Next step

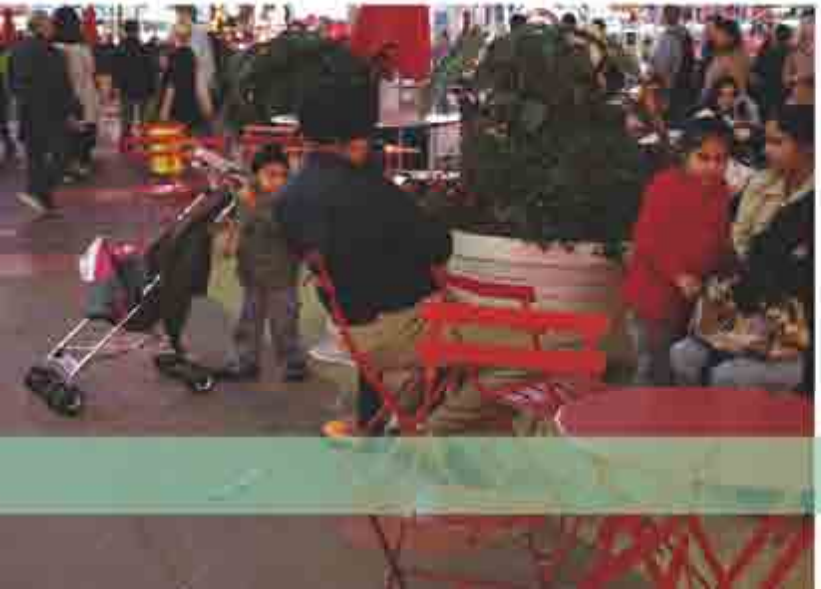
How do we put this into action?

Next step

Short term	**Medium term**	**Long term**
Testing	More testing + smaller permanent solutions	Bigger investments

Project process - an example

New York - Pilot projects



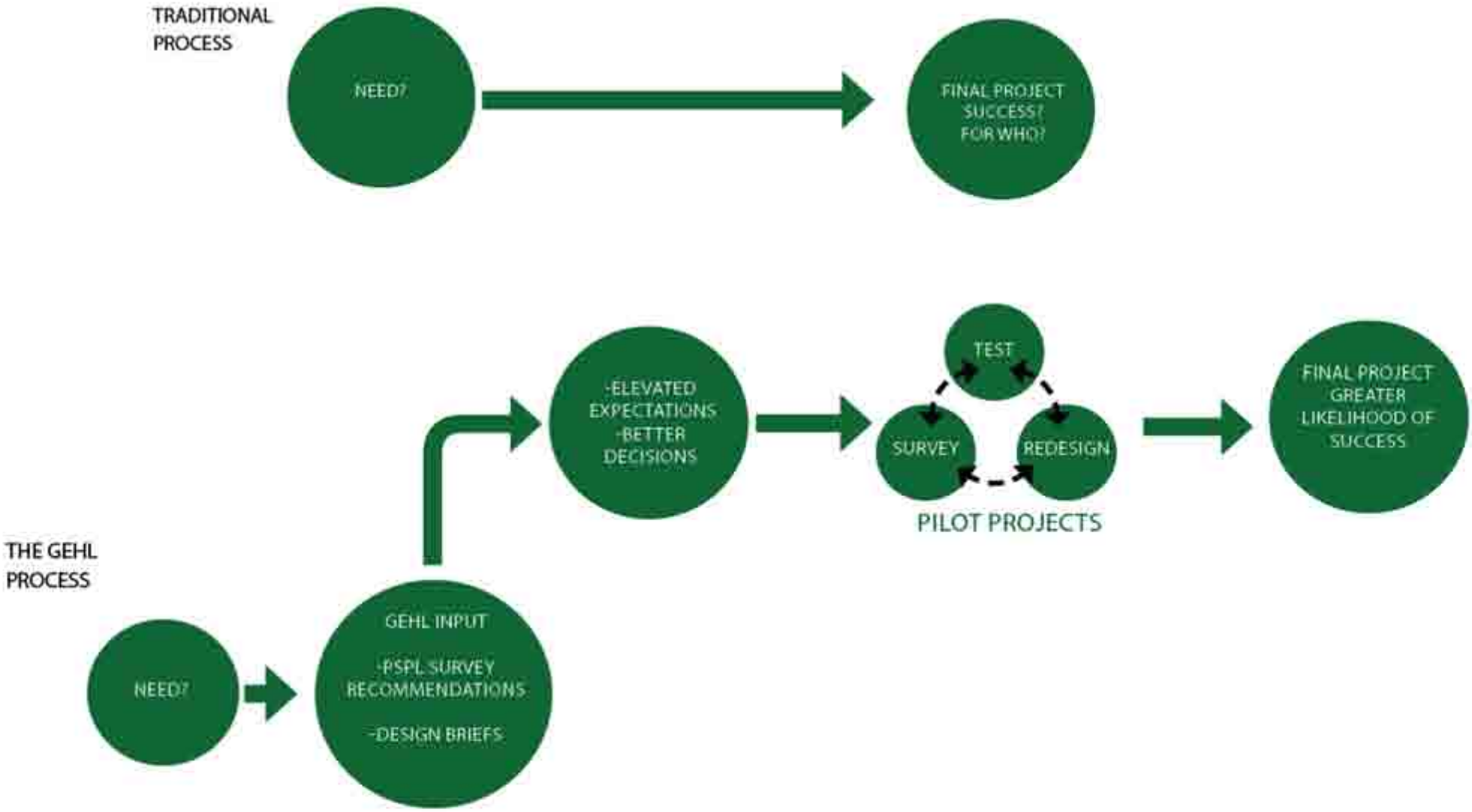
Tip of the iceberg

Pilot project
-highly visible
-implemented quickly
-affordable

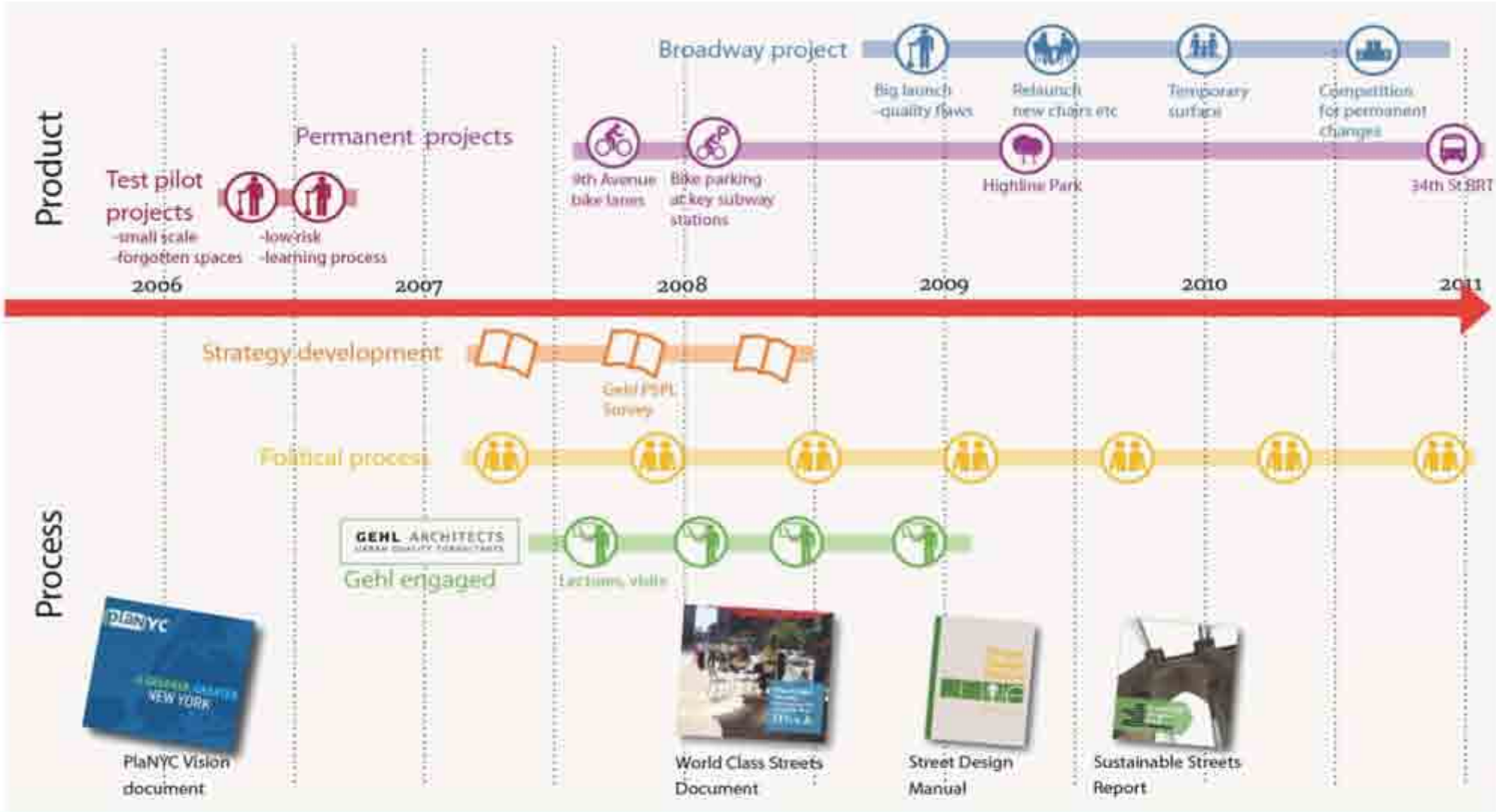
Tip of the iceberg
-there's more to a project
than meets the eye
Pilot project
(days/weeks)
Under the surface
(months/years)
-Political outreach
-Surveys
-Lectures
-Consensus
-Capacity building
...

Pilot projects

A means to a greater ends • Improving the process



Project process - an example
New York - Time line



DOT used in-house staff and resources to deliver the project.
Estimated cost $1.5 million

Columbus Circle - before

Columbus Circle - after

Columbus Circle - before

Columbus Circle - after

Herald Square - before

Herald Square - after

Herald Square - before

Herald Square - after

Times Square - before

Times Square - after

Times Square - before

Times Square - after

A place more accessible for all

Invitations to soak in the atmosphere

Opportunities to be alone together or meet and interact

Opportunities for fun and entertainment

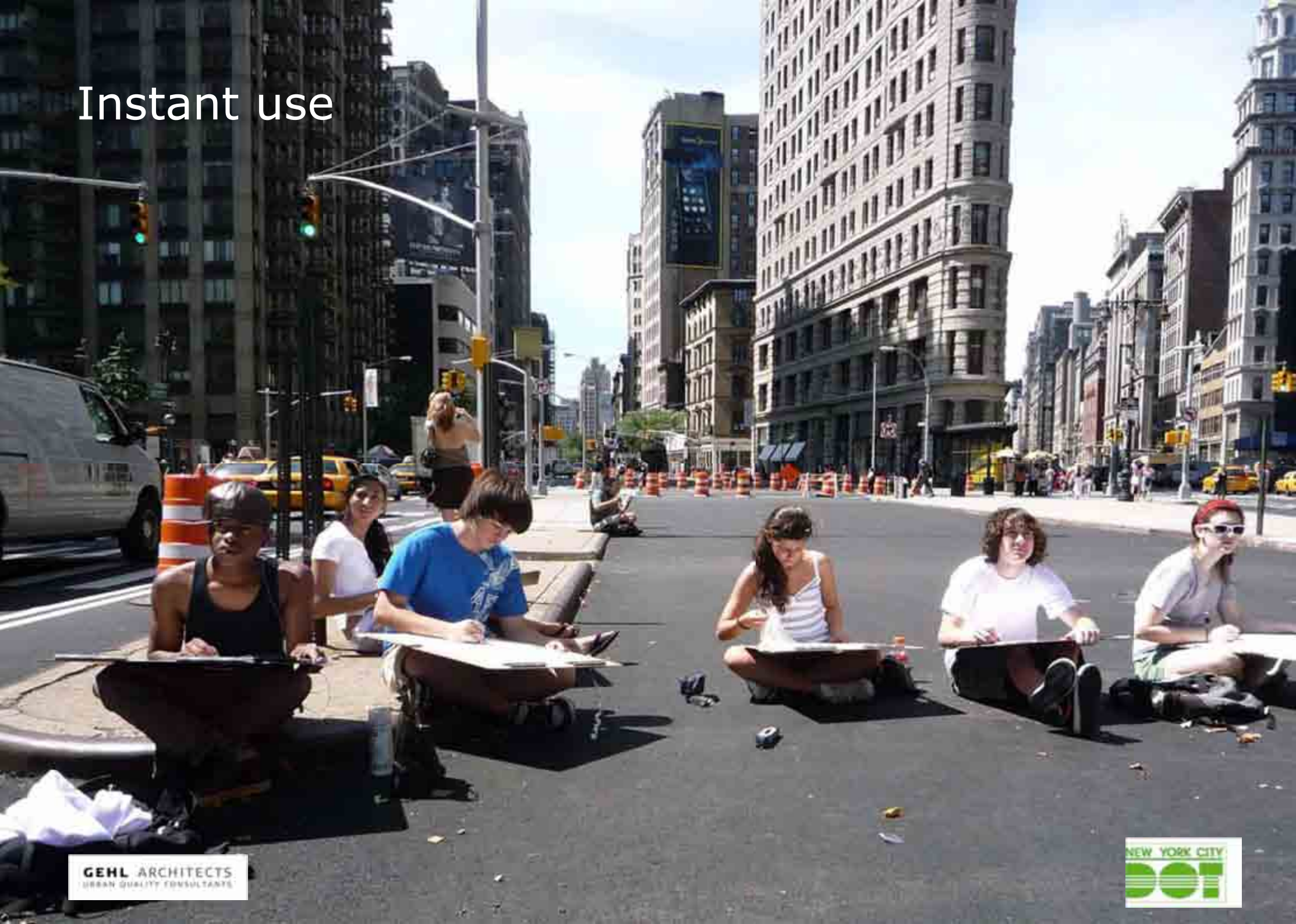
Inviting a new user group…

Times Square
- before

Times Square
- after

The number of pedestrians traveling along Broadway and 7th Avenue in Times Square increased by 11% and stationary activities have increased by 84%

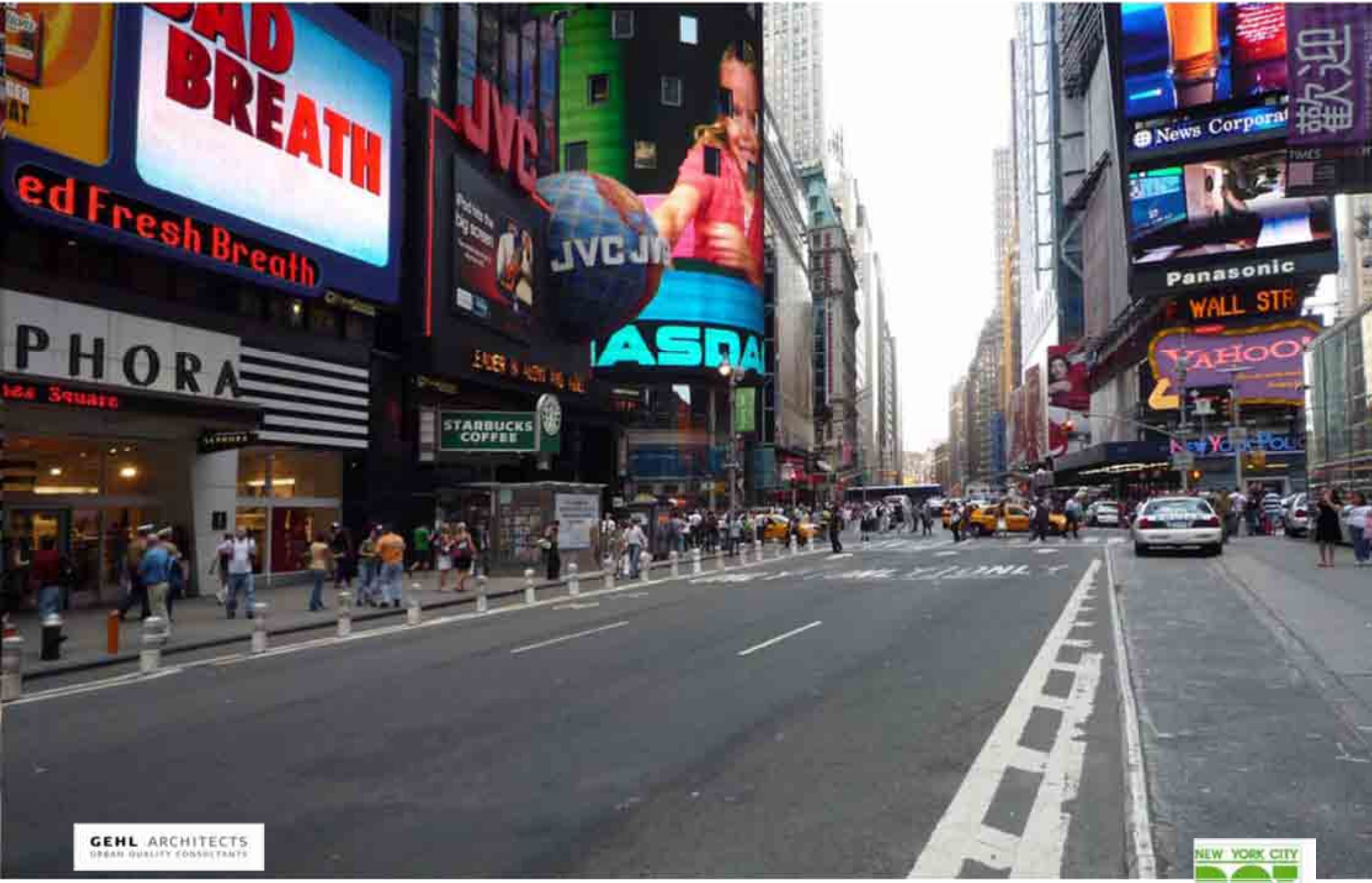
Instant use



GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

NEW YORK CITY DOT

Madison Square Park



Times Square - before

Times Square - after

New York City
Manhattan

Population: 1.63 million

Capital investment:
$1.5m (Pilot phase)

- 84% increase of stationary activities at Times Square
- 11% more pedestrian traffic
- 17% reduction in travelling times by car at Manhattan (from south to north)
- 63% reduction of accident rates

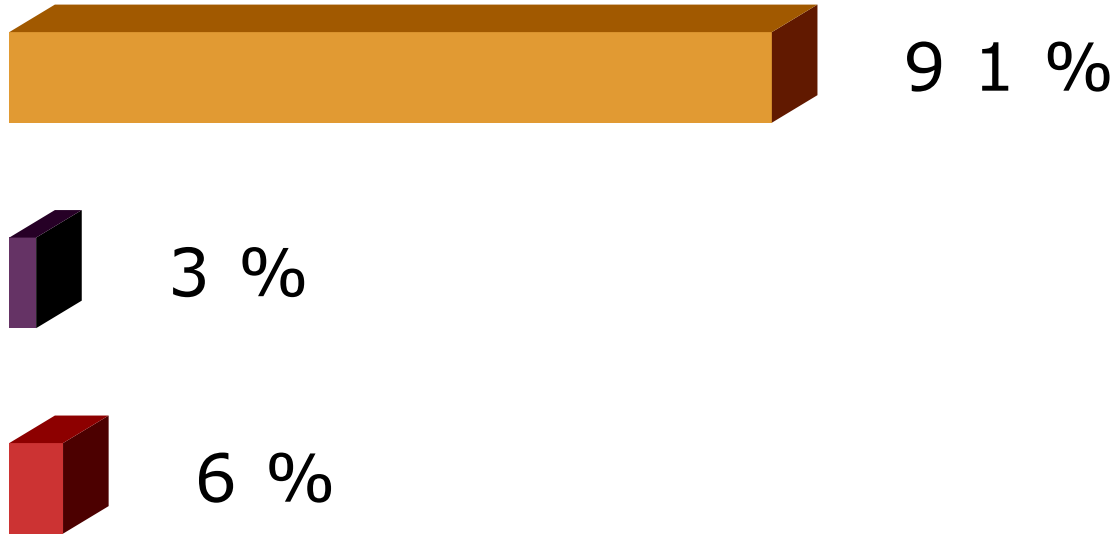
GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

NEW YORK CITY DOT

Question 6

Could temporary projects be a way forward in Edinburgh?

1. Yes
2. No
3. Not sure



Question asked at the Stakeholdrs Rewiew on the 29 November 2010

Question 7

Could a one stop approach for the city centre be worth investing in?

1. Yes

7 6 %

2. No

6 %

3. Not Sure

1 8 %

Question asked at the Stakeholdrs Rewiew on the 29 November 2010

Next step

Edinburgh recommendations - Learning from Castle Street

Life first

Then.....

Good design is not enough!