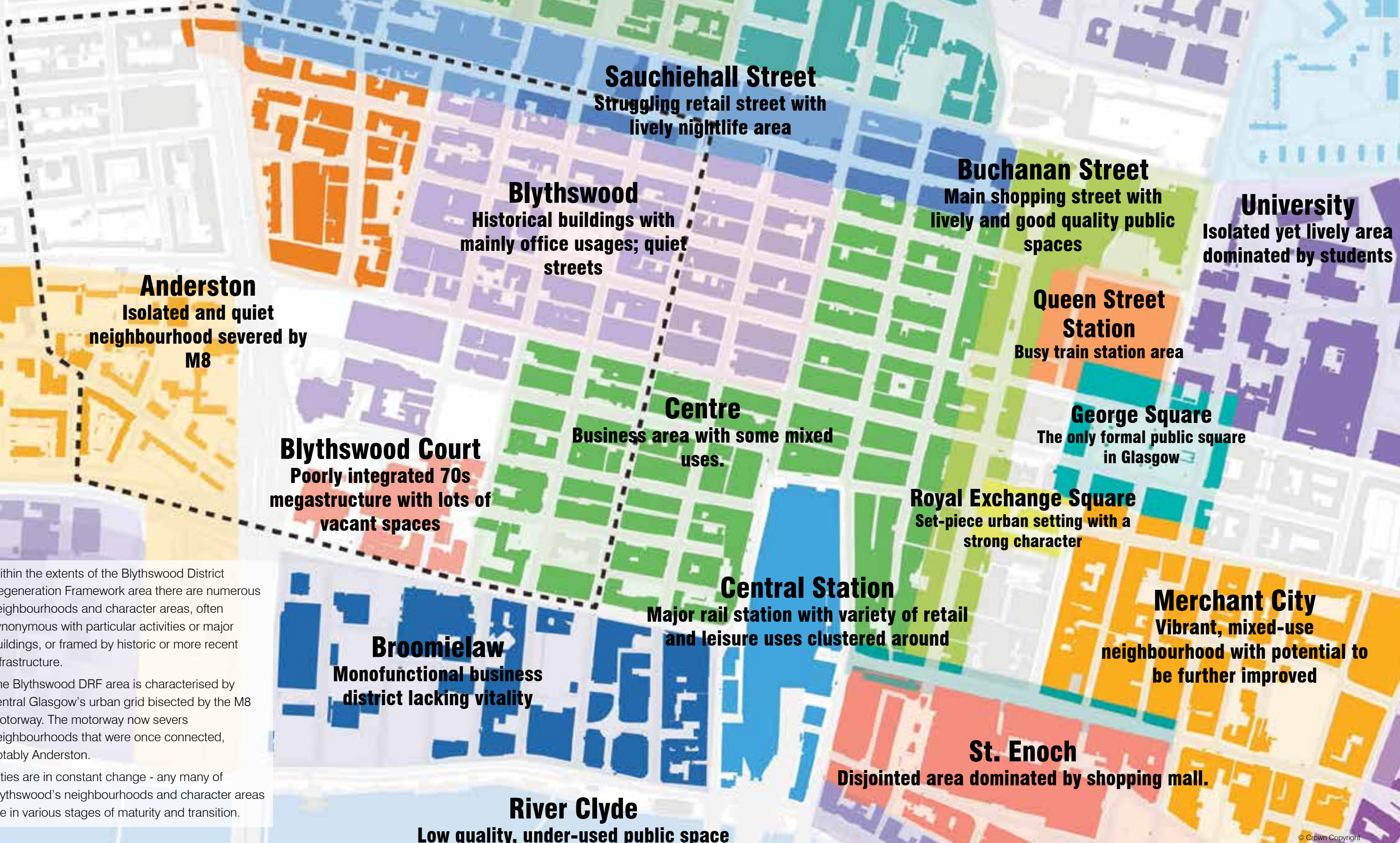


(Y)OUR VIBRANT BLYTHSWOOD

DRAFT

Current: Neighbourhood identity Analysis program and neighbourhood character



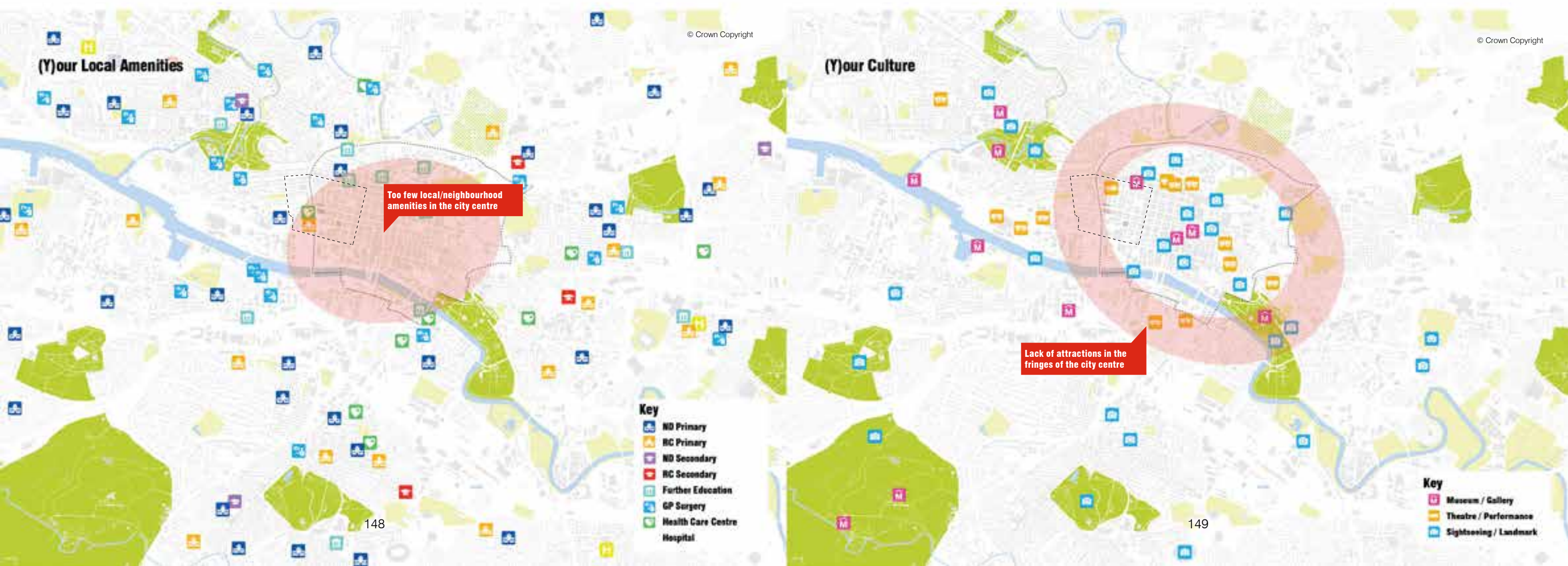
Within the extents of the Blythswood District Regeneration Framework area there are numerous neighbourhoods and character areas, often synonymous with particular activities or major buildings, or framed by historic or more recent infrastructure.

The Blythswood DRF area is characterised by central Glasgow's urban grid bisected by the M8 motorway. The motorway now severs neighbourhoods that were once connected, notably Anderston.

Cities are in constant change - any many of Blythswood's neighbourhoods and character areas are in various stages of maturity and transition.

Current: Provision amenities around Blythswood

- Currently there are too few local / neighbourhood amenities in the city centre. This is one of the reasons why people don't want to live there.
- Increased community infrastructure should accompany increased city centre residential development and higher density of working populations.
- There is a lack of visitor and cultural attractions in the fringes of the city centre. Especially to the south. It is important to locate attractions to draw visitors to those areas and support regeneration.
- Analysis of the location of attractions / destinations should inform the alignment of key routes across the city centre.

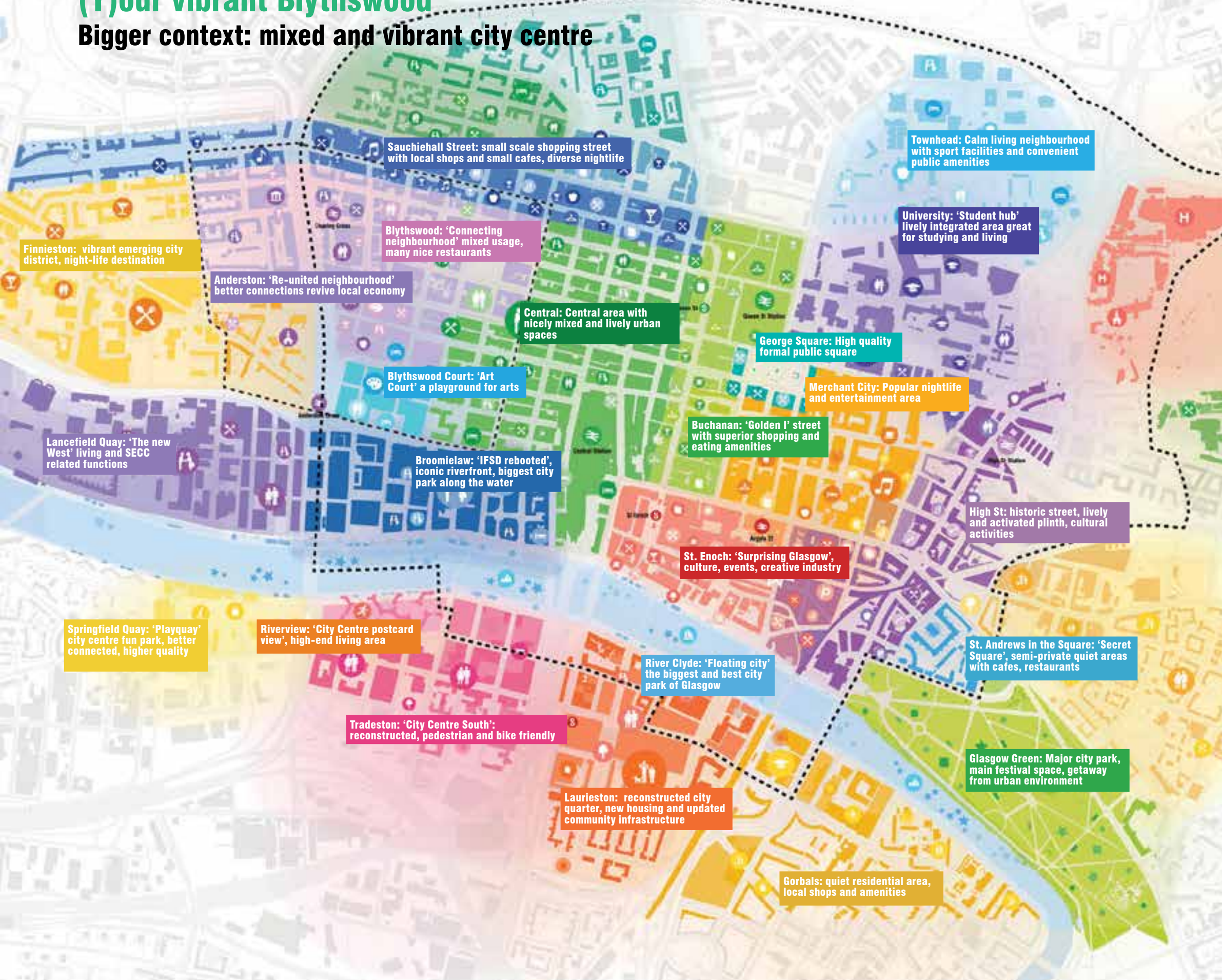


Current: Neighbourhood identity Analysis program and neighbourhood character



(Y)our vibrant Blythswood

Bigger context: mixed and vibrant city centre



- More attractive neighbourhoods
- Better guidance for future developments

With the re-population of the city centre, more local amenities and more visitor attractions, the character/profile of each neighbourhood will be much stronger and more attractive and will therefore be more attractive to investors.

Being clear about what you want with each neighbourhood helps the Council to sharpen the policy and avoid ad hoc decisions.

Location: City centre and surroundings.

Amenities in the centre's fringes



There should be more local amenities in the city centre in order to re-populate it. And at the same time new public amenities surrounding the city centre should be introduced to activate the neighbourhoods.

(Y)our vibrant Blythswood

Strong neighbourhood identities

Cool Blythswood

Making Blythswood a transforming area of contrasts (Georgian city grid to high quality contemporary architecture). Blythswood Hill can revert to a mixed use neighbourhood with city centre living, employment, leisure, culture, entertainment (Kings and Mitchell) and leisure.

Reconnected Anderston

Create safe and attractive gateway connections under / over M8 to restore the historic links between both sides of the motorway. Anderston becomes easily accessible destination for pedestrians and cyclists with great links to the city centre, West End and the River Park.

Repaired Broomielaw

Repairing the urban fabric, achieving the decent level of density by providing diverse range of housing and offices, establishing safe and welcoming atmosphere by designing great public space.

Updated Sauchiehall Street

Filling empty spaces and improving the quality of certain buildings especially on ground floor level is part of the strategy to make the Sauchiehall Street lively and inviting space. Improving quality of nightlife in the area by providing diverse range of bars and clubs.

Welcoming Centre

Re-modelling the transport system to make the street circulation efficient and safe for all users. Preserving great historical buildings and filling out empty spaces.

Blythwood Court Arts Hub

Redefine former Anderston Centre, using under-used space beneath residential towers to create a flourishing lively creative hub, where artists can produce and display their work to public.

(Y)our vibrant Blythswood

Mixed and re-populated Blythswood

One of the most important goals for the City Centre Strategy is to increase the number of people living, working and visiting. This increase ensures neighbourhoods become more lively (also outside work-hours), leading to more viable amenities, a more sustainable, walkable and safer city.

- Priority should go to building more housing, so more inhabitants are attracted. Integrating local amenities like schools, health and social daycare and play / recreation facilities that attract and sustain communities of new residents is crucial. Some of these facilities may be located beyond the city centre.
- Take advantage of the various empty sites.
- Re-purpose empty buildings, consider redeveloping or topping-up of existing low density buildings.
- More mixing of functions on neighbourhood and district level is needed; as future, more diverse, businesses and inhabitants will demand lively surroundings with a mix of urban amenities

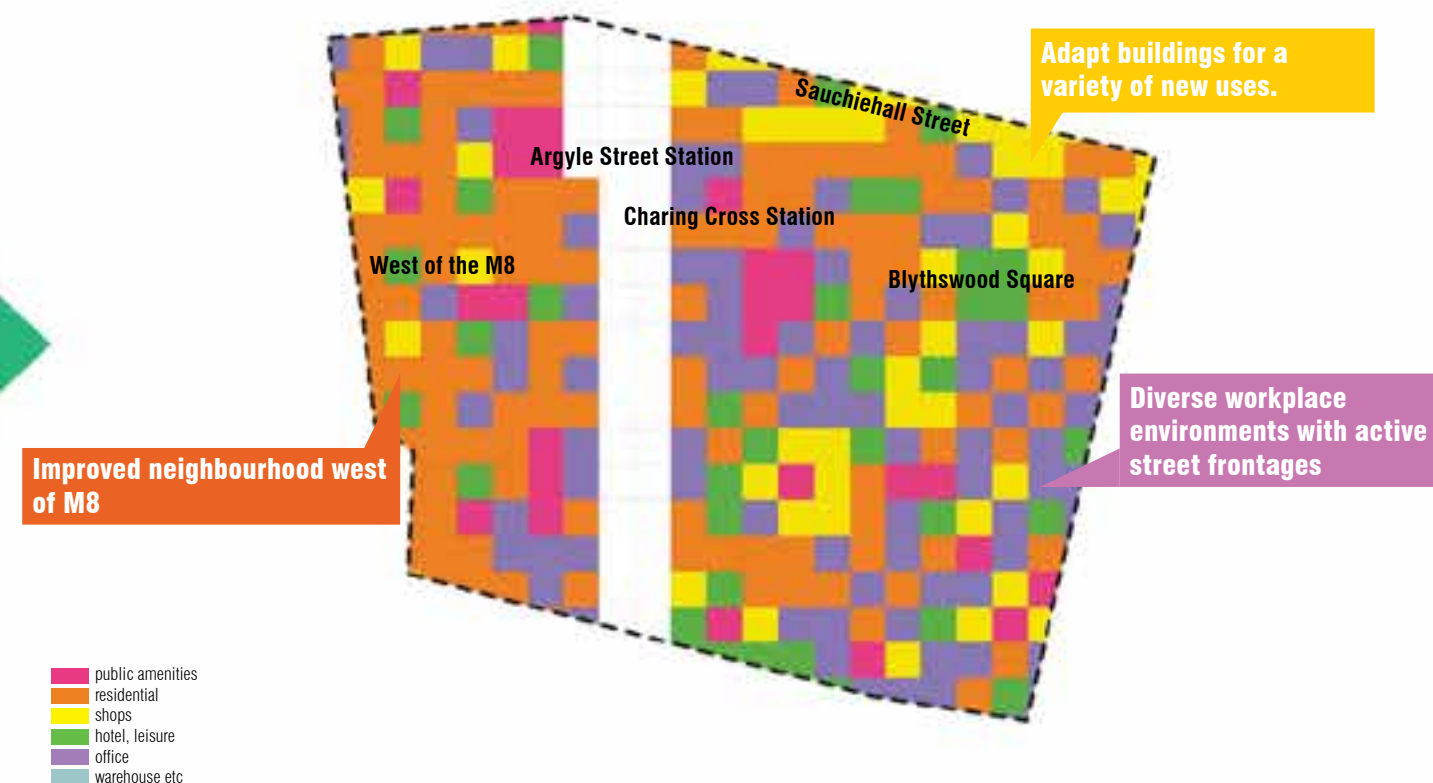
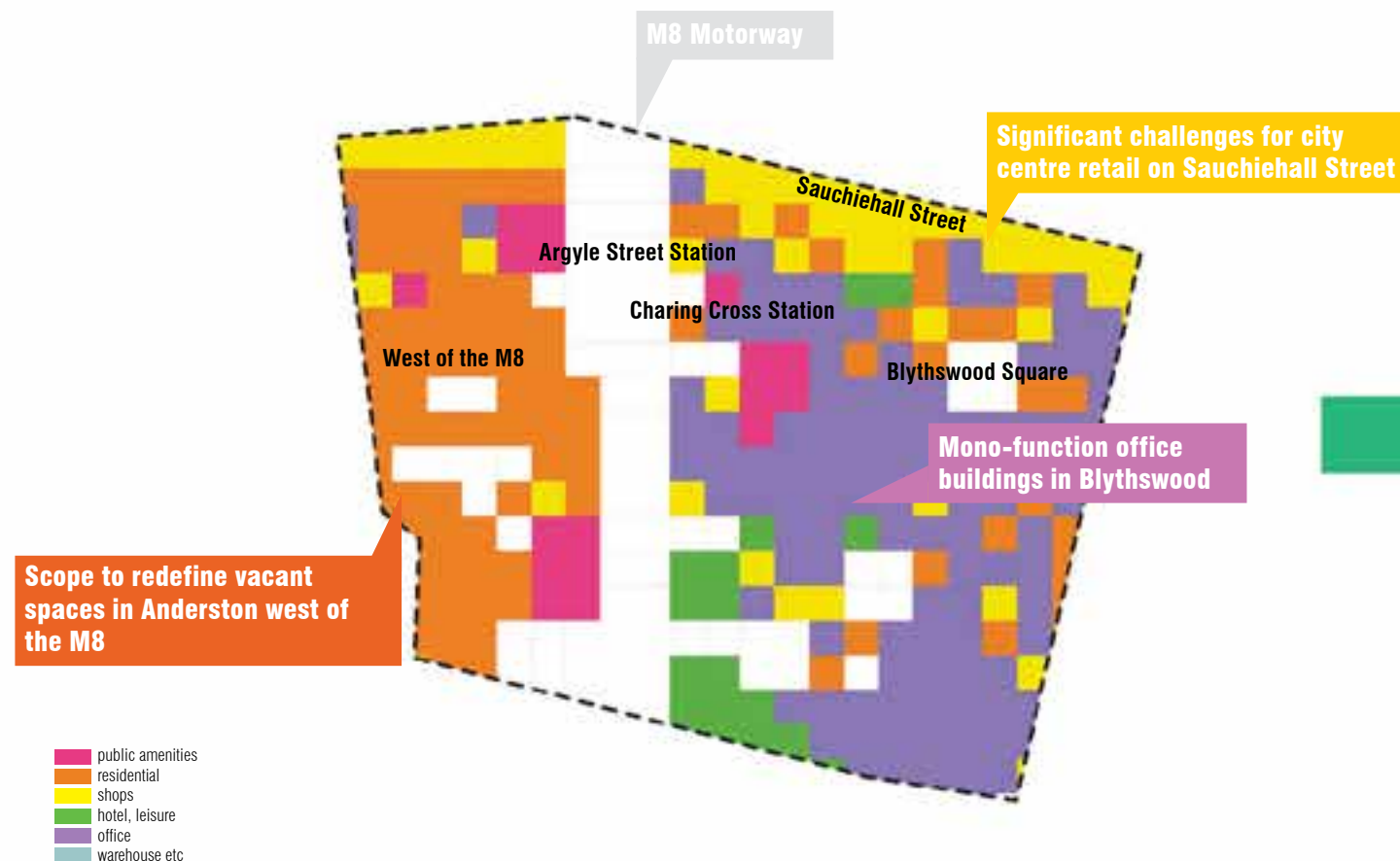
- Attract more visitors by taking better advantage of existing highlights (quality functions / mix-use, spatial revamping, making better accessible and visible) and by adding new remarkable, typically Glaswegian places and activities.

For Blythswood this means:

- Continuous and lively street fronts on Sauchiehall St., supporting the regeneration effort outlined in the Sauchiehall / Garnethill DRF and following GSA fires.
- Diversified building use above ground level, adapting an reusing vacant upper floors
- Mixed and diverse functions in Blythswood area (with a focus on re-population), including re-purposing Georgian townhouses. Higher density across the area, especially along the M8

Location: Blythswood District.

- Reinvigorate Blythswood as a mixed-use neighbourhood, to achieve a smoother transition from day-time to night-time economy. This is necessary to attract more inhabitants, generate more space for a variety of businesses and bring more visitors in to the area to enliven the it.



(Y)our vibrant Blythswood

Re-populated Blythswood



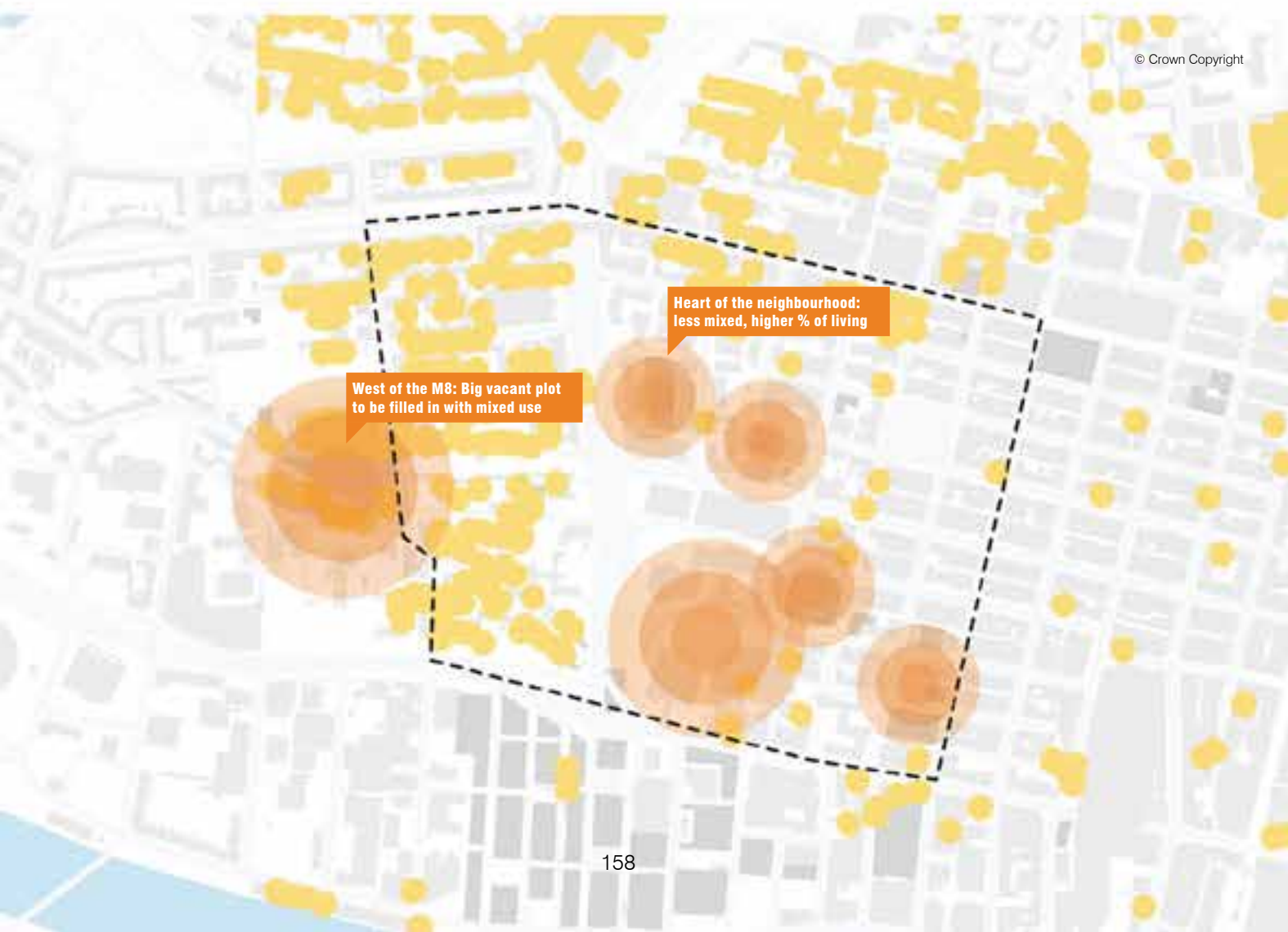
One of the most important goals is to increase the number of people living in the city centre. Whilst there are limited gap sites for residential development there is significant existing building stock which is vacant or under-occupied, especially upper floors or adapting former Georgian townhouses being vacated by offices.

- Repopulating Blythswood will result in a more lively City Centre, more people walking and cycling (less cars) and it will increase viability of more urban amenities (shops, leisure, sports, culture).
- Blythswood will offer a wide mix of housing: for students, young professionals, families, elderly people as well as for all budgets, tenures, cultures, long/short stay. This means flats, studio apartments, townhouses, PRS, conversions, car-free developments.

- To attract new inhabitants, good community infrastructure is required : schools, daycare, sports, play, health, social places. And it requires more attractive public spaces: green, safe, less car-dominated.
- Blythswood Hill was one of Glasgow's original planned residential extensions. The quality and splendour of the Georgian townhouses in the urban grid is still evident. It has proven to be an adaptable urbanism which has transformed to accommodate offices and hotels.

Location: Blythswood District.

- Glasgow city centre is under-populated
- It needs more permanent residents to create a 'baseload' of daily activity and street life
- More residents will enliven the district and create safer streets that are overlooked and have increased footfall
- Create a more dynamic and lively city centre, which has a smoother transition from daytime to night-time economy
- Diversify current office and retail-oriented neighbourhood



(Y)our vibrant Blythswood

Community infrastructure

- Attention should be paid to providing additional community infrastructure within walking distance of communities within the city centre. This would involve building additional / new schools, social and healthcare services, community / civic facilities in and near Blythswood to encourage a more diverse and growing population. Some of these facilities may be outwith the city centre and shared with surrounding neighbourhoods.
- Public space has to provide safe routes to / from community infrastructure integrating inclusive design to ensure disabled accessibility in a pedestrian and cycle friendly city centre.
- Every opportunity must/ should be taken to integrate playful environments, encouraging children's play and activity with more intelligently located playgrounds on safer streets to attract more families with young people

• Provision of local amenities will attract more people to live in Blythswood which will result in a lively city

• Increase in tourism will contribute to local economy

- Providing 24h shops are an essential aspect of city centre living to make the area more liveable with food and other necessary products available 24/7.
- The re-provision and relocation of the existing St. Patrick's RC primary school adjacent to the M8 (J19) should enable reconsideration of city centre schools provision in and around Blythswood. Schools should be located in quieter locations away from the motorway.

Location: Blythswood District



There should be more local amenities in the city centre in order to re-populate it.

24h accessible local shops

Disabled friendly public spaces

Provision for school

Improved accessibility on public institutions

Children friendly and safe Blythswood

Daycare facilities



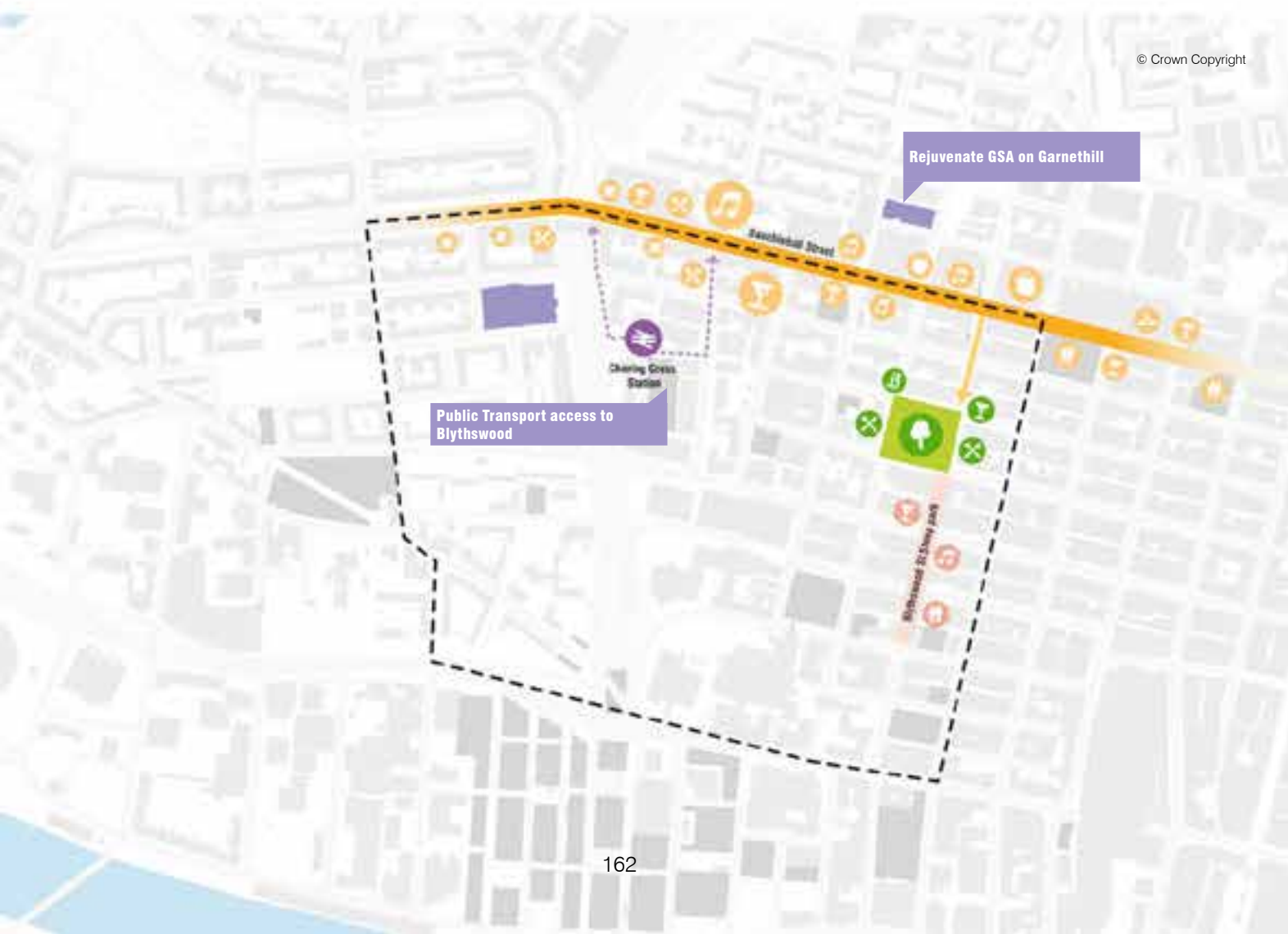
(Y)our vibrant Blythswood

Shopping in Blythswood (Revive Sauchiehall shops)

- Sauchiehall Street has experienced many recent challenges since the publication of the Sauchiehall / Garnethill DRF. Whilst the retail sector faces global challenges of 'click and collect' / online retail Sauchiehall Street businesses are also grappling with the impact of two Glasgow School of Art fires, the Victoria's nightclub fire and further disruption.
- The EIIPR 'Avenues' project promises an opportunity to redefine Sauchiehall Street as the principal route connecting the city centre with the West End.
- In order for Glasgow to provide an attractive and diverse shopping experience reviving Sauchiehall Street is of major importance. The nature of Glasgow's 'Golden Z' is changing rapidly and this presents an opportunity to redefine how Sauchiehall Street contributes; bringing together culture (GSA, CCA, GFT), vibrant night-life (cafes, food, drink, clubs) and improved quality shopping experiences.
- Upgrading pedestrian connections between a refurbished Charing Cross Station and Sauchiehall Street would improve public transport access to the area, augmenting bus and improved cycle connections.
- The quality of shops, cafes and bars needs to be encouraged to continually improve, with support from the local Business Improvement District and other initiatives. Let's aspire for more quality restaurants, cosy cafes and famous shops!
- The nearby Blythswood Square area could be promoted as a host for more high-end boutiques and hotels / restaurants benefiting from its quiet urban grandeur. Sauchiehall Street should be a lively connection to the West End; revitalised by creativity, community and convivial activities unique to the area (rather than seeking to duplicate what Buchanan St and Argyle St offer).

Location: Blythswood District

- Glasgow is the best performing shopping destination in the UK outside of Oxford Street in London, yet it has a lot of potential to increase the quality of shopping experience
- Blythswood / Sauchiehall St should take advantage of being a major connection between the centre and the West End and create a distinctive offer which distinguishes itself from the rest of the 'Golden Z'.



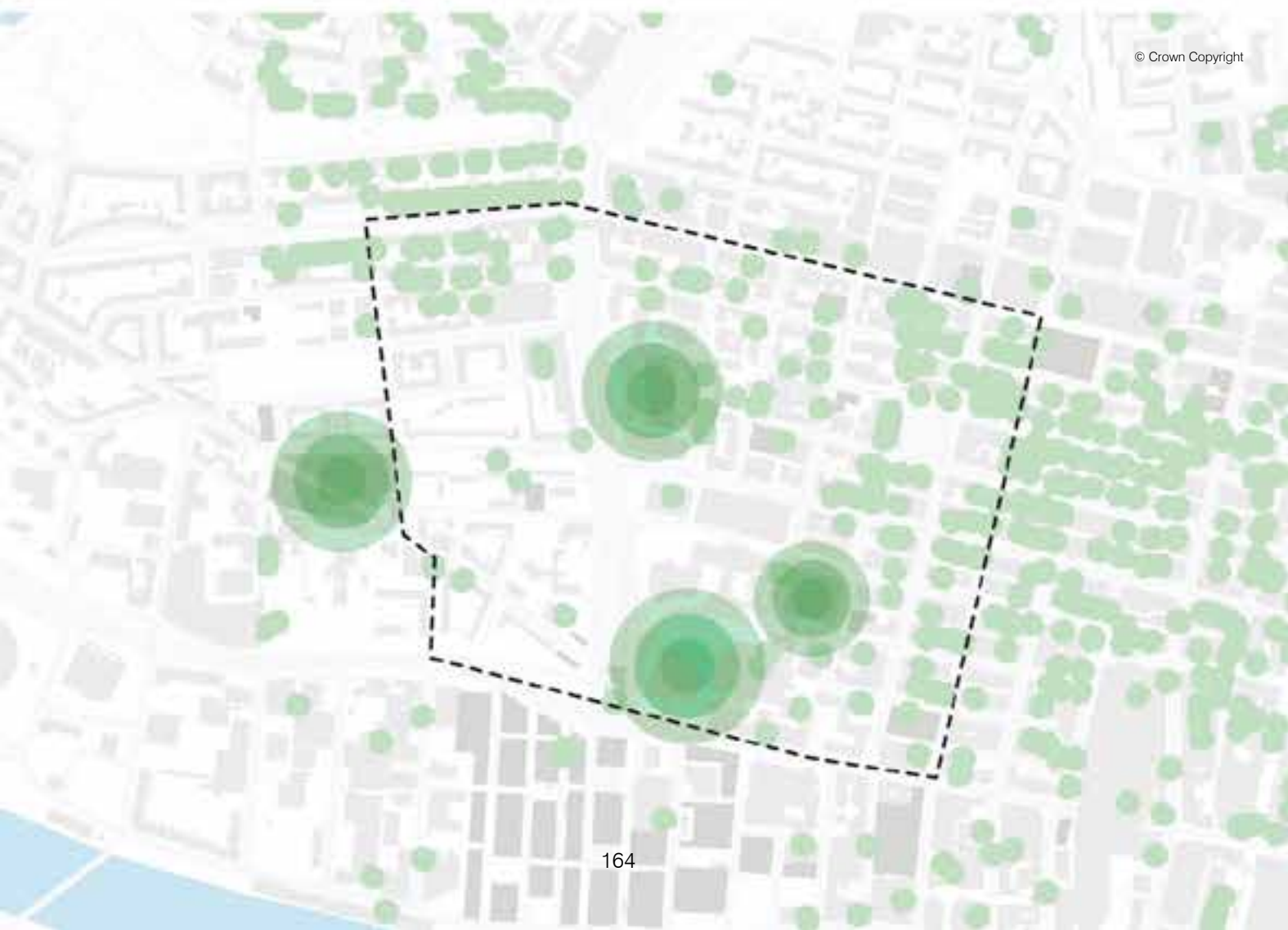
(Y)our vibrant Blythswood Working in Blythswood



- Blythswood is easily accessed by Charing Cross and Anderston Stations (as well as Central and Queen Street stations). This ensures the area is accessible to commuters, augmented by some key arterial bus routes.
- The area has long been synonymous with commercial offices whether large scale buildings such as Britoil / Santander and the recently completed Sottish Power HQ, or medium and smaller businesses occupying historic buildings or post-war office blocks.
- Blythswood has recently become a sought after office development location, buoyed by the Scottish Power and St. Vincent Plaza developments. This area, and the western end of Bothwell Street, present a significant opportunity to redefine these areas adjacent to the M8 (benefitting from access and repairing the cityscape).
- In future new office developments in Blythswood need to pay a special attention to creating exceptional public spaces and to integrating with the surroundings.
- Beyond the expansion of sought after 'Grade A' office space inventive re-use and adaptation of under-occupied and vacant buildings including heritage assets such as, perhaps, the former High School, or challenging locations such as the former Anderston Centre, should be invigorated with new types of creative workspace / art / maker spaces in the heart of the city.
- Blythswood has a combination of great accessibility and some challenging buildings and spaces that need significant investment or creative re-use to revitalise the area.

Location: Blythswood District

- Blythswood can cater for a wide range of workplaces; from corporate headquarters to low-cost incubator / start-up space.
- Creating an even more diverse, mixed-use area should be attractive to a wide range of businesses; attracting young businesses and artists as well as international blue-chip companies.
- Area has a wide scope of locations to build new, interesting and unconventional offices that will benefit the local and city economy and attract and retain talent in Glasgow.



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(Y)our vibrant Blythswood

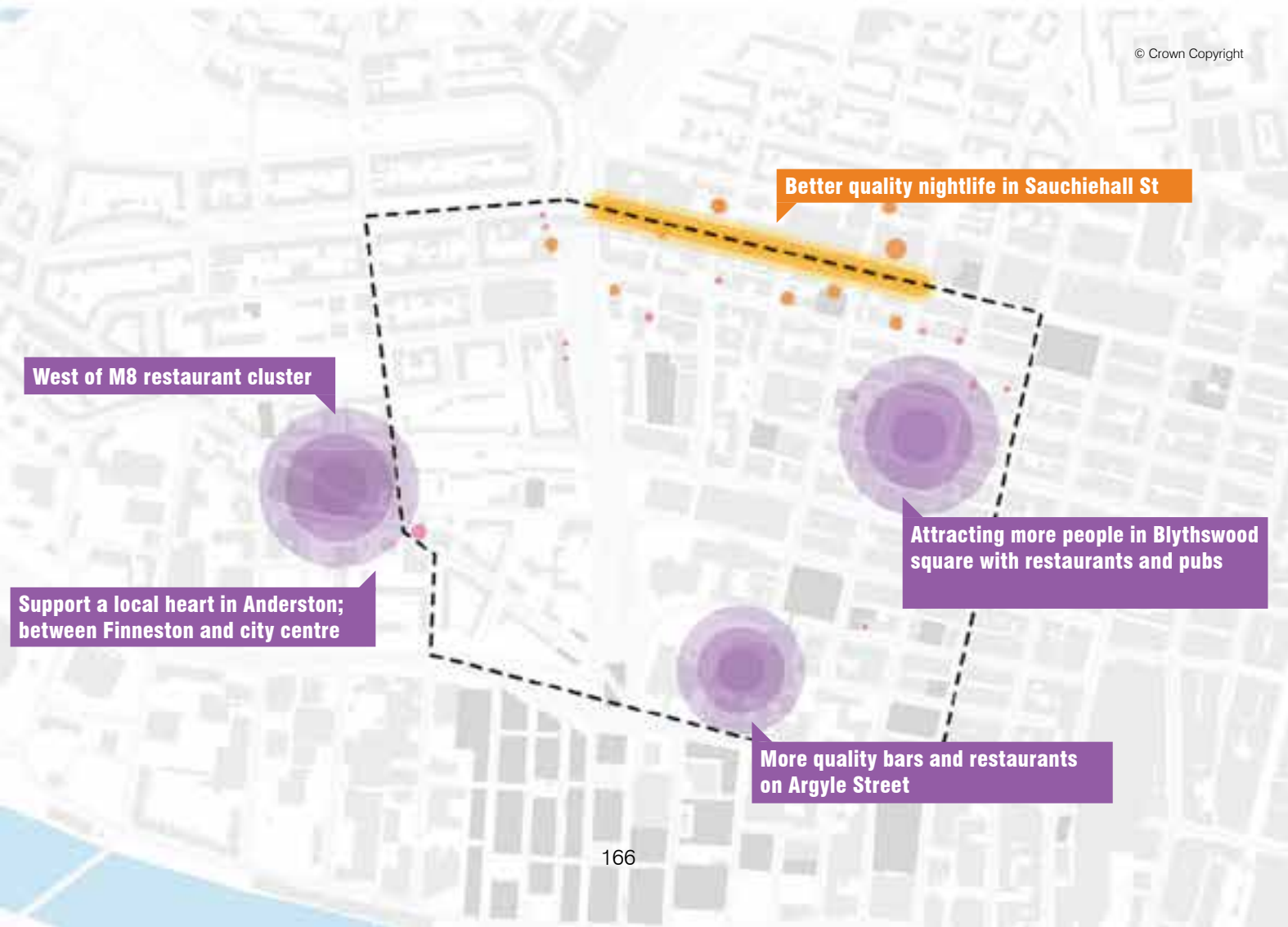
Dining and nightlife in Blythswood



- Sauchiehall Street is known for its lively nightlife scene with scope to promote a more diverse, higher quality nightlife hub that locates new and improved bars and clubs and a smoother transition from day-time to night-time economy
- Areas around assets such as Blythswood Square, Mitchell Library and King's Theatre should host quality food and drink offer as part of a quality cultural / leisure experience.
- Opportunities to create lively, 'organic' food / drink / cultural destinations in the city (learning from the successes of Merchant City and Finneston) the former High School and Blythswood Court (Art Hub) offer two very different opportunities to transform this part of the city. Both have potential to be revitalised as creative hubs with studios / galleries with new bars and restaurants to attract activity to these largely under-used assets areas and create important destinations in the city offering something quite different.

• Restaurant clusters in Blythwood Square, the Blythwood Court Art Centre and west of M8 will create a lively movement throughout the neighbourhood

Location: Blythswood District



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(Y)our vibrant Blythswood Culture in Blythswood

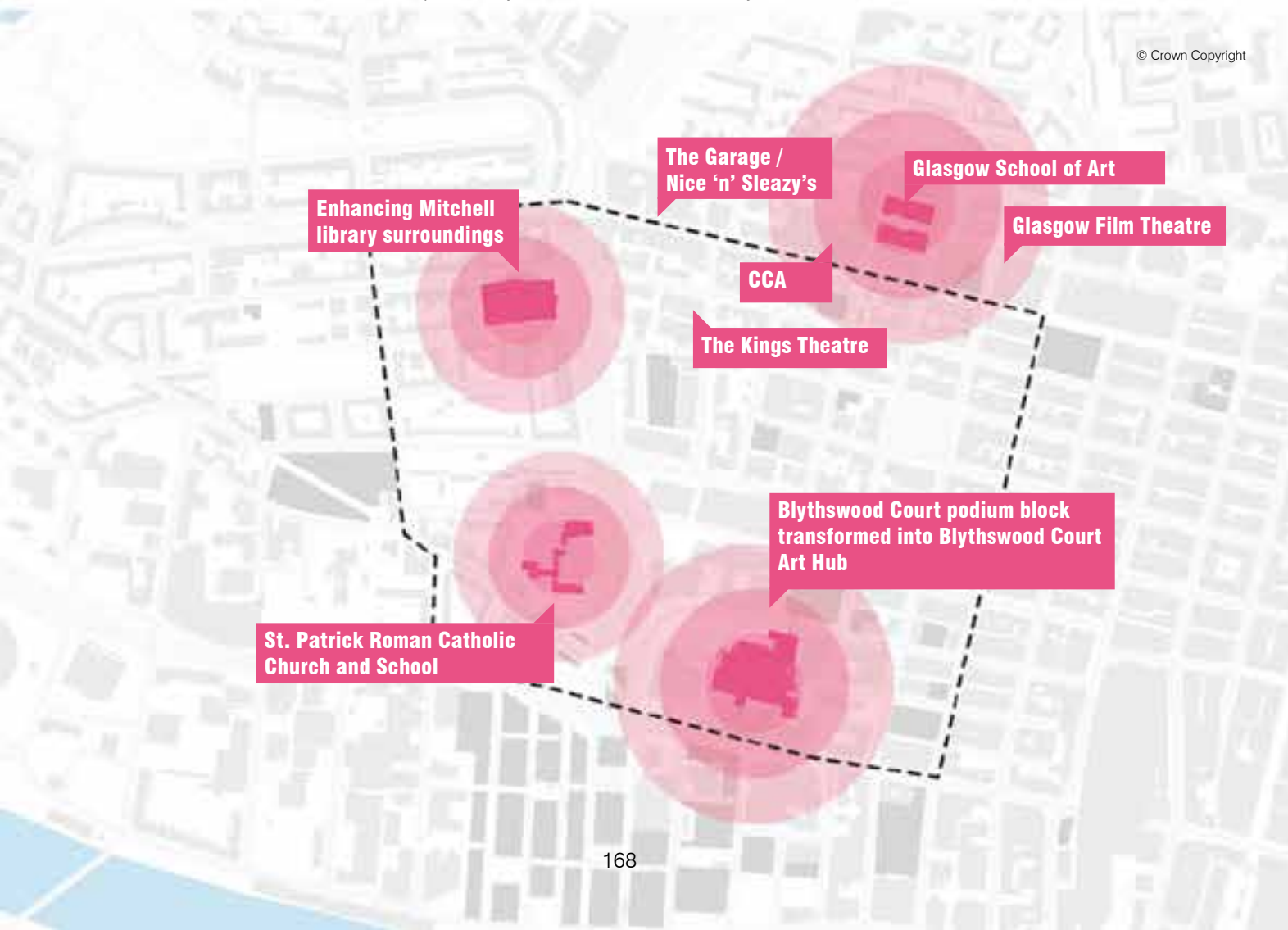
- Blythswood has a really diverse cultural offer. It includes the vast splendour of the Mitchell Library (and Theatre), the variety of the Kings Theatre with bars and club venues along Sauchiehall Street. The adjacent neighbourhood along Sauchiehall Street / Garnethill is enriched by Glasgow School of Art, Glasgow Film Theatre and the Centre for Contemporary Arts.
- The southern part of Blythswood (and Broomielaw) don't currently benefit from a significant presence of high or low culture. It is proposed that opportunities to revitalise the under used podium as an Arts Hub with studios, galleries, performance areas and places for the local communities to interact could help provide a cultural focus in an area which doesn't benefit from the cultural assets of other parts of the city centre.
- Some of Blythswood's great architectural heritage is under appreciated and many consultees reflected on the possibility of

- Architectural legacy should be enhanced and brought into attention
- Important buildings on the west from M8 have potential to become connectors between the centre and the west

revealing the area's fascinating history in walking and app-based tours and thematic trails throughout the area.

- Some of the cultural highlights in the area are its finest buildings, notably St. Vincent Street Church which must be cherished and restored so 'Greek' Thomson's legacy is maintained for future generations.
- Cultural highlights such as the Mitchell Library and local assets such as St. Patrick Church and School should be better connected to the city centre with safer, higher quality connections across the M8

Location: Blythswood District



(Y)our vibrant Blythswood

Repurpose vacant spaces

A relatively simple and quick way to increase the number of people living and working in Blythswood district is to re-purpose existing vacant or under-occupied buildings. This is crucial to enhance the liveliness and positive perception of the area.

As a minimum the city should make the process as easy as possible:

- Minimise legal and technical restrictions. Look for solutions instead of issues.
- Positive legal and financial incentives.
- Actively engage with owners.
- A 'one stop shop' at the council that facilitates all aspects of the process. (ref (Y)our Vacant Space Fixer)

- Repurpose under used or poor quality shops/bars/warehouse spaces
- The potential of existing empty spaces will be realised and will enrich an already vibrant neighbourhood

- The presence of numerous vacant buildings can be seen as a potential opportunity to tackle the under-population by providing cheap living space for students, creatives and young professionals.
- Repurposing those buildings into new studios, offices, shops and bars/restaurants will enliven Blythswood and create a more mixed population.

Location: Blythswood District

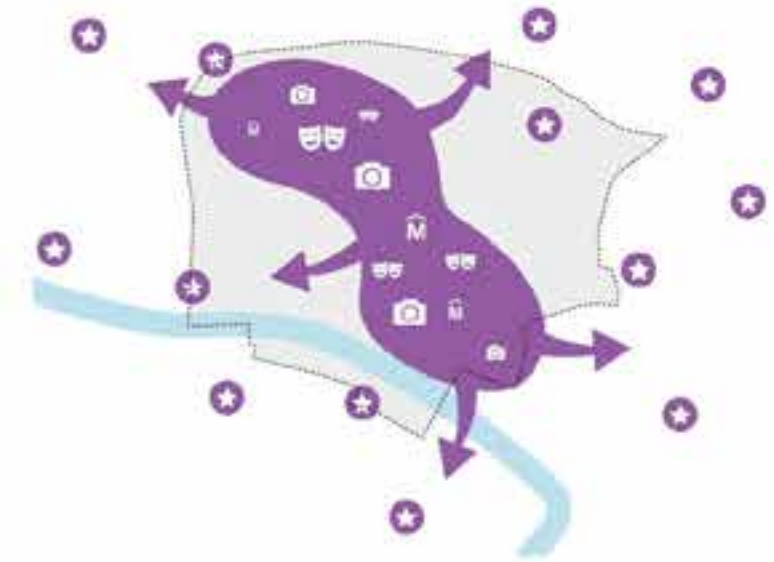


(Y)our vibrant Blythswood

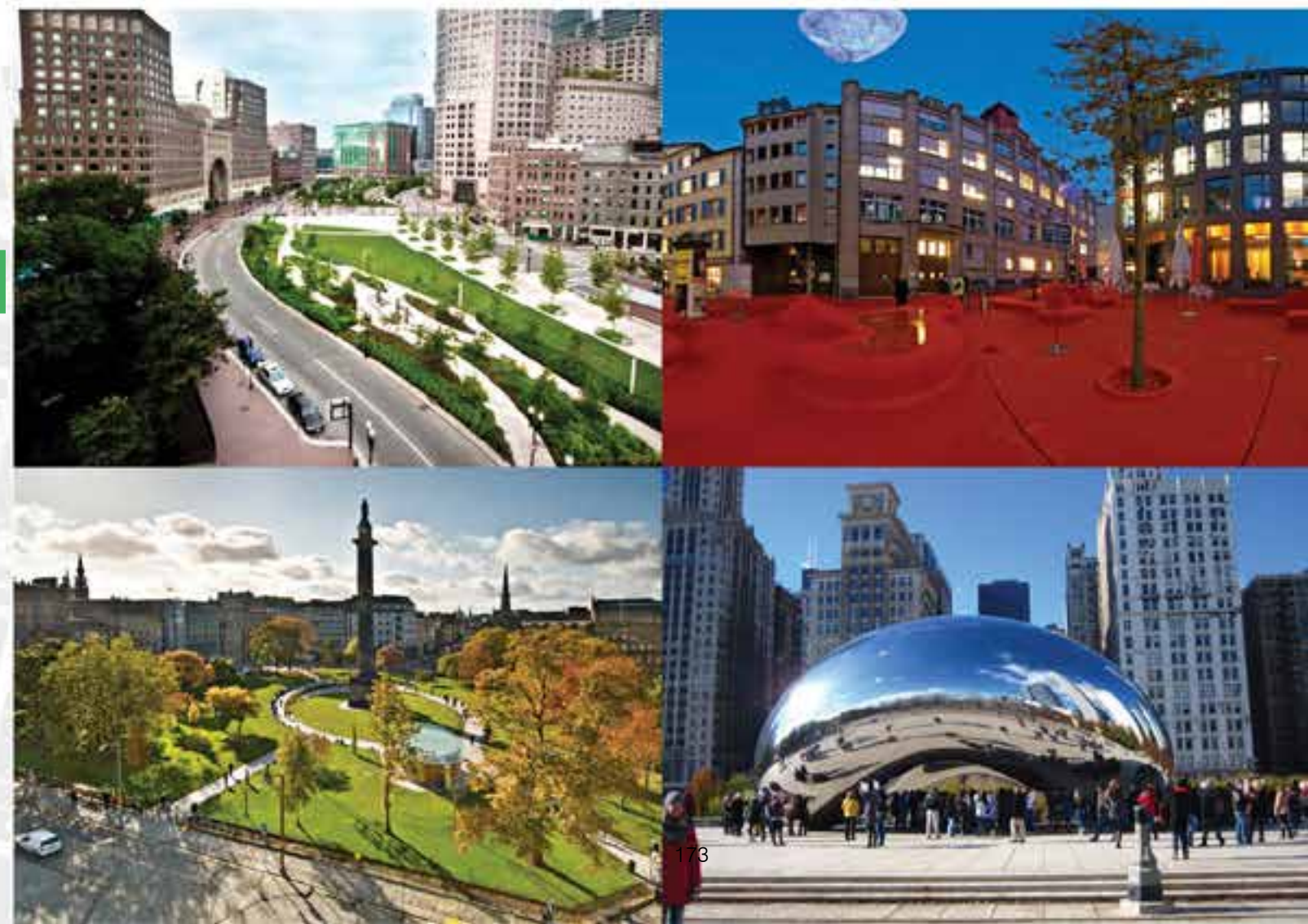
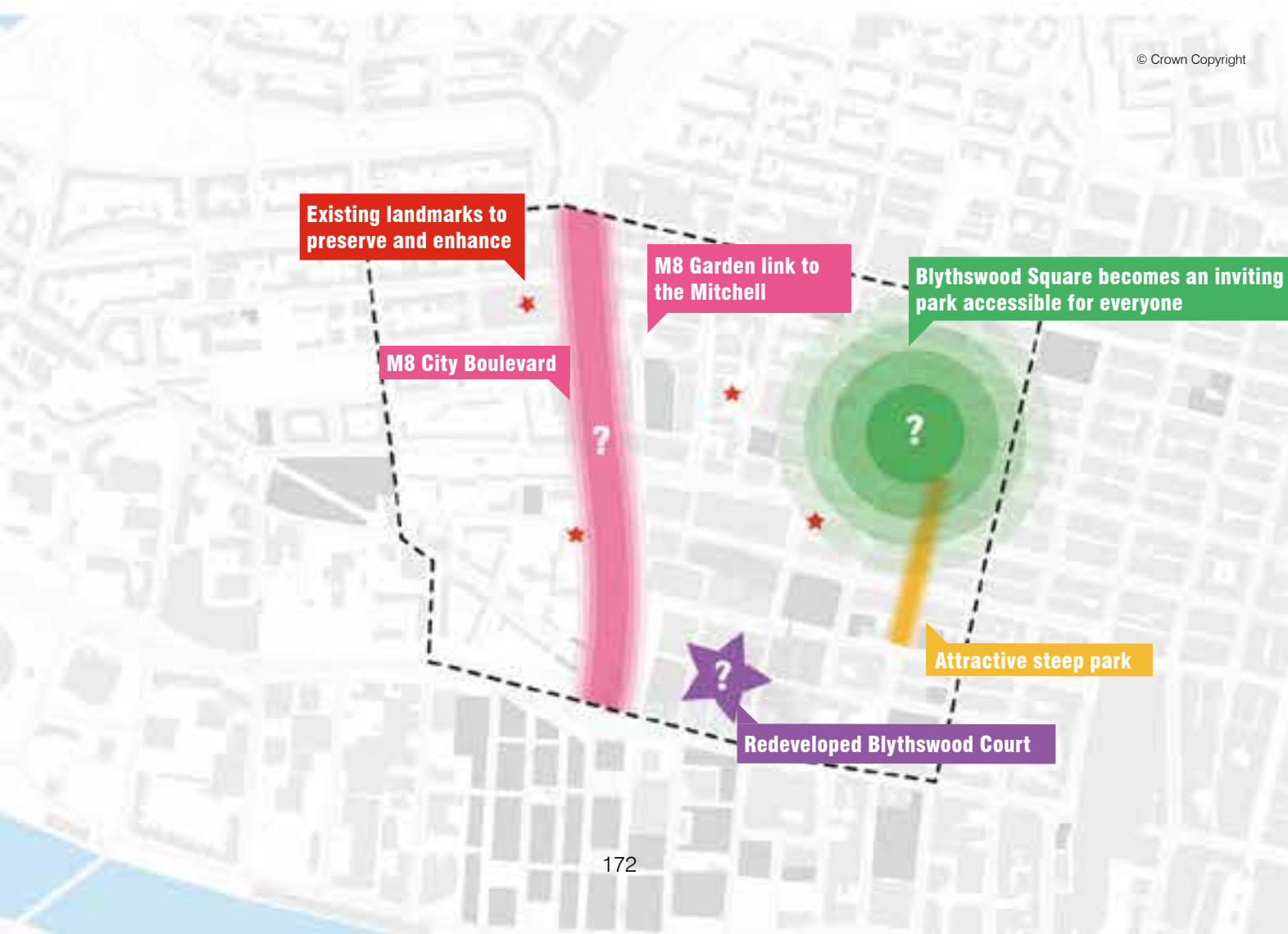
Remarkable public space

- Is there a building, public space or function that turns Blythswood into a major destination?
 - Blythswood Square becomes a grand public square: an attractive destination with programmed activities;
 - The M8 City Boulevard Park / Garden creates a North-South high quality promenade on both sides of the motorway with new buildings with active frontages;
 - Blythswood Court transforms into a vibrant art hub complex to attract young people and entrepreneurs;
 - The Blythswood Street Steep Park could be a remarkable playground from which to enjoy amazing view of Glasgow City Centre and a vista to Southside.
- Having a key public space / buildings will increase the liveliness of the area and make it more attractive to visitors as well as potential new inhabitants

Location: Blythswood District



There should be more public amenities and visitor attractions surrounding the city centre to activate the neighbourhoods.



(Y)our vibrant Blythswood

Temporary street events

- Temporary events bring peoples attention to the importance of dealing with redevelopment of empty plots in Blythswood;
- Lanes in Blythswood should be filled with temporary activities such as music events, festivals, pop-up stores, etc., cleaned up and eventually activated.
- Replicating examples implemented in other cities, ideas such as a temporary waterslide in Blythswood Street could attract people and make the most out of an otherwise dull and generic street scarcely used by pedestrians;
- Temporary closure of one street for an event such as market, music concert or sport tournament would attract people and improve the conviviality of Blythswood

• Temporary use of empty buildings creates the much needed buzz in the area and in the mean time fulfils a space requirement

Location: Blythswood District



(Y)our vibrant Blythswood

Art event

Make the successful art scene in Glasgow more visible/present for Glaswegians and visitors – eg GI Festival.

- The art festival can be part of other temporary project and events like: the rooftop event, a street festival, etc.
- The Glasgow School of Art should be involved in an event for students to showcase their thesis projects;
- Blythswood Court is turned into an Art complex where artists can take advantage of the abundance of space to showcase and work;

• Make the successful art scene in Glasgow more visible/present

• Activates and revives vacant/neglected parts of the city centre

Location: Blythswood District.



(Y)our vibrant Blythswood Music festival

- An innovative music/light festival should take place within the lanes to activate them and express their full potential;
 - Blythswood Square although designed to be a quiet neighbourhood park, could also host small scale music events;
 - Sauchiehall Street in its proximity to Charing Cross is already filled by bars with live music and clubs so this quality could be expanded to the surrounding area turning Blythswood into a neighbourhood-scale music venue;
 - Restoring a music venue at the O2 ABC, alongside an array of local venues creates a network of places for music to be enjoyed; all contributing to Glasgow's status as a UNESCO Music City.
- Expand the successful light festival to lesser-known parts of the city
 - Emphasize special building / structures / spaces

Location: Blythswood District.

