onwards on weekdays. Also well represented was the 26-35 year old age group, especially during the weekend. Those aged 55-54 and 65+ years old were represented all day during the week besides in the evening on weekdays.

## LOCATION E

Men and women were nearly equally represented at this location on Portobello High St where this meets Bellfield Street. Men were found to make up 51% of those observed in the street, and women 49%. This indicates a location that is perceived as safe by most users.

Location E was observed by researchers to seem less active in terms of total pedestrian volume, however during the week all age groups were observed. No consistent pattern was found in the observations, however those aged 65+ were noted to be particularly well represented on weekend afternoons.

Young children were observed at this location from noon until late afternoon. People in the age group 55-54 and 65+ years old were visually represented at all times on weekends and weekdays.

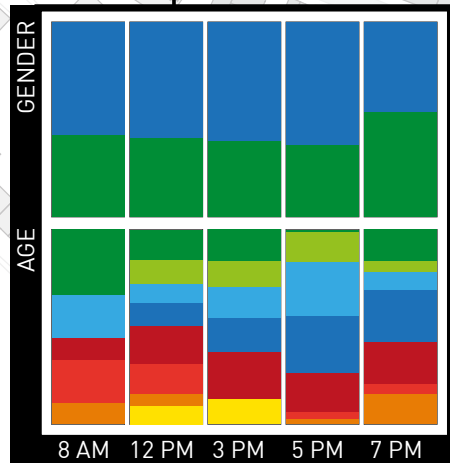
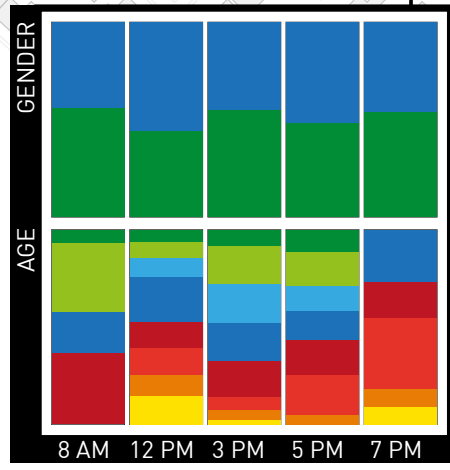
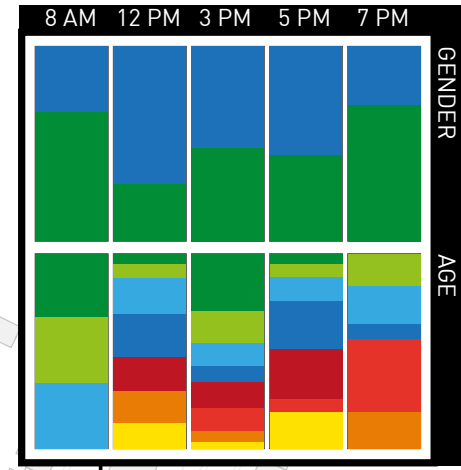
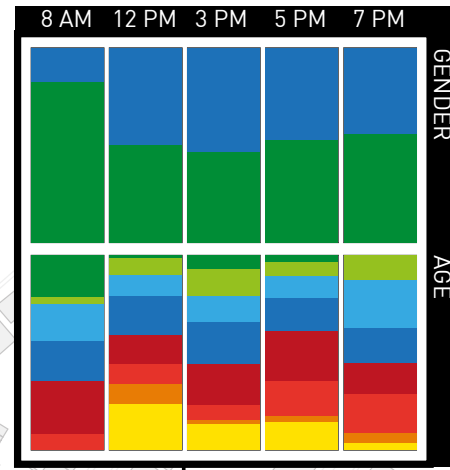
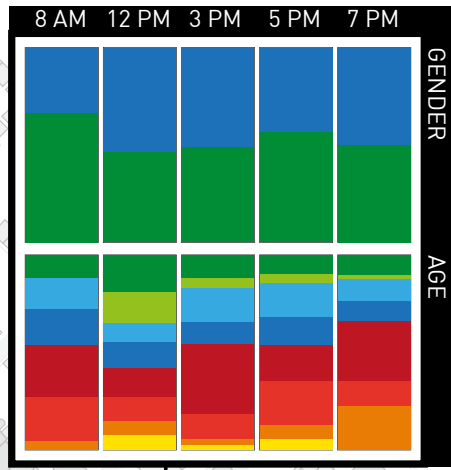


# SATURDAY 13 FEB

DEMOGRAPHIC ANALYSIS  
PORTOBELLO

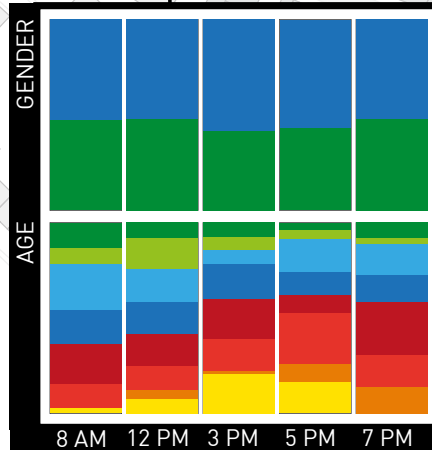
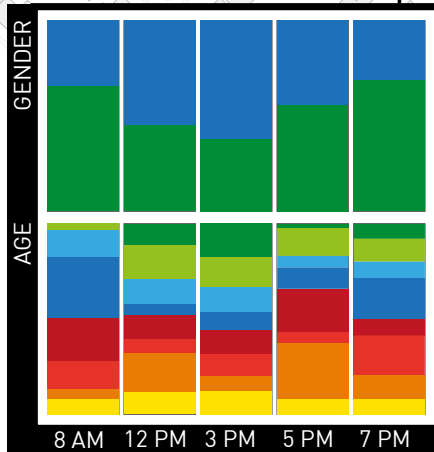
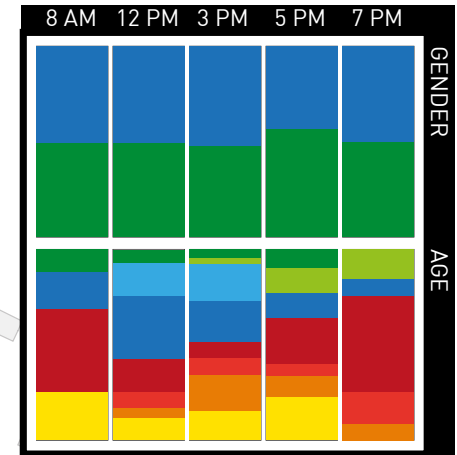
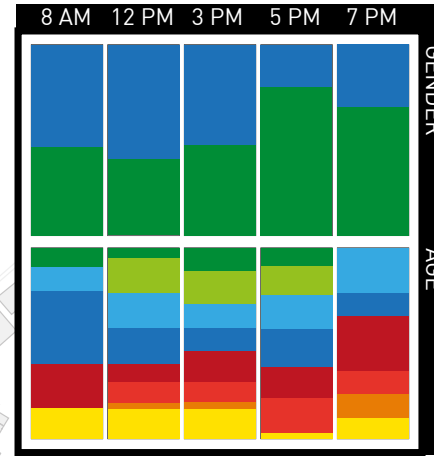
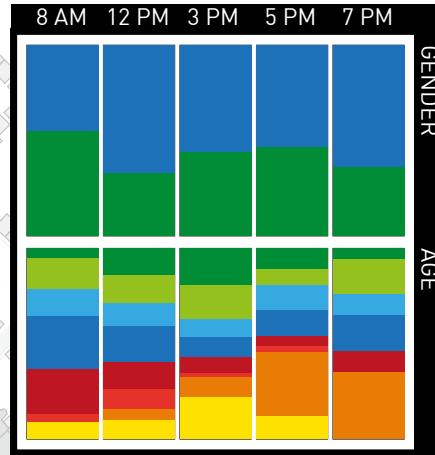
- Age**
- 65+ (Green)
  - 55 - 65 (Light Green)
  - 46 - 54 (Blue)
  - 36 - 45 (Dark Blue)
  - 26 - 35 (Red)
  - 19 - 25 (Light Red)
  - 11 - 18 (Orange)
  - 0 - 10 (Yellow)

- Gender**
- Male (Green)
  - Female (Blue)



# TUESDAY 16 FEB

DEMOGRAPHIC ANALYSIS  
PORTOBELLO



# PEDESTRIAN ANALYSIS

## PORTOBELLO

Researchers conducted pedestrian counts for a timed ten-minutes at each of the five locations in the town centre at each of the time slots on the two research days. By registering how many people are passing each location, it is possible to get a picture of the daily rhythm of the town centre. The following graphic summarises this data from the pedestrian count.

Portobello was found to be more active on weekends and less on weekdays, though the difference in pedestrian volumes was not big. The town centre was active at all times of day, but peaks at noon and then reduces into the evening. The total number of people observed in the street was low compared to other town centres studied across Edinburgh. This may be because there are fewer things to do or draw for public life outside in the streets in Portobello, because it used less as a movement corridor to other nearby destinations or neighbourhoods due to its location on the periphery of Edinburgh city, or it may be a result of the town centre being a relatively small size and which is primarily occupied by people living within the area and, therefore, has fewer people to draw on.

Overall, Location B at the junction of Portobello High Street and Brighton Place is the most active location in the town centre. Activity in terms of pedestrian flow peaks at noon here on both weekdays and weekends. This is the most significant overall pattern of activity in Portobello, and supports the observation that the local shops' opening hours during the day support activity within the town centre.

The second most active location was found to be Location A at Portobello High st near Rosefield

Avenue - most likely a result of this popular spot to catch or alight the bus, followed by Location E. In the morning and the evening during the week Portobello town centre is extremely quiet however during the day there is a relatively constant flow of people walking through.

### LOCATION A

There is a relatively constant flow of people passing Location A on both weekdays and weekends. Pedestrian flow increases slightly in the afternoon (3pm). In the morning and evening, the location is quieter though people were still observed waiting for the bus in the morning or people dropping off the bus and walking home. The amount of people passing by location A is slightly higher on weekdays than on the weekend.

### LOCATION B

Location B is at the junction of Portobello High Street and Brighton Place. Researchers noted frequent jaywalking across Portobello High St as users moved toward the bus stops at Location A which reduced numbers of those on the pavement at this corner. Many of those people counted were heading for nearby bus stops or the ATM - these were the main plaza activities outside the Royal Bank of Scotland with little other public life. Only once during all research days was one of these plaza benches observed to be in use, highlighting the current lack of use of the area for public life or optional and recreational activities. Many of those pedestrians counted were children on their way home from school with their parents.

### LOCATION C

Location C at Bath St near Bath St Lane was less active than the other locations in the Portobello town centre. This was despite this research location being situated near the driveway to Scotmid which was a key local destination for those on foot. The pavement is narrow at this location with parked cars in close proximity. This tempted many people to step into the road or jaywalk to Scotmid as current pavements do not accommodate their desire lines or feel comfortable. Pedestrian activity peaked at noon and into the afternoon, and researchers noted the number of cars passing by into Scotmid also increased in the afternoon and into the evening.

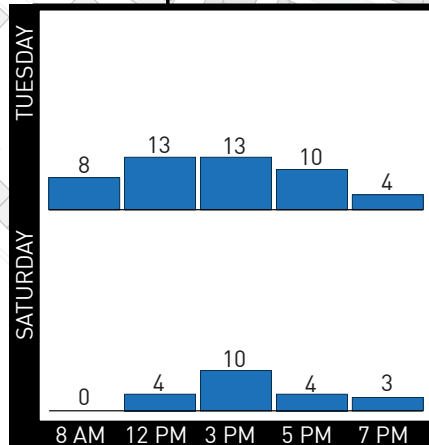
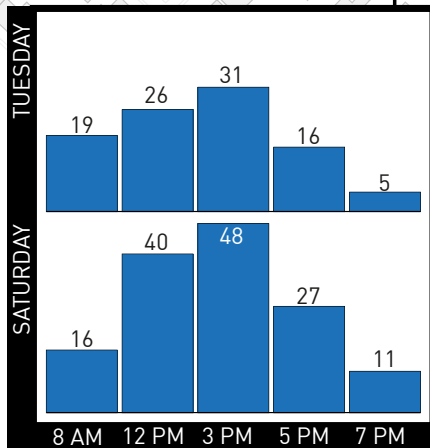
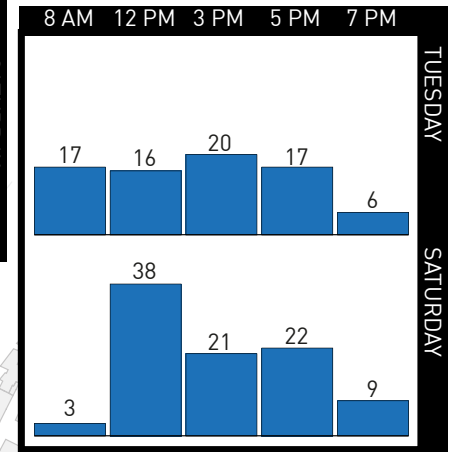
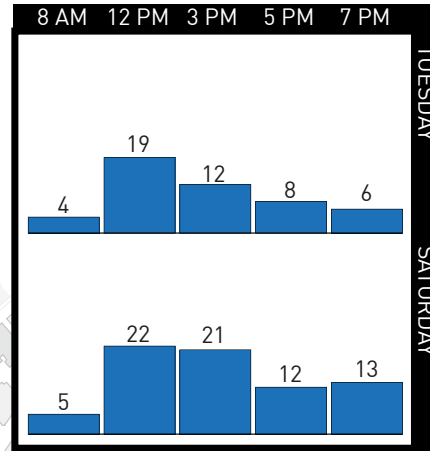
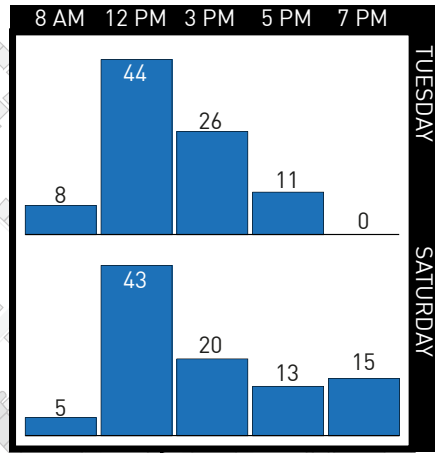
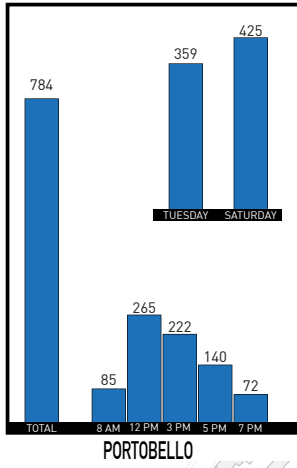
### LOCATION D

Location D at Portobello High St near Marlborough St is especially quiet on weekday mornings and evenings, with pedestrian flow peaking at noon. On weekends, the area is slightly more active in the middle of the day (12pm, 3pm). Researchers noted people stopping to look in the estate agents window nearby or often waiting at the bus stop toward Edinburgh city centre.

### LOCATION E

Location E near Bellfield St has a nearly constant flow of people passing by during daytimes on weekdays but is quieter in the evening. At the weekend pedestrian activity peaks at noon and again slows down into the evening.

OVERALL PEDESTRIAN COUNT





# TEST WALKS

## PORTOBELLO

Within the structure of the research days, each researcher conducted a 'test walk' down the entire length of the town centre on one side of the street and then back up the other side. On the first study day the researchers walked this length as if they were a member of the public, noting down any obstacles, hindrances, waiting points, and other frustrations as well as the sensory experiences they perceived.

On the second study day the researchers each focused on a different element of their experience as they walked the town centre in terms of existing conditions and opportunities for improvement.

- Awnings / A-frames / wall-mounted signs
- Bins and street clutter
- Bollards and poles
- Waiting points
- Materials
- Pinch points
- Seating
- Trees and soft landscape

The map opposite shows the combination of observations and thoughts relating to the pool of five different researchers' experiences of walking up and down the Portobello town centre. This map gives an overview of all the findings conducted during the test walks. The following pages show more detailed information relating to each theme.

One of the first observations that emerged from test walks was that the character of the town centre varies. Closer to the main junction with Bath

St building facades are higher creating more of a sense of a busy town centre. As these become less active and more stepped back to the south and north edges of the High Street, the town centre fades out into residential areas. This change is visible on both facades and on the surfaces of the street, where paving surface transitions from slabs to uneven tarmac.

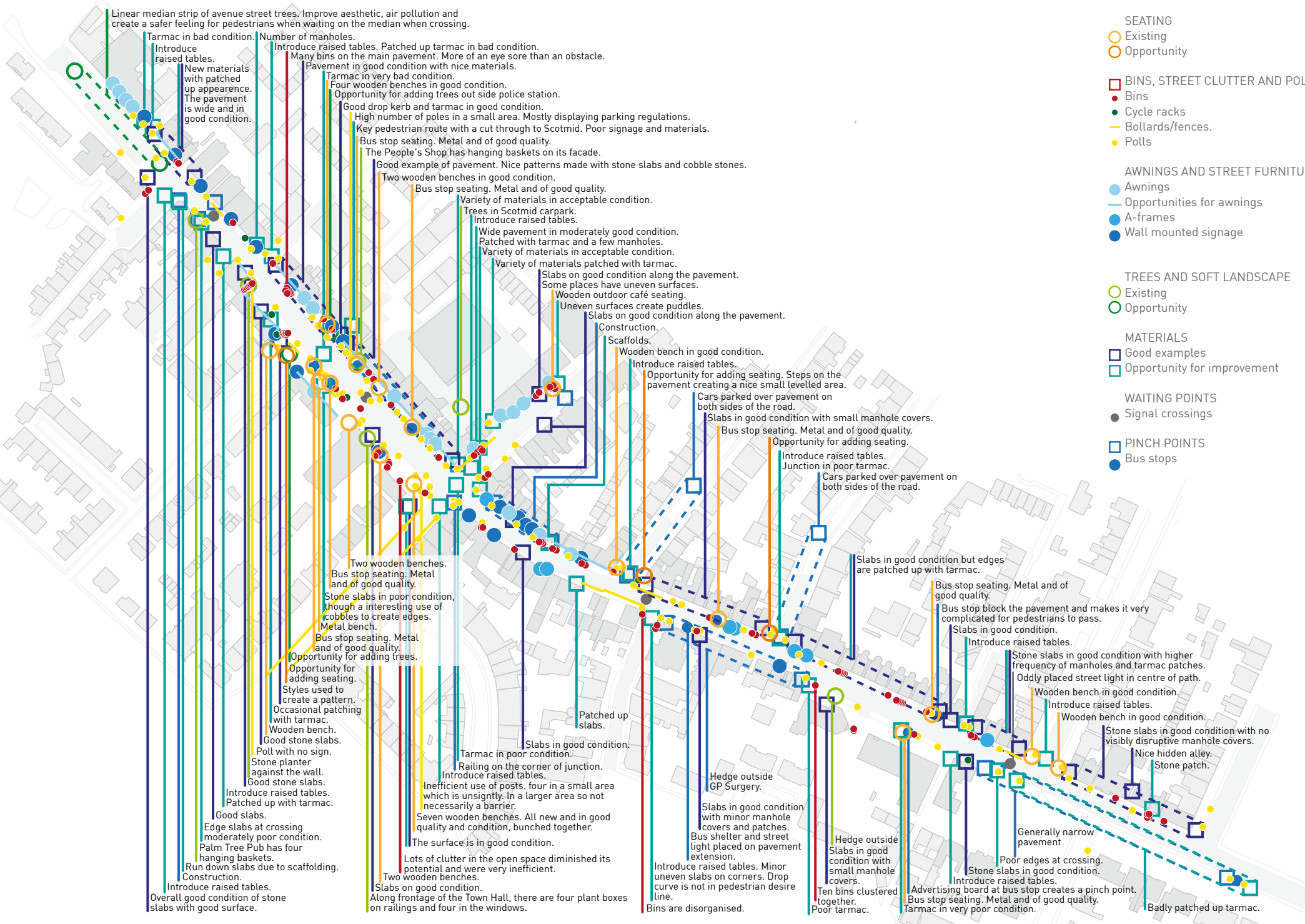
Towards the west end of the High Street, there is more of a sense of provision for pedestrians especially adjacent to the Town Hall where path widths are generous with ample formal seating provided in the form of wooden benches. However, a presence of street clutter such as poles, signs, large bins, electrical boxes, lighting poles and so on create several lines along the pavement that reveal different phases of the street/pavement evolution and give an uncared for patchy effect and obstacles for pedestrians.

Connections from the High Street to the shore vary in quality, views and accessibility. Some of the side streets have cars parked on the pavement on both sides of already narrow streets leading towards the sea. This restricts pedestrians accessibility and results in people walking in the middle of the road. The links between the town centre are a core part of the identity of Portobello and it is, therefore, important to integrate these connections in the design of the town centre.

The town centre was generally comfortable to walk through. The pavement is either very wide - for example in front of Bank of Scotland and nearby frontages, which is almost a plaza with great opportunity for more public life - or very narrow. A

few waiting points were observed by researchers in connection with signalised pedestrian crossings (some of which might better prioritise pedestrians by being positioned more frequently and as zebra crossings instead), but the major interruption while walking through the town centre was avoiding bins, poles and other street clutter in the way of pedestrian desire lines. Crossings with side roads could also be improved for pedestrians with use of raised tables, and a continuation of materials and even surfaces in place of drop kerbs.

From the perspective of the researchers, the critical issues in Portobello town centre are; paving quality, litter and street clutter, lack of visual and unclear pedestrian connections to the sea, cars parked on the pavement making narrow side streets inaccessible, and several narrow sections of pavement outside shops.



SEATING

- Existing
- Opportunity

BINS, STREET CLUTTER AND POLES

- Bins
- Bins
- Cycle racks
- Bollards/fences.
- Polls

AWNINGS AND STREET FURNITURE

- Awnings
- Opportunities for awnings
- A-frames
- Wall mounted signage

TREES AND SOFT LANDSCAPE

- Existing
- Opportunity

MATERIALS

- Good examples
- Opportunity for improvement

WAITING POINTS

- Signal crossings

PINCH POINTS

- Bus stops

## AWNINGS, A-FRAMES AND WALL-MOUNTED SIGNAGE

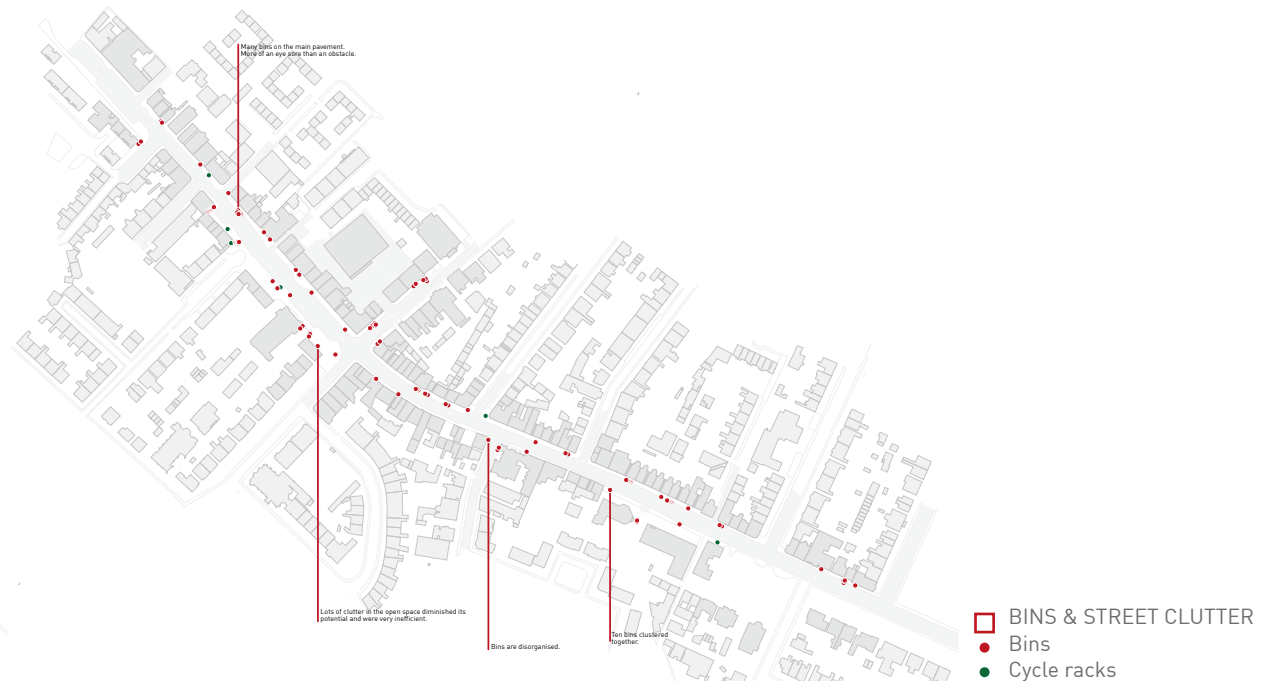
Many shop awnings were observed by researchers, mainly on the north side of Portobello High Street. Some of them are old, in bad condition or infrequently used. For example, only a very small number of awnings were actively being used on research days, though this may have been due to the windy weather. Many opportunities for adding more awnings were noted along the street, especially in areas where the pavement is very wide.

There is a moderate amount of building-mounted signs along the town centre. These can be useful for orientation as many of the shops are narrow. Few A-boards were observed, particularly at locations where pavements are narrow. Wall mounted street signage was most present to the North-East of Portobello High St. Researchers noted additional signage or other wayfinding enhancements to the sea from the bus stop near Location A would be beneficial to guide visitors to the Promenade.



## BINS AND STREET CLUTTER

Bins are primarily placed on the road, along the side streets, and also some on the pavement. On the High Street, the bins are mostly commercial and public bins, while residential bins are located more down side streets. The bins are clustered together in groups of up to ten bins, and on trade waste collection days can look very chaotic even when not on the pavement, as well as causing unpleasant smells and detracting from a more pleasant street aesthetic.



## BOLLARDS AND POLES

Along the street, many cluttered areas were observed with unnecessary poles, railings, bollards and electrical boxes that interrupt pedestrians desire lines. In some sections, there are bollards and railings which seem unnecessary. There are plenty of poles throughout the town centre and these could easily be rationalised. Researchers noticed that some poles are redundant with no sign attached and those that are in use are predominantly to give information about parking restrictions. Consolidation or tidying up this street clutter would be beneficial.



## WAITING POINTS

There are a few waiting points throughout the town centre, but these are mostly in connection with signalised pedestrian crossings where pedestrians need to wait for cars to pass before the lights change to the green man. Crossings with the side roads could be improved for pedestrians with raised tables, a continuation of materials and even surfaces in place of drop kerbs to support and prioritise pedestrian flows. The junction at Brighton Place and Portobello High St is a major waiting point for pedestrians and which feels at a very vehicular scale, prioritising cars over pedestrian movement, with narrow corners for pedestrians to wait on and long waiting times between green men.



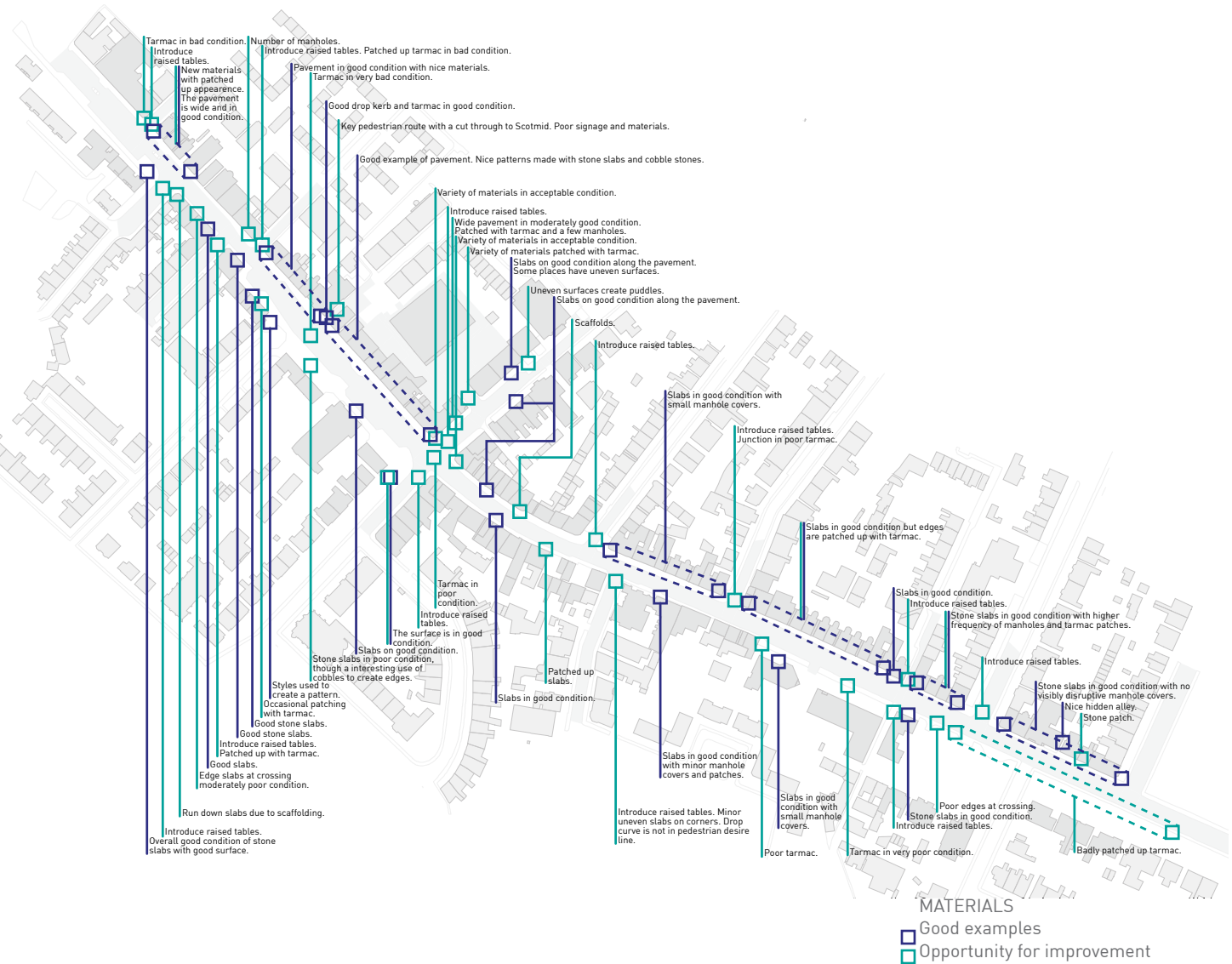


# MATERIALS

The Portobello town centre presents a variety of materials in good condition. A significant percentage of the pavements are surfaced with stone slabs and the overall appearance of these portions varied from excellent and even with few manholes, to heavily patched up with a large number of patches and manholes.

At the time of surveying, there were cobblestones along Brighton Place, and used in detailing near the Town Hall. These create an attractive and stimulating character and aesthetic especially in proximity to the Town Hall where they create lines of movement for pedestrians. These are used as tiles in different patterns around the Town Hall and Police Station to create parking and sitting, in addition to being visually stimulating for people walking past.

Pavement surfaces along the town centre are consistent and good (with only occasional patches of tarmac), up until last two blocks to the east end (after the GP surgery), where the pavement is heavily patched up and damaged. The side streets could be made more desirable by improving the quality and consistency of their materials. It might also be beneficial to introduce raised tables to create a better and safer experience for the pedestrians walking through the town centre.

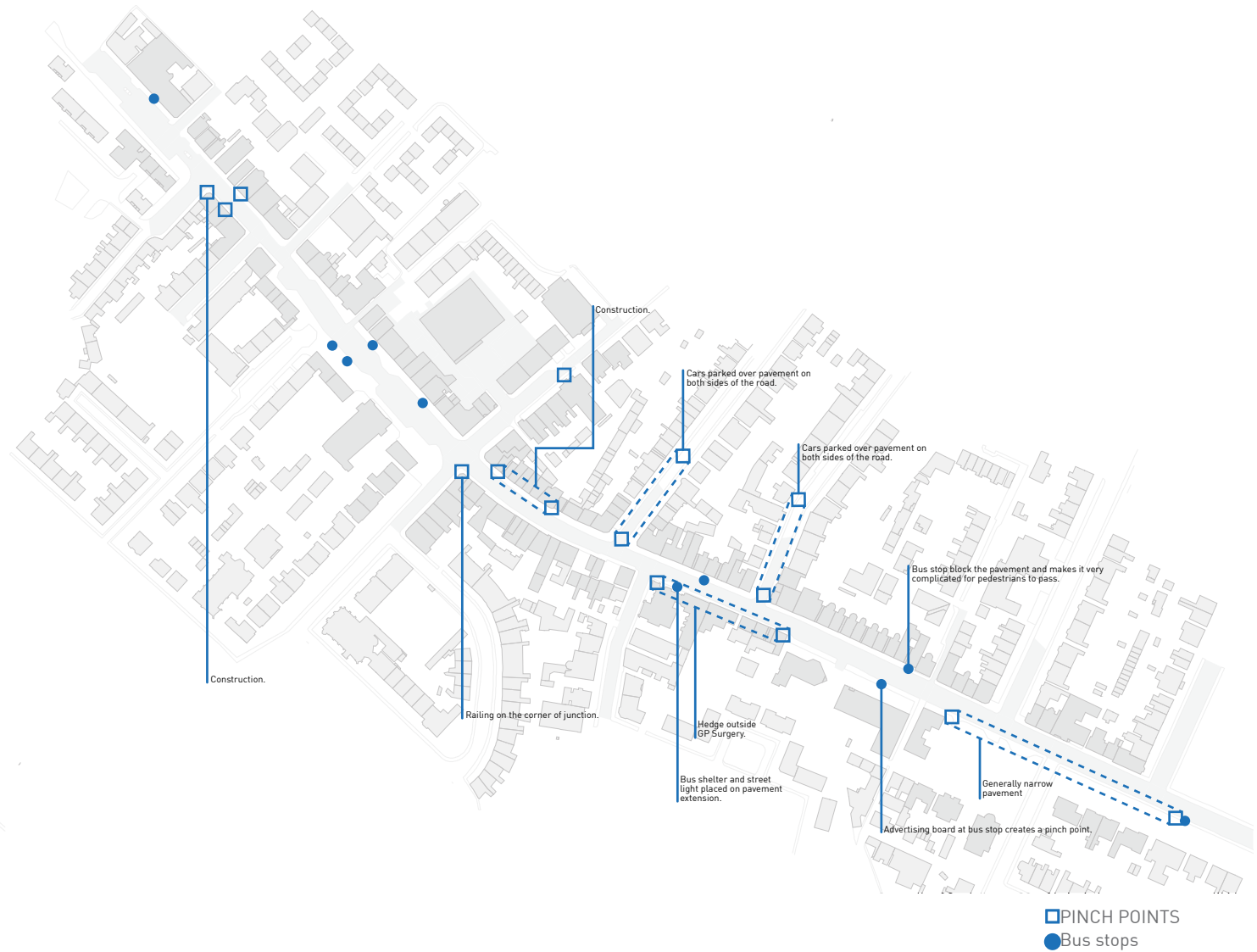




## PINCH POINTS

The town centre was generally comfortable to walk through. The pavement is either very wide - almost plaza-like in places such as outside the Town Hall where there is a high level of recreative potential - or very narrow. Researchers noticed that the narrow sections of pavement outside shops on the south side of the street are especially hazardous for elderly people and parents with pushchairs who struggle to pass oncoming pedestrians. Both of these groups are well represented in Portobello, which supports a case for widening the pavement in these narrow areas.

Other pinch points along the pavement are primarily created by unnecessary railings that fence in pedestrians, bollards and bus stops, which often block pedestrian desire lines due to poor positioning and make it hard for pedestrians to pass. In some cases, pinch points at bus stops can be helped by turning the bus stop around so it's 'back' is to the road, leaving a greater amount of usable footpath away from the road rather than subdividing the space.



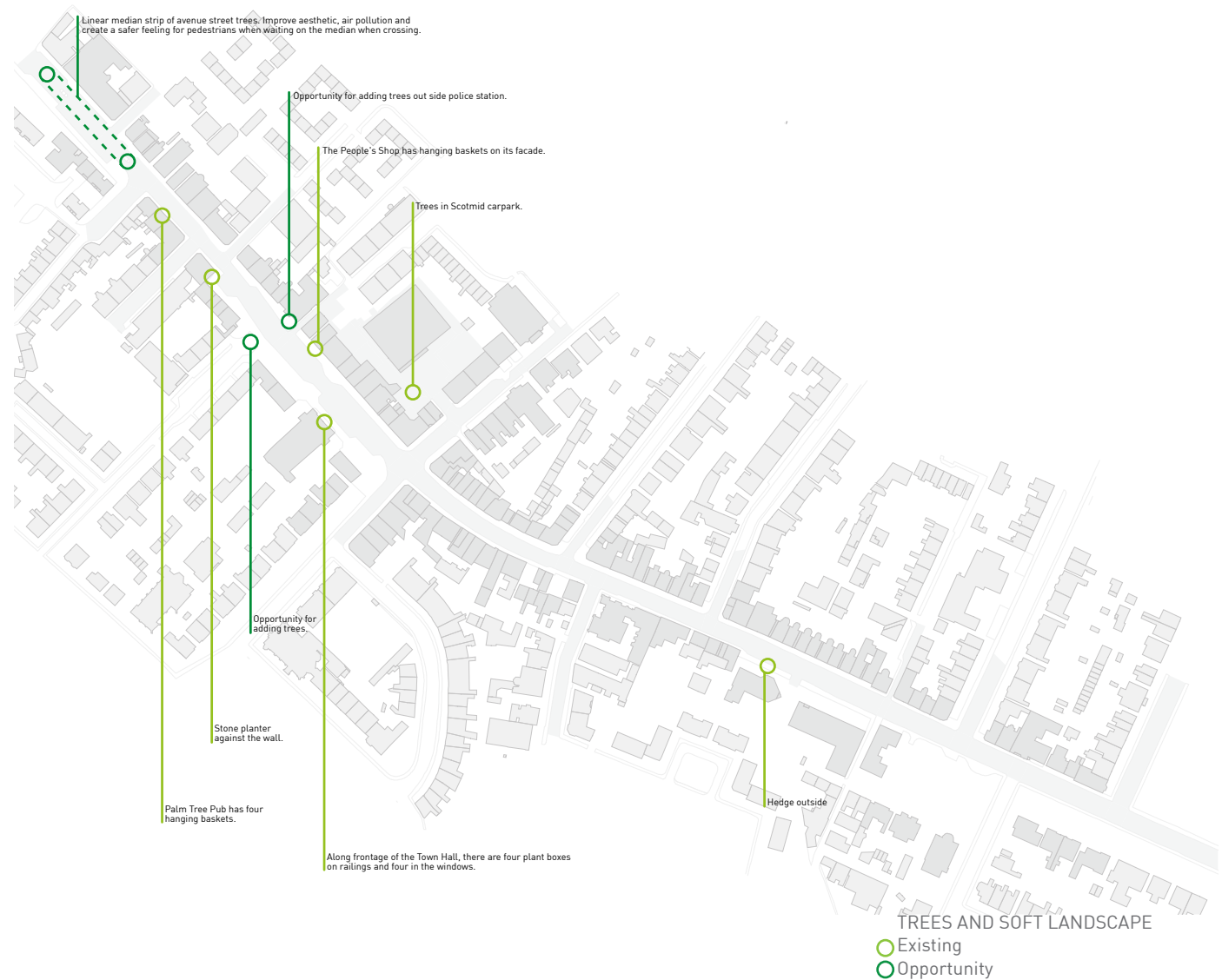


## TREES AND SOFT LANDSCAPE

There are currently few examples of trees and soft landscaping throughout the town centre. For example, there are currently no street trees at all in the public realm to the east of the town centre.

There are some trees, hanging baskets and planters to the west of the main junction and at the Town Hall to the north, including four planter boxes on railings, four in windows and some additional planters and trees outside nearby. Otherwise, there are very few trees or other planting and soft landscaping in Portobello town centre public realm in general.

Where there are wider pavements these give opportunities for more trees and along the median strip of the road to the north. It may also be beneficial to have either a linear median strip or preferably double edged avenue street trees to improve the town centre aesthetic, air pollution and create a safer feeling for pedestrians with either a median or green buffer to traffic when walking or crossing the road.







“

Parking should be reduced near the junction so traffic is less congested and there's more space for pedestrians.

Janice, user interview, Portobello High Street, February 2016

”





“ It needs a better and easier pedestrian crossing at this junction. ”

Anon, user interview, junction of Portobello High St and Brighton Place, 2016



# HOW ARE PEOPLE USING THE STREET?

## ANALYSING THE BALANCE OF NECESSARY, OPTIONAL AND RECREATIONAL ACTIVITIES

User interviews were conducted at the five research locations throughout the town centre. Up to three users were interviewed at each of the five time slots and on two different days of the week, to catch the largest diversity of users. Typically this gave a sample size of between 90 and 150 interviews per town centre.

User interviews are useful to get an idea of the balance of necessary, optional and recreational uses present (an indication of quality of place and presence of public life), as well as more detailed information about the reasons for people currently being present in the town centre. During data analysis recorded uses were coded using qualitative research techniques to reveal these layers of information about how people are currently using the town centre.

### NECESSARY, OPTIONAL OR RECREATIONAL?

Users in the Portobello town centre were primarily in the public realm for necessary activities. These are considered to be those activities that would happen regardless of the conditions of the public realm, such as going to work, catching the bus, going home or to the shops for groceries. Whilst necessary activities dominated across all five locations research was conducted in the town centre, Location A (Portobello High St at Rosefield Avenue) had the largest proportion of necessary activities - with all users engaged in a necessary reason for being in the public realm, such as catching the bus or going to the shops. Location B (the main junction

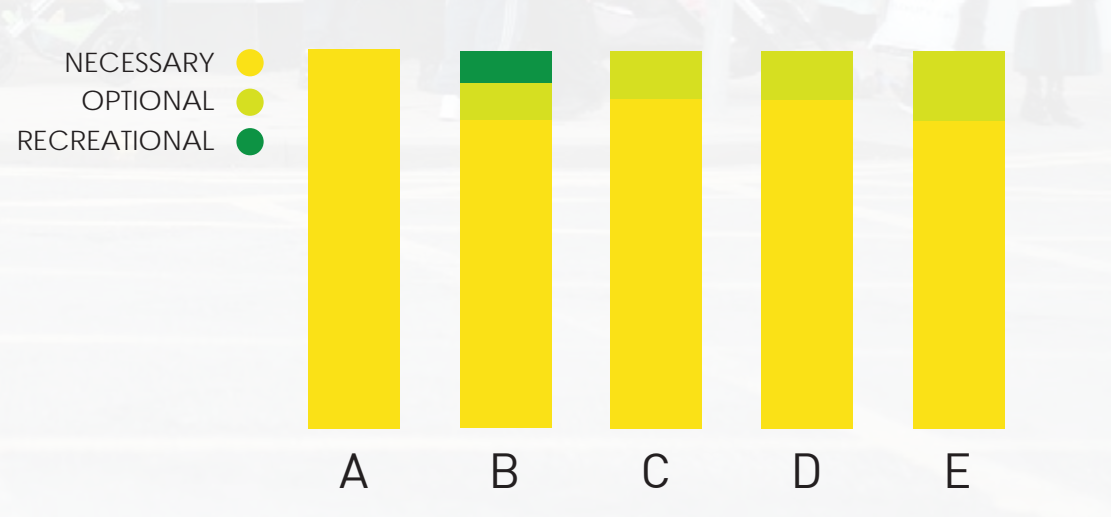
of Portobello High St and Brighton Place/Bath St) showed a better mix of activity types, possibly due to its central nature capturing footfall from those engaged in a more diverse variety of activities - including those arriving in the area to visit or sightsee and/or visit the promenade. Locations C, D and E all showed a mix of necessary and optional activities, though necessary activities dominated throughout.

Portobello High Street was found to act primarily as a movement route for running necessary errands - either on foot or by car. This may explain the prevalence of necessary activities. Overall the town centre prioritises vehicle movement and large amounts of parking over providing easy pedestrian crossing points, high quality outdoor places for pedestrians to gather and socialise, or safe cycling routes. Frequent pinch points for pedestrians, busy traffic treating the town centre as a rat-run toward the city, vehicle-dominated junctions, large amounts of parking, and few sheltered nodal spaces for pedestrians to gather and enjoy the public realm and views to the sea mean the street environment is not particularly conducive to sitting or spending time activities and provides hindrances for active travel movement.

Despite the dominance of necessary activities, a small number of users told us they were outside for reasons considered 'optional'. Optional activities are those that involve choosing to spend more time in the public realm than needed, for example going for a leisurely walk, window shopping, walking their dog or stopping to take a seat to rest. Location E (Portobello High St at Bellfield Avenue) had the largest amount of optional activities by a small

margin. This may indicate more public life and higher place function at this location. However it is worth noting many of the optional activities at these locations were due to those walking their dogs en route to other open space destinations such as the promenade. As such it may be the quality of the surrounding open public spaces rather than the town centre itself which encourages these optional activities at these locations.

Very few recreational or 'social' activities were found. These activities involve the presence of others, for example a user making an active choice to spend additional time in the public realm to stop and have a conversation with others, children playing or those sat people-watching. Presence of these activities indicates a public space that acts as a meeting point. The only recreational activities self-reported by users were found at Location B (Bank of Scotland at the main junction). These included those out sightseeing with friends or walking for leisure. Given Location B is dominant crossroads in the town centre (which leads to a primary route East to the promenade along Bath St) - these recreational uses are more likely to indicate the attractive public realm nearby at the beach as opposed at this exact location. In addition, whilst few users self-reported their purpose of being in the public realm as for recreational activities, during user interviews many mentioned they enjoyed frequent chance meetings and conversations in the street with other locals. Whilst these encounters are currently cut short due to an unconducive street environment, this highlights the potential to build on this social capital to create more sociable spaces where people can meet for longer periods and gather.







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Pop in and talk  
large range of

SHOP OF THE YEAR

SAVE THE EARTH  
IT'S THE ONLY  
PLANET WE  
HAVE

CHOCOLATE

“

It can be difficult for the children to cross the High Street on their own - so kids tend to stay one side of the street or the other. It's okay to walk through here, but there aren't enough signalised crossings.

”





“ The beach is amazing, housing is high quality and a high price. The town centre does not reflect this. It’s drab and needs improving.

David, user interview, Portobello High St and Marlborough St, 2016

“

# HOW ARE PEOPLE USING THE STREET?

## ANALYSING SPECIFIC USER-REPORTED ACTIVITIES

In addition to the balance of necessary, optional and recreational activities, user interviews were also coded to give a breakdown of the specific types of activities users were engaged in along the town centre.

The most common user activities across the whole town centre included catching the bus, walking home, walking the dog, and walking to the shops. These are primarily necessary activities and highlight the main uses of the Portobello town centre for necessary rather than optional or recreational activities. The breakdown of different user activities varies across the town centre. Here we examine the general trends found and how these relate to the changing character of the town centre.

### USER ACTIVITIES BY LOCATION

Users interviewed at Location A (Portobello High St near Rosefield Avenue) were primarily in the public realm to catch the bus (53.8%). This location is a key public transport hub at the centre of the town with wider pavements and multiple bus stops. The other dominant use of this location was for those running errands at the shops (23%). Other uses included temporarily standing outside for a cigarette break, passing en route to another place or walking to work. These uses highlight that despite its central location within the Portobello town centre, this wider area of pavement near Rosefield Avenue on Portobello High Street is seen as primarily a movement corridor (on foot or by bus) to get to other places or nearby shops rather than a place

to spend time in its own right. In combination with Location B outside Bank of Scotland this part of the town centre has sufficient pavement width to form a better heart to the town centre and public realm that supports more gathering and vibrant uses.

At Location B (outside Bank of Scotland at the junction of Portobello High St and Brighton Place) the dominant use of the public realm was to walk home (37.5%) - frequently those having just got off the bus nearby. Whilst this was the dominant use of the space, others reported being at this location to walk to the shops, walk the dog, for a cigarette break, or to sightsee. This highlights this location at a key central crossroads for a diverse mix of activities - from those more recreational including sightseeing at the nearby promenade, to those visiting the shops or en route to other destinations.

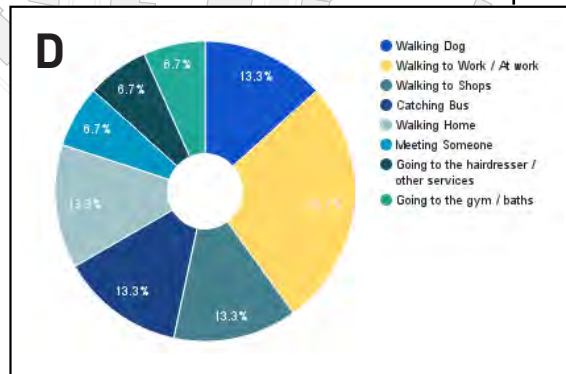
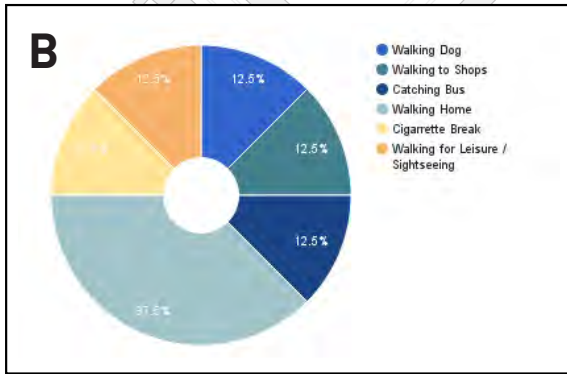
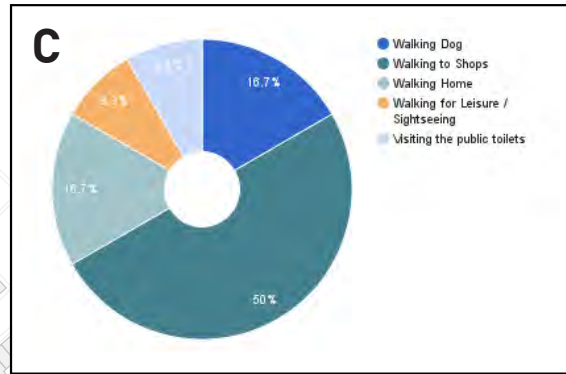
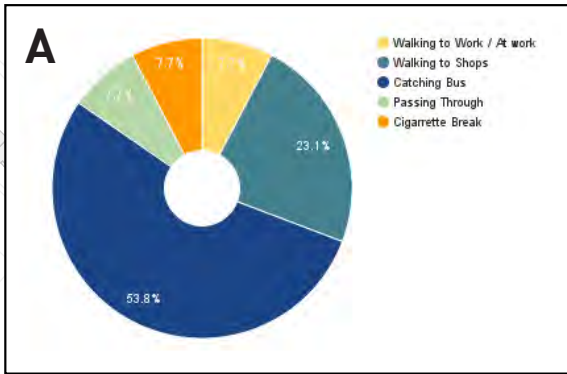
At Location C (Bath St near Bath St Lane) those users interviewed self-reported that they were in the public realm at this location for a less diverse mix of activities. The most dominant use was for those going to the shops (primarily Scotmid) with 50% of those users interviewed. Scotmid is a local destination and generates a large amount of footfall at this location. In addition other uses included those walking the dog, walking home, visiting the public toilets, or sightseeing/visiting for leisure. This highlights the importance of Bath Street as a key movement corridor for those walking to the promenade - either with their dog, for leisure, or those visiting from further afield. It also shows the active use of the public toilets at this location which are seen as a valuable public utility. Improvements

could be made to this key pedestrian route to the sea from the main junction in Portobello to enhance this primary route between the town centre and promenade.

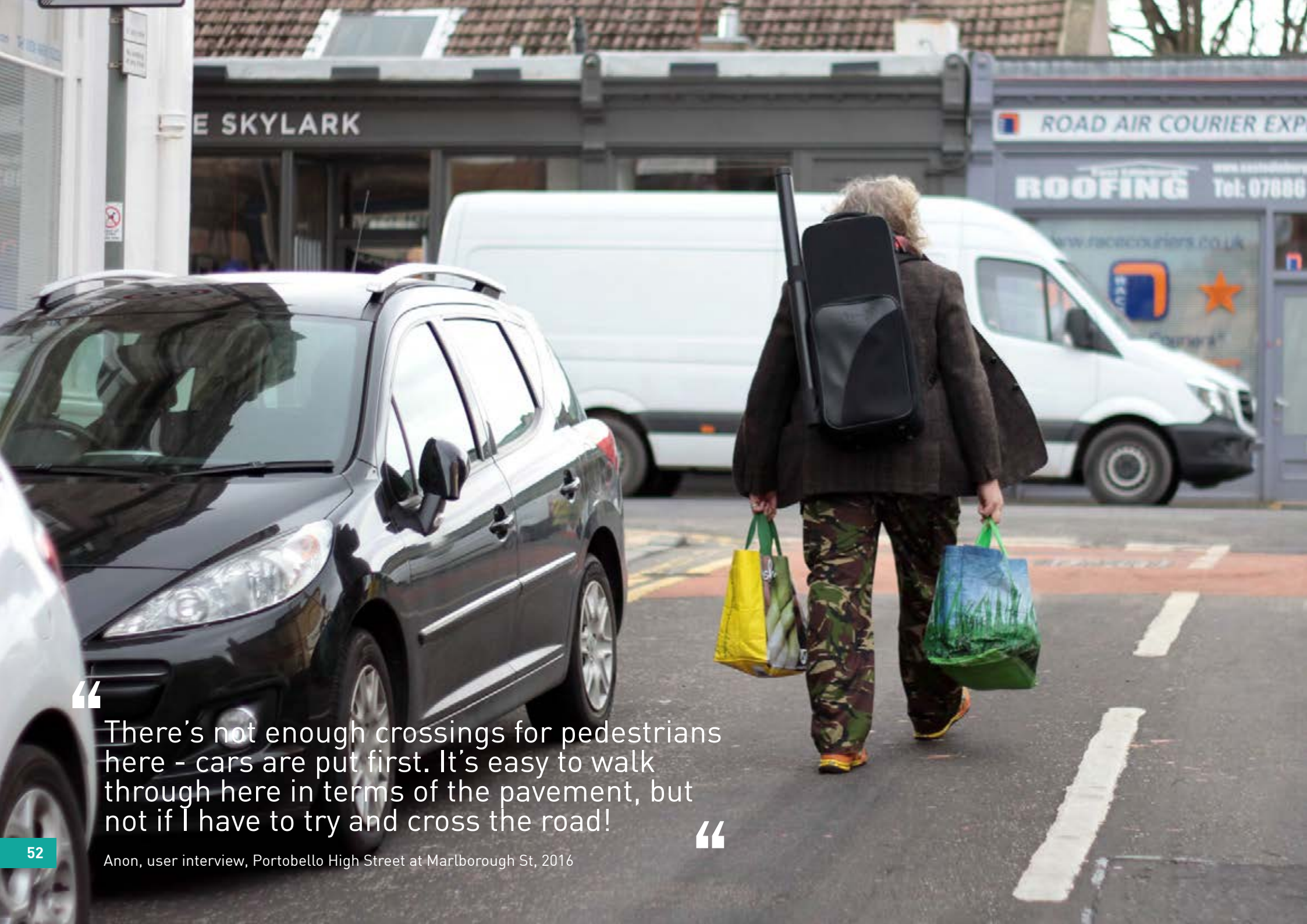
At Location D (Portobello High St at Marlborough St) users were primarily walking to/from work. (26.7%), though other popular uses included walking to the shops, walking the dog, catching the bus, and walking home (13.3% each). This shows a prevalence of necessary activities rather than those creating public life. A smaller proportion of users interviewed were going to the baths, hairdresser or meeting someone.

At Location E (Portobello High St at Bellfield St) the dominant uses of the street are by those walking home, walking the dog, going to the shops, or meeting someone. Other uses include walking to work, the hairdressers and baths/gym. These uses highlight both a slight increase in optional activities compared to other locations and also that this location is a more popular place to meet others or more pleasant route for walking the dog.





- Walking to/at work
- Walking for leisure
- Cigarette break
- Catching the bus
- Walking to the shops
- Walking home
- Meeting someone
- Passing through
- Going to the gym / baths
- Going to the hairdresser / other services



“

There's not enough crossings for pedestrians here - cars are put first. It's easy to walk through here in terms of the pavement, but not if I have to try and cross the road!

“





“ It’s a busy junction. It’s hard to cycle through and turn direction. It doesn’t feel safe. It needs better routes for bikes and people walking. ”

Anon, user interview, junction of Portobello High St and Brighton Place, 2016

“ It can be a bit busy at the junction when you’re on a bike. You don’t always feel safe. ”

Dean, user interview, junction of Portobello High St and Brighton Place, 2016

# WHAT DO USERS FEEL IS LACKING?

## OVERVIEW OF TOWN CENTRE

User interviews were also coded for people's responses when asked what they felt was lacking at each location along the Portobello town centre. The results for each location are shown opposite.

Whilst results varied dependent on location, some common patterns emerged. The most frequently mentioned aspects perceived as lacking by users overall included a need to slow/reduce traffic, prioritise pedestrians, a greater diversity of local independent shops, a reduction in litter (particularly toward the North end of the town centre) and more shelter. Other users highlighted a need to connect the High Street (seen as 'functional not attractive') with more attractive nearby destinations such as the promenade, along with more general improvements to the overall public realm and aesthetic to make Portobello a more desirable destination as a whole.

By starting to look in detail at the spatial trends, some additional findings are revealed. For example, whilst most of the town centre (Locations B - E) displayed a diverse range of elements users felt were lacking, at Location A (Portobello High St near Rosefield Avenue) users were much more focussed on a small number of key desired improvements. These included reduction in litter (30.8%), a greater diversity of local shops (23.1%) and reduction in traffic and pedestrian priority (30.8%) as the most important issues. This correlates with researcher experience on the street at this location where litter was seen circling in the wind and obstructing pedestrians trying to walk, and a dominance of vehicles in the street environment was observed, with shops providing the main human scale interest. This clarity of focus by users interviewed at Location A on three main areas felt lacking

highlights the importance of these three factors in improving the street environment for public life at this location - reduce litter, improve diversity of local independent shops, reduce traffic and further prioritise pedestrians.

At Location B (the main junction at Portobello High St and Brighton Place), users interviewed most commonly cited a need to reduce traffic and prioritise pedestrians (17.4%), more shelter (17.4%), and more activities and things to do (13%) as the most pertinent improvements needed, as well as improved pedestrian crossings (8.7%) and more places to meet and gather socially outside (8.7%). Many users specifically mentioned difficulties crossing the junction as a pedestrian, and found the street environment to be car-dominated and confusing. Other users cited a need for more activities, things to do, and places to meet socially and gather in the public realm as key to making the High Street a destination beyond simply the 'standard' local shops. User interviews highlighted the importance of chance meetings and social interaction with other local residents and friends in the street (especially for older residents), and that creating a street environment more conducive to facilitating and extending these meetings would strongly benefit public life. Other users commented that they would like a better connection to the Promenade and better wayfinding and signage. These elements could be combined through a creative wayfinding project involving local artists to better connect the High Street to the Promenade.

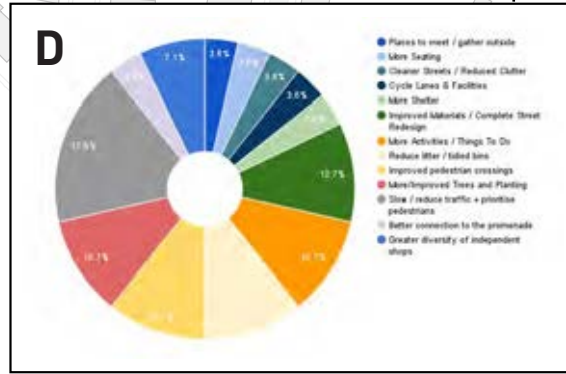
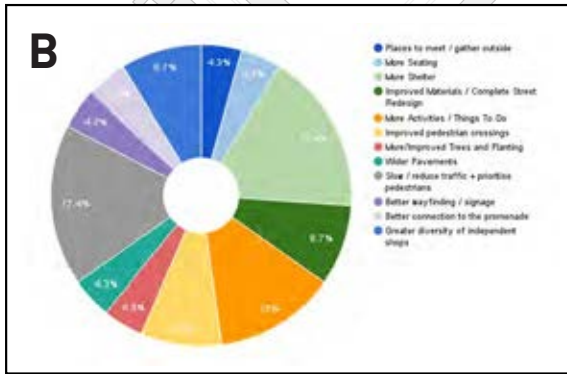
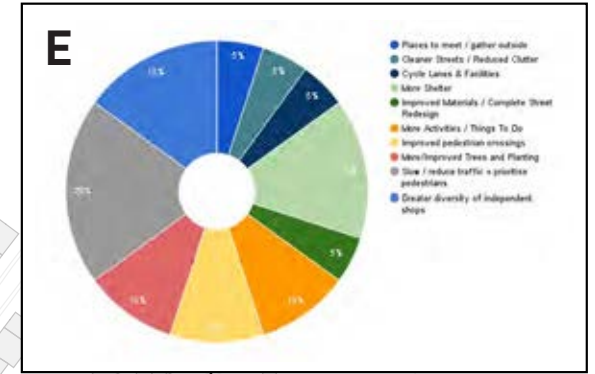
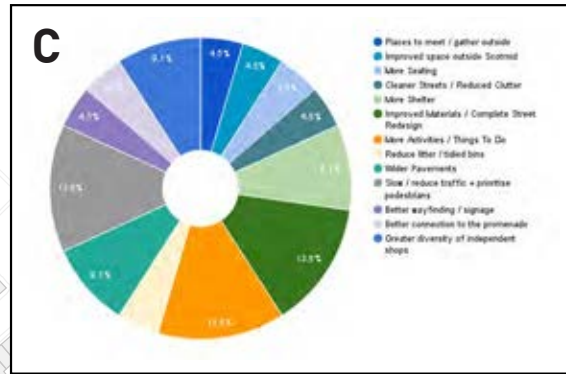
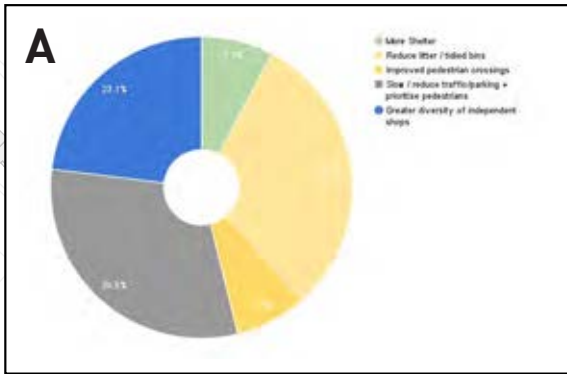
At Location C (Bath St near Bath St Lane), users most commonly expressed a desire for improved materials and surfaces, a more traffic/parking

free and pedestrian focussed public realm, and more activities and things to do (13.6% each). Users also commented that they would support wider pavements, more shelter and more places to gather and meet outside (9.1% each). Other smaller numbers of users at this location were in support of improved wayfinding, better connection to the Promenade, reduced litter, more seating, improvements to the area in front of Scotmid, places to meet and cleaner streets. Widening pavements and creating a more pedestrian focussed street, connecting the main junction with the High St to the promenade would help achieve user suggestions. Equally, building on existing sheltered spaces (such as within Scotmid carpark) may help provide places to gather.

At Location D (Portobello High St at Marlborough St) users primarily felt a need for a reduction in traffic/parking and a more pedestrian priority street (17.9%). Other popular user suggestions included improved materials/street redesign, more trees and planting, more activities and things to do, improved pedestrian crossings and less litter (10.7% each). Other suggestions included more places to meet and gather, a better connection to the promenade, more seating and shelter, less street clutter, and a greater diversity of shops.

At Location E (Portobello High St at Bellfield St) users primarily stated a desire for less traffic/parking and instead a pedestrian oriented public realm (20%). This was closely followed by more places to meet/gather (15%), more shelter (15%), more trees/planting (10%), improved pedestrian crossings (10%) and more activities/things to do (10%).





- Reduced litter / tidied bins
- Improving pedestrian crossings
- More activities / things to do
- More trees / planting
- Better cycle lanes / facilities
- Cleaner streets / reduced clutter
- More seating
- Improved space outside Scotmid
- Wider pavements
- More shelter
- Improved materials / surfaces
- Slow/reduce traffic / prioritise pedestrians
- Better connection to the promenade
- Better wayfinding / signage
- Places to meet / gather outside



JCDecaux

“

Bus stops face the wrong way - obstructing the pavement and buses splash pedestrians as they go past. The bus shelters are really bad - they have a really gappy design that makes it cold and windy.

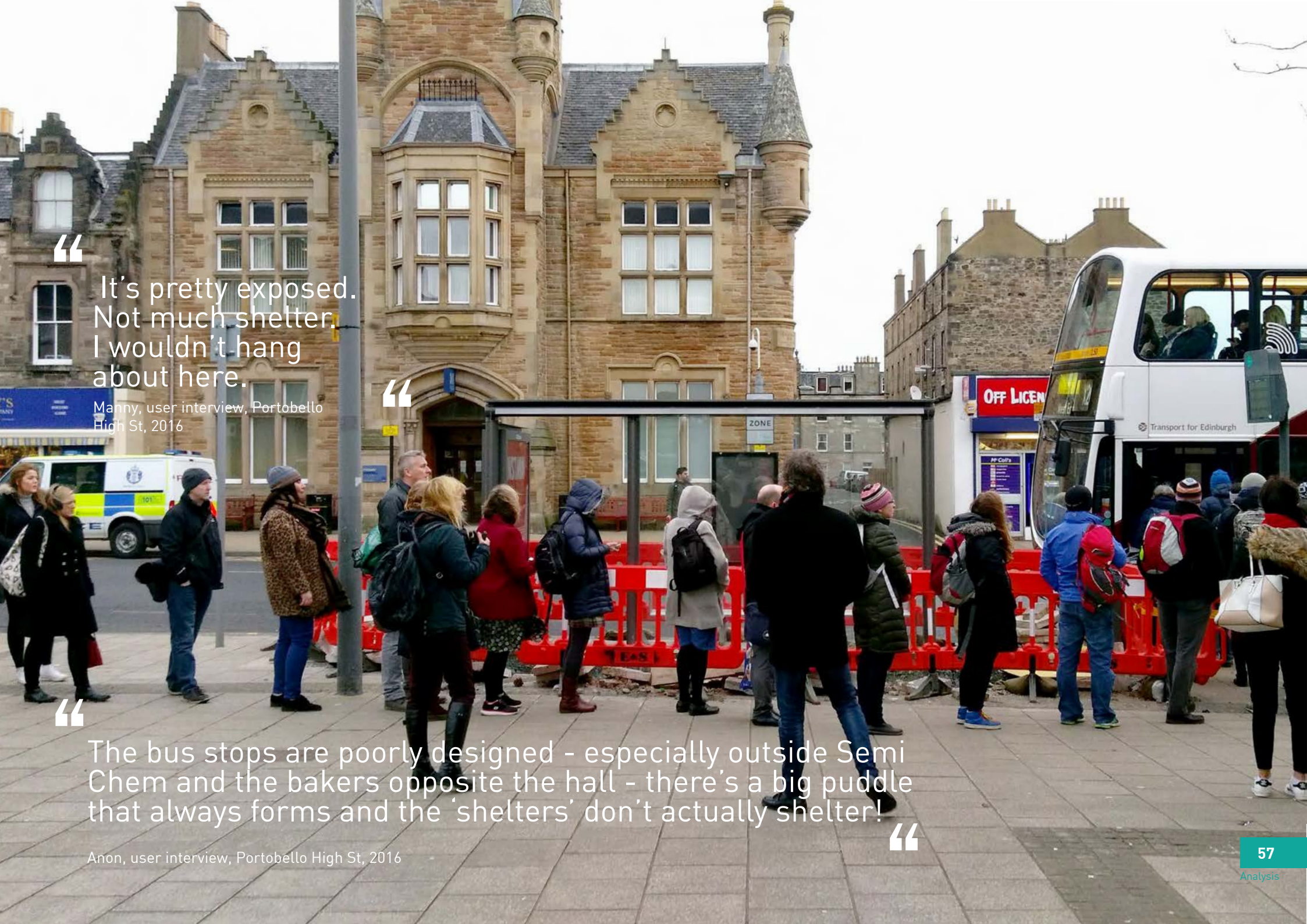
“

Anon, user interview,  
Portobello High St, 2016

MAXIMUM **cherry**  
NO SUGAR







“

It's pretty exposed. Not much shelter. I wouldn't hang about here.

Manny, user interview, Portobello High St, 2016

“

“

The bus stops are poorly designed - especially outside Semi Chem and the bakers opposite the hall - there's a big puddle that always forms and the 'shelters' don't actually shelter!

“

Anon, user interview, Portobello High St, 2016





“ I’d spend time on the promenade but not on the high street. I just go straight to the shops. ”

Paul, user interview, Portobello High St at Marlborough St,

“ The shore and the promenade are the key scenic things here - and the route to Leith. ”

Anon, user interview, 2016





“  
The pavements should  
be widened where  
these are narrow.”

Anon, user interview, Bath St, 2016

“

“

A greater mix of  
shops is needed. And  
no parking on both  
sides of the road.  
Restrict parking.”

Anon, user interview,  
Portobello High St, 2016





“  
The biggest threat here is littering by the kids. There’s lots of litter on the street.”

Anon, user interview, Portobello High St, 2016

“  
In summer I might sit outside the bank at the junction, but that whole area should be done up. It needs more seating and a bigger variety of seating so people can spend more time outside.”

Anon, user interview, Portobello High St, 2016





“ It’s easy to walk through here in terms of the pavement, but not if I have to try and cross the road! I’m old and unsteady on my feet. ”

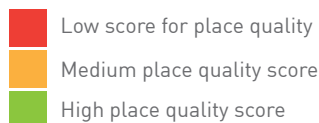
Anon, user interview, 2016

“ It’s nice to sit at cafes and walk around down Bath St to the beach. ”

Anon, user interview, Portobello High St, 2016

# OVERVIEW: PLACE QUALITY BY LOCATION

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION  
 ASSESSED AGAINST EACH OF GEHL'S 12 PLACE QUALITY CRITERIA



7 OPPORTUNITIES TO SEE	8 OPPORTUNITIES TO TALK + LISTEN	9 PLAY, EXERCISE + UNFOLDING ACTIVITIES	10 DIMENSIONED AT HUMAN SCALE	11 OPPORTUNITIES TO ENJOY POSITIVE CLIMATE	12 AESTHETIC + SENSORY QUALITIES
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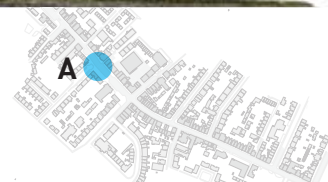


# KEY LOCATIONS

DETAILED RESEARCH FINDINGS BY KEY LOCATION



# A: PORTOBELLO HIGH ST AT JUNCTION WITH ROSEFIELD AVENUE





# A: BEHAVIOURAL MAPPING

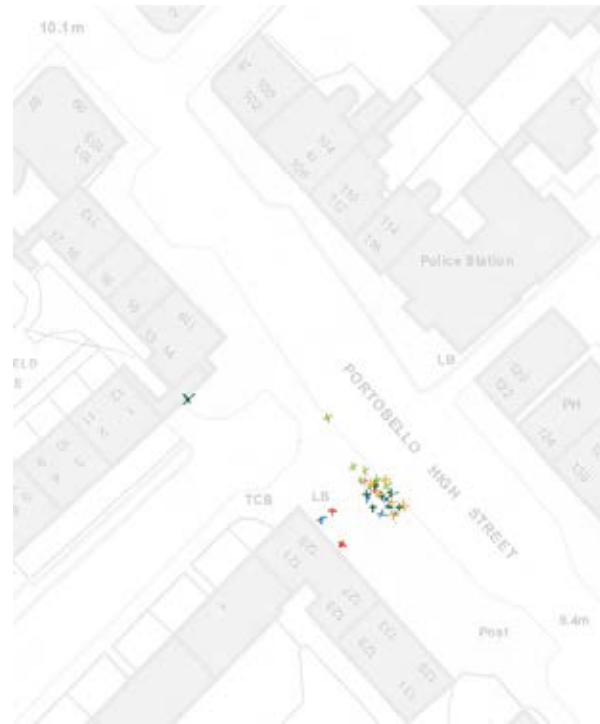
## PORTOBELLO HIGH STREET AT ROSEFIELD AVENUE

This location is primarily active with people waiting for the bus, crossing the road or having a cigarette. People find shelter against the shop fronts while smoking, talking or waiting for the bus.

Researchers observed that older people struggle to walk in the windy, exposed streets, and it is difficult for this user group to cross the road. Older people were frequently observed having to wait on the central median as they are unable to cross the road in one go.

On a weekday people are waiting for between 2 and 10 minutes for the bus on average. This behaviour was noted to be consistent throughout the working day. Waiting at bus stops behaviours were reduced in the evening (from 7pm). At the weekend fewer people were observed in the space, though user activities and overall patterns of behaviour were observed to be similar to weekdays.

During the day there is a lot of traffic at this location including frequent buses which researchers noted made it hard to view the whole street at any one time. This visual presence and dominance of traffic bisecting this central town centre area limits creation of a cohesive town centre heart taking in both sides of the road.



SATURDAY 13 FEBRUARY



TUESDAY 16 FEBRUARY

- + Standing
- Seated
- \* Playing
- 8am
- 12pm
- 3pm
- 5pm
- 7pm





Taxis, buses and traffic lanes divide the town centre on opposite sides of the High St.

Bus shelter currently out of order. Even when operational not enough capacity for all waiting at peak times.

Facades provide an active frontage during the day and doorways shelter during rain.

Few places to sit under tree canopy away from traffic.

Poles and other street clutter could be rationalised.

Potential for increased area level pedestrian surface in place of underused road end.



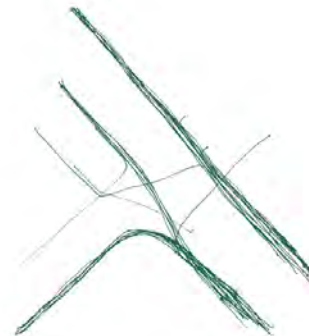
# A: TRACING STUDY - SATURDAY 13 FEB

PORTOBELLO HIGH ST AT ROSEFIELD AVENUE



8AM

- Primary foot traffic is located on the North side of the High Street.
- Limited cases of jaywalking across the road were observed on the West side of the location.
- Quiet areas correlate with those places exposed to wind during poor weather conditions.



12NOON

- Primary pedestrian movement was observed along both the North side of the High Street and the South side of Portobello High Street until this splits at Rosefield Avenue.
- Secondary pedestrian movement was along the South pavement of the High Street North of Rosefield Avenue.
- Conflict was observed between pedestrians and vehicles performing three-point turns in Williamfield Square.
- Lingering activity was note around bus stops.



3PM

- Drier weather with slower movement of pedestrians.
- Primary pedestrian flows on the North side of the High Street,
- Secondary pedestrian traffic along the South side of the High Street, Rosefield Avenue and Beach Lane.
- Movement spreads across the whole South pavement in front of the Town Hall where pavement is wider.
- Limited jaywalking observed.
- Active bus stops.



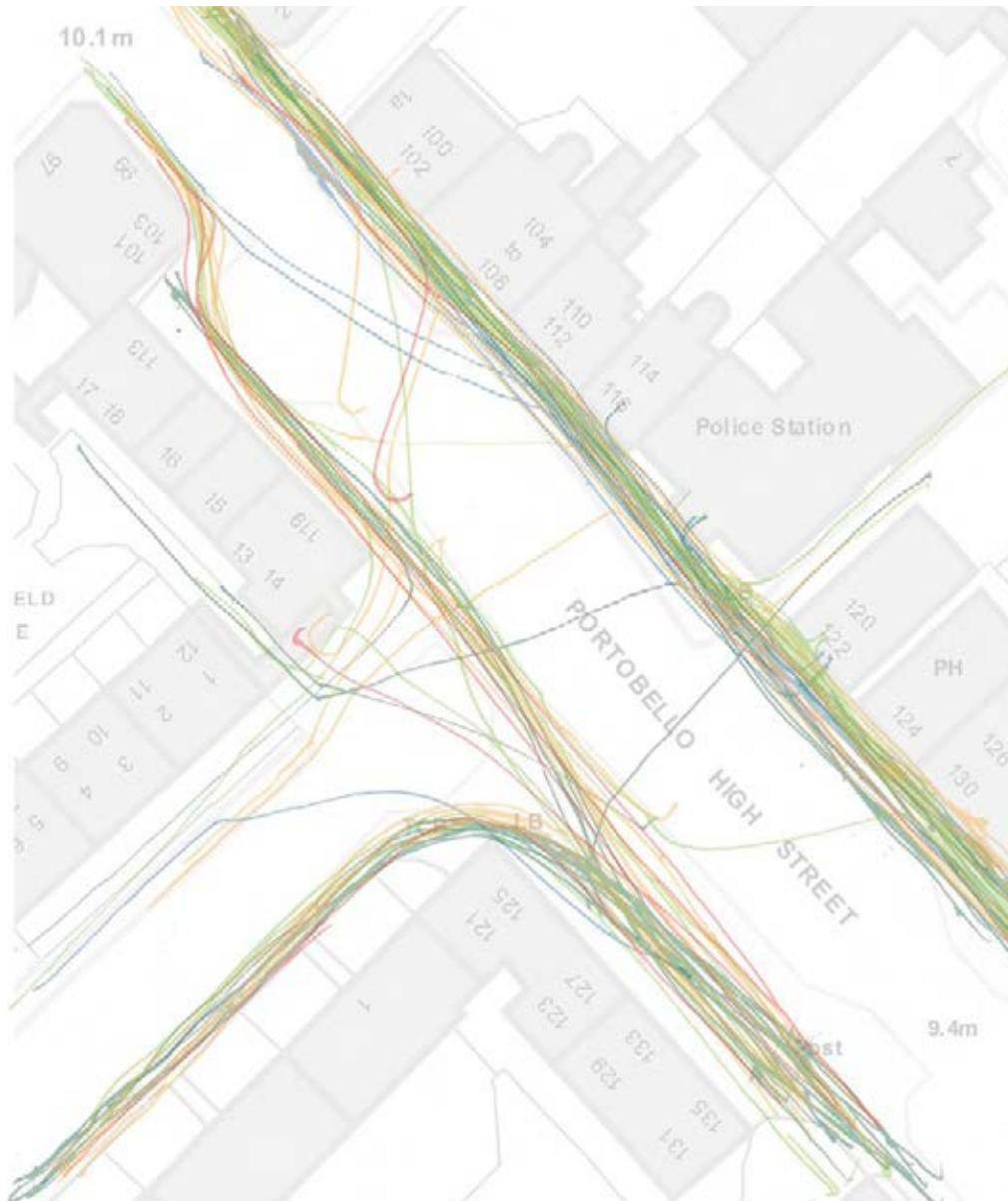
5PM

- Primary foot traffic on the North side of the High Street and in front of the Town Hall merging with flows along Rosefield Avenue.
- Activity to and from buses and taxis and along active shop fronts.
- Some jaywalking.
- Activity along bus stops and on available benches.



7PM

- Primary movement along the South side of the High Street along the better lit side of the street.
- Secondary movement along Rosefield Avenue and the North side of the High Street, which now presents passive frontages.



## LOCATION A, SATURDAY 13 FEBRUARY

Considerable foot traffic was recorded at Location A throughout the day with quiet moments observed during unfavourable weather conditions at some of the time slots.

The majority of primary footfall was on the North side of the High Street, with an exception from 7pm onwards where the majority of pedestrians switched to the better lit side of the High Street to the South. The pavement in front of the Town Hall was also particularly busy with activity continuing along the bus stops and under shops awnings looking for shelter.

Secondary traffic was noted along Rosefield Avenue with conflicts between vehicular traffic performing fast turns at the hammer end of Rosefield Avenue and Williamfield Square and pedestrians walking towards the library.

Location A would benefit from better lighting on the North side of the High Street to encourage a more uniform usage of all pavements at night. At the end of Rosefield Avenue a more organised arrangement for vehicle turning could make for a safer pedestrian environment.

Additional awnings at the bus stops on the North side and along the shop frontage on the South of the High Street would offer better shelter for waiting pedestrians.



# A: TRACING STUDY - TUESDAY 16 FEB

PORTOBELLO HIGH ST AT ROSEFIELD AVENUE



8AM

- Intense footfall on both sides of the High Street and along Beach Lane.
- Busy East side of Rosefield Avenue.
- Desire lines across High Street link to Beach Lane.
- Intense activity to and from the bus stop with large groups waiting and making use of crossing close to the Town Hall.



12NOON

- Primary foot traffic to and from the bus stops, Rosefield Avenue and the crossing point on the High Street.
- Activity around the bus stops with people pacing around waiting for buses with nowhere to sit.
- An intensity of movement between shop fronts and bus stops.
- Secondary movement along Beach Lane.



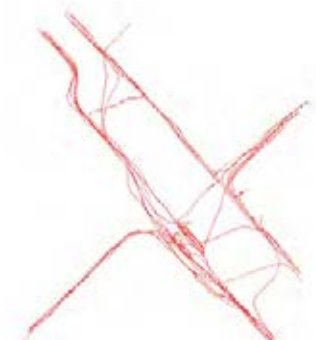
3PM

- Main activity around the bus stops and shop fronts on the South of the High Street.
- Intense footfall along both sides of the High Street and the East side of Rosefield Avenue.
- Jaywalking and desire lines along the whole length of High Street.
- Strong wind found people taking shelter along shop fronts.



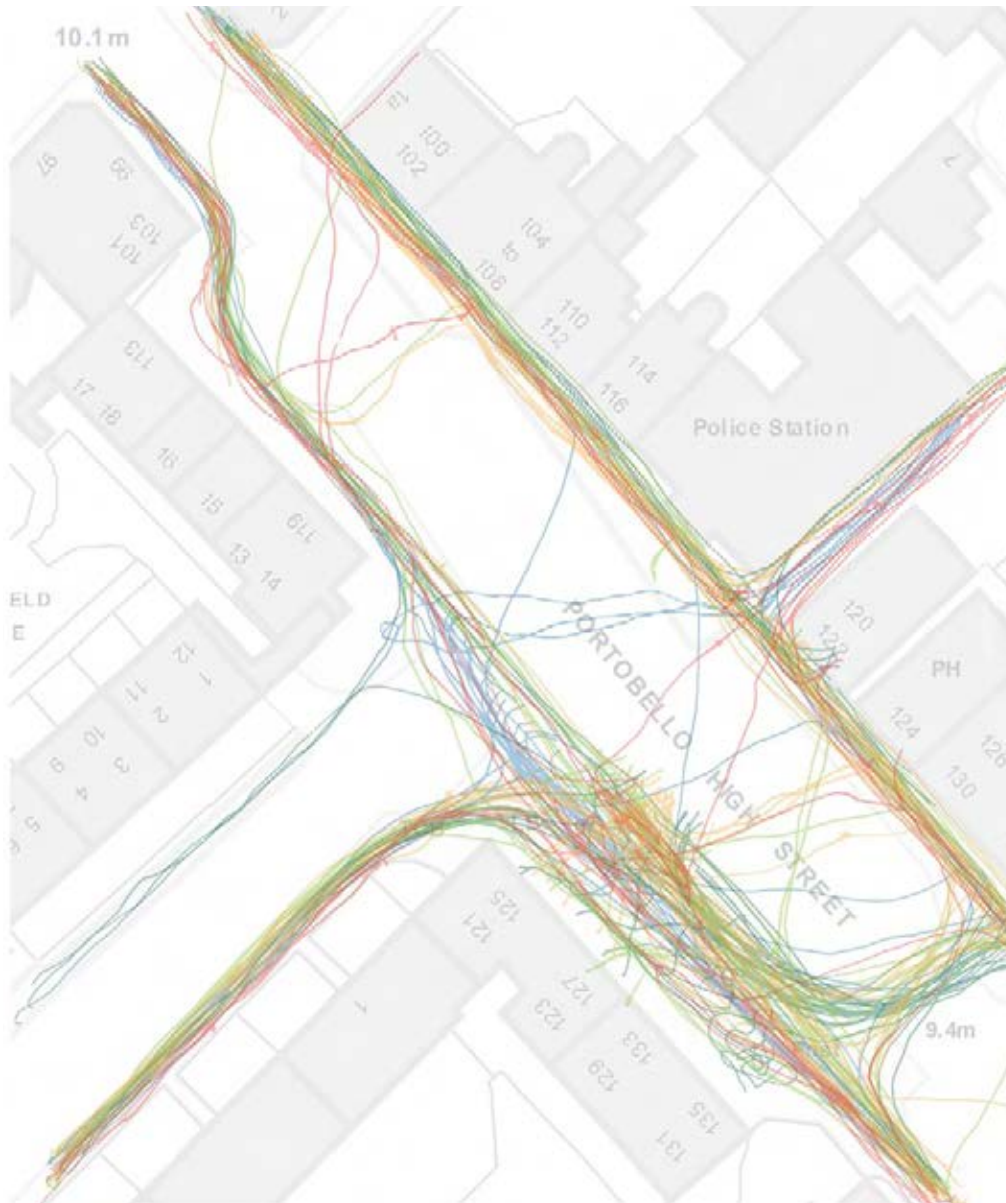
5PM

- Intense footfall on the North side of the High Street and the South side around the bus stops and along the East side of Rosefield Avenue.
- Visible use of shop fronts for shelter while waiting for buses.
- Desire lines across the High Street linked to bus stops and in proximity to the existing crossing.



7PM

- Less busy footfall spread across both sides of the High Street and the East side of Rosefield Avenue.
- Movement along Beach Lane and resulting in desire lines towards the bus stops.
- Movement around bus stops and window shopping the (now closed) shop fronts.



## LOCATION A, TUESDAY 16 FEBRUARY

Pedestrian movement within this area is busy at most time slots surveyed. Primary foot traffic is along both sides of Portobello High Street, Beach Lane and the East side of Rosefield Avenue.

Peak pedestrian activity was observed to be on the South pavement of the High Street between the bus stops and the shop fronts. Pedestrians were noted making use of the existing shop awnings for shelter whilst waiting for the bus and generating movement across the pavement adding to the already crowded bus stops. Pedestrian traffic is also associated with the bus stops and wider connections using Rosefield Avenue and Beach Lane spanning across the High Street.

Desire lines are present across the road where pedestrians have crossed to take the shortest desired route. These are clustered in proximity to the bus stop (incoming from Beach Lane) and at the existing road crossing East of the bus stops.

In response to these observations, it would be beneficial to increase the existing shop awnings to offer shelter and invite slow movement within the town centre area near the bus stops. Additional shelter could be incorporated at the bus stops and within the pavement using high canopy trees to create a more weather-friendly civic space. Movement around the area would also be increased and diversified by promoting the permeability of the existing secondary routes for example along Beach Lane.



# A: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 1. FEELING SAFE / TRAFFIC

User interviews revealed that people feel there is currently too much traffic along the High Street at this location and that traffic travels too fast. This is perceived as making the environment unsafe for pedestrians, especially children and older people. Some users were concerned it will continue a pattern of increasing unless action is taken to reduce both traffic congestion and parking. Users mentioned traffic congestion at the main junction of the High St with Brighton Place/Bath St in particular as an issue and were in support of removing parking near to this junction to prevent significant congestion blocking the road to the South in particular. Users also highlighted a frustration that road works are perceived as not being co-ordinated to be done at one time, instead taking place multiple times for different reasons, and the continued frustration this causes residents. Researchers noted that large volumes of traffic and buses dominate the view of the street.

## 2. FEELING SECURE / CRIME

Users expressed a mix of feelings about crime at this location. Whilst some said they felt safe here, especially during the day, other users said they worried about crime particularly in terms of vandalism, anti-social behaviour and 'youth gangs' exhibiting threatening behaviour. Some worried for their children's safety due to crime in the street. Users cited examples of fights breaking out amongst teenagers with no-one from the nearby police station stepping in to stop this. Researchers observed large groups of teenagers in the public space, which several users had referred to as 'threatening'. One group of young people was observed setting fire to a nearby bin and seemed to cause fear amongst some of the older people waiting at the bus stop nearby.

## 3. CLIMATE + POLLUTION

Users interviewed commonly cited a lack of shelter at this location, and exposure from the wind. Some users felt the public realm at this location was much improved during summer months when they might spend longer here, however as the research was conducted in Winter many users spoke negatively of a lack of shelter from wind and rain. Wind was also highlighted by users as being a factor in spreading litter around the street. This makes the street environment an unpleasant place to wait for the bus. Researchers noted litter being blown into those waiting for the bus, including up into their faces during strong gusts. Researchers noted during rain many users sheltered beneath the bus shelters. However these frequently became over-capacity, with people instead covering adjacent to the building frontage in doorways, then running out when they saw their bus approach. Encouraging these business owners to incorporate awnings into their shop fronts would provide additional shelter and also encourage waiting outside shop windows which may be potentially beneficial for shop sales. On particularly windy days researchers noted some older people struggling to walk through the street environment, where they frequently needed to cling onto poles to remain steady on their feet and seemed particularly vulnerable. Additional shelter, pausing points and a mitigation of the wind where possible would help provide a more accessible environment for all users.





#### 4. OPPORTUNITIES TO WALK

Users interviewed felt that the area was relatively okay to walk through. However they felt reducing traffic congestion and increasing pedestrian crossings would help improve the pedestrian environment. Many users mentioned that they would frequently walk through here, however more as a movement route en route to other places (such as the shops or bus stop) rather than a destination in itself. Researchers observed many users walking over one lane to the median island and then waiting before crossing the other side of the road here. These users were often older and struggled to cross the road in one go. Researchers also noted that the main pedestrian movement route seems to hug the facade of buildings with independent shops behind the bus stops. This may be due to either the small protection the trees and building facade offers from negative climatic factors, the wider pavements here or interest of the shop fronts here away from the road.



#### 5. OPPORTUNITIES TO STAND/STAY

Users interviewed frequently stated that they would prefer to spend time at the Prom and the beach rather than on this section of the High Street, which is seen as more of a functional movement route set back from, and running parallel with the beach 'destination'. Improving connections between these two parallel linear elements may help blur this boundary and encourage the town centre to be seen as a compact area connected to, and incorporating the 'destination' of the promenade rather than just the high street. This may help improve the High Street's identity as a pleasant 'gateway' facilitating pedestrian and cyclists routes to the Promenade from the busy bus stops (frequently the first place visitors encounter when getting off the bus) and nearby areas - somewhere it is pleasant to spend time, with clear signage and links to the beach. Whilst there are currently a large number of standing activities at this location facilitated by wide pavements these almost exclusively relate to necessary activities such as waiting for the bus at this key public transport hub within Portobello rather than more optional activities.



#### 6. OPPORTUNITIES TO SIT

User interviews at this location revealed that the benches here are valued by users - especially those who are older and need a place to rest whilst going to the shops. However, most users choosing to sit somewhere for leisure, would instead rather spend time sitting at the promenade rather than at this location. As such, whilst the benches here are certainly useful and should be maintained, this is not seen as a 'desirable' location to sit - it is instead used more out of necessity to facilitate those who need frequent stops to access the shops, wait for the bus, or visit and other services nearby in the town centre.





# A: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 7. OPPORTUNITY TO SEE

Researchers noted that large volumes of traffic and buses dominate the view of the street here. Buses frequently stop, taxis pull in and out and cars fill the road. Vehicles and the road seem to dominate the view here, though there is some interest from the range of small scale shops also present. Users interviewed noted the beach and promenade as the key positive views nearby - these cannot be seen from this location. However other glimpse views of the sea could be highlighted at minor roads to the East in other places along the town centre. Users interviewed did highlight the importance of local independent shops for the character and aesthetic of the area (with some users concerned these were disappearing due to chain shops such as Sainsburys).

## 8. OPPORTUNITY TO TALK + LISTEN

Researchers observed that the traffic noise combined with wind exposure create an atmosphere that can be unpleasant or difficult to hold a long conversation in. Despite these hindrances, the wider pavement at this point does give the room needed for people to stop and gather to have conversations with one another without feeling like they are in the way of passers by. In particular the area in front of the building facades here with trees and the adjacent bus stops does offer a good sized space which could be built upon with additional seating and planting to better mitigate wind and form a pleasant place to stop and have a conversation or wait for the bus.

## 9. OPPORTUNITY FOR PLAY + UNFOLDING ACTIVITIES

Researchers observed children playing chasing litter around in the wind on the pavement in front of the shops (this formed a circular wind tunnel on the ground at this point) but otherwise no play was observed on research days at this location. Several joggers were noted running past this location though they were few in number. The main activities at this location were instead simply waiting for the bus - either in the bus shelter or in doorways sheltered from the wind at the shop frontages. Users interviewed frequently mentioned the beach, and this is seen as the local destination for play and unfolding activities rather than the High Street.





## 10. DIMENSIONED AT HUMAN SCALE

The range of local and independent shops was highlighted by users as important for the character of the area and was noted by researchers as adding human scale to the streetscape. Whilst pavements are wide at this location with adequate movement width for pedestrians, the scale still feels to be at vehicular rather than human scale however. This is perhaps due to the prevalence of traffic, including significant numbers of buses on the road, which feel to dominant the street in terms of both their priority over pedestrian movement and visual impact on the space.

## 11. OPPORTUNITIES TO ENJOY POSITIVE ASPECTS OF CLIMATE

Users spoke of the Prom as a more pleasant place to spend time in favourable weather than the High Street - which is seen more functionally for shopping, catching buses and as a movement route on foot. However, those benches that are at this location are valued by users needing a place to stop and rest, with only a small number of users expressing that they would actively choose to spend time sat here in summer during sunny weather. The street environment would need to be enhanced, with additional shelter, seating positioned in those spots with the most favourable microclimate, additional planting and protection in terms of screening from the traffic to create a more enjoyable sheltered location to enjoy positive aspects of climate in summer.

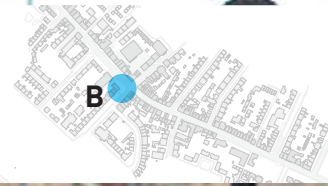
## 12. AESTHETIC QUALITY + POSITIVE SENSORY ACTIVITIES

Researchers noted the positive attributes of the line of trees and widened pavement in front of the shop fronts with even paving surface as a providing positive aesthetic features. However, this space could be improved through additional protection from wind and rain - perhaps by extending the line of trees further along the pavement to the North to provide some additional canopy cover in summer months, or encouraging business owners to add awnings to provide more shelter all year round. Additional seating underneath these trees would help provide clusters of smaller spaces within which people could wait for the bus or spend time in summer. The dead end road at Rosefield Avenue was also observed by researchers to narrow the pavement down unnecessarily - this could be widened to increase the pedestrian realm without negatively impacting on turning circles. Researchers also noted that this side of the High Street - which is wider and has better lighting - has higher footfall than the opposite side of the street with buildings featuring wall-mounted lighting that is less bright. This may be coincidence or it may be a result of people feeling more comfortable in a brighter street environment at night.





B: JUNCTION OF PORTOBELLO  
HIGH ST + BRIGHTON PLACE



# B: BEHAVIOURAL MAPPING

## JUNCTION OF PORTOBELLO HIGH STREET + BRIGHTON PLACE

The points at which people stopped or waited within the public realm at this study location are directly associated with pedestrian crossing points. Only once during the research days was a user noted to sit on the benches by the Town Hall for 2-3 minutes, likely due to the time of year. This highlights the need for a more conducive environment to sit and spend time in, with adequate shelter from the elements during poor weather.

People do not wait for the crossing signals to change; they look at the passing cars and the direction of the green light and cross when there is an opportunity to do so.

The junction is busy in the evening because of the bus stop on the North side of the High Street where there are many people getting off buses on their way home from work.

The pattern of behaviour is the same for weekdays and weekends, whereby people wait at the bus stop or the corners of the junction, ready to cross the street. Overall, more people were observed to be using the streets at the weekend than on a weekday.



SATURDAY 13 FEBRUARY



TUESDAY 16 FEBRUARY

- + Standing
- Seated
- \* Playing
- 8am
- 12pm
- 3pm
- 5pm
- 7pm





Passive frontage and dark at night in this corner

Bank of Scotland provides limited active frontage at this key corner position at the town centre heart

Some formal seating and trees already present but could be improved with redesign of plaza

Benches currently positioned in the midst of the space and close to traffic with no defensible back.

Large junction surface devoted to traffic prioritising vehicles over pedestrians and place.





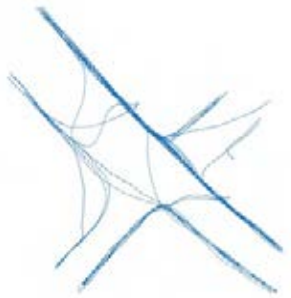
Busy traffic currently obscures positive views of nearby architectural features.

Cyclists often walk across the junction to avoid cycling in busy traffic or turning at the junction.

The heart of the town centre is currently dominated by parking and congested traffic.

# B: TRACING STUDY SATURDAY 13 FEB

JUNCTION OF PORTOBELLO HIGH ST + BRIGHTON PLACE



8AM

- Foot traffic predominantly on the North side of Portobello High Street and along the East side of Brighton Place.
- Secondary movement along the West side of Bath Street and the corner of Brighton Place and High Street on the West.
- Jaywalking towards the bus stops and across the junction.



12NOON

- Primary foot traffic along the North side of the High Street and merging at the bus stops from Brighton Place and the South side of the High Street.
- Pedestrian desire lines cross the road along Bath Street in proximity to the bus stop.
- Diagonal crossing at the junction.



3PM

- Primary movement is along both sides of the High Street.
- Secondary foot traffic along Brighton Place and Bath Street.
- Movement around the available benches.
- Pedestrian desire lines are visible in proximity to the junction on Bath Street and West of the junction along the High Street.



5PM

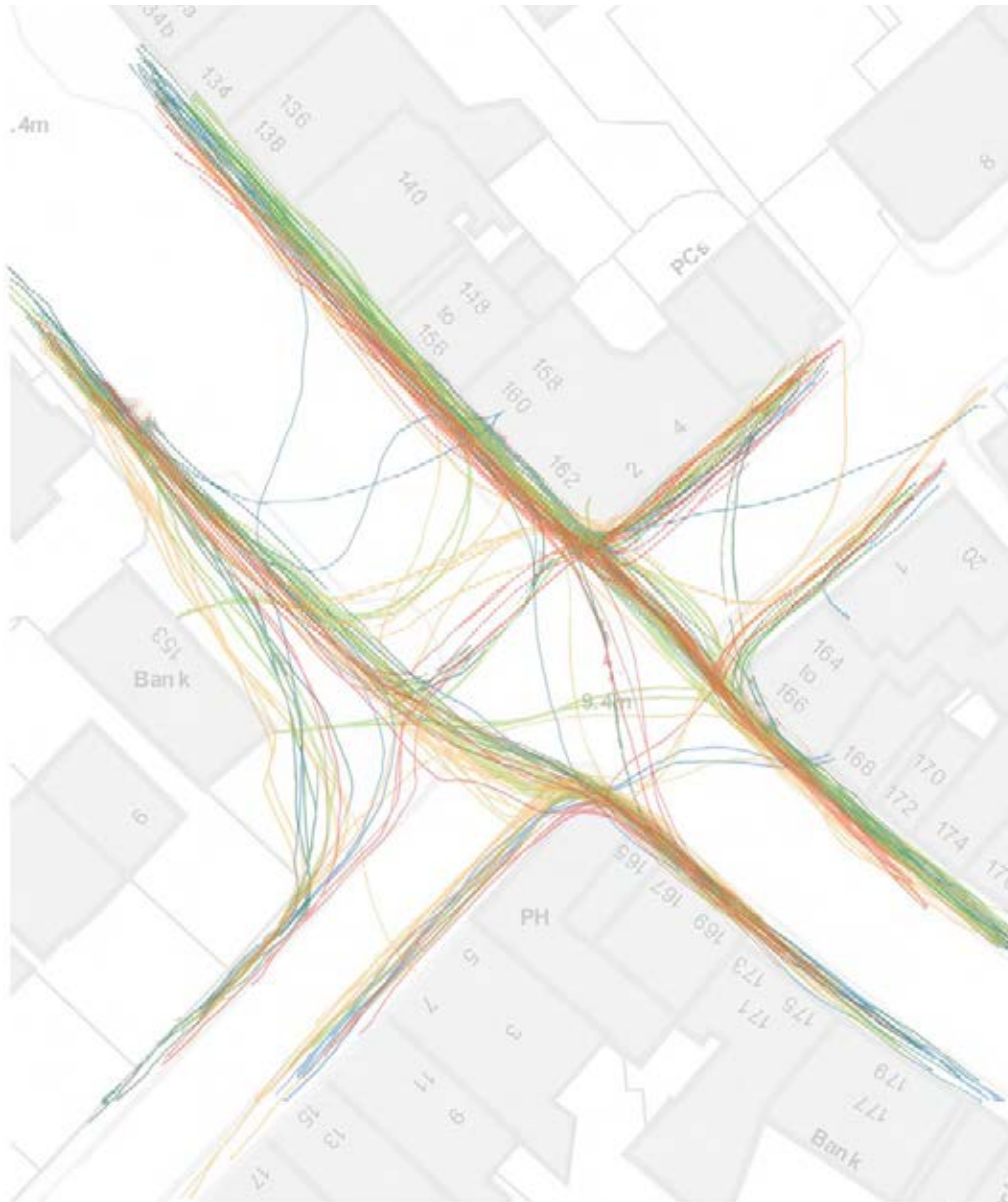
- Movement is spread across all thoroughfares with slight predominance on the North side of the High Street.
- Pedestrian desire lines across all main routes including High Street, Brighton Place and Bath Street.
- Diagonal crossing is visible at the junction.
- Movement around the perimeter of the seating space near the Bank of Scotland.



7PM

- Lighter foot traffic primarily along the High Street.
- Secondary movement along Brighton Place and Bath Street.
- Movement across the seating space near Bank of Scotland.
- Diagonal crossing between the North West corner and the South East corner of the junction.





## LOCATION B, SATURDAY 13 FEBRUARY

Foot traffic in Location B was observed to fluctuate at different intensities along all the main thoroughfares. Pedestrians made use of both sides of Portobello High Street equally, as well as the West pavement of Bath Street.

Secondary pedestrian movement was observed along the East side of Bath Street and both sides of Brighton Place, scattering into a variety of desire lines at the corner next to the Bank of Scotland.

Desire lines are visible in proximity to the junction with some observed routes covering considerable lengths along the East side of the High Street and down Bath Street. Street users were also inclined to cross the junction diagonally at all time slots and the researchers noted a high frequency of jaywalking throughout the day.

Pedestrians would walk around the public seating area to the East of the Bank of Scotland without making notable use of the benches, although this could be due to the adverse weather conditions at the time of study.

The area would benefit from a reconfiguration of the existing seating layout adjacent to the Bank of Scotland offering more stimulating viewpoints and better shelter. In response to the diagonal crossing desire lines, the junction would benefit from a more even surface and better prioritisation of pedestrian movement.



# B: TRACING STUDY - TUESDAY 16 FEB

JUNCTION OF PORTOBELLO HIGH ST + BRIGHTON PLACE



8AM

- Heavy footfall primarily along the North side of the High Street.
- Secondary pedestrian traffic on both sides of Brighton Place and Bath Street and on the South side of the High Street.
- Intense activity around the ATM.
- Diagonal crossing and desire lines at the junction.



12NOON

- Primary foot traffic along all thoroughfares with a lighter flow along the East side of Bath Street.
- Considerable jaywalking and diagonal crossing at the junction.
- Seating space at corner of Brighton Place is scarcely used.



3PM

- Intense foot traffic to the West of the Junction on both sides of the High Street and along the West side of Bath Street.
- Secondary foot traffic along Brighton Place and Bath Street.
- Movement through the sitting area.
- Diagonal crossing.
- Large numbers of school children.



5PM

- Quieter footfall in the area.
- Primary movement on the West side of Bath Street and North side of the High Street.
- Desire lines on Bath Street.
- Reduced diagonal crossing present.



7PM

- Primary foot traffic on the North side of the High Street with groups of people coming from Edinburgh.
- Variety of desire lines and diagonal crossing through the junction and different levels of the High Street.
- Quieter than in earlier time slots.



## LOCATION B, TUESDAY 16 FEBRUARY

Pedestrian movement in Location B was noted as intense throughout the whole day, despite the adverse weather conditions observed by the research team.

Foot traffic is particularly heavy between 8am and 12pm and with primary flows along both sides of the High Street and the West side of Bath Street. Brighton Place contributes with secondary pedestrian movement flows.

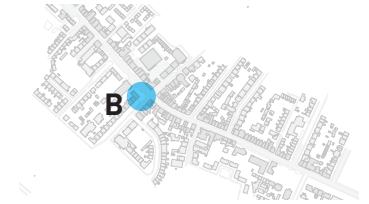
The junction presents a high frequency of diagonal crossing with desire lines covering a variety of distances throughout the day. Peak volumes of people crossing occur earlier in the day (see 8am and 12pm slots). Desire lines appear more frequently later in the day with a peak at 7pm covering considerable lengths along the High Street and Bath Street.

The public space in front of Bank of Scotland is particularly active with consistently busy use of the ATM. The seating area immediately next to it is, however, not as widely used and rather pedestrians tend to move around the perimeter of this space.

Resurfacing the junction to replace the damaged tarmac would offer safer crossing environment for pedestrians. The seating area next to the Bank would benefit from reconfiguration of the available benches to create a more sheltered space and enhanced viewpoints along the High Street.

# B: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 1. FEELING SAFE / TRAFFIC

Traffic was commonly cited by users as a key threat to the area. Key issues mentioned by users included the speed and volume of traffic at the junction, a need for improved pedestrian crossings and more cycle friendly environment, and a reduction in parked cars near the junction to reduce congestion. Researchers also noted a need for improved pedestrian connections across the junction, observing that people frequently took their chances, darting across the junction watching for cars rather than waiting for green to cross. This may imply a frustration with long waiting times to cross the road as a pedestrian.

## 2. FEELING SECURE / CRIME

Most users interviewed stated that they did not worry about crime at this location, with some citing that they knew the locals and didn't see crime as a particular problem here. However, some users noted that sometimes teenagers would gather here and this could be intimidating. Others noted that the lighting could be improved at this location.

## 3. CLIMATE + POLLUTION

Researchers noted that the winds are exceptionally strong here. Whilst research was conducted on relatively windy days given the Winter season, ideally the public realm should offer some shelter to offer refuge from these kind of blustery conditions for those that would like to pause or stop and rest in the street environment. However, researchers noted bins falling over (often onto the pavement) and large quantities of litter flying around - sometimes even hitting pedestrians on their body and face. Older people were observed struggling to move around without support from street furniture or kindly strangers/researchers who helped them cross the road. This location in particular felt exposed and hostile, prohibiting more optional public life despite the presence of benches and trees due to a lack of shelter. Whilst some use of benches was observed these were primarily to take a rest as a necessary activity, and conversations in the street seemed to be kept to brief conversations with users quickly moving on.





#### 4. OPPORTUNITIES TO WALK

Users interviewed mentioned the wide pavements at this location as a positive factor in aiding a more positive pedestrian environment. However, others felt the pedestrian environment and paths (particularly crossings across the junction) could be improved. Whilst the pedestrian environment was generally considered to be acceptable, some users did mention that they would only use this area as place to walk through rather than somewhere to spend time. Reasons given for this included a lack of places to spend time outside in comfort and a lack of interesting shops or things to do. This location was seen by users as primarily a movement corridor rather than a destination in itself. Users were observed frequently getting off their bikes to walk across the junction to avoid cycling and/or turning at the busy junction, with users stating was unsafe with busy traffic.

#### 5. OPPORTUNITIES TO STAND/STAY

Some users mentioned that they did enjoy spending time at this location, either to sit on benches and read the paper or people watch. However, most other users highlighted that they wouldn't consider spending time outside at this location - and instead would just walk through. Reasons given included many users stating there is a lack of interesting features or things to do and that would encourage staying behaviours in the public realm here. Others mentioned climate and a lack of an attractive environment to spend time.

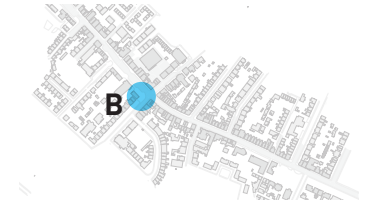
#### 6. OPPORTUNITIES TO SIT

Some users interviewed mentioned their frequent use of the benches on the corner at the junction as a key spot for people watching, reading the paper, taking a rest or meeting friends. However other users stated they would never consider sitting outside here, and that there are few other opportunities to do so at cafes or pubs nearby. Some users felt the existing benches at this location had poor views despite the proximity to the sea, and little shelter or other aspects to make the sitting experience more enjoyable. Researchers observed that the benches at this location are centrally located within the space rather than closer to the edge with their backs against the wall. This results in those using the benches in feeling that they are on display themselves, rather than a spot for people-watching others and may reduce their use. The primary view from these seats is the traffic at the junction which is of limited interest to most users. These aspects could be improved with a greater range of informal seating, more conducive environment for staying activities and a more attractive environment for seating created, screening the junction traffic and incorporating trees, and a more comfortable semi-enclosed gathering space at this location.



# B: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 7. OPPORTUNITY TO SEE

Some users mentioned positive visual aspects as including the trees at this location as well as nearby older architectural features and buildings (the town hall, police station and baths). However, other users stated that they felt there was little to see here that was remarkable or of interest. The sentiment from most users was that the interesting parts of Portobello were elsewhere - the High Street is purely functional and unremarkable, particular in contrast to the Prom. Researchers noted that in the evenings on both weekdays and weekends the area seems very quiet with only a few people in the street en route to other places and nothing else happening or shops open. Researchers noted the dominance of vehicles and traffic at this location which hinder the visual aesthetic.

## 8. OPPORTUNITY TO TALK + LISTEN

User interviews revealed that many see this location as a key place to meet each other, bump into other local residents and have conversations, despite the junction and traffic noise. The wider pavements and benches set back from the road help facilitate this, however this wider pavement space and key public realm could be improved with increased numbers of trees, shelter and rethought seating to better enable these conversations and provide a more welcoming place to spend time.

## 9. OPPORTUNITY FOR PLAY + UNFOLDING ACTIVITIES

Researchers noted that particularly in the evening but also throughout the week, the area seems very quiet with only a few people in the street en route to other places and little else happening. Whilst the wider pavement space could enable more unfolding activities, especially given its high footfall as the central crossroads in Portobello, currently few unfolding activities beyond chance meetings occur here. These should be encouraged to promote public life.





## 10. DIMENSIONED AT HUMAN SCALE

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Researchers noted that the junction is designed at a vehicular rather than human scale. Little space is given to pedestrians on some junction corners despite the numbers of pedestrians that gather here during busy periods. The wider expanse of pavement creates another larger scale despite the trees and benches which can be exposed to wind and lack shelter.

## 11. OPPORTUNITIES TO ENJOY POSITIVE ASPECTS OF CLIMATE

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User interviews revealed that some users actively use the benches here in most weather conditions, however more so to enjoy the positive aspects of climate on sunny, dry and still days. Some users mentioned spending time here with children to watch cars and older users mentioned reading the paper on the benches here. The benches at this location do enable some appreciation of the positive aspects of climate, though this environment could be improved with shelter, increased planting and better screening from the road.

## 12. AESTHETIC QUALITY + POSITIVE SENSORY ACTIVITIES

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Users commented that the street environment, including street surfaces and building facades, appears worn and dated and could be improved to create a higher quality public realm. Researchers and users observed the current junction layout prioritised cars over pedestrians and cyclists resulting in a perception that it can be frustrating to cross the road and unsafe to cycle through the junction. Additional shelter and more active frontages on this corner of the junction would help enhance this space as a key public centre of Portobello. Researchers noted that lighting at the side of the bank next to the four trees could be improved. By reducing parking on roads leading into the junction in this central heart of the town centre (leaving only disabled and loading spots as needed), there is potential to create a pedestrian heart to the centre of Portobello and Bath St to become key route to the sea front. A gateway for those arriving by bus to the sea and increasing dominance of the heart of the town centre as a 'place' and attractive environment for pedestrians and cyclists.





C: BATH ST AT JUNCTION NEAR  
BATH ST LANE





# C: BEHAVIOURAL MAPPING

## BATH STREET NEAR BATH ST LANE

At this location, people did not stop or wait to cross the street but kept on walking on the pavement until the road was clear before they crossed. As such, little stationary behaviours were marked near the research position. Behaviours other than walking were primarily observed instead near the junction with Portobello High St where the primary activity was standing to wait to cross the street.

A small number of users were observed waiting for each other outside the public toilet and outside Scotmid on weekdays. However, those people lingering in this area did not do so due to the amenity or positive built environment setting, rather as a practicality due to the proximal convergence of building uses.

Researchers observed that when walking around the corner to and from Scotmid, where the route meets with Bath Street, people sometimes bump into each other due to a lack of pavement width.



SATURDAY 13 FEBRUARY



TUESDAY 16 FEBRUARY

- + Standing
- Seated
- \* Playing
- 8am
- 12pm
- 3pm
- 5pm
- 7pm



Pavement abruptly stops this side of entrance to Scotmid, so pedestrians cross over carriageway.

When people wait outside the CAB the pavement becomes congested.

Narrow pavements and uneven surfaces restrict accessibility and prioritise car movement.

Pinch point at this corner makes it hard to pass other pedestrians.

Feels like a vehicular back entrance rather than a pedestrian friendly route prioritising people.





Narrow pavements could be widened by rationalising parking spaces on both sides of street.

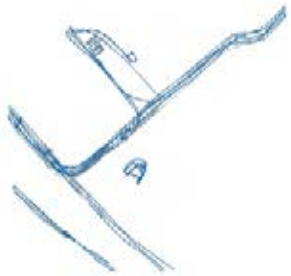
Public toilets provide an important local amenity and are regularly used.

Parking spaces narrow pavement and dominate the street environment at present.



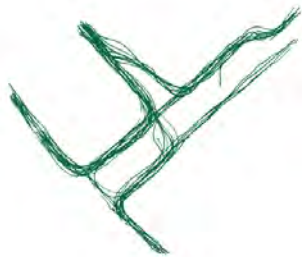
# C: TRACING STUDY - SATURDAY 13 FEB

BATH STREET NEAR BATH ST LANE



8AM

- Primary foot traffic along the West side of Bath Street.
- Secondary pedestrian movement to and from Scotmid and the Post Office and along the High Street.
- People are dropped off in cars on the East side of Bath Street.
- Desire lines through Scotmid car park.
- High number of jaywalkers cross the street here due to narrow pavements that do not align with their desire lines and lack of pedestrian entry surface to Scotmid.



12NOON

- Busy footfall primarily on the West side of Bath Street, to and from Scotmid and the Post Office.
- Desire lines through the car park and across Bath Street in line with the public toilets.
- Corner of pavement at the public toilets is a point of converging flows.



3PM

- Primary pedestrian route is on the West side of Bath Street going to the shops and Post Office.
- Desire lines are seen throughout the Scotmid car park.
- Desire lines across Bath Street, mostly converging towards Scotmid.
- Corner of public toilets is a potential pedestrian conflict area with narrow paving and a pinch point.



5PM

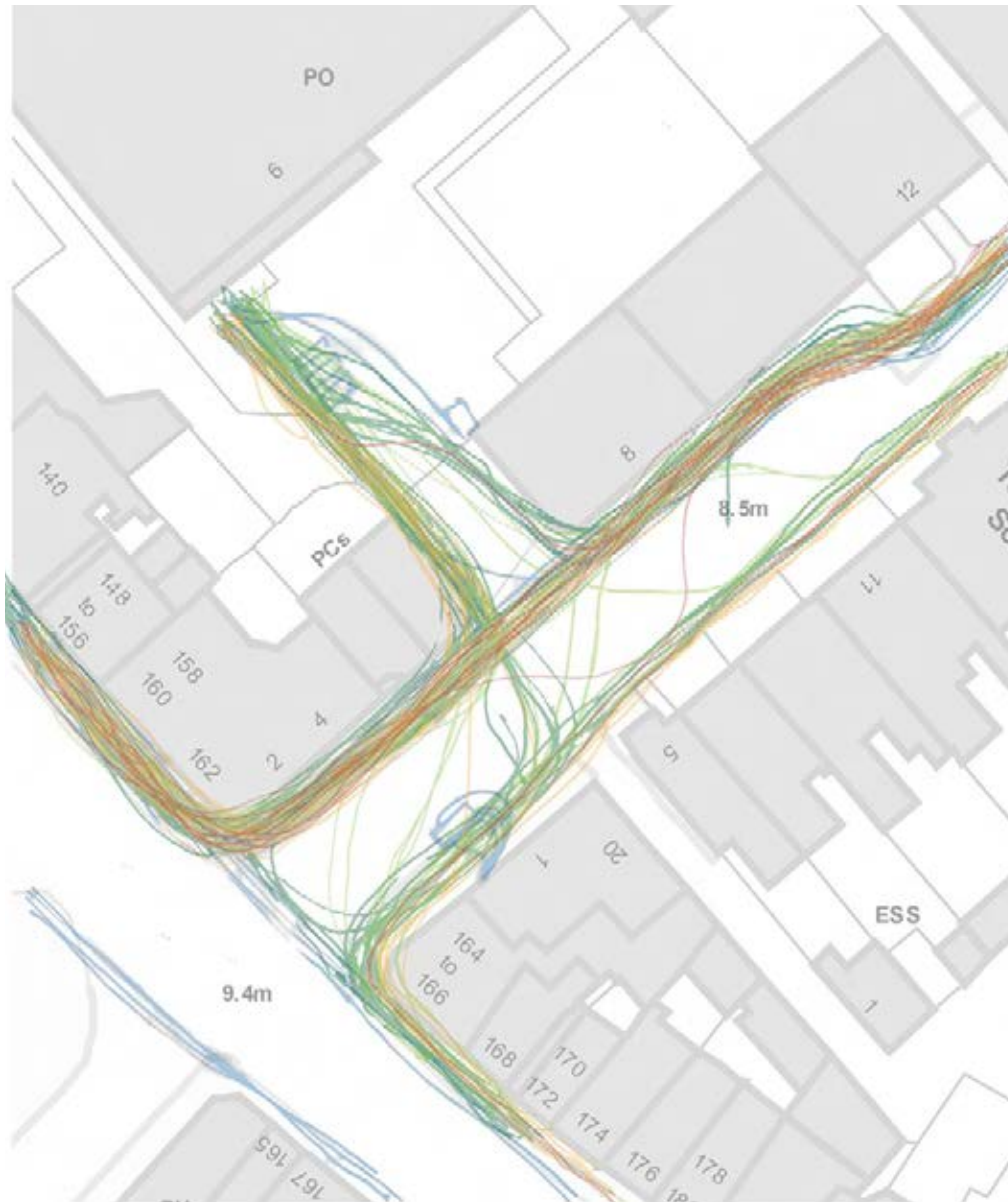
- Quieter pavements with foot traffic mainly on the West side of Bath Street heading to and from the High Street.
- Secondary flow along the East side of Bath Street.
- Desire lines across Bath Street towards the Scotmid.



7PM

- Quieter pavements with primary pedestrian movement along the High Street and the West side of Bath Street.
- Secondary flow on the East side of Bath Street, barely no movement to and from Scotmid.
- General desire lines across Bath Street.





## LOCATION C, SATURDAY 13 FEBRUARY

Location C is a busy pedestrian area with peaks registered between the 12pm and 3pm slot. There is a focus of street user activity on the High Street at the junction between the High Street and the West side of Bath Street with a prominent flow leading into the Scotmid and Post Office. The East side of Bath Street is less frequently used possibly as this is considerably narrower than the West side.

The corner of the pavement where the public toilets are located is particularly busy, with converging flows and desire lines. The researchers noted a widespread issue of this corner being a 'blind spot' creating disruption in passing pedestrians. Disruption is also present at the car park, where pedestrians have to zig zag between parked cars and are deprioritised in favour of vehicles.

Bath Street presents a variety of desire lines along its length indicating pedestrians walking in the road along their desired movement route, however these are most dominant near the junction with Bath Street Lane where pedestrians cross to reach Scotmid.

The overall flow of pedestrians would be smoother if narrow pavements on the South side of Bath St, and those leading to Scotmid were widened. Consideration could also be given to the creation of a safer and clearer crossing for pedestrians coming from the corner next to the Citizens Advice Bureau in order to avoid conflict with vehicular traffic accessing the car park.

# C: TRACING STUDY - TUESDAY 16 FEB

BATH STREET NEAR BATH ST LANE



8AM

- Primary foot traffic on the West side of Bath Street.
- Secondary traffic to and from Scotmid and the Post Office and along the East side of Bath Street.
- Individual cases of desire lines cross the road before the junction at the two corners with Bath Street Lane.



12NOON

- Heavy footfall primarily on the West side of Bath Street and going to the Scotmid and Post Office.
- Secondary flows on the East side of Bath Street and Bath Street Lane.
- Desire lines of those jaywalking often connect the entrance of Scotmid with the High St.
- Activity at the public toilets.



3PM

- Primary foot traffic on the West side of Bath Street and the High Street.
- Secondary movement along the East side of Bath Street.
- Junction to car park of Scotmid and Post Office as particularly busy with desire lines.
- Desire lines in proximity to the junction.
- Public toilets in constant use and used as shelter during heavy rain.



5PM

- Primary foot traffic on the West side of Bath Street continuing to the Scotmid.
- Secondary pedestrian traffic on the narrower side of Bath Street and along Bath Street Lane.
- Desire lines across the entrance of the car park and generally across Bath Street where pedestrians want to cross the street.
- Sharp narrow corner at public toilets causes disruption and a pinch point.



7PM

- Quieter pavements with foot traffic mainly on the West side of Bath Street to the shops.
- Secondary traffic on the East side of Bath Street and Bath Street lane.
- Desire lines clustered opposite entrance to the car park.
- Conflict between cars turning fast into the car park and pedestrians crossing the along Bath Street and to the Scotmid.





## LOCATION C, TUESDAY 16 FEBRUARY

Primary foot traffic movement is along the West side of Bath Street maintaining a constant flow throughout the day along the whole thoroughfare and to and from the Scotmid and Post Office.

The pavement on the East side of Bath Street presented a secondary flow with a minor contribution along Bath Street Lane. Lower pedestrian volumes here may be due to the narrow pavement.

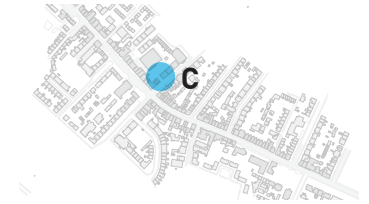
Desire lines were visible crossing the road or walking along Bath St in the road, especially in the Southern part of Bath Street. This behaviour becomes more frequent in the later study slots. The researchers noted high levels of activity around the public toilets at all times of the day with people both using them and stopping in the doorway to take shelter from the strong winds. The opposite corner next to the Citizens Advice Bureau is narrow and also very busy, causing difficulties in movement especially for elderly pedestrians or those pushing prams.

The entrance to the car park would benefit from a raised crossing to make it feel safer and give pedestrian priority. Wider corners would also help with the levels of pedestrians moving to and from the Scotmid, especially for elderly users.

The pedestrians using the secondary routes would benefit from a more attractive environment, for example using a distinctive palette of materials and soft landscape to encourage the use of these secondary lanes to connect with the promenade and explore the wider area.

# C: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 1. FEELING SAFE / TRAFFIC

Traffic was mentioned by users as being particularly busy during rush hour periods when it is felt to create most problems. Users stated they felt the High Street is a major movement route to the city and as such the high traffic volumes are expected and something to be avoided when walking on foot. Some users mentioned they would walk alternate routes during busy periods to avoid traffic noise and volume. Others felt crossing the junction nearby was a major problem and caused concern for their safety as pedestrians. One user said “traffic is confusing and difficult to understand when you can walk. You don’t feel safe. I never know where the cars are going to go.”. This highlights the importance of ensuring pedestrians are prioritised throughout the public realm to enable those of all ages and abilities to engage in the public realm and public life without fear of accident. Other users mentioned a frustration with how long it takes to cross the road as a pedestrian and a feeling that traffic volumes were too great and put pedestrians at risk. Researchers observed many cyclists using the pavement rather than the road surface, presumably due to a perceived fear of cycling on the road here and through the nearby junction. As such, user interviews at this location highlighted the need for improved pedestrians and cycle priority particularly at the junction of Bath St and the High Street.

## 2. FEELING SECURE / CRIME

Most users interviewed felt safe both at this location and within the broader Portobello town centre. Some users cited this as one of the reasons they enjoy living here - with the area being seen as quiet, a “good neighbourhood” and a good safe environment for children without fear of crime. A smaller number of users did mention having heard occurrences of crime - though primarily these were seen as only a threat at night and connected with car theft or vandalism rather than personal attacks. Traffic and weather were seen as much more significant threats in the area than crime.

## 3. CLIMATE + POLLUTION

Many users highlighted the weather as a significant threat to spending time outside here. Users mentioned the wind, rain and cold as key factors influencing their behaviour outdoors - stating they would either not venture outside in poor weather (particularly older users) or that they would only go about necessary tasks or drive instead of walk. Users also highlighted particular aspects of the current built environment which cause particular hazard to users being outside at this location in poor weather. These included a puddling of water which often splashes pedestrians, and also the street channelling wind from the sea and resulting in an exposed public realm which felt like a hazard to those more unsteady on their feet. Researchers noted that many older people were observed using the corner of the public toilets as a support to turn the corner into the car park at Scotmid. This highlights the need to provide adequate resting spots, even pavements and benches to aid all users in being able to get outside and use the public realm in all weather conditions and without fear of falling due to wind or trip hazards.





#### 4. OPPORTUNITIES TO WALK

Users interviewed generally felt the area was okay to walk through. However, some users highlighted that the link between Scotmid and Bath St could be improved, and a better connection to the High Street incorporated. Other users highlighted fears walking in poor weather or uneven surfaces and narrow pinch points restricting the amount they get out of the house and walk through this area. The junction was also mentioned as a difficult place to navigate as a pedestrian. Local shops were seen as the primary reason for walking at this location (for necessary activities), with the promenade seen as a destination to walk to for spending time and more optional/recreational activities. Researchers noted that people looked down at the ground rather than using eye contact or conversations with one another due to the wind and rain. Many users were observed finding it difficult to navigate around the corner into Scotmid from the main street. Researchers also observed large numbers of users with pushchairs or those who were older and found mobility a challenge. Creating an environment which makes walking easy for all users - even surfaces, frequent rest points, and wide pavements allowing people to easily pass one another with a buggy or without fear of being knocked are important yet lacking here. Researchers also noticed that the Scotmid side of Bath St is busier with the shop acting as a local destination. Researchers also noted the sudden stopping of the pavement to the North-East side of the entrance to Scotmid at Bath St which causes pedestrians to 'run out' of pavement and cross to the South-West pavement leading to the shop. This puts pedestrians at risk as cars feel they have right of way. The entrance into Scotmid could be significantly improved to better prioritise pedestrians.



#### 5. OPPORTUNITIES TO STAND/STAY

Users interviewed were unanimous that this is not a place they would spend time. Users see this location as simply a movement route to go to either Scotmid for food shopping, the beach and promenade, or en route to the city. This section of road is seen entirely as a necessary place to move through to get to somewhere else. Researchers noted that there would be great potential to more productively use some of the sheltered internal courtyard space in front of Scotmid to create a sheltered public realm space that people could take a rest, meet others at the shops or spend more time, whilst still leaving a number of parking spaces and loading zones. An improvement to the passageway connecting this space through to Beach Lane could also be implemented, as well as an improved more pedestrian friendly entrance from Bath St that causes less conflict between pedestrians and cars. These improvements in tandem with an improved outdoor space outside Scotmid could help create a protected sheltered public space that users of all ages could meet and spend time for conversations with one another and public life. This would need to be achieved in partnership with Scotmid.



#### 6. OPPORTUNITIES TO SIT

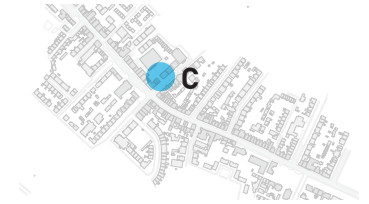
Users interviewed all stated that they would not sit at this location at present or in summer time. Some users highlighted a need for more benches at this location as it would better enable them to get out of the house - allowing them to take a rest en route to the shops. This highlights the importance of formal and informal seating opportunities in enabling the greatest diversity of users to be present in the street space. Users interviewed mentioned that they would instead sit in their garden at home, or at other nearby destinations such as the promenade.





# C: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 7. OPPORTUNITY TO SEE

Users interviewed felt that the Portobello area had some good characteristics - notably being safe, friendly and quiet. However many users mentioned that they felt there was little to see except for the beach/promenade - which whilst attractive was not felt to be enough to keep visitors coming back or create enough interesting spots throughout Portobello to make it as vibrant a place as it could be. Users mentioned attractive features nearby as the architecture, shops and cafes, as well as the promenade and beach which was seen as the main destination and positive feature. At present many users gave the impression they see the promenade and beach as the attractive destination to spend time, with the High Street offering primarily only local-level things to see and do in terms of necessary errands at the shops. Creating more attractive places along the High Street and connections between the linear High Street and parallel promenade would help create a more cohesive sense of place rather than such a stark division between these two linear spaces.

## 8. OPPORTUNITY TO TALK + LISTEN

Users interviewed frequently mentioned how quiet they found Portobello and that this was a positive attribute of the town centre, enabling conversations with other locals. Many users mentioned that they liked the feeling of knowing other residents, and found the quiet friendly feel a positive attribute of the place. Researchers observed that Scotmid and the area in front acts as a local meeting spot for impromptu conversations between different users. This area of the town centre was observed to be relatively quiet, which better enables these conversations.

## 9. OPPORTUNITY FOR PLAY + UNFOLDING ACTIVITIES

No users interviewed mentioned opportunities for play or exercise specifically at this location. However, many users spoke of having conversations in the street with other locals they knew and the importance of community here. These impromptu conversations with neighbours in the street help give public life and a feeling of social connectedness which can be important for health and well-being, building social capital and encouraging trips outside for older residents. Any improvements to the public realm should focus on creating an environment that best facilitates these chance meetings and conversations, ensuring these unfolding activities are enabled outside through ensuring traffic noise is minimised, shelter is incorporated in the street environment through use of awnings or tree canopies, pavements are wide enough with good quality even paving to allow stopping to talk and reducing fears of falling, and there are places to sit and rest at ideally 50m to 100m minimum intervals.





## 10. DIMENSIONED AT HUMAN SCALE

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This location is a mix of larger scale and smaller scale features. The car park at Scotmid is at a vehicular scale and prioritises car movement over a pleasant pedestrian environment, making walking through the entrance hazardous and reducing interest in the external space outside Scotmid. The pavements become very narrow with several pinch points in this area which reduce accessibility and damage the pedestrian experience. Bath Street was noted by researchers to feel very car-focussed, with large numbers of parked cars and vehicles feeling like they had right of way. Widening pavements and further prioritising pedestrians over minor roads and the entrance to Scotmid would help readdress this.

## 11. OPPORTUNITIES TO ENJOY POSITIVE ASPECTS OF CLIMATE

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No users interviewed stated that they would spend time at this specific location, even in favourable weather. Researchers noted there are no real opportunities to do so here, with narrow pavements and a car-dominated environment with no benches. Users interviewed did mention that in more favourable weather they would choose to spend time at other nearby locations such as the beach and promenade or going for walks around Portobello. Bath Street is a key connection to the beach and promenade, and with a demographic including large numbers of older residents, creating a space to take a rest en route between home, the promenade and local shops would be beneficial to aid the walking experience and also enjoy positive aspects of climate. Shelter from the wind has been mentioned by users as a big issue here, and the addition of seating and a place to pause and take a rest in the sheltered location of the Scotmid carpark would be of benefit to many users.

## 12. AESTHETIC QUALITY + POSITIVE SENSORY ACTIVITIES

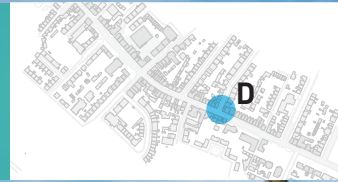
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Users interviewed mentioned dog poo and narrow pavements with pinch points at the entrance to Scotmid's carpark as key issues for them. On the whole user interviews revealed that the pedestrian environment could be improved through design which creates more even walking surfaces, easy crossing of Bath St and at the nearby junction, and wider pavements, with clearer wayfinding and navigation (particularly when road crossing) to aid the pedestrian experience for all users. Provision of additional trees to provide some canopy shelter and location of additional seating in places with some shelter from wind and rain would also be of benefit. Researchers noted that during rainy weather large puddles are created along the road surface adjacent to the pavement, especially at the corner near Scotmid. These puddles frequently drench pedestrians walking past or scare people into jumping away as a car approaches.





# D: PORTOBELLO HIGH STREET AT MARLBOROUGH ST





# D: BEHAVIOURAL MAPPING

## JUNCTION OF PORTOBELLO HIGH ST AND MARLBOROUGH ST

A few people were observed standing at this location waiting for the bus or window shopping. This location provides little opportunity for people to stand, sit or play, and during the weekday research day no-one was observed to linger in this location at any point. This may indicate that this location is seen primarily as a movement route rather than place to linger or spend time on weekdays.

On the weekend study day, people were observed waiting for the bus at the bus stops and acquaintances were seen standing talking on the street corner. Other incidental lingering actions included two people standing for 3-5 minutes looking at properties in Estate Agent, and one person standing briefly outside a shop. However, aside from this few staying behaviours were noticed, and no play activities.

The researchers observed that people were primarily either walking their dogs or picking up takeaways in their cars in the late afternoon and evening at this location.



SATURDAY 13 FEBRUARY



TUESDAY 16 FEBRUARY

- + Standing
- Seated
- \* Playing
- 8am
- 12pm
- 3pm
- 5pm
- 7pm





Underutilised corner spaces could be rethought to benefit public life.

Cars park over the pavement on both sides of the road making pavements inaccessible.

Currently little clarity of wayfinding of connections to the sea from the High Street.



USE  
KEEP  
LEAR

ANNAN  
FOR SALE  
0131 609 1100

Shops add human scale interest but are obscured between two lanes of traffic and parked cars.

Parking is currently prioritised over a welcoming public realm for pedestrians.

Narrow pavements restrict pedestrians ability to walk side by side or stop to window shop

Pinch point at this corner makes it an awkward pedestrian experience.



# D: TRACING STUDY - SATURDAY 13 FEB

JUNCTION OF PORTOBELLO HIGH ST AND MARLBOROUGH ST



8AM

- Quiet pavements with slight predominance of footfall on the North side of the High Street.
- Secondary foot traffic on the South side of the High Street and the West side of Marlborough Street.
- Movement of people to and from parked cars to shops on both sides of the High Street.
- Desire lines across the High Street to the bus stop and corner of Marlborough Street.



12NOON

- Primary foot traffic on the North side of the High Street.
- Secondary pedestrian traffic on the narrower South side of the High Street and along Marlborough Street.
- Minor crossing from parked cars to shops.
- Heavy vehicular traffic observed with hazardous behaviour of cyclists zig zagging between buses and cars.



3PM

- North side of the High Street is the busiest pavement.
- Secondary flow along the South side of the High Street and the West side of Marlborough Street.
- Desire lines across the High Street with a higher density around the bus stop.
- Active use of shops.



5PM

- Footfall is heavier on the North side of the High Street which has a more favourable microclimate and wider pavements.
- Secondary traffic along the South side of the High Street and Marlborough Street.
- Activity from cars going to take-away restaurants and shops on both sides of the street.
- Activity around Sainsbury's.
- Bus stop to town (South side of High Street) is particularly busy.

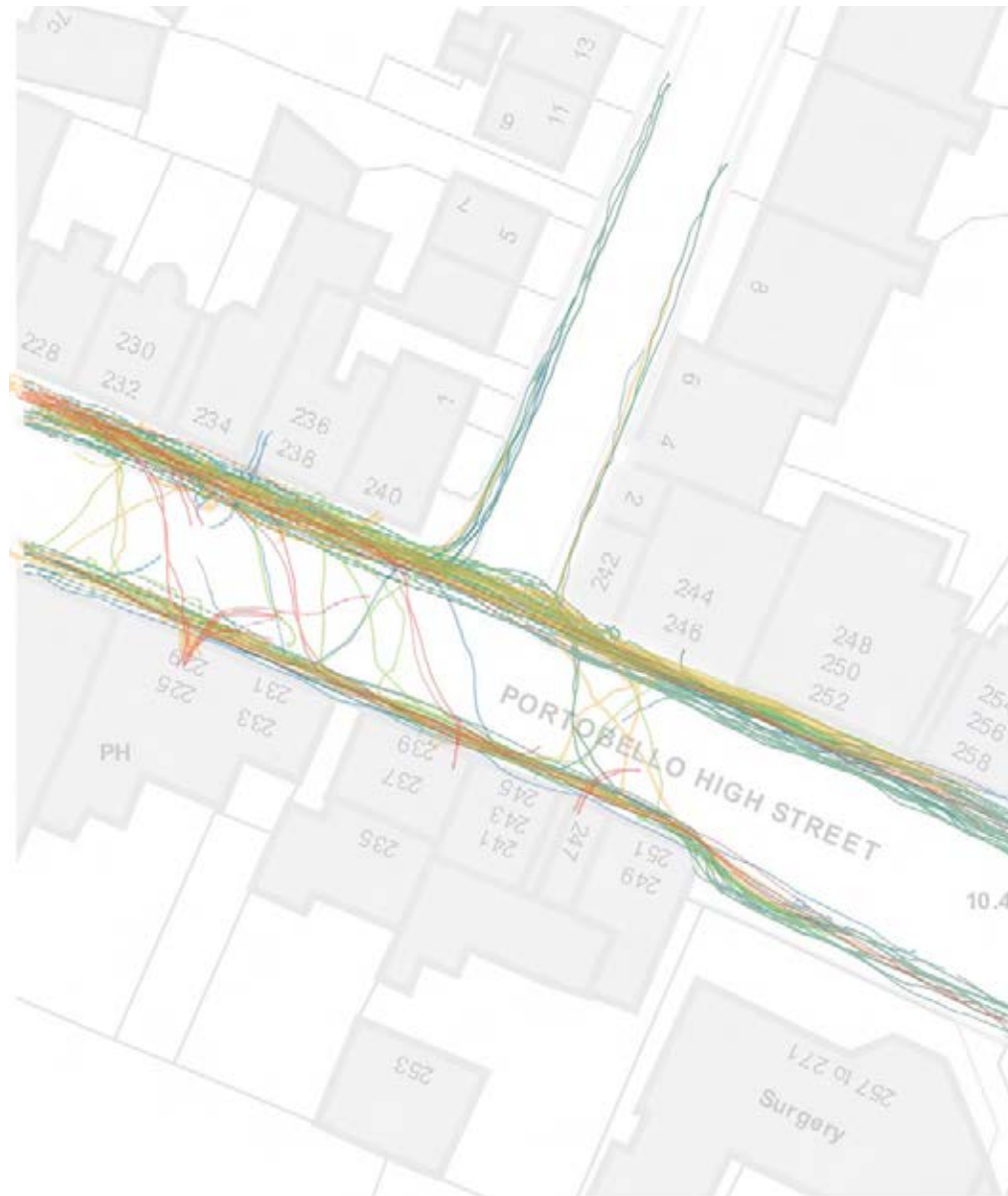


7PM

- Quieter pavements with movement spread across both sides of the High Street.
- Movement of pedestrians from parked cars to take-away restaurants.
- Desire lines crossing the High Street mainly West of Marlborough Street.



## LOCATION D, SATURDAY 13 FEBRUARY



Footfall at Location D is focused on the North side of the High Street throughout all time slots studied. Secondary movement flows make use of the narrower South side on Portobello High Street and the West side of Marlborough Street.

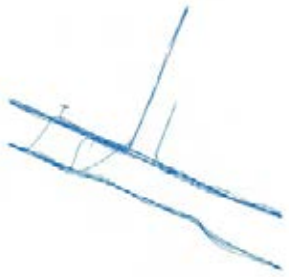
Activity around the shops on both sides of the High Street is noted at all time slots, with a large proportion of the overall users coming from parked cars to and from local take-away restaurants and Sainsbury's. Activity was also observed around the bus stops on both sides of the High Street, with variations in intensity throughout the day.

The High Street is frequently informally crossed with desire lines along its length. These desire lines show demand for increased connection between each side of the street to better connect the bus stops and shops. Researchers observed a lack of pedestrian crossings in this location.

Location D would benefit from wider pavements on the South side of the High Street to spread pedestrian movement more uniformly on both sides. It would also benefit for more formalised crossings allowing pedestrian movement North and South across the High Street and thereby connecting the shops and activities. This would also support more opportunity for leisurely walking and window-shopping. By expanding green and sitting spaces along both the High Street and Marlborough Street, Location D would become more attractive for slower pedestrian movement, recreational activities and offer links with the secondary routes leading to the Promenade.

# D: TRACING STUDY - TUESDAY 16 FEB

JUNCTION OF PORTOBELLO HIGH ST AND MARLBOROUGH ST



8AM

- Primary foot traffic on the North side of the High Street.
- Secondary flows on the South side of Portobello High Street and both sides of Marlborough Street.
- Desire lines crossing the High Street in line with the bus stops.



12NOON

- Most foot traffic on the North side of the High Street.
- Secondary pedestrian movement on the South pavement of the High Street and along both sides of Marlborough Street.
- Individual cases of desire lines across the High Street.
- Heavy vehicular traffic was observed by researchers at this time.



3PM

- Primary foot traffic on the North side of Portobello High Street.
- Secondary pedestrian flows on the narrow South side of the High Street and Marlborough Street.
- Desire lines to shops from parked cars.



5PM

- Main foot traffic on the North side of the High Street.
- Secondary flows on the narrow South side of the High Street and Marlborough Street.
- Desire lines across the High Street converging to the West corner of Marlborough Street.



7PM

- Quiet pavements with primary traffic on the North side of Portobello High Street.
- Secondary flows along the South pavement of the High Street, individual cases on the West side of Marlborough Street.
- No desire lines crossing the High Street.





## LOCATION D, TUESDAY 16 FEBRUARY

The main pedestrian movement at Location D is on the North side of the High Street throughout all time slots. A secondary flow of pedestrians makes use of the narrower South side on Portobello High Street and Marlborough Street, especially to the West.

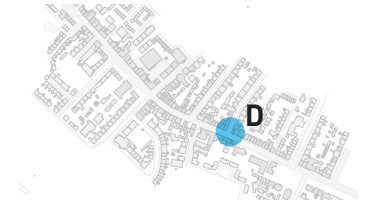
Activity around shops and businesses on both sides of the High Street is noted at all time slots, with a number of users coming from parked cars to access local take-away restaurants and Sainsbury's. Pedestrian activity is also observed around the bus stops on both sides of the High Street.

The High Street is crossed along its length by desire lines leading to the bus stops and shops, the result of a lack of nearby formalised crossings.

Location D would benefit from wider pavements on the South side of the High Street to spread pedestrian movement more uniformly on both sides and possibly enable incorporation of outdoor seating for cafes such as Skylark. It would also benefit from more formalised crossings allowing pedestrian movement North and South across the High Street and thereby connecting the shops and activities. This would also support more opportunity for leisurely walking and window-shopping. By expanding green and sitting spaces along both the High Street and Marlborough Street, Location D would become more attractive for slow movement, recreational activities and offer links with the secondary routes leading to the Promenade.

# D: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 1. FEELING SAFE / TRAFFIC

Users interviewed felt there is currently too much traffic and cars are prioritised in this section of the High Street. Users mentioned difficulties crossing the road and a need for increased numbers of signalised pedestrian crossings. Some users felt there was too much parking (currently on both sides of the road) which could be reduced to ease both traffic and pedestrian congestion. A shop owner interviewed mentioned a concern that their business does not receive much passing trade due to traffic and parked cars reducing numbers of people walking past. Researchers noted many people parking to go to the newsagents nearby, particularly at 8am research slots. In other interviews elderly people mentioned driving to the shops in poor weather. By creating more sheltered routes, with benches, more clearly navigable and safe crossings, some people may feel more confident to walk to their local shops rather than drive, reducing the demand for parking spaces and improving health and well-being outcomes. At other later time slots (5pm and 7pm) researchers noted many people parking to go to Skylark cafe, Carlo's and Cinnamon. Driving to these restaurants seems commonplace with drivers leaving engines idling. A shift to more walking and cycling behaviours would reduce the need for these parking spaces, enabling a widening of the pavement for pedestrians at this location on the South/West side of the road and improving air pollution. Researchers also noted that traffic was frequently busy on weekdays during the day, causing congestion and backlogs.

## 2. FEELING SECURE / CRIME

On the whole users interviewed stated they felt very safe and do not worry about crime here. The only potential security issues raised related either to traffic in terms of crossing the road, petty vandalism or concerns regarding teenagers and 'gangs'. These were not seen as large risks, with some users stating due to wide pavements on the North side of the road and the linear nature of the town centre they could see those they perceived as threatening coming and take an alternative route. This is not true on the South side where narrow pavements and parked cars create fenced in pedestrian walkways with no easy exit routes.

## 3. CLIMATE + POLLUTION

Some users interviewed stated they would go outside regardless of weather to undertake necessary activities and errands such as going to the shops. However, many other users stated that weather was a serious factor in the amount they went outside, and the activities they engaged in whilst in the public realm. During good weather users mentioned spending more time sitting outside or at the beach nearby, but in poor weather would restrict the amount of time they spent outside and might avoid going out altogether. Some users said they felt there were few activities to do outside in poor weather, and even in good weather the primary attraction and place to spend time is the promenade with few other opportunities to spend time in other places within the town centre.





#### 4. OPPORTUNITIES TO WALK

User interviews revealed that many people feel this part of the town centre is okay to walk through on the North/East side of the road where pavements are wide and have been relatively recently improved to create a more even surface. However, users highlighted issues including narrow sections of pavement and pinch points (particularly on the South/West side of the High Street) and poor quality surfaces near the main junction with Brighton Place as causing trip hazards and a fear of being knocked over. Users also frequently mentioned concerns with not being able to safely cross the road along this stretch of the High Street, with a lack of signalised pedestrian crossings. This was seen as making the High Street particularly difficult for children and those who are older and less mobile to navigate and cross. Researchers observed some users jaywalking in between parked cars where they could. This highlights a need for more pedestrian crossings to facilitate movement between shops and places of interest on both sides of the road, improving the pedestrian connectivity of the town centre rather than users having to just 'pick' one side of the street to walk along. On weekdays, researchers noted more pedestrians on the North/East side of the street - potentially due to its wider and South-facing aspect. Researchers also noted on nearby side streets cars frequently park on the pedestrian pavement, resulting in pedestrians having to walk up the centre of roads as pavements are blocked. Reduction in parking should be considered with double yellow lines to enable pedestrians to more easily walk on the pavement on minor side roads leading to the town centre.



#### 5. OPPORTUNITIES TO STAND/STAY

User interviews showed a dominant trend of the promenade and beach being considered the attractive destination to spend time, and the High Street being considered a functional, practical place to run errands and go to the shops but not spend more time than needed in. Users made comments including "This street is just for going places, not somewhere to stop and spend time." This divide between the character and use of these two linear environments (the High Street and Promenade) within Portobello tells us a lot about the way the town centre is perceived by both locals and visitors. There is an opportunity to encourage better cross connections to the promenade from the High Street at multiple points, with a hierarchy and increased focus on Bath Street leading from the heart of the town centre to the beach as a hub of pedestrian activity. This would improve perceptions of the town centre as a whole by incorporating the promenade and the other interesting features along the front. Researchers observed the people spending time in this location were mothers with young children, people walking their dogs, shop owners loading/unloading and those visiting cafes and the barber and going about necessary activities.



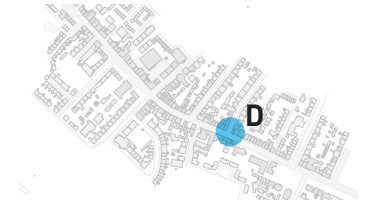
#### 6. OPPORTUNITIES TO SIT

Users interviewed do not currently see the High Street as a place they would sit and spend time. Many users commented they would prefer to sit at the beach instead, which is perceived as more attractive, with more seating opportunities and a public realm more conducive to sitting activities. Some users mentioned they would sit along the High Street in summer if it was warm and there were sufficient benches to do so. Additional benches or informal seating along the High Street would help provide rest spots for older residents en route to the shops and if positioned on the North/East side of the High Street with views to the sea could form an attractive place to sit and spend more time. Researchers observed numerous small 'leftover' pieces of land in the public realm on corners of the High Street with minor roads to the North/East which could be used for these purposes.



# D: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 7. OPPORTUNITY TO SEE

Many users interviewed stated they felt the town centre along the High Street is currently 'drab' and unattractive. Users mentioned that shops provided some interest, but that generally they consider the beach and promenade as the key attractive vistas in Portobello rather than the shops on the High Street or views from this location. Researchers observed that the businesses, cafes and shops particularly on the South/West side of the street (opposite to researchers location) were particularly busy, with people frequently stopping to look in windows, despite the obstruction this could cause on the narrow pavement. Widening the pavement would better enable this existing public life to flourish and not be restricted by narrow pavements reducing the time spent window shopping. Researchers also noted that several of the nearby minor roads to the North/East of the High Street have attractive views to the beach which could be enhanced (and pedestrian access improved) by reducing numbers of parked cars (particularly up the hill toward the junctions with the High St) currently partially obstructing or detracting from these views and causing pedestrians to walk on the road due to narrow pavements parked on by cars.

## 8. OPPORTUNITY TO TALK + LISTEN

Users interviewed mostly referred to Portobello and the High Street as quiet, and that this, in combination with a community spirit and atmosphere of people knowing each other (and stopping in the street for conversations) were reasons the Portobello town centre and nearby area was attractive to them. A smaller number of users mentioned the traffic volumes on the High Street as the cause of noise that would impede conversations. Researchers also noticed this community atmosphere with people recognising one another in the street, and in particular noted a great deal of activity around the barber shop on the South/West side of the street. This seems to be a focal point for conversations and chance encounters.

## 9. OPPORTUNITY FOR PLAY + UNFOLDING ACTIVITIES

Few users interviewed specifically mentioned opportunities for play and exercise or unfolding activities in the area. Those that did comment highlighted the importance of the beach and promenade for these activities rather than the High Street. Users also highlighted the impact the weather had on these activities at the beach, with children needing to go inside to play if weather was bad. Researchers did not observe any instances of play or exercise at this location on the High Street, however some unfolding activities are currently present in terms of local residents bumping into one another in the street for short conversations.





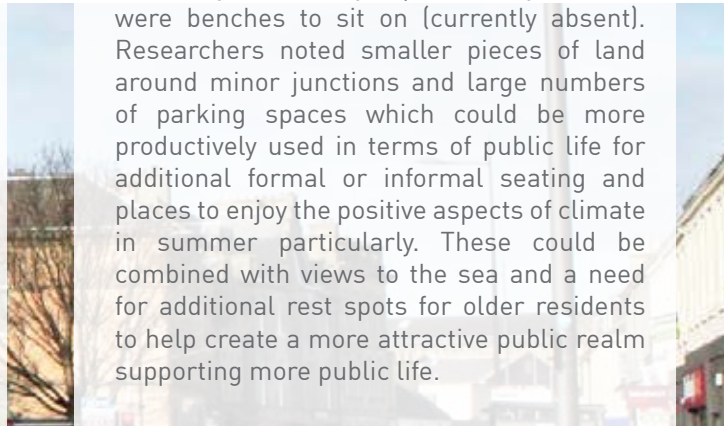
## 10. DIMENSIONED AT HUMAN SCALE

User interviews highlighted that users feel the High Street environment is designed at the vehicular scale, with priority given to cars and parking spaces over pedestrian environment. Users highlighted problems crossing the road, particularly for children and older adults, and that more signalised crossings were needed. Other users commented that they liked the shops here which add interest at the human scale, however they describe these as for errands rather than optional or recreational 'spending time' activities along the High Street, stating "It's a practical not an attractive street this [the High Street]". Users mentioned a desire for more human scale interest including trees, planting, window boxes, a reduction in parking and more things to see and do. Researchers observed the pavement on the West/South side of the street is very narrow at this location with several pinch points which restrict users from appreciating various features of interest such as the shops and views to the sea.



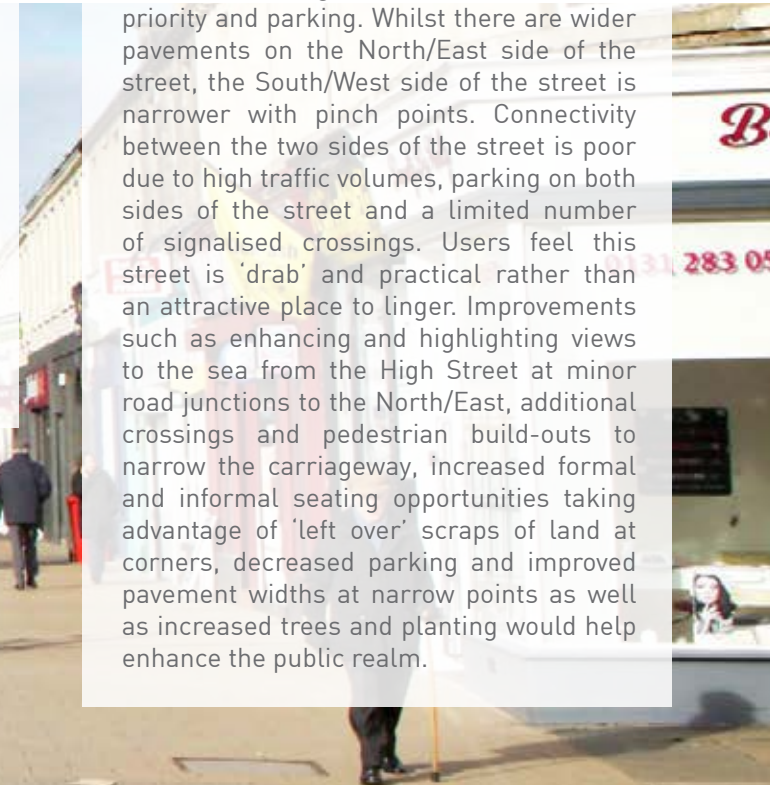
## 11. OPPORTUNITIES TO ENJOY POSITIVE ASPECTS OF CLIMATE

Many users interviewed stated they would spend more time outside at this location on sunny warm days, particularly if there were benches to sit on (currently absent). Researchers noted smaller pieces of land around minor junctions and large numbers of parking spaces which could be more productively used in terms of public life for additional formal or informal seating and places to enjoy the positive aspects of climate in summer particularly. These could be combined with views to the sea and a need for additional rest spots for older residents to help create a more attractive public realm supporting more public life.



## 12. AESTHETIC QUALITY + POSITIVE SENSORY ACTIVITIES

Researchers noted, and user interviews supported, a general impression that this section of the High Street is focused on car priority and parking. Whilst there are wider pavements on the North/East side of the street, the South/West side of the street is narrower with pinch points. Connectivity between the two sides of the street is poor due to high traffic volumes, parking on both sides of the street and a limited number of signalised crossings. Users feel this street is 'drab' and practical rather than an attractive place to linger. Improvements such as enhancing and highlighting views to the sea from the High Street at minor road junctions to the North/East, additional crossings and pedestrian build-outs to narrow the carriageway, increased formal and informal seating opportunities taking advantage of 'left over' scraps of land at corners, decreased parking and improved pavement widths at narrow points as well as increased trees and planting would help enhance the public realm.





E: PORTOBELLO HIGH ST AT  
BELLFIELD STREET





# E: BEHAVIOURAL MAPPING

## PORTOBELLO HIGH ST AT BELLFIELD ST

Behavioural mapping showed the significance of the signalised crossing at this location which causes pedestrians to stand and wait to cross the High Street. This pausing point is the main source of activity at this location.

Researchers did also observe some occasional uses of the street by people lingering to talk with acquaintances or for impromptu activities. For example, a boy was observed playing on his scooter on the pavement during the weekend, and other users were seen pausing to investigate the phone box installation at this location.

This phone box forms part of a public art project and has been well adopted by the community, with researchers noticing people stopping to look at the Porty Phone Box and read the flyers on the door. A few people were also observed to stand under shop awnings and window-shop at the antiques shop nearby.



SATURDAY 13 FEBRUARY



TUESDAY 16 FEBRUARY

- + Standing
- Seated
- \* Playing
- 8am
- 12pm
- 3pm
- 5pm
- 7pm



Users frequently mentioned the importance of this antiques shop for interest whilst walking past.

Current lack of cycle provision means bikes use railings to park instead.

Railings accompanying the pedestrian crossing are unnecessary street clutter.

The phone box lighting installation provides some interest and public life

Cars currently park right up to the top of Bellfield St on both sides of the road.



Two storey buildings with active frontages face larger buildings with passive frontages set back from the road (opposite).

Views to the sea and connection with the Promenade down Bellfield St are not currently emphasised. These could be enhanced.

Prevalence of car parking down Bellfield St. Wider pavements could better facilitate pedestrian movement to the sea.

Pavements are very narrow on this side of the road. Pedestrians often step into the road to pass one another.

Existing formal bench seating facing road would benefit from additional shelter and a defensible edge to the road.

# E: TRACING STUDY - SATURDAY 13 FEB

PORTOBELLO HIGH ST AT BELLFIELD ST



8AM

- Very little use of pavement indicates a very quiet public realm with few people around.
- Minor movement balanced on both sides of Portobello High Street.
- Activity around the local churches and community spaces along the South pavement.



12NOON

- Dominant route along the East side of Bellfield Street continuing on the North side of the High Street.
- Primary flow along the length of the North pavement on the High Street.
- Secondary foot traffic on South side of the High Street and the East side of Bellfield Street.
- More active frontage on the North side of the High Street and a more positive microclimate may be the reason for this.
- Desire lines crossing the road clustered around formalised crossing point.



3PM

- Primary foot traffic along both sides of Portobello High Street with a slight dominance of the North Pavement.
- Secondary pedestrian traffic along the West side of Bellfield Street.
- Use of signalised crossing with desire lines in its proximity and cases of jaywalking.
- Activity around shop fronts on the North side of the High Street.



5PM

- Primary foot traffic along the North side of the High Street with more pedestrians noted walking away from the town centre.
- Desire lines across the High Street making use of both the existing crossing and jaywalking.
- Use of the corner with Bellfield Street by cars to pick up people.



7PM

- Pedestrian use spread across all routes with balanced flows on both sides of the High Street.
- Frontages are now passive except takeaways.
- Secondary flows along Bellfield Street and Bellfield Lane.





## LOCATION E, SATURDAY 13 FEBRUARY

Pedestrian movement within Location E is primarily along both sides of the High Street. The North side with its active shop fronts is generally more well used in the late morning and afternoon. A more balanced use of both sides becomes evident from 5pm onwards when shops close leaving a passive frontage, except for the few active take-away restaurants.

A major flow of pedestrians is noticeable on the West side of Bellfield Street during the middle of the day, making this secondary thoroughfare leading to/from the North side of the High Street toward/from the Promenade a popular one.

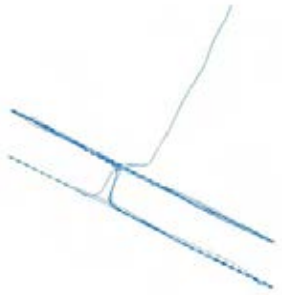
The West corner of this junction is particularly active with desire lines to and from Bellfield Street and crossing the High Street. The researchers observed a high number of cars using this corner as a pick up point especially during the later study slots.

Desire lines are visible in clusters in proximity to the junction with Bellfield Street, which would benefit from raised crossing to create a pedestrian prioritised environment to cross and make use of the area as a setting for public life.

Bellfield Street presents direct views to the sea and Promenade and has an existing strong flow of pedestrians. It could be used to encourage active travel links via additional green infrastructure, public seating and bike racks to encourage slow movement in the area and a wider use of the secondary routes to local amenities.

# E: TRACING STUDY - TUESDAY 16 FEB

PORTOBELLO HIGH ST AT BELLFIELD ST



8AM

- Movement primarily on the North pavement of the High Street.
- Junction with Bellfield Street is exposed to wind and adverse weather conditions offering no shelter.
- Fast pedestrian movement along the High Street going towards town.
- Secondary pedestrian movement down Bellfield Street of people walking to their parked cars.



12NOON

- Primary movement along both sides of the High Street.
- A range of desire lines at junction with Bellfield Street and the crossing point.
- Bellfield Street as a popular route towards the Promenade and related amenities.
- Window shopping especially around antique shop on the West corner of the junction.



3PM

- North side of the High Street with primary foot traffic.
- Desire lines and crossing on the High Street show pedestrians are not making use of existing crossing point.
- Minor secondary foot traffic along Bellfield Street.



5PM

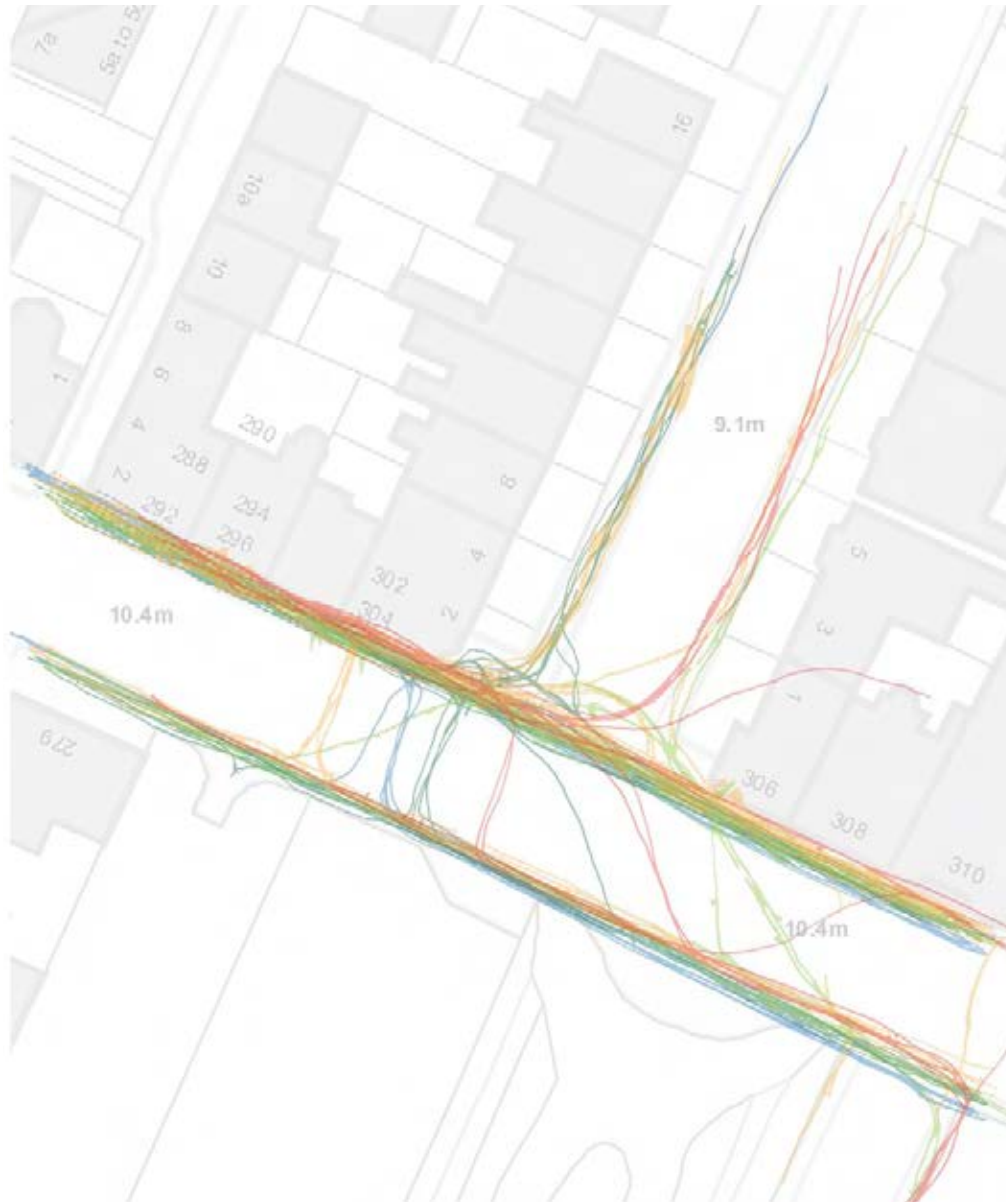
- Quiet pavements with some street lights not working.
- Primary foot traffic on North side of the High Street.
- Secondary flows on the South side of the High Street and the West side of Bellfield Street.



7PM

- Quiet pavements with desire lines converging at the West corner of Bellfield Street.
- Busiest on the North pavement of the High Street to the West of Bellfield Street.
- Desire lines become longer diagonals across the High Street.





## LOCATION E, TUESDAY 16 FEBRUARY

Considerable foot traffic was observed in this location along Portobello High Street, with peaks on its North pavement between 12noon and 5pm. Bellfield Street presented a less busy streetscape, though researchers still observed a good level of footfall along both sides providing a direct link to the Promenade and towards other local amenities such as Straiton Park and Portobello Baths.

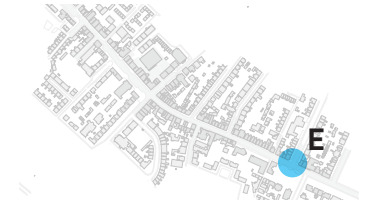
Desire lines were visible at all time slots studied across Portobello High Street. Pedestrians made use of the existing crossing but also jaywalked at diagonals across the main thoroughfare. The junction with Bellfield Street is crossed by a variety of desire lines occupying all the available pedestrian space and spreading along the street.

By adding a raised crossing at the junction, the corners of Bellfield Street would become a unified civic space which could make the best of the existing pedestrian activity across it.

Additional seating space, shelter and green elements such as streetscape planting and trees would encourage slow movement in the area and further develop its existing window-shopping potential and communal aspects linked to its community adopted phone box project. The railings at the crossing could be replaced by bike racks to encourage cycling in the area.

# E: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 1. FEELING SAFE / TRAFFIC

User interviews highlighted that traffic is considered a major threat at this location and throughout the Portobello town centre. Users mentioned a lack of parking spaces designated for disabled badge holders and that the junction of the High Street and Bath St/Brighton Place as a particular trouble spot with frequent congestion, too many parked cars and difficult crossings for pedestrians. They also highlighted traffic at this location (end of Bellfield St) as a problem, with some users considering cars drove too fast and too close to the pavement, putting them at risk as pedestrians. Others mentioned traffic noise as an issue, though this was seen as less of a problem.

## 2. FEELING SECURE / CRIME

Most users interviewed stated they did not worry about crime at all at this location. Reasons given included that they knew people locally. However, a smaller number of users mentioned feeling fearful at night due to a lack of police presence (as well as fewer pedestrians on the street). Generally however, crime is not seen as a threat by users, who instead cited a lack of shelter from the elements and traffic as more serious problems.

## 3. CLIMATE + POLLUTION

Users interviewed highlighted a lack of shelter as a key concern at this location. Users mentioned issues as including poorly designed bus stops - "facing the wrong way" creating a pavement pinch point and with "a gappy design" that causes those waiting to get cold due to wind and soaked by passing buses, and that the High Street currently acts as a wind tunnel, concerns they will be knocked over by strong winds, and a lack of protection from rain and wind, with the overall result that many users stated they would not go outside or along this route in poor weather, instead staying at home or choosing to drive. Other users said that the weather would not affect how they use the public realm here - mainly as they were engaged in necessary activities that needed to take place regardless of weather conditions. Other users said they would engage in some staying activities such as sitting on the bench at this location, but only in favourable weather conditions.





#### 4. OPPORTUNITIES TO WALK

Users interviewed mostly felt the area was okay to walk through, with some commenting the North/East side of the street feels open and spacious at this point. However some users raised issues with the nearby pedestrian crossing, which they felt had short green man crossing times that did not allow enough time for them to safely cross the road. Other users mentioned that the railings at the pedestrian crossing should go as they serve no purpose and obstruct pedestrian movements. Some users also commented that they would deliberately choose to walk on the North/East side of the road as this had better quality surfaces that made it easier for those unsteady on their feet. Researchers observed many people jaywalking across the road in between cars rather than waiting for the lights. Researchers noted that this location was significantly quieter in terms of footfall than other town centre locations. Small numbers of pedestrians were observed, though these never reached high footfall levels. Researchers observed a wedding group moving from the Church on the South/West side of the street toward the town centre. This larger group struggled to walk whilst talking to one another down the narrow pavement, frequently stepping into the road or transitioning to single file to pass other pedestrians. Researchers also noted that Bellfield Street is a popular route from the High Street to the baths on foot by users.



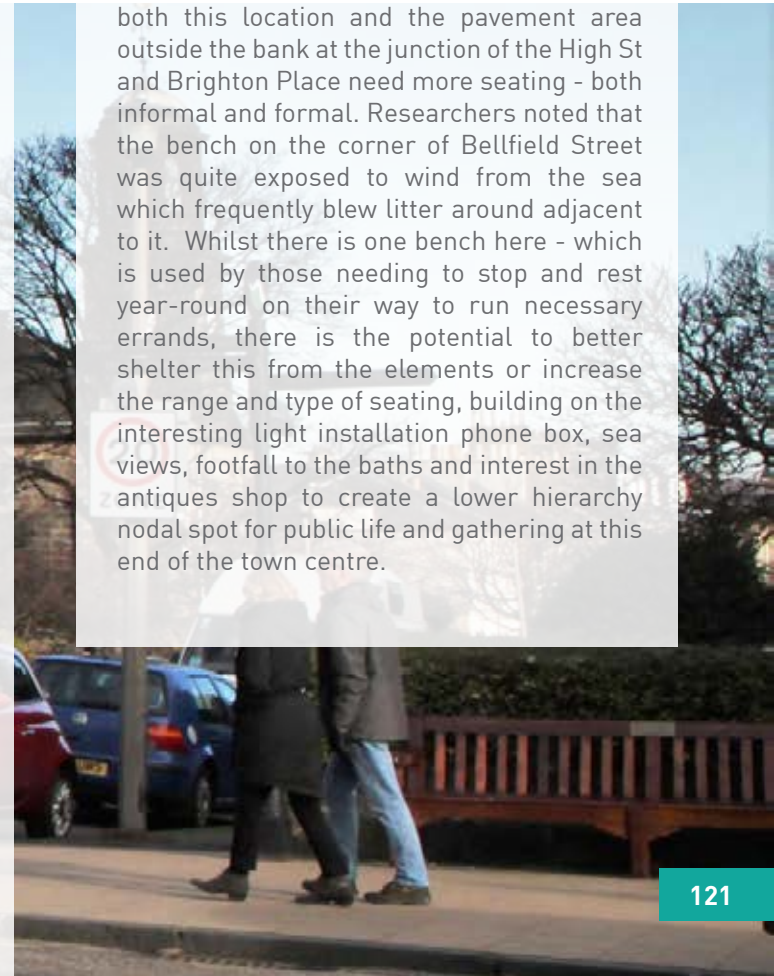
#### 5. OPPORTUNITIES TO STAND/STAY

User interviews revealed that most users do not see this location as a place to spend time or engage in staying activities despite more spacious pavement space and provision of benches. Many users spoke of the sea front and promenade as the place they would choose to spend time. A smaller number of users interviewed did state that they would sometimes spend time at this location to window shop at the antiques shop or dip into charity shops. Most people see this location as part of a movement route down the High Street toward the town centre, or down Bellfield Street toward the baths rather than a place to spend time, citing reasons such as its exposed position and a lack of interest. Researchers noted that shops along the High Street predominantly close from 5pm, resulting in a quiet public realm with fewer reasons to stay or spend time here in the evenings. At these quieter periods the footfall on both sides of the street was approximately equal, whereas during shops' open hours (until 5pm) the North/East side of the road is favoured which has more active frontages and interest for passers by. Researchers did notice a number of people waiting on this corner at the junction of Portobello High Street and Bellfield Street at the phone box for lifts or meeting taxis. The phone box at this corner acts as a local meeting place and landmark. Researchers also noted that the antiques shop on the corner of Bellfield Street and the High Street generates a large amount of interest from those stopping to look in the windows. This highlights the importance of active frontages and local shops/cafes in generating public life, even at quiet locations with low footfall.



#### 6. OPPORTUNITIES TO SIT

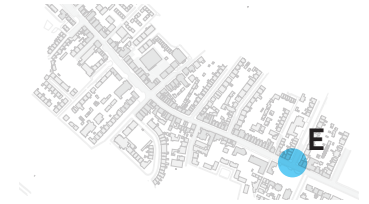
Users interviewed mostly expressed that they would not currently spend time sitting at this location, despite the two benches and wider pavement, due either to the current Winter weather or because they would rather spend time sitting along the promenade. Some users expressed that they would sit one of the benches here in summer or at all times of year when in need of a place to sit and rest en route elsewhere. One user suggested that both this location and the pavement area outside the bank at the junction of the High St and Brighton Place need more seating - both informal and formal. Researchers noted that the bench on the corner of Bellfield Street was quite exposed to wind from the sea which frequently blew litter around adjacent to it. Whilst there is one bench here - which is used by those needing to stop and rest year-round on their way to run necessary errands, there is the potential to better shelter this from the elements or increase the range and type of seating, building on the interesting light installation phone box, sea views, footfall to the baths and interest in the antiques shop to create a lower hierarchy nodal spot for public life and gathering at this end of the town centre.





# E: GEHL 12 QUALITY CRITERIA

BASED ON QUALITATIVE DATA FROM USER INTERVIEWS + RESEARCHER OBSERVATION



## 7. OPPORTUNITY TO SEE

Users commented on multiple good views and vistas from this location. These included the views to the sea and promenade, St Marks church, the antiques shop, and attractive aesthetic surroundings including a greater number of trees than other parts of the town centre, an open and spacious setting, and houses set back from the road. Researchers also noted good views to the sea from the top of Bellfield Street where this meets the High Street. These views could be further maximised through addition of more seating to help promote public life and staying activities outside.

## 8. OPPORTUNITY TO TALK + LISTEN

Users interviewed highlighted that they like this location and Portobello as a whole for its community spirit and atmosphere, and that they know many people locally. However, some users expressed that they would not choose to engage in conversations or spend time at this location due to its exposure to the elements combined with noise from the traffic. By introducing more trees and planting to offer some shelter from rain and poor weather, and a decrease in car speeds to 20mph to reduce traffic noise this location could be improved as a place for conversations.

## 9. OPPORTUNITY FOR PLAY + UNFOLDING ACTIVITIES

Users did not mention any opportunities for play, exercise or unfolding activities at this location. However, users did mention that they appreciate the community atmosphere at this location and throughout Portobello and that they know most people locally. This is important as this kind of social capital help enable chance meetings in the street and conversations in public space as a result. Researchers also did not note any play or exercise related activities, except one jogger and one boy passing by playing on a scooter.





## 10. DIMENSIONED AT HUMAN SCALE

User interviews showed that people appreciate the increase in trees, attractive buildings set back from the road and space to window shop at businesses such as the antiques shop on the corner here. These elements assist in creating a human scale - a place where people have room to move comfortably and human scale sensory interest, but not at a scale too large either. This highlights that whilst traffic is still seen as a large problem at this location, there are also some attractive human scale features which make the environment more pleasant to spend time in. Researchers noted that the North/East side of the road has more active frontages than the South/West side, and this may be the reason this side of the road is more active and busy with pedestrians in addition to its improved material quality and even surface for those unsteady on their feet.



## 11. OPPORTUNITIES TO ENJOY POSITIVE ASPECTS OF CLIMATE

Users interviewed mentioned that they might spend time sat on the bench at this location or going for walks as part of a longer route around Portobello. However, users also highlighted that there were other locations which they might prefer to spend time during favourable weather - primarily the promenade and beach. This reinforces other user interviews and research findings that the promenade and beach is seen as the primary destination to spend time in the area, with the High Street seen as more of a movement route and less likely to be a place users stop and spend time, even in favourable weather.

## 12. AESTHETIC QUALITY + POSITIVE SENSORY ACTIVITIES

Users interviewed expressed a mix of positive and negative responses in regard to aesthetic quality and sensory experience. Whilst this location was seen by some as exposed and windy, others saw the open and spacious character as a positive, giving more breathing space for pedestrians on the corner in particular. Other issues include the nearby bus stop which creates a pinch point as it has been positioned too close to a change in the building facade line and 'backwards' obstructing the pavement more than is needed and causing pedestrians to be splashed by passing buses and cars as they wait in the shelter. Other users commented on the pedestrian crossing which they would like to see the railings removed from and longer crossing times to allow those of all mobilities to cross safely. Researchers noted the positive impact of both the phone box and antiques shop at this location - driving interest from those passing and acting as a local landmark and reason for people to pause on their journey. Researchers commented that the phone box concept could be expanded upon in its boldness at this location and elsewhere nearby to increase the impact of both this art installation and potential for an arts trail that created more sensory interest at night.



# DESIGN RESPONSES





# DESIGN RESPONSES

This section builds on the Public Life Street Assessment data analysis completed in the previous section to put forward design responses intended as possible solutions to enhance public life throughout the town centre.

Based on the key issues and opportunities revealed in this research study these possible design solutions have been chosen as the research team feel they would have the biggest impact on public life in the short, medium and long term. However, there are various ways in which the issues identified in these Public Life Street Assessments could be addressed. The design responses put forward are just intended as a starting point in the process of improving a street. As such, these design suggestions and approaches are included with an aim to inspire and catalyse further design development and ideas rather than being finalised design solutions. We would recommend all design suggestions put forward are further refined by Council teams to integrate their knowledge and expertise prior to any final agreed design responses potentially being implemented.

Whilst integrated street layout redesign across the whole town centre would allow a more holistic and cohesive improvement to the Portobello town centre, allowing better integration of 'big moves' like improving public realm connections to the Promenade or integrating cycle lanes as part of a street redesign we recognise that for reasons of resources it is often needed to prioritise improvements, trial or test aspects before

implementation or find ways to make smaller more immediate changes but which have a big impact on improving place or movement function. As such, we have split design suggestions into 'Pilots', 'Quick Wins' and 'Longer Term' ideas. All of which would have a big impact in enhancing public life, but on a variety of scales - from those that can be achieved in the short term on smaller budgets as 'quick wins', to pilots that can be tested and trialled to inform decisions about longer term improvements, and larger scale long term projects requiring more generous timeframes and budgets to achieve. It's never too soon to start improvements to the public realm, and this range of design responses demonstrates that even on small budgets and short timescales it is possible to have a positive impact on public life in the town centre. Regardless of the scale of intervention that might go ahead, we would recommend monitoring and evaluation to study the impact that this has on public life and measure its success or learn from its failings. This can be particularly beneficial for pilots, to help inform whether these should be transformed into longer term public realm improvements and to integrate any lessons learned into longer term decision making.

The design suggestions put forward in this section of the report not only build on the analysis of data collected but also incorporate the 12 Design Principles for Healthy Public Spaces as developed by HERE+NOW. These 12 Design Principles summarise the wealth of contemporary academic research to date in terms of best practice ways to

create more healthy public spaces, and synthesise the agreed recommendations down into 12 design principles endorsed by public space research to improve health, well-being and public life through public space design. These 12 best practice Design Principles are presented on the following page. When creating design responses for the Portobello town centre, a combination of both the site-specific data analysis unique to this place in addition to these 12 guiding design principles were utilised. Together, this helps ensure the design responses put forward not only respond to the specific context of each locality, but also adhere to international best practice in public space design.

Reference is also made to precedents which help exemplify similar, and already implemented good quality public space design internationally, which has used techniques, strategies or designs similar to those recommended here, to demonstrate how both these 12 Design Principles and/or specific design responses can be implemented successfully in practice.

We hope these design suggestions are useful to catalyse further conversations within Council about the ways the Portobello town centre can maximise its potential for public life in both the short, medium and long term.

# WHAT ARE WE AIMING FOR?

## HERE+NOW'S 12 BEST PRACTICE DESIGN PRINCIPLES FOR HEALTHY PUBLIC SPACES



01

Plant selection to include those with colour, touchable texture, scent and both seasonal and year-round interest. Consider textural qualities of materials, patterns created by shadows, human-scale interest and fine detailing. Design areas for passive social interaction with maximum dimensions of 25m and larger spaces no more than 100m.

SENSORY RICH



02

Urban public places should be flexible and adaptable to different uses both now and in the future. Adaptable, flexible places provide space for temporary events such as markets or 'pop ups' which benefit well-being through social interaction. They also ensure places are best used by different users, for different activities at different times.

FLEXIBLE SPACES



03

Design public places with pedestrians as priority. Urban public places should be barrier-free, human-scale, with appealing pedestrian and cycling routes which link into the wider urban network. The walking surface should be at least 2.0m wide, bicycle lanes a minimum of 1.75m, and slopes with a maximum gradient of 1:20.

WALKABLE



04

Places to play should be located in local parks within 400m of a young persons home, and larger publicly accessible sports facilities should be located within 1.2km. Natural play outdoors has been shown to be beneficial to children's neurological development and in promoting physical activity.

PLACES FOR PLAY



05

Create a series of different 'rooms' in urban public places which allow for different environmental conditions which appeal to different users. These clusters of space should include a range of public and more private spaces, enabling a choice of activity and degree of social interaction.

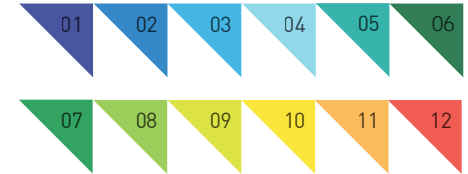
VARIETY OF SPACES



06

Design of urban public places should consider and respect the local context and unique features and character that already exist, whilst also creating new distinctive features and landmarks. Create a sense of discovery with vistas, glimpses of views and activities. This helps create a sense of place and with way-finding and navigation.

DISTINCTIVE



This key is used within this section to show which of the 12 Best Practice Design Principles each suggested 'quick win', 'pilot' or 'longer term' design idea responds to.





07

EVENTS +  
ACTIVITIES

Create spaces suitable for differing size events and activities such as markets, concerts, and pop-up cultural and artistic projects. Encourage educational and community activities and events with dedicated areas maintained and managed by local groups. This promotes social interaction and encourages use of public urban green spaces.



08

EASILY  
NAVIGATED

Ensure easy wayfinding for all but especially to benefit those who are older or experiencing psychological impairment. Design should include clear destinations and routes, distinctive landmarks such as large trees or distinctive features, active frontages onto the urban public space, and clear differentiation between types of space.



09

INCLUSIVE +  
ACCESSIBLE

Create inclusive spaces by considering the needs of all users. Provide seating every 100m for those unable to walk long distances, ensure gates and public toilet doors have a maximum pressure of 2kg, ensure surfaces are level and wheelchair accessible, provide alternative quiet routes away from crowds, provide acoustic barriers with planting, and mitigate uncomfortable microclimatic factors through provision of shade, wind protection and vegetation to reduce urban heat by up to 3°C.



10

GREEN +  
RESTORATIVE

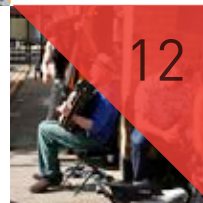
Provide a variety of trees, shrubs, perennials and other vegetation, as well as water, to create soothing stress reducing effects and the sense of a whole other world and 'getting away' from urban environments. Maintenance should be minimal to give a wild, yet cared for, aesthetic, and extend and integrate this approach throughout the city.



11

EXCELLENT  
FACILITIES

Provide cafes, toilets, and play areas and ensure a park is within 400m of homes to provide for the widest range of users. Larger sports or outdoor gym facilities should be within 1.2km of homes. Seating should be provided every 100-125m. Ensure bike paths are a minimum width of 1.75m and footpaths are at least 2.0m wide to make more appealing pedestrian and biking routes.



12

SAFE + SECURE

Create safe and secure feeling public places to encourage increased users. Light spaces at night and ensure natural surveillance through building frontages facing onto the public space and providing a mixture of uses and therefore people using the spaces at all times of days.

# PRECEDENTS

EXAMPLE PROJECTS AND PLACES ENLIVENING PUBLIC LIFE WITH GOOD PUBLIC SPACE DESIGN

The following precedents are good examples of places displaying the qualities advocated by the HERE+NOW 12 Design Principles for Healthy Public Spaces.

Whether due to their inclusive and accessible design enhancing both walking and cycling experiences, their use of high sensory interest and green and restorative qualities to create attractive spaces to sit and spend time, or their use of innovative or piloted solutions ahead of longer term change, these precedents show what can be achieved, both as 'quick wins', 'pilots' or 'longer term' design solutions.

Inspiration can be taken from many of these initiatives, where approaches similar to some of the design responses put forward in this report have been shown and already proven to have a large positive impact on public life.



NØRREBROGADE, COPENHAGEN, DENMARK

Nørrebro is a city centre neighbourhood in Copenhagen, Denmark. The municipality here renewed the street layout on a busy section of Nørrebrogade - a main movement route to/from the city. They aimed to improve the environment for pedestrians, cyclists and bus users in this section of the main street. For a trial period of three months, a section of the street was closed to all vehicles beside buses and loading trucks, which only were allowed a few hours a day. The street layout was adapted by changing the level of the cycle path, so it was level higher than the street but lower than the pavement. The pavement and cycle path were adjacent along the street and 'bus stop islands' were created so pedestrians cross the cycle path to get to the bus stop. This made the street safer for both pedestrians and cyclists, with cyclists stopping for pedestrians when a bus approaches. To show the change in the street layout, big red dots was painted on the street along with signs at both ends. The pavement was widened to include a 'flex-zone', which is an area that can be used for coffee tables, bicycle parking or store displays. After the trial period, the council decided to make the new design of the street permanent.





QUEEN LOUISE'S BRIDGE, COPENHAGEN, DENMARK

As a consequence of the change of Nørrebrogade into a more cyclist and pedestrian friendly area, Queen Louise's Bridges became a place for people to meet, sit and have coffee. The bridge is an extension of Nørrebrogade, and it became quieter when the focus changed from vehicles to more vulnerable road users. As a part of the change to the street layout of Nørrebrogade, the pavement and cycle path at Queen Louise's Bridges was also widened. The layout of the pavement divides it into smaller sections that increase the texture and human scale of the area. As people started to use the area and stay there for a longer amount of time the Council added fourteen new benches along the bridges. These were primarily placed on the sunny side of the bridge to exploit the microclimate. Change to street design reducing traffic also made it simpler to use the bridge for different events e.g. food markets and festivals, with wider paving also meaning it is not always being necessary to close the street to traffic to hold events. Today Queen Louise's Bridge is more of a meeting point and a place for both smaller and bigger events.



URBAN SENSORY PLANTING DESIGN, CITY OF LONDON, UK

This open space design in the heart of City of London adjacent to St Pauls Cathedral formed part of the Carter Lane Quarter Streetscene Enhancement Initiative. The design brief was to improve the pedestrian experience by providing high quality accessible public spaces, revitalising streets and reintroducing traditional materials appropriate to both the historic and contemporary parts of the City. The design aimed to improve the user experience of the site and the setting of St Pauls Cathedral. Designed by Townshends Landscape Architects in partnership with the City of London, this high footfall prestigious public realm space delivers on many of the HERE+NOW 12 Design Principles, including sensory interest, green and restorative properties, an inclusive and accessible design, and with annual events held here in this flexible space. The project also achieved planting of trees in a central London location beset with both complex services beneath street level and areas of archaeological and historic interest through use of containerised small tree pits. The garden forms a larger example of a number of small green pocket parks within this highly urban environment providing informal seating and opportunities for public life.



PLANT/FLOWERBOXES, VIBORG, DENMARK

Viborg has one of the oldest cities in Denmark, and is a place where alternative street design solutions have been sought to suit the traditional city centre. During a recent cycling event in Viborg city centre, the Council tried an untraditional method to create a cycle path through the pedestrian area in the city centre. They installed 56 plant and flower boxes on wheels in the street that created a secure and beautiful distance between the cyclist and the crowd. The boxes were financed in cooperation between the Council, a local contractor, and the shop owners. Today it is a permanent green installation in the city centre, and they can be used for upcoming events. The shop owners are in charge of the caretaking of the plant/flower boxes today, and because they are on wheels they can move them, helping to create defined areas outside their shops for seating or produce.



BANK ST PARKLET PROJECT, ADELAIDE, BY TAYLOR CULLITY LANDSCAPE ARCHITECTS

Taylor Cullity Landscape Architects worked with the Department of Planning, Transport and Infrastructure in Adelaide, Australia to transform a busy central city street into a vibrant public place and shared space prioritising pedestrians, cyclists and public life. They did this using a mix of painted junction surfaces, parklet seating (replacing car parking spaces), and trees in containerised raised planters. The Bank Street Parklet project followed significant consultation which showed a desire for interventions such as these to support public life as well as new social and economic opportunities for traders and community. The overall design reconfigures traffic with a narrowed vehicle lane combined with a trial contraflow bike lane, CCTV and lighting upgrades, reduced parking, pedestrian crossover and road supergraphic by artist Sam Songailo create a space that gives greater equity to pedestrians and community amenity.



LEONARD CIRCUS, LONDON

Leonard Circus in Hackney recently won an Urban Transport Design Award for its Dutch-inspired design which prioritises pedestrians and cyclists over vehicles. Hackney Council's reimagining of Leonard Circus, Shoreditch, transformed a tired, car-orientated junction into an attractive reused yorkstone and granite public place at the junction of Leonard Street and Paul Street. It features new trees, removal of kerbs and road markings, and traffic signs minimised to deprioritise vehicles. Since implementation public life has boomed, with workers now coming to sit and eat their lunch, and more sitting and staying activities here. The junction has become a place that is not only attractive to spend time but which is now accessible to a broader range of users. This has all been achieved whilst still enabling vehicles to pass through this shared space in the heart of bustling London, adjacent to a major vehicle trafficked arterial road.



PLAY STREETS, BRISTOL + OTHER LOCATIONS, UK

Play streets have been championed by non-profit organisation Playing Out, and involve reclaiming local streets to enable the freedom for children play outside. Playing Out have developed a model where neighbours close their street to through traffic for a couple of hours, creating a safe space for children to play out during that time. Their long-term aim is for is for playing out to be "a normal everyday activity for all children, wherever they live, rather than an organised, supervised event". Having started in Bristol, Play Streets are growing and spreading UK-wide, including a recent Play Street organised by local residents in Glasgow.





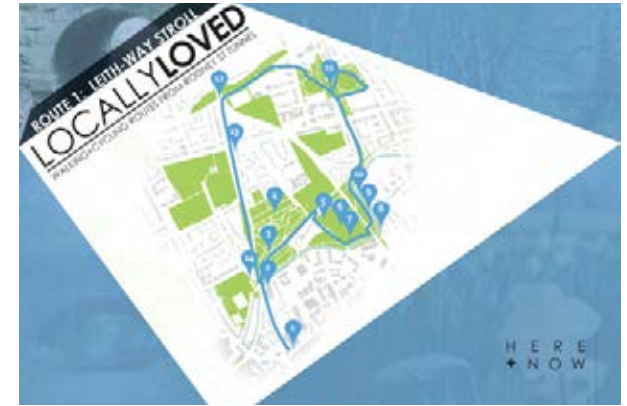
'BIN IT FOR GOOD' PILOT SCHEME, BIRMINGHAM + OTHER LOCATIONS, ENGLAND

A 3 month anti-litter pilot in the main shopping areas of Birmingham city centre reduced litter by half. Birmingham was one of 7 local authorities across England that took part in pilots of the 'Bin it for Good' initiative in 2015, supported by Keep Britain Tidy, The Wrigley Company and Retail Birmingham Business Improvement District (BID). The amount of litter placed in 48 bins in Birmingham was monitored September to November 2015. 'Bin it for Good' stickers placed on participating residual waste bins informed the public that the more litter deposited in the bins, the more money would be donated to charity. An organisation supporting local good causes - LoveBrum - benefitted, which received £1,350 from the initiative due to the percentage of litter placed in bins rising from 89.95 to 95.06% of overall waste over the 3 month trial. This means that the amount of litter picked up from the streets within the BID more than halved over the same time. Councillor Lisa Trickett, Cabinet Member for Sustainability, said: "Given we spend £13 million annually on street cleaning, we are delighted with the results from this pilot project. This type of pilot could be easily transferable to Edinburgh to benefit local causes whilst reducing litter on the street.



'VOTE WITH YOUR BUTT', DESIGN BY HUBBUB, LONDON, UK

As part of the UK environmental nonprofit's Neat Streets campaign, Hubbub installed these 'Vote With Your Butt' rubbish receptacles in the London borough of Westminster. For example, outside Embankment Tube, central London, Hubbub a series of these 'voting ashtrays', with smokers voting on different sports questions every week with their cigarette butts. Who's the best football player in the world, Ronaldo or Messi? What would you rather watch; The Italian Grand Prix or Tennis US Open? Hubbub asked people vote with their butt on Villiers Street to keep the street litter free. With over 89 percent of smokers tossing their butts on the street, according to Neat Streets this provides an interesting and innovative solution to both engage the public and reduce litter on the street. This simple idea could be brought to Edinburgh, with questions either sticking to the more divisive sports-related questions or even about local issues as an interesting tactic for increasing participation.



LOCALLY LOVED ROUTES, EDINBURGH

A series of 4 walking and cycling routes were designed to take in the spots the locals love. Displayed and freely available in postcard form for one month at HERE+NOW's Hold Me Dear: Four Cities exhibition in Rodney St tunnel 2015, these postcards formed a way to communicate the character and value local places hold whilst providing ready-made walking and cycling trails. The postcards combined with minimalist route signage to reveal the spots locals loved around the area.

The four different Locally Loved Routes were co-designed - created in collaboration with the community to incorporate the spots and views local people told us they loved. The HERE+NOW team collected these quotes and information, talking to people local to the Canonmills and Inverleith area over a series of weeks to gather their quotes, local knowledge and favourite places nearby. This local insight was then synthesised and graphically presented to design and develop these Locally Loved Routes to give the four resulting routes.



EDIBLE AND TASTY SPACES [EATS], FIFE

Now in its third year in Kirkcaldy and Fife, EATS utilises small public spaces to create community food growing hubs. EATS was initiated by Fife Council in 2012 and has since partnered with other organisations and groups including the Scottish Association for Mental Health, Greener Kirkcaldy, and the Inveriel Tenants and Residents Association, all of whom help maintain various planter beds in public space. The project has since inspired other community growing projects, including in Newburgh, Dundee and Markinch.



INTERIM PUBLIC PLAZA, NEW YORK CITY, U.S.A.

The New York City Plaza Program is a capital program of the New York City Department of Transportation. It converts underutilised roadway space into neighbourhood amenities through partnerships with local non-profit organizations and communities. The program, launched in 2008, has accepted six rounds of applications and has realized 22 new public spaces for New Yorkers, including Putnam Plaza, Brooklyn (shown above).

The Plaza Program is driven by a community-driven model, accepting proposals from not-for-profit organizations to create neighbourhood plazas through an annual competitive application process. Priority is given to plazas in neighbourhoods previously lacking open space, where there is strong community initiative, and where the plaza integrates well into the existing community context. Plazas are best suited to areas with excessive street space that is underused, unnecessary, or confusing for motorists, and along active pedestrian corridors with nearby retail or other complementary uses. The Plaza Program funding was secured through PlaNYC 2030, which set a goal to ensure all New Yorkers live within a ten-minute walk of a park. The Plaza Program helps fulfil that goal. The Plaza Program is situated within the NYC DOT Public Spaces unit and is led by a four-person team.



PARKLET CURB EXTENSION PILOT ADDING BIKE RACKS, PHILADELPHIA

Bike corrals can transform one parking space into a useful cycling facility that enables large numbers of cyclists to easily leave their bikes. These can be used as an immediate way to better use the street environment to benefit a larger number of active transit users in place of one car parking space. Particularly suitable where there is a demand for more cycle facilities and a surplus of parking. Bicycle corrals are permitted by the City of Philadelphia through its Streets Department. Any organisation, residents group or local business with the capacity to clean and maintain a bicycle corral can apply for a permit to convert one standard on-street parking space into an on-street bicycle parking corral that will hold up to 12 bicycles.





NORIEGA ST PARKLET, SAN FRANCISCO

Noriega Street Parklet, San Francisco was designed by Matarozzi Pelsinger Design+Build. Three were built to date, each replacing one parking space. Sharply angular, the design creates a small space to rest, a mini sanctuary to relax in without blocking out the sights and sounds of the city around. Wooden benches with mini built-in gardens, these tiny public parks offer a high degree of amenity value and enhance public life in place of only one car's parking spot.



IDEAS FIESTA, BRISBANE CITY COUNCIL, AUSTRALIA

A partnership between Brisbane City Council, creative urban community group URBNE, and local businesses, the Ideas Fiesta was a 3 week long community engagement festival in central Brisbane, Australia in 2013.

This 3 week long festival took place throughout outdoor streets and spaces in Brisbane city centre and invited participation and engagement from a range of local groups and organisations as well as local residents. It comprised a curated series of over 24 events, exhibitions, talks, conferences and workshops, digital engagement of more than 16,000 people via social media, and which together engaged people in their local city centre spaces and invited input on the Brisbane City Centre Master Plan.

The Ideas Fiesta took engagement to the streets and included closing down a major city centre road to traffic for 3 days to pilot its longer-term pedestrianisation. The street closure celebrated local businesses who traded in the street during this period, and created a temporary public park using astroturf, whilst displaying an outdoor exhibition of potential design ideas to improve the city centre for feedback from the public.

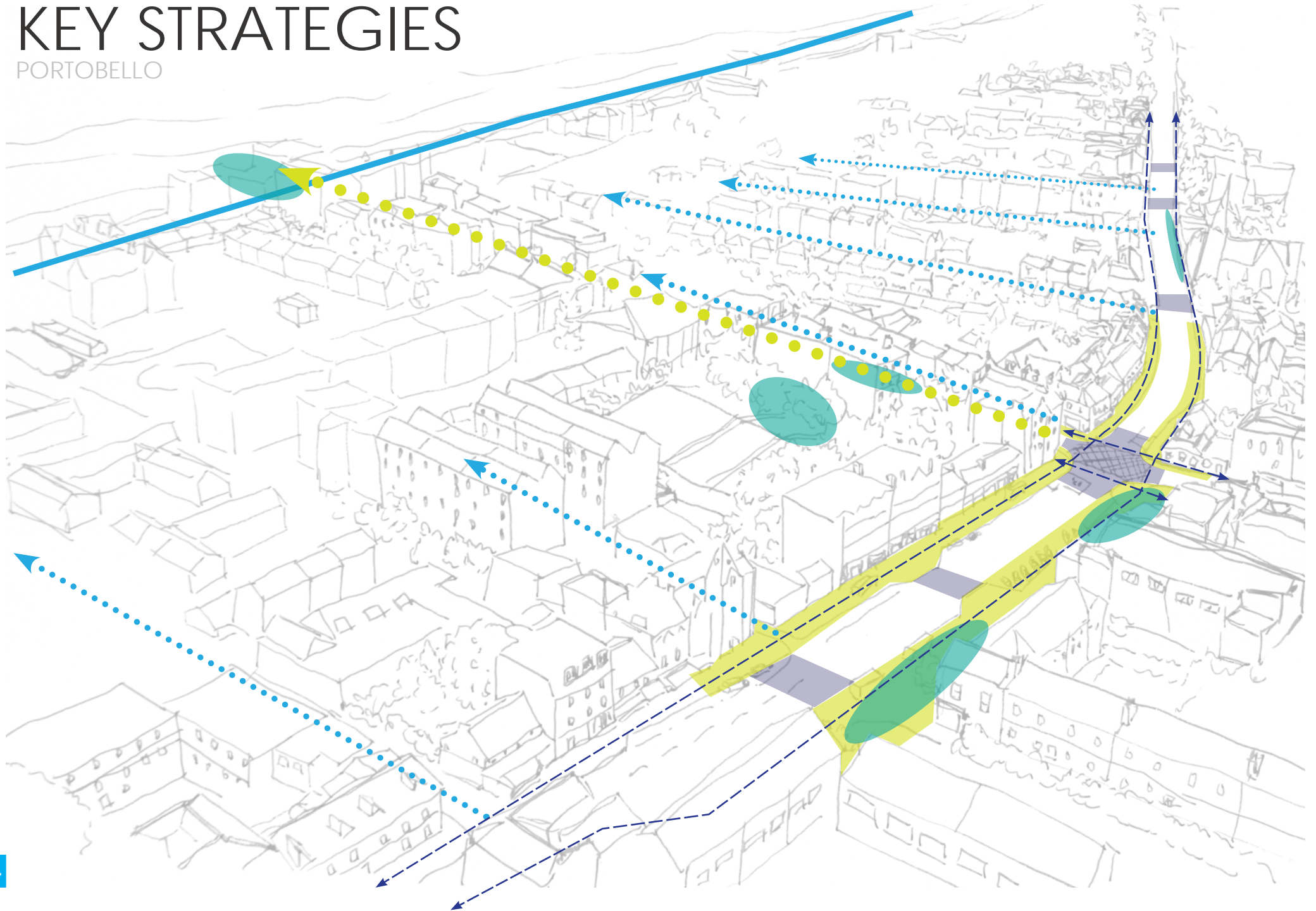


YELLOW 'CHATTY' BENCH, 31 CRIGHTON PLACE, LEITH

Edinburgh's Crichton Place has already set a successful precedent for a yellow 'chatty bench' in the city. An opportunity for people to take a rest along the long linear thoroughfare of Leith Walk, and also to engage in conversation with other citizens, and connect with strangers. Whilst first conceived of by Ronan Harrington, a consultant who shared a five-hour bus trip to a music festival where he got talking to a complete stranger, the 'yellow chatty bench' idea has since spread - first being implemented by Dublin City Council, and now further afield across the UK. These yellow 'chatty benches' have been shown to improve public life, target loneliness, provide a legitimised way to spend time in public space, and build a sense of community. All whilst providing a place to rest along a long linear street which many users need. Benches and resting points are not only crucial in helping older people or those who can only walk short distances get out and about, but have also been found to have significant positive mental health outcomes - a way to be 'alone together' and partake in the social life of the city without having to occupy commercialised 'paid for' space such as outdoor cafe/restaurant seating. See film ['Alone Together - the social life of benches'](#).

# KEY STRATEGIES

PORTOBELLO





### PRIORITISE THE TOWN CENTRE HEART + GATEWAY

Primary 'heart' of the town centre. Public realm improved to create a more pedestrian and cycle friendly environment with wider pavements, improved junction crossings, reduced parking spaces (whilst maintaining those essential) given more carriageway width to wider pavements and user-friendly public space. Focus on even, clearly navigable crossings and pedestrian movement routes that allow space, shelter and rest spaces for enjoyable pauses and conversations. Increased vegetation, wider pavements, reduced road width and parking, and a sense of arrival in Portobello with clear links to the Promenade down Bath St as a primary route.

### IMPROVE WAYFINDING + CONNECTION TO THE PROMENADE

User interviews revealed the importance to both locals and visitors of the promenade yet this is current visually cut-off from the predominantly linear town centre of Portobello High St. Improving wayfinding and connections between the 'practical' town centre and 'attractive' promenade will help form a more cohesive compact character that intertwines the destination of the promenade with the rest of the town centre. Creative strategies could be employed to enhance wayfinding and connection between these two linear elements - from creative installations and artwork to clarity of improved detail design and surface materials indicating routes to the beach. An emphasis should be placed on Bath St as the primary route from town centre heart to promenade with improved pedestrian and cycle routes, widened pavements, improved street materials and layout and public realm visually making this connection.

### BUILDING ON EXISTING PUBLIC LIFE

Utilising and building on existing nodal points with high potential to improve public life - for example those with high footfall, local destinations and space (or the possibility for increased space). Possible responses might include a partnership with Scotmid/Co-op introducing seating and a place to rest or talk at this sheltered local destination and meeting point by rationalising a small number of parking spaces in exchange for public realm at this sheltered spot. Also, improvement to existing high footfall destinations currently used for necessary activities such as the space at the end of Rosefield Avenue which could be widened and improvements made with increase informal seating, planting and shelter to provide a more pleasant place to wait for the bus or spend time outside.

### ENHANCE PEDESTRIAN EXPERIENCE - BUILD OUTS, RAISED TABLES, PRIORITY.

Ensure that it is as easy and convenient as possible for both visitors and local residents to walk around the town centre. This includes both the experience of navigating through the area with high quality, even and spacious pavements, but also crucially in facilitating easy and clear movement across minor roads, the main High St and major junctions. Street clutter such as railings and redundant poles should be removed, pavements should be widened where these are narrow (with some parking rationalised to enable this as necessary), existing pedestrian crossings improved with longer and more frequent crossing times, and additional signalised crossings introduced where needed to enable easy switching between sides of the High St (for example between Beach Lane and the opposite side of the road, and to the South of the Portobello Surgery). Raised tables and ideally continuation of a pedestrian priority surface over minor roads, reduced corner radii and build outs on minor road corners to shorten crossing distances and create space for seating, trees and (where possible) views East to the sea (for example Bellfield St).

# QUICK WINS

DESIGN RESPONSES: WHAT IMPROVEMENTS MIGHT BENEFIT THE TOWN CENTRE?

These suggested Quick Wins are intended as a starting point for discussion for internal Council teams to show the variety of options and design responses that might benefit public life in the town centre and the likely timescale of complexity of any implementation. We acknowledge that these are based purely on the research analysis and the research team's insight to date and would need further discussion, input and refinement internally by Council officers and teams prior to any agreement of which (if any) could be implemented and the timescale and budgets needed to achieve this.



## WHAT? THE DESIGN RESPONSE

### REMOVE REDUNDANT STREET CLUTTER

Remove redundant poles, bollards and railings throughout the town centre. Improve road surface for cyclists (fill potholes) and add extra cycle loops.

- **PARKLET OUTSIDE SKYLARK CAFE**  
Commission design and installation of a parklet incorporating informal seating in place of 2-4 parking spaces.
- **INSTALL 9 YELLOW 'CHATTY' BENCHES**  
Provide informal seating rest points along the town centre whilst building social capital + promoting key views. Utilising existing 'left over' spaces on corners, sections of wider pavement with high footfall, or new built-out corners on Easterly minor roads to enhance views to the sea.
- **RATIONALISE PARKING**  
Review and reduce parking across town centre to enhance public realm. Add double yellows on one side of Marlborough St and Regent St to make pavements accessible for pedestrians. Investigate removal of parking outside 8-10 Bath St to enable wider pavement along key route to beach. Minimise parking in front of Town Hall to expand central public realm space. Reduce parking along the High St (particularly near 164-208 Portobello High St) to reduce traffic dominance and congestion.
- **SHARED SPACE PLAZA AT END OF BATH ST**  
Continue the brick detail from the promenade to create a shared space brick surface plaza at end of Bath St. This would enable cafes such as The Beach House and The Esplanade to increase outdoor seating with a more favourable microclimate, enhancing prominence of the promenade to town centre route.



## WHEN? QUICK WIN, PILOT, LONGER TERM

### QUICK WIN

Possible to implement in the short term + small budget.  
A first step to longer more cohesive improvements.

### QUICK WIN / LONGER TERM

Immediate impact and low budget. Enhances public realm at point with narrow pavements to increase potential for public life and outdoor seating. Trial version monitored, and more parklets implemented if successful. Initial one day pilot for Parking Day Sept 2016 or immediately launch 6 month pilot or longer term.

### QUICK WIN

One or two could be trialled as a pilot, or preferably all 9 (see suggested locations) could be implemented at once for immediate impact as a quick win.

### QUICK WIN

Easy and cheap to implement with the addition of double yellow lines on Regent St and Marlborough St and between 164-208 Portobello High St. Outside the Town Hall and along Bath St reducing in parking enabling widened pavement could be implemented with a build out of the existing pavement to provide the setting for more seating and public life in the town centre heart.

### QUICK WIN

Relatively low budget given the impact on public life. Raise end of Bath St (currently with double yellow lines) to create level shared space bricked surface for pedestrian and cafe seating use.

## WHY? IMPACT ON PUBLIC LIFE

### IMPROVE WALKING + CYCLING EXPERIENCE

Removing obstructions/hindrances to walking for all users, especially those with buggies or wheelchairs.  
Creating a less dangerous cycling environment.

### URNS PARKING SPACES INTO ACTIVE SPACES

Provides additional public realm and opportunity to sit and pause without hindering pavement width for pedestrians. Also provides opportunity for increased business revenue through cafe seating.

### PLACES TO PAUSE + BUILD SOCIAL CONNECTION

Chatty benches foster a sense of community + also provide much needed frequent places to rest along the length of the town centre and en route to destinations such as the beach.

### ENHANCING THE PEDESTRIAN EXPERIENCE

Reduction of parking in particular areas (for example Marlborough St and Regent St) would instantly improve the pedestrian experience and prevent users needing to walk down the middle of the road. Removal of some parking spaces to widen pavements (setting the scene for further enhancement such as seating or planting) would help promote the area around the Town Hall and junction as the 'heart' of the town centre and Bath St as a main walking route to the sea and focus for public life.

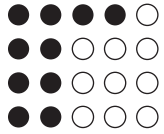
### PROVIDE SPACE TO SIT WITH VIEWS OF SEA

Building on this key route to the sea and the cafes/pubs adjacent at this junction of Bath St and the Promenade, increased shared space allows room for outdoor seating with a view encouraging sitting and staying activities and public life.

QUICK WIN

# PARKLET OUTSIDE SKYLARK CAFE

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Commissioning design and installation of a parklet incorporating informal seating in place of 2-4 parking spaces. Provides additional public realm and opportunity to sit and pause without hindering pavement width for pedestrians. This enhances walkability by providing a place to stop and pause to rest, promotes public life and 'natural surveillance' as well as opportunity for increased business revenue through

cafe seating. Immediate impact and low budget. Enhances public realm at point with narrow pavements to increase potential for public life. Trial version could be monitored and evaluated to test the impact on public life, and more parklets implemented if successful. Initial one day pilot for Parking Day Sept 2016 or immediately launch 6 month pilot or longer term.

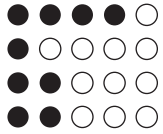




QUICK WIN

# INSTALL 9 CHATTY BENCHES

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Provide informal seating rest points along the town centre whilst building social capital and promoting key views. Utilising existing 'left over' spaces on corners, sections of wider pavement with high footfall, or new built-out corners on Easterly minor roads to enhance views to the sea. Chatty benches foster a sense of community and also provide much

needed frequent places to rest along the length of the town centre and en route to destinations such as the beach. Quick Win - one or two could be trialled as a pilot, or preferably all 9 (see suggested locations) could be implemented at once for immediate impact as a quick win. Monitoring and evaluation can help measure impact on public life.





QUICK WIN

# RATIONALISE PARKING

IMPACT



TIMESCALE



DIFFICULTY



COST



Review and reduce parking across town centre to enhance public realm. Add double yellows on one side of Marlborough St and Regent St to make pavements accessible for pedestrians. Investigate removal of parking outside 8-10 Bath St to enable wider pavement along key route to beach. Minimise parking in front of Town Hall to expand central public realm space. Reduce parking along the High St (particularly near 164-208 Portobello High St) to reduce traffic dominance and congestion. Reduction of parking in these areas would instantly improve the pedestrian experience. Removal of some parking spaces to widen pavements (setting the scene for further enhancement such as seating or planting) would help promote the area around the Town Hall and junction as the 'heart' of the town centre and Bath St as a main walking route to the sea and focus for public life. Quick Win - quick and cheap to implement following engagement and agreement from stakeholders.

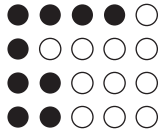




QUICK WIN

# SHARED SPACE PLAZA END OF BATH ST

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Continue the brick detail from the promenade to create a raised level shared space brick surface plaza at end of Bath St. This would enable cafes such as The Beach House and The Esplanade to increase outdoor seating with a more favourable microclimate, enhancing prominence of the promenade to town centre route. Building on this key route to the sea and the cafes/pubs adjacent

at this junction of Bath St and the Promenade, increased shared space allows room for outdoor seating with a view encouraging sitting and staying activities, enhancing pedestrian routes to the town centre and public life and providing a flexible space for use for events. Quick Win - relatively low budget given the impact on public life.



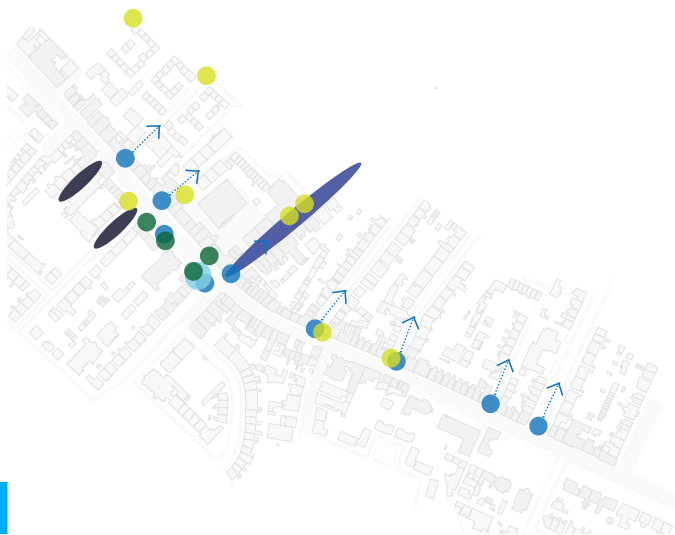
# PILOTS

## DESIGN RESPONSES: WHAT IMPROVEMENTS MIGHT BENEFIT THE TOWN CENTRE?

These suggested Pilots are intended as a starting point for discussion for internal Council teams to show the variety of options and design responses that might benefit public life in the town centre and the likely timescale of complexity of any implementation. We acknowledge that these are based purely on the research analysis and the research team's insight to date and would need further discussion, input and refinement internally by Council officers and teams prior to any agreement of which (if any) could be implemented and the timescale and budgets needed to achieve this.

### WHAT? THE DESIGN RESPONSE

- **ART+FOOD FESTIVAL AT BATH ST FOR A DAY**  
Temporarily close Bath St to cars for a one day event bringing together local businesses and artists into the street to celebrate Portobello's community, character and connection to the promenade. Tie in with gathering feedback on whether 'Porty Local' loyalty initiative for local businesses would be supported to encourage shopping locally, incorporating tote bags, 'Porty Local' loyalty cards and stamps for independent businesses, and scheme to give Porty Local businesses low-cost/free temporary leases on vacant shops.
- **PUBLIC LIFE PLAZA AT 'HEART' OF TOWN**  
Using additional and more informal seating combined with raised planters and shelter structures test and prototype creation of a more defined gathering social space in front of Bank of Scotland as a focal gathering point for informal conversations, events and activities in the 'heart' of the town centre. Possible partnership with ECA Architecture and Landscape Architecture courses and Portobello Art School to build and test different types of seating and shelter spaces in various arrangements, with feedback from residents used to create longer-term re-design brief.
- **CREATIVE WAYFINDING FROM HIGH ST TO SEA**  
Work with local artists to design creative street interventions and artwork that visually connect and highlight key linkages from the High Street to the promenade (particularly where no visual connection currently exists). This might take the form of painted artworks integrated onto existing pavements leading to the sea or subtle physical installations revealing views and connection.





## WHEN? QUICK WIN, PILOT, LONGER TERM

### PILOT

Trial pedestrianising parts or all of Bath St (particularly nearby to the main junction in front of cafes/shops and at the promenade end) as a one-day celebration of local independent businesses, artists and community. Use this event to promote Bath St as a key connection to the promenade and potential for increased pedestrian oriented public realm along this key route connecting the town centre to an Edinburgh-wide destination - The Prom. Use pilot to gather feedback on the future for Bath St as a key route and 'Porty Local' initiative.

### PILOT / LONGER TERM

A low budget, quick impact pilot to test and prototype design options for an enhanced plaza area in front of the Bank of Scotland building. Use of moveable temporary planters, seating, shelter spaces to test their impact and refine design solutions could be quickly implement or a more co-design approach involving prototyping these elements and their position in partnership with ECA/Portobello Art School/ other groups. Pilot might be in place for a month to test, and if successful implemented permanently through a design based on the successful design elements and learnings.

### PILOT / LONGER TERM

Test and trial different types of creative wayfinding that build on local artists skills to visually connect the High St and town centre to the sea. Successful pilots could be monitored and evaluated to record public opinion and interaction and permanently installed or further developed if successful. Alternatively an Ideas Competition could be run with local artists submitting ideas, and resident-voted favourites installed with materials and artist time paid for from project budget. Launch could be combined with other Portobello arts events or arts/food festival in Bath St (see above).

## WHY? IMPACT ON PUBLIC LIFE

### CELEBRATE LOCALS + CONNECT TO THE SEA

Test the potential for an improved pedestrian-focussed public realm between the heart of the town centre and promenade whilst celebrating local businesses, artists, cafes and community. Reveal the potential for more outdoor seating by working with cafes along Bath St and engage artists and other community groups in ways to reimagine Portobello and improve the public realm. Use astroturf or temporary paint to signal this temporary change in use and invite local activities. (See 'Ideas Fiesta' precedent).

### TEST + ITERATE PUBLIC LIFE PLAZA DESIGN

An innovative way of imagining an improved public realm and town centre heart for social meeting, people-watching, and taking a rest with improved shelter and aesthetic that residents have said they desire here. Enable longer chance meetings, social gathering in public space and a valuable rest point for older residents. Reclaim public space for welcoming use by all and improve natural surveillance of the space with increased numbers of users. Use this as a design brief for potential partners to pilot ideas in situ.

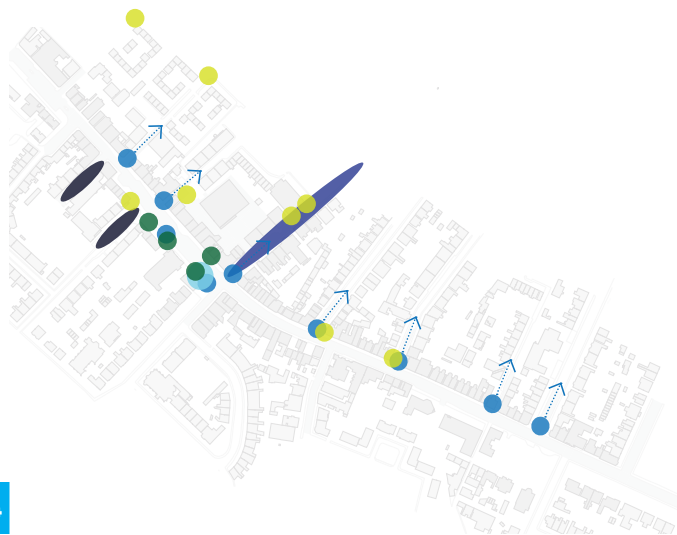
### AID WAYFINDING + PROMOTE LOCAL TALENT

Enable easier wayfinding and navigation for visitors between the sea/High St, emphasise local pedestrian routes, enhance the public realm and emphasise Portobello as an artistic and creative community, showcasing local artists' talent.

# PILOTS

## DESIGN RESPONSES: WHAT IMPROVEMENTS MIGHT BENEFIT THE TOWN CENTRE?

These suggested Pilots are intended as a starting point for discussion for internal Council teams to show the variety of options and design responses that might benefit public life in the town centre and the likely timescale of complexity of any implementation. We acknowledge that these are based purely on the research analysis and the research team's insight to date and would need further discussion, input and refinement internally by Council officers and teams prior to any agreement of which (if any) could be implemented and the timescale and budgets needed to achieve this.



### WHAT? THE DESIGN RESPONSE

- **PLAY STREETS AT ALEPHI GROVE / ROSEFIELD AVENUE**  
Pilot 'Play Streets' at Adelphi Grove and/or Rosefield Avenue with streets temporarily closed for use for outdoor play, organised in partnership with local residents and nearby community organisations such as the Community Centre and Library.
- **'BIN IT FOR GOOD' SCHEME NEAR BUS STOPS**  
Pilot a 3 month 'Bin It For Good' series of bins, starting with the busy bus stops along Portobello High St between Brighton Place and Rosefield Avenue where litter was reported to be the biggest issue by users. The more litter deposited the more money donated to local community organisations and projects in Portobello.
- **MINI GREEN GROWING SPOTS**  
Pilot a partnership with local community groups and residents to transform left-over and underused scraps of land and carriageway to create nooks of urban space suited to small-scale growing and/or rewilding opportunities to build social capital, encourage local food growing, and increase biodiversity. Mini green growing spots at corner locations such as where Marlborough St meets Portobello High St could better use the street environment for public life and more productive attractive use. Could combine with other seating and corner build-out projects to create nodal small public spaces for gathering, conversations and taking a rest. Equally sunny South-facing spots adjacent to carriageway 'dead ends' for pedestrian-only routes to the sea at Pipe St and Figgate St could become small-scale public life hubs for meeting, growing and sitting.



## WHEN? QUICK WIN, PILOT, LONGER TERM

### PILOT / LONGER TERM

Low budget but large impact. These could be trialled one afternoon during Summer 2016, feedback from users gathered and decisions made whether to make a regular occurrence.

### PILOT / LONGER TERM

Low budget but large impact in reducing litter in the street. Benefit to local community organisations to continue improving Portobello town centre. If 3 month trial is successful at initial location, 'Bin It For Good' bins could be increased in number along the High St and/or installed permanently.

### PILOT / LONGER TERM

Low budget but large impact in making more productively used small spaces within the town centre. Could be initially piloted with raised planter beds and temporary seating, with local community groups taking on maintenance and use on a more permanent basis if successful.

## WHY? IMPACT ON PUBLIC LIFE

### DIVERSIFY AGE OF USERS ENJOYING OUTSIDE

Encourage those of all ages to enjoy the outdoors and public realm. Create additional places to play outdoors (currently seen as lacking near to the High St), and bring local residents, organisations and the public together around outdoor space.

### REDUCE LITTER TO MAKE STREETS CLEANER

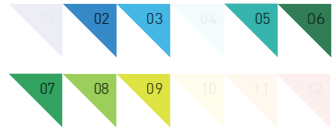
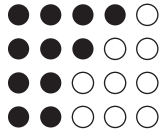
Many users reported litter was a big issue, particularly along Portobello High St between Brighton Place and Rosefield Avenue near bus stops. 'Bin It For Good' bins would reduce litter, improve the street environment making it more welcoming for staying activities and pedestrians, and benefit local community organisations.

### CREATE NODAL COMMUNITY GATHERING SPACES

Provide more small-scale opportunities for local residents and groups to work together to improve underused scraps of town centre public realm, coming together to build social capital, increase local biodiversity, grow healthy food and provide spaces to meet and gather. See EATS Fife precedent for inspiration.

PILOT  
**BATH ST 'LOCAL  
 PORTY' FESTIVAL**

IMPACT  
 TIMESCALE  
 DIFFICULTY  
 COST



Temporarily close Bath St to cars for a one day street event bringing together local businesses and artists to celebrate Portobello's community, character and connection to the promenade. Tie in with gathering feedback on whether 'Porty Local' loyalty initiative for local businesses would be supported to encourage shopping locally, incorporating tote bags, 'Porty Local' loyalty cards and stamps for independent businesses, and scheme to give Porty Local businesses low-cost/free temporary leases on vacant shops. Trial

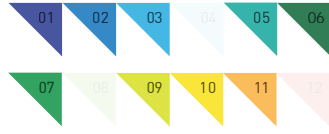
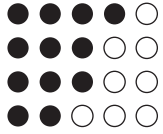
pedestrianising parts or all of Bath St using astroturf, stalls, balloons and temporary planters and seating (particularly nearby to the main junction in front of cafes/shops and at the promenade end) as a one-day celebration of local independent businesses, artists and community. Use event to test potential for a more pedestrian oriented public realm along this key route connecting the town centre to The Prom and enhance navigation. Use pilot to gather feedback on the future for Bath St as a key route and 'Porty Local' initiative.





# PILOT PUBLIC LIFE PLAZA PROTOTYPING

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Using additional informal seating, raised planters and shelter structures test and prototype a more defined gathering social space in front of Bank of Scotland. A focal point for informal conversations, events and activities in the 'heart' of the town centre. Possible partnership with ECA Architecture and Landscape Architecture courses and Portobello Art School to build and test different types of seating and shelter spaces in various arrangements, with feedback

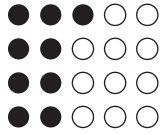
from residents used to create longer-term re-design brief. This could start as a low budget, quick impact month-long pilot to test and prototype design options for an enhanced plaza area. If successful, it could be implemented permanently based on the successful design elements and learnings. The pilot tests various moveable temporary planters, seating, shelter spaces to test their impact and refine design solutions as part of a co-design approach.



PILOT

# CREATIVE WAYFINDING: HIGH ST TO SEA

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Work with local artists to design creative street interventions and artwork that visually connect and highlight key linkages from the High Street to the promenade (particularly where no visual connection currently exists). This might take the form of painted artworks integrated onto existing pavements leading to the sea or subtle physical installations

revealing views and connection. Successful pilots could be monitored to record public opinion and interaction and permanently installed or further developed if successful. Alternatively an Ideas Competition could be run with local artists submitting ideas, and resident-voted favourites installed with materials and artist time paid for from project budget.

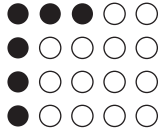




PILOT / LONGER TERM

# PLAY STREETS: ADELPHI GROVE/ROSEFIELD AVE

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Pilot 'Play Streets' at Adelphi Grove and/or Rosefield Avenue with streets temporarily closed for use for outdoor play, organised in partnership with local residents and nearby community organisations such as the Community Centre and Library. Low budget but large impact. These could be trialled one afternoon during Summer 2016,

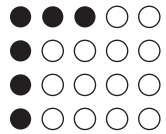
feedback from users gathered and decisions made whether to make a regular occurrence. Encourage those of all ages to enjoy the outdoors and public realm. Create additional places to play outdoors (currently seen as lacking), and bring local residents, organisations and the public together around outdoor space.





PILOT  
'BIN IT FOR GOOD'  
SCHEME

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Pilot a 3 month 'Bin It For Good' series of bins, starting with the busy bus stops along Portobello High St between Brighton Place and Rosefield Avenue where litter was reported to be the biggest issue by users. The more litter deposited the more money donated to local community organisations and projects in Portobello.

Low budget but large impact in reducing litter in the street. Benefit to local community organisations to continue improving Portobello town centre. If 3 month trial is successful at initial location, 'Bin It For Good' bins could be increased in number along the High St and/or installed permanently.

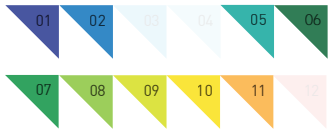




PILOT / LONGER TERM

# MINI GREEN GROWING SPOTS

IMPACT	●●●●○
TIMESCALE	●●○○○
DIFFICULTY	●●○○○
COST	●○○○○



Pilot a partnership with local community groups and residents to transform left-over and underused scraps of land and carriageway to create nooks of urban space suited to small-scale growing and/or rewilding opportunities to build social capital, encourage local food growing, and increase biodiversity. Mini green growing spots at corner locations such as where Marlborough St meets Portobello High St could better use the street environment for public life and more productive attractive use. Could combine with other seating and corner build-out projects to create nodal small public spaces for gathering, conversations and taking a rest. Equally sunny South-facing spots adjacent to carriageway 'dead ends' for pedestrian-only routes to the sea at Pipe St and Figgate St could become small-scale public life hubs for meeting, growing and sitting. Could be initially piloted with raised planter beds and temporary seating, with local community groups taking on maintenance and use on a more permanent basis if successful.



# LONGER TERM

## DESIGN RESPONSES: WHAT IMPROVEMENTS MIGHT BENEFIT THE TOWN CENTRE?

These suggested Longer Term design ideas are intended as a starting point for discussion for internal Council teams to show the variety of options and design responses that might benefit public life in the town centre and the likely timescale of complexity of any implementation. We acknowledge that these are based purely on the research analysis and the research team's insight to date and would need further discussion, input and refinement internally by Council officers and teams prior to any agreement of which (if any) could be implemented and the timescale and budgets needed to achieve this.



### WHAT? THE DESIGN RESPONSE

- GREEN GATEWAY TO NORTH END OF TOWN CENTRE  
Create a more attractive gateway to the town centre from the North with the inclusion of additional street trees and reduction of road width.
- HOLISTIC STREET LAYOUT TWEAKS + RE-DESIGN  
Building on principles highlighted in policy documents such as Designing Streets, prioritise place over vehicular movement to ensure that it is as easy and convenient as possible for pedestrians to explore and spend time in the town centre. Facilitate easy and clear pedestrian desire lines over minor roads with raised tables and continuous surfaces, and across the junction with Brighton Place. Remove unnecessary street clutter, widen pavements where narrow (prioritising this over plentiful parking), improve existing pedestrian crossings with longer and more frequent crossing times, and additional signalised crossings where needed to enable easy switching between sides of the High St (for example between Beach Lane and the opposite side of the road, and to the South of the Portobello Surgery). Reduced corner radii and add build outs on minor road corners to shorten crossing distances and create space for seating, trees and (where possible) views East to the sea (for example Bellfield St).

### PERMANENTLY IMPLEMENT SUCCESSFUL PILOTS

Design and implement permanent improved public realm building on the successful pilots outlined previously. For example detail design and deliver an enhanced public life plaza outside Bank of Scotland and improved pedestrian-focussed route to a sea-front outdoor seating spot at the end of Bath St, facilitate mini green growing spots, permanently implement creative wayfinding and regularly organise play streets and arts festivals celebrating local artists and businesses and bringing the town centre to life.



## WHEN? QUICK WIN, PILOT, LONGER TERM

### LONGER TERM / PILOT

Longer term street readjustment including rationalisation of parking and traffic lanes (reduced carriageway width allowing removal of central median) to increase paving width and introduce an avenue of high canopy street trees and seating along West/South pavement edge. This could be piloted within the existing street layout with raised tree planters.

### LONGER TERM

Significant resources would be required to achieve this, however a holistic approach would ensure the highest quality public realm outcome, creating an enhanced sense of an attractive place to spend time, prioritising the town centre heart and Bath St connection to the

### LONGER TERM

Following successful testing of pilots, assess how to best learn from these to create longer term solutions that build on the experiences and learnings of these pilot studies. As budget becomes available focus on delivering permanent iterations and designs or regularly organised public life events.

## WHY? IMPACT ON PUBLIC LIFE

### ENHANCE OPPORTUNITY FOR PUBLIC LIFE

Users cited lack of shelter and a poor street aesthetic in interviews. A redesign, incorporating an avenue of trees acting as a green gateway into the town centre, possibly with additional seating beneath, improve the street aesthetic, provide some canopy shelter and a more pleasant pedestrian route.

### PUBLIC LIFE PRIORITY PUBLIC REALM

Address the current vehicular priority street layout to increase space for pedestrians, cyclists and public life throughout the town centre. Particularly facilitate pedestrian crossings between different sides of the High St, over minor roads and at the main junction with Brighton Place and enhanced opportunities for gathering at smaller corner build outs and more focal gathering spots such as at the Brighton St junction.

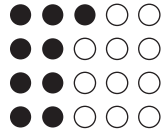
### CREATE LONG-LASTING PUBLIC LIFE IMPACT

Ensure public life benefits are realised longer term by learning from pilots and implementing successful strategies and designs on a permanent basis, from street design to regular events.

LONGER TERM

# GREEN TOWN CENTRE GATEWAY TO NORTH

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Create a more attractive gateway to the town centre from the North with the inclusion of additional street trees and reduction of road width. Longer term street readjustment including rationalisation of parking and traffic lanes (reduced carriageway width allowing removal of central median) to increase paving width and introduce an avenue of high canopy street trees and

seating along West/South pavement edge. This could be piloted within the existing street layout with raised tree planters and monitored for impact on user perspectives and public life. This approach to green gateways to the town centre could be extended to the Promenade and Bath St too to improve the arrival aesthetic, navigation and create more sensory interest.

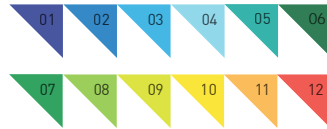
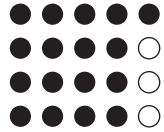




PILOTS TO LONGER TERM

# HOLISTIC REDESIGN INTEGRATING PILOTS

IMPACT  
TIMESCALE  
DIFFICULTY  
COST



Following successful testing of pilots, create longer term solutions that build on learnings from these pilot studies. This might combine with holistic redesign of the town centre streets to prioritise place and people over vehicular movement to ensure that it is as easy and convenient as possible for pedestrians to explore and spend time in the town centre. Facilitate clear pedestrian desire lines over

minor roads with raised tables and continuous surfaces, remove street clutter, widen pavements (prioritising this over plentiful parking), improve pedestrian crossings, reduced corner radii and add build outs on minor road corners to shorten crossing distances and create space for seating, trees and (where possible) views East to the sea (for example at Bellfield St).



# WHAT IF?

## DESIGN RESPONSES: WHAT IMPROVEMENTS MIGHT BENEFIT THE TOWN CENTRE?

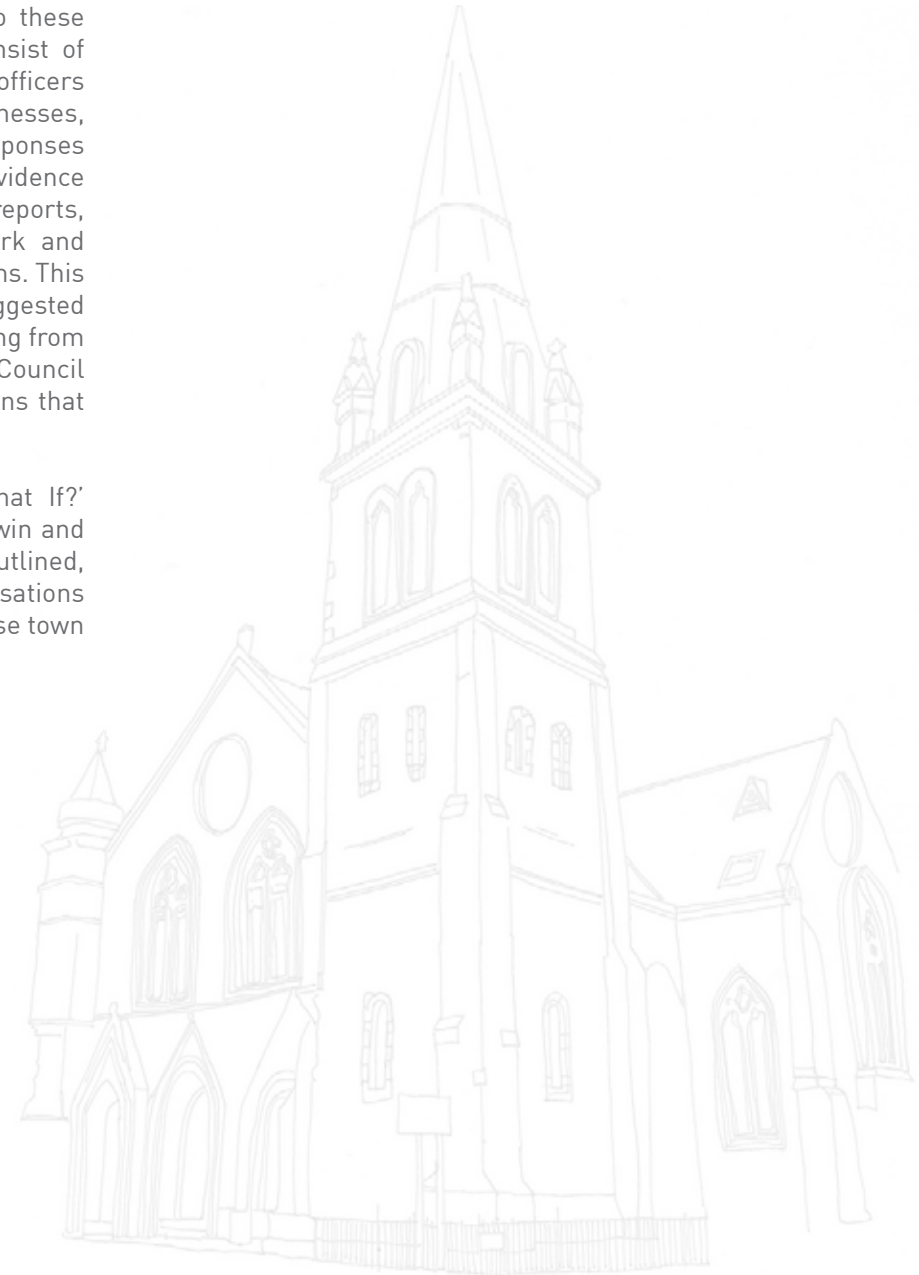
In addition to the quick wins, pilots, and longer term possible design solutions highlighted above, what if we thought more broadly and imagined what else might be possible to help enhance public life? These might involve more diverse organisational or social changes and initiatives, rather than those focussed more on street design and physical interventions.

These initial 'What If?' ideas have come from the research team's observations and data analysis findings, and represent more diverse potential solutions to help address current restrictions on place and movement function in the town centre and improve public life.

It is worth noting that workshops with Council officers were not part of this scope of work for Public Life Street Assessments research project presented in this report. As such, possible 'What If?' ideas explored here (as well as those other pilot, quick win, and longer term design responses previously suggested), may already have been considered by Council or may need more investigation to establish whether they are feasible. The intention is for the potential design responses suggested and 'What If?' suggestions is instead to act as an initial starting point for discussion.

We would suggest that a second phase to these Public Life Street Assessments might consist of series of workshops with both local Council officers and teams, and later local residents and businesses, to respond to both the suggested design responses that have emerged from the analysis and evidence base presented in these Public Life reports, and synthesise this with the ongoing work and experience of local Council officers and teams. This would allow better exploration of the suggested design responses and What If? ideas, learning from the existing knowledge and expertise of Council teams in combination with those suggestions that have emerged from this research evidence.

Nonetheless, we hope these broader 'What If?' ideas, in combination with the pilot, quick win and longer term design suggestions already outlined, can provide a starting point for conversations about how best to enhance public life in these town centres across Edinburgh.





## WHAT IF? THINKING MORE BROADLY

### IMPROVE THE CYCLE AND PEDESTRIAN LINK ALONG THE PROM TO LEITH

Increasing the place and movement function for pedestrians and cyclists between the Promenade and Leith (particularly the area around Seafield). This could be done through longer term strategies to encourage more active frontage and better use of this valuable seafront space and increase the prominence and attractiveness of Portobello as a destination. Public realm improvements and open space design to the built environment could complement longer term planning guidance to encourage more active uses faces onto the more industrial feeling parts of the Promenade to the North.

### 'LOCAL PORTY' INITIATIVE TO SUPPORT LOCAL BUSINESSES

A Portobello focussed initiative to support local independent businesses. This was seen as an important issue for local users, who expressed a desire to support local independent Portobello businesses. 'Local Porty' branding might include tote bags and posters in shop window to show support for local businesses, stamps in supporting shops with Portobello-wide loyalty cards, and even potential for a Local Porty festival celebrating local talent, businesses and community. Money from the 'Bin It For Good' scheme suggested might support one or more of these 'Local Porty' businesses.

### TEMPORARY USE OF VACANT SHOPS

There is currently a fair number of vacant shop fronts along the town centre length. A Council-led initiative to enable subsidised/free short-term use of these properties would help improve vibrance of the town centre, decrease sense of neglect, and support local entrepreneurs and businesses wanting to try out a business idea with less risk.

### INVESTIGATE POSSIBILITY FOR CITY-WIDE COUNCIL TEAM TO CHAMPION PILOTS / EVALUATION / TRANSFORMATION TO PERMANENT

What If? responsibility and funding was allocated to a small Council team to actively promote, implement and test the impact of pilot studies, such as those outlined in this report, to enhance public life. Team members from Locality teams across Edinburgh might incorporate this focus as part of their role to champion these pilot projects, learning from one another and focussed pilots across the city aimed at quickly trialling short, sharp, responsive ways to maximise public life. This would help ensure quicker transformation of both this town centre and the rest of Edinburgh to enhance public life. Whilst its feasibility would need to be investigated to see how this might work within current restructuring and organisation within Council and budget allocations, a dedicated team or network of 'champions' within each locality would be an effective way to identify where pilots could bring short term impact and test potential future improvements, implementing longer term versions of the pilots for permanent benefit where these are successful. This would allow fast-tracking of those pilots thought to have biggest impact on public life to rapidly enhance the city as vibrant place for public life.



CONCLUSION



# CONCLUSION

Through these Public Life Street Assessments, a large amount of useful data and analysis has been generated regarding the existing public life and user experience, movement and place functions of the town centres of Bruntsfield and Morningside, Stockbridge, Portobello, Nicolson St and Clerk St, Leith Walk and Great Junction Street. This research used direct observation methodologies combined with user interviews and the expertise of using a research team comprising of landscape architects, urban designers and placemakers to collect this robust mix of qualitative and quantitative data, conduct extensive data analysis, and synthesise the findings in terms of possible design solutions.

Collection of this data, its analysis and interpretation, has been combined with HERE+NOW's 12 Design Principles for Healthy Public Spaces and researcher observations, to present a holistic series of possible design responses and key overall strategies aimed at enhancing public life within the town centres. These have been broken into 'quick wins', 'pilots' and 'longer term' possible solutions which are intended as a starting point for further discussion and engagement rather than as finalised design responses.

These Public Life Street Assessments have used a consistent methodology to assess each town centre. The methodology has identified the various factors contributing to the overall movement and place function for each place - using a graphic wheel to concisely communicate these findings. This consistent methodology and research team

throughout this process for the five town centres studied helps create more reliable data, enabling easy comparison between their movement and place function. Graphics summarising both the movement and place function for each of the five town centres studied as part of this series of research are presented on the following pages.

Whilst comparisons with other town centres can be useful, this report has specifically focussed on public life including movement and place function in the Portobello town centre. During research, user interviews and direct observation methodologies revealed strengths of the town centre as including a strong community spirit where the street plays a key role as a location to stop and talk, the proximity of the linear town centre High Street to the parallel Promenade and sea, and significant community support for local independent businesses and initiatives. Key issues found included the prevalence and priority of vehicles, traffic and parked cars over pedestrians and cyclists, a lack of sheltered spots to sit, rest and pause in comfort for impromptu meetings with friends, problems such as litter, an attitude that the town centre's High Street is "a practical not an attractive place" and a perception that the town centre feels neglected and is only worth visiting for necessary activities. Opportunities were identified to better connect the High Street with the Promenade, create more sheltered public realm spaces to stop and take a seat or pause for a conversation, activation of 'left over' underutilised spaces on corners of streets or awkward pieces of public realm for more community and or greenspace

uses, the positive impact rationalisation of some car parking places in key locations could have to reduce congestion and improve public life, and a prioritisation of pedestrian and cycle movement through the town centre and to the Promenade, with Bath St being reimagined as a more pedestrian and public life oriented primary route and connection from the heart of the town centre at the junction with Brighton Place to the Prom. Additional opportunities exist to enhance public life through supporting local businesses, creative local groups and other residents to support and help facilitate initiatives enabling them to have greater input into interventions, events and installations in the public realm to help co-create more lively and involved public spaces for community.

Place function for Portobello was established by synthesising the mix of data and results from the suite of qualitative and quantitative research methods used to assess the town centre, and analysing these findings against Gehl's 12 Quality Criteria. In doing so, this research found the Portobello town centre had mixed results in terms of place function. Portobello scored favourably for feelings of safety from crime, opportunities to talk and listen and opportunities to see. However it scored less well for qualities including protection from climate and pollution, feeling safe from traffic, aesthetic quality, and opportunities to stand and stay.

In terms of movement function, Portobello scored poorly for cycling movement, and slightly better

for pedestrian movement. Key issues were found to relate to cyclist perception of safety from traffic - with many cyclists walking with their bikes rather than cycle on the road and large amounts of car parking being prioritised over cycle lanes. Pedestrian scores were average in terms of movement function for obstacles and hindrances, but scored less favourably for perception of safety from traffic, and appropriate quantity and position of pedestrian crossings. These results for place and movement function highlight some of the strengths and key issues found in the town centre, and were used to inform the potential design solutions suggested.

## NEXT STEPS

So what might the next steps look like? This report presents both rigorous data collection and analysis of how the town centre currently functions in terms of movement, place and public life. Analysis of these key research findings has informed a series of possible design solutions to help improve public life as a result. These potential design solutions have been suggested as some of the ways it might be possible improve upon this baseline condition for place function, movement function and public life in this town centre.

However, it is worth noting these are just possible design solutions created as part of a contained research sub-study. They have been based on

the research methods used in this study - direct observation on the street, user interviews and researcher experiences. To more fully develop the potential design responses and start to agree a plan of action for which might be taken forward and further developed or implemented, it would be recommended for a next phase to follow this report. This next phase might consist of internal Council workshops to learn from existing knowledge within Council teams to further develop and refine possible design solutions and together further shape and refine which of these pilots, 'quick wins' and longer term design solutions are worth investigating further, who will take these forward and how they will fit within existing Council plans and initiatives. These workshops might be led by the relevant Neighbourhood Team, a city-wide Place-making focused team within Council or facilitated by external consultants. The outcome of this next phase would include an agreed series of 'Pilots' and 'Quick Wins' to implement in the short term in each town centre, and incorporation of agreed 'Longer Term' design solutions into relevant Council policies and planning. It would also result in an agreed Council team to champion these place-making actions, and allocation of budget to deliver. This might take the form of a Public Life Action Plan, setting out the design project, budgets, any further community engagement necessary, and an internal Council team to deliver.

As part of the resulting Public Life Action Plan we would recommend further engagement on these agreed upon and more detailed design proposals with local residents and businesses prior to

implementation to further refine and develop these with local people. For example, agreed short term pilots and quick wins might be further developed and refined in partnership with nearby local residents and adjacent businesses. Following implementation Quick Wins and Pilots could be subjected to monitoring and evaluation of their impact in the short term, with an aim to create more permanent or expanded versions in the long term if successful. This fast-paced testing and prototyping of ideas to improve public life has potential to be a valuable way to show local people that short-term big impact changes are possible, involving them in a more dynamic process, developing ownership of local public places, building social capital, and having a positive impact on public life in the short term. Pilots and quick wins are low-risk as they allow testing of an idea in a low budget, quick and more informal way, and utilise monitoring and evaluation of impact to inform decision making for longer term improvements. These reports have shown that whilst longer term ambitions would have a large impact on public life, in the meantime there are a series of potential shorter term, lower budget options which can also benefit public life within weeks or months too.



## LESSONS LEARNED

This report is part of a series of five Public Life Street Assessments for five Edinburgh town centres. A first 'lot' looked at the town centres of Leith Walk and Great Junction St and Bruntsfield and Morningside. This report is part of a second 'lot' carried out for the town centres of Portobello, Nicolson St and Clerk St, and Stockbridge. Having now conducted five of these Public Life Street Assessments we feel we have learned a few lessons from our experience which would translate to any future studies.

For example, whilst we found the user interview standardised questions useful, for future studies we would propose a few tweaks to the phrasing and ordering of these which may be useful should any additional rounds of assessments for other town centres be required, to ensure as much relevant information as possible is gleaned from users.

In addition, whilst we understand the reasons for timing these studies during Winter months due to Council timelines and requirements, should another series of Street Assessments be conducted we would recommend these are carried out at a more favourable time of year for public life. Conducting these studies during Winter months means our research will not observe the full range of public life that may be present at these locations during warmer sunnier months. However, this research is still useful, as it demonstrates issues connected with use of these public spaces during rainy and

cold periods, such as areas of flooding and lack of shelter. Given these conditions are present for a considerable part of the year we feel this research is still valuable and useful. Summer months can be short, and ideally public life should be encouraged year round despite poorer weather. To gain a fuller understanding a study conducted during summer would, however, be beneficial.

Having said this, if further comparison of additional town centres across Edinburgh is desired, it may also be useful to conduct this research at a similar Wintery time of year. This would allow greater consistency with the existing studies completed here, improving the potential for fair comparison.

## FINAL REMARKS

Overall we feel this series of five Public Life Street Assessments have been very successful in identifying the key strengths, weaknesses, opportunities and threats at each location within the Leith Walk and Great Junction St, Portobello, Stockbridge, Nicolson St and Clerk St, and Morningside and Bruntsfield town centres. They have built on a solid methodology of research and analysis to examine how users are currently experiencing these spaces to make targeted design responses for their improvement based on this evidence of prioritised needs for improvement.

We hope that this research is useful to both feed into the ongoing existing work that City of Edinburgh

Council is doing in these town centres, in addition to inspiring some new ideas for ways these places might be improved in terms of movement and place function. We hope that our suggested design responses help stimulate more conversations and positive action to address the ways that these two centres can be improved for pedestrians and cyclists, to create higher quality public spaces and which enhance public life in these settings.

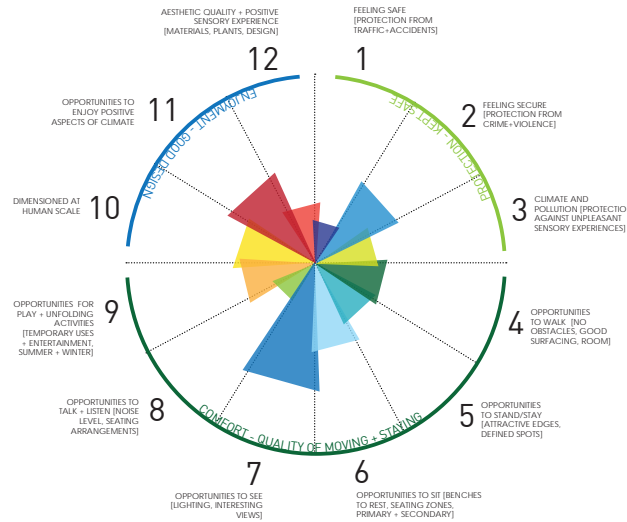
We have found this project particularly inspiring to work on and thank The City of Edinburgh Council for this opportunity. At HERE+NOW we strongly believe in the importance of making evidence based built environment design decisions following research into the user experience of places - valuing the opinions and thoughts of those who live locally - and so are proud to have been a part of this project and process.

# COMPARISON: PLACE FUNCTION

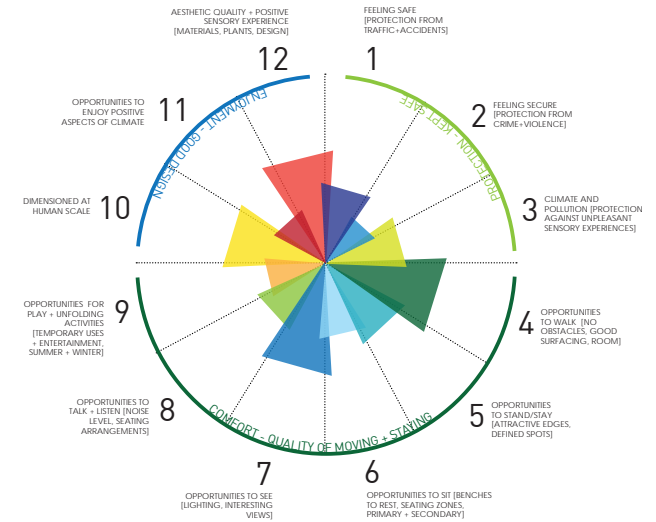
These Public Life Street Assessments have - to date - been carried out using this same methodology, team, research techniques and time slots at five Edinburgh town centres. This consistent methodology allows easy comparison for place function between town centres.

The place function for the Nicolson St and Clerk St, Leith Walk and Great Junction St, Stockbridge, Bruntsfield and Morningside, and Portobello town centres are presented here for easy comparison.

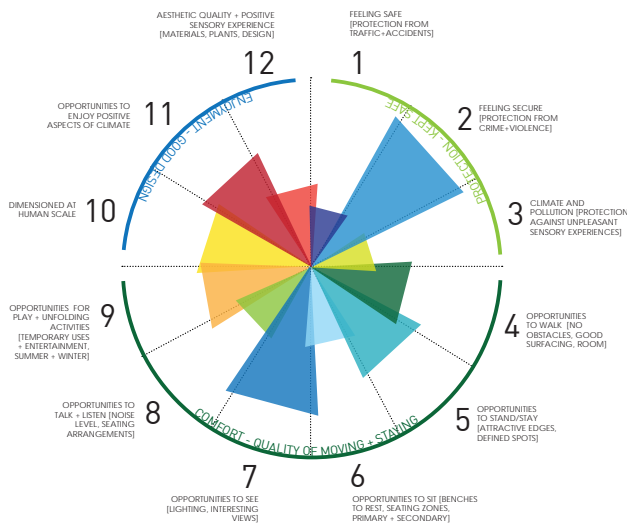
NICOLSON ST + CLERK ST



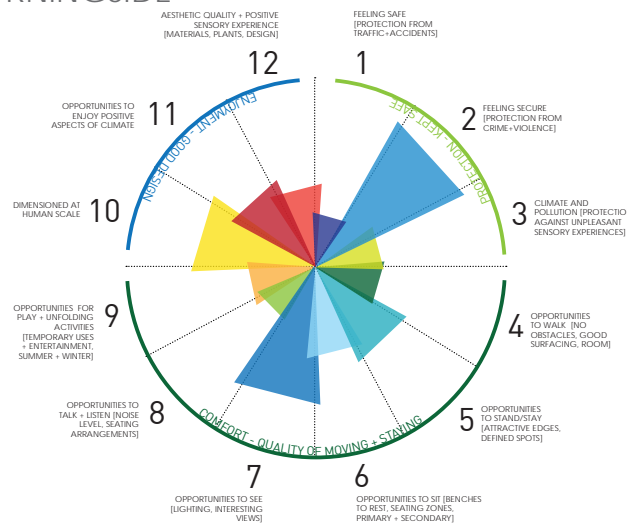
LEITH WALK + GREAT JUNCTION ST



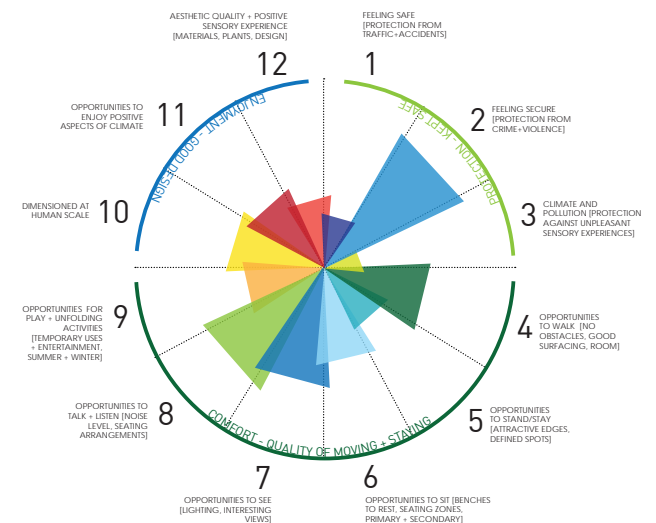
STOCKBRIDGE



BRUNTSFIELD + MORNINGSIDE



PORTOBELLO



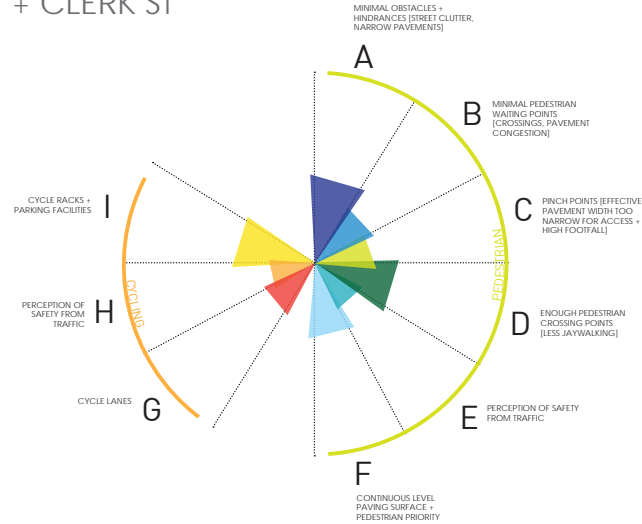


# COMPARISON: MOVEMENT FUNCTION

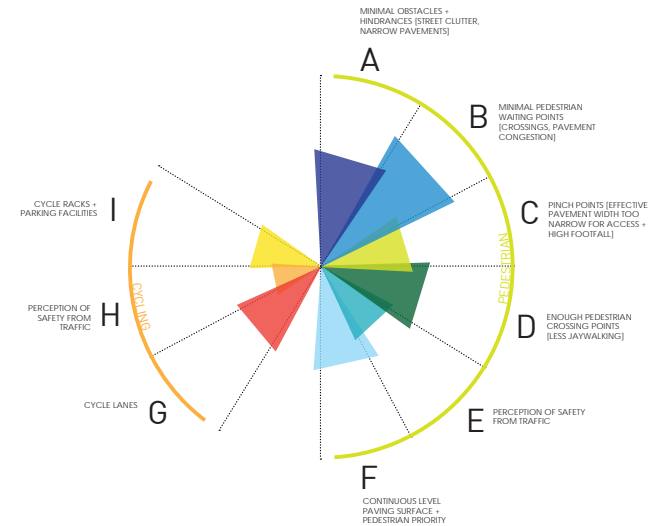
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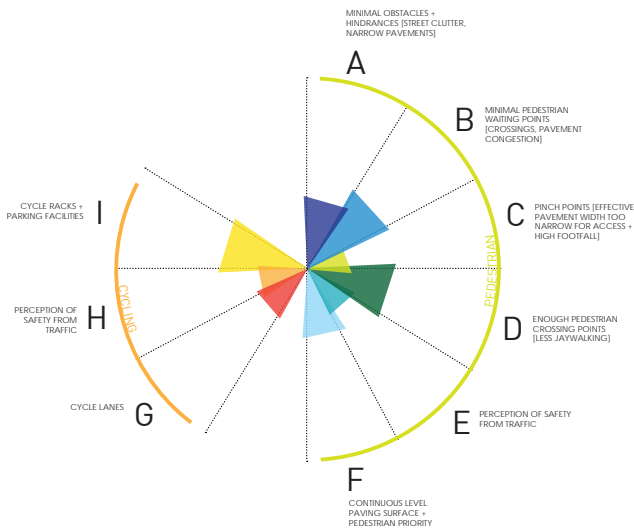
NICOLSON ST + CLERK ST



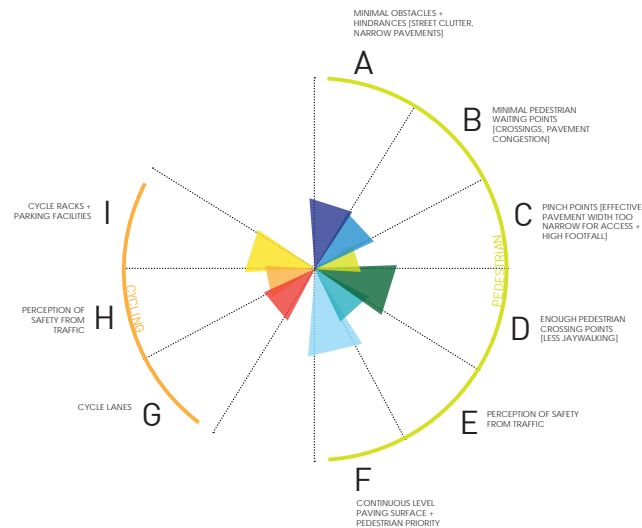
LEITH WALK + GREAT JUNCTION ST



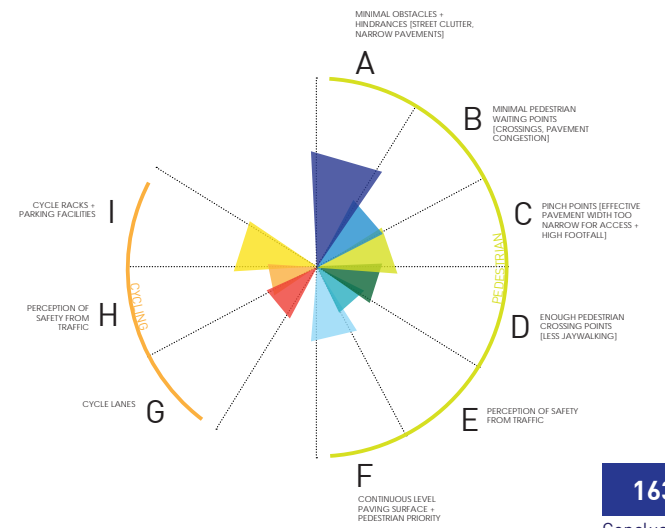
STOCKBRIDGE



BRUNTSFIELD + MORNINGSIDE



PORTOBELLO





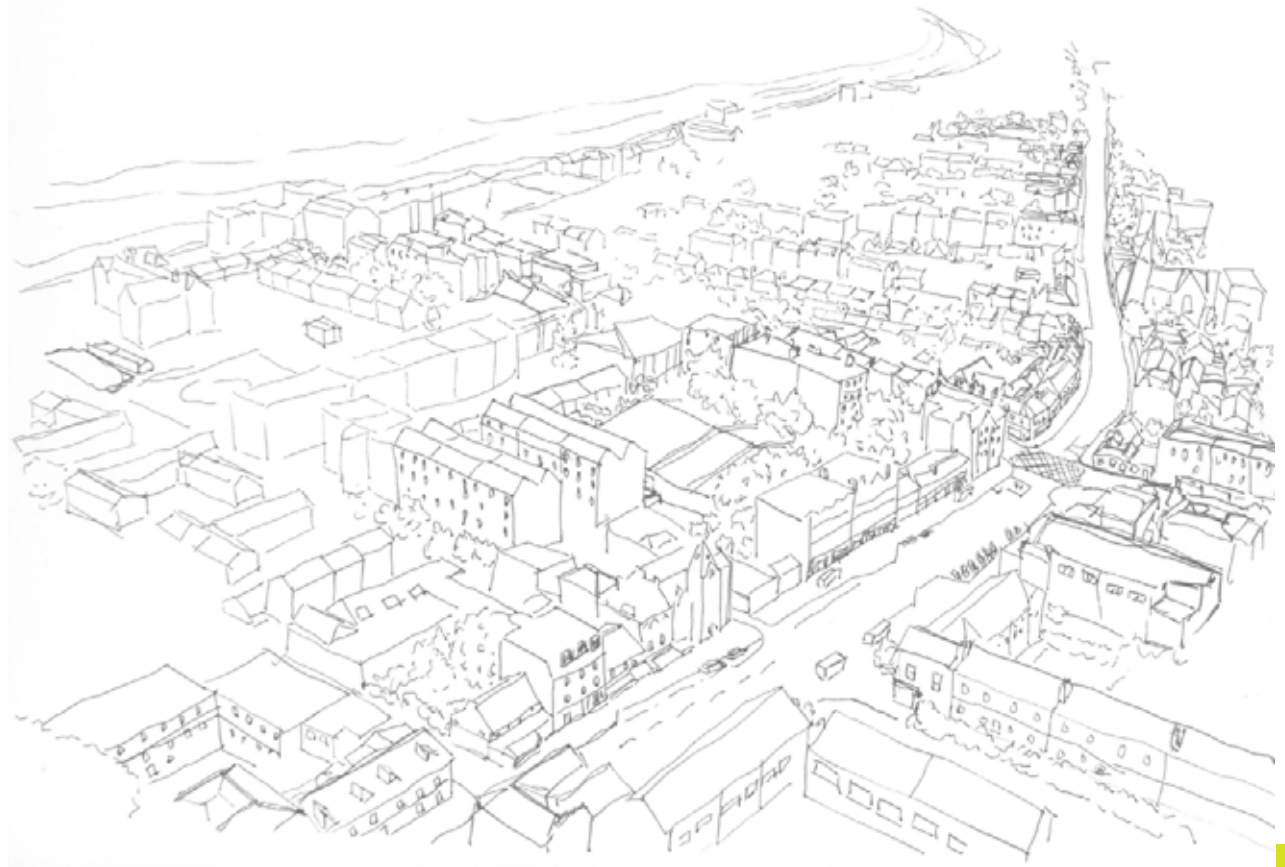
# APPENDIX



# APPENDIX

The appendix contains the raw synthesised data from the various direct observation studies as well as coded tables of complete user interview data including original quotes and comments. It also details additional information on the methodology used to conduct this research study and climatic conditions on research days.

This data was synthesised from original researcher packs at each of the time slots at each key location (a total of 50 packs with more than 7 sub studies comprising each). The information for each of these studies was gathered during research days on the street at within each town centre. These packs are also available should they be of use, however given the volume of information and over 350 pages they contain per town centre we have here instead presented the summary diagrams of this information collated during data analysis.





# METHODOLOGY



# METHODOLOGY

The HERE+NOW team utilised a thorough and systematic methodology to assess both the place function of each town centre and the movement function it provides at present. This included use of recognised tools and techniques based on a direct observation approach - as advocated by Jan Gehl amongst others. These direct observational techniques were used in combination with additional sub studies to examine existing land use, facades and hours of activity to help interpret and analyse the data collected.

Direct observation techniques used included pedestrian counts, spatially mapping different users activities (behavioural mapping) and tracing studies to explore each town centre's movement function, with a particular focus on walkability and pedestrian usage. Additional demographic mapping gave insight into the age and gender of those using the space (giving an indication of feelings of safety and accessibility) and more qualitative methods such as user interviews were utilised to add depth and detail based on user experience to supplement the movement data already collected, and enable assessment of the place function of each street.

A standardised set of tools and techniques was used in combination with data collected at a consistent set of times of day and days of the week by a team of 5 researchers in key locations across each town centre. This consistent method makes it easy to compare results. This enabled analysis of each town centre's movement and place function as well

as how this varies at 5 key locations within it, and how factors such as time of day, day of week, and weather conditions affect the public life in these places.

Whilst this methodology has provided a wealth of data relating to the existing movement and place function and public life of these places, it is worth noting that there were a few limitations that exist in the data collected. Due to the time of year, it was necessary to go ahead with research on days where there might be intermittent rain showers or very cold conditions. Whilst these conditions are not conducive to the highest level and variety of public life, they did also provide an important insight into the limitations adverse weather conditions place on public life in these spaces. As such they provided valuable information about those areas particularly exposed or without protection from inclement weather - something which enriched our analysis and design responses in relation to this factor which might otherwise prohibit the full range of public life. Other limitations included risk to researchers. Of the 5 town centres researched as part of this project, research in 3 of these had to be stopped by a researcher at a particular location during their direct observation studies due to presence of crime and anti-social behaviour threatening their personal safety. This occurred at one location on one research time slot in the Nicolson St town centre, several times at the Leith and Great Junction St town centre, and once in Bruntsfield/Morningside. Where possible, these time slots were repeated on the same day of the week the following week by a

different researcher to ensure this data could be successfully incorporated. In addition, whilst the data collected is of sufficient quality and quantity to give a good understanding of the place and movement function of the town centre, by repeating similar research studies in summer weather or with a larger budget allowing high sample rates for user interviews or follow up engagement workshops with local groups and Council officers afterwards would be beneficial.

The methodology used has enabled a robust analysis of the street assessment data collected. The learnings from this analysis has fed into and informed design responses detailing possible ways these town centres could evolve to maximise the potential for public life.

Having now completed this standardised methodology for 5 town centres across Edinburgh using the same research team, methods and approach, comparison of data and movement and place function to compare these places can be achieved. Similarly repeating this methodology in additional town centres would allow further comparative results to start to build a clear picture of Edinburgh's town centres as a whole.

## WHEN DID ASSESSMENTS OCCUR?

The Public Life Street Assessment for each town centre took place at five different specified times during the given days - 8am, 12noon, 3pm, 5pm, and 7pm. These took place on Tuesday 16th and Saturday 19th January in the Nicolson St/Clerk St town centre.

These time slots were selected to include data collection during both morning and evening rush hours, lunchtime, as well as periods which are anticipated to be quieter or show different usage patterns such as mid-afternoon and evening for comparison. Days were selected to also represent a mixture of weekend and weekday uses of each space (Tuesday and Saturday), to ensure the widest range of uses, users, and activity patterns are captured.

Assessing these public spaces at five points throughout the day (8am, 12noon, 3pm, 5pm, and 7pm), on different days of the week, and in favourable weather conditions for the time of year will enable data gathering of the widest range of uses and public street life that currently exists in these public urban spaces and town centres. Given that windy and rainy cold weather is typical of this time of year (January), where research days were forecast to include some rain showers, these were

included. Should more severe weather and/or torrential rain have been predicted an alternative day would have been chosen.

This methodology and the selection of times and days conducted has enabled a robust and reliable data set using both quantitative and qualitative methods, from which analysis can be conducted and a design brief and responses made.







“Since good weather provides the best conditions for outdoor public life, registrations are usually made on days with good weather for the time of year. The weather is particularly relevant for registering stays, because even if inclement weather clears up, people do not sit on wet benches, and if it feels like rain, most people are reluctant to find a seat.”

Jan Gehl, *How to Study Public Life*, 2013

## PROGRAMME OF RESEARCH

At each of the five time slots (8am, 12pm, 3pm, 5pm, 7pm) on each of the two research days (a weekday and weekend) and for each town centre, each of the five researcher would complete the following programme of research:

- Pedestrian Movement Counts (10mins)
- Demographic Counts (10mins)
- Behavioural Mapping (10mins)
- Tracing (10mins)
- Photograph + Diary Entry (5mins)
- 3x User Interviews (15mins)

In addition, the following research techniques would be done once each assessment day, conducted by each researcher, with particular focus on their key location or theme:

- Test Walk of town centre length (30mins)
- Map Obstacles (10mins)
- Map Waiting Points (10mins)

Themes focussed on during test walks included:

- Bins and street clutter
- Vegetation and soft landscape
- Shelter and awnings
- Material quality
- Pinch points

A land use, hours of activity and facade study was also completed for each town centre to give an overview of these aspects of the whole town centre and to feed into the analysis.

To conduct this research we developed a series of researcher packs that allowed researchers to easily record this information. Each researcher was supplied with:

- Overview base map of the town centre area with key locations marked
- Detailed base map of each of the 5 key locations, one for each researcher
- Demographic mapping table to fill in.
- Pedestrian count table (walking, standing, sitting, playing counts).
- Tracing paper over a detailed plan for each location to record tracing studies and behavioural mapping studies including a key with standardised symbols for different activities.
- User interviews sheet including standardised questions to be asked to draw out information for assessment against Gehl's 12 Quality Criteria.
- Overview sheet including useful notes and phone numbers of all other researchers in case of emergency.

- Test Walks A3 maps including hindrances and obstacles diary.
- Mapping Obstacles map and tracing paper.
- Mapping Waiting Points map and tracing paper.
- Diary sheet including columns for location, time and observations.
- Pedestrian counter
- Standard pen colours/sizes for each layer to be recorded to ensure consistency.
- Camera
- Timer / watch with second hand

In between each of the five research times each day, all researchers to met at a central point within the town centre to debrief, double check any queries relating to the methodology or other concerns.





Researcher at Location A, Nicolson St and Clerk St, recording demographic mapping observations over a timed ten minute period.

## ASSESSING MOVEMENT FUNCTION

To explore how these public spaces and town centres are currently functioning as a movement route, the HERE+NOW team proposed a carefully considered mix of direct observation based tools. Direct observation is a fundamental research technique in street assessment and particularly pertinent to assessing the movement and flow of people in a public space.

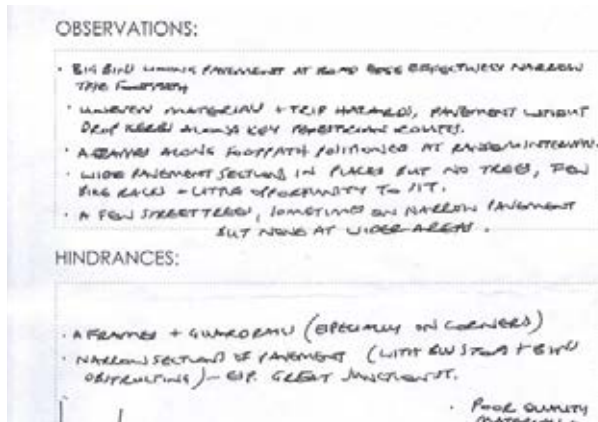
When used systematically and consistently, human registration of data, as suggested here, can yield a far more nuanced and informative set of data and analysis than other more automated techniques. As such this method was used as one of the dominant methods with which to assess the Edinburgh town centres. If using direct observation techniques the researcher must reflect on everything they observe, using all their senses, whilst remaining as impartial and reflexive as possible, or as Gehl contends 'as neutral as the proverbial fly on the wall' (Jan Gehl, *How To Study Public Life*, 2013). This enables comparison of results from different locations and by different researchers to hold meaning and for easy comparison.

The techniques and tools presented have enabled collection of a wealth of information to give great insight into these town centres function as movement routes, as well as their place function.

We utilised the following techniques and tools to assess movement function of these public street spaces:







### TEST WALKS

On each day of research, each researcher takes a test walk down the length of the town centre, timing how long this takes. The researcher notes down any obstacles and other hindrances or experiences, and times these as relevant. All other observations are written down, using information from all the researchers senses (cold windy spots, unpleasant smells or sensory experiences etc as well as visual cues), and taking note of the time taken to walk different logical sections of the route.

### MAPPING OBSTACLES

Having completed three Test Walks in each town centre at varying times of day and day of week, the researcher spatially locates and annotates onto a map of the town centre where obstacles occurred on the route, timings and any other experiential information gathered (windy locations, pinch points, places that felt intimidating, frustrating sections where the route enforced by the built environment contradicted desire lines, crossing without drop-kerbs etc).

### MAPPING WAITING POINTS

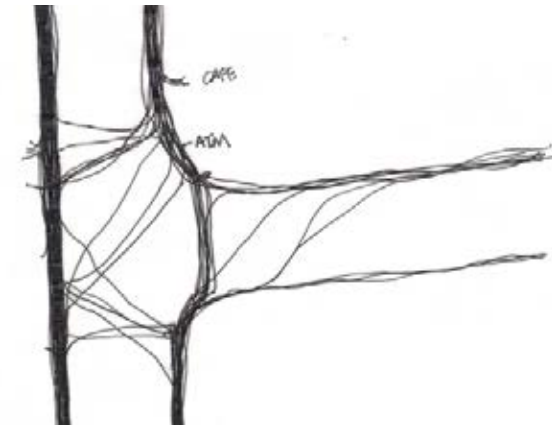
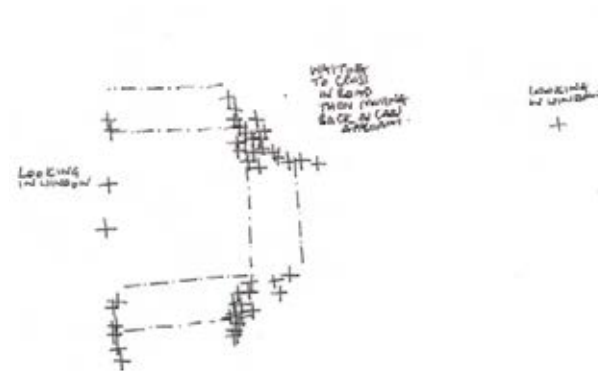
Where waiting was necessary along the test walks (for example to cross the road, at a pedestrian crossing etc) these waiting points are spatially mapped and annotated as an additional map layer by each researcher. Details are added regarding the waiting experience, environment and infrastructure (time waiting, whether there was adequate space for multiple pedestrians waiting, where street infrastructure facilitated the waiting).

**E**  
LESS WALK  
GREAT  
JUNCTION  
STREET

DEMOGRAPHIC MAPPING - 10 Mins

At 10 minute intervals at the following demographic observation points throughout the town centre.

8-10	11-13	14-16	17-19	20-22	23-25	26-28	29-31	32-34	35-37	38-40	41-43	44-46	47-49	50+	MALE	FEMALE	ADDITIONAL OBSERVATION NEEDS	OTHER NOTES
6	2	2	11	21	9	9	1	17	50									



### DEMOGRAPHIC COUNTING

Following the pedestrian movement count, each researcher at each key location within the town centre conducts a further 10 minute demographic study. They note down using a simple table the age bracket and gender balance of those people visible from that location, and the number of people utilising the space with mobility difficulties. The balance of women to men is often used to indicate the perceived safety of a space, and the number of older people and those with mobility difficulties is gives an indication of how accessible the space is. During analysis this information will be reviewed alongside any other available data relating to traffic counts, accidents and pollution.

### BEHAVIOUR MAPPING

The researcher at each key location in each town centre spatially locates different users' behaviour utilising a system of different symbols for sitting, standing, playing at each of the 5 times of day (8am, 12noon, 3pm, 5pm, 7pm). If there is a vantage point this is a useful location from which the researcher can get an overview, or alternatively for larger areas they might walk through the space noting down where people are stationary as they go. The researcher annotates this with the length of stay where possible. This can later be used to analyse the mix of necessary, optional and recreational activities.

### TRACING

At each of the five key locations at each town centre, a tracing study is conducted to show the lines of movement within the space. This involves the researcher visually observing passing users and marking their route onto a plan of that area of the town centre. By tracing multiple users over a 10 minute period the pattern of dominant movement routes and desire lines can be seen. Following the tracing study notes should be made about any observations revealing points where the street infrastructure does not facilitate the desired movement.





## ASSESSING PLACE FUNCTION

The place function of each of the town centres is assessed against the 12 key Quality Criteria for creating high quality public places as advocated by Jan Gehl of Gehl Architects.

Each town centre location is compared to these ideal criteria and conditions for quality public spaces to assess its current condition. From these criteria it is then clear what needs to be improved at each town centre to improve the quality of the urban public realm. These opportunities for targeted improvement are then incorporated into the design responses proposed.

The 12 key criteria are:

1. Protection against traffic and accidents – feeling safe
2. Protection against crime and violence – feeling secure
3. Protection against unpleasant sensory experiences – climate and pollution
4. Opportunities to walk
5. Opportunities to stand/stay
6. Opportunities to sit
7. Opportunities to see
8. Opportunities to talk and listen
9. Opportunities for play and exercise
10. Dimensioned at the human scale

11. Opportunities to enjoy the positive aspects of climate
12. Aesthetic qualities and positive sensory experience

To do this, a mixed method approach has been used. Data collected using those techniques and tools detailed previously to assess the movement function of the space also give great insight into the place function of that same area. As such this data will be used in addition to a qualitative methodology of semi-structured user interviews to assess each town centre against these 12 Quality Criteria.







“Direct observation is the primary tool of public life studies [...] As a general rule, users are not actively involved in the sense of being questioned, rather they are observed, their activities and behaviour mapped in order to better understand the needs of users and how city spaces are used.” Jan Gehl, *How to Study Public Life*, 2013

## ASSESSING PLACE FUNCTION

### SEMI-STRUCTURED USER INTERVIEWS

Each researcher aims to record three user interviews at each key location at each of the five times throughout the day (8am, 12noon, 3pm, 5pm, 7pm) on each of the days of research for each town centre using a random sampling technique. This provides a total of up to 150 user interviews for each town centre.

User interviews give a more qualitative assessment of how people feel about a place. Rather than just directly observing as an impartial invisible person, instead the researcher interacts and learns from the added depth and insight gained about why people are behaving the way they are.

As the Town Centre Toolkit advocates, talking to local people who are regular users of a town centre space will give a greater depth to understanding of any issues and the way that space is currently used. Speaking to older people or those who may find mobility difficult will highlight particular issues that may not otherwise be picked up.

A diversity of users will help provide information on different aspects of the public space based on their own experience and perspective. To ensure selection of interviewees is random and representative of the users occupying that location at that time, researchers were instructed to select

every third person walking past to invite to take part in an interview, until they had successfully interviewed 3 people for each time of day. The only exceptions to this were in later shifts where either rainy or sleeting weather or anti-social behaviour and threatening situations prevented researchers from finding users to interview.

Responses from interviewees were coded to draw out key themes for each public space at the different times of day/week and priorities for action or design responses identified as a result. Each interviewee was asked a series of semi-structured questions relating to the 12 Quality Criteria to draw out responses relating to consistent standardised questions, but with the flexibility to allow them to diverge into the points and opinions important to them or focus on the questions each interviewee felt most pertinent.

Standard questions asked by all researchers were:

- What are you doing here today?
- Is this somewhere you like to spend time?
- On a scale of 1 to 10 how would you rate this place as somewhere to spend time outdoors? Why?
- How does the weather impact how you use this space?
- Would you ever sit outside or spend more time here in summer? Why is that?
- On a scale of 1 to 10 how safe do you feel here? Why?
- Do you ever worry about crime here? Why?
- What do you think the biggest threat or nuisance here is?
- How do you feel about the traffic?
- Is it an easy place to walk through? Why? Is there anything you don't like?
- What do you like about this place?
- What do you think it is lacking?
- If you could make one change what would it be?





In addition to the other tools and techniques, semi-structured were carried out by researchers in each location using a random sampling technique to get a representative mix of responses from different users utilising the space at that time of day and in that location.

## KEY LOCATIONS IN EACH TOWN CENTRE

The Public Life Street Assessments included assessment and spatial analysis of their current function and usage at five carefully selected key locations along their length. This allowed a more detailed understanding of both their movement function and place function at key areas along these often linear and large town centre areas whilst also providing a more holistic overview through this spread of diverse locations in combination with test walks of the whole town length.

Researchers were positioned at these strategically chosen key points within each town centre to ensure the most thorough and representative data was collected.

The key locations in each town centre shown on the following pages were chosen in discussion with The City of Edinburgh Council and based on the following considerations:

- To give a good spread of data through the whole town centre
- Locations with most potential to invigorate public life
- Emphasis on key problem spots currently prohibiting or stifling the potential for public life.

- Those existing spaces where there is currently most public life - such as squares, greenspaces, active shop frontages.
- Locations where the existing or potential qualities for a 'human scale' street are high
- Key movement nodes such as traffic junctions and intersections.







“Usually quite a number of counts have to be made in order to compare different times of day, different days and different seasons. A number on its own is seldom of interest. It is important that results can be compared. Factual conditions like weather and time of day must also be noted consistently and precisely.” Jan Gehl, *How to Study Public Life*, 2013







# RESEARCH LOCATIONS



BATH ST AT JUNCTION WITH BATH ST LANE

A key route from the main junction in Portobello toward the seafront. Narrow pedestrian paths yet high pedestrian flow make this an interesting location to explore how this might function better as a movement route and place.



PORTOBELLO HIGH ST OPPOSITE MARLBOROUGH ST

A very narrow pedestrian pathway with active retail frontages makes the South side of Portobello High Street a place for movement rather than staying. It will be interesting to assess the extent of this, and whether it would be advantageous to rethink this route to include nodes conducive to longer stays.



PORTOBELLO HIGH ST AT JUNCTION WITH BELLFIELD ST

The end of the high street and active retail frontage is at this point before land use transitions to primarily greenspace and residential. It will be good to compare footfall at this spot with more central locations as well as see the impact of the art installation phone box.



PORTOBELLO HIGH ST SOUTH OF ROSEFIELD AVENUE JUNCTION

A wide section of pavement with fronted onto by active retail facades, at present this space appears to be primarily used for transit on foot or waiting for buses. This public space has the capacity and much existing infrastructure that would enable greater public life.



JUNCTION OF PORTOBELLO HIGH ST AND BRIGHTON PLACE

A wide pavement area and key pedestrian route at the heart of the town centre but with potential for more public life and sense of place.



# ADDITIONAL DATA



# CLIMATIC CONDITIONS

## PORTOBELLO

Varying weather conditions on each research day may impact the public life patterns observed. As such, the conditions research was undertaken in are expressed here.

A consistent methodology has been used through each research day in the town centre and at the five time slots research was recorded. However this record of weather may explain any anomalous results.

Whilst rain and strong windy conditions were avoided where possible, due to the time of year cold conditions were inevitable and unexpected rain and strong winds were experienced during some time slots on some days. However, where possible and as much as could be predicted, rain/snow free days were chosen.

Whilst temperatures were always cold - unavoidable at this time of year - a mix of sunny, cloudy, rainy and even sometimes very windy conditions were observed. These gave excellent research results for this time of year - showing the diversity of conditions present in Winter months and how these impact on public life.

### SATURDAY 13 FEBRUARY

8am - Cold (2°C), cloudy, light sleet/moderate rain, dawn.

12pm - Cold (3°C), cloudy, moderate rain.

3pm - Cold (4°C), cloudy.

5pm - Cold (3°C), cloudy.

7pm - Cold (3°C), cloudy, dark.

### TUESDAY 16 FEBRUARY

8am - Cold (2°C), cloudy, dawn.

12pm - Cold (4°C), cloudy.

3pm - Cold (6°C), cloudy, light rain, very windy.

5pm - Cold (5°C), cloudy, light rain, very strong wind.

7pm - Cold (4°C), cloudy, light rain, strong wind.



# USER INTERVIEWS:

LOCATION A | PORTOBELLO HIGH ST NEAR ROSEFIELD AVENUE

PORTOBELLO			PROTECTION - How to minimize unpleasant experiences. It expresses our need to be kept safe from accident, insecurity and discomfort.	COMFORT - the quality of walking and staying in a place. It involves walking, standing and sitting as well as the possibility designed to facilitate basic human activities un			
Key Location	Date	Time	1 - Feeling safe - protection against traffic and accidents	2 - Feeling secure - protection against crime and violence	3 - Climate and pollution - protection against unpleasant sensory experiences	4 - Opportunities to Walk	5 - Opportunities to stand/stay
A	13.02.2016	08.00	There is quite a lot of traffic. It will be good when the bus stop here is finished. ... There is a lot of traffic. And road works.	9 out of 10 safe. I don't feel safety is a big issue here. The police station is right here so it feels pretty safe. ... 9 out of 10 safe. There can be a bit of vandalism. .... I have heard of house break-ins but I've not been personally affected.	8 out of 10 as a place to spend time outside. There isn't much shelter here when it rains. .... 8 out of 10 as a place to spend time outside - it can be quite bad in winter. ... It gets quite windy in the street here - it can be quite pleasant in summer though. ... The biggest threat here is littering by the kids. There's lots of litter on the street.	It's pretty easy to walk through... except for the road works. ... I like how close it is to the beach.	I live here - it's my home. I like to spend time here.
A	13.02.2016	12.00	I worry about traffic here - people zoom down here and make quick turns - especially white vans. ... Traffic is definitely the biggest threat here - loading cars, taxis dropping off, buses turning and cars - its definitely the biggest issue here.	9 out of 10 safe. I feel safe but I have concerns about my children's safety. ... I don't worry about crime here.	9 out of 10 as a place to spend time outside. ... 10 out of 10 as a place to spend time - it's alright.	I wouldn't spend time out here on the streets - just as a means to get places.	I often take the bus from this stop. ... I usually stop and take my lunch inside one of the cafes here - today I'm at Subway. ... I wouldn't spend time out here on the streets - just as a means to get places. ... I'd spend time at the beach if I had time rather than here. ... I would prefer to spend time sitting on the benches along the promenade rather than here.
A	13.02.2016	15.00	The traffic has steadily increased since we've lived here.		I'm just using this street to get from A to B - the weather doesn't impact me. ... In summer we usually use the benches to rest when we go to the shops.	I'm just using this street to get from A to B - the weather doesn't impact me.	Sometimes I'd spend time here to use the local shops, but more often I take the bus into the city. ... We've both always lived in Portobello so we see it as home.
A	13.02.2016	17.00	The only negative part is the increasing volumes of traffic which will continue to increase due to new housing developments.			I like this area in particular. The paving is good quality and this whole section of the street works well for pedestrians. The only negative part is the increasing volumes of traffic which will continue to increase due to new housing developments.	
A	13.02.2016	19.00					
A	16.02.2016	08.00	The biggest threat here is traffic congestion and bins. People put bin bags straight out onto the streets. There's lots of litter and overflowing bins - both commercial and domestic. .... Traffic is busy and congested.	8.5 out of 10 safe. The police station is closed - I saw a gang fight here and no police did anything at all. .... No I don't worry about crime. ... The biggest threat here are kids in the street. The 'Young Portobello Rebels' - they're threatening. ... I feel safe here - I don't really worry about crime.	I wouldn't spend time sat outside on my break if it was raining. ... 5 out of 10 as a place to spend time. I'd spend time at the Prom not the High St.	I wouldn't spend time here, even in nice weather. I just pass through. There's not much to go out of your way for is there? ... The paving is okay I guess.	I wouldn't spend time here, but I would at the Prom. ... I wouldn't spend time here in nice weather - I'd go to the Prom or the Pentlands.
A	16.02.2016	12.00	The biggest threat here is Council not co-ordinating themselves and doing road works and services all at the same time. For example - at the hairdressers, one month they're digging up the street and then next month they're digging up for gas supply. ... It should be co-ordinated. .... The traffic is really bad at the junction. There's too much parking and it gets congested.	8 out of 10 safe. Its okay in the day but not at night. I do worry about crime then. There are youths about. The 'Young Portobello Rebels' - they're threatening. ... I feel safe here - I don't really worry about crime.			
A	16.02.2016	15.00					
A	16.02.2016	17.00					
A	16.02.2016	19.00					
RESEARCH DIARY OBSERVATIONS			Researchers noted that large volumes of traffic and buses dominate the view of the street.	Researchers observed large groups of teenagers in the public space, which several users had referred to as 'threatening'. One group of young people was observed setting fire to a nearby bin and seemed to cause fear amongst some of the older people waiting at the bus stop nearby.	Researchers noted that many users were sheltering from rain beneath the bus shelters and against the nearby shop frontages where bus shelters were full and over capacity. This was frequently not enough shelter for all those waiting for the bus, with many covering adjacent to the building frontage in doorways, then running out when they saw their bus approach. Encouraging these shops to incorporate awnings into their shop fronts would provide additional shelter and also encourage waiting outside shop windows which may be potentially beneficial for shop sales. On particularly windy days researchers noted some older people struggling to walk through the street environment, where they frequently needed to cling onto poles to remain steady on their feet. Additional shelter, pausing points and a mitigation of the wind where possible would help provide a more accessible environment for all users.	Researchers observed many users walking over one lane to the median island and then waiting before crossing the other side of the road here. These users were often older and struggled to cross the road in one go. Researchers also noted that the main pedestrian movement route seems to hug the facade of buildings with independent shops behind the bus stops. This may be due to either the small protection the trees and building facade offers from negative climatic factors, the wider pavements here or interest of the shop fronts here away from the road.	Researchers observed that the vicinity was pretty quiet on weekend mornings, with most people in transit - meeting taxis at the taxi stand or waiting for buses at the bus stop. The High Street became busier during the day but became quieter again from 3.30pm. Throughout the day the only people observed spending time here were waiting for the bus.
KEY TRENDS			User interviews revealed that people feel there is currently too much traffic along the High Street at this location and that traffic travels too fast. This is perceived as making the environment unsafe for pedestrians, especially children and older people. Some users were concerned it will continue a pattern of increasing unless action is taken to reduce both traffic congestion and parking. Users mentioned traffic congestion at the main junction with Brighton Place in particular as an issue and were in support of removing parking near to this junction to prevent significant congestion blocking the road to the South in particular. Users also highlighted a frustration that road works are perceived as not being co-ordinated to be done at one time, instead taking place multiple times for different reasons, and the continued frustration this causes residents. Researchers noted that large volumes of traffic and buses dominate the view of the street.	Users expressed a mix of feelings about crime at this location. Whilst some said they felt safe here, especially during the day, other users said they worried about crime particularly in terms of vandalism, anti-social behaviour and 'youth gangs' exhibiting threatening behaviour. Some worried for their children's safety due to crime in the street. Users cited examples of fights breaking out amongst teenagers with no-one from the nearby police station stepping in to stop this. Researchers observed large groups of teenagers in the public space, which several users had referred to as 'threatening'. One group of young people was observed setting fire to a nearby bin and seemed to cause fear amongst some of the older people waiting at the bus stop nearby.	Users interviewed commonly cited a lack of shelter at this location, combined with exposure from the wind. Some users highlighted that the public realm at this location was much improved during summer months when they might spend longer here, however as the research was conducted in Winter many users spoke negatively of a lack of shelter from wind and rain. Wind was also highlighted by users as being a factor in spreading litter around the street. This makes the street environment an unpleasant place to wait for the bus. Researchers noted litter being blown into those waiting for the bus, including up into their faces during strong gusts. Researchers noted that many users were sheltering from rain beneath the bus shelters and against the nearby shop frontages where bus shelters were full and over capacity. There was frequently not enough shelter for all those waiting for the bus, with many covering adjacent to the building frontage in doorways, then running out when they saw their bus approach. Encouraging these business owners to incorporate awnings into their shop fronts would provide additional shelter and also encourage waiting outside shop windows which may be potentially beneficial for shop sales. On particularly windy days researchers noted some older people struggling to walk through the street environment, where they frequently needed to cling onto poles to remain steady on their feet and seemed particularly vulnerable. Additional shelter, pausing points and a mitigation of the wind where possible would help provide a more accessible environment for all users.	Users interviewed felt that the area was relatively okay to walk through. However they felt reducing traffic congestion and increasing pedestrian crossings would help improve the pedestrian environment. Many users mentioned that they would frequently walk through here, however more as a movement route en route to other places (such as the shops or bus stop) rather than a destination in itself. Researchers observed many users walking over one lane to the median island and then waiting before crossing the other side of the road here. These users were often older and struggled to cross the road in one go. Researchers also noted that the main pedestrian movement route seems to hug the facade of buildings with independent shops behind the bus stops. This may be due to either the small protection the trees and building facade offers from negative climatic factors, the wider pavements here or interest of the shop fronts here away from the road.	Users interviewed frequently stated that they would prefer to spend time at the Prom and the beach rather than on this section of the High Street, which is seen as more of a functional movement route set back from, and running parallel with the beach 'destination'. Improving connections between these two parallel linear elements may help blur this boundary and encourage the town centre to be seen as a compact area connected to, and incorporating the 'destination' of the promenade rather than just the high street. This may help improve the High Street's identity as a pleasant 'gateway' facilitating pedestrian and cyclists routes to the Promenade from the busy bus stops (frequently the first place visitors encounter when getting off the bus) and nearby areas - somewhere it is pleasant to spend time, with clear signage and links to the beach.



by for seeing, hearing and talking. Playing and unwinding are also included. Opportunities to participate in a variety of activities and experience the surroundings rest on how city space is under good conditions. Pedestrians need to move freely, as well as stand and sit where it feels good and natural.				ENJOYMENT - Enjoyment covers the human scale, enjoying the positive aspects of the climate and the sensory experience of the place, including design and the quality of materials used. It is vital to create city spaces on a human scale, with fine details, good materials and good street furniture.		
6 - Opportunities to sit	7 - Opportunities to see	8 - Opportunities to talk and listen	9 - Opportunities for play, exercise and unfolding activities	10 - Dimensioned at the human scale	11 - Opportunities to enjoy the positive aspects of climate	12 - Aesthetic qualities and positive sensory experience
I have sat here previously but I'd be more likely to spend time walking down to the beach to sit instead of here. ... I would sit in the street here on the benches but only once a year perhaps. ... I like the parks nearby and benches here.	I like how close it is to the beach.		I like how close it is to the beach.			The biggest threat here is littering by the kids. There's lots of litter on the street.
I'd spend time at the beach if I had time rather than here. ... I would prefer to spend time sitting on the benches along the promenade rather than here.						
In summer we usually use the benches to rest when we go to the shops.	We love the local shops - there's everything you need on the high street.					Litter can be a problem on the High Street.
	I see this part of the High Street as the centre - next to the Town Hall, with plenty of benches for seating and wide pavements etc					
On my breaks from work [Subway] I sit on the bench over there [end of Rosefield Avenue].	I wouldn't spend time here in nice weather - I'd go to the Prom or the Pentlands. ... I like the Prom. There's not much here though is there? Nothing to go out of the way for.					The bus stops are poorly designed - especially outside Semi Chem and the bakers opposite the hall - there's a big puzzle that always forms and the 'shelters' don't actually shelter!!
6.5 as a place to spend time outside - older people come and sit on the seats here, often going for bus trips. ... I like the seats at the police station. There are good buses and info and seats here.	There's a new Sainsburys and other chain shops here where there used to be independent shops. It's losing its sense of community and interest.					Litter is the biggest threat here - Beach Lane is a wind tunnel
			Researchers observed children playing chasing litter around in the wind on the pavement in front of the shops (this formed a circular wind tunnel on the ground at this point) but otherwise no play was observed on research days at this location. Several joggers were noted running past this location though they were few in number. The main activities at this location were instead simply waiting for the bus - either in the bus shelter or in doorways sheltered from the wind at the shop frontages.			Researchers noted that this side of the street - which is wider and has better lighting - has higher footfall than the opposite side of the street with buildings featuring wall-mounted waiting that is less bridge. This may just be correlative rather than causative.
User interviews at this location revealed that the benches here are valued by users - especially those who are older and need a place to rest whilst going to the shops. However, most users choosing to sit somewhere for leisure, would instead rather spend time sitting at the promenade rather than at this location. As such, whilst the benches here are certainly useful and should be maintained, this is not seen as a 'desirable' location to sit - it is instead used more out of necessity to facilitate those who need frequent stops to access the shops and other services here.	Researchers noted that large volumes of traffic and buses dominate the view of the street here. Buses frequently stop, taxis pull in and out and cars fill the road. Vehicles and the road seem to dominate the view here, though there is some interest from the range of small scale shops also present. Users interviewed noted the nearby beach and promenade as the key positive views nearby - these cannot be seen from this location. However other glimpse views of the sea could be highlighted at minor roads to the East in other places along the town centre. Users interviewed did highlight the importance of local independent shops for the character and aesthetic of the area (with some users concerned these were disappearing due to chain shops such as Sainsburys).	Researchers observed that the traffic noise combined with wind exposure create an atmosphere that can be unpleasant or difficult to hold a long conversation in. Despite these hindrances, the wider pavement at this point does give the room needed for people to stop and gather to have conversations with one another without feeling like they are in the way of passers by. In particular the area in front of the building facades here with trees and the adjacent bus stops does offer a good sized space which could be built upon with additional seating and planting to better mitigate wind and form a pleasant place to stop and have a conversation or wait for the bus.	Researchers observed children playing chasing litter around in the wind on the pavement in front of the shops (this formed a circular wind tunnel on the ground at this point) but otherwise no play was observed on research days at this location. Several joggers were noted running past this location though they were few in number. The main activities at this location were instead simply waiting for the bus - either in the bus shelter or in doorways sheltered from the wind at the shop frontages. Users interviewed frequently mentioned the beach, and this is seen as the local destination for play and unfolding activities rather than the High Street.	The range of local and independent shops was highlighted by users as important for the character of the area and was noted by researchers as adding human scale to the streetscape. Whilst pavements are wide at this location with adequate movement width for pedestrians, the scale still feels to be at vehicular rather than human scale however. This is perhaps due to the prevalence of traffic, including significant numbers of buses on the road, which feel to dominate the street in terms of both their priority over pedestrian movement and visual impact on the space.	Users spoke of the Prom as a more pleasant place to spend time in favourable weather than the High Street - which is seen more functionally for shopping, catching buses and as a movement route on foot. However, those benches that are at this location are valued by users needing a place to stop and rest, with only a small number of users expressing that they would actively choose to spend time sat here in summer during sunny weather.	Researchers noted the positive attributes of the line of trees and widened pavement in front of the shop fronts with even paving surface as a providing positive aesthetic features. However, this space could be improved through additional protection from wind and rain - perhaps by extending the line of trees further along the pavement to the North to provide some additional canopy cover in summer months, or encouraging business owners to add awnings to provide more shelter all year round. Additional seating underneath these trees would help provide clusters of smaller spaces within which people could wait for the bus or spend time in summer. The dead end road at Rosefield Avenue was also observed by researchers to narrow the pavement down unnecessarily - this could be widened to increase the pedestrian realm without negatively impacting on turning circles. Researchers also noted that this side of the street - which is wider and has better lighting - has higher footfall than the opposite side of the street with buildings featuring wall-mounted lighting that is less bridge. This may be correlative rather than causative.

# USER INTERVIEWS:

## LOCATION B | PORTOBELLO HIGH ST AT JUNCTION WITH BRIGHTON PLACE

PORTOBELLO			PROTECTION - How to minimize unpleasant experiences. It expresses our need to be kept safe from accident, insecurity and discomfort.	COMFORT - the quality of walking and staying in a place. It involves walking, standing and sitting as well as the possibility for seeing, hearing and talking. Playing an designed to facilitate basic human activities under good conditions. Pedestrians need to				
Key Location	Date	Time	1 - Feeling safe - protection against traffic and accidents	2 - Feeling secure - protection against crime and violence	3 - Climate and pollution - protection against unpleasant sensory experiences	4 - Opportunities to Walk	5 - Opportunities to stand/stay	6 - Opportunities to sit
B	13.02.2016	08.00	Good wide pavements, not too much traffic - I like it here. 10 out of 10 safe (from traffic). Cars can go through the junction fast - but usually its safe enough.	I don't worry about crime here. ... The biggest nuisance here is that there's little shelter.	8 out of 10 as a place to spend time outside - I like to get outside every day. The weather doesn't affect me much - I'd sit out here to read the paper even in the light rain.	Good wide pavements, not too much traffic - I like it here. 10 out of 10 safe (from traffic).	Yes I often spend time here - I use the benches to read the paper.	Yes I often spend time here - I use the benches, trees and good community atmosphere here.
B	13.02.2016	12.00	It can be a bit busy at the junction when you're on a bike... you don't always feel safe.	8 out of 10 safe. I don't worry too much about crime, but sometimes there are other teenagers hanging out outside here - that can be a bit intimidating. ... I feel safe because I know the locals here and the area really well.	6 out of 10 as a place to spend time outside. It's pretty exposed. Not much shelter. I wouldn't hang about on a day like today.		There are some nice places to hang out round here. ... I wouldn't normally spend time outside here - I'm just at the pub.	I wouldn't spend time outside here unless I was at the pub.
B	13.02.2016	15.00	Traffic is okay. It can be busy going into town at peak times but otherwise its fine.	10 out of 10 safe. I feel safe here even though I rarely use the space. I don't worry about crime. ... 7 out of 10 safe. It can be a little underlit at night.	The weather doesn't really affect me - I work and do most of my shopping in town rather than here. ... If it was raining I might get the bus instead of walking round here. ... I might sit outside here, but it would depend on the weather. ... The area needs sheltering from the wind better. I've had my car damaged by flying debris before.	I wouldn't spend time here. I just walk home this way. I use Sainsbury's sometimes but that's about it. There's not much to bring me to the High Street. ... Yes it's okay to walk through here - I don't like the shops though. .... Yes, it's quite easy to walk through. The pavements are nice and wide and good quality.	No I wouldn't spend time here - there's little to bring me here except for essential tasks. ... I wouldn't spend time here. I just walk home this way. I use Sainsbury's sometimes but that's about it. There's not much to bring me to the High Street.	The seating doesn't offer very good views or shelter. 3 out of 10 as a place to spend time outside. ... Not very many cafes have seating outside - 2 out of 10 as a place to spend time.
B	13.02.2016	17.00	The biggest threat here is the traffic. And the road surface at the junction isn't great.	8 out of 10 safe. I don't worry about crime - it's pretty safe down here - it's all rich people! ... 9 out of 10 safe. I don't worry about crime.		The road surface at the junction isn't great. ... Yeah it's okay to walk through here.	I wouldn't spend time here. I just pass through regularly. 1 out of 10 as a place to spend time - there's nothing here worthwhile. ... 1 out of 10 as a place to spend time outside - there is absolutely nothing of interest here that would make you want to be here longer than you need to.	
B	13.02.2016	19.00						
B	16.02.2016	08.00	Traffic is the biggest nuisance here. It needs a better and easier crossing at this junction.			I wouldn't spend time here. I just walk through. It needs better pathways for pedestrians at the High Street.	I wouldn't spend time here. I just walk through. 6 out of 10 as a place to spend time outdoors. Why would I spend time outside here?!	
B	16.02.2016	12.00	8 out of 10 safe. The crossing at the junction here can be a bit hectic. So I sometimes worry about being safe there. But overall it's fine, and very friendly! ... Traffic is totally fine. Smooth and easy to drive. But it might be nice to have less street parked cars.		In good weather I sit here with my daughter and watch cars. She likes counting the cars and trucks. But it isn't pleasant when its windy like now. ... I stay out longer in better weather, but I'm always out for a walk. ... The wind can be very strong here - that's the biggest nuisance here to being outside. .... The wind is the biggest problem here! It's very strong!	I stay out longer in better weather, but I'm always out for a walk. It's easy to walk through. You can get everything you need from the shops here too. ... 8 out of 10 safe. The crossing at the junction here can be a bit hectic. So I sometimes worry about being safe there. But overall it's fine, and very friendly!	I would spend more time out here people-watching in summer - there are lots of tourists to look at ... I like that its close to nature and the sea here.	I often meet friends here. Sometimes we sit down and chat.
B	16.02.2016	15.00						
B	16.02.2016	17.00						
B	16.02.2016	19.00						
RESEARCH DIARY OBSERVATIONS			Researchers observed that people do not bother waiting for the green man to cross - instead watching out for cars and crossing when they feel they can to avoid waiting.		Researchers noted that the winds are exceptionally strong here. Whilst this is a relatively windy Winter day, the public realm should be designed to withstand these kind of blustery wintery days. However, researchers noted bins falling over (often onto the pavement) and an excessive amount of litter flying around and sometimes hitting pedestrians on their body and face. Older people were observed struggling to move around without support from street furniture or kindly strangers/researchers. This location in particular felt exposed and hostile, prohibiting public life despite the presence of benches and trees due to a lack of shelter.			Researchers observed that the benches at this location are too centrally located within the space rather than closer to having their backs against the wall. This results in those using the benches in feeling that they are on display themselves, rather than a spot for people-watching others.
KEY TRENDS			Traffic was commonly cited by users as a key threat to the area. Key issues mentioned by users included the speed and volume of traffic at the junction, a need for improved pedestrian crossings and more cycle friendly environment, and a reduction in parked cars near the junction to reduce congestion. Researchers also noted a need for improved pedestrian connections across the junction, observing that people frequently took their chances, darting across the junction watching for cars rather than waiting for green to cross. This may imply a frustration with long waiting times to cross the road as a pedestrian.	Most users interviewed stated that they did not worry about crime at this location, with some citing that they knew the locals and didn't see crime as a particular problem here. However, some users noted that sometimes teenagers would gather here and this could be intimidating. Others noted that the lighting could be improved at this location.	Researchers noted that the winds are exceptionally strong here. Whilst research was conducted on relatively windy days given the Winter season, ideally the public realm should offer some shelter to offer refuge from these kind of blustery conditions for those that would like to pause or stop and rest in the street environment. However, researchers noted bins falling over (often onto the pavement) and large quantities of litter flying around - sometimes even hitting pedestrians on their body and face. Older people were observed struggling to move around without support from street furniture or kindly strangers/researchers. This location in particular felt exposed and hostile, prohibiting more public life despite the presence of benches and trees due to a lack of shelter.	Users interviewed mentioned the wide pavements at this location as a positive factor in aiding a more positive pedestrian environment. However, others felt the pedestrian environment and paths (particularly crossings across the junction) could be improved. Whilst the pedestrian environment was generally considered to be acceptable, some users did mention that they would only use this area as a place to walk through rather than somewhere to spend time. Reasons given for this included a lack of places to spend time outside in comfort, a lack of interesting shops or things to do. This location was seen by users as primarily a movement corridor rather than a destination in itself.	Some users mentioned that they did enjoy spending time at this location, either to sit on benches and read the paper or people watch. However, most other users highlighted that they wouldn't consider spending time outside at this location - and instead would just walk through. Reasons given included many users stating there is a lack of interesting features or things to do and encourage staying behaviours in the public realm here.	Some users interviewed mentioned their frequent use of the benches on the corner at the junction as a key spot for people watching, reading the paper or meeting friends. However other users stated they would never consider sitting outside here, and that there are few other opportunities to do so at cafes or pubs nearby. Some users felt the existing benches at this location had poor views despite the proximity to the sea, and little shelter or other aspects to make the sitting experience more enjoyable. Researchers observed that the benches at this location are too centrally located within the space rather than closer to the edge with their backs against the wall. This results in those using the benches in feeling that they are on display themselves, rather than a spot for people-watching others.



7 - Opportunities to see			8 - Opportunities to talk and listen			9 - Opportunities for play, exercise and unfolding activities			10 - Dimensioned at the human scale			11 - Opportunities to enjoy the positive aspects of climate			12 - Aesthetic qualities and positive sensory experience			What are you doing here today? Necessary / optional / recreational activity?			What is this place lacking?					
<p>and unwinding are also included. Opportunities to participate in a variety of activities and experience the surroundings rest on how city space is loved freely, as well as stand and sit where it feels good and natural.</p> <p>ENJOYMENT - Enjoyment covers the human scale, enjoying the positive aspects of the climate and the sensory experience of the place, including design and the quality of materials used. It is vital to create city spaces on a human scale, with fine details, good materials and good street furniture.</p>																										
I like the benches, trees and good community atmosphere here.			I like the benches, trees and good community atmosphere here.									8 out of 10 as a place to spend time outside - I like to get outside every day. The weather doesn't affect me much - I'd sit out here to read the paper even in the light rain. I spend even more time here in summer though.			I like the benches, trees and good community atmosphere here.			Tony - getting the papers / breakfast			More shelter. Also, restrict the traffic.					
I like the old style buildings - the police station, baths, town hall.			I feel safe because I know the locals here and the area really well.															Manny - walking about. Dean - drinking at the Beaten Dragon.			More shelter! ... Better shelter. And a better range of shops / more varied. ... I think we need some sort of link to the water.					
The space is unremarkable here - sort of 'meh'. Little to see or worth seeing on the high street. The best parts of Portobello are elsewhere. .... On a nice day when the trees are in full bloom its quite nice here.												I go down to the shore and cycle along the waterfront there in summer. I wouldn't here.						David - using the bank ATM. Sandy - walking home.			More shelter from wind, its really exposed here ... Its lacking interest. Its a pretty dull high street. ... Needs more varied businesses. ... There are lots of things it needs! More benches and trees. But you also need a better environment to make them attractive to use. I certainly wouldn't at the moment.					
			It's an alright meeting point just here. But I wouldn't spend much more time here.												The road surface at the junction isn't great.			Hazel - going home. Jonny - going home.			It needs more interesting things and places for younger people.					
I like that it's close to the sea... but you wouldn't know it from here.																					Man 50s - taking the bus to work.			It needs a better and easier pedestrian crossing at this junction. ... Better pathways for pedestrians at the junction are needed.		
I would spend more time out here people-watching in summer - there are lots of tourists to look at! ... I prefer the other side of the street (East) - there's more interest and things to look at. ... I like that it's close to nature and the sea here.			I often meet friends here. Sometimes we sit down and chat. ... It's very friendly round here!			I prefer the other side of the street (East) there's more interest and things to look at						In good weather I sit here with my daughter and watch cars. She likes - counting the cars and trucks. But it isn't pleasant when its windy like now.			Many of the building facades need refreshment - they're a bit worn.			Anon - shopping at Scotmid. Anon - walking with dog and child to the beach.			A better gathering point just here. ... More local events. Improvement to the building facades.					
Researchers noted that in the evenings on both weekdays and weekends the area seems very quiet with only a few people in the street en route to other places and nothing else happening.			Researchers noted that in the evenings on both weekdays and weekends the area seems very quiet with only a few people in the street en route to other places and nothing else happening.															Researchers noted that lighting at the side of the bank next to the four trees could be improved.			Reduced parking nearby on all roads in this central heart of the town centre (only disabled and loading), potential to create a pedestrian heart to the centre of Portobello and Bath St to become key route to the sea front. A gateway for those arriving by bus to the sea and increasing dominance of the heart of the town centre as a 'place' and attractive environment for pedestrians and cyclists.					
Some users mentioned positive visual aspects as including the trees at this location as well as nearby older architectural features and buildings (the town hall, police station and baths). However, other users stated that they felt there was little to see here that was remarkable or of interest. The sentiment from most users was that the interesting parts of Portobello were elsewhere - the High Street is purely functional and unremarkable. Researchers noted that in the evenings on both weekdays and weekends the area seems very quiet with only a few people in the street en route to other places and nothing else happening or shops open.			User interviews revealed that many see this location as a key place to meet each other, bump into other local residents and have conversations, despite the junction and traffic noise. The wider pavements and benches set back from the road help facilitate this, however this wider pavement space and key public realm could be improved with increased numbers of trees, shelter and rethought seating to better enable these conversations and provide a more welcoming place to spend time.			Researchers noted that in the evenings on both weekdays and weekends the area seems very quiet with only a few people in the street en route to other places and little else happening.			Researchers noted that the junction is designed at a vehicular rather than human scale. Little space is given to pedestrians on some junction corners despite the numbers of pedestrians that gather here during busy periods. The wider expanse of pavement creates another larger scale despite the trees and benches which can be exposed to wind and lack shelter.			User interviews revealed that some users actively use the benches here in most weather conditions, however more so to enjoy the positive aspects of climate on sunny, dry and still days. Some users mentioned spending time here with children to watch cars and older users mentioned reading the paper on the benches here. The benches at this location do enable some appreciation of the positive aspects of climate, though this environment could be improved with shelter, increased planting and better screening from the road.			The street environment including street surfaces and building facades appear worn and dated and could be improved to create a higher quality public realm. The current junction layout prioritises cars over pedestrians and cyclists resulting in a perception that it can be frustrating to cross the road and unsafe to cycle through the junction here. Additional shelter and more active frontages on this corner of the junction would help enhance this space as a key public centre of Portobello. Researchers noted that lighting at the side of the bank next to the four trees could be improved. Researchers also noted that by reducing parking on roads leading into the junction in this central heart of the town centre (leaving only disabled and loading spots as needed), there is potential to create a pedestrian heart to the centre of Portobello and Bath St to become key route to the sea front. A gateway for those arriving by bus to the sea and increasing dominance of the heart of the town centre as a 'place' and attractive environment for pedestrians and cyclists.											

# USER INTERVIEWS:

## LOCATION C | BATH ST NEAR BATH ST LANE

PORTOBELLO			PROTECTION - How to minimize unpleasant experiences. It expresses our need to be kept safe from accident, insecurity and discomfort.	COMFORT - the quality of walking and staying in a place. It involves walking, standing and sitting as well as the possibility for seeing, hearing and talking. Playing and unwinding are basic human activities under good conditions. Pedestrians need to move freely, as we				
Key Location	Date	Time	1 - Feeling safe - protection against traffic and accidents	2 - Feeling secure - protection against crime and violence	3 - Climate and pollution - protection against unpleasant sensory experiences	4 - Opportunities to Walk	5 - Opportunities to stand/stay	6 - Opportunities to sit
C	13.02.2016	08.00		No. I don't worry about crime here. 10 out of 10 safe.	I wouldn't spend any more time here in summer.	I just walk to Scotmid, I don't really spend time outside here.	No. I wouldn't spend time here. I just walk to Scotmid, I don't really spend time outside here.	
C	13.02.2016	12.00	Traffic is busy - it's the main route through to everything.	I don't worry about crime here.	The wind is crazy here! That's the biggest threat.	A better connection to Scotmid from the main street for pedestrians would be good.	I wouldn't spend time here. I just come here to buy food. I buy what I need and go back home. 1 out of 10 as a place to spend time outdoors. ... I wouldn't spend time here, now or in the summer - I'd go into the city instead.	I wouldn't spend time here, now or in the summer - I'd go into the city instead.
C	13.02.2016	15.00	8 out of 10 - the traffic is confusing and difficult to understand when you can walk. You don't feel safe. I never know where the cars are going to go. ... Traffic is bad at some times of day, but it changes throughout the day. It can take ages to cross the junction.	9 out of 10 - Portobello is a good place. I don't worry about crime. ... I don't worry about crime - people have what they need here.	I would prefer it if it was warmer here with less wind! The weather is a big problem. ... I go outside in all kinds of weather. The puddles are bad though - cars go straight through them and I get covered in cold water every time!	I like to walk this way to the beach with my dog. ... Traffic is bad and can be confusing. It takes ages to cross the junction.	I wouldn't spend time here - we go to the beach instead. ... I would walk through but wouldn't spend time here.	
C	13.02.2016	17.00	During rush hour I walk as far from the main street as possible - it doesn't feel safe. ... Rush hour is busy but at least the cars are going slower then.	I don't worry about crime here - I see it as a good neighbourhood.	We're used to the weather changing here. But sometimes it does get a bit too windy! Especially with the wind channelled from the sea.	It's fairly okay to walk through... though some sections are definitely too narrow. ... I try to avoid those sections of the street though and walk a different way.	I wouldn't spend time here no, but I like walking my dog here and at the shops. ... We got to the promenade for walks and to spend time.	I prefer to sit in my own garden - I like the birds there and it's more sheltered.
C	13.02.2016	19.00	People just live and sleep here. Traffic is them going to and from work.	9 out of 10 safe. We don't worry about crime - its one of the reasons we live in Portobello with our children - things are calm and quiet here.	We don't spend much time outside here in winter, but in summer we do. 7 out of 10 as a place to spend time outside.	On a warm sunny night it's nice to take a stroll around Portobello, but we don't do it much. ... I think it can be boring walking round here day after day - we prefer getting out from the city at the weekend.		We'd never sit outside here, even in summ
C	16.02.2016	08.00	Traffic is the biggest threat here. There's too much. It's not easy to cross the road here at all. I worry about all the cars.	I avoid being outside at night. But its pretty safe - 9 out of 10, I don't worry too much about crime but I'm always careful. ... 10 out of 10 safe - very safe here - I don't worry about crime at all.	6 out of 10 as a place to spend time outside - I don't go out much. If it's too rainy or windy I don't go out at all. I don't want to fall.	I don't go out much. If it's too rainy or windy I don't go out at all. I don't want to fall. ... Traffic is the biggest threat here. There's too much. It's not easy to cross the road here at all. I worry about all the cars.		There needs to be more benches here. I need to take a rest sometimes to get out.
C	16.02.2016	12.00	Sometimes I have problems with parking or turning the car - so traffic is the biggest nuisance for us. ... Traffic is better than in town.	10 out of 10 safe. I don't worry about crime. ... 10 out of 10 safe. I'm here in the day. ... 10 out of 10 safe. We're always coming here in the daytime so we don't worry about crime. We don't come at night. ... Weather is the biggest threat here. ... The cold is the biggest nuisance - you can't warm up.	Here specifically is a 5 out of 10 as a place to spend time. Portobello as a whole is a 9 though! ... I wouldn't spend time outside this time of year - its too cold! ... 9 out of 10 as a place to spend time outside - in summer we spend time at the promenade - we love it there. But not in this weather. ... I don't mind the weather being bad sometimes - as long as I can get back inside again quickly!	We drive when the weather is bad rather than walk - there's no shelter. ... I don't walk with the kids if it's heavy rain. ... Walking is okay through here. I like all the cafes and shops - it's good for a walk.	We like spending time here - all the shops we need are here - and Greggs. ... I come here on Tuesdays to run errands at the shops. ... We got to the promenade for walks and to spend time.	We sit outside at the promenade, but not here.
C	16.02.2016	15.00		9 out of 10 safe. I don't worry about crime. 10 out of 10 safe. Yes, I've heard about crime at night here - with vandalism and car theft. I don't worry too much in the day though.	The weather does affect how I use the space when its windy like this. There's no shelter.			
C	16.02.2016	17.00	Traffic can be a problem. ... The poor quality maintenance of the cobbles at Brighton Place is a problem. We want to keep the cobbles but they need to be better maintained and mortared by Council so it's easier to cycle.			Researchers noted that people were looking down at the ground rather than engaging in eye contact or conversations with one another due to the wind and rain. Many users were observed finding it difficult to navigate around the corner into Scotmid from the main street. Researchers also observed large numbers of users with buggies and pushchairs or those who were older and found mobility a challenge. Creating an environment which makes walking easy for all users - in terms of even surfaces, frequent rest points to sit, and wide pavements allowing people to easily pass one another when walking side by side, with a buggy or without fear of being jostled or knocked are really important. Researchers also noticed that the Scotmid/Coop side of Bath St is busier with pedestrians than the opposite side of the road. This is most likely due to the sudden stopping of the pavement to the North-East side of the entrance to Scotmid at Bath St causes pedestrians to 'run out' of pavement and cross to the South-West pavement leading in to the shop. This causes conflict with cars and puts pedestrians at risk as cars feel they have right of way. The entrance into Scotmid and exterior area could be significantly improved to better prioritise pedestrians.		
C	16.02.2016	19.00						
RESEARCH DIARY OBSERVATIONS			Researchers observed many cyclists using the pavement rather than the road surface, presumably due to a perceived fear of cycling on the road here and through the nearby junction.		Researchers noted that many older people were observed using the corner of the public toilets as a support to turn the corner into the car park at Scotmid. This highlights the need to provide adequate resting spots, even pavements and benches to aid all users in being able to get outside and use the public realm in all weather conditions and without fear of falling due to wind or trip hazards.			
			Traffic was mentioned by users as being particularly busy during rush hour periods when it is felt to create most problems. Users stated they felt the High Street is a major movement route to the city and as such the high traffic volumes are expected and something to be avoided when walking on foot. Some users mentioned they would walk alternate routes during busy periods to avoid traffic noise and volume. Others felt crossing the junction nearby was a major problem and caused concern for their safety as pedestrians. One user said 'traffic is confusing and difficult to understand when you can walk. You don't feel safe. I never know where the cars are going to go'. This highlights the importance of ensuring pedestrians are prioritised throughout the public realm to enable those of all ages and abilities to engage in the public realm and public life without fear of accident. Other users mentioned a frustration with how long it takes to cross the road as a pedestrian and a feeling that traffic volumes were too great and put pedestrians at risk. Researchers observed many cyclists using the pavement rather than the road surface, presumably due to a perceived fear of cycling on the road here and through the nearby junction. As such, user interviews at this location highlighted the need for improved pedestrians and cycle priority particularly at the junction of Bath St and the High Street.	Most users interviewed felt safe both at this location and within the broader Portobello town centre. Some users cited this as one of the reasons they enjoy living here - with the area being seen as quiet, a 'good neighbourhood' and a good safe environment for children without fear of crime. A smaller number of users did mention having heard occurrences of crime - though primarily these were seen as only a threat at night and connected with car theft or vandalism rather than personal attacks. Traffic and weather were seen as much more significant threats in the area than crime.	Users interviewed generally felt the area was okay to walk through. However, some users highlighted that the link between Scotmid and Bath St could be improved, and a better connection to the High Street incorporated. Other users highlighted fears walking in poor weather or uneven surfaces and narrow pinch points restricting the amount they get out of the house and walk through this area. The junction was also mentioned as a difficult place to navigate as a pedestrian. The local shops were seen as the primary reason for walking at this location (for necessary activities), with the promenade seen as a destination to walk to for spending time and more optional/recreational activities. Researchers noted that people were looking down at the ground rather than engaging in eye contact or conversations with one another due to the wind and rain. Many users were observed finding it difficult to navigate around the corner into Scotmid from the main street. Researchers also observed large numbers of users with buggies and pushchairs or those who were older and found mobility a challenge. Creating an environment which makes walking easy for all users - in terms of even surfaces, frequent rest points to sit, and wide pavements allowing people to easily pass one another when walking side by side, with a buggy or without fear of being jostled or knocked are really important. Researchers also noticed that the Scotmid/Coop side of Bath St is busier with pedestrians than the opposite side of the road. This is most likely due to the sudden stopping of the pavement to the North-East side of the entrance to Scotmid at Bath St causes pedestrians to 'run out' of pavement and cross to the South-West pavement leading in to the shop. This causes conflict with cars and puts pedestrians at risk as cars feel they have right of way. The entrance into Scotmid and exterior area could be significantly improved to better prioritise pedestrians.	Users interviewed were unanimous that this is not a place they would spend time. Users see this location as simply a movement route to go to either Scotmid for food shopping, the beach and promenade, or en route to the city. This section of road is seen entirely as a necessary place to move through to get to somewhere else. Researchers noted that there would be great potential to more productively use some of the sheltered internal courtyard space in front of Scotmid to create a sheltered public realm space that people could take a rest, meet others at the shops or spend more time, whilst still leaving a number of parking spaces and loading zones. An improvement to the passageway connecting this space through to Beach Lane could also be implemented, as well as an improved pedestrian friendly entrance from Bath St that causes less conflict between pedestrians and cars. These improvements in tandem with an improved outdoor space outside Scotmid could help create a protected sheltered public space that users of all ages could meet and spend time for conversations with one another and public life. This would need to be achieved in partnership with Scotmid.	Users interviewed all stated that they would not sit at this location at present or in summer time. Some users highlighted a need for more benches at this location as it would better enable them to get out of the house - allowing them to take a rest en route to the shops. Users interviewed mentioned that they would instead sit in their garden at home, or at other nearby destinations such as the promenade.	



<p>also included. Opportunities to participate in a variety of activities and experience the surroundings rest on how city space is designed to facilitate sit and stand and sit where it feels good and natural.</p>			<p>ENJOYMENT - Enjoyment covers the human scale, enjoying the positive aspects of the climate and the sensory experience of the place, including design and the quality of materials used. It is vital to create city spaces on a human scale, with fine details, good materials and good street furniture.</p>				<p>What are you doing here today? Necessary / optional / recreational activity?</p>		<p>What is this place lacking?</p>
7 - Opportunities to see	8 - Opportunities to talk and listen	9 - Opportunities for play, exercise and unfolding activities	10 - Dimensioned at the human scale	11 - Opportunities to enjoy the positive aspects of climate	12 - Aesthetic qualities and positive sensory experience				
	I like that it's calm and quiet here.			I wouldn't spend any more time here in summer.		Anon - going to Scotmid for breakfast		Less rubbish on the street would be good.	
	People are friendly here in Portobello - I like having chats with them.	People are friendly here in Portobello - I like having chats with them.		I wouldn't spend time here, now or in the summer - I'd go into the city instead.		Sarah - I'm going to Scotmid		Better shops and places to meet. ... Less wind! A better connection to Scotmid from the main street for pedestrians.	
7 out of 10 as a place to spend time outside - it looks like a nice area. ... I like the small beautiful buildings here.	I wouldn't spend time outside in the centre of Portobello, but where it's quieter. ... I like that Portobello is a bit quieter and less busy than the rest of Edinburgh.	I wouldn't spend time here no, but I like walking my dog this way and around the neighbourhood. Portobello is quiet in the evening which is nice. I like how quiet and homely it is.		If it was summer I'd spend more time outside, but not here - at the beach.		Carol - I'm on holiday. Dan - I'm walking the dog and using the public toilet.		The road layout is terrible. It needs a better road layout here! ... Signage to the beach would be good. ... Fix what's broken here [pavements, road surface].	
It's interesting here but we need some more interesting things here than the beach. ... Portobello is a safe, quiet, friendly place - good for children.	Portobello is a safe, quiet, friendly place - good for children.	I think the city centre here is dying. We need to rethink it. Make it more centred around the community.		On a warm sunny night it's nice to take a stroll around Portobello, but we don't do it much.		Anon - shopping on my way home from work. Robert - shopping at Scotmid. We're on our way home from a day in the Highlands.		Rethink the city centre - put the focus on community not business. ... Widen the pavements where these are narrow. ... Reduce traffic in rush hour. We need more interesting things here than just the beach. ... I'm not sure what we need, but something that means people come here more than just once - a reason that they come back again and again.	
	I like it that I know people here.					Billy (70s) - going to the Coop. Angus - walking the dogs and going to the Coop.		There needs to be more benches here. I need to take a rest sometimes to get out.	
I like all the local businesses, the shops and cafes. I like that they are independent.				9 out of 10 as a place to spend time outside - in summer we spend time at the promenade - we love it there.		Agneszika - walking with the kids. Elderly man - going home from a funeral. Elderly woman - we're going to the shops.		There are too many charity shops. It would be better to help local businesses and avoid big chains.	
The amenities are very good with shops and cafes - I really like living here.				9 out of 10 as a place to spend time - it's nice when the weather is good.		Anon - going to the public toilets. Anon - I live here.		More shelter.	
	Researchers observed that Scotmid and the area in front acts as a local meeting spot for impromptu conversations between different users. This area of the town centre was observed to be relatively quiet, which better enables these conversations.					Researchers noted that during rainy weather large puddles are created along the road surface adjacent to the pavement, especially at the corner near Scotmid. These puddles frequently drench pedestrians walking past or scare people into jumping away as a car approaches.		Common threads - more local independent businesses, less chains. Market in Scotmid carpark for local businesses? Walking is generally okay but crossings are a problem. Protection from the weather would help enable more public life.	
Users interviewed felt that the Portobello area had some good characteristics - notably being safe, friendly and quiet. However many users mentioned that they felt there was little to see except for the beach/promenade - which whilst attractive was not felt to be enough to keep visitors coming back or create enough interesting spots throughout Portobello to make it as vibrant a place as it could be. Users mentioned attractive features nearby as the architecture, shops and cafes, as well as the promenade and beach which was seen as the main destination and positive feature. At present many users gave the impression they see the promenade and beach as the attractive destination to spend time, with the High Street offering primarily only local-level things to see and do in terms of necessary errands at the shops. Creating more attractive places along the High Street and connections between the High Street and promenade would help create a more cohesive sense of place rather than a division between the busy trafficked High Street seen as just for errands and the promenade which is seen as the main place nearby to spend time.	Users interviewed frequently mentioned how quiet they found Portobello and that this was a positive attribute, enabling conversations with other locals. Many users mentioned that they liked the feeling of knowing other residents, and found the quiet/friendly feel a positive attribute of the place. Researchers observed that Scotmid and the area in front acts as a local meeting spot for impromptu conversations between different users. This area of the town centre was observed to be relatively quiet, which better enables these conversations.	No users interviewed mentioned opportunities for play or exercise specifically at this location. However, many users spoke of having conversations in the street with other locals they knew and the importance of community here. These impromptu conversations with neighbours in the street help give public life and a feeling of social connectedness which can be important for health and well-being, building social capital and encouraging trips outside for older residents. Any improvements to the public realm should focus on creating an environment that best facilitates these chances - meetings and conversations, ensuring these unfolding activities are enabled outside through ensuring traffic noise is minimised, shelter is incorporated in the street environment through use of awnings or tree canopies, pavements are wide enough with good quality even paving to allow stopping to talk and reducing fears of falling, and there are places to sit and rest at ideally 50m minimum intervals.	This location is a mix of larger scale and smaller scale features. The car park at Scotmid is at a vehicular scale and prioritises car movement over a pleasant pedestrian environment, making walking through the entrance hazardous and reducing interest in the external space outside Scotmid. The pavements become very narrow with several pinch points in this area which reduce accessibility and damage the pedestrian experience. Bath Street was noted by researchers to feel very car-focussed, with large numbers of parked cars and vehicles feeling like they had right of way. Widening pavements and further prioritising pedestrians over minor roads and the entrance to Scotmid would help redress this.	No users interviewed stated that they would spend time at this specific location, even in favourable weather. Researchers noted there are no real opportunities to do so here, with narrow pavements and a car dominated environment with no benches. Users interviewed did mention that in more favourable weather they would choose to spend time at other nearby locations such as the beach and promenade or going for walks around Portobello. Bath Street is a key connection to the beach and promenade, and with a demographic including large numbers of older residents, creating a space to take a rest en route between home, the promenade and local shops would be beneficial to aid the walking experience and also enjoy positive aspects of climate. Shelter from the wind has been mentioned by users as a big issue here, and the addition of seating and a place to pause and take a rest in the sheltered location of the Scotmid carpark would be of benefit to many users.	Users interviewed mentioned dog poo and narrow pavements with pinch points at the entrance to Scotmid's carpark as key issues for them. On the whole user interviews revealed that the pedestrian environment could be improved through design which creates more even walking surfaces, easy crossing of Bath St and at the nearby junction, and wider pavements, with clearer wayfinding and navigation (particularly when road crossing) to aid the pedestrian experience for all users. Provision of additional trees to provide some canopy shelter and location of additional seating in places with some shelter from wind and rain would also be of benefit. Researchers noted that during rainy weather large puddles are created along the road surface adjacent to the pavement, especially at the corner near Scotmid. These puddles frequently drench pedestrians walking past or scare people into jumping away as a car approaches.	Necessary - 9. Optional - 1, Recreational - 1.			

# USER INTERVIEWS:

## LOCATION D | PORTOBELLO HIGH ST AT MARLBOROUGH ST

PORTOBELLO				PROTECTION - How to minimize unpleasant experiences. It expresses our need to be kept safe from accident, insecurity and discomfort.	COMFORT - the quality of walking and staying in a place. It involves walking, standing and sitting as well as the possibility for seeing, hearing and talking. Playing and unwinding are basic human activities under good conditions. Pedestrians need to move freely, as we			
Key Location	Date	Time	1 - Feeling safe - protection against traffic and accidents	2 - Feeling secure - protection against crime and violence	3 - Climate and pollution - protection against unpleasant sensory experiences	4 - Opportunities to Walk	5 - Opportunities to stand/stay	6 - Opportunities to sit
D	13.02.2016	08.00	Traffic is the biggest threat here - there's not enough crossings for pedestrians here - cars are put first.... It's the volume of traffic that's the problem.	10 out of 10 safe. I feel very safe. The only crime I worry about is petty vandalism. ... 10 out of 10 safe. I don't worry about crime at all. ... 10 out of 10 safe. I don't worry about crime. Though maybe if I walk past a pub at night.	8.5 out of 10 as a place to spend time outside. I go out no matter if its pouring or sunny. ... I go out in all weather to walk the dogs.	9 out of 10 as a place to spend time outside - I walk around here a lot with the dogs. ... Traffic is the biggest threat here - there's not enough crossings for pedestrians here - cars are put first.... It's okay to walk through here - the pavement surface has been redone recently. The pavement is good. ... It's easy to walk through here in terms of the pavement, but not if I have to try and cross the road!!!. I'm old and unsteady on my feet - the paving surface isn't great - especially near the junction.	I'd definitely spend more time outside here in summer. ... I'd spend time on the promenade but not on the high street. I just go straight to the shops.	It's a practical not an attractive street this (the High Street). It needs flowers, window boxes, hanging baskets, make it more attractive.
D	13.02.2016	12.00	Traffic is too much. It should be reduced.	9 out of 10 safe. There are no problems at all that I know about.	I go out even when its snowing. That's the biggest threat here to spending time outside - the weather.	10 out of 10 as a place to spend time outside. I've got a dog and child - it would be good to have more places to spend time outside except just the promenade.... It's nice when the sun is out, but there's lots of (inside) facilities like places to play for the kiddies so weather doesn't matter too much.	Portobello is one of my favourite places to spend time. 10 out of 10 as a place to spend time outside. ... You often meet people you know in the street. ... There's a real community spirit here.	
D	13.02.2016	15.00	Traffic is bad everywhere. It's not really a problem here. ... It can be difficult for the children to cross the High Street on their own - so kids tend to stay one side of the street or the other. It's okay to walk through here, but there aren't enough signalised crossings.	10 out of 10 safe. You can see the 'undesirables' coming so it feels safe - its open and safe.... 10 out of 10 safe. I don't worry about crime here.	10 out of 10 safe. You can see the 'undesirables' coming so it feels safe - its open and safe.... 10 out of 10 safe. I don't worry about crime here.	It can be difficult for the children to cross the High Street on their own - so kids tend to stay one side of the street or the other. It's okay to walk through here, but there aren't enough signalised crossings.	Portobello is one of my favourite places to spend time. 10 out of 10 as a place to spend time outside. ... You often meet people you know in the street. ... There's a real community spirit here.	
D	13.02.2016	17.00	There's nowhere to sit, too many cars, parking on both sides - it's not pleasant. The pedestrian crossing is quite slow too - cars get impatient. ... I avoid the traffic as both a pedestrian and car user - especially during rush hour.					It's just functional here isn't it - for going places like the shops and Tribe Party. There's nowhere to sit, too many cars, parking on both sides - it's not pleasant.
D	13.02.2016	19.00						
D	16.02.2016	08.00	Traffic is bad - you don't get any passing trade [at his shop] - there's too many cars.... Traffic and a lack of parking are big issues here.	8 out of 10 safe.... 7 out of 10 safe. I don't really worry about crime though.	The weather is really limiting as to how much I spend time outside here. Weather does limit me - there's not much to do here in bad weather.	Yes its pretty easy to walk through here - its very linear.	I wouldn't spend time here. I just work here. 8 out of 10 as a place to spend time outside - but that's at the beach, not here.... Yes, I'd spend time here but there's not much to explore. 9 out of 10 as a place to spend time outside - it's awesome in summer [but not at this precise location].	I'd spend time sat on a bench here in summer maybe.
D	16.02.2016	12.00	Traffic is the biggest issue here. It's really bad. Long commutes and it makes crossing the road hard [for pedestrians].	8 out of 10 safe. There are some issues with teenagers.... 9 out of 10 safe. I don't really worry about crime.	The weather doesn't impact me - I still walk the dog.... Yes the weather does impact how I use the public space here sometimes I get icecream and sit outside here if its sunny.... Climate is the most limiting factor here.	I walk the dogs to the promenade every day. I wouldn't spend time here though.... Traffic is the biggest issue here. It's really bad. Long commutes and it makes crossing the road hard [for pedestrians].	I walk the dogs to the promenade every day. I wouldn't spend time here though.... I like walking on the beach near here.	Yes the weather does impact how I use the promenade and sit outside here if its sunny.
D	16.02.2016	15.00	Traffic is the biggest nuisance. Terrible for driving. Too many traffic lights.... Traffic is the biggest hindrance here - it's not great.... Traffic can be bad.	6.5 out of 10 safe. I don't worry about crime.... 8 out of 10 safe. I don't really worry about crime here. There are some side streets, but I don't worry too much.	9 out of 10 as a place to spend time outside. I like the beach area.... 9 out of 10 as a place to spend time outdoors - I like the sea air!	It's okay to walk through.	I'm only here for work. I come in from the countryside.... I'm about here everyday, but I prefer the beach.... I like the shops round here, but just for mundane everyday things.	6 out of 10 as a place to spend time outdoors. There are only a few benches.
D	16.02.2016	17.00	Traffic can be busy on the main road.	7 out of 10 safe. I don't worry too much about crime.	Weather is the biggest threat here. No shelter.	8 out of 10 as a place to spend time. There are some nice walks near here.	I sometimes shop here but that's about it.	I'd sit outside at the beach, but not here.
D	16.02.2016	19.00						
RESEARCH DIARY OBSERVATIONS			Researchers noted many people parking to go to the newsagents nearby at the 8am research slots. In other interviews elderly people mentioned driving to the shops in poor weather (wind and rain). By creating more sheltered routes, with frequent benches, more clearly navigatable and safe crossings, some older people may feel confident enough to walk to their local shops rather than drive, reducing the demand for some parking spaces and improving health and well-being outcomes linked to physical exercise and social interaction on the street in older age. At other later time slots (5pm and 7pm) researchers noted many people parking to go to SkyLark cafe, Carlo's [fish'n'chips] and Cinnamon Indian Cuisine. Driving to these cafes and restaurants seems common here, with drivers leaving engines idling [a cause of air pollution] whilst they jump out of cars to walk minimal distances to reach their destination. A shift to more walking and cycling behaviours would reduce the need for these parking spaces, enabling a widening of the pavement for pedestrians at this location on the South/West side of the road and improving air pollution. Researchers also noted that traffic was frequently busy on weekdays during the day, causing congestion and backlogs inbetween parked cars on both side of the street which create a very car-dominated unattractive public realm. Researchers also noted parking issues down side streets with cars frequently parked on pedestrian pavement, resulting in pedestrians walking up the centre of roads as pavements are blocked.			On weekdays, researchers noted more pedestrians on the North/East side of the street. This is potentially because this side of the street is wider and South-facing, better conditions for walking with purpose for necessary activities. Researchers also noted parking issues down nearby side streets with cars frequently parked on pedestrian pavement, resulting in pedestrians walking up the centre of roads as pavements are blocked. This reduces accessibility for all users. Reduction in parking should be considered with double yellow lines to enable pedestrians to more easily walk on the pavement.	Researchers observed most people spending time in the street were mothers with young children, people walking their dogs, shop owners loading/unloading and those visiting cafes and the barber.	
KEY TRENDS			Users interviewed felt there is currently too much traffic and that cars prioritised over pedestrians in this section of the High Street. Users mentioned difficulties crossing the road here and a need for increased numbers of signalised pedestrian crossings to enable easier pedestrian movement between different sides of the road. Some users felt there was too much parking (currently on both sides of the road) which could be used to ease congestion and create a more pedestrian and cycle friendly environment. A shop owner interviewed mentioned a concern that their business does not currently get as much passing trade as it could due to the traffic and parked cars reducing numbers of those walking past on foot. Researchers noted many people parking to go to the newsagents nearby at the 8am research slots. In other interviews elderly people mentioned driving to the shops in poor weather (wind and rain). By creating more sheltered routes, with frequent benches, more clearly navigatable and safe crossings, some older people may feel confident enough to walk to their local shops rather than drive, reducing the demand for some parking spaces and improving health and well-being outcomes linked to physical exercise and social interaction on the street in older age. At other later time slots (5pm and 7pm) researchers noted many people parking to go to SkyLark cafe, Carlo's [fish'n'chips] and Cinnamon Indian Cuisine. Driving to these cafes and restaurants seems common here, with drivers leaving engines idling [a cause of air pollution] whilst they jump out of cars to walk minimal distances to reach their destination. A shift to more walking and cycling behaviours would reduce the need for these parking spaces, enabling a widening of the pavement for pedestrians at this location on the South/West side of the road and improving air pollution. Researchers also noted that traffic was frequently busy on weekdays during the day, causing congestion and backlogs inbetween parked cars on both side of the street which create a very car-dominated unattractive public realm. Researchers also noted parking issues down side streets with cars frequently parked on pedestrian pavement, resulting in pedestrians walking up the centre of roads as pavements are blocked.	Some users interviewed stated they would go outside regardless of weather to undertake necessary activities and errands such as going to the shops. However, many other users stated that weather was a serious factor in the amount they went outside, and the activities they engaged in whilst in the public realm. During good weather users mentioned spending more time sitting outside or at the beach nearby, but in poor weather would restrict the amount of time they spent outside and might avoid going out altogether. Some users said they felt there were few activities to do outside in poor weather, and even in good weather the primary attraction and place to spend time is the promenade with few other opportunities to spend time in other places within the town centre.	Users interviewed revealed that many people feel this part of the town centre is okay to walk through on this side of the road where pavements are wide and have been relatively recently improved to create a more even surface. However, users also highlighted key issues with the pedestrian environment, as including narrow sections of pavement and pinch points (particularly on the South/West side of the High Street at this location) and poor quality surfaces near the main junction with Brighton Place as causing trip hazards and a fear of being knocked over. Users also frequently mentioned concerns with not being able to safely cross the road along this stretch of the High Street, with a lack of enough signalised pedestrians making crossing the road particularly difficult for children and those who are older and less mobile on their feet. Researchers observed many more nimble adults jaywalking across the road inbetween cars where they could. This highlights a need for more pedestrian crossings to better facilitate movement between shops and places of interest on both sides of the road, improving the pedestrian connectivity of the town centre rather than users having to just 'pick' one side of the street to walk along. On weekdays, researchers noted more pedestrians on the North/East side of the street. This is potentially because this side of the street is wider and South-facing, better conditions for walking with purpose for necessary activities. Researchers also noted parking issues down nearby side streets with cars frequently parked on pedestrian pavement, resulting in pedestrians walking up the centre of roads as pavements are blocked. This reduces accessibility for all users. Reduction in parking should be considered with double yellow lines to enable pedestrians to more easily walk on the pavement.	User interviews showed a dominant trend of the promenade and beach being considered the attractive destination you would want to spend time, and the High Street being considered a functional, practical place to run errands and go to the shops but not spend more time than needed in. Users made comments including "This street is just for going places, not somewhere to stop and spend time." This divide between the character and usage of these two linear environments (the High Street and Promenade) within Portobello tells us a lot about the way the town centre is conceived by both locals and visitors. Encouraging better cross connections to the promenade from the High Street at multiple points, but with a hierarchy and increased focus on Bath Street leading from the heart of the town centre to the beach as a hub of pedestrian activity and opportunities to spend time would improve perceptions of the town centre as a whole incorporating the promenade but with a primary gateway arrival along Bath St as well as other interesting features and places to spend time along the High Street. Researchers observed most people spending time in the High Street at this location were mothers with young children, people walking their dogs, shop owners loading/unloading and those visiting cafes and the barber and going about necessary activities.	Currently users interviewed do not see the street as a place they would sit and spend time. Many users commented they would prefer to sit at the beach instead, which is perceived as more attractive, with more seating opportunities and a public realm more conducive to sitting activities. Some users mentioned they would sit along the High Street in summer if it was warm and there were sufficient benches to do so. Additional benches or informal seating along the High Street would help provide rest spots for older residents en route to the shops and if positioned on the North/East side of the High Street with views to the sea could form an attractive place to sit and spend more time. Researchers observed numerous small odd shaped pieces of land in the public realm on corners of the High Street with minor roads to the North/East which could be used for these purposes.	

7 - Opportunities to see			8 - Opportunities to talk and listen			9 - Opportunities for play, exercise and unfolding activities			10 - Dimensioned at the human scale			11 - Opportunities to enjoy the positive aspects of climate			12 - Aesthetic qualities and positive sensory experience			What are you doing here today? Necessary / optional / recreational activity?			What is this place lacking?																				
<p>also included. Opportunities to participate in a variety of activities and experience the surroundings rest on how city space is designed to facilitate all as stand and sit where it feels good and natural.</p>									<p>ENJOYMENT - Enjoyment covers the human scale, enjoying the positive aspects of the climate and the sensory experience of the place, including design and the quality of materials used. It is vital to create city spaces on a human scale, with fine details, good materials and good street furniture.</p>																																
<p>It's a practical not an attractive street this [the High Street]. It needs flowers, window boxes, hanging baskets, make it more attractive. ... The shops and amenities are good along this street. There's everything you need.</p>									<p>Noise and litter are the biggest threats here. ... It's the volume of the traffic here that's the issue - too much of it and sometimes too loud.</p>									<p>It's a practical not an attractive street this [the High Street]. It needs flowers, window boxes, hanging baskets, make it more attractive.</p>									<p>Noise and litter are the biggest threats here. ... I'm old and unsteady on my feet - the paving surface isn't great - especially near the junction. ... It's a practical not an attractive street this [the High Street]. It needs flowers, window boxes, hanging baskets, make it more attractive. ... There's too much litter here.</p>									<p>Paul - walking the dogs. Woman - going to the gym. Woman - going to the beauty salon and hairdressers.</p>			<p>It needs flowers, window boxes, hanging baskets, make it more attractive. ... Reduce the litter. ... More pedestrian crossing points.</p>		
																		<p>Older lady - going to the shops.</p>									<p>Traffic is too much. It should be reduced.</p>														
									<p>You often meet people you know in the street. ... There's a real community spirit here.</p>									<p>It's nice when the sun is out, but there's lots of [inside] facilities like places to play for the kiddies so weather doesn't matter too much.</p>									<p>It can be difficult for the children to cross the High Street on their own - so kids tend to stay one side of the street or the other. It's okay to walk through here, but there aren't enough signalised crossings.</p>									<p>Mary - I'm visiting my sister. Liz - walking to the swimming pool.</p>			<p>More signalised crossings on the High Street. ... Tidy up the shop fronts - they look messy and unorganised. ... More trees on the High Street.</p>		
<p>I like the variety of shops.</p>																											<p>Sam - going to the Coop shop. Johanna - walking to work.</p>									<p>Bins are lacking here. Litter is everywhere. ... More casual seating opportunities are needed here. ... No cars here would be good. Better cycle facilities. More pedestrians feeling they can come through here.</p>					
<p>There's not much to do here in bad weather. ... I like the beach here.</p>									<p>There's a good community here.</p>																		<p>I'd spend more time outside here in summer. There's not much to do in bad weather. ... I might spend time on a bench here in summer.</p>									<p>Man (anon) - shopkeeper at work. Anon - catching the bus.</p>			<p>Knock it all down! Start again with less cars. ... More shops of interest. It's a beach town. ... More shelter. ... Less cars!</p>		
<p>I like walking along the beach near here. ... I like the beautiful scenery at Portobello.</p>																											<p>Yes the weather does impact how I use the public space here - sometimes I get to relax and sit outside here if it's sunny. ... I'd spend more time outside here if it was warm and sunny!</p>									<p>Jan - waiting for the bus. Anon - walking the dog.</p>			<p>Improve the town centre. More exciting, more colour, more things to do.</p>		
<p>I like the shops round here, but just for mundane everyday things. ... I like the beach near here. ... Beach is amazing, housing is high quality and high price. The town centre does not reflect this. It's drab and needs improving.</p>																																				<p>Anon - working. David - going home. Anon - going home.</p>			<p>Beach is amazing, housing is high quality and high price. The town centre does not reflect this. It's drab and needs improving.</p>		
<p>I like how quiet it is here. Yet Edinburgh centre is close.</p>									<p>I like how quiet it is here. Yet Edinburgh centre is close.</p>																											<p>Adele - working.</p>			<p>Glass recycling.</p>		
<p>Researchers observed that the businesses, cafes and shops particularly on the South/West side of the street (opposite to researchers location) were particularly busy, with people frequently stopping to look in windows, despite the obstruction this could cause on the narrow pavement. Widening the pavement would better enable this existing public life to flourish and not be restricted by narrow pavements reducing the time spent window shopping.</p>									<p>Researchers noted a great deal of activity around the barber shop on the opposite (West) side of the street. This seems to be a focal point for conversations and public life.</p>																														<p>Additional pedestrian crossings and a more pedestrian priority environment. Better facilitate conversations between locals meeting in the street (sheltered spots, seating, wide pavements, quieter from traffic).</p>		
<p>Many users interviewed stated they felt the town centre along the High Street is currently 'drab' and unattractive. Users mentioned that shops provided some interest, but that generally they consider the beach and promenade as the key attractive vistas in Portobello rather than the shops on the High Street or views from this location. Researchers observed that the businesses, cafes and shops particularly on the South/West side of the street (opposite to researchers location) were particularly busy, with people frequently stopping to look in windows, despite the obstruction this could cause on the narrow pavement. Widening the pavement would better enable this existing public life to flourish and not be restricted by narrow pavements reducing the time spent window shopping. Researchers also noted that several of the nearby minor roads to the North/East of the High Street have attractive views to the beach which could be enhanced (and pedestrian access improved) by reducing numbers of parked cars (particularly up the hill toward the junctions with the High St) currently partially obstructing or detracting from these views and causing pedestrians to walk on the road due to narrow pavements parked on by cars.</p>									<p>Users interviewed mostly referred to Portobello and the High Street as quiet, and that this, in combination with a community spirit and atmosphere of people knowing each other (and stopping in the street for conversations) were reasons the Portobello town centre and nearby area was attractive to them. A smaller number of users mentioned the traffic volumes on the High Street as the cause of noise that would impede conversations. Researchers also noticed this community atmosphere with people recognising one another in the street, and in particular noted a great deal of activity around the barber shop on the opposite (South/West) side of the street. This seems to be a focal point for conversations and chance encounters.</p>									<p>Users interviewed highlighted that users feel the High Street environment is designed at the vehicular scale, with priority given to cars and parking spaces over pedestrian environment. Users highlighted problems crossing the road, particularly for children and older adults, and that more signalised crossings were needed. Other users commented that they liked the shops here which add interest at the human scale, however they describe these as for errands rather than optional or recreational 'spending time' activities along the High Street, stating "It's a practical not an attractive street this [the High Street]". Users mentioned a desire for more human scale interest including trees, planting, window boxes, a reduction in parking and more things to see and do. Researchers observed the pavement on the West/South side of the street is very narrow at this location with several pinch points which restrict users from appreciating various features of interest such as the shops and views to the sea.</p>									<p>Researchers noted, and user interviews supported, a general impression that this section of the High Street is focused on car priority and parking. Whilst there are wider pavements on the North/East side of the street, the South/West side of the street is narrower with pinch points. Connectivity between the two sides of the street is poor due to high traffic volumes, parking on both sides of the street and a limited number of signalised crossings. Users feel this street is 'drab' and practical rather than an attractive place to linger. Improvements such as enhancing and highlighting views to the sea from the High Street at minor road junctions to the North/East, additional crossings and pedestrian build-outs to narrow the carriageway, increased formal and informal seating opportunities taking advantage of 'left over' scraps of land at corners, decreased parking and improved pavement widths at narrow points as well as increased trees and planting would help enhance the public realm.</p>														



# USER INTERVIEWS:

## LOCATION E | PORTOBELLO HIGH ST AT BELLFIELD ST

PORTOBELLO			PROTECTION - How to minimize unpleasant experiences. It expresses our need to be kept safe from accident, insecurity and discomfort.	COMFORT - the quality of walking and staying in a place. It involves walking, standing and sitting as well as the possibility for seeing, hearing and talking. Playing and unwinding are basic human activities under good conditions. Pedestrians need to move freely, as well as				
Key Location	Date	Time	1 - Feeling safe - protection against traffic and accidents	2 - Feeling secure - protection against crime and violence	3 - Climate and pollution - protection against unpleasant sensory experiences	4 - Opportunities to Walk	5 - Opportunities to stand/sit	6 - Opportunities to sit
E	13.02.2016	08.00	Traffic is a big problem. Especially parked cars near the junction at the lights - it gets very narrow with parked cars both sides of the road and buses trying to get through. ... Parking is bad for disabled people here. There are no spaces left for them.	9 out of 10 safe. It feels very safe. I've never seen anything happen. ... I do worry about crime at night - there's no police presence. Crime at night is the biggest threat here, and poor quality paving materials.	The bus shelters are really bad - they have a really gappy design that makes it cold and windy. They face the wrong way - obstructing the pavement and buses splash pedestrians as they go past.	It's nice to sit at cafes and walk around down Bath St to the beach. If it's rainy I drive to the shops, if it's sunny I walk ... Crime at night is the biggest threat here, and poor quality paving materials. ... It's okay to walk here. Though bus stops face the wrong way - obstructing the pavement and buses splash pedestrians as they go past. The bus shelters are really bad - they have a really gappy design that makes it cold and windy.	I'd spend time here, but only during the day. ... I come here to go to the shops, that's it.	It's nice to sit at cafes and walk around down Bath St to the beach. ... In summer I might sit outside the bank at the junction, but that whole area should be done up. It needs more seating and a bigger variety of seating so people can spend more time outside.
E	13.02.2016	12.00						
E	13.02.2016	15.00	The traffic is busy. It's a busy junction (at Brighton Place). It's hard to cycle through and turn direction. It doesn't feel safe. And the cobbles need to be relaid on Brighton Place. ... It needs better routes for bikes and people walking.	8 out of 10 safe. I don't worry much about crime here. I've not seen anything.		It can be a bit narrow to walk through in places along here.	I'd spend time at the shore, not at the High Street. ... 7 out of 10 as a place to spend time outside. But that's because of the proximity to the sea front. ... It needs more cafes and places to spend time outside here.	I'd sit out on the prom, not here.
E	13.02.2016	17.00						
E	13.02.2016	19.00						
E	16.02.2016	08.00	Traffic is the biggest nuisance here. It would be better if there was less traffic.	8 out of 10 safe. I don't worry about crime here. ... 10 out of 10 safe. I don't worry about crime.	I walk the dog along the waterfront when the weather is good. When its bad I stick to more sheltered parks. ... The weather affects the way I dress - I don't have a choice about spending time outside - I don't have a car so I take the bus.	I walk the dog along the waterfront when the weather is good. When its bad I stick to more sheltered parks. ... Yes, its okay to walk through here. I like how open and spacious it feels here. The trees and the nice buildings set back from the road.	I don't really spend time here. Just come through this way to get to work. 3 out of 10 as a place to spend time. There's no reason to stay here. ... I like this stretch of the High Street, especially the antiques shop.	If the weather was really nice I might use the bench here. Otherwise I wouldn't spend time here.
E	16.02.2016	12.00	7 out of 10 safe. Sometimes the cars can come through really fast. You don't feel safe. ... Traffic and a lack of shelter are the biggest issues here. ... Traffic is okay but it could be less.	I don't worry about crime here. 8 out of 10 safe. ... 7 out of 10 safe. I don't worry about crime.	I might rest on the bench here, but it would depend on the weather. ... I don't often linger here so the weather doesn't affect me too much. ... Traffic and a lack of shelter are the biggest issues here. ... 6 out of 10 as a place to spend time. The weather can be quite wild here, especially in the winter. ... There's no shelter down here - the High Street acts as a wind tunnel sometimes.	It's okay to walk through. Though I don't walk on the other side of the road (South/West side) because of the poor pavement surface. It makes it hard to walk.	I wouldn't spend time here. It's too exposed. 3 out of 10 as a place to spend time outdoors. ... I don't often linger here so the weather doesn't affect me too much.	I might rest on the bench here, but it would depend on the weather.
E	16.02.2016	15.00	Lack of shelter and proximity to the road are the biggest threats here. The cars come through quite fast and close to the pavement.	I don't worry about crime here. 8 out of 10 safe. ... 7 out of 10 safe. I don't worry about crime.	I wouldn't come outside in bad weather. I don't feel safe here when its windy. The wind has blown me off my feet here before. 8 out of 10 safe. ... Weather doesn't impact how I use the space here.	I don't like the amount of traffic here. That puts me off walking through this way. The lights are green for too short a time as well. It's not enough time for me to cross the road.	I come to look around the charity shops once a week. ... I wouldn't spend time here in the evenings. This was true on both weekend and weekday research slots. 2 out of 10 as a place to spend time outdoors.	I wouldn't sit outside here. I'd go down to the promenade. I might sit outside here but it would depend on the weather.
E	16.02.2016	17.00	The traffic comes quite close to the pavement - 7 out of 10 safe. ... Traffic is the biggest threat here. It's too busy. Too fast.	I don't worry about crime here.			I wouldn't spend time here. I just walk home this way. ... I wouldn't spend time here. It's too close to the road. 1 out of 10 as a place to spend time outdoors. ... 2 out of 10 as a place to spend time outdoors - it's too close to the road and too noisy.	I probably wouldn't sit outside here. ... No, I wouldn't sit outside here. I'd go down to the beach instead.
E	16.02.2016	19.00						
RESEARCH DIARY OBSERVATIONS					Researchers observed many people jaywalking across the road inbetween cars rather than waiting for the lights. Researchers noted that this location was significantly quieter in terms of footfall than other town centre locations. Small numbers of pedestrians were observed, though these never reached high levels. Researchers observed a wedding group moving from the Church on the South/West side of the street toward the town centre. This larger group struggled to walk whilst talking to one another down the narrow pavement, frequently stepping into the road or transitioning to single file to pass other pedestrians. Researchers also noted that Bellfield Avenue is a popular route from the High Street to the baths on foot by users.	Researchers noted that shops and the other active frontages along the High Street predominantly close from 5pm, resulting in a quiet public realm with less reasons to stand and stay or spend time here in the evenings. This was true on both weekend and weekday research slots. At these quieter periods after 5pm when shops are closed the footfall on both sides of the street was approximately equal, whereas during shops' open hours (until 5pm) the North/East side of the road is favoured which has more active frontages and interest for passers by. Researchers did notice a number of people waiting on this corner at the junction of Portobello High Street and Bellfield Avenue at the phone box. These users were waiting for lifts from family and friends or meeting taxis. The phone box and this corner seem to be a local meeting place and landmark used to meet people. Researchers also noted that the antiques shop on the corner of Bellfield Avenue and the High Street generates a large amount of interest from those stopping to look in the windows. This highlights the importance of active frontages and local shops/cafes in generating public life, even at quiet locations with low footfall.	Researchers noted that the bench on the corner of Bellfield Avenue was quite exposed to wind from the sea which frequently blew litter around adjacent to it.	
KEY TRENDS			User interviews highlighted that traffic is considered a major threat at this location and throughout the Portobello town centre. Users mentioned a lack of parking spaces designated for disabled badge holders and that the junction of the High Street and Bath St/Brighton Place as a particular trouble spot with frequent congestion, too many parked cars and difficult crossings for pedestrians. They also highlighted traffic at this location (end of Bellfield Avenue) as a problem, with some users considering cars drove too fast and too close to the pavement, putting them at risk as pedestrians. Others mentioned traffic noise as an issue, though this was seen as less of a problem.	Most users interviewed stated they did not worry about crime at all at this location. Reasons given included that they knew people locally. However, a smaller number of users mentioned feeling fearful at night due to a lack of police presence (as well as fewer pedestrians on the street). Generally however, crime is not seen as a threat by users, who instead cited a lack of shelter from the elements and traffic as more serious problems.	Users interviewed highlighted a lack of shelter as a key concern at this location. Users mentioned issues as including poorly designed bus stops - "facing the wrong way" creating a pavement pinch point and with "a gappy design" that causes those waiting to get cold due to wind and soaked by passing buses, and that the High Street currently acts as a wind tunnel, concerns they will be knocked over by strong winds, and a lack of protection from rain and wind, with the overall result that many users stated they would not go outside or along this route in poor weather, instead staying at home or choosing to drive. Other users said that the weather would not affect how they use the public realm here - mainly as they were engaged in necessary activities that needed to take place regardless of weather conditions. Other users said they would engage in some staying activities such as sitting on the bench at this location, but only in favourable weather conditions.	Users interviewed mostly felt the area was okay to walk through, with some commenting this North/East side of the street feels open and spacious at this point. However, some users raised issues with the nearby pedestrian crossing, which they felt had short green man crossing times that did not allow enough time for them to safely cross the road. Other users mentioned that the railings at the pedestrian crossing should go as they serve no purpose and obstruct pedestrian movements. Some users also commented that they would deliberately choose to walk on the North/East side of the road as this had better quality surfaces that made it easier to walk on for those unsteady on their feet. Researchers observed many people jaywalking across the road inbetween cars rather than waiting for the lights. Researchers noted that this location was significantly quieter in terms of footfall than other town centre locations. Small numbers of pedestrians were observed, though these never reached high footfall levels. Researchers observed a wedding group moving from the Church on the South/West side of the street toward the town centre. This larger group struggled to walk whilst talking to one another down the narrow pavement, frequently stepping into the road or transitioning to single file to pass other pedestrians. Researchers also noted that Bellfield Avenue is a popular route from the High Street to the baths on foot by users.	User interviews revealed that most users do not see this location as a place to spend time or engage in staying activities. Many users spoke of the sea front and promenade as the place they would instead choose to spend time. However, a smaller number of users interviewed did state that they would sometimes spend time at this location to window shop at the antiques shop or dip into charity shops. Aside from these users, most seemed to see this location as part of a movement route down the High Street toward the town centre, or down Bellfield Avenue toward the baths rather than a place to spend time, citing reasons such as its exposed position and a lack of interest here. Researchers noted that shops and the other active frontages along the High Street predominantly close from 5pm, resulting in a quiet public realm with less reasons to stand and stay or spend time outside the bank at the junction of the High Street and Brighton Place need more seating - both informal and formal. Researchers noted that the bench on the corner of Bellfield Avenue was quite exposed to wind from the sea which frequently blew litter around adjacent to it. Whilst there is one bench here - which is used by those needing to stop and rest year-round on their way to run necessary errands, there is the potential to better shelter this from the elements or increase the range and type of seating, building on the interesting shop on the corner of Bellfield Avenue and the High Street generates a large amount of interest from those stopping to look in the windows. This highlights the importance of active frontages and local shops/cafes in generating public life, even at quiet locations with low footfall.	Users interviewed mostly expressed that they would not currently spend time sitting at this location, despite the bench, due either to the current Winter weather or because they would rather spend time sitting along the promenade. Some users expressed that they would sit at the bench here in summer or at all times of year when in need of a place to sit and rest en route elsewhere. One user suggested that both this location and the pavement area outside the bank at the junction of the High St and Brighton Place need more seating - both informal and formal. Researchers noted that the bench on the corner of Bellfield Avenue was quite exposed to wind from the sea which frequently blew litter around adjacent to it. Whilst there is one bench here - which is used by those needing to stop and rest year-round on their way to run necessary errands, there is the potential to better shelter this from the elements or increase the range and type of seating, building on the interesting shop on the corner of Bellfield Avenue and the High Street generates a large amount of interest from those stopping to look in the windows. This highlights the importance of active frontages and local shops/cafes in generating public life, even at quiet locations with low footfall.

<p>also included. Opportunities to participate in a variety of activities and experience the surroundings rest on how city space is designed to facilitate all as stand and sit where it feels good and natural.</p>				<p>ENJOYMENT - Enjoyment covers the human scale, enjoying the positive aspects of the climate and the sensory experience of the place, including design and the quality of materials used. It is vital to create city spaces on a human scale, with fine details, good materials and good street furniture.</p>				
7 - Opportunities to see	8 - Opportunities to talk and listen	9 - Opportunities for play, exercise and unfolding activities	10 - Dimensioned at the human scale	11 - Opportunities to enjoy the positive aspects of climate	12 - Aesthetic qualities and positive sensory experience	What are you doing here today? Necessary / optional / recreational activity?	What is this place lacking?	
					The bus shelters are really bad - they have a really gappy design that makes it cold and windy.	Anon - going to the hairdresser. Anon - going to the shops (I live to the South where there are no shops).	More variety of shops. Its all hairdressers and charity shops ... The whole street needs a revamp, but Council will never spend money here - its too out of town for them. ... Greater mix of shops. And no parking on both sides of the road. Restrict parking.	
7 out of 10 as a place to spend time outside. But that's because of the proximity to the sea front. ... The shore and the promenade are the key scenic things here - and the route to Leith.						Anon - visiting a friend.	It needs better routes for bikes and people walking. ... It needs more cafes and places to spend time outside here.	
I like how open and spacious it feels here. The trees and the nice buildings set back from the road.			I like how open and spacious it feels here. The trees and the nice buildings set back from the road.	If the weather was really nice I might use the bench here. Otherwise I wouldn't spend time here. 5 out of 10 as a place to spend time.	I like how open and spacious it feels here. The trees and the nice buildings set back from the road.	Maria - going to work. Duncan - walking the dog.	I don't think this part of the High Street needs changing [other parts do]. ... It would be good to remove the railings at the pedestrian crossing.	
I like the trees and the antiques shop. I often window shop there. ... I like the view of the church from here [St Marks]. ... I like how close it is to the sea and the openness.	I know lots of people locally. ... I like that I know lots of people here. The community atmosphere.	I know lots of people locally. ... I like that I know lots of people here. The community atmosphere.	I like the trees and the antiques shop. I often window shop there.	I don't often linger here so the weather doesn't affect me too much. ... I enjoy going out for walks round here in the summer.		Linda - going shopping at Sainsburys. Nancy - going to the baths.	Colour! More vibrant. More trees and other plants. ... Better parking [for older/disabled people].	
I come to look around the charity shops once a week.	I wouldn't spend time outside here - it's too exposed and too noisy.					Rosa - going home. Hugh - visiting a friend.	More shelter. ... More shelter and less cars.	
	It's too close to the road here and too noisy.					Alexandra - going home. Roy - walking the dog.	Colour. Interest. Shelter. Slower cars. Less traffic. Longer pedestrian crossing times.	
Researchers noted good views to the sea from the top of Bellfield Avenue where this meets the High Street. These views could be further maximised through addition of more seating to help promote public life and staying activities outside.			Researchers noted that the North/East side of the road has more active frontages than the South/West side, and this may be the reason this side of the road is more active and busy with pedestrians.		Researchers noted the positive impact of the phone box at this location - driving interest from those passing and acting as a local landmark.		Reduce parking (especially near junction, but also along High St), but ensure parking that remains includes more disabled parking bays.	
Users commented on multiple good views and vistas from this location. These included the views to the sea and promenade, St Marks church, the antiques shop, and attractive aesthetic surroundings including a greater number of trees than other parts of the town centre, an open and spacious setting, and houses set back from the road. Researchers also noted good views to the sea from the top of Bellfield Avenue where this meets the High Street. These views could be further maximised through addition of more seating to help promote public life and staying activities outside.	Users interviewed highlighted that they like this location and Portobello as a whole for its community spirit and atmosphere, and that they know many people locally. However, some users expressed that they would not choose to engage in conversations or spend time at this location due to its exposure to the elements combined with noise from the traffic. By introducing more trees and planting to offer some shelter from rain and poor weather, and a decrease in car speeds to 20mph to reduce traffic noise this location could be improved as a place for conversations.	Users did not mention any opportunities for play, exercise or unfolding activities at this location. However, users did mention that they appreciate the community atmosphere at this location and throughout Portobello and that they know most people locally. This is important as this kind of social capital help enable chance meetings in the street and conversations in public space as a result. Researchers also did not note any play or exercise related activities, except one jogger and one boy playing on a scooter.	User interviews showed that people appreciate the increase in trees, attractive buildings set back from the road and space to window shop at businesses such as the antiques shop on the corner here. These elements assist in creating a human scale - a place where people have room to move comfortably and human scale sensory interest, but not at a scale too large either. This highlights that whilst traffic is still seen as a large problem at this location, there are also some attractive human scale features which make the environment more pleasant to spend time in. Researchers noted that the North/East side of the road has more active frontages than the South/West side, and this may be the reason this side of the road is more active and busy with pedestrians in addition to its improved material quality and even surface for those unsteady on their feet.	Users interviewed mentioned that they might spend time sat on the bench at this location or going for walks as part of a longer route around Portobello. However, users also highlighted that there were other locations which they might prefer to spend time during favourable weather - primarily the promenade and beach. This reinforces other user interviews and research findings that the promenade and beach is seen as the primary destination to spend time in the area, with the High Street seen as more of a movement route and less likely to be a place users stop and spend time, even in favourable weather.	Users interviewed expressed a mix of positive and negative responses in regard to aesthetic quality and sensory experience. Whilst this location was seen by some as exposed and windy, others saw the open and spacious character as a positive, giving more breathing space for pedestrians on the corner in particular. Others felt there were particular aspects of the street design which caused problems. These include the nearby bus stop which creates a pinch point as it has been positioned too close to a change in the building facade line and 'backwards' obstructing the pavement more than is needed and causing pedestrians to be splashed by passing buses and cars as they wait in the shelter. Other users commented on the pedestrian crossing which they would like to see the railings removed from and longer crossing times to allow those of all mobilities to cross safely. Researchers noted the positive impact of both the phone box and antiques shop at this location - driving interest from those passing and acting as a local landmark and reason for people to pause on their journey. Researchers commented that the phone box concept could be expanded upon in its boldness at this location and elsewhere nearby to increase the impact of both this art installation and potential for an arts trail that created more sensory interest at night.			

# DEMOGRAPHIC DATA

PORTOBELLO | DATA

PORTOBELLO			DEMOGRAPHIC COUNTS												
Key Location	Date	Time	0 - 10	11-18	19-25	26-35	36-45	46-54	55-65	65+	Male	Female	Additional Mobility Need	Other notes	
A	13.02.2016	08.00	0	0	0	0	7	4	0	5	3	10	8		
A	13.02.2016	12.00	11	7	10	10	16	7	6	5	31	40			
A	13.02.2016	15.00	1	3	4	10	11	11	11	5	31	25			
A	13.02.2016	17.00	0	2	8	8	6	5	7	5	20	21			
A	13.02.2016	19.00	1	1	4	2	3	0	0	0	6	5			
A	16.02.2016	08.00	2	1	3	5	7	3	1	0	14	7			
A	16.02.2016	12.00	9	15	5	9	4	10	12	9	28	33		1	
A	16.02.2016	15.00	6	3	5	6	4	6	7	8	15	24		3	
A	16.02.2016	17.00	3	10	2	8	4	2	5	1	16	12			
A	16.02.2016	19.00	2	3	5	2	5	2	3	2	21	9		1	
Key Location	Date	Time	0-10	11-18	19-25	26-35	36-45	46-54	55-65	65+	Male	Female	Additional Mobility Need	Other notes	
B	13.02.2016	08.00	0	2	7	9	6	5	0	4	22	11			
B	13.02.2016	12.00	6	5	9	11	10	7	12	13	35	39			
B	13.02.2016	15.00	5	3	14	43	14	21	5	15	57	58			
B	13.02.2016	17.00	4	4	14	11	9	10	3	6	35	26			
B	13.02.2016	19.00	0	12	6	15	5	6	1	5	25	25			
B	16.02.2016	08.00	4	0	2	10	12	6	7	2	21	18			
B	16.02.2016	12.00	5	3	5	7	9	6	7	7	15	33			
B	16.02.2016	15.00	12	5	1	4	6	5	9	10	18	23			
B	16.02.2016	17.00	5	12	1	2	5	5	3	4	15	17			
B	16.02.2016	19.00	0	6	0	2	3	2	3	1	6	11			
Key Location	Date	Time	0-10	11-18	19-25	26-35	36-45	46-54	55-65	65+	Male	Female	Additional Mobility Need	Other notes	
C	13.02.2016	08.00	0	1	2	1	0	2	0	3	3	4			
C	13.02.2016	12.00	5	3	7	10	6	5	6	8	19	27			
C	13.02.2016	15.00	6	0	0	10	7	7	5	7	13	21			
C	13.02.2016	17.00	0	1	1	6	9	8	4	1	11	19			
C	13.02.2016	19.00	0	3	1	4	5	2	1	3	9	8			
C	16.02.2016	08.00	1	0	3	5	4	6	2	3	11	13			
C	16.02.2016	12.00	6	3	9	11	12	12	11	6	30	34			
C	16.02.2016	15.00	30	1	24	28	26	10	9	11	34	49			
C	16.02.2016	17.00	6	3	9	3	4	6	2	1	16	22			
C	16.02.2016	19.00	0	4	4	7	4	4	1	2	12	13			

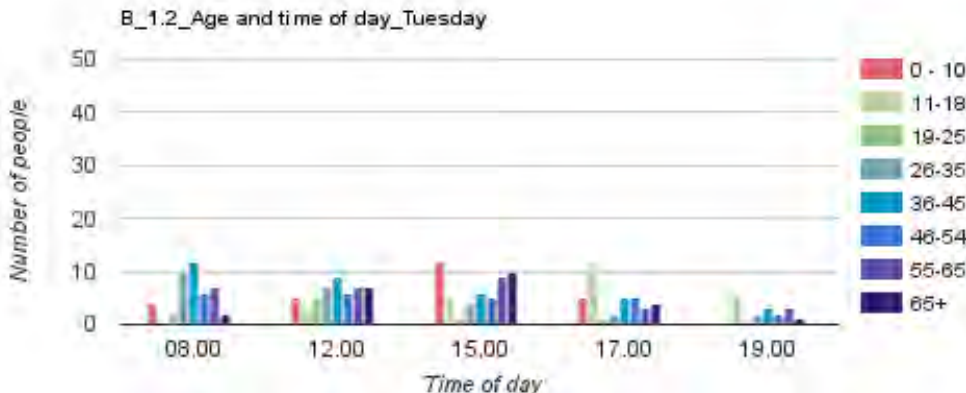
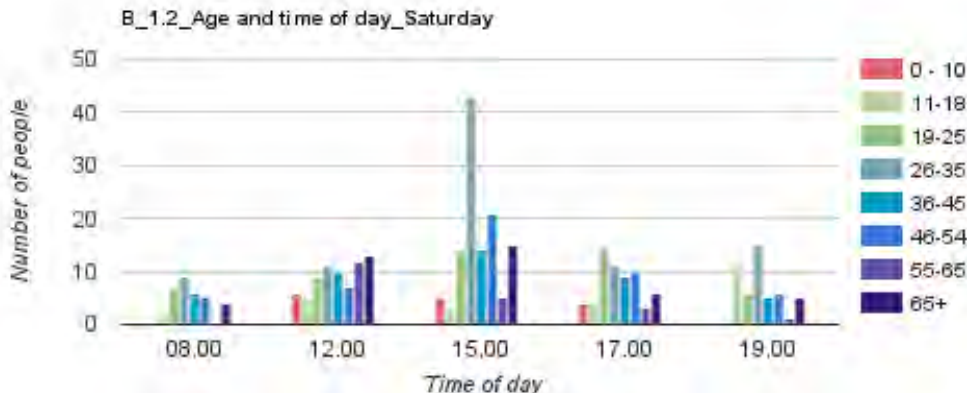
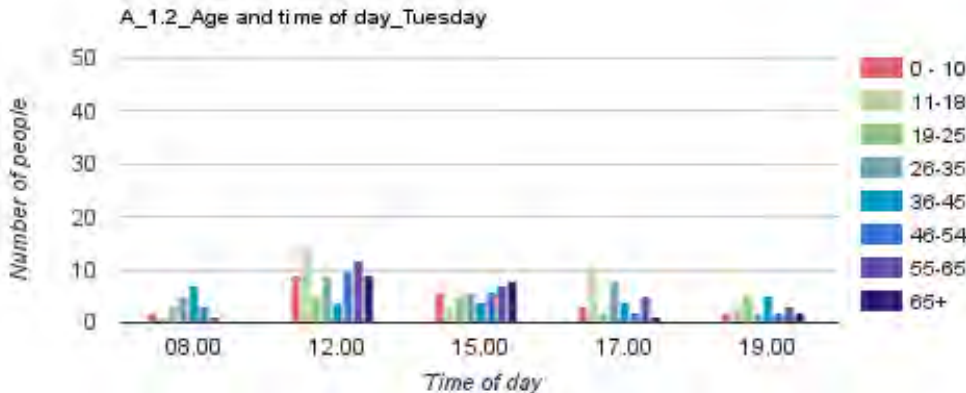
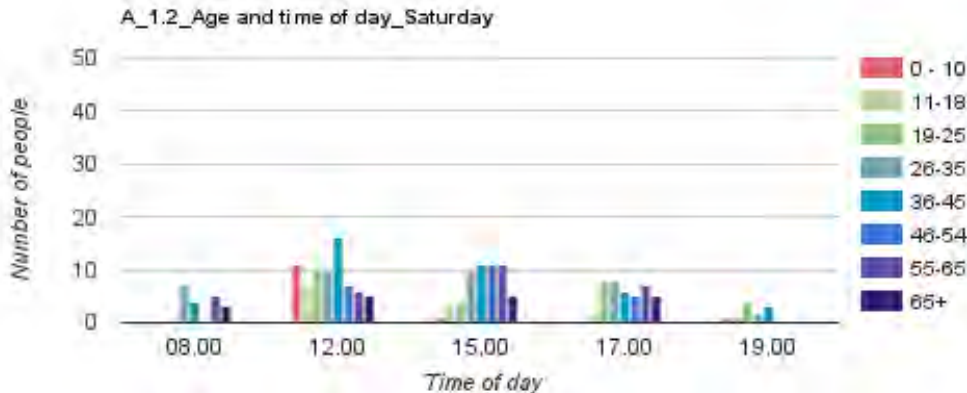


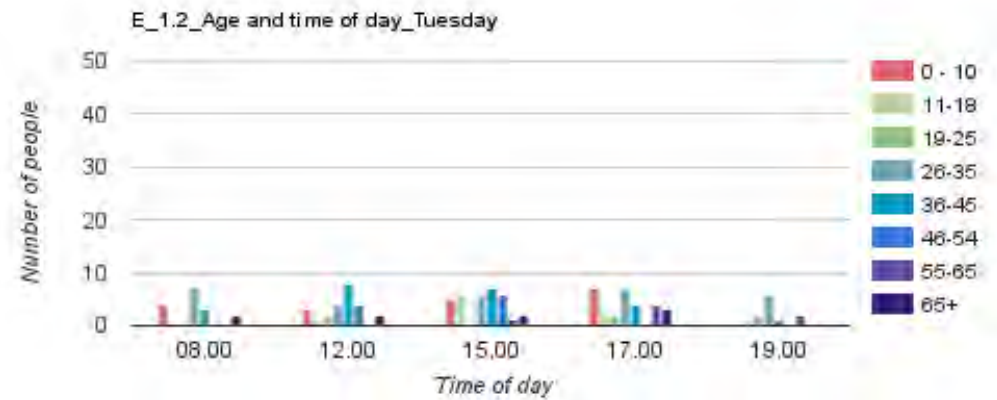
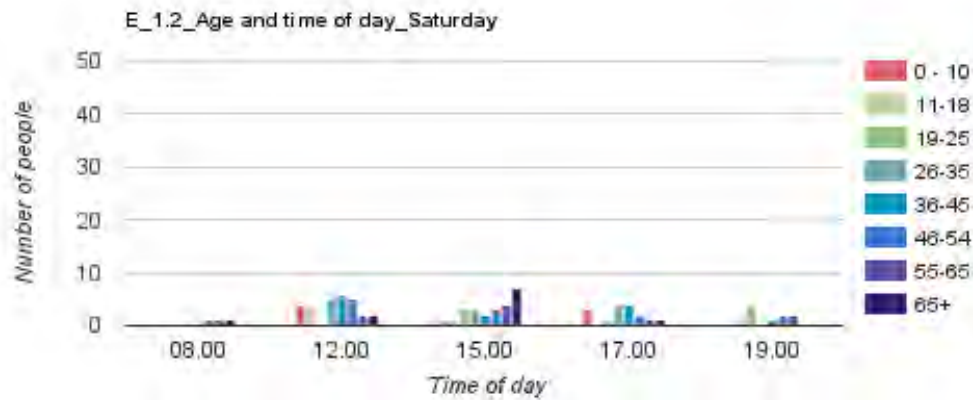
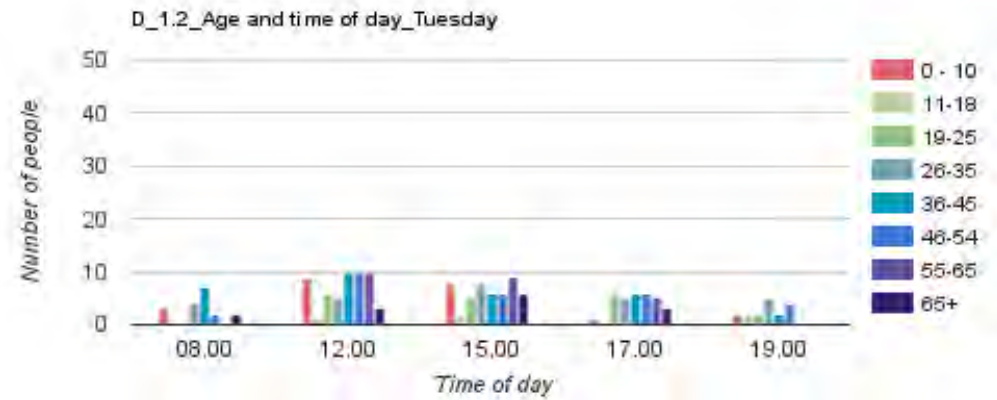
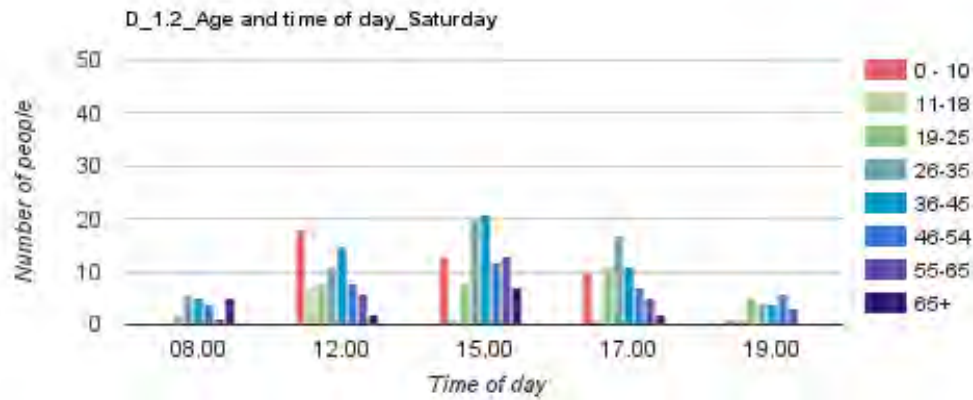
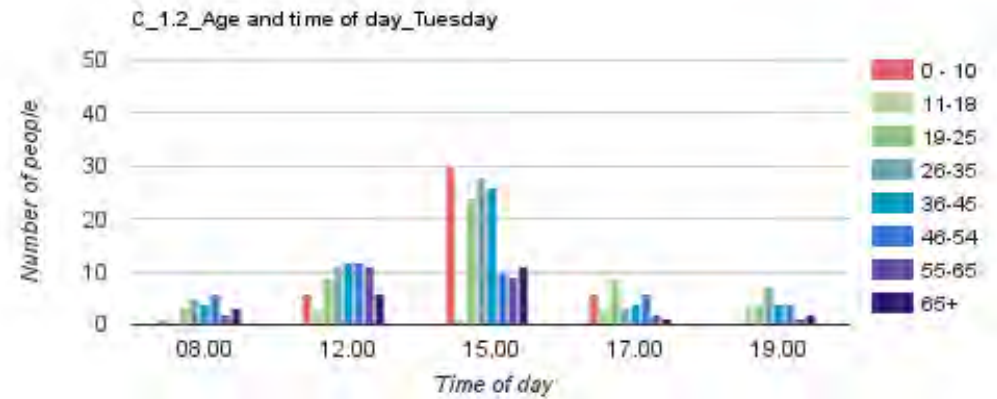
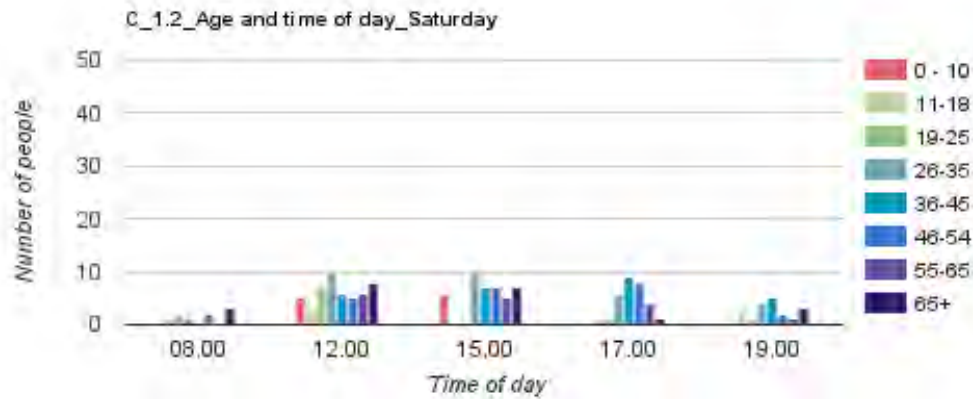
Key Location	Date	Time	0-10	11-18	19-25	26-35	36-45	46-54	55-65	65+	Male	Female	Additional Mobility Need	Other notes
D	13.02.2016	08.00	0	0	2	6	5	4	1	5	19	4		
D	13.02.2016	12.00	18	7	8	11	15	8	6	2	29	29		
D	13.02.2016	15.00	13	1	8	20	21	12	13	7	38	44		
D	13.02.2016	17.00	10	1	11	17	11	7	5	2	29	25		
D	13.02.2016	19.00	1	1	5	4	4	6	3	0	10	8		
D	16.02.2016	08.00	3	0	0	4	7	2	0	2	7	8		

Key Location	Date	Time	0-10	11-18	19-25	26-35	36-45	46-54	55-65	65+	Male	Female	Additional Mobility Need	Other notes
E	13.02.2016	08.00	0	0	0	0	0	1	1	1	2	1		
E	13.02.2016	12.00	4	4	0	5	6	5	2	2	7	16		
E	13.02.2016	15.00	1	1	3	3	2	3	4	7	11	12	1	
E	13.02.2016	17.00	3	0	1	4	4	2	1	1	4	5	1	
E	13.02.2016	19.00	0	2	4	0	1	2	2	0	7	3		
E	16.02.2016	08.00	4	0	0	7	3	0	0	2	8	8		
E	16.02.2016	12.00	3	1	2	4	8	4	0	2	12	12		
E	16.02.2016	15.00	5	6	0	6	7	6	1	2	17	18		
E	16.02.2016	17.00	7	3	2	7	4	0	4	3	17	13		
E	16.02.2016	19.00	0	1	2	6	1	0	2	0	6	6		

# DEMOGRAPHIC DATA

PORTOBELLO | GRAPHS | AGE AND TIME

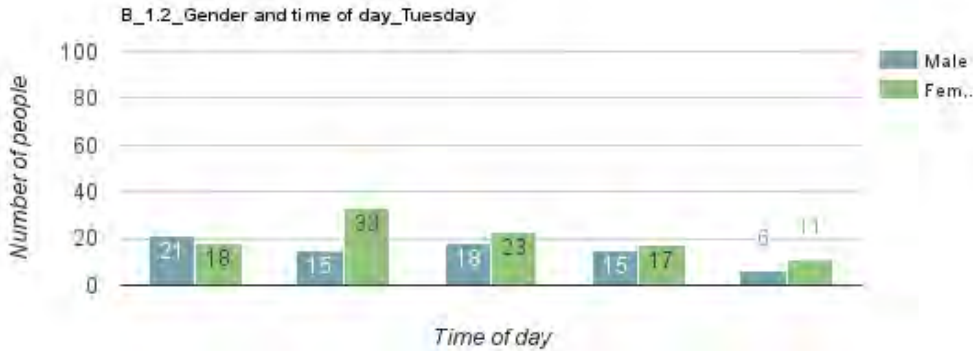
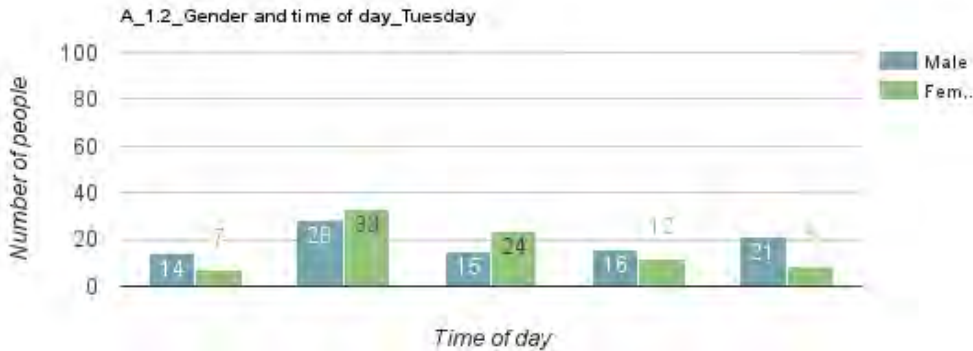
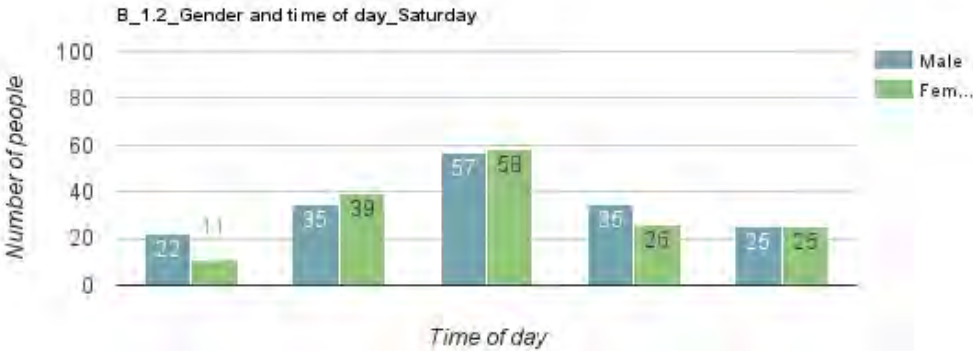


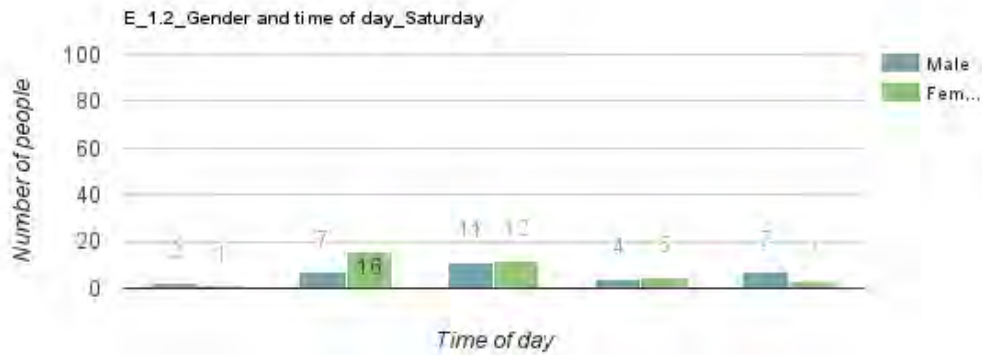
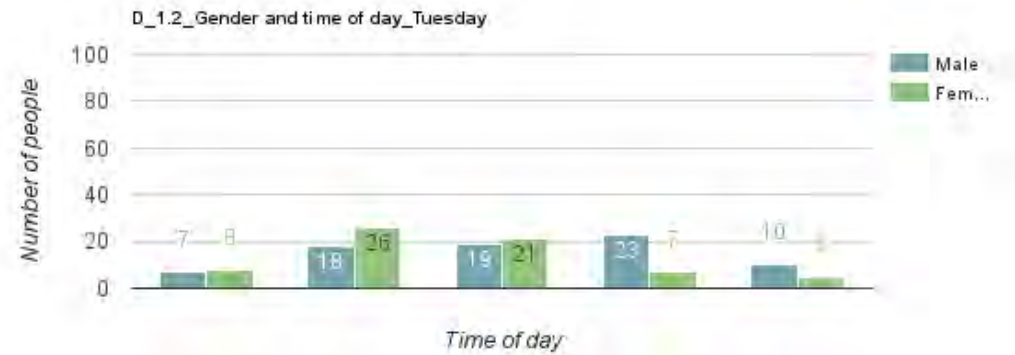
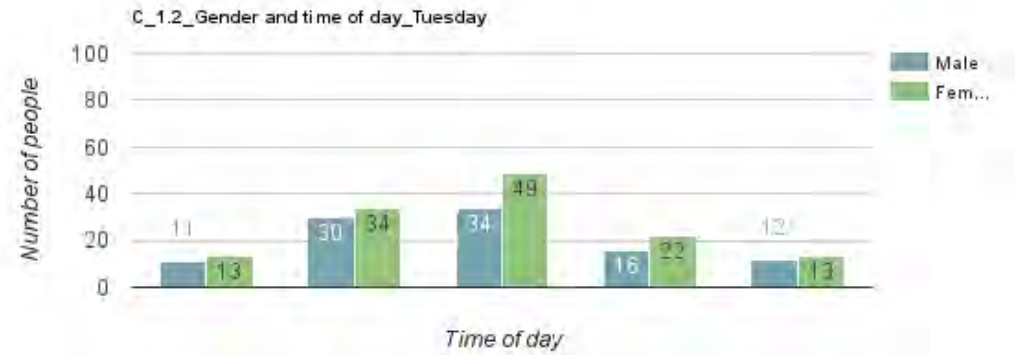
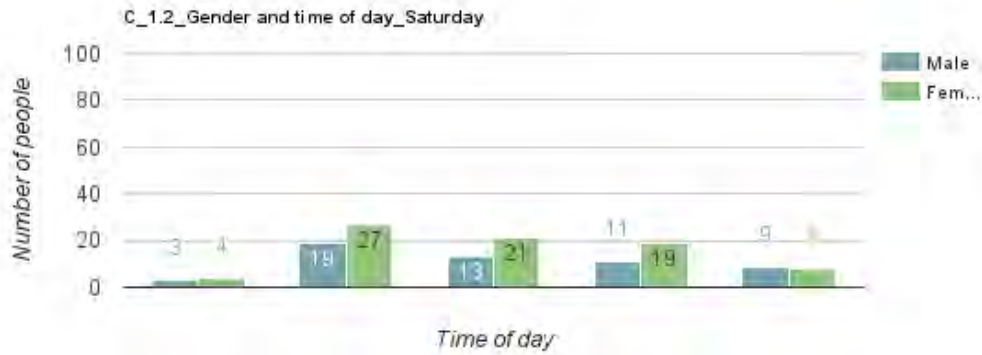




# DEMOGRAPHIC DATA

PORTOBELLO | GRAPHS | GENDER AND TIME





# PEDESTRIAN DATA

PORTOBELLO | DATA

PORTOBELLO			PEDESTRIAN COUNT			
Key Location	Date	Time	Walking	Standing	Sitting	Playing
A	13.02.2016	08.00	16	6		1
A	13.02.2016	12.00	40	6		
A	13.02.2016	15.00	48	10		
A	13.02.2016	17.00	27	4		
A	13.02.2016	19.00	11			
A	16.02.2016	08.00	19	19		
A	16.02.2016	12.00	26	29		
A	16.02.2016	15.00	31	29		
A	16.02.2016	17.00	16			
A	16.02.2016	19.00	5	7		
RESEARCH DIARY OBSERVATIONS						

Key Location	Date	Time	Walking	Standing	Sitting	Playing
B	13.02.2016	08.00	5			
B	13.02.2016	12.00	43	6		
B	13.02.2016	15.00	20	1		
B	13.02.2016	17.00	13	2		
B	13.02.2016	19.00	15	1		
B	16.02.2016	08.00	8			
B	16.02.2016	12.00	44			
B	16.02.2016	15.00	26			
B	16.02.2016	17.00	11			
B	16.02.2016	19.00	0			
RESEARCH DIARY OBSERVATIONS						



Key Location	Date	Time			
C	13.02.2016	08.00	0		
C	13.02.2016	12.00	4		
C	13.02.2016	15.00	10		
C	13.02.2016	17.00	4		
C	13.02.2016	19.00	3		
C	16.02.2016	08.00	8		
C	16.02.2016	12.00	13	1	
C	16.02.2016	15.00	13		
C	16.02.2016	17.00	10		
C	16.02.2016	19.00	4	2	
RESEARCH DIARY OBSERVATIONS					

Key Location	Date	Time			
D	13.02.2016	08.00	5		
D	13.02.2016	12.00	22		
D	13.02.2016	15.00	21	4	
D	13.02.2016	17.00	12	3	
D	13.02.2016	19.00	13		
D	16.02.2016	08.00	4		
D	16.02.2016	12.00	19		
D	16.02.2016	15.00	12		
D	16.02.2016	17.00	8		
D	16.02.2016	19.00	6		
RESEARCH DIARY OBSERVATIONS					

Key Location	Date	Time			
E	13.02.2016	08.00	3		
E	13.02.2016	12.00	38		
E	13.02.2016	15.00	21		
E	13.02.2016	17.00	22		
E	13.02.2016	19.00	9		
E	16.02.2016	08.00	17		
E	16.02.2016	12.00	16	1	
E	16.02.2016	15.00	20		
E	16.02.2016	17.00	17		
E	16.02.2016	19.00	6		
RESEARCH DIARY OBSERVATIONS					





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