



Contextual studies for Granton Waterfront

Collation of existing data and information avoids having to reinvent the wheel. As set out in Chapter 2, a **full appreciation of the context** will build upon this. Information to obtain should include:

- community appraisal / audit;
- analysis of planning policies (including Regional Development Plans);
- character appraisal;
- environmental and landscape appraisal (including surveys of the topography, geology, ground conditions and potential for contamination, as appropriate);
- movement analysis;
- market supply and demand assessment;
- engineering feasibility (including services availability).

All this requires meeting stakeholders, canvassing local opinions and analysing community needs, delving into archives and looking at local assets. Liaison with statutory service providers will help ensure proposals have a firm footing.

The contextual appreciation will begin to suggest development potential and workable ways to get things done. Information needs to be sifted and summarised via a **SWOT analysis** (see 2.6), or similar method. An important component of this is the identification of any physical constraints to the future land use that will impact on the development.

Such analysis may be carried out as part of a 'Planning for Real', or Design Charette / Workshop programme, for instance, which provide useful ways of brainstorming, consensus building and focussing community involvement. The **SWOT** analysis provides the underlying rationale for the preparation of **design principles and objectives** to aim towards. Before moving to the next stage, the overall "vision" should be agreed, mutual benefits reached between participants and **initial concept ideas** discussed, which will help to focus Masterplan development.