

172-184 Sauchiehall Street, Glasgow

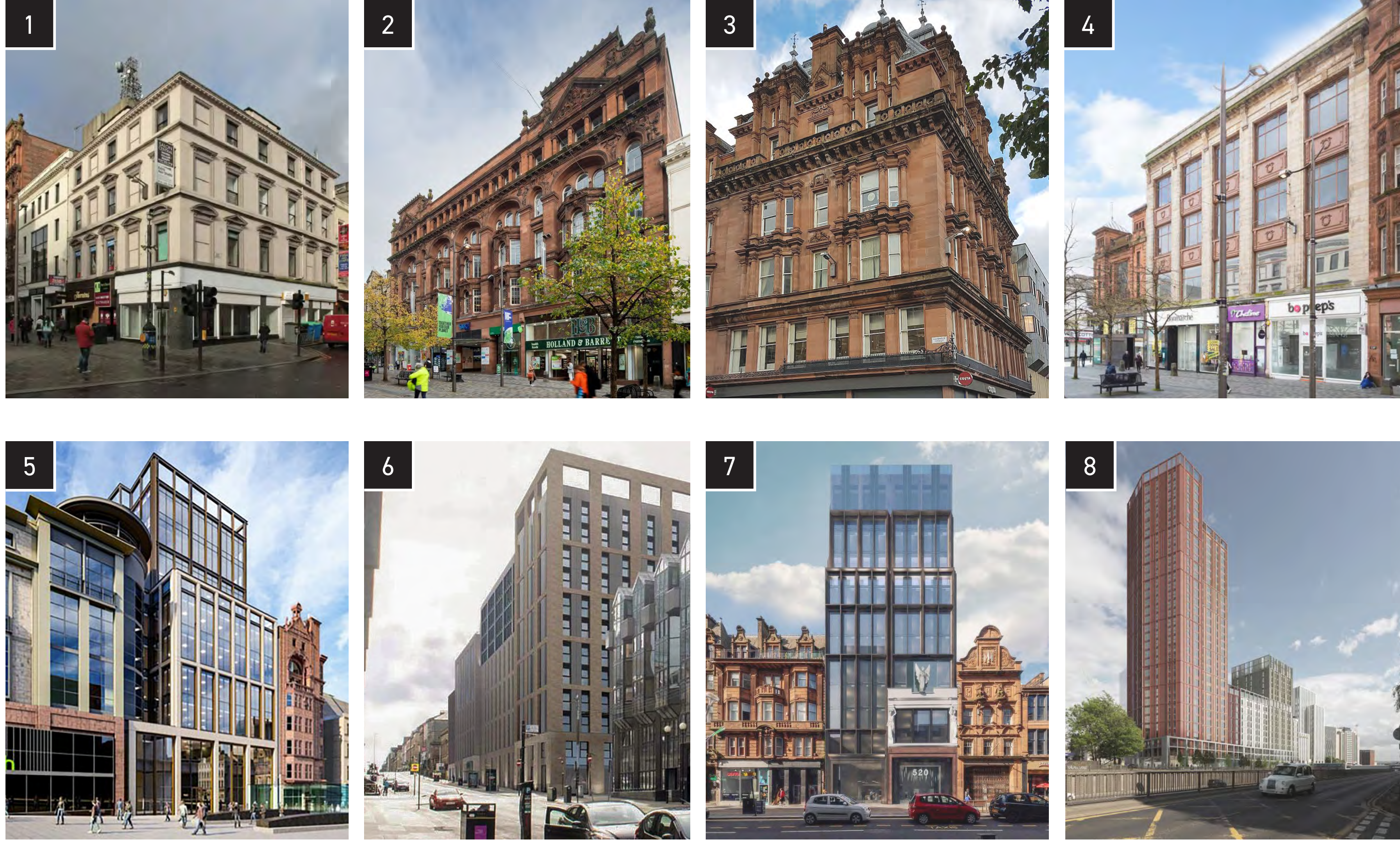
Sense of Place

Local Context & Character

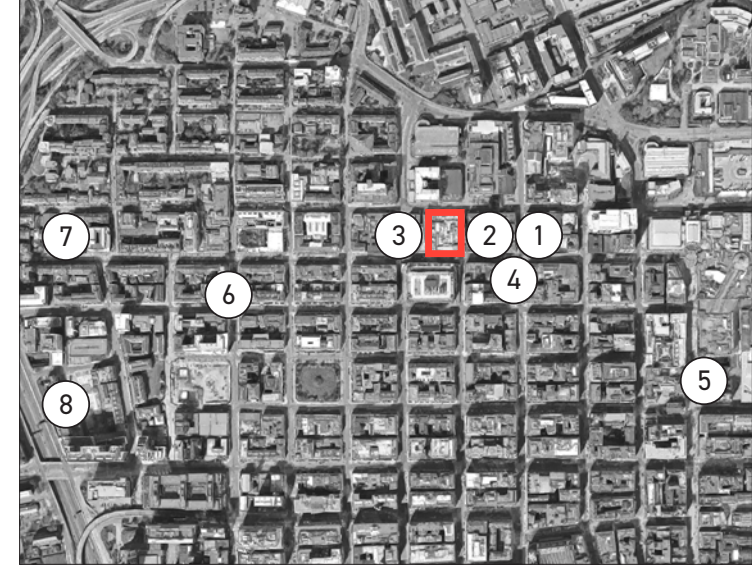
The retention of historic buildings within the city centre from both the 19th and 20th centuries means that Glasgow enjoys an eclectic urban grain and blending of styles from reflecting different periods of its development.

Notable Victorian characteristics, such as facade ornamentation, sculptural reveals and animated rooflines are intertwined with considered and well proportioned elevations arrangements with buildings set to the back of the pavement.

There are several buildings surrounding which have Listed status, as well as a number of unlisted buildings that have sufficient character to provide positive contributions to the area and urban grain.



Key Plan



Existing Context

- 120 Sauchiehall Street
- Savoy Centre
- 208 Sauchiehall Street
- 123 Sauchiehall Street

Emerging Context

- Buchanan Galleries - 10 storeys / retail and commercial extension - ongoing
- 225 Bath Street - 12 storeys / 551-room student acc. - consented February 2022
- 520 Sauchiehall Street - 13 storeys / 87-unit co-living scheme - submitted
- Portcullis House - 32 storeys / 685 BTR and co-living units - submitted

Establishing the Grid and Grain of Modern Glasgow

The latter half of the 18th Century and the first half of the 19th Century saw Glasgow develop beyond its medieval arrangement: one that was split in the upper town around the Cathedral and the lower town focused around Glasgow Cross through four Streets - High Street, Saltmarket, Gallowgate and Trongate.

During the period of Scottish Enlightenment and the interpretation of classical architecture, Glasgow established the grid and grain of the city which characterises the sense of place that is still tangible today.



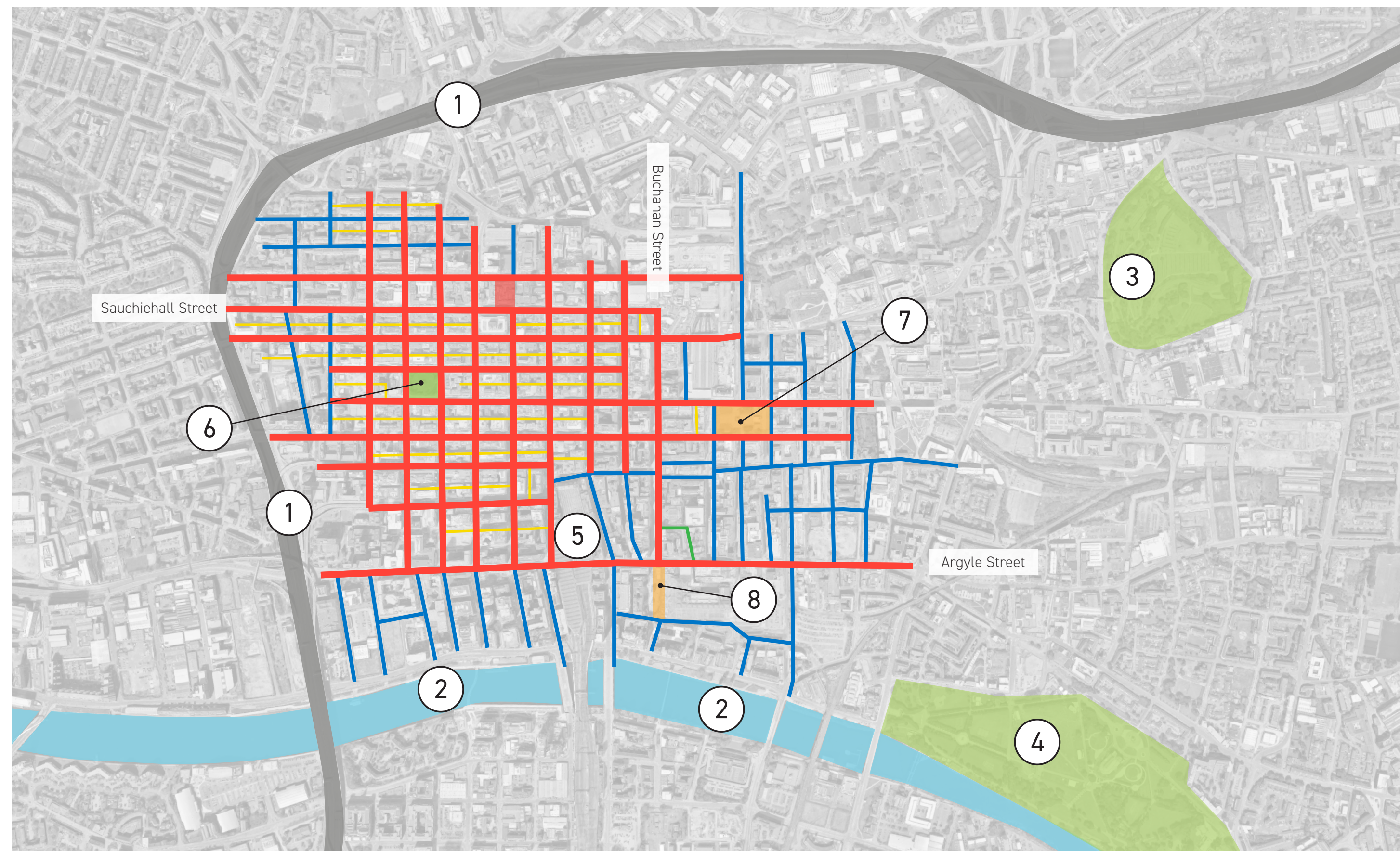
The Grid of Glasgow

The city centre of Glasgow is characterised by a rigorous city grid of streets, with a block-type structure, providing the city centre with a distinct experience for people navigating through it.

The extents of the city centre of Glasgow as it exists today can be broadly defined by the M8 motorway which bounds the western and northern edges, the River Clyde to the south with the eastern edge being much softer and bleeding out around both Glasgow Green and the site of the Necropolis.

This planning of the city centre, which saw much of its genesis during the early 19th Century established a hierarchy the city's street pattern which is still evident today. This hierarchy can be broadly defined by the use of

- Primary Streets
- Secondary Streets
- Lanes, and
- Arcade



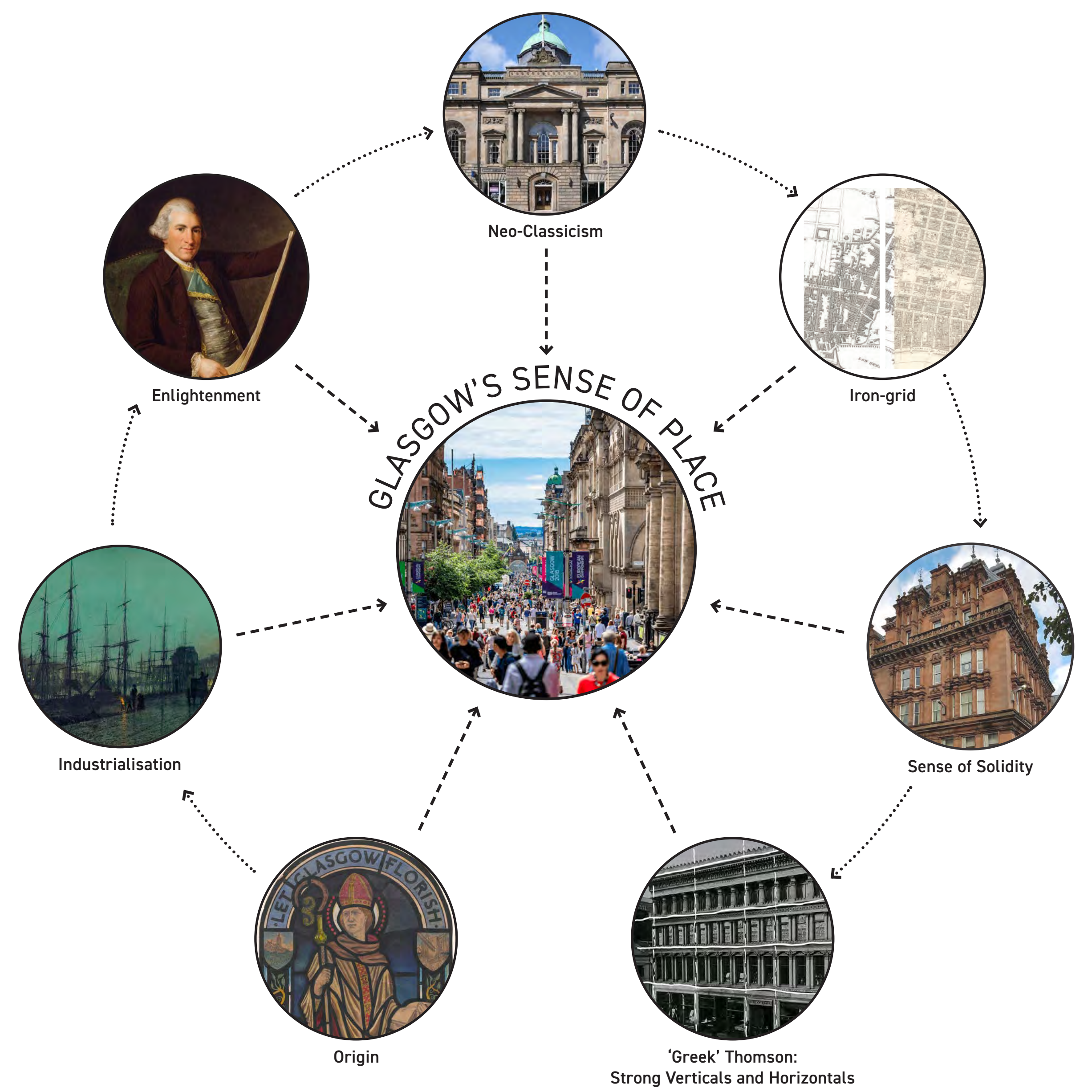
- Proposed Site
 - Primary Streets
 - Secondary Streets
 - Lanes
 - Arcade
 - Square - hard landscaped
 - Square - soft landscaped
1. M8 Motorway
 2. River Clyde
 3. Glasgow Necropolis
 4. Glasgow Green
 5. Central Station
 6. Blythswood Square
 7. George Square
 8. St. Enoch Square



Sense of Place

Glasgow's sense of place and the unique, tangible qualities that define it as a city are the direct result of its historical development. This development can be specifically captured in Glasgow's break from its medieval development to that of a planned city, in an iron-grid arrangement, fuelled by industry and cross-atlantic trade and intellectually underpinned by the Scottish Enlightenment and the architectural movement that spawned from it.

This resulted in a building stock which carefully interpreted ancient classicism and delivered buildings of the highest architectural value from which contemporary development can still respond.



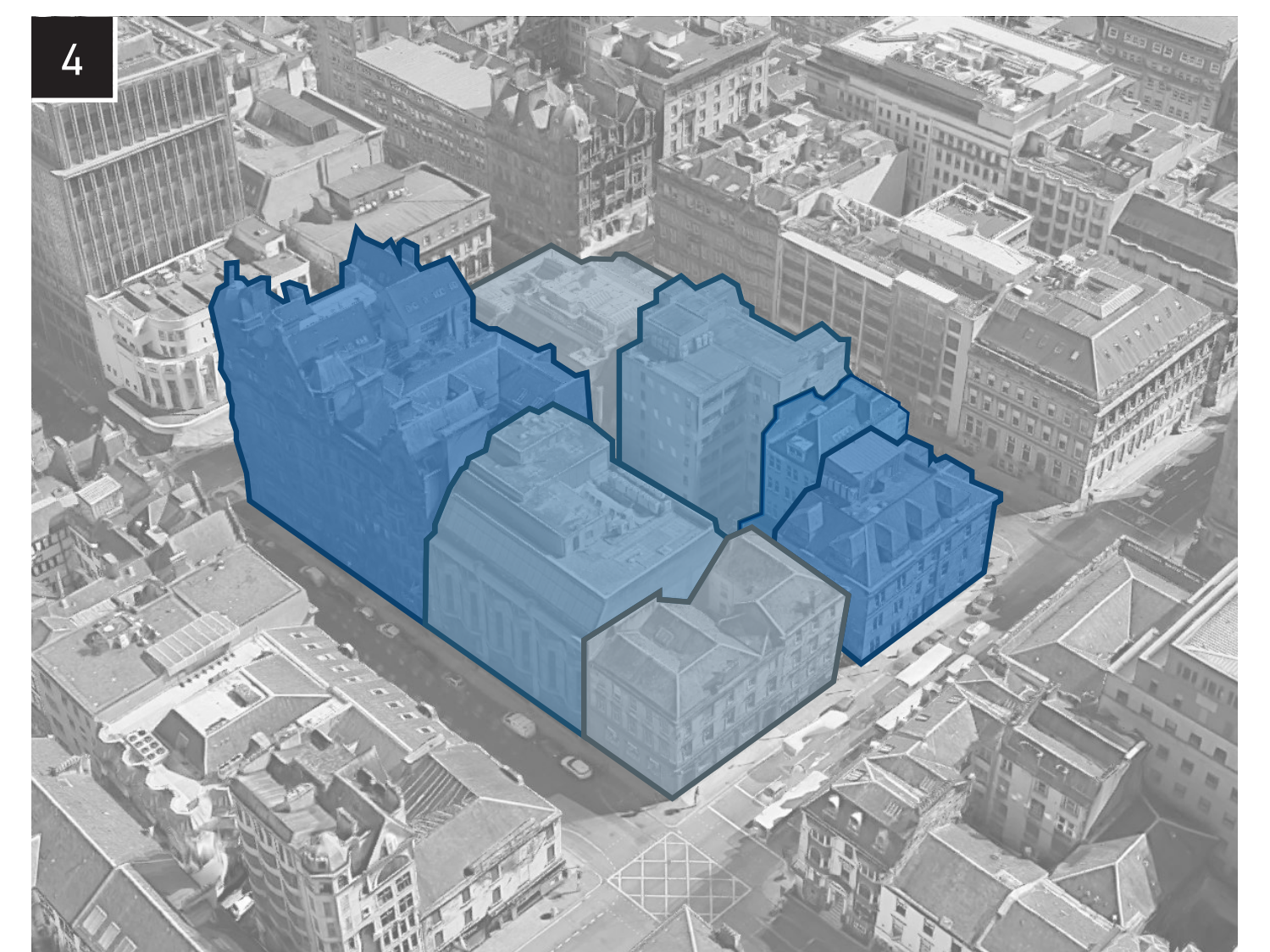
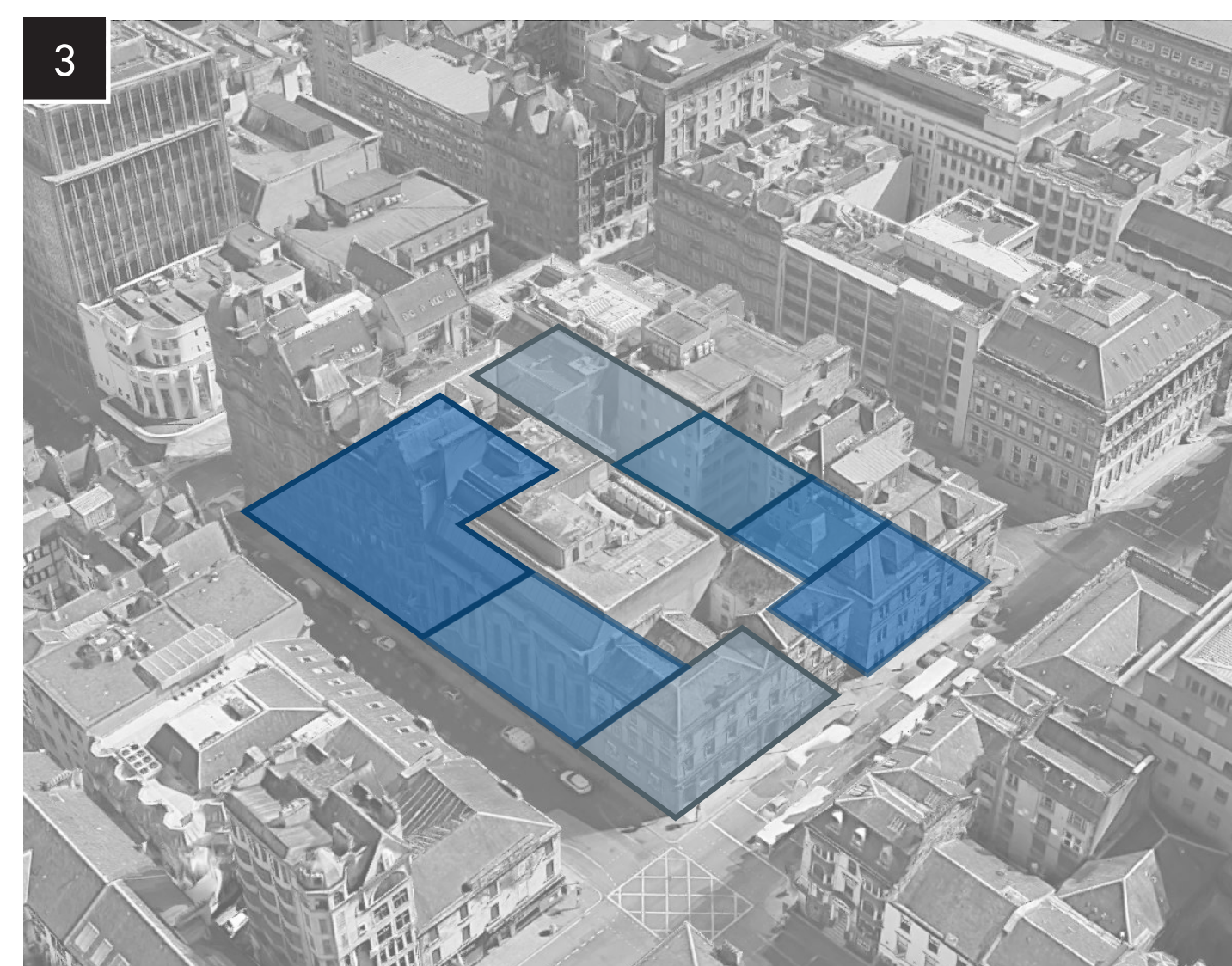
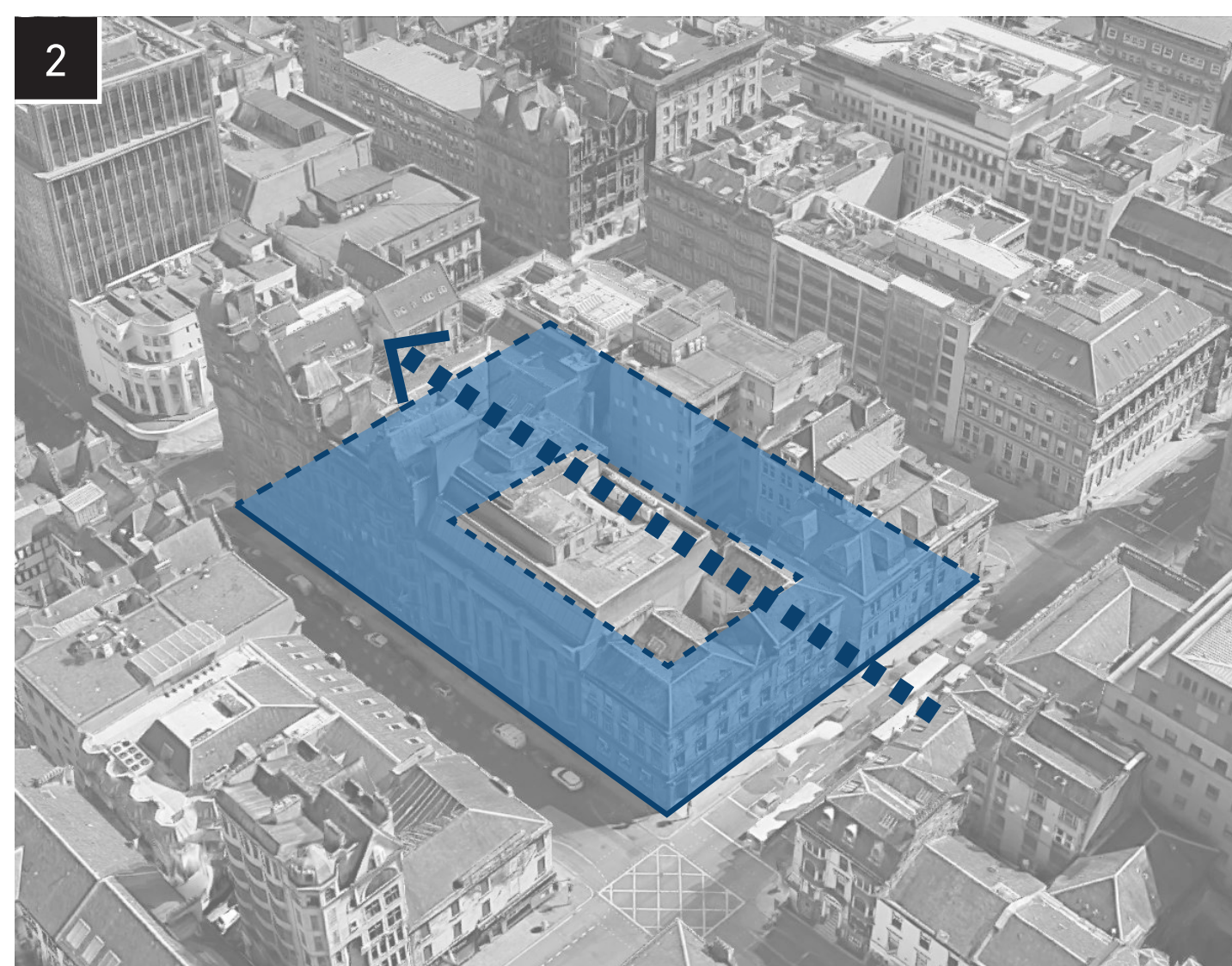
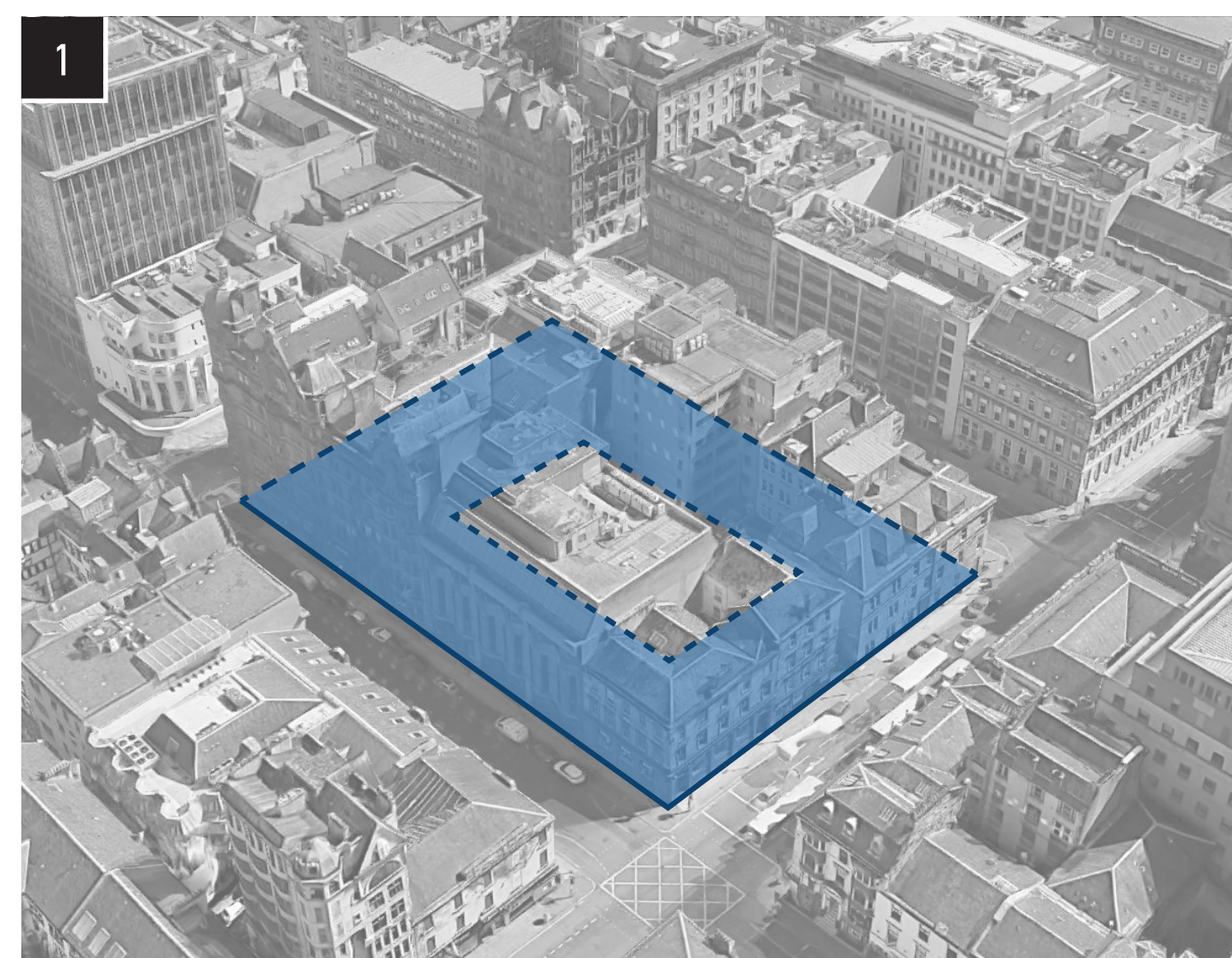
Glasgow City Block

The rigorous city grid of Glasgow was established during the early 18th century. It led to the creation of a large number of city blocks that are predominantly square in plan and provide coverage across the majority of the extents of the city centre.

Although there is relative consistency in the footprint of the city blocks, the articulation of the built form within them differs on a block-by-block basis reflecting their individual historical development to their present day condition.

Despite these differences, there is an underlying rationale which is consistent across city blocks:

1. City Blocks are generally provided as a 'donut' footprint.
2. Lanes provide a route through the block.
3. The City Blocks are further segmented into individual building blocks.
4. These individual building blocks are then extruded to varying heights and roofscapes providing a rich mix to the city grain.



172-184 Sauchiehall Street, Glasgow

Planning & Heritage Context

Planning Context

The proposals will be considered in the context of the Glasgow City Development Plan (CDP) (2017) and the associated Supplementary Guidance. This provides the main planning policy framework for determining planning applications within the Glasgow City Council administrative area.

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

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

In the context of the CDP, the site is subject to the following designations:

- Within Glasgow City Centre;
- Within Strategic Economic Investment Location (SEIL);
- Within the Principle Retail Area; and
- Within the Central Conservation Area

The extract of the CDP proposals map displayed to the right shows the approximate site location edged in red.

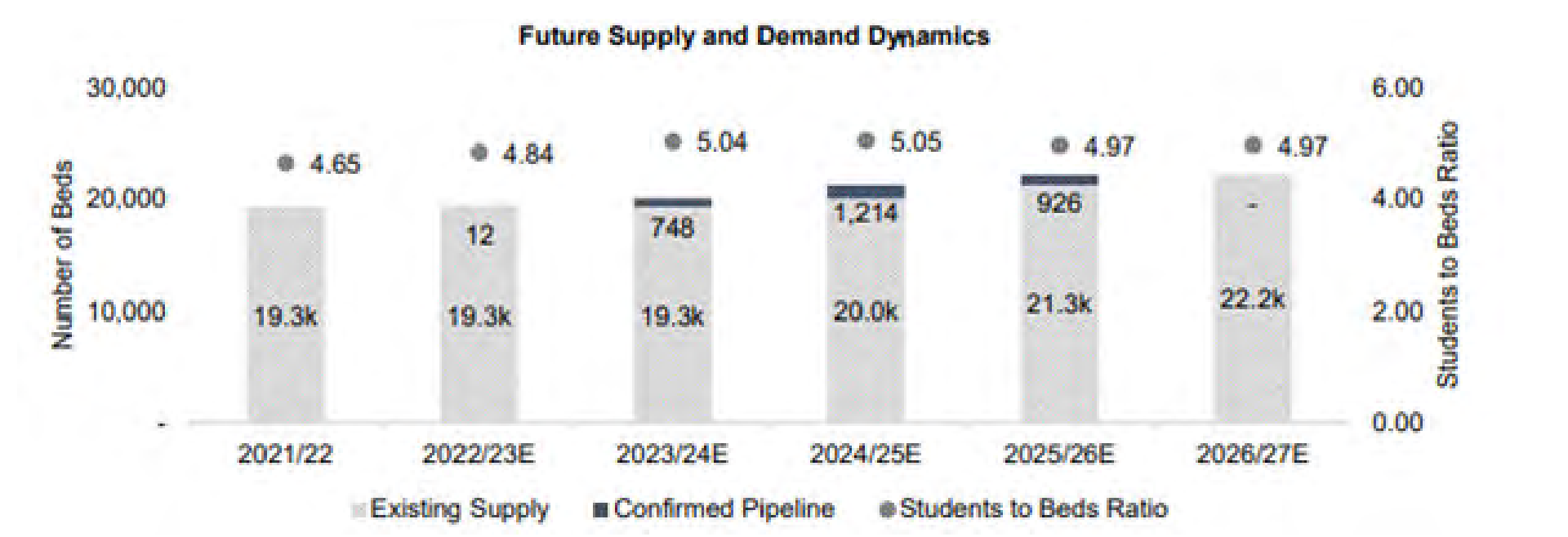
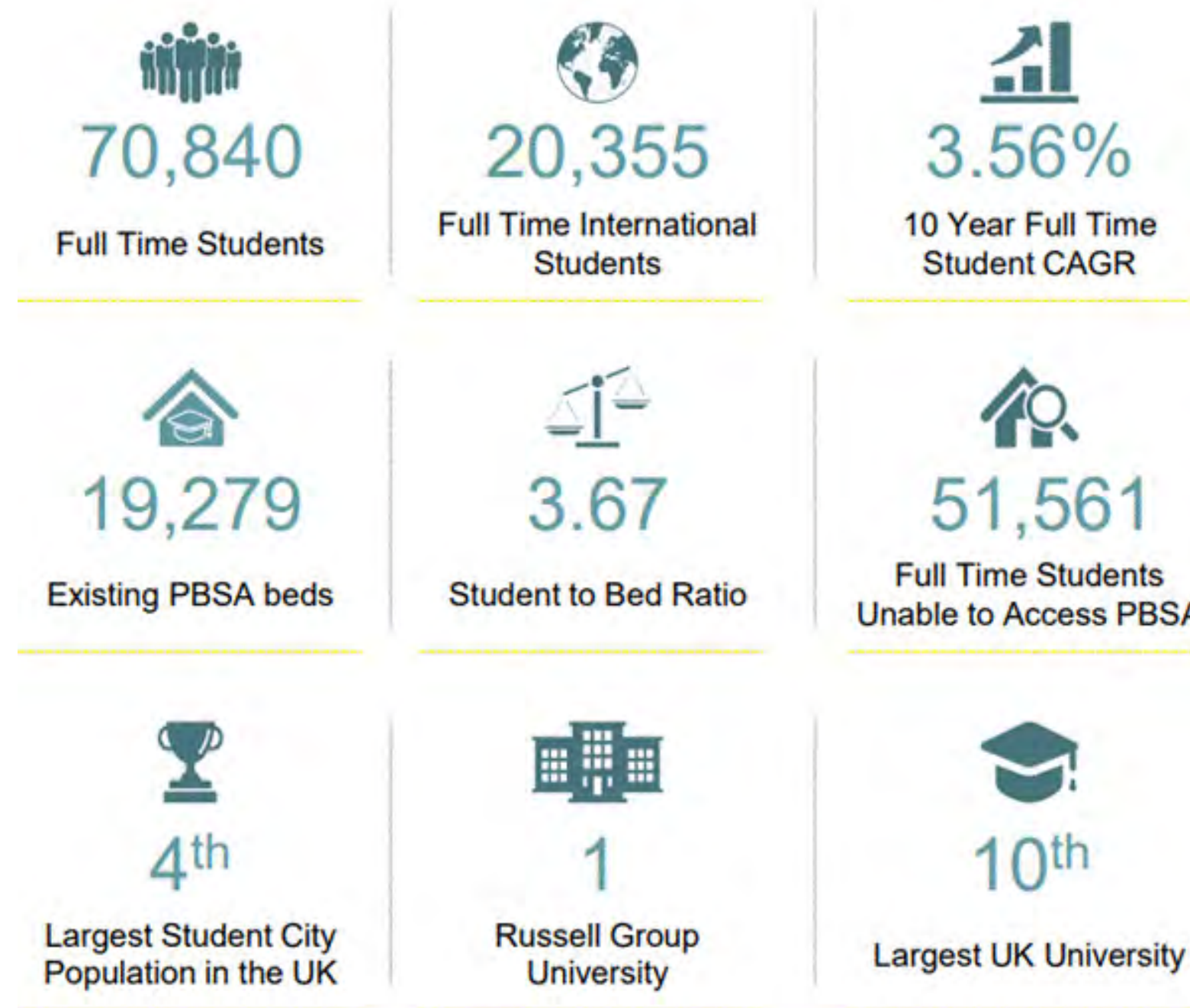


Student Accommodation Market Overview

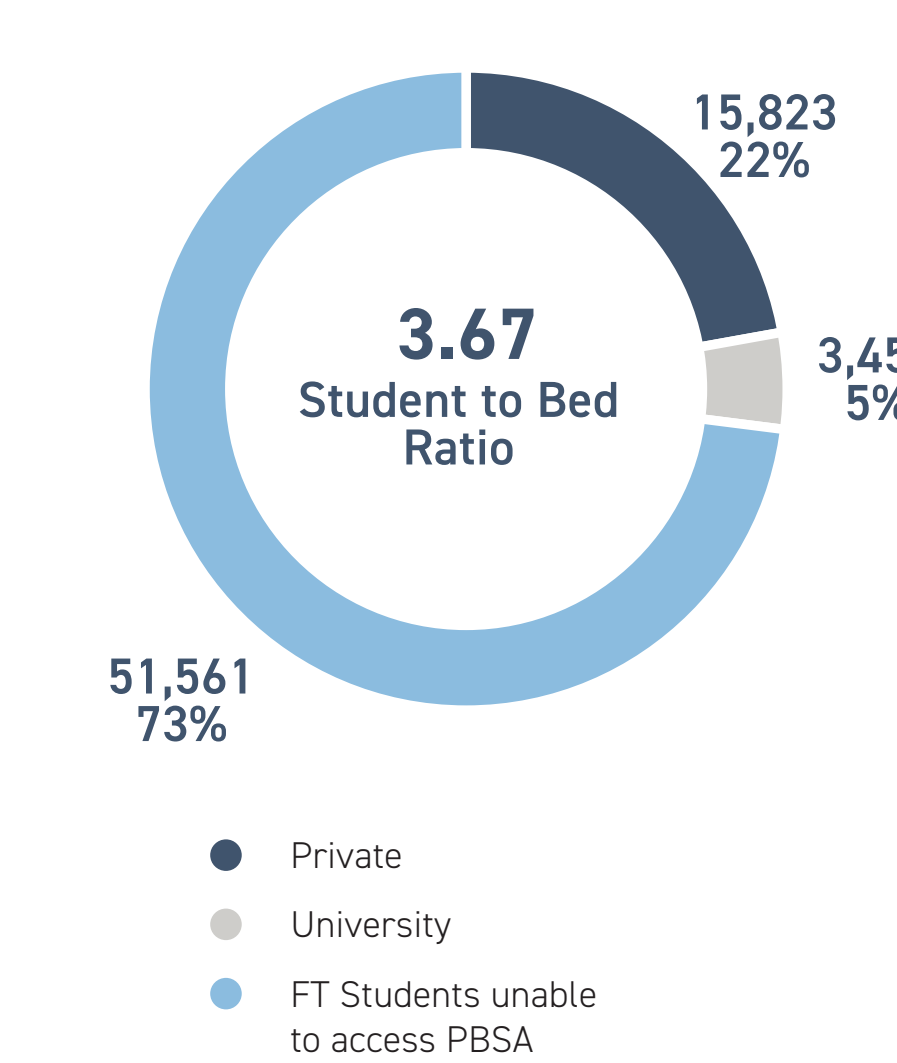
Market Overview

There is a significant undersupply of PBSA in Glasgow as publicised in national press and local Universities. 73% of full-time students are unable to access PBSA at current supply levels, with the current pipeline representing 15% of existing stock.

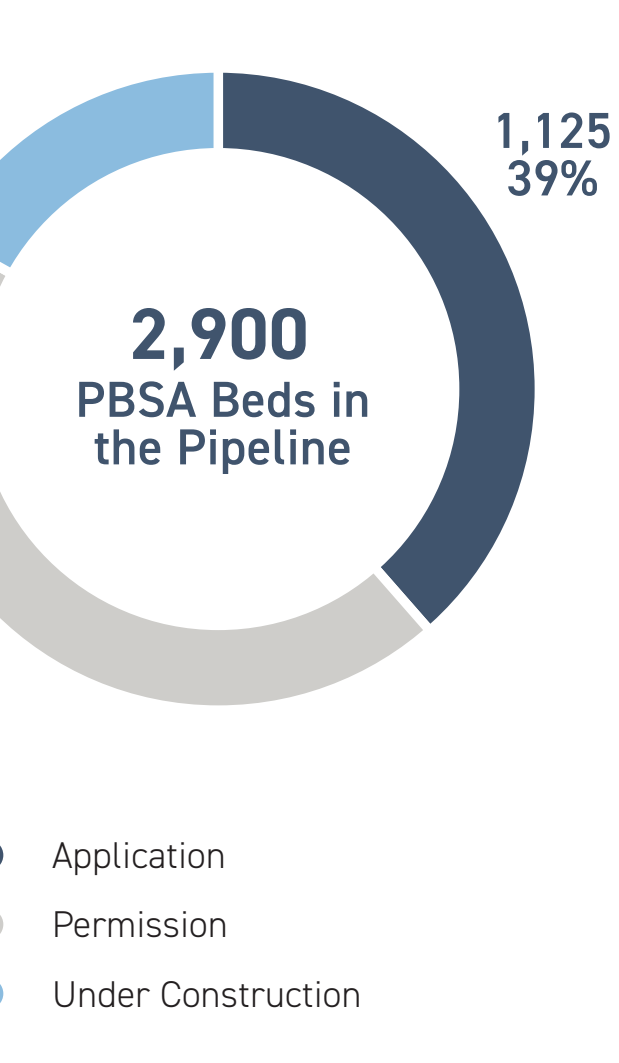
Glasgow by Numbers



Current Supply and Demand Dynamics



Planning Pipeline



Recent University Statement:

IMPORTANT ACCOMMODATION UPDATE FOR 2022 ENTRY

As the start of the new academic year approaches, we are providing an update on student accommodation in Glasgow. This year we have experienced an unprecedented number of applications for University accommodation. Although the University has significantly increased bedspaces for the new academic year, with no significant additional capacity in the city, demand for accommodation continues to substantially exceed availability. We regret that we are no longer able to provide guaranteed accommodation for anyone who has not already received confirmation of University Accommodation. We are also highlighting that the city has limited private let or private sector purpose-built accommodation available.

Heritage Designations

The Site is located within the Glasgow Central Conservation Area, at its northern-most extent, following extension to the boundary in 2010/11 to include this part of the Glasgow grid plan. Conservation Areas are defined as areas of special historic and architectural interest the character and appearance of which it is desirable to preserve or enhance.

There are several listed buildings located within this part of the Glasgow Central Conservation Area close to the Site including the Category B listed Savoy Centre and the Category B listed 212-230 Sauchiehall Street (located at the corner of the block at the junction of Sauchiehall Street and Cambridge Street).

The diagram to the right shows the location of the many listed assets in close proximity to the site, with a few key assets identified.

- Site Boundary
- Glasgow Central Conservation Area
- Sauchiehall St Extension to Conservation Area
- Category A
- Category B
- Category C



Ref	Listed Building Name
1	254-290 (Even Nos) Hope Street, Theatre Royal
2	121-125 (Odd Nos) Renfield Street and Renfrew Street, the Pavilion Theatre
3	167 Renfrew Street and 11, 15 Dalhousie Street, Glasgow School of Art
4	23, 25 Rose Street, St Aloysius' Church (Roman Catholic)
5	217 Sauchiehall Street, and 114, 116 Sauchiehall Lane, Formerly Willow Tea Rooms
6	38, 38a Bath Street and Sauchiehall Lane, Former Mechanics' Institute
7	182-200 (Even Nos) Bath Street Also Known as Athol Place
8	202-218 (Even Nos) Bath Street, 121 Douglas Street, Adelaide Place (North)
9	235-245 (Odd Nos) Buchanan Street, the George Hotel
10	249 Buchanan Street and 1-7 (Odd Nos) Sauchiehall Street "Gleadow Testimonial Building"
11	16-20 (Even Nos) Cambridge Street
12	45-47 (Odd Nos) Hill Street, and 21 Dalhousie Street, St Aloysius College
13	307-335 (Odd Nos) Hope Street and 91, Cowcaddens Street, Mcconnell's Building
14	226-228 (Even Nos) Hope Street, and 55 Renfrew Street, Hope Street Post Office
15	6 Rose Street
16	12 Rose Street, Glasgow Film Theatre
17	119-121 (Odd Nos) Sauchiehall Street, Hope Street and Bath Street and Including Arch Over Sauchiehall Lane
18	137-143 (Odd Nos) Sauchiehall Street
19	199-215 (Odd Nos) Sauchiehall Street and 289 West Campbell Street
20	219-233, (Odd Nos) Sauchiehall Street and 134-140 (Even Nos) Blythwood Street
21	235 Sauchiehall Street, 147 Blythwood Street, Bank of Scotland
22	269-305 (Odd Nos) Sauchiehall Street, 123-127 (Odd Nos) Douglas Street, 192-200 (Even Nos) Pitt Street, Osborne Buildings
23	76-82 (Even Nos) Sauchiehall Street and 109-117 (Odd Nos) Renfield Street
24	94-102 (Even Nos) Sauchiehall Street, Crown Rooms
25	116-120 (Even Nos) Sauchiehall Street and 257a, 259 Hope Street
26	130-158 (Even Nos) Sauchiehall Street, the Savoy Centre
27	202-212 (Even Nos) Sauchiehall Street and 8-12 (Even Nos) Cambridge Street
28	254-290 (Even Nos) Sauchiehall Street, 5, 7 Rose Street, 2, 6 Dalhousie Street And 145, 147, 149 Renfrew Street, Mclellan Galleries
29	156-174 (Even Nos) Bath Street
30	123, 131 and 133 Sauchiehall Street

The Existing Building

1935 - Marks & Spencer Building
Existing building, designed & completed by Monro & Partners in 1935 for Marks & Spencer. The design is an example of Lutyens' vision of modular, grid based stores for M&S, built throughout the UK in the 1930s and 40s. The building is formed from single skin walls & has a heavily altered internal layout as M&S repeatedly updated & extended a building originally intended for retail in the 1930s using technology of that time.

1938 - Extension
An extension to the western side was constructed just 3 years later as the land became available. The design broke away from the original modular vision by interrupting the symmetry of the original facade, contradicting its purpose. Alterations to the frontage have rendered the facade visually flimsy, robbing it of the greater mass that was originally intended.

1985 - Demolition & Replacement
The former Woolworths Building was demolished in 1985 & a poor quality brick replacement was erected that declined to make reference to its neighbours or the historic architecture of the neighbourhood.



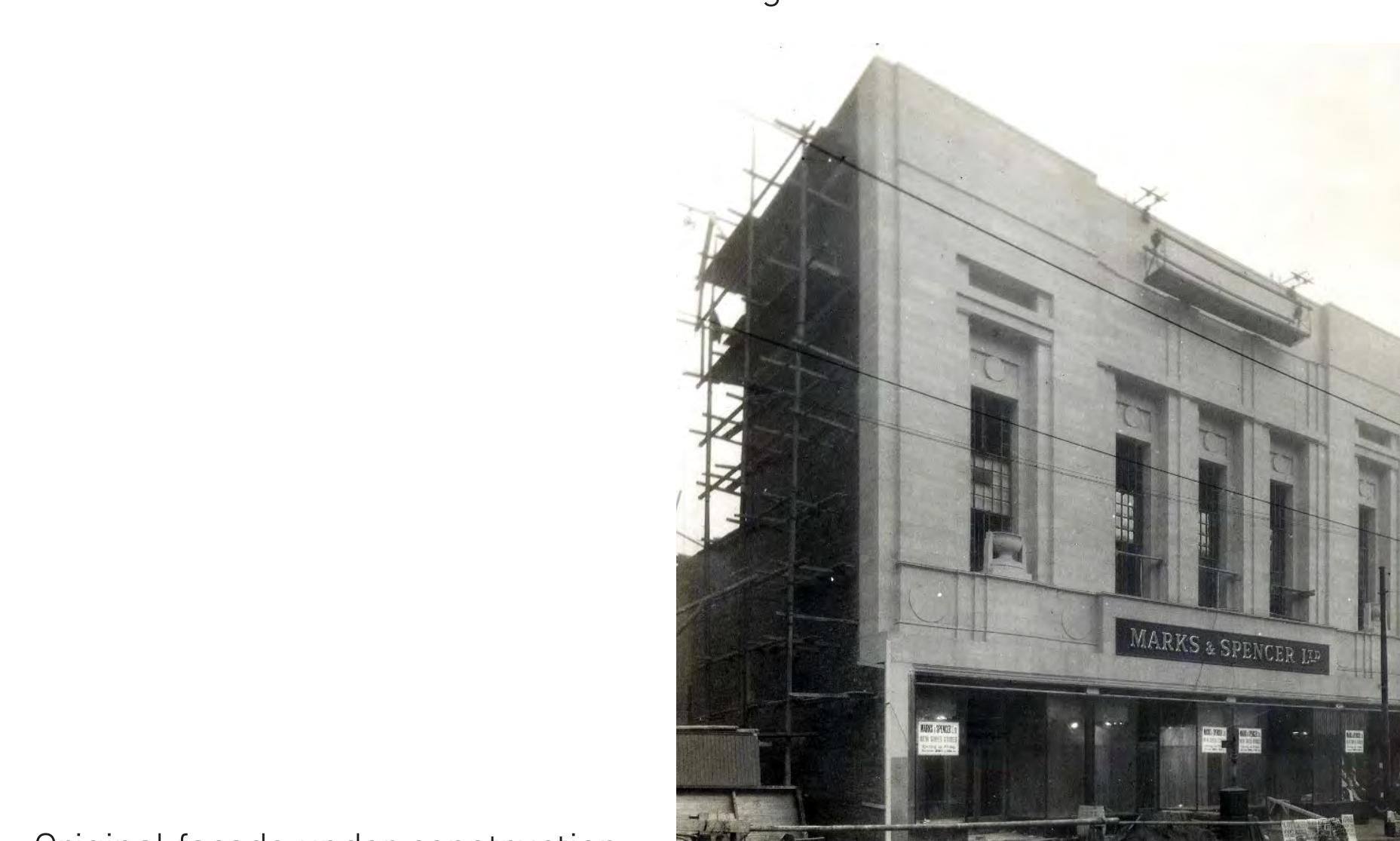
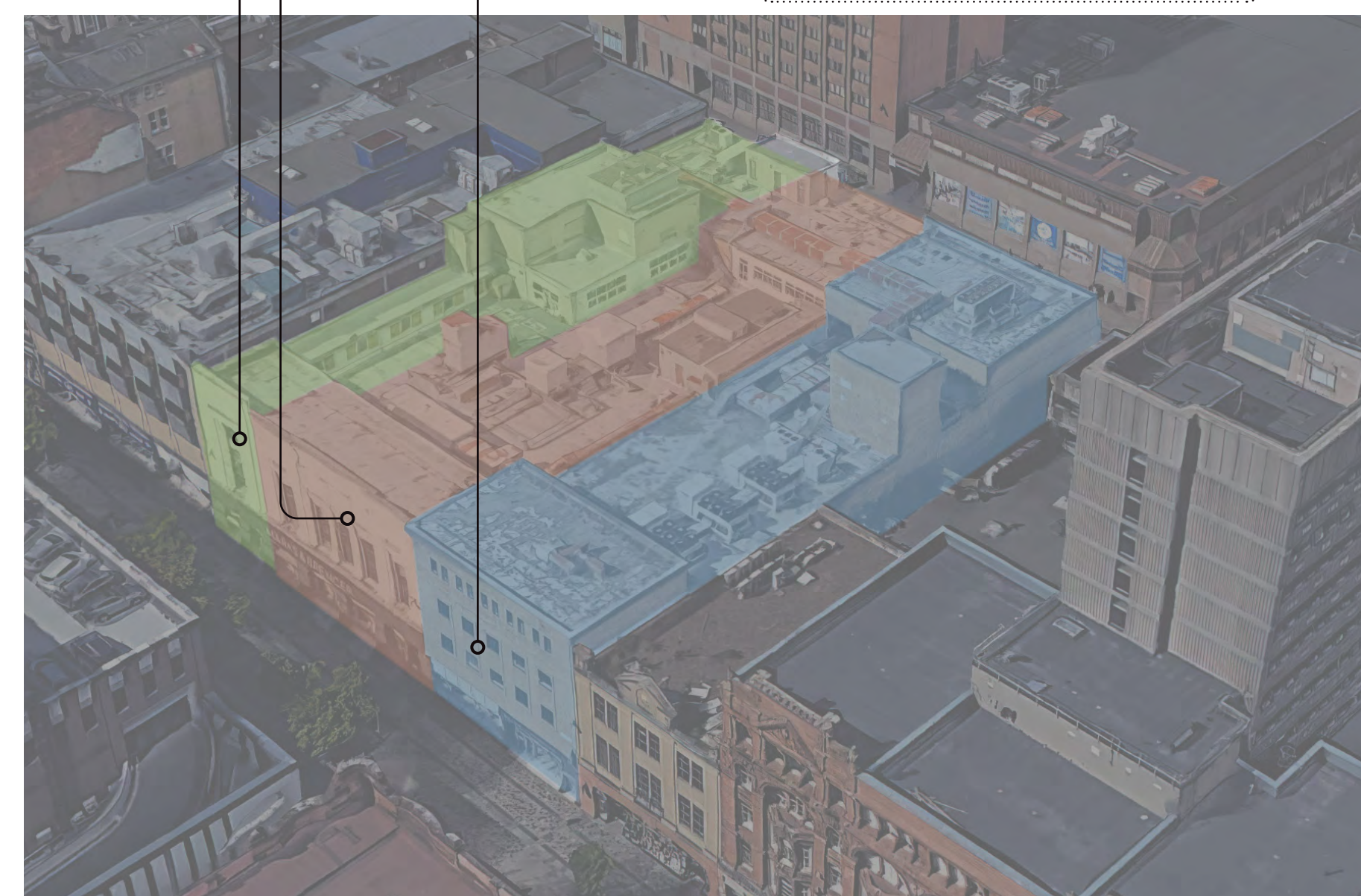
Extension 1938 | Original Facade 1935

A Considered Facade

The original facade is comprised of a series of vertical and horizontal expressions which provide an overall framework for the design of an ordered and considered facade design. This meant that when the facade was extended in 1938 there was a strong basis from which the extension could complement the original facade with a visually cohesive appearance.

The facade rationale can be summarised by:

- Dominant vertical expression and rhythm
- Secondary horizontal expressions
- Typical recessed window opening proportion ratio of 4:1
- Typical window proportion ratio of 3:1.



Original facade under construction

