

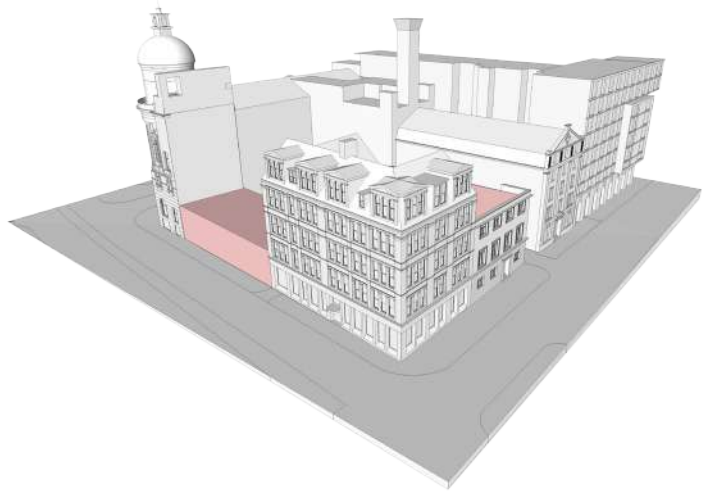
Site Description

Oswald Chambers and no. 9 Oswald Street are both B Listed buildings with Oswald Chambers standing at five storeys and the adjacent no.9 Oswald Street at three storeys.

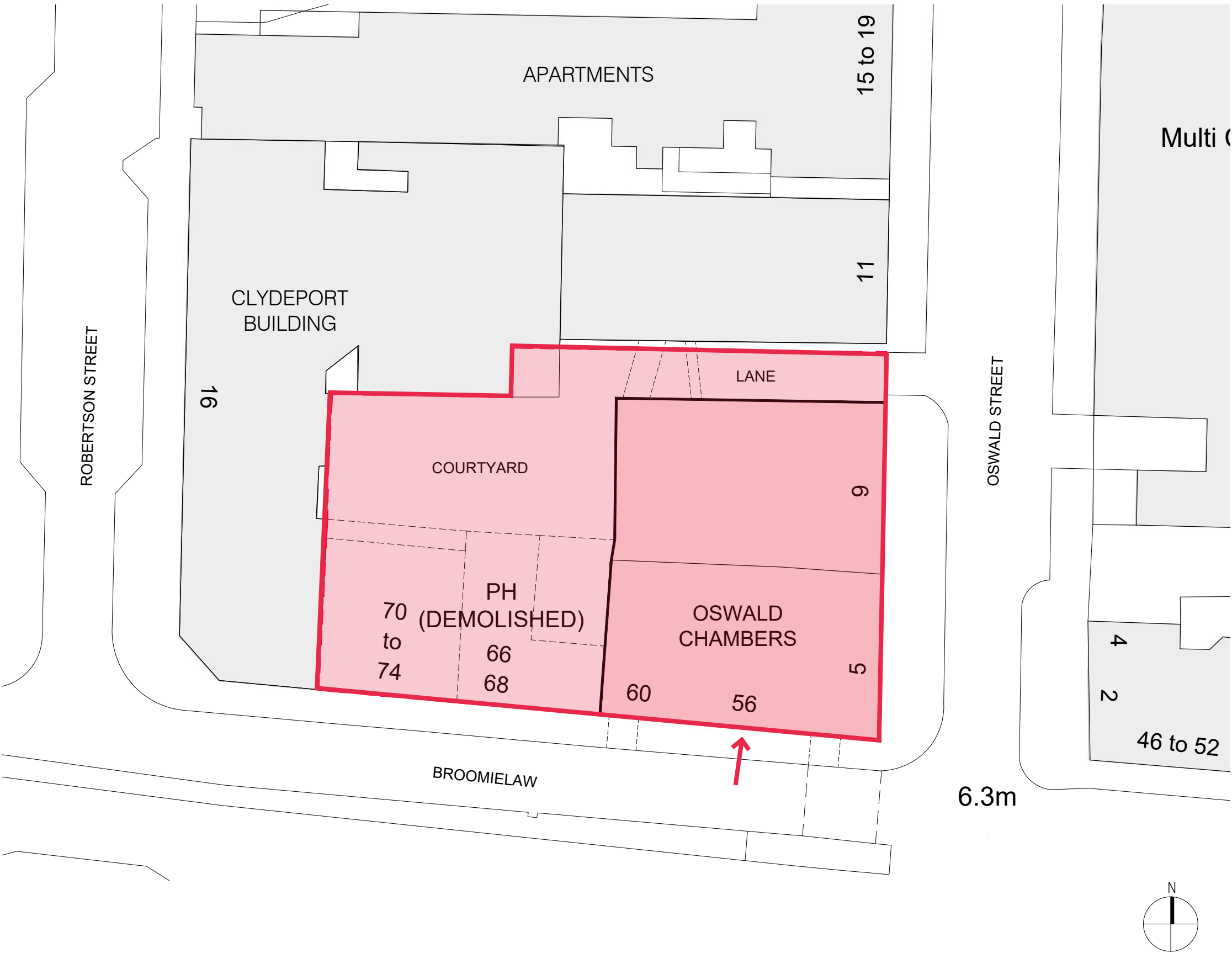
The gap site between Oswald Chambers and the Clydeport Building is currently vacant with some remains of the demolished public house still standing.

The site forms a prominent corner of the Broomielaw and affords excellent views of the river Clyde and the arterial railway lines linking into Central Station.

The main entrance to Oswald Chambers and the proposed development is from the Broomielaw to the South, with further service access from the rear lane.



Existing Site



Site Plan

Historical Context

The Broomielaw has a special place in the history of Glasgow, and served as a main city artery long before the advent of cars. With the development and industrialisation of the Clyde, shipbuilding, docks and trading created a dense urban streetscape along the Broomielaw. Glasgow’s post-industrial identity crisis severed this connection with the Clyde, and the waterfront was largely abandoned. Grand buildings such as The Clydeport Building by J.J Burnet still stand, whereas the many warehouses, boarding houses and shops which supported the previously vibrant trade route have vanished.

The building at 54-64 Broomielaw and 5 Oswald Street was built in 1878 for the shipping company J&P Hutchinson.

No.9 Oswald Street was a four storey building, linked internally to 54-64 Broomielaw and originally a grain storehouse. Part demolition to the ground and basement levels has occurred by the 1920s, before the current first and second storey was added between 1938-1941. .

With the decline of the quays, the buildings were converted into offices c1951 and accommodated different tenants - with the fit out of Salon Services on the ground floor from 1989.

No.70-74 Broomielaw was once a four storey, 5 bay building with shop at ground floor. Built around 1840, the building was occupied by Robb, Moore and Neill Ltd Ship Stores and Merchants in the 1960s, before later demolition. The neighbouring plot at No.66 contains the remains of the former pub. No.66 – 68 was demolished in the early 2000s following a fire.

Today, there are many vacant plots and brownfield sites along the Clyde - such sites must be reclaimed as viable pieces of urban fabric to prevent unnecessary expansion, and achieve Glasgow’s long term aspirations for a high quality built environment. Redevelopment of this prominent corner site will fill a long vacant brownfield gap and contribute to the revitalisation of the Clyde waterfront.



66-68 Broomielaw (Now Demolished) & Oswald Chambers



70-74 & 66-68 Broomielaw (Now Demolished)



View of Oswald Street, 1978



Historic Maps 1882 and 1913

54-64 BROOMIELAW, 5, 9 OSWALD STREET (LB32988) Category B Listed Building
Built for J and P Hutchison, shipowners

1878. 4-storey and attic classical commercial building on corner site, with shops, 6 x 3 unequal bays with 3-storey, 4-bay bond to rear in Oswald Street.

MAIN BLOCK: polished ashlar. Giant shallow pilasters rising through full-height separate glazed bays. All windows plate glass, sash and case. 3, 2 and single-light, pilaster mullioned, architraved windows at 1st, 2nd and 3rd floors; plain entablature to each floor; 1st and 2nd floor moulded cill band; 4 3-light arcaded full dormers with antae pilasters, pediments with antefixae and acroteria to Broomielaw, 2 to Oswald Street. Hipped, slate roof.

OSWALD STREET LOWER BLOCK: polished ashlar, channelled at ground floor on plinth. Ground floor cornice continuing from main block. All windows casement with T-pane glazing; architraved at upper floors, lugged and shouldered at 1st. Eaves cornice; parapet. Plain northern return to lane

- Historic Environment Scotland, Listing Details

Planning Zones

The proposed site sits within the International Financial Services District, and designated Glasgow Central Conservation area.

Primary Use

The site is surrounded by the designated ISFD area, mostly containing commercial offices or mixed use units with ground floor retail provision. There are a few existing hotels in the area which serve different target markets.

Adjacencies

The associated visual highlights the number of storeys in buildings surrounding the proposed site, highlighting the medium to high rise nature of the buildings in the vicinity. Given the nature of buildings within the IFSD (offices and hotels) storey heights are generally higher than in other areas of the city.

Transport

Typically, Glasgow city centre’s road network functions on a one-way system with major East-West arteries fed by secondary North-South veins. Both the Broomielaw to the South and Argyle Street to the North are major two-way carriageways for the city. Close proximity to Glasgow Central Station provides excellent transportation connections to and from the site.



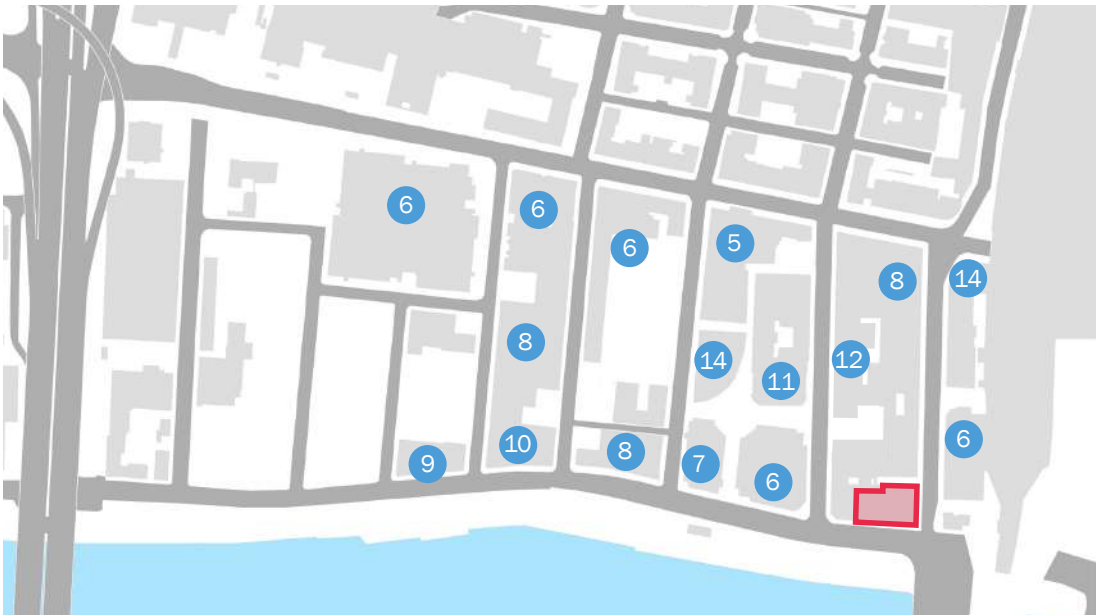
Planning Zone Map

- Proposed Site
- International Financial Services District (ISFD)
- Strategic Economic Investment Location (SEIL)
- Glasgow Central Conservation Area



Primary Use

- Proposed Site
- Commercial - Office/ Retail
- Hotel



Adjacencies

- Storey Height



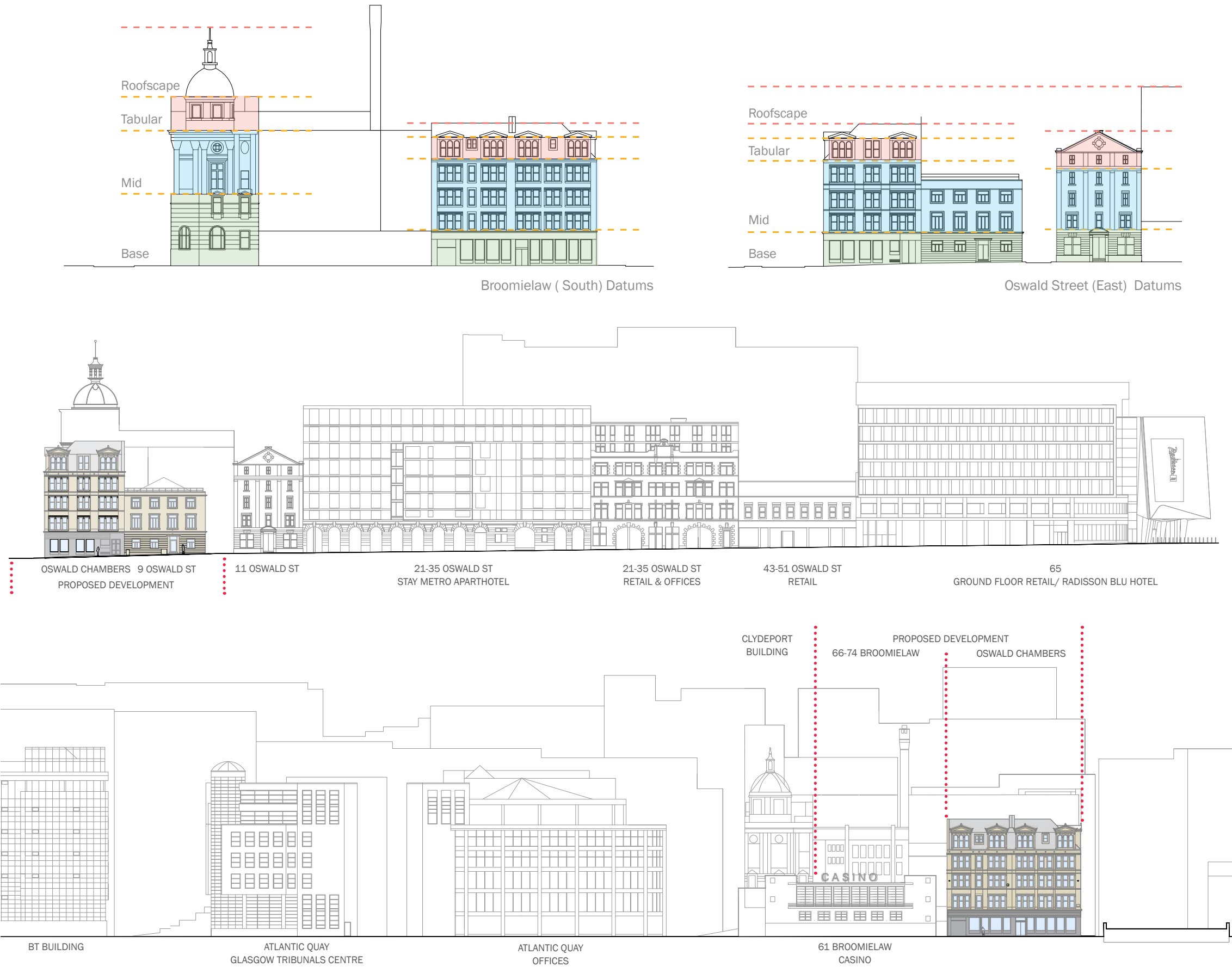
Transport

- Major East - West Axis
- Secondary North-South Axis
- Glasgow Central Train Station

Existing Elevations

To the Southern and Eastern elevations on the Broomielaw and Oswald Street, both Oswald Chambers and no. 9 Oswald Street follow the traditional neo-classical style so prevalent in Glasgow. The adjacent Clydeport Building to the West of the site is a particularly ornate and fine example of this style.

All these buildings share a similar language - with an Ashlar base, geometrically arranged facades and classical features finished with an ornate entablature. These create strong vertical and horizontal rhythms with a number of key datums established by these buildings.



Demolitions

The existing gap site will be cleared of all remaining debris and the existing rood structure of no.9 Oswald Street will be removed.

Volume

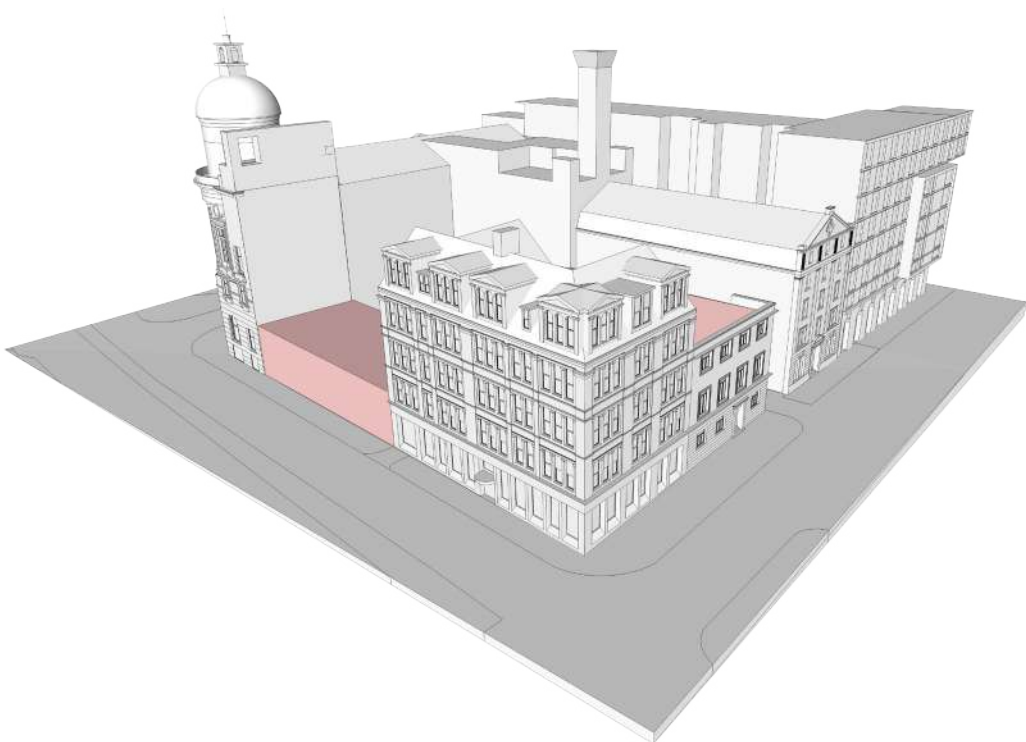
By mapping the usable area of the site and projecting the volume to the levels set by the adjacent properties, the overall height of the proposed design is set at 5 storeys.

Datums

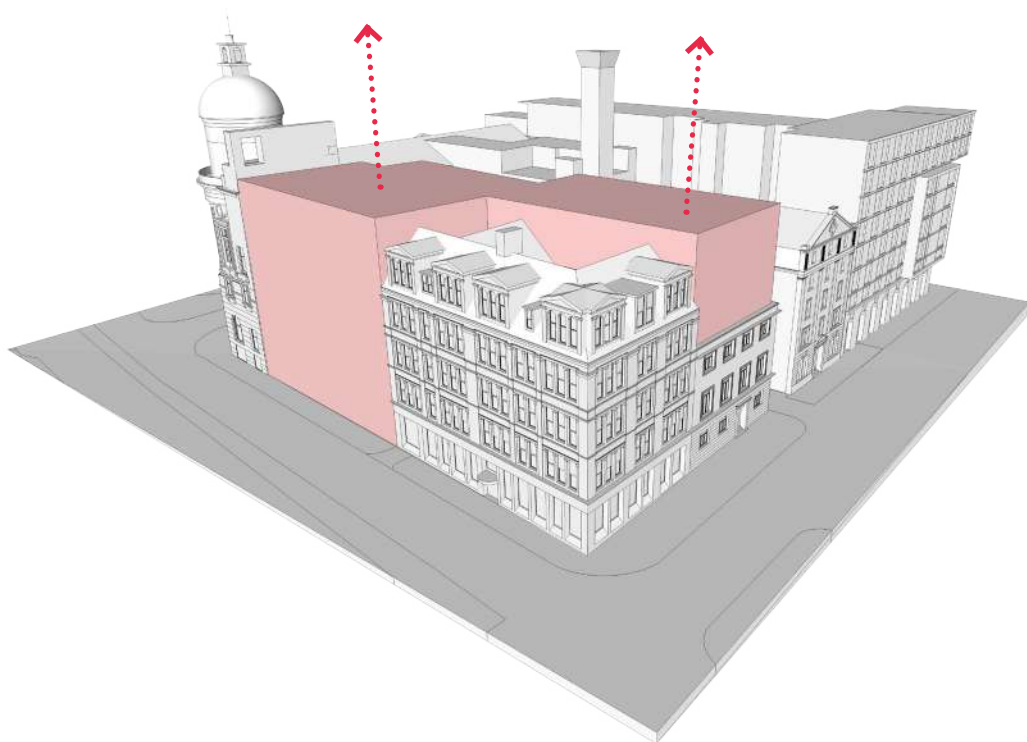
The horizontal datums described by the adjacent properties are projected onto the proposed new build elements to create a natural break to recess the upper floor levels.

Facade

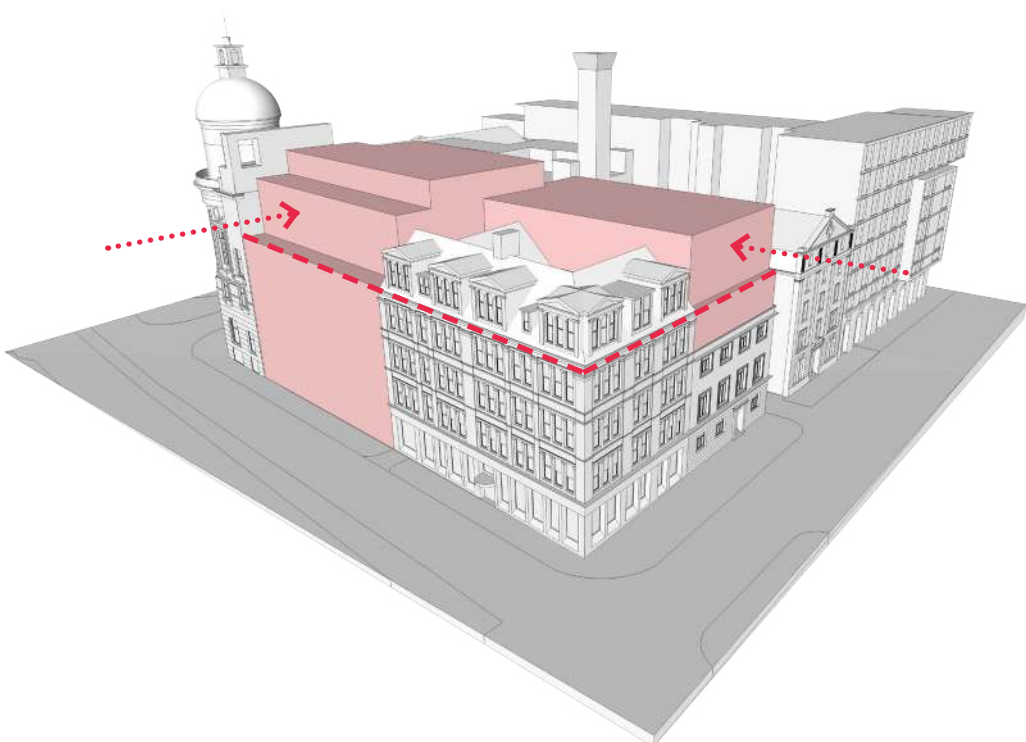
The upper floors have been articulated to form enlarged feature dormers which reference those of Oswald Chambers. This contemporary interpretation of the traditional roofscape creates interest at high level and preserves the views of domes to the adjacent Clydeport building.



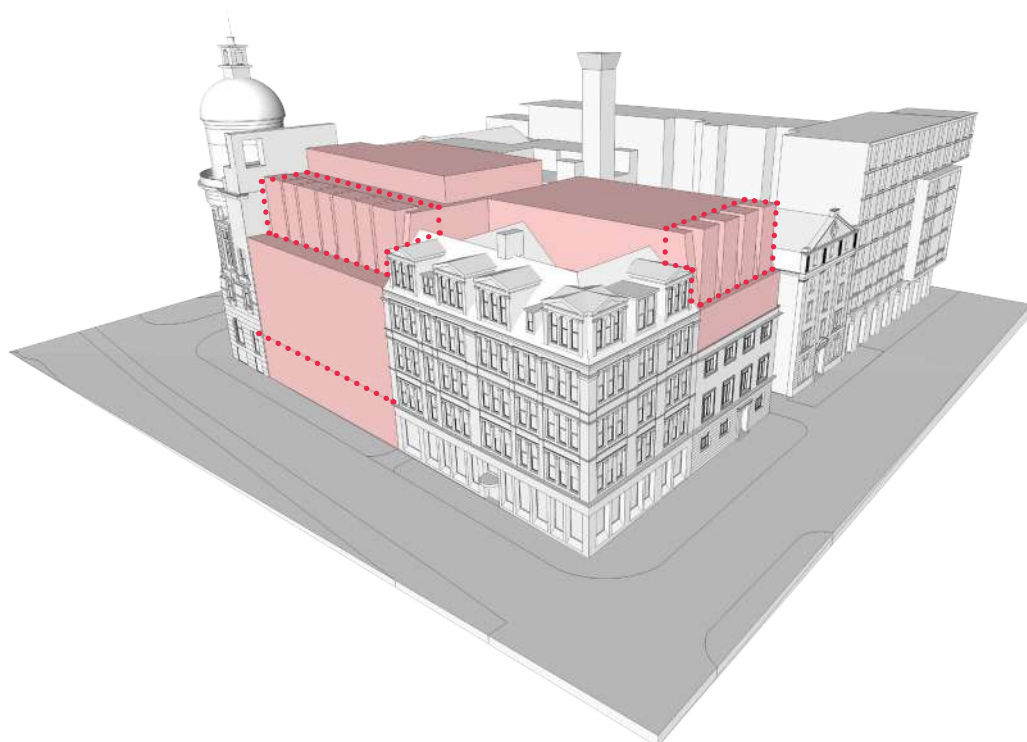
Massing 01 - Existing Demolitions



Massing 02 - Extruding Volume



Massing 03 - Defining Datums



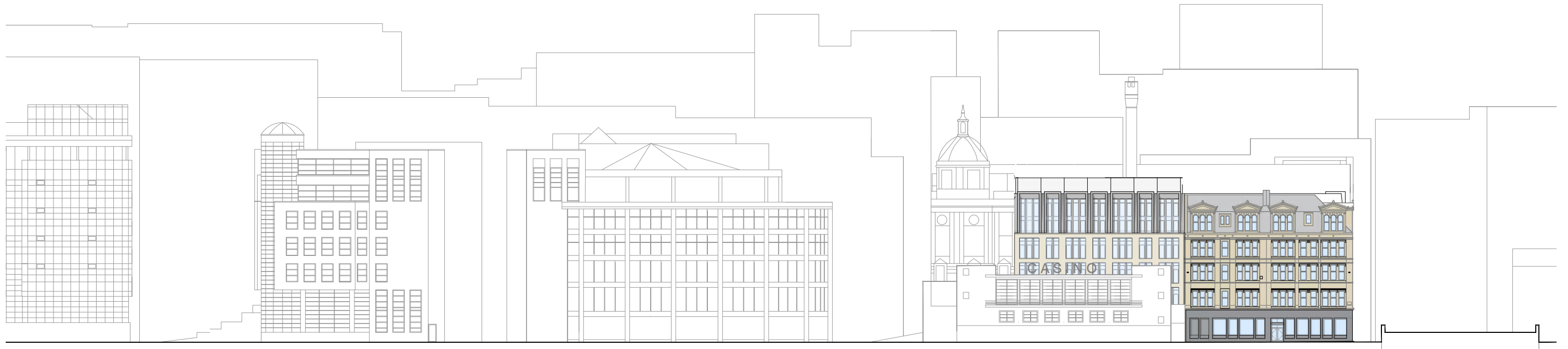
Massing 04 - Articulate Facade

Streetscape

The following elevations show the proposals within the streetscape context.



Proposed Oswald Street Elevation



Proposed Broomielaw Elevation

Key Views

Following review of the site and surrounding area, Icen Heritage & Townscape have identified the accompanying 5 viewpoint locations to consider the overall visual impact of the proposed development on heritage and townscape. These views consider the crucial locations to understand the relationship with: relevant heritage assets, including the Category B listed buildings on site and the Category A listed Clydeport Building; the position of the Site along the River Clyde and openness along the river valley; and the existing townscape. These views are utilised to understand the visual change introduced by the introduction of additional and infill massing of the urban block.

These viewpoint positions are:

- View 1 – Junction of Broomielaw and Oswald Street
- View 2 – George the Fifth Bridge
- View 3 – Clyde Place
- View 4 – Broomielaw, River Embankment
- View 5 – Oswald Street, looking south

The overall increase in massing and infill, particularly along Broomielaw introduces a more consistent and strengthened urban block. The townscape fronting onto the River Clyde would become more consistent and the proposed massing is considered contextual to the immediate and wider built environment. Complete assessment on the impacts to heritage and townscape should be referred to in the THVIA report produced by Icen Projects.



Key View 01



Key View 02



Key View 03



Key View 04



Key View 05

Planning Policy Context

The Glasgow City Development Plan (‘the CDP’) was adopted on 29th March 2017. It sets out the Council’s land use strategy and provides the basis for assessing planning applications. Each policy in the CDP has a corresponding piece of Supplementary Guidance (with the exception of Policy CDP2 Sustainable Spatial Strategy). The Supplementary Guidance documents (SG) provide further detail in relation to each of the CDP policies.

The key aims of the CDP are to create and maintain a healthy, high quality place and to develop a compact city form that supports sustainable development. The CDP sets out a strategy that seeks to deliver the following four strategic outcomes:

- A vibrant place with a growing economy;
- A thriving and sustainable place to live and work;
- A connected place to move around and do business in; and
- A green place

The site is not subject to any specific CDP allocations. The following designations apply to the site:

- City-wide policies CDP1 Place Making and Policy CDP2 Sustainable Spatial Strategy cover this site;
- Located within the International Financial Services District (IFSD) Strategic Economic Investment Location (SEIL);
- Located within the City Centre SEIL;
- Located within the Central Conservation Area;
- Category B Listed Building

The Planning Statement demonstrates how the proposals meet the terms of the policy framework set out in the CDP. The proposed development is of an appropriate form and scale and will make a positive contribution to the surrounding area while protecting and enhancing the historic environment. A summary of the relevant CDP policies is provided below.

CDP1 - The Placemaking Principle

Policy CDP1 applies to all development proposals across the city. This Policy aims to improve the quality of development taking place in Glasgow by promoting a design-led approach. This will contribute towards protecting and improving the quality of the environment, improving health and reducing health inequality, making the planning process as inclusive as possible and ensuring that new development attains the highest sustainability levels.

CDP2 – Sustainable Spatial Strategy

Policy CDP2 aims to influence the location and form of development to create a ‘compact city’ form which supports sustainable development. It will also help to ensure that the City is well-positioned to meet the challenges of a changing climate and economy, and to build a resilient physical and social environment which helps attract and retain investment and promotes an improved quality of life.

CDP3 – Economic Development

Policy CDP3 aims to promote the creation of economic opportunity for all the City’s residents and businesses and encourage sustained economic growth. The Policy directs development to appropriate locations and identifies where in the City economic development will be encouraged. The Plan supports development proposals that promote economic growth by directing development to the River Clyde Development Corridor and the City’s Strategic Economic Investment Locations (SEILs) including the IFSD and City Centre where the proposed development site is located.

CDP9 – Historic Environment

Policy CDP 9 aims to ensure the appropriate protection, enhancement and management of Glasgow’s heritage assets by providing clear guidance to applicants. The Council will protect, conserve and enhance the historic environment in line with Scottish Planning Policy / Scottish Historic Environment Policy for the benefit of our own and future generations. The Council will assess the impact of proposed developments and support high quality design that respects and complements the character and appearance of the historic environment and the special architectural or historic interest of its Listed Buildings, Conservation Areas, scheduled monuments, archaeology, historic gardens and designed landscapes and their settings. The Council is unlikely to support development that would have a negative impact on the historic environment.

An extract of the CDP proposals map showing the approximate site location in red is provided below:

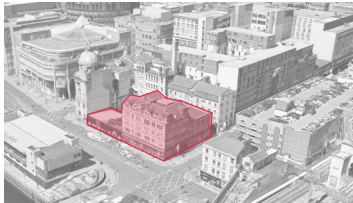





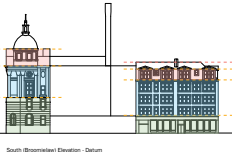



Extract from Glasgow City Development Plan (2017) Proposals Map

A meeting was held with Blythswood and Broomielaw Community Council, where members of the design team were able to answer any queries the Community Council had regarding the development. Overall the Community Council were supportive of the principle of the development.

THE BROOMIELAW HOTEL		HMH One Clyde Ltd
<h2 style="text-align: center;">HOTEL DEVELOPMENT, 56-74 BROOMIELAW AND 5-9 OSWALD STREET, GLASGOW</h2> <h3 style="text-align: center;">VIRTUAL PUBLIC CONSULTATION</h3> <h4 style="text-align: center;">MARCH 2021</h4>		
<p>HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW</p>		<p>Prepared by maac architecture + design</p>
THE BROOMIELAW HOTEL	PLANNING CONTEXT	HMH One Clyde Ltd
<p>The Glasgow City Development Plan (CDP) (2017) provides the main planning policy framework for determining planning applications within the area.</p> <p>Within the proposals map associated with the CDP (2017), the site is located within the International Financial Services District (IFSD), Strategic Economic Investment Location (SEIL) and City Centre SEIL. The site is also located within the City Centre Principal Office Area and the Glasgow Central Conservation Area.</p> <p>The proposed development seeks to sensitively convert the Category B Listed building in accordance with the provisions of policy CDPS: Historic Environment, and the requirements set out within the associated Supplementary Guidance SP9: Historic Environment. The overarching citywide policies CDP1 The Place-making Principles and CDP2 Sustainable Spatial Strategy are also applicable to the site. These policies focus on the council's expectation of designed development to enhance the qualities of place and encourage the reuse of brownfield and vacant sites.</p> <p>The proposal for an apartment at this site meets the locational criteria set out in Supplementary Guidance 20 relating to Tourist Accommodation. The site is in close proximity to the shops and services in the City Centre and is a short walk from Glasgow Central Rail Station and bus links to the wider Glasgow area, the airport and beyond.</p>		
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Planning Policy Map</p> <ul style="list-style-type: none"> Proposed Site International Financial Services District (IFSD) Strategic Economic Investment Location (SEIL) Glasgow Central Conservation Area </div> <div style="width: 50%;"> <p>Site Plan</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p>View of Oswald Street, 2018</p> </div> <div style="text-align: center;"> <p>55-56 Broomielaw (New Derwent) & Oswald Chambers</p> </div> <div style="text-align: center;"> <p>70-74 & 55-56 Broomielaw (New Derwent)</p> </div> </div>		
HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW		<p>Prepared by maac architecture + design</p>
THE BROOMIELAW HOTEL	INDICATIVE FLOOR PLANS	HMH One Clyde Ltd
<p>The hotel plan has the ground floor main entrance of The Broomielaw, leading to front of house and back of house facilities which are centred on a central circulation zone which gives access to the bedrooms on the upper floors.</p> <p>The bedrooms are arranged along The Broomielaw and Oswald Street and on the upper levels are set back from The Broomielaw to allow views of the adjacent Dome on the Clydeside Building.</p>		
<div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>Ground Floor</p> </div> <div style="width: 45%;"> <p>Upper Floor</p> </div> </div> <div style="margin-top: 10px;"> <p>KEY</p> <ul style="list-style-type: none"> Front of House/ Commercial Spaces Back of House Guest Rooms/ Accessible Rooms Plant and Services Circulation </div> <div style="text-align: right; margin-top: 10px;"> <p>Typical Floor</p> </div>		
HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW		<p>Prepared by maac architecture + design</p>

<p>THE BROOMIELAW HOTEL</p>	<p>WELCOME TO OUR PUBLIC CONSULTATION EVENT</p>	<p>HMM One Clyde Ltd</p>
<div data-bbox="1510 325 1653 415"> <p>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 Conversion of existing buildings and erection of new build apart hotel with licensed premises, restaurant and meeting room facilities and associated works (Sui Generis) at the corner site of 56-74 Broomielaw and 5-6 Oswald Street, Glasgow.</p> <p>We are keen to gain views of the public and interested parties and welcome any feedback on the proposed development.</p> <p>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 representative to the planning authority.</p> <p>It is proposed that an application for full planning permission and Listed Building Consent for the proposed development would be submitted to Glasgow City Council later this year.</p> </div> <div data-bbox="1665 325 2142 659"> <p>Location Plan</p> </div> <div data-bbox="1510 690 1602 720"> <p>HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW</p> </div> <div data-bbox="2065 690 2151 720"> <p>Prepared by mmhc architecture + design</p> </div>		
<p>THE BROOMIELAW HOTEL</p> <p>We have set the new building heights at six stories to tie into the adjacent buildings to the West and North of the development. The upper floors are recessed in response to the strong horizontal datum set by the adjoining streets. Line and the desire to remain subservient to the Cityport Building whilst also completing its exposed gable.</p> <p>The proposed design has been further developed to revive the classical language of the adjacent properties by adopting the established rhythms and details. The facade presents a 2-3-2 vertical rhythm subdivided by horizontal elements which are set out to align with the dormers of Oswald Chambers.</p> <p>The recessed upper floors are allowed to be more expressive vertical elements in a lighter material in reference to the expressed dormers and triangular dome of the surrounding roofscape.</p>	<p>INDICATIVE PROPOSALS</p> <div data-bbox="1665 856 1908 1010"> <p>Massing - Aerial View</p> </div> <div data-bbox="1914 856 2142 1010"> <p>Massing - Oswald St / Broomielaw corner</p> </div> <div data-bbox="1665 1024 1908 1161"> <p>Massing - Broomielaw looking East</p> </div> <div data-bbox="1914 1024 2142 1161"> <p>Typical Section</p> </div>	<p>HMM One Clyde Ltd</p> <p>Prepared by mmhc architecture + design</p>
<p>THE BROOMIELAW HOTEL</p>	<p>INDICATIVE VISUALISATIONS</p> <div data-bbox="1525 1383 2142 1694"> </div>	<p>HMM One Clyde Ltd</p> <p>Prepared by mmhc architecture + design</p>

<p>THE BROOMIELAW HOTEL</p>	<p>SITE CONTEXT</p>	<p>HMH One Clyde Ltd</p>
<p>The site is bounded by the Broomielaw to the South, the Clydeside Building to the West and Oswald Street to the East.</p> <p>The Broomielaw thrived with the industrialisation of the Clyde, with shipbuilding, docks and trade creating a dense urban streetscape along the Broomielaw.</p> <p>Oswald Chambers is a B1 Listed five storey building which sits on the prominent corner of the Broomielaw and Oswald Street. The remainder of the site to the west is currently vacant forming a gap site between Oswald Chambers and the Clydeside Building.</p> <p>The main entrance to Oswald Chambers is off the Broomielaw to the South with further access off the rear lane.</p>	 <p>Aerial View South-East</p>  <p>Aerial View South-West</p>  <p>View from Broomielaw (South-East)</p>  <p>View from Oswald Street (North-East)</p>	<p>HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW</p> <p>Prepared by: HMMK architecture + design</p>
<p>THE BROOMIELAW HOTEL</p>	<p>INDICATIVE PROPOSALS</p> <p>The South elevation has two existing buildings that follow the traditional neoclassical style, so presented in Glasgow: the Clydeside Building, being a particularly ornate and fine example.</p> <p>Both buildings have a similar language of an Ashlar base, geometrically arranged fenestration with classical features and an ornate entablature.</p> <p>These existing lines establish strong vertical and horizontal rhythms with a number of datums being described by both buildings.</p> <p>This rhythm continues along the building on Oswald Street as it steps down into a three storey building.</p>  <p>South (Broomielaw) Elevation</p>  <p>East (Oswald Street) Elevation</p>  <p>South (Broomielaw) Elevation - Datum</p>  <p>East (Oswald Street) Elevation - Datum</p>	<p>HMH One Clyde Ltd</p> <p>HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW</p> <p>Prepared by: HMMK architecture + design</p>
<p>THE BROOMIELAW HOTEL</p>	<p>NEXT STEPS</p> <p>HOTEL DEVELOPMENT, 56-74 BROOMIELAW AND 5-9 OSWALD STREET, GLASGOW</p> <p>WHERE ARE WE NOW?</p> <p>A Proposal of Application Notice (PoAN) associated with the proposed development was submitted to Glasgow City Council on the 5th January 2021.</p> <p>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.</p>	<p>HMH One Clyde Ltd</p> <p>WHAT HAPPENS NEXT ?</p> <p>We encourage you to provide feedback, in order to share any comments you may have on the proposed development, either via:-</p> <ol style="list-style-type: none"> this website (contact form), by calling 0141 465 4996 by email to thebroomielawhotel@iceniprojects.com live Q&A with the Development Team on 19:00 to 19:00 hours on Friday 10th March 2021, via the email address and phone number noted above <p>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.</p> <p>HOTEL DEVELOPMENT, BROOMIELAW, GLASGOW</p> <p>Prepared by: HMMK architecture + design</p>

Ground Floor

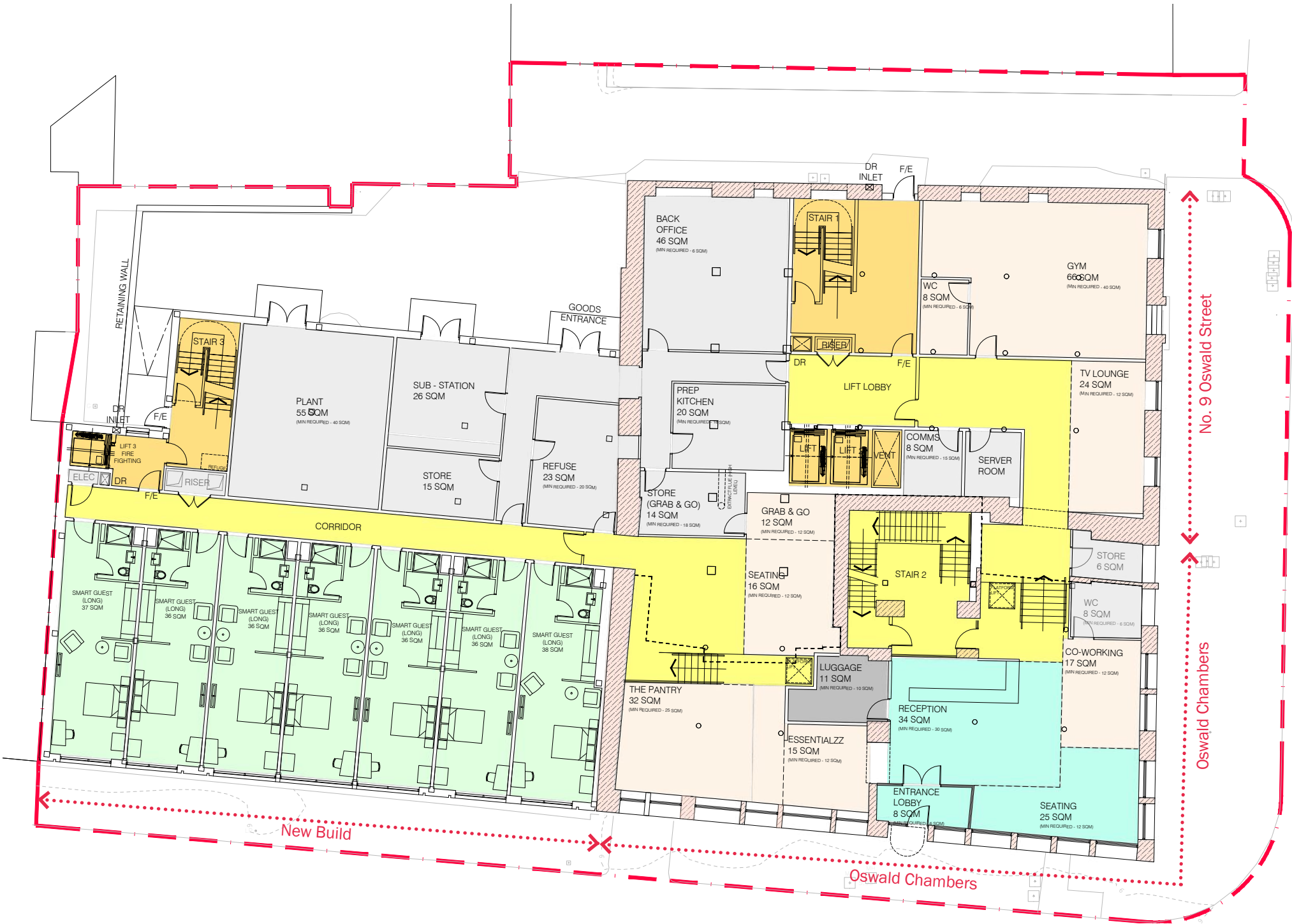
The proposed layouts have been carefully considered to utilise and preserve the existing envelope and structure of Oswald Chambers and no. 9 Oswald Street.

Ground floor level supports the main entrance and reception area with the main entrance from the Broomielaw. Internally, the front of house areas have been arranged to meet the proposed operators brand standards with public activities occurring at street level. These include: -

- Reception Area
- Public Seating
- Co-working facilities
- Self service dining area
- TV lounge
- Gym

7no. bedrooms are available on a raised ground floor for privacy from street level.

Back of house areas and fire escape routes are accessed from the rear lane.



- Key
- Circulation
 - Vertical Circulation
 - Front of House Entrance
 - Front of House Activity Space
 - Back of House
 - Smart Guest Room
 - Neo Guest Room
 - Liberty Guest Room
 - Grande Guest Room
 - Accessible Guest Room

Ground Floor Plan

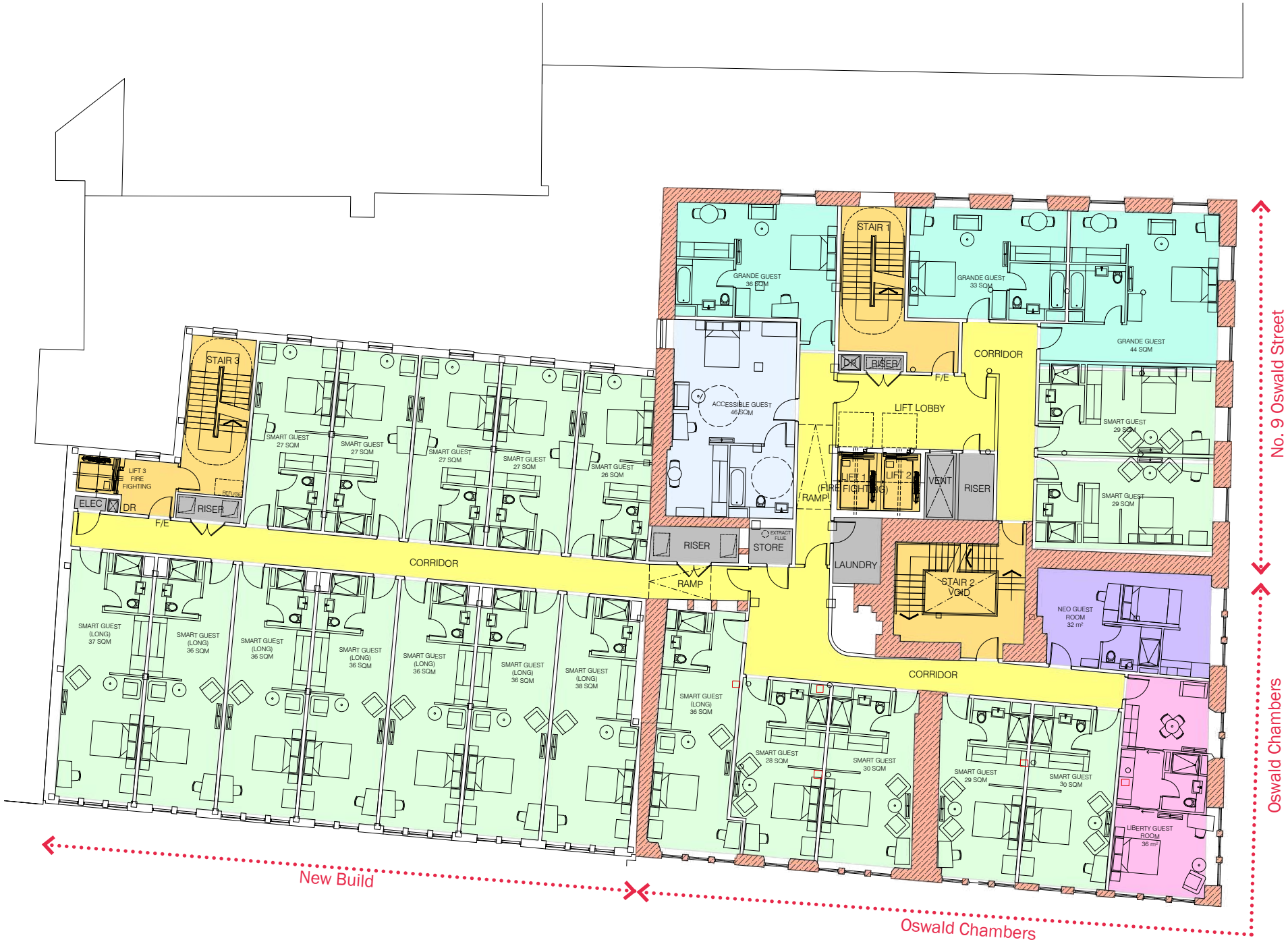
First to Third Floor

The typical floor plan shown opposite provides a mixture of room types and sizes as required by the operators brief. This includes an accessible room to every floor.

Circulation cores are positioned within the existing building fabric with the existing central staircase being enhanced to provide a lightwell. An additional fire escape stair is provided within the new build proposals to comply with fire escape strategy.

Key

- Circulation
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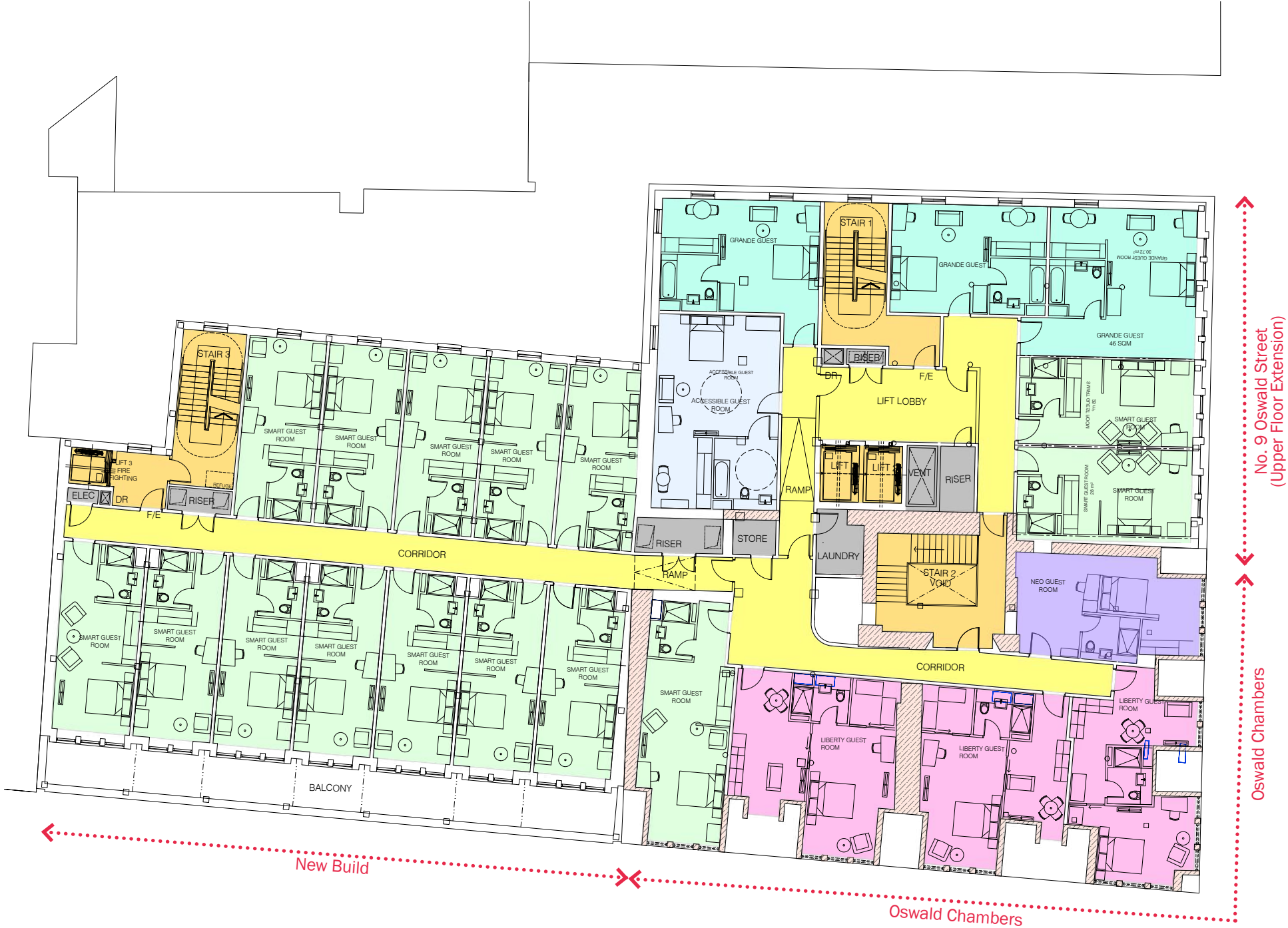
First to Third Floor Plan

Fourth Floor

The upper floor levels have been recessed to provide balconies to the bedrooms. No. 9 Oswald Street has been extended vertically by three levels. The room typologies have also been adjusted within Oswald Chambers to utilise the spatial requirements of the existing dormer windows.

Key

- Circulation
- Vertical Circulation
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Fourth Floor Plan

Fifth Floor

The topmost floor replicates the lower level layouts with the existing roofscape to Oswald Chambers remaining in place.

Key

- Circulation
- Vertical Circulation
- Front of House Entrance
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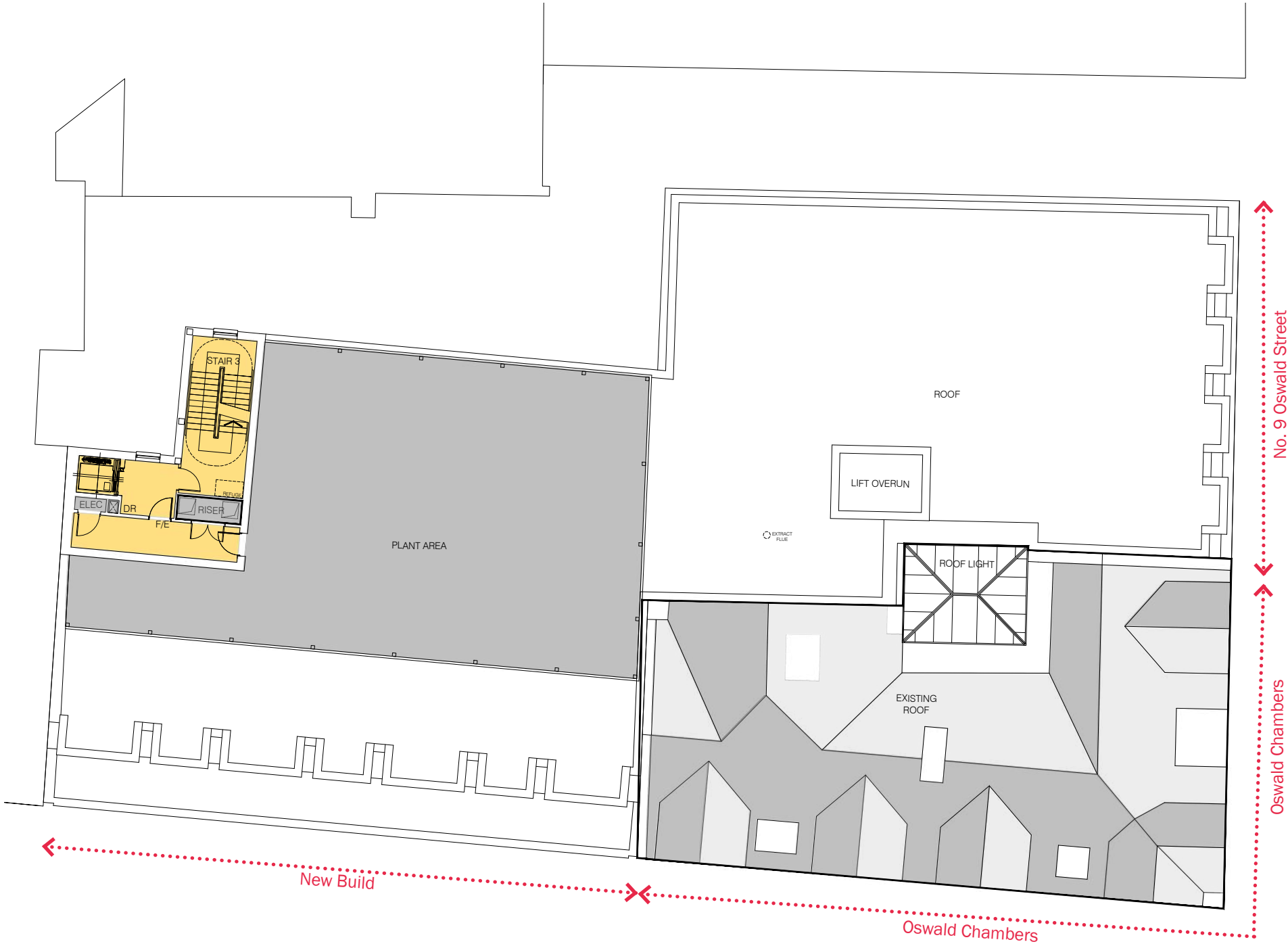
Fifth Floor Plan

Roof Level

The roof level of the new build extension will house a dedicated plant area which will be screened with acoustic louvres.

Key

- Circulation
- Vertical Circulation
- Front of House Entrance
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Roof Plan