

City Centre Princes Street Development Framework

Approved by the Planning Committee 4 October 2007



市中心 Princes Street 發展架構
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सिटी सेंटर प्रिंसेस स्ट्रीट उन्नयन अवकाशामो
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01 introduction

1.1.1 Development Framework

The purpose of this framework document is to set out development principles to guide and co-ordinate development and investment in Edinburgh city centre. The framework complements the Edinburgh City Centre Action Plan 2005-2010.

The City Centre Princes Street Development Framework (CCPSDF) has been prepared by Broadway Malyan on behalf of the Council. Broadway Malyan's team of architects, masterplanners and planners have worked closely with the Council and, initially the Edinburgh City Centre Management Company (ECCMCo), to produce the framework'.

The CCPSDF focuses on the regeneration of the area between Princes Street and Rose Street Lane North within the context of the wider city centre. A successful city centre, and in particular a successful Princes Street, is essential if Edinburgh is to maintain its position as the principal focus of activities which are integral to its role and function as a capital city, a regional service centre and major tourist destination.

Princes Street is an iconic and unique single-sided street, around a mile in length, lying at the heart of the World Heritage Site in Edinburgh. It benefits from outstanding views towards the Old Town and Edinburgh Castle and is a major thoroughfare attracting shoppers and tourists alike. It combines a unique blend of mixed activities and uses; it is an international tourist attraction, a series of retail shopping centres, a cultural centre and a location for numerous festivals and events throughout the year.

1.1.2 Retail Context

Retail policies set out in the development plan seek to protect the pre-eminence of the city centre and gives preference to new retail development in the city centre or other 'town centres' rather than edge-of-centre or out-of-town.

Set with the City Centre Retail Core (CCRC), Princes Street is the main shopping street in Edinburgh and the Lothians. However, city centre retail has been in decline in the last two to three years. It has moved from 16th place in the UK retail rankings in 2003 to 25th in 2007. Edinburgh is expected to slip even further down the rankings and is predicted to be overtaken by a further 17 UK cities by 2008. The Edinburgh Area Retail Needs Study (EARNs) 2005 indicated that the city centre needed an additional 52,000 m² of additional (net) floorspace, as well as an improved quality offer and size of space, to attract and retain quality retailers. The study predicts that there will be an un-served retail spend in the study area of £544m by 2015. Despite Princes Street being one of the finest streets in Europe due to the outstanding views to Edinburgh Castle, the overall quality of the

retail offer does not currently match that of a typical capital city. Nor does it meet the demands or exceed the expectations of a growing population of shoppers.

According to research for the Edinburgh and Lothians Structure Plan 2015 (approved 2004) there are fewer shoppers than before attracted to Edinburgh's city centre from outside the Lothians, with a net outflow of spend to areas outside the Lothians, possibly Glasgow. Princes Street has now fallen from its status as the most expensive place to rent shop space in Britain, outside London. However, it still remains a popular destination for visitors.

The purpose of this document is to set out a framework to address the decline in retail offer and promote inward investment. In conjunction with continuous retail uses at ground level on Princes Street, the framework encourages proposals which will enhance the development blocks by locating a range of uses in the currently empty upper levels.

Recent developments in the city centre include:

- Multrees Walk/Harvey Nichols
- 40 Princes Street
- Planning approval for redevelopment on the south side of St Andrew Square
- Emerging proposals for the redevelopment of the St James Centre
- Public realm improvements at Castle street and St Andrew Square

1.1.3 Governance and Management Structure

Edinburgh City Centre Management Company (ECCMCo) generated considerable debate in 2001 when it suggested that parts of Princes Street should be considered for redevelopment as many of the buildings were not of a sufficient quality, architecturally or functionally, for the centre of a World Heritage Site or a regional shopping centre. Independently, the Cockburn Association in partnership with Malcolm Fraser Architects and McGregor Chartered Surveyors produced proposals that furthered the debate.

A Shopfront Design Guide for Princes Street was prepared by City of Edinburgh Council in 2002 to guide future redevelopment and make a positive and sympathetic contribution to the townscape value of Princes Street, retaining a high standard of shop front design. In September 2003, the Council finalised the draft Vision Statement and Design Guidelines for Princes Street to provide a planning framework to bring forward the opportunities for redevelopment and provide specific guidance to assist developers.

It is recognised that many organisations have a stake in the future of the city centre and for new development to be successful, partnership working is essential. Leadership and co-ordination is also critical. Apart from the Council itself, there is no single body that has the authority to look strategically at the city centre and facilitate the delivery of projects.

A step change was therefore required to meet the leadership and management challenges in the city centre over the coming decade. On 29 June 2006, the City of Edinburgh Council agreed to establish a 'City Centre Development Partnership' Board to lead the development agenda in the City Centre. The purpose of this complex development partnership will be to focus solely on delivery of the redevelopment of the City Centre.

While the City Centre Development Partnership (CCDP) is essentially a strategic body, which will make recommendations and offer guidance to progress the City Centre development, there is a requirement for a separate dedicated 'delivery vehicle' to deliver the objectives on behalf of the Partnership including delivery of this Development Framework, delivery of specific projects, co-ordination of investment in redevelopment of masterplan areas, and to manage liaison between the public and private sector.

The City Centre Development Partnership consists of City of Edinburgh Council, Edinburgh World Heritage, Scottish Enterprise Edinburgh and Lothians (SEEL), and various private landowners and investors.

Following the establishment of the 'Delivery Vehicle' for City Centre Partnership Development, the remit of ECCMCo now focuses on the development of Business Improvement Districts (BIDS), which encompasses maintenance, cleanliness, security and marketing. ECCMCo also promote city centre activities and the

management and development of a more strategic approach to street events and activities. The City Centre Development Partnership and associated Delivery Vehicle will focus on promoting and delivering redevelopment projects.

This Development Framework document identifies the actions that are required to realise the strategy for the City Centre Retail Core and the partners whose involvement is necessary to make it work. Providing an analysis of the City Centre Retail Core's assets and areas of weakness, this document seeks to promote the appropriate regeneration of the area and to guide and support investment and development.

1.1.4 Aim

Comparison and leisure shopping requires an attractive, comfortable and safe environment for shoppers, with high quality retail space meeting modern retail needs. Both national and development plan policies state that the City Centre is the preferred location for this extra space. In Princes Street's case, it is also necessary to promote its context and heritage, to regain and enhance its status as a principal shopping street, and prevent leakage of retail expenditure out of the city centre.

The aim of this Framework document is to deliver the city vision of a globally competitive City Centre, that drives city region growth; intended to complement and build upon Edinburgh City Centre Action Plan 'Inspiring Action 2005-2010'. The role of the Framework is to guide and co-ordinate development and investment in the City Centre, while continuing to safeguard and enhance its best asset - its built heritage.

1.1.5 Historical Context

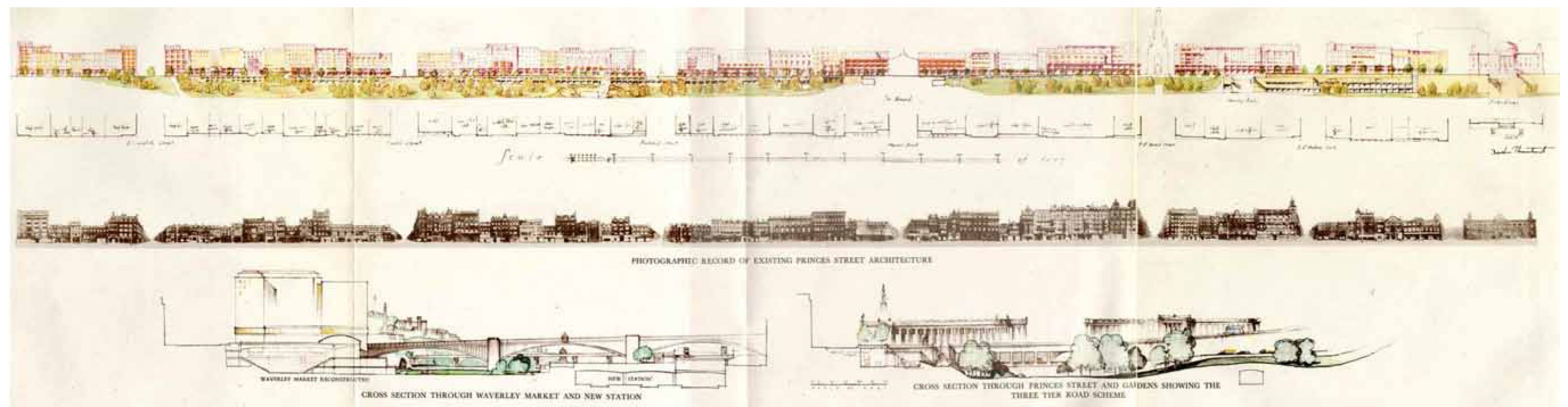
It is important to understand the history behind the development of Princes Street, and the context of its position in the Old and New Towns in Edinburgh, in order to appreciate the unique environment and the complexities of redevelopment. Princes Street was originally a residential street, lined with small scale, Georgian buildings. From around 1800 onwards the street changed its character to become a commercial street, adapted for retail use – basement areas were paved over, shop fronts pulled forward. Since then, new buildings have been built on the street, and significant alterations have taken place with the existing ones. By the 1930s, thought had been given to the means of imposing an urban design discipline on the rapidly changing face of the area, particularly Princes Street. As a result, the street had a lack of cohesion and unity; criticised by The Abercrombie Plan of 1949, which prescribed an overall framework for height and massing to restore cohesion to the street. There was freedom within the Plan to alter shop fronts providing a standard frame unified all shops. The 1967 Princes Street Panel Report recommended that the street should be comprehensively redeveloped, a unified design being achieved by controlling height, materials, floor levels, frontage widths, and modelling of elevations. A standard section incorporating a continuous elevated walkway with shop fronts at first floor level was devised. The Panel formula was abandoned in the 1970s, with only isolated sites rebuilt. Conservation of buildings on Princes Street became an issue in the 1970s, with many of the buildings obtaining statutory listing. By then Princes Street contained an extremely diverse architectural mix of Georgian houses, Victorian and Edwardian buildings, such as Jenners Department Store the Balmoral Hotel and inter-war and post-war buildings.

Enlightenment

Princes Street is a unique dialogue between the Old and the New Towns of Edinburgh, representing the ‘front line’ of the new. The Old Town, existing in its medieval phase for some six centuries, was subject to much expansion and renewal in the early 18th century. Substantial vertical stratification had taken place to accommodate the growing number of inhabitants, and the time had come to design a new part of the city.

In the early 1700s, the New Town was constructed in accordance with the arrival of the Scottish Enlightenment, based in Edinburgh. The most visible evidence of the Scottish Enlightenment was the construction of Edinburgh's New Town, built originally to ease congestion in the Old Town and accommodate the increasing number of modernisers, ‘people of rank and of a certain fortune’ establishing themselves in Edinburgh.

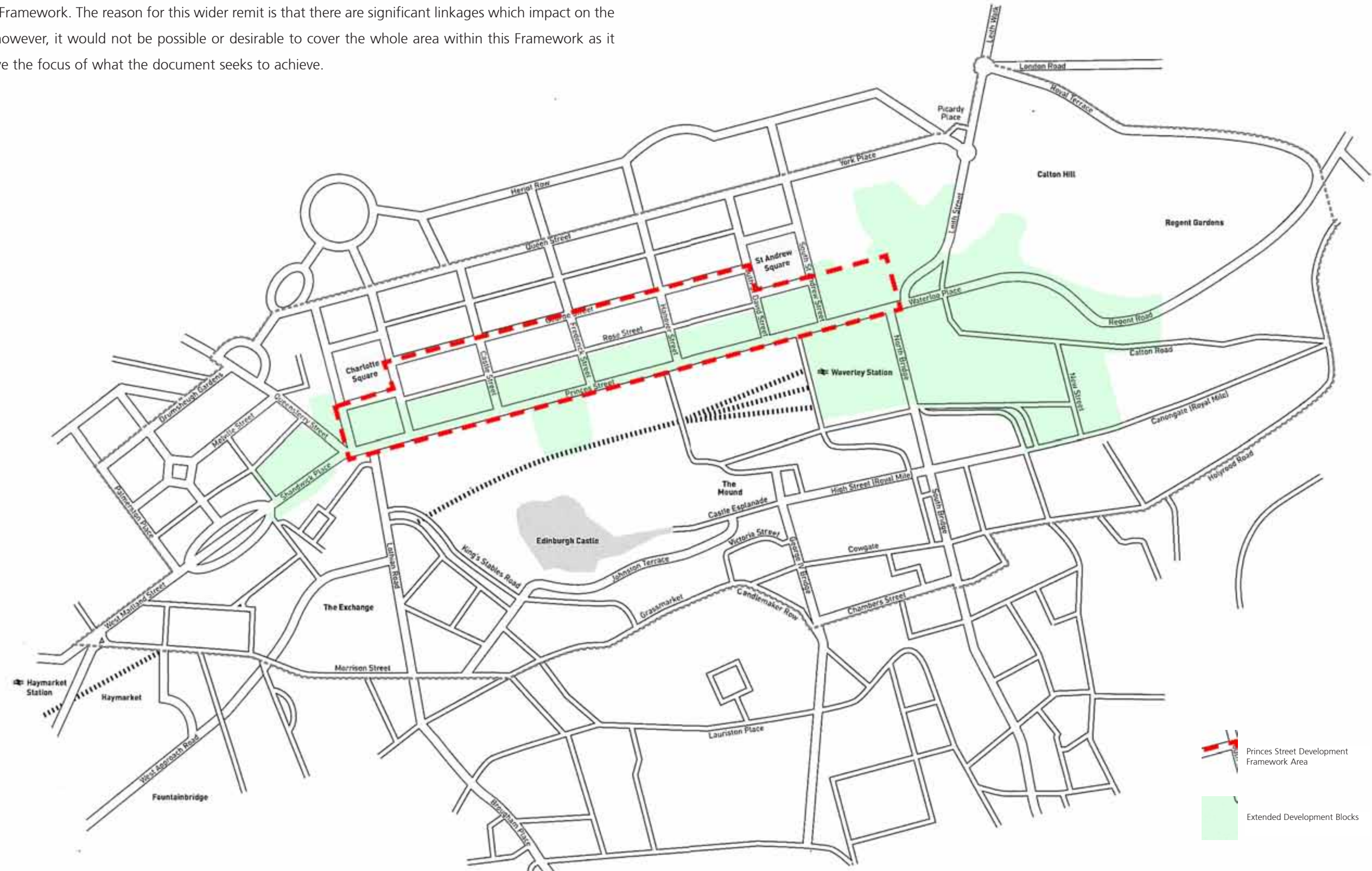
While the vibrant intellectual life had its origin in the close physical and social confines of the Old Town, it soon relocated to the New Town, with its physical and economic separation and strong socio-cultural rules – physically displayed, planned and ordered urban spaces and landscapes, and in its grand private and public buildings.



photographic records of Princes Street and previous proposals (A Civic Survey & Plan For Edinburgh, Oliver and Boyd)

1.2.1 Establish Extent of Framework

The City Centre Action Plan covers the greater extent of the City Centre and is a wider area than is focused on through this Framework. The reason for this wider remit is that there are significant linkages which impact on the overall city, however, it would not be possible or desirable to cover the whole area within this Framework as it would remove the focus of what the document seeks to achieve.



1.2.1 Establish Extent of Framework



The dotted line indicates the boundary of Inspiring Action, The City Centre Action Plan

1.2.2 Establish Need for a Framework - "Re-enlightenment"

It has been said that the original Enlightenment occurred through a widespread educational system, high level of social interaction, encouraged by the physical proximity of the confined city (Old Town) and the lack of dominant hierarchies, permitting the emergence of key individuals and the fertile social resources for them to develop their ideas. These ingredients are essentially still present in Edinburgh today.

The underlying theme of the Framework is 'Re-Enlightenment', following the aforementioned first wave of Enlightenment that swept through Edinburgh in the late 1700s. It seems appropriate to suggest that the Framework would inject further enlightenment to an enlightened city, in the form of intellectual design, innovative landscaping, and improved 21st century building typologies.

There is scope to further enhance and improve the buildings, streets, open space and infrastructure of Princes Street and the Retail Core. The Edinburgh City Centre Action Plan 2005-2010 highlights the decline in retail, attributing this to the fact that: 'Many of our retail premises are not at present providing top quality modern floor plates in prime pitch areas. Princes Street is under performing and aspects of its physical appearance compromise the quality of the World Heritage Site. Its public realm does not yet provide the level of comfort to pedestrians appropriate for the city's prime retail area. The City Centre also faces stiff competition from expanding town centres and out of town centres in its shopping catchment area'.

Princes Street requires a Framework to address these issues. This is highlighted by:

- The decay of some buildings along Princes Street, resulting from under occupancy
- The need to enhance the quality and quantity of the City Centre retail sector
- The substantial shortfall of retail space defined in the retail needs study
- Rental prices have remained stagnant in recent years

The key objectives of the Framework, as established in the Edinburgh City Centre Action Plan 2005-2010, are as follows:

Retailing: Promote a retail destination of international quality and renown

Public Realm: Provide the quality of public realm and spaces demanded by a leading capital city

Business and Property Development: Businesses must have the environment they need to prosper and the unique mix of independent traders must be nurtured

Accessibility: Improve access to and within the city centre for all the city's users

Environmental Management: Ensure that all stakeholders contribute to the creation of a clean, safe, friendly and well maintained environment, with a range of well managed public facilities

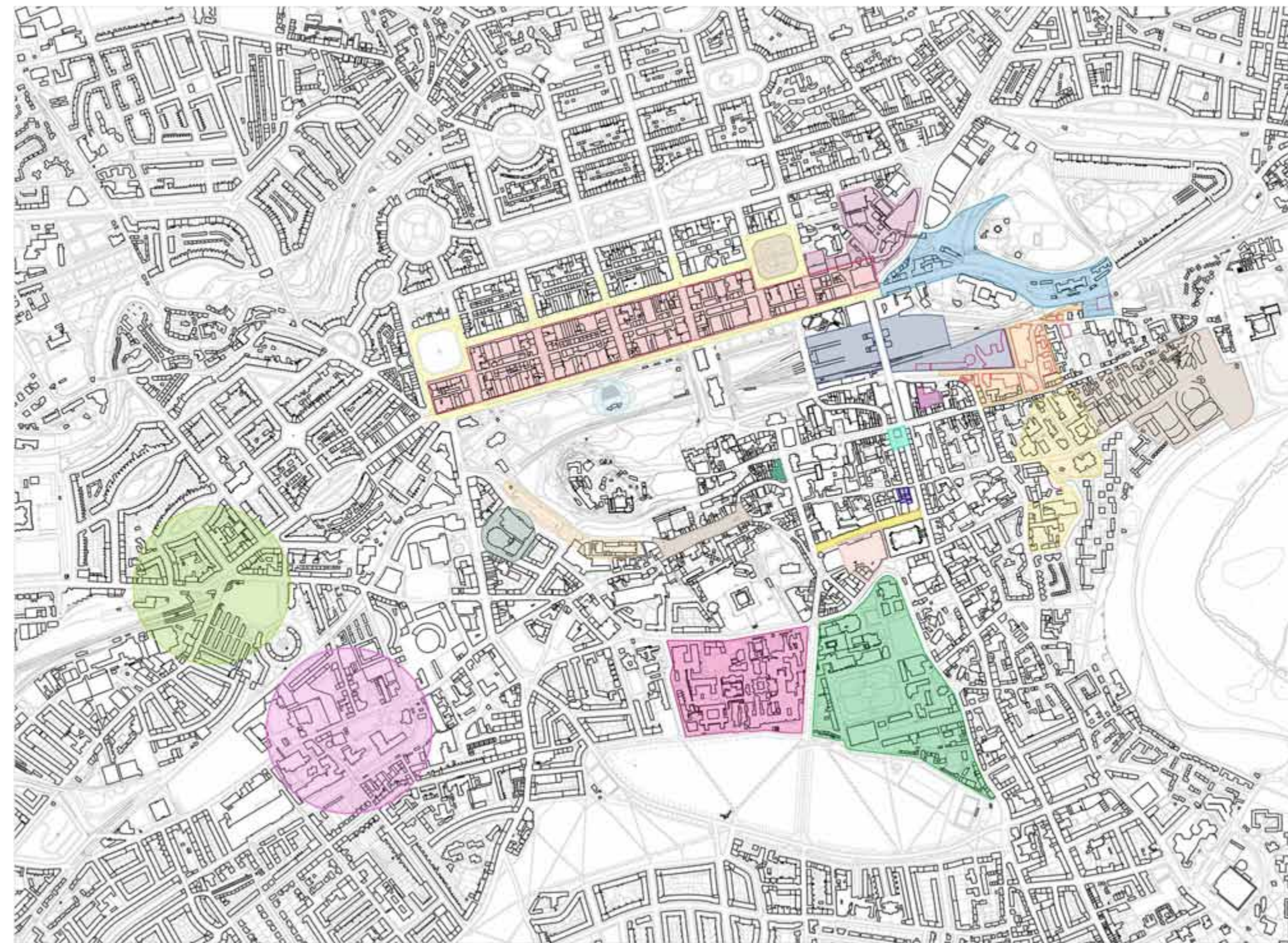
Marketing and Tourism: Promote the city centre as a regional, national and international destination for tourism, shopping, business, culture and leisure

Delivery and Accountability: Deliver the vision and measure the effectiveness of that delivery.

Issues surrounding these aspects of the City Centre Retail Core all need to be addressed. In particular, priorities include co-ordinating a programme of action to achieve new retail floor space and improve the quality of the retail offer. These priorities include designing and implementing public realm improvements, promoting the City Centre as a prime location for development and investment, whilst protecting and enhancing the historic fabric.

The preparation of a development framework for the City Centre Retail Core advances the commitment in the City Centre Action Plan to secure a City Centre of the highest quality. It will mean that when the Council and its partners bring forward proposals for the area, or when individual developers consider investment in properties, proposals can be considered within a clear context. Only through the comprehensive framework to encourage further investment will the vision and therefore the mechanism and delivery vehicles for investment be delivered.

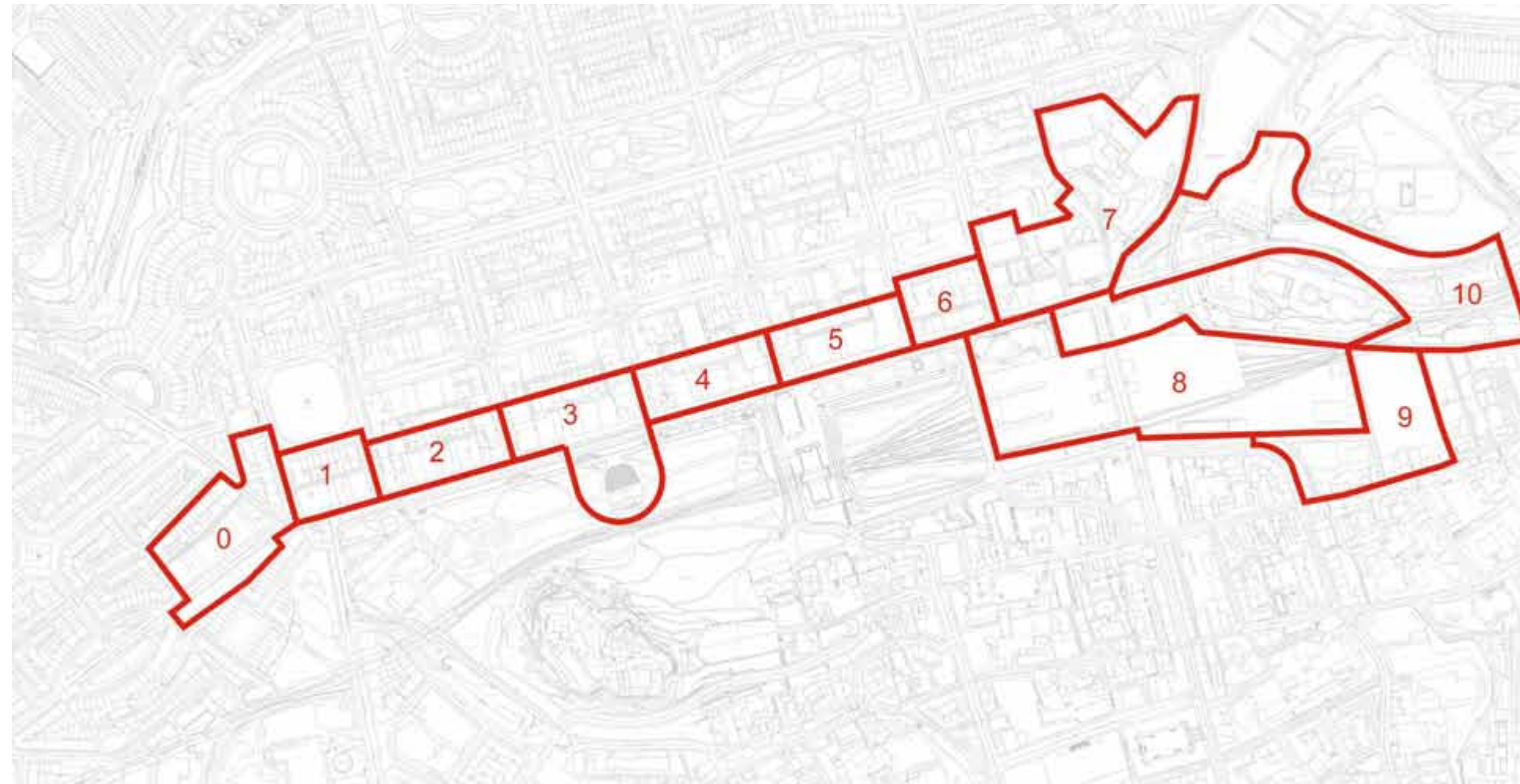
1.2.3 Set Framework Document in Context



- City Centre Princes Street Development Framework by Broadway Malyan/CEC
- St. Andrew Square (garden improvements) by CEC / SEEL / ECCM
- St. James Quarter by BDP and Alan Murray Architects
- East End Masterplan by Broadway Malyan
- Waverley Station by CEC
- The Tannery Site
- Caltongate Masterplan by Allan Murray Architects
- Holyrood North by John Hope Architects
- Edinburgh Uni. Masterplan by John Hope Architects
- Hunter Square
- South Bridge Cowgate Site (SOCO)
- Chamber Street by SEEL
- National Museum of Scotland by Gareth Hoskins
- Edinburgh Uni. Masterplan by RMJM Architects
- Quatermile Masterplan by Foster and Partners
- 'The Bridge' by Allan Murray Architects
- Grassmarket (public realm improvement) by CEC / SEEL / ECCM
- Castle Terrace/Kings Stables Road by EDI/CEC
- Usher Hall refurbishment and extension by LDN
- Ross Bandstand by MAKE Architects and Arup
- Fountainbridge Quay by Michael Laird Architects
- Haymarket Masterplan by SEEL / Tiger Dev.

This plan illustrates the Princes Street 'Development Framework' area in the context of other regeneration initiatives and projects proposed or currently underway across the City Centre.

1.2.3 Set Framework Document in Context



- 0 - West End Framework
- 1 - Princes St Block 1
- 2 - Princes St Block 2
- 3 - Princes St Block 3 and Ross Bandstand
- 4 - Princes St Block 4
- 5 - Princes St Block 5
- 6 - Princes St Block 6
- 7 - St James Centre
- 8 - Waverley
- 9 - Caltongate
- 10 - East End Framework

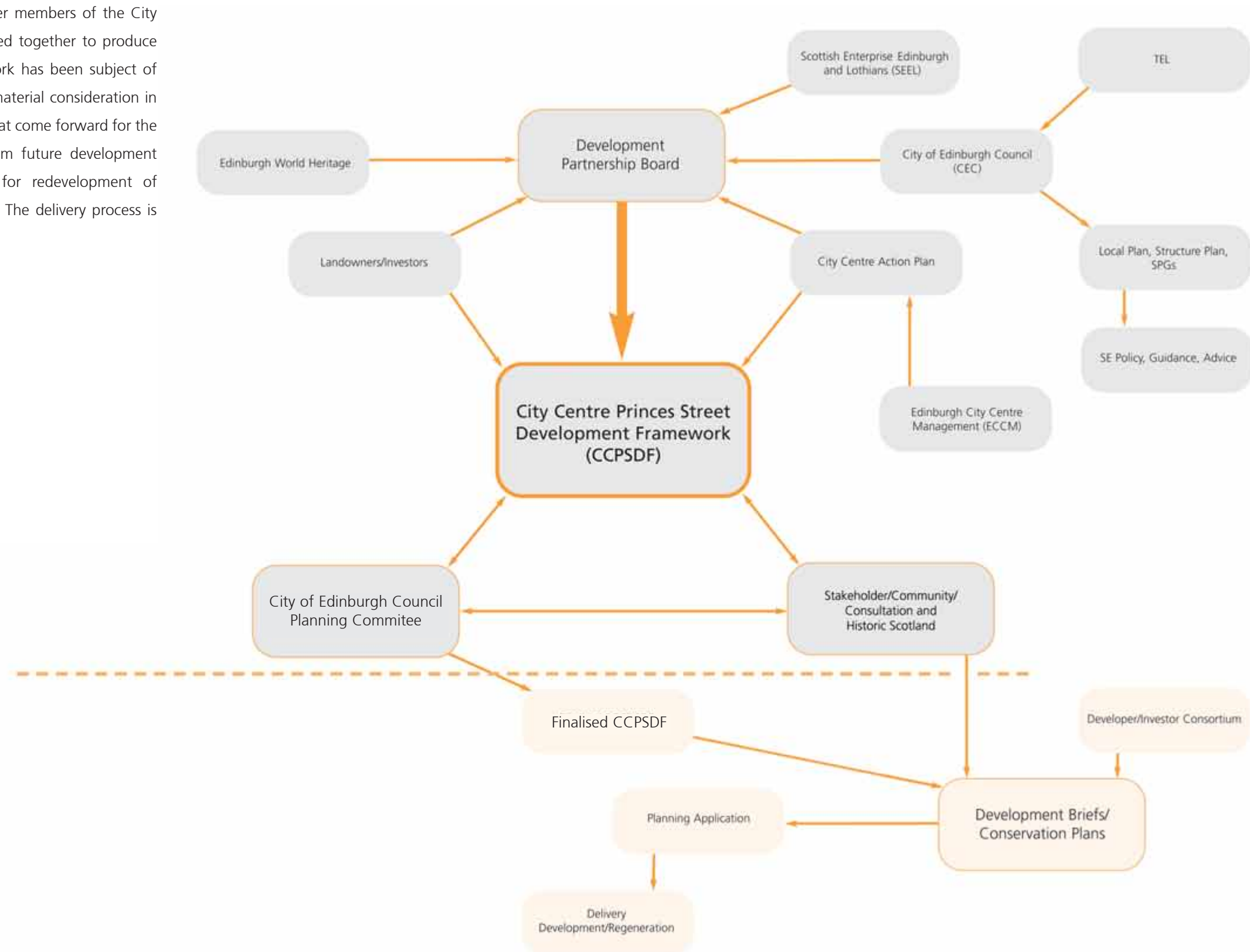
This Development Framework document seeks to show how this development can fit into the context and can be delivered.

In essence the Strategy aims to:

- incorporate the views of the private and public sector and the people of Edinburgh
- identify a vision for the Retail Core and its future redevelopment
- describe the current initiatives and priorities for future action
- promote and markets the City Centre
- give a context and direction to inform the 'Delivery Vehicle'
- provide a clear agreed framework to guide public and private investment
- be carried forward by the City of Edinburgh Council and key stakeholders in partnership

1.2.4 Delivery Process

The City of Edinburgh Council and the other members of the City Centre Development Partnership have worked together to produce this development framework. The framework has been subject of extensive public consultation and will be a material consideration in the determination of planning applications that come forward for the city centre. The framework will also inform future development briefs, conservation plans and proposals for redevelopment of buildings and blocks within the Retail Core. The delivery process is illustrated as follows:



02 planning

Planning | 2.1 a diverse, thriving and welcoming city centre

A key aim of the Council is to strengthen the City Centre as the principal focus of activities, which are integral to Edinburgh's role and function as a capital city, a regional service centre and major tourist destination. An intensively developed, vibrant city centre character will be maintained and enhanced, and a wide range of uses encouraged. For the Princes Street / City Centre Retail Core, the emphasis will be on delivering a retail-led, mixed use area encompassing shopping, cultural, leisure, entertainment, business, and residential uses.

This document will seek to promote a differentiation of character within the centre by encouraging the identification of uses within distinct quarters, for example, prime shopping on Princes Street, Rose Street and George Street. New retail development that will enhance the City Centre's regional shopping centre status is encouraged. However an emphasis is placed on mixed uses within individual sites and locations to foster city centre vitality. Special attention will be paid to the streets and public spaces and how these can be improved and made more pedestrian friendly. This will be coupled with a balanced approach to transport and parking that reduces unnecessary car use, congestion and pollution.



It is an important function of the Development Plan to provide the basis for more detailed guidance on how its policies should be implemented in specific areas and sites. Unless the plan is supported by well-conceived guidance and frameworks, it is likely to have little effect on what is actually built.

This 'Development Framework' is informed by the Development Plan and appraises the most important features and functions of the area, and sets out the Council's distinctive vision for how the City Centre Retail Core will develop.

This document sets out key development principles in Section 5.1.5 which support the policies of the Development Plan, the City Centre Action Plan and other strategic documents. It outlines how the planning process will deal with the regeneration of this area, and provides a development framework to guide subsequent building and/or block specific development briefs and proposals.

This Framework sets out what will be expected in terms of planning and design and in what degree of detail proposals should be presented at different stages in the planning and design process. The Framework will help to bring forward opportunities for change that will build on the status of Princes Street to create a modern, dynamic environment to the highest standards using quality materials. It is essential to ensure:

- pedestrian access and movement through the public realm, are prioritised, and designed to the highest standards using quality materials;
- opportunities to promote and build new developments are identified to improve and increase the retail offer;
- the diverse mix of uses, which could include residential, are enhanced to give vibrancy and vitality to a living centre;
- proposals are in line with these guidelines and new developments acknowledge the heritage of the street and its diverse built form, while providing designs of excellence that will be the Listed Buildings of tomorrow;
- where Listed Buildings are included and retained in the new developments they will be restored and repaired as part of the development.

Retailing is a key use in the city centre. A wide range of other uses mainly entertainment and leisure, also underpin the economic vitality and service functions of the City Centre. Although outwardly successful, the pre-eminent centre in the east of Scotland and with an international profile and reputation, the City Centre must continue to evolve. Opportunities to increase the overall amount of floorspace in retail use and enhance the quality and range of facilities must be realised if the City Centre is to meet the challenge not only of other major

shopping destinations but also of rapidly changing needs and new forms of shopping.

A series of major new shopping malls and retail parks have been built in the last fifteen years or so in suburban locations and around the periphery of the city. These centres do not provide the mix of commercial and community uses found in town centres but they do play a major role in the shopping network.

The status of the City Centre has been enhanced by new developments at Multrees Walk, and by various individual conversions, notably in George Street. The city centre will be further enhanced by the redevelopment of the St James Centre, for which a development brief has been prepared and approved by the Council's Planning Committee (April 2007). The difficulty in meeting the full demand for floorspace from retailers and adapting existing provision to modern needs is attributable to the constraints and challenges of developing in the historic environment of central Edinburgh. A high degree of ingenuity and creativity is therefore needed if the city centre is to realise its potential whilst safeguarding its character, and time needed to allow possible solutions to prove their viability.

The City Centre's success depends not just on the nature and quality of its retail 'offer', but also the appearance and attractiveness of the shopping environment, the comfort, convenience and freedom of movement it affords to pedestrians. In particular, its accessibility generally, with conveniently located public transport facilities as well as car parking. This Framework provides the next stage in a comprehensive approach to the development of the City Centre Retail Core, embracing all aspects of its appearance and functioning.

New retail development should be linked and closely integrated with improvements to the shopping environment, including the quality of the streetscape. The Council will support initiatives to improve the shopping environment, including the quality of the streetscape, and link this with development. This will need the co-operation of private and public sector interests.

The city centre is the focus for a wide range of service activity other than retailing, which enhances its leisure role within the region and supports its role as a major tourist destination and arts and cultural centre of international importance. It has for its size an incomparable resource of theatres, concert halls, cinemas and other places of assembly, which is only occasionally likely to be augmented through new proposals. There is a vast array of restaurants, pubs and cafes and this continues to be a vigorous sector of the economy and source of high levels of development demand. It is a kind of use that can range from small family restaurants to large, high occupancy public houses, and its impact can vary accordingly. In order to deliver a sustainable mixed-use area, the City Centre Retail Core requires to retain and enhance a balanced level of non-retail City Centre activity.

The development plan and other material considerations

The Council's planning policies for the city centre are contained in the Edinburgh & the Lothian's Structure Plan (2015) (ELSP) and the Central Edinburgh Local Plan (1997) (CELP), which together comprise the development plan for the area. In addition to the development plan there are a number of documents that will be material to the consideration of proposals that come forward for the city's retail core. Principal among these is the finalised Edinburgh City Local Plan (March 2007), which, when adopted, will replace the CELP. Other material considerations include:

- Inspiring Action: The Edinburgh City Centre Action Plan 2005-10
- Local Transport Strategy 2007, including the Council's Parking Strategy
- The Old and New Towns of Edinburgh World Heritage Site Management Plan
- New Town Conservation Area Character Appraisal
- Edinburgh Area Retail Needs Study (EARNS) 2005
- Edinburgh Tourism. A Framework for Growth 2007-2015
- Edinburgh Standards for Streets
- Tram Design Manual
- Edinburgh Standards for Sustainable Building
- Edinburgh Skyline Study
- Other approved masterplans and briefs such as the Caltongate Masterplan (October 2006) and the St James development brief (April 2007)

The Council's planning policies for the city centre seek to create a diverse, thriving and welcoming city centre. To this end, it seeks to maintain and strengthen the city centre as the principal focus of activities which are integral to Edinburgh's role and function as a capital city, a regional service centre and major tourist destination. An intensively developed, vibrant city centre character should be maintained and a wide range of uses encouraged – shopping, cultural, leisure, entertainment, business, higher education and civic uses. An emphasis is placed on mixed uses within individual sites and locations to foster city centre vitality. Special attention is paid to streets and public spaces and how these may be improved and made more pedestrian friendly. This is coupled with a balanced approach to transport that reduces unnecessary car use, congestion and pollution. The Council also supports and encourages new retail development that will enhance the city centre's regional shopping centre status.

Princes Street and the surrounding area lie within the New Town Conservation Area, for which a character appraisal has been prepared. It also lies within a UNESCO inscribed World Heritage Site. While the designation of the Site does not carry any additional planning powers or controls, the impact of proposed development on the Site will be a material consideration in the determination of planning applications.

2.3.1 City Centre

To achieve a more sustainable pattern of development, the ELSP aims to consolidate and strengthen the role of Edinburgh City Centre as a prime leisure shopping destination of national importance, and as the principal destination for comparison shopping in the east of Scotland. It also aims to restrain further development of retail parks and other out-of-centre sites, unless there are deficiencies and no opportunities exist to remedy them within town centres.

This aim is also found in the CELP, which seeks to maintain an intense shopping function within the retail core of the regional centre. Support for the expansion of retail floorspace in the city centre, where it is appropriate in scale and character to the environment of the city centre and its role as the regional shopping centre is expressed in Policy S1 of the Plan.

In March 2007 the Council finalised the Edinburgh City Local Plan (ECLP). The Local Plan Proposals Map identifies a 'City Centre Retail Core' (a town centre) - an area extending from Shandwick Place at the West End to the St James Centre at the east end and between Princes Street and George Street. The Plan notes that the difficulty in meeting the full demand for floorspace from retailers and adapting existing provision to modern needs is attributable to the constraints and challenges of developing in the historic environment of central Edinburgh. In this regard it notes:

- a high degree of ingenuity and creativity will be needed if the city centre is to realise its potential whilst safeguarding its character;
- the City Centre's success depends not just on the nature and quality of its retail 'offer', but also the appearance and attractiveness of the shopping environment, the comfort, convenience and freedom of movement it affords pedestrians in particular, and its accessibility by both car and public transport.

Among the opportunities that the Plan identifies in and around the main shopping axes are:

- more comprehensive redevelopment in depth of properties in Princes Street to create new deep floor plan units that extend back to Rose Street;
- individual conversions around the St Andrew Square / Register Street area – to effect a greater continuity of shopping and other key town centre uses between Princes Street and the St James Centre / Greenside; and
- a more intensive development within the St James Centre in line with the approved St James Quarter development brief (April 2007). This is an opportunity to create a quality urban environment, exploiting and enhancing its distinctive location and establishing better connections through the site.

In 2005 the Council commissioned the Edinburgh Area Retail Needs Study (EARNs), to update the previous (1999) study and provide a forecast of future retail expenditure trends and the amount of new development this might support. The study focused on 'comparison' expenditure and on the city centre's needs and potential. The study concluded:

- that the city has not benefited proportionally from the investment that has taken place in modernising shopping facilities in the city region in recent decades and now needs to improve its 'offer' in order to compete effectively with other major regional centres;
- spending on shopping is likely to continue to increase in the period up to 2015, creating further opportunities for the city centre if sites can be identified;
- that there is considerable unmet demand by retailers for outlets of a suitable configuration and size in the City Centre;
- that the City Centre should continue to be afforded the necessary priority over the demands of other centres, to allow opportunities to be proven;
- a minimum target of 52,000 sq. metres of additional (net) floorspace in the city centre should be aimed for, as part of a balanced approach that will allow some further out-of-centre development once the city centre's potential has been secured.

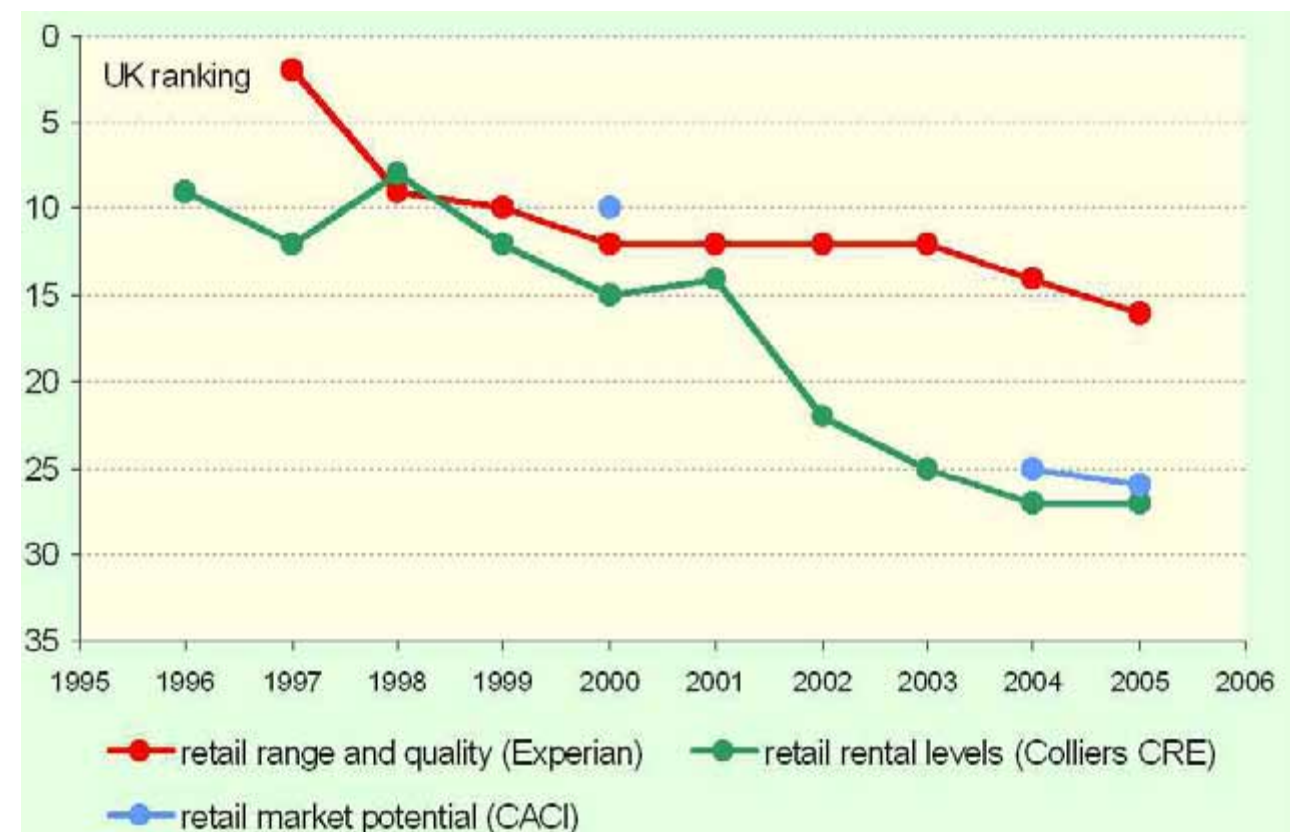
The delivery of new retail floorspace and an improvement to the retail 'offer' is at the heart of the Edinburgh City Centre Action Plan 2005-2010 Plan - 'Inspiring Action' – a Plan developed in partnership by the Edinburgh City Centre Management Company, Scottish Enterprise Edinburgh and Lothians, Edinburgh World Heritage and the Council to provide a mechanism to deliver the city centre policies of the development plan. The Plan promotes, among other things, the provision of additional high quality prime retail floorspace along Princes Street and in other suitable locations. The plan also addresses the public realm, business and property development, accessibility, environmental management, marketing and tourism, and finally, the deliverability of the Plan's vision and measures and the effectiveness of that delivery.

2.3.2 Land Uses

Shopping

Set with the City Centre Retail Core, Princes Street is the main shopping street in Edinburgh and the Lothians. However, city centre retail has been in decline in the last two to three years. It has moved from 16th place in the UK retail rankings in 2003 to 25th in 2007. Edinburgh is expected to slip even further down the rankings and is predicted to be overtaken by a further 17 UK cities by 2008. The Edinburgh Area Retail Needs Study (EARNs) 2005 indicated that the city centre needed an additional 52,000 m² of additional (net) floorspace, as well as an improved quality offer and size of space, to attract and retain quality retailers. The study predicts that there will be an un-served retail spend in the study area of £544m by 2015. Despite Princes Street being one of the finest streets in Europe due to the outstanding views to Edinburgh Castle, the overall quality of the retail offer does not currently match that of a typical capital city. Nor does it meet the demands or exceed the expectations of a growing population of shoppers.

According to research for the Edinburgh and Lothians Structure Plan 2015 (approved 2004) there are fewer shoppers than before attracted to Edinburgh's city centre from outside the Lothians, with a net outflow of spend to areas outside the Lothians, possibly Glasgow. Princes Street has now fallen from its status as the most



Edinburgh's UK ranking as a shopping centre
Source: Edinburgh and Lothian Structure Plan 2015. First Biennial Monitoring Report

expensive place to rent shop space in Britain, outside London. However, it still remains a popular destination for visitors.

This document sets out a framework to address the decline in retail offer and promote inward investment. In conjunction with continuous retail uses at ground level on Princes Street, the framework encourages proposals which will enhance the development blocks by locating a range of uses in the currently empty upper levels. These are discussed below.

Commercial Leisure & Hotel Uses

Although the creation of new retail floorspace is a key objective for the Council, the success of the city centre is based on a rich mix of activities. The Council seeks to promote the growth of Edinburgh as a cultural, artistic, leisure and entertainment centre of international significance and to guide these activities to locations compatible with residential amenity. These are the uses that one expects to find in the city centre and are an aspect of its leisure and tourist roles. Leisure and tourism is thus integral to the restoration of individual buildings, to the revitalisation of wider areas and generally to the restoration of city centre life and its image as a festival city.

Office Use

The development plan supports the refurbishment and modernisation of office buildings. It encourages new office development provided such development would not inhibit the retention or introduction of other city centre activities important to its character and vitality.

Residential

Residential uses, as part of a broad mix of uses, are acceptable in principle within the city centre retail core, provided proposals are compatible with other policies of the ECLP.

Car Parking

There are currently over 5000 off-street public car parking spaces within the city centre. These facilities provide a significant amount of public car parking to meet the needs of the area, though it is recognised that there is a shortfall in supply in the west/north-west of the city centre. While public transport provision to the city centre is excellent, and the Council wishes to encourage the use of this and other sustainable modes, it is understood that car parking has a role to play in sustaining the economic health of the city centre.

It will be necessary to find the right balance between encouraging more sustainable forms of transport whilst providing an appropriate level of parking for shoppers, visitors and residents to ensure that the desired

regeneration of the city centre is deliverable.

The Council would expect proposals to take into account the existing provision, the extent to which it is used and to incorporate improvements to the quality of this provision. Consideration would be given to the provision of additional short to medium stay parking at a level which can be clearly justified. Options to maximise the role of Park and Ride should be explored. Proposals that enable reduction of on street parking provision and the delivery of improvements for pedestrians, cyclists and public transport should be encouraged.

The Council's Parking Strategy seeks to maintain and improve the economic vitality of the city centre whilst ensuring parking provision does not encourage commuter car travel to central Edinburgh. Proposals should comply with the Strategy. Policy Park 4 of the Local Transport Strategy 2007-2012 states that 'The Council will seek to increase the supply of short to medium stay public off street parking close to the western/north western end of the city centre retail core'.

Planning Agreements

Regeneration on the scale envisaged within the city centre and on Princes Street will have a significant impact on the provision of infrastructure and services in the city. Redevelopment on Princes Street will require developers to enter into legal agreements to secure the appropriate contribution towards meeting identified requirements. In this regard reference should be made to the following council guidelines:

- Tram Project: Developer Contributions
- Movement and Development
- Affordable Housing
- Developer Contributions in Schools

The Council will also seek to secure significant improvements to the public realm within the city centre. One area for securing this and other improvements is through developer contributions.

2.3.3 Development Principles

The CELP and finalised ECLP set quality objectives in respect of the design of new development, covering such matters as layout, height and density, architectural design and treatment, all intended to achieve visual harmony, protect amenity, enhance character, including the special character of conservation areas, and contribute

positively to the city's unique environment.

However, successful development in the City Centre is more than just about getting the design of new buildings right. New development has the potential to significantly enhance Edinburgh's City Centre in both function and place-making. There are not only opportunities for individual sites but also for the streets and spaces surrounding them.

In 2003 the Council published 'The Edinburgh Standards for Urban Design'. The document aims to improve the design quality of new buildings in the City and should be read as complementary to the design of new development policies contained in the ECLP. More recently it has produced the Edinburgh Standards for Streets and the Edinburgh Standards for Sustainable Building, both of which will be material considerations in the assessment of development proposals.

2.4.1 Design Process - the value of good design

A well thought out design process, with an urban design framework and development briefs will provide a clear basis for communication and negotiation. Developers will benefit from a good degree of certainty about what is expected, avoiding delay and saving abortive work and unnecessary expense. This process can resolve conflicts that might otherwise emerge at a later stage. Good design will add value to investment in the 're-enlightenment' of Princes Street and the Retail Core.

The good design of the City Centre Retail Core will create a place that:

- People will use and value, supporting regeneration and bringing long term economic benefits;
- Attracts customers and retain staff within workplaces;
- Can reduce the long term costs of energy, maintenance, management and security;
- Establishes and maintains a distinct identity, to the benefit of users and investors;
- Is easily accessible clearly demonstrating effective connections to its surroundings; and
- Achieves social, economic and environmental goals of public policy, as laid down by central and local government – bridging the gap between aspirations and reality.

2.4.2 Development Briefs and Conservation Plans

The development framework will be used to guide individual development briefs, which will inform developers and other interested parties of the constraints and opportunities presented, and the type of development expected or encouraged by the development plan and the development framework. Development Briefs will be used as a means of presenting a greater level of block or site specific detail that will assist the production of detailed proposals and planning applications.

The development briefs and accompanying conservation plans will cover many issues, and will provide an opportunity to integrate the conservation and enhancement of the historic assets with the goal of achieving functional and commercially viable buildings and spaces of exceptional quality and design - to complement and enhance the area's World Heritage Site status.

This 'Development Framework' will therefore form an essential tool for developers, the Council and other stakeholders, in understanding the opportunities and constraints that will dictate the formulation of detailed briefs for the Princes Street blocks and associated sites within the City Centre Retail Core.

The development brief / conservation plan approach will serve to aid the process of negotiation with the Council and other interested parties. This process will generate a greater degree of certainty about the scope and potential for development which the Council will welcome or accept before the developer makes any substantial financial or contractual commitments.

In line with the Development Framework, the development briefs need to recognise that the area's historic assets need not hinder regeneration, but can act as the catalyst for development that makes positive use of Princes Street and the Retail Core's existing interest, qualities, character and 'sense' of a place.

The development briefs may contain a detailed set of criteria for the future use of the blocks or buildings, or may describe options for more than one way in which the site could be developed. The briefs will need to be linked to conservation plans and integrated with the Development Framework to deliver a holistic approach to the regeneration and 're-enlightenment' of the City Centre Retail Core.

Other approved development briefs and masterplans, such as the St James Quarter development brief, should be given due consideration in the formulation of other development briefs within the framework area and should inform their content.

In some cases it may be necessary to present individual briefs to the Council's Planning Committee for approval.

2.4.3 Princes Street Heritage Framework

The City of Edinburgh Council and Edinburgh World Heritage have commissioned a heritage framework for the blocks on Princes Street. The objectives of the framework are:

- To identify the cultural and historic significance of the First New Town plan and to identify elements which help define the area's character, including important cultural, historic or natural heritage considerations.
- To pinpoint existing developments which diminish or erode the quality of the area and which would be the focus of redevelopment proposals.
- To set out a policy and strategy for the management and conservation of the physical attributes of the site that contribute to its significance.
- To guide the management of change appropriately whilst protecting and enhancing the built heritage.

The heritage framework will be a key input to development management and project implementation, and will influence how the area is protected and regenerated. It will encourage those involved in the regeneration of Princes Street to think about the plan and built fabric in a structured way, to assess how and why it is significant, and how it should be managed in order to conserve its cultural significance.

2.4.4 Strategic Environmental Assessment

The Environmental Assessment (Scotland) Act 2005 (the 'Act') requires a SEA to be carried out on certain plans, programmes and strategies (PPS) prepared by public authorities that are likely to have a significant effect upon the environment. As part of the SEA process, the draft CCPSDF has been subject to an initial Scoping Study, which sets out the areas of likely significant impact, thus 'setting the scope' for the more detailed Environmental Report.

The Scoping Study will be duly submitted to the Consultation Authorities: Scottish Ministers, Scottish Natural Heritage (SNH) and Scottish Environmental Protection Agency (SEPA). The Scottish Ministers have designated Historic Scotland to act on their behalf on matters affecting the historic environment. Informal pre-consultation soundings have been undertaken with SNH, SEPA and Historic Scotland in order to anticipate any issues or concerns that typically arise in relation to similar PPS. The generic issues/concerns raised during the informal soundings have been considered and incorporated in the Scoping Study, as appropriate.

Based on the Scoping Study and the Consultation Authorities' formal feedback, a full SEA will be undertaken to identify, describe and evaluate the likely significant effects on the environment of implementing the CCPSDF and its reasonable alternatives. An Environmental Report will be prepared in order to document the SEA findings.

03 “creating a vision”

‘Scotland is the best small country in the world. We have an original culture, a distinctive image and a strong sense of heritage’. Former First Minister, Jack McConnell MSP.

Edinburgh, Scotland and the UK

Edinburgh has much to be proud of, already displaying potential for future plans for Re-Enlightenment. It is in the wealthiest 5% of European cities and is the 2nd most prosperous city in the UK. Edinburgh’s unemployment rate is currently 1.9% compared to the Scottish rate of 2.4% while the employment rate is 7.2% compared to a Scottish rate of 75.2%. 34% of the City’s population have degrees with those educated to degree level at almost 45%. In November 2006 Edinburgh won the prestigious honour of being named the European City of the Year by the Academy of Urbanism, and has won several coveted travel awards in recent years. The Edinburgh Festival is one of the world’s greatest arts festivals attracting two million visitors every year. In addition, Edinburgh’s Hogmanay celebrations and winter festival on Princes Street are recognised as world class.

Edinburgh is renowned throughout Scotland, and internationally, for its World Heritage Site and architecture. The city centre has become an internationally recognised venue and backdrop for major events. The first Edinburgh Festival in 1947 was symbolic of a new era of arts and culture within Edinburgh, with the International Festival, the Festival Fringe, Jazz, Book and Film festivals, and Hogmanay attracting visitors from around the globe.

Edinburgh represents the essence of the cultural traditions of Scotland as a European city, and is a European capital city itself. The management of change within Edinburgh must include an evaluation of the risks to heritage. However, to achieve Re-Enlightenment in the city we must not dampen the spirit of ambition which has achieved, historically, the highest standards of design and management for architecture, the environment, transport and services.

There are five million people living in Scotland. It can be said that Edinburgh and Glasgow are the twin engines of the Scottish economy (producing over 50% of Scotland’s GDP); Edinburgh Airport has 8.5 million passengers in 2005 connections to Europe and US, 53% total Scottish research and development occurs in Edinburgh and Lothians; Scotland is a world leader in many modern industries including financial services, life sciences, oil and gas. Edinburgh plays a substantial role in promoting Scotland as the ‘best small country’ in the world, enabling it to compete on a global level through inward investment.

“creating a vision” | 3.2 “inspiring capital”

Edinburgh is the administrative and cultural capital of Scotland. The city aims to be the most successful and sustainable city region in Northern Europe by 2020, with already much to show in the light of success stories; it is a principal growth engine for the entire Scottish economy.

Bold and ambitious commercial and business developments are springing up across the region. In Edinburgh Park the city region is already host to one of the top UK business centres; and the Edinburgh Science Triangle is a cutting edge alliance of Scotland's leading Science Parks having the potential to contribute £750 million per year to the Scottish economy.

Already ranked among the world's top ten international conference and convention cities, Edinburgh is also the sixth largest fund management centre in Europe, overtaking the financial strongholds of Frankfurt, Milan, Zurich and Madrid to become Europe's second largest banking centre.

With a greater proportion of higher qualifications than every other city in the UK, many of Edinburgh's most talented graduates are choosing to remain in the city, which is a trend that is crucial to the future growth and success of the economy. Edinburgh is home to 19 of Scotland's Top 100 companies including world leaders such as the Royal Bank of Scotland and the Halifax/Bank of Scotland.

The Edinburgh City Region was named by the European Commission as a Region of Excellence for Innovation in 2002. This accolade recognises outstanding research undertaken as well as acknowledging the support available in the city to commercialise research and develop small companies with high-growth potential.

It is essential to retain this capital, and promote inward investment in the city. Research to develop the Edinburgh City Region Brand, 'Inspiring Capital' has shown that people who visited Edinburgh compared the city to Barcelona, Dublin and Prague. Those people who have not visited Edinburgh compared the capital to York, Bath and Chester, which suggests that people who know Edinburgh rate the city very highly.

This is good news for inward investment and capital; as a result bold and ambitious commercial and business developments are springing up across the region, and will continue to do so.

Scottish Government Targets

Scotland has signed up to the UK’s shared framework for sustainable development One Future – Different Paths, which underpins the Scottish Executive document: Choosing Our Future: Scotland’s Sustainable Development Strategy.

These priorities for Scotland and across the UK are our response to these challenges:

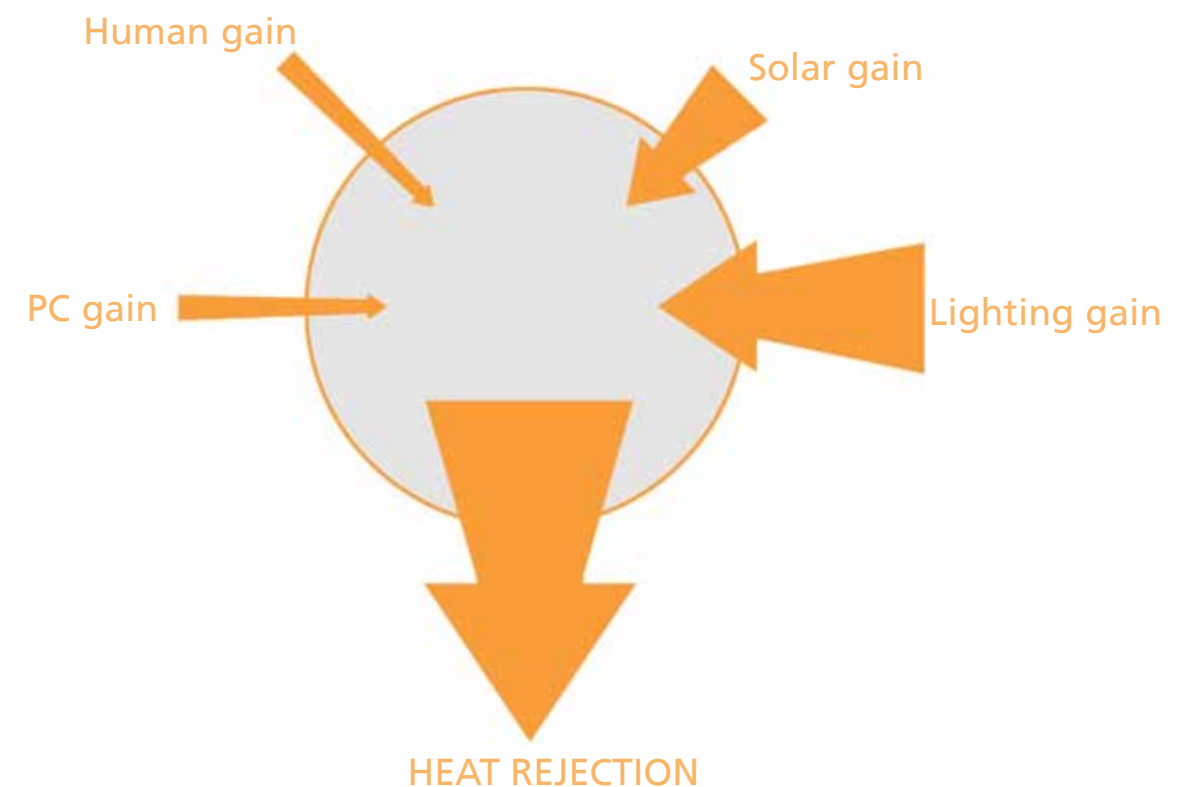
- Sustainable consumption and production: achieving more with less. This includes reducing the inefficient use of resources, looking at the impact of products and materials across their whole life cycle and encouraging people to think about the social and environmental consequences of their purchasing choices.
- Climate change and energy: securing a profound change in the way we generate and use energy, and reducing greenhouse gas emissions.
- Natural resource protection and environmental enhancement: protecting our natural resources, building a better understanding of environmental limits, and improving the quality of the environment.
- Sustainable communities: creating communities that embody the principles of sustainable development locally.

The Strategy also states that the design, construction and maintenance of the built environment provide significant opportunities to contribute towards a more sustainable future. Our buildings make a big difference to how communities look, feel and function. Choosing Our Future: Scotland’s Sustainable Development Strategy estimates that the area of land and sea needed to provide all the resources currently consumed in Scotland - the country’s ecological footprint - is 2.4 times the global average.

The Scottish Executive will commission an independent study of Scotland’s footprint in 2008 (in advance of the next sustainable development strategy). Redevelopment opportunities should aim to meet these sustainability targets to reduce this footprint through sustainable design and integrated retail/ transport planning.

It is also necessary to incorporate the Edinburgh Standards for Sustainable Building when considering sustainable redevelopment of Princes Street and the retail core, as these Standards apply to all organisations and individuals involved in the procurement and major development in Edinburgh.

The Standards have been prepared by a short life working group chaired by Planning and Strategy and which included representatives from Building Control and Sustainable Development Unit. Input has also been received from the Edinburgh Sustainable Development Partnership (ESDP) Building sub group and Chargeworks, formerly called Lothian and Edinburgh Environmental Partnership (LEEP). The Standards need to be considered in conjunction with the relevant development plan, the Building Regulations, other supplementary planning guidance and the Edinburgh Sustainable Design Guide.

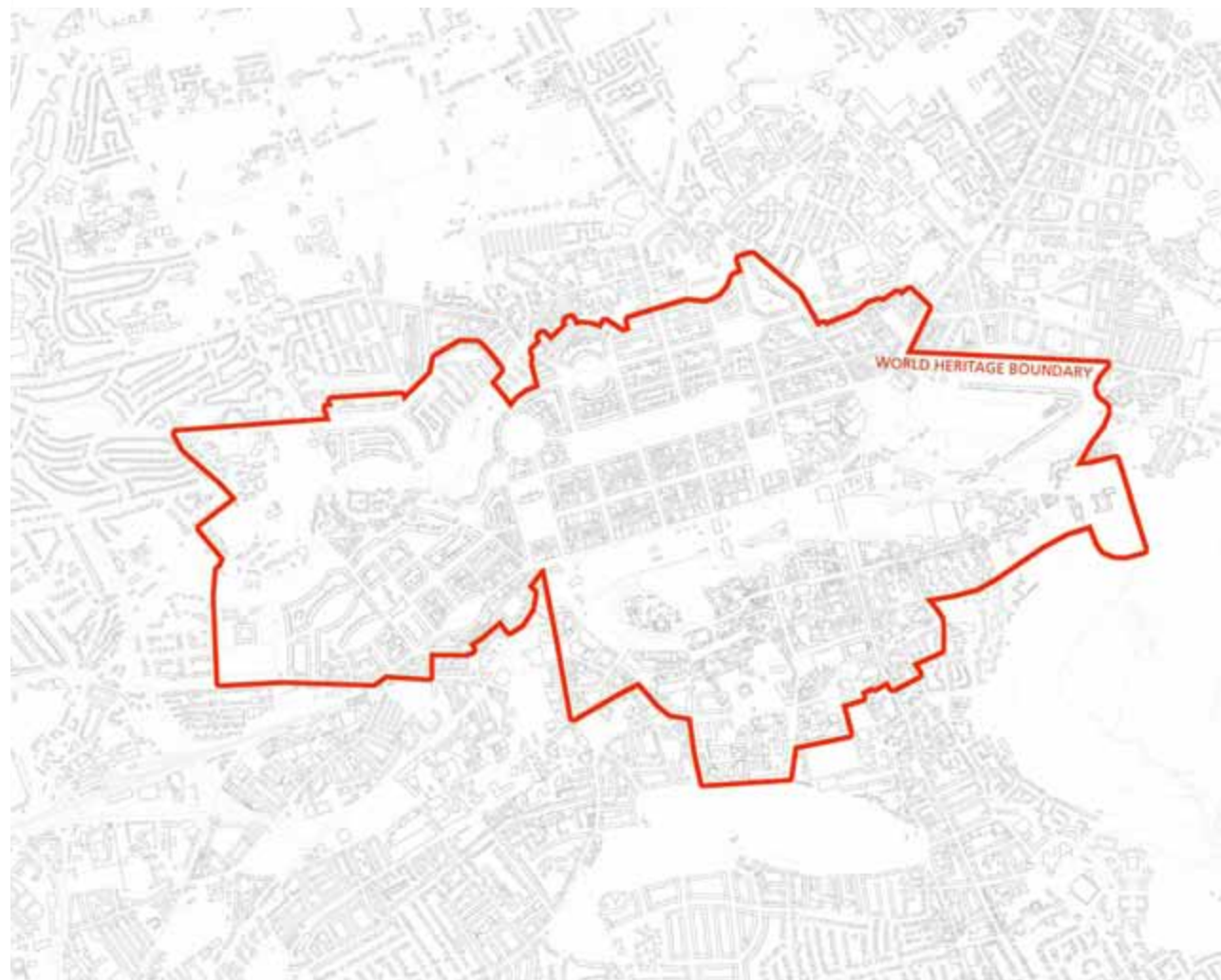


- the services strategy should seek to maximise running efficiency
- the environmental services should provide an innovative heat recovery strategy, enabling zero plant on building roofs
- a unified, sustainable, remote M&E system servicing all retail units

“creating a vision” | 3.4 world heritage status

The historic centre of Edinburgh, including the medieval Old Town and the Georgian New Town, was inscribed on the United Nations Education, Scientific and Cultural Organisation's (UNESCO's) List of World Heritage Sites in December 1995, effectively giving it the same status as the Taj Mahal and the Pyramids of Egypt. Edinburgh was recognised for its architectural and historical importance, including the civic expansion programme in the 1700s, driven by a 'desire for national prestige, yet international in character'.

UNESCO recognises the duality of Edinburgh, its fundamental unique characteristic, with the ancient organic medieval Old Town facing the contrasting classic, ordered 18th century New Town. Edinburgh was inscribed on the World Heritage List on the basis that 'the Old and New Towns of Edinburgh represent a remarkable blend of the urban phenomena of organic medieval growth and 18th and 19th century town planning. The successive planned expansions of the New Town and the high quality of the architecture set standards for Scotland and beyond'.



Edinburgh's World Heritage Site is the daily place of work for over 50,000 workers and is home to around 24,000 residents (about 5% of the city's total population). The Site is the focus of tourist-related businesses worth £904 million in 2000/01 and providing 25,000 jobs within Edinburgh (around 8% of the city's workforce). In addition to these broad area features, the Site contains nearly 4,500 individual buildings – with over 75% 'listed' because of their special architectural or historic interest. The concentration of buildings listed at Category A is the highest in Scotland.

Edinburgh World Heritage was created by a merger of the Old Town Renewal Trust and the New Town Conservation Committee in 1999, to champion and represent the World Heritage Site.

Its main roles are to:

- Protect and enhance the World Heritage Site through the management plan.
- Conserve and enhance the Site through a programme of conservation funding.
- Build awareness and promote understanding of the Site.
- Be exemplars in the field of conservation by developing and sharing specialist knowledge, setting standards for quality of workmanship, providing advice, promoting research and facilitating the conservation work of individuals and organizations.
- Build awareness of the World Heritage Site and to engender a sense of custodianship and secure long term support by promoting enjoyment, understanding and appreciation of its value and significance.

Ten years on from achieving World Heritage Site status, the Edinburgh World Heritage Site Management Plan 2005 was produced, in order to provide a framework for conservation in the heart of Scotland's capital city. The policies in the Management Plan were derived from a public consultation process which recognised the desire of individuals and organisations to contribute to and participate in managing the future development of the Site.

04 site analysis

Shopping

In Edinburgh City Centre there has been some modest growth in retail floorspace, as a result of the Multrees Walk / Harvey Nichols development and conversions from offices on George Street. Vacancy rates are about average, and have fallen slightly over the last decade, suggesting that there remains a demand for space. However, the total number of shops in retail use has fallen, which could be indicative of a reduced range of choice for shoppers. Space devoted to food sales has fallen since 1996, and is now a very small proportion of the total. Meanwhile, in common with many other centres, there has been a growing representation of ancillary service uses (e.g. food & drink, leisure, health, repairs, financial services).

The City Centre's market share has fallen in recent years. In the mid 1990s it is estimated that the Centre accounted for about half of the non-food turnover of shops in the Lothians. However, this has now fallen to just over one-third, as an increasing proportion of trade has been channelled through suburban shopping malls, retail parks, retail warehouses and large supermarkets. Although the market share has fallen, the actual volume of sales has increased, because the 'pot' of spending from residents and tourists has grown, and is expected to continue growing, albeit at a slower rate. Edinburgh City Centre is in need of a substantial upgrade of its retail provision to assure its long term vitality and role as the regional shopping centre. A significant proportion of the new development which will be required to service the growing retail spending should be accommodated in the City Centre.

Rental growth and commercial yields are widely accepted barometers of retail vitality, as they reflect the current and future demand for space, relative to supply. Historically, retail rentals in Edinburgh City Centre (Princes Street) have been the highest in Scotland. However, parts of Glasgow City Centre have caught up or overtaken, and Edinburgh rentals are now well behind those in many English cities. Rental growth in Edinburgh has lagged behind that in most other Scottish centres, and has stagnated or even fallen slightly over the last few years. In contrast, rentals in Livingston have surged ahead, and are amongst the fastest growing in Scotland, although they are still below half of those in the City Centre.

While rental growth has been slow, yields in Edinburgh are amongst the lowest in the UK, which is a sign of investor confidence. To some extent this reflects the strong latent demand from retailers, who are known to be looking for sites. However it is also likely to be influenced by the constrained supply of 'suitable' sites – i.e. sites with the right layout, in the right location, and at the right price. The difficulties of providing new accommodation enhances the value of that which already exists. Yields in Livingston are more than 3% higher than those in Edinburgh, which may be a sign of ample supply relative to demand.

There is a strong underlying demand from retailers looking for suitable space in Edinburgh City Centre. Edinburgh is one of the most sought-after centres in the UK in terms of registered requirements notified to property agents. Furthermore, the level of interest has been increasing. However, the difficulty of providing suitable sites to meet this demand is one of the main challenges to be faced.

The acquisition of the St James Centre by Henderson Global Investors demonstrates how comprehensive redevelopment of this area is being considered. A development brief has now been approved for site, which identifies a set of key development principles on which redevelopment proposals for the area should be based. The long term aspiration of the Council is a retail led, mixed use city quarter of the highest quality that knits the area back into the surrounding urban fabric.

Tourism

According to a report commissioned by SEEL, Visit Scotland, CEC and the three Lothian Councils, the number of visitor beds available in the Edinburgh and the Lothians region has risen by 25% over the past seven years. There is clear evidence of a growth in visitors to the region, with an overall room occupancy levels at an impressive 65% and hotels achieving near full occupancy during peak periods.

The report reveals there are now 25,000 serviced visitor beds available in the region. It also shows that the recent growth is expected to continue over the next decade requiring major new investment in tourism accommodation infrastructure. In order to capitalise on the region's growing tourism economy, 5,000 more hotel rooms in the region would be needed by 2015, 4,000 of which should be located in Edinburgh.

The City Centre is the preferred location for most visitors to stay therefore it is the most attractive location for tourism development. This plainly presents challenges in terms of available sites, land/development costs, and heritage and conservation issues.

4.2.1 Transport and Connectivity

Transport is a key issue for the regeneration of the city centre. The city centre is well served by an extensive network of bus services, by Waverley Railway Station and by Edinburgh Bus Station. In the future it will benefit from trams as part of an integrated transport network. The area also includes key traffic routes and junctions and extensive parking provision. Princes Street is the dominant public transport route through the city centre. As such, in the foreseeable future, there is no realistic alternative that would allow any substantial reduction in the number of buses operating along Princes Street.

Edinburgh has an extensive and highly successful bus network (25% passenger growth in the last 8 years). Local rail services are improving and use is rapidly increasing, and both the city centre stations at Waverley and Haymarket are currently being upgraded. The city has a rapidly growing supply of 'park and ride' facilities, with 4 now in place, two due to open this year and another planned.

Around 18 city centre car parks provide approximately 5,000 off street public parking spaces in the city centre with around further 3,000 spaces on street.

A high proportion of city centre shoppers arrive by public transport, though car-borne shoppers also make an important contribution to the city centre economy.

On street works preparing for construction of a tram system for the city has now commenced. The first tram lines will run from Newhaven via Leith and Princes Street to west Edinburgh and Edinburgh Airport, and (subject to tender prices) to Granton.

City centre retail units obviously require frequent deliveries, the vast majority of which are made by lorries and vans. The successful integration of this with an attractive shopping environment presents significant challenges, especially where



deliveries are made to the front door of premises and particularly for smaller businesses who may find it difficult to control the timing of deliveries.

The Council's Local Transport Strategy 2007-2011 includes a commitment to develop a City Centre Transport Strategy when full details of tram construction and design are finalised. There is a particular opportunity to develop a service strategy as part of this process, especially for the Princes Street/Rose Street area.

Transport to and within the development framework area will need to be considered carefully within the context of a Transport Strategy for the city centre and of course the wider Local Transport Strategy. The needs of retailers and other business interests, residents, motorists, public transport users, pedestrians and cyclists will need to be integrated and balanced. Key issues to be considered include access for public transport, car parking provision and servicing for retail. Proposals should provide linkages of the highest quality to and from tram stops, bus stops and other public transport nodes including Waverley Station and the Bus Station.

4.2.2 Streetscape Analysis

Edinburgh city centre is very linear, with the central shopping core being around one mile from end to end (east to west) but generally only around 200m 'deep' (north to south). While this form is inseparably related to the very attractive one-sided Princes Street, it presents significant challenges.

- The length of the centre means it is inconvenient to 'tour' it on a shopping trip.
- Links to the St James Centre and Princes Mall are relatively weak, being constrained by narrow footways, the need to cross Princes Street, the 'gap' of St Andrew Square and inconspicuous entrances.
- North- South links from Princes Street to Rose Street and George Street are relatively sparse, reducing the opportunities to circulate easily on foot.

Furthermore, the Rose Street 'Lanes', while providing the opportunity to rear-service shop units, are rendered very unattractive by this role, while at the same time being unusable by large servicing vehicles.

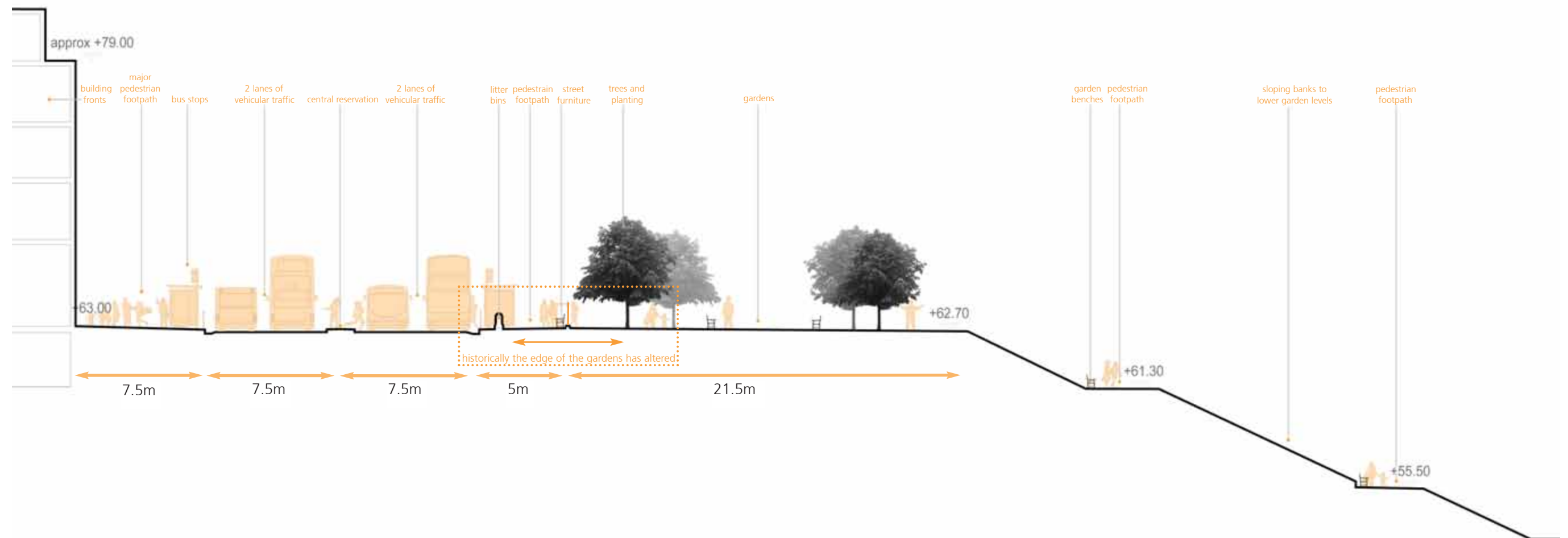


4.2.2 Streetscape Analysis

One of the defining features of Edinburgh’s city centre is Princes Street. Princes Street is the main east-west public transport route through the city centre. Around 600 buses per hour use the street two-way. The main pedestrian circulation also moves along the east west axis, with the flow interrupted at Hanover Street and North St Andrew St.

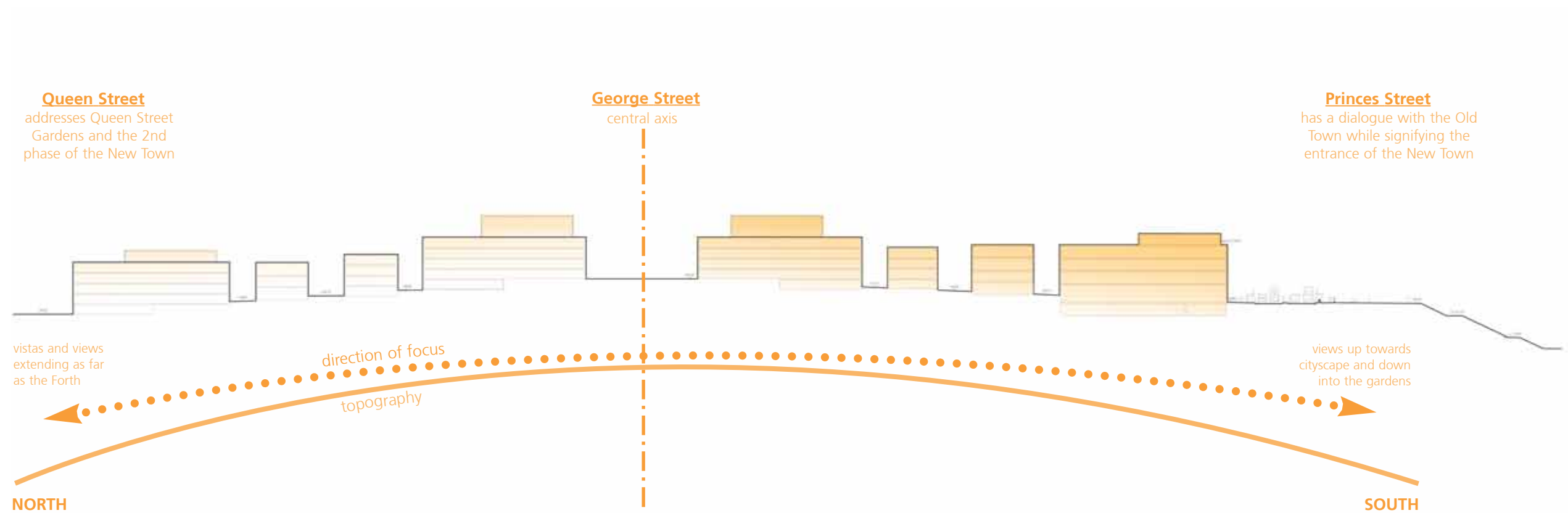
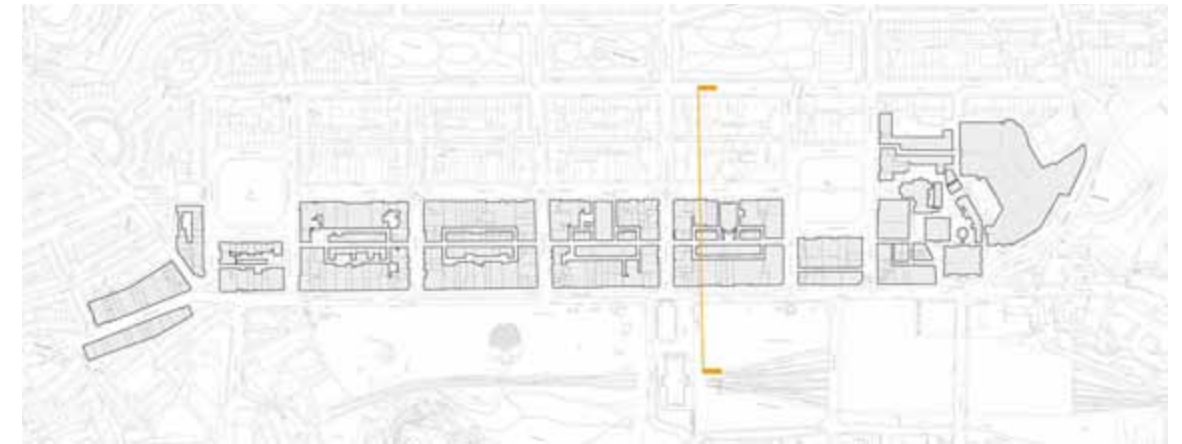
Although Princes Street offers an excellent transport route, the buses create a physical and visual barrier and constant noise. The traffic, notably buses at stops; act as a visual wall blocking the magnificent southern views. Unfortunately though, due to the street layout and topography of the retail core, there is no realistic alternative to the continued role of Princes Street as a major public transport spine. Also, the convenience of access to shops on the street by bus will help to sustain the very high share of journeys to the centre by public transport, and thus help to contain congestion. Furthermore, Princes Street’s ‘one-sided’ nature means it can accommodate a relatively high level of bus traffic and still offer a reasonable environment.

Obstacles such as bins, bus stops and fences can restrict pedestrian flow at certain points along the street. Street furniture is minimal while street lighting and pavement finishes are varied.



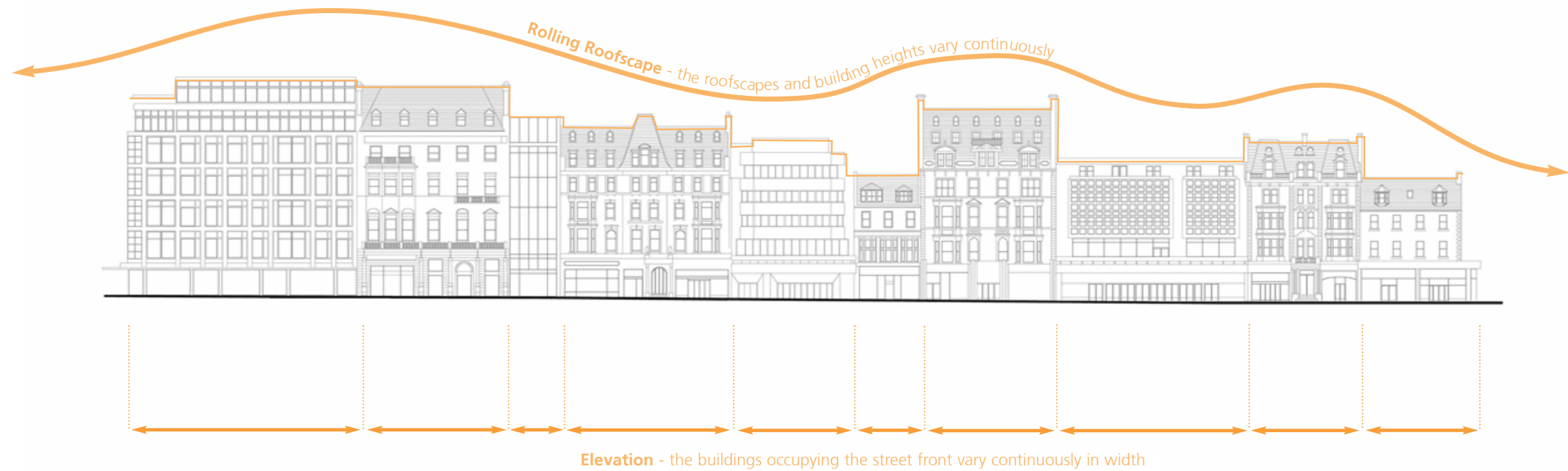
4.2.3 Building Analysis

The topography of the area means that many of the buildings achieve an expansive view. George Street exists on the high point sloping south to Princes Street and north to Queen Street. As the buildings also step, following these slopes, they automatically address either the Old Town to the south or the New Town and Forth to the north.



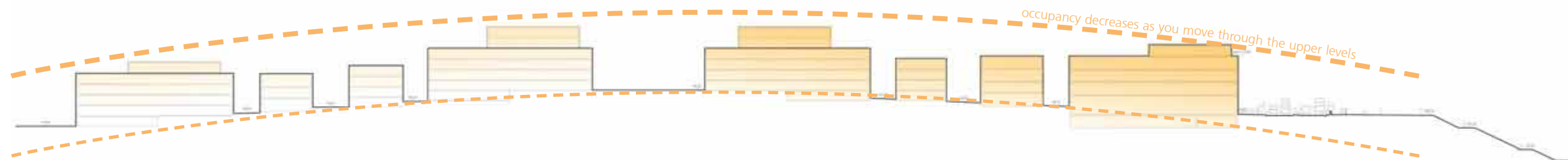
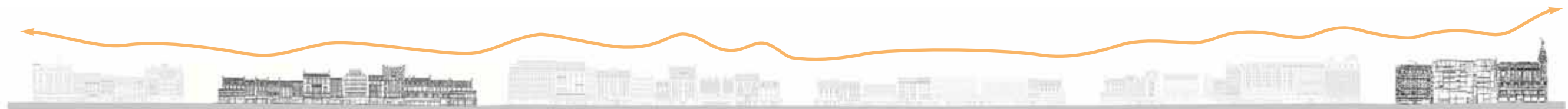
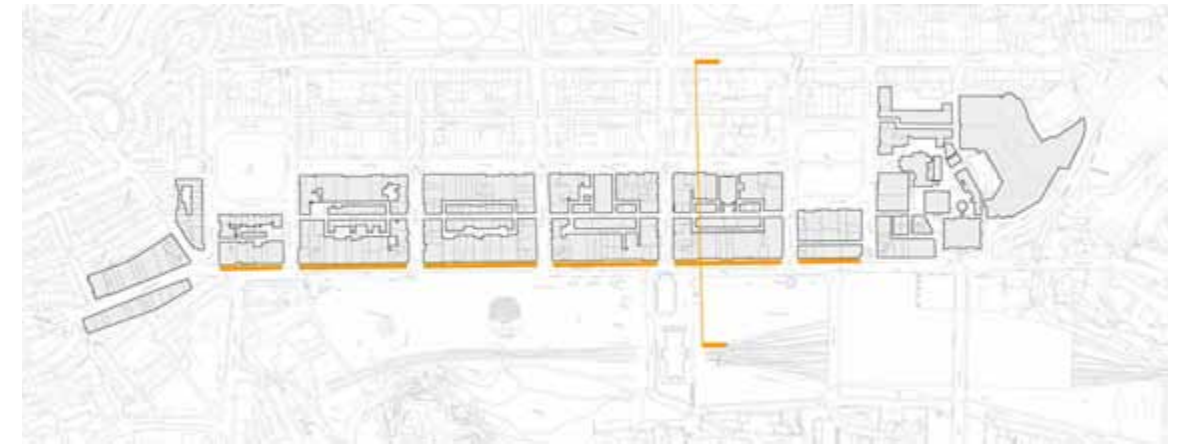
4.2.3 Building Analysis

There is a varied building envelope and form along Princes Street. It would appear that throughout the years the ordered grid has been diluted with additions and alterations. The rooflines of each building and block along Princes Street vary considerably. Roof extension and plant room additions have resulted in a cluttered and often unsightly roofscape that also interrupts views both north and south. Georgian set pieces still exist on the corners of several of the blocks along Princes Street but between these, modern interventions have altered the scale and proportion of the street.



4.2.4 Building Occupancy

Princes Street, Rose Street, George Street, and the intersecting cross streets (Hanover Street, Frederick Street and Castle Street) form the City Centre's main retail core. Despite its unique location and magnificent views, many of the buildings on these streets lie empty on their upper levels. This is evident along much of the length of Princes Street and deeper into the plan towards Rose Street.



4.2.4 Building Occupancy

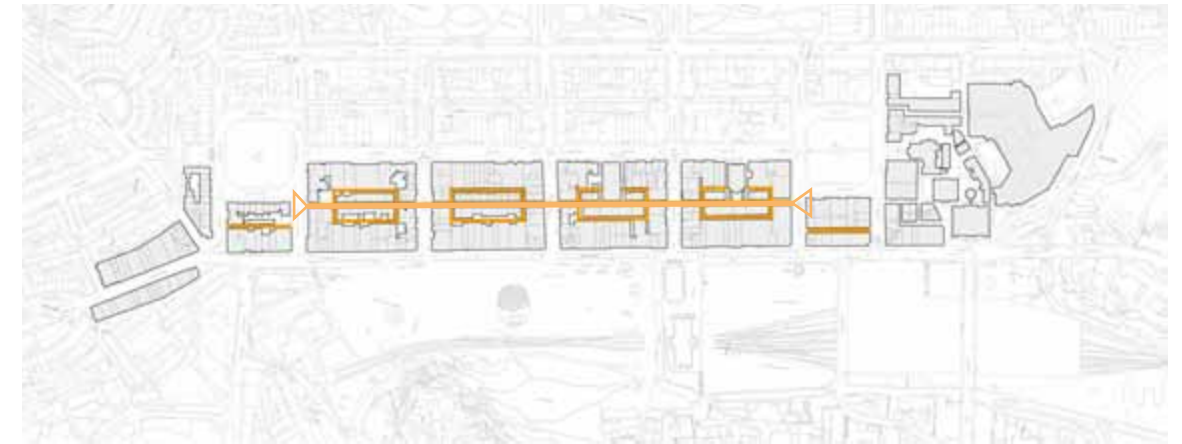
The plan below highlights areas where there is scope to increase value in the City Centre by occupying the floors that currently lie empty. This has potential to provide mixed-use redevelopment in the City Centre. It is clear to see the importance of Rose Street in achieving this added value. It is the central of the three streets but currently does not offer an effective link between them. Following the approval of the St James Quarter development brief there are significant opportunities for these proposals to contribute towards the provision of retail-led mixed use development in the city centre as supported by the brief and the finalised ECLP.



4.2.5 Existing Servicing

Servicing the retail units in the City Centre is very problematic, particularly the units on Princes Street and Rose Street. Currently Rose Street is used as the main access route for delivery goods vehicles while Princes Street is also used as a servicing point but restricted to early morning unloading. Current servicing results in damage to the public realm and disruption to the pedestrian and shoppers. Delivery vehicles are forced to mount footpaths causing damage to the surface material, while on the narrower Rose Street, buildings are damaged from turning vehicles and heavy traffic. Pedestrians and shoppers have to step aside to allow lorries past. The retail units also suffer as there are restrictions and limitations to when deliveries can be made.

- service vehicles to Rose Street enjoy the highest priority but cause the greatest damage and disruption.



property damage due to poor servicing



heavy vehicular flow - discourages pedestrians



disengaged ground floor creating poor streetscape environment and disconnected retail offers.

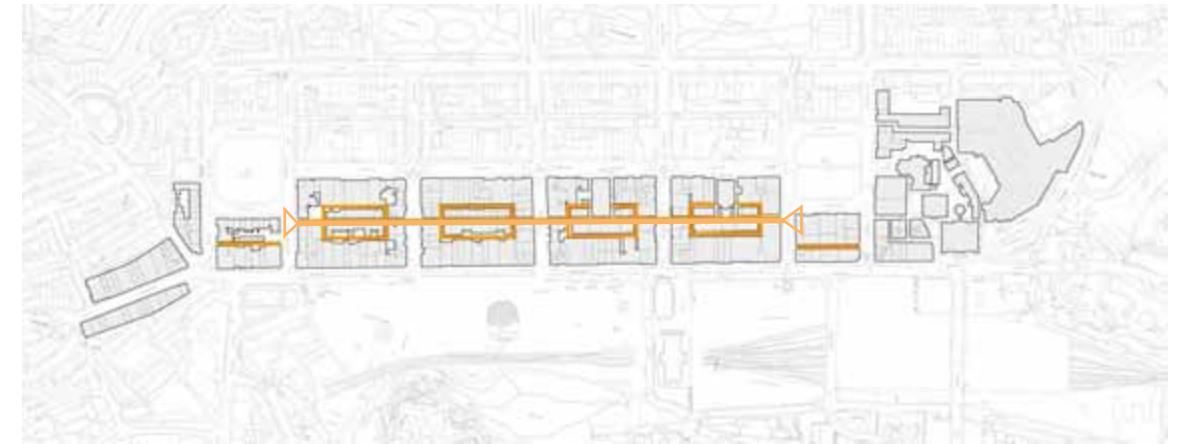


vehicles parked on pedestrian routes

4.2.6 Waste Management

Rose Street and Rose Street Lanes are used as a route for refuse collection. The lanes off Rose Street are commonly the goods entrances to the retail units but are also where the skips and bins are left for collection. This results in a negative visual appearance, and increases the traffic on Rose Street.

For the regeneration of the Retail Core to be successful, best use must be made of the space between Rose Street and Princes Street to create a new destination experience. If that space is redeveloped then an alternative route is required for deliveries.



pedestrian routes are frequently obstructed

refuge bins are often overflowing and occupy many of the lanes



there are no public squares or break out space



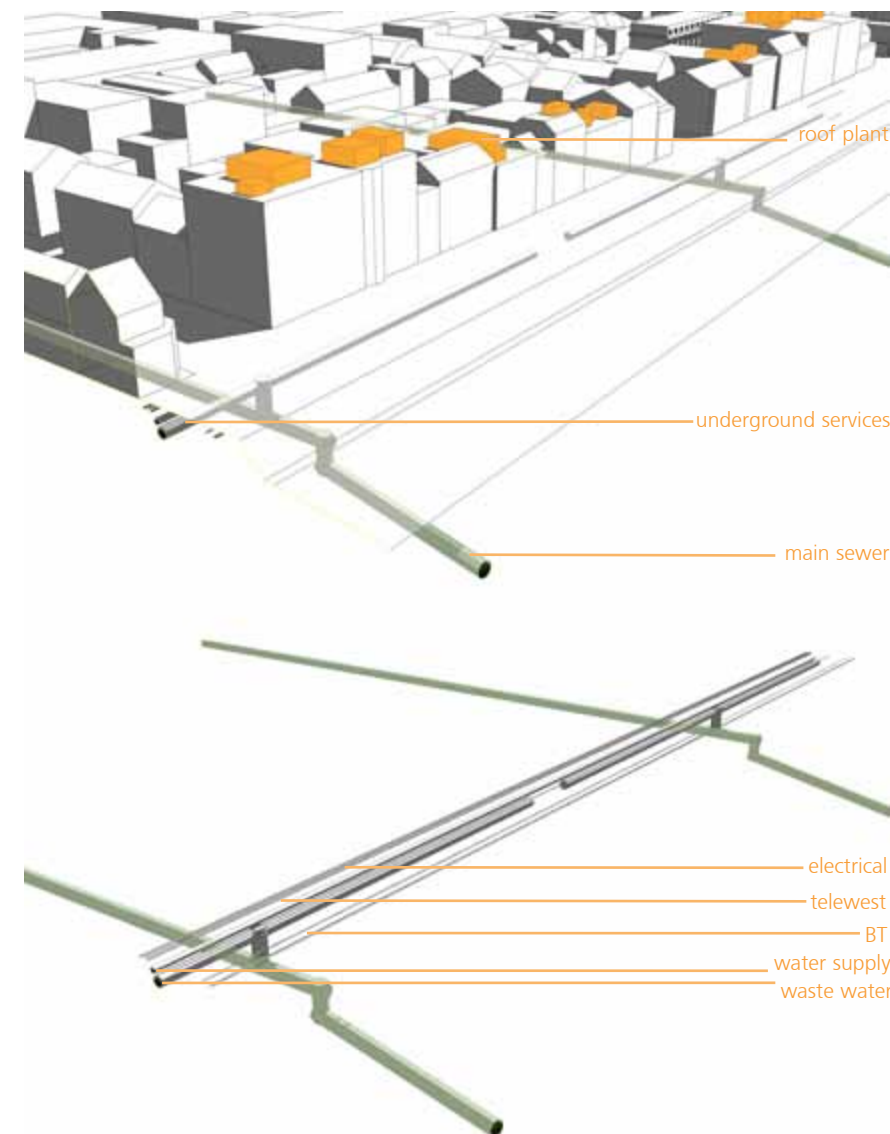
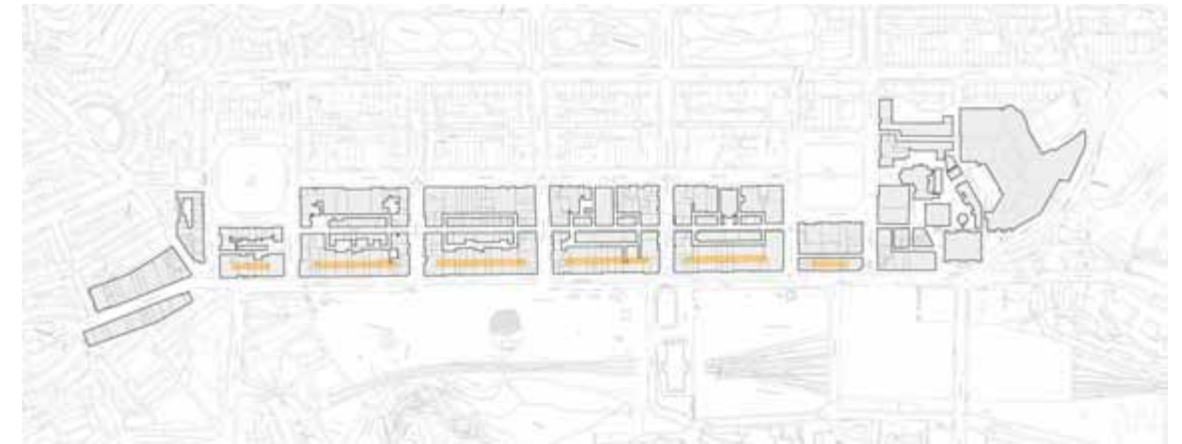
damage to public realm



site analysis | 4.2 opportunities and constraints

The service strategies used by many of the buildings along Princes Street result in a roofscape covered with plant rooms. Over time the building uses have changed requiring additional service areas. This not only has a visual impact but an environmental one, as a result of the many individual service components used on each building.

- existing plant on roof creates an unsightly roofscape, particularly when viewed from the Castle.
- there is an opportunity to address the Scottish Government's agenda for sustainability in Edinburgh through the use of new and innovative heating/cooling ventilation systems and joint services between buildings.
- when the tram is introduced there will be an opportunity to make underground service alterations.

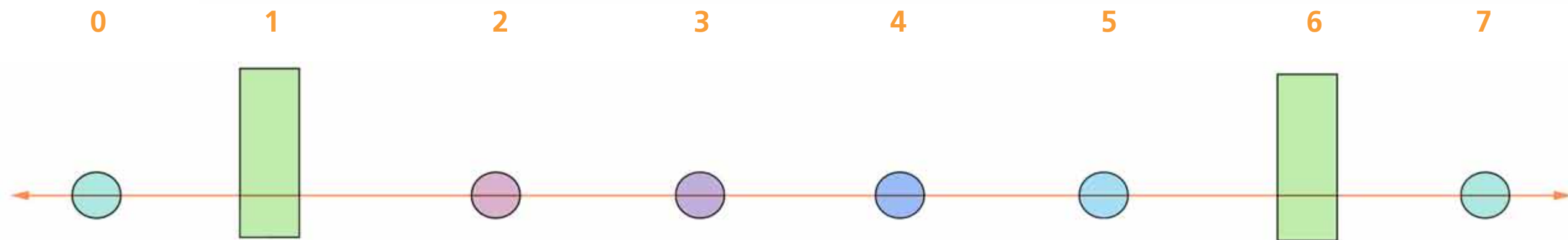
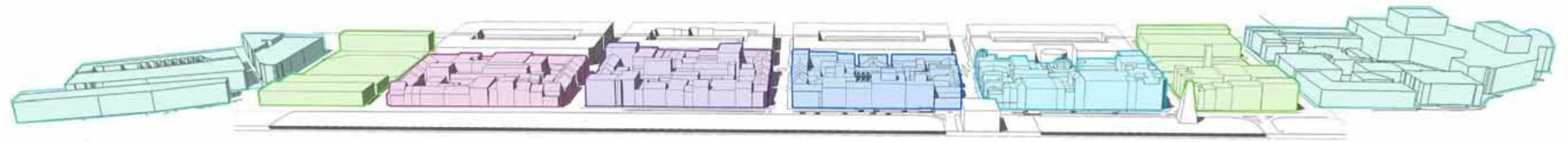


05 Framework Development Model

Framework Development Model | 5.1 string of pearls concept

Each Pearl offers its own distinct character and beauty. Each pearl holds its own USP (Unique Selling Points), which is paramount in creating a sustainable retail core. The concept, using the analogy of a string of pearls, to describe the unique experience, which is Princes Street.

Consider blocks 1 and 6, Charlotte Square and St Andrew's Square, holding the pearls in place metaphorically clasping the string of pearls. The points below offer some suggestions on how these development blocks could be regenerated subject to the production of more detailed development briefs.



Blocks 0 & 1

Unique Selling Points

- The Gateway to and from the West. Block 0 is an important Linking Pearl, connecting Haymarket Station to Princes St.
- The narrowing of the street, accentuates the marvel of Atholl Crescent, and the expanse of space, experienced upon entering Princes Street, opening vistas to Calton Hill and the Castle.
- Block 1 clasps the string of pearls and acts as a head piece addressing the Lothian Road and Southern approach.
- It provides a mix of retail and acts as an important transport interchange for commuters arriving to and departing from the City Centre.

Blocks 2 & 3

Unique Selling Points

- Retail development anchored by smaller high street stores facilitating the introduction of boutique stores and a more independent retail experience adding to the diversity of the city centre offer.
- Promotion of a cultural quarter through redevelopment of ground floor properties creating a unique city centre venue. By day a diverse and exciting mix of retail and leisure for all the family, and by night an exclusive and highly desirable precinct capitalising on the World Heritage Status offered by Princes Street.
- This new cultural quarter could exclusively house a green room for the new band stand that is to be erected in West Princes Street Gardens further enhancing the character of the area.

Blocks 4 & 5

Unique Selling Points

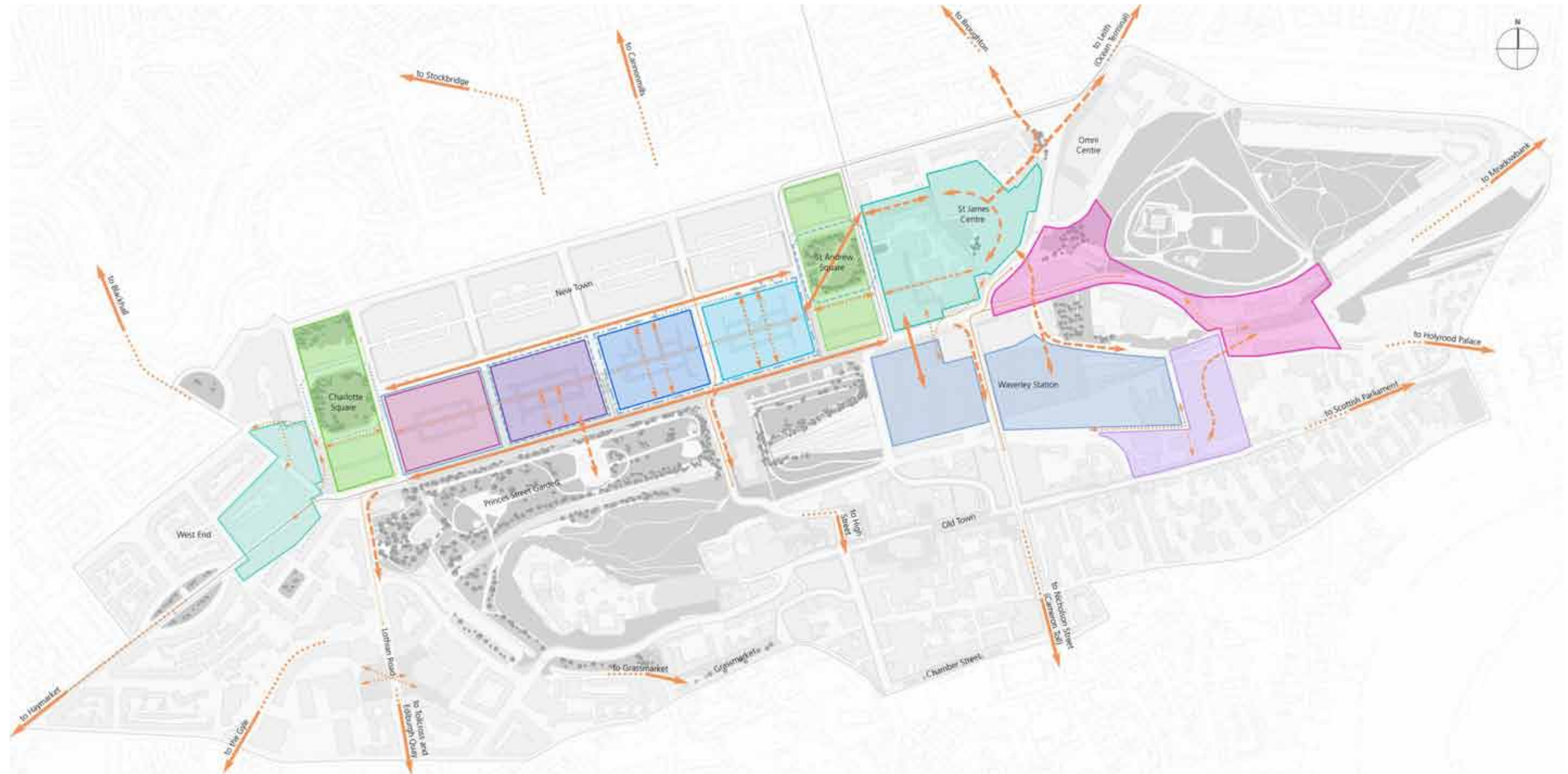
- The capacity for large retail floor plates provides an ideal location for anchor department stores. This is achieved by extending under Rose Street South Lane, providing clean floor plates trading through from Princes Street to Rose Street.
- Waste management and services to be resolved by a solution that provides underground access to basement level retail units.
- Customer car parking is realised by the introduction of cellular underground parking units, located in the heart of the city centre.
- Exciting and innovative retail offers are required, to enhance the character of Blocks 4 & 5, and ensure clear legibility and permeability to promote comparative shopping experience.

Blocks 6 & 7

Unique Selling Points

- The Gateway to and from the East
- A combination of modern and historic buildings creates the characteristics of Pearls 6 & 7.
- The approved St James Quarter development brief identifies a key opportunity for redevelopment and includes key development principles for this area.
- The approved St James Quarter development brief also outlines opportunities for a retail-led mixed use urban quarter, with diverse retail offer, repairing the street edge to Leith Street, providing new public spaces and improving access and permeability.
- Imbedding access to Waverley Station in the North side of Princes Street provided a direct pedestrian link to the station and an acknowledgement of the fusion between old and new.
- The creation of recognised pedestrian thoroughfares to enrich the strengths of the area and avoid the clash of major pedestrian and vehicular routes.

5.1.1 Better Places



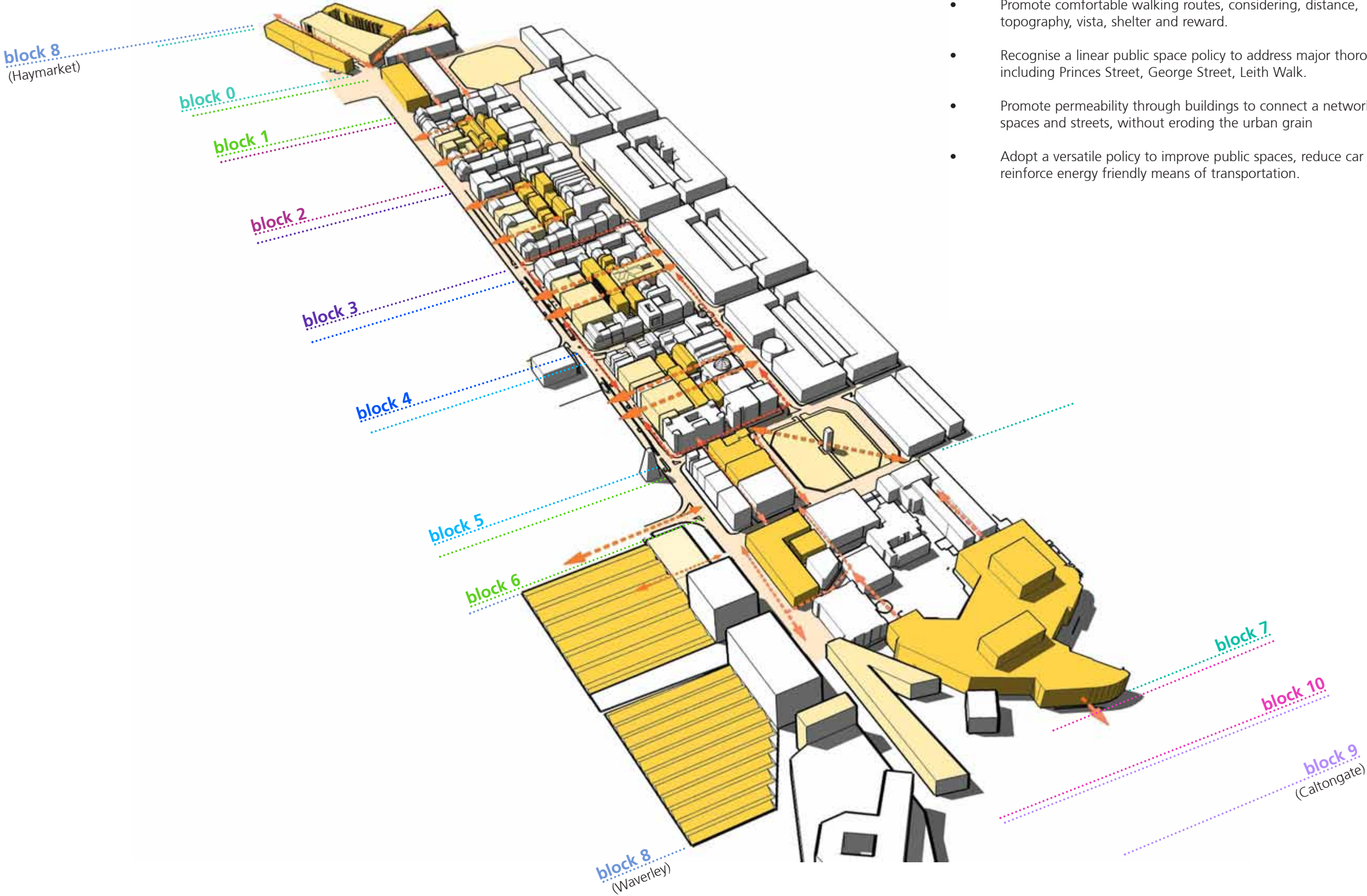
- The characteristics of each pearl and pairs of pearls co-exist to make a place. Each place should actively seek to create urban recreational activities, to invite people to come and stay a while and to engage with other public activities that need spaces, for example, the Ross Bandstand in Princes Street Gardens.
- Place-making – The sequence of places need to signal that you are welcome, safe and you can stay as long as you like.
- The clear urban design of the New Town should be complemented by clear, consistent, legible and concise way finding/street signage.
- Edinburgh is a historic and traditional city typology where public meeting places (Princes Street Gardens), market places (Grassmarket) and traffic continue to co-exist in a balanced proportion.

5.1.2 Better Buildings



- Better buildings create the interplay between urban life and public space
- Better buildings respond and relate meaning to the street and can promote the architectural narrative or treatment of the public spaces. i.e. good buildings will help maintain and look after public spaces
- The general topography between George Street and Princes Street should promote multiple access to multiple levels within the buildings to maximise each building floor plate resource
- Better buildings create a dialogue or conversation between themselves. The tone of the dialogue characterises the street and should create a welcoming atmosphere

5.1.3 Better Spaces

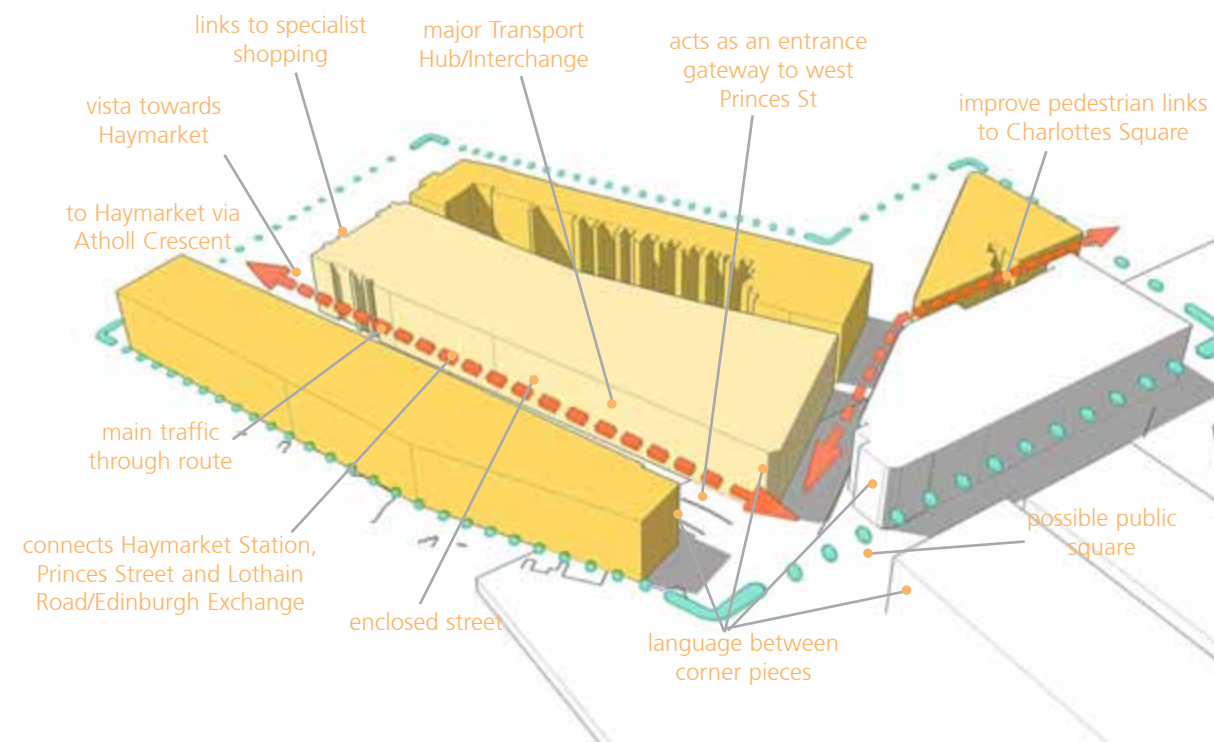


- Promote comfortable walking routes, considering, distance, topography, vista, shelter and reward.
- Recognise a linear public space policy to address major thoroughfares including Princes Street, George Street, Leith Walk.
- Promote permeability through buildings to connect a network of public spaces and streets, without eroding the urban grain
- Adopt a versatile policy to improve public spaces, reduce car traffic and reinforce energy friendly means of transportation.

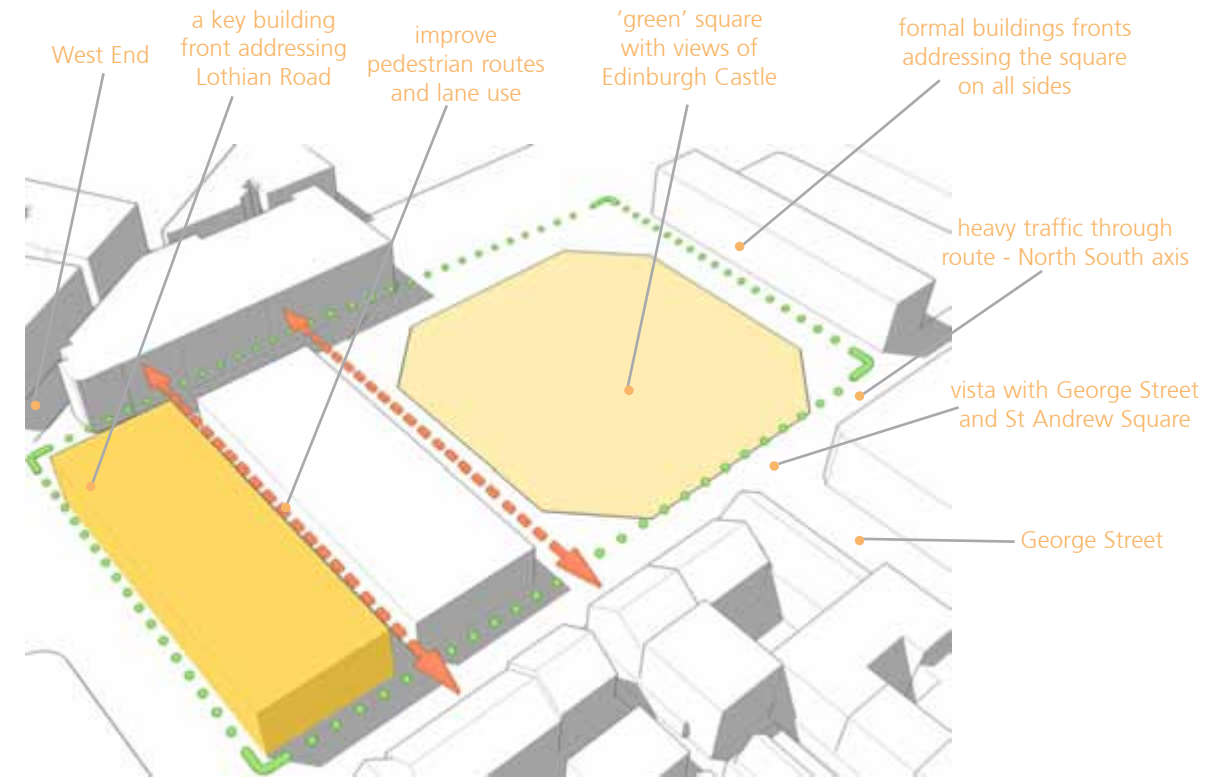
5.1.4 Unique Selling Points



5.1.4 Unique Selling Points



block 0



block 1



view east



street activity - cafes open on to streets



view west



formal buildings fronting the square

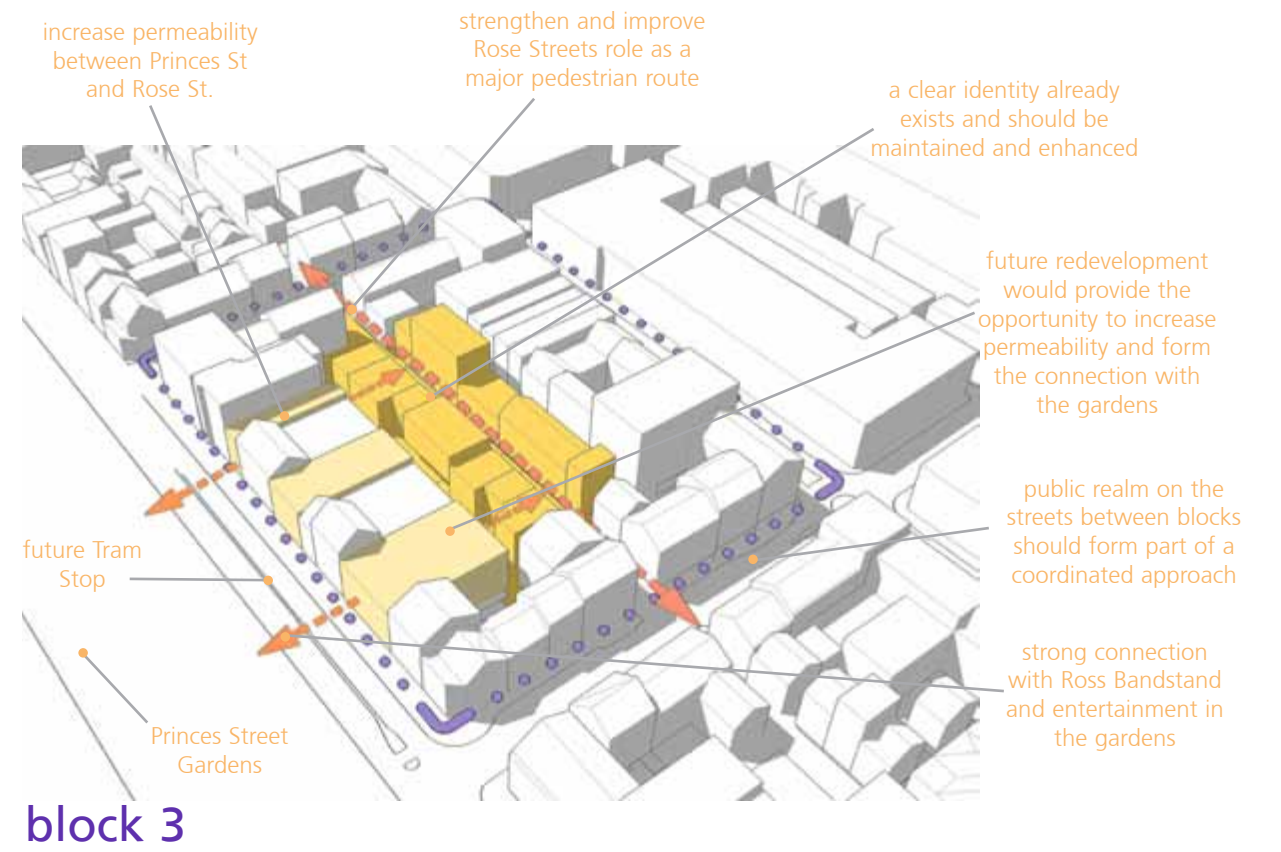
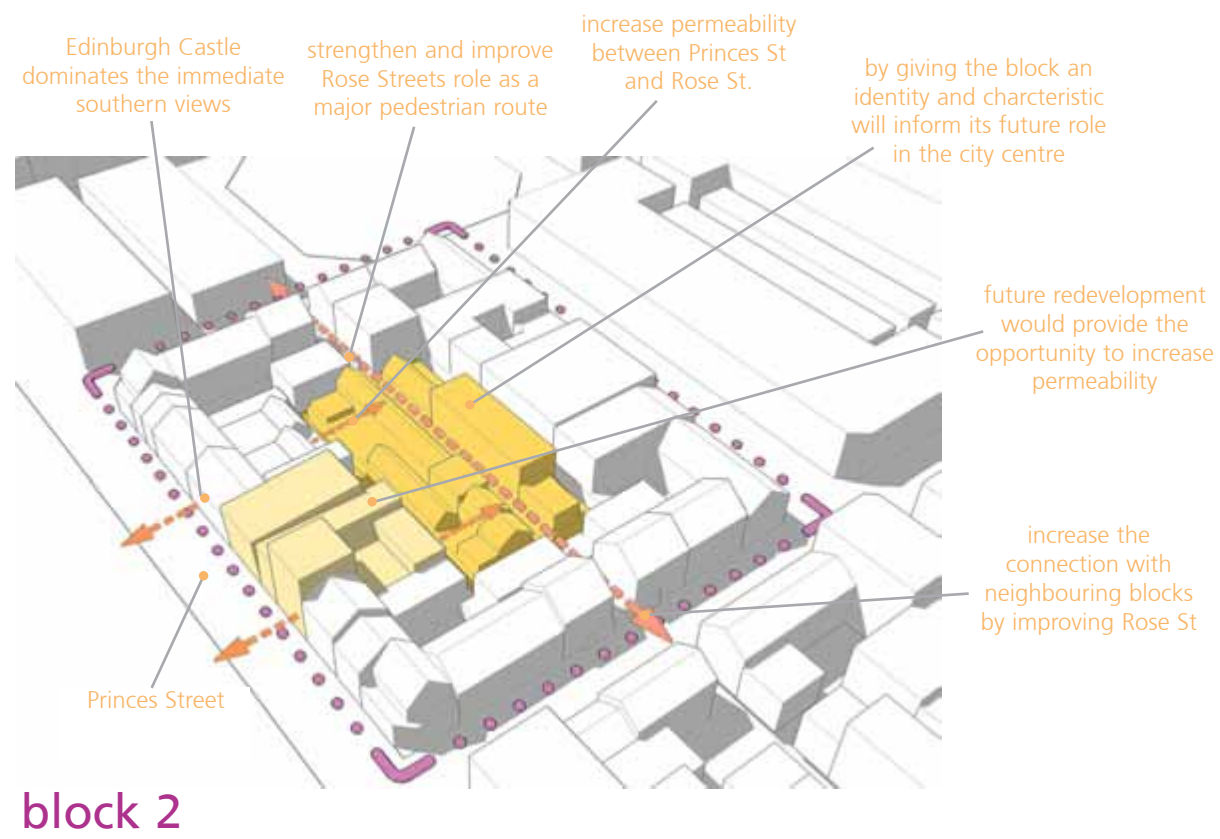


views towards Edinburgh Castle



wide roads

5.1.4 Unique Selling Point



Princes Street elevation



cafes and bars open on to Rose Streets



potential to occupy lanes



Princes Street frontage

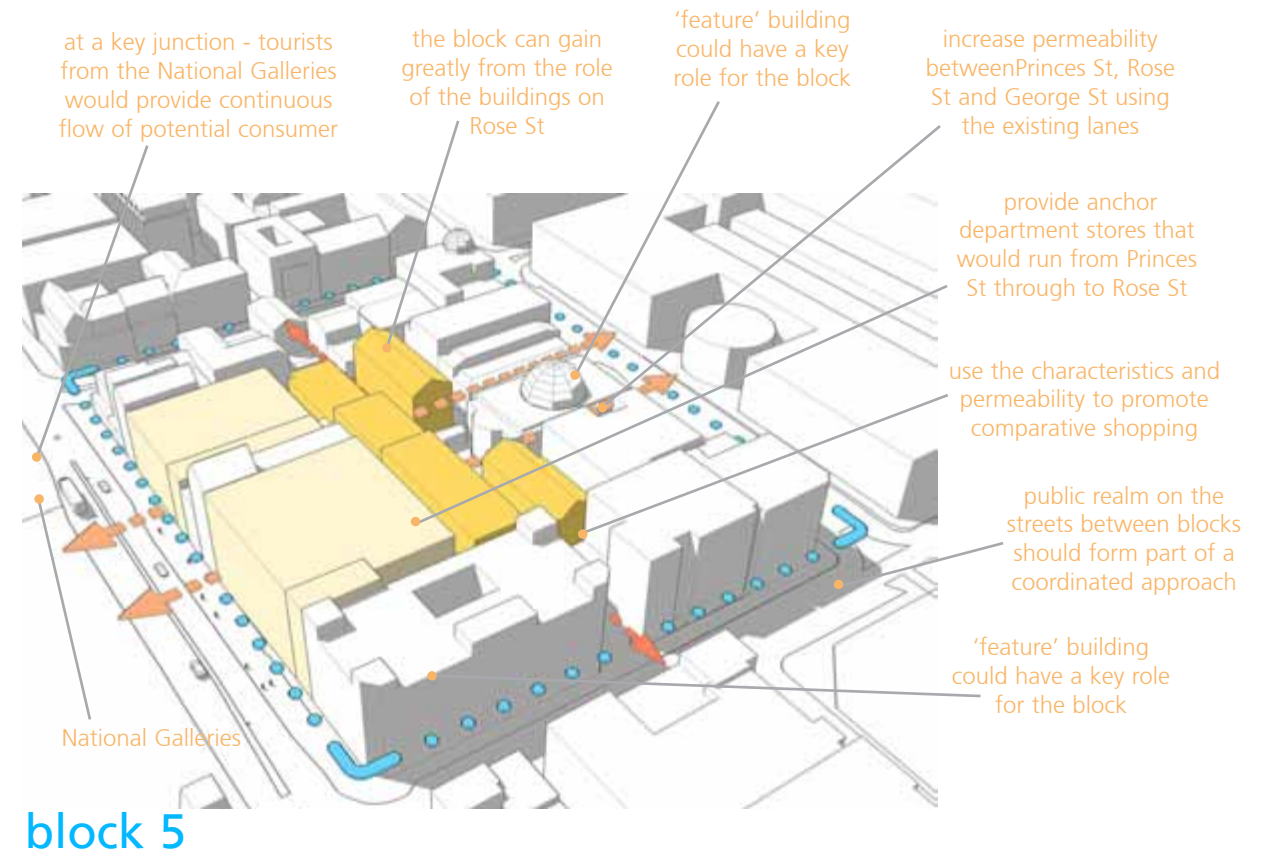
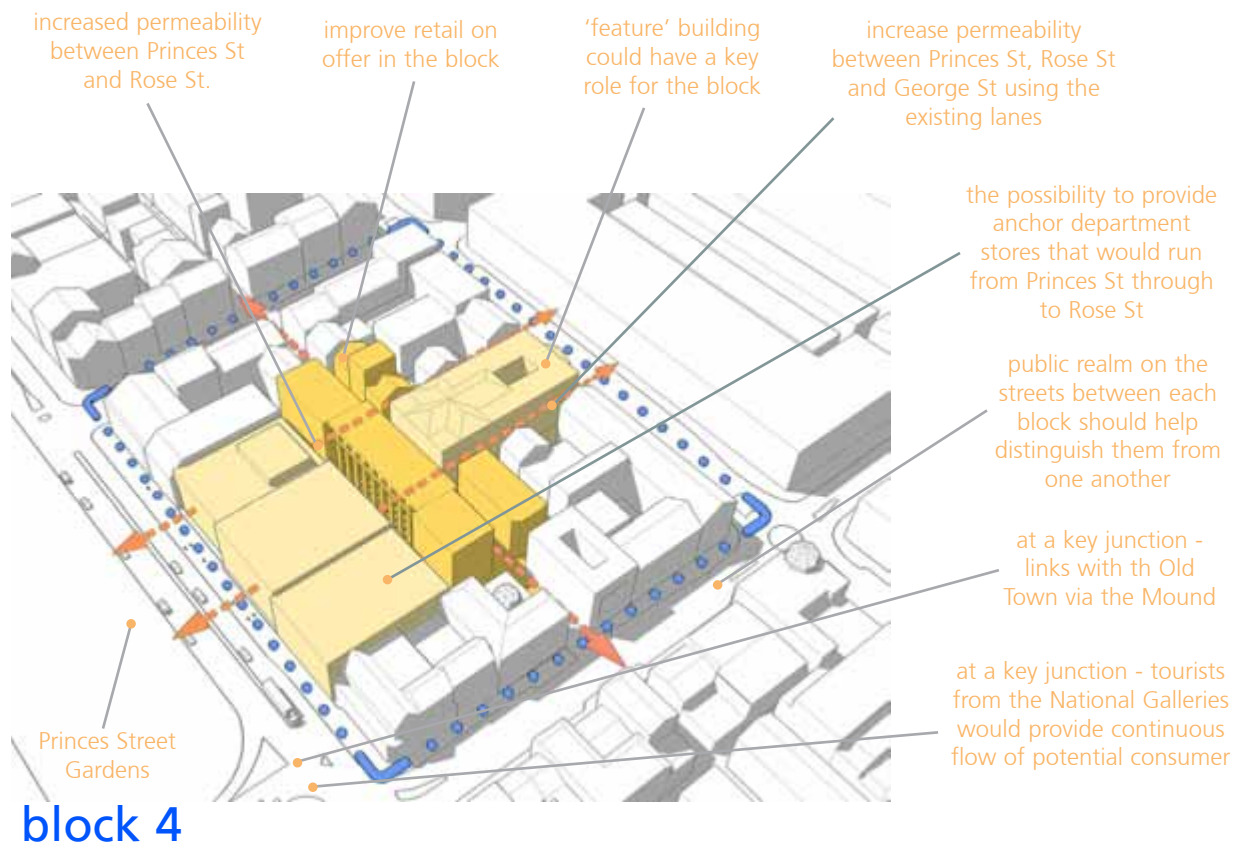


south facing views



existing activity on Rose Street

5.1.4 Unique Selling Point



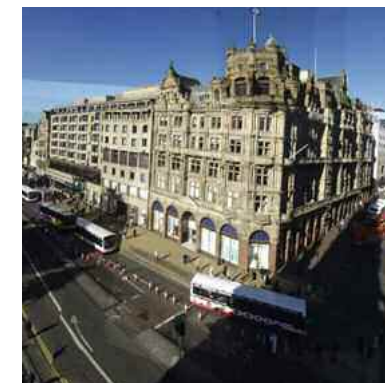
old and new frontages



potential to increase activity on the lanes



signature building



signature corner pieces

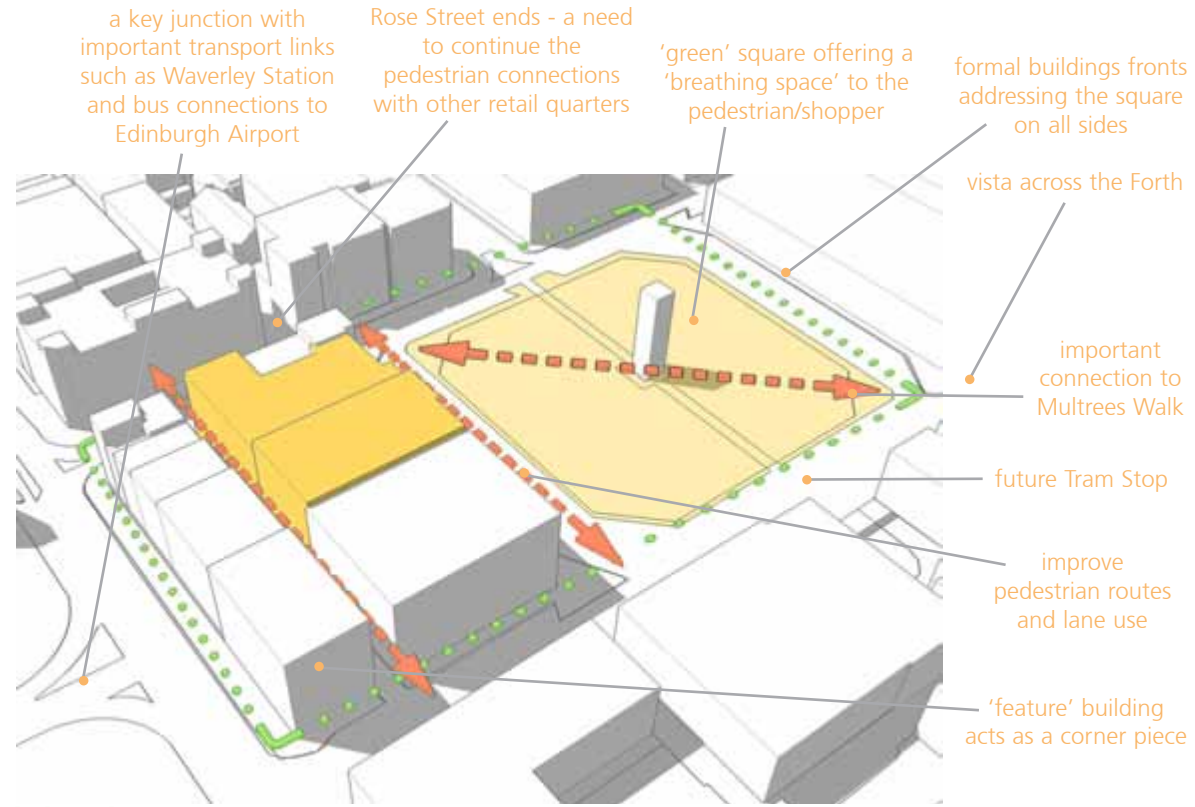


signature buildings

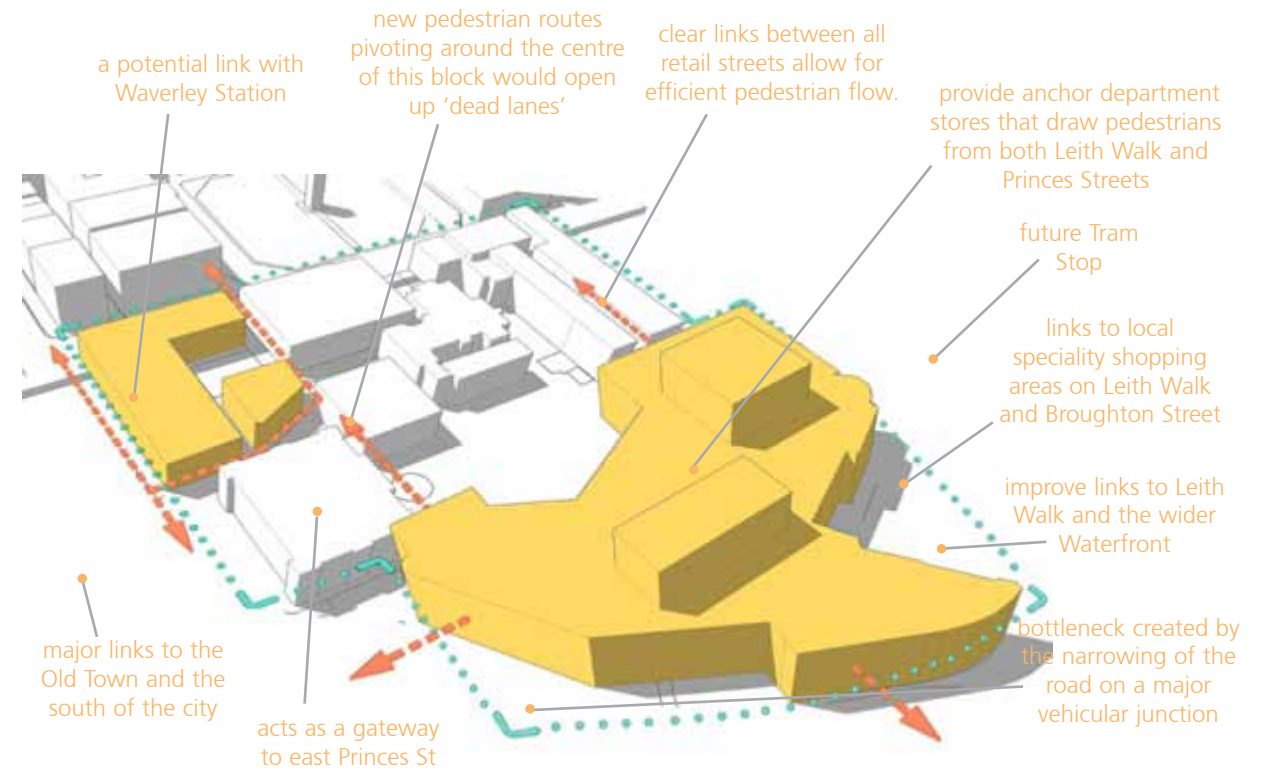


old and new frontages

5.1.4 Unique Selling Point



block 6



block 7



existing retail activity



St Andrew Square



recent intervention

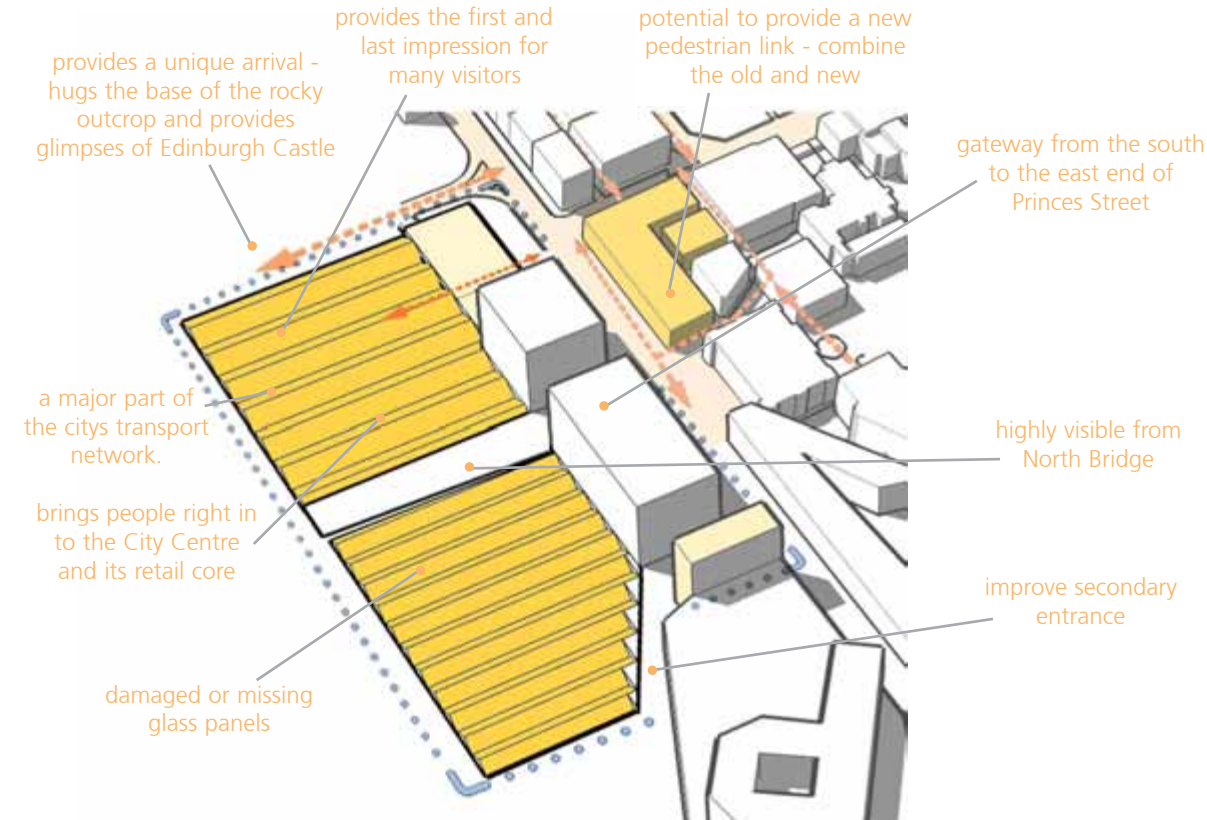


Multrees Walk (St James Centre also visible)

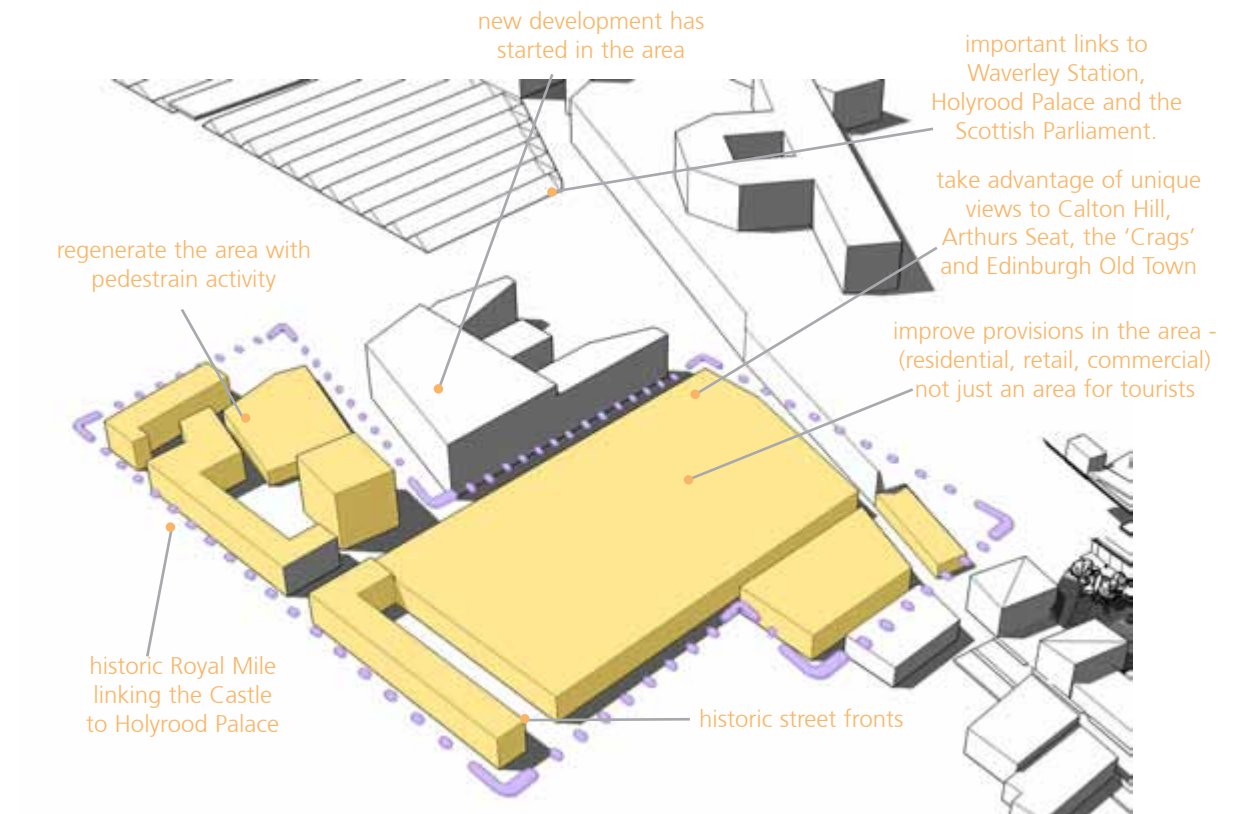


main existing entrance

5.1.4 Unique Selling Point



block 8



block 9



view east over the glass roof of Waverley



view west towards the National Galleries



bridge links between Old and New Towns

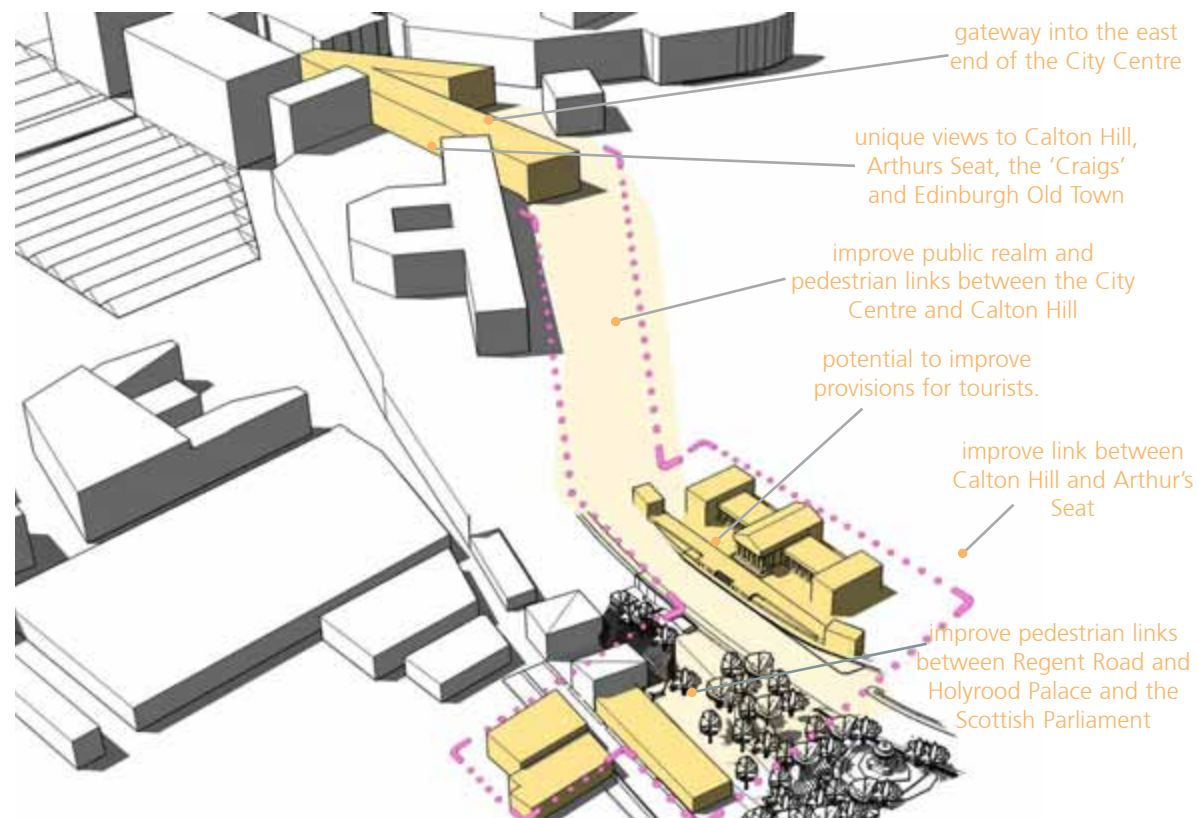


current preparation for redevelopment



view from Calton Hill

5.1.4 Unique Selling Point



block 10



Old Royal High - rail tunnel below



view towards Calton Hill



view from Calton Hill towards Arthurs Seat

5.1.5 Framework Development Principles

The long term aspiration of the Council is to sustain and enhance the city centre as the regional focus for shopping, entertainment, commercial leisure and tourism related activities and encourage the development of the highest quality. The development principles outlined below will be a starting point for developing the detailed proposals within the framework area.

Principle 1: To reconcile the needs of the historic environment with the requirements of contemporary users.

- An understanding of the original masterplan should be at the core of development proposals. The historic urban grain should be recognised in any redevelopment proposals with its legibility reinforced and enhanced where possible.
- There will be a presumption in favour of retaining listed buildings, with a subsequent evaluation of their roles arising from an understanding of their listings and role within the wider development.
- The adaptation and re-use of historic buildings, including upper floors, should be considered as part of any regeneration proposals.
- The Council recognise that there may be circumstances where a case can be made that outweighs the retention of an individual listed building. This could include the benefits of a substantial regeneration scheme, the planning benefits gained, the quality of the replacement buildings and the restoration of other listed buildings.
- The Council will welcome development opportunities afforded by the removal of un-listed buildings which make no positive contribution to the character or appearance of the conservation area.

- Building heights of contemporary development should respond to those of existing structures (see Figure 1). Redevelopment should seek to create a varied and coherent roofscape with the opportunity taken to enhance the existing roofscape.
- The Council will seek innovative solutions to integrate existing and proposed structures within the wider block redevelopment.



Figure 1: Rolling Roofscape Elevation

5.1.5 Framework Development Principles

Principle 2: To optimise the site's potential through a retail-led mixed use development.

- Street level activity across the site should be driven by retail units. Development should ensure a diverse retail experience by providing high quality, commercially attractive units of varying types and sizes, capable of accommodating a wide range of retail uses.
- The change in ground level between Princes Street and Rose Street could be capitalised to encourage permeability across the site. Ground floor of retail units fronting Princes Street may extend beneath Rose Street Lane South. It may be necessary for a minor increase in the level of Rose Street Lane South to achieve this. (See Figure 2). Likewise, the first floor level of retail units fronting Princes Street may exit directly onto Rose Street Lane South, encouraging pedestrian use and enhancing the quality of environment in the lane.
- Development and regeneration proposals must be considered within the context of the wider framework and their inter-relationship with other blocks.
- There may be potential to locate mixed uses, such as hotel or residential units in the upper floors of accommodation. Access to upper floor accommodation may be provided by one or more entrance lobbies providing access from ground level.
- Redevelopment should provide a clean, safe, attractive, and well-maintained area which provides facilities for visitors.

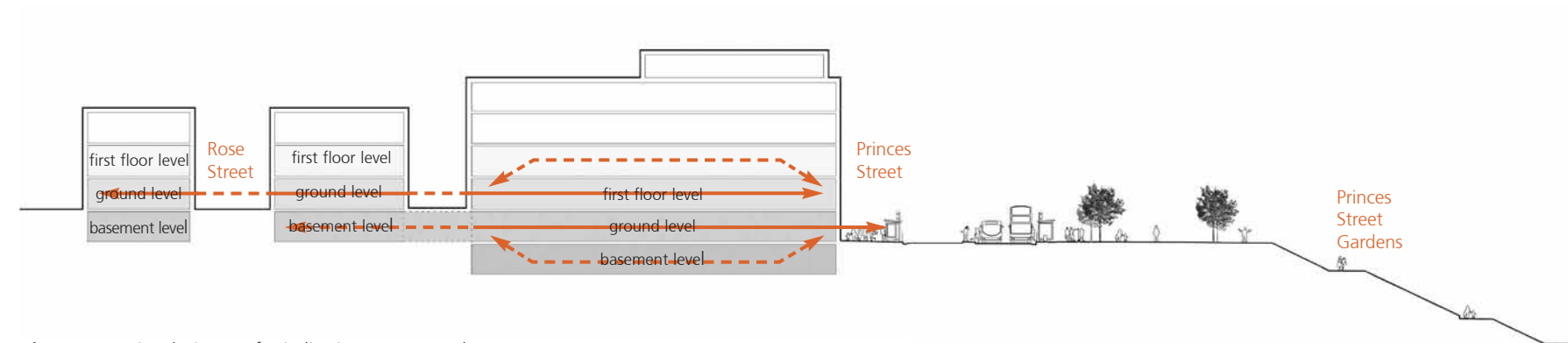


Figure 2: Sectional Diagram for indicative purposes only

5.1.5 Framework Development Principles

Principle 3: To create a high quality built environment and public realm.

- The design of new development should be of the highest quality and be driven by an underlying conceptual approach and an understanding of the qualities of existing structures on the site.
- The design of new buildings on the site should be of a contemporary idiom and utilise materials that are contextual to Edinburgh.
- Supported by a contextual analysis, new development on the site should respond to the established street hierarchy and take account of existing scale, uses, and façade design characteristics.
- Development design will need a high degree of ingenuity and creativity with proposals taking account of proposed and future uses to ensure that site's potential is maximised.
- The design of the public realm should accord with the Edinburgh Standards for Streets and seek to achieve a high quality and durable environment that reflects the nature of adjacent uses.
- Key areas and routes within the development should receive special design consideration and aid permeability through the site.
- The overall development design should seek to meet and exceed the Edinburgh Standards for Sustainable Building. An environmentally responsive design approach should be implicit within the overall development and considered from the outset.



Crowds at The Mound



Eyre Place



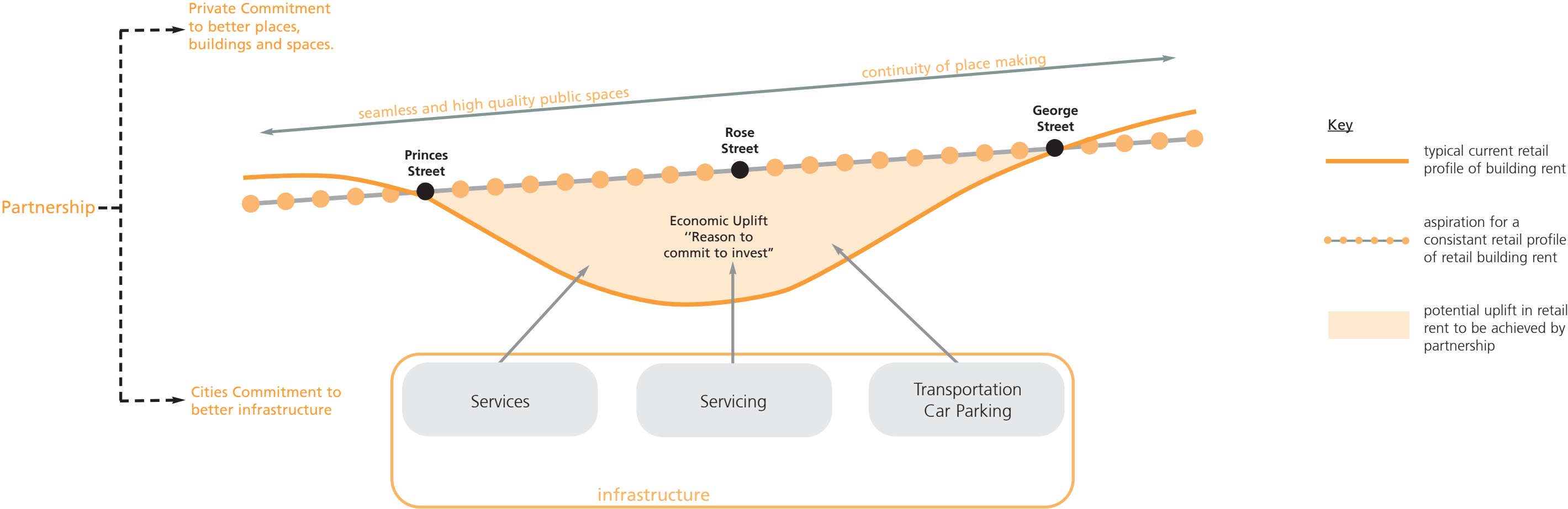
The National Museum of Scotland



Couple at Jenners

5.2.1 Value Model

The diagram, illustrates the current, significantly lower rents (value) achieved on Rose Street and the associated lanes. It also draws a theoretical line between rent (value) on Princes Street and George Street..



5.2.2 Holistic Approach

The requirement for phasing is recognised, while minimising disruption to the city. Redevelopment will occur as a chain reaction, through a sequence of events.

The plan is to accommodate all world retailers, creating a world class offer.

It is vital to underpin the retail offers with complimentary and compatible sectors to create a vibrant mixed use community. World class, mixed use developments must entail world class infrastructure, services, servicing and transportation.

It is recognised that the 'string of pearls' regeneration of the Retail Core must be delivered in its entirety in order to generate sufficient capital to justify the pre-requisite level of investment.

The Council recognises the following:

- Edinburgh is a unique, world-class city
- Edinburgh's Retail Core must compete on a worldwide stage
- Edinburgh's Retail Core needs to expand, the retail offer needs to be improved, and new development is required to house the retail offer
- New buildings need to serve the city and promote public spaces
- New buildings need to serve the city's aspiration to grow
- New infrastructure is required to serve these buildings

As established in this document, the overall aim of the Development Framework for Princes Street and the Retail Core is to address the decline in retail offer and promote inward investment. In delivering this, it is essential to enhance the Princes Street blocks, encourage the use of the upper floors, and maximise Princes Street as an asset in terms of the vibrancy and vitality of the city centre.

Through this Framework Document, the Council will seek to guide and co-ordinate development and investment, creating a retail-led, mixed use area - encompassing shopping, cultural, leisure, entertainment, business and residential uses while continuing to safeguard and enhance its best asset – its built heritage.

The Development Framework will seek to deliver holistic regeneration of the Retail Core, by addressing the issues relating to retailing, the public realm, business and property development, transport and accessibility, environmental improvement and management, marketing and tourism, and delivery and accountability. It is necessary for the Council and public and private sector stakeholders to work in partnership to design and implement innovative solutions to these issues. Considered in conjunction with relevant national and local government policy and guidelines, the Development Framework should be used as a tool to formulate future Development Briefs and Conservation Plans for specific blocks and buildings within the Retail Core. It is expected that the outcome of this will be buildings and spaces of exceptional design quality that complement and enhance Edinburgh's World Heritage Site.

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اس کتابچے کے اردو ترجمے کے متعلق معلومات کے لئے برائے مہربانی انٹرنیشنل اینڈ ٹرانسلیشن سروس (ITS) کو 0131 242 8181 پر ٹیلیفون کریں اور ریفرنس نمبر 07857 کا حوالہ دیں۔

إطار عمل التشييد في شارع برينس ستريت في وسط المدينة التجاري (سيتي سانتر)
أجيز بواسطة لجنة التخطيط 04 October 2007

এই ডকুমেন্টটির বাংলায় অনুবাদ সম্পর্কিত তথ্য জানতে, দয়া করে ট্রান্সলেশন এন্ড ইন্টারপ্রিটেশন সার্ভিস (আইটিএস) এ 0131 242 8181 নম্বরে ফোন করবেন ও রেফারেন্স নম্বর 07857 উল্লেখ করবেন।

Andrew Holmes
Director of City Development

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Waverley Court
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City Centre Princes Street Development Framework

Approved by the Planning Committee 4 October 2007 Executive Summary



市中心 Princes Street 發展架構：執行摘要
2007年10月4日獲規劃委員會核準

সিটি সেন্টার প্রিন্সেস স্ট্রীট উন্নয়ন অবকাঠামোঃ কার্যকরী সারসংক্ষেপ
প্ল্যানিং কমিটি কর্তৃক ০৪ অক্টোবর ২০০৭ এ অনুমোদিত

مرکز شهر پرنس سٹریٹ Princes Street کی تعمیر و ترقی کا ڈھانچہ: ایگزیکٹو کا خلاصہ
104 اکتوبر 2007 پلاننگ کمیٹی کا منظور شدہ

إطار عمل التشييد في شارع برينس ستریت في وسط المدينة التجاري (سیتی سنٹر)
بیان مختصر من المكتب التنفيذي
04 October 2007 أجيز بواسطة لجنة التخطيط

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1 Introduction

1.1 Purpose

The purpose of this framework document is to set out development principles to guide and co-ordinate development and investment in Edinburgh city centre. The framework complements the Edinburgh City Centre Action Plan 2005-2010.

1.2 Development Framework

The City Centre Princes Street Development Framework (CCPSDF) has been prepared by Broadway Malyan on behalf of the Council. Broadway Malyan's team of architects, masterplanners and planners have worked closely with the Council and, initially the Edinburgh City Centre Management Company (ECCMCo), to produce the framework. This document is a summary of the framework.

The CCPSDF focuses on the regeneration of the area between Princes Street and Rose Street Lane North within the context of the wider city centre. A successful city centre, and in particular a successful Princes

Street, is essential if Edinburgh is to maintain its position as the principal focus of activities which are integral to its role and function as a capital city, a regional service centre and major tourist destination.

The development framework has been subject to extensive public consultation and will inform the preparation of development briefs for individual urban blocks along Princes Street and will be a material consideration in the determination of planning applications that come forward for the city centre.

1.3 Site description and context

The development framework has to be considered within the context of the 'string of pearls' concept which is a chain of interconnected development opportunities stretching from Calton Hill to Haymarket. (see Figure 1 below). Each 'pearl' is different, and is an entity on its own right. However, taken collectively they represent a series of development opportunities which are of a greater value than their individual parts.

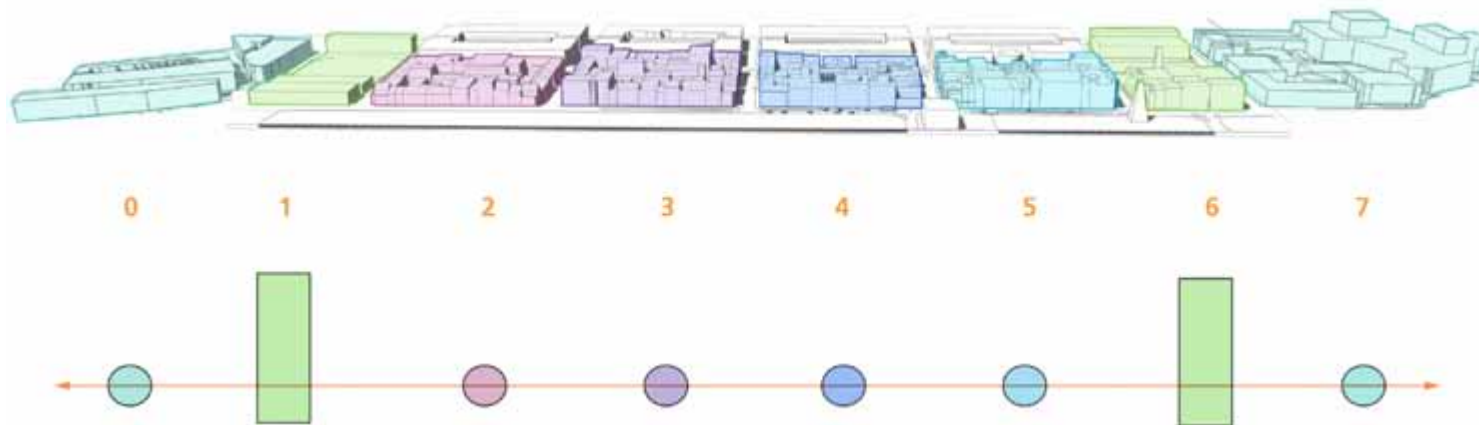


Figure 1: String of Pearls Concept

1 Introduction

This summary document refers to the area outlined in green shown in Figure 2 below. This includes Princes Street, Rose Street, George Street, the connecting streets of Castle Street, Frederick Street, Hanover Street and smaller lanes within the boundary. The boundary extends from Leith Street to the east and Hope Street to the west. Notwithstanding this, the framework has to be seen within the context of the overall city centre and the 'string of pearls' concept.

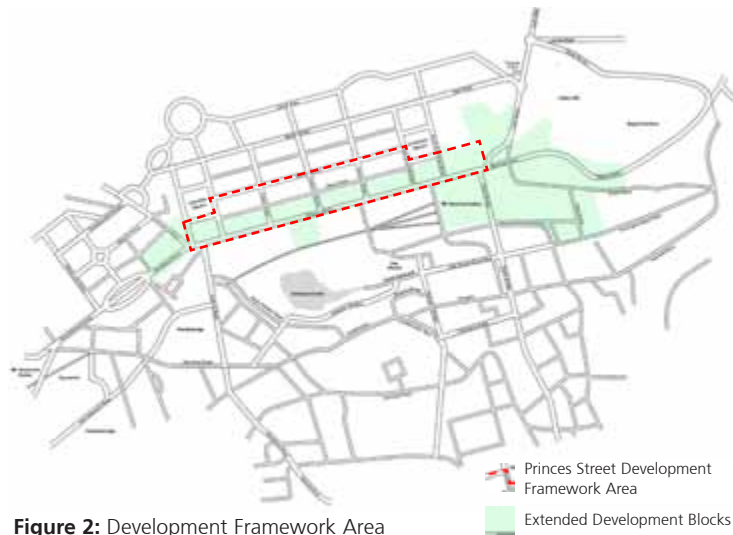


Figure 2: Development Framework Area

1.4 Historical Context

Princes Street was originally a residential street lined with small scale, Georgian buildings. From around 1800 onwards the street changed its character to become a commercial street, adapted for retail use – basement areas were paved over and shop fronts pulled forward. Since then, new buildings have been built on the street and significant alterations have taken place. By the 1930s, little thought had been given to the means of imposing an urban design discipline on the rapidly changing face of the area, particularly Princes Street. As a result, the street began to lack cohesion and unity. It was criticised by The Abercrombie Plan of 1949, which prescribed an overall framework for height and massing to restore cohesion to the street. There was freedom within the Plan to alter shop fronts providing a standard frame unified all shops.

The 1967 Princes Street Panel Report recommended that the street should be comprehensively redeveloped. It was suggested that a unified design would be achieved by controlling height, materials, floor levels, frontage widths and modelling of elevations. A standard section incorporating a continuous elevated walkway with shop fronts at first floor level was devised. The Panel formula was abandoned in the 1970s, with only isolated sites rebuilt. Conservation of buildings on Princes Street became an issue in the 1970s, with many of the buildings obtaining statutory listing. By then Princes Street contained an extremely diverse architectural mix of Georgian houses, Victorian and Edwardian buildings, such as Jenners Department Store, The Balmoral Hotel and inter-war and post-war buildings.

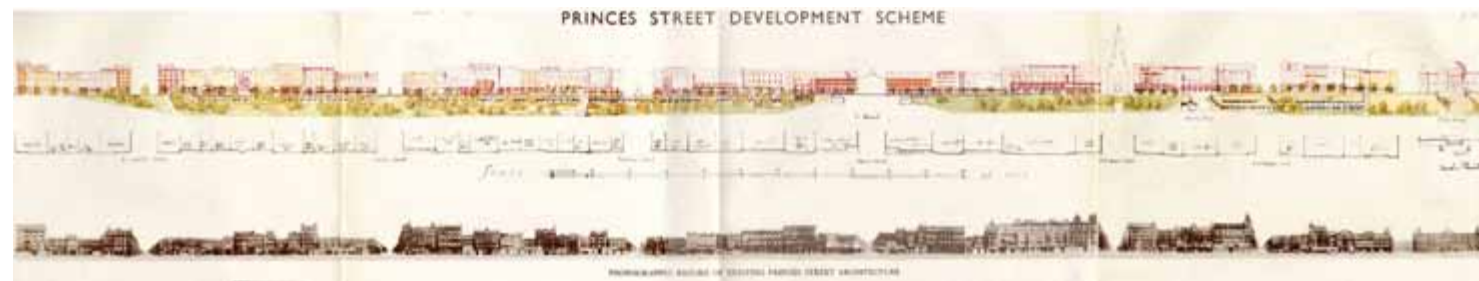


Figure 3: Photographic records of Princes Street and previous proposals (A Civic Survey & Plan For Edinburgh, Oliver and Boyd)



1804



1819



1850



1893

Figure 4: Historical Maps of Block 3

2 Planning

2.1 Planning Policy Context

The Council's planning policies for the city centre are contained in the Edinburgh & the Lothians Structure Plan (2015) (ELSP) and the Central Edinburgh Local Plan (1997) (CELP), which together comprise the development plan for the area. In addition to the development plan there are a number of documents that will be material to the consideration of proposals that come forward for the city's retail core. Principal among these is the finalised Edinburgh City Local Plan (March 2007), which, when adopted, will replace the CELP. Other material considerations include:

- Inspiring Action: The Edinburgh City Centre Action Plan 2005-10
- Local Transport Strategy 2007-2012, including the Council's Parking Strategy
- The Old and New Towns of Edinburgh World Heritage Site Management Plan
- New Town Conservation Area Character Appraisal
- Edinburgh Area Retail Needs Study (EARNS) 2005
- Edinburgh Tourism. A Framework for Growth 2007-2015
- Edinburgh Standards for Streets
- Tram Design Manual
- Edinburgh Standards for Sustainable Building
- Edinburgh Skyline Study
- Other approved masterplans and briefs such as the Caltongate Masterplan (October 2006) and the St James Quarter development brief (April 2007).

The Council's planning policies for the city centre seek to create a

diverse, thriving and welcoming city centre. To this end, it seeks to maintain and strengthen the city centre as the principal focus of activities which are integral to Edinburgh's role and function as a capital city, a regional service centre and major tourist destination. An intensively developed, vibrant city centre character should be maintained and a wide range of uses encouraged – shopping, cultural, leisure, entertainment, business, higher education and civic uses. An emphasis is placed on mixed uses within individual sites and locations to foster city centre vitality. Special attention is paid to streets and public spaces and how these may be improved and made more pedestrian friendly. This is coupled with a balanced approach to transport that reduces unnecessary car use, congestion and pollution. The Council also supports and encourages new retail development that will enhance the city centre's regional shopping centre status.

Princes Street and the surrounding area lie within the New Town Conservation Area, for which a character appraisal has been prepared. It also lies within a UNESCO inscribed World Heritage Site. While the designation of the Site does not carry any additional planning powers or controls, the impact of proposed development on the Site will be a material consideration in the determination of planning applications.



Figure 5: Aerial View of the First New Town

3 Land Uses

3.1 Shopping

Set with the city centre retail core, Princes Street is the main shopping street in Edinburgh and the Lothians. However, city centre retail has been in decline in the last two to three years. It has moved from 16th place in the UK retail rankings in 2003 to 25th in 2007. Edinburgh is expected to slip even further down the rankings and is predicted to be overtaken by a further 17 UK cities by 2008. The Edinburgh Area Retail Needs Study (EARNs) 2005 indicated that the city centre needed an additional 52,000 m² of additional (net) floorspace, as well as an improved quality offer and size of space, to attract and retain quality retailers. The study predicts that there will be an un-served retail spend in the study area of £544m by 2015. Despite Princes Street being one of the finest streets in Europe due to the outstanding views to Edinburgh Castle, the overall quality of the retail offer does not currently match that of a typical capital city. Nor does it meet the demands or exceed the expectations of a growing population of shoppers.

According to research for the Edinburgh and Lothians Structure Plan 2015 (approved 2004) there are fewer shoppers than before attracted to Edinburgh's city centre from outside the Lothians, with a net outflow of spend to areas outside the Lothians, possibly Glasgow. Princes Street has now fallen from its status as the most expensive place to rent shop space in Britain, outside London. However, it still remains a popular destination for visitors.

This document sets out a framework to address the decline in retail offer and promote inward investment. In conjunction with continuous retail uses at ground level on Princes Street, the framework encourages proposals which will enhance the development blocks by locating a range of uses in the currently empty upper levels. These are discussed below.

3.2 Commercial Leisure & Hotel Uses

Although the creation of new retail floorspace is a key objective for the Council, the success of the city centre is based on a rich mix of activities. The Council seeks to promote the growth of Edinburgh as a cultural, artistic, leisure and entertainment centre of international significance and to guide these activities to locations compatible with residential amenity. These are the uses that one expects to find in the city centre

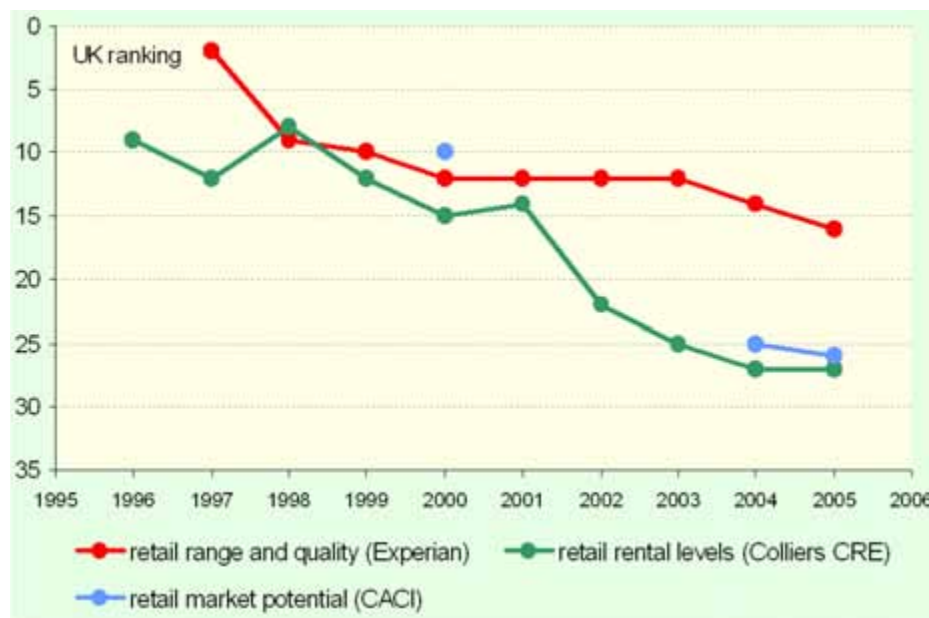


Figure 5: Edinburgh's UK ranking as a shopping centre
Source: Edinburgh and Lothian Structure Plan 2015. First Biennial Monitoring Report



Harvey Nichols



Rose Street



40 Princes Street

3 Land Uses

and are an aspect of its leisure and tourist roles. Leisure and tourism is thus integral to the restoration of individual buildings, to the revitalisation of wider areas and generally to the restoration of city centre life and its image as a festival city.

3.3 Office Use

The development plan supports the refurbishment and modernisation of office buildings. It encourages new office development provided such development would not inhibit the retention or introduction of other city centre activities important to its character and vitality.

3.4 Residential

Residential uses, as part of a broad mix of uses, are acceptable in principle within the city centre retail core, provided proposals are compatible with other policies of the ECLP.

3.5 Car Parking

There are currently over 5000 off-street public car parking spaces within the city centre. These facilities provide a significant amount of public car parking to meet the needs of the area, though it is recognised that there is a shortfall in supply in the west /north-west of the city centre. While public transport provision to the city centre is excellent, and the Council wishes to encourage the use of this and other sustainable modes, it is understood that car parking has a role to play in sustaining the economic health of the city centre.

It will be necessary to find the right balance between encouraging more sustainable forms of transport whilst providing an appropriate level of parking for shoppers, visitors and residents to ensure that the desired regeneration of the city centre is deliverable.

The Council would expect proposals to take into account the existing provision, the extent to which it is used and to incorporate improvements to the quality of this provision. Consideration would be given to the provision of additional short to medium stay parking at a level which can be clearly justified. Options to maximise the role of Park and Ride should be explored. Proposals that enable reduction of on street parking

provision and the delivery of improvements for pedestrians, cyclists and public transport should be encouraged.

The Council's Parking Strategy seeks to maintain and improve the economic vitality of the city centre whilst ensuring parking provision does not encourage commuter car travel to central Edinburgh. Proposals should comply with the Strategy. Policy Park 4 of the Local Transport Strategy 2007-2012 states that 'The Council will seek to increase the supply of short to medium stay public off street parking close to the western/north western end of the city centre retail core'.



Figure 6: Existing transport Infrastructure and Proposed Tram Route

4 Considerations

4.1 Architectural Interest

The study area contains a significant number of statutorily listed buildings and is within the New Town Conservation Area. Regeneration within the framework area will offer the opportunity to improve the condition of existing listed buildings on Princes Street and neighbouring streets. Redevelopment proposals should use this as an opportunity to sensitively integrate these historic buildings and reinforce their special character.

Applications for the demolition or substantial alteration of a listed building must be accompanied by a thorough structural condition report demonstrating that the proposals are necessary or justified and, in the case of demolition proposals, that every possibility of retaining the building in an alternative viable use must be explored.

The preservation and enhancement of the setting of listed buildings in the area is an important consideration for the Council and has informed the preparation of the development principles set out in this framework.

4.2 World Heritage Site

The regeneration of Princes Street as part of the city centre represents an opportunity to address the adverse impact which some of the buildings within the framework area have on the townscape of the area. It is important that all new development should contribute positively to its surroundings and respect the context within which it is to be sited. In this regard an understanding of the Outstanding Universal Values, as set out in the Old and New Towns of Edinburgh Management Plan, is considered essential in development proposals within the city centre.

4.3 Gardens and Designed Landscape

The framework area sits within the boundary of the New Town Gardens which is on the Inventory of Gardens and Designed Landscapes. Whilst development on Princes Street may have no direct impact on the designed landscape, the gardens form part of the special setting for Princes Street and the New Town and any proposals should be sensitive to this context.



signature corner pieces



signature buildings



princes street gardens

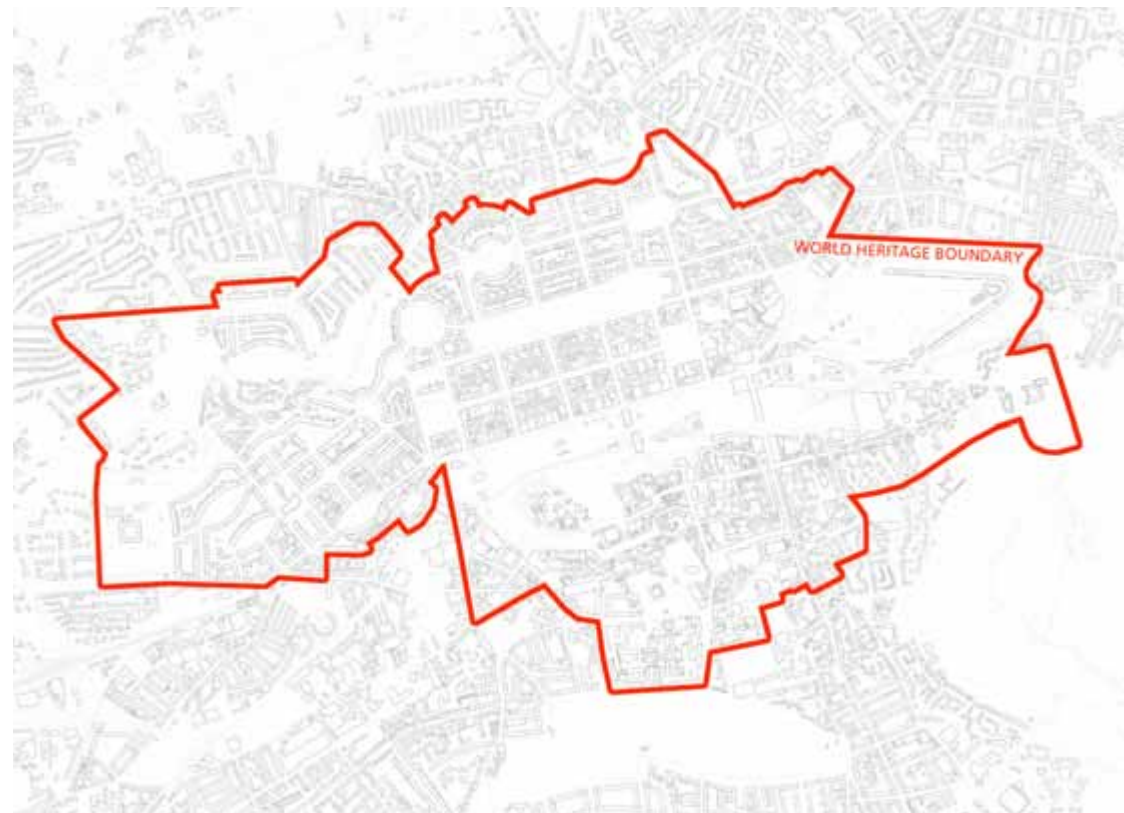


Figure 7: World Heritage Site Boundary

4 Considerations

4.4 Transport and Connectivity

Transport is a key issue for the regeneration of the city centre. The city centre is well served by an extensive network of bus services, by Waverley Railway Station and by Edinburgh Bus Station. In the future it will benefit from trams as part of an integrated transport network. The area also includes key traffic routes and junctions and extensive parking provision. Princes Street is the dominant public transport route through the city centre. As such, in the foreseeable future, there is no realistic alternative that would allow any substantial reduction in the number of buses operating along Princes Street.

Transport to and within the development framework area will need to be considered carefully within the context of a Transport Strategy for the city centre and of course the wider Local Transport Strategy. The needs of retailers and other business interests, residents, motorists, public transport users, pedestrians and cyclists will need to be integrated and balanced. Key issues to be considered include access for public transport, car parking provision and servicing for retail. Proposals should provide linkages of the highest quality to and from tram stops, bus stops and other public transport nodes including Waverley Station and the Bus Station.

4.5 Planning Agreements

Regeneration on the scale envisaged within the city centre and on Princes Street will have a significant impact on the provision of infrastructure and services in the city. Redevelopment on Princes Street will require developers to enter into legal agreements to secure the appropriate contribution towards meeting identified requirements. In this regard reference should be made to the following council guidelines:

- Tram Project: Developer Contributions
- Movement and Development
- Affordable Housing
- Developer Contributions in Schools

The Council will also seek to secure significant improvements to the public realm within the city centre. One area for securing this and other improvements is through developer contributions.



Buses on Princes Street



Bustling footways



Pedestrian crossings



Future tram project

5 Summary Urban Analysis |

5.1 Current Situation

This Executive Summary is informed by a site analysis of the current economic and physical context of the city centre and specifically Princes Street. The more detailed analysis contained within the framework supplements this Executive Summary and includes the following:

- an outline of the Edinburgh city centre and Princes Street shopping context
- an outline of visitor and tourism demands
- an overview of the transport network
- a streetscape analysis
- a building occupancy and analysis
- a review of servicing and waste management

5.2 Strengths, Weaknesses, Opportunities and Constraints

A summary of the strengths, weaknesses, opportunities and constraints arising from these analyses are as follows:

Key strengths

- Edinburgh's international profile
- Strong cultural, academic and commercial sectors
- Strong urban context and setting
- Preferred location for visitors
- Served well by all modes of transport
- Historic buildings and heritage



National Galleries of Scotland



Multrees Walk

5 Summary Site Analysis

Key Weaknesses

- Pedestrian environment weak in some areas
- Lack of quality modern retailing
- Erosion of historic plan form
- Unsympathetic infill development
- Vacancy on upper floors
- Poor servicing arrangements



Poor servicing in Rose Street Lane



Key Constraints

- Developing within a sensitive context
- Perception of limited car parking
- Land assembly and servicing of blocks
- Permeability between the blocks

Key opportunities

- Enhance the skyline and key views of the New Town
- Improve the public realm and the pedestrian environment
- Increasing the availability of modern retail floorspace
- Enhance the historic plan form including the use of service lanes
- Improve servicing arrangements
- Implement sustainability standards
- Improve car parking provision
- Re-use and adaptation of historic buildings



Hogmany Fireworks



Edinburgh Farmer's Market



Shopping at Harvey Nichols

6 Framework Development Principles

6.1 Unique Selling Points

The concept of the 'string of pearls' describes the unique experience of Princes Street. Each pearl offers its own distinct character and beauty and opportunity for regeneration. Each pearl holds its own Unique Selling Points, which is paramount in creating a sustainable retail core.

6.2 Development Principles

The long term aspiration of the Council is to sustain and enhance the city centre as the regional focus for shopping, entertainment, commercial leisure and tourism related activities and encourage the development of the highest quality. The development principles outlined below will be a starting point for developing the detailed proposals within the framework area.

Principle 1: To reconcile the needs of the historic environment with the requirements of contemporary users.

- An understanding of the original masterplan should be at the core of development proposals. The historic urban grain should be recognised in any redevelopment proposals with its legibility reinforced and enhanced where possible.
- There will be a presumption in favour of retaining listed buildings, with a subsequent evaluation of their roles arising from an understanding of their listings and role within the wider development.
- The adaptation and re-use of historic buildings, including upper floors, should be considered as part of any regeneration proposals.
- The Council recognise that there may be circumstances where a case can be made that outweighs the retention of an individual listed building. This could include the benefits of a substantial regeneration scheme, the planning benefits gained, the quality of the replacement buildings and the restoration of other listed buildings.
- The Council will welcome development opportunities afforded by the removal of un-listed buildings which make no positive contribution to the character or appearance of the conservation area.

- Building heights of contemporary development should respond to those of existing structures (see Figure 8). Redevelopment should seek to create a varied and coherent roofscape with the opportunity taken to enhance the existing roofscape.
- The Council will seek innovative solutions to integrate existing and proposed structures within the wider block redevelopment.



Figure 8: Rolling Roofscape Elevation

6 Framework Development Principles

Principle 2: To optimise the site's potential through a retail-led mixed use development.

- Street level activity across the site should be driven by retail units. Development should ensure a diverse retail experience by providing high quality, commercially attractive units of varying types and sizes, capable of accommodating a wide range of retail uses.
- The change in ground level between Princes Street and Rose Street could be capitalised to encourage permeability across the site. Ground floor of retail units fronting Princes Street may extend beneath Rose Street Lane South. It may be necessary for a minor increase in the level of Rose Street Lane South to achieve this. (See Figure 9). Likewise, the first floor level of retail units fronting Princes Street may exit directly onto Rose Street Lane South, encouraging pedestrian use and enhancing the quality of environment in the lane.
- Development and regeneration proposals must be considered within the context of the wider framework and their inter-relationship with other blocks.
- There may be potential to locate mixed uses, such as hotel or residential units in the upper floors of accommodation. Access to upper floor accommodation may be provided by one or more entrance lobbies providing access from ground level.
- Redevelopment should provide a clean, safe, attractive, and well-maintained area which provides facilities for visitors.

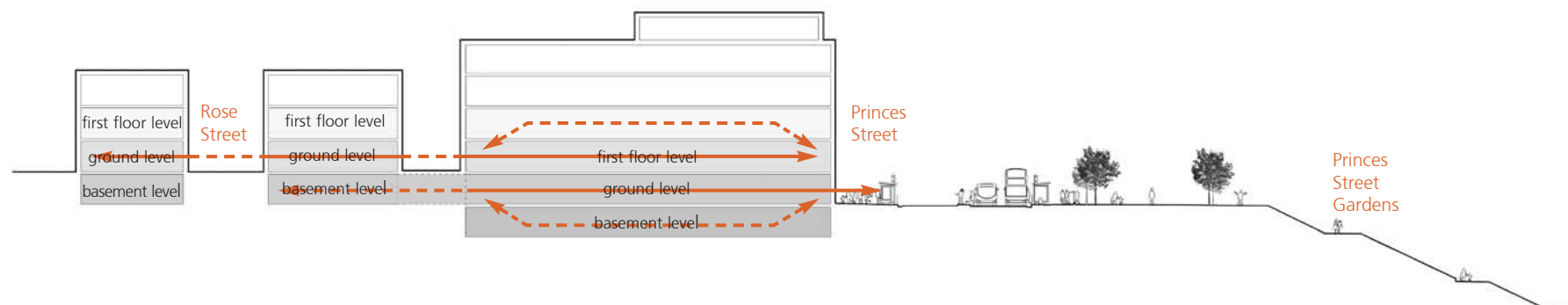


Figure 9: Sectional Diagram for indicative purposes only

6 Framework Development Principles

Principle 3: To create a high quality built environment and public realm.

- The design of new development should be of the highest quality and be driven by an underlying conceptual approach and an understanding of the qualities of existing structures on the site.
- The design of new buildings on the site should be of a contemporary idiom and utilise materials that are contextual to Edinburgh.
- Supported by a contextual analysis, new development on the site should respond to the established street hierarchy and take account of existing scale, uses, and façade design characteristics.
- Development design will need a high degree of ingenuity and creativity with proposals taking account of proposed and future uses to ensure that site's potential is maximised.
- The design of the public realm should accord with the Edinburgh Standards for Streets and seek to achieve a high quality and durable environment that reflects the nature of adjacent uses.
- Key areas and routes within the development should receive special design consideration and aid permeability through the site.
- The overall development design should seek to meet and exceed the Edinburgh Standards for Sustainable Building. An environmentally responsive design approach should be implicit within the overall development and considered from the outset.



Crowds at The Mound



Eyre Place



The National Museum of Scotland



Couple at Jenners

7 Implementation/Delivery |

7.1 Delivery Process

On 29 June 2006, the City of Edinburgh Council agreed to establish a 'City Centre Development Partnership' Board to lead the development agenda in the city centre. The purpose of this complex development partnership will be to focus solely on delivery of the redevelopment of the city centre.

The City Centre Development Partnership (CCDP) is essentially a strategic body, which will make recommendations and offer guidance to progress the city centre development. There is also a requirement for a separate dedicated 'delivery vehicle' to deliver the objectives on behalf of the Development Partnership. This will include the delivery of the framework, delivery of specific projects, co-ordination of investment in redevelopment of masterplan areas, and managing liaison between the public and private sector.

The CCDP consists of the City of Edinburgh Council, Edinburgh World Heritage, Scottish Enterprise Edinburgh and Lothians (SEEL), and various private landowners and investors.

Following the establishment of the delivery vehicle for The City Centre Development Partnership, the remit of Edinburgh City Centre Management Company (ECCMCo) now focuses on the development of Business Improvement Districts (BIDS). This encompasses maintenance, cleanliness, security and marketing. ECCMCo also promote city centre activities and the management and development of a more strategic approach to street events and activities. The CCDP and associated delivery vehicle will focus on promoting and delivering redevelopment projects.

7.2 Implementation

The Development Framework will inform proposals for redevelopment within the framework area. Forthcoming proposals in the form of masterplans, individual development briefs or planning proposals should be in accordance with the development principles contained within this brief and continue the ongoing consultation with the local community, key stakeholders and the Council.

You can get this document on tape, in Braille, **large print** and various computer formats if you ask us. Please contact ITS on 0131 242 8181 and quote reference number 07857. ITS can also give information on community language translations. You can get more copies of this document by calling 0131 469 3720.

欲查詢本文件的中文翻譯，請致電愛丁堡市議會傳譯及翻譯服務部(ITS)，電話 0131 242 8181 並說明檔案編號 07858。

مرکز شہر پرنس سٹریٹ Princes Street کی تعمیر و ترقی کا ڈھانچہ: ایگزیکٹو کا خلاصہ
104 اکتوبر 2007 پلاننگ کمیٹی کا منظور شدہ

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