

131 Minerva Street, Glasgow

HERITAGE, TOWNSCAPE & VISUAL ASSESSMENT | SEPTEMBER 2021

On behalf of Nevis Properties Ltd.



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Section 1

Introduction.

- 1.1 This Heritage, Townscape and Visual Assessment (HTVA) has been prepared on behalf of Nevis Properties Ltd. to assess the potential heritage, townscape and visual effects of the proposed development at 131 Minerva Street, Glasgow ('the Site'). It provides a proportionate, 'light touch' assessment (based on the limited sensitivity of the surrounding townscape and the anticipated effects) using VU.CITY to inform the assessment.
- 1.2 The Site is a heavily altered, former brass foundry building which has been converted into offices. It sits within a modern, business park development which is in the process of piecemeal redevelopment and is adjacent to Exhibition Centre Station. There are several heritage assets in the surrounding whose settings may be affected: the Site is to the south of St Vincent Crescent Conservation Area, the north of the Finnieston Crane and part of the wider townscape as seen from Kelvingrove Park Designated Garden.
- 1.3 This report will:
- Set out the methodology for this assessment and relevant legislative and policy framework within which to understand the proposed redevelopment of the Site;
 - Provide a proportionate and robust analysis of the Site and surrounding area's historic development;
 - Describe the site and identify relevant heritage assets, townscape character areas and key views;
 - Appraise the heritage significance of the Site in terms of its contribution to the settings of nearby heritage assets;
 - Analyse the townscape character of the surroundings and identified representative views (analysed in VU.CITY); and
 - Assess the potential heritage, townscape and visual effects of the proposed development.
- 1.4 The report is produced by Icenj Projects. Specifically, it is authored by Georgia Foy BA (Hons) MA, Senior Consultant and Hugo Tomassi BA (Hons), Intern with review by Laurie Handcock MA (Cantab) MSc IHBC MCIfA, Director.



Figure 1.1 Aerial image courtesy of client with Site location added by author

Section 2

**Methodology & Planning Policy
Context.**

Methodology (Heritage)

- 2.1 While the Site itself is not considered a heritage asset due to the extent of its alteration, there are several heritage assets within the wider context of the Site which may be affected by the proposed development. These are identified in Section 4.
- 2.2 Our approach to assessing significance and potential effects on the wider setting of these heritage assets is informed by best practice guidance published by Historic Environment Scotland, with particular regard to the Historic Environment Policy for Scotland (HEPS) (2019), and various documents from the 'Managing Change in the Historic Environment' series, including in particular that related to Setting (2016, updated 2020).
- 2.3 HEPS identifies that an understanding of the historic environment and its cultural significance is key to informing decisions. This understanding has been informed by fieldwork undertaken in September 2021, and a desk-based study which included review of secondary sources, Canmore, National Library Scotland, St Vincent Crescent and Park Conservation Area Appraisals, and historic mapping.
- 2.4 The potential heritage effects on the setting of assets will be considered in line with the policy and legislative considerations set out on the next pages.
- 2.7 Within this report, townscape character areas are identified and key characteristics of these areas may include:
- the context or setting of the urban area or Site;
 - the topography;
 - the grain of built form and its relationship to historic patterns of development;
 - the layout and scale of buildings, including architectural qualities, period and materials;
 - patterns of land use, past and present;
 - contributions made by vegetation, green space and water bodies;
 - contributions made by open space and the public realm; and
 - access and connectivity through and across the area.
- 2.8 Assessments of effects on visual amenity are focused on the likely effects of changes to townscape views on visual receptors, i.e. people experiencing townscape views. Considerations for selecting views include, amongst other factors: the likely maximum visibility of the proposed development; tree cover; traffic sign positions; hierarchy of viewpoint (e.g. public or semi-public access); and potential sensitivity of visual receptors.

Methodology (Townscape & Visual)

- 2.5 The townscape and visual assessment in this report is proportional to the sensitivity of the townscape and visual receptors, and nature of development. In this case, the townscape and identified views are considered to be of limited sensitivity overall which has informed a lighter touch approach to this assessment using VU.CITY software to understand the potential effects of scale and massing of the proposed development. An understanding of the architectural design of the proposal is provided by the accompanying Design and Access Statement (DAS) by Haus Collective, has informed the outcomes of this assessment and should be read concurrently.
- 2.6 There is no strict methodology for landscape and townscape character areas defined in policy or legislation. The approach to this report has been broadly informed by Guidelines for Landscape and Visual Impact Assessments (GLVIA 3, Landscape Institute, 2013), Approach to Landscape Character Assessment (Natural England, 2014) and Townscape Character Assessment Technical Information Note (TIN) 05/17 (Landscape Institute, 2018).
- 2.9 The viewpoints assessed in this report represent a spread of close and longer distance views, and the intention has been to show the proposed development at its most visible within those representative views and in its maximum conjunction with sensitive townscape and heritage receptors. Views from all directions are included, illustrating the urban relationships likely to arise between the proposed development and its surroundings, including heritage assets and other important elements of townscape.
- 2.10 The potential visual impact of development has been understood by analysing the model prepared

Sensitivity of Receptor	Magnitude of Change			
	High	Medium	Low	Negligible
High	Major Beneficial/Adverse	Major Beneficial/Adverse	Moderate Beneficial/Adverse	Minor Beneficial/Adverse
Medium	Major Beneficial/Adverse	Moderate Beneficial/Adverse	Minor Beneficial/Adverse	Negligible
Low	Moderate Beneficial/Adverse	Minor Beneficial/Adverse	Minor Beneficial/Adverse	Negligible
Very low	Minor Beneficial/Adverse	Negligible	Negligible	Negligible

Table 1: Assessment Table for the Townscape and Visual Effects

- 2.11 The written assessments of each view considers the following:
- Sensitivity of the view: taking into account both the townscape value of the view and the susceptibility of people experiencing it. This will be assessed as high, medium, low or very low;
 - Magnitude of change: an assessment of the magnitude of change in the view, assessed as high, medium, low or negligible (negligible meaning a minimal amount of change); and
 - Potential effect: a combined assessment of the sensitivity of the view and the magnitude of change, giving rise to an overall effect (bearing in mind the limitations of the VU.CITY software); and an assessment of the qualitative aspects of the design to determine if the likely resultant effect is 'beneficial', 'adverse' or 'neutral' in nature. This will be assessed as per Table 1.
- 2.12 Beneficial townscape and visual effects occur when the Proposed Development would give rise to an improvement in townscape or view quality and the visual amenity of the viewer.
- 2.13 Adverse townscape and visual effects occur when the Proposed Development would give rise to deterioration in townscape or view quality and the visual amenity of the viewer.
- 2.14 Where a fine balance occurs in the qualitative assessment, it is explained in the narrative of the relevant assessment and will be described as a 'neutral effect'. 'Neutral' is considered the centre point of the nine-point scale, as change can be considered adverse or beneficial on balance. This assessment is on occasion adopted where change or impact to the asset is identified but other benefit also delivered through the Proposed Development. The meaning of 'neutral' is distinct from the meaning of 'negligible' and these terms should not be conflated by the reader.
- 2.15 Qualitative beneficial and adverse findings are not applied to significance classifications that are found to be negligible or to represent no change.

Legislation

- 2.16 Primary legislation in Scotland regarding the historic environment is Planning (Listed Buildings and Conservation Areas Act) (Scotland) Act 1997 (as amended 2011). This allows Historic Environment Scotland to:
- list buildings of special architectural or historic interest;
 - advise on changes affecting listed buildings and conservation areas, e.g. through listed building consent.
- 2.17 These come under three categories:
- A listed: Buildings of special architectural or historical interest which are outstanding examples of a particular period, style or building type.
 - B listed: Buildings of special architectural or historical interest which are major examples of a particular period, style or building type.
 - C listed: Buildings of special architectural or historical interest which are representative examples of a particular period, style or building type.
- 2.18 Section 14 of the Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the planning authority or Secretary of State, as the case may be, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.

National Policy and Guidance

National Planning Framework 3 (NPF 3) (2014)

- 2.19 The National Planning Framework 3 (NPF 3) is a long-term strategy for Scotland providing plans for development and investment in infrastructure.
- 2.20 Chapter 4 of the framework proposes to respect, enhance and make responsible use of the natural and cultural assets. Paragraph 4.6 recognises the historic environment as an integral part of the well-being and cultural identity.

Scottish Planning Policy (2014)

- 2.21 The Scottish Planning Policy 2014 (SPP) sets out the national planning policies which reflect priorities for operation of the planning system alongside the National Planning Framework.
- 2.22 Paragraph 38 focusses on placemaking and advocates a design-led approach to creating high-quality places.
- 2.23 SPP identifies 6 qualities of well-designed places: distinctive, safe and pleasant, easy to move around, welcoming, adaptable and resource efficient.
- 2.24 Paragraph 41 requires distinctive places that draw from local features to create a sense of identity, and Paragraph 43 requires development to be welcoming by providing or accentuating landmarks to improve wayfinding and views.
- 2.25 Paragraph 137 of the SPP promotes the care and protection of designated and non-designated historic environment and its contribution to sense of place, cultural identity, social well-being, economic growth, civic participation and lifelong learning. It further enables positive change in the historic environment which is informed by a clear understanding of the importance of the heritage assets affected and ensure their future use
- 2.26 Paragraph 141 states that *'the layout, design, materials, scale, siting and use of any development which will affect a listed building or its setting should be appropriate to the character and appearance of the building and setting. Listed buildings should be protected from demolition or other work that would adversely affect it or its setting'*.
- 2.27 Paragraph 143 states that *'Proposals for development*

within conservation areas and proposals outwith which will impact on its appearance, character or setting, should preserve or enhance the character and appearance of the conservation area. Proposals that do not harm the character or appearance of the conservation area should be treated as preserving its character or appearance.'

Historic Environment Policy for Scotland (HEPS) (2019)

- 2.28 HEPS is a policy statement directing proposals that affect the historic environment. Whilst non-statutory, HEPS is a material consideration for planning proposals that might affect the historic environment.
- 2.29 Policy HEP1 states that *'decisions affecting any part of the historic environment should be informed by an inclusive understanding of its breadth and cultural significance.'*
- 2.30 Policy HEP2 states that *'decisions affecting the historic environment should ensure that its understanding and enjoyment as well as its benefits are secured for present and future generations.'*
- 2.31 Policy HEP3 states that *'plans, programmes, policies and strategies, and the allocation of resources, should be approached in a way that protects and promotes the historic environment. If detrimental impact on the historic environment is unavoidable, it should be minimised. Steps should be taken to demonstrate that alternatives have been explored, and mitigation measures should be put in place.'*
- 2.32 Policy HEP4 states that *'changes to specific assets and their context should be managed in a way that protects the historic environment. Opportunities for enhancement should be identified where appropriate. If detrimental impact on the historic environment is unavoidable, it should be minimised. Steps should be taken to demonstrate that alternatives have been explored, and mitigation measures should be put in place.'*
- 2.33 Policy HEP5 states that *'decisions affecting the historic environment should contribute to the sustainable development of communities and places.'*
- 2.34 Policy HEP6 states that *'decisions affecting the historic environment should be informed by an inclusive understanding of the potential consequences for people and communities. Decision-making processes*

should be collaborative, open, transparent and easy to understand'.

Managing Change in the Historic Environment Guidance Notes: Setting (2016)

- 2.35 This note sets out the principles that apply to developments affecting the setting of historic assets or places, including scheduled monuments, listed buildings, Inventory historic gardens and designed landscapes, World Heritage Sites, conservation areas, historic battlefields, Historic Marine Protected Areas and undesignated sites.
- 2.36 It states that where development is proposed it is important to, assess this impact in a three stage approach:
- identify the historic assets that might be affected by the proposed development;
 - define the setting of each historic asset by establishing how the surroundings contribute to the ways in which the historic asset or place is understood, appreciated and experienced; and,
 - evaluate the potential impact of the proposed changes on the setting, and the extent to which any negative impacts can be mitigated.
- 2.37 It further states that:
- 'If proposed development is likely to affect the setting of a key historic asset, an objective written assessment should be prepared by the applicant to inform the decision-making process. The conclusions should take into account the significance of the asset and its setting and attempt to quantify the extent of any impact. The methodology and level of information should be tailored to the circumstances of each case.'*
- 2.38 Where the assessment indicates that there will be an adverse impact on the setting of a historic asset or place, even if this is perceived to be temporary or reversible, alterations to the siting or design of the new development should be considered to remove or reduce this impact.
- 2.39 The most effective way to prevent impacts on setting is during site selection and early design. Any mitigation and enhancement proposals should be discussed as part of the pre-application process.

Local Policy and Guidance

Clydeplan Strategic Development Plan (2017)

- 2.40 Section 25 of the Town and Country Planning (Scotland) Act 1997 states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise. The development plan in respect of the site comprises the approved Clydeplan Strategic Development Plan (July 2017) and the adopted Glasgow City Development Plan (March 2017).
- 2.41 The Clydeplan Strategic Development Plan ('the SDP') was approved in July 2017. The SDP's vision for the Clydeplan area is to create a resilient, sustainable compact city region attracting and retaining investment and improving the quality of life for people. Policy 4 of Clydeplan 'Network of Strategic Centres' recognises the social and economic significance of Glasgow City Centre and its diverse range of core functions that sets it apart from other strategic centres in the city region.

Glasgow City Development Plan (2017)

- 2.42 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.
- 2.43 Policy CDP1 'The Placemaking Principle' requires development to meet the 6 principles of design outlined in SPP: distinctive, safe and pleasant, easy to move around, welcoming, adaptable and resource efficient. A design-led approach should be adopted to ensure the highest quality of design while protecting Glasgow's heritage.
- 2.44 Policy CDP9 is the relevant policy covering the historic environment alongside supplementary guidance contained in SG9.
- 2.45 Policy CPD9 states that:
The Council will protect, preserve and, where appropriate, conserve and/or enhance the historic environment, in line with Scottish Planning Policy, Historic Environment Scotland Policy Statement, and this policy together with associated supplementary guidance (SG), for the benefit of our own and future generations. For clarity, historic environment encompasses, in this context, world heritage sites,

listed buildings, conservation areas, scheduled monuments, archaeological sites, Inventory and non-Inventory gardens and designed landscapes and Inventory battlefields.

- 2.46 The Council will assess the impact of proposed developments that affect historic environment features and/or their settings according to the principles set out in relevant SG. The Council will not support development that would have an adverse impact on the historic environment, unless SG criteria are fully satisfied.

Supplementary Guidance on Placemaking SG1 (June 2018)

- 2.47 This guidance provides further detail on the requirements of Policy CDP1 on achieving high-quality design appropriate to its context.
- 2.48 It also includes guidance on tall buildings at paras.5.16-5.26. which defines a tall building as one 'that significantly exceeds general building heights in the immediate vicinity and which alters the skyline' (5.16). It encourages that proposals for tall buildings be within sustainable areas (which area areas with established high density and relatively tall building form with excellent access to transport infrastructure), avoid areas of sensitive urban character (i.e. within Conservation Area), avoid interruption of strategic views or competition with established landmarks, and sensitively respond to local street conditions.

Supplementary Guidance on Historic Environment SG9 (January 2017)

- 2.49 Supplementary Guidance SG9 supports the above policy by providing guidance on the Historic Environment. *It 'seeks to protect the character and setting of Listed Buildings and enhance the character and appearance of Glasgow's Conservation Areas'*
- 2.50 The guidance states at 2.16, with respect to Conservation Areas:
All proposals for new development in, or affecting the setting of Conservation Areas, must:
a) preserve and enhance the special character and appearance of the area and respect its historic context;
b) be of a high standard of design, respecting the local

architectural and historic context and use materials appropriate to the historic environment;

c) protect significant views into, and out of, the area;

d) retain all existing open space, whether public or private, which contributes positively to the historic character of the area; and

e) retain trees which contribute positively to the historic character of the area.

Section 3

Historic Development of the Site and Surroundings.

3 | Historic Development of the Site and Surroundings

The Wider Surrounding Area

Pre-Industrialisation

- 3.1 Prior to the 19th century, most of the surrounding land formed part of the Stobcross estate and consisted of farming pasture. The ownership of the estate was first held by the Anderson family, who built Stobcross House, and later by John Orr who acquired the landholding during the mid-18th century.
- 3.2 As with many small hamlets that populated the lands around Glasgow's centre, Stobcross' 18th century development was largely the result of its successes as a cotton textile industry.
- 3.3 By the 1750s the Orr family were one of the largest contributors to this economy and helped advance Glasgow towards the position of Britain's largest cotton centre by the 1770s.

Industrialisation

- 3.4 During the 19th century, however, the area east of Glasgow benefited from new technological advances which facilitated the development of lucrative markets based on the exploitation of local coal and iron resources.
- 3.5 Consequently, Glasgow's mercantile proficiency and reputation grew exponentially in the early-mid 19th century. The existing quays, such as Broomielaw, were becoming unfunctionable as a result of the increased demand. Consequently new trading centres like that of Anderston were established in the east which increased trading capacity.
- 3.6 Industrial trade began to compete with the pre-existing cotton industry and eventually superseded it. By the closing quarter of the 18th century the cotton trade had decline to a level beyond resuscitation and lost recognition as the main economy.
- 3.7 Subsequently, engineering trades and shipbuilding becoming an increasingly important and dominant economic driving force.

- 3.8 The growth in the engineering trades during the 19th and early 20th centuries led to the complete redevelopment of the surrounding area. Most significantly, the area around the wharf was transformed by the development of the Queen's Dock.
- 3.9 Originally named 'Stobcross Dock', Queens Dock's construction started in 1872 and was operational by 1877. The dock removed key features of the pre-1870s landscape, such as Stobcross House, and transformed the setting through the erection heavy infrastructure in the form of swing bridges and coaling cranes. Finnieston Crane (Category A) was constructed in 1931 and serves as a present-day reminder of the area's industrial heritage.

Post War

- 3.10 The 20th century brought further large-scale infrastructural to changes to the surrounding area. The post-war period witnessed a slump in river traffic and this steady decline eventually lead to the closing of the dock in 1969.
- 3.11 In 1977 the Dock was infilled and within 6 years construction of the Scottish Exhibition and Conference Centre, presently known as the SEC Centre, had commenced.



Figure 3.4 1878 photo of Stobcross House. (Source: National Galleries of Scotland)



Figure 3.2 Late 20th century aerial photograph of Queens Dock. (Source: Canmore)



Figure 3.3 Late 20th century photograph of Queens Dock. (Source: Canmore)

3 | Historic Development of the Site and Surroundings

The Site and Immediate Surroundings

- 3.12 Early Ordnance Survey cartography illustrates that Minerva Street did not exist in 1863. During this period the Site and its immediate surroundings were empty land adjacent to the 'Hydepark Foundry (Iron)' complex.
- 3.13 However, by the closing years of the 19th century the site and its immediate surroundings had been radically transformed. A new street plan enclosed the site and adjoined 'Galbraith Street', now Minerva Street, with West Greenhill Place.
- 3.14 By 1896, the Site contained a building that was functioning as a brass foundry (likely ancillary to the main Hydepark Foundry) and the area to the immediate west had been developed in to 'Stobcross Goods & Mineral Station'.
- 3.15 In 1913 the Site appears to have been largely unaltered from the previous century's original developments, except with the addition of an arched gateway through to the rear at the south of the building. However, by 1934 Galbraith Street had been renamed to Minerva Street.
- 3.16 In 1949 - 1950 the plan form of the buildings on the Site appear relatively unaltered (although this might not be an accurate reflection of internal and elevational alterations). However, the immediate surrounding now reflected the wider economic downturn with significant changes in the surroundings, for example the land to the immediate northeast of the Site was repurposed as 'Post Office Vehicle Depot'.
- 3.17 The largest alterations to the Site and surroundings appear to have occurred during the second half of the 20th century. In 1994 the Site's layout had altered and perhaps a change in land division had also occurred. These changes are reflected in the appearance of the existing building which, while retaining some evidence of arched window surrounds, has been significantly altered with substantial internal alterations, replacement roof, replacement windows and doors, reduced chimney stacks, and rendered externally. By that same time, the area being significantly redeveloped with coarse grain, modern, commercial development replacing the former docks.

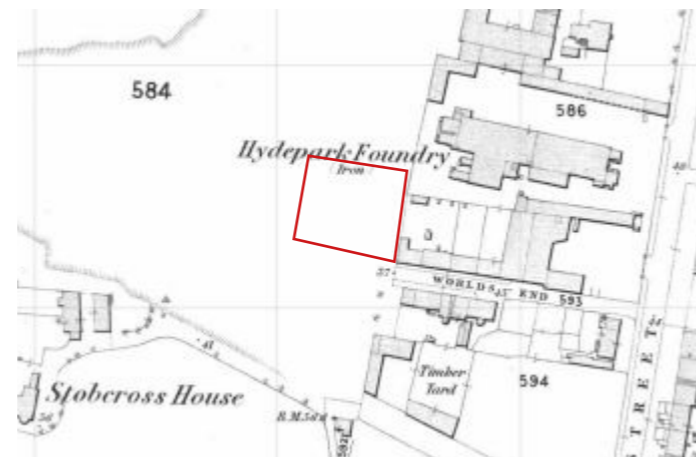


Figure 3.5 OS Map 1863 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)

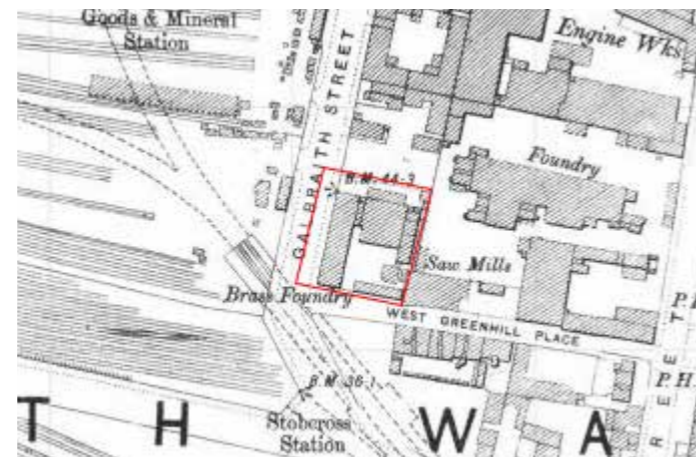


Figure 3.12 OS Map 1896 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.13 OS Map 1913 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.6 OS Map 1934 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.7 OS Map 1949-50 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.8 OS Map 1983-88 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.9 OS Map 1988-92 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.10 OS Map 1994 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)



Figure 3.11 OS Map 2003 (Source: Groundsure. Crown copyright and database rights 2018 Ordnance Survey)

Section 4

Site Description and Identification of Assets.

4 | Site Description and Identification of Assets

Site description

- 4.1 The Site is situated on the corner of Minerva Street and West Greenhill Place, adjacent to the Exhibition Centre Station.
- 4.2 The existing building at the Site is simple; a rectangular, two-storey building with a shallow pitched roof, arched window openings and short chimney stacks (likely no longer working chimneys). It has been recently rendered and painted externally. It fronts Minerva Street directly and is currently in use as offices.
- 4.3 The Site is within a block that is predominantly large, coarse grain, one-storey business park development and associated car parking. Some of these sites are vacant and subject to future development proposals.
- 4.4 To the north of the Site is the recently built, six storey G3 Square apartment building and seven storey apartment building at the corner of Minerva Street.
- 4.5 St Vincent Crescent (within the St Vincent Crescent Conservation Area) sits at the northern end of Minerva Street and comprises a mid-19th century, serpentine crescent of three and four storey terraces.
- 4.6 To the south of the Site is Exhibition Centre Station and beyond that the raised Clydeside Expressway, the SSE Hydro, its associated parking and the Finnieston Crane.
- 4.7 The wider context of the Site comprises taller development to the south and south-east which form part of the Clydeside development. These buildings have a mix of uses including apartments, offices and hotels.



Figure 4.1 View of the Site from Minerva Street looking south-east



Figure 4.3 View of the Site from West Greenhill Place looking north-west



Figure 4.5 View looking west along West Greenhill Place



Figure 4.2 View from outside G3 Square, Minerva Street, looking south



Figure 4.4 View looking north along Minerva Street



Figure 4.6 View looking south along Minerva Street

4 | Site Description and Identification of Assets

Identification of heritage assets

4.8 The following are the heritage assets in the vicinity of the Site which have been identified for assessment due to the potential effect on their settings:

- 1 - St Vincent Conservation Area (and associated listed buildings)
- 2 - Finnieston Crane/Stobcross Crane (Category A)
- 3 - Kelvingrove Designated Garden & Designed Landscape (within The Park Conservation Area)

4.9 While there are various other heritage assets in the vicinity, these will not be assessed in this report for the sake of proportionality and due to the lack of perceived effects on their setting.

4.10 While the initial footprint of the Site can be dated back to the late 19th century (after the initial Stobcross Estate development), it is not considered to be worthy of consideration as a heritage asset due to the high level of alteration meaning little remains of the original foundry besides the heavily-altered external walls (now rendered) and shape of the window openings. It should be considered within the wider context of the prevalence of surviving late-19th and early 20th century industrial heritage in Glasgow within which it is a utilitarian, heavily-altered remnant of a larger foundry complex that has negligible historic and architectural significance. As such, we have not considered the Site further as a heritage asset.

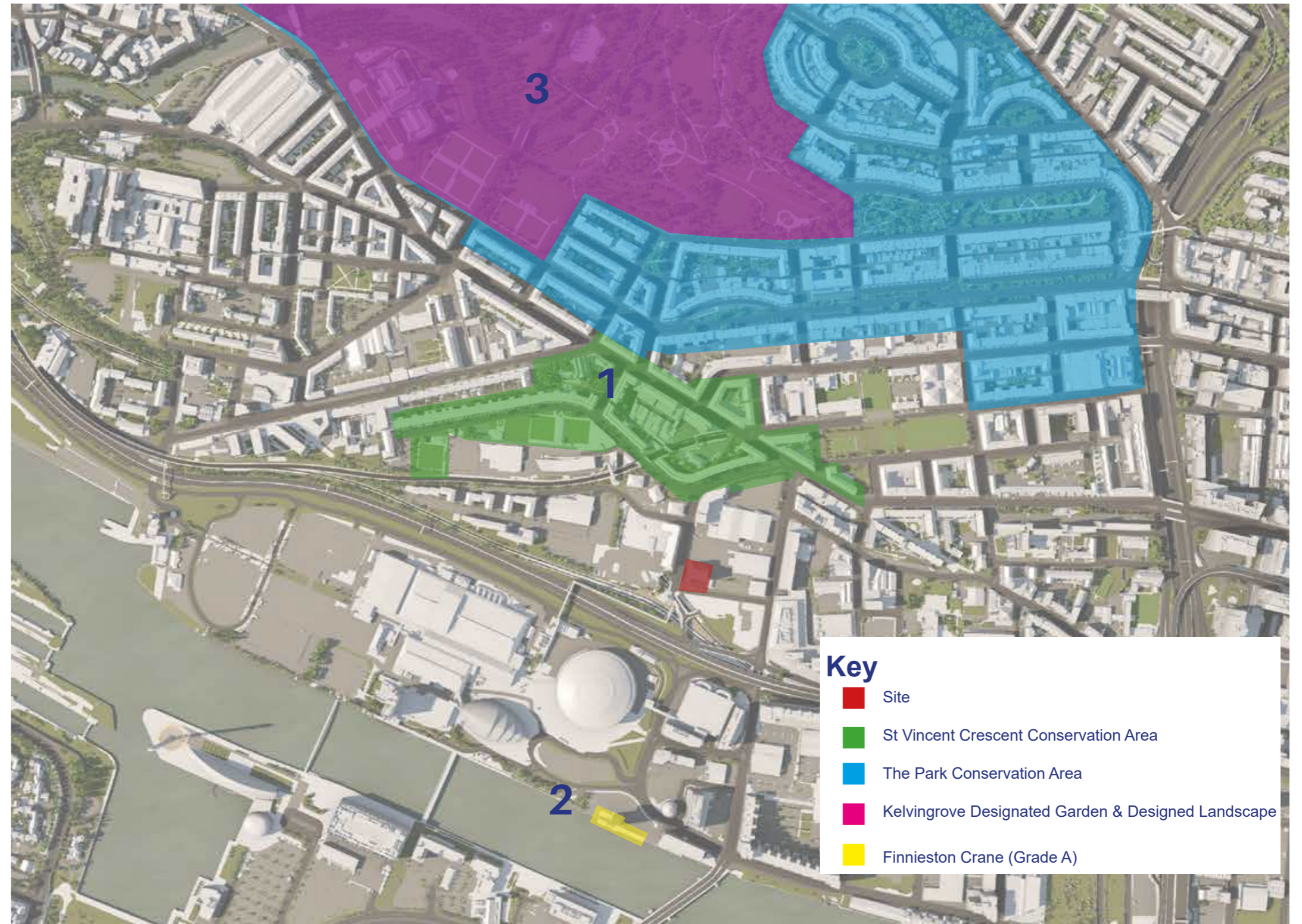


Figure 4.7 Heritage Asset Mapping

Section 5

Assessment of Significance.

5 | Assessment of Significance

St Vincent Crescent Conservation Area

- 5.1 St Vincent Crescent Conservation Area was designated in 1975 and extended in 1986. It comprises the northern part of the Stobcross Estate which was sold in the mid-19th century and divided into speculative development to the north and industrial development in the south (Queens Dock). As such, it has historic interest from its association with the Stobcross Estate and with Alexander Kirkland, the architect of terraces on St Vincent Crescent and Corunna Street.
- 5.2 It has architectural interest and high townscape value in the unified appearance of the neo-classical terraces on St Vincent Street and Corunna Crescent which have sash windows, rustication at ground floor, pedimented door surrounds and balustraded parapets. The wider Conservation Area was largely built in the late-19th century and has a more piecemeal approach to St Vincent Crescent itself, but is still largely high-quality, neo-classical terraces. The predominant building material is sandstone.
- 5.3 The Conservation Area Appraisal identifies key views along St Vincent Crescent which capture the serpentine crescent of terraces and along Minerva Street to the Finnieston Crane.
- 5.4 The setting to the south of the Conservation Area comprises a predominantly modern townscape of varied scales and massing, including taller buildings of up to 14 storeys (Lancefield Quay) and larger buildings such as the SSE Hydro.
- 5.5 Within this setting, the Finnieston Crane contributes to the southern setting of the Conservation Area due to its landmark quality terminating the view out of the Conservation Area created by Minerva Street. Notwithstanding this, the setting to the south of the Conservation Area does not, on the whole, contribute to the setting as it is predominantly modern business parks or large areas of open hardstanding with the Clydeside Expressway, SSE Hydro and Clydeside tall buildings beyond.
- 5.6 The Site itself does not contribute to the setting of the area as it is not connected to the development of the Conservation Area, nor does it relate in terms of scale or architectural character, particularly due to its heavily altered appearance.

Finnieston Crane (Category A)

- 5.7 A giant cantilever crane built between 1926-31 Cowans Sheldon and Co Ltd which is of high significance due to its prominent location, its size and because *'it symbolises more than any of the others, Glasgow's past industrial greatness'*.
- 5.8 It is one of only seven cranes to survive in Scotland and one of the only cranes not built by Arrols (a firm which constructed 40 out of 42 giant cranes in the world).
- 5.9 It has a distinct landmark quality and represents the strong industrial heritage of the area i.e. Queens Dock.
- 5.10 The setting of the Crane has fundamentally changed since the closure of the Queens Docks and now comprises a variety of uses, scales and modern and contemporary architectural styles/character. Its sits within surrounding taller and mid-rise buildings, but retains its prominence as a landmark. While both the Crane and the Site are somewhat associated with the industrial heritage of Glasgow, the Site does not contribute to the setting of the Crane due to its lack of heritage interest or any surviving industrial features. It is a small part of a much wider townscape in which the Crane is a landmark.

Kelvingrove Park Designated Garden & Designed Landscape

- 5.11 A mid- to late-19th century designed park by Joseph Paxton and Charles Wilson. It is picturesque and provides views out to wider Glasgow due to its topography and designed pathways. It has mature trees and dense tree canopies throughout
- 5.12 It is identified as being of outstanding artistic, historic, architectural and scenic interest. It has some arboricultural value and high nature conservation value.
- 5.13 Artistic interest: *'The variety and disposition of landform, combined with the architectural embellishments, layout and planting, give this site outstanding value as a work of art'*.
- 5.14 Historic interest: *'The known development of this site together with the involvement of Sir Joseph Paxton gives this site outstanding historical value'*.
- 5.15 Architectural interest: *'The landscape, combined with the buildings and statues, gives this site high architectural value'*.
- 5.16 Scenic interest: *'The views obtained from inside the park and the views into the park from outside give this site outstanding scenic value'*.
- 5.17 It sits within The Park Conservation Area; their significance is heavily interlinked as both are part of the mid-19th century Woodlands Hill development by Charles Wilson (and Joseph Paxton) which is considered in the Park Conservation Area Appraisal to be *'one of the most outstanding pieces of townscape design in Scotland'*. As such, Kelvingrove Park makes a strong contribution to the high townscape value of the area.
- 5.18 The Site does not contribute to the setting currently due to a lack of inter-visibility between the park and the Site. It is a negligible element within the wider townscape setting of the park.



Figure 5.1 View looking north-east along Minerva Street



Figure 5.2 View from St Vincent Crescent looking south along Minerva Street to Finnieston Crane



Figure 5.3 View along Park Terrace (within the Park Conservation Area) with Kelvingrove Park on the right.

Section 6

Townscape and Character Assessment.

6 | Townscape and Character Assessment

Townscape Character

6.1 The following townscape character areas have been identified:

- 1 Minerva Street/Minerva Way
- 2 St Vincent Crescent Conservation Area
- 3 Scottish Event Campus (SEC)
- 4 Finnieston Street East
- 5 The Park Conservation Area/Kelvingrove Park

6.2 A summary of the character and high townscape value of St Vincent Crescent Conservation Area and The Park Conservation Area/Kelvingrove Park is provided separately in the previous section.

Minerva Street/Minerva Way

6.3 This area is predominantly characterised by low-rise, coarse grain commercial and business park development surrounded by large, hardstanding car parks. It is well-connected as it contains Exhibition Square Station and is close to the Clydeside Expressway. Within the area, Minerva Street is a key route which creates a vista from St Vincent's Crescent to the Finnieston Crane.

6.4 Due to the large plot size and coarse grain development, the permeability of the area is generally low. Similarly, the prevalence of one-storey shed-like buildings and parking areas make the legibility of the area low. As such, the townscape is generally of poor-quality appearance and overall of very **low sensitivity**.

6.5 That being said, there has been some recent development of six and seven storey apartment buildings (i.e. G3 Square) which respond to the character of St Vincent Crescent and add visual interest to the townscape. This is an area in the process of change with the next phases of G3 Square development coming forward, the Skypark development proposed to the south of West Greenhill Place, and the potential future redevelopment of the Citroen/Peugeot car garage site.

6.6 Due to its proximity to transport infrastructure, its mid- and high-rise surroundings to the south, its emerging character and the opportunities for enhancement here, it is considered to be a sustainable area for development (as per SG1).

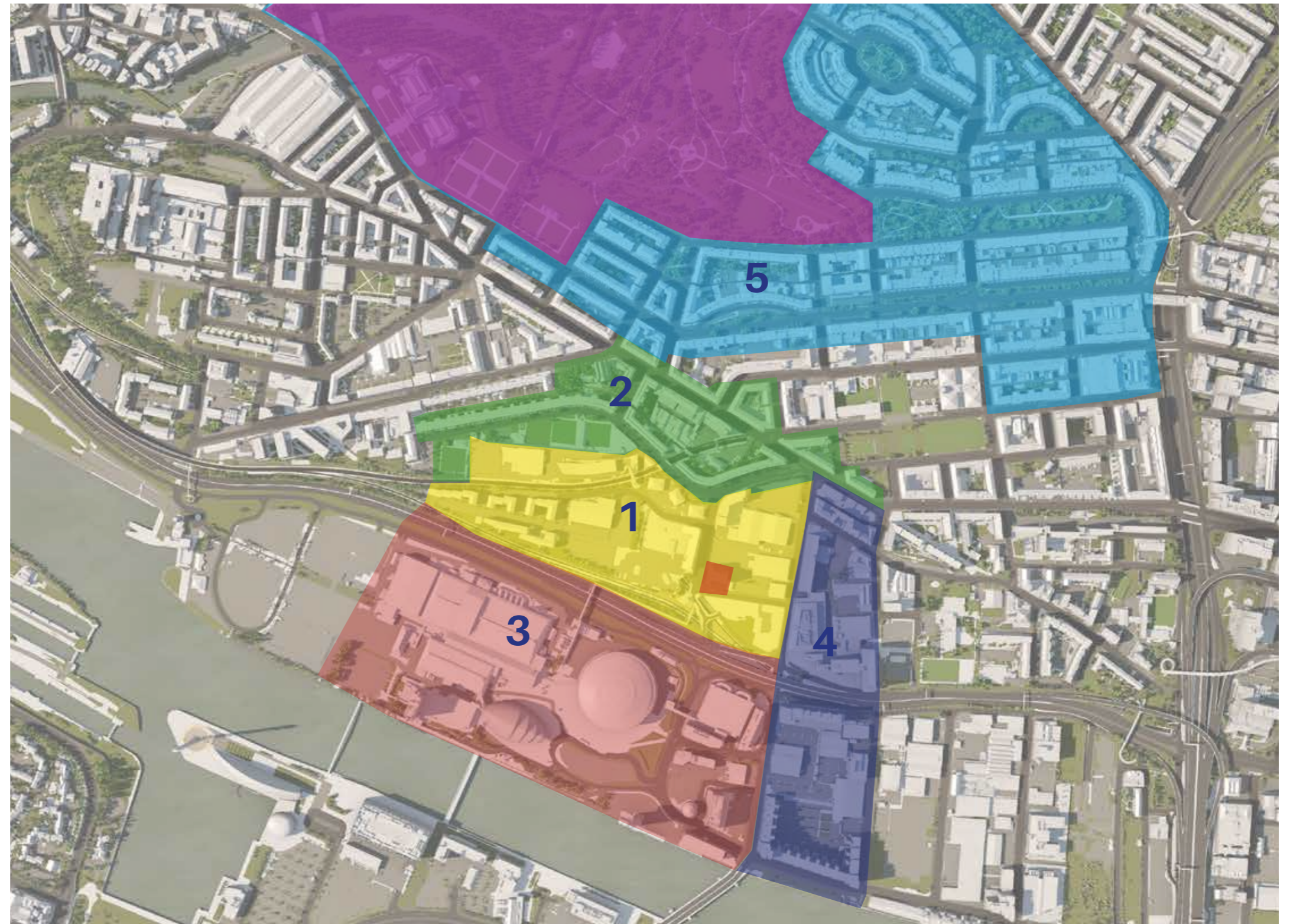


Figure 6.1 Townscape Character Area Mapping

6 | Townscape and Character Assessment

Scottish Event Campus (SEC)

- 6.7 This area is dominated by the SEE Hydro, Armadillo and associated car parking (open and multi-storey) and access roads. Other key uses include a hospital (NHS Louise Jordan) and hotels (Crowne Plaza, Radisson etc). This makes for a coarse grain townscape with taller buildings (in particular, the Crowne Plaza) and large footprints. Car parking covers much of the area and detracts from its appearance. Overall, it is of **low sensitivity**.
- 6.8 The raised Clydeside Expressway cuts through the northern part of the area and both physically and visually separates it from the townscape to the north so it feels relatively isolated from the wider area. The route network has relatively low legibility. To the south is the River Clyde and a public footpath runs along the area.
- 6.9 The landmark, Grade A-listed Finnieston Crane is a key feature of the area. Despite this, the area is predominantly a modern and contemporary townscape with few remnants of its past surviving. There are, however, glimpses of The Park seen from outside the Finnieston Crane which are framed by dominant, modern buildings in the foreground.

Finnieston Street East

- 6.10 This area has a varied but relatively tall building scale and massing (up to 14 storeys) and is higher density than the character areas to its west. It includes a mix of business, commercial and residential uses with prominent buildings being Skypark and Lancefield Quay Apartments.
- 6.11 While this area has more active frontage than its surroundings, the interiors of the blocks are predominantly car parking and there is a disconnect between the northern and southern sections of the area (dissected by the Clydeside Expressway).
- 6.12 There is a mix of architectural characters within the area from the modern towers to sporadic survivals of the area's industrial past. Materials vary from red and buff brick to glazing and grey cladding.
- 6.13 Overall, the area is of **low-medium sensitivity** with some positive townscape elements but scope for enhancement.



Figure 6.2 View looking south-east from Minerva Street with the taller elements of Finnieston Street East in the background



Figure 6.3 View from Congress Road looking north with SSE Hydro, Courtyard Building and Hydro Multistorey car park in the foreground



Figure 6.4 View looking south from West Greenhill Place with Skypark on the left and Lancefield Quay in the background



Figure 6.5 View from West Greenhill Place looking north across a car park to the rear of the business park development



Figure 6.6 View looking east along Congress Way with the Crowne Plaza in the background



Figure 6.7 View along Houldsworth Street showing Skypark, modern low-rise development and remnants of the industrial past

Section 7

Assessment of Impact.

7 | Assessment of Impact

Proposed Development

- 7.1 The proposal is for the demolition of the existing building and replacement with a ten-storey apartment building with private amenity space.

Heritage Impact

- 7.2 Given that the Site does not contribute to the setting of the identified heritage assets due to its lack of heritage value, its demolition would not affect their setting or significance.
- 7.3 The proposed development would be a notable change in scale and massing at the Site, but would be consistent with the varied scale of its surroundings which ranges from 1 to 14 storeys and would be a high-quality addition to the townscape. It would act as a transitional building between the five and six storeys at Minerva Street and the taller buildings south of the Clydeside Expressway. The increased massing of the proposal would frame the view to Finnieston Crane from St Vincent Crescent Conservation Area, without detracting from its prominence as a landmark.
- 7.4 The increased scale of the proposals is not anticipated to affect any key areas of historic skyline. Where it would be visible in some distant views (i.e. from the Park Conservation Area/Kelvingrove Park or from outside the Finnieston Crane looking north), it would be one of many taller, modern buildings in a wider townscape and part of a varied, low value townscape, as such having a negligible effect on setting. It would preserve key views of landmark heritage assets such as the Finnieston Crane which would remain prominent in the distant skyline.
- 7.5 In summary, the proposed development is anticipated to preserve the setting and significance of all identified heritage assets. It would be a high-quality addition to townscape in need of improvement.

Townscape Impact

- 7.6 The Site is considered to be an appropriate location for a taller building as it is close to transport links (Exhibition Centre Station) and the existing character of the surroundings features mid-rise and taller development. The Minerva Street/Minerva Way townscape character area is considered to be of very low sensitivity. As such, there is notable scope for enhancement of here and the emerging character of the area is anticipated to feature taller buildings,

i.e. the Skypark Development to the south of West Greenhill Place.

- 7.7 The proposal would have a medium magnitude of change as while it would be a new and taller element within the townscape, it is not considered to be a tall building necessarily as it would not be 'significantly taller' than its surroundings (as defined in SG1). The proposed height draws from the varied heights in its surroundings and its location close to the station.
- 7.8 The proposal would strengthen the corner of Minerva Street and West Greenhill Place by providing a taller element at the corner close to the Exhibition Centre Station to enhance wayfinding and legibility, as well as providing an active frontage to both streets. It would improve the visual interest of the existing Site in its design, facade articulation and use of materiality (light brick predominantly with cladding differentiating the upper storeys) and would provide a high-quality element in the wider townscape. The provision of green infrastructure in the private terraces would add to the visual amenity of the townscape.
- 7.9 The SEC and Finnieston East townscape character areas are considered to be of low and low-medium sensitivity respectively. The addition of a nine-storey element in their vicinity would add to the existing variety in scale and architectural style in the wider area (consistent with its taller, contemporary counterparts), as well as enhancing the legibility and appearance of their settings. It would have a medium magnitude of change as a new, visible but high-quality addition to the surroundings.
- 7.10 Overall, the proposal would have a minor beneficial effect on identified townscape character areas, with the exception of The Park/Kelvingrove where it would have a negligible effect.

Cumulative Impact

- 7.11 Schemes coming forward in the vicinity which may give rise to cumulative effects are: later phases G3 Square, Skypark at West Greenhill Place, the Citroen/Peugeot garage site, and the Ambassador living scheme at Lidl. While most of these proposals are not committed (except G3), the proposal is expected to be complementary to the emerging scale/character of the area (i.e. 9 storeys proposed at Skypark) and improve its sense of place and townscape value.



Figure 7.1 CGI of proposed development by Haus Collective



Figure 7.2 Example of architectural detailing by Haus Collective

Section 8

Viewpoint Assessment.

8 | Viewpoint Assessment

View Location

- 8.1 A selection of views have been identified to assess the potential visual effects of the proposed development. The views have been selected as representative of the anticipated visibility of the proposal within the local surroundings, based on topography, built form and visual sensitivity. These include key identified views from the St Vincent Conservation Area Appraisal and views from heritage assets such as Kelvingrove Park.
- 8.2 As places are experienced kinetically which cannot be represented with static viewpoints, an attempt has been made for viewpoints 1a-b, 5a-c and 7a-b to demonstrate the kinetic experience through a series of views from a similar location.
- 8.3 The following views have been identified:
- 1a-b St Vincents Crescent looking south along Minerva St
 - 2 Corunna Street looking south-east
 - 3 Argyle St looking south-west
 - 4 West Greenhill Place looking west
 - 5a-c Finnieston Crane looking north (kinetic)
 - 6 South of the Clyde looking north
 - 7a-b Kelvingrove Park
- 8.4 The visual assessment has been prepared in VU.CITY using the proposed site model prepared by Haus Collective. This assessment is designed to be proportionate to the low sensitivity of the area and to give a sense of the anticipated visual effects of the proposed scale and massing. It should be read alongside accompanying DAS which includes the architectural detailing of the building.
- 8.5 Where there is significant tree cover within the views, a proposed viewpoint has been taken with and without leaves to represent a 'summer' and 'winter' view. It should be emphasised that the level of exposure in winter views is a worst case scenario and there would likely be more branch cover in reality.
- 8.6 The city model does not yet include the recently completed G3 Square scheme. This has been modelled indicatively based on heights approved under application ref: 15/01289/DC.



Figure 8.1 View Location Mapping

8 | Viewpoint Assessment

View 1a



Existing



Proposed



Existing

This view captures the vista from St Vincent Crescent Conservation Area along Minerva Street to the Grade A listed Finnieston Crane. It is identified as a key view in St Vincent Crescent Conservation Area and therefore is of **high sensitivity** as it reinforces the historic connection between these two heritage assets. The character of the wider built environment which forms the vista is largely modern and in the process of change with the recent G3 Square development..

Proposed

The proposal would sit alongside recent five and six storey apartment buildings and would help strengthen the vista to Finnieston Crane by continuing the framing created by Minerva Street with its increased scale and drawing the eye to the Crane using its stepped form. As such, it would further the appreciation of the Crane in this view. The proposal would appear as a contextual addition to the townscape when seen against foreground development and therefore would be a **low magnitude of change**. By continuing to emphasise the Finnieston Crane, the proposal is considered to have a **moderate beneficial effect**.

8 | Viewpoint Assessment

View 1b



Existing



Proposed



Existing

This view demonstrates that the vista along Minerva Street is kinetic due to the width of the street. From this vantage point, Finnieston Crane is less well-framed and the Site is visible with taller development at the Clydeside beyond it. Although the Crane is still a prominent feature, this view gives more of a sense of the southern setting of the St Vincent Conservation Area and would be more susceptible to change. As such, it is considered to be of **medium sensitivity**.

Proposed

Similarly to view 1a, the proposal would not affect the prominence of Finnieston Crane as it would lead the eye towards it with its increased scale and stepped form, but would be set away from the Crane- reflecting the kinetic experience of this view. It would screen views out to the wider Clydeside area and would provide a high-quality architectural addition to the Minerva Street townscape (which VU.CITY does not capture). Therefore, it would be a contextual addition and would have a **low magnitude of change**, leading to an overall **minor beneficial effect**.

8 | Viewpoint Assessment

View 2



Existing



Proposed



Existing

This view is taken along St Vincent Crescent from the corner of Corunna Street (within St Vincent Conservation Area) and although not shown well in VU.CITY, it captures the contrast between the distinctive, listed terraces on the left and the lower scale, modern elements on the right. The taller building east of Finnieston Street (i.e. Skypark) are visible in the background and this street is usually characterised by a mature tree canopy. As such, it is considered to be of **medium sensitivity**.

Proposed

In winter, the proposal would be a small addition to the view with the upper elements just appearing over G3 Square, reflecting the existing background character of the view which features taller buildings. In summer, this would be largely screened by the mature trees lining the street. Therefore, the proposal would be a **negligible magnitude of change** (glimpsed only in both summer and winter) and have a **negligible effect**.



Proposed (winter)

8 | Viewpoint Assessment

View 3



Existing



Proposed



Existing

This view is dominated by commercial development of that makes a poor contribution to the appearance of the area. The foreground is the corner between Minerva Street and Finnieston Street (leading towards taller buildings to the south) which is usually characterised by a mature tree canopy. This view is considered to be of **low sensitivity**.

Proposed

The upper elements of the proposal would be visible above the poor-quality commercial development in the foreground and would sit alongside other mid-rise and taller development, both on Minerva Street and in the background. As such, this view is not sensitive to taller elements and the proposal would add visual interest due to its architectural detailing. It would be a **low magnitude of change** in winter and negligible in the summer due to tree screening. Overall, it would be a **minor beneficial effect** in winter and **negligible effect** in summer.



Proposed (winter)

8 | Viewpoint Assessment

View 4



Existing



Proposed



Existing

This view captures the poor-quality townscape of West Greenhill Place which is currently flanked by the recently demolished site to the left (the site of the proposed Skypark development) and the vacant Citroen/Peugeot garage to the right (also a potential future development site). There is little structure, visual interest or active frontage to this view currently. The view is of a varied and incoherent character with a mix of building types and scales visible. Overall, however, the view is of **low sensitivity**.

Proposed

The proposal would strengthen the corner with Minerva Street by providing a high-quality termination point for West Greenhill Place which also acts as a wayfinding marker for Exhibition Centre Station, improving the legibility of the townscape in this view. It would add increased visual interest in this view due to the high-quality architectural design and articulation of the facade (not captured in VU.CITY). It would also add activity to this view with the amenity decks, balconies and windows provided. It would be a noticeable new element adding to a varied but disparate view which would have a **medium magnitude of change**. Overall, the proposal would have a **minor beneficial effect** on this view and one that will likely be strengthened in the future by potential development along West Greenhill Place.

8 | Viewpoint Assessment

View 5a



Existing



Proposed



Existing

This view is taken from outside the Finnieston Crane looking north. The foreground is characterised by large, prominent buildings of the SEC such as: the SSE Hydro, the Courtyard Hotel and the multistorey car park behind it with its link bridge to the SSE being a central feature (NB. this is less bulky than shown in VU.CITY). In the background of the view, there are glimpses of distant landmark buildings (i.e. the Grade B-listed Tron Church) as well as the five and six storey buildings which sit at the corner of Minerva Street and St Vincent Crescent. While there are glimpses of landmark buildings in the background, this view is of **low sensitivity** due to the disjointed and dominant foreground. A visual receptor is unlikely to be expecting visual amenity when moving through this area..

Proposed

The proposal would add a distinctive new element to the background of the view, partially screened by intervening elements. It would have a **medium magnitude of change**. While it would be seen alongside other landmark buildings such as the Tron Church spire, it would also be seen alongside other taller, contemporary buildings which characterise the background of this view (i.e. G3 Square) and the dominant foreground buildings of the SEC. This is not considered to be a location where visual amenity would be expected nor a key vantage point of these landmark buildings (particularly as travel through this part of the area is largely by car rather than foot) therefore the proposal would not harm their wider appreciation within the West End townscape. On balance, the proposal would have a **neutral effect** on this view.

It should be taken into consideration here and at views 5b-c that the background of this view is likely to see significant change as development come forward in the vicinity.

View 5b



Existing



Proposed



Existing

This view demonstrates the kinetic experience from this vantage point. Moving slightly to the west from view 5a, the view is still dominated in the foreground by the SEC buildings, specifically the SSE Hydro and associated multistorey car park with the raised Clydeside Expressway abruptly dividing the foreground and background of the view. Now, however, further distant landmark buildings can be glimpsed such as the Grade A-listed Trinity College tower. Similarly to view 5a, while there are glimpses of landmark buildings in the background, this view is of **low sensitivity** due to the disjointed and dominant foreground. This does not represent a key viewing point of these West End buildings within Glasgow.

Proposed

The proposal would be a noticeable element but would be seen alongside these landmark buildings and existing modern development on Minerva Street. Overall a **medium magnitude of change**. There may be some screening effects of the Tron Church spire here as the viewer moves west. However, as with view 5a, this is not considered to be a location where visual amenity would be expected nor a key vantage point of these landmark buildings therefore the proposal would not harm their wider appreciation within the West End townscape. The proposal would be characteristic of the variety in the background of this view and would add a high-quality, well-articulated building to the townscape (architectural rendering not captured in VU.CITY). It is considered to be an appropriate location for a taller element as a wayfinding marker for Exhibition Centre Station seen from outside the Exhibition Centre. Overall, the proposal would have a **neutral effect** on this view.

View 5c



Existing



Proposed



Existing

This view further captures the kinetic experience moving west along Congress Way. From this vantage point, the SSE Hydro begins to block views to the landmark buildings in the background of the view and the Skypark development on Finnieston Street becomes visible. Similarly to views 5a and 5b, while there are glimpses of landmark buildings in the background, this view is of **low sensitivity** due to the disjointed and dominant foreground. This does not represent a key viewing point of these West End buildings.

Proposed

The proposal would join the SSE Hydro in screening the landmark buildings somewhat. The Tron Church spire would be blocked, however Trinity College would remain visible. It would have a **medium magnitude of change** as a noticeable new element but at a similar scale to wider townscape. However, as with views 5a and 5b, this is not considered to be a location where visual amenity would be expected nor a key vantage point of these landmark buildings therefore the proposal would not harm their wider appreciation within the West End townscape. When taken in the context of the whole view, the disjointed townscape in the foreground detracts from the overall visual amenity. The proposal would appear consistent with the scale of the Skypark development and would have an overall **neutral effect**.

8 | Viewpoint Assessment

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View 6



Existing



Proposed



Existing

This view across the River Clyde captures the wider context of the Finnieston townscape. The key features of this view are the SEC (especially the SSE Hydro) and the Finnieston Crane due to their size, landmark quality and position in the foreground. There are brief glimpses of the cluster of landmark West End buildings in the background of the view. As with views 5a-c, this is a kinetic view and this glimpse would be relatively fleeting before it would be screened by either the SSE Hydro or the multistorey car park. The amenity of the River as well as adds visual interest and visual receptors would likely expect some visual amenity along the riverside public footpath meaning it is of **medium sensitivity**, although there are some detracting features such as the Clydeside Expressway and the Congress Way streetscape.

Proposed

The proposal would be visible, partially screened behind the SSE Hydro. When seen from this context, it forms a step down in height from the SSE Hydro and frames the view of Trinity College. It would also be seen in the context of the mid- and high-rise development that lines the Clydeside. As such, the increase in scale of the proposal would be consistent with the wider scale of the area and would have a **low magnitude of change** as seen as part of a wider townscape. While it does block the view of Tron Church spire from this view, moving slightly to the east would reveal it and would be part of the kinetic experience of this view. As a characteristic addition to a varied townscape, it would have an overall **neutral effect**.

As noted previously, it should be taken into consideration here that the background of this viewpoint is likely to see significant change as development opportunities come forward in the vicinity, i.e. the Skypark proposal south of West Greenhill Place.

8 | Viewpoint Assessment

View 7a



Existing



Proposed



Existing

This view from Park Crescent (within the Park Conservation Area) overlooking the designated Kelvingrove Park is of **high sensitivity** due to the dramatic topography and designed landscape of the park. As such, viewers would be expecting visual amenity. The topography provides views out to the wider cityscape which is varied in terms of scale, form and character, however the Finnieston Crane and SEC feature in the distance.

Proposed

The proposal would be visible just under the Finnieston Crane, however would not block its arm therefore would not detract from its landmark status. It would be seen as part of a wider cityscape which includes buildings of a similar height and architectural character thus would be a contextual addition. For much of the year, trees would provide a high degree of screening of views out, thus the **magnitude of change** would be **negligible** and it would have a **negligible effect** overall.



Proposed (winter)

8 | Viewpoint Assessment

View 7b



Existing



Proposed



Existing

This view is characterised by heavy tree screening from Kelvingrove Park. Views out of the park may be glimpsed in winter, however due to the density of the tree canopy, there will likely be screening effects from the branches here. If visible, the wider skyline of the city can be seen including Finnieston Crane, the tall buildings at Clydeside and landmark buildings like the Tron Church spire. This view is of **medium sensitivity** due to the amenity of the park, but lack of defined views out from this vantage point.

Proposed

The proposal would be barely visible with its upper elements just appearing above existing buildings. As such, there would be a **negligible magnitude of change** in winter and it would be entirely screened in summer due to the tree cover. Overall, a **negligible effect** in winter and **nil effect** in summer.



Proposed (winter)

Section 9

Conclusion.

9 | Conclusion

- 9.1 The Site is considered to be a suitable location (a 'sustainable area') for a taller element due to mid-rise and taller buildings being established in its surroundings, as well as its position adjacent to key transport links.
- 9.2 As summarised previously, the proposal is not considered to be a 'tall building' as it would not be significantly taller than its immediate surroundings, but rather it would sit within a variety of scales and massing in the area which range from 1 to 14 storeys. While it may be slightly taller than existing buildings on Minerva Way, this would enhance the legibility of the townscape by marking the location of Exhibition Centre Station. The upper elements would be set back from the facade and the articulation of the facade as well as the use of raised landscaped decks would add visual interest to the townscape.
- 9.3 The proposal would be sympathetic to the settings of the surrounding heritage assets: it would retain the landmark status of Finnieston Crane, it would act as a transitional building between the scale and massing of St Vincent Crescent and the Clydeside buildings; and it would be a negligible element within the setting of Kelvingrove Park when seen in the wider cityscape or - more likely - screened by trees. It draws materials and architectural cues from the local historic environment to ensure that it remains contextual and contributes to local distinctiveness.
- 9.4 The visual assessment using VU.CITY demonstrates that the proposal is anticipated to have beneficial, neutral or negligible effects on the identified visual receptors. This would be due to its high-quality design in views which have limited visual amenity, coupled with its sensitive placement in views which have higher visual amenity. It is considered to be representative of the potential emerging character of the Finnieston Area.

Summary of impact

- 9.5 In terms of heritage effects, it is considered that the proposal meets the heritage policy and legislative requirements set out in Section 14 of Planning (Listed Buildings and Conservation Areas Act) (Scotland) Act 1997, Scottish Planning Policy, Historic Environment Policy for Scotland and Glasgow City Plan Policy CDP9 as the setting and significance of all heritage assets are preserved.
- 9.6 In terms of townscape and visual effects, the assessment is summarised in Tables 2 & 3.
- 9.7 The proposal considered to meet the requirements of Scottish Planning Policy and Glasgow City Plan Policy CDP1 for placemaking and design-quality by creating locally distinctive places and 'welcoming' development by improving wayfinding.

Townscape Character Area	Summary of effects		
	Sensitivity	Magnitude of Change	Effect
1 Minerva Street/Minerva Way	Low	Medium	Minor beneficial
2 St Vincent Conservation Area	High	Summarised in heritage assessment	
3 Scottish Event Campus (SEC)	Low	Medium	Minor beneficial
4 Finnieston Street East	Low-Medium	Medium	Minor beneficial
5 The Park Conservation Area/Kelvingrove Park	High	Summarised in heritage assessment	

Table 2: Summary of Townscape Effects

View	Summary of effects		
	Sensitivity	Magnitude of Change	Effect
1a St Vincents Crescent looking south along Minerva St	High	Low	Moderate Beneficial
1b St Vincents Crescent looking south along Minerva St	Medium	Low	Minor Beneficial
2 Corunna Street looking south-east	Medium	Negligible	Negligible
3 Argyle St looking south-west	Low	Low	Minor Beneficial (winter), Negligible (summer)
4 West Greenhill Place looking west	Low	Medium	Minor Beneficial
5a Finnieston Crane looking north	Low	Medium	Neutral
5b Finnieston Crane looking north	Low	Medium	Neutral
5c Finnieston Crane looking north	Low	Medium	Neutral
6 South of the Clyde looking north	Medium	Low	Neutral
7a Kelvingrove Park	High	Negligible	Negligible
7b Kelvingrove Park	Medium	Negligible	Negligible

Table 3: Summary of Visual Effects

Appendix 1

References.

Appendix 1 | References

131 MINERVA STREET, GLASGOW

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