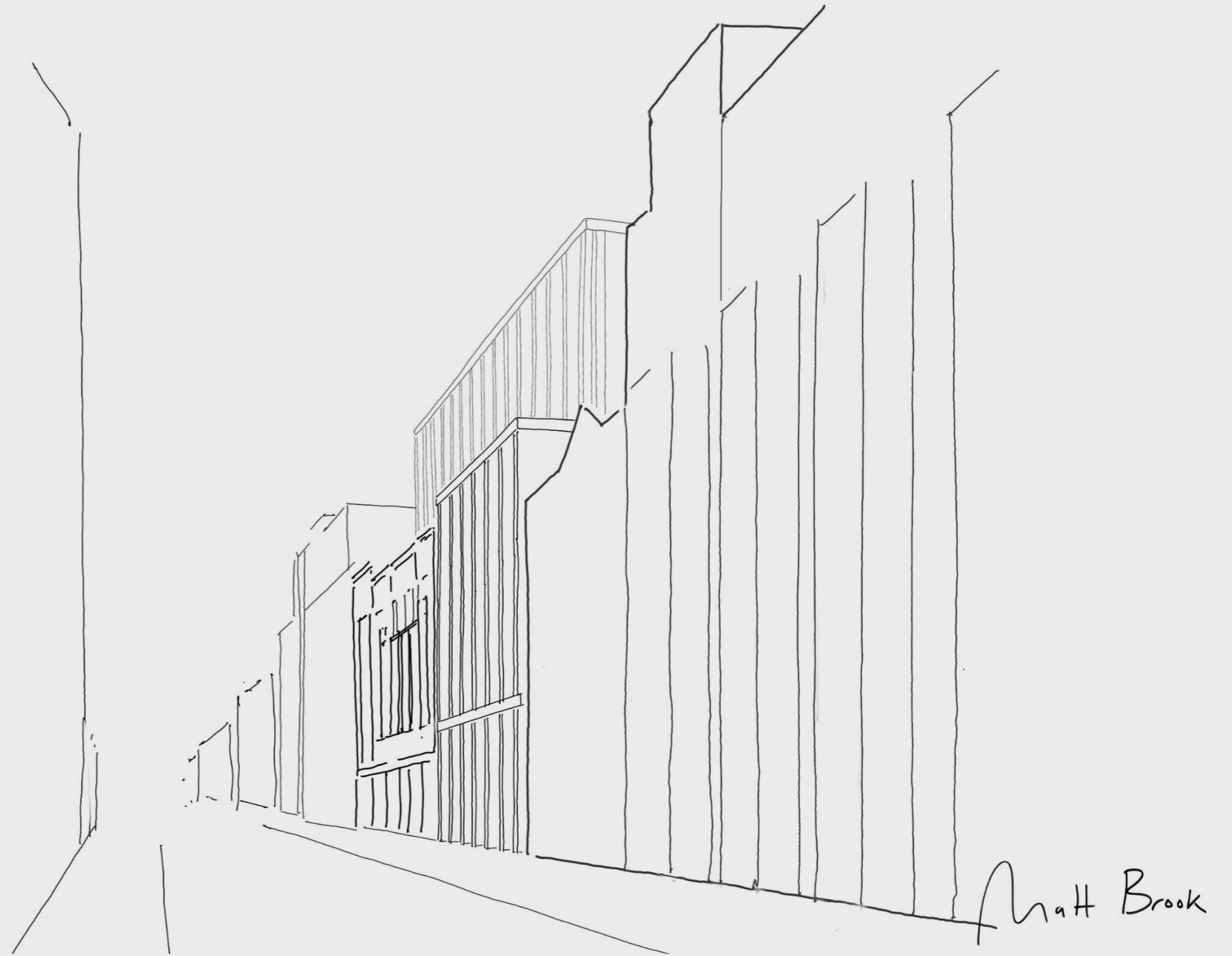


Sauchiehall Street, Glasgow

Design & Access Statement

February 2024



MattBrookArchitects

Prepared by **Matt Brook Architects** in conjunction with the project team comprising:

- Fusion Students
- Savills
- JLL
- Turley
- Gardiner Theobald
- Shear Design
- Amber Management
- Astute Fire
- Cavendish
- Alder King
- RSP
- Sweco
- Apex Acoustics
- GIA
- RWDI

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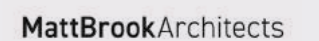
Apex Acoustics
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GIA - Daylight & Sunlight
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REVISION	DATE	NOTES
00	19/05/2023	First Issue
01	31/05/2023	Minor Updates
02	20/02/2024	Updated for Resubmission

Executive Summary

- This proposal aims to provide high-quality student housing in a sustainable location, conveniently situated near the city centre and university campuses. It caters to a diverse range of students, including undergraduates, postgraduates, and international students, offering various living options such as en-suite rooms, social studios, studios, and one-bedroom apartments.
- The development emphasises the creation of generous amenity spaces, both indoors and outdoors, fostering a sense of community among residents. Notably, the inclusion of green roof terraces contributes to this communal atmosphere.
- These proposals address the pressing demand-supply gap in Glasgow's Purpose-Built Student Accommodation (PBSA) sector by delivering high-quality living spaces to meet the needs of the growing student population. Students currently face significant barriers when searching for suitable accommodation in the city, and this project aims to alleviate that problem.
- The development will revitalise the prominent Marks & Spencer store on Sauchiehall Street, breathing new life into the building with economic purpose. The architectural approach takes into account the historical significance of the original Marks & Spencer facade, ensuring its reinstatement to its original design and integration within the internal accommodation, and also the reintroduction of the historic arcade linking Sauchiehall Street and Renfrew Street.
- The proposals will make a significant contribution towards the Council's 'City Centre Living Strategy' which aims to double the city centre residential population to 40,000 by 2035.
- The scheme has been carefully designed to retain the historic façade of the original Marks & Spencer building, to protect the character of the conservation area and integrate the façade into the internal accommodation in a considered way.
- The design team has conducted an in-depth sustainability analysis, assessing the embodied carbon and operational energy modelling to ensure an environmentally responsible approach. The development aims to achieve an Excellent rating under the BREEAM (Building Research Establishment Environmental Assessment Method) certification, showcasing its commitment to sustainability throughout its lifecycle.
- The proposals actively implement a key recommendation within A New Life for Glasgow's 'Golden Z'. This involves the introduction of a high-quality public realm on the ground floor, featuring the new arcade route connecting Sauchiehall Street and Renfrew Street. This initiative enhances pedestrian access and commercial frontages, reviving the historical arcade that once crossed through the site, and contributing to vitality on Renfrew Street itself - the arcade also provides convenient access to the main entrance of the PBSA accommodation.
- Overall, the submitted proposals present a comprehensive and sustainable solution to the pressing demand for student accommodation in Glasgow's city centre. It harmoniously integrates historical preservation, community-building, and environmental consciousness, while also contributing to the economic vitality of Sauchiehall Street, Renfrew Street and the wider city centre.



Contents

1.0	Introduction	6	2.14.1	Appraisal	41	5.4.8	The Arcade and Public Realm	104
1.1	Fusion Students	7	2.14.2	History & Phasing	42	5.5	Scale + Massing Update	105
1.2	Project Summary	8	2.14.3	Design Constraints	43	5.5.1	Summary	105
2.0	Assessment	9	2.14.4	Facade Arrangement	44	5.5.2	Massing Update	107
2.1	Location	10	2.14.5	Re-use versus Redevelopment	45	5.5.3	Building Massing Justification	109
2.2	Constraints	13	2.14.6	Adapted Building Option	46	5.5.4	Building Height in Context	110
2.3	Opportunities	14	3.0	Evaluation	47	5.5.5	Aerial Views of Proposal	111
2.4	Planning Context	15	3.1	Facade Retention	48	5.5.6	Building Sections	115
2.5	Demographic Context	19	3.2	Potential Future Repurposing	53	5.6	Additional Information	101
2.6	Existing Site Condition	20	3.3	Brief	54	5.6.1	Mixed Use Constraints	118
2.6.1	Existing Site Plan	20	4.0	Involvement	55	5.6.2	Golden Z Compliance	119
2.6.2	Existing Elevations	21	4.1	Consultation	56	5.6.3	Activated Frontages	120
2.7	Site History	23	4.2	Project Website	57	5.6.4	Surrounding Uses	122
2.7.1	Historical Development	23	4.3	Consultation Events	58	5.7	Appearance	
2.7.2	Waverley Hotel	24	4.4	Urban Design Review Panel	62	5.7.1	Summary	123
2.7.3	Marks and Spencer	25	4.5	Historic Environment Scotland	63	5.7.2	Materiality	124
2.8	Localised Context	26	4.6	Design Evolution	64	5.7.3	Contextually Driven Details	125
2.9	Development Context	31	5.0	Design	65	5.7.4	A Hewn Mass - Smooth and Textured	126
2.10	Social, Cultural & Historical Context	32	5.1	Concept Design	66	5.7.5	Light and Shadow	127
2.10.1	Origins and Early Development	32	5.2	Use	69	5.7.6	Building Elevations	131
2.10.2	Industrialisation and Enlightenment	32	5.3	Amount	70	5.7.7	Bay Elevations	139
2.10.3	A New Town	32	5.4	Layout	71	5.7.8	Visualisations	149
2.11	City Context	33	5.4.1	Summary	71	5.8	Fire Strategy	161
2.11.1	The Grid of Glasgow	33	5.4.2	Building Plans	72	6.0	Access	167
2.11.2	The City Blocks of Glasgow	36	5.4.3	Room Schedule	85	6.1	Inclusive Access	168
2.11.3	Alexander 'Greek' Thomson	37	5.4.4	Room Layouts	86	6.2	Vehicular & Service Access	171
2.11.4	Local Context and Character	38	5.4.5	Internal Amenity Provision	92	6.3	Security and Management	172
2.12	Glasgow's Sense of Place	39	5.4.6	External Amenity + Landscaping	99	7.0	Conclusion & Key Benefits	174
2.13	Key Design Drivers	40	5.4.7	Overall Amenity Provision	101			
2.14	Existing Building	41						

1.0 Introduction

1.0 Introduction

Purpose of the Document

This Design and Access Statement has been prepared by Matt Brook Architects, with input from others, on behalf of Fusion Students (The Applicant). This document accompanies an application for detailed planning permission and conservation area consent for the redevelopment of the former Marks and Spencer (M&S) store, 184 Sauchiehall Street, Glasgow. The application site is located within the Central Conservation Area of the City Centre of Glasgow.

This statement explains the design development process and resulting proposals. It should be read in conjunction with the associated application drawings and all other information submitted in support of the planning application.

Project Description

(1) Detailed Planning Permission:

Mixed-use redevelopment, including demolition and replacement of existing building to provide purpose built student accommodation (Sui Generis); retail and professional services (Class 1A), restaurant (Class 3) uses, and non-residential institutions (Class 10) uses; with associated landscaping, access and infrastructure.

(2) Conservation Area Consent:

Complete demolition of unlisted building (excluding a section of retained façade) in the Central Conservation Area.

Process

The proposals have been developed by Matt Brook Architects in conjunction with a comprehensive team of experienced and specialist consultants. The intention is to deliver purpose-built student accommodation with associated amenity space and commercial accommodation, alongside retaining and reinstating the original façade of the existing Marks and Spencer building as part of a contextually-sensitive redevelopment of the site.

The proposals have been subject to pre-application consultation with Glasgow City Council, the Glasgow Institute of Architects Glasgow Urban Design Panel, Historic Environment Scotland and the public as covered within the 'Involvement' section of this document. These consultations have informed the design development of proposals with the advice and recommendations provided by these parties being fully considered during the pre-application process. A supporting Pre-Application Consultation Report has also been submitted as part of this application.

Document Structure

This statement provides information to demonstrate how the physical characteristics of the design proposals have been informed by a rigorous process, which is presented under the following headings:

Assessment, Evaluation, Involvement, Design and, Access.

In respect of the proposals, this statement provides information relating to:

- **Use** – What the proposed building will be used for,
- **Amount** – How much will be built on site,
- **Layout** – How the proposed building and public and private spaces will be arranged on site, and the relationship between them and the buildings and spaces around the site,
- **Scale** – How big the building will be,
- **Landscaping** – How external landscaping, both private and public will be provided,
- **Appearance** – What the proposed building and spaces will look like.

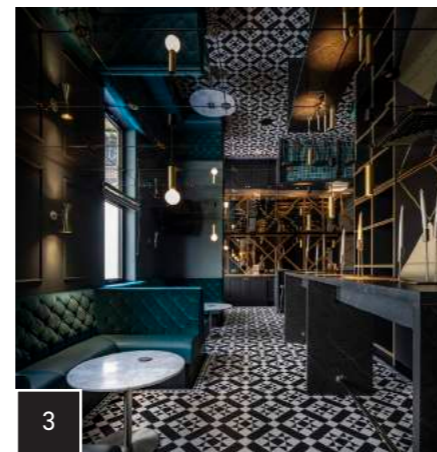
Information is also provided in relation to access, demonstrating how both vehicular traffic and pedestrian footfall have been considered together during the development of proposals. This includes information relating to inclusive access alongside vehicular and public transport links.

This application is a resubmission of the recently refused planning application (23/01369/FUL & 23/01371/CON) and seeks to address the reasons for refusal identified by members of the Planning Committee.



View south along the reinstated Wellington Arcade

1.1 Fusion Students



High Quality Student Communities

Fusion Students deliver a purpose-built solution for students offering unparalleled design and specification. Fusion Students have a track record for delivering high-quality student accommodation across the UK and challenge the usual conventions for how students live and use space as part of their studies.

Facilities are designed and built around students' needs, with access to high quality, interior-designed common areas, cinemas and study spaces, free bike rentals and high-speed Wi-Fi.

Prior Experience

Fusion Students have established a strong reputation as an operator/developer, having delivered all schemes that have achieved a successful Planning Consent.

By building strong relationships based on the successful delivery of high-quality and innovative schemes, Fusion have consistently delivered on a series of prominent and large-scale developments in recent years.

Schemes are developed in close collaboration with the relevant local authorities and involved in-depth discussions with local residents and interest groups.

1. Brent Cross, London
2. Fusion, Loughborough
3. Zenith Sky Bar, Cardiff
4. Cosmos, Sheffield
5. Duplex apartment, Newcastle
6. Typical Bedroom Interior

1.2 Project Summary

Matt Brook Architects follow a placemaking-led, people-focused design approach. A careful understanding of the brief, typology and context for all projects is distilled into a clear set of key design drivers for the project.

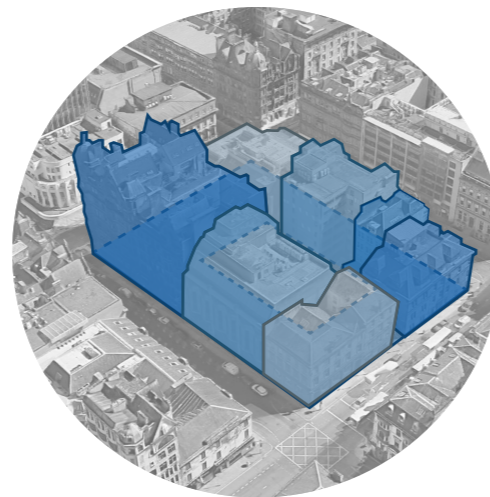
At Sauchiehall Street, these key design drivers are focused around responding to three key contextually driven parameters that are closely associated with Glasgow's unique sense of place and are the result of a careful analysis process as detailed within the **Assessment** chapter of this document.

These drivers are:

- **Grid and Block**
- **Solidity, Strong Verticals and Horizontals**
- **Arcade Reinstatement**

The corresponding proposals included within this application seek to not only respond to these drivers but to also provide new high-quality, purpose-built student and retail accommodation as part of a contextually sensitive new development that also incorporates the historic Sauchiehall Street façade of the existing Marks and Spencer building. The **Evaluation** and **Design** chapters of this document explain how this has been realised.

Consultation has been an integral part of the design development of this project with the project team committing to an extensive consultation process with Glasgow City Council, stakeholders and the public. From the earliest engagement and throughout the pre-application period the project team have listened to feedback and have utilised it to inform the design proposals. Details of this consultation can be found within the **Involvement** chapter of this document.



Grid and Block

Respond to the established urban grid and block typology with a contextually considered massing approach.



Solidity, Strong Verticals and Horizontals

Evoke a feeling of solidity through the use of robust materials and design, referencing the strong vertical and horizontal elevational articulations utilised by architects like Alexander 'Greek' Thomson.



Arcade Reinstatement

Create a connection through the site by reinstating the historic arcade route and creating a new internal environment full of active uses.

2.0 Assessment

2.0 Assessment

2.1 Location

Sauchiehall Street is one of the principal avenues in the city and runs from west to east across Glasgow, extending from Fitzroy Place to the west, passing through the Glasgow Central Conservation Area and terminating at the Glasgow Royal Concert Hall and Buchanan Galleries Shopping Centre to the east.

The development site is located on Sauchiehall Street, which is a primary street within Glasgow City Centre. It forms part of an urban block between Cambridge Street and Hope Street to the west and east respectively, with Renfrew Street to the north of the site.

Sauchiehall Street was formerly a primary pedestrian and retail route through the city centre, with the immediate vicinity of the site having been pedestrianised in the 1970s. Conversely, Renfrew Street serves as a principal vehicular route.

The site is the former Marks and Spencer store which until recently was actively trading, having been occupied by the retailer since the building's construction.

Primary pedestrian access to the store is via Sauchiehall Street, with deliveries and vehicle access from the rear via a service bay off Renfrew Street.



2.1 Location

Geographic Context

The map to the right shows the site, edged red, in the context of Glasgow City Centre. The site lies on the edge of the Glasgow Central Conservation Area which is comprised of five local districts of distinctive character, with the site lying in Character Area 4, *Business District & Blythswood*.

Connectivity

The site is serviced by numerous transport networks accessible across the City Centre. Several subway and railway stations are accessible within a short walk of no more than 10-15 minutes.

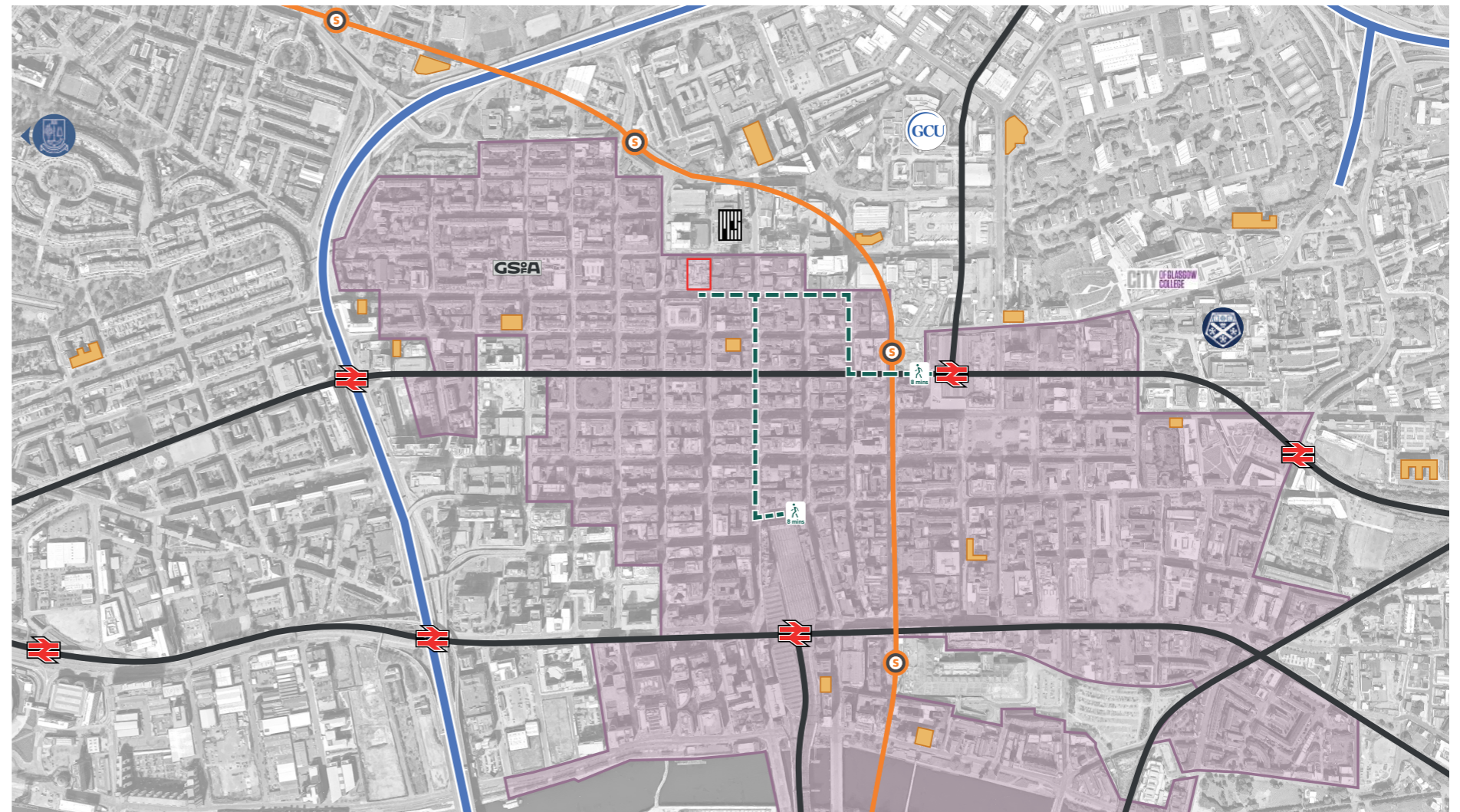
The site is well-served by bus routes with the closest stops located on Renfrew Street, immediately to the north of the site and Bath Street, one block to the south. The former provides direct vehicular access to the site, with the pedestrianised section of Sauchiehall Street serving the south of the site providing easy and safe pedestrian access.

Core areas of the City Centre and various leisure, retail and cultural venues are reachable on foot in under 10 minutes with direct routes along Sauchiehall Street and a wider pedestrian-orientated network across the city.

University Context

Glasgow is a long-established major centre for higher education within the UK, attracting students from across the globe each year.

Six institutions are currently located within a two mile radius of the city centre, each of which accommodate a broad range of students whether undergraduate, post-graduate or research-based.



- Site Boundary
- Conservation Area
- Student Residences
- Motorway

- Railway
- + Railway Station
- Underground Line / Station
- Walking Distance

- GCU Glasgow Caledonian University
- UoS University of Strathclyde
- GS&A Glasgow School of Art
- UG University of Glasgow
- Royal Conservatoire of Scotland
- CITY OF GLASGOW COLLEGE City of Glasgow College



2.1 Location



- Railway
- Railway Station
- Underground Line / Station
- Motorway



Glasgow City Centre

The site is well connected with numerous transport links in the vicinity, accessible in any direction.

The robustness and expanse of the grid of Glasgow is clearly legible at this scale, demonstrating the importance of its role in the city's character and perceived sense of place.

The site, edged red, is shown here to the north of the Glasgow Central Conservation Area with Sauchiehall Street to the immediate south of the site, running east-west, across the northern edge of the city centre.



- Pedestrianised Zone
- One Way / Traffic Calming
- Underground Line / Station
- Bus Stop

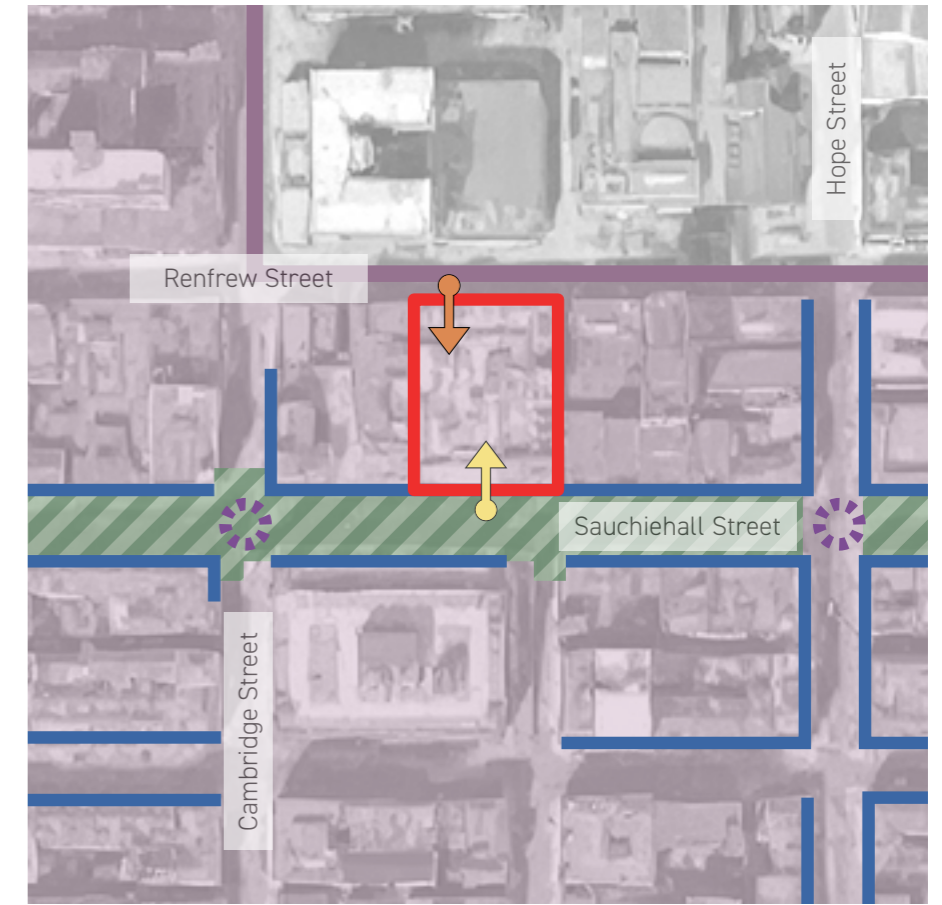


Local Area & Connectivity

At a more local scale the urban grid becomes more apparent and its constituent buildings start to become identifiable.

The proximity of various transport links is illustrated here, though only bus stops located within two minutes' walk from the site are shown.

The pedestrianised section of Sauchiehall Street leads towards Glasgow Royal Concert Hall to the east. The one-way, traffic-calmed section of the street approaches from the west.



- Node
- Frontage
- Pedestrian Access
- Service Access



Urban Block

At an urban block scale the individual buildings within each block become identifiable. The four named streets indicate the limits of the site's urban block, with natural nodes located at the junctions with Sauchiehall Street.

As part of the retail district of the city centre, the area in front of the site on Sauchiehall Street is pedestrianised and supported by active frontage. This provides easy and safe access to the site on foot. Delivery and service access it via Renfrew Street to the north.