



DECEMBER
2023

Planning Statement

Nike Store, 20 Buchanan Street, Glasgow, G1 3LB

Iceni Projects Limited on behalf of
NIKE RETAIL BV

December 2023

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ON BEHALF OF NIKE RETAIL
BV

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Planning Statement

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1. INTRODUCTION

1.1 Icen Projects has been instructed by the NIKE RETAIL BV ('the Applicant') to prepare detailed applications for Planning Permission and Listed Building Consent for internal and external alterations at 20 Buchanan Street, Glasgow ('the Site').

1.2 The Applicant seeks planning permission and listed building consent for the following development:

- Planning Permission - *External alterations*
- Listed Building Consent - *Internal and external alterations to listed building.*

1.3 A separate application for Advert Consent has been submitted alongside the applications for PP and LBC. The proposals are classified as 'local' development in accordance with the Scottish Government Circular 5/2009: Hierarchy of Developments.

1.4 This Planning Statement is part of a suite of architectural plans / drawings submitted in support of the applications. These have been prepared by Woods Bagot.

1.5 Section 25 of the Town and Country Planning (Scotland) Act 1997 (as amended) sets out that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

1.6 The purpose of this Statement is to provide an assessment of the proposal's compliance when considered against the Development Plan and other material considerations to inform Glasgow City Council's determination of the application.

1.7 The remainder of this Statement is structured as follows:

- Section 2 – Description of the site, surroundings and relevant planning history.
- Section 3 – Details of the proposed development.
- Section 4 – Assessment of the proposed development against the Development Plan.
- Section 5 – Assessment of the proposed development against material considerations.
- Section 6 – Final conclusions.

Planning Pre-Application Enquiry

- 1.8 A formal pre-application enquiry was submitted to Glasgow City Council on 14th July 2023 and allocated the following reference number 23/01750/PRE. The Pre-application Enquiry related to the proposed internal and external alterations associated with the listed building and proposed signage.

Planning Submission

- 1.9 The application for Planning Permission and Listed Building Consent is supported by an array of supporting documents, listed as follows:
- Architectural plans (and illustrative drawings) – Woods Bagot
 - Planning Statement – Icen Projects
 - Application Forms – Icen Projects
- 1.10 A separate application for Advert Consent has also been submitted alongside the applications for PP and LBC.

2. SITE CONTEXT

Site and Surroundings

2.1 The extent of the application site is indicated within the redline boundary of the below plan:

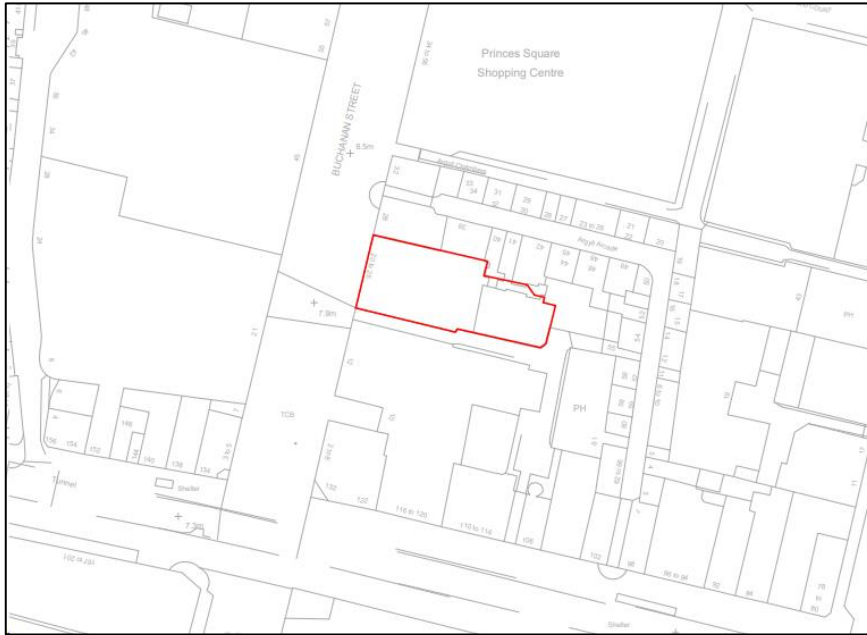


Figure 2.1: Indicative Site Location Plan

- 2.2 The proposal site comprises an existing retail which covers the Ground, 1st and 2nd Floors of 20 Buchanan Street in Glasgow City Centre and is currently in use as a retail unit let to the Nike Store. The basement level of the building is shared, while the upper floors are occupied as office use.
- 2.3 The Site is located on the eastern side of Buchanan Street at a prominent position on Glasgow's principal shopping street. The Site is located within the Glasgow Central Conservation Area and is within the City Centre Principal Retail and Commercial Area and City Centre Strategic Economic Investment Location (SEIL) as defined in the Glasgow City Development Plan (adopted 2017).
- 2.4 20 Buchanan Street is a Category B-listed building. It is bound to the south by the B-listed 16 Buchanan Street and to the north and east by the Category A-listed Argyle Arcade – there is also a passageway to the south which provides access to a public house situated to the rear of the proposal site. Any application for planning permission for internal and external alterations must therefore be accompanied by an application for Listed Building Consent.

2.5 The Site is sustainably located within the centre of the West of Scotland’s primary retail destination and is within a short walk of all key public transport nodes, including Glasgow Central and Queen Street Stations, St Enoch Subway Station and Buchanan Bus Station.

2.6 The Site forms part of Glasgow’s wider ‘Golden Z’ and, along with Sauchiehall Street and Argyle Street, forms the city’s primary retail core, home to prominent and international retailers and a variety of other commercial uses.

Planning History

2.7 A review of Glasgow City Council’s online planning register has identified the following relevant planning history for the Site at 20 Buchanan Street:

Reference	Description of Development	Decision and Date	Comments
07/04047/DC	Fabric repairs and demolition of stair enclosure	Application Approved 11 th March 2008	
07/04048/DC	Fabric repairs and demolition of stair enclosure.	Application Approved 7 th August 2008	LBC associated with 07/04047/DC
08/02179/DC	Use of basement to third floors as retail (Class 1) and use of fourth, fifth and sixth floors as offices [Class 4]and external alterations	Application Approved 29 th October 2008	
08/02180/DC	Internal and external alterations to listed building.	Application Approved 21 st November 2008	LBC associated with 08/02179/DC
09/01347/DC	Formation of six new windows on east elevation of listed building.	Application Approved 4 th November 2009	

09/01348/DC	Formation of six windows on east elevation of building.	Application approved 10 th December 2009	LBC associated with 09/01348/DC
11/00801/DC	Installation of plant at roof level.	Application Approved 31 st August 2011	
11/01181/DC	Installation of projecting sign on front elevation of listed building.	Application Approved 19 th July 2011	Advertisement Consent application for Nike Store signage and internal displays.
11/01179/DC	Display of a non-illuminated projecting sign on fascia of listed building.		LBC associated with Advertisement Consent ref: 11/01181/DC
11/00902/DC	External alterations to listed building	Application Approved 19 th October 2011	LBC
10/02478/DC	Use of third floor retail premises as office (Class 4) and formation of 5 high level windows on rear elevation.	Application Approved 3 rd December 2010	
10/02479/DC	Formation of high level windows in rear elevation of third floor of category B listed building.	Application Approved 3 rd December 2010	LBC associated with consent ref: 10/02478.DC
11/01510/DC	External alterations comprising installation of plant on roof of listed building.	Application Approved 12 th October 2011	LBC

10/02413/DC	Internal and external alterations and display of signage for category B listed building in association with retail fit out.	Application Approved 11 th November 2010	LBC associated with application ref: 10/02411/DC
10/02411/DC	Shopfront alterations to category B listed building, re-instatement of windows at ground level and formation of ventilation panels to rear.	Application Approved 11 th November 2010	
10/02412/DC	Display of signage.	Application Approved 11 th November 2010	Advertisement Consent
12/01330/DC	Internal alterations.	Application Approved 27 th August 2012	LBC

3. THE PROPOSED DEVELOPMENT

3.1 The Applicant seeks planning permission and listed building consent for the following development:

- Planning Permission - *External alterations*
- Listed Building Consent - *Internal and external alterations to listed building.*

Nike – Project Drivers and Design

3.2 Nike is extremely proud to occupy one of the landmark historical buildings on Buchanan Street. As the flagship store in Scotland, Nike wish to bring the latest and greatest Nike retail experience to Glasgow. Nike is proud to be part of this community, being an advocate for sport and wellness in mind and body for the city.

3.3 Nike is bringing their 'Rise' concept to Glasgow - currently only seen in London, Manchester and Birmingham in the UK. Nike Rise is a retail experience that is alive with the sport pulse of you and your city. A concept that is made for the future, using recycled Nike product for the fixtures and shop fitout. The experience to the consumer is connected, alive and sensorial as real-time data from the use of Nike apps and products are experienced through digital content that truly connects the store with the people of Glasgow.

3.4 To achieve this, there are some key design decisions within the fitout that the applicant wishes to highlight:

Façade

3.5 For the façade of the store, the proposed design respects the historical listing of the building by making a light refresh to the external paintwork and needed update to the entrance doors. A number of Nike Swoosh logo locations will be maintained as per the existing store.

3.6 The service desk is proposed close to the entrance of the store and therefore the design incorporates a small application of lenticular strips within this area of the façade glazing for security reasons associated with the service desk. The proposed lenticular strip is in keeping with the Rise concept as it keeps the natural light and visibility into the store from outside but helps to distract from the details behind. (Please see attached illustrative CGI). The project architects have calculated that this semi opaque material in total covers 29% of the full unit frontage (including glazed entrance recess sides and west and south facing façade). This material does not block any light but simply helps to distract.

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- 3.7 It is also noted that the existing internal set up comprises wood panelling and therefore, does not allow for views into the store. See figure 2 below.



Figure 2 - Existing Storefront with wood panel obscuring views into the storefront – Google Maps

- 3.8 These optimisations to the façade are a vast improvement on the current store façade design. As noted above, the current large timber clad fixtures block the visibility and nature light into the store. Our proposed changes will improve natural daylight for customers in the store and reduce the need for artificial light. This proposed design will improve the stores energy consumption.
- 3.9 Further detail of the proposed façade design and signage is provided in the application for Advertisement Consent.

Entrance Door

- 3.10 The store also has a recessed entrance, as part of the door refurbishment it is proposed to discreetly place a narrow digital fin within this recess to align with the Nike Rise concept. The digital element is part of the connected Nike sports pulse ecosystem that supports our Nike mantra of “Just do it” and “make sport a part of your daily habit”. The narrow digital fin would be discreetly placed inside of the façade line in response to the pre-application feedback.
- 3.11 Additionally, within the door recess, the proposal includes the replacement and installation of a stainless-steel Nike Swoosh and ‘Glasgow’ at Ground level. Please refer to Drawing A-6002 for further information.

Internal Escalator / Staircase

- 3.12 The main features of the Nike Sport Pulse ecosystem is most visible within the feature staircase void of the store where we are placing a large digital wall that connects the ground and the first floor. This is a key moment in the consumer journey whereby the activity of movement and sport within Glasgow is shared amongst the Nike visual centre and sport pulse ecosystem.

Proposed Development

- 3.13 Please refer to the submitted package of architectural plans and illustrative drawings prepared by Woods Bagot for full details of the Proposed Development. A summary of the key features of the Proposed Development is outlined below for ease of reference:

- **Internal Alterations**

- Removal of the escalator and installation of an interconnecting staircase within the existing open void;
- A redesigned interior to match with Nike RISE concept with new finishes, reflected ceiling plan and wall fixtures;
- MEP systems to be upgraded; and,
- Minor changes to layout of Ground Floor (including removal of internal walls) and 1st Floor Back of House areas to suit roller racking (2nd Floor to remain unchanged).

- **External Alterations**

- Swing entry door to be replaced to match existing due to poor condition;
- Existing façade re-painted to a dark grey;
- Installation of illuminated digital fin tape above door recess;
- Installation of illuminated signage; and,
- Removal and replacement of stainless-steel lettering on entrance recess.

- 3.14 The Proposed Development represents an exciting opportunity to ‘refresh’ the existing retail offering at a prominent location within Glasgow City Centre.

4. DEVELOPMENT PLAN ASSESSMENT

- 4.1 This section provides an overview of the key Development Plan provisions and policies as they relate to the proposed development.

The Development Plan

- 4.2 Section 25 of the Town and Country Planning (Scotland) Act 1997 (as amended) states that:

“Where making any determination under the planning Acts, regard is to be had to the development plan, the determination is, unless material considerations indicate otherwise, to be made in accordance with that plan”.

- 4.3 The Development Plan in this case comprises the approved Fourth National Planning Framework (NPF4) (2023) and the adopted Glasgow City Development Plan (CDP) (2017).

- 4.4 Unlike previous versions of the Scottish National Planning Framework, NPF4 forms part of the statutory Development Plan alongside LDPs and their adopted supplementary guidance and is a key consideration in the determination of planning applications.

- 4.5 Following its adoption on 13th February 2023, NPF4 superseded both NPF3 and Scottish Planning Policy (SPP) (2014), as well as Strategic Development Plans (SDPs) which no longer form part of the Development Plan.

NPF4 (2023)

- 4.6 NPF4 was approved by Scottish Ministers on 11th January 2023, before being formally adopted by Scottish Ministers on 13th February 2023. NPF4 is the national spatial strategy for Scotland and sets out the Scottish Government’s spatial principles, regional priorities, national developments and national planning policy.

- 4.7 In circumstances such as Glasgow’s, where the Local Development Plan has been adopted to publication of NPF4, legislation states that in the event of any incompatibility between a provision of NPF4 and a provision of an LDP, whichever of them is the later in date is to prevail.

- 4.8 Accordingly, the Proposed Development requires to be assessed against the provisions and policies of NPF4.

- 4.9 NPF4 is presented in two parts:

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- Part 1 – a National Spatial Strategy for Scotland 2045
 - Part 2 – National Planning Policy

4.10 Given the application is for local development, we consider the policies of NPF4 most relevant. We set out below how the Proposed Development complies with the relevant provisions and policies of each.

Part 1 – A National Spatial Strategy for Scotland 2045

4.11 NPF4's 'A National Spatial Strategy for Scotland 2045' sets out how future places should be planned in line with six overarching spatial principles:

- **Just Transition** - Empowering people to shape their places and ensure the transition to net zero is fair and inclusive.
- **Conserving and Recycling Assets** - Making productive use of existing buildings, places, infrastructure and services, locking in carbon, minimising waste, and building a circular economy.
- **Local living** - Supporting local liveability and improve community health and wellbeing by ensuring people can easily access services, greenspace, learning, work and leisure locally.
- **Compact urban growth** - Limiting urban expansion so we can optimise the use of land to provide services and resources, including carbon storage, flood risk management, blue and green infrastructure and biodiversity.
- **Rebalanced development** - Targeting development to create opportunities for communities and investment in areas of past decline and manage development sustainably in areas of high demand.
- **Rural revitalisation** - Encouraging sustainable development in rural areas, recognising the need to grow and support urban and rural communities together.

4.12 The purpose of the National Spatial Strategy is to inform Local Development Plans, Regional Spatial Strategies and Local Place Plans, it does not contain policies directly applicable to the decision-making process. Nevertheless, the proposal provides clear support for the National Spatial Strategy in the following ways:

- The proposal involves the continued use of an existing commercial unit within a prime retail location. Existing materials will be reused where possible;

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- The proposal will result in the continued use of a prominent retail unit within Glasgow City Centre – this will reduce the need to develop retail units in unsustainable locations, such as edge of settlement or greenfield sites.

Part 2 – National Planning Policy

- 4.13 NPF4's 'National Planning Policy' contains 33 policies which are to be used in the assessment of planning applications in order to guide decision making.
- 4.14 The following policies are considered to be relevant to the assessment of the proposed development and we provide commentary in relation to each below.
- 4.15 **Policy 1 (Tackling the Climate and Nature Crises)** gives significant weight to the global climate and nature crises when considering development proposals.
- 4.16 **Policy 2 (Climate Mitigation and Adaption)** requires development proposals to be sited and designed to minimise lifecycle greenhouse gas emissions as far as possible and to adapt to current and future climate change risks.
- 4.17 The proposal does not involve the development of new buildings or floorspace and, as such, is considered to have a lesser impact on the wider climate and nature emergencies than other forms of development.
- 4.18 As detailed above, the continued use of the site for commercial purposes will reduce demand for further commercial development in more unsustainable locations, such as greenfield sites or retail parks.
- 4.19 Notwithstanding, the development will provide a modern revamp and refit to the entire retail unit. This will include removal of the escalator and installation of an interconnecting staircase within the existing open void; redesigned interior to match with Nike RISE concept with new finishes, reflected ceiling plan and wall fixtures; and upgrade of MEP systems as required. This will increase the overall sustainability of the building, reducing energy consumption through passive and active measures. Development materials will be sustainably and locally sources where possible.
- 4.20 The proposal is considered to comply with Policy 1 and Policy 2.
- 4.21 **Policy 7 (Historic Assets and Places)** seeks to protect and enhance the historic environment assets and places, and to enable positive change as a catalyst for the regeneration of places.
- 4.22 The external alterations largely consist of replacement retail signage, with the application site continuing in its current use as a retail unit. The proposed signage will be positioned in the same

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- areas of the façade as the existing Nike Store signage, with almost no impact on the surviving historic fabric of the building. The proposed alterations have been designed to preserve and enhance surviving historic features of the listed building insofar as possible, to ensure that its special character and historic interest will be maintained.
- 4.23 In addition to the replacement signage, it is also proposed to place a narrow digital fin within the recess of the façade, above the doorway. The proposed digital fin measures no more than 150mm in height and is therefore, considered a discreet digital advertisement. As such, impacts on the wider Central Conservation Area are expected to be minimal. Moreover, the digital element will form part of the connected Nike sports pulse ecosystem that supports the Nike mantra of “*Just do it*” and “*make sport a part of your daily habit*”.
- 4.24 It is considered that the proposed internal and external alterations are considered to be relatively minor and will not detrimentally harm the existing character of the building.
- 4.25 **Policy 12 (Zero Waste)** states that development proposals will be supported where they reuse existing buildings and infrastructure; minimise demolition and salvage materials for reuse; minimise waste; use materials with the lowest forms of embodied emissions; and use materials that are suitable for reuse with minimal reprocessing.
- 4.26 The proposal involves the sustainable continued use of an existing building within Glasgow’s centrally located principal retail centre. The proposal will incorporate sustainable building practices and recycled material where possible, to minimise waste and lower the embodied emissions of development.
- 4.27 The proposal is considered to comply with Policy 12.
- 4.28 **Policy 14 (Design, Quality and Place)** seeks to encourage, promote and facilitate well designed development that makes successful places by taking a design-led approach and applying the Place Principle.
- 4.29 The proposal represents a refresh of the existing retail unit, via a series of internal and external alterations and replacement signage.
- 4.30 The existing fascia and window frames will be repainted. The proposed Black Grey paint will freshen the existing colour and it is considered acceptable for this listed building and Conservation Area. The proposed materials are simple in colour and style, and are considered to be in keeping with the wider area, where retail / commercial units form the primary ground floor use. As the proposal will involve the full refurbishment of the existing unit, it can be considered to improve the quality of the wider area.

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- 4.31 The proposal is consistent with the six qualities of successful places, as detailed in Policy 14. As discussed, the proposal will create a distinctive retail unit and frontage, resulting in an attractive commercial unit which continues to contribute well to the wider retail street scene.
- 4.32 The retail unit is sustainably located and the proposed alterations are considered to be minor in nature, ensuring that the unit continues to fully adaptable to a range of retail and commercial units, should this become necessary at a future date.
- 4.33 **Policy 27 (City, Town, Local and Commercial Centres)** aims to encourage, promote and facilitate development in our city and town centres, recognising that they are a national asset. Development proposals will be consistent with the town centre first approach, with proposals that generate significant footfall being supported in existing city, town and local centres.
- 4.34 The proposed development represents the continued use of a high footfall generating use within the principal retail location of Glasgow City Centre. The proposal will ensure that the Site remains in active retail use, with the proposed alterations allowing continued occupation by the existing tenant to safeguard the future of their operations at this prominent location.
- 4.35 The proposal complies with Policy 27.
- 4.36 **Policy 28 (Retail)** seeks to encourage, promote and facilitate retail investment for the most sustainable locations that are most accessible by a range of sustainable transport modes. Proposals for retail will be consistent with the town centre first principle.
- 4.37 The proposed development is consistent with the town centre first principle, as it proposes the continued use of an existing unit for retail within a highly desirable and prominent city centre location. No change to the retail use is proposed.
- 4.38 The development site is located in a highly sustainable location, in close proximity to a number of local and regional transport nodes within Glasgow City Centre. This ensures that the site is easily accessible via sustainable means from the majority of local and regional population centres.
- 4.39 The proposal complies with Policy 28.

NPF4 Summary

- 4.40 The Applicant has undertaken a detailed assessment of all NPF4 policies considered to be of relevance to the determination of this application. This has demonstrated the proposals accordance with the following policies:
- Policy 1: Tackling the Climate and Nature Crises

- Policy 2: Climate Mitigation and Adaption
- Policy 7: Historic Assets and Places
- Policy 12: Zero Waste
- Policy 14: Design, Quality and Place
- Policy 27: City, Town, Local and Commercial Centres
- Policy 28: Retail

Glasgow City Development Plan (2017)

- 4.41 The Glasgow City Development Plan (CDP) was adopted in 2017 and sets out the Council's vision and strategy for land use whilst also providing the basis for assessing planning applications. The policies outlined in the CDP are supported by associated Supplementary Guidance (SG) and Interim Planning Guidance (IPG).
- 4.42 In terms of site specific provisions, the site is located within the Glasgow Central Conservation Area and is within the City Centre Principle Retail and Commercial Area and City Centre Strategic Economic Investment Location (SEIL).

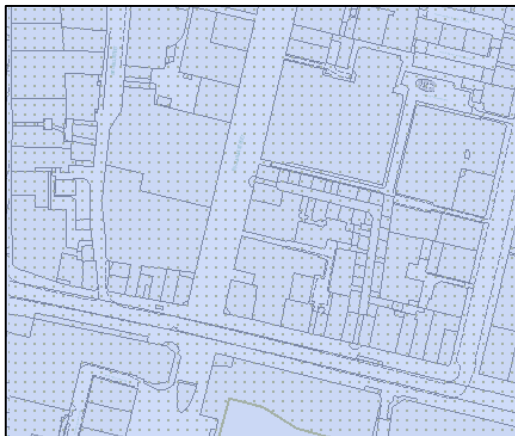


Figure 3: Glasgow CDP Site Designations

- 4.43 As previously noted, the Site comprises a Category B-listed building, which is bound to the south by a further B-listed building and to the north and east by an Category A-listed building.
- 4.44 We consider the proposed development and assess its compliance with the relevant CDP policies below:

Policy CDP1: The Placemaking Principle

- 4.45 Policy CDP1: The Placemaking Principle 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.

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- 4.46 In order to be successful, new development should aspire to achieve the six qualities of place.
- 4.47 CDP1 is supported by Supplementary Guidance 1 (SG1): Placemaking Part 1 & Part 2. Part 1 provides the context and approach of Placemaking established in Policy CDP1, while Part 2 contains detailed assessment criteria relating to physical design.

SG1: Placemaking Part 2

- 4.48 SG1: Placemaking Part 2 contains guidance in relation to proposals affecting commercial premises and specifically to alterations to shops and other commercial buildings.
- 4.49 Proposals for alterations to shops and other commercial buildings should:
- a) respect the period, style and architectural character of the building;
 - b) not detract from the historic character of a listed building or property within a conservation area, see also SG9 - Historic Environment; and
 - c) not adversely affect residential amenity as a result of noise, vibration, etc.
- 4.50 All additional fittings to commercial units and shopfronts should not detract from the visual appearance of the building by obscuring the active shop window or adding clutter to the building.
- 4.51 The proposed alterations would not have any adverse impact as a result of this proposal. It is considered that the replacement doors comprise simple design and are similar to the existing.
- 4.52 Further, the proposal includes a semi opaque film on the façade glazing. This material will be positioned internally along the upper windows of the façade, as well as the lower windows to the right-hand side of the entrance (please refer to attached plans for details). The proposed semi opaque lenticular film would be installed as 50% glass (i.e., 50% lenticular film) and in total, cover less than 29% of the total unit façade (including west facing façade; glazed entrance recess and south facing façade). While this is higher than the limit advocated for by the Council's Guidance, it should be noted that, at present, the Nike Store contains a significant section of internal wood panelling, which substantially reduces the percentage of the façade through which internal views are possible (see Figure 2). The proposed semi opaque film will instead comprise glass panels which are 50% clear, representing a significant reduction in the total obscured window space.
- 4.53 For frontage alterations, the following guidance applies:
- a) alterations to frontages should always be designed to take account of the age and style of the buildings in which they are located;

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- b) on older properties (e.g. tenements), the original fascia should be retained or, if it is concealed by a dropped fascia (see Definition), this should be removed and the original fascia reinstated. If a sub-fascia is fitted, this should be glazed (the glazing could be reflective, coloured or etched if it is hiding fittings or existing lowered ceilings). Glazing should run from the bottom of the fascia down to the pavement. A stallriser may be used;
 - c) lowered ceilings in older buildings can hide original features. In listed buildings, lowered ceilings should be removed to expose the original ceiling. Where lowered ceilings are proposed, they will only be acceptable where they are set back 1 metre behind the glass, or raked back at an angle, to avoid interruption of the glazed shopfront with an incongruous feature;
 - d) in buildings where timber-framed shopfronts are still the established pattern, then timber should be used for the framing;
 - e) if a unit extends across two adjacent buildings at different levels, then the fascia should be stepped, rather than carried through at the lower level; and
 - f) extensive use of tiles or render is discouraged.

4.54 The proposed frontage alterations represent a simple and well-designed update to the existing retail frontage. The proposal has been designed to be in keeping with the existing situation at the site and will not extend across a greater area of the fascia, or obscure any of the surviving historical features of the building.

Policy CDP2: Sustainable Spatial Strategy

4.55 Policy CDP2: Sustainable Spatial Strategy aims to influence the location and form of development to create a 'compact city' form which supports sustainable development. CDP2 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.

4.56 Policy CDP2 is supported by Supplementary Guidance 2 (SG2) which provides guidance that will emerge through the life of the CDP for priority areas identified in the Sustainable Spatial Strategy. The City Centre is outlined as one of the Strategic Development Framework (SDF) Areas on which SG2 includes advice on.

SG2: Sustainable Spatial Strategy – City Centre SDF

4.57 The Council adopted the City Centre Strategic Development Framework as Supplementary Guidance to the CDP in May 2021.

4.58 The City Centre SDF proposes a number of strategic interventions under four key themes, with the overall aim of making the centre more vibrant, liveable, connected, green and resilient.

4.59 It proposes six Strategic Place Ambitions in response to priority issues raised by stakeholders for the improvement of the City Centre, which seek to:

- Reinforce the Centre's economic competitiveness and boost vibrancy to grow prosperity for all
- Re-populate the Centre and improve liveability to ensure sustainable neighbourhoods that promote health, wellbeing and social cohesion
- Reconnect the Centre with surrounding communities and its riverside
- Reduce traffic dominance and create a pedestrian and cycle friendly centre, with improved public transport, that is healthier and cleaner
- Green the Centre and make it climate resilient with a network of high quality public spaces and green-blue infrastructure that caters for a variety of human and climatic needs
- Repair, restore and enhance the urban fabric to reinforce the City's distinctive character and celebrate its heritage.

4.60 The Proposed Development addresses the key aims of the Strategic Development Framework in the following ways:

- The development will reinforce the Centre's economic prosperity, ensuring that a prominent unit on Glasgow's principal retail street remains in active retail use, with internal and external alterations to facilitate a modern and unique retail experience.
- The proposed development represents the continued use of an existing retail unit in a highly sustainable city centre location. This will encourage continued use of Glasgow's pedestrianised shopping centre, frequently accessed via sustainable means.

4.61 To facilitate a more vibrant City Centre, the SDF advocates for the creation of more attractions across the centre and for the diversification of the experimental offer of the retail core.

4.62 The Proposed Development will assist with facilitating this aim, with the existing retail unit being refreshed and converted into what will, in effect, represent the latest iteration of Nike's concept store,

offering a unique retail and customer experience, which will sit side by side with the traditional retail offering of the unit.

- 4.63 This will assist with enabling the City Centre to remain economically competitive, in light of changing consumer habitats, with physical retail becoming part of a wider 'experience' for visitors to the City Centre as part of a wider entertainment visitor experience.

Policy CDP4: Network of Centres

- 4.64 Policy CDP4: Network of Centres aims to ensure that all of Glasgow's residents and visitors have good access to a network of centres which are vibrant, multi-functional and sustainable destinations providing a range of goods and services.
- 4.65 This will be achieved by maintaining and strengthening the role of Glasgow City Centre as the key economic driver in the West of Scotland. The City Centre represents the primary location for retail, office, commercial leisure, tourism and civic uses serving the city region as well as a national transport hub.

SG4: Network of Centres

- 4.66 Policy CDP4 is supported by Supplementary Guidance 4 (SG4): Network of Centres, which provides detailed assessment criteria in relation to the Town Centres First Principle, the role and function of the City's Network of Centres, assessments of particular types of retail and commercial development, as well as accessibility to and between centres.
- 4.67 The Guidance states that Glasgow City Centre sits at the top of the Town Centre hierarchy and its retail and commercial core is formed by the Principal Retail and Commercial Area (PRCA). The PRCA is the favoured location for large scale retail and commercial leisure development serving a city wide or larger catchment. It is also Scotland's busiest transport hub and focussing development in this area serves to maximise access to shopping and other services as well as to job opportunities.
- 4.68 The key aims of SG4 in relation to Glasgow City Centre are to support its primary retail function by promoting development opportunities for retail and commercial development.
- 4.69 The Proposed Development will ensure that an active commercial unit on Glasgow's only Level 1 Primary Retail Street (Buchanan Street – as defined by SG4) will remain in active commercial use. The store will be completely revamped and will provide a unique customer experience, which is designed to successfully complement the existing retail offering provided by the Nike Store.
- 4.70 The application is not submitted speculatively, as the unit will continue to be operated by the existing tenant, who are pursuing a long-term vision for the store and to maintain this location as their primary anchor unit in the West of Scotland.

Policy CDP9: Historic Environment

- 4.71 Policy CDP9: Historic Environment aims to ensure the appropriate protection, enhancement and management of Glasgow's heritage assets by providing clear guidance to applicants.
- 4.72 The Council will protect, conserve and enhance the historic environment. 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 and conservation areas.

SG9: Historic Environment

- 4.73 Policy CDP9 is supported by Supplementary Guidance (SG) 9: Historic Environment which sets out the City's planning approach and assessment criteria in how it will protect, conserve and enhance the historic environment for the benefit of existing and future generations.
- 4.74 SG9 states that all works to listed buildings must be carried out in a way which protects their character as buildings of special architectural and historic interest. The Council encourages the sensitive alteration and extension of Listed Buildings where this will not harm their special interest. To this end, proposals for the alteration of a Listed Building must:
- a) respect the original layout and plan form of the building;
 - b) not result in the loss of historic fabric, including fixtures and fittings, which contribute to the building's special interest;
 - c) incorporate detailed design and traditional materials which reflect or complement the period, style and architectural character of the building;
 - d) replace missing traditional features, such as period doors or decorative plasterwork with good quality replicas of the originals;
 - e) follow further detailed guidance for repairs, alterations and extensions; and
 - f) seek advice at the outset as to whether the project will give rise to any archaeological issues.
- 4.75 The proposed development will respect and conserve the surviving historical features of the building.
- 4.76 SG9 states that all proposals for new development in, or affecting the setting of Conservation Areas, must:

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- 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.

4.77 As viewed externally, the proposed development represents a simple refresh of the existing retail signage at a prominent unit within Glasgow City Centre. The proposed signage has been designed to be in keeping with the existing signage and shopfront. The changes outlined are expected to have minimal to no impact on the setting of the wider Central Conservation Area, given the existing use of the site and the context of the surroundings on Glasgow's principle retail street – where illuminated signage and a variety of shopfront colours and designs are commonplace.

4.78 Section B of SG9 provides guidance on alterations to the interiors of listed buildings. In regards to circulation and access, the following guidance applies:

- a) existing access arrangements between basements and upper floors should be preserved or re-established;
- b) the preservation or reinstatement of circulation spaces including corridors, interior halls and landings and all associated original detailing is encouraged, with any proposed alterations to be submitted in detail for assessment; and
- c) original doors, including associated hoods and architraves, should be preserved or reinstated, wherever possible. Where doors within an original principal circulation space are proposed to be infilled, the original doors should be retained in-situ as mock doors with original detailing retained to communal areas.

4.79 The existing access arrangements between the basement and first / ground floors will be maintained and enhanced. While some more significant internal alterations are proposed – i.e., removal of escalators and replacement with 90 degree staircase with double landing – there are only minor alterations proposed to the landings to facilitate this. As previously outlined, surviving heritage features will be maintained and enhance where possible.

Development Plan Conclusion

- 4.80 As stipulated by Section 25 of the Town and Country Planning (Scotland) Act 1997 (as amended) this section of the Planning Statement has assessed the planning application against the Development Plan.
- 4.81 This assessment, with reference to the suite of supporting documentation which accompanies the applications for Planning Permission has demonstrated the proposal's accordance with the Development Plan.
- 4.82 As a result, the application should be granted planning permission unless material considerations indicate otherwise. We consider the proposal in the context of relevant material considerations in the following section.

5. MATERIAL CONSIDERATIONS

5.1 The following key material considerations are considered relevant to the assessment of the proposed development:

- Glasgow's Golden Z Project

Glasgow's Golden Z Project

5.2 Glasgow City Council has produced a new Vision and Plan for the City Centre's iconic 'Golden Z', with a consultant team appointed in November 2022. The aim of the project is to engage stakeholders in a collaborative process to reimagine the future of the 'Golden Z' and unlock its potential to better serve all who live, work and visit there.

5.3 The 'Golden Z' refers to Glasgow's three principal shopping streets – Buchanan Street, Sauchiehall Street and Argyle Street – which are arranged spatially in a 'Z' formation and have formed the core of Glasgow City Centre's retail offering for a number of decades.

5.4 The new Vision and Plan establishes a shared and renewed regeneration direction for the 'Golden Z' and identifies priorities for intervention and investment, by the public and private sectors, to further stimulate its economic recovery and support longer term economic, social and environmental resilience.

5.5 While the proposal largely involves internal and external alterations to an existing retail unit, the Proposed Development addresses the key aims and opportunities identified in the Golden Z Vision as follows:

5.6 Resilient Retail – the proposal will see the continued use of an existing prominent retail unit within Glasgow's Golden Z, at a time of changes in the sector caused by the impact of the pandemic and the cost of living crisis, as well as the continued impact of greater levels of online shopping.

- Living City – continued retail services in an area where a significant rise in 'urban living' is anticipated.
- Working City – continues to provide strong source of employment within the city's principal retail area. While other units and sites within the retail core may seek to diversify – as outlined in the strategy – it remains important to provide a strong offering of retail and commercial services within this highly accessible and prominent city centre location.

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- Attract – Nike Rise concept to act as a visitor experience and can be considered a destination, which will operate alongside the unit's traditional retail and sales offering.

6. CONCLUSION

- 6.1 The proposal is for internal and external alterations to a listed building at 20 Buchanan Street in Glasgow City Centre. As the building is listed, the Applicant seeks both Planning Permission and Listed Building Consent for the Proposed Development. A separate application and supporting letter has been submitted in relation to the proposed advertisement and signage.
- 6.2 The proposal represents a carefully considered design solution to the space, which will revitalise the customer experience and ensure that the unit remains in viable economic use for the foreseeable future.
- 6.3 The Applicant has carefully considered pre-application feedback and the important heritage aspects of both the building and wider Central Conservation Area, with the proposals being designed to retain and respect the historic fabric where possible. The appearance of the retail unit on the street scene is considered to be materially similar to its existing retail use and, as such, the impact on the wider conservation area is considered to be negligible.
- 6.4 Section 25 of the Town and Country Planning (Scotland) Act 1997 (as amended) dictates that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 6.5 This Planning Statement has demonstrated, through reference to the accompanying suite of supporting documents, that this application for planning permission is acceptable in the context of the Development Plan and relevant material considerations.
- 6.6 For the reasons outlined above, it is considered that a strong case has been presented in support of the proposed development and we would respectfully request that Planning Permission and Listed Building Consent be granted.