



# Cameron Toll – Welcome

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## Welcome to the Cameron Toll Consultation Event.

**We are delighted to consult on the new, exciting development proposals at Cameron Toll, on behalf of our client, Lady Road Investments S.à r.l.**

### The Proposal

This consultation is to engage with you over the following proposals to redevelop Cameron Toll into a vibrant mixed use community neighbourhood.

- New hotel development
- New residential development
- Improved and enhanced public realm
- Improved pedestrian and cycle connectivity within the site

We want to ensure that you are informed of the plans and welcome the opportunity to hear your views as we continue to develop our thoughts before submitting a planning application(s).

A Proposal of Application Notice was submitted on 17 November 2021 for 'proposed redevelopment of Cameron Toll, to include residential and hotel uses, along with improvements to public realm and pedestrian, cyclist routes within the site and associated landscaping' This was submitted to the City of Edinburgh Council and confirms the development team's intention to submit an application for planning permission, following a minimum 12-week consultation period.

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Given the ongoing pandemic, and in accordance with associated regulations, it is intended that the required pre-application consultation will be undertaken via a hybrid approach of an interactive web-based platform and a face-to-face drop-in session.

Today's event is the first of these exhibitions, with the boards being available to view until 14th January 2022. The second event will take place online via the Cameron Toll website from February 2022. The exact date and time will be confirmed on the Cameron Toll website, following the feedback from the first exhibition.

**Please take time to view the exhibition and should you have any questions, please don't hesitate to ask a member of the project team.**

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# Cameron Toll A New Neighbourhood Centre

## Proposed masterplan

### Existing site

Edinburgh’s first out of town shopping centre opened in 1984. Today the centre serves residents of South Edinburgh from Craiglockart to Craigmillar and from the City Centre to Dalkeith. Occupying the former grounds of Inch House, Cameron Toll occupies a site of some 26 Acres devoted largely to parking.



Cameron Toll is located to the south east of Edinburgh City Centre, approximately two miles from Princes Street and a further two miles from the City Bypass. The site can be accessed from the city via the A7/A701; from the A1 to the east via the A6095; and from the Edinburgh City Bypass (A720) to the south and the A7 or A772 ring road. Importantly, it is well served by public transport, with numerous bus connections from the city centre via Lady and Liberton Roads, whilst there is also future provision for trams close by should the current system be extended.



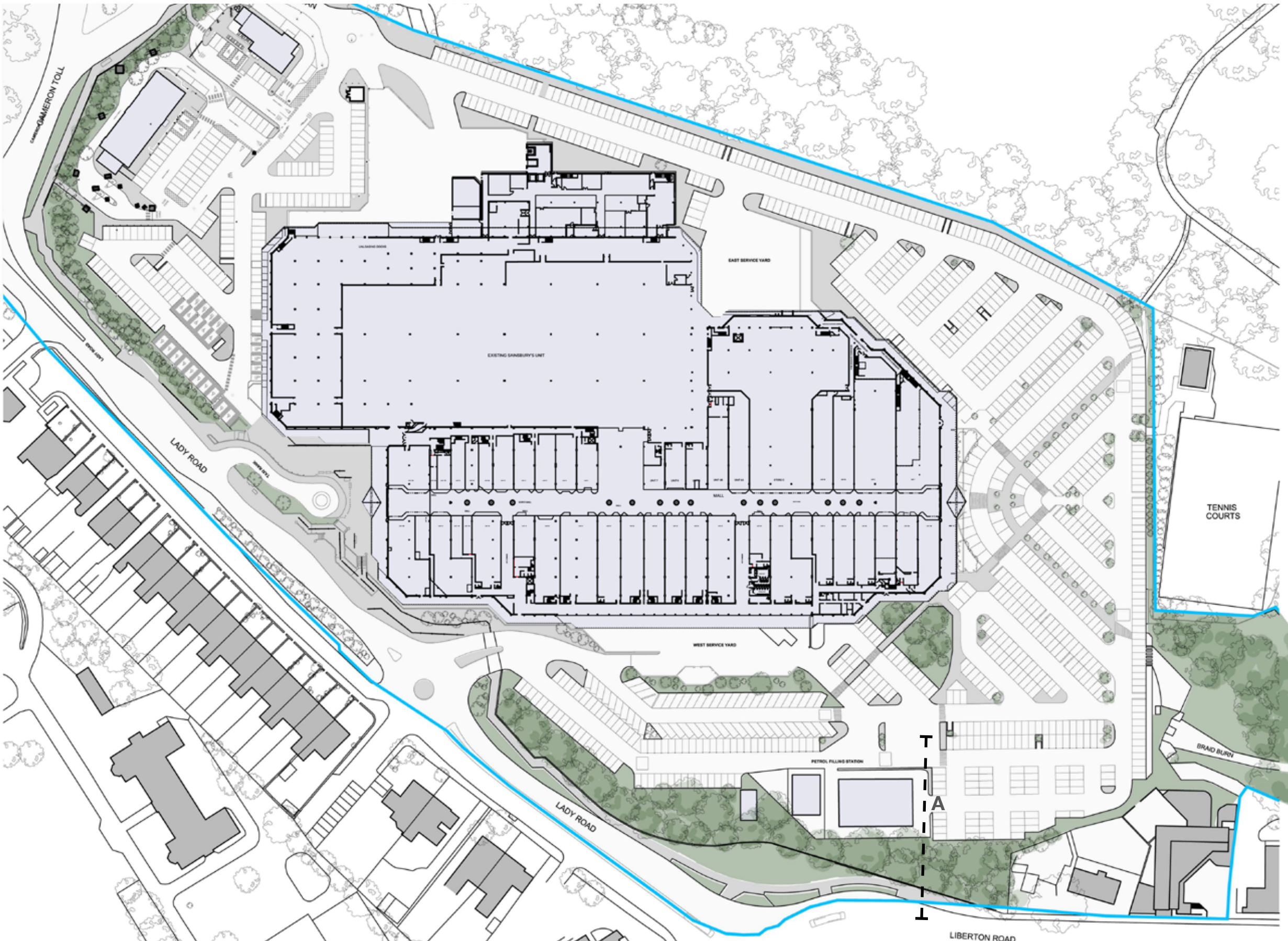
#### CityPlan 2030

The City of Edinburgh Council is in the process of preparing their next Local Development Plan for Edinburgh. The formal commencement of the consultation is currently scheduled for 07 December 2021. Within the new proposals, the LDP suggests that Cameron Toll may have scope to accommodate new housing to complement existing uses on site, which would be considered as part of a comprehensive redevelopment of the whole commercial centre.

A key requirement of the LDP is to ensure that sufficient land is allocated for housing a central aim of the Proposed Plan is ‘delivering a network of 20 minute walkable neighbourhoods’. In principle, the use of brownfield sites for development in the city’s urban areas will assist the Council in achieving a number of the ambitions set out within the Proposed Plan including maximising the city’s finite land resources; creating mixed use and walkable communities; ensuring a higher density of development; directing development to areas where there is existing infrastructure capacity to support proposals; and protecting the greenbelt that surrounds Edinburgh. The redevelopment of Cameron Toll has the ability to meet these Council objectives, as well as improving upon the facilities within the existing Commercial Centre.

#### Edinburgh Local Development Plan 2016

Cameron Toll has the designation of a Commercial Centre within the Edinburgh Local Development Plan 2016, where retail and leisure uses are acceptable. The current Local Development Plan considers the site is well served by public transport links, and acknowledges the planning permission granted in 2012 for retail space and a cinema which will enhance its leisure role. Since the approval of the Local Development Plan, the planning permission for the additional retail space and cinema has expired, and a recent approval for a stand-alone cinema (with ancillary Class 1,2 and 3 units) was approved on 1 July 2020.

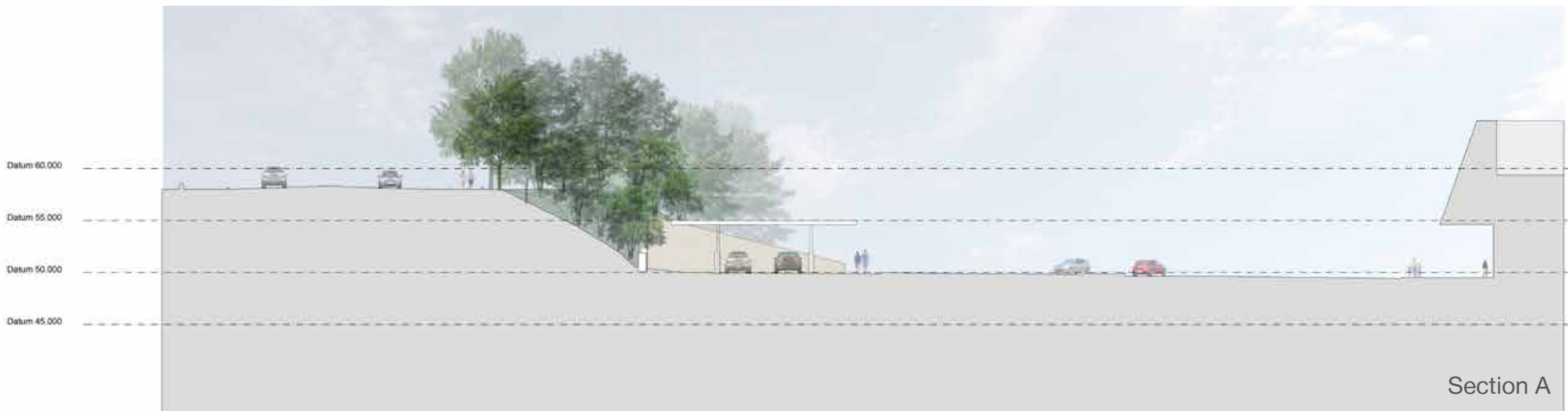


#### Pre-Application Discussions with the City of Edinburgh Council

From January 2021, the development team has undertaken a formal pre-application process with the City of Edinburgh Council’s planning team, whereby the proposals have been extensively discussed. The City of Edinburgh Council support the principles of the development with respect to the proposed hotel and residential development, along with the improvements to the public realm and the overall masterplan approach.

The advice from CEC has confirmed it is acceptable for the proposals for the hotel and residential uses to come forward separately as standalone applications, and that the first application should include a masterplan for the whole site demonstrating how the various uses and public realm will integrate cohesively.

- It is envisaged that following the public consultation process, the following separate applications will be submitted:
1. Detailed planning application for hotel development, including public realm and masterplan improvements.
  2. Detailed planning application or application for planning permission in principle for residential development.





# Cameron Toll A New Neighbourhood Centre

## Proposed masterplan

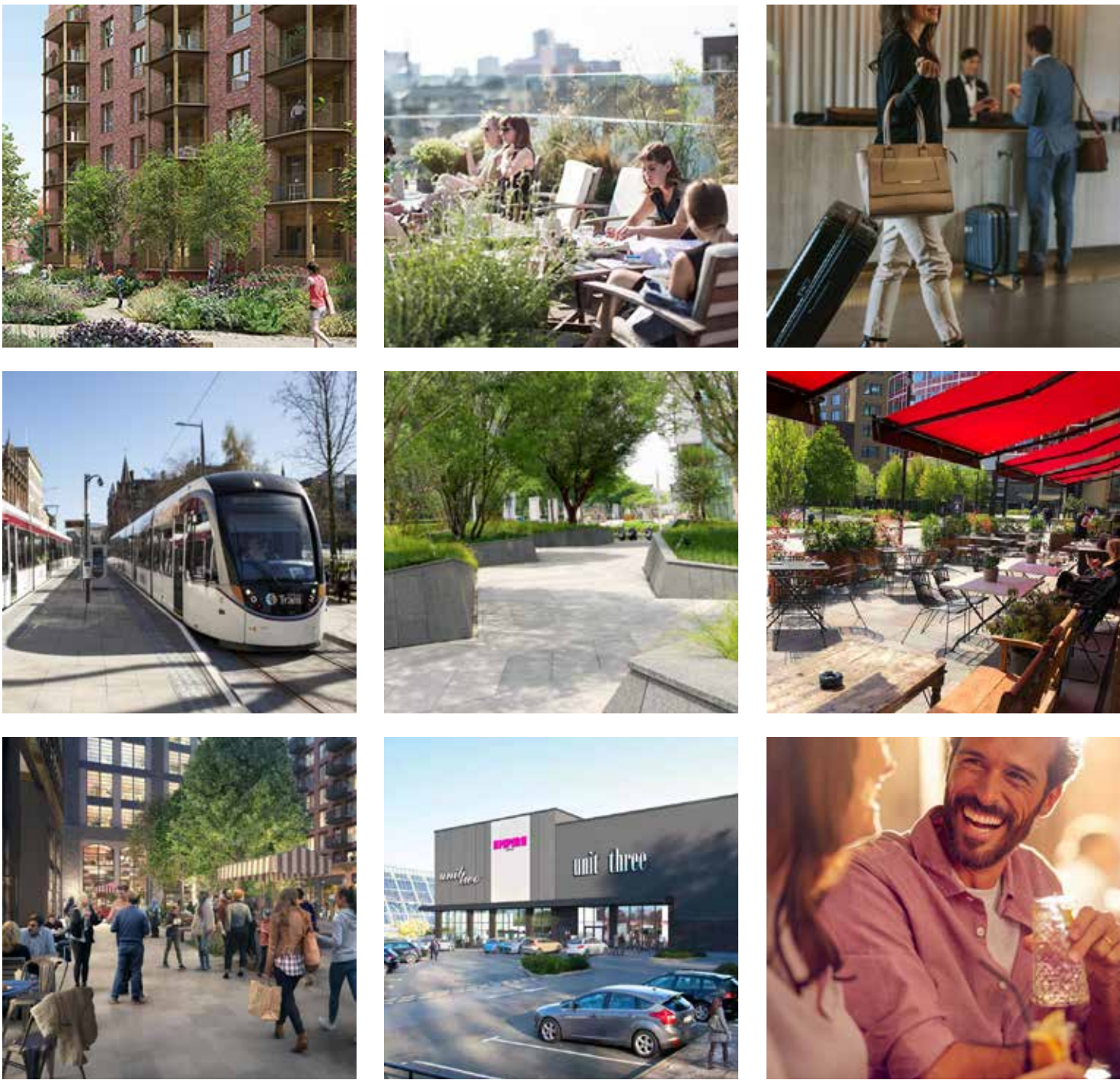
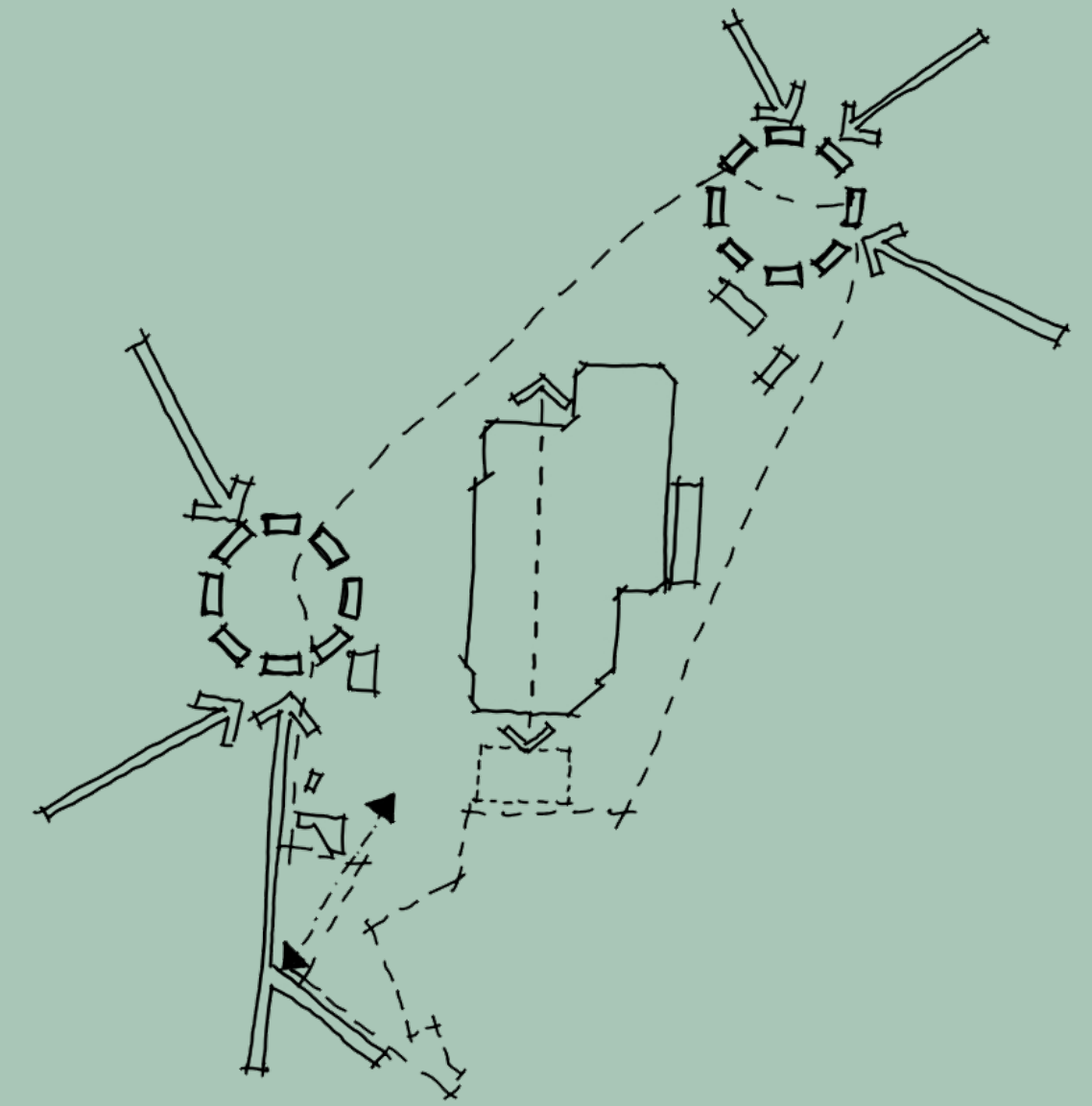
### Vision for the site

Transforming an existing (single-purpose) commercial centre into a new local neighbourhood centre which offers a more diverse mixture of leisure, local business outlets and community facilities.

There is a recognised need for Cameron Toll to continue to improve the variety of its provision to ensure it can continue to remain relevant, attractive and be able to perform its function as a commercial neighbourhood centre.

A mix of uses on site will enable Cameron Toll to sustain its function to the local community. This consultation explores the provision of a variety of uses on site, including residential and hotel, along with improving the accessibility into and within the site for pedestrians, cyclists and vehicles.

The site is located next to a number of excellent community facilities, such as Inch Park, the Scouts and Craigmillar Park Tennis Club and improving the links between the Commercial Centre and these facilities is an important part of the Masterplan. A key theme of this is providing for the 20 Minute Neighbourhood.



#### Connecting people and place

Creating new safe pedestrian routes and secure public space across the existing car park.

Introducing new visitor attractions, cinema, hotel and residential accommodation to ensure the entire site remains safe and active, 24/7.

New opportunities for local businesses and community facilities in the mall.

- A Neighbourhood Centre that supports everyone's physical and social wellbeing
- Improve the quality, density and accessibility of the built environment
- Support key objectives of the forthcoming CityPlan 2030
- Create a new heart for the local community



Proposals are being developed to support the proposed masterplan for the Cameron Toll Area:

Proposed overall masterplan

- A Walkable Neighbourhood Centre set within a high quality network of streets and accessible public space
- Providing safe walking and cycling routes connecting the local community to high quality recreation and amenity space
- Close to a major public transport interchange and connecting up the active travel network
- Supporting the tram extension and free hopper-bus connections linking local communities to the city centre.

The Covid-19 pandemic has had an immediate, and a likely long lasting effect, on how we use towns and cities to live, work and play in.

The 20 minute neighbourhood is a concept that creates neighbourhoods where daily services can be accessed within a 20 minute walk.

The redevelopment of Cameron Toll with improved public realm and connections, along with new uses such as residential and hotel will contribute towards creating this 20 minute neighbourhood and an improved community use within the site.



City Plan 2030 - Cameron Toll, appropriate location for new Local Centre designation.



Aerial view north



# Cameron Toll A New Neighbourhood Centre

## Proposed masterplan

- A neighbourhood where you don't need a car to move around
- Creating places that focus on people not cars
- Delivering new walking and cycle routes
- Delivering new community infrastructure
- Enabling a reduction in car use across South Edinburgh

## Public realm and new connections

Cameron Toll already plays a significant role in meeting the City's aspirations to implement the 20 minute neighbourhood model.

20 Minute neighbourhood concept – The local accessible neighbourhood facilities located at Cameron Toll mean that large areas of the population can access most of their daily needs within a 20 minute (return trip) walk, cycle or public transport journey. The masterplan will further support this model by locating additional homes and jobs at Cameron Toll and by improving the permeability of the area for those walking, cycling and using public transport.

- People First – (prioritise pedestrian and cycle movement)
- Places for People – (places to live, visit, work and play)
- Improve Quality, Density and Accessibility of the Site
- Deliver Community Infrastructure
- Deliver more affordable homes
- Connect surrounding communities
- Create a sustainable neighbourhood centre



Landscape precedents

Re-allocation of space to reduce the impact of vehicles and create safe pedestrian routes to and through the site.



THERE ARE INFORMAL CONNECTIONS TO THE PARK WHICH ARE WIDELY USED, WHICH WE INTEND TO UPGRADE AS PART OF THE MASTERPLAN.

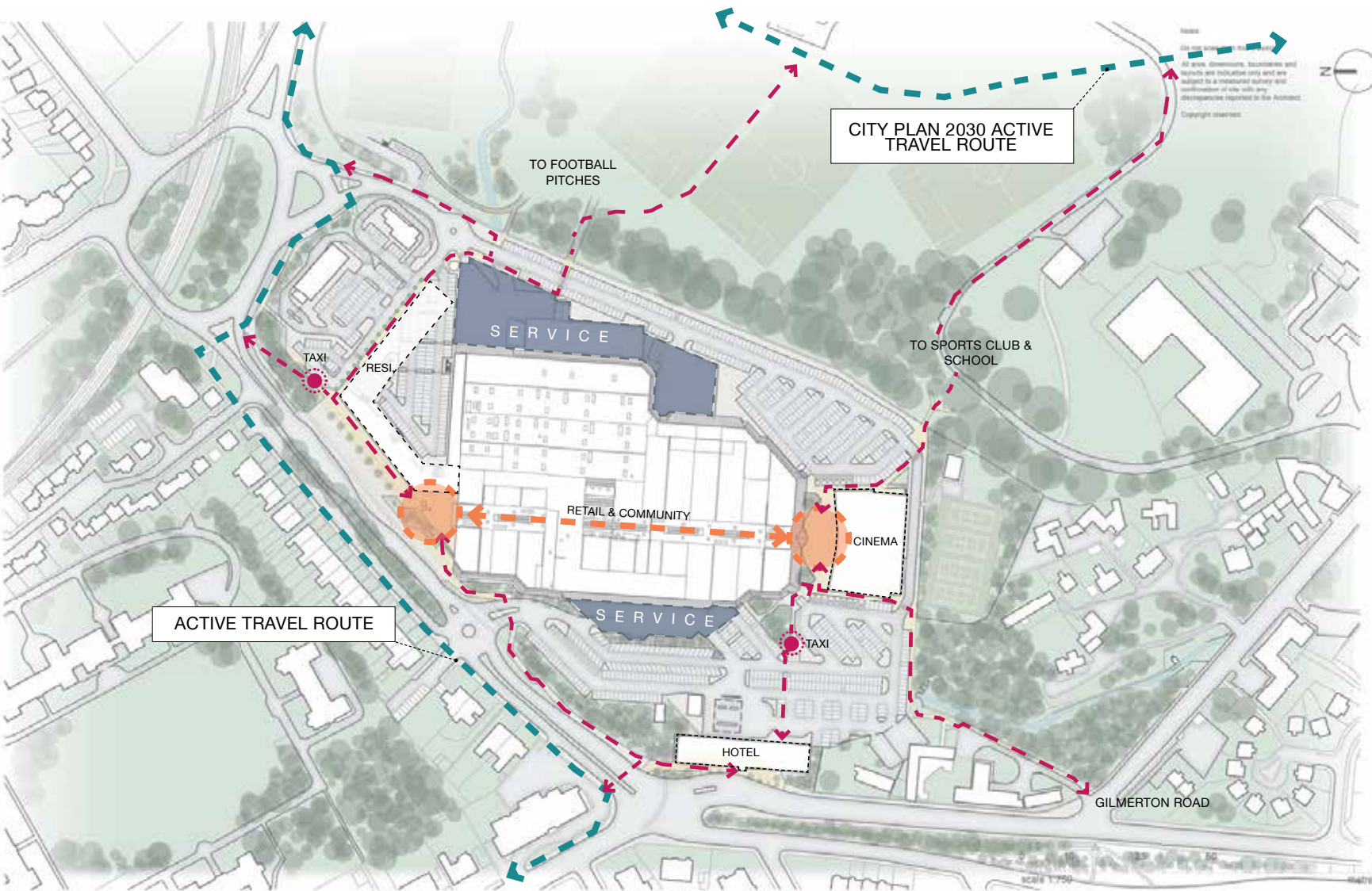


Improvements to pedestrian sight lines through park.



**Tram** – The masterplan fully supports the principle of locating high density and mixed used development adjacent to a key sustainable transport node. Cameron Toll is currently served by existing/emerging active travel routes and excellent bus services. In addition to this, the City Council has safeguarded a route for future tram provision along Lady Road, with a potential tram halt location at Cameron Toll.

This would introduce a mass rapid transit system on the doorstep of Cameron Toll, capable of moving high volumes of people to and from the area in a sustainable manner. The masterplan has been designed so as not to prejudice the provision of the tram in the future. The layout takes cognisance of the potential for tram halt on Lady Road and embraces the benefits this will bring for people, both now and in the future.



Proposed connections to the active travel routes.



Transport nodes: regional junctions to and from the city.



# Cameron Toll A New Neighbourhood Centre

## Proposed masterplan

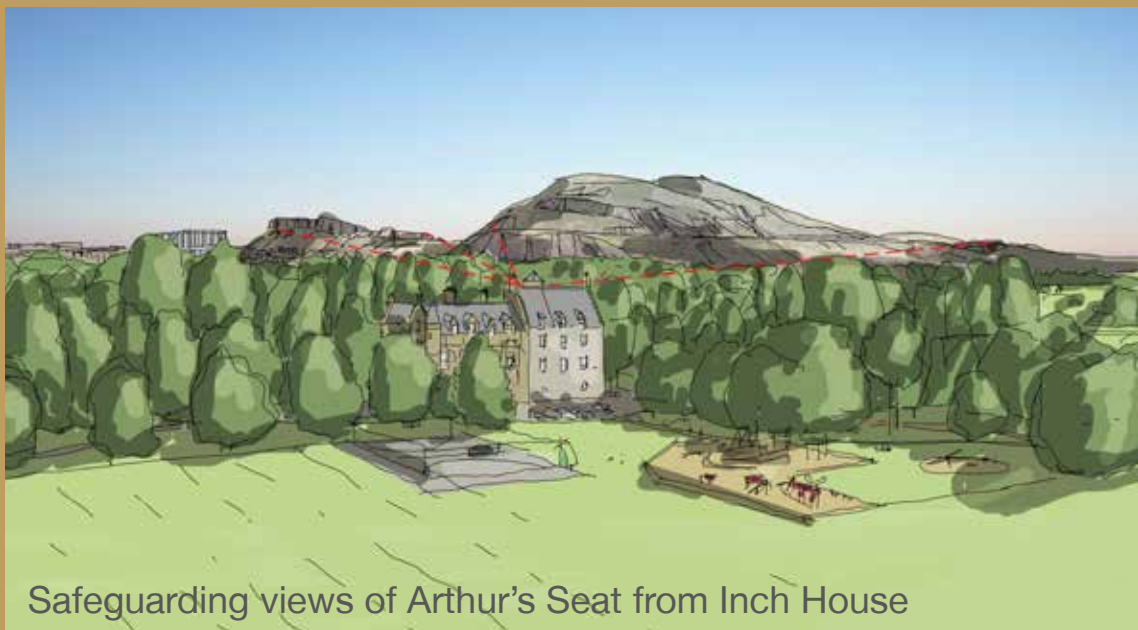
### BTR residential proposal

The Cameron Toll Masterplan has been developed to sensitively incorporate a vibrant mix of uses including residential, hotel, retail and leisure. These uses will all contribute to the local community, creating a richer sense of place with improved links to the wider context.

The proposal for Residential accommodation within Cameron Toll has been discussed and generally accepted as being appropriate through a number of pre-application meetings with the Edinburgh Planning department.

In terms of its location and design, there has been general acceptance of a tenemental style scale and mass fronting Lady Road, with an increase in height addressing the arterial roundabout and Inch Park. This strategy allows the building to modulate in height between sensitive streetscapes, regional infrastructure and historic parkland.

The location of the residential component in the north of the site provides an opportunity to integrate with Inch Park in line with Policy Des 3 (Incorporating and Enhancing Existing and Potential Features).



Safeguarding views of Arthur's Seat from Inch House



Massing studies

- A Centre where everyone can live in a home they can afford
- Building new homes, infrastructure and local amenities
- Overcoming the loss of existing homes to other uses
- Delivering more affordable homes
- Creating sustainable communities



Height / Density around arterial nodes:

*“High density development helps Edinburgh be a compact and vibrant city. Having higher densities allows land to be used more efficiently, helps regeneration and minimises the amount of greenfield land being taken for development. Higher densities also help maintain the vitality and viability of local services and facilities such as schools and local shops, and encourage the effective provision of public transport. They can also make the provision of district heat networks more viable - helping to achieve targets to decarbonise heat.”*

Planning Policy supports a “modest increase in building heights (and density) at nodes such as transport intersections of arterial and other significant roads, as the change in height can help signal the importance of the location and assist navigation”.

Planning policy also supports an increase in development density where there is, or it is proposed to be, good access to a full range of neighbourhood facilities, including immediate access to the public transport network (ie: within 500m of development).”

Extracts taken from the Edinburgh design Guidance 2020, Local Development Plan Policies.

Public realm and new connections:

We recognise the transformational opportunity to revive the existing, commercial monoculture into a dense, vibrant, mixed-use development. The aim at Cameron Toll is to drive reinvention by mixing retail spaces with housing, hotel, and leisure destinations that will transform what is currently a single-use mall into an integrated, mixed-use neighbourhood centre.

The proposed masterplan places a new emphasis on strengthening its connections with the wider community with the aim of regenerating itself as a vibrant place to live, work and play as well as being a strong commercial and leisure destination. These proposed links prioritise pedestrians and cyclists, through their connection to existing and future active travel routes across the city. A multi-platform transport hub will emerge with the introduction of the new tram line and tram-stop currently being proposed for Lady Road, along with existing bus routes and stops which surround the centre.

Pedestrian connections to Inch Park will be reinforced, allowing safer and more legible ingress and egress between the park and the centre. These connections also align with City Plan 2030’s aspiration for a new active travel route, in an east-west direction through Inch Park.



Nodes / Public Plazas:

Quality public realm and new plaza areas will redefine the entrances to the Neighbourhood centre. To the south a new leisure plaza will be created, activated by new dining and leisure experiences with the previously consented cinema proposals. This will be further supported by a new taxi drop off area, increasing accessibility to the centre.

To the north, a new plaza will be created, activated by the new BTR ground floor uses, which could include café space, lounge and receptions areas, along with the existing northern entrance to the centre. This plaza will connect to the existing active travel route to the west, along with safeguarding space for the future tram route. A taxi rank will also be maintained in this area, with easy access to bus and tram routes as these come online.

Craigmillar Park / Lady Road Junction:

One of the primary barriers to connectivity and permeability is the large drop in level between the Craigmillar Park / Lady Road Junction and the centre to the east, many meters below. In order to create a meaningful connection here, lifts and stairs within the proposed Hotel development are intended to connect the street above with the centre below, also engaging with the new southern plaza and taxi drop off.

### Meeting Increasing Demands for BTR Living:

Build-to-rent (BTR) is an exciting, emerging new sector in the UK housing market. Inspired by what’s available in large parts of Europe and North America, where it is known as ‘multifamily housing’, build-to-rent has emerged in response to soaring demand for quality rental housing, with new developments reflecting the changing needs and priorities of modern renters.

There is huge demand in Edinburgh for this model, which offers well-managed accommodation, with long-term security of tenure and with the flexibility of renting.

The new residential development at Cameron Toll would be managed by experienced BTR operators and residents have access to a wide range of on-site amenities that extend beyond the traditional boundaries of their individual apartments.



Entrance view



Proposed northern node



# Cameron Toll A New Neighbourhood Centre

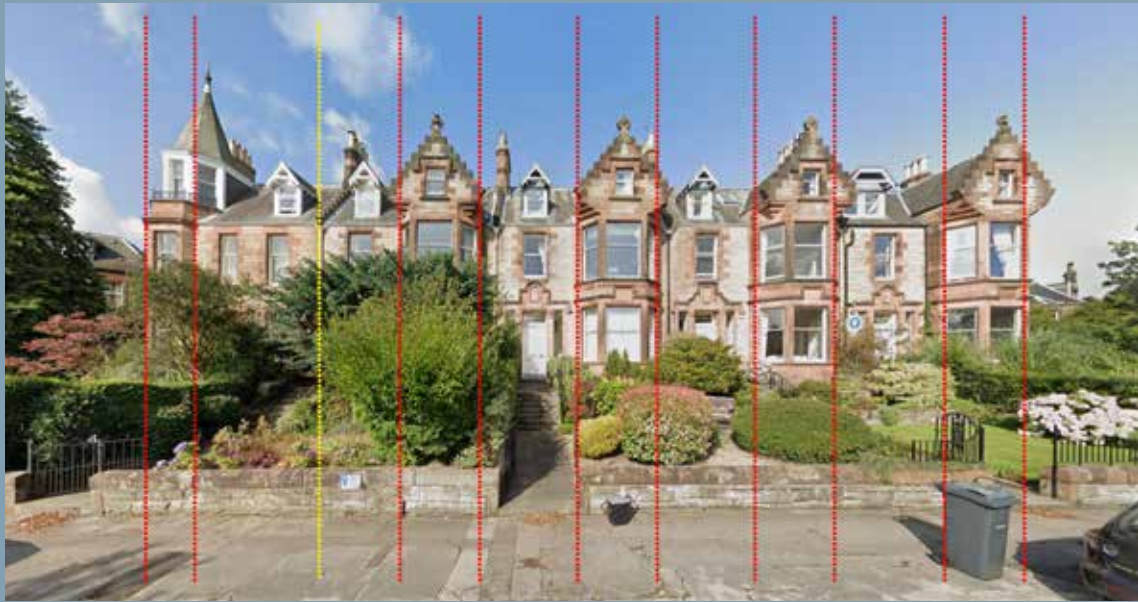
## Proposed masterplan

### Hotel proposal

To create a vibrant mix of uses and help support a 24hr economy, a Hotel has been proposed for the site, with its location also helping to redefine how Cameron Toll is perceived from its surroundings.

The Hotel proposals have been developed through various pre-application meetings with Edinburgh Planning Department who now consider the scale and massing appropriate in this location, terminating the view eastwards along Craigmillar Park.

The location of the proposed Hotel on the embankment also provides an opportunity to create a connection east/west, from Liberton Road to the Neighbourhood Centre below. The current proposals includes lifts and stairs which will help guests transition from the existing active travel route on Lady Road to the new southern plaza and taxi rank, improving connectivity and accessibility within the area. This helps to support the principles established within the city Plan 2030 in relation to “Creating places that focus on people, not cars”, whilst also “supporting the reduction in car use in Edinburgh”.



Gordon Terrace precedent study



Proposed Proposed hotel facade

#### The Design and Massing:

Following various pre-application meetings with Edinburgh Planning Department, guidance on the proposed Hotel design has been established through feedback:

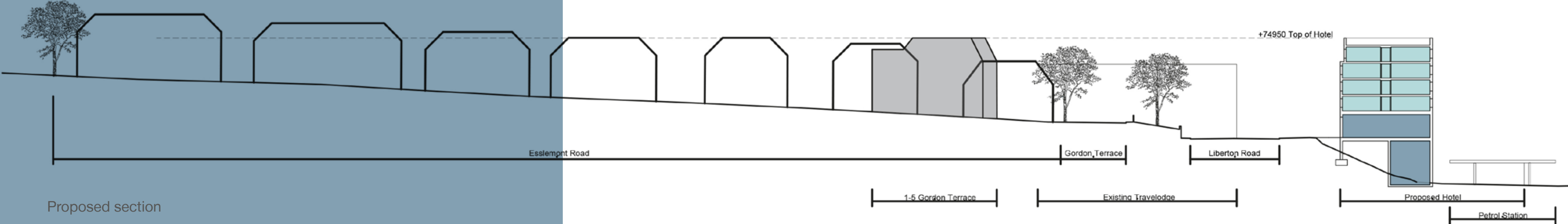
*“Development on this prominent edge should pick up on the design and architectural features of traditional buildings within the vicinity, particularly those within the conservation area to the north. There is also an opportunity to improve the public realm next to a busy junction.”*

Through a process of design evolution, the sketch design currently pick on the strong rhythm of gable features within the listed Gordon Terrace, an existing building which sits just to the West of the site, beyond a mature tree belt.

The roofscape is articulated with pitched dormers, crow-stepped gables and chimneys with an asymmetrical composition including a faceted slate turret to the south. The façade is a mix of red and blond stone with a strong vertical rhythm articulating bay windows.



Facade study



Proposed section

- A Centre where everyone can share in its economic success
- Delivering a range of amenities to serve the local community
- Complementing adjoining local centres
- Supporting sustainable local businesses



Proposed hotel carpark entrance

The general principles and façade arrangement of Gordon Terrace have been drawn upon to inspire a façade composition for the proposed Hotel. A mix of red and buff brick has been used to echo the tones of the historic terrace, arranging these vertically to help visually break down the scale of the single block. The roofscape has been articulated with a series of dormers and pitched gables, again taking inspiration from Gordon Terrace.

The façade has an asymmetrical composition to the south too, as the brickwork and fenestration wraps the gable.

Finally, enhanced public realm design will help create a better quality of environment, activated by the Hotel ground floor uses of bar and restaurant. Trees within the public realm will help retain a soft edge to the street.



Proposed hotel plan





# Cameron Toll – A New Neighbourhood Centre

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## Have your say

**We would like to thank you for viewing our proposals and we would be grateful if you could complete the feedback forms.**

Please note that comments made will be to the prospective Applicant, and not the Planning Authority. There will be an opportunity to submit comments to the Planning Authority, the City of Edinburgh Council upon the submission of a planning application.

**Please submit comments by 31st January 2022.**

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It should be noted that comments made may be used as part of the consultation report lodged with the planning application. Comments made are on the proposal shown. It is not treated as a formal comment on the planning application itself. This requires to be submitted to the City of Edinburgh Council, following the submission of a planning application.

A second consultation event will be taking place on our website ( <http://www.camerontoll.co.uk/home/consultation/> ) in February 2022 where you will be able to view and comment on our updated proposals.

You will also have the opportunity to speak to the project team via a live interactive text chat session. The dates and times of this session are to be agreed, this will be advertised in the local press (Edinburgh Evening News), and on the website at least 7 days in advance of the event.

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In the meantime, should you have any questions or require further information, please contact us. Paper copies of these exhibition boards can be provided on request.

**[camerontoll@libertyone.co.uk](mailto:camerontoll@libertyone.co.uk) or call us on 0131 608 0266.**

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