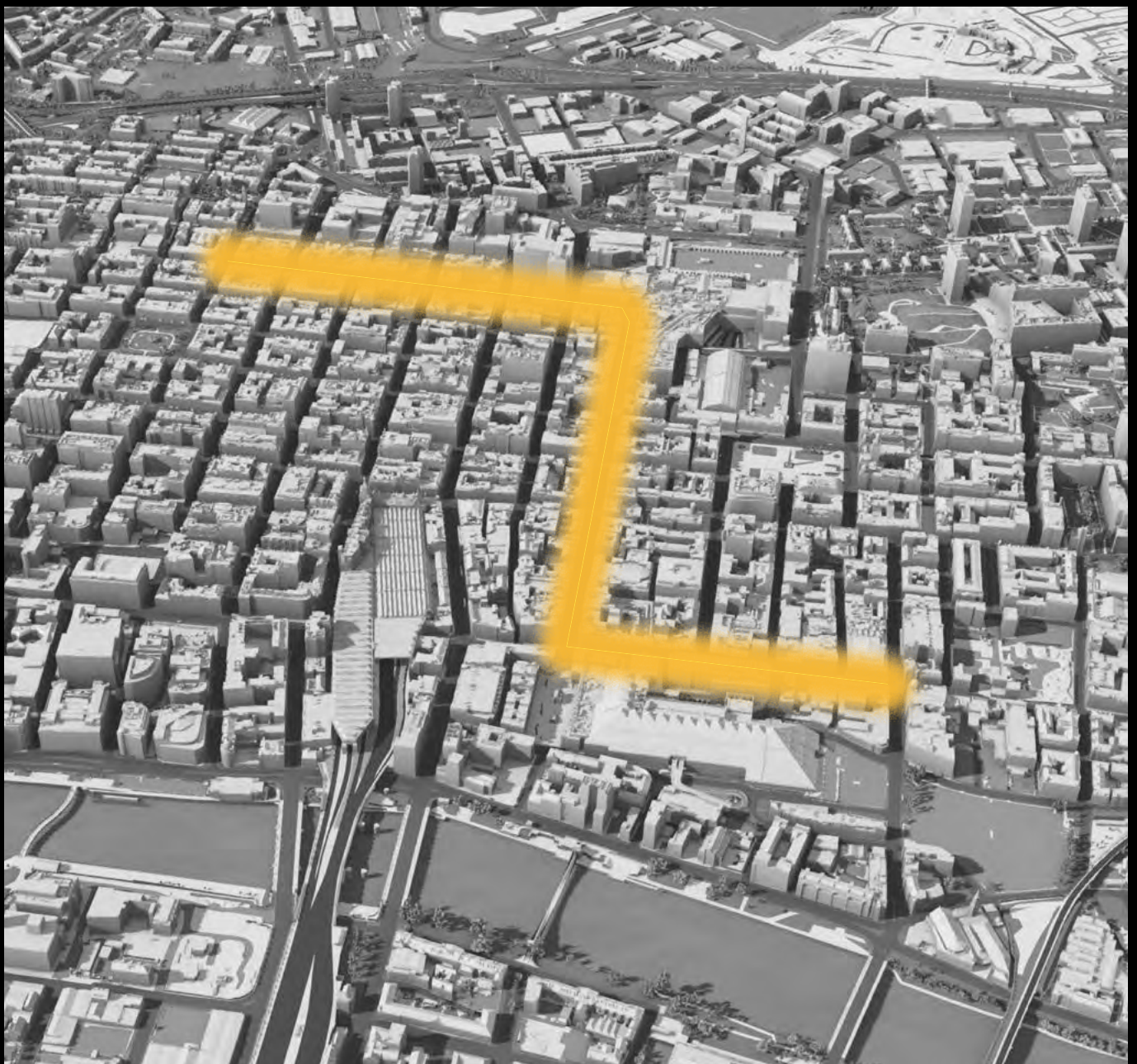


a report for Glasgow City Council

# a vision + plan for the golden z



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 Threesixty Architecture  
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**This new Vision for the Golden Z seeks to demonstrate the physical and spatial moves, approach and attitude required to deliver a re-energised and resilient city core. It engaged stakeholders in reimagining the future of the Golden Z and defining the next phase of its evolution.**

**Commissioned by Glasgow City Council and funded by the Scottish Government.**

“ We are in a time of seemingly unending challenge and crises and although, for many, the natural reaction is getting back to ‘normal’, we are actually at a time of opportunity where we can accelerate a paradigm shift and drive for a new (and hopefully better) normal. ”

Brian Evans, Glasgow City Urbanist

## introduction

**The central shopping parades of Glasgow are known in the city as the Golden Z. Buchanan Street forms a hinge between Blythswood New Town and the Merchant City. Sauchiehall Street and Argyle Street join Buchanan Street at the north and south of Buchanan Street to form a spatial Z.**

**The Golden Z is of essential and elemental importance to the future of the city centre, the whole of Glasgow and the wider city region. Together with Glasgow’s cultural offer it is the heart of a region that comprises 35% of Scotland’s population; people like it; it is an economic revenue generator, and an employment generator. It is the architectural, employment, and cultural epicentre of the region.**

**There is a growing recognition that our town and city centres have a large part to play in our communal identity and, in turn, our wellbeing. The streets and public places of Glasgow City Centre are the landscape of our shared stories. This is where we celebrate, memorialise and protest. The Golden Z is precious; it is in Glasgow’s heart and this is a plan to keep it healthy.**

In the mental map we have, the Golden Z is the circuit of how we consume Glasgow city centre; it is how we navigate to work, play and shop. Buchanan St is a world-renowned shopping street and only rivalled in success by a few central London Streets. It is anchored by major shopping centres at either end and over the years has rightfully attracted the level of investment in quality of streetscape that reinforces its position as the iconic image of Glasgow city centre.

But how we shop and work has changed dramatically over recent years and the landscape of every town and city centre needs to adapt to meet the challenges this presents and seize the opportunities that arise. This is already evident in the advanced proposals for both major shopping centres to evolve as mixed-use destinations arranged around open streets and public place. Elsewhere, the long-awaited redevelopment of Candleriggs is underway alongside the “Avenues” project promoting healthy and sustainable movement and bringing much needed greenery into the city centre.

Whilst all these positive moves continue, we have areas of the city core that are under clear stress from the closure of department stores, devastating fires, the retreat of national chains and the acceleration of change brought on by the Covid pandemic. Beyond that, the pandemic has left a legacy of working from home which denies the city centre the lifeblood of workers previously relied on for the success of shops, restaurants and bars.

This is the opportunity for the Golden Z to evolve at a point when commercial market forces and trends are reshaping the way we live; and Glasgow has ambition. We want our city to tackle the climate emergency head on, we want to double the population of the city centre and we want to make the centre safe and welcoming for everyone. This is a 20 – 30 year vision to rebalance the city core with a greater mix of uses and to embed the thinking that will achieve these ambitions ensuring we create the place we choose – living, working, vibrant and responsible.



### Just Glasgow Interactions Not Transactions

The Golden Z is for everyone. It is the immediately identifiable and unique core of Glasgow City centre where we all meet – wealthy and dispossessed, young and old, urban and suburban dwellers.

At times many of us have thought it was mainly about shopping and we left it primarily to ‘market forces’ rather than curate it; yes, Glasgow does retail and it does it well but the Golden Z is so much more to the communities that call Glasgow their centre.

It has a fundamental role to provide life-enriching diversion and opportunity and to bring everyone along and everyone up. It is not a sanitised out of town mall experience – it’s the real deal; an authentic backdrop rich in heritage, culture and meaning. It’s where we want to be when the sun shines and it is world class.

The future success of the Golden Z will be measured against how welcoming, comfortable and accessible it is for everyone and how it delivers on the promise of the unanimously agreed Feminist City agenda. This will meet the physical and cultural needs of the most marginalised members of our communities. It is democratically accessible, particularly for low car ownership groups (the young, the old and those on a low income) and a major proposition of this Vision is that we locate public invested services on the Golden Z.

This is not just for the obvious ease of access in a well-connected centre but to support the increased inhabitation of our centre. It is also to drive footfall in the centre in locations where major retail anchors have retreated and, in turn, support remaining and future retail and creative businesses.

If this is the ‘front face’ of Glasgow then this is where we demonstrate our values and ambition: We might place a school and/or a primary care centre on the Golden Z and reinforce that we will double the city centre population by 2035 and, until then, let the existing communities, the workers and the students benefit from access to services.



Potential greenspace, Osborne Street



**Retail Goes Where People Go**  
**Where people go, retail flourishes and that's important – retail is a huge employer in Glasgow and every future move has to consider how it reinforces the primacy of Glasgow city centre as a national, UK wide and international retail destination.**

Previously the Golden Z has been primarily retail, arguably made excessively so by simplistically segregated planning policy. This 'mono-cultural' environment was not the future imagined in the 1983 Cullen / McKinsey vision that was instrumental in the identification of Buchanan St as the epicentre of the city.

Despite consumer change, retailing on stretches of Buchanan St (and onto Argyle St) is arguably more

successful than ever but it has stretches of dead zone in the evening and the proposition is that the health of the city centre as a whole will benefit from a greater mix of uses and increased inhabitation at upper levels.

Elsewhere, Sauchiehall St and the eastern stretch of Argyle St have greater challenges and opportunity with the retreat of retail, notably around fire ravaged sites (Victorias and ABC/GSA) and redundant department stores (BHS, Watt Bros, TJ Hughes). The proposition is a greater mix of uses (including residential) and the encouragement /nurturing of the existing creative industries to provide a path for a vibrant, distinct and authentic character area.

The out-of-town retail locations that surround Glasgow are some of the best in the UK and are well established. They are also facing challenges and are evolving to introduce more leisure and food and beverage (F&B) into their mix. They are under one ownership and are managed to balance offers, adapt and invest under one unified intent.

A key recommendation of Glasgow University's REPAIR research is to manage our urban retail centres 'like a shopping centre' and whereas the diversity of ownership of the city core clearly presents difficulty, there is the opportunity to define our intent for the Golden Z through this vision and use policy, collaboration and statutory powers to manage the transition to a resilient future.

**Authenticity - Why It Matters**  
**It has been suggested in stakeholder engagement that there may be a 'missing' or disconnected generation that consider the out-of-town locations as where you go to shop and that they do not have the same emotional bond with the city centre as previous generations.**

It is important to leverage the quality of the Golden Z with the layering of attractions, heritage and culture to make the city centre relevant to everyone; not to go toe to toe with the out-of-town malls but to provide something different and authentic.

It is this authenticity arising from the built heritage and urban quality of our city centre that will continue to be critical in attracting students, businesses, residents and tourists and is the best encouragement we have in increasing a post-pandemic return to work.

**Dear Green Place**  
**Glasgow has ambition to address the climate challenge and be carbon neutral by 2030. There are energy policies in place, a sustainable transport policy and a drive to embrace the circular economy.**

The principles of these ambitions are embedded throughout this vision for the future of the Golden Z, particularly the need to provide more greening and connection to existing greenspace to support increased city living, cooling, rainwater attenuation and biodiversity.

The introduction of greened space at upper levels and roof tops is

# The Potential of Glasgow City Centre

In 1983 the renowned urbanist, Gordon Cullen (working alongside McKinsey & Co) published 'The potential of Glasgow City Centre'. This Blueprint was commissioned by the Scottish Development Agency and it described a sequence of policies and physical moves that would reposition Glasgow and avoid a 'spiral of decline' caused by de-industrialisation. The city centre was to densify and leverage its attractiveness to seduce the retail sector, the growing population of the city region and, particularly, business (reinforced by nurturing links with the universities).

Amongst other grand moves, Buchanan Street was to become the central spine linking a sequence of world class urban spaces and connecting through to the river front. At St Enoch Yard, the report envisaged a leisure focused 'urban village' enclosed within an expanse of vaulted glazing and to the north, where Buchanan St met Sauchiehall Street was to be the relocated Greek Thomson Caledonia Church and new public square. These were to anchor either end of the spine and the spirit of this was achieved with the delivery of the St Enoch Centre and Buchanan Galleries / The Royal Concert Hall helping to secure Buchanan Street's ascendancy as the dominant street in Glasgow City Centre (if not the nation).

It was not envisaged that Buchanan St would be solely retail and where the epicentre of the city was identified as the confluence of Ingram St/Royal Exchange Square, Gordon St and Buchanan Street there was to be one of a series of protected glazed streetscape that

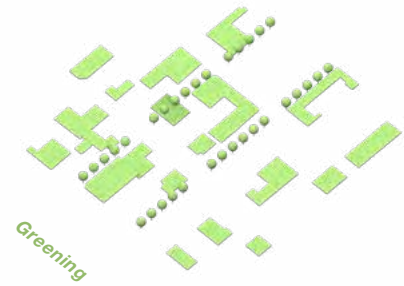
would support a cluster of leisure and entertainment that extended the hours of activity into the evening.

Of course, much of the more ambitious elements of the blueprint have not (yet) been achieved (moving churches, giant gateway arches to Sauchiehall St and Ingram St, etc.) but you can see the influence of this report in how the city core has developed over the past 4 decades. The then Glasgow District Council, Strathclyde Regional Council and the private sector organisation, Glasgow Action, were integral in preparing the Blueprint and it was held to be fundamental that this was to be (and has been) delivered through collaboration with the private sector and with the Local Authority in the lead.



On a wider scale, the Cullen Report is a powerful reinforcement of the importance of having a Vision. In detail, this Vision for The Golden Z shares many of the same conclusions as the Cullen Report but extends the ambition along and around the legs of Sauchiehall Street and Argyle St.

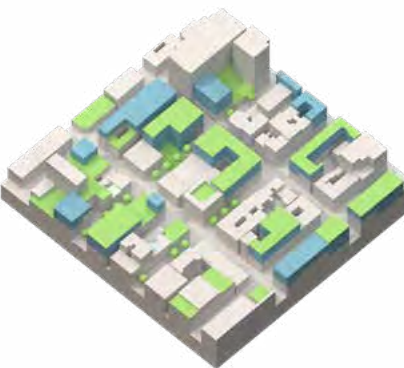




Greening



Densifying



proposed alongside recognising the importance of continuing the Avenues project, connecting through to the riverside and the contribution to public greened space that new major development continues to deliver.

**Growing Up**

**The most sustainable premise in this Vision is the need for the city to densify and intensely use shared infrastructure, reducing car use and maximising the efficiency of carbon invested in the city centre and in the transport connections.**

There is nowhere more sustainable to develop or more universally accessible than the core of the city and, for the Golden Z, the proposition is to increase volume of inhabitation where it is too low.

This is not proposing development 'at all costs' which could damage the unique quality along the 3 streets but, rather, a Golden Z specific response that delivers an appropriate density that takes account of existing historical context and the need to enclose the streets with the correct civic scale.

There is a great deal of embodied energy in existing structures and this combined with the disruption and pollution caused by large scale demolition is recognised in the core proposition of the repurposing and optimisation of existing assets.

In certain locations, there are proposals that demonstrate the support for replacing buildings that are, say 2 stories, and are not readily

repurposed and expanded – again, looking at the bigger carbon picture of density.

**Custodians of Our City**

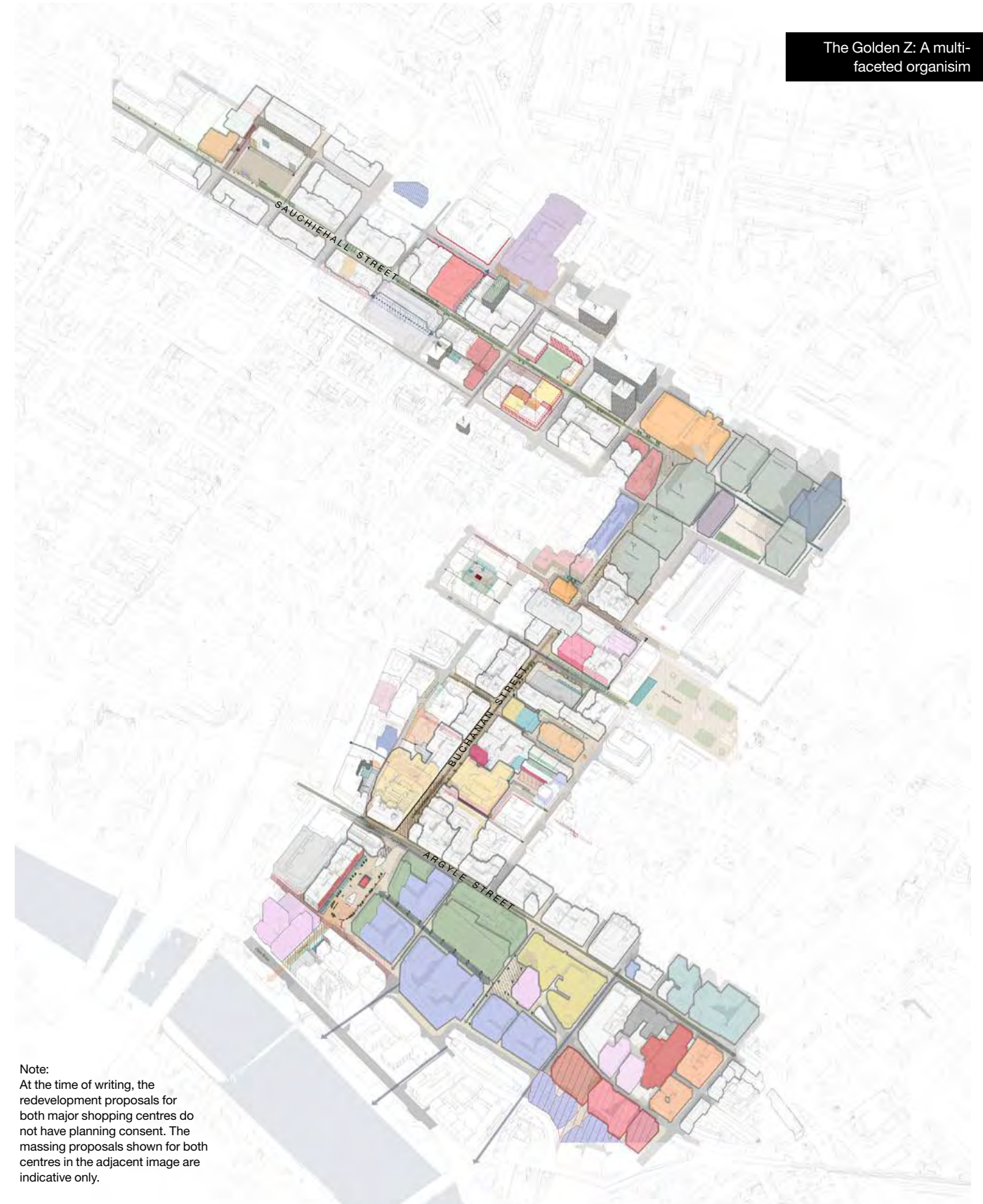
**The long-term vacancies and inactivity (e.g. BHS, Victoria's gap site and TJ Hughes) continues to blight large sections of the Golden Z and the proposition of this Vision is that direct intervention by Glasgow City Council is required.**

Although the council has control and responsibility for the majority of infrastructure and urban realm, they don't own many sites around the Golden Z. They do, however have statutory powers to intervene and are the only party placed to drive a solution. This does not necessarily infer that the council take long-term ownership and responsibility but, rather, it is hoped that collaboration with the private sector, perhaps with the council's backing (e.g. underwriting long term leases), can unlock these key sites.

The Merchant City is one of Glasgow's world leading urban regeneration success story and this required council leadership, collaboration with development partners and fiscal stimulus (which could now come in the reduction/ waiving of contributions, exemption from VAT, etc.).

The resolution of these large prominent sites is not only critical to the future of the Golden Z but will be the highly visible 'ripples' that demonstrate Glasgow means business and is open for business.

The Golden Z: A multi-faceted organism



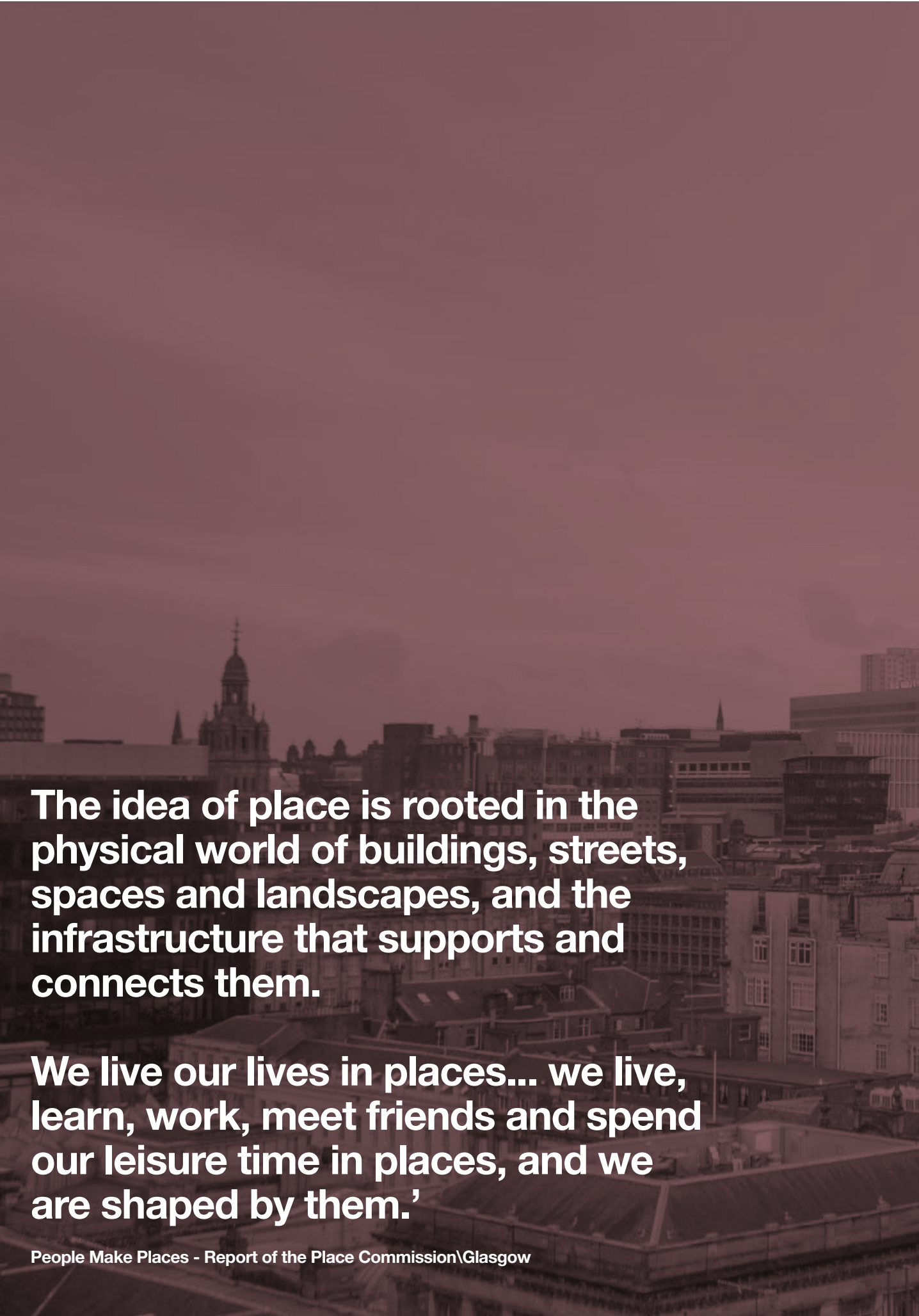
Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.



# context







**The idea of place is rooted in the physical world of buildings, streets, spaces and landscapes, and the infrastructure that supports and connects them.**

**We live our lives in places... we live, learn, work, meet friends and spend our leisure time in places, and we are shaped by them.'**

People Make Places - Report of the Place Commission\Glasgow

## **the golden z**

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**The changing pattern of retail has resulted in reduced consumption and retail floor space demand and the effects of this are noticeable in Glasgow's retail core, particularly on Sauchiehall Street. With reduced retail dominance comes the opportunity to rebalance with other uses and help realise the ambitions the City has in place.**

This vision aims to show the 'art of the possible' and the physical and spatial moves that can deliver a re-energised and resilient Golden Z. 'The idea of place is rooted in the physical world of buildings, streets, spaces and landscapes, and the infrastructure that supports and connects them.'



## Why the 'Golden Z' ?

Glasgow city centre has evolved over decades and the current understanding of the 'Z' hasn't always been the recognised retail core e.g. previously Sauchiehall Street had a concentration of high end retail and Renfield Street/ Union Street was the dominant north/south route. Subsequently, Buchanan Street, reinforced by major shopping centres at either end, has become the perceived pinnacle of retail in Glasgow and, since 2008, recognised as one of the best shopping streets in the UK and recorded as the second busiest (after Oxford Street) with the 6th highest rental values (with those above all in London). Beyond this, Buchanan Street is also an iconic public space that displays the identity of the city, and was named 'Great Street' in the UK in 2007 by the Academy of Urbanism.

This concept of the retail 'Golden Z' could be argued as an over-simplification that specifically doesn't reflect the growing success of Ingram street as a designer led offer. However, this successful street is one of several streets that surround the core both influencing and being influenced by it.

What is important is that the configuration of the 'Z' is a widely understood narrative and, in focussing on the 'Z' we can immediately embed and engage across the community of stakeholders. Also, this focus ensures we tackle and consider

how to address the contraction of the legs of the 'Z' notably on Sauchiehall Street and further along Argyle Street / The Trongate. This will, in turn, organically strengthen the adjacent contributory character areas.

### Where is the 'Golden Z'?

Where the 'Z' starts and ends is traditionally hazy; for some it is where M&S was on Sauchiehall Street to M&S Argyle Street. For others, going further back in time, it was Littlewoods Sauchiehall Street to Goldbergs or C&A Sauchiehall Street to C&A on the Trongate.

For the purposes of this study, the 'Z' is defined as from the end of pedestrianisation on Sauchiehall Street (at Rose Street / Blythswood Street) and at the end of pedestrianisation on Argyle Street (at Glassford Street/Stockwell Street).

The study also explores three focus areas:

The area around the Art School/ABC on Sauchiehall Street,

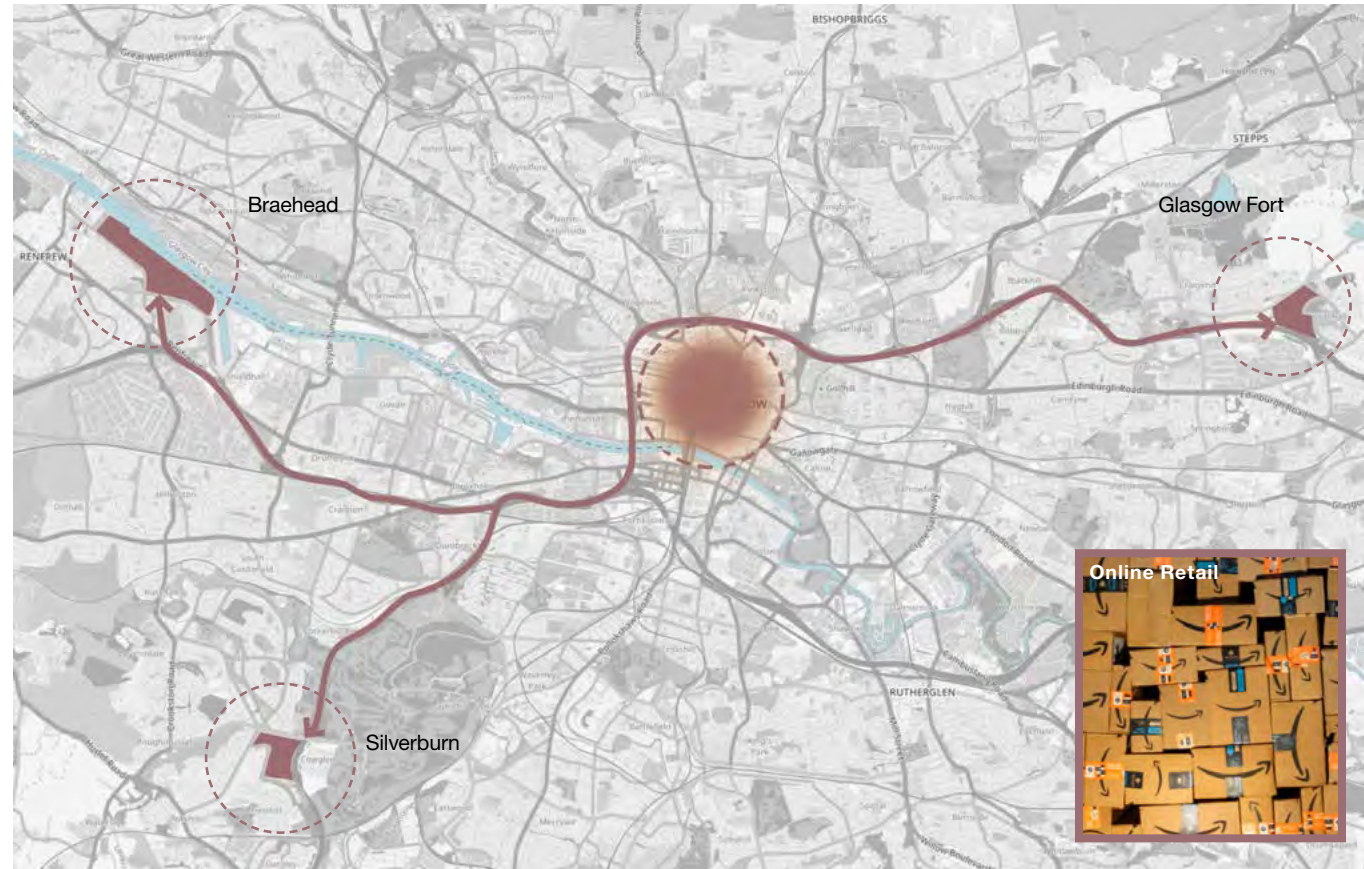
- The area around the BHS building and former Victoria's site on Sauchiehall Street,

- The area around the TJ Hughes Building (previously C&A) on the Trongate and Argyle Street Station.

The traditional retail heart of Glasgow



## Challenges Facing the Golden Z



### Changing Retail Habits

**The changes in consumer behaviour and the reducing demand for retail floor space over previous decades is well documented. Increasing online shopping combined with competition from out-of-town retail has had a significant impact.**

This is the situation across Europe where retail has dominated our urban centres for decades. The covid pandemic rapidly accelerated pre-existing trends that were already altering the physical fabric of city centres across the UK and Europe. Changing investor and occupier demands, and digital/technological advances have resulted in a significant vacancy issue for Glasgow city centre. This, combined

with the impacts of the pandemic and the need to overhaul urban environments to respond to the climate and ecological emergency, means that it is critical for city centres to refocus

When we specifically focus on the 'Golden Z', Buchanan Street is a retail destination on a national scale and is often cited as second only to Oxford St/Regent St in the UK.

The traditional 'Z' continues to contract consistent with falling retail demand and this is very prevalent on both Sauchiehall Street and Argyle Street where an increasing number of vacancies and "under-lets" can be seen thanks in no small part to the failure of high-profile chains and department stores.

Lingering post-pandemic behaviour changes in the way we work, shop and travel and ongoing economic pressures highlight the need for 'planned intervention' and collaboration to successfully manage structural changes.

The City Centre Strategic Development Framework 2021 (SDF) emphasizes that if the city centre is to be vibrant in future, it must restructure and diversify its offer to ensure greater activity. While ensuring a good quality retail floorspace offer to meet changing sector requirements, the city centre must also increase its resident population, boost cultural and leisure attractions, satisfy changing workplace property needs and 'green the grey' to create world class public space.

Recently published figures show that over the wider city centre, retail unit vacancies have more than doubled between August 2019 (31 units) and October 2022 (64 units). However, vacancy rates have almost now vanished on Buchanan street as it benefits from a 'contraction to prime' recovery and enjoys almost full occupancy. Argyle Street is starting to benefit from increased confidence from new (and consented) developments on its periphery boosting rental uptake. Sauchiehall Street unfortunately remains blighted by its concentration of vacancies and from past fire damage and requires urgent intervention.

### Changing Patterns of Working

The Covid pandemic has drastically altered the traditional 5 days a week, 9-5 city centre based working pattern for many office based workers.

Following lock-downs and instructions to 'stay at home', commuter and visitor footfall disappeared overnight. While there are signs of recovery, patterns have lingered and a number of companies now offer flexibility to their workforces, permitting levels of remote working never seen before. Whilst this enables people to perhaps strike a better live/work balance, it is ultimately detrimental to the daytime economy of our city



centres, starving them of the vital footfall and vibrancy they need to sustain the retail / F&B / Leisure and cultural offers. This has had a major effect on the vibrancy and prosperity of the city centre.

The recent Ryden (2022) 'Glasgow City Centre Property Market Recovery & Support Interventions Report', this structural, lasting change to the office market is also in part reflected by occupiers now seeking smaller and better quality office space to accommodate hybrid working patterns and deliver environmental, social, and governance commitments.

### Lack of a Residential Community

A low resident population and over-reliance on a regional travel-to-work population for footfall had left Glasgow City Centre in a vulnerable position, compared to the UK and European centres that were less impacted by the effects of the pandemic.

Research commissioned by GCC in 2016 established that there was a lack of residential availability and choice in the city centre, in parallel with unmet demand.

This, coupled with UN research that forecasts that by 2035 the city will experience the 2nd most pronounced acceleration in



population growth, both among European peers and compared to medium-sized European cities more broadly, led to the creation of the Council's City Centre Living Strategy in 2020.

The current city centre population of circa 20,000 is low as a percentage of the overall city wide figure when compared to other UK and European cities of commensurate scale and of that figure, only a fraction live at the heart of the city centre, on or immediately around the Golden Z.

A residential population is an essential component of a healthy and vibrant city centre and the relative lack of this, combined with dominance of retail within the Z has led to areas feeling devoid of life after 6pm.

The lack of 'eyes on the street' has led to areas of the Z being deemed unsafe and threatening at night, this is explored in further detail in the Responsible City section later in this document.

The Council's ambition to double the city centre's resident population by 2035 will be vital to its future vibrancy and long term resilience. Every effort should be made to increase the liveability of the city centre, to attract new residents and also visitors. Improved place quality, the introduction of new and improved open spaces, nature and green infrastructure will all draw people to the centre and are key tenets of this new Vision for the Golden Z in future.



## City Centre Task Force: Post Pandemic Recovery

**This Vision and Plan aims to support the recovery of the city core and its longer term resilience.**

The City Council appointed a multi-disciplinary consultant team in November 2022 (comprising Stantec, Threesixty and KMA) to take a focussed look, with local stakeholders, at the post pandemic challenges and opportunities facing the Golden Z.

This new Vision and Plan aims to provide confidence to all stakeholders, including investors and developers, on the future development direction and priorities for the Z. It seeks to progress its mixed-use regeneration to ensure it continues to thrive in future.

The new Vision and Plan is funded with Scottish Government Recovery Funding and overseen by Glasgow's City Centre Task Force. The City Centre Task Force (CCTF) was

established in November 2020 and includes representation from all key City Centre business sectors, Council Services and arms-length organisations, and Scottish and UK Governments.

The CCTF oversaw preparation of the Council's City Centre Recovery Plan 2022-24 as an interim to producing a new City Centre Strategy. Scottish Government funded research to provide a post-pandemic stock take on property supply and demand, and the economy, in the city centre and produce industry-led recommendations for Glasgow City Council and its partners. This resulted in two key reports in March 2022:

1. Pandemic and Related Effects on the City Centre Economy, by Stantec
2. Glasgow City Centre Property Market Recovery and Support Interventions, by Ryden

## Glasgow City Council: Emerging New City Centre Strategy

Ryden's report recommends "a fresh perspective ..on the City Centre as a retail and leisure destination." and that, "a new masterplan for former Golden Z' retail pitch is required" noting the "generational 'golden' opportunity to reassert the City Centre's apex commercial role, while supporting the transition to a more diverse mix and loveable City Centre sought by all strategies"

### **This new Vision and Plan delivers on this recommendation.**

Funding from Scottish Government also enabled the development of a [Glasgow City Centre Data and Insights Dashboard](#), which provides valuable intelligence and monitoring across a range of recovery indicators.

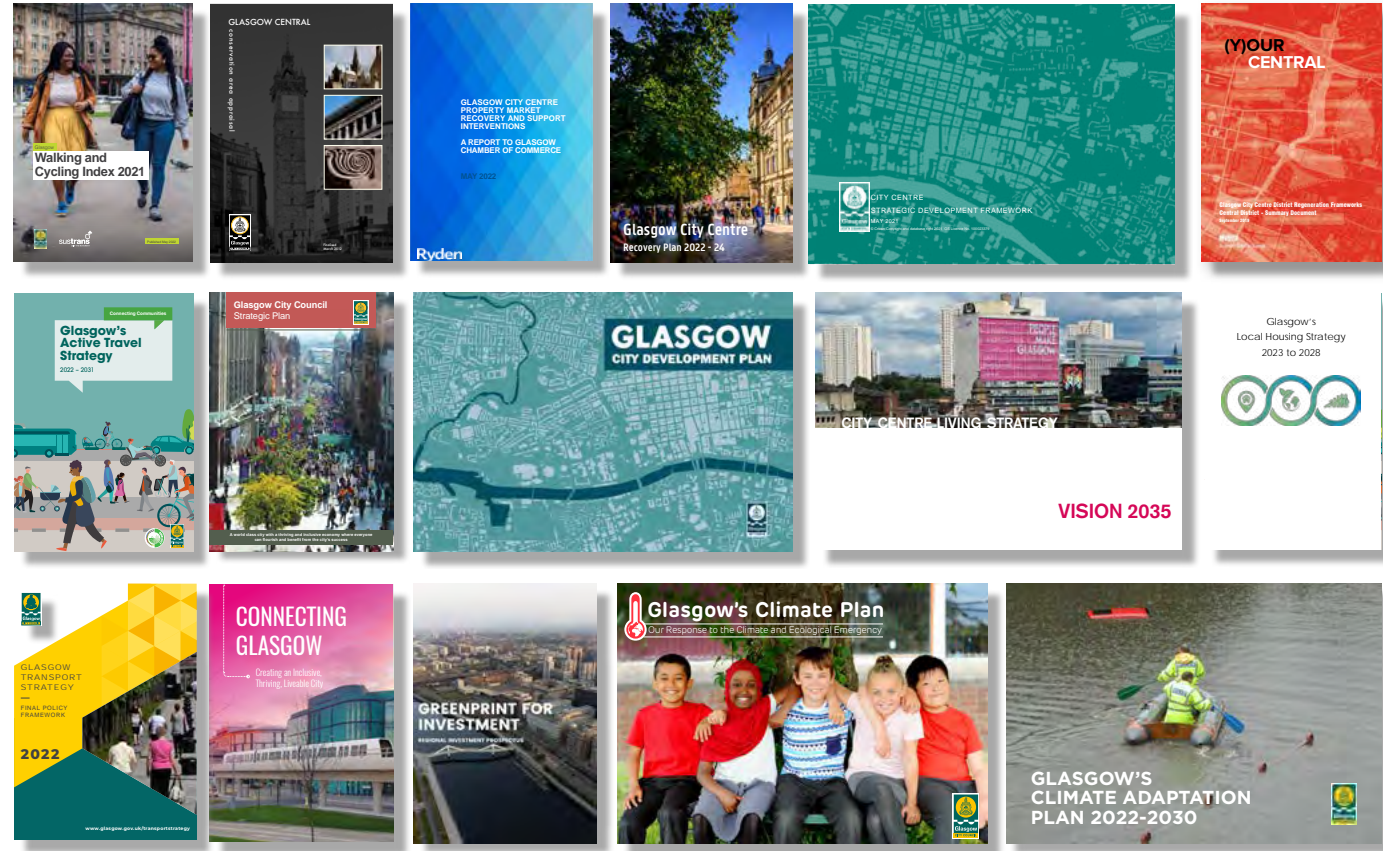
### **Moving on from the City Centre Recovery Plan, the Council is preparing a new City Centre Strategy (CCS) from 2024.**

The new CCS will reflect the ambitions of the Vision and Plan for the Golden Z and the Council's recent Property Repurposing Action Plan (March 2023). The Action Plan builds on the evidence base provided by the Stantec and Ryden reports and progresses recommendations by Ryden for the positive repurposing of city centre vacant property assets.





## Policy Context & Drivers



**There are many place-based strategies & policies relevant to Glasgow City Centre. This Vision and Plan for the Golden Z seeks to provide an physical and spatial place based response that integrates and progresses the city's ambitions.**

While there are aspects of policy that are recommended for review, on the whole, the findings are that the published strategies are world class in their ambition and sit comfortably within a national and global context on the right way forward for a 21st century city.

In many instances, this report reinforces the need to push forward with implementing these ambitions and how integral they are to the future of the Golden Z.

**Responding to the Climate and Ecological Emergency**  
Glasgow City Council declared a climate and ecological emergency in 2019, and is striving to achieve carbon neutrality by 2030. Mitigating against and adapting to the impacts of climate change is a key contextual driver embodied within this new Vision & Plan for the Golden Z.

Glasgow's Climate Plan (2021), which sits alongside the Climate Adaptation Plan (2022), recognises the interface between the climate and ecological emergencies and that to purposefully address one emergency is to address both issues in tandem. Both plans commit to making significant progress towards a creating city-wide circular economy; increasing renewable energy generation; providing cleaner

public transport; and reducing the need to use a car – all whilst increasing adaptive capacity and making the city more resilient to climate events such as flooding and overheating.

Glasgow City Centre is already identified in the Clyde and Loch Lomond Flood Risk Management Plan (SEPA, 2021) as a potentially vulnerable flood risk area. However, as set out in the Scottish Government's Water Resilient Places policy framework, there is an opportunity to adapt to the effects of climate change and create a more water resilient city centre through appropriate design, careful surface water management, and the introduction of more blue-green infrastructure.

## National Planning Framework 4 (2023)



**National Planning Framework 4 (NPF4) was adopted by Scottish Ministers in February 2023. It constitutes the most up-to-date part of the statutory development plan for Glasgow and carries most weight in decision making on planning applications.**

It identifies the global climate emergency and the nature crisis as the focus of its spatial strategy and policies, with policy 1 requiring significant weight to be given to the global climate and nature crises when considering new development proposals. Policy 3 requires almost all new development proposals to contribute to the enhancement of biodiversity, significantly so for major and national developments. All development proposals in the

City Centre will require to address these, and other, NPF4 policy considerations.

**Key Considerations for City Centres**  
The 'town centre first' principle applies to development in city and town centres to promote footfall generating development in such locations.

Residential uses at ground floor in our centres should demonstrate they will create attractive frontages, would not affect the vitality and viability of a shopping area, and not result in an undesirable concentration of uses or dead frontages.

Development proposals for nonmainstream retail uses will not be supported if the provision would

undermine the character of the area or the health and wellbeing of communities.

Given the need to conserve embodied carbon, NPF4 places a greater emphasis on the reuse of brownfield, vacant and derelict land and empty buildings.

Proposals for the reuse of existing buildings, including listed buildings and other historic assets, will be supported - taking into account their suitability for conversion to other uses.

As such, NPF4 recognises the value of regeneration to transform our urban places, and improve wellbeing.

## Glasgow City Development Plan (2017)



**The City Development Plan continues to form a key part of the development plan with its key aims being to: create and maintain a high quality, healthy place; and develop a compact city form that supports sustainable development.**

The Plan's strategy and policies are intended to help deliver these aims. Policy CDP2 supports proposals which will "protect & promote the City Centre's diverse functions and role as the sustainable regional centre of the West of Scotland" and

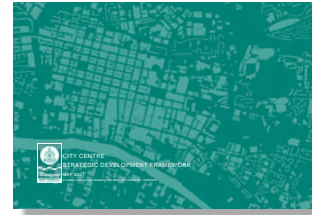
Policy CDP4 seeks to 'maintain and strengthen the role of Glasgow City Centre as the key economic driver in the West of Scotland'.

Supplementary Guidance, SG4: Network of Centres, contains designations and policies that guide the location of retail and commercial development and outlines aims to promote opportunities for such development, support a diversity of land uses, and maintain the attractiveness of the City Centre as an investment location.

Work has commenced on a review of the City Development Plan, with a new plan expected to be adopted in 2027. The future Plan will align with NPF4 and policies will be revised to take account of the recommendations in this Vision and Plan for the Golden Z and also changes in the new Use Class system which have extended greater Permitted Development Rights in support of greater flexibility of uses within retail centres.



## City Centre 2050 Strategic Development Framework (2021)



**The SDF is Supplementary Guidance to the City Development Plan and defines strategic place ambitions to support post pandemic recovery and longer term socio-economic and environmental resilience of the City Centre.**

The SDF highlights the need to increase activity and diversity in the City Centre; through repopulation, growing the number of attractions, meeting changing property (retail, office, commercial) needs, and dramatically improving the attractiveness and functioning of the public environment ('greening the grey'). The SDF advocates an acceleration in the scale and pace of transformation of the city centre urban environment to meet urgent demands of climate change and a sustainable recovery.

The SDF notes that shopping is increasingly part of a wider leisure experience, and highlights reducing demand for retail floorspace, particularly the contraction of prime retail space along Argyll and Sauchiehall Streets. The SDF proposes that "the potential to introduce new leisure and cultural attractions, feature public spaces and events into the City Centre to diversify its experiential offer must be explored." The SDF also proposes that, in doing so, the City Centre must better serve families and children.

The SDF promotes the ambition to sustainably densify the City Centre. It recommends the production of a View Management Plan to inform design guidance, particularly relating to considerations around buildings of scale. The Council is currently producing Tall Buildings Guidelines for the City Centre, in advance of the review of the CDP and its Tall Buildings Policy.

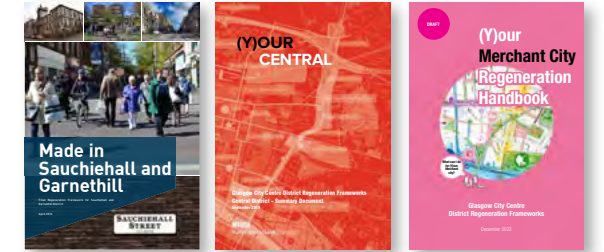
The SDF proposes the council produce a "Retail, Leisure and Night-time Economy Strategy" to explore "opportunities to diversify uses within the retail core...to enhance its appeal to more users." The strategy should take a placemaking approach and, "seek to enhance the pedestrian experience, create a network of child-friendly spaces and improve connections to a re-invigorated riverside. It should

explore .... the changing profiles of Sauchiehall Street and Argyll Street in serving their increasing adjoining residential populations."

**This 'Vision and Plan for the Golden Z' now comprises this study.**

“ This Strategic Development Framework sets out a radical vision for the future evolution of Glasgow City Centre over the next 30 years (to 2050). It outlines measures to make the City Centre a more attractive and sustainable place to live, work and play. ”

## District Regeneration Frameworks



**The 'Golden Z' sits across three District Regeneration Framework areas (Sauchiehall & Garnethill, Merchant City, and Central) and touches on two more (Blythswood & St. Enoch), that provide more local placemaking guidance.**

The DRFs recognise the 'Golden Z' as a retail destination of national scale, centred on the iconic spine of Buchanan Street. The SDF and DRF both emphasise that Buchanan

Street should remain the "primary focus for retail, supported by a greater leisure offer" and stress the need to maintain high quality in its public realm for ongoing success.

They highlight future potential for Sauchiehall and Argyll Streets as 'reinvigorated civic and cultural streets, with independent retailing, cafes and restaurants', as their functions evolve to serve growing residential populations.

Among the many placemaking proposals in the DRFs, the importance of quality public space creation is stressed, in particular, the potential to be realised in connecting the Z with a reinvigorated riverside and the need to improve connections between the two. In addition, the DRFs emphasise the need to better connect the core of the Z with surrounding communities.

## Glasgow City Centre Transport Plan (2022)



**The CCTP replaces the City Centre Transport Strategy 2014 - 2024 and provides a clear framework for transport decision-making in Glasgow City Centre.**

The CCTP progresses transport ambitions for a people focussed and better connected City Centre and aligns with other key policy documents such as the overarching Glasgow Transport Strategy, the city wide Active Travel Strategy and the City Centre Strategic Development Framework.

The key aims of the Plan have been identified as follows:

- Re-allocate road space in Glasgow City Centre for active travel and green infrastructure;
- Deliver improved public transport and support/encourage a shift to more sustainable modes, particularly walking, cycling and public transport;
- Improve access for the mobility impaired;

- Achieve a 30-40% reduction in peak-hour private car traffic in Glasgow City Centre by 2030;
- Deliver improvements for servicing (e.g. goods, deliveries and waste collection) to improve the vitality of Glasgow City Centre;
- Support a doubling of Glasgow City Centre's population by 2035;
- Support Glasgow's aim to be carbon neutral by 2030



## Influence of The Place Commission Glasgow Report

**People Make Places** is a report created by the Glasgow Place Commission. It is based on a long-form charrette and a major international event in Glasgow focused on the climate emergency.

The report details the different 'Eras of Modern Glasgow' from **Industrialisation** (1850-1940), **De-industrialisation** (1945 -1980) to **Regeneration** (1980 -2010) which saw Glasgow reinvent itself as an international post-industrial city with big events like the Garden Festival and The City of Culture. The current era of **Renaissance** (2010 onwards) sets the context for this study as:

- A socially diverse global city,
- More economically diverse, resilient, more attractive and liveable, more confident and forward looking
- Building on the city's reputation for knowledge, science and innovation
- A magnet for international visitors, students and creative talent

The report identifies the challenges for the city centre that include de-carbonisation, climate action, nature recovery, vacant & derelict land, sustainable transport, education & skills, social justice, health and well-being.



The three functions of Glasgow as International City, Metropolitan City and Everyday City are an essential framing tool to ensure the developed vision works across these distinct yet interdependent strata.

### International City

The City Centre is the front door of an outward looking city with global reach.

### Metropolitan City

As Scotland's largest city and economic powerhouse, the centre of Glasgow is the heart of a metropolitan area serving a population of over 2 million people. It accounts for 32% of Scotland's GVA, 33% of jobs and 29% of businesses.

### Everyday City

The city centre is the focus of daily experience for residents, worker and students.



## Influence of 'Repair' Glasgow University Research

**This major research programme brings together real estate economics, real estate pricing, retailing, and planning and urban design expertise from the University of Glasgow and, University of Sheffield. Funded by the UK Economic and Social Research Council, the REPAIR project identifies and evaluates property related factors and the actions and behaviours of landowners, occupiers and place-makers within the context of an emerging 'town centre first' culture.**

The UK retailing industry is experiencing unprecedented structural change on the High Street, evidenced through increasing occupier business failures, property vacancies and market uncertainty and instability.

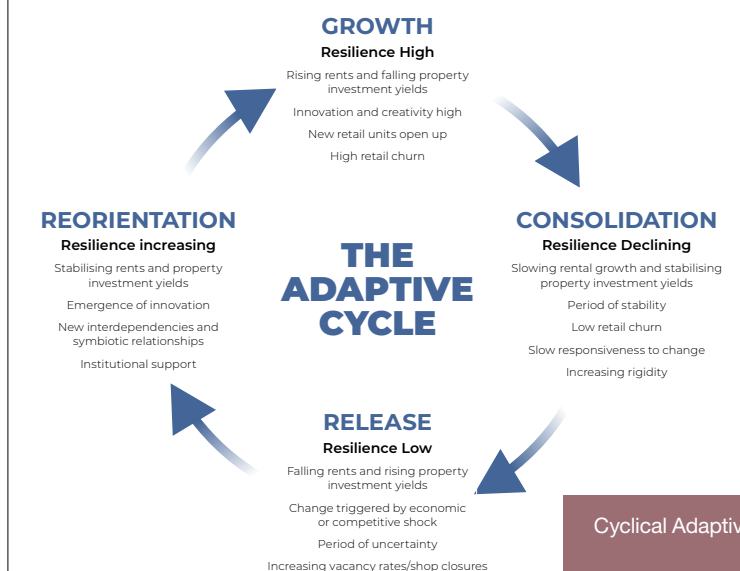
The global pandemic during the early 2020s has only served to accelerate changes to established consumer behaviour. In response, this End of Project Report, Retail Change and Transition in UK City Centres, presents the findings of a mixed method study called Real Estate, Place Adaptation and Innovation within an integrated Retailing system or 'REPAIR' which investigated the changes experienced across the retail cores of five UK cities – Edinburgh, Glasgow, Hull, Liverpool and Nottingham – between 2000 and 2021.

This large-scale study drew on the 'adaptive cycle' retail model, whereby the word 'transition' explains the current situation in city centres better than the popular quip 'death of the High Street'. The

report describes the 'adaptive cycle' model and outlines the research approach, before introducing the case study city centres and the study's four separate work packages, which examine different aspects of the property market and built environment.

From the perspective of this physical and spatial visioning study, their Place Making recommendations are especially relevant and can be summarised as follows:

1. Develop 'shared vision' city centre masterplans which treat a central retailing area as a single, coherent entity, akin to the micro-management undertaken by shopping centre operators.
2. Create high street policy plans that are led by the business community and pursue property development priorities through mutually agreed planning policy.
3. Establish urban vibrancy areas to encourage vitality and business viability through the targeted relaxation of regulatory controls.





## Recent & Emerging Developments

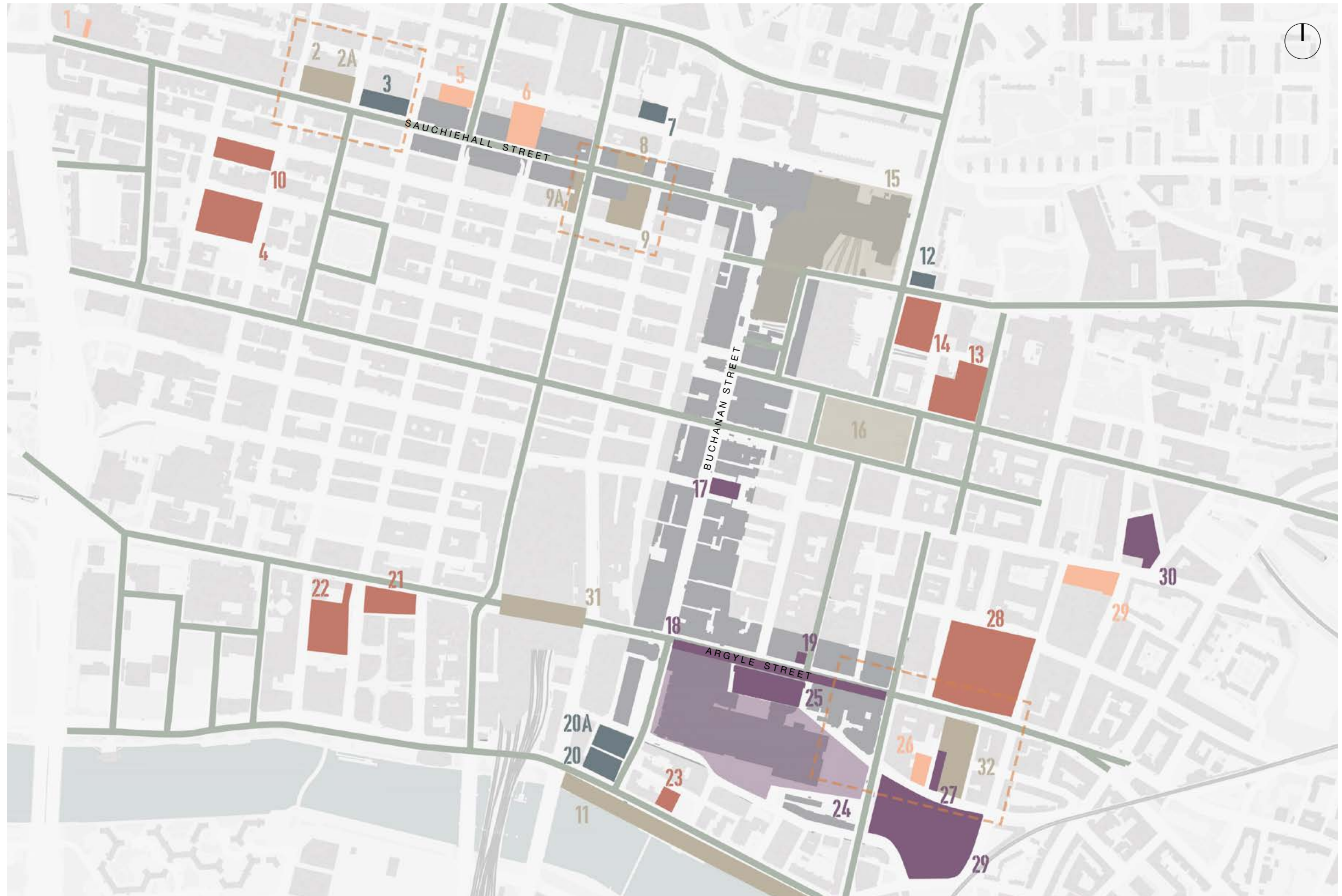
**There is a great deal of development underway or planned on and around the traditional retail core.**

The majority of this is private sector led and, in particular, the ongoing development of Candleriggs, the proposed redevelopment of both shopping centres and the development of King Street car park demonstrate an alignment between developer/investor ambition and the societal needs for the city i.e. repopulation, democratisation of place, enhanced permeability and connection and good place making.

Alongside this, the Avenues project continues to provide safe, green routes through the city and the reinforcement of George Square as a world class civic space is planned.

This vision ties these positive moves into a wider, co-ordinated understanding of how each contributes and influences the future Golden Z as a resilient and successful heart of the city centre.

Glasgow City Council have little direct influence on and around the Z and that where they do, they are working in collaboration to achieve positive change (e.g. Buchanan Galleries) and delivering major civic infrastructure (George Square and Custom house Quay/ Riverside redevelopment and the Avenues project).



### Completed

- 3. McLellan Works
- 7. Maldron Hotel
- 12. Bridle Works – Student Accommodation
- 20A. Premier Inn
- 20. Clayton Hotel

### On Site

- 4. MODA Holland Park
- 10. Bath Street Student Accommodation
- 13. Love Loan
- 14. MET Tower
- 21. Office Development
- 22. Atlantic Square 2
- 23. Virgin Hotel
- 28. Candelriggs Development

### Consented

- 17. Buchanan St. – Office/ Retail
- 18. Argyle St. Pedestrianisation.
- 19. Argyle St. Residential
- 24. St. Enoch Centre Redevelopment
- 25. Debenhams Unit office refurbishment
- 27. Old Wynd Hotel
- 29. King Street Car Park Development
- 30. TIC 2

### Planning Application

- 1. Student Accommodation
- 5. Cambridge Street – Serviced Apartments
- 6. M&S Student Accommodation
- 26. Osbourne St. Student Accommodation

### Potential Future Development Opportunities

- 2. ABC
- 2A. Jumping Jacks
- 8. Victoria's Site
- 9. BHS Building
- 9A. Watt Brothers
- 15. Buchanan Galleries Redevelopment
- 16. George Square Redevelopment
- 11. Custom House Quay
- 31. Hielan'mans Umbrella
- 32. TJ Hughes Site



## Positive Moves: The Drivers for Change



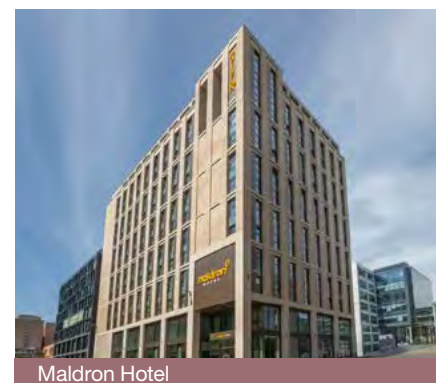
Avenues Project Pilot: Sauchiehall Street



Proposed St. Enoch Redevelopment



Candleriggs Development



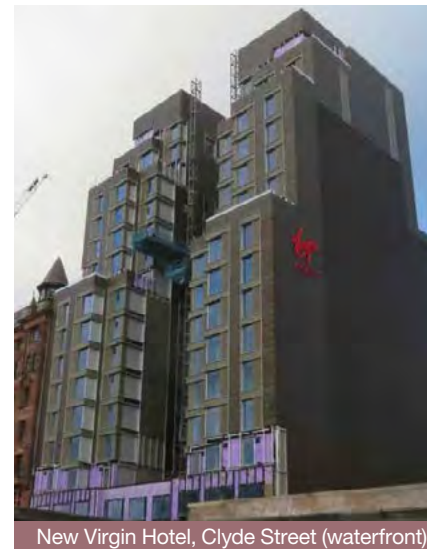
Maldron Hotel



McLellan Works Collaborative Workspace



George Square



New Virgin Hotel, Clyde Street (waterfront)



Buchanan Galleries redevelopment proposals  
(Landsec)

### The Avenues Project

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”, more attractive, greener and sustainable.

The project will deliver a key strategic objective of the City Centre Strategy and Action Plan 2014-19: an integrated network of continuous pedestrian and cycle routes across the city centre. The Sauchiehall Street “pilot” Avenue was completed in 2019 with the next phase scheduled to be on site in early 2023.

### George Square

This key civic space of the city is set to be improved to provide an accessible and attractive space for all, capable of hosting a variety of events and with increased green space. Following extensive consultation, designs are being developed with a view to completing the transformation by 2026.

### Buchanan Galleries Redevelopment

Landsec intend to redevelop their existing 600,000 sq.ft. asset into a mixed-use urban district that reinstates a series of permeable streets and spaces in place of the currently inward facing mall.

The current proposals provide more density on the site of circa 1.79 million sq.ft. consisting of a reduced retail offer alongside leisure, hospitality and cultural uses providing activity at street level with grade A office and residential above.

### St. Enoch Centre Redevelopment

The owners of the St Enoch Centre have recently published proposals to redevelop the asset to create an accessible mixed-use development of up to 2.5 million sq.ft of space that will consist of retail and leisure, up to 1700 homes, office space in the repurposed Debenhams building, hotel and new community space.

The masterplan seeks to open up new streets, improving linkages from the river front, Merchant City and Glasgow Green into the city centre.

### Candleriggs Square

Transforming the east end of Argyle Street, the 3.6 acre site, bound by Hutcheson Street, Trongate, Candleriggs and Wilson Street has lain derelict and inaccessible for more than a decade and is being redeveloped to provide a vibrant mixed-use quarter consisting of new retail / F&B, homes, offices, hotels and local amenities.

A 500-bed Hotel currently on site will open in summer of 2023 and a 346-apartment Build-to-Rent scheme, will complete in 2024. The overall development will be completed by the delivery of the next phases comprising around 250,000 sq. ft. of office and residential accommodation.

### Workplace

The city centre in recent years has benefited from the arrival of a number of creative office developments, mostly in converted heritage buildings, most notable of which are McLellan Works that has transformed the former Breckenridge House office spaces that surround the McLellan Galleries on Sauchiehall Street and The

Garment Factory at the heart of the Merchant City.

Elsewhere, Savoy Tower on Renfrew Street has been revitalised as a managed / co-work offer that has breathed new life into this once unloved remnant of 1970’s brutalist architecture, proving that with the right treatment, buildings of all styles and types can once again become valued additions to the city centre fabric.

### Hotel & Leisure

Glasgow’s burgeoning reputation as a city capable of hosting major events and conferences, together with its increasing popularity as a tourist destination has led to a huge expansion in hotel development within the city centre that even post pandemic shows no signs of slowing down.

The waterfront has been transformed in recent years with the arrival of the Clayton Hotel at Custom House Quay and the adjacent Virgin Hotel.

Elsewhere, the former Westergate office building on Argyle Street has been repurposed as a branch of the Yotel chain and now sits alongside the Radisson and the more recent Motel One at this key node adjacent to Central Station. The Maldron Hotel has also been added within the ‘Theatre Land’ hotel cluster on Renfrew Street, further expanding capacity in the vicinity of Buchanan Bus Station.



## The Evolution of the Golden Z: Sauchiehall Street

**Sauchiehall Street, particularly the stretch from the junction with Buchanan Street to the McLellan Galleries was historically a critical component of the Golden Z.**

In the late 1800's it was widely acknowledged as the 'Bond Street' of Glasgow, thanks to the proliferation of high end department stores, including the biggest department store in Scotland, Pettigrew & Stephens. It was demolished in the early 1970's (along with its neighbouring department store Copland & Lye) to make way for the Sauchiehall Centre.

This initially contained a large branch of Arnotts topped by a Multi Storey Car Park. Following a remodelling in the 80's into a traditional multi-level mall complete with basement food court, the centre struggled after the opening of the Buchanan Galleries and was converted into its present form as a series of street facing independent units beneath the retained car park.

Directly opposite the Sauchiehall Centre, Marks & Spencer had a significant store on the site of the former Wellington Arcade that led through to Renfrew Street. This, however, closed in early 2022.

Adjacent to M&S, the Savoy Centre, a 1970's brutalist building with a retained historic façade was a successful two level 'small grain' market complete with a nightclub and office tower above. It provided a connection through to Renfrew Street behind via the open mall areas at both levels. Since its heyday, the market has been consolidated to ground floor

only and the office tower has been refurbished and transformed into a successful co-working venue.

Toward Buchanan Street, Watt Brothers was established in 1915 at the corner of Hope Street. It was the longest lasting of the department store old guard, finally closing its doors in early 2020. Along with other retailers, tea rooms and a number of cinemas and theatres, including the Empire Theatre, this created a truly vibrant retail and entertainment destination at this end of the street.

Looking in the direction of Charing Cross, another department store, Trerons was located beneath the McLellan Galleries. Continuing to trade until the 1980's, the loss of this large store changed the nature of the retail in this zone and contracted the Z back toward the Littlewoods / C&A units adjacent to Rose Street / Blythswood Street, today marked by the termination of the pedestrianised zone.

The street beyond Trerons to Charing Cross was primarily home to specialist retail and showrooms for home furnishings and textiles, interspersed with a number of bars, restaurants, cinemas and dance halls, not to mention a number of prominent bank branches. This stretch was never part of what we now refer to as the Z.

With the closure of Trerons and the other department stores, Littlewoods and C&A became the main retail 'anchors', C&A closed in 1999 to relocate to Braehead and Littlewoods closed in 2005.

Although the C&A unit was occupied by Dunnes Stores in late 2000, The street has struggled ever since, compounded by the closure of BHS in 2015, Dunnes in 2017, and the loss of M&S in early 2022.

This further accelerated the streets precipitous decline. A number of convenience food retailers in the form of Co-op, Sainsbury's & Tesco moved into the street in the mid 2000's but following the recent Covid pandemic and the general decline of footfall only Tesco remains.

The catastrophic fires at the Glasgow School of Art have decimated the Charing Cross end of the street and the loss of the Victorias nightclub building in 2018, together with the closure of BHS has severely damaged a once lively area of the pedestrianised street. Both of these areas have been identified as specific 'areas of focus'.

“ In the late 1860's Sauchiehall Street was widely acknowledged as the 'Bond Street' of Glasgow thanks to the proliferation of high end department stores ”



GSA Mackintosh Building & ABC following 2018 fire





## The Evolution of the Golden Z: Buchanan Street

**Considered the jewel in Glasgow's retail crown, Buchanan Street has been reported to be the second busiest shopping street in the UK after Oxford Street in London.**

It was not always the retail 'superpower' of the city however, but achieved this significance in part thanks to its full pedestrianisation and the opening of a number of prime shopping destinations from the late 80's onwards.

The street, initially formed in 1780, was occupied predominantly by merchant's villas, small holdings and workshops. As it evolved over time, retail was concentrated at the southern end of the street, with the northern end playing host to manufacturing and wholesaling, thanks to the proximity of Buchanan Street Goods Railway Station.

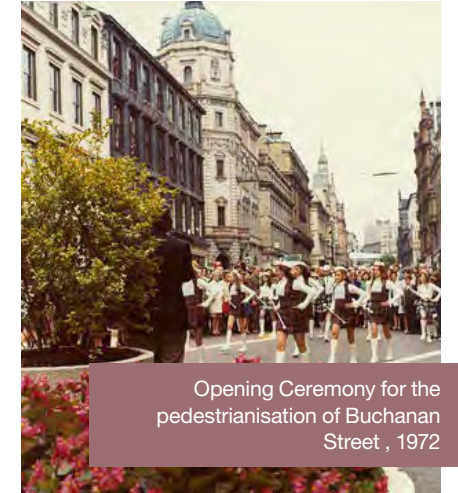
Originally open to 2 way traffic, the southern section from Argyle Street to Gordon Street was pedestrianised in 1972. This proved so successful that the pedestrianisation was extended to the entire length of the street in 1978.

The southern end is currently dominated by the House of Fraser Department Store that began life in 1849 as a small drapery shop on the corner of Argyle Street and Buchanan Street. It continued to grow and took on its present form in the 1950's thanks to the acquisition of the adjacent stores of McDonalds and Wylie & Lochhead; in 1951 and 1957 respectively.

In 1827 the Argyll Arcade, one of Europe's oldest covered shopping arcades and Scotland's first indoor shopping mall opened specialising in jewellery and watches, as it does to this day.

The first major recent retail intervention within Buchanan Street was the development of Princes Square. Formerly an open court it was converted in 1988 into a five-storey shopping centre. An full refurbishment and extension was completed in summer 1999 and a boutique cinema was added at lower ground level in 2018.

The northern end of Buchanan Street has been extensively redeveloped since 1950. A number of properties were demolished in the early 1950's to make way for the N.A.A.F.I Building. Latterly a casino, it was demolished in the mid 80's to allow construction of the Glasgow Royal Concert Hall that opened in 1990. Until the development of the Concert Hall Buchanan Street extended up toward Cowcaddens but this building provided a new termination point.



Opening Ceremony for the pedestrianisation of Buchanan Street, 1972



**Footfall on Buchanan Street has recovered to 94% of 2019 pre pandemic levels**

Glasgow Chamber of Commerce  
City Centre Recovery Dashboard

Adjoining the Concert Hall, Buchanan Galleries opened in 1998, the largest city centre retail scheme to be built in Scotland during the 1990s. The centre contains around 80 stores and is anchored by John Lewis. This development moved the centre of gravity within the Z to the top end of Buchanan Street and was a key factor in the decline of Sauchiehall Street as a thriving retail destination.

The insatiable growth of retail, particularly on Buchanan Street led to a spate of refurbishments and redevelopments along the street, including the creation of new units within the Stock Exchange building in 2000, and the creation of an extensive retail Unit within the former reception of the Clydesdale Bank building.

Such was the attraction of Buchanan Street by the early 2000's that in 2007 the St Enoch Centre began a major extension and reconfiguration of their asset to relocate their main entrance directly at the foot of Buchanan Street, diagonally opposite House of Fraser.

The final stretch of Buchanan Street not dominated by retail but home to the Buchanan hotel and a number of independent pubs and restaurants opposite the Buchanan Galleries was redeveloped by Land Securities in 2013. A mixed development comprising 11,400m2 of retail with 49 residential units above arranged around a rooftop garden completed the transformation of Buchanan Street into Glasgow's premium retail destination.

Today, street facing retail in the southern section of Buchanan Street is still relatively healthy in terms of occupancy but the three shopping centres are struggling with an increasing number of vacant units, so much so that both Buchanan Galleries and The St Enoch Centre have announced their plans to redevelop their assets into mixed use schemes with open streets and spaces.



## The Evolution of the Golden Z: Argyle Street / Trongate



View of Trongate toward Glasgow Cross, 1920



**A key component of the Golden Z and part pedestrianised, the key retail area extends from the corner of Frasers at the junction with Buchanan Street eastward to Marks and Spencer at the junction with Trongate, the name given to the continuation of the same street further east toward Glasgow Cross.**

This section of the street is also home to the main entrance of the St. Enoch Centre, an entrance to the Argyle Arcade, the former Lewis's / Debenhams building and a number of other large national chain retailers, including TK Maxx and Primark.

Historically, retail extended further eastward along Trongate and was anchored by both Goldbergs

Department Store on Candleriggs and a large C&A unit. The retail leading to these stores was more specialist and discount in nature but was still well let and led to a vibrant extension of the Z. The Z began to contract however following the construction of the St. Enoch Centre in the late 80's that put greater pressure on Trongate as a credible retail destination. This was pre-dated by the loss of Goldbergs.

Established in Candleriggs in the 1920s, the store was a Glasgow institution but closed in 1990. After a brief spell as a discount retail store, the site was acquired by Selfridges, with plans for a new store but this was shelved in 2007. The store proposals were abandoned in May 2014, when Selfridges sold

the site to a private developer. The site is currently being redeveloped by Drum Property Group to provide a mixed-use scheme combining homes, offices, hotel, restaurants and local amenities.

Following the demise of Goldbergs, C&A announced in 2001 that they were exiting the UK market. They had established their purpose built Trongate store in the mid 1960's. For many years they were a staple of the British High Street and had two major stores in Glasgow, including one in Sauchiehall Street that was relocated to Braehead in 1999. Following the stores closure, TJ Hughes took on the unit but Trongate never recovered as a desirable extension of the Z from a retail perspective.

Now the key 'Anchor' at the south eastern end of the 'Z', M&S opened its first Glasgow store in 1919 at 28 Argyle Street, relocating in 1930 to a larger store at 18-26 Argyle Street and moving one last time to their current location at 2-12 Argyle Street in 1966. There are a number of under-let and dilapidated units immediately opposite M&S that have led to this end of Argyle Street feeling rather tired, although they play host to the Argyle Street low level train station.

The most significant in terms of scale and street presence on this stretch of Argyle Street is the former Lewis's department store. This grade B listed department store opened in 1929 and was remodelled in the late 80's when the ground floor and basement were converted to independent retail along

Argyle Street and Lewis's retained the corners of the building as the access points to their refurbished store above. After entering administration in 1991, the store was purchased by Debenhams and remained operational until February 2021. The ground floor retail units continue to trade and the upper floors of the building are now earmarked for conversion into office space.

A series of individual retail units extend from the Lewis's building west on both sides of the street to the junction with Buchanan Street. A number of these units are vacant or contain temporary lets, a far cry from the streets heyday. On the northern side of the street a number of the upper levels have recently been converted to Residential use,

accessed via a new entrance and core on Buchanan Street.

The final part of the core element of the Street consists of the former Arnotts building located opposite House of Fraser. Initially founded in 1864, by the 1930's it was one of the largest in the city. The building as it stands today was developed in 1961 following a massive fire in the warehouses adjacent to the original store. Arnotts ceased trading in 1994 and the unit was converted into a series of individual ground floor retail units with the upper floors hosting a Gym on one level with the remainder unlet.

Pedestrianised section of Argyle Street looking toward Station and former Debenhams



Britannia Panopticon - The world's oldest surviving 'Music Hall'



**Existing Uses:  
The Big Picture**

Although it is important to understand how the Golden Z works at street level and this is best done by the use mapping on plan on the following page however, mapping the uses in 3 dimensions demonstrates the upper level uses and vacancies in relation to density.

This more clearly demonstrates the distress certain areas are experiencing (e.g. along Sauchiehall Street and the Trongate South) and the scale of opportunity. It is also notable that there is a lack of residential along all three streets.





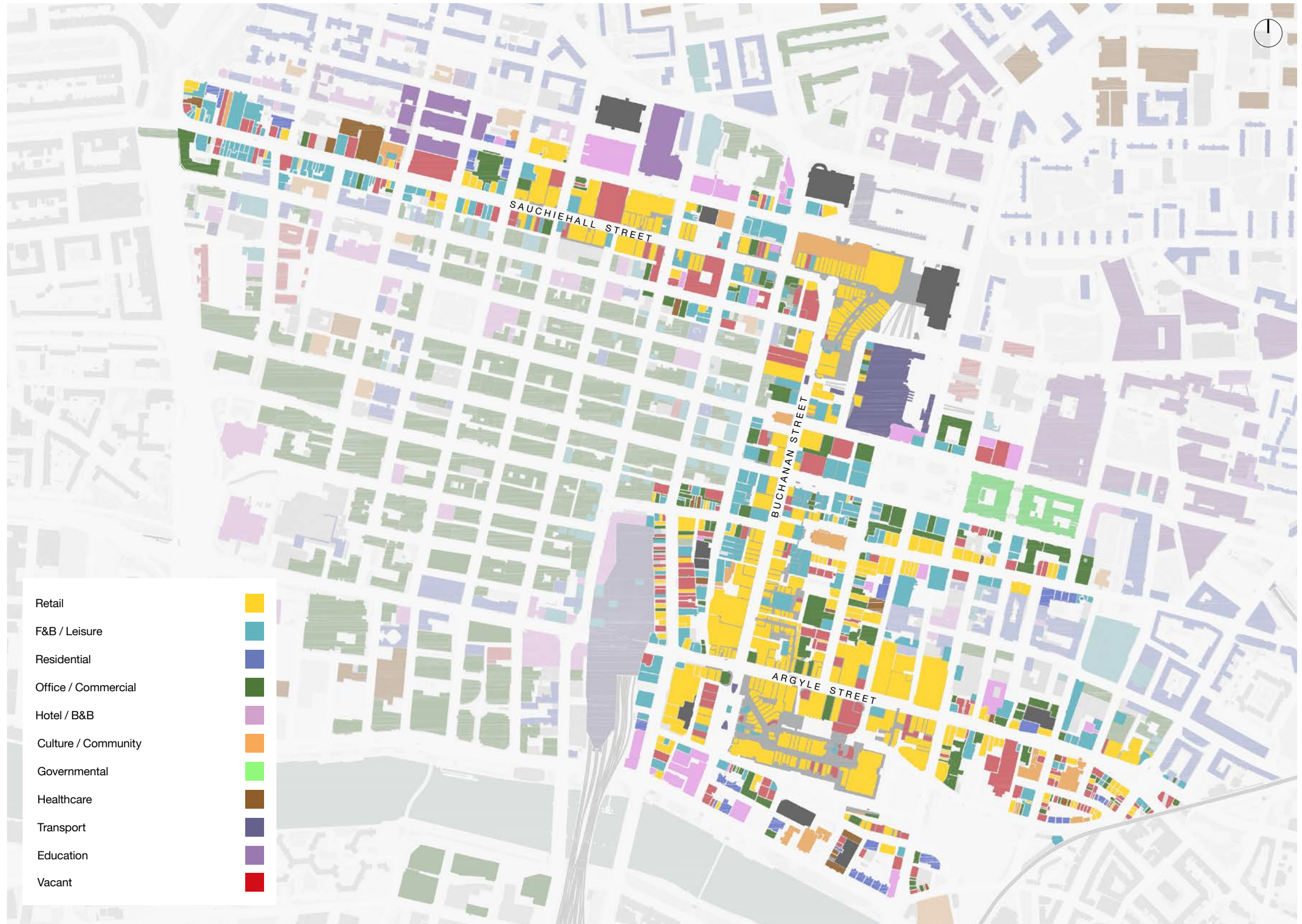
## Existing Uses: Street Level Activity

This use map is expanded to show surrounding character areas and shows the uses at street level. It is an ever-changing picture and, although it doesn't identify underlet or temporary uses, it shows the concentration of retail around Buchanan Street and the 2 major shopping centres and the vacancies along the east and west legs of the Z.

The concentration of retail and leisure within the 2 (multi-level) shopping centres are inward looking and accessed from privatised mall space and, for the most part, do not contribute directly to the vibrancy of the streets.

The lack of non-retail uses along Buchanan St and the adjacent stretch of Argyle Street is also clear and a key proposition of this vision is that this 'mono cultural' situation is unhealthy (and unsafe) and that strategically introducing complementary uses to these retail dominant areas will both reinforce the success of the retail and contribute to the wider appeal and attractiveness of the city centre.

The high vacancy level on neighbouring Union Street is noticeable and this is considered later.



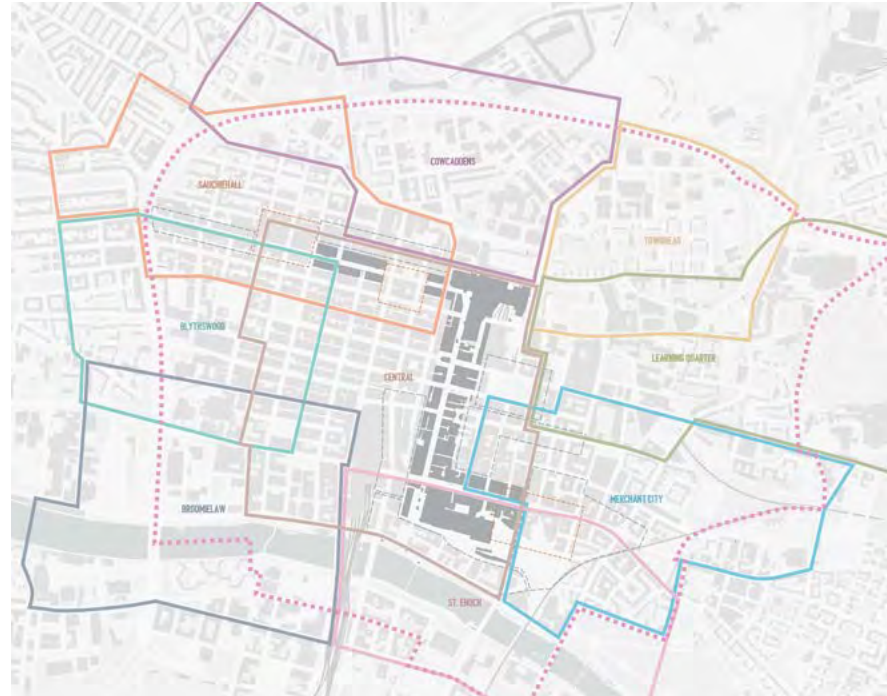


## Proximity & Prosperity: Surrounding Communities

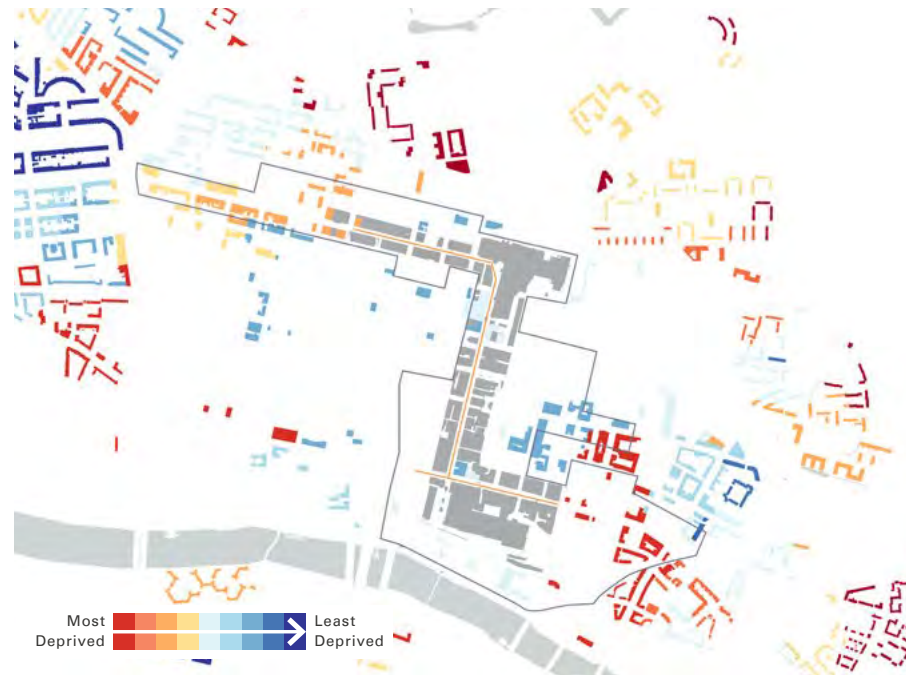
The Golden Z is surrounded by a number of city centre neighbourhoods, identified in the map below.

The residential communities present within each vary both in terms of their population sizes and relative affluence as indicated in the SIMD analysis.

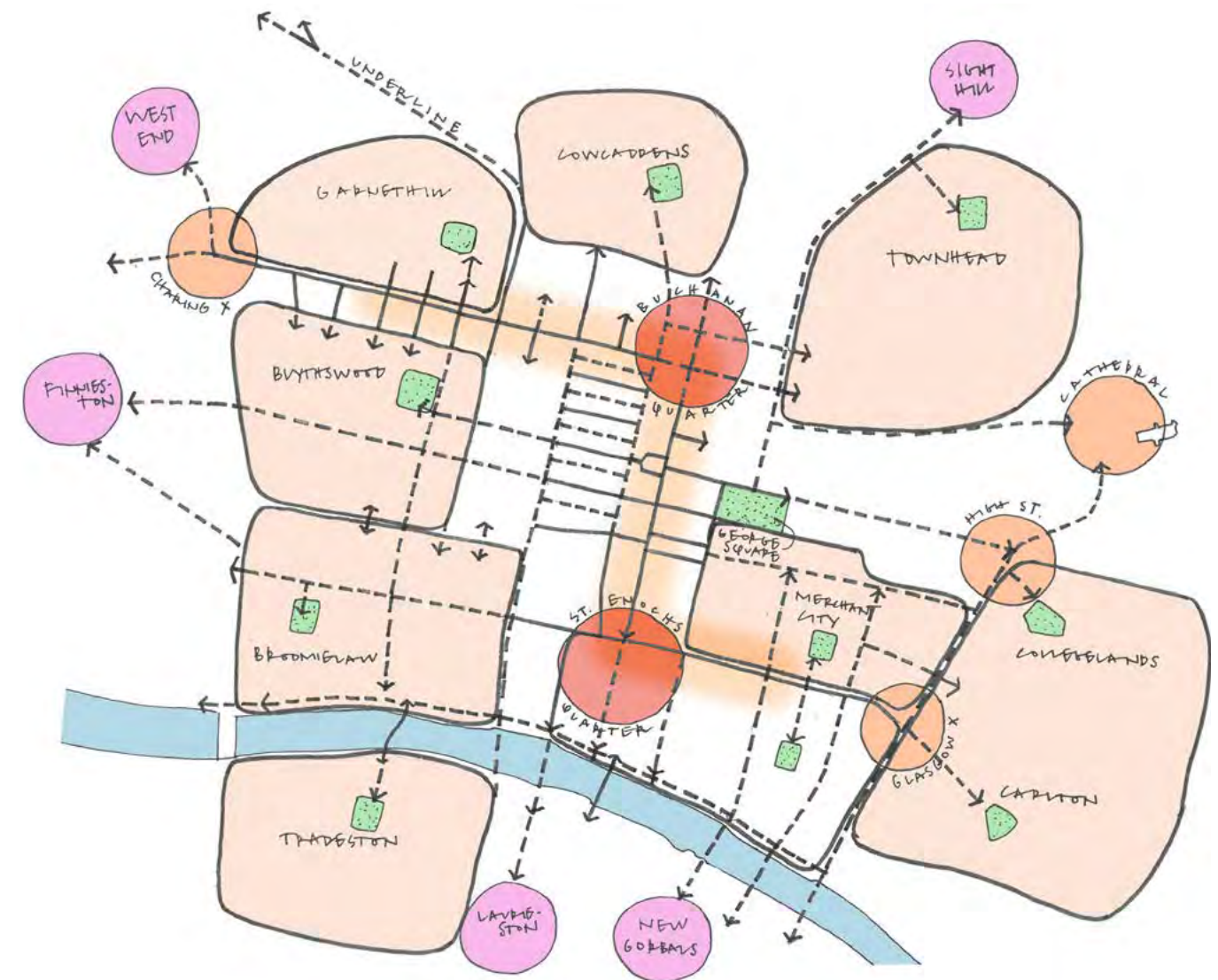
Beyond its international and metropolitan responsibilities the Z has to not only work for all of its surrounding communities regardless of age, ability or wealth, but also support any expansion of the immediate residential population in line with the stated ambitions of the City Centre Living Strategy 2035 which seeks to increase the city centre population from its baseline of 20,245 in 2018 to 40,000 by 2035.



District Regeneration Frameworks map



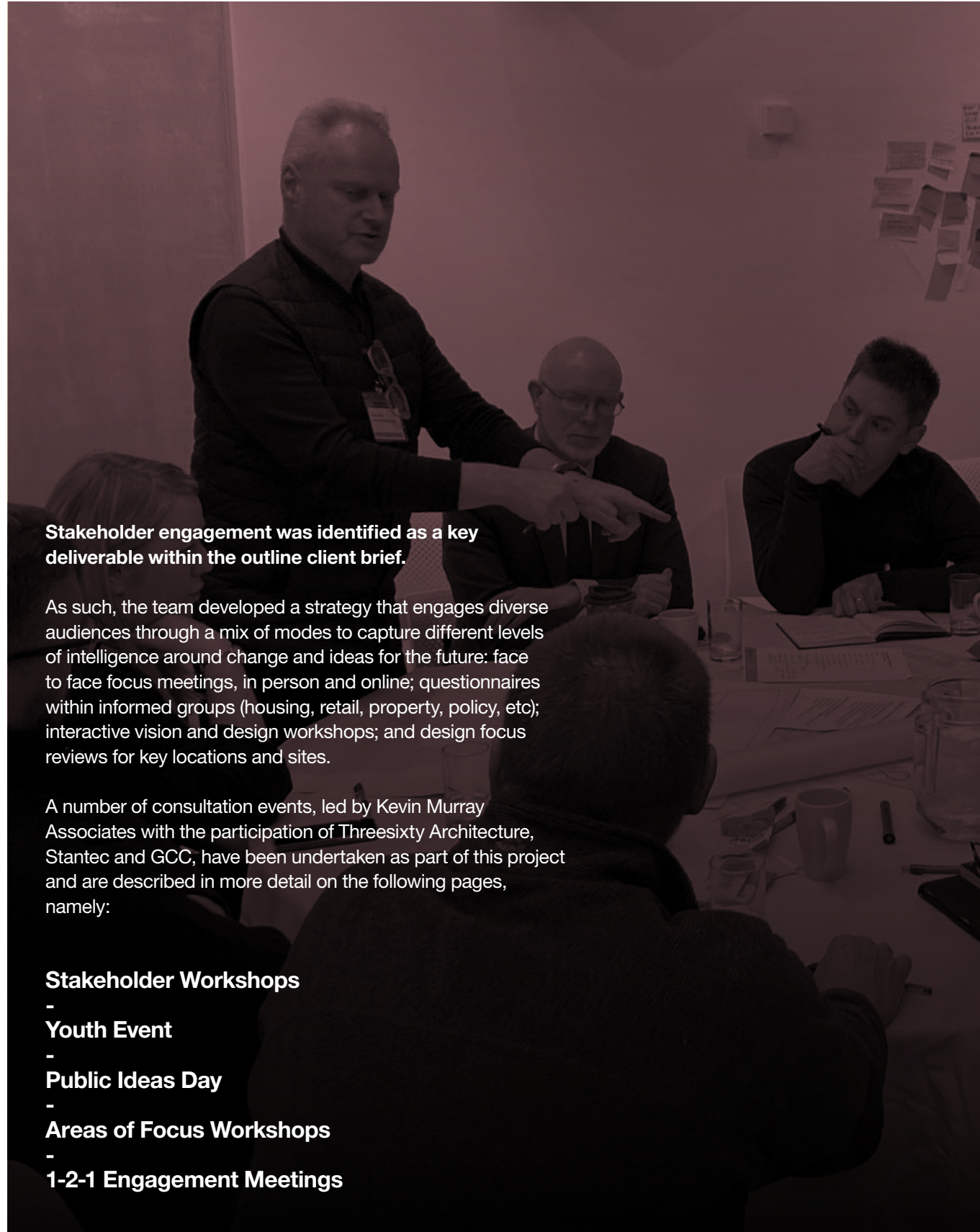
SIMD Analysis Map 2020. This Demonstrates statistics on relative deprivation in small areas in Scotland (arranged by Postcode) published by the Scottish Government.



**Strengthening Connections**  
The future success of a transformed golden Z is dependent on strengthening connections with the communities of the wider city.

The Z can be the hub for this network of neighbourhoods, providing essential services and functions for collective benefit and encouraging communities to come together and spend time in their welcoming and inclusive city centre.





Stakeholder engagement was identified as a key deliverable within the outline client brief.

As such, the team developed a strategy that engages diverse audiences through a mix of modes to capture different levels of intelligence around change and ideas for the future: face to face focus meetings, in person and online; questionnaires within informed groups (housing, retail, property, policy, etc); interactive vision and design workshops; and design focus reviews for key locations and sites.

A number of consultation events, led by Kevin Murray Associates with the participation of Threesixty Architecture, Stantec and GCC, have been undertaken as part of this project and are described in more detail on the following pages, namely:

- Stakeholder Workshops**
- **Youth Event**
- **Public Ideas Day**
- **Areas of Focus Workshops**
- **1-2-1 Engagement Meetings**

**Stakeholder Workshops**  
05 December 2022

A wide range of ideas was discussed in the workshop groups and plenary discussions, and within various forms of written feedback. From this group of participants there was a sense that the city centre, and the 'Golden Z' within that, needs a diversity of use and activity, beyond just retail, partly to bring a wider range of people in at different parts of the day and week.

The discussion comments included:

The importance of **regional and (inter)national roles** for retail & leisure, tourism, and major events.

**The importance of public transport** – comfort, reliability, experience, an integrated smart ticketing system to allow people to easily access the city centre and keep it as a destination of choice.

**Increasing the magnitude of working/learning/studying visitors** to boost daytime numbers. A greater spread of reasons for people to be in the city centre.

**Providing experiential retail and leisure**, advocated by some as an alternative to online shopping.

A welcome/inviting **24 hour 'breakfast to post-club' culture** to bring people back safely to city centre with a full offer across the day for different types of people e.g. families to nights out. The purpose is to ensure that the city centre does not have a monoculture and the risk of only a single user group contemplating the city centre.

Night-time and evening activity, which could be **focused in places/circuits** like Sauchiehall Quarter and Merchant City, which may make it easier to manage relationships with residential uses.

**A basic sense of place, safety, cleanliness, care, and positive identity** were rated as high priorities by visitors, traders and local residents alike. The city centre asset needs to be protected and these attributes are viewed as basic essentials for a competitive city centre.

**Inclusion and comfort/amenity for all** to create and support that wider base of users, especially younger, older and disabled. This includes making specific provision such as public toilets, changing places, lifts, etc.

Effective **building conservation and re-use of fabric/identity**. The urban grain of Glasgow city centre is an identifiable reason for people

using the city. Additionally it is an important ingredient in a circular economy/zero carbon approach to the city.

**Rooftops and skyline** present opportunities for green roofs, urban cooling, amenity, shared space, etc.

**Greening and pocket parks** that can be used by all as public spaces. Currently there is next to no meaningful green space within the Golden Z.

There needs to be some **financial/fiscal investment products** to help stimulate investment in both the built environment and in specific uses.



Stakeholder Workshop 1 - 05 December 2022



## Stakeholder Engagement

### Youth Event

18 January 2023

The feedback from the students at the youth-oriented event reinforced the need for a positive future Vision of the Golden Z, as it is currently seen as an unwelcoming, unsafe, unclean place with little for young people to do and few ways for them to get around the city easily.

Much of their criticism related to their perception of the city, as many said they avoid coming into the centre altogether and prefer going to Silverburn or Braehead shopping centres, as they are easier to get to and have shelter from poor weather.

The students made it clear through the presentation of their ideas that Glasgow's vision should include more affordable and accessible activities and events for people of all ages to partake in. Their strongest request, to help bring more out-of-town youth into the city centre, was

to create more leisure that can be fun, affordable and available, no matter the weather/climate. However, it was also made clear throughout discussion that they consider there are still too many vacant areas prone to anti-social behaviour and there could be more improvements made to make the place more attractive and welcoming including through art, murals, improving street materials/surfaces and greenspace.

Finally, the students expressed a desire for transport to be better, more frequent, and completely accessible. As many of them don't live within the city centre, the current state of public transport limits their ability to get into and out, which means many only make trips to the centre for essentials.



Youth Event - 18 January 2023



Public Ideas Day - 24 January 2022

### Public Ideas Day 24 January 2023

The aggregate feedback from the Ideas Day attendees reinforced the need for an aspirational future Vision of the Golden Z, as it was currently seen as an unwelcoming, rundown core of the city centre with vacant shops and a lack of greenery and community living.

There was not a singular view, but a range of recurring themes. These were around:

The need for a safe, clean high quality public realm with green open spaces was stressed, alongside a need for indoor public spaces;

- Bringing back people to the city centre for a variety of reasons – leisure, work and specialist retail was advocated;
- 

A major theme was the need for an integrated public transport system that is reliable, with extended service

hours. Encouraging cycling and walking was another theme through a network of segregated cycle lanes;

- 

More living in the city centre was widely supported with the need of a mix of residential accommodation including social housing. To attract such city centre residents, amenities such as schools (primary and secondary), GP practices, nurseries, playparks would need to be in place. If the city centre becomes more residential it was felt this would increase vibrancy and footfall, encourage independent shops to open, and limit anti-social behaviour through passive surveillance;

- 

Connecting to an activated Clyde Waterfront for leisure and tourism, was seen as an important factor in the Z's role as city orientation/navigation route;

- 

Finally, community wealth building and placing the community at the heart of the city centre were raised by those looking for a Golden vision that is much more than either just retail or development;

- 

Several contributors advised that governance and policy are key to achieving these ambitions – governance as integrative and co-ordinated, and policy that is proactive and flexible, encouraging positive change and re-use of the Golden Z.



## Stakeholder Engagement

### Areas of Focus Workshop 02 February 2023

There was a more general consensus emerged around the need for a wide mix of development and investment to bring people back to the city centre for a variety of reasons, including some retail.

The suggested activities included leisure, cultural, working and residential, as well as creation, study and research. The focus was not only on development in these areas. Particularly emphasis was placed on high quality public space and greening, which can be in some areas in the form of pocket park and could include temporary uses and events.

In terms of more site specific aspirations:

For the former ABC site/Glasgow School of Art on Sauchiehall Street, the emphasis was around transforming the area to become a 'cultural quarter'.

For the former BHS / Victoria's site on Sauchiehall Street, a strong mix of housing and retail and leisure was advocated to reactivate this part of the city centre.



For the environs of the former TJ Hughes on Argyle Street/Trongate, the aim was to help transform the area to have a stronger neighbourhood identity, linking it to the river, Candleriggs development and WASPs

In addition, various suggestions were made around planning policy and related planning practice (such as transport, conservation and Business Improvement Districts) that encouraged investment, promotion to visitors, and much greater diversification of use and activities.



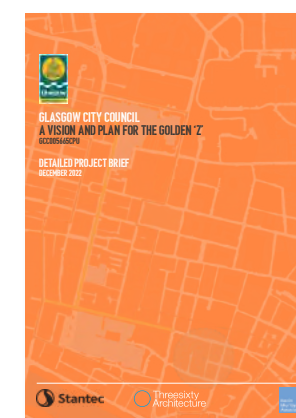
Areas of Focus Workshop - 02 February 2023

## Strategic Brief

**This Visioning study, commissioned by Glasgow City Council and funded by the Scottish Government has a core brief to demonstrate the physical and spatial moves that show the approach, ambition & attitude that will deliver a re-energised & resilient core around the 'Golden Z'.**

It demonstrates an aligned intent that ties together many of the complexities of all the current and emerging published policy and strategy where they are relevant to the study area.

It is offered as a guideline to assess and nurture future development, attract investment and ensure the city centre is the vibrant and attractive environment the international, metropolitan and home communities need.



Published Project Brief

Key elements of the briefed ambition for this project include:

### A Joined Up Vision

Create a framework for the retail core (The 'Golden Z') with a focus on areas around the Art School, BHS and Trongate South.

### Resilient

Support the successful evolution of the Z over the next 10-20 plus years and show how the place can support economic, social and environmental resilience as changing retail patterns reduce dominance and demand.

### Immersive

An engaging spatial and physical vision of what can be achieved – showing various iterations of the 'art of the possible' providing a framework to assess the suitability (and level of ambition) of future developments. Create a shared vision that maintains ambition and momentum.

### Relevant

Be the 'glue' that ties together the complexities of the body of current and emerging strategies on place and recognised best practice in city centre regeneration.

### Delivering on Engagement

Build on and respond to the previous public consultation where it is relevant to the study area.

### Open for Business

Demonstrate value and council support for development. Project confidence and attract investment.

### Prioritised

Identify intervention and investment (public and private) that has greatest impact and 'quick wins'.

### Populate

Demonstrate how the Golden Z can support achieving the City Living Strategy.

### Responsible

Show how the Golden Z can contribute to the City's net zero carbon ambition proposing enhanced pedestrian connectivity and promoting active and public travel while 'greening' the public realm.



## The Ambition For The Golden Z The Heart of the City

**The Golden Z is the heart of the city connecting the key urban spaces, transport links and cultural institutes. It is the traditional retail core of the city centre and an easily legible and simplified circuit lined with world class heritage.**

The success of the city centre is dependent on and grows from the Golden Z and every move on or adjacent to these 3 great streets needs to reinforce their resilience, attractiveness and primacy.

Buchanan St will continue to prosper but will benefit from bringing upper floors into life and a better balance of uses that improves the experience and extends hours of activity.

Sauchiehall Street and the Eastern end of Argyle St need greater intervention. They are the East and West gateways of the city and connect our communities to their centre. They can't be side lined or suffer the fate of Union St. We have to define the ambition for the future of these streets and not leave it to market forces and hope for the best.

An attractive core contributes greatly to the success of our higher education sector and to convincing large scale business to locate in the

city. It is the landscape of shared identity, distraction and opportunity for all our communities and needs to be the focus of investment and ambition.

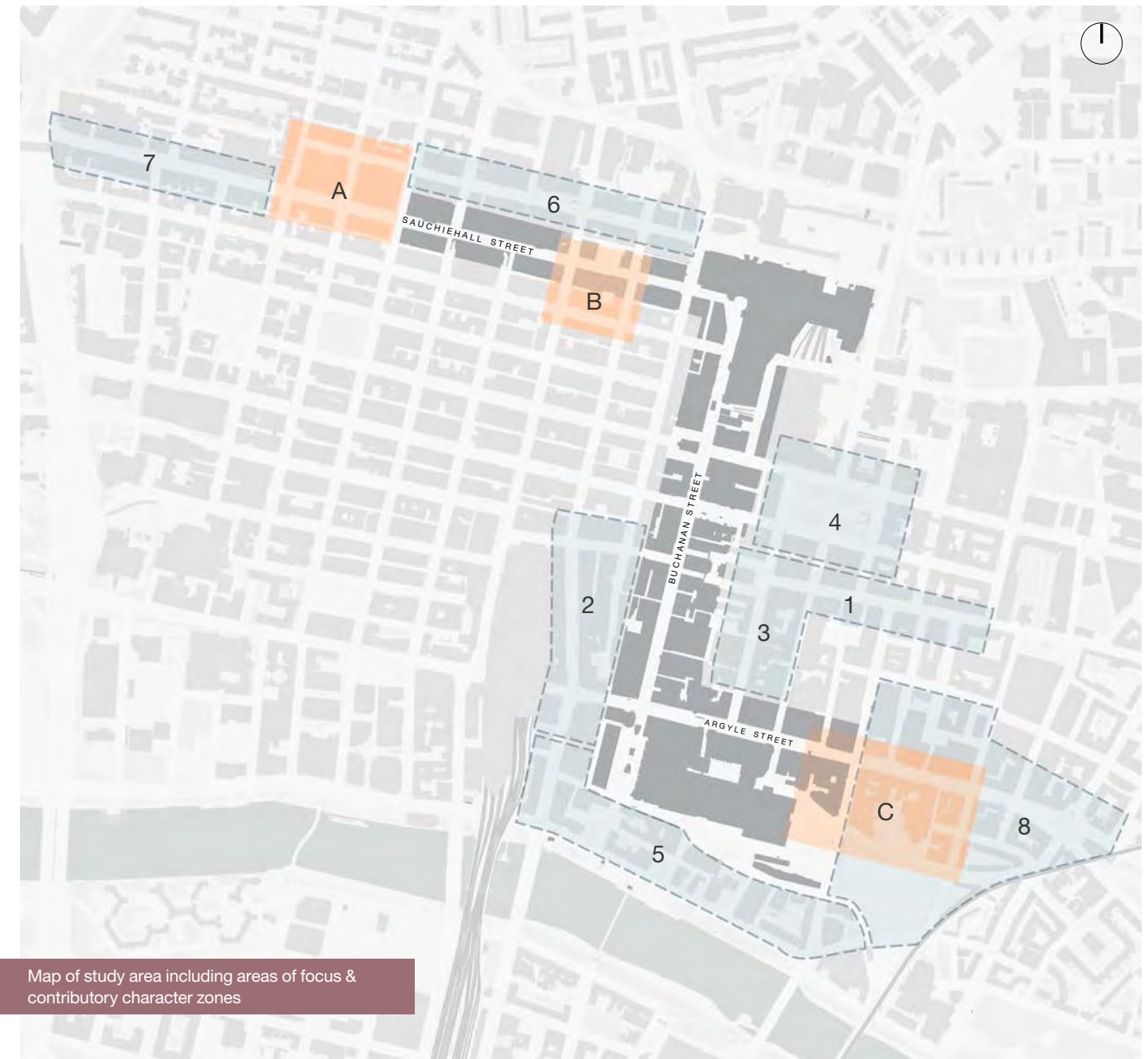
We should judge all proposed moves in the city centre against the principle of 'How does this contribute to the vibrancy and success of the Golden Z?'

### Defined Area of Study

For the purposes of this study, the traditional 'Z' is defined as from the end of pedestrianisation on Sauchiehall Street (at Rose Street / Blythswood Street) and at the end of pedestrianisation on Argyle Street (at Glassford Street/Stockwell Street).

Clearly this does not cover all the retail and associated leisure in the city centre but this project must focus on the understood 'Z' to meet the aspirations to nurture a vibrant and sustainable heart to the city that retains its national significance and is resilient.

“ The success of the city centre is dependent on and grows from the Golden Z and every move on or adjacent to these 3 great streets needs to reinforce their resilience, attractiveness and primacy. ”



Map of study area including areas of focus & contributory character zones

Golden 'Z'

Areas of Focus

Contributory Character Areas

### Areas of Focus

Three specific 'areas of focus' have been identified by GCC:

- A GSA / Sauchiehall Street
- B BHS / Victorias / Watt Brothers
- C Trongate South

### Contributory Character Zones

There are several areas outside the traditional retail 'Z' that are contextually important and this study will consider their relationship with the core 'Z' and scope how they might develop and work with the 'Z' to create a wider city centre narrative.

1. Ingram Street
2. Gordon Street / Union Street (incorporating 'Boots Corner')
3. Queen Street (Argyle Street to Royal Exchange Square)
4. George Square
5. Riverside
6. Renfrew Street (Avenue of the Arts)
7. West End Sauchiehall Street (from CCA, Scott Street to Charing Cross)
8. Trongate / King Street / Candleriggs



# Methodology



A Vision For High Street Regeneration guidance document

**We can't predict how the city core will evolve over the following decades and this document seeks to show the kind of moves that will achieve an aspired quality of place and resilience.**

It is built on an understanding of Scottish Government guidance and what is working in other cities but is importantly a Glasgow specific solution grounded in a depth of analysis and widespread consultation.

A successful city core supports a vast diversity of functions and the ways we collectively use the city centre are wide ranging and complex. To structure a response around this complexity, we have followed the principles in the guidance "A Vision for High

Street Regeneration' developed in collaboration with The Scottish Government, Scotland's Towns Partnership and Revo.

We have employed the methodology and manifesto that structures the analysis and response into key sections and grouped these as described in the thematic response in the following pages.



## Methodology: Areas of Focus

**Three specific 'areas of focus' have been identified by GCC, two of which lie beyond these notional 'ends' – the area around the Art School/ABC on Sauchiehall Street and the area between Argyle Street Station and King Street along Trongate.**

It is proposed that the strategic regeneration of these areas will anchor, extend and reinforce either leg of the 'Z'. The third area is focused on the former BHS unit and the 'Victoria's Nightclub' gap site on Sauchiehall Street.

The introduction of 'meanwhile uses' and other interventions to support economic and place recovery in the shorter term have been explored, together with longer term sustainable regeneration options.

The development of a physical and spatial vision requires a three-dimensional response and there are a number of finer grain options presented for each focus area. Each would require to be developed with owners and further tested against a range of criteria and the in-depth rigour of the Planning process.

As such, no specific option is presented as representing a council commitment or as having 'deemed' approval.

They demonstrate a 'direction of travel' - an interpretation of what could be appropriate to achieve the ambitions of the brief.



## Methodology: A Thematic Approach & Recurring Themes

This study approaches analysis and response from a number of specific points of view or themes to establish the opportunity, barriers and benefits for each and identify the recurring findings (or 'commonalities').

Each of these take a view of the city from that particular function and seeks to determine what environmental factors are needed to support that function, where the opportunities are and what is the maximum that the Golden Z can contribute. Where a combined vision is shown, it is only one iteration of what a balanced approach might look like. The four main themes assessed are:

### A Living City

Repopulating (private rented/for sale/affordable/family /student /later living)

### A Working City

Creating future workplace and nurturing the education sector

### A Vibrant city

An attractive and safe day and evening destination with a strong cultural offer.

### A Responsible City

Addressing the climate emergency and an accessible, healthy and fair city for all.



The recurring themes or Commonalities that arise from these thematic studies include:

#### Diversity of Uses

A flexible mix of uses throughout the traditional retail core will support retail and create resilience. It will reduce dead zones in the evening and reinforce a safe and welcoming environment.

#### Increase Density & Retrofit First

Increasing density is an environmentally responsible response. The low density of some of the fabric along the 3 great streets does not reflect or respect the city centre location.

As operational carbon reduces (through the de-carbonisation of the grid) the embodied energy in existing buildings is increasingly relevant and there is a presumption for re-use and extend.

#### Introduce Greened Public Space

We need access to green space in the heart of the city for living, working and leisure. We need it to clean the air, reduce the heat and to enhance the quality of experience.

#### Better Connectivity

Safe routes to move around the Golden Z and connect key spaces and particularly to the river will enhance everyone's experience and the value of the city core.

#### Ensure Inclusivity

Everyone needs to always feel safe and welcome in our city core no matter what age, race, gender identity or physical ability.

## Methodology: Established 'Givens'

**This is a physical and spatial response to show a vision of a successful and resilient city core. It cannot be disassociated from social, political, legal and economic factors but there has to be a level of assumption and optimism to allow us to vision the future.**

This study has to be founded on the belief that the City can and will achieve its potential and, having defined it's ambition will not tolerate actions (or inactions) that obstruct it in doing so.

To progress with meaning and ambition, several 'givens' or 'things we hold to be true' have to be assumed:

#### Strategies will be delivered

Glasgow has done a great deal of thinking about its future and has published policy and strategy that covers various aspects including the City Living Strategy (to double the city centre population of 20,000 by 2035), various active travel and transport strategies (dealing with reducing car usage and pollution), Net Zero 2030 and The Feminist City (this will be a safe and welcoming city for everyone). There are many more and we summarise the key points and how they are relevant to the Golden Z earlier in this report. This study does not challenge the fundamentals of these strategies but shows iterations of how these may be developed to a physical and spatial response.

#### The city has international ambition

Glasgow is truly open for business and wants to attract talent, enterprise and creativity and continue to demonstrate it is the right place for national and global businesses (Tech, financial, life sciences, etc.) to locate. The quality and amenity of the city core has a huge impact on this.

#### Ownership issues

Key commercial assets and sites along the Golden Z that are vacant long term adversely affect the environment, degrading the quality of the city, impacting on the community of the city and contributing to anti-social behaviour. This view of the future city core must assume that, where there are ownership issues, they must and will be unlocked and that the council have a key role to play as an enabler.

#### Retail will continue to evolve

Nationally, the demand for retail floorspace will continue to fall and this will disproportionately affect urban centres (rather than out of town malls and retail parks).

#### Higher education will continue to grow

The universities and colleges are powerful cultural venues and with continuing dynamic growth, have a large part to play in the future success of the city core. In turn, the quality of the city centre is a major contributor in attracting the level of international (and national) students to fuel this growth.

#### It is not just the responsibility of the council

Glasgow City Council are not the sole agency. This is everyone's city and all are participants in the city centre's future health: Glasgow City Council, Scottish Government, the community, owners, developers, retailers, workspace employers, the Chamber of Commerce, Scotrail/ Network Rail and many more.



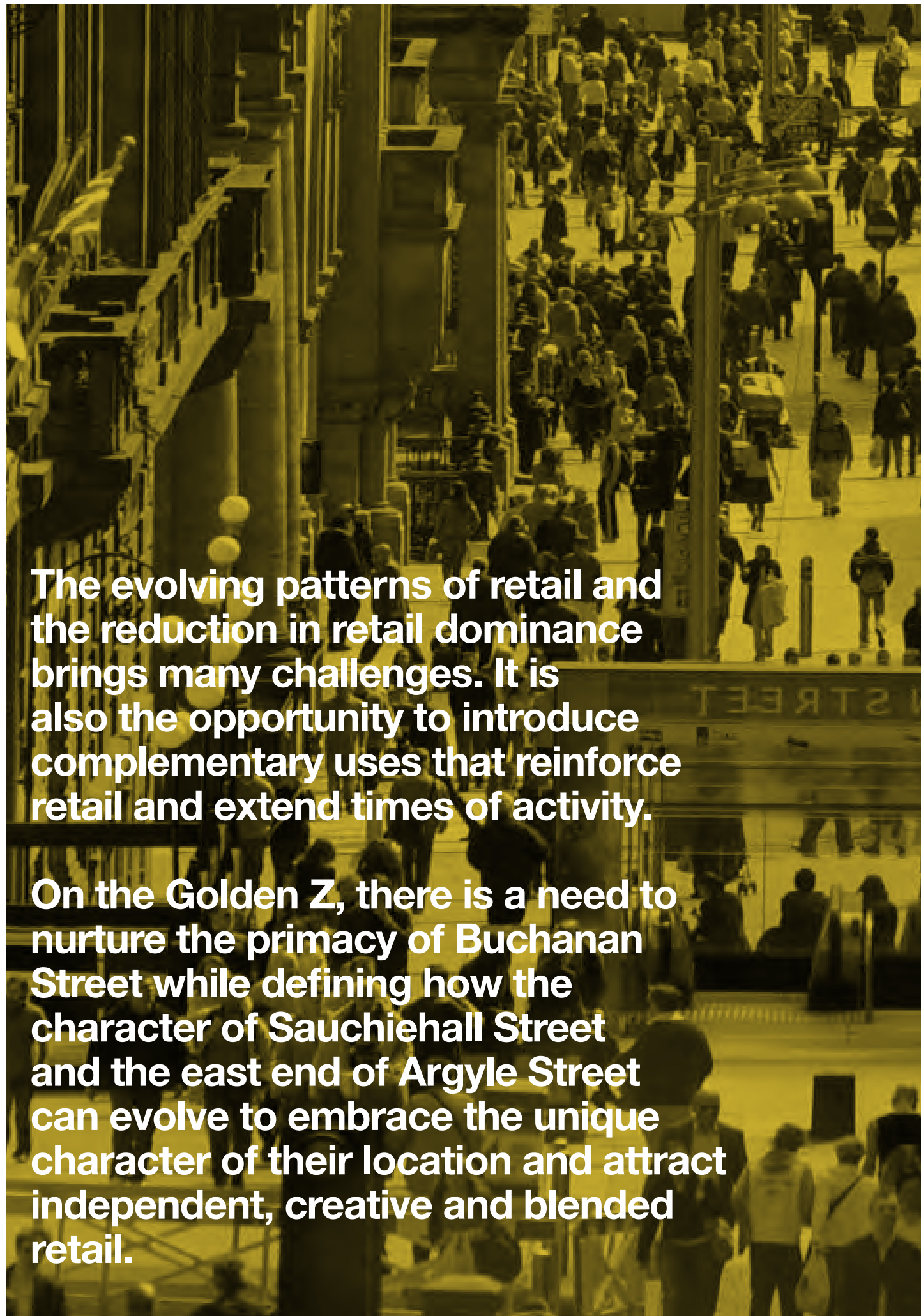






# balanced city





The evolving patterns of retail and the reduction in retail dominance brings many challenges. It is also the opportunity to introduce complementary uses that reinforce retail and extend times of activity.

On the Golden Z, there is a need to nurture the primacy of Buchanan Street while defining how the character of Sauchiehall Street and the east end of Argyle Street can evolve to embrace the unique character of their location and attract independent, creative and blended retail.



## rebalance

While the changing patterns of retail have created new challenges, this shift provides us with the opportunity to rebalance our city centres.

Re-purposing large single-use assets such as shopping centres can transform an urban core and provide significantly scaled opportunities for repopulating the heart of the city centre and increasing permeability by breaking down large blocks into new streets and lanes.

**The opportunity within and around the Z is immense. Proposals are being taken forward for both Buchanan Galleries and St Enoch's shopping centres and each of these has the potential to introduce a mixed use and inhabited urban district.**

Beyond that, Drum's Candleriggs development on the old Goldberg's site is under construction and already reinforcing the attractiveness of the Argyle Street leg of the Z. This Vision considers each of these transformational projects might integrate with and strengthen the Z in the future.



Elsewhere the scale of vacant space on upper levels, often in much loved heritage assets, presents the opportunity to populate the core with further residential and workplace uses whilst respecting local character.

The various contributory character areas adjacent to the Z are described in outline on the following pages. This is for the purposes of understanding their relationship with and contribution to the Golden Z. Whereas they do not form part of the core vision proposals, where appropriate, outline recommendations are made on how these areas may be taken forward.





**Areas Of Focus:**

**Catalysts for Wider Change:**

The three areas identified in the brief for more detailed analysis are a vital part of the Vision for the Golden Z.

They have been selected not only because they are areas that are showing considerable strain,

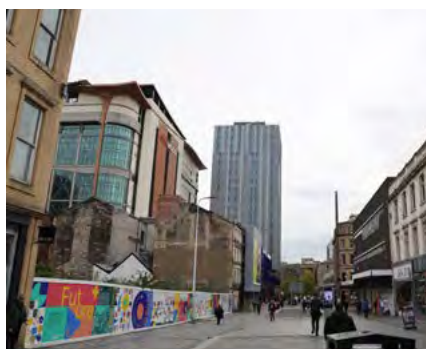
negatively impacting on the city centre, but also for their scale, sufficient to provide redevelopment or repurposing opportunities that will bring meaningful transformation and positive change beyond their own locale.

Further analysis and an exploration of design options are located in the Areas of Focus chapter of this document.

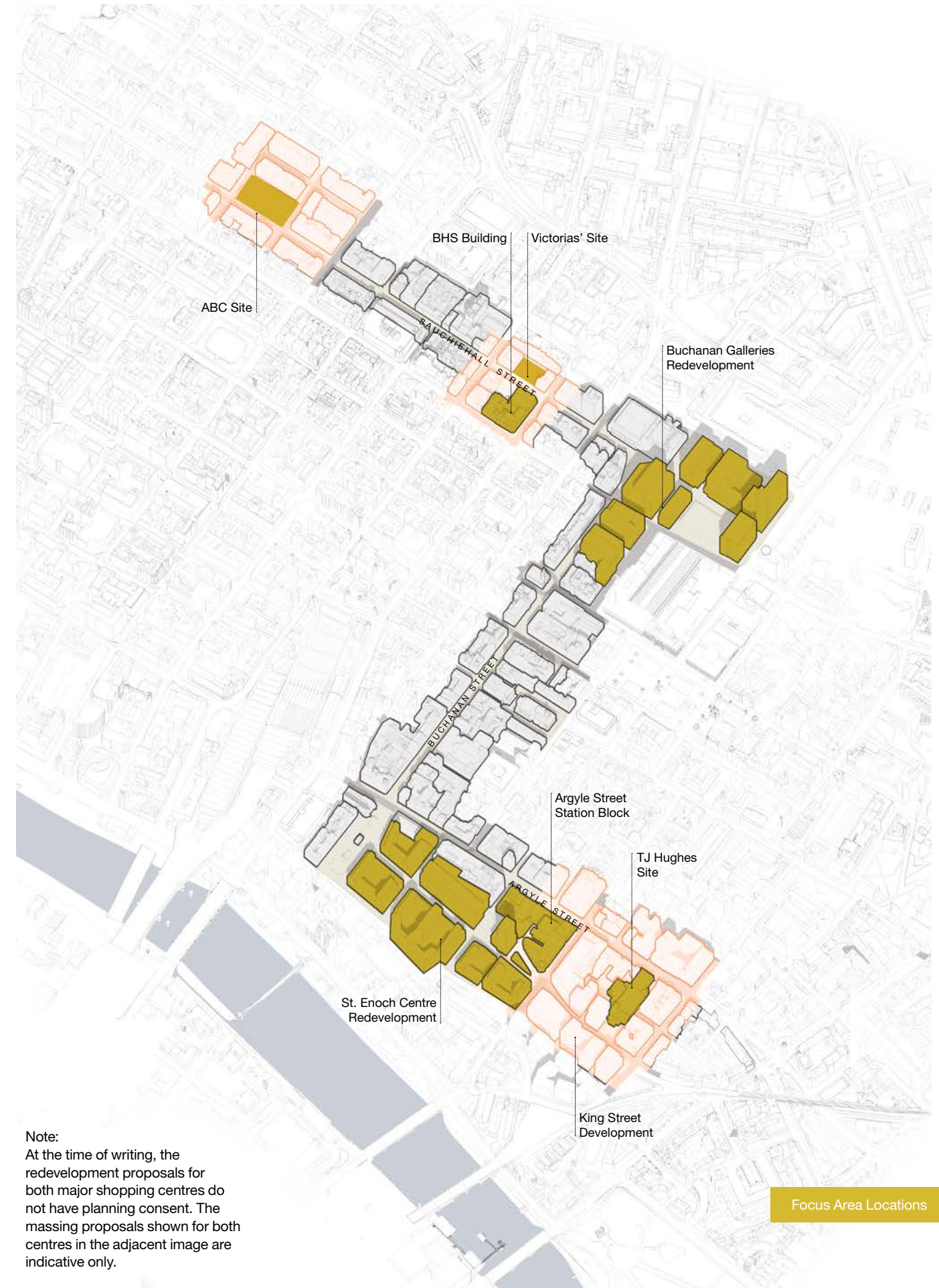
**Glasgow School of Art / ABC / Sauchiehall Street**



**BHS / Victoria's Site / Watt Brothers / Sauchiehall Street**



**Trongate South (TJ Hughes & Argyle Street Station Block)**



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.



## Buchanan Galleries Redevelopment

A new series of routes and places activated by a mix of uses.



Proposed Public Park / Building above railway lines

Located at the top of Buchanan Street, the current shopping centre, opened in 1998, was the largest city centre retail scheme to be built in Scotland during the 1990s. Its scale and form however interrupts the flow of important streets such as Sauchiehall Street and Cathedral Street and the owners have prepared proposals that aim to repair the townscape and provide high quality public realm with permeable routes through new public spaces.

The proposed removal of the steps at the junction of Buchanan Street and Sauchiehall Street permits a street level entrance to the Concert Hall that is more accessible, visible and democratic, providing a new 'front

door' to this key cultural attractor. All proposed blocks have active ground floors providing retail, leisure, restaurants, bars and civic uses with predominantly new office space above (alongside new homes and a hotel). A public park or cultural building covering over the railway tracks below complete the masterplan.

A planning application is envisaged to be submitted in summer 2023.

The new urban realm that introduces activity and vibrancy at the top of Buchanan Street with improved connections to Buchanan Bus

Station and Queen Street Station will have a truly transformative effect on the Z and the wider city centre.



Proposed Royal Concert Hall Facade



New Buchanan St. subway entrance beneath proposed commercial building



Proposed commercial buildings to Buchanan Street

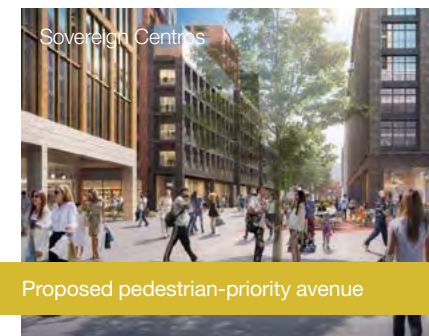
It may be that some flexibility of uses in the consents for later phases, (similar to those within the later phases of the Candleriggs Square development) that permit commercial or residential use would allow the development to adapt more readily to any future changes in market conditions.

## St. Enoch Centre Redevelopment:

Connecting the Golden Z to the Waterfront



Aerial of proposed masterplan



Proposed pedestrian-priority avenue



Proposed public square

Opened in 1989, the St. Enoch Centre is reportedly the largest glass-covered enclosed area in Europe.

The current owners have developed proposals to redevelop the site, opening up streetscapes that provide much needed permeability, improving linkages to the riverfront, Merchant City and Glasgow Green.

The mixed use development would deliver revitalised shopping, leisure, bars & restaurants and new community space as part of an active streetscape with up to 1700 homes office space and a hotel.

The proposals would help reinstate St. Enoch Square as one of the most recognisable and important hubs

in the city. Additionally, the plans have sensitively incorporated the retention of key buildings such as the Buck's Head building and former Debenhams store fronting onto Argyle Street.

The introduction of a series of new north-south routes will reconnect Glasgow to its riverfront and every effort should be made to ensure activity and positive frontages along these routes to connect the Golden Z and the new residential population on St Enochs to the amenity of the waterfront.

Planning approval has now been granted and it is anticipated phased development plots will be delivered over a 15 to 20-year period.

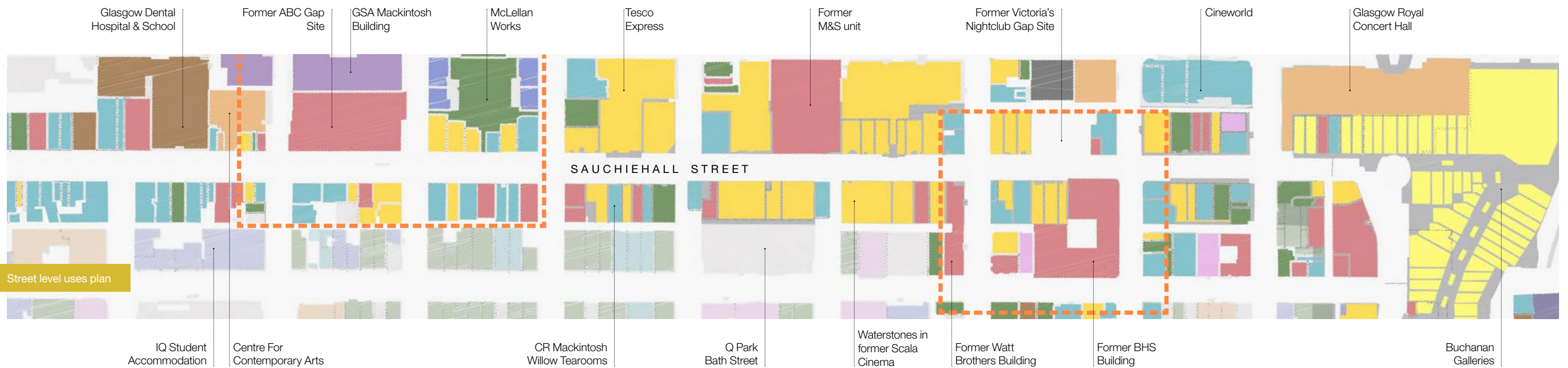


## The Golden Z: Sauchiehall Street

### Existing Uses In Focus



3D Uses Diagram



Street level uses plan

The section of Sauchiehall street within the prescribed Z is predominantly pedestrianised and has historically been dominated by retail. As a consequence of this there is very little evening economy activity and this has led to an increase in anti-social behaviour.

The retreat of established retail chains has left behind a number of vacant and under-let units, many of

which are periodically occupied by short term, poorer quality retailers.

The western end of the street toward Charing Cross has benefitted from the implementation of the pilot scheme of the Glasgow Avenues project and has a younger / creative focus encouraged by the successful McLellan Works building, a proliferation of popular bars and clubs and a large student population

thanks to the presence of GSA, the Dental Hospital and School and the RCS on Renfrew Street, although this feels rather disconnected.

There is very little residential accommodation at upper levels until after Holland Street to the west.

The impact of long term vacant buildings and sites has made the street feel unsafe, unattractive and in need of intervention.

- Retail
- F&B / Leisure
- Residential
- Office / Commercial
- Hotel / B&B

- Culture / Community
- Governmental
- Healthcare
- Transport
- Vacant
- Focus Area

- 
- 
- 
- 
- 
-



## The Golden Z: Buchanan Street

### Existing Uses In Focus

Buchanan Street, the primary retail street within the city centre is still buoyant with virtually all existing units occupied, with the exception of the former Diesel unit and the adjacent former Kiltmakers.

A number of new arrivals are imminent, A Lush store and Spa in the refurbished All Saints / Borders building and a new Laing's Jewellery and Watch store over multiple levels within Rowan House.

The recent 'Glasgow Retail and Commercial Leisure Study Report' by Stantec highlights the fact that the current shopping centres (St. Enoch and Buchanan Galleries) effectively bookend the street, contain a critical mass of retail (and leisure) units and, perhaps most crucially, their location at either end creates a retail circuit, driving footfall between them along Buchanan Street.

Whilst anchors are important to ensure footfall, the future may see the introduction of anchors of a different typology other than retail. Alongside this are the opportunities to repurpose underused and vacant upper floors with new homes and workspace. Similar to the central section of Sauchiehall Street, there is very little in the way of evening

activity; only a handful of restaurants and bars have a direct presence on the street and of those, very few actively overlook or occupy the streetscape in a meaningful way. They are completely absent from the southern section where it connects to Argyle Street and this has encouraged anti-social behaviour at night in this zone in particular and residents within 10 Buchanan Street, one of the only elements of residential accommodation on the street experienced significant issues especially during the pandemic when evening footfall was further reduced from its normal low levels.

The lack of an evening offer in this zone also breaks the 'circuit' of available F&B / leisure offers that straddle both sides and the introduction of new elements of this use at key corners would help to repair this fissure and bring much needed life and passive surveillance.

Over decades, there has been significant investment in streetscape but elements of this need a refresh, 'declutter' and ongoing careful management to retain the quality and elegance as the city's iconic spine.

In the summer months, the introduction of pavement cafe

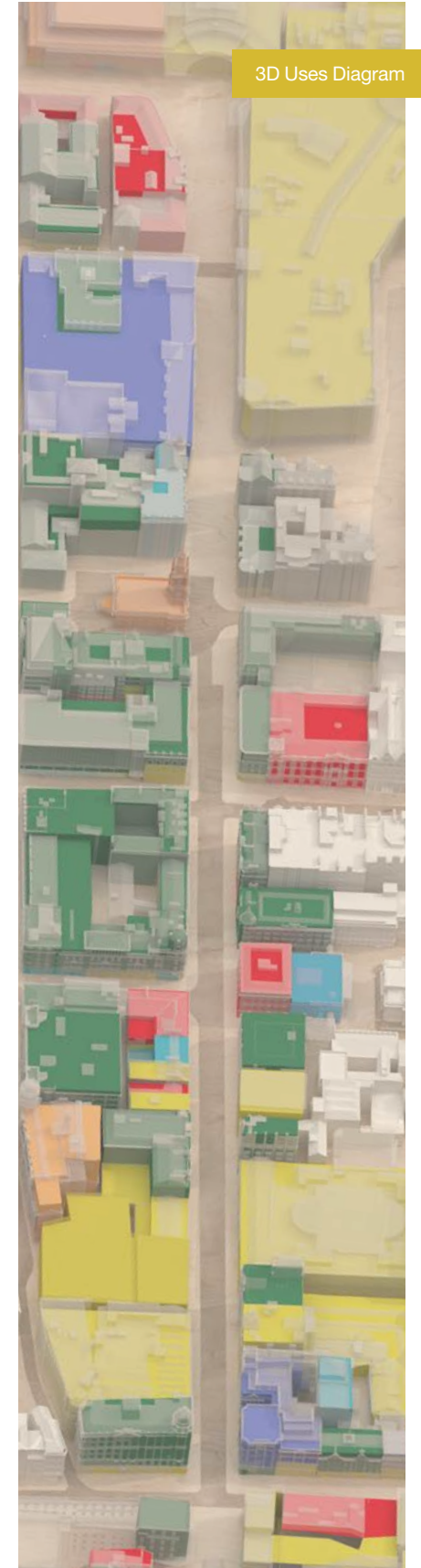
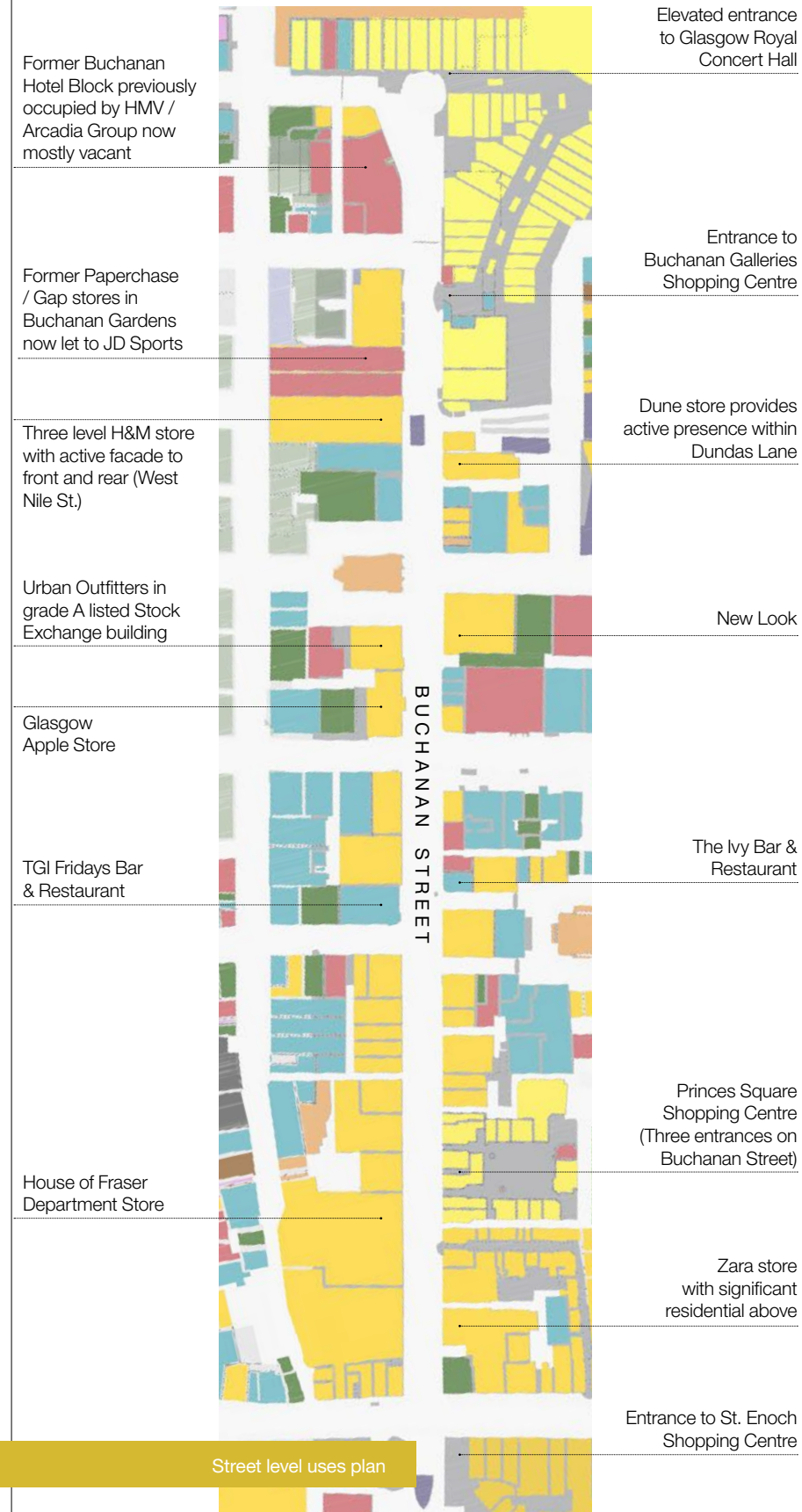
seating areas to the centre of the street operated by F&B units on the periphery bring life and vibrancy and the careful introduction through rigorous licensing of more permanent structured pavement cafe seating areas should be encouraged in appropriate locations.

Buchanan Street is the key north-south artery for pedestrian movement toward the riverside thanks to its connection to St. Enoch Square. The square, one of the most significant civic spaces in the city and home to one of its busiest underground stations is not fulfilling its potential thanks in no small part to the number of vacant units on its western side and a general lack of activity elsewhere.

The planned redevelopment of the St. Enoch Shopping centre will transform this space, providing more active frontages and east-west permeability, but until then more could be done to improve the square in terms of both activity and quality of space.



Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: teal;">■</span>	Governmental	<span style="color: lightgreen;">■</span>
Residential	<span style="color: blue;">■</span>	Healthcare	<span style="color: brown;">■</span>
Office / Commercial	<span style="color: green;">■</span>	Transport	<span style="color: purple;">■</span>
Hotel / B&B	<span style="color: pink;">■</span>	Vacant	<span style="color: red;">■</span>
		Focus Area	<span style="border: 1px solid orange; display: inline-block; width: 10px; height: 10px;"></span>



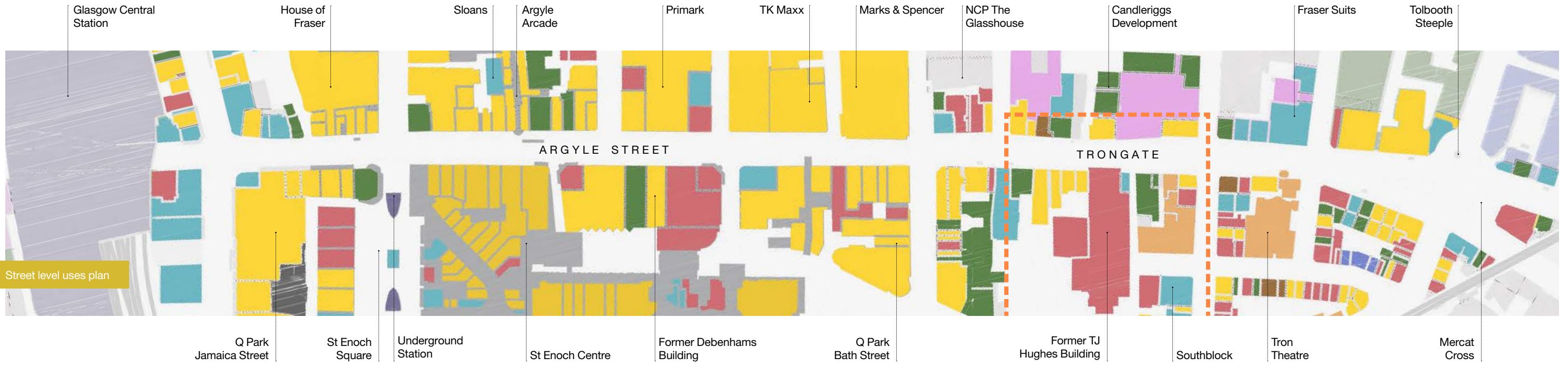


# The Golden Z: Argyle Street / Trongate

## Existing Uses In Focus



3D Uses Diagram



Street level uses plan

Argyle Street is still relatively healthy in retail terms from its junction with Buchanan Street in the west to the end of pedestrianisation at Glassford/Stockwell St.

Beyond this point, the number of vacant units and quality of the environment reduces considerably, primarily due to the lack of an 'anchor' to drive footfall following the relocation of TJ Hughes to the St. Enoch Centre. The development of Candleriggs Square however is

set to transform Trongate and it has already led to increased activity in leasings.

The street is also benefitting from the relocation of retailers from Buchanan Galleries; Next are soon to open a new flagship store in the ground floor of the former Debenhams building in a unit that has been vacant since the collapse of the Arcadia group in late 2020. The upper floors of this heritage asset are to be converted to class A

office space, further diversifying the offer and increasing footfall.

Adjacent to this building, the block to the southern edge of the street that contains the Bucks Head building is of poor quality and only 2 storeys in height, a massing borne out of the fixation of retail only development to only focus on ground and first floor space. This block also contains Argyle Street Station that is buried within its mass and is reached via a dark and unattractive 'tunnel' that

links Argyle and Osborne Street.

This section of the street will benefit from the introduction of The Avenues Streetscape improvements and presents an opportunity to raise density and quality in conjunction

- Retail
- F&B / Leisure
- Residential
- Office / Commercial

with creating better retail units on what is likely to remain a successful retail dominated street - at least up to M&S on Glassford Street.

The presence of a burgeoning creative community within the

- Culture / Community
- Governmental
- Healthcare
- Transport

Trongate / King Street area presents the opportunity for a more independent / experiential retail offer here, already demonstrated by the success of Sneaker Laundry on Trongate and Social Recluse on King Street.

- Hotel / B&B
- Vacant
- Focus Area



## Contributory Character Areas:

### 1. Ingram Street

#### Urban Context

Ingram Street acts as the main east-west route through the Merchant City, with strong connections to George Square, Queen Street and Argyle Street via its connecting perpendicular streets and spaces.

The vista west is impressively terminated by the neo classical, portico of the Gallery of Modern Art surrounded by the pedestrianised Royal Exchange Square - a hub of bars and restaurants within attractive heritage buildings.

The retail on Ingram Street benefits from traffic and the proximity of on-street parking and nearby multi



Arts & Culture



Commercial / Offices

storey car parks. The intensity of bus traffic can affect the quality of the environment but this is soon to be lessened thanks to the introduction of a new one way bus lane on Argyle Street. Overall, the street is too traffic dominated with narrow pavements and it would benefit from a measure of pavement widening for a better pedestrian experience. This would also permit restaurant and cafe 'spill-out' that would better activate the route and connection of the Merchant City to Buchanan St.

#### Character

Ingram Street is one of the most successful streets within the city centre and an exemplar for mixed use. It is home to a variety of F&B offers, either directly on the street (Mamasan, Mediterraneo) or in close proximity (Paesano, Spanish Butcher, Thundercat et al on Miller Street) residential (over retail), commercial and



Significant Heritage

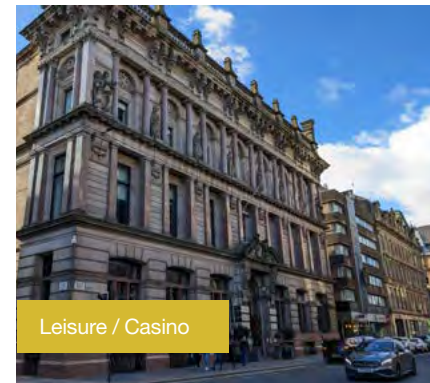


Residential

primarily high end retail. Originally stimulated by the development of the Italian Centre, there is now a successful concentration of designer fashion retailers on Ingram Street that together create a distinct concentration outside the traditional core retail area.

#### Quality of Urban Realm

The street itself benefits from high-quality paving, active frontages and a number of heritage assets, including the grade A listed former Hutchesons Hospital. Greenery is mostly absent however there are a number of tree lined pause-points with benches provided within pedestrian-friendly side roads along the route.



Leisure / Casino



High End Retail



“ Ingram Street is proving the place to be for luxury retailers. Its location, which sits between the affluent Merchant City and Buchanan Street, is emerging as Glasgow’s new upmarket destination for shoppers as the high end retail cluster and cost effective rents continue to attract and retain popular brands ”

John Menzies, Director, In Town Retail, Savills



Concentration of high end retail connecting to Buchanan Street via Royal Exchange Square



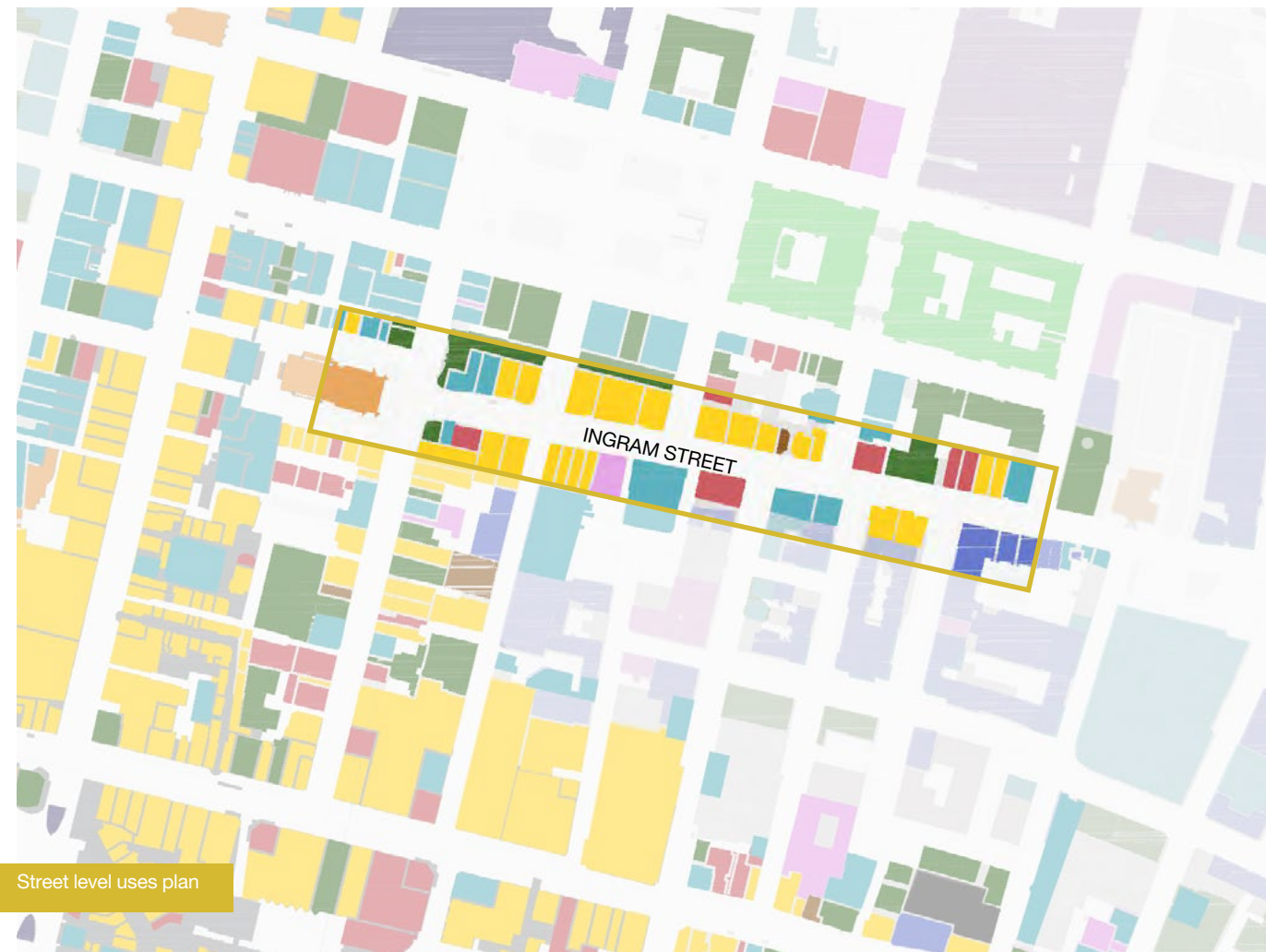
## Ingram Street Existing Uses

The west end of Ingram Street is home to many high-end retail and F&B offerings housed below luxury flats and offices.

There are a small number of vacant properties, the two key examples of which are the domed former Jigsaw unit that is directly linked

to and overlooked by a residential development, (perhaps preventing its use as an F&B unit) and the former Huchesons Hospital unit that had previously housed a restaurant that closed during the pandemic and has recently reopened as 1802 at Hutchison's Hall.

In terms of footfall, the street's good level of activity both day and evening is due to its proximity to the Merchant City's bars, restaurants and residential population together with the large student population on High Street.



Street level uses plan

Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: teal;">■</span>	Governmental	<span style="color: lightgreen;">■</span>
Residential	<span style="color: lightblue;">■</span>	Healthcare	<span style="color: brown;">■</span>
Office / Commercial	<span style="color: darkblue;">■</span>	Transport	<span style="color: darkgreen;">■</span>
Hotel / B&B	<span style="color: purple;">■</span>	Vacant	<span style="color: pink;">■</span>
	<span style="color: brown;">■</span>	Focus Area	<span style="color: orange;">□</span>

## Ingram Street Connection to the Golden 'Z'



Royal Bank Place



Exchange Place

Restricted connection to the Golden Z is provided via an impressive arch on Royal Exchange Square, meeting the popular Buchanan Street. High quality historic building stock offers a mixture of retail, leisure, and culture, though some remain vacant.

There is an opportunity to strengthen the connection through improved signage and wayfinding from Buchanan Street and increased building occupation to Buchanan Street and Royal Exchange Square.

### Recommendations

Ensure that the existing vibrant mix of uses on Ingram Street is maintained and enhanced

- Look to add further Leisure/F&B at key junction with Buchanan Street on Royal Bank and Exchange Places to build on success of Ivy and TGI Fridays,

- Activate vacant upper levels to southern edge of Royal Exchange Square

- Seek new uses to inhabit key vacant units within the street to add to its current vibrancy

Mirroring the Royal Bank Place, Exchange Place benefits and suffers from the same impacting factors as the adjacent connection to the Golden Z.

There is opportunity to improve the crossing of Ingram Street over Queen Street to reduce vehicle dominance and connection with the Golden Z through better pedestrian space, improved public realm and street inhabitation by cafes.

- The pedestrian area around GOMA is suffering from increasing intrusion by parked cars and vans (working on nearby construction and fit-outs) and is also becoming cluttered and blighted by on street bins and bin bags (often torn open by seagulls). There needs to be a review of policy

and enforcement to protect the quality of this space.

- Work with surrounding F&B businesses to develop a structured approach to outdoor seating and all year sheltered space which could be semi-permanent structures that are a more elegant and functional solution to the quality heritage environment than the existing ad hoc, disparate response.

- Generally increase F&B throughout space and and maximise contribution of GOMA as a cultural attraction.



## Contributory Character Areas: 2. Gordon Street / Union Street



### Urban Context

Immediately adjacent to Central Station within the City Centre, Gordon Street and Union Street are directly connected to the Golden Z and in turn to the city's retail, financial and riverfront districts.

Central Station and the adjacent taxi rank dominate the west end of Gordon Street, while Union Street, the principal north-south bus route within the city centre, suffers from pollution and antisocial behaviour.



At Risk Heritage Assets



Arts & Culture

### Character

Gordon Street, which is part pedestrianised where it meets Buchanan Street benefits from the flow of footfall to and from Central Station but this also brings with it an above average level of anti-social behaviour. The relatively strong F&B offer on and close to the street has recently been augmented with the arrival of Caffe Nero, although this has coincided with the imminent closure of their Union Street branch just round the corner.

The pavement cafe seating that takes over the pedestrianised section of the street in the summer months (and in the winter under the canopy of lights) transforms the street and the encouragement of a more permanent presence would improve the character of the street, bringing more active surveillance and in turn perhaps reducing the instances of anti-social behaviour.

Union Street is a casualty of the success of Buchanan Street that displaced it as the dominant north/south route. It is suffering from vacancies and underlets and is generally down at heel. This is not helped by the long running issues with the Egyptian Halls building, directly opposite the secondary entrance to Central Station, that



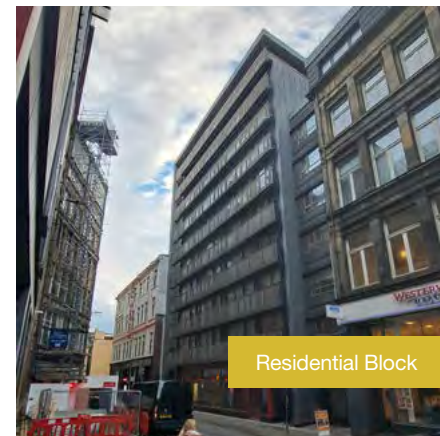
Main Train Station

has been covered in scaffolding for a number of years, blighting this section of the street and encouraging anti-social behaviour. Some of the issues are typical of a street adjoining a busy train station and this is made worse with the impact and intensity of buses and, while there has been some improvement, more needs to be done to widen pavements and improve the pedestrian experience. This could also include improving bus waiting areas and the introduction of greenery.

The biggest issue however in terms of anti social behaviour is its junction with Argyle Street, known as the '4 corners', a particular hot spot owing to its proximity to Central Station, the Hielanmans Umbrella (the undercroft element of Argyle Street where Central Station bridges over) and the presence of late night fast food units on all sides.



Multi-storey Car Park



Residential Block

### Quality of Urban Realm

The northern zone of the character area, particularly Gordon Street, benefits from high-quality paving, part pedestrianised streets, trees and planting, outdoor seating and active frontages.

The quality diminishes however moving south along Union Street,

where the paving to the station side of the street varies in surface finish and within Mitchell Street towards the connection to Argyle Street where the street narrows, pavements disappear completely and there is an extensive edge consisting of palisade fencing to a rear service yard to the back of the Union Street units.

Permeability between the two streets is limited and was reduced further by the closure of Union Court due to anti-social behaviour.

Generally there remains a conflict between traffic and pedestrians on Mitchell Street and the pedestrian experience and cafe / restaurant operation would benefit from being closed to traffic.



Map of character area in context demonstrating current connections to the Z



## Gordon Street / Union Street

### Existing Uses

The pedestrianised east end of Gordon Street provides many offices, shops, cafés and bars, catering to commuters arriving via the station and bus routes.

Union Street, despite its high-quality historic building stock, contains many under-let and vacant units / properties, the most notable being

the Grade A Listed Egyptian Halls on the east side of the street as evidenced in the map below. The vacancy rate (as seen on the plan below) is alarming and intervention is critical.

Numerous bars and restaurants are concentrated around Mitchell Street and Mitchell Lane, many

with residential accommodation above, contributing to the evening economy in the area. The Lighthouse, accessed via adjacent Mitchell lane, once a destination for arts and culture in the city, remains closed following the pandemic remains as a significant opportunity for a key attractor that can complement the Golden Z.



Street level uses plan

Retail		Culture / Community		Hotel / B&B	
F&B / Leisure		Governmental		Vacant	
Residential		Healthcare		Focus Area	
Office / Commercial		Transport			

## Gordon Street / Union Street

### Connection to the Golden 'Z'



Gordon Street

The connection to Buchanan Street is made via the pedestrianised section of the street, containing a number of high-quality buildings of key commercial and leisure uses.

There is an opportunity to prioritise pedestrian movement at the junction with Union Street, facilitating a greater connection between the character area and the Golden Z.

Support for further F&B units would complement the retail on Buchanan Street and activate the route to and from the station.

### Recommendations

Historically pollution levels have been poor on Union Street thanks to heavy use by buses and taxis and although this is being improved through the introduction of electric vehicles, the acceleration to all electric / hybrid would further improve the situation (the LEZ should assist with this).

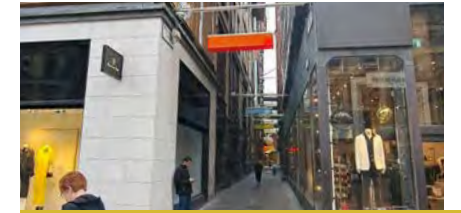


Union Street

The southern end of Union Street, towards its junction with Argyle Street, suffers from overcrowded bus stops, narrow pavements, and is blighted by the issues surrounding the '4 corners'.

Changes to the Hielanmans Umbrella (already being explored) will assist in improving the nature of this connection but more needs to be done. The future extension of the Avenues project to Argyle Street will also help to transform this important node, encouraging connection to the Golden Z via enhanced pedestrian and cyclist movement, and urban realm improvements.

Union Street has a number of complex issues and challenges that together need intense analysis to develop a response that will transform its fortunes. A successful response would likely include measures to enhance the pedestrian experience by widening the pavement and introducing greenery.



Mitchell Lane and Mitchell St

This lane forms one of the only active connections west from Buchanan Street and is home to some of the area's popular bars and restaurants. The Lane is an attractive, intimate scaled urban space that is suffering from being unkempt and intruded by bins. Collaboration with the businesses on the lane would help counter this. The reopening of the Lighthouse as a cultural/leisure attraction would greatly improve the quality and vibrancy of Mitchell Lane.

Future extension of the lane to allow direct access from Buchanan Street to Union Street would provide greater connection to the Golden Z.

Mitchell Street would benefit from improvements to support its role as a leisure hub working with Gordon Street to activate the route from / to Central Station and complementing the retail focus of Buchanan Street. The restriction of traffic and the repurposing of the multi-story car park (a concept developed later in this vision) would permit the introduction of greenery, street furniture, and bars and restaurants inhabitation of the street. There would require to be accompanied by a review and rationalisation of the fenced area of service yard to the south Mitchell Street in conjunction with owners and collaboration with House of Fraser who have ambitions to create active street frontage to their ownership on Mitchell Street.



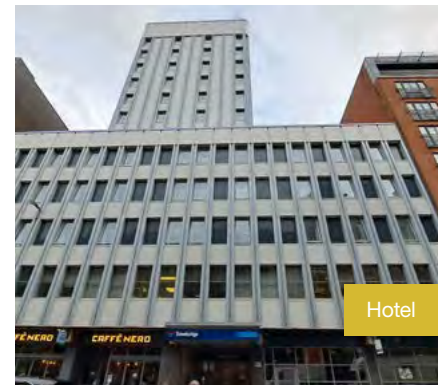
## Contributory Character Areas: 3. Queen Street South

### Urban Context

Queen Street is a major north-south thoroughfare for both vehicles and pedestrians within the city centre, linking Argyle Street to the south, with the civic, social, and retail hubs of George Square, Royal Exchange Square and Ingram Street to the North.

### Character

Queen Street has never been retail dominated but, like Ingram Street is a successfully mixed-use in nature, offering a number of speciality shops (including fashion), bars, eateries, hotel, residential and workplace.



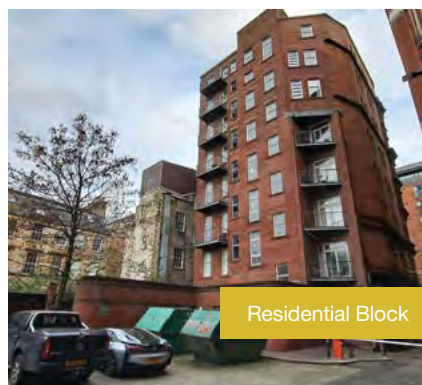
Hotel



Iconic Artwork



Bars & Nightlife

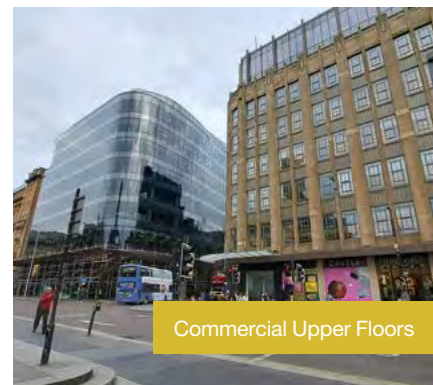


Residential Block

Building heights decrease to the southern junction with Argyle Street, where the former Debenhams building forms a significant vista closer. The lack of height here is inappropriate for such a significant junction with Argyle Street, one of the most significant streets in the city.



Arts & Culture



Commercial Upper Floors



Active Ground Floor



### Quality of Urban Realm

The street benefits from high-quality paving and active frontages, however on street parking limits pedestrian movement along the narrow pavements.

There are no pause-points, benches or greenery provided within this section of the street and there is limited space for outdoor seating for the numerous cafés and restaurants.



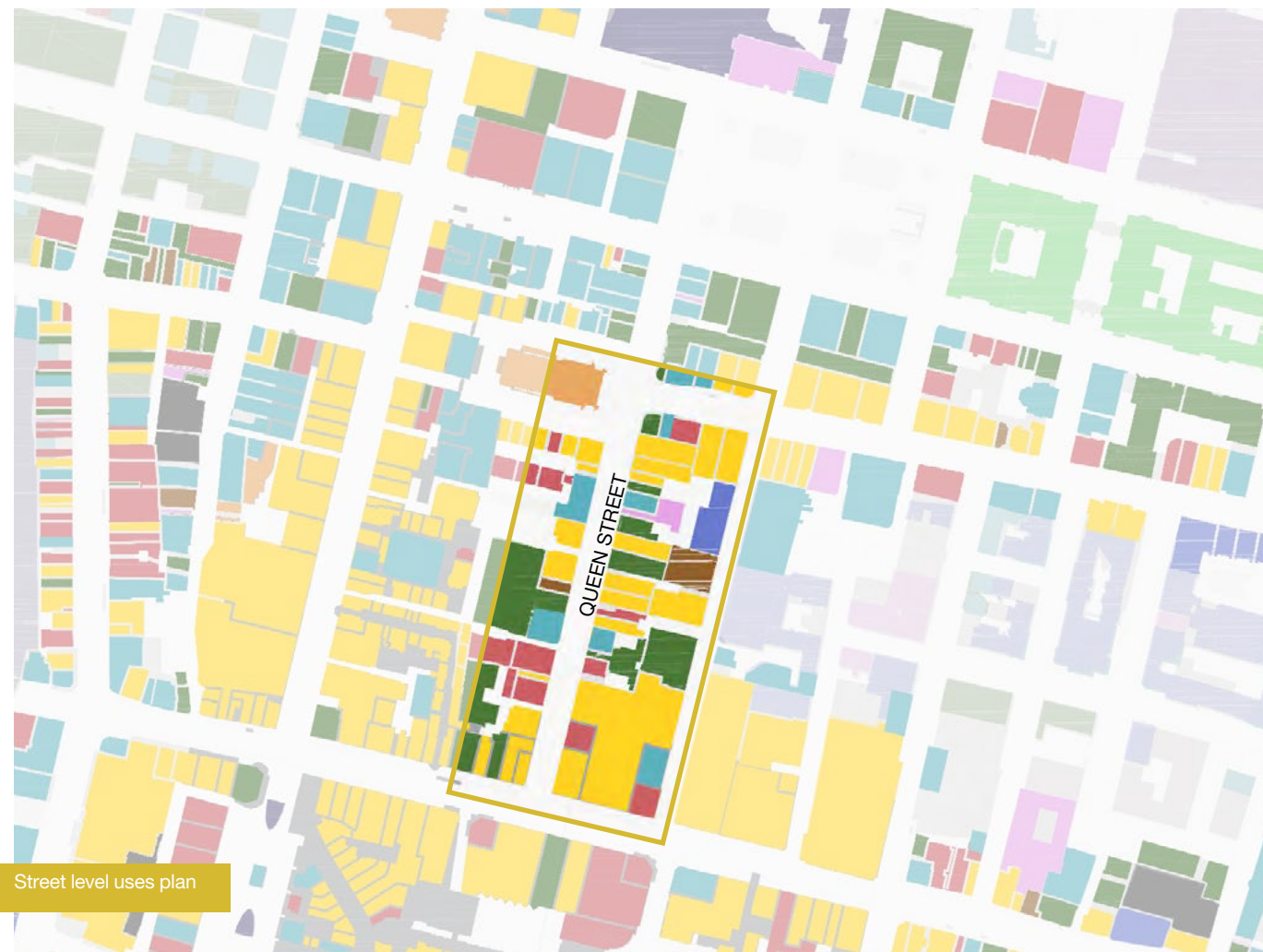
## Queen Street South Existing Uses

Located between the retail-focused Buchanan Street and leisure focused Merchant-City, the street caters to both typologies at ground level, with strong daytime and evening economies.

Upper floors house offices, residential, student accommodation

and hotels within a mix of modern, high-rise and heritage buildings.

Queen Street Station, a major city transport hub, terminates the northern end of the street, whilst the number of low-quality and vacant retail units increases towards its southern junction with Argyle Street.



Street level uses plan

Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: orange;">■</span>	Governmental	<span style="color: lightgreen;">■</span>
Residential	<span style="color: lightblue;">■</span>	Healthcare	<span style="color: darkgreen;">■</span>
Office / Commercial	<span style="color: darkblue;">■</span>	Transport	<span style="color: purple;">■</span>
Hotel / B&B	<span style="color: purple;">■</span>	Vacant	<span style="color: pink;">■</span>
		Focus Area	<span style="border: 1px solid orange; display: inline-block; width: 10px; height: 10px;"></span>

## Queen Street South Connection to the Golden 'Z'



Argyle Street

The southern end of Queen Street, towards its junction with Argyle Street, suffers from overcrowded bus stops, narrow pavements, and a lower quality/vacant commercial offer.

The new bus lane to Argyle street should alleviate much of the heavy traffic and this extension of the Avenues project will also bring enhanced pedestrian and cyclist movement. The new student residential proposals will also improve the current environment at this key node.

### Recommendations



Springfield Court and Lane

Springfield Court and its subsequent connected series of lanes and courtyards link Queen Street to Buchanan Street. While a number of shops, bars and restaurants address the lanes, the eastern end to the rear of the Princes Square shopping centre suffers from a lack of activity.

The court and lanes offer a weak connection between Queen St and the Z and there is tremendous opportunity to improve them and make them active positive spaces. A conceptual proposal for new leisure uses in Springfield court is developed in the Legible City section.

Increasing the retail and leisure offer within this area, in addition to improving wayfinding and signage, would strengthen the connection to the Golden Z (this is explored later in the the Responsible City Section).

Reduce number of traffic lanes / parking to permit the widening of pavements strategically at F&B units and allow the introduction of greening and pavement cafe seating

-

Densify to the southern end through the long term extension upwards (or replacement where necessary) of current low level buildings with

There is a lane incorporated in the Unite Student Residential development. This connects between Queen Street and Miller Street that, along with the very attractive Springfield court, can create a valuable pedestrian permeability through to the Merchant City. However, it is not clear that the Unite route is a public thoroughfare as it has the appearance of a temporary works access on a building site with painted ply (internal) doorsets at the entrances, poor lighting, low painted timber soffit and walls and cheap concrete flag stones.

ones of more appropriate scale and with active upper floors

-

Improve east-west connections, particularly the Unite Student route to Miller Street

-

Activate Springfield Court with new uses to maximise potential and increase Queen Street footfall



## Contributory Character Areas: 4. George Square

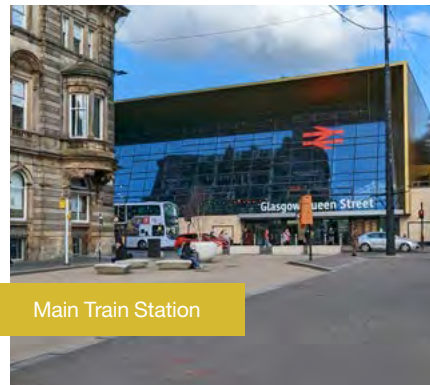
### Urban Context

The civic heart of the city, George Square, is dominated by the Grade A listed City Chambers to its eastern edge and is the principal public space within the city centre used for celebration, protest and events throughout the year.

The square is well served by strong transport links with Queen Street Station on its northern edge and a number of bus services running east-west through the space.

### Character

There are ongoing proposals for the redevelopment of George Square (outlined on the next pages).



Main Train Station

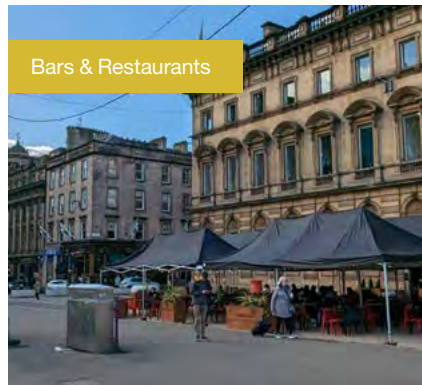


Governmental Buildings

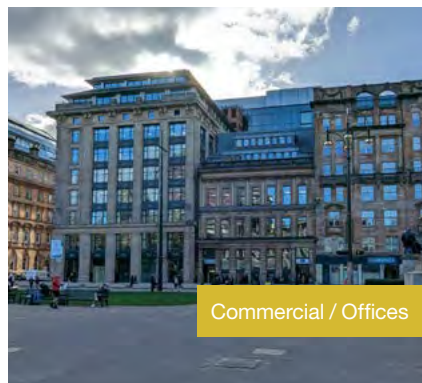
The surrounding edges have never been part of the retail offer however there has been an introduction of food and beverage over the years, the most recent examples being the Costa and Alchemist units within George House on the northern side of the square.

Recently, parking to all sides has been removed and pedestrianisation has been introduced to the east and west ends, affording space directly in front of the City Chambers (east) and space for external seating for The Counting House Pub and Elia Greek Restaurant (west).

The heritage façades to the western edge are of high quality but have limited opportunity for active frontage.



Bars & Restaurants

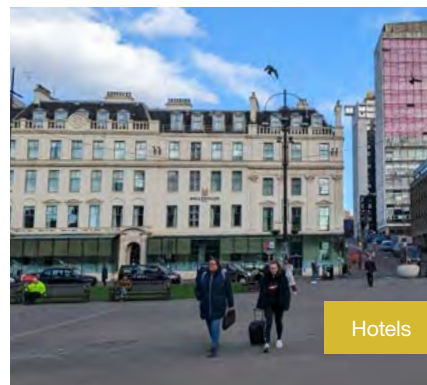


Commercial / Offices

The emerging Love Loan development will provide activity within the final element of the surrounding built edge.

### Quality of Urban Realm

Materials and finishes to the surrounding edges are of high quality and this, coupled with proposed transformation of the square itself should create a world class urban realm befitting the status of the square.



Hotels



Principal Bus Route



Love Loan Development





## George Square

### Transformative Proposals



George Square - Existing Condition

#### Key

- 1 Raised lawn with seating edges
- 2 Sheltered seating and benches
- 3 Water feature
- 4 Sensory gardens / informal play
- 5 Rain gardens
- 6 Cycle stands
- 7 Taxi rank / Blue Badge parking
- 8 New tree planting
- 9 Relocated statues
- 10 Space for art installations



The design for the eastern part of the Square responds to the formality of the City Chambers and of the Cenotaph and a further raised green area has been proposed in front of the Cenotaph.

The design for the western part of the Square introduces an area for cafés to spill out, as well as a generous paved area for events (which may include a water feature).

The redesign of George Square is being delivered alongside with the surrounding Avenues over two phases.

The first phase will see George Square, John Street, Hanover and Miller Street, a section of North Hanover Street and Cochrane Street commencing construction in 2025. The second phase of construction - at St Vincent Street, George Street, Dundas Street and Dundas Lane - will be completed in 2028.

George Square Proposals Looking East



George Square Proposals Looking East



George Square Proposals Looking West



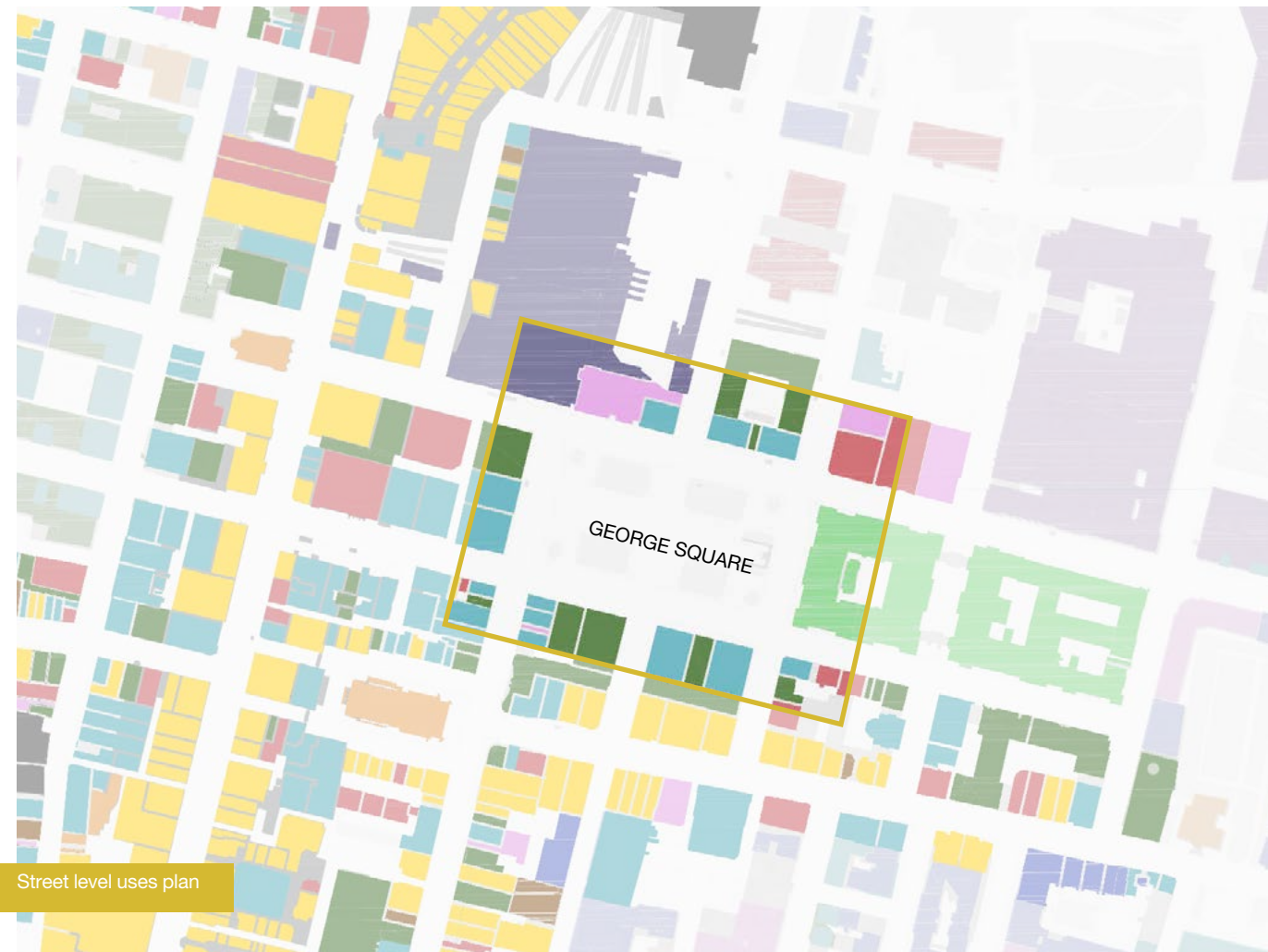
George Square Proposals Looking West



## George Square Existing Uses

The square is bounded by heritage buildings of predominantly municipal/commercial use, with bars and restaurants located on the ground floors along the southern and western edges with the Millennium Hotel and Queen Street Station dominating the northern edge.

The square is a key node for public transport, comprising of Queen Street Station, the adjacent bus routes and taxi rank to the north-west of the site, maintaining consistent footfall into the evening.



Street level uses plan

Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: lightblue;">■</span>	Governmental	<span style="color: lightgreen;">■</span>
Residential	<span style="color: darkblue;">■</span>	Healthcare	<span style="color: brown;">■</span>
Office / Commercial	<span style="color: green;">■</span>	Transport	<span style="color: purple;">■</span>
Hotel / B&B	<span style="color: pink;">■</span>	Vacant	<span style="color: red;">■</span>
		Focus Area	<span style="color: red; border: 1px solid red;">□</span>

## George Square Connection to the Golden 'Z'



George Street

Inactive façades dominate the connection to Buchanan Street while it's use as a primary bus route blocks views to St George's Tron Church on Nelson Mandela Place, a key vista from the Square.

The opportunity to increase active façades and pavement widths in this location would help strengthen connections with the Golden Z.



St. Vincent Place

Temporary measures have been implemented to increase pavement widths between George Square and Buchanan Street, allowing for additional external seating to the bars and restaurants along the route.

The opportunity to permanently increase these pavement widths with public realm improvements would allow for increased pedestrian connection to the Golden Z and maintain external activity along this route.

## Recommendations

Deliver the transformation of the space as outlined in the detailed proposals

- Implement the next phases of the Avenues Project that directly interact with the space to better connect it from an active travel perspective
- 

Encourage more leisure / F&B uses on George Street (Dale House, former NAG office building) as it connects with the square.



## Contributory Character Areas: 5. Riverside

### Urban Context

Stretching from the banks of the Clyde to the rear of the St Enoch Centre on Howard Street, this character zone is dominated by vehicular movement along Clyde Street and is home to 2 major multi storey car parks, the QPark that is part contained behind retained heritage facades and the St. Enoch Centre car park, whose external spiral access ramps dominate the streetscape.

The area has seen a number of developments in recent years with the construction of a number of new hotels, the Clayton and Virgin being



Public Art



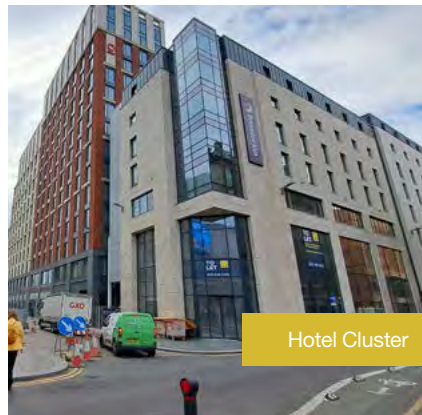
Buildings of Scale

the most prominent, increasing the height of the building line facing the river on Clyde Street.

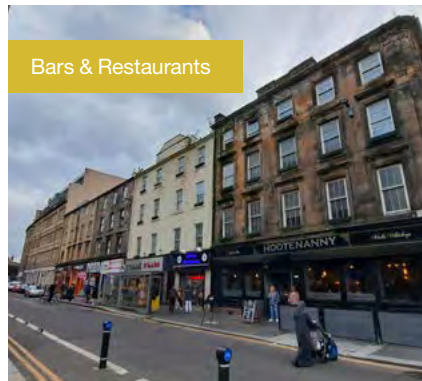
### Character

The area, although now seemingly dominated by hotels, also contains a number of buildings of mixed age, quality and typology, including the Grade A Listed St Andrews Cathedral and Custom House, now forming part of the Clayton Hotel.

Proposals released by the owners of the St Enoch Centre show a redevelopment that provides much needed north-south permeability to the river front fronted by a series of new buildings with active ground floor uses and a sizeable number of residential units above. Beyond these proposals, more hotels are planned along the river front.



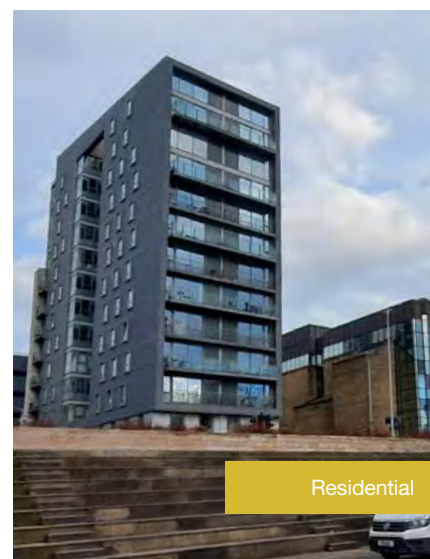
Hotel Cluster



Bars & Restaurants



Dedicated Pedestrian / Cycle Route



Residential



When added to the existing route via Howard Street / St Enoch Square, this increase in permeability, will be an important dynamic connecting into the 'Z'.

### Quality of Urban Realm

Clyde Street, a major vehicular artery within the city, reduces opportunity to connect to the riverfront. There are proposals in development however to transform this vital civic space and the connections to it.

Footfall is further discouraged by limited active frontages to many buildings and narrow pavements, an issue particularly prevalent in Fox and Howard Street to the rear.





## Riverside

### Existing Uses

The area is home to a variety of uses; hotels, serviced apartments, backpacker hostels and residential populate the riverfront alongside St. Andrews Cathedral, the primary heritage asset.

Commercial units with residential properties above provide active

ground floors to the northern end of the zone towards St Enoch Square, however these blocks reduce in quality and occupancy moving east giving way to car parks and service roads, reducing activity and footfall leading to increasing antisocial behaviour. The streets between Clyde Street and the St Enoch Centre have

stretches of inactive frontage and little inhabitation that compounds these issues.

St Enoch Underground Station and bus routes to Stockwell and Jamaica Streets provide public transport links to the area.



Street level uses plan

Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: orange;">■</span>	Governmental	<span style="color: lightgreen;">■</span>
Residential	<span style="color: lightblue;">■</span>	Healthcare	<span style="color: brown;">■</span>
Office / Commercial	<span style="color: darkblue;">■</span>	Transport	<span style="color: darkgreen;">■</span>
Hotel / B&B	<span style="color: purple;">■</span>	Vacant	<span style="color: pink;">■</span>
		Focus Area	<span style="color: orange; border: 1px solid orange;">□</span>

## Riverside

### Connection to the Golden 'Z'



St Enoch Square

Connection to the Golden Z via St Enoch Square will be enhanced through future extension of the Avenues project to Argyle Street and the redevelopment of the St Enoch Centre, providing enhanced pedestrian and cyclist movement and urban realm improvements.

GCC should work in partnership with The St Enoch owners to ensure the redevelopment of the area includes a comprehensive upgrade of the whole square to become a world class public space reinforcing the Golden Z's connection to the waterfront.

### Recommendations



Stockwell Street

Connection to the Golden Z via the junction of Stockwell and Argyle Street is restricted due to its heavy traffic and narrow pavements to the southern end of the street, which is dominated by overcrowded bus stops and surrounded by lower quality commercial offers.

There is an opportunity to prioritise pedestrian movement at the junction, facilitating a greater connection between the character area and the Golden Z.

The future extension of the Avenues project to Argyle Street and redevelopment of the adjacent King Street Car Park and St Enoch Centre would enhance this connection further.

Work with St Enoch owners and other interests to ensure St Enoch Square is upgraded.

- Explore the reduction in traffic lanes to Clyde Street, providing localised pick up / drop off bays to the hotels to maximise the available south facing urban realm

- Develop and implement The River Park proposals to transform the



Jamaica Street

Jamaica Street is dominated by bus traffic and is anchored to Argyle St by the substantially vacant former Arnotts Department store.

riverside / Custom House Quay into a world class greenspace for the city

Create pedestrian priority crossing points to the riverfront

- Develop strategy for vacant / under let ground floor spaces that line the north /south streets connecting to the river.



## Contributory Character Areas: 6. Renfrew Street

### Urban Context

One street north of the pedestrianised zone of Sauchiehall Street, this section of Renfrew Street connects at its western end with the GSA area of focus and to the east with the Royal Conservatoire and Pavilion Theatre.

The area however suffers from a lack of ground floor activation due to many inward-looking buildings and service entrances, including the theatre and RCS.

It is disconnected from Sauchiehall Street due to the impermeable nature of the block however this may change should the new student



Education & Arts



High-Rise Residential

residential proposals for the former M&S site advance as the layout incorporates a new public lane to mimic the historic Wellington Arcade that was lost when the original M&S building was constructed.

### Character

In essence, Renfrew Street is historically the back end or service road of the previously buoyant retail on Sauchiehall Street.

In recent years there were proposals for an 'Avenue of the Arts' that builds on the proximity of the GSA campus, Conservatoire, GFT and the Pavilion and Royal Theatres on Hope Street.

Beyond that there is a connection to The Royal Concert Hall and the RNSO headquarters. It is not the retail core but, the future success and attraction of this parallel route is



Independent Cinema

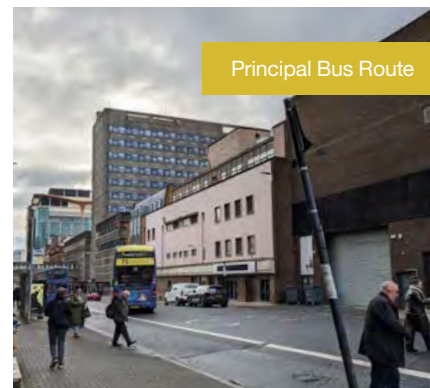


Theatre District

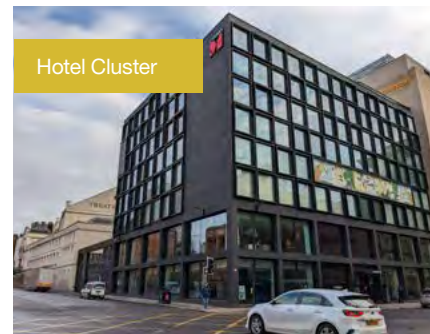
intrinsically linked with the success of Sauchiehall Street and interacts with 2 of the Focus Areas (GSA and Victoria's).



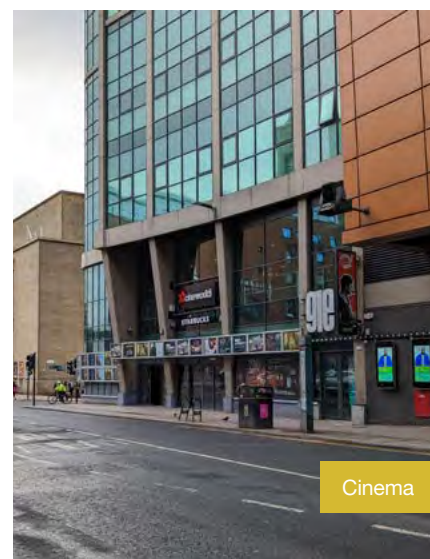
Pedestrian Bridge



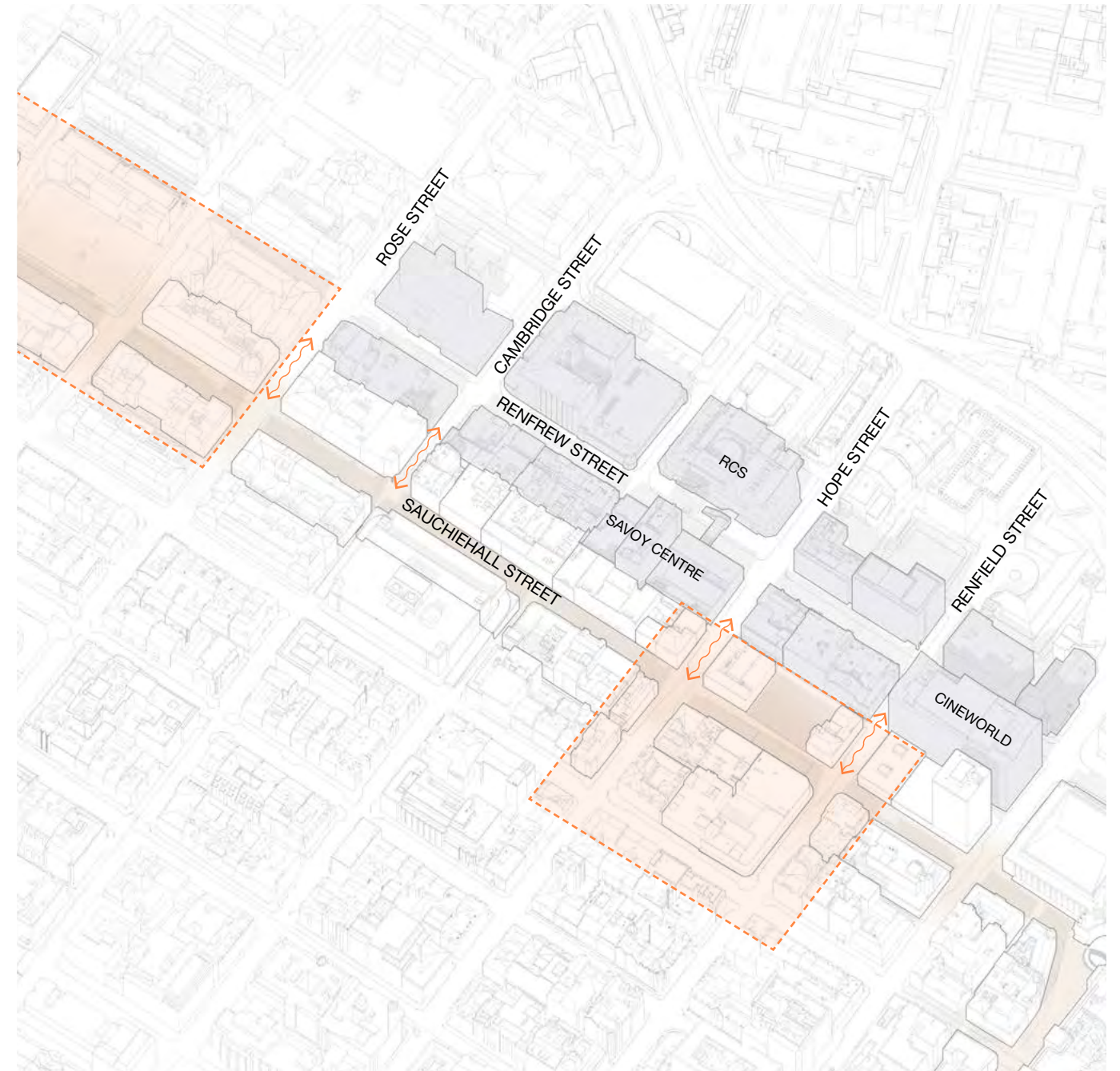
Principal Bus Route



Hotel Cluster



Cinema



### Quality of Urban Realm

The urban realm is of low quality when compared to Sauchiehall Street, with narrow pavements interrupted by service accesses, lengthy extents of inactive frontage and a volume of vehicular traffic adding up to an unpleasant pedestrian experience, further

exacerbated by the presence of the footbridge over to the Savoy Centre that interrupts the long views along the street.

The street widens at the RCS entrance which is an opportunity to create a positive and useful urban place but is currently barren

and unactivated to the west and intruded by covered cycle parking to the east (adjacent to the entrance steps). The bridge over the street has a significant negative impact on the appeal of this space. Previous proposals to demolish the bridge would significantly improve the street.



## Renfrew Street

### Existing Uses

The RCS sits at the heart of the area on the northern side of the street and is surrounded by large Hotels (Doubletree, Maldron and Citizen M).

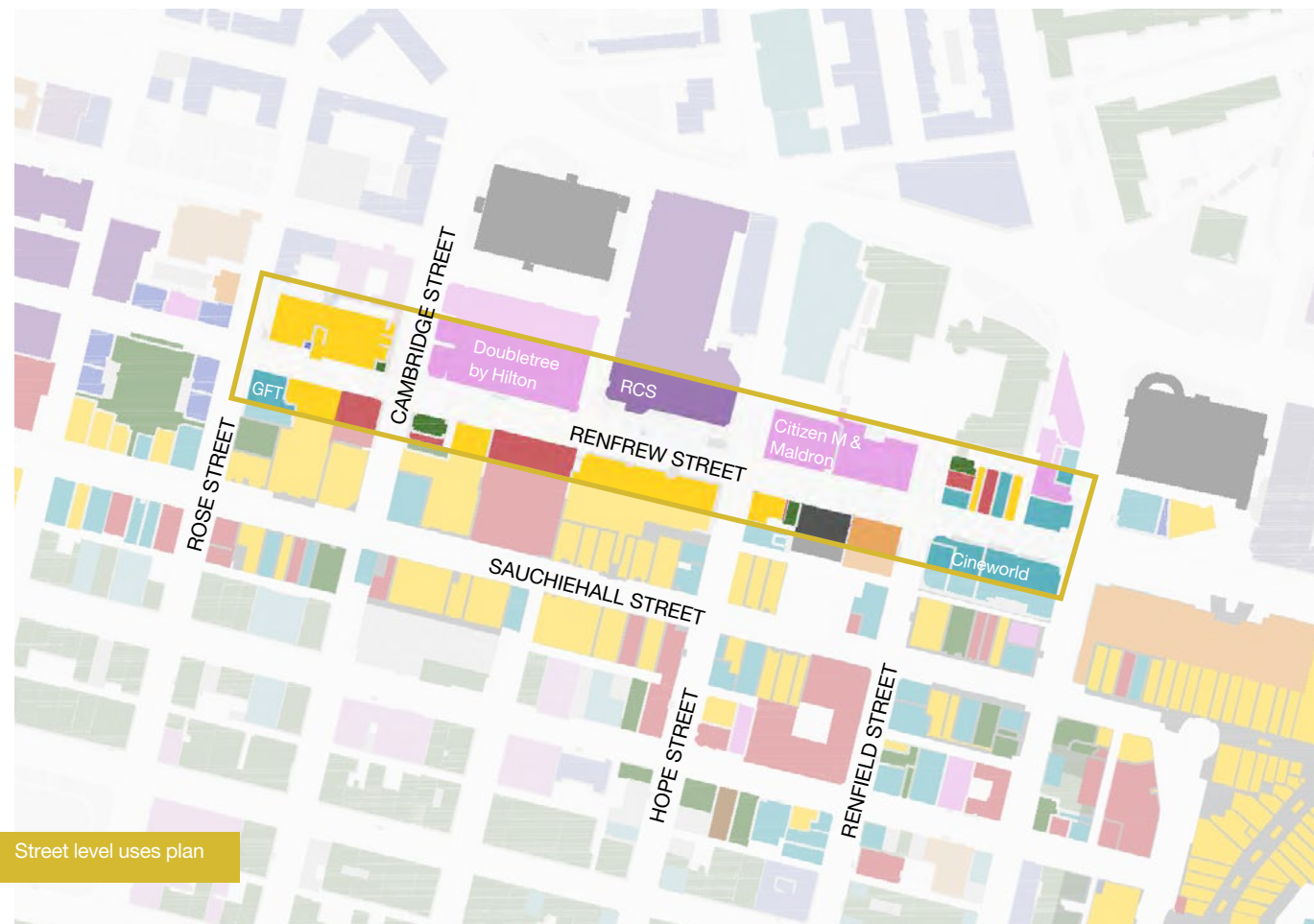
There is a concentration of creative uses / organisations and the opportunity to work in tandem with Sauchiehall Street to reinforce the creative identity of the west end of the Golden Z.

The southern side is bookended by the GFT cinema to the west and the Cineworld Multiplex cinema with its Bars and comedy club to the west.

The remainder of the southern edge is occupied by the Pavilion Theatre, BT Telephone exchange and the rear of the large Sauchiehall Street retail units, all presenting blank frontage. Only small corner units and the

entrances to the Savoy Centre and Clockwork co-work space in Savoy Tower provide any activation. The market within the Savoy Centre is far from vibrant and offers little activity to the street.

Proposals have been lodged for a new serviced apartment tower to the rear of the former Littlewoods unit at the junction with Cambridge Street.



Street level uses plan

Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: lightblue;">■</span>	Governmental	<span style="color: green;">■</span>
Residential	<span style="color: darkblue;">■</span>	Healthcare	<span style="color: brown;">■</span>
Office / Commercial	<span style="color: green;">■</span>	Transport	<span style="color: purple;">■</span>
Hotel / B&B	<span style="color: pink;">■</span>	Vacant	<span style="color: red;">■</span>
		Focus Area	<span style="border: 1px solid orange; display: inline-block; width: 10px; height: 10px;"></span>

## Renfrew Street

### Connection to the Golden 'Z'



Rose Street

Strong connection to the Z, meeting at the end of the first phase of the Avenues. High quality historic building stock offering a mixture of leisure, retail and residential.

Opportunity to strengthen connection by extending quality paving up to the GFT.



Cambridge Street

Joins the Z at the main pedestrianised section of Sauchiehall Street. Some high quality but underused historic buildings towards Sauchiehall Street. This will form the next phase of the Avenues Project, transforming the public realm and strengthening connectivity



Hope Street

This busy northbound bus route provides a poor connection to Sauchiehall Street with narrow and damaged pavements, cluttered with fixed obstacles. Generally high-quality buildings but with mainly inactive façades.

Opportunity to improve paving and de-clutter to improve pedestrian connections.



Renfield Street

The bus route creates obstacles for movement across the street. There is limited space in front of the Pavilion for theatre crowds.

Poor quality pavements and generally inactive façades. High quality historic buildings on the West side of the street.

Opportunity to extend paving at Pavilion and improve urban realm.

### Recommendations

Strengthen connections to Sauchiehall Street through the introduction of permeable routes through any repurposed or redeveloped vacant retail assets

- 

Improve the streetscape through the addition of high quality textures and finishes

- 

Consider the reduction in the number of traffic lanes to provide wider pedestrian pavements to both sides of the streets with priority being to give the existing cultural venues a better setting and greater accessibility.

- 

Implement traffic calming at key junctions with Theatre Royal / RCS and hotels to provide better pedestrian connection to the Z.

Look for opportunities to work with owners to create street level activation.

- 

Connect the cultural institutions to foster collaboration and make their presence in the locale more visible, connected and accessible.

- 

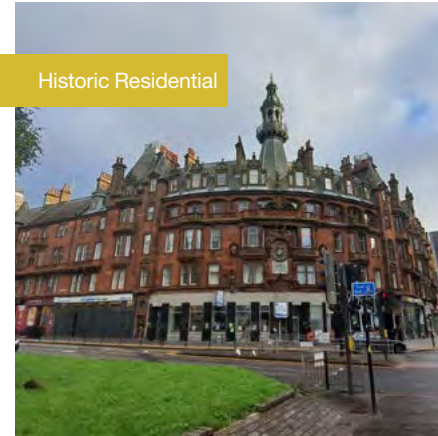
Demolish bridge at RCS and create a quality urban space along frontage.



## Contributory Character Areas: 7. Sauchiehall Street towards Charing Cross

### Urban Context

Since the construction of the M8 motorway, Sauchiehall Street has acted as a main artery between the city centre and the west end. Key buildings include the CCA, housed in the Category A Listed Grecian Chambers, and the B Listed Beresford Hotel. Charing Cross Railway Station is located one street away on Bath Street but is hidden in the depth of a 1960's office development and feels unsafe at night.



Historic Residential



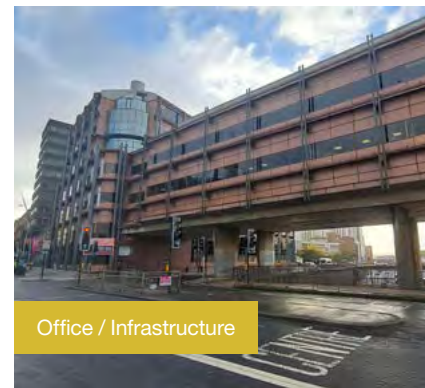
Healthcare & Education

### Character

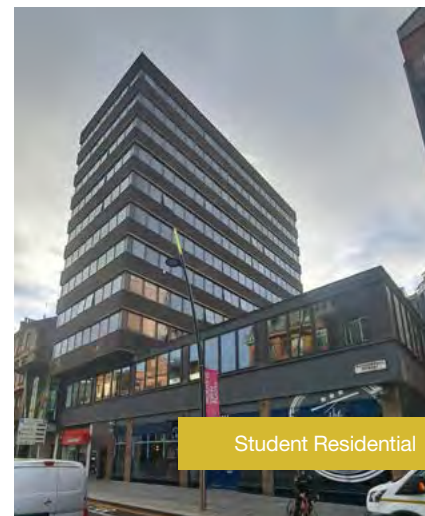
Historically not part of the retail core this is a distinct character area that is popular with a younger demographic and dominated by pubs, clubs and eateries and, more recently has benefitted from the Avenues Project planting and urban realm improvements.

The gap site where the Bank of Pakistan once stood has been vacant for a considerable period of time although proposals have recently been brought forward for a block of serviced apartments with active ground floor uses.

The success of Sauchiehall Street is intrinsically linked to regeneration around the GSA and ABC, as the series of fires has blighted the area



Office / Infrastructure



Student Residential



weakening its connection with the stretch of Sauchiehall Street within the Z.

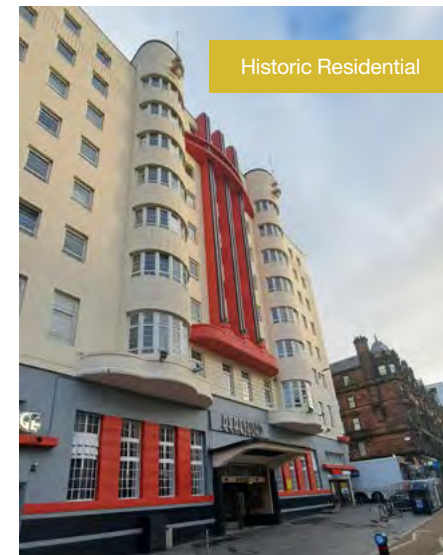
The flourishing evening economy when paired with the gap sites, dark lanes and vacancies at street level brings considerable anti-social behavioural issues as recently outlined as part of the Wise Women guided walk.



Commercial Ground Floors



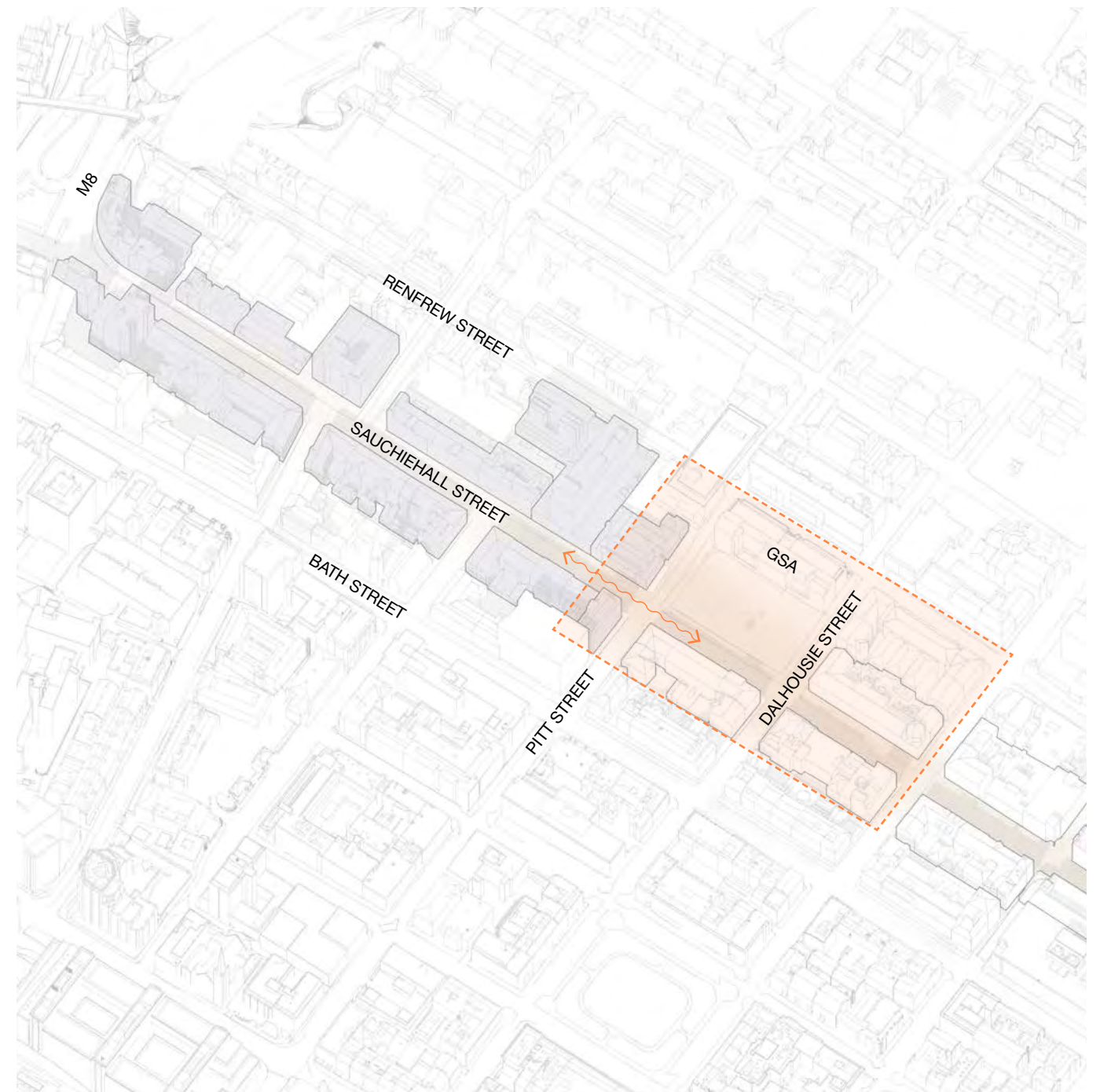
Arts & Culture



Historic Residential

### Quality of Urban Realm

The area was the first in the city to benefit from the Avenues Project, with enhanced urban realm, dedicated active travel routes and pause points with outdoor seating and trees, greatly improving the streetscape.





## Sauchiehall Street towards Charing Cross

### Existing Uses

The street is home to a variety of uses, including leisure, arts and culture in the shape of the CCA, and healthcare / education thanks to the Dental Hospital and School that straddles both this street and Renfrew Street to the rear but provides little in the way of active frontage to either.

There are a number of residential properties at the upper levels toward Charing Cross and a significant number of student residential developments either on the street itself or in close proximity, fuelling the burgeoning evening economy.

At street level there are still a number of vacant properties of scale, particularly the former RBS branch at the junction with Elmbank Street.

Transport is provided via numerous bus routes and taxi ranks along the street and the aforementioned Charing Cross Station.



Street level uses plan

Retail	Yellow square	Culture / Community	Orange square
F&B / Leisure	Blue square	Governmental	Green square
Residential	Dark blue square	Healthcare	Brown square
Office / Commercial	Green square	Transport	Dark purple square
Hotel / B&B	Pink square	Vacant	Red square
		Focus Area	Yellow square with orange border

## Sauchiehall Street towards Charing Cross

### Connection to the Golden 'Z'



Sauchiehall Street

Whilst the area has benefited greatly from the redevelopment of the urban realm in recent years, the eastern extension of the Avenues Project along Sauchiehall Street will facilitate a greater connection to the Golden Z via enhanced pedestrian and cycle movement, and further urban realm improvements.



### Recommendations

Improve connectivity, wayfinding, lighting and safety to and around Charing Cross Station

- 
- Consider the introduction of dedicated evening ambassadors to alleviate anti-social behaviour and improve safety
- 

Improve lighting and activity within lane network to south of Sauchiehall Street

- 
- Encourage existing and new cultural and creative activities alongside independent retail to contribute to a redefined character of Sauchiehall Street.



## Contributory Character Areas: 8. Trongate / King Street / Candleriggs



### Urban Context

This area is located on the eastern edge of the Golden Z and with Trongate is one of the key links to the east end of the city through Glasgow Cross, denoted by the historic Tolbooth Steeple and Mercat Cross. It also forms a 'bridge' between the merchant city to the north and the riverside character area to the south.

### Character

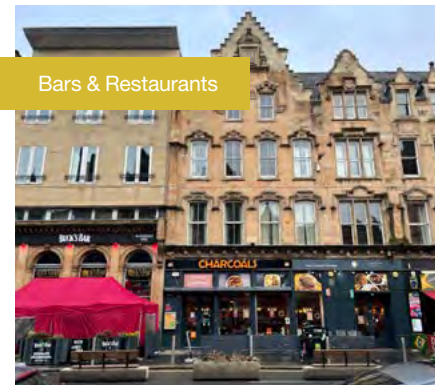
The area has a high concentration of heritage assets and traditional tenemental properties and as such is one of the few residential pockets within the wider city centre.

The area has a strong cultural and creative leaning thanks to the presence of Trongate 103, Wasps at South Block, The Modern Institute and a number of independent retailers, mainly focused around King Street / Parnie Street. Post pandemic, King Street has suffered with a number of businesses and F&B units closing. The main entrance to the Tron Theatre (on the Trongate) is not in use, canopied and, due to lack of activity, has been identified as an anti-social behaviour hot spot.

The southern side of Trongate contains a number of dilapidated and vacant buildings, however the ongoing Candleriggs Square development to the north is delivering a mixed-use scheme consisting of homes, offices, hotels, restaurants and local amenities with permeable streets and spaces. This may be joined in the near future by a mixed use scheme of similar scale

and ambition on the King Street Car Park site to the southern edge of the area on Osborne Street.

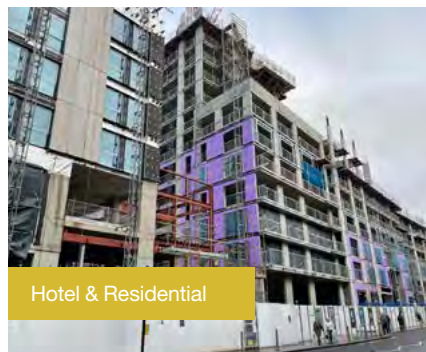
The former TJ Hughes building interrupts the established urban grain and provides no positive aspect to either Old or New Wynds that travel north-south between Trongate and Osborne Street. This is explored in greater detail later in the Areas of Focus section.



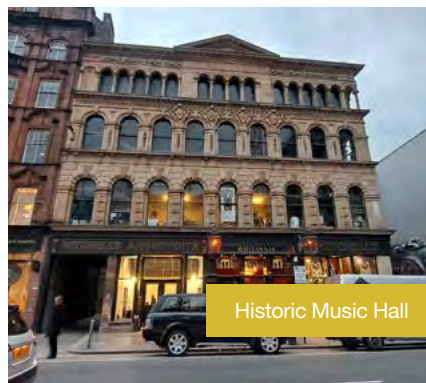
Bars & Restaurants



Historic Monument



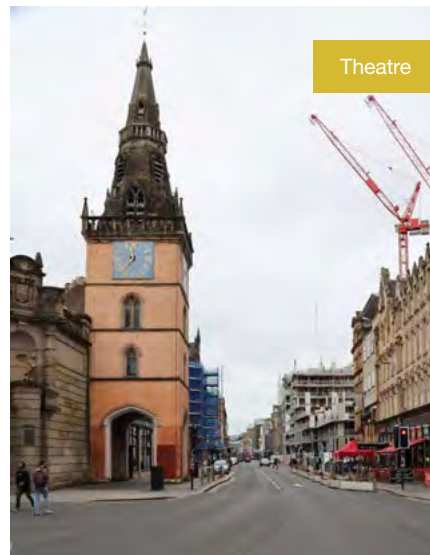
Hotel & Residential



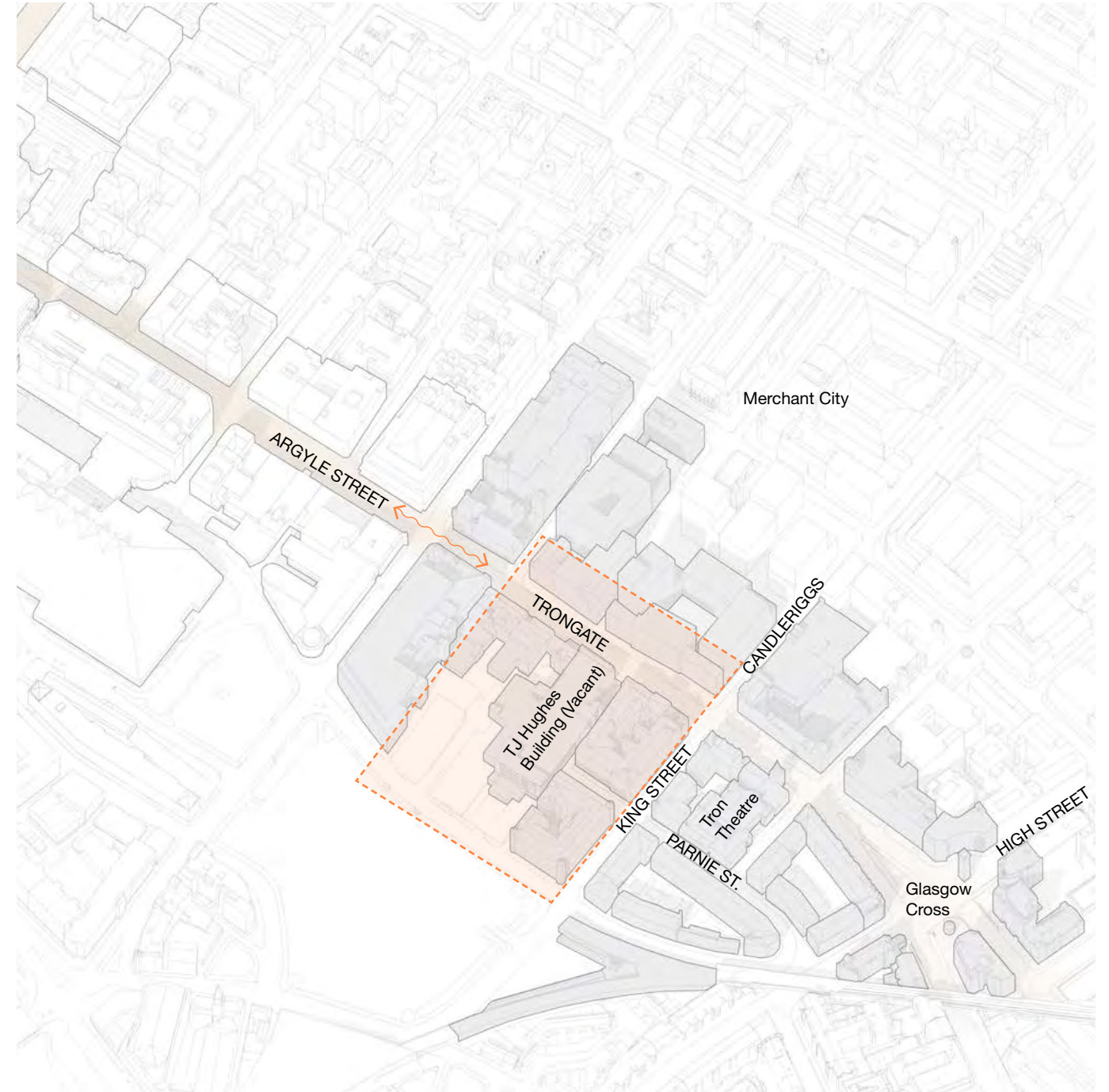
Historic Music Hall



Arts & Culture



Theatre



### Quality of Urban Realm

There are high quality finishes on the key routes within the character area but a lack of benches or greenery. There is the potential for a great deal of ground floor activation however there are currently a number of vacant units.

The north-south wynds, key connectors within the area vary in the quality of their finishes and environment but are both narrow and flanked by blank and inactive facades. The deep pend connecting Old Wynd to Trongate is particularly problematic, plagued by anti-

social behaviour and in need of transformation.



## Trongate / King Street / Candleriggs

### Existing Uses

The area contains a high number of vacant properties, the most notable being the former TJ Hughes unit and the adjacent upper levels over the under-let retail space.

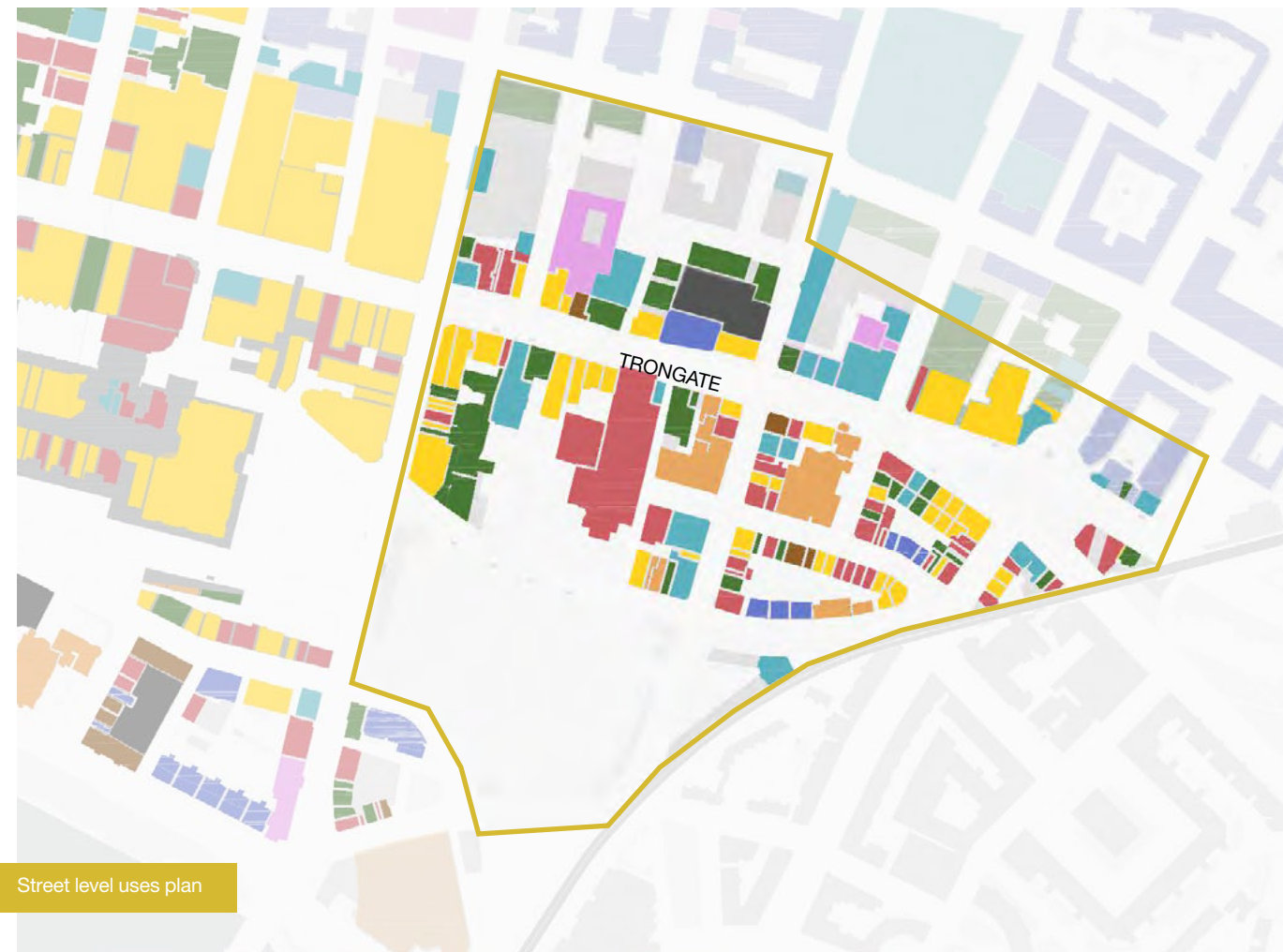
There are an increasing number of vacant units within King Street and Chisolm Street, primarily beneath

residential, demonstrating a clear decline in the areas fortunes post pandemic.

Culture and creativity are represented by the Tron Theatre, The Panopticon music hall, Trongate 103, nearby Briggait Artist Studios and South

Block, home to a large number of creative businesses.

Elsewhere there are a number of successful independent retailers and a cluster of bars and eateries on Trongate and at the southern end of King Street.



Street level uses plan

Retail	<span style="color: yellow;">■</span>	Culture / Community	<span style="color: orange;">■</span>
F&B / Leisure	<span style="color: lightblue;">■</span>	Governmental	<span style="color: green;">■</span>
Residential	<span style="color: blue;">■</span>	Healthcare	<span style="color: brown;">■</span>
Office / Commercial	<span style="color: darkgreen;">■</span>	Transport	<span style="color: purple;">■</span>
Hotel / B&B	<span style="color: pink;">■</span>	Vacant	<span style="color: red;">■</span>
		Focus Area	<span style="color: orange; border: 1px solid orange;">□</span>

## Trongate / King Street / Candleriggs

### Connection to the Golden 'Z'



Stockwell Street / Glassford Street



King Street / Parnie Street

Connection to the Z via the junction of Stockwell Street, Glassford Street, Argyle Street and Trongate is restricted due to its heavy traffic and narrow pavements, particularly to Stockwell Street which has a number of overcrowded bus stops and street signage and furniture.

There is an opportunity to prioritise pedestrian movement at the junction, facilitating a greater connection between the character area and the Z. The future extension of the Avenues project along Argyle Street / Trongate will bring further enhancements in pedestrian and cycle movement, and in the quality of the urban realm.

### Recommendations

- Repair the urban grain by reconnecting Parnie Street to Old Wynd
- Use the Trongate South focus area to reinforce connections north to Merchant City and south to the river
- 

- Ensure affordable space for independent businesses and creatives / artists / makers
- Reactivate Tron Theatre entrance on Trongate.
- Support/encourage the development of independent businesses, galleries and reinforce creative industries.





## resilient retail

There is a national reduction in demand for large area retail and department stores and a need to adapt space to the right level for a re-energised and diversified urban centre with the right-sized units supporting the increasing trend for independent, artisanal traders. Along with the movement of 'de-malling' it is important to ensure retail faces street edges and not inward facing or buried deep in an urban block.

**The overall requirement for retail floorspace has dramatically reduced, largely due to a contraction in department stores of which Glasgow had many.**

However, Glasgow's traditional retail core is still the location of choice for most and its composition is evolving to include high end, independents, experiential and showrooming models.

Outward facing and interspersed with complementary vibrant uses (e.g. F&B), a healthy future Z can return.

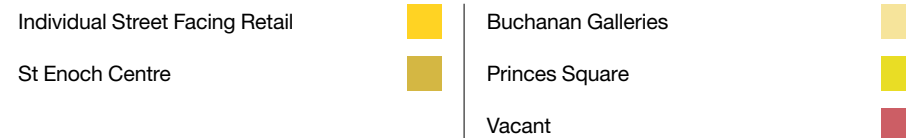
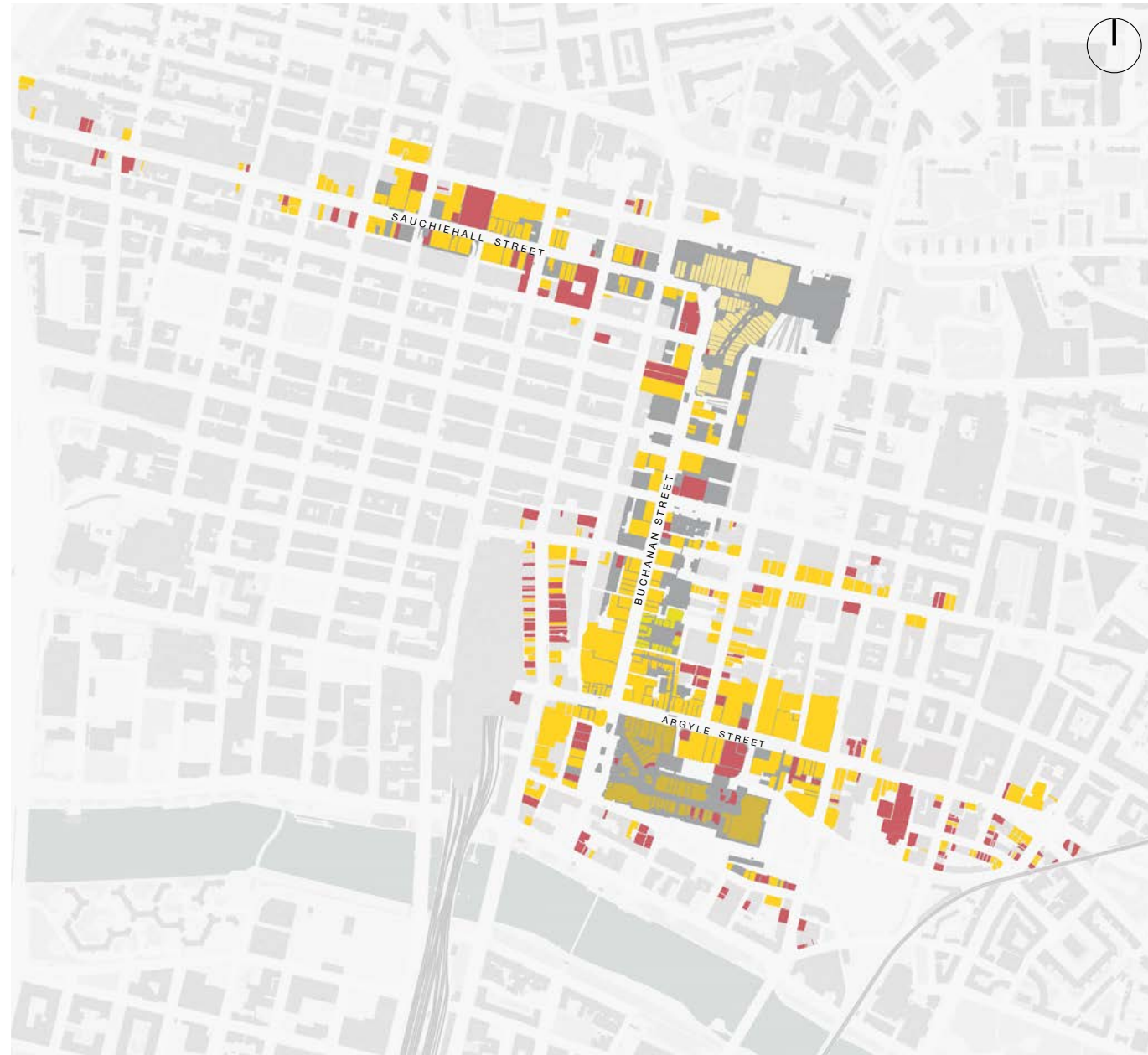


A key consideration in protecting the hierarchy of the streets is ensuring that parallel streets to our three great streets complement rather than compete. This is important; we need to consolidate activity where it will have the greatest contribution to the whole experience of the city centre and the streets of the Z.





**Retail on the Z:**  
The Current Picture



**Glasgow City Centre has a comparison retail turnover of £989.8m**

**Glasgow City Council report by Stantec**  
Retail and Commercial Leisure Capacity Study

**This report sought to explore future floorspace capacity issues for the retail and commercial leisure sectors within the city centre, given changes within the sector and taking account of current consumer trends.**

The report first highlights key market and economic trends:

- Most developers are building less retail floorspace, in line with reducing operator demand
- Existing retail floorspace is being converted into alternative uses and the COVID-19 pandemic has accelerated a number of trends within the retail and leisure markets
- Brexit-related uncertainty remains in some parts of the economy and the ongoing Russia-Ukraine conflict has resulted in high inflation, low growth and supply chain disruptions
- The cost-of-living crisis has had a negative impact on retail sales
- The retail market has experienced a significant decrease in rents although there are signs that rents in some stronger locations are stabilising
- There has been a significant reduction in average weekly household spending across all leisure sub-sectors (a result of repeated lockdowns)

Overall, the report considers Glasgow City Centre to be a healthy centre when measured against key indicators. The vacancy rate is significantly above the UK average for all centres and the report recommends that GCC should continue to monitor the centre's vacancy rate carefully.

Taking account of the emerging proposals to redevelop both Buchanan Galleries and the St. Enoch Centre the report recommends that careful consideration should be given to the best means of ensuring the future presence of key footfall attractors at either end of Buchanan Street.

The results from a household telephone survey to identify current patterns of retail and leisure spending by residents within the defined study area reveals that Glasgow City Centre has a comparison retail turnover of £989.8m (a market share of 15.5 per cent) across its large regional catchment, greater within the Glasgow boundary.

An oversupply of retail floorspace across the regional catchment is identified. However, the importance of Glasgow city centre as the prime location in retaining an attractive and good quality retail floorspace offer is highlighted.

The report makes a number of more general recommendations including:

- Support for the GCC's promotion of residential conversions
- Incentivising the conversion of vacant upper floor units into residential accommodation to support the Council's aspiration to double the City Centre's population to 40,000 by 2035
- Policy changes to support greater flexibility and diversity of uses, place quality improvements to public realm to increase attractiveness of the centre as a place to dwell

The report advises that careful consideration should be afforded to the most appropriate mix of uses at Buchanan Galleries and, in any event, there should be a sizeable retail component together with complementary uses.





## Future Health of Retail

### Diversify the Offer: Introduce Experiential / Blended / Artisanal / Specialist

**Glasgow, much like other cities in the UK, can no longer rely on established national chains to occupy the majority of the available retail space within the Z.**

There is encouragement in the buoyancy of Buchanan Street which still demonstrates near 100% occupancy and the recent spate of new openings on Argyle Street (Next, Deichmann etc.) but Sauchiehall street and the east end of Argyle Street / Trongate continue to struggle.

Blended and artisanal retail offers are becoming increasingly popular as people care more about the environmental and ethical provenance of the products they buy and are looking for an experience beyond the merely transactional.

Carefully curated spaces that offer products for sale alongside a food and drink offer and have the ability to host launches and events are on the increase, a prime example of this is Sneaker Laundry on Trongate (explored in greater detail later in this chapter).

Diversifying the retail offer, augmenting with local independent retailers together with convenience retail to support the expanding residential community will provide a strong, attractive retail mix within a right sized offer of retained resilient brands.

The legs of the Z provide the opportunity to capitalise on their creative 'coolness' with independent retail and creative / artisanal industries.



# case study

## the store x berlin

Store X first opened its doors in February 2015, spanning two floors of the Soho House Building in Mitte, Berlin.

Through a creative edit of fashion, furniture, music, art and books, alongside food from Ceccoli's and The Store Kitchen, The Store X Berlin invites visitors to explore an innovative take on the retail experience, one that brings local and international creatives together in an ever-evolving conversation.

The offer expanded with the introduction of their exhibition studios launched in April 2018 that have since played host to a number of events, symposiums and installations.

Alongside the studios, in 2018 the Store X co-working space was also added to the mix of varied uses, providing a new home for the burgeoning local creative community.





## Future Health of Retail

### Introduce New Uses: Prevents Creation of Monocultural Dead-Zones & Stimulates Footfall



**Activity at street level is vital to create a vibrant city centre and it is clear that we can no longer rely on retail alone to fulfill this need.**

Areas of both Sauchiehall Street and Argyle Street / Trongate have an increasing number of vacant retail units and the introduction of a diversified offer would not only stimulate footfall but also support the remaining retail activity.

A number of other uses such as Healthcare, Leisure, Creche/Daycare, Commercial and Maker Spaces that historically were located in our city centres should be reintroduced to occupy space vacated by retail, encouraging greater footfall throughout the Z.

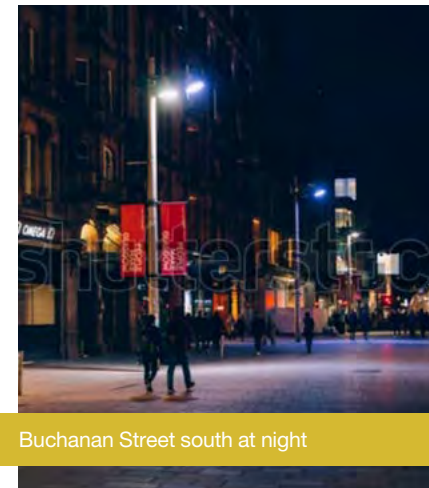
This approach will be essential to support the ambition to double the residential city centre population by 2035 as stated in the GCC City Centre Living Strategy by making these vital services accessible to all.

This is discussed in greater detail in the Living City chapter of this document.



Where the retail market is still healthy on the Z, much of these zones are devoid of life from the early evening onward and feel relatively unsafe as a consequence. There is a need to introduce activity generating uses such as restaurants, bars, competitive socialising/leisure and outdoor cafes.

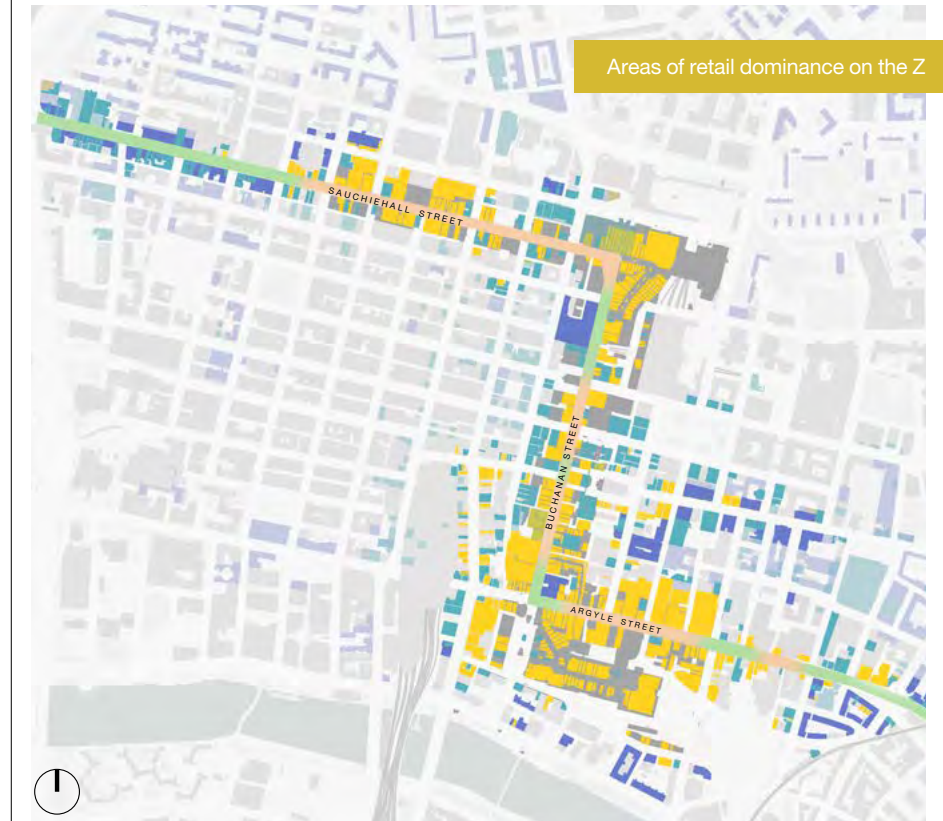
This is described in detail in the Responsible City and Vibrant City chapters later in this report.



Buchanan Street south at night



Argyle Street at night



Retail  
F&B / Leisure  
Residential at upper levels

Retail dominant zone  
Area with other activity / overlooking



## Buchanan Street

### Retail Priority supported by Other Uses

**Buchanan Street is a successful component of Glasgow's retail offer but contains little in the way of other uses.**

In order to ensure its future as the healthy and vibrant 'heart' of the city centre it would be beneficial to maintain this predominantly retail character but to reinforce this by strategically interspersing with complementary alternative uses.

The conversion of street level retail to restaurant/cafe/bar use is often frustrated by the requirements for ventilation to allow food preparation. The default requirement is for a flue to be taken to roof level and in many cases, particularly in heritage buildings, this is not readily achievable. There are many instances of new ventilation technologies and ground level venting being accepted by Environmental Health / Planning but this is often through a long period of negotiation which can frustrate the development.

New F&B / Leisure at key corners and junctions complete with structured pavement cafe seating would extend activity into the evening, preventing the current 'dead-zone' from Gordon Street to the junction with Argyle Street.

Above street level, the conversion of under-let or vacant upper floors to provide a mixture of residential and workplace would provide passive surveillance and contribute to both the growing demand for 'smaller but better' characterful office space and the ambition of the City Centre Living Strategy to double the number of people who call the city centre home by 2035.

Buchanan Street already benefits from a high quality public realm but is a predominantly hard landscaped environment. The introduction of additional greening in the form of planting and street trees where appropriate would transform its look and feel.

In our sometimes challenging weather, shelter is a valuable commodity and this should be incorporated into the streetscape in a way that does not require its use to be dependant on transaction.

In order to maximise accessibility, the sloping section of the street from Nelson Mandela Place to the Concert Hall should contain more sheltered pause points to assist those with limited mobility.



# case study

## karl johans gata oslo

**Karl Johans Gata is the principle street of Oslo city centre, linking the main railway station in the east with the Royal Palace and Park to the West.**

Although the main retail street of the city, it is also home to a rich variety of other uses, including a significant number of bars and restaurants complete with outdoor seating areas that are used virtually all year round, despite the typically cold winter climate.

Upper levels over retail and F&B are occupied by a mixture of commercial, hotel and residential, ensuring a good level of passive surveillance throughout.

Similar to Buchanan Street with the Royal Concert Hall at its head, Karl Johans Gata slopes upward from the station toward its own significant vista closer, in this case the Royal Palace.

It is also home to a number of key heritage buildings and where it widens or connects to adjacent spaces, (similar to the connection with Nelson Mandela Place), these are planted and occupied with more pavement cafe style seating.

This street demonstrates how a variety of uses, upper level activation, greening and the encouragement of cafe life at street level can create a successful urban environment, enjoyed by local and visitor alike.





# case study

## sneaker laundry trongate, glasgow

Located adjacent to the Tron Steeple on Trongate, Sneaker Laundry is an innovative blended retail exemplar that combines the world's largest sneaker laundry, fashion, coffee co-work and pop-up events space.

The blurring of the lines between retail, cafe and event space together with a stripped back industrial aesthetic has led to it becoming a well loved community space in this vibrant part of the city, popular with artists and creatives, regularly playing host to live DJs and events.



## Reinventing Sauchiehall Street / Argyle Street A Specialist / Experiential / Artisinal Offer

**The amount of space required by national and chain retailers will continue to fall.**

This has already had a detrimental impact on both Sauchiehall Street and Argyle Street.

The diversification of uses on these key streets away from retail dependency (workplace, education, F&B/leisure, civic/third sector etc.) will lead to a transformation of their character and fortunes, to be more focused on serving their local communities, both residents and those who work there. Beyond that, the retreat of larger format retailing from Sauchiehall and Argyle Street are creating opportunities for residential developments and there is a need to support city living with civic uses and more specialist retail. This is detailed in the Living City section.

Retail will still be an essential component of this new mix but should be of a different nature to the current struggling model, taking advantage of the existing energy, culture and creativity present on and around both streets thanks to the GSA / RCS in the case of

Sauchiehall Street and the studios, galleries and creative workplaces around Trongate / King Street.

The development of an already growing specialist, experiential and artisinal offer as evidenced in the examples shown below within these legs of the Z will assist in returning life, footfall and vibrancy, safeguarding their status as two of the key streets of the city centre.

Social Recluse, King Street



The Good Spirits Co., Bath Street

Assai Records, Sauchiehall Street



Fat Buddha Store, Queen Street



## Balanced City Recommendations

Diversify Uses at Street Level and encourage a beneficial proportion of complementary uses to reinforce retail and extend hours of activity.

- 
- Revise policy presuming for retail on specific stretches of the Z to encourage evening operations into predominantly retail stretches without compromising the apex retail status of Buchanan Street.
- 
- Diversify the retail offer, augmenting with local independent retailers together with convenience retail to support the expanding residential community.
- 
- For the conversion of ground floor retail to F&B, make known previously approved solutions available from the outset to allow approvals to be swiftly concluded.

### Contributory Character Areas: Summary of Recommendations

#### 1. Ingram Street

Ensure that the existing vibrant mix of uses on Ingram Street is maintained and enhanced.

- 
- Look to add further Leisure/F&B at key junction with Buchanan Street on Royal Bank and Exchange Places.
- 
- Activate vacant upper levels to southern edge of Royal Exchange Square.
- 
- Seek new uses to inhabit key vacant units within the street to add to its current vibrancy.

Improve the crossing of Ingram Street over Queen Street and better connect with the Golden Z.

- 
- Work with surrounding F&B businesses to develop a structured approach to outdoor seating and all year sheltered space.
- 
- Generally increase F&B throughout space and and maximise contribution of GOMA as a cultural attraction.

#### 2. Gordon Street / Union Street

Undertake a dedicated detailed study to develop a response that will transform Union Street's fortunes.

- 
- Enhance the pedestrian experience by widening the pavement and introducing greenery.
- 
- Prioritise pedestrian movement at the junction of both streets, facilitating a greater connection between the character area and the Golden Z.

#### 3. Queen Street South

Reduce number of traffic lanes / parking to permit the widening of pavements strategically at F&B units to introduce greening and pavement cafe seating.

- 
- Densify to the southern end through the long term extension upwards (or replacement where necessary) of current low level buildings with ones of more appropriate scale and with active upper floors.
- 

Improve east-west connections, particularly the Unite Student route to Miller Street.

- 
- Activate Springfield Court with new uses.

#### 4. George Square

Deliver the transformation of the space as outlined in the detailed proposals.

- 
- Implement the next phases of the Avenues Project that directly interact with the space.
- 
- Encourage more leisure / F&B uses on George Street as it connects with the square.

#### 5. Riverside

Work with St Enoch owners and other interests to ensure St Enoch Square is upgraded.

- 
- Explore the reduction in traffic lanes to Clyde Street, providing localised pick up / drop off bays to the hotels maximising available south facing urban realm.
- 
- Develop and implement The River Park proposals to transform the riverside / Custom House Quay into a world class greenspace for the city.
- 
- Create pedestrian priority crossing points to the riverfront.
- 
- Develop strategy for vacant / under let ground floor spaces that line the north /south streets connecting to the river.

#### 6. Renfrew Street

Strengthen connections to Sauchiehall Street through the introduction of permeable routes through any repurposed or redeveloped vacant retail assets.

- 
- Improve the streetscape through the addition of high quality textures and finishes.
- 
- Consider the reduction in the number of traffic lanes to provide wider pedestrian pavements to both sides of the streets.
- 

Implement traffic calming at key junctions with Theatre Royal / RCS and hotels.

- 
- Connect the cultural institutions to foster collaboration and make their presence in the locale more visible.
- 
- Demolish bridge at RCS and create a quality urban space along frontage.

#### 7. Sauchiehall Street toward Charing Cross

Improve connectivity, wayfinding, lighting and safety to and around Charing Cross Station.

- 
- Consider the introduction of dedicated evening ambassadors.
- 
- Improve lighting and activity within lane network to south of Sauchiehall Street.
- 
- Encourage existing and new cultural and creative activities alongside independent retail.

#### 8. Trongate / King Street / Candleriggs

Repair the urban grain by reconnecting Parnie Street to Old Wynd.

- 
- Use the Trongate South focus area to reinforce connections north to Merchant City and south to the river.
- 
- Ensure affordable space for independent businesses and creatives / artists / makers.
- 
- Reactivate the Tron Theatre entrance on Trongate.
- 
- Support/encourage the development of independent businesses, galleries and reinforce creative industries.





# legible

city





**As the recognised structure of how we navigate the city centre, the Golden Z, can promote more sustainable and healthier travel. There is a recognition of the future city centre being less intruded by private car usage and a greater focus on creating an increased permeability and a ‘celebration’ of the connected urban spaces – all key to the greater inhabitation of the city core.**

## connect

**Safe walking and cycle routes along with a good public transport will better connect the wider community to the centre with environmentally friendly public transport. This will reduce car journeys, promote health and wellbeing as well as rebalancing inequality for low car ownership groups.**

**Glasgow has determined to deliver a significant modal shift from car reliance to active travel and public transport.**

With its ‘People First Parking Zone’ underway, car parking levels are scheduled to reduce by up to 30% over a 10-year period. This will be supported by the proposed expansion of car clubs, the implementation of the Low Emission

Zone, and the improved cycle networks with on-street storage.

This vision reinforces the importance in continuing to deliver the Avenues project and additional interventions in the public realm across the Golden Z to maximise accessibility and safety for pedestrians and cyclists, making the centre a more attractive proposition as a place to live, work and spend leisure time.

It is recognised that continual improvement of the passenger experience is required to increase patronage of rail/public transport and to attract investment in high density clusters around transport interchange nodes [Queen Street/Argyle Street/Central Station/Buchanan Street]. At the moment, there are concerns around safety and anti-social behavior at these hubs that are a deterrent to people visiting the city centre, particularly in the evening.

In conjunction with the later ‘Include’ section, this vision sets the context for the conditions for transport, accessibility and proximity to services and reviews this against 20 minute neighbourhood guidance. A case study on a possible redevelopment scenario around Argyle St Station describes the regenerative effect of leveraging the potential of public transport nodes.

Alongside the reduced dominance of vehicles, there is the potential to make the city more permeable offering new and rediscovered pedestrian routes. The proposed and current major projects (Buchanan Galleries, St Enoch’s, Candleriggs, King Street) all promise to break down large impenetrable blocks with a series of connected and activated pedestrian routes, lanes and public space. Combined with delivering on the previous Glasgow lanes strategy, the intriguing complexity created will enhance the experience of moving around the Golden Z for the home communities and visitors alike.





## Encouraging Active Travel

### Glasgow's Active Travel Strategy

**In order to meet its ambitions to deliver a significant modal shift from car reliance to active travel and public transport, Glasgow City Council have published an Active Travel Strategy.**

The ATS supports the City's commitments by 2030 to reduce car kilometres travelled by 30%, no deaths or serious injuries on our roads, streets or cycle ways and to achieve net zero.

The strategy seeks to rebalance streets and spaces with a focus on networks and infrastructure in our street environments, enabling everyone to walk, wheel or cycle and encouraging and sustaining change.

Key to the promotion of active travel is the implementation of the ambitious Avenues Project. This £115 million project is transforming the city centre environment, rebalancing car-dominated streets with public realm space that support

pedestrian uses making the city more attractive to residents and visitors alike.

Glasgow City Council has also secured an additional £21 million from Sustrans that is enabling the delivery of an additional four Avenue projects. These projects will allow the Council to deliver on a key recommendation made as part of the Connectivity Commission: the acceleration and expansion of the Avenues programme into other areas of the city.

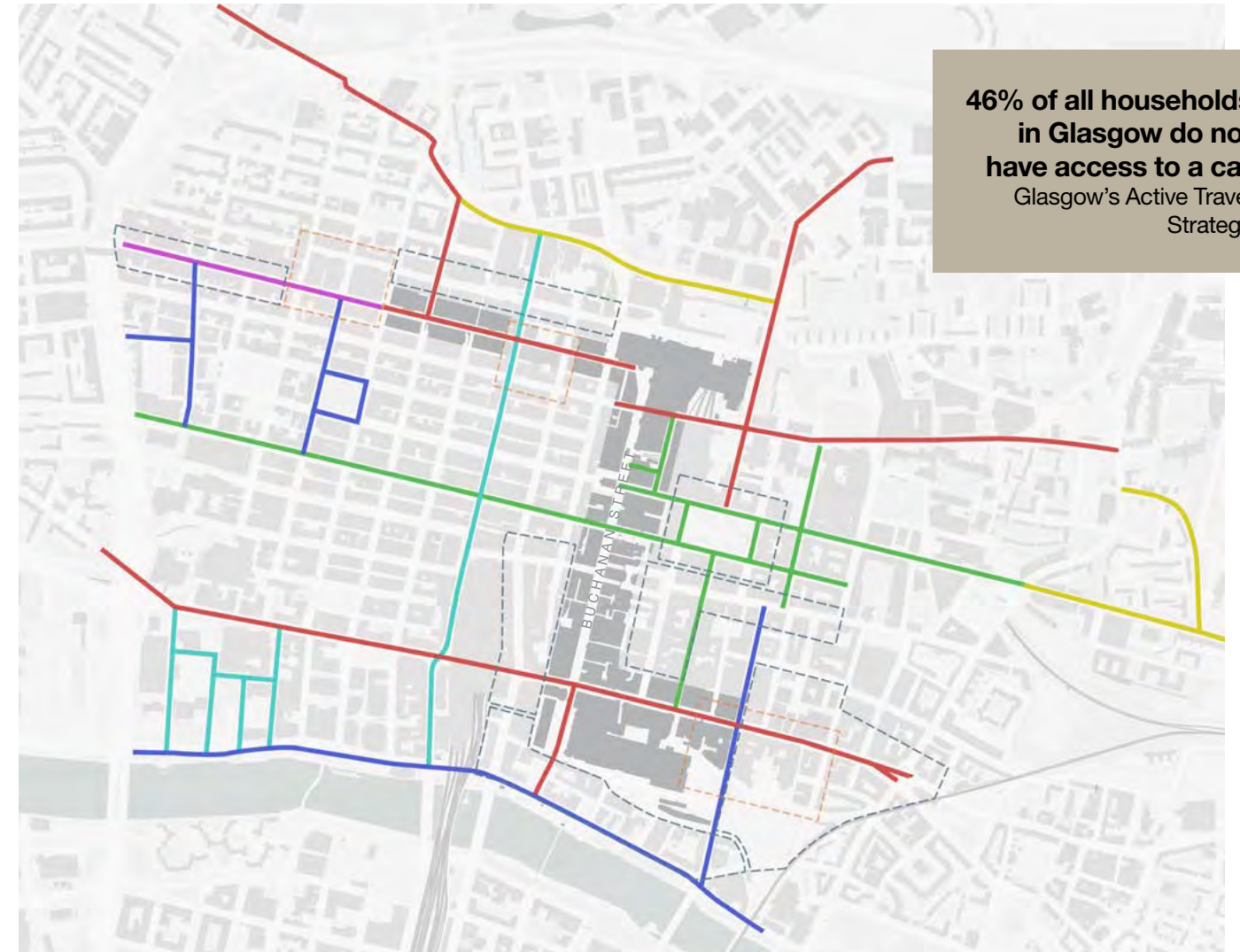
Design and construction work is being phased over the period 2018 to 2028. Construction work began with the Sauchiehall Street "pilot" Avenue in 2018 and was delivered in 2019. The next phase, from Cambridge Street to Sauchiehall Street is due on site in 2023.



Avenues Pilot Scheme, Sauchiehall Street



Glasgow Avenues Next Phase: Cambridge Street / Sauchiehall Street East



**46% of all households in Glasgow do not have access to a car**  
Glasgow's Active Travel Strategy

Glasgow Avenues Project Map

Pilot Phase (Delivered 2019)	Block C	Block E
Block A (Initial Delivery scheduled 2023)	Block D	Block F
Block B	Block S (Sustrans)	Block G

Transport is Scotland's biggest contributor to greenhouse gas emissions.

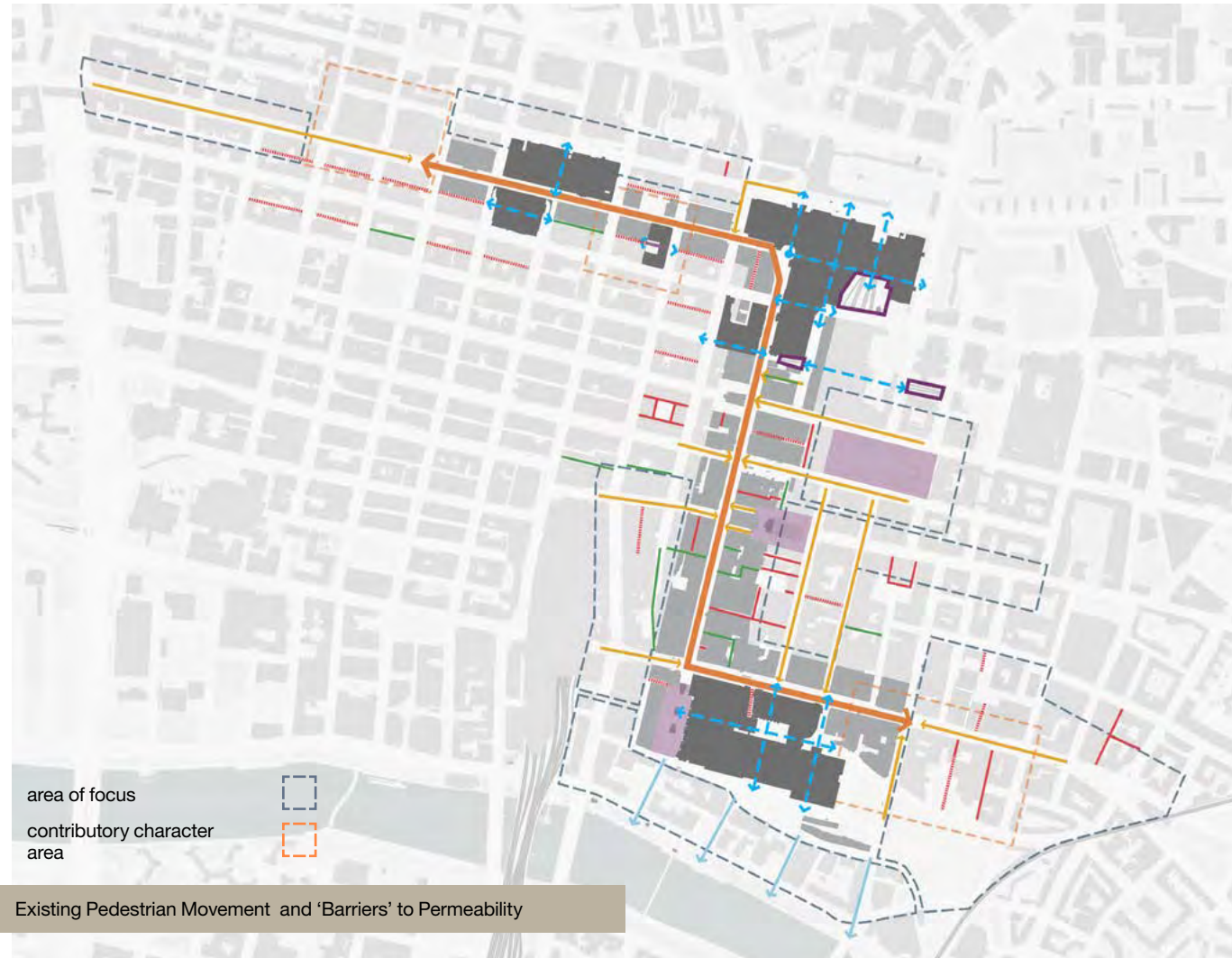
Being active improves mood, concentration, and sleep – helping your family to be ready to learn or work. People aged

About 50% of journeys in Glasgow are less than 3km



# Pedestrian Movement

## The Current Picture



Existing Pedestrian Movement and 'Barriers' to Permeability

- primary route ↔ active lane — opportunities for permeability ↔
- secondary route - - - lane with opportunity for improvement / activation — primary civic space ■

**Making the city centre a more accessible, legible and attractive place for pedestrians is key to the successful transition to a more active travel-led future and the Z, the spine of the city, is central to this.**

There is an opportunity to transform the Z and surrounding streets through a combination of fragmenting some of the existing larger blocks and reintroducing permeability through human-scaled

lanes, squares and connections that will both change how we experience the physical nature of the city and how we might emotionally connect with it.

This fragmentation is already being considered for both Buchanan Galleries and St. Enoch shopping centres and has been carried on to the focus area sites where we celebrate the historic lanes around TJ Hughes and propose the reintroduction of routes where they

once existed (e.g. the Wellington Arcade connecting Sauchiehall Street / Renfrew Street and the lane within the BHS block).

This Vision is an opportunity to deliver on the Lanes strategy and to reintroduce lost patterns of the city and bring back places that have a depth of cultural resonance and, alongside a network of new routes, introduce pleasing complexity to citizen and visitor alike.



Anchor Lane



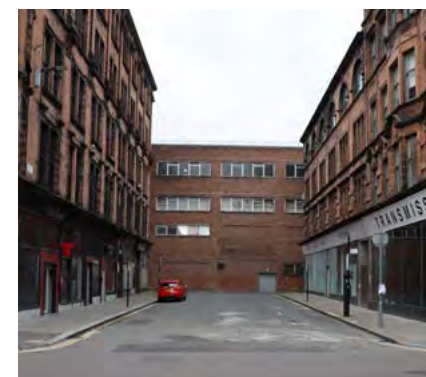
St. Enoch Centre



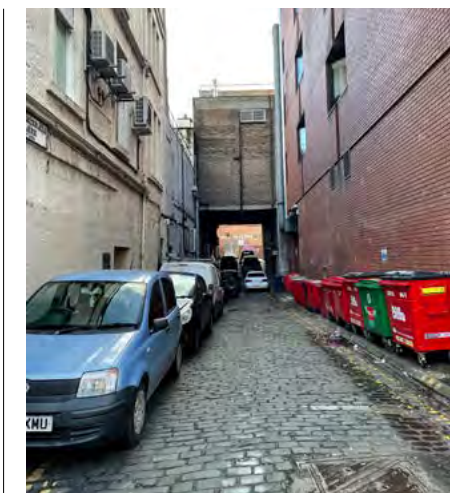
Sauchiehall Street



Old Wynd



TJ Hughes Building Parnie Street



Sauchiehall Lane at BHS



Buchanan Galleries



New Wynd leading to Osborne Street



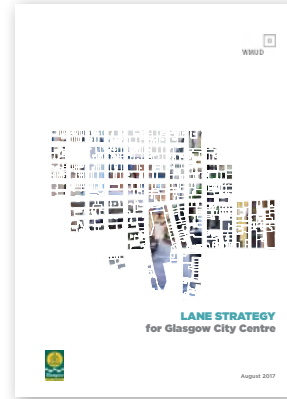
## City Centre Lanes

### Vital Connective Tissue within the Wider Network of Streets and Spaces

#### A Lane Strategy for Glasgow City Centre

'A Lane Strategy for Glasgow City Centre' was published by Glasgow City Council in 2017. It identified opportunities to either improve those spaces already activated or to unlock the latent potential of other lanes that were still predominantly utilitarian in nature.

This Vision proposes that the recommendations made in the 2017 strategy in terms of strategic interventions, planning policy and design guidance are implemented in these key spaces, to fully integrate them into the active travel network of the city centre.



## the laneways melbourne

#### Forward thinking policies transform the city centre

The grid iron layout of Melbourne, common in many towns and cities, consists of main streets and rear, subservient lanes. These 'service' lanes have been transformed to create a series of connected pedestrian friendly spaces, full of creative businesses, cafés and bars, galleries and specialist shops.

This has created a vibrancy in the city centre that extends from early morning to late at night and has encouraged more city centre living as a result of this improved environment.

This was brought about in the early 1990's when the local government, seeking to breathe life back into a CBD that was routinely dead by 6pm every evening, brought in new regulations that relaxed alcohol licensing laws, protected live music

and late night venues and subsidised rents for creative businesses and artists studios.

Melbourne regularly tops international lists of most liveable cities and the laneways, thanks to the forward thinking policies of the local government, have been an important contributor to this.



Sauchiehall Lane: Active



Renfield Lane: Active



Mitchell Lane: Active



Morrison's Court: Active



Dundas Lane: Active



Virginia Court: Active



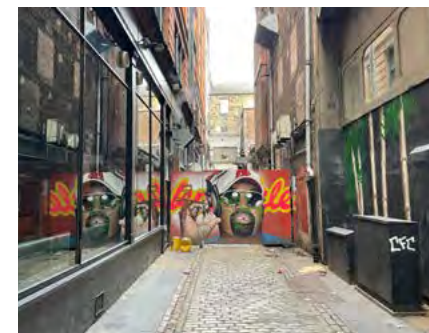
Royal Exchange Court: Opportunity



Union Place: Opportunity



Anchor Lane: Opportunity



Gordon Lane: Opportunity



East Bath Lane: Opportunity

- Retail
- Restaurant
- Culture
- Bar
- Music Venue
- Coffee Shop



## Pedestrian Movement Transformed: An Accessible and Permeable Public Realm

This Vision proposes a series of potential interventions within the urban grain that, together with the emerging proposals for increased permeability of both St. Enoch and Buchanan Galleries, positively transform the pedestrian experience.

New permeable lanes and spaces are proposed throughout the Z that break down the existing impenetrable massing of a number of the larger urban blocks.

These interventions, including potential new connections between Sauchiehall Street and Renfrew Street to the north of the Z and new routes from Argyle Street / Trongate to Osborne Street in the south will improve visibility and accessibility and provide a more attractive and active urban realm.



Buchanan Galleries Proposals



GSA: Potential New Space & Lane

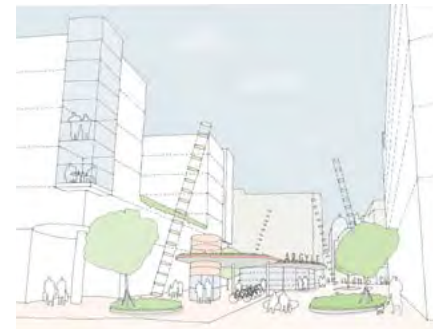
The potential combination of moves is shown on the adjacent map and a number of the individual proposals are illustrated in the images below.



St. Enoch Square:  
Potential New Greenspace



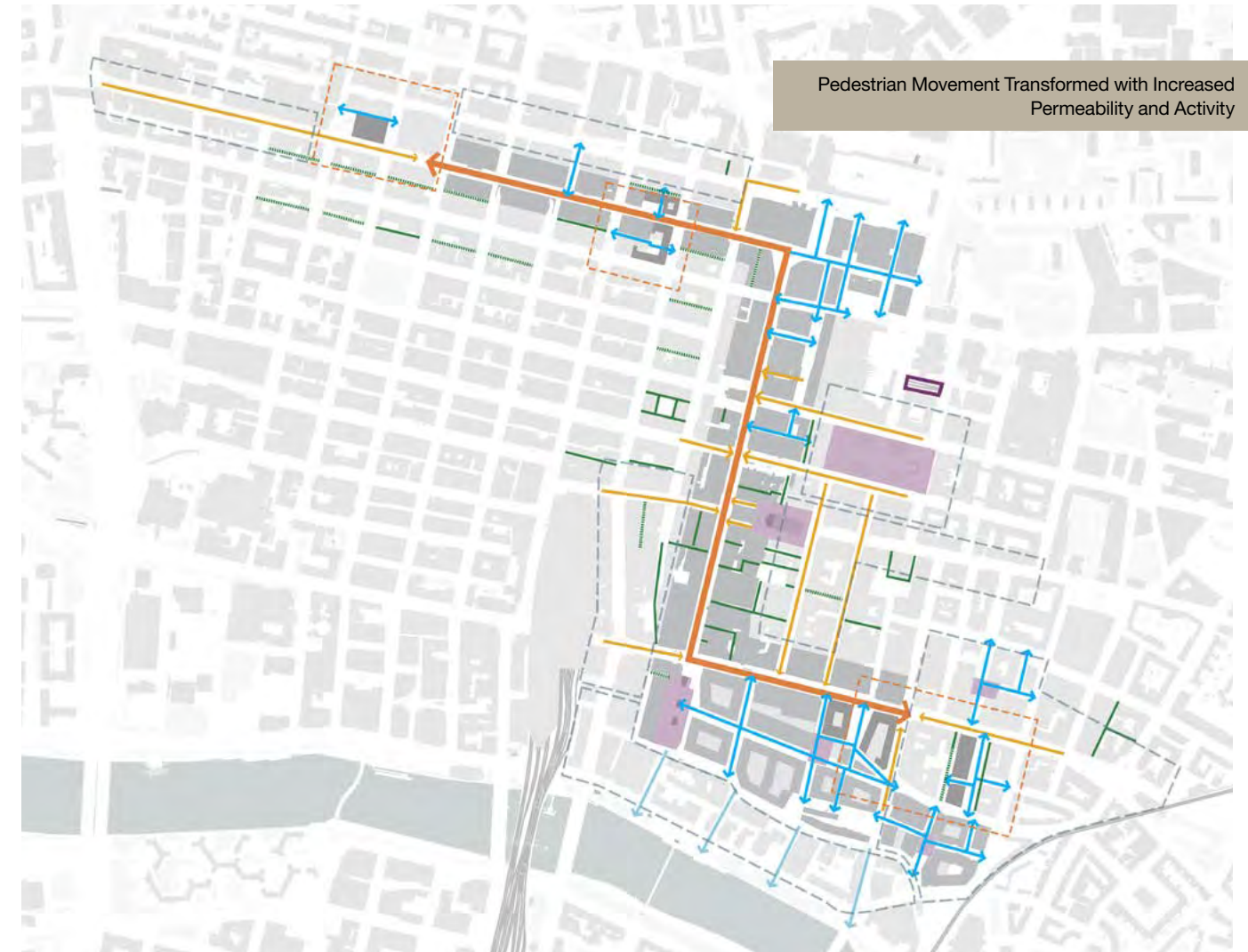
Victoria's Site: A Transformed Urban Realm - Active Travel and Greenspace



Argyle Street Station Proposals



St. Enoch Centre Proposals



Pedestrian Movement Transformed with Increased Permeability and Activity

primary route active lane new permeability   
secondary route improved / activated lane

Potential New Linear Park:  
New Wynd / Trongate



**'Scotland's communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys'**  
Scottish Government Vision for Active Travel 2030



## Moving Around The City: Public Transport: The Current Picture

**Glasgow City Centre and the Z in particular is well served by multiple modes of public transport.**

### Rail

Both Central Station, the busiest railway station in Scotland with 15.3 million passengers per year (April '21-March '22), and Queen Street Station are adjacent to the Z. Argyle Street Station, a key commuter station is located on Argyle Street, although currently accessed via a 'tunnel' like route within existing low density retail buildings. Potential opportunities to improve this are shown later.

### Subway

St. Enoch and Buchanan Street Subway stations are right on the Z, bookending Buchanan Street. In terms of accessibility however, only St. Enoch Station is fully accessible, this is explored in the Responsible City section.



### Bus

Within the city centre there are two main north-south bus routes, Hope Street and Renfield Street / Union Street which are often very congested and have historically suffered from low air quality. The increased use of electric buses and the implementation in June 2023 of the LEZ should go some way to alleviate this.

These routes ultimately lead to Buchanan Bus Station, used by over 40,000 passengers daily. The current impermeable mass of the Buchanan Galleries Shopping Centre cuts this vital node off from the Z and makes it difficult to locate, however the redevelopment proposals for the Buchanan Galleries would remove this perceived lack of connectivity.

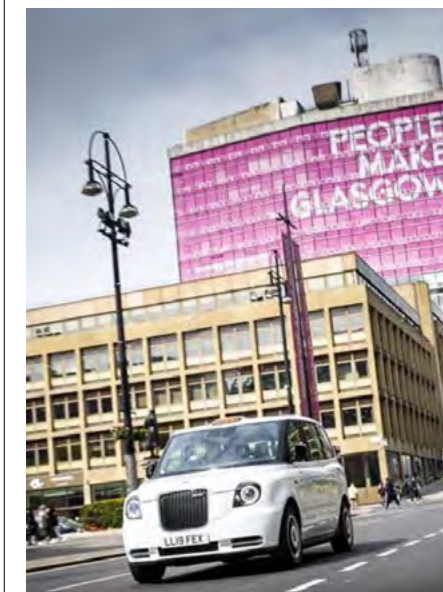
The pedestrianisation of large parts of the Z, particularly Argyle Street, has led to a busy and circuitous vehicle route being formed along Queen Street and Ingram Street, both beneficial in terms of visibility but detrimental in terms of congestion and character. This will be in part alleviated however with the proposals to introduce a new one-way bus lane along the pedestrianised section of Argyle Street as part of the next phases of the Avenues Project (refer to adjacent map).



This will simplify the bus route, reconnecting with Trongate to the east and providing greater accessibility to the heart of the Z.

### Taxi

Taxis sit alongside shared transport in the sustainable travel hierarchy and play an important role in the public transport of the city. There are numerous taxi ranks adjacent to the Z, the most notable being those at both mainline railway stations. The provision of an increasingly improved taxi service is a key component of a successful evening economy.



above & below ground train lines  
bus route  
fastlink route

glasgow underground route  
taxi rank  
new one-way electric bus lane

people first zone  
LEZ



**“Our aim is that our trains, subway, metro and taxis will offer a fully integrated public transit system servicing the city centre”**  
City Centre Transport Plan



## Moving Around The City: The City Centre Transport Plan



Glasgow's new strategy for movement and place within the city centre sits alongside the wider Glasgow Transport Strategy, Liveable Neighbourhood Plan and the Active Travel Strategy to help guide decision-making for transportation in the city centre to 2032.

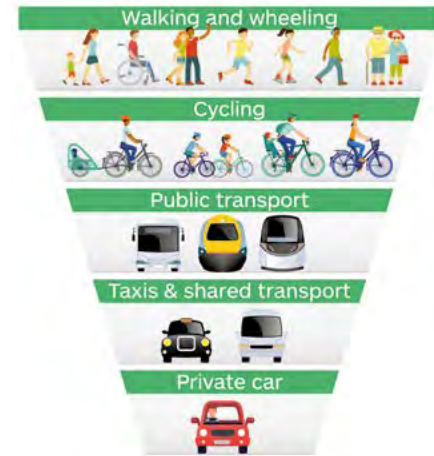
The strategy will help to deliver transformational change to transport within the centre and ensure the city makes a full contribution

to Glasgow's Climate Change commitments and the transition to net zero carbon.

In terms of public transport, the key goals of the plan can be summarised as follows:

- Make the city function better for all users including with restricted mobility
- Reduce need to travel & access the city centre by car (-30%)
- Support greater use of public transport through improvements
- Promote 80% of city centre trips to be made on foot, by bicycle or public transport by 2030
- Develop mobility hubs and encourage shared mobility to reduce the need to own a car
- Accelerate decarbonisation through Low Emission Zones, promoting zero tail pipe fleet & vehicular emissions
- Reduce air pollution and promote the environmental impacts of transport

The 'Sustainable Travel Hierarchy' underpins the plan with its promotion of walking, cycling, public transport and bike, car and ride sharing in preference to single occupancy car use. This approach can only assist the Golden Z in becoming a more accessible, attractive and affordable destination.



Sustainable Travel Hierarchy - Transport Scotland

## Moving Around The City: Clyde Metro



Proposed Clyde Metro Map

The Clyde Metro project, a multi-billion investment over a 30-year period and a key Government priority for future infrastructure investment is listed in the adopted NPF4 as one of eighteen national developments supporting the NPF4 strategy.

It offers a step-change in transforming the life chances of communities stymied by the greatest inequality challenges caused by unaffordable, unreliable, and poorly connected local public transport, will deliver inclusive, net zero and climate resilient economic growth by responding to the climate emergency implementation plan and will support the creation of places where people can thrive, regardless of mobility or income through liveable neighbourhoods and an inclusive city centre.

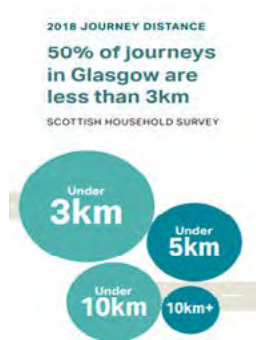
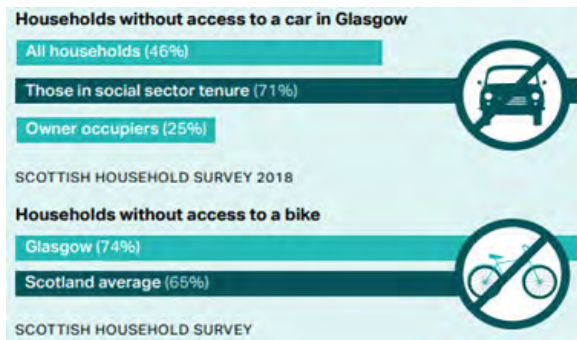
It will better connect more than 1.5 million people to employment and essential services in and around Glasgow, including a new dedicated link between the city centre and Glasgow Airport, provide significant capacity to encourage switch from car use, reduce greenhouse gas emissions and improve air quality; and free rail capacity for longer-distance journeys.

The Scottish Strategic Transport Network Report (December 2022) describes the Clyde Metro as follows:

'Road congestion in Glasgow City Region makes public transport less attractive, contributing to more car journeys. Metro transport systems include one of, or a combination of, bus rapid transit (BRT), tram, light rail and metro rail. These options would complement the service provided by traditional railways.'

Clyde Metro is aimed to improve connectivity within the Glasgow conurbation by providing high quality public transport links to key hubs and unserved or underserved areas.'

The Golden Z will greatly benefit from this once in a generation opportunity for massively improved connectivity for the entire population of the Central Belt to access Glasgow City Centre.



Across the UK, even before the Covid-19 crisis, people are generally travelling less than they used to. We can use this as an opportunity to reshape our environments.



## A Transformed Argyle Street Station: New Active Travel Hub

The potential redevelopment of the blocks containing the current station access provides the opportunity to create a dedicated stand alone 'pavilion' structure for Argyle Street station within a new open space facilitating greater permeability and connections with the St Enoch redevelopment proposals and in turn the river.

This space could also be home to an active travel hub, containing cycle parking, lockers / changing facilities and fully accessible toilets (all being a critical requirement throughout the Z to support an increase in active travel).

Further exploration of this proposal can be found in the Areas of Focus section.



Argyle Street Station 'pavilion' and active travel hub within new north-south pedestrian route

Conceptual Response

# case study

## norreport station copenhagen

Norreport Station, in the heart of Copenhagen is the busiest station in the city with around 250,000 passengers passing through every day.

The station was redeveloped in 2015 and reimagined as a series of 'floating pavilions' within a transformed public realm. The new structures perform a variety of functions including entrances to the station below, small retail kiosk units and covered cycle storage.

A number of sunken uncovered 'islands' have been introduced for additional cycle storage.

The combination of pavilions, islands and the generous spaces between

that incorporate seating and shelter have created an accessible, legible and ultimately successful active travel hub.





## Prioritising People Over Cars: People First Zone and the LEZ

### People First Zone

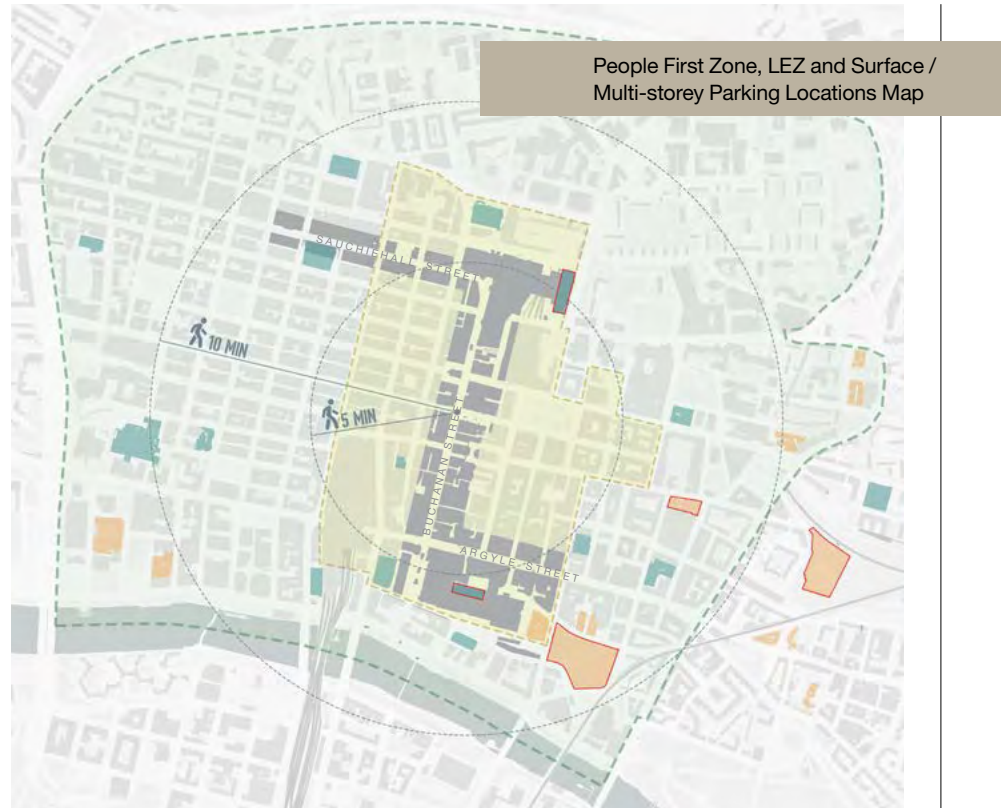
The Z lies at the heart of this important initiative that, now underway, will see car parking levels reduce by up to 30% over a 10-year period. Combined with the proposed expansion of car clubs, improved cycle networks with on-street storage will reduce car traffic in the city centre.

Within the zone, crossing points will ensure pedestrians have less distance and more time to cross the road in an environment that is quieter and cleaner. Rebalancing how street space is used in the city centre also allows for a growth in civic spaces, pocket parks, parklets and street cafes.

*“It’s not good enough that people in our cities, including here in Glasgow, suffer major respiratory illness due to traffic fumes and dirty air. And it’s not good enough that people living, working and visiting in the city centre come second to crosstown traffic.”*

*A People First Zone in the heart of the city centre offers the chance to create an attractive place which is truly people-focused, with cleaner and greener streets that are easy to get around. We can move away from an area which is car-dominated to one that is healthier for all who use it and which will contribute to our active travel and net-zero targets.”*

Susan Aitken  
Leader, Glasgow City Council



People First Zone, LEZ and Surface / Multi-storey Parking Locations Map

privately operated car parking		LEZ area	
GCC car parking		people first zone	
current parking areas with proposals to remove			

### Low Emission Zone [LEZ]

The impact of traffic emissions on our air quality is felt by everyone living in, working in or visiting the city centre.

In order to combat this Glasgow has established a Low Emission Zone, the first of its kind in Scotland, as sanctioned by the Transport (Scotland) Act 2019.

In force from the 1st June 2023, all vehicles entering the city centre zone area must now meet the less-polluting emission standards or face a penalty charge.

The LEZ will improve air quality and help protect public health, especially for those most vulnerable.

It can also help accelerate the uptake of less polluting vehicles, encourage people to move away from private car use and increase the safety, attractiveness, and amenity of the city centre.



**For the foreseeable future there will still be a demand for private car access and parking within the city centre, particularly for those with mobility issues who rely on their vehicles to access the vital services on offer.**

In addition to establishing the People First Zone and LEZ to transform the city centre environment to prioritise people and place, there are a number of other vehicle specific initiatives that would allow the continued presence of cars within the city centre that are championed in the City Centre Transport Plan outlined below.

### Car Sharing & Car Clubs

There are already a number of car clubs operating within the city centre, with a presence directly on or around the Z. These provide flexible access to vehicles (increasingly electric or hybrid), including estates and vans without ownership and are popular with both residents and businesses. Recent larger Private Rented Sector (PRS) schemes in the city centre such as Holland Park by Moda Living

are incorporating car clubs for their residents to negate the need for car ownership.

The expansion of car clubs and encouragement of car sharing schemes within the city centre could significantly contribute to meeting the ambitions of the City Centre Housing Strategy to double the residential population in the city centre by 2035.

### Encouraging Electric Vehicles

Glasgow City Council is working with its partners to decarbonise vehicles and shift to low and zero emission fleets. There is a need to expand public infrastructure but GCC cannot do this alone. In parallel with their efforts organisations including retailers, leisure facilities, visitor attractions and employers that encourage or require travel by electric vehicle should be installing charging infrastructure.

### Car Parking

In order to meet the parking reduction targets (outlined as part of the People First Zone strategy)

within the City Centre Transport Plan, the Glasgow Transport Strategy seeks to maximise efficiency within council-owned car parks, balancing demand to travel by car and the conflicting need to support economic recovery of city-centre businesses following the Covid-19 pandemic. It also recognises the importance the reduction in car traffic will make to allow the city to move rapidly towards a net zero carbon society and economy.

A number of surface or multi-storey parking facilities on or around the Z are expected to be redeveloped in the coming years and are highlighted on the adjacent map.



## Dealing with Deliveries: Essential within the Z

The movement of goods is a vital part of any city. The key consideration for freight is the need to balance the delivery-related needs of businesses and residents on and around the Z with the need to reduce the emissions of CO<sub>2</sub>, NO<sub>x</sub> and pollutants.

Glasgow City Council is working with transport providers, businesses and with the freights/goods sector to develop further distribution/consolidation hubs at strategic locations around the city centre and

flexible local delivery hubs within the centre accessible by foot, bike and public transport, and support EV charging.

**“The development of the city centre servicing plan will reduce the impact of goods deliveries on bus routes and general traffic.”**

City Centre Transport Plan





# gather

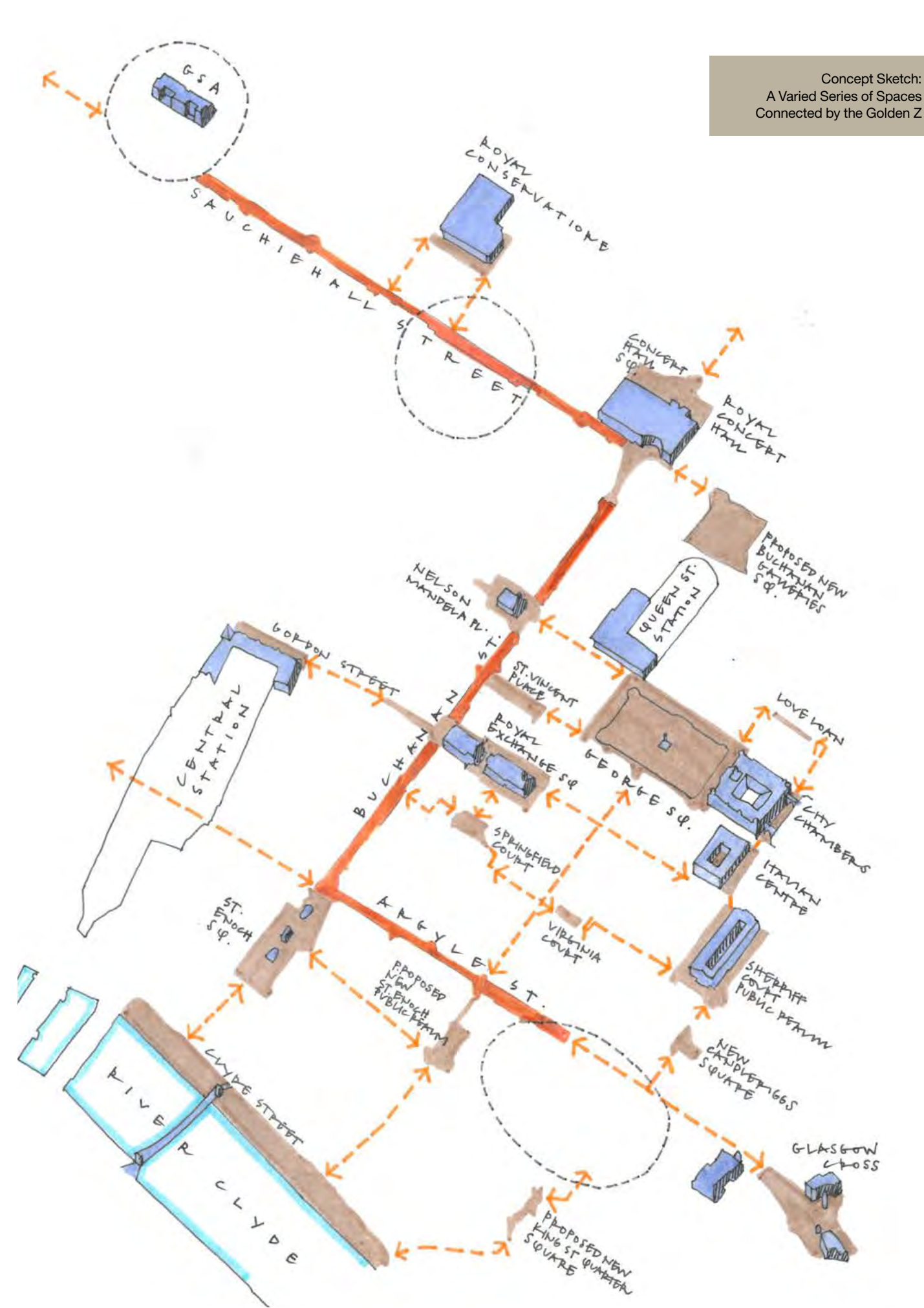
Re-energise the centre by providing urban places that enrich day-to-day life and accommodate events that will attract local residents and visitors from outside the city. These external 'rooms' should encourage vibrant, year-round use.

Provide 'place not just space' with active edges, human-scaled enclosure, and greening for play and wellbeing. Enhance these places with degrees of shelter to allow all-weather use, safe gathering and space to move freely and safely.

Glasgow city centre plays host to a number of welcoming places where its citizens and visitors interact, gather, relax and play.

These are connected by an attractive network of streets and lanes, with the Z at its heart. The vision outlines the potential improvement of existing spaces on and around the Golden Z and the creation of new places of differing scales, providing a variety of intimacy from the ongoing proposals for George Square to the human scaled spaces to discover similar to Virginia Court.

These year-round 'outdoor rooms' will become a focus for activity and events and enrich the 'everyday'. An important aspect of this is the integration of greenspace, soft landscaping and places of shelter that will allow people to gather comfortably whilst providing interventions to combat the climate emergency.

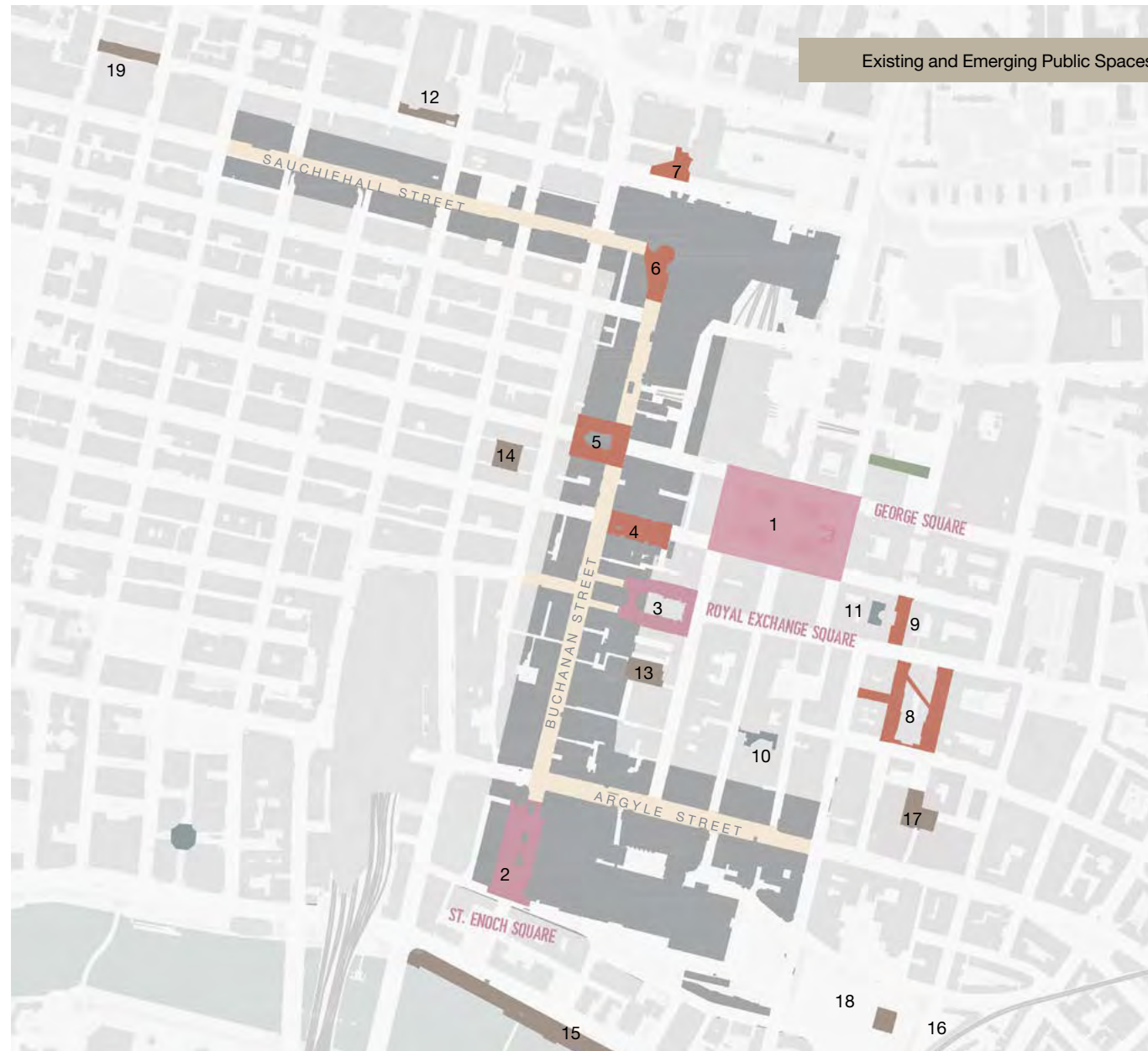


Concept Sketch:  
A Varied Series of Spaces  
Connected by the Golden Z



# Glasgow's Urban Places

## The Current Picture



Existing and Emerging Public Spaces

- Principle Spaces**
- 1. George Square
  - 2. St. Enoch Square
  - 3. Royal Exchange Square

- Secondary Spaces**
- 4. St. Vincent Place
  - 5. Nelson Mandela Place
  - 6. Concert Hall Steps
  - 7. Buchanan Bus Station Space
  - 8. Old Sheriff Court
  - 9. John Street

- Minor Spaces**
- 10. Virginia Court
  - 11. Italian Centre

- Opportunities to Improve**
- 12. RCS Renfrew Street
  - 13. Springfield Court
  - 14. St. Mary's Court
  - 15. Custom House Quay / Riverside
  - 16. Kings Court

- Emerging / Future Spaces**
- 17. Candleriggs Square
  - 18. King Street Square
  - 19. GSA Renfrew Street



George Square: Glasgow's Key Civic Space



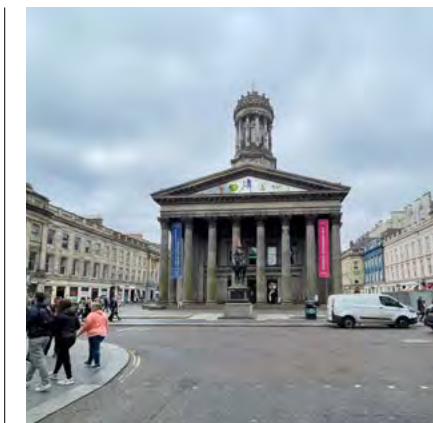
Nelson Mandela Place



John Street, Merchant City



Potential Future Space: King Street Square



Royal Exchange Square



St. Vincent Place



Virginia Court

**Prioritising Intervention**  
There are two spaces that this Vision believes should be prioritised for intervention due to a combination of their current condition and the significant positive benefits their improvement would bring to the city centre:

**St. Enoch Square**, (explored on pages 142-143), a key civic space of significant scale and the primary connection to the riverside, itself

about to undergo transformation into a reinvigorated greenspace for the city.

**Springfield Court**, (explored on pages 150-153), a neglected space with great potential that forms a vital link in a series of spaces connecting Buchanan Street to the merchant city and beyond via Royal Exchange Square, Virginia Court and the Old Sheriff Court.



## St. Enoch Square Vital Connector to the River

**St. Enoch Square is one of the primary civic 'rooms' of the city. Strategically located at the foot of Buchanan Street it mediates between the Z and the river front.**

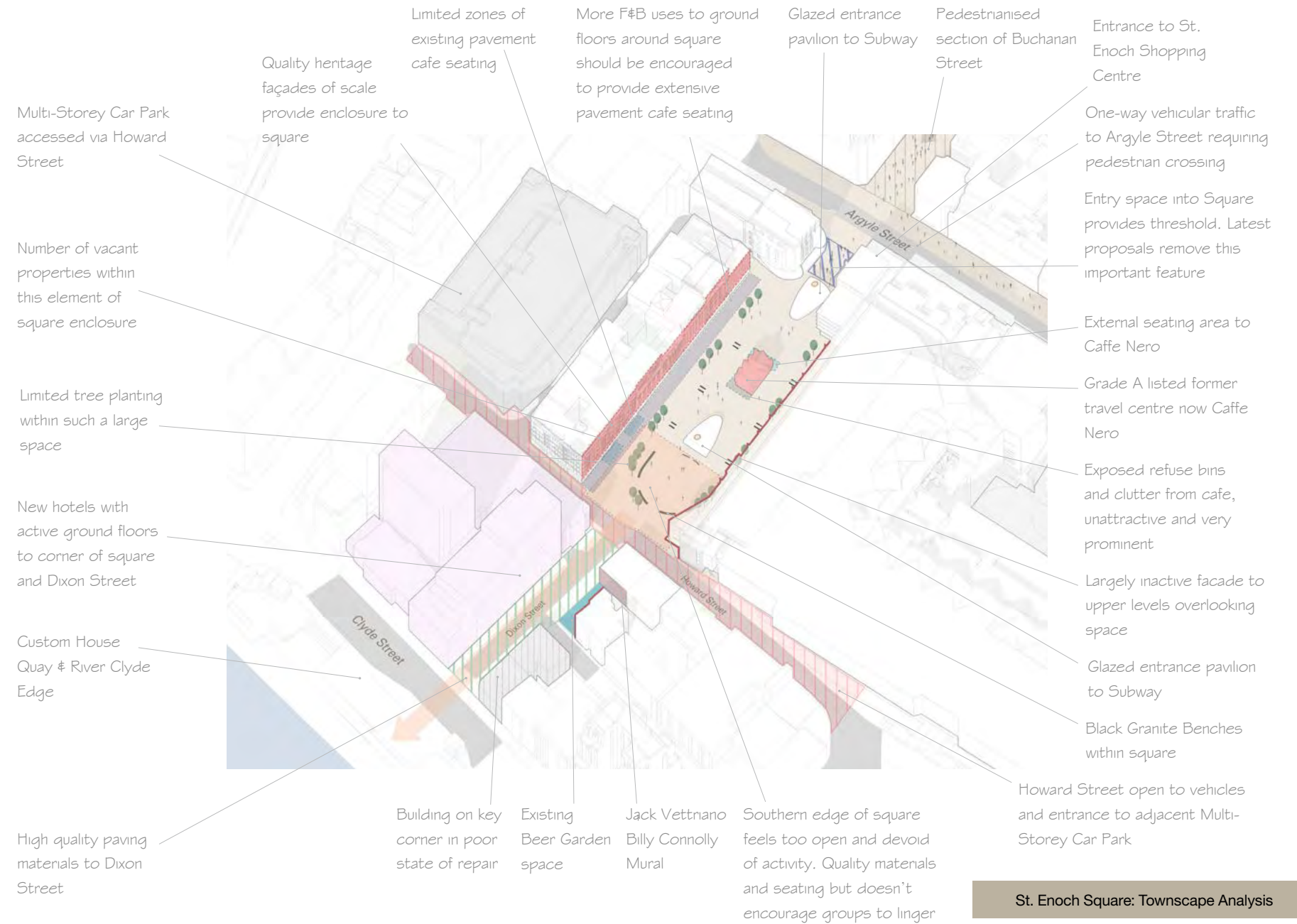
The space is one of the few examples in the wider city centre where the built form to the edges is of sufficient scale to create a real sense of enclosure, although there is a lack of active uses at ground floor. The units to the west within the high quality heritage buildings offer a great location for additional F&B uses and the proposed redevelopment of the St. Enoch Shopping Centre will deliver greater activity to the eastern edge.

The recent addition of new hotel developments to the southern edge has reinvigorated Dixon Street that connects the space to the river, although there are still opportunities for improvement in the shape of the former Howard Bedding Centre building on the corner with Clyde Street, and the gap site behind, currently used as a beer garden, overlooked by the Billy Connolly mural by Jack Vettriano.

A series of 'pavilion structures' occupy the centre of the space, 2 modern glass entrances to the subway station beneath and the Grade A listed former Travel Centre now home to Caffè Nero. Refuse and servicing to this unit is problematic with bins etc. often left exposed in the heart of the square.

Although high quality materials have been used throughout, the space, especially the southern half, feels rather soulless and empty and could benefit from a significant 'greening'.

The existence of the rail tunnel beneath limits opportunities for tree planting but the southern half of the square could be softened with new lawn areas or raised planters that could create distinct zones for relaxation and play.



St. Enoch Square: Townscape Analysis

These new greened zones could be protected with temporary coverings to permit the space to still have the ability to host large scale events throughout the year like the annual Christmas Market.

The current redevelopment proposals for the St. Enoch centre widen the approach from Argyle Street, making it asymmetrical and loses the existing ante space created between the two buildings, perhaps to the detriment of the space.

### Recommendations

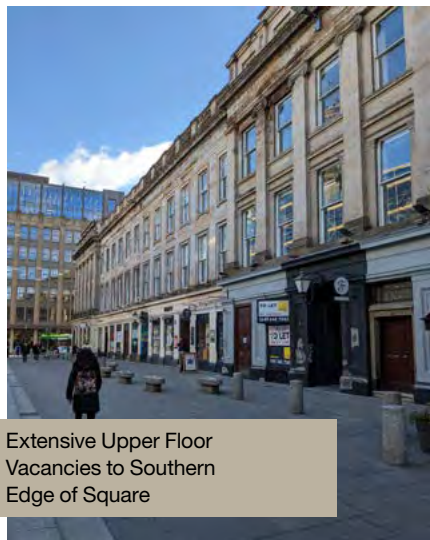
- Encourage more F&B / Leisure uses to ground floor areas with extensive external seating areas
- Introduce significant greening to the southern end of the space
- Improve refuse storage and servicing from the Caffè Nero unit at the heart of the space
- Consider the reinstatement of built form at the junction with Argyle Street



Potential to 'green' the space



# Royal Exchange Square Gateway to the Merchant City



Extensive Upper Floor Vacancies to Southern Edge of Square

New F&B unit to rear of building with temple steps (Banca Di Roma)

Former Borders building significant vista closer to Gordon St.

Pavement cafe seating within Exchange Place (Starbucks)

Lanes to left & right of street with varying degrees of activity

Continuous unbroken massing to street edge

Lack of seating opportunities and planting to this section of Buchanan St.

Grade A Listed House of Fraser

Victorian Era Police Box

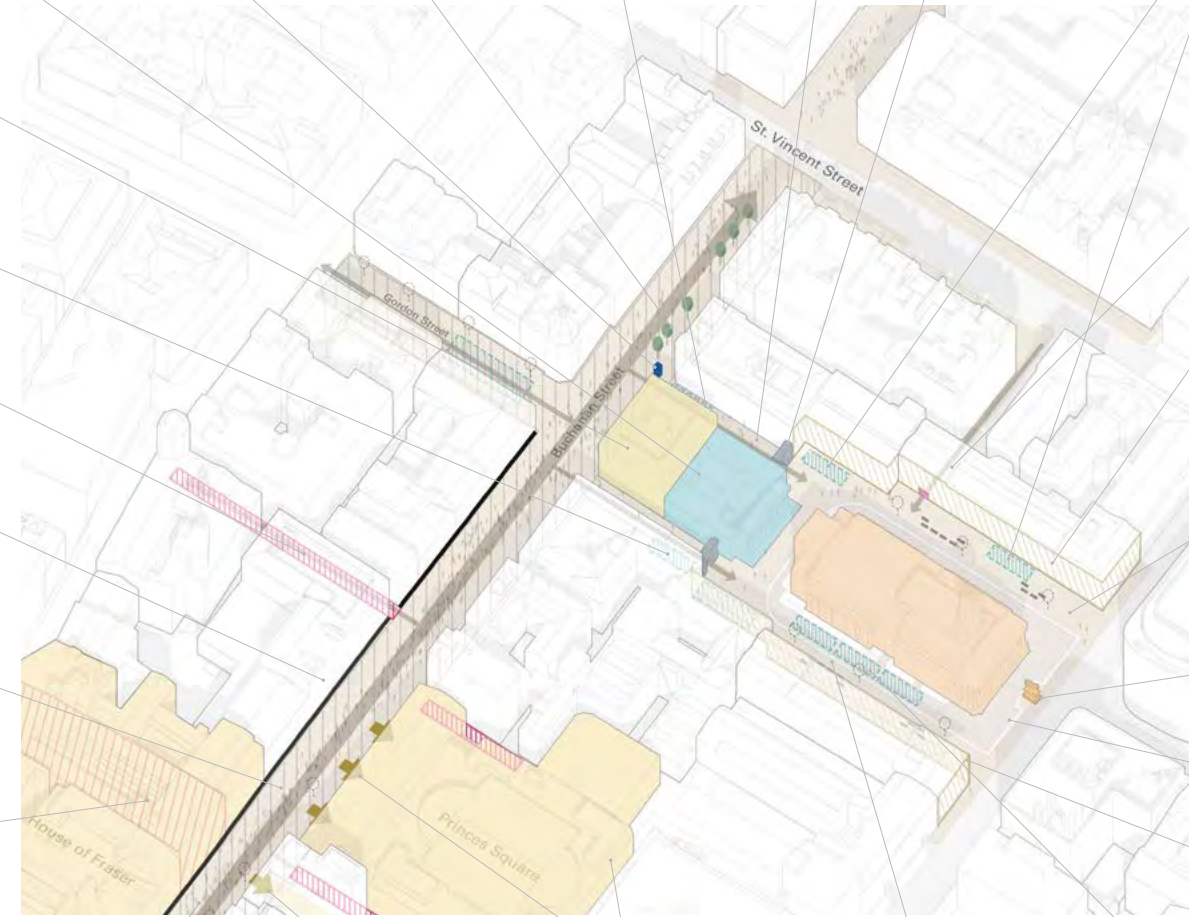
Only permanent planting within this zone of Buchanan St.

Pavement cafe style seating within Royal Bank Place (Ivy)

Active pedestrian spaces linking to R.E.S.

Stone arches as 'gateways' to R.E.S. complete with Merchant City signage

F&B external seating



Pend with active sides leading to North Court

High quality listed facade to square

High quality Cathness granite paving to square

Duke of Wellington Statue (unofficial symbol of Glasgow)

Raised area with wide steps surrounding GOMA

High quality listed façades to square

Fully pedestrianised section of Buchanan St.

Argyle Arcade linking Argyle St. & Buchanan St.

Entrances to Princes Square Shopping Centre

Limited public seating within square

Pavement cafe seating for several F&B units on raised area

Royal Exchange Square: Townscape Analysis

**Royal Exchange Square, a magnificent planned Georgian square, is surrounded by a series of high quality facades and dominated by the temple fronted GOMA building in the heart of the space.**

This is one of the key gateways to the celebrated Merchant City and connects directly with Buchanan Street via Royal Bank Place and Exchange Place, either side of the grade A listed former Borders building.

The space is activated by a variety of uses at ground floor including retail,

bars, restaurants and beauty. Upper levels are dominated by either F&B or office space and there is a significant amount of vacant space, particularly to the southern side.

The paving materials and finishes generally are of high quality but the space is devoid of greenery that could soften its look and feel.

In summer months extensive pavement cafe seating areas transform the square and the encouragement of these zones being used all year round would be a positive addition to the vitality of the space. The employment of shelter

in the form of awnings, heating and blankets is commonplace throughout Scandinavia where the climate is often harsher than that of Glasgow.

A series of pends permeate beyond the square into adjacent courts and lanes and more could be done to activate these spaces beyond (we have explored options for Springfield Court later).

For many years a much loved 'carpet of light' was installed over the space, providing a sense of enclosure and a unique identity to the Square, this has sadly been lost.

## Recommendations

Introduce planting and trees to the elevated section surrounding GOMA

- Encourage additional F&B / Leisure to ground floor units with pavement cafe seating

- Activate upper floors particularly to southern edge of space

- Improve 'pends' to north and south of space

- Consider reintroduction of 'carpet of light' above space



## St. Vincent Place Key Link from George Square

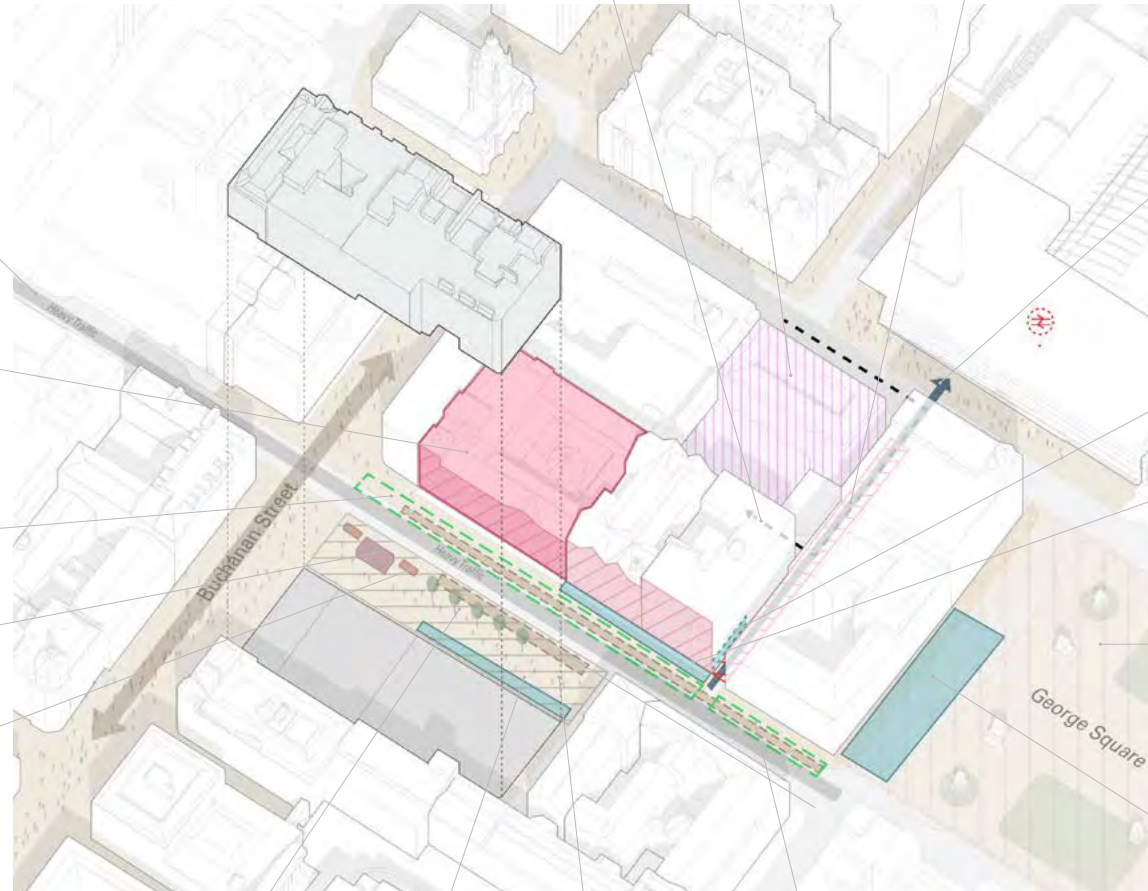
Busy two lane vehicular route, one way (westbound) to M8 junction 19.

Former banking hall building is a significant repurposing opportunity but has limited ability to open up at street level

Infilling of parking bays provides opportunity to introduce greening / trees to south facing side of street

Coin operated public toilets

Former subterranean toilets being marketed as 'development opportunity'



Service vehicle access required to Citizen Lane

Potential new hotel could activate Anchor lane at ground floor level

Majority inactive elevations to Anchor Lane

Anchor Lane is key connection to Queen Street Station

Ground floor windows to Anchor Lane overlook Lane

Areas of pavement cafe seating facilitated by infilling of parking bays

George Square: Key civic space of the city. Proposals being developed by others on behalf of GCC

Existing pavement cafe seating on section of closed road

Limited number of street trees

Wider paved area flanked by elevated F&B units with limited external seating

Wider pavement area is north facing with a shaded aspect

Recently added timber decking pavement and seating over former parking spaces - more permanent solution required

### St. Vincent Place: Townscape Analysis

#### St. Vincent Place is the primary connector of Buchanan Street to George Square.

Enclosed by a series of high quality listed facades to both main edges, the pushing back of the urban building line has created a widened pavement area to the south that contains a small number of street trees interspersed with bench seating and bus shelters.

A block of coin operated toilets sit at the junction with Buchanan Street on the site of former basement public toilets that are currently being marketed as a leisure opportunity.

Despite being north facing, a number of the adjacent elevated ground floor F&B units occupy the space in good weather with pavement cafe style seating.

The space is currently divided by a busy two lane traffic artery heading westbound. This compromises the quality of the space both environmentally and experientially. On a more positive note however, existing parking bays to both sides have recently been removed and replaced with a series of timber 'boardwalk' sections complete with bench seating. This has permitted the adjacent Bars and restaurants

to occupy the space on the northern side where the narrower pavement previously prevented this.

The former Clydesdale Bank HQ is now vacant and presents a major repurposing opportunity to bring more activity and life to the space. This is explored in the Responsible City chapter of this Vision.

St. Vincent Place is also connected to Royal Exchange Square to the south by the active North Court and to Queen Street Station to the north by Anchor Lane, currently devoid of activity.



Coin-operated Toilet Block



View Toward Buchanan Street



Timber 'Boardwalk' and Seating



### Recommendations

- Introduce more greening by way of street trees to both sides of the space
- Encourage more permanent external cafe seating areas with shelter to the southern side of the street
- Implement a more permanent infilling of the former parking areas of a quality commensurate with the remainder of the finishes within the space
- Explore ways to traffic calm the space to make it feel more cohesive and pedestrian friendly, enhancing the sense of place
- Promote additional F&B uses at street level to further strengthen the evening and weekend offer



## Nelson Mandela Place Heritage Rich but Lacking Activation

**Nelson Mandela Place is located at the mid point of Buchanan Street at its junction with West George Street and has the Grade A listed Tron Church with its iconic steeple at its heart.**

Formerly known as St. George's Place it was renamed in 1986 in honour of the former South African President at the height of the apartheid struggle due to it being home to the South African Consulate-General.

It is enclosed by almost exclusively grade A listed buildings including the former Stock Exchange Building now home to shops and office space and the former Royal Conservatory of Music Building, now Chaophraya restaurant, with an Italian restaurant below.

The space has been finished in high quality materials however there is a lack of greenery with only four trees, all in the northern area.

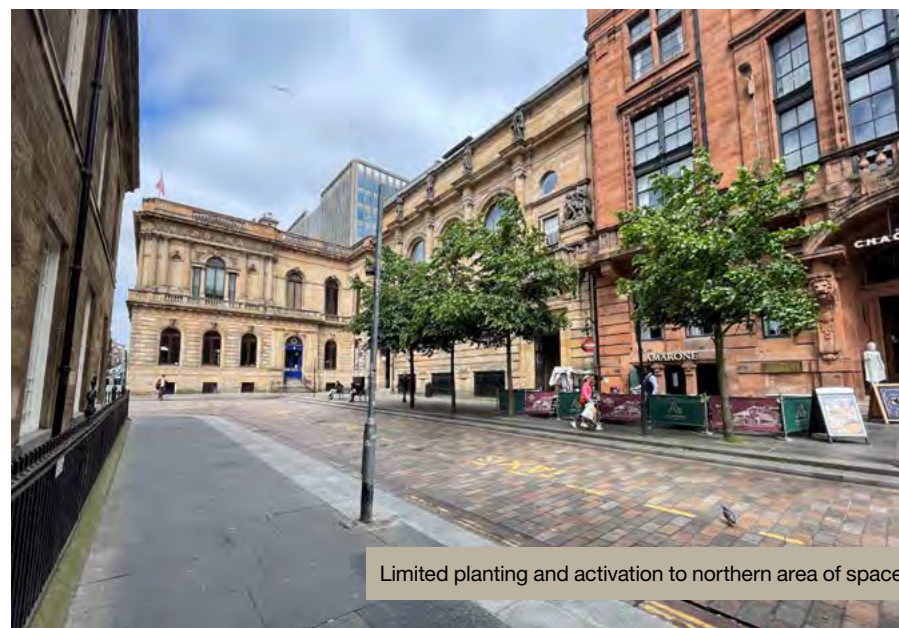
The southern section is dominated by a busy bus and taxi lane leading to George Square and the units here



Former Stock Exchange Building

have long proven challenging to lease long term due to their lack of visibility and difficulty in accessing from the rest of the space.

The northern half of the space is hard landscaped but with no regular vehicle traffic. There is a real opportunity to soften the space with the addition of significant greening, seating and childrens play. This would help to alleviate the current inactive nature of the ground floors of the surrounding office buildings in this section.



Limited planting and activation to northern area of space

Nelson Mandela Place surrounded by almost exclusively Grade A listed buildings

High quality façades but little connection at street level

Tron Church has significant presence in space and is vista closer to West George Street

Absence of planting to southern side of space

Lack of activity to south facing side of street

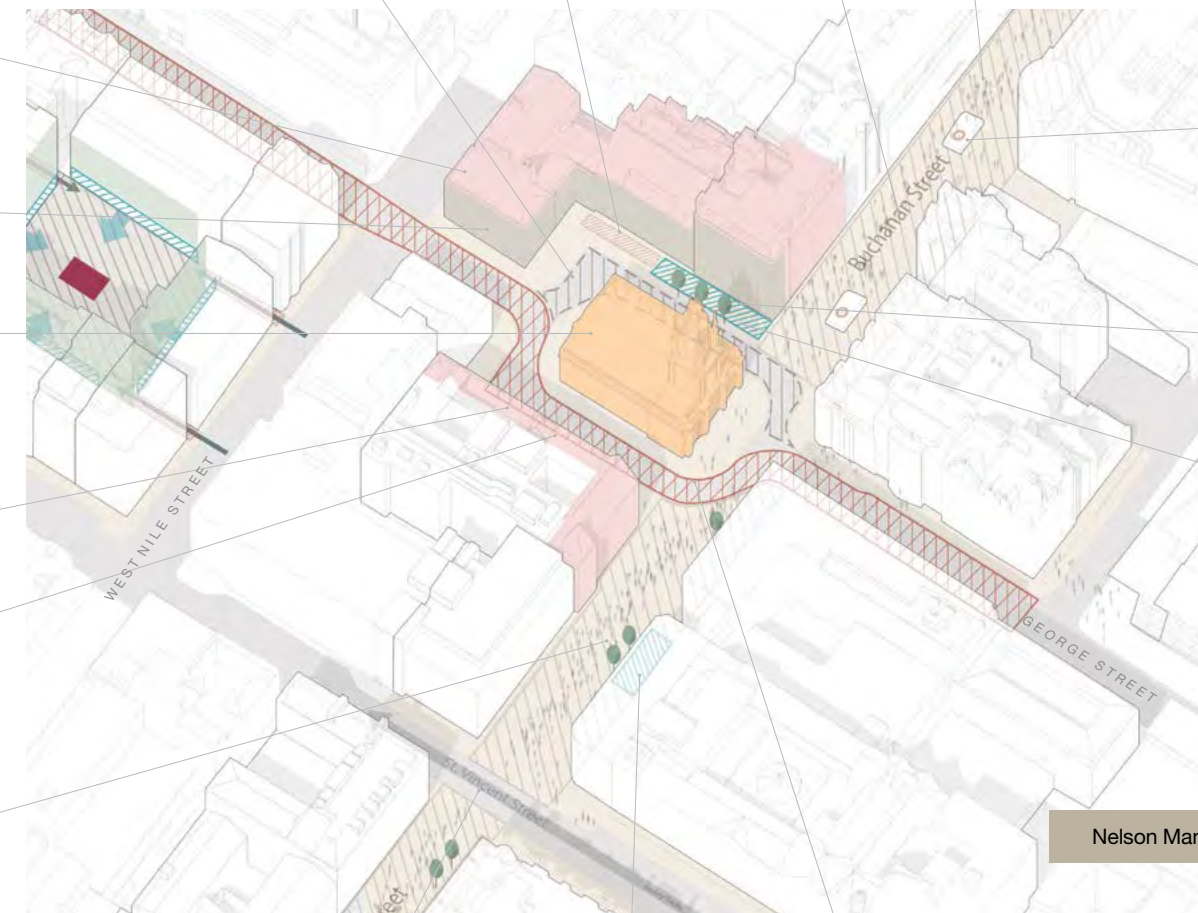
Very limited green infrastructure in key urban space

Can vehicular access be removed from this section to create space for greening / activity

Potential for more external seating to activate space

Pedestrian area of street

Complete absence of street trees to this section of Buchanan Street



Glazed Subway entrance pavilions arranged asymmetrically within street

Limited tree planting, opportunity to increase greening

Pavement cafe seating area from Italian Restaurant

Nelson Mandela Place: Townscape Analysis

Traffic crossing point at St. Vincent St /Place

Starbucks pavement cafe seating

Busy Bus and Taxi gate through space

Potential additional greening and cafe style seating to South facing side



## Recommendations

- Introduce significant greening to the northern half of the space with seating and childrens play
- Encourage more active ground floor uses within the surrounding buildings, particularly on the northern side
- Explore ways to traffic calm the busy bus and taxi gate to improve pedestrian accessibility



# Springfield Court

## Opportunity to Activate a Key Urban Connector



Springfield Court: Townscape Analysis

**Springfield Court is located between Buchanan Street and Queen Street and connected to them both by a series of lanes with varying levels of activation.**

The space is surrounded by a variety of uses including office and residential. The primary occupier of the space is Princes Square Shopping Centre that has an entrance located here, together with an outward facing retail unit, although the access doors to this unit are currently not used, limiting activation. A dedicated external lift was introduced to a restaurant unit

above but this has been vacant for some time.

The space is used for service vehicle access and is also home to a series of refuse bins and skips used by the Shopping centre.

There is an elliptical opening in the middle of the court, marked by a bronze statue 'As Proud As' by Shona Kinloch. The opening, at one time a potential entrance to a lower level unit, was converted recently into a fire escape from the Everyman Cinema in the basement of Princes Square.

A significant area that has become overgrown and neglected is currently hoarded off adjacent to the rear of a handsome Georgian terrace building that fronts onto Royal Exchange Court.

The inclusion of this additional space as part of a reimagined court would allow the introduction of new active 'pavilion' structures to enliven the space, creating a lively evening and weekend destination and would also perhaps encourage the transformation of the neglected Georgian building, that could act as a connector to Royal Exchange Square.



## Springfield Court A Vibrant F&B / Leisure Led Destination

### Option 1: Minor Intervention

The addition of a 'box park' type intervention would activate the space from day into night. This could be used to conceal the necessary service and refuse elements used by Princes Square, creating a much more attractive environment.

The introduction of a raised platform to the Georgian Building would encourage its activation, mitigate the change in level and provide permeability through to Royal Exchange Square.

A future F&B led offer within the ground floor retail unit in Princes Square would bring greater activity, not only to the space but to the connecting lanes where it currently presents blank and inactive facades.



### Option 2: Larger Scale Intervention

The rationalisation of the fire escape stair from the cinema would permit the creation of more active urban space at the heart of Springfield Court and would allow the introduction of an additional structure on the northern side.

The resultant layout provides a series of distinct and characterful yet interlinked spaces of a pleasing complexity.



# case study

## \*spark, york

Opened in May 2018, Spark\* is a project centred around positive social change. A temporary structure built out of colourful shipping containers reminiscent of Boxpark, it has transformed Piccadilly, an under used street in the centre of York and turned it into a vibrant, colourful destination.

Central to their mission is that local people should benefit from regeneration.

It is home to a complementary mix of entrepreneurs from different sectors, with the curation of retail, food and drink, workspace and arts and culture.

Throughout the year it plays host to a wide range of rotating community events and has become a key space in the life of the city.



A Revitalised Springfield Court



## Custom House Quay / Riverside Reconnecting the City to its River



**Custom House and Carlton Place Gardens are key sites in the future regeneration and attraction of Glasgow's City Centre and in realising the potential of the city's waterfront.**

Redevelopment of the site presents a unique opportunity to 'Meet Our Waterfront' again; to transform the place and establish a vibrant city quarter – an attractive destination and sustainable place for citizens and visitors.

The Glasgow City Region City Deal will fund investment in the site, addressing the integrity of the waterfront and support the Glasgow's Climate plan towards a low carbon and resilient city.

The City Deal investment will be used to create a masterplan for the longer-term transformation of the site and will deliver the construction of a new quay wall and introduce new open space for the city's 'River Park' strategy.



## St. Mary's Court A Neglected Space with Huge Potential

**St Mary's Court is a space of significant scale within the urban grid surrounded by interesting facades in a variety of material finishes that provide a real sense of enclosure.**

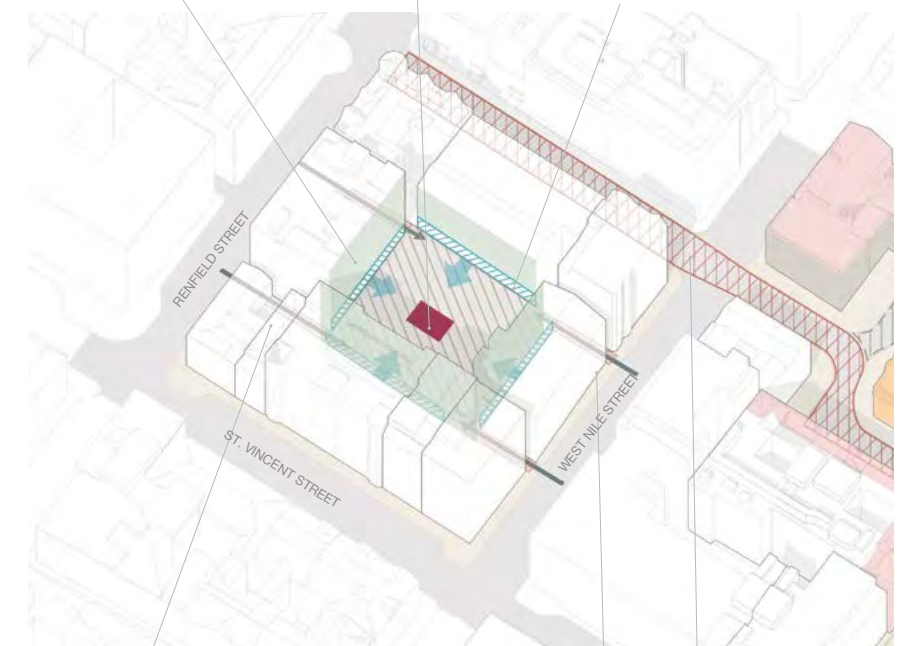
It is reached via a series of narrow lane accesses but is currently used as a service and parking area by the surrounding offices and businesses. A sub-station is located in the centre of the space but this could be retained and 'dressed' to minimise its impact.

At ground floor it is almost exclusively surrounded by bars and restaurants that could be encouraged to open out creating a vibrant space away from the busy traffic dominated streets that surround it.

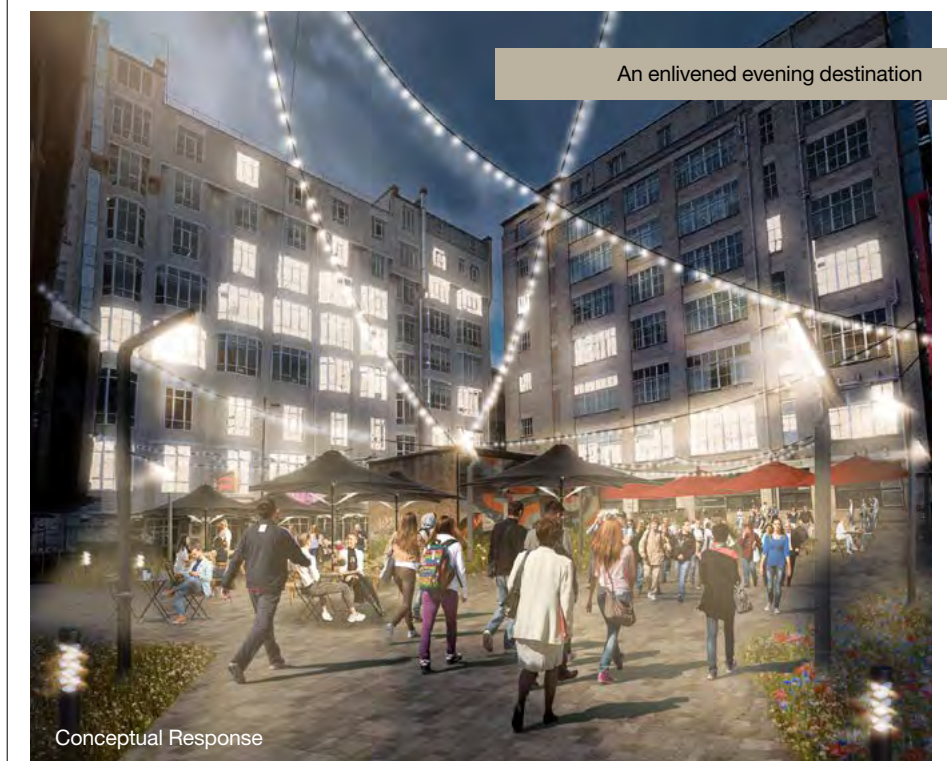


Precedent: Hackesche Höfe, Berlin

High quality façades surrounding space on all 4 sides  
Existing Sub-Station building in centre of space  
Opportunity for existing F&B units to open up to space



Improvements to surface finishes required to lane accesses to court  
Improvements to surface finishes required to lane accesses to court  
Busy Bus and Taxi gate



An enlivened evening destination

Conceptual Response



## Legible City Recommendations

Support the ongoing implementation of the Avenues and extend the ethos of a greened and rebalanced street network, restored connections/enhanced permeability and safer, healthy and attractive routes through and around the Z as highlighted in the Vision.

-

Create and reinforce safe and attractive north/south pedestrian routes connecting the Golden Z to the river front ensuring routes are activated at street level.

-

Combat anti-social hot spots on routes from the Golden Z to the stations by encouraging further evening operations and consider benefits of pedestrian priority in select areas.

-

Look for opportunities to introduce permeability through human scaled lanes (implementing the existing Lanes Strategy), squares and connections.

-

Improve the quality of the urban realm along the Golden Z and introduce greenery and green space (for amenity, pollution mitigation, flood resilience and biodiversity).

-

Develop a potential greenspace specific policy requiring the delivery of (or contribution to) greenspace with development which may be at street level or on accessible roofscape and promote a programme of sponsorship for new greenspace to reduce management costs and promote temporary pop-ups e.g., coffee bar to inhabit and manage space (at reduced rent/rates).

-



Potential to create defined 'place' on Buchanan Street at junction with Gordon Street

Publish requirements/guidance to ensure active/inhabited and attractive edges to development sites where demolition and construction can stretch over years.

Require phased major development to provide publicly accessible temporary greened space on later phase development plots (where cleared).

-

Promote minimum height requirement to primary spaces to achieve civic scale enclosure.

-

Review existing 'Greening the City' approach outlined within the current City Centre Strategy and develop a potential greenspace specific policy requiring the delivery of (or contribution to) greenspace with development.

-

Identify stalled or long-term vacant sites and use statutory powers and/or collaboration with owners to implement temporary/permanent public space.

-

Prioritise St. Enoch Square and Springfield Court for public realm investment.



George Square





# winning

city





**There is opportunity on and around the Golden Z to support city living through delivering new homes through redevelopment and repurposing. This this can help meet the ambition to double the population of the city centre by 2035 and, in turn, bring footfall and help the long-term resilience of the core.**

**Alongside this is the recognition that, with the multi-generational growth in the city centre population, there is a need to increase supporting functions (amenity space, schools, healthcare, etc.).**

## repopulate

With the reducing retail dominance there is opportunity to introduce significant levels of urban living to the city centre.

This would generally be mixed-use solutions with active ground floors and a variety of tenures (private for sale, affordable, student, elderly/ supported / sheltered). Alongside this is the opportunity to bring life to vacant or underused upper levels over retail space through conversion to residential.

**Glasgow has a published ambition to double its city centre population by 2035 and to enable sustainable, inclusive and diverse neighbourhoods.**

The areas within and adjacent to the Z offer potential to deliver a level of residential via repurposing or redevelopment. The Z's role, however, is likely to be in providing the infrastructure and services that support a centre wide repopulation.

Within the wider city centre, to create resilient and socially cohesive neighbourhoods, there must be an increase in the mix of complimentary uses and everyday services necessary to sustain a diverse demographic though the provision of affordable homes, schools, employment and transport infrastructure. Alongside this are considerations of later living, student accommodation, live/work and Private Rented Sector (PRS) and how they can contribute to the vibrancy and safety of place (inhabited passive surveillance) and

how well they sit alongside a vibrant city centre night-time economy (considered in the Vibrant City section).

There is a wider question on how much of each type and tenure of housing is needed in the city centre; is there too much PRS or is the city missing out on e.g. tech company investment as there isn't enough?





Living in the City  
The Current Picture

“ With the 2nd best quality of life in the UK, Glasgow ranks in top 20% of cities globally ”  
City Centre Living Strategy 2019



Traditional Residential of Mixed Tenure ■ Private Rented Sector (PRS) ■ Student Accommodation ■



Glasgow City Council  
City Centre Living Strategy 2035



**The City Council's City Living Strategy Vision 2035 seeks to enable a sustainable, inclusive and diverse city centre population and double the current population of around 20,000 by 2035.**

This strategy recognises how an increased population is interconnected with all the aspects of a vibrant city and the study for the Golden Z refers to it often in each section.

The Vision was published in 2019 and contains the following stated objectives:

**Population**  
To increase the city centre population from its baseline of 20,245 in 2018 to 40,000 by 2035

**Vacant Commercial Space**  
To find productive outcomes for vacant commercial space, with particular focus on upper floors

**Environment**  
To provide a quality city centre environment that is cleaner, greener, safer, more sustainable, and better connected

**Investment**  
To offer a responsive, innovative approach to investment opportunities that support this strategy

**Quality in Design**  
To deliver quality in design

**Resilient Neighbourhoods**  
To enable resilient, empowered and socially cohesive neighbourhoods

The strategy also notes Glasgow's lack of density compared with other cities and promotes higher density residential developments. The recommendations also actively support the conversion of commercial property and vacant upper floors to residential noting the contribution towards the 2030 carbon neutral target.

The areas within the Golden Z vision are only a fraction of the overall city centre that must deliver this ambitious increase but there is significant opportunity balance and enliven the traditional shopping core with the introduction of new homes and all the associated supporting uses. The Golden Z has a role in providing the activated, civic spine connecting an increased city centre population with key urban spaces and greenspace (particularly the riverside and a reimagined George Square).

The City Centre Strategic Development Framework emphasises support for the implementation of the CCLS and also stresses the need for high

quality in the design, mix/range, space standards and management regimes of new homes, to ensure densification of the centre is sustainable in the long term.

The CCLS is absorbed into the new local housing strategy 2023 to 2028 which includes the following actions:

Examine options and develop an affordable housing policy for the city including consideration of a requirement for private sector developers to deliver affordable housing within developments, prioritising public land (for affordable housing) and increasing affordable housing in higher land-value areas;

Identify pilot projects initially for repurposing property to residential in the city centre and explore delivery of affordable homes with amenities including public green spaces through city centre development

Review and develop policy where needed with regard to emerging development models in Glasgow such as co-living and Build to Rent and to more established models such as purpose-built student accommodation.

The number of 22-29 year olds living in large city centres has nearly tripled





**There is opportunity to deliver new residential along and around the Golden Z. Some residential plans are being brought forward at the time of preparing this vision including an element of the Buchanan Galleries and St Enoch proposals and the ongoing delivery of Drum's Candleriggs development.**

There is scope for repurposing and redevelopment in key locations such as the long vacant department stores: BHS on Sauchiehall Street and the TJ Hughes on Trongate. The potential for these and other key locations is examined in the Focus Areas section. Elsewhere, along the Golden Z, the opportunity lies in the repurposing of the underused or vacant floors mostly above shops and often in valuable heritage assets. The potential for both new build, redevelopment and upper floor conversion is examined later in this section and, whereas each location has its unique challenges, there are many that are recurring. A number of these are identified in Ryden's report to The Chamber of Commerce (Repurposing Strategy) and will also be touched on in Savills Scottish Cities Alliance city centre report which will advise on the issues around increasing residential capacity and occupancy across all Scottish city centres.

To follow is a summary of some of the headline issues that may present barriers to why development has not yet happened even though planning consents are in place in some instances.

#### Single Aspect

The presumption is against single aspect dwellings. In many instances this is 'relaxed' to a proportion of single aspect (depending on type, quality, quality of aspect). Often the geometry of many potential repurposed and/or heritage assets do not lend themselves to dual aspect but many can offer an increased volume and quality that balances this.

#### Access

In some instances, particularly in Buchanan St, consented proposals seem to have not been brought forward as the value of ground floor retail/leisure area and frontage makes direct access to the residential core from the street unviable.

#### Waste Management

on the tighter sites along the Z, the lack of available (and low value) accessible ground level space leads to complicated and unwieldy solutions for managing bins (eg. upper floor communal bin area taken down in lift for collection).

#### Active Ground Floors

Where it is a full block repurpose or redevelopment, there is a requirement for active and publicly accessible ground floor uses. Many residential focused developers are uneasy with what they might perceive as this additional liability which can deter development or lead to the developer bringing forward proposals for 'pseudo' active ground floor (e.g. amenity related to the upper floor uses only).

#### Amenity

The requirements for amenity (purposeful outdoor space) is often relaxed – particularly for the repurposing of heritage assets. Significant external amenity space may not be readily achievable in other proposed schemes along the Z. This places greater importance on the provision of quality shared amenity space in the Z locale (parks, urban squares etc.) which can be key in stimulating private development.

#### Technical Building Standards

Opportunities for the repurposing of commercial assets and upper floors to residential are often undelivered due to difficulty in meeting current standards whether it's the thermal performance of historic fabric or the requirements for escape. In some instances these can be met but where unable to do so, alternative approaches to fire-escape (e.g. external 'New York' style) or reduced thermal performance requirements may need to be explored and Building Standards are open to proposals for alternative means of compliance.



#### Adjacency to F&B / Leisure

There is potential conflict between residential and evening venues that may be seen to cause noise and nuisance. Where city centre living is a mature and established model e.g. Rome, Paris, Scandinavian cities, these issues are accepted as part of city living but in Glasgow, for now, this can be a significant issue.

#### Viability of development

Although there are historically low acquisition costs, many investors shy away from the significant alterations required to introduce residential into existing assets (refer Glasgow University REPAIR research). The stair and lift cores are expensive to integrate and reduce the useable space (net to gross) and it's not an easy win, particularly with heritage assets and combined with what developers see as the increased risk of e.g. policy requirements for family apartments. This will be covered in the emerging Savills Scottish Cities Alliance city centre report but achieving development is likely to require a level of public investment (VAT exemption, grant funding, tax allowances, etc.).



Much of the above is underpinned by the findings of Glasgow University REPAIR research which recommends the targeted relaxation of regulatory controls to introduce residential into traditional retail cores. This suggests a review of policy to relax any issues around provision of amenity, single aspect technical performance standards to allow reuse of historic fabric and avoid long vacancies. They also note that investors were attracted to areas where public realm and general improvement works were planned nearby.





## Living in The City The growth of PRS



**In 2023, most of the cranes on the skyline of Glasgow are associated with the delivery of the Private Rented Sector / Build to Rent (PRS/BTR) model.**

There has been no substantial private for sale development delivered in the city centre for a decade; not because there isn't demand but because it's a different funding model. The PRS/BTR model attracts long term institutional investment which reduces the risk compared to private for sale where the financial exposure of large scale dense urban living is more complicated for developers and investors compared to delivering straightforward suburban volume housing. Generally PRS/BTR developers require a certain scale of development which seems to be in excess of 200 units and this is based on both investment management and on-site asset management efficiencies. Generally it is understood that the provision of good quality rental apartments is

often closely tied to the attraction of the tech, financial industry and other sector employment and will continue to be an important component in the growth of the city centre population. However, the sector is not immune to the current level of construction costs and the government rent cap that, for many, makes Scotland a less attractive investment market than other UK locations.

There is concern on the imbalance of the types and tenure of new homes that are being delivered with too many high cost PRS and not enough affordability but it doesn't seem likely that PRS will be the majority of what new homes are required to meet the ambition of the City Centre Living Strategy (averaging 2,000 new residents per year). In August 22 Homes For Scotland suggested a likely 250-500 units per annum could be achieved across the city.

The city needs to establish mechanisms to balance PRS with the policy to ensure a variety of

types and tenures across the centre. For the purposes of this study and out with the redevelopment of the 2 major shopping centres, it is unlikely much of the scale of opportunity directly on the Z will be of interest to the PRS developers (unless as a multi – site option).

If new homes are to be delivered in repurposed and redeveloped locations in and around the Golden Z, much of it will require collaboration with both registered social landlords, private developers, investors and others involved in housing development.



## Living in The City Introducing Later Living

**The City Centre Living Strategy recognises that the population over 65 is growing and highlights the action in the Council's Housing strategy regarding support for the development of such.**

Like many cities Glasgow seeks to be age friendly and to meet the needs and aspirations of its older citizens which will include having access to leisure and amenity and different levels of supported living.

Access to green space, safe walking routes, proximity to shops, culture and public transport all indicate that living on or close to the Golden Z would support the requirements of some of the older citizens who are attracted to city centre living. There is an obvious overall efficiency and societal benefit in older citizens downsizing to move into the city but the majority are likely to be established in their communities with only a small proportion who could help ensure greater generational balance to an enlarged city centre population and potentially new local communities.

Beyond that, for many of the more aged population, Glasgow city centre has been the shared landscape of memory and youth and the ingrained cognitive understanding of place is likely to offer a more dementia friendly, positive environment to locate urban care homes and supported living. If not directly on the main streets, such a development (similar to Belong Chester below) would benefit from the services, familiarity and activity of the Z environment.

“ An energised city centre offers so much more for later living and all within walking distance – activities, services, travel connections and a multigenerational community. ”


# case study

## belong chester

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**Belong Chester, completed in July 2022, provides high-specification accommodation and world-leading specialist dementia and nursing support for over 100 people.**


24-hour support is provided across six extended family sized households and the village also includes 23 independent living apartments, which are available to buy or rent.



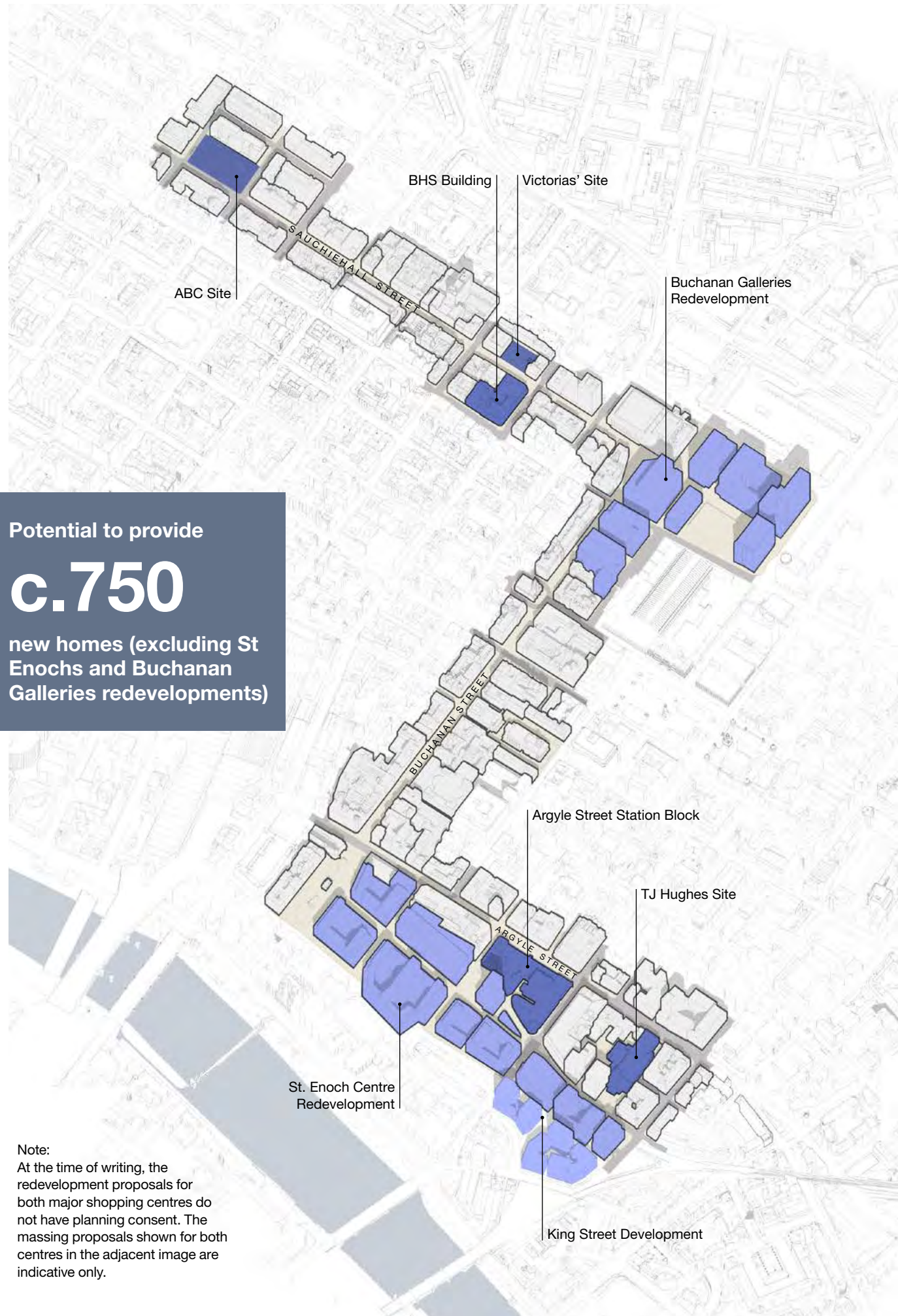
The ground floor 'hub' provides active frontages to the street and features a range of facilities, including bistro, exercise studio and function rooms.

An integrated children's nursery works with the village's team to create a place where older and younger generations can learn from each other in a welcoming, inclusive community.

As a prominent city-centre location, Belong offers enhanced opportunities for social interaction and integration with the wider community.







Potential to provide  
**c.750**  
new homes (excluding St Enochs and Buchanan Galleries redevelopments)

Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

## Meeting the ambition

### How the 'Z' can contribute - Urban Infill Opportunities

#### The planned redevelopment of Buchanan Galleries and the St Enoch Centre offer the largest volume of potential residential in and along the Golden Z.

The proposed Buchanan Galleries development includes, as part of a mixed use approach, an element of residential and retail with the majority of new build accommodation identified as commercial office space. The development proposes to create new civic spaces, increase the amount of active street front and enhance the existing cultural offer.

The proposals for the St Enoch Centre are large scale and will be phased. They are anticipated to provide a greater volume of new homes. Further detail is provided elsewhere in this vision.

Drum's Candleriggs development is currently delivering new housing in its first phase and has a flexible consent for the later phases that could see further residential.

Elsewhere the opportunities in this vision for new build or large scale repurposing are in the focus areas in and around the BHS, the GSA/ABC and the South Trongate focus area particularly around the TJ Hughes department store and potential redevelopment around a reimagined Argyle Street station.

Combined, these have a maximum notional capacity of c.750 new residential units (dependent on type/space requirements).

The potential for these sites to deliver new homes is developed in more detail later in this document alongside potential other uses.

Argyle Street Station Area  
Potential Redevelopment Scenario:  
Potential c.270 units

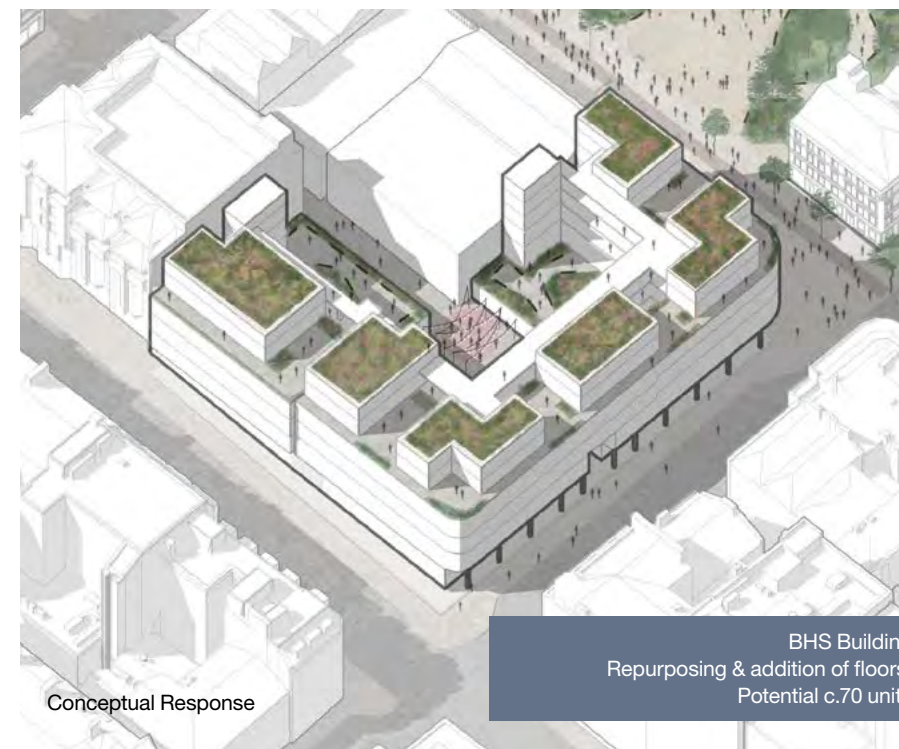


Conceptual Response

TJ Hughes Area  
Potential Redevelopment Scenario:  
Potential c.267 units



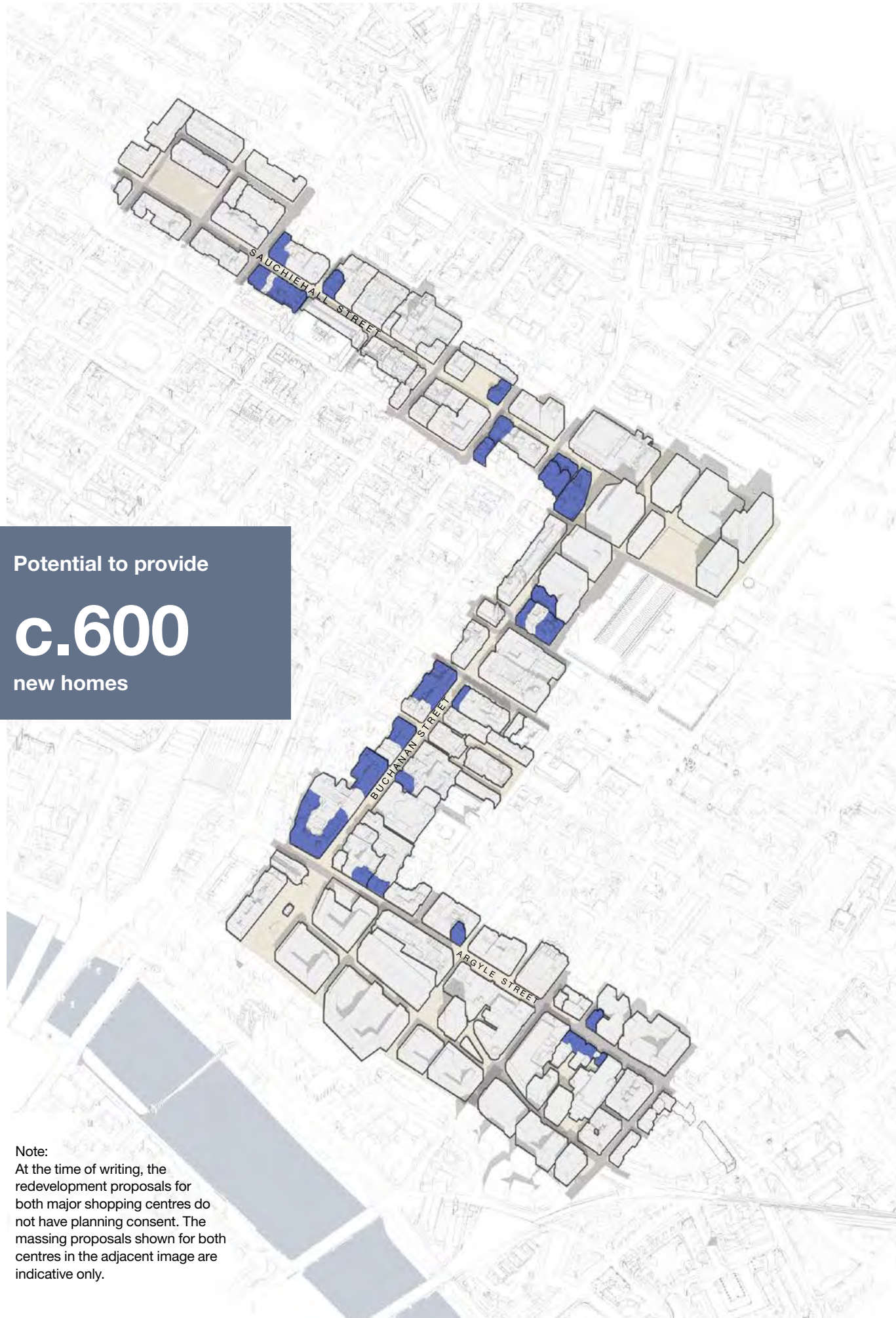
Conceptual Response



BHS Building  
Repurposing & addition of floors:  
Potential c.70 units

Conceptual Response





Potential to provide  
**c.600**  
 new homes

Note:  
 At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

## Meeting the Ambition

### How the 'Z' Can Contribute - Upper Floor Conversion Opportunities

This vision has assessed the potential for the future conversion to residential of vacant or potentially under used upper floors along the Golden Z.

Some are more readily converted than others and, from the selection shown, the maximum number of units deliverable directly on the Z is in the region of 600.

Sketch layouts of each of the properties has been used to establish capacity and details of each are included in the appendices.

It's not possible to uncover all the specific constraints that apply to each site and delivery would be dependent on tackling the challenges detailed earlier in this section but it is useful to understand the notional capacity.





# case study

## 190 trongate glasgow

After lying empty for over a decade, this Grade A listed grey sandstone building, erected in 1903 and previously home to a branch of the Royal Bank of Scotland was restored and converted in 2015 to provide 8 serviced apartments over a coffee shop at street level.

The apartments, ranging from studios to two bedrooms in size occupy the first to fourth floors and are accessed by a dedicated circulation core including a lift, accessed from Glassford Street.

A residents refuse store and bike store have been incorporated within the existing basement and are accessed by both lift and stair. The lift is used to transport the refuse bins from the basement store where they are taken to the street via the principle entrance for collection.

This development has safeguarded the future of a key element of Glasgow's Edwardian Architecture and brought urban living to the heart of the city centre.

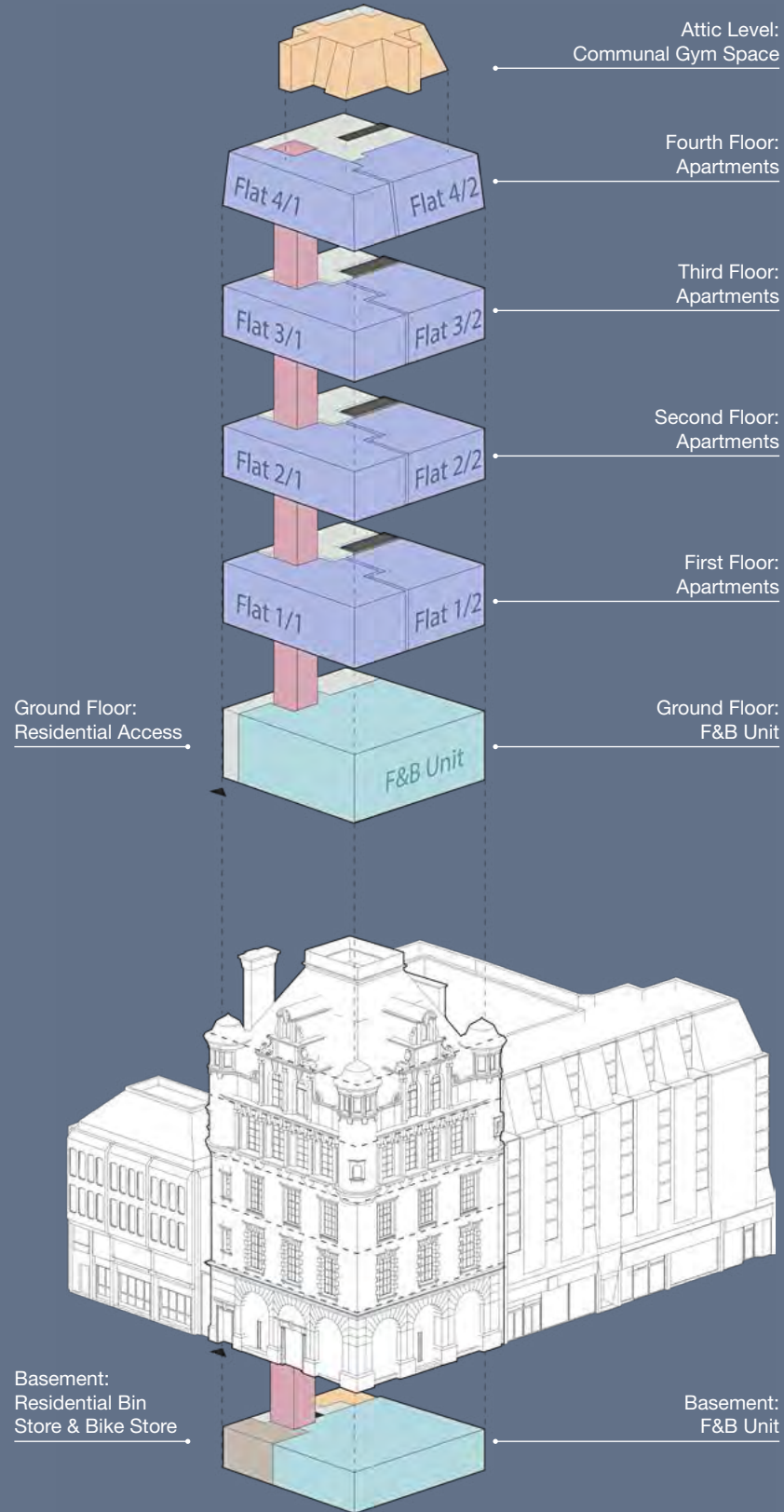


## 10 buchanan street glasgow

This significant development, completed circa 2007, provides 38 apartments above retail units within two listed buildings on Buchanan Street and Argyle Street.

The Apartments are accessed via a new -build dedicated entrance and vertical circulation core set back from Buchanan Street that leads to an open access court on the second floor that provides an element of external amenity ringed by access balconies above.

The existing buildings have been extended vertically through the introduction of two new floors that step progressively back from the building line below, providing external terraces.





# locate services centrally

Key service providers such as education, health and civic establishments can be fantastic assets for a city centre. Working alongside the everyday services (dry cleaners, hairdressers, post offices, etc.). They offer essential accessible services right at the heart of the community, enhancing town centre vibrancy and greatly increasing footfall. For public funded developments, reinforce the responsibilities and all-round benefits in locating these assets and services centrally.

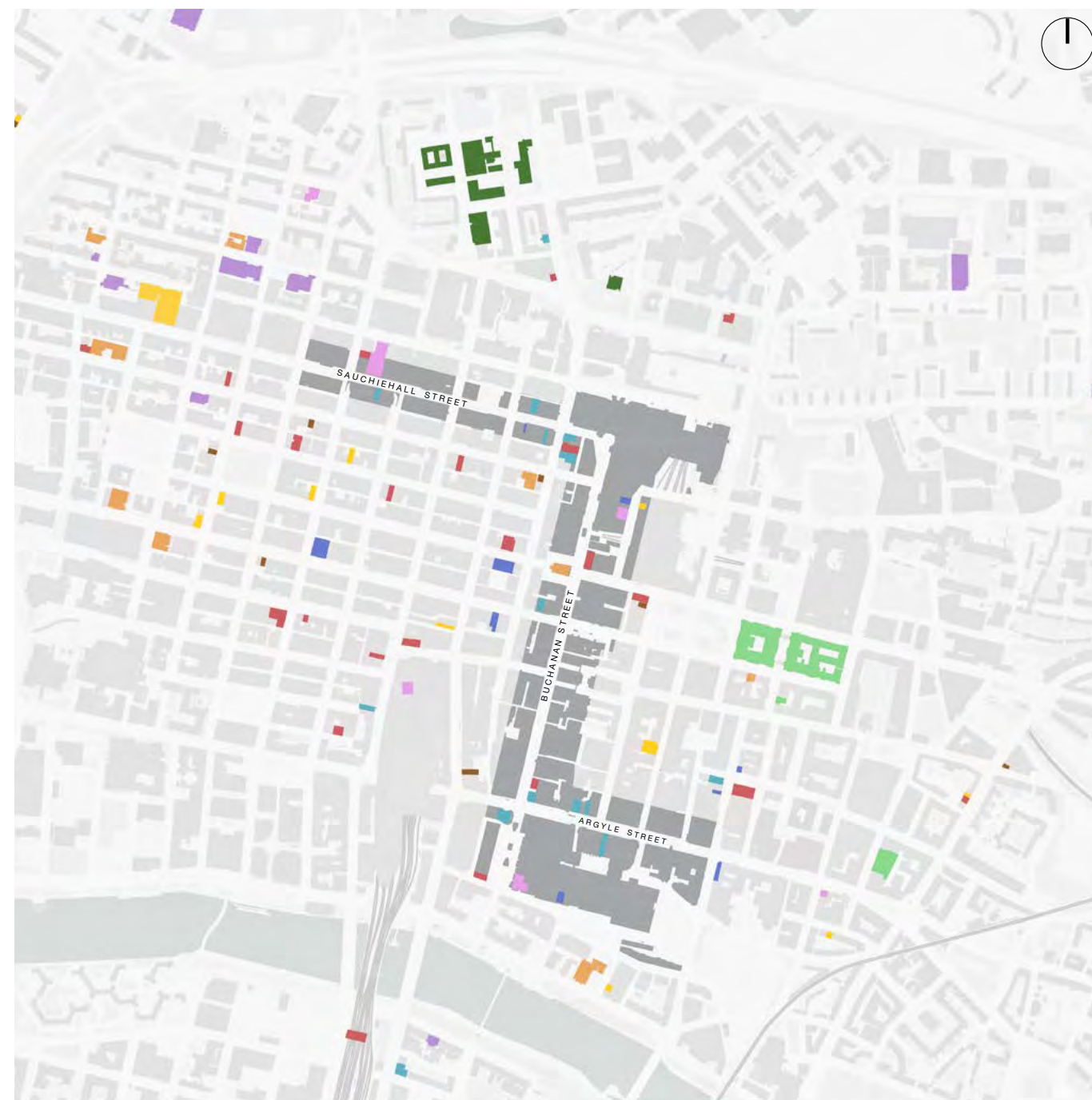
The need to support city living by providing all the associated services and amenity is established and these might include schools, nurseries, food shopping, leisure, open space, play space, community assembly, social care, post offices, banks, etc. all in alignment with the national policy of establishing walkable (20 minute) neighbourhoods and support local living.

City centres are also the most accessible location for civic facilities and out-patient health, driving footfall that is beneficial to other surrounding uses, preventing reliance on private car journeys and providing an equity of access.

The decisions on the location of these essential services must be based on ensuring the resilience of the city centre and not just cost, in line with current government guidance such as the 'Town Centre First Principle' and 'A New Future for Scotland's Town Centres'. This section of the vision explores opportunities to encourage and accommodate more essential services into the city centre.



## Services in the City The Current Picture



The provision of services on and around the Golden Z reflect the current lower population levels. The level of services would need reviewed across the city centre to meet the

needs of the increased population and positioning these on the Z ensures they are accessible and drive footfall to support businesses.

- Doctor
- Religion
- Dentist
- Emergency Services
- Optometry / Audiology
- Bank / Post Office
- Physio etc.
- Education
- Pharmacy
- GCC Services



## Delivering Sustainable Urban Living

### The 2050 City Centre Strategic Development Framework

The SDF (2021) details the goals to create a vibrant, liveable, connected, green and resilient city and reinforces the need to transition the city centre to become a series of connected and compact 20 minute neighbourhoods. This concept is fundamentally based on improving community health and wellbeing and is reinforced by recent national planning guidance (NPF4) and is founded on ensuring a walking journey to local amenities and facilities within a 20 minute round trip.

The SDF reinforces the role the Golden Z has to play in supporting doubling the city centre population by 2035 (and supporting the already established surrounding residential communities). The framework identifies the need to explore how the retail core can diversify its retail offer and, in particular, how Argyle street and Sauchiehall street can transition to become more civic focused and contain the services to support a growing population that is diverse particularly in age and affluence. This includes both major support functions and private personal service businesses that enable local liveability and will be supported/positively encouraged by the council e.g.:

- Health and social care
- Education (nursery, primary, secondary and lifelong learning)
- Playgrounds and informal play opportunities, parks, green streets and spaces, community gardens, opportunities for food growth, sport and recreation facilities'
- Sustainable modes of transport
- Dentists, hairdressers, dry cleaners, etc.

The SDF details the strategic place ambitions for Glasgow city centre including the following which are relevant to this Vision:

- Enhance economic competitiveness;
- Re-population with liveable and sustainable neighbourhoods;
- Connection to the river and surrounding communities;
- Reduction of traffic dominance and car dependency
- Greening the centre and making it climate resilient
- Repairing and enhancing the urban fabric reinforcing distinctive heritage and character.

A step change needs to take place to achieve the ambition to successfully double the population of the city centre and it is difficult for many to imagine city centre schools, major healthcare facilities, play parks, etc. along the Golden Z. It also requires a change of mind set to picture the city centre population evolving to be truly multi-

generational and not primarily the province of students and working age adults. Providing certain services, particularly pre-school care, increases the likelihood of retaining those who might otherwise feel the need to move out of the centre.

Although raised several times across stakeholder consultation, there are no established requirements within the Z area for major services such as education (pre-school, primary and secondary) and major primary healthcare facilities but given the timescale for this vision is 20 plus years the potential to accommodate these functions in an urban format on and around the Golden Z are demonstrated (i.e. how they might be accommodated, if required). The capacity for new homes identified along the Z will not, in itself, drive the need for e.g. new schools and healthcare but this vision suggests the possibility of positioning these on the Z on the basis of their ability to generate footfall and in visibly demonstrating the city does intend to deliver on its ambition to repopulate. In the meantime, as the population increases, the city core is the most sustainable and accessible location for many different functions which will not only benefit existing city centre communities but the significant working and student communities.

## Urban Schools

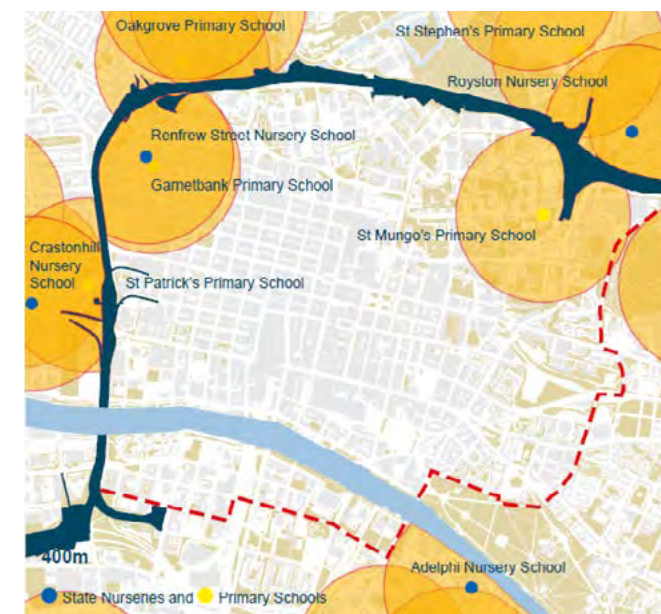
### Meeting the Needs of a Growing Population

Urban schools are commonplace in many towns and cities throughout Europe and could be successfully integrated into Glasgow city centre, where a number of possible sites could accommodate such a use.

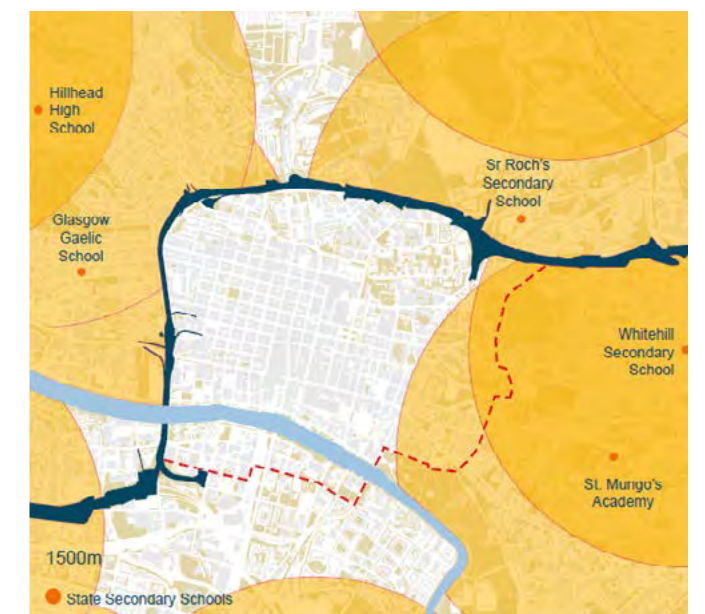
A new school could contribute positively to the streetscape with built form defining the important edges of the plot rather than surrounded by parking or open space on all sides. Recent examples in the UK have active (commercial) ground floor uses and are combined with residential.

The opportunity for all adult learning and community use out with traditional teaching hours would create a learning hub accessible to all.

The CCLS recognises the existing gaps in service accessibility and will develop a social infrastructure plan including review of school provision in the city centre.



400m Map  
Current State Nursery & Primary School Provision,  
Source: CCLS



1500m Map  
Current Secondary School Provision,  
Source: CCLS





# case study

## spektrumhuset gothenburg

### A Layered Multi-Function School, Community & Commercial Hub

Completed in 2018, Spektrumhuset is the centrepiece of the emerging Nya Hovås urban neighbourhood, located on the site of a former Kodak Factory 15 minutes from the centre of Gothenburg.

The building fills an entire block and has active frontages to all four sides. It contains shops and cafes on the ground floor and upper levels that provide school classrooms and co-work office space.

The building is topped with a publicly accessible landscaped roof terrace and a playground for the

school below.

The teaching facilities are shared with the wider community, with school during the day and activities and courses for local residents in the evenings. This, combined with the mix of other uses has created a dynamic and lively building for all generations.

This case study is larger than would be likely in the city centre of Glasgow but demonstrates a blend of uses and benefits that can be achieved. It is also an infrastructure investment around which a community is built and shows how this attracts people to live there.



## Urban Schools How the 'Z' Can Contribute

An urban school, alongside nurseries, would support families living in and around the centre and would provide benefits as a community hub and a resource for life-long learning. It would also stimulate footfall from staff, pupils and parents and energise the city centre and support

surrounding businesses. Bringing one or more of the identified focus sites directly on the Golden Z forward as a school would be a powerful and visible reinforcement of the city's ambition to double the population by growing real, functional neighbourhoods. It would also reinforce an agenda to

ABC Site:  
1000 Pupil Shared Campus  
(500 Primary, 500 Secondary)  
5 Levels  
Rooftop Recreation Facility

BHS Building:  
1000 Pupil Shared Campus  
(500 Primary, 500 Secondary)  
5 Levels  
Rooftop Recreation Facility

TJ Hughes Site:  
1000 Pupil Shared Campus  
(500 Primary, 500 Secondary)  
4 Levels  
Rooftop Recreation Facility

Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.





## Healthcare in the City:

### The benefits of integrating health and care into the heart of Glasgow

Scottish Government policy increasingly reinforces the need for our urban centres to be supported by a mix of services in light of the associated community health and wellbeing benefits. The introduction of health and social services into the city centre would support a growing city centre population particularly an increased older demographic. It would also reduce car journeys and create a more democratic access to services for low car ownership groups.

A location along the Golden Z will be accessible to a large proportion of the community whether a city centre resident, from the wider metropolitan region or a city based worker. Those visiting for a medical appointment in the city centre are more likely to combine the journey with enjoying the amenity of the city centre than if it were in a peripheral location on the edge of town. This both benefits their experience and helps drive footfall and dwell time from staff and patients into the heart of the city and benefits the businesses based there (retail, restaurants, cafes, leisure).

The Covid Pandemic has also caused many to rethink the location of out-patient health services and to consider that anything that doesn't need to be in a hospital can be located in the city centre where the services can be reached without enclosed transport and, in turn, allow hospitals to focus on acute in-patient care (and reduce cross contamination).

Historically the challenge has been accommodating health and care in sufficient scale in the city centre when competing with the previously dominant retail values. There is now the opportunity to bring healthcare in to the city core at the required scale rather than a secondary edge of city location surrounded by a sea of parking.

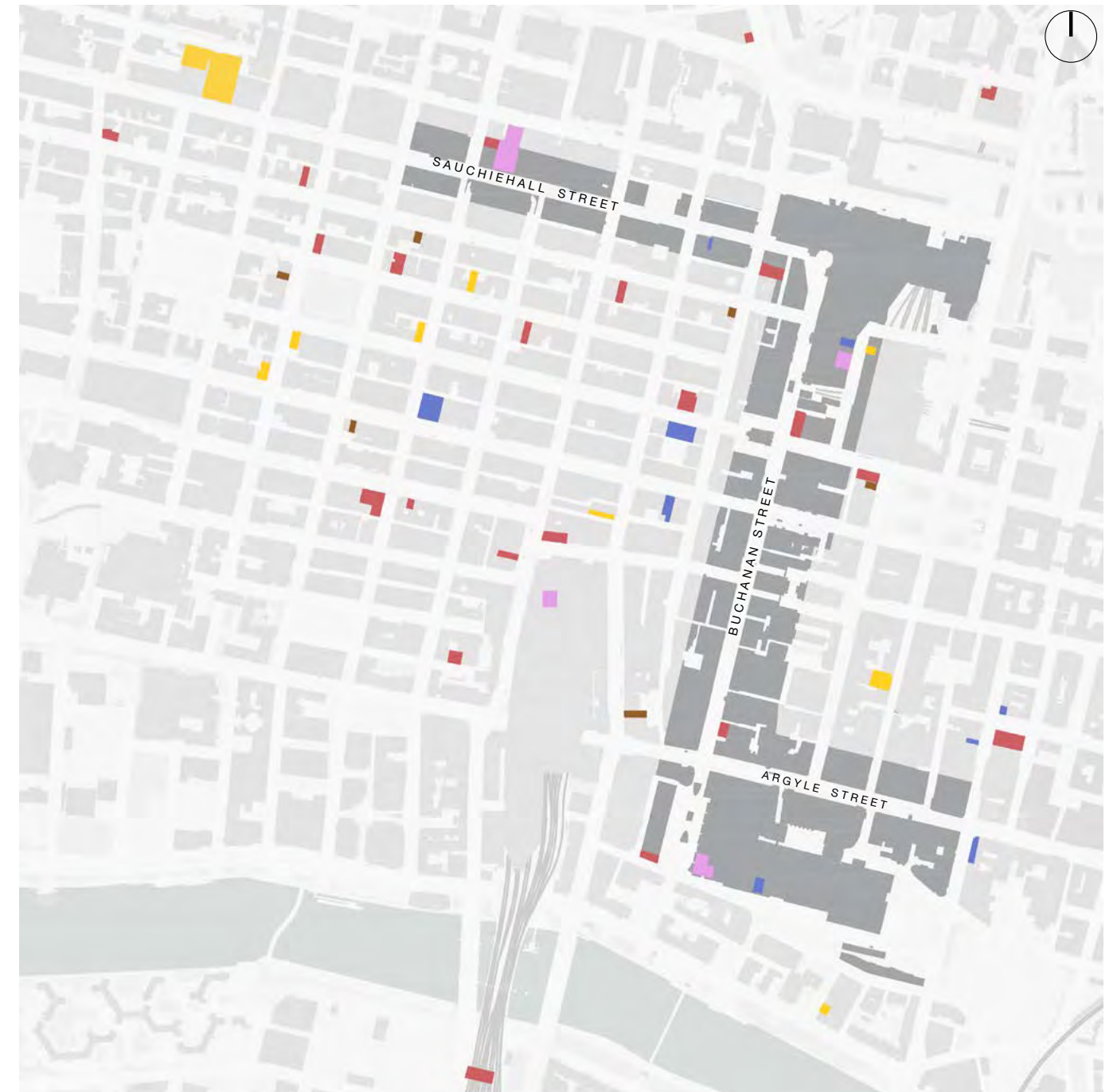
A huge weight of government policy is pushing in the direction of reinforcing our urban centres with a mix of services and uses and the environmental and community wellbeing benefits are increasingly understood. All the focus areas in this vision would be capable of accommodating a significant scale of primary care.

A collective mind shift is required to ensure that healthcare is part of the mix; particularly as it is publicly funded and should reflect national and local policy.



## Healthcare in the City

### The Current Picture



- Doctor
- Dentist
- Optometry / Audiology
- Physio etc.
- Pharmacy



## Living City Recommendations

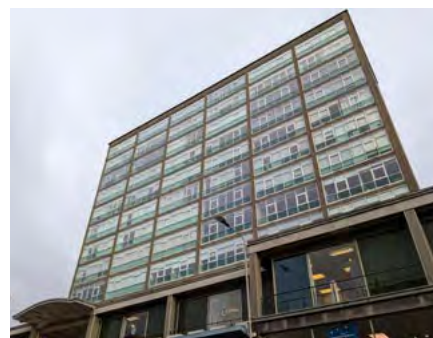
### Address Vacancies

Repurpose vacant buildings & unlock vacant upper floors for residential or office space meeting NPF4 requirement to conserve and recycle assets through repurposing and expansion as a priority. Follow Glasgow's Repurposing Action Plan (Item 3.1) that recommends establishing a process of public investment, policy support and market engagement to deliver conversions.

- Develop and implement targeted relaxation of regulatory controls e.g. planning policy on residential amenity, single aspect, etc and where building regulations standards require to be tailored to suit the unique circumstances in inhabiting upper floors for residential or workplace.
- Identify - and, where necessary, lobby Government for - for a package of fiscal incentives for residential conversions, particularly upper floors and heritage assets. These could include; VAT exemptions, tax allowance schemes similar to BPPRA, reduced developer planning contributions, public grant subsidy and revised VDLP funding criteria to cover residential conversions.

Support the City Centre Living Strategy's action to develop an integrated Social Infrastructure Strategy for the city centre, that will create a road map for the delivery of community infrastructure necessary to support thriving city centre communities.

- Target public purse investment: work with public sector partners to direct service provision and investment towards the Golden Z locale and promote the opportunities the Z provides to accommodate these.
- Work with the city council's Education Service to establish nursery, primary and secondary education needs to meet repopulation targets and explore the potential for an urban school, considering potential new formats, in and around the Z.



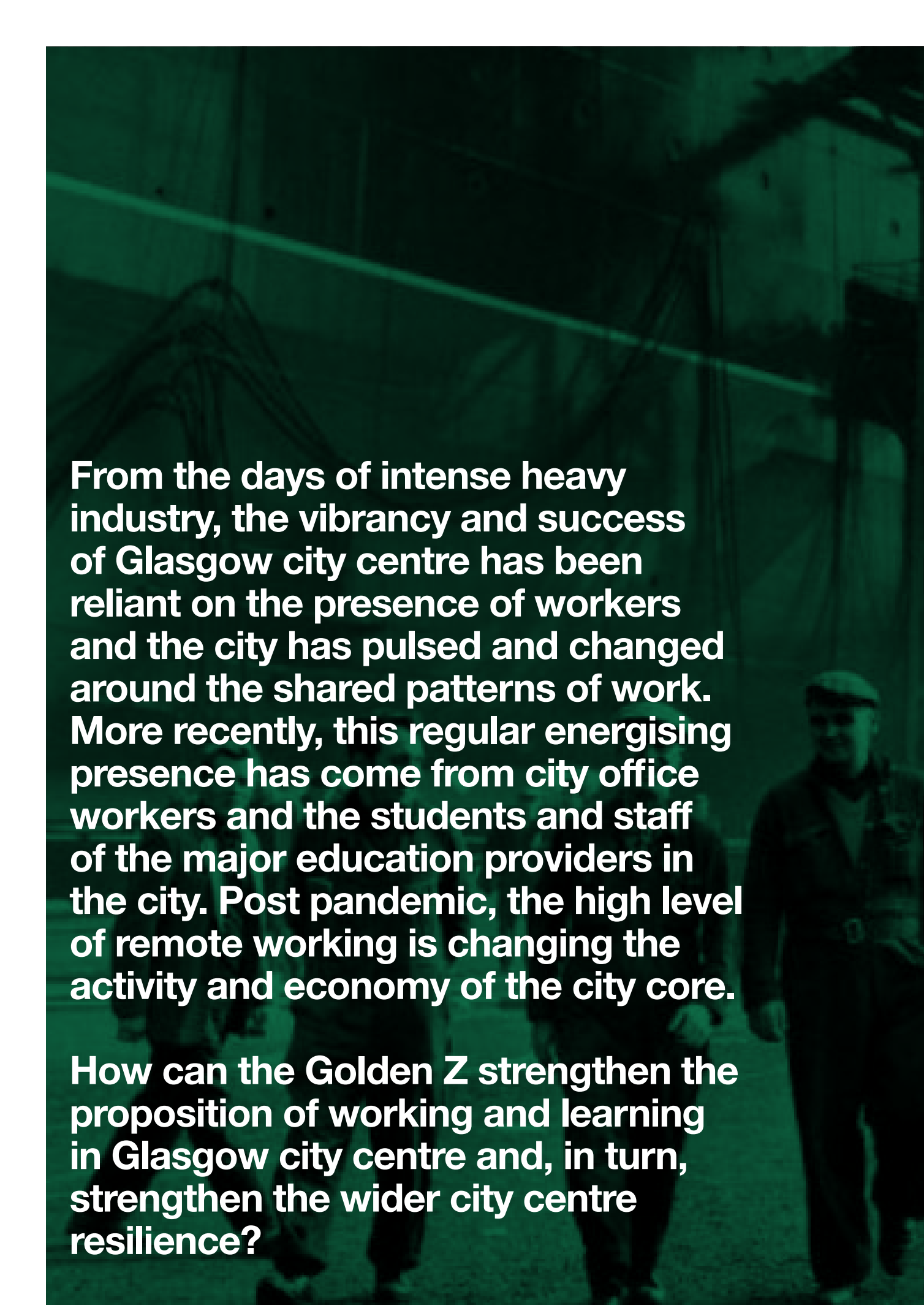
Buchanan Gardens, Buchanan Street



# working city







From the days of intense heavy industry, the vibrancy and success of Glasgow city centre has been reliant on the presence of workers and the city has pulsed and changed around the shared patterns of work. More recently, this regular energising presence has come from city office workers and the students and staff of the major education providers in the city. Post pandemic, the high level of remote working is changing the activity and economy of the city core.

How can the Golden Z strengthen the proposition of working and learning in Glasgow city centre and, in turn, strengthen the wider city centre resilience?

## new workplace

The hybrid working model across office, home and 'third' spaces is loosening the relationship between office occupancy and productivity and for many, the workplace is becoming more about 'collaboration' and less about 'processing'.

Emerging trends suggest that large and SME occupiers are looking for less but better floorspace and there is growing demand for multi-occupied buildings designed to deliver flexibility. Glasgow city centre has many buildings that could offer the potential for re-purposing/change of use and there have been many recent positive examples of this e.g. Mclellan Works, Clockwise (Savoy Tower) and Garment Factory.

We need to create an environment that increasingly encourages and entices the workforce back into the city centre workplace with all the benefits of collaboration and efficiency. We need to do this to protect the viability of the city centre and the economy of the city.

Workplace is a powerful ingredient that will energise a retail and leisure led destination and this study identifies the opportunities on the Golden Z to position new workplace where it can best enliven, promote enterprise and incubate opportunity.





## Office and Creative Workplace in the City

### The Current Picture



Workplace within the study area

Wider city centre workplace

**'There is an increased occupier focus on smaller, higher quality, ESG-compliant, amenity-rich and more flexible office space to accommodate hybrid working.'** Ryden

**Glasgow continues to be successful in attracting and retaining large employers (e.g. Barclays, Morgan Stanley, Student Loans Co.) and, by leveraging the critical mass and quality of higher education in the city, is likely to continue to be attractive to the ever growing tech industry (evidenced by Bruntwood SciTech Met tower acquisition).**

Ryden suggest there is a 'flight to quality' In the wider city centre with

a demand for smaller but better space. This is likely to free up some unloved aging commercial space for repurposing in the central business district which, in the bigger picture, can both help achieve the city living ambitions and help resolve the issues a large mono cultural quarter presents. There are also significant, unique and robust commercial spaces around the Golden Z (110 Queen St, Granite House, St Vincent Place, etc.).



New Barclays Campus, Broomielaw



Met Tower: set to be transformed into a dedicated digital and tech hub



New Morgan Stanley HQ, Waterloo Street



the ambition for the golden z



## Office and Creative Workplace in the City

### How the Z can contribute

The post pandemic growth of working from home continues to deny the city the life blood it needs to support restaurants / food outlets, bars and retail. Organisations are beginning to realise that, in some instances, the mental health and efficiency issues around remote working and changing their policy to encourage an increase in physical presence in the workplace.

A main thrust of this vision is the reinforcement and nurturing of a multi layered, mixed use attractive and vibrant environment that benefits from a rich architectural heritage. The projection of the benefits of working in this well-connected city centre where you can enjoy the quality of environment, accessibility to retail, culture and leisure will be key in attracting the workforce back and in attracting new employers to the city.

The Golden Z is at the heart of this proposition and both the proposals for the redevelopment of Buchanan Galleries and St Enochs recognise the potential of creating new workplace in the city centre. The majority of new floorspace at Buchanan Galleries is earmarked as commercial office space and will create a new workplace cluster close to major transport links. Importantly



Former Debenhams building: conversion to grade A office has been consented

it is proposed as part of a mixed-use development with active ground floor uses of leisure and retail and will avoid the evening 'deadzone' effect of a single use zone.

At St Enoch's it is proposed to repurpose and extend the former Debenhams department store as part of a mixed-use development with active ground floors and located directly on Argyle Street. Both will meet the demand for the quality and scale of space identified by Rydens and bring the much-needed daily footfall back into the city core.

Amongst the more significantly scaled opportunities for new workplace directly on the Golden Z is the redevelopment around Argyle Street station which is described in the Focus Area section. This offers development of a scale that can also

deliver workplace across from the magnificent Granite House – a large heritage asset that has constantly evolved over decades to provide large affordable office floorplates.



Buchanan Galleries Redevelopment: Proposed 1.3 million sq.ft. grade A office space

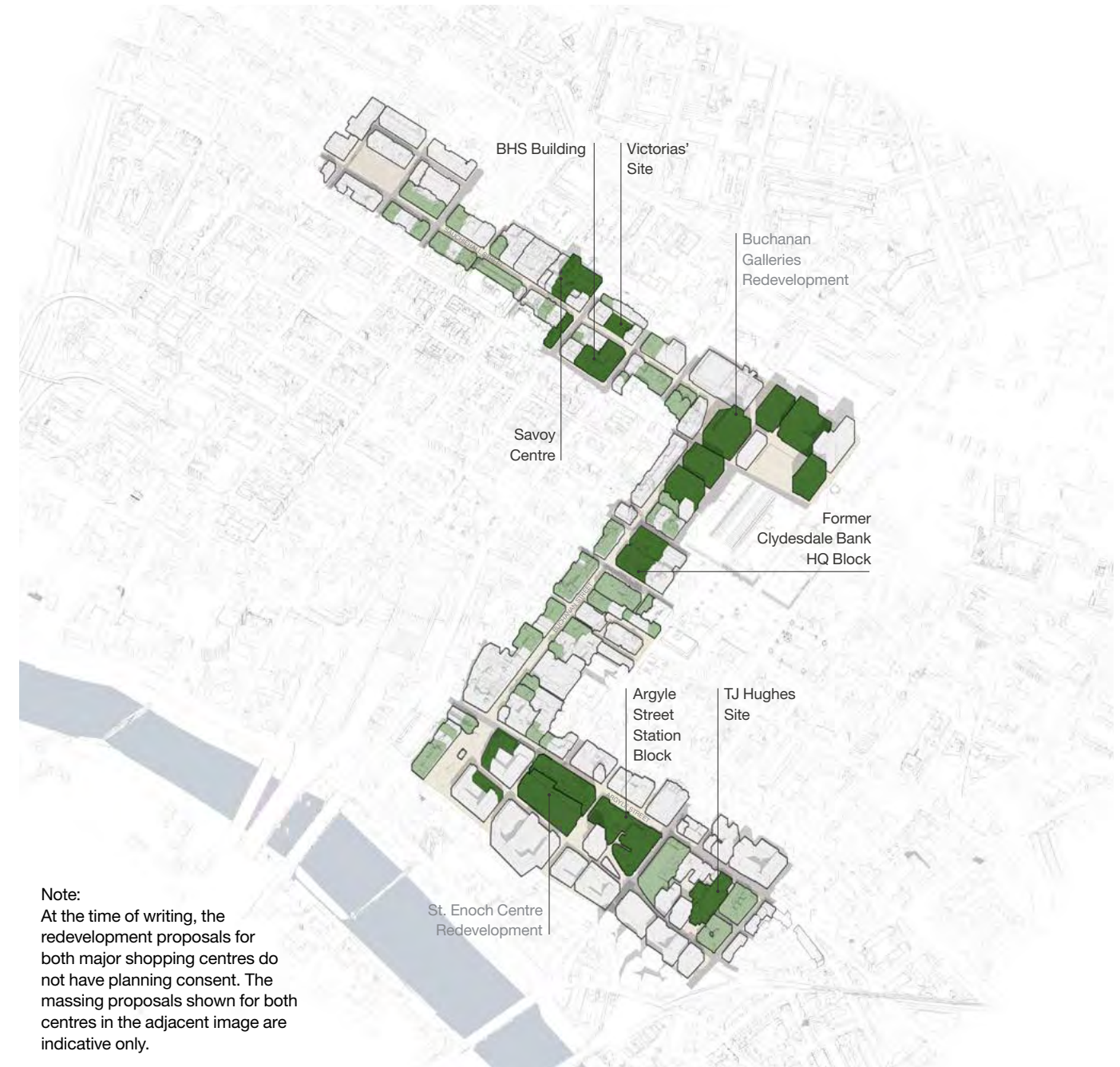


Argyle Street Station site proposals

Conceptual Response

“ We knew that between Glasgow’s rapid growth record, and highly welcoming and collaborative public, civic and academic ecosystems, it was the best place for us to expand.”

Bruntwood SciTech



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

Elsewhere there is potential to increase workspace in the block bounded by George Street, Buchanan St and St Vincent Place. This block contains the previous National Australia Group offices (now New Look with offices above), Dale House, the Clydesdale Bank banking hall and the 'Paperchase' book end.

Having consulted with several of the owners, it appears there is a collective will to look at how this block could be developed in the future to bring the heritage assets into use and to provide a more efficient and cohesive contribution to the city centre. Not least of all is the opportunity to remedy the

unattractive and unwelcoming presence along George Street and part of Buchanan Street and bring the enclosed lane back into play. This is considered further in a later section.



## Office and Creative Workplace in the City Encouraging Entrepreneurship & Creativity

**Not every business seeks (or can afford) high quality modern office space and the incubation of new businesses is a key component in creating sustainable economic opportunity in the city. This often presents an opportunity to repurpose existing stock for tenants who are attracted to an 'edgier' defurbished or character environment. The success of Clockwise a managed and collaborative workspace in the Savoy tower demonstrates this well.**

Beyond that, Glasgow really is a creative powerhouse reinforced by the standing of the GSA. This is often understated – the School of Art has a long association with The Turner Prize, the UK's most prestigious contemporary art prize.

The GSA has produced eight Turner Prize winners overall, and a further ten nominees. Five winners have been graduates of the GSA's celebrated Master of Fine Art programme, these include Douglas Gordon, whose 'Empire' public art installation can be seen in New Wynd. Even with the concentration of venues and studio space to the east of the centre (WASPS, Trongate 103, BAAD, Print studios, etc) the demand for studio space is not being met.

With the space made free by retail, there now is an opportunity to grow the native and uniquely Glasgow creative identity. This potential to enrich the story and experience of the city centre is potent and one many other cities would be envious of.

Wasps operated South Block, Osborne Street



Trongate 103: Centre for Arts & Creativity

## savoy tower glasgow

This 1970's brutalist tower on Renfrew Street, sitting over the Savoy Centre market was transformed in 2017 into Clockwise, a co-work / managed office facility that, after an initial launch on a few floors of the vacant building, now occupies all 11 levels.

Centred around a co-working 'club deck' at second floor level with coffee shop and a 5000 sq.ft. external courtyard, it has breathed new life into this much maligned structure.



A 'defurbished' approach to the interiors has created a contemporary series of spaces with exposed concrete and services alongside high quality furnishings. Local artists have also created unique works throughout the building.

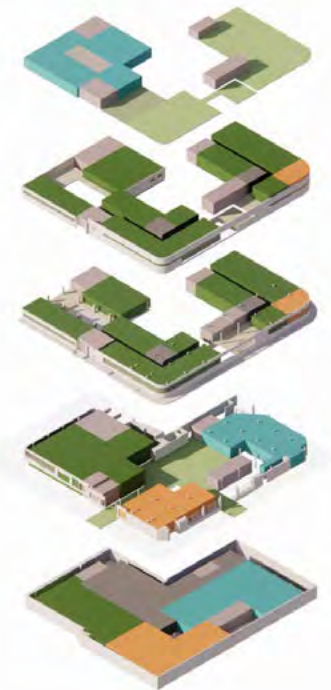
This was the first location for the concept and thanks to its success the model has been rolled out in another 14 locations throughout the UK and Europe, often in buildings of similar age and style.



The opportunities along Sauchiehall street are less likely to offer the Grade A, large floorplate model that is attractive to the same market as, say, Buchanan Galleries proposals nor are the 'isolated' locations likely to meet that market's needs (the mainstream tenants are likely to shy away from being 'pitch pioneers').

What Sauchiehall Street can offer is an opportunity for collaborative and affordable workspace and also support the creative industry in a repurposed and potentially extended BHS, or in the Watt Brothers building full of character (a smaller version of the Garment Factory?). This would reinforce the future creative character of the area building on the presence of GSA and other institutions.

Similarly, The TJ Hughes building offers a potential to reinforce the established creative industry on and around the Trongate and could help meet the established growing demand in the area for creative studio space and 'blended' use that benefit from shopfront presence for exhibition and retail that supports it (as can the BHS and Watt Brothers opportunity).



The former BHS department store could be repurposed to provide creative office & studio spaces over shared ground floor community / event facilities.



## Office and Creative Workplace in the City

### TJ Hughes Building: Creative Office / Studio Space / Maker Space

Taking cues from the character of the surrounding neighbourhood and from the feedback received through stakeholder engagement we have developed proposals to reinvent the building as a creative hub consisting of maker space / workshops, studios and creative office space with an element of co-work.

An element of retail/ F&B is retained to Trongate, with the entrance to the creative hub established at the termination point of Parnie Street, where a localised indentation into the existing form creates a widening

of the pavement edge and provides shelter and a focal point on this key route.

Taking full advantage of the extensive areas of flat roof, an urban farm and roof terrace complete the repurposing.

To the south, a new neighbourhood green space is proposed with a direct relationship with the ground floor cafe / co-work space within the creative hub and the opportunity for the potential development site adjacent to provide further activity and passive surveillance.



## The London Plan: Affordable Workplace Policy



Many London boroughs have recognised the need to retain and nurture organisations that create economic, social and community value and to provide a sufficient supply of 'affordable' workspace.

GLA's London Plan defines affordable workspace as:

"Workspace that is provided at rents maintained below the market rate for a specific social, cultural, or economic development purpose". This includes workspace for specific sectors that:

have social value (e.g. charities or social enterprises).

have cultural value (e.g. artists' studios and designer-maker spaces).

- are dedicated to disadvantaged groups starting up in any sector.

- provide educational outcomes through connections to all levels of education.

- support start-up businesses or regeneration.

The application of this policy varies across the boroughs that have adopted it but generally requires a % (10 -20%) of space in specific new developments be delivered as affordable for start-ups/early-stage businesses or providing

training and business support (café, meeting rooms, etc.). In practice the affordability ranges across several criteria from the obvious reduced rent (e.g. no more than 40-60% of market rate) or a cocktail of rent free periods, flexible leases, small unit sizes, business rates relief, etc.).

There is no assumption that the specifics of the Plan are directly applicable to Glasgow's City Core as the effect on viability may deter development but the development of a specific approach to the Golden Z, with local authority support could help achieve the ambitions to grow businesses, reinforce the creative industry and bring greater activity to the city core.

Potential to provide

**73,200**  
sq.ft of space





## Office and Creative Workplace in the City

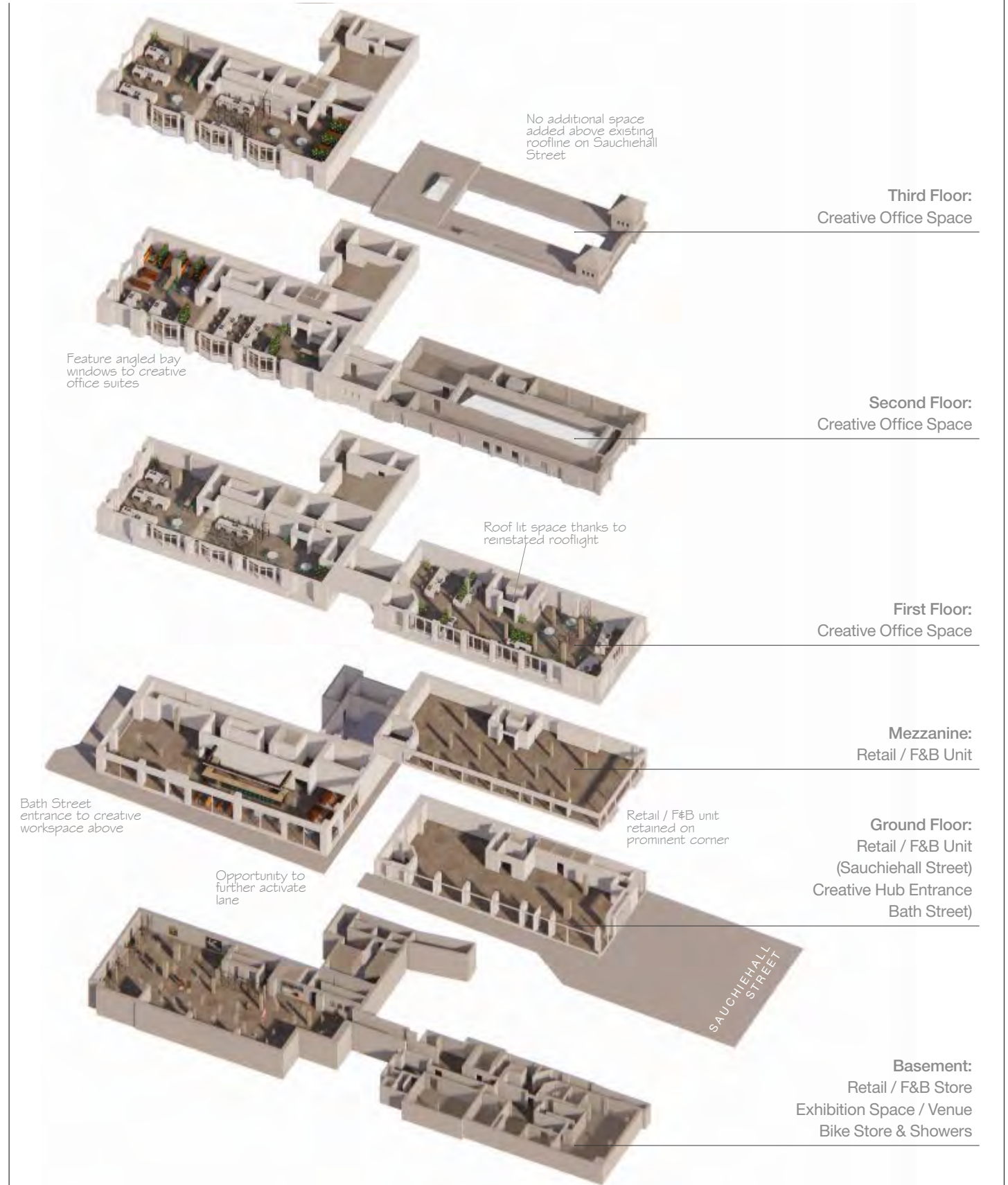
### Watt Brothers Building: Creative Office / Studio Space



**This Grade B listed former department store is a fantastic example of its typology with many notable internal features to be celebrated.**

The proposal shown here transforms the asset into a mixture of creative and collaborative workplace, in a similar vein to the successful McLellan Works on Sauchiehall Street and The Garment Factory in the Merchant City. This type of office space is proving increasingly popular in an evolving office market, where current trends are moving toward 'less but better space' due to the increase in flexible working post pandemic.

The ground floor corner unit to Sauchiehall Street is retained as a potential retail / F&B unit with the creative / co-work hub accessed via the ground floor space to Bath Street.



Potential to provide  
**23,700**  
sq.ft of space



## Office and Creative Workplace in the City

### Repurposing Upper Floors

Along the Golden Z there are a significant number of commercial properties located above ground floor retail and we have identified further opportunities based on existing assets that are vacant or are perceived to be underused.

Again, this is to help understand the likely maximum workspace the Golden Z can contribute. Although, those with smaller floor plates have not been suggested, many of these locations were considered as to their suitability for residential in the previous section and in some cases many of the challenges are similar (e.g. access and technical compliance).

The challenges that remain are predominantly achieving compliant escape, fire protection/separation and the commercial impact of loss of prime street level space to accommodate new entrances/circulation cores (where required).



Note:  
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# case study

## mclellan works glasgow

Once home to Treron's Department Store and latterly converted to standard office space, McLellan Works is an ambitious reinvention of a prominent Sauchiehall Street Landmark.

The connection at street level, recently transformed through the implementation of the Avenues project has been strengthened thanks to a prominent new entrance space complete with coffee shop, shared with the current occupants of the McLellan Galleries at the heart of the building, Glasgow School of Art.

Above, the spaces have been 'defurbished' to reveal original structural elements and features and have been shaped to provide a blend of bespoke office space ranging from 586 - 1346 sq.ft (8-22 person), co-working space and shared spaces for meetings, events and exhibitions.

This creative reuse demonstrates an environmentally responsible attitude to dealing with the embodied carbon within the existing structure.







44.4% of residents have a degree, which is well above the UK average (38%).  
City Living Strategy



## educate

Encourage established education providers and community groups to take space in the city centre.

Beyond conventional institutions, life-long learning encourages people from all walks of life to learn new skills and meet new people. This creates a sense of empowerment, increase wellbeing and combat digital poverty.

Glasgow is a city with a rich history of world class education provision. Two of its principal universities, its largest college, the Glasgow School of Art and the Royal Conservatoire of Scotland are all located either on or very close to the golden Z.

These vital institutions should be encouraged to make their presence felt more readily within the Z through the introduction of more public facing activities and this section suggests opportunities for this.

The vibrancy of the city would further benefit if future expansion of educational activities could integrate with the city centre by taking up 'loose space' in existing buildings.

The city attracts a wide variety of students both home-grown and from all corners of the globe bringing vibrancy to the city. This number is ever expanding, consequently there is demand for new student specific residential developments. We identify opportunities to introduce

appropriate elements in both location and scale of this typology within the study area.

Life-long learning is already a key component of Strathclyde University's offer. Its expansion and encouragement to have a greater physical presence would bolster the Z, creating an all ages 'learning city'.

Glasgow is a top 20 European city for students and one of the top 50 global city for students worldwide  
City Living Strategy

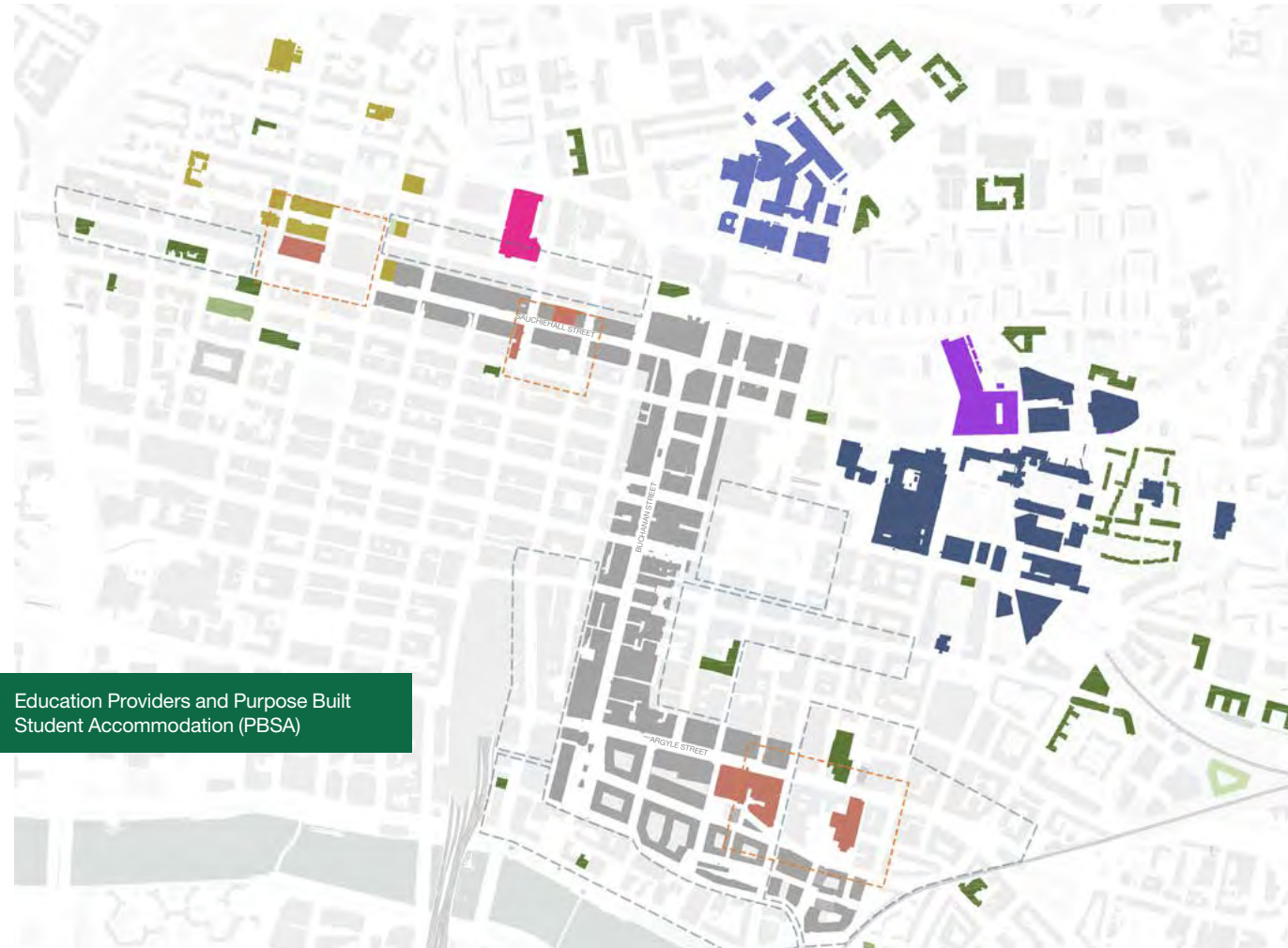
Glasgow offers the highest graduate salary outside London  
City Living Strategy





## Further Education in the City

### The Current Picture



Education Providers and Purpose Built Student Accommodation (PBSA)

<b>Further Education Providers</b>	Royal Conservatoire of Scotland	Glasgow Caledonian University
Glasgow School of Art	Strathclyde University	City of Glasgow College
<b>Purpose Built Student Accommodation (PBSA)</b>	PBSA Delivered or under construction	PBSA Decision pending
	PBSA Consent granted	Potential location on Z / Area of focus

**The universities and colleges are powerful cultural venues and with continuing dynamic growth, have a large part to play in the future success of the city core. In turn, the quality of the city centre is a major contributor in attracting the level of international (and national) students to fuel this growth.**

The world class quality of the educational institutes in and around the city centre have seen a 12% increase in student numbers in the last few years and Glasgow currently hosts in the region of 120,000 students which is comparative with an estimate of 150,000 city worker population (pre-pandemic). The universities and colleges are also big employers, bringing teaching and

support staff into the centre and it is clear that the education sector will continue to play a pivotal roll in energising the city core. Alongside this, the concentration of further education ensures that Glasgow offers a highly educated workforce that is attractive to industry and investment.

## The Need for Student Accommodation

**There is both increasing international demand and a 30% growth in post graduate students in the last 3 to 4 years but there is an acute shortage of purpose-built student accommodation (PBSA) and some of the existing stock is tired and unattractive to international and more mature students.**

The availability of appropriate student accommodation has a direct affect on the success of the universities and colleges and it is clear that the city needs to address this. The scale of some recent developments in existing communities has brought

some criticism and moving forward the city strategy is to ensure that the scale and location of future PBSA is appropriate.

Sauchiehall street has the potential to accommodate new student residential on the GSA/ABC site and in the BHS/Watts/Victorias location where this is both an established use on the street and sits well with a more vibrant evening economy and creative offer.

Some of these locations may not meet the established critical mass for development investment but there are new models being introduced

into the UK market that are proving particularly popular with international students such as Eurofund's 63 unit higher end student accommodation in Kingston.

The City Centre Living Strategy notes that 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.

## Scottish Government Research on Purpose-Built Student Accommodation and Student Housing in Scotland



**This report, commissioned in January 2022 informs the work of the Purpose Built Student Accommodation Review Group, who were tasked with the development of a Student Accommodation Strategy for Scotland.**

The considerations pertinent to this Vision are outlined below:

**Increasing Demand**  
Demand for student accommodation is high and growing. There will continue to be large numbers of international students and also in future years, more home students will come from lower income widening access backgrounds, thereby increasing affordability pressures across student accommodation provision.

**Market Gap**  
There appear to be gaps in the market provision with developers and investors moving up-market (and fewer university halls). This supports the introduction of a more modest, mid-range offer.

**Stakeholder Perception**  
For some stakeholders, PBSA has shifted from being a modern solution to poor quality 'studentification' to becoming a key part of the problem of perceived new forms of neighbourhood dominance.

**Moving with the Times**  
There is an opportunity to re-use existing vacant properties in good locations. However, the refit of the property must be good quality.

**Quality and Design**  
The report strongly encourages new developments to include user-testing and post-occupancy surveys to inform their design work, including their suitability for disabled students.

**Future Proofing**  
The sector needs to recognise the greater financial insecurity of a larger part of its market and provide a wider range of accommodation.

**Widening the Offer**  
There is a demand for a more budget offering. It recommends considering more fully how different interventions and repositioning, for instance, of refurbished student halls or other refitted properties might achieve similar ends.



## Further Education in the City

### How the Z can contribute

In terms of the Golden Z, the proposition is that the vacant and underused space created by reducing retail demand offers the opportunity to further integrate the education into the fabric of the city core to leverage Glasgow's identity as a university city.

Could there be a more dispersed campus approach where Glasgow, Strathclyde and Caledonian Universities might be encouraged to take accommodation in vacant heritage assets or repurposed and extended redundant department stores? Where there are institutions adjacent to the Golden Z (Glasgow School of Art and Royal Conservatoire of Scotland) can they be more visibly present and front facing?

Bringing learning onto the streets would both reinforce the vibrancy on and around the Golden Z and support accessibility and opportunity from life-long learning for the wider community.

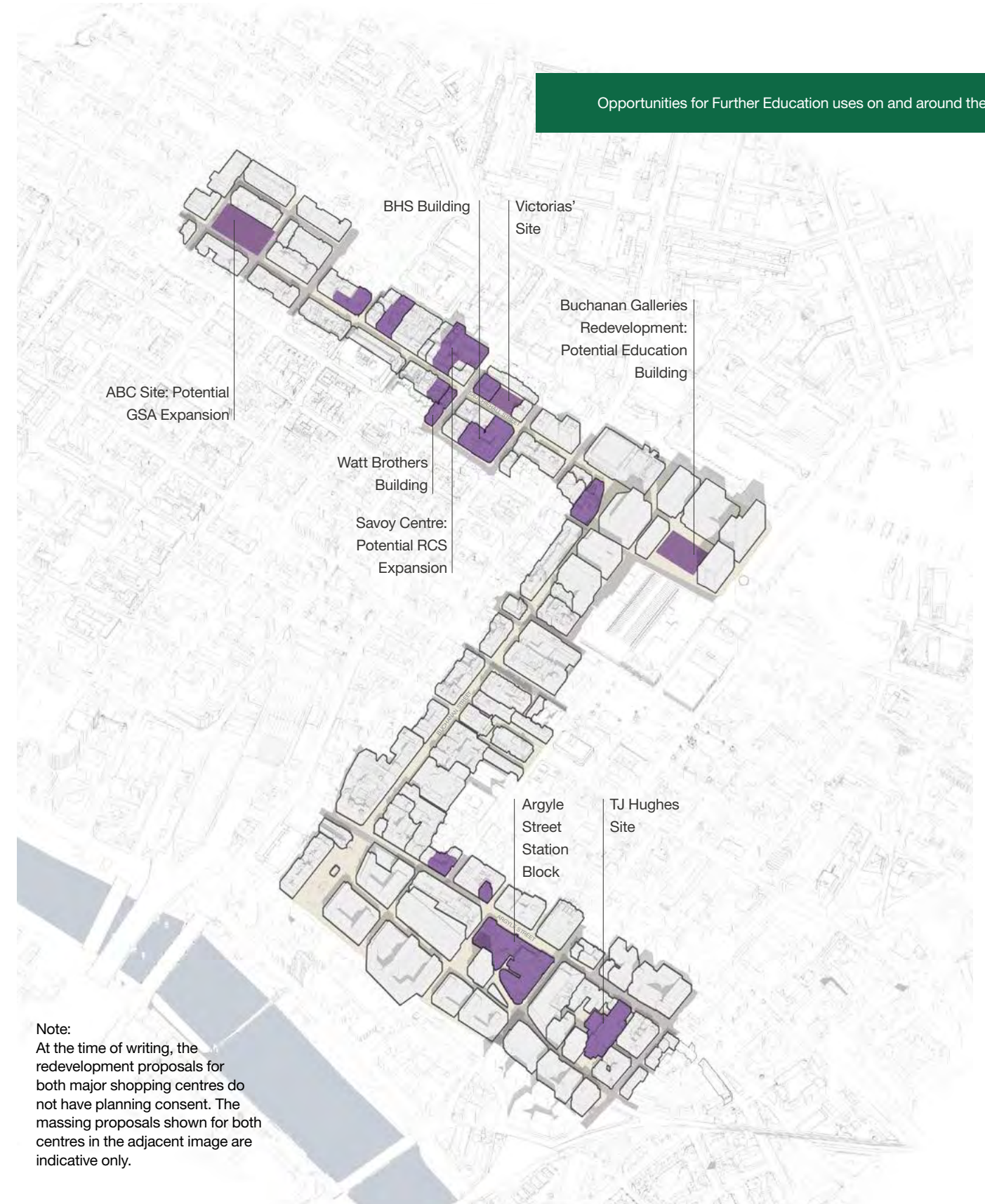


Conceptual scenario: potential expansion of RCS into Savoy Centre, Sauchiehall Street.



Conceptual scenario: potential expansion of GSA 'onto' Sauchiehall Street

Existing Campus  
Potential New Facility



Opportunities for Further Education uses on and around the Z

Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.



## Working City Recommendations

Galvanise and maximise creative and cultural activity and support collaborative space providers to incubate new businesses.

-

Reinforce the creative communities in the Sauchiehall and Trongate locales and meet the growing demand for creative workspace. Particularly, form a creative and cultural forum of all cultural institutions and players around the Sauchiehall locale and enhance their role in driving change and reinvigorating this area of the Z.

-

Develop affordable workspace policy similar to London Boroughs and consider rent levels for GCC owned assets in identified creative 'districts' to ensure affordability.

-

Showcase repurposing and development opportunities and benefits to educational and cultural institutions and support growth of Conservatoire, GSA and others to have direct presence on Sauchiehall Street.

-

Work with Education establishments to respond to the need for student accommodation in the city centre.

-

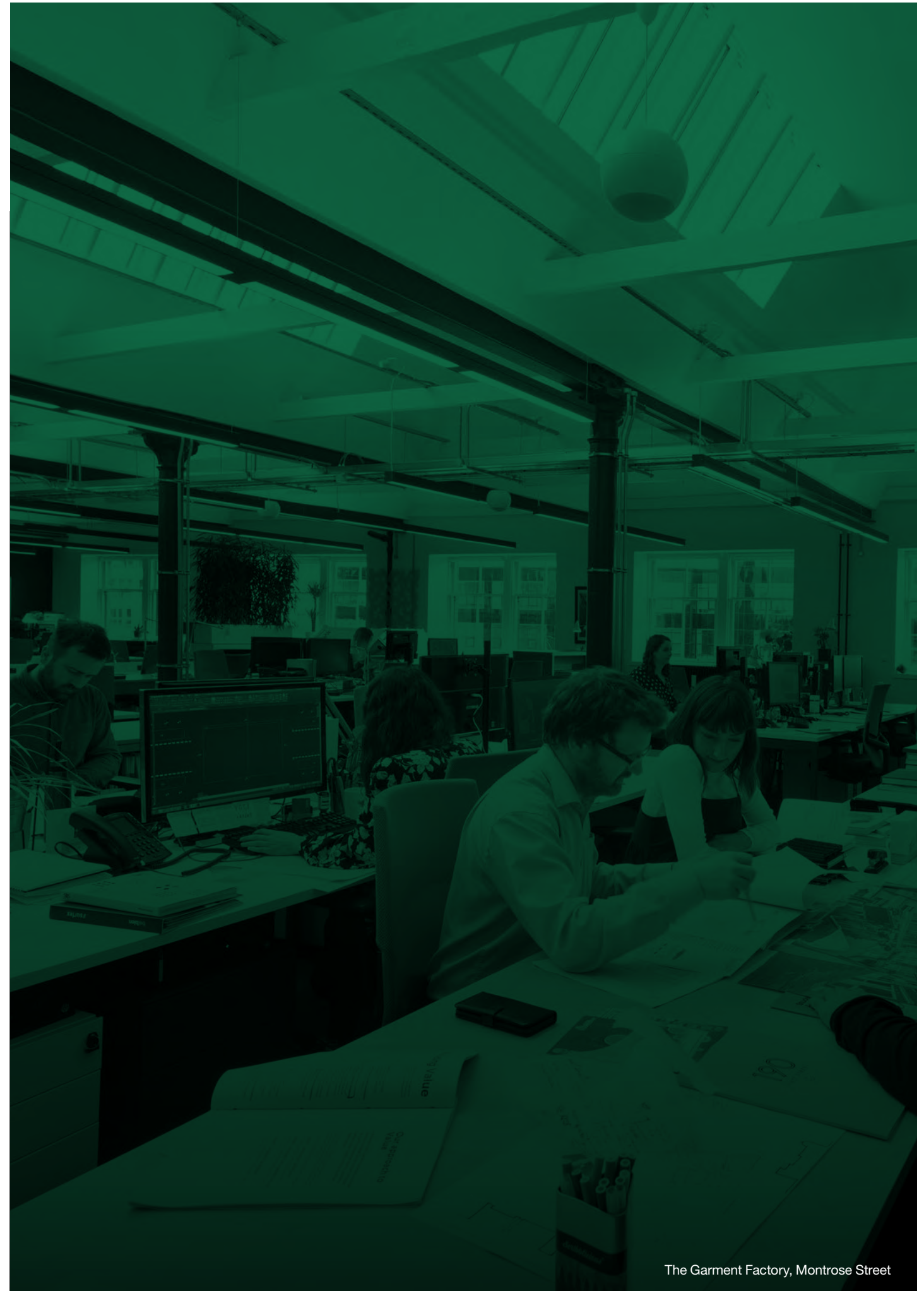
Ensure repurposed premises throughout the Z help meet the growing demand for affordable creative workspace and the respond to the needs and opportunities of the City Innovation District.

-

Support the repurposing of aging commercial office and vacant upper floor retail space to residential (ie. implement the GCC Repurposing Strategy).

-

Work with further education providers to bring learning onto the streets to both reinforce the vibrancy on and around the Golden Z and support accessibility and opportunity from life-long learning for the wider community.



The Garment Factory, Montrose Street





# Vip press at city



A successful city centre needs to be vibrant and safe providing culture, music, bars and restaurants and underpinning the city's economy (and tourism) particularly at weekends and evenings. The centre also plays an important role in enhancing quality of life by fulfilling a city's promise of entertainment, distraction and shared celebration.

The meeting of Buchanan Street, Royal Exchange Square and Gordon Street was originally conceived as the 'epicentre' of the city supporting a cluster of leisure and entertainment that extended the hours of activity into the evening. The Golden Z, as the heart of the city centre, needs greater diversity of uses and better integration of existing cultural / creative activities and the introduction of new attractors where they will have the biggest impact.

In the meantime, it is important to counter the negative impact that long term vacant buildings and sites have on the vibrancy of stretches of the Golden Z by ensuring they are brought forward for meanwhile uses.

# 10

## night life

**The city centre needs to be repopulated and re-energised to be safer and more welcoming. New residents, workers and visitors will bring increased activity and passive surveillance and ensure a vibrant evening economy.**

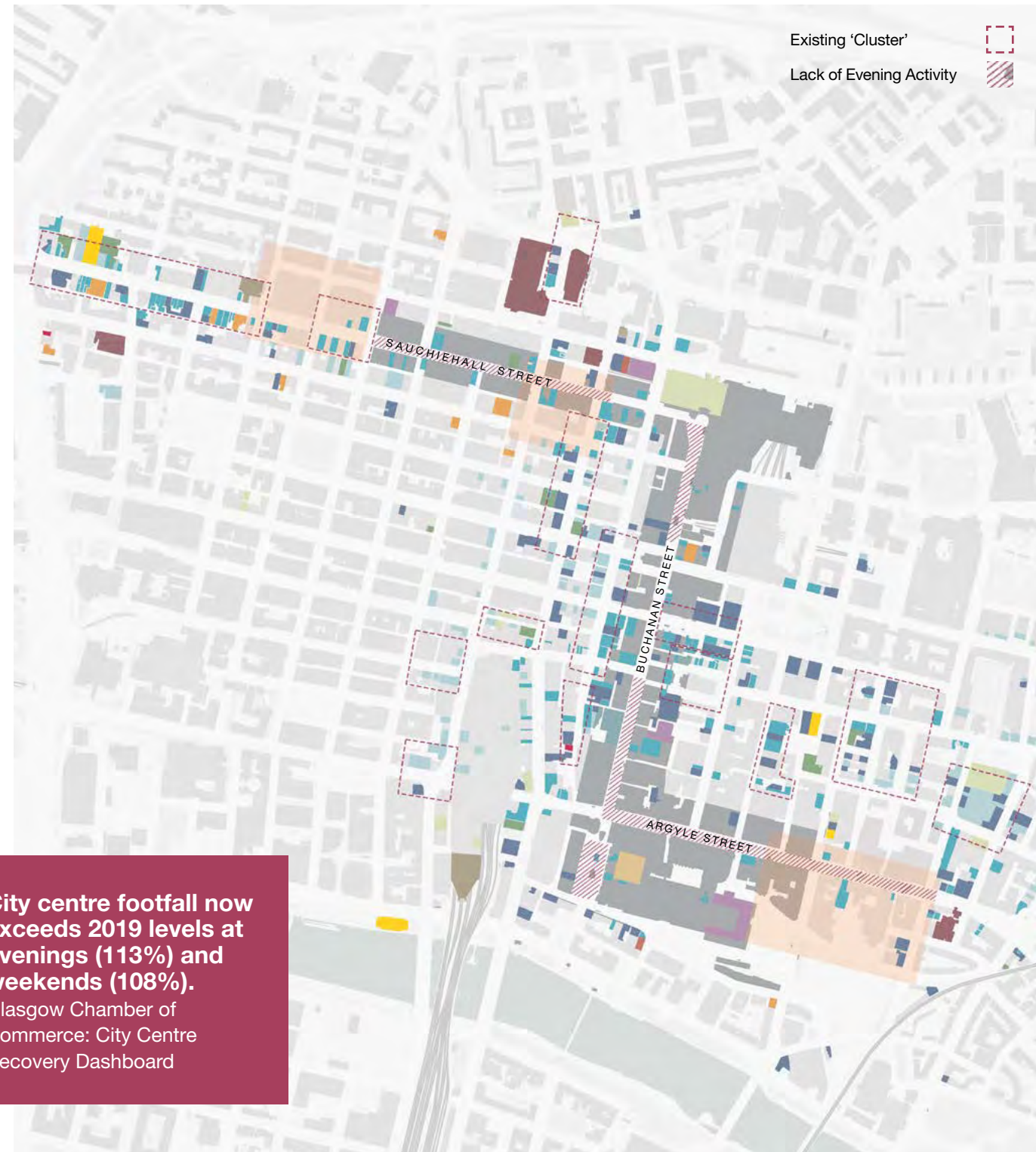
It is critical we introduce a rich variety of uses together with expanding and improving the evening (and weekend) offer.

There is great opportunity for the Golden Z to play a key role in strategically reinforcing and connecting evening activity where in some instances it actually 'breaks the circuit' with stretches of inactive streets in the evenings (e.g. southern end of Buchanan St). This will require the support of a proactive and co-ordinated approach to planning, conservation, regulatory and licensing systems.





## Glasgow's Evening Economy The Current Picture



**City centre footfall now exceeds 2019 levels at evenings (113%) and weekends (108%).**  
Glasgow Chamber of Commerce: City Centre Recovery Dashboard

- |                     |                         |                          |
|---------------------|-------------------------|--------------------------|
| F&B                 | Theatre                 | Bar                      |
| Cinema              | Casino                  | Nightclub                |
| Comedy club         | Music venue             | Bowling / Mini Golf / VR |
| Bar with live music | Food Hall / Bar / Venue | Adult entertainment      |

**Glasgow has a healthy evening and weekend economy that boasts a rich variety of bars and restaurants, one of the most active live music offers outside London, cinema, award winning theatre, a vibrant LGBTQ+ scene, a multitude of leisure opportunities including bowling, mini-golf and VR gaming and an internationally respected club culture.**

Despite the challenges faced by the sector as a consequence of the recent Covid-19 pandemic with its series of lockdowns and restrictions, footfall within the city centre is now exceeding the levels witnessed in 2019 as reported by the Glasgow Chamber of Commerce on their City Centre Recovery Dashboard.

In 2022, Glasgow was named the best city for a night out for tourists in the UK following research that analysed over 51,000 Trip Advisor reviews of nightlife attractions in the largest and most-visited cities in the UK.

However the sector is not without its challenges; the current cost of living crisis has seen unprecedented rises in the cost of fuel, rents, rates, food and drink that has impacted not only on the profitability and in some cases the viability of businesses (it is anticipated that there may be further closures of units operated by the larger national chains), but also in the spending of their customers who are facing similar challenges with their own domestic budgeting.

Cinema, arguably the worst affected element of the evening offer by the pandemic restrictions and ongoing nervousness by the public to congregate in close proximity indoors, also faces strong

competition from the multitude of home streaming services. It has however, according to the UK Cinema Association, seen recovery in income nationally to £902 million in 2022 but this is still more than 25% down on the 2019 figure of £1.25 billion.

Looking at the Glasgow market, the parent company of the largest cinema in the city centre, Cineworld on Renfrew Street filed for Bankruptcy in the US in 2022 but is seeking additional funding to safeguard its future. Elsewhere in the sector, the GFT is doing very well, outperforming any other independent cinema outside London and has ambitions to expand its offer.

As discussed in the Working City chapter of this report, the post pandemic growth of working from home has led to a fall in 'post work' activity, continuing to deny the city the life blood it needs to support its evening economy.

Another challenge is accessibility and the need to improve getting people in and out of city centres at all times which may require a review of subway operating hours and frequency and a greater availability of hackney cab taxis - an industry still recovering from the impact of the pandemic and adapting to the Low Emission Zone requirements).



**Clusters of Activity**  
As shown on the adjacent map, the evening economy exists primarily in a number of identifiable 'clusters' of activity that are located throughout the city centre. The map also demonstrates however that there is less activity on some stretches of the key streets of the Z and that in many cases it acts as a circuit breaker, disjointing activity and providing a 'dead zone' in the midst of an otherwise vibrant and active evening environment.

**In 2022, Glasgow was named the best city for a night out for tourists in the UK**  
Trip Advisor



Cineworld, Renfrew Street



**Sauchiehall Street, Buchanan Street & Argyle Street**  
**Lack of Evening Activation**

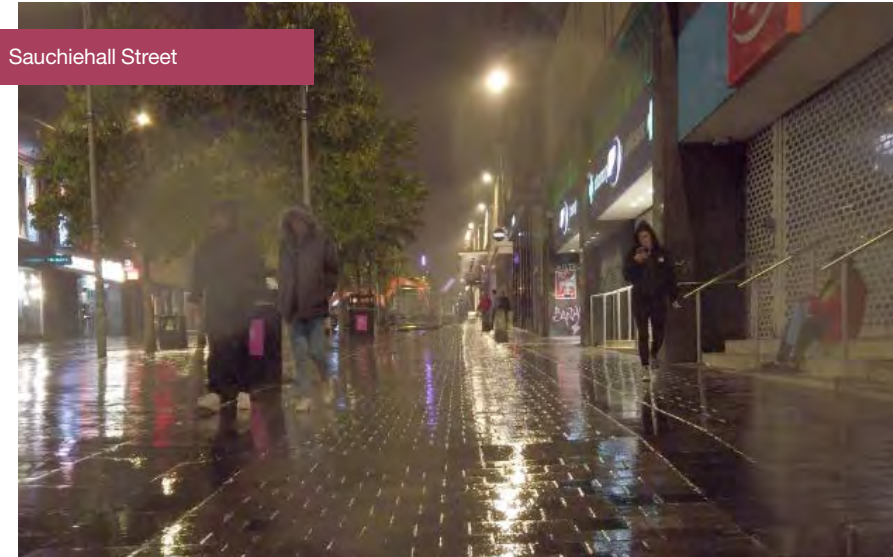
**As identified earlier in Balanced City, one of the negative outcomes of retail dominance on the three key streets within the Z is a distinct lack of evening activation.**

This issue is not new but has been exacerbated more recently on Argyle Street and Sauchiehall Street in particular, thanks to an increase in vacant units and the inertia of long term gap sites (former Goldbergs site on Trongate, Victoria's and ABC sites on Sauchiehall Street). It has led to even less activity and crucially, less illumination from retail display windows and signage at night for large stretches.

The introduction of evening activity uses at key points on all three streets as part of a wider ambition to redevelop gap sites alongside the introduction of significant residential at upper levels would transform the look and feel of these streets for the better, providing a more welcoming and safer environment at night.



Sauchiehall Street

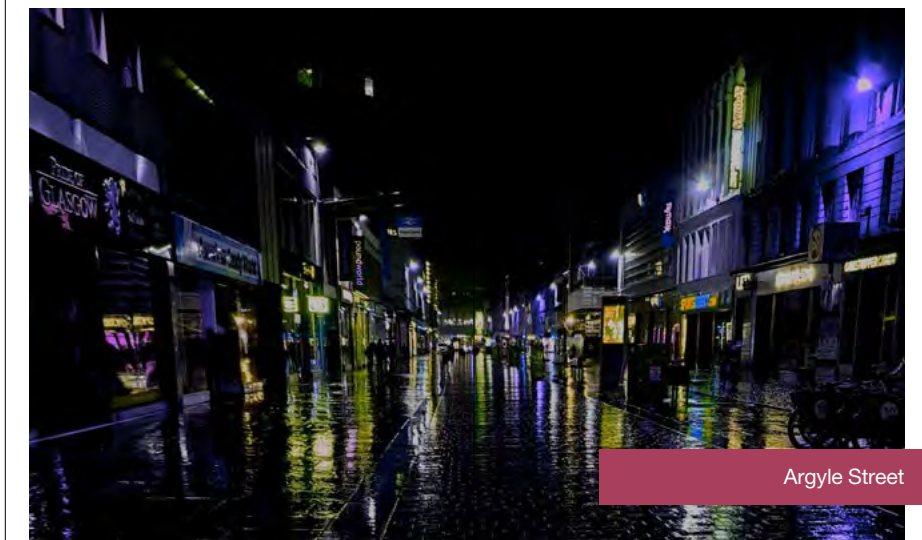


The Z should have a more prominent role within the night life of the city centre and become the connective tissue between established areas of activity, from the bars and clubs of Sauchiehall Street in the north west down to the Merchant City and Trongate in the south east. Buchanan St (and the rest of the Z) should be the 'promenade' imagined in the 1983 Cullen Report.

Buchanan Street



Argyle Street





**Sauchiehall Street, Buchanan Street & Argyle Street**  
Co-existing with residential

**In order for the Z to thrive it requires a significant influx of new residents to provide the critical mass needed to sustain the diverse, more community and local focused uses essential to ensure its future as the sustainable heart of the city centre.**

The presence of this new residential community will also provide passive

surveillance, making the streets feel safer but careful consideration needs to be given to the location of certain elements of an expanded evening offer to ensure that these two uses can co-exist harmoniously.

Certain locations on the Z will be better suited to either uses and while some will be able to accommodate both (residential over

bar/restaurant etc.), others, such as live music venues or nightclubs should be located sensitively in relation to homes and visa versa to avoid the complications referred to as 'Agent of Change' where new residential can compromise and inhibit established evening operations on the basis of noise generation.

Existing evening activity and residential map



Evening Activity

Residential Accommodation

# case study

## vulkan oslo

A former industrial area close to the centre of Oslo has been transformed into a thriving mixed use neighbourhood of repurposed historic buildings and carefully considered new elements.

The area is a fusion of culture and creative businesses with schools, hotels, Mathallen - Oslo's first food market hall, restaurants, bars, residential blocks, offices and shops, plus premises for dance and sport, together with a 950 capacity venue, Vulkan Arena.

The main elements of the market hall, including the areas of external seating close at 8pm but a number of bars within continue to trade until 11pm on weekdays and after midnight at weekends.

Vulkan Arena plays host to a wide variety of music gigs and regularly hosts club nights that end at 3am.

Although it is centrally placed within the overall development, the arena is distanced from surrounding residential accommodation with the Scandic hotel and buildings containing office accommodation used as a 'buffer zone'.

A number of the surrounding buildings also contain a vertical mix of uses with office floors used to insulate the residential units placed on the upper levels from the F&B at ground floor activating the street below.

This blend of people and activities makes Vulkan one of Oslo's most successful and exciting new areas, demonstrating that with careful planning and consideration a significant residential community can co-exist with a vibrant evening economy.





## Enhancing the Evening Economy Glasgow: Musical Capital of Scotland

**Glasgow's music scene is wide ranging and vibrant – its legendary music scene stretches from the highly popular TRNSMT and Celtic Connections festivals to the World Pipe Band Championships.**

The city is also home to Scottish Opera, the Royal Scottish National Orchestra, the BBC Scottish Symphony Orchestra, National Youth Orchestra of Scotland and the Royal Conservatoire of Scotland.

The OVO Hydro and King Tut's came out on top at the 2023 Ticketmaster Awards after winning the prestigious public vote for UK Venue of the Year and UK Indie Venue of the Year. Scotland's largest entertainment venue, the

OVO Hydro, took the top prize of UK Venue of the Year after one of its most successful years yet.

Music is also used as a tool for improved social and physiological well-being throughout the city. The Glasgow Royal Concert Hall offers a range of inclusive and relaxed performances, including dementia friendly concerts.

**Glasgow: UNESCO City of Music**  
In August 2008, Glasgow was named the UK's first UNESCO City of Music. The award recognises the rich musical heritage of the city, and is designed to encourage collaborations across Glasgow's music scene – between performers, music organisations, festivals, promoters, schools and colleges.

It also strives to connect the other UNESCO Creative Cities with Glasgow and this is still an ongoing objective today.

Live music has an important role to play in the transformation of the Golden Z, both in terms of the addition of new performance venues and in the audiences it attracts to the city that can be encouraged to take advantage of what else the Z has to offer.



**Music is the beating heart of this city. Get ready for a warm welcome from half a million residents who have access to over 100 music events every week.**  
Visit Scotland

Live Music Venue (red square)      Bars with Live Music (brown square)

**Glasgow is the musical capital of Scotland, and the largest music economy in the UK after London. Historically, music has played a key role in attracting visitors and continues to be a vibrant part of city life.**



## The ABC, Sauchiehall Street A Vital element of Glasgow's live music scene



Potential new music venue on site of former ABC, Sauchiehall Street at base of new mixed use building

**One of the many unfortunate consequences of the tragic fire at the Glasgow School of Art in 2018 was the loss of the much loved ABC that had established itself as a key component of the city's music scene since its opening in 2005.**

Home to two venues, ABC 1 and ABC 2 with capacities of 1300 and 250 respectively, its absence has been felt on Sauchiehall Street and in the wider city centre generally as the numerous gigs and club nights that were regularly hosted there, bringing activity to the heart of the city centre have gone elsewhere, often to more peripheral locations like the O2 Academy, south of the river or SWG3 in Finnieston.

The size of the venue, smaller than the iconic Barrowlands (1900 capacity) and the aforementioned O2 Academy (2500 capacity) has also left a gap in the market, with

no other venues of commensurate scale currently available in the city centre.

This market gap has been recognised by the developers of the Buchanan Galleries who have identified a potential new 1500 capacity venue as part of their emerging masterplan.

The incorporation of a reborn ABC venue as part of any new proposals for the fire ravaged site would be a welcome re-addition to Sauchiehall Street and to the wider Z. However, if not, there may be opportunity elsewhere (and preferably nearby) to meet the demand.

The developed massing shown above retains the historic entrance facade as a reminder of the previous venue, but incorporates it into a development that would surround the new venue with other uses that both activate at street level and above.



## How the Z can contribute

**There are a number of ways that the Golden Z can positively contribute to the evening economy of the city.**

The introduction of new bars and restaurants at key corners and intersections, particularly where Buchanan Street meets Royal Exchange Square / Gordon Street and St. Vincent Place would provide much needed vibrancy and street activation - bringing life and light where needed within the urban centre. This could be supported by a more nuanced, place based planning policy approach that highlights where F&B uses could be introduced

These new elements would connect clusters throughout the wider city centre, becoming part of a recognisable 'circuit' of evening activity.

Live music could be celebrated through the introduction of new venues such as a replacement for the ABC as outlined earlier. In addition to this, a 'Scottish Music Hall of Fame' museum and exhibition, celebrating the important role music plays in both the city and the wider nation, similar to those established in other global cities (Stockholm, Oslo, Cleveland etc) would be a welcome addition for both citizens and tourists alike.

St Enoch Centre Redevelopment: Potential new street facing F&B units and leisure uses



Vacant buildings on the Z could be considered for permanent or temporary flexible music venue space, the most notable in scale being the TJHughes and BHS - at either end of the Z.

European style food halls, discussed later in greater detail could add something new to the current offer, safeguarding heritage assets and incubating new businesses.

Both major shopping centre redevelopment masterplans contain significant elements of F&B / leisure that would form key ground floor level elements of their new permeable streetscapes, an improvement on those already present within upper levels of their internal malls, particularly within the St. Enoch Centre that contains the Vue Cinema, associated F&B offering and 'Level X' leisure.

New evening economy uses could also be brought in as 'meanwhile' uses as part of a stalled spaces strategy, with the introduction of



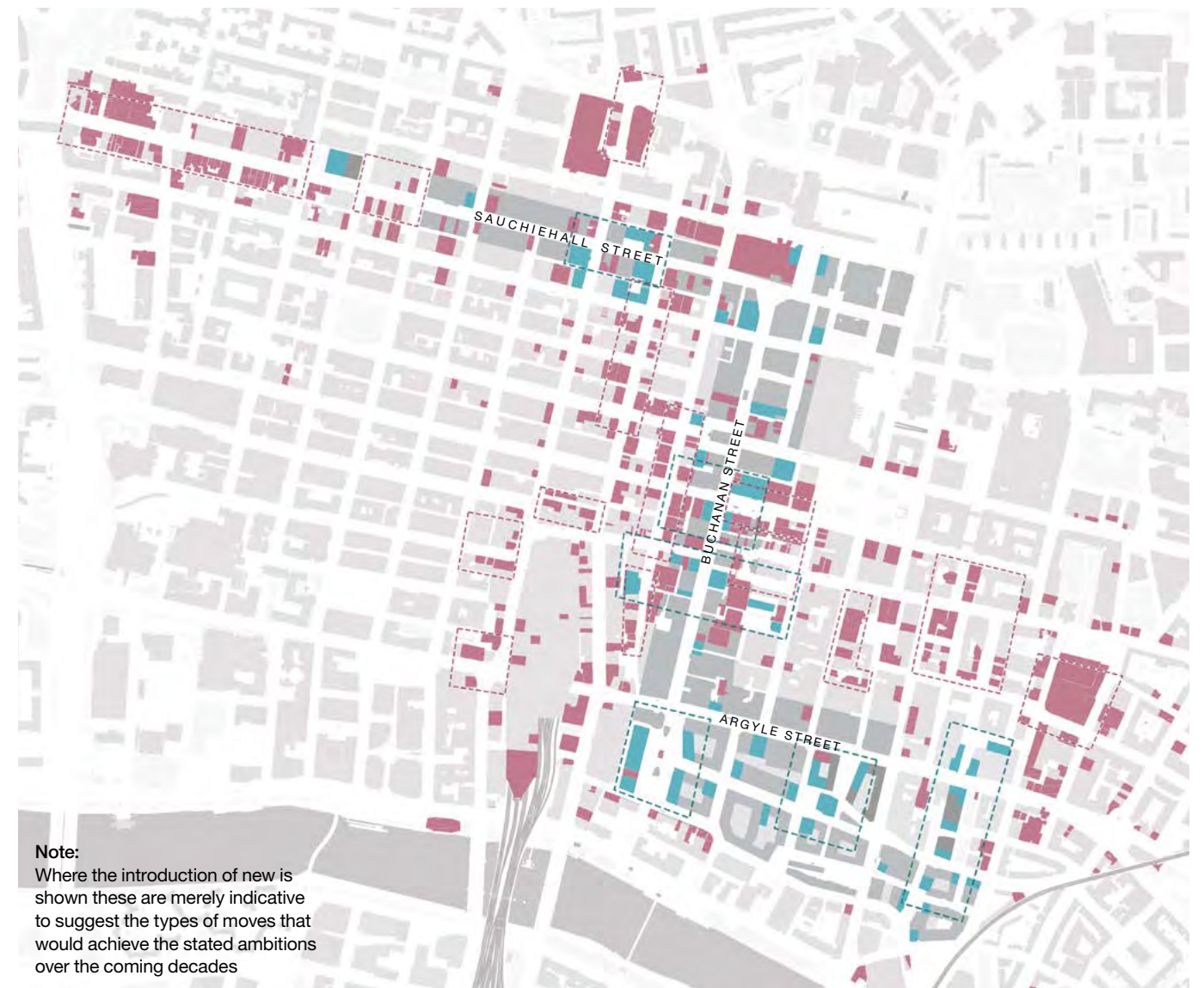
new 'Boxpark' style F&B which is a 'pop-up' assembly of adapted containers providing bars, shops and creative space built against a railway viaduct in Shoreditch. This is built on unused land earmarked for later development and could provide activity and event spaces on the former Victoria's site on Sauchiehall Street (screening the blank gable of the exchange) or within Springfield Court, activating the space and connecting through to Royal Exchange Square.



Buchanan Galleries Redevelopment: Potential new food hall, street facing F&B units and music venue



Springfield Court: Potential 'Boxpark' style intervention



Note:  
Where the introduction of new is shown these are merely indicative to suggest the types of moves that would achieve the stated ambitions over the coming decades

Existing Evening Economy Use

Existing 'Cluster'

New Opportunity





## attract

Social and cultural attractors are a major catalyst for positive change and offer important opportunities to drive more visits into the city centre. From community and civic destinations, to cultural centres, cinemas and European-style food halls, these uses bring new life to old, cherished buildings and spaces.

The city centre benefits from established world class cultural and leisure attractors and these could be better connected to the Z. Alongside this, collaborations with existing institutions and community groups could bring new galleries, museums and

performance spaces to the heart of the city centre.

Positioning these attractors strategically and making them work together to energise key routes by stimulating footfall is critical. Visibility, radial influence and approach routes should determine their positioning, not just conveniently available sites.



## Cultural Attractors

### Powerful Agents of Regeneration



**The Z has world class institutions on or adjacent to it including the concert hall, Glasgow Film Theatre (GFT), Glasgow School of Art, The Conservatoire, Theatre Royal, etc.. However not all are as visibly connected to the main thoroughfare as they might be.**



Many of the existing institutions are not full public access venues (e.g. the Conservatoire and Glasgow School of Art) but can they be encouraged to get involved in the curation of events that showcase the city's creativity and talents?



The Hydro has been a major factor in the success of Finnieston as a vibrant restaurant and bar district. Is the centre missing something of similar impact or can we achieve even better by maximising the collective impact of existing and new cultural venues?

The creation of our existing assets and the introduction of new



'attractors' will encourage footfall and a more diverse audience.

The more intense use of existing quality public place alongside the creation of new space will provide opportunities for outdoor events and pop-up activities and would also bring vibrancy to the benefit of local businesses. This would be reinforced by the delivery of the Lanes Strategy (described in Legible City).

Glasgow has an enviable world-wide reputation for hosting regional and international events for retail, leisure, tourism and major sporting fixtures (mainly around the SEC campus/Emirates Arena/football stadia).

# case study

## ovo hydro glasgow

**The OVO Hydro, a 14,300 capacity arena and key component of the Scottish Events Campus (SEC) on the banks of the Clyde is one of the busiest venues of its type in the world, second only to Madison Square Garden in New York in terms of audience figures.**

The Hydro sits relatively isolated from the city centre thanks to the presence of the Clydeside Expressway and without any large scale food or drink offers in its immediate vicinity, Finnieston, the area closest to the SEC campus in the west end of the city has, thanks to this geographical advantage, undergone a complete transformation from a rather quiet 'poor relation' of nearby Byres Road and Partick into one of the most successful neighbourhoods in the city.

In 2022, The Telegraph named it as one of the 15 coolest neighbourhoods in the UK. Back in 2016 The Times named it the 'hippest place to live' in the UK while its sister paper the Sunday Times dubbed it one of best places to live in Scotland in 2019.

The influx of new bars, restaurants and creative businesses / specialist retail brought about by the increased footfall from the Hydro has seen near 100% occupancy of available ground floor space, a huge increase in population (by 41% since 2013) and has also seen a rise in property prices by 62% over the same period.

The introduction of the Hydro has greatly benefitted Finnieston and demonstrates the positive 'ripple effect' attractors can have on surrounding areas. The Hydro and Scottish Events Campus is 91% owned by Glasgow City Council.





## A Strong Cultural Offer: The Current Picture

**Glasgow's enthusiasm for all forms of culture is an intrinsic element of the unique character of the city and was a key factor in its transformation in the late 80's to the city we know today thanks to its crowning as the European City of Culture in 1990.**

The most recognisable legacy from this year long celebration is the Glasgow Royal Concert Hall, opened toward the end of that year and located at the head of Buchanan Street. It is currently fused to the Buchanan Galleries shopping centre and cut off from street level by a large processional stair but the emerging masterplan proposals show the Concert Hall with a new public face and presence at street level allowing it to be a more visible and democratically accessible participant in the life of the city.

The majority of the cultural institutions within the city centre are concentrated to the north west of the Z around Renfrew Street / Sauchiehall Street, from the Campus of the Glasgow School of Art to the aforementioned Concert Hall and encompasses the CCA, GFT, Royal Conservatoire and both Theatre Royal and Pavilion.

Moving south, The Lighthouse, Scotlands Centre for Architecture and Design and home to the Mackintosh Interpretation Centre is located just off Buchanan Street in Mitchell Lane, however this has remained closed to the public since the Covid-19 pandemic in 2020. GOMA, Glasgow's Gallery of Modern Art is at the heart of the Z in the former Stirling's Library building within Royal Exchange Square, one of the key civic spaces of the city.

The remaining components are located in a cluster around Trongate, adjacent to the Merchant City; Trongate 103, a centre for the arts and creativity, the Tron Theatre and the Panopticon, the oldest surviving Music Hall in the world, although this can only be accessed via a service stair on the adjacent New Wynd.

### Sauchiehall Street: Avenue of the Arts

In recent years there were proposals to re-brand and re-invent Renfrew Street as the 'Avenue of the Arts' taking advantage of the presence of so many creative and cultural organisations along its route.

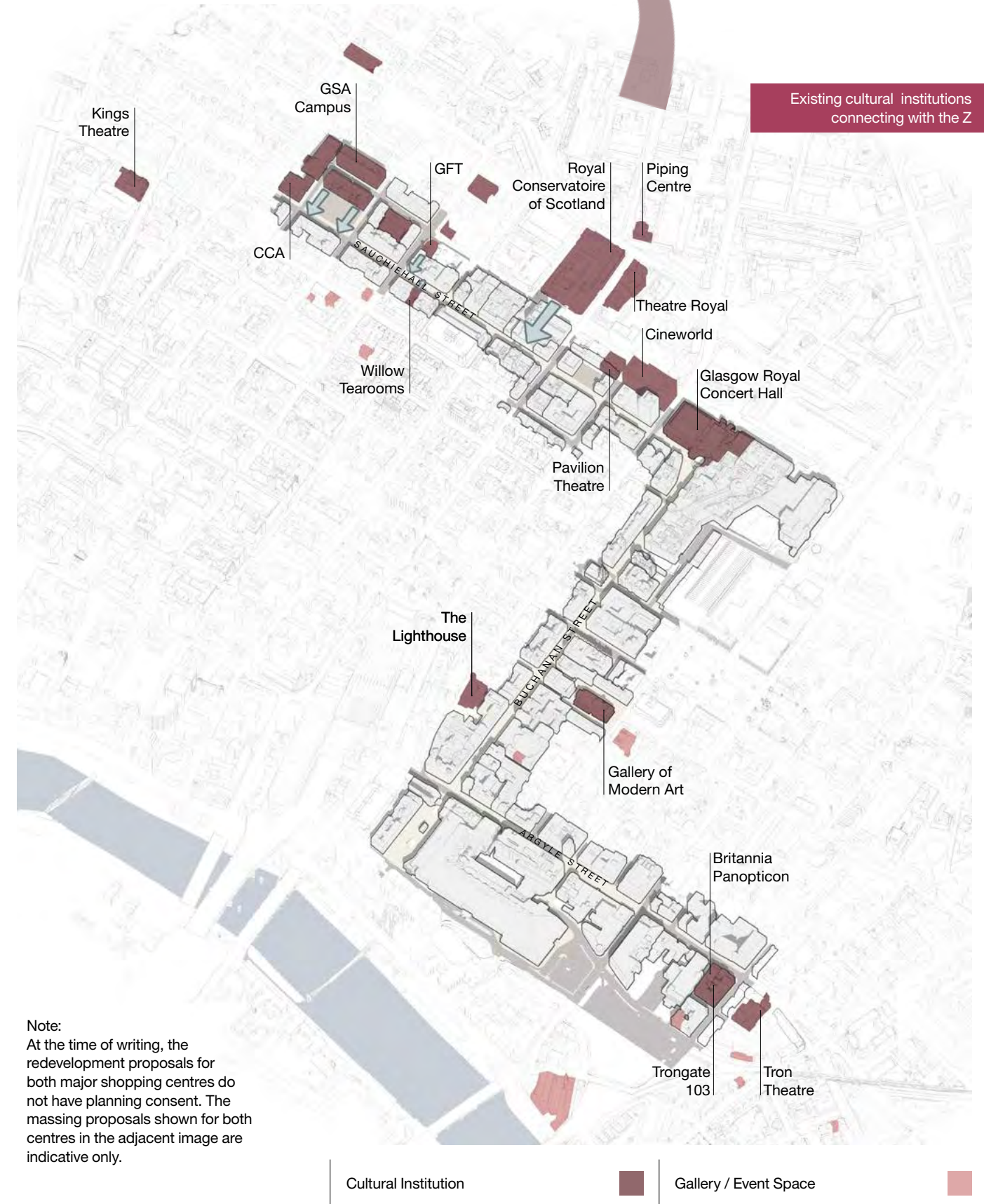
In light of current challenges and the partial retreat of retail, it is proposed that Sauchiehall Street in particular could reinforce its position as the core of a culturally-led mixed use area with a network of new uses/ attractors working with better connected existing facilities creating a collective vibrancy that is an asset to the city's population and supports the adjacent leisure, retail and creative businesses and bringing new life to heritage assets.



Gallery of Modern Art, Royal Exchange Square

### Canal Cluster of Cultural Organisations / Creative Spaces:

RCS Wallace Studios / Scottish Opera Production Studios / National Theatre of Scotland / Civic House / The Whisky Bond





## Taking Advantage of the City-wide Cultural Offer: A New Showroom in the City Centre

**Glasgow has an enviable collection of world class museums that are beloved by locals and a huge attractor of tourists from the UK and beyond. The most popular examples of these however, are located out with the city centre.**

The Burrell Collection, located in Pollok Park in the south of the city reopened in March 2022 following a £68 million refurbishment and expansion, had more than 600,000 visitors to March of 2023.

Riverside Museum and Kelvingrove Museum and Art Gallery, both in the top 5 most visited free attractions in Scotland in 2022 received 1,173,000 and 891,000 visitors respectively.

The European Commission estimates that cultural tourism accounts for 40% of all European tourism, with 4 out of 10 tourists choosing their destination based on its cultural offering.

The opportunity exists to take advantage of these assets on the Z through the introduction of

an enhanced tourist information offer that incorporates a 'cultural showroom' displaying a selection of the objects these institutions have to offer (that would perhaps otherwise remain in storage) in a curated series of temporary exhibitions, providing an ever changing city centre attractor that would appeal to both the local population and tourists.

One possible location for such a facility could be The Lighthouse on Mitchell Lane.

The 'right' location of such an attractor at the epicentre of the city close to both Central Station, Queen Street Station and George Square is critical and the other potential hosts on the Z (ABC site, BHS, Watt Brothers, TJ Hughes) are peripheral in this regard.

This could safeguard the future of this heritage asset and be part of a larger cultural offer with the Mackintosh Interpretation Centre and the potential reintroduction of a right sized design/architecture oriented exhibition space.



**"The Burrell Collection is one of Europe's most beautiful museums... There is nowhere like this place."**  
Edwin Heathcote, Financial Times, March 2022

**It is estimated that cultural tourism accounts for 40% of all European tourism: 4 out of 10 tourists choose their destination based on its cultural offering.**  
European Commission



The Lighthouse, Mitchell Lane: Potential 'Cultural Showroom' location



**Public Art:**

Opportunity to build on a strong legacy and further enhance the public realm



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

City Centre Contemporary Art Trail ↗

Explore 14 of Glasgow's public contemporary artworks, by world renowned artists, in an easily walkable trail.

ABOUT

MAP

CONTEMPORARY ART TRAIL

PREVIOUS ARTWORKS

AUDIO TRAIL

CONTEMPORARY ART SPACES IN GLASGOW

Street art / mural location

Public art / sculpture location



CITY CENTRE MURAL TRAIL GLASGOW

ABOUT THE PROJECT

MAP OF MURALS

MURALS OF GLASGOW



**Creativity is in Glasgow's DNA thanks in no small part to its world renowned institutions like the Glasgow School of Art and organisations like WASPS.**

This creativity, and appreciation for it, is manifested in the numerous examples of public art that can be seen throughout the city centre in the form of sculpture, installation or mural.

Murals in particular can transform unattractive places, injecting colour and life as is evidenced in the large format works in Mitchell Street and elsewhere around the Z. They can also form an important component of a 'meanwhile' strategy for stalled spaces or temporary sites formed after the demolition of a significant

asset prior to their redevelopment. There are established trails, hosted online that celebrate this legacy leading citizens and visitors around the city centre but there is perhaps an opportunity to make more of this vital component of the urban environment by combining these separate trails into one cohesive 'creative trail' that could also incorporate visits to these creative hubs en-route.

Beyond this, the introduction of specific events or festivals to celebrate and promote artistic expression, commissioning new works in the process, would not only further enhance the city centre environment but also attract new visitors to the city.

This approach has been successfully implemented in Glasgow before with the likes of Radiance and the GI Visual Arts Festival.

Other cities have put themselves on the world stage from a creative perspective like Münster with Skulptur Projekte, held every 10 years since 1977 that has led to the city benefitting from an internationally significant collection of public art in many of its key streets and spaces, or Nuart in Stavanger that has been held annually since 2001 and successfully translated closer to home in Aberdeen city centre as described in the case study above.

# case study

## nuart aberdeen

Nuart Aberdeen is an internationally renowned street art festival that has been staged in the city since 2017. Local and internationally acclaimed artists are invited to create a selection of new works, both large and small, around a chosen theme

Based on the worlds leading street art festival in Stavanger, Norway, it has attracted thousands of visitors and local people to the city centre,

boosting the economy and positively transforming the built environment through the addition of colour, form and texture.





## Lighting:

Transformation of the city centre through dynamic lighting & supporting the evening economy



Princes Square entrance and facade on Buchanan Street illuminated at night

**Dynamic lighting can transform the existing environment for a relatively small outlay. It can create a variety of effects to suit the season or event, celebrate rich historic facades and elevate the everyday.**

Glasgow City Centre, and the 'Golden Z' in particular, has a remarkable architectural legacy of buildings and spaces that could be celebrated by night with dynamic lighting, providing moments of magic.

Development of an innovative and creative lighting strategy complete with a programme of permanent and temporary installations would meaningfully embed visual and

city, creating activity, vibrancy and vitality. It could be delivered through private sector owners and tenants and co-ordinated by any future management vehicle (e.g. BID).

The previous success of events like the 'Radiance' lighting festival has shown that such initiatives can be truly transformational and a real boost to both visitor numbers and day/night time economies.

### LUCI: Lighting Urban Cities International Association

Glasgow is a founding member and one of the 61 signatory cities worldwide to the LUCI Charter on Urban Lighting (2010), which advocates the integration of lighting strategies/policies in urban



Finnieston Crane illuminated for the 2014 MTV European Music Awards

development plans and commits Glasgow to implementing urban lighting in an energy efficient and sustainable manner.

The LUCI Declaration on Urban Lighting compliments and updates the Charter with a focus on sustainability, people and place. It was signed by Glasgow in 2023.

Glasgow leads the LUCI network's working group on Placemaking with People and Light that is soon to publish a collection of case studies of best practice covering the following:

- Co-creative lighting design
- Community lighting events
- Lighting projects that promote social cohesion

# case study

## radiance festival glasgow

Radiance, held in 2005, was Glasgow and Scotland's first 'Festival of Light'. 68,000 visitors attended over three evenings, taking in a range of works by some of the world's leading lighting designers and visual artists, creating an unforgettable transformation of the city centre.



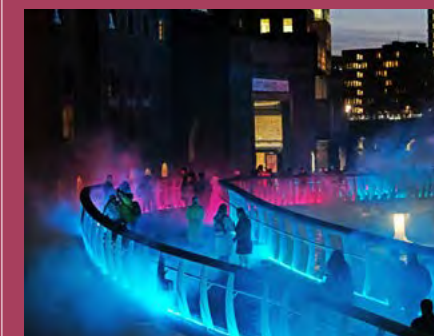
Radiance encouraged people to rediscover Glasgow's remarkable range of buildings and secret locations made resplendent through original lighting schemes, projections, installations, public artworks and curated events.



## bristol light festival bristol

In 2020, Bristol hosted their first light festival, with the aim of supporting the recovery of Bristol's city centre. As a result of its initial success, the festival has continued to take place over following years, growing in footfall and programme.

The festival, visited by 170,000 people in 2022, is supported by a number of bodies, from the Bristol City Centre, Redcliffe & Temple, Broadmead, and Cabot Circus Business Improvement Districts, and Bristol City Council.





## European Style Food Halls

### A Proven Attractor

European style food halls have become increasingly popular throughout the UK and beyond thanks to their variety of food offer, sense of community (due to their shared seating areas), and ability to host events.

If placed in the right location they can be important attractors, stimulating footfall, creating vibrancy both day and night, and incubating and supporting business. They can be powerful agents of regeneration, reviving the fortunes of cherished heritage assets, as seen in Palma, Malmo, Oslo and closer to home in Altrincham to name but a few.

In the case of Altrincham, the town centre was suffering a seemingly terminal decline due to changing shopping habits and its relative proximity to Manchester City Centre and the Trafford Centre.

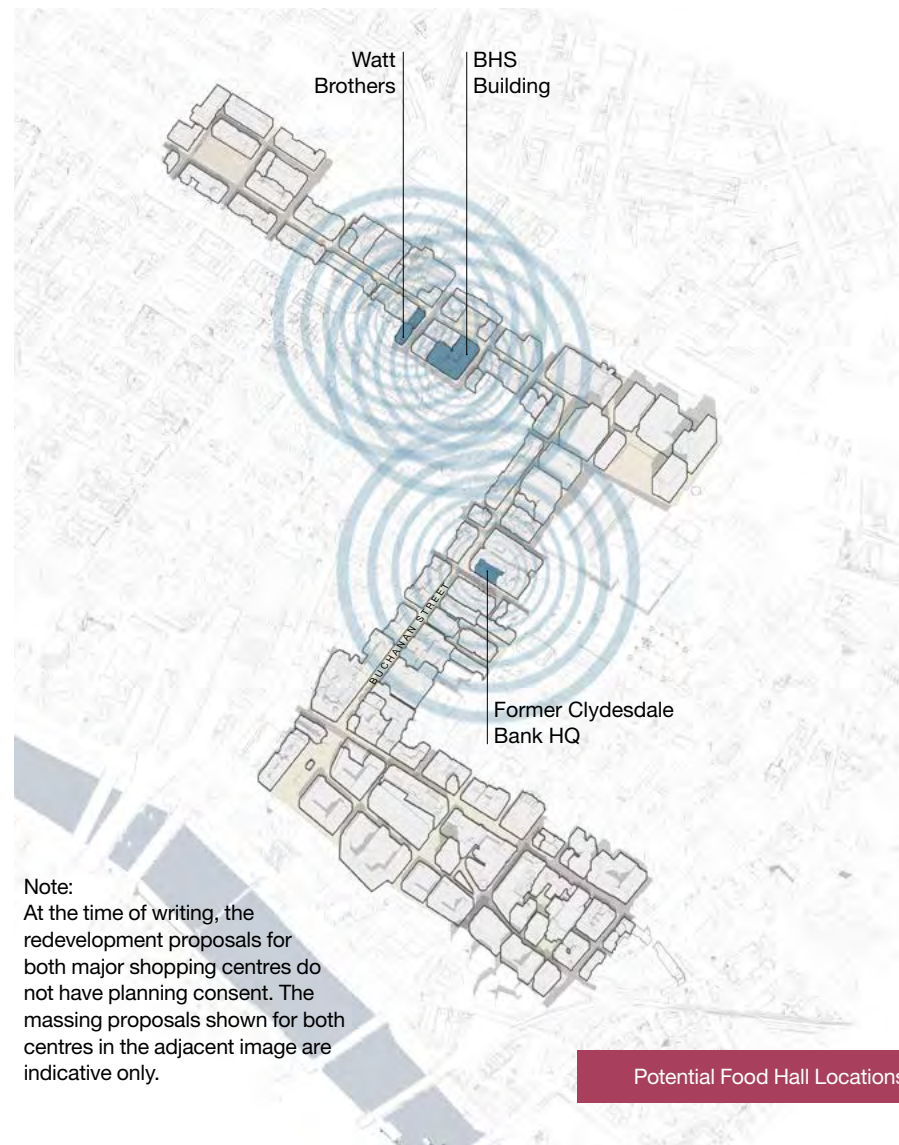
The traditional market was reinvented as a European style

food hall in 2014, won market of the year in the Observer Food Monthly Awards in 2015 and has led to a significant upturn in the fortunes of this once failing town centre.

It has been a real footfall success story, the collected data demonstrates that the Market has had a positive effect on visitor numbers within Altrincham town centre, especially in the immediate vicinity of the foodhall with a 7% increase in the area around the market since 2017. More crucially,

this also led to a 73% reduction in surrounding vacant retail property within the wider town centre.

Any number of potential locations along the Z could support a food hall; the ones below have been shown because they could either help to increase footfall and catalyse wider change around them or safeguard a heritage asset, and in the case of the Watt Brothers building and former Clydesdale Bank HQ, achieve both.



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

Altrincham Market Hall



# case study

## victorian market inverness

This recently completed project, creates a contemporary European style food hall within the much-loved historic setting of the Victorian Market (the main market hall and the fish hall) safeguarding its future at the heart of the City Centre.

It houses a number of food operators, with a particular focus on promoting local produce, and complimentary businesses where the theatre of food preparation is celebrated and front and centre.

The central space, the hub of the development houses shared seating and is a flexible covered civic space which adapts at different times of the day to hold specific one-off and seasonal events.

The layout and the operation of this development supports and nurtures operators and incubates businesses.

The new food hall has had a regenerative effect on the adjacent arcade markets and the immediate city centre and has become a vibrant focal point for the wider community.







Festival Village, Candleriggs

# 12

## meanwhile

Transformation takes time and not all proposals will be delivered in the short-term.

Where a building or site is vacant, encourage 'meanwhile' uses that benefit the wider community, either through the creation of public space or temporary occupation for curated retail, commercial or cultural use.

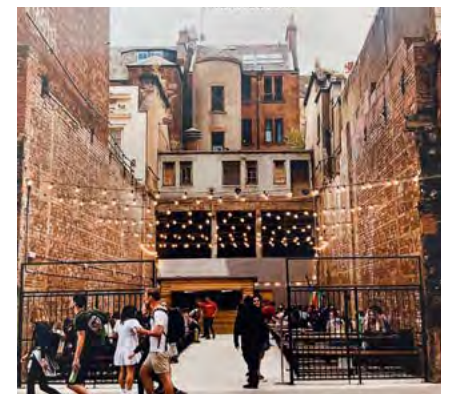
**There is ample opportunity to enliven existing underused spaces and places within the city centre to create immediate vibrancy and impact in the short term.**

This could happen at different times of the year allowing 'pop-up' creative leisure or cultural ventures to stimulate interest and activity. Interventions of a 'meanwhile' nature on even part of a site can permit a phased approach to the delivery of larger developments, preventing their lying dormant and inactive in their entirety for the duration of their often complicated and protracted design, procurement and construction. This should be a key consideration in the redevelopment proposals of both major shopping centres at either end of Buchanan street, to minimise the impact of their temporary loss to the vibrancy of the Z.

This Vision explores the introduction of temporary greenspace to accommodate family friendly

outdoor amenities for active uses that support and enhance the visitor experience and connect the wider community to the city centre.

In terms of vacant retail forming part of a repurposing or redevelopment opportunity, landlords should be encouraged to consider their ESG agenda and provide meanwhile accommodation for community based and charity solutions that, although negating rates, is a great deal better than an empty unit on the street.



Former Bank of Pakistan site, Sauchiehall Street



# case study

## gap filler christchurch, new zealand

Following the earthquake in 2011, while the government looked at the long term reconstruction over 100 citizen led projects sprung up all over the city, from community gardens, markets housed in shipping containers, cycle repair, temporary co-working spaces and performance venues.

These brought much needed activity back to the heart of the city, assisted in speeding the recovery and informed government investments. More than 70 of these were conceived and organised by Gap Filler, an arts based community action group.

They created, amongst other things, a cycle powered cinema, a performance venue constructed from wooden pallets and a giant interactive outdoor arcade game.

They continue to innovate and come up with fresh meanwhile uses to this day.



## outer spaces nationwide



**Outer Spaces, a national charity, have a vision for new, local, culture-led neighbourhood and community renewal.**

Working collaboratively with artists, organisations and commercial property owners they temporarily occupy and activate empty commercial spaces, offering studios and workplace in vacant retail, office and industrial units.

Operating throughout Scotland in a number of towns and cities, including Glasgow, their projects transform closed and boarded-up shops, streetscapes and empty commercial centres into highly visible, colourful, inviting spaces where people can experience the arts first hand.

“Our programming reconnects and regenerates communities and supports social and cultural networks to thrive....we believe that the arts have the power to transform communities and enrich lives, and that everyone should have the right to experience and participate in the arts.”

# case study



## Meanwhile Uses

### Identified Opportunities for Intervention

A number of potential sites and spaces have been identified throughout the Z that would benefit from the introduction of 'meanwhile' uses, bringing additional life and vibrancy to street level.

The areas of focus, introduced earlier in this Vision (ABC Site, BHS / Victoria's / Watt Brothers and Trongate South) all offer a variety of opportunities for both inventive building re-use or external space to inhabit and these have been explored in the following pages.

Beyond these 'quick wins', the detailed spatial analysis of the Z undertaken as part of this Vision also highlighted a combination of under-let or vacant retail properties that could be used for community or creative uses, namely:

#### Sauchiehall Street:

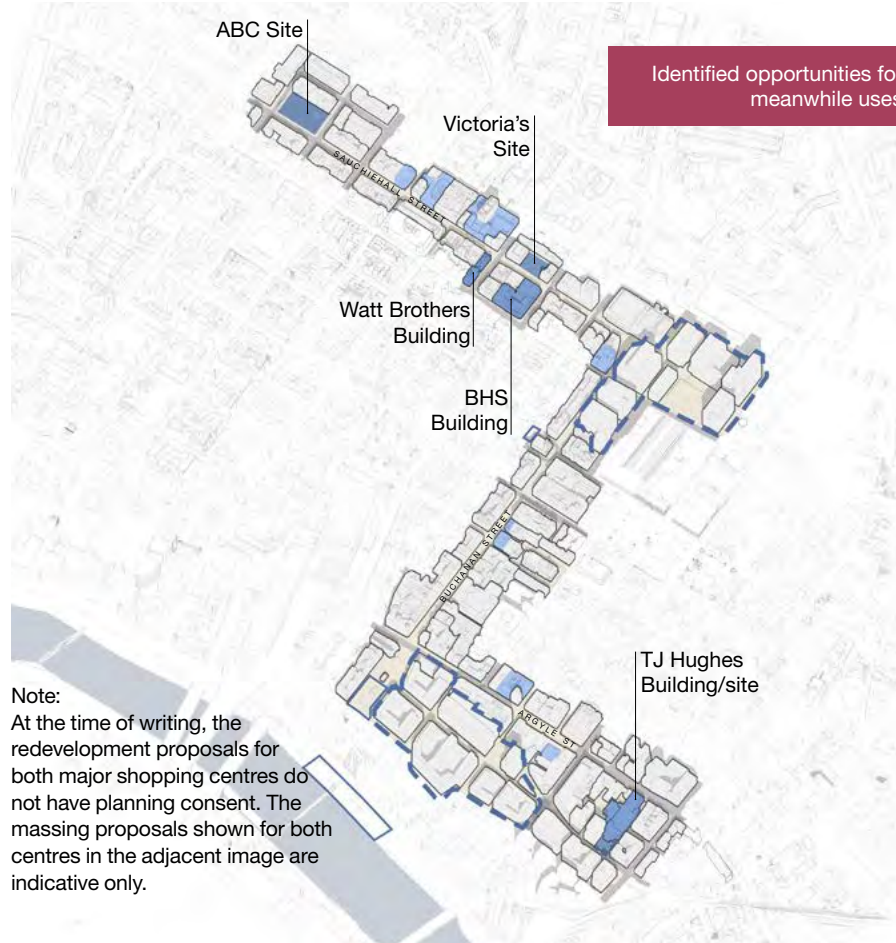
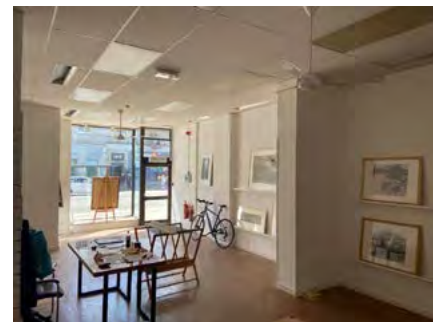
Former Dunnes store, Argos Basement, upper levels over Boots and Savoy Centre

#### Buchanan Street:

Former Top Shop, Diesel and Hector Russell Kiltmakers units

#### Argyle St:

Former JJB Basement



Existing under-used areas of the public realm could also be made to work harder in their contribution to the life of the Z with the introduction of a series of curated seasonal meanwhile events or the creation of temporary green or play spaces. St Enoch's Square and Nelson Mandela place are prime examples.

Could Glasgow's riverfront at Custom House Quay be an Urban Beach in the summer months, similar to those in other UK cities until works begin to transform the space into a new riverside park?

## Meanwhile Uses

### ABC Site



ABC Site: Current condition

The tragic fire in the Mackintosh building in 2018 also ravaged the buildings that hosted the much loved ABC music venue and the adjacent Jumpin Jacks nightclub.

Unable to be saved they will be demolished to make way for new development. Until any construction works takes place, this prominent site would be an ideal location for a meanwhile use, perhaps in the form of a flexible outdoor greenspace capable of hosting events and performances as illustrated in the visual below.

This area of Sauchiehall Street, dependent primarily on the evening economy for its vibrancy, has been blighted by both the aftermath of the fire and the successive Covid lockdowns. It is therefore vital that this site is not simply cleared and hoarded off for a lengthy period, further exacerbating its decline.

There is a real opportunity for this site to be an active contributor to the renaissance of Sauchiehall Street from the moment the buildings are cleared and this should be encouraged.



ABC Site: An attractive multi-function 'Meanwhile' space with tiered seating and planting



## Meanwhile Uses Victoria's Site



Previous buildings on site (pre 2018)

Similar to the circumstances faced by the area around the GSA further along Sauchiehall Street, this section has suffered greatly thanks to the combination of the Victoria's Nightclub fire, also in 2018, and the long term closure of the BHS department store building opposite.

Unlike at the ABC however, the damaged buildings here were demolished shortly after the fire and the resultant cleared gap site has been enclosed by a hoarding ever since. It is therefore available immediately (subject to owner consultation) for an imaginative 'meanwhile' use.

The need for additional greenspace on and around the Z is a key tenet of this Vision, as identified in 'Responsible City' and this site could make a

Prominent exposed blank gable to retail block. Potential mural opportunity

South facing BT Exchange and Pavilion Theatre facades to rear of site

Exposed gable of former Greaves Sport building. Potential Mural Opportunity



Victoria's Site: Current condition

significant contribution toward meeting this aspiration, even on a temporary basis.

The lack of built form has exposed not only two blank gables to either flank but also the unattractive rear facade of the BT telephone exchange and the Pavilion Theatre on Renfrew Lane. These negative elements could be transformed through the introduction of a combination of mural and living wall, providing a dynamic, colourful and sustainable backdrop as illustrated in the concept visual opposite.

A permanent element of greenspace as part of a redevelopment option for the site is explored later in the 'Areas of Focus' section.



Victoria's Site: A dynamic 'pocket park' for community use

Large format mural to prominent gable. Could be an addition to the Glasgow Mural Trail

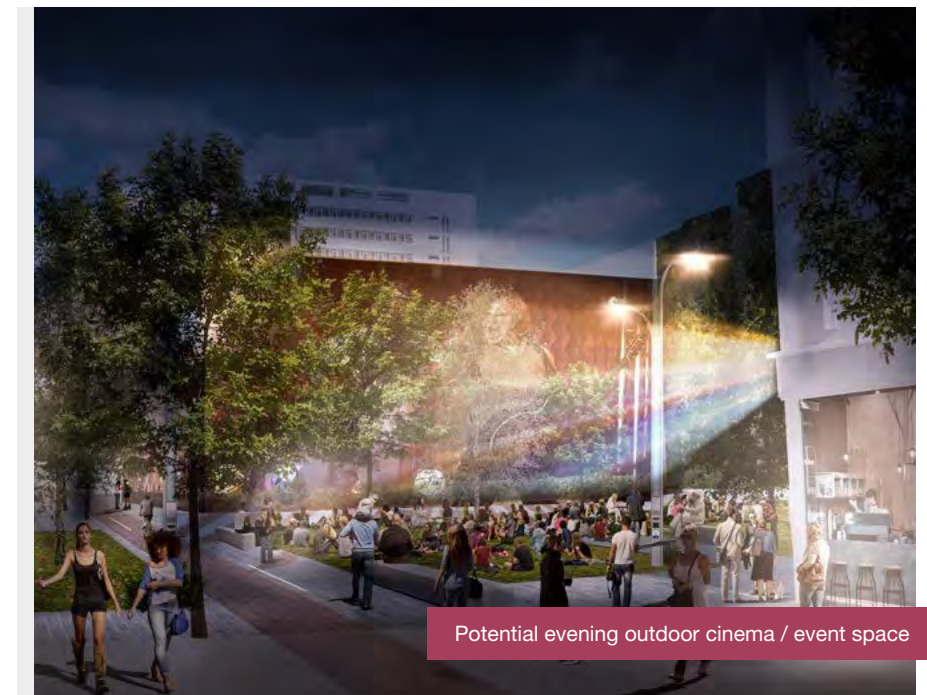
Potential living wall installation to south facing facades to rear of site



Living Wall, Caixa Forum, Madrid



Outdoor Cinema, Market Square, Cambridge



Potential evening outdoor cinema / event space



**Meanwhile Uses**  
**BHS Building**



**Vacant since 2016, the BHS building, on a key corner with active facades to Sauchiehall, Renfield and Hope Streets has had a detrimental impact on this area of the Z and on the pedestrianised section of Sauchiehall Street in particular.**

A robust building with a series of large open plan floor-plates and dedicated service access via Sauchiehall Lane to the heart of the footprint, it has the potential to make great artist studios / maker spaces with minimal intervention required at the upper levels.

The introduction of similar uses at street level, placing artists and makers in the 'shop window' would demystify the creative process and perhaps encourage greater community engagement.

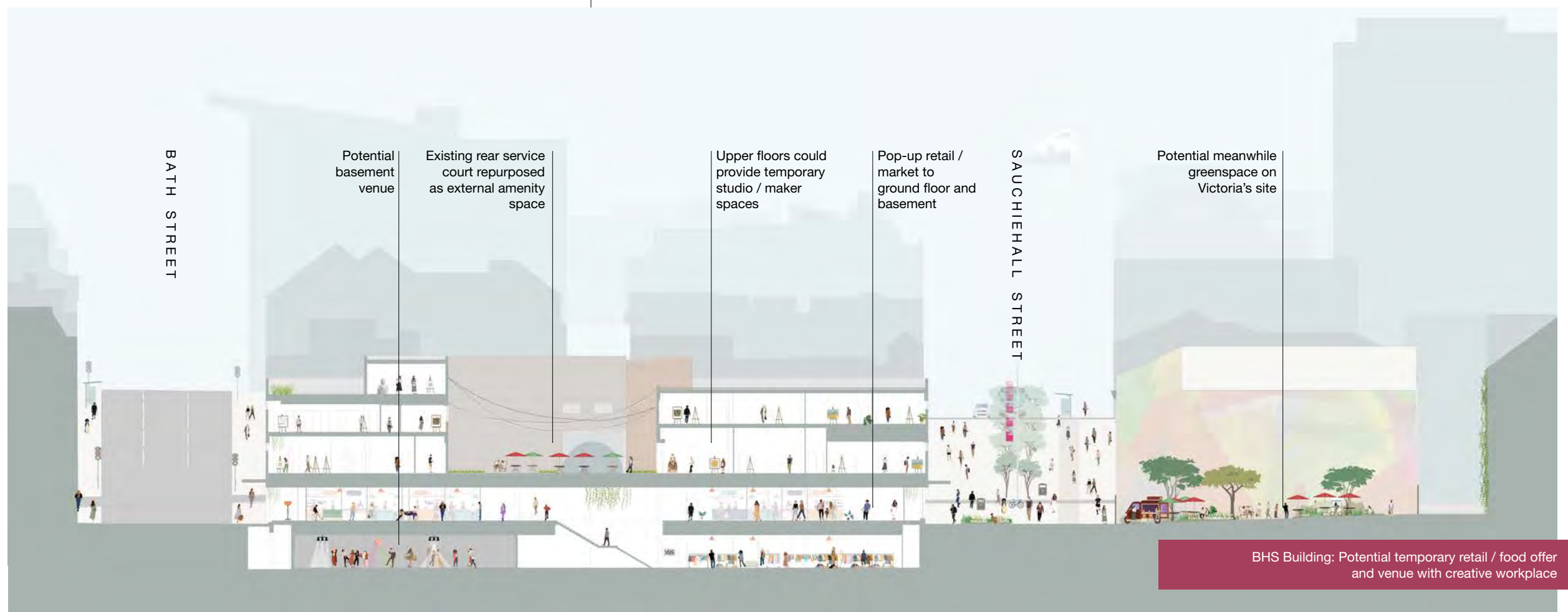


BHS Building: Current condition

Alternatively, the ground floor space could be used for a meanwhile pop-up retail market, incubating fledgling businesses or by community groups looking for space in the heart of the city centre.

The extensive basement could play host to an events space / venue, complementing the potential creative community on the floors above.

This potential non-binary temporary future is demonstrated in the inhabited section below.



# case study

## charity super.mkt london

Charity Super.Mkt is a pilot store that brings different high street charity shops together within vacant retail spaces.

After securing the ex-Top Shop unit at Brent Cross Shopping Centre, North London as an initial site in January 2023, charity Super.Mkt will take the pop-up throughout the UK.

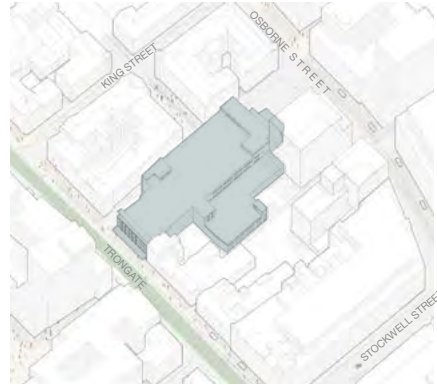
The charities are allocated retail space of between 1,000 or 2,000 sq. ft with costs covered via a 20% turnover rent on sales with no leases to sign, or bills to pay.

Charity Super.Mkt provide the premises marketing, music and supplementary volunteers, with the aim of increasing income for good causes whilst occupying otherwise unused premises.





**Meanwhile Uses**  
TJ Hughes Building / Site



This 1960's purpose built department store building has lain empty since the relocation of its last tenant TJ Hughes to the nearby St. Enoch Centre in 2021.

The 5 level structure (including basement) is located at the heart of a burgeoning creative community, with Trongate 103, South Block and the Briggait, both operated by Wasps, the Modern Institute Gallery and the Tron Theatre all close by.

This 'creative' focus is perhaps the key to its temporary repurposing, where the building could be transformed into flexible creative studios and workspaces.

These could be supported by active exhibition / events space and performance venue at street level and basement and topped by a community growing space on the extensive flat roof as shown below.

# case study

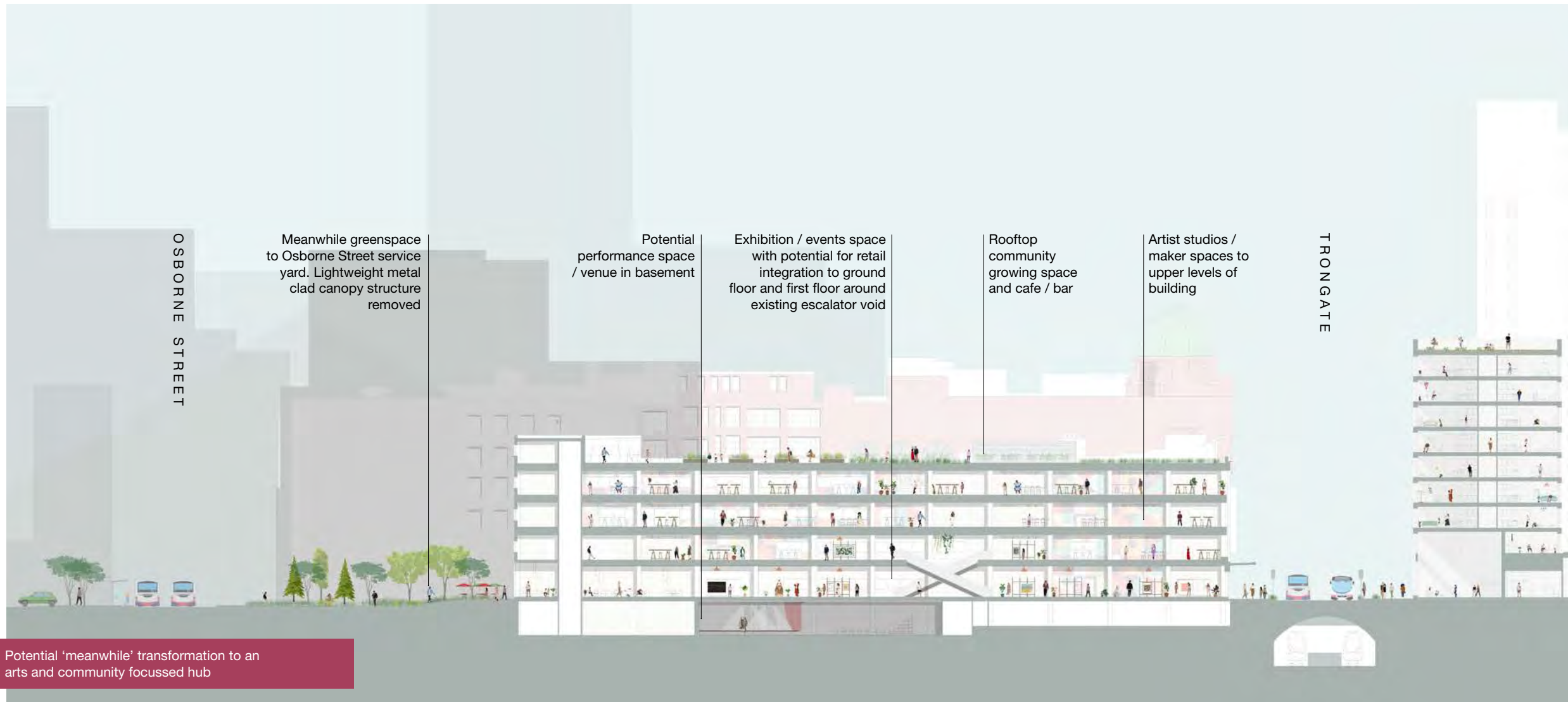
## the art department paisley centre, paisley

Opening in 2022, the Art Department is a multi-arts exhibition and event space, within the former Alders Department Store, part of the Paisley Centre.

The temporary venue and art gallery, located within a vacant department store, provides two floors of 3,300 sqm of exhibition

space, one of the largest arts spaces in Renfrewshire.

The space is run by Outspoken Arts Scotland, previously Gala Scotland, formed in 1995 to deliver the Glasgay! LGBT arts festival, to provide accessible, open and inclusive arts programming.



Potential 'meanwhile' transformation to an arts and community focussed hub



TJ Hughes: Current condition



**Meanwhile Uses**  
TJ Hughes Building / Site



This location offers more potential for meanwhile space than just the former department store building thanks to its large open service yard to the rear of the property on Osborne Street.

With minimal work to the existing fabric (the removal of a lightweight steel framed canopy), this extensive south facing open space could be transformed into a temporary pocket park, providing a much needed

community resource and a more fitting setting for the adjacent listed South Block building.

This space could be used to exhibit public art / sculpture, perhaps created within the building's studios / maker spaces. The existing rear wall also provides an extensive canvas for a new mural as demonstrated in the adjacent visual.

“ Sites in our city which lie empty and unused can depress people and neighbourhoods. We believe that stalled spaces should be an asset and empower our communities. The initiative helps our communities kick start activity on a site to give it back a purpose for all local people to enjoy. ”

Glasgow City Council



Stalled Spaces projects provide communities a chance to engage with each other and work together as a team towards common goals, thus contributing to social capital  
GCC: Stalled Spaces Glasgow

Potential 'meanwhile' greenspace, Osborne Street



## Vibrant City

### Recommendations

The Z should have a more prominent role within the night life of the city centre and connect the established areas of activity, from the bars and clubs of Sauchiehall Street in the north west down to the Merchant City and Trongate in the south east.

-

Encourage F&B activities at corners of key 'crossing' points of Buchanan St i.e., St Vincent Steet, Royal Exchange Square to Gordon Street, Mitchell Lane and through to Springfield Court.

-

Develop a suite of guidance and proactive relaxation on e.g. ventilation/extract to support and encourage repurposing of heritage assets to F&B.

-

Introduce residential at upper levels being mindful of potential conflict with and compromise of certain evening operations.

-

Enhance Glasgow's established reputation as a 'City of Music' through the potential introduction of new venues such as a replacement for the ABC and a Scottish Music Hall of Fame.

-

Reinforce Sauchiehall Street as a culturally-led mixed use area with a network of new uses/attractors working with better connected existing facilities.

-

Explore creative partnerships and enhanced connections among the density of creative institutions across the Z, particularly to realise the collective potential of the creative communities around Sauchiehall 'Avenue of the Arts' and Trongate clusters.

-

Combine existing art and mural trails into one cohesive 'creative trail' connected to creative hubs en-route.

-

Collaborate with cultural institutions outside the Golden Z to curate and constantly refresh physical space 'showrooming' their offer in a key location e.g. The Lighthouse, a Mackintosh gem in the heart of the Z.

-

Build on existing initiatives and promote the introduction of further events or festivals to celebrate and promote artistic expression, commissioning new works in the process, enhancing the city centre environment and attracting new visitors to the city.

-

Consider the introduction of a series of curated seasonal meanwhile events or the creation of temporary green or play spaces.

-

Develop an innovative and creative lighting strategy complete with a programme of permanent and temporary installations.

-

Encourage the creation of new 'attractors' in the right locations to maximise their wider benefits to footfall and vibrancy throughout the Z.

-

Reinvigorate the lanes to realise their potential as vibrant public spaces.

-

Introduce 'meanwhile' building re-use throughout the Z, with a particular focus on the quick wins of the vacant properties and spaces to deliver activity and public place.

-

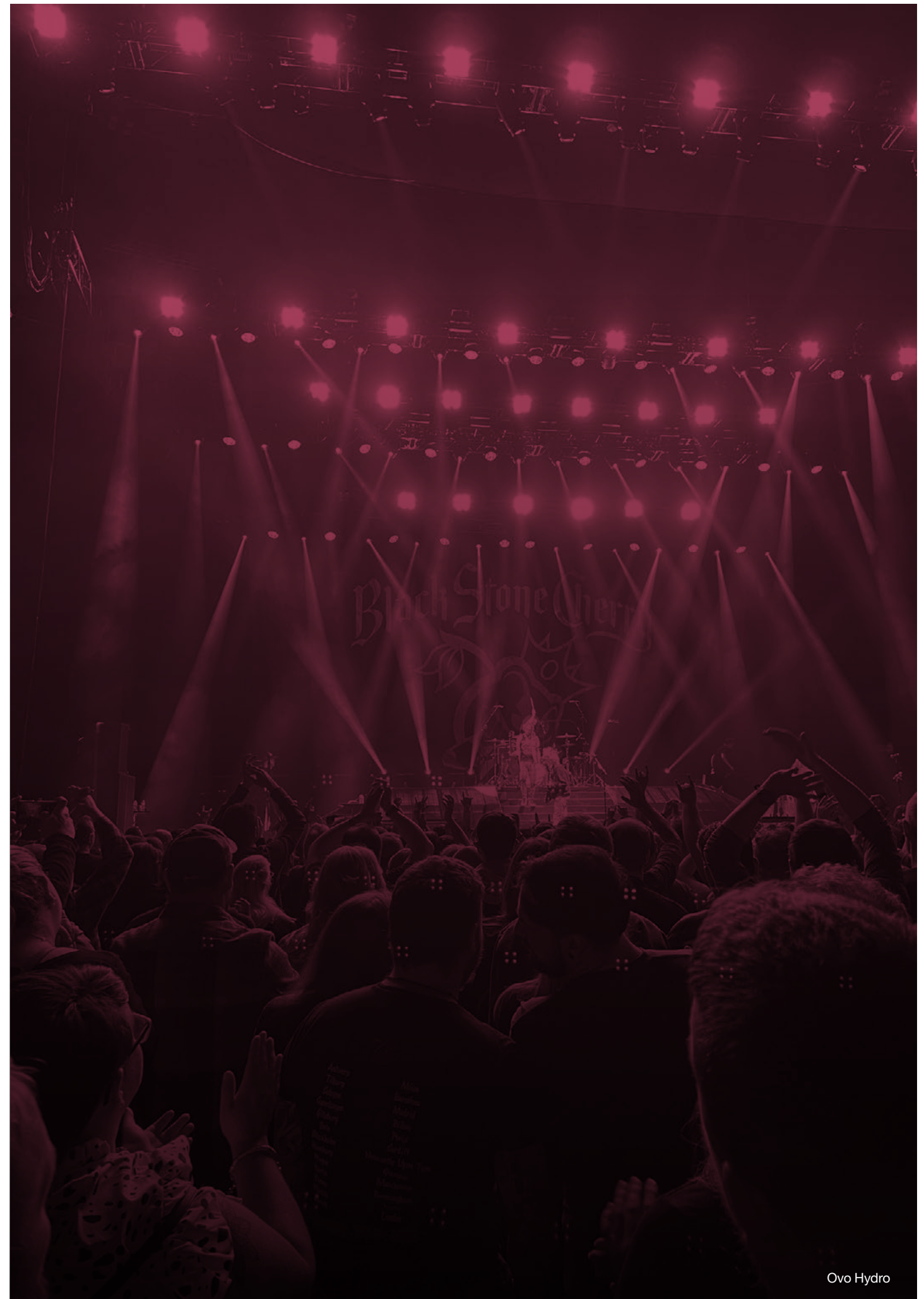
Develop a more structured and 'customer focussed' approach to city centre facilities and public realm maintenance and management, that also ensures public and private sector joint delivery.

-

Explore ways to simplify the various permit processes and introduce 'meanwhile use flexibility' (e.g. in building regulations, planning policy, roads/TROs), including further review of the Council's Planning Fee Charter.

-

Introduce a matchmaking process linking owners with needs for creative/community/pop-up space and explore grant support for vacant building fit out and frontage activation.







# responsible city





It is important that this vision for the Golden Z enshrines the shared values of the city, particularly equality and inclusivity. Alongside the city core has a role to play in responding to the climate change challenge by delivering on the various strategies, increasing density and making the best use of what we have already.

There is a collective responsibility to deliver and maintain the attractive and greened streetscapes that will allow the Z to achieve its potential and this will rely on collaboration and ‘taking ownership’.

## repurpose and repair

The city centre benefits from a legacy of quality historic buildings and some less loved but robust vacant and underused structures. These are an opportunity to implement strategies for responsibly repurposing and rebalancing uses in the centre.

Where buildings cannot sensibly be adapted, it is important that they are designed for future adaptability, meet the highest environmental standards and are of a quality and ambition matching the cherished heritage assets they will sit alongside.

**The retreat of retail dominance and the rebalancing of our city centres offers the opportunity to adapt and repurpose existing building stock. Much of this often involves bringing new life to cherished heritage assets and, on occasion, the opportunity to ‘repair’ the streetscape where there is a less-loved and unattractive legacy building.**

A number of these assets that are not considered to contribute a positive experience of the city were identified at the inception of this Vision as particular ‘areas of focus’ and have their own dedicated section later in this document (pages 318-369).

Further opportunities have been identified via a frontages study, streetscape analysis and stakeholder engagement and concept proposals developed that show where the introduction of new uses can be combined with the enhancement through extension and façade replacement to be truly transformative.

These proposals are not prescriptive and do not have the tacit support of Glasgow City Council but are included in this Vision to demonstrate the ‘art of the possible’.

The growing consideration of embodied carbon and national policy presume for the repurposing of assets and whereas most existing redundant structures are readily adaptable, it will be beneficial to the city to replace those proven to be inhibiting the city centre in achieving a sustainable increase in density. This necessary increase in urban density and mix of uses will on occasion involve the need for potentially significant building additions and infills. This study indicates considered volumes, height and density of development for these contemporary interventions and suggests through precedent, a level of quality that should be expected that is commensurate with the civic quality, richness and robustness of the heritage assets.



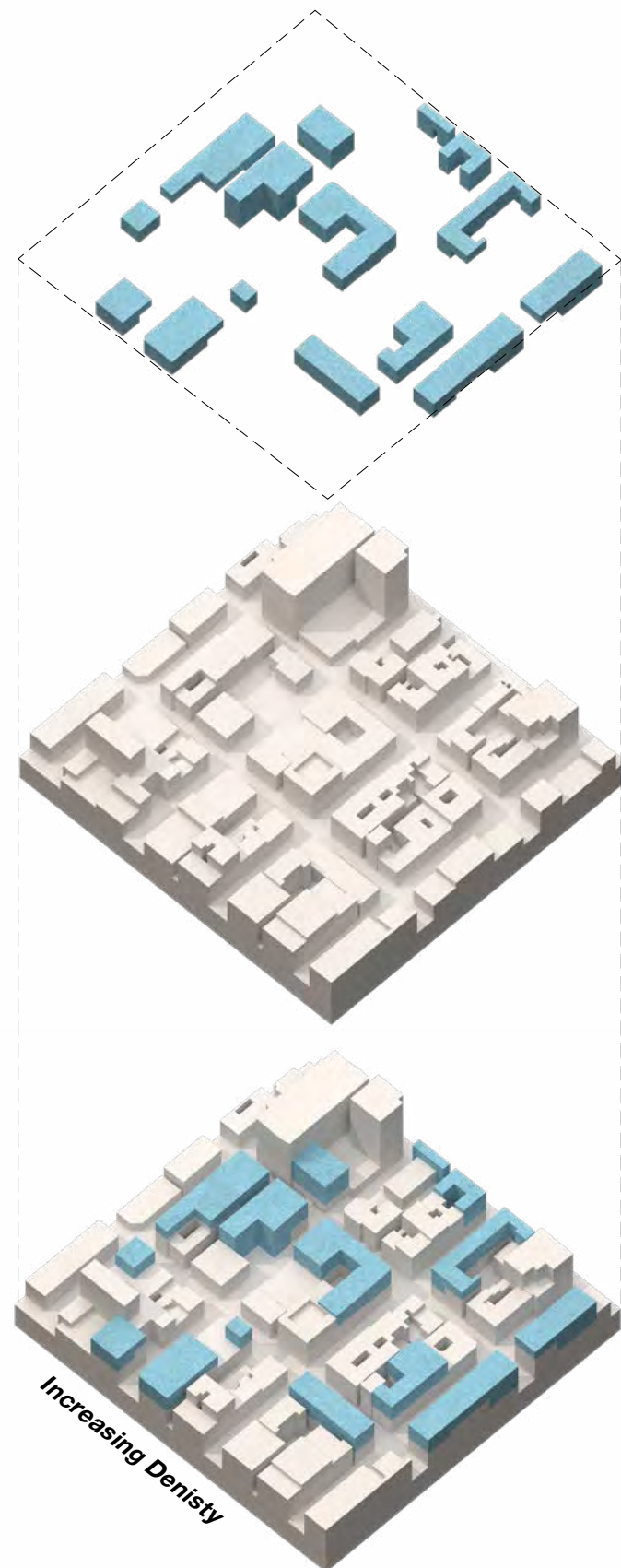
## Grow up or Grow Out

### Increasing City Centre Density

Increasing the density of the city centre is fundamental in our response to the climate emergency. The intensification of inhabitation and overlapping of uses in the city core maximises the return on (carbon and financial) investment in infrastructure, particularly public transport.

Beyond that, the well-connected centre is the most democratically accessible location to all communities and the intensification of uses reduces car journeys. It also benefits low car ownership sections of society which is composed of a higher proportion of the less well off, the young and the old. As such, in and around the Golden Z is the most environmentally and socially responsible location for investment in new infrastructure and services.

Upgrading and reusing existing buildings, rather than demolishing and building new, can dramatically improve a building's energy efficiency and implement substantial energy and carbon savings  
City Centre Living Strategy



Existing building heights on and around the Z

#### A Glasgow specific response

This vision for the Golden Z proposes to increase density in the coming decades with a further 'layering' of development and massing based on both the specific local streetscape and the wider civic presence / enclosure that is desired.

The consultation process has, time and again, raised this issue of height; mainly concern on the negative impact of tall buildings but also the need for height from a development viability aspect.

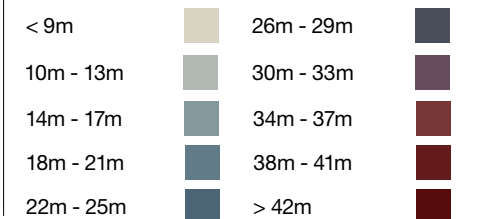
The quality and enclosure of sections of Buchanan Street, the West side of St Enoch Square and

St Vincent place set the datum at street level (a plinth) and in overall height that demonstrates the civic quality and presence that best defines the Golden Z. However, there are sections of the streetscape where this quality is lost and the density is too low for the city centre. Conversely, there are examples of buildings on and around the Golden Z that are much higher than their context and, arguably, detract from the quality of place.

The proposal for a densification that respects local context and need for enclosure and, in many cases, does not imply that the city core cannot accommodate buildings significantly

higher than context but that where this is sought, it is proven through the rigour of the Planning system to demonstrate a qualitative response based on townscape analysis and responds to the need for an animated plinth datum at street level and 'shoulder'.

Glasgow City Council are developing a tall buildings strategy that will give more detailed guidance on this.





## A Presumption for Retrofit A Carbon Conscious Approach

**With the ongoing decarbonisation of the grid, the carbon battle will increasingly focus on embodied carbon rather than just operational.**

The carbon is locked ('spent') in existing structures and repurposing or extending these can take advantage of this investment. This is enshrined in national and local policy (NPF4 and the emerging GCC Repurposing Strategy). A ready reckoner provided by Atelier Ten environmental consultants is that a typical mixed-use, multiple level new build spends around 500 to 600 kg CO<sub>2</sub> for every sqm of development whereas a retrofit and repurpose is, at most, a third of this cost. A new build that focuses on recycled/recyclable or renewable material and modern construction methods might achieve a spend of 350 -450 kg CO<sub>2</sub> for every sqm. Atelier Ten also note the implications of demolition in terms of landfill, local air quality and ground water contamination alongside the more prolonged construction programme and disruption to the fabric of the city centre.

There is often the argument that the financial viability of retrofit compared to new build doesn't stack up and this is based on many factors e.g. achievable density, complexity and compromise and market attraction. This is sometimes considered alongside the difficulty in adapting existing fabric to perform thermally and the implications this has on whole life carbon emissions.

On occasion, the combination of all these factors will suggest that replacement is the more considered solution and this study does show

where new build might better achieve the (environmentally) more impactful ambition of increased density and inhabitation or more positive impact on streetscape. The preference is for retrofit, adaption and expansion.

In their Re:imagining Retail publication, Savills suggest that 'approximately half of the whole-life (carbon) emissions could come from the carbon emitted during the construction and demolition'. They also recognise the complexity and challenges of retrofit but also suggest that the financial dynamics have shifted with 'labour costs, shortages, and, particularly the cost of materials' (explaining timber has doubled in cost since 2015 and steel and concrete up 80% and 40% respectively over the same period).

The opportunities for retrofit on the Golden Z are generally in upper floors of heritage buildings and this is covered in the Living City and Working City sections. Beyond that are large retail assets such as BHS and TJHughes both of which are long term vacant and because of their scale have a significant negative impact on their surroundings.

Their 'modernity' and long stretches of inactive façade do make these assets less well loved than the city's heritage assets but the nature of large format retail structures has certain advantages in robustness of structure (and loading capacity) and regular structural grids that are likely to lend themselves well to repurposing and adaptation.



Adding vertical massing

The proposals contained within this Vision study envisage the additional layering of lightweight construction to upper floors to improve capacity and achieve the desired civic presence and density. In doing so, it is possible to re-skin the façade to support new uses, improve environmental performance and offer an improved contribution to the attractiveness of the street.

## Spend Carbon Where it Counts

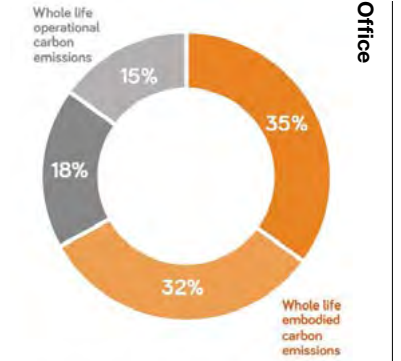
**The need for density is established and there are occasions along the Golden Z where new build is required whether it is on gap sites or buildings that cannot easily adapt or grow up. It is also the case that a more impactful contribution to the city core by e.g. providing more public place can be achieved through a new build approach rather than retrofit.**

The proposition is that if you're going to spend carbon, spend it in the reinforcement of the city centre where it meets the wider environmental and social ambition.

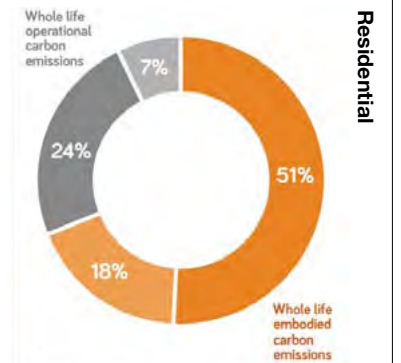
Needless to say that all new build (and new build extensions to retrofit) will be expected to achieve high levels of energy efficiency and embody low carbon measures such as renewable energy production and water conservation. It is also important to build in adaptability and circular economy principles in loose-fit design and design for dismantle and built in recyclability.

On the larger scale it is tempting to seek high levels of adaptability to be built in e.g. increased floor to floors to office space to retrofit 2 floors of residential. However, during consultation, the local developers have advised this can put a greater financial burden on what already may be a marginally viable development given prevailing market conditions. It also may lead to spending carbon on built-in adaptability that may never be used.

There is sense in demonstrating the levels of future adaptability in the city core but perhaps an enhanced flexibility of say 30% of new build assets is a sensible balance to meet future changes in demand along the Golden Z.



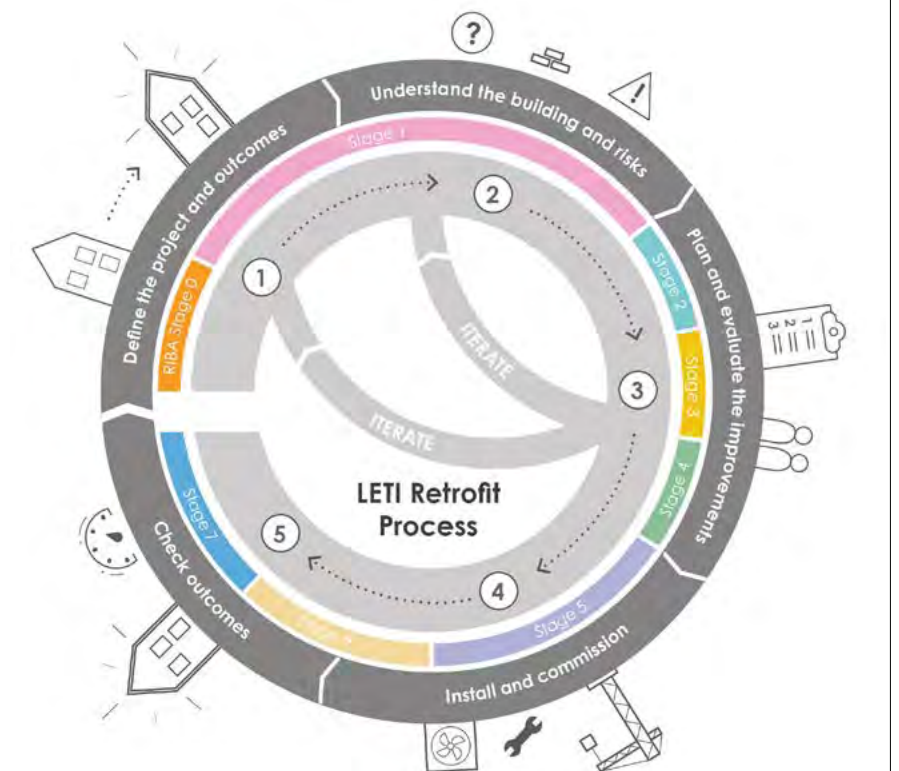
Speculative office building with Cat A fit out, central London, UK



Residential block with basic internal fit out, Oxford, UK

- Embodied Emissions to Practical Completion ■
- Embodied Emissions over life cycle ■
- Operational emissions regulated ■
- Operational emissions unregulated ■

Indicative relationships between operational and embodied carbon emissions - RIBA



Right: LETI retrofit process



**Glasgow's Built Heritage**  
A Legacy to be Celebrated



Willow Tearooms by C R Mackintosh

The Golden Z contains a large number of heritage assets, many of national significance and with a particular concentration of grade A listed buildings on and around Buchanan Street in particular, as shown on the adjacent diagram.

These key buildings deserve a setting that celebrates their significance and allows them to flourish. Furthermore, several may require repurposing in order to protect their long term future.

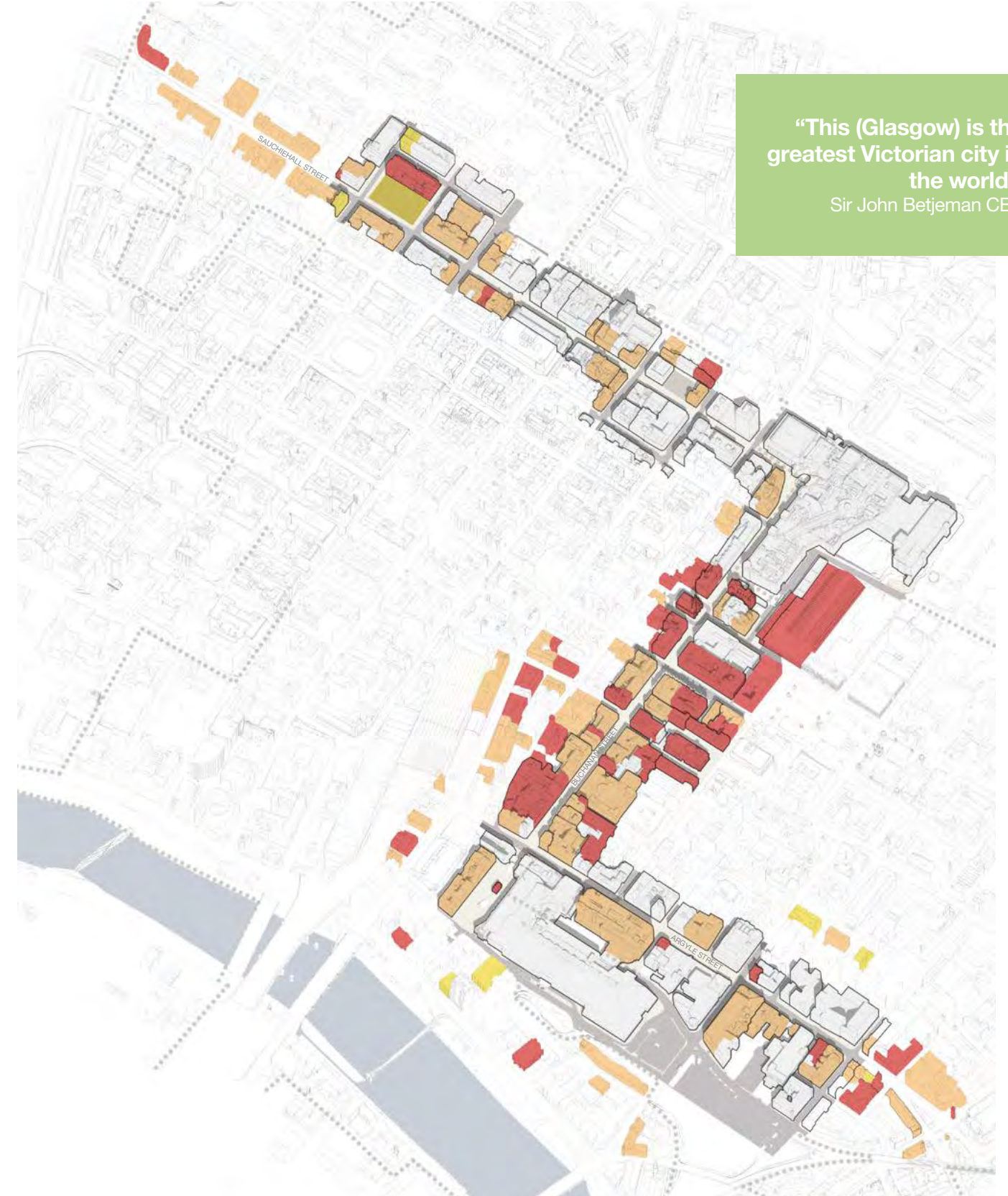
Both the setting and potential uses of these heritage assets and others have been considered as part of the Vision.



Former Stock Exchange building



House of Fraser Department Store



“This (Glasgow) is the greatest Victorian city in the world.”  
Sir John Betjeman CBE

Grade A listed

Grade B listed

Grade C listed



## Frontages Study

### Identifying Opportunities for Intervention

The quality of architecture and place that exists should be the yardstick for the quality of the built environment we introduce while helping us to decide what we need to repurpose or remove.

As demonstrated on the previous pages, Glasgow city centre is a historically rich urban environment with many listed buildings, particularly focused on and around the Z.

While there are many notable examples of modern sensitive interventions within the city centre, there are a number of areas where the built form is deficient in terms of massing, quality or street activation.

This frontages study exercise has assisted in the identification of a number of potential development sites where the transformation or removal of negative frontages would be beneficial to the city centre streetscape, evidenced in the adjacent map.



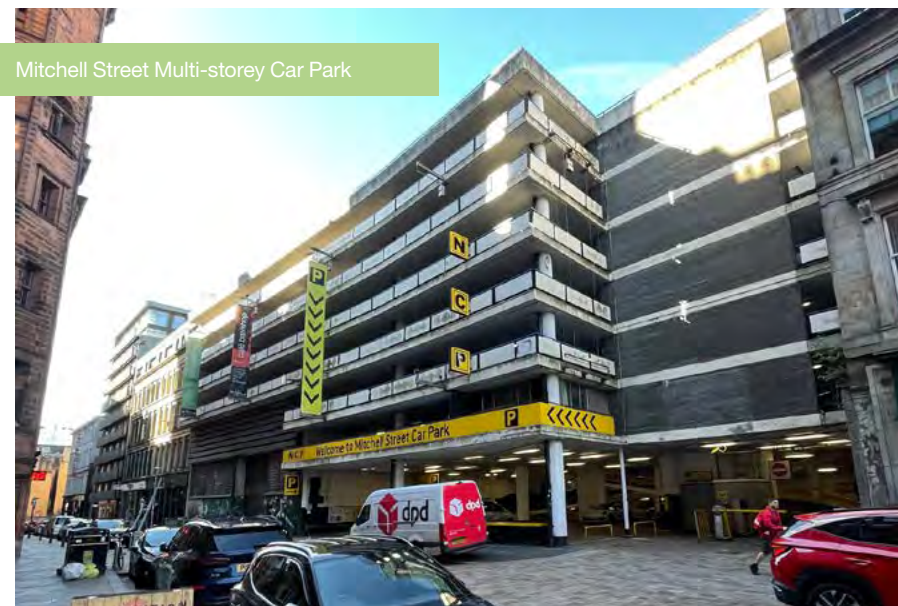
positive frontage



negative frontage



Savoy Centre



Mitchell Street Multi-storey Car Park

# case study

## kollider, sheffield

A mixed-use attractor breathing new life into a former department store.

This listed former Co-op department store and well known city landmark has been transformed following the departure of the retailer into a multi-use community hub.

At street level, it is home to Kommune, a european style foodhall offering a choice of food by local operators, an artisanal bakery, independent retail and an iconic bar.



Above the food hall the building contains the following diverse uses;

The National Videogame Museum.

- Ko:host, a series of impressive events and meeting spaces, including the listed former boardroom.

- Kollider Eagle Lab, home to a myriad of start-up and high growth tech, digital and creative businesses, developed in partnership with Barclays.



### Repurposing Assets:

#### Significant Opportunities on the Z

Through a combination the frontages study, our townscape analysis and stakeholder engagement, a number of opportunities for repurposing have been identified beyond the three areas of focus that formed part of the original brief, namely:

- 1. The Savoy Centre**  
Sauchiehall St / Renfrew St / Hope St
- 2. Mitchell Street Car Park**  
Mitchell St / Union Place

- 3. Former Clydesdale Bank Block**  
St. Vincent Place / Buchanan St / West George St

An analysis of their current status and contextual significance together with initial thoughts on their positive repurposing are demonstrated on the next pages.



## The Savoy Centre

### A Significant Repurposing Opportunity

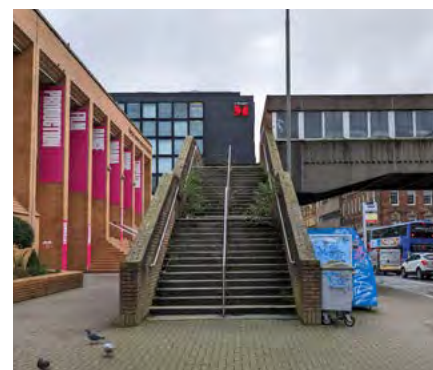


Main entrance and retained listed facade on Sauchiehall Street



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

Location on the Z



Hope Street Entrance



Constructed on the site of the former Gaumont Cinema and Majestic Ballroom and opened in 1979, the Savoy Centre is one of the most significant examples of Brutalist architecture in the city.

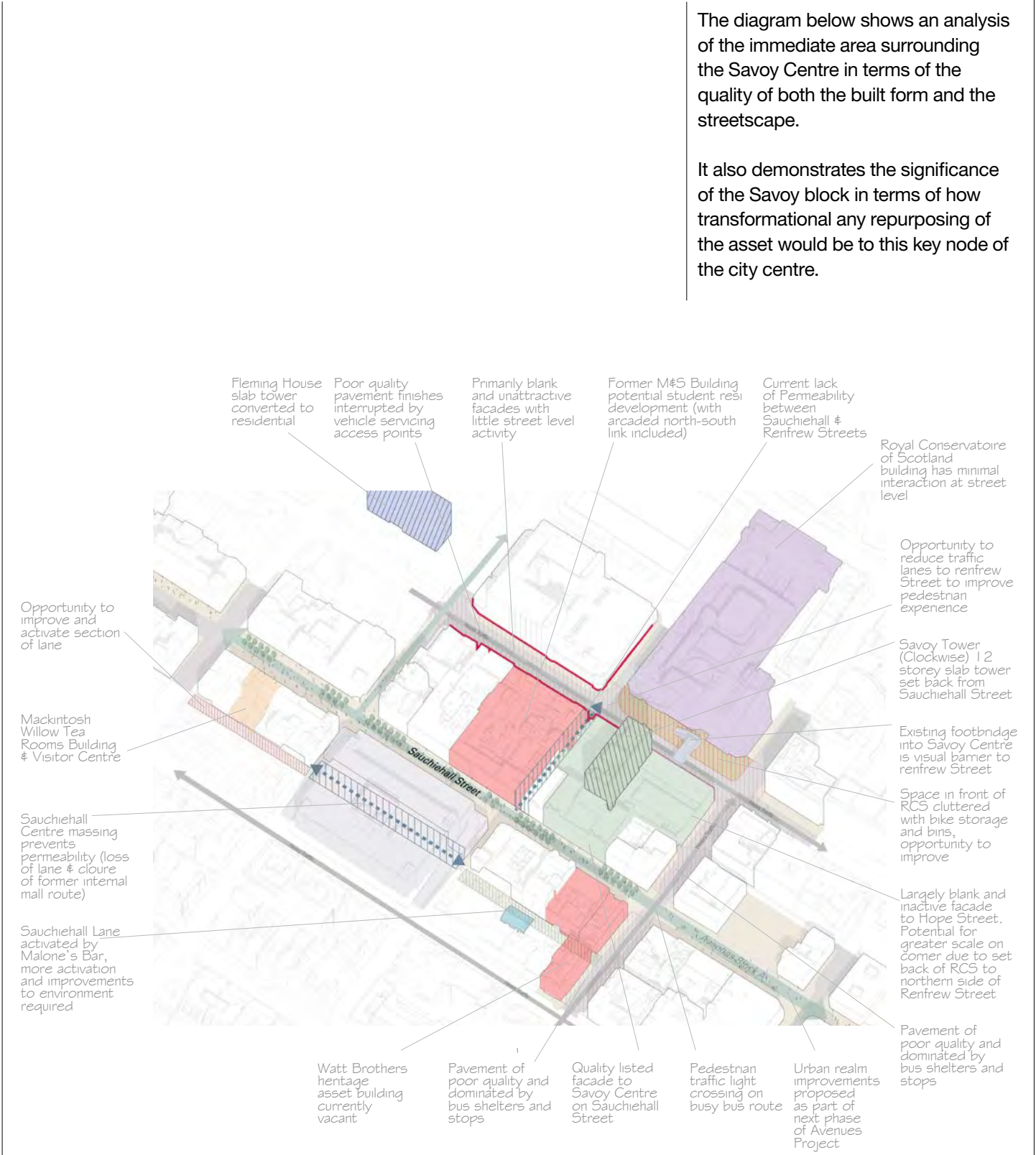
Taking up almost an entire city block at a key location on the Z, the building consists of a 4-5 storey plinth building to the street edge and a tower element, set back from Sauchiehall Street that rises some 13 storeys above Renfrew street.

The plinth element contains a two level market style mall with essentially blank facades, accessed via a series of entrances on the three surrounding streets, (including via a pedestrian bridge over Renfrew Street that leads directly into the upper market floor), a nightclub, originally opened as a dancehall and office accommodation behind a retained listed facade on Sauchiehall Street.

The tower contains office accommodation that has recently been transformed into the successful Clockwise managed workplace and is fully occupied.

The Savoy Nightclub still operates from Friday to Sunday every week and is about to undergo a refurbishment.

The Market has fared less well however and has been consolidated down to ground floor level with the upper floor followed.



Contextual analysis



## The Savoy Centre

### Exploration of Design Options

The scale of the existing building, its prominent location and current level of vacancy (within the podium block) affords an opportunity to repurpose this asset, activating the streets and breathing new life into what is a currently a very inward looking building.

It could also provide greater permeability between Renfrew Street and Sauchiehall Street through the introduction of a new pedestrian route or arcade, restoring the

Wellington Arcade route, lost when the adjacent M&S building was built.

The Royal Conservatoire, recently ranked as one of the world's top five destinations to study the performing arts in the QS World University Rankings, is looking to expand its campus beyond its current building directly behind the Savoy Centre on Renfrew Street.

Their inhabiting of the Savoy Centre space would allow them to expand

and crucially, have a greater public presence with a literal 'shopfront' on Sauchiehall Street. Furthermore, their requirement for large scale, dark production studio space is an ideal fit for the potentially problematic upper floors of the existing building that are devoid of windows.

Two possible options for the repurposing and potential expansion of the building are explored on the following pages.

## ku'damm Karree, berlin

This ambitious project seeks to revitalise a key area of the famous Ku'Damm in the west of the city that had become run-down over time.

The existing high-rise building, previously accessed via an enclosed mall will be reconnected to the surrounding streetscape thanks to the removal of the mall and reconstruction of the buildings at its base. These provide arcaded routes and a central open square surrounded by active uses and a new pavilion providing access to the retained Komodie Theatre below ground.



The tower itself is being completely renovated and reclad to maximise its environmental performance. The development also provides a new home for the 'Story of Berlin' exhibition, publically accessible roof terraces and is creating partnerships with local companies.

The development will accommodate a working population of around 3500 people, further energising the wider area.



New lane introduced between Renfrew St and Sauchiehall St  
Existing Tower retained  
Potential to enhance corner and design quality through consideration of added scale or other roof articulation



Option 1: Introduction of new lane

New entrance to lower levels of Savoy building from square within new active lane

New finger building to gable of former M&S site (possible rehearsal rooms)

Existing building to corner retained

Lower levels of existing building repurposed

Existing tower retained

New internal 'street' or arcade

New build finger of development to edge of Hope Street

### Option 2: New 'Arcade'

This option expands beyond the current ownership and incorporates the building on the corner of Sauchiehall and Hope Streets.

A new flexible block is proposed to the Hope Street edge, connected to the remainder of the retained building by means of a new glazed north-south pedestrian arcade.

The RCS accommodation could be accessed from either existing street or directly from this new arcade while the Clockwise Office Tower remains in situ unaffected.



Option 2: New building to Hope Street & internal 'arcade'



## Mitchell Street Car Park

### Positive Transformation and Street Activation

Constructed in the 1970s, the Mitchell Street 24-hour NCP car park replaced two five storey Victorian-era warehouses.

The brutalist concrete and dark brick car park is at odds with its surrounding context of predominantly traditional sandstone buildings and provides a poor stop-end to Mitchell Lane, home to The Lighthouse and numerous popular bars and restaurants.

Open to Mitchell Street, with little in the way of a defined boundary or security, the car park has become a hotspot for antisocial behaviour in recent years.

Vehicle entrances and an open parking deck make up the majority of the street level frontage with the remainder consisting of blank façade that is assumed to disguise an electrical sub-station.

To the rear, the car park structure has significant presence within Union Place and is fused to the rear of the A listed Alexander 'Greek' Thomson Egyptian Halls, a significant heritage asset and currently on the 'Buildings at Risk'

register. The potential exists in the future to create a route through this building to better connect to Union Street and Central Station should any proposals be brought forward.

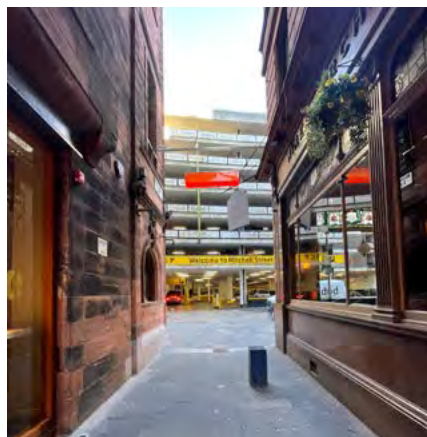
Repurposing the car park structure would not only significantly improve the Mitchell Street environment but also that of Union Place.



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

Location on the Z

View of Car Park from Mitchell Lane



View from the top parking deck



Townscape analysis



## Mitchell Street Car Park

### Full Retention: Creative Workplace and Leisure

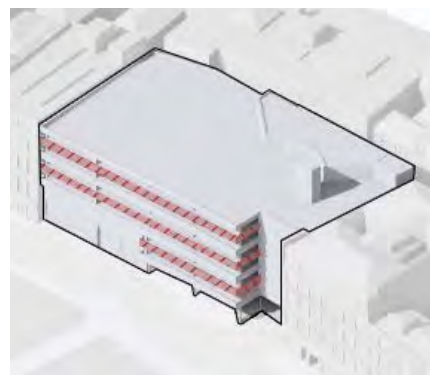
**We have explored the retention of the existing frame and its repurposing as a creative workplace hub incorporating leisure / F&B uses at both street and roof levels.**

Owing to the challenging low floor to ceiling heights on the parking decks, it is proposed that a series of voids are introduced through the removal of the floor slab between structural members on every second level. This, together with the removal of the existing rear vehicle ramps will provide a series of generously proportioned spaces, ideally suited as creative office / studio or maker spaces.

At street level, a new entrance that uses the retained vertical circulation core opens to both Mitchell Street and Union Lane to the rear, providing much needed activation, as do new F&B / leisure units, providing more appropriate 'closure' to Mitchell Lane and building on the already strong local offer.

The structure is topped by a reimagined roof deck that provides a unique setting for a bar / restaurant capable of hosting events, open air screenings etc. and allowing the surrounding roovescape including the tower of the CR Mackintosh lighthouse building to be appreciated from a new vantage point.

Potential to provide **59,200** sq.ft. of space



Strategic removal of floor slabs or creation of voids to every second level



## peckham levels london

Peckham Levels is home to over 100 local and independent businesses and provides a platform for creative talent. The run-down, neglected structure has been transformed into a creative and cultural space where people work, learn, create, share skills, and simply come together.

Since opening in late 2017 the project has already created employment opportunities with over 600 people working in the converted multi-storey car park each day.

It has also brought social and cultural benefits to the local community of Peckham and through careful management and curation should continue to do so over its anticipated 15 year lifespan.



Potential new rooftop bar / restaurant and events space



## Mitchell Street Car Park

### Part Retention: Active Ground Floor & Residential

**This option explores the retention of the existing frame up to and including second floor level and adds a new residential block on top, complete with an extensive private amenity deck on the remainder of the retained slab.**

The retained lower levels are, similar to the full retention option, reimagined as active units with significant ground floor presence that are accessible from both Mitchell street and Union Lane to the rear.

The existing vertical circulation core is retained and reused to provide access to the residential units above.

The addition of a residential component adds to the existing offer to the immediate south of the car park and provides further passive surveillance over this key north south connector and along Mitchell Lane toward Buchanan Street.

## altes parkhaus münster

Constructed in the 1960's, Münster's first multi-storey car park was rendered redundant by the closure of its access road to form a newly pedestrianised square in the early 2000's.

Owing to its physical connection to the adjacent Department Store, the building's owners took the decision to retain as much of the existing concrete structure as possible in order to minimise disruption to its still trading neighbour and have repurposed the lower levels into a multi level retail space and showroom, exposing and celebrating the original frame.

The top two floors of the redundant structure, together with the internal car ramps were removed and the

building is now topped with 8no. duplex apartments arranged around a central rooftop courtyard garden.

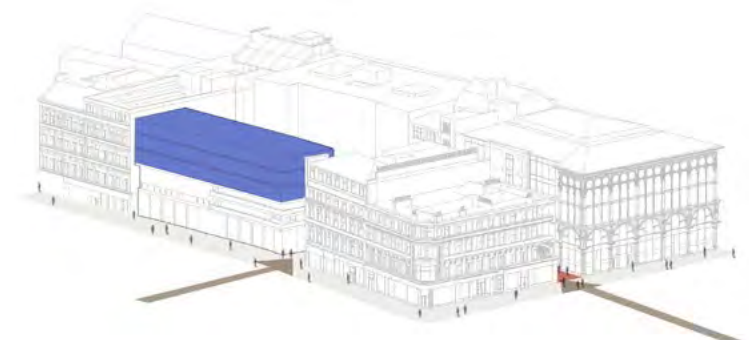
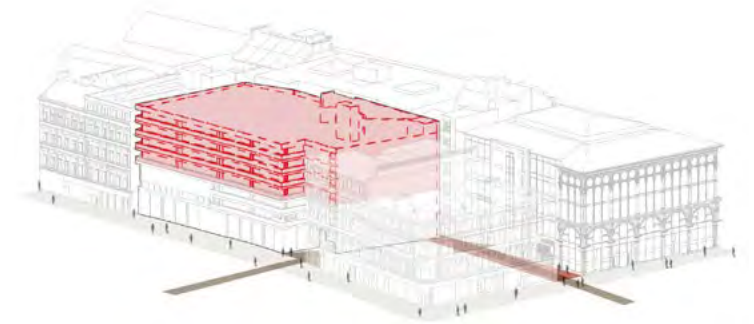
The building now takes pride of place at the heart of the city's newest public space and is surrounded by new retail, F&B, residential, office and leisure uses.



View of Mitchell Street with improved public realm and revitalised Car Park structure

The adjacent diagrams outline the potential strategy:

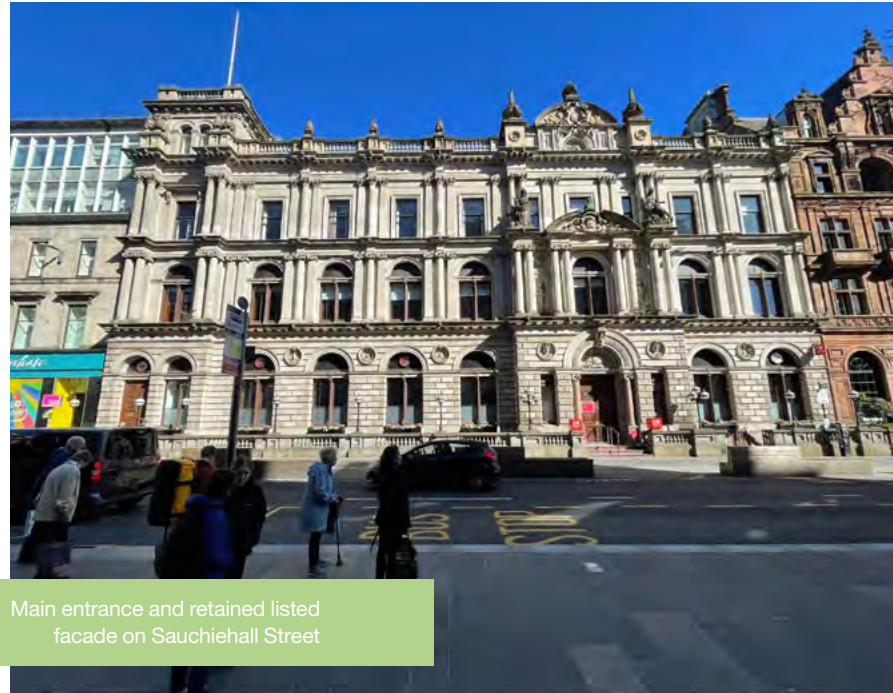
1. Retain the existing structure to second floor level
2. Remove all remaining levels and car park ramps to all floors
3. Introduction of new lightweight structure containing residential units and creation of amenity deck on remaining slab to rear





## St. Vincent Place / Buchanan Street / West George Street

### New Look / Former Clydesdale Bank HQ



Main entrance and retained listed facade on Sauchiehall Street

Comprising of the majority of the city block, bounded by St Vincent Place, Buchanan Street and West George Street, this significant and centrally located site initially housed a combination of bonded warehouses and townhouses.

The Southern edge of the site is dominated by the Category A Listed former head offices of Clydesdale Bank, completed in 1873 by J Burnet Snr. in the Venetian Renaissance style.

The adjacent 130 Buchanan Street, a modest three storey building was extended by two additional levels in the 1970s, with the lightweight glazing contrasting with the sandstone below.

The Northern edge of the site houses two buildings constructed in the 1980's. The first, a 6-storey red granite extension to the adjacent former bank that, following extensive



Building to George Street

alterations and refurbishment in the early 2000's, contains active ground floor to Buchanan Street and West George Street, currently home to fashion retailer New Look. Proposals were recently lodged to sub-divide the retail floorplate into smaller units, reflective of current market trends.

The second, Dale House, the former Royal Bank of Scotland cash counting and storage facility, vacant since 2009, was acquired by Bloc Hotels in 2019 who subsequently obtained consent in 2020 to demolish and replace with a seven storey hotel with retail space at ground floor, although this project is yet to commence on site.

Location on the Z



Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.



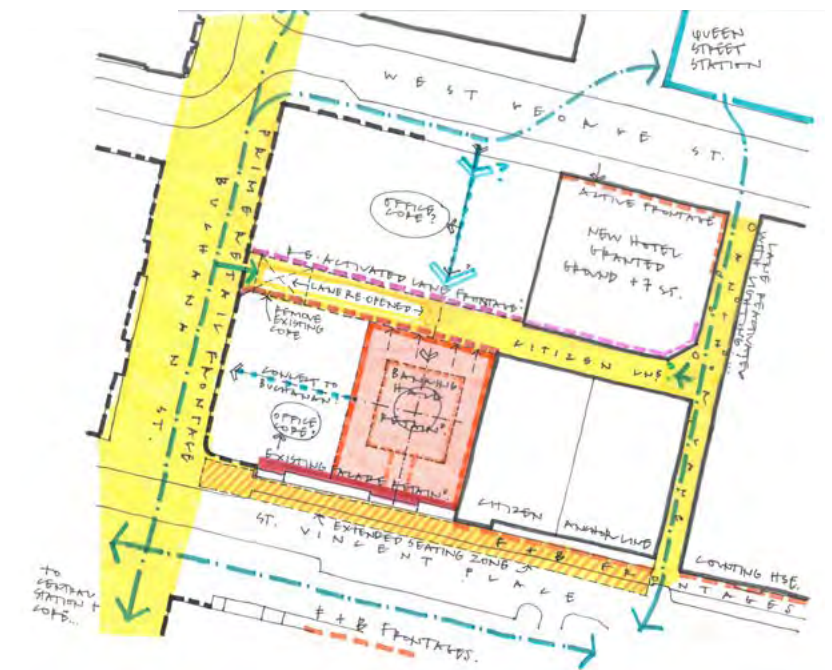
The complete block (east-west between George Square and Buchanan Street and north-south between West George Street and St. Vincent Place) contains two service lanes, Anchor Lane and Citizen Lane.

Anchor Lane runs north to south and connects directly with Queen Street Station but is currently devoid of activity, it is overlooked however from windows within the Anchor Lane bar and restaurant on St. Vincent Place and the Bloc Hotel block could provide activation when redeveloped.

Citizen Lane, running east-west between the original banking hall and 1980's addition is now a dead end,

accessed only via Anchor Lane since the addition of a new entrance and vertical circulation core to the upper levels of office over the New Look retail unit in the early 2000's.

The opportunity exists to reinstate this lane and provide meaningful activation throughout as part of any repurposing / redevelopment proposals.



Concept strategy sketch



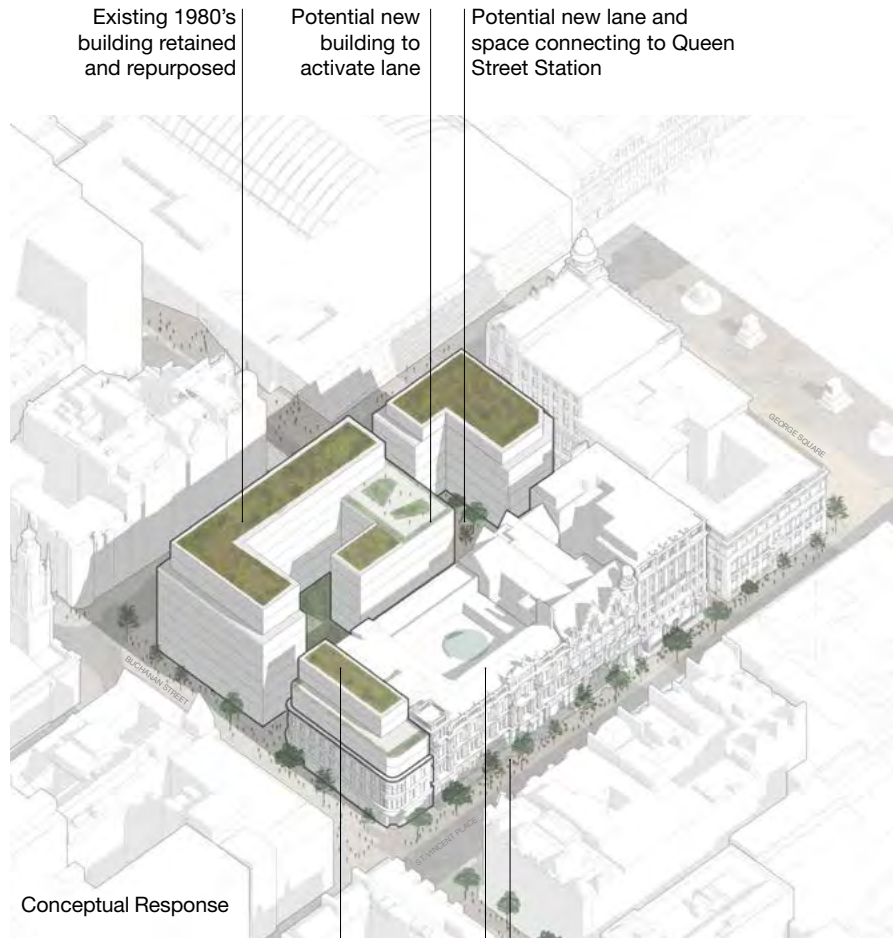
**St. Vincent Place / Buchanan Street / West George Street**

**New Look / Former Clydesdale Bank HQ**

Arguably the most prominent of the identified locations on the Z to be considered for repurposing, the adjacent option transforms the existing collection of disparate elements making up the majority of the block and establishes an appropriate maximum datum for built form based on the adjacent Anchor Line building, recently extended vertically with a recessed rooftop extension.

The illustrated proposal would achieve the following:

- Safeguards the grade A listed galleried banking hall through its conversion to a European style food hall, creating a unique experiential F&B offer that further activates St. Vincent Place and connects to Citizen Lane at the rear.
- Introduces a new residential block with active ground floor behind the retained sandstone facade of the former Paperchase building to the corner of Buchanan Street.
- Removes the 'blockage' formed by the vertical circulation core to



Existing 1980's building retained and repurposed  
 Potential new building to activate lane  
 Potential new lane and space connecting to Queen Street Station

Conceptual Response

Potential new residential block behind retained facade  
 Galleried banking hall retained  
 Greater pavement cafe presence from potential new foodhall offer within banking hall

reinstate the connection between Buchanan Street and Citizen Lane.

- Retains the existing frame of the 1980's granite and bronzed glass building, refaced with contemporary elevations of a quality commensurate with the surrounding context and augmented with a combination of additional lightweight recessed storeys and a new L-shaped wing to the rear to activate Citizen Lane, providing an appropriate quantum of office space.
- 

Completes the composition through the redevelopment of Dale House to form a new hotel (a use already consented) with the opportunity to introduce a more direct pedestrian link to Queen Street Station via a new space in the depth of the block.

# case study

## the bank sacramento

This new foodhall at the heart of the city centre is set inside a 107-year-old bank building, complete with gilded ceilings, vault doors, and original elegant light fittings, safeguarding the future of a significant heritage asset.

Operating over multiple levels, it houses 10 food vendors and a bar on the ground floor, two bars on the mezzanine and a series of event spaces in the basement, one of which is located in the former vault.

### A Local Focus

The owners have intentionally dedicated its spaces to homegrown talent, encouraging both established and burgeoning restaurateurs from the area to take space within the foodhall.



Citizen Lane reconnected to Buchanan Street  
 Galleried banking hall retained  
 Potential new active route and space connecting with Queen Street Station

Improved permeability with reinstatement of Citizen Lane and additional connection to Queen Street Station



# 13

## green place

In response to the climate emergency, enshrine an ambition to achieve shared international goals within your Vision.

This can be done by working towards a carbon zero objective and a more circular economy, generating localised renewable energy and recycling waste.

Promote biodiversity and flood resilience in an inventive way that provides quality greened urban space for the community in the heart of our cities.



**The regeneration of the Golden Z can be a fundamental element of the City Council's deep rooted ambition to combat the climate emergency.**

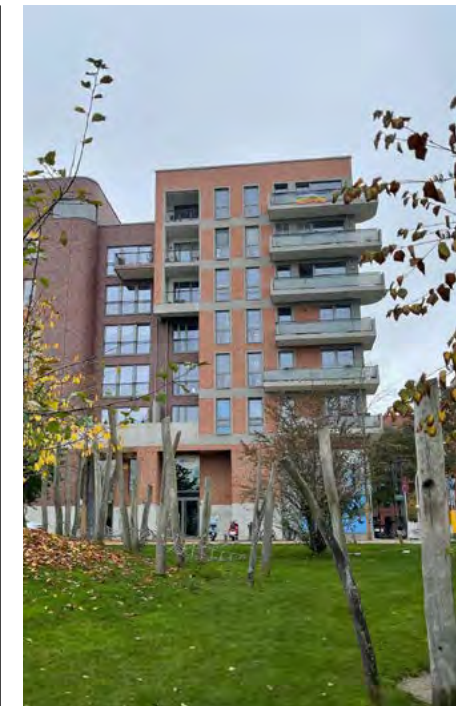
Glasgow should seek to use the Z as a test bed to pilot new ways to integrate sustainable urban solutions that are low carbon in nature and can be applied across the wider city.

The significant 'Avenues' project is already delivering change and as part of this study we will explore the careful introduction of additional greenspace and identify areas for tree planting that will enhance our 'Dear Green Place' for both the local community (new and existing)

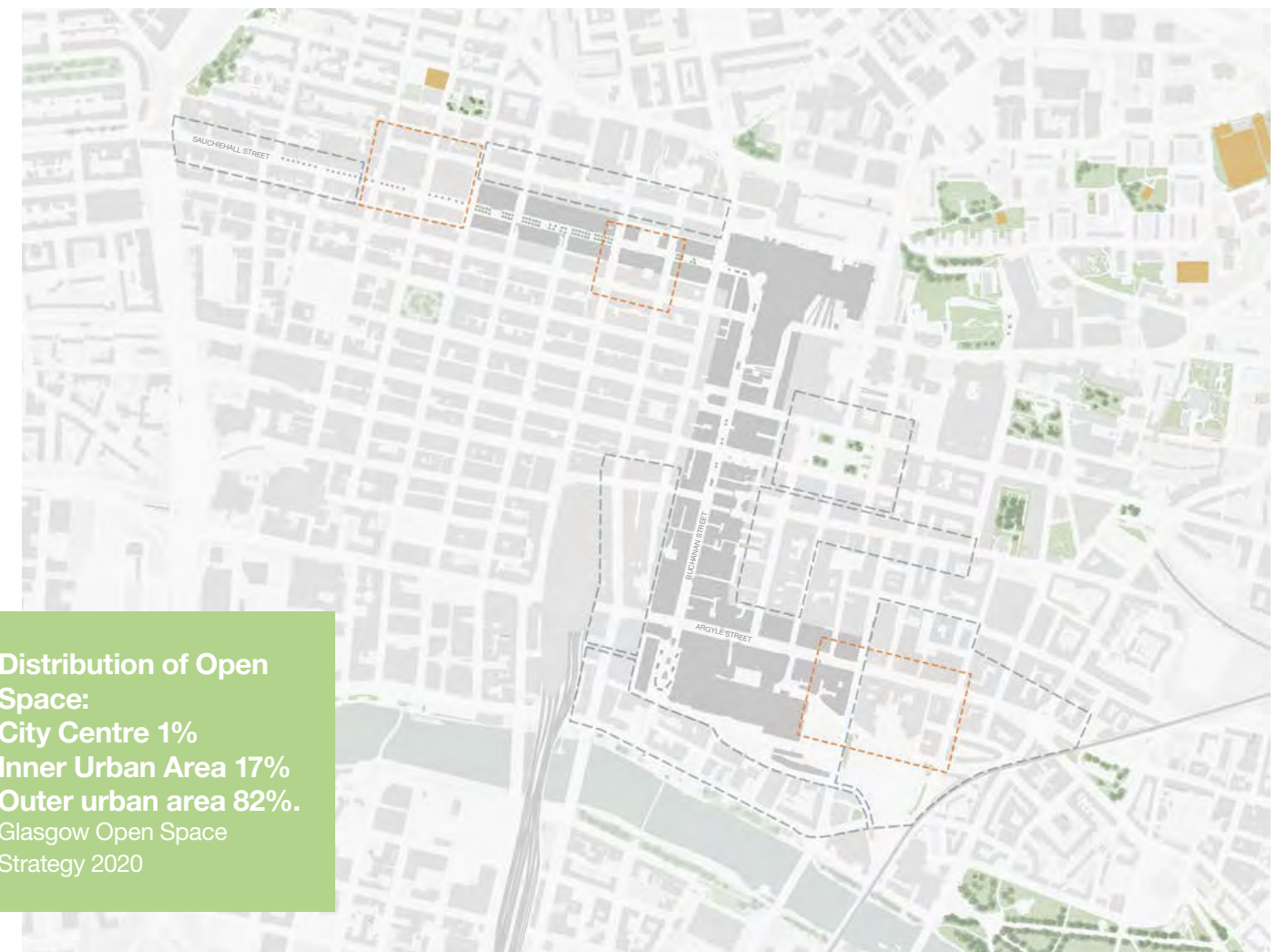
and those who work and visit from further afield. This is particularly important to create a 'child friendly' city.

Not only improving the look and feel of the city centre and positively impacting on the wellbeing of its citizens, new greenspace and planting can be the way we introduce sustainable urban drainage to manage flooding and pollution.

The provision of greenspace as amenity or proximity to it is also a vital component in achieving Glasgow's stated ambition to double the residential population in the city centre by 2035.



## Greenspace in the City The Current Picture





## Greening the City Centre Essential for Climate Resilience

As outlined in the 'Repurpose and Repair' section of this chapter, increasing density in the city centre is one of the commonalities established through analysis of the Z and response from a number of specific points of view or themes (living city, working city, vibrant city, responsible city). It is fundamental in our response to the climate emergency.

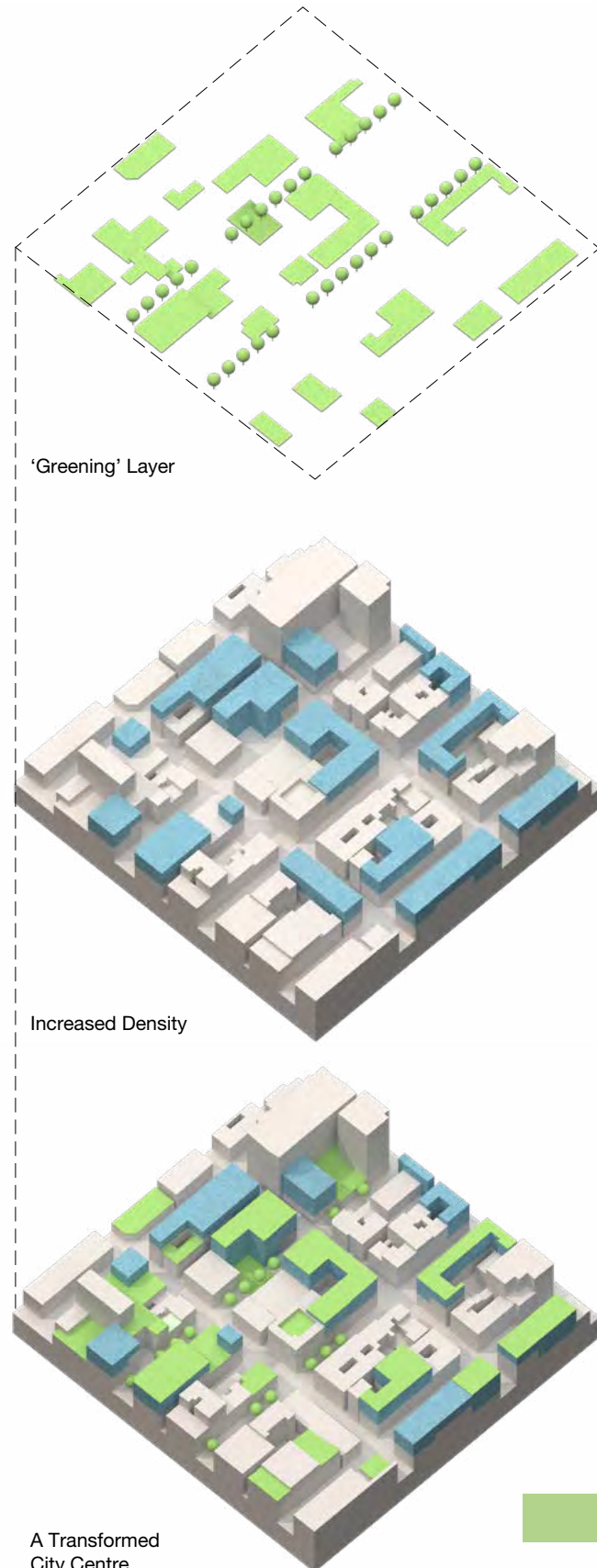
Another such commonality identified was the need to 'Green the City Centre'. This is one of the key strategic goals of the City Centre 2050 Strategic Development Framework, published in 2021 which states:

'Green the centre and make it climate resilient with a network of high-quality public open spaces and green/blue infrastructure that caters for a variety of human and climatic needs'.

The SDF continues:

'Currently, the City Centre's urban landscape is largely grey and 'hard'. As such, it presents significant potential for transformation by 'greening the grey' and utilising nature based solutions to improve its environmental performance.... to absorb surface water, absorb CO2, filter micro-particles, reduce urban heating and allow greater biodiversity to flourish within the City Centre.'

The Infrastructure Commission for Scotland in their January 2020 Key Findings Report recommends that 'place' be put at the heart of any future developed plans, citing green-blue infrastructure specifically as key to developing climate resilience.



A Transformed City Centre

'Layering' the city



Benefits of Urban Green Space - Atelier Ten

### Urban Parks and Green Space

Areas that are naturally or artificially covered with vegetation (e.g. grass, bushes or trees). Can range from playing fields and highly maintained environments to relatively natural landscapes

Common alternative terms: Urban parks, urban green cover, amenity grassland and sports pitches



**10%**  
Increase in willingness to pay for products associated with green cover



**9.5%**  
Increase in property value in direct or close proximity to a park



**84.2%**  
Rainwater runoff retention

#### Average OPEX maintenance cost (£ per m<sup>2</sup>yr)

£0.71 urban parks and green space



### Green Roof - Vegetation growing on any structure's horizontal surface

Common alternative terms: Living Roof, eco-roof, roof garden, brown roofs, green-blue roofs, biodiverse roofs



**6.7%**  
Total energy savings for the space directly below the green roof



**11db**  
Noise reduction by an extensive green roof



**6.9%**  
Uplift to property value by an accessible green roof



#### Average CAPEX installation cost (£ per m<sup>2</sup>)

£126 extensive green roof    £176 intensive green roof

#### Average OPEX maintenance cost (£ per m<sup>2</sup>yr)

£6 extensive green roof    £11 intensive green roof



Benefits of Green Roofs - Atelier Ten

Within the 'Liveable Places' section of National Planning Framework 4 (NPF4), published in February 2023, policy 20 deals with blue and green infrastructure and details the policy principles as follows:

#### Policy Intent:

To protect and enhance blue and green infrastructure and their networks.

#### Policy Outcomes:

Blue and green infrastructure are an integral part of early design and development processes; are designed to deliver multiple functions including climate mitigation, nature restoration, biodiversity enhancement, flood prevention and water management.

Communities benefit from accessible, high quality blue, green and civic spaces.

As stated in the SDF, green-blue infrastructure interventions promote community cohesion, have a positive impact on physical

and mental health, encourage learning and play, facilitate food growing, and permit more effective management of surface water flooding and moderation of climate change.

They support business investment as employers, conscious of the importance of attracting the best staff increasingly desire high quality supportive environments for their workforce.

Policy 3 of NPF4 calls for biodiversity enhancements to be delivered in all new developments, significantly so in the case of major developments. This will require the more widespread introduction of biodiverse green roofs and green walls planted with friendly plants and integrating homes for birds, insects, bats etc. into the fabric of buildings.

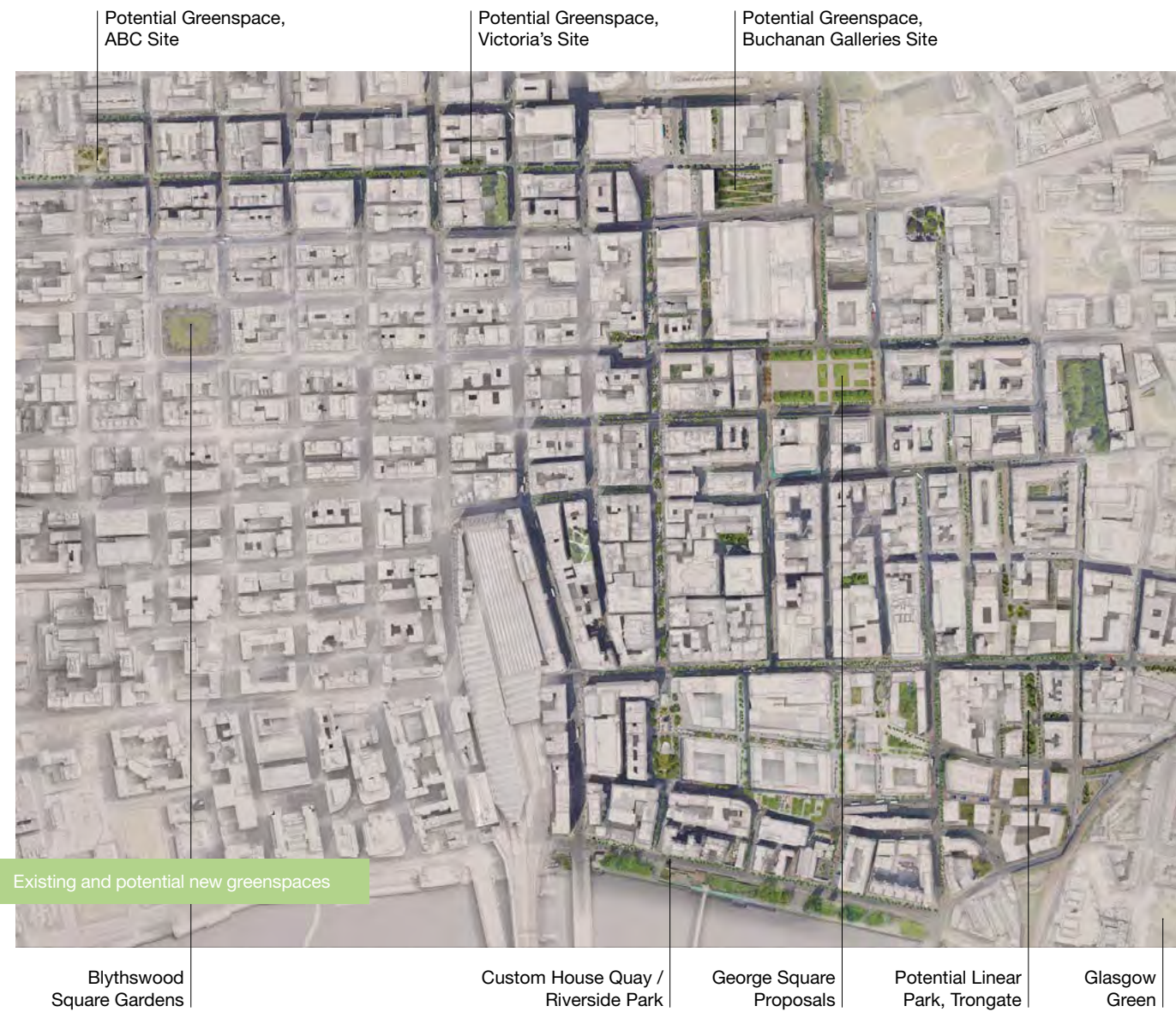
**The 'draping' of a greening layer over the city centre is proposed, introducing new greened streets and spaces together with extensive tree planting to the urban realm that, with green roofs above (some of them publically accessible), will transform the city centre into a more attractive and liveable place for all.**

This is demonstrated in the pages that follow, where we explore the individual components in greater detail and how they could be integrated into the Golden Z.



## Open Green Place

### Providers of 'Breathing Space' in the Heart of the City Centre



**The city centre should be a place where nature flourishes and people have access to good quality greenspace.**

The importance of greenspace is acknowledged in Glasgow's Climate Plan where it states:

'It has been known for some time that good quality natural landscape in urban areas can affect how people feel, affecting their physical and mental health.

The Covid-19 pandemic has shown just how crucial access to good quality natural landscape is, and

just how important Glasgow's many parks are to the well-being of its citizens.'

The recently published NPF4 places both the climate and nature crises front and centre and, within policy 3, sets out ambitions to enhance nature in all non-householder developments.

Although surrounded by a series of attractive yet peripheral green spaces, Glasgow Green being the most notable example, there is a lack of green space around the Golden Z, as demonstrated in the map on page 30.

The forthcoming transformation of George Square and the potential new green space forming a key component of the emerging Buchanan Galleries redevelopment will be welcome additions to the greening of the city centre and, while space on and around the Z to accommodate meaningful new green place is limited, this Vision has sought to maximise opportunities for intervention wherever they have been identified to enhance the current predominantly 'grey' urban environment.

Potential Greenspace, Buchanan Galleries Site



Conceptual Response  
Potential new urban green space celebrating GSA building, Sauchiehall Street

Potential New Linear Park, Trongate



George Square Proposals



Victoria's Site: Potential New Greenspace



Blythswood Square Gardens: The only open greenspace in the heart of the city centre but privately owned and gated

A series of new spaces of varying scales and character are proposed, identified in the map on page 35 and illustrated here. These provide opportunities for workers, visitors and residents to meet, talk, eat, relax and let children play and explore safely.



## Street Trees

### Softening Space, Providing Shade and Encouraging Biodiversity

**The introduction of street trees is a critical component in how the urban environment can assist in dealing with the Climate Emergency.**

Beyond the obvious environmental benefits, they can soften otherwise hard landscape dominated streets and spaces, provide shade, encourage biodiversity and be an integral part of sustainable urban drainage systems, dealing with grey water runoff and treatment.

A number of the benefits they bring (carbon sequestration, air temperature reduction etc.) have been identified and quantified by Atelier Ten and are outlined in the infographic on the next page.

Glasgow's Climate Plan, published in June 2021, acknowledges the importance of tree planting and describes how the city, in collaboration with its partners has instigated a tree planting project that will see 22,000 new trees planted city wide, around 14.5 ha, equivalent to 21 full size football pitches.

With regard to the Z, it also recognises that urban areas have a role to play in the Action Plan where it calls for the development of an 'Urban Woodland Strategy' for the city.

The implementation of the pilot Avenues scheme has transformed Sauchiehall Street through the

introduction of street trees and the rollout of the next phases will have the same positive impact on other key routes within the wider city centre, and from a Z perspective, to the remainder of Sauchiehall Street and Argyle Street.

A number of streets or spaces on or adjacent to the Z that could benefit from the addition of street trees have been identified as part of this Vision including Buchanan Street, currently lacking in planting for long stretches and Royal Exchange Square, one of the key civic spaces of the city and devoid of any greenery. Proposal sketches for these areas reflecting new tree planting are included throughout this document.

Argyle Street



Buchanan Street: Lack of street trees



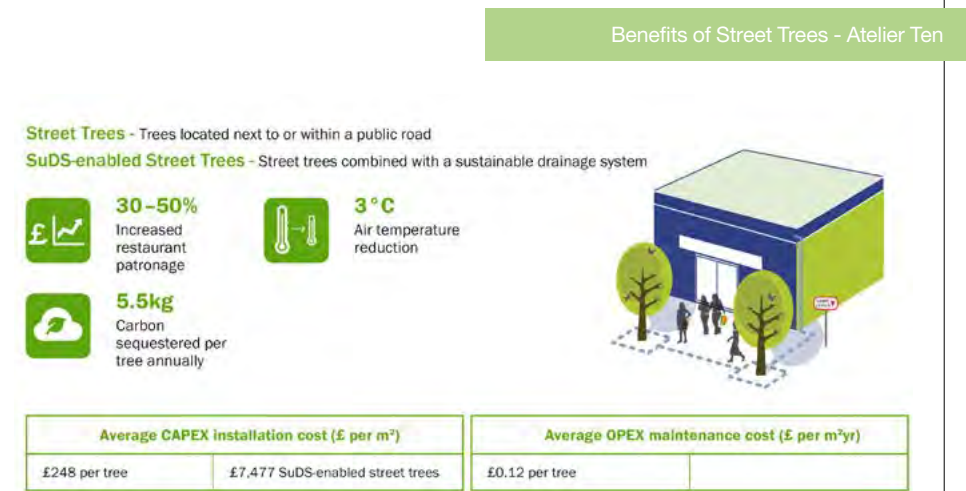
Royal Exchange Square



Avenues Pilot Project, Sauchiehall Street

**Increasing urban tree coverage to 30% can lower temperatures by 0.4C**

Barcelona Institute for Global Health



# case study

## urban forest strategy, melbourne

Melbourne has recognized the vital role that trees play in addressing health, removing pollution and shading the pavements.

- The 'Urban Forest' strategy aims to:
- adapt the city to climate change
  - mitigate the urban heat island effect by bringing inner-city temperatures down
  - create healthier ecosystems
  - become a water-sensitive city
  - engage and involve the community

They intend to achieve this by increasing canopy cover from 22 per cent to 40 per cent by 2040,

increasing diversity with no more than five per cent of one tree species, no more than ten per cent of one genus and no more than 20 per cent of any one family.

They are also seeking to improve vegetation health, soil moisture and biodiversity.





## Green - Blue Infrastructure

### Promoting Active Travel and Mitigating Flood Risk

The City Centre 2050 Strategic Development Framework (SDF) acknowledges the importance of green-blue infrastructure to combat the climate emergency and proposes that:

'A **Green and Blue Integrated Infrastructure Strategy** be prepared for the City Centre that provides a joint strategy for townscape adaptation and biodiversity improvement and surface water management, in order to reduce the overall flood risk through reducing the volume of surface water draining in to the public sewerage system.

Its interconnected objectives will utilise nature based solutions to increase surface water retention through urban greening of the City Centre environment ('greening the grey'). The development of such multifunctional, climate-responsive green-blue network will include the creation of pocket parks, green roofs, street trees, raingardens, biowalls walls, water channels and other such measures.'

The continued implementation of the ambitious Avenues project will deliver extensive green-

**Green-blue infrastructure promotes physical and mental health, community cohesion, learning and play, food growing, the effective management of surface water flooding and moderation of climate change.**

City Centre Strategic Development Framework

blue infrastructure connectivity throughout the city centre and will have a direct impact on two key legs of the Z: Sauchiehall Street, where the pilot scheme was successfully implemented in 2019 and Argyle Street, where it will introduce safe active travel routes alongside greening elements and SUDS solutions including rain gardens.

The introduction of a wider integrated green-blue infrastructure will also mitigate the challenge of excessive levels of surface water being present in the combined sewer that has led to periodic sewer overflows to the River Clyde that has a detrimental impact on river water quality.

Benefits of SuDS - Atelier Ten

#### Sustainable Drainage System (SuDS)

The management of surface water runoff within the urban environment to mimic the natural drainage processes, while supporting broader biodiversity and amenity aims.

Common alternative terms: Drainage systems, natural drainage systems, Water Sensitive Urban Design (WSUDS)

**60-72%**  
Rainwater runoff retained

**60-80%**  
Similarity in species richness to a natural pond

**79%**  
Total suspended solids removed in filter strip/swale SuDS system



Average CAPEX installation cost (£ per m <sup>2</sup> )		Average OPEX maintenance cost (£ per m <sup>2</sup> yr)	
£30 detention ponds/basin	£26 retention ponds/basin	£0.33 detention ponds/basin	£1.10 retention ponds/basin
£366 soakaway	£23 swale	£0.12 soakaway	£0.10 swale
£336 raingarden			



A Green City Centre: A New Network of Green- Blue -Grey Infrastructure Strategic Development Framework

## bächle, freiburg

In Freiburg, Germany, a series of shallow water channels run throughout the medieval core of the city.

Despite being only 20-50cm wide and no deeper than 10cm, these 'bächle' intensify the mix of uses within the streets, balancing recreation and function by defining clearly separated zones for pedestrian movement and public transport. They also create pause points and help to cool and clean the urban realm.

They bounce light back up in darker, narrower streets and lanes and provide fun play opportunities for people of all ages.



New trees and planting complete with bench seating

Sketch view of Buchanan Street



Clearly defined zones for pavement cafe style seating

There are further opportunities to enhance the green-blue infrastructure of the city centre on or around the Z, particularly in Buchanan Street and the spaces that connect to it: Nelson Mandela Place, Royal Exchange Square and St. Enoch Square, the key linkage to the river.

The presence of the subway tunnel directly beneath Buchanan Street provides a challenge but should not prevent the development of innovative solutions to incorporate significant green - blue initiatives within this 'spine of the city'.

New elements could be used to structure the space, providing safe routes and pause points, together with clearly defined zones for pavement cafe seating.



## Urban Farming

### Opportunities for Community Growing at the Heart of the City

**Food production is a major contributor to climate change but research published by TEDI, the Engineering and Design Institute London, finds that urban farming can help reduce our carbon footprint by not only reducing the need to transport food but also through the use of more sustainable methods.**

It has many other benefits beyond the environmental;

Community participation: allows those with limited access to outside space to spend more time in nature with others

- Offers significant mental health benefits
- Encourages healthier diets
- Can provide local employment
- Helps reduce food waste
- Uses vacant land

TEDI predict that by 2050 80% of all food will be consumed by urban populations, meaning that cities need to play a bigger role when it comes to food production.

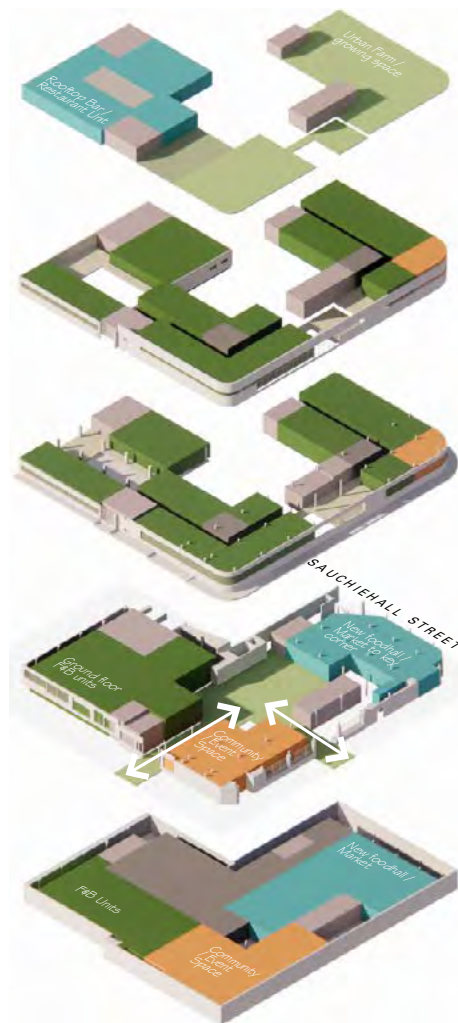
Glasgow has a food growing strategy, 'Lets Grow Together'. Its stated vision is that 'Glasgow citizens wishing to grow their own fruit and vegetables will have access to a range of community growing opportunities in their area.'

Glasgow has also developed its own City Food Plan and the provision of growing spaces to support those already established throughout the city is a key outcome.

Opportunities to provide additional space for community growing in support of these ambitions have been identified as part of this Vision on the Z, particularly at roof level of existing buildings, most notably the BHS building on Sauchiehall Street and the TJ Hughes building on Trongate, both illustrated below.

There is also the opportunity for community growing space to form part of a 'meanwhile' or 'stalled spaces' strategy elsewhere at street level or as part of a careful phased approach to the delivery of large scale developments. Cleared areas of site could be temporarily activated for community use until such times as the later phases are ready to commence, safeguarding against large swathes of these significant areas being sterilised for long periods of time.

BHS Building: Potential rooftop urban farm



TJ Hughes Building: Potential rooftop urban farm

Conceptual Response

## Glasgow City Council Glasgow City Food Plan 2021-2031



The Glasgow City Food Plan has been developed by Glasgow Food Policy Partnership (which brings together representatives from public, private and third sectors).

Glasgow City Food Plan is a framework to achieve a food system in Glasgow that is fair, resilient and environmentally sustainable and enables everyone in Glasgow to eat healthy, affordable, culturally appropriate Good Food irrespective of where they live, their income or personal circumstances.

The plan has the following long term outcomes:

- Improved access to healthy affordable food and reduced food insecurity
- Increased understanding of the food system especially with regards to nutrition and sustainability
- More opportunities for communities to enjoy cooking and growing together
- A thriving local food economy which promotes fair work and principles of sustainability
- Increased availability and use

of seasonal, locally grown and produced food in or close to Glasgow

- Improved health and wellbeing as a result of improvements in our food system
- More food produced in ways that are good for the environment
- Reduced food waste, increased redistribution of surplus food, and reduced environmental impact from food waste
- Reduced greenhouse gas emissions (direct and indirect) arising from our food system

## slow food urban farm, birmingham

**Slow Food Birmingham, a grassroots organisation that promotes local food production, have introduced proposals to create an urban farm on top of a multi-storey car park in Birmingham's Jewellery Quarter.**

The new farm would provide glasshouses and planters for growing together with community space, an education hub that would form partnerships with local schools and colleges to promote interest in food cultivation and cooking and a cafe.

The aim is to provide fresh locally grown food for Birmingham residents while promoting sustainable agriculture and reducing carbon emissions.

"The proposals are the first step of our vision to turn grey space to green productive space with the needs and wants of the local community at its heart. We want to be bringing the community in and giving them an opportunity to get their hands dirty, talking about what food they can buy and how they might cook it."

Kate Smith, Founder & Projects Lead





## Renewable Energy Generation

### Key to Carbon Neutrality

**Glasgow City Council has stated targets to achieve carbon neutrality by 2030 and to be net-zero by 2045.**

A myriad of coordinated initiatives are required in order to achieve these goals including the introduction of sustainable transport and embracing the principles of the circular economy to name but two.

One key area is the adoption of green technologies to support the decarbonisation of Glasgow. To that end, the city is developing its first Local Heat and Energy Efficiency Strategy (LHEES), which targets an absolute reduction in CO2 emissions of 80% by 2050 and seeks to deploy innovative solutions and delivery mechanisms to improve heat generation/consumption and energy efficiency.

As the economic heart of the city, the city centre, with the Z at its core, will be a key area for the delivery of low-carbon heat solutions in Glasgow.

The profile of the city centre makes it an attractive area to stimulate investment in district heating and pilot other low-carbon projects. It has significant heat demand,

multiple potential anchor loads and proximity to the river Clyde which is a large source of renewable heat, as evidenced in the West Dunbartonshire Energy Centre, down river in Clydebank.

This is the largest of its kind in the UK and the first in Scotland. It takes heat from the Clyde and uses it to heat local homes and businesses via a buried district heating network, significantly reducing carbon emissions with savings equal to the total carbon footprint of over 1,240 local residents.

The City Council and its energy sector partners are developing an Integrated Energy Plan to harmonise development and regeneration timescales with the delivery of network capacity upgrades. This integrated approach to regeneration and energy planning will allow for renewable and innovative solutions to be coordinated and adopted at an early stage.

With regard to the Z, careful consideration should be given to the implementation of energy infrastructure with other active travel and green-blue infrastructure, such as the Avenues Project, the next phase of which is due on site

this year. These 'climate corridor' routes could deliver multiple carbon reduction interventions in a truly focused and coordinated manner.

This report recommends the introduction of district heating pipework be located on streets around the Z but not on the Z itself, in order to minimise disruption to both businesses and to the high quality public realm environment. This is particularly critical within Buchanan Street which will face significant challenges to maintain its 'public face' during the proposed redevelopment works at the Buchanan Galleries.

The built form within the Z can also play a significant role in achieving Glasgow's stated ambitions through the incorporation of renewable energy generation (PV / Solar / CHP). This is relevant not only to large scale redevelopment or repurposing opportunities outlined within this report (Buchanan Galleries, St. Enoch Centre and the areas of focus), but to the existing fabric, whose roofscapes (where appropriate) could be harnessed for significant energy generation.



West Dunbartonshire Energy Centre, Clydebank



Solar Panels, Barclays Campus, Buchanan Wharf

## powerhouse brattørkaia, trondheim

**Powerhouse Brattørkaia, an 18,000-square-metre office building produces more than twice as much electricity as it consumes daily, and supplies renewable energy to adjacent buildings, electric buses, cars and boats through a local micro grid.**

The building's site was carefully chosen to ensure maximum exposure to the sun throughout the year. Its angled roof and upper part of its façades are clad with almost 3,000 sqm of solar panels. As a

result it produces around 500 000 kWh of clean renewable energy annually.

Space for energy storage is accommodated within the building footprint, permitting the storing of surplus energy in the summer months of near total daylight, that can then be used in the winter months when daylight is at a minimum.

Extremely energy efficient, the building employs a series of technologies to radically reduce

energy use for its daily operations: insulation for maximum efficiency, intelligent solutions for air flow to reduce the need for heating, heat recovery solutions for ventilating air and greywater (wastewater from all sources except toilets) and using seawater for heating and cooling.

Daylight conditions are optimized throughout the building design and the need for artificial light has been minimised, thanks in no small part to a skewed lightwell allowing daylight to enter deep into the building on every floor.



On the edge of the city centre, the SEC, in conjunction with a project team, are developing an ambitious large scale zero carbon energy strategy for and on the Campus. The energy hub created would be the catalyst for the transformation of the Clyde corridor to zero carbon.

This project, in conjunction with the SEC expansion and modernisation plans would create the first negative carbon events campus and as the host venue for COP26, the project would be a fitting COP legacy.

The scale, breadth and impact of this project will deliver significant positive impact on the environment, while

addressing sustainable economic development, partnership working, and social inclusion.







# include

It is critical the city centre is accessible to all, regardless of age or ability, accommodating those with issues of dementia or mobility and providing pause points throughout.

Offering welfare facilities accessible for all can have a significant impact on the footfall and dwell time in the centre.

Key to the successful evolution of the 'Golden Z' will be ensuring that it is accessible and navigable by all.

We have assessed current provision of welfare facilities, bench seating and shelter throughout the study area alongside existing wayfinding and proposed improvements to maximise the potential of the city centre to appeal to all members of society, regardless of age, mobility or income.

Improvements to these key elements will encourage pedestrian movement which in turn promotes active, healthy living.



The proposed redevelopment of major retail assets within the city centre may lead to the loss of vital welfare facilities and one of only three 'Changing Places', lifelines for those families and individuals with challenging health and mobility issues. Ensuring they are replaced and provision is increased within the 'Z' is a key focus of the Vision.



## An Inclusive and Welcoming City for All: Glasgow: Feminist City

**Glasgow City Council's Feminist City motion, voted for unanimously in October 2022, aims to create a more inclusive city that considers the physical and cultural needs of its most marginalised members.**

The motion is largely based on the 2020 book 'Feminist City: Claiming space in a man made world' by Dr Leslie Kern, which demonstrates an intersectional approach to themes such as public transport, pedestrian and accessible mobility, housing, childcare and care work, amenity and healthcare access, queer spaces, and violence against women and minorities in the public realm.

Despite some progress, women, disabled people, people of colour, gender and sexual minorities, immigrants as well as Indigenous communities are still being marginalised and excluded from decision and policymaking processes. In turn, cities become spaces of inequality and oppression that further shape the ways in which these groups experience public and private life.

Feminist City argues that the faces of urban planning, politics, and architecture have to change. A wider range of lived experience needs to be represented among those who make the decisions that have enormous effects on people's everyday lives.

“ I'm delighted that our motion received unanimous support from across the chamber today and it's so exciting to consider how much better Glasgow can become with a feminist approach to designing our city.

For too long, our streets, parks and buildings have been designed by men. The apparently 'gender-neutral' approach that we've used for centuries has meant that the male perspective has become the default. ”

Holly Bruce, GCC Councillor, Langside Ward



Recent work by The Glass-House Community Led Design and Glasgow School of Art



## Age Friendly City

### Creating Intergenerational Public Spaces

**Spaces that are safe and welcoming to people of all ages and abilities have the potential to bring many social and wellbeing benefits.**

Designs should provide access for people who use a wheelchair, mobility aid, cane or walking stick and cater to families, friends, carers and assistance dogs. This requires places for groups to sit together, spaces for prams and pushchairs and secure designated space for dog waste with access to bins and fresh water.

Public spaces should be overlooked by active frontages and play spaces with conveniently placed observation points for parents or carers.

It is essential to provide public welfare amenities for all within the space for it to be fully usable. Welfare Facilities are explored further later in this section.

#### Learning and Play for all ages

Parks and open squares should benefit from direct sunlight to promote health and wellbeing, while also offering natural or built shade structures.

Outdoor exercise equipment can also help to promote active lifestyles along with opportunities for learning and mental stimulation for all ages. This could include road safety mock-up parks for children (as seen in Wellington, New Zealand) or a place to play board games such as chess.

George Square presents a great opportunity to create this type of environment and many of these



concepts have been integrated into the latest proposals, described in greater detail in the Balanced City chapter of this document.

Other opportunities exist within the Golden Z itself such as a meanwhile use on the Victoria's site.

George Square Proposals



## make space for girls

**Make Space for Girls campaigns for facilities and public spaces for teenage girls on the premise that parks, play equipment and public spaces for older children and teenagers are currently designed for the default male.**

Currently provision for young people consists almost entirely of facilities such as skate parks, fenced pitches and BMX tracks. These are seen as meeting the needs of all young people when in fact they are places dominated by boys. Girls feel that parks are unsafe, and offer nothing for them, yet these issues are seldom acknowledged. There are obviously many other issues at stake here as well. Race



and national heritage, religion, culture, relative deprivation and disability all affect girls' access to public spaces.

Make Space for Girls have undertaken and collated extensive research, all which points to the following 8 principles for a successful place for teenage girls:

1. Climbing up high
2. Dividing up large spaces
3. Social exercise
4. Social seating
5. Structures to hang from
6. A stage for fun
7. Hammocks
8. Weather proof

### Spaces for Teenagers Youth Group Engagement

**Engagement with young people from the Enhanced Vocational Inclusion Programme (a Glasgow Clyde College initiative that offers young people an alternative to mainstream secondary school education) concluded that there is a need for a new Vision for the Golden Z as it is currently seen as an unwelcoming, unsafe, unclean place with little for young people to do.**

Much of their complaints surrounded their perception of the city, as many said they avoid coming into the centre altogether and prefer going to Silverburn or Braehead shopping centres as it is easier to get to and has shelter from poor weather.

They have identified priority areas that need to change and have improved public realm as:

#### Clydeside

Particularly around the bridges and in the amphitheatre space, creating a stronger link to the river as a whole and making it a safe place to be at night.

#### GOMA / Royal Exchange Square

Improvements with greening and making the space feel more welcoming, as it is viewed as a key spot for antisocial behaviour.

#### Sauchiehall Street

Improvements on streetscape and safety at night

#### Queen Street Station and George Square

Particularly the alleys and lanes surrounding the area, which are dark and are places for drug / alcohol abuse during the day and at night.

Lastly, the students had a desire for transport to be better, more frequent, and completely accessible.

Many stated that as they don't live within the city, current public transport infrastructure limited their ability to get in and out of the centre of Glasgow, with trips only being made when necessary.



## Seating and Shelter User Friendly Spaces

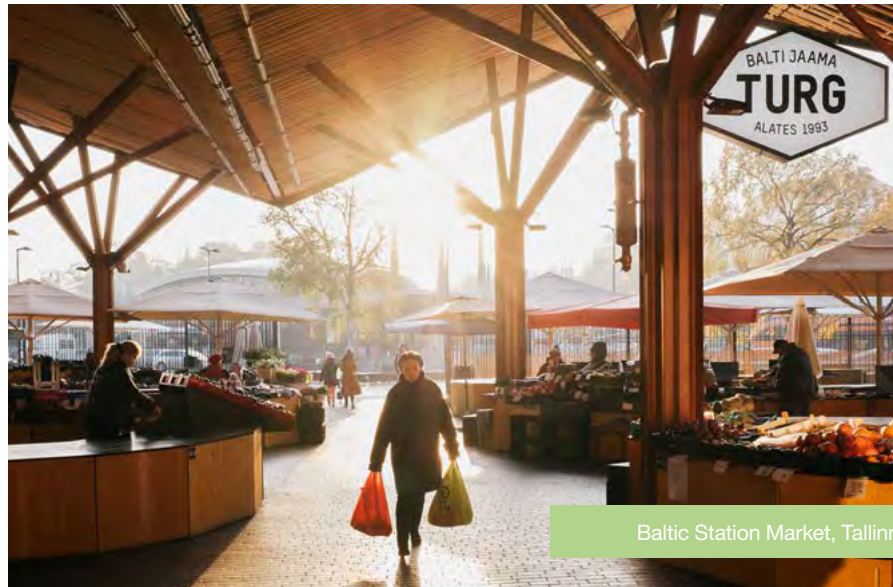


Seating and shelter are fundamental aspects of usable streets and spaces. For several decades, shopping malls have provided extensive protection from inclement weather and this provision cannot be underestimated.

With the predicated continuation of the 'de-malling' trend, not least at Buchanan Galleries and St Enoch Centre, re-introducing areas of shelter and seating are important. The benefits that malls provide other than shelter – smooth even floor surfaces, bench seating, public amenities, warmth etc. can be achieved in other ways with careful design.

The key to street shelter and seating is not to create hazards and obstructions that block clear routes. Any structures should contrast visually to their surroundings and feature warnings such as changes in ground texture.

According to London Legacy Development Corporation's Inclusive Design Standards, seating should be provided no less than every 50m, complimented by natural shelter such as trees or urban interventions.



Baltic Station Market, Tallinn

Larger shelter structures can perform several functions, accommodating pop up events of markets

Colonnades along primary routes can act both as a sheltered route for pedestrians and a space to be inhabited by ground floor cafés and restaurants, provided due attention is paid to maintaining a clear and unobstructed path.



Place of Shelter

External Seating

### Seating and Shelter The Current Picture

It is clear from the map above that Sauchiehall Street contains the most bench seating due to the Avenues project roll out. Buchanan Street is less well provided and Argyle Street has poor coverage.

The next phases of the Avenues project should consider locations for seating and shelter along these key pedestrianised streets.



## Welfare Facilities

### The ability to spend time in the city



Public toilet block, Westbourne Grove, London



The provision of welfare facilities was brought up by the majority of groups during stakeholder engagement workshops and was viewed as particularly important for families with young children and by senior citizens.

Welfare facilities are also vital to people of all ages with mobility and medical issues and the availability of spaces to facilitate adult changing etc. are increasingly being provided in public buildings and in retail centres as they are viewed as attractors and a means to increase dwell time. This same principle would be applicable to the city centre.

Gender neutral 'superloo' models are becoming increasingly popular and their introduction should be considered. These enhanced cubicles have the ability to cater for ambulant disabled people as well as being inclusive and safe for transgender people. Facilities



for people with more complex disabilities (Changing Places) are game changing, especially when there are so few options within the City Centre.

George Square, St Enoch Square / Clydeside and Sauchiehall Street would all benefit from these facilities meaning that people (and their families) can spend more time in the city.



Potential locations on the Z for enhanced facilities

## Welfare Facilities

### The Current Picture

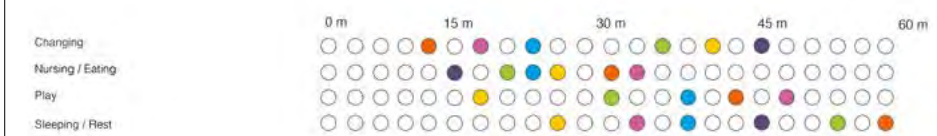
The plans for St Enoch Centre include the potential loss of one of only three toilets in the city centre suitable for adults with complex disabilities. The provision of these facilities should be safeguarded and increased.

Welfare facilities could form part of a larger offer, incorporating tourist information, police phones and drinking water and potentially staffed by city centre ambassadors.

The Borough of Richmond's Community Toilet Scheme is a great exemplar of a joined up approach, enabling local businesses like pubs, restaurants and shops, to work together with the Local Authority to make more clean, safe and accessible toilets available to the public.



Toilets within transport hubs	Green square	Toilets within cultural venues	Red square
Baby change	Orange square	Toilets within retail units	Purple square
Changing Places facility	Blue square	GCC controlled facilities	Pink square



Typical time spent in welfare facilities by different user groups



## Transport Accessibility

### Essential to City Centre Inclusivity

**Getting into and around the city centre can be a significant barrier to disabled people, especially wheelchair users and the visually impaired.**

Improving transport accessibility benefits not only this large and diverse community but also:

- Older People
- Passengers with shopping or luggage
- People with pushchairs
- People with young children
- People with bicycles

Disabled people should be able to interact with transport services without the need of additional assistance from station staff, as this in itself is an additional barrier, often taking a long time or requiring planning in advance.

There are great examples of fully step free transport design in many European cities, ensuring that those with wheelchairs, prams, bicycles or shopping can get into and around the city centre independently and with ease.

Lifts should be sheltered from the weather and directly adjacent to stairs or escalators providing intuitive wayfinding for all.

For those with a visual impairment, tactile lines leading from entrance to platform are essential.

Natural light within stations can improve the overall environment of the space and safety installations such as clear barriers to the tracks can protect children and adults alike.

Bus travel is often the most affordable and accessible option for residents and visitors to the city centre. Significant improvements to the accessibility of both the bus fleet and network infrastructure within the Golden Z and wider city are continuing to be made and it is vital that this continues.

## cityringen copenhagen

Cityringen, a recent major expansion of the subway network in Copenhagen consisting of 17 new stations ensures that the majority of the City's residents will be within 600m of a train or metro station.

Crucially, every one of the new stations is fully accessible, with

prominently located lifts, tactile lines to lead those with a visual impairment from street level to platform, natural lighting that reaches down throughout the entire station, level access thresholds and physical glazed barriers with sliding doors that only open once a train is stationary at the platform edge to prevent falls.



Of the ten stations pictured in the vicinity of the Golden Z, only four have step free access to all platforms. Of the entire Glasgow Subway route, only two stations have step free access.

Rail and subway stations on or around the Z

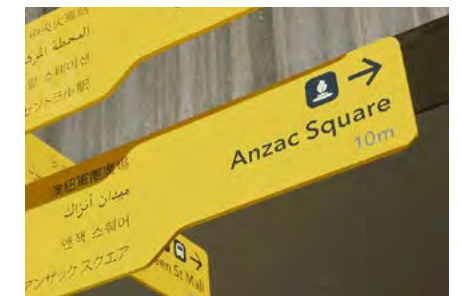
Step free access to platforms No step free access

## Getting Around Navigating Surfaces and Routes Safely

**Being able to move around the city safely is often problematic for a number of groups including disabled people, particularly those with mobility or visual impairments, LGBT+ and BAME communities, people experiencing homelessness, people with prams or pushchairs and women and girls.**

The physical format and condition of surfaces can have a significant positive or negative impact for some of these groups and this requires careful consideration in any future changes to the public realm of the Z.

The incorporation in the right locations of inclusive wayfinding, featuring simple language and symbols, good visual contrast, translation to other common languages and Braille can transform the urban experience for the better for many groups, as can audio description and integration with technology and smart apps.





The Current Picture



This Vision has the opportunity to contribute to a safer Glasgow by inhabiting it more densely and suggesting where overlooking from evening businesses and residential accommodation would prevent new or transform current dead zones.

There are many interconnected factors affecting crime activity in the city, many of which are outwith the scope of architecture and public realm to address, however we can be mindful of how this affects marginalised groups, such as violence against women and race or LGBT+ motivated hate crimes. It is important to note that incidents occur, not only on the streets but on public transportation networks, as mentioned on the previous pages.



Wise Women Walks

Wise Women address women's fears and experiences of crime and violence through the provision of Personal Safety and Confidence Building courses and workshops in local Glasgow communities. Wise Women, in partnership with Glasgow Girls Club, Commonplace and Glasgow Violence Against Women Partnership, developed a women's safety app to consult with women about their experiences of harassment and abuse in public spaces.

Responses to the app led to the development of guided walking tours of prominent places of harassment. The project team attended the Sauchiehall Street tour and the route is mapped in the adjacent image along with areas where reports of abuse and harassment were located.

Youth Crime

Police Scotland provided insight into youth incidents (crimes committed by young people under 18 years of age) in the City Centre of Glasgow between 1 November 2021 to 31 October 2022.

Saturday showed the highest level of incidents, followed closely thereafter

by Fridays with incidents peaking on a Friday and Saturday between 16:00 and 23:00 hours.

The top locations for incidents were, in order:

- St Enoch Square
- 
- Four Corners (crossroads of Argyle Jamaica and Union Streets)
- 
- Buchanan Street
- 
- Royal Exchange Square
- 
- Outside Princess Square, Buchanan Street

Safety Schemes

Due to lack of data it is difficult to establish any patterns in crime activity throughout the Golden Z, with specific focus on violence and harassment against women.

According to Police Scotland, a general trend is that incidents tend to happen close to licensed premises at night time. Police Scotland highlighted several 'Safe Space' initiatives that aim to mitigate this: the Best Bar None scheme, Nite Zone scheme and the Tron Church Street Pastors.

Best Bar None is a scheme that independently assesses venues to ensure they are customer focused and safe with staff that are professionally trained to deal with any eventuality. There are currently 89 venues in the city signed up to the scheme.

Nite Zones are located at transport hubs to get people home safely after a night out. Only licensed

taxis are allowed to use the ranks and marshals are on hand for those waiting for a bus or taxi.

Nite Zones in the city centre operate each weekend in Gordon Street, Sauchiehall Street, West George Street and Albion Street.

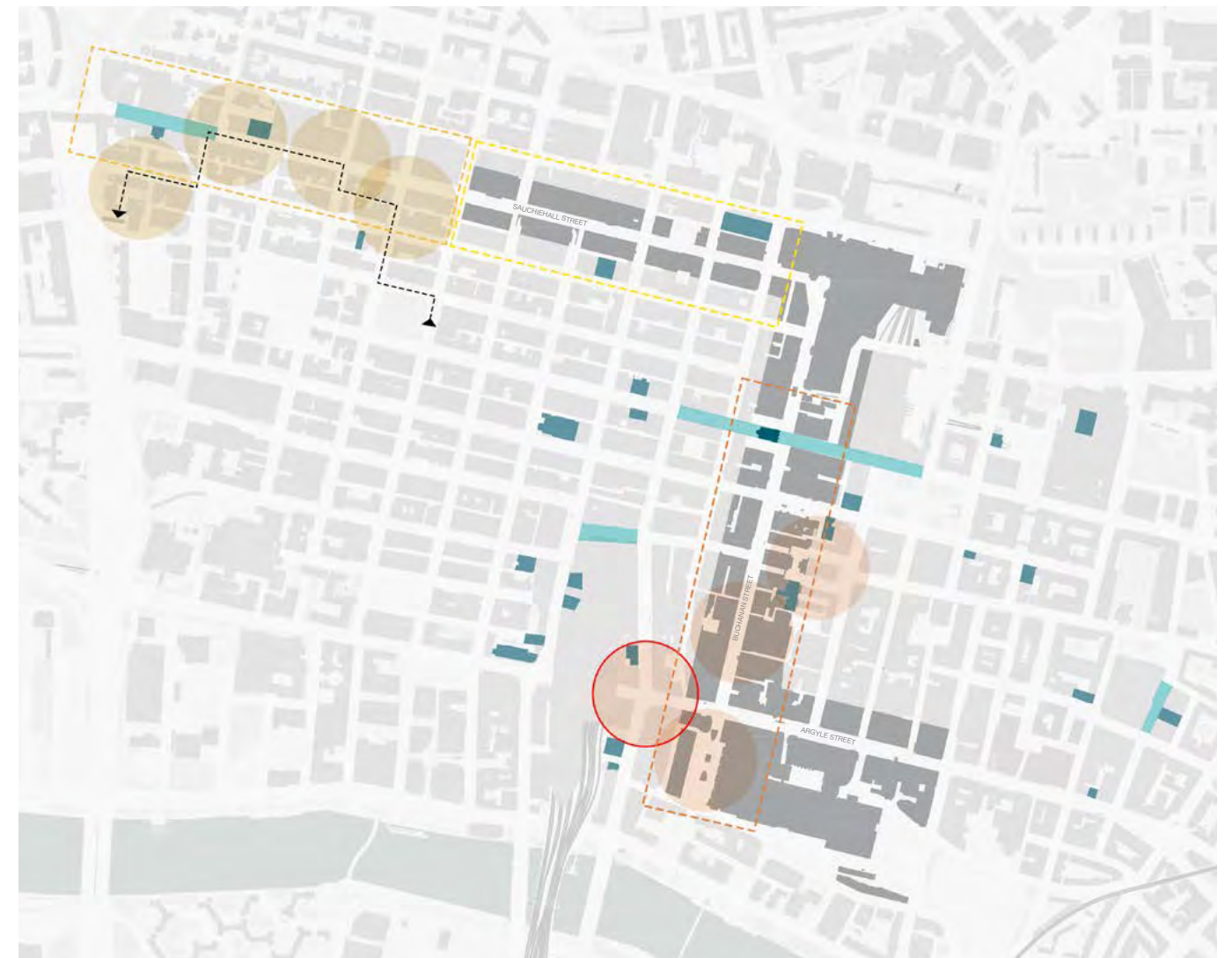
Activities that support public safety in these zones include:

- extended CCTV coverage, co-ordinated through a dedicated control room
- 
- installation of public help points at night taxi ranks and bus stops
- 

lanes in Glasgow city centre undergoing gating and/or additional lighting

-

creation of dedicated night bus stops and deployment of marshals.



Nite Zones		Buchanan St / Argyle St / St. Enoch		Locations of youth crime / anti-social behaviour	
'Best Bar None' venues		Sauchiehall St West		'Four Corners'	
Tron Church street pastors		Sauchiehall St East		Wise Women reports of harassment	
				Wise Women walk route	



## Safer Streets

### Increased Activity and Passive Surveillance

Having a greater level of F&B / Leisure at street level as explored in the Vibrant City chapter of this report would provide more activity, life and light at street level, hopefully reducing instances of anti-social behaviour.

'Eyes on the street' is a recognised deterrent for crime and anti-social behaviour and this study looks to support GCC's ambitions for repopulation of residential use in the city centre.

It is not a solution in isolation however, the physical built environment can only go so far to prevent crime and anti-social behaviour as evidenced by the Wise Women walk, where some of the best overlooked areas on Sauchiehall Street are still 'hot spots' of harassment, highlighting the ubiquitous nature of this behaviour, particularly at night in the vicinity of licensed premises.



Existing F&B / Leisure offer      Increased residential at upper levels  
Expanded F&B / Leisure offer      Area with activity / overlooking

## international financial services district glasgow

### Demonstrating the danger of monocultural zones

The IFSDG is an area of approximately 1 square kilometre bounded by the M8 motorway to the west, the River Clyde to the south, Hope Street to the east, and Sauchiehall Street to the north.

The area's near total reliance on commercial use, particularly between the River Clyde and Argyle Street, means that the streets are particularly quiet after 5pm and it has become a 'no-go' area for pedestrians at night.



## Street Ambassadors

### A Welcoming Yet Vigilant Presence

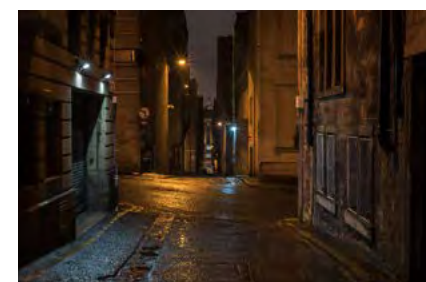
**The introduction of street ambassadors would provide a necessary presence in the city centre for both visitors and residents.**

This initiative has been adopted by many towns and cities throughout the UK with great success. They can transform peoples perceptions of a place as more safe and welcoming and could be an important component in attracting people back to living in the city centre.

Street ambassadors are often an initiative of local councils or BID groups. They provide a welcoming face for all city centre users and

work alongside key relevant partner agencies such as the Police to report crimes / vandalism and anti-social behaviour and in the case of those appointed by BID's, liaise with local businesses.

A number of towns and cities also employ evening ambassadors to assist those visiting the Z and wider centre for entertainment, leisure and pleasure after hours.



## Lighting, Planting & CCTV Taking a Coordinated Approach

**One of the most important perceived improvements to an areas safety is well-designed lighting.**

Lighting levels and quality vary throughout the Z, from brightly coloured installations on Sauchiehall street, to the contrasting warm and cool lighting on Buchanan street, to poorly lit areas, including many lanes.

Research undertaken by Arup in May 2022 entitled 'Safety of Women and Girls' provides recommendations on design factors, concluding that often more lighting is not always the solution, the quality, tone, location, consistency and transition of lighting can all impact feelings of safety.

Arup's research shows the human visual spectrum reacts better to warm light, and the data from young women showed how sensitive they are to cool white light with regard to feeling safe in cities. Spaces with warmer colour temperatures are perceived as safer places.

From a safety perspective, maintaining vegetation is also important, including cutting back dense, low-level shrubs, or low-hanging tree canopy vegetation. This improves visibility at eye level, helps to eliminate dark areas and helps maintain clear lines of sight for CCTV coverage.



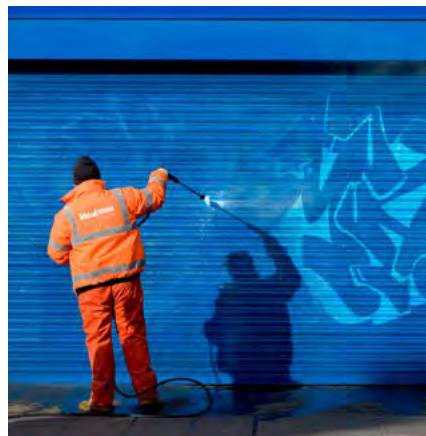
# 15

## take ownership

This vision is focused on the possibilities of spatial and physical change to create resilience in the traditional retail core and has highlighted throughout how the attractiveness of the world-class built heritage and urban realm of the Golden Z is critical to our experience of the city centre.

**In turn, this contributes to the success of all the activities that take place in the centre; living, working, learning, socialising and enjoying culture. Ensuring this quality of place comes with a collective responsibility for governance and stewardship.**

A large part is the responsibility of the City Council, but its efforts will only succeed if there is ongoing collaboration and collective 'buy in' from the wider city centre community. This becomes increasingly relevant if improvements in greening the centre



and increasing the quality of the public realm is to be achieved.

The importance of good place management, maintenance and cleanliness has been repeatedly raised across the stakeholder consultation process and the impacts are wide ranging: from a visitor's arrival experience in the centre with graffiti, clutter, street cleaning to the blight and distress caused by vacant sites and buildings. Good place stewardship requires all stakeholders 'take ownership'.



Daily Street Cleansing - Barcelona

## Take Ownership

### Manage the city centre like a shopping centre

**The REPAIR research final report by Glasgow University (and partners 2022) recommends that cities:**

**'Develop 'shared vision' city centre masterplans which treat a central retailing area as a single, coherent entity with a clear vision, in an approach akin to the micro-management undertaken by shopping centre operators. Underpinned by partnership working, the masterplans would operate as an urban management vehicle to better organise fragmented ownership, encourage initiatives and guide change towards a mix of uses that supports retail.'**

This sentiment has been echoed by several stakeholders – particularly the larger owners/landlords who have stressed the need to manage the centre with a customer focused approach. In many instances, this function might be implemented by a BID (Business Improvement District) composed of retailers and F&B / leisure operators who work hand in hand with the council. In other cases, this is provided by a public-private management company e.g. Belfast City Centre Management, a

not for profit company that provides 'essential additional city centre services' and act as co-ordinator with the public and private sectors.

This vision does not presume any specific vehicle or funding mechanism but highlights that there needs to be the level of co-ordination and collaboration that allows continuing stakeholder dialogue between public, private and community interests in order to maximise, and in many cases unlock, the development potential of the Z.

In addition, there needs to be conscious decision making that ensures that all maintenance and operational activities recognise the patterns of economic and social activity along the Z and are planned around minimising impact, prioritised response and enhancing everyone's experience of the city centre.

Shared Outdoor Seating  
Royal Exchange Square



Belfast City Centre Management

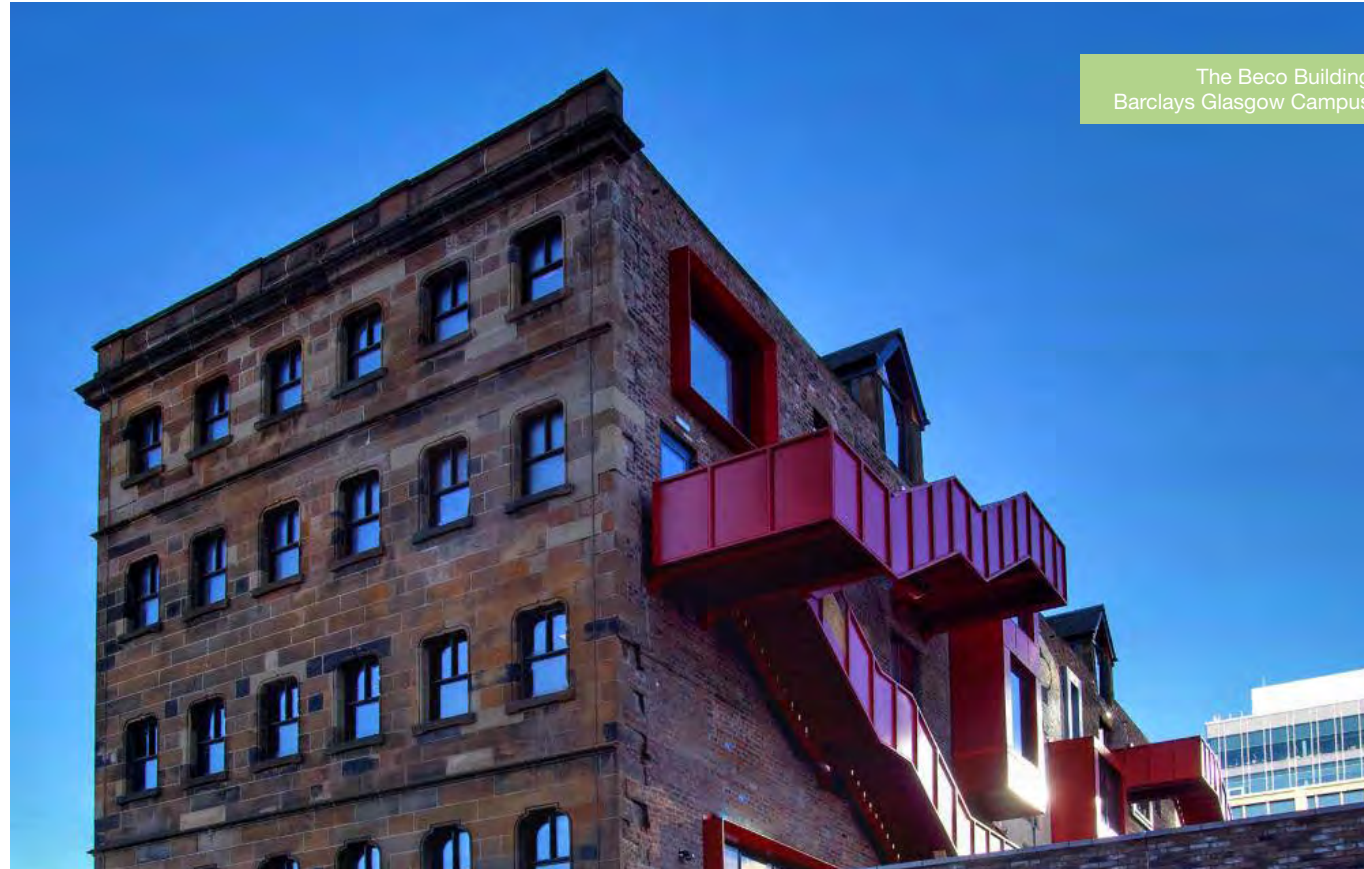


Clean Up Scotland Organisation



## Take Ownership

### Protecting our Heritage – Statutory Powers



The Beco Building  
Barclays Glasgow Campus

**As noted throughout this vision, the unique character and identity of Glasgow city centre, and the Golden Z in particular, is defined by the quality of built heritage. In most cities there are instances where heritage buildings become at risk and although the responsibility for repair and upkeep rests with the owner, there is no legal duty of care.**

In instances where valuable listed buildings are becoming unkempt, Glasgow City Council's strategy is to work with owners to encourage them to undertake repairs, stop further deterioration and to consider the long-term, sustainable re-use of the building through sale or redevelopment.

The only recourse the Planning Service has where owners are not willing or able to undertake such actions is to use the powers within the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997; namely the Urgent Works Notice and the Repairs Notice (or Listed Building Repair Notice).

Those statutory powers are very much seen as a last resort, as they can be complex for local authorities to employ and often have an uncertain outcome. Consequently, they are rarely used and only in exceptional circumstances.

#### **Urgent Works Notice:**

can be served on vacant listed buildings and works specified in the notice can only be for the 'minimum necessary to preserve the building'. This type of notice would incur significant cost to the local authority and, therefore, would only be considered in the most severe and intractable cases. The costs can, in theory, be reclaimed by the authority and added as a charge on the property to be collected when/if the property is sold, however this could be several years later.

#### **Listed Building Repairs Notice (& CPO):**

The legislation is such that should the owner satisfy the repairs notice, this may not bring the building back into positive use. Should the owner fail to satisfy the repairs notice, the local authority can move to compulsorily purchase the property, bringing the liability of owning the property to the local authority. Such statutory action would

normally be reserved for particularly intractable cases where there is a plan in place for the retention and redevelopment of the building, and a 'Back-to-back' partner has been identified by the Council to take on the building, in the event that the property is acquired through CPO powers.

#### **Amenity Notice:**

(s.179 of the Town and Country Planning Act Scotland 1997) can be used to address environmental blight. However, this power is limited in scope as it would only be used for improvement in the appearance of publicly viewable areas of property (usually the front elevation).

There is little precedent for using these powers in Glasgow. However, given the impact of disrepair and long-term vacancy both in heritage assets and in the 'blighted' stalled areas of focus, a key recommendation of this vision

is that the use of statutory powers may need to be employed to urgently tackle these issues.

Beyond this, the visible and effective support and independent action of the wider community and businesses can also effect change, as can be seen in Liverpool's 'Stop The Rot' campaign. Initiated by a local newspaper to protect buildings at risk, this mobilised public will and gained the financial support of English Heritage.



British Linen Bank - New Laurieston



**Take Ownership**  
**The Need For Collaboration**



Litter Picking - Glasgow



Street Cleansing - Glasgow

**The City Council make every effort with the resources they have to ensure the upkeep, management and beautification of the city centre. While resources were increased to tackle post pandemic conditions, the Council cannot effectively address all issues alone, as responsibility for maintenance and place stewardship is shared.**

The full potential of the Golden Z will only be achieved through greater collaboration and collective action between the public, private sector and community sectors. All stakeholders have a role to play in realising the future development potential of the Z and ensuring its effective management and maintenance for ongoing success. Here, the Council has a key role in leading, enabling and coordinating action across ownership boundaries and leveraging contributions to maximise joined-up successful regeneration.

Partnership working will be necessary to progress the Vision's proposals on the ground for redevelopment of sites and improvement of the public realm. It will also be important for progressing other recommendations – as highlighted by REPAIR research and stakeholder feedback - for improved communication and processes, such as:

- To allow the maintenance of an accurate picture (database) of ownership, use, vacancy and state of repair for targeted interventions and end use matchmaking
- To provide a clear structure around who to talk to about specific issues e.g. graffiti hotline, bin store management, utility works disruption, priority maintenance, disrepair etc. It all exists but a one stop point of contact would be of benefit.
- 

Point of contact to pull information/ advice on investment in the City Core – some developers have asked if there is one senior Council officer point of contact they can go to at early stages to understand policy and other support for development investment.

- Potential targeted fast-track building warrant approvals approach could be developed for time sensitive applications (this is a significant issue for retailer/F&B and other business fit-outs and large developments)
- Creation of a guide to tailored building standards and planning policies to unlock the speedier repurposing of vacant buildings, particularly heritage assets.

# case study

## stop the rot liverpool

Launched in October 2000 by the Liverpool Echo following the partial collapse of the much loved Casartelli Building in Hanover Street (pictured below), 'Stop the Rot' is a campaign that aims to rescue and preserve the architectural heritage of Liverpool and greater Merseyside.

The programme, having identified a number of buildings at risk, mobilised public support and received support from the City Council and English Heritage who provided financial assistance to allow the appointment of a full-time Buildings at Risk officer.

The campaign was highlighted as part of Liverpool's successful bid to be named 2008 European City of Culture and contributed to the city presenting the best image possible for the influx of tourists and visitors.

With 'Stop the Rot' as a catalyst, Liverpool's Buildings at Risk project has successfully used statutory powers to tackle the problem of derelict listed buildings, reducing those at risk in Liverpool from 13% to under 4% since 2001. The use of Section 215 Notices and other enforcement powers has stimulated over £30 million of investment in the city's listed buildings, in turn significantly alleviating the attendant problems of anti-social behaviour, economic stagnation and adverse ownership.



Casartelli Building before and after restoration



## Responsible City

### Recommendations

Increase density with a further 'layering' of development that suggests a contextual datum height is established based on both the specific local streetscape and the wider civic presence / enclosure that is desired.

- Support the production of Tall buildings Guidance to encourage and manage appropriate scale and densification across the Z, incorporating recommendations of the Vision.

- Prioritise retrofit, adaption and expansion and only consider demolition and redevelopment where it may better achieve the (environmentally) more impactful ambition of increased density and inhabitation.

- All new build (and new build extensions to retrofit) should achieve high levels of energy efficiency, align with the requirements of the LHEES, embody low carbon measures such as renewable energy production, water conservation and consider construction for adaptability and circular economy principles.

- Create a guide that outlines how planning policy, buildings standards and environmental health requirements can be tailored to enable repurposing of buildings (for daylight, noise, odour, energy, open space, refuse, access, escape etc). Work with Historic Environment Scotland to develop a particular approach for repurposing listed buildings.

- Further explore measures to close viability gaps and incentivise repurposing, including: refining the approach to developer contributions, lobbying for changes in VAT, rates relief on listed buildings and for establishment of enabling funds (similar to BPRA). Progress recommendations of the SCA/SCCTF cities collaboration in this regard.

- Showcase repurposing opportunities across the Z and input to Council's proposed Matchmaking Strategy (action in PRAP) to link end users with these.

- Encourage the creation of community growing spaces in support of the Glasgow City Food Plan 2021-2031.

Embed the opportunities in the Vision for the creation and enhancement of green, public and amenity space within the Council's proposed Integrated Green-Blue Infrastructure Strategy, which will establish a bold new plan for open and green space provision in the City Centre.

- Update Interim Supplementary Guidance (IPG6 & IPG12) to align with the proposed Integrated Green-Blue Infrastructure Strategy, regarding opportunities for open space and developer contributions in the City Centre.

- Support ongoing implementation of the Avenues and extend the ethos of a greened and rebalanced street network, restored connections/enhanced permeability and safer, healthy and attractive routes through and around the Z as highlighted in the Vision.

- Safeguard and introduce more public welfare facilities.

- Improve and increase seating, shelter and lighting.

- Develop a more structured and 'customer focussed' approach to city centre facilities and public realm maintenance and management, that also ensures public and private sector joint delivery.

- Explore opportunities for the use of the City Council's enforcement powers to address land and buildings causing blight across the Z ( for example, CPOs, Amenity Notices, Listed Buildings Repairs Notices, Urgent Works Notices).

- Create and maintain a property ownership and occupier database, to aid 'matchmaking' of buildings and users and improved response to decline in appearance of vacant and unmaintained property.

- Consider a strategic partnership approach and funding programme to address deteriorating heritage assets similar to Liverpool's 'stop the rot' programme.

- Explore the creation of an 'urban development and management vehicle/partnership' for the Z locale (e.g. BID or other such partnership) that enables public, private and third sector collaboration on decision making and implementation and pulls resources to jointly unlock the place potential of the Z.

- Reduce impermeable surfaces by retrofitting blue-green infrastructure to provide a home for biodiversity, provide urban cooling, manage flood risk and improve water quality in the River Clyde.



Ramshorn Graveyard



# areas of focus





These areas that have been specifically identified for a more detailed analysis are all at key locations along the Golden Z and are also of a scale that can catalyse change to their wider area.

## areas of focus

The redevelopment or repurposing in these locations can resolve the existing problems around long term vacancy and destruction by fire.



Focus area locations within the Z

**They show an opportunity to reinforce a unique area character, provide new destinations along the Z and reinforce /extend either end of the east and west legs.**

Although the analysis and development of these scenarios are developed without the benefit of a depth of collaboration with owners and statutory authorities they do demonstrate a 'direction of travel' and ambition for quality of place

and resilience / adaptability. They both reflect moves to achieve the strategic aim of strengthening the Golden Z and, in turn, have informed the proposed agenda for the wider approach.



# gsa / abc site

## Context & Character

This site is where the city centre meets Garnethill, It is a distinct and characterful district, predominantly residential in nature.

Garnethill is also home to the wider GSA campus, the Glasgow Film Theatre, Glasgow Dental Hospital and School, Scotland's oldest and first purpose-built synagogue Garnethill Synagogue, founded in 1879, St. Aloysius' RC Church, built in 1910 and the campus of a private school, St Aloysius' College, spread throughout a number of buildings in close proximity to the focus area.

This focus area is centred on the Mackintosh Building, former ABC Music Venue and adjacent bar / nightclub building. Following

the second devastating fire in as many years in 2018, the Mackintosh Building is currently a shell supported with significant scaffolding in preparation for its restoration, due to commence in 2026. The ABC building also fell victim to this fire and is awaiting demolition.

The site has a challenging topography, climbing steeply from Sauchiehall Street, where the ABC is situated, up to Renfrew Street where we find the Mackintosh building.

The site benefits from being located on the route of the pilot stretch of the Glasgow Avenues project that has made significant improvements to the urban realm of Sauchiehall St.

Dental Hospital    CCA    GSA Campus    Mackintosh Building    McLellan Works



Retail	<span style="color: yellow;">■</span>	Office / Commercial	<span style="color: green;">■</span>	Healthcare	<span style="color: olive;">■</span>
F&B / Leisure	<span style="color: cyan;">■</span>	Hotel / B&B	<span style="color: magenta;">■</span>	Vacant	<span style="color: red;">■</span>
Residential	<span style="color: blue;">■</span>	Culture / Community	<span style="color: orange;">■</span>	Education	<span style="color: purple;">■</span>

## Surrounding Uses

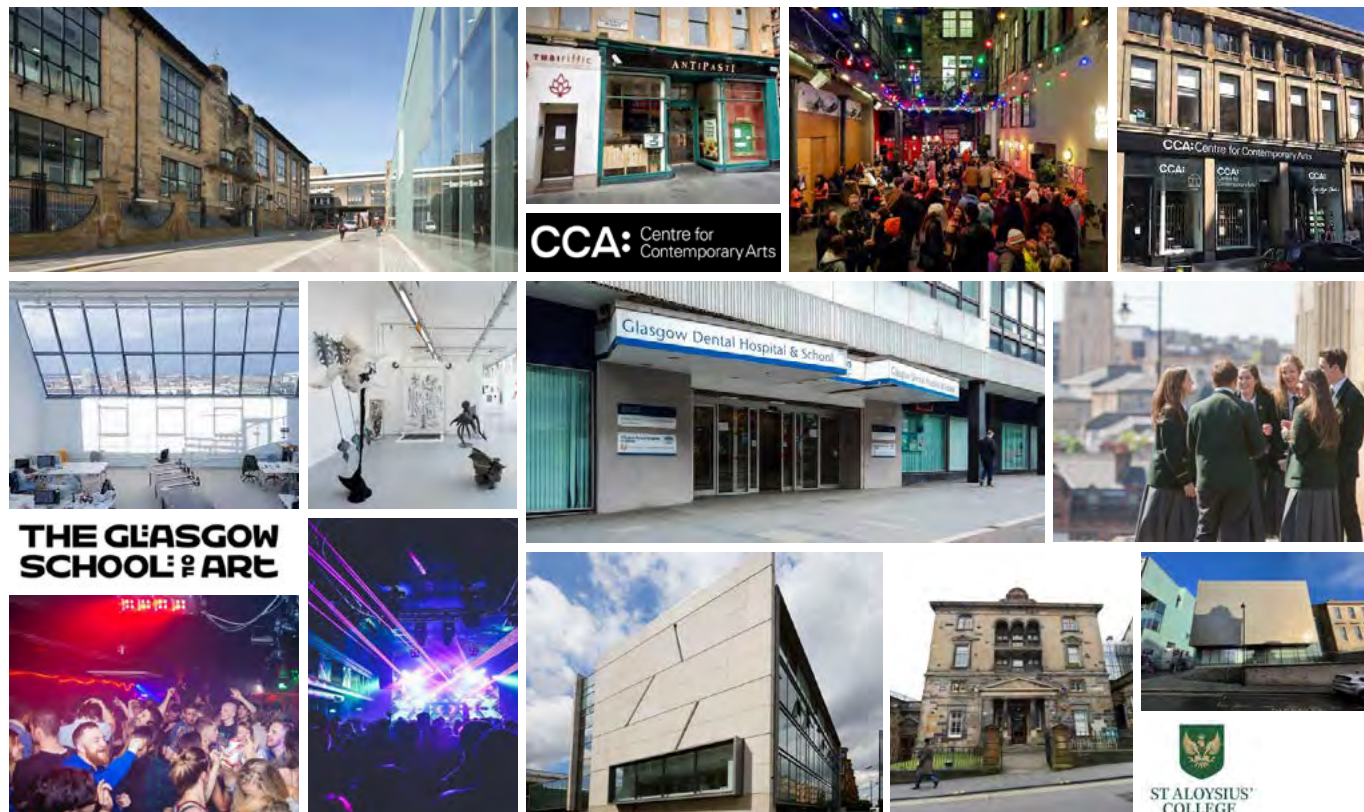
The focus area is surrounded by a variety of different uses, most notably the Centre for Contemporary Arts (CCA) and the recently refurbished McLellan Works creative co-working space on Sauchiehall Street / Dalhousie Street.

Other GSA buildings can be found adjacent to the focus area including the Reid Building and Bourdon

Building that spans over Renfrew Street on Hill Street houses the Main Library and Department of Architecture.

On Renfrew Street, just down the hill from the focus area, both the Royal Conservatoire of Scotland (RCS) and GFT can be found. St Aloysius School Sports Building, on Renfrew Street completes the northern boundary.

Opposite the former ABC on Sauchiehall Street there are traditional tenement properties with retail and F&B businesses on basement, ground and first floors with residential above.





Townscape Analysis

**Built Heritage**

Dominated by the elevated and world renowned Glasgow School of Art Building by Charles Rennie Mackintosh, the oldest example of a working art school building in the world, this focus area, located within the Glasgow Central Conservation Area contains a number of other notable heritage assets.

These include the Alexander 'Greek' Thomson designed Grecian Chambers, now home to the Centre for Contemporary Arts (CCA) and McLellan Works that contains the McLellan Galleries, currently occupied by GSA.

There are a number of other notable listed buildings throughout the area and a many identified as 'Buildings at Risk' shown hatched in the plan below.

A number of these buildings have been identified as potential candidates for residential conversion to safeguard their future in the 'Living City' section of this document.



1. Mackintosh Building, GSA



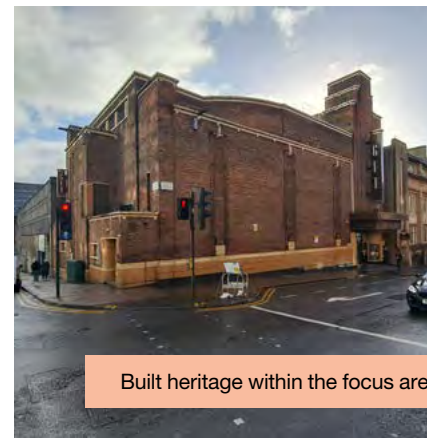
2. Grecian Chambers (Home of the CCA)



3. McLellan Works

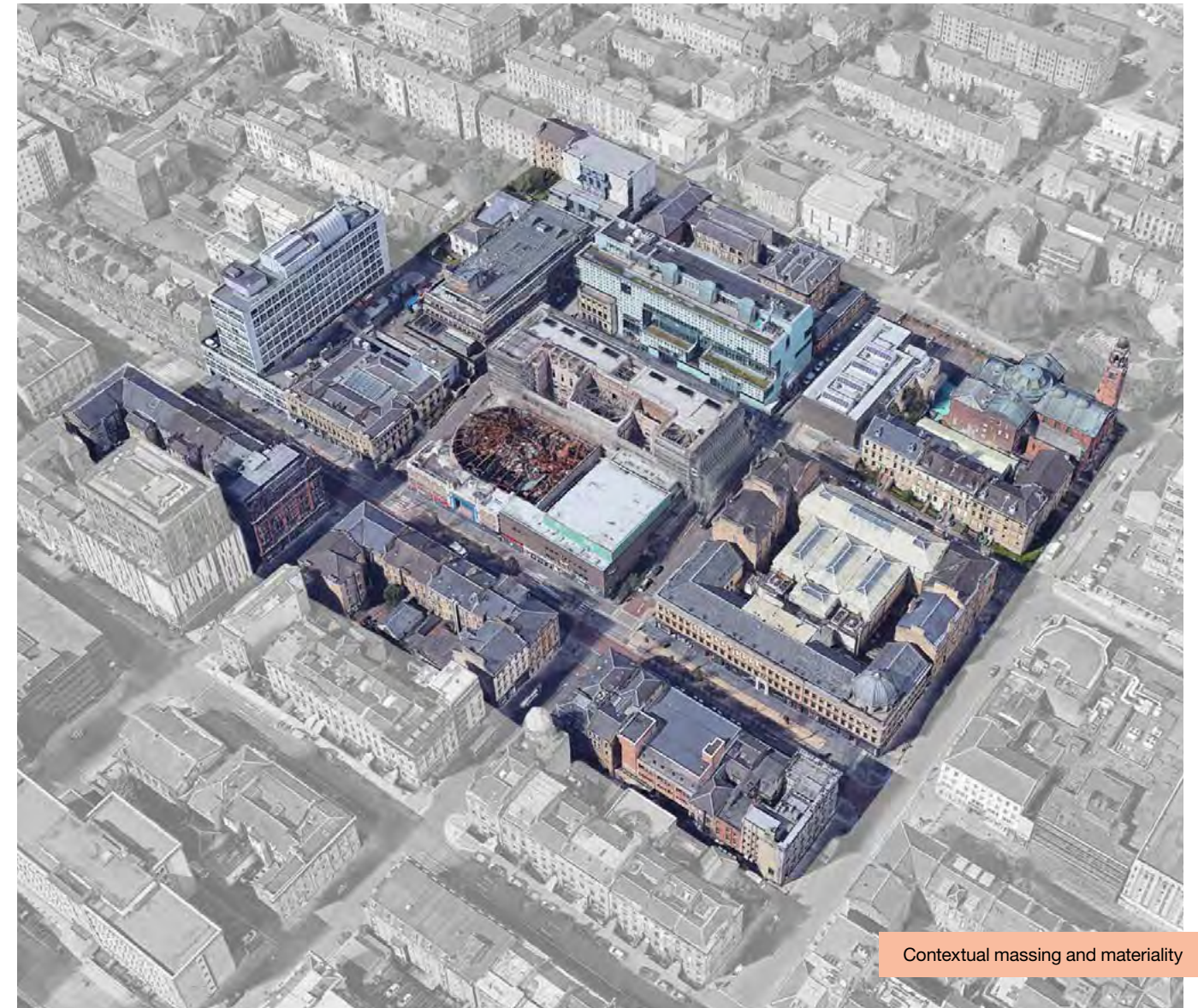


4. Listed Sauchiehall Street Tenements



5. GFT Cinema

Built heritage within the focus area



Contextual massing and materiality

**Massing & Materiality**

The focus area contains a wide assortment of buildings of varying scale and finish.

From the traditional stone tenemental blocks within Garnethill and on the southern edge of Sauchiehall Street to more contemporary additions, the most notable of which are the Glasgow Dental Hospital and School, a concrete plinth and tower

ensemble that has presence on both Sauchiehall and Renfrew Streets, and the Bourdon Building, home to the GSA Library and Faculty of Architecture that spans over Renfrew Street.

Uncompromising in its brutalist concrete finish, it also pays little heed to the immediate streetscape, presenting blank frontages to very narrow steeply sloping pavements on Scott Street.



Townscape Analysis

Context

This area of focus has a number of challenges from a townscape perspective and these have been identified in the adjacent diagram.

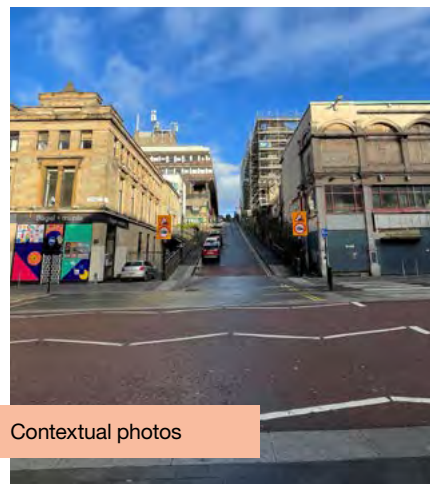
The proposed options seek to address these issues, both repairing and enhancing the locale and celebrating positive assets and attributes to collectively transform the area for the better.



Avenues pilot phase: a transformed public realm for pedestrians and cyclists



Dalhousie street - Challenging topography

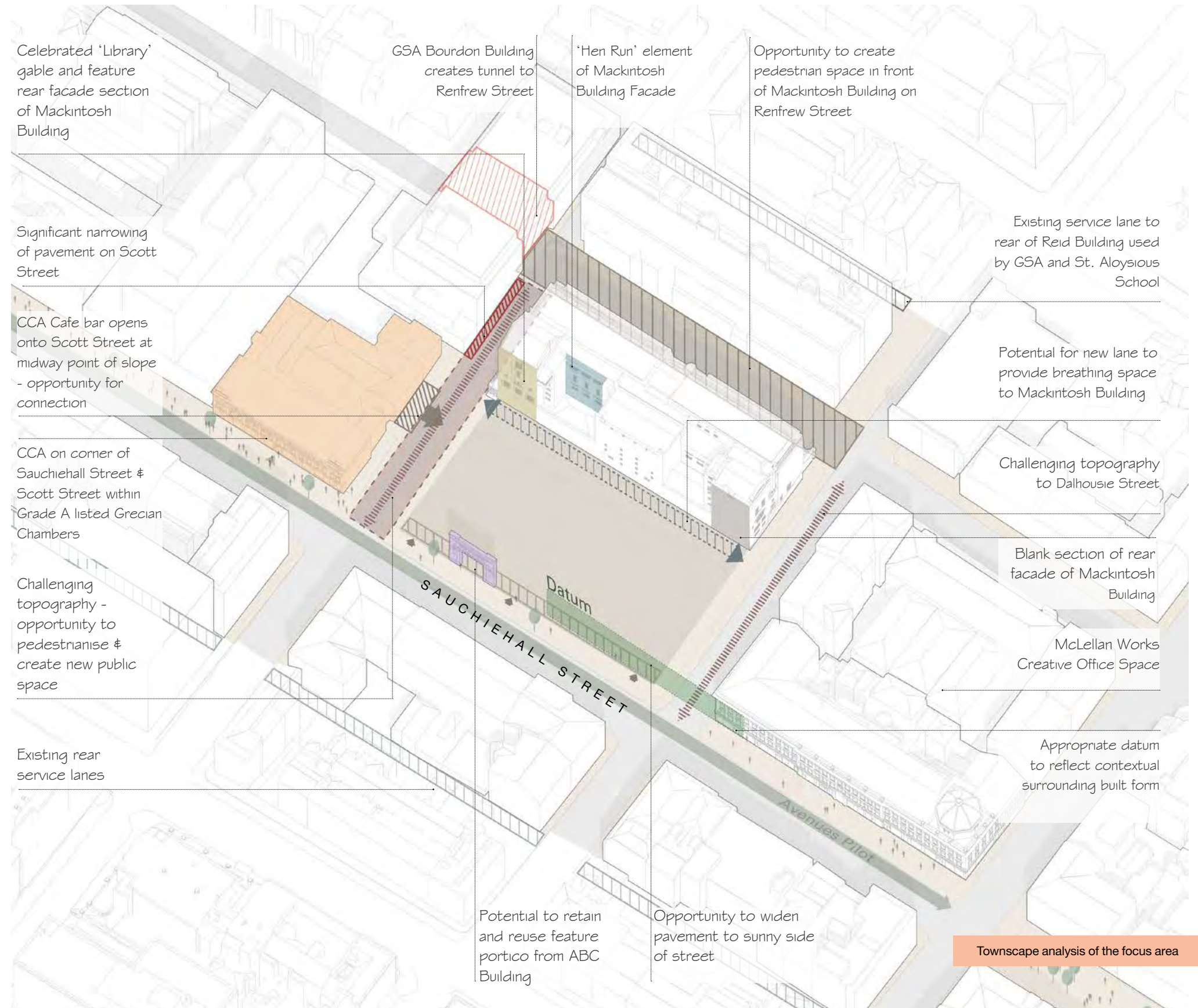


Contextual photos

Scott Street - Challenging topography and poor pavement surfaces.



The former ABC venue, potential to retain iconic portico.



Townscape analysis of the focus area



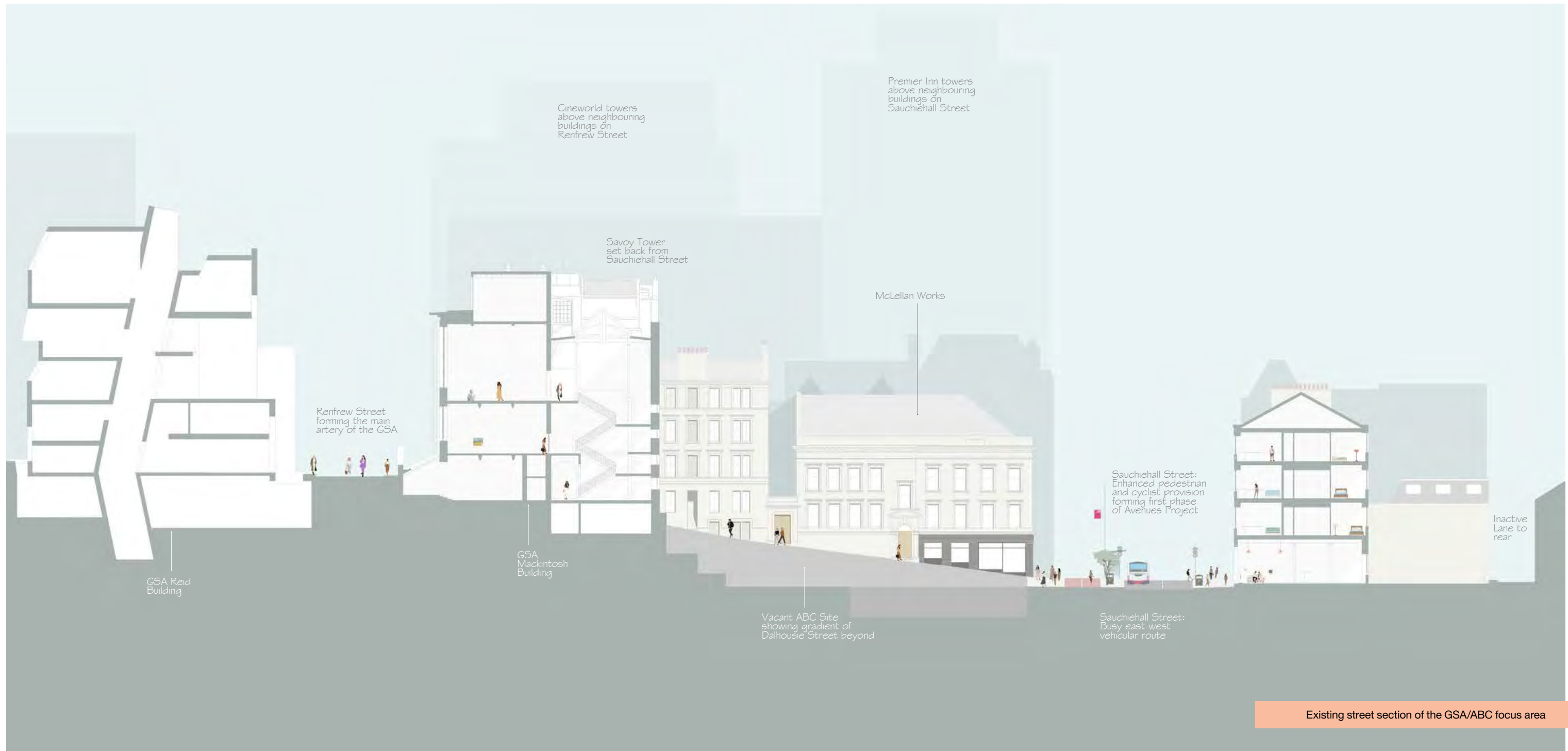
## GSA / ABC / Sauchiehall Street

### Urban Analysis

#### Existing Section

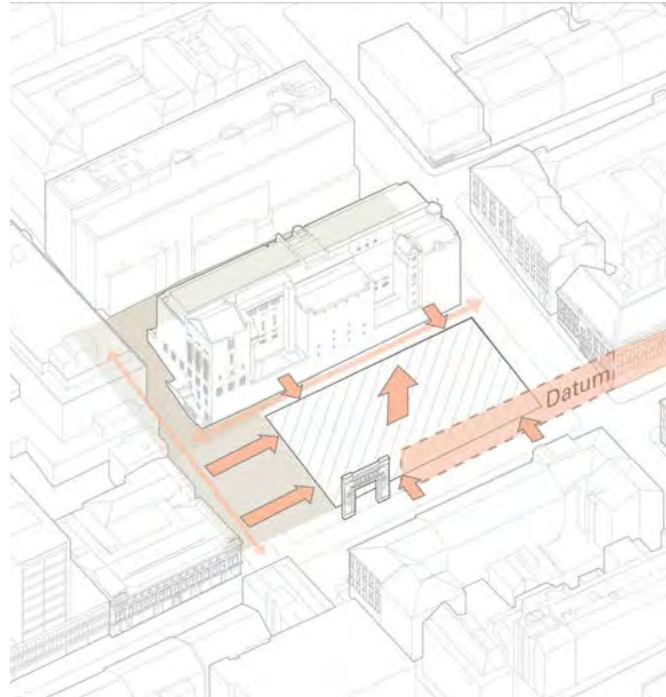
The section below shows the existing configuration of the GSA and ABC focus area (the Mackintosh Building is shown in its future restored state). It demonstrates the significant change in level from

Renfrew Street to Sauchiehall Street and the scale of the surrounding buildings that have informed the developed potential massing strategy.

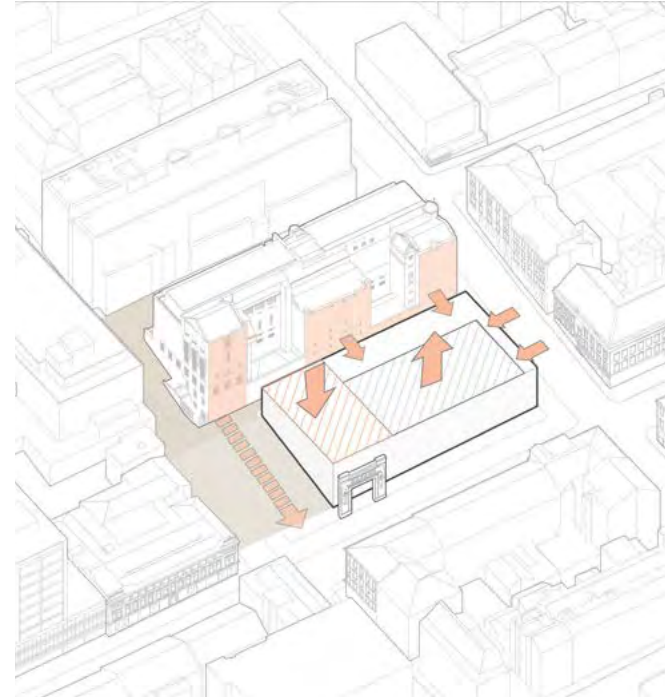




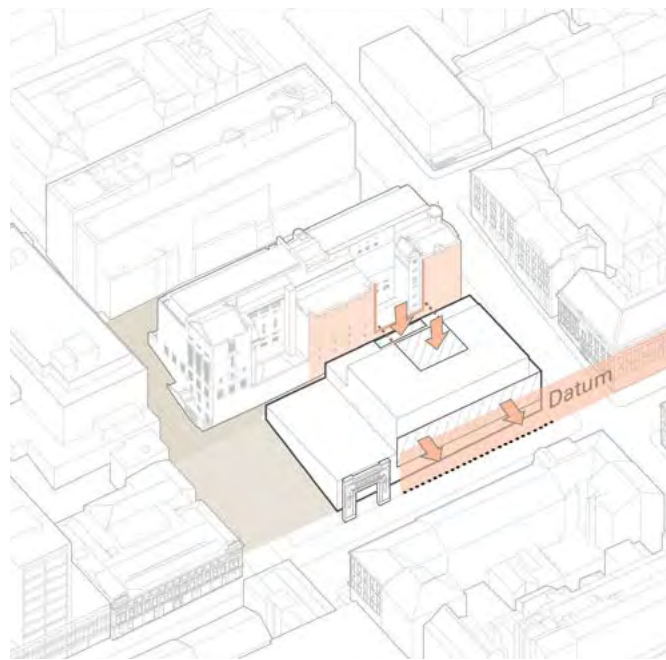
**GSA / ABC / Sauchiehall Street**  
**Development of Potential Massing**



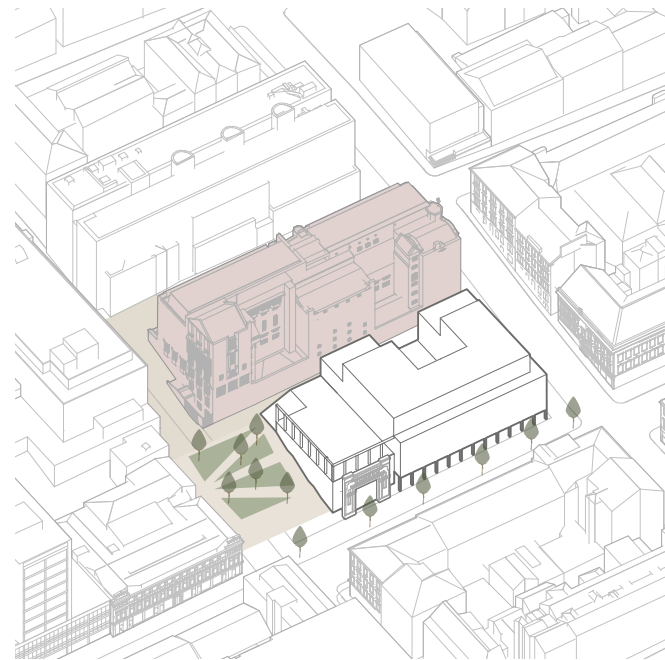
1. Introduce rear lane to Mackintosh building, create new public space to west gable, widen Sauchiehall Street pavement in front of site and establish contextual datum.



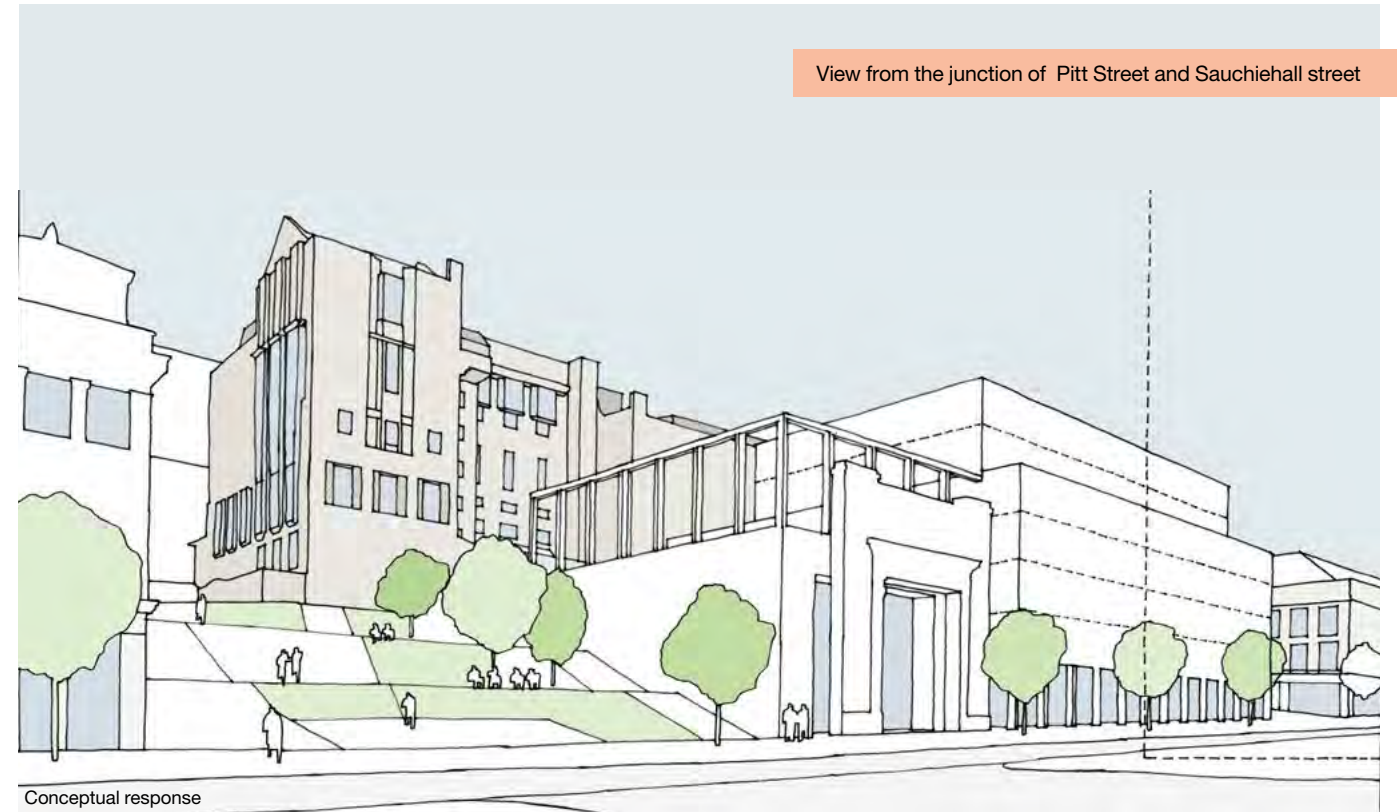
2. Create base massing to established datum and introduce set backs to new volume above in response to context



3. Manipulate volume to respond to the Mackintosh Building and introduce colonnade to Sauchiehall street.



4. Proposed massing in context with public space that connects GSA campus to Sauchiehall Street



View from the junction of Pitt Street and Sauchiehall street

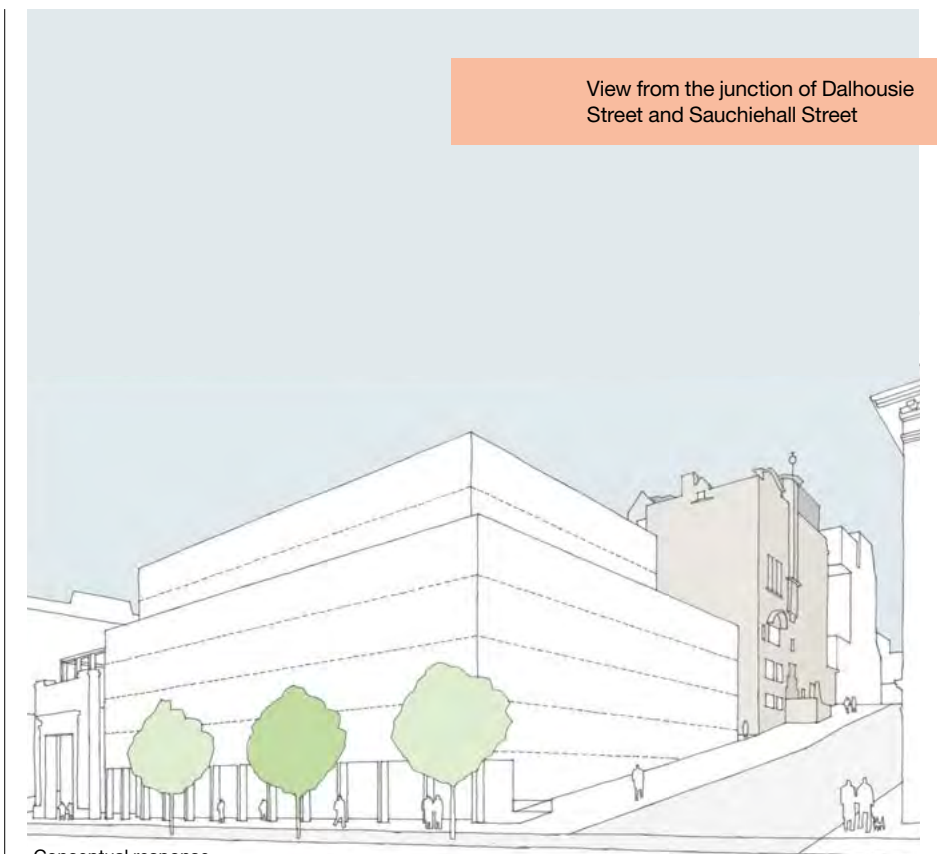
Conceptual response

**The adjacent diagrams demonstrate the development of an appropriate building mass based on our detailed analysis.**

The resultant form takes its cues from the surrounding context and pays particular attention to the sensitivities surrounding the proximity of the GSA Mackintosh building, prominently located in an elevated position to the rear.

The established form could be occupied by a number of uses identified through stakeholder engagement or in response to current GCC policies and Strategies. This could include student residential, space for the GSA or a music venue.

Regardless of eventual use, a key priority is to maintain active uses at street level with public access.



View from the junction of Dalhousie Street and Sauchiehall Street

Conceptual response



## GSA / ABC / Sauchiehall Street

### Potential Site Response

#### A New Public Space

The adjacent image shows the potential for a new public greenspace on Sauchiehall Street.

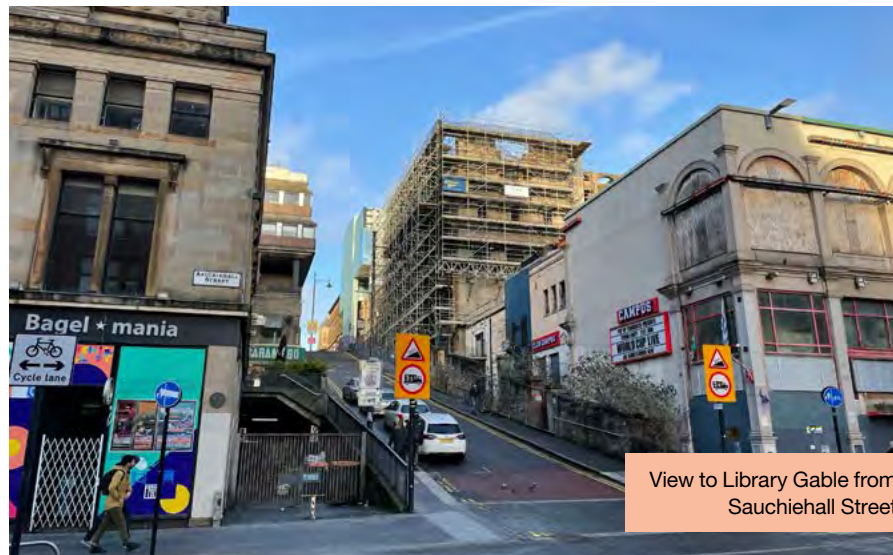
Created in part through the incorporation of Scott Street, it not only celebrates the Library facade of the Mackintosh Building but also better connects the Glasgow School of Art to the Z, allows for active engagement from the upper levels and entrance of the CCA and provides much needed external amenity for the existing and emerging local population.



Narrow pavement to Bourdon Building edge would be alleviated by new public space



CCA presence on Scott Street that would form edge to tiered new public space



View to Library Gable from Sauchiehall Street



Eye level view of a potential new public space on Sauchiehall Street

Conceptual response



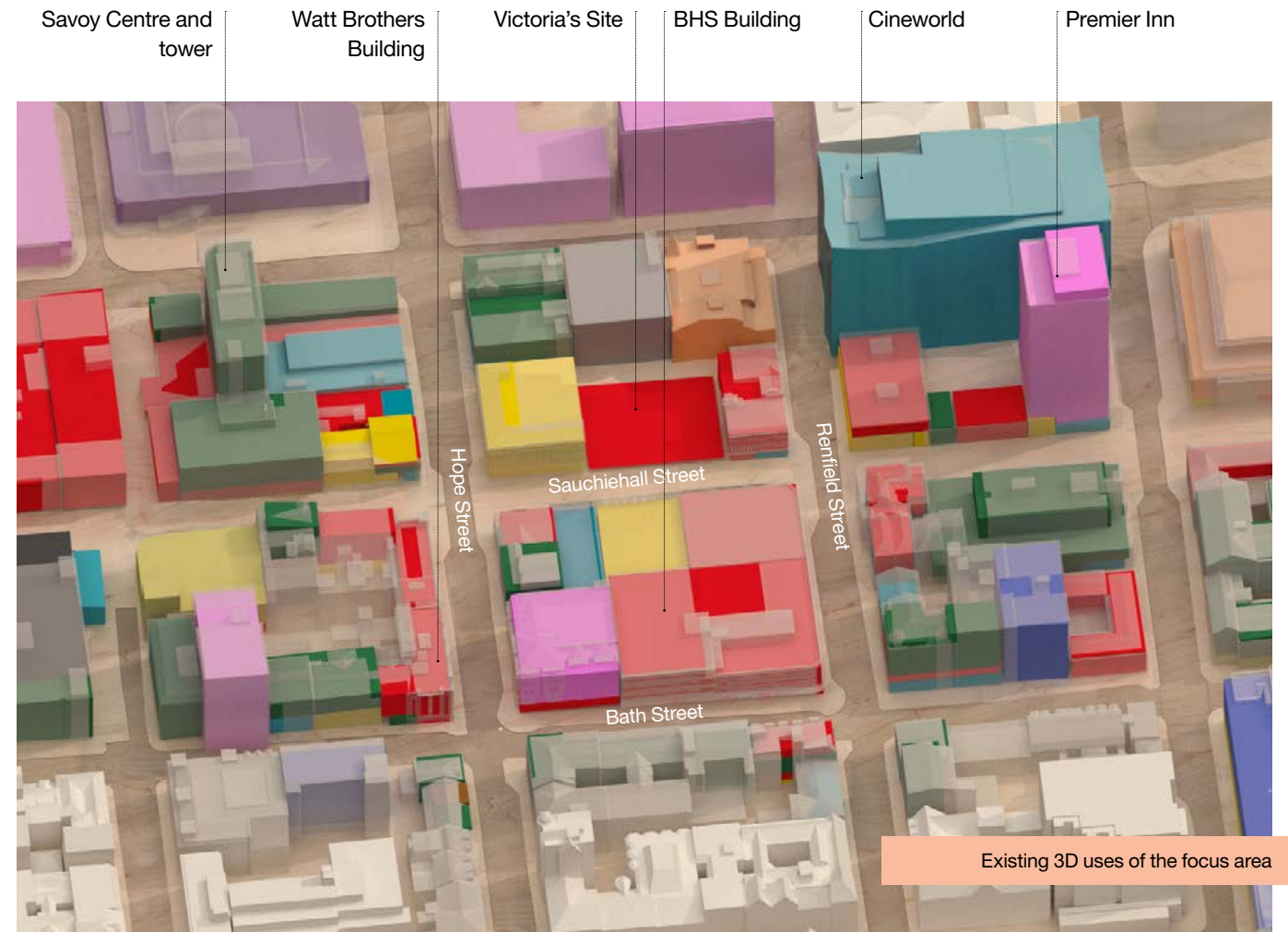
# bhs / victoria's / watt brothers

## Context & Character

The site lies at the heart of Sauchiehall Street, between Hope Street and Renfield Street, two key north-south traffic arteries through the city centre.

Fully pedestrianised but with a gentle slope, the street currently contains two 'level' platforms to facilitate occupation by pavement cafés but neither are currently used. The street is due to be transformed as part of the next phase of the Avenues project in 2023.

There are three key buildings / sites that form the focus of this study area; the BHS Building, the site of the former Victoria's Nightclub and the Watt Brothers department store. The BHS building, opened in 1969, is a 64,000 sq.ft. 3-4 storey structure that was constructed over the existing Sauchiehall Lane that ran parallel to Sauchiehall Street leading to the loss of this artery for an entire city block. BHS entered administration in 2016 and all of their UK stores closed. The building has lain empty since then.



Existing 3D uses of the focus area

Retail	<span style="color: yellow;">■</span>	Office / Commercial	<span style="color: green;">■</span>	Healthcare	<span style="color: olive;">■</span>
F&B / Leisure	<span style="color: cyan;">■</span>	Hotel / B&B	<span style="color: magenta;">■</span>	Vacant	<span style="color: red;">■</span>
Residential	<span style="color: blue;">■</span>	Culture / Community	<span style="color: orange;">■</span>	Education	<span style="color: purple;">■</span>

Victoria's Nightclub, a former Glasgow institution, occupied much of the upper floors of a stretch of retail units on Sauchiehall Street. The venue was ravaged by fire in March 2018 and the entire building was demolished in June of that year. Since then, the site has remained vacant behind a hoarding. Watt Brothers' department store on the corner of Sauchiehall Street and Hope Street opened in 1915.

Built in two halves and faced in red sandstone with extensive areas of glazing and decorative cast iron, the section on Sauchiehall Street was erected first before an extension was added to Bath Street. The two halves were connected by a high level inhabited bridge that spans over the retained Sauchiehall lane. Watt Brothers entered administration in 2019 and all stores including this one closed shortly after.

**Surrounding Uses**  
The focus area is completed by and surrounded with mostly ground floor retail / F&B units, a small number of which extend to first floor but most have followed upper floors. The notable exceptions to this are the 122 room Point A Hotel located in a converted late 80's office block on the corner of Bath Street and Hope Street and the Pavilion Theatre on Renfield Street adjacent to the Victoria's site.

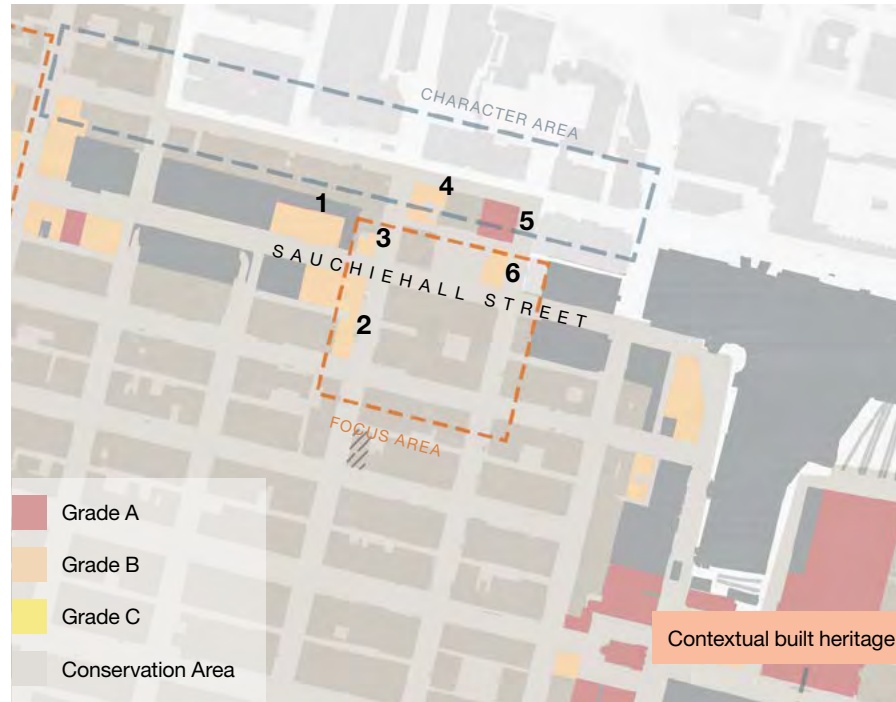


Townscape Analysis

**Built Heritage**

Located within the Glasgow Central Conservation Area the focus area the primary heritage asset in the vicinity is the Grade A listed Pavilion Theatre, however this currently presents a blank inactive frontage to the rear of the Victoria's gap site.

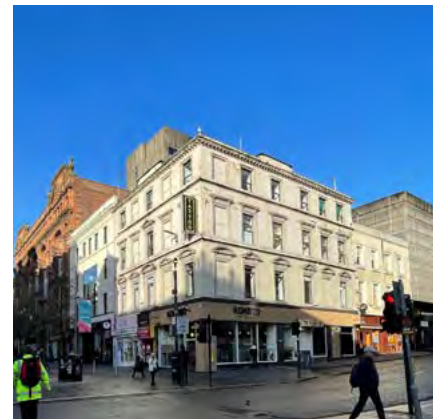
One of the primary heritage buildings within the focus area, the former Watt Brothers building has been explored later in this section to demonstrate its potential repurposing as creative workplace or aparthotel in order to safeguard its future going forward.



1. Listed Savoy Centre Facade



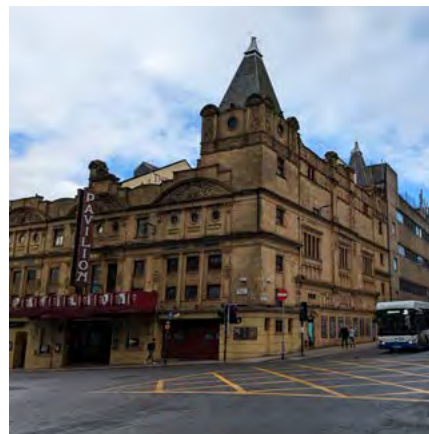
2. Watt Brothers and adjacent Buildings



3. 116 Sauchiehall Street



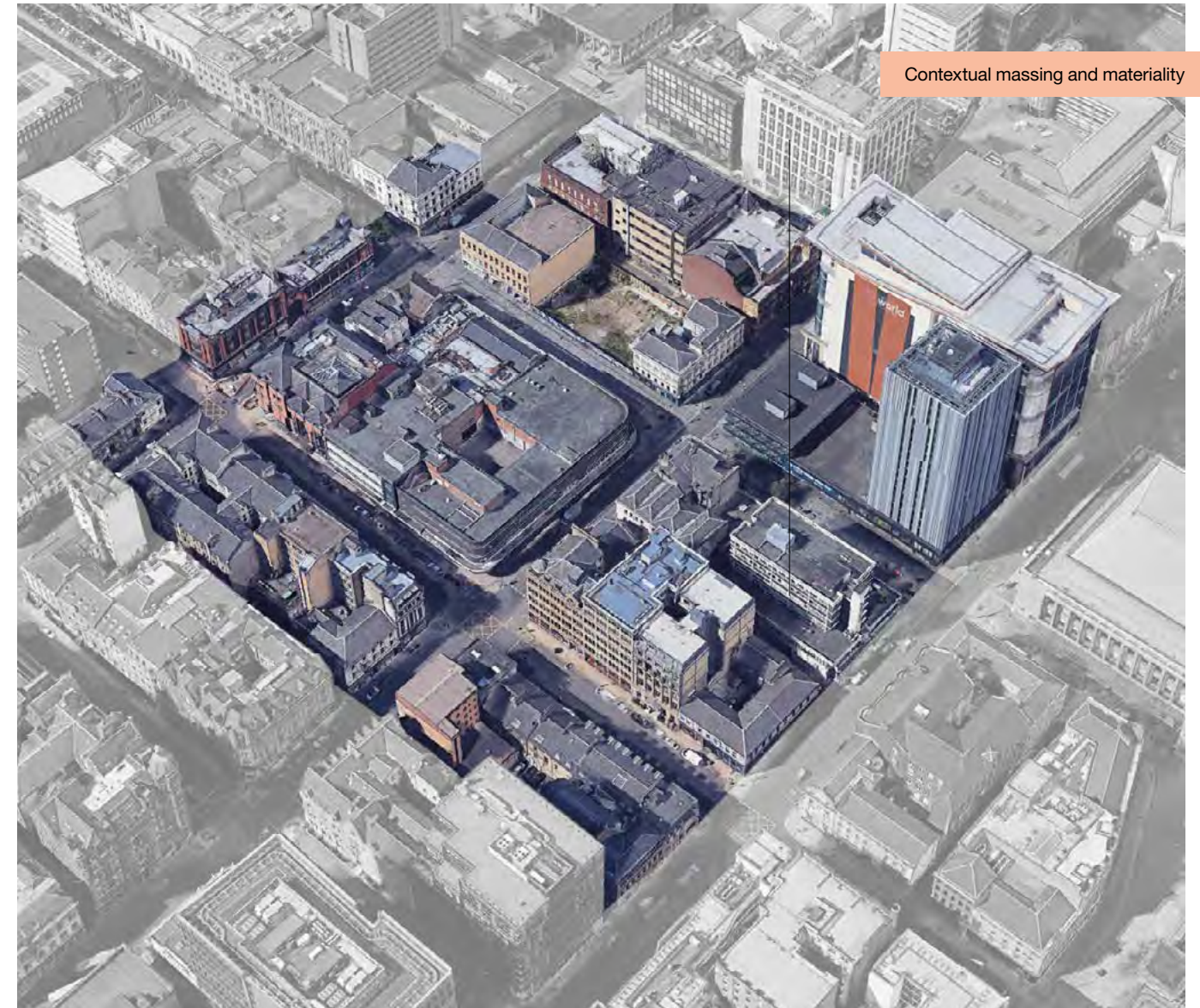
4. Former Hope St. Post Office Building



5. Pavilion Theatre



6. 76 Sauchiehall Street



**Massing & Materiality**

The area is home to a number of tall buildings, particularly the 13 storey Savoy tower and the 18 storey Premier Inn (formerly St. Andrews House) that both sit atop lower plinth elements at street level.

The hotel tower is joined by the adjacent Cineworld Cinema creating a 'cluster' of tall buildings to the immediate west of the heart of

the focus area. Elsewhere, as with Argyle Street, a number of buildings are of insufficient scale to reinforce a sense of enclosure to this key street.

In terms of materiality there is a great variety on display, from traditional stone through to more contemporary metal cladding, render, facing brick and exposed concrete, in the form of the Brutalist Savoy Centre.



Townscape Analysis

Context

Sauchiehall street between the three identified buildings / sites has a number of challenges from a townscape perspective, particularly the lack of activity driven by the vacant BHS and Watt Brothers stores and the Victoria's gap site and these have been identified in the adjacent diagram.

The proposed options seek to address these issues, both repairing and enhancing the locale and celebrating positive assets and attributes to collectively transform the area for the better.



Poor Urban Realm to Renfield Street



Sauchiehall Lane blocked and inactive

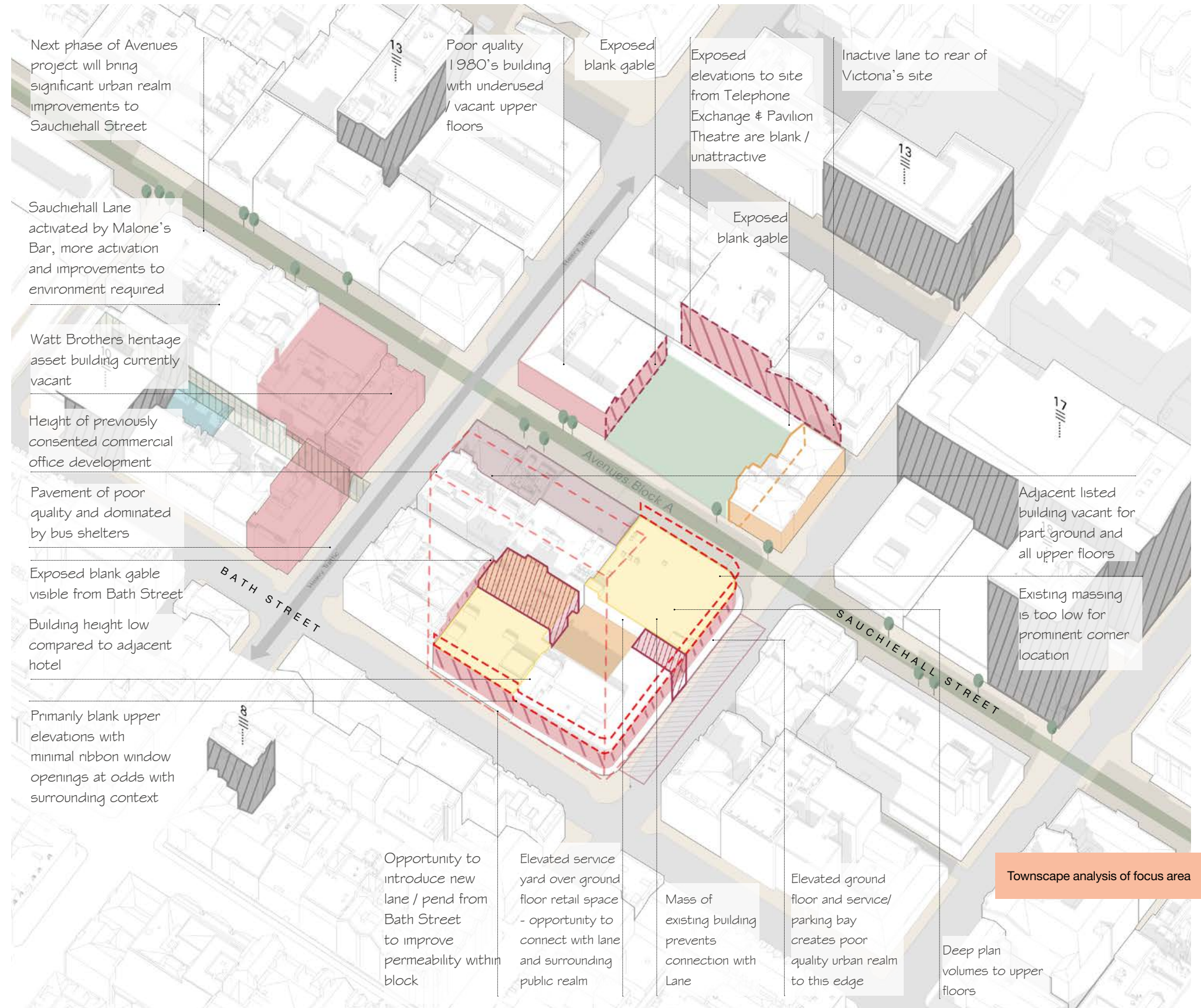


Contextual photos

Victoria's Site - Contributing to poor Urban realm and inactivity on Sauchiehall Street.



Often congested stretch of Hope Street



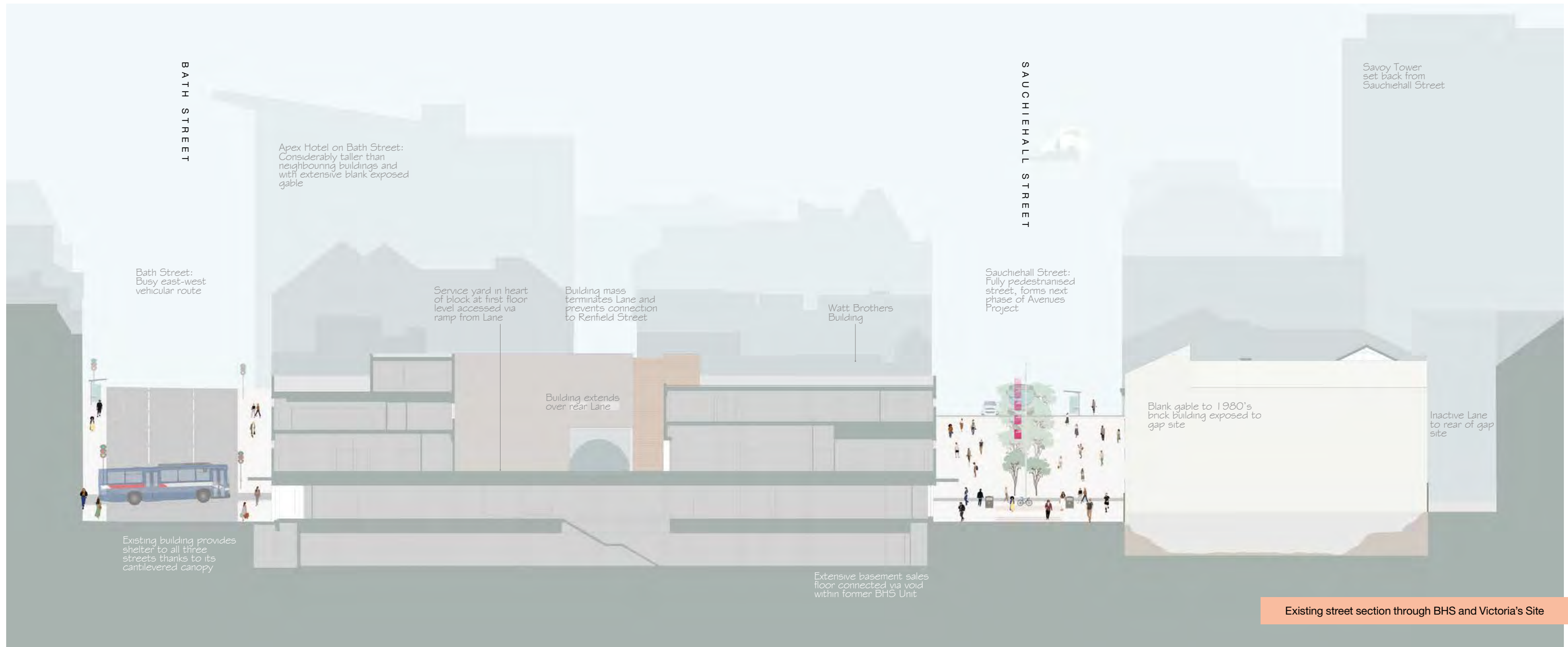


## BHS / Victoria's / Watt Brothers

### Townscape Analysis

#### Existing Section

The illustrated section below shows the existing condition of Sauchiehall Street between the vacant BHS building and the Victoria's gap site and demonstrates the rising heights as the street travels west toward Charing Cross.





## BHS Building

### Repurposing Option 1: No Additional Space

#### Option 1: No Additional Space

This initial repurposing option proposes the creation of a mixed use creative and community led building with an active ground floor and basement containing space for community groups, an exhibition / events space, a foodhall / market and other small F&B units all centred around a courtyard space, created by extending the current service yard and dropping it to grade.

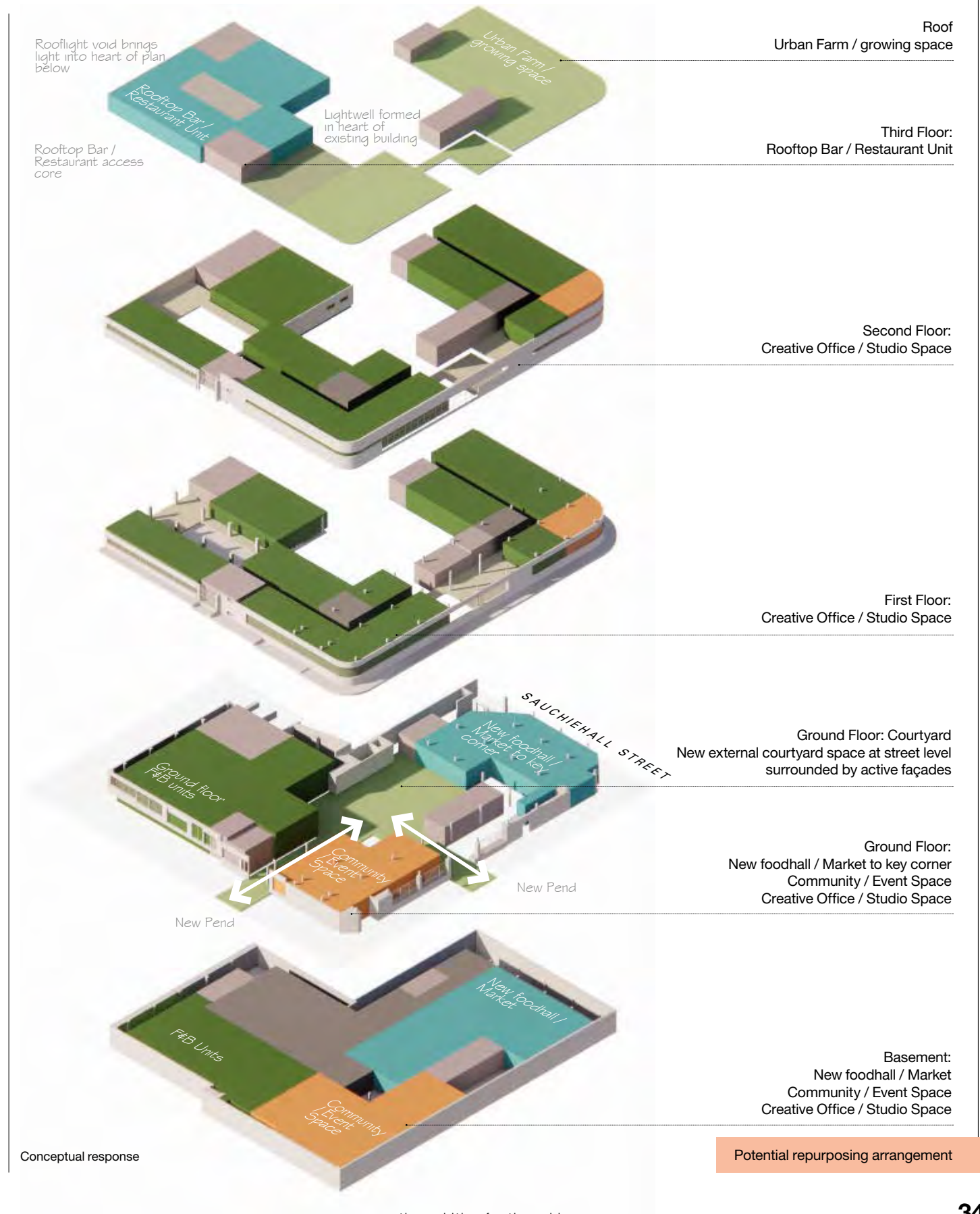
This new space is reconnected to the lane to street level and new pend accesses from Renfield Street and Bath Street are added to maximise permeability.

The upper levels are home to a series of creative offices and studios. The top floor, on Bath Street only is a rooftop bar / restaurant with its own south facing terrace and independent access core, reusing an existing lift and stair from the retail layout.

The remainder of the roof level provides the ideal location for an urban farm, a significant contributor to the greening narrative and in support of the Glasgow City Food Plan 2021 to 2031. This also creates synergy with the foodhall / market below.

The illustrated iteration could provide the following:

- **Foodhall / Market:** 970sqm
- **Urban Farm:** 1200sqm
- **Event Space / community:** 680sqm
- **Creative Office / Studio:** 5000sqm
- **Rooftop Bar:** 600sqm



## stok, stockport

#### Former M&S store delivers dynamic workplace on the high street

Closed in early 2018, this four storey former M&S store at the heart of Stockport town centre has since been transformed into modern, flexible office space, retaining a much reduced element of retail at ground level.

The existing structure was substantially remodelled, including the creation of a central glazed atrium to deliver light into the heart of the building, including the basement floor.

The development, completed in 2022 provides over 60,000 sq.ft. of quality office space supported by a new street facing reception and co-work space at ground level together with cycle storage and showers, encouraging active travel by prospective occupants.





## BHS Building

### Repurposing Option 2: Rooftop Addition



Lightweight Rooftop Extension Examples

Stout & Co. Hotel - Amsterdam



Black House Apartments - London

#### Option 2: Rooftop Addition

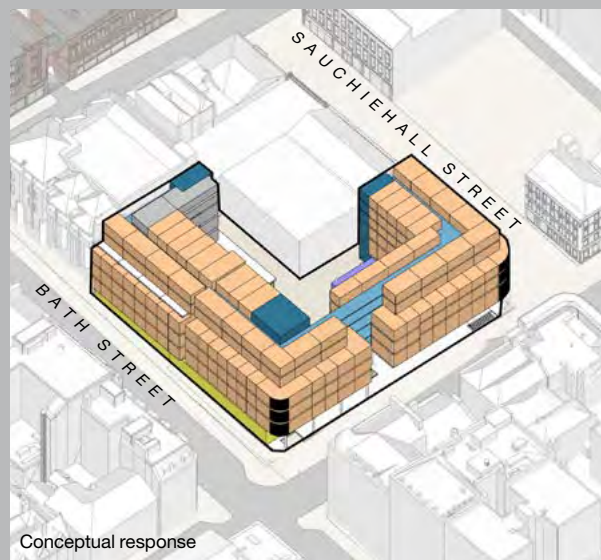
This option makes the same key move of recreating the central courtyard space at street level and reconnecting the lane with Renfield Street and Bath Street via new pends but removes more of the existing frame at the upper levels to facilitate residential conversion via a series of external access balconies set within the retained frame depth.

An additional floor is added to the lower Bath / Renfield / Sauchiehall Street section of the building to create a uniform massing to all street edges. The vertical expansion is completed by the further introduction of two lightweight levels that take the form of a series of set back connected 'pavilions' with shared amenity greenspace between.

An active ground floor suitable for a variety of uses identified in the previous option is envisaged but more is retained to permit the creation of elevated amenity decks at first floor level where the residential accommodation begins.

The apartments are accessed via a new core located on Bath Street and accessible also via the new courtyard and lane network within the block.

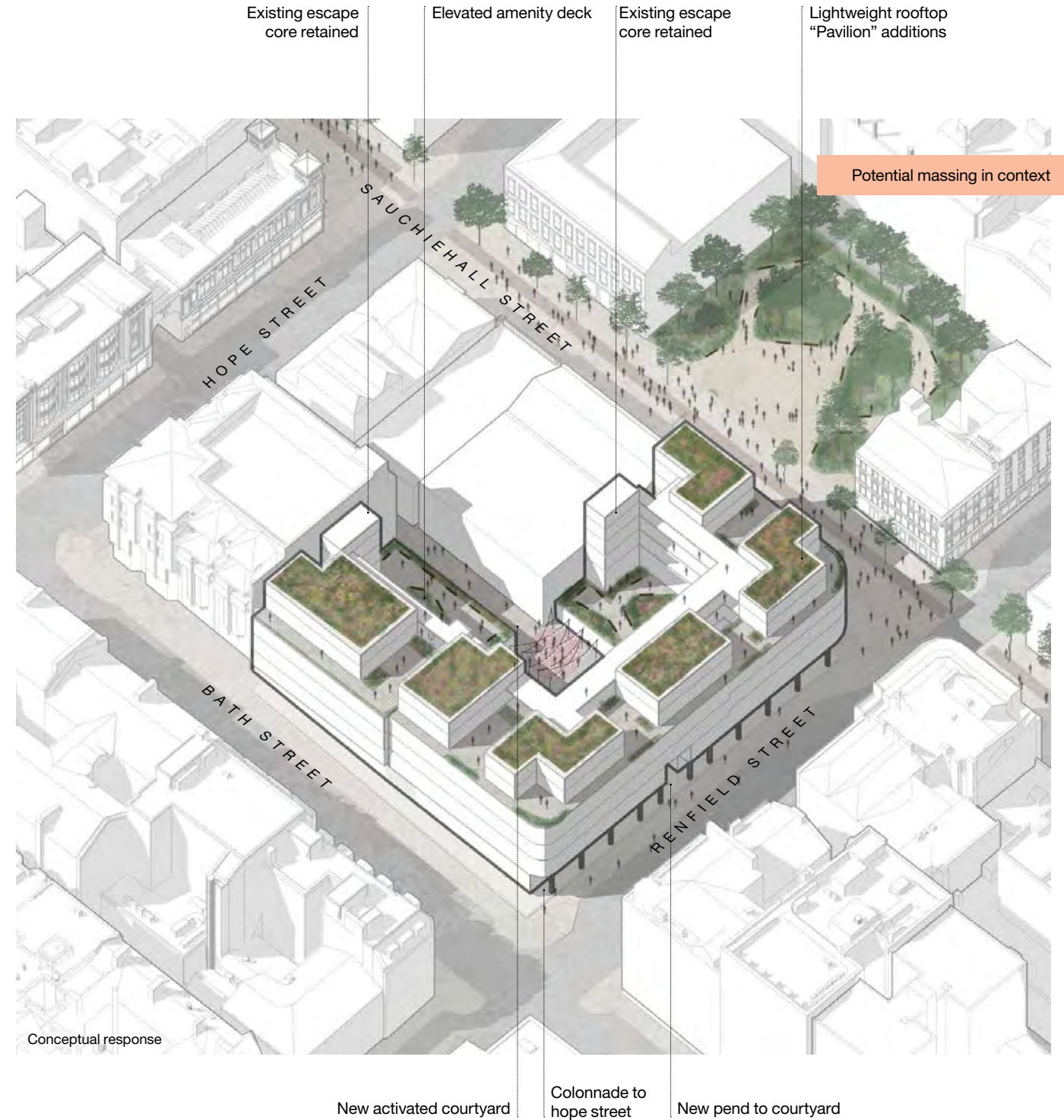
Refuse storage and bikes are located in the basement together with an element of remote storage for the residents, all accessed via the new core and via a retained existing goods lift accessed from the lane.



Conceptual response

#### student accommodation / hotel option

The above image demonstrates potential repurposing of similar massing to provide either student accommodation / hotel use over an active ground floor.



Conceptual response

- The illustrated iteration could provide the following:
- Ground Floor: 1540 sqm
  - Basement: 2510 sqm
  - Residential Units: 60-70no.



## BHS Building

### Part Retention and Full Redevelopment

#### Option 3: Part Retention

This option proposes the retention of the existing building frame to Bath Street and the strategic demolition of the remainder to create a development plot on Sauchiehall Street at its junction with Renfield Street to provide a significant intervention into the urban form at this key interface. This approach allows an increase in development density while still taking an environmentally responsible approach thanks to the significant retention of the existing frame.

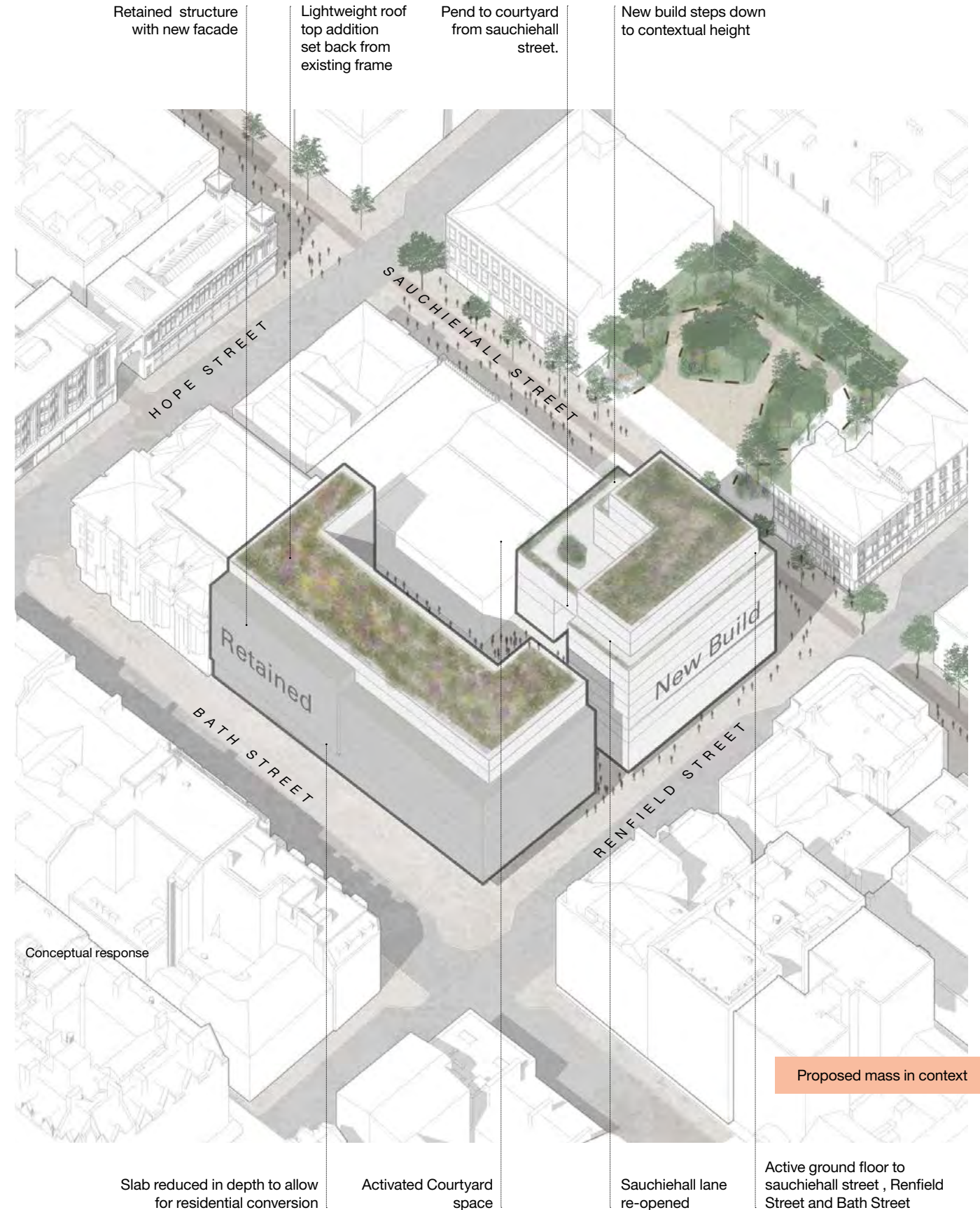
The retained section has the potential to be converted to a number of uses as demonstrated in the previous repurposing options (Hotel / student residential / residential / workplace).

The resultant development site provides an opportunity for a new building with a massing more befitting of this prime location.



#### potential full redevelopment option

The above image demonstrates a potential approach to full redevelopment that creates greater flexibility and the opportunity to model the Bath Street element to provide greater permeability maximise daylight into the central courtyard.





**Victoria's Site**  
**Potential Site Response**

Potential to repurpose upper levels of adjacent building to residential and add lightweight rooftop extension

New build massing commensurate in height with previous building on site

Proposed building massing set back from building line to create opportunity for new green space

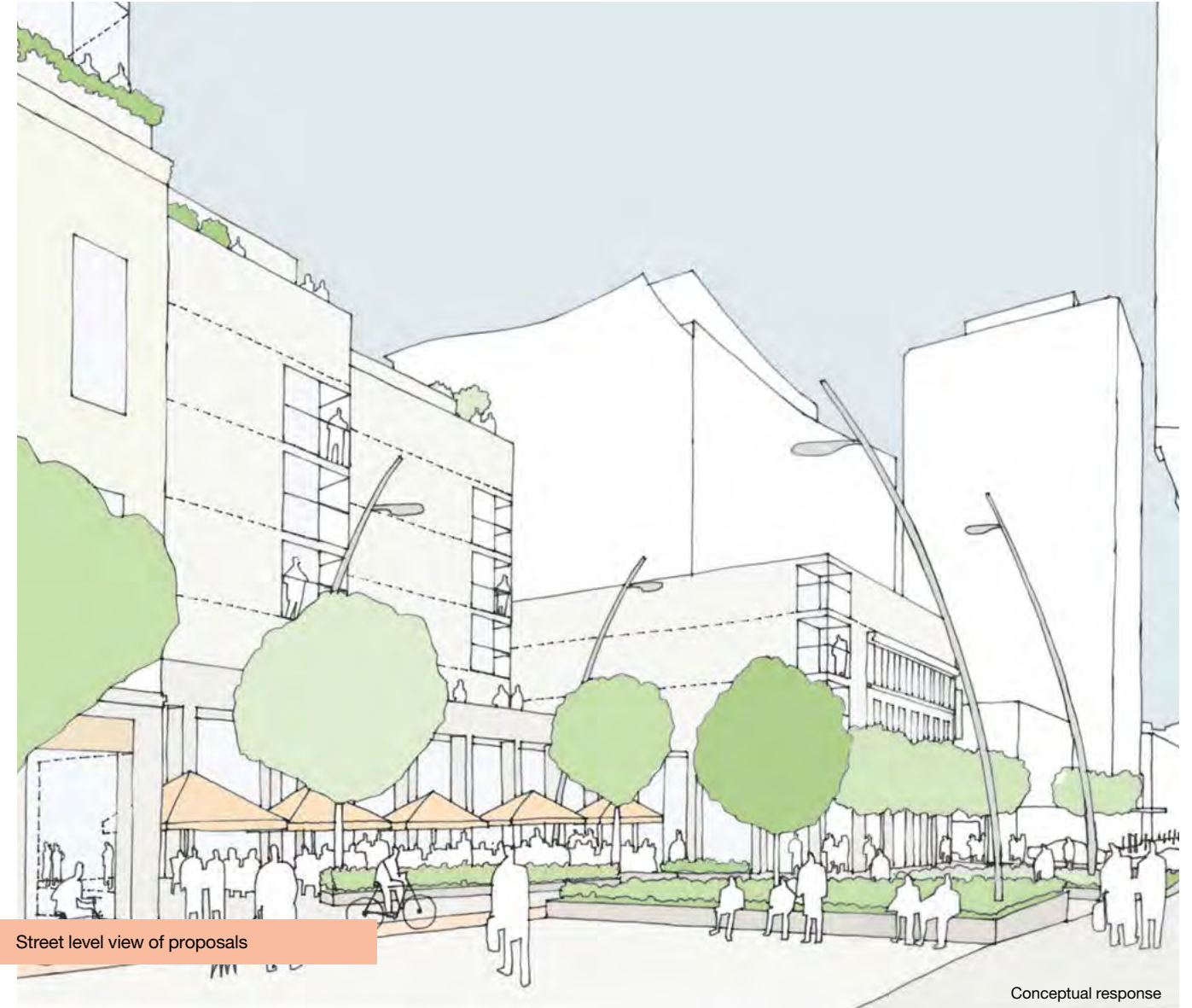
Proposed massing in context



Conceptual response

New south facing green space extends into Sauchiehall street creating new 'realm'

Existing listed building retained and repurposed. Potential residential / boutique hotel use



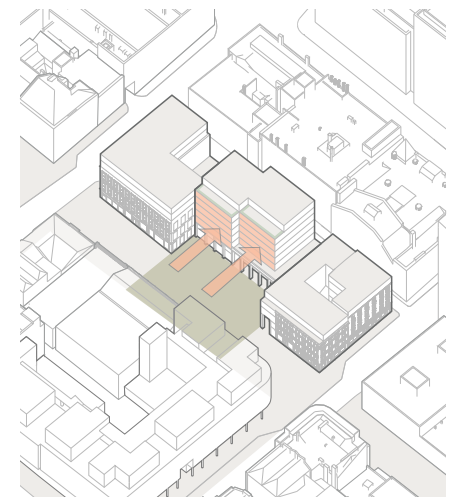
Street level view of proposals

Conceptual response

**Victoria's Site Development**  
**The conceptual proposal illustrated is of a height similar to the buildings that previously occupied this key site.**

The new built form is set back from the established building line to create an attractive south facing green space surrounded by active frontages. This creates a pause point/structured space along the length of Sauchiehall St.

From a commercial viability perspective the resultant scale of new development (which could be hotel, PBSA or reresidential) is dependent on forming part of a larger assembly with the adjacent buildings to either side, both of which could be repurposed at their upper levels and extended with lightweight rooftop extensions.





## Watt Brothers

### Repurposing Option 1: No Extension

#### Creative Office / Studio Space

This Grade B listed former department store is a fantastic example of its typology with many notable internal features to be celebrated.

A recent scheme to convert to hotel use was rejected by GCC Planning owing to the scale of proposed rooftop extension and a number of issues with the subdivision of the interior spaces.

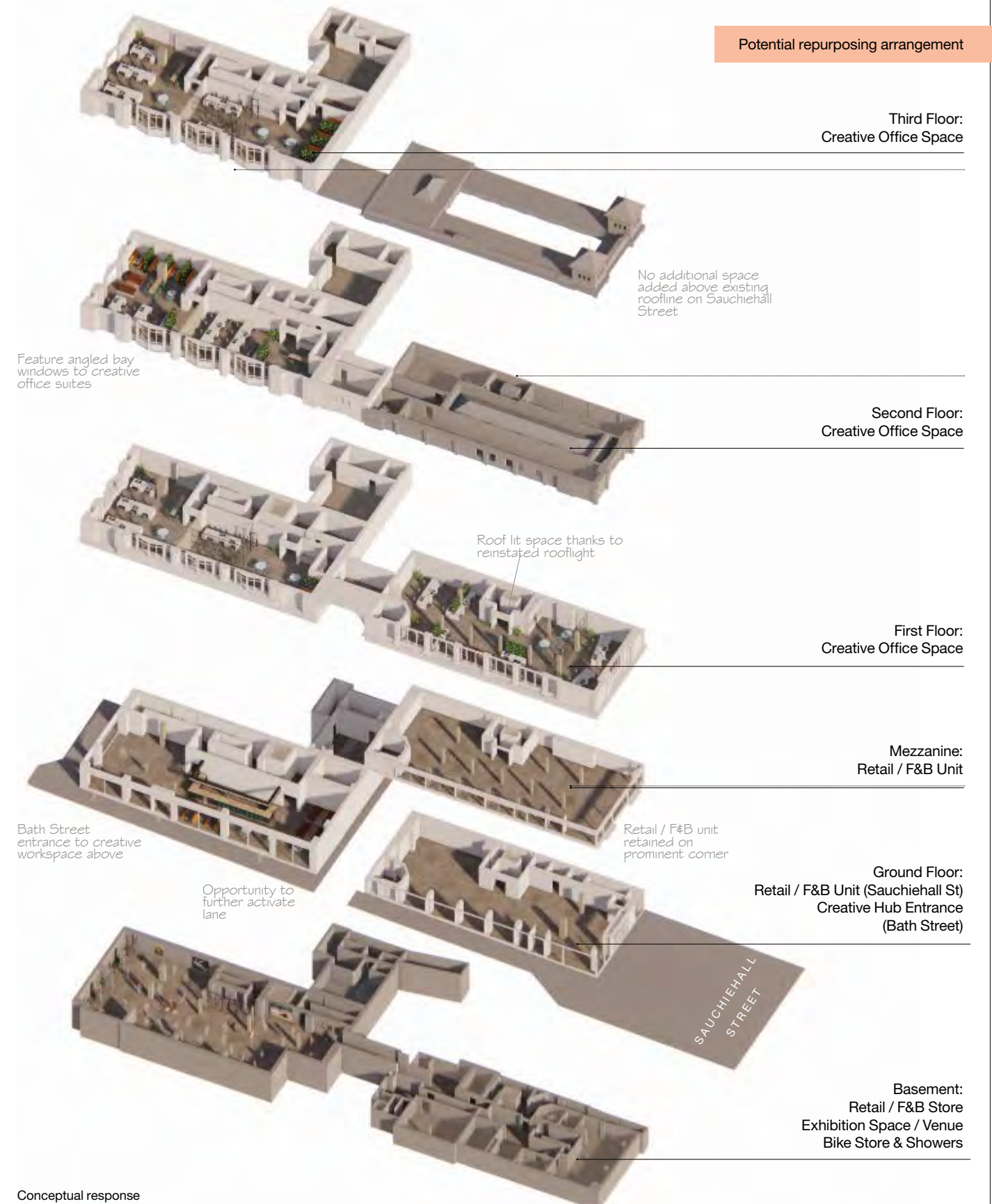
The proposal shown here transforms the asset into a mixture of collaborative and creative

workplace, in a similar vein to the successful McLellan Works on Sauchiehall Street and The Garment Factory in the Merchant City. This type of office space is proving increasingly popular in an evolving office market, where current trends are moving toward 'less but better space' due to the increase in flexible working post pandemic.

The ground floor corner unit to Sauchiehall Street is retained as a potential retail / F&B unit with the creative / co-work hub accessed via the ground floor space to Bath Street.



Watt Brothers building





## Watt Brothers

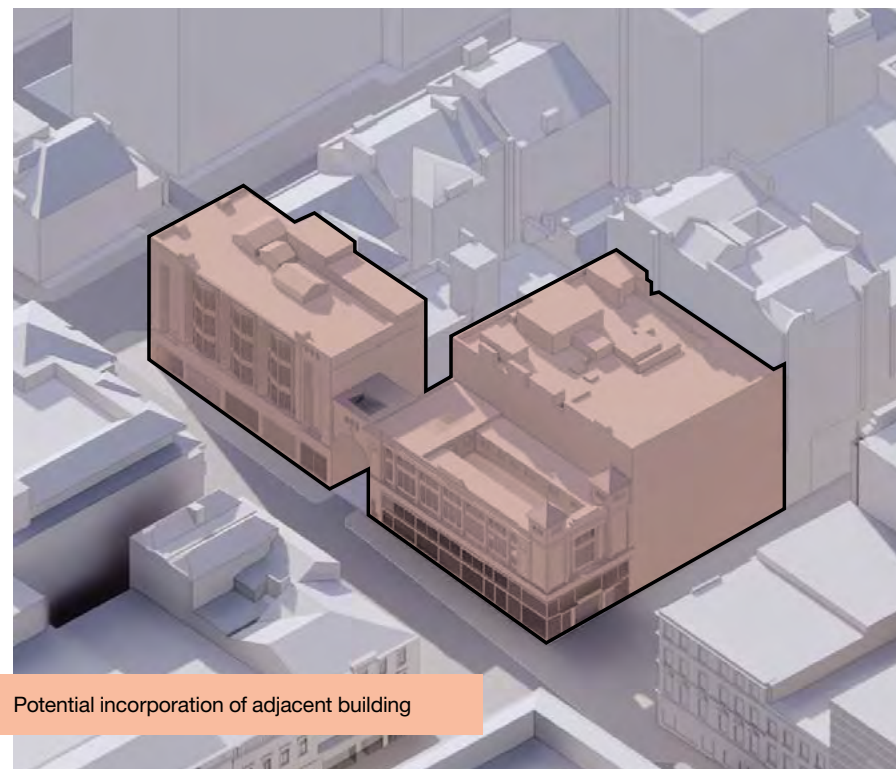
### Repurposing Option 2: Incorporation of Neighbouring Building

#### Aparthotel / Hotel

In order to explore the potential conversion of the building to hotel this scheme incorporates the adjoining building (currently under separate ownership) on Sauchiehall Street, vacant at upper levels, to deliver a quantum of development space that permits a more heritage sensitive approach to the cellular subdivision within the Watt Brothers building.

It minimises the requirement for rooftop extension, here limited to the Bath Street wing of the building, leaving the central rooflight and feature turreted roofline of the Sauchiehall Street block untouched.

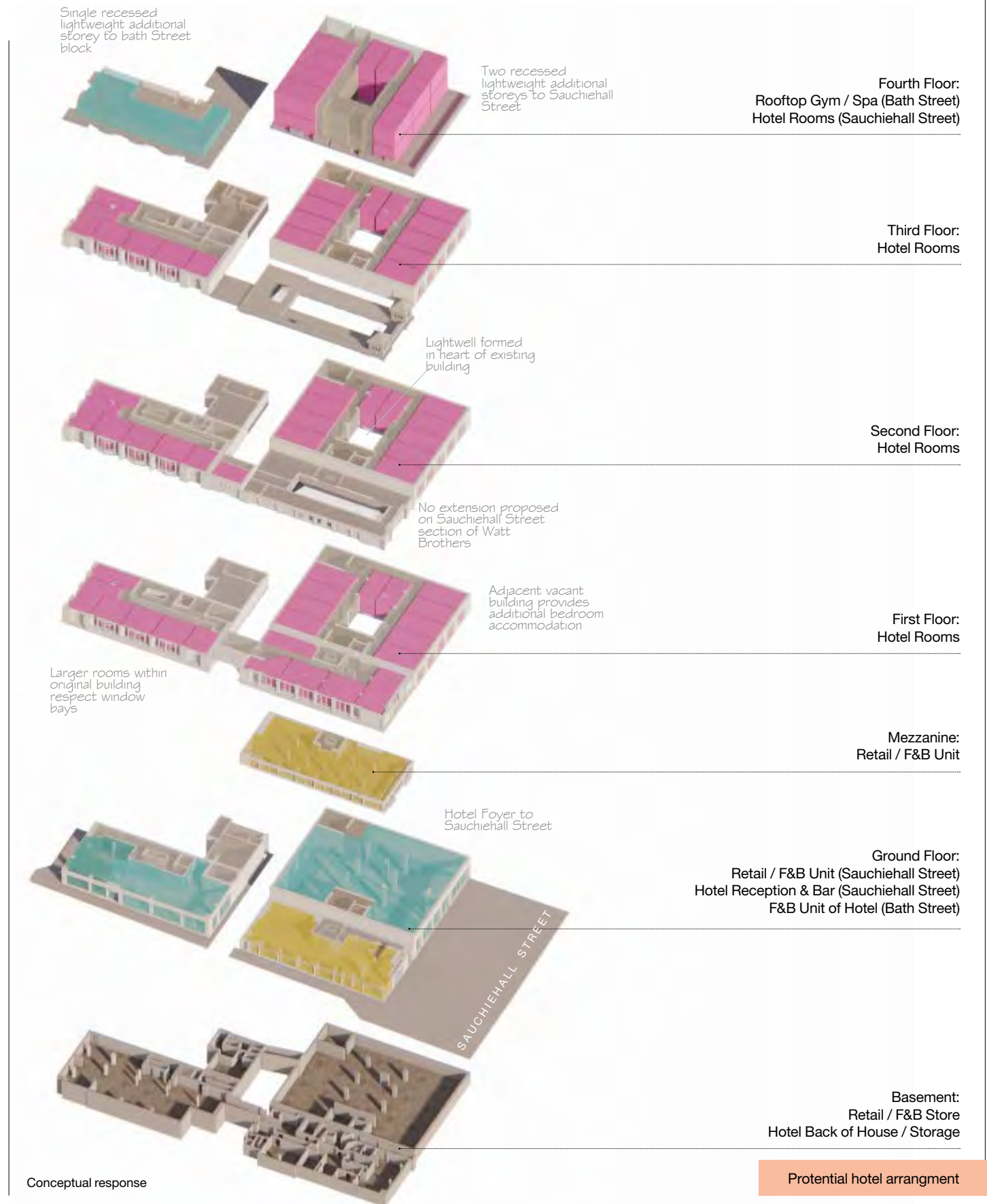
This has the added benefit of bringing another under let listed building back to life and provides further activation at street level not reliant on retail.



Potential incorporation of adjacent building

Potential to provide

**77** no.  
hotel rooms





# trongate south

## Context & Character

The site straddles both the Merchant City and St Enoch areas that combine commercial, retail, leisure and residential uses.

Merchant City is located close to George Square. A key leisure and residential destination, it also flourished as a vibrant artist and media led community. A number of galleries opened, centred on the WASPS artist studios in South Block, the Briggait and Trongate 103. This brought an eclectic mixture of independent retailers, bars, music venues, recording studios and performance venues to the area.

The recent Covid pandemic however has had a negative impact on this progress with an increasing number of vacant retail / F&B units. St Enoch is dominated by the shopping centre, a sprawling glazed structure whose mass prevents permeability south to the river.

The current owners have recently confirmed their intention to demolish the majority of the centre and replace it with a mixed use development of urban blocks with new streets and spaces.

Recent positive developments have occurred along the river with the

arrival of a number of new hotels but the heart of the St Enoch area is lagging behind and affords opportunity for reinvention that the redevelopment of the shopping centre will no doubt aid.



Retail	<span style="color: yellow;">■</span>	Office / Commercial	<span style="color: darkgreen;">■</span>	Healthcare	<span style="color: olive;">■</span>
F&B / Leisure	<span style="color: cyan;">■</span>	Hotel / B&B	<span style="color: magenta;">■</span>	Vacant	<span style="color: red;">■</span>
Residential	<span style="color: blue;">■</span>	Culture / Community	<span style="color: orange;">■</span>	Education	<span style="color: purple;">■</span>

## Surrounding Uses

The area, particularly Trongate, is dominated by dilapidated and vacant retail space but there are a number of more positive neighbours, most notably the Panopticon Theatre that is the oldest surviving 'Music Hall' in the world.

Adjacent to the Panopticon, Trongate 103 brings together a collection of creative institutions

under one roof. In a similar creative vein, South Block, located at the junction of King Street and Osborne Street at the southern corner of the focus site is a 50,000 sq.ft. studio and creative office complex operated by Wasps.

The biggest transformation to occur for several years in the area is the Candleriggs Square development directly opposite on Trongate by Drum Group. Under construction,

the 3.6 acre site will eventually deliver a mixed-use scheme consisting of homes, offices, hotels, restaurants and local amenities with permeable streets and spaces.

Finally, to the south, the expansive surface car park, in use since the 1970's, that spans from Stockwell Street to King Street is to be developed into a mixed use scheme.

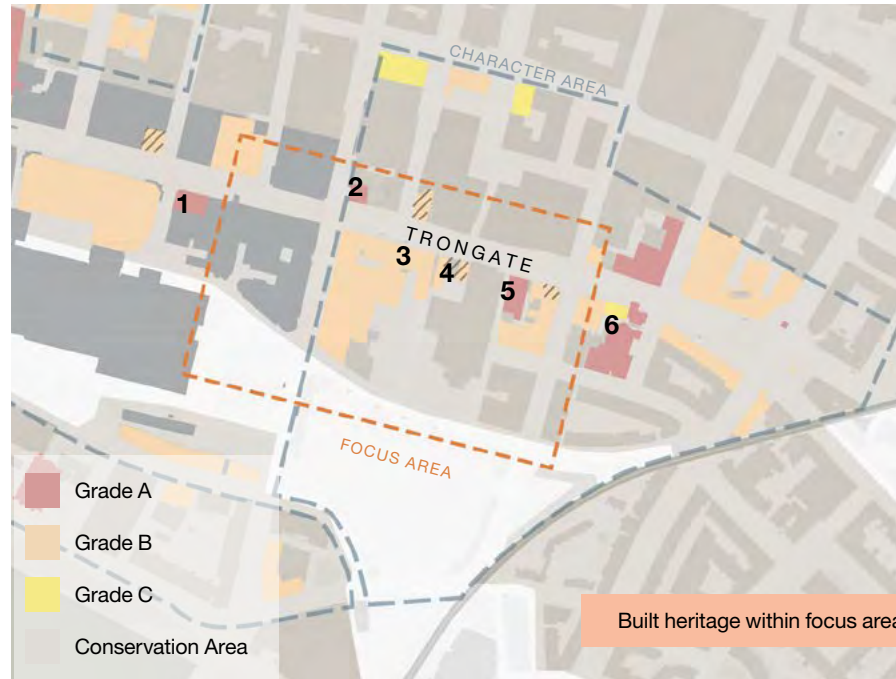


## Trongate South Townscape Analysis

### Built Heritage

Located within the Glasgow Central Conservation Area Trongate South contains a number of heritage assets, the most significant of which are the Grade A listed Tron Theatre and Steeple, the Panopticon and The Alexander 'Greek' Thomson designed Bucks Head Building.

There are a number of other notable listed buildings throughout the area and a many identified as 'Buildings at Risk' shown hatched in the plan below. A number of these buildings have been identified as potential candidates for residential conversion to safeguard their future in the 'Living City' section of this document.



1. Bucks Head



2. National Bank Building



3. Old Wynd, 151 Trongate



4. 137 Trongate



5. Panopticon & Trongate 103



6. Tron Theatre and Steeple



### Massing & Materiality

**Trongate South is currently dominated by traditional stone buildings ranging from 3-7 storeys, interspersed with a number of more contemporary elements or vastly varying quality.**

The buildings to the south of Argyle Street that contain Argyle Street Station are of poor quality and of a massing (generally two storeys) that

is too low to provide the adequate sense of enclosure to this key urban space.

Emerging developments, particularly at Candleriggs Square are creating contemporary buildings of significant height that will transform the look and feel of this area.

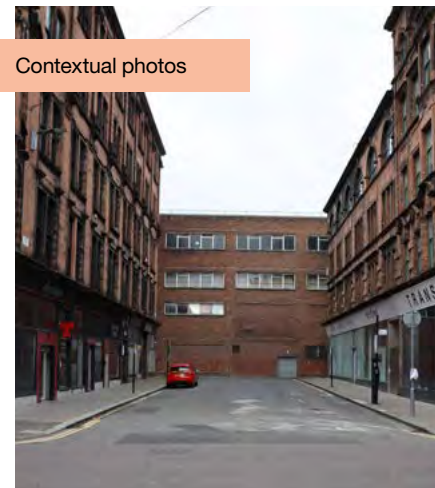


# Trongate South Townscape Analysis

## Contextual Analysis

The areas surrounding the TJ Hughes building and Argyle Street Station have a number of challenges from a townscape perspective and these have been identified in the adjacent diagram.

The proposed options seek to address these issues, both repairing and enhancing the locale and celebrating positive assets and attributes to collectively transform the areas for the better.



Contextual photos

Vacant TJ Hughes building Blocks Parnie Street creating inactive dead-end street



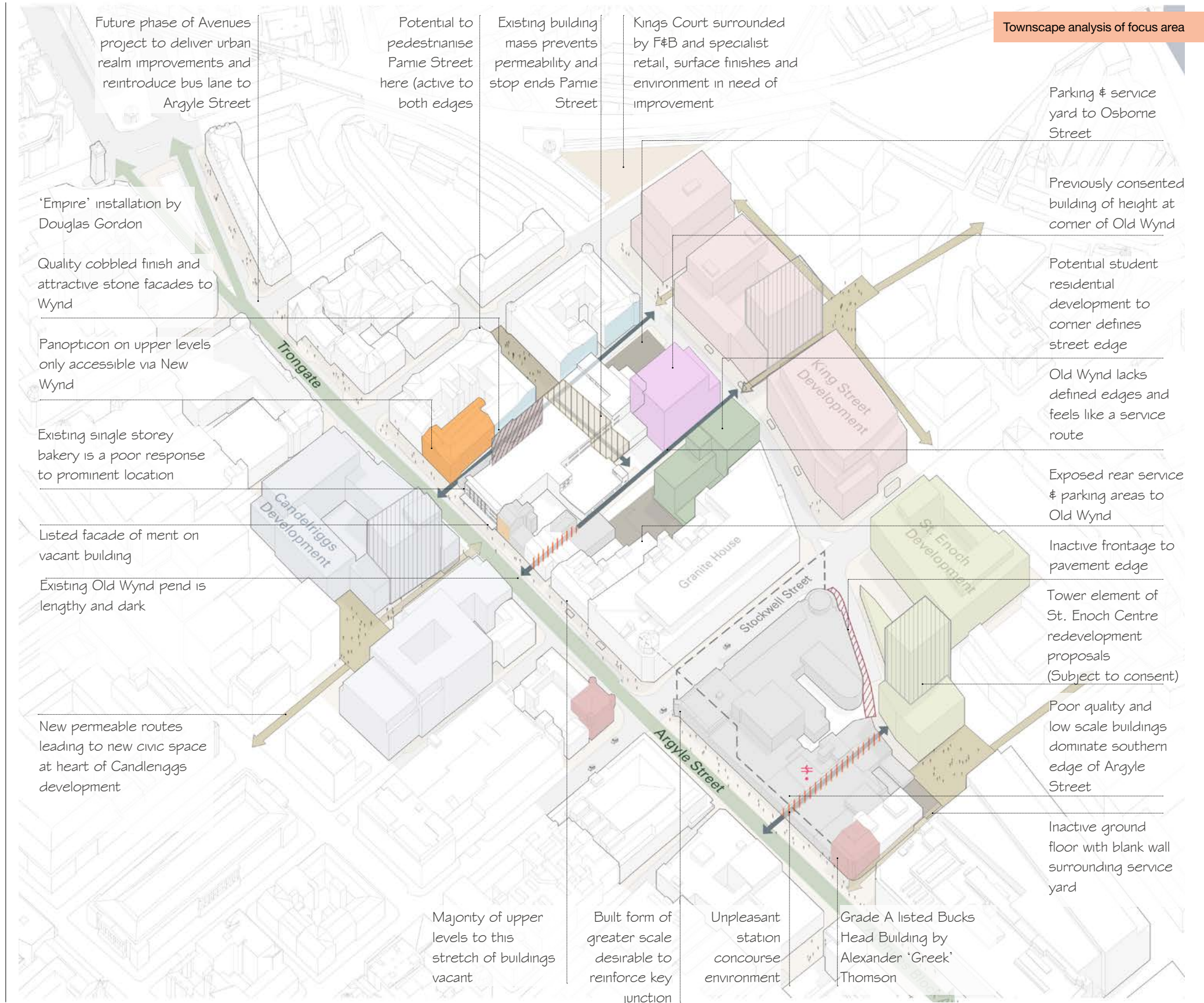
Wynds are dark and long creating an uninviting urban realm.



Osborne Street lacks definition and Urban Edge



Buildings in this stretch of Argyle Street are of insufficient scale for this prominent location



Townscape analysis of focus area

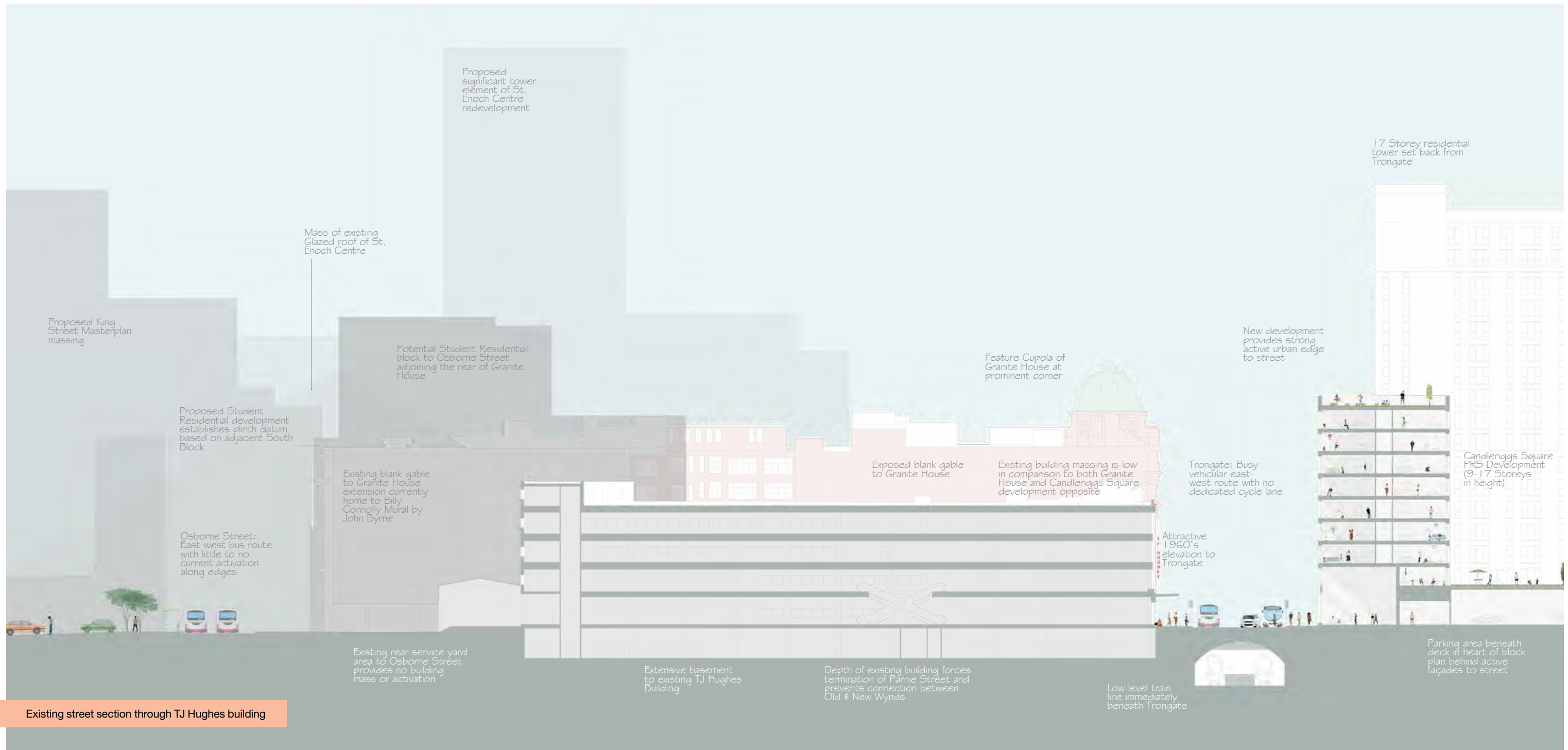


## Trongate South Townscape Analysis

### TJ Hughes Area: Existing Section

The illustrated section below shows the existing condition of the TJ Hughes area, including the proximity of the low level railway line beneath

Trongate, the lack of a strong edge to Osborne Street and the emerging / potential future massing contrasting with the existing.



Existing street section through TJ Hughes building

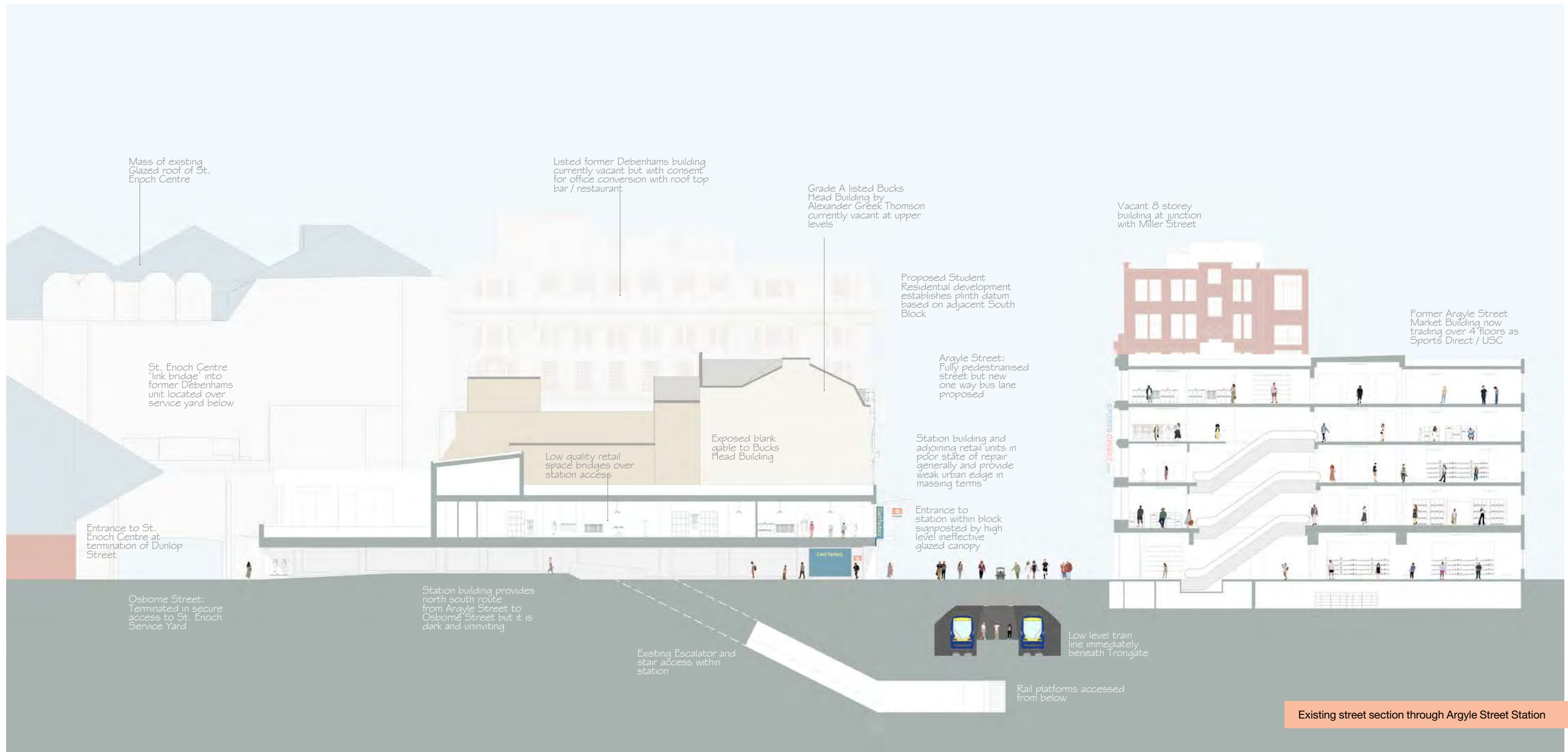


## Trongate South Townscape Analysis

### Argyle Street Station Area: Existing Section

The illustrated section below shows the existing condition of the Argyle Street Station area, particularly the disparity in scale of the built form

framing Argyle Street and the tunnel like nature of the current station access.





## Trongate South: TJ Hughes Area

### Repurposing Option 1: Full Retention

**Option 1: Full Retention**  
As identified in the townscape analysis, the form of the current building interrupts the established urban grid, preventing the extension of Parnie Street or the potential to improve the physical width of New Wynd adjacent to the Panopticon Theatre block.

The existing massing and depth of plan are also limiting in terms of the successful introduction of potential new uses. More positively however, the rear service yard to Osborne Street presents an opportunity to create a new south facing greenspace.

Taking cues from the character of the surrounding neighbourhood and from the feedback received through stakeholder engagement we have developed proposals to reinvent the building as a creative hub consisting of maker space / workshops, studios, and creative office space with an element of co-work.

An element of retail/ F&B is retained to Trongate, with the entrance to the creative hub established at the termination point of Parnie Street, where a localised indentation into the existing form creates a widening of the pavement edge and provides shelter and a focal point on this key route.

Taking full advantage of the extensive areas of flat roof, an urban farm and roof terrace complete the repurposing.

To the south, a new neighbourhood green space is proposed with a direct relationship with the ground floor cafe / co-work space within the creative hub and the opportunity for the potential development site adjacent to provide further activity and passive surveillance.



Conceptual response

Potential re-purposing arrangement

# case study

## pakt, antwerp

Former Warehouses Reimagined as a City Centre Creative Hub. Completed in 2017, Pakt is a major regeneration project in Antwerp adjacent to the historic Jewish Quarter.

Located in a former construction yard, the collection of industrial buildings has been restored and repurposed to create a hub for creative businesses, together with independent F&B operators and an on-site Gym in a fully accessible ground floor.

The project has a very sustainable agenda, where, as well as 'recycling' existing buildings, rooftops are home to extensive urban farm that supply the cafes and restaurants, coffee bean husks from the on-site coffee shop are used as fertiliser and excess heat from the Pizza ovens are used to keep the greenhouses warm in Winter.





## Trongate South: TJ Hughes Area

### Repurposing Option 2: Part Retention

#### Option 2: Part Retention

This option incorporates an element of strategic demolition that permits both the extension of Parnie Street, repairing the urban grain, and the creation of new development plots providing a built edge to both Osborne Street and Old Wynd.

The principal mass of the existing building is retained from Trongate to Parnie Street, with the remainder from this point toward Osborne Street demolished, together with the two storey side extension that fronts onto Old Wynd.

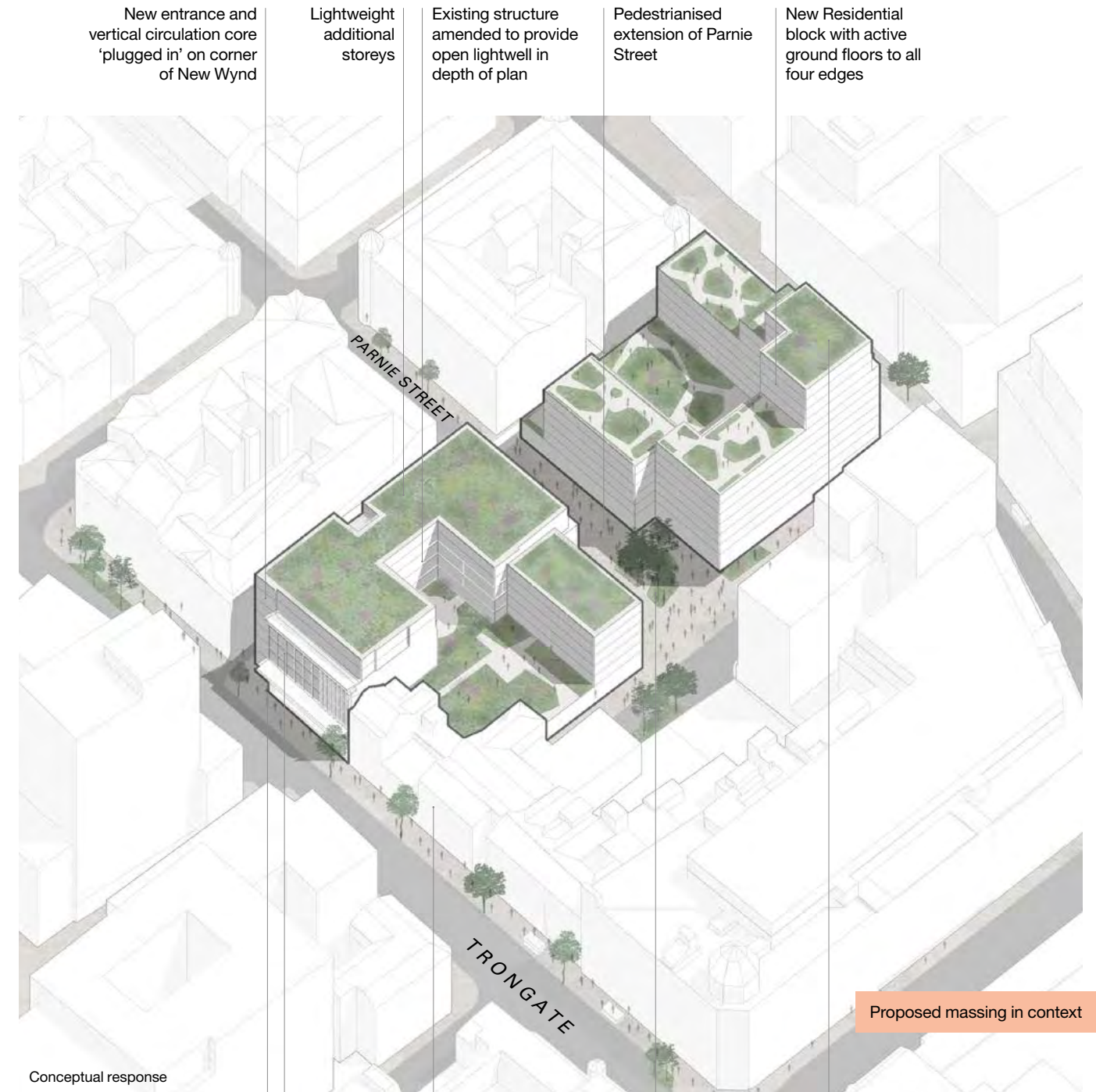
A new entrance and vertical core is added on the site of the current single storey bakery on Trongate, and a bay of the existing frame is removed at the heart of the plan to improve light and ventilation to the floors repurposed as office. A lightweight two storey extension is added on top, set back from the surrounding streets completing the transformation of the retained asset.

The new development to Osborne Street is set back from the previous building line to improve both the streetscape and the relationship with surrounding buildings on both wynds.

Finally, a new public space is created at the end of the extended Parnie Street, fronted by both the Osborne Street Block and a new building on Old Wynd, providing activity and ground floor on this route with passive surveillance above.

The illustrated iteration could provide the following:

Retail / F&B:	6300sqm
Commercial:	6700sqm
Residential:	100 Units



Element of Retail / F&B retained to Trongate frontage at ground floor / Basement

Existing structure and facade to Trongate retained

Existing listed buildings repurposed to residential at upper floors

New Public Space at termination of Parnie Street

Massing of new block responds to immediate context



## Trongate South: TJ Hughes Area Redevelopment Option 1

While repurposing is the priority for all of the focus area opportunities (where possible), it is important to also consider that for the city to continue to grow and develop that the redevelopment of these sites may prove to be the most valid course of action.

Any new development however must respond to its surrounding context in a way that provides a positive contribution to the surrounding streetscape and is sympathetic to the heritage assets that are located adjacent or close to the site.

Through an analysis of the immediate context we have developed a contextually appropriate massing for any new build proposals, the key considerations of which are demonstrated in the diagrams below.

### Redevelopment Option 1

This option incorporates an element of strategic demolition that permits both the extension of Parnie Street, repairing the urban grain, and the creation of new development plots providing a built edge to both Osborne Street and Old Wynd.

The principal mass of the existing building is retained from Trongate to Parnie Street, with the remainder from this point toward Osborne Street demolished, together with the two storey side extension that fronts onto Old Wynd.

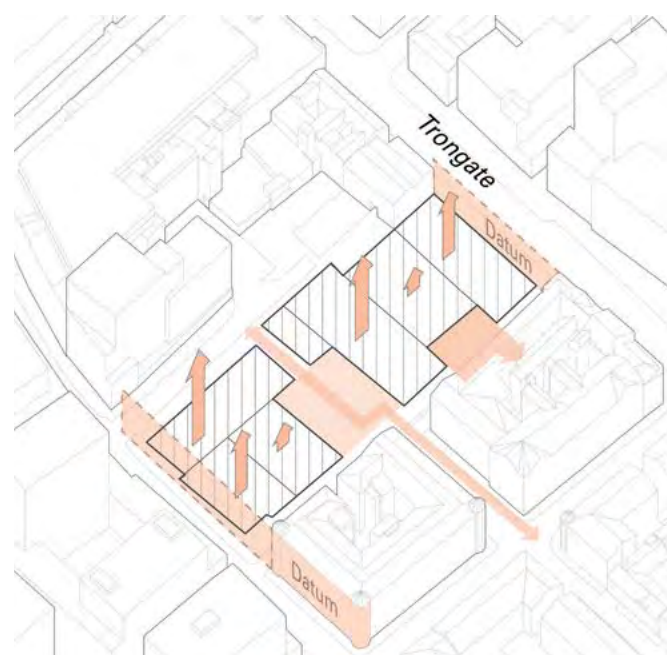
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to improve light and ventilation to the floors repurposed as office. A lightweight two storey extension is added on top, set back from the surrounding streets completing the transformation of the retained asset.

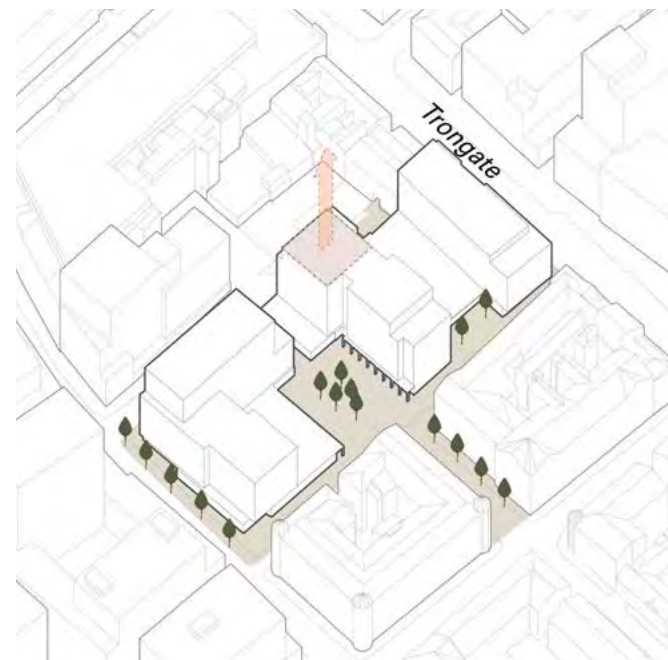
The new development to Osborne Street is set back from the previous building line to improve both the streetscape and the relationship with surrounding buildings on both wynds.

Finally, a new public space is created at the end of the extended Parnie Street, fronted by both the Osborne Street Block and a new building on Old Wynd, providing activity and ground floor on this route with passive surveillance above.

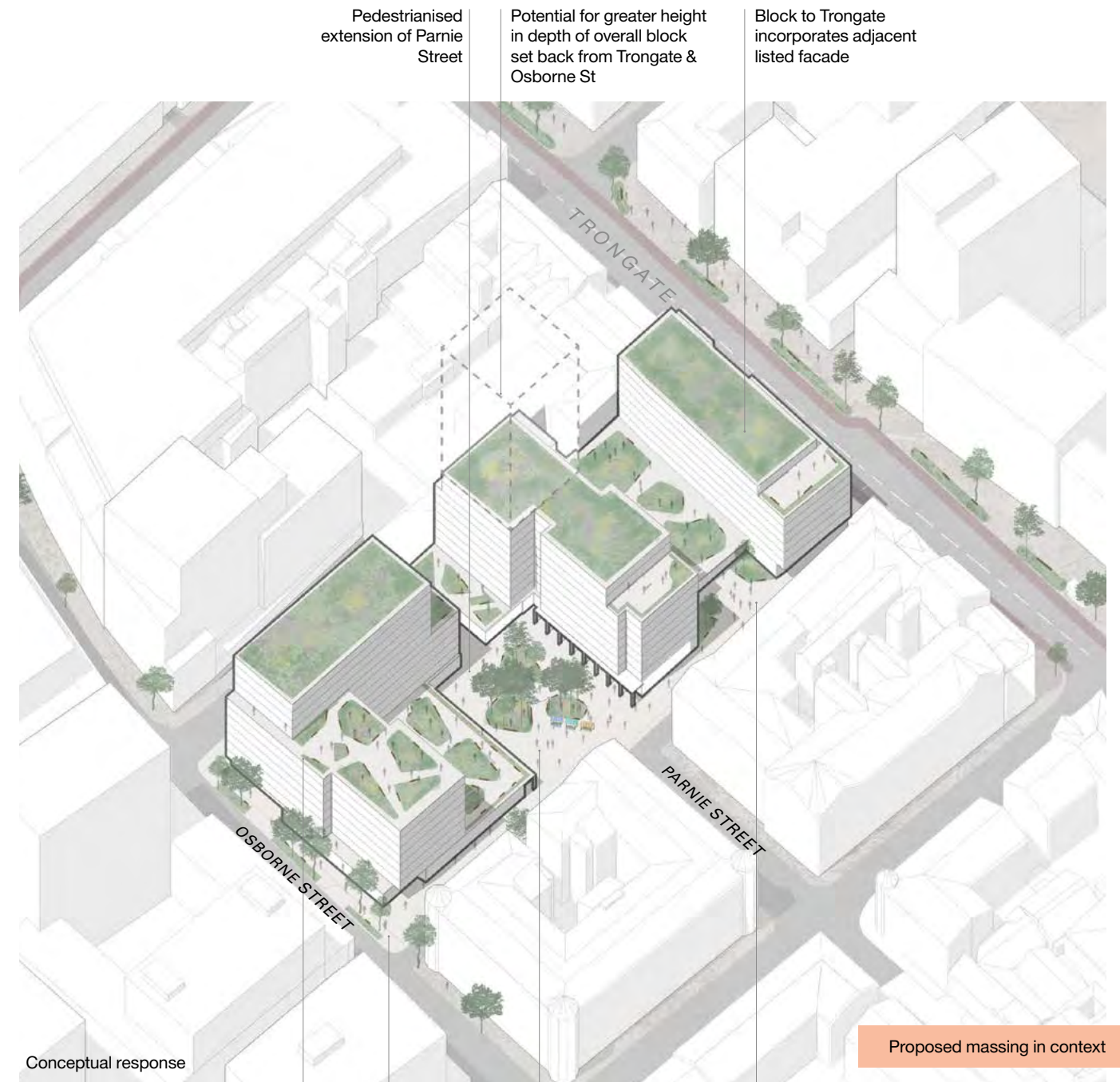
### Development of Potential Contextual Massing



1. Creation of strong contextual urban edges to surrounding streets and wynds with public spaces at the termination of Parnie Street and entrance to the Panopticon.



2. Potential to increase height within the depth of the block.



Massing of new block responds to immediate context

New Wynd widened at junction with Osborne Street

New Public Space at termination of Parnie Street surrounded by active uses

Widening of Wynd to create public space at Panopticon entrance

The illustrated iteration could provide the following:

Retail / F&B:	2200sqm
Commercial:	22,600sqm
Residential:	c.270 Units



## Trongate South: TJ Hughes Area Redevelopment Option 2

The 'greening' of the city centre is a key tenet of this project. Whilst there are limited areas within the Z, this particular location, due to its scale presents a fantastic opportunity to create a sizeable greenspace that would provide amenity and a 'green lung' on the north south journey from the city centre to the river.

The illustrated proposal establishes a new linear park that extends for the entire length of the site between Trongate and Osborne Street. This provides an attractive setting for the existing heritage façades on New Wynd (Panopticon and South Block)

and an additional active north south travel route, furthering the ambitions of the Glasgow Active Travel Strategy.

The remainder of the site is completed by a ribbon of development along its western edge, establishing an active edge to Old Wynd and providing an attractive backdrop to the new park, with extensive activation at ground floor to both edges.

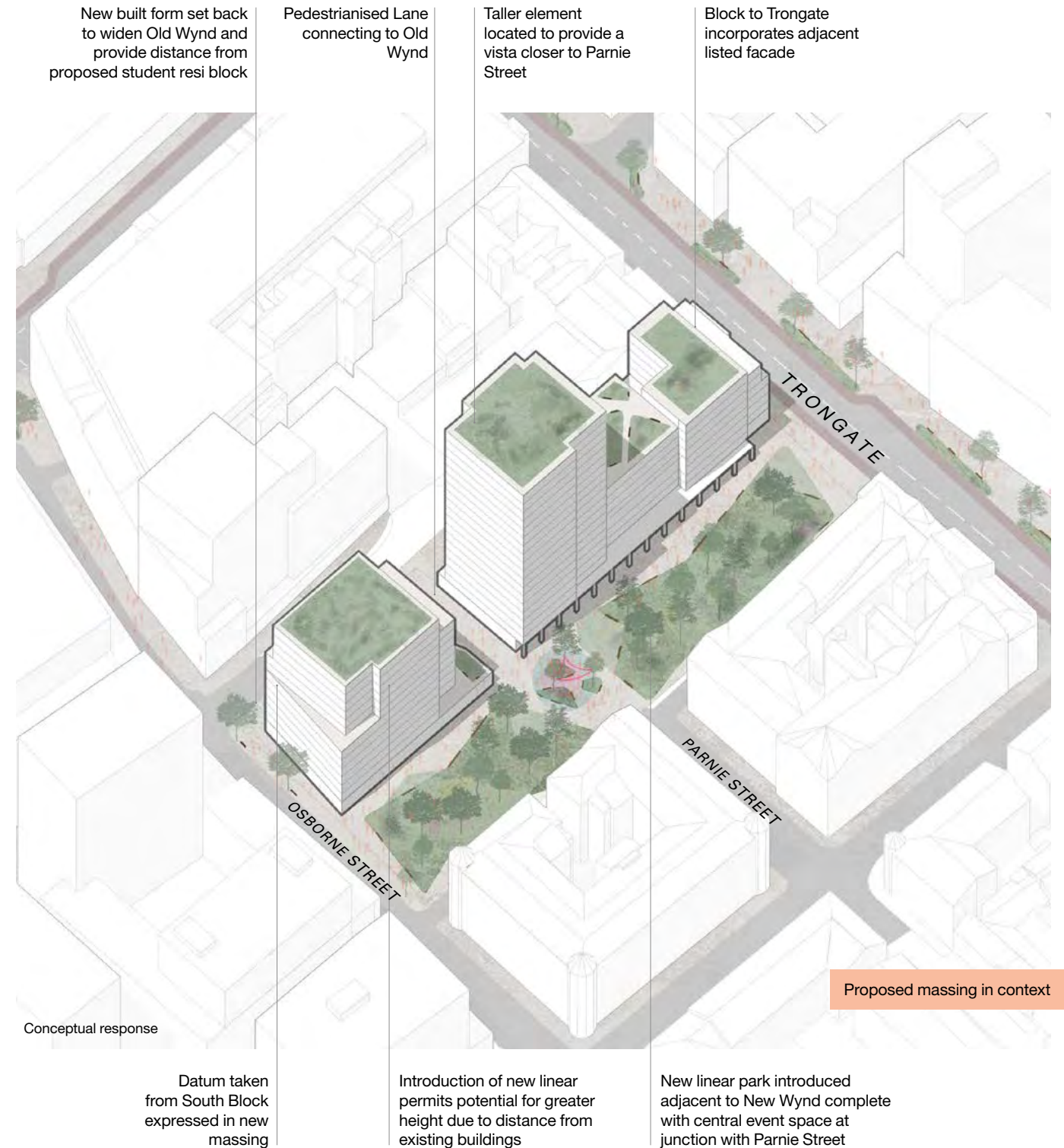
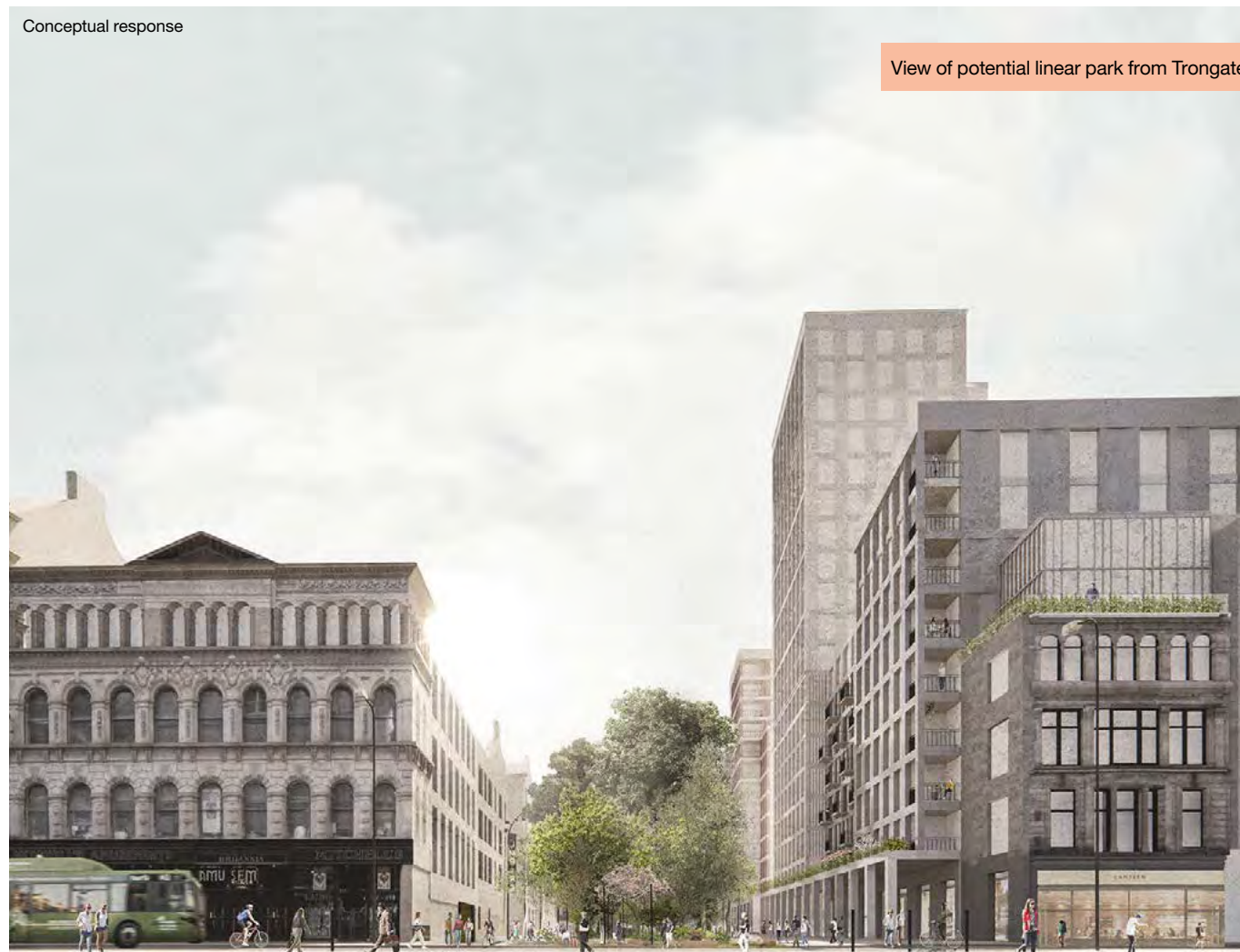
The proposed built form is broken to provide east west permeability, connecting both wynds and built form is located at the termination of

Parnie Street, providing an attractive vista closer and focal point.

In terms of scale, the established massing principles outlined earlier have been applied, with existing heights to Both key east west routes respected but in this case, the distance established by the park between new built form and South Block permits greater scale, including a taller element at the heart of the site that mediates between the emerging tall elements of the Candleriggs Square development and the consented King Street Car Park scheme.

Conceptual response

View of potential linear park from Trongate



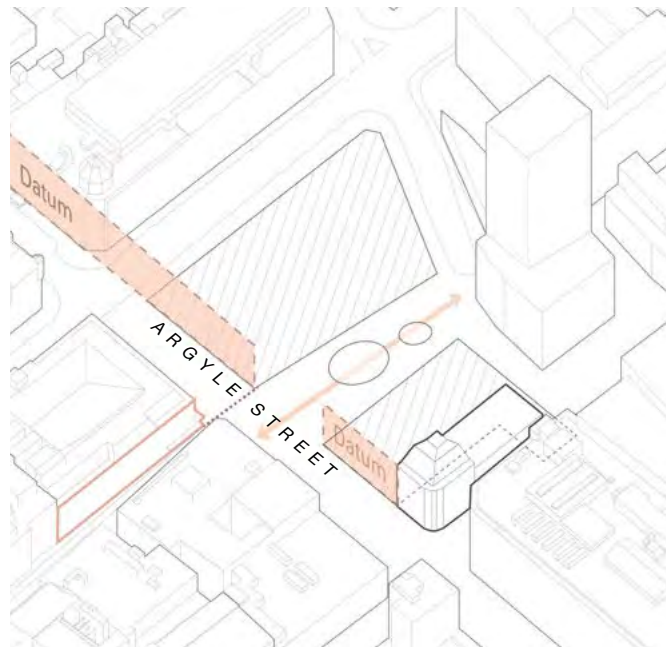
The illustrated iteration could provide the following:

Retail / F&B:	2200sqm
Commercial:	22,600sqm
Residential:	c.270 Units

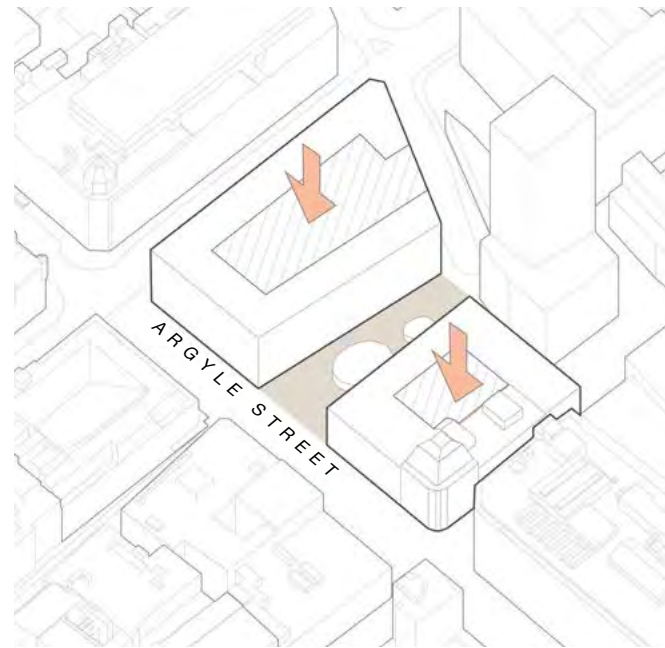


# Trongate South: Argyle Street Station Block Redevelopment

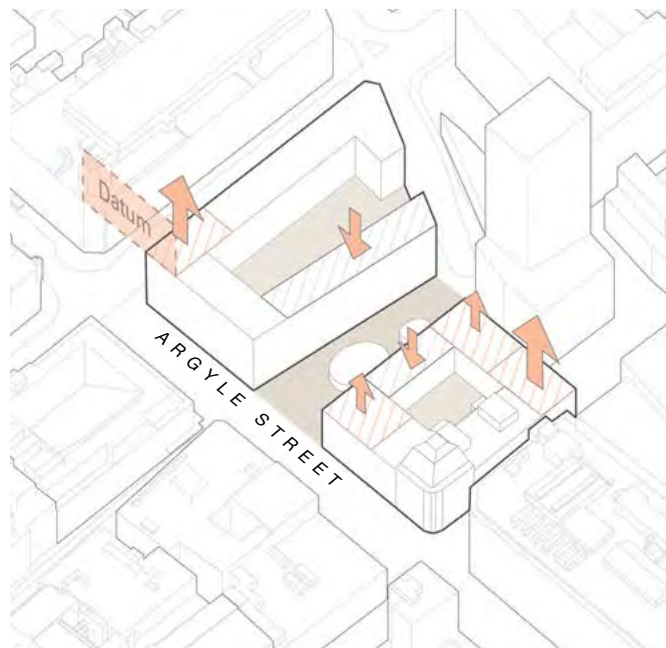
## Development of Potential Contextual Massing



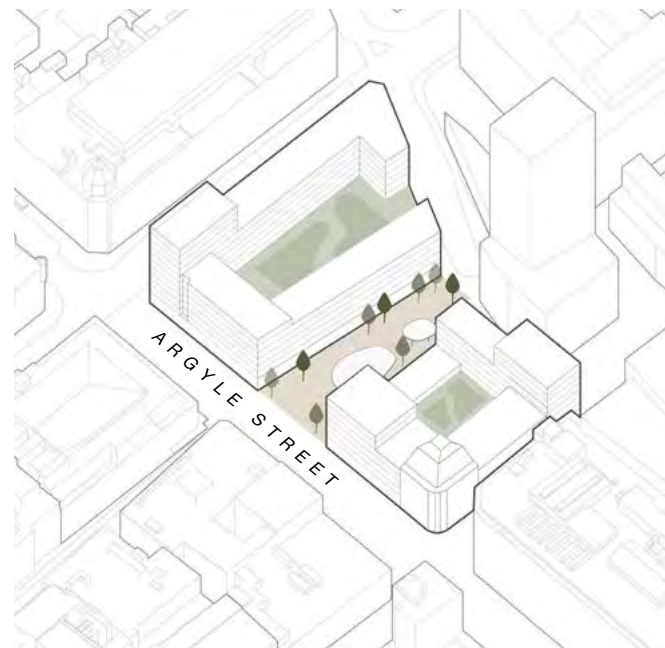
1. Introduction of new north-south space with station 'pavilions' at heart of site and establishment of appropriate contextual datums to Argyle Street



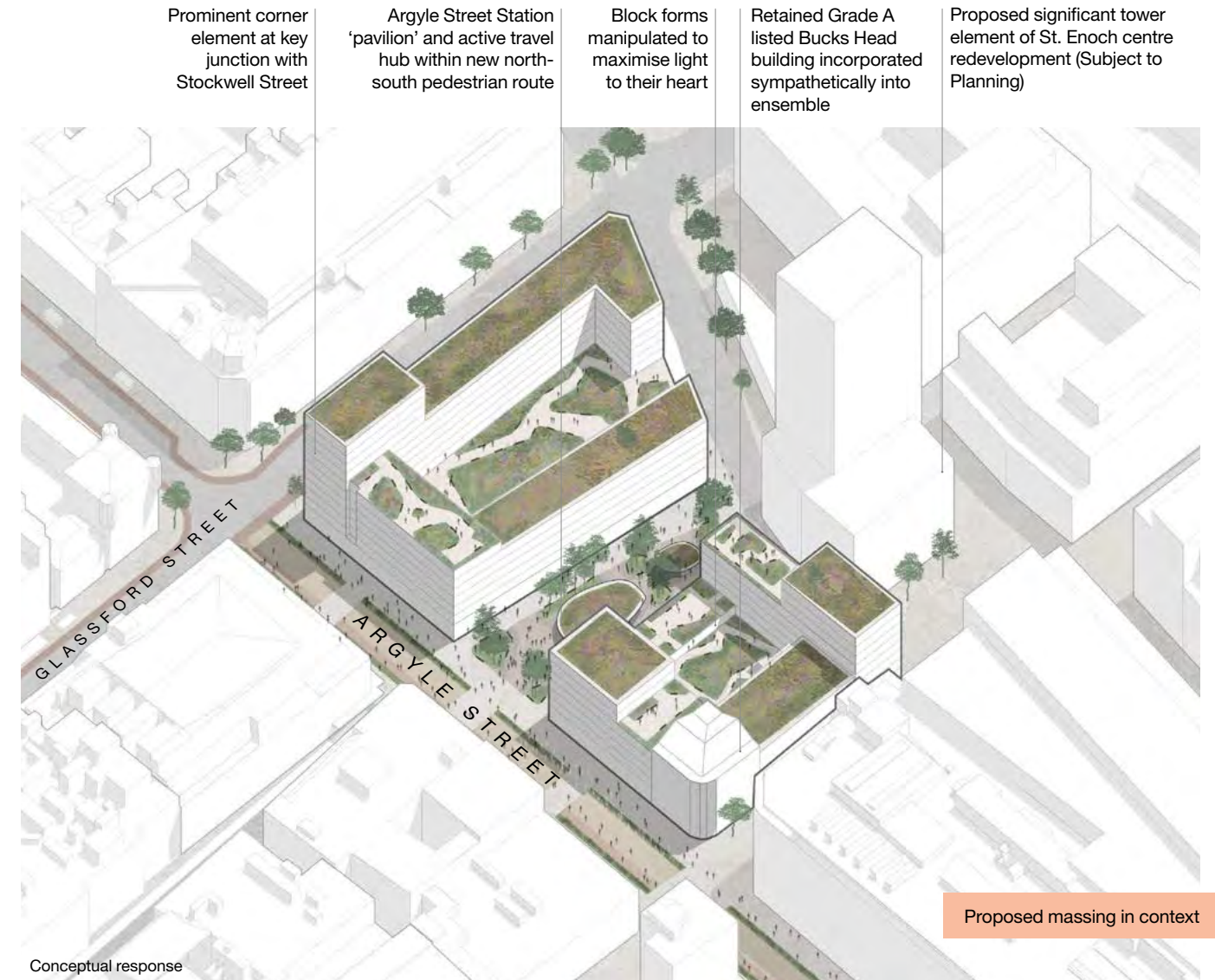
2. Manipulation of development blocks to create appropriate depths and provide light and amenity to rear



3. Further manipulation of vertical massing to respond to context and maximise light and views from rear of blocks



4. Resultant potential massing



Prominent corner element at key junction with Stockwell Street

Argyle Street Station 'pavilion' and active travel hub within new north-south pedestrian route

Block forms manipulated to maximise light to their heart

Retained Grade A listed Bucks Head building incorporated sympathetically into ensemble

Proposed significant tower element of St. Enoch centre redevelopment (Subject to Planning)

Conceptual response

Proposed massing in context

**Redevelopment Argyle St. Station**  
The existing buildings are not of sufficient mass or condition to repurpose, therefore a redevelopment led solution is proposed.

The key move is the separation of the station from the built form and its placement as a dedicated 'pavilion' structure within a new open space facilitating greater permeability and connections with the St Enoch redevelopment proposals and in turn the river. This space could be home

to an active travel hub, containing cycle parking and lockers / changing facilities.

The proposed blocks to either side of this new space provide street level activity to all four sides, passive surveillance above and are of a scale more appropriate for the context, with particular responses to the retained Bucks Head building and an acknowledgement of the significant corner where Argyle Street and Stockwell Street meet.

The illustrated iteration could provide the following:

Retail / F&B:	6000sqm
Commercial:	22,200sqm
Residential:	270 Units





# delivering the vision



## A Five Point Agenda

The Golden Z is the centre for a large metropolitan population and it needs to deliver on the promise that all city centres should – provide life enriching diversion and opportunity against an authentic backdrop, rich in heritage, culture and shared stories. It is a wonderfully complex organism with a breadth of activities and commerce that can complement and nurture one another.

This complexity is evidenced in the length and depth of this study and, even then, it can only indicate the principles, attitude and direction of travel.

Ultimately, this vision is the opportunity to create a deliberately chosen future for the Golden Z and shows what all the positive published policy looks like when it is made place specific. It is an opportunity to demonstrate the city will act on its principles and values to invest energy and ambition into the most democratically accessible part of the city. In doing so, the city not only better meets the needs of its communities but reinforces the message that Glasgow is open for business.

This Vision deliberately shows the variety of physical and spatial responses to suggest the 'art of the possible' and describe the types of moves that will help ensure a resilient and vibrant future for Glasgow's city core.



Within the various sections of this Vision, recurring themes have emerged that will support living, working and playing in a vibrant, safe and responsible city centre. These key commonalities that are priorities for progress are:

1. Diversity of uses
2. Increased density & retrofit-first
3. World class greened public space
4. Better connectivity
5. Ensuring inclusivity

## Five Priority Interventions

To deliver this five point priority agenda and other elements of the detail of this Vision will require a combination of spatial and organisational interventions.

Five 'key moves' to focus on as priority are:

1. **Progress Redevelopment options for 'Areas of Focus'**  
Each of the options for the three areas of focus demonstrate site specific responses that seek to deliver the aforementioned 5 priorities for the Z.

These large prominent stalled sites and vacant assets are a visible blight and long-standing wounds on the Golden Z, and their resolution (both meanwhile and long-term) must be priority. This will not only repair and reinforce the Z, but will be visible interventions that will 'ripple' out to regenerate the wider area.

Many of these sites are mired in legal, ownership or viability issues but doing nothing is not an option. No matter what effort or investment is required, Glasgow City Council, site owners, local business, institutions and the community will need to collaborate to unlock the potential of these sites.

2. **Proactively tackle blight and promote good stewardship**  
A proactive approach must be taken to address the blight of vacant land and buildings within the areas of focus, and stem the deterioration of other land and buildings in and around the Z.

The use of the Council's statutory powers should be further explored and employed where appropriate. Good stewardship in the upkeep of land and buildings, to ensure they positively contribute to the quality of the Z as a place, is the responsibility of all owners and stakeholders. A zero tolerance approach should be adopted to the neglect and deterioration of the city's valuable and unique architectural heritage.

3. **Create world class public spaces / realm**

The good work being progressed through the Avenues project and George Square forthcoming redevelopment should be further complemented by structural greening and enhancement of the Z's public realm. World class public spaces, linked by greened attractive streets and pocket parks will improve the visitor experience, promote dwell time, and is fundamental to ensuring the centre is an attractive place to work and live.

Attractive connections to a reinvigorated riverside, a world class St Enoch Square and realising the

untapped potential of the lanes, such as Springfield Court, will have transformative impact.

4. **Supporting Sauchiehall Cultural District**

The reinvigoration of Sauchiehall Street lies in its USP of rich cultural assets. Priority should be given to strengthening connections between the variety of institutions, operators, producers and consumers and enhancing the identity and contribution of this creative community in the regeneration of the street, similar to a previous initiative for an 'Avenue of the Arts'.

5. **Collaboration and Governance**  
Strong partnership working is critical to delivering the ambitions of this vision. Collaboration with all sectors is needed to unlock development potential and ensure effective place management across ownership and operational boundaries. Potential partnership models and structures should be explored.

This is the opportunity for the Golden Z to evolve at a point when commercial market forces and trends are reshaping the way we live; and Glasgow has ambition.



## Diversity of Uses

Retail is a huge employer in Glasgow and every future move has to consider how it reinforces the primacy of Glasgow city centre as a regional, national and international retail destination. The proposals to redevelop both major shopping centres to mixed use urban blocks and streets reflects changing shopping patterns and the whole centre must change and broaden its offer as a wider leisure destination.

The contraction of large format retail space aids the need to diversify uses and support independents. The introduction of key uses in the right locations (including cultural attractors) will support retail and create resilience.

The introduction of F&B at key nodes and the encouragement of new uses such as residential and workplace at upper levels will reduce dead zones in the evening and reinforce a safe and welcoming environment.

The vision specifically details the opportunity to transform the future of Sauchiehall Street as a repopulated, cultural and creative industry led area that both maximises the engagement of the institutions that sit along its length and becomes the epicentre for a city wide creative and cultural movement extending to e.g. the burgeoning creative and cultural community along the Forth and Clyde Canal.

## Potential Future Street Level Uses Plan

The adjacent plan illustrates a balanced street level that achieves the following:

- Ensures good quality retail premises, particularly concentrated on and adjoining the prime retailing spine of Buchanan Street, complemented by a greater mix of restaurant, café, bar and leisure uses that activate key routes and adjoining streets.

- Reduces evening dead zones and enlivens key walking / wheeling routes and public spaces

- Introduces a wider evening and weekend economy offer, ensuring extended hours of activity and operation

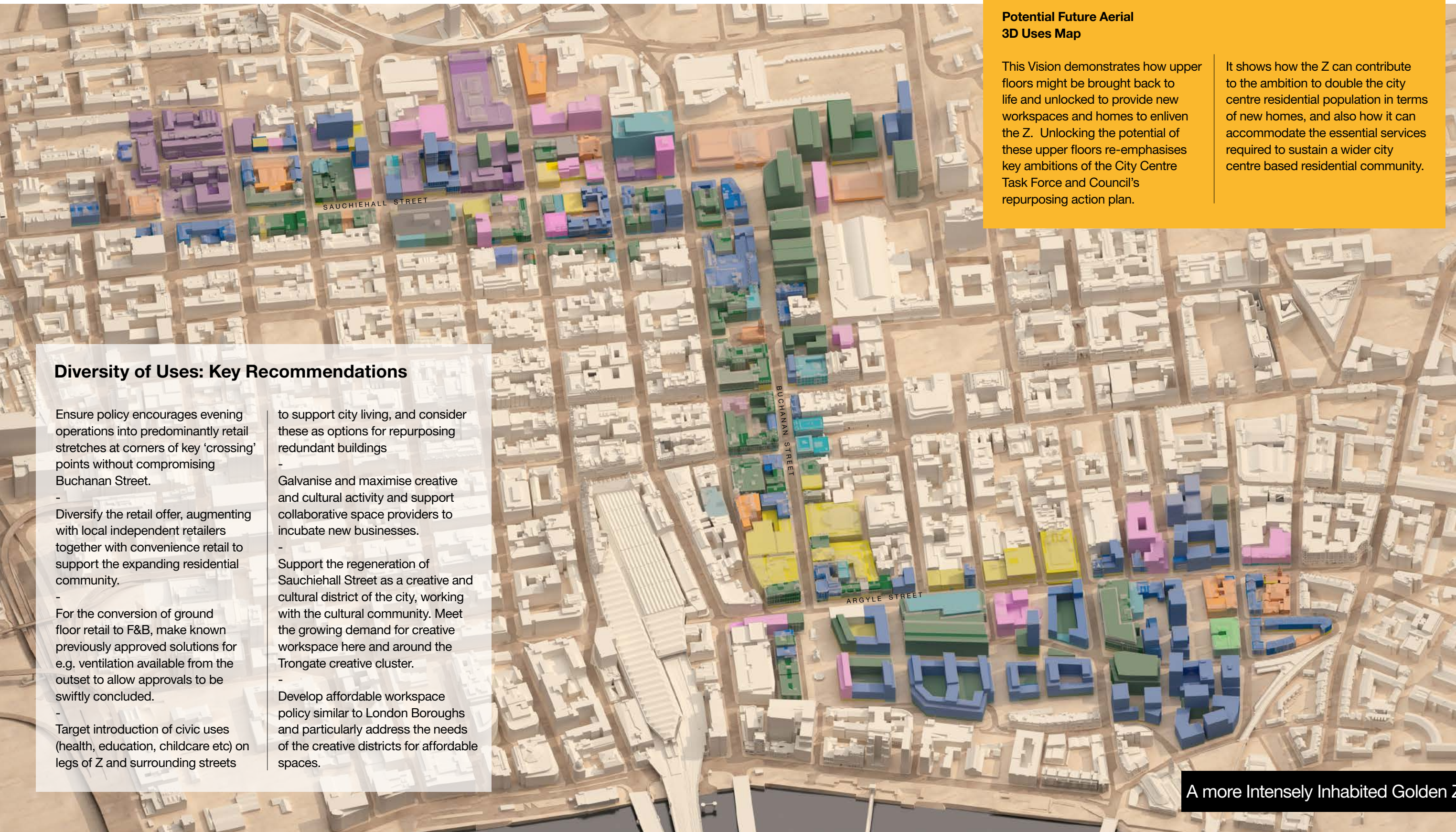
- Affords the opportunity to Integrate education into the Z (GSA / RCS etc.)

- Increases permeability through redevelopment of shopping centres and the areas of focus proposals

- Specifically reinforces north - south routes to reconnect with the river front, notably including the evening activation of St Enoch square

Retail	<span style="color: yellow;">■</span>
F&B / Leisure	<span style="color: cyan;">■</span>
Residential	<span style="color: blue;">■</span>
Office / Commercial	<span style="color: green;">■</span>
Hotel / B&B	<span style="color: purple;">■</span>
Culture / Community	<span style="color: orange;">■</span>
Governmental	<span style="color: lightgreen;">■</span>
Healthcare	<span style="color: brown;">■</span>
Transport	<span style="color: darkblue;">■</span>
Education	<span style="color: purple;">■</span>





**Potential Future Aerial 3D Uses Map**

This Vision demonstrates how upper floors might be brought back to life and unlocked to provide new workspaces and homes to enliven the Z. Unlocking the potential of these upper floors re-emphasises key ambitions of the City Centre Task Force and Council's repurposing action plan.

It shows how the Z can contribute to the ambition to double the city centre residential population in terms of new homes, and also how it can accommodate the essential services required to sustain a wider city centre based residential community.

**Diversity of Uses: Key Recommendations**

Ensure policy encourages evening operations into predominantly retail stretches at corners of key 'crossing' points without compromising Buchanan Street.

- Diversify the retail offer, augmenting with local independent retailers together with convenience retail to support the expanding residential community.

- For the conversion of ground floor retail to F&B, make known previously approved solutions for e.g. ventilation available from the outset to allow approvals to be swiftly concluded.

- Target introduction of civic uses (health, education, childcare etc) on legs of Z and surrounding streets

to support city living, and consider these as options for repurposing redundant buildings

- Galvanise and maximise creative and cultural activity and support collaborative space providers to incubate new businesses.

- Support the regeneration of Sauchiehall Street as a creative and cultural district of the city, working with the cultural community. Meet the growing demand for creative workspace here and around the Trongate creative cluster.

- Develop affordable workspace policy similar to London Boroughs and particularly address the needs of the creative districts for affordable spaces.

**A more Intensely Inhabited Golden Z**

Note:  
At the time of writing, the redevelopment proposals for both major shopping centres do not have planning consent. The massing proposals shown for both centres in the adjacent image are indicative only.

- Retail
- F&B / Leisure
- Residential
- Office / Commercial
- Hotel / B&B

- Culture / Community
- Governmental
- Healthcare
- Transport
- Education

- 
- 
- 
- 
-





**Reinforcement of the Golden Z**

The proposed redevelopment of both major shopping centres and the delivery of proposals for the Areas of Focus in this vision have the opportunity to create a quality and density of built environment and enclosure to the key streets of the city core.

**Increased Density & Retrofit First**

Increasing density is an environmentally responsible response. There is nowhere more sustainable to develop or more universally accessible than the core of the city and, for the Golden Z, the proposition is to increase volume of inhabitation where it is too low and maximise the return on carbon invested in the city centre and in the transport connections. This is not proposing development ‘at all costs’ which could damage the unique quality along the 3 streets but, rather, a Golden Z specific response that delivers an appropriate density that takes account of existing historical context and the need to enclose the streets with the correct civic scale.

As operational carbon reduces (through the de-carbonisation of the grid) the

embodied energy in existing buildings is increasingly relevant and there is a presumption for re-use. This is a key aspect of National Planning Policy 4.

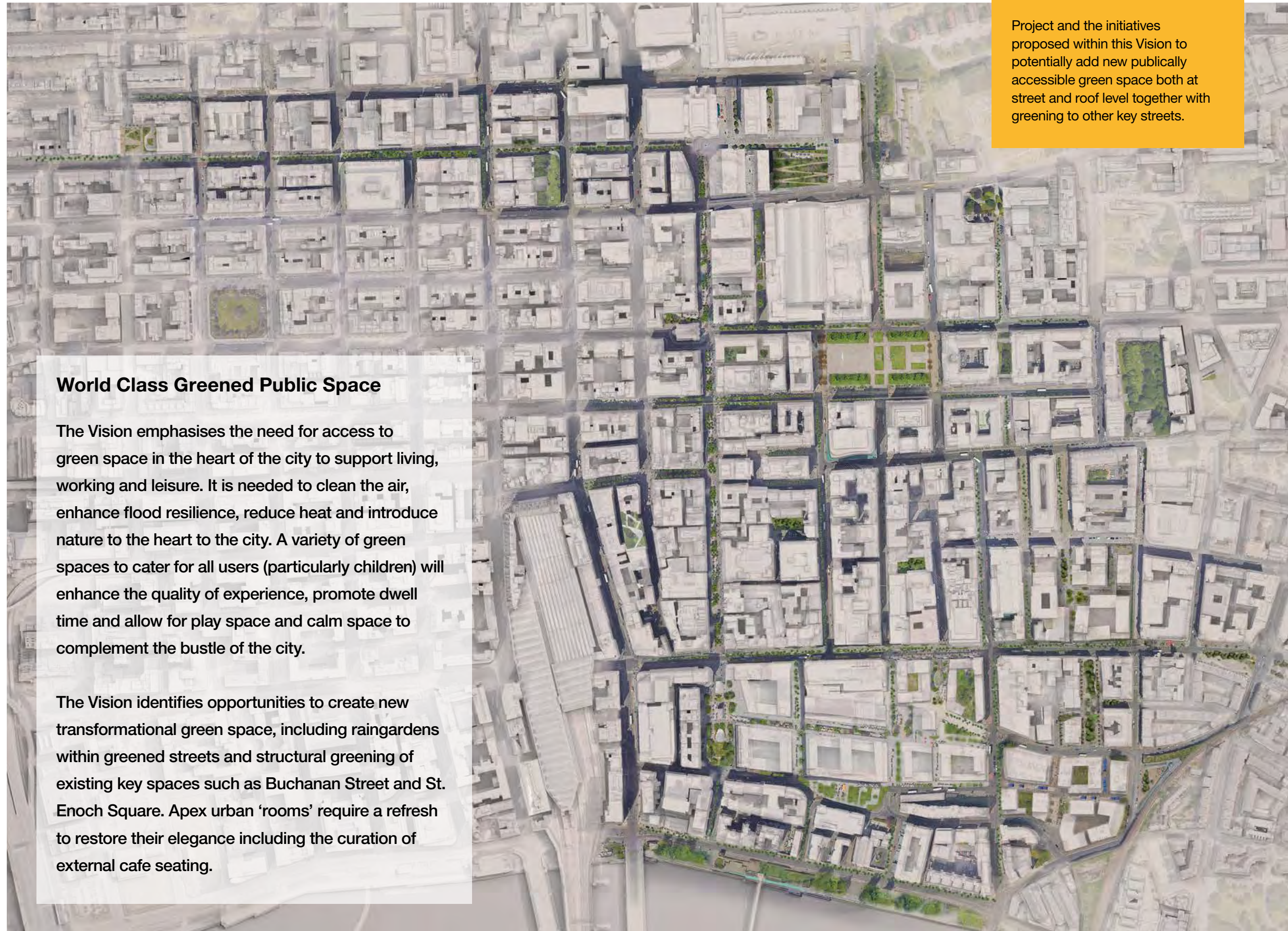
There is a great deal of embodied energy in existing structures and this combined with the disruption and pollution caused by large scale demolition is recognised in the core proposition of the repurposing and optimisation of existing assets.

However, in certain locations, replacing buildings may be necessary where they can not be readily repurposed or where they are deemed to be underscaled and not easily expanded – again, looking at the bigger carbon picture of density.

**Increased Density & Retrofit First: Key Recommendations**

- Promote minimum height requirement to primary spaces to achieve civic scale enclosure. Support the production of Tall buildings Guidance to encourage and manage appropriate scale and densification across the Z, incorporating recommendations of the Vision.
- 
- Repurpose vacant buildings & unlock vacant upper floors for positive new uses to intensify activity across the Z. Progress Glasgow’s Repurposing Action Plan recommendations, particularly with regard to establishing a process of public investment, policy support and market engagement to deliver conversions.
- 
- Develop and implement targeted tailoring of regulatory controls e.g. planning policy on residential amenity, single aspect, and where building regulations standards require to be tailored to suit the unique circumstances in inhabiting upper floors or where new technologies and solutions can satisfy Environmental Health standards to enable development (e.g. ventilation mechanisms).
- 
- Identify - and, where necessary, lobby Government for a package of fiscal incentives for residential conversions, particularly for upper floors and heritage assets. These could include; VAT exemptions, tax allowance schemes similar to BPPA, reduced developer planning contributions, public grant subsidy and revised VDLP funding criteria to cover residential conversions.





### World Class Greened Public Space

The Vision emphasises the need for access to green space in the heart of the city to support living, working and leisure. It is needed to clean the air, enhance flood resilience, reduce heat and introduce nature to the heart to the city. A variety of green spaces to cater for all users (particularly children) will enhance the quality of experience, promote dwell time and allow for play space and calm space to complement the bustle of the city.

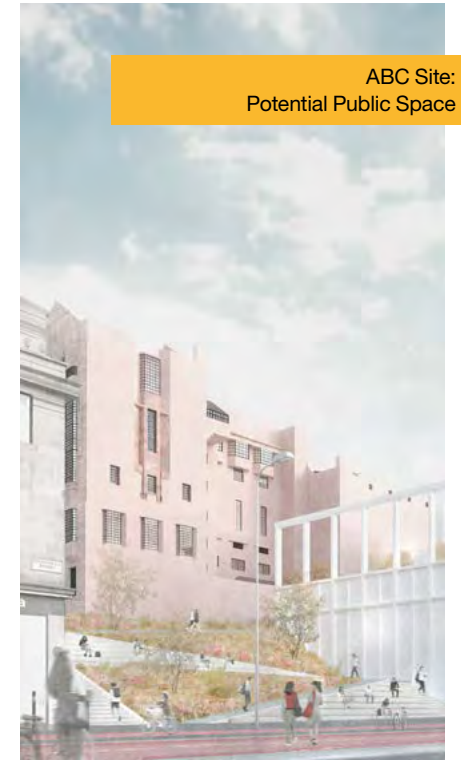
The Vision identifies opportunities to create new transformational green space, including raingardens within greened streets and structural greening of existing key spaces such as Buchanan Street and St. Enoch Square. Apex urban ‘rooms’ require a refresh to restore their elegance including the curation of external cafe seating.

### A ‘Greened’ City Centre

The plan view demonstrates significant ‘greening’ of the areas on and around the Z thanks to a combination of the Avenues

Project and the initiatives proposed within this Vision to potentially add new publically accessible green space both at street and roof level together with greening to other key streets.

ABC Site:  
Potential Public Space



Sketch view of Buchanan Street



## World Class Greened Public Space: Key Recommendations

Embed the opportunities in the Vision for transformational greening of the Z through the creation and enhancement of green, public and amenity space within the Council's proposed Integrated Green-Blue Infrastructure Strategy for the city centre.

- Revise City development Plan Supplementary Guidance policy on green space provision to reflect enhanced requirements for Green space provision within development and use of developer constitutions in its off-site creation.
- Review existing 'Greening the City' approach outlined within the current City Centre Strategy and develop a potential green space specific policy requiring the delivery of (or contribution to) green space with development.

Ensure the creation of a variety of greened spaces and maximise the potential within a limited city centre context by introducing roof gardens, green walls, pocket parks / spaces and street greening, vital to provide amenity to support any new residential development.

- Ensure active/inhabited and attractive edges to development sites where demolition and construction can stretch over years. Require phased major development to provide publicly accessible temporary greened space on later phase development plots.
- Maximise the opportunity for the introduction of temporary green space as a meanwhile use to activate vacant sites.



### St. Enoch Square: A New Urban Park

St Enoch Square provides the best available opportunity in the city centre to create a high quality interactive public space (similar to the recently completed Pound's Park at the heart of Sheffield City Centre) catering for families through the incorporation of green space and childrens play and acting as a stepping stone to the revitalised riverside.



## Better Connectivity

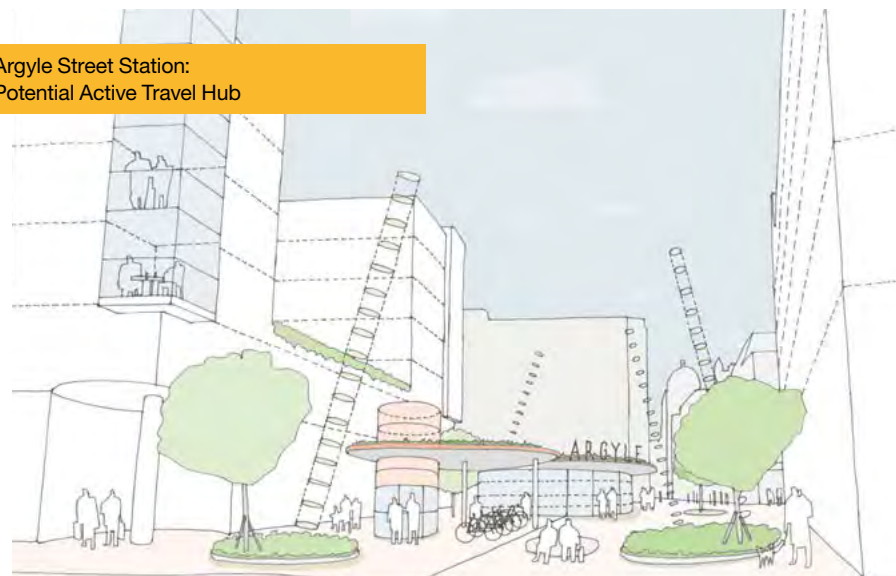
Connectivity and accessibility need to be far enhanced to / from / around the Z if we are to ensure its effective recovery and future resilience.

Ensuring safe routes to move around the Golden Z will promote more sustainable, healthier and safer travel. There is a need to better connect the Z to the surrounding communities and reinforce the routes between key attractions, transport nodes and the sequence ('stepping stones') of world class urban spaces. The safety, quality and comfort of these connected routes should be activated by vibrant night time and café uses at key edges and corners.

The future Glasgow Metro offers the opportunity to transform connectivity in the long term and ensure the Golden Z remains the accessible heart of the city, and is even better is connected to the rest of the city and wider region.



Argyle Street Station:  
Potential Active Travel Hub



### Better Connectivity: Key Recommendations

Support the ongoing implementation of the Avenues and extend the ethos of a greened and rebalanced street network, restored connections / enhanced permeability and safer, healthy and attractive routes through and around the Z strengthening connections to surrounding communities as highlighted in the Vision.

- Create and reinforce safe and attractive north/south pedestrian routes connecting the Golden Z to the river front ensuring routes are activated at street level.

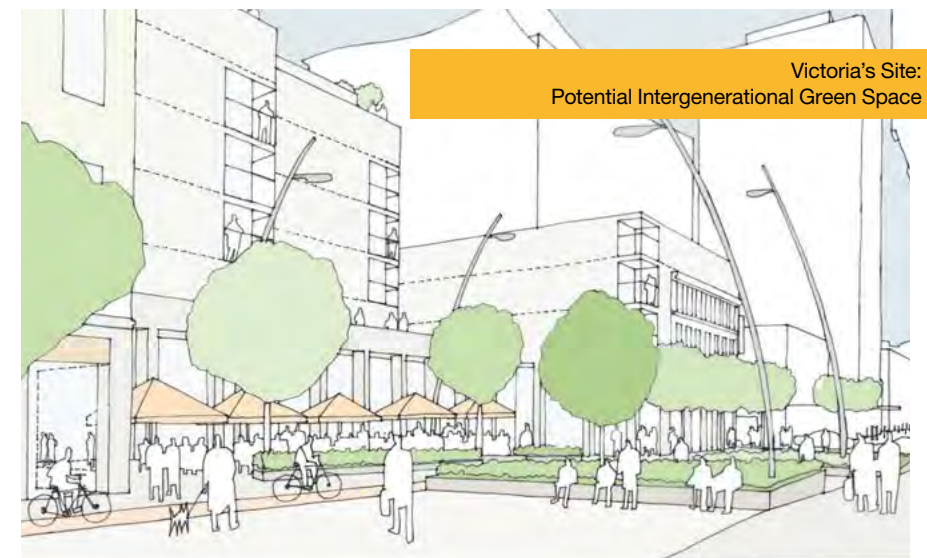
- Improve routes from the Golden Z to rail and bus stations and combat anti-social hot spots by encouraging further evening operations and consider benefits of pedestrian priority in select areas.

- Look for opportunities to introduce permeability through human scaled lanes (implementing the existing Lanes Strategy), squares and connections, contributing to the expanding active travel network of safe routes.

## Ensuring Inclusivity

Everyone needs to always feel safe and welcome in the city core no matter what age, ethnicity, gender identity or physical ability.

The future success of the Golden Z will be measured against how welcoming, comfortable and accessible it is for everyone and how it delivers on the promise of the unanimously agreed Feminist City agenda. This will meet the physical and cultural needs of the most marginalised members of our communities.



### Ensuring Inclusivity: Key Recommendations

Provide safe and stimulating intergenerational public spaces that incorporate children's play and promote active lifestyles along with opportunities for learning and mental stimulation for all ages.

- Commit to making the subway more universally accessible. Ensure adequate evening / night bus services and taxi availability.

Safeguard existing and introduce additional public welfare facilities including 'Changing Places' to ensure an equality of provision for all, regardless of age and ability.

- Improve and increase seating, shelter and lighting throughout the Z.



## A Collaborative Approach

**Stakeholder engagement sessions highlighted the desire among the private sector for greater collaborative working and for the Council to provide an enabling role to co-ordinate this and unlock the future potential of the Golden Z. The need for all stakeholders to have a 'joined up' approach and to buy into a shared ambition is a key aspect throughout this Vision.**

Although the Council is responsible for the majority of the public realm, they own few development sites across the Z and cannot tackle the issues and challenges of the Golden Z alone, nor realise its potential. It is a collective responsibility and the need to collaborate underpins many of the recommendations. The complexities of ownerships across the Z necessitates collaboration to achieve, in some cases, any change/ impact.

Many buildings, development sites, lanes and areas of public realm are within multiple ownerships which often presents a huge barrier to delivering any improvement or action, and prevents the delivery of some approved improvement strategies, such as the Council's Lanes Strategy.



Springfield Court: Activated Space

Only through working together can transformation outlined in this vision be achieved.

Stalled sites and long-term vacancies that blight stretches of the Golden Z may require council intervention, potential use of statutory powers and / or fiscal stimulus to allow these to move forward in partnership. This will come with complexities, risk and challenges but, given the primacy of the Golden Z and the visibility of the specific 'problem' areas, the catalysing impact of successful intervention is a prize worth winning.

Working in partnership with owners, these stalled sites and could deliver near immediate positive transformation through 'meanwhile' uses, adding vibrancy while longer term solutions are being developed.



Stakeholder Engagement Event, Lighthouse, Mitchell Street

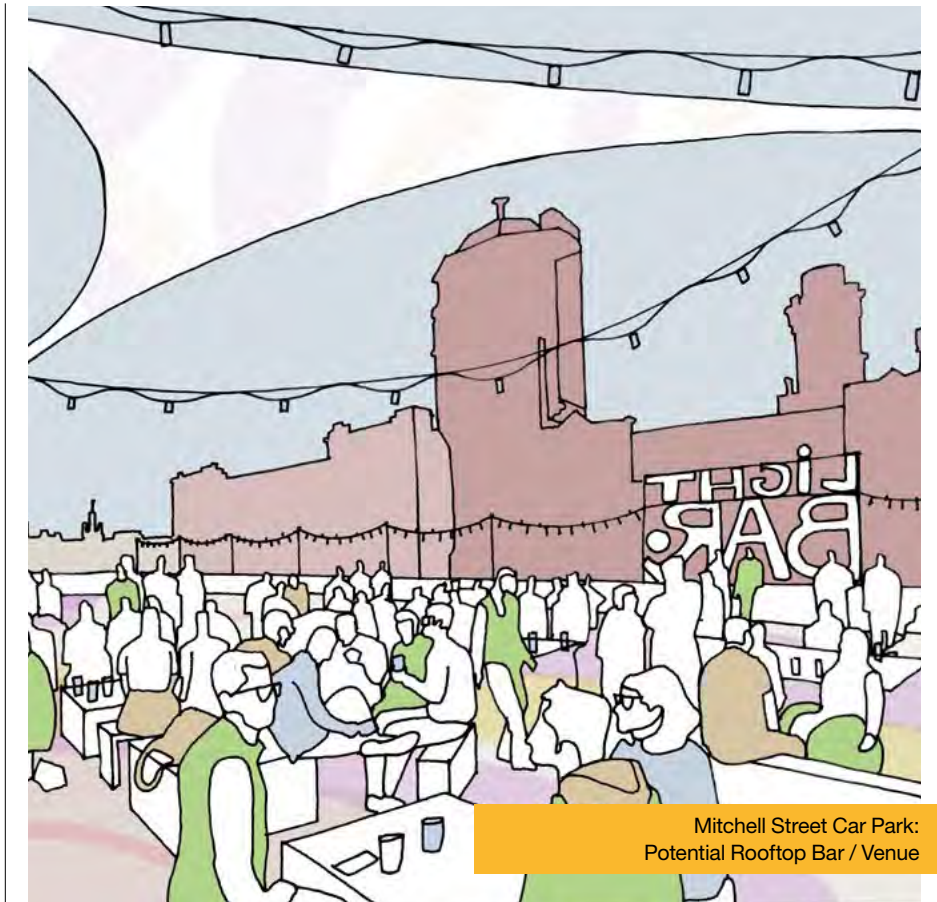
Ambitions for the Golden Z could be supported by collaboration in the formation of a BID (successfully implemented in over 270 UK towns and cities to date), The leveraging of resources to fund unique projects and services would deliver a return on investment for its members.

Consideration should be also be given to the creation of a City Centre Partnership or other such vehicle. Successfully implemented in other cities, they bring all sectors together to leverage resources and efforts to unlock challenging opportunities and potential.



ABC Site: An attractive multi-function 'Meanwhile' space with tiered seating and planting

“ We need to deliver ‘beyond the red lines of ownership’, deliver ambitions for the city centre and manage and maintain it. ”



Mitchell Street Car Park: Potential Rooftop Bar / Venue



# case study

## implementing an urban vision bratislava, slovakia

**Bratislava, capital of Slovakia is being transformed under its Mayor Matus Vallo, an architect and urban activist. His primary focus during both terms as mayor of the city is the creation of better public spaces, making the city child friendly, addressing head on the complicated history of a number of communist era buildings and restoring civic pride among the near 450,000 inhabitants.**

Believing that people's lives could be transformed for the better through physical space, in 2008 he started his first activism project 'Urban Interventions' that asked other architects to give their ideas to transform Bratislava for the better.

The ideas gathered together became the basis for 'Plan Bratislava', an urbanism handbook that made a huge impact when published. 'Plan Bratislava' became his Mayoral manifesto in 2018 when he stood as an independent candidate and won.

Since then the city has implemented a number of its proposals, including the planting of over 10,000 street trees, improving public transport with the purchase of new buses, providing better public space for pedestrians with the removal of many on street parking spaces and introducing new children's play facilities and street furniture.

The city has recently green-lit proposals to transform an elevated motorway that cuts through the historic old town into a linear park, reminiscent of the High Line in New York.

**Safeguarding Heritage Assets**  
Prior to being elected Mayor, Vallo was part of a collective of 11 activists (see below, Vallo second from left), most with a creative and design background who, frustrated with the condition of the historic Market Hall Building in the centre of the city, formed Aliancia Stará Tržnica (Alliance Old Market Hall) in 2012 in order to save it.

Having been closed for 5 years, the group set out a proposal to the buildings owners, the City Council, to take over the asset and turn it into an urban attractor hosting food markets and cultural events for citizens and tourists, that would be financially self-sustaining.

Early in 2013, following several months of engagement and negotiation, the group took over management of the building. Under the terms of this agreement, the city agreed to lease the group the building for the sum of €1 per month on the condition that €10,000 would be spent monthly on the renovation and improvement of the fabric. The first food market was held in September of 2013 and these remained monthly until 2015, when, following repairs and upgrading works, the market became a weekly event. This market is now visited by over 5000 people every week, rising to over 10,000 during the annual food festival.

Since then, further improvements have been made to the fabric and over time a number of permanent vendors have moved in, filling the hall and its upper levels with co-working space, cafes, bars and a microbrewery whilst still retaining space for regular markets and events, including concerts, conferences, public discussions and community activities. The latest innovation, launched in 2022 is the introduction of a community garden on the roof of the market providing



Old Market Hall: Exterior



Old Market Hall: Interior



Grossling Spa Prior to restoration



New Street Trees

sustainable food production in the heart of the city.

Following on from the success of the Market Hall, some members of the original group have embarked on their most ambitious project to date, on behalf of Vallo and the City Council, to transform another of its key heritage assets, the former Grossling Spa building. It began life as an extensive swimming and spa complex but over the years had been converted into a bank with only one small pool remaining in use. The vast spa complex is being fully restored and the former bank area will provide a new home for the City Library together with a café / co-working space.

Vallo and his fellow activists are ensuring that momentum is maintained in the transformation of the city and that the opinions of the wider community are being heard and taken in to account. Their ambition and belief is manifested in a prominent pennant displayed in his office that states '**It always seems impossible until it's done**'.



Aliancia Stará Tržnica (Alliance Old Market Hall) Activist Group



## Delivery Plan

This delivery plan outlines some of the key actions particular to the delivery of the new Vision and Plan for the Golden Z. Importantly, it links to and reinforces, but tries not to reiterate, the many actions contained in the Council's other relevant strategies and action plans, such as; the recent Property Repurposing Action Plan, the City Centre Transport Plan, City Centre SDF and DRF's, and the Glasgow Housing Strategy which now incorporates the City Centre Living Strategy.

### Focus / Objective

#### 1. Implementing the Vision and Plan's place ambitions

#### 2. Diversify development uses (curating the Z)

A number of actions associated with implementing the key themed dimensions of the Vision are outlined at the end of the thematic sections in this document. The action plan below does not repeat these, instead supplements where appropriate to highlight suggested action around policy changes, collaborative governance, operational and place management improvements. A policy recommendations report is attached in the appendix.

### Action

Progress all actions in the preceding themed sections associated with implementing the Vision for the Golden Z as part of a Balanced, Living, Working, Vibrant, Legible and Responsible City.

- Collaborate with owners of key sites and buildings to progress repurposing and redevelopment options on the areas of focus.

Consider whether review of existing planning guidance is required to allow progress of the recommendations of the Vision and Plan for the Golden Z to enable greater flexibility and support a transition towards a more mixed use centre.

- Undertake a review of changing commercial property occupancy trends to monitor and respond to property sector needs and demand in and around the Z.

- Explore further with education and health sector partners the opportunities to locate civic services in and around the Z, particularly on Sauchiehall and Argyle Streets, to support the repopulation of the centre.

This delivery plan will be refined in consultation with stakeholders. Delivery will need partners to work with the Council, within defined timescales for action. This will include the identification of partners to work with the council, with defined timescales for action.

### Focus / Objective

#### 3. Tackling blight of vacancies and poor asset stewardship

#### 4. Repurposing buildings, including upper floors and heritage assets

#### 5. Partnership working & Collaboration

### Action

Explore opportunities for the use of the City Council's enforcement powers to address land and buildings causing blight across the Z ( for example, CPOs, Amenity Notices, Listed Buildings Repairs Notices, Urgent Works Notices).

- Seek to establish a property ownership and occupier database, to aid 'matchmaking' of buildings and users and improved response to decline in appearance of vacant and unmaintained property.

- Consider a strategic partnership approach and funding programme to address deteriorating heritage assets similar to Liverpool's 'stop the rot' programme.

Create a guide that outlines how planning policy, buildings standards and environmental health requirements can be tailored to enable repurposing of buildings (for daylight, noise, odour, energy, open space, refuse, access, escape etc). Work with Historic Environment Scotland to develop a particular approach for repurposing listed buildings.

- Further explore measures to close viability gaps and incentivise repurposing, including: refining the approach to developer contributions, lobbying for changes in VAT, rates relief on listed buildings and for establishment of enabling funds (similar to BPRA). Progress recommendations of the SCA/ SCCTF cities collaboration in this regard.

- Ensure all development proposals progress NPF4 requirement to investigate rigorously options for repurposing prior to any proposals for demolition.

- Showcase repurposing opportunities across the Z and input to Council's proposed Matchmaking Strategy (action in PRAP) to link end users with these.

Explore the creation of an 'urban development and management vehicle/ partnership' for the Z locale (e.g. BID or other such partnership) that enables public, private and third sector collaboration on decision making and implementation and pulls resources to jointly unlock the place potential of the Z.



## Delivery Plan

### Focus / Objective

<b>6.</b> <b>Better Stewardship and Place Management</b>	<b>Action</b>  Ensure a structured and ‘customer focussed’ approach to city centre facilities and public realm maintenance and management, that also enables public and private sector joint delivery. - Establish a coordinated and phased approach to the implementation of a number of proposed significant regeneration proposals across the Z locale that minimises negative impacts of disruption (Avenues, George Square, Buchanan Galleries, St Enoch redevelopment, District Heating implementation).
<b>7.</b> <b>Encouraging meanwhile uses to activate vacant buildings and the public realm</b>	 Explore ways to simplify the various permit processes and introduce ‘meanwhile use flexibility’ (e.g. in building regulations, planning policy, roads), including review of fees where feasible. - Introduce a matchmaking process linking owners with needs for creative/community/pop-up space and explore grant support for vacant building fit out and frontage activation.
<b>8.</b> <b>Creating world class public and green spaces</b>	 Embed the opportunities in the Vision for the creation and enhancement of green, public and amenity space within the Council’s proposed Integrated Green-Blue Infrastructure Strategy, which will establish a new plan for open and green space provision in the City Centre. - Update Interim Supplementary Guidance (IPG6 & IPG12) to align with the proposed Integrated Green-Blue Infrastructure Strategy, regarding opportunities for open space and developer contributions in the City Centre.
<b>9.</b> <b>Support Creative &amp; Innovative Sectors</b>	 Explore creative partnerships and enhanced connections among the density of creative and cultural institutions across the Z, particularly to realise the collective potential of the creative communities around Sauchiehall ‘Avenue of the Arts’ and Trongate clusters. - Ensure repurposed premises throughout the Z help meet the growing demand for affordable creative workplace (supported by a creative workspace policy) and the respond to the needs and opportunities of the City Innovation Districts.
<b>10.</b> <b>Encourage sustainable densification</b>	 Support the production of Tall buildings Guidance to encourage and manage appropriate scale and densification across the Z, incorporating recommendations of the Vision.
<b>11.</b> <b>Improved accessibility and movement</b>	 Support ongoing implementation of the Avenues and extend the ethos of a greened and rebalanced street network, restored connections/enhanced permeability and safer, healthy and attractive routes through and around the Z





# case study

## making change happen merchant city, glasgow

The renaissance of the Merchant City, now one of the most desirable and celebrated mixed-use areas of the city centre began in the late 1970's thanks to proactive changes in national policy and subsidy support from local government.

By 1989 The Merchant City had been awarded the Europa Nostra Medal of Honour for Urban Regeneration, and in 2007 won The 'The Great Neighbourhood Award' from the Academy of Urbanism. It had become an international model of inner-city regeneration, visited by urbanists and politicians from around the world and influenced the creation of other great urban neighbourhoods like Temple Bar in Dublin.

The original merchant's 'town' of the 16th and 17th century was the centre of Glasgow's trade. The creation of the M8 motorway in the 1960's accelerated the departure of markets, wholesalers and small-scale manufacturing out of the area to newly accessible sites adjacent to the motorway.

To facilitate the University of Strathclyde's 1970's development, the Council had designated it a Comprehensive Development Area and, with robust compulsory purchasing powers then in force, obtained a significant number of sites. The economic crisis of the early 1970's put paid to this grand scheme. In some instances, buildings had already been



demolished to make way for new development. By this time, about a third of all the area's buildings were vacant, and a third of all properties were owned by the City.

In 1981, policy and legislative changes occurred that made it much simpler for local authorities to support private sector housing developments. They enabled city administrations to grant aid housing projects in previously non-residential buildings. The city began to make available buildings that were in public ownership, together with conversion grants (a subsidy per housing unit) and introduced new planning controls sympathetic to city centre residential developments.

Early projects took redundant and often listed warehouse buildings and converted them to residential use. With public subsidy, these first developments were commercially successful and kick-started activity that would develop incrementally in ambition and quality.

They were catalysts for the subsequent involvement of the Scottish Development Agency [later retitled Scottish Enterprise], and this brought a new and important source of funding [Local Grants for Urban Projects – 'LEG-UP's] to the whole Merchant City enterprise.

The development of Ingram Square by Kantel [1982-86] benefitted from a change in planning policy on mixed-



Ingram Square

use development that allowed them to design for retail/commercial at ground floor and residential above and in so doing, to create a building that reinstated the area's historic form.

Thanks to the success of Ingram Square further refurbishment and new build mixed-use projects followed and by 1989 approximately £12 million public funding had attracted a further £75 million private sector investment, the Merchant City had a critical mass of over 1000 residential units, 19 listed buildings had new uses, and around 50 new shops had opened together with restaurants, bars and galleries, bringing activity and footfall to street level.



The Italian Centre

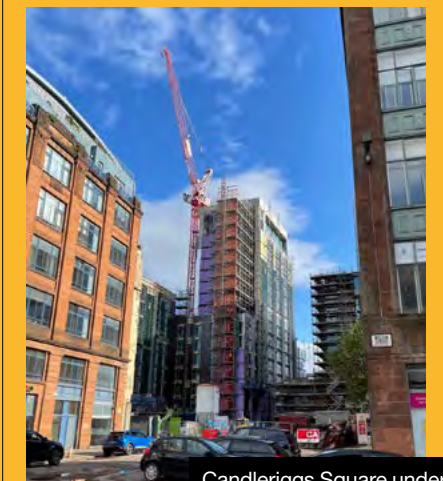
Other notable projects secured the future of heritage landmarks, including The Italian Centre and the redevelopment of the former Sherriff Court building, now home to retail units, bars, the Scottish Youth Theatre and a series of duplex apartments. Not limited to refurbishment, a number of contextually sensitive new-build blocks and infill buildings completed the transformation of the area.

The final piece of the jigsaw, Candleriggs Square, is now emerging on the site of the former Goldbergs department store that has lain vacant since the early 2000's and will soon be home to a mixed-use scheme combining homes, offices, hotel, restaurants and local amenities arranged around a permeable urban realm with a new square at its heart.



Todd Lofts, Ingram Street

The success of the Merchant City, thanks to the introduction of proactive policies, legislative changes and a willingness to work with the private sector and encourage investment with the offer of meaningful grant funding, provides a blueprint for any future comprehensive regeneration projects and proves that significant positive transformation is possible.



Candleriggs Square under construction



The Old Sheriff Court building set within a high quality urban realm



