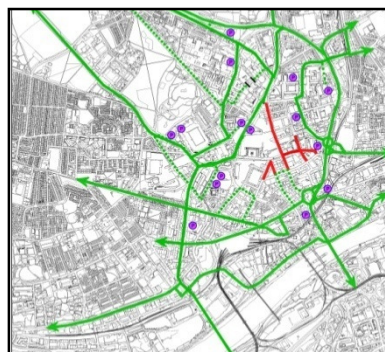


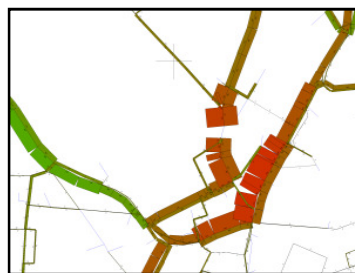
Project:	Newcastle City Centre Action Plan
Client:	City of Newcastle
Location:	Newcastle
Role:	Strategic Transport Advisors and Traffic Modelling Consultants

Crowd Dynamics are providing strategic transport advice and developing the Paramics traffic model for the City Council as part of the City Centre Action Plan process.

Crowd Dynamics have proposed a series of transportation principles and scenarios for testing and consultation.



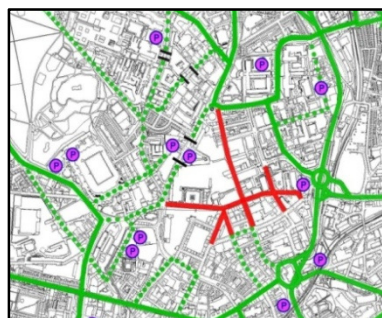
Testing of St Mary's Place Closure



Analysis of closure of Percy St using Paramics model



Buses



Option for extending pedestrian priority area

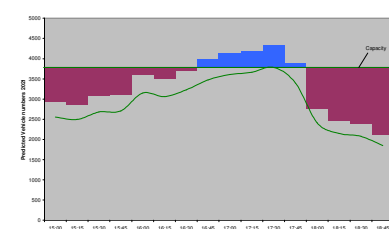
The impact of major redevelopment proposals such as Science Central, East Pilgrim St etc was forecast and mitigation measures identified.

Scenarios developed and tested included:

- Extending areas of pedestrian priority requiring major rerouting of bus services.
- Providing enhanced bus priority within the city centre.
- Relocating and revising car park provision (both long & short stay).
- Provision of new bus terminal facilities.
- Revising strategic road network within city centre with options for calming or closure of major traffic routes within the centre.

The role of buses in the city centre is critical. They deliver millions of people into the city but restrict the provision of pedestrian priority.

Crowd Dynamics have substantially rebuilt and upgraded the City Council's Paramics traffic model to enable detailed testing of key scenarios.



Available Capacity on 'Shoulders' of Peak Hour