

# Location factors appropriate to the development tourism essay

[Sport & Tourism](#)



As stated in chapter 1, Evolucion Properties have an impressive portfolio of completed projects in the London area and are now looking to branch out into other UK cities. Locations such as Birmingham, Liverpool and Manchester have been seriously considered, however Evolucion Properties have decided to undertake their next venture in Glasgow. Why choose Glasgow? Glasgow is one of Europe's most exciting destinations yet is only a 40 minute drive from some of Scotland's most spectacular scenery. It is Scotland's largest city and offers the 1.7 million residents in its catchment area and the 3 million tourists visiting every year an exciting blend of culture, design, music, nightlife, shopping, festivals, universities and sport - making it one of Europe's most cosmopolitan cities. Glasgow is rated as one of Europe top 20 Conferencing and banqueting venues. In fact Glasgow is the fastest growing conference destination in all of Europe. International Congress & Convention Association - ICCA Glasgow also has the most extensive railway system in the Britain, with the exception of London and is also served by two international airports - Glasgow and Prestwick. Glasgow also boasts the largest retail sector in Britain, outside of London. It is home to the Buchanan Galleries Shopping Centre, which can proclaim to be one of Scotland's largest city centre shopping malls and also other major shopping precincts including Princes Square, the St Enoch's Centre and the Italian Centre, Braehead Shopping Centre, Silverburn Shopping Centre, Buchanan Street, Sauchiehall Street and Argyle Street. It truly is a shopping Mecca! The city is one of the top 15 financial centres in Europe and much of Scotland's foremost businesses are located here. Global Financial Centres Index 2012 Glasgow was also awarded "European City of the Year 2011"

Academy of Urbanism However, the most important reason that Evolucion Properties have decided to undertake this development in Glasgow is the fact that the 2014 Commonwealth Games will take place in the city. There is much excitement and optimism in Glasgow as the expectation is that the 2014 games will act as a catalyst for investment and regeneration which in turn will facilitate a huge increase of visitors and leave a lasting legacy. Glasgow has introduced an aspiring new tourism policy to increase visitor revenue up to 60% by 2016, and the Commonwealth Games will certainly help to achieve that. It is estimated 100, 000 extra visitors will visit the city in the three years following the Games alone. New hotel projects, and in particular 5 and 6 star projects, along the length of The Clyde are seen as a vital part in encouraging this growth." Whilst Glasgow's budget hotel provision has grown strongly, there is now a need for a greater number of rooms at the premium end of the market to help move up the value chain and attract larger scale conferences. In the next decade, it is estimated<sup>7</sup> that a further 3, 000 premier hotel bedrooms will be required. The city's efforts should be focused on growing accommodation stock to create opportunities and meet these new market requirements" Glasgow City Marketing Bureau

## **Location factors appropriate to the development**

Given that the development is hoping to take advantage of Glasgow status as a first class conference, shopping and cultural destination and also the 2014 Commonwealth games; then the following location factors should be considered: The site should be in or close to Glasgow city centre Value for money. Either a reasonably cheap new build site with potential or a quality

well situated existing building that can be renovated. Existing planning permission in place in order to minimise construction delay Ideally the site should be close to main shopping and cultural areas or at least be close to transport links. The site should allow sustainable construction and operation. The site should have good transport links to Glasgow airport. The site should have good transport links or be within walking distance to Commonwealth games venues. The site should be close to or have transport links to Glasgow's business district. The site should be prestigious and aspirational

### **Shortlisted Sites**

Numerous sites were found in the Glasgow area, however, only 4 of these sites were chosen for the shortlist. Each of these sites has different characteristics and degrees of planning permission therefore the development may differ depending on the site chosen. The 4 shortlisted sites are: Site 1) Former Old Printworks, 36 North Frederick Street, Glasgow, Scotland, Glasgow, Lanarkshire, G1 2BS The Old Printworks is at the centre the centre in North Frederick Street, just off George Square. It is situated close to the the University of Strathclyde, Glasgow Caledonian University and numerous other colleges. The property is within walking distance Glasgow Queen Street Station and Central Stations. The property offers excellent development potential, due to its location at the heart of the city centre, just off George Square. Planning consent for 35 Bedroom Hotel. Proposal: Hotel/ Club complex catering to party goers. Gross Internal is 2, 073 sq metres. Offers offer £900, 000. £434. 15 per sq metre of existing space. £1, 302. 46 per sq metre of building footprint.

## **Advantages**

Prime City Centre location. Existing planning permission. Within walking distance of Central & Queen Street train stations. Close to Glasgow's shopping & cultural areas. Close to Bars & Glasgow's nightlife.

## **Disadvantages**

Expensive to buy. Expensive Rates. Design limited by pre-existing structure. Limited parking. Site 2)Argyle Street, Glasgow, Lanarkshire, G2 8LPThis building is located in Glasgow's Financial Services district and is considered to be of the City's best business addresses. The site is minutes away from both the M8 and M74 motorways and is also only a short walk away from both of Glasgow's main railway stations and also a number of subway stations. The full block on Argyle Street which borders York Street and Robertson Street benefits from detailed planning permission for 'the erection of hotel and serviced apartments with associated facilities and formation of basement parking and service area' (ref: 07/01673/DC). The building is situated within an assisted area and will qualify for Business Premises Renovation Allowance (BPPRA). This provides 100% tax relief to property owners for qualifying capital expenditure incurred on conservation or renovation works undertaken on a building on or after 11th April 2007. Individuals and companies, who therefore incur the capital expenditure in undertaking the redevelopment of the subject properties, can claim 100% relief. Suitable for a range of uses including hotel, offices, residential, student accommodation and retail: Proposal: Upmarket hotel catering to tourists and business peopleGross Internal area is 5050 sq metres or 65,

096. 61 sq ft. Offers over £2, 250, 000.£445. 54 per Sq metre of existing space.£1782. 18 per sq metre of building footprint.

### **Advantages**

Prime City Centre location. Existing planning permission. Within walking distance of Central & Queen Street train stations. Close to Glasgow's shopping & cultural areas. Close to Bars & Glasgow's nightlifeSet within Glasgow's financial districtCheaper per sq metreUnderground parking

### **Disadvantages**

Expensive to buy. Expensive Rates. Design limited by pre-existing structure. Bigger financial outlay needed. Site 3)Edmiston House, 100 Edmiston Drive, Glasgow, G51 2YXThe property is situated in Edmiston Drive and is accessed via Harrison Drive, to the North; it is approximately rectangular and runs in a north-south direction, with its western and eastern extents defined by Ibrox Stadium and Copeland Road. The location has numerous public transport links as Cessnock and Ibrox Subway Stations are close by, as is Paisley Road West, which is the main bus into the City Centre. Glasgow airport is only 15 minutes away if the nearby M8 Motorway is used. Suitable for demolition and rebuild or conversion. Proposal: Hotel/ Sports bar catering for football fans and tourists. 4500 sq metres of commercial office accommodation, Secure fenced site of 5139. 5 sq metre with 94 car parking spacesOffers over £800, 000£120. 49 per sq of building foot print and carpark

## **Advantages**

Less expensive to buy than city centre locations. Less expensive rates than city centre locations. Close to subway system Design unlimited by pre-existing structure. Lots of parking. Less financial outlay needed.

## **Disadvantages**

Outside City Centre. No planning permission. Cheaper per sq metre than city centre Site 4) New Rutherglen Road, Oatlands, Glasgow, G5 0XR This development site is a roughly triangular and level site adjacent to the East End Regeneration route and is only 3 miles from the city centre. The location is well connected by public transport including Dalmarnock Railway Station which is just under a mile away. Surrounding regeneration activity in the adjacent communities of Rutherglen, Dalmarnock and Bridgeton is already at an advanced stage due to preparations for the Commonwealth Games in Glasgow in 2014. Suitable for new build hotel. Proposal: Mid-ranking hotel catering for business users. Site extends to 6075.09 sq metres Offers over £ 500,000. £82.30 per sq metre of site

## **Advantages**

Less expensive to buy than city centre locations. Less expensive rates than city centre locations. Close to Motorway Design unlimited by pre-existing structure. Less financial outlay needed. Cheaper per sq metre than all locations.

## **Disadvantages**

Outside City Centre. No planning permission. Not within walking distance to City centre Not within walking distance of Commonwealth games venues

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**Argyle Street**

**New Rutherglen Rd**

**North Frederick St**

**Edminston House**

Figure 1: Site Selection Map

## **Criteria Selection Matrix**

Now that 4 sites have been shortlisted Evolution Properties can use a Criteria Selection Matrix to find a site that meets or exceeds the location factors specified. The Matrix helps to: Prioritise options Provide a logical reason for selecting between competing options Balance trade offs Document the decision making methods used. Explain the particular reasons why a certain decision was made. Foster communication between people A Criteria Scoring Matrix works by listing each of the Criteria that will be used to choose the best option. It then rates each Criterion against every other Criterion using a value of between 1 & 4, with 4 being the preferred option, 3 having a medium preference, 2 being the least preferred option and 1 meaning both options are regarded as being equal. A " Raw Score" is then ascertained for each Criterion by adding up the value given to each Criterion. Then a " Weighting Factor" is then applied to each Raw Score with the highest score given a weighting of 10 and the lowest score given a weighting of 1. All other criterion in between are given Weighting Factors proportionally. At this point Various " Alternatives" to be considered are listed and for each Alternative and each Criterion a " Score" is ascertained for how well that option relates to a particular Criterion. The " Score" is then



multiplied by the " Weighting Factor" and the sum recorded. The Alternative with the highest score is then selected. The Criteria Scoring Matrix should be accompanied by supporting information. This information gives an understanding of what each of the criteria is and explains why certain items are preferred over others; it also clarifies the final " score" given to each criterion and alternative. (Joe Heffernan, Ground & Highway Engineering notes)