



# A new vision for Glasgow Golden Z Area of Focus Workshop Report

February 2023

## Contents

1 Introduction .....	3
Participants .....	3
Format .....	3
Feedback Recording .....	4
2 Headline feedback on Areas of Focus .....	5
1 The area around the Art School/ABC on Sauchiehall Street.....	6
2 The area focused on the former BHS unit and ‘Victoria’s Nightclub’ gap site on Sauchiehall Street. ....	9
3 Area around TJ Hughes/C&A site on Trongate. ....	11
4 Overall view of the Golden Z.....	13
3 Conclusion.....	16
Appendix 1 – Attendees List .....	17



## 1 Introduction

In November 2023, Glasgow City Council appointed a Glasgow-based consultant team comprising Stantec, Threesixty Architecture and Kevin Murray Associates, to engage stakeholders in the collaborative production of an ambitious new Vision and Plan for the area in and around Buchanan Street, Sauchiehall Street and Argyle Street also known as the Golden Z area. The new Vision and Plan will proactively respond to the post-pandemic challenges and opportunities facing the City Centre to establish a renewed regeneration direction that will support the successful recovery and future resilience of the retail core. The project is funded by the Scottish Government's City Centre Recovery Fund and is overseen by Glasgow's City Centre Task Force, co-Chaired by Councillor Angus Millar and Stuart Patrick, Chief Executive of Glasgow Chamber of Commerce.

Following an initial research stage, the programme for the second stage design process is to advance the production of the vision, and to look in greater detail at redevelopment/reconfiguration options for buildings and spaces across the Golden Z, including three 'Areas of Focus' that are suffering particular stress/decline, namely:

- the former ABC site/Glasgow school of Art on Sauchiehall Street;
- the former BHS / vacant former Victoria's site on Sauchiehall Street, and
- the environs of the former TJ Hughes on Argyle Street/Trongate.

Two invited stakeholder consultation workshops, based largely around these Areas of Focus, took place at The Lighthouse on 2<sup>nd</sup> February 2023. These sessions were intended to be smaller and focussed as engaging with those with more particular interest.

### Participants

The invitations were emailed directly by Glasgow City Council to their stakeholder list and publicised via various networks, e.g., Chamber of Commerce, Community Councils, Invest Glasgow, Scottish Property Federation. The email explained the purpose of the project and workshop and invited them to register through Eventbrite.

A total of 42 participants registered for the morning session and 37 participants for the afternoon. In terms of actual attendees, 26 attended the morning session and 29 the afternoon one, plus Council officers managing the project and the consultant team. Among the attendees were a wide range of city centre stakeholder interests, including: retailer, business managers, investors, developers, universities, community council representatives, public sector agencies, MSP, Councillors, Police and transport bodies. A full list of the attendees is provided in Appendix 1.

### Format

Each workshop of the day followed the same format:

- Welcome by Council and Consultant team
- Explanation and briefing presentation on the project and areas of focus by Consultant team
- Four different group discussions, three around a particular geographic area of focus, and one more general

- Feedback and discussion of implications

### Feedback Recording

Participants were free to join any topic group/table. Each table had a designer and a planner/note taker from the consultant team. The content generated through this group workshop discussion was fed back through verbal presentations and via the notes of the rapporteurs. The below areas of focus notes are drawn from each group rapporteur supplemented with flip charts notes from the day.



Morning and afternoon workshop sessions during the Briefing Presentation

## 2 The stakeholder workshops

The two Golden Z Stakeholder Workshops followed the same basic format. The agenda for both workshops is provided at Appendix 2 and the full presentation in Appendix 3.

### Briefing presentation

Both sessions started with a welcome from Kevin Murray of KMA, then he introduced the consultant team, the agenda and explained the outline programme of the project. He then gave a quick summary of the thematic key outcomes of the initial sessions. Then, Alan Anthony of 360 architecture gave an introductory presentation of the wider context and defined the study area. He followed on with maps of the study area that illustrated the ground floor uses, the built heritage, the frontages, green spaces, pedestrian movement and civic space, public transport and connectivity, GCC ownerships and interests. Then, he spoke about the positive moves in the City Centre such as the avenues project and the recent and current projects.

Anthony Hubbert of 360 architecture continued with an overview of the 3 areas of focus. He started with Glasgow School Of Art / Abc / Sauchiehall Street, then the Bhs / Victorias / Sauchiehall Street and finally Trongate south. For each, he explained the urban context, the massing and materiality, the current uses and finally the connectivity and permeability.



### 3 Headline feedback on Areas of Focus

#### Area 1 Around former ABC site/Glasgow school of Art on Sauchiehall Street

##### 1.1 Current Issues

- (Reduced) footfall, particularly during the day.
- Lack of green spaces.
- Ownership problems/complexities - including of aspiration/commitment.
- Community concerns that the area becomes saturated with a particular type of accommodation/population. They want to maintain a mix of people in the area as there are many mutual benefits which would be lost if the population was only one demographic.
- Sauchiehall Street night-time economy – there are so many licensed premises that the daytime uses are now fewer than needed.

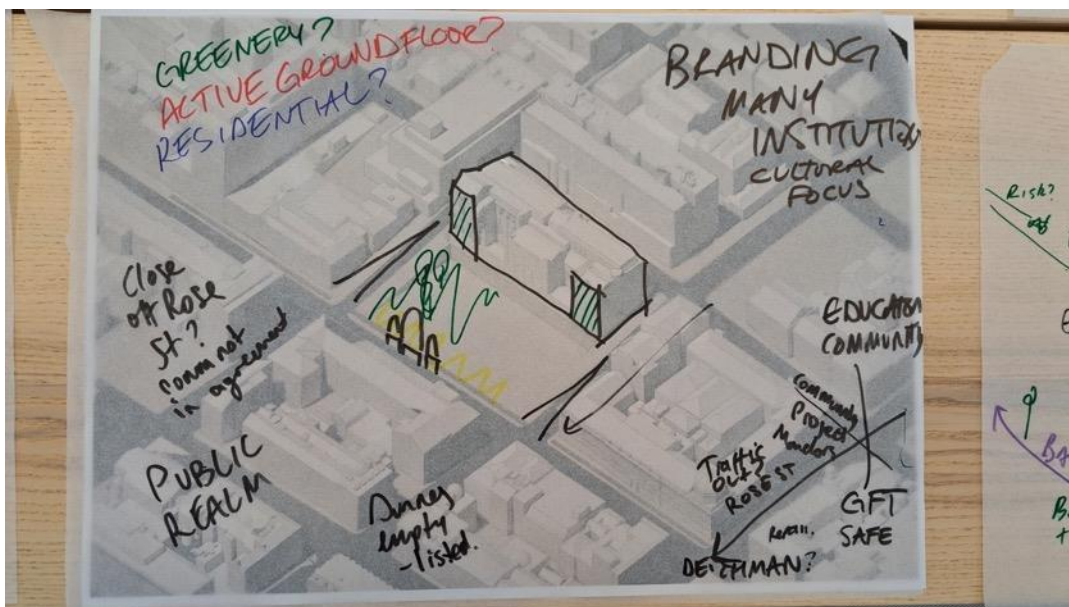
##### 1.2 Future Aspirations and Ideas

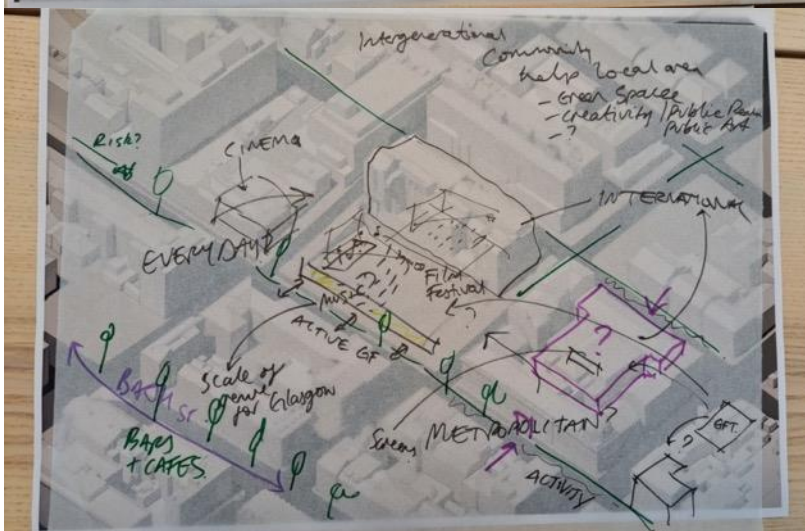
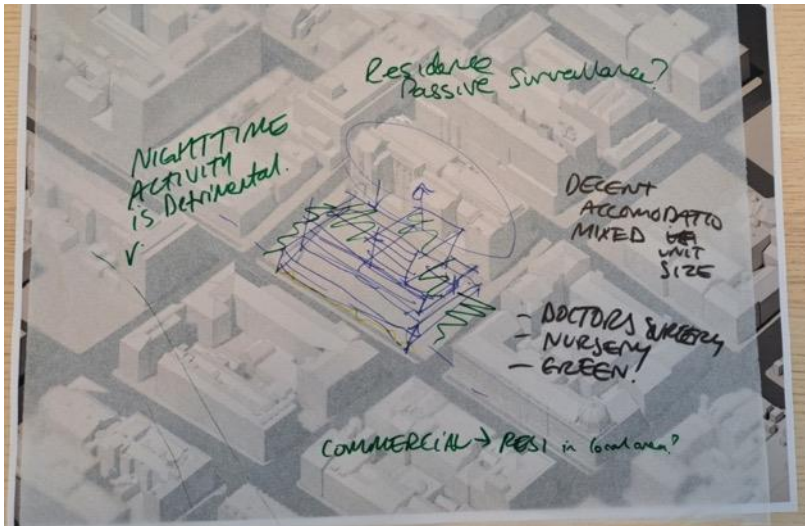
- Population – support existing and draw on what’s happening in the area already, as an approach to growing the population further. Embrace the role of tourists and students – the identity this gives the area and foster it.
- Partnership and engagement – key for delivery between GCC and investors, Garnethill and Cowcaddens communities, Culture and Learning Institutions.
- Branding of the area – e.g., transforming the area to become a ‘culture quarter’.
- Leverage key sites – McLellan Galleries could be a key catalyst. Think 4 sides of the blocks, lots of fronts, add greenspace.
- Community power – local place plans, lessons from Garnethill multicultural centre, all opportunities to make powerful changes at the local level.
- Facilities – Doctors’ surgery, nursery, green space, amenity – are all needed in the city centre.
- **Surrounding streets and spaces: influence on public realm**
  - Movement and access infrastructure: particular needs in this part of the Golden Z (residential, big events) so account for that.
  - Wayfinding, legibility and cohesion – part of placemaking for a strong north cultural quarter.
  - Public realm and green space – quality of the local environment is very important, feeds from first point about legibility and cohesiveness of the place, a way of creating orientation. Also facilitates quality of life for residents, and campus and events for cultural institutions.
  - Active Sauchiehall Street – active ground floor uses that relate to the area’s character and culture.
- **Accessibility & Inclusivity**
  - Public space needed in the area – e.g., Scott Street Steps – create a pedestrian space for the GSA that links down to CCA and Sauchiehall Street.
- **Policy / Control: Licensing / Lighting / Safety / Wayfinding**

- Policy review – what are the potential outcomes, objectives and a non-political vision when it comes to long term vision of sites and uses.
- Delivery – national level project. Commercial improvement scheme – provide a budget for buildings to spend. Not much change without direct subsidy. Change CPO process and give ability to use that as a tool.
- Lessons from Garnethill Multicultural Centre purchase – the community can do similar again.
- **Potential Uses**
  - Cultural Quarter – reignite the Renfrew Street Avenue of the Arts idea, but add to this with considerations for how all of this feeds down onto “front doors” of Sauchiehall Street and connects with venues such as The Willows Tea Room Trust and CCA.
    - Event space for film festival.
    - Retaining community access and for Garnethill Multicultural Centre.
    - Access for groups, coaches, service access etc.
  - Diversity of residential population: long term approach to the area, not just saturate with single type of homes. Facilities to support this. Recognise the benefits of the mix – a liveable community so don’t go too far with one type.
  - Potential Green space on the Jumping Jack site.

### 1.3 Site and area specific ideas:

- Future of **McLellan Galleries** – this is a key site, owned by GCC. Could it be a major catalyst?
- Opportunity for art/culture **consumption and production** in this area. Need for more active uses – at both ground and upper floor level.
- **International visitor opportunity** around the GSA / Conservatoire / Opera House.





Reanimation of Sauchiehall Street proposal, using the ABC and McLellan Galleries as key catalysts – illustrated across short, medium and long term.



## Area 2      Around the former BHS / vacant former Victoria's on Sauchiehall Street

### 2.1      Current Issues

- Poor environmental quality.
- Low quality shop fronts.
- A lack of green space.

### 2.2      Future Aspiration and Ideas

- **Surrounding streets and spaces: influence on public realm**
  - Potential green space or a pocket park or an urban park (Dear Green Place).
  - Reinstate and improve Sauchiehall Lane and internal courtyard.
  - Public artwork from Willow Tea Rooms Trust.
  - Creation of an external performance area.
- **Massing considerations, particularly heights**
  - BHS building could take more height but not a 'fully high-rise' building.
- **Accessibility & Inclusivity**
  - Increase accessibility for the visually impaired.
- **Potential Uses** - a strong mix of use between housing and retail and leisure to reactivate the centre:
  - Creative spaces: Funky, cheap.
  - Residential: upper floor.
  - Student accommodation.
  - Part of the wider art strategy.
  - International cultural centre.
- **Temporary uses**
  - Food hall in the BHS building.
  - Community asset.
  - Use the gap on the Victoria's for light/projection art shows.
  - Keep Victoria's site open as a pocket park with shelter from the rain.
  - Skatepark on the BHS Site.

### 2.3      Site and area specific ideas

- Need to create a **strong public realm** and enhance safety.
- **Victoria's site** – part of the wider art strategy.
  - Active frontage and spill out on all sides.
  - Upper floor residential overlooking the pocket park.
  - Victoria's site could be used as a pocket green space.
- **BHS Site – Retain**
  - Develop a mix between student accommodation and residential.
  - Museum.
  - Create a roof terrace/garden.
  - Urban market and farm opportunities.
  - Cultural/art centre.

- Botanic/atrium centre in BHS (Berlin example).
- BHS building would be difficult to repurpose. Could this be used as a temporary create hub until redevelopment.
- BHS building could be redeveloped into residential or student accommodation, with productive ground floor uses and/or community uses.

(a)



(a) Reopening the lane between the Art School and Sauchiehall Street

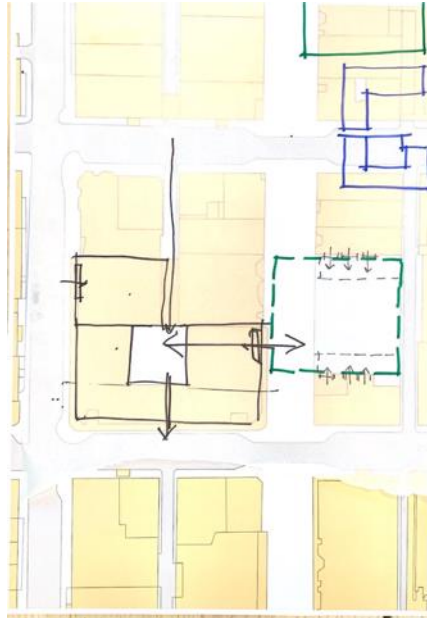
(b) Temporary use for public space

(c) Reorientation building frontages

(b)



(c)



## Area 3      Around the environs of the former TJ Hughes on Argyle Street/Trongate

### 3.1      Current Issues

- On King Street there are lots of underlets.
- Maintenance of listed building most of them are in decay.
- Safety and anti-social behaviour.
- Lack of schools in the area to attract families living in the city centre.
- Lack of amenities such as GP.
- No park and ride in the city centre, concern over the lack of parking spaces for private use as the current public transport is not efficient. Also concern around its impact on the night economy if people cannot reach the city centre with their car.
- Lack of green spaces in the area.
- People avoid passing through this area.
- Issue with sewage network that cannot cope with the future residential demand.
- Underutilised riverside.

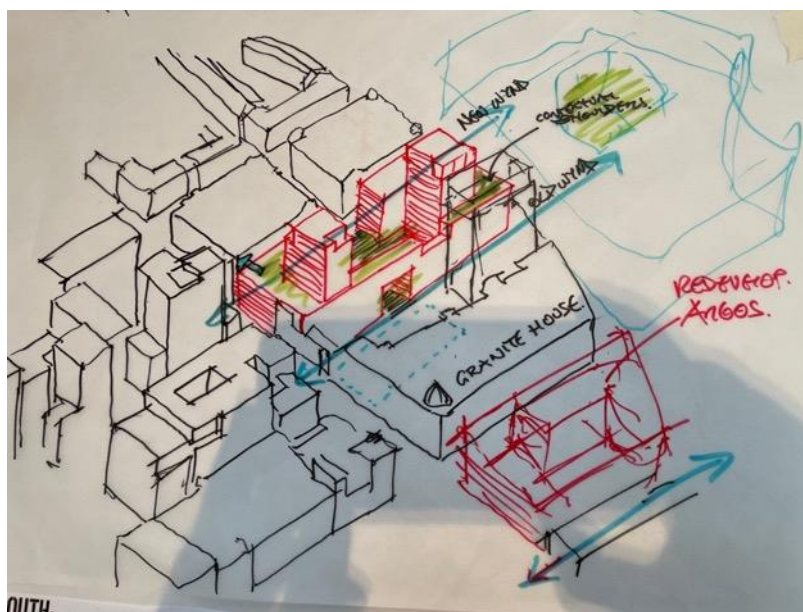
### 3.2      Future Aspiration and Ideas

- Phasing of the work is important to keep attracting people to the city centre and not transform it into a massive construction site.
- Transform the area to have a neighbourhood vibe and link it to the river, Candleriggs development and WASPs.
- Re-activate the river with barges, a water taxi and cafes.
- Re-use TJ Hughes.
- Transform the area to become creative led neighbourhood with a predominantly residential use.
- **Surrounding streets and spaces: influence on public realm**
  - Increase permeability through the block.
  - Create a park in the middle.
  - Active frontage.
  - Activate the Old Wynde Lane and New Wynde Lane through uses, lighting and create entrance into the blocks to make it more attractive for pedestrians.
  - Re-enforce the East/West link.
  - Maximise Argyle Street Station, create a more attractive entrance toward the station.
- **Heritage**
  - Existing heritage should be celebrated.
- **Massing considerations, particularly heights**
  - Consistent street height with the nearby block usually 5 to 6 story.
  - Potentially to go Higher to the middle of the block.
  - Repairing the streetscape.
- **Policy / Control: Licensing / Lighting / Safety / Wayfinding**
  - How to incentivise owners to maintain their building.
  - Allow flexibility in the policy for future development.

- Introduce a reduction of fee for meanwhile uses to encourage people to use existing building.
- Urban greening policy: create a policy that require development to have a minimum percentage of green space (refer to the London policy).
- Live/work policy.
- Car parking policy and its impact on the night economy.
- **Potential Uses**
  - Mix of tenure in terms of residential: PRS, build to rent, mix of bedroom offer for families, student accommodation.
  - Offices and studio spaces: quirky spaces, attract the creative industries.
  - Parisian Style school option.
  - Creative businesses/ Art quarter: make the area a destination.
  - Studios for filming or dance academy.
  - Have car parking.
- **Temporary Uses**
  - Social enterprise.
  - Creative uses, attract the creative industries.
  - Food hall or food market.
  - Pop-up and vintage market at TJ Hughes.
  - Prefab pods that can be placed inside the structure as temporary accommodation such as YMCA or social bite.

### 3.3 Building and area specific ideas

- Potential access to the Panopticon from the neighbouring building through a bridge.
- A combination of densification, mix of uses, meanwhile uses and City Centre living.
- This requires improved access (east/west) across the site, linking to the new King Street redevelopment.



South Trongate: connecting Candleriggs with King Street. Re-use of the two lanes (Old Wynde Lane and New Wynde Lane). In terms of massing, maintain a datum line / strata along Osbourne street as at least a shoulder of development. Create public space in the middle.

## 4 Overall view of the Golden Z

The participants in these workshop groups were asked to look at the whole Glasgow Golden Z area instead of looking at one particular location. They generated a range of views on current situation and future potential. This combined commentary is summarised below.

### 4.1 Current Issues

In terms of the current position, stakeholder groups considered:

- The Golden Z's role has most recently been predicated on retail, which has been significantly impacted by the consequences and changes in consumer behaviour, both pre- and post COVID-19. This has resulted in a diminished retail offer, particularly at the edges, hence the reason the 'Z' is contracting towards an 'I'.
- Issues within the study area extend beyond built / physical form. Main issues are around City Centre management and service provision (GCC institutional issues at play).
- Accessibility, affordability, and reliability of public transport is critical to attracting and sustaining footfall in the City Centre.
- Opportunity to improve linkages between the Golden Z and Hope Street, the main bus gateway from the Southside, and Renfield Street to the north. (However, there was concern that the latter has become a congested 'linear on-street bus station').
- Concern around the disproportionate volume of student accommodation being built, as compared to the more conventional residential within and around the city centre.
- Lack of greenspace within the city centre.
- Issues surrounding the Lanes, such as crime and as unpleasant dirty parts of the city. Old and New Wynd in Merchant city were seen as being some of the worst spots for crime in the city.

### 4.2 Future Aspirations and Ideas

In terms of looking to the future, stakeholder groups considered:

- The Golden Z vision should take into consideration the redevelopment of both Buchanan Galleries and St. Enoch's Centre.
- Golden Z needs to be the driver of wider activity and stimulate production, not just consumption of retail and experiences, by building on education partnerships.
- Mixed uses are needed to improve vibrancy, alongside a need to attract more City Centre living along with community infrastructure provision.
- Designated cycling routes are needed along the Golden Z, as well as cycling infrastructure and storage. Potentially having bike storage under George Square was advocated.
- Could free inter-city / City Centre public transport (bus travel) be explored, like other cities (e.g., Portland, OR and Perth, WA)
- Could an option for a City Centre Housing Association be explored to address the need/demand for social/affordable housing, and more diverse occupancy.
  - Housing Association(s) could deliver upper floor residential (which is unattractive to the private sector).

- Is there an option for a City Centre housing delivery pilot scheme (demonstrator).
- The requirement for 25% affordable housing is considered unrealistic in the City Centre, particularly given land values and attractiveness to investors (land values actively work against greater social / affordable housing delivery in centre).
- View that there is a need to deliver homes and bedrooms, not units.
- Tree line concern owing to policing/CCTV surveillance.
  - Could taller trees be more open and less obstructive.
  - Could low level planting be a solution (or would this make the ground level more obstructive).
- Consensus that there needs to be more trees and greenspace (including the use of roof gardens and green walls). Green pockets should be explored (perhaps as meanwhile uses). Currently, green space is predominantly delivered by educational institutes (e.g., Rottenrow).
- Activating the Lanes with double-facing units or art. to create activity around these corridors.



### 4.3 Policy

There were a number of suggestions made with respect to policy and planning practice:

- High planning fees are off-putting to some prospective investor/developers. It was therefore welcomed that fees for meanwhile uses applications had been reduced.
- The current policy regime is considered restrictive and off-putting to potential investors / developers. Policy must change if the City Centre is to see implementation of major

(re)developments and the various regeneration/development frameworks that are in place.

- Policy needs to be reflective of the future ambitions for the City Centre – working with forward-looking market interests (within reason).
- Need to rethink policy to encourage the re-purposing of vacant and derelict land and buildings.
- Could GCC make better use of existing policy, and in particular any deliverability levers (e.g., improving planning efficiency in the study area, simplified planning, etc).
- Policy shifts in transport (most notably away from private vehicle access and parking in the city centre) – were considered by several attendees to be seriously limiting the attraction of people/customers back into the City Centre, especially from the wider regional catchment.
- Need to create Local Place Plans within the Golden Z and the surrounding communities.
- Need to consider how this new Vision & Plan fits within the context of the existing GCC District Regeneration Frameworks.
- The option to re-establish one or more BIDS in the city centre should be explored.
- City Centre Conservation Area policy can be seen as restrictive by some, and potentially an impediment to investment and redevelopment.
- Student accommodation policy and its impact on design quality and area character, is problematic and consideration focused on how to mitigate.

### 3 Conclusion

The stakeholder workshop on 2 February 2023 looked in more detail at the three 'Areas of Focus' that are suffering particular stress, namely:

- the former ABC site/Glasgow school of Art on Sauchiehall Street;
- the former BHS / vacant former Victoria's on Sauchiehall Street, and
- Around the environs of the former TJ Hughes on Argyle Street/ Trongate

One group in each session also looked at the whole of Glasgow's Golden Z area.

Although each site had specific challenges at the periphery of the Golden Z, there were also some aspirational ambitions expressed by the various workshop groups.

There was no expectation of a simplistic return to a retail. Participants understood the economic and behavioural dynamics that were being grappled with.

Rather there was a more general consensus of 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. These 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 specific site aspirations:

- For the former ABC site/Glasgow School of Art on Sauchiehall Street, the emphasis was around transforming the area to **become a 'culture quarter'**
- For the former BHS / Victoria's 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 transform the area to have **a neighbourhood identity, linking it to the river, Candleriggs development and WASPs** for a cultural

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.



## Appendix 1 – Registration List

### Morning Session registration list

Name	Organisation
Ailsa Mackenzie	Chair Pyramid, Rock Archive Panopticon
Alastair Wood	Savills
Aman Khandelwal	University Of Glasgow
Andy Waddell	GCC
Campbell Ure	The Alternative Board
Charlotte Young	Orinsen
Chirsty Hamilton	Blythswood And Broomielaw Community Council
Chloe Van Grieken	Hoskins Architects
Chris Miller	Avison Young
Christine Brown	Q-Park
David Macleod	Dram Communications
David Ross	Dram Communications
ELEANOR MAGENNIS	GSA
Emma Lawrence	Landsec
Fergie Mccullough	Ediston
George Gillespie	GCC
Heather Yearwood	Community Land Scotland
Hugh Anderson	Individual
Ian Robertson	GCC
Irene Loudon	Blythswood And Broomielaw Community Council
Irene Loudon	Blythswood And Broomielaw Community Council
Jane Laiolo	GCC
Jean Sinclair	Willow Tearooms Trust
Jonathan Watters	Police Scotland
Kate Donald	Turley
Kevin Kane	Strathclyde University
Kirstin Taylor	LDA Design
Martin Clancy	GSA
Pamela Grant	Scottish Futures Trust
Paola Pasino	GCC
Rich Rothwell	Landsec
Sara Lamb	Iceni Projects
Sarah Shaw	GCC
Stephen Mccann	GCC
Tam Coyle	Chair Blythswood And Broomielaw Community Council
Alison Maguire	Turley
Matthew Elgey	Sovereign Centros
Sean Kelly	GCC
James Patterson	Urban Pulse

## Afternoon Session registration list

Name	Organisation
Ailsa Nazir	CCA Glasgow
Alex Mitchell	Zander Planning
Alex Fraser	JLL
Andrew Outram	
Andy Waddell	GCC
Audrey Carlin	WASPS Studios
Ben Barclay	Frasers Group
Carol Connolly	GCC
David Macleod	Dram Communications
David Laing	Glasgow Life
Deirdre Craddock	GCC
Donna Downie	Network Rail
Dylan Short	
Eddie White	WASP Studios
George Gillespie	GCC
Grant F Kidd	Britannia Panopticon
Gillian Martin	
Ian Elder	
Ian Robertson	GCC
Achirsty Hamilton	Blythswood And Broomielaw Community Council
James Haworth	The Ambassadors
James Trolland	Sustainable Drumchapel
Jessica Taylor	CCA
Joseph Harvey	GCC
Judith Bowers	Britannia Panopticon
Katherine Sneedden	Jigsaw Planning
Lynn Scott	Marks And Spencer
Michael Bradley	Michael Bradley Associates
N Short	
Niall Murphy	Glasgow Heritage
Noe Jol	
Paul Flynn	Ocean Outdoor
Robert Greenhorn	Network Rail
Ross Watson	
Rowan Evenstar	Blythswood And Broomielaw CC
Scott Parsons	GSA
Shahid Ali	Ryden
Simon Malone	JLL
Steven Campbell	Glasgow Pawn-Broking
Stewart Leighton	GCC
Yvonne Milne	RNIB
Carol Connolly	
David Gibson	GCC
Rebecca Hill	GCC

<b>Nick Vangonker</b>	Hoskins Architects
<b>John Duffy</b>	Coliers International
<b>Alexander Short</b>	

## Appendix 2 – Agenda

# Glasgow Golden Z – Workshop 2

Thursday 2<sup>nd</sup> February 2022

### Agenda

8:45 – 9:00	Arrival Coffee and Tea		
9:00 – 9:05	Welcome and Purpose	5min	9:20
9:05 – 9:10	Golden Z project Film	5min	
9:10 – 9:20	Presentation on wider context / analysis	10min	9:30
9:20 – 9:30	Focus Areas: Introduction to 3 focus area sites	10min	
9:30 – 9:45	Q&A	15min	
9:45 – 11:00	Workshop Consider / develop proposals for each of the focus areas	75min	
11:00 – 11:50	Reporting Outcomes and discussion	50min	
11:50 – 12:00	Conclusion & Next Steps	10min	

# Glasgow Golden Z – Workshop 2

Thursday 2<sup>nd</sup> February 2022

## Agenda

1:45 – 2:00	Arrival Coffee and Tea
2:00 – 2:05	Welcome and Purpose
2:05 – 2:10	Golden Z project Film
2:10 – 2:20	Presentation on wider context / analysis
2:20 – 2:30	Focus Areas: Introduction to 3 focus area sites
2:30 – 2:45	Q&A
2:45 – 4:00	Workshop Consider / develop proposals for each of the focus areas
4:00 – 4:50	Reporting Outcomes and discussion
4:50 – 5:00	Conclusion & Next Steps

# Appendix 3 – Presentation

## AM Presentation



### AGENDA (MORNING)

- 8:45 – 9:00 Arrival Coffee and Tea
- 9:00 – 9:05 Welcome and Purpose
- 9:05 – 9:10 Golden Z project Film
- 9:10 – 9:20 Presentation on wider context / analysis
- 9:20 – 9:30 Focus Areas: Introduction to 3 focus area sites
- 9:30 – 9:45 Q&A
- 9:45 – 11:00 Workshop  
Consider / develop proposals for each of the focus areas
- 11:00 – 11:50 Reporting Outcomes and discussion
- 11:50 – 12:00 Conclusion & Next Steps

### STAKEHOLDER ENGAGEMENT: KEY OUTCOMES OF INITIAL SESSIONS

#### Headline Challenges

- Planning and Delivery**
- Visibility
- Funding
- Fragmented ownership
- Environment**
- Greening
- Green city living
- Streetscape and Public Realm**
- Negative Frontages
- Interaction with the river Clyde
- Lighting of public space
- Floor level experience
- Retail**
- Lack of footfall
- Overcrowding and change in retail
- Residential**
- affordability
- encourage families
- Safety and security
- Student**
- focus on the opportunities - positives
- Tourism**
- Strengthen Glasgow as a tourist destination

#### Headline Ideas

- Public realm**
- Safe, well lit environment
- Create walkways along Golden Z with keynotes on key building
- More green spaces to encourage city centre living
- Environment**
- Greening
- Green city living
- Culture and leisure**
- Music Museum for Scotland
- Sculpture Park
- Use food and beverage cell culture
- Development**
- Incentivise landlords to repurpose buildings and achieve net zero carbon
- Transport and infrastructure**
- Have the subway run for 24 hours
- Infrastructure first approach
- More accessibility to encourage senior living
- Building uses**
- Add height to existing building to aid redevelopment
- Create high quality senior living apartments, investable product
- Repurpose workspace for small incubators
- Creative uses**
- Victorian site as a park similar to Paley park NYC
- Safety**
- Have extensive CCTV coverage and ensure it is not obscured by trees



### WHO WE ARE



### OUTLINE PROGRAMME

(NOV 2022 - MARCH 2023)

- 5 Dec 2022 Stakeholders' Vision Workshops 1a & b
- Dec 2022 One-to-one stakeholder interviews
- 24 Jan 2023 Public Drop-in Event (Lighthouse)
- 02 Feb 2023 Stakeholder 'Areas of Focus' Workshops
- 31 March 2023 Publish Vision

### WHY ARE WE HERE?

TO HELP SHAPE THE VISION FOR THE IDENTIFIED AREAS OF FOCUS WITHIN THE GLASGOW GOLDEN 'Z':

- A. GSA / ABC / Sauchiehall Street
- B. BHS / Victoria's / Sauchiehall Street
- C. Trongate South



**THE WIDER CONTEXT**

### OVER SUPPLY OF SPACE & CHANGING RETAIL PATTERNS

- The Contraction of the Department Store
- The Retreat / Consolidation of National Chains
- The Relentless Growth of Online Retail, exacerbated by Covid-19 Pandemic
- The Sustained Absence of Footfall due to changing habits following the Covid-19 Pandemic
- Further Reduction in Retail Floor Space Demand by 2030

### SIGNS OF CITY CENTRE POST COVID RECOVERY\*

Strong Recovery- Summer 22V Summer 19:

- Footfall down 19% (Summer 2022)
- Weekend / evening footfall 98% and 93%
- Sales 20% higher
- Hotel occupancy 83%
- Record levels new office lettings (first 9 mo '22)
- 50 retail/leisure lettings (250,000sqft) (first 9 mo '22)
- Ingram St higher footfall than pre-pandemic

### APPROACH & METHODOLOGY: DEFINING THE STUDY AREA: THE GOLDEN 'Z'

The Golden 'Z'

- A Resilient Heart
- Retain national significance
- From end of pedestrianisation on Sauchiehall St to end of pedestrianisation at M&S on Argyle St.

### APPROACH & METHODOLOGY: DEFINING THE STUDY AREA: AREAS OF FOCUS

Areas of Focus

- Anchor & Reinforce legs of the Z

A GSA / ABC / Sauchiehall St

B BHS / Victoria's / Sauchiehall Street

C Trongate South

### APPROACH & METHODOLOGY: DEFINING THE STUDY AREA: ADJACENT CHARACTER ZONES

Contributory Character Zones

- Areas outside the traditional 'Z' that are contextually important

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
7. West End Sauchiehall Street (from CCA, Scott Street to Charing Cross)
8. Trongate / King Street / Candieriggs

### DELIVERABLES & OUTCOMES

A 'joined up' Approach: a co-ordinated framework following the Government guidance

Resilient: support the successful evolution and resilience over next 10-20 years and beyond

Relevant: be the 'glue' that ties current and emerging strategy on place

Prioritised: identify priorities for intervention and investment

Immersive: a spatial and physical vision that engages and creates ambassadors

Open for Business: project confidence and support and attract investment

Populate the Golden Z: help deliver city living

Responsible: help meet the net zero and green space ambition

### A GOLDEN 'Z' FOR EVERYONE: STRENGTHENING CONNECTIONS WITH SURROUNDING COMMUNITIES

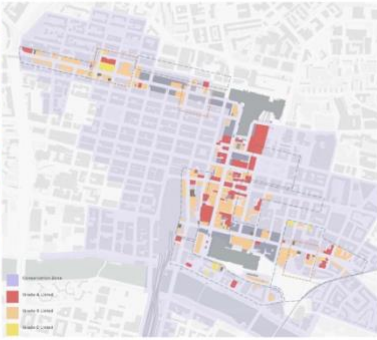
SIMD Analysis

**THE GOLDEN 'Z' TODAY:  
GROUND FLOOR USES**

- Ever changing
- 3 Dimensional



**THE GOLDEN 'Z' TODAY:  
BUILT HERITAGE**



**THE GOLDEN 'Z' TODAY:  
FRONTAGES**



**THE GOLDEN 'Z' TODAY:  
GREEN SPACE**



**THE GOLDEN 'Z' TODAY:  
PEDESTRIAN MOVEMENT & CIVIC SPACE**

- Improving Permeability
- Connecting to River



**THE GOLDEN 'Z' TODAY:  
PUBLIC TRANSPORT & CONNECTIVITY**



**THE GOLDEN 'Z' TODAY:  
GCC OWNERSHIPS & INTEREST**



**THE GOLDEN 'Z' TODAY:  
A STRONG CULTURAL OFFER**





**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: THE AVENUES PROJECT**

• Pilot phase has transformed Sauchiehall Street from Charing Cross to Rose Street



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: THE AVENUES PROJECT**

• Next phase extends from Cambridge Street and Sauchiehall Street to West Nile Street - on site Q3 2023



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: THE AVENUES PROJECT**

• Argyle Street /Trongate Improvements on site Q2 2024



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: RECENT & CURRENT PROJECTS**

Project Name	Phase
Compendium	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10	11
11	12
12	13
13	14
14	15
15	16
16	17
17	18
18	19
19	20
20	21
21	22
22	23
23	24
24	25
25	26
26	27
27	28
28	29
29	30
30	31
31	32
32	33
33	34
34	35
35	36
36	37
37	38
38	39
39	40
40	41
41	42
42	43
43	44
44	45
45	46
46	47
47	48
48	49
49	50
50	51
51	52
52	53
53	54
54	55
55	56
56	57
57	58
58	59
59	60
60	61
61	62
62	63
63	64
64	65
65	66
66	67
67	68
68	69
69	70
70	71
71	72
72	73
73	74
74	75
75	76
76	77
77	78
78	79
79	80
80	81
81	82
82	83
83	84
84	85
85	86
86	87
87	88
88	89
89	90
90	91
91	92
92	93
93	94
94	95
95	96
96	97
97	98
98	99
99	100

**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: CANDLERIGGS SQUARE**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: BUCHANAN GALLERIES REDEVELOPMENT**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: ST. ENOCH CENTRE REDEVELOPMENT**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: WORKPLACE**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: HOTEL & LEISURE**



**AREAS OF FOCUS:  
A. GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET**



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:  
URBAN CONTEXT**



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:  
MASSING & MATERIALITY**

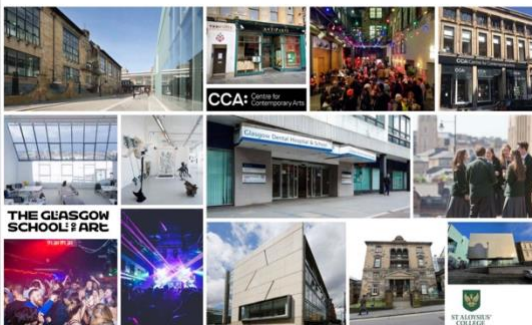


**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:  
USES**

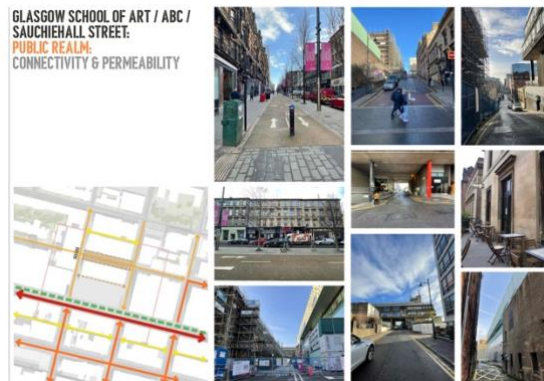
- Retail
- F&B / Culture
- Residential
- Culture / Community
- Healthcare
- Education



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:  
EDUCATION / CULTURE / NIGHT TIME**



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:  
PUBLIC REALM:  
CONNECTIVITY & PERMEABILITY**



**AREAS OF FOCUS:  
B. BHS / VICTORIAS / SAUCHIEHALL STREET**



**BHS / VICTORIAS / SAUCHIEHALL STREET:  
URBAN CONTEXT**



**BHS / VICTORIAS / SAUCHIEHALL STREET:  
MASSING & MATERIALITY**



**BHS / VICTORIAS / SAUCHIEHALL STREET:  
USES**



**BHS / VICTORIAS / SAUCHIEHALL STREET:  
ENTERTAINMENT / CULTURE / TOURISM**



**BHS / VICTORIAS / SAUCHIEHALL STREET:  
PUBLIC REALM:  
CONNECTIVITY & PERMEABILITY**



**AREAS OF FOCUS:  
C. TRONGATE SOUTH**



**TRONGATE SOUTH:  
URBAN CONTEXT**



**TRONGATE SOUTH:**  
MASSING & MATERIALITY

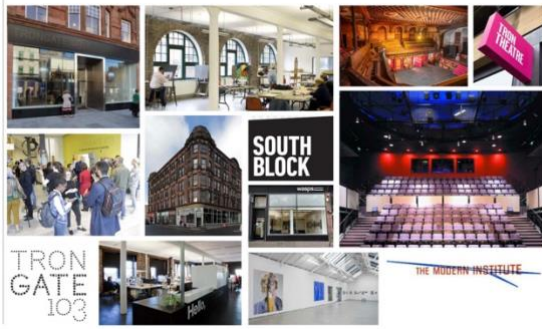


**TRONGATE SOUTH:**  
USES

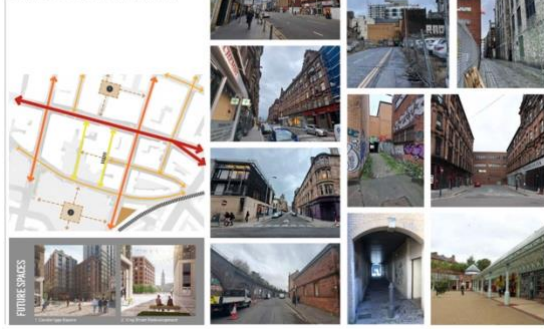
- Hotel
- Retail
- Public Office
- Residential
- Office
- Hotel (Old)
- Culture/Community
- Government
- Healthcare
- Worship
- Education



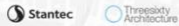
**TRONGATE SOUTH:  
CREATIVITY**



**TRONGATE SOUTH:  
PUBLIC REALM:  
CONNECTIVITY & PERMEABILITY**

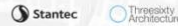


**WORKSHOP  
DEVELOPING IDEAS FOR THE  
KEY FOCUS AREAS**



**CONSIDERATIONS: SITE WIDE**

1. Quality of Public Realm
2. Heritage
3. Massing & Height
4. Area Character
5. Potential Uses
  - Living City:** Repopulating through residential
  - Working City:** Creating workplace
  - Vibrant City:** Attractive and safe destination
  - Responsible City:** Addressing the climate emergency
  - Inclusive City:** Accessible, healthy and fair
6. Policy / Control: Licensing, Safety, Stewardship



**CONSIDERATIONS: BUILDING SPECIFIC**

**Repurpose?**

Retain and work with existing structure, explore extending vertically

Potentially Quickest Result

Minimal Disruption

Responsible

or

**Redevelop?**

Demolish and begin again

Better Performing

Bespoke Solution

Wasteful v Viable?



# PM Presentation



## AGENDA (AFTERNOON)

- 1:45 – 2:00 Arrival Coffee and Tea
- 2:00 – 2:05 Welcome and Purpose
- 2:05 – 2:10 Golden Z project Film
- 2:10 – 2:20 Presentation on wider context / analysis
- 2:20 – 2:30 Focus Areas: Introduction to 3 focus area sites
- 2:30 – 2:45 Q&A
- 2:45 – 4:00 Workshop  
Consider / develop proposals for each of the focus areas
- 4:00 – 4:50 Reporting Outcomes and discussion
- 4:50 – 5:00 Conclusion & Next Steps

## STAKEHOLDER ENGAGEMENT: KEY OUTCOMES OF INITIAL SESSIONS

### Headline Challenges

- Planning and Delivery**
- Vacuity
- Funding
- Fragmented ownership
- Transportation**
- Greening
- Green city living
- Orientation and Public Realm**
- Negative Frontages
- Interaction with the river Clyde
- Likeness of public space
- Poor visual experience
- Retail**
- Lack of footfall
- Overupply and change in retail
- Residential**
- affordability
- encourage families
- Safety and security
- Student**
- Focus on the opportunities - positives
- Tourism**
- Strengthen Glasgow as a tourist destination

### Headline Ideas

- Public realm**
- Safe, well lit environment
- Create walkways along Golden Z with keynotes on key building
- More green spaces to encourage city centre living
- Employment**
- Greening
- Green city living
- Culture and leisure**
- Musei Museum for Scotland
- Southside Park
- Use food and beverage cafe culture
- Transportation**
- Incentivise landlords to repurpose buildings and achieve net zero carbon
- Transport and infrastructure**
- Have the subway run for 24 hours
- Infrastructure first approach
- More accessibility to encourage senior living
- Building uses**
- Add height to existing building to aid redevelopment
- Create high quality senior living apartments, investable product
- Repurpose workspace for small incubators
- Climate change**
- Victorian site as a park similar to Paley park NYC
- Safety**
- Have extensive CCTV coverage and ensure it is not obscured by trees



## WHO WE ARE



## OUTLINE PROGRAMME

(NOV 2022 - MARCH 2023)

- 5 Dec 2022 Stakeholders' Vision Workshops 1a & b
- Dec 2022 One-to-one stakeholder interviews
- 24 Jan 2023 Public Drop-in Event (Lighthouse)
- 02 Feb 2023 Stakeholder 'Areas of Focus' Workshops
- 31 March 2023 Publish Vision

## WHY ARE WE HERE?

### TO HELP SHAPE THE VISION FOR THE IDENTIFIED AREAS OF FOCUS WITHIN THE GLASGOW GOLDEN 'Z':

- A. GSA / ABC / Sauchiehall Street
- B. BHS / Victoria's / Sauchiehall Street
- C. Trongate South

## OVER SUPPLY OF SPACE & CHANGING RETAIL PATTERNS

- The Contraction of the Department Store
- The Retreat / Consolidation of National Chains
- The Relentless Growth of Online Retail, exacerbated by Covid-19 Pandemic
- The Sustained Absence of Footfall due to changing habits following the Covid-19 Pandemic
- Further Reduction in Retail Floor Space Demand by 2030

## SIGNS OF CITY CENTRE POST COVID RECOVERY\*

Strong Recovery- Summer 22V Summer 19:

- Footfall down 19% (Summer 2022)
- Weekend evening footfall 98% and 93%
- Sales 20% higher
- Hotel occupancy 83%
- Record levels new office lettings (first 9 mo '22)
- 50 retail/leisure lettings (250,000sqft) (first 9 mo '22)
- Ingram St higher footfall than pre-pandemic

\* Glasgow City Council City Centre Recovery Plan 2022-24 Progress Report. Available at: <https://www.glasgow.gov.uk>



## APPROACH & METHODOLOGY: DEFINING THE STUDY AREA: THE GOLDEN 'Z'

The Golden 'Z'

- A Resilient Heart
- Retain national significance
- From end of pedestrianisation on Sauchiehall St to end of pedestrianisation at M&S on Argyle St.



## APPROACH & METHODOLOGY: DEFINING THE STUDY AREA: AREAS OF FOCUS

Areas of Focus

- Anchor & Reinforce legs of the Z

- A** GSA / ABC / Sauchiehall St
- B** BHS / Victoria's / Sauchiehall Street
- C** Trongate South



## APPROACH & METHODOLOGY: DEFINING THE STUDY AREA: ADJACENT CHARACTER ZONES

Contributory Character Zones

- Areas outside the traditional 'Z' that are contextually important

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
7. West End Sauchiehall Street (from CCA, Scott Street to Charing Cross)
8. Trongate / King Street / Candleriggs



## DELIVERABLES & OUTCOMES

**A 'joined up' Approach:** a co-ordinated framework following the Government guidance

**Resilient:** support the successful evolution and resilience over next 10-20 years and beyond

**Relevant:** be the 'glue' that ties current and emerging strategy on place

**Prioritised:** identify priorities for intervention and investment

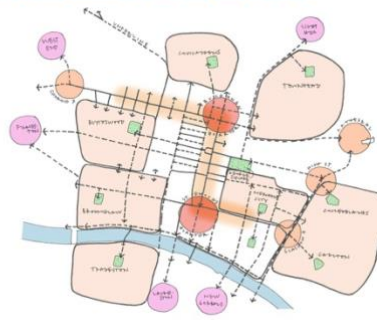
**Immersive:** a spatial and physical vision that engages and creates ambassadors

**Open for Business:** project confidence and support and attract investment

**Populate the Golden Z:** help deliver city living  
**Responsible:** help meet the net zero and green space ambition



## A GOLDEN 'Z' FOR EVERYONE: STRENGTHENING CONNECTIONS WITH SURROUNDING COMMUNITIES



## THE GOLDEN 'Z' TODAY: GROUND FLOOR USES

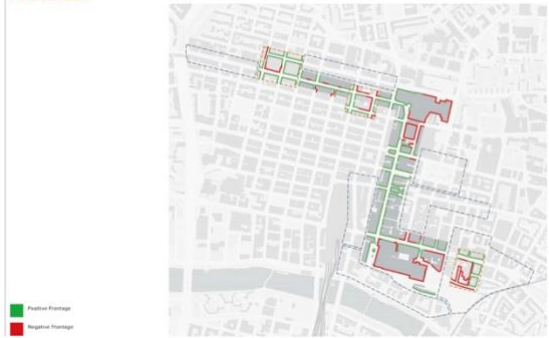
- Ever changing
- 3 Dimensional



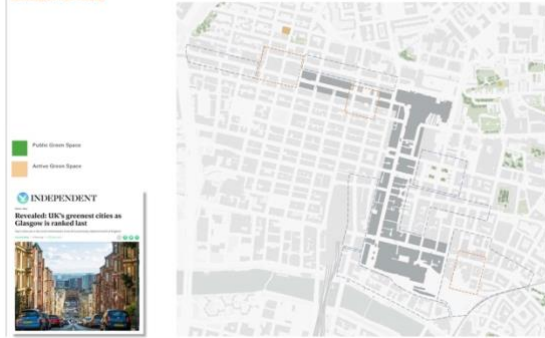
## THE GOLDEN 'Z' TODAY: BUILT HERITAGE



**THE GOLDEN 'Z' TODAY:  
FRONTAGES**



**THE GOLDEN 'Z' TODAY:  
GREEN SPACE**



**THE GOLDEN 'Z' TODAY:  
PEDESTRIAN MOVEMENT & CIVIC SPACE**



**THE GOLDEN 'Z' TODAY:  
PUBLIC TRANSPORT & CONNECTIVITY**



**THE GOLDEN 'Z' TODAY:  
GCC OWNERSHIPS & INTEREST**



**THE GOLDEN 'Z' TODAY:  
A STRONG CULTURAL OFFER**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: THE AVENUES PROJECT**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: THE AVENUES PROJECT**





**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: THE AVENUES PROJECT**

• Argyle Street / Trongate Improvements on site Q2 2024



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: RECENT & CURRENT PROJECTS**



**Project Status**

**Completed**

- 1. Buchanan Galleries
- 2. The Garment Factory
- 3. The Warehouse
- 4. The Old Bank
- 5. The Old Exchange
- 6. The Old Bank
- 7. The Old Exchange
- 8. The Old Bank
- 9. The Old Exchange
- 10. The Old Bank

**On Site**

- 11. The Old Bank
- 12. The Old Exchange
- 13. The Old Bank
- 14. The Old Exchange
- 15. The Old Bank
- 16. The Old Exchange
- 17. The Old Bank
- 18. The Old Exchange
- 19. The Old Bank
- 20. The Old Exchange

**Consent**

- 21. The Old Bank
- 22. The Old Exchange
- 23. The Old Bank
- 24. The Old Exchange
- 25. The Old Bank
- 26. The Old Exchange
- 27. The Old Bank
- 28. The Old Exchange
- 29. The Old Bank
- 30. The Old Exchange

**Pre-App**

- 31. The Old Bank
- 32. The Old Exchange
- 33. The Old Bank
- 34. The Old Exchange
- 35. The Old Bank
- 36. The Old Exchange
- 37. The Old Bank
- 38. The Old Exchange
- 39. The Old Bank
- 40. The Old Exchange

**Concept**

- 41. The Old Bank
- 42. The Old Exchange
- 43. The Old Bank
- 44. The Old Exchange
- 45. The Old Bank
- 46. The Old Exchange
- 47. The Old Bank
- 48. The Old Exchange
- 49. The Old Bank
- 50. The Old Exchange

**Historical**

- 51. The Old Bank
- 52. The Old Exchange
- 53. The Old Bank
- 54. The Old Exchange
- 55. The Old Bank
- 56. The Old Exchange
- 57. The Old Bank
- 58. The Old Exchange
- 59. The Old Bank
- 60. The Old Exchange

**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: CANDLERIGGS SQUARE**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: BUCHANAN GALLERIES REDEVELOPMENT**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: ST. ENOCH CENTRE REDEVELOPMENT**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: WORKPLACE**



**THE GOLDEN 'Z' TODAY:  
POSITIVE MOVES: HOTEL & LEISURE**



**AREAS OF FOCUS:**  
**A. GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET**



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:**  
**URBAN CONTEXT**

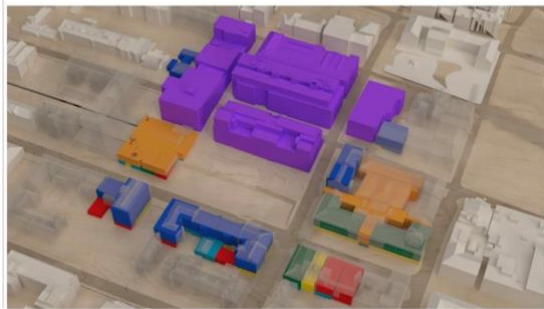


**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:**  
**MASSING & MATERIALITY**

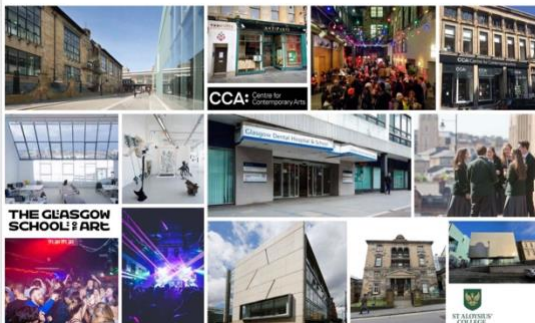


**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:**  
**USES**

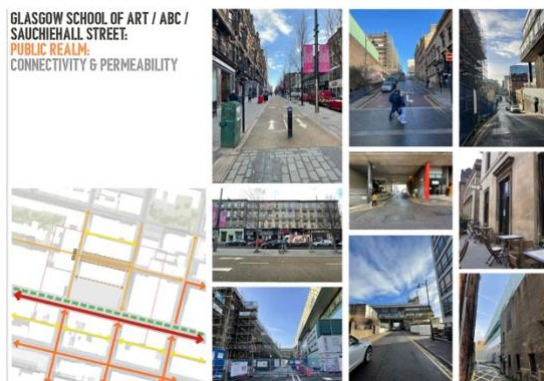
- Yellow: Retail
- Blue: Education
- Green: Community
- Red: Health
- Purple: Culture/Community
- Orange: Entertainment
- Light Blue: Healthcare
- Dark Blue: Work
- Pink: Leisure



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:**  
**EDUCATION / CULTURE / NIGHT TIME**



**GLASGOW SCHOOL OF ART / ABC / SAUCHIEHALL STREET:**  
**PUBLIC REALM: CONNECTIVITY & PERMEABILITY**



**AREAS OF FOCUS:**  
**B. BHS / VICTORIAS / SAUCHIEHALL STREET**



**BHS / VICTORIAS / SAUCHIEHALL STREET:**  
**URBAN CONTEXT**

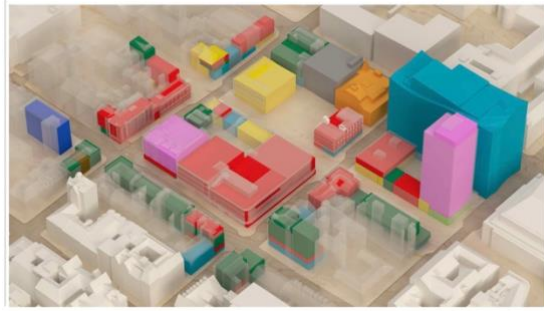


**BHS / VICTORIAS / SAUCHIEHALL STREET:**  
**MASSING & MATERIALITY**



**BHS / VICTORIAS / SAUCHIEHALL STREET:**  
**USES**

- Yellow: Retail
- Orange: Culture/Community
- Blue: H&M/Lifestyle
- Green: Government
- Red: Residential
- Light Green: Healthcare
- Pink: Office/Commercial
- Dark Green: Leisure
- Purple: Other



**BHS / VICTORIAS / SAUCHIEHALL STREET:**  
**ENTERTAINMENT / CULTURE / TOURISM**



**BHS / VICTORIAS / SAUCHIEHALL STREET:**  
**PUBLIC REALM: CONNECTIVITY & PERMEABILITY**



**AREAS OF FOCUS:**  
**C. TRONGATE SOUTH**



**TRONGATE SOUTH:**  
**URBAN CONTEXT**



**TRONGATE SOUTH:**  
**MASSING & MATERIALITY**



**TRONGATE SOUTH:**  
**USES**

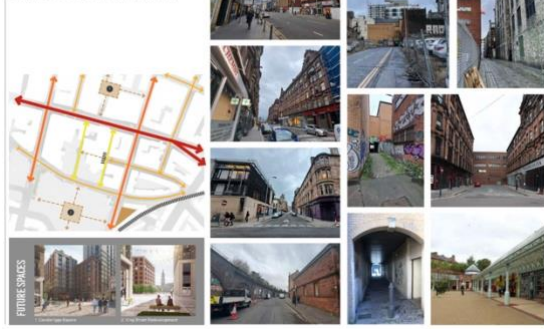
- Yellow: Retail
- Orange: Culture/Community
- Blue: H&M/Lifestyle
- Green: Government
- Red: Residential
- Light Green: Healthcare
- Pink: Office/Commercial
- Dark Green: Leisure
- Purple: Other



**TRONGATE SOUTH:  
CREATIVITY**



**TRONGATE SOUTH:  
PUBLIC REALM:  
CONNECTIVITY & PERMEABILITY**



**WORKSHOP  
DEVELOPING IDEAS FOR THE  
KEY FOCUS AREAS**

Stantec    Threeabity Architecture

**CONSIDERATIONS: SITE WIDE**

1. Quality of Public Realm
  2. Heritage
  3. Massing & Height
  4. Area Character
  5. Potential Uses
    - Living City:     Repopulating through residential
    - Working City:    Creating workplace
    - Vibrant City:     Attractive and safe destination
    - Responsible City: Addressing the climate emergency
    - Inclusive City:    Accessible, healthy and fair
  6. Policy / Control: Licensing, Safety, Stewardship
- Stantec    Threeabity Architecture

**CONSIDERATIONS: BUILDING SPECIFIC**

**Repurpose?**

Retain and work with existing structure, explore extending vertically

Potentially Quickest Result

Minimal Disruption

Responsible

or

**Redevelop?**

Demolish and begin again

Better Performing

Bespoke Solution

Wasteful v Viable?



Stantec    Threeabity Architecture

