

# INFLUENCES & ASPIRATIONS

## SITE SETTING & CONTEXT

The site occupies a key position in the heart of the city, immediately adjacent to the World Heritage boundary on the northern edge of the New Town.

In order to develop an appropriate development response for the site, it is imperative that the site setting is understood and the key issues that will require careful considerations.

The setting is described by the surrounding physical context and other elements that make a contribution to how the site is experienced and understood.

### Key influences on the site setting include;

- Busy, active urban environment on Dundas Street.
- Dramatic topography of Dundas Street rising steeply to the south with the steeples of the Assembly Hall as a focal point in the distance.
- Dense tree lines south and part west boundaries with significant change in level along southern edge.
- Elegant Georgian façades of Fettes Row and Royal Crescent to the south mark the northern edge of the New Town.
- Dundonald Street and Scotland Street tenemental scale rising south from Royal Crescent.
- Residential character of Royal Crescent and Eyre Place in contrast with Dundas Street.
- Cobbled streets north and south of the site influencing both feel and sounds around site periphery.
- Immediate relationship with King George V Park and mature tree lined edges.
- Busy pedestrian and cycling activity around site making connections with old railway paths and cycle network.
- Scale and character of existing buildings on the site.
- Large empty space in centre of site used as car parking for RBS offices.

SIGNATURE LANDMARK BUILDINGS



MATURE TREES AND OPEN SPACE TO KING GEORGE V PARK



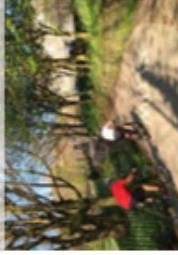
DRAMATIC RISE TO DUNDAS ST



RESIDENTIAL CHARACTER AND TRADITIONAL FEATURES



CYCLE & PEDESTRIAN ROUTES



DENSE TREES AND LEVEL CHANGE TO SOUTHERN EDGE



COBBLED STREETS TO NEW TOWN

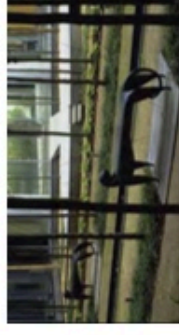
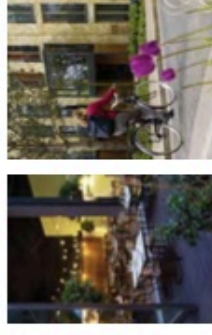


## PROJECT ASPIRATIONS

Our concepts shown today seek to incorporate a multitude of factors that shape our proposals, namely;

- Community feedback;
- Edinburgh Urban Design Panel feedback;
- Responses to enhance and retain the site setting;
- Responses to site topography;
- Flexibility and Development phasing;

The Dundas project has high aspirations to produce a framework that will deliver an exceptional development, one that revitalises the Dundas site, enhances the Conservation Area and adjacent World Heritage Site context and adds a new layer of site specific and considered urban planning.



EARLY CONCEPTUAL MONTAGE



# REDEVELOPMENT PROPOSALS DUNDAS ST / FETTES ROW / EYRE TERRACE