

7N Architects

# Seafield Masterplan Stage 1 Consultation Report

24th July 2023



# Executive Summary

This report summarises the outcomes of the first stage of public engagement on the evolving Seafield Area Masterplan.

7N Architects have been commissioned to create a Masterplan for Seafield by the City of Edinburgh Council, working in collaboration with Seafield: Connecting Coastal Communities\*. As an integral part of this process, 7N Architects are undertaking community engagement to shape the brief and the resulting masterplan in line with the community's vision for the area. The Seafield Masterplan Area comprises of land bounded by the railway line and the coast, running from Seafield Street to the north to King's Road to the south.

The primary objective of this community engagement process is to create the dialogue necessary to allow the masterplan to be shaped by the community, building on previous engagement carried out by the local Community Councils.

This report comprises an analysis of Stage 1 of a three stage community engagement programme

and the conclusions of that stage in the form of a Strategic Brief and Conclusions.

The Consultation Conclusions that have emerged from Stage 1 will be what guides the development of the masterplan itself and the criteria on which future development at Seafield is assessed by the Council once the Masterplan is adopted as Supplementary Planning Guidance.

They will be used alongside technical appraisals and engagement with landowners and other stakeholders to develop Design and Placemaking Proposals and a Draft Strategic Masterplan Framework, which will be presented to the community at Stage 2 for their feedback. These will then feed into the development of the Masterplan, which will be presented to the community at Stage 3.

This process places the community's wishes and concerns at the centre of the Masterplan design process and creates an agenda for positive change at Seafield that can be taken forward by a range of parties, both during this process and as development and investment in the area comes forward over time.

\*Seafield: Connecting Coastal Communities is a collaboration between four local Community Councils- Portobello CC; Craightinny and Meadowbank CC; Leith Links CC and Leith Harbour and Newhaven CC.



# Community Engagement Process

Stage 1

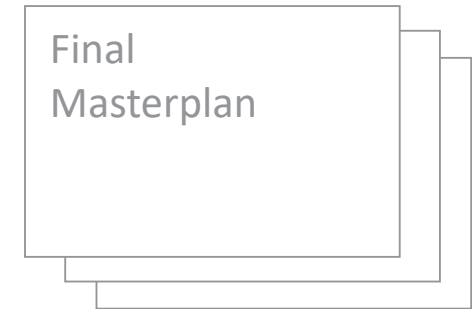


Stage 2



Material presented to the community at Stage 2 will comprise strategic approaches and design options, developed from the Consultation Conclusions, with methods for feedback.

Stage 3




Feedback to be analysed and evaluated to inform Final Masterplan to be presented at Stage 3

## Engagement Events

The Stage 1 consultation was held in person at two locations, the Ripple Project Cafe in Craigentinny and Bellfield in Portobello. It has also taken place online over a six week period on the City of Edinburgh Council's consultation hub- promoted jointly by the council and local community groups.

Total engagement has numbered 434 people across the communities of Leith, Craigentinny and Portobello.



Thursday 27th April  
Between 3pm- 8pm  
At The Ripple Project Cafe,  
198 Restalrig Road South,  
Craigentinny

Seafield

Saturday 29th April  
Between 12:30pm- 3:30pm  
At Bellfield (Celebration Foyer),  
16B Bellfield Street, Portobello

## Stage 1 Consultation

2 in-person events- 100 people attended

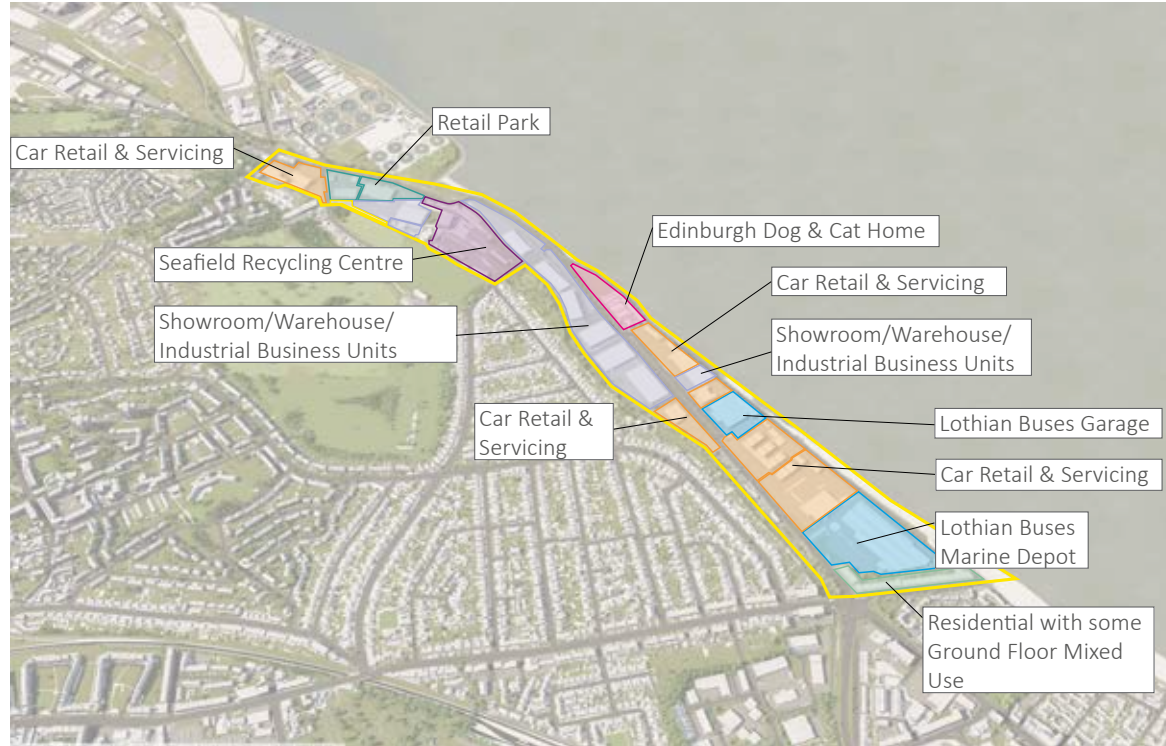


Consultation website-  
21st April- 8th June  
334 responses



A total of 434 responses

# Seafield Now | Opportunities and Challenges

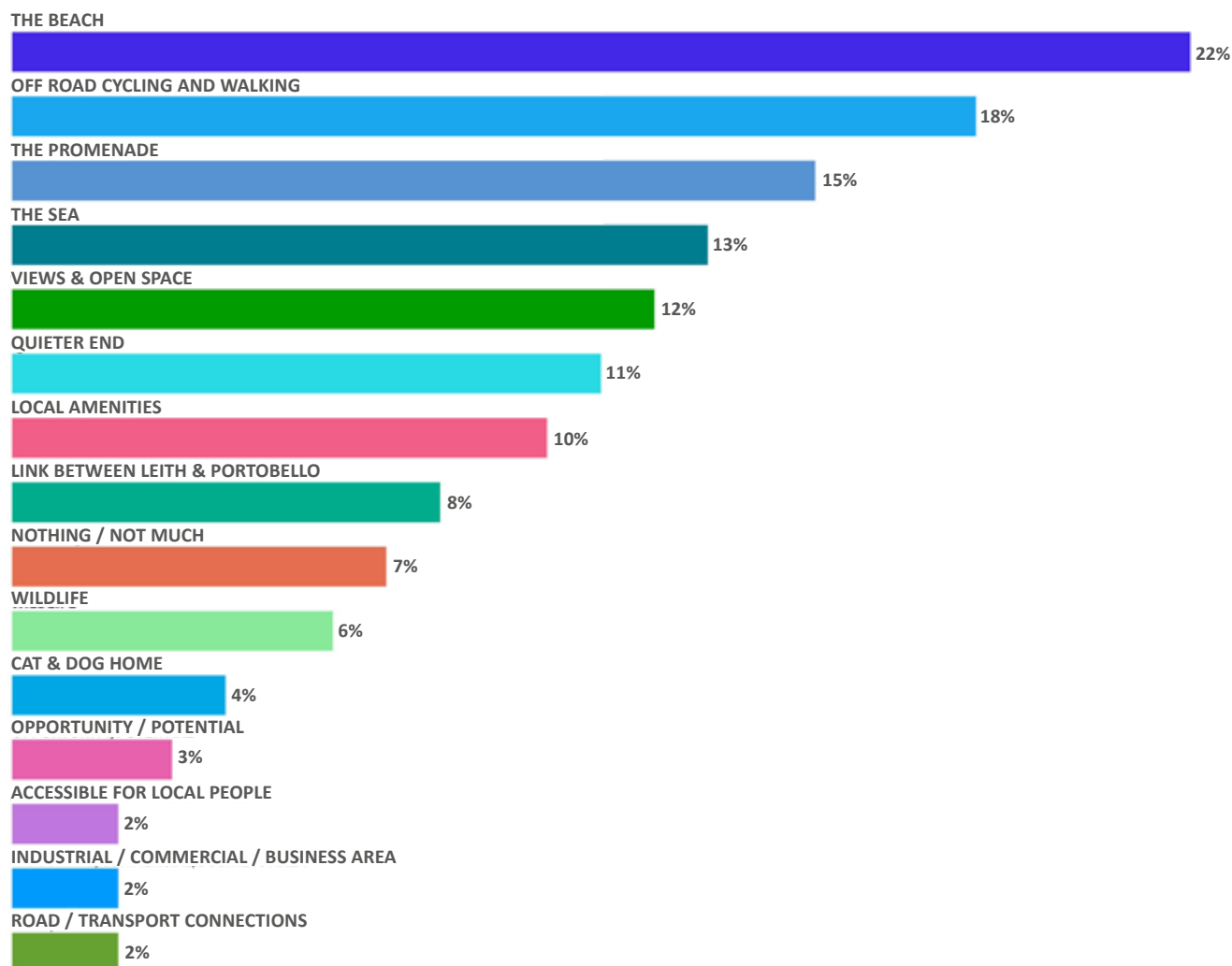


Visual material displayed at events and online

# What do you like best about Seafield currently?

Key themes emerging from this question included the following:

- The most popular response was **the beach** itself, followed in third place by **the Promenade**. This overlaps with other answers and suggests that by far the experience of being able to **access the sea** is what people like best about Seafield.
- People like the **slightly wilder, quieter feel** of this part of the Promenade
- The **ability to cycle, run and walk** away from the road on the Promenade is valued, and many value this as an experience in itself, as well as an active travel link between Leith and Portobello.
- It was noted that being **able to access existing facilities**, such as Screwfix, the Recycling Centre, Halfords and the car garages is useful



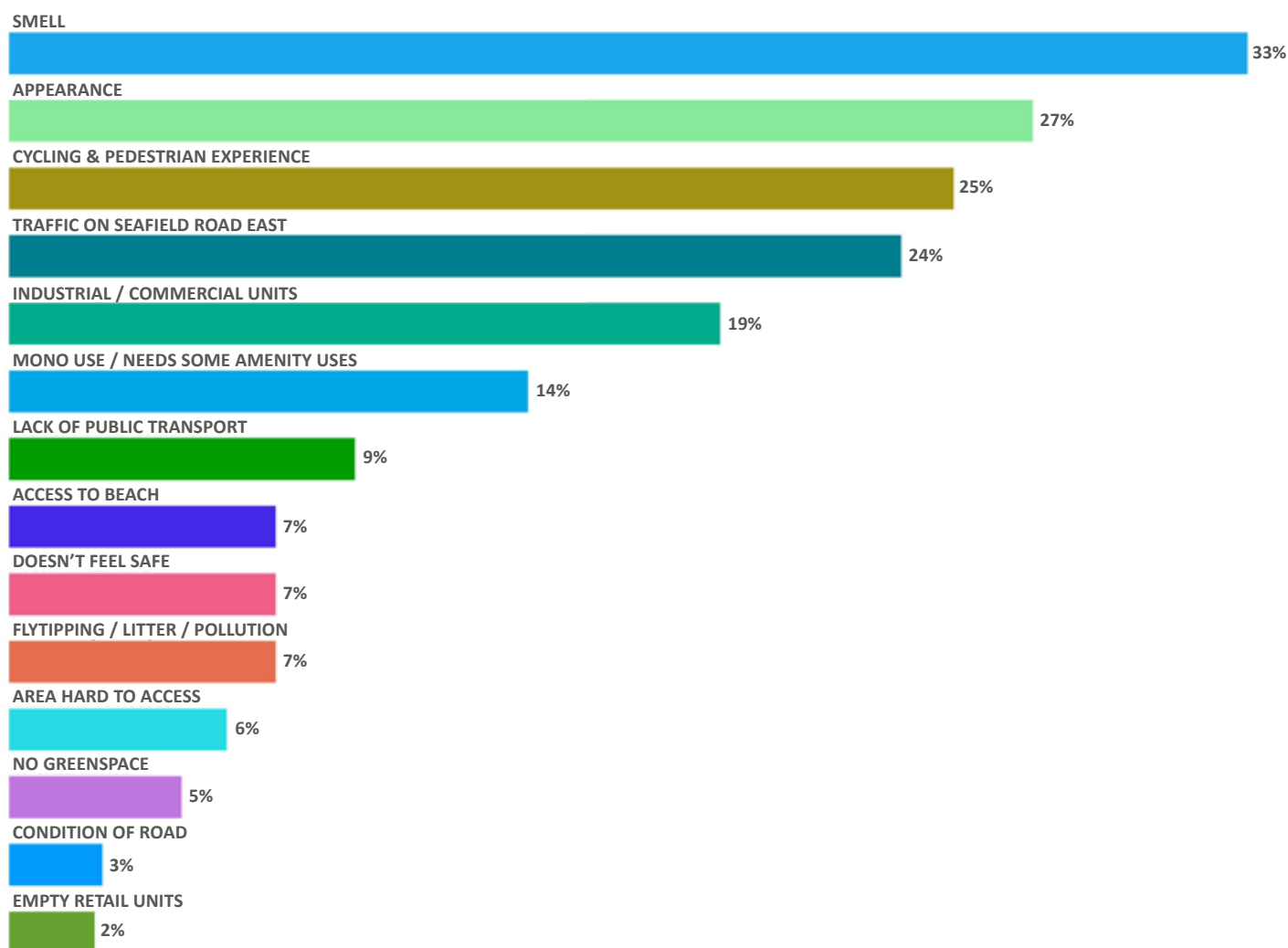
Total respondents: 434

Figures indicate percentage of respondents who mentioned this observation within their response.

# What do you dislike about Seafield currently?

Key themes emerging from this question included the following:

- Comments relating to **poor appearance** of the area were the most common. Reasons attributed to this included **poor condition of the Promenade**, the appearance of car garages and sheds, empty units, and issues of upkeep including **graffiti and litter**. Words used included: scruffy, ugly, dismal, messy, deserted, run down, unsightly.
- Those who suggested that **there should be alternative uses**, generally suggested things like cafés and shops, beach front related uses like beach huts, community uses and small workspaces.
- It was apparent that while in the previous question, Seafield scored highly for having an off-road active travel option in the Promenade, many in this question view this as poor quality, with **issues regarding the surface condition**, appearance and concern about interaction between **vulnerable pedestrians and cyclists**.



Total respondents: 434

Figures indicate percentage of respondents who mentioned this observation within their response.



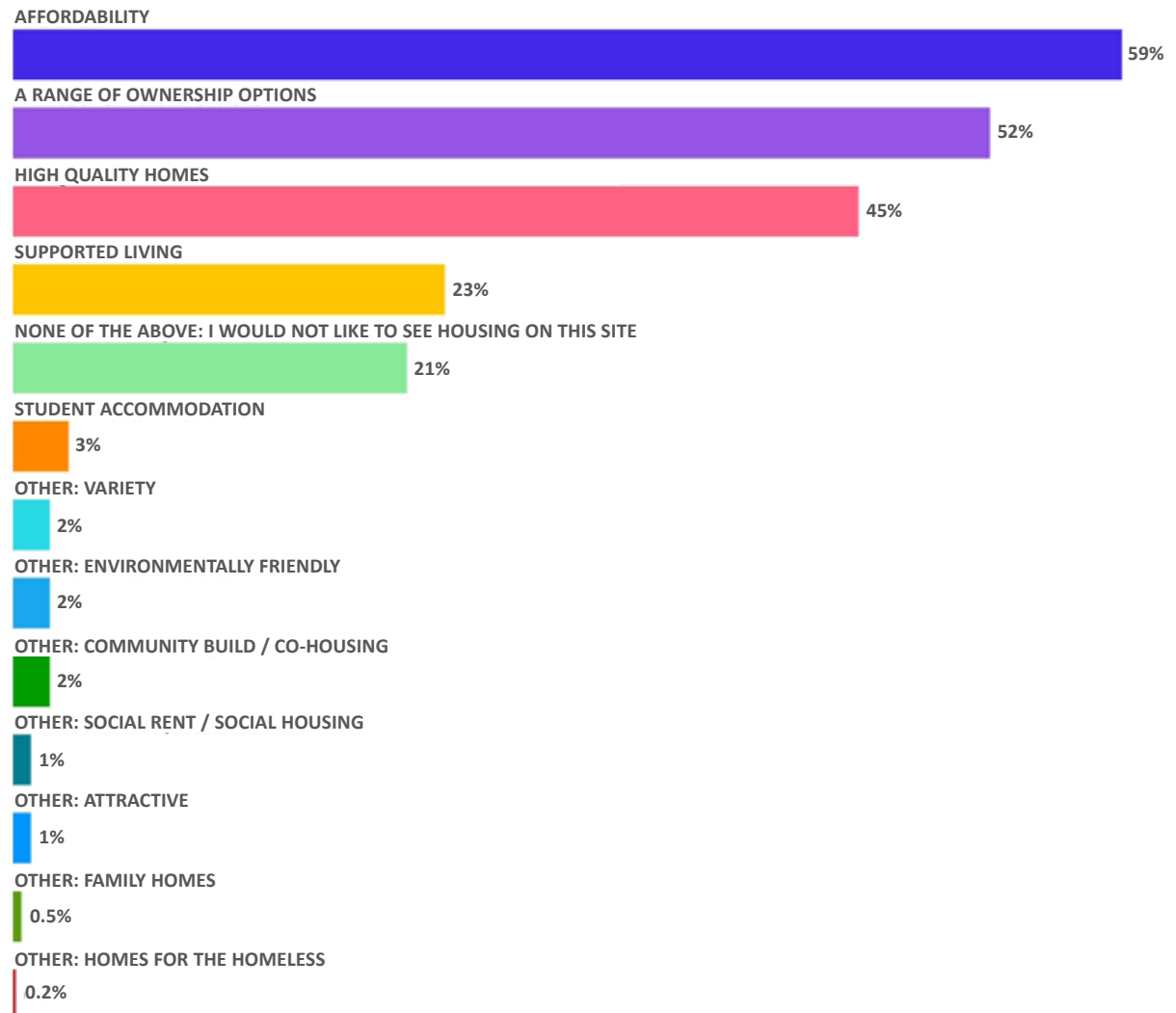
# The New Seafield Neighbourhood | What kind of housing should be at Seafield?



# As housing is developed at Seafield, what are your priorities for what is provided?

Key themes emerging from this question included the following:

- **Affordability** was the highest priority for respondents, with some commenting that homes needed to be genuinely affordable relative to local incomes. This is why some distinguished social rent in the 'other' category.
- The second priority was for a **range of ownership options**, with some people using the 'other' category to emphasise the need for variety in housing provision to cater for a range of people and circumstances.
- Eleven people used their other category to express **a preference for no student housing provision**.
- Many respondents made comments about the need for a **range of supporting uses**, including shops, schools and other amenities.



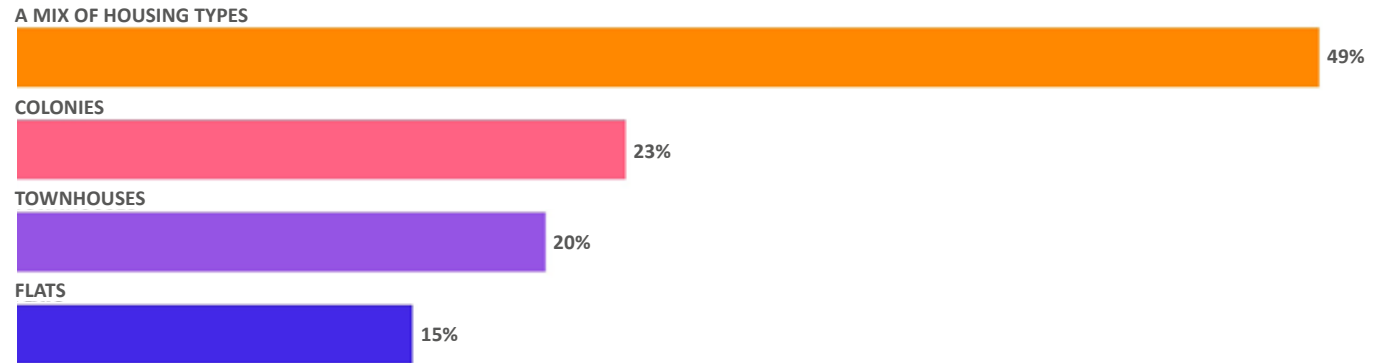
Total respondents: 434

Figures indicate percentage number of respondents who mentioned this priority within their response.

# What housing type(s) would you like to see on this site?

Key themes emerging from this question included the following:

- In keeping with the previous question's strong preference for **variety**, the most popular answer to this question was for a mix of housing types.
- Where higher density is preferred, comments relate to footfall and a **strong urban pattern with good quality open space**.
- Where there is concern, it is relating to **height and overshadowing** of the prom or blocking views of the sea and the strain of an increased population on the area in terms of local civic infrastructure such as schools, healthcare and increased traffic.



Total respondents: 434

Figures indicate number of respondents who mentioned this type within their response.

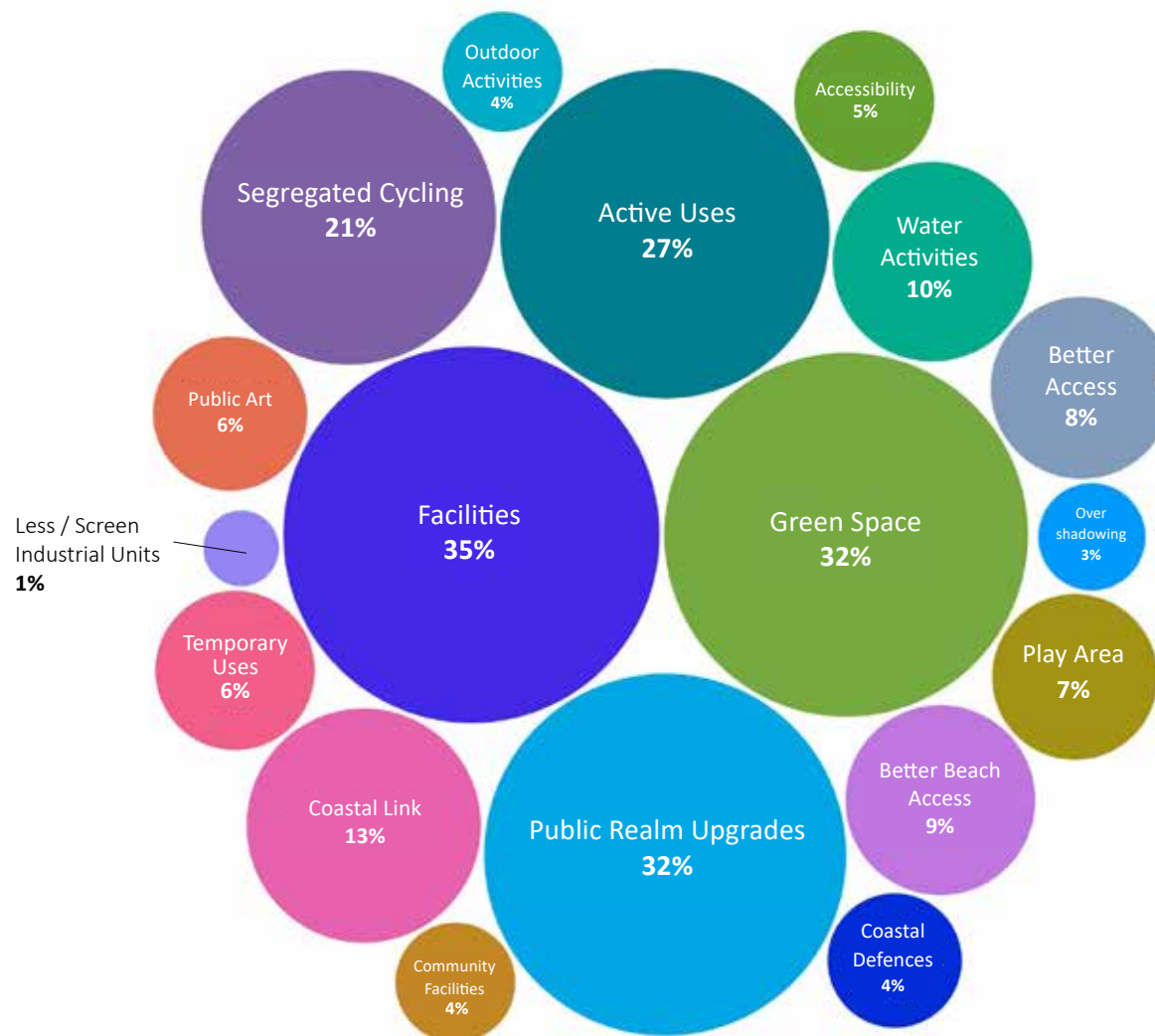
# The New Seafield Neighbourhood | How would you improve the Promenade?



Visual material displayed at events and online

# What would you do to improve the experience of the existing Promenade?

- The desire for **improved facilities** included requests for public toilets, more seating, shelter, better waste solutions, cycle parking and specific water's edge facilities such as showers and accounted for the highest number of responses.
- Answers mentioning **green space** occurred at a high rate. Suggestions included general references to green space as well as planting trees, increasing wildlife and a green response to coastal defences.
- Many people mentioned the **need for public realm improvements**, largely divided between the need for a good quality surface to safely walk/run/wheel on and better lighting for safety reasons.
- **Increased active use on the Prom** was a popular answer. This included a range of suggestions, predominantly cafes, shops and restaurants, but small business space, community use spaces along with temporary uses such as events, markets, specific summer use and other pop-up uses were mentioned too.
- There was **desire for clarity on different modes of active travel**, to avoid conflict between faster moving cyclists and slower pedestrians, particularly those who are more vulnerable.



Total respondents: 434

Figures indicate percentage of respondents who mentioned this improvement within their response.

# The New Seafield Neighbourhood | What does a new Neighbourhood at Seafield Need?

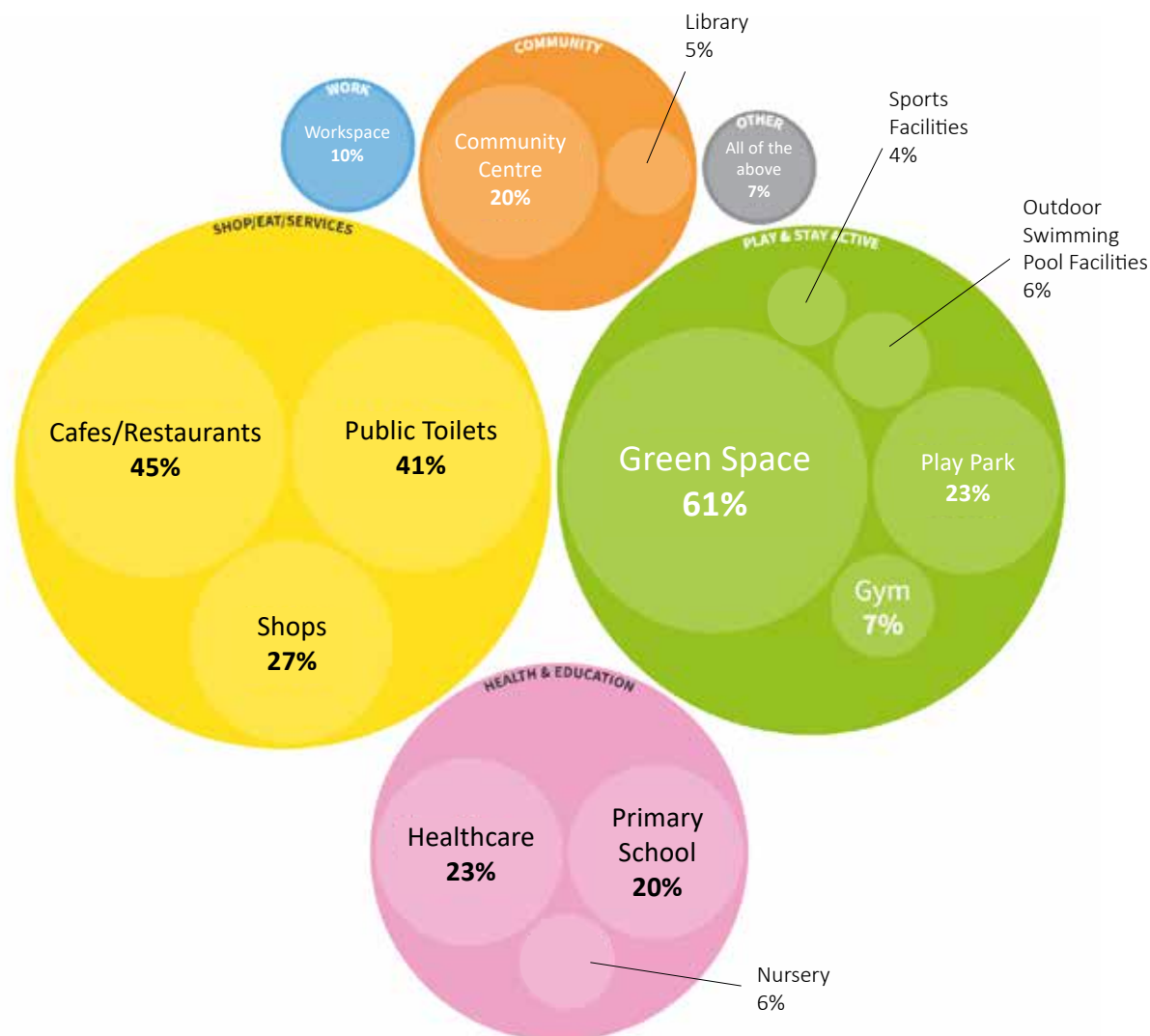


Visual material displayed at events and online

# What kind of local amenities do you think should be prioritised at Seafield?

Key themes emerging from this question included the following:

- 61% of respondents expressed that **green space should be prioritised** at Seafield. Respondents stated how they would like green space within which they can sit, meet people and share with other residents.
- The prioritisation of other **sports facilities**, both indoor and outdoor, was also mentioned by numerous respondents. Suggestions included:
  - Outdoor and Indoor Swimming Facilities
  - Table tennis facilities
  - Tennis courts
  - Putting Green
  - Football, Rugby & Basketball pitches
  - Volleyball pitches
  - Skate parks
  - Electric-bike hire
- Key concerns of respondents who expressed that all of the above amenities should be present, include **ensuring that pressure is not placed on existing facilities** in the surrounding area.

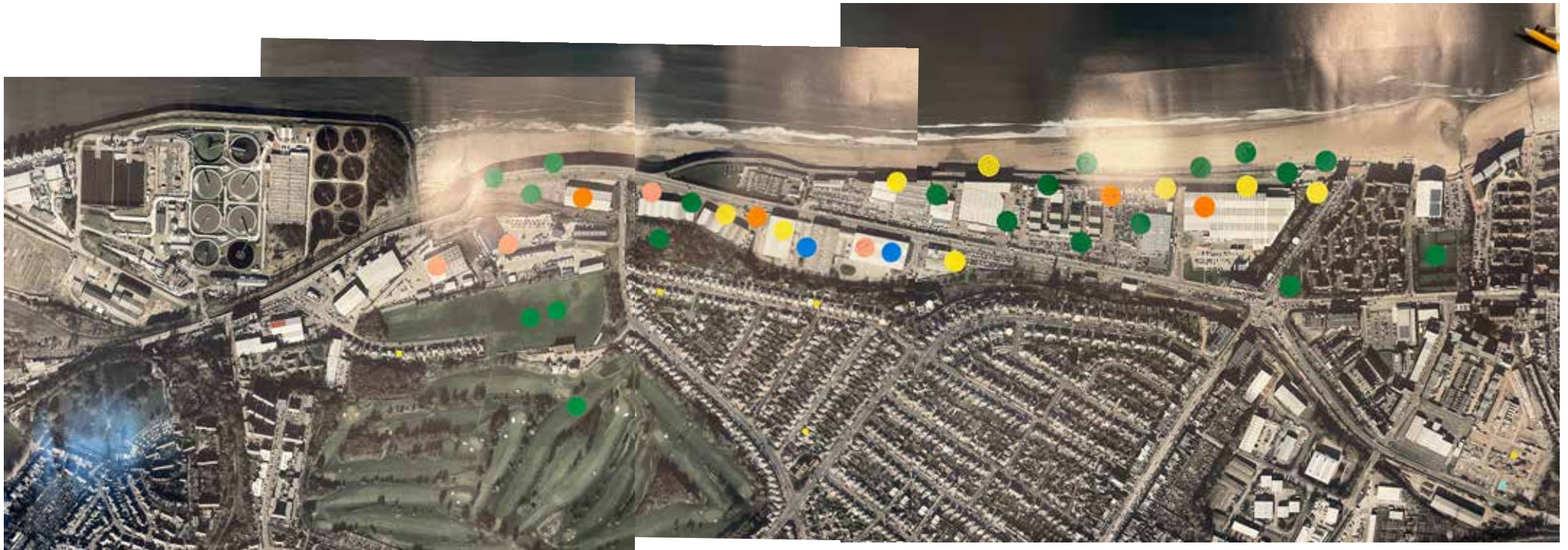



Total respondents: 434

Figures indicate percentage of respondents who mentioned this amenity within their response.

# What kind of local amenities do you think should be prioritised at Seafield?


At the in-person events, people were asked to place a coloured sticker where they would like to see different uses. This is a photograph of the resulting map.





 workspace

 shop/eat/services

 community

 health & education

 play & stay active

 small yellow stickers were placed on a person's own home if they saw it on the map



# The New Seafield Neighbourhood | Sustainable Living

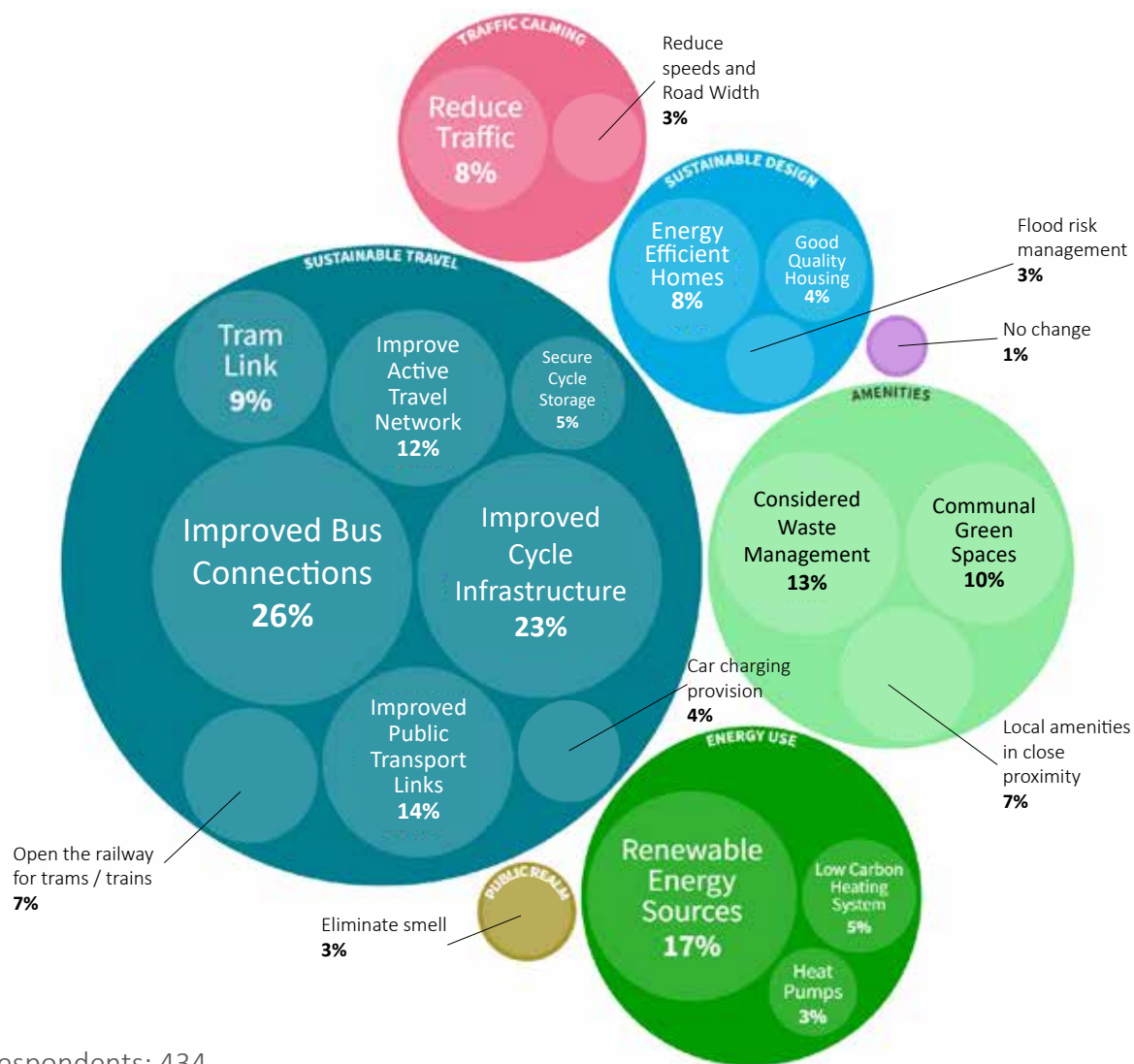


Visual material displayed at events and online

# What would make it easier to live sustainably at Seafield, considering issues such as energy use, sustainable travel and waste management?

Key themes emerging from this question included the following:

- **Improved public transport connections** at Seafield, including the need for improved bus, tram and train connections along with free bus travel.
- As part of an **improved cycle infrastructure**, the need for an off-road / segregated cycle route to help people feel safer was also frequently mentioned within the responses.
- Respondents stated **the active travel network across Seafield should be improved**, with suggestions that included road crossings and pedestrianisation.
- Many respondents mentioned the **need for green spaces** including the provision of allotments and increasing biodiversity with wildflower meadows.
- **Smart waste management** was a key focus of many responses with suggestions that included:
  - More recycling bins
  - Underground bin storage
  - Community compost initiatives
  - Clothing collection&distribution



Total respondents: 434

Figures indicate percentage of respondents who mentioned this improvement within their response.

# The New Seafield Neighbourhood | Movement and Connections

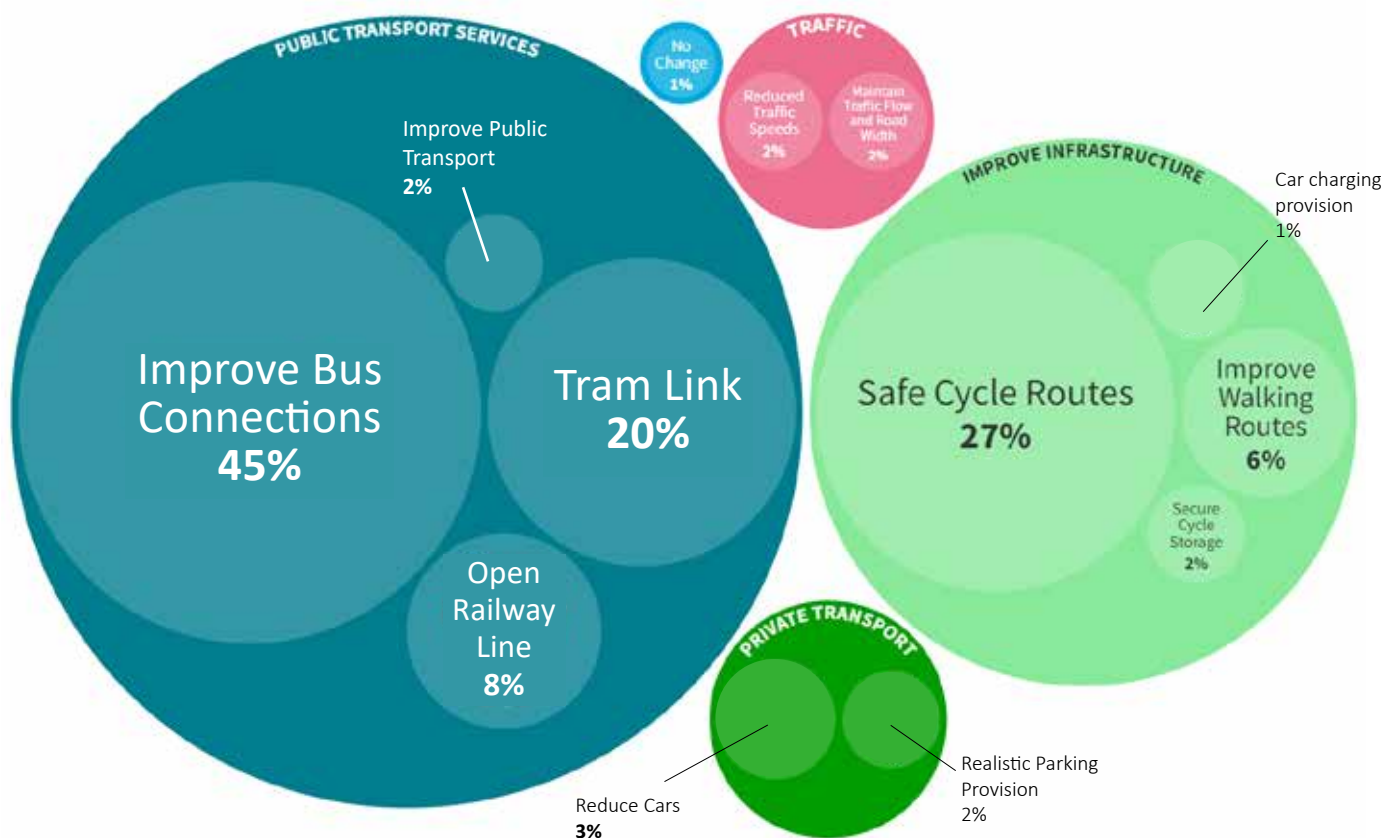


Visual material displayed at events and online

# What one thing would you do to improve transport connections to and from Seafield?

Key themes emerging from this question included the following:

- **Improving public transport** - specifically bus - connections was a key topic mentioned by respondents, suggestions of the need for more real-time noticeboards and the following connections were made.
  - Leith- Seafield- Portobello
  - Granton- Seafield- Musselburgh
  - Seafield- Edinburgh City Centre
  - Seafield- Craigentinny
- **Safe cycle routes** were also a key topic within responses where the need for an off-road / segregated cycle route to help people feel safer whilst travelling was frequently mentioned.
- When expressing that the **walking routes at Seafield need to be improved**, respondents frequently mentioned how the safety and efficiency of road crossings needs to be improved.
- A number of respondents expressed how they would like a **tram link and/or the railway line to be opened** at Seafield for improved connection to the wider city and beyond.



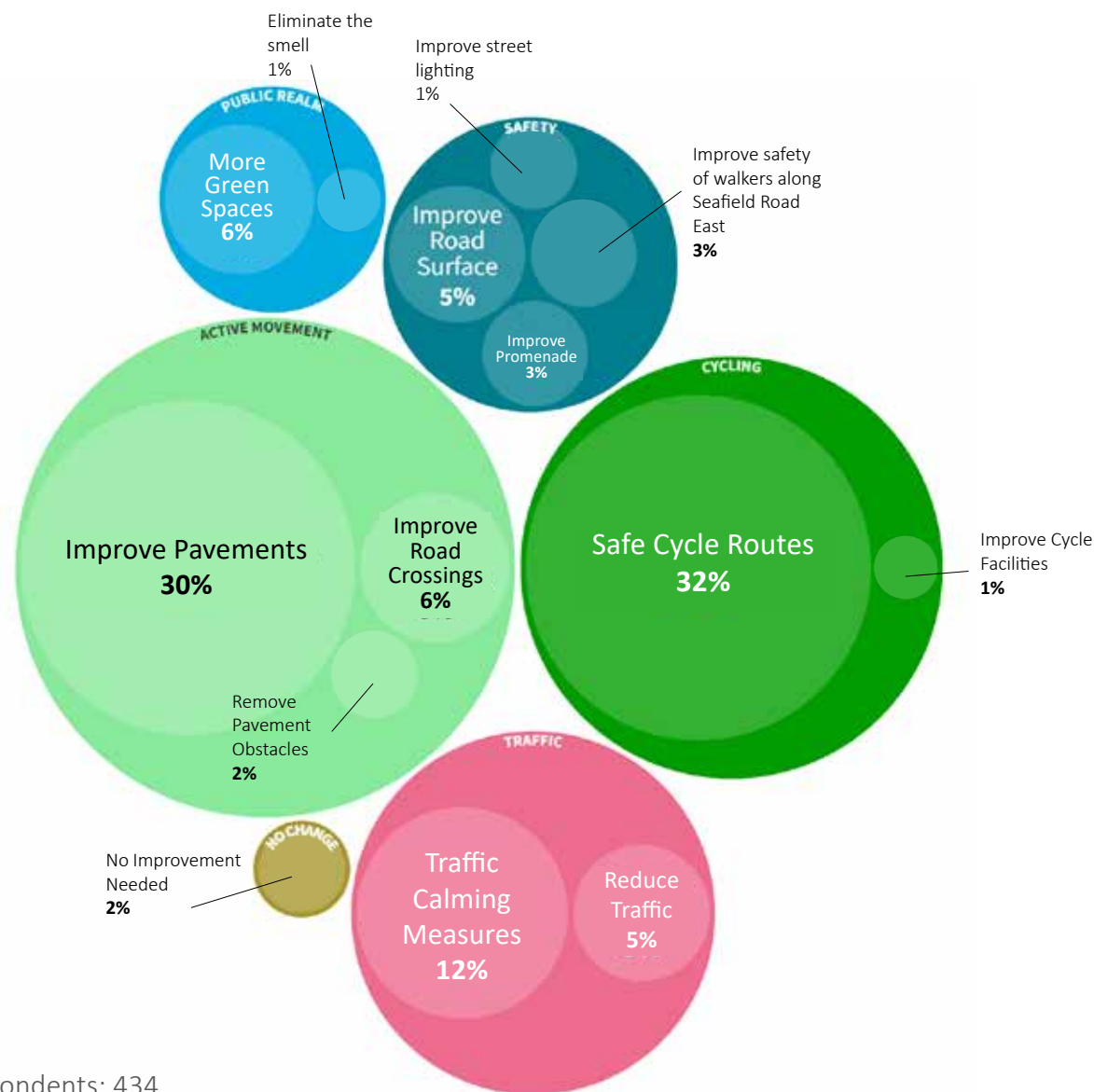
Total respondents: 434

Figures indicate percentage of respondents who mentioned this improvement within their response.

# What one thing would you do to improve the experience of actively moving along Seafield Road East?

Key themes emerging from this question included the following:

- A high priority of respondents is the need to **improve the pavements and walking routes** within the area. Respondents stated they would like to see the pavements and promenade widened, resurfaced and lined with greenery.
- There was a key comment that both **cycle and walking routes** should be carefully considered to ensure the **safety of those using them**, with many suggesting that they should be separated from the road and car traffic.
- Traffic was also a key concern of the respondents where many stated that they would like to see a **reduced amount of traffic and traffic speeds** on Seafield Road East.
- **The safety of those moving through the site** was also frequently mentioned; improving street lighting and introducing CCTV was suggested.
- Some respondents also suggested that the usage of **the promenade could be improved by adding active frontages along it**, bringing more people to that area of the site and, therefore, increasing how safe people feel there.



Total respondents: 434

Figures indicate percentage of respondents who mentioned this improvement within their response.

I Wish ...

I wish...

I wish...

I wish...



If you had one wish to make Seafield a great place to live, what would it be?



If you had one wish to make Seafield a great place to live, what would it be?

A boulevard that is tree-lined with a park on the sea side along Seafield Road. Where active travel is prioritised.

Mixed area including some industry.

That attractive housing design and town planning for people's physical and mental health was put before developer's profit.

Eliminate the smell of sewage.

A climate resilient place with sustainable passive housing, active travel and public transport with community at its heart.

Off road cycle paths up prom. Mature trees and natural landscaping. Low height flats, attractive design. This could be an amazing destination in Edinburgh - what an opportunity!

The joined up thinking between council and community already happening needs to be continued so the result makes local people proud of what they have achieved.

I wish for better facilities for local people to create sports and leisure clubs. To allow people of the area to come together, stay healthy and be proud of where they live!

We could be inclusive and reflect the local demographic.

Making it a vibrant coastal destination.

Best practice sustainable development with community at its heart! Let's not waste this opportunity!



# The Ripple Project Picture Wall - What do you like/dislike?

**Totally out of scale with Portobello conservation area**

**Getting too high and barren**

**More integrated greenery**

**Flats and greenery**

**Café lined prom. Town square off prom for community events etc. A primary school. Dedicated cycle path.**

**Great for pollinator corridors and mental health**

**A pier. Floating pontoon for swimmers and kids to jump off. A floating pier for water-sports hire/boats = business opportunities.**

**Need access to water-sports and the sea (there is no access from East end of Portobello prom to Booker hardware - to the sea for paddle boarders and kayaks).**

**REALLY DON'T LIKE**

**COOL WALL**

**I LOVE THIS**

**Awful!**

**Lacks friendly feeling**

**Not friendly, looks uncomfortable**

**Integrating green space and HSG and non car routes**

**Low height huts near beach- don't want overshadowing see South Beach village Perth Western Australia**

**Shortage of allotments in Edinburgh. This would be good. Add raised beds for wheelchair gardeners and elderly who can't get down to ground level easily.**

**Mature trees (not over-pruned spindly trees). Marram grass is excellent sea defence. Split level prom one level for cycling, one level for walking.**

**Negative**  
I Really Dislike

Text boxes above transcribe what was written as notes or post-its on the Picture Wall

**Positive**  
I Really Like

# Bellfield Picture Wall - What do you like/dislike?

**Too built up and no nature**

**More greenery**

**Great on a South facing beach. Terrible on North facing Portobello**

**We must not ignore sea defences and rising sea levels**

**More buses especially between Leith- Porty**

**Water-sports hub / activities**

**Like the Boardwalk for walking/cycling with greenery and trees**

**I REALLY DON'T LIKE**

**COOL WALL**

**I REALLY LIKE**

**Private greenery / access to fresh air**

**Not accessible!**

**No houses on the prom but up the hill. Sea levels will rise! The prom should be for recreation and nature**

**We don't want the sea view, views of Fife to be only accessible to beach side homeowners. It's all our view!**

**Green space but w/o the high rise!**

**Prom for walking, cycling and recreation and nature natural flood defences**

**Balconies and loose space for calibration with neighbours**

**Negative**

I Really Dislike

Text boxes above transcribe what was written as notes or post-its on the Picture Wall

**Positive**

I Really Like

# Summary

The previous pages provide an overview and analysis of responses received. There have been some clear themes across many of the questions and consensus on a range of issues. The main priorities arising from the engagement were:

- Green space;
- Better and more enjoyable ways to move on foot and on wheels;
- Public transport and
- A mix of housing types, densities and supporting uses.

The following pages set out the Strategic Brief and a set of Conclusions for the Seafield Masterplan Area, which summarises the outcomes of this initial engagement. This will then be developed into Design and Placemaking Proposals and a Draft Masterplan Strategic Framework for consultation with the community at Stage 2.



# Masterplan Response to the Consultation Analysis



# Seafield Masterplan Area - Consultation Conclusions

Address residual **smell** issues and develop the Waste Water Treatment Site to positively contribute to local neighbourhood

Significantly improve the **Promenade experience**, through public realm upgrades, better access and activity while responding to climate change and potential sea level rise

Identify where **mixed-use and civic amenity** should go to best support an active seafront community

Provide **variety** in housing types and tenures

Ensure that **development does not compromise the Promenade** by overshadowing and restricting views

Improve **active travel links** south to Portobello

Improve **active travel links** north to Leith

Introduce **green space** throughout the masterplan, for activity, amenity, biodiversity and climate resilience.

Improve the **cycle network** to and within the masterplan area, designing to minimise conflict between pedestrians, cyclists and motor vehicles

Consider the **impact of development** on wider area, particularly on the local street network

Significantly improve the **Seafield Road East experience**, making it safer and more pedestrian and cycle friendly

Prioritise **public transport** to the area, to help neighbouring communities feel more connected and give people realistic options for getting to where they need to go



# Seafield Masterplan Area - Consultation Conclusions



## Integrated Green Space

Seafield should be developed with green space as a priority, softening the current hard landscape feeling of the Promenade and Seafield Road East and developing its character as a wilder part of the coast than adjacent Leith and Portobello.

*“ Green space is a must and there should be space allocated for allotments for example.”*



Hammarby, Stockholm, Sweden



Olympic Park, London



Grey to Green, Sheffield



## Active Place

The area should create opportunities for a wide range of activities, that will attract people to the Promenade and the neighbourhood, including places to eat, opportunities for small business, places for people to gather and places to play, to interact with the water and the beach.

*“The Prom has so much potential for a boardwalk, which could have cafes, event spaces, small businesses, a walk and cycle path etc.”*



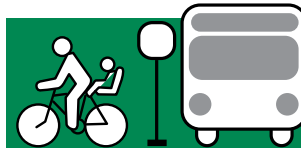
Lemvig Skatepark, Denmark - Effekt

# Seafield Masterplan Area - Consultation Conclusions



## Public realm for People

Improve the experience of Seafield through provision of public realm that is green in character, inclusive, well connected and feels safe and enjoyable to spend time in.



## Sustainable Accessibility

Sustainable modes of transport connecting Seafield to adjacent communities is critical with people wanting to see better and more frequent public transport and improved walking and cycling links.

*“Include trees, a cycle path, benches and bins. Nice street lamps, drinking fountains, access to the beach.”*



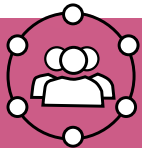
Vancouver Waterfront Park - Vancouver WA

*“I would provide a bus and bus stops linking Leith Seafield, Portobello + Musselburgh. I walk and bus everywhere. This provision would be important to me.”*



*“Better safe and separated cycle connections, less car-dominated. More green spaces.”*

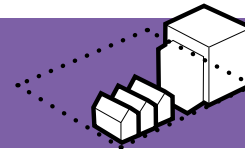
# Seafield Masterplan Area - Consultation Conclusions



## Community Amenities

A growing community should be supported by local facilities, particularly healthcare and education, as well as spaces for gathering and social interaction.

*“Good quality mixed use housing with supporting social infrastructure inc school(s) and healthcare....”*



## Optimum Density

Development density needs to be at the right level to support local facilities and local activity but avoid placing pressure on existing physical and civic infrastructure and negatively impacting the amenity of the Promenade.

*“Sufficient density to generate demand for shops, services within the site, instead of only being an adjunct to Portobello town centre.”*



Quartermile, Edinburgh



# Seafield Masterplan Area - Consultation Conclusions



## Affordable & Long-Lasting Homes

There should be genuinely affordable new homes at Seafield accessible to a wide range of people to address local housing need. They should be responsive to changing climate context and energy technology.

*“Any housing should be an leading example of sustainable living and affordable.”*



Leith Fort - Port of Leith Housing Association (Collective Architecture and Fraser/Livingstone Architects)



## Varied Neighbourhood

There should be variety in the housing provided, from ownership options to size and type to create a truly varied neighbourhood for all ages and stages of life.

*“Dense mixed use housing appropriate to the setting.”*



Marmalade Lane Cohousing- Cambridge (Mole Architects)

# Next Steps

## **What happens next?**

7N and the multi-disciplinary masterplan team will develop outline masterplan proposals, aligned with the outcome of this initial engagement process, to seek the community's views on the evolving masterplan at the next round of engagement. In order to do this we will:

- Continue dialogue with the City of Edinburgh Council, Landowners and Stakeholders, to ensure that the Masterplan is deliverable.
- Work within the identified constraints and opportunities of the Seafield Masterplan Area.
- Allow for a phased approach to growing the new place taking account of the availability of land for development.
- Develop a long term framework for Placemaking and Development which should guide individual development in playing an important role in building the overall vision of Seafield.