

### 3.0 OBJECTIVES OF THIS GUIDE

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3.1 Edinburgh's Waterfront has already attracted some of the world's best architectural and design talent, working within individual development plans for each area. The Design guide links development plans for Leith, Newhaven and Granton to ensure consistency and quality, and provides a framework of primary building facades, routes, signage, spaces, landmarks and vistas for specific redevelopment sites.

3.2 Within new objectives lies an opportunity to enhance and create:

- A gateway arrival and departure point for the city.
- A destination for tourism, leisure, retail and recreation activities.
- A focus for art, heritage and culture.
- An expanded residential quarter and community.
- A place of activity and vibrancy for young and old.
- A strong symbol of renewal and confidence.
- An awareness and reunification of the city with its waterfront.

