



# RESIDENTIAL DEVELOPMENT SITE IN GLASGOW'S WEST END

Benefitting from a consent for 113 BTR units with potential for Private Open Market Sale development established via a historic planning permission

HERSCHELL STREET,  
WEST END GLASGOW,  
G13 1HR



SCARLETT

MAC MIC GROUP **100** YEARS

# OPPORTUNITY SUMMARY



Cleared site with full planning consent for 113 BTR apartments (1 and 2 bed)



Location: by Glasgow's West End: 3.5 miles from city centre



Section 75 Agreement is signed



Site area: 1.14 acres (0.46 hectares)

Planning Ref: number: 23/00769/FUL

Offers are invited for the Heritable Interest (Scottish Equivalent of English Freehold)



# GLASGOW

The site is located in Glasgow, Scotland's largest city which has a population of approximately 635,100. The West End of Glasgow is the City's most sought after residential location with development sites at a premium due to the demand for properties in this area. The diverse mix of older local residents, young families and students as well as young professionals residing in the area is testament to the amenities, connectivity and character of the locale that attracts so many people to the area.

Glasgow is a major education centre with a student population of approximately 185,000 and benefits from having three universities located throughout the city. The University of Glasgow lies within the West End of Glasgow, approximately 2 miles to the south east of the site.

The University of Strathclyde and Glasgow Caledonian University are situated within the City Centre, together with the City of Glasgow College, all of which are easily accessible by public transport. Anniesland College is located in the immediate vicinity on Hartfield Street, less than a mile to the south. There are significant employers located in the local including Gartnavel, Nuffield and Glasgow Homeopathic Hospital all less than 1.5 miles from the site, whilst the University of Glasgow Veterinary School is located 0.3 miles from the development. The area is well served by an abundance of recreational green space with Glasgow Botanic Gardens, Victoria Park, Dawsholm Park and Kelvingrove Park all located within walking distance of the site. The site is on the edge of the West End, a prime residential area of Glasgow with many social, leisure and retail activities.



| KELVINGROVE ART GALLERY



| UNIVERSITY OF GLASGOW



| ASHTON LANE



| BOTANIC GARDENS

# LOCATION

Herschell Street is situated 3.5 miles to the west of the city centre and only 1.5 miles to the vibrant and desirable West End in the Anniesland locale. Anniesland has a strong and established rental market, with Jordanhill and the West End adjacent. The site connects to Great Western Road, which forms the main route between the West End and the City Centre.

The site is a 20 minute walk to Byres Road and benefits from strong transport connections with regular bus services on Great Western Road. Anniesland Train Station which has recently benefitted from a £4m upgrade, is situated immediately to the eastern boundary of the site and provides direct services into Glasgow's Queen Street Station in 10 minutes. Access to the motorway network is via Junction 18 of the M8 which lies approximately 4 miles to the south east at Charing Cross.

The surrounding character of the area is mixed with a range of residential and commercial users in the vicinity. A variety of local convenience operators are located immediately to the south west of the site on Great Western Road and the adjoining Anniesland Retail Park. A wider retail and leisure offering is available to the south east on Byres Road which forms the main shopping hub in the West End.



20-minute walk to Byres Road



10-minute direct train to Glasgow Queen Street



Wide range of shopping, dining, and leisure options nearby



# DESCRIPTION

The site for sale extends to 1.14 acres (0.46 hectares) and is bound to the north and west by a car park which forms part of Anniesland Retail Park. Occupiers include Morrisons, The Gym, Greggs and Costa Coffee.

The east of the site is bound by a railway line, beyond which is Anniesland Station. The south of the site is bound by Herschell Street, from which access is taken and connects onto Great Western Road to the south.

The site was previously occupied by an office building of 1960's construction which has been demolished, leaving a cleared site.

## TECHNICAL INFORMATION

A technical pack of information is available to interested parties upon registration of interest with the joint Selling Agents to include:

- Site Investigation
- Design Statement
- Constraints & Services Plan
- Topographical Survey

## PLANNING

Planning consent has been granted for 113 BTR apartments (Planning Ref: number: 23/00769/FUL).

The consent benefits from 38 surface car parking spaces as well as cycle parking.

A Section 75 Agreement was signed on February 2025 and requires an Open Space contribution of £95,400 for the BTR development.



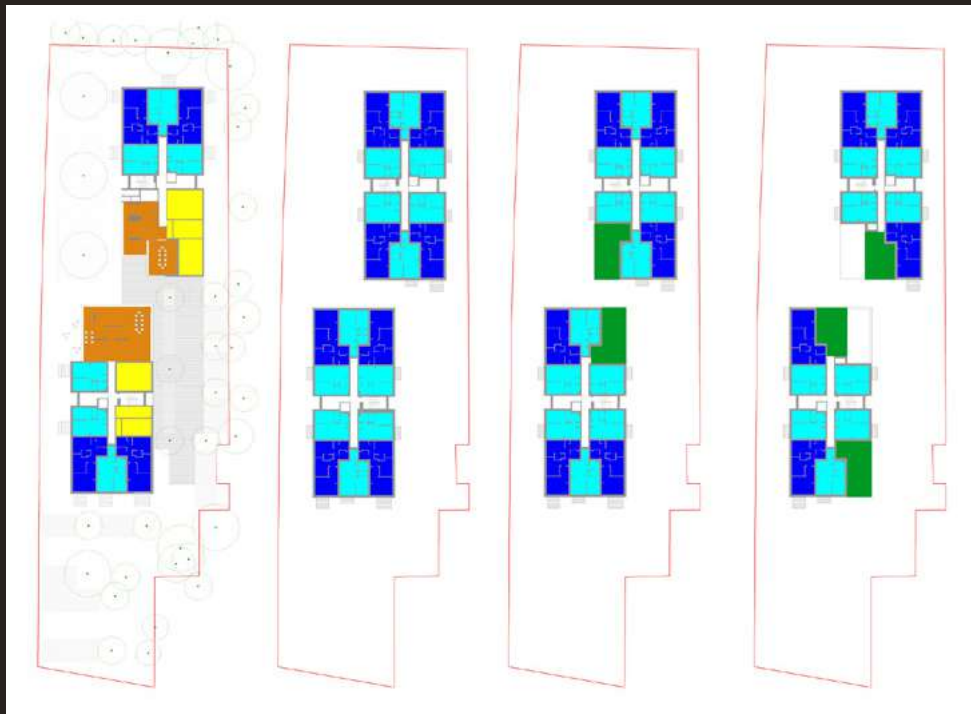
| SITE PLAN



| PLOT OUTLINE

# CONSENTED SCHEME

The consented scheme is for 113 BTR apartments (67 one bed and 46 two bed) in two blocks, over ground plus six stories. There are no three bed units in the scheme. The scheme includes six roof gardens and 343 sqm (3,692 sq.ft) of common amenity space and ancillary areas.



FLOORPLAN

## ACCOMMODATION SUMMARY

### Block A

1 bed – 37 units  
2 bed – 23 units

GIFA: 3881.5 SQM

NIA: 2918.2 SQM

Commercial area: 173 SQM

### Block B

1 bed – 30 units  
2 bed – 23 units

GIFA: 4299.1 SQM

NIA: 3265.4 SQM

Commercial area: 170 SQM

### Total

1 bed – 67 units

2 bed – 46 units

GIFA: 8180.6 SQM (88,556 SQFT)

NIA: 6183.6 SQM (66,560 SQFT)

Commercial Area: 343 SQM (3692 SQFT)

# BUILD TO RENT MARKET

Glasgow is ranked 2nd (behind Edinburgh) for overall property performance of 20 UK cities (Colliers, Top UK Residential Investment Cities H2 2024); ranked 1st for house price growth and 1st for rental yields.

## BTR Market Overview

The BTR market in Glasgow is still in its infancy. There are only 2,360 units Operational; this compares with Manchester (a city of similar size) which has 13,089 units operational (Bidwells, July 2024) The BTR pipeline in Glasgow has been curtailed by rent control measures. Only 3,815 units are planning approved (with zero currently on site) compared to 12,815 units in the pipeline in Manchester. This under supply, in a city of a similar size to Manchester, presents a significant investment opportunity given that Glasgow has the highest rental yield of 20 UK cities (Colliers, H2 2024). Lack of supply has resulted in strong rental growth in Glasgow; over 5 years, rents have increased 45.2% (City Lets Q1 2025). The few operational BTR developments are dominated by major Institutional Investors:

SCHEME	Developer/Operator	No. Units	Status
Solasta Riverside	Hines	346	Operational
G3 Square	EDR	113	Operational
Dalian House	Maven	92	Operational
Holland Park	MODA	433	Letting up
Anderston Quay	Platform_	498	Letting up
Candleriggs	L&G (under offer to Hines)	346	Letting up
Granary Quay	Europa	342	Letting up

## Rent Control

BTR and MMR are likely to be exempted from Rent Control subject to meeting certain criteria. Following the "exemption consultation" period, which ran until 18th July 2025, the exact criteria for exemptions should be clear by Q4 2025.

In the meantime, rent caps ended in Scotland on 1st April 2025 meaning that open market rents can be applied. This will remain the case until the Housing (Scotland) Bill completes its passage through Parliament, expected to be Q4 2025.

Once the Bill becomes law, a rent cap of CPI +1 (up to 6% per annum) will apply for those properties that do not meet the criteria required for exemption. We fully expect that purpose built, new build and professionally managed BTR/MMR schemes such as consented at Herschell Street will qualify for the exemption.

The supply of new BTR has been seriously curtailed since the introduction of the Housing Bill in September 2022 with no new build BTR schemes starting on site in Glasgow since that time.

Beyond the current small crop of BTR schemes that will PC in 2025 (L&G, Platform, Moda) there are no new major schemes on site (beyond demolition).

Assuming an acceptable Housing Bill by end 2025 we anticipate a strong revival of investor interest in Scotland BTR given lack of supply and build-up of demand.



# OPEN MARKET PRIVATE SALE DEVELOPMENT

Whilst the site benefits from a BTR consent, the principle of private for sale residential development has already been established at the site through a historic planning permission for this use. The opportunity will therefore allow the developers to progress their own detailed design proposals for the site upon appointment. A concept has been developed and prepared by Haus Collective which analyses density options for the site. Interested parties are expected to submit their own proposals for the site as part of any submission. Any enquires in respect of the pre-application discussions or indicative design proposals can be made directly to Haus Collective as necessary.





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