

2.2 Constraints

As with any urban setting, the extant and long-established physical context has a notable impact on the character and sense of place of any given site and its surroundings.

These features should be properly understood to enable an appropriate, sensitive, contextual and successful design response.

One of the most pertinent considerations is the Glasgow Central Conservation Area.

The existing site, edged red, is constrained on two sides by existing structures which form the rest of the urban block that the site belongs to. These structures limit light ingress at lower levels, with any frontage limited to the northern and southern boundaries. On a wider scale, the heavily urbanised area and tall buildings in the locality may also result in increased overshadowing.

The characteristic topography in this area of the city centre results in a c.6m change in level between Sauchiehall Street to the south and Renfrew Street to the north, with both streets themselves inclining from east to west, necessitating varying levels to the building entrances.

Sauchiehall Street is pedestrianised in the immediate vicinity of the site with access control. Whilst positive for safe pedestrian access, the only convenient vehicular access is via Renfrew Street.

Both pedestrian footfall and vehicles operating throughout the day create increased noise levels to both Sauchiehall and Renfrew Street.



- | | | |
|--------------------------|---------------------|-----------------------------|
| Site Boundary | Pedestrianised Area | Conservation Area - Glasgow |
| Tall Buildings | Pedestrian Noise | Sun Path |
| Consented Tall Buildings | Traffic Noise | Poor Pedestrian Access |
| Level Change | Controlled Access | Busy Junction |



2.3 Opportunities

The analysis of a site's history may present pertinent and meaningful opportunities to instigate a contextually appropriate and sensitive response. A key opportunity is to reinstate the historical arcade which once passed through the site, creating a link between Sauchiehall Street and Renfrew Street, to improve pedestrian permeability in the area.

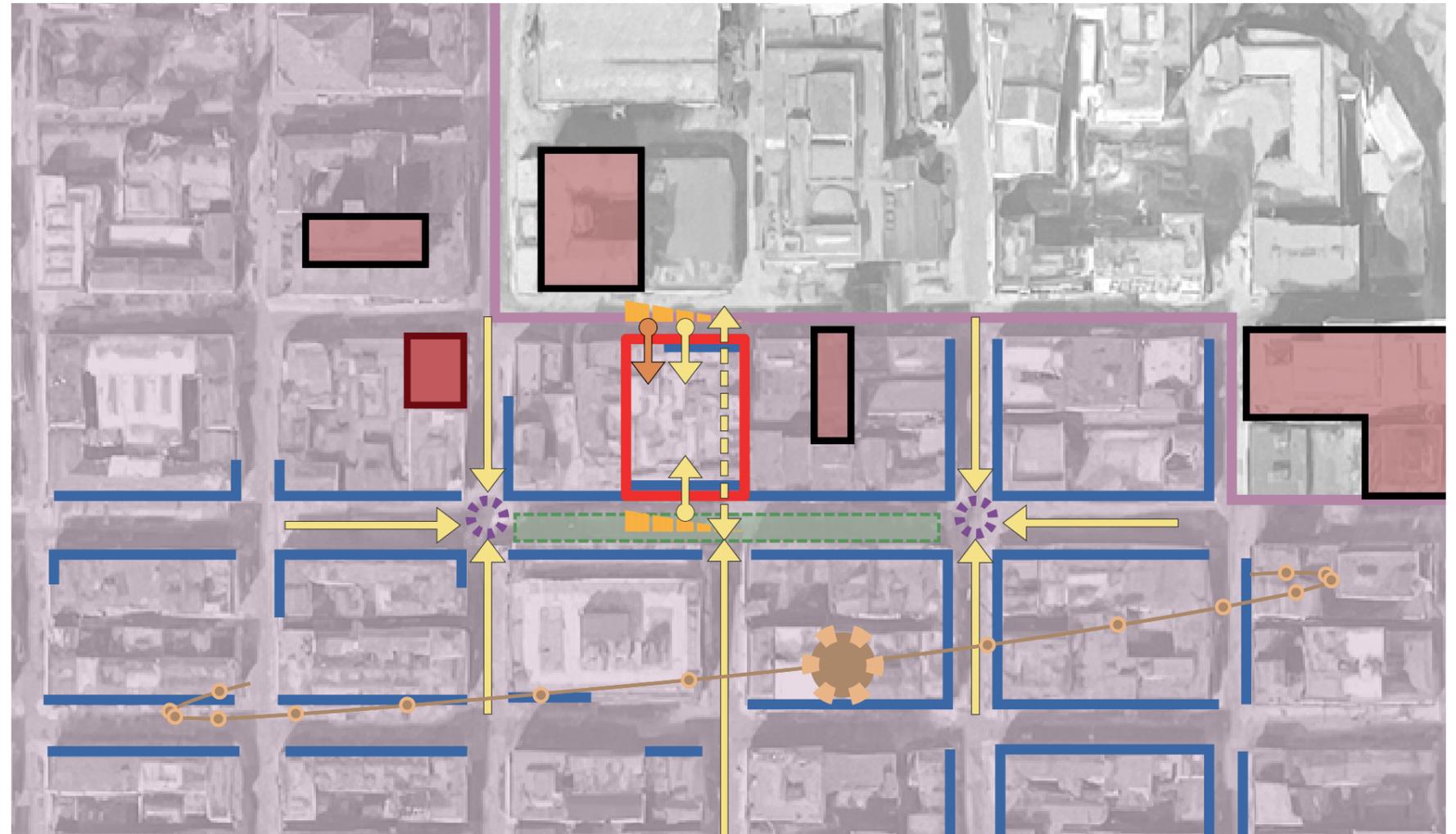
Pedestrian access to the site is generally easy and safe, with numerous public transport links in the vicinity. The pedestrianised section of Sauchiehall Street with its numerous active frontages provides a platform to integrate positively with the surroundings by maximising frontages and access from the street.

Conversely, the vehicular route to the rear along Renfrew Street provides an opportunity for discrete vehicular, service and maintenance access, but is also a key opportunity to animate and activate Renfrew Street, and move it away from being service dominated.

An increased resident population, along with increased footfall through the site, will have spin-off benefits through increased consumer spending in the vicinity.

Building heights in the area provide reference points for massing, ensuring design proposals can integrate sensitively with the urban form. The tallest buildings in the vicinity are generally to the north which results in minimal overshadowing of the site.

The orientation of the site also provides cues for massing development in order to maximise daylighting.



- | | | |
|--|--|---|
|  Site Boundary |  Green Infrastructure |  Conservation Area - Glasgow |
|  Tall Buildings |  Reinstated Historic Thoroughfare |  Sun Path |
|  Consented Tall Buildings |  Improve Pedestrian Access |  Node |
|  Active Frontage |  Discreet Access for Service/Cycles | |

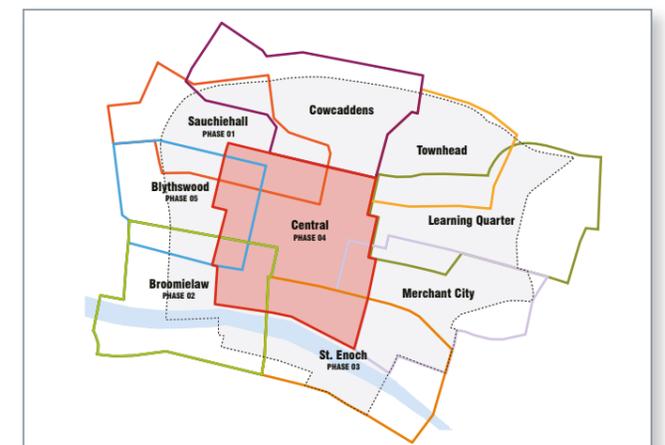
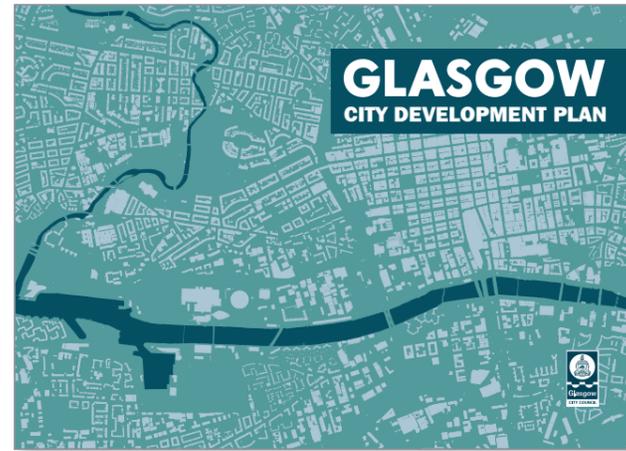


2.4 Planning Context

The information contained within this section is a summary of the relevant planning policy context associated with the application. Please refer to the Planning Statement, as prepared by Savills, for further details.

Policy Overview

The development plan for the proposed development comprises the newly adopted National Planning Framework 4 ('NPF4') and the Glasgow City Development Plan (adopted March 2017) (CDP). The City Development Plan is backed by a suite of Supplementary Guidance (SG) documents, including the Glasgow City Centre Strategic Development Framework 2050, which direct how the CDP's policies are to be implemented and used in the determination of planning applications. A range of Council strategy documents are also highly relevant to the proposals, which comprise material considerations. **Full policy assessment and justification is provided within the submitted Savills Planning Statement.**



2.4 Planning Context

Development Principle

NPF4 sets out that Glasgow city centre is “an exceptional asset and a primary location and cultural destination, has been significantly impacted by unprecedented changes in working patterns, service provision and the retail sector. Whilst these changes may not be sustained in the long-term, now is the time to accelerate work to diversify the city centre”.

NPF4 supports development proposals that will result in the sustainable reuse of brownfield land including vacant buildings. In this regard, while demolition is the least preferred option given the need to conserve embodied energy, NPF4 recognises that suitability of conversion to other uses and what is viably achievable is a material consideration.

Overall, the proposals meet with the aims and vision of NPF4 which focusses on promoting brownfield re-development, enhancing the vitality and vibrancy of our towns and cities, encouraging a mix of uses and promoting sustainable developments which enhance biodiversity. Extensive due diligence has taken place which has robustly shown that, in the case of the former M&S store, attempts to retrofit and reuse the existing building, with the exception of the historic façade, would both have a high carbon cost in itself and would create sub-par accommodation which would neither meet the needs of residents/operators nor sustainability requirements going forward operationally, even in the short term, with this only worsening over time. Any conversion would have a significantly shorter lifespan than that proposed.

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

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

In the context of the Glasgow CDP and associated SG, **the site is subject to the following designations:**

- Within Glasgow City Centre;

- Within Strategic Economic Investment Location (SEIL);
- Within the Principle Retail Area; and,
- Within Central Conservation Area.



Extract from Glasgow City Development Plan Proposals Map

Policy CDP10 'Meeting Housing Needs' and the associated SG10 aims to ensure the City's growing and diverse population has access to a choice of housing of appropriate quality and affordability across all tenures. CDP10 acknowledges the positive impact increasing numbers of students has had in reversing the City's population decline. It outlines the Council "is generally supportive of the development of student accommodation, in terms of both meeting demand in this sector and reducing the City's reliance on houses in multiple occupation." Accommodation which achieves a high standard of amenity and an appropriate range of accommodation is to be supported, subject to compliance with other policies within the CDP. The primary preference for locating this accommodation is noted as being:

- In or adjacent to identified main campuses; and
- In locations with good access to university and college locations by public transport and active travel routes.

Policy CDP 4 'Network of Centres' aims to maintain and strengthen the role of Glasgow City Centre as the key economic driver in the West of Scotland. Glasgow City Centre is identified as the primary location for retail, office, commercial leisure, tourism and civic uses serving the city region as well as a national transport hub.

With respect to the defined retail hierarchy, the site is located within Glasgow City Centre. Sauchiehall Street (South Side Nos. 1 – 233 (Buchanan St to Blythswood St) and North Side Nos. 2 – 252 (Buchanan St to Rose St) is identified as a Level 2 Primary Retail Street within the associated SG4 'Network of Centres'.

SG4 'Network of Centres' sets out the role and function of Glasgow City Centre which involves being the "centre of further and higher education with over 40,000 students at Strathclyde and Caledonian Universities, City of Glasgow College and Glasgow School of Art".

The aims stated in SG4 regarding Glasgow City Centre includes:

- Support its primary retail function by promoting development opportunities for retail and commercial development.
- Support a diversity of land uses and distinctive character areas in line with the City Centre Strategy.
- Protect from development elsewhere that could be harmful to its role and function.
- Maintain its attractiveness as an investment location through the renewal of the built environment and supporting infrastructure.
- Build on the success of the IFSD and ITREZ in attracting high quality employment opportunities.

Strategic Economic Investment Locations

The City Centre is one of six Strategic Economic Investment Locations (SEILs) within Glasgow, as reflected throughout the planning policy hierarchy including the Glasgow CDP. The site is located within the wider City Centre SEIL. Clearly, these locations are considered vital locations in delivering economic development in the key sectors, which include higher and further education. Purpose built student accommodation and flexible commercial development at this site is acceptable in principle, given the location of the site within the City Centre SEIL.

2.4 Planning Context

Design Policy

CDP Policy CDP1 and the corresponding SG1 applies to all development proposals across the city. Policy CDP1 aims to improve the quality of development taking place in Glasgow by promoting a design-led approach. Policy CDP1 states that in order to be successful, new development should aspire to achieve the following six qualities of place: it is distinctive; it is safe and pleasant; it is easy to move around and beyond; it is welcoming; it is adaptable; and it is resource efficient.

SG1 supports CDP1 by providing the context and approach to Placemaking by including an outline of the processes to be undertaken in the preparation of new developments. It also contains detailed assessment criteria relating to physical design of new development including guidance on tall buildings.

It outlines any proposal involving the creation of a tall building 'must fulfil the City's aspirations to be of excellent architectural quality in their own right, in order to enhance the City's skyline and international image.'

Detailed Guidance Summary

In line with the Council's adopted City Centre Strategic Development Framework, the proposed development, in accordance with the wider emerging Masterplan proposals, will:

- Repopulate the city centre to bring life to the whole centre;
- Improve the quality of the public realm to attract more residents, businesses and visitors;
- Promote city centre living within sustainable 20 minute communities;
- Enhance the distinctive and historic townscape of the City Centre;
- Ensure densification is sustainable and facilitates repair of the urban townscape; and,
- Prioritise and encourage active travel.

Historic Environment Policy for Scotland

The Historic Environment Policy for Scotland 2019 (HEPS) is a national level policy statement directing decision-making that affects the historic environment. It is relevant to a wide range of decision-making and should be taken into account whenever a decision will affect the historic environment. It is a material consideration for planning proposals that might affect the historic environment. In addition, HES has produced a series of guidance notes to help guide changes to the historic environment which of greatest relevance includes 'Managing Change in the Historic Environment: Setting'. The building is not listed however is located within the Glasgow Central Conservation Area boundary.

Glasgow City Centre Living Strategy

The vision of the Glasgow City Centre Living Strategy is to enable a sustainable, inclusive and diverse city centre population.

The strategy aims to double the city centre residential population to 40,000 by 2035 by supporting and enabling city centre living. To achieve this, the strategy has established six key objectives, including:

- To increase the city centre's population from just over 20,000 to 40,000 by 2035;
- To find productive outcomes for vacant commercial space, with a particular focus on upper floors;
- To provide a quality city centre environment that is cleaner, greener, more sustainable and better connected;
- To offer a responsive, innovative approach to investment opportunities that support this strategy;
- To deliver quality in design across all development; and
- To enable resilient, empowered and socially cohesive neighbourhoods.



2.4 Planning Context

City Centre District Regeneration Framework for the Central District

The City Centre District Regeneration Framework for the Central District outlines new development should embody responsive high quality design, that contributes towards the sustainable densification of the City Centre and therefore should:

- improve the economic, social and environmental functioning of its neighbourhood and the liveability of the wider centre;
- ensure access to high quality green and open space for residents;
- repair the urban fabric and neighbourhood legibility, realising the development of vacant land and buildings and renewing street connections where possible;
- protect, enhance and reinvigorate heritage buildings and features;
- respect views and vistas and create new visual interest, to further enrich the City's townscape and identity;
- respond positively to the microclimate of the locale;
- minimise its environmental impact (including embodied energy) and improve the environmental quality and strategic climate resilience of the City Centre;
- activate the street through active frontages and ground floor uses;
- employ exceptional design quality, and innovate where possible;
- ensure building height, scale, form and massing is appropriate to the location; and,
- ensure good internal and external space standards and management regimes.

Glasgow City Centre Recovery Plan 2022-24

The Glasgow City Centre Recovery Plan 2022-24 main priorities are:

- Maximising activity and footfall;
- Maximising employment and business development opportunities across all sectors from the experience economy to financial services, to innovation, digital technology and the creative economy;
- Maintain and enhance the city centre so that it attracts people to work, stay, invest, visit and learn; and,
- Embed climate mitigation and adaptation from the climate plan at every opportunity.

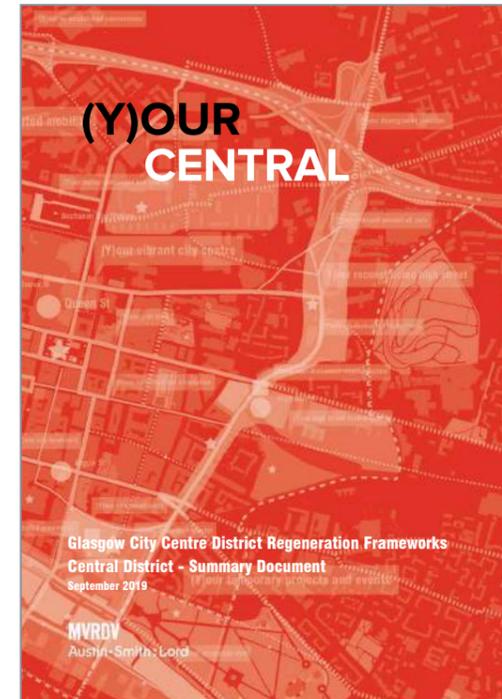
City Centre's 'Golden Z'

A project is underway to reimagine the future of the city centre's 'Golden Z' at the heart of Glasgow's retail core. The Council appointed a consultant team to engage with stakeholders in the production of a new Vision and Plan for the area in and around Buchanan Street, Sauchiehall Street and Argyle Street.

The new Vision and Plan establishes a shared and renewed regeneration direction for the 'Golden Z' and identifies priorities for intervention and investment, by the public and private sectors, to further stimulate its economic recovery and support longer term economic, social and environmental resilience.

The new Vision and Plan for the Golden Z was approved by the Council in August 2023. Sauchiehall Street forms a key component of the 'Golden Z' and a number of themes, ambitions and objectives are detailed within the wider report focusing on this area of Glasgow City Centre.

As part of the Glasgow City Region City Deal funding, approximately £115 million is being invested in Glasgow City Centre to deliver the 'Avenues' programme, which will result in a transformation of the city centre's streetscape and public realm, making it more people-friendly, attractive, greener, sustainable and economically competitive. The subject proposals have been developed with full cognisance of the Avenues programme. In the case of the subject proposals, the new public realm will provide increased permeability, prioritising the safe movement of people and cyclists, dovetailing with and expanding on the Council's Avenues through the introduction of the re-established Wellington Arcade which will deliver better connectivity between Sauchiehall Street and Renfrew Street.

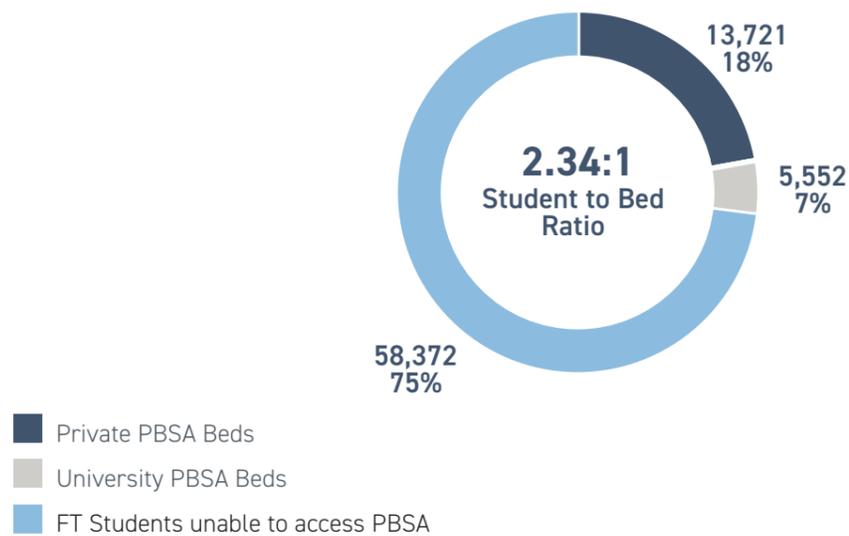


2.5 Demographic Context

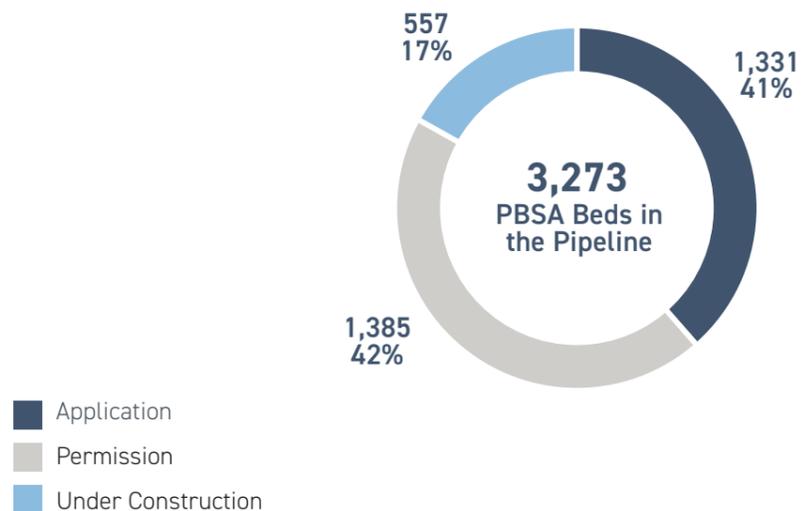
Market Overview

There is a significant undersupply of PBSA in Glasgow as publicised in the national press and local Universities. 75% of full-time students are unable to access PBSA at current supply levels, with the current pipeline representing 17% of existing stock.

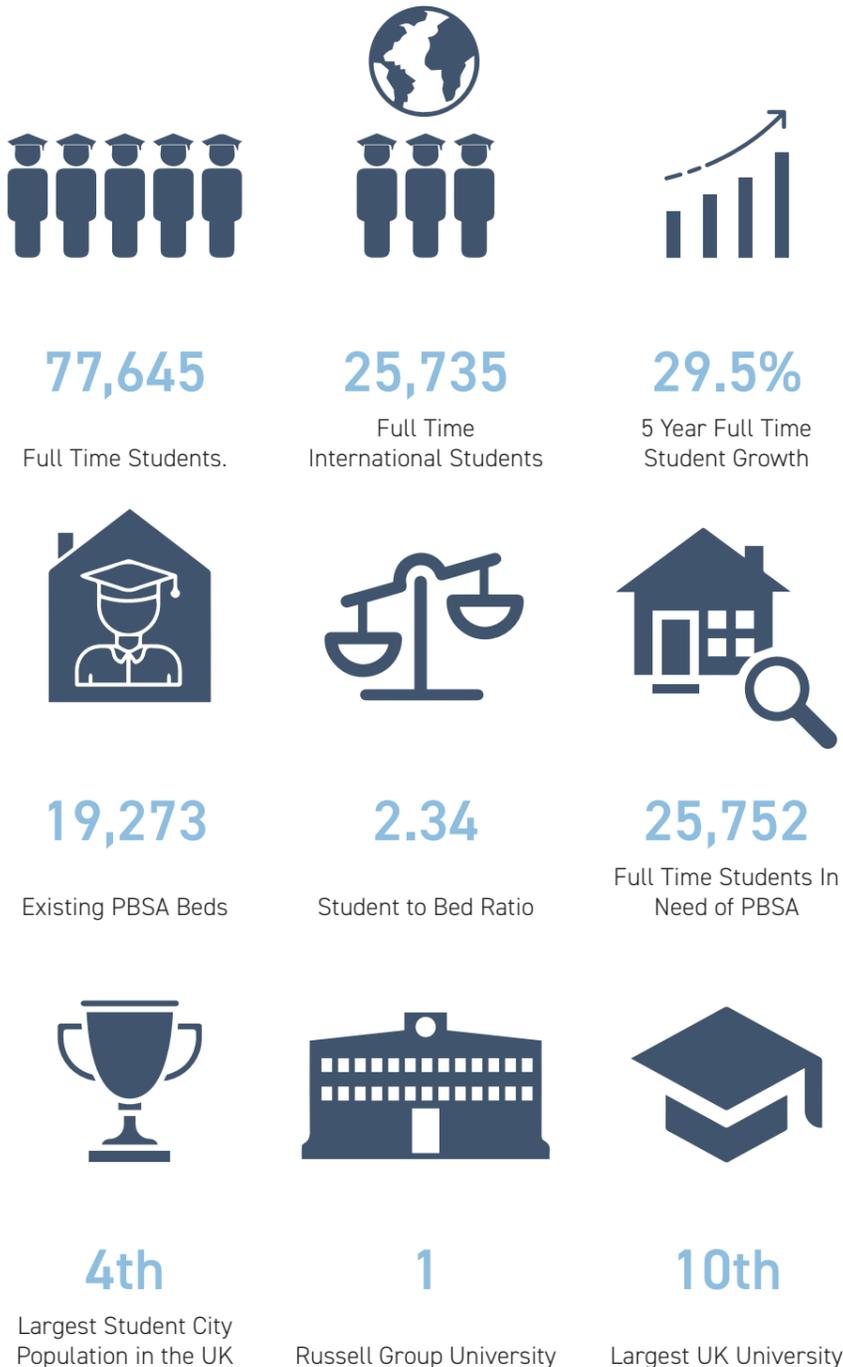
Current Supply and Demand Dynamics



Planning Pipeline



Glasgow by Numbers



Recent University of Glasgow Statement

“IMPORTANT ACCOMMODATION UPDATE FOR 2022 ENTRY

This year we have experienced an unprecedented number of applications for University accommodation.

Although the University has significantly increased bedspaces for the new academic year, with no significant additional capacity in the city, demand for accommodation continues to substantially exceed availability.

We regret that we are no longer able to provide guaranteed accommodation for anyone who has not already received confirmation of University Accommodation. We are also highlighting that the city has limited private let or private sector purpose-built accommodation available.

If you have not yet made your accommodation arrangements, we strongly advise that you **do not complete registration and enrolment or travel to Glasgow** until you have secured your accommodation.”

All data sourced from Cushman + Wakefield “Student Need Assessment” April 2023

2.6 Existing Site Condition

2.6.1 Existing Site Plan

Location

The site is located at 184 Sauchiehall Street, and was until recently a Marks and Spencer department store. The site is contained within an urban block bound by Renfrew Street to the north, Sauchiehall Street to the south and with Cambridge Street located nearby to the west.

Surrounding Buildings

Sauchiehall Street is considered the primary street bounding the site and is one of the primary streets of Glasgow city centre. The buildings fronting this street are primarily retail in their usage with a number of different national, multiple-location retailers occupying the lower levels of the buildings. To the north of the site, across Renfrew Street, is the Double Tree Hilton Hotel.

Street Composition

Sauchiehall Street is pedestrianised in this location - this prevents Cambridge Street and West Campbell Street being accessed via one another by vehicles. Similarly, the building mass on site means that Sauchiehall Street is the terminus for vehicles travelling north on Wellington Street.

Renfrew Street carries vehicular traffic and provides access for the site. Cambridge Street also accommodates vehicular traffic with it providing drop-off and controlled parking.

1. 208-212 Sauchiehall Street (Costa Coffee, Card Factory)
2. 200 Sauchiehall Street (Boots, Argos)
3. 164 Sauchiehall Street
4. Savoy Centre, Sauchiehall Street
5. 171 Sauchiehall Street (Superdrug, Millets, Post Office, TK Maxx, Primark)
6. 153-163 Sauchiehall Street (Waterstones, Flying Tiger)
7. Double Tree Hilton Hotel

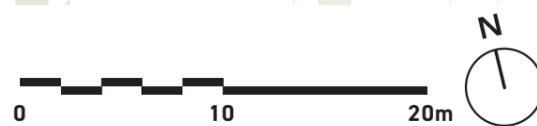


2.6 Existing Site Condition

2.6.2 Existing Elevations

Sauchiehall Street

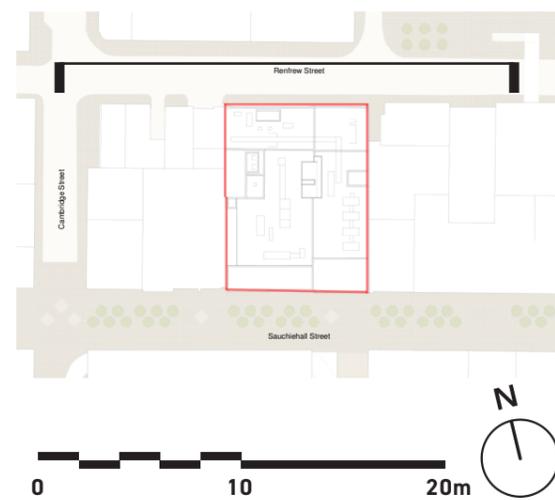
Key Plan



2.6 Existing Site Condition

Renfrew Street

Key Plan



2.7 Site History

2.7.1 Historical Development

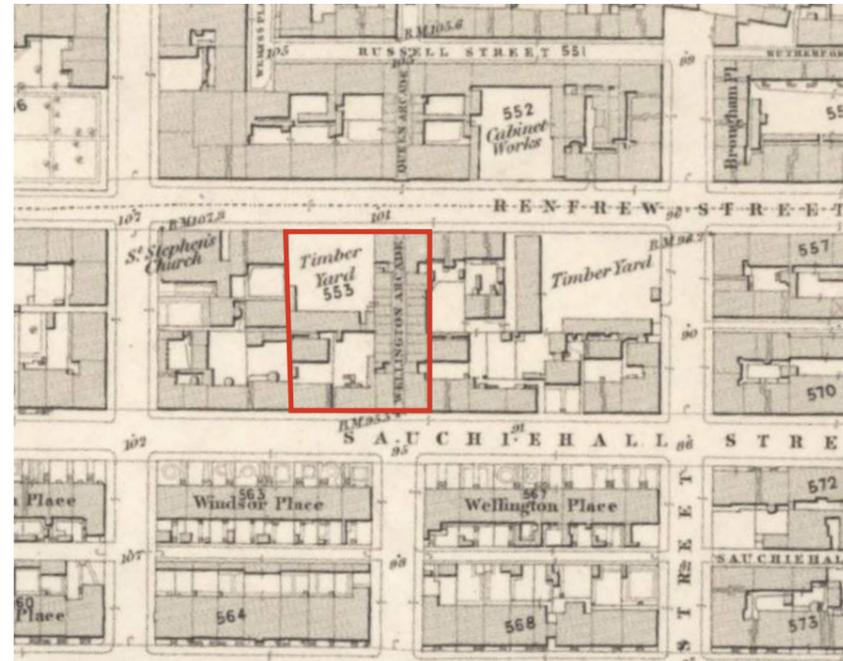


1795 - showing 'Saughyhall' running east to west

Saughyhall 1795

The early Sauchiehall Street, originally called Sauchie-haugh Road begins as a rural road on a hillside above the growing town. Its name is derived from the Scots word sauchiehaugh; 'haugh' meaning a meadow or valley and 'sauchie' referring to the type of trees which grew there, meaning 'meadow of the willow trees'.

Sauchiehall was developed to respond to wealthy merchant's wishes to own property on the outskirts of the city. Sauchiehall Street was originally comprised of three distinctive sections of shops and tenements, terraces and freestanding villas.

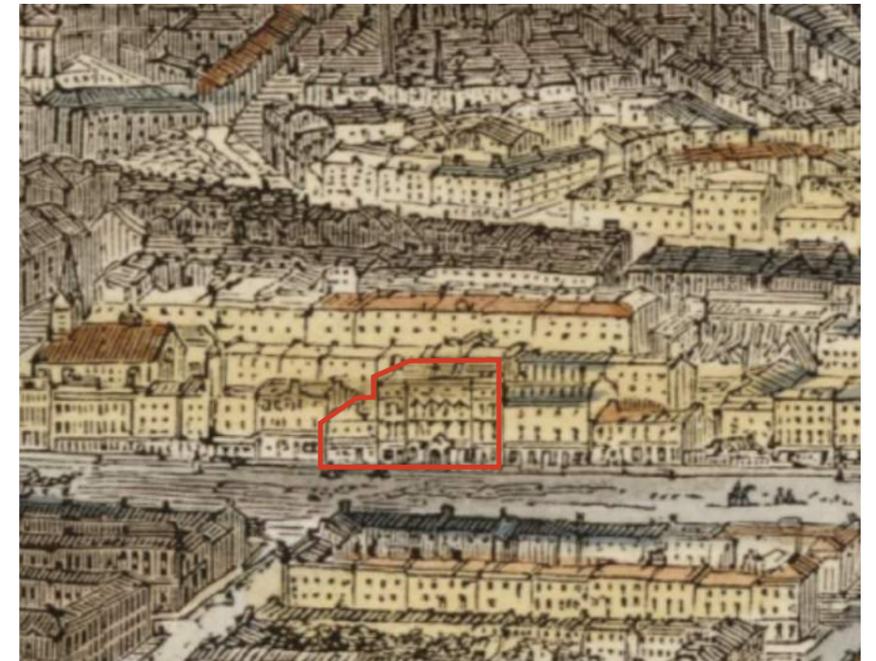


1857 - City of Glasgow Map

New Town 1857

Following the earlier Scottish Enlightenment and the subsequent work of architects and planners in the city, including Robert Adam, by 1857 the iron-grid arrangement of streets and regularised urban blocks are apparent.

The site is still not developed as a single building, instead being comprised of a number of smaller buildings as well as a timber yard accessed off Renfrew Street.



1864 - Extract from Thomas Sulman's Bird's Eye View of Glasgow, courtesy of University of Glasgow

Wellington Arcade 1864

Thomas Sulman's Bird's Eye View of Glasgow from 1864 captures the development of the site as the Waverley Hotel which includes the Wellington Arcade fronting Sauchiehall Street.

Although the perspective of the view is exaggerated, the level of detail of the drawing gives a sense of the urban grain of the time.