

**Welcome to the second phase of consultation on our plans for India Street: a new mixed use scheme, providing purpose built student accommodation and affordable housing in Glasgow city centre.**



## Introducing Vita Group

At Vita Group, we're on a mission to create environments in which people can thrive.

Vita Student, the group's most established offering, is widely recognised as an industry-leading student living brand which currently operates across 16 cities in the UK. Glasgow is one of these cities, already home to a Vita Student residence in the West End.

The team at Vita Group, are passionate about creating a real sense of 'place' within each one of their communities and responding effectively to the ever-changing ways in which residents live, work, and socialise. This unrelenting focus, along with their commitment to well-planned development, exemplar design and high-quality public/private realm, allows them to consistently deliver thriving, connected communities, which have the well-being of residents at their heart.

The proposition is for the comprehensive, high-quality and expedient redevelopment of the land available. Vita Group's primary intention is to develop a Vita Student scheme comprising student living units with associated private internal and external residents' amenity, and vastly improved public realm.

The student element of the proposal will include a mix of both studio and cluster rooms, of varying sizes. A generous quantum of internal and external hub/amenity space will be provided, equating to 5 sqm per bed. The proposal will include a retail/F&B unit, back of house and plant, all of which is still being designed.

To complement and support the city council's ambitions for residential developments within the city centre, there will also be an affordable housing block developed on the site that will incorporate a mix of 1 and 2 bed apartments.

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**If you have any questions, please feel free to ask a member of the team.**

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# PREVIOUS CONSULTATION

/02

## Consultation 01 Overview

### A summary of our first consultation event held in August 2023.

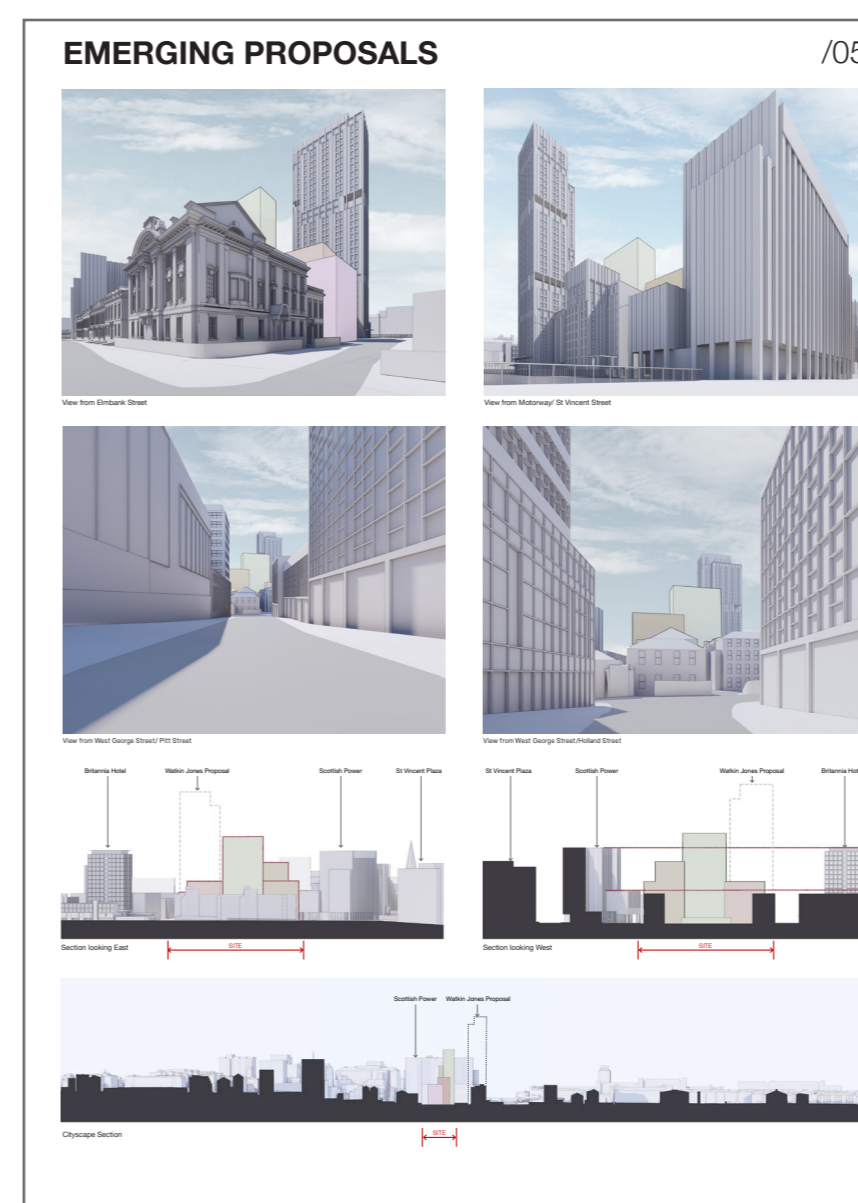
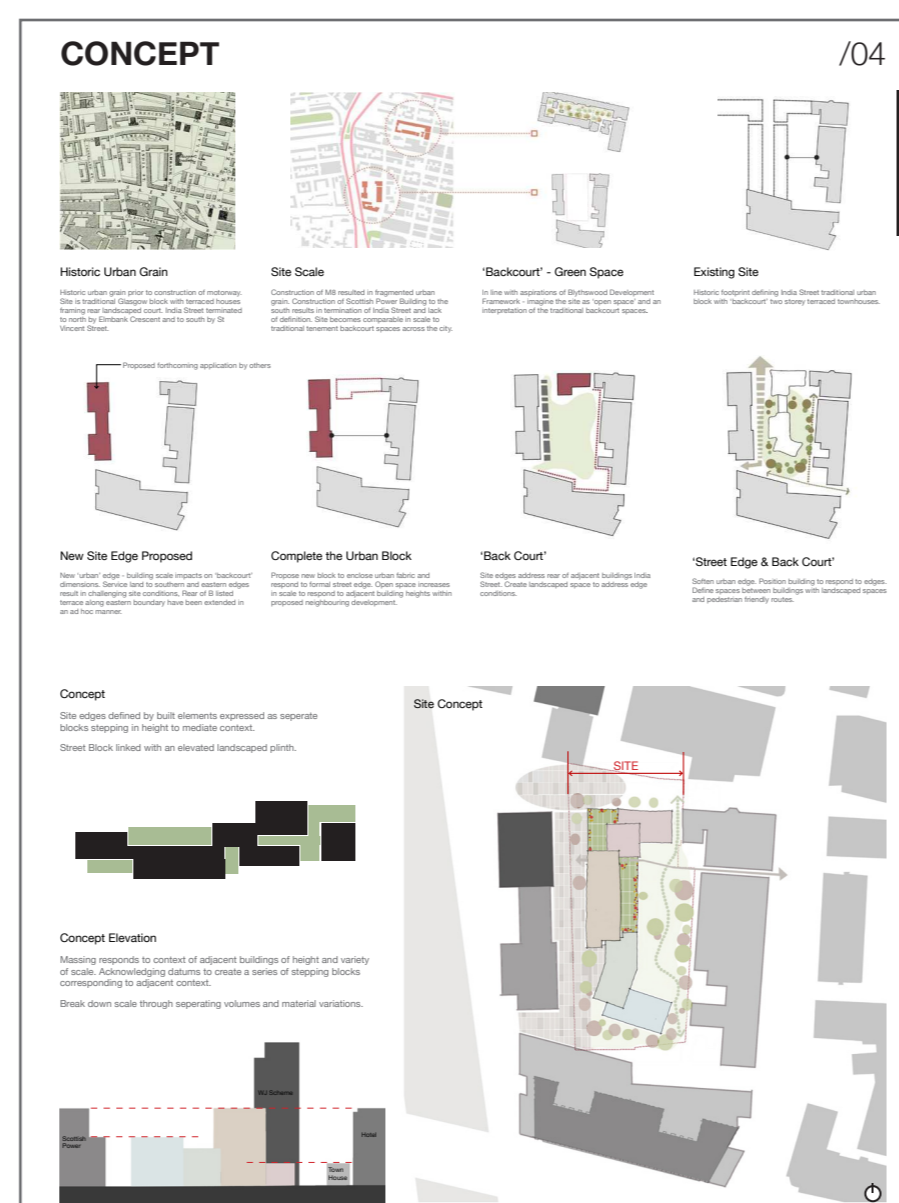
Urban regeneration specialist, Vita Group presented their initial proposals for a purpose-built student accommodation and affordable housing at 20 India Street. This event took place at the end of August 2023 at a public consultation event in Glasgow.

A detailed outline of the plans was presented on a number of presentation boards which outlined the concept and approach to the project.

The proposal is to create high-quality purpose-built student accommodation and affordable housing, supported with enhanced public realm to India Street.

Creating environments in which people can thrive is at the heart of Vita Group's plans will be to create class-leading student accommodation under its Vita Student brand which delivers outstanding accommodation paired with the very best customer experience.

Vita Student already has one site in operation in Glasgow in the West End and it is hoped this site will help to meet Glasgow's ever-increasing demand for quality student accommodation and help to alleviate supply and demand pressures experienced across Glasgow's rental market.



## Consultation 01 Feedback

### Below is a summary of the feedback received from the first public consultation event.

- A number of attendees were at the first consultation which included members of the Anderston, Blythswood & Broomielaw and Garnethill community council groups.
- Verbal feedback and written feedback forms were received from attendees which built the bulk of the responses from the first event. The consultation boards were available in person and also available online on a dedicated website for the project.
- General support was received from attendees for the redevelopment of the site. There was an appreciation that there was a need for additional student accommodation within the city centre.
- The primary concern from the community councils is the wider impact on increased population and overprovision of students on existing services such as GPs and dentists. The Glasgow City Centre Living Strategy aims to double the city centre residential population to 40,000 by 2035 by supporting and enabling city centre living, and high-density development will support local infrastructure and service provision.
- Comments were also given on the Affordable Housing block, there were concerns that this block would not be for social rent. Discussions are currently underway with a number of Registered Social Landlords, which will determine the tenure of affordable provision.
- Concerns were also raised in relation to the scale and massing, although feedback forms note support for the buildings being lower than Portcullis House. In response to comments received and feedback to pre-application meetings with GCC, the massing of the scheme has been reduced.



## Existing Site

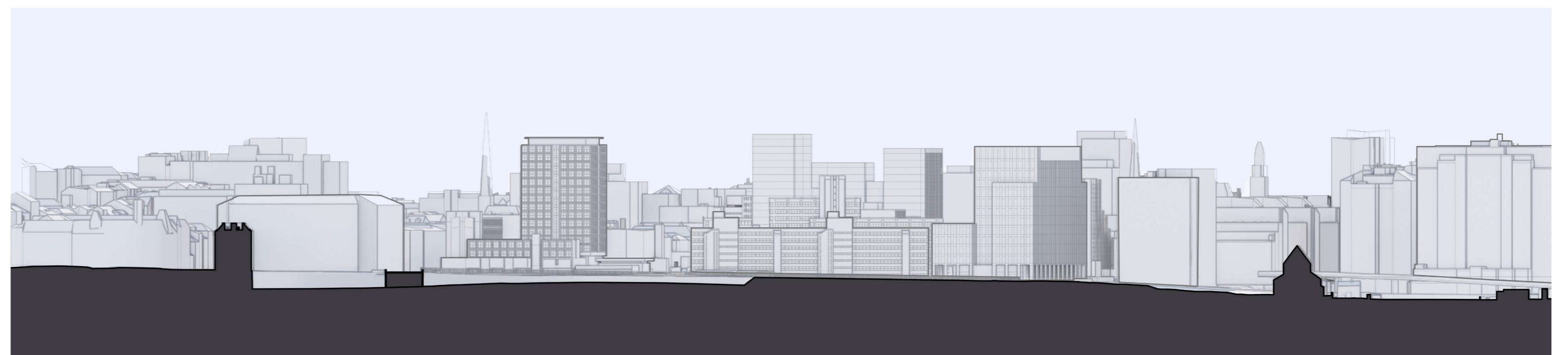
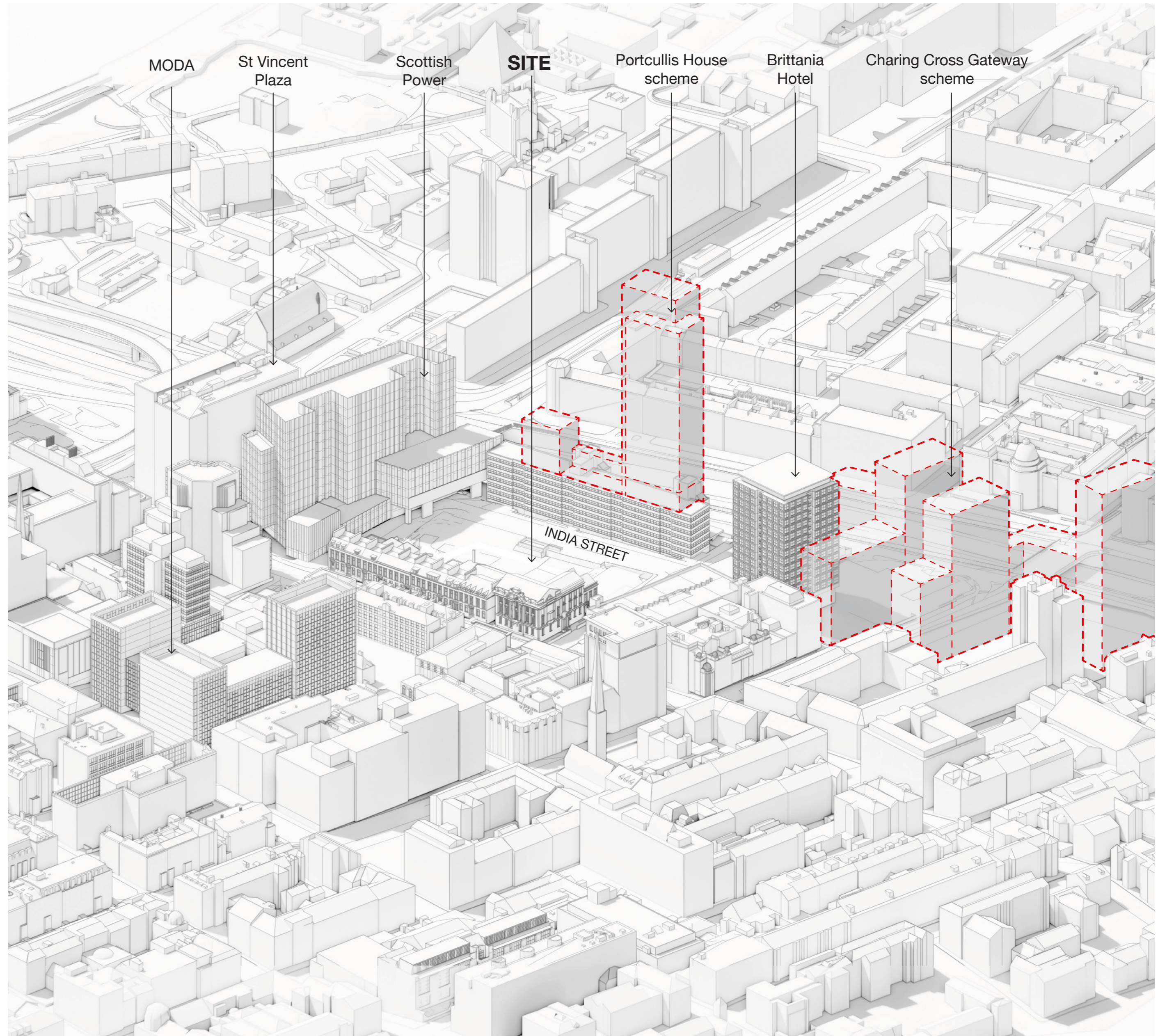
**This area was radically altered in 1965 by the demolition required for the construction of the M8 motorway.**

As part of the construction of the M8 motorway, the Kingston Bridge, and the comprehensive redevelopment that was associated with the motorway's route through the city, the area around India Street underwent significant change which completely altered the character of the area. The site is consequently located within the fragmented edge of the robust city grid. Historic street patterns have been replaced with larger urban blocks, and buildings which significantly increase in scale from the character and architecture of the city centre.

The site is located at the western edge of Glasgow city centre with the boundaries formed by Elmbank Crescent to the north; India Street to the west; the recently constructed Scottish Power building to the south; and commercial office space within the converted townhouses lining Elmbank Street to the east. The site perimeter is consequently significantly varied in both scale and massing.

The western boundary of the Glasgow Central Conservation Area runs along the lane to the rear of Elmbank Street and the site is approximately 150m from the boundary of the Park Conservation Area to the west.

The site currently comprises disused land, comprising of a mixture of residual hardstanding, and disturbed ground following the demolition of Nye Bevan House in 2015.



Elevation - M8 - Existing condition

## Planning Context

### Encouraged Higher Buildings Area

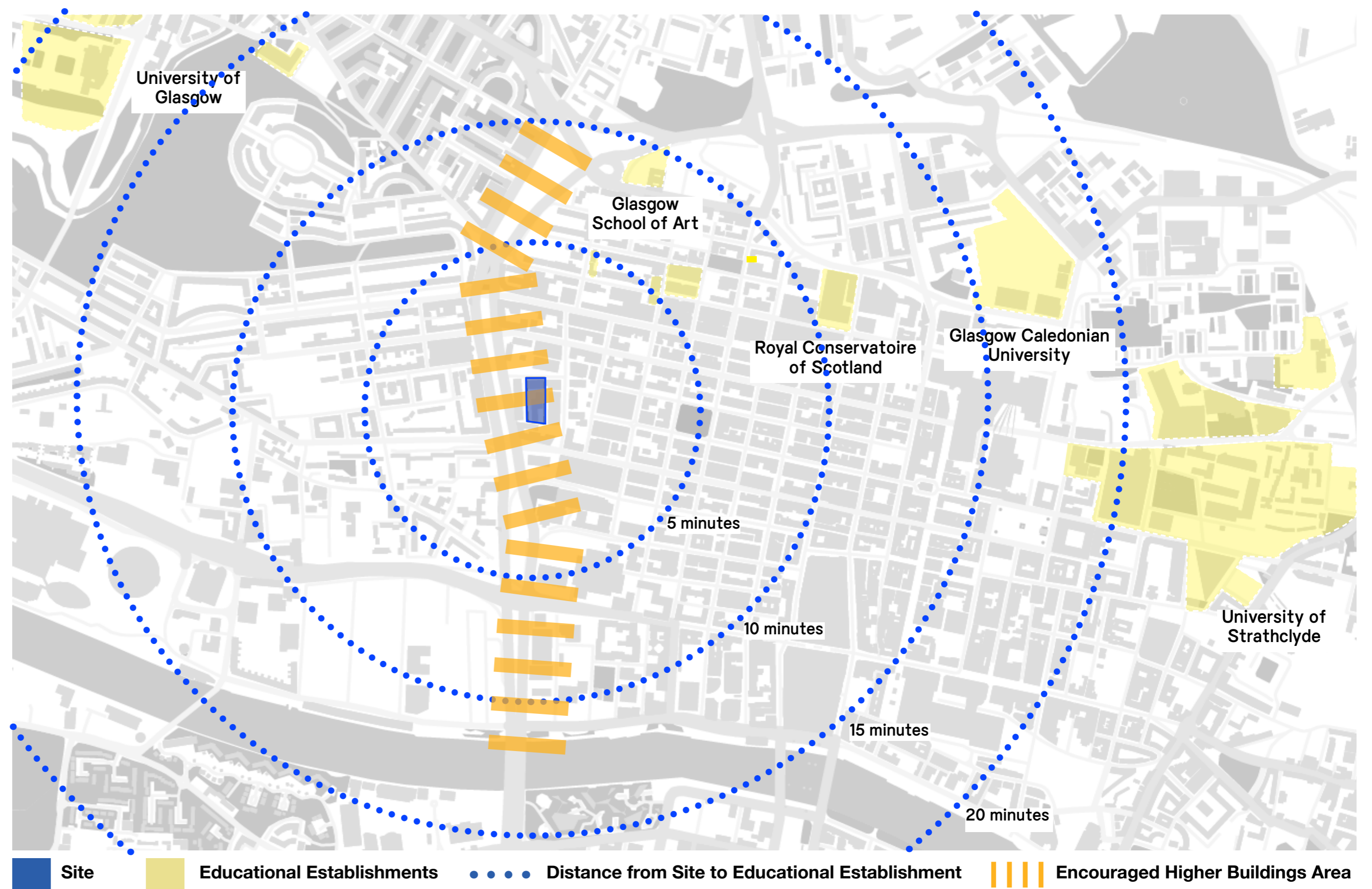
The site lies within the designated area where buildings of greater height are encouraged. The extent of this zone, as defined in the Blythswood Development Framework, extends eastwards beyond the immediate motorway edge.

### Student Housing

A report undertaken by Savills into Glasgow's Purpose Built Student Accommodation (PBSA) Market notes that Glasgow's student population has experienced consistent year-on-year over the past 10 years, with an increase in the full time student population by over 27,000 during this period. There is a significant under supply of PBSA in Glasgow, with 75% of full-time students unable to access student accommodation. There are currently 19,279 PBSA beds in Glasgow, representing a 58,346 bed shortfall across the city.

### Affordable Housing

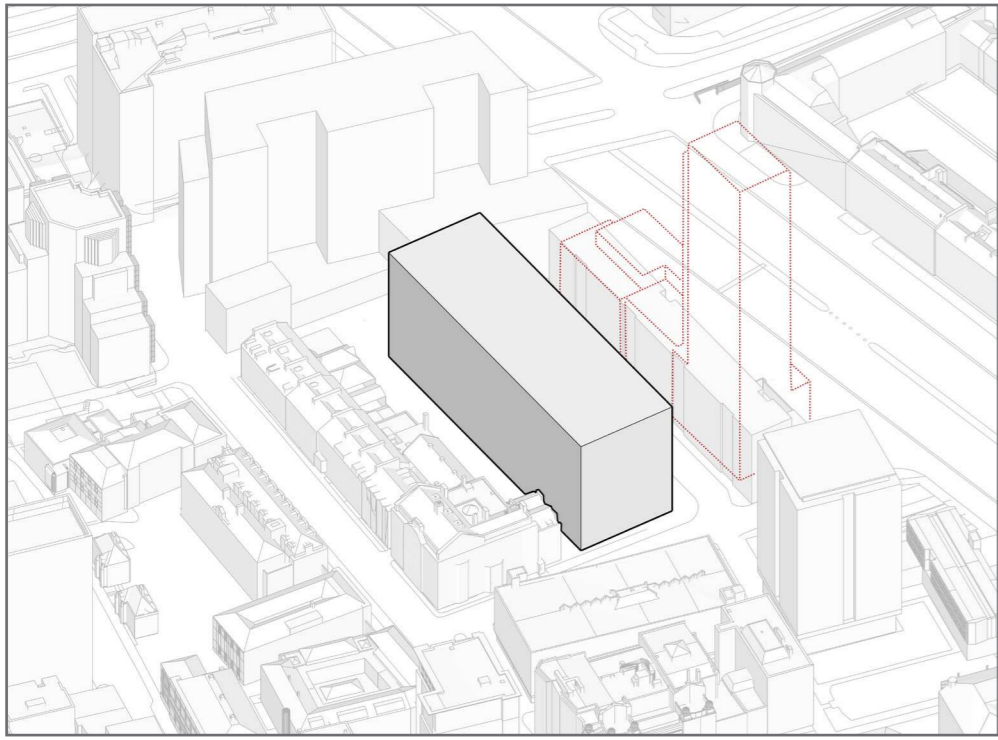
The Glasgow City Centre Living Strategy aims to double the city centre residential population to 40,000 by 2035 by supporting and enabling city centre living. There is therefore a wider policy ambition to increase city centre living through high density development. The proposed development seeks to deliver these aims and support the future resilience of the surrounding area in line with strategic Council-wide policies.



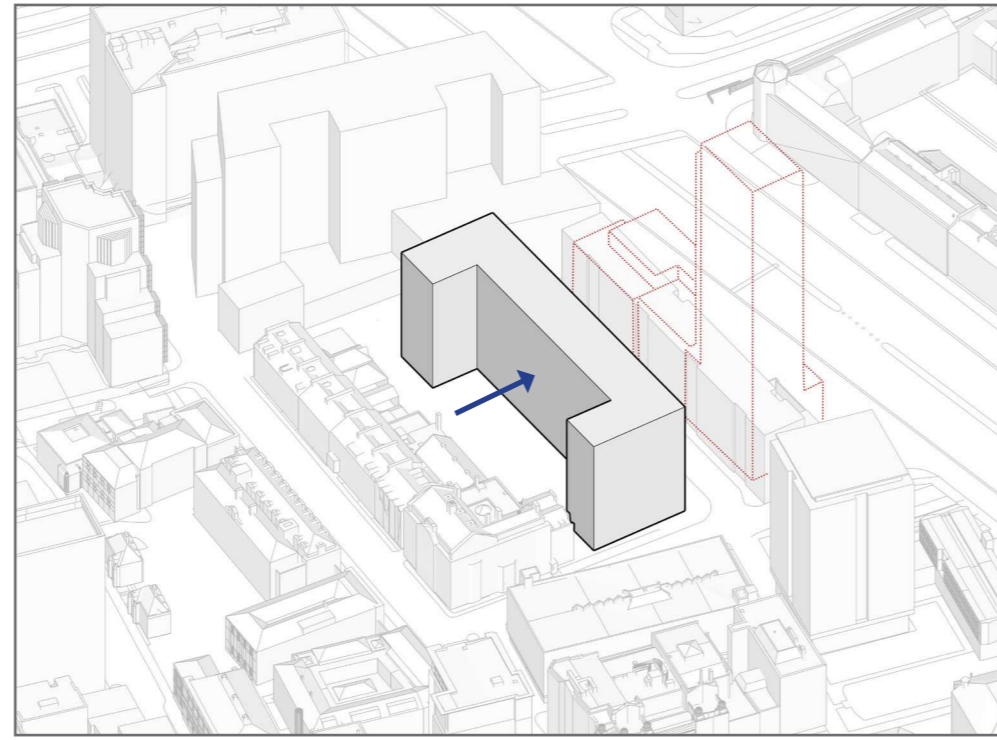
Site Educational Establishments Distance from Site to Educational Establishment Encouraged Higher Buildings Area

## Conceptual Development

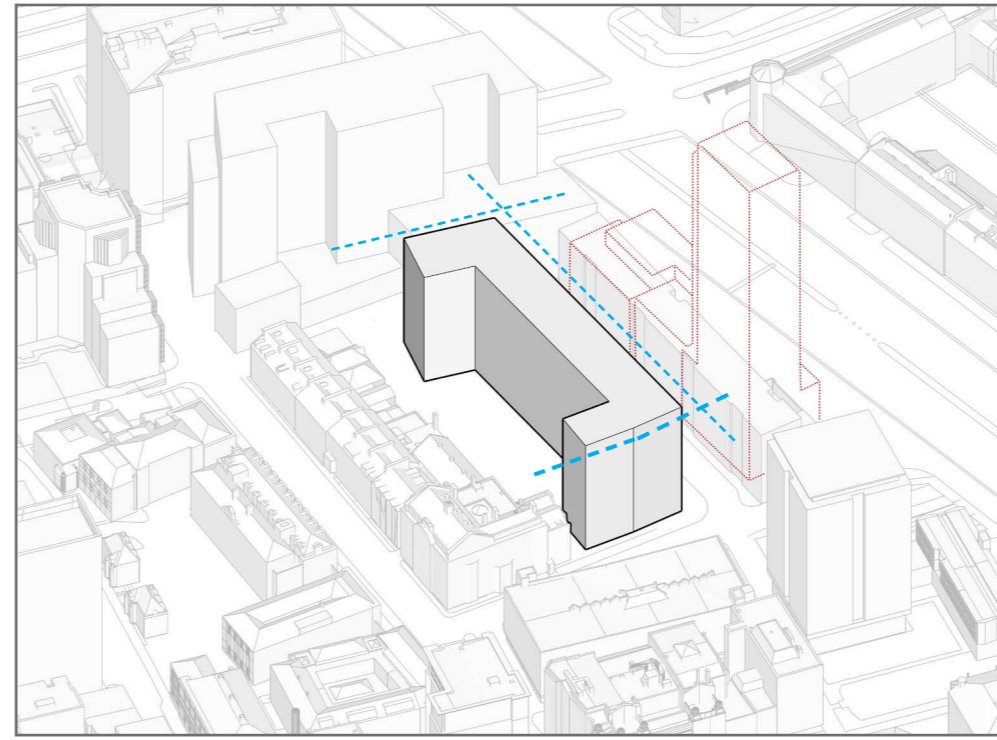
A series of diagrams explaining the proposal.



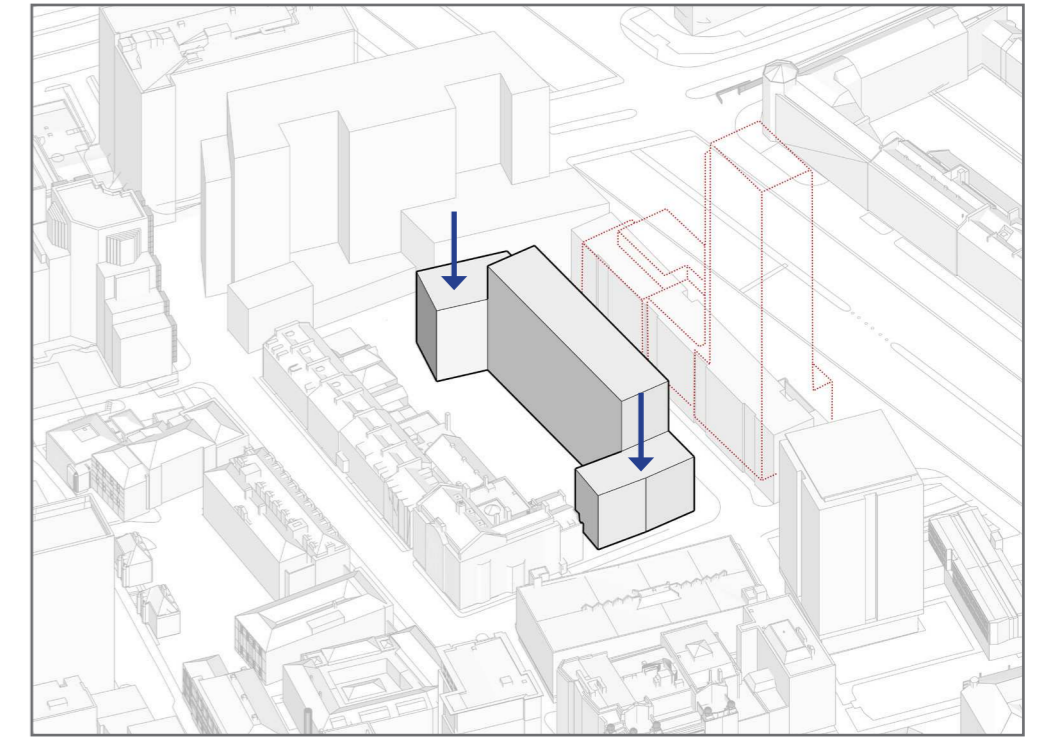
01 Block Form



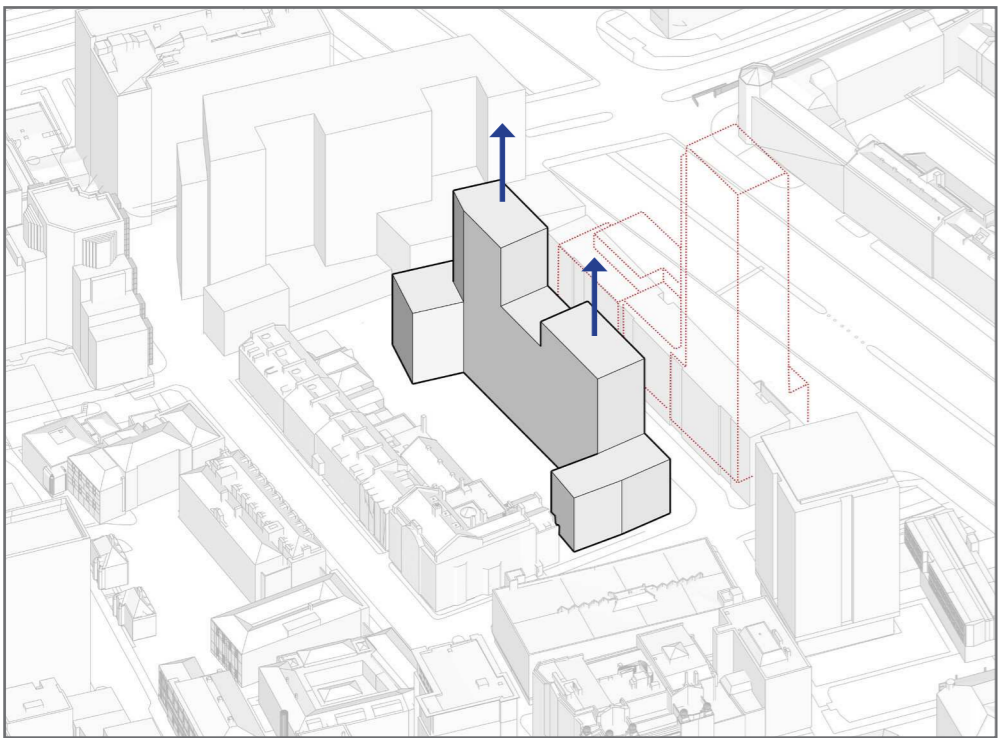
02 Defining Back Court



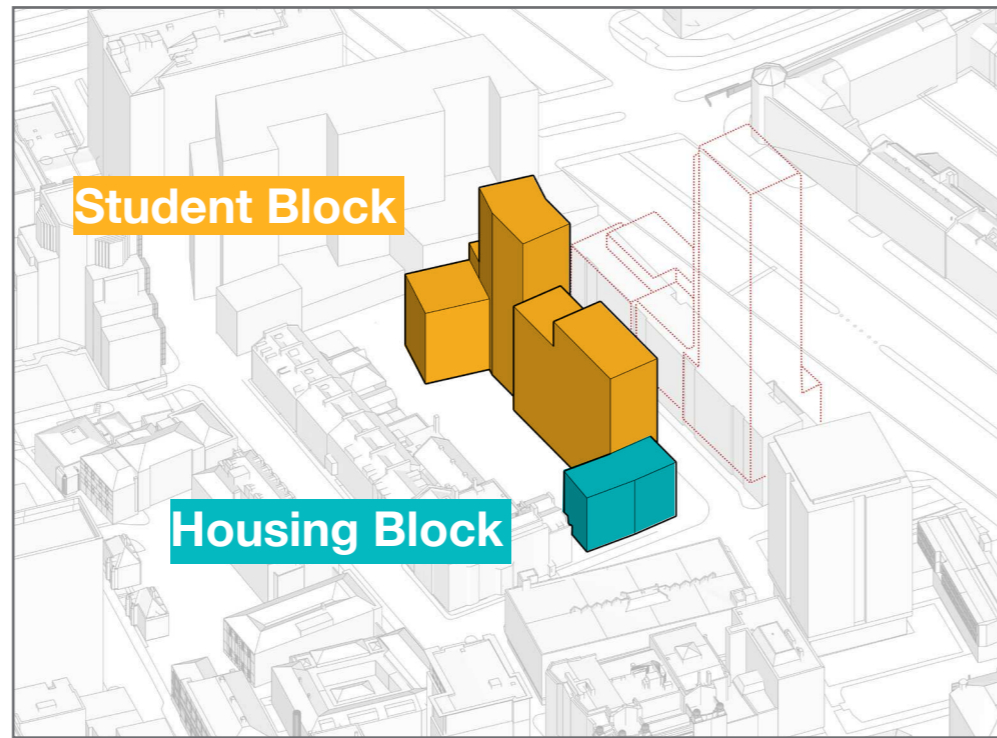
03 Street Edge



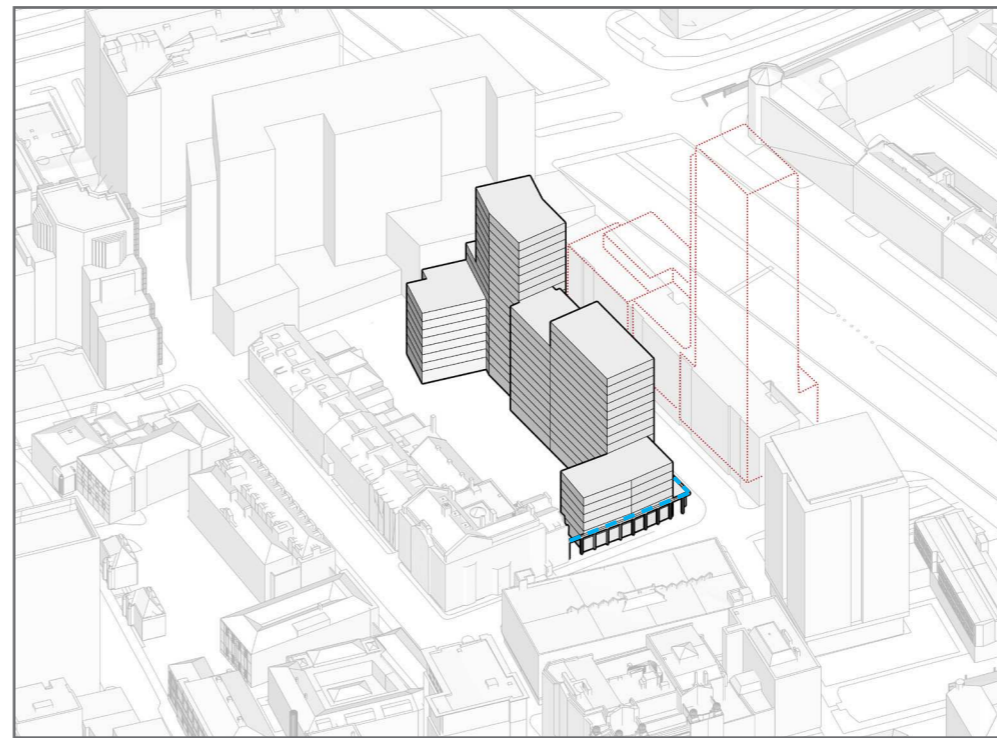
04 Townhouse Datums



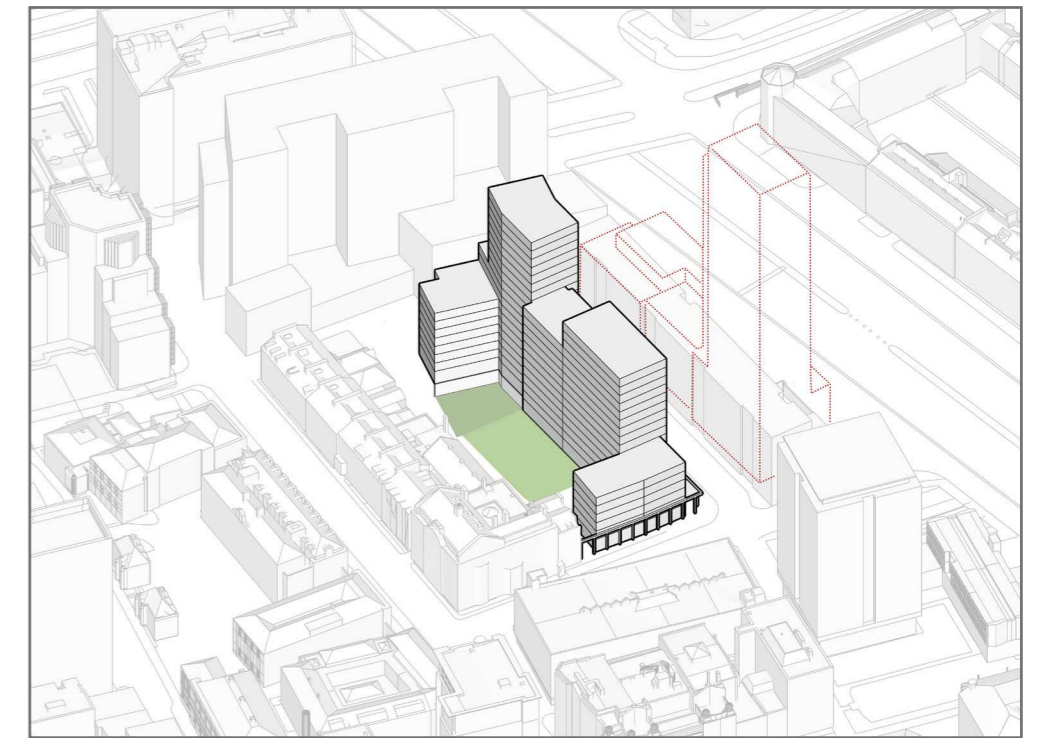
05 Tower Datums



06 Student and Affordable Housing split



07 Podium



08 Landscaped Back Court

## Conceptual Response

### Our thought process behind the design proposal.

In line with aspirations of the Blythswood Development Framework - the site has been imagined as 'open space' and the building layout has been designed as an interpretation of the traditional backcourt spaces.

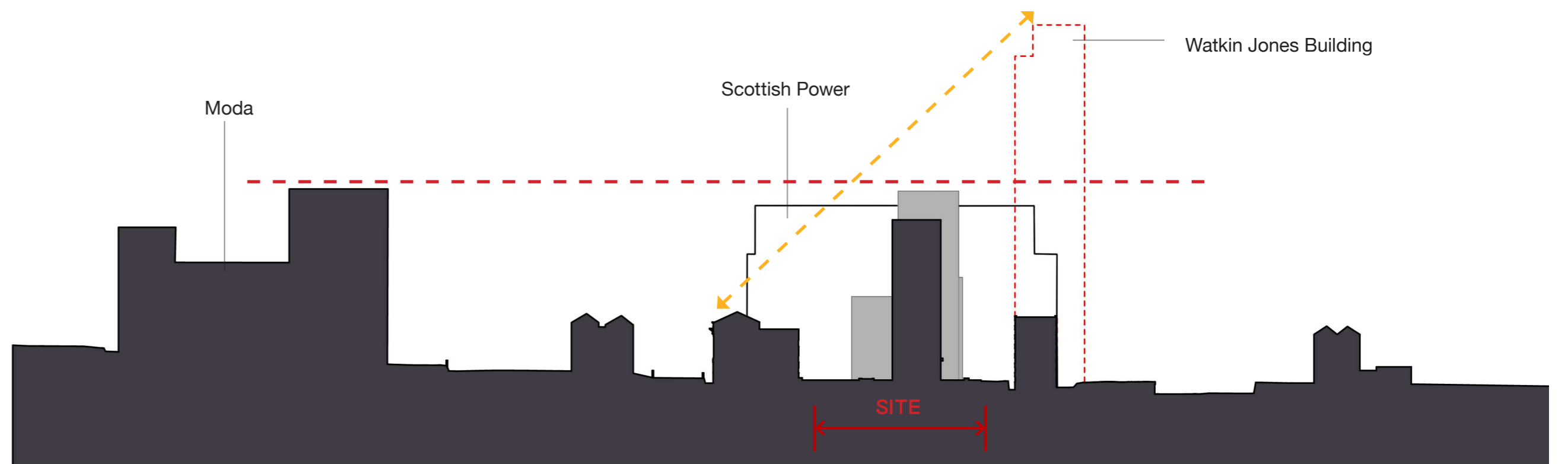
The proposal has been designed to respect heights, key datums and the increasing density of the city edge.

Our proposal adds to the undulating cityline, stepping down to respect lower edges and, up in height to respond to the Britannia Hotel and the Scottish Power building.

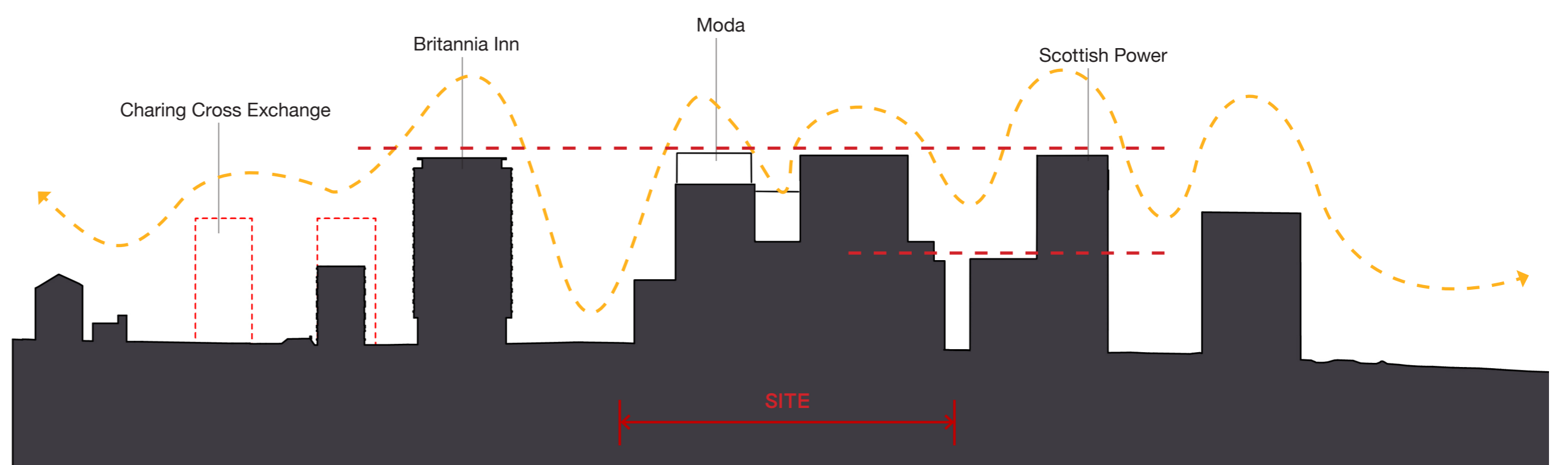
The massing responds to the context of adjacent buildings of height and the variety of scale. Acknowledging datums to create a series of stepping blocks corresponding to adjacent context.

We have broken down scale through separating volumes and material variations.

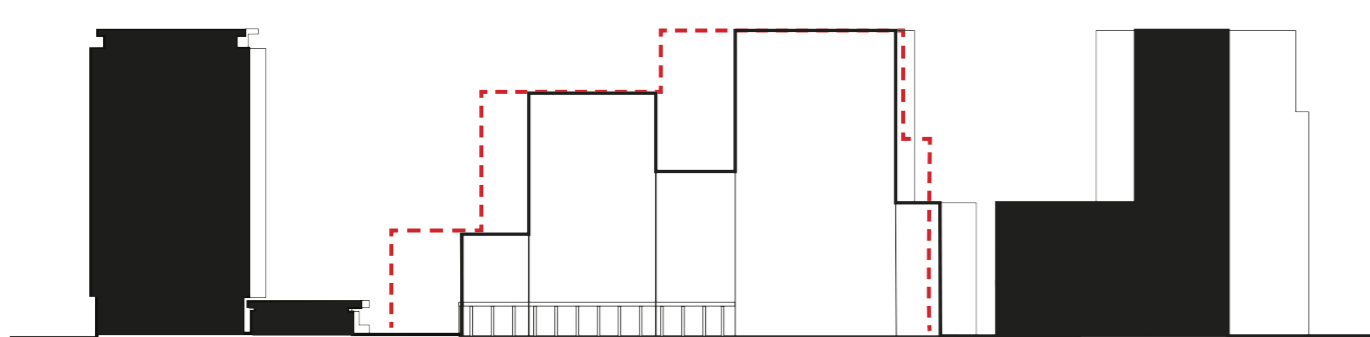
A range of tonal materials and colours are represented in the surrounding context which create a rich and varied streetscape. Our proposal aims to echo the vibrant context around India Street with the chosen tonal colours.



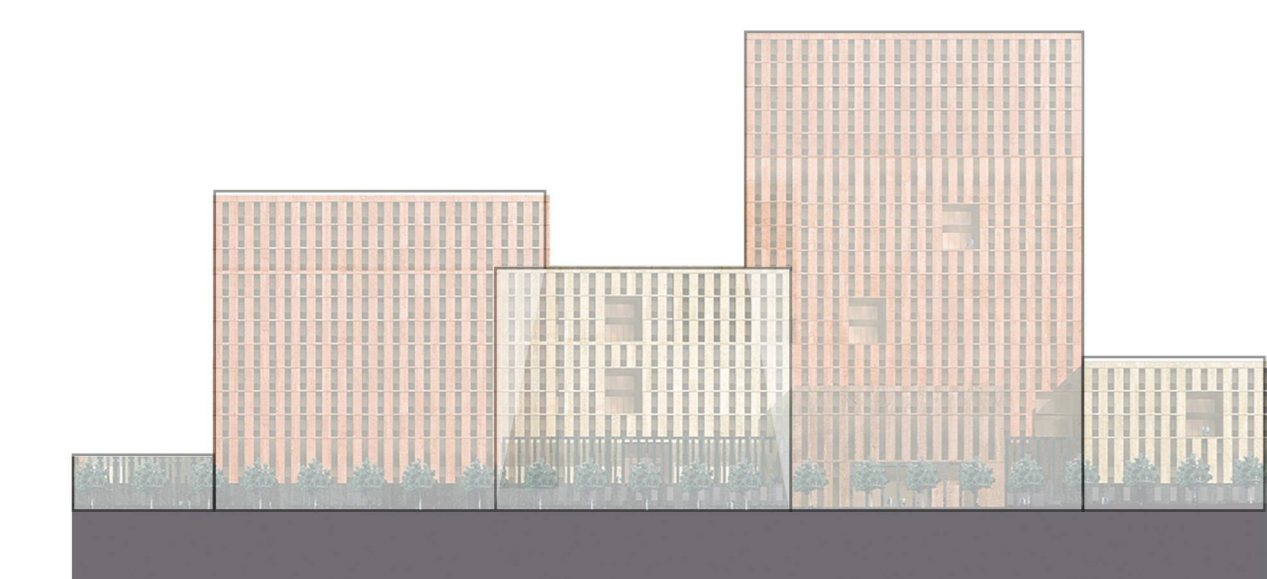
Section looking South



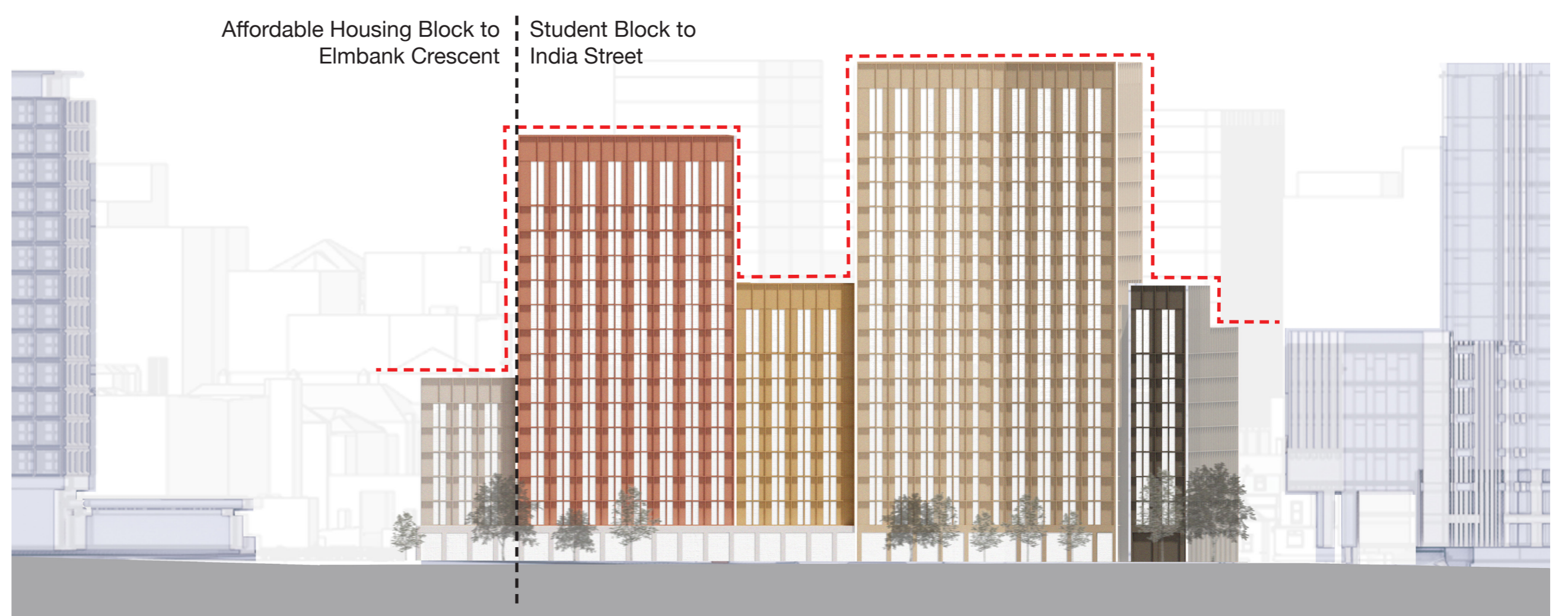
Section looking East



Concept Diagram A



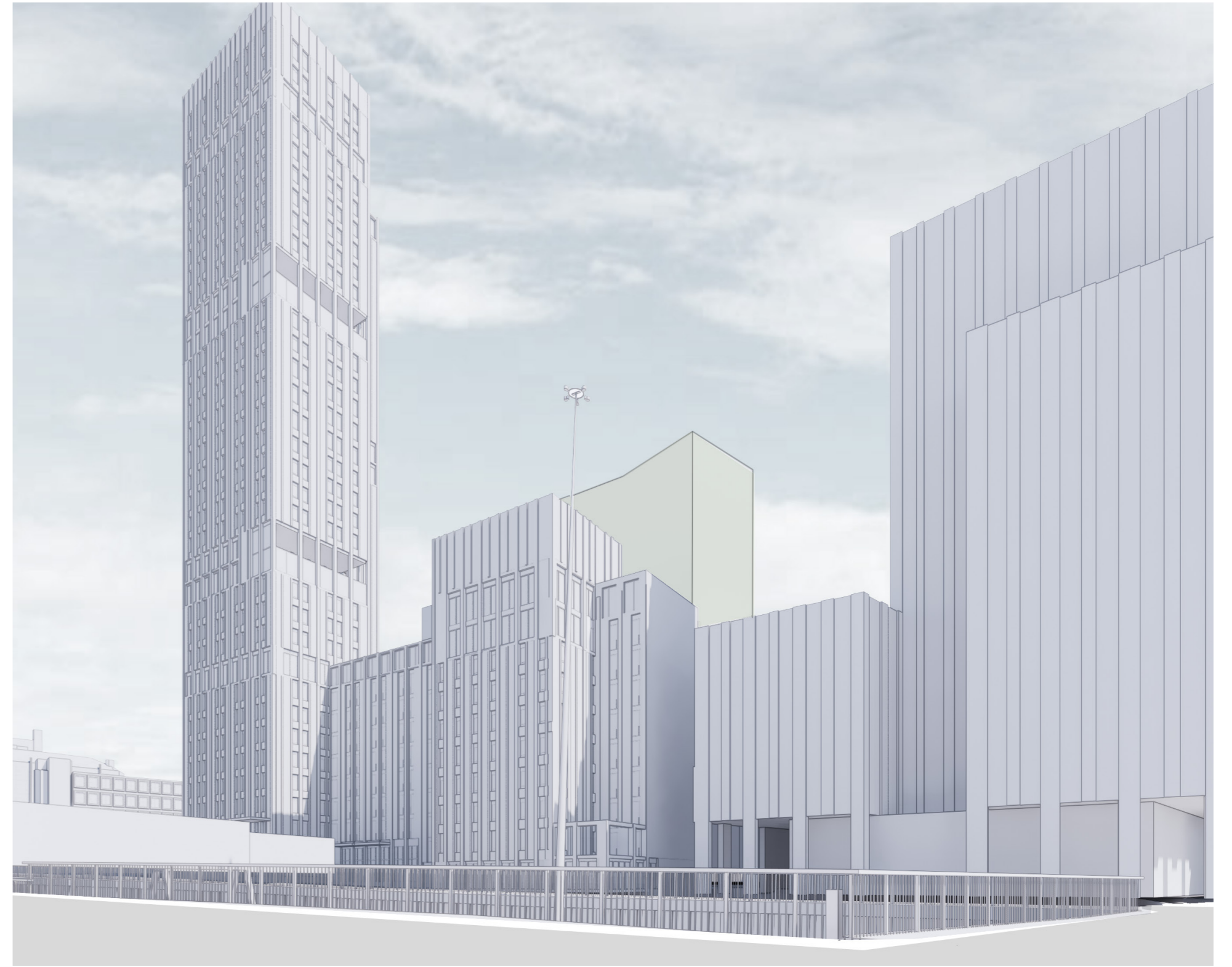
Concept Diagram B



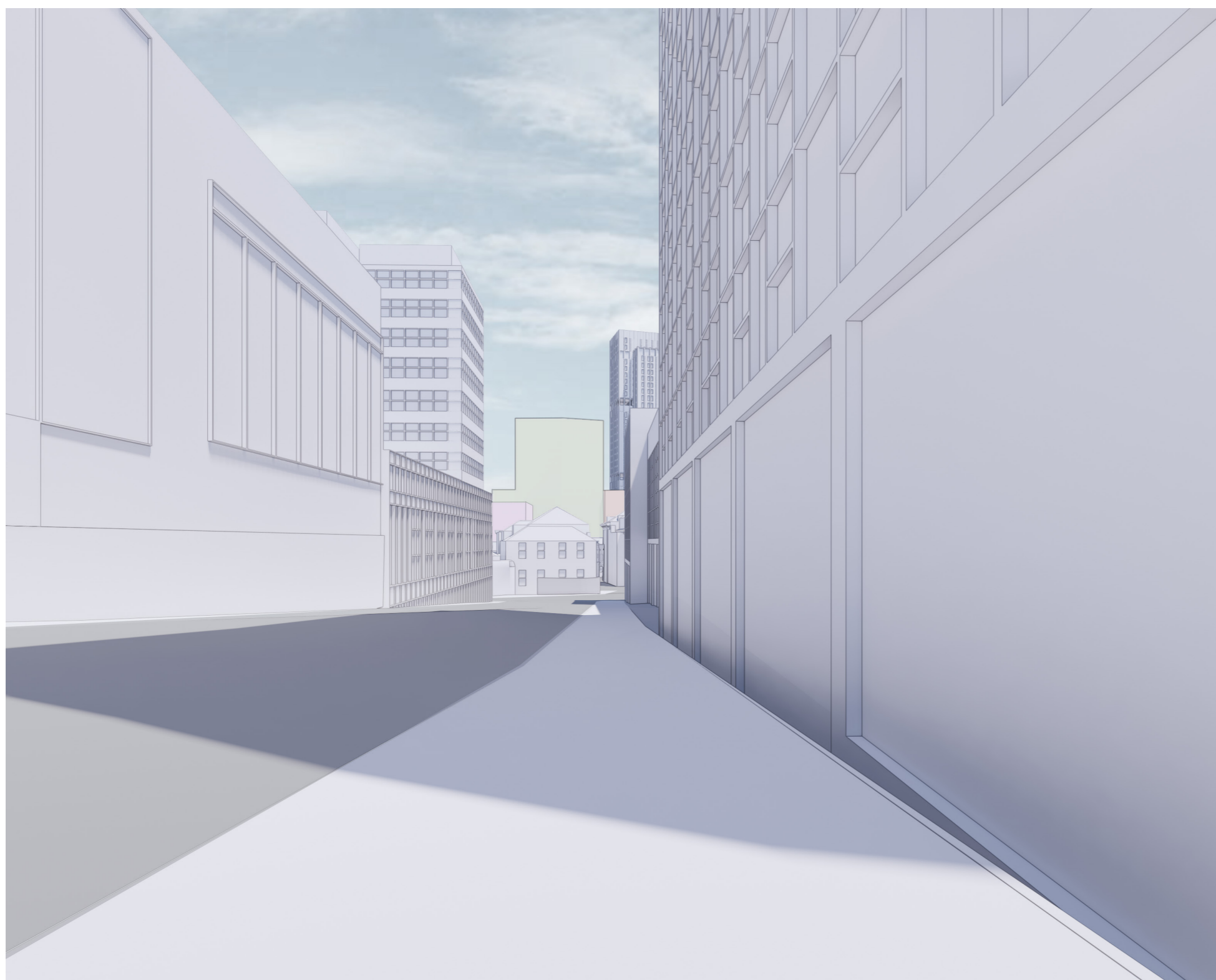
Conceptual Elevation



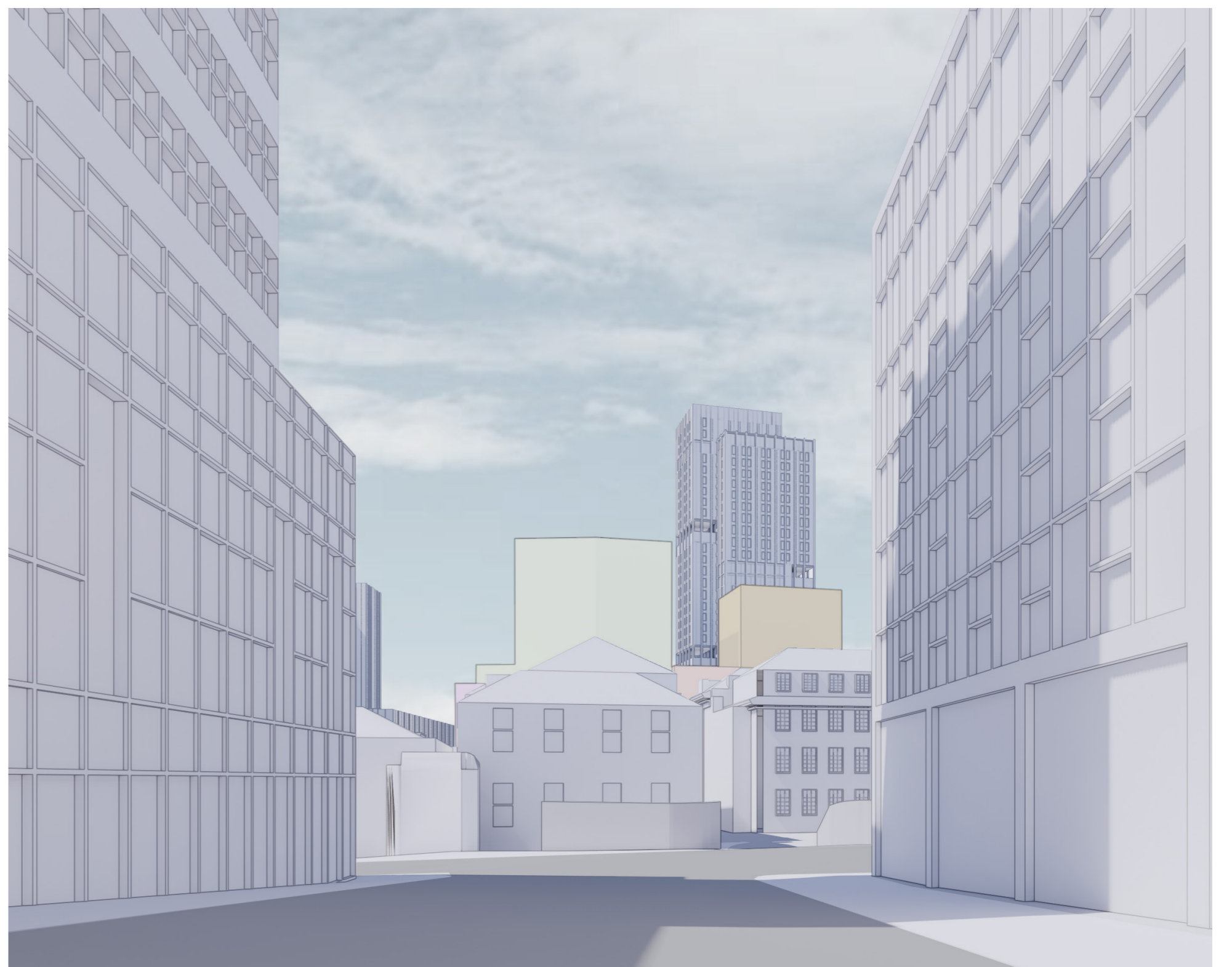
View from Elmbank Street



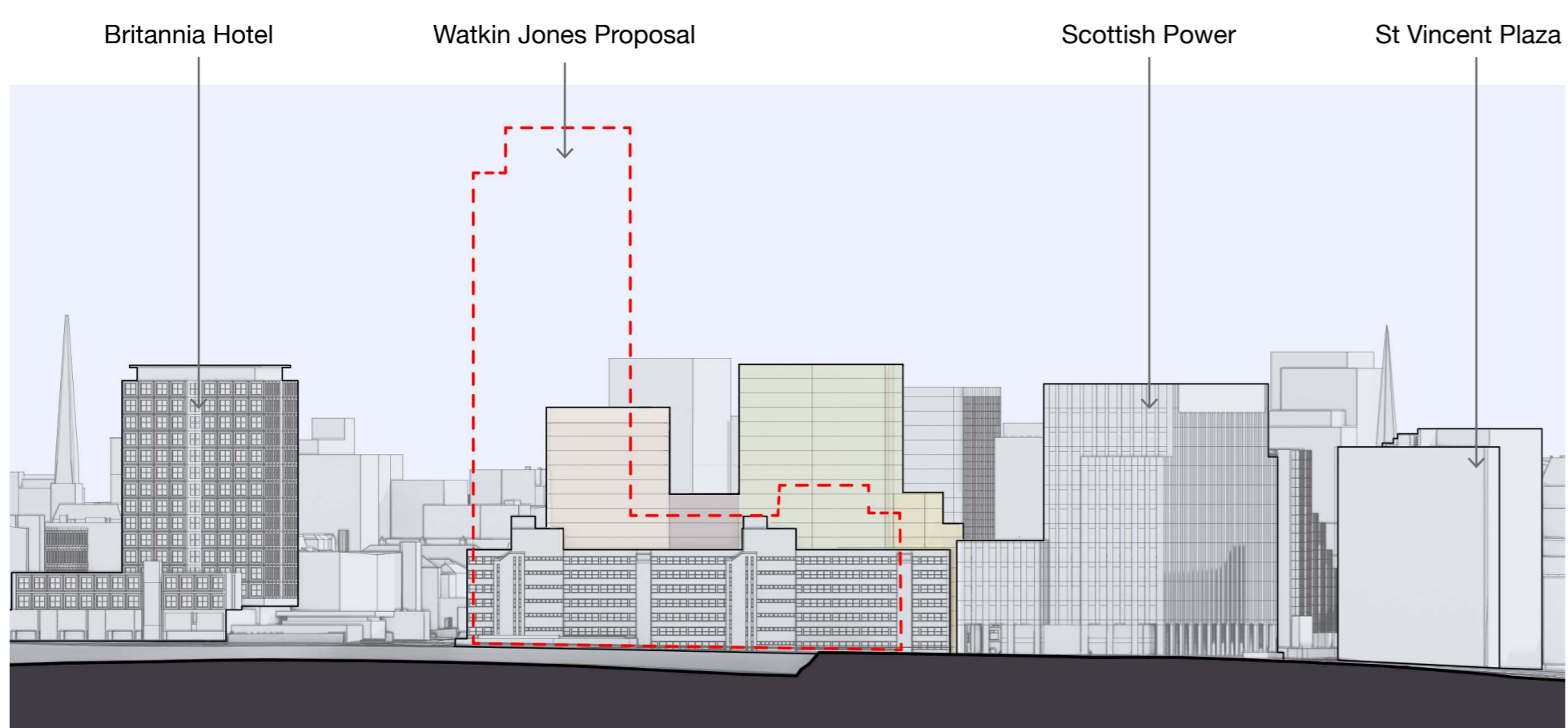
View from Motorway/ St Vincent Street



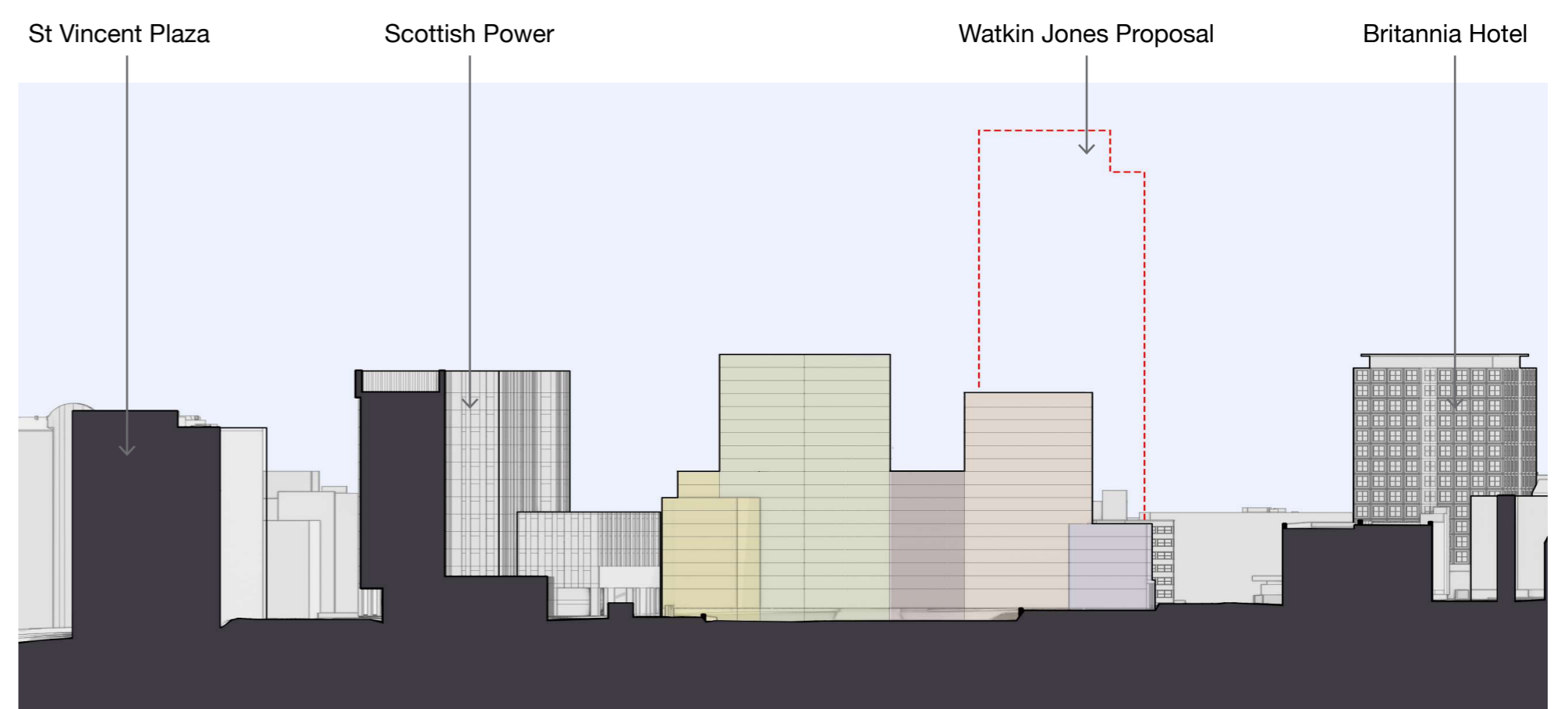
View from West George Street/ Pitt Street



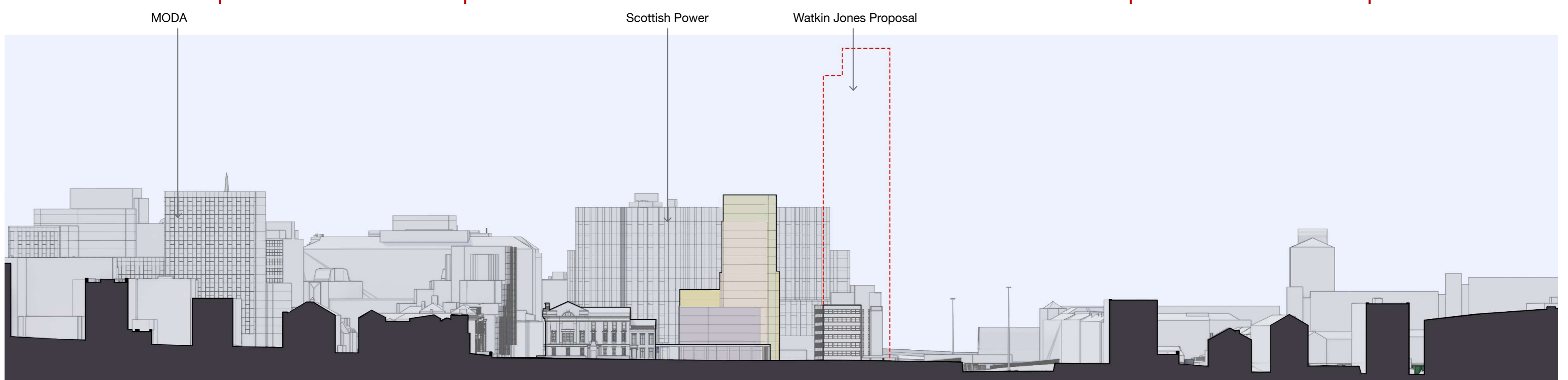
View from West George Street/ Holland Street



Section looking East



Section looking West



Cityscape Section



## Visualisations



View from Elmbank Crescent



View from India Street



View from Elmbank Street

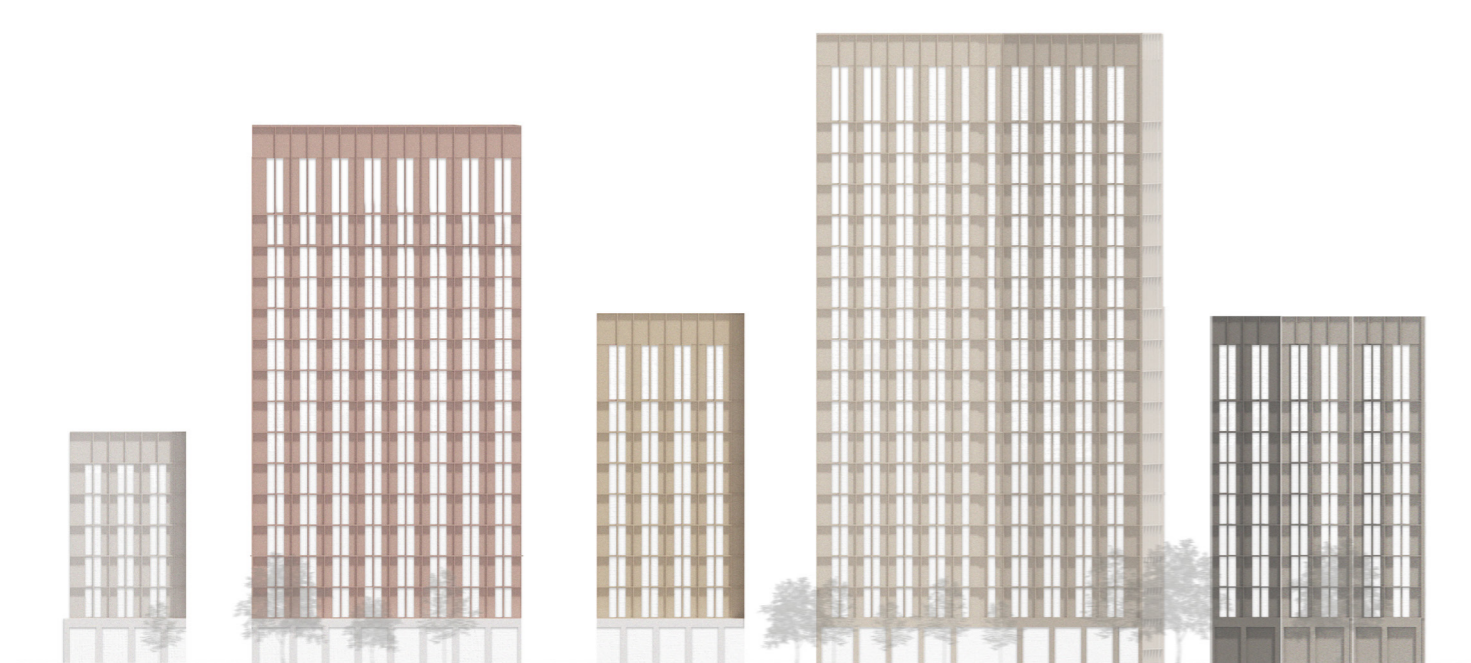


View from India Street

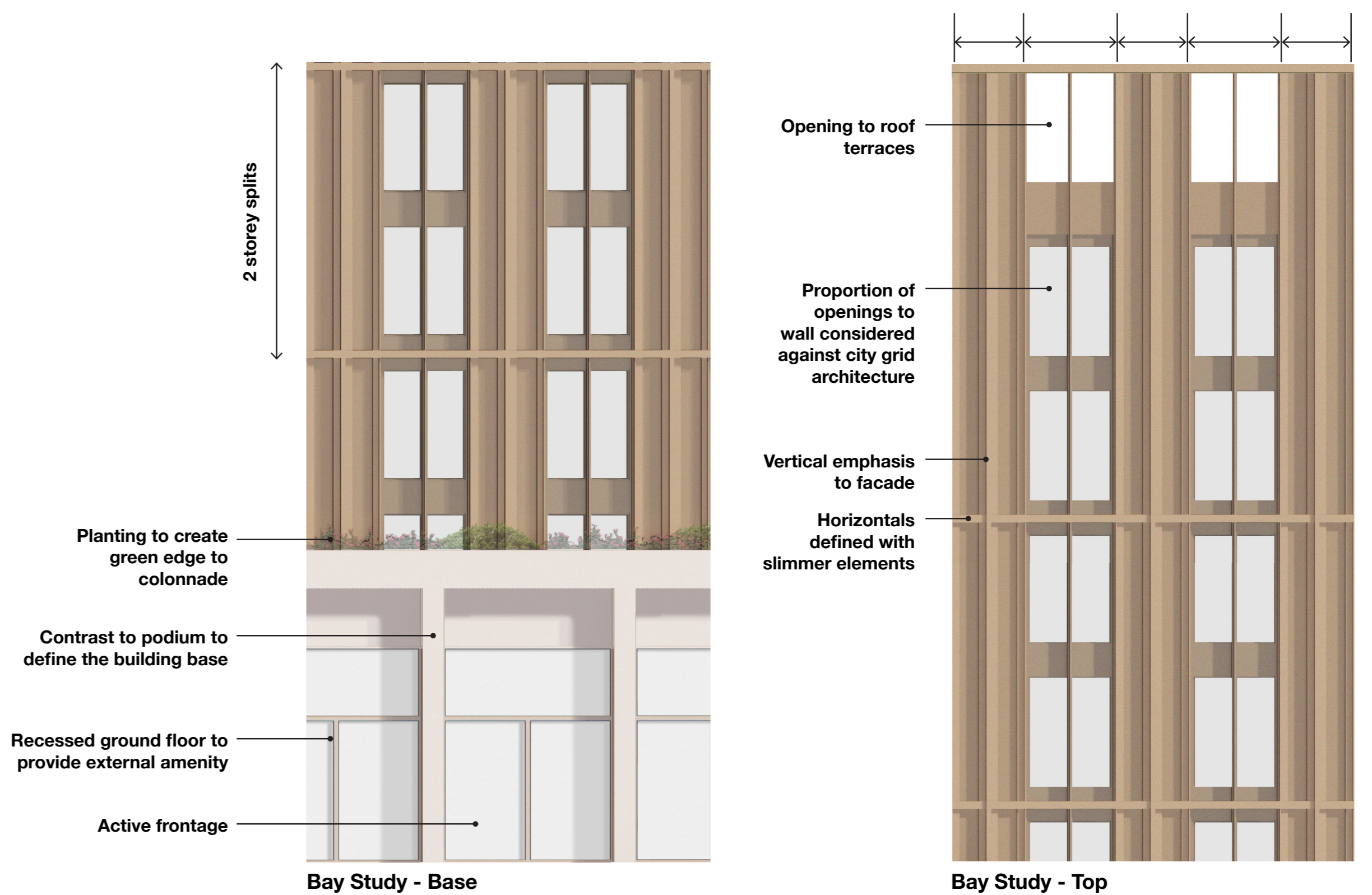
## Typical Bay Study

### Reviewing proportions of the facades in relation to the city context.

The proposals comprise of a family of buildings - each element responds to the context around the site. We have carried out studies on the existing context to review how this can influence the external appearance of the blocks.



Concept Diagram



## Strategy

The proposals comprise a mixed use development with Purpose Built Student Accommodation (PBSA) and affordable housing provision.

The student block consists of a variety of spaces which are listed below:

### Student Studios

- 18sqm studio
- 20sqm studio
- 26sqm studio
- Cluster studio with shared facilities

### Student Amenity

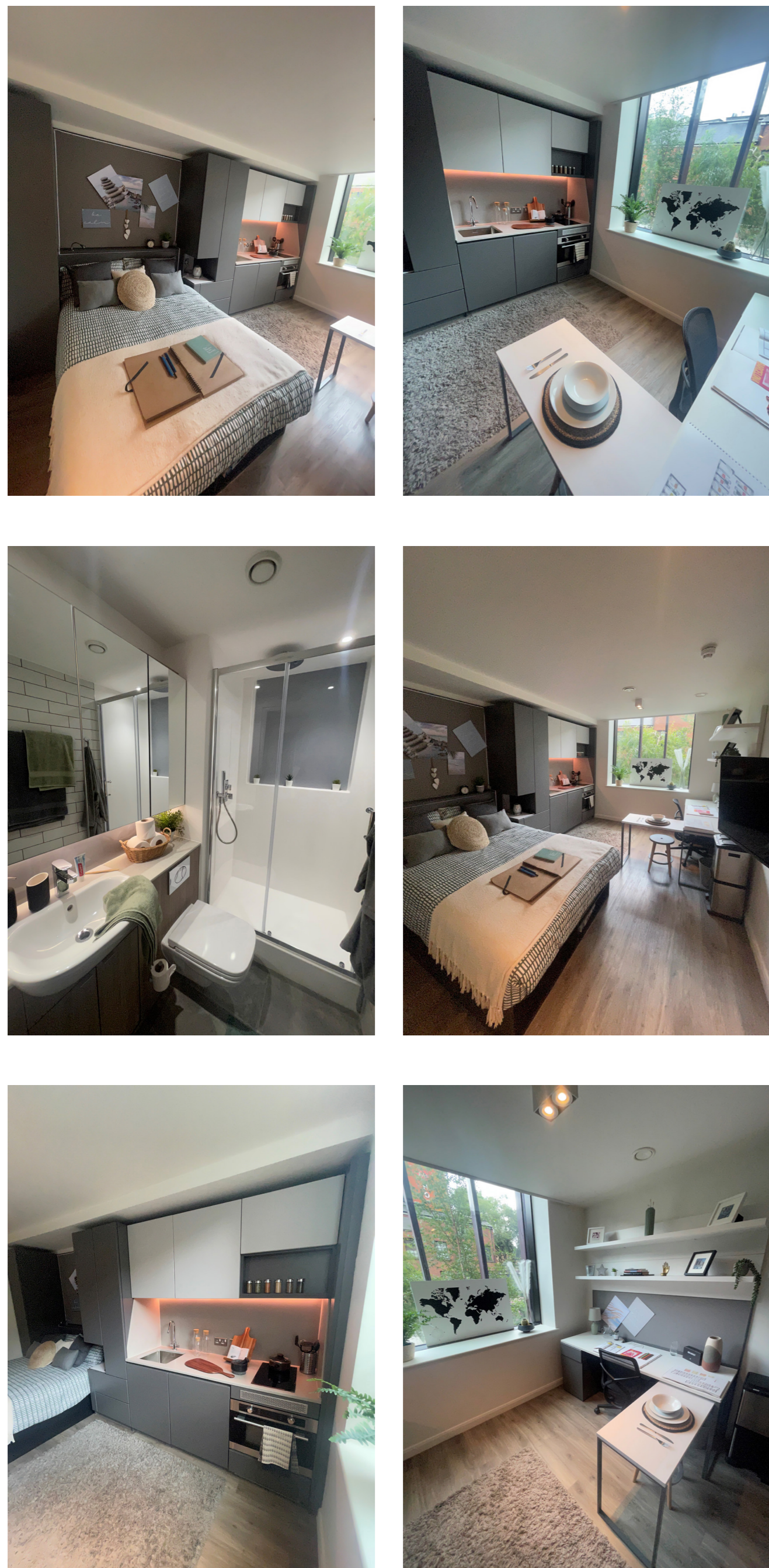
- Reception zone/coffee bar
- Open plan co-working space
- Hub Space
- Staff BOH Area and Facilities
- Zone for post boxes
- Gym
- Study rooms and booths
- Movie room
- Games area
- Private dining rooms
- WCs

### Student Back of House

- Laundry Room
- Cycle Store
- Bin Store
- Parcel Store
- Cleaners Facilities
- Show Suite
- Plant Areas



Ground Floor Plan















Photos of Vita Student Studios

Each unit has a sleeping area along with private kitchen, bathroom space and study area.



Typical Upper Floor Plan

 1 Bed Apartment (Affordable Block)	 20sqm Studio (Student Block)	 Core (All Blocks)
 2 Bed Apartment (Affordable Block)	 Student Amenity (Student Block)	 Circulation (All Blocks)
 18sqm Studio (Student Block)	 Cluster Studio (Student Block)	 Plant Areas (All Blocks)
 26sqm Studio (Student Block)	 Cluster Shared Facility (Student Block)	 Back of House/Stores (All Blocks)

## Proposal Overview

The aim for the landscape proposals for India Street is to provide a sustainable environment for well-designed homes and vibrant communities. This aim is supported by guiding design principles that emerge from regional and local planning policy, best practice and the local landscape character.



**CONNECTIVITY AND WAYFINDING**  
A clear network of routes, open spaces, and visual links that knits the development in its surrounding context.



**WELL-DESIGNED INFRASTRUCTURE**  
Well-designed Green/Blue Infrastructure that connects with nearby green spaces and enhances local biodiversity whilst sensitivity and sustainably manages the sites water.



**A CLIMATE POSITIVE ENVIRONMENT**  
A climate positive environment that minimises carbon footprint, maximises carbon sequestration, and provides in-site solutions to pressing environmental concerns in the area such as flooding, urban heating and air and noise pollution.



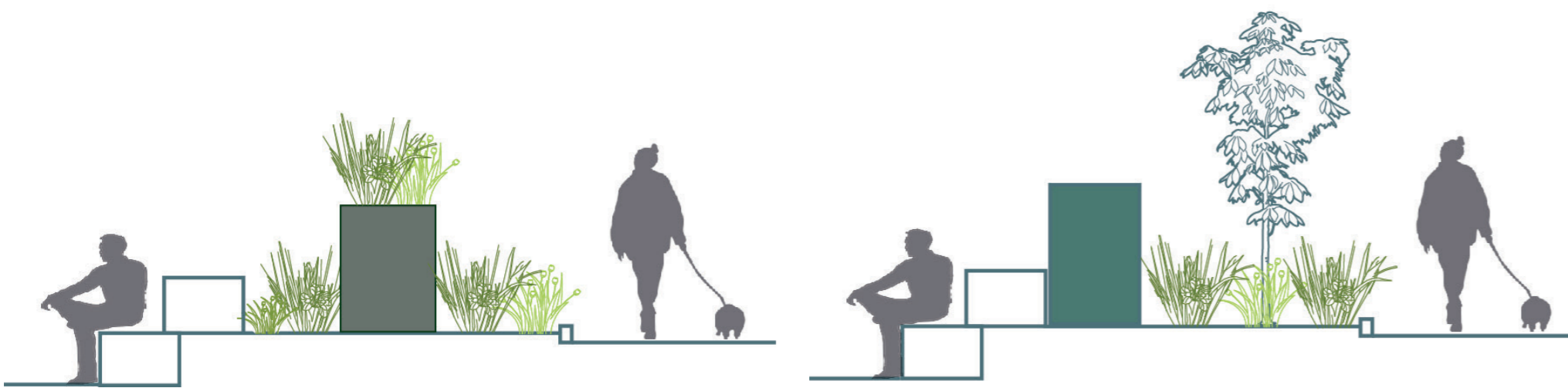
**A DISTINCTIVE SENSE OF PLACE**  
A distinctive sense of place, that provides a unique identity for the scheme, whilst integrating the new development into its immediate physical and social context.



**A PEDESTRIAN PRIORITY ENVIRONMENT**  
A pedestrian priority environment, with safe and clear movement routes that is inclusive for all and promotes walking and cycling.



**SUPPORTING LOCAL BIODIVERSITY**  
A masterplan that responds to environmental concerns such as flooding, minimal landscape maintenance requirements, increase of biodiversity and connects to nearby green spaces.



### Boundary Treatment Design Sections

The student areas are private. There are various options for less regimented boundary treatments as follows:

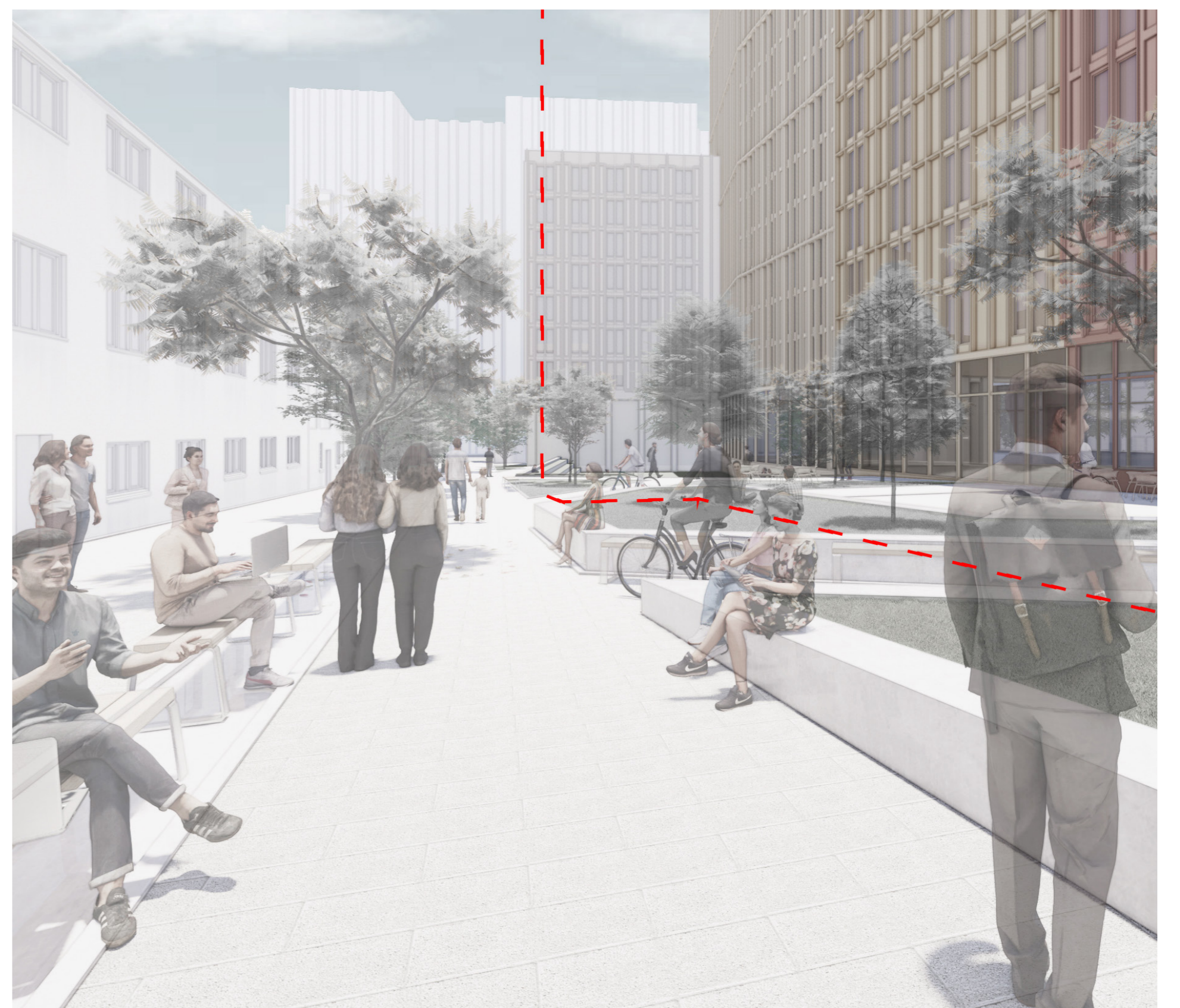
- Fence within defensive planting bed
- Hedge within defensive planting bed
- Raised planter within defensive planting bed



Landscape Plan



Back Court View looking North



Back Court View looking South



Pend View



## Agenda

The aim is to create a landmark development that will incorporate sustainable design principles into the development process. The project also aims to target a BREEAM 'Excellent' Rating.

### Land use and Ecology

- 1 Promote areas for biodiversity
- 2 SUDS system incorporated into landscape design
- 3 Develop an ecology management plan

### Fabric and Building Energy Efficiency

- 1 Incorporate principles of passive design
- 2 Low carbon design
- 3 Install efficient energy monitoring systems

### Water Management

- 1 Promote efficient domestic water consumption
- 2 Efficient leak detection system
- 3 Specify efficient fittings which regulate water supply

### Sustainable Material Management

- 1 Specify responsibly sourced materials
- 2 Carry out lifecycle assessments at key stages
- 3 Meet targets for material efficiencies

### Health & Wellbeing

- 1 Design lighting levels to industry standards
- 2 Provide views out and good glare control
- 3 Design for future thermal comfort



## Daylight and Wind Analysis

Testing the proposal through specialist modelling.

### Daylight Analysis

The east facing elevation and north facing facades generally perform well and will meet or exceed the VSC target outlined within the BRE.

The south facing elevation now steps back from the Scottish Power building, and this extra distance has improved the VSC daylight levels higher up this façade. Given the constraints of the site there are still the same lower levels of VSC further down this elevation, however the south-east corner of the proposal has now been squared off where there was previously a return, which results in an improvement to daylight levels in this area.

There is no longer a return on the south-west corner of the proposal, and this consistent façade allows for better levels of VSC daylight in this area.

Finally, an initial sunlight hours on ground assessment has been carried out to establish the levels of sunlight to the courtyard area. The initial assessment shows that the courtyard area will see at least 2 hours of sunlight on the equinox, therefore meets the BRE targets.

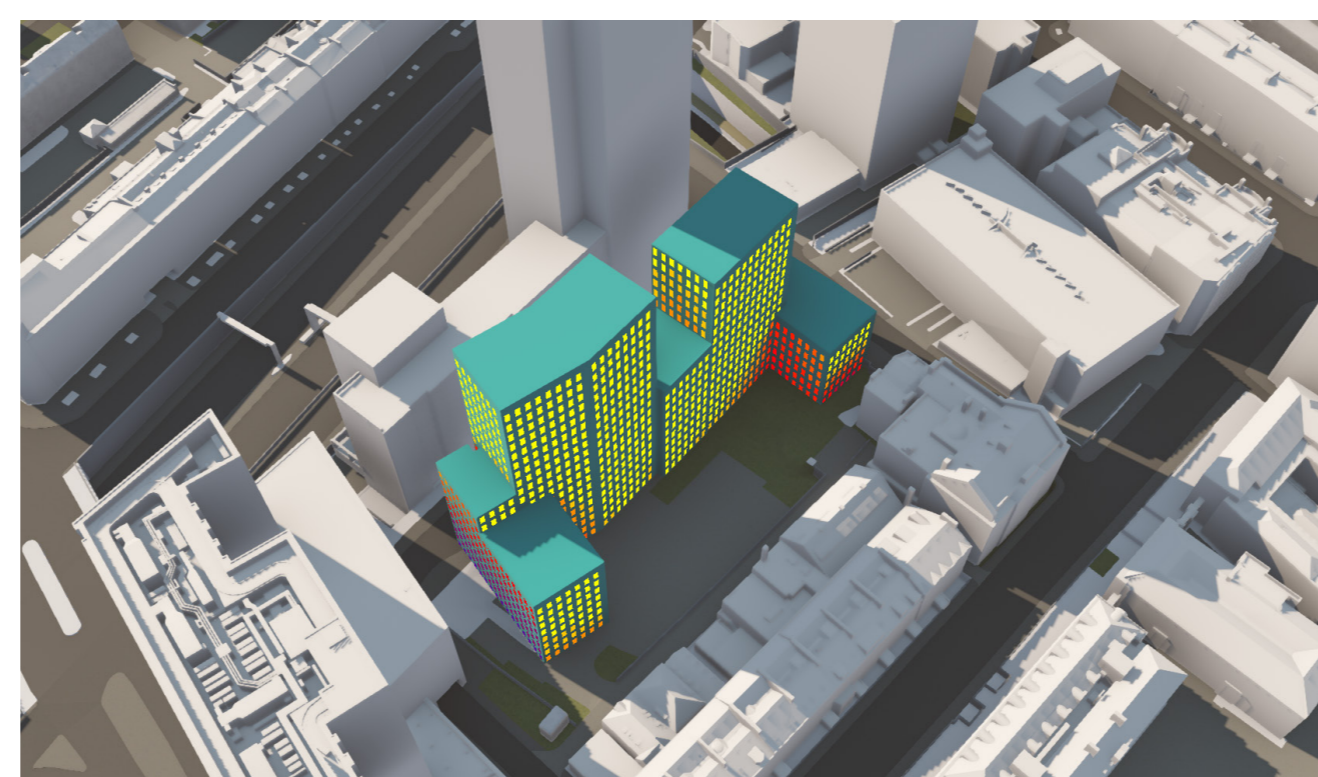
### Wind Analysis

Wind microclimate conditions were established by running a CFD assessment of the proposal within 400m radius of surrounding context.

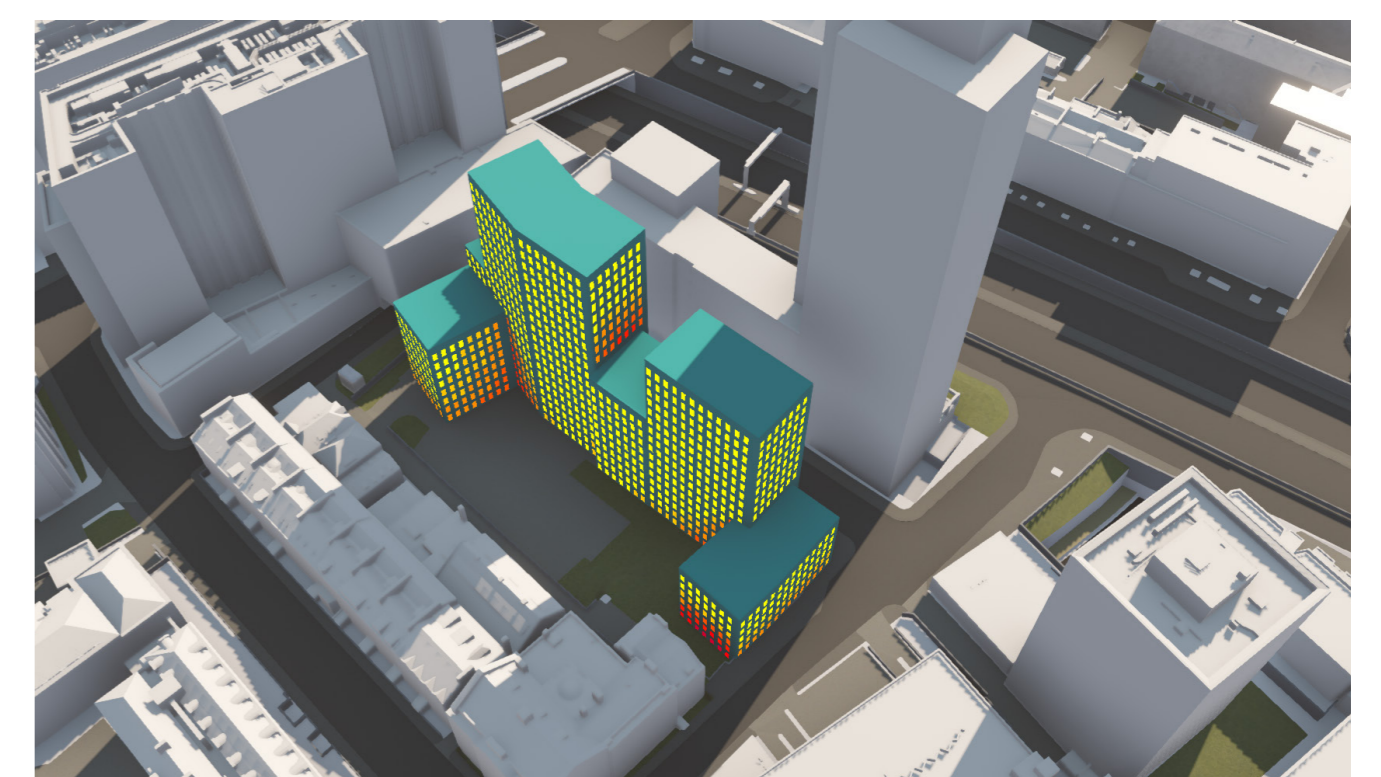
When tested with the existing surrounds, the proposed development does not have an adverse impact on conditions.

When the Watkin Jones scheme is also included in the model, localised new safety exceedances are introduced to the north of the site. These are caused by downwash from the western elevation which is channelled between the proposal and the Watkin Jones proposal.

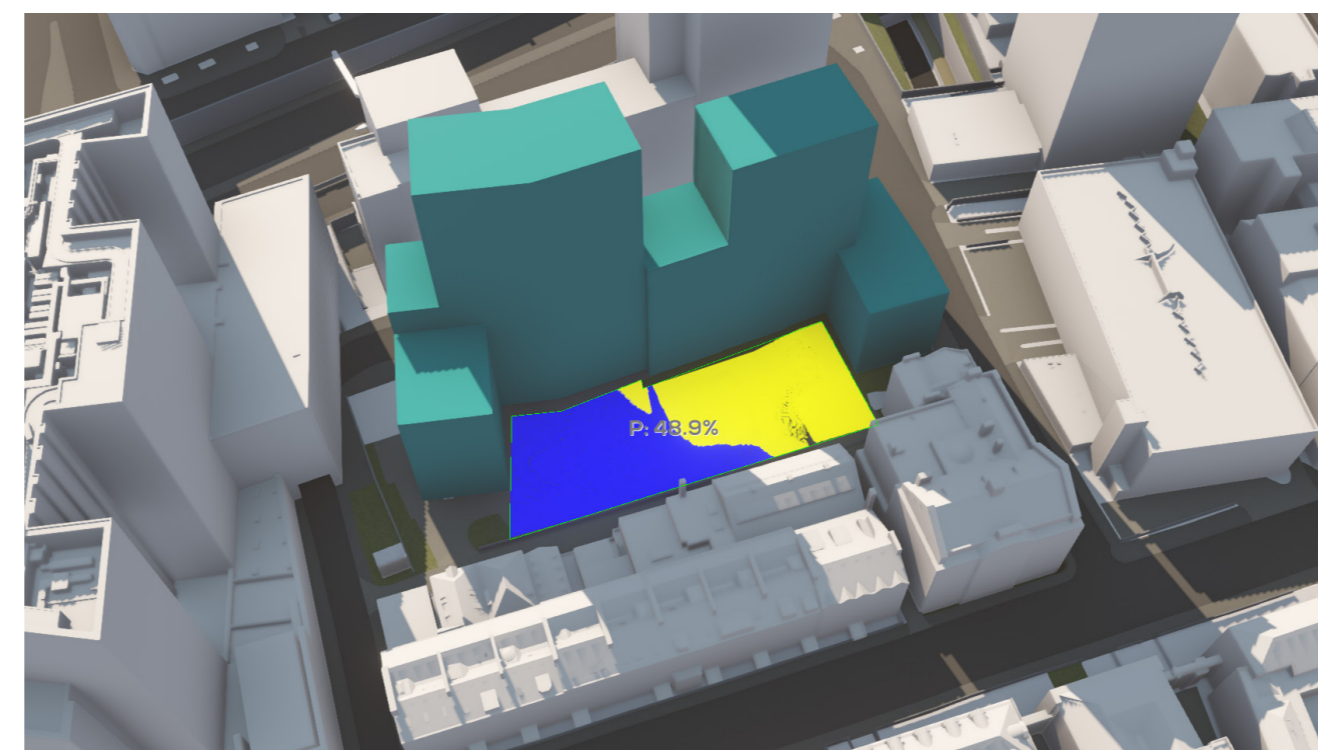
Baffles, canopies or landscaping at the north west corner of the site would be likely to be effective mitigation.



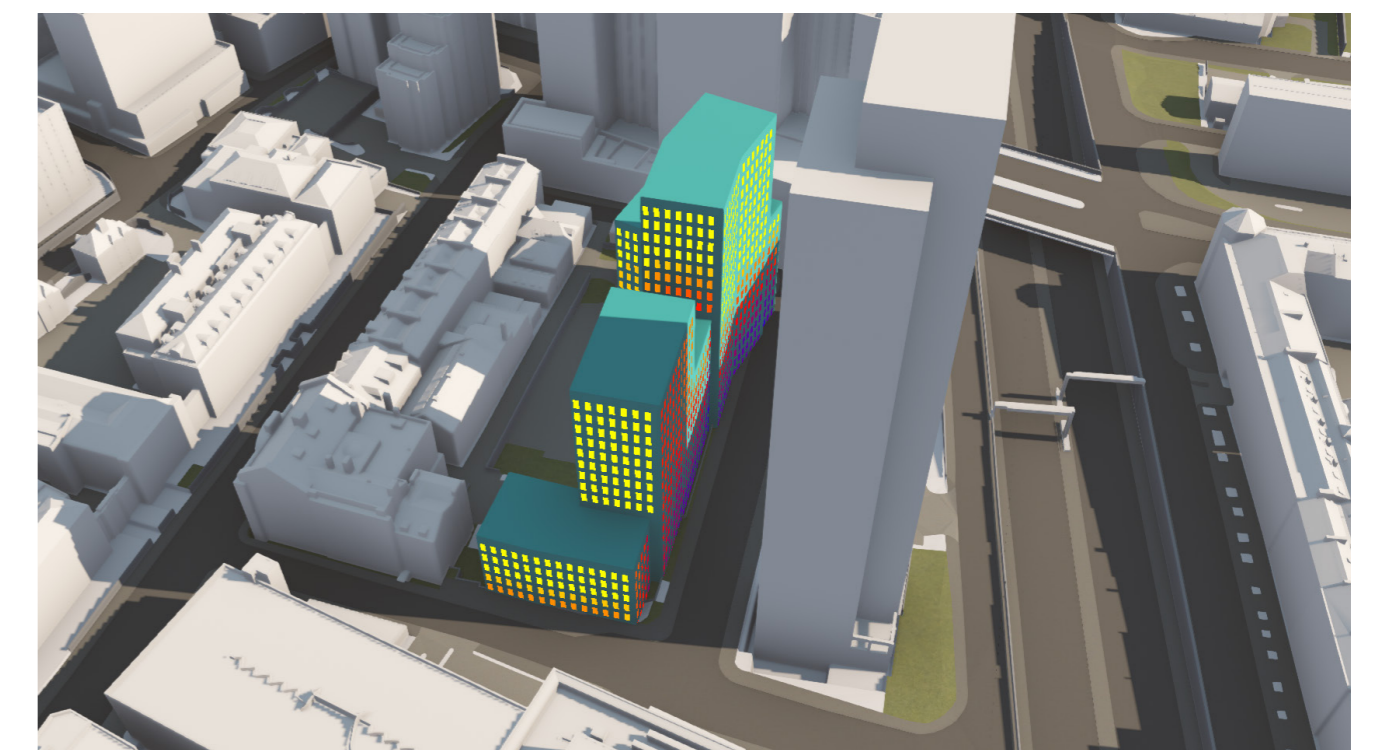
Daylight Analysis - Building



Daylight Analysis - Building



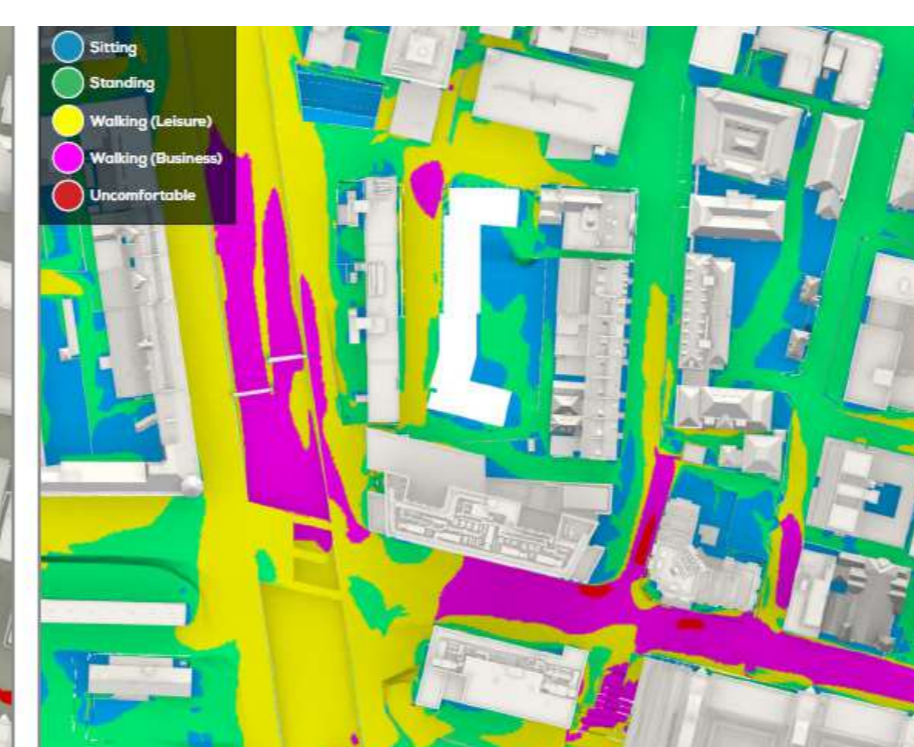
Daylight Analysis - Courtyard



Daylight Analysis - Building



Wind Analysis - Building



# NEXT STEPS

## Planning Timeline



**Thank you for taking the time to visit our second public consultation for our proposed development at India Street, Glasgow.**

## NEXT STEPS

This consultation event is the second of two public consultation events which have been arranged in respect of the proposed development.

It is anticipated that a planning application will be submitted in December 2023 for the proposed development. The planning application will be accompanied by a variety of technical information and reports which will be submitted to the local planning authority.

We encourage attendees to complete the online feedback form, in order to share their comments on the proposed development.

Please note that comments submitted as part of this preapplication consultation are not representations to the planning authority. There will be an opportunity to make formal representations to Glasgow City Council when the formal planning application is submitted.

Following the period for submitting comments, we will review all feedback received and consider whether any changes to the proposals should be made in advance of submitting the planning application.



The completed forms can be sent via email to

[indiastreet@iceniprojects.com](mailto:indiastreet@iceniprojects.com)

or online at

<https://vitagroup.com/consultations/indiastreet>