



High Street

AREA STRATEGY 2019-2023



City Centre

University of Strathclyde

High Street Corridor

St Mungo's Museum

Glasgow Cathedral

Glasgow Necropolis

Provand's Lordship Barony Halls

Drygate

East - West Connections

Tolbooth Steeple

Glasgow Barras

East - West Connections

Glasgow Green

Glasgow Women's Library



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1 | Foreword

Glasgow Cathedral



I am delighted to introduce the High Street Area Strategy, Glasgow City Council's vision for this historic heart of our city.

As the oldest part of Glasgow, the High Street area has played a leading role in the story of our city. But there has long been a feeling that the area has not been given the attention and recognition it deserves. This strategy aims to address these concerns.

We have identified the key themes of promoting heritage, supporting local economic development, and improving the look and feel of the area, and the strategy presents a number of actions the Council and its partners will take forward in these priorities.

From shorter term actions like a heritage trail and activating vacant shop units, to longer term ambitions around transforming the public realm, we will be working over the coming years to support and revitalise the area.

In recent years, too often the High Street has been treated as a boundary, at the fringes of both the city centre and the east end.

But at the heart of our vision is the belief that the High Street corridor, from the Cathedral to the Clyde, should be a vibrant and recognised district in its own right. We must build on the area's rich heritage and business offer in celebrating that distinct local identity.

My thanks go to the council partners involved for their participation in this strategy, and to the cross-party local councillors who have helped oversee its development via our Reference Group.

I would also thank the hundreds of people who took part in our public consultation for the thoughts and ideas which have informed our plans. This level of engagement is testament both to the importance of this area's history, and to the interest so many Glaswegians have in its successful future.

This strategy sets out the city's vision for the High Street, and underpins the city's renewed commitment to the area – a commitment to promote its unique heritage, support a vibrant local economy and revitalise this historic heart of Glasgow. It is my pleasure to share it with you.

Councillor Angus Millar
Depute City Convener for Economic Growth

2 | Introduction

St Mungo Mural, 287 High Street, Glasgow

Glasgow City Council considers the **High Street/Saltmarket area** of Glasgow to be a key priority for regeneration in the city centre, and there is a consensus that more could be done to uplift and enhance an area that comprises the city's historic heart.

To this end, the **Council's City Centre Strategy Board** last year tasked officers from across the council, its arm's length organisations and its key partners, to form a working group to oversee the development of a five-year Action Plan for the area.



Chair
Angus Millar
 Anderston/City/
 Yorkhill
 SCOTTISH NATIONAL
 PARTY



Lord Provost
Eva Bolander
 Anderston/City/
 Yorkhill
 SCOTTISH NATIONAL
 PARTY



Bailie
Philip Braat
 Anderston/City/
 Yorkhill
 SCOTTISH LABOUR
 PARTY



Bailie
Christy Mearns
 Anderston/City/
 Yorkhill
 SCOTTISH GREEN
 PARTY



Councillor
Robert Connelly
 Calton
 SCOTTISH
 CONSERVATIVE AND
 UNIONIST PARTY



Councillor
Greg Hepburn
 Calton
 SCOTTISH NATIONAL
 PARTY



Councillor
Cecilia O'Lone
 Calton
 SCOTTISH LABOUR
 PARTY



Councillor
Jennifer Layden
 Calton
 SCOTTISH NATIONAL
 PARTY



Councillor
Allan Casey
 Dennistoun
 SCOTTISH NATIONAL
 PARTY



Councillor
Kim Long
 Dennistoun
 SCOTTISH GREEN
 PARTY



Councillor
Elaine McDougall
 Dennistoun
 SCOTTISH LABOUR
 PARTY

Glasgow City Council considers the **High Street, Saltmarket and the immediate environs** to be a key priority area for regeneration in Glasgow city centre. The Council's City Centre Strategy Board has committed to the development of a new strategy and action plan for the area, with the process overseen by Councillor Angus Millar, Depute City Convenor for Economic Growth, and supported by a wider Reference Group comprised of local councillors from wards 9 (Calton), 10 (Anderston/City/Yorkhill) and 22 (Dennistoun).

This document is the final product of the development work and consultation process which ran between March and May 2018. The key findings of the consultation are outlined later in this plan, however the process reiterated clear support for the proposed themes of heritage, business and development, and public realm improvements. These have been further developed for the final High Street Area Strategy (HSAS).

Above: High Street Reference Group

PARTNERSHIP WORKING

The HSAS will have a strong focus on developing partnerships and collaborations with local stakeholders in the project area.

Opportunities to work more closely with major organisations like the Royal Infirmary, University of Strathclyde, City of Glasgow College and local housing associations, amongst others, will be explored throughout the duration of this project.

This may include co-design of new public spaces and pocket parks.



HSAS 2023 VISION



VISION FOR 2023

Our vision is that the **High Street area** will support a thriving local community, with a visitor offer focused on the area's unique **heritage assets** and **independent businesses** within this historic corridor.

The **High Street Area Strategy** will form the first phase in the **District Regeneration Frameworks** that will be developed for the wider area over the period of this strategy.

OBJECTIVES

In order to achieve the Vision for 2023 a number of key objectives have been set for the High Street Area Strategy:

- a. Promote the local built environment and build on the area's medieval history and range of internationally recognised historical assets;
- b. Celebrate and promote the unique local offer;
- c. Enhance the look and feel of the area;
- d. Improve physical connections to and throughout the area;
- e. Overcome barriers to sustainable growth for local and emerging SMEs;
- f. Increase footfall to and throughout the area.



Promote the local built environment



Celebrate and promote the unique local offer



Enhance the look and feel of the area



Improve physical connections to and throughout the area



Maximise growth opportunities for local and emerging SMEs



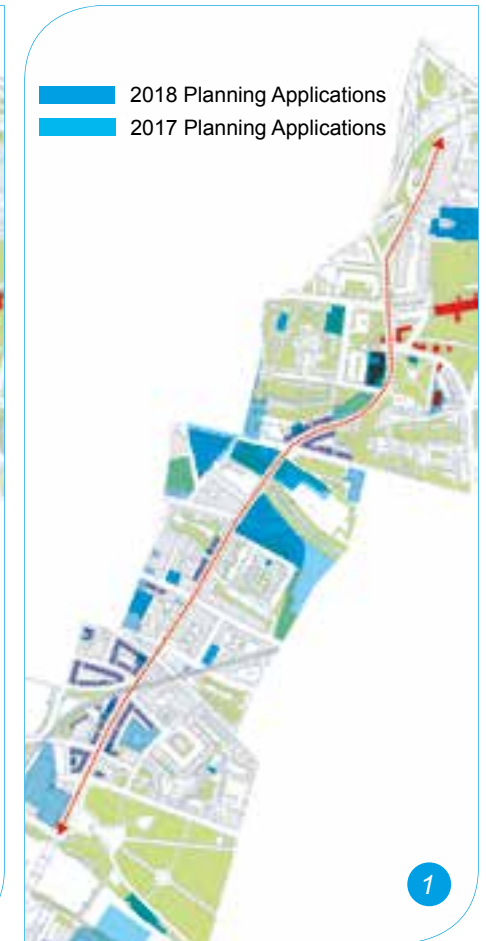
Increase footfall to the area

Pictures : Steps to the Barony Halls car park, St Mungo Mural, Royal Infirmary, Castle Street and St James Road intersection, Drygate Brewery, Cathedral Square



THE VALUE OF THE HIGH STREET

The High Street is a densely populated area, with a mix of social housing and privately owned homes. The north section of its corridor is contained within the 15% most deprived areas of the Scottish Index of Multiple Deprivation (SIMD); there are a number of Vacant and Derelict Land sites in critical locations along the whole length of the corridor. In the past two years a relevant number of planning applications were submitted for sites along the High Street corridor.



**SIMD16
MOST DEPRIVED 15%**

**SCOTTISH
REGISTER OF VACANT
AND DERELICT LAND
SURVEY 2017**

**PLANNING APPLICATIONS
2017 AND UP TO JUNE
2018**

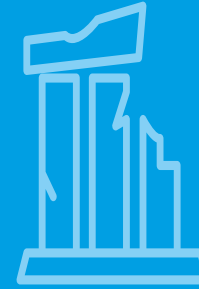


High Street



St Mungo's Museum

HERITAGE ART



One of the oldest buildings in Glasgow is the Cathedral, several parts of which date from the early 12th Century²

29

29 separate **lettable units** in the Study Area are currently vacant³



St Mungo Museum and Provand's Lordship hosted 6% of the overall museum visits in Glasgow in 2017⁴

6%



Glasgow Cathedral



Barony Halls

Glasgow Women's Library is the only Accredited Museum in the UK dedicated to women's lives, histories and achievements⁶



Glasgow Women's Library



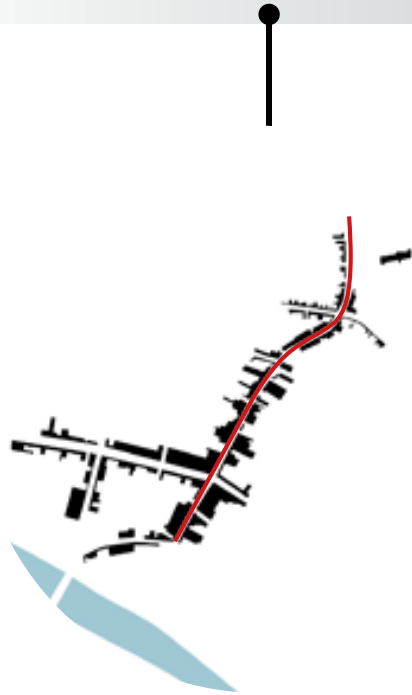
3 | Historic Development

Provand's Lordship , 3 Castle St, Glasgow

Glasgow was probably founded in the 6th century when St Mungo built a church at place called Cleschu⁷. Glasgow was given a bishop in 1115, the church was replaced by a cathedral in 1136⁸.

The maps illustrate how Glasgow developed around the original axis connecting the Cathedral to the river Clyde, the present day High street, expanding west along the present day Trongate (maps from: (Y)our City Centre Vision, Glasgow City Centre District Regeneration Frameworks Baseline Report, Austin Smith Lord and MVRDV for Glasgow City Council, 2018)

1547



By the year 1300 Glasgow had developed an urban structure based around two centres: the ecclesiastical upper town at the cathedral, and the more commercial settlement of the lower town⁹.

1778



Glasgow's real expansion only began at the start of the 1700s due to the emergence of trade with the colonies. The wealth of the city was enhanced further with the industrial revolution when the city increased in form and population density over a very short period of time.

1866



The crossed axis of the Saltmarket and High Street still defined the city; to the west the Merchant City had filled the left hand corner of the axis. To the east was the College and elegant terraces of town houses had been built in St Andrew's Square¹⁰.

1909



By 1914 700,000 people lived within three square miles of Glasgow Cross, which was the most densely populated area in Europe at the time¹¹.

1951



Tenement housing had been built cheaply in the 1840s, and conditions for the 40,000 people living in them by the 1940s were appalling, with up to eight family members sharing a room and 30 residents sharing a toilet. By 1957 Glasgow had developed a strategy to address its overcrowded and substandard housing¹².

Today



Over time High Street has declined due centre activity shifting westwards, big infrastructural changes (eg M8 intersection junction 15, High Street rail station) and very high traffic-load¹³.



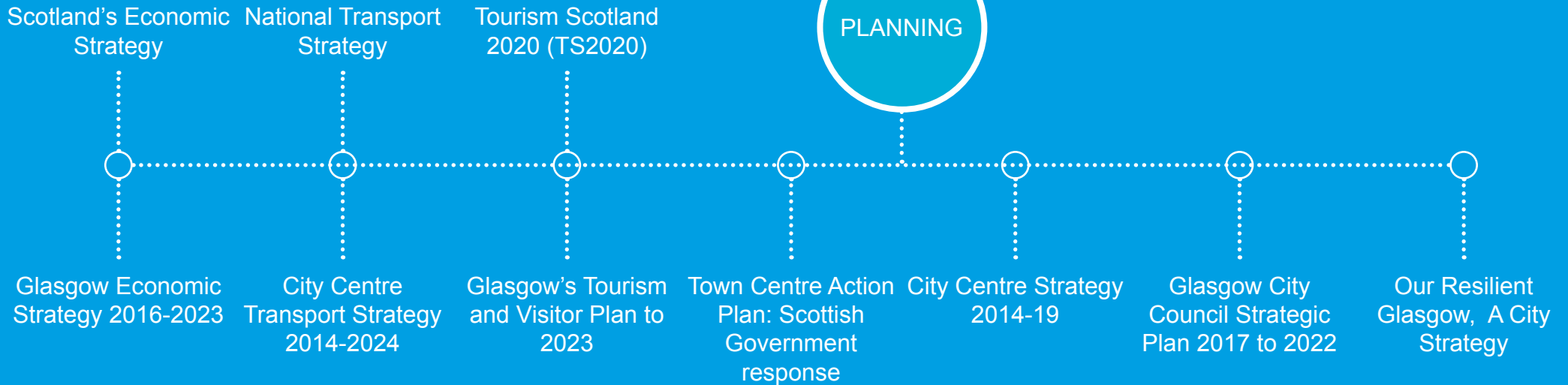
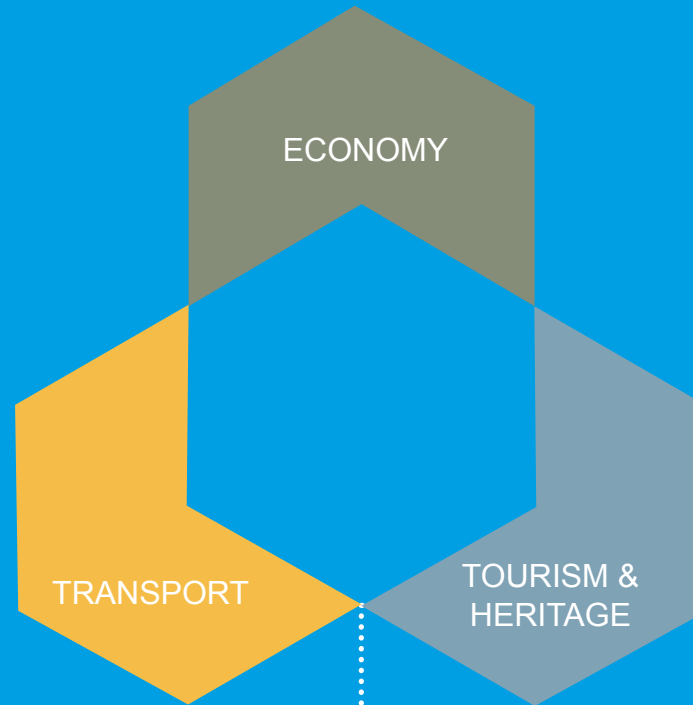
4 | Strategic Context

As in other major cities across the UK, private sector investment in commercial, retail, leisure and other development in Glasgow city centre is based on its focus as a civic, cultural, commercial, leisure and, increasingly, residential hub.

This section will focus on how the High Street Area Strategy fits within existing national and local policies, and how it supports and enhances their objectives.

Strategic Framework for a SUSTAINABLE High Street Area Strategy

The vision for the **High Street Area Strategy** was guided by the existing national and local strategic framework





● Scotland's Economic Strategy

Scotland's Economic Strategy, published on 3 March 2015, sets out a framework for a competitive and fairer Scotland, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth.

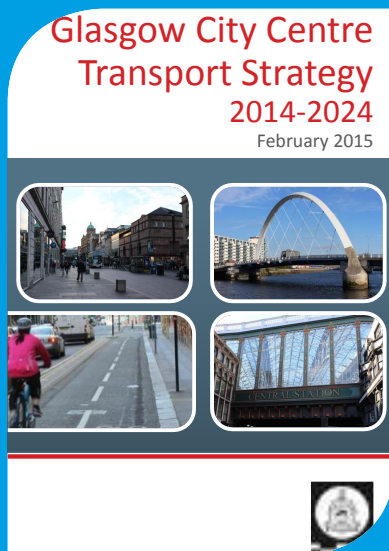
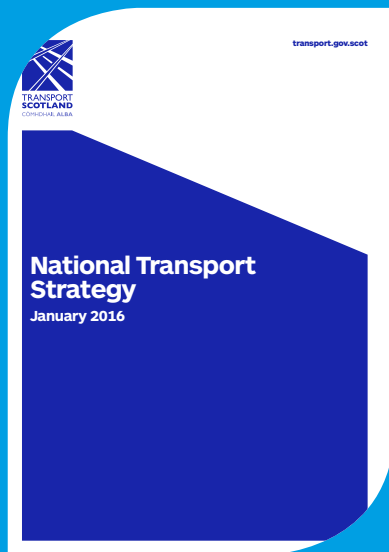
● Glasgow Economic Strategy 2016-2023

Glasgow Economic Strategy 2016-2023 focuses on 10 main themes: *raising health, skills for all, a fairer Glasgow, supporting our key sectors, innovation/high value employment, smart infrastructure investment, housing mix, supporting enterprise, linking education to employment opportunities and increasing Glasgow's population.*

● High Street Area Strategy

The High Street Area Strategy will support:

- a. *Raising of health* through actions focused on the improvement of the public realm to encourage active travel.
- b. *Inclusive economic growth* by promoting an *Independent Retail Fund* and pop ups for local SMEs (Meanwhile Use Project) as well as by rolling out a programme of property improvements for commercial units.
- c. Glasgow's *Key Sectors*, such as *Tourism and Events* through the *Heritage Trail, the Visitor Interpretation and the Visual Identity Strategy*;
- d. *Creative Industries* through a *Contemporary Arts Trail*
- e. *Smart infrastructure investment* through the *Intelligent Street Lighting (City Deal) project*.
- f. *Increase our population* by enhancing the local built environment to enhance the attractiveness of the area.



● National Transport Strategy

The **National Transport Strategy** aims to deliver :

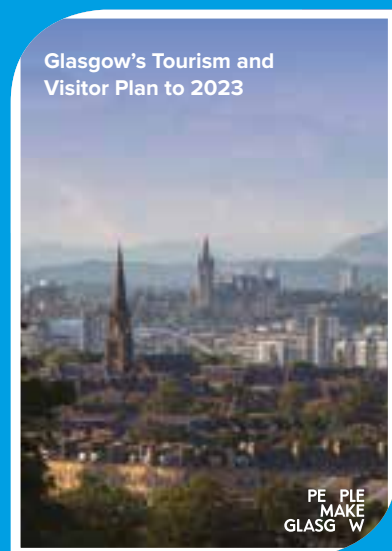
- a. An accessible Scotland with safe, integrated and reliable transport that supports economic growth, provides opportunities for all and is easy to use;
- b. A transport system that meets everyone's needs, respects our environment and contributes to health;
- c. Services recognised internationally for quality, technology and innovation, and for effective and well-maintained networks;
- d. A culture where transport providers and planners respond to the changing needs of businesses, communities and users, and where one ticket will get you anywhere.

● City Centre Transport Strategy 2014-2024

The **City Centre Transport Strategy 2014-2024** aims to ensure that Glasgow's city centre is an attractive and sustainable place for residents, visitors and businesses, by improving the health of Glasgow's citizens, supporting the growth in economic vibrancy of the city centre, enhancing the quality of main pedestrian spaces, reducing harmful traffic emissions and noise and enhancing road safety and personal security for all city centre users.

● High Street Area Strategy

The **High Street Area Strategy (HSAS)** will enhance the quality of main pedestrian spaces, road safety and personal security. The actions on Public Realm and Placemaking will encourage active travel thanks to the enhancement of public spaces, the redevelopment of the High Street Station (City Deal funding) and the update of the City Centre Traffic Model, which will further support the switch towards multi modal forms of transport into and from the city centre.



● Tourism Scotland 2020

TS2020 is the tourism industry's strategy for growth. It was launched in June 2012 to increase visitor spend to £5.5 billion by 2020 by growing the internal market, providing authentic experiences and improving the customer journey.

● Glasgow City Region Tourism Strategy 2018-2023

This policy aims to attract an additional **1 million tourists to the City Region by 2023** through a vision of a strong, inclusive, competitive and outward looking tourism sector, which delivers high quality, value for money and memorable visitor experiences, delivered by skilled and passionate people.

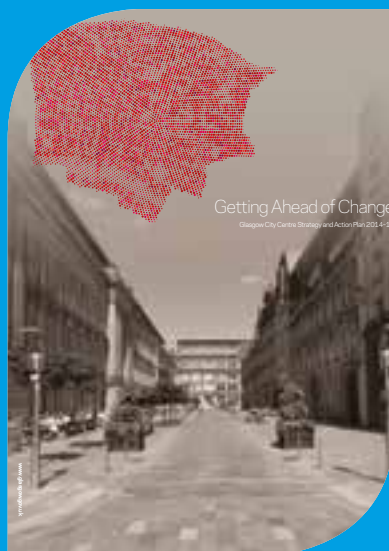
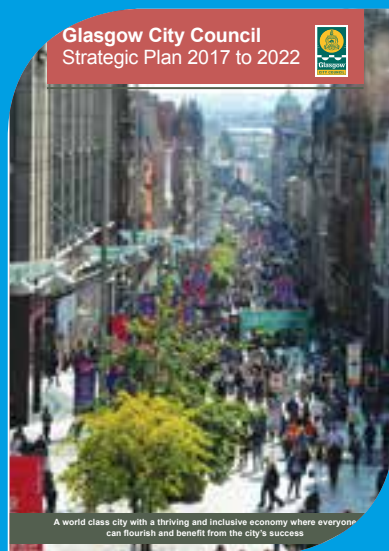
● Glasgow's Tourism and Visitor Plan to 2023

This policy focuses on four key strands of Glasgow's cultural offer (Heritage, Contemporary Art, Music and Charles Rennie Mackintosh) and the city's capabilities as a sporting and events city, as well as to grow the number of tourists from **2m to 3m per year by 2023** by improving strategic decision making, focusing on product development, increasing destination marketing and enhancing visitor experience.

● High Street Area Strategy

The **HSAS** responds to the commitments set out policies above by supporting a set of actions on Culture and Leisure:

- a. **Visitor Strategy:** Visitor Interpretation Strategy, Visual Identity Strategy and Heritage Trail;
- b. **Cathedral Precinct Strategy:** Development Plan and Event Plan) and integrating actions on Public Realm and Economic Development.



● Glasgow City Council Strategic Plan 2017 to 2022

The policy will deliver a step change in how the Council will promote human rights and reduce inequalities across Glasgow, improve the life chances and choices for all our citizens, embed social justice in policy making, empower citizens, giving them a stake, and a say, in what happens in their local communities and communities of interest.

● High Street Area Strategy

The **HSAS** will empower and engage directly with citizens in the local community through the second phase of an art based community engagement programme, called “**Past, Present, Possible**”.

The HSAS will also support the reduction of inequalities by promoting a series of Business Development and Public Realm Actions.

● The City Centre Strategy 2014-19 (CCS)

The CCS provides a clear rationale for investment in public realm. It has six core objectives, including a requirement “to provide consistent and attractive public realm”.

The action plan linked to the CCS includes the development of a Districts Strategy. This contains two key elements: the development of a District Regeneration Framework (DRF) for all nine districts; and the delivery of the “Avenues” programme of enabling public realm infrastructure.

● High Street Area Strategy

The HSAS will develop a vision that encompasses a cohesive and comprehensive management of the area and initiates thoughts and actions about how the area could build on its heritage, improve its surroundings, kick start its economic development and be stitched back in to the city. It will deliver short to medium term improvements in advance of the DRF.



● Town Centre Action Plan: Scottish Government response

Published in November 2013 to help to stimulate a wide range of activity across public and private sectors to revitalise town centres, its action plan targets six main themes: Town Centre Living, Vibrant and Local Economies, Enterprising Communities, Accessible Public Services, Digital Towns, and Proactive Planning.

● High Street Area Strategy

The **HSAS** responds to national policy by promoting actions that are embedded and responsive to the local context (Town Centre First Principle).

The action plan will support the vibrancy of the local economy and enable enterprising communities (Heritage and Economic Development), whilst proactively planning a programme of projects on the public realm through a bottom up consultative approach. Town centre living will be expanded through the Property Improvement Programme : Residential Strategy together with the enhancement of public spaces to render the area more attractive to future residents.

● Our Resilient Glasgow, A City Strategy

City resilience relates to the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience.

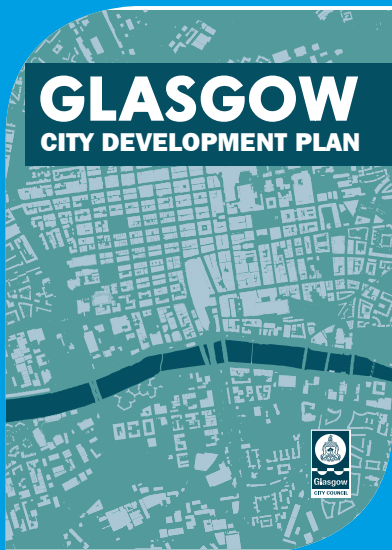
● High Street Area Strategy

The **HSAS** will support the creation of a **resilient** High Street, with a strong and healthy community able to respond to external shocks, thanks to a diverse and vibrant economy based both on existing heritage and on new ideas and businesses, in a built environment able to support active travel and facilitate a thriving civic life.

A photograph of Glasgow Cathedral, a large Gothic-style stone building with a prominent spire, set against a clear blue sky. The foreground is filled with lush green trees and a grassy lawn. The entire image has a semi-transparent blue overlay. The text '5 | Planning' is centered in white.

5 | Planning

The entire length of the High Street corridor is contained within the **Glasgow Central Conservation Area** in recognition of the concentration of historical and culturally significant sites along and in the vicinity of the thoroughfare.



● **Ambition, opportunity, place**

This policy is the spatial expression of the Government Economic Strategy, which sets out the Scottish Government's ambition for Scotland to become: a successful, sustainable place; a low carbon place; a natural, resilient place; and a connected place. Fourteen national developments are proposed to help deliver the strategy, including the delivery of the Metropolitan Glasgow Strategic Drainage Partnership.

● **Glasgow City Development Plan**

Glasgow City Council's priorities focus on a number of cross-cutting themes, including:

- a. A Thriving Economy: ensuring the outcomes of the Economic Strategy and City Deal benefit the people of Glasgow by regenerating the City Centre
- b. A Sustainable and Low Carbon City: contributing to active travel networks: prioritising sustainable transport across the city; managing traffic speeds throughout the city; building high quality, inclusive active travel infrastructure to make Glasgow an excellent cycling and walking city; and improving service efficiency through smart technology; and
- c. Resilient and Empowered Neighbourhoods: ensuring that development is of a high international standard and delivers clean, sociable, accessible and safe neighbourhoods and public spaces.

● **High Street Area Strategy**

The **High Street Area Strategy** is a key opportunity to deliver best practice in urban design in the context set by the national and local spatial policies.

Its actions will develop balanced communities with local employment benefits, ensuring that the projects improve the viability and vitality of the High Street area whilst protecting and enhancing the local cultural assets, providing the opportunity for more active travel and bringing forward urban design proposals developed through consultation with the local community.



● Historic Environment Scotland Policy Statement 2016

The HESPS 2016 together with the Scottish Planning Policy, Historic Environment Circular 1 and Historic Environment Scotland's Managing Change in the Historic Environment guidance note series are the documents for consideration for planning applications affecting the historic environment.

The policies recognise that the historic environment is a key cultural and economic asset and a source of inspiration integral to creating successful places.

● Historic Environment Strategy 'Our Place in Time'

The key outcome of the document is the recognition that the cultural, social, environmental and economic value of Scotland's heritage makes a strong contribution to the well-being of the nation and its people.

● City Development Plan Policy CDP 9: The Historic Environment

At local level, this policy ensures the appropriate protection, enhancement and management of Glasgow's heritage assets for the benefit of existing and future generations.


All detailed guidance in relation to **Conservation Areas** (areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance), should be read in conjunction with **SG1: The Placemaking Principle**.

● High Street Area Strategy

The **High Street Area Strategy** fully recognises the opportunity offered by the local heritage through a series of actions that build on the area's key cultural and economic assets. Such assets will be a source of inspiration integral to the actions relative to the built environment. In particular, a **Conservation Area Management Plan (CAMP)** will be developed for the Cathedral character area in the High Street Action Plan zone. The existing Merchant City CAMP will be reviewed and updated.

A photograph of a group of people gathered in front of a brick building, overlaid with a blue tint. The people are engaged in conversation, and the building has several windows and a central entrance. The overall scene suggests a community meeting or consultation.

6 | Consultation Outcomes




This Strategy is the result of an engagement process where people, businesses and organisations along the High Street corridor shared information and ideas about what they like about the area today and what they dream of it being like in future.

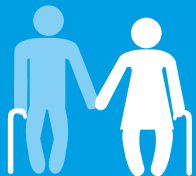


52%
32%
16%

52% Indicated that the **Heritage** theme should be prioritised, followed by Economic Development (32%) and Public Realm (16%) within the **High Street Area Strategy**



Encouraging innovative and independent traders giving the High Street a bohemian, unique and appealing innovative edge



The development of this Action Plan has drawn on a number of previous engagement exercises of varying scope and scale, which sought views on the High Street/Saltmarket area.

Prior to the High Street Area Strategy finalisation, a full public consultation was carried out via the council's Consultation Hub and a well attended drop in session took place at St Mungo's Museum. This consultation was live between **26 March and 06 May 2018**.

The consultation was an opportunity to enable local stakeholders – businesses, organisations and residents – to help set the agenda for the future of the High Street Corridor.

The objective of this consultation on the High St/Saltmarket Action Plan was to gather opinion on proposed actions under the following themes:

- a. Heritage
- b. Economic Development
- c. Public Realm (local environment)

The **online survey**, seeking to gain feedback on the draft High Street Action Plan, contained three open questions on the themes of Heritage, Economic Development, and Public Realm. It received 300 responses, mostly from local residents, resulting in around 900 answers.

Nearly 95% of the online survey respondents confirmed that they had read the Action Plan prior to filling the form, and broadly agreed that the Action Plan was easy to read as its format comprehensive but legible.

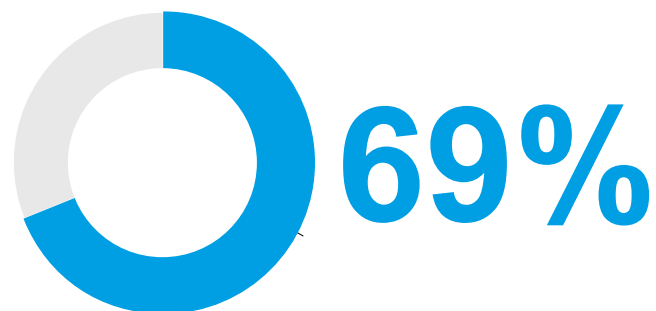
Almost 52% of the responses indicated that the **Heritage** theme should be prioritised within the High Street Area Strategy, followed by Economic Development and Public Realm.

69% of responses suggested that within the **Heritage workstream** actions should prioritise the Built Heritage; in line with this answer, respondents supported the prioritisation of the Property Improvement Programme: Residential Strategy (44%) and Property Improvement Programme: Commercial Strategy (68%).

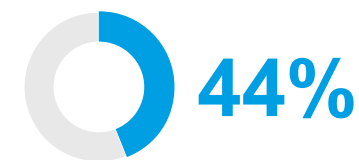
Within the **Economic Development** workstream there was consent on promoting actions supporting SMEs, start-ups and pop-ups (60%) with particular attention towards the creation of High Street Independent Retail Fund (73%).

The High Street Station redevelopment (City Deal) was the most voted project in the **Public Realm** workstream, followed by Living Streets – Phase 2 Survey and Report.

The overall findings of the engagement and consultation process have been developed into the High Street Area Strategy.



say that the **Heritage workstream** actions should prioritise the **Built Heritage**



supported the prioritisation of the Property Improvement Programme: Residential Strategy



supported the prioritisation of the Property Improvement Programme: Commercial Strategy



are in favour of actions supporting SMEs, start-ups, pop-ups **High Street Area Strategy**





7

Area Challenges

Physical factors like the unattractive walking network, lack of connectivity, barriers created by heavily trafficked roads, and overall poor quality environment are some of the main factors as to why the High Street, despite its central location and historical features, is not achieving its full potential

7.1

Broken network

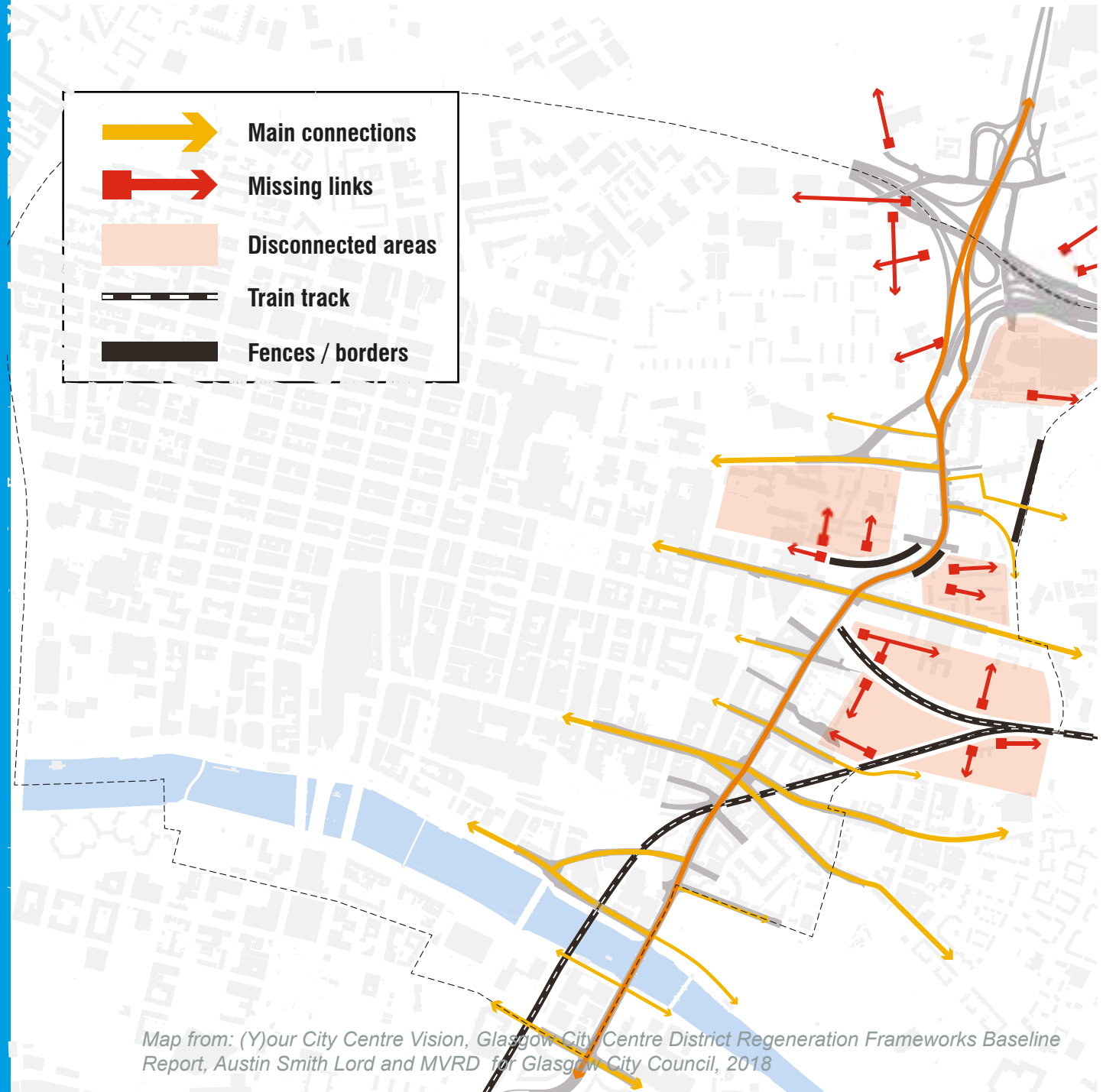
● Challenge

Traffic in the High Street is significant and forms a key arterial route for North-South traffic.

Connections and accessibility become poorer in the northern section of the project area due to the fragmentation of the built environment.

● Opportunity

A reconfigured public realm strategy for the High Street area with consideration of vehicle traffic, connectivity, pedestrian space and public transport will assist in repairing the network and redefining High Street as an easily accessible and traversable historic destination.



7.2

Heavy vehicular traffic

● Challenge

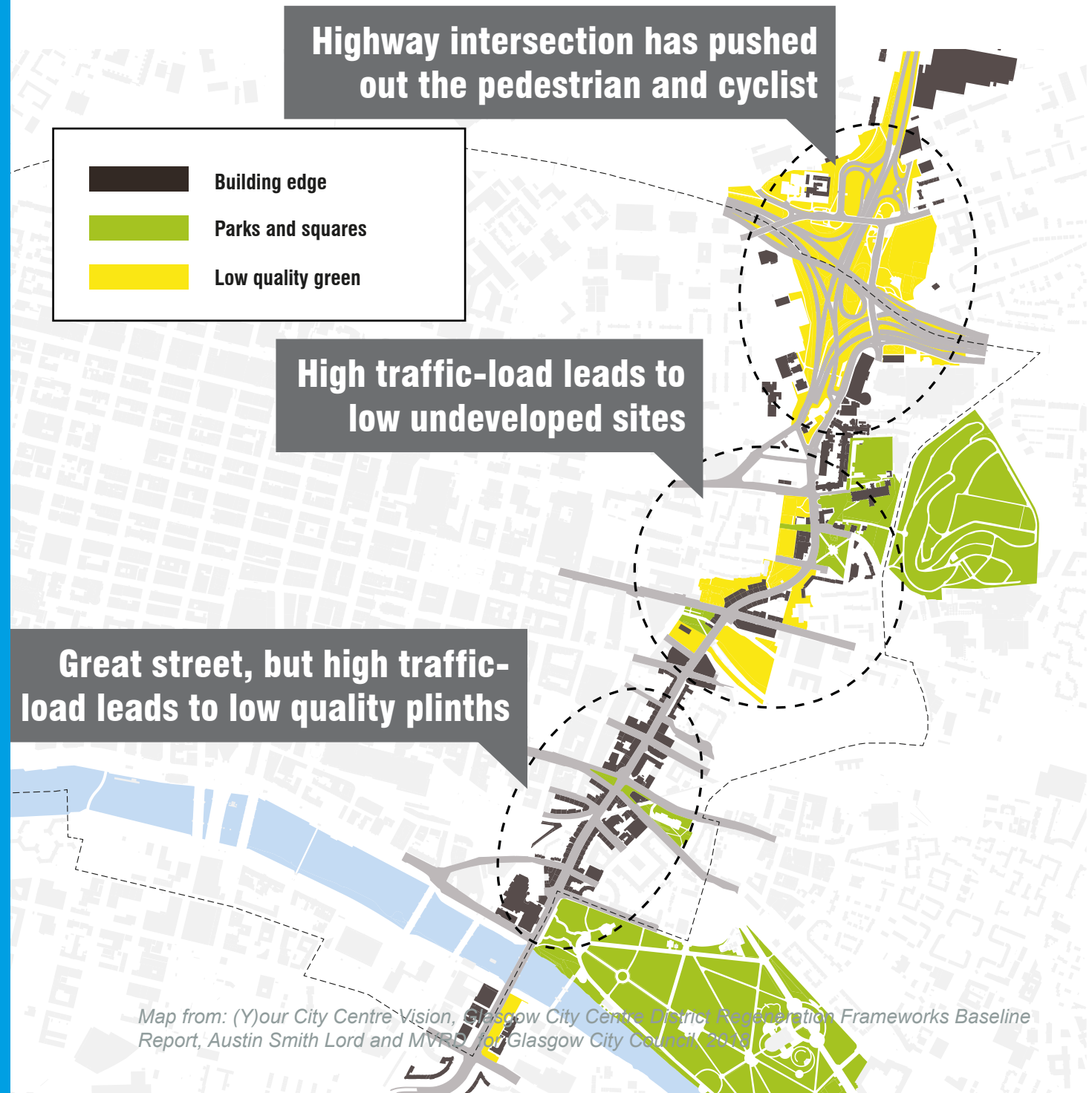
High Street will continue to suffer from low quality uses as long as high traffic-loads remain. It is noted that this route has a clear strategic function and any reduction of capacity will have an impact on the overall network.

However, reducing the amount of traffic and increasing public space quality will be one key element to turning around the degradation.

● Opportunity

The public realm strategy for the High Street will explore traffic calming measures and better defined green areas.

Together, these will shape the street and raise awareness of monuments like the Cathedral, supported by the Heritage, and Business & Development strategies.



7.3

Vacant Land

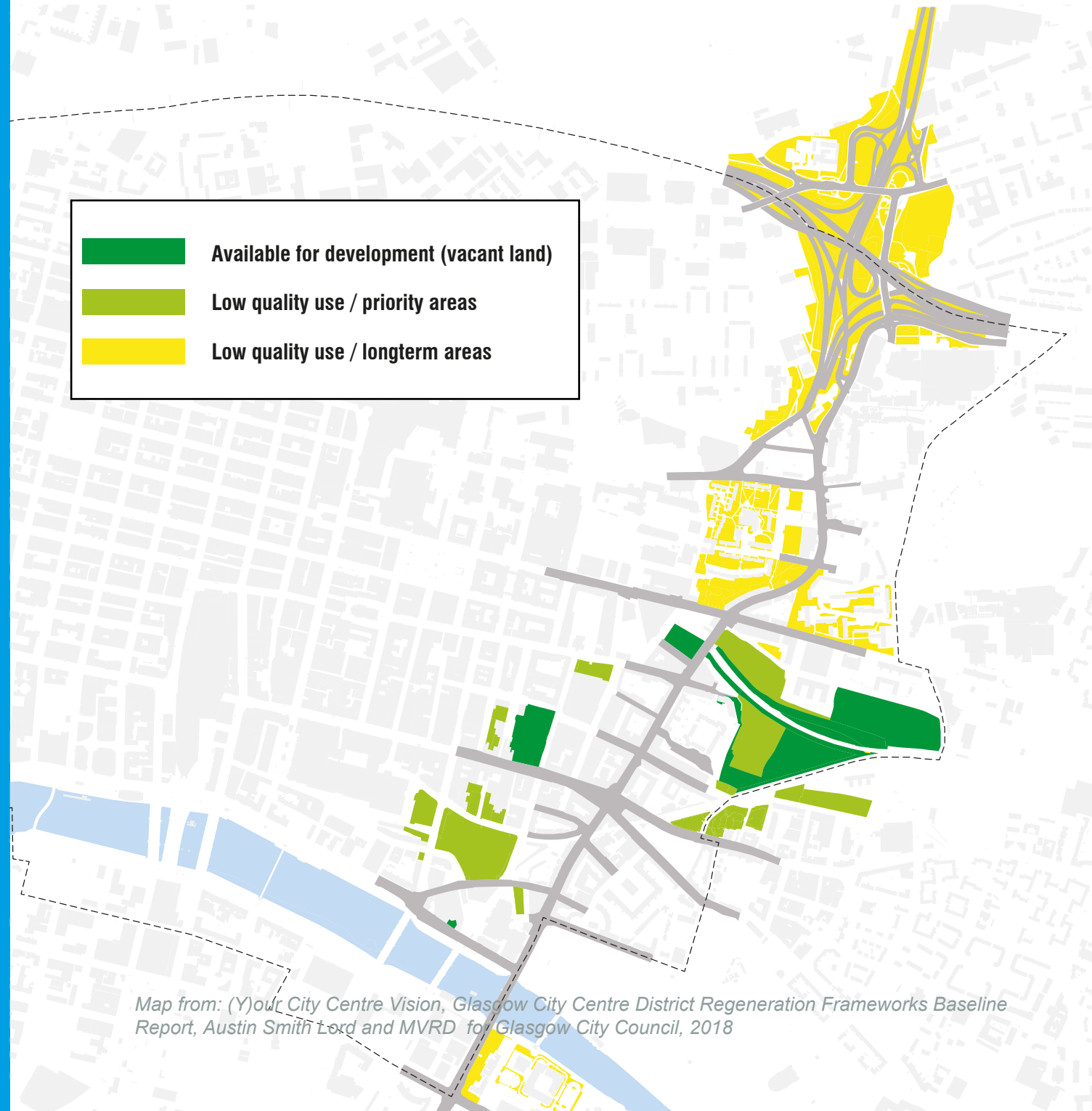
● Challenge

In the area behind the High Street are many sites that could be redeveloped and become catalysts for the regeneration of the area, attracting more activity and increasing the sense of safety.

● Opportunity

Create an attractive environment for new investors and residents through a Public Realm Strategy which responds to the local context by :

- Enhancing the rich historical heritage
- Creating opportunities for active travel
- Implementing traffic calming measures
- Enable effective business support



7.4

Poor Quality Public Realm

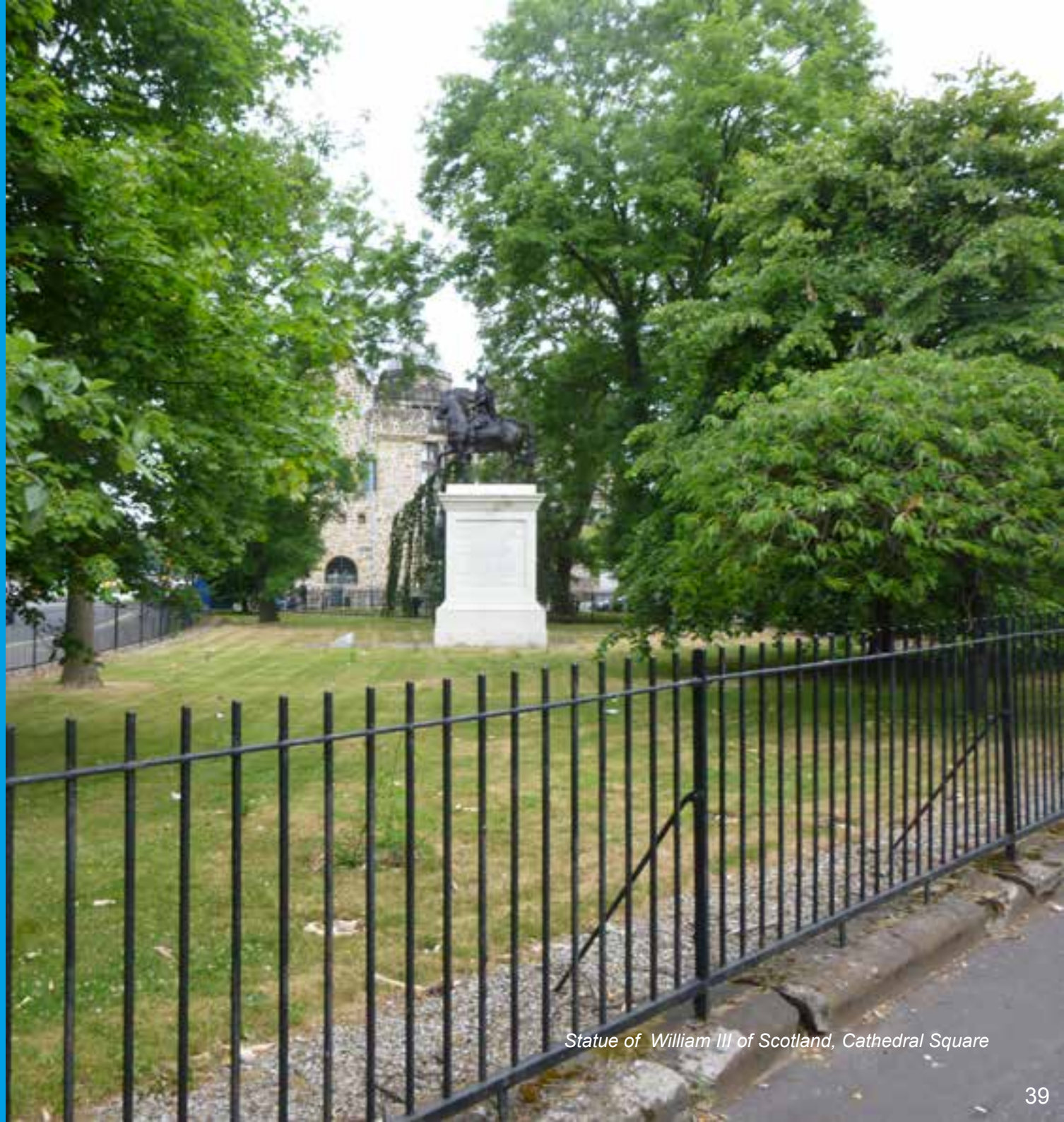
● Challenge

Apart from the Cathedral Precinct, the public realm along the whole of the High Street requires to be upgraded, better connected and rationalised in a way which encourages public use and supports active travel.

● Opportunity

The northern section of the High Street would benefit from having a more consistent street profile with more buildings overlooking it and better defined green areas to add shape and raise awareness of monuments like the Cathedral.

The HSAS will look to secure Community Links Plus budget funding from Sustrans to enable delivery of a comprehensive public realm and active travel improvement scheme along the High Street corridor.



Statue of William III of Scotland, Cathedral Square

7.5

Retail

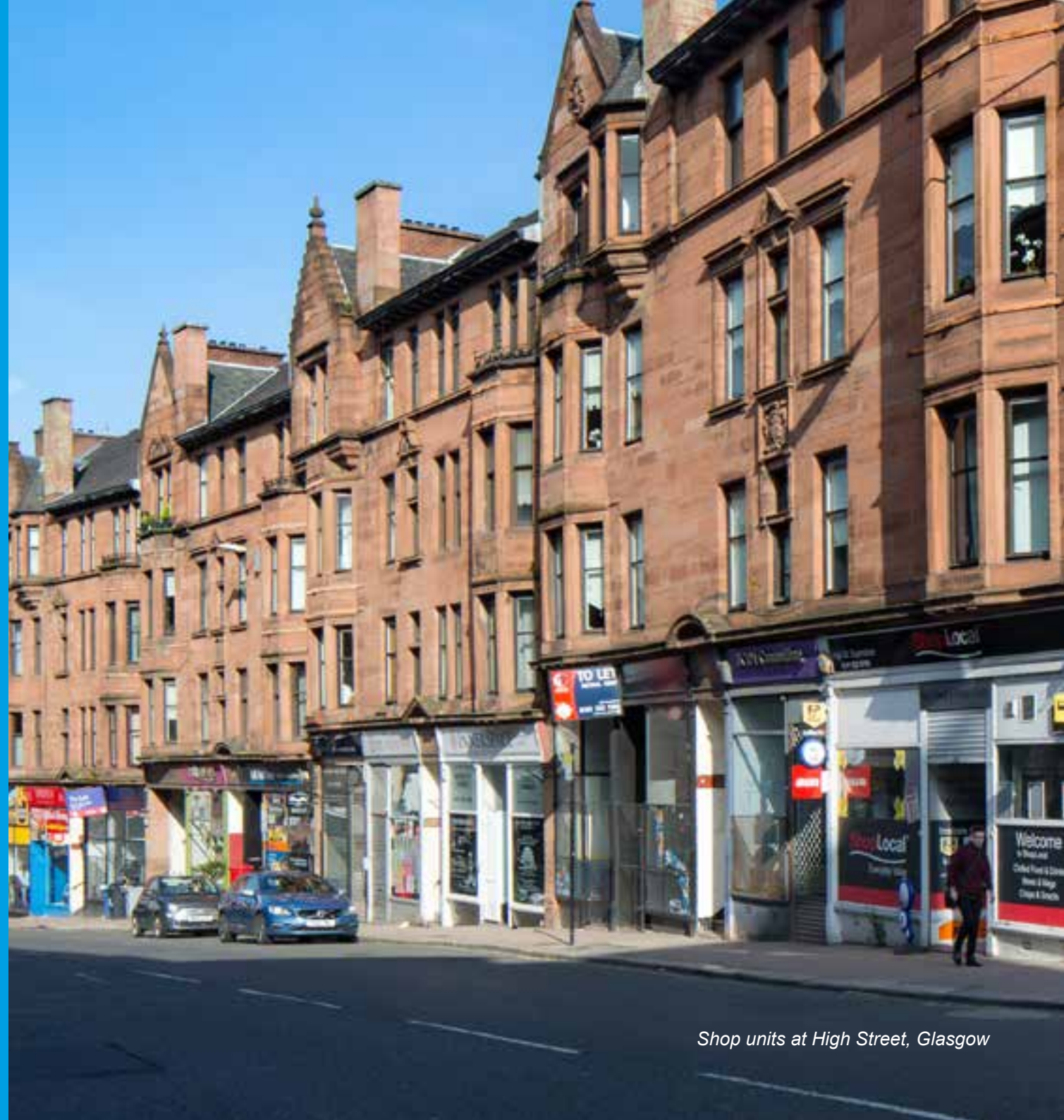
● Challenge

The changing face of retail and high streets, together with poor overall environmental conditions, is resulting in many empty shop fronts along the High Street.

● Opportunity

High Street commercial enterprises can have a local and a global reach, being located in a densely inhabited area but also benefiting from a very central location, just a short walk away from Glasgow's commercial heart.

The strategy aims to support the sustainable development of the High Street, focusing on its assets and points of difference. It will engage with local retailers and other local organisations to maximise opportunities from the local visitor offer, through event, marketing and property support.



Shop units at High Street, Glasgow

7.6

Heritage

● Challenge

The area does not provide an integrated visitor offer and does not take full advantage of the wealth of local heritage assets which are currently undervalued and often hidden.

● Opportunity

There is an opportunity to provide increased interpretation of the area's rich heritage through the creation of a robust but flexible framework for co-operation between the city council and all those active in supporting local heritage.

The objective is to increase the number of visitors to the historic sites, but also to enhance the sense of place of the local community who live in the vicinity of rich historical heritage, sometimes without enjoying its full benefits.



St Mungo's Church

7.7

Reconnecting the East

● Challenge

Extend opportunities from the City Centre by reconnecting it with the Inner East, thereby capitalising upon and promoting those in the east end.

● Opportunity

The HSAS offers the opportunity of overcoming the sense of divide between the Inner East and the City Centre.

When walking from the Inner East to the City Centre, and vice-versa, the High Street should not be perceived as a boundary but rather as an opportunity to provide a seamless experience in terms of:

- a. Quality of the built environment
- b. Sense of safety
- c. Offer of attractions

Picture 1: Buchanan Street, Glasgow

Picture 2: Glasgow Cathedral

Picture 3: Glasgow Women's Library

Picture 4: The Barras Market



7.8

Contemporary Arts

● Challenge

The High Street is the home of many contemporary artists and public art, but it lacks a comprehensive vision to support and enhance this sector.

● Opportunity

The recently launched *Glasgow Tourism and Visitor Plan to 2023* has identified contemporary visual art as a major pillar to deliver the City's ambitions.

The HSAS will look at new ways to maximise potential and to instigate change where required – working towards articulating the High Street's contemporary art vision and connecting with nearby artistic communities such as WASPS flagship artists' studios on Alexandra Parade.




Mural: Study of a Woman In Black, Bridgegate Path, Glasgow

A blue-tinted photograph of a city street, likely Glasgow High Street, featuring a prominent bridge structure in the background and multi-story buildings on either side. The scene is captured from a street-level perspective, showing a road with lane markings and a sidewalk with some debris. The overall atmosphere is urban and historical.

8 | Action Plan

High Street at Glasgow Cross, Glasgow



The High Street Area Strategy has been divided into three work streams: Heritage, Business and Development and Public Realm.

Themes

Sub -Themes

Actions

Sub-Actions

2019	2020	2021	2022	2023
------	------	------	------	------

Heritage



Built Heritage

Culture and Leisure

Property Improvement Programme
Historic Glasgow Zone
Conservation Area Management Plan (Cathedral, Merchant City)
Visitor Strategy
Cathedral Precinct Strategy

Residential Strategy				
Commercial Strategy				
Historic Property Funding Review				
Buildings at Risk Monitoring Plan				
CPGI Condition Surveys				
Visitor Interpretation Strategy				
Visual Identity Strategy				
Heritage Trail				
Development Plan				
Event Plan				

Business and Development



Support to small and independent businesses

Arts and Culture

City Property Rent Review
City Property Tenant Engagement
Past, Present, Possible Phase 2
Meanwhile Use Project
Independent Retail Fund
Contemporary Arts Trail

Public Realm



Public Realm and placemaking

Streetscene Improvement Plan

Living Streets Phase 2				
High Street Station redevelopment				
Public realm, traffic and lighting improvements				
LEZ				

General



Communications

District Regeneration Frameworks

Funding

PR and Marketing Plan
DRF: Learning Quarter
DRF: Merchant City
Funding opportunities



*Representation of City Deal investment at the junction between High Street and Duke Street
This image is an illustration of potential intervention and not the final design.*

High Street Area Strategy Action Plan



8.1 | Heritage

BUILT HERITAGE

The High Street, Saltmarket and surrounding areas comprise the historic heart of Glasgow, with a wide range of historic and medieval assets occupying the Conservation Area. There has been much concern in recent years that the city has not sufficiently celebrated and capitalised on these assets in this unique city quarter.

While the High Street Area Strategy (HSAS) seeks to address these issues through a range of actions across the three main strategic themes, it is acknowledged that there is a significant problem affecting residential and commercial property fabric. Many of these historic properties suffer from varying states of disrepair. Through the HSAS, opportunities for collaborative action will be explored with the property owners, heritage organisations, and other key stakeholders, including City Property Glasgow (Investments) LLP (CPGI) – a key commercial property partner – and Glasgow Housing Association (GHA) – who hold the primary interest in the area’s tenemental stock. However, it must be acknowledged that decades of underinvestment, and a complex ownership position within many of the tenements, present particular risk in terms of achieving a successful outcome for property stock in the area. The first phase of the HSAS will focus on undertaking property-specific assessments and developing an evidence base to inform the wider strategy for property management within the project zone.

CULTURE AND LEISURE

The High Street/Saltmarket area benefits from a medieval history and a range of internationally recognised and unique assets which exemplify the outstanding heritage offer and act as a significant draw for tourists and visitors. Key points of interest include Glasgow Cathedral, Provand’s Lordship House and Gardens (the city’s oldest building), St Mungo’s Museum of Religious Life and Art, the Tollbooth Steeple, Glasgow Green and the Necropolis.

The High Street Area Strategy will consider how best to promote and take advantage of these assets and improve the visitor experience, and will progress plans for a Heritage Trail to connect points of interest and identify historic landmarks.

Property Improvement Programme: Residential Strategy

Glasgow Housing Association retains an interest in 80 pre-1919 tenements within High Street, Glasgow Cross and the Saltmarket. 84% of blocks are affected by mixed tenure ownership, meaning that GHA have a minority ownership or no more than 50% ownership within approximately 50% of these blocks.

Key issues relating to this complex ownership position include:

- a. Owner engagement in planned and reactive maintenance is poor
- b. There can be a lack of owner participation, which contributes to the deterioration of the asset
- c. The area's Conservation Area status places various restrictions and requirements on any building works.

Each block needs a bespoke solution.



Solutions often involve high costs, and there is a challenging funding environment for owners.

GHA has an investment programme for this area and 24 blocks (30%) of the overall programme have been completed to date. The focus so far has been on those blocks with either full or majority GHA ownership.

The workplan has involved fabric refurbishments, followed up by a programme of back court environmental improvements. As part of the Action Plan, GHA will undertake Condition Surveys of all blocks not yet refurbished.

This will identify significant issues, and establish where liability sits. There is an ongoing issue with a lack of funding for this type of property refurbishment. GHA will work with owners and tenants to deliver sustainable and affordable improvements.

It is however acknowledged that without the support of private owners the deliverability of these improvements may be limited.

GHA has an investment programme for this area and 24 blocks (30%) of the overall programme have been completed to date.

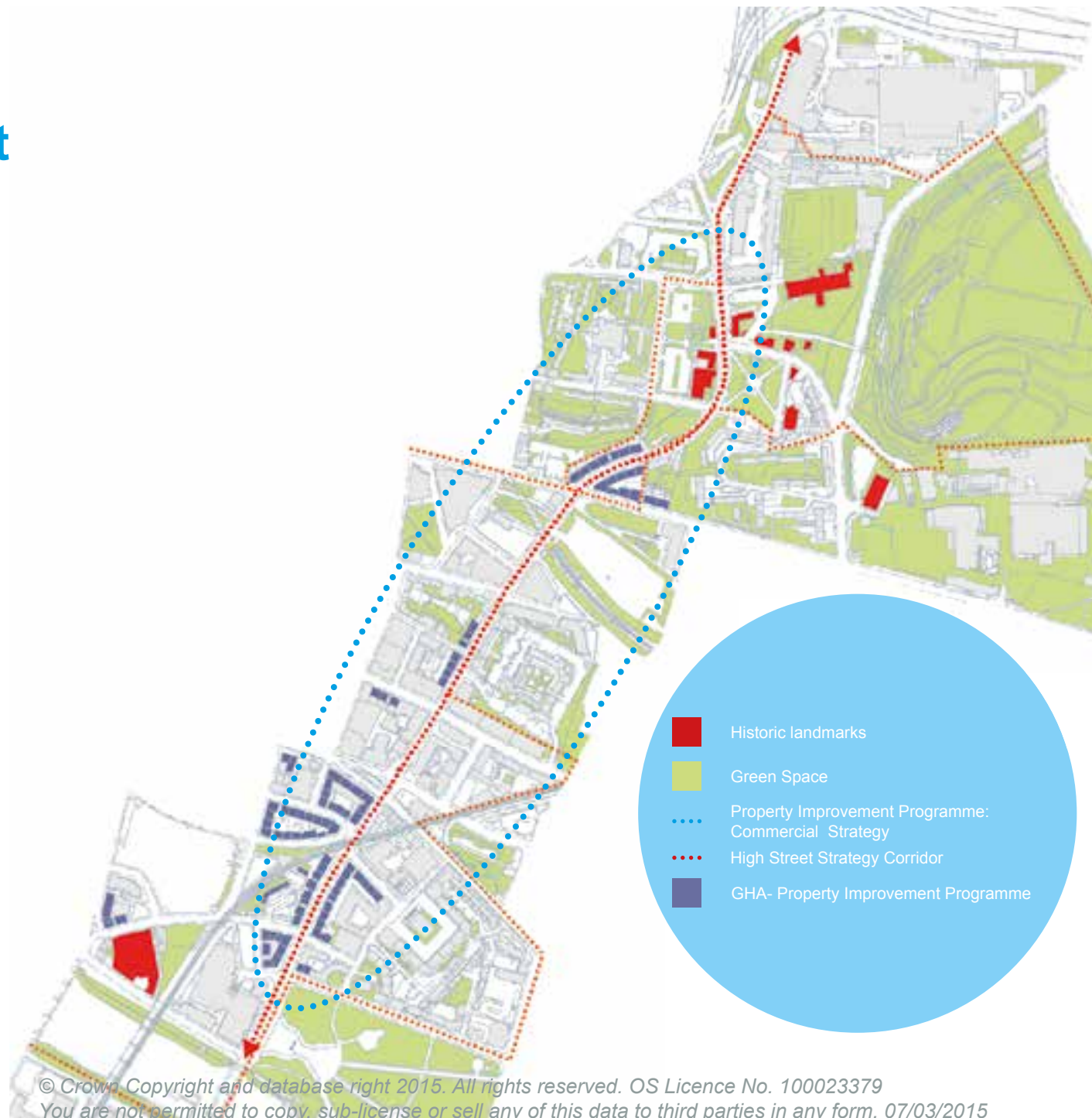


Saltmarket, Glasgow

Property Improvement Programme: Commercial Strategy

City Property Glasgow [Investments] LLP (CPGI) has an interest in 28 units in total on High Street north of Duke Street, with 16 currently occupied and 12 vacant. The properties tend to be located on the ground floor of tenement buildings with CPGI owning and being responsible for the individual retail unit, and GHA YourPlace being the overall factor responsible for the maintenance of the whole building.

Tenants sign up to a full repairing and insuring lease (FRI) lease under which they are normally responsible for both external repairs (carried out by the factor YourPlace and apportioned to the tenants) and internal repairs which are due to be carried out by the tenants.



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CPGI has to date been undertaking improvements on vacant units with the highest level of interest from prospective tenants, and going forward will take a phased approach to the upgrading of these individual properties, prioritised on this basis.

The HSAS will support CPGI in bringing these units up to a lettable standard, once the appropriate property certification is in place. The units will then move to be marketed using a broader approach to connect with wider audiences and raise the profile of the area.

For occupied CPGI units on existing FRI leases, these tend to be in varying states of repair. CPGI will engage closely with partners through the High Street Area Strategy in reviewing the nature and extent of any repair issues in occupied properties which are outwith the normal responsibility for tenants, and will work collaboratively with partners and tenants to identify opportunities for action to address such issues.

CPGI will provide match funding to the grants allocated through the HSAS Independent Retail Fund. This match funding will be targeted at existing tenants and common repairs.



A number of concerns have been raised around the historically poor condition of many commercial properties on the High Street, with repair and maintenance issues impacting on tenants and on occupancy rates.

High Street, Commercial Property

Historic Property Funding Review

In line with above commitments to work collaboratively in identifying potential avenues for action, an assessment of funding stream opportunities for historic property improvements will be undertaken, ensuring that potential resource for promoting the area's built heritage is maximised.

This will engage the full range of partners that will likely require to be considered on an ongoing basis over the lifetime of the HSAS as funding opportunities to help deliver on key objectives are sought.

Assessment of
funding stream
opportunities for
historic property
improvements



Saltmarket, Glasgow

Buildings at Risk Monitoring Plan

Significant Buildings at Risk which appear on the Buildings at Risk Register and are located within the High Street/Saltmarket area will be identified and progress on their development will be monitored on an ongoing basis as part of the HSAS.

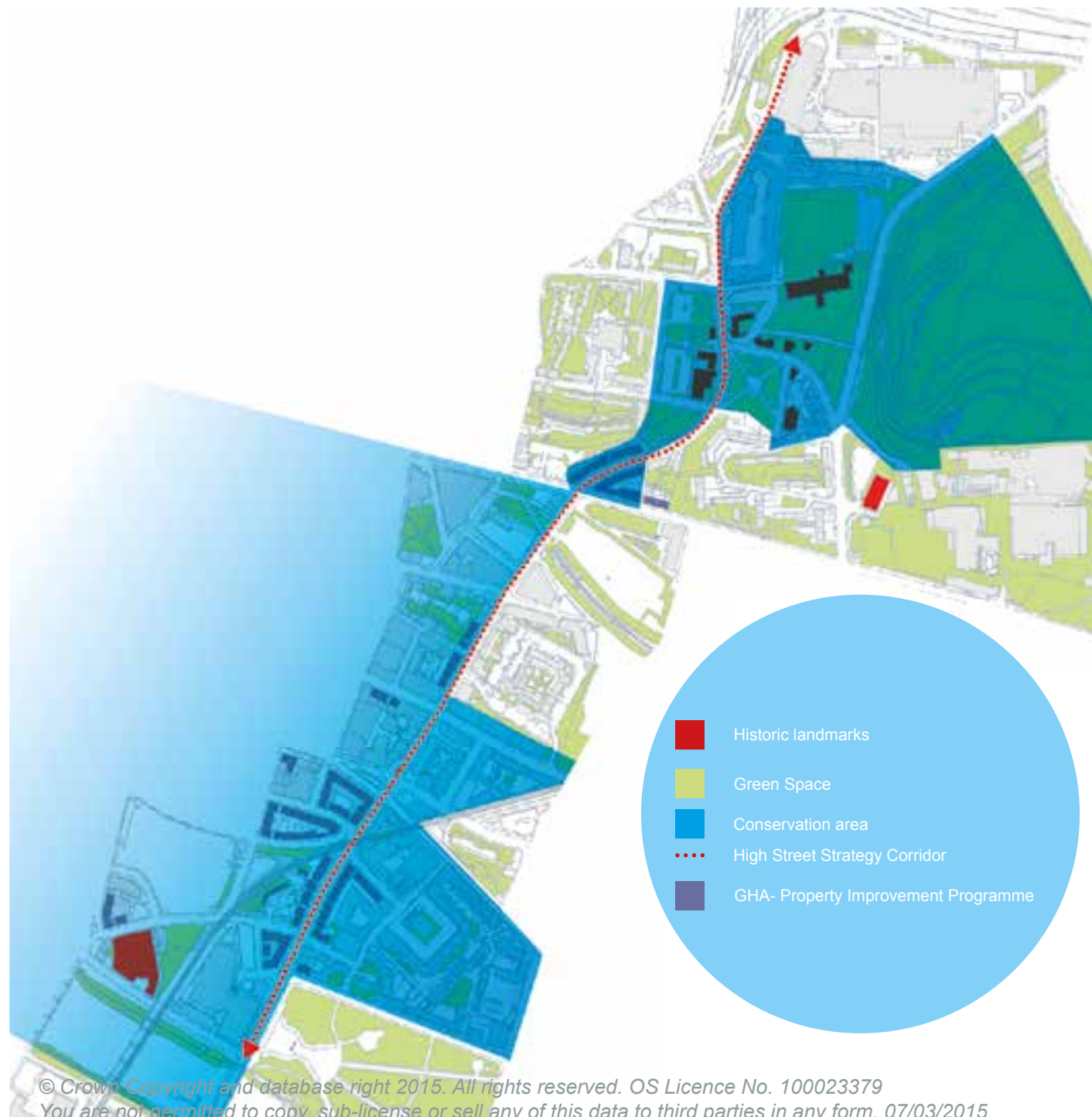


Glasgow Necropolis, building at risk

Conservation Area Management Plan (Cathedral, Merchant City)

A Conservation Area Management Plan (CAMP) will be developed for the Cathedral character area in the High Street Action Plan zone. The existing Merchant City CAMP will be reviewed and updated.

The CAMPs will look in more detail than the Glasgow Central Conservation Area Appraisal (adopted 2012) at the key conservation and heritage issues that affect the area and suggest how these might be managed into the future. It is expected that these documents will be adopted as supplementary planning guidance once approved.



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Historic Glasgow Zone

Consideration will be given to how the High Street Area Strategy can contribute to the Council's future development of a new Historic Glasgow Strategy.

It is anticipated that the High Street corridor will be designated a "Historic Glasgow Zone" in line with the commitment to establish such districts in the Council's Strategic Plan, with the various heritage initiatives proposed in this High Street Area Strategy providing strong foundations for the development of this model.



Glasgow Cathedral

Visitor Interpretation Strategy

An Interpretation Strategy to guide visitors and highlight points of interest will be created for the project area, making use of various mediums such as digital, printed, artwork, web activity, exhibition, on-site interpretation, etc.

This may include interpretation boards, and text on sites or at strategic places along the High Street.

This Strategy will be devised in collaboration with key stakeholders, including interested community groups, and may look at phased activity once a core plan has been developed.

Picture 1: St Mungo Mural
Picture 2: Made in Glasgow By Local Heroes



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Visual Identity Strategy

The Heritage workstream will explore opportunities for creating a distinct visual identity, or brand, for the area. This will involve engagement with stakeholders and local businesses, and an options assessment as part of the process of developing the area's unique selling point. This could include lamppost banners or other physical or digital infrastructure sympathetic to the conservation area. The project will be developed in alignment and collaboration with the wider strategy for Dressing the City.



Glasgow Cross

Heritage Trail

Early stakeholder engagement has established a consensus that the plethora of historical and medieval assets in the High Street area are not being sufficiently capitalised upon within the city's visitor offer.

One frequently identified issue is the need to connect key points of interest and drive circulation between the different ends of the High Street/Saltmarket corridor.

This Area Strategy will deliver a Heritage Trail that links key attractions and places, and improves the visitor experience through the provision of information within a number of mediums.

Front cover image: detail from City Chambers Banqueting Hall



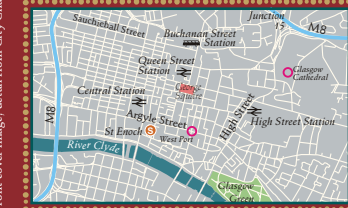
Glasgow's Medieval City development between 1150 and 1550



Medieval High Street c.1520. Illustration by David Simon

Medieval City Map trail is situated on the eastern side of the City Centre.

The trail begins with West Port which is situated approximately 10 minutes walk from Central Station along Argyle Street. The trail ends at Glasgow Cathedral, the approximate trail time is 1 hours 30 minutes.



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Special thanks to the following for their contribution to the production of the document SERAN RCHMS

Large font version also available to obtain a copy either call 0141 287 8555 or visit the following websites: www.glasgow.gov.uk www.seeglasgow.com



Statue of James Lumsden at Royal Infirmary, Glasgow

Cathedral Precinct Development Plan

The Cathedral Precinct area contains an array of internationally recognised and unique assets, including Glasgow Cathedral, Provand's Lordship House and Garden, the culturally significant St Mungo's Museum of Religious Life and Art, and the Necropolis. The area is rich in opportunities to celebrate, and with which the area's future can be informed.

The HSAS will provide opportunities for organisations in and around Cathedral Precinct to work together to develop a more integrated strategy that better meets the needs of visitors.



Glasgow Cathedral

Event Plan

Glasgow Life will increase the focus on the Medieval and Historic city assets¹⁴; this action will also look to stimulate more innovative use of small open spaces in the project area with event activity and other activation.

Opportunities to contribute to and enhance the cultural vibrancy of the area will be further explored with the local resident and business communities.



High Street & Saltmarket, 'Past, Present, Possible?', June – July 2017; photograph: Sean Campbell



High Street & Saltmarket, 'Past, Present, Possible?', June – July 2017; photograph: Sean Campbell

VENTURE SCOT

VENTURESCOTLAND.ORG

8.2 | Business and Development

**VENTURE
SCOTLAND**

Commercial property in High Street, Glasgow

SUPPORT TO SMALL AND INDEPENDENT BUSINESSES

The emerging Glasgow City Innovation District in the High Street area offers a significant opportunity for the city, with major investment being made by the University of Strathclyde in the Technology Innovation Centre on George Street, in addition to the new Tontine facility managed by GCC.

The High Street Area Strategy will explore opportunities to assist businesses through its Meanwhile Use project which will offer temporary, pop-up opportunities to new and small business, social enterprises, creative industries companies and or communities organisations, through the provision of approximately ten currently vacant units that will be part of a new “Space for Growth” initiative.

This units will be offered on peppercorn rent to the occupier, ranging from weekly licences to monthly leases, up to a maximum of one year with a review option.

It will also be important to engage with the wider business sector in the area. There is a vibrant independent retail scene around the High Street, yet traders have experienced significant commercial pressures in recent years and there is a requirement to work more closely with these enterprises as part of the High Street Area Strategy.

ARTS AND CULTURE

With a significant creative industries concentration located in the Merchant City, the presence of the Cultural Enterprise Office in the artistic Barras quarter, with Trongate 103, the Briggait and WASPS artists’ studios operating in the wider area, the Saltmarket and High Street areas have great potential as a creative and cultural hub.

The High Street Area Strategy will explore opportunities to capitalise upon and support this sector, looking at promotional opportunities as well as targeted project initiatives with local stakeholders.

City Property Rent Review: Rental Assistance

City Property Glasgow [Investments] LLP (CPGI) has undertaken a review of current rent levels and vacant retail properties within the area. This has confirmed an ongoing issue with vacant properties in the upper high street area and saltmarket shop ranges.

The Rental Assistance project proposes to:

- a. Apply a moratorium that will cover upper High St and Saltmarket on all rent reviews and lease renewals which will be implemented for a period of 2 years.
- b. Market all current vacant properties within the upper High Street/Duke Street area which are not subject to offer, on a fixed rent basis of £10/sq ft. The duration of this proposal will be the subject of continuous review. This will give prospective occupiers certainty with regards to rental costs for the property as opposed to the current bidding process where tenants are asked to make an offer in excess of an asking price.



Picture: Saltmarket Shops

Support to small and independent businesses

City Property Tenant Engagement

City Property Glasgow [Investments] LLP (CPGI) is a key member of the High Street working group and is keen to improve relations with tenants with the project area.

The City Property tenant liaison officer will become more proactively engaged with tenants in order to respond effectively to property issues.

The tenant liaison officer will be available to meet tenants on a one to one basis in the first instance to discuss in more detail the issues they have. The City Property technical team will then arrange to visit the premises to establish the tenant's responsibilities and identify whether there is further assistance which City Property can provide.



High Street, Glasgow

Meanwhile Use Project

A Meanwhile Use is a temporary activity in an underused space, such as a new business, exhibition, social economy project or community meeting space.

Whatever the purpose, Meanwhile Use spaces can be a great way to start addressing the problem of vacant shops and declining high streets.

The HSAS will deliver pop-up opportunities and offer other incentives for meanwhile uses to small and new enterprises.

CPGI will make approximately ten vacant units available for Meanwhile Use activities as part of the “Space for Growth” initiative. This units will be offered on peppercorn rent to the occupier, ranging from weekly licences to monthly leases, up to a maximum of one year with a review option.



Picture: Made in Glasgow By Local Heroes

Support to small and independent businesses

High Street Independent Retail Fund

A previous Independent Retail Fund was developed to assist businesses occupying ground floor units in tenement blocks which were affected by the GHA property refurbishment programme in High Street/Saltmarket. It provided grant support to retailers for shopfront improvements.

It is proposed to extend the project to include all independent retailers on the High Street and Saltmarket. Budget limitations may impact on the scale of this depending on demand. However the project could be further extended to take in adjacent side streets in the project area.

In addition CPGI will provide match funding to further expand the scope of the Independent Retail Fund (IRF).



High Street & Saltmarket, 'Past, Present, Possible?': Non-Traders Consultation, March 2018

Support to small and independent businesses

Past, Present, Possible – Phase 2

Following the successful first phase of the Past, Present, Possible project, the initiative will be extended to undertake further work with local residents, retailers and other stakeholders.

Opportunities include the potential to develop a programme of events or artists in residency in order to enhance the High Street experience.

This will also help inform the development of the visual identity and heritage trail projects of the HSAS.



High Street & Saltmarket, 'Past, Present, Possible?', June – July 2017; photograph: Sean Campbell

Contemporary Arts Trail

The High Street/Saltmarket area can capitalise on a city centre-wide Contemporary Arts Trail that will highlight notable and publicly accessible works, facilities and events. This trail will draw people into High Street and surrounding areas, creating opportunities for experiences that will change perceptions of the area as well as creating additional footfall for local artists, businesses and existing attractions. The trail will be publicised through a range of media including digitally, and will be developed with the local contemporary arts community.



Tontine Lane, Glasgow

A blue-tinted photograph of a statue on a pedestal in front of a stone building with a dome in the background. The statue is a full-length standing figure, possibly a historical figure, positioned on a tall, rectangular stone pedestal. The background features a large, multi-story stone building with a prominent dome and several windows. The overall scene is set in an urban environment.

8.3 | Public Realm

STREETSCENE

The High Street Area Strategy will also consider how the physical environment could be improved around Glasgow's historic heart. Improvements to roads, paving, street layout and street furniture will be explored. A number of concerns have been raised about the volume and speed of traffic crossing the Clyde onto Saltmarket, and on High Street itself. The High Street Area Strategy will require to identify opportunities to further consider these issues, such as via the proposed update to the City Centre Traffic Model, and will need to be cognisant of other developments such as the forthcoming Low Emissions Zone (LEZ).

The HSAS will progress a funding proposal with Sustrans with the objective of securing funding from the Community Links Plus budget, which would enable a comprehensive public realm and active travel improvement scheme to be delivered along the High Street corridor

PLACEMAKING

This High Street Area Strategy will also explore opportunities to create a better place for people in and around the project area, whether they are residents, businesses or visitors to the area. City Deal investment and other available funding will be targeted at areas of greatest opportunity, including junction upgrades and small public realm schemes, pocket parks and other "micro" interventions. Smart City infrastructure will also be introduced with the Intelligent Street Lighting project replacing all column-mounted street lighting with LED bulbs, and introducing a wireless network that will enable many potential Smart City initiatives.

Links will be made with other initiatives where possible, such as Ruggedised, (a SMART City ICT, e-mobility and energy solution Horizon 2020 EU project) which, once implemented, will lead to a more secure, renewable, and affordable energy system for the residents and business of Glasgow.

Living Streets Phase 2 Survey and Report

A street audit was commissioned from the organisation Living Streets, which champions the pedestrian experience, and the associated draft report was produced in April 2018. This includes feedback from a wide range of internal and external stakeholders and provide possible actions for short-, medium- and long-term improvements.

This will link to pedestrian movements, accessibility, public realm, wayfinding, and the general “look and feel” of the area.

The HSAS will progress smaller-scale improvements in the short to medium term, such as the relocation of Greyfriars Garden within the project area, and pocket park opportunities.

Larger scale recommendations will be incorporated into the wider public realm and placemaking plan which will be delivered after the outcome of the Sustrans Community Links Plus funding application is known.



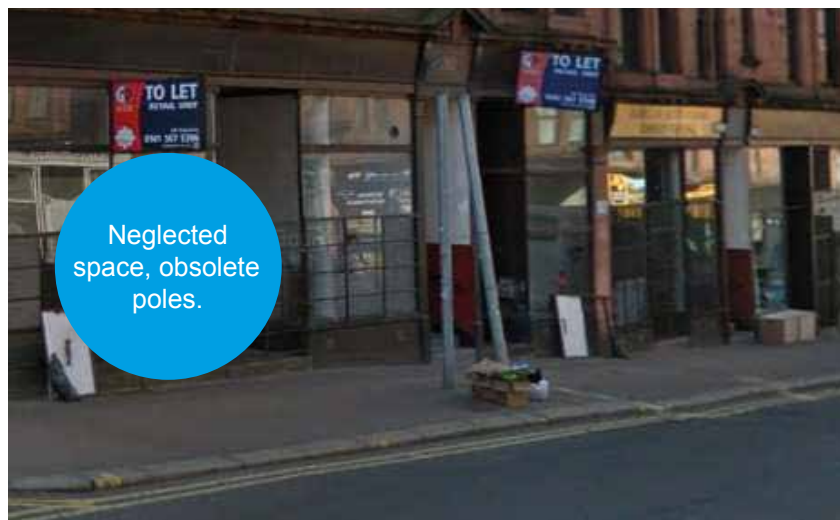
High Street near junction with Duke Street, rubbish left on the footway.



Lack of dropped kerbs



Anti-social behaviour under the rail bridge south of Trongate



Neglected space, obsolete poles.



Area in need of repair

High Street Station redevelopment (City Deal)

As part of the Glasgow City Region City Deal, High Street Station is proposed to be redeveloped. The aim of the project is to ensure the station building provides modern facilities and provide DDA-compatible access to and from the platforms. The project also includes creation of a new plaza in front of the station building to improve the user experience by enhancing the sense of arrival.

The scope of the project also aims to address the poor pedestrian access to the station across High Street where possible. The redeveloped station and the associated public realm works will improve the station's presence at High Street, and support the new emerging developments around the High Street/Duke Street intersection. It will also assist in the aim of expanding the city centre core towards the Inner East.

The project team is engaged in ongoing stakeholder consultation, and some technical aspects of the project delivery remain to be resolved in order to comply with both Network Rail and the ORR (Office of Road and Rail) guidance.



High street Train Station, Glasgow

Public realm, traffic and lighting improvements

As part of City Deal, interventions will be targeted at junctions where High Street meets off-shooting roads. Junction upgrades will include a complete refurbishment of the public realm in the identified areas incorporating all of the necessary interventions required for surface water management, mobile technology, and to improve accessibility and inclusivity.

The Intelligent Street Lighting (ISL) Project will include the High Street and will provide a dynamic, energy and cost efficient lighting service that can be controlled from a Central Management System (CMS) and meets the needs of the City of Glasgow. The HSAS will also make links with other Smart City initiatives in the area where possible, with initiatives focused on approaches to energy.

The funding application to Sustrans Community Links Plus will determine the scale and scope of the High Street public realm programme, and if approved will be developed as part of the City Deals Avenues programme.

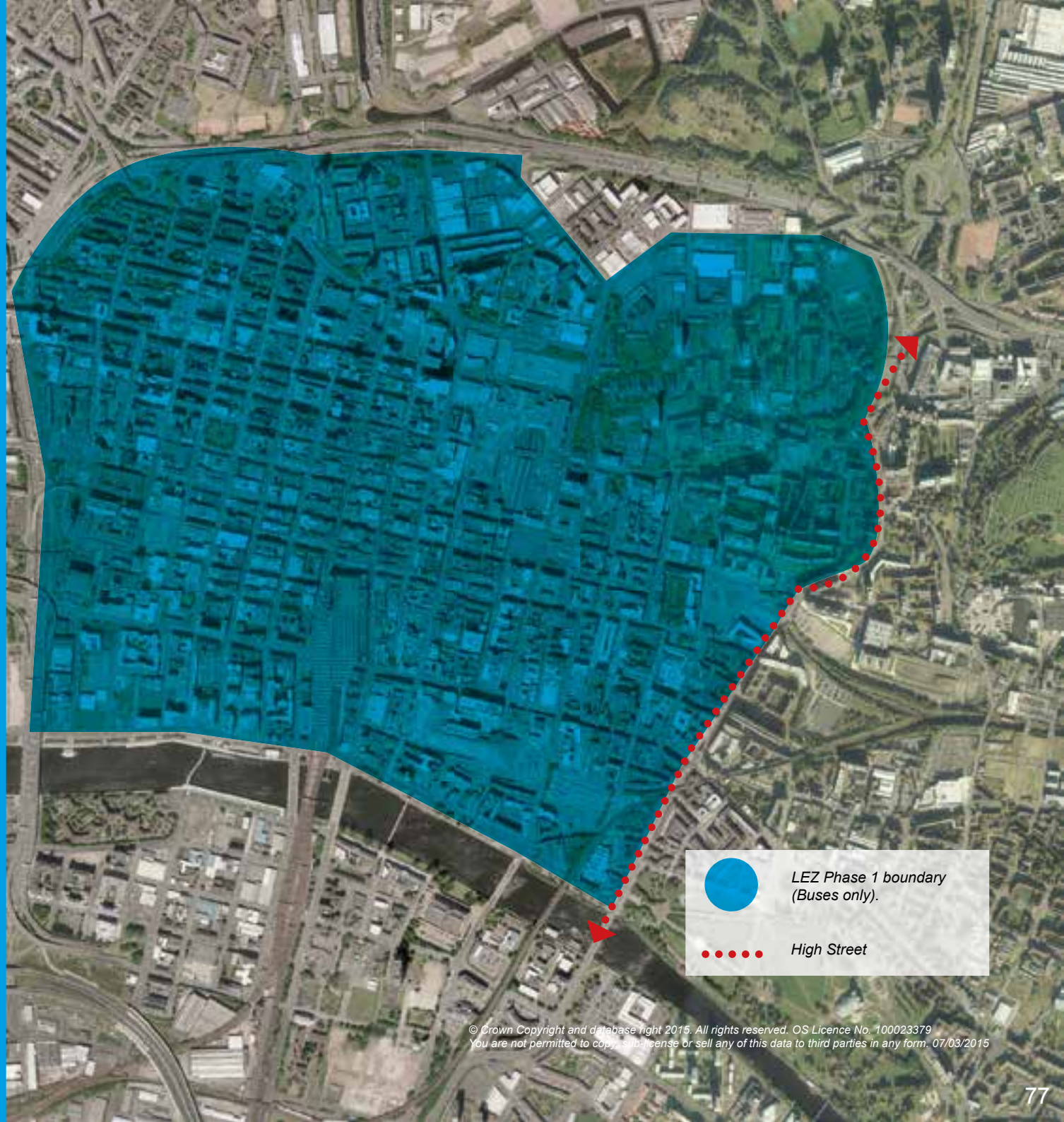


*Representation of City Deal investment at Glasgow Cross
This image is an illustration of potential intervention and not the final design.*

Low Emission Zone (LEZ) phased implementation

Glasgow City Council is set to introduce Scotland's first Low Emission Zone (LEZ) in the city centre area by the end of 2018/19, with a two phase approach initially looking at improving bus fleets, followed by the extension of the LEZ to all other vehicle types. Glasgow's LEZ will help to protect public health, ensure that the city stops breaching national air quality limits, and help to improve the amenity of the city centre for residents, visitors and businesses.

The final boundary of LEZ for all vehicles is still to be decided, but High Street and Saltmarket will be included in the initial bus phase.





8.4 | General

PR and Marketing Plan

The city's Marketing Strategy will be reviewed as the Action Plan is delivered to ensure that the opportunities and assets of the High Street area are embedded into Glasgow's PR and Marketing plans.

The People Make Glasgow website will also be reviewed as the Action Plan is progressed to ensure up-to-date information on heritage sites within the High Street/ Saltmarket area are provided as part of the website's visitor information.

A new section will be created on the Glasgow City Centre Strategy website to promote the assets in and around the High Street, and to report on progress for the Action Plan. This will also allow for members of the public to submit thoughts and comments on an ongoing basis.



People Make Glasgow Banner at University Avenue, Glasgow

District Regeneration Frameworks: Learning Quarter and Merchant City

Subject to budget agreement this DRFs will be progressed over the lifetime of the High Street Action Plan.

A DRF is a ten-year regeneration strategy built on a sound evidence base and tested comprehensively throughout its development process with the local community and district/city centre stakeholders.

Each of the city centre's nine districts will have its DRF completed by 2022. Each DRF results in a detailed area regeneration action plan programmed over 10 years.

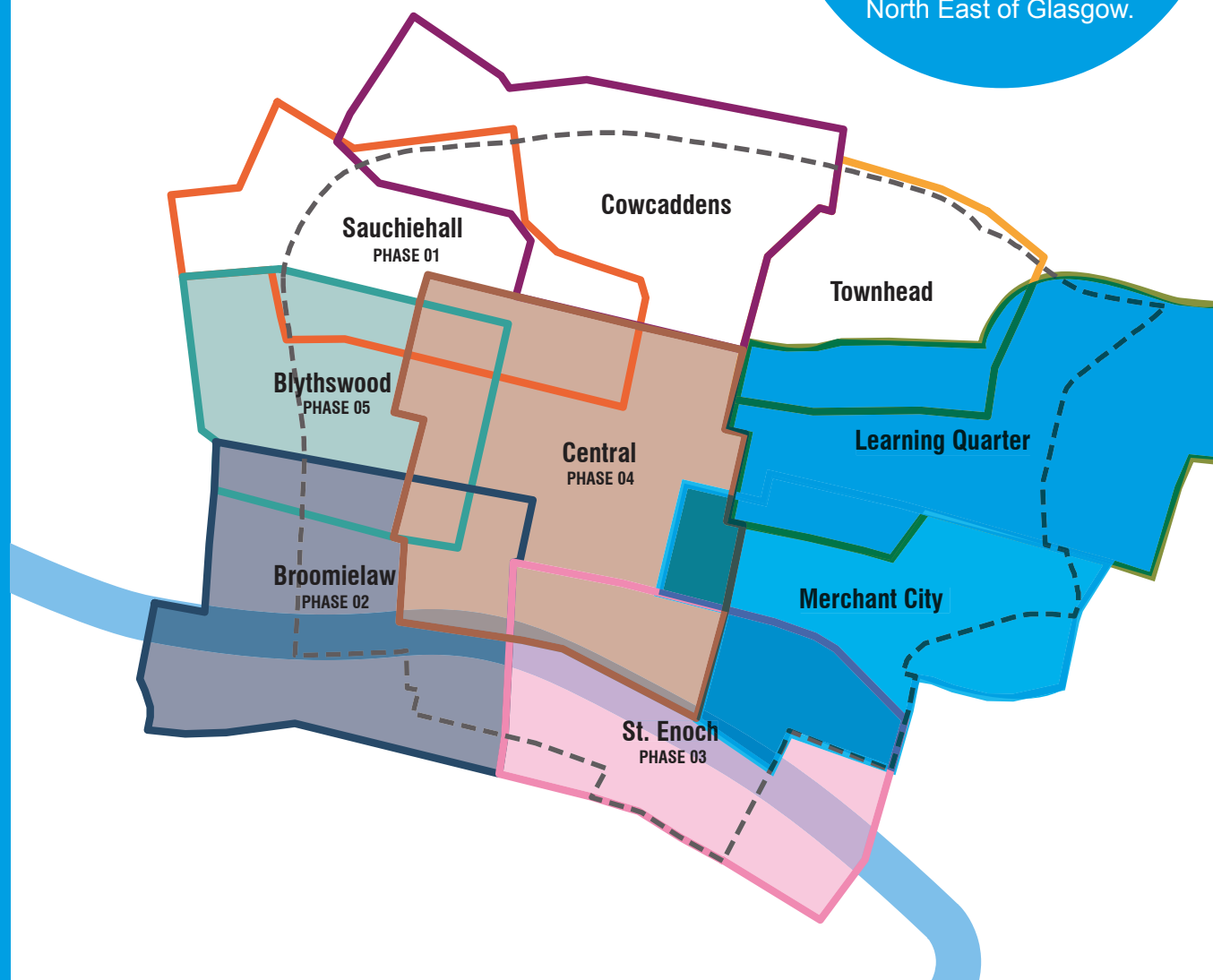
The Sauchiehall and Garnethill DRF is complete and the action plan implementation is well underway. Phases 02 to 05 are currently being finalised (September 2018) and will proceed to public consultation over 2019.

The remaining four DRFs, two of which cover parts of the HSAS project area, are scheduled to be commissioned in 2019 with a two-year development period.

Further information on the DRF process and progress can be found at the Glasgow City Centre Strategy website:
www.glasgowcitycentrestrategy.com

Map from: (Y)our City Centre Vision, Glasgow City Centre District Regeneration Frameworks Baseline Report, Austin Smith Lord and MVRD for Glasgow City Council, 2018

Cathedral Street and George Street act as two spines to the urban form in the Learning Quarter District and both function as major access routes to the various buildings. Within this District, two routes – Stirling Road and Castle Street connect the city centre to the North East of Glasgow.



Future opportunities

In terms of funding, while city centres are not generally eligible for any significant grant support, there are potentially some external funding sources which could support individual HSAS projects.

These opportunities will be explored on an ongoing basis as projects are developed. In addition, the HSAS will continually engage with local residents and organisations to maximise their participation in the various initiatives, and to ensure that the HSAS continues to respond effectively and directly to local issues.

An evaluation will be carried out in 2023 to establish the outcomes and impact of the HSAS.



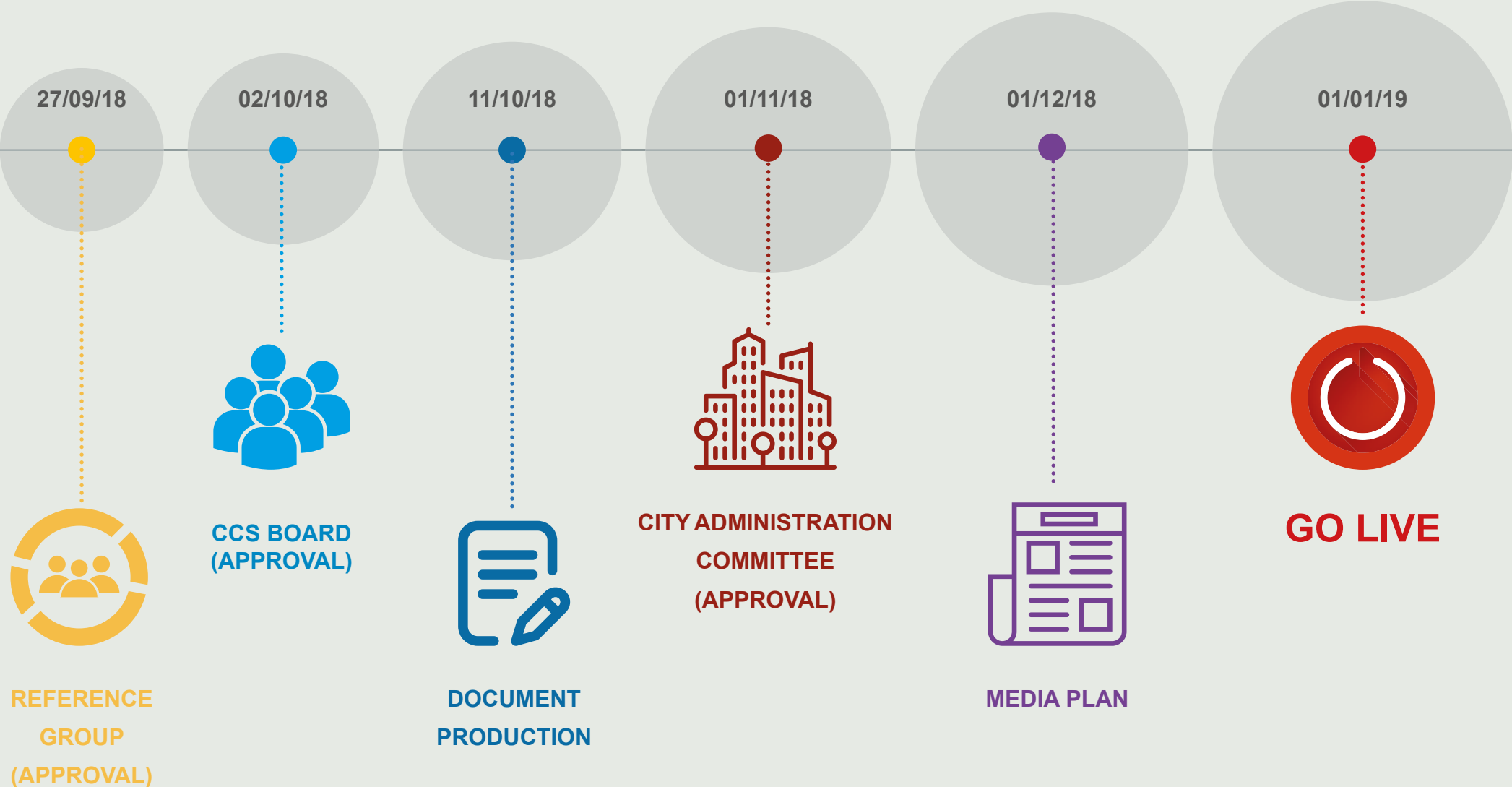
High Street & Saltmarket, 'Past, Present, Possible?', June – July 2017; photograph: Sean Campbell



9 | Next Steps

High Street at Glasgow Cross, Glasgow

High Street Area Strategy: Next Steps



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<https://peoplemakeglasgow.com/discover/historic-glasgow>
- 12.
- 13.
- 14.



High Street & Saltmarket, 'Past, Present, Possible?': Non-Traders Consultation, March 2018, Friends of the Necropolis; photograph: Sean Campbell



If you have any questions, comments, or would like further information on the High Street Area Strategy, please contact:
citycentrestrategy@glasgow.gov.uk