

# Case Study 3

## Urban realm strategy, Aberdeen

Commissioned by:  
Aberdeen City Centre Partnership  
Aberdeen City Council  
Scottish Enterprise Grampian

Consultant:  
Gillespies

Challenge:  
To prepare an urban design and development strategy for a city centre; presenting options for how places could change in an understandable and accessible way.

In 2001, Aberdeen published an ambitious strategy for a fine city founded on an expansive and integrated vision for the future of the city centre. This drew inspiration from comparable cities in the UK and Europe to shape aspirations and prioritise projects to give the city centre an internationally competitive urban heart.

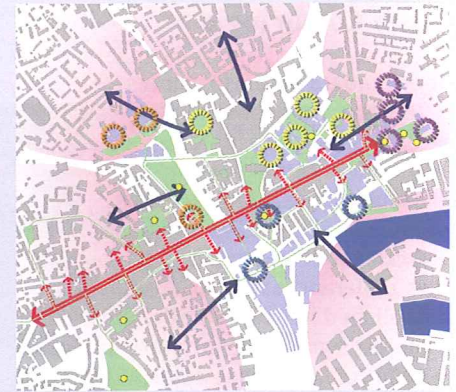
A key aspect of the work was the ability to communicate the challenges to be faced in order to confront the issues and bring about the necessary change.



The various media used to communicate this project to a wide ranging audience including non-professionals

The project involved the preparation of an illustrated report using hand-drawn sketches to depict the different approaches to place-making that underpinned the strategy.

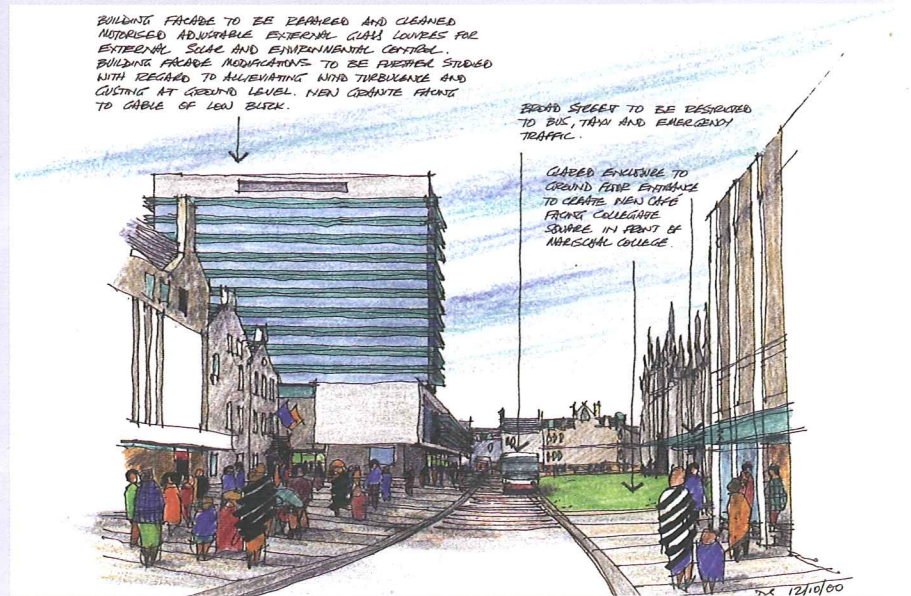
Alternative approaches were examined and brought to life through sequences of sketches using the 'serial vision' technique originally developed by Gordon Cullen to 'walk people through' the possibilities for the spaces.



Strategy diagram showing linkages to key project areas



View from St Nicholas Street looking east along new pedestrian way linking Marischal College Provost Skene's house with St Nicholas Church – major intervention



Looking east along Broadgate – minimum intervention, retaining refurbished St Nicholas House