

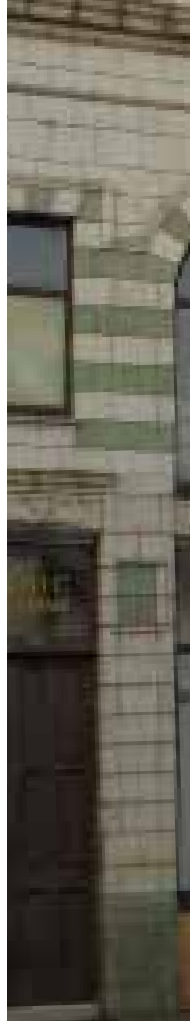
BYRES ROAD | PLACEMAKING REPORT

OCTOBER 2016



Executive Director
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Development & Regeneration Services
Glasgow City Council
231 George street
Glasgow G1 1RX



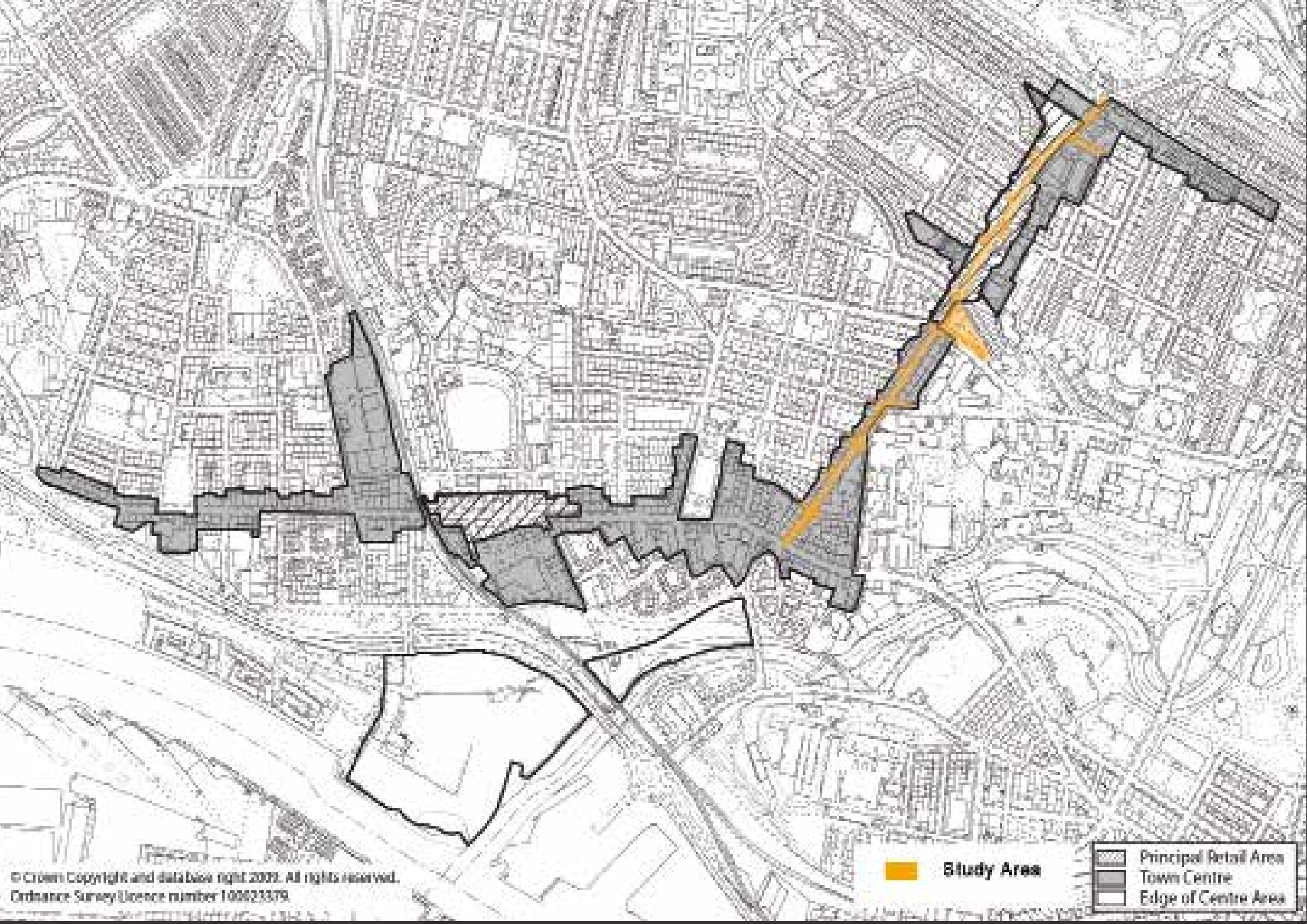
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 **Study Area**

 **Principal Retail Area**
 **Town Centre**
 **Edge of Centre Area**

INTRODUCTION

‘Why are town centres so important that they deserve such special treatment? ... they are places of creativity and enterprise ... town centres allow us to share resources and services ... these long established places are our true eco-towns, resources whose health is critical to our sustainable future.’
Community and Enterprise in Scotland’s Town Centres 2013



This Placemaking Report for Byres Road has been prepared by the City Council in partnership with the local community, as represented mainly through the Byres Road Improvement Group. It is largely the product of Placemaking workshops that were carried out in the summer of 2012, where local residents, businesses, visitors and agencies came together to set the vision for how the street should look, feel and function in future.

This report is also informed by the ‘Vitality and Viability Report’, (2014), by EKOS, jointly

commissioned by the Council and Byres Road Traders Association that explored the commercial issues affecting the street, and the Byres Road Business Improvement District (BID) Business Plan 2015-2020.

This placemaking report will complement the BID Business Plan by addressing the environmental and place-quality issues that contribute to the street’s success. It will highlight actions that can be taken forward by the Council, the BID and the local resident community in partnership with other agencies.

WHY PREPARE A PLACEMAKING REPORT?

The importance of Byres Road cannot be overstated. As the vibrant central spine of the West End, it is a dynamic and multifunctional place – where people live, work and socialise – a focus for social interaction, accessing services as well as economic trade and so vital for the health and well-being of the surrounding community.

Byres Road is also of City-wide importance and the central part of the Partick/Byres Road

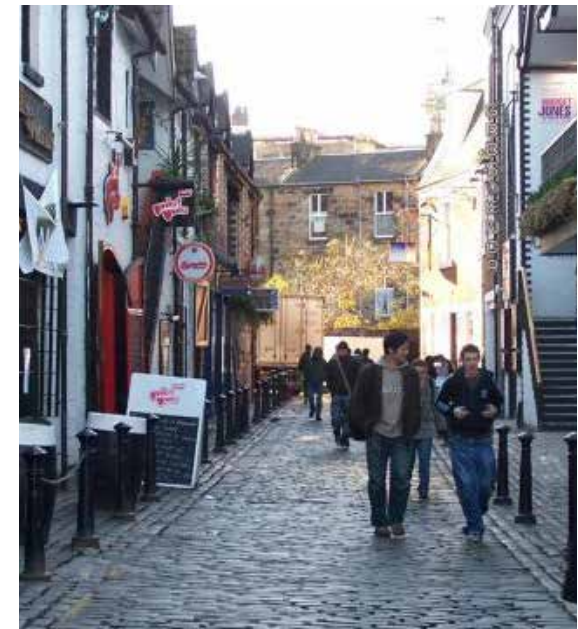


Town Centre. City Plan 2 (2009) identifies Byres Road and its surrounding streets as distinct from the wider Partick/Byres Road Town Centre and also within the hierarchy of Town Centres as it is seen as a visitor destination as well as having an important retail function. It is a busy commercial and leisure street that, along with its network of back lanes, contains a diversity of mainstream and specialist shops, cafes, bars,

restaurants and cinema which serves local residents and attracts visitors both during the day and in the evening and encourages them to stay longer. The street is a gateway to some of the City's key cultural assets – such as Botanic Gardens, Kelvingrove Art Gallery and Museum, Kelvinhall, Huntarian and Riverside Museum – not to mention the University of Glasgow; all of which attract international visitors. The historic character of Byres Road reflects its location within the Victorian heart of the West End with the area north of University Avenue designated as part of Glasgow West Conservation Area. This diversity has a significant impact on the character and feel of the area, as well as on the local economy.

However, in recent years Byres Road has suffered from both economic stresses – such as the impact of the recession, out of centre and online retail competition – and the physical deterioration of its public environment, which negatively impacts on its appeal, attractiveness and user-friendliness. Previous placemaking activity within the Town Centre has included the upgrading of Mansfield Park by the Friends of Mansfield Park and the improvement of pedestrian and cycle routes between Partick Railway Station and Glasgow Harbour. It is considered that due to its significance, Byres Road should be the focus of current placemaking activity within the Partick/Byres Road Town Centre.

While the BID has been established to address the former, this placemaking strategy seeks to address the latter by providing a strategy for investment in the improvement of the street's design and public realm quality. The aim is to address the constraints which the poor quality of the public realm and existing street design currently place on pedestrian movement, cycleability, social interaction and commercial opportunities, in order to ensure an economically successful, liveable, healthy and environmentally sustainable town centre.





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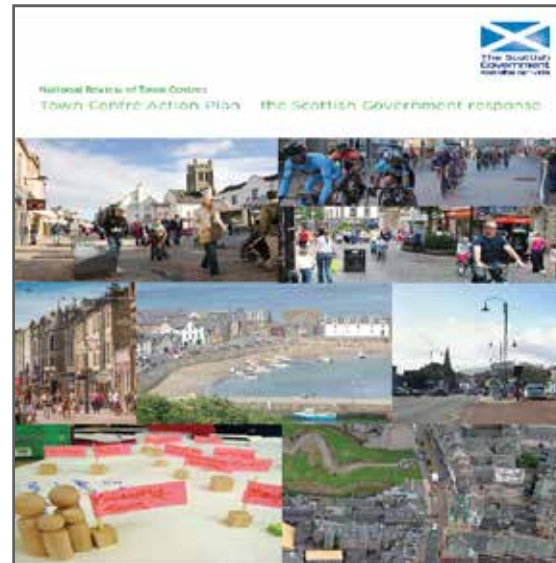
POLICY CONTEXT

‘...to achieve a social, bustling and sustainable Scotland we must put the health of our town centres at the heart of our decision-making processes.’ Malcolm Fraser, Chair of the Scottish Government’s External Advisory Group on town centres (from the Group’s report **Community and Enterprise in Scotland’s Town Centres 2013**)

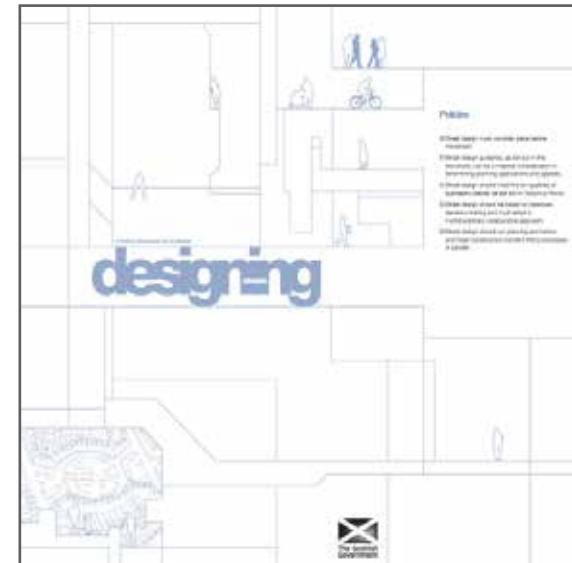
SCOTTISH GOVERNMENT NATIONAL POLICY AND GUIDANCE

The importance of town centres and effective placemaking has been emphasised in recent years in government policy.

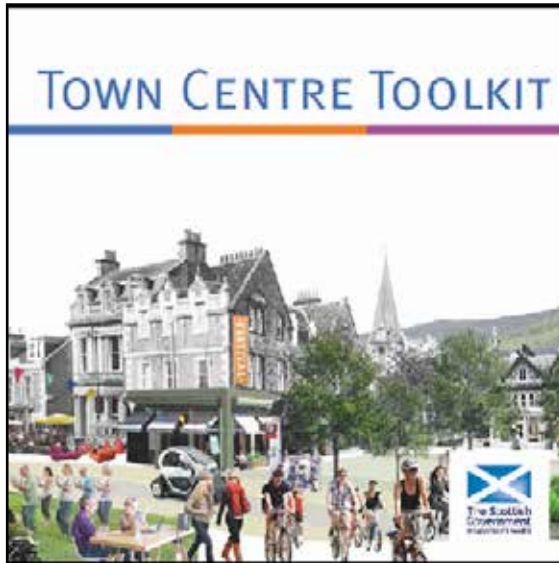
The Scottish Government commissioned a **National Review of Town Centres** in 2013 with Nicola Sturgeon (when formerly Deputy First Minister) stating the need “to take every measure possible to ensure our town centres are vibrant places,”. Carried out by an independent External



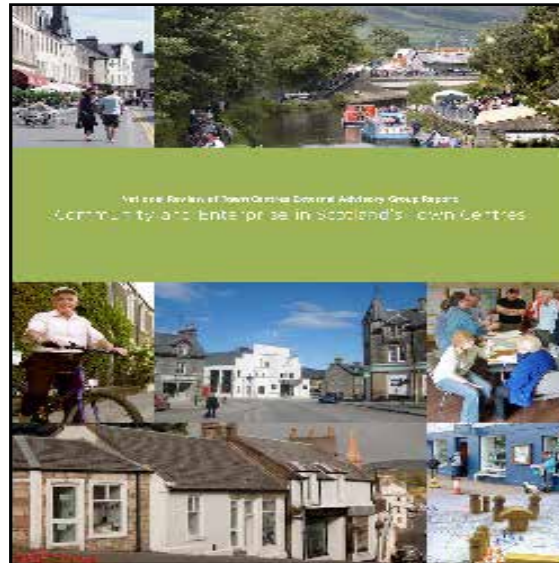
Advisory Group, their report **Community and Enterprise in Scotland’s Town Centres 2013** highlights the contribution of town centres towards wealth creation, democratic rights (regarding accessible services) the low carbon economy (as infrastructure centres) and in satisfying an innate need for social interaction. The review recommended that planning policy for town centres should be “simple and proactive, encouraging public, private and social enterprises to be creative in how they create and retain jobs, support the local community, support town centre living, contribute to creating



a sustainable, low carbon environment and realise locally agreed visions and plans.” The Scottish Government’s response to the Review, the **Town Centre Action Plan** was published in November 2013 and sets out various actions to bring a focus on town centres as a call for action. Progress on the Town Centre Action Plan is set out in a snapshot report **Town Centre Action Plan – One Year On (2014)**. The plan aims to foster local visioning, while setting the right conditions to enable change to happen. The plan is reinforced by the Scottish Government’s agreement with



COSLA of the **Town Centre First Principle**, which is a commitment to consider the health of town centres and take account of the medium to longer term impacts of any investment decisions that are being taken. At local level, the action plan promotes a raft of measures designed to support enterprising communities and vibrant local economies whilst at the same time underpinning the tenets of the Scottish Government’s Economic Strategy, boosting economic growth, increasing competitiveness and tackling inequality.



As recommended by the Review and Creating Places, the Scottish Government have published a **Town Centres Toolkit (2015)** which is a masterplan toolkit specific to town centres, that includes placemaking guidance for communities and organisations on how they can make their town centre more attractive, active and accessible.

Scottish Planning Policy (SPP) (2014) sets out national planning policy and sits alongside **Creating Places**, the policy statement on the importance of architecture and place, and

Designing Streets, the policy statement that puts street design at the centre of placemaking. The SPP defines planning’s purpose as being “to create better places” and all three put design-led placemaking at the heart of the built environment policy agenda. They all define the six qualities of place as “*distinctive, safe and pleasant, easy to move around and beyond, welcoming, adaptable and resource efficient.*”

Designing Streets makes an important distinction between ‘roads and streets’, the latter being used to define those thoroughfares within urban and rural built settings. Roads have a main function of facilitating the movement of motor traffic, whereas streets have important public realm function beyond the facilitation of movement and “are typically lined with buildings and public spaces and, whilst facilitation of movement is still a key function, they normally support a range of social, leisure, retail and commercial functions.” Additionally, Designing Streets highlights that “Streets have to fulfil a complex variety of functions in order to meet people’s needs as places in which to live, to work and to move around. Their design requires a thoughtful approach that balances potential conflicts between different users and objectives.” Designing Streets marks a pedestrian-friendly culture shift in policy from one that was roads and traffic focussed to a one that defines streets as places and is people focussed.



GLASGOW & CLYDE VALLEY STRATEGIC DEVELOPMENT PLAN (2012)

Glasgow & Clyde Valley Strategic Development Plan Strategy Support Measure 1: Network of Strategic Centres designates Byres Road as a strategic centre and requires a diverse range of services to maintain its function as a strategic centre.

GLASGOW'S CITY PLAN 2 (2009)

City Plan 2 is the current 'adopted' development plan for the city. Its Development Policy Principle (DEV 4) on 'Town Centres' states that "In considering proposed developments, the Council will give priority to improving the environmental quality, vitality and viability and residential amenity of these areas." Partick / Byres Road is categorised as a Tier 2: Major Town Centre within the hierarchy of Town Centres. It is also recognised as 'unique' within the city, due to it being within a University

neighbourhood as well as a day and night time leisure destination as encouraged by its quality and range of shops, cafes, restaurants and bars. The Plan requires future proposals to complement these unique qualities and integrate with the existing centre. The northern half of Byres Road is designated as a Principle Retail Area and Policy SC 10 states that within this area non-Class 1 retail uses should constitute no more than 20% of ground floor units, in order to protect the retailing function of the centre.

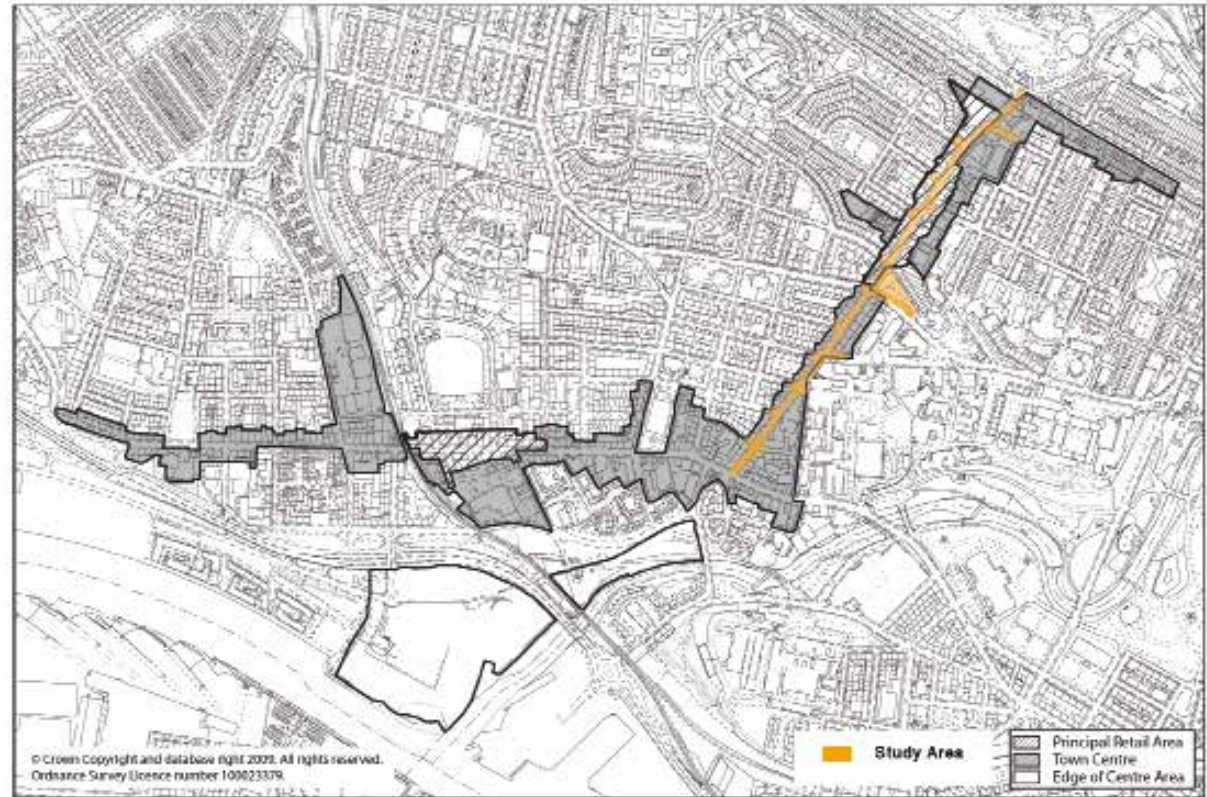
GLASGOW CITY DEVELOPMENT PLAN

The Glasgow City Development Plan due for adoption in 2016 strongly emphasises a placemaking design-led approach to new development and establishes a Place-making Principle as one of two overarching policies for the plan. The other over-arching policy is the Sustainable Spatial Strategy which aims to create a 'compact city' form which supports sustainable development; ensure that the City is well-positioned to meet the challenges of a changing climate and economy, and to build a resilient physical and social environment which helps attract and retain investment and promote an improved quality of life. Placemaking Supplementary Guidance will promote a design led approach where understanding of the existing context and the environment

as well as consideration of opportunities and aspirations will inform how places are expected to develop. The strategy reflects this approach by evidencing engagement with the community and analysis of the current context before investigating and identifying a range of strategic and specific, positive placemaking opportunities. Supplementary Guidance to the Plan will be prepared covering the City's Network of Centres and will advise on the approach to retail and non-retail mix of uses within the Partick/Byres Road town centre and Byres Road Principle Retail Area.

GLASGOW CITY COUNCIL'S RESILIENCE STRATEGY

Glasgow is a member of the Rockefeller Foundation's 100 Resilient Cities (100RC) Network and is in the process of preparing a Resilience Strategy that will explore how the city can proactively manage future challenges, such as environmental effects of climate change, and the ability of its urban infrastructure to adapt to cope with these challenges amidst a growing population. Consultation took place on the Resilient Glasgow Conversation Document in 2015, to inform preparation of the draft strategy.





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OPEN 24 HOURS



THE STREET CONTEXT

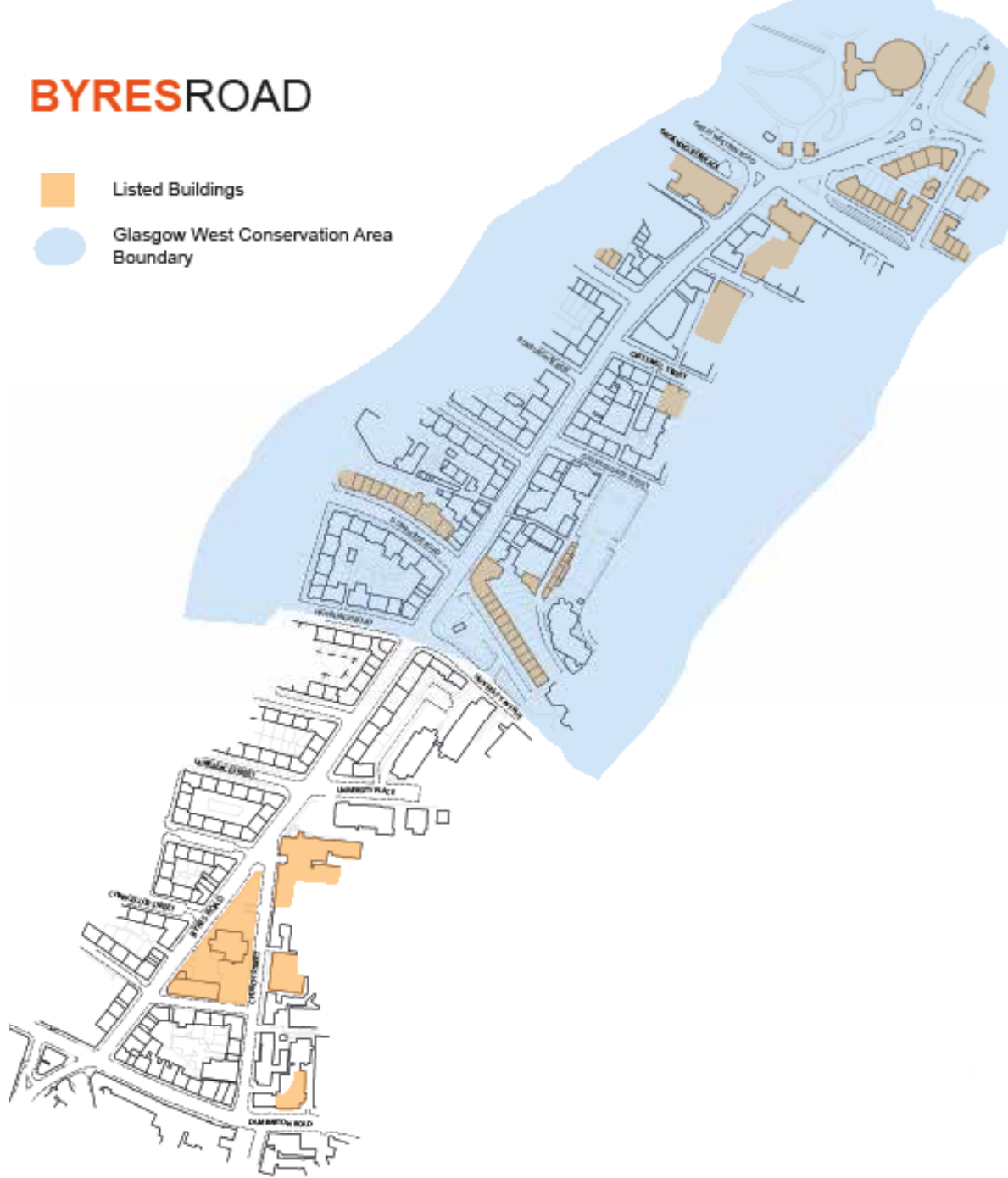
A DISTINCTIVE TOWN CENTRE

Byres Road is a dynamic and multifunctional town centre with a catchment population of around 45,000 local residents according to the 'Vitality and Viability Report' carried out by EKOS in 2014. The social interaction, access to services and economic trade taking place on Byres Road is vital to the health and well-being of these surrounding communities. The street is also of City-wide importance due to the economic activity it generates through the shops, cafes, bars and restaurants on the street and its role as a gateway to some of the City's key cultural assets for visitors.

From the Botanic Gardens to University Avenue, the street is designated as part of Glasgow West Conservation Area, a designation that reflects the historic layout of the streets and buildings that connect Byres Road with the surrounding neighbourhoods of Hillhead and Dowanhill. The distinctive street hierarchy around this part of Byres Road incorporates the historic high street with ground floor retail and commercial activity, the adjoining cobbled lanes which are the location of cafes, bars, restaurants and a cinema that make a significant contribution

BYRESROAD

-  Listed Buildings
-  Glasgow West Conservation Area Boundary



to the vibrancy of the night time economy, residential streets formed by the tenement blocks and avenues that form crosses where they meet Byres Road. The combination of connected places with a contrasting character adds to the areas distinctive appeal.

To the east, Hillhead is formed from a gridded street pattern of Victorian tenements and terraces interrupted by greenspace and trees. There is a particularly high concentration of houses in multiple occupation within this area around Byres Road reflecting its proximity to the University of Glasgow and the large student population. Vinicombe Street has a distinct character from other residential streets as there is no vehicular access onto Byres Road and it contains cafés and bars alongside two important Category 'A' Listed buildings close to Byres Road – the former Hillhead Picture Salon (now in use as a bar/restaurant) and the former Botanic Gardens Garage. The visual and physical connections to Byres Road are substantially obscured by a concentration of poorly located and out-dated street furniture and parked vehicles. This, combined with poor paving and incomplete cobble stones makes the street look neglected, unattractive and under-used.

The entrance to Ashton Lane to the south of Hillhead Subway Station on Byres Road is particularly unattractive with black walls that can at times feel quite threatening.



The layout and appearance of an existing car park and electricity substation located at the corner of University Avenue is visually and functionally problematic, offering little to the pedestrian experience or enjoyment of the street, nor to the setting of the attractive Category 'B' Listed Ashton Road terrace. This space occupies a prominent location at the central arrival point to Byres Road from the east and west. The site is also a gateway to the University Campus and adjoins a major intersection and crossing point on the street for all modes of transport; mainly pedestrians, cyclists, buses, cars and taxis. The pavement, especially at the corner which get busy with

people waiting for the pedestrian crossing, is currently cluttered with a variety of mismatched signage. An unattractive boundary wall in front of a line of cars doubles as an informal seating area for people stopping to chat or enjoy the sunshine. The space is constrained by a high voltage electricity substation in the centre, with drab brick blank walls that are lined with bins that present a poor arrival image to Byres Road.

To the west, in Dowanhill, the influence of the landscape is strong with the urban form of tenements and terraces exploiting the topography of the area; following the curves of the hill at Crown Terrace. The area incorporates



tree lined streets, spacious private and communal gardens that contribute to the leafy green feel of the West End.

To the south of University Avenue the street combines the tenement form of neighbouring Partick to the west with buildings associated with the University of Glasgow and the former Western Infirmary to the east. The ground floor retail and commercial units are characterised by smaller floor plates than those to the north of University Avenue with a greater number of local convenience shops and estate agents. Occupying a prominent gusset site to the southern end of Byres Road, the Church Street

triangle is a prominent site that has a significant impact on the character of this part of Byres Road. The former school building (currently occupied by the City Council's Social Work Services), swimming baths and other structures on the site are Category 'C' Listed, however the condition of the vacant swimming baths detracts from the attractiveness of neighbouring streets. Trees line the northern gusset part of the site, providing green relief, however, the gusset frontage is currently cluttered by guardrail and phone boxes.

To the south-east, centred on the length of Argyle Street, are the communities of Finnieston and Yorkhill which are experiencing an economic and cultural revival as they continue to benefit from the vibrancy brought by a growing population and the opening of the SSE Hydro.

A CONNECTED TOWN CENTRE

Byres Road is well connected by public transport, with the Subway providing direct access to Hillhead and Kelvinhall stations from the City Centre and from other areas of the West End and from south of the River Clyde. Partick Railway Station is located nearby and provides direct access to Byres Road from destinations across West and Central Scotland. Recent station upgrades have enhanced the passenger experience. Regular and well used bus services





mainly use the east-west routes of Dumbarton Road, University Avenue and Great Western Road that pass through Byres Road.

Cycling has the potential to become a popular mode of travel for those travelling to Byres Road and this has been aided by the opening of the cycle hire locations on University Avenue and at the Botanic Gardens. The University Avenue location is the 3rd most used in the city. The street grid enables cyclists to avoid congested routes by using the quiet residential streets that run parallel to main thoroughfares. However at

present, cycling is not easy on Byres Road as there are no designated cycle lanes and the high levels of vehicular traffic make cycling a less pleasant experience. This is reflected in the 'Vitality and Vibrancy Report' which states that only 2% of those surveyed travelled to Byres Road by bike. There is also a lack of dedicated cycle lanes connecting to and across the area.

While Byres Road is the main commercial focal point, the West End is a composition of the residential communities that surround it; each with their own distinct character and individual heart, with local shops, cafes, bars and

restaurants. The highly permeable network of attractive streets and lanes allows easy access to Byres Road from the adjacent residential communities of Hyndland, Partick, Dowanhill and Hillhead. This is reflected in the 'Vitality and Vibrancy Report' which states that 44% of those surveyed travelled to Byres Road on foot.

To the south of Partick Cross, student residential development and the accompanying activity has the potential to add to the vibrancy of the southern section of Byres Road. These developments and potential large scale mixed use development at Glasgow Harbour are likely to contribute to increased north-south pedestrian and vehicular traffic along Byres Road.

AN ADAPTABLE TOWN CENTRE

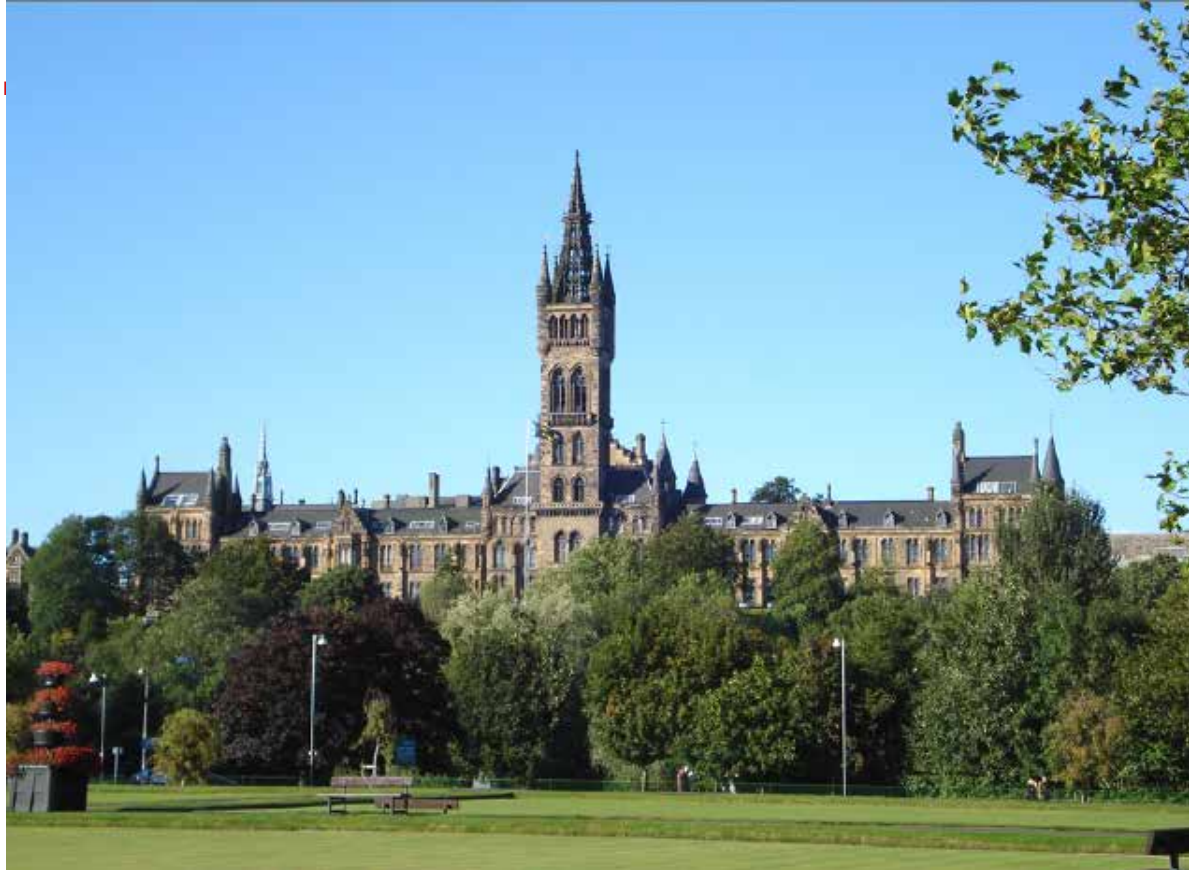
The 'Vibrancy and Vitality' Report found that increasingly difficult trading conditions for retail businesses has led to a decline in the number of independent retailers operating on Byres Road and that this is affecting the distinctive character of the street. This is reflected in concerns from local businesses that high rent and rates is displacing activity from Byres Road into surrounding areas that are deemed more affordable. The report states that areas such as Kelvinbridge and Finnieston, with its rapidly evolving range of bars and restaurants, and recent trend towards small 'quirky' and vintage

shops is having an impact on the vibrancy and vitality of Byres Road. The street still has a good diversity of independent traders, although there are local concerns over the increasing proportion of chain shops and charity shops.

Alongside the competition from local areas, changing consumer behaviour is resulting in retail expenditure shifting to out of town centres and online. Over a ten year period there has been a gradual decline in the number of Class 1 retail units, from 57% to 49%. As a result the non-Class 1 uses in the Principle Retail Area of Byres Road comprises some 35.9% of all units, not 20% as targeted within City Plan 2. Since 2002 the percentage of non-Class 1 units has been at or over 30% reflecting an increase in the number of units occupied by Class 3 food and drink uses. The shift from Class 1 retail use to Class 3 food and drink uses has ensured that levels of vacancy on Byres Road have remained relatively healthy despite a dip due to the recession in 2008.

Byres Road and Lanes Business Improvement District has been established with a remit to improve the trading environment and address issues impacting on businesses operating on Byres Road. They aim is to increase customer footfall, customer linger time, customer spend and customer retention. The University of Glasgow's main campus adjoins Byres Road and a large number of





students and staff live in the locale, which has contributed to the 'bohemian' character of the area over the years. Working closely with the City Council, The University of Glasgow prepared a Campus Development Framework (June 2014) to guide the future development and expansion of its campus, which now includes their recently acquired site of the former Western Infirmary at the southern end of Byres Road. The closure of the Western Infirmary is identified in the 'Vitality and Viability Report' as likely to have an impact on footfall and revenue generation therefore the re-development of the site has the potential to mitigate this impact. The Campus Development Framework recognises the symbiotic

relationship between the University campus and Byres Road and its West End locale; with the success of each being influenced to a degree by the success of the other. The Framework envisages strengthening this relationship and integrating new development and public realm improvements with Byres Road, including considering the role of Church Street Triangle and Ashton Road car park as 'gateway' sites to the campus and Byres Road. The University are currently embarking on a masterplan for the Campus – with particular focus on the former Infirmary site - that will take the established principles of the Framework forward.

The Five Streets Placemaking Report from 2012 identified that the climate change challenges for Byres Road are similar to those across the city. Climate models predict that Glasgow will experience warmer wetter winters and warmer drier summers but with an increased risk of intense rainfall in summer storms. The flash flooding risks attached to such rainfall have been witnessed elsewhere in the city with drain and sewer systems being overwhelmed by the volume and speed of water – resulting in flash floods. Byres Road’s layout and strong café culture offer opportunities for street trees and functional rain gardens which enhance the quality and usability of the public realm as well as managing flood risk and reducing air pollution.





VINICOMBE STREET

STYRUS

DEPT

EXPOSURE

good food
follow
the walls.com



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HILLHEAD BONNETS
LUNCHES UNDER €5
DINNERS UNDER €10

5873

SUMMARY OF CONSULTATION

“The biggest single asset of any town centre is the energy of its people.... Local residents, businesses and Council working together can make their town centre a busier and better place.”
Scottish Government’s Town Centres Toolkit (2015)



The Future of Byres Road
Invitation to a community place evaluation event for Byres Road

Glasgow City Council, in partnership with Greenspace Scotland, invite you to take part in exploring how Byres Road could change in the future to become a more vibrant, attractive, people and environment friendly street.

Come along to one of two workshops at :-

Hillhead Library
on:
Wednesday 11th July, 2pm - 4.30pm
Tuesday 17th July, 5.30 pm - 7.30pm

 *help us make Byres Road
a great street for the future!* 

PLACEMAKING WORKSHOPS

In July 2012, two local stakeholder Community Placemaking workshops were held in Hillhead Library, facilitated by the City Council’s Planning Service and Greenspace Scotland. The workshops were well attended and comprised good representation from local residents, businesses, community groups, including community councils and elected City Council Members, council officers and agencies as well as a range of age groups from young to older.

The workshops asked the questions:

- What is best about Byres Road?
- What would you like to be able to do here?
- How would you like to see the street improved?

The aim of the workshops was to explore the good and bad aspects of Byres Road from various perspectives and agree a collective vision for how it should be improved in future.

SUMMARY OF ISSUES

IDENTITY & CHARACTER

Byres Road has a strong identity which attracts visitors and also plays a major part in people's decision to live in the area. All participants reacted positively to the feel of the area using terms like 'vibrant', 'buzz', 'unique', 'eclectic' and 'quirky'. They also commented on the 'feeling of being a village' and the sense of community. The fact that Byres Road is a residential area as well as a key shopping street and a major leisure destination was considered part of the area's attraction.

This feeling of being different (even slightly unusual) is a major feature of Byres Road and makes it distinct from other parts of the city. The independent shops, cultural offer, population mix and distinctive character and charm of the surrounding west end all contribute towards this. It is important, therefore, that any work undertaken to improve the quality of Byres Road is not at the expense of the 'special' feel of the area and reinforces its unique qualities. Future action on Byres Road must bear in mind that quality of finish is not the same as quality of place – placemaking is about building on the positive nature and identity of the area.



APPEARANCE

The most negative comments related to the appearance of the street. Participants highlighted a number of factors which made the area less attractive and which combine to give an impression of neglect and lack of pride.

Lack of colour - the street is dominated by tarmac, concrete and stone and there is little to relieve this impact. Opportunities to introduce greenery and art were suggested for the length of Byres Road 'to soften the street' and unused shop units were identified as potential

sites for adding colour through artwork. **Vacant shop units** - empty units have negative impact on appeal of the street. Steps need to be taken both to encourage use of these premises and to improve the appearance of those units which remain empty.

Shopfront design - The design of existing shopfronts is a matter of concern locally. Originally, the shops in each block would have had a unified frontage with common heights of fascia signage and stallrisers. Over time, this unity of design and proportion has been broken by premises using different frontage designs

(often in response to corporate design guidance from chains or franchise providers). This has led to a fragmented and unattractive appearance to many of the shopfronts in the tenement blocks.

Paving - the poor condition of the existing surfaces results in the unattractive streetscape. The poor quality and condition of the paving certainly does not reflect the status of Byres Road as one of Glasgow's most important streets. Litter, chewing gum and the poor condition of street furniture exacerbates the unattractiveness of the pavement.

Street clutter – redundant street furniture including poles, signage (in various styles), bus shelters, advertising hoardings, phones boxes, bins, guardrails etc – has a considerably negative impact visually and functionally, as this can hinder ease of movement (some referred to the pavement as being a pedestrian slalom of clutter). In many places, there is scope for rationalisation of street furniture including signage (pole sharing) and removal of damaged street furniture. There are also examples at several of the road junctions where street furniture – particularly the advertising 'carousels' are seen by some respondents as being poorly located and block key views into surrounding areas.

Bins - Large commercial bins have a strong presence on Byres Road and often dominate



the junctions with side streets adjoining streets and lane entrances. These, along with bags stacked next to bins, are highly unattractive (visually and in terms of odour) and negatively impact on the quality of pedestrian/shopper experience.

Signage - on buildings and within the street is often of poor quality and frequently confuses rather than informing. In some places, signs duplicate each other and there is little or no consistency in design or location of signage. Signage currently contributes to clutter.

Eyesores - the negative visual impact of the following particular sites was highlighted:

The former Church Street School and Swimming Baths site - This prominent site in the southern end of Byres Road and does not contribute positively to the street, either visually or functionally. The site is contained by its boundary wall and trees (to the northern end) and the long-time derelict condition of the former baths building (to the south) portrays a feeling of neglect.

Ashton Rd/ University Avenue car park and electricity substation - The current layout and

appearance of the car park and electricity substation building at this key arrival point on Byres Road is poor. It is a car dominated space with prominently sited recycling bins that cannot be used or enjoyed by people, who are pushed to the boundary wall edge to sit. Entrance to Ashton Lane from Great George Street – This stretch along the frontage of the car park and rear of Iceland is dominated by bins, litter and kerb parked vehicles, which have a negative visual impact on the entrance to Ashton Lane for car park users, arriving in the West End.

Blank walls – Participants highlighted a number of ‘unattractive’ or ‘drab’ or ‘dark and depressing’ blank walls along the length of Byres Road that affect feelings of safety and usage as well as the attractiveness of the area. Such locations that could be invigorated, brightened and improved are:

- Ashton Lane from Byres Road
- Grovenor Lane
- Dowanside Lane
- University Place
- Ashton Road substation
- Vinicombe Street substation





Lighting - Participants identified the potential to improve lighting in Byres Road:

To improve the feeling of safety – particularly at entrances to the Lanes and around University Place and the partially neglected Church Street triangle site. Some residents felt less safe in these areas at night

To improve the general appearance of the street and highlight assets- architectural and artistic lighting could be used to enhance buildings and key spaces along the length of Byres Road. The ‘halo’ on the Oran Mor was cited as a good

example of a building specific lighting solution – could something similar be done for the library and other buildings and to deal with blank walls?

For seasonal and events lighting – participants wished to see Christmas lighting introduced and lighting to mark events and festivals.

To reduce energy use - by switching to LED lighting and low energy measures.





ACCESSIBILITY, MOVEMENT & CONNECTIONS

Accessible public space/ somewhere to sit

– Participants felt strongly about the need for public space to address the ‘lack of somewhere to sit’ on Byres Road - to rest (especially for the less mobile), meet friends, relax and ‘watch the world go by’ and to enhance the social experience of the street. Currently, the only places to sit are private cafes or incidental spots such as the boundary wall to Ashton Road car park. Some highlighted that sitting out would be more comfortable with a buffer between seating areas and the road, with a number of participants indicating that people spaces should be created by reducing car parking spaces.

Barriers to pedestrian movement – there is a need to address and remove street clutter to free up space on the street and make it easier to move around. This includes the siting of large bus shelters, which in some areas create ‘pinch points’ on the street making it difficult to pass, especially with prams, buggys and mobility aids. Pedestrian barriers/guardrails also inhibit movement at main ‘gateway’ junctions, such as Byres Road / Great Western Road (between the Botanic and the Oran Mor), where the barriers make crossing the road difficult. Wherever possible, barriers should be removed – where they are still deemed to be necessary, they should be well-designed and attractive (the

contrast between the 'good' and 'bad' barriers at Great Western Road/Queen Margaret Drive/Byres Road is particularly noticeable) and properly located.

Lack of Cycling Infrastructure - cycling was not considered to be easy or pleasant on Byres Road, due to the lack of designated cycle lanes and volume of traffic. Steps should be taken to make cycling safer and a more attractive travel option. It was noted as important to ensure that any actions taken to improve the pedestrian experience do not add problems for cyclists (this criticism has been levelled at some of the recent road and street improvements in London). Cycle parking was welcome, however, some facilities are poorly located (e.g. on pavements in areas which could be better used as public spaces or not close to main areas of activity). It was highlighted that elsewhere in the UK and Europe, cycle parking facilities have been located on the road - a number of participants suggested converting parking spaces into cycle lanes.

Traffic dominance – the dominance of cars and other vehicles was considered to have the greatest impact on the appearance and feel of the street; with pedestrians being constrained at the edges of the street and the rest of the space being taken up by cars, lorries and buses. The considerable amount of on-street parking adds to this traffic dominance. Participants felt



that this balance needs to be redressed and that widening pavements - and narrowing the road - where possible would benefit pedestrian movement and influence driver perception and behaviour, to create a more 'people friendly' street. Temporary interventions and 'low key high impact' measures should be considered to trial street reclamation without major physical change to the road itself – this was noted as successful in several North American cities, e.g. New York and Toronto.

Slow traffic movement – is, on one hand, considered a benefit as the slow speeds allow

for people crossing the street, almost like an informal shared surface. However, there are both air and place-quality implications from congestion, traffic waiting at lights and idling vehicles. A potential traffic light sequencing issue was raised at main junctions such as University Avenue/Highburgh Road. The impact of different light sequencing or of removing lights (e.g. using zebra crossings) should be explored.

Poor visual connections – between Byres Road and its neighbouring lanes and residential streets should be addressed. Junctions and lane entrances present the opportunity for



prioritised street interventions that maximise visual linkages, e.g. remove clutter to open up views to side streets and onto Byres Road, create green links and provide seating.

Green links –there is an opportunity to create a series of spaces and street greening on Byres Road that connects the Botanic Gardens down to the University and Kelvingrove Park, which will also improve links with the River Kelvin wildlife corridor. Street level interventions, whether for climate change or for aesthetics, should be designed in such a way as to maximise green network connections.

Signage - which should make the area easier to navigate but is currently seen by many as poorly designed and often confusing. This is, in part, due to the clutter caused by multiple signs in various styles and often poorly located. Surprisingly, many of the obvious visitor attractions, including the lanes, are poorly signed from the street and difficult for visitors to locate.

Public transport – Byres Road is well served by public transport, with the Subway stations at Hillhead and Kelvinhall, which link the area to the city centre and surrounds, being a key asset for the locale. However, the hours of operation (up until 11pm Mon-Sat an earlier on





Sundays) was considered limited and there was a feeling it should be extended. The poor quality of access connection to Kelvinhall station was highlighted and should be addressed. The street is also well served by buses, although the location and siting of bus stops was the subject of discussion. Taxi provision was considered good – and an important service for night time – but the location of ranks and idling of vehicles could be re-assessed.

‘Sociability’ - The external environment of Byres Road scored particularly poorly for sociability. Participants highlighted the lack of opportunities to meet with people other than in cafes, with few places for people to linger on street; those places which could lend themselves to people congregating are poorly maintained, unattractive and/or dominated by street clutter or parking. Areas such as the entrance to the library, the end of Vinicombe Street and many of the road junctions/corners where wide pavements should offer opportunities to step out of the flow of people along the main street should be improved.

Participation – low levels of community activity in the street was highlighted - little involvement in the management of any areas and few organised events. The return of the West End Festival Parade in 2015 to Byres Road generated activity that is seen as positive by many who wish to see programmed activities

on the street. A need was noted for more information on what’s happening locally.

USES

Commercial future – support was expressed for the current retail and café culture / leisure offer, however, there was concern over the increase in the proportions of chains, food providers, charity shops and vacancies. Opinion was split on the ‘Waitrose effect’, with some valuing a high end food retail offer and others feeling it had raised rentals and squeezed independents (e.g. Roots and Fruits) out. Improving the diversity of the commercial offer is considered important, as well as new formats, such as street markets.

Retain diversity and identity – participants expressed concern regarding the erosion of the niche ‘independents’ retail offer, who have struggled in the recession and also other costs including rents and rates and rentals on the street. They are a key part of the attraction of Byres Road and efforts should be made to support them. A strategy for local business development was considered essential and the setting up of the Byres Road Traders Association was viewed as a positive step towards this.

Events – support was expressed for the West End Festival including holding the parade in the street, as well as other cultural offerings, such as ‘a play a pie and a pint’ at Oran Mor and

Botanics outdoor theatre and arts events. There was a desire for more events in the street; markets, performances, community events and seasonal, e.g. Christmas. Key spaces to utilise include; the Lanes, Ashton Road car park, Vinicombe Street, University Place, front of former school on Church Street. Programming the street/spaces with a calendar of events was considered important.

CLIMATE RESILIENCE AND ENVIRONMENTAL PERFORMANCE

Greening the street and lanes – was considered important, both visually and to manage water, by addressing flash flooding by slowing water run-off. There was considerable support for trees and rain-gardens, green roofs and green walls, the latter also having a benefit for greater thermal efficiency of buildings.

Air quality – was highlighted as a big issue on Byres Rd with the street identified as a priority for reducing pollutants. High volumes of traffic, traffic congestions from waiting at lights and taxi idling were seen as key contributors to high concentrations of pollutants.

Shop local - maintaining an accessible, appropriate, vibrant and diverse mix of shopping and leisure options will reduce the need for people to drive to other facilities. Participants

felt that a 'shop local' campaign and loyalty schemes could be encouraged to support the use of local shops.

Improve active travel and public transport - the street needs to be part of a good and well-connected network of walking and cycling routes, this lack of infrastructure needs to be addressed. There are opportunities to pilot an exemplar scheme linked to part of the 'University neighbourhood'. The early closing of the Subway and the associated large influx of taxis to the area was identified during consultation.





5

RECOMMENDATIONS

‘Our perception of a town centre is largely shaped by its physical environment. Town centres must have attractive streets and public spaces where it is pleasant to walk around and spend time, otherwise people will choose to go elsewhere.’ Scottish Government’s Town centres Toolkit (2015)

This section outlines the recommendations for investment in the improvement of Byres Road’s street’s design and public realm quality.

There is a strong qualitative case for investment in urban public realm improvements; they can encourage walking and cycling, improve health outcomes, reduce traffic congestion, benefit the environment, facilitate social encounters, enhance social cohesion and assist local economies. There is also a strong quantitative case for such improvement, as a place that attracts and holds people (thus increasing footfall) will benefit local businesses. Research

cited by Living Streets in their publication ‘The Pedestrian Pound’ suggests that “making places better for walking can boost footfall and trading by up to 40%.”

Thus, the **Overall Objective** of this plan is to - rejuvenate the quality of Byres Road streetscape and public realm to create a people-focussed place that enhances the pedestrian experience, promotes social interaction and dwell time, enhances the economic vibrancy of shops and services and improves its cycle-friendliness and environmental performance.

The holistic nature of Byres Road is its strength - as a place to live, work, visit and enjoy for a variety of reasons. However, balancing the often competing demands of this multi-functionality can be difficult (e.g. maintaining diversity of uses, balancing residential amenity and night-time commercial activity, successfully accommodating pedestrians, cyclists and vehicles). The planning, design and management of the street and its spaces should seek to reduce these conflicts, to create a simplified and equitable people-friendly place.

The plan responds to the key placemaking issues identified during the workshops:

- the need to green the street,
- create new civic spaces,
- ensure pedestrian priority,

- improve ‘cycle-ability’,
- reduce traffic dominance,
- retain distinctive character and identity,
- celebrate heritage and architectural assets,
- ensure diverse range of shops, services and leisure offers,
- enable a culturally rich calendar (events, galleries etc.),
- improve environmental performance and involve local people in place management.

It groups suggested place-making interventions into four emerging priority themes:

- Create New Civic Spaces
- Enhance Pedestrian Experience, Street Aesthetic and Climate Resilience
- Reduce the Dominance of the Car and Improve Accessibility of the Street
- Support Commercial and Cultural Vitality

The table of actions associated with each theme specifies a financial resource where applicable or already identified, with further work to be done to estimate cost ranges as actions are explored. Delivery partners have not been specified as it is anticipated that the key stakeholder partners; the City Council, BID, Byres Road Improvement Group along with local traders and residents will all have an input to delivery of most actions working in partnership. Lead partners

to progress specific actions should be agreed - which may include organisations such as the university or SPT - along with other parties who need to be involved.

Firstly, however, the plan includes two principle recommendations; the first looks at implementing a full transformational re-design of the street, should financial resources be secured, and the second relating to a creation of a delivery partnership.

RECOMMENDATION 1 - COMMISSION AND IMPLEMENT A FULL STREET RE-DESIGN

The placemaking workshops highlighted the need to look at the street as a whole and undertake a unified design for the entire street – while also addressing specific issues (e.g. clutter, or lighting or cycle infrastructure) - in order to allow fully integrated solution. Consultation responses identified the importance of ensuring key junctions at Partick Cross to the south and Great Western Road to the north are considered within the scope of the full street re-design. The approach to its improvement cannot be thought about in a transport engineering dominated way. It needs to balance the issues of traffic capacity and movement with the economic and social place functions of the street in a way that benefits all.





The approach to street design in Scotland is beginning to reflect the Designing Streets guidance that identifies streets as people focused places. In Edinburgh, a yearlong trial has recently been carried out on George Street to reallocate space to pedestrian and cycle use while ensuring vehicular movement and parking is not adversely affected. George Street is comparable to Byres Road in that both streets are important retail and leisure destinations that also function as key routes for pedestrians, cyclists, buses and other vehicular traffic. The temporary approach utilised for George Street

allows new approaches to be tested prior to a full design being implemented.

In Glasgow, the Sauchiehall Street 'Avenue' proposal is a Council led project to create more public space and alter traffic management along Sauchiehall Street from Charing Cross to Rose Street. The re-designed street will prioritise pedestrian and cycle routes to create an integrated and connected network of safe and pleasant routes across the city centre which will be linked to the surrounding neighbourhoods. Currently in the design phase and due to be delivered in 2017.

Due to the physically constrained environment on Byres Road it will be a challenge to fulfil the aspirations of different stakeholders. Designing Streets highlights that "Streets have to fulfil a complex variety of functions in order to meet people's needs as places in which to live, to work and to move around. Their design requires a thoughtful approach that balances potential conflicts between different users and objectives.

RECOMMENDATION 2 - ESTABLISH A 'STRATEGIC STAKEHOLDER PARTNERSHIP' TO PROGRESS DELIVERY ON THE GROUND

It was considered that a delivery partnership mechanism needs to be in place to bring together various stakeholders in order to agree, coordinate, oversee and drive delivery on the ground. This should include representatives from the City Council, the Byres Road Improvement Group, BID, Glasgow University and key agencies as appropriate, e.g. SPT, Sustrans, A&DS. The local city council elected Councillors and MSPs have shown considerable interest in the improvement of Byres Road and their ongoing involvement is considered important for creating and maintaining momentum.

PRIORITY THEME 1 - CREATE NEW CIVIC SPACES

Great places enable people to meet and to spend time together both as individuals and as wider communities. In addition to the social and well-being benefits, the positive commercial implications of creating desirable public spaces and sitting areas noted as people would spend more time on the street and be attracted to the area. In Byres Road the creation of new civic spaces should be progressed through the following three areas:

- New Civic Spaces
- Addressing Key Corners
- Pavement Reclamation Enhancement





Vinicombe Street

Vinicombe Street has the potential to be transformed into a new civic space that capitalises on its quiet situation just off Byres Road and it's existing, albeit currently spatially constrained, pavement café culture. The creation of a shared pedestrian-vehicle space would retain access to the lanes while allowing the space to become people focussed with seating, events space and a wider range of activities that uses the space more efficiently. There is a desire to soften and 'beautify' the street with greenery, such as tree planting or rain gardens, as there is no 'green relief' in the



harder urban landscape in this top part of Byres Road and adjoining streets, such as Cresswell Street.

Vinicombe Street is adopted by the Council, (and therefore in public control), and is freer from development constraints than Ashton Road or Church Street Triangle sites. This means it is the logical first civic space to progress out of the three. Following intensive consultation with the local community physical alterations have been made to form a civic space on Vinicombe Street with car parking and street clutter having been removed to form areas of seating and space for future events.



Ashton Road / University Avenue

There is potential to redevelop the site to create an attractive central civic space in the street that projects a positive image of the West End, provides a welcoming arrival to Byres Road and a suitable feature gateway to the University. The site could be more open and interact with the street, allowing people to criss-cross through the space and providing a social meeting point that relates to this busy junction. Consultation responses identified a desire for small scale temporary environmental interventions that would allow the partial transformation of the space prior to it being fully redeveloped. It has

the potential to incorporate green elements, to soften the street and attenuate surface water run-off, with trees to provide shelter. There is potential for tree planting on the edge to tie in to a future boulevard for University Avenue. The site could be a space that provides seating and a place to stop, linger and chat and events space however, it could accommodate some ancillary development to bring activity.

The University's Campus Development Framework showed Ashton Road car park redeveloped in such a way to provide a fitting high quality gateway to the campus. The redevelopment of the space should be progressed in partnership with the University.

Church Street Triangle

The site has potential to become a feature civic space at the southern end of the sequence of spaces on Byres Road. The University's proposed redevelopment of the western infirmary site and opening up of the Church Street frontage will create opportunities to align routes and views from Partick to the University Campus and Gilmorehill Tower. This space and Torness Street to the south will become increasingly important for movement between Kelvinhall Subway Station, Byres Road and the redeveloped western infirmary site.

The northern part of the site could form a new civic square, with greenery, seating, events space, possibly art and sculpture - a pocket park for Partick where people can meet, sit, relax, eat or watch the world go by. Consultation responses identified a desire for the car park to be used for events at weekends prior to it being fully redeveloped. In this scenario development could be contained to the southern part of the site, with the refurbishment and redevelopment of the former school building and former baths building, possibly for employment and community uses. The old school building should contain active ground floor uses that spill out on the civic space, perhaps with tables and chairs, to create activity. The poor condition of the former baths building requires to be investigated and action sought.

Addressing Key Corners and Pavement Reclamation/Enhancement

Parklets could be introduced to existing parking bays and key street corners to provide amenities such as seating, canopies, greenery and cycle parking. These living spaces give streets a cost-effective makeover and improve the environment for pedestrians and cyclists. Recent examples in Glasgow include a parklet installed on Sauchiehall Street which utilises an existing parking space to create a welcoming place for people to sit, relax and watch the world

go by. On George Street, another temporary intervention, the Modular Urban Green combines seating, planting and cycle parking which encourages activity on the street and provides environmental benefits.



Recommendations	Actions	Cost (where applicable)
Create new space at Byres Road/Vinicombe Street	<p>Establish concept design through public consultation</p> <p>Commission design work for new space, incorporating elements raised in consultation, e.g. trees, seating, events space</p> <p>Progress designs to construction</p> <p>Establish a management and maintenance regime that shared among partners - consider a 'Friends of' group</p> <p>Programme the space with activities, produce calendar</p>	TBC
Create new space at Byres Road/Ashton Road/University Avenue	<p>Determine potential to relocate car parking with City Parking</p> <p>Determine parameters of improvement to sub-station with Scottish Power</p> <p>Commission design work for the space, linking to the university's CDF proposals - including establishment of concept design through public consultation</p> <p>Progress designs to construction in partnership with the</p>	TBC
Create new civic space at Church Street Triangle	<p>Explore development parameters with Historic Scotland, GCC and City Property</p> <p>Review condition of former baths building and school buildings and determine feasibility for conversion/redevelopment</p> <p>Commission design work for civic space to north of the site – including establishment of concept design through public consultation – tying in with the University's masterplan for the former Western Infirmary</p> <p>Progress designs to construction</p>	Circa £20K

Recommendations	Actions	Cost (where applicable)
<p>Create new civic space at the following rejuvenated street corners:</p> <ul style="list-style-type: none"> - Dalcross Street - Torness Street - Chancellor Street - White Street - University Place - Dowanside Road - Ruthven Street - Great George Street - Roxburgh Street - Cresswell Street - Observatory Road 	<p>Establish prioritised programme of corners to be progressed according to deliverability and local consultation and starting with bottom end of Byres Road to ensure equitable spread.</p> <p>Progress design development via local consultation – Chancellor Street consultation complete.</p> <p>Progress designs to construction</p> <p>Establish a maintenance regime for the new spaces, shared among partners, or consider a 'Friends of' group</p>	<p>Circa £5-50K</p>
<p>Provide more on-street pavement public seating/gathering/meeting space</p>	<p>Commission design and installation of Parklets at various locations on Byres Road</p> <p>Produce Parklet development guidance, outlining design guidance and permit/consenting procedure for third party implementation</p> <p>Create temporary spaces using low-cost high impact interventions to trial and monitor usage and behaviour. Review potential locations on street (including removal of car parking spaces) for temporary space interventions</p> <p>Monitor usage of space</p>	<p>Circa £10-20K</p> <p>£1-15K</p>



**PRIORITY THEME 2 - ENHANCE
PEDESTRIAN EXPERIENCE, STREET
AESTHETIC & CLIMATE RESILIENCE**

The need to de-clutter and simplify the street is key. Where street furniture and signage is deemed to be essential, thought needs to be given to its design and location. The approach to new paving and palette of materials should be simple and unified throughout the street. Improved lighting should address safety dark spots and improve the attractiveness of the street. Consideration should be given to introducing trees and 'rain gardens' to green and 'soften' the street. Places to sit should be introduced, both in new spaces and on-street, with 'parklets' being considered as a temporary measure to trial transforming a few parking spaces to people sitting spaces.

Recommendations	Actions	Cost (where applicable)
<p>De-clutter and simplify the streetscape to create more pedestrian space and aid pedestrian movement – e.g. removing and/or rationalising signage, street furniture, guardrails, phone boxes, redundant poles and other clutter</p>	<p>Undertake review/audit of all street clutter, identify opportunities for simplification and removal</p> <p>Rationalise existing signage, e.g. consider pole sharing, mounting on buildings and removal of redundant poles and signs</p> <p>Establish approach to telephone box provision for street, incorporating Wi-Fi and identify suitable locations and/or alternative Wi-Fi infrastructure</p> <p>Remove / minimise use of pedestrian barriers/guardrails – and if required incorporate a decorative design</p> <p>Develop coherent and unified palette of necessary street furniture to be used for the street, that adds to the street’s identity</p> <p>Develop a local signage strategy, utilising simple coordinated materials</p>	<p>Circa £10 - £15K per box</p> <p>Circa £130 per meter</p>
<p>Create more pavement space by widening or extending pavements on to street</p>	<p>Review on street parking provision</p> <p>Identify priority areas for widening, where most beneficial and achievable</p> <p>Consider low-key temporary widening interventions to test use/impact, e.g. parklets, spray paint & benches</p> <p>Consider how widening could be integrated with cycle infrastructure</p> <p>Review location of bus shelters and consider opportunities for their relocation or replacement with alternative types of stop (e.g. canopy for shelter off building) that frees up space on-street</p>	<p>Circa £200/£250 per meter tbc</p>

Recommendations	Actions	Cost (where applicable)
Improve street paving	<p>Determine prioritisation of maintenance</p> <p>Consider priority locations where maximum benefit is gained, e.g. seating areas, corners, main gathering points</p> <p>Ensure improvement projects, e.g. Vinicombe Street, designs and materials align with ambitions for a future coherent full re-paving of the street</p>	
Create public places to sit - on street and in new civic spaces	<p>Review locations where seating is most desirable and achievable on street and in new spaces, considering a range of seating types e.g. benches, moveable seating, seating incorporated in to planters, walls, parklets</p>	
Activate and improve the appearance of blank and unattractive walls	<p>Identify locations and opportunities for improving blank walls, including Ashton Lane entrance, University Place, Grosvenor Lane, Ashton Road substation, Vinicombe Street substation.</p> <p>Develop proposals that include a range of interventions, e.g. green walls, murals, art installations, repainting, lighting</p>	
Introduce Lighting - architectural, functional, artistic, seasonal/events based – to improve the appearance, environmental performance and safety of the street and to mark events	<p>Prepare a Lighting Strategy that looks at locations and opportunities for lighting installations that is coherent for the street. Consider also lighting of heritage assets in locale but visible from the street</p> <p>Introduce Christmas lighting and other events based lighting</p> <p>Progress replacement of street lighting to white LED</p>	Circa £5K

Recommendations	Actions	Cost (where applicable)
Green the Street – both retrofit in the streetscape and through the creation of new spaces and buildings - to soften the street appearance, manage surface water and improve air quality	Develop greening strategy for the street that considers opportunities for trees, rain gardens, green spaces, green walls, green roofs, Modular Urban Green, etc. Consider a sequence of green spaces, linking with Botanic Gardens and Kelvinway.	
Add colour to the Street	Identify opportunities for introduction of colour to ‘soften’ the street, e.g. trees, flowers, greenwalls, coloured panels on buildings, art, murals, banners, paving insets, parklets, shop windows and frontages. Link with above strategies for signage, street furniture, greening, lighting, etc.	
Improve visibility and attractiveness of entrances to the Lanes from Byres Road and of adjoining streets	Work with Lane owners and tenants to develop specific interventions to provide feature ‘gateway’ entranceways, e.g. developing theme of hand painted signage, sculpture, lighting, art as well as addressing bins on street (e.g. Great George Street to Ashton Lane)	
Remove bins from the street and address street cleanliness	<p>Undertake an audit of current trade bin collection arrangements and explore collective waste contract, bin sharing opportunities, on premises storage</p> <p>Consider opportunities for new bin storage areas and roll out as appropriate</p> <p>Keep Scotland Beautiful audit – undertake annual audit to monitor and highlight performance</p> <p>Facilitate volunteer clean-ups to address litter</p> <p>Street cleaning – arrange power washing, morning hosing of street</p>	<p>Circa £5K</p> <p>Circa £1-2K</p> <p>£100 - £200</p>
Provide places for shelter in rain, wind, sunshine	<p>Incorporate trees and building canopies in design of new civic spaces</p> <p>Encourage shops to provide awnings</p>	

Recommendations	Actions	Cost (where applicable)
<p>Create a greater sense of connection and unity between Byres Road, the Lanes, adjoining residential streets and the University</p>	<p>Streetscape designs to consider assets on adjoining streets, (e.g. listed buildings, topography) and enhance views and vistas from Byres Road.</p> <p>Consider lighting and better 'signposting' of Lanes and adjoining street assets.</p> <p>Ashton Road and Church Street Triangle should be developed jointly with the University as campus/Byres Rd 'gateway' spaces</p> <p>University masterplan streetscape proposals for University Avenue and Church Street should align with streetscape designs for Byres Road</p>	
<p>Improve condition of buildings along the street and improve attractiveness of shops fronts</p>	<p>Liaise with owners and tenants to encourage building repairs</p> <p>Develop a shopfront design guide for the street</p> <p>Encourage active frontages to address and wrap around corners</p>	
<p>Establish a maintenance and management regime that ensures the street and new civic spaces avoid signs of decay and neglect</p>	<p>Ensure designs for the street are developed inclusively and collaboratively with local users, to foster ownership</p> <p>Explore development of a charter for 'place management' of the street that looks at shared maintenance between partners (Council, community, BID)</p> <p>Progress 'civic stewardship' of spaces, such as 'Friends of' groups to programme and manage spaces and oversee their maintenance</p>	

PRIORITY THEME 3 - REDUCE THE DOMINANCE OF THE CAR AND IMPROVE ACCESSIBILITY OF THE STREET

The Placemaking Report (2012) identifies that perhaps the greatest impact on the appearance and feel of Byres Road is the dominance of cars and other traffic. The impression is of pedestrians and shoppers being constrained at the edges of the street and the rest of the space being taken up by cars, lorries and buses. The on-street parking adds to this feeling. Traffic movement through Byres Road can be slow and this leads to high concentrations of fumes and pollutants at busy times with air pollution levels a noted problem for Byres Road. It is important that public transport meets local needs and that this is seen as part of a coordinated approach to the placemaking changes. Byres Road needs to be part of a good and well-connected network of walking and cycling routes which actually work for pedestrians and cyclists.



Recommendations	Actions	Cost (where applicable)
Understand existing and future traffic movement – in order to adequately assess the impact of streetscape interventions on the road network (e.g. lane reduction, junction redesign, cycle infrastructure) and also consider Byres Road in context of development in the wider area (especially University campus and Western Infirmary site redevelopment)	<p>Commission the development of a multi-modal transport (micro-simulation) model for the locale that looks at both vehicle traffic and active (pedestrian and cycle) modes, which will include up to date data gathering as an initial phase.</p> <p>Utilise model to test scenarios</p>	Circa £50 - £100K
Establish pedestrian and cycle priority, including at junctions, gateways and crossings	<p>Investigate redesign of gateway junctions at Church Street, Highburgh Rd/ University Avenue, Partick Cross and Great Western Road and crossing at junctions to streets leading off Byres Road to make it more pedestrian and cycle friendly.</p> <p>In addition, consider simple materials, shared surfaces, level surface crossing, desire lines and opportunities for potentially removing traffic light signals, guardrails, excessive signage, etc.</p>	
Reduce car dominated street aesthetic	<p>In street redesign, redress the balance between space for cars and people – widen pavements, narrow traffic space, incorporate cycle lanes, reduce parking, consider central pavement strip to break up street and include space for trees and crossing.</p> <p>Review on-street parking with view to reducing/relocating spaces where applicable</p> <p>Remove street markings and traffic signage where possible in favour of materials for demarcation</p>	

Recommendations	Actions	Cost (where applicable)
<p>Introduce coherent and integrated cycling infrastructure network</p>	<p>Create a cycle network that links Byres Road with the University campus and the existing surrounding network.</p> <p>Explore potential for dedicated cycle lanes for Byres Road, University Avenue, Church Street, Highburgh Road linking in to a wider network – e.g. connecting to the waterfront, Finnieston, Partick and Queen Margaret Drive.</p> <p>Integrate cycle lanes and greater cycle priority at (redesigned) junctions.</p> <p>Review existing cycle parking provision and create additional cycle parking that is prominently positioned near activity hubs and is secure, sheltered, well-lit and designed in accordance with the character of the street</p>	
<p>Improve the availability and attractiveness of public transport provision to Byres Road</p>	<p>Commission audit of public transport provision and user survey – journey times, service frequency, journey destinations, service satisfaction, etc.</p> <p>Work with SPT to extend subway hours and frequency</p> <p>Work with SPT to assess bus stop locations, provision and improve them with real-time information, maps, wifi, sufficient shelter, lighting</p> <p>Improve pedestrian and cycle routes to Byres Road from Partick interchange and Kelvinhall Subway</p>	
<p>Introduce new transport vehicle hire alternatives</p>	<p>Introduce car club space(s) - consider appropriate location for spaces and implement</p> <p>Introduce cycle hire – progress MACH bikes initiative in appropriate location and/or private cycle hire linked to local bike shops</p>	

PRIORITY THEME 4 - SUPPORT COMMERCIAL AND CULTURAL VITALITY

The Placemaking Report highlights that the main function of Byres Road is shopping and leisure – this is likely to continue but effort must be made to ensure that the aspects of Byres Road which make it special (its diversity and identity) are retained. Recent increases in the proportions of chains, food providers and charity shops are considered worrying by many of the local stakeholders. They also identified a desire to have more outdoor markets, performances and community events in the area.

There is a need to create opportunities for local people to be involved in the management and stewardship of the street, as in the past local people have had a limited role. This can build upon the pro-active approach local people have taken in recent years to form the Byres Road Improvement Group and the Byres Road Business Improvement District that reflects the engagement of local people through numerous civic groups in the West End.



Recommendations	Actions	Cost (where applicable)
Improve Air Quality	<p>Seek a reduction in the volume of vehicular traffic on the street through promotion of public transport, cycling and better pedestrian movement.</p> <p>Consider enhancement implementation of Byres Road as a 'low emission zone', whereby revenue is reinvested in street improvements</p> <p>Introduce street trees and greenery to improve air quality.</p>	
Work in partnership with BID and support implementation of BID Business Plan	Tie in of BID to the project strategic delivery partnership for Byres Road	
Address/activate vacant units and buildings that emerge	<p>Encourage pop-up shops, galleries, work-space - working with landowners to provide temporary rent relief /low rent spaces</p> <p>Improve appearance of vacant units with window vinyl's, lighting/art</p> <p>Encourage the redevelopment of Church Street Triangle site and support the redevelopment of Western infirmary site by Glasgow University.</p>	

Recommendations	Actions	Cost (where applicable)
<p>Ensure a vital mix of uses in the street and support the diverse retail offer</p>	<p>Monitor and explore the long-term balance of uses in the street linked to a town centre health check - establish baseline data covering footfall, unit turnover, customer satisfaction surveys etc.</p> <p>Explore new premises for community and cultural uses in line with the Town Centre First Principal.</p>	<p>Circa £5000</p>
<p>Encourage commercial loyalty</p>	<p>Develop 'shop local' community campaign</p> <p>Develop a loyalty rewards scheme, e.g. street loyalty cards, local street currency, trade points</p>	<p>Circa £2000</p>
<p>Promote the street locally and to visitors</p>	<p>Prepare a Byres Road guide of available businesses, services, contacts</p> <p>Undertake marketing campaigns, that include links to cultural/local/seasonal events and targets particular media and outlets</p> <p>Consider distinctive qualities of street to promote – promote the 'Visit West End' brand</p> <p>Improve links with cultural facilities and events e.g. Kelvingrove, Riverside Museum</p>	<p>Circa £1500</p> <p>Circa £10K</p>
<p>Create outdoor events and performance space and encourage temporary use of the existing street space for performance</p>	<p>Incorporate events space into the design of new civic spaces at Vinicombe Street, Ashton Road and Church Street</p> <p>Encourage the use of road and pavement space for events</p>	

Recommendations	Actions	Cost (where applicable)
Support existing festivals, such as West End Festival, Mela and provide programme of events and activities for the street year round	Encourage use of the street for existing festivals and space for local traders Develop a calendar of events that 'programmes' the street and lanes	
Create 'community notice boards' to publicise events, other things happening locally	Develop virtual noticeboard and social media presence - link in to BID website at Visit West End Utilise Hillhead Library window and BID office as information hubs	
Involve local people in place management, programming and stewardship	Create opportunities for local ownership/adoption of spaces and parts of the street – e.g. 'Friends of' spaces (e.g. Vinicombe Street, the Lanes) Develop a shared approach to street management and maintenance between all stakeholders - local authority, agencies, business (BID), residential community and involve Community Councils	

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