

## Princes Street Temporary Traffic Management

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### The City of Edinburgh Council

18 December 2008

#### 1 Purpose of report

1.1 The purpose of this report is to:

- a) inform the Council of the proposed temporary traffic management to allow for the laying of tram tracks and other infrastructure construction on or adjacent to Princes Street from the end of February 2009; and
- b) highlight to the Council the potential impact on the travelling public, city centre residents and businesses and the measures being taken to manage this with minimum disruption
- c) seek Council approval of temporary traffic management arrangements.

#### 2 Summary

2.1 This report explains the proposed traffic and pedestrian management arrangements during the tram construction programme on Princes Street, and recommends a preferred management option for the duration of the construction programme.

#### 3 Main report

- 3.1 The Final Business Case for trams emphasises the vital role that the Edinburgh Tram will play in the success of the Edinburgh City region at the centre of the Scottish economy. West Edinburgh (including the airport), the city centre and the Waterfront – which will all be served by the tram – are strategic development areas for the city. Over the long-term, an increase in the number of jobs, residents, housing and businesses is predicted. Once running in 2011, trams will be an effective and efficient link between these growth hubs.
- 3.2 It is expected that the trams will directly benefit Princes Street and the city centre by increasing the numbers of people travelling to the city centre, as well as attracting new businesses who see the benefits of being close to the tram

and new customers. Trams are proven to have significant benefits that attract passengers, including smooth and quick journeys on a dedicated track and level boarding. For example, on introduction of the tram, Dublin saw a rise of between 20% - 35% in pedestrian footfall figures on Grafton Street, the city's main shopping thoroughfare. Some retailers reported a 25% increase in trade. Through current dialogue with potential investors the Council is aware that the prospect of the tram is already an attractive 'draw', which could accelerate the arrival of new developments, new shops and new businesses.

3.3 The construction of the tram is being carried out through two phases:-

- (i) diversion of utilities away from the tram line, including upgrading of pipes and cables; and
- (ii) construction of the tram track, the overhead lines and the associated roadworks.

3.4 The diversion of the utilities is progressing well. There are still major diversion works to be undertaken at the Mound/Princes Street junction, the West End, Haymarket and Picardy Place.

3.5 An embargo on all road works has been imposed in the city centre from 28 November 2008 to 5 January 2009. This will assist businesses, shoppers and visitors through the festive period whilst accommodating the wide range of activities associated with the Christmas and Hogmanay celebrations. An embargo has also been imposed on roadworks on Leith Walk from 12 December 2008 to 19 January 2009. Marketing, including advertising on STV, Radio Forth and in newspapers, is being carried out to ensure that Christmas shoppers are aware of the suspension of roadworks and the shopping on offer. Consultation has also taken place with key retailers about their delivery arrangements and how best to manage the delivery of goods to shops during the tram works.

3.6 Tram infrastructure works will recommence on 5 January 2009. Initially this will involve excavation of trial holes at Broughton Street/York Place and Lothian Road/Princes Street and enabling works for the main Princes Street traffic diversions. It is anticipated that the Mound junction at Princes Street will be closed on 17 January 2009 to allow contractors to undertake the utility diversions and site investigation works along Princes Street. With the closure of the Mound/Princes Street junction, traffic will be diverted to Market Street, Waverley Bridge, South St David Street and North St David Street. This arrangement previously operated in November 2008.

3.7 Tram infrastructure construction works on Princes Street will commence after the traffic management enabling works are in place on the adjacent streets. It is anticipated by *the* that this will be in place by the end of February 2009. The tram civil engineering and track construction work on Princes Street will commence from the west-end junction and progress eastwards. This work is quite different in appearance to the previous utility works. Progress will be evident above ground, in contrast to the utility works where all activity was underground. The tram infrastructure work includes excavations for the tram tracks and ducts, placing foundations for the overhead poles, preparation of the



foundations of the tracks, laying and concreting tracks, construction of the tram stop and the final reconstruction of the adjacent carriageways. *tie* is aiming for the work on Princes Street to be substantially complete by the end of July 2009, when the Festival roadworks embargo will come into effect. Princes Street will be re-opened for August and the remaining works, incorporating those at the West End junction, will re-start in September after the Summer Festivals. This work will be completed by the end of November in time for the Winter Festivals. The final phase of work, including overhead cables and tram stop infrastructure, will be carried out without any major impact on traffic. *Tie* have informed the Council that the proposed working pattern for their contractors will be from 7 a.m. to 7 p.m. Monday to Friday and 7 a.m. to 1 p.m. on Saturday.

- 3.8 The tram works in the city centre will have a major impact on traffic movements including some effect on journey times. Tram work at this location has been carefully planned by the Council, *tie* and Lothian Buses to ensure that disruption is kept to a minimum so that the travelling public can access the city centre without undue difficulty. Whilst some disruption in the city centre is inevitable during the construction work, a major communications campaign will be launched to help the public plan their journeys in the most effective way. Details of the work and associated diversion routes will be communicated widely. Variable messaging will be used to communicate clearly that Edinburgh remains open for business and also to manage the expectations of travellers about journey times. Appendix 2 sets out details of the communications plan.

- 3.9 A Peer Review Group has been established and has met to scrutinise the plans.

The main traffic management options which have been considered are:

Option 1: Princes Street closed to all traffic;

Option 2: Princes Street closed to traffic except for westbound buses (from the Bridges only) with no stops between the Mound and Lothian Road

- 3.10 The advantage of Option 1 over Option 2 is that works west of The Mound can be completed sooner. Appendix 1 compares the two outline programmes and shows that work will be completed by November 2009 under Option 1. Adopting Option 2 work would extend the programme into 2010. Consultation by *tie* has been established that frontagers, businesses and stakeholders generally welcome the benefits of a shorter construction period.

Notwithstanding this, the west bound lane along Princes Street will be maintained for a provisional period to allow testing of Option 1. This would mean that in the event that Option 1 proves unsustainable then Option 2 can still be applied.

- 3.11 The traffic modelling is well advanced. This will be followed by further detailed modelling of the junctions and the development of detailed traffic management plans for traffic signals. Detailed *Linsig* traffic modelling (a sophisticated computer program for traffic signal optimisation) is presently being undertaken;

initial results from this are currently being analysed. Pedestrian modelling will also be carried out to identify peak flows and how the work will affect retail footfall and shopping behaviour.

- 3.12 Strategic and microsimulation modelling has been undertaken in support of both Options 1 and 2. Microsimulation modelling allows the interaction of queuing at junctions and between general traffic and stopping buses to be better understood. Further work is now being carried out to assess how parking vehicles on George St will interact with buses and general traffic.
- 3.13 **tie** and Lothian Buses have advised the Council that George Street has the capacity to carry all stopping bus services.
- 3.14 Although the initial modelling indicates that restrictions should operate successfully, as noted above, further work is being carried out. Significant knowledge has been gained from the previous partial closure of Princes St. Saturation flows at the junction stop lines have been recalculated and driver behaviour at the George St junctions is now better understood. This data has been incorporated into all elements of the modelling process and the results from this are being compared with earlier experience as part of a 'sense-checking' process. The modelling suggests delays of several minutes will be experienced in traversing the City Centre with pressure at key junctions including Picardy Place and St Andrew Square/George Street.
- 3.15 Instead of introducing the preferred option on a weekday, it is proposed to implement the traffic management over the weekend. This will allow more time to make any necessary adjustments and give bus drivers, in particular, more time to become familiar with the scheme.
- 3.16 It is recognised that congestion may occur on George Street or adjacent junctions if there is an incident. It is therefore proposed to provide contingency arrangements, to be used in the event of a significant incident, by undertaking enabling works which would allow for the temporary reopening of the Moray Place/Great Stuart Street junction. During an emergency, this would allow general traffic to use the Great Stuart Street, Moray Place, Heriot Row, Abercromby Place route as an additional east/west route across the city centre. An emergency recovery vehicle will be available in close proximity to George Street in the event of a bus breakdown.
- 3.17 This temporary traffic management arrangement would widen the available road network and provide further routes to add resilience to and ease pressure on the road network, should an event occur.
- 3.18 On completion of the tram works in the city centre the contractor would return the traffic management in the area north of Queen Street to the existing arrangement. It should be noted that this is not a discretionary decision because the Council are required by the legislation, under which the temporary arrangement would be implemented, to reinstate the closure of the Moray Place/Great Stuart Street junction once the city centre works are completed. However, consideration will be given to the gradual re-opening of Princes Street in stages to pedestrians in order to maximise access to the City Centre. The planning assumption is that, during the embargo on work in the Festival



period, Princes Street will be re-opened for pedestrians only. However, the arrangements will be monitored closely over the coming months and discussions on this issue with stakeholders will continue.

- 3.19 Emergency access will also be maintained at all times during the construction period on Princes Street. Arrangements to ensure this has been achieved have been agreed with the emergency services. Additionally, *tie* will provide a logistics team available at all times to support emergency access.
- 3.20 Where it is not possible to provide direct frontage access on Princes Street, additional loading bays will be provided on the adjacent streets. These comprise Castle Street, Frederick Street and Hanover Street. Under *tie's* instruction the contractor will provide logistics teams to assist in transporting goods to shops, where required. Rear access for loading/unloading for Princes Street and George Street will be maintained on Rose Street and the Rose Street lanes.
- 3.21 Some disabled parking bays will be removed from George Street. Additional bays will be provided on the side streets.
- 3.22 Pedestrian access to and from Princes Street Gardens and the National Gallery will be maintained. Pedestrian crossing facilities across Princes Street will only be provided at South Charlotte Street, Mound/Hanover Street and South St David Street. It is anticipated that the south pavement within the actual works area will be closed. Pedestrian signing will be provided both on street and within the gardens to inform pedestrians of the alternative routes.
- 3.23 A further report being considered by this meeting, *Keeping Edinburgh Moving*, identifies a new strategy for communicating traffic information to the public. This strategy is being developed to ensure that planned diversions and early warnings of delays are publicised. One example is the proposed, improved Traffic Control Centre, which will achieve better dissemination of information to the public through six new variable message signs in the city centre. Enhanced working arrangements with Transport Scotland will also enable city centre traffic information to be displayed in the regional area on their variable message system. This will provide drivers with advanced city centre traffic information.
- 3.24 Details of the work and diversions will be communicated widely. The communications plan in Appendix 2 details the mailings, information surgeries and other tools that will be used so that people understand what is happening. It will identify travel alternatives options, including the six park and ride sites surrounding the city, buses and trains. It will also highlight parking options and traffic diversions. It will also incorporate a city-wide mailing list for businesses on the full length of the route, along with petrol stations and railway stations. Contact details for freight associations and Community Councils will be included. Communication with the media will be managed through a comprehensive contact plan.
- 3.25 Consultation has already taken place in the form of a constructive meeting involving the Administration, senior officers and representatives from a number of city centre businesses. A number of issues were raised. These are the

subject of ongoing dialogue with stakeholders. Within the constraints of the requirement to accommodate a complex engineering project “on street”, every effort is being made to accommodate as many requirements as is practicable.

#### **4 Financial Implications**

- 4.1 Both options incur costs associated with the enabling works in the area north of Queen Street.
- 4.2 There will also be additional costs associated with the testing of Option 1, because of the impact on the programme the trial period will have. If Option 1 proves successful that would be a short-term issue, with limited cost implications.
- 4.3 If Option 2 is adopted, the programme extension will result in significant additional costs being incurred by the contractor.

#### **5 Environmental Impact**

- 5.1 The introduction of trams will improve air quality by reducing on street pollution.
- 5.2 There will be some short term impact during the work. The diversion of bus, taxi and cycle traffic from Princes Street reduces that adverse environmental impact by 9 months. The short-term impact arises from:
  - a) Diversion of bus/taxi/cycles from Princes Street on to the adjacent road network
  - b) Displacement of loading/unloading on Princes Street/George Street to adjacent streets
  - c) Displacement of disabled parking on George Street to adjacent streets
  - d) Contingency traffic management arrangements during incidents would result in a temporary increase in traffic in the second new town.
- 5.3 Mitigating measures will be put in place including:-
  - a) The implementation of revised routes on the adjacent network
  - b) Alternative signed arrangements for pedestrians accessing Princes Street from Princes Street Gardens.
  - c) The provision of loading/unloading arrangements on side streets with assistance from the Infraco contractor and arrangements to maximise the use of Rose Street Lane
  - d) 24 hour contingency plans which have been agreed with emergency services to access Princes Street
  - e) Planned arrangements for diversion of traffic within the First and Second New Towns.



## 6 Conclusions

- 6.1 This report makes recommendations for temporary traffic management during the construction of the tram works on Princes Street. This provides the most favourable access for the travelling public while providing alternative arrangements for frontagers and emergency services. Option 1 significantly reduces the time of the tram construction period, compared to Option 2 whilst maintaining an embargo period during the festival period in summer 2009 and minimising additional costs.

## 7 Recommendations

- 7.1 To approve the option to close Princes Street during construction of the tram infrastructure for all vehicles, except for emergency vehicles.
- 7.2 To approve the temporary re-opening of Moray Place and the second New Town to widen the road network in the city centre, as a contingency measure in the event of an incident on another part of the network and to note that the enabling works to open this route will be reversed at the end of the programme.



**Mark Turley**  
Director of Services for Communities


11/12/08



**Dave Anderson**  
Director of City Development

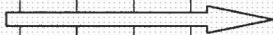
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Appendices	Appendix 1: Outline Programmes for Options 1 & 2 Appendix 2: Princes Street Communication Plan
Contact/tel/Email	Duncan Fraser -  - <a href="mailto:duncan.fraser@edinburgh.gov.uk">duncan.fraser@edinburgh.gov.uk</a>
Wards affected	All Wards
Single Outcome Agreement	National 2 <b>We realise our full economic potential with more and better employment opportunities for our people</b> National 10 <b>We live in well-designed, sustainable places where we are able to access the amenities and services we need.</b> National 14 <b>We reduce the local and global impact of our consumption and production</b>
Background Papers	None



Item	Description	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10
<b>Option 1</b>	Lothian Road Junction Roadworks	■	■	■	■	■	■	■		■	■	■				
	Lothian Road Junction Trackworks		■	■	■	■	■	■		■	■					
	Princes Street Roadworks		■	■	■	■	■	■								
	Princes Street Trackworks		■	■	■	■	■	■								
	St Andrew Square Road works									■	■	■				
	St Andrew Square Track Works									■	■	■		■	■	■
<b>Option 2</b>	Lothian Road Junction Roadworks	■	■	■	■	■	■	■		■	■					
	Lothian Road Junction Trackworks									■	■					
	Princes Street Roadworks		■	■	■	■	■	■		■	■	■				
	Princes Street Trackworks				■	■	■	■		■	■					
	St Andrew Square Road works											■		■	■	■
	St Andrew Square Track Works											■		■	■	■



Roadworks



Trackworks



## EDINBURGH TRAM COMMUNICATIONS PLAN – PRINCES STREET

### Introduction

This report updates the Council on the existing communications strategy for engagement with local frontagers (businesses and residents). It also outlines the plan to ensure that a wider audience receive information about the project.

This plan specifically addresses the period from January 2009 and the tram infrastructure works on Princes Street. A similar plan will be followed to reflect work in other parts of the city.

The communications plan is led by a team comprising staff from *tie*, the City of Edinburgh Council and Lothian Buses.

### Aim

The aim of our communications is to ensure that directly affected 'frontagers' and the wider public understand:

- any impact to journeys or their business from traffic management changes due to the Princes Street works
- that Edinburgh's shops and businesses are open
- the track laying process on Princes Street
- the reasons why trams are being introduced and the benefits they will bring

### Key messages (with supporting facts):

1) The tram tracks are now being laid on Princes Street, which is a significant and visible milestone in our city's history.

- This work is quite different in appearance to the previous utility works. With work above ground, it is a visible sign of progress

2) We are completing this major construction work as quickly as possible and aim to minimise disruption to businesses, residents and visitors.

- Tram infrastructure will be complete on Princes Street by the end of November 2009
- Businesses and stakeholders have been consulted on plans, and requested that the work is carried out as quickly as possible
- Logistics teams will help businesses with deliveries
- The traffic management plans have been approved by a Peer Review Group who have scrutinised plans to ensure they are robust and disruption is minimised.

3) All shops and businesses are open as usual and there will be well signed diversions for traffic and bus stops

- There are various ways to access our city: award-winning buses, network of six park and ride sites, two central train stations and on and off-street parking
- The diversions will be signed on-street and communicated widely.

4) Trams will be up and running in 2011 and are predicted to make huge improvements to our travel and economy:

- Trams are proven to have significant benefits for passengers, including smooth and quick journeys on a dedicated track, level boarding and no on-street emissions.
- The trams will directly benefit Princes Street and the city centre by increasing the numbers of people travelling to the City centre, as well as attracting new businesses who see the benefits of being close to the tram and new customers.
- The tram serves the growing areas of the city - West Edinburgh, the city centre and the Waterfront – which are all predicted to see increases in residents, jobs, residents, housing and businesses. Once running in 2011, trams will be an effective and efficient link between these growth hubs and will complement the bus service, which cannot cope alone.

### **Communications activities to date**

Since the utility diversion work commenced in July 2007, **tie** have carried out the following communication activities:

- 63,000 Customer Notification Packs on utility or tram works have been hand delivered to businesses and residents.
- on most occasions each local business as a frontager has also received a personal face-to-face visit from a representative of the tie construction team.
- regular tram construction information surgeries
- regular construction update factsheets and newsletters
- installation of notice boards at key construction sites along the line of the route,
- £1.6m on local business support and a business rates relief scheme,
- £500,000 for the Edinburgh's Open for Business Marketing Campaign Group (more information below)
- regular attendance at stakeholder meetings e.g. local trader associations, Community Councils, Tram Operating Group which includes business representatives

### **Open for Business marketing activities**

In addition to the activities outlined below, marketing and communications is being carried out to ensure that people understand that the city is still very much open, great shopping and leisure is on offer, and buses, trains and park and rides all provide good access. During 2008, advertising, promotions and positive features have been on STV and radio and in newspapers and magazines. A shopping podcast has been produced and marketed. Examples of activities in 2009 are:



- Launch of a virtual shopping guide and shopping podcasts
- Launch of a new shopping magazine
- Spa in the City event
- Kids in the City event
- Leith Festival activities
- Ongoing promotion in media of shops and their products and services

**Princes Street Communications Activity Plan 2009**

<b>Audience</b>	<b>Activity</b>	<b>Owner</b>	<b>Date</b>
City centre residents and businesses	7000 information letters distributed through letter boxes	tie	Dec
	20,000 letter and information pack distributed through letter-boxes (more detailed than December information)	tie	Early Jan
	Information 'surgery' evenings	tie	Mid Jan
City centre businesses	<i>As above plus:</i>	tie	Early Jan
	Tram Construction Advisers visits to businesses	tie	Throughout 09
	Logistics team to help businesses with deliveries	tie	Throughout 09
	Tram Operation Group meetings (includes business community representatives)	tie	Dec 9 and throughout 09
Businesses (wider than frontagers in city centres)	Tram update factsheet to be distributed to mailing list	tie	Jan
	Information for staff intranets	Tie/CEC	Jan onwards
Politicians	Face to face briefing for Council administration	CEC	Dec 9
	Email briefing for all other Councillors	CEC	Dec 10
	Drop in surgeries (for residents and politicians)	tie	Jan
	Email updates to all Councillors	CEC	Jan (weekly)
	Scottish Politicians briefing	tie	Dec/Jan
Edinburgh residents (general)	Edinburgh Outlook (Council newspaper) information	CEC	Quarterly
	Information at Neighbourhood Partnerships	CEC	TBC
	Council website, tie and Lothian Buses websites to be regularly updated	CEC/tie/Lothian Buses	ongoing
	<i>Plus: all activities below</i>		
Media	Press briefing	CEC/tie/Lothian Buses	10 Dec
	Further press briefings and photo-calls	CEC/tie/Lothian Buses	Jan/Feb

	Use of TrafficLink bulletins to radio traffic updates	CEC	TBC
City centre Shoppers and visitors	New leaflet to be distributed within the city centre (within shops, on-street, in bags etc) and other key areas	CEC/tie	Jan
	Use of screens in shopping centres	CEC/tie	Jan
	Printed napkins in coffee shops/booths	CEC/tie	Jan
	Vinyls in shop windows	CEC/tie	Jan
	Improved signage around work-sites	Tie/CEC	Dec
	Tram mock-up public display	Tie/CEC/TEL	April TBC
	Commuters (Car, train, bus, foot, bike)	Information/advertising in key publications (Metro, radio, SPOKES, bus stop timetables, inside buses)	CEC/tie
Text/email messaging service		CEC	TBC
Variable message signs		CEC	Jan onwards
Leaflet distribution to relevant locations: train station, bike shops, petrol stations, travel shops, buses, trains etc)		CEC/tie	Jan/Feb
Taxi-drivers	Briefing	CEC	Jan
	Business Card size information	CEC	Jan
Schools	'Tram bus' to visit schools with health and safety information	tie	Dec/Jan
	NB – other schools activities taking place or planned including pen pal scheme, competitions and magazine	CEC/tie	ongoing
Council Staff	All staff emails	CEC	10 Dec and Jan
	intranet updates	CEC	10 Dec and Jan
Tram Project team	Exhibitions in Council buildings	CEC	Jan
	e-update and Fact Sheet	Tie	Jan
Tourists	Briefing for tour groups (email)	CEC	Jan
	Briefing to Edinburgh Tourism Action Group		TBC
	Briefing for VisitScotland		TBC
Community facilities/ Health and Sports Centres, etc	Leaflets in reception areas	Tie	Jan
	Email briefing	CEC	Jan
	Vinyls on windows, pop-up stands	CEC	Jan
Delivery companies	Leaflets in depot	CEC	Jan
	Email briefing	CEC	Jan
Other Councils	Advert in the local council newspapers	CEC	Dec
	Website links on their website to trams	CEC	Jan