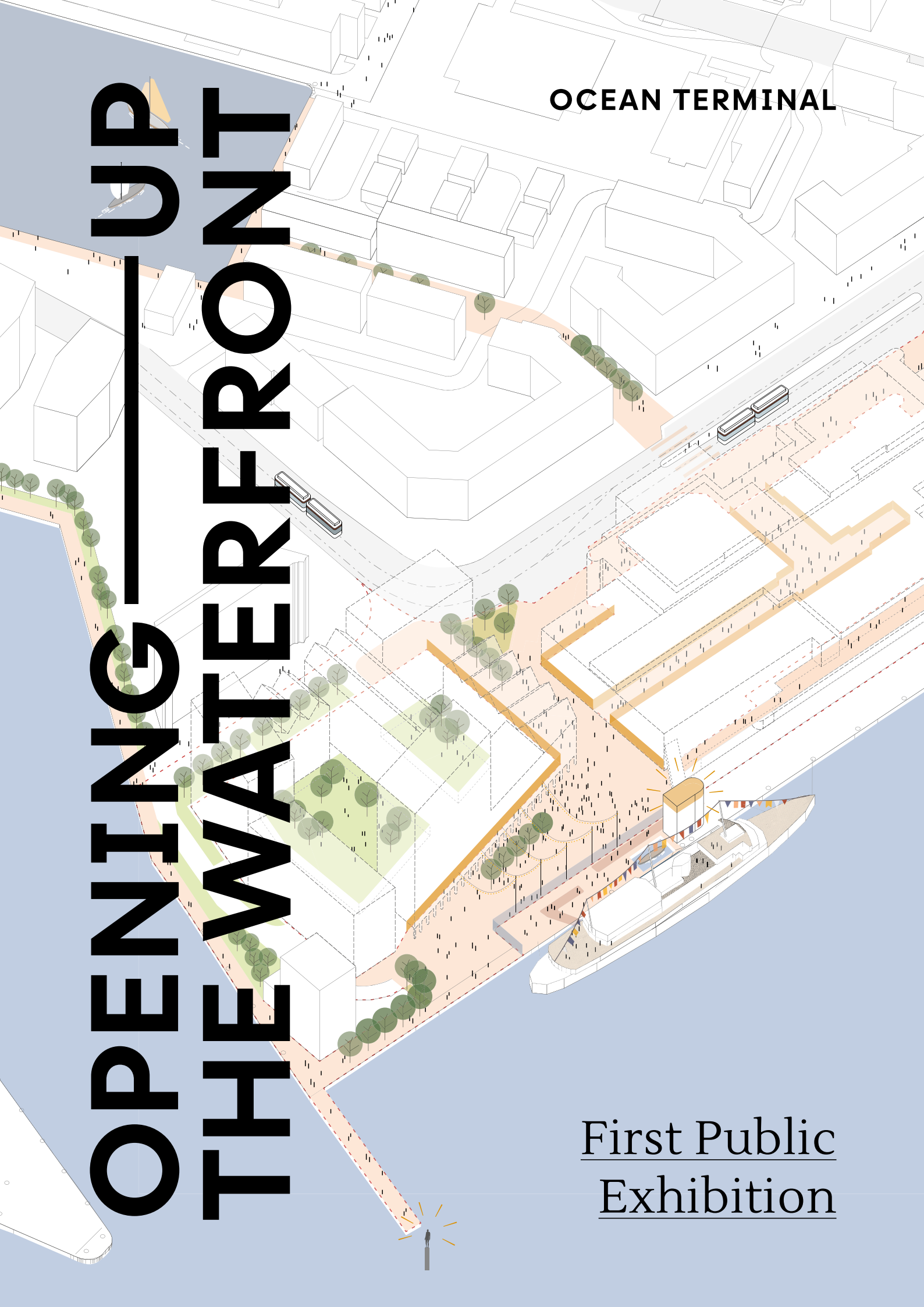


OPENING UP THE WATERFRONT

OCEAN TERMINAL

First Public
Exhibition



On behalf of Ocean Terminal and Ambassador Group, thank you for taking the time to visit this online public exhibition. It is the first of two exhibitions regarding the proposal for the comprehensive redevelopment of Ocean Terminal.



Ocean Terminal has passed through various ownerships in recent years, most recently Resolution Property, who added the front facing H&M unit, sought permission to develop a hotel on the north surface car park, and planned to change Ocean Terminal into an outlet mall.

A Proposal of Application Notice (PAN) was submitted to City of Edinburgh Council (CEC) in August 2021 outlining the intentions of Ocean Terminal and Ambassador Group to undertake the comprehensive redevelopment of the property.

Our proposal is for a transformational redevelopment which will open Ocean Terminal to the waterfront and create a welcoming shopping and leisure destination that meets the needs of local people. Our vision is for residential, community and other uses, including food and drink and retail uses, the creation of new public realm, with associated landscaping, infrastructure and access arrangements, and potentially hotel and offices.

This is an opportunity for Ocean Terminal to reach its full potential.

Recent changes in retailing, particularly the shift to online retailing, the growth in demand for leisure uses and, more recently, the impact of Covid, have had a detrimental impact on retailers with department store businesses being severely impacted. These factors have had a detrimental impact across all town and city centres, and commercial centres such as Ocean Terminal. The result has been that large parts of Ocean Terminal have in effect lost their purpose, with radical change now being required to remove those elements now rendered obsolete, creating an opportunity for positive new development, and to adapt the retained centre to better serve the growing local community which it is increasingly at the heart of, and also the wider needs of the city.



APPROACH

It is proposed to bring forward two applications for planning permission.

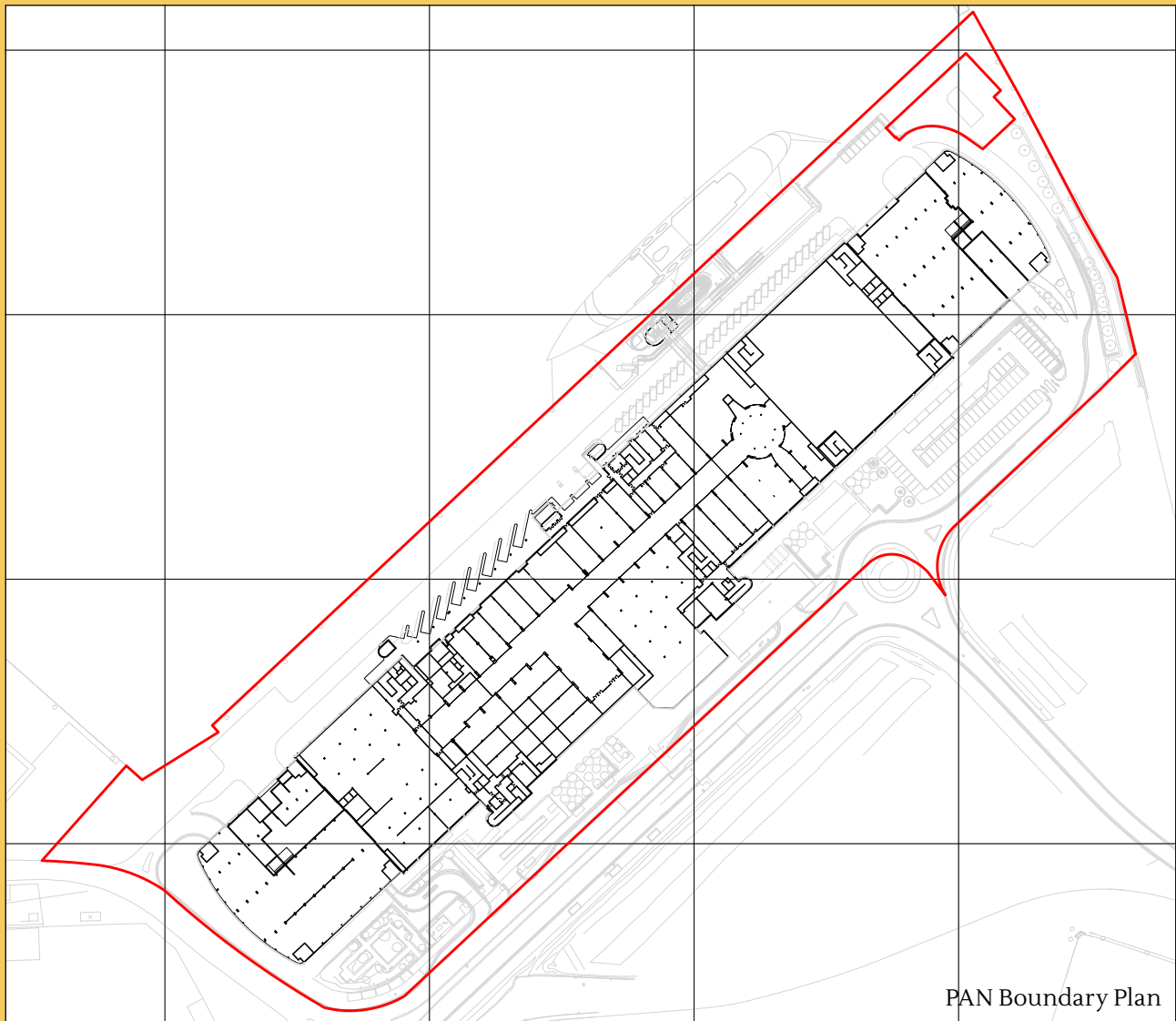
The first will seek permission for the extent of demolition required, for the 're-facing' of the retained centre, new public realm and the temporary treatment of the area cleared for new development. The second, 'major', application, will seek permission for the new development on the cleared site. Both applications will be in detail. This will enable the greatest level of engagement with both the planning authority and local community, and also provide certainty as to the nature and quality of the new public realm and buildings proposed.

The aspiration is for a high quality mixed use development that repositions Ocean Terminal for the long term, and that sustainably regenerates a brownfield site and successfully integrates it within the emerging new community around it and the adjacent tram halt.

THE SITE

The PAN boundary includes the entirety of Ocean Terminal in order to enable any design or technical planning issue arising during the planning process to be readily dealt with.

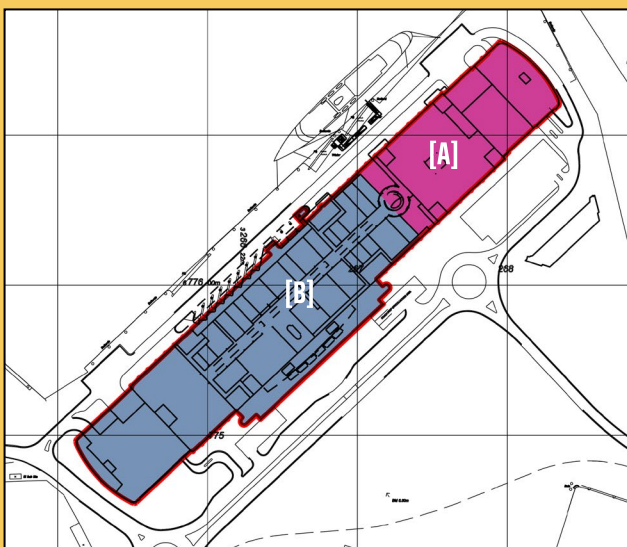
The site is adjacent to Leith Docks Entrance Basin and The Royal Yacht Britannia to the north, Albert Dock Basin to the east and Ocean Drive and Melrose Drive to the south.



Demolition and Clearance

The area anticipated for demolition extends to approximately 0.854ha and is broadly comprised of the north car park and the former Debenhams store, extending to include the 'rotunda' at the north end of the Mall, with the area for redevelopment including the north surface car park and the waterside area adjacent to The Royal Yacht Britannia and the new distillery.

The two main components to be removed are the north car park and the former Debenhams which is not readily adaptable to a new viable use and therefore impacts on the purpose of the north car park.



Existing Site Plan Showing [A] the Extent of Potential Demolition and [B] the Extent of the Retained Centre

Planning Policy, Guidance and Material Considerations

Edinburgh Local Development Plan (ELDP)

Ocean Terminal is identified as a ‘Commercial Centre’ in the ELDP. Policy Ret 4 Commercial Centres is relevant. The narrative to the policy however clearly states that the purpose of the policy:

“is to indicate the circumstances in which additional retail floorspace in a commercial centre will be supported.”

It is not therefore strictly applicable. However, aspects of the stated assessment criteria are helpful in terms of identifying key planning issues to be addressed,

with criterion e) being particularly relevant with its reference to accessibility by public transport, walking and cycling, less car travel and improving the environment of the centre. All of these elements are a focus for the new proposals.

A cycleway/footpath safeguard bounds the site to the north and west adjacent to the dock basin (T7), and a tram route safeguard with proposed stop bounds the site along its southern edge (T1).

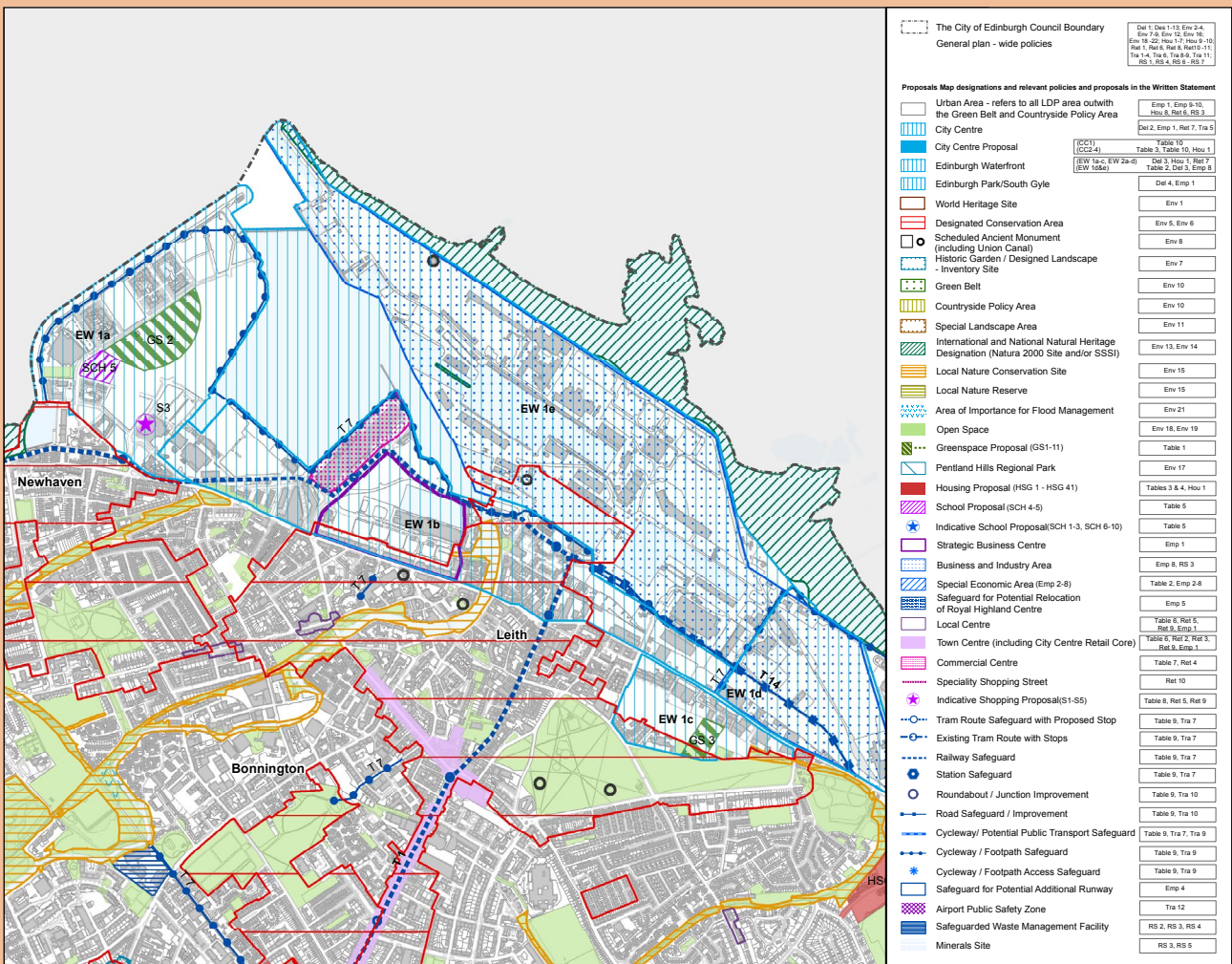


Table 7 of the ELDP includes the individual characteristics of each of the seven identified Commercial Centres. Regarding Ocean Terminal it states:

“Existing Role and Characteristics - Edinburgh’s newest shopping mall (opened 2001) offers a range of high street retailing, including an anchor department store, dining and a multiplex cinema over three floors. Serving north Edinburgh and planned as part of the Waterfront regeneration. Well served by buses. 80 units.

Current Commitments and Future Role - Located in Edinburgh Waterfront, an area where significant regeneration is still proposed, although on a smaller scale than envisaged previously. Any future increase in floorspace must reflect the scale and phasing of residential development.”

The ELDP identifies Edinburgh Waterfront as a Strategic Development Area. The site is situated in the Leith Waterfront area, specifically the ‘Central Leith Waterfront’ (Reference: EW 1b).

Table 11 of the ELDP outlines the Development Principles for this area. Regarding EW 1b it specifies:

“Description: Area of commercial and housing-led mixed use development sites in various ownerships. Forth Ports Ltd has decided to retain land at the Britannia Quay and south of Edinburgh Dock in port related use, and therefore a modified approach to the development of this area from what is included in the Leith Docks Development Framework (2005) is required.

The bullet points below within the development principles remain applicable, but the development framework will be reviewed in order to provide a revised approach to the development of the area, including a revised diagram representing this approach. The feasibility and route of the east-

west cycle path shown on the Proposals Map will be further considered within the review of the development framework.

Development Principles

Proposals will be expected to:

- Locate any major office development within the strategic business centre identified on the Proposals Map
- Create a publicly-accessible waterside path connecting east and west
- Help meet the Council’s open space standards through financial contributions to major improvements to or creation of off-site spaces
- Design new housing to mitigate any significant adverse impacts on residential amenity from existing or new general industrial development
- Review the flood risk assessment that has already been provided for this site

LDP provisions relating to Ocean Terminal are set out in Table 7 and Policy Ret 4.”

Edinburgh Design Guidance

CEC has also prepared a suite of non-statutory planning guidance, including the Edinburgh Design Guidance, which set out CEC’s expectations for the design of new development in Edinburgh. Aspects of design covered by the EDG include views, height, materials, daylight, dwelling sizes, biodiversity, landscape and street design.

The retail market has experienced a fundamental change in recent years.

This was initially through a gradual growth in online shopping but more recently exacerbated by the effects of Covid and, in a local context, the impact in anticipation of the opening of Edinburgh St James, the previous owner's approach at converting to an outlet mall and the impact of Fort Kinnaird. Some 83% of department stores in the UK have closed in the last 5 years. This fundamental structural change has placed Ocean Terminal in a radically different market context compared to even just 5 years ago, and certainly compared to when it was first envisioned and delivered. In the face of the changes in retailing, growth in leisure, the collapse of the department store model (the centre as built was anchored by BHS and Debenhams), Ocean Terminal now requires to change in a similarly fundamental way through a mix of strategic and more fine grained changes. Large parts of the centre have lost their purpose and the commercial reality is that the extent of demolition and redevelopment proposed, and working within leasing constraints, is now essential in order to avoid more

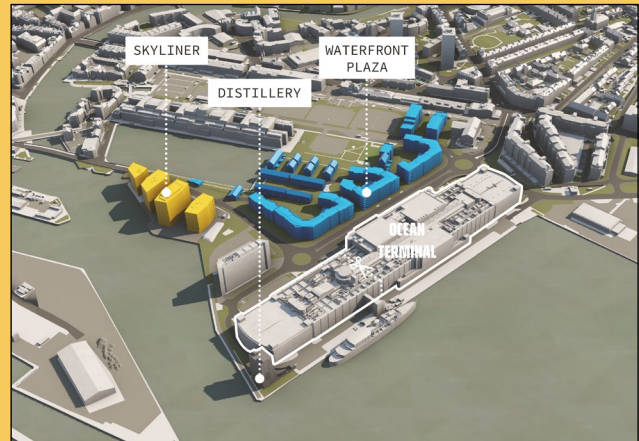
fundamental change. Many shopping centres across the UK are no longer commercially viable and many will be lost completely and the unfortunate current structure and layout of Ocean Terminal places it very much within that spectrum without change.

The shift from car use to more sustainable modes of travel, as exemplified through the delivery of the tram to Newhaven, renders the north car park superfluous. The structure and form of the Debenhams store renders it incapable of alternative viable use. The current and planned delivery of new housing growth in the immediate local area requires a change in the retail mix of the centre. An initial feasibility study has been undertaken to help shape thinking as to how Ocean Terminal can be redeveloped to better face into its radically changed context, but in a way that is also aligned with the wider changes and policy direction of the city in terms of growth and development, mobility and climate change.



There is substantial redevelopment underway in the locality of Ocean Terminal.

Residential development has been in place at Western Harbour for several years with further land available for the development of future phases. Adjacent to Ocean Terminal is Cala's 'Waterfront Plaza' development and the Port of Leith Housing Association development, the construction of which are both nearing completion. To the east of Ocean Terminal is the site of the 'Skyliner' development, which received planning consent in November 2020. Between the 'Skyliner' site and the office building, known as 'Ocean Point 1' is a further site, which will come forward for development in the future.



In addition to residential development in the locality, the Port of Leith distillery is under construction to the north of Ocean Terminal.



1. SKYLINER
2. CALA

3. WESTERN HARBOUR
4. OCEAN TERMINAL

5. OCEAN POINT 2
6. POLHA

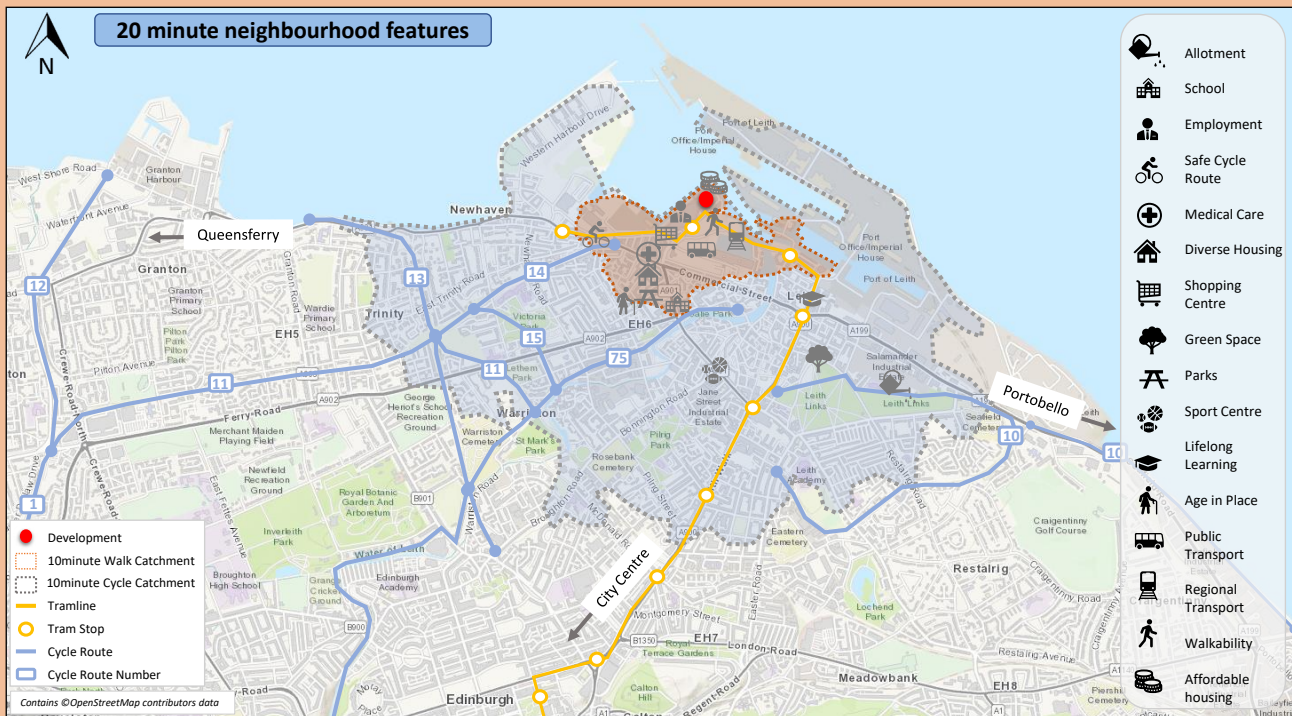
The following provides an overview of the existing and planned (once the tram works have been completed) walking, cycling, public transport and car movement opportunities, demonstrating that the site is ideally located to be accessible by a range of travel modes from a local and wider perspective, and thereby suitable to accommodate a dense mixed-use development.

Existing Site Accessibility

- Pedestrian: The site benefits from good pedestrian footways along Ocean Drive, Melrose Drive and through the new Cala Waterfront development, which connect to The Shore, Commercial Street and neighbouring areas of Leith and Newhaven. These are complemented by safe crossing facilities at a number of locations in the vicinity of the site.
- Cycle: The site is very well placed in relation to the surrounding cycle network, with Quiet Route 14 accessed within 1 minute on Melrose Drive and the National Cycle Route 75 less than a 5-minute cycle, accessed on Commercial Street. These routes offer excellent access to cycle routes around the north of Edinburgh and connections to the city centre and beyond.
- Bus: Bus stops are located to the front of Ocean Terminal, with several services (Lothian Buses services 11, 22, 34, 35, 36 and 200) providing access to destinations across Edinburgh including major employment opportunities in the city centre, Edinburgh Park and further afield to Edinburgh Airport.
- Tram: The new tram halt, adjacent to the site, will provide fast, frequent and high capacity services to Leith, Leith Walk, Edinburgh City Centre (including rail stations), Edinburgh Park and Edinburgh Airport.



20-Minute Neighbourhood



Proposed

The site/Ocean Terminal is currently very much inward looking with access limited to the frontage and via the car parks at either end. There is severance between the surrounding streets and new developments, and the water to the north of Ocean Terminal. Development of the site fully supports the policies and principles within the Edinburgh City Mobility Plan. It has the ability to deliver a 20-minute neighbourhood, with the majority of the 17 features of a 20 minute neighbourhood within a 10-minute walk (20-minute round trip) of the site. This will support short distance journeys on foot and by bike, reducing the reliance on vehicle travel. In addition, the potential for a Mobility Hub will be explored, providing a key node for a variety of features reducing the need to travel and supporting active and sustainable travel.

Vehicle Access and Parking

A vehicle access strategy will be developed to support access to the reduced car parking provision as well as access for service and emergency vehicles, which complements the active travel strategy.

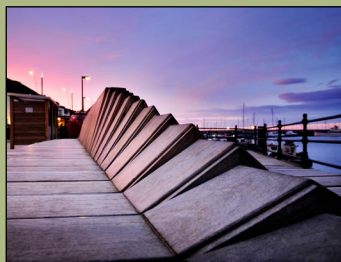
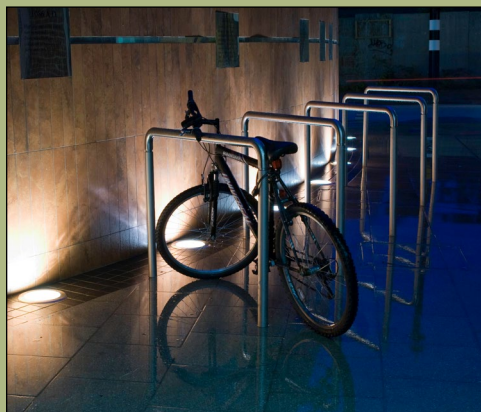
The parking provision within the site will be radically reduced with the demolition of the north car park, albeit around 850 free car parking spaces will remain with a large percentage of EV charging points

Parking provision within the new development will meet the terms of council policy and standards and will be subject to detailed discussion with the planning authority. Parking provision will include for Electric Vehicle charging, disabled and EV car club spaces. There will be enhanced cycle parking with Ebike charging facilities.

OPPORTUNITIES

OPENING UP
THE WATERFRONT

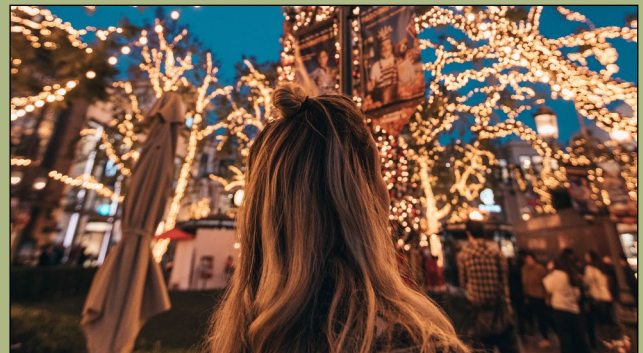
The proposed development offers the potential to create a new hub at the heart of the emerging neighbourhood that surrounds it.



Placemaking Opportunities

A new neighbourhood centre at the heart of the community providing new uses, places, spaces, active edges and an Ocean Terminal that better serves the needs of the local community.

A mixed use development that helps to accommodate Edinburgh's growth in a sustainable manner, connected to the local community and the wider city by sustainable and active modes of travel.



Potential Uses

The uses that may come forward on the development site, created by the partial demolition of Ocean Terminal, include residential, hotel, office, leisure, community and other commercial uses, including food and drink and retail uses, and the creation of new public realm.

It is envisaged that the ground floor uses will be largely comprised of commercial uses, which can provide active frontages to animate the new public realm. Residential uses will be provided on upper storeys.

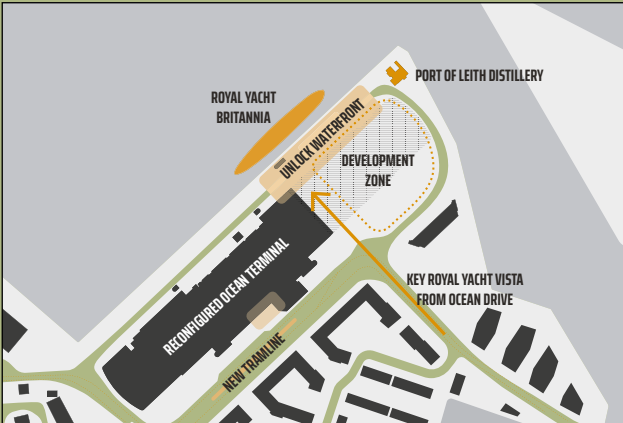
Public Realm

The proposals envision public open spaces with green space and play provision to draw maximum visitors from surrounding neighbourhoods and creating synergies with Ocean Terminal and the proposed residential properties. Spill out spaces for ground floor commercial premises will be key to the animation of the space.

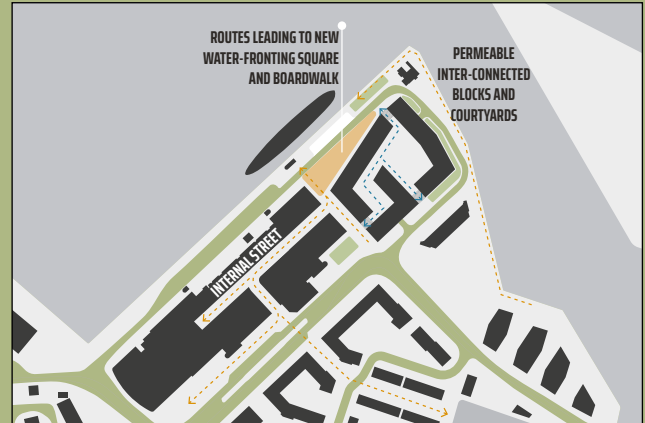
Opportunities:

- Creation of a new and dynamic neighbourhood focal point
- Connecting Ocean Terminal and its amenity with established and new residences and communities
- Play provision, drawing families and increasing offering of the area
- A key node on the aspirational Edinburgh waterfront route
- A space for events, with local events bringing new communities together
- Green space and permeable surfaces to contribute to sustainable drainage
- Planting to provide shelter and wind filtration, creating a more pleasant microclimate to encourage activity

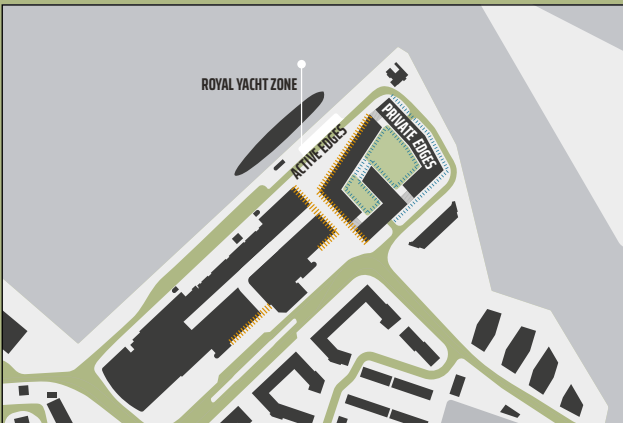
New Development Zone Defined and Key Vistas Unlocked



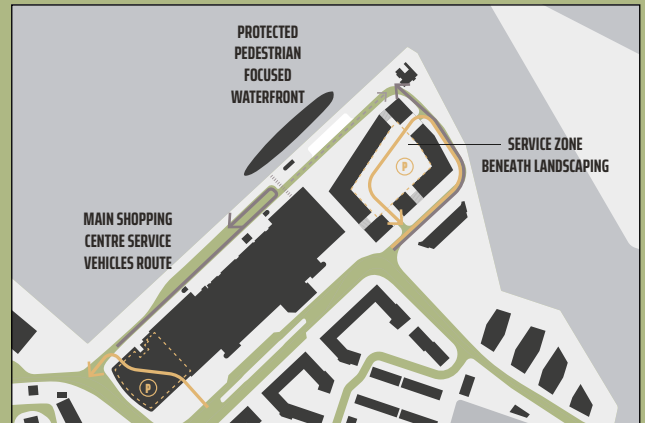
New Routes, Space and Permeability



Active and Private Edges



Servicing and Vehicular Access

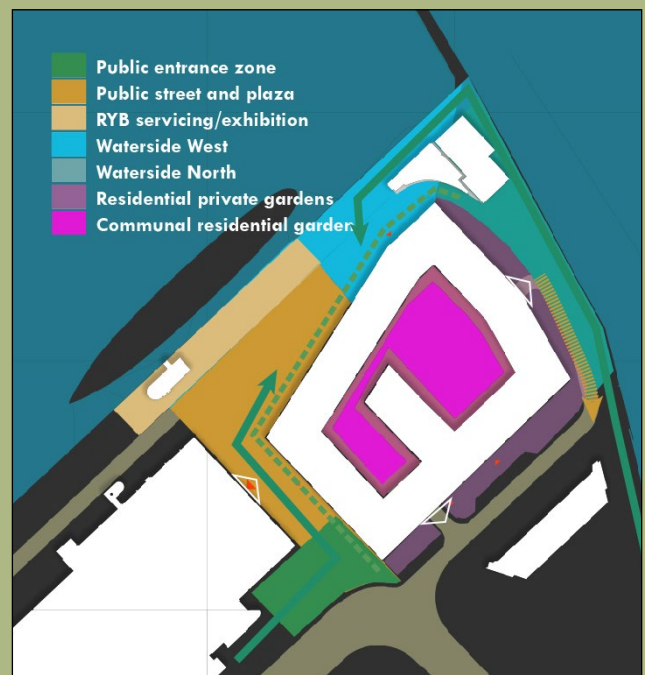


Design Strategies

The project could deliver:

- Permeability - new routes and connections
- Amenity - high quality public and private spaces for people to dwell in and explore
- Activity - new active uses facing the new public realm
- Accessibility - access to the waterfront from The Royal Yacht Britannia round to Ocean Point 1 office
- Pedestrian Priority - Car parking and servicing concealed with the new development
- Density - dense development delivering high quality residential amenity
- Sustainable Growth - delivering mixed-use development to make best use of land in a highly accessible location

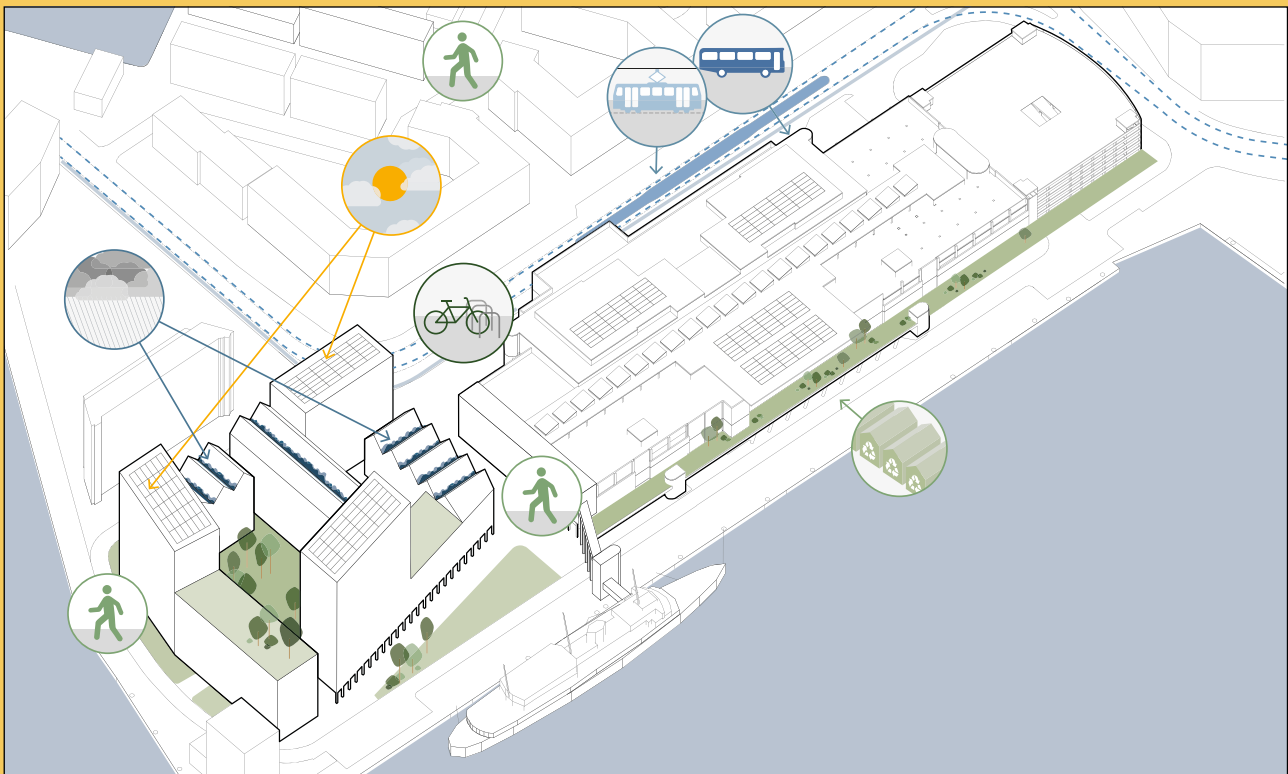
Concept landscape zoning diagram



The development comes forward at a time when sustainability and climate change are key planning matters to be addressed.

The City Mobility Plan approved earlier this year, the draft 2030 Climate Strategy and the soon to be published City Plan 2030, confirm this. Detailed consideration of ways in which the proposed development can support the aims of the city with respect to sustainability are:

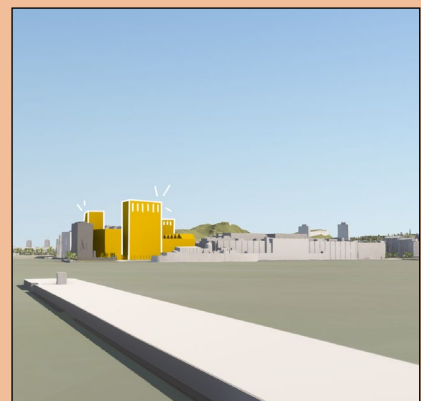
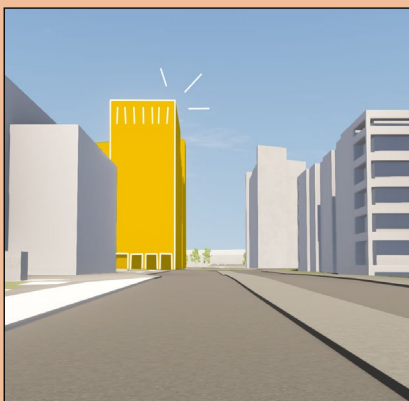
- Site-wide ESG (Environmental, Social, and Governance) strategy
- ESG will be managed and controlled directly by Ambassador Group
- Dedicated sustainability advisor on design team
- Superb, embodied carbon story
- Full pre-demolition sustainability waste audit
- Low and zero carbon technology feasibility underway (onsite and offsite)
- Embracing '20-minute neighbourhood' principle and wider 2030 climate change strategy ambitions
- Sustainable public transport infrastructure – new tram line, buses, boats, cycle routes
- Access to amenity and services analysis underway
- Potential for centralised energy and recycling hubs
- Green space and potential
- Sustainable energy solutions
- Rainwater harvesting / tanks
- Wind sheltered residential courtyards
- Pre-application discussions with CEC specific to energy, materials, biodiversity, climate change adaptation and other sustainability categories



Consideration of building height and massing is being informed by detailed modelling, viewpoint analysis and townscape appraisal.

The built context of the proposed development site is rapidly changing with the delivery of the Cala development, the anticipated delivery of the Skyliner

Build to Rent (BTR) development, and construction of the new distillery. The new façade of Ocean Terminal itself will frame the new development site being created.





We Want Your Views

We are keen to get your views on the proposed development. A feedback form can be found and submitted online via the 'Feedback' section of the project website (www.development-oceanterminal.com). The deadline for the submission of feedback forms is Friday 8 October 2021.

If you have any questions about the content of public exhibition or the proposal generally, there is an opportunity to submit these to the project team between 12pm and 8pm on Thursday 23 September 2021 via the project website.

If you require a paper copy of the exhibition material and feedback form, please email your request to hello@development-oceanterminal.com, along with details of your postal address. Completed paper copies of feedback forms can be posted to Turley, 7-9 North St David Street, Edinburgh, EH2 1AW.

Alternatively, they can be emailed to hello@development-oceanterminal.com. As above, the deadline for the submission of feedback forms is Friday 8 October 2021.

Second Public Exhibition

We will be holding a second public exhibition in November 2021. Details of this second public exhibition will be made publicly available at a later date.

We will gather the feedback from this first exhibition and present more detailed proposals for the redevelopment of the site at this second public exhibition.

We hope that you have found this exhibition useful.
We would be grateful if you could complete a feedback
form to ensure that your views are recorded and can
be considered as the proposals are developed further.

Ocean Terminal

Ocean Terminal, Ocean Drive, Leith, Edinburgh EH6 6JJ


AMBASSADOR
GROUP