

184 Sauchiehall Street, Glasgow

Pre-Application Consultation Report

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1. Introduction

- 1.1. This Pre-Application Consultation (PAC) Report has been prepared on behalf of **Fusion Glasgow DevCo Ltd** ('the Applicant') in support of a revised application to Glasgow City Council (GCC) for Planning Permission (FUL) and Conservation Area Consent (CAC) for the mixed-use redevelopment, including demolition (excluding section of retained façade) 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 at **184 Sauchiehall Street, Glasgow** (ePlanning Reference: 100625309-0017 & 100625309-0016).
- 1.2. The market facing proposals represent the culmination of an in-depth assessment of the former Marks & Spencer building at 184 Sauchiehall Street and its future role within Glasgow City Centre. The premises which were formerly occupied by Marks and Spencer presents an exciting opportunity to carefully develop and bring back into active use this vacant site in the heart of Glasgow through the delivery of best-in-class sustainable student accommodation with complimentary commercial uses that meets the emerging demands of students and growing higher education sector in Glasgow.
- 1.3. The proposals will provide much needed purpose built student accommodation in Glasgow City Centre and contribute towards attracting new students to the city, while helping to sustain current levels.
- 1.4. The full detail of the proposals is set out within the submitted **Planning Statement** and associated **Design & Access Statement**.

The Site

- 1.5. The site is located on Sauchiehall Street in Glasgow City Centre situated within an urban block bordered by Cambridge Street to the west and Hope Street to the east. It is bound by Renfrew Street to the north and Sauchiehall Street to the south. The site is located between two existing retail stores east and west.
- 1.6. The site cover approximately 0.3 hectares and is located within the Central Conservation Area.

1.7. The site was formerly occupied by Marks & Spencer, which up until recently was actively trading but has now closed as of April 2022. Access to the existing building is primarily from Sauchiehall Street, which is a pedestrianised street. Deliveries and vehicle access is taken from Renfrew Street via a service bay to the north eastern corner of the site.

Major Development Threshold & Legislative Requirements

1.8. Due to the quantum of purpose built student accommodation floorspace proposed, the planning application is classified as a 'Major Development', as per the provisions of the Hierarchy of Development (Scotland) Regulations 2009. These Regulations specify that development proposals that involve the development of 5,000 sq.m of gross floorspace or more are 'Major'. This classification introduces the requirement for the Applicant to follow certain procedures prior to the submission of a planning application, as detailed in Section 2 of this report.

1.9. This PAC Report sets out the pre-application consultation that has been carried out in accordance with the statutory requirements of the Planning etc. (Scotland) Act 2006, the Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013, the Planning (Scotland) Act 2019 and the Town and Country Planning (Pre-Application Consultation) (Scotland) Amendment Regulations 2021.

1.10. The consultation exercises undertaken in respect of this application were carried out in line with the guidance contained in Planning Advice Note 3/2010 Community Engagement. This PAC Report has been prepared in accordance with the policy contained in the Scottish Government Circular 3/2013 'Development Management Procedures' (now superseded) and Circular 3/2022 'Development Management Procedures'.

1.11. As per Annex B of Circular 3/2022 'Development Management Procedures' exemptions from PAC requirements exist where PAC was carried out in connection with an earlier application for planning permission and a subsequent application for essentially the same development is to be made. An exemption applies where all of (a) to (d) apply:

a) the application for planning permission relates to proposed development —

- i. of the same character or description as development (or part of the development) in respect of which an earlier application for planning permission was made (“the earlier application”),*
- ii. comprised within the description of the development contained in the proposal of application notice for PAC given to the planning authority under section 35B(2) in respect of the earlier application, and*
- iii. to be situated on or within the same site as the development to which the earlier application related and on no other land except land which is solely for the purpose of providing a different means of access to the site of the proposed development,*

b) there has been compliance with the PAC requirements in respect of the earlier application,

c) the planning authority has not exercised their power under section 39 to decline to determine the earlier application, and

d) the application for planning permission is made no later than 18 months after the validation date of the earlier application.

1.12. Consequently, the prescribed circumstances above mean in effect that provided there was an earlier application for essentially the same development prior to which PAC was carried out, then as long as a follow up application is made within 18 months from when that earlier application was made, it is exempt from further PAC requirements. This is the case in the subject circumstances.

1.13. This report therefore details the consultation undertaken in relation to this proposal and provides a summary of the information obtained and how the findings of the consultation activities have influenced the application.

2. Statutory Consultation Requirements

2.1. The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013 (as amended) set out the various requirements that need to be followed when submitting planning applications. For all 'Major Development' proposals, an Applicant must first submit a Proposal of Application Notice (PAN) to the relevant planning authority, advising of the proposed planning application and seeking agreement on the scope of pre-application consultation proposed.

2.2. Planning Advice Note 3/2010 details the pre-application consultation requirements placed on prospective applicants at Paragraph 40. It states:

"Where pre-application consultation is required, the prospective applicant must send a proposal of application notice to the planning authority at least 12 weeks before submitting an application for planning permission. They must also send a copy of this notice to relevant community councils. The notice will contain:

a) general description of the proposed development;

ii) the address of the site (if it has one);

iii) a plan showing the outline of the site;

iv) contact information for the developer; and

v) a description of what consultation the developer is going to undertake, when it will take place, with whom and what form it will take."

2.3. Circular 3/2013 states that the purpose of the PAC report is to confirm that pre-application consultation has taken place in line with statutory minimum requirements and any further requirements set by the planning authority in its response to the PAN. Circular 3/2013 confirms that in considering any subsequent application, the report is not likely to have a significant role, unless it identified issues or contains information which could be considered a material consideration in terms of the 1997 Act and to which the planning authority should give weight in determining the application. Table 1 sets out the minimum content of a PAC report as suggested by Circular 3/2013 and identifies the sections of this report which address the minimum suggested content of a PAC report.



2.4. Please note, the associated Proposal of Application Notice was lodged to Glasgow City Council in advance of the new pre-application consultation regulations coming into effect on 1 October 2022.

Table 1: Suggested Minimum content of a PAC report and reference to the relevant PAC Report Section

Circular 3/2013 Suggested Minimum Content of a PAC Report	Relevant PAC Report Section
Specify who has been consulted	Sections 2 & 3
Set out what steps were taken to comply with the statutory requirements and those of the planning authority	Sections 2 & 3
Set out how the applicant has responded to the comments made, including whether and the extent to which the proposals have changed as a result of PAC	Section 4
Provide appropriate evidence that the various prescribed steps have been undertaken – e.g. copies of advertisements of the public events and reference to material made available at the events	Appendices
Demonstrate that steps were taken to explain the nature of PAC, in particular that it does not replace the application process whereby representations can be made to the planning authority	Section 2 & Appendices

Proposal of Application Notice (PAN)

2.5. The formal pre-application process began following the submission of a PAN and site location plan to the Council on 23 September 2022. The submitted PAN is provided in Appendix 1.

2.6. A copy of the PAN was submitted to the four Ward Councillors and Kaukab Stewart MSP and Alison Thewlis MP. The site falls within Dundasvale Community Council’s boundary however, this Community Council was inactive at the time of submission. Copies of the PAN were submitted to Blythswood and Broomielaw Community Council and Garnethill Community Council who both adjoin the site. A copy of the emails sent to the Ward Councillors, MSP, MP and the Community Council is contained in Appendix 2.

- 2.7. The Council confirmed that the PAN met the legislative requirements on 20 October 2022 (Appendix 3) and was registered as 22/02578/PAN. Here, it was further confirmed that an application for the above proposed development cannot be submitted for at least 12 weeks from the date of receipt of the Proposal of Application Notice (in this case from 17 December 2022 onwards).
- 2.8. The statutorily required public consultation event was held on 2 November 2022 at the CitizenM, 60 Renfrew Street, Glasgow, G2 3BW. The event was open to members of the public between 2.30pm and 7.00pm.
- 2.9. In accordance with the statutory requirements, a newspaper advert setting out details of the online pre-application consultation event was published. The newspaper advert appeared in the Glasgow Evening Times on 25 October 2022, in advance of the public event. A copy of the newspaper advert is set out in Appendix 4.
- 2.10. The newspaper advert set out details about the proposed development, the Applicant, the time and location of the pre-application consultation event and confirmed that anyone who wished to make representations to the Applicant on the proposed development should do so in writing by 23 November 2022. The advert also specified that written representations at this stage were not representations to the Council, and an opportunity to make formal representations to the Council would exist when a formal planning application was made.
- 2.11. In addition to this statutory public consultation event held in November 2022, the Applicant carried out further public consultation activities in March 2023 beyond the established requirements. These are detailed in Section 3.

3. Consultation Undertaken

3.1. This section sets out the engagement that was carried out at the pre-application consultation phase and during the preparation of the applications.

Pre-Application Meetings

3.2. A series of discussions have been held with Glasgow City Council (GCC) and its Planning and Design Officers regarding the emerging proposals for the redevelopment of the former M&S store at 184 Sauchiehall Street. The below provides a detailed account of the meetings held and key themes discussed.

- Meeting with GCC Case Officer – Monday 31 October 2022 – project background and discussion on scale and massing.
- Meeting with GCC Head of Planning and Head of Development Management – Friday 4 November 2022 – project background, PBSA concept, pre-app timeline going forward and key items to consider.
- GCC Design Workshop #1 – Thursday 24 November 2022 – project background, PBSA concept, re-use of existing building, scale and massing.
- GCC Design Workshop #2 – Thursday 15 December 2022 – proposed scale and massing, external amenity provision, ground floor uses, re-use of existing building assessment.
- GCC Design Workshop #3 – Monday 6 February 2023 – scale and massing, interaction of Sauchiehall St and Renfrew St elevations with streetscape.
- Meeting with GCC and Heritage Officer – Monday 27 February 2023 – cultural heritage review of the existing site and discussion on potential options to re-use the existing building structure including historic M&S façade.
- Meeting with GCC and HES – Tuesday 28 February 2023 – cultural heritage review of the existing site and discussion on potential options to re-use the existing building structure including historic M&S façade.
- GCC Design Workshop #4 – Wednesday 15 March 2023 – proposed façade retention scheme including historic M&S facade.
- Presentation to Glasgow Urban Design Panel – Thursday 23 March 2023 – present emerging proposals for PBSA led mixed use development.
- Meeting with GCC Head of Development Management and Case Officer – Thursday 23 March 2023 – project update, PBSA concept and key considerations going forward.

3.3. Following the outcome of the previous application and the reasons for refusal provided, the Applicant and GCC Planning and Design Officers undertook a series of further design workshops. This was a collaborative approach with the key intention of responding directly to the key themes raised by the Committee and to devise a revised building form. The meetings that occurred can be summarised as follows:

- GCC Design Review – 30th November 2023 – review of concerns with previous design.
- GCC Design Workshop – 12th December 2023 – present options for amending the scale and massing of the proposals.
- GCC Design Workshop – 24th January 2024 – updated options for amending the scale and massing of the proposals.
- GCC Design Workshop – 1st February 2024 – agreement on proposed amendments to scale and massing of the proposals.

Stakeholder Meetings

3.4. Extensive discussions have also been held with a number of stakeholders and interested parties. The below provides a detailed account of the meetings held and key themes discussed.

Councillor Angus Millar

3.5. Members of the project team met with Local Ward Councillor Angus Millar on 25 October 2022. The meeting involved an introduction to the Applicant which set out examples of projects completed across the country alongside background on the emerging proposals and the associated planning context. There was interest from Councillor Millar in respect of the proposed scale of the emerging development.

Glasgow Chamber of Commerce

3.6. Members of the project team met with Stuart Patrick (Chief Executive, Glasgow Chamber of Commerce) on 26 October 2022. The concept design and associated narrative was presented. There was support for the proposals and the major regeneration outcomes it could have in rejuvenating Sauchiehall Street and addressing student accommodation undersupply in Glasgow.

Sandesh Gulhane MSP

- 3.7. Members of the project team met with Sandesh Gulhane MSP on 9 November 2022. Positive discussions were held with clear encouragement regarding the level of investment the proposals would bring to Sauchiehall Street and Glasgow City Centre.

Paul Sweeney MSP

- 3.8. Members of the project team met with Paul Sweeney MSP on 14 November 2022. Discussions revolved around the heritage value of the building, location within the Central Conservation Area and student use. There was support for the concept of student accommodation, the reinstatement of the historic arcade and maintained ground floor activation. Paul Sweeney MSP was noted the importance of retaining the historic M&S façade within the wider proposals.

Glasgow City Heritage Trust

- 3.9. Members of the project team met with Niall Murphy (Deputy Director, Glasgow City Heritage Trust) on 21 November 2022. The concept design and associated narrative was presented. There was discussion around the heritage value of the building and whether or not scope existed to retain the façade on Sauchiehall Street. The Applicant agreed to investigate this further.

Blythswood & Broomielaw Community Council

- 3.10. Members of the project team presented to the Blythswood & Broomielaw Community Council on 6 December 2022. The focus of discussions following the presentation revolved around the proposed student accommodation use and concentration of this type of development already within Glasgow City Centre. There was a preference to see mainstream housing delivered at the site and members were interested to find out more on the ground floor retail component and potential occupiers.

Garnethill Community Council

- 3.11. Members of the project team presented to the Garnethill Community Council on 12 December 2022. Local Ward Councillors Phillip Braat, Angus Millar and Eva Bolander were in attendance (in-person/virtually). The focus of discussions following the presentation revolved around the proposed student accommodation use and concentration of this type of development already within Glasgow City Centre. The community council were also keen to understand whether there was sufficient services available to handle the increased resident population and ensure disruption was minimised during demolition, construction and operation.

Alison Thewlis MP

- 3.12. Members of the project team met with Alison Thewlis MP on 15 December 2022. There was discussion on the proposed massing of the proposals and how the arcade would work from a security and access perspective.

Paul Sweeney MSP (Meeting No. 2)

- 3.13. Members of the project team held a second meeting with Paul Sweeney MSP on 20 March 2023. Discussions focused on the heritage value of the building with proposals tabled showing the historic M&S façade being retained within the wider scheme. There was strong support communicated by Paul Sweeney MSP for the reinstatement of the historic M&S façade on Sauchiehall Street.

University Meetings

- 3.14. Discussions have been held with a number of further and higher education institutions. The below provides a detailed account of the meetings held and key themes discussed.

Glasgow School of Art

- 3.15. The Applicant met with Martin Clancy (Head of Capital Projects, Glasgow School of Art) on 9 February 2023. The concept design and associated narrative was presented with wider positive discussions held on the contribution the proposals could make to student accommodation provision in Glasgow.

University of Strathclyde

- 3.16. The Applicant met with Vivienne Maclean (Asset Director, Estates Planning and Strategy) and Shona Miller (Assistant Director, Estates Services) from University of Strathclyde on 9 February 2023. The concept design and associated narrative was presented. The concept design and associated narrative was presented with wider positive discussions held on the contribution the proposals could make to student accommodation provision in Glasgow.

Royal Conservatoire of Scotland

- 3.17. The Applicant met with Alan Smith (Director of Estates) and Janette Harkess (Head of External Relations) from Royal Conservatoire on 9 February 2023. The concept design and associated narrative was presented. The concept design and associated narrative was presented with wider positive discussions held on the contribution the proposals could make to student accommodation provision in Glasgow. Given the proximity of the site there is scope to discuss further how to tie in better with the development.

University of Glasgow

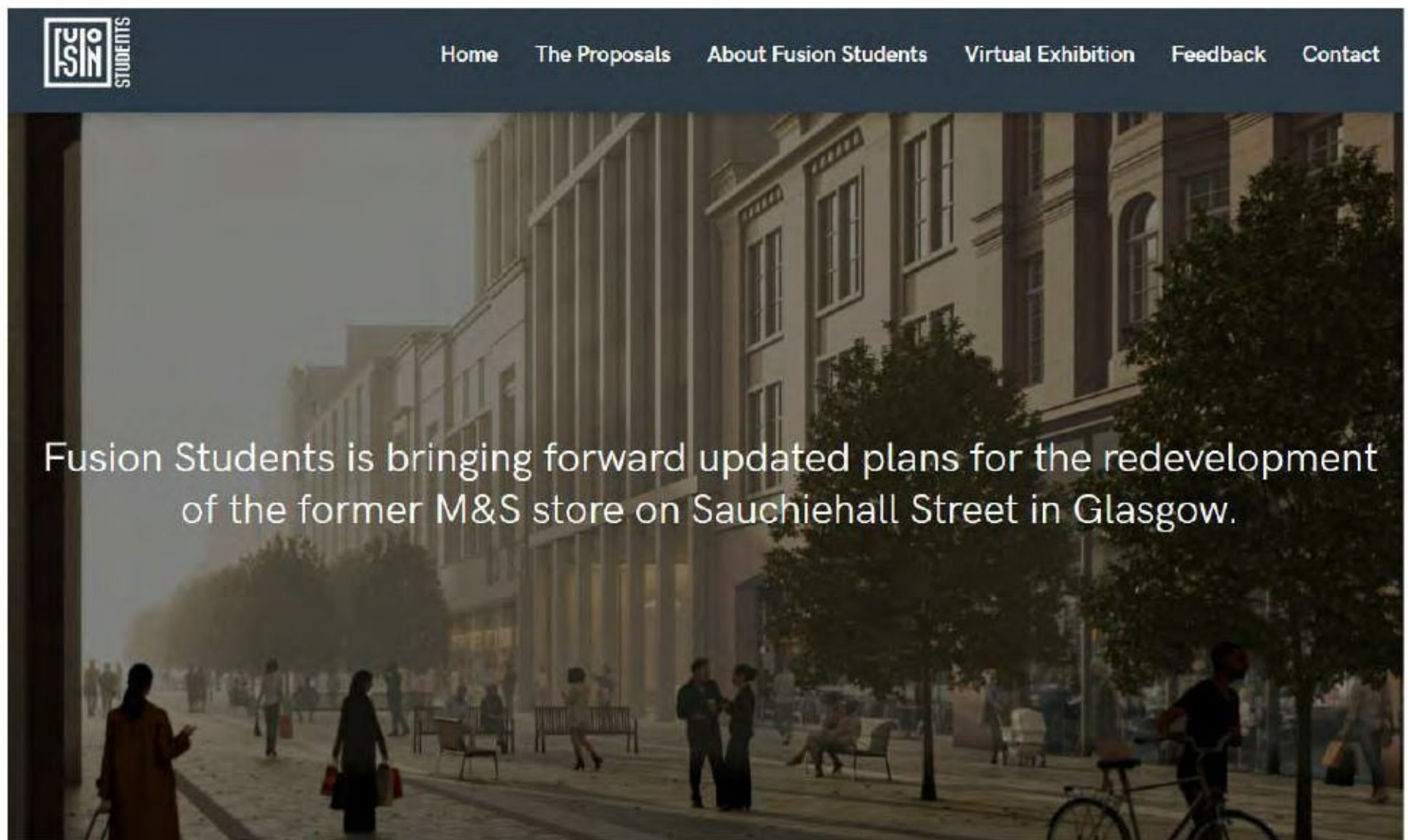
- 3.18. The Applicant met with Robert Garnish (Executive Director, Commercial Services) from University of Glasgow on 9 February 2023. The concept design and associated narrative was presented. The concept design and associated narrative was presented with wider positive discussions held on the contribution the proposals could make to student accommodation provision in Glasgow.

Glasgow Caledonian University

- 3.19. The Applicant met with Therese Fraser (Head of Campus Services) and Alan Chim (Head of Asset Management) from Glasgow Caledonian University on 22 March 2023. The concept design and associated narrative was presented. The concept design and associated narrative was presented with wider positive discussions held on the contribution the proposals could make to student accommodation provision in Glasgow.

Project Website

- 3.20. An online project website was set up at www.fusionsauchiehallstreet.consultationonline.co.uk/ to support the wider public consultation activities. The project website provided further details on the consultation events, the site, the proposals and the Applicant.
- 3.21. The consultation event boards were made available on the project website, in the form of a virtual exhibition room, in advance of both of the events taking place in November 2022 and March 2023. In addition, the feedback forms were available online and could be completed electronically.
- 3.22. The project website was shared with stakeholders and interested parties while being included in the press release prior to the consultation events in November 2022 and March 2023.



Public Event 1 – November 2022

- 3.23. Savills, on behalf of the Applicant, organised a public event at the CitizenM on 2 November 2022. The event took place in an accessible room within the CitizenM. The project team were available to engage with members of the public and answer any questions between 2.30pm and 7.00pm.

3.24. The public event provided an opportunity for the local community and all other interested parties and stakeholders to view further information on the proposed application; discuss matters of interest/concern; and, communicate support for and/or raise any issues they may have with the proposed development. Six members of the project team were on hand to discuss matters of interest/concern with the local community and interested parties.



3.25. Feedback forms (Appendix 5) were made available at the event for completion by the event attendees or, to be taken away and returned later (either via post or email). The feedback forms could also be completed online at the project website. The feedback forms offered the attendees the opportunity to provide formal comments.

3.26. The feedback forms clearly state that any comments made through the pre-application consultation process are not representations to Glasgow City Council and would not be considered as part of any future application. The feedback forms advise that there will be an opportunity to make formal representation to the Council once the application has been submitted.

Public Event 2 – March 2023

- 3.27. Savills, on behalf of the Applicant, organised a second public event held at the Maldron Hotel on 23 March 2023. The event took place in an accessible room within the Maldron Hotel. The project team were available to engage with members of the public and answer any questions between 2.30pm and 7.00pm.
- 3.28. The public event provided an opportunity for the local community and all other interested parties and stakeholders to view further information on the updated proposals; discuss matters of interest/concern; and, communicate support for and/or raise any issues they may have with the proposed development. Six members of the project team were on hand to discuss matters of interest/concern with the local community and interested parties.



- 3.29. Feedback forms (Appendix 7) were made available at the event for completion by the event attendees or, to be taken away and returned later (either via post or email). The feedback forms could also be completed online at the project website. The feedback forms offered the attendees the opportunity to provide formal comments.
- 3.30. The feedback forms clearly state that any comments made through the pre-application consultation process are not representations to Glasgow City Council and would not be considered as part of any future application. The feedback forms advise that there will be an opportunity to make formal representation to the Council once the application has been submitted.

4. Feedback from the Consultation Event

Public Event 1 – November 2022

- 4.1. A public consultation event was held at the CitizenM on 2 November 2022. The project team were available to engage with members of the public and answer any questions between 2.30pm and 7.00pm.
- 4.2. The event was publicised in the Glasgow Evening Times on 25 October 2022 (Appendix 4).
- 4.3. The public exhibition provided an opportunity for members of the public and community representatives to view display boards showing information about the proposed development. A copy of the presentation boards from the in-person consultation are included in Appendix 6. The in-person event provided an opportunity for attendees to discuss the development proposal in detail with the project team prior to the application being submitted.
- 4.4. The following exhibition boards were displayed which offered explanation of the proposal:
- Introduction
 - The Site & Context
 - Sense of Place
 - Planning Context
 - Heritage Context
 - Design Concept & Vision
 - Proposals
 - Next Steps
- 4.5. The public consultation was well attended by the local community and stakeholders with approximately 20 attendees. Feedback forms were made available which could either be submitted on the day, or completed following the event. Feedback forms could be completed up until the 23 November 2022.
- 4.6. Following the event, the Applicant reached out again to stakeholders, including the Local Ward Councillors and Community Councils, to restate the content available and note the timescales for leaving feedback. The Applicant also offered to meet with any of the stakeholders individually to discuss the proposals in more detail.



- 4.7. The Applicant attended and presented to both Blythswood & Broomielaw and Garnethill Community Council's in December 2022 as set out in Section 3.
- 4.8. In total, 26 feedback forms were returned from the consultation event. A copy of the form is contained in Appendix 5, while Table 2 includes a summary of the comments received.
- 4.9. A number of key points were raised in relation to scale, student use and demolition. Table 2 groups the key themes communicated to the team and provides more detail on how these have been considered within the planning submission.

Table 2: Summary of Public Comments and Considerations (Event 1)

Key Issue	Public Comments	Consideration in the Planning Submission
Student Use and Amenity	Concern over the proposed student use and perception of negative impacts on surrounding residents from the behaviours of students.	As demonstrated in the Planning Statement, the proposals meet with the associated location criteria for student development. In addition, an Operational Management Plan has been submitted which sets out how the development will be managed by Fusion Students to avoid any adverse impacts on the surrounding residential community and respective amenity.
Demand for further Student Accommodation	Scepticism from some over the requirement for further student accommodation development in the city. Notwithstanding, there was a number of comments accepting the student housing crisis facing Glasgow currently and acknowledged Sauchiehall Street was a beneficial location to locate this type of use.	Despite the scepticism around demand, it is clear through discussions with universities and colleges and the assessment carried out within the submitted Student Demand Assessment, Glasgow is currently facing a significant demand-supply imbalance in PBSA beds. The proposals can help deliver a significant number of PBSA beds to help address the growing levels of student demand across the city.



Key Issue	Public Comments	Consideration in the Planning Submission
<p>Architectural/Heritage Value of the Building</p>	<p>The historic M&S façade was viewed as being of significant merit which was worthy of retention in any proposal at the site. Many viewed this part of the building being the only existing component which enhanced the surrounding streetscape.</p> <p>Initial proposals which involved demolition of the whole building were met with a degree of opposition from responders.</p>	<p>The proposals have evolved following discussions with a range of stakeholders with the principle concern raised being the loss of the historic unlisted M&S façade.</p> <p>Consequently, the proposals have sought to sensitively incorporate the retention of this historic façade while also re-instating it to its former appearance when originally constructed in the 1930's.</p> <p>Further information can be found in the submitted Townscape & Heritage Statement and Design & Access Statement.</p>
<p>Design</p>	<p>Design and materials should consider the Glasgow and wider Scotland context while avoiding a generic development. It is important the wider proposals and buildings are distinctive and contribute positively to the City's townscape.</p>	<p>Further information on the design evolution is contained within the submitted Design & Access Statement.</p>
<p>Scale</p>	<p>A few concerns raised over the scale of the building in this location and if it is appropriate.</p> <p>The height of the proposed building was generally supported. The arrangement and proposed scale would be positioned appropriately in response to surrounding tall buildings.</p> <p>Acknowledgment the city needs to increase its residential density to achieve wider Council ambitions of repopulating it.</p>	<p>Full assessment of the appropriateness of the site to include a tall building can be found in the submitted Townscape & Heritage Statement and Design & Access Statement.</p>
<p>Materials</p>	<p>Comments noted a desire for high quality materials to be used on the main elevations which would be befitting of the Conservation Area.</p>	<p>High quality materials are proposed including GRC (glass reinforced concrete) finished in a Portland stone colour. Further information is contained within the Design & Access Statement.</p>

Key Issue	Public Comments	Consideration in the Planning Submission
Sauchiehall Street	It was accepted by many respondents that Sauchiehall Street is currently in a state of decline with a number of recent closures, primarily of larger department stores and several fires which have had significant impacts on the built environment here.	The proposals can act as a major catalyst to improve the dynamic along Sauchiehall Street by bringing an increased resident population and by repairing the urban fabric through the re-instatement of the historic M&S façade which has been heavily altered over the years.
Sustainability of Demolition	<p>Environmental and sustainability impacts of knocking down the existing retail store structure and CO2 impacts associated with this.</p> <p>Questions regarding the scope for re-use of the existing structure and re-purposing opportunities. This was considered to be a more environmentally friendly approach than full scale demolition.</p>	These matters are suitably covered in the Design & Access Statement and the Sustainability Assessment / Climate, Carbon & GHG Emissions Report.
Arcade Feature	<p>Re-establishment of former arcade route between Renfrew Street and Sauchiehall Street was welcomed.</p> <p>Interest in who would likely occupy the commercial units and how security/safety would be ensured.</p>	<p>Further information on the re-established arcade route is provided within the Design & Access Statement.</p> <p>The arcade route will be fully lit to ensure safety with onsite management positioned within the student reception available 24/7. Further details on security and safety are covered in the Operational Management Plan.</p>
Proposed Ground Floor Uses	Retention of ground floor retail unit was welcomed on Sauchiehall Street.	<p>The proposals introduce flexible commercial units at ground floor which will be capable of accommodating a range of users.</p> <p>The ground floor commercial units will help activate street level and contribute towards local employment opportunities and vibrancy.</p>
Economic Benefits	Responders were interested to understand what the social and economic benefits the proposals would likely yield once completed.	Full details on the socio-economic benefits of the wider proposals is set out within the submitted Socio-Economic Assessment and Economic Benefits Summary.

Public Event 2 – March 2023

- 4.10. A second public consultation event was held at the Maldron Hotel on 23 March 2023. The project team were available to engage with members of the public and answer any questions between 2.30pm and 7.00pm. An interactive online event was also held at the project website on 28 March 2023.
- 4.11. The public exhibition provided an opportunity for members of the public and community representatives to view display boards showing information about the updated proposals. A copy of the presentation boards from the online consultation are included in Appendix 8. The in-person and online events provided an opportunity for attendees to discuss the development proposal in detail with the project team prior to the application being submitted.
- 4.12. The following exhibition boards were displayed which offered explanation of the updated proposals:
- Introduction / Site & Context
 - Sense of Place
 - Planning & Heritage Context
 - Proposals
 - Appearance
 - Street Views
- 4.13. The public consultation had limited attendance by the local community and stakeholders with approximately 6 attendees. Feedback forms were made available which could either be submitted on the day, or completed following the event. Feedback forms could be completed up until the 5 April 2023.
- 4.14. In total, 5 feedback forms were returned from the consultation event. A copy of the form is contained in Appendix 7, while Table 3 includes a summary of the comments received.
- 4.15. A number of key points were raised in relation to the historic M&S façade, the arcade and demolition. Table 3 groups the key themes communicated to the team and provides more detail on how these have been considered within the planning submission.

Table 3: Summary of Public Comments and Considerations (Event 2)

Key Issue	Public Comments	Consideration in the Planning Submission
Demand for further Student Accommodation	<p>Scepticism from some over the requirement for further student accommodation development in the city.</p> <p>Notwithstanding, there was a number of comments accepting the student housing crisis facing Glasgow currently and acknowledged Sauchiehall Street was a beneficial location to locate this type of use.</p>	<p>Despite the scepticism around demand, it is clear through discussions with universities and colleges and the assessment carried out within the submitted Student Demand Assessment, Glasgow is currently facing a significant demand-supply imbalance in PBSA beds.</p> <p>The proposals can help deliver a significant number of PBSA beds to help address the growing levels of student demand across the city.</p>
Architectural/Heritage Value of the Building	<p>The historic M&S façade was viewed as being of significant merit which was worthy of retention in any proposal at the site. Many viewed this part of the building being the only existing component which enhanced the surrounding streetscape.</p> <p>Responders welcomed the revised proposals tabled which sought to retain and re-instate the historic M&S façade.</p>	<p>The proposals have evolved following discussions with a range of stakeholders with the principle concern raised being the loss of the historic unlisted M&S façade.</p> <p>Consequently, the proposals have sought to sensitively incorporate the retention of this historic façade while also re-instating it to its former appearance when originally constructed in the 1930's.</p> <p>Further information can be found in the submitted Townscape & Heritage Statement and Design & Access Statement.</p>
Design	<p>Design and materials should consider the Glasgow and wider Scotland context while avoiding a generic development. It is important the wider proposals and buildings are distinctive and contribute positively to the City's townscape.</p>	<p>Further information on the design evolution is contained within the submitted Design & Access Statement.</p>
Materials	<p>Comments noted a desire for high quality materials to be used on the main elevations which would be befitting of the Conservation Area.</p>	<p>High quality materials are proposing including GRC (glass reinforced concrete) finished in a Portland stone colour. Further information is contained within the Design & Access Statement.</p>



Sauchiehall Street	It was accepted by many respondents that Sauchiehall Street is currently in a state of decline with a number of recent closures, primarily of larger department stores and several fires which have had significant impacts on the built environment here.	The proposals can act as a major catalyst to improve the dynamic along Sauchiehall Street by bringing an increased resident population and by repairing the urban fabric through the re-instatement of the historic M&S façade which has been heavily altered over the years.
Sustainability of Demolition	Environmental and sustainability impacts of knocking down the existing retail store structure and CO2 impacts associated with this. Questions regarding the scope for re-use of the existing structure and re-purposing opportunities. This was considered to be a more environmentally friendly approach than full scale demolition.	These matters are suitably covered in the Design & Access Statement and the Sustainability Assessment / Climate, Carbon & GHG Emissions Report.
Arcade Feature	Re-establishment of former arcade route between Renfrew Street and Sauchiehall Street was welcomed.	Further information on the re-established arcade route is provided within the Design & Access Statement.
Proposed Ground Floor Uses	Retention of ground floor retail unit was welcomed on Sauchiehall Street.	The proposals introduce flexible commercial units at ground floor which will be capable of accommodating a range of users. The ground floor commercial units will help activate street level and contribute towards local employment opportunities and vibrancy.

4.16. The principal concerns raised by the local community included the proposed student use and whether there was sufficient demand for further accommodation of this type in Glasgow. As outlined, the Applicant has undertaken a robust Student Demand Assessment alongside further discussions with a range of higher and further education institutions. The outcomes of these workstreams have demonstrated that there is a significant demand/supply imbalance in Glasgow’s student accommodation sector. The proposals are capable of making a beneficial contribution to help addressing this current imbalance and will ultimately help Glasgow achieve its current growth and retention objectives in this sector.

- 4.17. In addition, there was a lot of interest in the loss of the historic M&S façade which was also identified as a key concern of the local community and interested stakeholders. Following the concerns raised at the first public consultation event, stakeholders discussions and the pre-application discussions with Glasgow City Council, the project team have undertaken significant design changes to meaningfully retain and incorporate the historic M&S façade within the proposed development. In doing so, the proposals seek to re-instate this historic component back to its former appearance which will significantly enhance the surrounding streetscape and townscape character. This design response demonstrates the Applicant has listened to the feedback received from participants and evolved the emerging design accordingly.
- 4.18. Constructive feedback was also received which was supportive of re-establishing the former Wellington Arcade within the proposals and wider enhancement the proposals would deliver in respect of the immediate public realm provision in this location, particularly on Renfrew Street.
- 4.19. Having analysed the responses to the proposed development received from the local community, interested stakeholders and through the wider pre-application discussions with Glasgow City Council, the proposals have been evolved to improve the wider scheme as per comments received. These design changes have sought to address the concerns that were raised through the extensive consultation process. Further analysis and consideration is included as part of the accompanying technical submission, most notably within the Design & Access Statement and the Planning Statement.

5. Conclusions

- 5.1. The Applicant has carried out the statutory pre-application consultation associated with the proposed development in accordance with the relevant Regulations and in agreement with the Council. The PAN was submitted and agreed with the Council in advance of the public events and the required newspaper advert was published at the appropriate juncture in the process. Further non-statutory in-person and online public consultation events were scheduled and undertaken to provide the local community and interested stakeholders the chance to view and comment on the evolved proposals.
- 5.2. Approximately 20 people attended the first consultation event on 2 November 2022. Following this, 26 completed feedback forms were received which provided constructive feedback to inform the design evolution moving forward. Additional feedback was received from Glasgow City Council during pre-application discussions and from various stakeholders including Glasgow Chamber of Commerce, Glasgow City Heritage Trust, Paul Sweeney MSP, Blythswood & Broomielaw Community Council and Garnethill Community Council.
- 5.3. Approximately 6 people attended the second consultation events on 23 and 28 March 2023. Following this, 5 completed feedback forms were received which provided constructive feedback and broad support for the proposals being advanced.
- 5.4. The comments received throughout the pre-application period have been analysed and given due consideration by the Applicant in finalising the development proposals. Cross references to where certain issues were raised and how these have been addressed by the planning submission are provided in Table 2 and Table 3.
- 5.5. Having analysed the responses to the proposed development received from the local community, interested stakeholders and through the wider pre-application discussions with Glasgow City Council, the proposals have been evolved to improve the wider scheme as per comments received. These design changes have sought to address the concerns that were raised through the extensive consultation process. Further analysis and consideration is included as part of the accompanying technical submission, most notably within the Design & Access Statement and the Planning Statement.



- 5.6. As such, it is concluded the Applicant has undertaken a robust and extensive engagement approach with all relevant stakeholders to help shape the final design of the proposed development.



Appendices



Appendix 1
Submitted PAN

PROPOSAL OF APPLICATION NOTICE

Town and Country Planning (Scotland) Act 1997 (Section 35B)
The Town and Country Planning (Development Management Procedure) (Scotland)
Regulations 2013 (Regulations 4 -7)

To be completed for all developments within the national or major categories of development

Name of Council Glasgow City Council
Address 231 George Street
Glasgow
G1 1RX

Proposed development at [Note 1] 172 Sauchiehall Street, Glasgow, G2 3EE

Description of proposal [Note 2] Mixed-use redevelopment, including demolition and replacement of existing building to provide purpose built student accommodation (Sui Generis); residential accommodation (Class 9 / Sui Generis); retail (Class 1), professional services (Class 2), restaurant (Class 3) uses, and non-residential institutions (Class 10) uses; with associated landscaping, access and infrastructure.

Notice is hereby given that an application is being made to

[Note 3] Glasgow City Council Council by [Note 4] Fusion Glasgow Development Company Ltd & Marks and Spencer 2005 (Glasgow Sauchiehall Store) Limited

Of [Note 5]

c/o Savills, 163 West George Street, Glasgow G2 4QE

In respect of [Note 6] Public Exhibition

To take place on [Note 7] 2 November 2022 (2.30pm – 7.00pm) at CitizenM, 60 Renfrew Street, Glasgow, G2 3BW.

[Note 8] The following parties have received a copy of this Proposal of Application Notice


See attached cover letter.

[Note 9] For further details contact Alastair Wood

on telephone number 07807 999 047

And/or at the following address Savills, 163 West George Street, Glasgow, G2 2JJ

[Note 10] I certify that I have attached a plan outlining the site

Signed 

On behalf of Fusion Glasgow Development Company Ltd & Marks and Spencer 2005 (Glasgow Sauchiehall Store) Limited

Date 23/09/2022

PROPOSAL OF APPLICATION NOTICE

Town and Country Planning (Scotland) Act 1997
Regulation 6 of the Town and Country Planning (Development Management Procedure) (Scotland)
Regulations 2013

NOTES FOR GUIDANCE

- [Note 1] – Insert postal address or location of proposed development
[Note 2] – Insert description in general terms of the development to be carried out.
[Note 3] – Insert Council name.
[Note 4] – Insert name of applicant and/or agent
[Note 5] – Insert applicant's and/or agent's postal address
[Note 6] - Insert form of consultation the prospective applicant proposes to undertake e.g. public meeting
[Note 7] – Insert date and venue of consultation
[Note 8] – Insert list of those groups who have been invited to attend
[Note 9] – Insert details as to how the prospective applicant/agent can be contacted (incl. name, address and tel. no)
[Note 10] - Attach plan that outlines the location of the proposed development and is sufficient to identify the site

Pre-application Consultation (PAC)

Where PAC is required, the prospective applicant must, under sections 35B(1) and (2) (of the Act), provide to the planning authority a 'Proposal of Application Notice' at least 12 weeks (section 35B(3)) prior to the submission of an application for planning permission. The Proposal of Application Notice must include the information set out in section 35B(4) and in regulation 6, namely:

- i) a description in general terms of the development to be carried out;*
- ii) the postal address of the site at which the development is to be carried out, if available
- iii) a plan showing the outline of the site at which the development is to be carried out and sufficient to identify the site;
- iv) detail as to how the prospective applicant may be contacted and corresponded with; and
- v) an account of what consultation the prospective applicant proposes to undertake, when such consultation is to take place, with whom and what form it will take.

* You should provide an outline of the proposal's characteristics, and the identification of its category (e.g. Major development). Any subsequent application needs to be recognisably linked to what was described in the proposal of application notice.

Submission of an Application after Pre-application Consultation Notice

The submission of the proposal of application notice starts the PAC processing clock. After a minimum of 12 weeks, having carried out the statutory requirements and any additional requirements specified by the planning authority, an applicant can submit the application along with the required written Pre-application Consultation Report. Information in relation to the proposal of application notice must also be placed by the planning authority on the list of applications required under section 36A and regulation 21.

Additional consultation activity (responding to the Proposal of Application Notice)

The applicant is required to indicate in the proposal of application notice what consultation will be undertaken in addition to the statutory minimum. The planning authority must respond within 21 days of receiving the Notice to advise the applicant whether the proposed PAC is satisfactory or if additional notification and consultation above the statutory minimum is required in order to make it binding on the applicant. In doing so, planning authorities are to have regard to the nature, extent and location of the proposed development and to the likely effects, both at and in the vicinity of that location, of its being carried out (section 35B(8)). Additional consultation requirements should be proportionate, specific and reasonable in the circumstances. If there is no response to the proposal of application notice by the planning authority within 21 days, only the statutory minimum PAC activities will be required.

Scottish Ministers expect planning authorities to develop and maintain up to date lists of bodies and interests with whom applicants should consult in particular types of case. These lists should be available to applicants, who can draft proposal of application notices in light of that information. Further advice on planning community engagement activity can be found in Planning Advice Note 81: Community Engagement – Planning With People.

Minimum consultation activity

Consultation with community councils - Under regulation 7 an applicant must consult every community council any part of whose area is within or adjoins the land where the proposed development is situated. This includes community councils in a neighbouring planning authority.

The public event - Regulation 7 also requires the holding of at least one public event for members of the public where they can make comments to the prospective applicant on their proposals. This 'public event' must be advertised at least 7 days in advance in a newspaper circulating in the locality of the proposed development. The advertisement for the public event must include:

- a description of, and the location of, the proposed development;
- details as to where further information may be obtained concerning the proposed development; the date and place of the public event;
- a statement explaining how, and by when, persons wishing to make comments to the prospective applicant relating to the proposal may do so; and
- a statement that comments made to the prospective applicant are not representations to the planning authority. If the applicant submits an application there will be an opportunity to make representations on that application to the planning authority.

Applicants will gain less from poorly attended or unrepresentative PAC events and should ensure that processes are put in place that will allow members of the community to participate meaningfully in any public event. The public event should be reasonably accessible to the public at large, including disabled people. It may be appropriate for the public event to take place over a number of dates, times and places. Applicants should ensure that individuals and community groups can submit written comments in response to the newspaper advertisement.

There is a need to emphasise to communities that the plans presented to them for a proposed planning application may alter in some way before the final proposal is submitted as a planning application to the planning authority. Even after PAC, and once a planning application has been submitted to the planning authority, communities should ensure that any representations they wish to make on the proposal are submitted to that authority as part of the process of considering the planning application.

Any personal data that you may be asked to provide on this form will be held and processed in accordance with the requirements of the 1998 Data Protection Act.



Appendix 2
Email to Community Councils and Councillors Containing PAN

Craig Gunderson

From: [REDACTED]
Sent: [REDACTED]
To: [REDACTED]
Cc: Steven Livingston; Craig Gunderson
Subject: Fusion Students - 172 Sauchiehall Street Consultation - Wednesday 2nd November

EXTERNAL EMAIL: Be cautious when opening attachments or clicking links

Dear Councillor Mearns,

I hope this email finds you well.

I'd like to take this opportunity to remind you of the upcoming in-person consultation for Fusion Students' and Marks and Spencer's proposals for their proposed redevelopment of the former M&S Store at 172 Sauchiehall Street. The consultation will be held at the **CitizenM Hotel (60 Renfrew St, Glasgow G2 3BW) on Wednesday 2nd November between 14:30 – 19:00.**

The event forms part of the 12-week consultation programme, following the submission of a Proposal of Application Notice (PoAN) to Glasgow City Council last month.

Further information on the proposals can be found on the project website www.fusionsauchiehallstreet.consultationonline.co.uk. A holding page will be published tomorrow – Thursday 27th October 2022 - with further information added in the coming days.

If you require any further information, please do not hesitate to get in contact via email or telephone on 0141 264 2831.

Kind Regards,
Dario

Dario Ewing
Account Executive

liberty¹

[REDACTED]
W: Libertyone.co.uk



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Please consider the environment before printing this email



Appendix 3 PAN Registration Letter



Executive Director
George Gillespie BEng (Hons) CEng MICE

**Neighbourhoods, Regeneration
and Sustainability**
Glasgow City Council
Exchange House
231 George Street
Glasgow G1 1RX

Savills
Alastair Wood
163 West George Street
Glasgow
G2 4QE

Our ref: DECISION
GCC Application Ref: **22/02578/PAN**

20 October 2022

Dear Sir/Madam

SITE: 184 Sauchiehall Street Glasgow G2 3EE

PROPOSAL: Erection of mixed use development, with student accommodation (Sui Generis), residential accommodation (Class 9 / Sui Generis), retail (Class 1), professional services (Class 2), restaurant (Class 3) uses, and non-residential institutions (Class 10) uses, associated landscaping, access and infrastructure, includes demolition of non-listed building.

Your Proposal Of Application Notice, **22/02578/PAN**, received on **30 September 2022** is considered to be **satisfactory**.

The notice has been placed on the list of applications where it will remain for as long as it is current.

You are reminded that a period of at least 12 weeks must elapse between giving the notice and submitting any such application. During that time, the required pre-application consultation must take place. The planning application must be accompanied by a pre-application consultation report. An application which does not include the required report is invalid and the Council must decline to determine it. Before doing so, the Council may request additional information. If the Council declines to determine your application, it will advise you of the reason for its opinion that you have not complied with the pre-application consultation requirements.

Glasgow City Council offers processing agreements for all major applications. It is assumed that you will wish to take up this offer unless you formally choose not to do so. I suggest that you should contact the case officer to discuss this process as soon as possible, and to confirm whether you wish to take up this offer.

Should you require any additional information regarding the decision, please contact the case officer **Nicola Marr** on direct phone **0141 287 6057**, or email **nicola.marr@glasgow.gov.uk**, who will be happy to help you.

Yours faithfully

for Divisional Director of Planning, Housing and Building Standards

**TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE)
(SCOTLAND) REGULATIONS 2013**

Notice under regulation 7(2)(b) Pre-application consultation by the prospective applicant

Proposed development at (a)

.....

for (b)

.....

.....

A public meeting will be held at (c)

.....

Further information may be obtained from (d)

.....

Persons wishing to make comments on the proposal should do so by (e).....

to (f)

.....

This notice does not relate to a planning application. Comments should not be made to Glasgow City Council. Any comments made to the prospective applicant are not representations to the planning authority. If a planning application is subsequently submitted to Glasgow City Council, normal neighbour notification and publicity will be undertaken at that time and you will have the opportunity to make formal representations regarding the proposal at that time.

Signed

*On behalf of

Date

* Delete where inappropriate

- (a) Insert address or location of development with sufficient precision to ensure identification of it.
- (b) Insert details of the proposed development.
- (c) Insert date, time and location of public meeting.
- (d) Insert details as to where further information may be obtained concerning the proposed development
- (e) Insert date by which comments on the proposal should be made
- (f) Insert details of how and to whom comments on the proposals should be made



Appendix 4 Newspaper Press Advert

LOCALiSTINGS PUBLIC NOTICES

To advertise telephone:
0141 302 6000
or email:
announcements@heraldandtimes.co.uk

Planning | Traffic & Roads | Goods Vehicle Licensing | Statutory | Alcohol & Licensing | Probate & Trustee | Contract & Tender | Other

OTHER

TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (SCOTLAND) REGULATIONS 2013 & THE TOWN AND COUNTRY PLANNING (PRE-APPLICATION CONSULTATION) (SCOTLAND) AMENDMENT REGULATIONS 2021

Notice under regulation 7(2)(b) Pre-application consultation by the prospective applicant

Proposal: Mixed-use redevelopment, including demolition and replacement of existing building to provide purpose built student accommodation (Sui Generis); residential accommodation (Class 9 / Sui Generis); retail (Class 1), professional services (Class 2), restaurant (Class 3) uses, and non-residential institutions (Class 10) uses; with associated landscaping, access and infrastructure.

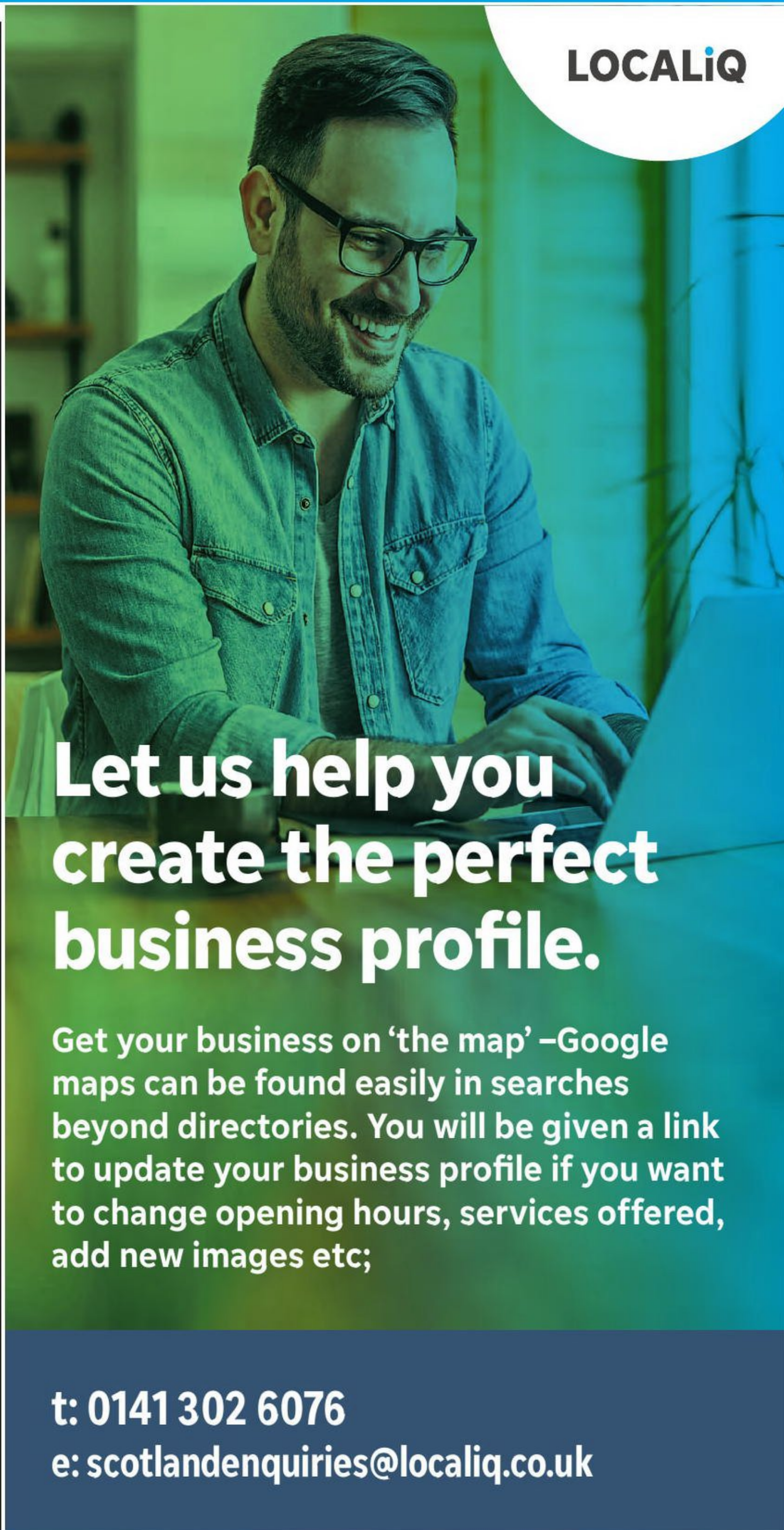
Site Location: 172 Sauchiehall Street, Glasgow, G2 3EE

A public consultation will take place on Wednesday 2nd November 2022 from 2.30pm until 7.00pm at CitizenM, 60 Renfrew Street, Glasgow, G2 3BW.

Further information relating to these proposals may be obtained from Savills Planning, 163 West George Street, Glasgow, G2 2JJ. Those wishing to make comments on the proposals may do so at the above event and/or in writing to Savills Planning, 163 West George Street, Glasgow, G2 2JJ and no later than 23rd November 2022.

This notice does not relate to a planning application. Comments on the consultation event should not be made to Glasgow City Council. Any comments made to the prospective applicant are not representations to the planning authority. As part of any future planning application submitted to Glasgow City Council, normal neighbour notification and publicity will be undertaken at that time, with opportunity to make formal representations regarding the proposal.

Savills (UK) Limited
On behalf of Fusion Development Company Ltd & Marks and Spencer 2005 (Glasgow Sauchiehall Store) Limited



LOCALiQ

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Get your business on 'the map' –Google maps can be found easily in searches beyond directories. You will be given a link to update your business profile if you want to change opening hours, services offered, add new images etc;

t: 0141 302 6076
e: scotlandenquiries@localiq.co.uk



TIMES PAST

Find out about historical photographs available for home or office from the archives of Evening Times, The Herald and The Herald on Sunday.

T. 0141 302 6210

www.thepicturedesk.co.uk



Appendix 5 Public Event 1 Feedback Form



172-184 Sauchiehall Street - Questionnaire

Name:

Address:

Email:

1. Are you:

A local resident Employed locally Running a local business

Tick as many as apply.

2. If a local resident, how long have you lived in the area?

Less than 1 year 1-5 years 6-10 years 11-20 years 20 years+

3. What age group do you fall into?

Under 18 18 – 35 35 – 59 60 +

4. What are your current views on the existing site at 172-184 Sauchiehall Street including the surrounding streetscape and public realm?

5. Do you think it is important Glasgow City Centre provides the required purpose built student accommodation to attract students to study in Glasgow?

6. Is the retention of ground floor retail provision important and what are your views on re-establishing the historic arcade link between Sauchiehall Street and Renfrew Street?

7. Overall, are you supportive of developing the former M&S store to create a vibrant mixed use development including student accommodation, commercial and amenity uses? What do you particularly like/dislike?

8. Do you have any additional / general comments?



How useful have you found this public consultation?

Very helpful

Helpful

Neither

Unhelpful

Very unhelpful

Thank you for completing the questionnaire

Please send responses to:

Savills Planning, 163 West George Street, Glasgow G2 2JJ or craig.gunderson@savills.com

The closing date for comments is 23rd November 2022

Please note that any comments made at this pre-application stage do not constitute formal representations to the planning authority and would not be considered as part of any future planning application. There will be further opportunity to make representations to Glasgow City Council following submission of the planning application.

Savills on behalf of Fusion Development Company Ltd &
Marks and Spencer 2005 (Glasgow Sauchiehall Store) Ltd

If you provide your personal data, then Savills may use these details to contact you if we would like further information in relation to the comments you have submitted. For more information, please refer to our privacy policy which is available from www.savills.co.uk/footer/privacy-policy



Appendix 6

Public Event 1 Display Boards

Welcome

On behalf of Fusion Students and Marks & Spencer, thank you for taking the time to visit this public consultation.

This public consultation is in relation to the new proposals for redevelopment of the former Marks & Spencer store at 172-184 Sauchiehall Street. This event allows us the opportunity to present initial ideas for the development and an opportunity for the local community to respond and influence the emerging proposals.

A Proposal of Application Notice was submitted to Glasgow City Council on 23rd September 2022. An application for detailed planning permission and conservation area consent for the proposed development will be submitted to Glasgow City Council in early 2023.

These exhibition boards explain our analysis of the site and its environment, the planning, heritage and student context alongside outlining our approach to the mixed-use redevelopment proposals.

Members of the project team are on hand to discuss the proposals and answer any questions you may have.

Details on how to provide comments can be found on the final board and questionnaire forms.



*" Marks & Spencer is excited to be working in partnership with Fusion Students and a **best-in-class professional team**, to repurpose our building on Sauchiehall Street.*

*As an **opportunity area in Glasgow**, we are keen to find an alternative use for this site characterised by **strong design and sustainability credentials**, closely in line with the City and Council's vision.*

*Glasgow and our customers remain a **key priority for the business**, and we hope to see future investment both directly and indirectly into the wider region."*

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.

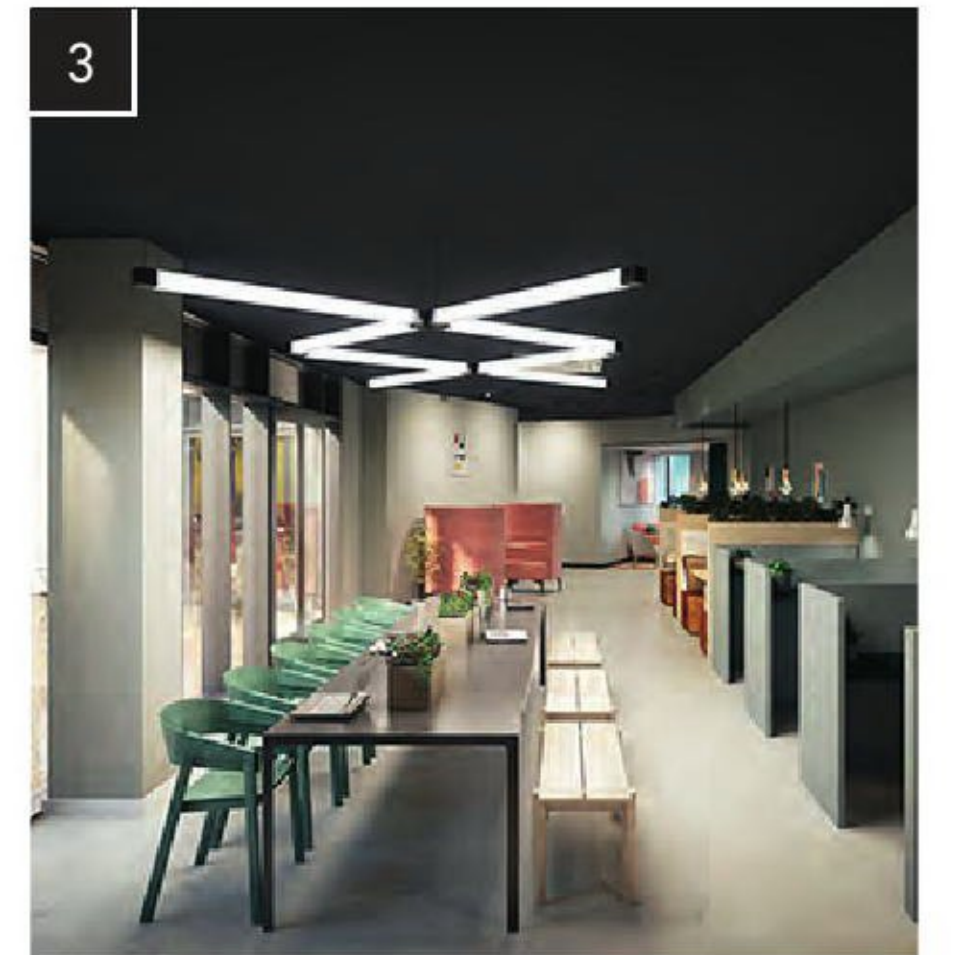
Prior Experience

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

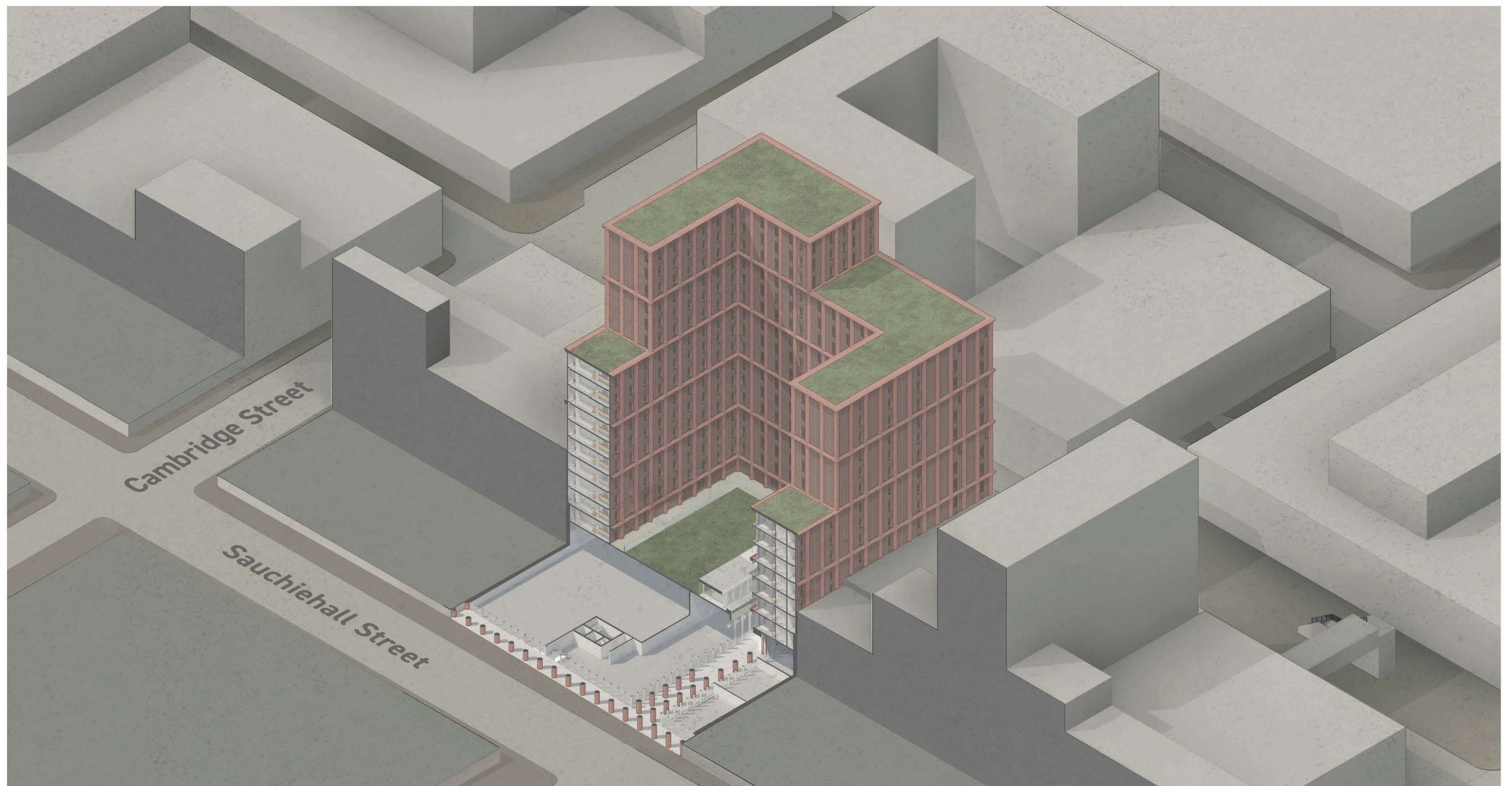
By building strong relationships based on the successful delivery of high-quality and innovative schemes, Fusion have consistently delivered on a series of prominent and large-scale developments in recent years.

Schemes are developed in close collaboration with the relevant local authorities and involved in-depth discussions with local residents and interest groups, in addition to offering improved public realm spaces and art installations.

- 1. Brent Cross, London
- 2. Brent Cross, London
- 3. Seren, Swansea
- 4. Seren, Swansea
- 5. Cosmos, Sheffield
- 6. Typical Bedroom Interior



Sectional Axo of the Proposal cutting through the Courtyard



172-184 Sauchiehall Street, Glasgow








The Site & Context

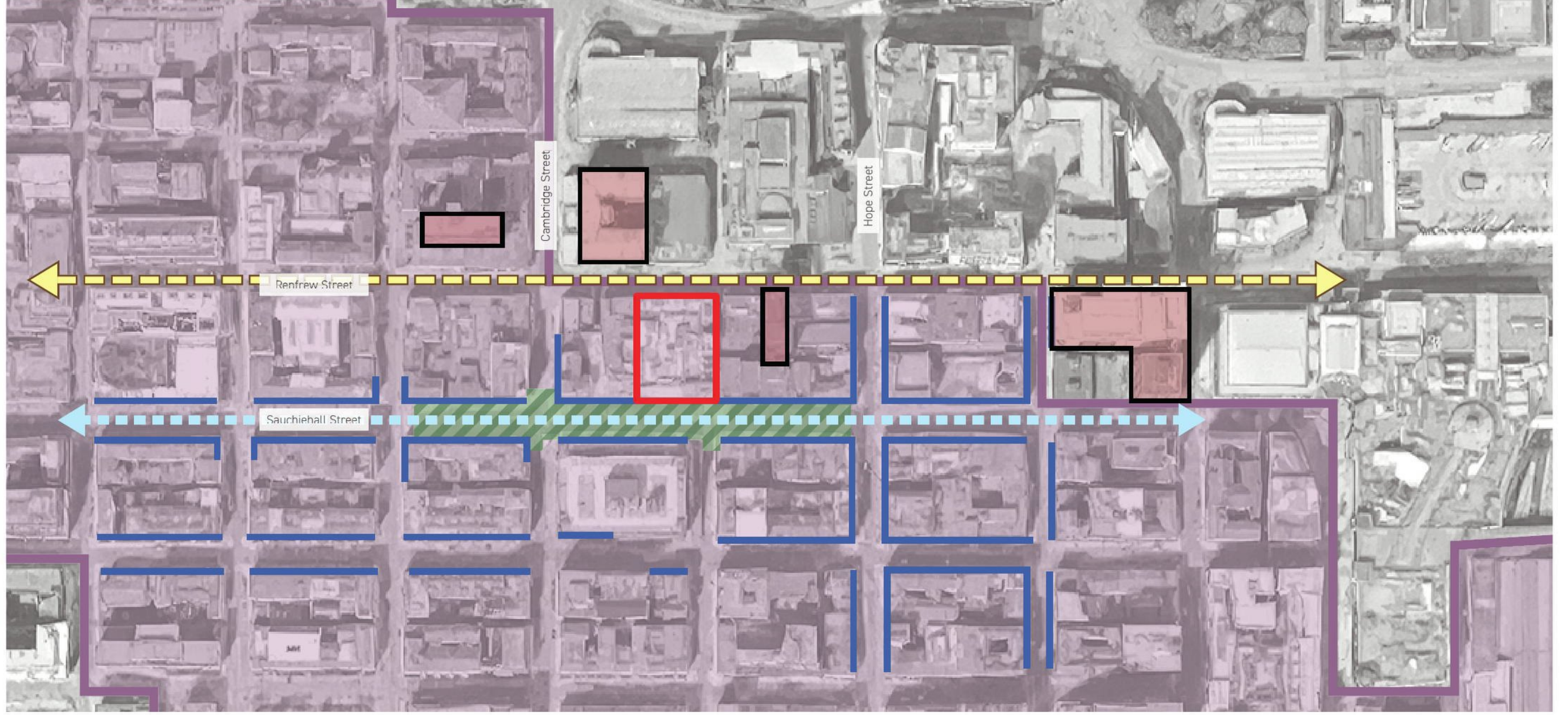
Site Location

The site is located within the Sauchiehall and Central districts of Glasgow, situated within an urban block bordered by Cambridge Street to the West and Hope Street to the East.

The Southern edge of the site is bounded by Sauchiehall Street, which serves as one of the primary Civic and Retail routes through the City Centre. The Northern edge of the site is bordered by Renfrew Street, a busy road that currently serves as a key vehicular route.

Until recently the site was occupied by a Marks & Spencer department store which closed in April this year. Primary access to the store was via Sauchiehall Street, which is pedestrianised in the adjacent area. Deliveries and vehicle access was via a service bay to the North-Eastern corner of the site on Renfrew Street.

-  Site Boundary
-  High-rise Buildings
-  Glasgow Central Conservation Area
-  Sauchiehall Street
-  Active Frontage
-  Pedestrianised Zone
-  Principal Vehicular Route

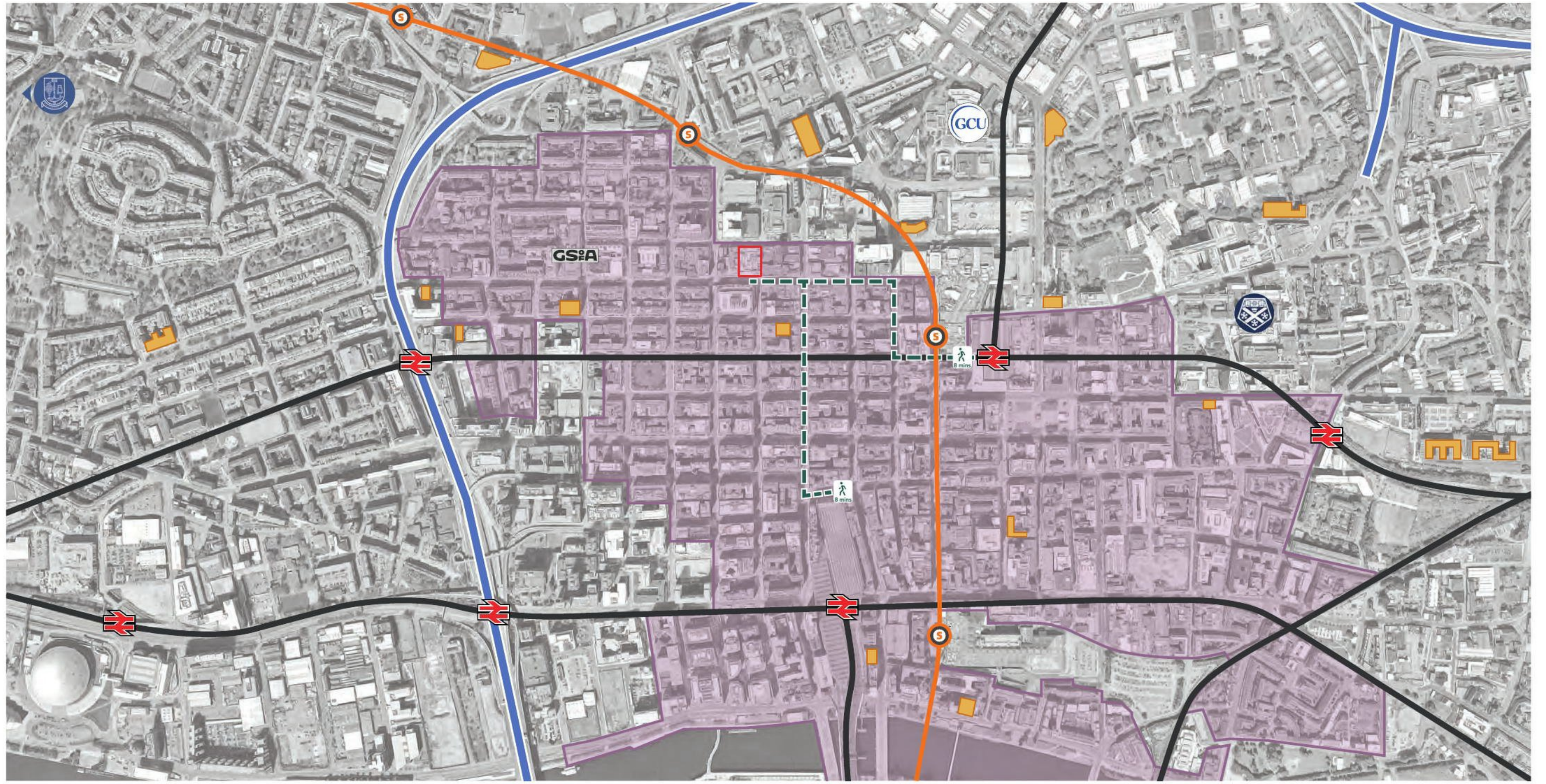
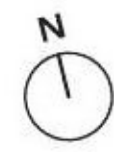


University & Wider City Context

Glasgow has long served as one of the major centres for higher education within the UK, with students from across the globe studying in the city. Its universities excel in undergraduate, post-graduate and research-based studies, providing a broad mix of students of varying ages.











- Four institutions are currently within walking distance of the site
- New student accommodation provisions continue to offer the highest standards for its tenants
- Pedestrian-orientated network throughout Glasgow providing links across the city
- Train stations reachable on foot within 10-15 minutes
- Core areas are all reachable on foot in under 10 minutes with direct routes along Sauchiehall Street

-  Site Boundary
-  Student Residences
-  Motorway
-  Glasgow Central Conservation Area
-  Railway
-  Railway Station
-  Underground Line / Station
-  Walking Distance
-  Glasgow Caledonian University
-  University of Strathclyde
-  GSFA Glasgow School of Art
-  University of Glasgow



Constraints












- The site is within the Glasgow Central Conservation Area
- The site bounded on two sides by existing structures, limiting natural light ingress at the lower levels
- The area is heavily urbanised which may lead to increased overshadowing
- There is a c.6m change of level between Sauchiehall Street and Renfrew Street, with both ramping up along the east-west axis; necessitating varying levels to the entrances
- The only convenient vehicular access to the site is via Renfrew Street, with Sauchiehall Street being pedestrianised with access controls
- Sauchiehall and Renfrew Street may both experience increased noise levels due to (1) high pedestrian footfall and (2) vehicles operating throughout the day
- Since the removal of the historical arcade linking Sauchiehall Street and Renfrew Street, there is no through-access available, increasing pedestrian journey times

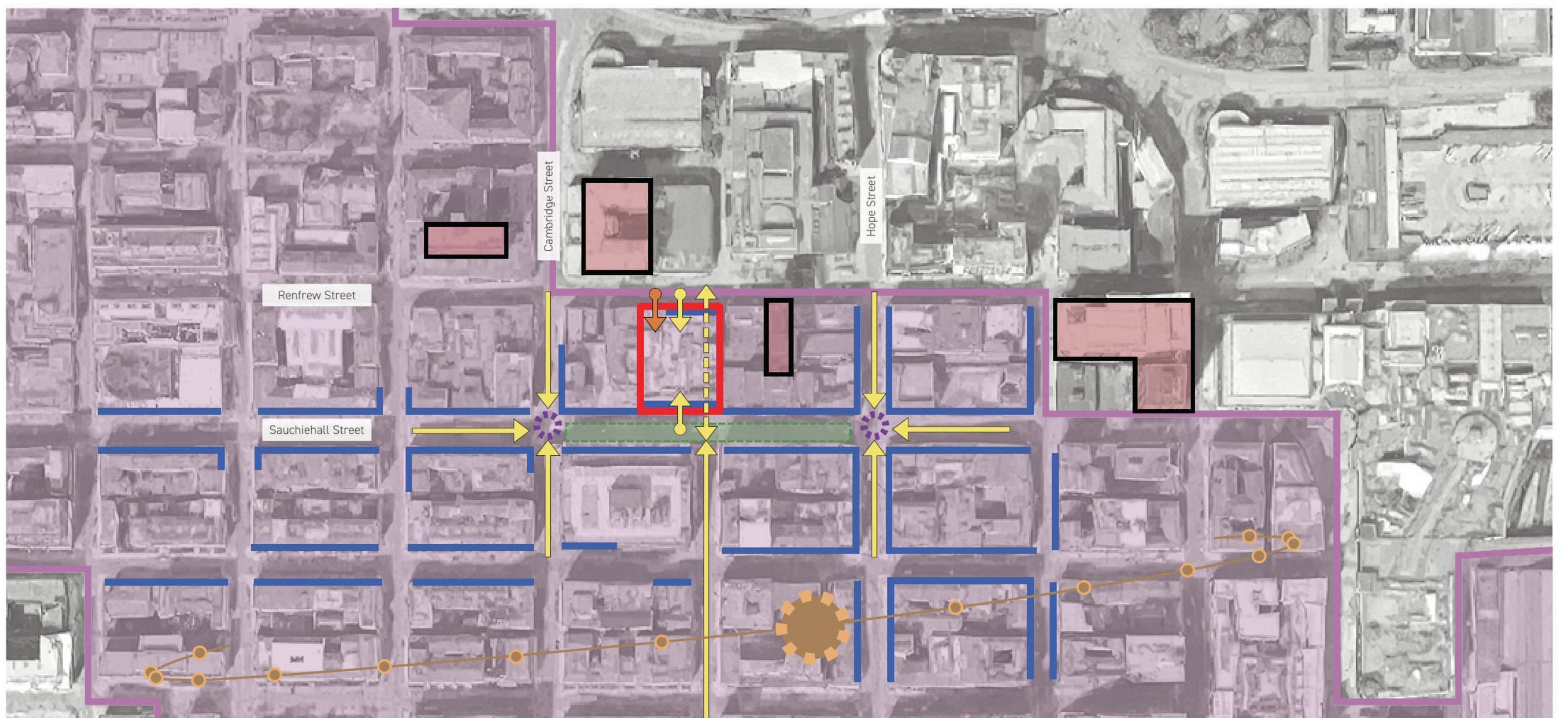
-  Site Boundary
-  Glasgow Central Conservation Area
-  High Rise Buildings
-  Pedestrian Noise
-  Traffic Noise
-  Poor Ped. Access / No Through-Access
-  Busy Junction
-  Level Change
-  Controlled Access
-  Pedestrianised Zone



Opportunities

- Pedestrian access to the site is generally easy and safe, and with numerous public transport links in the vicinity
- Sauchiehall Street is generally well-kept and has many active frontages in which to work with
- The historic arcade will be reinstated to pass through the site, which will reconnect the wider urban grain and provide permeability through the city block
- The tallest buildings within the vicinity are generally to the north, which results in their deep shadows having minimal effect across the site
- Sauchiehall Street has existing green infrastructure along with external seating

-  Site Boundary
-  Glasgow Central Conservation Area
-  High Rise Buildings
-  Active Frontage
-  Sun Path
-  Pedestrian Access
-  Node
-  Site Access - Pedestrian
-  Site Access - Service/Cycles
-  Historic Thoroughfare
-  Green Infrastructure



172-184 Sauchiehall Street, Glasgow

Sense of Place

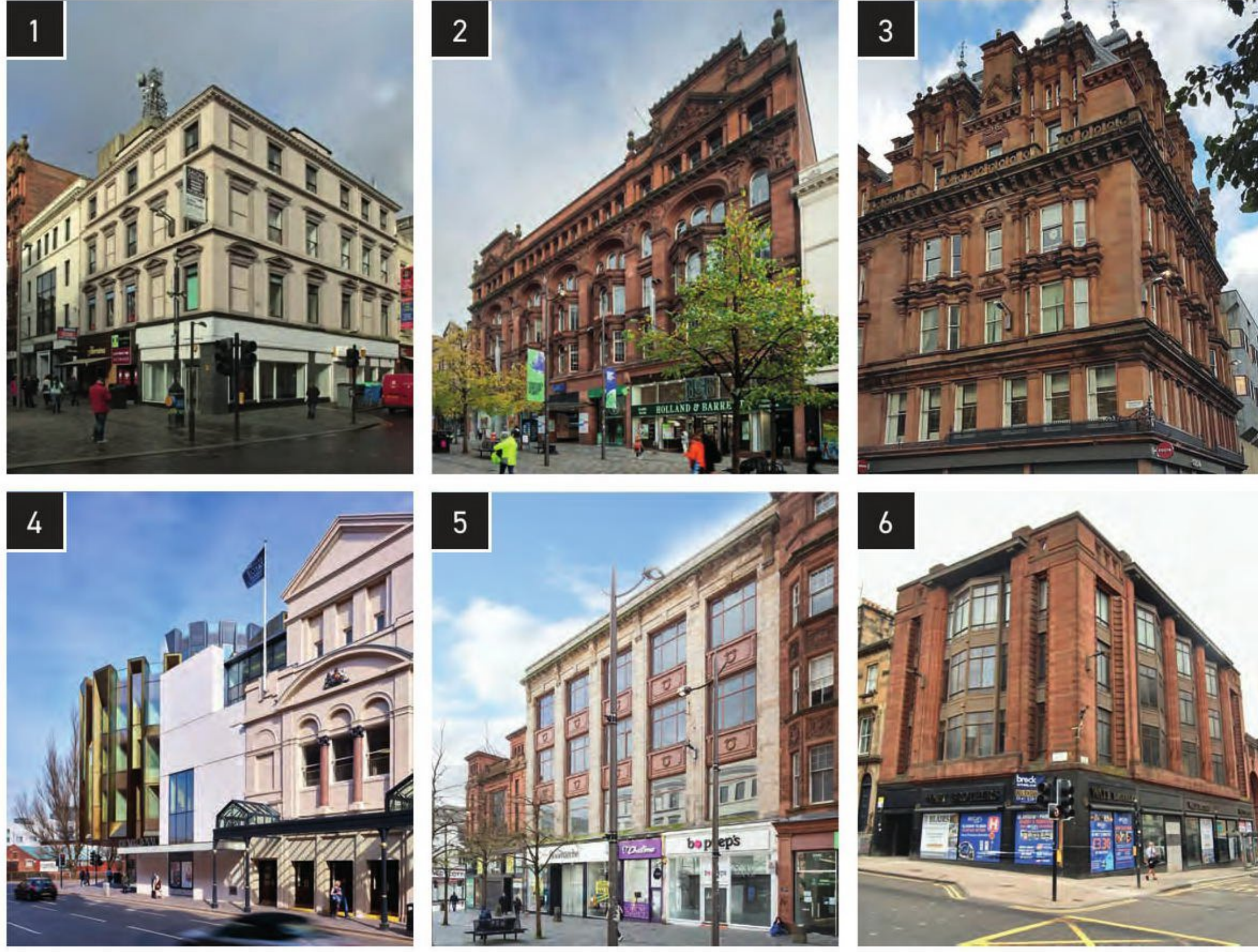


Local Context & Character

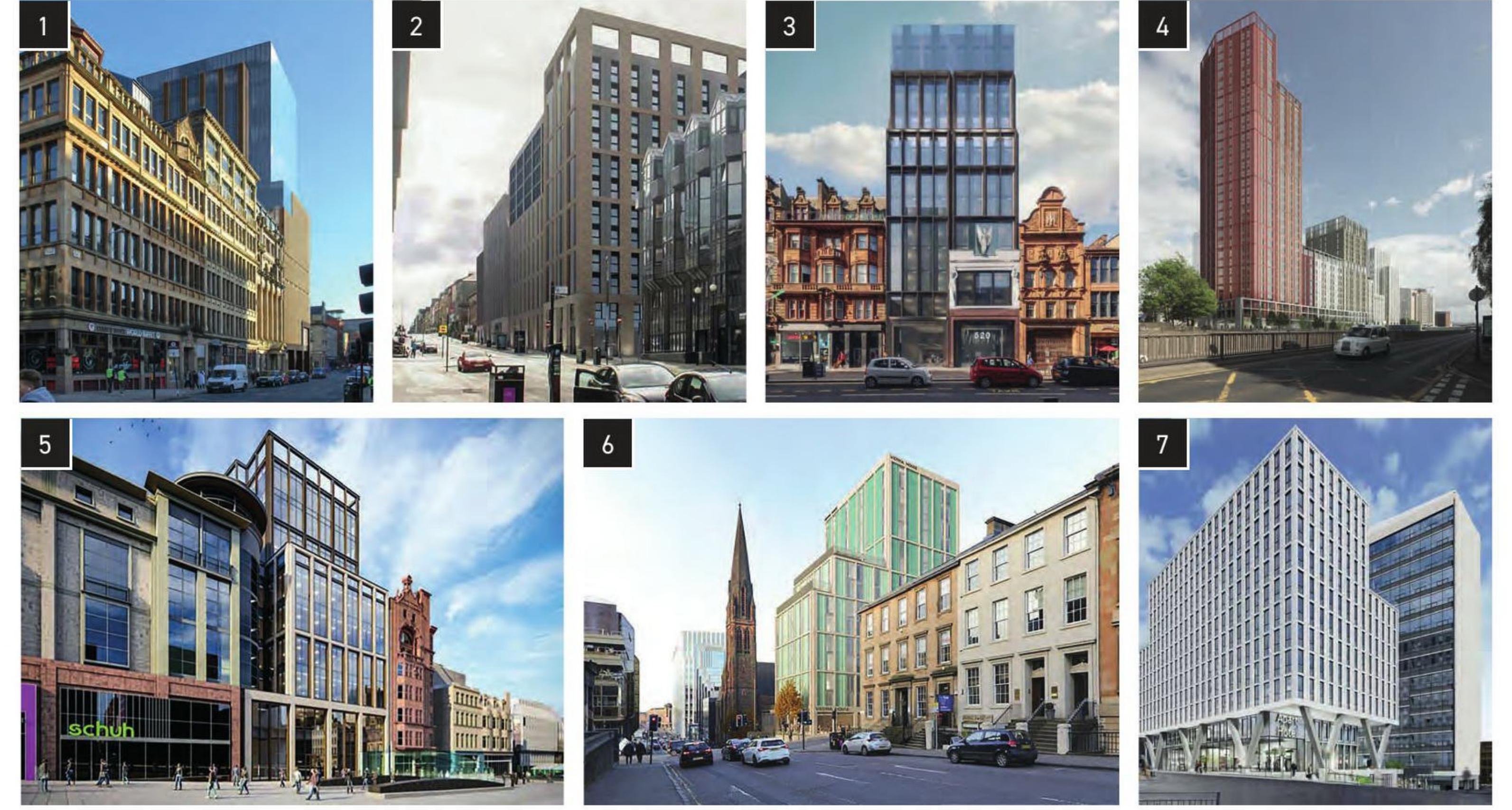
Due to the gradual development of several key areas within the city, the City Centre has developed a somewhat eclectic urban grain and blending of styles from the 19th and 20th Centuries.

Notable Victorian characteristics, such as facade ornamentation, sculptural reveals and animated rooflines are intertwined with historic Glasgow-style build lines and predominantly linear proportioned elevations which are 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.



Emerging Context & Character



1. 120 Sauchiehall Street
2. Savoy Centre
3. 208 Sauchiehall Street
4. Theatre Royal
5. 123 Sauchiehall Street
6. Watt Brothers, Bath Street



1. West Nile Street - 16 storeys / 183-bed hotel - consented June 2020
2. 225 Bath Street - 12 storeys / 551-room student acc. - consented February 2022
3. 520 Sauchiehall Street - 13 storeys / 87-unit co-living scheme - submitted
4. Portcullis House - 32 storeys / 685 BTR and co-living units - submitted
5. Buchanan Galleries - 10 storeys / retail and commercial extension - ongoing
6. 292 St Vincent Street - 16 storeys / 250-bed hotel - consented April 2020
7. Met Tower - 12 storeys / office + 260-bed hotel - consented January 2022

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, led by the Adams, Glasgow established the grid and grain of the city which characterises the sense of place that is still tangible today.

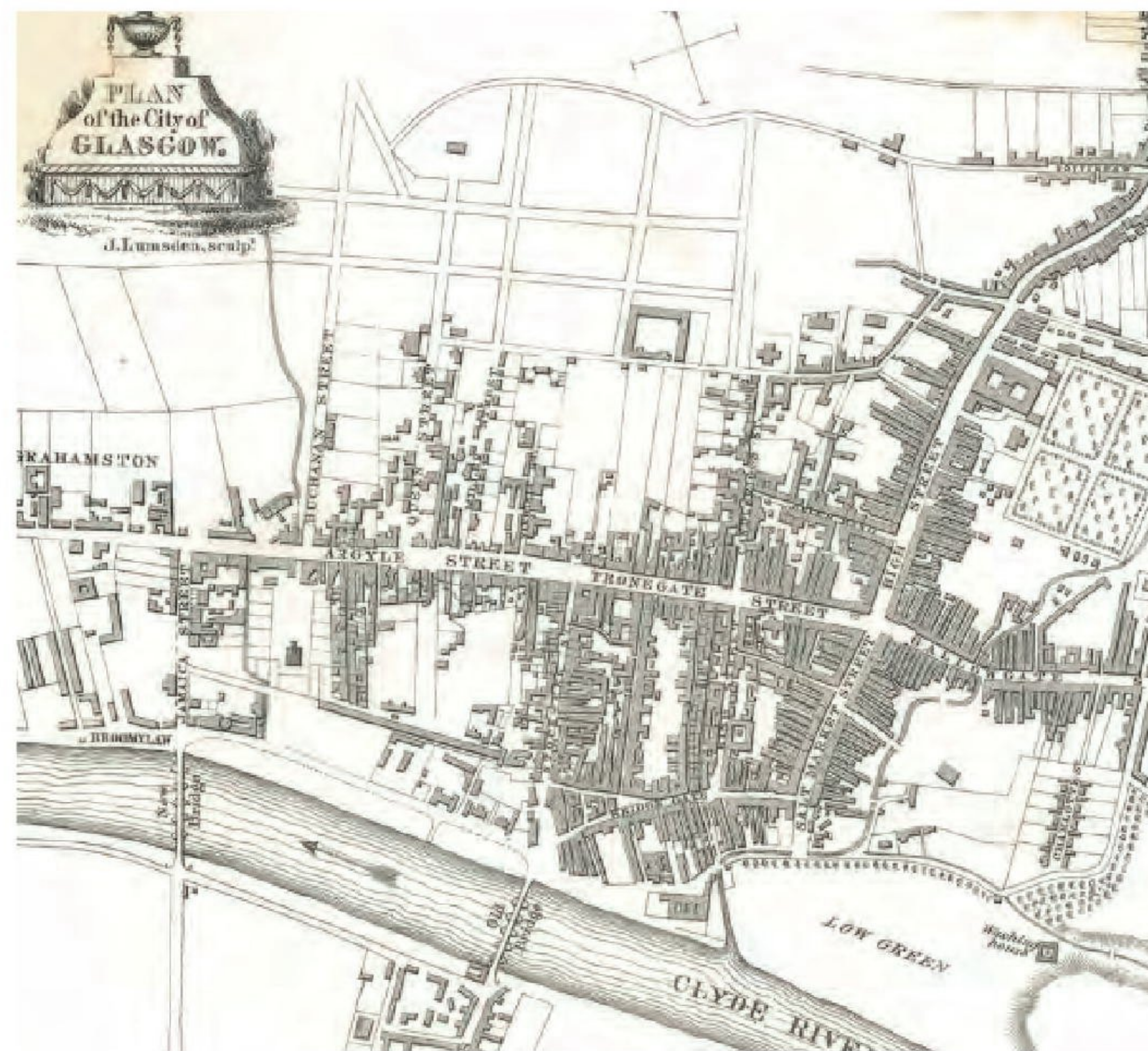
Peter May drew a plan for new streets to the west of High Street to which future development would be expected to conform with building work commencing in the 1780s.

During the 1790s the Adams brothers designed a new infirmary by the Cathedral and relocated the Trades' Hall. David Hamilton "the founder of the architectural profession in the west of Scotland", James Cleland, William Stark and Peter Nicholson also contributed, helping to establish the streets and neo-classical buildings of Glasgow during this time.

A New Town

Architects of this period established a rigour and order to Glasgow, establishing streets terminated by Civic Buildings, including the Trades' Hall up Garth Street and the Royal Exchange (now the Gallery of Modern Art) at Ingram Street.

This 'new town' expanded through second and third iterations which by the early 19th century had Buchanan, St. Vincent, West George, West Nile, Renfield, Hope, Bath and Sauchiehall Streets well established and occupied with Neo-Classical buildings in a 'grid-iron' arrangement of streets.



Glasgow in 1783, is still a city defined by its Medieval confines. A city of an upper and lower town focused around the cathedral and Glasgow Cross.



Glasgow in 1860, a planned city which is comprised of a grid-iron arrangement of streets with Neo-Classical buildings designed by architects influenced by the Scottish Enlightenment. Source: National Library of Scotland

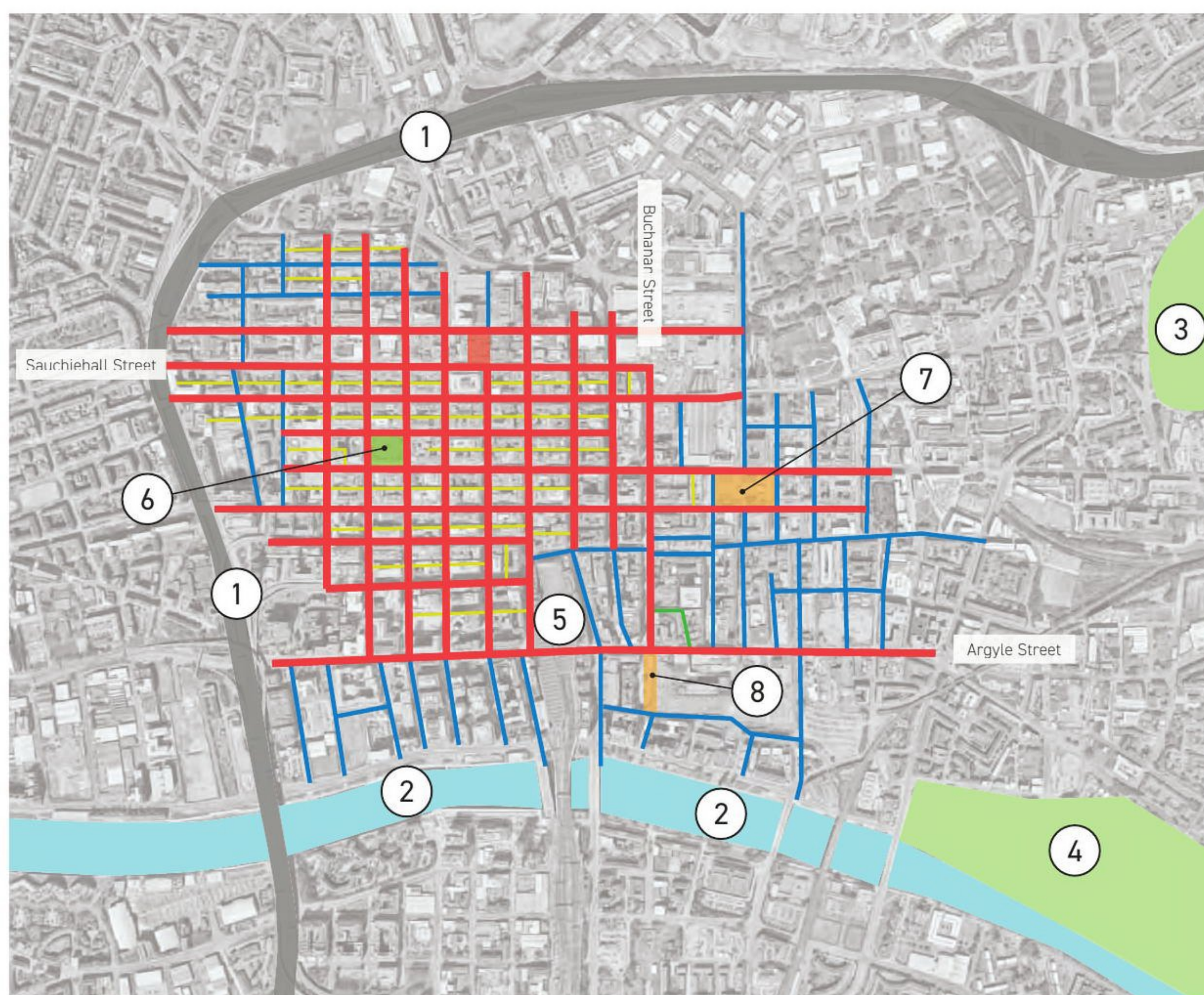
The Grid of Glasgow

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. Blythwood 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 and a local materiality from which contemporary development can still respond.

