

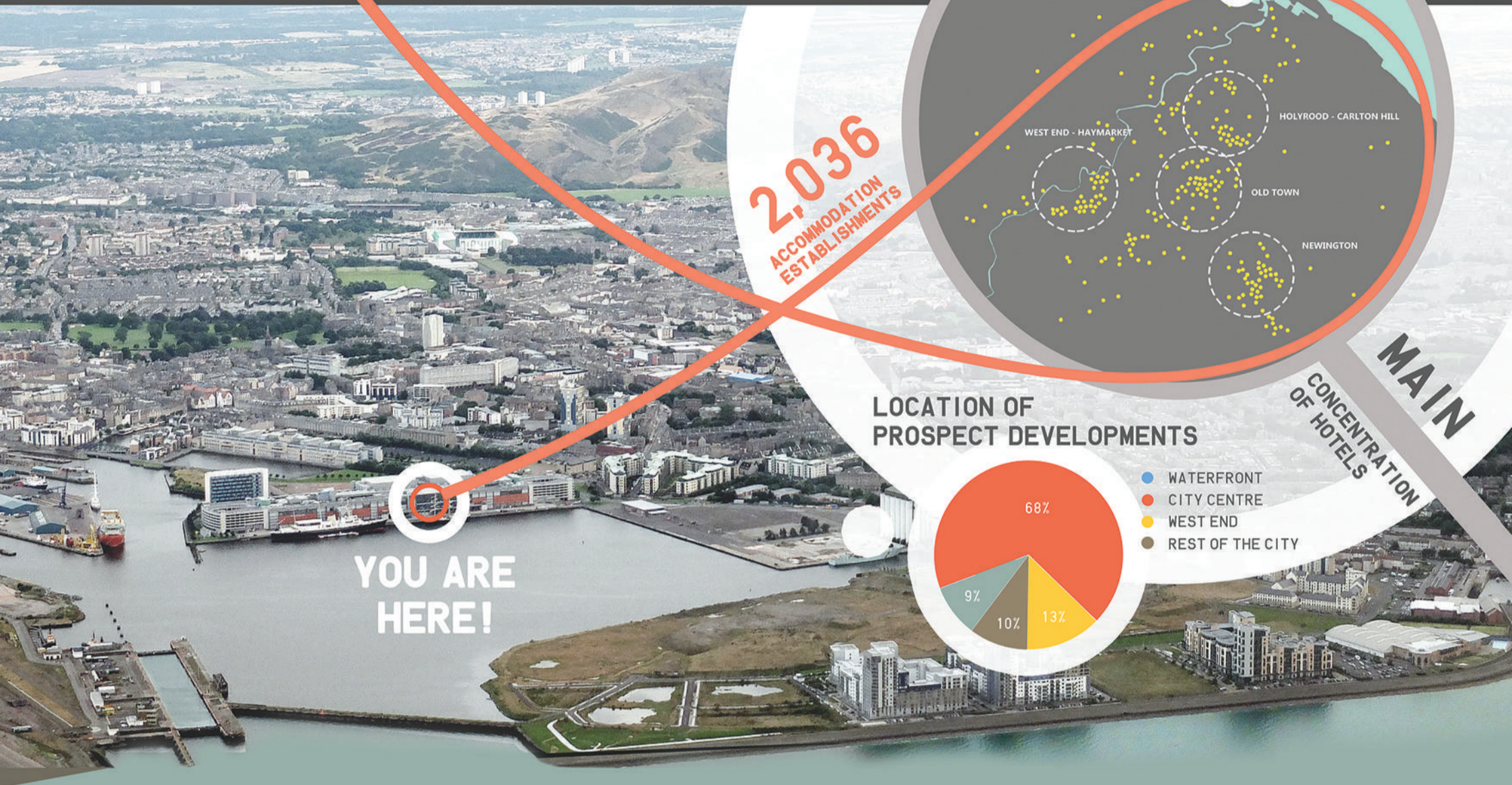


WHY WE ARE HERE TODAY

This public exhibition forms part of a wider consultation process relating to the emerging proposals by Ocean Terminal Ltd for a hotel development at Ocean Terminal. The purpose of the public exhibition is to give the local community the opportunity to view the proposals and speak to project team members directly. Most importantly, we are seeking comments from the local community, which will be taken into account when finalising the development proposals. There are questionnaires available, which we would encourage you to complete. Depending on the outcome of this consultation process, Ocean Terminal Ltd proposes to apply for planning permission to Edinburgh Council in March 2016.

HOTEL GROWTH

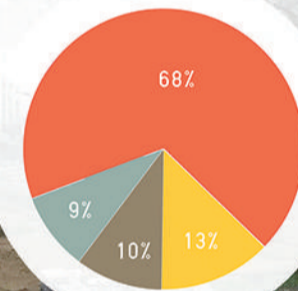
THE UK HOTEL INDUSTRY HAS GROWN BUOYANTLY IN RECENT YEARS & AVERAGE HOTEL OCCUPANCY LEVELS ARE AT THEIR HIGHEST EVER. IT IS EXPECTED THAT THE UK HOTEL INDUSTRY WILL CONTINUE TO GROW IN 2016.



2,036
ACCOMMODATION
ESTABLISHMENTS

EDINBURGH

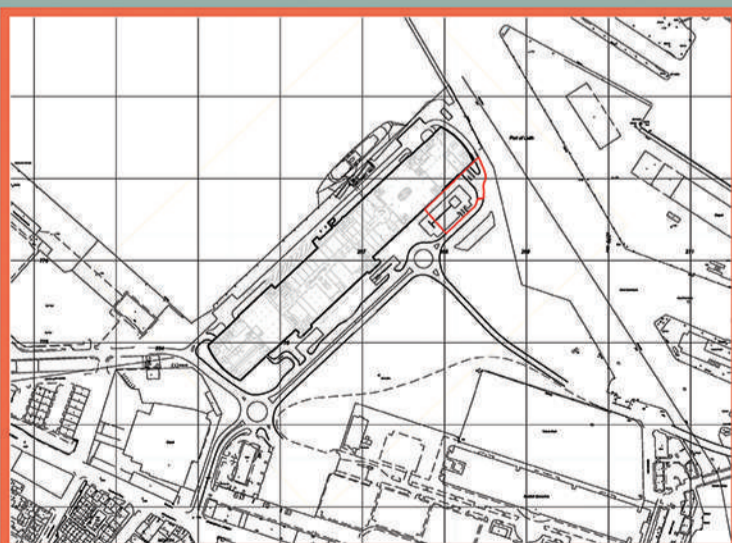
LOCATION OF PROSPECT DEVELOPMENTS



- WATERFRONT
- CITY CENTRE
- WEST END
- REST OF THE CITY

MAIN
CONCENTRATION
OF HOTELS

**YOU ARE
HERE!**



PLANNING CONTEXT

The Edinburgh Local Plan 2010 identifies Leith Docks as a regeneration area under policy WA1 Waterfront Areas of Change, where large-scale, mixed use development is supported. The site is allocated for business/ retail and leisure uses.

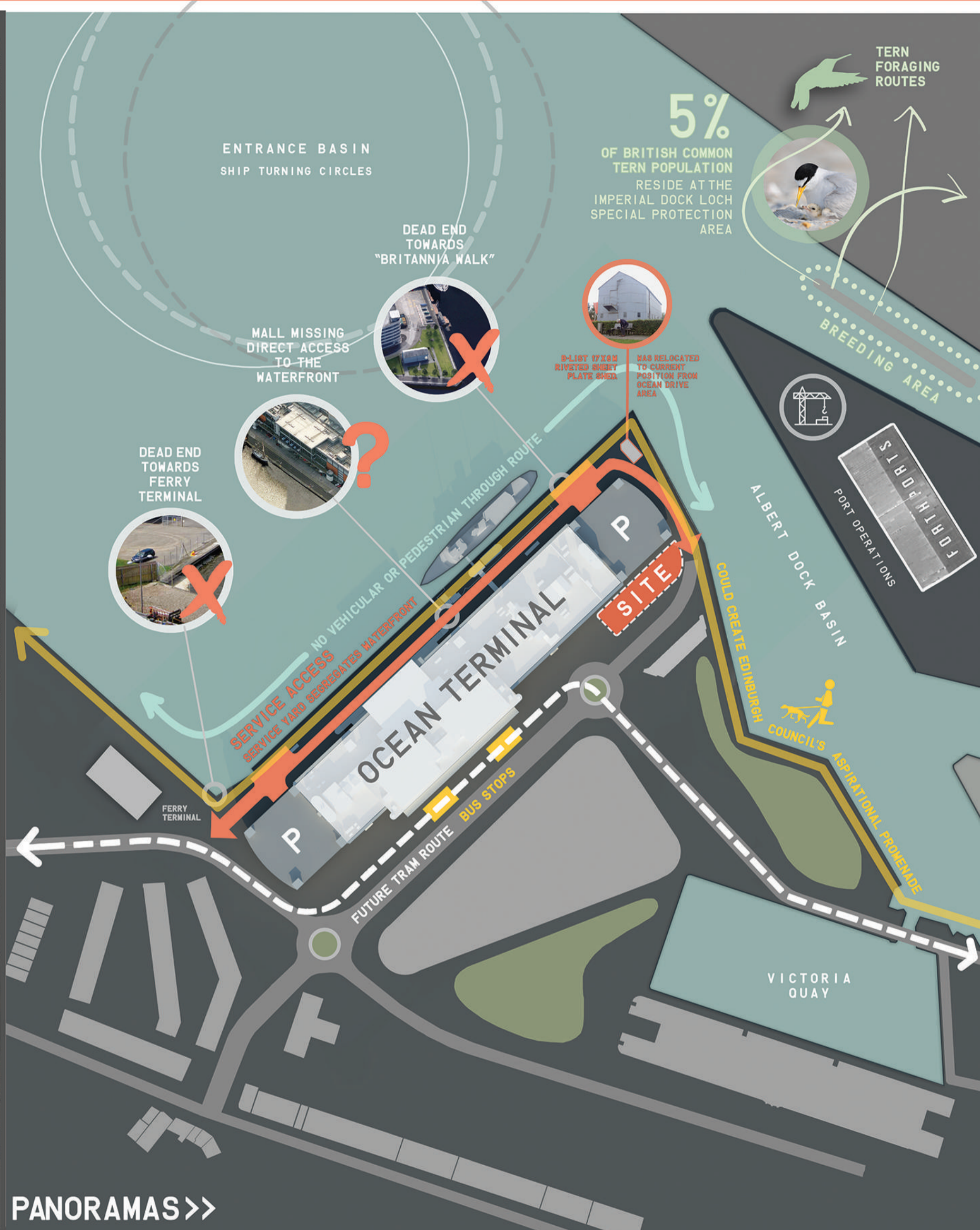
Policy Emp 5 specifically supports hotel development in accessible locations in Leith. The principle of a tall, landmark building adjacent to Ocean Terminal has previously been supported by Edinburgh Council and it is considered that the proposal will contribute positively to the regeneration of the area and is appropriate in scale and character to its location.

Hotel demand in Edinburgh is at record high. There were 3.8 million domestic and international overnight visits to Edinburgh in 2014 – up from 3.4m the year before. Edinburgh Council's Tourist Accommodation Audit 2012 anticipates this growth will continue and there will be a shortfall in quality hotel rooms required by 2021.

We consider this site, adjacent to Ocean Terminal is ideally located to meet Edinburgh's need for additional hotel spaces.

WHAT HAPPENS NEXT ?

Following this exhibition the development team will take account of all comments made as they further develop the masterplan proposals. It is intended to meet with Leith Harbour & Newhaven Community Council in February 2016 to discuss the community feedback. Subject to the outcome of the consultation exercise, it is currently envisaged that the development team will submit for planning in late March 2016.



PANORAMAS >>

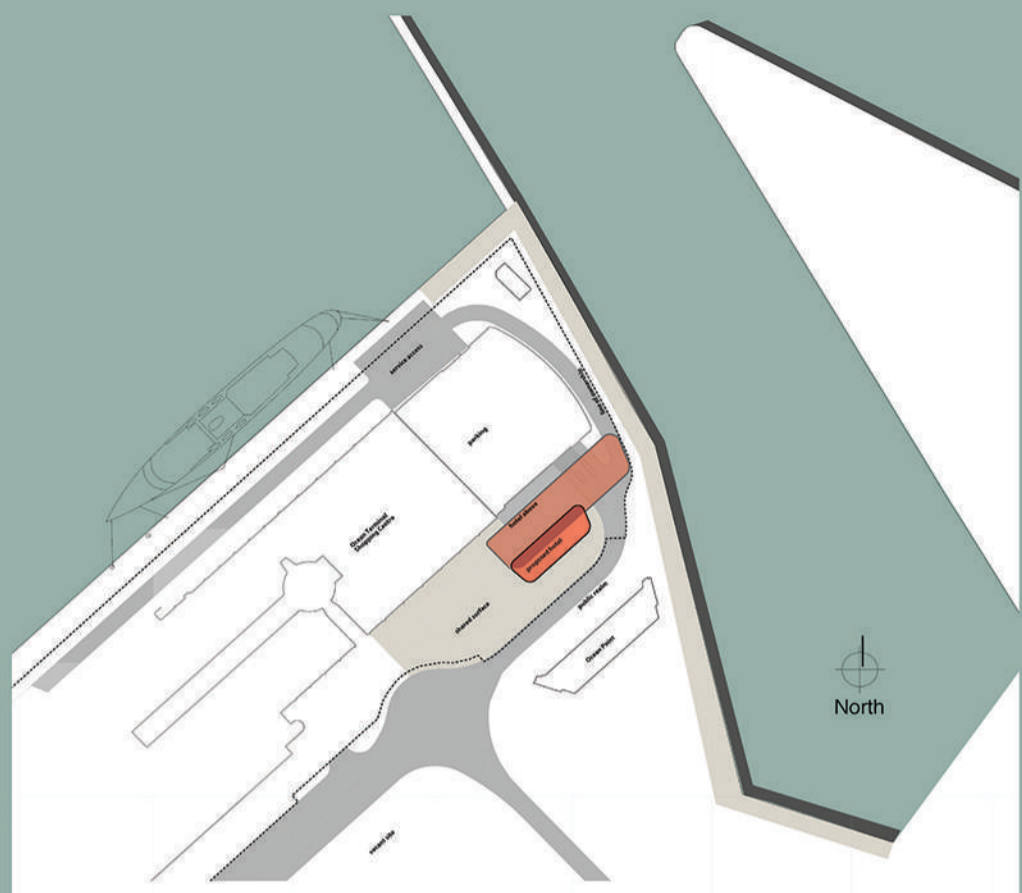


THE SEA...

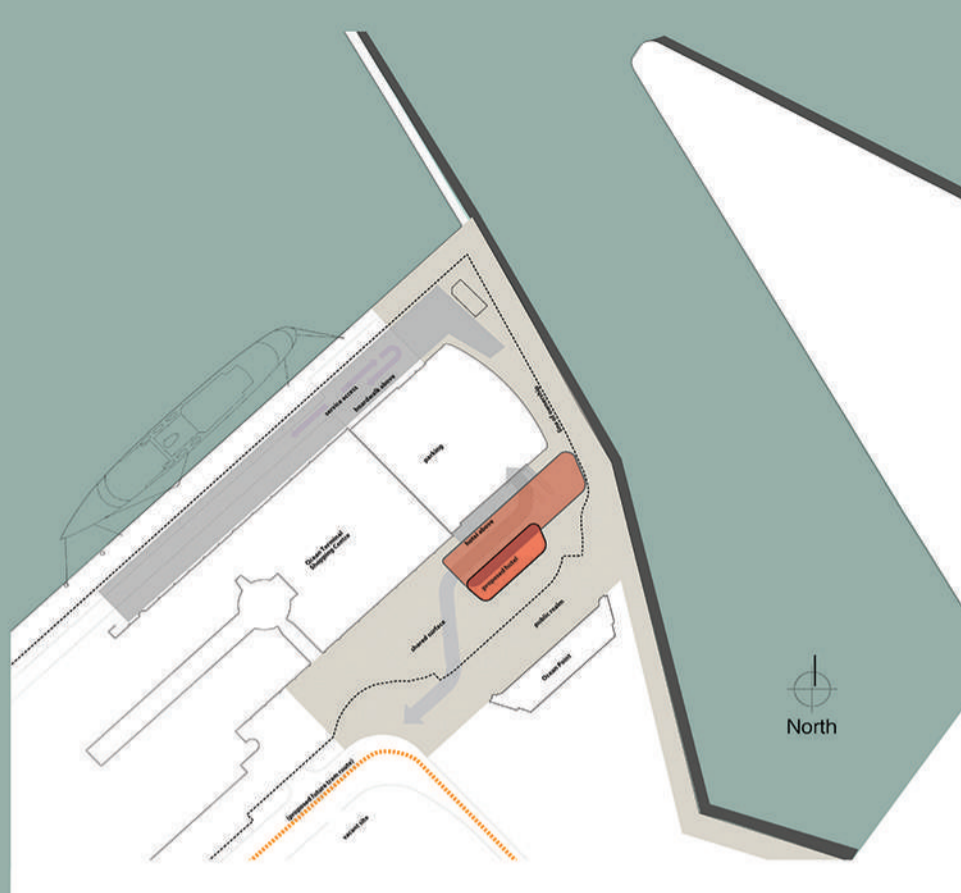


... THE CITY

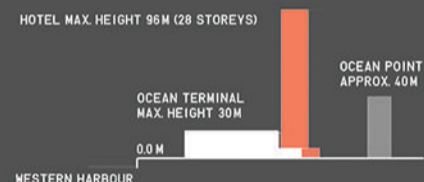
PROPOSED PLAN | EXISTING CONTEXT & ACCESS



PROPOSED PLAN | PROSPECT PUBLIC REALM



SECTIONS



ENJOYING
360°
VIEWS

