

VITA EDINBURGH 1 LTD / MECCA BINGO LTD

SITE AT NO 125A FOUNTAINBRIDGE

PRE-APPLICATION CONSULTATION REPORT

JANUARY 2015

An architectural rendering of a modern, multi-story building with a grid-like facade of windows. In the foreground, there is a courtyard with cobblestone paving, benches, and people walking and sitting. A man in a dark suit and cap is walking towards the left, carrying a bag. The scene is set in a bright, clear environment.

VITA
STUDENT

RPT 03 -Pre-Application Consultation Report



MICHAEL LAIRD ARCHITECTS



Vita Edinburgh 1 Ltd and Mecca Bingo Ltd

Pre-Application Consultation Report

Former Mecca Bingo, 125A Fountainbridge, Edinburgh, EH3 9QG

14/03480/PAN

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1. Executive Summary

- This report has been prepared to support the Vita Edinburgh 1 Ltd and Mecca Bingo Ltd (herewith known as Vita Student) planning application for 125A Fountainbridge, Edinburgh (14/03480/PAN) for the demolition of the existing commercial building and redevelopment of the site for around 250 self-contained apartments for occupation predominantly by international and postgraduate students with ancillary reception area, gymnasium, lounges/meeting areas with separate commercial units for use within classes 1, 2 and 3 and associated cycle parking and ancillary works.
- Throughout the consultation process written materials were sent to and one-to-one meetings held with local interest groups, councillors, other politicians and community councils.
- Public consultation exhibitions were held in the local area and were supported with posters and leaflets distributed locally, run of paper advertising in the Edinburgh Evening News (3 September 2014) and a statutory notice in the Edinburgh Evening News (29 August 2014).
- Editorial coverage regarding the proposals also featured in the Edinburgh Evening News (29 August 2014) and STV online (10 September 2014).
- Feedback was gathered through questionnaires distributed at the consultation events and locally, and a dedicated email address.
- Despite a range of publicity locally, the exhibitions were moderately attended – potentially demonstrating a level of apathy towards the development proposals.
- The completed questionnaires also demonstrated a mixed view of the proposals, with equal numbers of respondents supporting and opposing the proposals.

2. Background

The former Mecca Bingo at 125A Fountainbridge has lain vacant for over a decade. An initial proposal to redevelop the site for a casino with underground car parking has not been progressed, given the changing commercial context of the area and the consent for this project has now lapsed.

Rank Group, the owners of the site, are now working in partnership with Vita Student to bring forward these redevelopment proposals – seeking to deliver the finest self-contained accommodation targeted at primarily international and postgraduate students.

The Vita Student proposals for Fountainbridge are to create exceptional accommodation of the highest standard, complete with an unprecedented level of support services and facilities. In addition, the proposals will seek to complete the regeneration of the Union Canal whilst providing a new exemplar approach to student development in Edinburgh.

It is fully appreciated by Vita Student that consultation is an ongoing process, and Vita Student will continue to consult throughout the consideration of the planning application.

Vita Student is committed to meaningful dialogue with the wider community, neighbours and stakeholders and this is embedded in its approach to business and not regarded as an “add-on”.

This report has been prepared by MHP Communications, which assisted with the public consultation and has considerable expertise in the preparation and implementation of community engagement strategies for housing, retail and leisure developments across the UK.

3. Consultation Process

a. Methodology

Vita Student recognises the value of consulting communities in advance of the submission of planning applications, and always seeks to meet and exceed statutory requirements.

Throughout the initial consultation process, Vita Student has sought to ensure that it makes contact with all relevant stakeholders, communicates directly with a variety of key audiences, asks for feedback and incorporates views into the evolution of the design of the proposed development, analyses the response and reports back to key stakeholders and others.

b. Programme

Early engagement was made with locally elected members, the constituency MP, MSP, Tolcross Community Council, Merchiston Community Council, Fountainbridge Canalside Initiative, the Cockburn Association and other relevant key stakeholders.

Thereafter, two public consultation exhibitions – targeted at certain stakeholders and for the wider community – were hosted at the Central Hall, Tolcross, and Fountainbridge Library, Fountainbridge, over two consecutive days including evenings.

Vita Student has continued dialogue with key stakeholders, community councils and local residents following the public consultation exhibitions, and will continue to do so throughout the planning application process.

c. Tools

- Early engagement with key stakeholders regarding the forthcoming proposals
- Face-to-face meetings and presentations of the proposals
- Advertising of the exhibitions in the Edinburgh Evening News (3 September 2014)
- Statutory notice advertising in the Edinburgh Evening News (29 August 2014)
- Editorial coverage relating to the proposals in the Edinburgh Evening News (29 August 2014), STV online (10 September 2014)
- Poster/leaflet advertising locally
- Poster/Leaflet distribution to neighbouring properties
- Staffed public consultation exhibitions in the local vicinity, which were attended by 30 people (Central Hall, 2 West Tolcross, Tuesday 9 September, 2pm – 7.30pm; Fountainbridge Library, 137 Dundee Street, Wednesday 10 September, 2pm – 7.30pm)
- Questionnaire and feedback forms with free-post reply available at the consultation exhibitions and distributed locally
- Ongoing dialogue and continued engagement with key stakeholders, community groups and elected members

4. Stakeholder Engagement

The consultation with community groups commenced early in the process with a series of meetings held with key community groups and stakeholders to discuss the developing proposals.

Written materials, meetings and presentations were offered to the following groups/organisations:

- Locally elected members and the constituency MP and MSP
- Fountainbridge landowners
- Site neighbours and businesses/business owners
- South West Neighbourhood Partnership
- Scottish Canals
- Fountainbridge Canalside Initiative
- Tolcross Community Council
- Merchiston Community Council
- Edinburgh educational institutions, including:
 - University of Edinburgh
 - Napier University
 - Heriot Watt University

Meetings undertaken with key stakeholders allowed Vita Student to explain the reasons for its proposed application and to present its proposals for the Fountainbridge site. The presentation also allowed Vita Student to demonstrate how the design had considered local constraints and Council policy.

Prior to submission, all key stakeholders were informed of relevant design changes to the proposals and offered further meetings to discuss the plans.

6.1 Merchiston Community Council

A meeting took place with representatives of Merchiston Community Council (20 August 2014). This facilitated a discussion regarding the developing proposals and the forthcoming public consultation exhibition.

Key points raised included:

- Appreciation of the length of leases
- Discontentment regarding the development of student accommodation
- Preference for development to allow for more water space and canal basin
- Requirement to consider:
 - District heating
 - Green features (trees and planting)
 - Revisiting the height of the buildings, pushing the higher levels further away from the canal and the lower level and terrace overlooking the canal
 - Inclusion of City Car Club spaces
 - A 'nod' to the history of the area
 - Community art
- Recommendation to hold exhibition at Central Hall, Tolcross in addition to Fountainbridge Library

6.2 Fountainbridge Canalside Initiative

A meeting took place with representatives of the Fountainbridge Canalside Initiative (1 October 2014). This facilitated a discussion regarding the proposals displayed at the public exhibitions.

Key points raised included:

- Local opposition to further student and other 'transient' accommodation in the area
- Perceived saturation of student housing in Fountainbridge
- Perceived saturation of transient population in Fountainbridge
- Potential to include colonnades to promote permeability

Following the meeting, the Fountainbridge Canalside Initiative provided Vita Student with a formal consultation submission, included in appendix 'j'.

6.3 Tolcross Community Council

Tolcross Community Council was approached for a range of meetings during the pre-application consultation process. Vita Student also provided the Community Council with an electronic copy of the exhibition boards.

Following the exhibitions, points raised from Tolcross Community Council included:

- Perceived overprovision of student housing in the area
- Opinion that the castle view is compromised
- View that the exhibition did not provide an elevation on Fountainbridge limiting ability to judge impact

The Tolcross Community Council submission can be found in appendix 'j'.

6.4 Cockburn Association

Information was provided to the Cockburn Association ahead of its meeting (16 September) to allow the Association to discuss the proposals. Vita Student has offered to host further discussions with the Association and provide clarification on information as required.

6.5 Cushman & Wakefield LLP/Deutsche Bank

Information was provided to Cushman & Wakefield LLP who represent Deutsche Bank's interests in Fountainbridge. A subsequent meeting was held with Cushman & Wakefield LLP (22 October) and key points raised included:

- NEED INFO FROM PP

6.6 Spokes, the Lothian Cycle Campaign

Following the public consultation exhibition, a representative on behalf of Spokes contacted Vita Student to raise the following points:

- Pleased to see plenty of secure cycle parking and no car parking
- Prefer an entrance near the canal basin to ensure that students are attracted to use bicycles

The full submission from Spokes can be found in appendix 'j'.

5. Analysis of Feedback

Vita Student sought to engage with a variety of stakeholders and the wider public following the development of proposals for 125A Fountainbridge. Feedback was also encouraged through a dedicated email address (vitastudent@communityline.org) and freepost feedback forms (which were distributed locally and available at the public exhibitions).

In total, 15 feedback forms were completed and formal responses received from Tolcross Community Council, the Fountainbridge Canalside Initiative and Spokes. As outlined above.

The multiple choice questions in the feedback form gathered the following responses:

1. Do you support the redevelopment of the former Mecca Bing site, Fountainbridge, Edinburgh	
Yes	11
No	2
Don't know	2
2. Do you support our proposals for high quality accommodation at the former Mecca Bingo site?	
Yes	7
No	7
Don't know	1
3. Do you support the proposed design of the new development?	
Yes	6
No	7
Don't know	2

Analysis of the further comments revealed that there was support for sympathetic development of the site. However, there were reservations regarding a 'transient' population at Fountainbridge. It was also found that there were a number of constructive comments regarding the design (addressed in section 6).

a. Further feedback

The feedback forms provided space for respondents to highlight any particular issues they would like to provide further comment on. The responses are set out below.

1) I am perturbed at the use of 'about' 250 units 2) Not happy about buy to let aspect 3) I deplore the creation of a student ghetto 4) It looks like four complete streets at the south side will be student housing

I would be more supportive if the retail idea was scrapped and the space offered to the canoe club or a boat hire

Too much student accommodation locally already in conjunction with serviced apartments = transient population not community

The site does need to be used and I believe the future of Edinburgh and education are closely linked. I would just like to stress that the work and continued expansion needs to emphasise meshing [sic] and enhancing existing businesses and housing

As chair of the local residents group am interested in any possible community engagement

Too many students in the area creates a transient environment

2,600 students in new blocks in immediate vicinity and apartment hotels = transience and no community heart

Too much student accommodation in the vicinity. No detail or idea of Fountainbridge frontage. Retain or reflect heritage of the façade. Development blocks too high; agree that some variation in heights required. Design and flat roofs is nondescript and unimpressive.

Too many more student flats.

I would be in favour of sympathetic redevelopment where the front in particular is maintained. Not in favour of more student accommodation as area is already over saturated.

6. Response to Consultation Feedback

Vita Student has carefully considered all feedback and insight received during the consultation process.

It was apparent from speaking to visitors to the exhibition and from conversations with key stakeholders that there is a certain level of apprehension around the possibility of ‘party flats’ and ‘festival lets’.

Vita Student hopes that by offering the accommodation on a 51 week lease basis this will help to alleviate this concern and also ensure that Vita Student customers receive the high quality experience the company seeks to offer. By ensuring that Vita Student leases cover 51 weeks of the year, customers will live in the accommodation on a permanent basis for at least a year.

The proposed Vita Student development in Edinburgh is designed to provide mature and international students with high quality accommodation that will be a positive asset to the city. The proposals have been designed to accommodate couples in at least a quarter of the apartments and it has often been found that these residents consider their Vita Student accommodation to be their permanent home during their stay.

Throughout the consultation process Vita Student received a range of constructive comments regarding the design of the proposals and have sought to address these through an extensive redesign of the plans.

Amongst the key changes to the proposals, Vita Student has:

- Revisited the height and mass of the building, helping to ensure greater views of the Castle from the Canal.
- Included 25% of bedrooms as being suitable for double occupancy - helping to ensure the longevity and future adaptability of the building and maximise future potential alternative uses
- Incorporated rooftop gardens and terraces to enhance the amenity of the building
- Included active frontage uses, along the canal side to add vibrancy and activity, creating a destination
- Provided private courtyard amenity garden for residents
- Refined the overall design of the building to provide enhanced elevational treatment and articulation responding to this unique location and local context
- Improved the views into and out of the building to provide a sense of place and enclosure to the basin, whilst creating a strong visual presence at the termination of the canal

Overall, the Vita Student design changes help to ensure that the focal structure of the development is in compliance with the City of Edinburgh Council development brief and emerging development plan whilst also addressing key stakeholder feedback.

7. Conclusions

Ongoing and meaningful consultation is an important and integral element of the development process.

Vita Student regards communication with all parties, the recording of views and listening to all issues as a vital aspect of the proposals.

As the planning application is submitted to City of Edinburgh Council, it is clear that the following conclusions can be gathered from the process, namely:

- There is equal levels of support and opposition to the development
- A large majority of respondents are antipathetic towards student housing in the local area
- The majority of respondents support the redevelopment of the former Mecca Bingo site

Appendices

a. Press Coverage

Source Edinburgh Evening News
Date 29 August 2014
Page 21

Student flats to quickstep into famous old dance hall

Developers eyeing upmarket paradise for Palais de Danse

By JOHN CONNELL

PLANS have been lodged to transform one of Edinburgh's most illustrious former dance halls into luxury student flats.

The shabby Fountainbridge landmark that once housed the famous Palais de Danse would be converted into a student paradise boasting a state-of-the-art gym, gaming stations and study rooms, under designs set to be submitted to City Chambers.

Launched as a cinema and ballroom in 1911, it became the Palais dancehall in 1921 and reputedly attracted royals and celebrities, including a young Sean Connery.

It was famed for its revolving

"High-quality student accommodation would be a good idea and it has my vote"

CHRIS LOUDON

stage that allowed two bands to play in unison and change over without a break in the music.

Now developers Vita Student is bidding to regenerate a site that has lain vacant since 2006 when gaming giant Mecca Bingo left the premises and relocated to Fountain Park.

With plans for an upmarket student complex featuring a spacious lounge, laundry room, pool table area and hotel-style lobby with 24-hour reception, a public consultation is set to get under way.

It is not yet known whether the art deco building will be razed to the ground or how many bedrooms would be created if the blueprints are given the green light by planners.

A spokesman for Vita Stu-



STRICTLY HISTORY: Dancers on the floor at the Palais de Danse in its heyday and, inset, in its last reincarnation as the Mecca bingo hall

dent said the accommodation would be the "first of its kind in Scotland".

He said: "Edinburgh is a top destination for international students, a market which demands high-quality accommodation."

He added that the project would breathe new life into a long-term vacant site.

Planning expert Robin Holder, of Holder Planning, said the student flat plans followed a market trend.

He said: "It needs to be re-developed for appropriate use and there continues to be a high demand for student accommodation."

Chris Loudon, owner of nearby Loudon's Cafe, welcomed the news and said students were the "only recession-proof age group in the UK".

He added: "High-quality student accommodation would be a good idea and it has my vote."

Edinburgh's planning committee had previously backed proposals by the Rank Group – which owns Georvener Casinos and Mecca Bingo – to demolish the former dance hall and replace it with a new casino.

Licensing chiefs scuppered the plans by rejecting a gaming application because there was already "ample provision within Edinburgh for casino users".

Vita Student said a decision to bring in the bulldozers was "under discussion".

So far only an early application of notice has been registered which will canvas the views of the community before officially seeking planning permission.

Public exhibitions will be held on Tuesday, September 9, at Central Hall, West Tollcross, and the following day at Fountainbridge Library.

john.connell@edinburghnews.com

Source STV Edinburgh
Date 10 September 2014
Page Online



Fountainbridge locals oppose further canal-side student flats

By **Pamela Tulloch** on Wednesday 10 September 2014

Share [f](#) [t](#) [s](#)

Concerns over plans for more student flats in Fountainbridge have been raised by the Fountainbridge Canal Initiative.

Stan Reeves, a committee member at FCI, says the group opposes the Vita Student proposal because the area is already "saturated" with student accommodation.

"We think the immediate areas adjacent to the canal are already saturated with student accommodation and we are not in favour of any more student accommodation," he said.

"We are not against students, we are just against the saturation of any one community with any one type of housing."



Fountainbridge Canalside Initiative

via FOUNTAINBRIDGECI

"It seems strange to put students from Napier University in Fountainbridge," Stan said.

"They have a huge campus in Sighthill and lots of empty land there with good links so you could build a massive student complex there."

A Fountainbridge institution

One hundred years ago, number 125A Fountainbridge was a bustling hub for the Coliseum cinema and ballroom.

In 1921, it was named the Palais De Dance and became famous for its revolving stage. Some years later, it took on a different guise as a bingo hall.



(© Paul Sutherland)

Since Mecca Bingo shut the doors in 2006, the building has been closed, unused and unloved.

As the canal and surrounding areas become party to regeneration, the once-vibrant building has remained stagnant.



(© STV)

▶ via STV

A new chapter

Vita Student has submitted pre-application plans to redevelop the site.

In the [planning document](#), it proposes the demolition of the existing commercial building and redevelopment of the site for about 250 self-contained apartments.



(Vita Student)



(Vita Student)

▶ via STV

The Vita Student team presented the initial plans at Central Hall yesterday and will be at Fountainbridge Library between **2pm and 7.30pm tonight** to discuss the plans with interested people.

Community chat

Gavin Corbett, Green councillor for Fountainbridge and Craiglockhart, was keen to see the area developed, but had initial reservations about its use.

"I'm really keen to see the site developed as it is the gateway to Fountainbridge and at a time of great change it would otherwise remain an eyesore," Gavin said.

"But there are hundreds upon hundreds of student flats in the area already and people who live locally want to see that balanced up with some longer term homes."



(Vita Student)

▶ via STV

"I'd also love to see the instantly recognisable facade of the building retained, if possible, as thousands of Edinburgh residents will have fond memories of the building as a bingo hall or dance hall," Gavin added.

For [Mike Shaw](#), co-founder of the Edinburgh Student Housing Co-operative, the idea of purpose-built student accommodation is something he thinks can have a negative impact on community-building.

"There is a high demand for social development and I believe any student development should have a percentage of it set aside for social housing," Mike said.

"When students and non-student residents are mixed in, there is more of a community built and it is not just better for locals but also better for students."

A close look at the pre-application plans

Gavin Duncan, managing director of Vita Student management, said: "There are 60,000 full-time students in Edinburgh and student numbers have grown over the past few years.

"When student numbers grow, especially if they outpace new accommodation being built, they start filtering in to the residential sector so houses that were residential homes become student homes with HMOs.

"The council is in favour of purpose-built student accommodation to ensure students live in safe and managed surroundings.

"It pulls students out of residential homes so these can go back to being for families which is what they were originally built for."

The plans for the properties will include four storey, six storey and seven storey buildings.

Each studio room will have a kitchen and en-suite shower rooms and there will be a hub space in the middle of the building with communal seating.



(Vita Student)

Aimed at international, postgraduate and mature students, each Vita Student property is tailored specifically for students and will be marketed around £220 to £250 per week.

The company has 1000 studio apartments opening across the UK over the next fortnight and are 100 per cent fully let for all these rooms, a pattern they would hope to follow in Edinburgh.

"Our model is high quality where customer service is the number one priority," Gavin continued.

"You find with student accommodation, students will stay for their first year then move out.

"Our accommodation attracts students who like a nicer quality, like to be well looked after and more often than not they stay with us for their university life so because of that, we can be very much part of the community and that's the key for us.

"We want to be part of the community forever and have students who can stay with us for four years at a time to also be part of the community."

Following the pre-application process, a full planning application will be expected. If this is approved, Vita Student hopes to be up and running by September 2017.

What do you think of the plans? You can let us know by Tweeting @STVEdinburgh or get in touch with Vita Student directly on by emailing vitastudent@communityline.org.

Vita Student Public Exhibitions



Vita Student is developing a proposal for new high quality student accommodation at the former Mecca Bingo site in Fountainbridge, Edinburgh.

As part of the development process we are holding public consultation exhibitions to allow us to engage with the local community and provide the opportunity to meet the Vita Student development team, ask questions and find out more about the proposals.

Exhibitions will be held at the following locations:

- Tuesday 9th September 2014, Central Hall,
2 West Tollcross, EH3 9BP - 2pm - 7.30pm
- Wednesday 10th September 2014, Fountainbridge Library,
137 Dundee Street, EH11 1BG - 2pm - 7.30pm

For further information or to make a comment please
Email: lauren.sibley@vitastudent.com or call 0161 322 2243

Comments made to Vita Student are not representations to the planning authority.

c. Proposal of Application Notice

P2	<p>• EDINBURGH • THE CITY OF EDINBURGH COUNCIL</p>	<p>FOR OFFICIAL USE ONLY Reference No : / / PAN Associated Application No : Registration Date :</p>
<p>Proposal of Application Notice (to be completed in respect of national and major categories of development)</p>		

Under the Town & Country Planning (Scotland) Act 1997 as amended by the Planning Etc (Scotland) Act 2006

The planning authority will respond within 21 days of receiving the Notice. It will advise whether the proposed Pre-Application Consultation is satisfactory or if additional notification and consultation above the statutory minimum is required. The minimum consultation activity includes consultation with the relevant community council(s), the holding of one public event and its advertisement in a local newspaper.

1	<p>APPLICANT'S DETAILS</p>	<p>NAME <u>Vita Edinburgh 1 Ltd and Mecca Bingo Ltd</u></p> <p>ADDRESS <u>c/o agent</u></p> <p>_____</p> <p>POSTCODE _____</p> <p>TELEPHONE _____</p> <p>EMAIL <u>ken.knott@vitaventures.com</u></p> <p><small>Please tick the box if the applicant is an Elected Member, or an officer involved in the planning process, of City of Edinburgh Council, or is a partner/close friend/relative of either <input type="checkbox"/></small></p>
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2	<p>AGENT'S DETAILS <i>(if applicable)</i></p>	<p>NAME <u>Phil Pritchett</u></p> <p>ADDRESS <u>Pritchett Planning Consultancy</u></p> <p><u>PO Box 8052, Edinburgh</u></p> <p>_____</p> <p>POSTCODE <u>EH16 5ZF</u></p> <p>TELEPHONE <u>0131 225 6255</u></p> <p>EMAIL <u>phil@pritchettplanning.co.uk</u></p> <p><small>Please tick the box if the applicant is an Elected Member, or an officer involved in the planning process, of City of Edinburgh Council, or is a partner/close friend/relative of either <input type="checkbox"/></small></p>
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3	<p>ADDRESS OR LOCATION OF PROPOSED DEVELOPMENT</p> <p>Please state the postal address of the prospective development site. If there is no postal address, describe its location. Please outline the site on an OS base plan and attach it to this completed Notice.</p> <p style="text-align: center;"><u>Former Mecca Bingo, 125A Fountainbridge, Edinburgh, EH3 9QG</u></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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4 Describe in general terms the development to be carried out. Outline its characteristics.

Demolition of existing commercial building and redevelopment of site for around 250 self contained apartments for occupation predominantly by international and post graduate students with ancillary reception area, gymnasium, lounges/meeting areas with separate commercial units for use within classes 1, 2 and 3 and associated cycle parking and ancillary works

State what type of planning permission this PAN will relate to (please tick):

Full Planning Permission Planning Permission in Principle

Approval of Matters specified in Conditions

State Class: National Major

5 State which other parties have received a copy of this Proposal of Application Notice.

Community Council(s)	Date Notice served
Tollcross	26 August 2014
Merchiston	26 August 2014
Any other parties	Date Notice served
Various other stakeholders and groups	various

6 Please give details of proposed consultation.

Proposed Public Event	Venue	Date and Time
Public Exhibition	Central Hall, 2 West Tollcross	2pm - 7.30pm, 9 Sept 2014
Public Exhibition	Fountainbridge Library, 137 Dundee Street	2pm - 7.30pm, 10 Sept 2014

Proposed newspaper advert date
29 August 2014

Where published
Edinburgh Evening News

Details of any other consultation methods (date,time and with whom)

Meetings to be arranged with other interested parties identified during exhibitions and through ongoing contact with local stakeholders

Signature  Date 26 August 2014

(A planning application for this development cannot be submitted less than 12 weeks from the date the Proposal of Application Notice is received and without the statutory requirements having been undertaken. The application must be accompanied by the Pre-Application Consultation report)



1000 Application Site Plan

1000000

122a Fournierstraße
Bonn



MICHAEL LAIRD ARCHITECTS

d. Statutory Notice

Source Edinburgh Evening News

Date 29 August 2014

Page 45

Notice under Town and Country Planning (Scotland) Act 1997 Section 35B(4) as amended by the Planning etc. (Scotland) Act 2006 Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2008 (Regulations 6)

ADVERTISEMENT STATEMENT
FOR PROPOSED MIXED USE DEVELOPMENT BY
VITA EDINBURGH 1 LTD AND MECCA BINGO LTD,
AT 125A FOUNTAINBRIDGE, EDINBURGH.

Vita Edinburgh 1 Ltd and Mecca Bingo Ltd intends to submit a planning application for the demolition of existing commercial building and redevelopment of site for around 250 self-contained apartments for occupation predominantly by international and post-graduate students with ancillary reception area, gymnasium, lounges/meeting areas with separate commercial units for use within classes 1, 2 and 3 and associated cycle parking and ancillary works.

Two public exhibitions will be held:

Tuesday 9th September, 2pm – 7.30pm
Central Hall, 2 West Tollcross,
Edinburgh, EH3 9BP

Wednesday 10th September, 2pm – 7.30pm
Fountainbridge Library, 137 Dundee Street,
Edinburgh, EH11 1BG

Further information regarding the proposals may be obtained from Vita Edinburgh 1 Ltd, c/o MHP Communications, 3 Melville Crescent, Edinburgh, EH3 7HW. Written submissions should be received no later than 15 October 2014.

Vita Edinburgh 1 Ltd would welcome any comments from people who have an interest in the proposals and would like further information. Any person who wishes to make comments to Vita Edinburgh 1 Ltd regarding the proposals is invited to send their comments in writing to Vita Edinburgh 1 Ltd at the above address.

As this is the pre-planning application stage, any comments should be made directly Vita Edinburgh 1 Ltd and not to City of Edinburgh Council. In due course all interested parties will have an opportunity to make comments on the proposal to City of Edinburgh Council at the time the planning application is submitted. Relevant neighbours will also be notified at that time by the Council. It should be noted that plans and details presented at the public exhibition may be subject to change prior to the submission of the planning application, whether or not in response to the comments expressed by interested parties at this stage. Further public information will be given regarding the planning application when it is submitted.

e. Exhibition poster/leaflet



Vita Student Public Exhibitions

Come and learn more about our proposals to develop high quality student accommodation at the former Mecca Bingo site at 125A Fountainbridge, Edinburgh

Exhibitions are being held at the following locations, where you will be able to speak to members of the Vita Student development team and have your questions answered.

Tuesday 9th September 2014
Central Hall, 2 West Tollcross
2pm - 7.30pm

Wednesday 10th September 2014
Fountainbridge Library, 137 Dundee Street
2pm - 7.30pm

If you are unable to attend please contact vitastudent@communityline.org for further information.



Delivering tomorrow's student accommodation today.





(Loudens Café)



(Central Hall)



(Fountainbridge Library)

f. Directional signage







g. Exhibition panels

Welcome to our community consultation for the development of Mecca Bingo Fountainbridge, Edinburgh.

Vita Student, in conjunction with its project team's preceding proposals, will regenerate the vacant and dilapidated Mecca Bingo site at 175A Fountainbridge.

Today we are seeking your views on the draft proposals that have been prepared. We have had discussions with City of Edinburgh Council officers in order to produce the initial plans you see here today and we would now like to understand the community's views on the proposals.

We will carefully consider the comments we receive today as we prepare a planning application. Please do take the time to view our detailed plans and speak to the project team. We would also be grateful if you could fill in a questionnaire and leave us your comments. Once we have submitted our proposals, you will have the opportunity to provide comment to the Council directly.

Thank you

A community consultation for the development of Vita Student at Fountainbridge, Edinburgh.

VITA
STUDENT

About Vita Student



VITA
STUDENT

Vita Student is a revolutionary student property brand that delivers an exceptional lifestyle experience for students and a fully managed property investment solution for owners.

With residences in key locations across the UK, Vita Student provides stylish living accommodation without compromise on comfort or practicality. An unwavering commitment to exceptional service ensures every customer is guaranteed the legendary Vita Student experience.



Vita Student's university city locations

Liverpool
Manchester
Sheffield
Bristol
Exeter
Southampton
Newcastle
York



A community consultation for the development of Vita Student at Fountainbridge, Edinburgh.

VITA
STUDENT

Vita Student Experience and characteristics



Vita Student residences are fully managed to the highest standard to ensure exceptional accommodation and support services are provided.

Each residence comprises stylish, fully furnished studios, complete with kitchen and en-suite shower rooms.

A state-of-the-art communal area - The Hub Space - is at the heart of the building, providing students with a shared space to work or relax.

All Vita Student residences provide:

- 24-hour security
- Hotel style lobby with 24-hour reception
- Internet stations, free 100MB broadband and Wi-Fi throughout
- Spacious lounge area with LCD TV's
- Quiet and group study spaces
- Fully equipped state-of-the-art gymnasium
- Pool table area
- Gaming stations
- Laundry room
- Communal recycling area
- Bicycle storage



A community consultation for the development of Vita Student at Fourmarketplace, Edinburgh.



Vita Student Case studies



Live it. Love it. Belong.

"The main reason I registered for the upcoming year was that I loved the studios as they were good value for money and the residence is in a perfect central location, conveniently close to everything in the city."

Vanitha Nagarajah
Vita Student at The Chapel / Tivings, Liverpool

"We chose to live with Vita Student for the upcoming academic year because the Richmond House residence is much better than the other student accommodation developments in Southampton as it is now and very luxurious with lots of extra facilities. We also decided that it is a lot safer than the shared houses in the city, with such high costs either."

**Bianca Midboe and
André Myrloen**
Vita Student at Richmond House,
Southampton

"When I first searched for student accommodation in Liverpool, I came across many different types but none competitive to Vita Student - they are definitely the highest quality properties available for me, price."

Jamie Steadman
Vita Student at The Chapel / Tivings,
Liverpool

"I've often heard that the studios are great quality and they are definitely big enough for two!"

**Lewis Knight and
Chelsea Prew-Sharp**
Vita Student at First Street,
Manchester

A community consultation for the development of Vita Student at Fourmarketplace, Edinburgh.



Our approach



Market research undertaken by Vita Student has revealed a lack of high quality studio accommodation for mature, international and postgraduate students in Edinburgh.

The Vita Student proposals at 125A Fountainbridge will deliver:

- Around 250 self-contained residential studios – targeted at international and post-graduate students
- High quality accommodation, similar to a four star hotel
- Lounges and meeting areas
- Separate commercial units
- Cycle parking



A community consultation for the development of Vita Student at Fountainbridge, Edinburgh.



Site Plan & Surrounding Context



A community consultation for the development of Vita Student at Fountainbridge, Edinburgh.



In and around the site



A community consultation for the development of Vita Student at Fountainbridge, Edinburgh.

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Our Approach



A community consultation for the development of Vita Student at Fountainbridge, Edinburgh.

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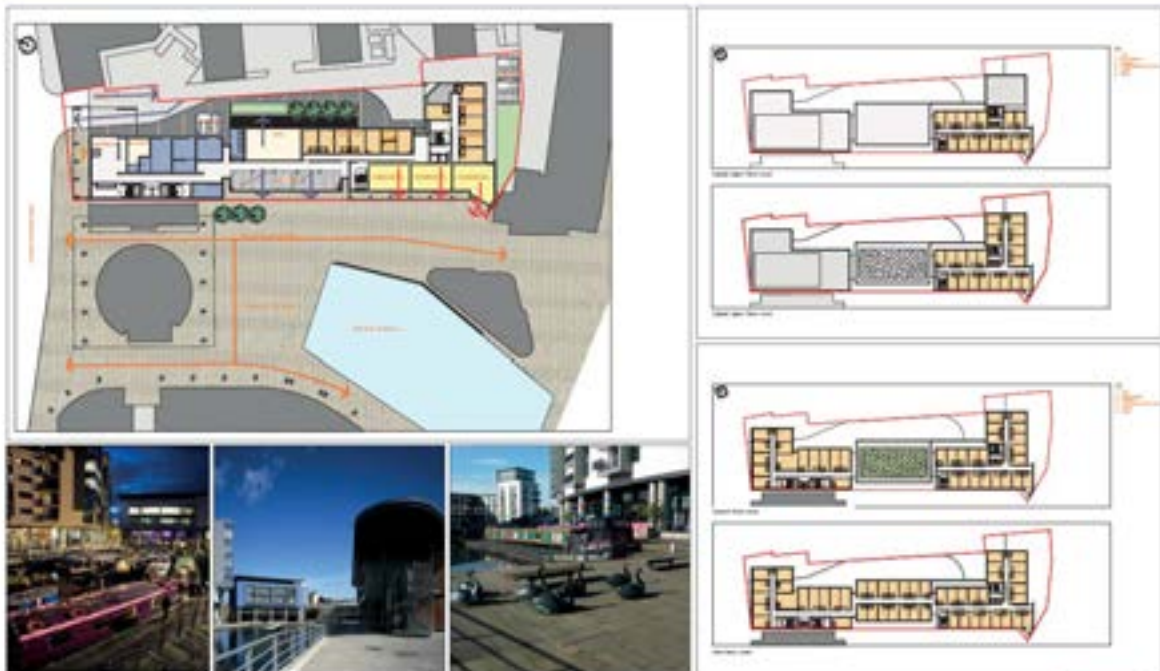
Our Approach - Site Plan & Castle View



A community consultation for the development of Vita Student at Fourthbridge, Edinburgh

VITA
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Our Approach - Floor Plans



A community consultation for the development of Vita Student at Fourthbridge, Edinburgh

VITA
STUDENT



Thank you.

Throughout the public consultation Vita Student will carefully consider the comments received prior to bringing forward an application for 125A Fountainbridge.

Vita Student is committed to comprehensive consultation and very keen to hear local residents and key stakeholders views on the proposals.

Thank you for taking the time to visit our exhibition. We would be grateful if you could take a moment to fill in a questionnaire and provide us with your comments.

Please note that all feedback needs to be received by 15 October 2014.

You can also get in touch by contacting

vitastudent@communityline.org

Freepost: Feedback, 3a Melville Crescent, Edinburgh, EH3 7HW

h. Exhibition Feedback Form



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Business Reply
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Feedback
3a Melville Crescent
Edinburgh
EH3 7HW






**Proposals to redevelop the former
Mecca Bingo, Fountainbridge, Edinburgh.**

We welcome your feedback on what you have seen at this exhibition and will take careful account of those comments prior to submitting a planning application to the City of Edinburgh Council.

- Do you support the redevelopment of the former Mecca Bingo site, Fountainbridge, Edinburgh?
 Yes No Don't know
- Do you support our proposals for high quality accommodation at the former Mecca Bingo site, Fountainbridge, Edinburgh?
 Yes No Don't know
- Do you support the proposed design of the new development?
 Yes No Don't know
- Are there any particular issues you would like to provide further comment on?

Name

Address

Postcode Tel

Email

Thank you
Feedback for 3 Melville Crescent, Edinburgh, EH3 7HW

Your input and views will be represented by the Public Consultation Officer to the relevant planning authority and will be used to help shape the planning application process and to help inform the final decision. Your personal details will be kept confidential and used only for the purpose of the feedback form. For more information please contact the Public Consultation Officer on 0131 275 2000 or visit our website at www.edinburgh.gov.uk







i. Images of Public Consultation Exhibition



j. **Consultee responses**

Fountainbridge Canalside Initiative:

FOUNTAINBRIDGE CANALSIDE INITIATIVE.

OBJECTION TO THE DEVELOPMENT OF THE MECCA BINGO SITE 125a FOUNTAINBRIDGE AS STUDENT ACCOMODATION.

1 SATURATION:

We are involved in creating a mixed development in the area immediately surrounding the canal side in Fountainbridge between Lochrin Basin and Viewforth Bridge. A new master plan has been developed that proposes this mixed development on the sites to the west of the Lochrin basin.

We desire to see more settled families based in the area.

This proposal on the east of Lochrin Basin is in a central Edinburgh data zone, which already has 41% student housing. This proposal will push this up to 48%. The City of Edinburgh council policy is to have no more than 30% student housing in one area.

This development sits in the natural community of Tollcross/Fountainbridge bounded by wards 9/10/11 all of which have student accommodation blocks.

Within 10 minutes walking distance of Edinburgh Quay there are 3356 students beds, which with this proposal for 250 is 3606. (This figure does not include the many HMO's with students in the area.)

FCI does not have any objections to having students in the area because of lifestyle or nuisance. The objection is that this very high level of saturation of the area, with students, precludes development of a settled family based community.

Initial Audit of student housing

- 314 at IQ 114 Dundee Street
- 321 at IQ 69 Grove Street
- 778 at Bairfield Street (Napier).
- 240 at Canal Point (immediately adjacent to proposed site)
- 202 at Mansion House 129 Fountainbridge
- 331 at Riego Street (Napier)
- 96 at Morrison Circus (Napier)
- 106 at Wright's Houses Bruntsfield
- 180 at West Park Place
- 234 at Unite Lady Lawson Street
- 252 at Unite Chalmers Street
- 302 at Knightsbridge Drysdale Road

2 TRANSCIENCE:

In the immediate area of the canal basin and the surrounding area are a number of aparthotels with proposals for more, as well as hotels. This coupled with student housing further saturates the level of transient residences in the area, which works against the creation of place and community. (See buildings at Staycity Brandfield Street, Staycity Lemington Wharf, Fountain Court Grove Street, Fountain Court EQ2 Lower Gilmore Bank, The Knight Residence Lauriston Street.)

3 DESIGN:

The plain frontage on Fountainbridge is a failed opportunity to create a portal and visual lead in to the canal, which has been closed off by the current development at Cargo.

The lounges in the new proposed development do not allow permeability of the building by the public. Colonnades would promote this. The overall look of the building we felt was bland and monolithic and does not enhance its canalside location nor increase public benefit.

We are aware that student residences do not have to include affordable housing but that a section 75 payment should be made to the council towards such. Have the developers factored this payment in?

FCI October 2014.

Tolcross Community Council:

Hi,

We do not feel we need further information on the proposed development. The comments from members of TXCC were as follows;

1. It is now felt that there is an overprovision of student housing in the area.
2. The view of the castle is compromised even though you are cutting the height in the middle.
3. The exhibition failed to give a picture of an elevation on Fountainbridge so its impact is difficult to judge.

Regards, Paul – for Tolcross community council

Spokes, the Lothian Cycle Campaign:

14/03480/PAN demolish old Bingo Hall, build 250 student flats etc, 125 Fountainbridge

It is good to see that the development is designed with plenty of secure cycle parking and no car parking.

But the only entrance to the site is from Fountainbridge, near the busy junction with Gardner's Crescent. If students are to be attracted to use bicycles to get to and from the flats, it would be better if there was another entrance towards either the canal basin or Lochrin Place, both of which will soon be on the National Cycle Network and provide a good cycle route to and from Edinburgh University.

Alec Mann
for Spokes, the Lothian Cycle Campaign