

3.0 Evaluation

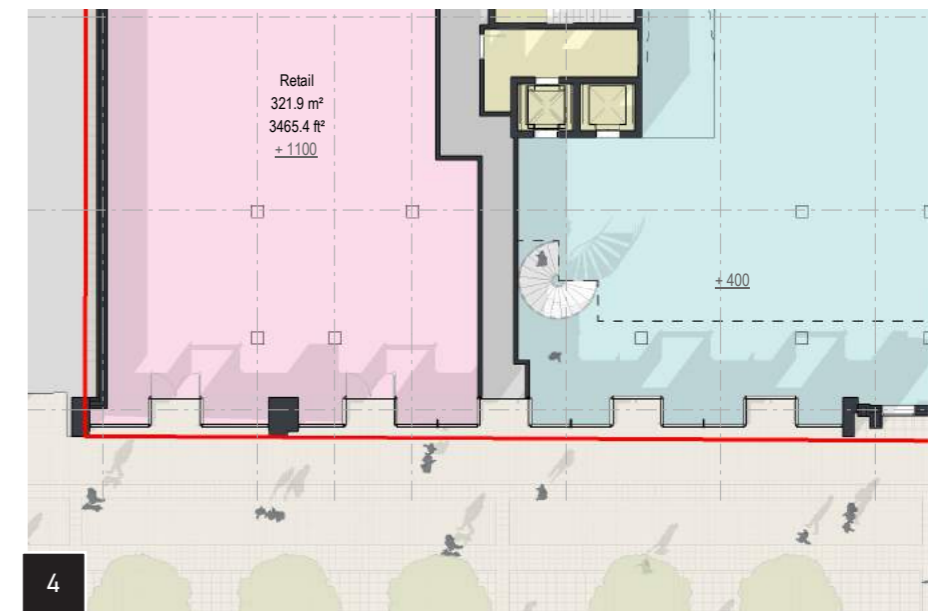
3.1 Facade Retention

The historical facade fronting Sauchiehall Street is designed by James M Munro and Son and based upon Robert Lutyens' modular design.

Despite not actually being Listed, the proposals acknowledge this value and retain the original facade within the design, thereby maintaining the historically-layered character of Sauchiehall Street. The new architectural intervention works with the existing frontage, introducing the next layer of history and enhancing that character.

The overlays here pick out key features of the original facade and shopfront in order to understand where those features sit behind the more recent addition of black granite overcladding which will be removed to reveal the original stone cladding behind, which itself will be restored, cleaned and made good as necessary.

As well as honouring the original form and materiality of the architecture, the building use behind the facade should also remain true to the character of the area, specifically the active frontage onto Sauchiehall Street. A commercial unit is proposed to the western side of the plan which will keep day to day public engagement with the shopfront 'alive'. Amenity for the student accommodation is proposed to the eastern portion which will maintain the active frontage and associated benefits of natural surveillance.



1. Original Sauchiehall Street facade c. 1935
2. Current facade with granite overcladding
3. Proposed reinstatement of original shopfront
4. Proposed GA floor plan

- Extent of original stone facade
- Original bay window locations
- Original Column locations
- Position of original canopy

- Red Line Boundary
- Commercial
- Student residential amenity
- Core



Original Sauchiehall Street facade c. 1935, with original shop-front display bays and recessed entrances

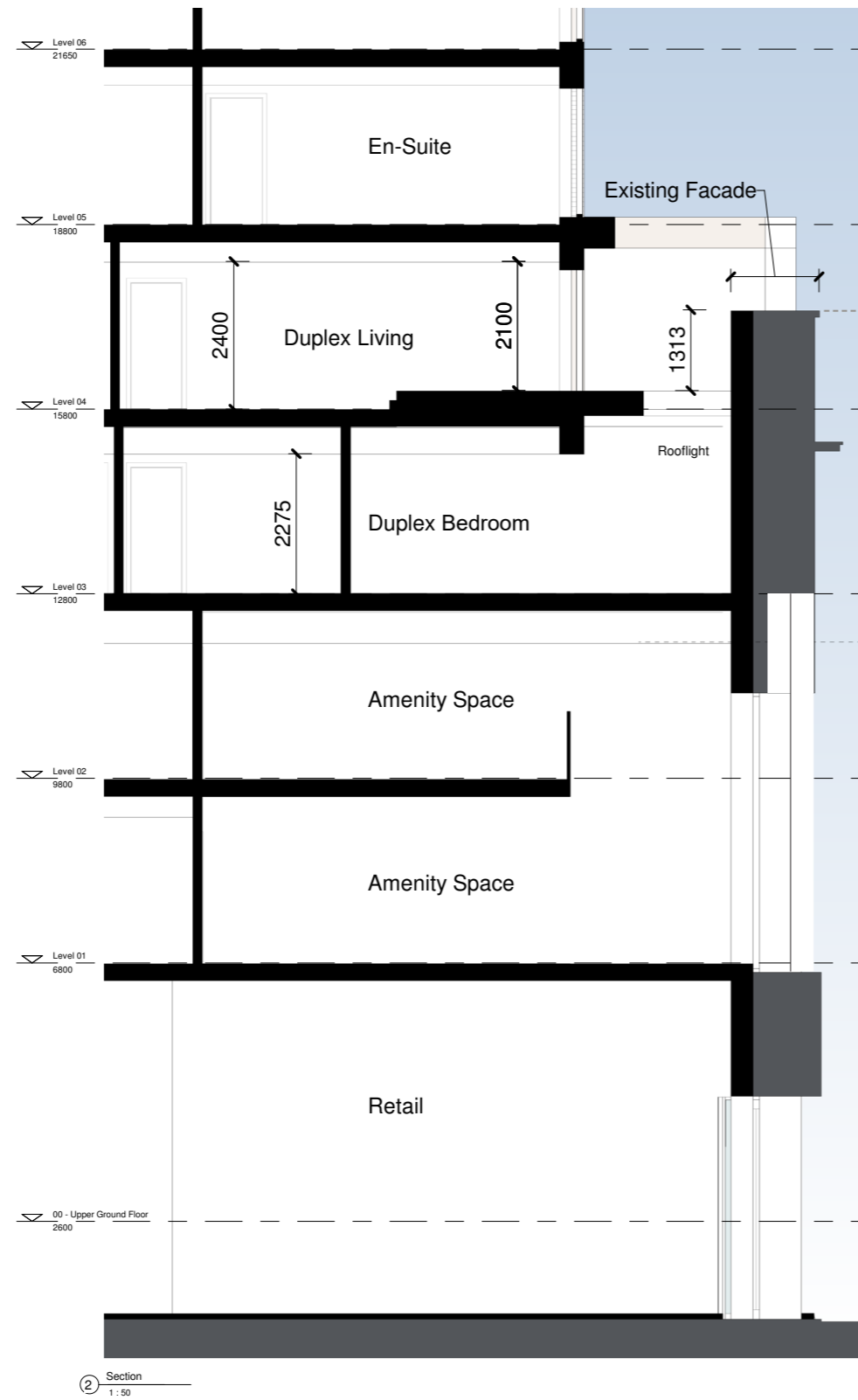


Current facade with granite overcladding and replacement shop-front windows and doors

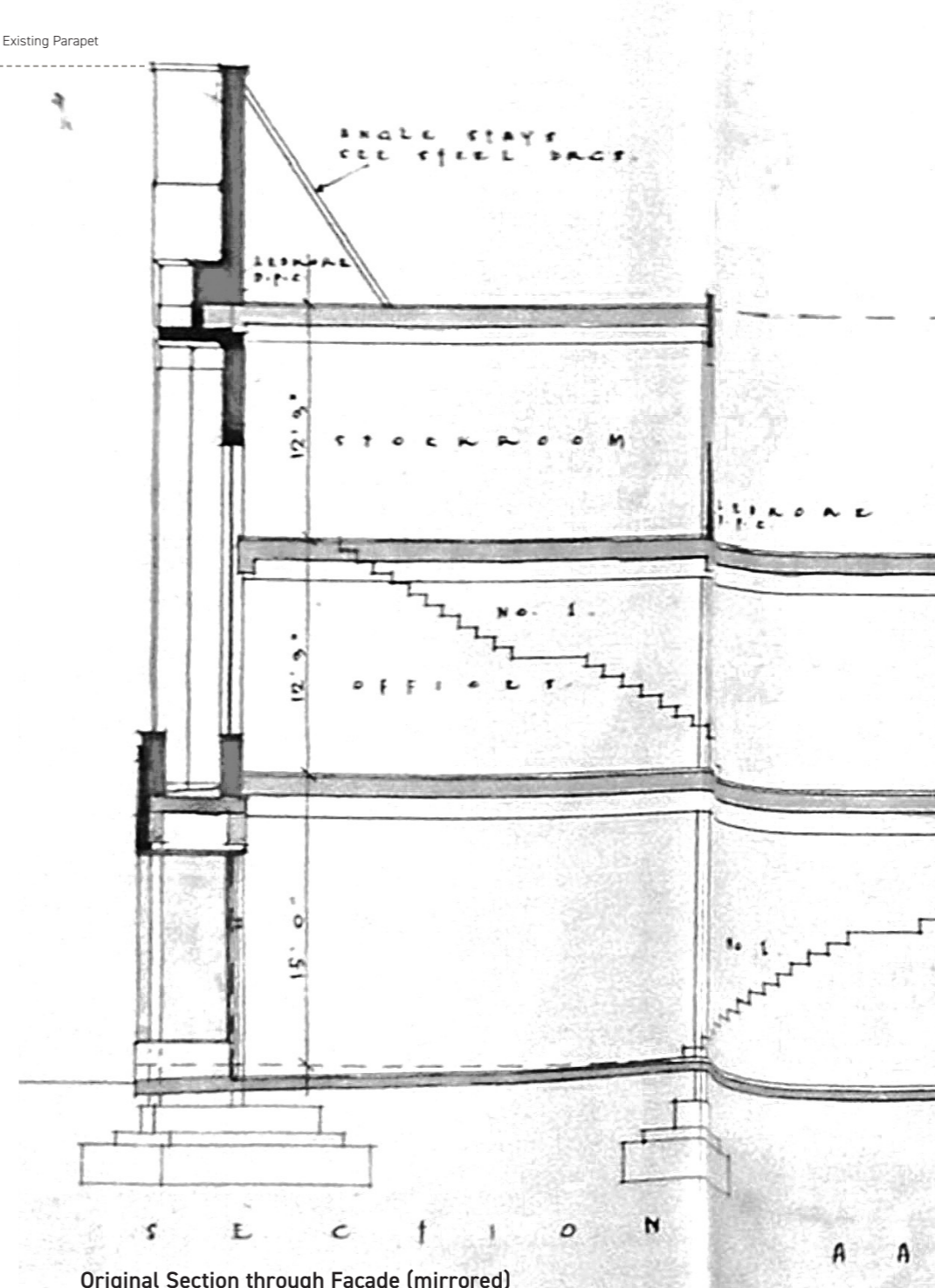


Proposed reinstated facade, emulating the original shop-front bays and entrances

3.1 Facade Retention



Top of Existing Parapet



Original Section through Facade (mirrored)

Proposed Section through Existing Facade



3.2 Potential Future Repurposing

The overlays to the right illustrate how the student residential proposal could be repurposed to suit an alternative use, should future social or market conditions necessitate.

If required, this would allow affordable and comparatively 'light touch' redevelopment of the building, minimising disruption and, importantly, maximising the building's lifespan which brings obvious economical and environmental benefits.

The diagrams illustrate possible alternative typical arrangements and indicate a few key areas of partition reconfiguration which would be required.

Build to Rent (Residential)

The proposed room sizes will easily lend themselves to the formation of NDSS-compliant apartments. Typically, two bedrooms could be combined to form a 1B1P apartment through the removal of one en-suite and a small amount of partition reconfiguration.

Larger 2 and 3 Bed apartments would require the removal of one student room in order to accommodate a kitchen/living/dining room.

Hotel

Many of the self-contained rooms can be easily converted into hotel rooms with minimal disruption due to very similar area requirements and configurations between the two typologies. These will naturally convert into hotel rooms offering a range of room sizes throughout the building.

Only in the case of the shared accommodation with communal living spaces will additional reconfiguration of partitions be required, as communal corridors will need to be absorbed into the rooms.

BTR



- 1B1P Apartment (37-39m²)
- 2B3P Apartment (67-68m²)
- 3B4P Apartment (84m²)
- Indicative wall removal

Hotel



- Standard Room (16m²)
- Standard Room (18m²)
- Superior Room (21m²)
- 2 Bed Apartment Suite

3.3 Brief

The brief for Sauchiehall Street is one that had a starting point from the applicant's experience of delivering high-quality Purpose-Built Student Accommodation (PBSA) developments across the United Kingdom.

Key Design Drivers

The key design drivers are focused on 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

Context

- Respond appropriately to the site's location within the Glasgow Central Conservation Area.
- Review and respond to the history of the site and city context.
- Review how the existing historic Marks and Spencer building on site may be incorporated within the proposals.
- Contribute positively to Sauchiehall Street in its role as a primary street of Glasgow City Centre.
- Assist in delivering the planning aspirations for the site and locale set by planning policy.

Proposed Building

- Quantum of development that is the result of a carefully considered scale and massing of building that responds to existing and emerging context.
- Maximise the amount of active street level frontage to animate and complement the existing and proposed active frontages.
- Provide retail accommodation to provide activity on site throughout the day and evening.
- Provide a public route that connects/activates Renfrew Street and Sauchiehall Street, reinstating the historical Wellington Arcade.
- Provision of a range of internal and external amenity spaces to further enhance resident wellbeing.
- Accommodate cycle parking to encourage sustainable travel choices by residents.
- Provide sufficient back of house areas and locate appropriately to allow for proper servicing of the site.



4.0 Involvement

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4.1 Consultation

Consultation Overview

A robust and extensive pre-application and engagement process has been undertaken by Fusion Students and the wider project team in respect of the proposed development. This has involved public events, creation of a project website, presentations and discussions with stakeholders and regular dialogue with statutory bodies.

A two-stage consultation has been delivered for the scheme, allowing the local community and other interested parties to engage and leave their feedback on the proposals as the scheme has progressed.

A number of meetings have also taken place, as detailed within this page, to ensure that key stakeholders could engage with the project and provide feedback to shape the proposals alongside meetings with local politicians, interest groups, community councils and local universities.

Throughout the consultation process the project team have engaged regularly with local media to raise awareness of the proposals and consultation events. In addition, a project website and Facebook page were created to provide an easily accessible source of information. Furthermore, a geographically targeted advert in close radius to the site was also launched to advertise both consultations and encourage participation.

Full details of the consultation undertaken is provided within the submitted Savills Pre-Application Consultation Report.

Pre-Application Meetings

Extensive dialogue and discussions have been held with Glasgow City Council 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.

Stakeholder Meetings

Discussions have also been held with a range of stakeholder and interested parties. These include:

- Meeting with Local Ward Councillor Angus Millar – 25 October 2022
- Meeting with Stuart Patrick (Chief Executive, Glasgow Chamber of Commerce) – 26 October 2022
- Meeting with Sandesh Gulhane MSP – 9 November 2022
- Meeting with Paul Sweeney MSP – 14 November 2022
- Meeting with Niall Murphy (Deputy Director, Glasgow City Heritage Trust) – 21 November 2022
- Presentation and Q&A with Blythswood & Broomielaw Community Council – 6 December 2022
- Presentation and Q&A with Garnethill Community Council – 12 December 2022
- Meeting with Alison Thewlis MP – 15 December 2022
- Meeting no. 2 with Paul Sweeney MSP – 20 March 2023

Discussions with Higher Education Institutions

Fusions Students are in regular dialogue with universities and colleges within which they operate. Dialogue and further discussions have been held with the following to provide a wider understanding of the student housing market across the city:

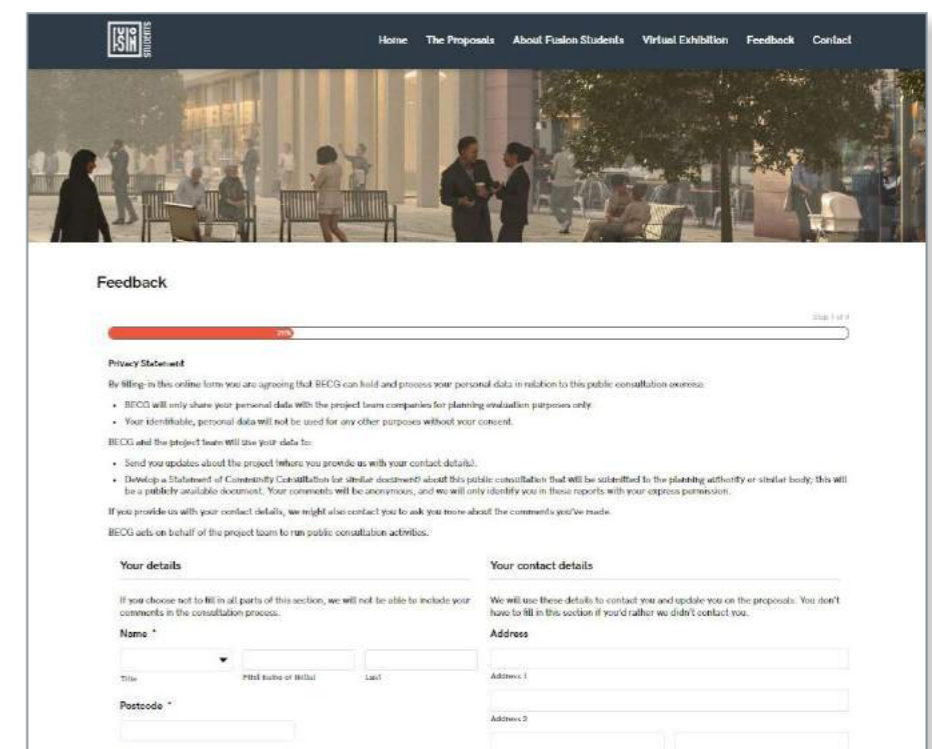
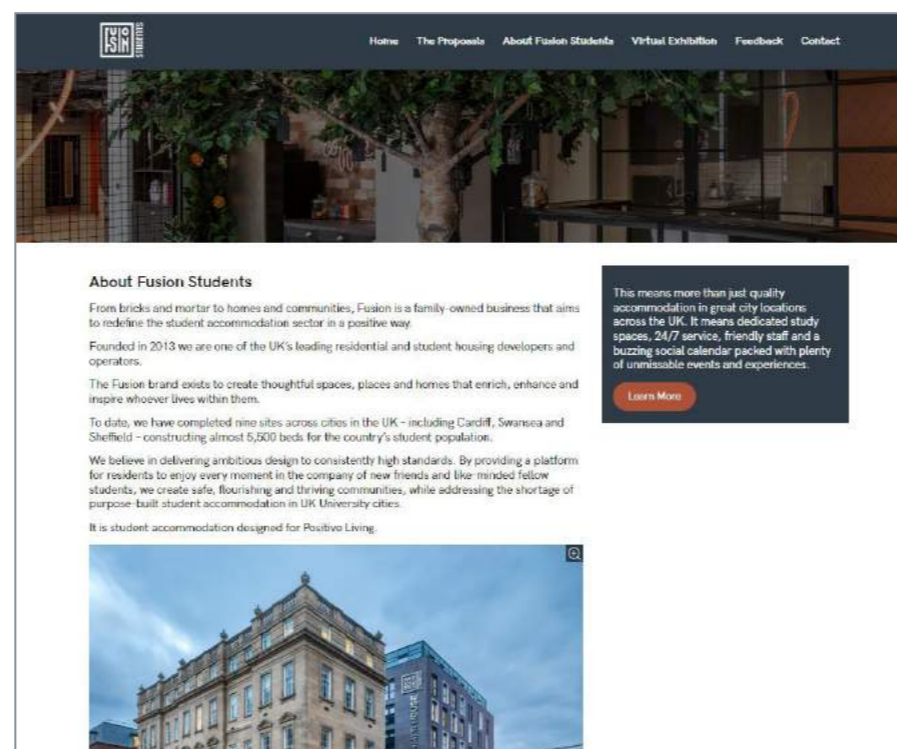
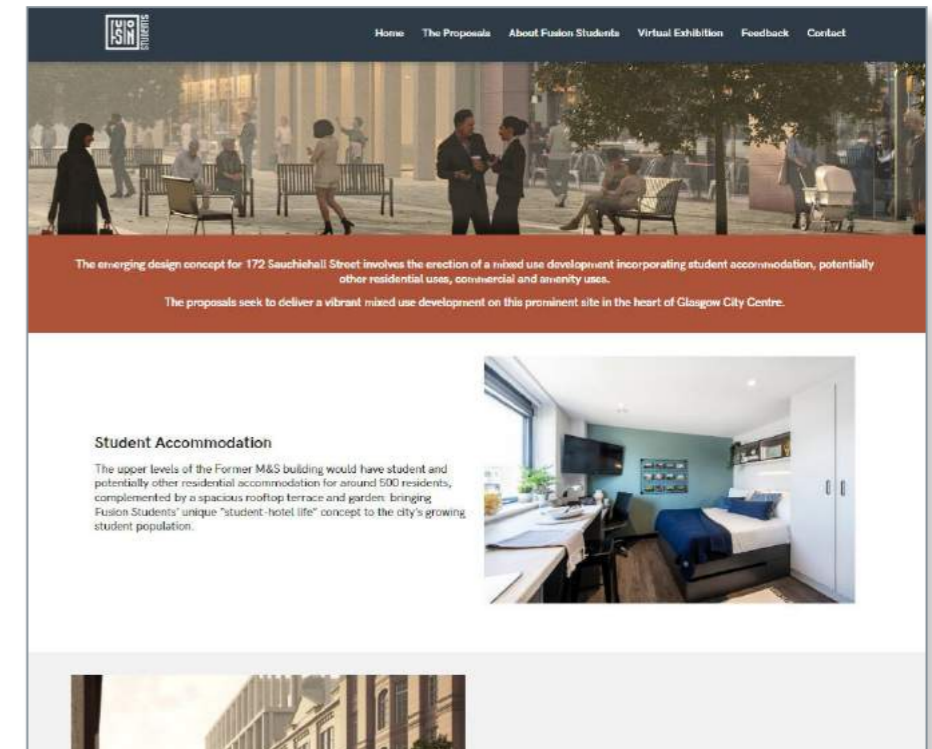
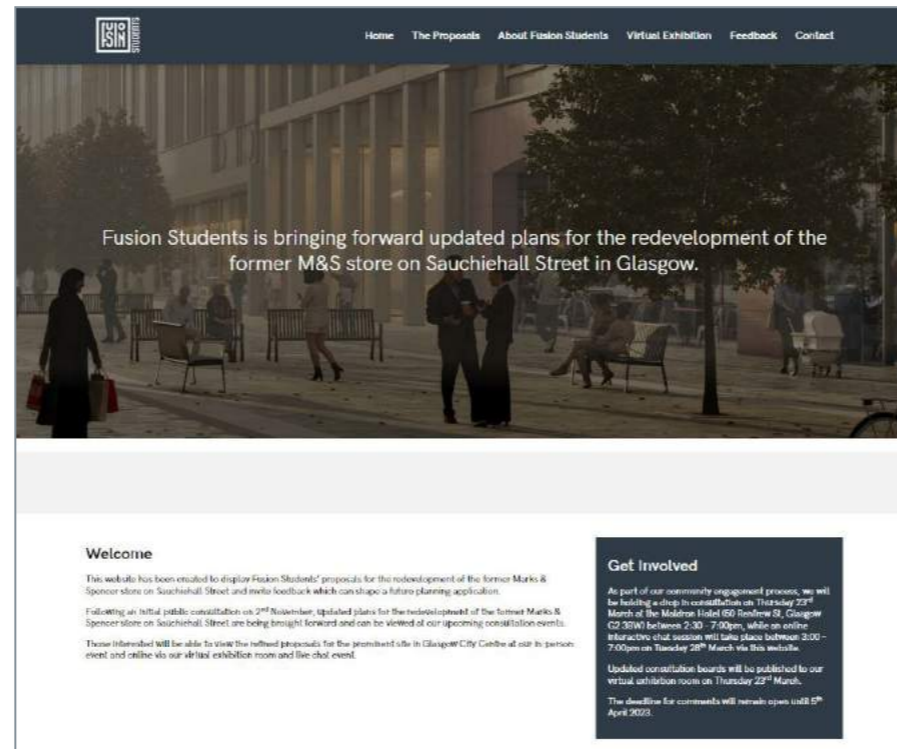
- University of Glasgow – 9 February 2023
- University of Strathclyde – 9 February 2023
- Glasgow Caledonian University – 9 February 2023
- Glasgow School of Art – 9 February 2023
- Royal Conservatoire of Scotland – 22 March 2023

4.2 Project Website

An online project website was set up at www.fusionsauchiehallstreet.consultationonline.co.uk. The project website provided further details on the consultation events, the site, the proposals and the Applicant.

The consultation event boards were made available on the project website 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.

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.



Right: Screenshots from the Project Website.

4.3 Consultation Events

The application team undertook three consultation events that were open to the public during November 2022 and March 2023.

Public Event 1 – November 2022

The first in-person 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.

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.

Feedback forms 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.

Public Event 2 – March 2023

The second in-person 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.

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.

Feedback forms 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.



Top Left: Discussion at Public Event 1 - November 2022

Remaining Images: Public Event 2 Presentation - March 2023.

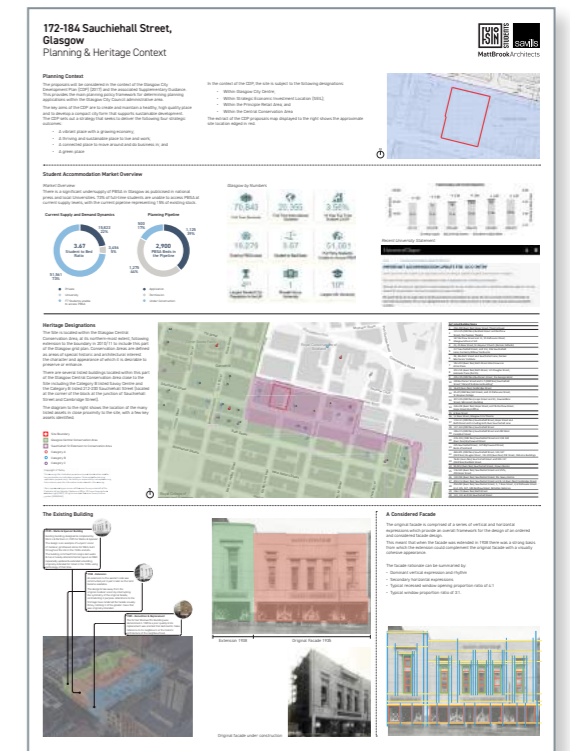
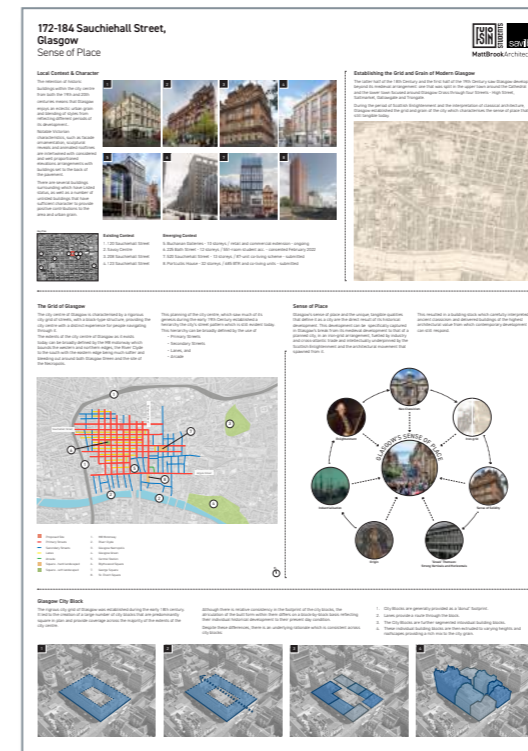
4.3 Consultation Events

Public Event 3 – March 2023

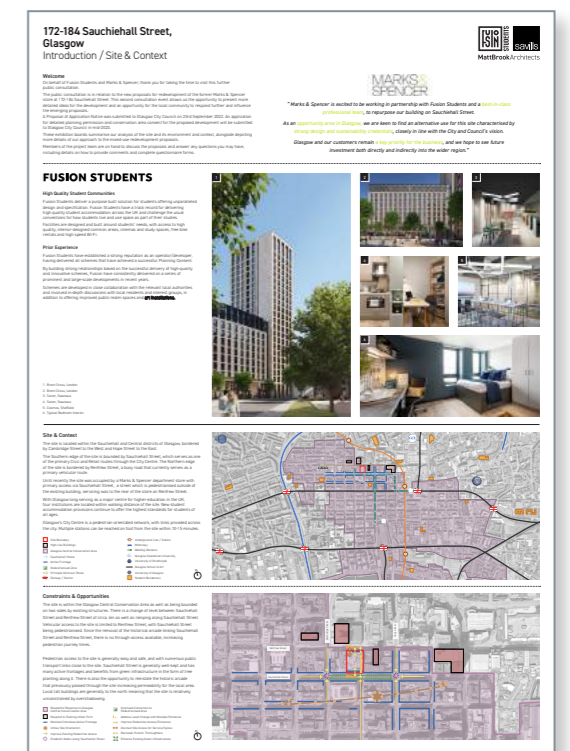
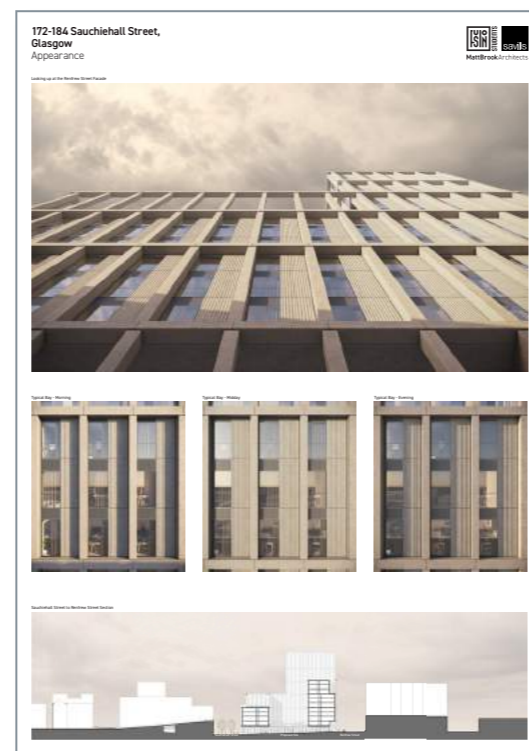
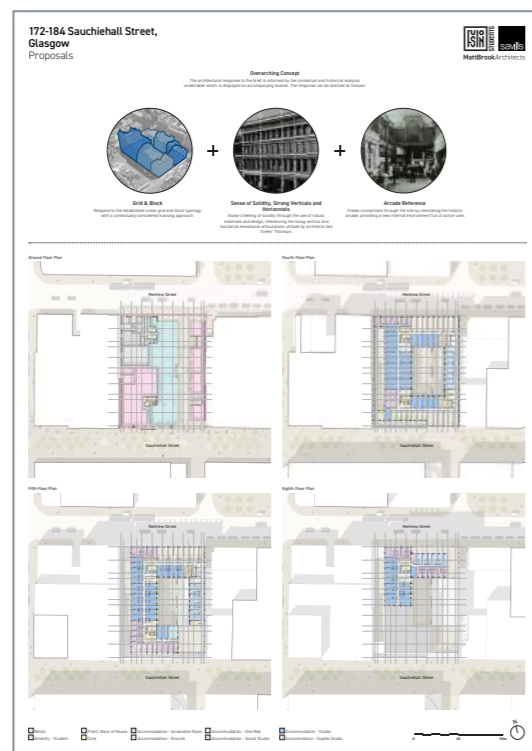
An interactive online consultation event was hosted at the project website on 28 March 2023. The project team were available to engage with members of the public and answer any questions between 3pm and 7.00pm.

The interactive online 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. Members of the project team were on hand to discuss matters of interest/concern with the local community and interested parties.

Feedback forms could be completed at the project website.



Right and below: Consultation Information Boards - March 2023.



4.3 Consultation Events

Feedback

Feedback communicated to the project team during consultation events has been grouped under key themes with further detail provided on how the comments have been considered within the development proposals.

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.	<i>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.</i>
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.	<i>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.</i>
Architectural/Heritage Value of the Building	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. Initial proposals which involved demolition of the whole building were met with a degree of opposition from responders.	<i>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. 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. Further information can be found in the submitted Townscape & Heritage Statement and Design & Access Statement.</i>
Design	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.	<i>Further information on the design evolution is contained within the submitted Design & Access Statement.</i>
Scale	A few concerns raised over the scale of the building in this location and if it is appropriate. The height of the proposed building was generally supported. The arrangement and proposed scale would be positioned appropriately in response to surrounding tall buildings. Acknowledgment the city needs to increase its residential density to achieve wider Council ambitions of repopulating it.	<i>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.</i>
Materials	Comments noted a desire for high quality materials to be used on the main elevations which would be befitting of the Conservation Area.	<i>High quality materials are included within the proposals, namely glass reinforced concrete (GRC) in a portland stone style finish. Further information is contained within the Design & Access Statement.</i>

Continued Overleaf.

4.3 Consultation Events

Feedback (Continued)

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.	<i>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.</i>
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.	<i>These matters are suitably covered in the Design & Access Statement and the Sustainability Assessment / Climate, Carbon & GHG Emissions Report.</i>
Arcade Feature	Re-establishment of former arcade route between Renfrew Street and Sauchiehall Street was welcomed. Interest in who would likely occupy the commercial units and how security/safety would be ensured.	<i>Further information on the re-established arcade route is provided within the Design & Access Statement. 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.</i>
Proposed Ground Floor Uses	Retention of ground floor retail unit was welcomed on Sauchiehall Street.	<i>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.</i>
Economic Benefits	Responders were interested to understand what the social and economic benefits the proposals would likely yield once completed.	<i>Full details on the socio-economic benefits of the wider proposals is set out within the submitted Socio-Economic Assessment and Economic Benefits Summary.</i>

4.4 Urban Design Review Panel

On the 23rd March 2023, the proposals for the site were presented to the Glasgow Institute of Architecture's Glasgow Urban Design Panel (GUDP).

The role of the GUDP is "to promote the value of good sustainable design and champion the highest standards in architecture and placemaking" and their reviews are a tool that "provides constructive advice to developers, design teams and planners..."

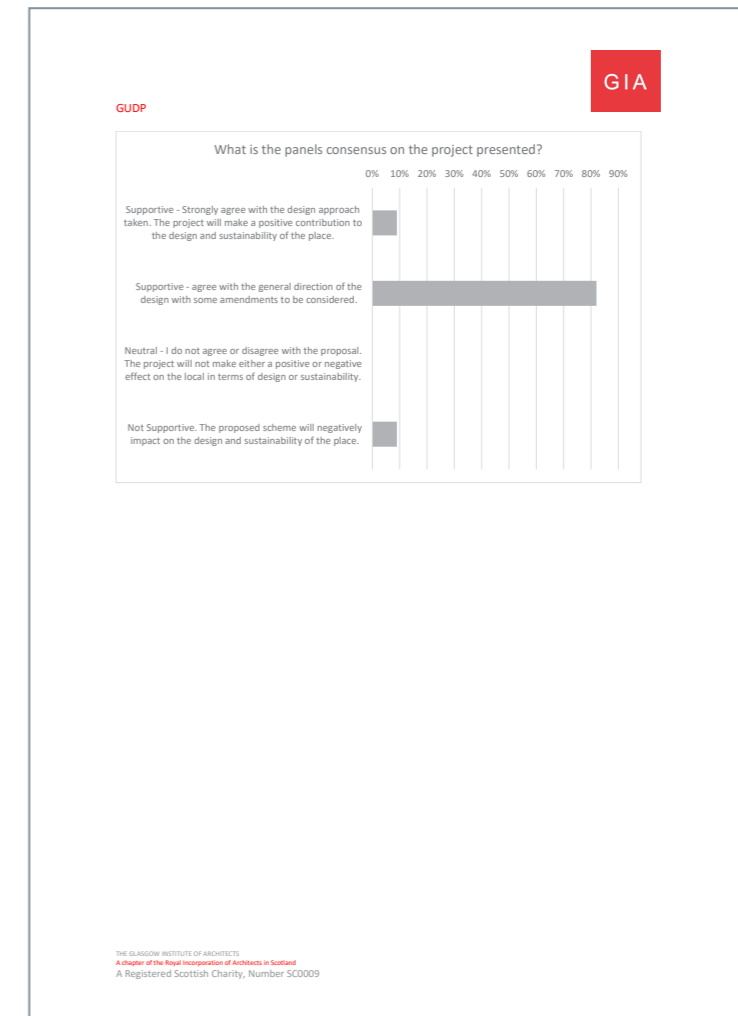
The panel for the project review was comprised of members of the following organisations: Glasgow City Council, Glasgow Institute of Architects, Glasgow Civic Forum, Historic Environment Scotland, Landscape Institute, Royal Town Planning Institute, Mackintosh School of Architecture, University of Strathclyde School of Architecture, Police Scotland, University of Glasgow, Pollokshields Heritage, Architectural Heritage Society of Scotland, Alexander Thomson Society, Charles Rennie Mackintosh Society, Friends of Glasgow West, New Glasgow Society and Strathbungo Society; alongside the following panellists: a consultant with specific expertise, a developer, a member of a local interest group and an operator.

Panel Consensus

The recorded consensus of the GUDP was that:

"The panel supported the quality of the proposal and the intent to populate and bring life into a declining part of Sauchiehall Street"

More than 90% of the panel were supportive of the scheme with them either agreeing with the general direction of the design with some amendments to be considered or strongly agreeing with the design approach taken noting that the project will make a positive contribution to the design and sustainability of the place.



"The panel supported the quality of the proposal and the intent to populate and bring life into a declining part of Sauchiehall Street."

4.5 Historic Environment Scotland

The site's location within a Conservation Area, the proximity of the site to listed structures and the presence of the existing Marks and Spencer building, dating from 1935, on site has meant that interactions with Historic Environment Scotland (HES) have been an important part of the development of proposals on site.

Lack of Listing

Between October 2022 and January 2023 HES assessed the existing building following a proposal to designate the building in October 2022. Ultimately, HES concluded that the building did not warrant listing following their assessment of it.

This assessment included a visit made by HES during November 2022 to the building where the exterior of the building as well as the interior of the building was viewed.

For a building to be listed it must be of 'special architectural or historic interest' as set out in the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997. HES decide whether a building is of special interest for listing based upon an assessment of its cultural significance. This selection guidance for assessing cultural significance is provided under two main headings: architectural interest; historic interest.

HES's assessment of the existing building on site found that it does not meet the criteria of special architectural or historic interest for the following reasons:

"The Sauchiehall Street elevation is only partially retained as originally designed, with much alteration to the ground floor shopfront and fascia and to the interior.

While the original five-bay section (dating from 1935) it is an early surviving example of Lutyens' modular scheme in Scotland, it is not an architecturally notable example of the form.

The 1938 western extension to the building does not read as a good example of Lutyens' modular scheme because of stylistic and proportional differences."

Certificate of Intention Not to List

A Certificate of Intention Not to List (COINTL) is a legal guarantee that a building will not be statutorily listed for five years from the date the certificate is granted.

Historic Environment Scotland may grant a COINTL to a building that:

- "does not meet the listing criteria for special architectural or historic interest
- is not part of the curtilage of an existing listed building."

On the 2nd March 2023 Historic Environment Scotland granted a COINTL for the existing building on site.

Pre-Application Consultation Response

During January 2023 HES issued a response to pre-application information provided to them by Glasgow City Council during November 2022. Their response included the following commentary:

"We consider that the 1935/6 building and its 1938 extension at 172-84 Sauchiehall St contributes positively to the conservation area and advise that this building should be retained and sensitively incorporated into any redevelopment of this site. Façade retention of this building would be acceptable to us..."

...164-84 Sauchiehall has recently been assessed for listing and we have concluded that it does not meet the criteria for inclusion on the list of buildings of special architectural and historic interest. Nevertheless, it has some architectural and historic merit. As it lies within Glasgow Central Conservation Area and makes a positive contribution to it, there is a presumption against its demolition..."

... The ground floor of the building has been significantly altered up to first floor cill level, but the historic fascia detailing may survive underneath the existing black marble cladding. Removal of the black marble cladding to either expose or reinstate the original detailing would improve the appearance of the building and its contribution to the conservation area....

.... 172-84 Sauchiehall St contains no interior features of interest and its roof is concealed behind the parapet. The building is not seen in the round and only its façade contributes to the character of the conservation area. We therefore consider that its façade could be incorporated into a new building without diminishing its contribution to the conservation area. It would, however, be important to ensure that any replacement building was designed carefully to allow the historic frontage to retain its historic proportions and its character as an individual building."

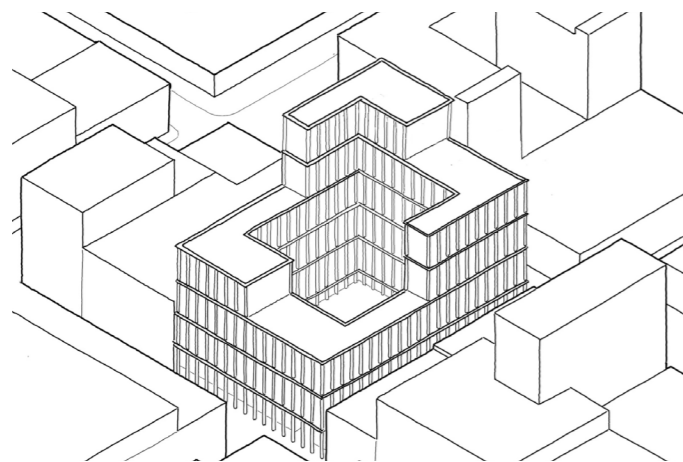
Pre-Application Meeting

During February 2023 a meeting was held between the project team, Glasgow City Council and Historic Environment Scotland. During this meeting there was a review of the cultural heritage of the site as well as a discussion regarding the potential options for the re-use of the existing building structure, including the historic M&S façade within the proposals.



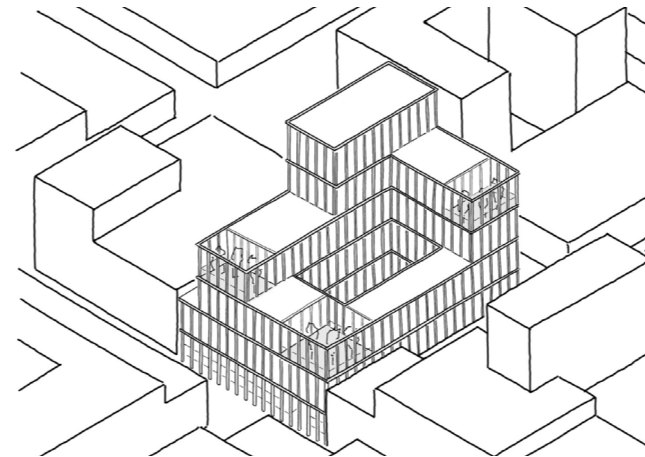
4.6 Design Evolution

The building proposals have developed during the entirety of the pre-application stage with feedback from Glasgow City Council, stakeholders and that recorded from consultation events informing this evolution.



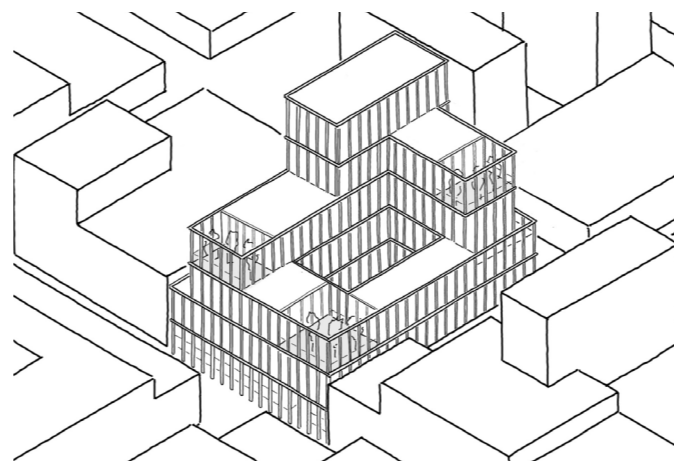
1. August 2022

Initial Concept Massing which includes the general principle of the building massing articulated into four quadrants.



2. January 2023

Massing stepped in from western boundary with this massing quadrant widened. Definition provided to roof terraces.



3. February 2023

Massing fronting Renfrew St stepped and reduced in scale.



4. March 2023

Historic Sauchiehall Street facade retained. Massing and height reduced on both Sauchiehall Street and Renfrew Street. Renfrew Street eastern gable pulled in-board by one bay.



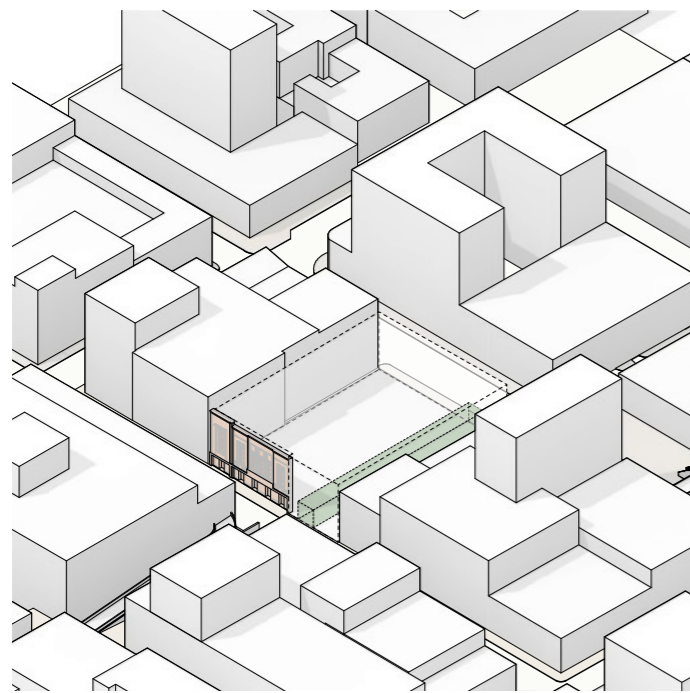
5. Submitted Massing - Refused Application

Enhanced amenity provision. Optimisation of floor-to-floor heights across lower floors to provide suitable mix of rooms and layouts.

5.0 Design

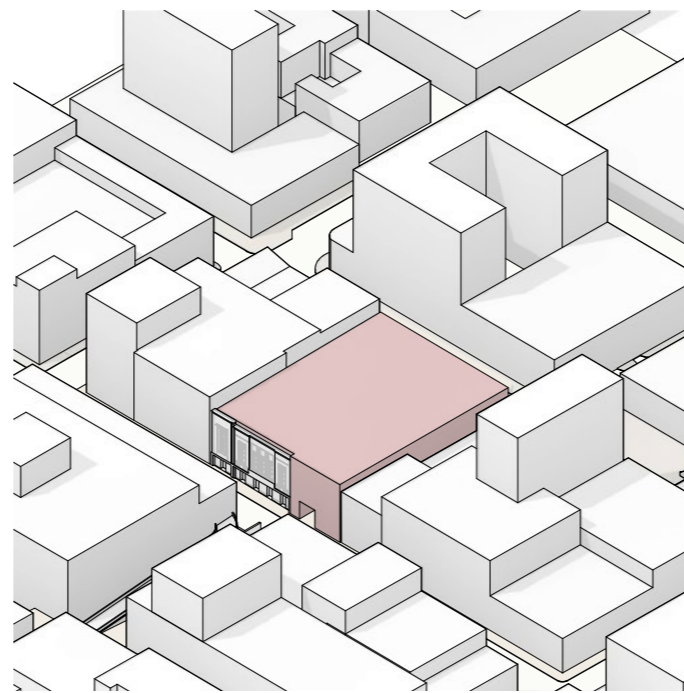
5.0 Design

5.1 Concept Design



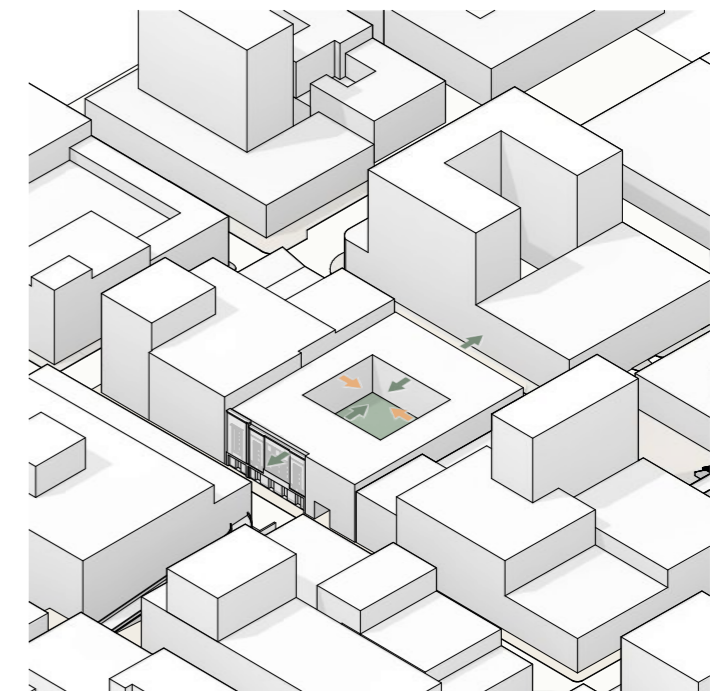
Layers of History

The original facade to Sauchiehall Street is of architectural significance to the area and so will be retained - the clearance of the remainder of the site will allow reinstatement of the former Wellington Arcade, reintroducing the historic link between Sauchiehall Street and Renfrew Street.



Full Block

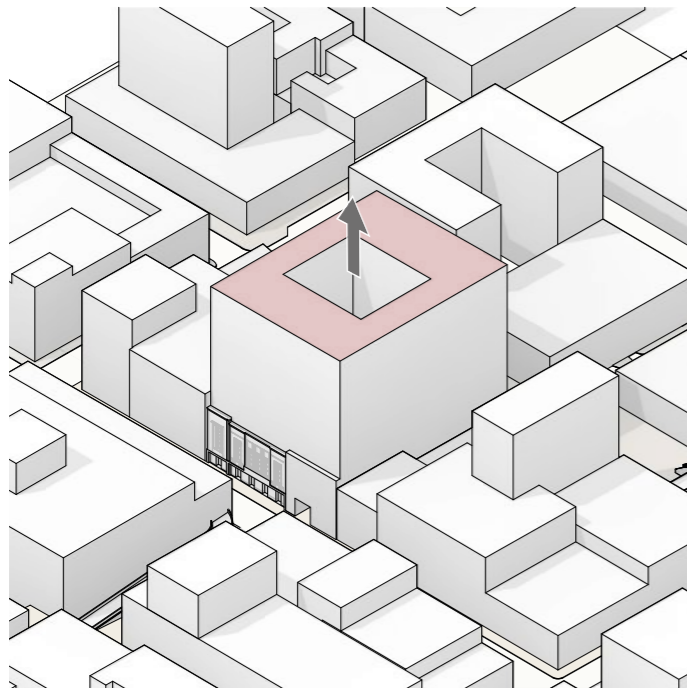
As with existing layers of historical development evident in the city, the building's footprint extends to the limits of the site in order to maintain the form of the urban block and promote strong, active street frontages.



Central Courtyard

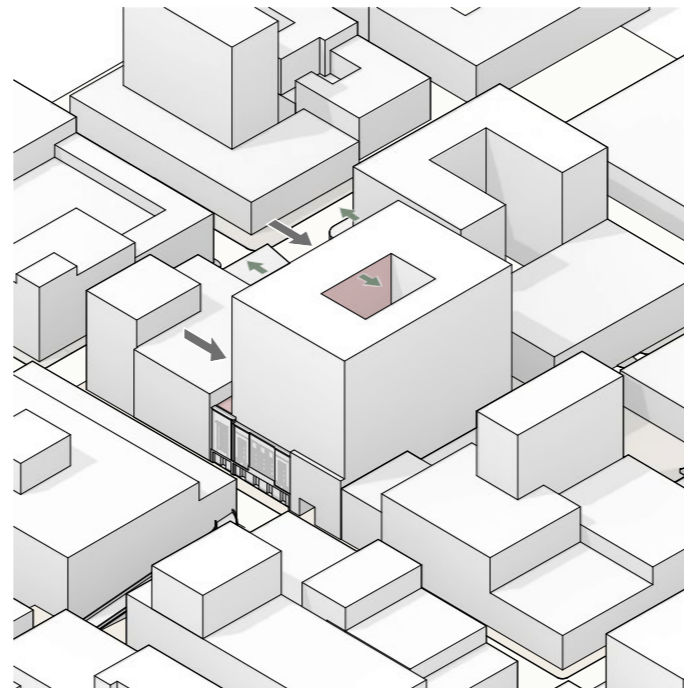
The creation of a raised podium courtyard offers private external space whilst also providing internal aspect for accommodation to all four sides. Yellow arrows indicate single aspect accommodation whereas green arrows indicate zones with dual aspect.

5.1 Concept Design



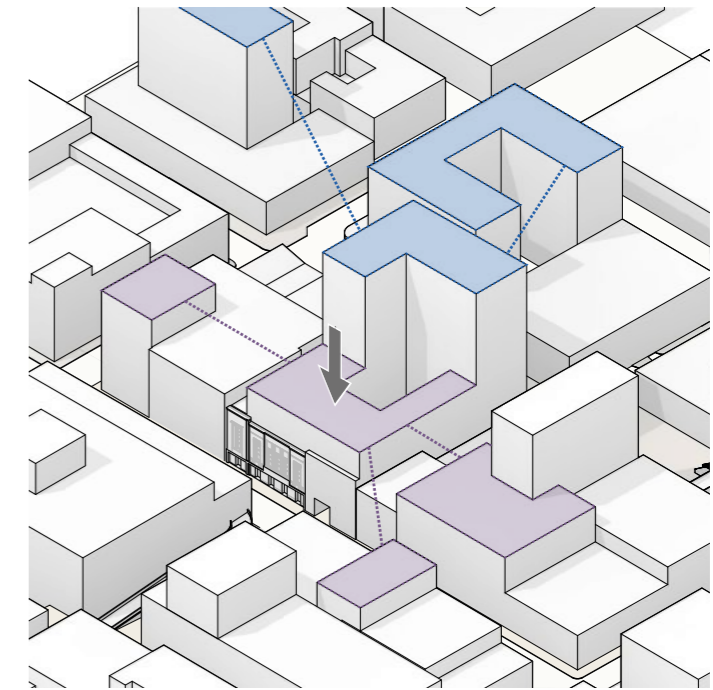
Extrusion of Form

The 'donut' form is extruded upwards to create a strong massing to all four edges of the site, with the maximum height relating to the taller context along Renfrew Street.



Maximising Aspect

Offsetting the western wing from the adjacent boundary, and widening the floorplate, creates more opportunity to fully fenestrate and activate the western facade.



Contextual Massing

From its maximum height, the front portion of the building steps down to acknowledge the massing of historic buildings fronting Sauchiehall Street.