

edinburgh waterfront

The magazine of Edinburgh's waterfront regeneration

features

Putting the waterfront into Edinburgh: how regeneration is adding to the city's charms

Regeneration round table
— what do Edinburgh's leading players think?

For sale: a waterfront lifestyle.
What's the attraction?

It's not just for newcomers
— the transformation is bringing jobs for locals too



Issue Two / Winter 2007

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Morrisons Goes Forth With Regeneration

Building on its success in regenerating brownfield sites, Morrisons has started construction of another landmark scheme.

Development of the Granton Local Centre at the gateway to The Forthquarter in Edinburgh is key to the successful rejuvenation of the waterfront area. With completion anticipated during autumn 2008, this £multi-million investment, anchored by a 79,000 sq ft Morrisons superstore, will provide up to 500 new jobs and also includes:

- **Additional retail units**
- **Offices**
- **Leisure unit**
- **Petrol filling station**
- **Parking for over 550 cars**



- **Offices – 21,000 sq ft**
- **A bar / restaurant - 5,200 sq ft over two floors**
- **Smaller retail units up to 1,850 sq ft**
- **Student accommodation / budget hotel block**

“This development will bring a mix of retail and commercial uses to encourage a diverse range of activity in the area, offering a wide variety of employment opportunities for local residents”.

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welcome to the waterfront

Only 3km north of the city centre, the regeneration of vast swathes of former industrial areas and docklands in Granton and Leith is the largest regeneration project in Scotland, and of great significance to the sustainable growth and economic prosperity of the city and region. Over the next 30 years around 30,000 new homes will be built, as well as significant amounts of new business, retail and leisure facilities, supported by new schools, health facilities and open spaces.

The three lead developers – Forth Ports, National Grid Property and Waterfront Edinburgh – are proud to be working with City of Edinburgh Council and Scottish Enterprise Edinburgh and Lothian to deliver this exciting new extension to the city.

Nathan Thompson, managing director, Forth Ports
Mark Rylance, regional property manager, National Grid Property
Colin Hunter, chief executive, Waterfront Edinburgh
Keith Anderson, Waterfront development director, Edinburgh City Council

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After years of industrial decline, Granton's transformation is giving a huge boost to the local job market.

WATERFRONT EDINBURGH: GRANTON

A NEW COMMUNITY ON THE HORIZON
Townhouses & apartments available now
The perfect place to live and work



update

Three's company

Since the first issue of Edinburgh Waterfront magazine (then just called Waterfront), two more developers, working with Waterfront Edinburgh in the transformation of Granton, have joined in the promotion of the scheme in this magazine: Forth Ports and National Grid Property.

What's more, recognising the significance of the whole project, the City of Edinburgh Council set up the Waterfront Development Partnership board in 2006 to promote and support the delivery of development of the Edinburgh Waterfront.

Each developer has seen some personnel changes: Colin Hunter is now chief executive of Waterfront Edinburgh, Mark Rylance is regional property manager at Forthquarter (National Grid's site), and Nathan Thompson is the property director of Forth Ports.

Morrison's moves in

Supermarket giant Morrisons is set to open a 10,500sq m local centre at Forthquarter next spring. This will include a 7,500sq m supermarket alongside cafes, restaurants and bars, and is predicted to generate 400 jobs.



MINISTER GOES FORTH

The Secretary of State for Scotland voiced his support for Edinburgh's waterfront project when he visited in August. As well as meeting the developers transforming previous industrial land into new communities Des Browne met students involved in skills workshops at the recently built Telford College campus and visited the Waterfront Recruitment Centre, a local employment initiative co-funded by the companies involved in the regeneration project.

He said: "Projects on the scale of Edinburgh's waterfront regeneration represent a

unique opportunity to return land to productive use in the form of new communities for the capital.

"I was glad to see recruitment and training opportunities are being provided as part of the Waterfront Partnership's long-term plan for the area.

"The regeneration of waterfront areas is happening all across Europe and it's important that Edinburgh is able to compete in attracting further investment to the area."

Telford College

Telford College opened the doors of its state-of-the-art campus in August 2006. Its 20,000 students and 600 staff, previously spread across three campuses around the city, are now housed in a £70 million new facility on Forthquarter, with the latest developments in teaching and educational technology.

It also features a fully

equipped sports hall, dance studios and award-winning nursery.

The design is focused on facilitating learning, with classrooms and labs – complete with data projectors and interactive whiteboards – leading off three-storey high day-lit internal streets, crossed by bridges between classrooms, and open-plan spaces used instead of cor-

ridors to create flexible space. It also features many sustainable elements, such as voltaic solar energy panels, reed beds and a rainwater filtration system, and energy-saving measures.

The 28,000sq m college is one of the largest FE colleges in the country, and the largest purpose-built campus in Scotland for 30 years.



Capital growth

Where next for Edinburgh, Scotland's cultural and economic hub? Its waterfront, that's where, as **Julie Mackintosh** explains.



Above: North Edinburgh's waterfront from the east.
Above right: Church of Scotland Assembly.
Near right: Cultural fun and games.
Far right: The elegant terraces of Edinburgh's New Town.

It's won too many tourism awards to mention, hosts the world's largest New Year's party and is home to one of the globe's most acclaimed arts festivals. Architecturally stunning, and World Heritage protected, the city's beauty moved its Lonely Planet travel guide to proclaim: "The view as you walk out of Waverley Station is probably the finest first impression of any city in the world." And, in October 2007, perhaps the ultimate accolade: being voted 'best place to live' by TV's Location, Location, Location.

With a buoyant economy and well-educated workforce (34% to degree level) it scores highly in quality-of-life indicators: low unemployment, successful schools, broad leisure and cultural offers, lots of green space and short commuting times. So, why is Edinburgh home to one of the UK's largest regeneration schemes?

Well, away from the centre, the city is at last maximising its coastal position on the Firth of Forth. While other European cities like Barcelona, Copenhagen and Stockholm have turned their waterfronts into major assets, in the Scottish capital 309 hectares of post-industrial brownfield land, just 3km north of the city centre, had been lying almost dormant.

But this has been changing. In the past few years this stretch, from Granton to Leith, has begun a remarkable transformation into a new live, work and play destination. And Edinburgh does need to expand – its World Heritage status, geographical position and a heavily

protected greenbelt mean that available space is at a premium.

Three developers are currently working at Edinburgh's waterfront: National Grid Property, Forth Ports and Waterfront Edinburgh. They, with the council and Scottish Enterprise, have formed the Waterfront Development Partnership (WDP) to promote and co-ordinate delivery of this visionary programme. Along with WDP director Keith Anderson, of Edinburgh City Council, they are all clear about the vision: high-quality mixed communities as extensions to existing neighbourhoods, and that a modern new waterfront will complement Edinburgh's many traditional attractions, while adding a bit of 21st century spice. "In an exciting city where there is significant pressure for growth and a lot of new development under way," says Anderson, "this is the next big thing."

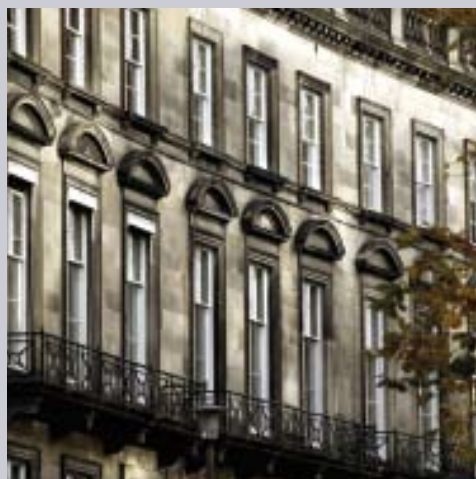
This thinking is in line with recent research. Surveys by consultancy Interbrand in four cities over three continents showed that perceptions of Edinburgh are rather clichéd. "This is a problem in so far as it leads to Edinburgh being perceived as traditional, serene and slow-paced, which obviously doesn't fit with what is a modern, vibrant and cosmopolitan city," says Rita Clifton, chairman of Interbrand UK.

Ailsa Falconer is brand manager of the Inspiring Capital programme launched in 2005 to market the city. She says: "The GMI City Brand Index 2006 looked at the perceptions of 15,000 >



Eight Edinburgh insights:

- Edinburgh is in the wealthiest 5% of European cities
- It's been voted favourite UK city at the Guardian and Observer Travel Awards for the past seven years
- Much of the architecture dates from before the 20th century, a fact recognised in 1995 when the Old and New Towns were granted World Heritage status by UNESCO
- One in five Edinburgh residents walks to work
- Around 34% of the city's population is educated to degree level or above. The overall Scottish figure is just over 20%
- The earliest recorded rules of golf were drawn up and played at Leith Links in 1744
- In 1874, Edinburgh University was the first to admit women
- The world renowned Edinburgh International Festival held each August attracts about 2 million visitors



Tourism: it's big business

Tourism accounts for around 10% of all employment in Edinburgh. According to the most recent Visit Scotland figures, £1.2 billion was generated from 3.6 million trips within the city limits alone. Steeped as it is in history, glorious architecture, cultural delights and a thriving retail, restaurant and bar scene it's not difficult to see why.

Visit Scotland area director for Edinburgh, Ben Carter, says: "Edinburgh is becoming known as a top short break destination. By highlighting the rich variety of things to see and do year-round in the city we can ensure it is a 'must do' for European visitors.

"There's already a trend towards more people taking city breaks, and with a major increase in direct international flights to Edinburgh, an important factor in attracting overseas visitors, not to mention Edinburgh's world-class festivals and attractions and great shopping and dining experiences, the capital is well-placed to take advantage of this growing market."



Edinburgh is now at the heart of Europe's financial services. Many leading institutions are based in the city, with over £300 billion of private and institutional funds



Above: Scottish Gas HQ.
Left: An old cooling pond, a legacy of Granton's industrial past, now a wildlife haven.

people aged 18-64 across 20 countries worldwide. Edinburgh is perceived as a clean, safe and attractive place where you would receive a warm welcome and good education, and where good-quality affordable accommodation and employment is easy to find. However, in general people don't actually know that much about Edinburgh and certainly are not aware of some of the amazing innovations and cultural events that go on here."

And what about murmurings in some quarters that Edinburgh is – dare we say it – stuffy? "I think a preferable word would be conservative – in some respects this has served us well. Edinburgh has managed to retain a lot of its beautiful architecture where other cities have moved the bulldozers in. I definitely believe that having a vibrant waterfront quarter will add an exciting new dimension to Edin-



Left: Princes Street, in central Edinburgh.

The housing boom

The average house price in Edinburgh now stands at over £225,000, following an increase of more than £27,000 in the past 12 months. Between April and June, properties in the capital sold for an average of £227,912, an increase of 13% on the same period in 2006.

David Marshall, a business analyst at Edinburgh Solicitors Property Centre, says: "The levels of growth we are currently witnessing continue to exceed projections. At present, the supply of properties to the market in east central Scotland is simply not sufficient to satisfy demand."

Affordability and land availability are two of the biggest issues facing the housing market. The waterfront is well-placed to meet a substantial proportion of new, reasonably priced homes (see pages 31-35).

This is illustrated by an anecdote from Gary Scott, Edinburgh region sales director for estate agent Your Move. "A while ago, a representative of the Cypriot government came to see us with a view to investing its pension fund in property in Edinburgh. So impressed was the chap that he offered to buy all of the homes that Your Move was selling at that time. Every last property. While this ambition went unrealised, the Larnaca administration did acquire a number of properties around the city."

burgh. But for a city of our size we do punch well above our weight in the popularity stakes."

She's right. As one of Europe's top tourist destinations, Edinburgh isn't doing too badly. Its iconic castle remains the most popular attraction, with more than one million annual visits, followed by the Museum of Scotland. The Edinburgh Festival, held every August, is world famous for bringing aspiring and established members of the performing arts together for a month-long cultural celebration, while the city's New Year's street party draws hundreds of thousands of visitors and top-class acts from around the globe.

Of the Inspiring Capital brand itself, Falconer says: "We were looking for a coherent way of promoting Edinburgh. Inspiring Capital reflects the major role that Edinburgh has played in the development of the modern world in

medicine, science, economics and philosophy. It also links to where we are now."

Where Edinburgh is now is at the heart of Europe's financial services sector. Many leading institutions are based in the city, notably Royal Bank of Scotland (the world's fifth largest bank), Standard Life and Halifax Bank of Scotland, with over £300 billion of private and institutional funds controlled by the city's fund management community.

Charles Simpson is director of corporate banking for HBOS. "Over the years, we've built up a critical mass and an educated skills base," he says. "It's become a self-fulfilling prophecy. It would be difficult for another city (barring London) to compete," he says. "Bank of Scotland, the oldest clearing bank in the UK, was established here in 1695. Royal Bank of Scotland was founded in 1727 – a relative latecomer." >



Specialising in fields such as stem cell research, bioinformatics and microelectronics, Edinburgh was recently named the most enterprising area in Scotland

Science and technological excellence is another crucial area that Edinburgh would like to expand. Building on a strong tradition of innovation, the Edinburgh Science Triangle was launched in 2004, drawing together seven of Scotland's leading science parks. They include Roslin Biocentre, the birthplace of Dolly the world's first cloned animal, and close links to Edinburgh's universities.

Specialising in fields such as stem cell research, bioinformatics and microelectronics, the Triangle is already home to more than 3,300 world-class researchers and, city chiefs

Edinburgh Old College, in the heart of the historic Old Town, is home to science and engineering students.



believe, has the potential to create 15,000 new high-value research jobs and generate £750 million per year. It was recently named the most enterprising area in Scotland, winning the regional finals of the Department of Trade and Industry's enterprising Britain 2007 competition.

Edinburgh hopes to have the highest concentration of scientists in the UK by 2020, an ambition that links to another stated aim – to be the most economically successful, sustainable city in northern Europe. From the evidence so far, Edinburgh is well on its way. ♦

Waterfront cities around the world

Around 80% of cities are on some kind of watercourse, be it river, canal, lake or sea, and regenerating these urban quarters has become a priority the world over. So which examples have inspired Waterfront Edinburgh chief executive Colin Hunter? "There are many great examples of cities that have fantastic waterfronts," he says. "Barcelona, Cape Town and Sydney spring to mind (although they are all a bit warmer than here) as do Copenhagen and Boston."

Barcelona's waterfront is among its top tourist attractions. Before redevelopment in the 1980s, the port area was largely disconnected from the rest of the city, underused and lacking recreational activities. Easy accessibility, especially for pedestrians, has been key to revitalising the quarter, while the Olympic Games in 1992 saw the public transport system upgraded. A shopping centre, conference arena, aquarium and other leisure facilities have been introduced to the old port, while buildings of historical and architectural interest – such as a 19th century warehouse converted into the Museum of Catalonia – have been preserved.

Next to Øresund, the narrow strait separating Denmark from neighbouring Sweden, **Copenhagen** has attracted many plaudits for its regeneration programme. Sharing the same north European climate as Edinburgh, the Scandinavian city's design and architectural standards have been much admired. Its waterfront is now a bustling office location and hosts a number of cultural institutions, such as the new opera house, as well as restaurant and bars. The planning authorities are also developing the area as a residential destination with its various harbours earmarked as "water suburbs".

Boston's waterfront development began more than two decades ago. The east coast US city has similar geography to Edinburgh, with similar problems in expanding. The industrial decline of the port areas after the mid-20th century has made way for a full range of uses from homes, businesses and leisure pursuits, to hotels and tourist attractions. The regeneration of the waterfront is a process that continues today and Boston has built up an enviable track record of success, providing an interesting mix of islands, harbours, wharves and bays that acknowledge the heritage of the city.



Left to right: The waterfronts of Barcelona, Copenhagen and Boston.

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Leading the field in Urban Regeneration

Burness is the pre-eminent legal firm in Scotland within the field of urban regeneration, with a strong reputation for innovation in the development of specialist legal frameworks for a wide variety of regeneration projects. The focus of our work is often at a strategic level - helping to guide the development of the overall framework and the general shape of the project, rather than being limited to the more conventional role of the legal adviser.

Our client base within this sector is second to none. We formed five out of the six Urban Regeneration Companies (URCs) announced in Scotland to date. We also act for a number of major private sector players in regeneration, including both developers and funders. Our current portfolio includes eight major regeneration projects, each involving investment of over £500m.

Since taking on the role as legal advisors to Waterfront Edinburgh in 2006, we have provided advice on all legal matters relating, not only to property, corporate structures, construction and planning, but also in specialist areas which are of particular significance in a regeneration context, including environmental law.

Our practice within this field extends to a wide range of agencies and organisations which tackle the economic, social and environmental aspects of regeneration in both the public and third sectors. The strategic framework set by the Scottish Government emphasises the need to address these other dimensions in addition to the physical aspects of regeneration. Our involvement with local development companies, employment/training agencies, community development trusts and other bodies operating in these areas means that we are able to bring to bear a unique perspective in advising clients in this sector.

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Building the future

Just how is north Edinburgh's 309 hectares of brownfield land being transformed into an exciting waterfront destination? And where are all the new homes, schools, shops and offices going to go? **Julie Macintosh** explains.

A new quarter for the Scottish capital is sorely needed. Edinburgh has to expand to continue the growth of its famously robust economy. Hemmed in geographically by coastline and greenbelt and with much of its civic heart under heritage protection, space in the Scottish capital really is at a premium.

Granton represents a chance for Edinburgh to create a 3km city waterfront of international stature, with a high-quality, high-density living and working environment fully integrated – socially as well as physically – with the neighbouring communities of North Edinburgh.

The development of the area, representing investment potential of at least £7 billion, is being undertaken by three developers. From west to east, they are: National Grid Property, which owns the 44ha Forthquarter site, a former gasworks between Marine Drive and Waterfront Avenue; Waterfront Edinburgh, in charge of 48ha around the Strand and Caroline Park House and 1.3km of the waterfront itself, and Forth Ports, which covers 33ha in the Granton Harbour area, 40ha to the east, at its Western Harbour development in Newhaven, and 144ha in Leith Docks.

Colin Hunter is chief executive of Waterfront Edinburgh, created to facilitate development of the waterfront. He believes that the impact of the redevelopment will be felt far and wide. "The regeneration is of huge significance in ensuring the sustainable growth of the city and the economic prosperity of the wider city region and Scottish economy. The development will provide around half of the city's new

housing land requirement and significant opportunities for new commercial, business, tourism and cultural facilities.

"The vision is for high-quality mixed communities as extensions to existing neighbourhoods, connected to the city by way of modern and flexible public transport systems, including a new tram line to the city centre and Edinburgh Airport."

It is also a local issue. North Edinburgh is one of the city's most deprived neighbourhoods, suffering a variety of problems including above average unemployment, high crime rates and social exclusion. New transport links and improved access to a currently inaccessible waterfront are just two of the benefits on offer. Thousands of jobs will also be created both during the construction phases and once the regeneration is complete. The developers recently signed an employment accord pledging to try, wherever possible, to match jobs to local people.

While change is already visible, the makeover won't be completed overnight. Turning a large swathe of post-industrial land into a mixed-use neighbourhood is a long and complex process and is likely to span at least the next two decades.



Above and below: Barratts' Fusion development will offer 176 one- to-three-bedroom apartments. Right: Forthquarter park, looking towards the Scottish Gas HQ.



NATIONAL GRID PROPERTY

The 44ha regeneration of the former Granton gasworks site could be seen as the kick-start for the transformation of the area. National Grid Property's review of work required at the former Granton gasworks site in the 1990s revealed that despite presenting major challenges, this was a prime location ripe for regeneration.

After lengthy and costly remediation of the site – including the re-engineering and relocation of a network of gas pipelines, significant infrastructure improvements and demolition of two of the three gasholders– Scottish Gas gave its seal of approval to the project by moving its Scottish HQ to the newly created Waterfront Avenue, bringing 1,200 employees and the site's first major office development. Designed by Foster + Partners, the building was named winner of the British Council for Offices Commercial Workplace award that year.

Another major success was celebrated when Edinburgh's Telford College opened the doors of its £70 million state-of-the-art campus, welcoming 20,000 students and 600 staff to one of the largest further education colleges in the country. Principal Ray Harris believes the college has already established itself within the commu-

nity and become an integral part of the local landscape.

With Telford College and Scottish Gas providing much needed vitality and – crucially – customers, it's no surprise that a major retail development is on its way. Supermarket giant Morrison is set to open a 10,500sq m local centre in spring 2008. This will include a 7,500sq m Morrisons supermarket, cafés, restaurants and bars catering for the retail and leisure needs of the community and bringing more job opportunities to the area.

Outdoor amenities are also taking shape, with the creation of the 8ha Forthquarter Park – complete with landscaped woodland areas, water features and a wildlife friendly pond with walkways and cycle paths – almost complete.

This dynamic mix of public open space and attractive meeting places is exciting plenty of interest from housebuilders too, with Bellway, Barratt, Cruden, and Kenmore all investing in Forthquarter. Residents are already at home at Bellway's 'Malmo' scheme. June Sutherland of Bellway Homes East said: "This development is ideal for first-time buyers looking to get on the property ladder in Edinburgh".



take your business to the next level



The Forthquarter is an established and vibrant mixed-use development with the potential to provide over 600,000 sq ft of commercial and mixed use accommodation.

Scottish Gas headquarters opened in 2003 providing 103,000 sq ft of open plan office accommodation. It was awarded 'Commercial Development Of The Year' in 2005 and has since amassed a host of industry awards.

Edinburgh Telford College invested £70m in a 300,000 sq ft purpose built, state of the art campus which opened in 2005 catering for 20,000 students and 600 staff.

Wm Morrisons Supermarkets plc, one of the country's leading retailers is creating an 8 acre Local Centre including: a Morrisons food store and customer café, shops, offices, bar/restaurant and student accommodation.

An attractive mix of 2,000 quality, desirable and affordable homes are transforming the Forthquarter into a vibrant new community.

£2m of investment has created 20 acres of landscaped open space with boardwalks and water features with access to the waterfront and surrounding attractions, which include a golf course and two marinas.

With stunning views across the Forth to Fife, the development highlights the benefits of the Forthquarter as a prime business location:

- Environment
- Design
- Accessibility
- Cost.

The Forthquarter is easily accessible from Edinburgh airport and only a short drive from the city centre. The area enjoys excellent public transport connections that will be improved by the arrival of the Edinburgh tram route.

For information on plots available for purchase and or Design and Build options available contact:

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Left: The 8ha Forthquarter Park.
Below: George Wimpey's Harbour Green scheme of townhouses and apartments.

The mix of public space and meeting places is exciting interest from housebuilders

The construction of 150 affordable homes under the Places for People initiative due for completion in summer 2009 will provide a range of well designed homes for affordable rent or for sale through Homestake.

Welcoming the start of the Forthquarter's first affordable housing, National Grid Property's Fiona McKenzie said: "We recognise the importance of ensuring that residential areas at the Forthquarter attract a good mix of people to help form the foundations of a lasting community."

Mark Rylance, regional property manager for National Grid said: "The continued development of the entire Granton Waterfront area is providing new choices and opportunities for a growing community in this new city quarter. It is important that we continue to attract the right interest and investment and work with stakeholders to ensure that individual ideas and intentions complement and benefit those of our neighbours and the existing community". ♦



WATERFRONT EDINBURGH

With more than a kilometre of land on the waterfront itself, the potential offered by Waterfront Edinburgh's 48ha site is abundantly clear. Vast swathes of post-industrial land give way to stunning views across the Kingdom of Fife, the Firth of Forth and the Forth Bridges. Quiet, rugged and strangely romantic, until recently this area held little wider appeal to the good people of Edinburgh and – in any case – was completely inaccessible anyway.

Not any more. Now that the early stages of a mixed-use regeneration that will eventually include 3,000 homes, 75,000sq m of commercial space and 35,000sq m of cultural attractions are complete, what began as an ambitious vision almost eight years ago is fast becoming reality.

Buyers were eager to snap up the initial housing developments: Harbour Green, a collection of townhouses and flats by George

Wimpey, and Upper Strand, by a partnership of the Burrell Company and Places for People which includes an iconic 10-storey tower and will eventually contain over 500 homes.

The first residents arrived over a year ago, seemingly agreeing with Wimpey sales and marketing director Karen Armstrong that the properties offer "quality and choice". Affordability – a quality often sought but rarely found in the Scottish capital – is another selling point both developers are keen to highlight.

The new community emerging is altering the way people view this part of town. "Perceptions have changed," says Andy Burrell, managing director of the Burrell Company. "People already see Granton as an up-and-coming area."

This important observation reflects the social aspirations of Waterfront Edinburgh. As a joint venture between Edinburgh City Council and Scottish Enterprise, improving the fortunes of >

This picture: The waterfront site from the west.
Below: Upper Strand



We're about creating jobs, affordable housing and fantastic public space in a setting that's exciting and interesting to visitors

what has been a down-at-heel community is a key aim, as is facilitating the development of the wider waterfront.

"We're about creating jobs, affordable housing and fantastic public space in a setting that's exciting and interesting to visitors," says Colin Hunter, chief executive of Waterfront Edinburgh. The point is reiterated by Steve Cardownie, chairman of Waterfront Edinburgh. "We are pursuing a number of major projects which will result in employment opportunities for the local community," he says. "We are working closely with local agencies and groups to maximise the benefits of these initiatives."

The company recently published a five-year business plan, re-evaluating the scheme to ensure that social benefits are at the forefront of all decision-making. Hunter explains one new direction for the regeneration: "The original masterplan assumed a high density of apartments. But changes in the property market, in particular an oversupply of expensive two-bedroom flats, make it prudent to re-value based on a blueprint that has less development, but full planning consent." So, it looks like we'll be seeing more family housing in the future.

Waterfront Edinburgh has gone back to architect Page and Park to work on an updated version of the overall masterplan, first published in 2003. According to Hunter, this will be just one highlight of the next year. "We hope to get the old Madelvic car factory site moving shortly, and we are working in partnership with developer Buredi [a joint venture of the Burrell Company and EDI] to make this happen," he says. As the factory was the UK's first purpose-built car plant, built in 1899, this promises to be a landmark development.

"Work is due to begin shortly on Madelvic 8, currently an unused car park," continues Hunter. "This has been acquired by Places for People and will include around 50 residential units, a number of which will be townhouses, and two storeys of commercial space."

Perhaps most exciting of all, Waterfront Edinburgh is about to embark on what will be known as Granton Village. At the moment a collection of attractive listed buildings, it will become the heart of the regeneration project, attracting creative industries into a true mixed-use community, with secure sense of place. ♦

continued over page >



Waterfront Regeneration: The difference is our commercial *edge*

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FORTH PORTS

The ambitions of Edinburgh's waterfront regeneration were illustrated perfectly recently when Forth Ports submitted Edinburgh's largest ever planning application for the 144ha Leith Docks.

The history-making development – which expects to generate £5.46 billion private sector investment in the area – proposes nearly 16,000 homes (a quarter of which will be affordable) and is expected to create almost 12,000 jobs. The regeneration is expected to take up to 30 years and will feature nine 'urban villages', including a commercial, retail and leisure centre.

With more than a nod to the heritage of the area, around 10% of land will be dedicated to industrial uses. About 100,000sq m of commercial, 80,000sq m of retail and over 10,000sq m of cultural space (there's talk of concert hall potential) is planned for Leith Docks, alongside new transport links and a rejuvenated public realm.

Tony Kettle, managing director of RMJM, the architecture firm commissioned to draft the outline plan for the area, comments: "The redevelopment of the docks will allow Leith to connect to the water's edge for the first time in three centuries, and help to cultivate and complete Leith as a place."

For Forth Ports chief executive Charles Hammond it's about looking at the wider picture: "This has real potential to make a huge economic contribution to Edinburgh and Scotland," he says. "The submission of this application is an important step forward in what will be a long term process to enhance Edinburgh's position as one of the world's great waterfront cities."

In total Forth Ports is regenerating a mammoth 180ha of waterfront stretching from Leith to Granton. The company started regeneration activity on the Leith end of the waterfront in the



Forth Ports' plans will transform the waterfront from Granton to Leith.



"This is an important step forward in a long-term process to enhance Edinburgh's position as one of the world's greatest waterfront cities"

1980s, leading to the opening of the Malmaison Hotel, the development of the Scottish Executive building, Ocean Terminal Shopping Centre and Rennie's Isle a decade later.

Alongside Leith Docks, the next phase of transformation includes the 44ha Western Harbour and the 33ha Granton Harbour site. The former is set to offer almost 3,000 homes of which nearly 20% will be affordable. The 452-apartment Platinum Point by developer Gregor Shore has already welcomed residents, a Next Generation gym is up and running and, following the refurbishment of the old Fish Market, the prestigious Loch Fyne restaurant chain has opened at neighbouring Newhaven Harbour.

Housebuilders Wimpey and Barratts are also active in the area, while the first phase of 100 affordable homes by Leith Housing Association is expected to get under way soon. Supermarket chain Asda hopes to begin work on a new store for its Western Harbour site next year.

The public realm will also feature strongly, with Lighthouse Park at the north east tip of the development due to be complete by the end of 2007 and another park – the size of two football pitches – also planned.

At Granton Harbour, more than 3,000 new homes will be on offer. Nearly 20% of these are earmarked as family housing (a figure that could yet rise) and a further 20% will be affordable. Off-plan sales so far stand at an impressive 50%. ♦

WAY OUT IN BROWNFIELD

Development is an inherently risky business and, as calculated chances go, it doesn't get much riskier than brownfield regeneration. Contamination, remediation, land fill, poor infrastructure and social exclusion are just some of the challenges facing developers of post-industrial sites. And that's before we get started on the "unknown unknowns".

But brownfield development can reap huge rewards too – social, environmental and, of course, financial. It's been one of the most cherished government policies of the past decade, hailed as the panacea for regenerating Britain's cities. The rationale makes perfect sense: we need more developable land, especially for housing, so why build on precious greenbelt when vast swathes of urban space is redundant?

In 1999, the Urban Taskforce set out to promote the development of post-industrial sites. By November 2005, its leader Lord Rogers said he believed progress has been made. "Today, a national average of 70% of new development is on brownfield land, compared with 56% in 1997.

"Our vision is of a planning system that takes every opportunity to use brownfield before greenfield sites," noted the renowned architect – an ambition that has probably raised a few eyebrows on both sides of the planning divide.

Although the taskforce didn't focus on Scotland, with its industrial heritage spanning quarries to chemical plants (and much else in between), Edinburgh's waterfront fits Rogers' vision perfectly. All three sites have complex and time consuming clean-up needs, costing developers large sums of money.

For its part the British Urban Regeneration Association (BURA) welcomes the continued focus on brownfield development. "Brownfield land must remain the clear priority for housing development. However, the government must ensure that assistance is given to organisations that wish to redevelop long-term, unviable derelict sites."



RMJM: REGENERATING LEITH DOCKS

RMJM's framework for the regeneration of Leith Docks, the largest planning application in Edinburgh's history, was submitted in September by Forth Ports.

RMJM has been working with Forth Ports since 2003 to develop this framework, laying the foundations

for the next 30 years of development within Edinburgh.

RMJM's expertise spans a wide range of key sectors, from masterplanning and waterfront residential developments to corporate headquarters, major public buildings and all types of education projects.



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Talking point

What next for the Waterfront? Toby Fox, Sarah Herbert and Waterfront Edinburgh gathered together the main players in Granton's transformation to discuss the burning questions of the development.



THE PANEL

- 1 COLIN HUNTER**, chief executive, Waterfront Edinburgh
- 2 ALISDAIR MCINTOSH**, head of regeneration policy, Scottish Executive
- 3 DAVE ANDERSON**, operations director, Scottish Enterprise Edinburgh & Lothians
- 4 STEWART MACINTYRE**, sales and development, National Grid Property
- 5 KEITH ANDERSON**, waterfront partnership director, City of Edinburgh Council
- 6 DAVID CLEMENT**, director of development, Waterfront Edinburgh
- 7 NICK PATERSON**, associate director, Foster + Partners
- 8 NATHAN THOMPSON**, property director, Forth Ports
- 9 DAVID GRANT**, regional director, CBRE
- 10 JOHN BROWN**, residential director, DTZ Residential
- 11 JAMES LESLIE-MELVILLE**, head of real estate, East Scotland, Bank of Scotland

Q. How can we ensure that Edinburgh's waterfront competes successfully with established, international, waterfront cities?

CH: We need a product that is of a quality that will sell to the end user, a quality that is world-renowned. We need something like Sydney Harbour. Something which people can look at and know immediately this is Edinburgh, this is the Edinburgh Waterfront.

We have to take responsibility in the planning which allows us to have some iconic buildings, along with the more traditional.

DA: We need to produce a development that passes the sustainability test and balances economic, social and environmental issues in a well-planned way.

Along with excellent design quality we

need to think what would mark out Edinburgh and make it distinctive. What's its USP? Iconic architecture? Consideration to green space? The way we develop the environment? It needs to be animated, attracting not only residents, but also people who will visit the old town, new town and historic part of Edinburgh. We need also to think about what kind of businesses we want to locate on the Waterfront. It strikes me that creative industries would be compatible and might be attracted down here.

AM: Quality and distinctiveness are intertwined. The other key points are that to compete internationally the Waterfront needs to be successful in its own context, meeting local needs.

There is also definitely an issue of awareness-raising, and a very important job to be done in building on things like the Waterfront >

Left to right: David Clement, Nick Paterson and Nathan Thompson.



Communities Project as a means of projecting awareness of the Waterfront more widely.

DG: Quality of product has to be born against value and the valued cost. At the moment we've got a very similar product in Leith – two-bedroom flats in the main – and it's clearly not working. We need to look at what the purchaser wants first, and then add in the quality and the sustainability second.

DA: I think it depends whether you are seeking to optimise the value of a community that is ours. I certainly share your view that the market in Granton is not looking likely to adjust any time soon to very high-value penthouse apartments, but that to some extent is viewed from the perspective of Granton's history. If we're ambitious enough we can bring about an adjustment, but it's certainly not a short-term process.

SM: There are many layers as to how we can compete successfully internationally. Firstly, to compete within the city, it needs to be attractive to people living and working in Edinburgh. From an international perspective, Edinburgh has got a lot going for it. It's got the old town, new town, many iconic buildings... it's very high profile internationally. What the Waterfront doesn't have at the moment is a fundamental driver like Barcelona had with the Olympics – something had to happen there very quickly.

To compete internationally we need to create a place of interest to international visitors.

With whom are we competing and for what? It falls into two spheres. From a business perspective, we have to make the Waterfront an attractive and viable business location. Secondly, there's the tourist market. If we are to attract people into the Leith/Granton area, whether it's through a cruise liner terminal or whatever, fundamentally we must have a living, vibrant area where people enjoy living and working.

KA: This development is unusual in an international comparison by being private-sector led. Most other very large waterfront redevelopments in northern Europe have large publicly available land, driven in a slightly more top-down way. We are dependent on what the market is telling us.

We have not had the public sector commitment to the key infrastructure going into place first, unlike most other European cities, which ensures the pace of private development is more predictable and acceptable. To be an internationally successful place with connectivity to existing communities, sustainability and design quality are given as basic 'must do's. We need now to translate that in detail.

NT: Where we have succeeded in the past is where we've developed in clusters. Looking at the development on the shore, one has created a place from which we can springboard. When you have 200ha here on the Waterfront you cannot develop in a peppercorn fashion. At Forthquarter, the office building, technical

college and Morrisons will create a heart to the west for the residential to spring off. WE need to ensure this focus is maintained.

If the public sector really wants the development to compete with other major waterfront destinations, they need to provide support in putting in the infrastructure. From there we can develop the plots to accord with market demand. The public realm needs to be of the highest quality.

CH: We have to realise the scale of the development. We are talking about 35,000 housing units. To put this in perspective this is larger than the town of Livingston in West Lothian. Delivering this new expansion of Edinburgh needs a co-ordinated and strategic overview.

NP: The Forthquarter site is slightly smaller than Craig's original new town plan, which took 100 years from conception to completion. By the time it was largely complete the buildings which had started the process were redundant and being demolished and replaced by Victorian architecture. That took 100 years of changing views, changing aspirations, changing architectural style and changing ambition....

KA: And we are trying to do it in 30. Is your point that that's wrong?

NP: The contemporary demand is for speed, instant gratification.

KA: Edinburgh has to accommodate 34,000 >

The contemporary demand is for speed, and instant gratification



Top: Nick Paterson.
Near right, left to right: Nathan Thompson, John Brown and David Grant.
Far right: Colin Hunter.

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ROSLIN CELLS CENTRE, Paul De Sousa – Establishing excellence in stem cells

Established as a collaboration between the Roslin Institute, University of Edinburgh, SE Edinburgh and Lothian and the Scottish National Blood Transfusion Service, the Roslin Cells Centre will create stem cell lines for research and clinical use, helping to accelerate the translation of stem cell research into effective clinical treatments of diseases such as leukemia, Parkinson's and diabetes.

SHERATON GRAND HOTEL AND SPA, Dawn Stanley – Workforce Development

Sheraton Grand Hotel and Spa in Edinburgh introduced its Modern Apprenticeship programme with funding from SE Edinburgh and Lothian. Employees study for their MA qualification while working in the reception, housekeeping, food and drink service departments within the hotel. By delivering the programme in-house, Sheraton has ensured that the vocational training has met the needs of its business and helped to improve customer service and satisfaction.

ERT (SCOTLAND) LTD, Iain Mathieson – International Trade Support

ERT (Scotland) specialises in marine environmental consultancy working with companies in the international Oil and Gas sector, as well as with conservation agencies. SE Edinburgh and Lothian has worked closely with the company to develop its international and marketing profile, targeting key sectors overseas. This support helped ERT to secure a number of new international contracts in Africa and South America, enabling the company to continue its recent growth.

Paul De Sousa

Dawn Stanley

Iain Mathieson

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Scottish Enterprise

Left to right: Toby Fox (3Fox International), Colin Hunter and Alisdair McIntosh.



All sorts of things are being thrown up in the air right now — there's the requirement coming for 25% new-build to be affordable housing, there's the Edinburgh housing standards...

households by 2015. Managing the brownfield redevelopment is absolutely core to that. We can't have greenbelt release in an undisciplined way.

The unique selling point about Edinburgh is its seven hills and its accessibility to open space and fresh air. It's in everybody's minds. The waterfront has an enormous part to play.

JB: Edinburgh is leaking family homes to all the other counties. That is driving prices mad for family homes and flats. Edinburgh has a population of 450,000. It is not Barcelona, Birmingham or London. The city faces to the sea so we can only come to it from one angle.

We should work with communities and go along with the connectivity points which have just been made. We need to do something that encourages the development community and appreciates the size of Edinburgh which, like our Scottish teams, fights well above its weight in an international market.

KA: But the interesting thing is that Edinburgh was a denser place in the 1920s than it is today. So the fact that it is a compact city is deep in its history. Families have been prepared to, and still do to this day, live in high-value tenements districts. High-density doesn't mean high-rise.

SM: All sorts of things are being thrown up in the air right now — there's the requirement coming for 25% new-build to be affordable housing, there's the Edinburgh housing standards... Looking at it from a private sector landowners' perspective, all this is reducing the bottom line.

KA: Affordable housing policy was a new requirement introduced gradually from 2001. We review its effectiveness every year, and whether it's delivering and doing what we want. The council reasserted our case to central government to ensure a stream of housing association grants subsidy for the bricks and

mortar, but not the land costs. We'll continue to focus on that central requirement. It's the one big risk to sustainable growth to the city — not having enough affordable housing.

Q. What can be done to help the Waterfront development?

KA: By having a local plan which is clear and a system which is up to date, and the determination to work with central government, and other agencies, to explore other funding mechanisms in addition to section 75.

NT: One of the problems we've had historically is not having a high-profile economic development officer in the city. It's unusual when working on a development of this size not to communicate with the head of economic development. The other thing the city is missing is the 'Bernstein Factor', such as in Manchester.

>



Above left: Colin Hunter.
Above right: John Brown (left)
and David Grant.
Right: Stewart MacIntyre.

KA: The leadership of it has been quite clear. We've had a far stronger sense of leadership in the planning service than the city's had in a long time. You may disagree with some of the objectives going around but it's been very clear.

AM: We need to be a little bit careful about all the 'if only' arguments – if only there was more public funding, if only there was infrastructure in place before we even began, if only the council were faster at planning...

We have an opportunity to look at different ways of funding major projects, the Waterfront, or across Scotland, and the prospect of a new national planning framework, which could help to ensure a more co-ordinated approach to providing infrastructure for the Waterfront. What is the Edinburgh Waterfront? What makes it more than a collection of individual parcels or projects?

AM: There are other places where different approaches have been tried and have worked. What is stopping similar approaches being taken here, in terms of bonds or whatever else? Clearly there are lots of difficulties involved but

now is a pretty good time to be having these types of discussion. The central point for me is that there has not been a powerful single voice with a powerful single message.

JB: We need to take an investment mentality here and say 'if we could put this money in, what return will it generate?' We've got a fantastic potential proposition here which says that if you are prepared to invest for the long-term you will get much greater returns, increase prosperity of the area and reduced cost of the social provision you're currently bearing.

AM: Absolutely. I've been very encouraged by the way that in discussions on regeneration among ministers there has been a very explicit recognition that it's time to be thinking about investment rather than straightforward grant funding, which is not the most intelligent way of looking at the world.

KA: There is a need to ensure the various developers' masterplans are knitted together, to support connectivity, proper pace, quality and sustainability.

The local Edinburgh plan has both Granton and Leith as the two key areas of major change. We need an achievable phasing plan about transport, coastal wall defences, sustainability and so on. And connectivity with the hinterland is really fundamental.

NT: The transition from one development to another should be seamless. Greater sharing of information across the waterfront about what we're doing will help people plan properly and think what we have in our plans. Forth Ports has a very open approach.

JB: Edinburgh has potential for quite a lot of growth of commercial space, but the problem we've got is the number of people who are available to work in those places. There's a skilled labour shortage and of course, the high cost of housing.

DG: John's correct: we're talking aspirationally rather than actually looking at the nuts and bolts of the overall picture. There's a huge issue with houses moving out of the city. Should all the high-rise be on Granton? And then there's

Forthquarter family housing. I don't agree that families want to live in flats – they want a front and back door of some description.

JB: We have got a lot already achieved and in place. We just need to make that place now more understandable and for the development community to invest with others. That requires the stakeholders to discuss land release so that people understand it.

CH: One of the messages that is absolutely crucial is that it's not about structures; it's about people and about communication. We all want to work together. It comes back to two main themes – communication and funding.

Q. What about the infrastructure?

JB: We do need something on the tram. I think we should have a painted Waterfront bus that goes around the community of the Waterfront, with a little bit at the back saying 'trams coming soon'.

KA: At least the multi-utilities diversion framework contract is started, clearing all the pipes and electrical framework under the street from where the tram is going to be. This is a ground-breaking contract, with 17 companies agreeing to relocate their services, at once in one contract.

SM: The tram is key to transport sustainability. While I'm delighted that the line from the city centre down to Leith is going ahead, the tram to Granton would give people in that area access to jobs, access to the city centre.

KA: The city is absolutely determined to seal the case, and wants to deliver that tram to Granton. We need to close that funding gap. It's not a 'no', but we're on an amber light not a green. Are there economic difficulties in building sustainable buildings?

DA: On one level we can look at sustainable development as a threat, or we can look at it as an opportunity. This is a subject that isn't going to go away. Therefore, we need to start being creative and seeing this potentially for an opportunity for differentiation by embracing new forms of design.

I think there are also social dimensions of sustainability, with an ageing population,

people with disabilities, people living longer, climate change and the requirement for a more robust construction, cycle paths, places for people to walk round, and green space. We can look at this on a house-by-house basis, in terms of heating and everything, but we actually need to take a much bigger strategic perspective on these issues.

SM: I couldn't agree more. It's wider than looking at the buildings, and even wider than looking at the local area. There are a lot of misconceptions about putting small wind turbines on top of buildings in cities – it's not a viable option.

DG: There are features, maybe the heating or insulation, that make the public think 'yes, that's fine' but there are other factors. If you had two identical properties in the same location and one was more expensive than the other because it is more sustainable, I wonder if people would be prepared to pay that extra. Certainly in Edinburgh a lot of people are pushed to the limit.

Q. What should be the next step for Edinburgh's Waterfront? What's the single most important thing that needs doing?

AM: I think we should start with the partners. It is not really the role of the Scottish Executive to tell everybody else what they should be doing.

DA: We need to get together and to identify sensible phasing plans. And then look at how we get some traction on Edinburgh's funding mechanisms and a coherent business case, and ask the Scottish Executive to help us out early on with the key infrastructure. Without the resources to tackle things like the cruise

terminal, trams and sea defences we are going to see continued fragmentation and piecemeal development and we certainly won't be producing a waterfront of international standards fit for the 21st century.

SM: On a more local basis what I'd like to see is the council planning department taking an overall look at the real impact of all the emerging policies.

NP: I echo what others have said. I'd like to see high-quality buildings going up and the kind all of us would like to live in.

NT: Luckily we're all fairly good at juggling because we're going to need to be. If I had to choose key points it would be the phasing, developing in clusters, consents and funding.

DG: We need to look at what the consumer is looking for – whether it's commercial, leisure, or particularly residential – and obviously take a forward view on housing trends over a period of time. One day it might not always be, who knows, but there's a demand for one-beds and family housing at the moment.

JB: I think I'll go with Nike. Just do it! ♦

We need to look at what the consumer is looking for — in commercial, leisure, or residential — and obviously take a forward view on housing trends over a period of time

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Home stretch

So, what will draw new residents to Edinburgh's waterside? Jonathan Morrison investigates the appeal of the city's new quarter.

"It's just change, change, change," said Diane Marsden, who started her love affair with Edinburgh as an economics student at Heriot-Watt University. She now works in the financial services sector and has bought an apartment in Waterfront Avenue in Granton, one of the new waterfront developments. "Once upon a time students would never live down there because it was too rough. Now they can't because it's too expensive! But I went to university here nearly 10 years ago, so feel the waterfront is finally growing up and prospering just as I have, at about the same point in time."

Leith and Granton have come a long way since providing a background for the film *Trainspotting*. Now, tourists come here to see the retired Royal Yacht *Britannia*; it's a major administrative centre for the Scottish Executive; and the Leith Festival has ambitions of rival-

ling the international festivities in the centre of Edinburgh. And as links improve between the historic city and the increasingly vibrant, modern waterfront district – seemingly an essential component of "world-city status" in the 21st century – yet more tourists will visit, and more blue-chip companies will invest in the area.

"People can only live in a museum for a few years," says Marsden, "which is why Edinburgh definitely needs a new quarter. My friends think Edinburgh is great, but the city centre is still virtually medieval. They love coming to visit the city, but wouldn't want to live here, even with all the bars! They prefer their ultra-modern pads in London, their commute on the DLR. I think they're mad and are going to be proved very, very wrong when they see what's being built up here!"

Change is coming in fast, heralded by an unprecedented collection of the world's best architects



Above right: Inside Barratt's Fusion development on National Grid Property's Forthquarter.

Far right: Public art will enhance all the Waterfront developments.

Martin Brown, a Glaswegian visitor, admitted: "This is a potentially unbelievable development. I work in urban design and this could be the Scottish equivalent of the Vauban sustainable community in [Freiburg] Germany, or Borneo in Amsterdam. Urban designers and students will want to visit these developments... start being proud!"

Change is coming in fast, heralded by an unprecedented collection of the world's best architects. Not everyone will have heard of Terry Farrell, Ken Shuttleworth, Robert Adam, or CZWG Architects, although Foster and Conran are, of course, more famous. But it's the sort of roll of honour that causes mouths to drop open in architectural and development circles. You get the sense that if they can't create the stand-out waterfront development of the new century, with nearly 10km of spread canvas to work on, then nobody can.

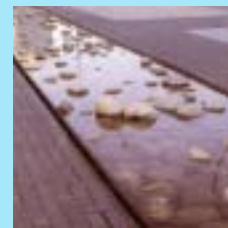
The painting analogy is appropriate, given ambitious plans for integrating not just the shops, offices and houses, but cultural activities as well. As the Britannia coup has demonstrated, the waterfront area is not going to be content being a satellite dormitory role for the mainstream cultural activities of Edinburgh. Everyone's determined to pull their own weight. Ocean Terminal in Leith played host to the MTV Europe Music Awards in 2003, and, says Mark Rylance, regional property manager at National Grid, currently overhauling the former gasworks site at Granton, "our site at the Forthquarter and much of the rest of the Edinburgh waterfront could play a key role in offering space for events of international calibre."

Tourists and residents will certainly benefit from a full range of culinary experiences (the seafood is, apparently, not to be missed) follow-



ing Leith-based examples such as the upmarket Malmaison Hotel in a stunning conversion of the former Seaman's Mission. The pioneering chain started life on the Leith Shore.

Forth Ports has played a particularly important role in bringing art to the waterfront, with a proposed sculpture trail that follows the water of Leith Walkway, linking the galleries in Edinburgh with the area. And Waterfront Edinburgh's part of the development will be rich in public art and public realm enhancements, such as Vincent Butler's *Going to the Beach*, Saltire Square's bronze statue of a 1950s family going to the seaside, plus many other works of art in the pipeline, and a 635m-long pedestrian and cycle route, providing the first ever direct public access to the water's edge. Flanked by trees and plants, the route will benefit from the atmospheric use of coloured lighting as well as shallow water pools and >



Genesis

BE PART OF THE RENAISSANCE AT GENESIS

Cruden Homes' stylish 'Genesis' development, located along the Forth shoreline in Granton, a stones throw from Edinburgh's city centre, has certainly been making big waves with homebuyers.



As Forthquarter emerges as one of Edinburgh's hippest new boroughs, homebuyers are eager to take up residence at Cruden's Genesis development. Since the official launch in early 2007, this contemporary collection of one, two and three bedroom apartments has been hugely popular, with almost all of the 118 properties in phase 1 already sold out.

Designed by award-winning architects Gilbert Associates, Genesis is undoubtedly one of the city's most stylish urban developments, while

the site occupies an enviable scenic position on the shores of the Firth of Forth, affording inspirational views to the Kingdom of Fife and Edinburgh's famous skyline.

"Young urbanites have just been lapping these apartments up and it's hardly surprising, as not only is this area fast becoming 'the place to live', but the high quality finishes, combined with the forward thinking design aspects at Genesis, makes them extremely desirable for today's new breed of fashion-conscious

buyers," says Sarah Stanger, managing director of Cruden Homes (Sales and Marketing) Ltd.

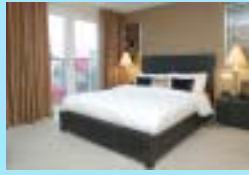
With an eclectic range of 250 one, two and three-bedroom apartments to choose from in total, Genesis promises something very special for everyone. Potential purchasers should keep their eyes peeled for the eagerly awaited launch of phase 2, which is expected soon.

For further information, please visit the sales office on Marine Drive.

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“It’s fair to say that many of Edinburgh’s problems are the result of its success: with 30,000 new jobs projected for the city by 2015”

cascades. National Grid Property is developing the 8ha Forthquarter Park, fully planted and landscaped, on its site, with the long-established Granton pond, remodelled to improve the habitat for wildlife.

It’s fair to say that nowadays many of Edinburgh’s problems are the result of its success: with 30,000 new jobs projected for the city by 2015, and a third of those possibly in the waterfront area, there’s a shortage of quality housing. The average price of a city centre home is now £239,000, putting it out of the range of many first-time buyers. With around 15% of new housing destined to be affordable, the three main waterfront development areas are seeking to provide an alternative for key-workers.

Dave Anderson, senior director of operations at Scottish Enterprise Edinburgh and Lothian, said: “Edinburgh has the potential to have one of Europe’s leading waterfront developments but it faces growing competition from other international locations.” And councillor Tom Buchanan, convenor for the Economic Development Committee for the City of Edinburgh Council, added: “Edinburgh’s Waterfront is one of this city’s most important growth areas – the opportunities it presents for the city are numerous.”

The waterfront is now second only to the city centre in its potential to define Edinburgh’s image in the 21st century – at least for outsiders. Perhaps more importantly, as Marsden says, “it’s simply a great place to live.” ♦



LIVING ON THE EDGE

There’s just something about living close to water: the freshness of the air, the view across burnished ripples as you sip a beer at sunset, perhaps even a sense of being close to infinity, or just of having plenty of space around you to relax in and think. It’s primeval, atavistic: we feel safer being close to water. Nowadays, the main reason we feel safer looking out across the bay or river is because it represents a good investment.

It wasn’t always the case, but as the gasworks have folded up and the cranes have left the old docks of the UK, newly built properties on the abandoned harbour fronts and docksides have soared in value, consistently hitting the top-end of the local price range. Dockland-type properties in Bristol typically cost £200,000 for a two-bed apartment, compared to the city average of £160,000. In Cornwall, a waterside property valued at £850,000 sold within a short period earlier this year for considerably over a million. And it’s not just the UK – seafront apartments 40 minutes from LA in Baja California have seen 30% year-on-year increases in price – among the most dramatic in the world. Across the UK, you can expect to pay a minimum premium of 25% for the sound of whirling seagulls.

Part of the reason is the sheer newness of the developments – younger professionals like stylish, often minimalist apartments, while young families appreciate gated communities – and the fact that waterfront developments have opened up postal districts of land right in the heart of their cities. They’ve usually encouraged global, dynamic companies to set up offices as well, creating the sort of self-fulfilling prophecy that fuels demand, especially around bonus season. People will also, naturally, pay a premium for living centrally, or for living close to an outlying business centre like Canary Wharf in London, which now rivals the city for financial business. Can you put a price on an extra hour in bed? And while the rest of the housing market stabilises, waterfront properties will not only hold their values but continue to appreciate faster.

While you’re waiting, sitting on the balcony of your steadily appreciating pad, enjoy the view across the estuary and the harbour to the ancient Kingdom of Fife, the dark North Sea and the stunning Forth Bridges. You’ll have earned it – but you’ll only make a profit if you can tear yourself away.

Building a New Way to Learn



Located in the new Waterfront development, at the heart of North Edinburgh's revitalisation project, the new Telford College puts students at the forefront of modern learning with access to the latest in technology and resources. Founded in 1968 the College has since grown to become one of the largest Further Education colleges in Britain, with over 20,000 students. The College offers a diverse range of further and higher education courses over 24 curriculum areas with a range of ways to learn. The College also offers opportunities for employers through TTCS, the commercial training department of Edinburgh's Telford College. TTCS have since become established as one of Scotland's most flexible and responsive training and consultancy companies, for more details visit www.ttcstraining.co.uk

The campus environment features design innovations that facilitate the College's learning strategy and accommodate the trend towards individual learning. Edinburgh's Telford College's Principal Ray Harris said: "We recognised the need to allow for a range of modes of learning – project work, independent learning, work experience, classroom activities, breakout groups, and so on. It was important to ensure the College spaces were functional, flexible and able to adjust to future trends."

Teaching spaces are equipped with data projectors and interactive white boards with resources allocated to accommodate the trend towards individual learning with the creation of 'learning streets', spacious corridors housing touchdown desks and computers.

The heart of learning at Telford College is the Learning Resource Centre. This large area was designed to ensure all

students engaged in resource based learning as part of their preparation for lifelong learning. Computers, a lending and reference library, scanning and printing resources, language labs and careers information can all be accessed within this single space.

In addition to cutting-edge information technology, the College features a fully-equipped sports hall, dance studios and an award winning nursery – Waterfront Nurseries. The main student social area known as the 'Hub' is surrounded by a range of services including Student Services, The Studio hairdressing salon, The Spa beauty therapy salon as well as a wide range of tempting catering options and the College's own restaurant - Zero One. These facilities are also open to the public – in fact the whole campus is designed to be as accessible and welcoming as possible.

Officially opened in September 2006 by Scotland's former First Minister Jack McConnell the College stands at nearly 300,000 ft² making it the largest purpose-built college building Scotland has seen for over 30 years. Principal Ray Harris says: "We feel the campus has been a good investment in the community. The design supports the College's goal of delivering a curriculum that satisfies social, economic, and individual needs while broadening access for under-represented groups."

With an eye to environmental sensibilities, the new campus was designed to offer a sustainable, accessible, learning environment which combines sensitive modern design with environmental concerns. The new campus's demand for energy has been minimised using passive techniques to heat, cool, ventilate and illuminate the building.

Working it out

It's not just about newcomers and lifestyle. Noella Pio Kivlehan looks at what opportunities are in store for long-time locals.

Redevelopment of the waterfront is set to totally change the landscape of North Edinburgh's waterside. Alongside the physical transformation, it will also have a huge regenerative effect on the population of the area, with thousands of jobs created both during construction, and after the buildings are finished.

All those working at the waterfront are determined that regeneration should benefit the existing local community. All three developers working in the area recently signed a pledge to provide more local jobs, a vital part of improving life for local people.

Jim Galloway, interim service manager with the economic development unit at Edinburgh Council, is coordinating the project. "The aim is to match opportunity and need," he says. "Basically, we want to maximise opportunities for local people and to help local business benefit from possible supply contracts in both the

construction phase and once the regeneration is complete."

The council already has a 'virtual' construction academy which brings together employers, industry players like the Construction Industry Training Board and educators such as Telford College help to pool resources to deliver access to jobs and training. A recruitment centre opened on site two years ago and has already helped 450 people into work.

Galloway highlights the new Morrisons supermarket opening at the Forth Quarter site in the spring. "We are now training for construction jobs, and next spring we'll be running pre-recruitment courses for jobs in the store, with the aim of ensuring that 40% to 50% of staff are local," he says.

He acknowledges that turning round long-term unemployment trends won't be easy, but points out that "the developers have signed top

level agreements to share land release information, construction timings, and details of their contractors and subcontractors. This is a big step and it will be crucial in allowing us to provide employees to employers with the right skills at the right time."

Estimates of the total number of jobs created over the lifetime of the project vary, with some talk of at least 30,000 jobs being created in the respective schemes, and just one of the developers, National Grid, saying that it is "committed to ensuring that the local community benefit from the 9,000 new jobs expected to be created over the lifetime of the regeneration".

Whatever the number, it will have a significant effect on the area, which has three times the rate of unemployment found in the capital – 7%, compared to 1.9% in the rest of Edinburgh. The population was hit hard by the decline in industry of the area, especially the 1987 >

Edinburgh's Telford College, heavily involved in the area's regeneration, also runs the largest number of part-time training courses in Scotland, to help those in employment improve their skills.

The 7,500sq m Morrisons supermarket, due to open in spring as part of a local centre, will create around 400 jobs.



“Local people are getting jobs, and it’s having a real impact on the community. The finished development is going to be something to be proud of”

closure of the gas works, site of the National Grid’s development area, and of the closure of the last shipbuilder in the area in 1983.

The Edinburgh Waterfront Recruitment Centre, which is funded by Edinburgh City Council, has strong connections with Scottish Enterprise, Job Centre Plus, and Telford College, and helps with training people for jobs. It also has close connections with local employers. As well as Morrisons, Scottish Gas, which has a call centre near the area, has also approached the recruitment centre in the hope of employing local people.

Jim O’Rorke, manager of the recruitment centre, is cautiously optimistic. “I have read that at least 52,000 jobs will be created here. While that seems a lot, maybe eventually, over 50 years it could happen. In the short term, the final figure will be around 7,000 totally new jobs that don’t exist at the moment.” In its two years of existence, the Waterfront Recruitment Centre has already seen jobs created, firstly at the Ocean Terminal Shopping Centre, and adjacent Royal Yacht Britannia, which employs over 100 people. Soon to be finished, the supermarket under construction will provide up to 400 new jobs when it opens in April next year.

The emphasis for O’Rorke and his four-man organisation is setting up schemes and projects and identifying the people from the local communities who have the potential to be able to fulfil the jobs. “They may not fill the criteria for the Morrisons job today, but if we at least can get them to the stage where they would qualify for a similar job in the future that is what we are here for. Our priority is to promote people and the communities around here.” ◆



LOCAL HERO CLEANS UP

It is perhaps testament to how much the people of Granton need the new development in the area that Sylvia Rose slept for four nights in her car, in freezing temperatures, to secure one of the new-build affordable houses.

Sylvia, a resident of the area for the past 50 years, says that she wouldn’t have been able to afford to buy her property on Granton Mill Road seven years ago. But it’s not only the new developments that have restored a sense of pride to the area – Sylvia says that in this area previously infested with drug users people now look out for each other – it’s the additional jobs that are being created.

This includes employment on a small scale. Sylvia is one

of a number of locals who have started up their own businesses. She began Rosewood Cleaning Services two-and-a-half years ago with the help of a business incubator grant, a scheme supported by the local council. She now employs three people.

On a larger scale, Sylvia says that with Morrisons set to open up next year, “local people are going to get jobs, and it is having a real impact on the community. And as it’s only 20 minutes to the city centre this should have a knock-on effect in bringing other businesses to this part of the city.” She adds that all the development is “exciting, and unbelievable that it’s an ongoing project. When finished it’s going to be something to be proud of.”

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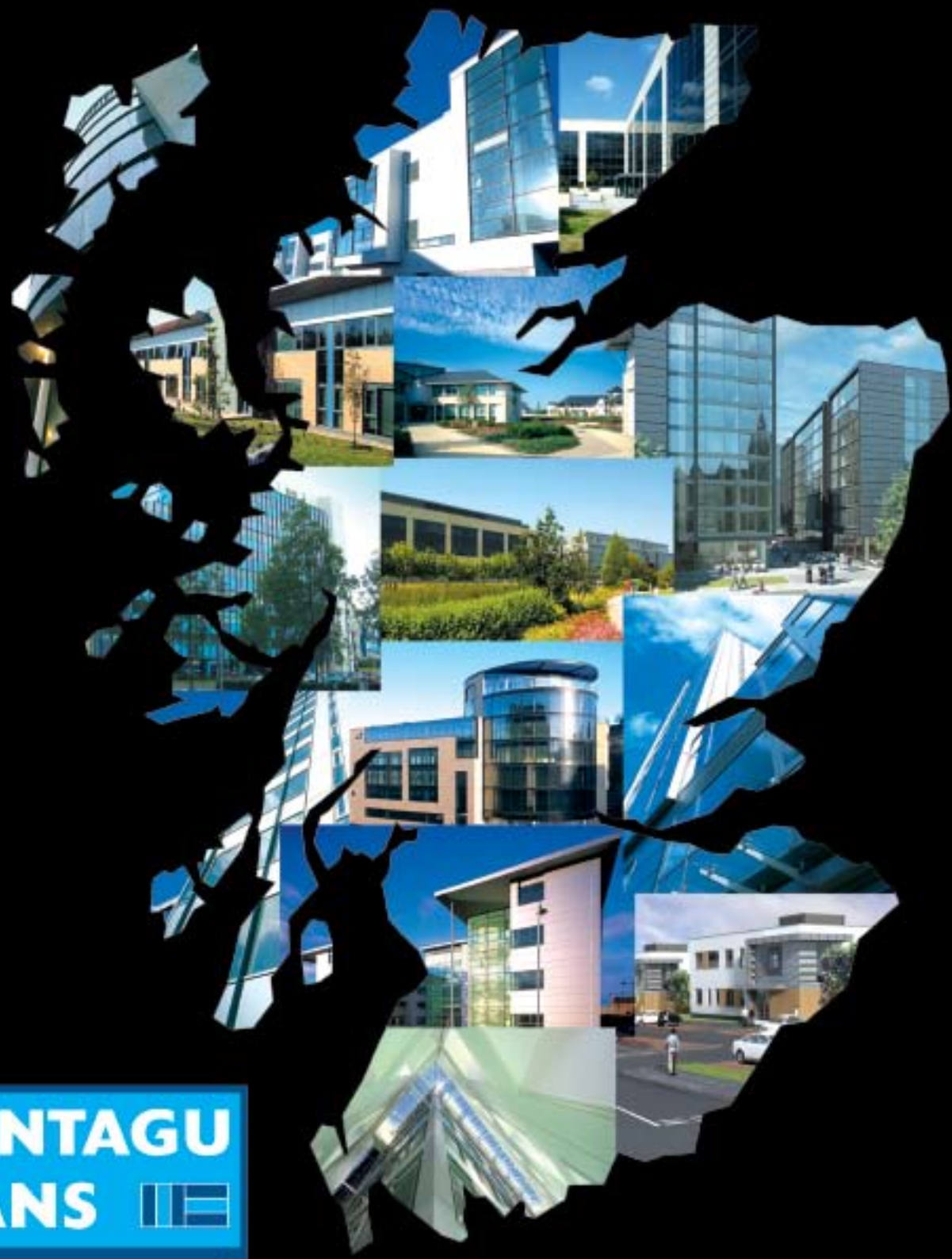


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