



Welcome to the second round of consultation on our plans for Sauchiehall Street: a new ‘House of Social’, providing a bustling food hall and independent student living.

Introducing VITA Group

At Vita Group, we’re on a mission to create environments in which people can thrive.

Vita Group is a best-in-class residential developer and operator which has pioneered a range of award-winning managed residential products across the UK and now mainland Europe. In little over a decade, Vita Group has delivered and now operates over 10,000 beds. Vita Group has built a reputation for being one of the UK’s most innovative residential developers, leading the way on multiple regeneration and place-making projects, including the 2.2 million sq ft redevelopment of the former BBC site in Manchester at Circle Square, in partnership with Bruntwood.

Established in 2012, Vita Group recognised the cornerstone to sustainable, long-term, residential development is ensuring the resident and their needs remain at the centre of the offering.

It’s with this ambition for creating an unparalleled product managed through Vita Group’s in-house management and operational platform which has created unrivalled buildings and experiences, resulting in resident longevity.

It’s this focus, which sits at the heart of the business, Vita Group’s mission is to create environments in which people can thrive.

Reaching further than its communities within residences, Vita Group is passionate about creating a real sense of ‘place’ within each, and every one of its communities, responding effectively to the ever-changing ways in which people live, work and socialise. This unrelenting focus, along with a commitment to well-planned development, exemplar design and high-quality public/private realm, allows Vita to consistently deliver thriving, connected communities, which have the safety and well-being of both the residents and the wider community at their heart.

Because we own and operate all of our buildings, we make long term commitments, we want to be the best possible neighbour: for Councils, communities and local businesses. Our starting point is to listen and understand local context and then decide how we provide a product that best responds to local needs.



If you have any questions, please feel free to ask a member of the team.

HOUSE OF SOCIAL

JOIN THE CONVERSATION

Our plan is to transform the derelict former ABC building into a vibrant destination food hall concept 'House of Social' alongside homes for Glasgow's students.

At street level, the bustling destination food hall would provide a platform for five of Glasgow's emerging independent food brands to showcase their concepts with plentiful covers and a large bar area. Moving from day-to-night, the food hall will be brought to life with an active events calendar celebrating some of the city's best music and entertainment as well as acting as a community hub, interjecting with the neighbouring buildings and energising Sauchiehall Street.

The student homes have been designed to appeal to second and third-year students who, due to a lack of available purpose-built student accommodation and craving more independent living, find their way into Glasgow's private rented accommodation. The student house redesigned, the building would be made up of four-bedroom 'houses' centred around a shared kitchen and lounges with four ensuite bedrooms, each designed to create the perfect living and study environment.

The site sits between Sauchiehall St and Glasgow School of Art's Mackintosh Building, design proposals also include an Urban Courtyard Garden providing a space for all whilst respecting the world-famous Mackintosh building's architecture.

Please take time to look at our plans, tell us what you think and join the conversation.



EARLY CONCEPT CGIS OF HOUSE OF SOCIAL FIRST STREET MANCHESTER ©



AERIAL VIEW OF SITE POST-2019 GSA FIRE, GOOGLE EARTH

SAUCHIEHALL STREET

Identified as one of the biggest challenges the city faces, the ABC site is just one of the many current blights on this vital artery through the city centre.

In 2023, Glasgow City Council produced a new Vision and Plan for the City Centre's iconic 'Golden Z', linking Sauchiehall Street, Buchanan Street and Argyle Street. The site is recognised in the report as suitable for Purpose Built Student Accommodation (PBSA), recognising that the key priority is to reactivate the site and maintain active uses at street level for the public.

The ABC was previously one of the city's busiest live music venues, before it was devastated by the Glasgow School of Art fire in 2018. With extensive fire damage to ABC, retaining the building or its façade

is not feasible due to the design, material condition, and strength validation challenges uncovered through a series of surveys and structural reports undertaken across the intervening period.

The site demolition of both ABC and Jumpin Jaks does however offer the opportunity to develop a cohesive response for the site that interacts with both Sauchiehall Street and Glasgow School of Art as one unified city block.

As set out in the City Centre Living Strategy, PBSA development must "...contribute to a mixed, inclusive and sustainable neighbourhood and if located on the Golden Z, development would be expected to deliver active and accessible ground floor use to ensure unbroken activity along the street and the overall amenity of the area".

With a strong commercial offering through the introduction of a new Purpose Built Student Accommodation and bustling foodhall, an active frontage is created to redefine the character of the street edge and reinstate the site's important position within the Golden Z. The emerging proposals, present a catalyst for change and much needed regeneration and investment in Sauchiehall Street.

FEEDBACK TO DATE

The first round of consultation ran from 13th February to mid March and included a well attended public event, a presentation to Garnethill Community Council and Glasgow's Urban Design Panel as well as numerous meetings with stakeholders and Council officers. Information was also available to view online.

Feedback has been received from event attendees and there was also the opportunity to submit feedback electronically. There was general support for the repurposing of the historical site back into active use following the dereliction caused by the fire in 2018. All comments have been reviewed. Key themes and our response are summarised here.



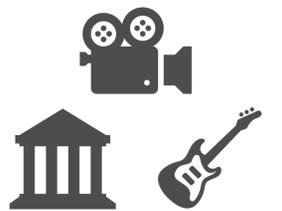
AERIAL VIEW OF PHYSICAL MODEL SHOWING CURRENT MASSING

PUBLIC OPEN SPACE

The proposals include a landscaped courtyard which will be fully accessible to the public and provide rarely seen views to the southern elevation of the Glasgow School of Art. The space will be flexible and used for a range of different functions.

CULTURAL AND BUILT HERITAGE

The ABC was an iconic music venue and much loved cinema. This cultural heritage will be celebrated through the interior design and interpretation strategy as well as an appropriate scale of performance space. There is also the opportunity for outdoor cinema in the landscaped courtyard.



Some feedback asked that elements of the building (including the façade) be retained. It's important to recognise the extent of fire and water damage that the building has sustained meaning it isn't possible to retain the existing façade which is being propped up. Where there are heritage items that can be re-used they will be salvaged, refurbished and incorporated as part of the interiors strategy.

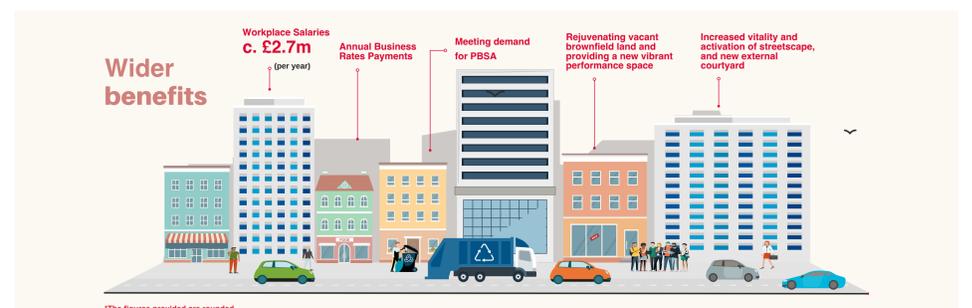
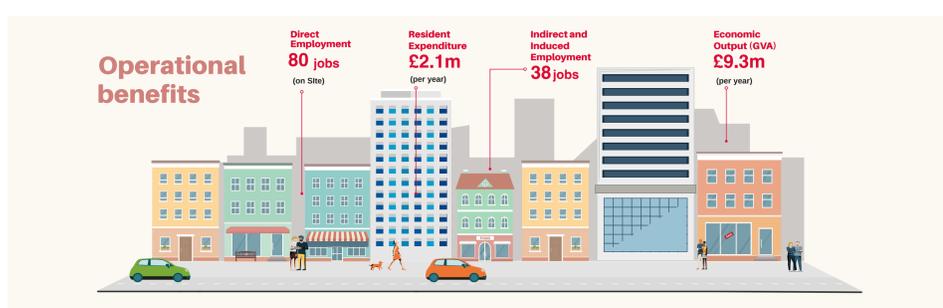
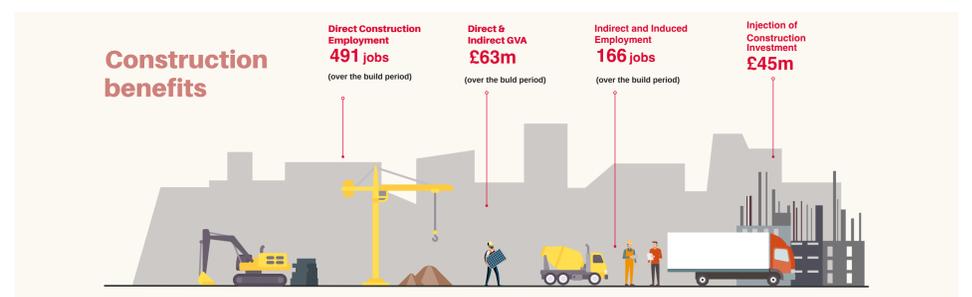
NEED FOR STUDENT ACCOMMODATION

Concerns were raised around the overprovision of student accommodation. The Glasgow City Centre Living Strategy aims to double the City Centre residential population to 40,000 by 2035. The student population can make a valuable boost to the city centre by increasing footfall for local businesses and spending an estimated half a billion pounds annually.



ECONOMIC IMPACT

The proposals would deliver 356 high-quality student rooms with on-site amenity spaces and communal facilities and will include a vibrant publicly accessible foodhall with bar and small performance space for local and upcoming Glaswegian musicians. The scheme will act as a catalyst to deliver the northern section of the Golden Z, regenerating a key city block in Sauchiehall Street and delivering active and accessible ground floor uses for the public.



*The figures provided are rounded.

PLANNING POLICY

The key policy consideration for the proposals relates to the Glasgow City Development Plan Policy CDP10: Meeting Housing Needs and its associated Supplementary Guidance (SG10). SG10, subject to compliance with other policies in the City Development Plan, generally supports purpose-built student accommodation (PBSA) which achieves a high standard of amenity and an appropriate range of accommodation.

PBSA developments are expected to provide students with high-quality accommodation with on-site amenity spaces and communal facilities. PBSA is also required to benefit its surroundings through enhancements to the public realm and public spaces which are accessible to the wider community.

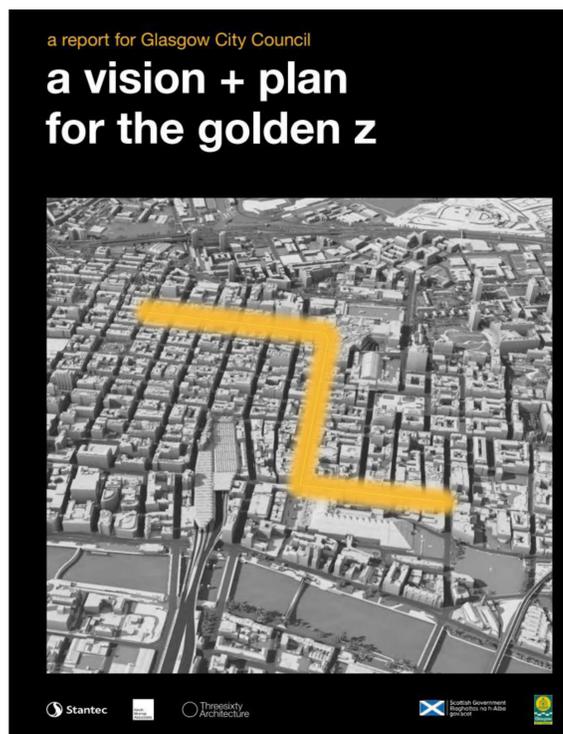
SG10 sets out requirements for new PBSA development in relation to locational criteria, design criteria, amenity criteria, space standards, management, and security criteria which the proposed development will be required to comply with. These proposals will accord with the requirements of NPF4 and all relevant City Development Plan policies.

Glasgow's Housing Emergency

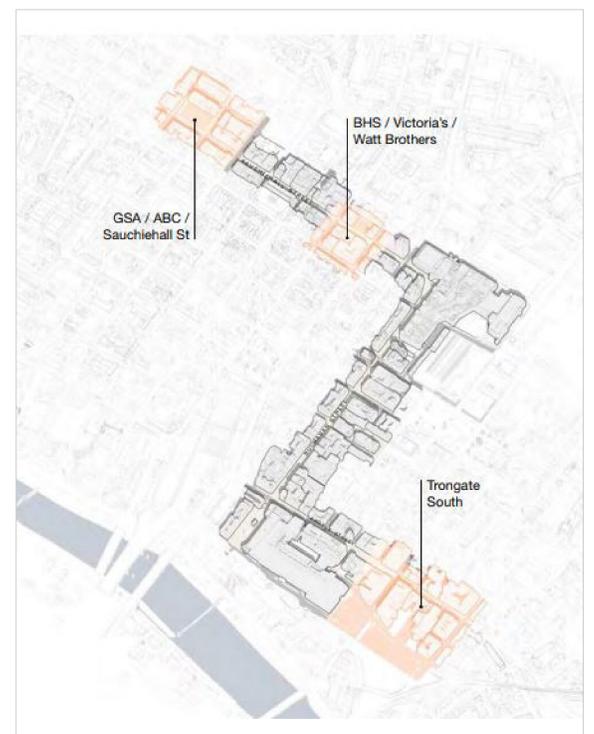
Glasgow is the UK's third largest student market by full time population after London and Birmingham and was home to 77,645 full time students in 2021/22. Student number growth across the City has been significant over recent years, with full time students growing by 29.5% between 2016/17 and 2021/22.

The student to bed ratio in Glasgow currently stands at 2.42:1, marginally above the Cushman & Wakefield nationally observed average of 2.39:1, indicative of an acute need for additional PBSA to be delivered in Glasgow to house its growing student population. This student to bed ratio means that for 2021/22, there were 27,279 students who were in need of a bed but unable to access one. There are now 17,690 more full time students studying in the City than was the case five years ago.

These figures demonstrate expected future pressures on the supply of specialist student accommodation in the city and provides a strong evidence base supporting the need for further PBSA development in the city.



EXTRACT FROM A VISION + PLAN FOR THE GOLDEN Z

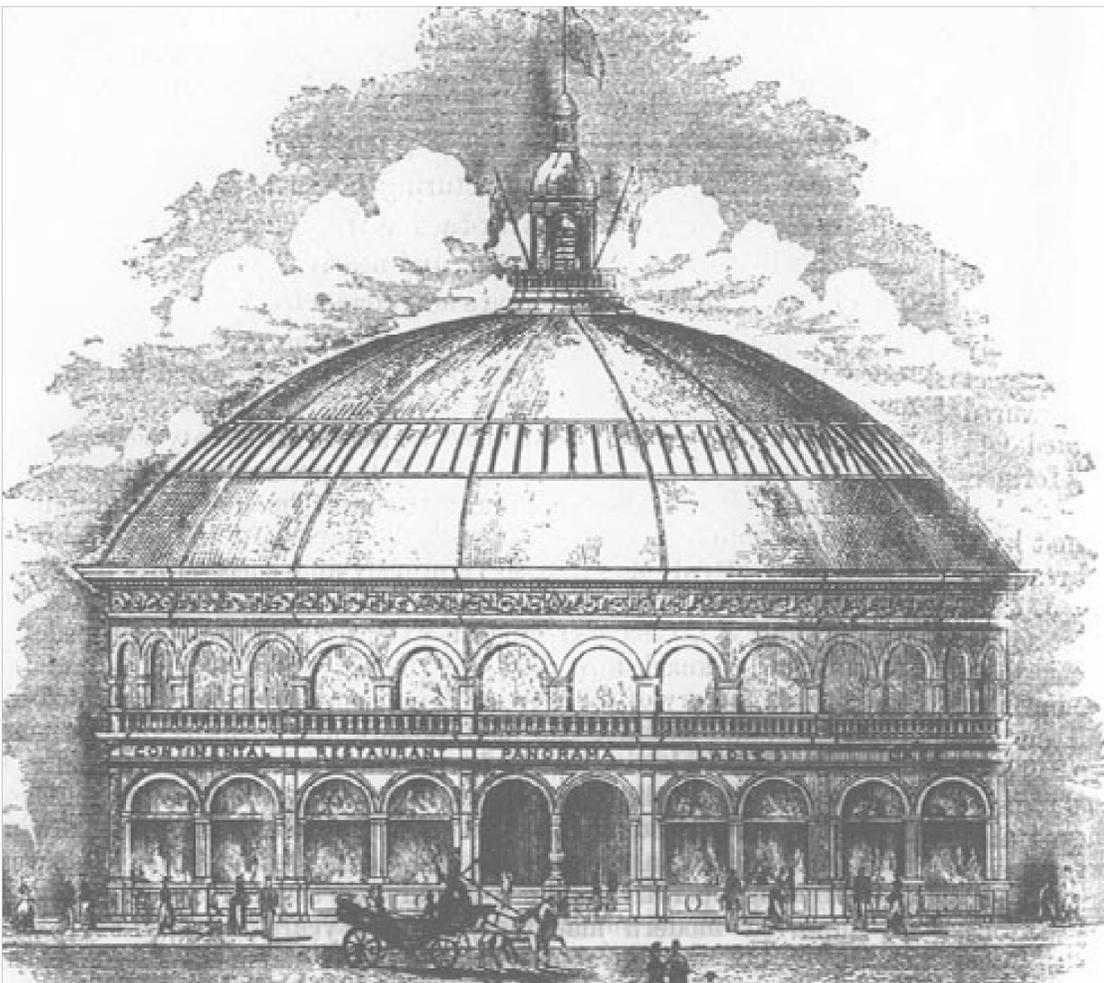


EXTRACT FROM A VISION + PLAN FOR THE GOLDEN Z

The shortage of student accommodation impacts on the City's supply of private rented accommodation. This has led to Glasgow private renters being burdened with the highest rental rises in Scotland in 2022-23 – up 22% in one year.

HERITAGE

The site has enjoyed an eclectic and diverse history of uses related to recreation and leisure.



ETCHING OF THE PANORAMA AS VIEWED FROM SAUCHIEHALL STREET



HISTORICAL 3D REPRESENTATION OF SITE. 'WINDOW ON THE MACKINTOSH' EXHIBITION, 2014, BOB MARSHALL



92-294 SAUCHIEHALL STREET (JUMPIN JAKS SITE), 1933. GLASGOW CITY ARCHIVES

ABC

The former site of the ABC and Jumpin Jaks on Sauchiehall Street sits within the Glasgow Central Conservation Area.

The significance of the ABC is in its long history as an entertainment venue for the people of Glasgow. Since the demolition of the original villa that sat on the site towards the end of the 1870s, it is thought that a purpose-built 'Diorama' building was constructed in 1882, although actual records of the date of construction have been hard to locate.

Historically the site has been:

- The Panorama
- The Ice Skating Palace
- Hengler's Circus
- The Palais de Danse
- The Regal Cinema
- The O2/ABC Music Venue

The site has strong ties to the history of cinema in Glasgow and was related to many events that took place during the 1888 International Exhibition.

Renowned architects have been associated with various stages of the site's development, such as James Miller and Charles McNair. Many original features were lost in unsympathetic redevelopments of the 1970s, 1990s and 2000s.

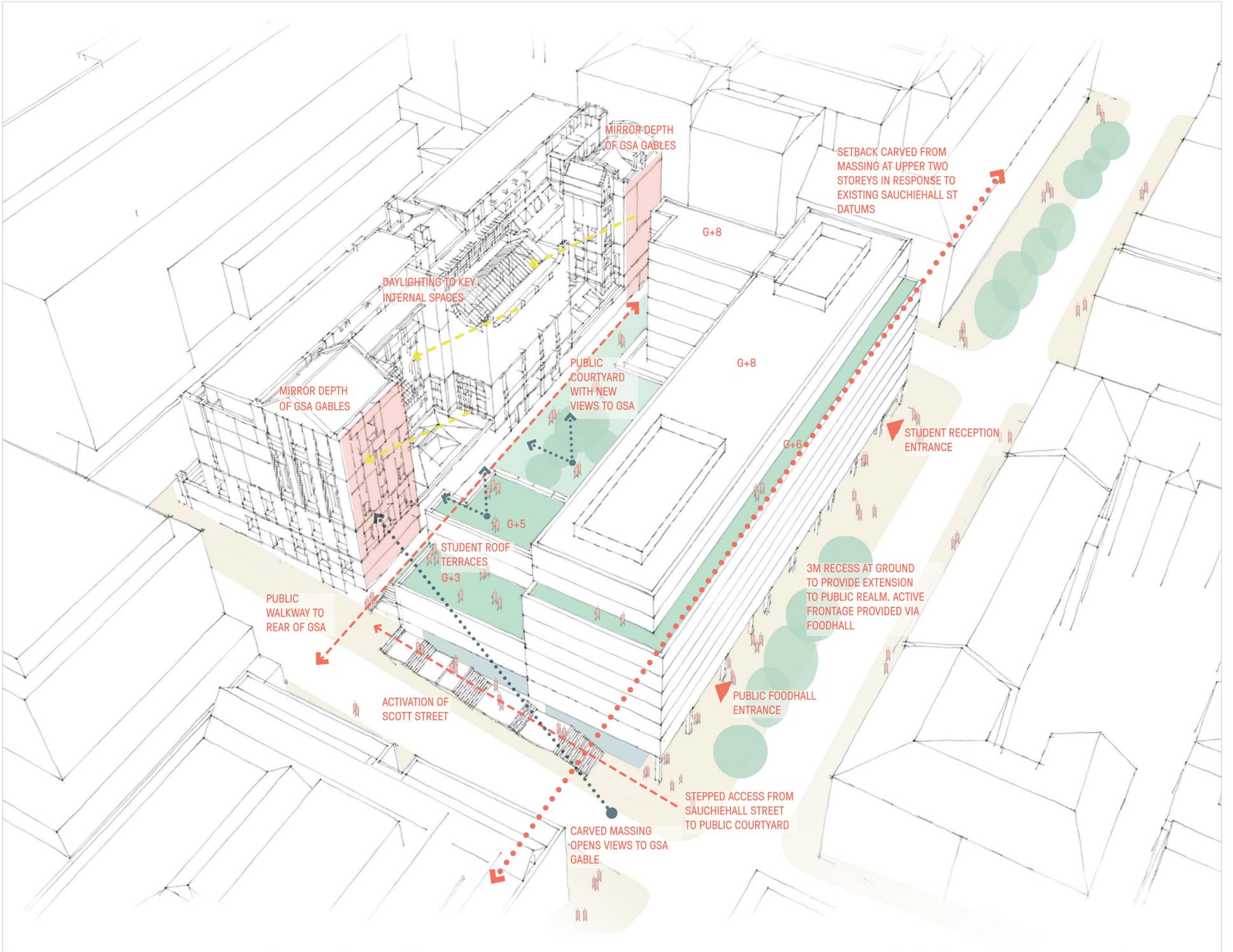
The 2018 fire in the Glasgow School of Art spread to the ABC subsequently destroying the roof, the majority of the interiors and the structural integrity of the entire external envelope.

The physical built heritage value of the building may have been lost, but its cultural significance can be reimagined through the regeneration of the subject site, its strong public

focus, activated street frontages and accessible public courtyard presenting unique viewing of the Glasgow School of Art.

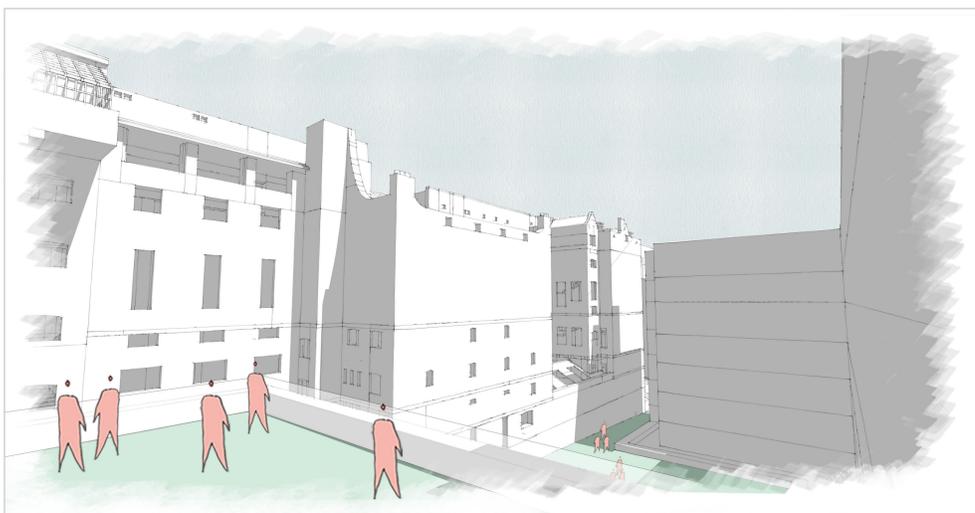
A Heritage, Townscape & Visual Impact assessment has been undertaken to identify historical assets within the local area. This will ensure the constraints of the Conservation Area and Listed Buildings within are considered, with emerging proposals being developed to respect the City's rich heritage.

This is demonstrated in the proposed public courtyard providing new vantage points to the rear elevation of the GSA as never seen before.



AERIAL CONCEPT SKETCH

DEVELOPED PROPOSALS

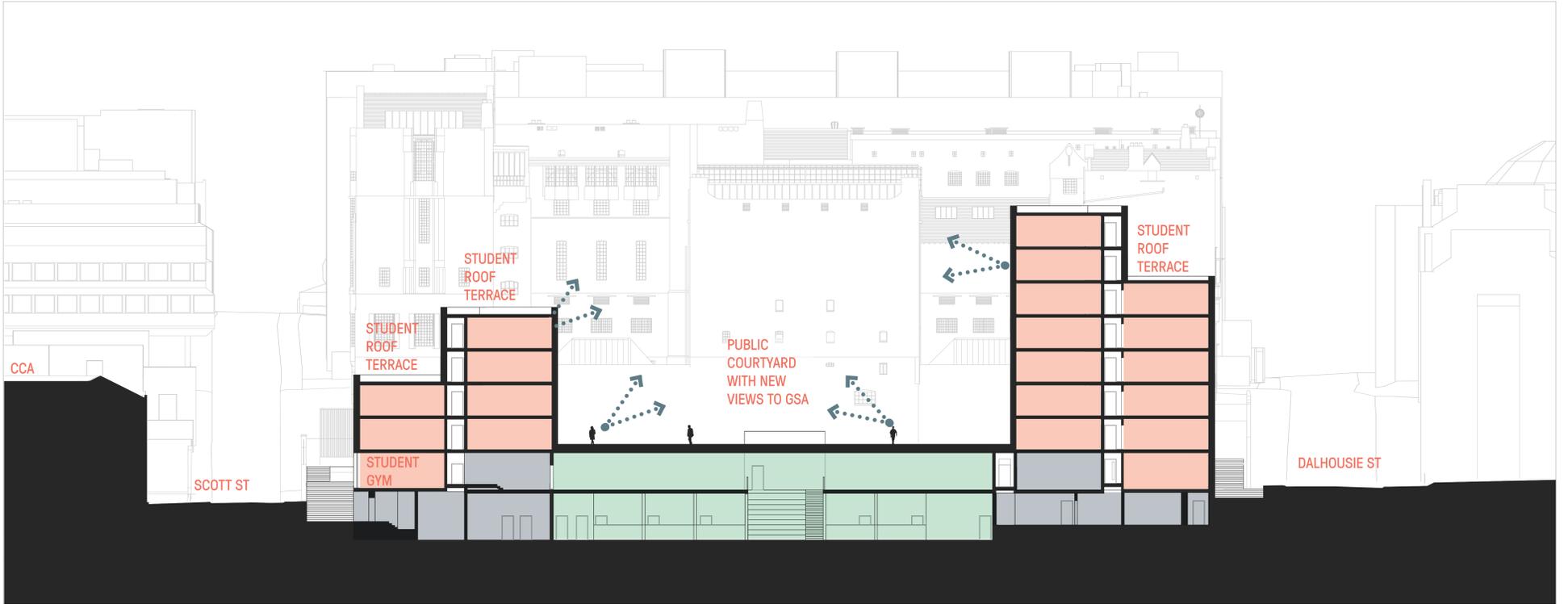


VIEW FROM STUDENT ROOF TERRACE FACING SOUTH-EAST

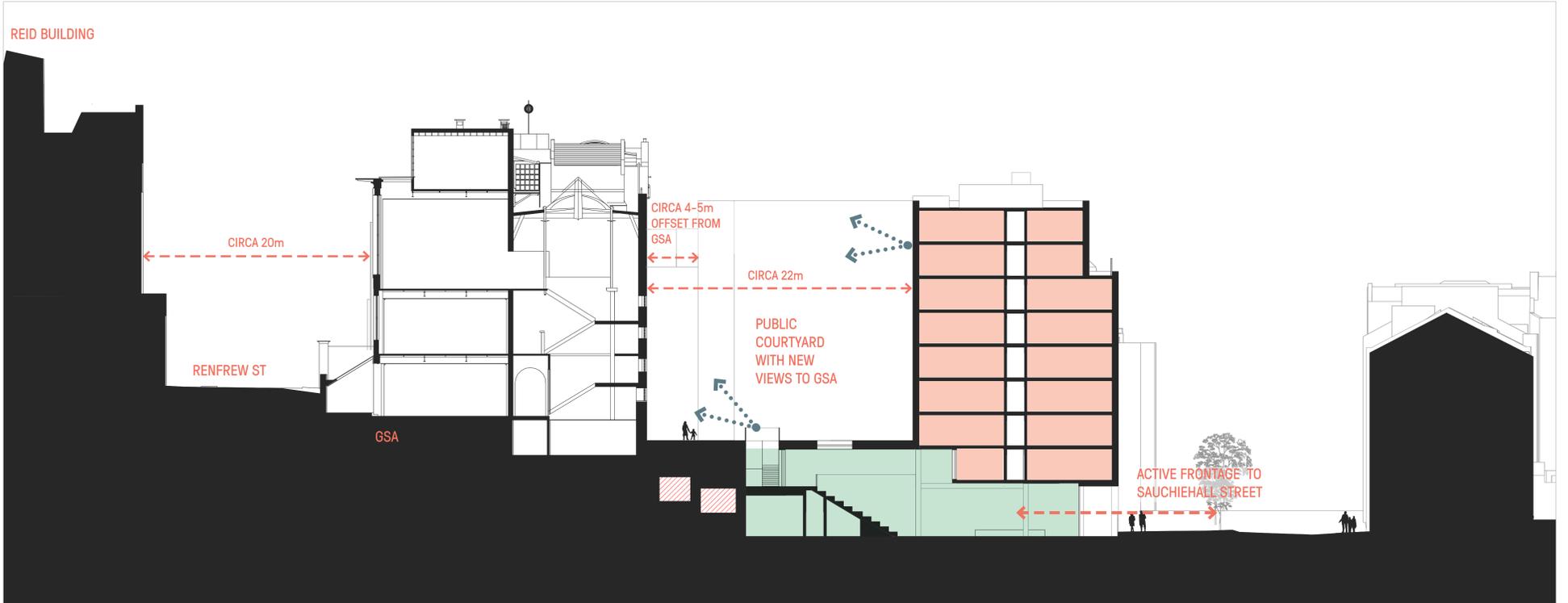
The design comprises a U-shaped building footprint encompassing a public courtyard, providing new vantage points to enhance the experience of the GSA, with opportunities to view the southern elevation as never seen before. A publicly accessible walkway is proposed along the rear of the GSA, providing a respectful physical setback from the existing building and access into the public courtyard.

The proposed massing has developed in response to the existing context, now reduced in height by one storey. The massing of the upper storeys has been redistributed from the eastern portion at Dalhousie Street to sit along Sauchiehall Street, ensuring views of the ridge detailing to the GSA eastern gable are maintained. A generous setback is provided for the upper two levels, responding to datums established by the varying heights of the Sauchiehall Street townscape.

- PUBLIC FOODHALL
- ANCILLARY BACK OF HOUSE
- STUDENT ACCOMMODATION



INDICATIVE LONG SECTION



INDICATIVE CROSS SECTION

DEVELOPED PROPOSALS

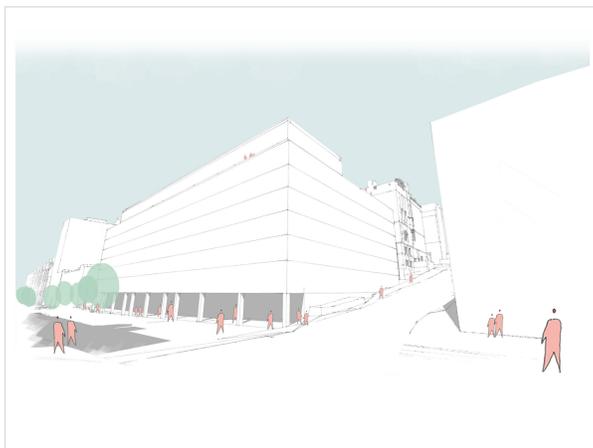
Setbacks within the massing of the two proposed northern gables, respond to the depth of the existing GSA gables, creating dialogue between the historic and contemporary architecture. A series of stepped terraces are also carved from the massing, for private student use and offering new views of the GSA for residents of the building.

A 3m setback is provided at ground level along Sauchiehall Street, creating a colonnade with active frontage provided by the public foodhall and extending the public realm. The connection between the internal lower foodhall at Sauchiehall St level and the external public courtyard at second floor level has been strengthened by the addition of a new stairway and platform lift.

External stairways are also proposed along the length of both Scott Street and Dalhousie Street, removing any dead-end space and providing the opportunity to extend public realm along both streets.



VIEW FROM CORNER OF SAUCHIEHALL STREET AND SCOTT STREET



VIEW FROM CORNER OF SAUCHIEHALL STREET AND DALHOUSIE STREET

EMERGING FACADE



AERIAL VIEW FROM CORNER OF SAUCHIEHALL STREET AND SCOTT STREET

The treatment of the elevations is being carefully considered throughout the design development process to respond contextually, whilst remain recognisably contemporary.

Our aspiration is to carefully insert contemporary architecture into the existing urban fabric of Sauchiehall Street, by creating a facade composition that exhibits the contextual characteristics of Glasgow, acknowledges the adjacent textures and materials, and helps transition in scale between lower and higher buildings within the locale.

We believe there is opportunity to control the scale of our building within its traditional context through proportion, use of material and controlled expression of the programme behind.

In so doing we can integrate the density of a PBSA building within this city centre context, adopting a facade system that expresses common language and material choice subtly deployed to create visual interest and human scale.

Architecture must always be based on respect for historical heritage, not allowing itself to be completely conditioned by the context, so that there is evolution and development, but so that this evolution can be observed in a historical, cultural, sociological and patrimonial way.

Architecture lives off the historical heritage we have inherited, so not using it to our advantage would be a huge waste.



3D SITE MODEL



AERIAL VIEW FROM SAUCHIEHALL STREET FACING NORTH-WEST



VIEW FROM SCOTT STREET FACING SOUTH TOWARDS SAUCHIEHALL STREET

NEXT STEPS

Thank you for taking the time to visit our public consultation for our proposed development at Sauchiehall Street, Glasgow.



As we continue to shape our ideas for this important landmark and engage stakeholders, we're keen to canvas opinion and gain support from the community. Our aim is to regenerate this anchor site, bringing forward exciting plans which celebrate the city's best independent food and minds.

The beautifully designed destination foodhall could breathe new life into this un-loved regeneration site creating a place for the people of Glasgow to come and enjoy together whilst revitalising Sauchiehall Street, meanwhile the student accommodation above could play a pivotal role in reducing the number of students finding their way into Glasgow's private rented accommodation in their second and third years.

It is anticipated that a planning application will be submitted in summer 2024. The planning application will be accompanied by various technical information and reports which will be submitted to the local planning authority.

We encourage attendees to complete the feedback form.

Please note that comments submitted as part of this preapplication consultation are not representations to the planning authority.

There will be an opportunity to make formal representations to Glasgow City Council when the formal planning application is submitted.

The completed forms can be sent via email to:
sauchiehallstreet@iceniprojects.com

or online at:
<https://vitagroup.com/consultations/sauchiehallstreet/>

