

# 111 PRINCES STREET // PUBLIC CONSULTATION PRESENTATION

September 2020

**Princes Street is undergoing change & we want to contribute towards a sustainable environment, protecting the areas unique heritage & supporting a flourishing and diverse community. With your feedback, we will be better equipped to help Princes street be as vibrant and relevant for the long term.**

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## Introduction //

Thank you for accessing the public consultation presentation for 111 Princes Street. We are pleased to share with you the proposals for this new destination on Princes Street and welcome your feedback on what is most important to you. This public consultation is part of the required pre-application consultation (PAC) on the design proposals under development for a forthcoming planning application for 109 to 112 Princes Street, Edinburgh.

Under normal circumstances we had hoped to host a physical public consultation. However, as this is not possible due to ongoing developments surrounding the COVID-19 virus, we have launched this online consultation. We value the feedback of the communities and neighbourhoods we invest in and encourage you to give your views.

As well as providing your comments, we would also invite you to join our live question and answer (Q&A) session, which will take place on Thursday 17 September between 4.00pm and 7.00pm. Members of the project team will be available at this Q&A event to respond to your comments. This site will remain online following the Q&A event until Thursday 8 October 2020.



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## The Vision //

Legal & General will invest over £50 million into the redevelopment of 109-112 Princes Street, Edinburgh, creating a new hotel and city centre 'hub' which includes shopping, dining, hospitality, leisure and event space.

Our vision is to transform 109-112 Princes Street, a building of significant architectural heritage and history in Edinburgh, into a vibrant destination, creating new jobs in the city and a new destination spot for both residents and tourists. With unparalleled views directly onto Princes Street Gardens and Edinburgh Castle, our plans will create a major new destination, delivering the footfall Princes Street needs to continue to thrive.

With these proposals Legal & General seeks to restore and protect the heritage of the building for the long term. The plans will also contribute towards the council's long held ambitions to create a café culture on Edinburgh's most famous street.

The building currently operates as a Debenhams store. Legal & General have been working with Debenhams to support their current occupation of the building and will continue to work with them to help realise any future plans for trading in Edinburgh.

Legal & General has a strong track record in similar transformational urban regeneration projects and has invested billions of pounds into similar schemes across the UK. The company is committed to reshaping the urban landscape by recycling hard-earned UK pensions and savings into schemes which have a positive social, environmental and economic impact. Find out more about Legal & General here: (<https://www.legalandgeneralgroup.com/about-us/>)



# Site History // Development of Princes Street //

## 1700s

1750

The competition for the design of Edinburgh's New Town was won by James Craig.

1759

The Nor' Loch was drained to make way for the New Town.

1760

Construction began on Edinburgh's New Town.

1770

Residents began to move into Princes Street, which was originally a residential street.

## 1800s

1820

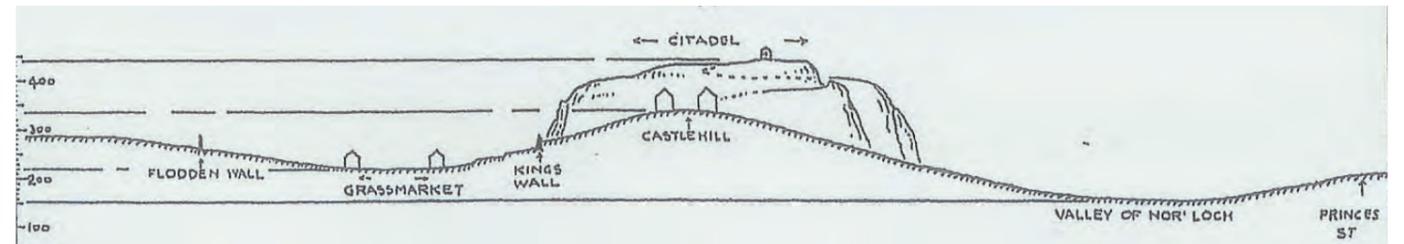
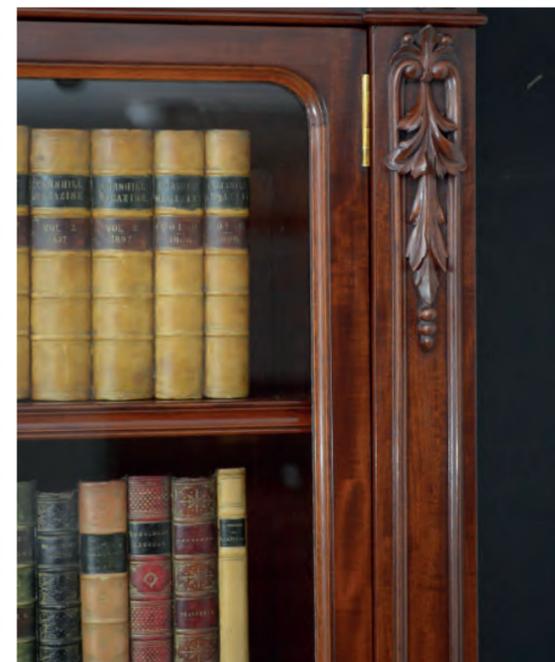
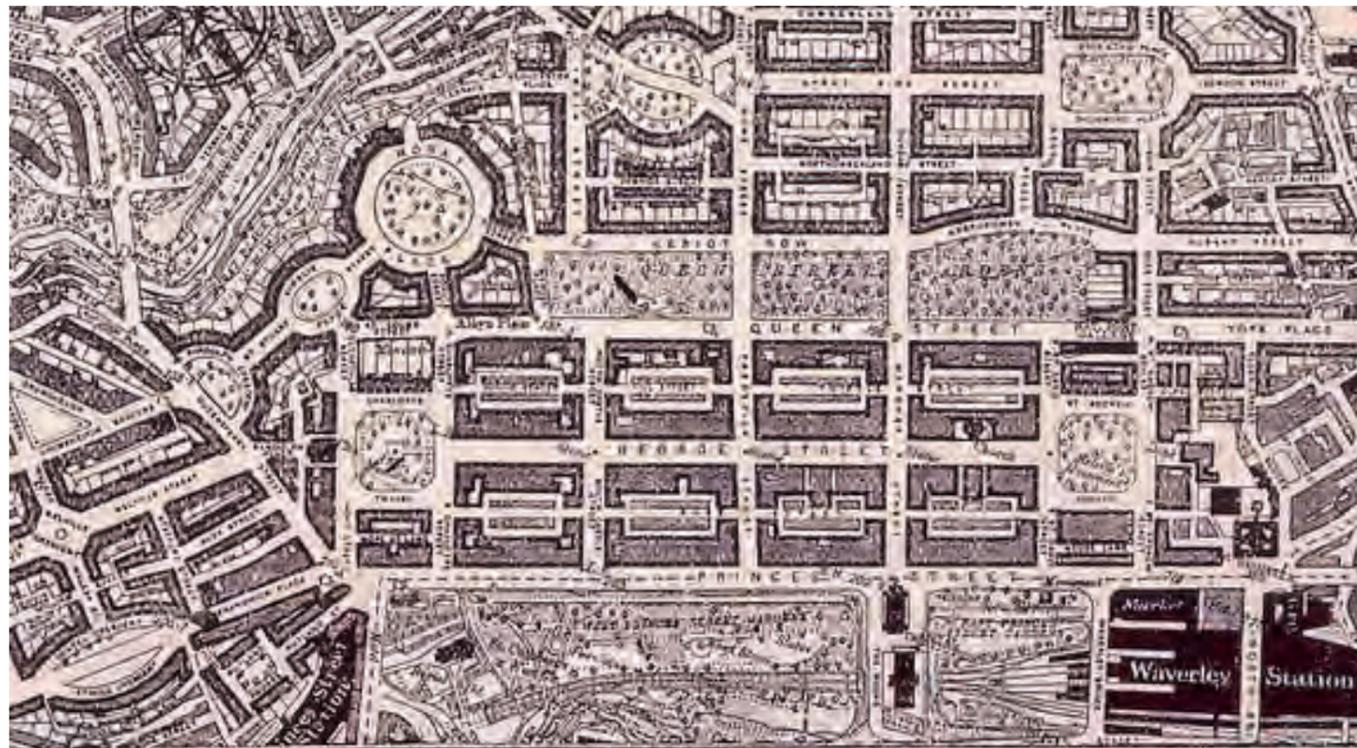
Princes Street transforms from a residential street to a shopping street.

1830

The New Town was completed.

1851

John Taylor & Son Cabinet Makers move into 109 Princes Street, they later move into 110.



# Site History // Development of 109-112 Princes Street //

1852

John Taylor & Sons were appointed cabinet makers to Her Majesty the Queen.

1869

The Palace Hotel at 110 Princes Street was completed.

1880

Princes Street became a popular location for hotels.

1884

112 Princes Street was completed and the Conservative Club moved in.

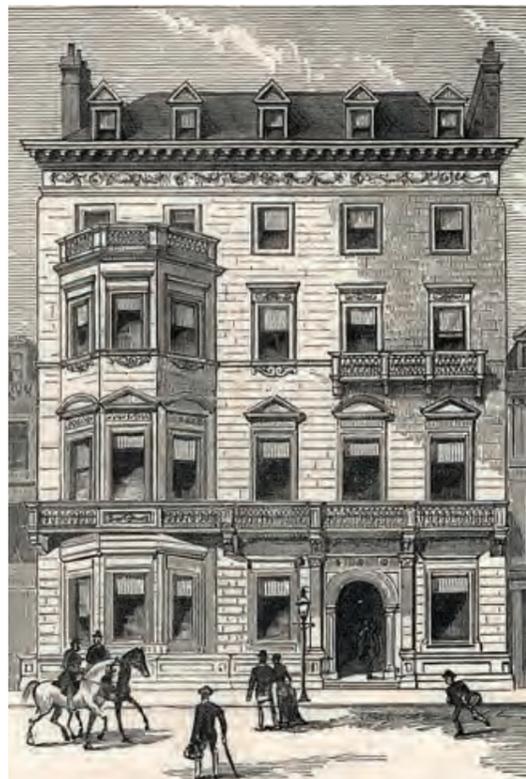
1890

The Palace Hotel relocated and the Liberal Club moved into number 110.

1900s

1945

John Taylor & Son went into liquidation and moved out of Princes Street.



# Site History // Development of 109-112 Princes Street & its future story //

2000s

1970

The Liberal Club moved out of 110 Princes Street.

1978

The new Debenhams was built behind the original facade, retaining the existing staircase and adding the first circular glass lifts in Edinburgh.

1981

Debenhams opens on Princes Street.

1991

A fire destroyed the empty Palace Hotel, leading to its demolition.

2020

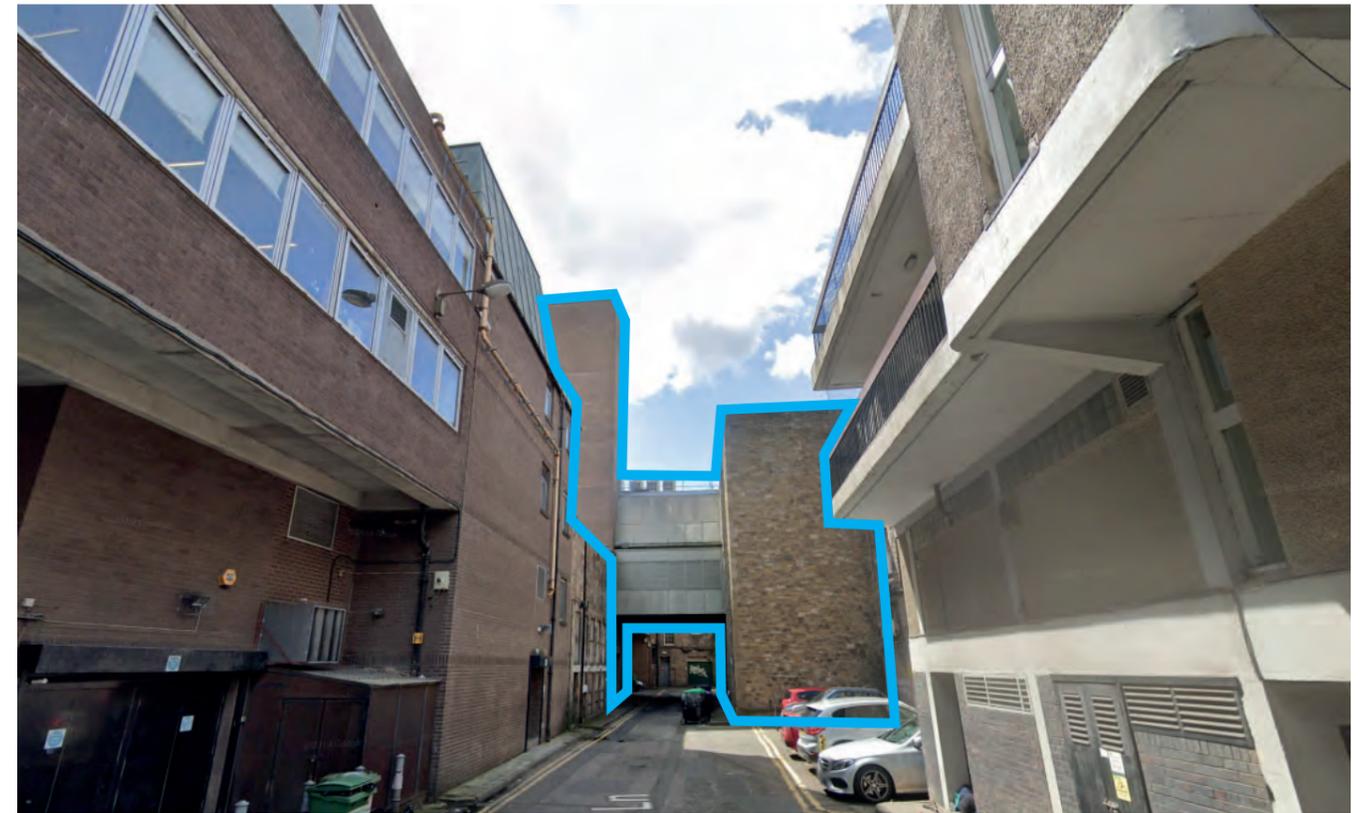
Future Vision...



# Existing Building // Street Views //



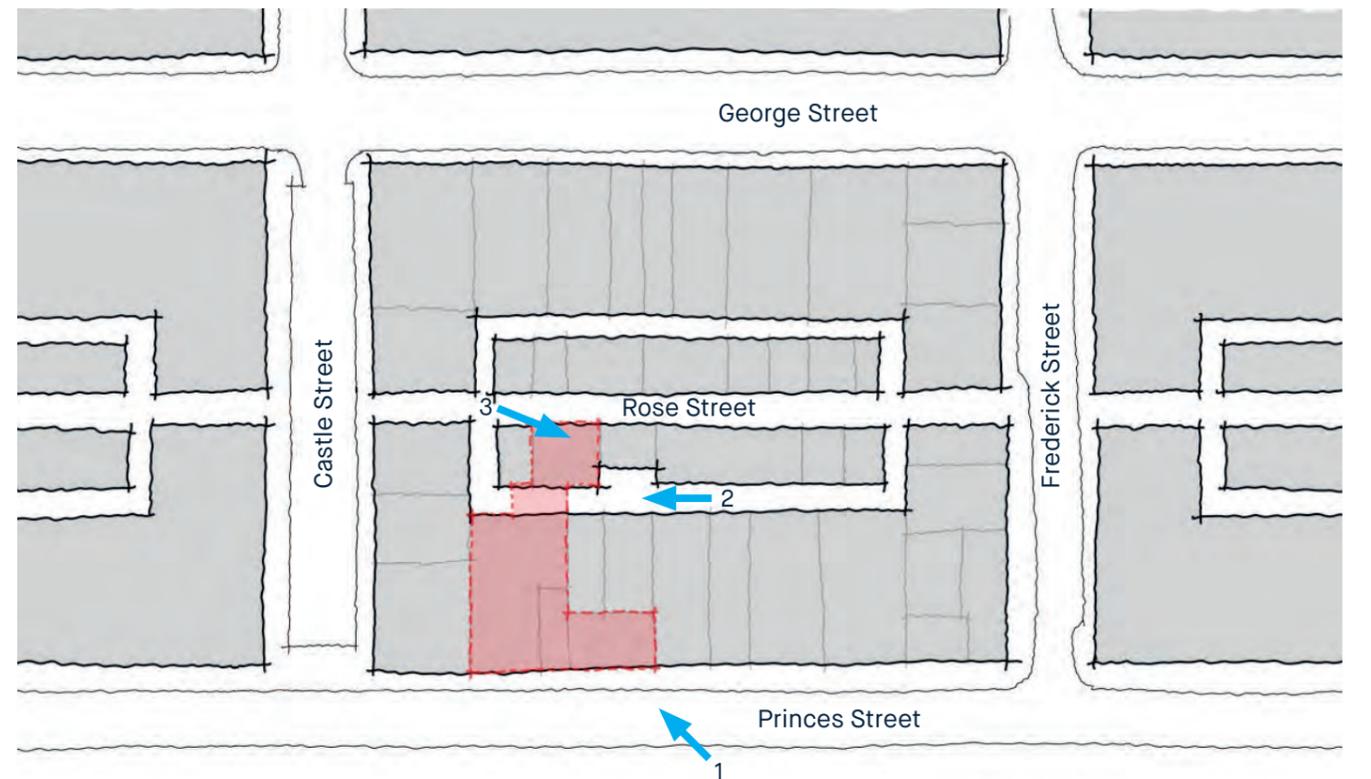
1 - Princes Street - Building outlined in blue.



2 - Rose Street South Lane - Building outlined in blue.



3 - Rose Street - Building outlined in blue.



Block Plan

# Existing Building // Heritage //

## Heritage considerations:

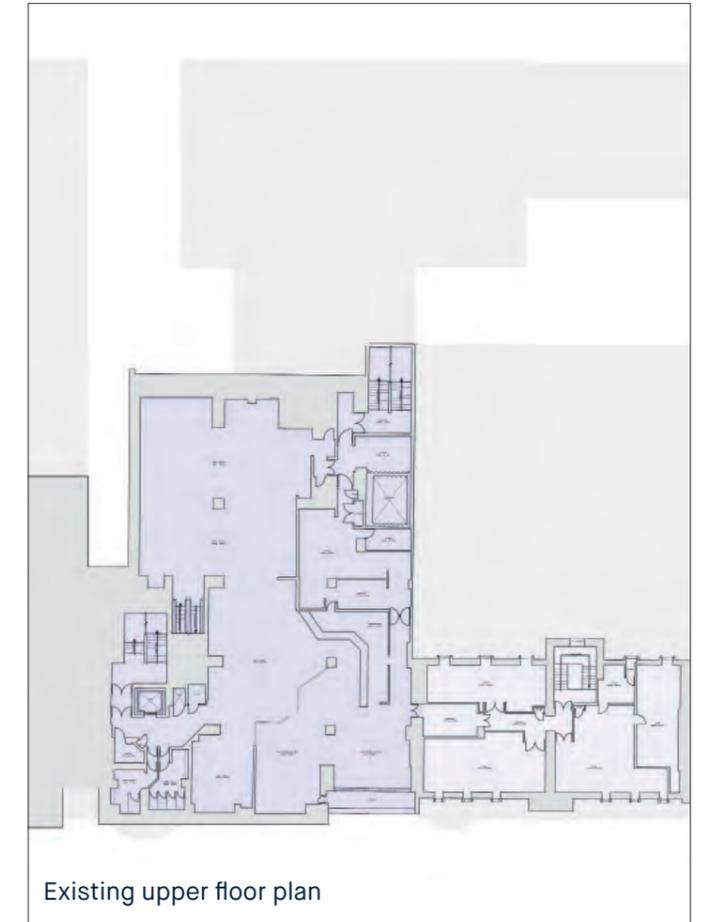
- Comprises of a collection of Category B & C listed buildings.
- Located in the New Town Conservation Area and UNESCO World Heritage Site
- Incorporation of listed facades to be carefully considered.
- Historically relocated listed staircase and library to be considered.
- 110 Princes Street was previously the Palace Hotel.
- In c.1978 112-112a Princess Street was subject to major alteration works behind a retained façade.



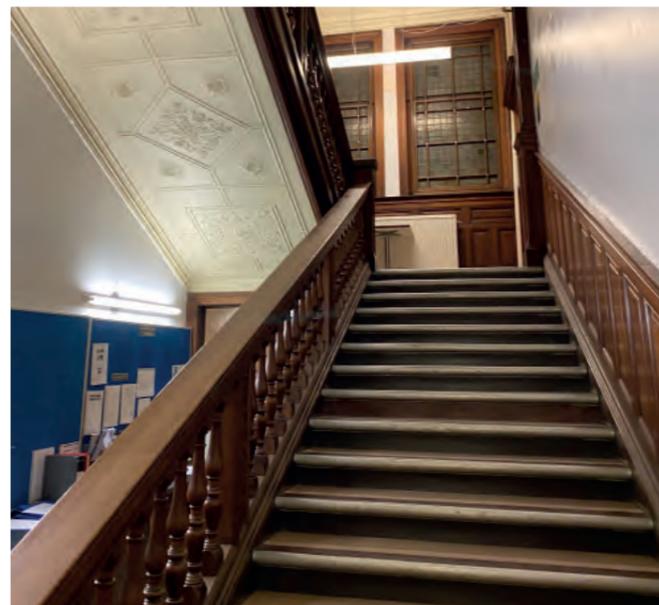
Existing ground floor plan



Existing first floor plan



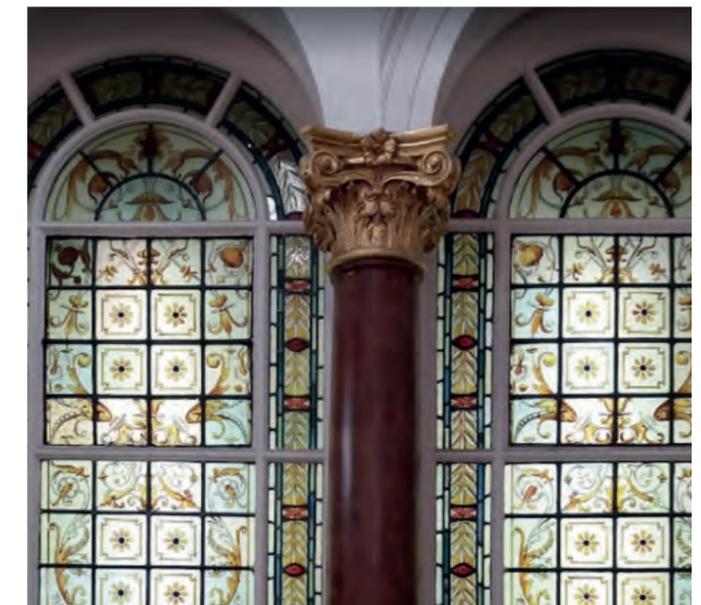
Existing upper floor plan



109 Princes Street staircase



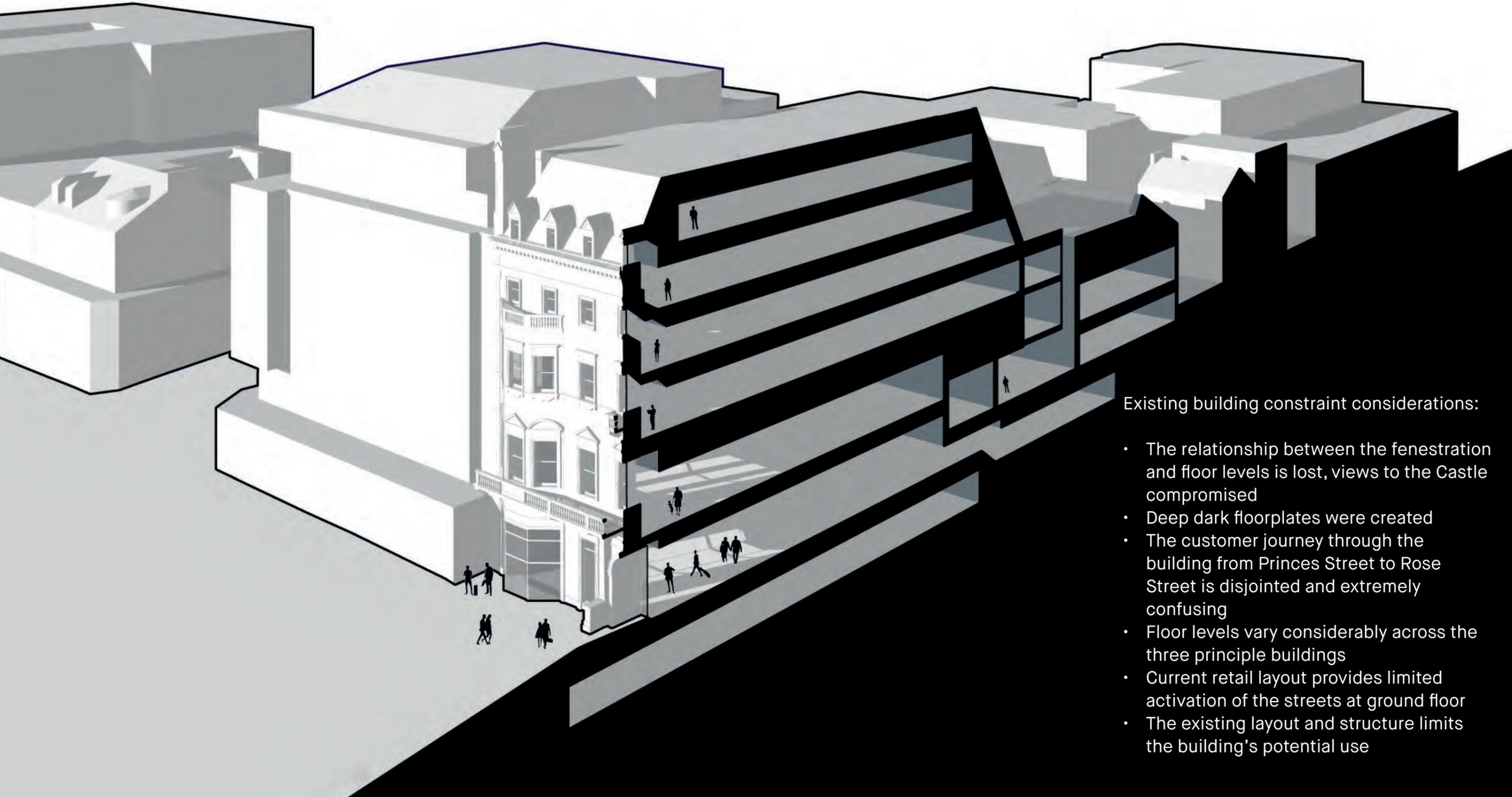
Princes Street existing facade photograph



Stained glass windows within 112 Princes Street

## Existing Building // Constraints //

In c.1978 the property was subject to major alteration works. The building at 112-112A Princes Street was replaced with a concrete frame structure behind a retained façade, connecting it to the buildings at 109 Princes Street and 111 Princes Street and linking to a new building at 144-152 Rose Street with a bridge and underground excavation. The reconfiguration of the building behind the retained façade introduced a number of complexities.



Existing building constraint considerations:

- The relationship between the fenestration and floor levels is lost, views to the Castle compromised
- Deep dark floorplates were created
- The customer journey through the building from Princes Street to Rose Street is disjointed and extremely confusing
- Floor levels vary considerably across the three principle buildings
- Current retail layout provides limited activation of the streets at ground floor
- The existing layout and structure limits the building's potential use

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## Our Proposals //

The key aims of the proposals are to ensure: -

- A - Investment with a long term view
- B - Engagement with Princes Street Gardens and promoting the greening of Princes Street
- C - Create a high-quality design and a sustainable asset, fit for the future aspirations of Princes Street
- D - Restoration of Castle views, to be shared with all
- E - Reinstatement of the pedestrian link between Princes Street & Rose Street
- F - Activation of the ground floor along Princes Street

The redevelopment proposal seeks to protect the listed façade; create and restore castle views; maintain a vibrant active ground floor frontage onto Princes Street; improve public accessibility; and deliver a high quality, iconic building which is fit for the future. The location presents the opportunity to create a landmark hotel, delivering an offer unique from the other hotels in Edinburgh.

The scale of this development and investment will be ambitious in its design and sustainability credentials – suitable for the aspirations of Princes Street – and will continue to positively contribute towards the city being an outstanding area in which to live, work and do business.

In line with Legal & General's commitment to sustainable development, we will look to achieve a BREEAM 'Excellent' rating on the site, considering the environmental, social and economic performance of the building. In addition to this, Legal & General will look to undertake additional carbon reduction, economic and social benefits studies. A brief has been set to raise the bar in terms of a sustainable design approach and foster strong and authentic community engagement.



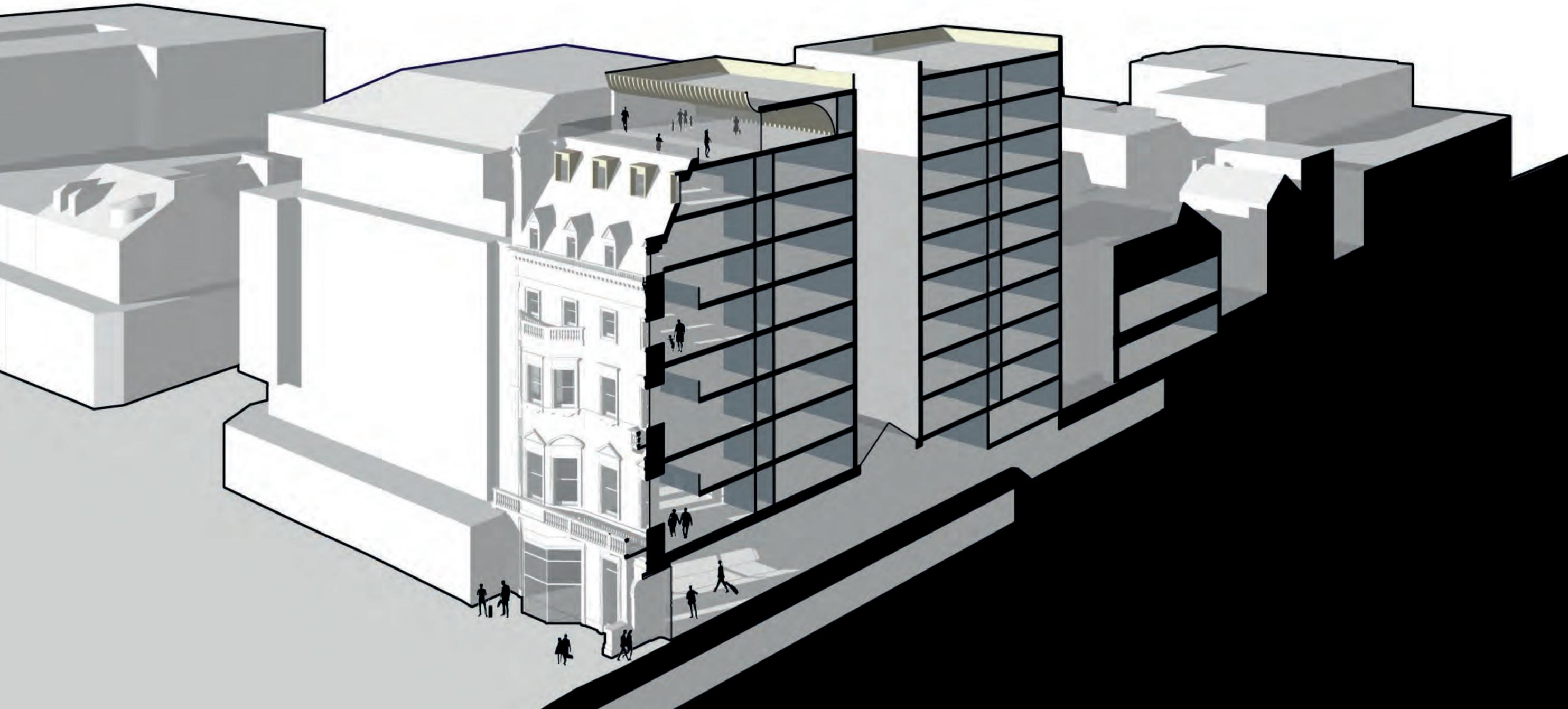
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## Our Proposals //

The existing building's condition presents a number of challenges, including misaligned floors and windows, deep dark floor plates and a confusing internal journey from the front to the back of the building. The proposed concept design creates and restores castle views by resolving the alignment of floors and windows and creates a coherent and exciting journey through the building. A characterful and vibrant hotel with a ground floor restaurant, basement spa and a rooftop bar are proposed. High quality, flexible spaces will provide opportunities to showcase local artists and host Fringe performers.

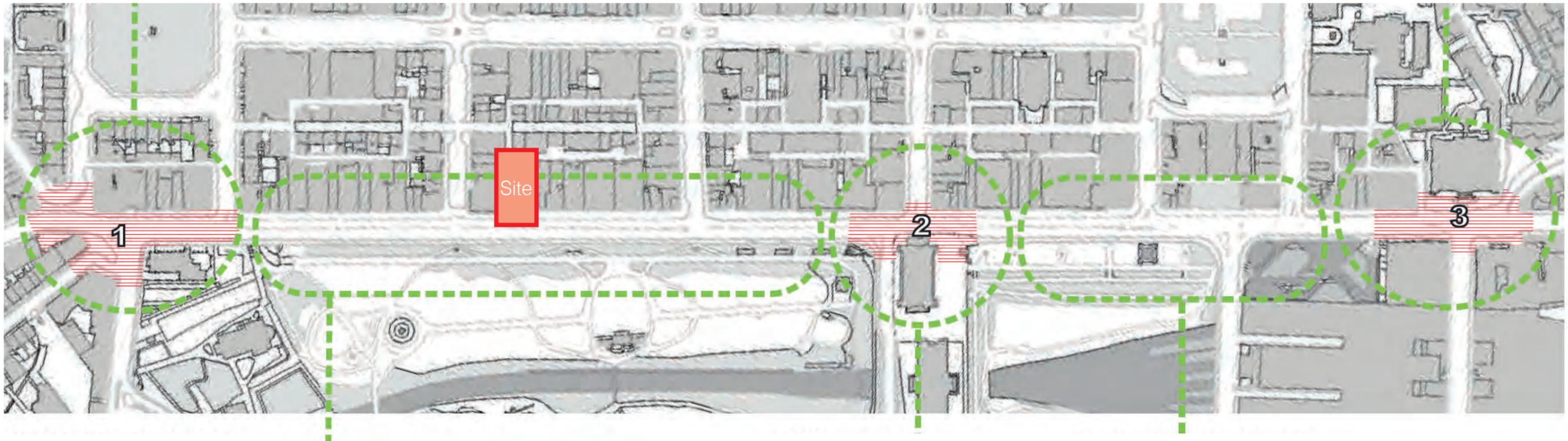
The property is located within the defined protected Princes Street retail frontage, where retail uses predominate at lower levels. The council supports the introduction of leisure, food and beverage proposals across ground floor properties on Princes Street.

All of the properties are located adjacent to existing listed buildings and within the city's designated UNESCO World Heritage Site and the New Town Conservation Area. An application for listed building consent will accompany our application for planning permission.



## B // Engage with Princes Street Gardens and promote greening of Princes Street //

Extract from Princes Street Blocks 1-7a Development Brief  
CEC document - Approved by Planning Committee May 2009



### West Princes Street Key Improvement Objectives:

- Improve pedestrian experience
  - Proposal seeks to achieve this through the introduction of active uses at ground floor.
  - The introduction of a dynamic and iconic architectural design between the listed facades that will serve as a visual marker and positively contribute to the Streetscape.
  - Proposals will support, through the design and operation of the building, CEC policies that encourage uses to extend out and activate the surrounding footpaths.
- Retain garden tranquility and reinforce setting and views to Castle
  - Proposal seeks to pull the gardens across Princes Street and extend landscaping both onto and through the building. This looks to also respond to CEC's broader aspirations to green Princes Street and create a landscaped boulevard that softens this busy transport corridor.
- Prioritise improvements to pedestrian access points and improve connections to Old Town.
  - By introducing a public pedestrian link through the buildings the proposals seek to improve connectivity within the block, New Town and wider context.
  - The introduction of an iconic design element on Princes Street would provide the opportunity to create a visual link between the Old Town & New Town.
- Reinforce relationship to tram stop
  - It is hoped the proposal will serve as a visual marker for the tram stop and provide a moment of interest for commuters.

## B // Engage with Princes Street Gardens and promote greening of Princes Street //

The proposed design seeks to:

- Draw the gardens onto Princes Street, reflecting City of Edinburgh Council's emerging policy and broader aspirations for the greening of Princes Street
- Bring the gardens into the building.
- Maximise views across to Princes Street Gardens and the castle
- Capitalise views north to the Firth of Forth & Fife



Princes Street Gardens Redevelopment (concept images)

# C // High quality design and a sustainable asset, fit for the future aspirations of Princes Street //

The proposal seeks to replace the 1978 glazed infill façade which is sited between the two historic listed facades with a new, modern intervention. Befitting of an upper upscale hotel, the new façade infill will positively re-establish the buildings identity.



Existing Building Sketch & Princes Street Elevation Photograph



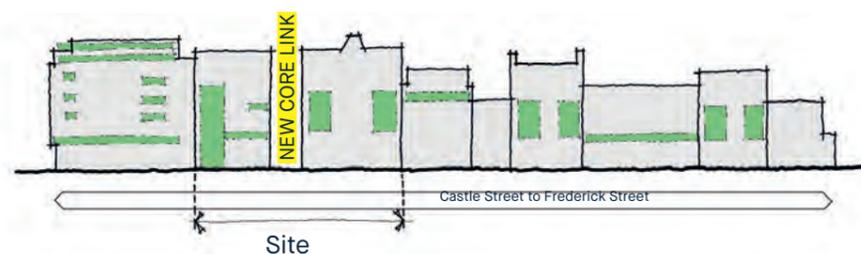
Curved Bay Windows on Princes Street (18-19 Princes Street + 128 Princes Street)



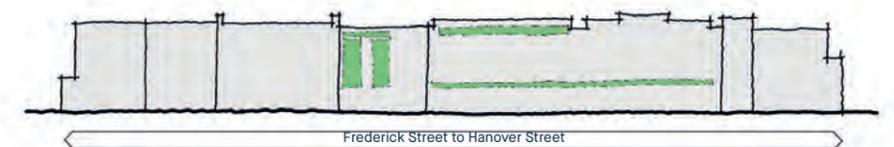
Concept sketch



Study of bay windows and balconies along Princes Street



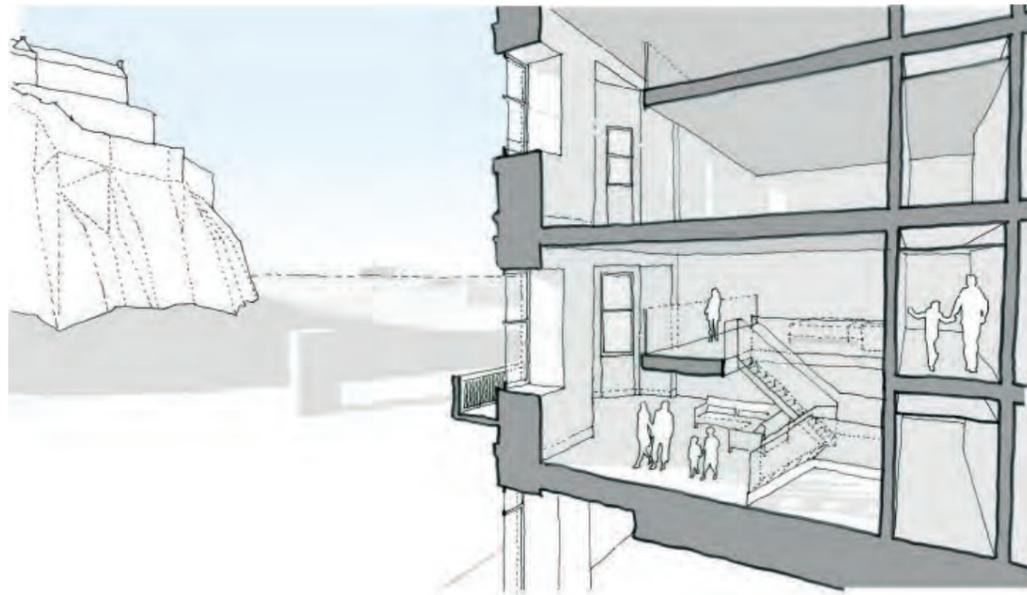
Site



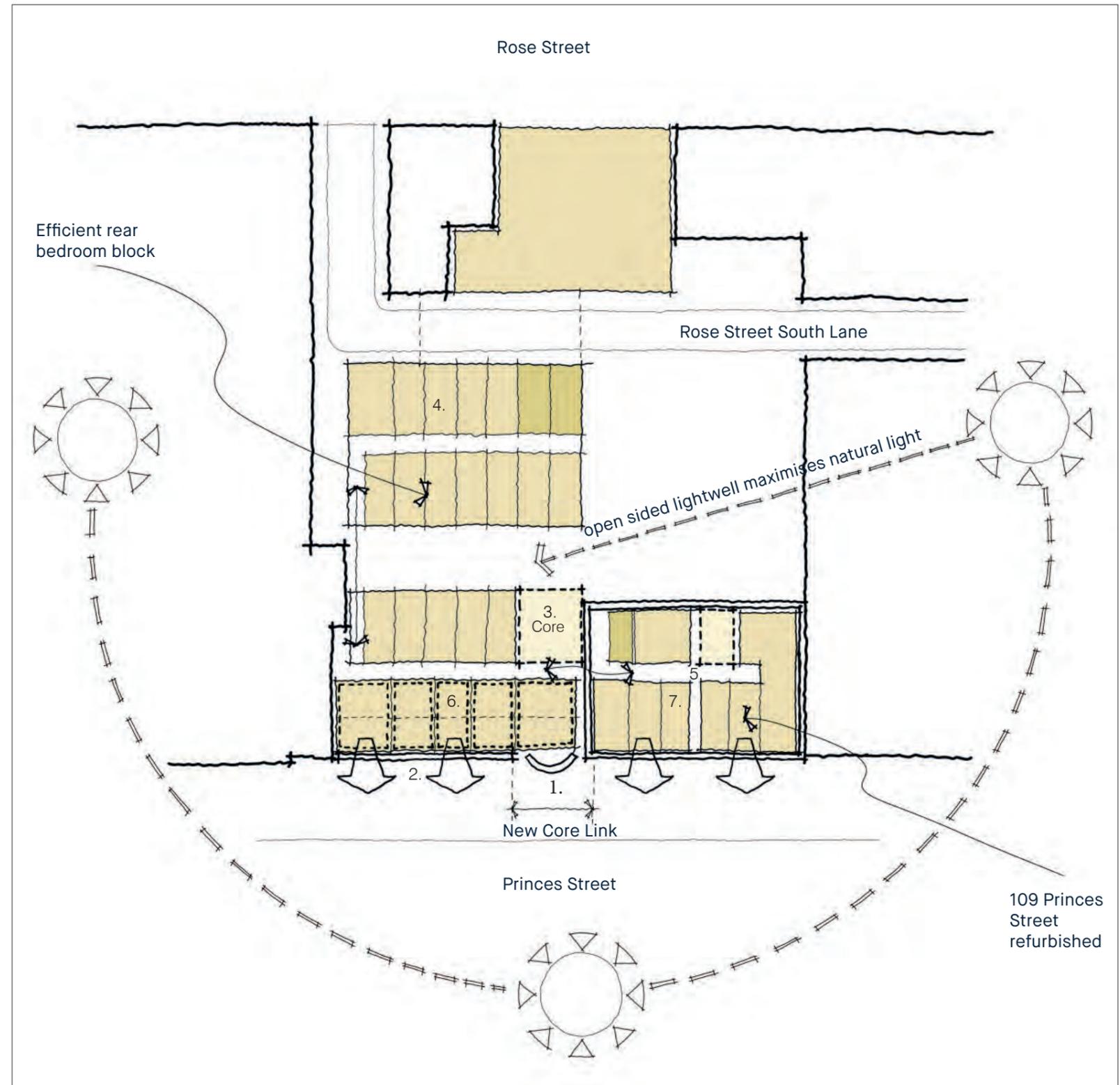
Frederick Street to Hanover Street

## D // Restoration of Castle views, to be shared with all //

1. Opportunity for a modern intervention between historic buildings on Princes Street
2. Retain historic facade
3. Central core opens onto central space & resolves level issues between buildings, forms focal point in the building
4. Maximise efficiency of 111-112 Princes Street
5. Retain facade levels within 109-110, connect buildings & retain original features wherever possible
6. Duplex suite resolve level issues and maximise views of Edinburgh Castle & Princes Street Gardens
7. Suites positioned along prime frontage
8. Public roof-top bar will be accessible to all and benefit from spectacular views of the castle and the gardens.



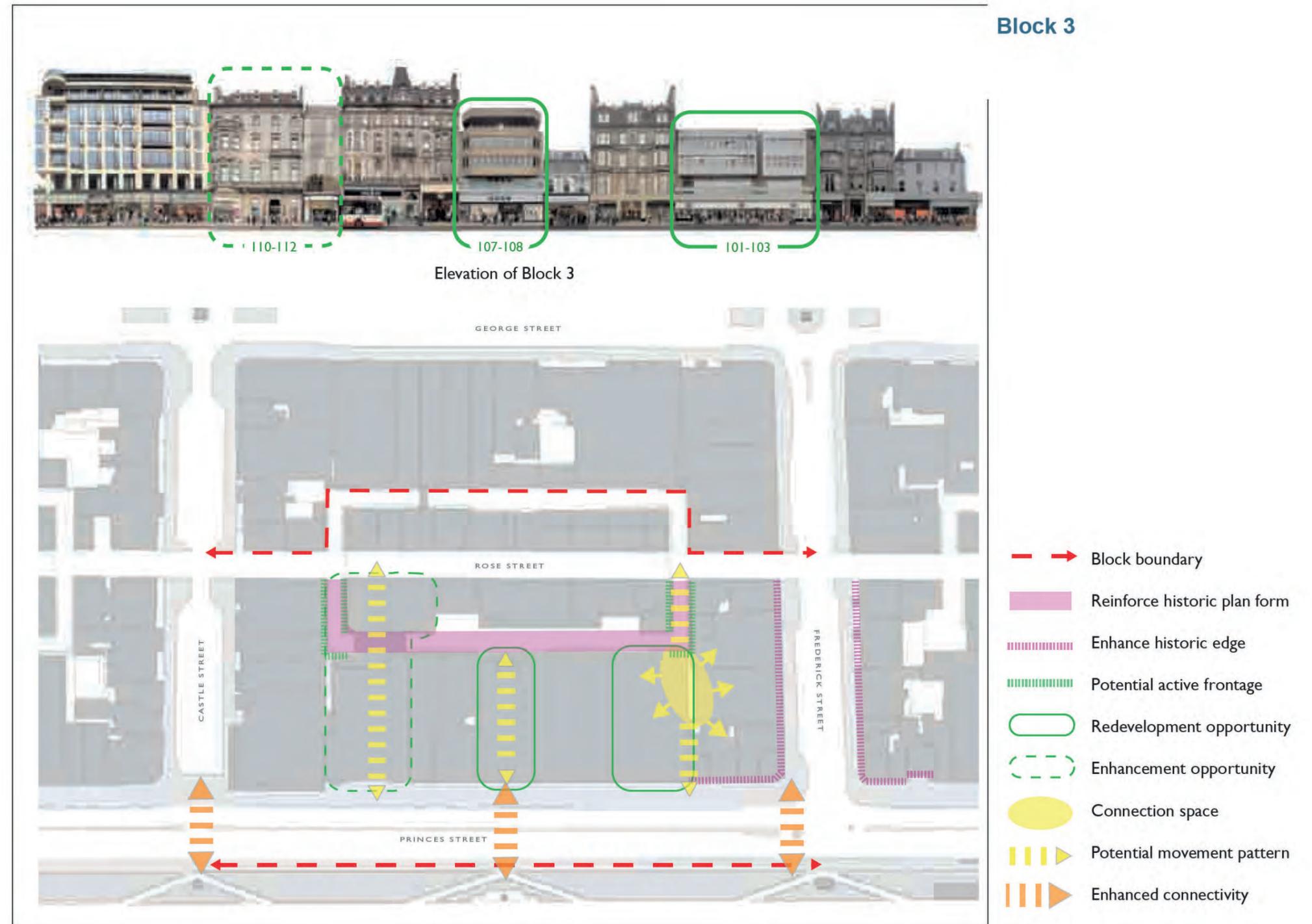
Sketch duplex suite section



Concept Plan Diagram

# E // Re-instatement of the pedestrian link between Princes Street & Rose Street //

1. Site is identified as a key enhancement opportunity. Rationalisation of 111-112 Princes Street a category B listed building, could provide renewed floorspace, a mix of complementary uses, improved permeability and deliver a creative design solution which addresses Princes Street, Rose Street and the lane. A thorough assessment of the architectural and historic merits of the building should inform opportunities for a sensitive reuse and remodelling of this part of the block.
2. Desire to retain and improve route through 112 Princes Street.
3. Desire to preserve and enhance the subservient relationship between Street and Lane buildings.
4. Historically the block had a retail arcade at 104-105 Princes Street which connected Princes Street to Rose Street Lane South. Opportunity to replicate this idea and incorporate a central glazed courtyard feature. The likes of which can be seen in Edinburgh's North Bridge Arcade.

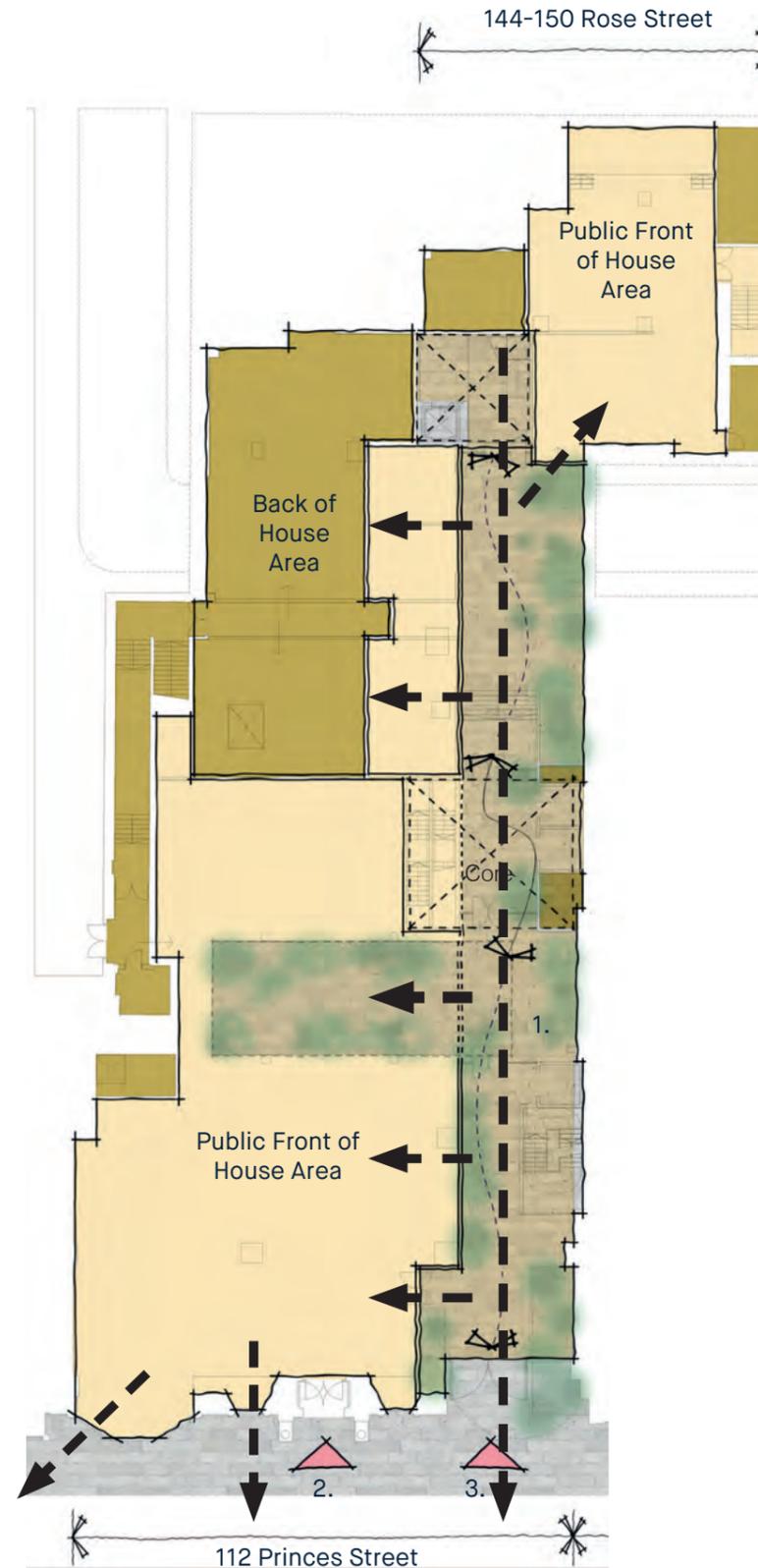


Extract from Princes Street Blocks 1-7a Development Brief  
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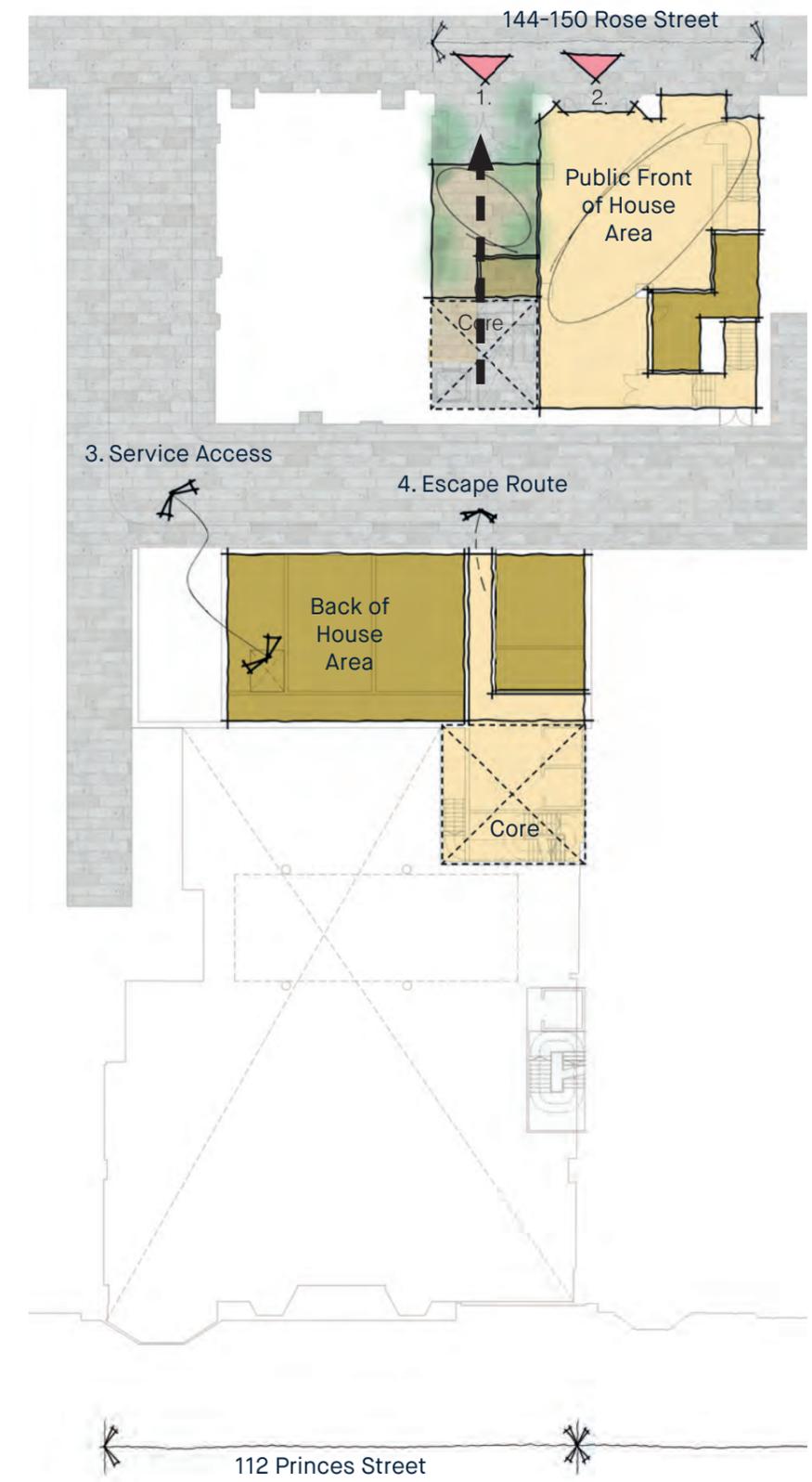
# E // Re-instatement of the pedestrian link between Princes Street & Rose Street //

## F // Activation of the ground floor along Princes Street //

1. Provide an activated public pedestrian route through the building which encourages permeability through the urban block.
2. Independent restaurant entrance.
3. Main hotel entrance



Ground Floor Plan



Upper Ground Floor Plan

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## Feedback & Contact //

Thank you for taking the time to read this public consultation presentation. Feedback on the proposals can be submitted online via [www.111princesstreet.co.uk](http://www.111princesstreet.co.uk).

Comments are being reviewed by the project team on a regular basis. A report of Pre-Application Consultation will be submitted with the planning application, which will detail the nature of the comments received and how they have informed the proposals.

Comments can also be made in writing to Playfair Scotland, Scott House, 10 South St Andrew Street, Edinburgh, EH2 2AZ , [admin@playfairscotland.co.uk](mailto:admin@playfairscotland.co.uk) / 0131 523 1311 (within office hours).

It should be noted that comments made at this stage are to Legal & General as the prospective applicant and are not representations to the planning authority. There will be an opportunity to make representations when any application is made to the City of Edinburgh Council.

The team looks forward to receiving your comments and thank you for taking an interest in the proposed development. The closing date for comments is Thursday 8th October 2020.

