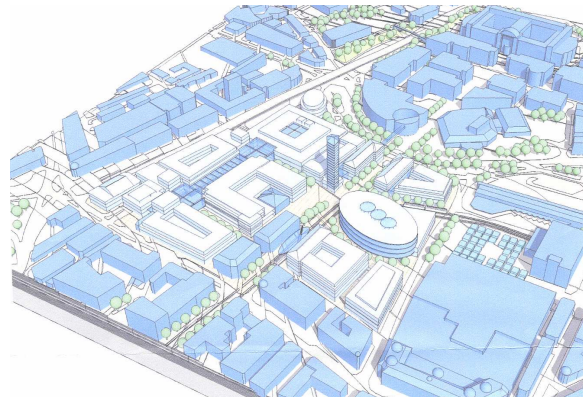


Leeds Eastgate



Assessment of how well the masterplan will support pedestrian activity and how the design can increase pedestrian demand. Hammerson PLC & Town Centre Securities 2004 & 2005.

Leeds Eastgate

The Eastgate Scheme covers 8.5 hectares of land to the north and south of Eastgate, in the area directly to the east of the Victoria Quarter, and north of Kirkgate Market and the Bus Station. The proposed development has been put forward by developers Hammerson plc and Town Centre Securities plc and advanced in partnership with the City Council.

The new quarter will include 100,000 square metres of new retail and will also include, leisure facilities, 500 apartments and 2500 car parking spaces. The £500 million development will include John Lewis Partnership as an anchor tenant and is due to open in June 2010.



Connecting Eastgate into the town centre

Hammerson were keen to ensure that there were good pedestrian connections between the Eastgate and Harewood Quarter and the main retail routes within Leeds town centre. As such Intelligent Space were asked to provide pedestrian modelling and consulting services to the design team.

Understanding the current pedestrian routes

First Intelligent Space undertook a detailed evaluation of current pedestrian movement within the town centre. This comprised:

- Detailed surveys of current pedestrian flows with nearly 90 locations sampled.
- Modelling of wayfinding to and from key destinations within the town centre such as car parks, the station and department stores.

Predicting future pedestrian numbers

In addition to the strategic modelling of pedestrian routes Intelligent Space also provided a calibrated pedestrian model for the town centre. This model took into account key generators for movement along with how the design of the streets and buildings themselves affected movement.

This calibrated pedestrian model was then used to test how well the proposed masterplan design supports pedestrian activity. From information on the proposed land uses and the design of the buildings within the masterplan as well as changes to the car parking and related facilities Intelligent Space provided a model of likely pedestrian flows.

Findings from the model were used to provide guidance to the design team on ways to make the best use of existing pedestrian movement in the town centre and to create high quality new streets and spaces.

The modelling of pedestrian routes enabled questions to be answered such as:

- How can the masterplan best link into existing pedestrian movement in the town centre?
- Which routes will pedestrians be likely to take into the Eastgate area?
- How many pedestrians are likely to be present?
- What will be the implications of changing the masterplan design on likely flows?