



A new vision for Glasgow Golden Z Ideas Day report

January 2023

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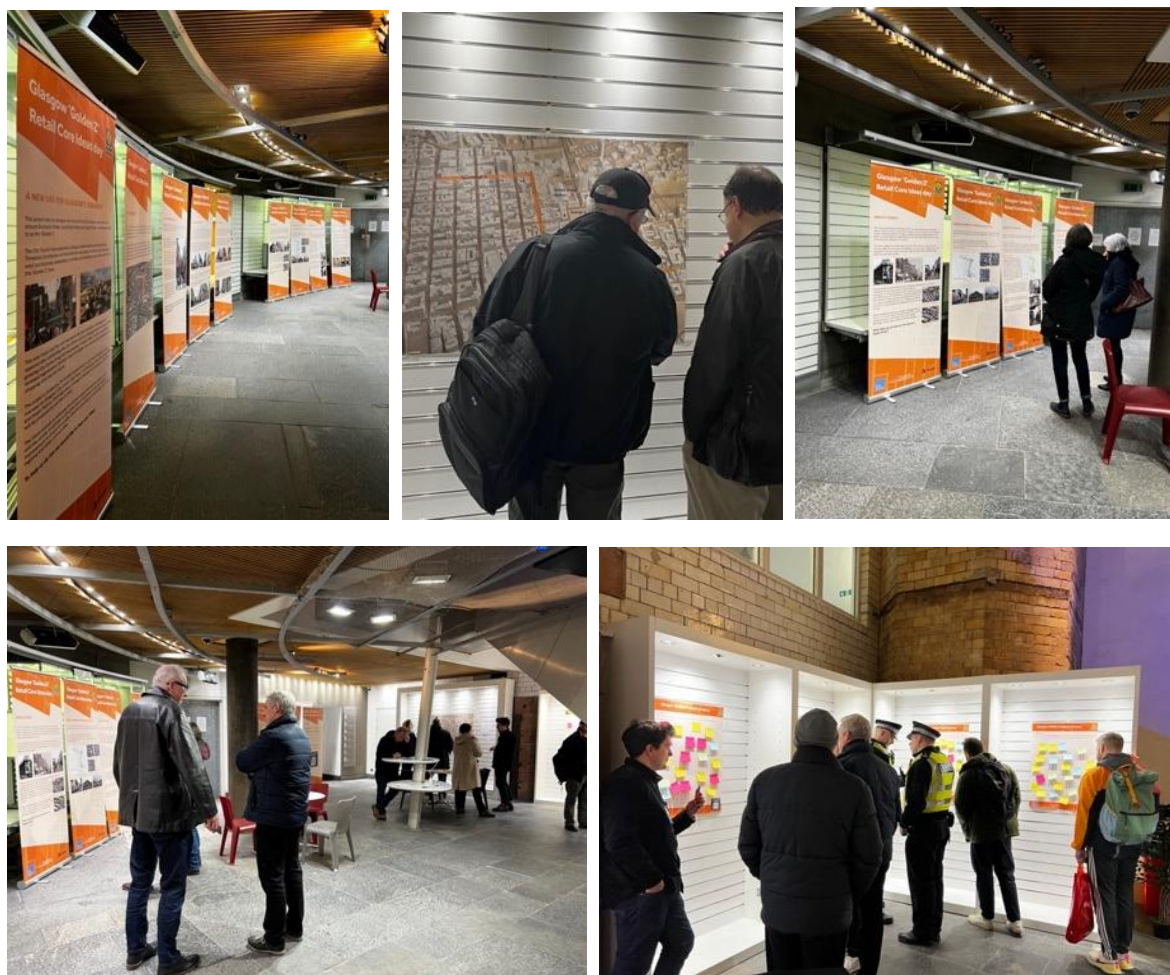


1 Introduction

In November 2023, Glasgow City Council appointed a Glasgow-based consultant team comprising Stantec, Threesixty Architecture and Kevin Murray Associates (KMA), 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.

To facilitate wider community interest in the project, KMA hosted an in-person engagement with the wider public in the form of a staffed drop-in public 'Ideas Day'. The pre-advertised event took place on the 24th January 2022 at The Lighthouse. It gave a wider opportunity for diverse stakeholders to drop in and contribute their ideas on the future of the Golden Z. Visitors were able to view maps and diagrams displaying some of the issues and early ideas suggested and add their own views. The full panel display can be seen in Appendix 1.

At the event attendees were asked to provide their issues and ideas through post-it notes on the wall, or were directed to fill the questionnaire that was available both in paper and online. Just under 100 attendees dropped in and fed their ideas directly and 21 respondents filled in the online questionnaire.



The drop-in exhibition venue was in The Lighthouse ground floor, in Mitchell Lane, off Buchanan Street.

Publicity

The January exhibition event was publicised after Christmas through a combination of direct invitations from the Council, social media, the press (radio and Glasgow based newspapers) and flyers.



The Golden Z Flyer (left), an article on Glasgow Live (middle), through social media (Twitter) (right)

Each social media post reached over a 1,000 viewers.

It was known that on an inclement day in January the footfall in the city centre may be low but, within the timeframe of the project, it was important to seek a wider set of views beyond the core stakeholder interests.



Attendance at the drop-in Ideas Day varied in age, background, and type of interest in the Golden Z.

2 Feedback analysis

During the Ideas Day event, attendees were asked to identify what they considered the key issues and challenges for the Golden Z now, and to give any ideas or suggestions they might consider relative to help improve the Golden Z in the future. The questionnaire, which can be found in Appendix 2, followed a similar format to the wall mounted prompts at the exhibition.



The wall mounted questions at the end of the Golden Z explanatory exhibition.

The responses to the questions on the panels and in the questionnaires were analysed and aggregated into the core themes. They are provided in the following sections.

1 Issues

What do you consider to be the key issues to be addressed to improve Glasgow's 'Golden Z'?

- **Safety** – A number of attendees felt that the area was unsafe. The police presence feels more limited at night than in the past. An increase in homelessness and vacant shops were other factors that contributed to the perception it is unsafe.
- **Identity** – there is a perceived lack of identity in the area.
- **Public Realm and Public Space** – the public realm was described by several as dirty, poorly maintained, and uninviting, with a lack of green in the city centre (SuDS and trees) and general pedestrian places. There was a demand for more indoor public spaces that are free and where people can socialise and spend time. These could also be indoor markets and event spaces. An associated issue raised was the privatisation of public spaces resulting in lack of public space (especially indoors and green space). This is considered hugely exclusionary for segments of Glasgow's population and does not promote an inclusive economy or society.
- **Public Transport** – the current provision of public transport was seen as unreliable, expensive, infrequent and lacking dis-integrated, with a limited offering at night-time to encourage footfall. A suggestion was made to reopen the city's union train line and to bring back trams.
- **Cycle routes** – There is also a lack of continuous cycle routes/networks.
- **Retail offer** – it was felt that there is a lack diversity in the retail offer and a lack of unique independent shops such as green-monger, bakeries, butcher.
- **City centre living** – there is need to bring back people to live in the city centre especially in affordable and social housing. There is also a need for housing to tackle homelessness in the city. Another suggestion is to convert Victorian/ Edwardian commercial office buildings to high spec apartments. The idea is that more residents could increase footfall and a level of 'local shop' in the city.
- **Amenities and leisure** - Lack of reasons or variety to visit and dwell.
- **Footfall** – lack of footfall due to people working from home. It was noted that the council, being one of the largest employers in the city centre should encourage their employee to come to the office.
- **Parking** – lack of affordable or free car parking spaces, makes it very exclusionary
- **Community wealth building approach** – there is a lack of community wealth building approach to redevelopment.
- **Looking at the street from a human perspective** – not retailing - nor (necessarily) about spending money, but more about spending time in a human-scaled and welcoming environment. As footfall collapses, the question is - how do we get folk to spend more quality time in our town/city centres and high streets. What more do they/ can they offer up rather than just the usual homogenised retail experience and the opportunity to spend money.
- **Commodified public space** – Buchanan Street is peppered with some of the city's best buildings but the public realm become commodified and cluttered with cordons and a seeming 'arms race' of tents, heaters and other urban clutter.

2 Challenges

What challenges, if any, do you see as critical to resolve to aid rejuvenation and future success of the Z?

- **Status of current building stock in the city centre** – the current stock of buildings in the city centre is in decay and deteriorating further. There should be encouragement to refurbish and part redevelop existing buildings, to keep character, instead of demolishing them.
- **Uses in empty units** – What to fill the empty shops with and not only shops. What uses should be attracted to the centre more generally.
- **v**
- **City centre living policy** - There is a challenge around the policy to double the City Centre population from 20k to 40k. Although, doubling the population sounds ambitious it needs to be thought further. Perhaps the city needs to really look at whether the 'z' is still actually a resilient aggregation- what if any are the distinct offerings? There is a need to increase housing stock in the city centre and make flat living more appealing through council tax cuts.
- **Schools** – there is a lack of schools primary and secondary to attract family living in the city centre.
- **Changing behaviours and perceptions** of the city centre these includes safety, cleanliness, public transport. Lack of city centre residential and perception of city centre as a place to live - where's the green space, the calm areas, the local businesses, local cafes, community services and spaces that make a place attractive.
- **Public transport** – there is a need for effective and affordable public transport.
- **Pedestrianisation** – restrict private car access to the area, widening the footpath and encourage pedestrianisation.
- **Greening** – lack of green infrastructure in the city centre
- **Public realm and its maintenance** – need to clean the street and make sure that the bins are empty regularly. Need for street furniture, appropriate tree planting and landscaping with robust maintenance plans and inclusive accessibility.
- **Closed indoor public spaces**: The city needs a proper, centrally located fresh food hall/ market to increase the 'food culture' offering and to pull folk away from the peripheral big box centres with their free parking but largely homogenous offering. Think of the Markthal in Rotterdam - a really innovative typology of flattened development and market - this is the kind of thinking we need to apply to the city centre. Or the St Miguel market in Madrid. Critically for a place like Glasgow and its wet/windy, climate these places can offer an alternative to the indoor mall spaces which are now being disaggregated and replaced with more granular developments. Also, the typology of the arcade should be promoted - there used to be many more than just the Argyle Arcade. There are certainly some opportunities to re-introduce them e.g., at Argyle St Station and @Savoy Centre. There is a proposal to re-open the Queen Arcade at a redeveloped Marks and Spencer's on Sauchiehall Street but the designs fail to understand how the typology of arcades actually work.
- **Planning system and licensing** – Lack of funding, slow planning and licensing departments dissuade investment. Issue around licensing structures that was deemed regressive. Hard to get food truck licenses and extortionate sex shops license.
- **Governance** – there is a need to raise awareness of issues and solutions within communities.
- **Development** – Control the quality of developments to stop cheap identity. How to encourage active frontages at ground level.
- **Tall buildings** – Demolition and rebuilding above around 8 storeys should be discouraged.
- **The process of change is slow** – That affects confidence and sense of place.
- **Commercial viability** – challenge around external investment underpinned by extractive economic models supporting decision making.

3 Ideas

What ideas or concepts would help to develop the 'Golden Z' most beneficially from your perspective, including securing any benefits for businesses, owners, or residents?

- **Maintenance of public realm** – garbage and litter pick-up. Create a campaign to encourage cleanliness of the street. Maintain the public realm to high standards.
- **Mix of shops**
 - create designated areas for independent shops.
 - Expanding and improving outdoor café/bar culture.
 - Permanent high- quality market
 - Have shops open past 6:00pm
 - Encourage food trucks in the city centre
 - Small micro restaurant area for starting business e.g., Drunkard Alley Tokyo
 - Farmers market on river front on Sunday e.g., Newcastle riverfront
- **Retail website** – Create a retail website where shops big and small could join to promote their stock. The added bonus is that you can visit the shop and try the items.
- **Meanwhile use of vacant shops:** Using the empty shop space as a place where homeless people can be helped until the space is rented by shops.
- **Leisure and amenities** – create free activities for young people. Encourage more cultural offerings. Address the problem of street buskers. More late-night food options to sit in not just drinking. Better café culture. More play spaces and playpark for kids.
- Introduce the idea of **urban village**
- **Housing** – Affordable housing in the city centre
- **Greening and sustainability** – introduction of green roofs
- **Clyde river usage** – introduce water taxis and boat tours of the Clyde. Use of river for transport and training clubs e.g. Yachting training, paddleboards
- **Public space** – introduce semi-permanent covered outdoor seating as in common cities such as Paris. Create creative inspiring places that are comfortable and enjoyable to spend time in such as seating areas with covers and greenspace.
- **Identify different nodes** with existing infrastructure suitable to different offerings along the whole mile. Ingram and Bath Streets should be more than just limited crossings but should be destinations or leisure/stopping attractions offering attractive onward locations to be considered.
- **Integrated public transport** – There should be an integrated transport system covering buses and subway with various transport "hubs" throughout the city centre. It should be affordable and flexible and might include one ticket for all option.
- **Governance** – Community wealth building. Community ownership of mixed use development e.g., Dumfries high street. Explore more models for community Empowerment, Land Reform and Sustainable Economic Growth to be applied in the city centre.
- **Policy themes:**
 - Introduce **Class 3 Uses on Buchanan Street** to aid animation and vitality
 - Scheme to help support independent businesses to be able to lease in the city centre through a **matched funding grant for investment** in new properties. This could work by if an independent business invests 100k for example in a new site then this 100k would be match funded by the council. There could be qualification criteria around the size of a company and its subsidiaries (e.g. less than 50 employees) in order to qualify for such matched funding grants
 - Proper **ground floor/plinth policy in relation that first 3 metres of frontage and view cone** that the human eye perceives at the street level. Are we creating /facilitating safe, attractive streets with active fronts - and what is the quality of that

activation - how many doors/ windows ? How can we encourage creative shopfronts and how can we make more 'granular' plots as we deconstcut from the model of large floor plates of the larger retailers towards smaller, more boutique and perhaps more local businesses. The lower halves of Miller Street and Virginia Street are great examples of how we have neglected this crucial interface with the street - blank frontages / service zones and large service vehicles and the corollary poor quality public realm.

- Housing costs – **introduce land and property taxes to reduce costs of housing** and reduces land cost. This would act against property speculation.

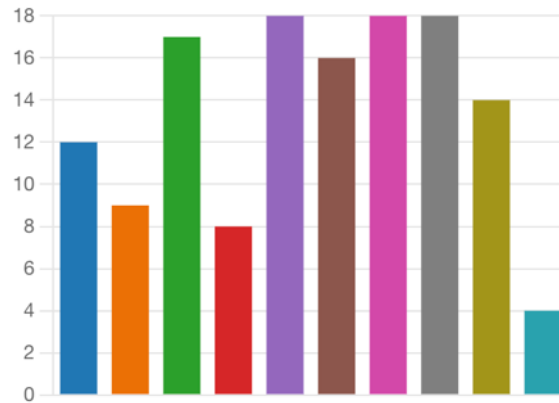


Evidence of the study of issues and contribution of responses by attendees of the Ideas Day exhibition.

4 Key themes

What key themes would you like to see developed by the Project Team? (Please tick all that apply)

| | |
|---------------------------------------|----|
| ● Retail and commerce | 12 |
| ● Tourism, including hotels | 9 |
| ● Culture, entertainment, and leis... | 17 |
| ● Workspace and offices | 8 |
| ● Residential | 18 |
| ● Greening and biodiversity | 16 |
| ● Outdoor social space | 18 |
| ● Transport and movement | 18 |
| ● Evening and night-time economy | 14 |
| ● Other | 4 |



The leading themes were Transport and Movement, Outdoor Social Space and Residential, closely followed by Culture, Entertainment and Leisure.

Other comments made were:

- *All of the above, a good mix so that there is something for everyone.*
- *I would like to understand more about how older/mobility impaired / visually impaired feel about the centre of town. If we can design for these folk, then inevitably everyone benefits*
- *Sports facilities, EV charging, Cycling routes*



The Police provided important inputs and local intelligence about the Golden Z and City Centre.

5 Other suggestions

Do you have any other suggestions for the area or advice for the City Council's consultant team in preparing the Vision and Plan for Glasgow's 'Golden Z'? if yes, please provide here

- **Schools** – there is a need for a new primary and secondary school in the area to support city centre living. Consider working with the universities to create the secondary school.
- **Public transport** – integrated transport system. There is a need for a new subway entrance. Suggestion to have public owned transport system. Better public transport from Finnieston to Southside.
- **Better mix of workspace** – in terms of size, type and cost
- **Encourage café culture** – instead of pub culture
- **Reconsider use of term 'Golden Z'** – not hugely helpful or positive, or localised enough
- **Leisure offering** – have an open air concert venue. Create Christmas and Hogmanay events. More outdoor entertainment such as e-sport arena, skate park.
- **Community dividend** – for the local residential community in case of big public events
- **Sustainability** – assess each proposal to see if it delivers a sustainable culture and future. Work with developers, SEPA and Scottish Water to promote best practice SuDS to green the areas, reduce flooding and improve water quality of the River Clyde
- **Public realm and its maintenance** – have daily, early morning street cleaning. Make the area greener, more water feature. Crackdown on graffiti and littering. Make it easy for residents to dispose of bulk waste, the current system for flats does not work where residents just dump stuff in bin rooms instead of calling council to collect. What will the status of the new public realm be? Will it be privately- owned, publicly accessible as in London/ Manchester or as in Buchanan Wharf - will there be stipulations on behaviour?
- **Superblocks** – should be encouraged in Blythswood Hill to manage traffic and create people friendly areas, with safe, sheltered stopping places within the third of a square mile wider area.
- **Lanes strategy** – Use the lanes to guide pedestrians who are passing through. Anchor being the most obvious.
- **Safety** – There should be a greater police presence in the area to deter crime.
- **Amenities** – Provide shopping lockers in key locations to encourage people to stay for other activities without carrying bags around. Create more community gardens. Introduce more public toilets.
- **Holistic approach** – In order to have successful regeneration the problem within the area should be tackled holistically. There should be strategies that tackle the problems of planning, licensing, transportation, safety, cleanliness, lack of housing that people want to live in.
- **Suggestion for Sauchiehall Street** – Transform Sauchiehall Street into a 'garden boulevard' with the demolition of one side of the street creating a "Princes Street Edinburgh " look.
- **Policy and tax** – Progressive (both in terms of big owner but also in terms of timespan) taxation of land and unused properties. The longer it is empty, the greater the taxation.

3 Conclusion

The Ideas Day on 28th January was a useful adjunct to the other areas of research and consultation. It brought in almost 100 additional people with backgrounds as residents, workers, businesses (both traders and new start-ups), visitors, academics (both lecturers and students), and specialists in urbanism (heritage, planning, urban design) as well as public services, such as police (below). Importantly this also broadened the demographic of consultees.

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

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

- The need for a safe, clean **high quality public realm** with green open spaces was stressed, alongside a need for indoor public spaces.
- Bringing back people to the city centre for **a variety of reasons** – leisure, work and specialist retail was advocated.
- A major theme was the need for an **integrated public transport system** that is reliable, with extended service hours. Encouraging cycling and walking was another theme through a **network of segregated cycle lanes**.
- **More living in the city centre** was widely supported with the need of a mix of residential accommodation including social housing. To **attract such city centre residents**, amenities such as schools (primary and secondary), GP practices, nurseries, playparks would need to be in place. If the city centre becomes more residential it was felt this would **increase vibrancy and footfall**, encourage independent shops to open, and limit anti-social behaviour through passive surveillance.
- Connecting to an **activated Clyde Waterfront** for leisure and tourism, was seen as an important factor in the Z's role as city orientation/navigation route.
- Finally, **community wealth building** and **placing the community at the heart** of the city centre were raised by those looking for a Golden vision that is much more than either just retail or development.

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

Kevin Murray Associates
v2 22 February 2023

Appendix 1 – Display Pop up banners

Glasgow 'Golden Z' Retail Core Ideas day



A NEW LIFE FOR GLASGOW'S 'GOLDEN Z'

This project aims to reimagine the future of the City Centre's retail core in and around Buchanan Street, Sauchiehall Street and Argyle Street – sometimes referred to as the 'Golden Z'.

The City Council have appointed a Glasgow-based team comprising Stantec, Threesixty Architecture and Kevin Murray Associates, to work with community, retail and business stakeholders to produce an ambitious new Vision and Plan for the 'Golden Z' area.




This new Vision and Plan will respond to the post pandemic challenges and opportunities confronting the City Centre, such as changing retail and leisure trends, growing City Centre living and repurposing of vacant sites. It aims to establish a renewed regeneration direction that will support the recovery and resilience of our shopping core into the future.

The project is funded by the Scottish Government's City Centre Recovery Fund, overseen by Glasgow's City Centre Task Force, co-Chaired by Councillor Angus Millar and Stuart Patrick, Chief Executive of Glasgow Chamber of Commerce. The vision will be produced by end March 2023.


The Vision will aim to anticipate the future needs of all who live, work in and visit the centre. It will look to stimulate future investment in the city centre's improvement to ensure it is a safe, attractive and vibrant environment for all local, regional and visitor communities.

To help us do this we would like to hear your ideas.





Glasgow 'Golden Z' Retail Core Ideas day



A CITY CENTRE FOR ALL


Glasgow 'Golden Z' caters for a wide variety of users, whether older, younger, disabled or from many cultural backgrounds. It also performs at various scales, described by Glasgow Place Commission as:

International City
The City Centre and Golden Z serve as the front door of an outward looking city with global reach.




Metropolitan City
The City Centre is the connected heart of its city region of 1.8million people, with a further 1.2million within 1 hour's travel time, and it generates a third of the national economic output.

Everyday City
The City Centre and the Golden Z provide the focus of daily experience for a vast number of residents, traders, workers, students, and other visitors.

People Make Places is a report co-produced by the Glasgow Place Commission. It was undertaken as a participatory process, with lots of involvement including a major international event focused on the climate emergency.



What ideas do you have that help Glasgow to cater for a wide variety of users, whether older, younger, disabled or from many cultural backgrounds?

Glasgow 'Golden Z' Retail Core Ideas day



THE 'GOLDEN Z'

The 'Z' is traditionally the name given to define the main central retail streets and routes of Sauchiehall Street, Argyle Street and Buchanan Street. This retail core is supported by a number of adjoining and parallel streets and lanes that also host many shops, bars and restaurants.

Glasgow's city centre has evolved over many decades from the 1800s and what we now know as the Golden Z has changed too. Previously Sauchiehall Street held a concentration of high-end retail with many department stores, while Renfield Street/Union Street was the dominant north/south route. From the 1980's onwards, Buchanan Street became the more iconic and popular central shopping axis of the city.



Glasgow 'Golden Z' Retail Core Ideas day



SAUCHIEHALL STREET

Historically, Sauchiehall Street had several high-end department stores, such as the Pettigrew & Stephens which was demolished in the early 1970's to make way for the Sauchiehall Centre. Others, including the Watt Brothers and Marks & Spencer which closed in 2020 and 2022 respectively. Adjacent to Marks and Spencer, the Savoy Centre which has been consolidated to ground floor only and the office tower has been refurbished and transformed into a successful co-working venue.

Another department store, Trerons was located beneath the McLellan Galleries. With the closure of Trerons in the 1980s, the other department stores, Littlewoods and C&A became the main retail 'anchors'. However, C&A closed in 1999, BHS in 2015, Dunnes in 2017, followed by the loss of M&S in early 2022. These have all signalled a major decline in the retail function of Sauchiehall Street.



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

The catastrophic fires at the Glasgow School of Art and the loss of the Victoria's nightclub building have negatively impacted the street.



What ideas do you have for the future of Sauchiehall Street?



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BUCHANAN STREET

Now considered the jewel in Glasgow's retail crown, Buchanan Street has been reported to be the second busiest shopping street in the UK after London's Oxford Street. However, it was not always the retail 'spine' of the city. Originally a 2-way traffic street, the southern section was pedestrianised in 1972, then due to its success was extended to the full length of the street in 1978.

The street dates from 1780 with mainly merchant's villas and workshops. In 1827, the Argyll Arcade was inserted, Scotland's first ever indoor shopping mall. At the southern end, the House of Fraser Department Store started off in 1849 as a small drapery shop. Princes Square was the next major retail intervention with the covering of an open court to create a five-storey shopping centre.



At the northern end, the Glasgow Royal Concert Hall opened in 1990 followed by the Buchanan Galleries in 1998, moving the centre of gravity within the Z towards the top end of Buchanan Street.

Today the south-central section of Buchanan Street is still well occupied however, the three shopping centres are struggling with an increasing number of vacant units. Both Buchanan Galleries and The St Enoch Centre have now announced their plans to redevelop their assets into mixed use schemes with open streets and spaces.



What ideas do you have for the future of Buchanan Street?



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ARGYLE STREET

The now part-pedestrianised Argyle Street was originally known as Westergait and re-named in honour of the Duke of Argyll in 1751. Historically, retail extended further eastward along the Trongate, anchored by both Goldbergs Department Store on Candleriggs and a large C&A unit. The retail offer near these stores was more specialist and discount in nature.

The retail Z began to contract after the construction of the St. Enoch Centre in the late 1980's and the closure of Goldberg's, from which the Trongate never fully recovered. The main retailer in the south east Z became M&S, opposite Argyle Street low level train station.



Owners of the St. Enoch Centre have submitted a proposal to the Council to redevelop the centre to create an open mixed-use development that will consist of retail and leisure, and up to 1700 homes, with new streets, improving linkages from the riverfront, Merchant City and Glasgow Green into the city centre. Included within this are proposals to convert the former Lewis's /Debenham department store into mix of uses.



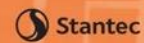
St. Enoch centre potential development

Other development projects include Candleriggs Square which is currently under construction to provide a vibrant mixed-use quarter consisting of new retail, food & beverage, homes, offices, hotels and local amenities.



Candleriggs Square Development

What ideas do you have for the future of Argyle Street?



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DRIVERS OF CHANGE

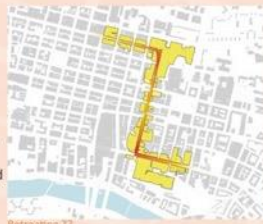
There are a number of trends that have combined to impact on Glasgow's city centre, just as it has on many others across the UK and beyond.

Consumer trends

Changes in consumer behaviour, with reducing demand for retail floor space, as well as growing online shopping and competition from out-of-town retail has had a cumulative impact on all traditional 'high streets' across the country. The COVID-19 pandemic has both accelerated the demise of retail pre-eminence and increased our appreciation of quality open space and social interaction.

Other impacts

The COVID-19 pandemic has also drastically altered the traditional 5 day working week pattern that brought so many people into the city centre. Technology has enabled an increasing number of companies to offer flexible home working. This in turn continues to have an effect on the daytime economy of the city centre, reducing much needed footfall and vibrancy, needed to support the retail / food and beverage / leisure and cultural offers.



Retreating Z?

The 'Golden Z' has therefore contracted as a 'retail spine', especially on Sauchiehall Street and Argyle Street, where there is a concentration of vacancies and 'under-lets', partly linked to the successive failures of national chains and department stores over time.



In addition fewer people using public transport and lack of leisure offer has further impacted the vibrancy of the Z.



Similarly to proposals to redevelop the St Enoch Centre, Landsec are formulating proposals for the redevelopment of Buchanan Galleries.



Glasgow 'Golden Z' Retail Core Ideas day



AREAS IN NEED OF PARTICULAR FOCUS

There are three 'areas of focus' suffering from acute environmental stress including vacant land and buildings which presents opportunities for transformation. These are:

- (A) area around the Art School/ABC on Sauchiehall Street
- (B) area around the former BHS unit and the 'Victoria's Nightclub' gap site on Sauchiehall Street
- (C) area around TJ Hughes (previously C&A) on the Trongate



Focus area A



Focus area B



Focus area C



Focus area A: ABC



Focus area B: BHS



Focus area C: Trongate South



Glasgow 'Golden Z' Retail Core Ideas day



INITIAL STAKEHOLDER FEEDBACK

1. Challenges

Many challenges facing the Golden Z were highlighted during stakeholder workshops held in December 2022. The key recurring points, some applying to the wider city centre, were:

- **Footfall and patronage** are both key to Glasgow's recovery and successful future – visitor numbers and spend in the Golden Z are both essential.
- A greater living population in the city centre is important for long term activity – but new homes need a **range of housing types, tenures and affordability** to cater for a diverse demographic (young adults, families, elderly, student) - not just expensive private rental.
- While new development is needed, it cannot be the only driving issue as there needs more emphasis on the **re-use and repurposing of existing buildings** in the city centre along the Z.
- **Tall buildings** are welcomed by some in key locations, but they are a worry for others, particularly the effect they may have on the city skyline, light/shade at street level and other impacts associated with buildings above a certain height.
- Many of the Glasgow's key visitor attractions and cultural **venues are situated outside of the city centre and Z** (such as Kelvingrove, Science Centre, SECC, Hydro) – do we need key attractions in centre or better links to existing?
- Many of the **legal, financial and physical factors** affecting retail (and also residential) development are important issues to address.
- Many highlighted that Glasgow's city centre, including the Z, has become **dirty and unhygienic, also noting a reduced sense of safety**. These conditions need to be addressed with urgency to ensure that the condition of the current city centre asset does not worsen.



Kevin Murray Associates

Threesixty Architecture

Stantec

Glasgow 'Golden Z' Retail Core Ideas day



INITIAL STAKEHOLDER FEEDBACK

2 Ideas

There was a wide range of ideas discussed during the December stakeholder workshops. Again, some were applicable to the wider city centre as well as the Z. They included:

- Importance of the **regional and (inter)national role** of Glasgow for retail & leisure, tourism, major events.
- **Importance of public transport** particularly in terms of comfort, reliability, safety, experience, and efficiency to access the Z. Many proposed that an integrated smart ticketing system would allow people to easily access the city centre and reinforce it as the retail destination of choice.
- **Increasing working/learning/studying visitors** – to boost daytime numbers. A greater spread of reasons for people to be in the city centre, especially the core Z.
- **Experiential retail and leisure** advocated by some as an alternative to online shopping.
- Creating a welcome/inviting **24 hour 'breakfast to post-club' culture** to bring people back to the city centre safely, with a full offer throughout the day that caters for different types of people (e.g. families to nights out).
- Night-time activity could be **concentrated in places** such as the Sauchiehall Quarter and Merchant City, which would make it easier to manage relationships with residential uses.



Kevin Murray Associates

Threesixty Architecture

Stantec

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INITIAL STAKEHOLDER FEEDBACK

2. Ideas

- Basic **sense of place, safety, cleanliness, care, and positive identity** were rated as high priorities by visitors, businesses and local residents alike in the Z and beyond. The city centre needs to be protected and these are viewed as basic essentials.
- **Inclusion and comfort/amenity for all** to create that a strong base of users, especially younger, older, and disabled people. This includes making specific provisions such as public toilets, changing places, lifts, etc in and around the Z.
- Effective building **conservation and re-use of the fabric**. The urban grain of Glasgow city centre, around a strong Z, is an identifiable reason for people using the city. Additionally, reusing the existing building stock is an important ingredient in terms of the city's circular economy and net zero carbon agenda.
- **Rooftops** present opportunities for green roofs, urban cooling, amenity value, shared space, etc
- **Greening and pocket parks** were highlighted as spaces that can be used as accessible public spaces. Currently there is next to no meaningful green space across the Golden Z.
- There need to be some **financial/fiscal investment products** to help stimulate investment in both the built environment and in uses.



Glasgow 'Golden Z' Retail Core Ideas day



NEXT STEPS

Your ideas and comments will help to influence the vision and plan for the future development of the Golden Z.

The consultant team will collate all the feedback which will help shape the preparation of the vision over the next couple of months until end March.

The next stages in the process includes:

- Generate ideas - assess responses
- Develop vision and plan – design stage
- Consideration of delivery issues
- Produced vision and plan

Your feedback

Thank you for taking the time to attend the 'ideas session'. We would welcome your feedback on any issues and ideas you have for the 'Golden Z'.

Please feel free to scan the **QR code** to complete the online questionnaire or visit the Glasgow Council Website: www.glasgow.gov.uk/goldenz



Appendix 2 – Questionnaire

A NEW LIFE FOR GLASGOW'S FUTURE GOLDEN Z



1 Issues

What do you consider to be the **key issues** to be addressed to improve Glasgow's Golden Z?

2 Challenges

What **challenges**, if any, do you see as critical to resolve to aid the rejuvenation and future success of the Z?

3 Your ideas

What **ideas or concepts** would help to develop the Golden Z most beneficially from your perspective, including securing any benefits for businesses, owners, or residents?

4 Key themes

What **key themes** would you like to see developed by the Project Team?
(please tick all that apply)

- Retail and commerce
- Tourism, including hotels
- Culture, entertainment and leisure
- Workspace and offices
- Residential
- Greening and biodiversity
- Outdoor social space
- Transport and movement
- Evening and night-time economy



A NEW LIFE FOR GLASGOW'S FUTURE GOLDEN Z



5 Other suggestions

Do you have any **other suggestions** for the area or advice for the City Council's Consultant team in preparing the Vision and Plan for Glasgow's Golden Z? If yes, please provide here

Your contact details

Name:

Organisation (if any).....

Email.....

Deadline

Please provide your comments by **5pm on Friday 17th February**, either online by scanning the **QR code below** or via email rim@kevinmurrayassociates.com after which the questionnaire responses will close to allow for analysis.

GDPR and Privacy

All personal or contact details are held securely by Kevin Murray Associates for the purposes of consulting on this project only for Glasgow City Council (GCC), in line with data protection best practice. They are not shared with any other party. The details are destroyed 1 year

All comments are recorded for the purposes of this project only and are anonymised and aggregated, personal data and responses will not be associated to each other.

