

**OFFICE DEVELOPMENT,
51 WEST CAMPBELL STREET,
GLASGOW**

VIRTUAL PUBLIC CONSULTATION

AUGUST 2021

A Proposal of Application [PAN] notice has been submitted to Glasgow City Council confirming the intention to submit an application for Planning Permission for the demolition of an existing office buildings and redevelopment to provide a new office building with associated infrastructure, landscaping and parking at the corner site of 51 West Campbell Street and Waterloo Street Glasgow.

We are keen to gain views of the public and interested parties and welcome any feedback on the proposed development.

This consultation is a pre-application event to gauge public opinion. The planning application has not yet been submitted so comments made at this stage are not representations to the planning authority.

It is proposed that an application for full planning permission for the proposed development would be submitted to Glasgow City Council later this year.

- 1** Development Site
- 2** Central Station
- 3** Argyle Street
- 4** M8 Motorway
- 5** Bothwell Street



Location Plan

The Site is located to the southwest of Glasgow City Centre in the heart of the established commercial office core. Occupying a central position in Glasgow's International Financial Services District (IFSD), it is in close proximity to Glasgow Central Station and Queen Street Station. The central location also offers direct access to the M8 motorway and adjacent M74 motorway. The main city east/ west vehicular arteries of Argyle Street and the Broomielaw to the South are also easily accessible.

The site fronts onto Waterloo Street and West Campbell Street in the centre of the IFSD zone in the City Centre of Glasgow. It is currently occupied by an office building which has reached the end of its life.

The site sits on the corner of Waterloo Street to the North and West Campbell Street, with a lane to the south. To the west is a B listed building which has been converted to a Hotel. There is a mixture of building uses surrounding the site.

The location of the site offers the opportunity for the new development to be a highly visible landmark within the city.



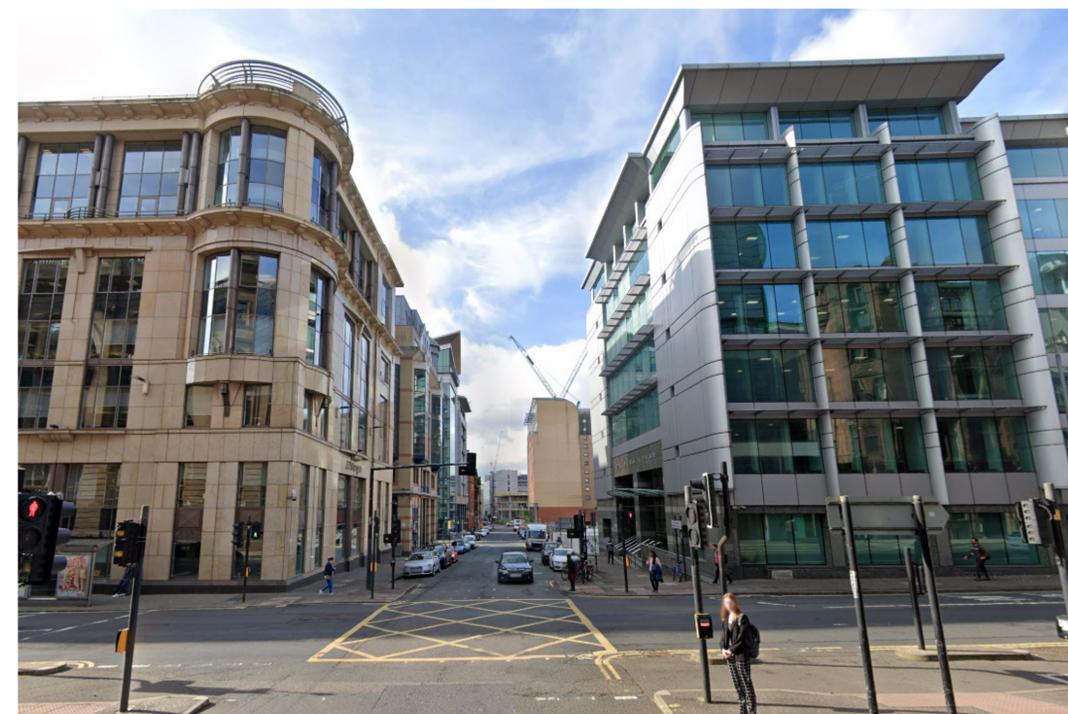
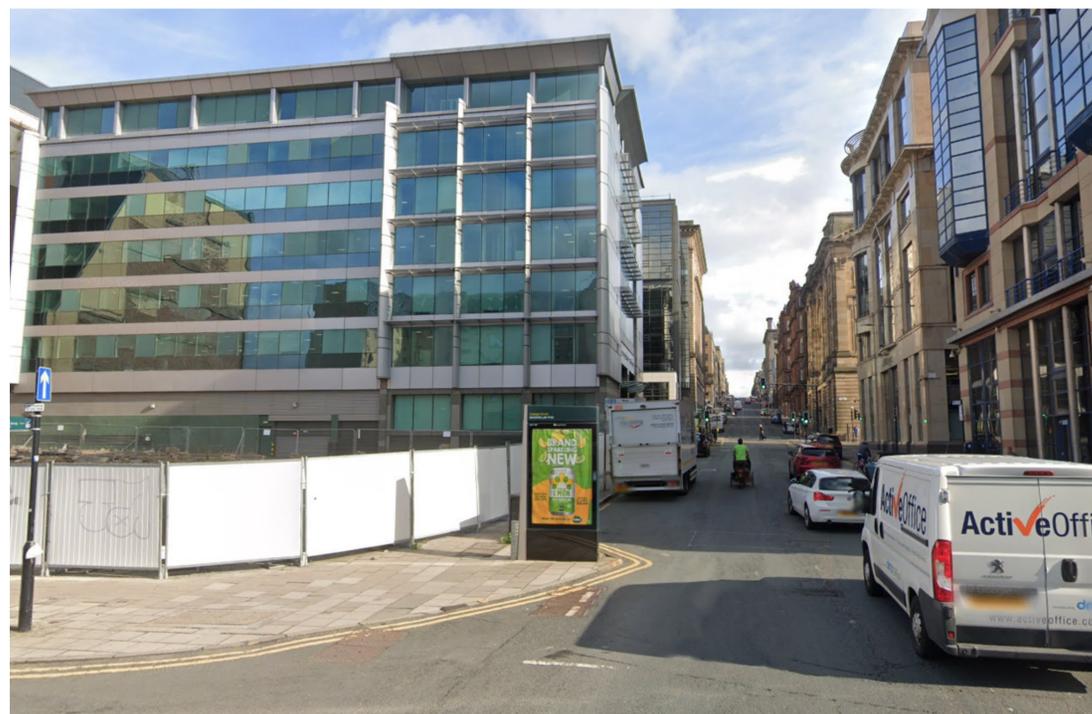
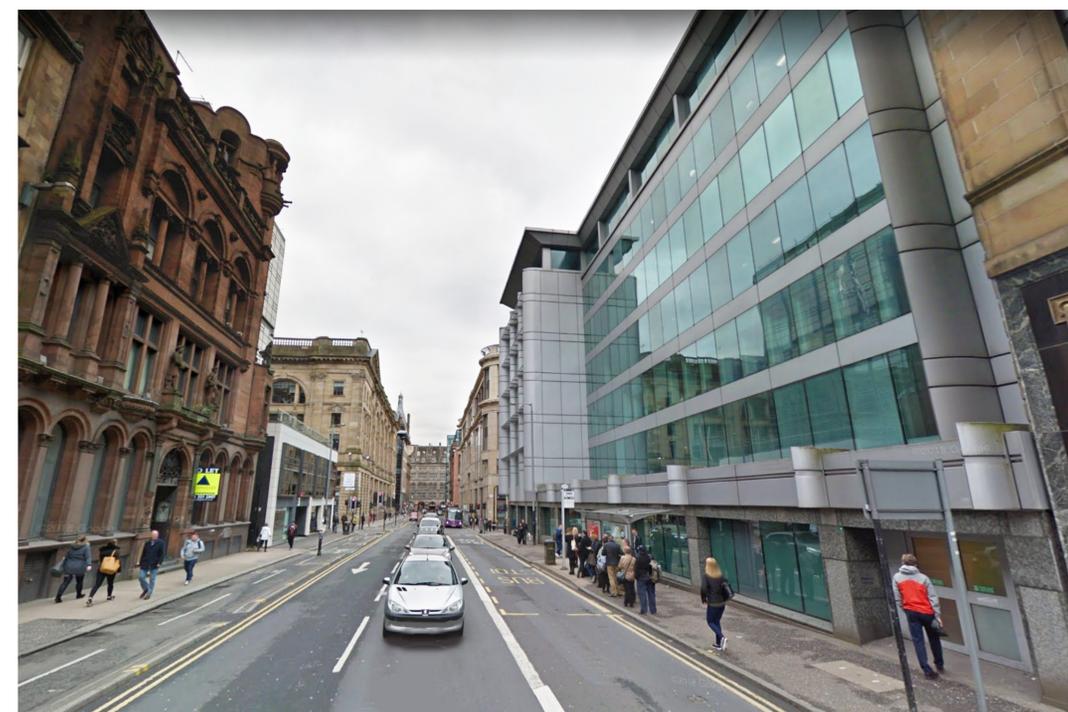
Aerial Location

The existing building has unfortunately been constructed with High Alumina Cement Concrete that is no longer acceptable for occupied office buildings. Therefore, trying to rent the existing building to modern Grade A occupiers will not be possible.

As the building incorporates HAC it means that the building does not have a long term future as it is impossible to obtain a fully repairing and Insuring (RFI) lease. Potential occupiers will worry about the quality and longevity of the building therefore it will be unable to secure long term lets. This building will therefore not be able to attract Grade A office tenants to what should be a prime office location.

The building has already been reclad in 1998 which has reached the end of its useful life span and therefore refurbishment of the external cladding is futile as the building defect lies within the concrete frame of the building which cannot be upgraded or repaired. The new owner is committed to the site and developing it.

Demolition and new build are the only viable option for this site.



Site Photographs 01-04

SUSTAINABLE DENSIFICATION AND URBAN REPAIR

The City Centre Strategic Development Framework May 2021 issued by Glasgow City Council, sets out the following guidance on Sustainable Densification and Urban repair:

A core ambition of the SDF is to increase the density of people living and working in the City Centre in order to support a compact sustainable city, grow the economy and repair areas of fragmented townscape. Fig. 4b.10 highlights the contrast in the City Centre’s townscape, whereby the historic core of the Central Conservation Area is surrounded by a peripheral ‘doughnut’ of more fragmented urban fabric. Future growth will largely be focused on the re-densification and repair of these fragmented areas and, in so doing, will aim to redevelop vacant and derelict land and buildings, re-define and strengthen neighbourhoods and reinvigorate the riverside. Throughout the centre, increases in density (of homes and workspaces) must be balanced with the delivery of associated socio-economic and environmental infrastructure – the external spaces and services – to ensure the creation of cohesive neighbourhoods that endure in to the future. Access to high quality green and open space, educational and leisure opportunities, public transport, shops and services, within an attractive, safe and climate resilient public environment are necessary components of diverse, attractive and liveable communities. Similarly, sustainable densification requires density increases not to compromise on internal space standards but to utilise good design towards ensuring desirable living and working standards that can flexibly adapt to future needs.

New development must adopt a context-responsive design-led approach to placemaking that responds to the needs of the neighbourhood and contributes towards its holistic sustainability.

Building Height and Scale

The majority of buildings within the City Centre are of tenemental (3-5 storeys) or mid-rise (6-9 storeys) heights: Garnethill and Blythswood are established tenemental neighbourhoods and the commercial core is largely mid-rise whereby original Victorian buildings of 4-7 storeys have been topped up. In recent years, commercial intensification has created a scattering of tall buildings (buildings that are substantially taller than their surroundings and visibly alter the townscape and skyline) with clustering emerging along the western M8 corridor. Principally, increases in density in the City Centre will be achieved at a contextual human scale (noting that higher density does not imply higher rise development). However, there are opportunities for taller buildings to create landmarks in appropriate locations where: the urban fabric lends itself to buildings of scale with wider streets (for sunlight penetration); the townscape is less historically sensitive; important views would not be compromised, and the location has high public transport accessibility and good walking and cycling connections. Notwithstanding, an assessment of building height, scale, form and mass should consider a building’s contribution to its different settings, ranging from the street environment to the wider townscape and city form.

Focus for Densification and Townscape Repair

Development should restore, define and bring cohesion to these fragmented townscapes. Densification should bring a mix of people and uses to create vibrant and liveable urban communities containing new homes, workspaces, public spaces, shops, services and neighbourhood focal points within an attractive and climate sensitive public environment.

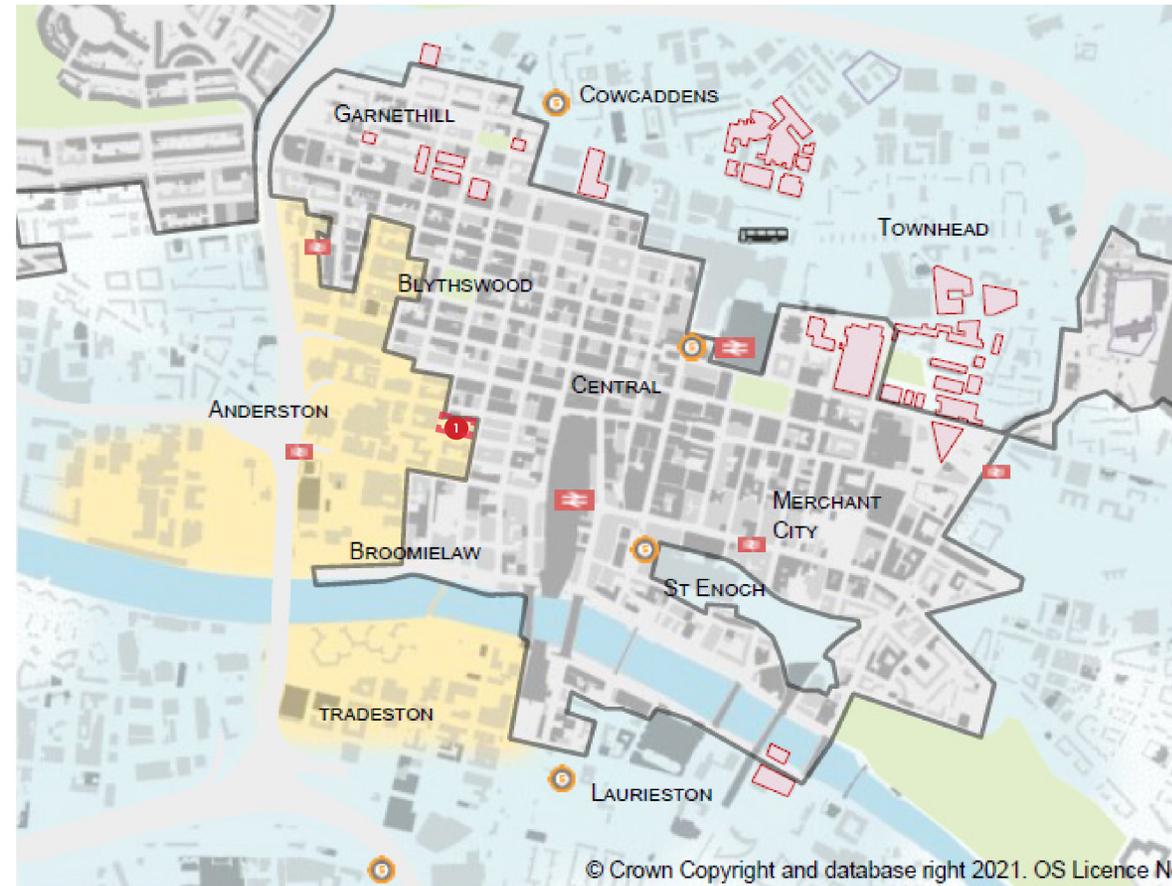


Fig. 4b.11 Key

- Conservation Area(s)
- Opportunity for densification, urban repair and greater height and scale
- Opportunity for densification and urban repair
- Area of more stable townscape
- Universities & College Campuses
- 1 Proposed Development
- National Rail Station
- G SPT Subway Station
- Buchanan Bus Station.

Yellow - Opportunity exists for densification at greater height and scale given the former industrial urban grain comprising larger blocks and wider streets, plus underutilised transport nodes. A concentration of vacant land presents an opportunity for innovative urban restructuring that should reinvigorate the riverside and define the IFSD and M8 corridor.

In summary, the Council’s guidance outlines that opportunity exists for greater densification through increased height and scale of buildings in this location due to the former industrial urban grain.

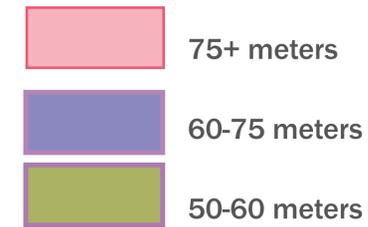
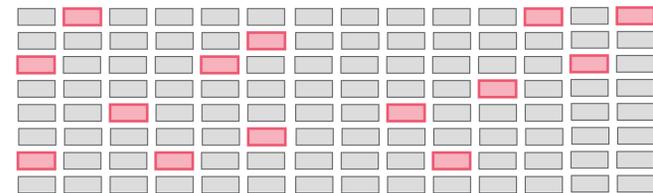
Princes House offers an exciting redevelopment proposal which can meet the objectives of the Council stated aims in their SDF.

Morphology

Guidance from Glasgow City Development Plan SG1 - The Placemaking Principle (Part 2) outlines the stance towards taller buildings in the city. Key points include:

5.20 Proposals for tall buildings must fulfil the City's aspirations to be of excellent architectural quality in their own right, in order to enhance the City's skyline and international image.

5.26 There is a preference for tall buildings to contain a mix of uses rather than rely on a single use alone to achieve a viable development, see also SG1 - Placemaking, Part 1, Qualities of Place - Vibrancy and Diversity. Proposals will be expected to incorporate mixed uses in a fully integrated manner that considers the need for street level frontages to be activated and encourages public access to the top levels of the building. Primary uses likely to sustain tall buildings in the longer term are residential developments, individual hotel uses and commercial office floorspace. Designs of tall buildings must be flexible to future changes of use. Complementary uses at both ground and top levels that would be acceptable with any of the primary uses include retail, leisure and cultural uses.



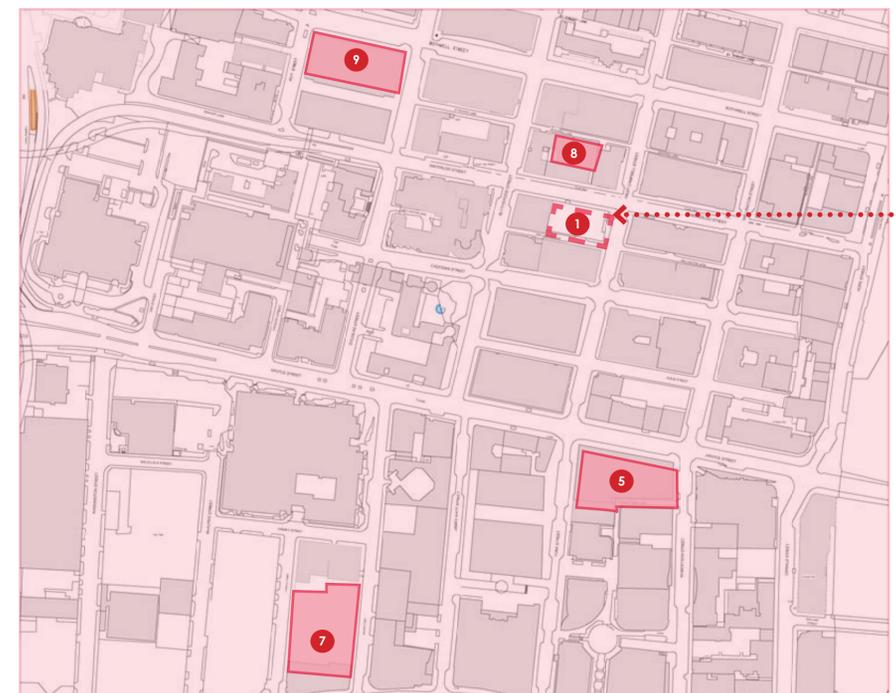
All Tall Buildings



Buildings over 50m



Buildings over 60m



Buildings over 75m

Proposed Development Under 75m

The image opposite illustrates how the new Princes House sits comfortably with the new surrounding buildings.

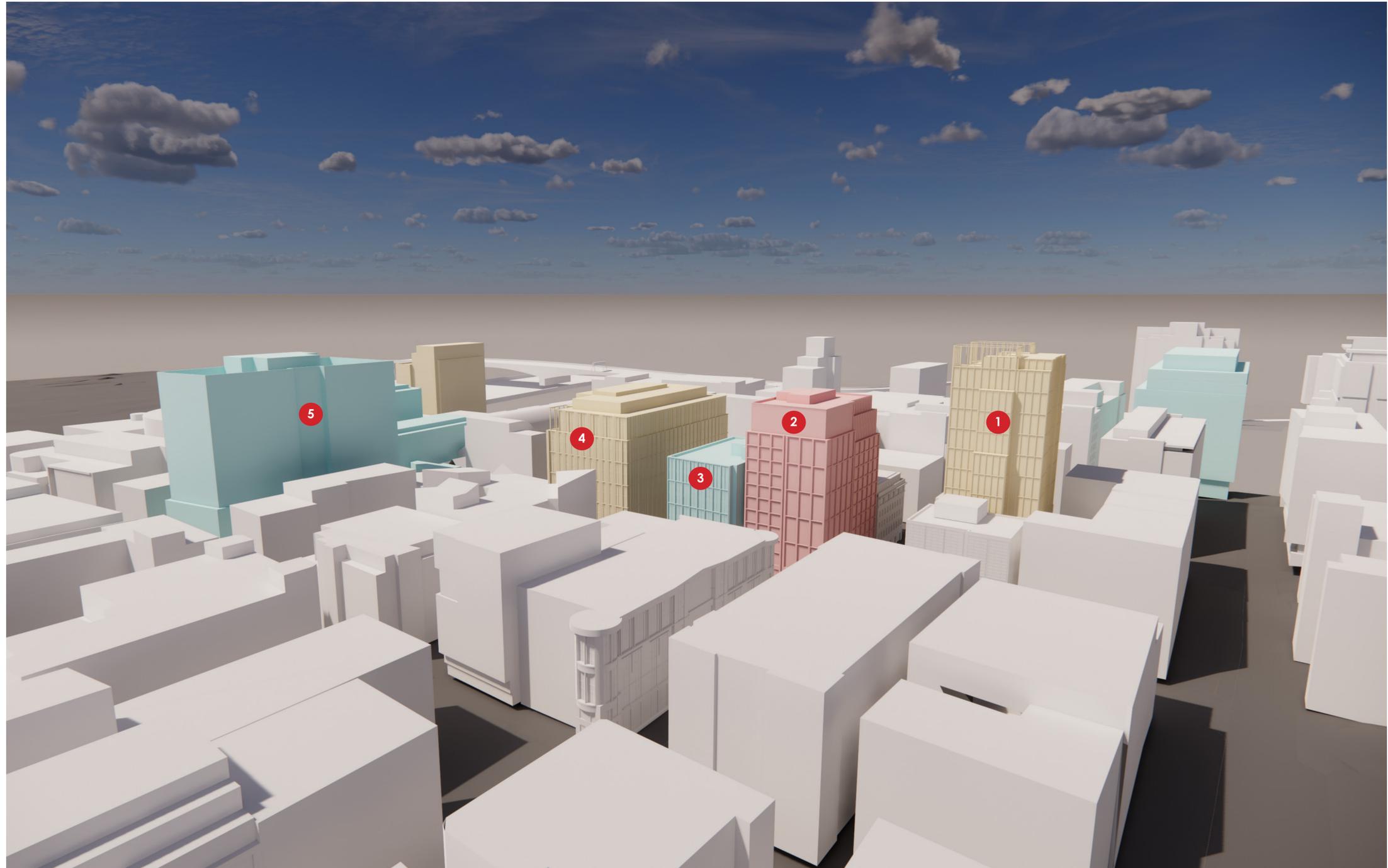
The three most immediate buildings located beside Princes House are The Distillers Building, Cadworks and The Grid. All three buildings will be high quality modern developments which will enhance the immediate area and set new heights for development within these streets.

The Still and JP Morgan sit higher than the proposed height for this development.



- 1 The Distillers Building
- 2 Development Site
- 3 CadWorks
- 4 The Grid
- 5 JP Morgan

Again the opposite view is taken looking West and illustrates the context of this new development with the three most immediate buildings The Distillers Building, Cadworks and The Grid, and then further afield The Still and JP Morgan.

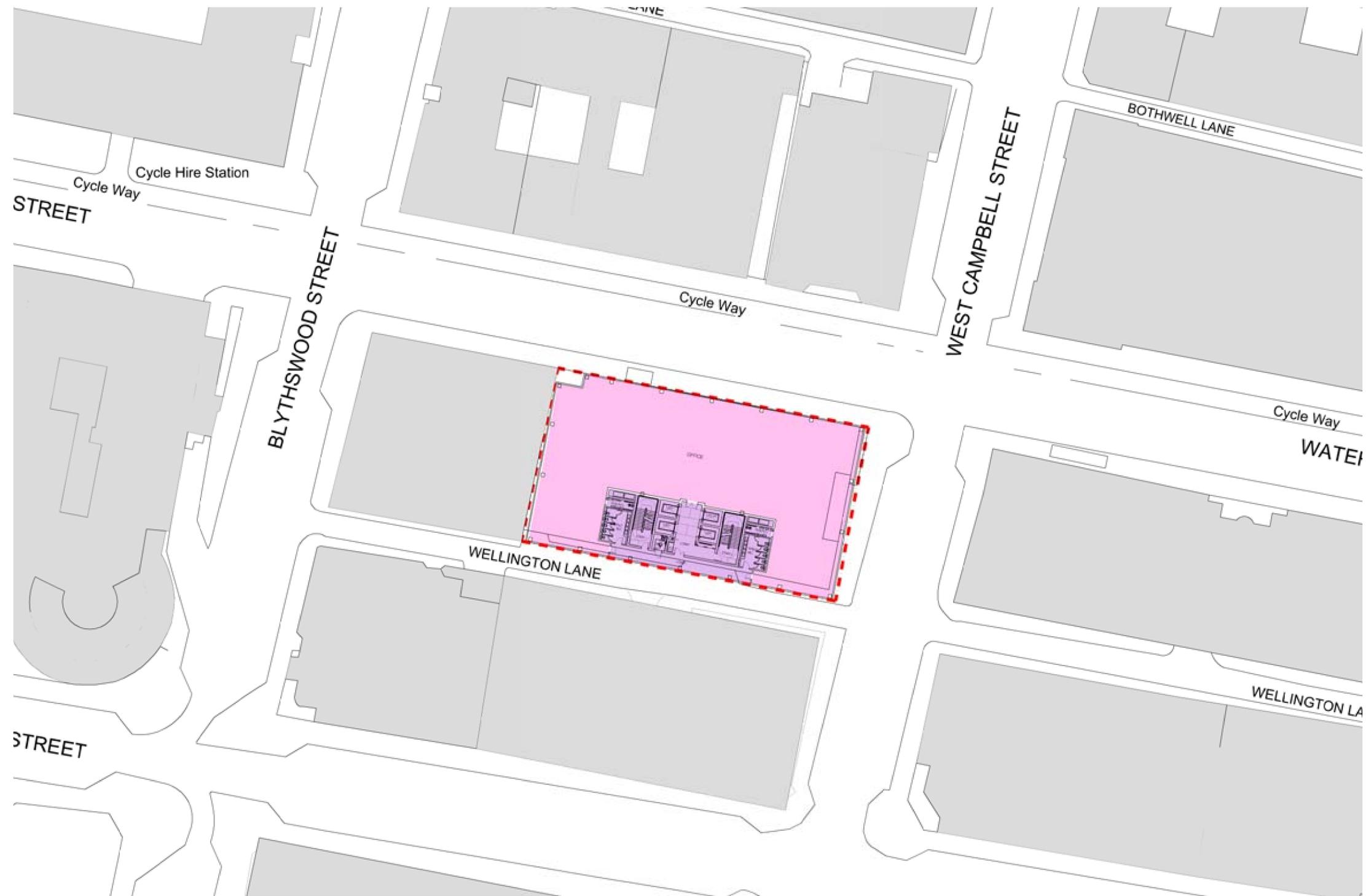


- 1 The Distillers Building
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As Glasgow needs more mixed use developments in this part of the City we would look to develop a new build mixed use commercial development with ground floor retail use and commercial office space from first floor above. At the highest level of the development we would have external terraces for the use of the building occupants.

The ground floor accommodation takes over the whole site footprint with the main entrance on the primary corner of Waterloo Street and West Campbell Street.

The main entrance leads into a reception area which runs along Waterloo Street and feeds into the main central circulation core. Flexible co-working space is accessed off the main reception.



Site Plan

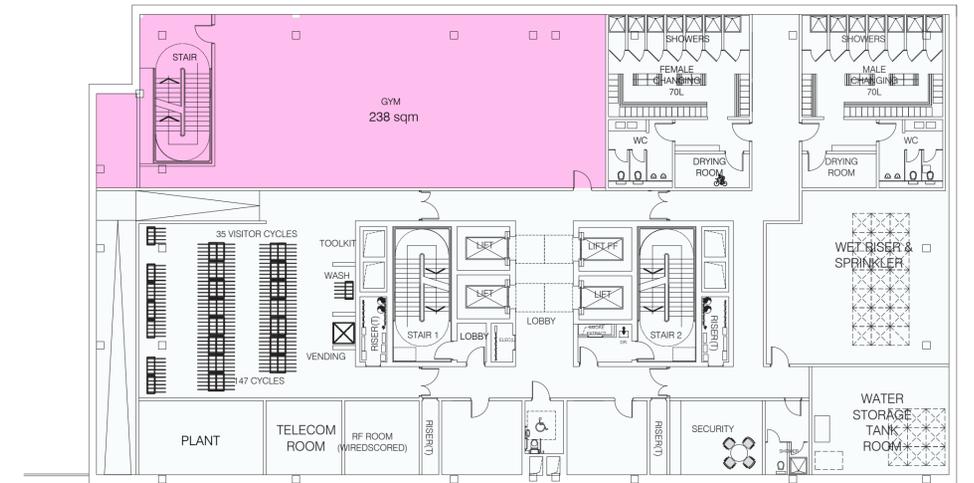
A typical floor plan has the core located to the south to maximise the office views out to the north and east of each floor. Within the core is the main circulation routes via lifts and stairs along with the common services which serve each floor. Each floor can be sub-divided if required

First floor plan has an atrium void over reception below.

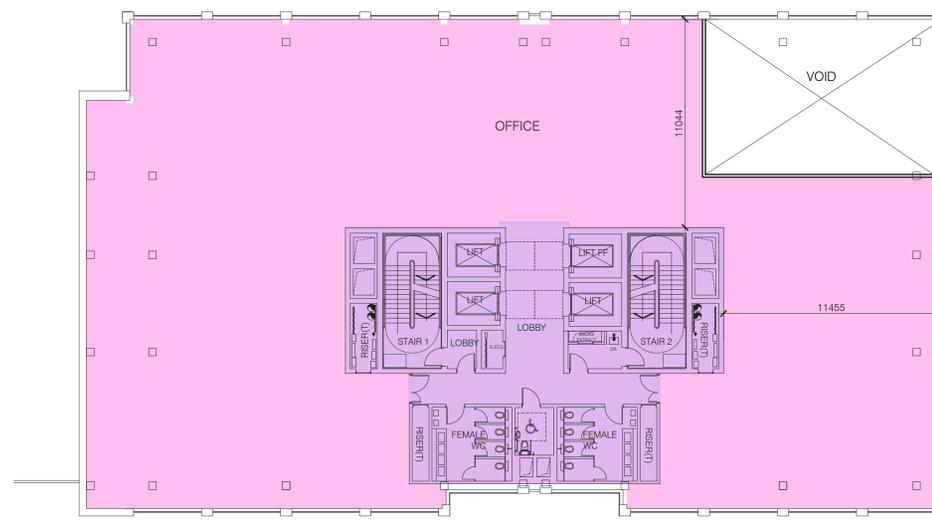
Basement floor has a ramp access to car spaces and cycle storage



Ground Floor Plan



Basement Floor Plan



First Floor Plan



Typical Floor Plan



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WHERE ARE WE NOW?

A Proposal of Application Notice (PoAN) associated with the proposed development was submitted to Glasgow City Council on the 29th June 2021.

This web-based 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.

WHAT HAPPENS NEXT ?

We encourage you to provide feedback, in order to share any comments you may have on the proposed development, either via: -

- (a) this website 'online questionnaire form',
- (b) by email to consultation@princeshouseglasgow.com
- (c) live Q&A with the Development Team on 15:00 to 18:00 hours on Thursday 26th August 2021

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.