

Today’s consultation event relates to our proposed development at 93-113 George’s Road, Glasgow.

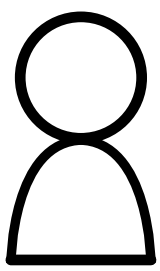
This is the third public consultation event and responds to feedback received throughout the process at our first and second public consultation events held in April and May of 2025. We are keen to gain the views of the local community and stakeholders and we welcome any feedback you may have on the proposals. Members of our project design team will be on hand to answer any questions you may have.

Once you have viewed our proposal and consultation boards, we would be grateful if you could complete a questionnaire to allow us to take on board your feedback.

Overall, the proposal aims to deliver a high-quality student accommodation scheme. The development will also provide public realm improvements for the benefit of residents and the wider community.



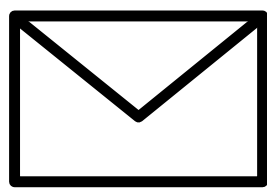
Project Design Team



Applicant Information:

The **Albert Investment Co (Commercial) Ltd** are a local family-owned business, primarily focussed on Glasgow City Centre investments.

Formed in 2012, the company owns and manages several City Centre retail, office and residential buildings and aspires to help reinvigorate Glasgow City Centre while adapting to current market changes.



Get In Touch:

We are keen to know what local people think about our plans, and we have feedback forms around the room where you can provide any comments you have. Please let us know your feedback by 29th August 2025.

You can also visit our website:
www.stgeorgesroad.com
or email: **stgeorgesroad@iceniprojects.com**
to tell us what you think.

Project Timeline:



We are here



The Site

The site is located on St. George's Road at the edge of the city centre close to Charing Cross, directly overlooking the M8 motorway.

It sits at the heart of a predominantly tenemental block consisting of 4-5 storey residential buildings with active ground floors to St. George's Road and Woodlands Road and is bisected by the narrow Baliol Lane that provides service and parking access to rear courts, although the lane width between existing buildings from the surrounding streets is between only 2.5 and 3.5 metres wide.

Site Area

The combined ground floor site area (including auxiliary parking area to side of St. George's Studios is approximately 3,000 sqm.

Current Built Form

The site is currently occupied by three buildings of distinctly differing styles and uses but common to all is their floorplan fully filling their respective site areas between St. Georges Road and Baliol Lane. It sits in a low-lying/ low density urban block

Travel

The site is Located within an area of High Public Transport Accessibility. St George's Cross Subway, Charing Cross Rail Station and bus services are located on Great Western Road, Woodlands Road and surrounding area.

Neighbouring Buildings

The site is surrounded by residential accommodation, with the closest being a modern 4 storey block on Carnarvon Street. To the other side, the apartments in St. Georges mansions are 23 metres away from the gable of the Studios at the narrowest point and to the rear, the residential windows of properties on Baliol Street are up to 30 metres away from the rear of all three buildings.

Rear Access and Parking

There is a small area of parking accessed from Baliol Lane on the site of a former building that serves St. Georges Studios.

Orientation

The site has a north-west / south east orientation.



Aerial view of site in context



St. George's Studios



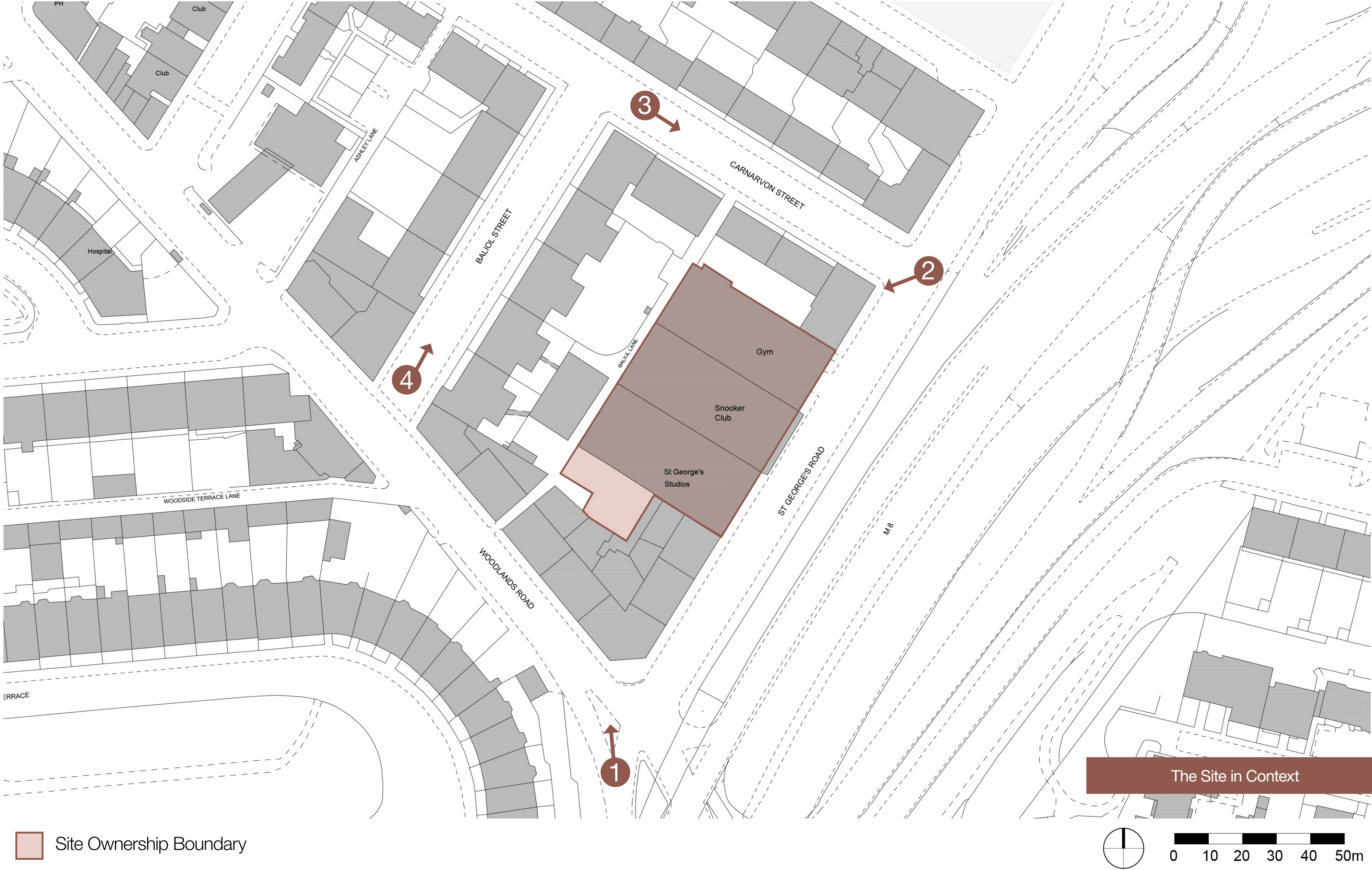
The Q Club (Former Cinema)



Pure Gym Building



City Centre Context



The Site in Context

Surrounding Residential Uses:

The surrounding context to the site is primarily residential with active ground floors of retail and leisure on St George's Road and Woodlands Road.

The images adjacent illustrate the nature of the tenemental buildings around the site.



1. Woodlands Road / St George's Road



2. Carnarvon Street / St George's Road



3. Carnarvon Street



4. Baliol Street

Any future planning application for the site will be assessed against the Statutory Development Plan.

The Statutory Development Plan for the site includes the National Planning Framework 4 ('NPF4') (adopted 2023) and the Glasgow City Development Plan ('CDP') (adopted 2017).

NPF4 and the Glasgow CDP set out the planning policy requirements for development at the site.

National Planning Framework 4 ('NPF4')

NPF4 sets out the National Spatial Strategy and 33 National planning policies centred around the three place themes of:

- Sustainable Places;
- Liveable Places;
- Productive Places

Given the proposals comprise mixed use development with Purpose Built Student Accommodation (PBSA) with active ground floor use (Class 1A and 3), the primary policy consideration will be the Glasgow City Development Plan Policy CDP10: Meeting Housing Needs and the associated Supplementary Guidance SG10.

Glasgow City Development Plan ('CDP')

The site is not subject to any land use designations within the CDP however, it is located within the Woodlands Conservation Area and the City Centre Strategic Development Framework ('SDF') area.

CDP10 and SG10 – Meeting Housing Needs

SG10, subject to compliance with other policies in the City Development Plan, generally support purpose-built student accommodation (PBSA) which achieves a high standard of amenity and an appropriate range of accommodation.

PBSA developments are expected to provide students with high-quality accommodation with on-site amenity spaces and communal facilities. Similarly, the 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.

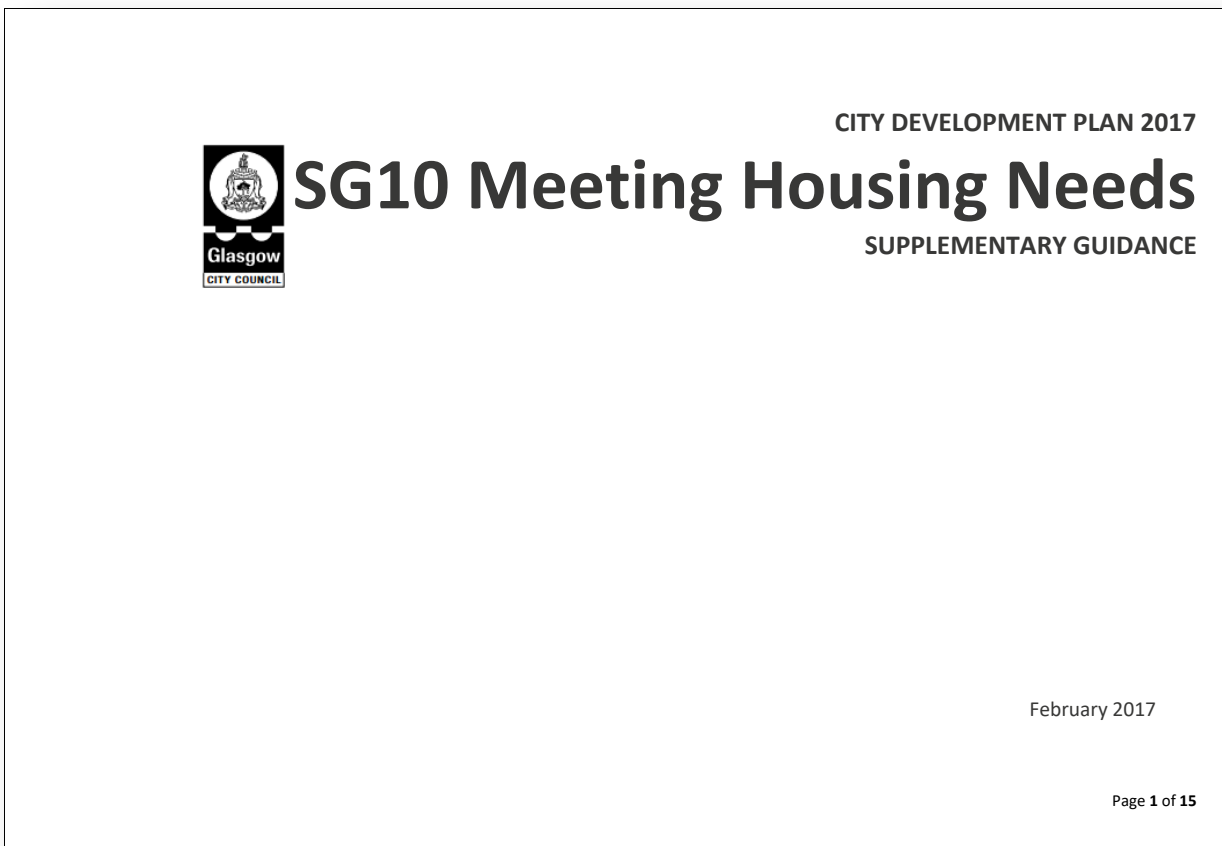
The site is also not in an area of over concentration of student accommodation, as per the SG10 guidance hence the proposed development would not undermine residential amenity of the surrounding area.



National Planning Framework 4



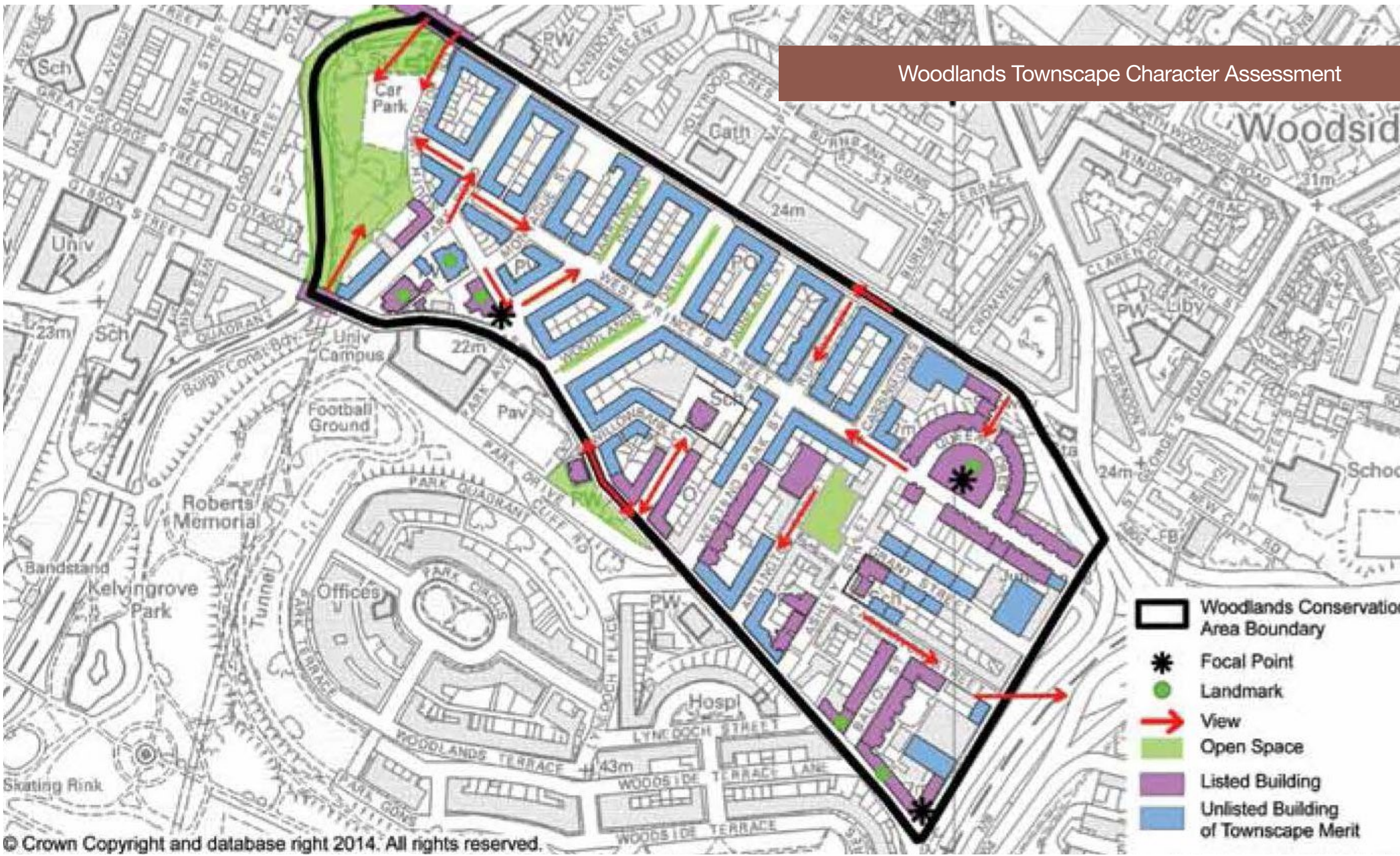
Glasgow City Development Plan



Supplementary Guidance 10



Site in context of Woodlands Conservation Area



Woodlands Townscape Character Assessment

The site is located within the Woodlands Conservation Area and forms part of a city block of which the majority of the buildings are grade B listed, most notably St. George's Mansions.

St George's Studios is not a listed building, however, the full site sits within the Woodlands Conservation Area. Notwithstanding, St George's Studios has been classified as an **'Unlisted Building of Townscape Merit'** within the character assessment section of the Woodlands Conservation Area Appraisal.



The applicant has undertaken extensive due diligence and technical development appraisals of the site.

This early commitment has provided a comprehensive understanding of the development challenges to overcome and the policy requirements to be satisfied to redevelop the site at 93-113 St George's Road.

In accordance with a 'retrofit first' philosophy, a detailed retrofit study was undertaken to assess the viability for the redevelopment of St George's Studios.

Pre-2020, the Studios had approximately 90% occupancy. However, post COVID-19 and the change to working patterns and office environments and the general availability of more office space there has been a reduction in the letting for the Studios.

As part of the retrofit study, the project design team developed typical floor layouts to assess the building's adaptability for accommodating different schemes. This exercise also identified potential architectural challenges for a retrofit project.

The following land uses were tested:
1) Office (as existing and new open plan)
2) Hotel
3) Residential Flatted Dwellings
4) Student Accommodation

These retrofit schemes are based on various options, as described below:

- Light Retro: retain floors, retain core positions, retain structure as existing.
- Deep Retro: move cores, add a storey / strengthen structure
- Demolition with Studios façade retention.

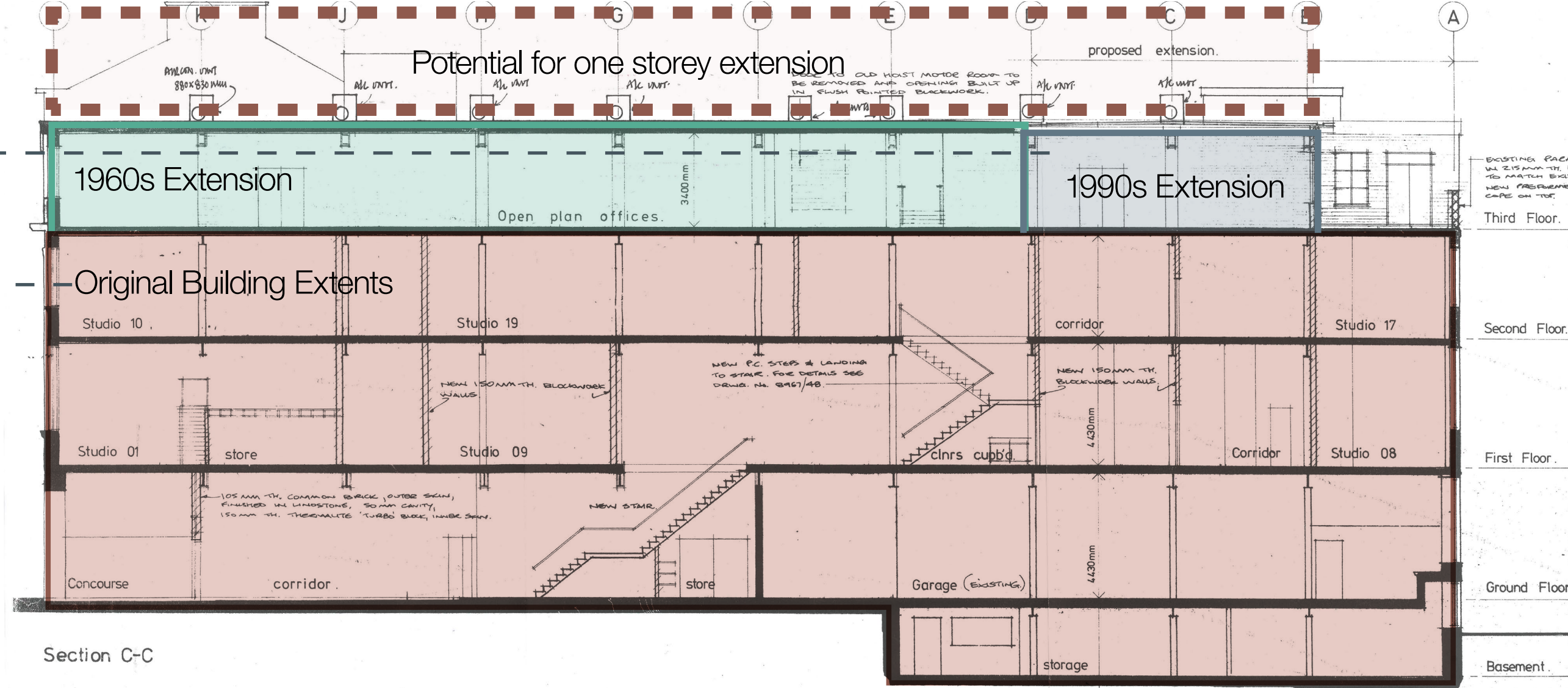
The analysis revealed that there are significant physical and operating challenges to retrofit the existing structure of St Georges Studios including:

- fire safety
- building standard performance
- inefficient layouts and configuration
- daylight natural light
- access issues.

After considering these issues, the only practical redevelopment option is Option 4 (Student Accommodation) with façade retention of St Georges Studios.

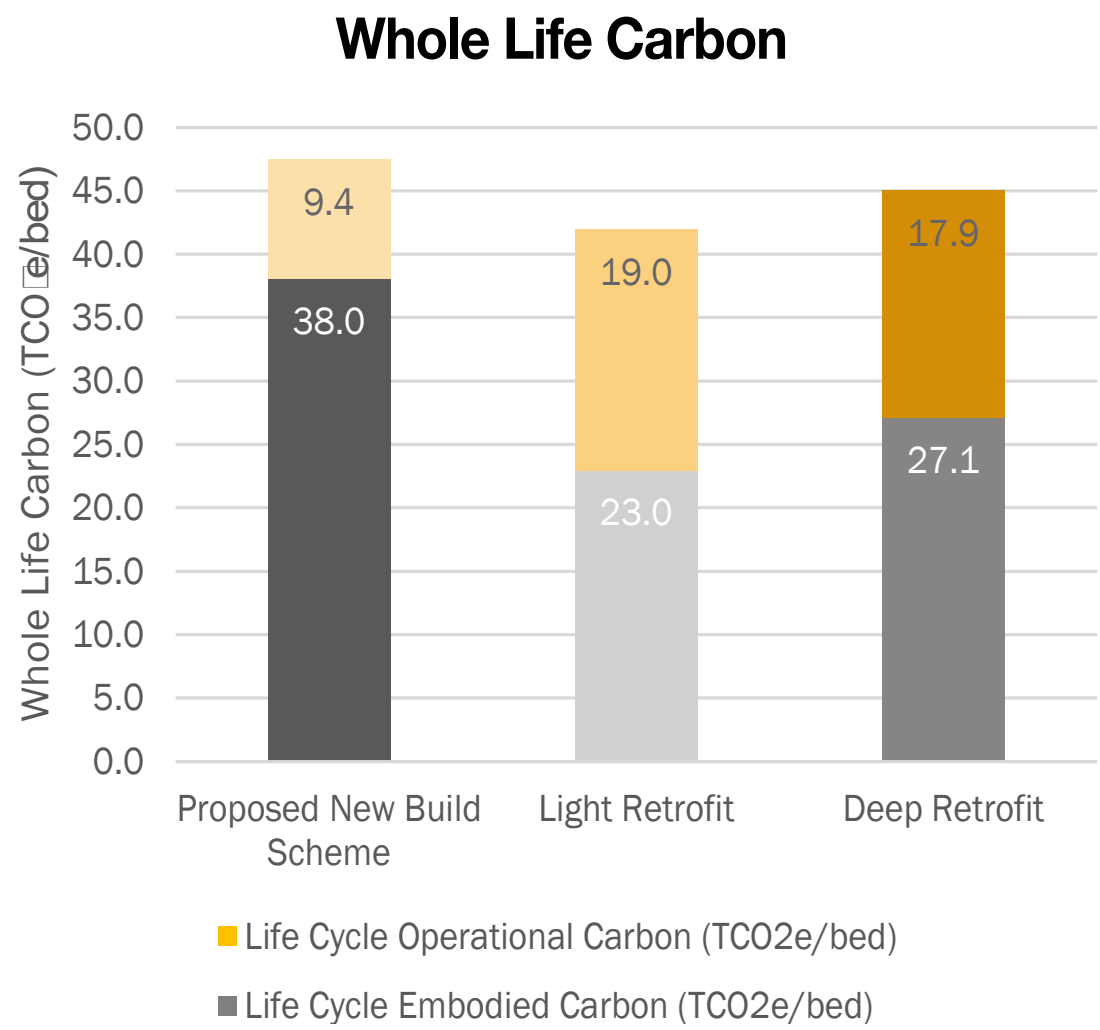
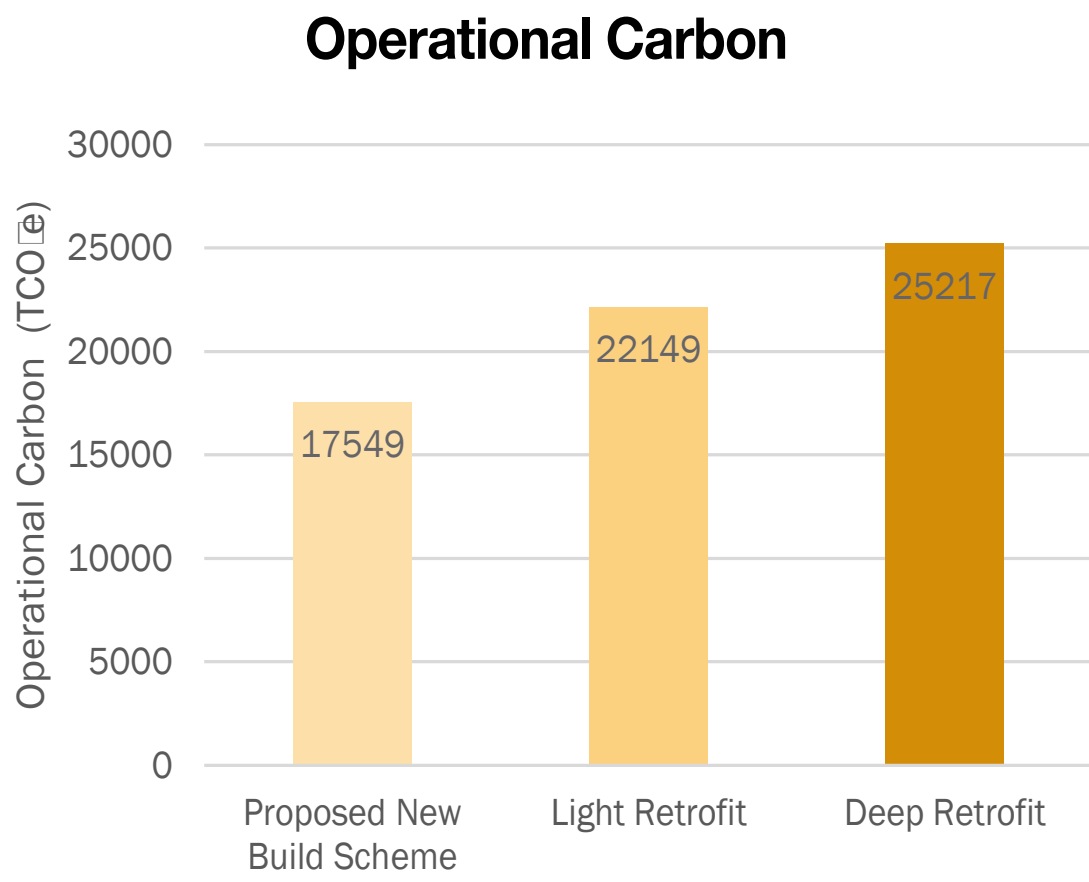
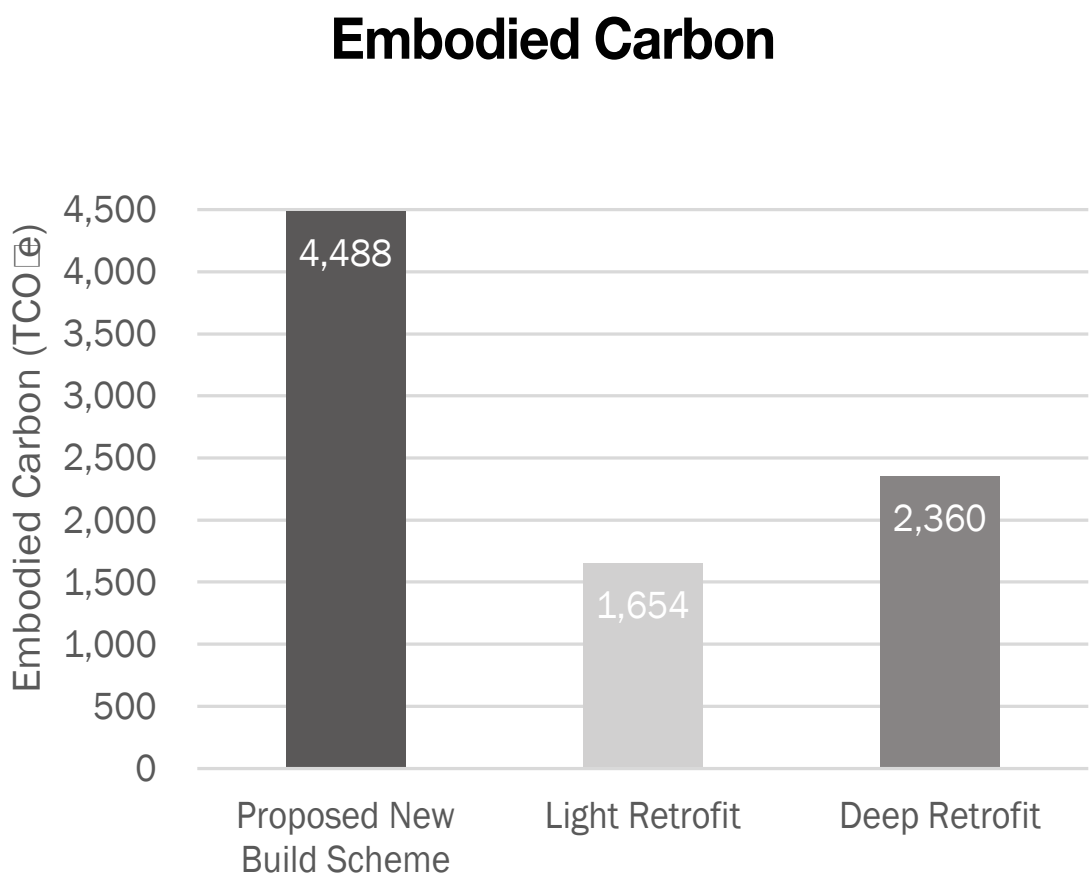
Structural Assessment:

A **Structural Assessment** concluded that the building could potentially support an additional floor, however this limits the feasibility, as it would require a significant investment for only a small increase in usable space. The above issues have policy and building standards implications.



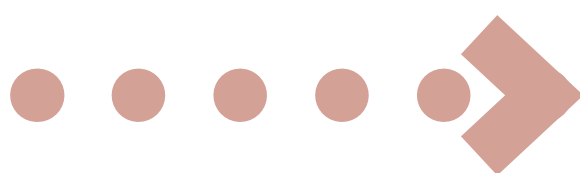
Carbon Assessment:

A **Carbon Assessment** concluded that, on balance, there is very little difference between a scheme that retains St George's Studios and a new build scheme in terms of Whole Life Carbon (Embodied Carbon + Operational Carbon).



You Said:

Concern about the amount of **Purpose Built Student Accommodation (PBSA)** built / planned in the City Centre

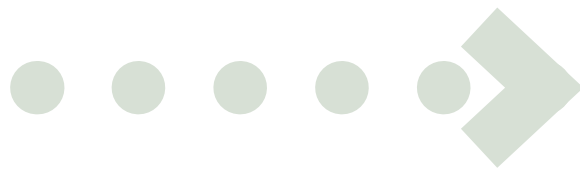


We Did:

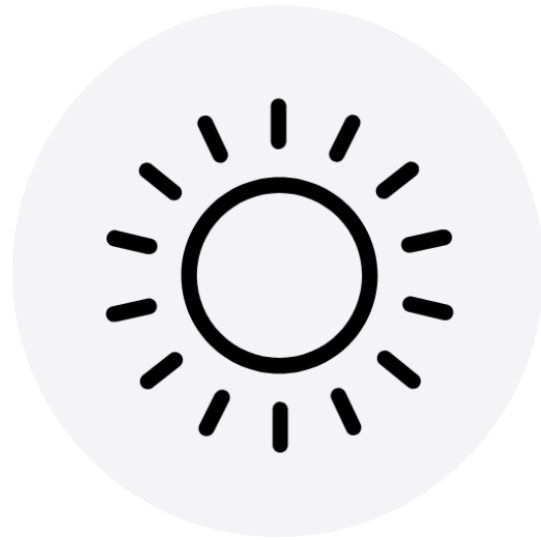
CBRE has undertaken an early **Student Need and Demand Assessment** to inform the development proposal. CBRE conclude that Glasgow has **>65,000** full time students as of 2022/23. Within 400m of the site, there are 758 PBSA beds across 4 schemes, making up just 3% of all PBSA offering in Glasgow. In Glasgow, **31%** of full-time students live in 'other rented accommodation', indicating the need for PBSA, which would give housing back to the local community.



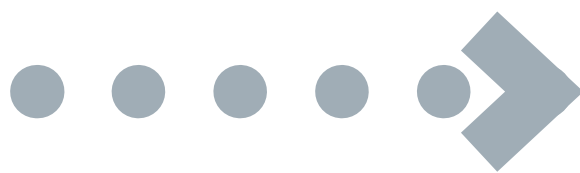
Concern about **Daylight, Overlooking** and **Privacy** issues.



We have continued to undertake detailed daylight, sunlight and overlooking technical analysis on the developing scheme. Further to the previous consultation (where the proposals already offered an improvement to daylight and sunlight in the surrounding gardens), we have further **reduced the size of the building** and stepped back an **additional 2 metres** from Baliol Lane, increasing not only light but the sense of privacy for neighbours.



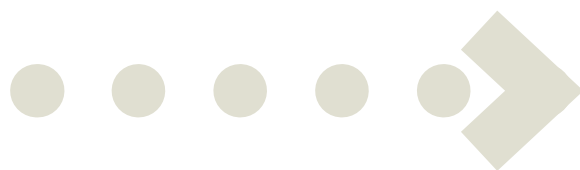
Concern about the loss of **existing uses** on site that are used by the residents and wider area.



We continue to work with our client to provide a **viable ground floor unit** for the existing Q Club tenant within the new development. This use, which has been unique to the site for many years, would **activate the corner** of the new building and take advantage of the additional student population living above.



Concern of **antisocial behaviour** taking place within the lanes.



In the delivered scheme Baliol Lane is more **permeable**, increasing the area of lane visible from major streets. New inhabited studio windows provide more **'eyes on the street'**. As PBSA is a 'managed' residence, it is intended that the development will add passive surveillance to the area, particularly at ground floor with amenity space and commercial windows. Improved **lighting**, carefully designed **greenery** (avoiding vegetation that is easy to hide behind), **rest points** and **social conversation areas** in the landscaping will contribute to the positive use of the lanes.



Design Development

From the previous consultation, the design has developed significantly. The key updates include the detail of the proposed elevations, the surrounding landscaping design and the overall size of the building.

We have worked to develop proposals for the façades which relate to the surrounding context in materials and proportion. The proposed material palette draws on the mix of brick and stone colours seen in the block, along with feature colours like the accent green of the St George's Studios retained facade.

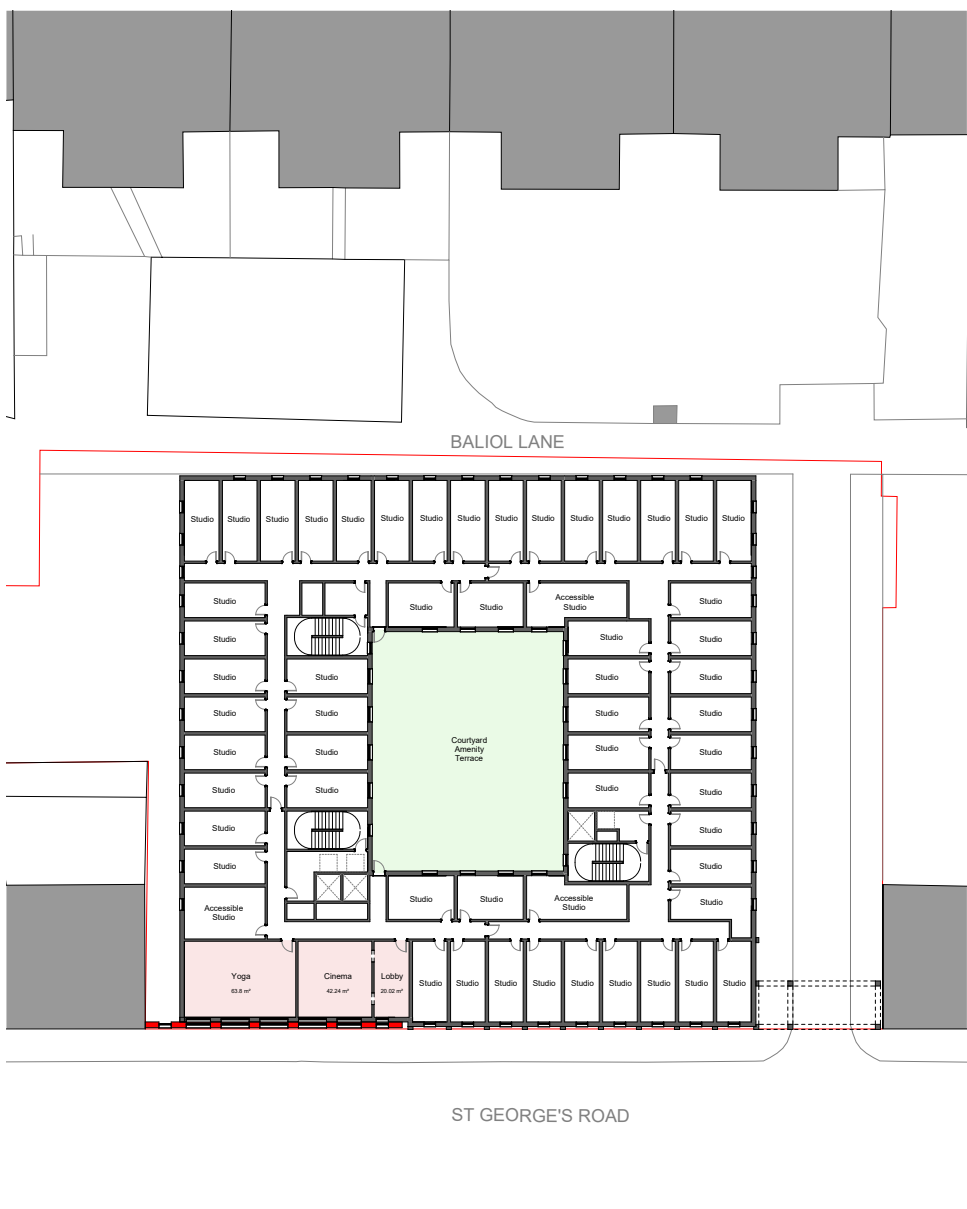
The building has reduced in size in all three directions (width, depth and height) to respond to viability and Planning requirements. The current iteration would provide **304 studio units** or 294 units in a mix of 80% studios and 20% cluster rooms. The building has a maximum height of **8 storeys** at the front, dropping to **5 storeys** at the rear.

Area of building reduced in size

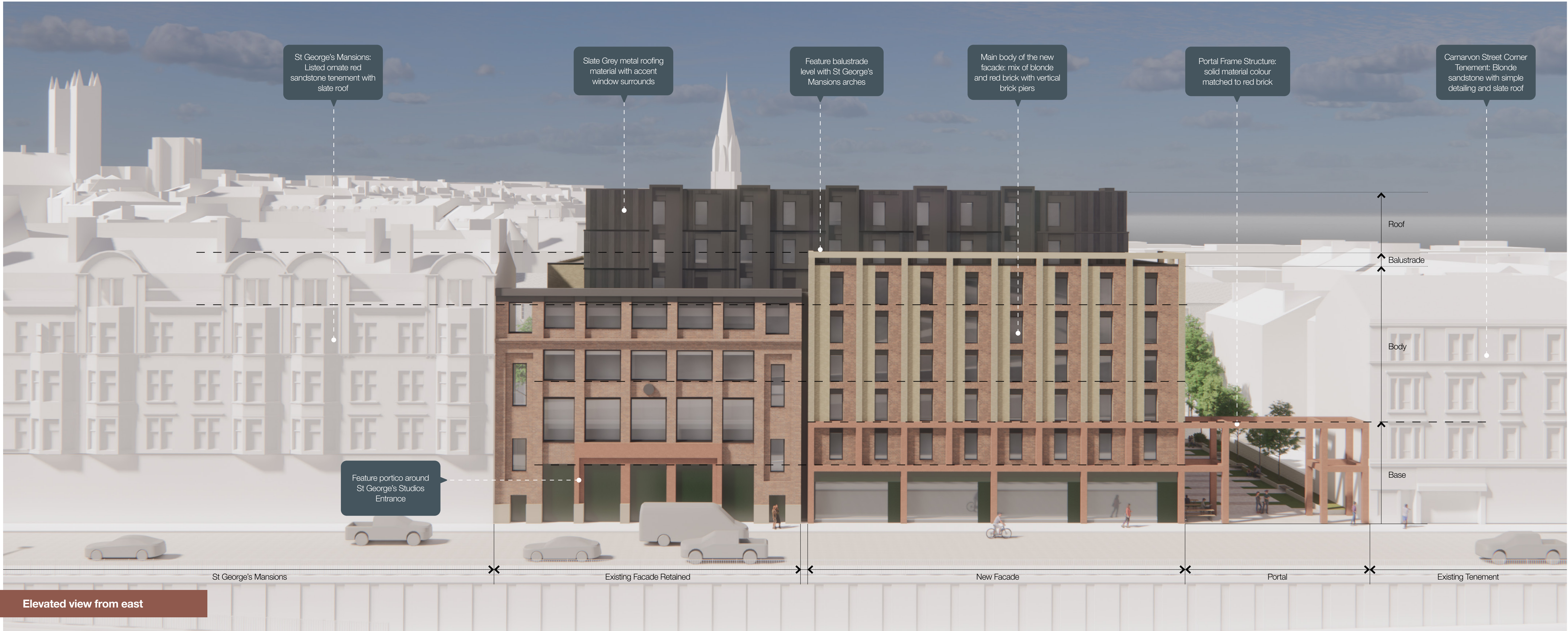
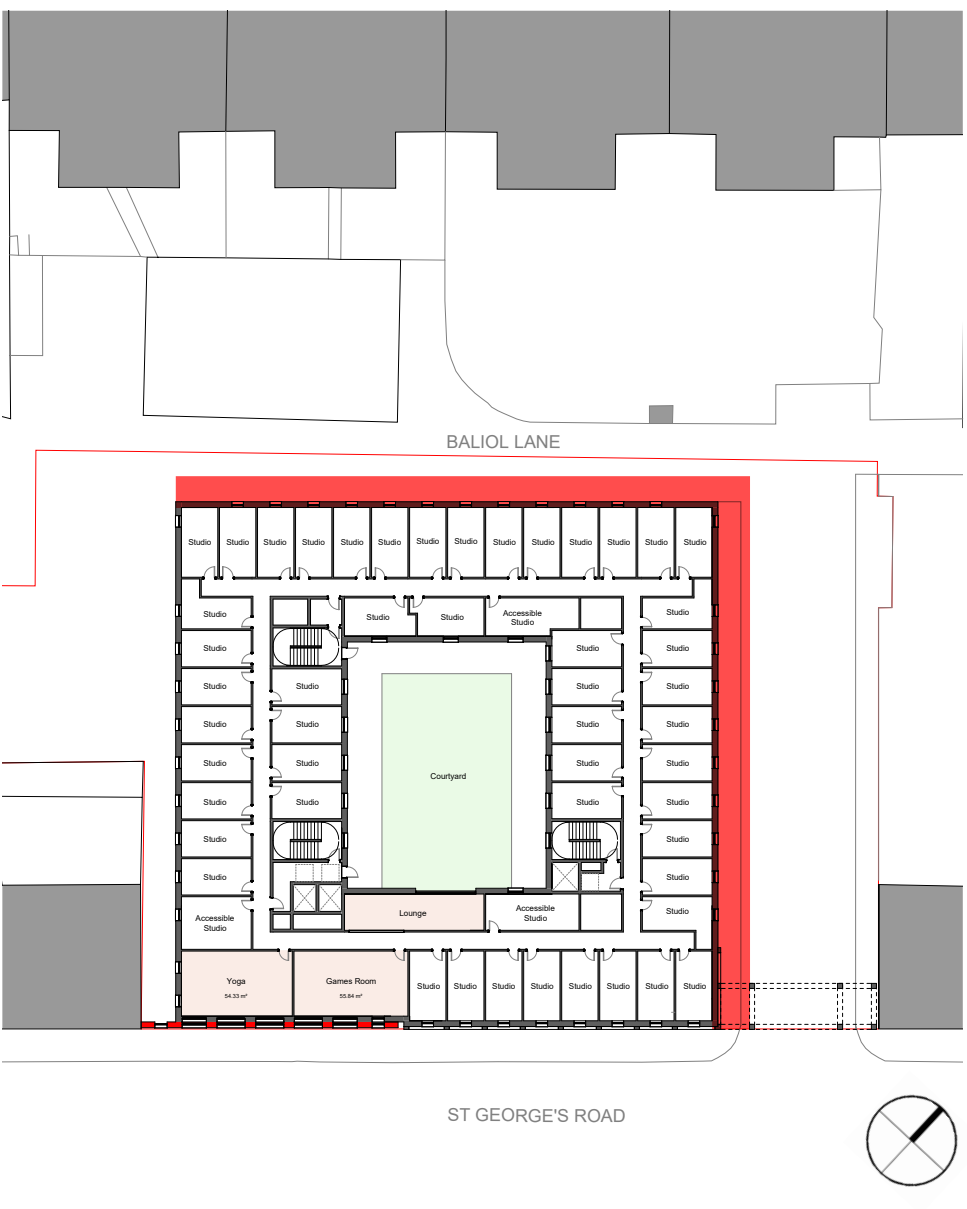
Previous Consultation Proposal Image



Previous Consultation Proposal - Typical Floor



Current Proposal - Typical Floor

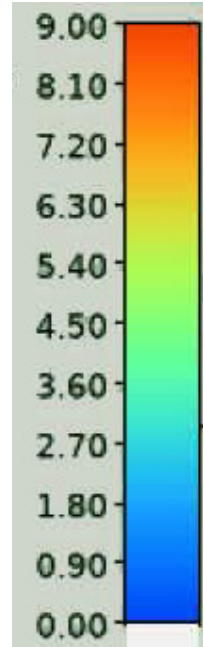


Protecting Natural Light

As outlined on the previous board, the size of the development has reduced in size to optimise viability. While the 3D daylight and sunlight analysis of these changes is still being assessed, it will bring **even more improvement** to the positive results we saw at earlier design stages.

Below diagrams illustrate the sunlight hours received in the current scenario versus the previous iteration of the proposed development. The section drawings on the right shows how the current proposal to step the building back further from the boundary with existing gardens.

Key:



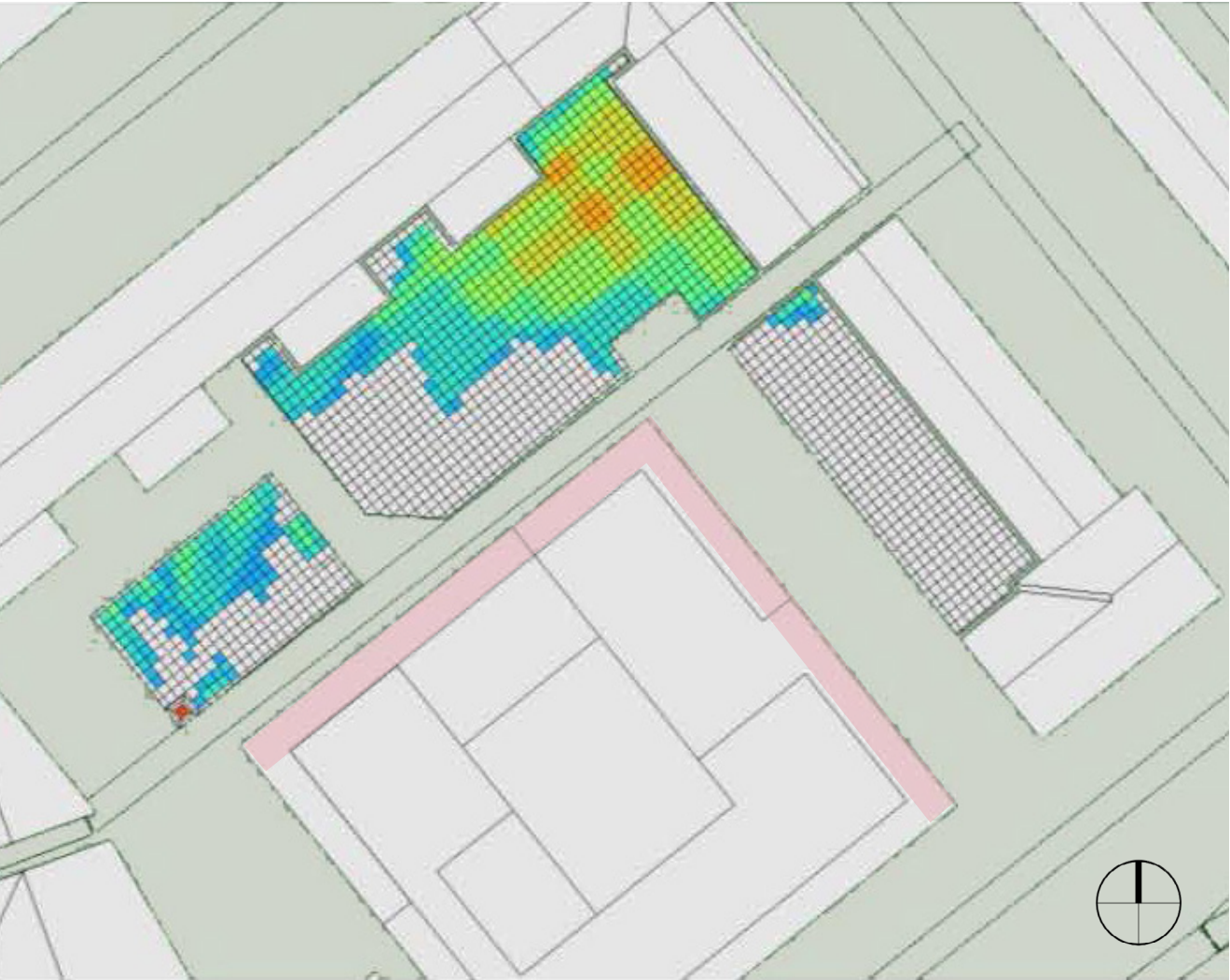
Hours of sunlight
on 21st March

Area removed in
current proposal

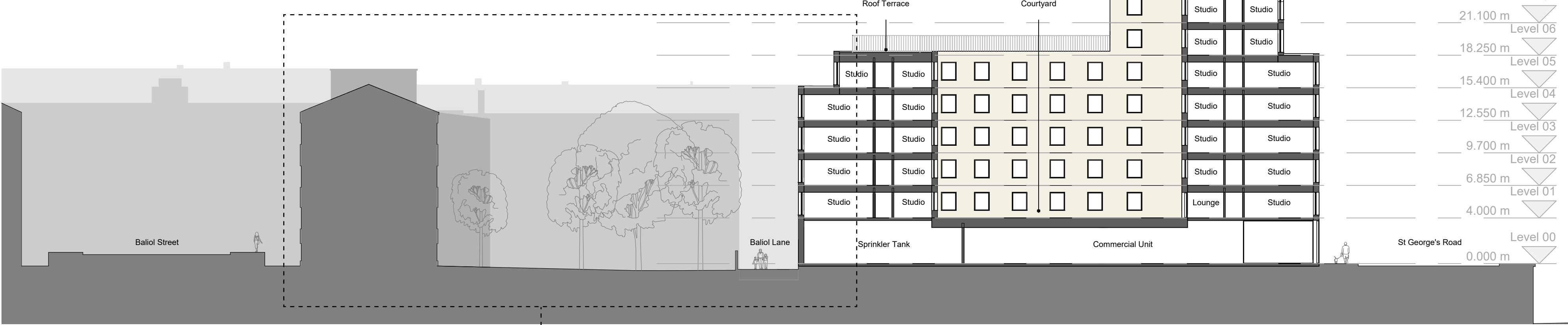
Pre Development - As Existing



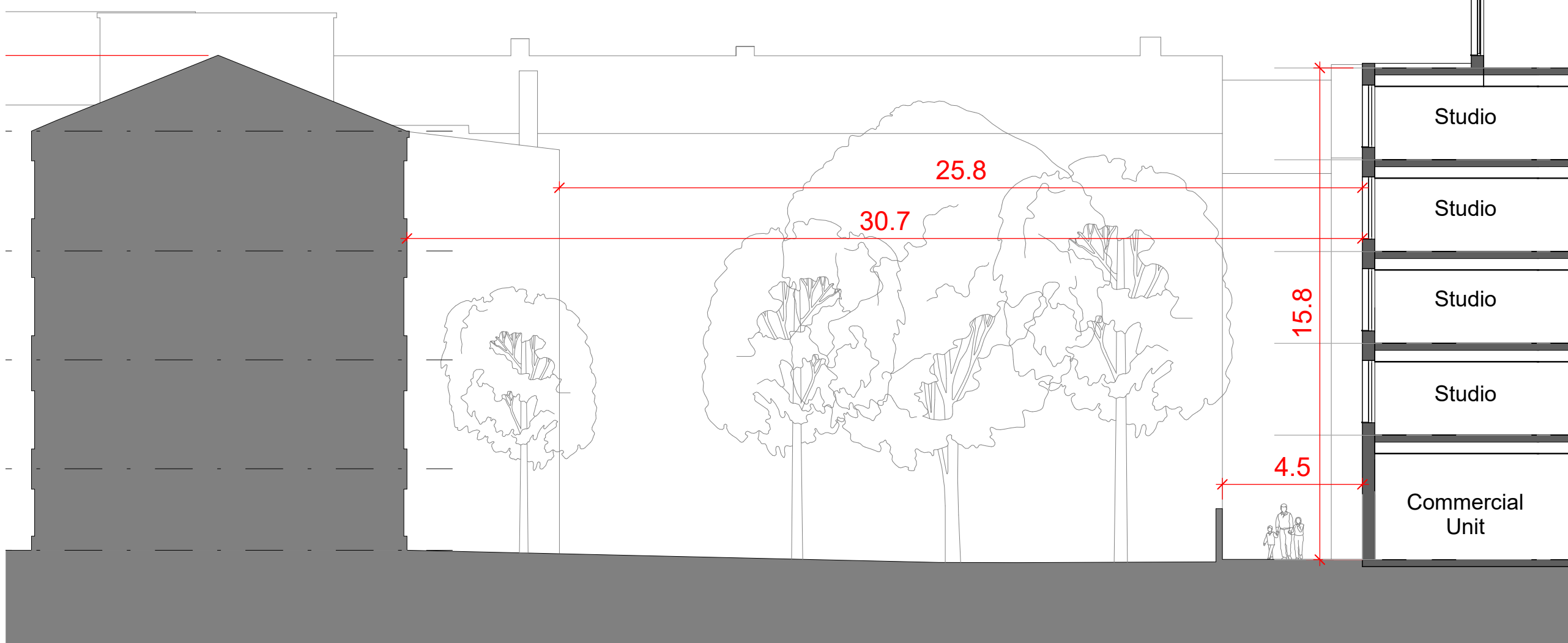
Post Development - Previous Proposal



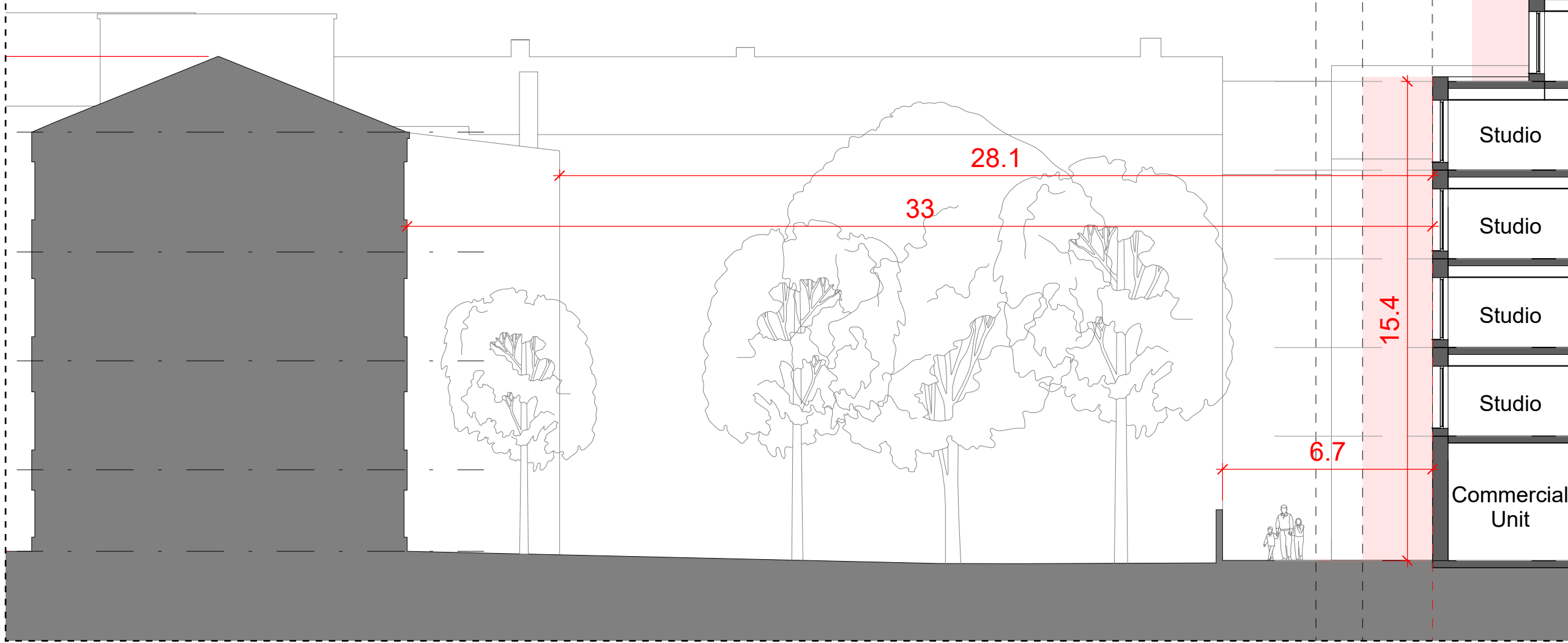
Current Proposal - Typical West-East Section



Previous Proposal - Baliol Lane Section

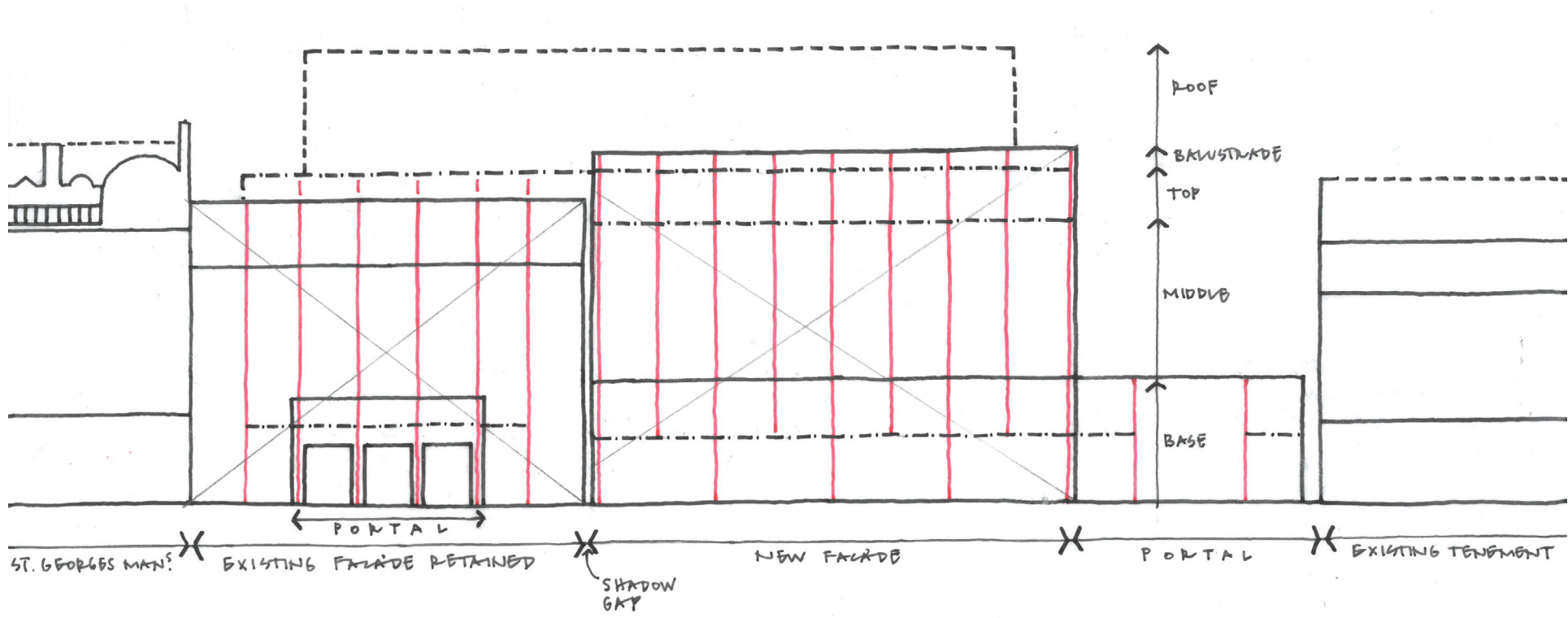


Current Proposal - Baliol Lane Section

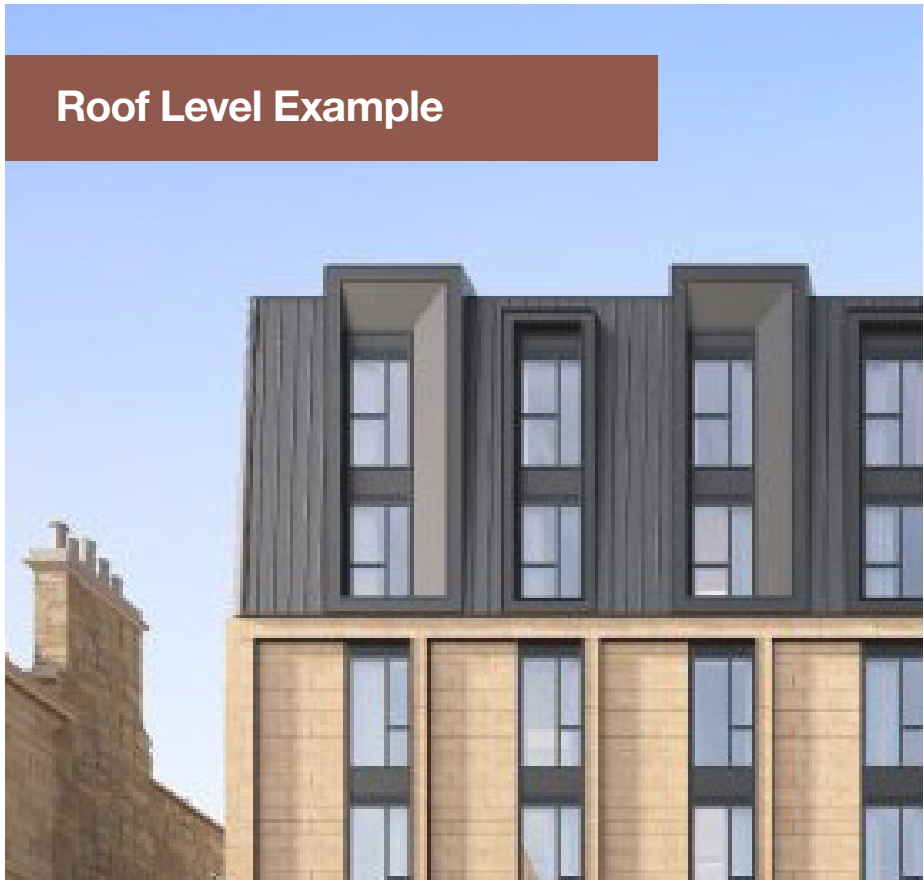




Eye level view from south east



Portal Frame Example



Roof Level Example

Facade Development - Frontage

The St George's Road elevation is the primary focus for high quality architectural detailing and civic presence.

This facade is split into several elements, as shown in the sketch opposite: Retained Facade, New Facade, Portal, and Roof. The reference images on this board illustrate how each of these components may look.

The material palette (bottom right) shows the mix of red and blonde tones, derived from the immediate context of the site.



Reference Project: Sheepcote Road, London



Eye level view from north east



Material Palette: A mix of tones and textures

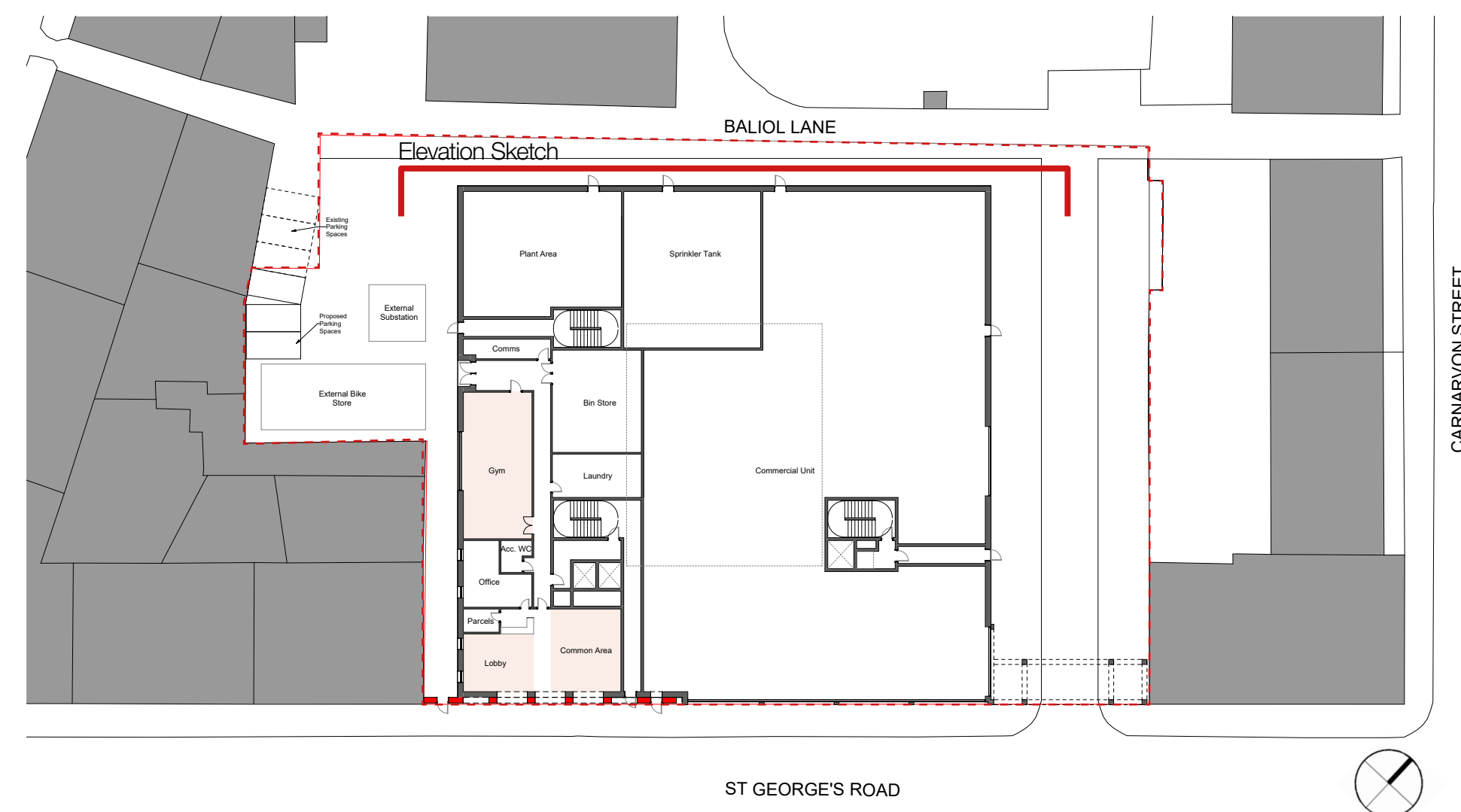
Facade Development - Rear

The three rear façades will be more pared back and simple in nature but subtle differences in brick texture and new landscaped areas will bring a unique identity and more residential feel.

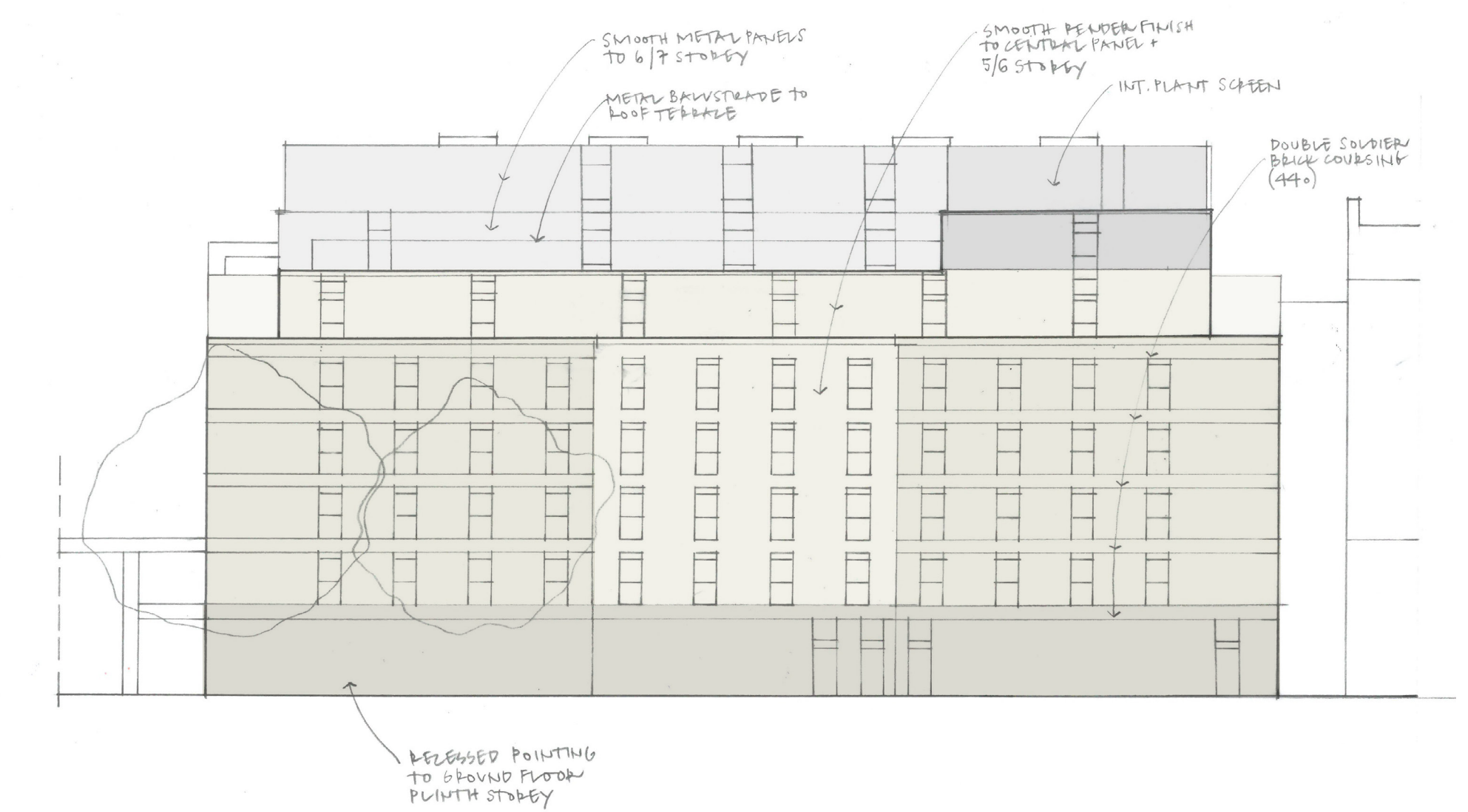
To respond to the colour of the rear façades in the surrounding block, the materiality will be predominantly blonde brick. The ground floor will be finished in a brick texture slightly different to upper floors, as can be seen in the reference image from Copenhagen opposite. Floor levels will be highlighted with a row of vertical bricks and it is intended to mark new key entrances with an accent material such as glazed brick.

The recessed upper roof levels will feature slate grey vertical metal cladding in reference to the slate roofing within the context.

Current Proposal - Ground Floor Plan



Current Proposal - Baliol Lane Facade Sketch



Aerial view from north east



Reference Project: Rahbek Hus, Copenhagen



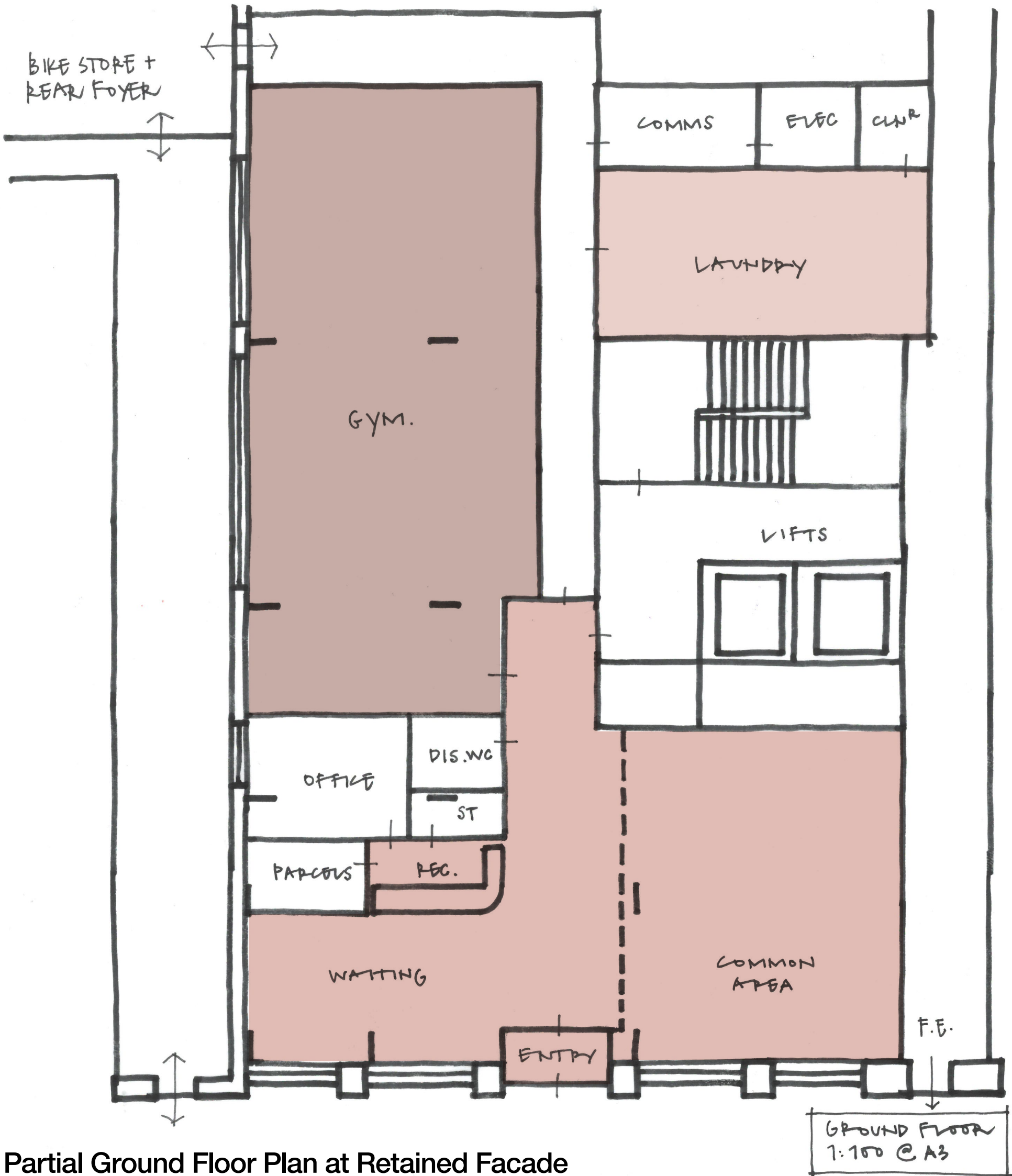
Reference Project: Monteith Row, Glasgow

Internal Amenity

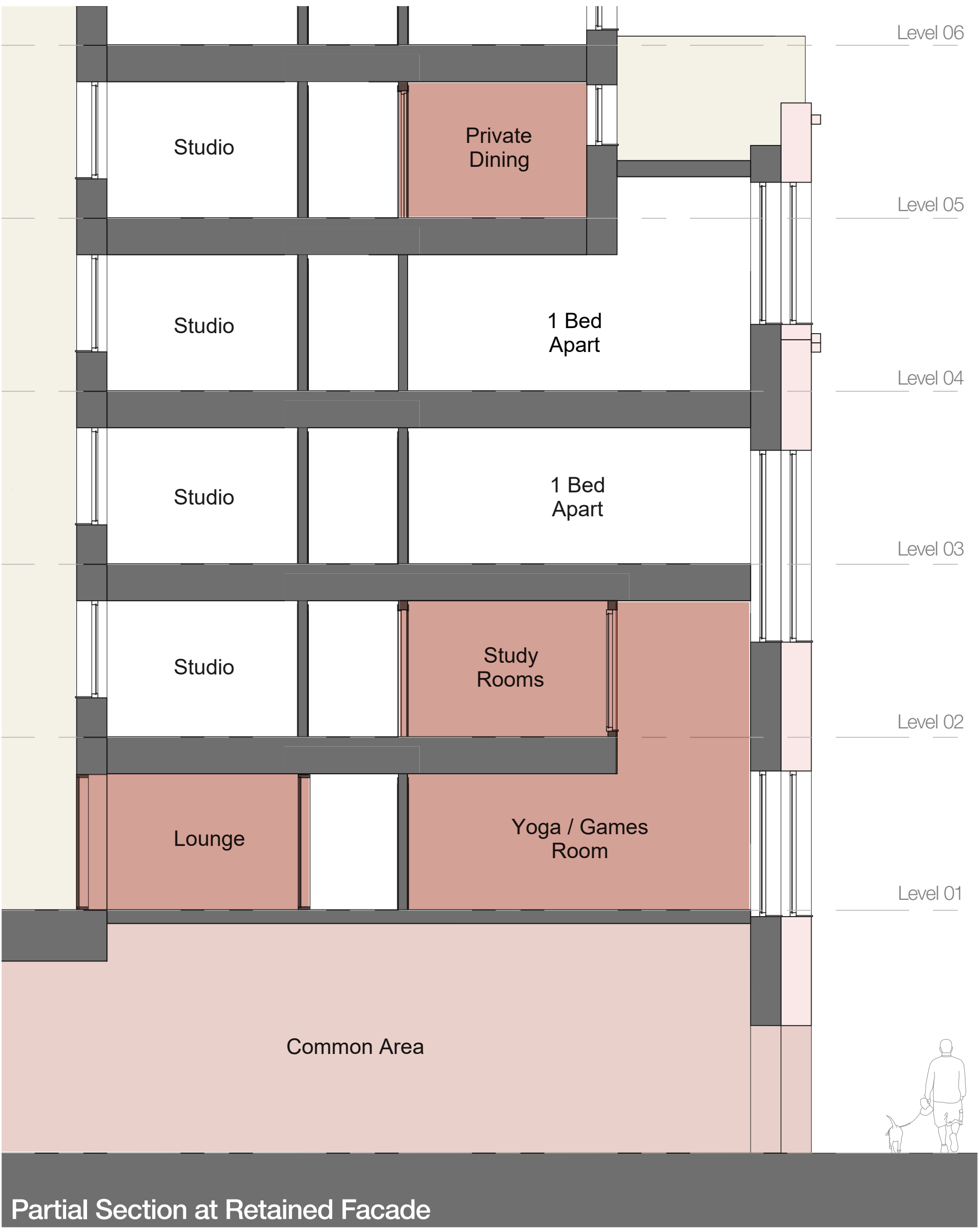
Purpose-Built Student Accommodation (PBSA) refers to housing that's specifically designed and built for students, often located near universities or colleges. It's a popular choice in cities with large student populations like Glasgow and will help alleviate housing pressures within the local community, allowing existing housing units to be returned to residential use for local residents.

PBSA typically features a variety of indoor amenity spaces such as:

- Gyms
- Social Spaces
- Study Rooms
- Yoga Studios
- Cinema Rooms
- Games Rooms
- Laundry and Postal Services

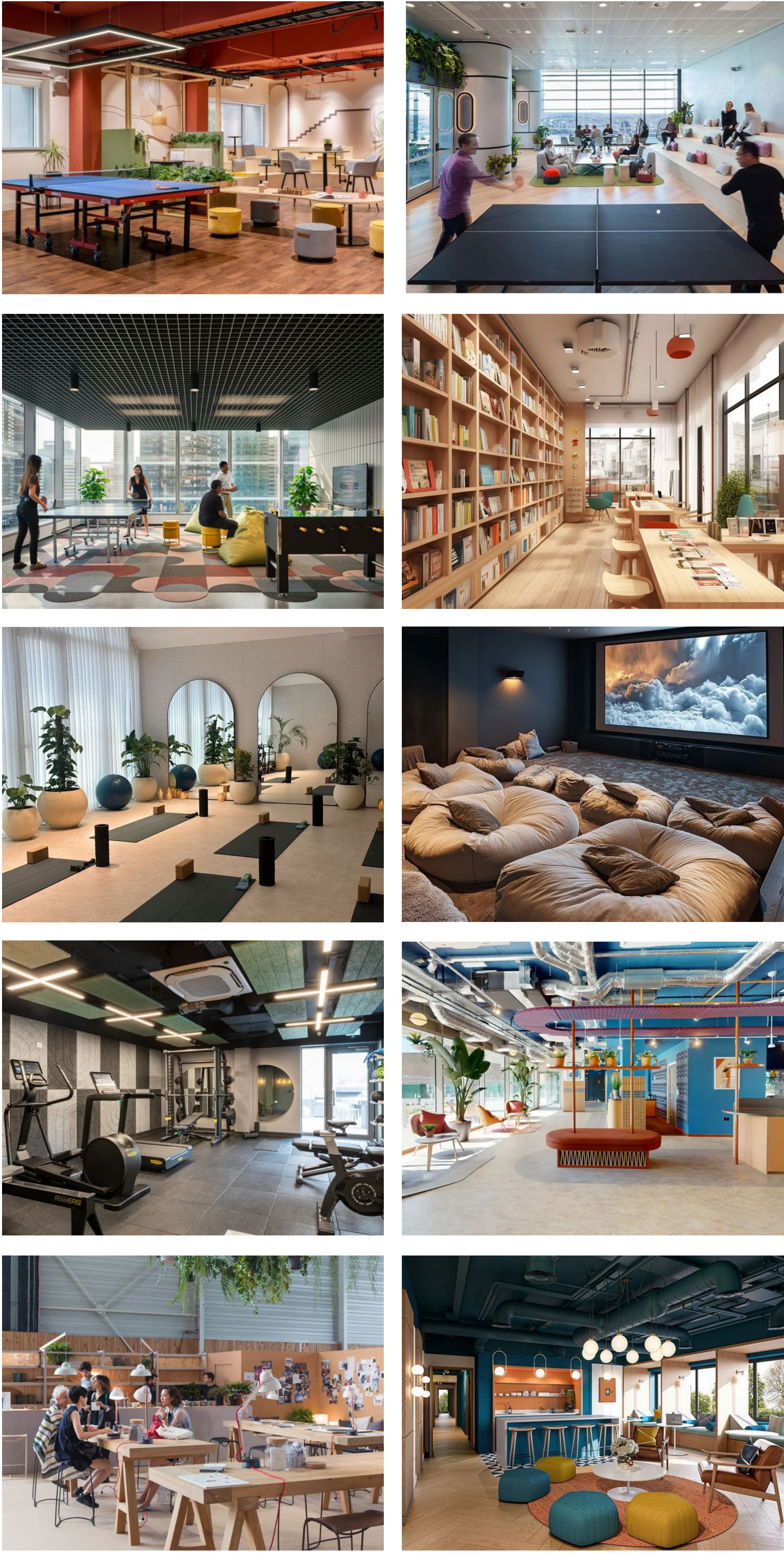


Partial Ground Floor Plan at Retained Facade



Partial Section at Retained Facade

Reference Images

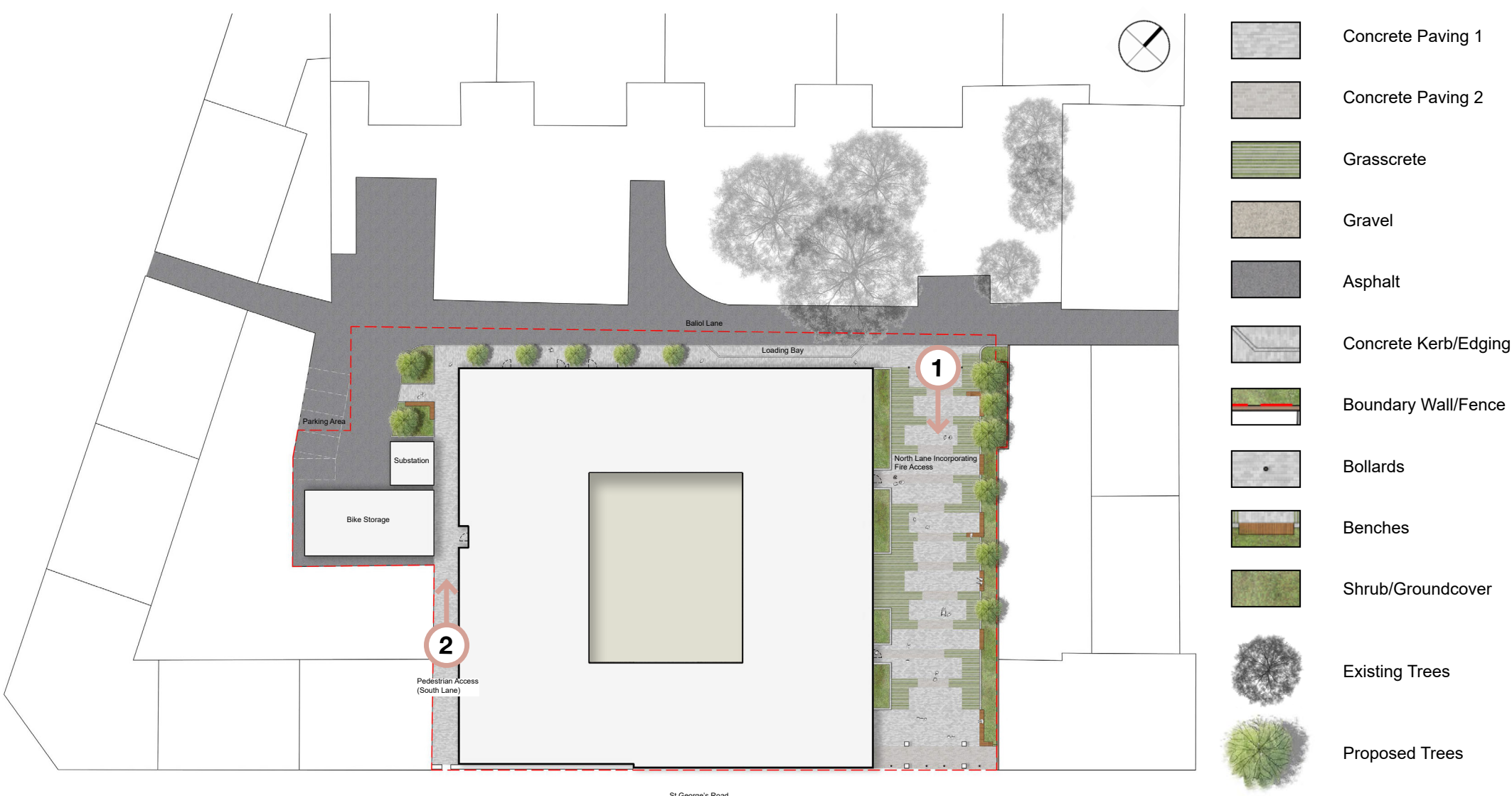


External Amenity - Ground Floor

At ground level there are various new external spaces due to the new building having a smaller footprint than the existing buildings. The main landscaped area will be the new lane to the north, serving as amenity space and fire service access.

This space would function as a garden for residents with new trees, planting and seating. A security strategy will be developed to avoid unwanted car parking in the area and provide the future operators with flexibility to manage the space for opening times / deliveries access etc.

An additional pend to the south is proposed through the retained facade. This route will have secure access for residents and open up a framed view of the impressive neighbouring chimney structure.

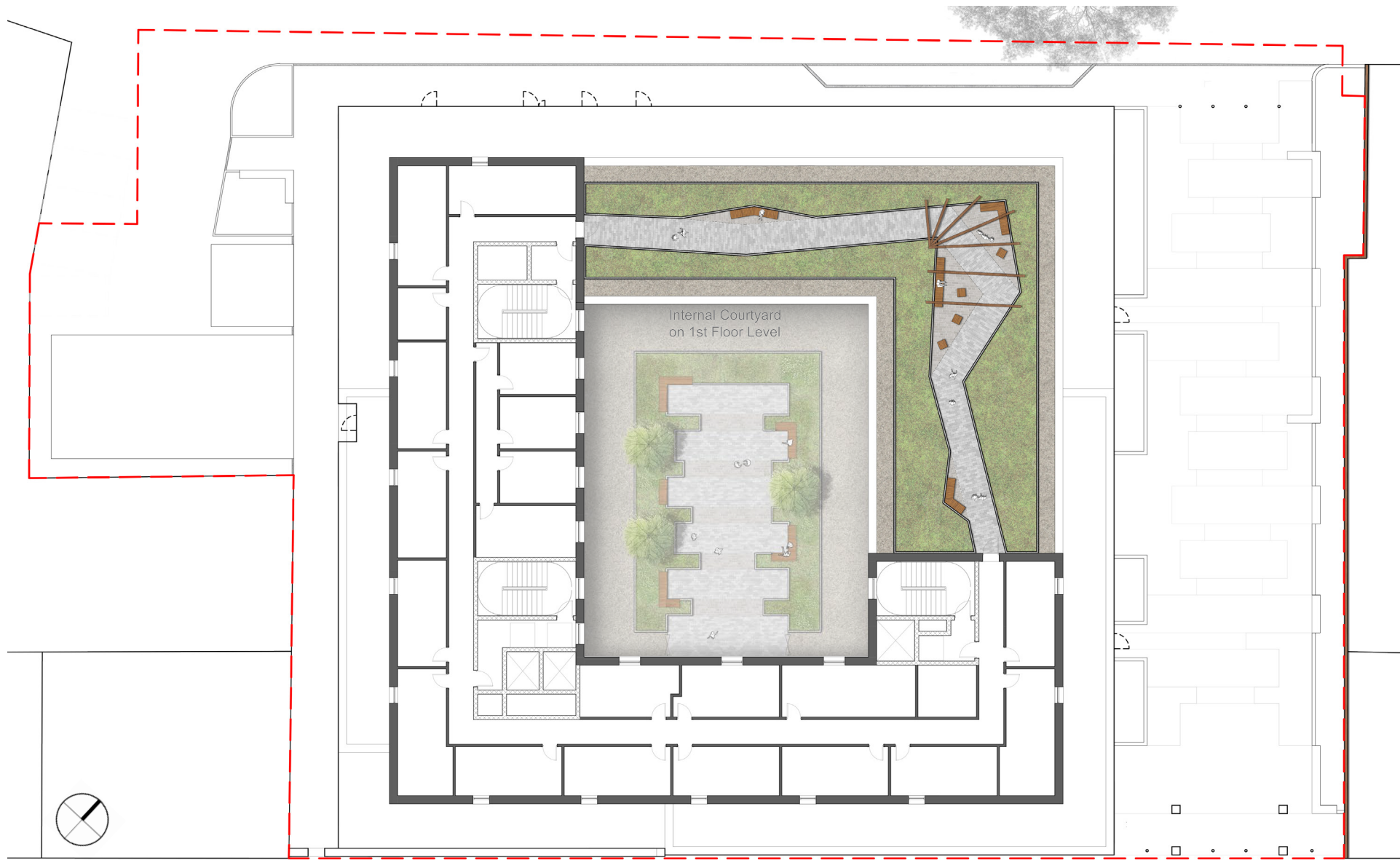


External Amenity - Upper Levels

At upper roof levels of the building there are opportunities for outdoor green spaces, with the main priority to provide a high quality roof terrace to the north west corner.

This terrace would receive excellent sunlight all year round and provide panoramic views of the west end. It is imagined as having a variety of hard wearing plants, both intimate and social seating areas and a pergola structure for covered gatherings.

Depending on updated viability feedback, they may also be the opportunity to grant access for residents to the courtyard roof in the centre of the building. This would be a shady garden space with an appropriate level of screening for rooms looking onto this space. If necessary, this space would be downgraded to provide only visual amenity with maintenance access.



Reference: Housing Development, Zurich



Aerial view from north west



Reference: Housing Project, Helsinki



Reference: Housing Project, Helsinki