

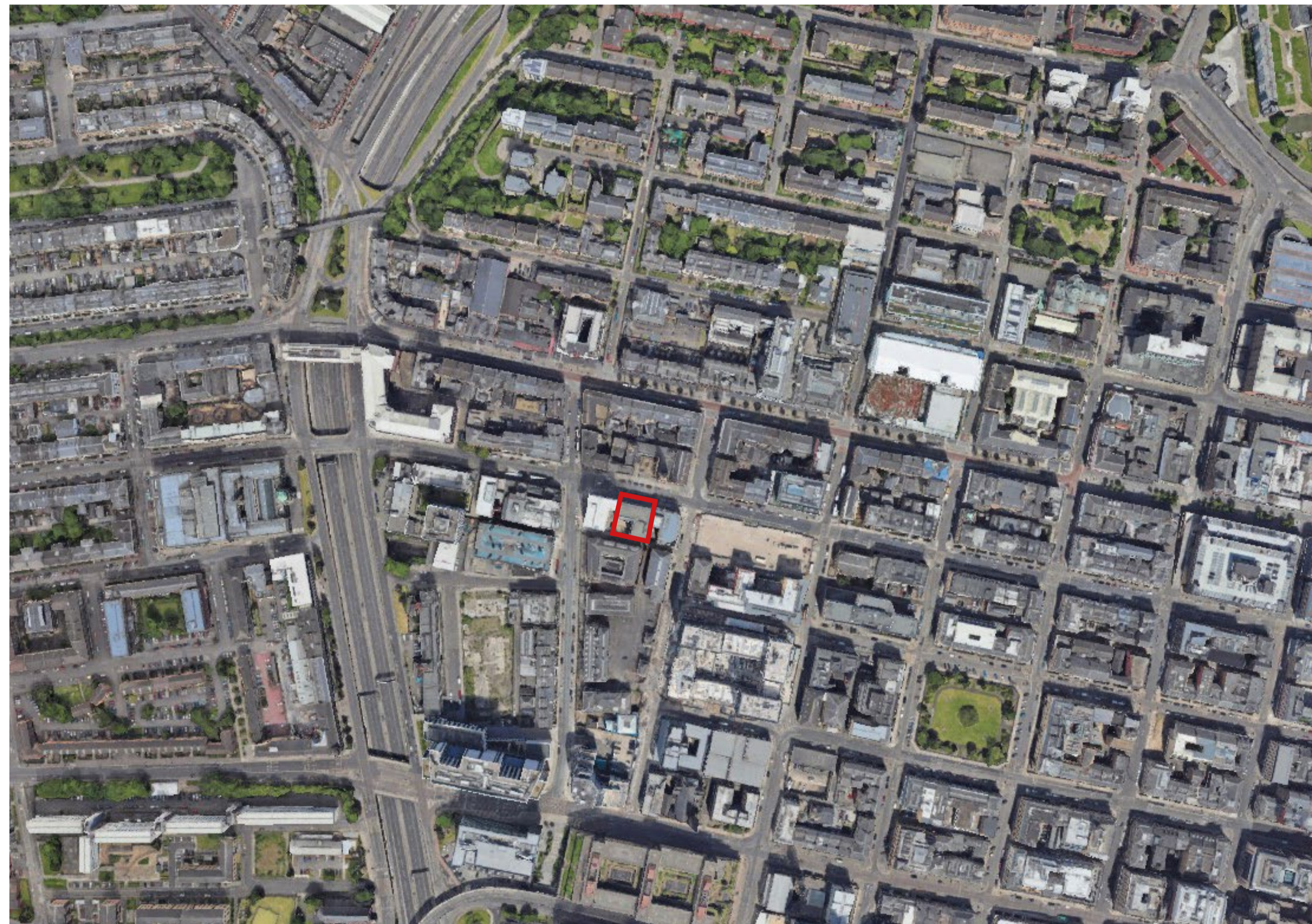
# Introduction.

# 01

285 Bath Street

[www.285bathstreet.co.uk](http://www.285bathstreet.co.uk)

**MCLAREN**  
PROPERTY



**Purpose of Event** Thank you for taking the time to attend this consultation event. The purpose of this event is to allow the community to discuss the project with the design team and collaborate in the concept stages of the planning process. The project is in the early stages of development and the community feedback from this event will inform the planning application submission, which is expected later this year. This event is also an opportunity for us to respond to the comments we received during the first consultation event.

**Project Description** Demolition of the existing building for a mixed-use development with purpose-built student accommodation and ground floor commercial space (Class 1A, 3 or 10) and associated infrastructure.

**McLaren Property** is proposing to redevelop the site of a redundant 1970's office building at 285 Bath St with purpose built student accommodation, helping to address the shortfall in homes across in Glasgow.

We are a privately owned business and a leading UK developer of places to live, study and work. Our aim is to transform student living across the UK, creating outstanding places that use low-carbon solutions to positively shape the future of UK cities, while carefully managing local community impact to create safe and comfortable environments.

This would be our first investment in Glasgow – a city that is famous for its people, creativity and vibrancy. Its Universities are world famous and attract an increasing number of students year on year.



# Project concept.

# 02



- **Around 250 student bedspaces**
- **Studio and cluster apartments, including universally accessible apartments**
- **External and internal amenity**

- **Ground floor commercial/ community use**
- **Zero car development**
- **BREEAM Sustainability Rate “Excellent”**
- **Highly accessible location**

**Background** The existing building is predominantly vacant and the owner has struggled to lease the office space. Planning and development policy acknowledges the current economic climate and behavioral changes in working patterns; shifting from in-office to home working. To this end the office use is no longer regarded as a viable venture and the proposal seeks to increase the footfall and support vibrancy in the city centre with a high-density residential use, which is considered a more sustainable option for the site and the surrounding streets.

**Description** The proposal includes purpose-built student accommodation along with Class 1A (shops), Class 3 (Restaurant/ Cafe) or Class 10 (non-residential institution) use at ground floor. A basement will be retained and will accommodate amenity, refuse, plant, and cycle storage, whilst new roof terraces will provide external amenity space and contribute to sustainable urban drainage and renewable energy generation.

**Project Goal** We are seeking to provide a central location for students to live and increase the residential density and footfall within Glasgow city centre. McLaren view the proposal as a boutique offering in the city centre that will cater to a range of students. We want to reinvigorate the city centre with more people and replace the redundant office space which has fallen foul to changes in modern working patterns. By introducing a 'commercial' space on the ground floor we will activate the street and provide a new local service/amenity open to the public.

The project team have been in discussion with local community groups and are actively trying to gain local interest in the ground floor space.

### **Aspirations**

- Create a distinctive and modern building that enhances the streetscene and the urban environment
- Reduce the reliance on private cars and encourage residents to use sustainable modes of transport
- Significantly improve biodiversity on the site and create new habitats for urban wildlife
- Future-proof the site for alternative tenures of living

# Context.

**The site is within the city centre and the Central Conservation Area. It is ideally suited to student accommodation and contributes towards the concept of 20-minutes neighbourhoods and the transition to a low-carbon city.**

The site is within the north west of the city centre in Blythswood. It is a mixed use area of Glasgow with a high proportion of non-residential uses such as shops, offices, hotels, bars and restaurants. It is typically more commercial in character compared to areas outside the city centre boundary such as Townhead and Woodlands, which means the site is within walking, wheeling, and cycling distance of local amenities and services.

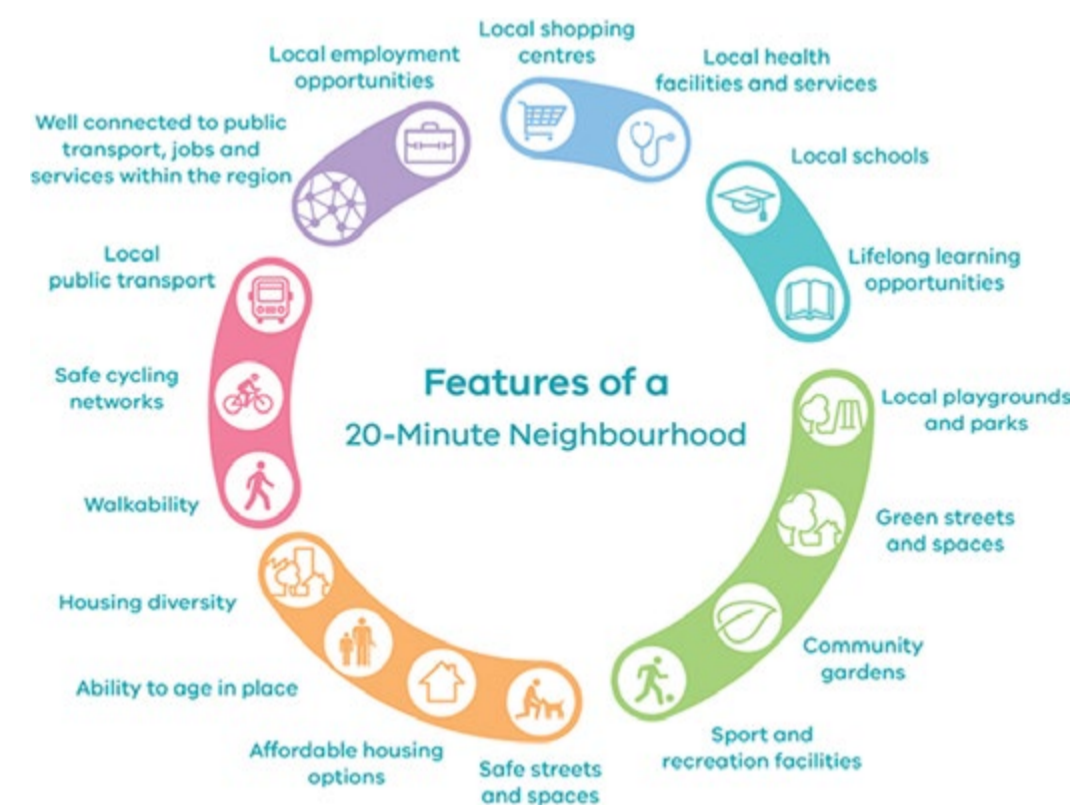
The site has access to shops, services, healthcare, leisure and community facilities; all of which are expected within a city centre location. The city centre also offers excellent transport links to the university campuses and buildings. All of the major campuses are accessible within 10 minutes by bus or bicycle.

Building styles and heights in the area are varied and can range from 4 storeys up to 17. Some recent planning applications in the west of the city centre have seen building heights extend up to 27 storeys.

We are currently analysing the built environment and historic context to inform the design of the building. There are other examples on Bath Street which have responded to the historic height datums in the area, whilst also increasing their height to create a density that's characteristic of the city centre.

- Charing Cross Station** - 0.2 miles - 5 minute walk
- Kelvingrove Park** - 0.6 miles - 13 minute walk / 5 min cycle
- Glasgow School of Art** - 0.2 miles - 5 minute walk
- University of Glasgow** - 1 mile - 24 minute walk / 9 min cycle
- Glasgow Caledonian Uni** - 0.8 miles - 19 min walk / 5 min cycle
- Strathclyde University** - 1.1 miles - 25 min walk / 7 min cycle
- Buchanan Galleries** - 0.6 miles - 13 minute walk / 5 min cycle

An increase in student numbers in the city centre, particularly in this location will help support local business and culturally important venues such as the Kings Theatre, GFT and CCA. Office space occupation has declined recently and it no longer has the same economic impact it once did.



03



# PBSA

## (Purpose Built Student Accommodation)

# 04

**What is PBSA?** PBSA is accommodation specifically designed, built or adapted for the purpose of housing students. It may be on or off-campus, and owned or managed by a university, private or third sector provider.

**Why do we need PBSA?** To release more housing stock and meet student housing demand. For a long time students have typically lived in tenement flats which could otherwise be occupied by families, young professionals or anyone else that's not a student. Building accommodation specifically designed for students helps transition students out of these flats which are then released back into the market place and therefore increasing traditional housing stock.



**Supply / Demand** Leading property agents, CBRE have prepared a student demand assessment report to inform the site selection and viability. The summary findings of the assessment identify there is a significant imbalance in the number of student bedspaces available in Glasgow compared to demand.

The number of students in Glasgow has grown to its largest ever at **77,640**. At present there are only **20,080 PBSA beds in Glasgow**. CBRE conclude that there are 16,407 students in Glasgow that are unable to access PBSA, which dramatically increases to 30,127 if the calculations include students currently living in their "own residence". Including the development pipeline of consented PBSA, there is still an unmet demand of 13,621 bedspaces.

The University of Glasgow, Strathclyde, and Glasgow Caledonian have invested heavily in new and existing facilities and all have the strategic goal of attracting top candidates and strengthening international ties to have a global impact. The private sector therefore plays a significant role in sustaining the competitiveness of the universities in the global market.

285 Bath Street is ideally suited to PBSA because of its sustainable connections to the higher education institutes. The University of Glasgow Campus is just a 9-minute cycle from the site and the Glasgow School of Art is a 5-minute walk.



**77,640**

Full-time students in Glasgow (2021/22)



Growth in student numbers predicted to continue



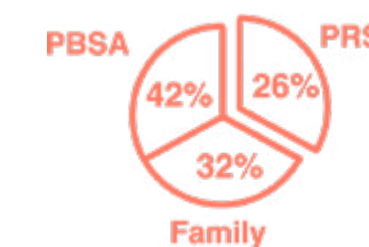
**25,735**

Full-time international students (2021/22)



**57,865**

Students need accommodation each year

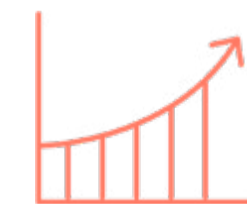


Lack of PBSA means 26% students live in private rented sector and with family



**-23%**

Fewer properties to rent vs. 2017-19 average



Shortage of accommodation has increased Glasgow rents by 27% in the past year

# Planning & design.

## Planning Policy and Guidance

The Local Development Plan that presides over the application site is Glasgow City Development Plan 2017 ("CDP"). Along with NPF4 these policy documents make-up the Development Plan in which the planning application should be assessed.

Berkeley House is within the city centre boundary and the City Centre Strategic Economic Investment Location (SEIL). More specifically, it is within the Principal Office Area, which encourages the redevelopment and refurbishment of obsolete office floorspace for uses that are consistent with the appropriate spatial guidance (IPG3 Economic Development, Supplementary Guidance, Glasgow City Council).

Glasgow City Council supports PBSA development and recognises the contribution it makes to the economy through job creation and sustaining the higher education institutes.

The Glasgow City Centre Living Strategy seeks to double the city centre population by 2035 and PBSA plays a crucial role in boosting resident numbers. The City Centre Strategic Development Framework looks to create dense urban environments that support 20-minute neighbourhoods and improve the vitality of centres.

Increased footfall from PBSA development will support local centres and businesses through increased spending in the area. The location of the proposal also complies with NPF4 Policy 15 whereby the future residents will be within 20-minutes of all their daily needs either by walking, wheeling, cycling, or other sustainable modes of transport.

In locational terms, the application site is adjacent to The Glasgow School of Art and is within walking distance of the higher and further educational campuses within the City Centre, which include: the Royal Conservatoire of Scotland, University of Strathclyde, Glasgow Caledonian University and City of Glasgow College. Furthermore, the site is well-served by public transport (bus and train) to campuses outside the city centre, namely the University of Glasgow, Glasgow Kelvin College and Glasgow Clyde College.

Glasgow Council Supplementary Guidance 10: Meeting Housing Needs has identified two areas of high student concentrations

(South Partick/Yorkhill and Townhead/Cowcaddens) and mostly discourages any further student development in these areas.

These areas were popular for student development because of the adjacency to Glasgow University and Glasgow Caledonian University campuses. Whilst there remains to be a big demand for student bedspaces, the outcome of SG10 is a disbursing of student development to other areas of Glasgow.

The attractiveness of the city centre for student accommodation compliments the Council's density aspirations and doubling the population in the city centre.

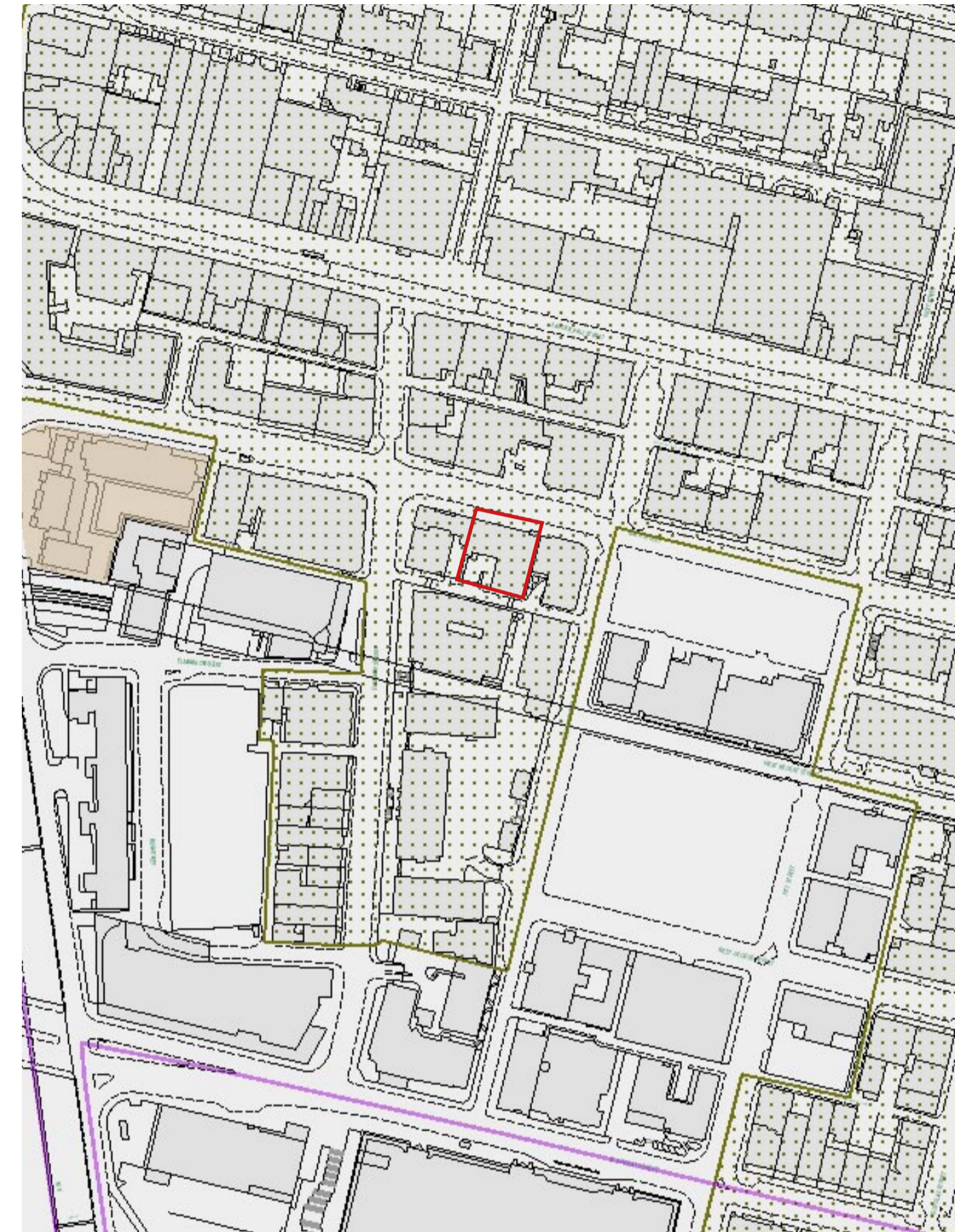
## Design Matters

The design team have collectively undertaken a review of the existing building and found that it would not be economically viable or sustainable for refurbishment or extension. A comparison has been drawn between the carbon emissions per resident if the building was retained or demolished and the footprint per resident is smaller if the office building is demolished.

In terms of design the building will have the required 5m<sup>2</sup> of amenity space for each residents, on top of the communal lounge, kitchen and dining areas for each cluster flat. The amenity areas are both internal and external and provide a variety of spaces for the students to enjoy. The spaces are yet to be allocated specific uses but will likely include a gym, study spaces, cinema rooms, private dining, games rooms, library, breakfast bars, and roof gardens.

The roof of the building will be multi functional and provide external amenity, sustainable urban drainage, and also generate renewable energy.

McLaren focus on the well-being of students and place a great deal of importance on mental health, which is why there is a mixture of room types and communal activity spaces for student to interact with one another.



# 05



# Sustainability.

**McLaren is committed to delivering student accommodation with a low operational carbon footprint and future adaptability built in. The project must achieve a BREEAM sustainability credential of EXCELLENT for funding purposes, meaning the project will have an extremely high standard of sustainability and building practices.**

The world is in a climate emergency and in response to this the Scottish Government has set a legally binding target to be a Net Zero Carbon economy by 2045. Similarly, Glasgow City Council have set targets to be a net zero carbon city by 2030.

With buildings contributing to 40% of global climate emissions (of which 11% is from the construction of new buildings), the construction sector has a responsibility to design, construct and operate buildings that are circular, reduce carbon and are positive to people and the planet.

It's not only the buildings themselves that have to be designed and constructed in a responsible way, the technology that's adopted in the buildings, site location, and density all contribute to a more sustainable development.

## Renewable Energy

The proposal will include low and zero carbon generating technologies such as air source heat pumps and solar panels to completely remove the reliance on natural gases. This is coupled with a fabric first approach which insulates the building to reduce the need for prolonged periods of electric heating use.

## Zero Car Development

The proposal is within the city centre and therefore has little to no need for private vehicle parking. All the future residents, including staff members will be encouraged to use sustainable modes of transport and provided with a green travel plan on arrival to the building.

## Blue Roof

A blue roof attenuates water to reduce the risk of flooding by slowing the rate in which rainwater enters the drainage system. To meet green credentials and progressive green planning policy, the proposal will include a blue roof which will also contribute to biodiversity gains.

## Retrofirst

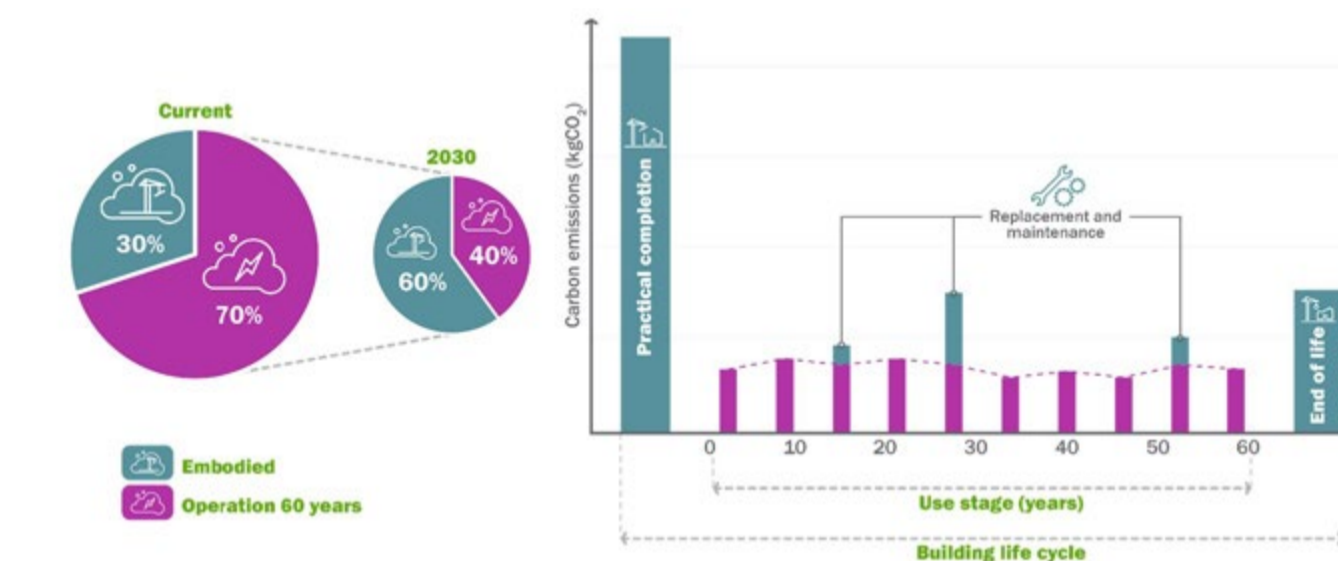
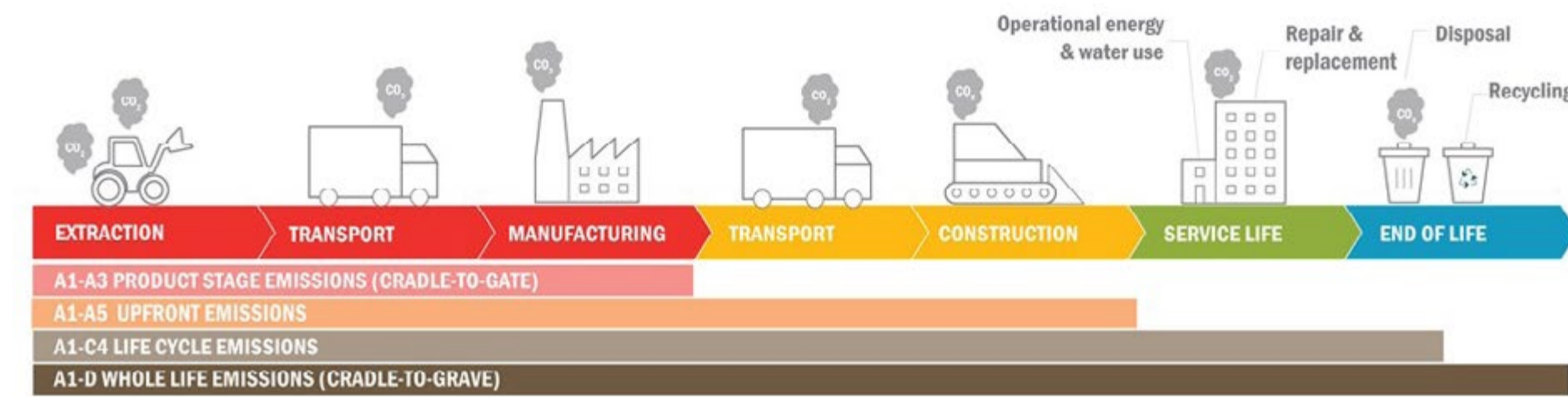
After a thorough examination, the project Structural Engineers have determined that repurposing the existing building is fraught with challenges. The building's structural capacity appears insufficient to support a vertical extension, even by a single storey, for continued commercial use. It's improbable that the building's frame and foundations were designed with even 20% 'spare' capacity, a critical consideration for any such modifications.

The existing building has evidently been constructed with one particular use in mind with little to no recourse for future alteration. The current central infrastructure and systems in the building are nearing the end of their useful lifespan, meaning any modifications to the building will necessitate replacing these systems.

The proposed economic assessment indicates that the best use case for the building is Purpose Built Student Accommodation. The existing building fabric does not lend itself readily to this building typology and it is likely that significant embodied carbon interventions will be required to retain existing building elements.

Recognising that the reuse or redevelopment of existing structures plays a crucial role in curbing carbon emissions, it's essential not to view this aspect in isolation. Hence, alongside any planning application, an Embodied Carbon Report will be prepared, scrutinising the building's entire lifecycle and proposing technologies and designs to minimise long-term operational carbon emissions. Moreover, aligning with the "Sustainable Places" policies in NPF4, there's a resolute push at both local and national levels of spatial planning to bolster residential populations within our urban centres. This ambition is particularly pertinent to Glasgow, where the aim is to double the city centre's population to 40,000 by 2035.

To this end, the project team have settled on the option to demolish the existing office building and replace it with a building that is more sustainable to operate.



06

# Site history. 07

**The site and surrounding area has been subject to a significant amount of change, and it continues to change today. This board shows how the site and surrounding area has developed since the 18th century into part of Glasgow's city centre.**

Originally the land surrounding the site was outside of the city of Glasgow and to the north of the weavers' village of Anderston.

This land fell within the estate of Blythswood which was owned by the Campbells of Blythswood. It extended from Buchanan Street to Kelvingrove, and north up to Woodside and the future Great Western Road.

In the early 19th century Archibald Campbell of Blythswood sold off the land to developers. It was at this point that the grid to the west of the St Enoch Burn was developed. One of the principle developers who purchased much of these lands was William Harley who, amongst other things, was responsible for much of the development of the Blythswood area.

In the 1850s, Bath Street (formerly known as West Bath Street) was extended further to the west following the arc of Elmbank Crescent, and became known as Bath Crescent.

The Goad Insurance Plan of this block of the city was drawn up in 1929. It shows both churches and the Albert Hall having been converted into a 'Palais de Danse'. Between the Albert and the eastern church a small building yard is depicted. The industrial buildings to the rear of the Bath Street frontage are marked as derelict and ruinous.

We are looking at the existing and historic datums, proportionality, materiality and streetscape to inform the final design and will be in a better position to present the developed design at the next public consultation event in August.

Goad Insurance Plan of Glasgow - Vol. VI, Sheet 603 Published: 1929



OS Lanarkshire VI.10 (City of Glasgow), Survey date: 1856 to 1857, Publication date: 1860



OS Lanarkshire VI.10, Revised: 1934, Published: 1935



Site of Former Renfield Church. Demolished 1964



Site of Former United Presbyterian Church, built in 1890s and demolished in the 1960s



285 Bath Street. It was formerly the Albert Hall before being converted to the Palais de Danse



Former Renfield Church. Demolished 1964



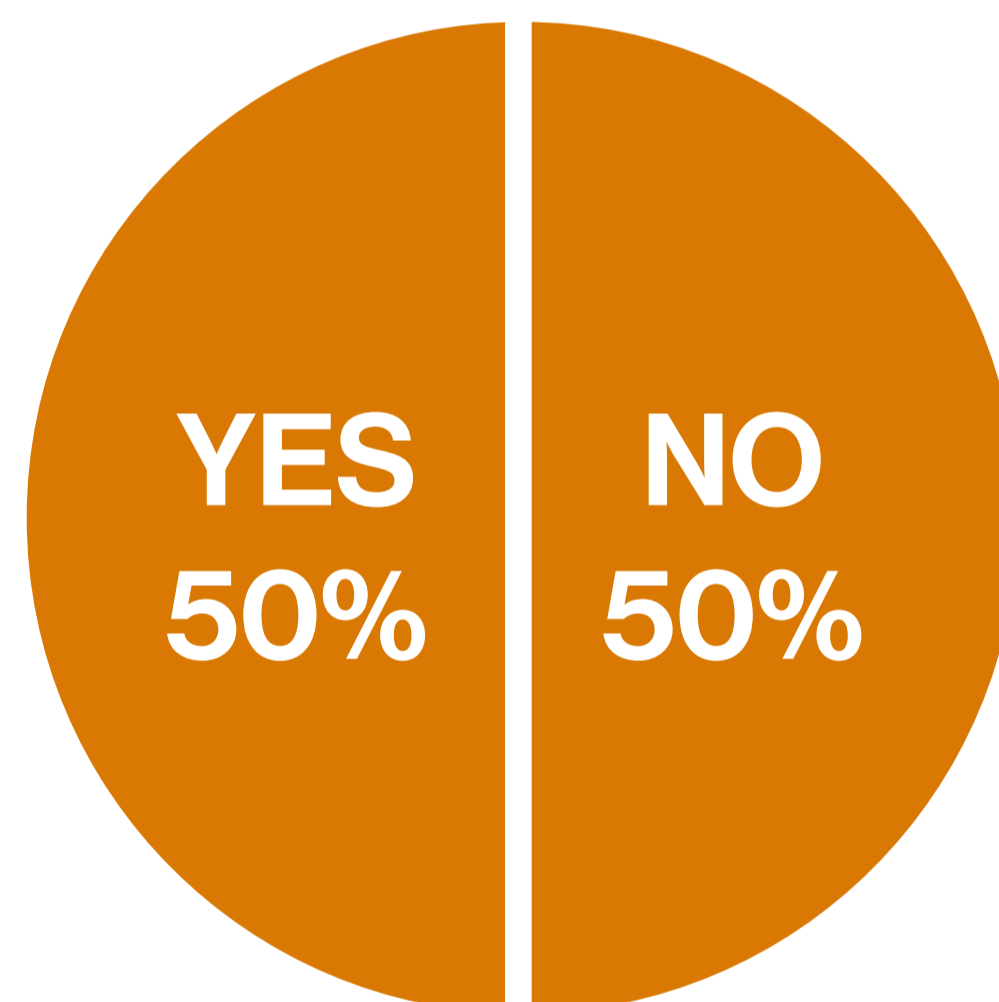
United Presbyterian Church and Albert Hall before becoming 285 Bath Street and 279 Bath Street

# Consultation. 08

## Round 1 of consultation ran from 17th June – 2nd July 2024.

As well as advertising the consultation and emailing key stakeholders, publicity included a press release and distribution of a flyer to approx 1,000 premises. A project website [www.285bathstreet.co.uk](http://www.285bathstreet.co.uk) was created and an 0800 freephone number was also available for those unable to access materials online.

Consultation event 1 was held from 3pm-7pm on Tuesday 18th June and was attended by 4 people. 1 feedback form was completed on the day and a further three submitted online.



- Do you support the Council's ambition to double the number of people living in the city centre?
- Do you support the regeneration of this city centre site
- Is student accommodation an appropriate use for this site?
- Do you think there is a need for student accommodation in Glasgow City Centre?

Representatives also met with Blytheswood & Broomielaw Community Council at their meeting on 18th June. The meeting was attended by representatives from Garnethill Community Council, and Anderson Community Council. Key points raised and our response is summarised opposite.

## COMMENT

Over-concentration of PBSA and scepticism over demand for student accommodation.

Concern about the overall housing crisis.

Potential height.

Lack of community space within the area.

## RESPONSE



The Student Need Assessment prepared as part of this application calculates a current shortage of 13,621 bedspaces. More bedspaces are needed to increase the choice of accommodation for students in Glasgow.



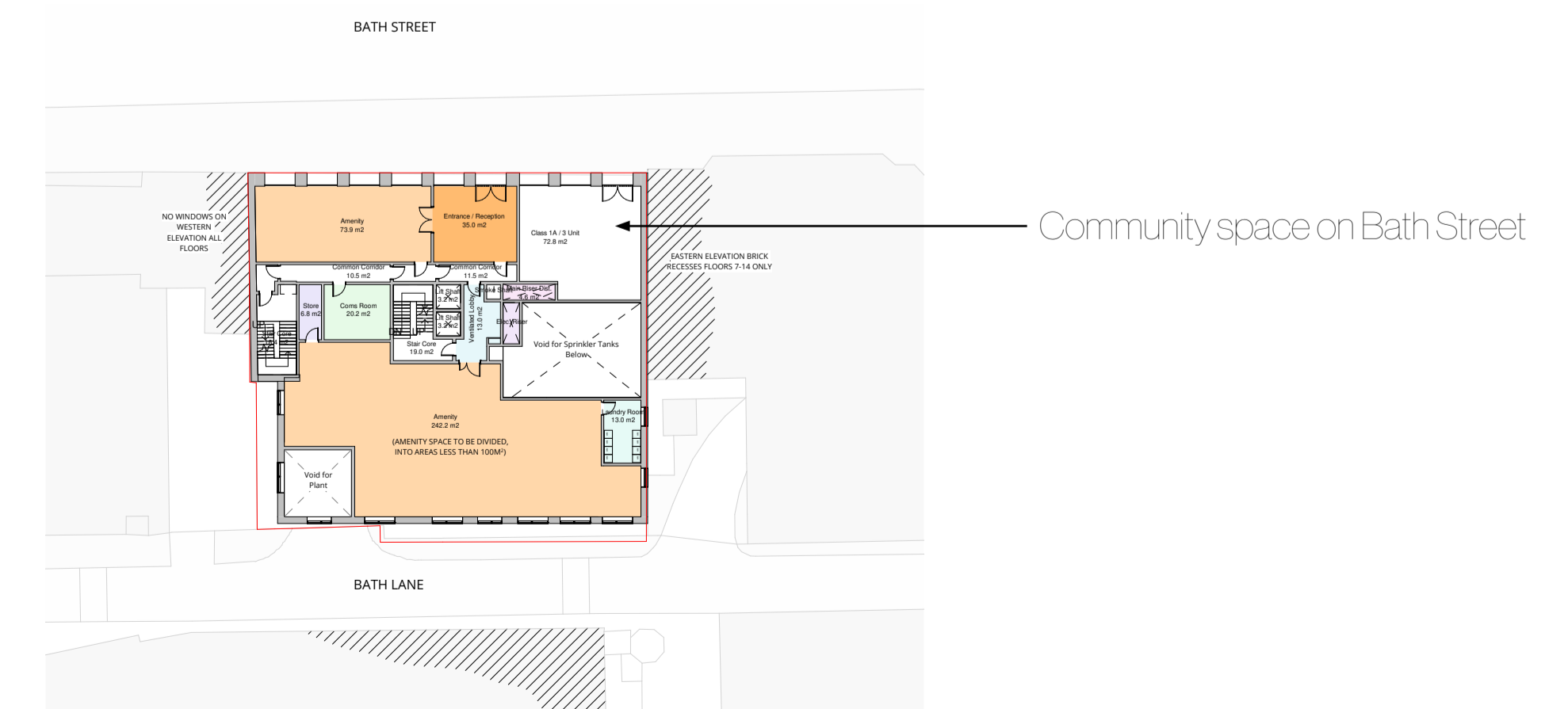
Provision of PBSA alleviates pressure on private rental sector (which is shrinking).



The height profile of the area is rising. Buildings on Bath Street rise in height from east to west and the proposal follows this pattern. The design takes datum points and responds to these, giving the building human scale.



McLaren has offered a ground floor community space rent free.

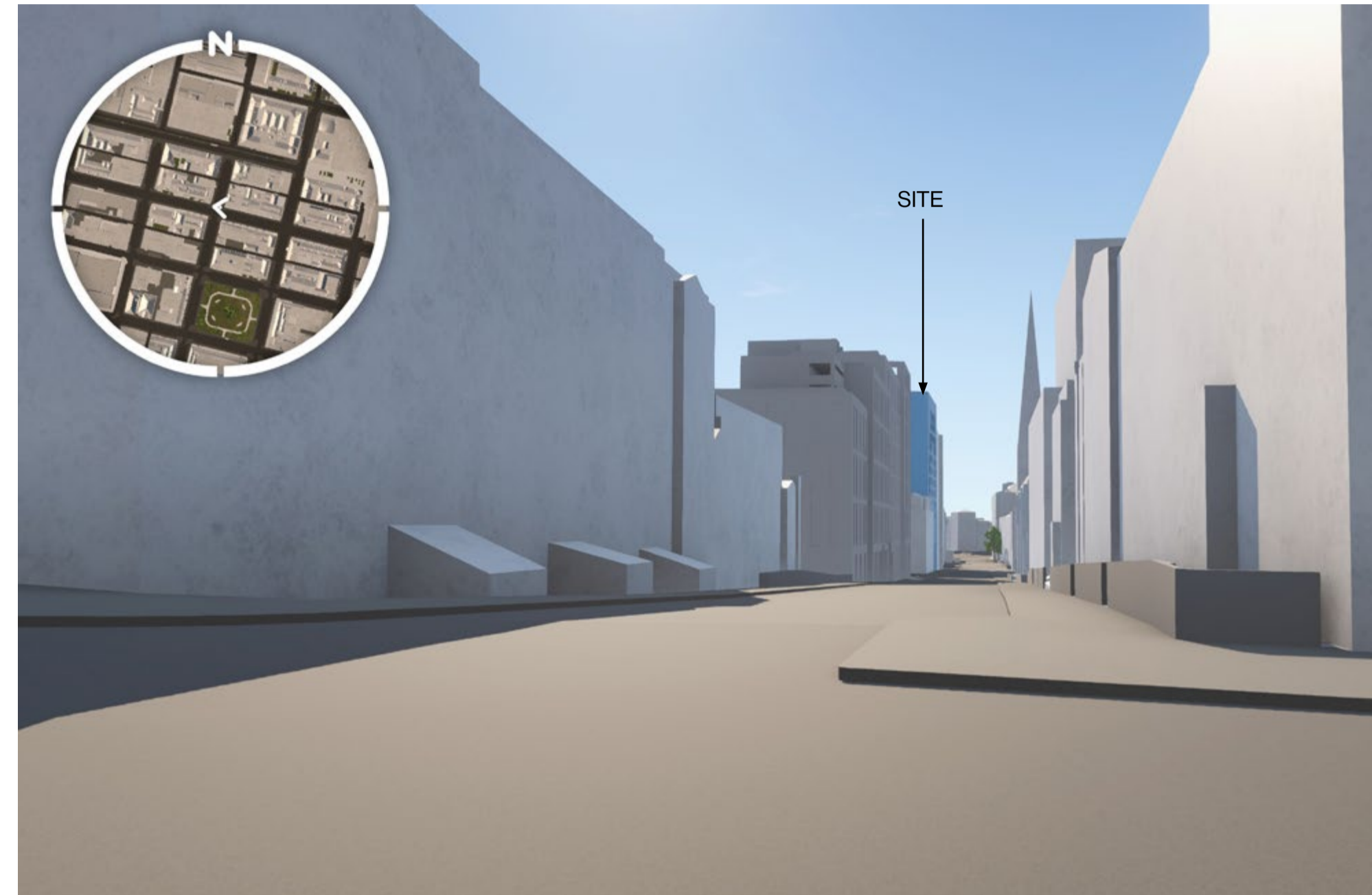




# Emerging design. 09

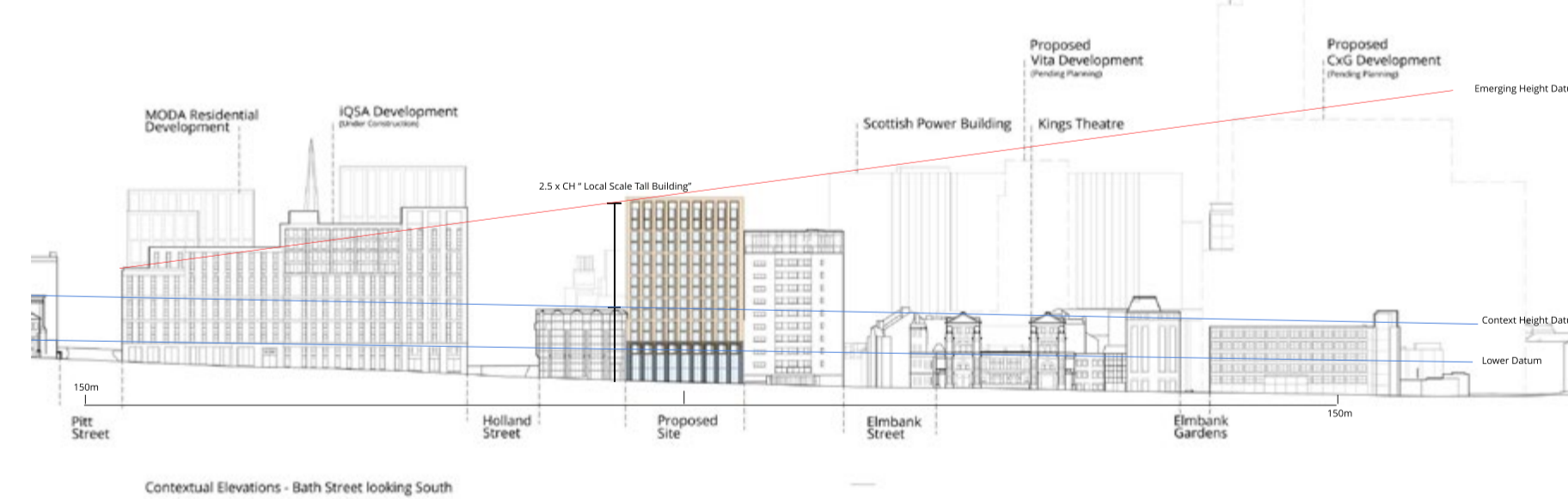
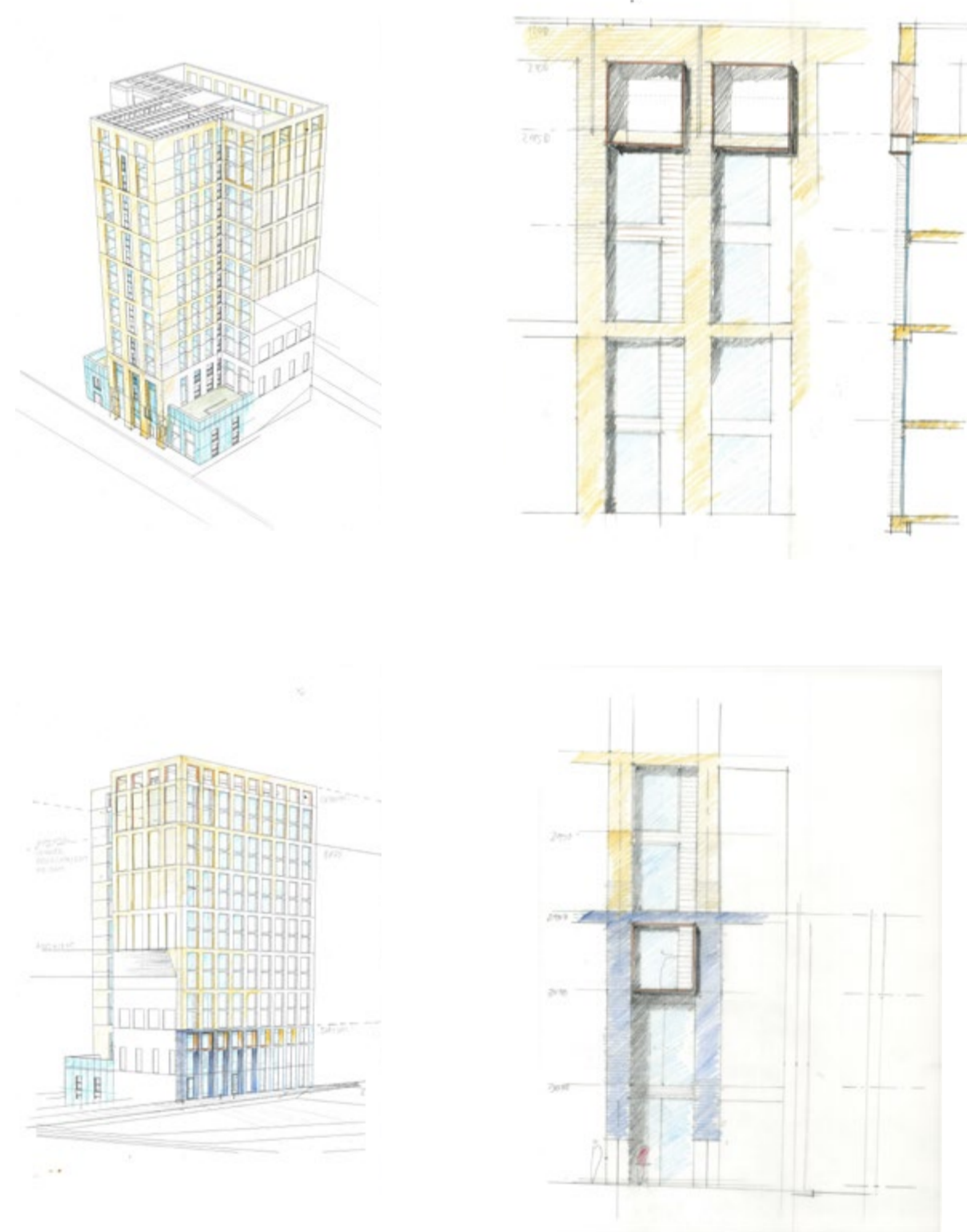


Crown  
Datum Line  
Body  
Datum Line  
Lower

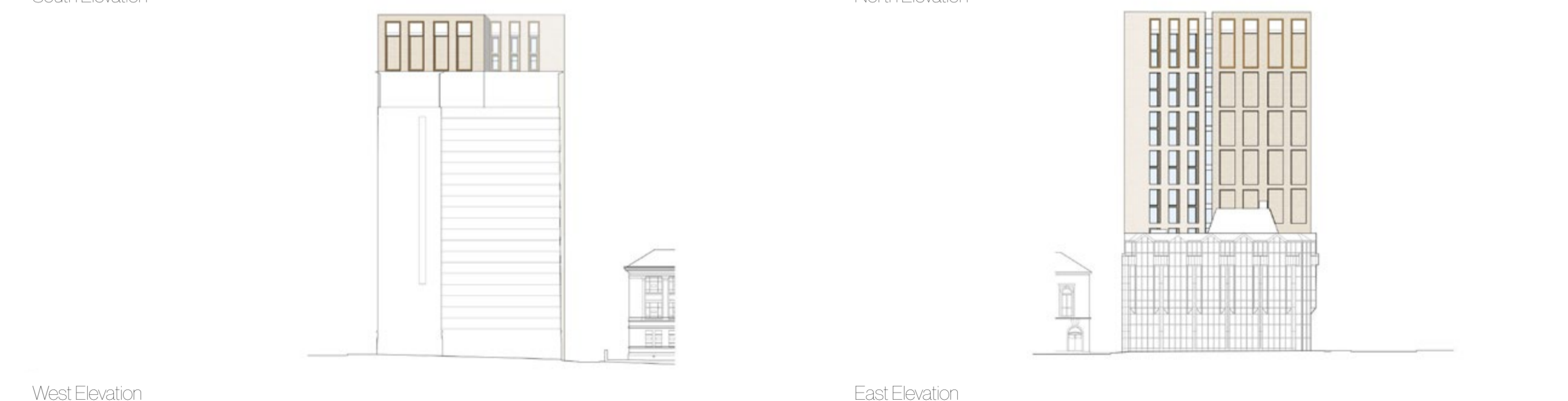


The building is 15 storeys in height which is consistent with the anticipated height increase from east to west on Bath Street. We have taken the historic datum lines which coincide with the height of the Kings Theatre and responded to this with a change in brick colour between the second and third floor. The upper floors of the building is constructed with a light coloured brick however we are currently exploring brick options and colours.

We have sought to introduce elegance through simplicity and quality detailing. The building is purposefully unfussy, giving it stature and presence on the street. Because this site is sandwiched between two existing buildings, which are subject to future redevelopment, we have not put windows on the gables. Instead, we have recessed the brick to appear like the double order windows on the front facade. This also reserves the right of the neighbouring site owners to develop to the site boundary and maintain structure and solidity to the city block.



Context elevations showing datums and height transition



## Website

If you would like to see these boards they are also available to view at [www.285bathstreet.co.uk](http://www.285bathstreet.co.uk)

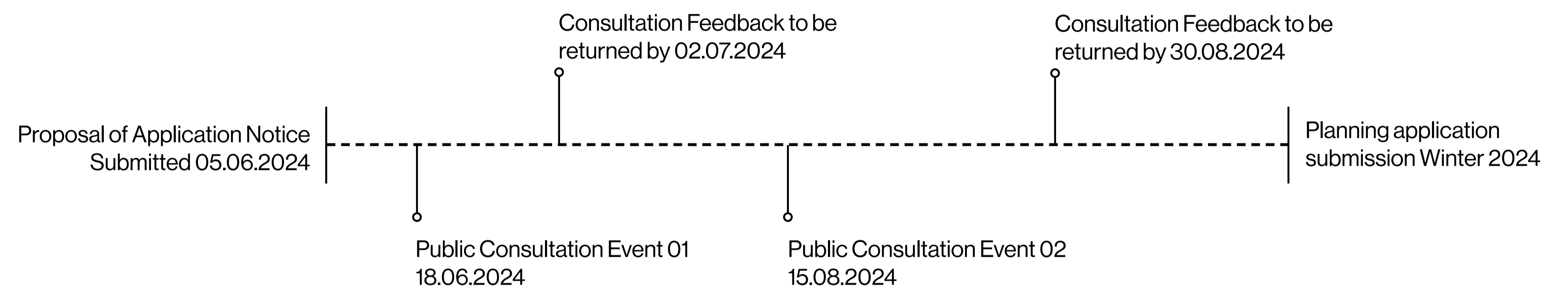
## Comments & Questionnaires

We have provided questionnaires which can be completed at the event or online at [www.285bathstreet.co.uk](http://www.285bathstreet.co.uk). Alternatively, the questionnaires can be return by post to Manson, 25 Ainslie Place, Edinburgh EH3 6AJ. We respectfully request that the completed questionnaires are returned by 30th August 2024.

Public consultation will run until September 2024. A detailed planning application is targeted for Winter 2024. Beyond the planning process, McLaren aim to deliver the PBSA to the market in June 2028.

Completed questionnaires and comments to the Applicant do not count as formal representation to the planning authority. Once a planning application is submitted you will have the opportunity to submit comments directly to the planning authority.

# Thank you.



Public consultation will run until September 2024. A detailed planning application is targeted for Winter 2024. Beyond the planning process, McLaren aim to deliver the PBSA to the market in June 2028.