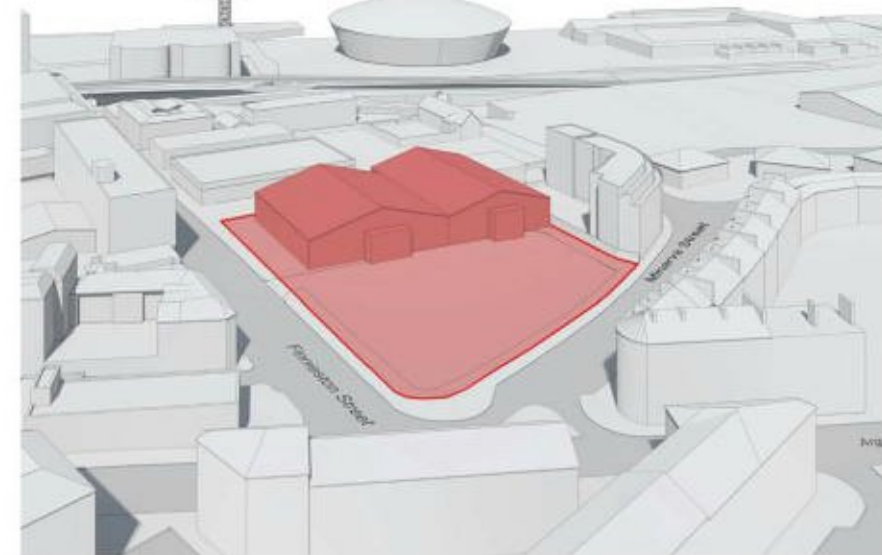


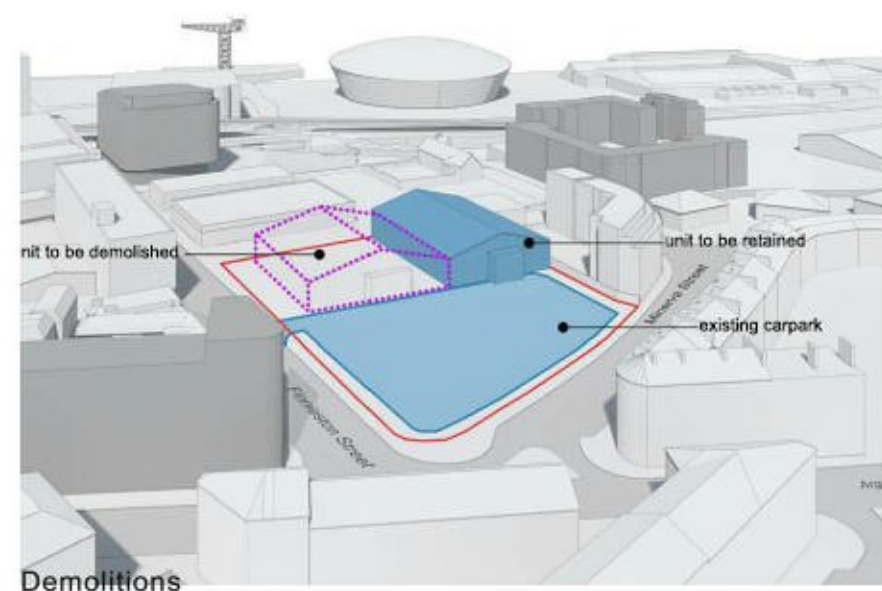
Site Analysis

Opportunities

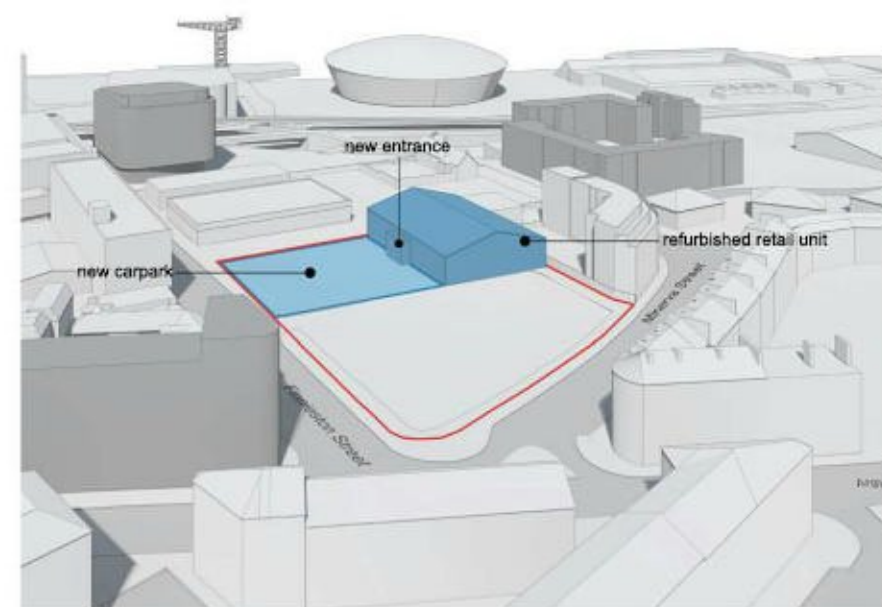
- The site is located on a major intersection of Argyle Street and Finnieston Street, two main routes in and out of Glasgow City Centre.
- This intersection forms the potential to enhance the arrival into the West End of Glasgow and a Gateway to the communities of Yorkhill, Kelvingrove and Finnieston.
- The acquisition of the site by the Ambassador Group, provides the opportunity to replace the utilitarian carpark on this key frontage with a new building of an architectural form that is more reflective of the established townscape and streetscape character of this area of the city.
- A portion of the existing retail use is retained and with careful demolition of the unit fronting Finnieston Street, the relocated parking and retail entrance provides a safer environment to shoppers.
- A mix of commercial and retail use at the ground floor of the new building will continue the established character of shops, small businesses, eateries, bars and cafés, extending down Finnieston Street.
- The proposal offers the opportunity to create new and more attractive streetscape, this will include new street tree planting that respects the established character of Minerva Street and St Vincent Crescent.
- The Development offers the potential link up with Local Community Groups on their various ongoing initiatives, particularly the 'Cycling Village' proposal.
- Improvements to Infrastructure and the Public Realm within the vicinity of the development site to create a safer environment for pedestrians and cyclists.



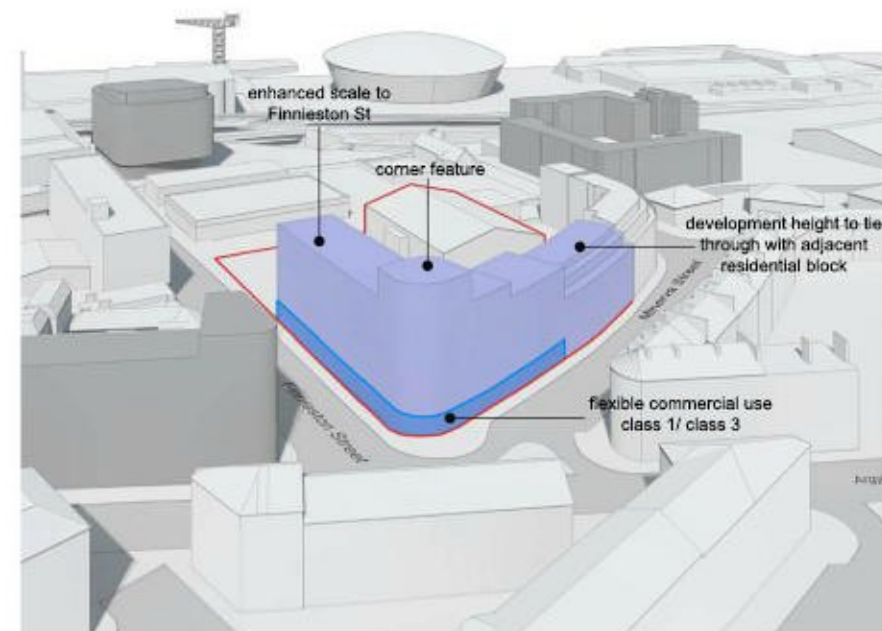
Development Site



Demolitions



Refurbish Existing Unit and Form New Store Entrance+Carpark



Indicative Massing View



Site Plan as Existing

Constraints

- The sites location on a major traffic intersection will require issues relating to noise and air quality to be resolved for the proposed residential use.
- Careful consideration of Service Access, bin collection, etc. for the Commercial Units, particularly from Finnieston Street.
- The existing trees along the northern boundary of the site are within the Conservation Area and safeguarded by TPO. Their root system is likely to extend into the development site and has implications on existing footpaths and services.



View of Minerva Street Pedestrian Area



Gable View of Recent New-Build Apartments



View of Minerva Street/Argyle Street junction