

GOVAN & PARTICK

STRATEGIC DEVELOPMENT FRAMEWORK [Revision G – Oct 2018]

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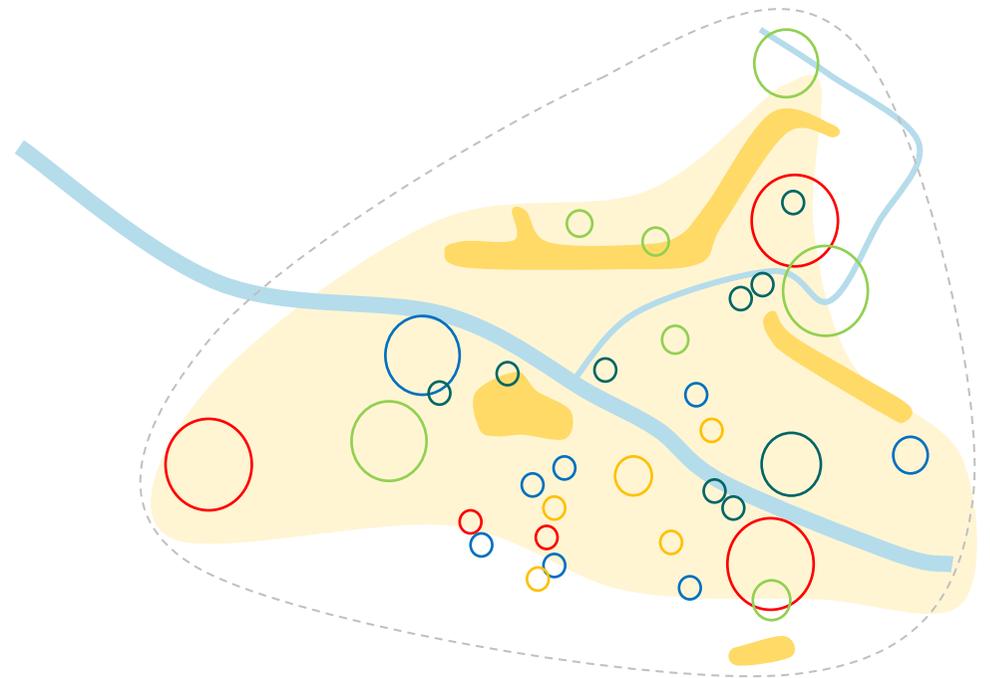
This strategy seeks to establish a spatial framework to reconnect two historic City districts that have become quite distinct in spatial and social terms in recent decades. It establishes a spatial planning framework which seeks to combine responsive planning policy, with an inclusive investment and regeneration strategy. This approach is seen as necessary to unlock the area's potential and to respond to the current conditions which limit the opportunities for this area to reach its maximum potential for local communities, visitors and investors.

The SDF will set out a strategic approach to urban design interventions and placemaking that establishes a shared vision for the future development of the SDF area for the City Council, and its key agency partners and other stakeholders, supporting the overarching ambitions of the Glasgow City Development Plan.

In this regard the SDF will, in particular, seek to align with both the Council's Strategic Plan and the Glasgow Community Plan. Once adopted the SDF will function as supplementary guidance to the City Development Plan.

It is intended that the SDF will act as a stimulus for new approaches to place based urban management, based on collaborative and interdisciplinary working, which can raise the sense of aspiration for place quality and improve the effectiveness of projects and service delivery. It is also hoped, that by promoting a vision of inclusive growth and vibrant, liveable places, the SDF can act as catalyst for new public and private investment in the area.

The agreed action plan, developed through consultation with other Council Services, stakeholders and communities, will identify the key actions, actors and phasing required to move forward with this planning and regeneration framework, which forms a core component of a nationally important regeneration priority, as established in the current National Planning Framework (NPF). This SDF will also seek to inform the development of the next iteration of the NPF.



INTRODUCTION | A STRATEGIC OPPORTUNITY

This SDF responds to the opportunities created for this area by the re-joining of the City across the Clyde between Govan and Partick and the proximity of significant institutional anchors, at the University of Glasgow and the Queen Elizabeth University Hospital. A new bridge link will be the clearest symbol of this, and the economic and social opportunities this can offer are significant. The bridge has the opportunity to create more than a mere physical connection. It offers the chance to improve access to wider economic, social and cultural opportunities, north and south of the River Clyde in this part of the City and is considered central to the ambitions of the SDF. The SDF will highlight key opportunities and actions required to maximise the potential of the bridge and other planned infrastructure investment, such as that planned through the West End and Waterfront City Deal programme, the planned development of key sites and the potential catalyst effect of the key anchor institutions.

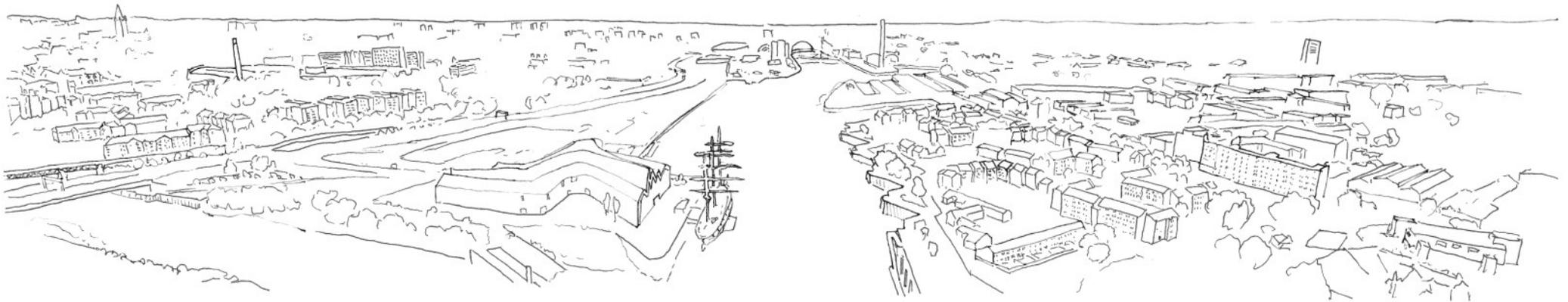
Govan and Partick have become quite distinct in spatial and social terms in recent decades. Historically Govan and Partick worked together as urban places, initially

through a fording point on the Clyde, then forming perhaps the most important focal point on the industrial River.

The area contains a significant cluster of institutions, employment areas, town centres, public transport infrastructure, strategic road connections, and well established dense urban communities. These conditions provide a strong foundation to deliver on the City's ambitions for inclusive economic growth.

However, the city-district is also characterised by negative factors which mitigate against the unlocking of the area's potential, with a fragmented urban landscape in places and some significant pockets of deprivation.

This SDF will seek to steer a path through these challenges to assist in the process of unlocking the strategic opportunity which exists in the next decade.



A NEW PLACE IN GOVAN & PARTICK | A PROCESS OF URBAN REPAIR AND ECONOMIC REVITALISATION

This SDF aims to establish the Govan Partick area as a vibrant, fully-functioning part of the principal urban place in Scotland: the central urban area of Glasgow. The success of this urban district will support the ambition set out in the Council's Strategic Plan:

to have a world class city with a thriving, inclusive, economy where everyone can flourish and benefit from the city's success.

The SDF will seek to establish the spatial framework and strategic direction to help achieve this ambition.

In aiming to expand and enhance the core urban economic area, this SDF builds upon and extends the work of the City Deal Clyde Waterfront and West End Innovation Quarter project. It also supports the delivery of the wider River Clyde SDF.

Maximising the potential of Glasgow's urban core, particularly focused on the potential of the River Clyde, should be recognised as a national priority within the overall Scottish spatial development and infrastructure investment plan for the next 20 years. As such, it is proposed that the SDF sets out an

action plan which works towards the establishment of a strong urban form, but also seeks to provide a framework for new or strengthened social and economic relationships, which will be required to take advantage of the opportunities which this SDF outlines. In this regard, the SDF will also seek to reflect and influence other related City Council and partner strategies and investment plans as appropriate.



GOVAN & PARTICK | AN EVOLVING SPATIAL POLICY PERSPECTIVE

This SDF provides a planning framework which builds on an approach to the social, economic and spatial development of the area which has been emerging for more than a decade. This could be broadly defined as an approach which seeks to repair and revitalise the former industrial core through interventions which are inspired by and are sensitive to the existing urban qualities and socio-economic assets of the place. Models of inner urban regeneration prevalent through the 1990s and 2000s, were more explicitly development-led and often more focused on sites than on overall place structure. The developing approach has found expression in policy documents and investment projects including the City Development Plan, Central Govan Action Plan, the Govan-Partick Charrette, Glasgow's City Deal, East Govan and Ibrox TRA and Glasgow University Campus Development Plan.

As well as giving local definition to spatial planning policy, rooted in the placemaking principles established in the City Development Plan (CDP), the SDF provides a framework for a holistic approach to the regeneration of this area. This invites closer alignment between spatial and community planning in order to ensure that the planned investment and physical development of this area also addresses the socio-economic

inequalities still evident across the SDF area.

The level of ambition associated with the SDF implies a significant input of resources towards the project's key aims, which will require to be sustained over a period of more than 10 years. Therefore the SDF planning process has dual aims;

- I. To establish a spatial planning framework for the Govan Partick area, which gives local definition of the key policies of the City Development Plan, in particular CDP 1 - The Placemaking Principle and the associated Supplementary Guidance SG 1.
- II. Develops the required levels of support across communities and the institutional spectrum to build cohesion, support and common direction across the whole range of interests which will be required to sustain the project direction and momentum long after the SDF document is completed and adopted.

This SDF aims to provide a statutory planning framework which can be the foundation for a creative, flexible and effective tool to underpin the regeneration of the area in the next decade.



The analysis carried out in developing the SDF identified the following key strategic issues which have informed the development of the strategy.

Strategic issues

- **Lack of integration (physical and socio-economic) of the City on the north and south of the Clyde**
- **Economic and social inequalities and limited access to opportunities for some communities**
- **Fragmented surface level connectivity and place quality**
- **Gaps in the green and biodiversity networks**
- **More opportunities to align with community led regeneration and community planning**
- **Poor integration of individual development sites, capital projects and ongoing service delivery.**

In addition, the SDF will consider the impact of overarching issues such as climate change and access to services and utilities. In addition to these issues, the SDF seeks to address the key themes established in the CDP. These are:

- **A Vibrant Place with a Growing Economy**
- **A Thriving and Sustainable Place to Live and Work**

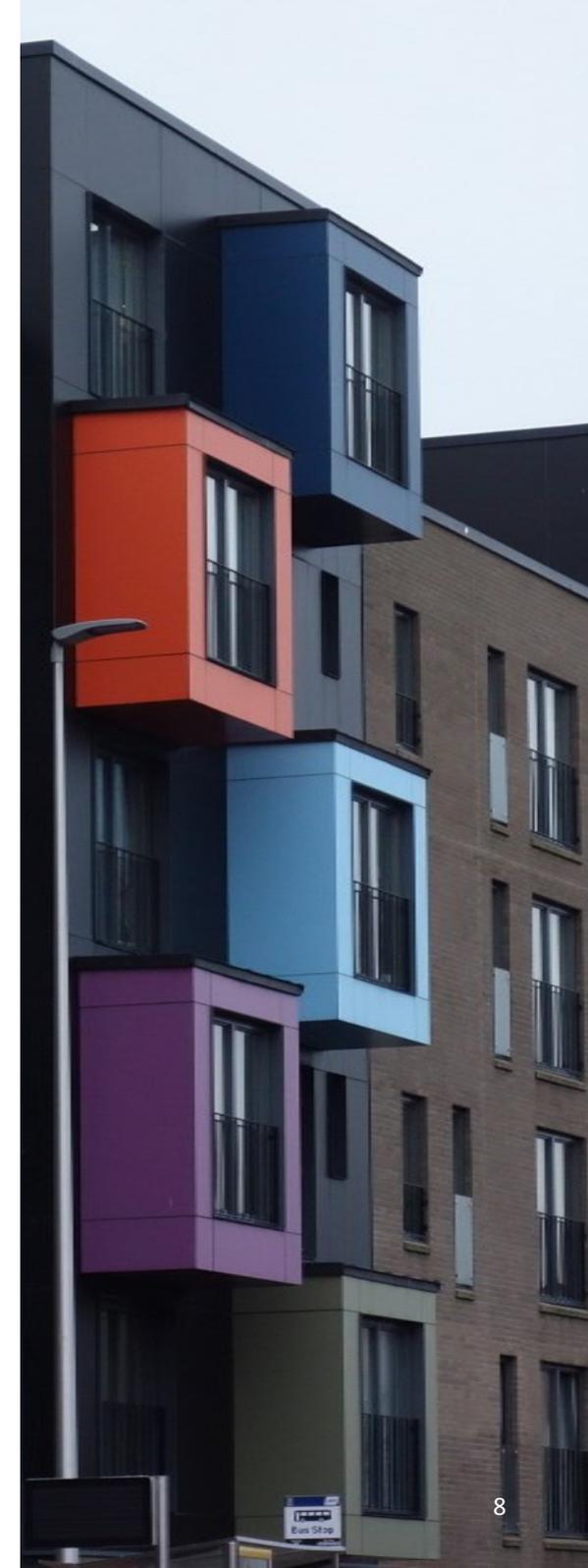
- **A Connected Place to Move Around and do Business in**
- **A Green Place**

In developing these themes further to address the issues identified, the SDF proposes the following strategic approaches:

Strategic Spatial Approaches

1. Building inclusive growth through economic development and improved access to opportunities
2. Building an innovative cluster of learning, research and industry
3. Building a world class cultural cluster
4. Building a new structure of liveable places
5. Developing a local placemaking strategy
6. Building a high quality and highly integrated movement network
7. Developing an integrated approach to townscape, landscape and the green/blue and grey network

The following sections of the SDF will set out how it is intended to deliver on each of the seven approaches identified above .



GOVAN & PARTICK | BUILDING INCLUSIVE GROWTH THROUGH ECONOMIC DEVELOPMENT AND INCREASED ACCESS TO OPPORTUNITIES

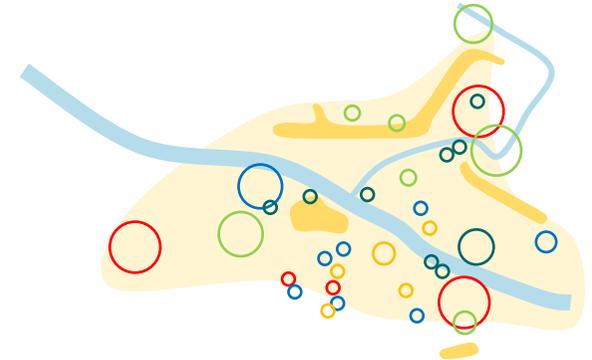
Currently the area is characterised by a very uneven geography in terms of economic prosperity and development. The Govan area contains some of the most deprived neighbourhoods in Scotland. On the other hand the West End nearby contains some of Scotland's more affluent communities. There are high concentrations of jobs (often highly skilled and well paid) across the SDF area. These concentrations of employment exist in close proximity to very high levels of unemployment. Some of Scotland's most important educational institutions are potentially, on completion of the Govan Partick bridge, within walking distance of areas with some of the lowest levels of educational attainment in the country.

Clearly spatial planning alone cannot address all of these social challenges. However, these social and economic challenges and opportunities all exist within a spatial context that can, and will, radically change in the next 10 years. The physical isolation of Govan from the north of the City will be addressed by the new bridge. As a result those communities currently most spatially cut off from the educational, employment and cultural opportunities to the north of the River will be able to more freely access these. As Govan

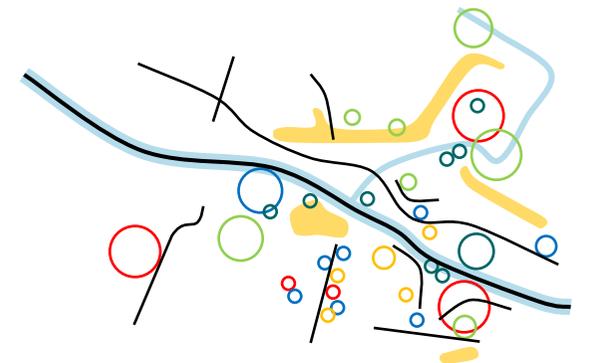
becomes better connected and embedded in the fabric of the wider City, the potential of the place will change, helping to address any negative perceptions which may exist. As the areas on both sides of the River become better integrated and benefit more from each other's presence, so the conditions will improve for narrowing the gap in social and economic outcomes across space.

The economic development opportunities presented by the expanded hospital and Glasgow University are being promoted through City Deal investments. The attractiveness of the area for economic development and investment will be hugely increased by these actions.

As stated above, while spatial planning alone cannot address all of the causes of longstanding social challenges, it can set a direction and act as catalyst to the wider interventions required. Already action is being focused in this direction through the Govan Thriving Places programme, Central Govan Action Plan, the City Deal programme and the River Corridor SDF. The SDF in that context becomes a spatial planning tool linked to a much wider set of public policy interventions and programmes.



The area has potential to be a major agglomeration focal point.

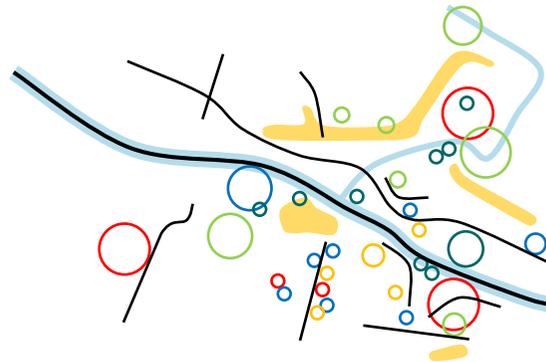


The spatial structure mitigates against the natural development of agglomeration economies.

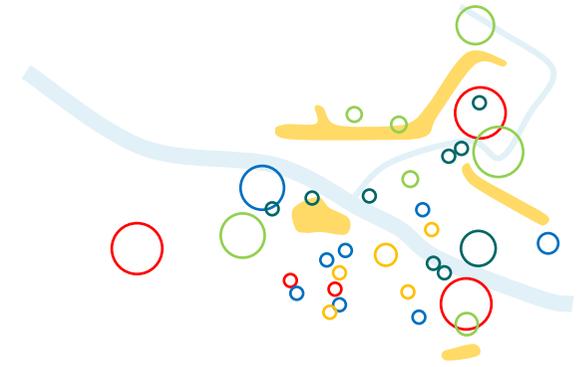
GOVAN & PARTICK | BUILDING EQUITY AND PROSPERITY THROUGH ECONOMIC DEVELOPMENT AND INCREASED ACCESS TO OPPORTUNITIES

The Way Forward

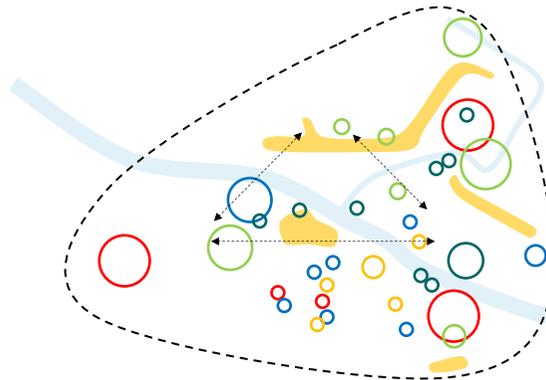
- Establish a steering group that can provide direction to the SDF project and maintain focus on place based outcomes through Council and stakeholder activity over time.
- Align capital programmes and the investment strategies of key partners to ensure the optimal social, economic and environmental outcomes are achieved through the process of spatial restructuring.
- Put in place the spatial planning policy framework to support optimisation of economic benefits from both City Deal infrastructure investments and private development of key sites.
- Ensure that strategic sites are developed and connected such that they add value to a wider overarching strategy
- Ensure that a wide range of economic stakeholders and community organisations are involved in shaping the vision to promote social equity in parallel with economic growth



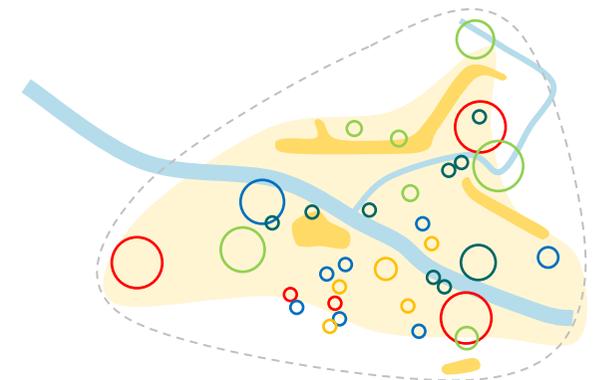
Stage 1: Existing fragmented spatial economic condition



Stage 2: Remove barriers to spatial economic agglomeration



Stage 3: Define and enhance spatial economic clustering



Stage 4: As agglomeration is established the wider area becomes a growth pole

GOVAN & PARTICK | BUILDING AN INNOVATIVE CLUSTER OF LEARNING, RESEARCH AND INDUSTRY

The Govan-Partick SDF area benefits from an existing collection of institutions clustered in space, which provide the critical mass of factors required to stimulate an innovation district. In particular, the University of Glasgow and the Queen Elizabeth University Hospital and Royal Hospital for Sick Children and the associated research clusters of these two institutions offer an opportunity unique to the City Region. The innovation district concept is driven by a rediscovery of the competitive advantage which dense city spaces can provide. Rather than promoting decentralisation and loss of place, the technological evolutions driving the knowledge economy have seen a refocusing on inner urban places as the best locations for cutting edge economic development.

Critical to this innovation and knowledge led model of economic development is a focus on quality of place and crucially the potential for diverse and rich social encounters which urban space provides. The Govan-Partick area is therefore ideally placed for the development of a nationally important innovation cluster. It combines top level institutions for research, education and production, with high quality historic urban environments, a large collection of existing industrial activity and the scope for highly innovative approaches to place making.

There is great potential to build and grow the cluster as exemplified by the proposed expansion of the University onto the former Western Infirmary site. By redefining the place as a dynamic, innovative location in a high quality urban environment, with a strong active travel network and a vibrant urban lifestyle, the area can become a pole to attract new economic investment and job creation. This in turn can stimulate further new activity in the residential and service sectors.



An impression of the Glasgow University Campus Masterplan: Courtesy of the University of Glasgow

GOVAN & PARTICK | BUILDING AN INNOVATIVE CLUSTER OF LEARNING, RESEARCH AND INDUSTRY

Achieving this will require a partnership approach between institutions and across sectors. This process will be social and economic as well as spatial. Urban planning can provide the guidance required to shape and direct infrastructure investment and urban space management, to focus on outcomes which best support the area's economic development potential.

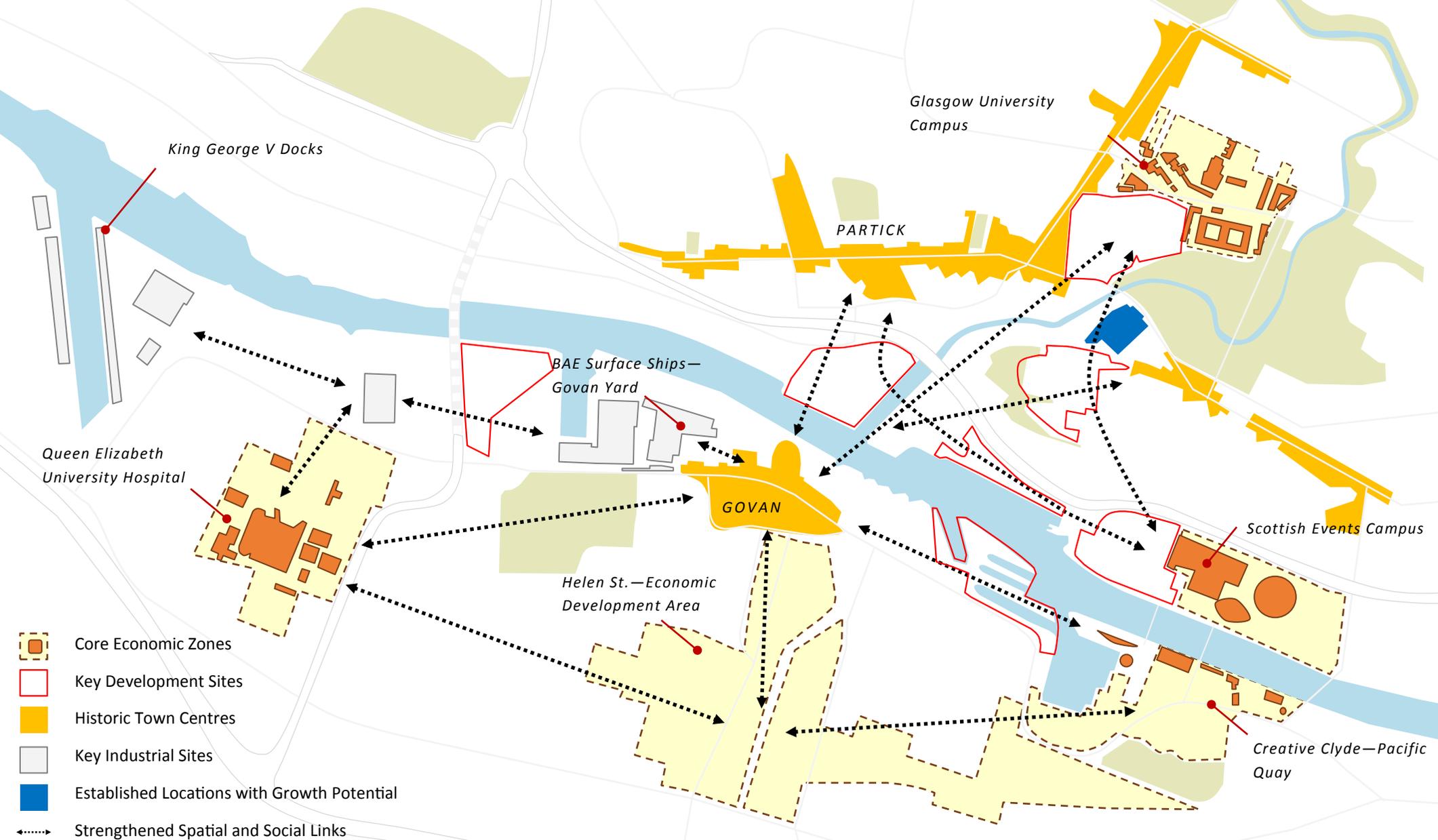
The SDF supports the development of the proposed innovation district, while recognising that its development must take cognisance of the disparity in socio-economic circumstances, in particular educational attainment, across the SDF area.

The SDF sets out a list of core required spatial interventions to support the development of the innovation district.

The Way Forward

- Identify and protect sites which are crucial to the delivery of the innovation cluster. This will be achieved through the development of a masterplan for the proposed Innovation District which will be afforded with the appropriate planning status to protect key sites from inappropriate development
- Identify locations where flexibility in land use / use class would be facilitated where it can be demonstrated that proposed activities will directly support development of the innovation cluster approach by incorporating appropriate manufacturing/innovation uses into more central/prominent locations wherever possible. This could include incorporating appropriate uses at ground floor in mixed use development.
- Continue to work in partnership with key actors to implement the SDF on an ongoing basis
- Consider how existing 'economic space' can be restructured to support the innovation district. Economic developments should not be isolated; they should integrate with existing urban networks.
- Promote the development of Innovation Cluster activities in locations where these can develop the most cumulative benefits. For example; in locations which support town centre regeneration, the re-use of vacant land or buildings and which can stimulate further investments in adjacent sites or buildings.
- Work in partnership with institutions and organisations to develop an explicit identity for the innovation quarter / knowledge cluster (see e.g. Kings Cross Knowledge Quarter and Liverpool Knowledge Quarter).

GOVAN & PARTICK | INNOVATION DISTRICT—BUILDING AN INNOVATIVE CLUSTER OF LEARNING, RESEARCH AND INDUSTRY—FIG 1.0



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The area currently contains a significant collection of visitor attractions, cultural organisations and creative industry hubs. These include museums, parks, entertainment venues, third sector organisations, sites of cultural production and traditional town centres. The area has a very strong historic identity and well defined urban communities of place. However, the current level of connectivity, legibility and quality of townscape between these locations, means that the potential to develop a truly world class cultural cluster is not being fully optimised.

As investment projects and site developments are implemented, it is anticipated that new patterns of interaction between the major visitor attractions, creative industry hubs and other locations will develop. An aim of the SDF is to generate significant additional trips into the area and to facilitate new institutional and social relations, which are crucial to the growth of creative clusters. For example the Govan-Partick Bridge will form a new 'destination space' strongly linking the Riverside Museum, Govan Old Church / Stones and Central Govan for the first time. Equally, the existing cluster of creative organisations in the area will benefit from the new connections to institutions and audiences provided by enhanced connectivity between attractions. This will create an iconic location with an entirely new dynamic and the potential for a significant uplift in visitor numbers to the cluster, as it is increasingly established as a significant multi-site visitor destination. It will also become a very attractive location for creative industry development.

Creating strongly defined cultural clusters will generate significant external benefits for the surrounding communities and environment. They will bring new vitality to

streets and public spaces by increasing the number of people present in the place.

This increased footfall will support local businesses, encourage the use of vacant sites and buildings and lead to the creation of new jobs. Cultural assets can also enhance community identity and external perceptions of place.

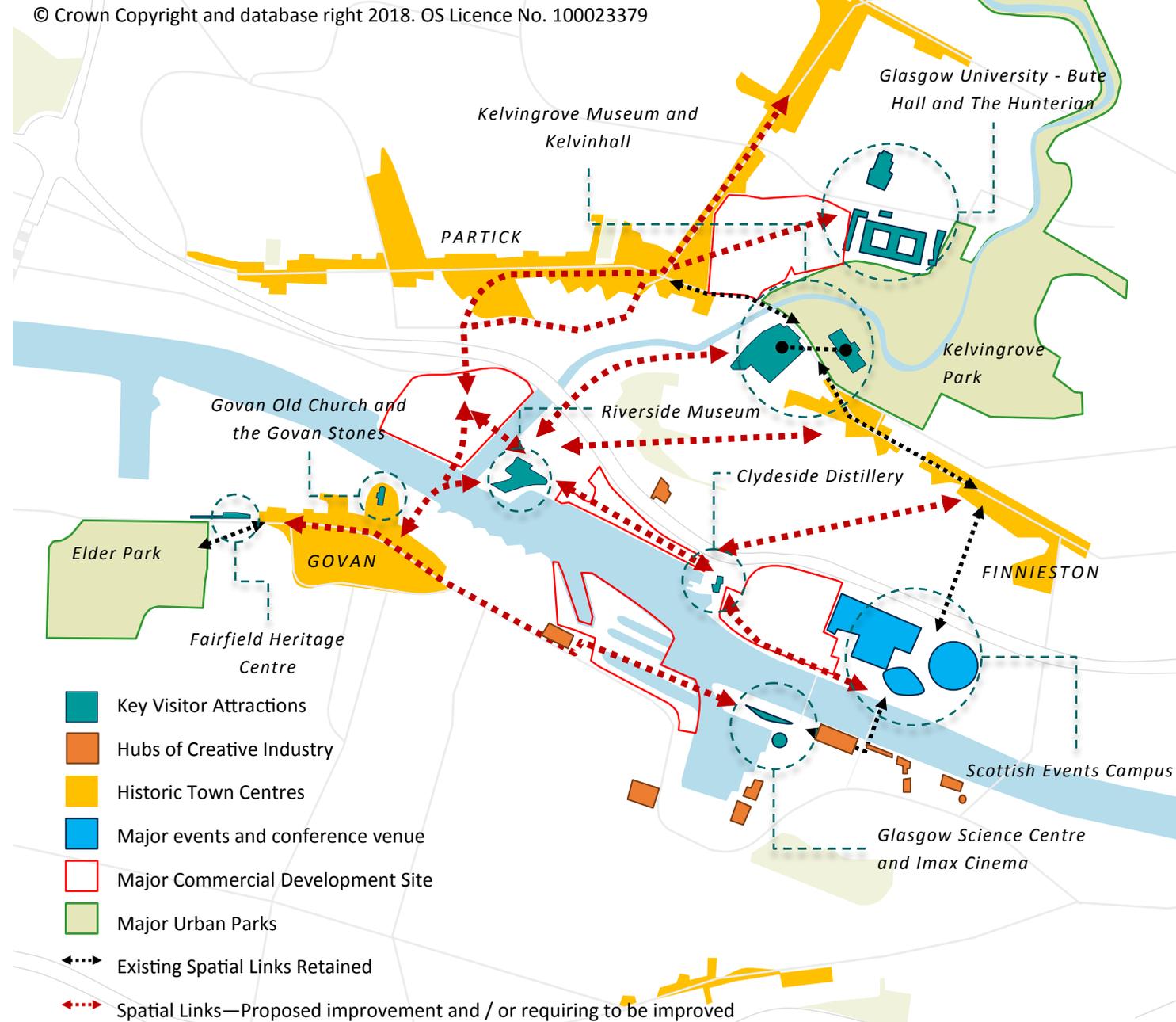
To maximise the potential benefits which can be derived from an increase in visitor numbers to the area, it is crucial to consider the factors which will encourage visits, return visits and informal promotion as visitors share their experiences through, for example, social media and word of mouth. An important factor will be the quality of place and movement experience for those on foot. Walking is a hugely important mode for tourism and the propensity to walk between locations is hugely sensitive to factors such as distance and route quality. This focus on the quality of place has clear implications for the development of adjacent sites and buildings, the investment in strategic capital projects and the day to day management of public spaces and streets. This will require a shift in the understanding of the multifunctional role of the network of streets and spaces in the inner urban area as the foundations for social and economic development. This should be supported by a way finding strategy to promote links between visitor attractions.

When considering the development of key sites, thought should also be given to potential opportunities for a mix of uses which support these cultural assets, providing people the opportunity to linger in the spaces and places between attractions. New development should also seek to maintain and enhance access to and between key nodes.

GOVAN & PARTICK | BUILDING A WORLD CLASS CULTURAL CLUSTER—FIG 2.0

The Way Forward

- Work with attractions and stakeholders to ensure alignment of the spatial strategy and placemaking approach with community interests and needs of institutions to maximise the potential wider benefits of the cultural cluster, including development of a shared wayfinding strategy.
- Continue to research projects and approaches which have generated significant increase in visitor numbers, by defining clusters of visitor attractions in urban space; ensure that capital projects and ongoing urban management are informed by this.
- Apply CDP placemaking principles, based on a clear understanding of the SDF context to all developments, particularly on defining routes between attractions; and to the design of routes to promote increased walking between key attractions.
- Promote a mix of uses on key sites to support development of the cultural cluster.
- Review the impact of potential barriers including major transport routes, vacant sites, topography and dead frontages on cluster formation and identify potential mitigation strategies.



Context

The SDF area has gone through massive restructuring of its physical structure, economic organisation in space and patterns of community life over the last few decades. This process of de-industrialisation, demolition and re-invention has left a fragmented pattern in terms of land use, environmental quality and density of occupation. In particular, the former industrial zones (including the River Clyde) and adjacent residential areas are lacking in high quality public spaces and green space. Large areas also lack the full range of urban amenities that are required to support a balanced population structure and activity across the whole day.

The SDF will guide new investment in public space and site development projects towards the creation of a new structure of liveable places. The SDF will do this through the interpretation of the key policies in the City Development Plan to meet the specific requirements of this locality. In this regard there will be a focus on the key placemaking policies in the CDP and how they are used to inform investment and development management decisions in the area.

This strategic approach also builds upon the Place Standard concept and seeks to ensure that the urban framework provides the physical and social infrastructure required for highly liveable places, which are attractive and

healthy.

As the new bridge opens up physical access between north and south of the River, the spatial planning and investment programme will seek to ensure that the economic and social potential of the new linkages is maximised, creating a coherent network of well-designed and connected communities.

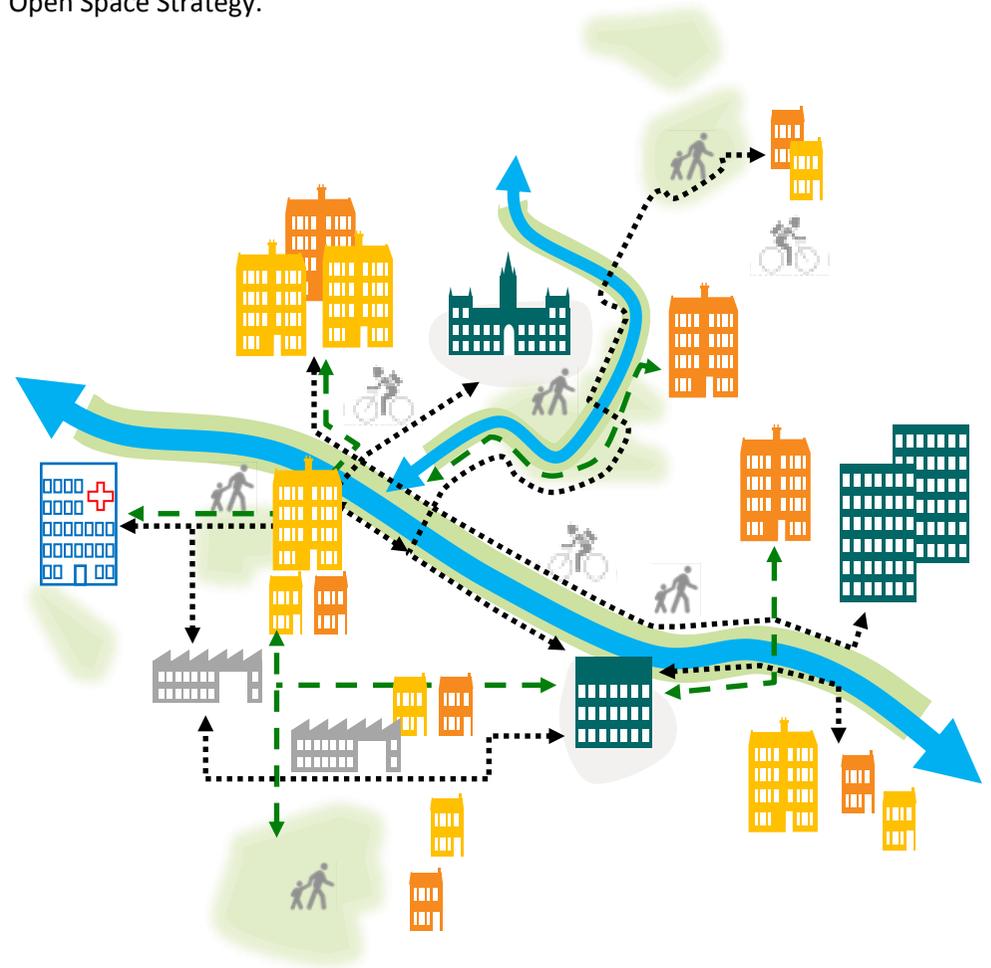
The development of the function of the River Clyde corridor as the city's primary green/blue corridor as promoted in the River Clyde SDF will provide a key linking element that will form the basis of a new network of linear green routes and quality open spaces, which will connect the existing high quality public parks and spaces in the area.

As well as new development locations, the existing street network has many locations where environmental quality and public space can be significantly enhanced to support this ambition.

Achieving the vision of establishing a continuous framework of liveable places will require close co-operation across the Council family, as well as collaboration with the full range of external stakeholders, developers and communities. The SDF provides the spatial vision and guidance to allow the alignment of policies to maximise the positive benefits of new capital investments and everyday service delivery, in shaping the place to create truly liveable places.

The Way Forward

- Define a conceptual approach which can guide spatial interventions, capital projects and ongoing urban management (see map), focused on the quality of the ‘whole place’. Individual projects and investments will be assessed against this broader context.
- Ensure capacity to deliver on housing strategy, including the delivery of social housing targets and consideration of appropriate densities to meet housing needs and place quality aspirations.
- Define an approach to place which provides a context for increased provision of urban family homes, across tenures and in a variety of urban forms; and also supports the activation of ground floors and invites mixed-use development and new community facilities and infrastructure which supports the delivery of vibrant, liveable places.
- Establish a policy framework to guide public sector investment plans which impact on place quality, particularly those which can be made outwith the statutory planning process, to ensure they support the aims of the SDF. In particular, this should include investment in the public realm, streets and spaces in the SDF area. An ‘investment plan’ showing all planned public interventions in the area for the life of the SDF period should be developed.
- Create a network of linking green spaces and routes, which will integrate the River Clyde landscape corridor to its hinterland and define and support the social and economic renewal of the area. This should also prioritise local delivery of the City’s Open Space Strategy.



Context

Over time the area has transitioned through a series of phases of spatial-economic development, leaving a varied pattern of place character. There are zones where the historic fabric has been well preserved and this is reflected in a strong pattern of streets, spaces and built form. There are also iconic new buildings and public spaces along the River Clyde. In other areas processes of de-industrialisation, demolition and development-led regeneration, have created empty or dysfunctional spaces that often lack strongly defined social or economic function.

These spaces strongly detract from the overall urban form, the image of the place as an investment location or place to visit and negatively impact on the day to day lives of residents. The SDF will support an approach which protects the remnants of the historic place structure, but also promotes a bold and innovative approach to the detailed design of small and large sites. The SDF will support an approach to urban repair at a strategic level, in parallel with a sensitivity for existing place and for the benefit of communities and sustainability. This reflects the approach taken, for example, in the delivery of the Central Govan

Action Plan and the planned expansion of the University of Glasgow's Gilmorehill Campus.

Re-establishing a meaningful, successful and enjoyable place framework across the area will happen incrementally across time. To achieve this will rely on a consistency of approach and vision, rather than just a one off spatial masterplan. The scale of the task, the diversity of environmental conditions and the economic situation all dictate that the spatial planning approach, must be flexible and innovative; capable of responding to opportunities and new challenges, whilst also having a clarity and focus on the long term strategic goals.

The CDP policy SG1 Placemaking sets out a range of high level approaches to addressing the challenge of making a meaningful, holistic place from the existing often fragmented urban structure. This SDF builds on the CDP placemaking approach and attempts to give strategic direction to this taking account of the local conditions and opportunities. It also complements and is complemented by the River SDF placemaking approach. The SDF also recognises that the planning application process, whilst crucial, is only one element in shaping placemaking in the



area. Due to the nature of the issues and the scale of the task, it will also require significant public capital investments, new approaches to urban space management and partnership working with communities and across sectors, to proactively drive forward changes. The CDP Placemaking Strategy seeks to guide investment, space management and policy decisions at the strategic and detailed scale. However, where required, detailed spatial guidance will be provided to interpret and define the requirements of the SDF at a site specific level.

The Way Forward

The key aims of the Placemaking Strategy are to;

- Define continuity of place across the River Clyde
- Define continuity of place across the key infrastructural and other major place barriers
- Define a renewed framework of walkable streets and public spaces, recognising the range of factors which determine quality experientially, including consideration of climate and the full range of human capabilities
- Combine respect for the historic urban fabric with dynamic contemporary interventions as required to support spatial structure and placemaking
- Define a strong spatial planning and placemaking context for the implementation of site specific projects
- Set a clear aspirational place vision and guiding urbanistic principles, which can guide change in a sensitive, creative and responsive manner over time.



Artists Impression: Courtesy of Collective Architecture

In that context the Placemaking Strategy proposed is;

- Build upon the existing framework of historic town centres, other areas of high quality built form and established streets.
- Strengthen key streets in terms of place and movement characteristics
- Enhance and extend the network of active travel routes in the area.
- Define a new 'street' connecting Govan Cross with Byres Road and Partick Interchange
- Address the identified zones of major place deficiency and opportunity, where more detailed guidance and / or coordination of place management and investment is required.
- Explore strategic approaches to the remaining major disruptions to connectivity of the urban fabric.
- Define a 'place-movement' hierarchy for the network of streets and spaces.

The Placemaking Strategy identifies 3 key definitions for the identified focus zones. These are;

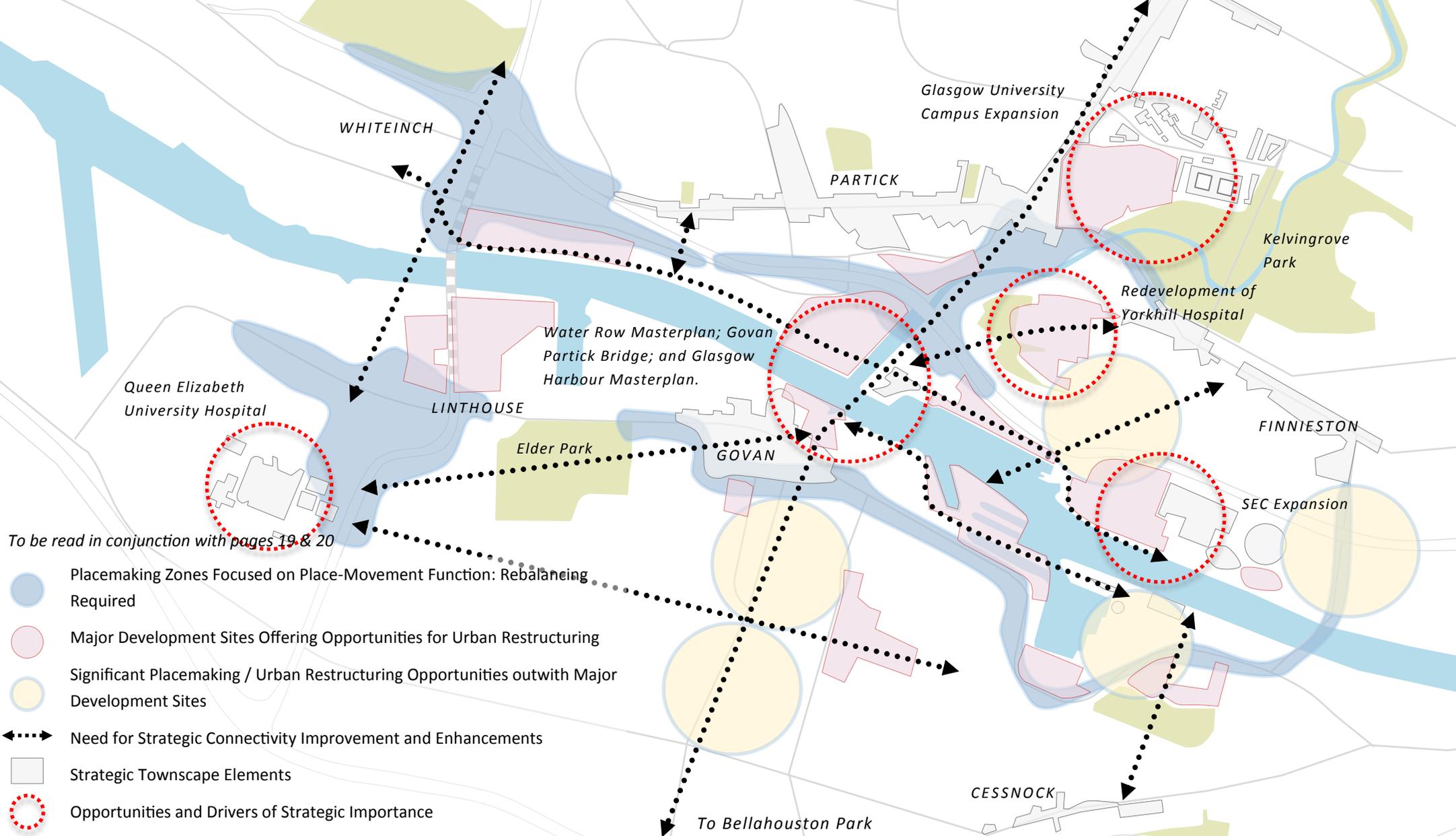
- ⇒ Placemaking zones focused on place-movement function: rebalancing required
- ⇒ Major development sites offering opportunities for urban restructuring
- ⇒ Significant placemaking / urban restructuring opportunities outwith major



Conceptual diagram from Govan Partick Charrette.

GOVAN & PARTICK | PLACEMAKING STRATEGY—FIG 4.0

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GOVAN & PARTICK | BUILDING A HIGH QUALITY AND HIGHLY INTEGRATED MOVEMENT NETWORK

Context

The regeneration approach set out in this SDF relies upon the nurturing of existing social-economic networks in the area and the stimulation of a whole new or refocused set of relationships between key actors in the urban environment in this area. The SDF area is one of the very few locations at the regional and national level containing the necessary critical mass of factors to stimulate the development of an innovation district and an internationally important cluster of visitor attractions. It benefits from a number of positive assets, including key public transport nodes and established active travel routes. However there are still significant gaps in and barriers across the movement network which the SDF will seek to address. This requires a sensitive approach to the development of the required urban movement networks, with a strong emphasis on place quality, to support the wider ambitions of the SDF.

At the level of urban design and space management, unlocking this potential can take advantage of a shifting policy environment which is seeking to better integrate spatial and transport planning to promote a place-based approach, which prioritises local movement requirements over regional or strategic transport corridors. The planned investment in active travel routes and the proposed bridge being delivered through the City Deal investments will also serve to enhance this network.

The evidence of the innovation district and knowledge quarter model is that, in the 21st century, those cities which are most capable of exploiting the unique spatial-economic potential of the urban core (premised on dense networks of local

connectivity) as a generator of new ideas, activities and investments will thrive.

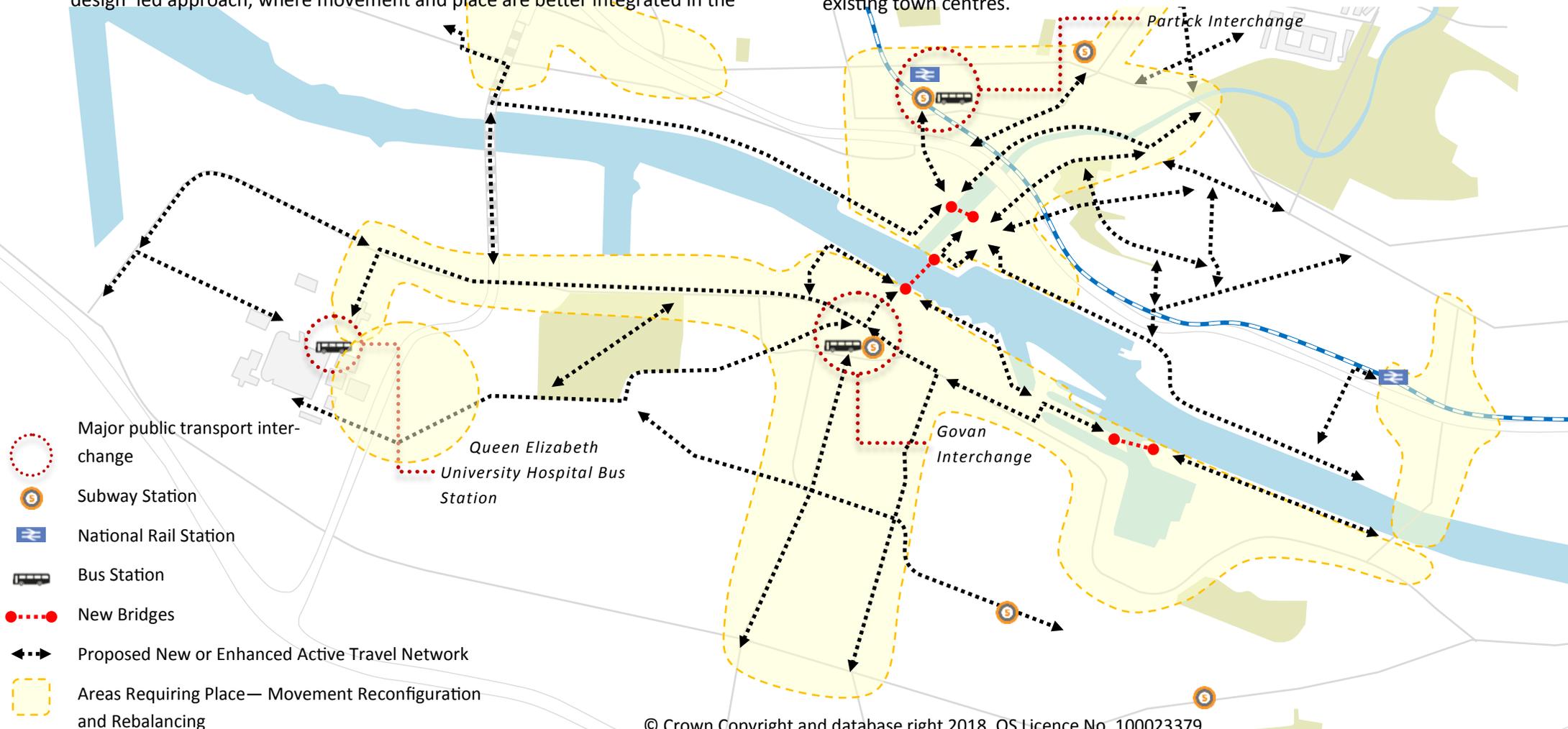
In practical terms this means a focusing more on the level of 'integratedness' of space. Strategic transport connections are still crucial, but these must be achieved in a manner which complements local connectivity, rather than at its expense. To achieve the density of connections and place quality required to support the successful delivery of an innovation district and a high quality place for all, implies a much greater emphasis on a multimodal movement network, where walking, cycling and well integrated public transport play a key role.

Active travel modes in particular have a much higher degree of sensitivity to environmental quality and real distances, as opposed to simple measures of journey time. This implies the need for a much more holistic approach to place management, where movement needs and place quality are developed in a fully integrated manner. The SDF will promote stronger integration of institutional and professional structures to underpin this approach. Glasgow can learn from a vast amount of good practice in this area which has been pioneered by other major cities.

The following map shows the major priorities for the development of the new dense and highly networked movement network in the area. It also highlights where an intensive urban design approach is required to better balance place and movement needs, to achieve social and economic potential.

The Way Forward

- Develop a specific ‘movement and integration’ plan for the SDF area and protect key routes as identified in the SDF
- Review proposed transport proposals in the area to consider impact in relation to the aims of the SDF and propose amendments to the transport approach as appropriate to support the placemaking approach to key development projects.
- Identify precedents from comparator cities to help develop a more ‘urban design’ led approach, where movement and place are better integrated in the urban space
- Promote the concept of public space, recognising that social and economic vibrancy of the City is defined by the vitality and attractiveness of the urban domain and the extent to which people feel comfortable, happy and stimulated.
- Focus on potential for economic and social development around the existing transport interchanges in the area, particularly where these are adjacent to existing town centres.



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Context

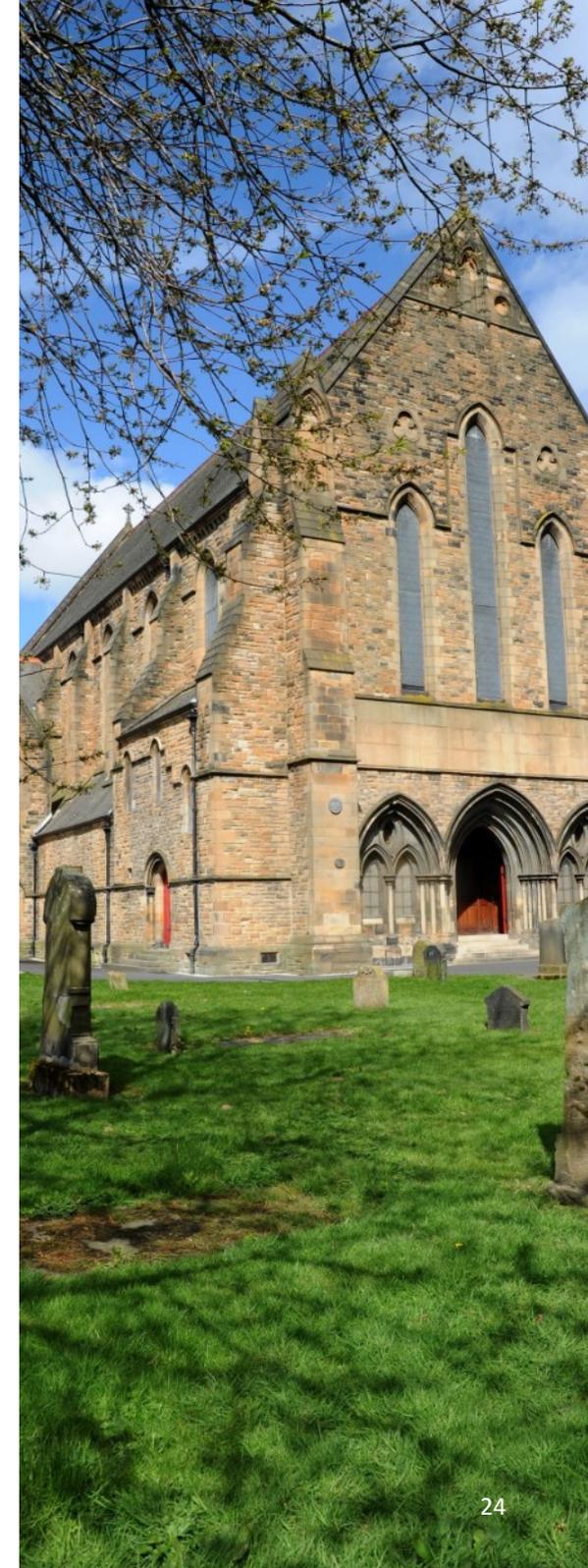
Defining the continuity of place across the Govan Partick SDF area will be supported by a holistic approach to placemaking which considers the wider area as well as its constituent parts. Site development projects will be required to demonstrate how they are contributing to the construction of a cohesive townscape and landscape plan for the wider area.

Visual legibility of place is particularly important in building a strong network of walking and cycling routes. It is crucial that developments do not cumulatively visually sever the communities to the north from the waterfront, or to visually sever Govan from the waterfront and the townscape to the north of the River Clyde.

The green environment of the area was heavily impacted by the very intensive development for industrial and residential uses. Large areas remain lacking in high quality green space and the ecological quality is often low in terms of supporting biodiversity. Improving performance on these measures will contribute substantially to achieving the key social and economic aims of the SDF.

The Way Forward

- It is proposed in the River Clyde SDF that a townscape analysis study for the River Corridor is carried out. This should be extended to the Govan Partick SDF to consider specifically impacts on this locality and how it integrates with the wider River Clyde Corridor.
- Key strategic views should be protected to support the placemaking strategy, which is integral to the economic and social development plans for the area.
- Tall buildings, if supported, should be able to demonstrate a clear positive contribution to the townscape, in terms of enhancing visual and physical connectivity and legibility between the north and south of the River Clyde.
- Large site developments will be expected to enhance legibility and connectivity of townscape at the scale of the city-district, as well as internally. They will also be expected to contribute positively to street level vibrancy and the creation of high quality public spaces. Development of these sites should be brought forward within the context of detailed site masterplans which also address their contribution



to the wider ambitions of the SDF.

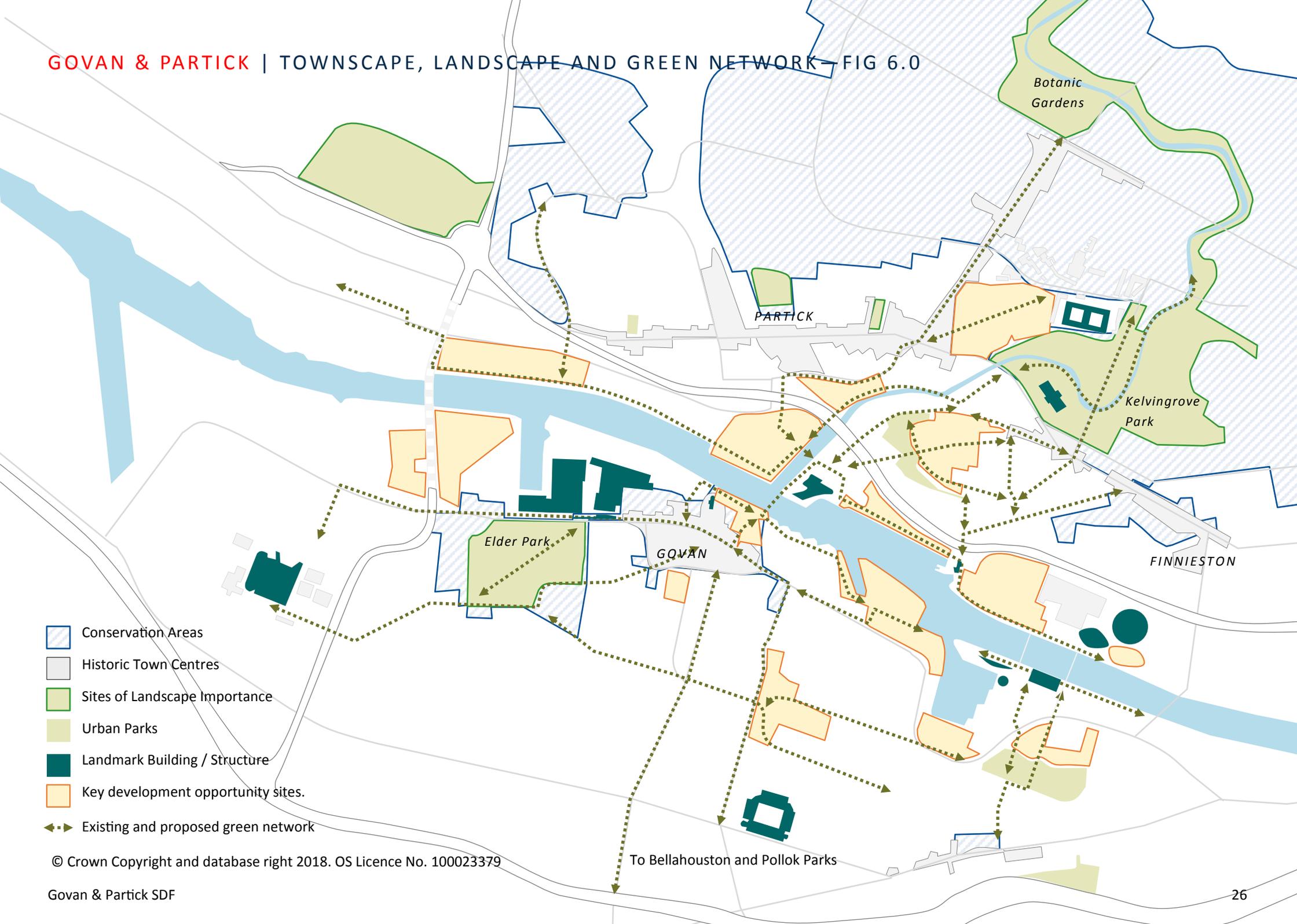
- Smaller developments will also be expected to contribute to the incremental re-establishment of a comfortable and attractive townscape. Small site and infill developments can make a huge contribution to the restoration of townscape and the production of streets and spaces (streetscape) which are conducive to walking, cycling and playing. Smaller development should also therefore be assessed through the SDF.
- A network of green corridors should be established to connect the existing greenspaces and existing green features. The aim being to build a critical mass of quality public space and biodiversity. This expanded and improved network will link to and build the value of the River Clyde landscape corridor.
- The Council will encourage ambitious approaches to improving townscape and landscape quality in the identified areas of major deficiency.
- The area has the potential to contribute to the enhancement of the City's image and investment attractiveness at an international level. In this context it imperative that site developments respect the landscape and townscape context as

a whole.

- Development applications will be expected to contribute to the incremental improvement of the townscape. Improvement to ground floor activity, streetscape, public space quality and definition of strategic walking and cycling routes will be considered essential to all major applications.
- Identify opportunities to enhance the wildlife corridors in and around the rivers Clyde and Kelvin.
- Identify opportunities for integrated green infrastructure approaches to meet multiple needs for improved social space, to enhance biodiversity and to attenuate environmental pressures such as rainwater, flooding and air quality. This should include the creation of new public greenspaces in the large development sites which offer opportunities for urban restructuring.
- Future proposals should pay attention to protecting the lines of any remaining trees and shrubs within development sites (or existing green corridor) especially around the edges of sites or along streets and where there is an opportunity seek to create a new or restored



GOVAN & PARTICK | TOWNSCAPE, LANDSCAPE AND GREEN NETWORK — FIG 6.0



- Conservation Areas
- Historic Town Centres
- Sites of Landscape Importance
- Urban Parks
- Landmark Building / Structure
- Key development opportunity sites.
- Existing and proposed green network

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GOVAN & PARTICK | IMMEDIATE ACTION PLAN

Item	Action	Outcome	Timescale	Key Lead(s)
1.	Establish a governance group that can provide direction to the SDF project and maintain stakeholder support, linked to delivery of the proposed innovation district.	The SDF will act as a strategic plan which directs, informs and inspires regeneration and economic development over the next 10 years.	Q1 2019 - 2029	GCC, University of Glasgow, NHS
2.	SDF to become a part of CDP for development planning applications. Provide site specific spatial guidance for key sites to assist with interpretation of SDF as required.	Development proposals assessed with an understanding of their impact on the wider SDF area and key sites developed in an integrated manner, addressing key placemaking principles of the SDF.	Q2 2019 - 2022	GCC
3.	Develop a masterplan to support delivery of the proposed innovation district, and undertake a review of existing economic development locations to see how they could be developed to support the innovation district approach.	Protection of key sites and adaptation of existing assets to ensure effective delivery of the innovation district.	Q3 2019 – 2020	GCC
4.	Develop a partnership approach with the operators of key visitor attractions to maximise the potential benefits of visitors numbers, promoting the development of a cultural cluster and improved links and wayfinding between key sites.	Growth in visitor numbers, with increase in multi-site visits and increased visitor spend in the local area	Q2 2019 - 2020	GCC, Glasgow Life, U of G, Govan Workspace
5.	Continue to support delivery and implementation of the City Deal West End & Waterfront Innovation programme to unlock the development potential of key sites.	An established delivery plan, linked to the River Clyde SDF, to invest in key infrastructure, including the Govan Partick Bridge, active travel routes and the creation of strategic place partnerships, such as with the University of Glasgow, to unlock the economic potential of the SDF area.	Ongoing	GCC
6.	Produce a specific ‘movement and integration’ plan for the SDF area and promote development of sites connected to key public transport nodes.	This will influence development applications, capital projects and ongoing place management.	Q4 2019 – 2020	GCC
7.	Review existing infrastructure and proposed transport proposals relevant to the area to consider impact in relation to the economic aims of the SDF.	Propose amendments to transport approach as required to support locally-centred, nationally significant economic development projects.	Q4 2019 – 2020	GCC
8.	Include Govan Partick SDF area in the proposed townscape analysis study for the River Corridor (proposed in River Clyde SDF)	An understanding of the key townscape considerations for the river (e.g. views, vistas, skyline) to help support the detailed design and delivery of the key River Clyde SDF principles.	Q2 2020 – 2021	GCC
9.	Prepare a biodiversity and landscape audit report which outlines the key conditions and opportunities of the SDF area for landscape and	An understanding of the quality, location and connections of the existing landscape and biodiversity of the SDF area, identification of	Q1 2019 – 2029	GCC

GOVAN & PARTICK | SUMMARY OF STRATEGIC DEVELOPMENT PROSPECTS—FIG 7.0

STRATEGIC OPPORTUNITIES

1. Glasgow Harbour Masterplan—West: *Predominantly residential*
2. Glasgow Harbour Masterplan—Former DW Henderson’s Meadowside Shipyard: *commercial and residential*

3. Potential redevelopment of Yorkhill Hospital site.
4. Western Infirmary / Glasgow University Campus Expansion: *Education, research and ancillary commercial*
5. Future SEC expansion and redevelopment with ancillary

6. Pacific Drive East: *Residential*
7. Pacific Quay West: *Mixed use*
8. Site at Linthouse Road and Holmfauld Road: *Potential Innovation Campus*

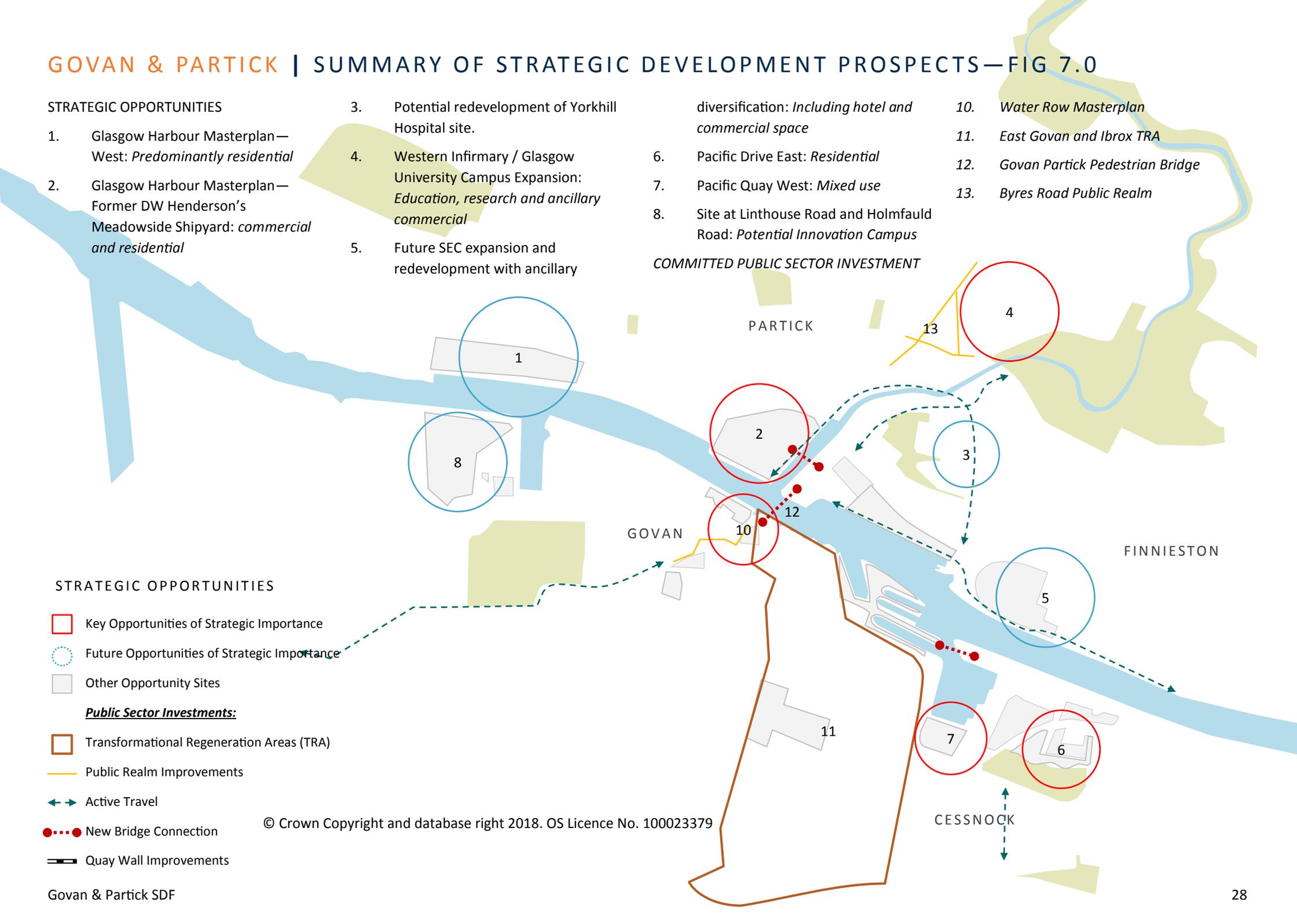
10. *Water Row Masterplan*
11. *East Govan and Ibrox TRA*
12. *Govan Partick Pedestrian Bridge*
13. *Byres Road Public Realm*

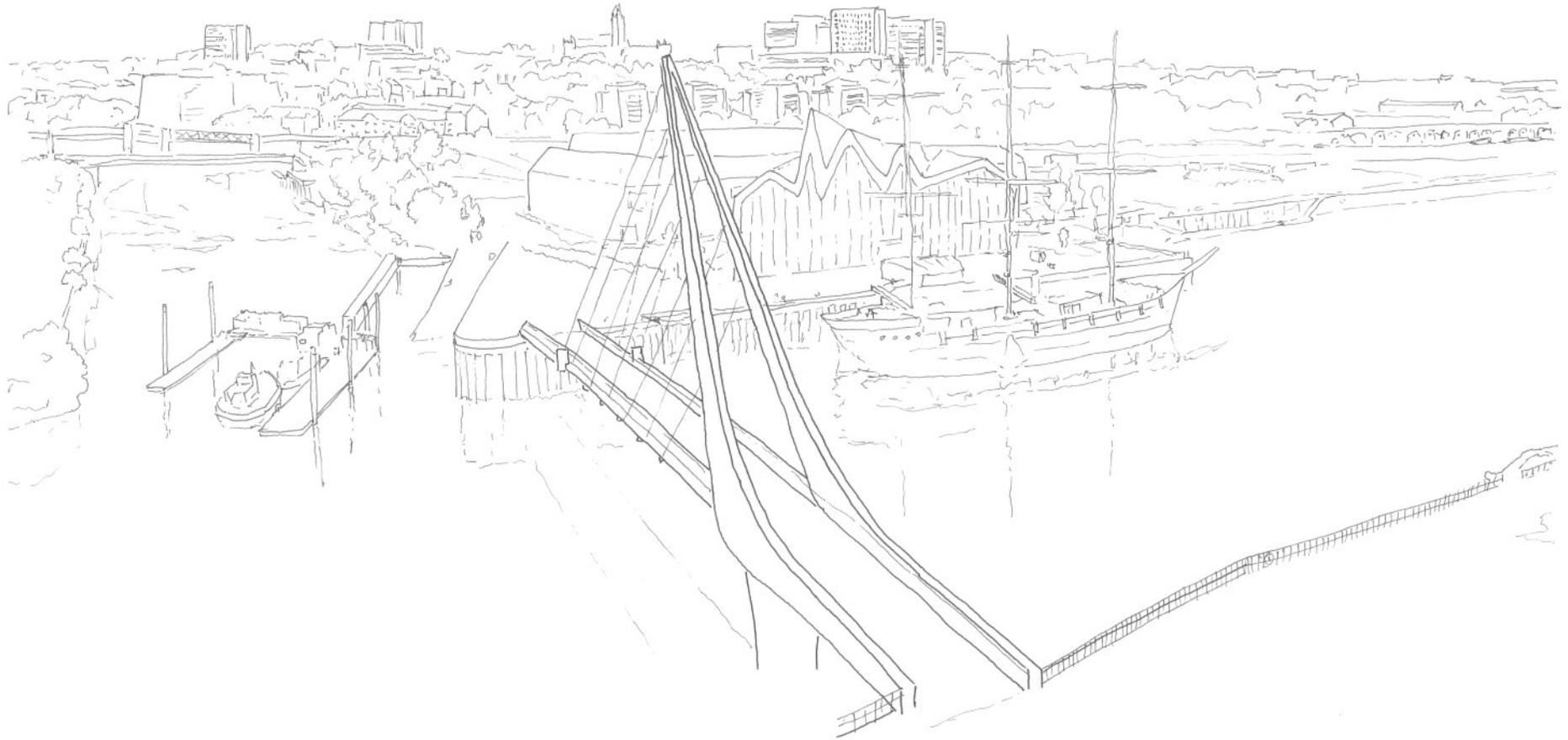
COMMITTED PUBLIC SECTOR INVESTMENT

STRATEGIC OPPORTUNITIES

- Key Opportunities of Strategic Importance
 - Future Opportunities of Strategic Importance
 - Other Opportunity Sites
- Public Sector Investments:**
- Transformational Regeneration Areas (TRA)
 - Public Realm Improvements
 - ↔ Active Travel
 - New Bridge Connection
 - Quay Wall Improvements

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STRATEGIC DEVELOPMENT FRAMEWORK