

Welcome to Public Consultation 2

Evolving Vision for Cameron Toll

This second consultation presents how the proposals for Cameron Toll have developed since our first event. We have carefully reviewed the feedback received and refined the masterplan to respond to the key themes raised.

Our vision is to transform Cameron Toll into a vibrant, mixed-use neighbourhood centre, retaining and enhancing retail while introducing new homes, leisure uses and high-quality public spaces. The aim is to create a more welcoming, better connected place that serves both existing and future communities.

This is the final public consultation before planning applications are submitted, and your feedback will inform the final stage of the design.

What This Consultation Is About

- This is the second and final public consultation event before planning applications are submitted.
- The proposals have evolved in response to feedback received at the first consultation.
- We are presenting an updated masterplan vision and emerging Phase 1 proposals.
- The ambition is to deliver a mixed-use neighbourhood centre with homes, retail, leisure, public spaces and improved connectivity.
- Your feedback will be recorded and considered as part of the planning submission process.





Responsible Real Estate Investment

Hunter REIM

Hunter REIM are the **Asset Manager**, managing Cameron Toll and leading plans for its future evolution. They are responsible for overseeing investment in the centre and are working with the design team to shape proposals that support the community around Cameron Toll while strengthening its role as a vibrant neighbourhood destination.



Cameron Toll

Cameron Toll **Centre Management Team** play an important role in shaping the future of the centre, bringing detailed knowledge of its day-to-day operation and strong links with the local community. The team actively supports local schools, charities and community groups through initiatives such as the Community Fund, helping ensure the centre continues to serve as a valued hub for South Edinburgh. Their involvement helps ground the proposals in the practical realities of running the centre while keeping community interests at the forefront.



Playfair Scotland

Playfair Scotland provides **Strategic Advisory Support** to help guide major projects through the local planning and stakeholder landscape. Drawing on extensive experience in public policy, economic development and civic engagement across Scotland, they support the team in navigating the right processes and maintaining positive dialogue with local stakeholders. Their role is to help ensure proposals are considered, informed and responsive to the wider Edinburgh context.



CBRE

CBRE are the **Planning Consultant** for Cameron Toll, guiding the proposals through the planning process in line with local planning policy and guidance, and informed by community engagement. Working closely with the wider design team, they coordinate the planning strategy and technical studies required to support a robust and well-considered application.



Oran Architecture

Oran **Architects** are leading the design of Cameron Toll, focusing on creating thoughtful, context-led places that respond to people, setting and long-term sustainability. For Cameron Toll, Oran are shaping the masterplan and working closely with the wider consultant team to create a welcoming, well-connected neighbourhood centre rooted in its local community.



Transport | Development | Place

MOR

Mor are the **Transport Consultants** for Cameron Toll, assessing how people travel to and from the site, including walking, cycling, public transport and car access. Their role is to ensure the proposals support safe and practical travel choices, while carefully considering traffic and parking in and around Cameron Toll.

Public Consultation Event 2

Cameron Toll | A New Neighbourhood Centre

What You Said

Public Consultation 1 generated a strong and thoughtful response from the local community. Many people expressed how much they value Cameron Toll as an important retail destination for South Edinburgh, alongside raising constructive questions about how the centre might evolve in the future.

We recognise the strength of feeling about Cameron Toll and the role it plays locally. Our aim is to retain its position as a major destination while enhancing and diversifying what it offers, creating a more attractive and vibrant neighbourhood centre with improved leisure, new homes and stronger public spaces to support its long-term vitality.

The key themes raised during Public Consultation 1 are summarised below.

Key Concerns Raised

- Building height, scale and impact on surroundings.
- Traffic levels and pressure on local roads.
- Parking provision and potential overspill.
- Type and balance of proposed uses.
- Relationship to Inch Park and surrounding neighbourhoods.
- Need for better walking and cycling connections.

Areas of Support

- Regeneration of the site.
- Improving the quality of public space.
- Better connections and permeability.
- Increased activity and vibrancy.
- Long-term viability of the centre.

Overview of Responses

- General support for redevelopment in principle.
- Mixed views on scale and density.
- Desire for balanced mix of uses.
- Strong interest in public realm and green space.
- Concern regarding traffic and parking management.

Key Themes

The feedback received has been grouped into five key themes which inform the structure of the next stage of design development and are addressed across the ‘Our Response’ boards adjacent.



Transport & Connectivity

Respondents raised questions about future access to Cameron Toll, including traffic levels, parking provision and potential impacts on surrounding residential streets. There was also interest in how public transport, including bus services and the safeguarded tram route, would be integrated, and how sustainable travel options could be supported in a balanced and practical way.



Movement, Accessibility & Permeability

Feedback highlighted the inward-facing nature of the existing centre and limited ease of movement through the site. Many respondents emphasised the importance of safe, direct routes for walking and cycling, stronger links to surrounding neighbourhoods and Inch Park, and a layout that is open, legible and accessible for people of all ages and abilities.



Uses & Activities

There was strong interest in what uses would remain, what might change, and what new activities could be introduced. Respondents supported retaining key retail anchors while broadening the mix to include homes, leisure and community uses that would increase vitality and support the long-term viability of the centre.



Public Realm & Green Infrastructure

Respondents welcomed the ambition to create new public spaces but sought clarity on how they would function and feel. Increasing green space, enhancing biodiversity, strengthening links to Inch Park and improving the overall environmental quality of the site were recurring themes.



Built Environment

The scale and height of new buildings generated considerable discussion, particularly in relation to surrounding context and neighbouring properties. There was a clear expectation for high-quality design, appropriate materials and strong sustainability credentials to ensure the development creates a positive and lasting sense of place.

About The Site Today

Cameron Toll extends to approximately 9.8 hectares (24 acres) and comprises the existing shopping centre drive-thrus and surface car parking. The centre remains inward-facing, with limited meaningful integration and connectivity to surrounding neighbourhoods.

Recent Consents and Changes

The site has already begun to evolve, with recent consents including:

- 2020: Consent granted for a cinema development and associated improvements to car parking and landscaping.
- 2025: Consent granted for a new hotel and enhanced public realm and active travel links as part of a wider masterplan exercise.

Local Planning Policy | City Plan 2030

Cameron Toll is designated as a Commercial Centre. Any redevelopment that includes residential use must form part of a comprehensive masterplan for the whole site. Policy supports higher-quality redevelopment, new homes and mixed uses alongside retail, and sustainable travel within a mixed-use community.

Local sensitivities include the Craigmillar Park Conservation Area and nearby listed buildings.

National Planning Policy — NPF4

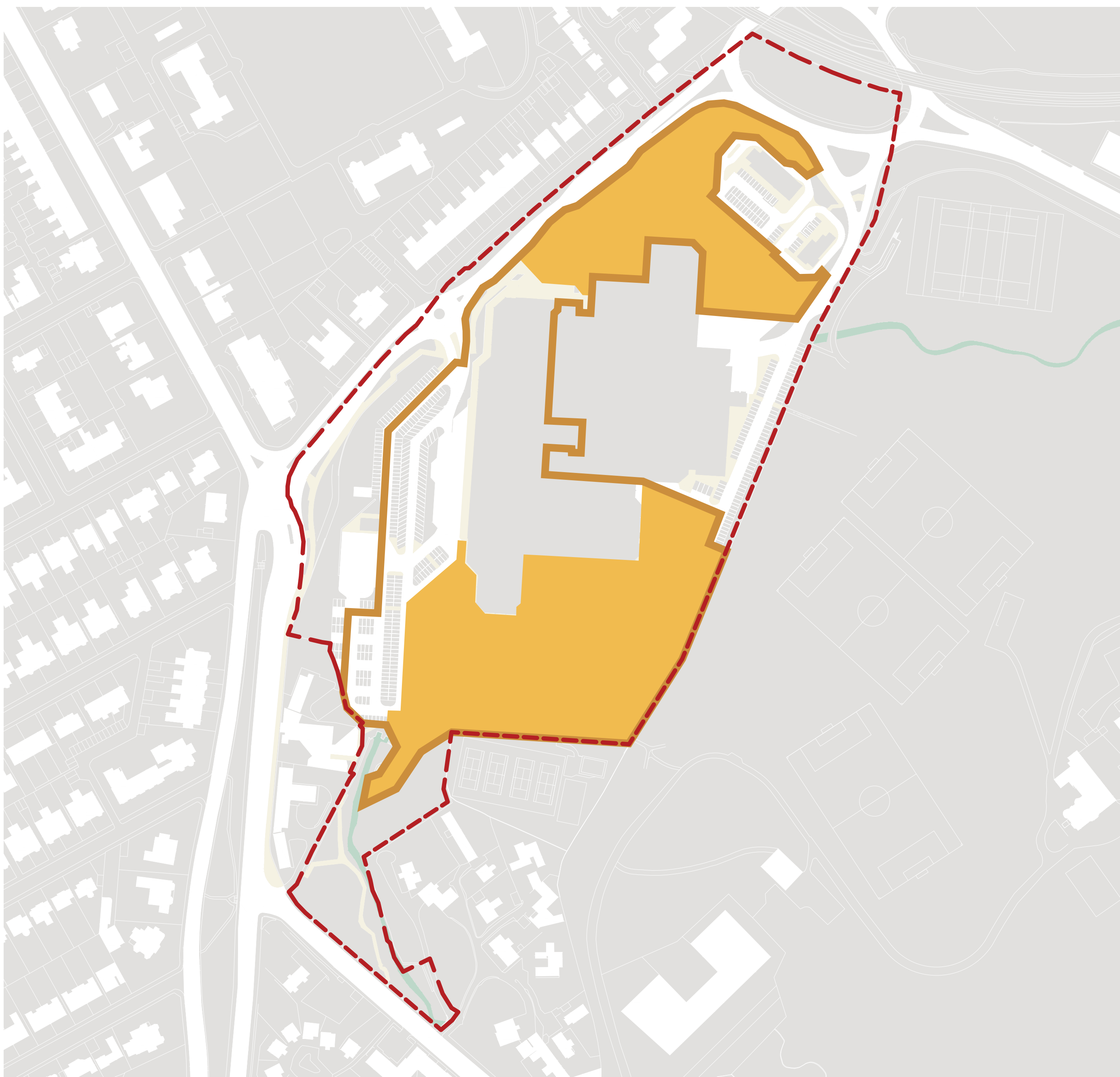
NPF4 promotes climate-resilient communities, 20-minute neighbourhoods and the reuse of brownfield land. It supports mixed-use regeneration, improved public spaces, active travel and enhanced biodiversity — all principles guiding the emerging proposals for Cameron Toll.



- Location**
- Proposed Development Site
Cameron Toll
 - Transport Hubs
Waverley & Haymarket
 - Tram Route
Existing
 - Tram Route
Proposed South East Tram Route



- Context**
- Proposed Development Site
Planning Boundary
 - Cameron Toll
Building Footprint
 - Hard Standing
Car Parking & Hard Landscaping
 - Tram Route
Proposed South East Tram Route
 - Edge
Impermeable Site Edge
 - Connection Potential
Opportunity for connection & integration



- Scope Of Proposals**
- Planning
Outline of Planning Boundary
 - Masterplan
Approximate Extent of Masterplan
 - Phase 1
Approximate Extent of Phase 1

Public Consultation Event 2

Cameron Toll | A New Neighbourhood Centre

Overview

This board explains how the masterplan intends to support sustainable movement, strengthens local connectivity, and enhances the role Cameron Toll plays within Edinburgh’s 20-Minute Neighbourhood framework.

→ Pedestrian Connections

Cameron Toll benefits from established pedestrian routes and multiple access points from surrounding streets. However, these are largely focused on accessing the inward-looking centre, offering limited permeability through the site, presenting an opportunity to improve connectivity in the masterplan.

□ Cycle Infrastructure

National Cycle Network Route 1 runs close to Cameron Toll, providing strong links to the wider city. The masterplan offers opportunities to enhance cycling connections, supported by existing cycle parking at both entrances and a bicycle repair station at the South Entrance.

Bus

Bus Accessibility

Cameron Toll is well served by a wide range of Lothian Buses and First Bus services. Frequent services provide direct connections to the city centre and surrounding neighbourhoods, supporting sustainable travel choices and reinforcing Cameron Toll’s role as an accessible local commercial centre.

□ Future tram safeguarding

The masterplan recognises the potential for future tram expansion in this part of the city, as well as ongoing discussions around the South Suburban rail line, and seeks to safeguard their integration within the site. A proposed transport hub at the north of the development is designed to accommodate future public transport infrastructure, ensuring Cameron Toll can respond to and support enhanced connectivity as plans progress.

→ Relationship To Context

Cameron Toll sits between established residential communities including Liberton, Prestonfield and Craigmillar. While it functions as an important local centre, its inward-facing layout and surrounding road infrastructure limit integration with neighbouring areas. The masterplan seeks to improve connections, strengthen edge conditions and create a more outward-facing, permeable development that better integrates with surrounding communities.

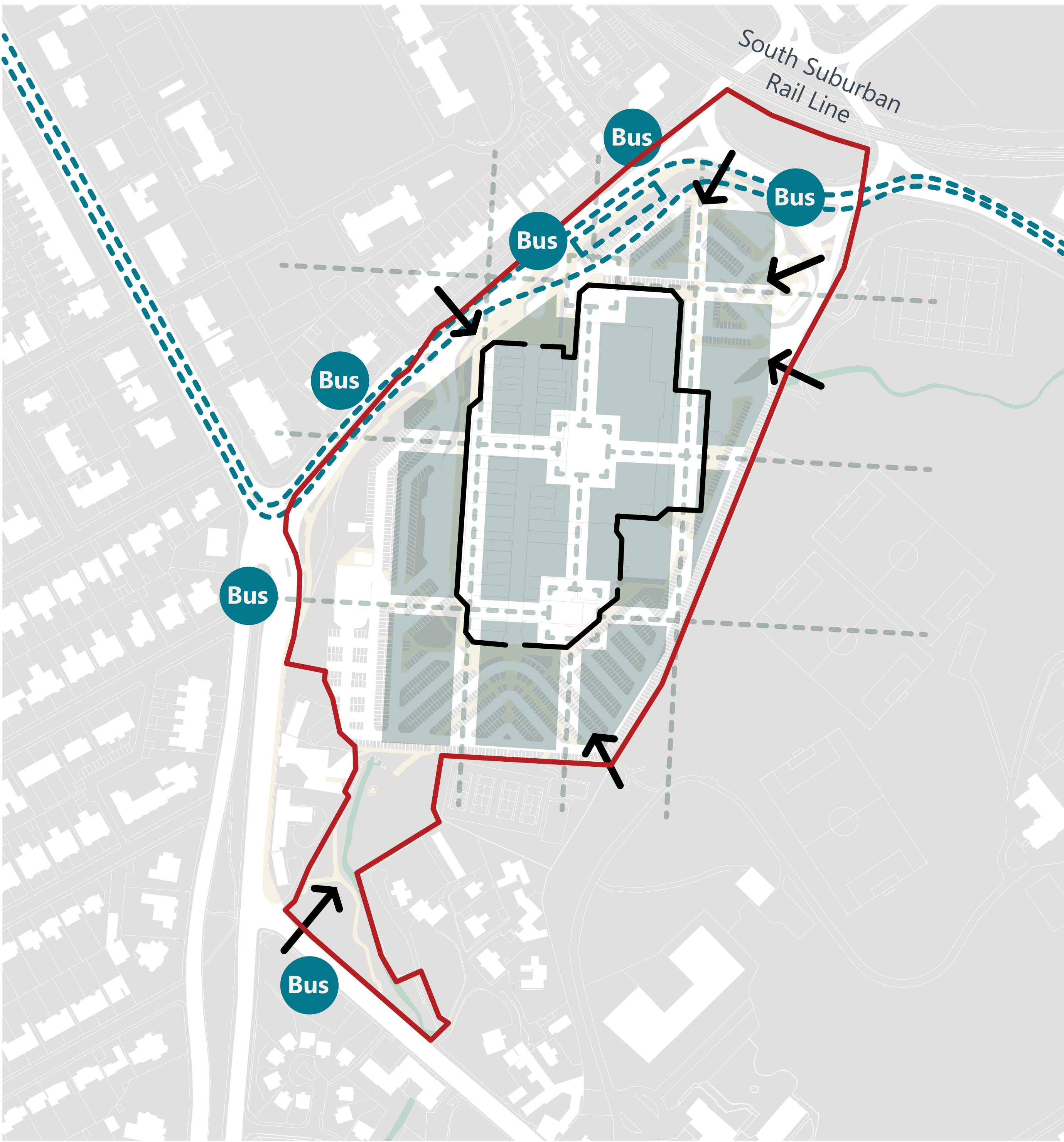
Vehicle Access & Parking

Moving from unmanaged and under-utilised parking towards a balanced, managed and policy-aligned parking provision.

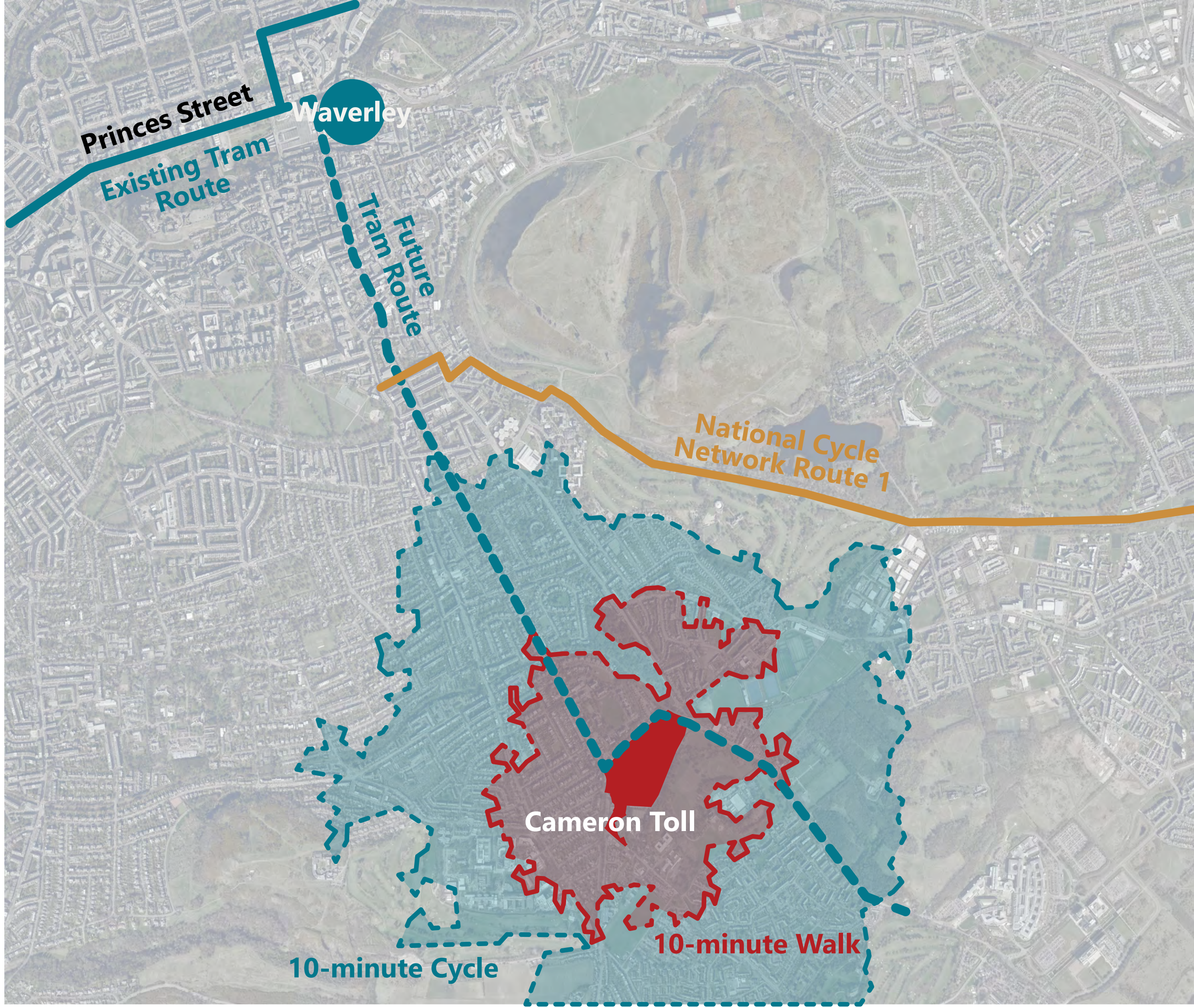
- There are currently 1,037 parking spaces available at Cameron Toll.
- Parking is unmanaged at present.
- Average maximum occupancy is typically around 52%, confirming there is currently more parking at Cameron Toll than required.
- Perception from some that Cameron Toll causes overspill parking in the streets surrounding the area. Parking on-street is more likely associated with park and ride type activity for bus travel to the city centre.
- Parking data shows that park and ride type activity also occurs within the Cameron Toll car park.
- The centre has invested in technology which provides detailed information on parking activity and would support the introduction of parking management.
- Future parking provision at Cameron Toll will balance operational and commercial requirements with local and national sustainable transport policy.
- Future number of spaces will be dependant on the mix and quantum of masterplan uses taken forward.
- Future parking provision will focus on high quality and managed provision which is convenient and efficient.

Supporting Edinburgh’s 20-Minute Neighbourhood Strategy

The masterplan supports the City of Edinburgh Council’s 20-Minute Neighbourhood Strategy by enhancing the range, quality and accessibility of services within walking and wheeling distance of surrounding communities. As a designated Commercial Centre, Cameron Toll already demonstrates strong local living attributes. The proposed improvements will build on these strengths whilst improving permeability, supporting sustainable travel and creating a more integrated and outward-facing local centre.



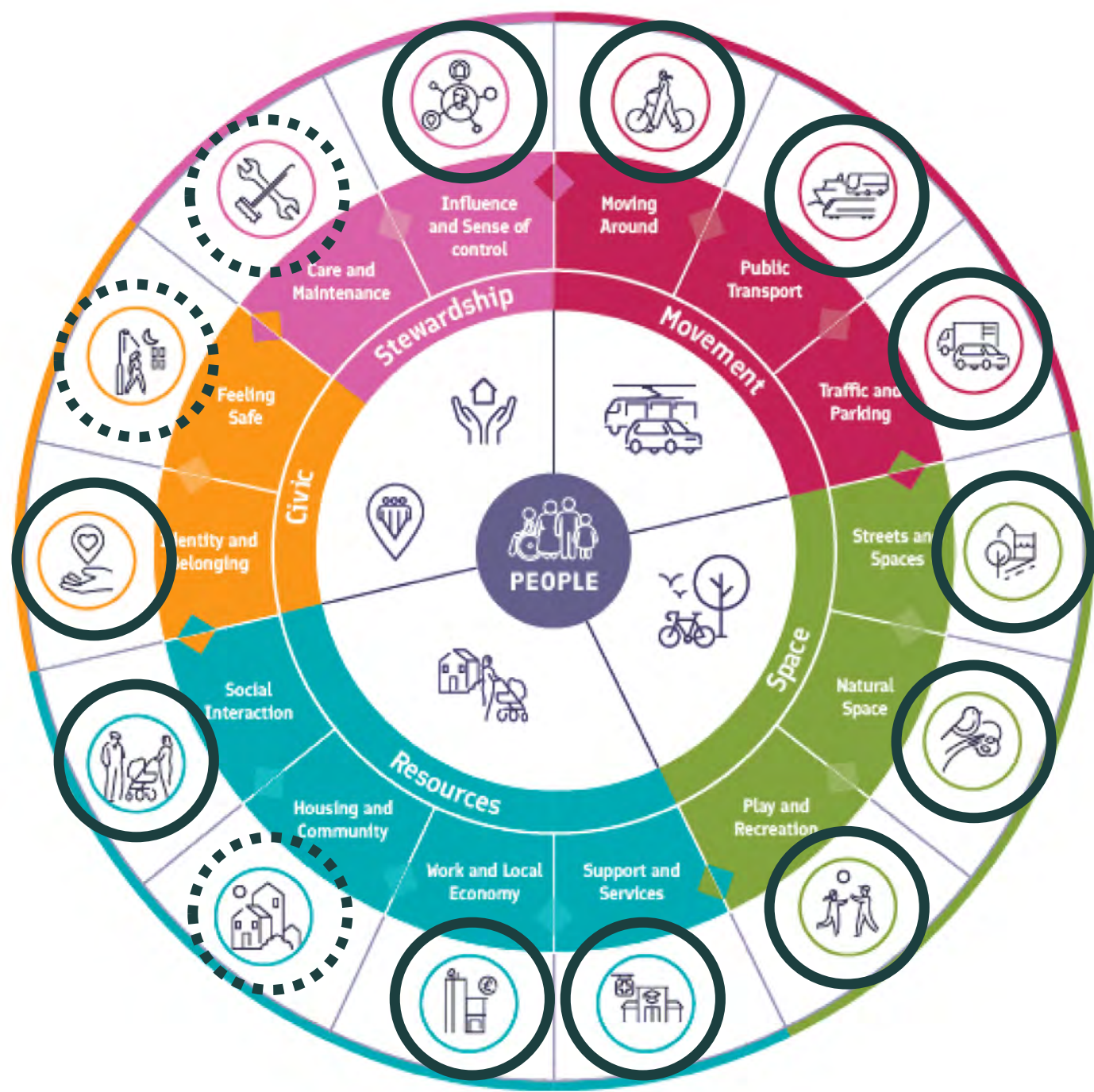
Existing Site | Connections & Opportunities



Location | City Connectivity

Local Living

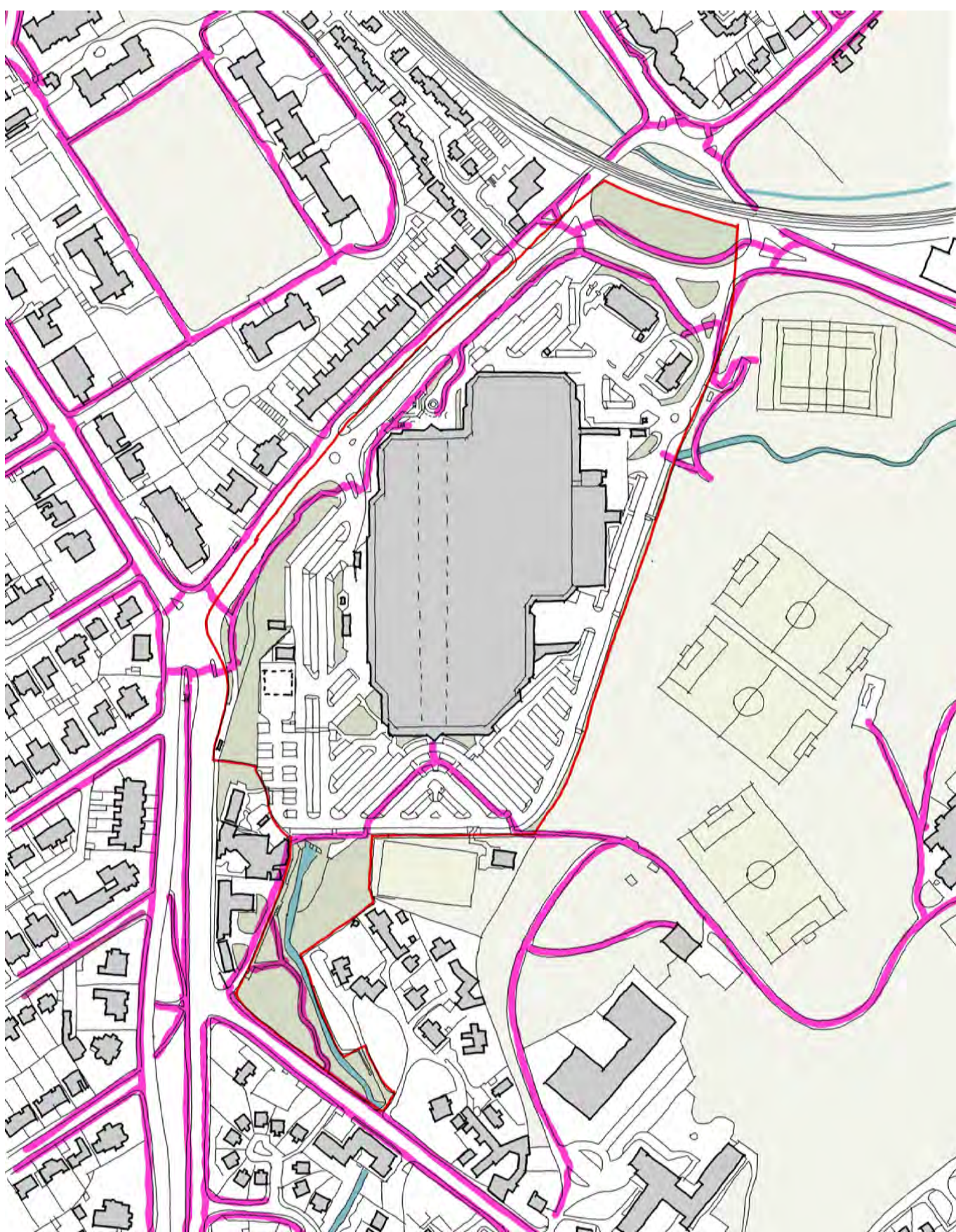
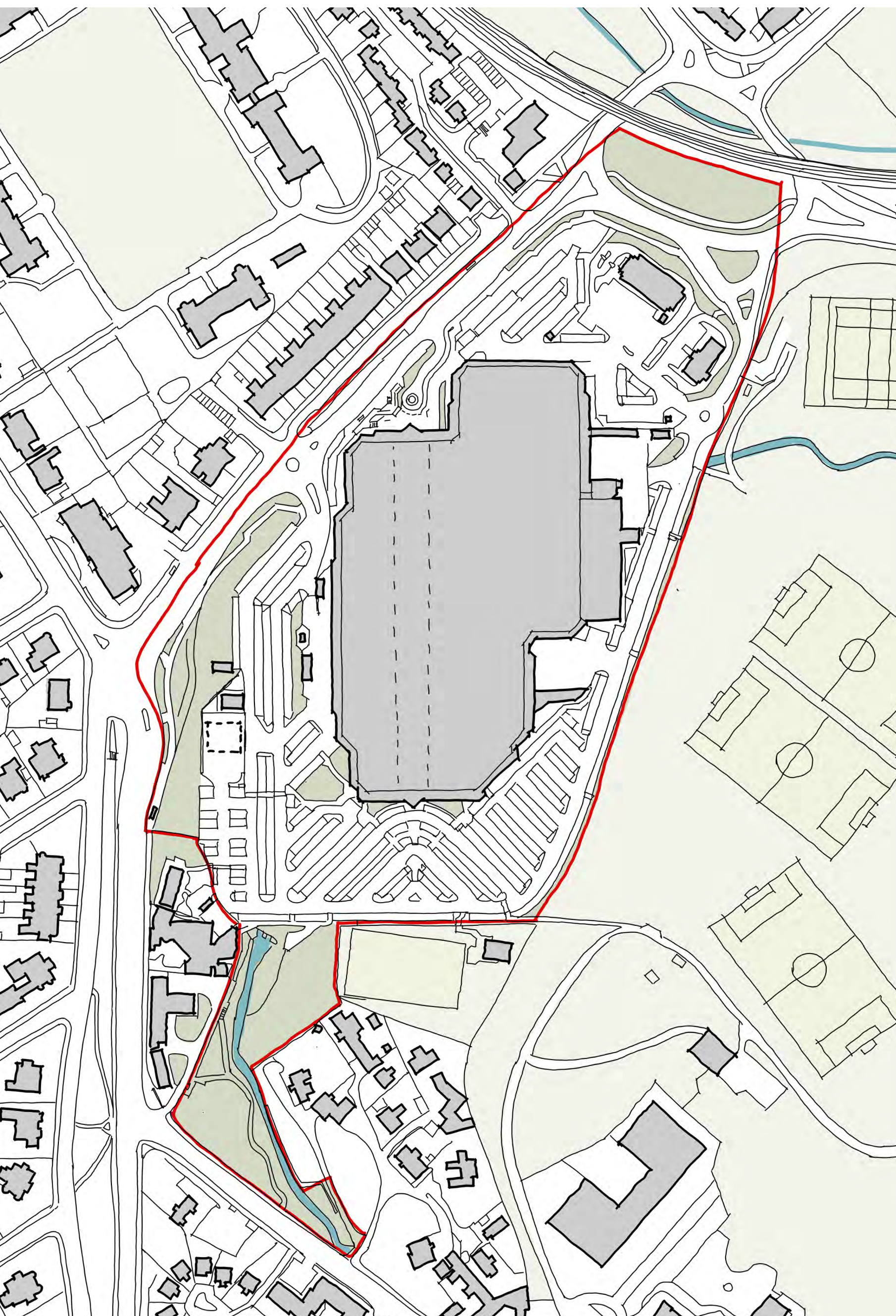
- Existing local living attributes.
- ⦿ Enhanced / additional local living attributes with masterplan.



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Cameron Toll | A New Neighbourhood Centre

Overview



Existing Community Connection

These plans show how Cameron Toll can become more open, better connected and easier to move through over time.

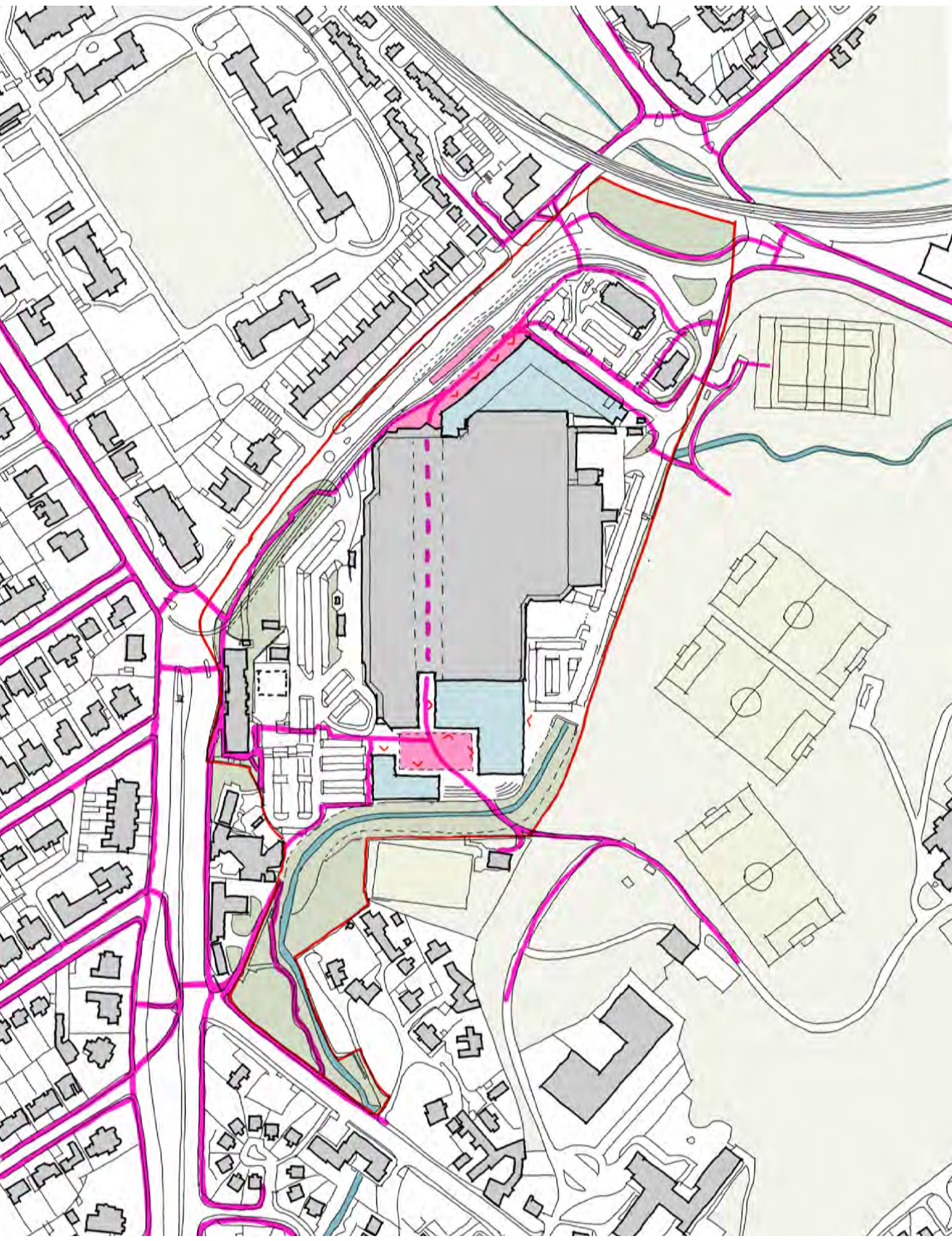
From the existing layout, through Phase 1, the wider masterplan and a longer-term vision, each step strengthens pedestrian routes, improves accessibility and creates clearer links between the centre and the surrounding neighbourhood.

Cameron Toll was originally designed as an inward facing retail destination, with limited routes through the site and weaker connections to nearby streets, homes and green space. Over time, this has reduced permeability and created barriers between the centre and its wider context.

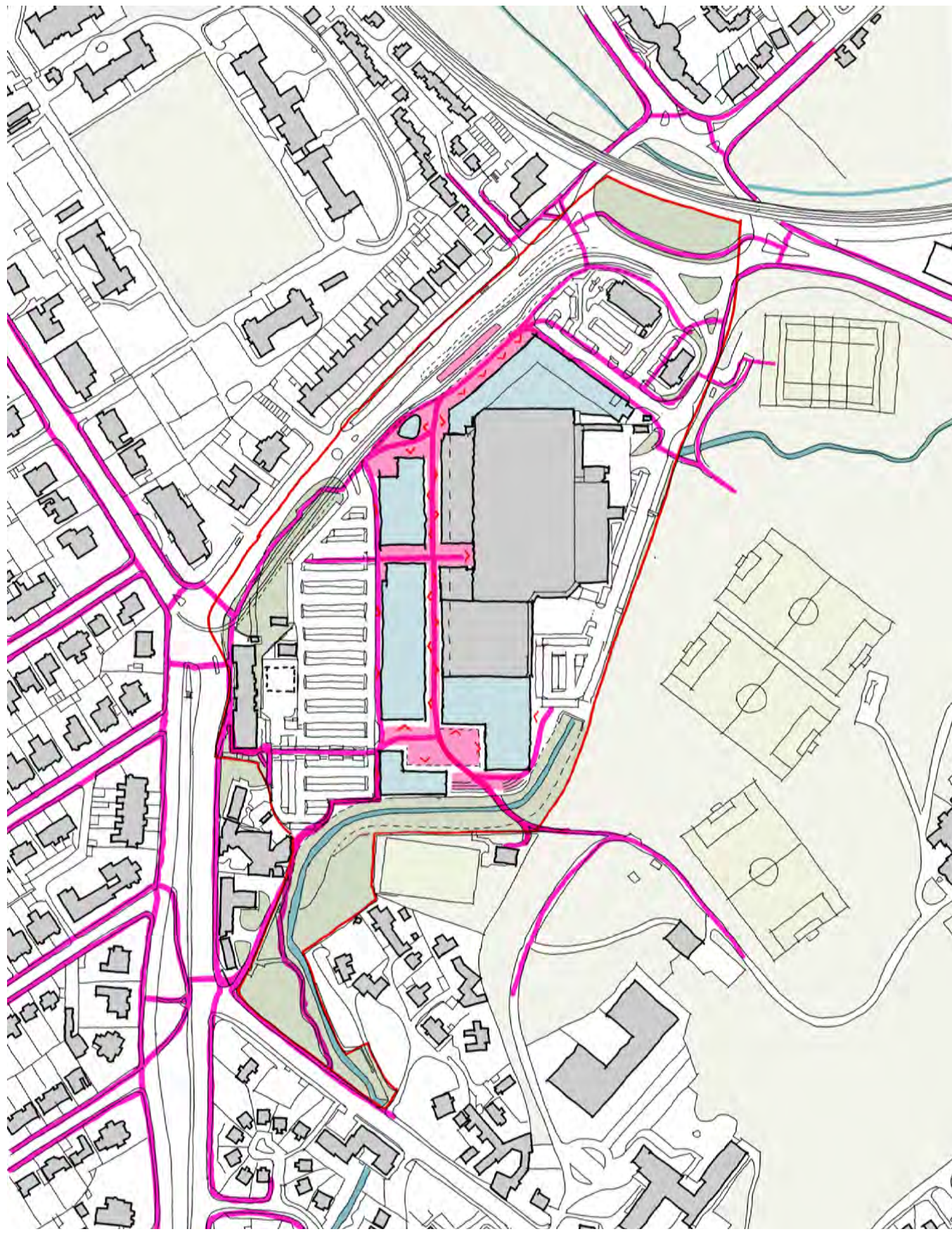
The proposals respond to this by gradually “stitching” the site back into its surroundings. Rather than a single dramatic change, the masterplan represents a series of connected moves which seek to repair the urban fabric, by introducing new routes, improving crossings and strengthening connections to Inch Park and local amenities, helping the centre evolve into a more welcoming neighbourhood destination.

Existing

Site layout as existing.



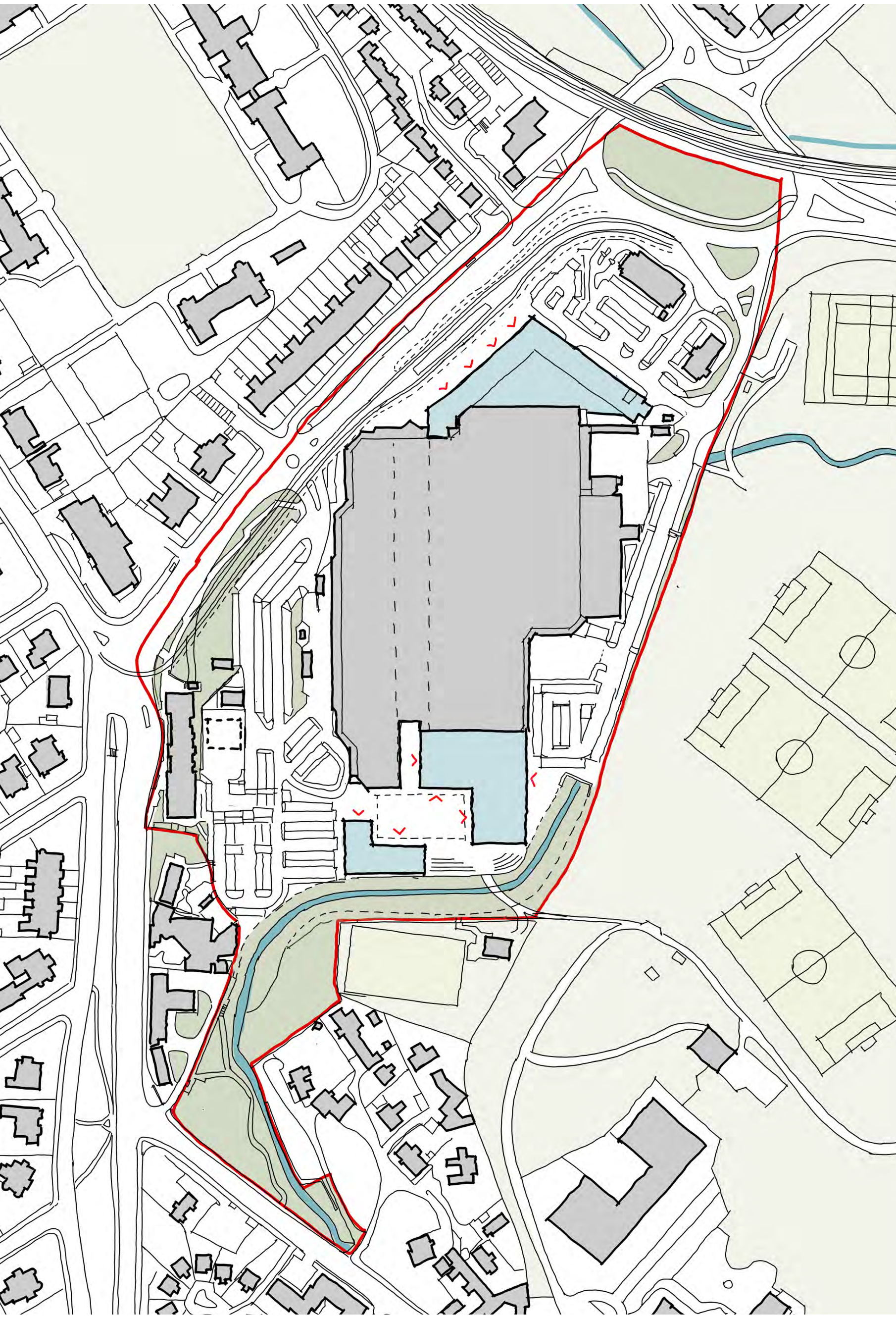
Phase 1 Community Connection



Masterplan Community Connection



50 Year Community Connection



Phase 1

Phase 1 site layout.



Masterplan

Masterplan site layout.



50 Year Vision

Potential site layout for 50 Year vision.

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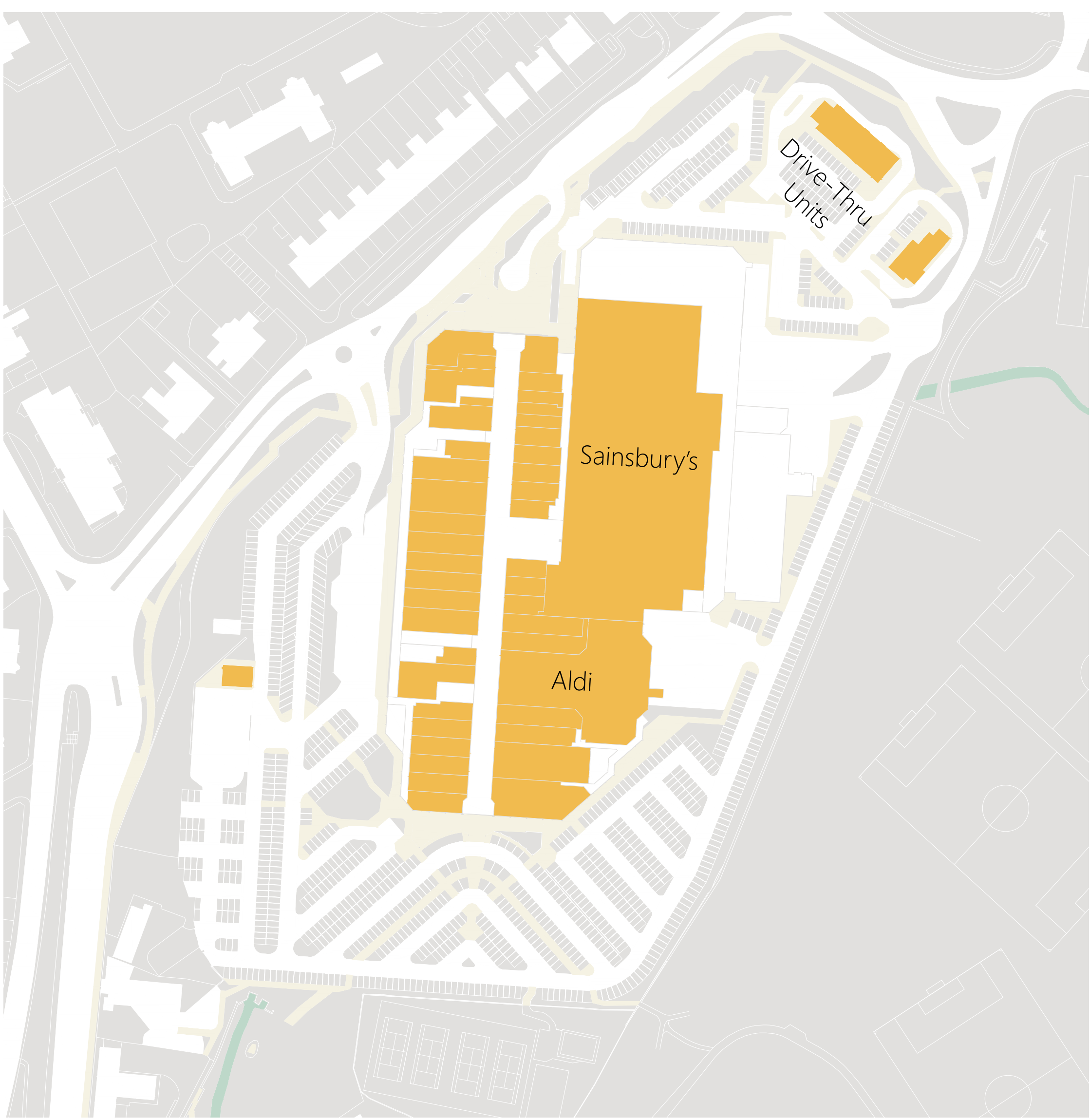
Cameron Toll | A New Neighbourhood Centre

Activity Distribution Across the Site

The proposals are not about removing retail, but about supporting it with additional complementary uses.

Many of you told us how important Cameron Toll’s retail role is to the community. Our intention is not to reduce that role, but to strengthen it. Retail provision will be retained and reorganised, with complementary uses introduced to help support activity across the day and into the evening.

This broader mix helps sustain shops and services, creating a neighbourhood centre that feels lively, safe and well-used at different times of day.

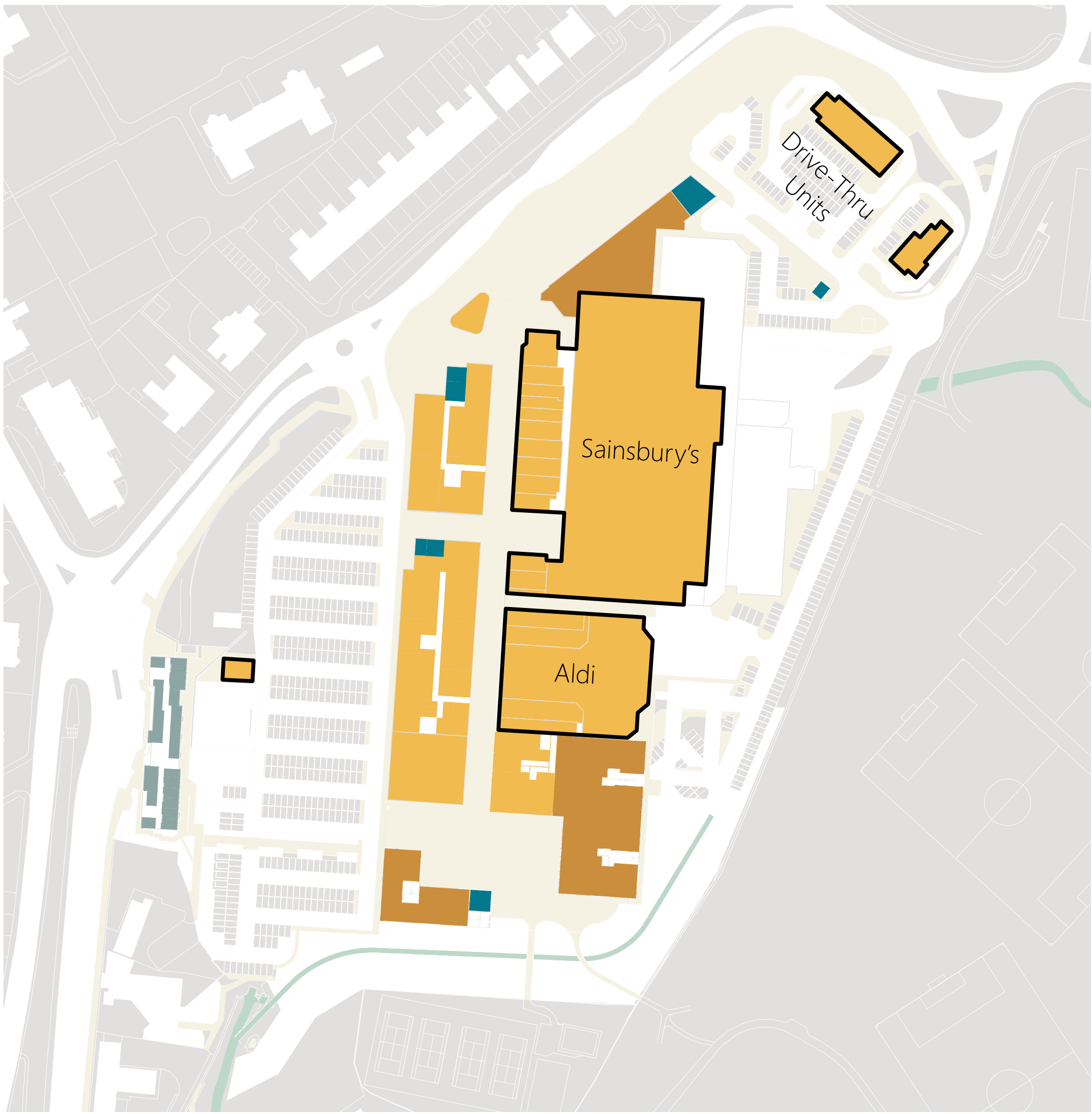


Existing Uses

Primarily retail provision, largely inward-facing, with limited use of upper levels.

- Retail
Existing retail provision.

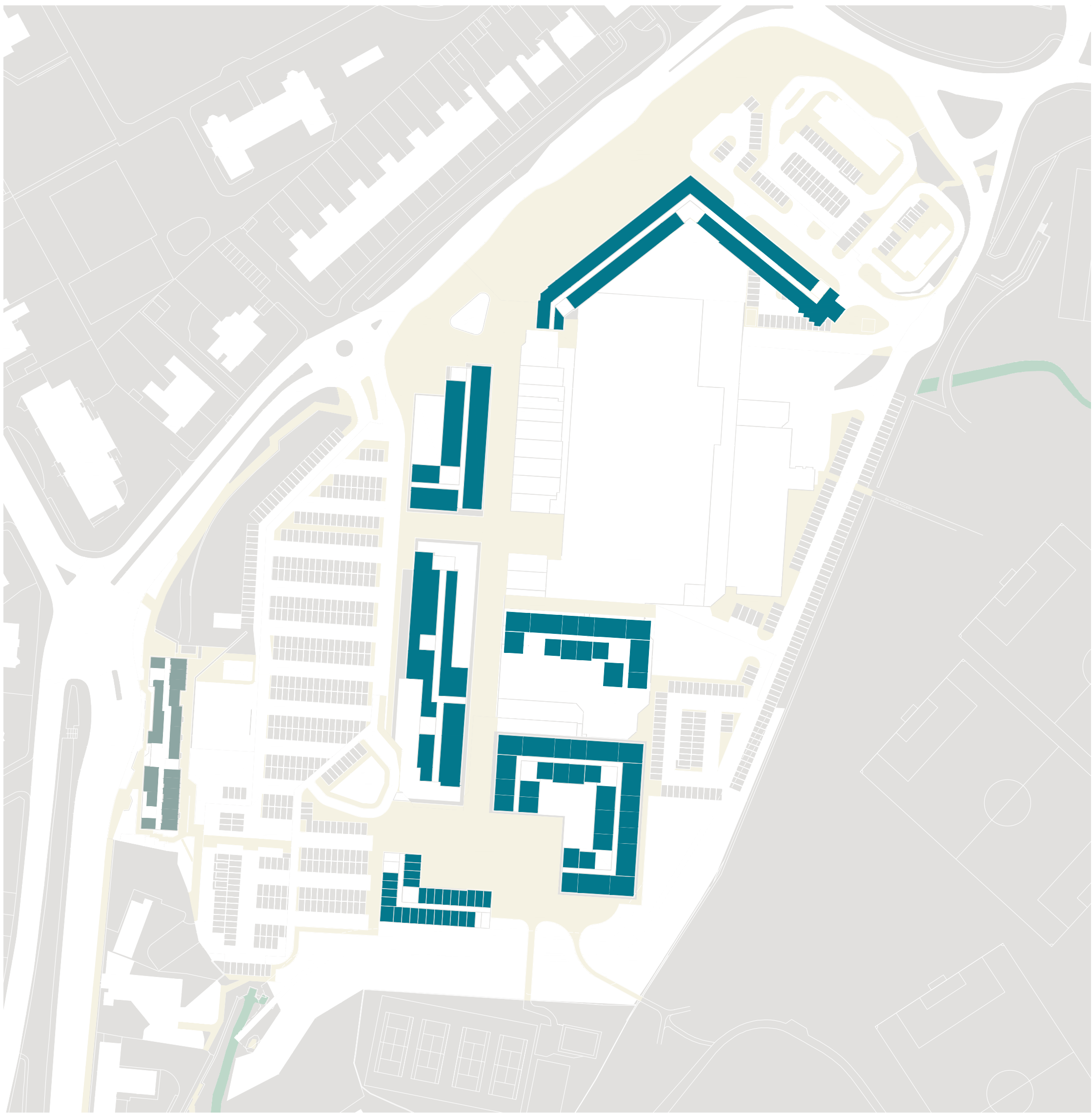
Note: No differing upper floor uses, and the limited 2nd floor spaces are ancillary to ground floor use.



Proposed Uses | Ground

Retained and reconfigured retail offer, supported by complementary leisure and active ground floor uses.

- Retail
Retained existing retail provision.
- Retail
New and reorganised retail provision.
- Leisure
New leisure provision.
- Hotel
Existing hotel consent.
- Residential
Ground floor access and entrance points serving upper level residential accommodation.



Proposed Uses | Upper

Retail at ground level supported by a broader mix of uses above, helping to diversify activity and strengthen long-term vitality.

- Hotel
Existing hotel consent.
- Residential
A mix of residential options including affordable housing, build-to-rent, homes for sale, senior living and student accommodation.

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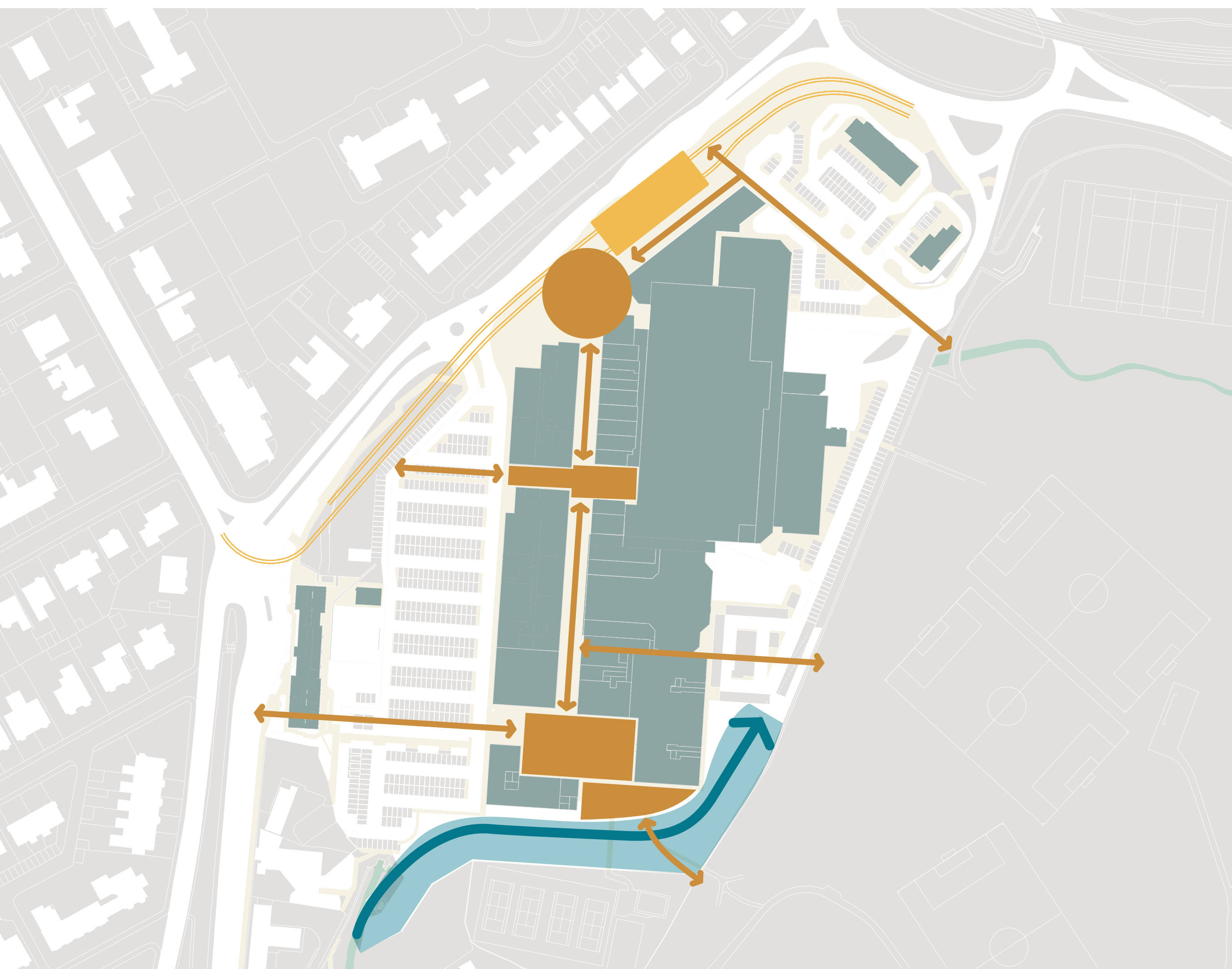
Cameron Toll | A New Neighbourhood Centre

Civic Spaces & Green Connections

Public feedback highlighted the importance of creating high-quality outdoor spaces that feel safe, welcoming and connected to the wider neighbourhood.

The masterplan places public realm and landscape at the heart of the proposals. New public spaces shall be designed for everyday use, with places to meet, sit, walk and shop, alongside flexible civic areas that can host community events and seasonal activity. Clear, accessible routes improve movement across the site and strengthen links to the surrounding area.

An extension of the green corridor is proposed, with the opportunity to daylight a section of the existing culvert to enhance biodiversity. This supports a greener, more climate-resilient environment, helping Cameron Toll evolve into a neighbourhood centre that feels more open and connected to its setting.



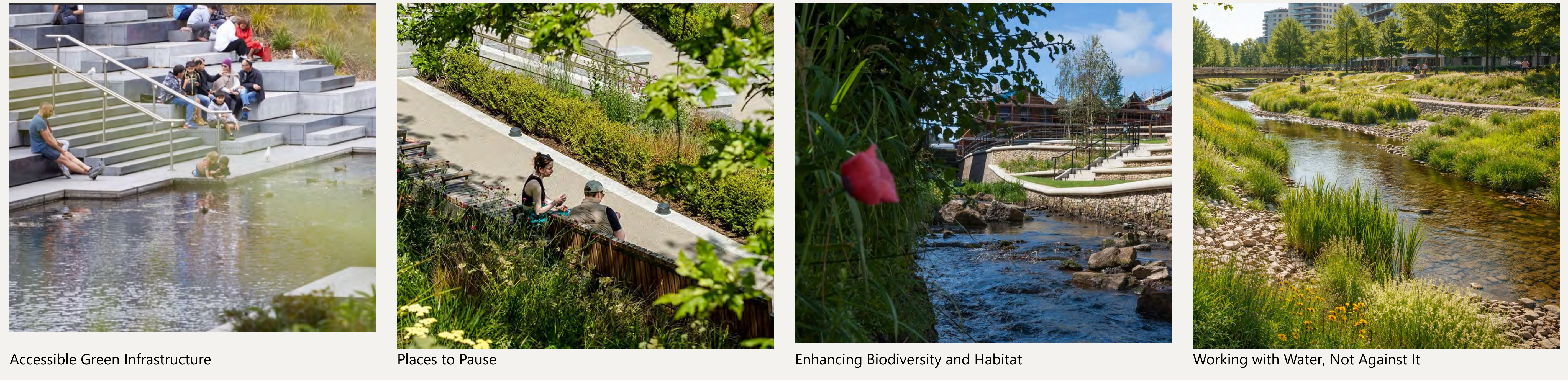
Proposed Usage | Site

- Built Footprint
- Transport Hub
- Public Space
- Green Corridor Expansion | Culvert Day-lighting

Transport Hub



Green Corridor

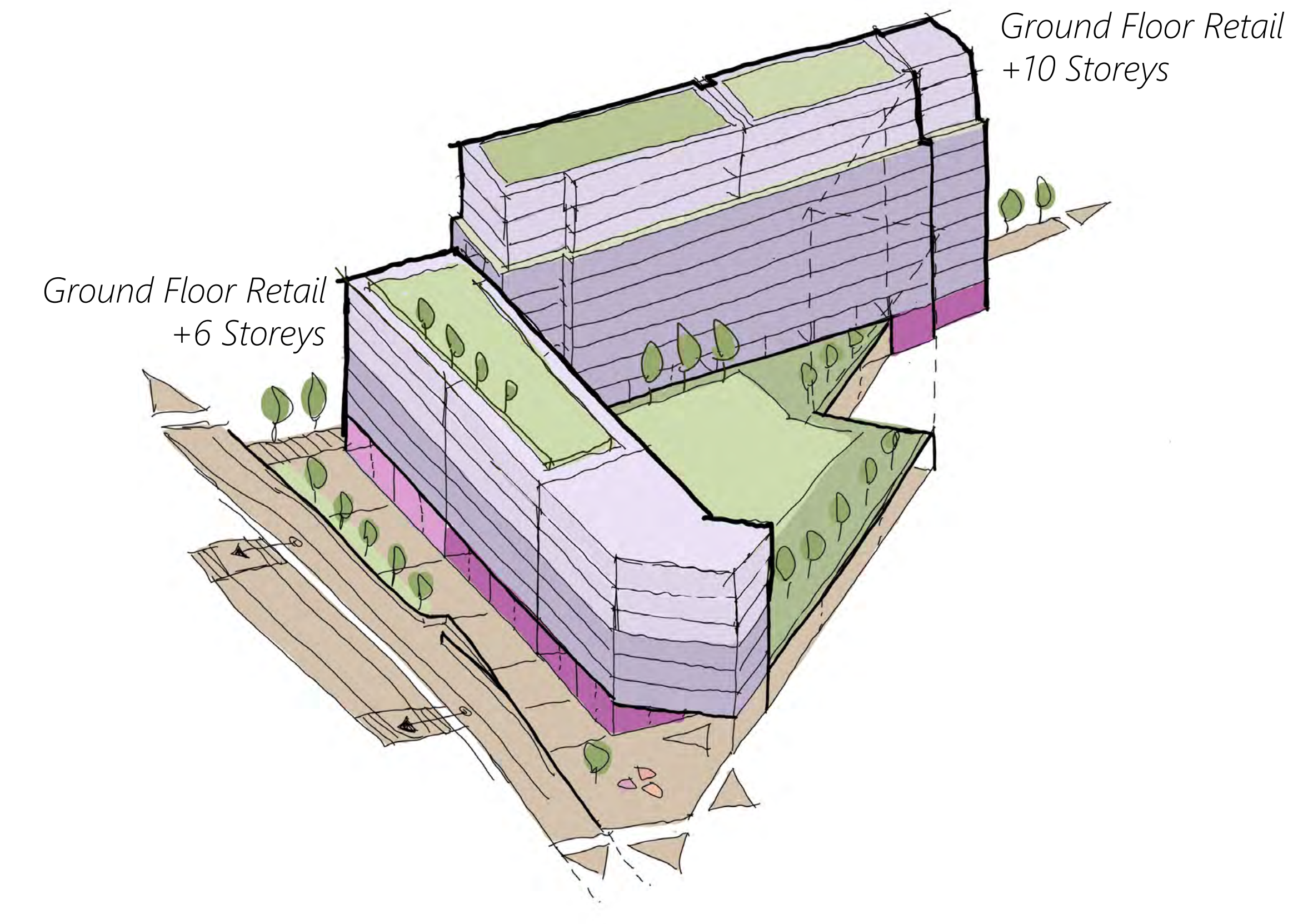
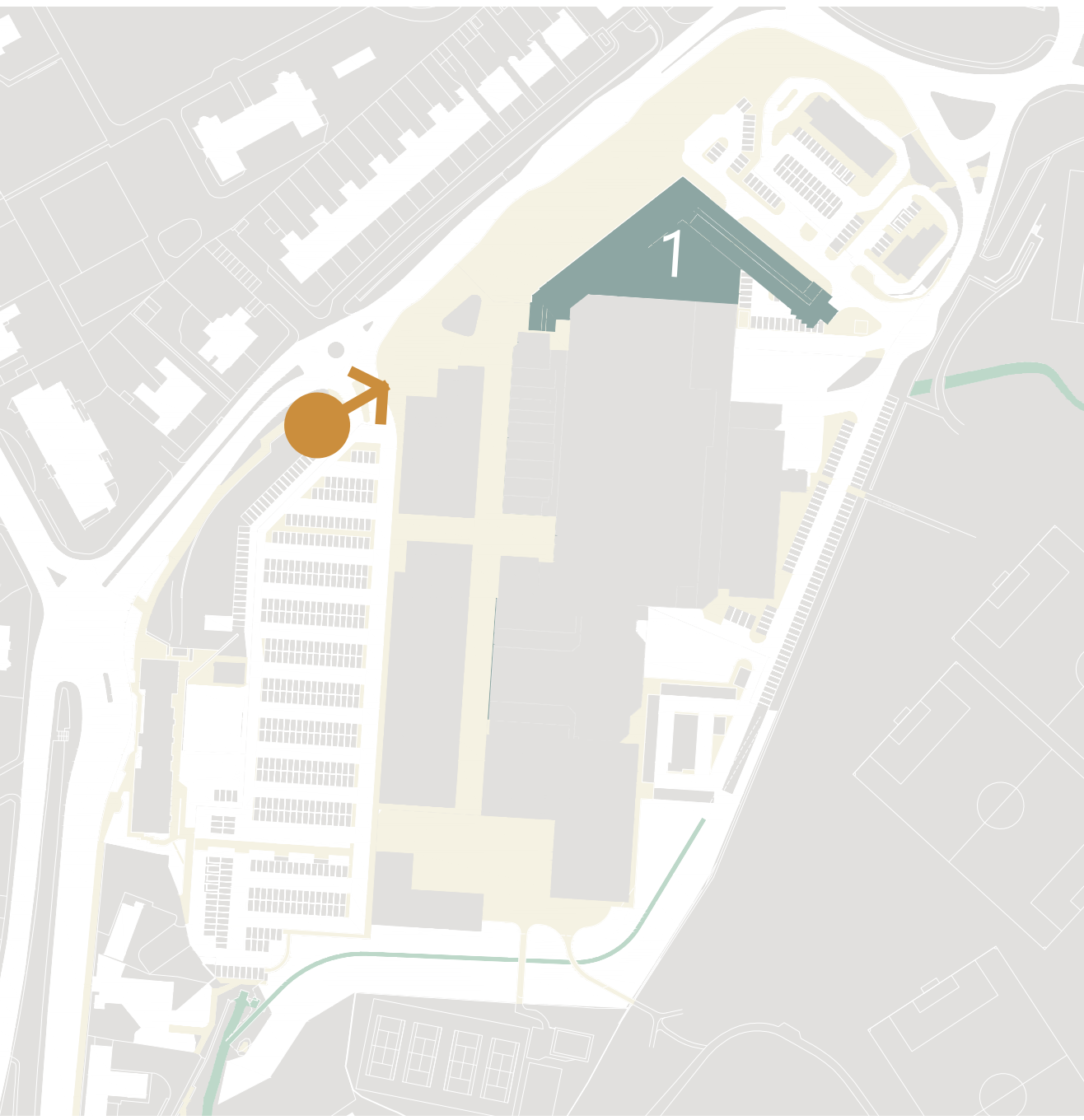


Public Space



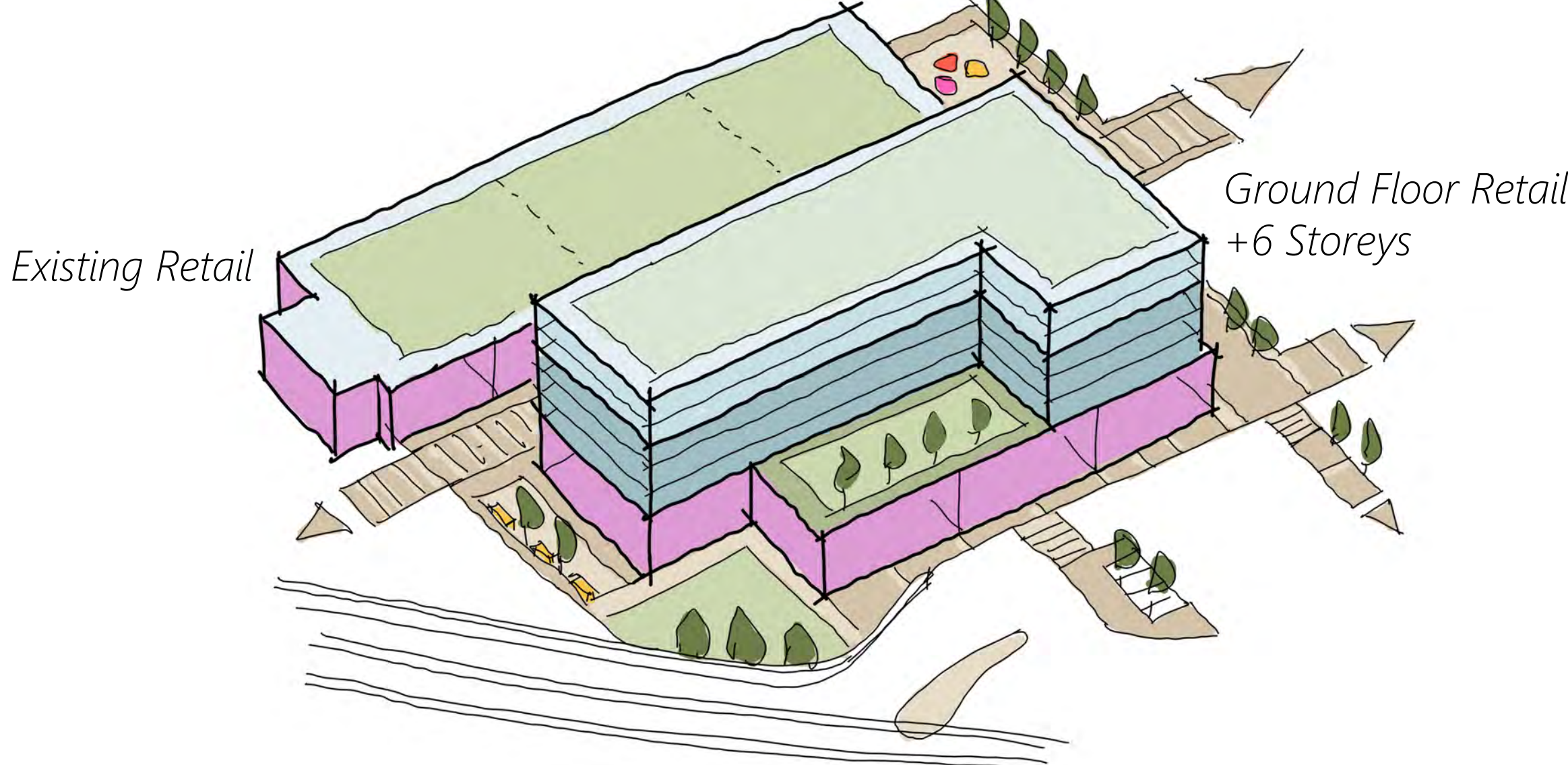
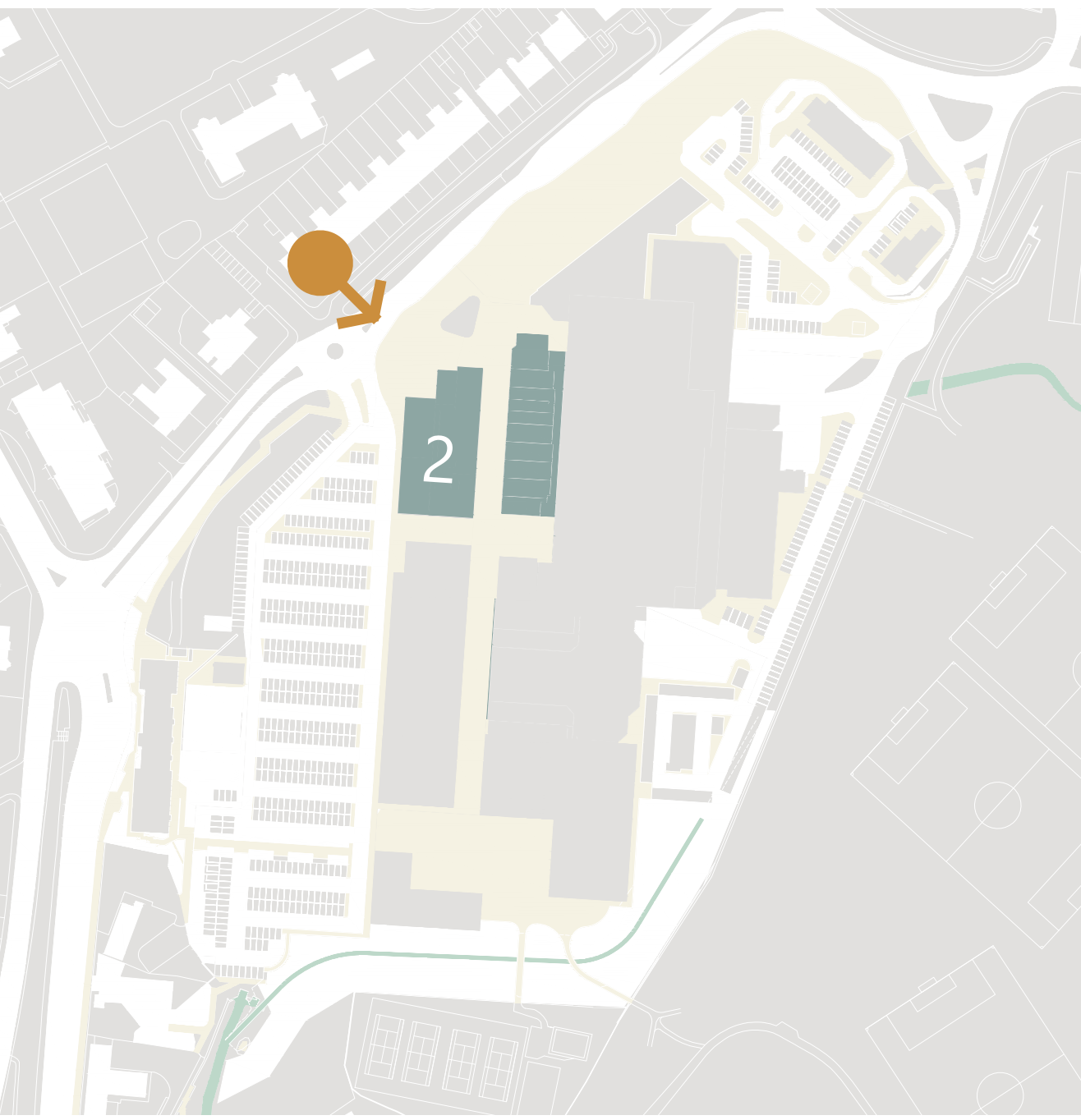
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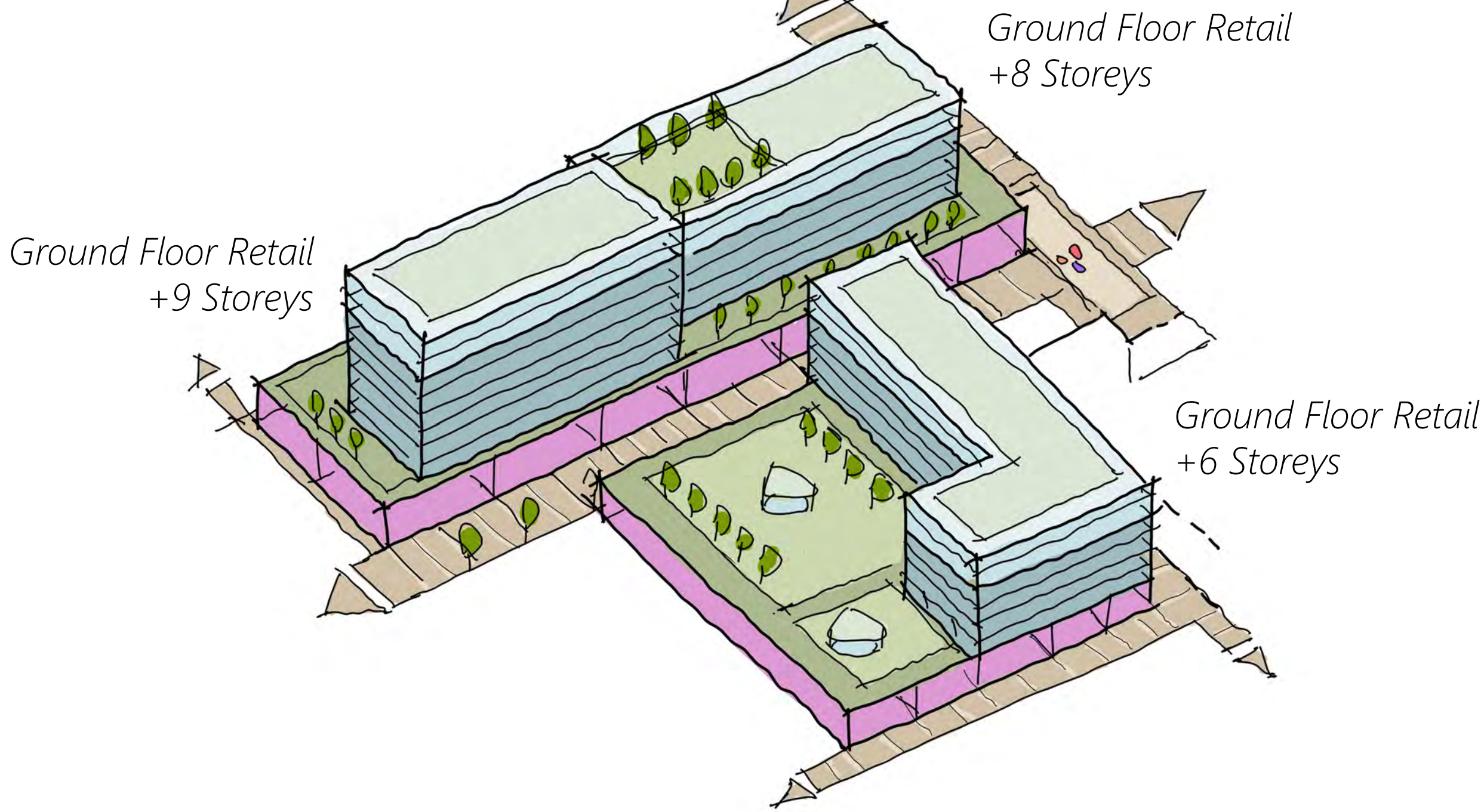
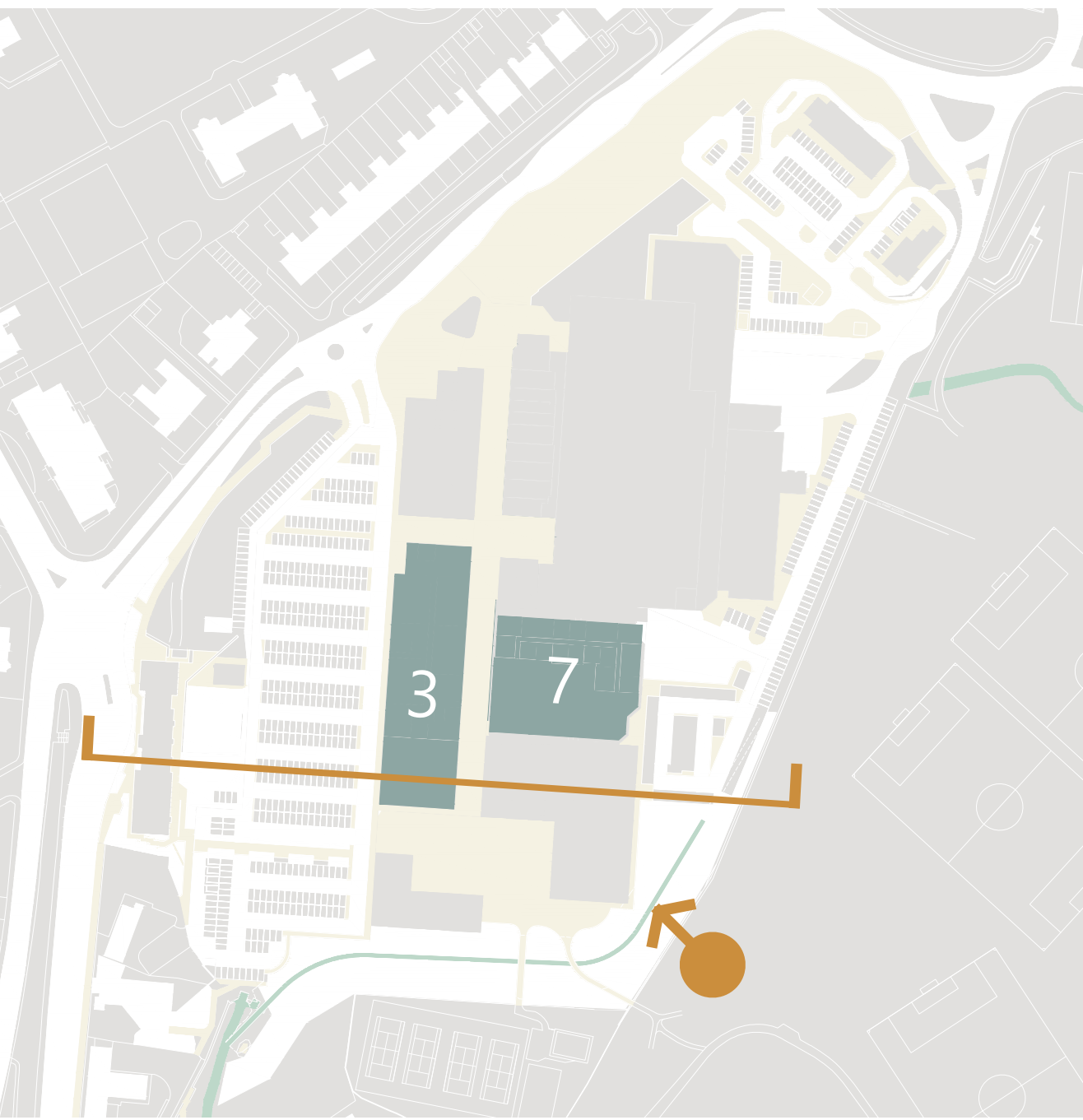
Proposed Massing Plot 1

Plot 1 forms part of the proposed Phase 1 works and occupies a prominent position alongside the emerging transport hub and principal public arrival space. Leisure uses are proposed for the ground floor, providing activate frontage and supporting activity throughout the day and evening. Residential accommodation to the upper levels would help contribute to a balanced mix of uses, supporting the long-term vitality of Cameron Toll.



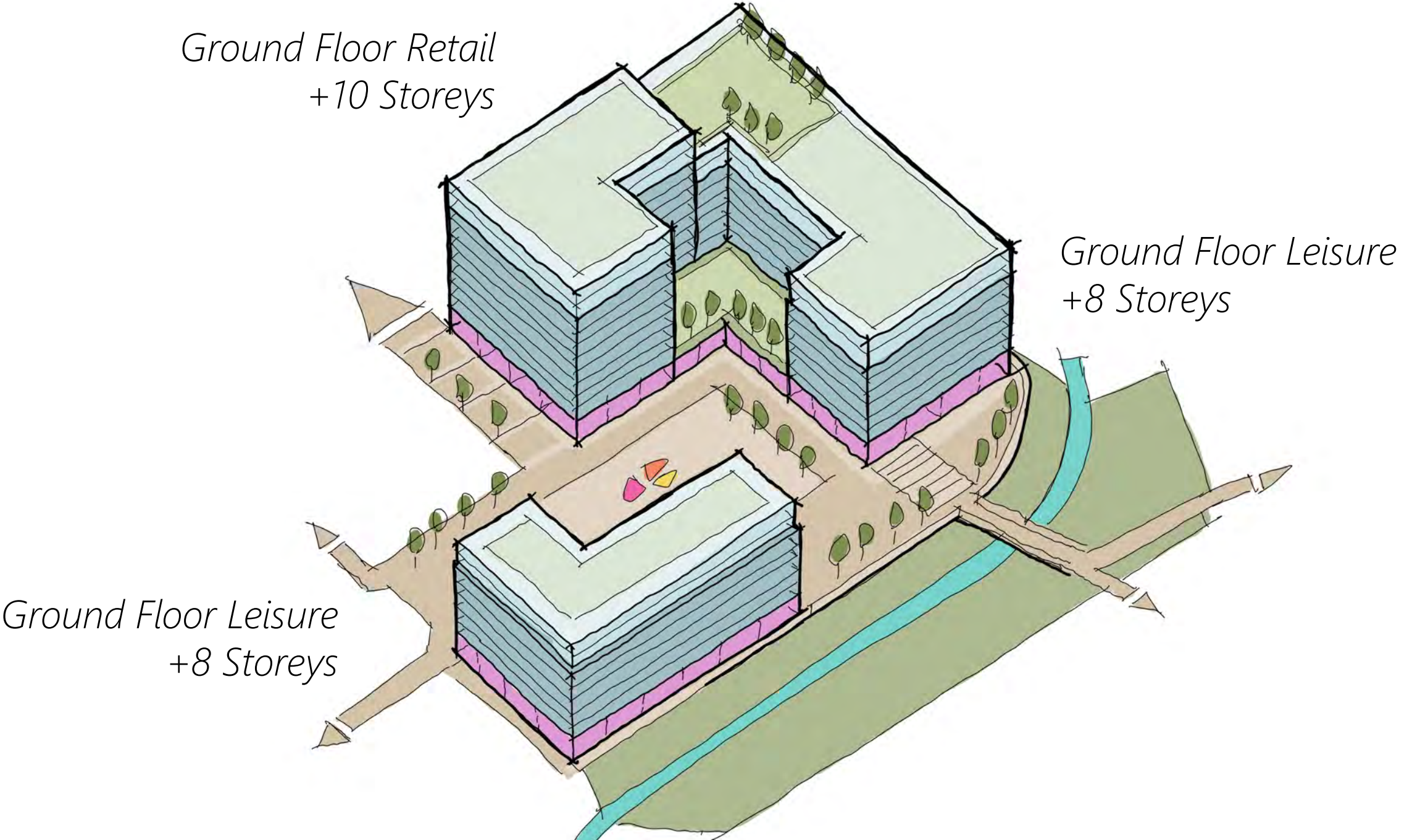
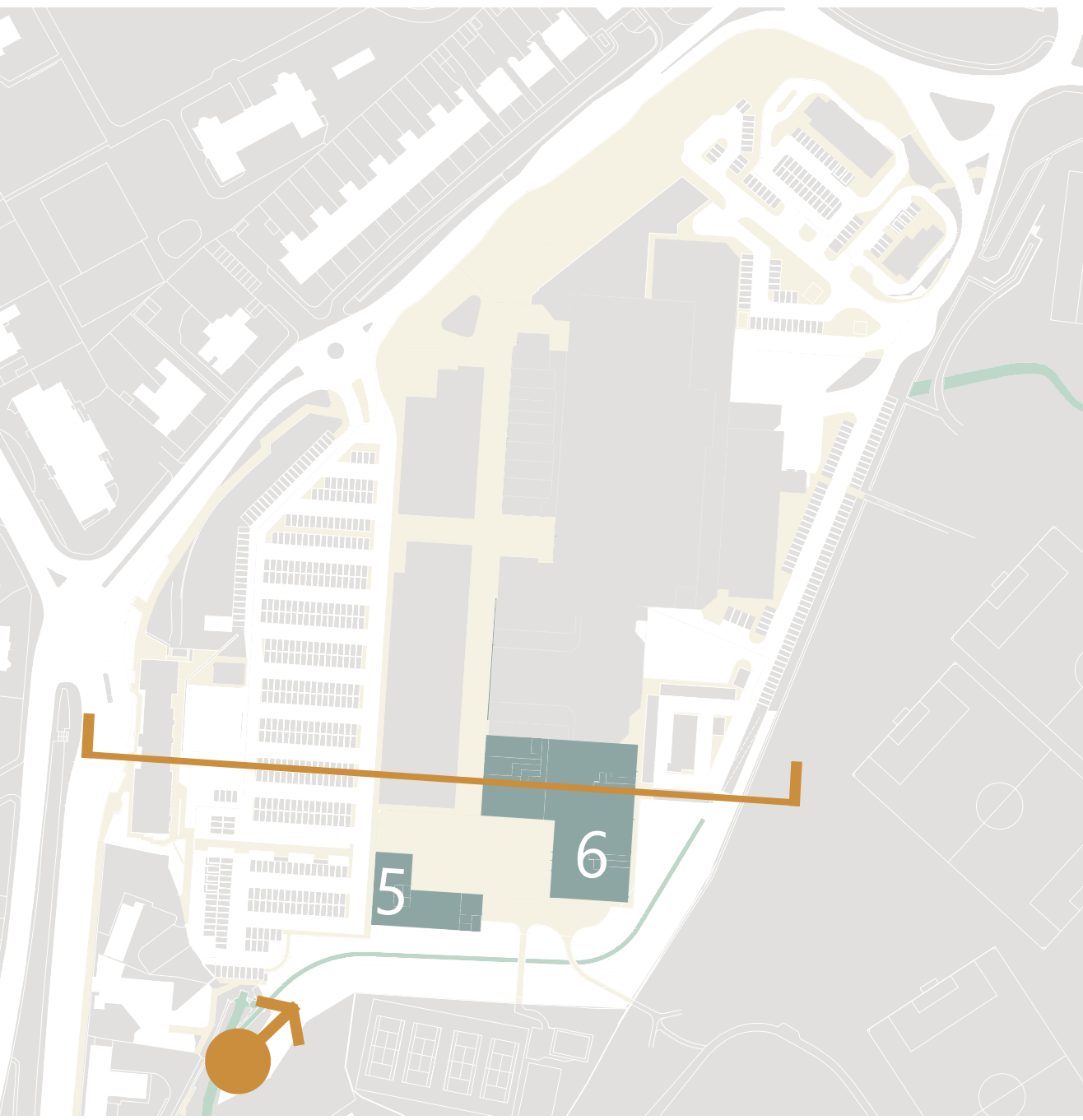
Proposed Massing Plot 2

Plot 2 is part of the longer-term masterplan proposal. The existing retail space would be retained and enhanced with a refreshed façade, alongside a new block providing retail at ground level with residential accommodation above. Together, these elements help shape a more open retail avenue, encouraging activity throughout the day. A new promenade is proposed along the outer edge, improving frontage and connection to the surrounding area.



Proposed Massing Plots 3 and 7

Plots 3 & 7 form part of the wider masterplan proposals and continue the approach of retaining and enhancing the existing retail offer. Refreshed façades and improvements to the public realm help create a more outward-facing and inviting environment, while new accommodation above introduces activity beyond traditional shopping hours. Together, these plots support a more vibrant retail avenue and contribute to a balanced mix of uses.



Proposed Massing Plots 5 and 6

Plots 5 & 6 anchor the opposite end of the retail avenue from Plot 1 and form an important focal point within the masterplan. Leisure uses at ground level help activate a new civic square designed for events and markets, with residential accommodation above contributing to a balanced mix of uses. Together, they create a key access point into the site, whilst also strengthening links to Inch Park and nearby local amenities such as the tennis club.

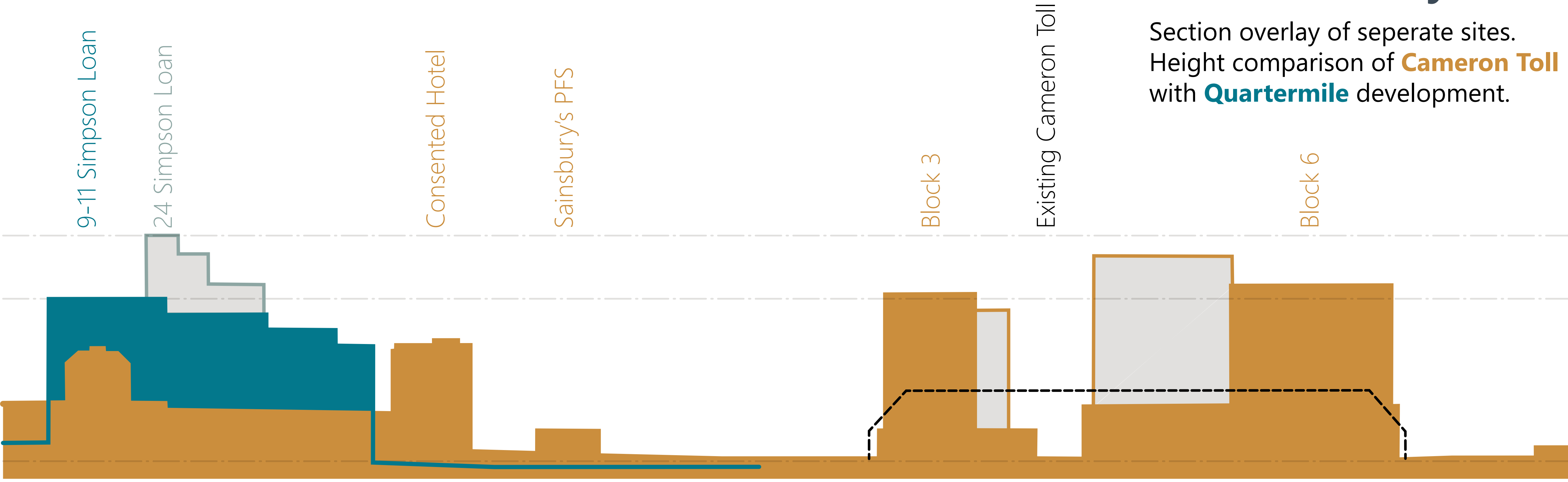


Image of Quatermile

Quatermile Section
24 Simpson Loan

Cameron Toll Section
Blocks 3 & 6

Quatermile Section
9-11 Simpson Loan



Section Overlay

Section overlay of separate sites. Height comparison of **Cameron Toll** with **Quatermile** development.

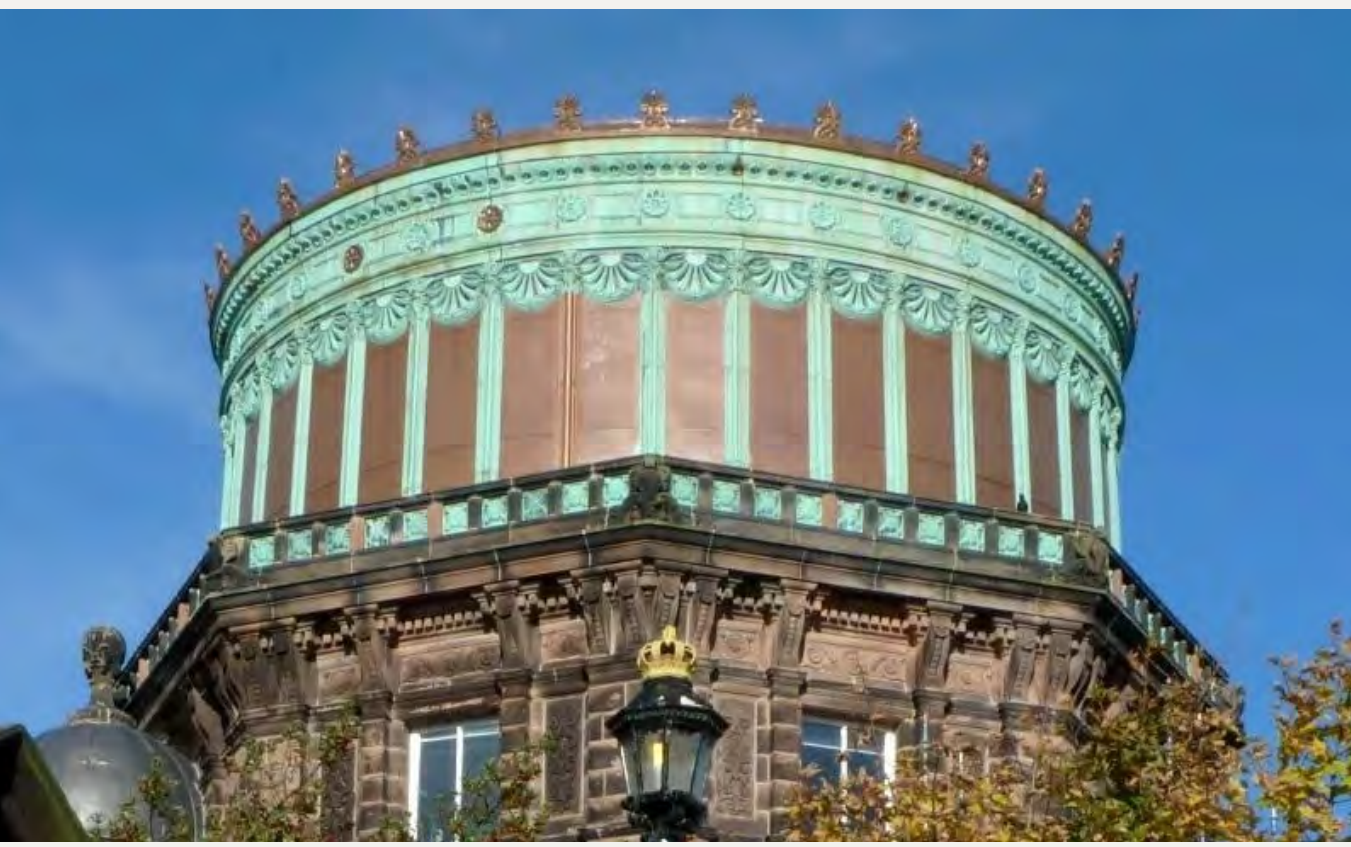
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Cameron Toll Surrounding Character



Hudson Beare Building
UoE
Category: B



Royal Observatory
Category: A



Sanderson Building
UoE
Category: B



Ashworth Building
UoE
Category: B



Joseph Black Building
UoE
Category: B



Grant Institute
UoE
Category: B



East Suffolk Park
Category: B



Inch House
Category: A

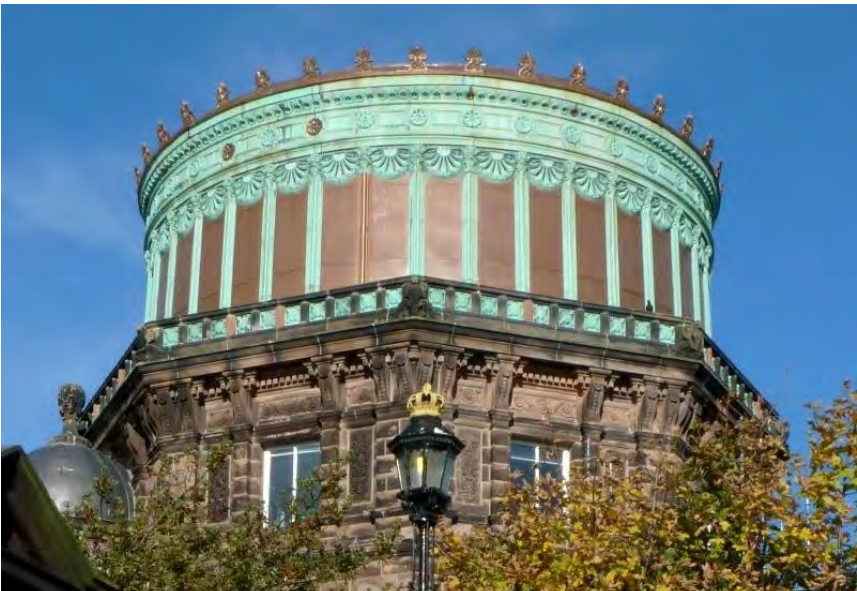


Liberton Bank House
Category: C

Heritage

Royal Observatory

The Royal Observatory's green-patina copper crown serves both technical and aesthetic purposes. Its cylindrical drum, clad in weathered copper with a distinctive verdigris finish, elegantly caps the octagonal stone towers while providing a durable enclosure for the telescopes within.



Hudson Beare Building

The Hudson Beare Building's distinctive herringbone cladding forms a bold chevron pattern across the upper facade, giving the elevated volume a strong graphic identity and emphasising its cantilevered form.



Ashworth Building

The Ashworth Building's principal entrance is articulated as a monumental round-arched opening set within a rusticated ashlar facade, its moulded architrave and pronounced keystone lending classical emphasis and hierarchy to the central bay, consistent with the building's neo-classical composition



Ashworth Building (Zoology)

Its restrained neo-classical facade, defined by giant pilasters and carefully proportioned stonework, gives the building a composed academic presence. Large steel-framed windows bring generous natural light into the laboratories, while cast animal plaques within the stonework subtly express its scientific purpose.



Grant Institute

The Grant Institute's entrance is defined by a robust round-arched opening set within a squared ashlar facade, the moulded arch and recessed timber doors giving the threshold a weighty, institutional presence characteristic of its early 20th-century academic design.



Sanderson Building

The Sanderson Building's vertically arranged glazing creates a strong rhythm across the sandstone facade, with tall multi-pane windows set within crisply detailed ashlar bays that emphasise proportion and hierarchy.



Joseph Black Building

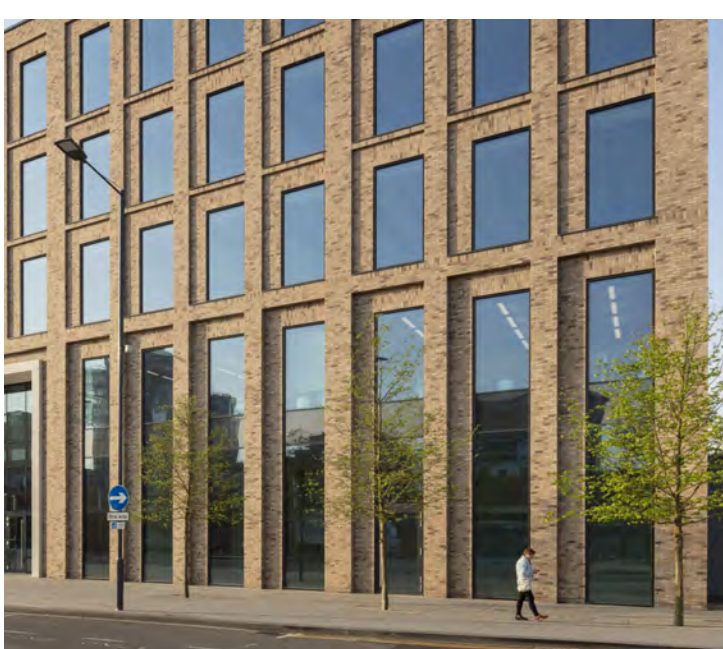
The Joseph Black Building's principal elevation is defined by a pronounced vertical rhythm, with tall, sash windows set between robust brick piers that rise uninterrupted from a heavy stone base. This repeated bay structure gives the facade a measured, almost industrial clarity, expressing the internal laboratory functions within.

Continuity

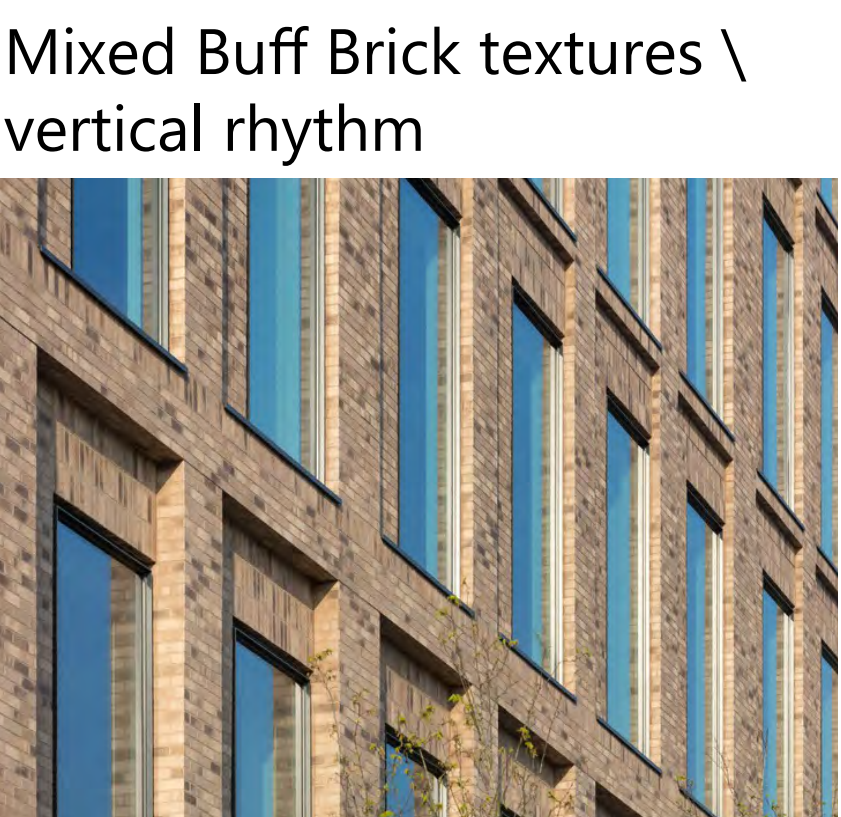
Elegant Crown Forms



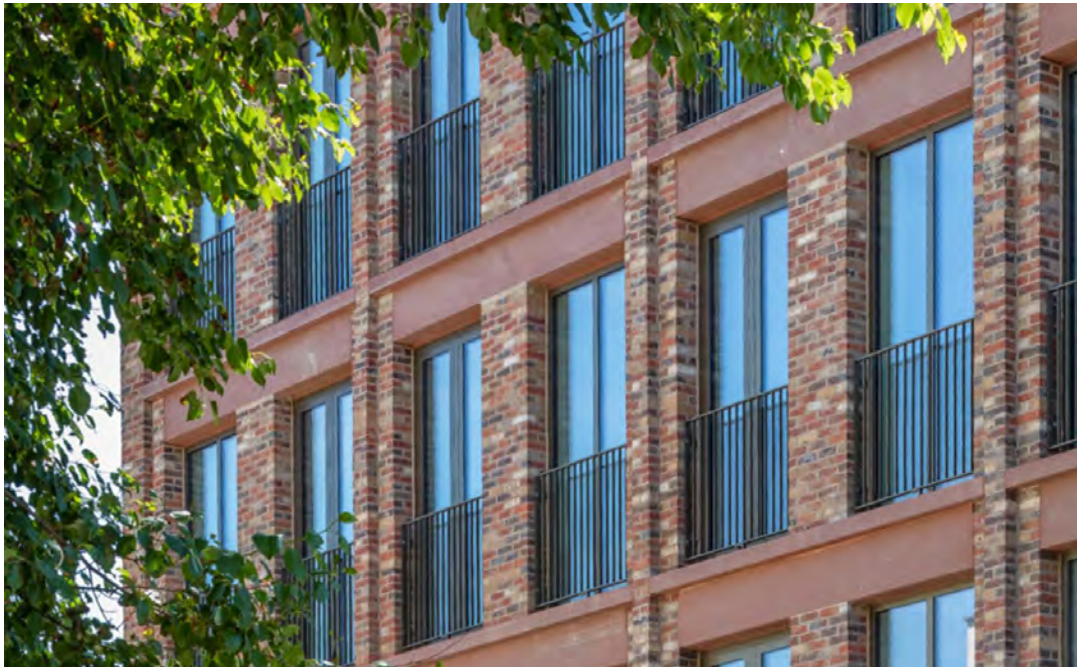
Herringbone Textures



Mixed Buff Brick textures \ vertical rhythm



Evolving the existing language.



Mixed Pink Brick textures \ vertical rhythm

Sustainability

The regeneration of Cameron Toll presents an opportunity to create a more sustainable and climate-responsive neighbourhood centre. The site already benefits from strong public transport links and access to surrounding green space, and the proposals seek to build on these strengths; reducing carbon emissions, enhancing biodiversity and improving everyday environmental quality, while also supporting the long-term commercial future of the centre.

There is the opportunity to strengthen green infrastructure across the site, including exploring options to daylight sections of the existing culvert, enhance biodiversity, and create a more natural landscape setting that connects to Inch Park and surrounding communities. By embedding sustainability within the masterplan, we can support healthier buildings, lower energy use and greater long-term resilience in line with national and local planning policy.

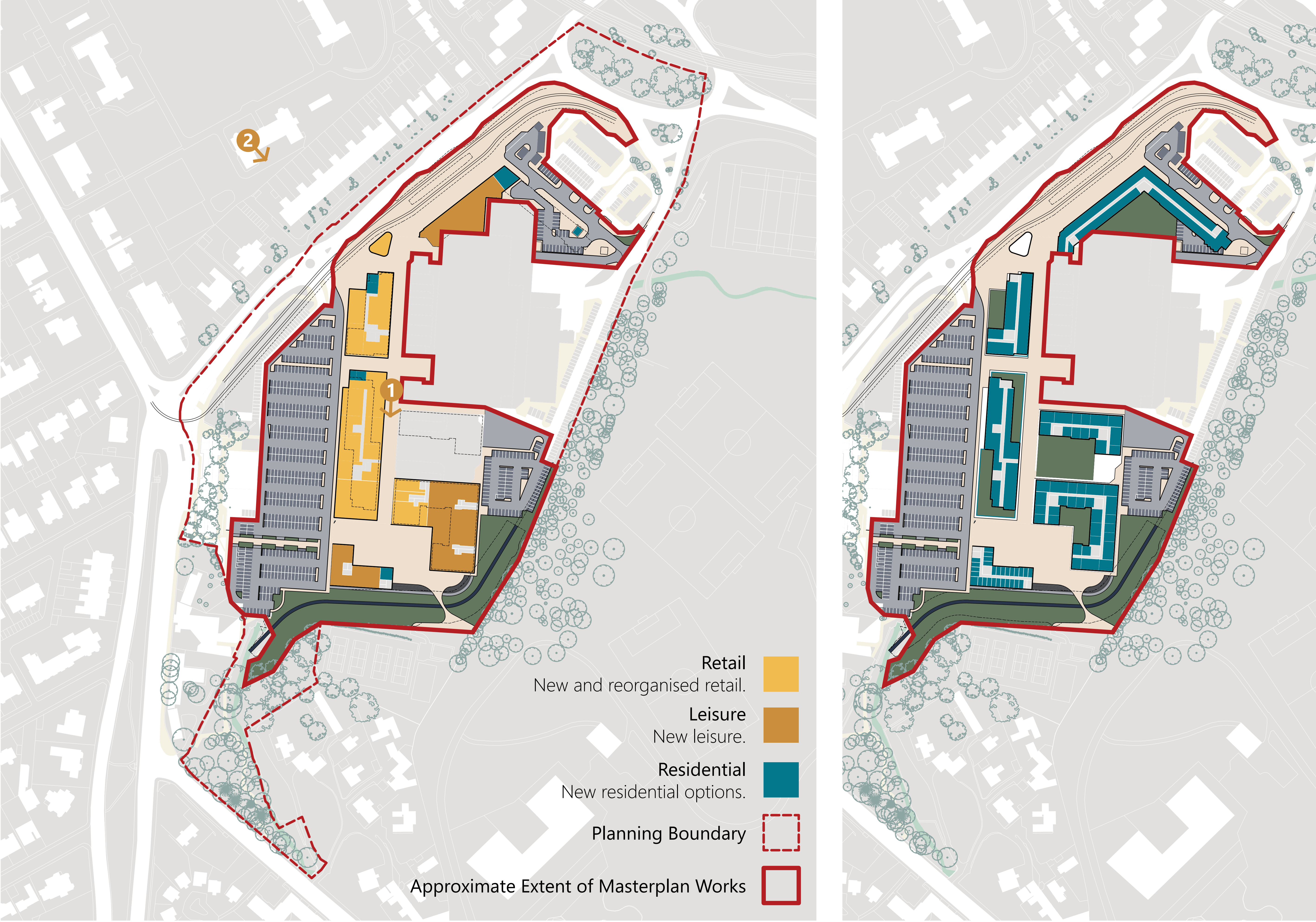
At the next stage of design, we will develop a detailed sustainability strategy which explores:

- Re-use and enhancement of existing buildings wherever possible.
- Designing energy-efficient buildings that reduce operational energy demand.
- Reducing whole-life carbon through careful material selection and construction methods.
- Increasing urban greening and biodiversity across the site.
- Integrating sustainable drainage and climate-resilient water management.
- Creating healthy, comfortable buildings with good daylight, ventilation and access to green space.

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Masterplan Application Proposals



Site | Ground

Site | Upper Floor Uses



View 1 | Retail Avenue
Artists Sketch

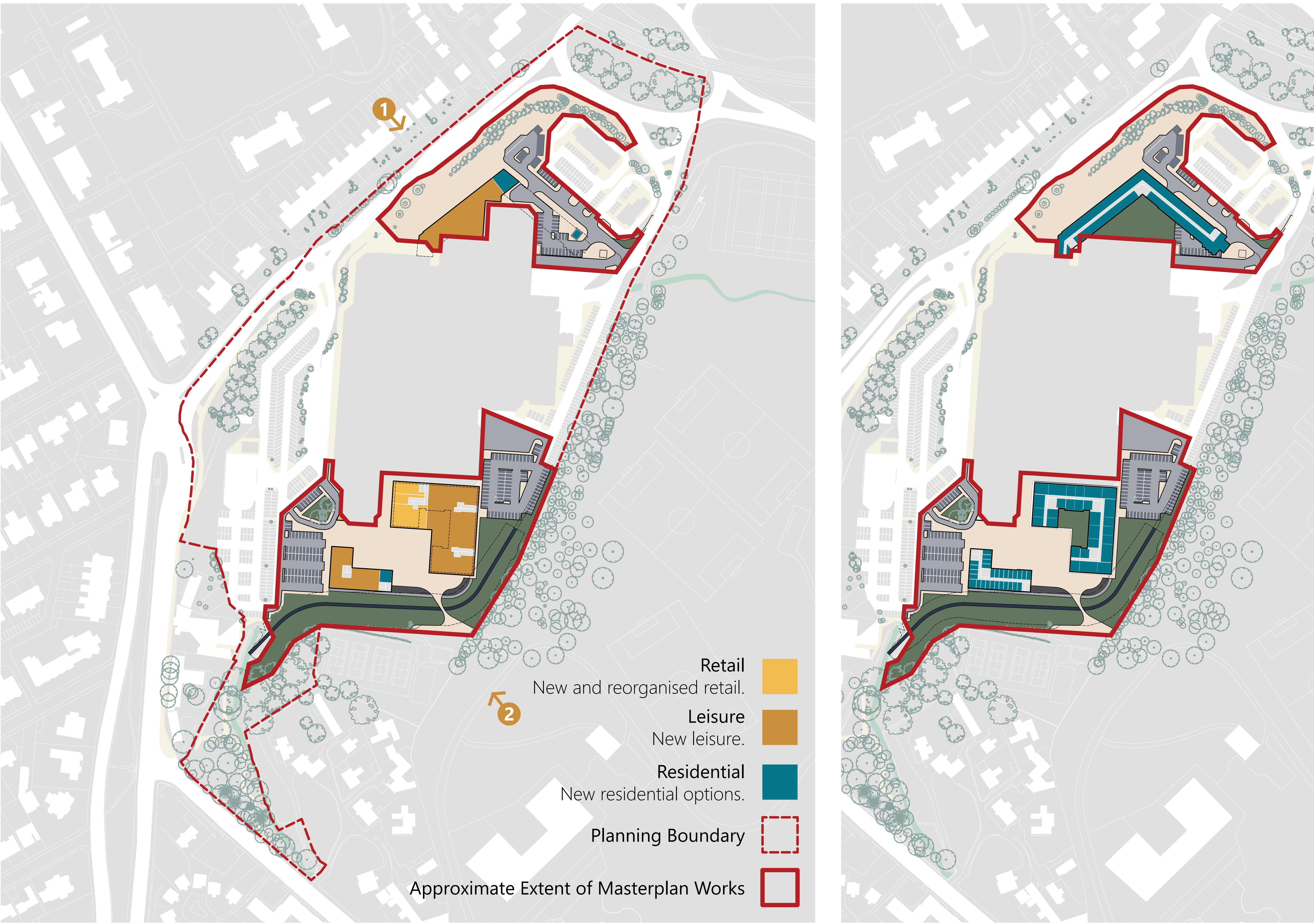


View 2 | Proposed Masterplan
Site Model

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Phase 1 Application Proposals



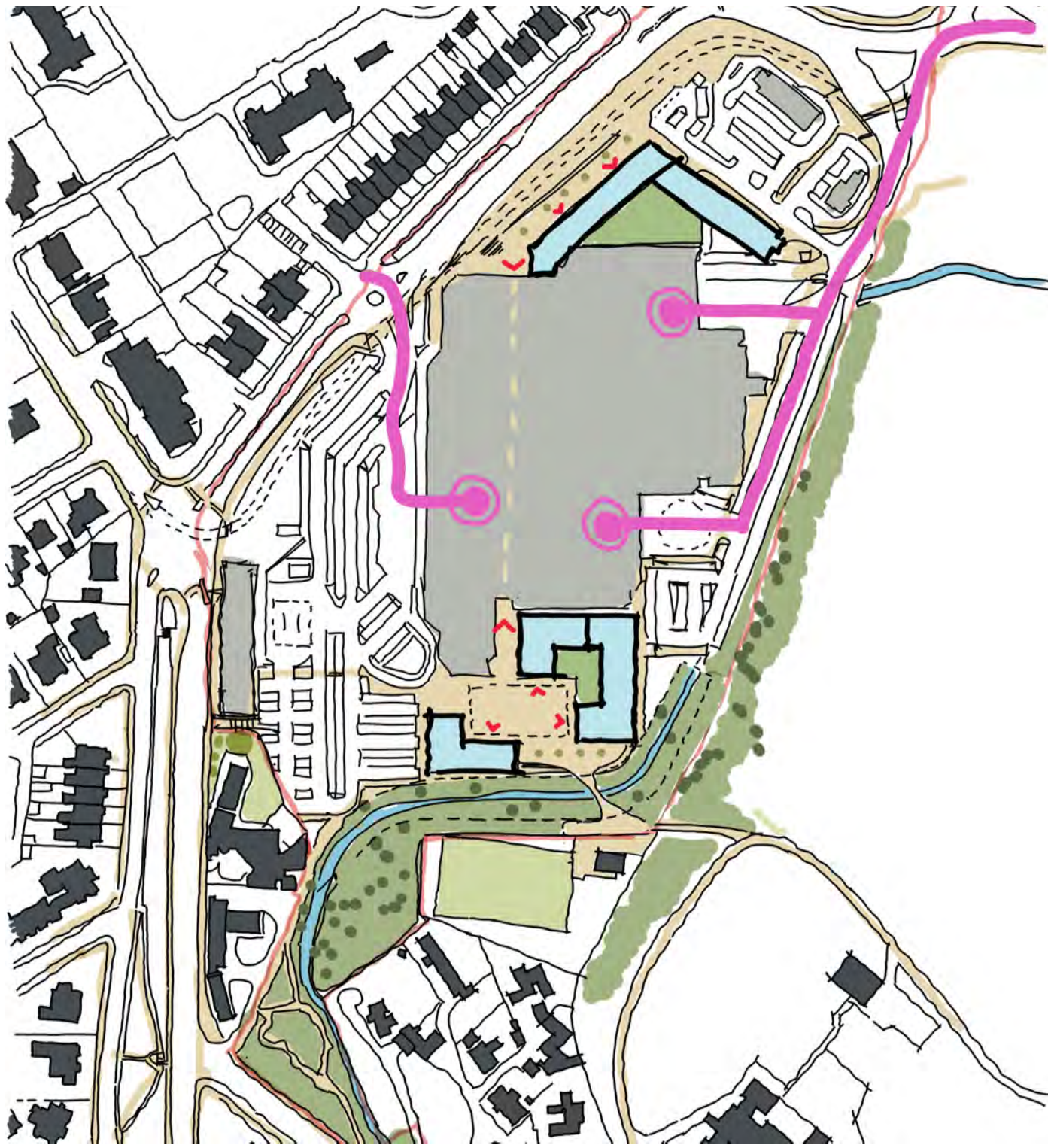
View 1 | Transport Hub
Artists Sketch



View 2 | Civic Hub
Artists Sketch



Plan | Civic Hub
Sketch Study



Plan | Service Access
Phase 1 Service Access Maintained

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Thank you for viewing our proposals

Thank you for taking the time to view our emerging proposals for Cameron Toll.

We would be grateful if you could now complete a feedback form to share your thoughts.

How to Provide Comments

Please note that any comments made today will be provided to the prospective applicant, not to the Planning Authority. There will be a further opportunity to comment directly to the City of Edinburgh Council once a planning application has been submitted.

A website to view these public consultation boards is also available at:

www.camerontollmasterplan.co.uk

Via the above website, you will be able to view and comment on our updated proposals via forms available on the site.

Comments to be returned by 27th March 2026.

How Your Comments Will Be Used

Comments received during this consultation may be used as part of the Pre-Application Consultation (PAC) Report submitted with the future planning application. Comments relate only to the proposals shown today; they are not considered formal representations to the planning application itself.

Indicative Timeline

- November 25 Submission of PAN
- December 25 First Consultation Event
- February 26 Second Public Consultation Event
- Spring / Summer 26 Submission of PPiP and Detailed Phase One

Contact Us

If you have any questions or require further information, please contact us at:

CameronToll@cbre.com

