

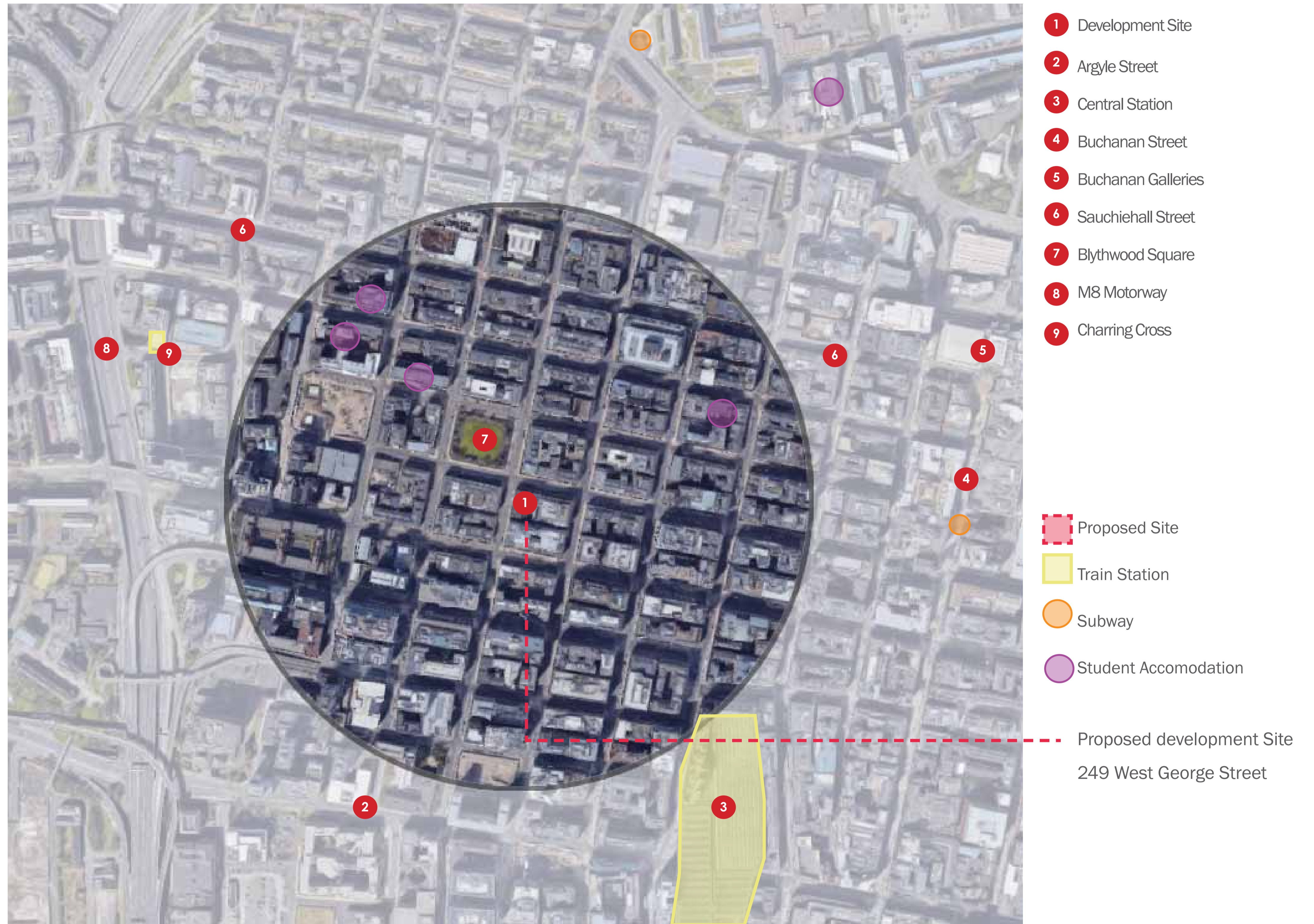
**PURPOSE BUILT STUDENT ACCOMMODATION  
249 WEST GEORGE STREET,  
GLASGOW**

**PUBLIC CONSULTATION 02**

SEPTEMBER 2023

This public consultation is being held on behalf of Courie Investments Ltd in respect of their proposal to demolish the existing 1970's office building at 249 West George Street and replace it with bespoke new building.

A Proposal of Application Notice (PoAN) has been submitted to Glasgow City Council confirming the intention to submit an application for Planning Permission for the development of the site to provide Purpose Build Student Accommodation with associated amenity, access and other ancillary works.



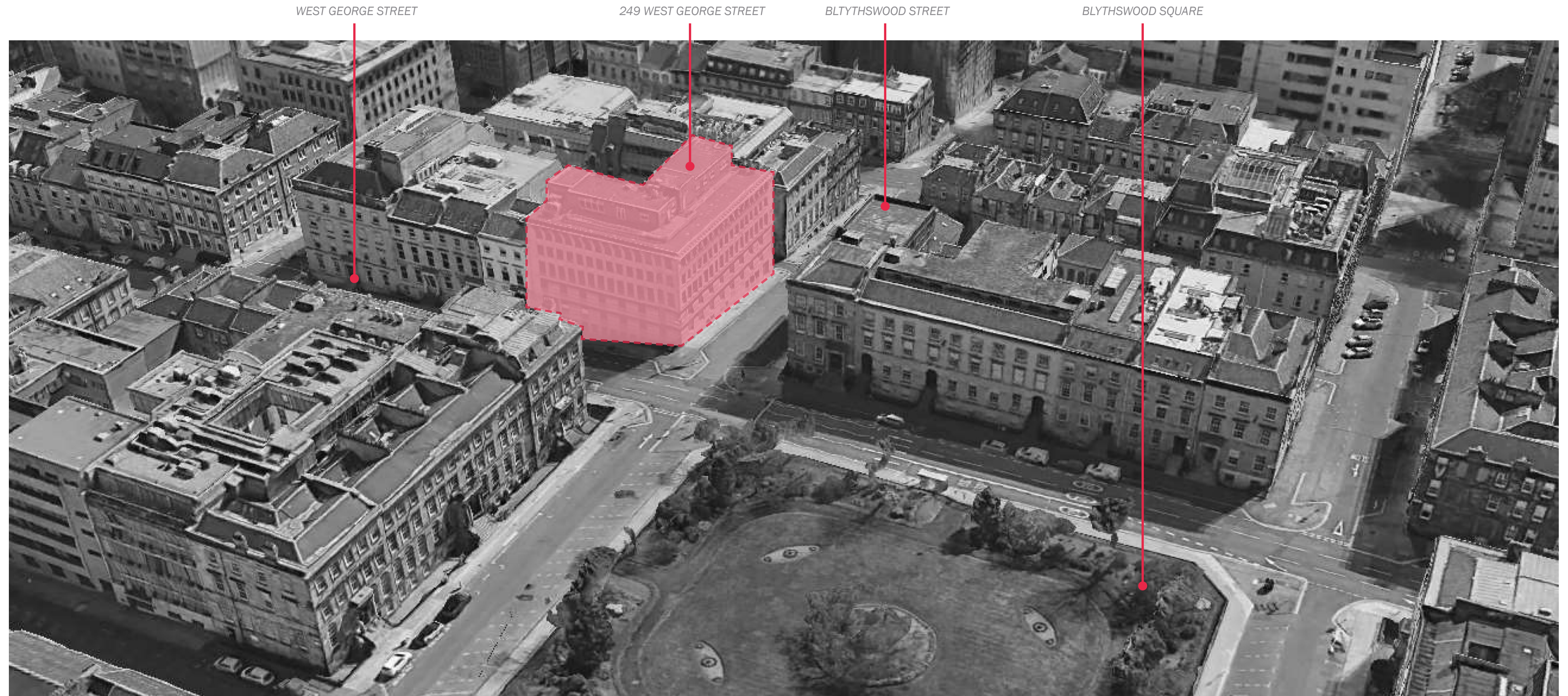
Location Plan

The existing building at 249 West George Street sits on the south west corner of Blythswood Square within Glasgow City Centre. The site is bounded by West George Street to the North and Blythswood Street to the West and measures approximately 1222 sqm (0.3 acres), comprising approximately a quarter of a city block.

The existing building was designed in 1972 by R Seifert & Co Partnership to an 'L' Shaped in plan to provide office accommodation over 6 levels. This comprises of a basement car park and plant space, ground floor entrance level with partial office space and four floors of offices above. At the top floor (level 6) is located a small office and caretakers accommodation.

The building features an unusual construction with the lower level structural concrete frame cantilevering via a deep transfer slab at 3rd floor level to become an external load bearing wall above. This allows for the two levels of clear story glazing shown on the North & South facade.

The design team have investigated numerous options to repurpose the existing building. However, with its dated, non-compliant layout and restrictive ceiling heights it has proven to not be suitable for office or any other use. This, along the sandstone facade proving to be beyond economic repair, has lead us to conclude that a full demolition and construction of a new building to current standards is the only viable option for this property.



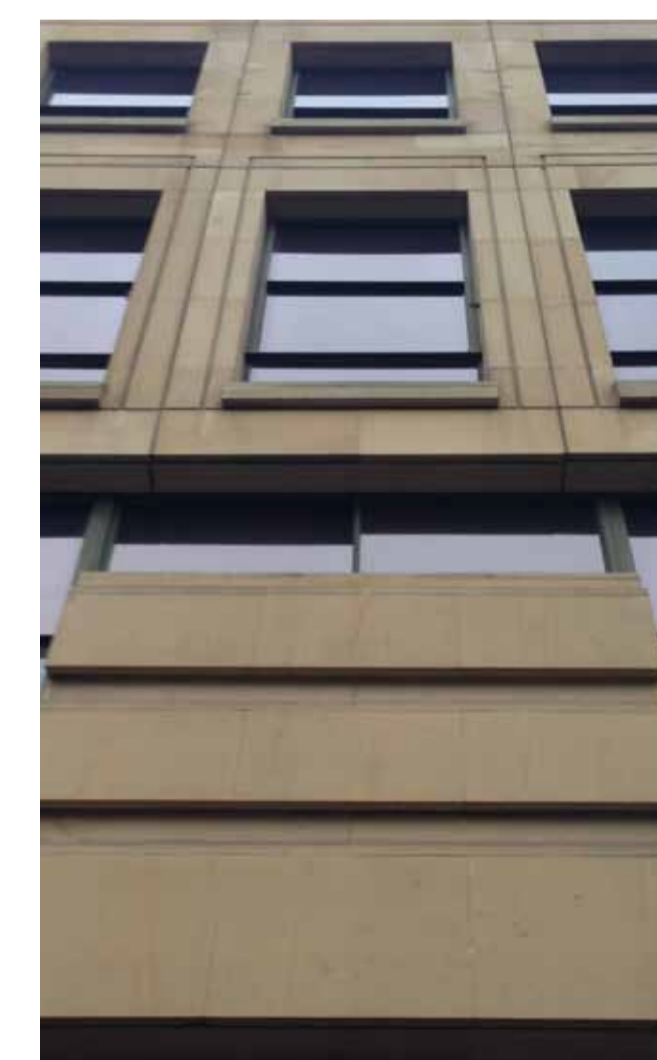
Aerial View - North East



View from Blythswood Square



View from Blythswood Street



Existing Sandstone Facade



Previous design for boutique hotel with rooftop extension

The Development Plan in respect of the site comprises National Planning Framework 4 (NPF4) (2023) and the Glasgow City Development Plan (2017).

Glasgow City Development Plan (2017)

The Glasgow City Development Plan (CDP) was adopted on 29th March 2017. Within the Proposals Map which accompanies the CDP, the following designations apply to the site:

- Located within the City Centre Strategic Economic Investment Location (SEIL);
  - Within the Glasgow Central Conservation Area;
  - Located within a high public transport accessibility area as defined by SG11: Public Transport Accessibility.;
  - City-wide policies CDP1 Place Making and Policy CDP2 Sustainable Spatial Strategy cover this site.
- As the site is located within the Glasgow Central Conservation Area and is for purpose built student accommodation (PBSA), the primary policy considerations will be CDP9 Historic Environment and SG9 Historic Environment, and CDP10 Meeting Housing Needs and the associated Student Accommodation Supplementary Guidance.

CDP9 and SG9 – Historic Environment

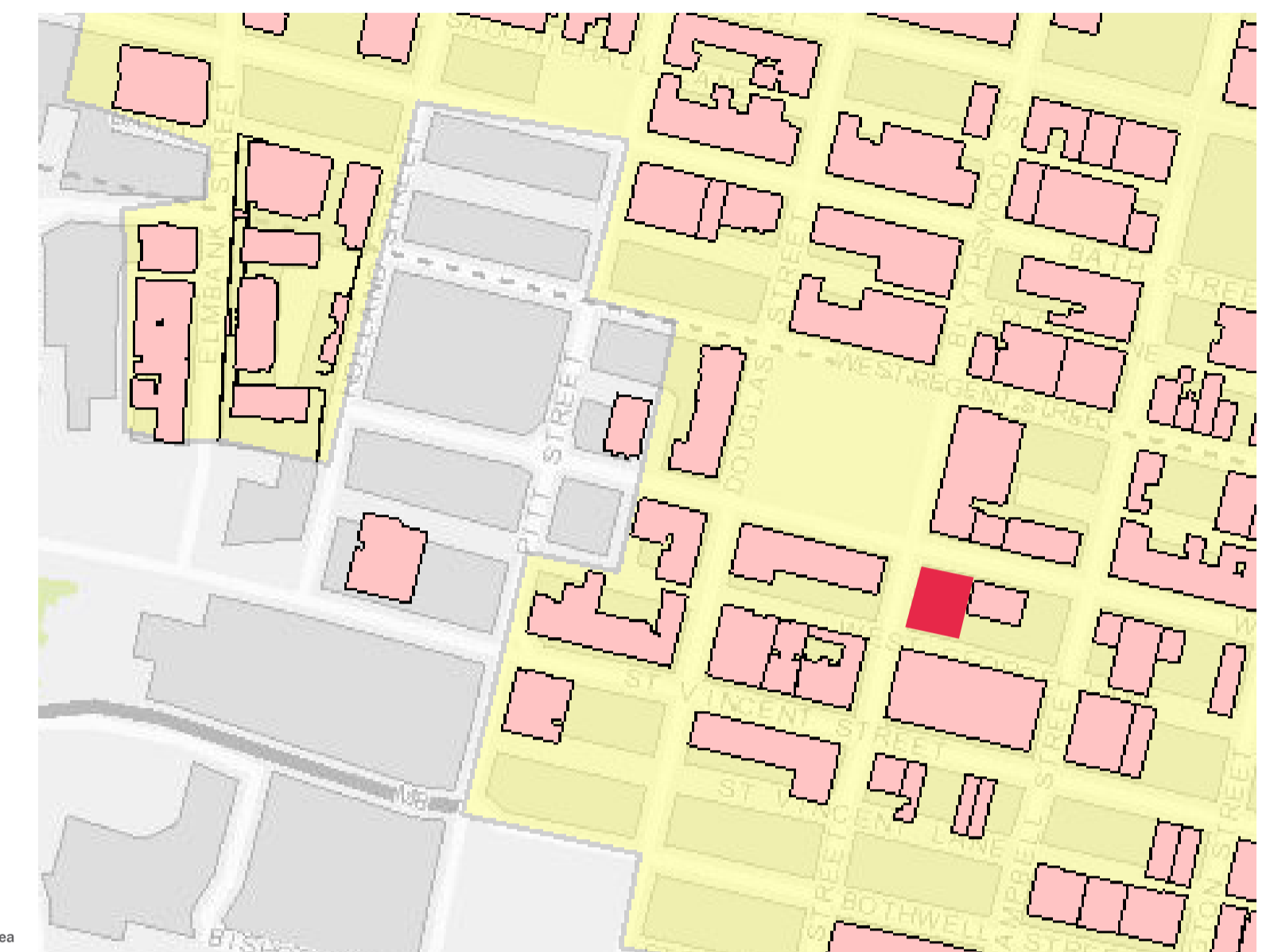
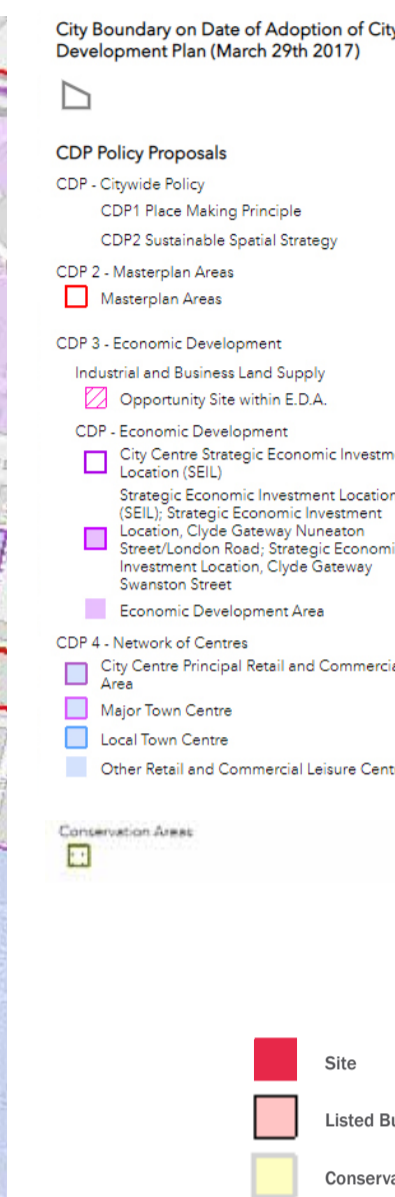
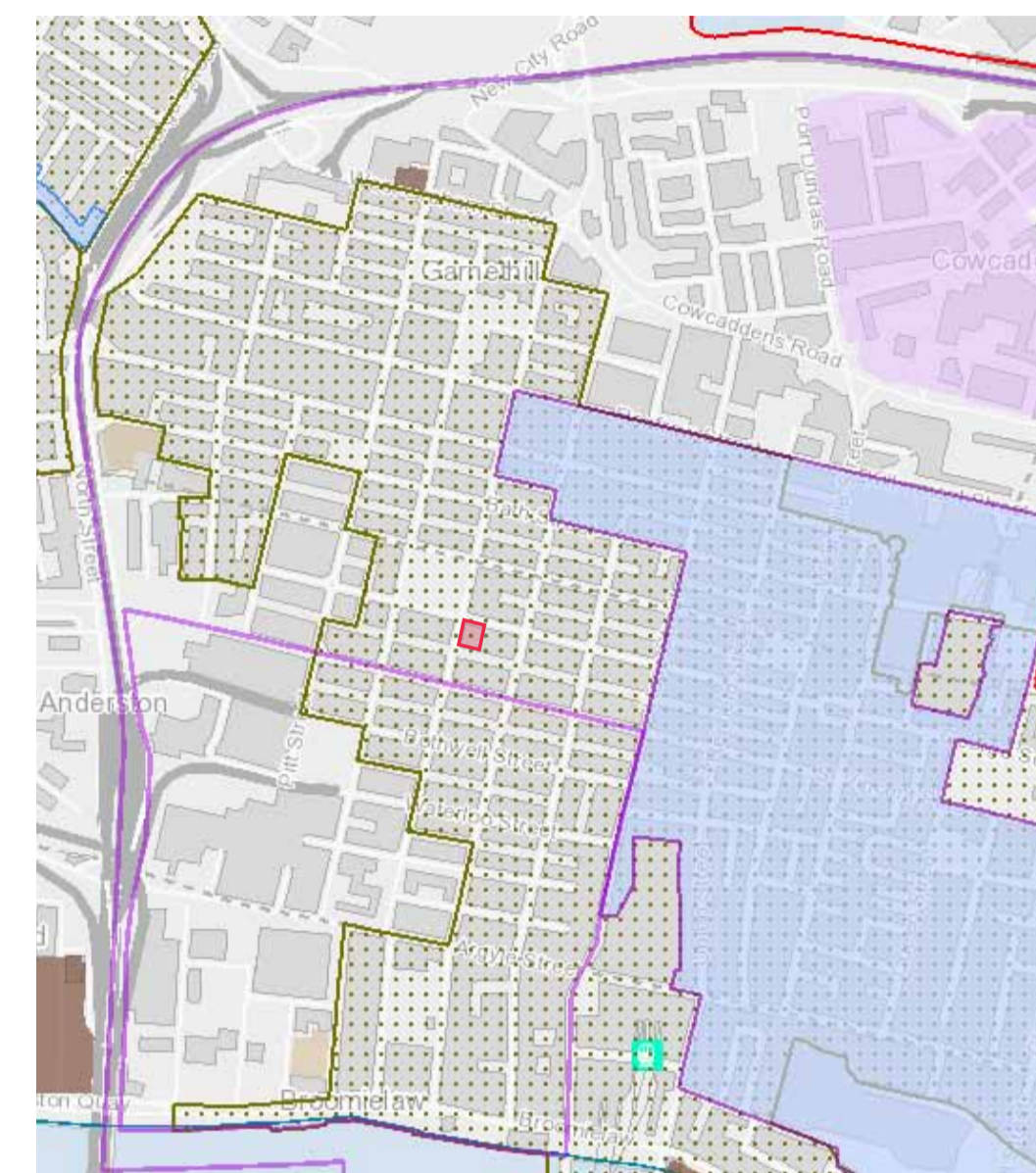
Policy CDP9 Historic Environment aims to ensure the appropriate protection, enhancement and requires development proposals to support high quality design that respects and complements the character and appearance of the historic environment and the special architectural or historic interest of its listed buildings and conservation areas.

A Heritage Statement has been prepared by Icen Projects to support pre-application discussions with Glasgow City Council, which provided detailed background evidence and analysis to demonstrate that the existing building at 249 West George Street is not of townscape value, and therefore does not contribute to the character or appearance of the Conservation Area. Within the Glasgow Central

Conservation Area Appraisal (2012), the existing building is not identified as a non-listed building that contributes to the historic townscape and character of the Conservation Area, and no townscape value can be attached to the building in terms of the original design, intention, association or historic character. Overall, its loss is not considered to have a detrimental effect upon the character of the conservation area. It has also been demonstrated that the building is at the end of its useful life, refurbishment is not viable and would not in any case deliver the attendant occupational and environmental performance improvements that would be secured through comprehensive redevelopment. Overall, the existing building has several structural, environmental, heritage/townscape, design and marketability issues only 50 years following construction. Significant changes are required to the existing building to attract occupiers, and these changes cannot be made within the constraints of the building, and therefore refurbishment/adaption is not a viable way forward. A full Heritage and Townscape Visual Impact Assessment (HTVIA) will be produced as part of the planning and conservation area applications and would assess the impact of the proposed replacement building and ensure that the design response is sympathetic and in keeping with its surroundings. It is considered that the proposed replacement building in this location will preserve or enhance the character of the conservation area.

CDP10 and SG10 – Meeting Housing Needs

SG10 states that the Council will, subject to compliance with other policies in the City Development Plan, generally support purpose-built student accommodation which achieves a high standard of amenity and an appropriate range of accommodation. Purpose-built student accommodation (PBSA) developments are expected to provide students with high-quality accommodation which provides on-site amenity spaces and communal facilities. Similarly, the



Aerial view c1940



Blythswood Hill- date unknown



Former building on 249 West George Street, dated to c.1950. Glasgow Special Collections

Council expects that student accommodation is designed to benefit its surroundings through enhancements to the public realm and public space which are accessible to the wider community.

SG10 also sets out specific requirements for new PBSA development in relation to locational, design, amenity, space standards, management, and security criteria that all developments much comply with.

Identified PBSA Need

A recent report undertaken by Savills into Glasgow's PBSA Market notes that Glasgow's student population has experienced consistent year-on-year over the past 10 years. There has been an increase in the full time student population by over 27,000 during this period, which is underpinned by strong demand from EU and non-EU students.

The report confirms that there is a significant under supply of PBSA in Glasgow, with 75% of full-time students unable to access student accommodation, and consequently being housed in the private rented sector or living at home. There are currently 19,279 PBSA beds in Glasgow, which represents a 58,346 bed shortfall across the city. This shortfall calculation is supported by recent articles in the press which highlight the difficulties students in Glasgow have in securing appropriate accommodation during their studies.

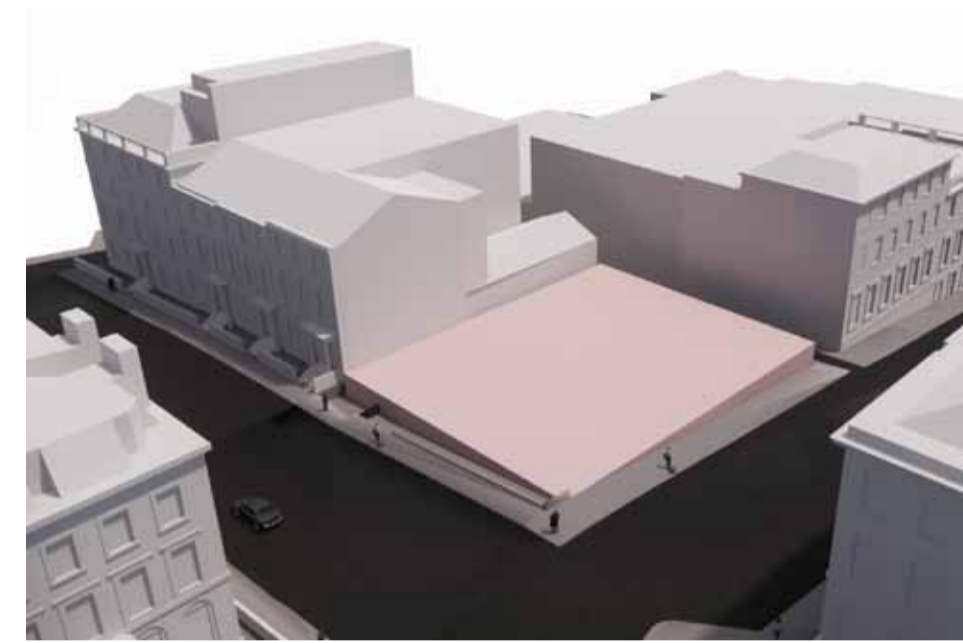
This clearly demonstrates the current and expected future pressures on the supply of specialist student accommodation in the city, with demand significantly outweighing supply. It therefore provides a strong evidence base supporting the need for the proposed PBSA development.

Initial Design

Our initial design response has been developed using the following philosophy:

01 - Site

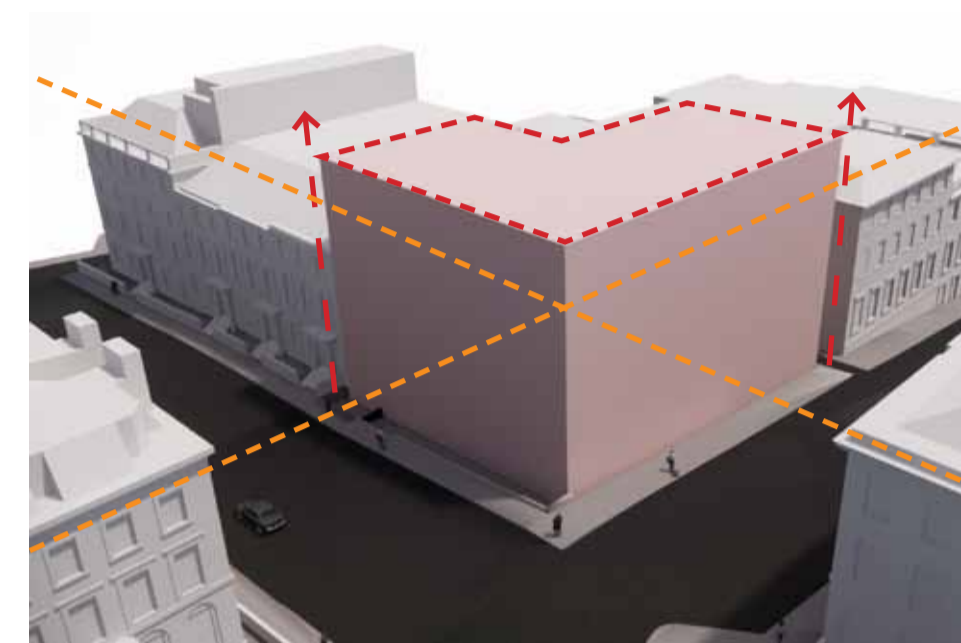
The existing building is demolished and site boundaries and levels are defined



1. Site

02 - Massing

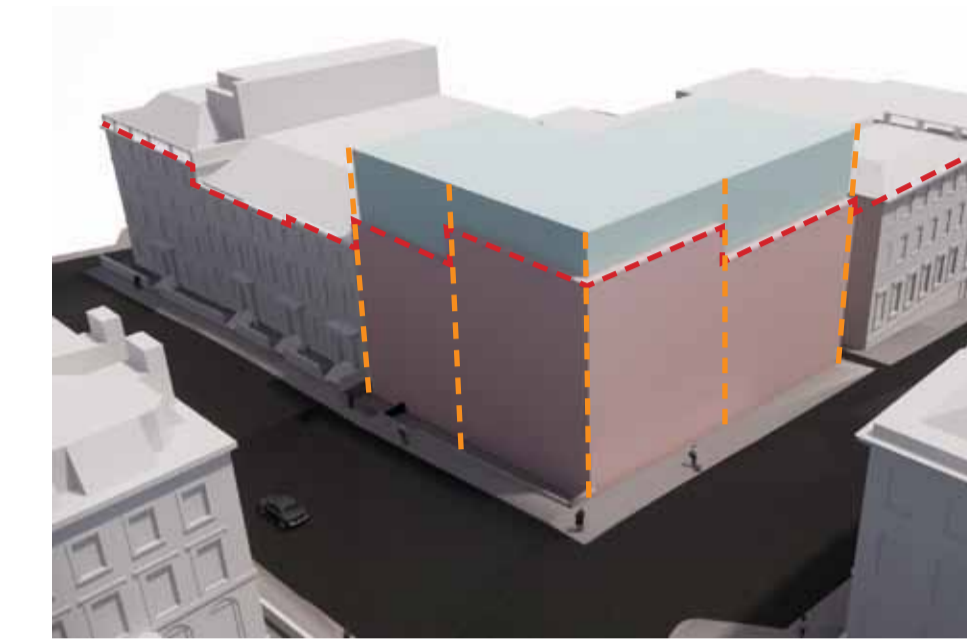
An 'L' shaped form which maximises the available daylight is extruded to the height of the established datums set by the adjacent properties.



2. Mass

03 - Form

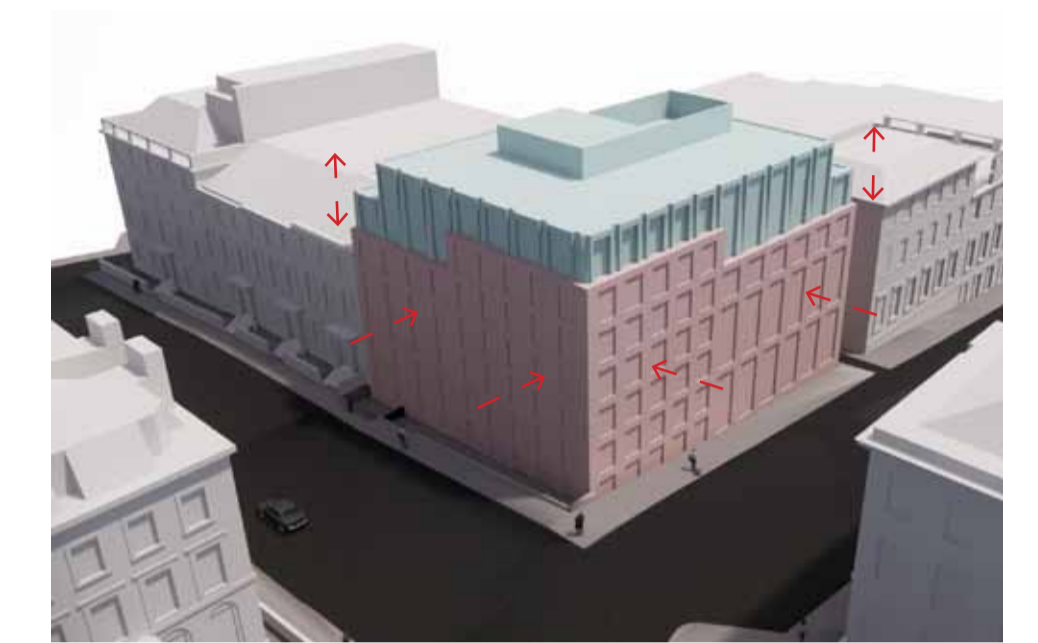
The historical proportions and stepped cornice line of the adjacent properties are transposed onto the proposed massing



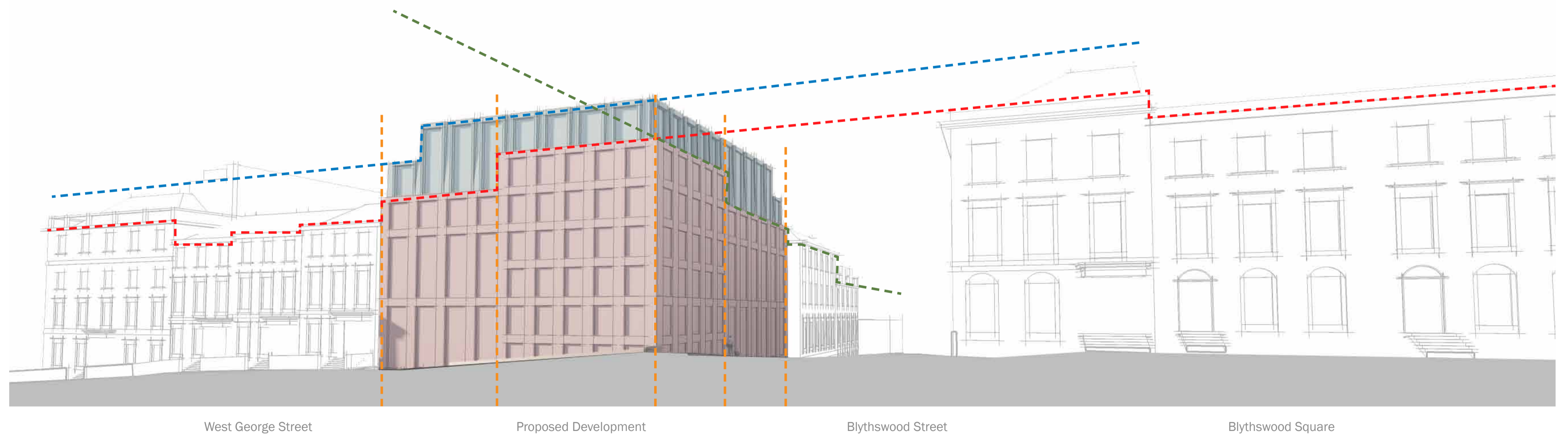
3. Form

04 - Articulation

The lower floors are represented as a solid mass with 'punched' windows whilst the upper floors become a lightweight sculpted roof-scape reflecting the pitched roofs, exposed gables and varied dormers prevalent within the local context.



4. Articulate

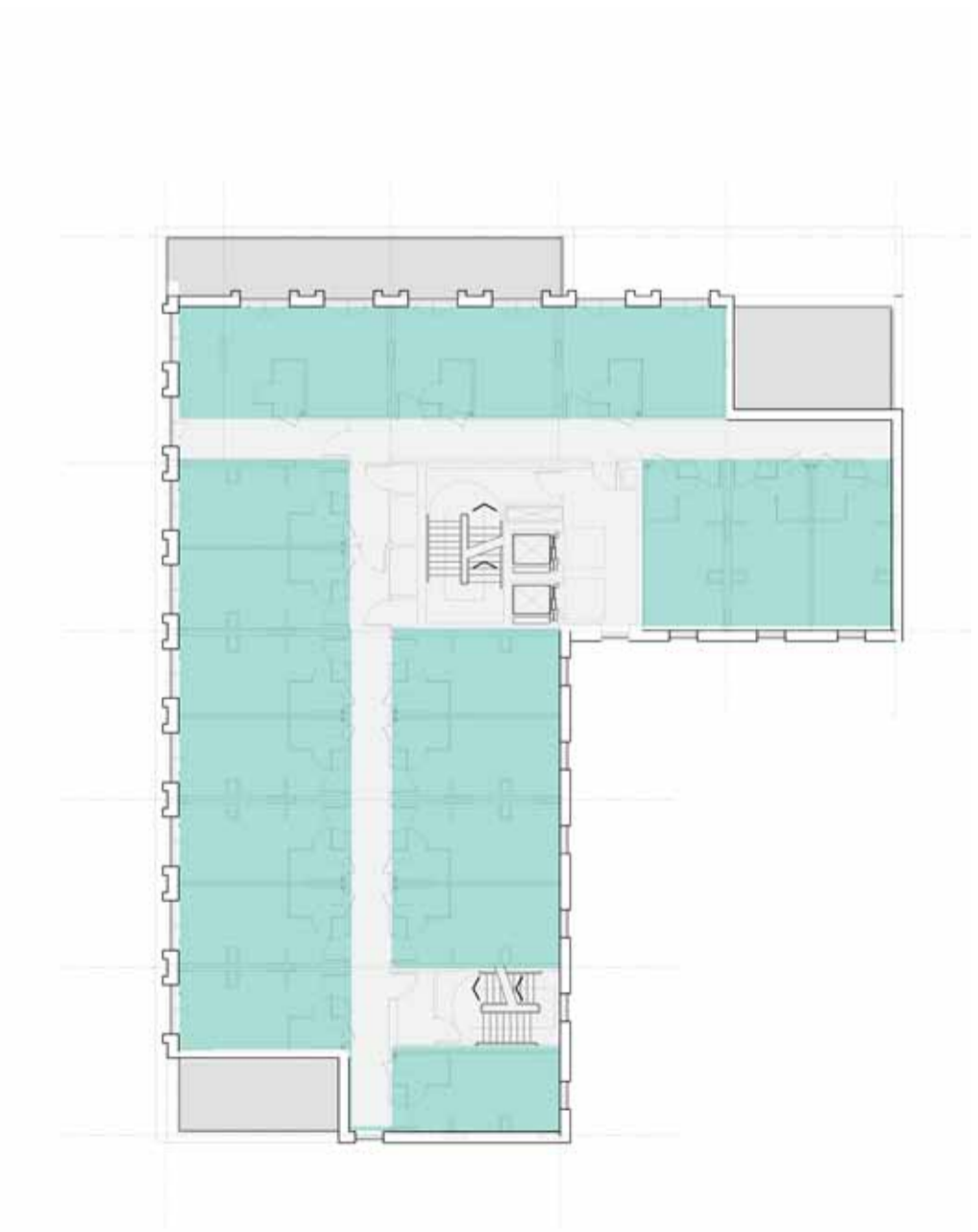


West George Street - Context Elevation

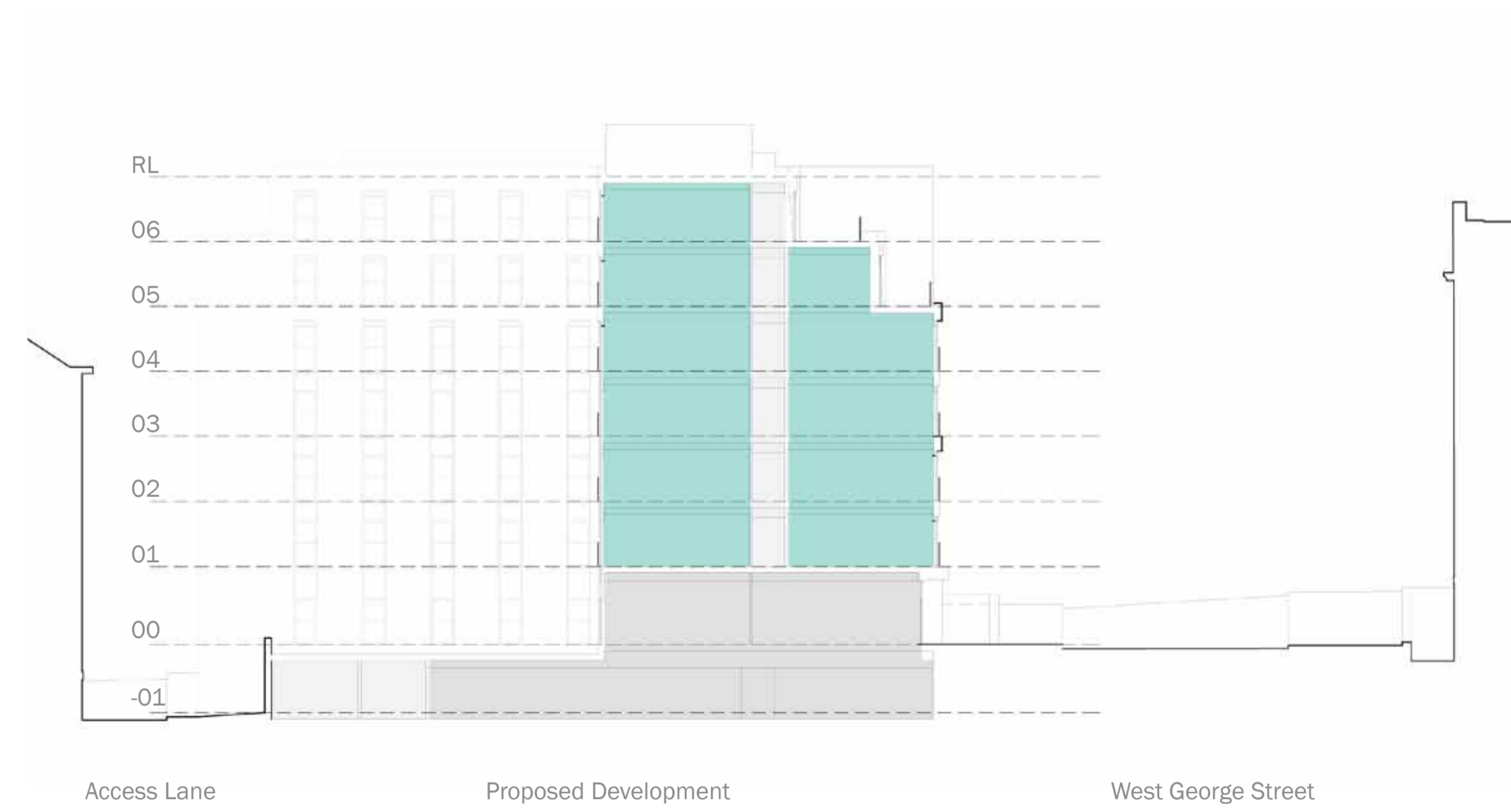
Layout

The building has been designed to provide bespoke Student Accommodation with a range of studio style apartments with internal and external amenity spaces

- Lower Ground - Plant Space, Bike & Bin Storage, Film Room and Gym
- Ground Floor - Reception, Study Rooms & Break Out Spaces, external amenity space and Studio style apartments
- Levels 02-04 - Mix of Studio Apartments and Accessible Rooms
- Level 05&06 - Studio Apartments with private and communal roof terraces formed to the East and South
- Roof Level - Small Plant area & PV's



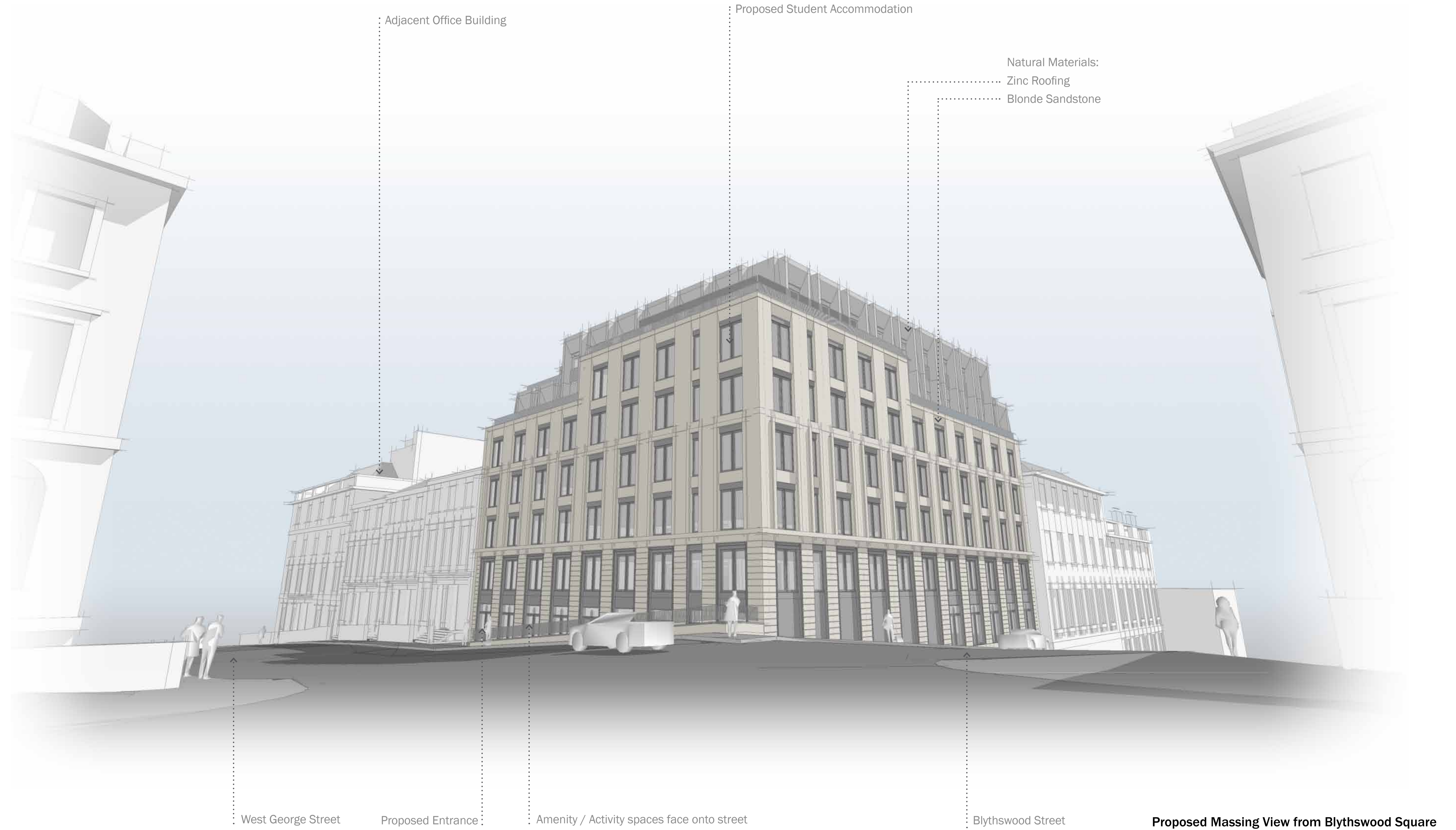
6th Floor Plan



Typical Section

- Key:**
- Studio Apartment
  - Cluster Room
  - Amenity Space
  - Circulation Space

Level	PBSA Accommodation Mix								Total No
	Type A Studio		Type B Studio		Type C Acc		Type D Studio		
	sqm	sqft	sqm	sqft	sqm	sqft	sqm	sqft	
basement	19.4	209	18.1	195	34.8	375	24.4	263	0
0	6		5		0		0		11
1	15		8		1		0		24
2	15		8		1		0		24
3	15		8		1		0		24
4	15		8		1		0		24
5	5		14		1		2		22
6	0		15		0		3		18
<b>Totals</b>	<b>71</b>		<b>66</b>		<b>5</b>		<b>5</b>		<b>147</b>
% mix	48%		45%		3%		3%		



## PURPOSE BUILT STUDENT ACCOMMODATION OSBORNE STREET, GLASGOW

### WHERE ARE WE NOW?

A Proposal of Application Notice (PoAN) associated with the proposed development was submitted to Glasgow City Council in July 2023. This consultation forms part of the 12-week pre-application period and is designed to provide information on the emerging proposals, to explain and answer questions on the proposals, and to record comments and feedback in order to ensure that these may be considered prior to the planning application being lodged with Glasgow City Council.

This consultation event is the second of two public consultation events which have been held in respect of the proposed development. The first event was held on Wednesday 9th August 2023, between 2pm and 7pm at The Renfield Training and Conference Centre, 260 Bath Street, Glasgow, G2 4JP.

Following the first event, we held subsequent briefing sessions which were attended by local stakeholders. To advertise the consultation event more widely with the local community, posters were displayed in the consultation venue in advance of the second consultation event and a dedicated project website was created which was shared with the community council and local stakeholders. Subsequently, the

proposals have been developed taking cognisance of the comments received at the first public event, pre-application discussions with Glasgow City Council, and engagement with a number of the Ward 10 Councillors and Glasgow Labour MSPs.

We encourage attendees to complete the feedback forms provided or send us feedback: via the project website - [www.249westgeorgestreet.co.uk](http://www.249westgeorgestreet.co.uk) via email to Icen Projects - [249westgeorgestreet@iceniprojects.com](mailto:249westgeorgestreet@iceniprojects.com) or by post to [177 West George Street, Glasgow, G2 2LB](#).

Please note that any comments made are not representations to the planning authority. There will be an opportunity to make formal representations regarding the proposed development when a formal planning application is submitted to Glasgow City Council.