

# (Y)OUR BROOMIELAW

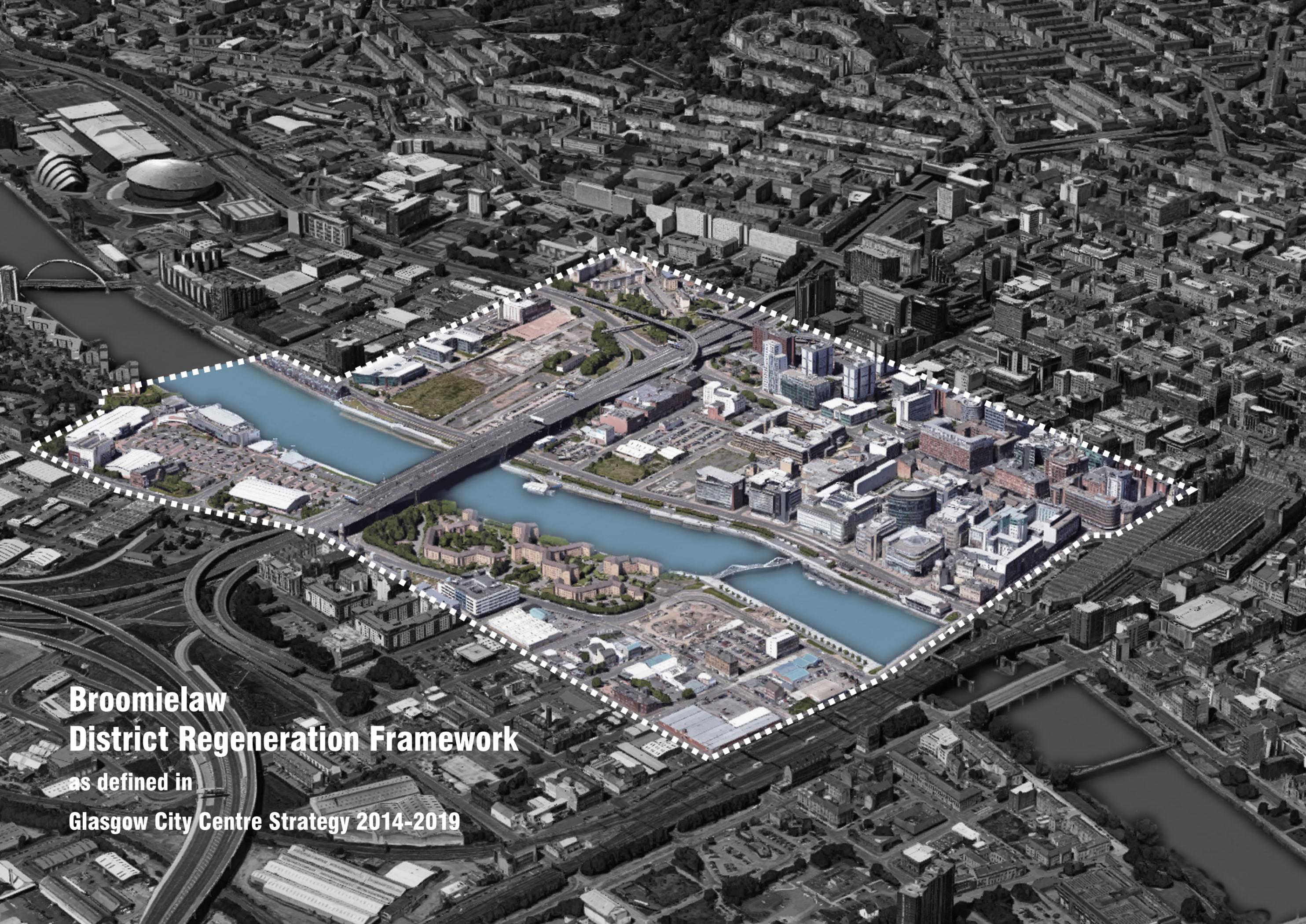
## SUMMARY DOCUMENT

Glasgow City Centre District Regeneration Frameworks

Broomielaw District

August 2018

**MVRDV**  
Austin-Smith:Lord



**Broomielaw  
District Regeneration Framework**  
as defined in  
**Glasgow City Centre Strategy 2014-2019**

# Project Team



Client - Glasgow City Council



Lead designer, strategy

**Austin-Smith:Lord**

Local consultant, Local designer

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Connectivity, spatial economics

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## Executive Summary

The Broomielaw District is the second of nine districts to see an area Regeneration Framework developed as part of the City Centre Strategy 2014-19.

This report is the summary of the approved Regeneration Framework and action plan for the Broomielaw District.

This District Regeneration Framework outlines a vision, objectives and a series of proposals to redefine the Broomielaw district of Glasgow in the next ten years and beyond. This Regeneration Framework includes neighbourhoods on both banks of the River Clyde beyond the area many would define as 'the Broomielaw'.

The River is deliberately central to the area covered by this District Regeneration Framework. It considers the northern edge of Tradeston, Springfield Quay, Lancefield Quay, Anderston, part of the Central Business District as well as the

Broomielaw and the International Financial Services District (IFSD).

Preparing this Framework has been a collaborative, collective effort involving the many people with a stake and interest in Glasgow City Centre and Broomielaw. For this reason this project is underscored by this collective effort, expertise and energy... **(Y)our City Centre, (Y)our Broomielaw**

This city's motto is "Let Glasgow Flourish". If Glasgow is to flourish in the 21st Century the city centre will have to be at the vanguard of wider regeneration, with the Broomielaw a key catalyst in redefining (Y)our City Centre in future.

Overall the Framework confirms that the Broomielaw District contains a plethora of opportunities such as the River Clyde corridor, many buildings of historical significance, the IFSD attracting business and new employment to the north bank.

However there are many challenges and much potential for improvement, especially along the forgotten river, the car dominated public spaces, the fragmented urban structure and the severance and disruption of the M8.

The Framework therefore positions its proposals around 7 main themes:

- a. (Y)our River Park
- b. (Y)our urbanised M8
- c. (Y)our great streets and spaces
- d. (Y)our updated mobility
- e. (Y)our great buildings
- f. (Y)our vibrant Broomielaw
- g. Transforming (Y)our Broomielaw

The next stage for these projects will be a process of feasibility assessment as the costs, benefits and risks are looked at in detail. It is an exciting period for the District – and given the scale of the proposals

these interventions will be programmed over a ten year period.

This document is a summary of the Broomielaw DRF, which will be available online at [www.glasgow-citycentrestrategy.com](http://www.glasgow-citycentrestrategy.com).



## Background and Context

The City Centre Strategy and Action Plan 2014-19 sets out a vision and objectives for central Glasgow and defines nine city centre Districts; one of which is Broomielaw. A Regeneration Framework is to be prepared for each District.

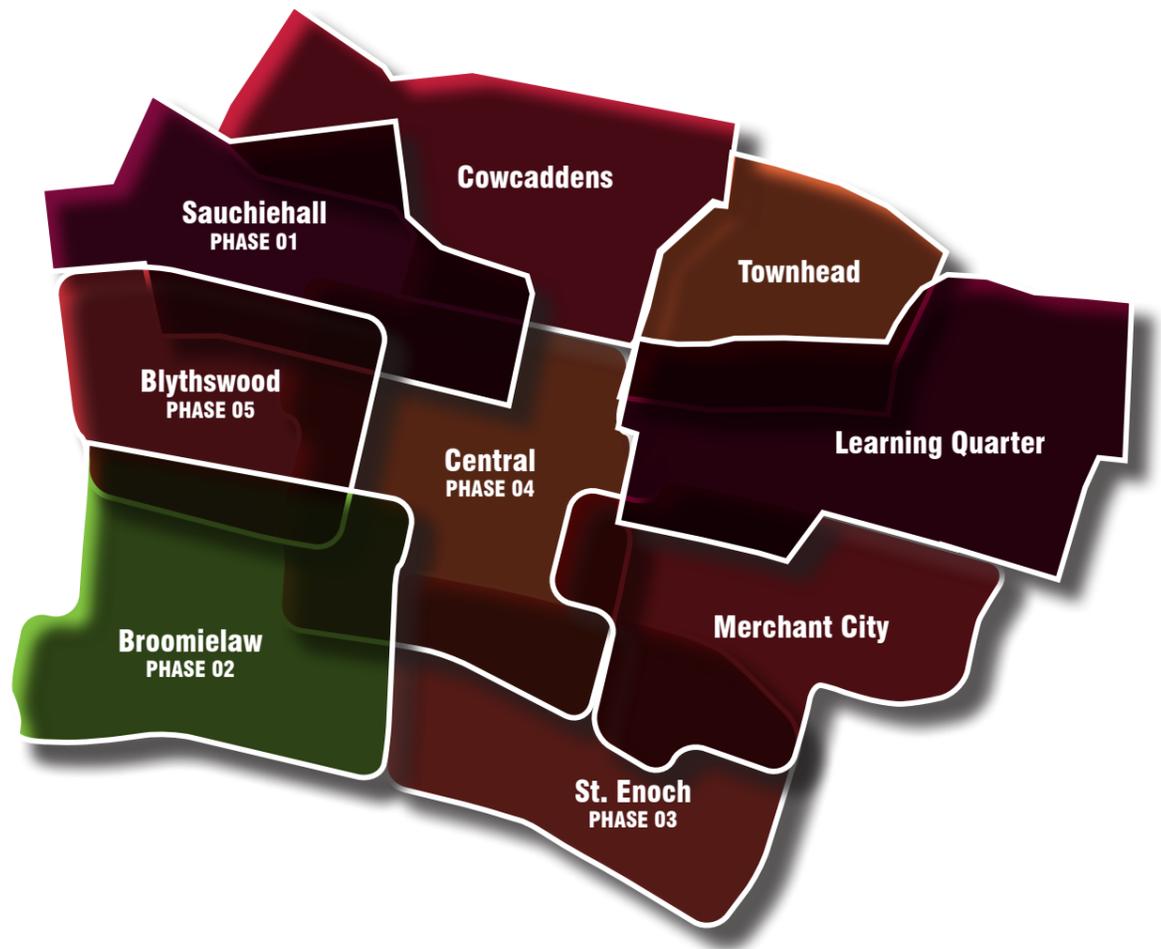
The pilot Framework was prepared for Sauchiehall + Garnethill and was completed and published in 2016. The next four Districts are: Broomielaw, St. Enoch, Central and Blythswood. The last four District Regeneration Frameworks will be for the Merchant City, Learning Quarter, Townhead and Cowcaddens.

Each District Regeneration Framework will guide

physical, social and economic regeneration and may inform Supplementary Planning Guidance (Local Development Frameworks and/or Strategic Development Frameworks as defined in the City Development Plan 2017).

This District Regeneration Framework has been prepared in collaboration with a wide array of stakeholders and consultees.

Participants have included residents, businesses, land and building owners / occupiers, developers and investors, local and national agencies, Council departments, elected members, charities, voluntary organisations and tourists.



## The District Today

Taking the views of local stakeholders into consideration, the District Framework gathers data to help understand the key issues being raised.

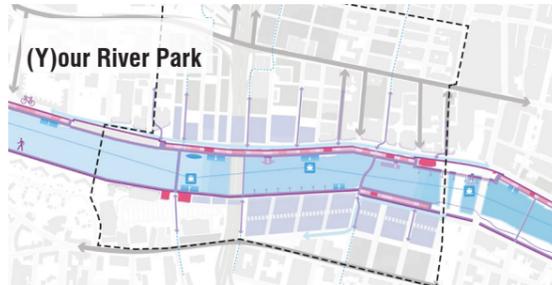
One of the initial steps was to assess how the district performs in relation to people activity, quality of place, and social and economy values.

Some of the findings have been detailed below:

### + - **Opportunities & Challenges**

- + The District has attracted business and new employment to the north bank of the River Clyde.
- The regeneration of both banks of the River has stalled. The area is currently dominated by busy car traffic, a poor quality inaccessible riverfront and many vacant sites. Many zones within the DRF are characterised by single uses that fail to create a convivial city centre environment.
- + The district is easily accessible by public or private transport (including active travel options) being extremely well connected to regional and local networks.
- The M8 viaduct dominates the cityscape, traversing the DRF area. The River Clyde is currently a barrier rather than being a place to come together. The surroundings of Anderston train station are currently uninviting and poorly connected to the rest of the walking network.
- + The DRF area is strategically located between the city centre and key destinations including the SECC/ Hydro, the Airport and the city's West End and Southside.
- The District has the potential of becoming an entrance gateway to Glasgow, but fails to capitalise on this significant location.
- + The District is rich with an active public life during the day, particularly on the public realm along the River.
- But the lack of mixed use means that public life decreases dramatically after office hours, leading to an environment that does not feel safe and does not invite public presence.
- + The District offers many development opportunities and it has the potential of becoming a new neighbourhood.
- At the moment, the District presents an urban structure which is disrupted and badly integrated with lots of vacant spaces on both sides of the River.
- + The District is traversed by the River Clyde, with offers the opportunity of enjoying nature whilst in the middle of a dense urban environment.
- At the moment the River Clyde is unattractive, liveless and inaccessible, its edges are hardly used and the quality of the public realm is very mixed.

# Themes



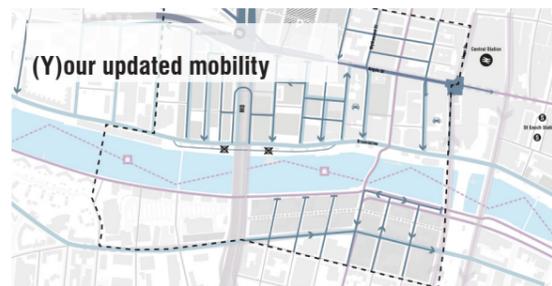
(Y)our River Park: To create a world-class linear public space along both banks of the River Clyde



(Y)our urbanised M8: To maintain the benefits of an urban motorway whilst reducing its negative impacts



(Y)our great streets and spaces: To optimise Glasgow's street grid and address the shortage of quality green spaces



(Y)our updated mobility: To enhance Glasgow's public transport and active travel networks to create a sustainable, walkable city



(Y)our great buildings: To respect Glasgow's fine built heritage with highest quality contemporary design



(Y)our vibrant Broomielaw: To create a lively, convivial, attractive mixed use riverfront city centre district



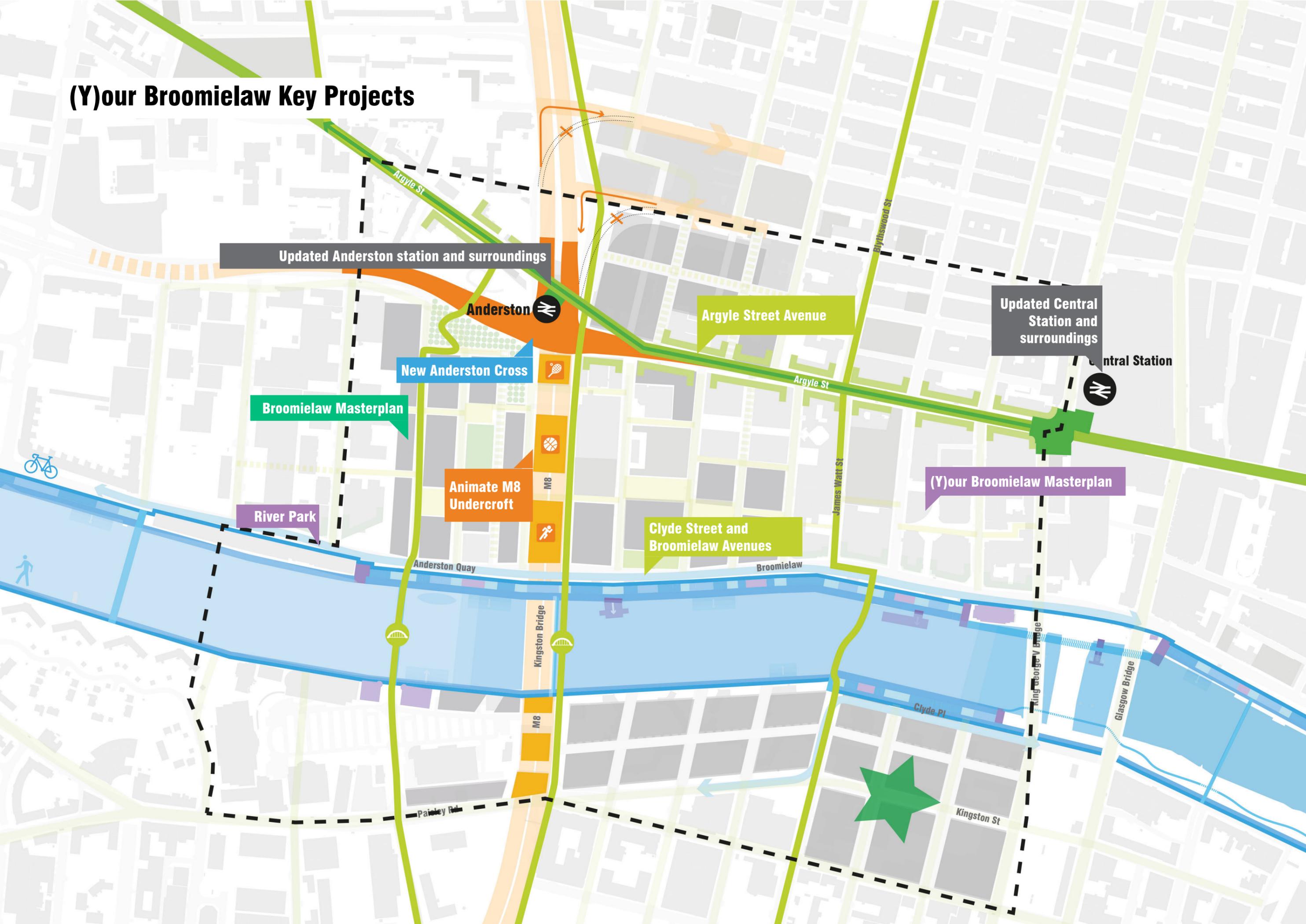
Transforming (Y)our Broomielaw: To initiate change in a way that responds to the vision and guidance set out by the DRF.

# Action Plan

Each Strategy will be implemented through a series of proposals for intervention and these have been consolidated into the draft Action Plan below. Full description of these projects can be found in the Broomielaw DRF main document.

Strategy	Project	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
<b>YOUR RIVER PARK</b>	River Park											
	River Strategy											
	Event and Animation activity											
<b>(Y)OUR URBANISED M8</b>	City Centre Motorway Strategy											
	Reconfigured Anderston Cross, animated undercroft space											
<b>(Y)OUR GREAT STREETS AND SPACES</b>	Public space plan and Gateway spaces											
	Glorious Argyle Street											
<b>(Y)OUR UPDATED MOBILITY</b>	City Centre Transport Strategy											
	Low Emission Zone											
	North Bank Promenade											
	Street Safety and Accessibility											
	Updated Central/Anderston station surroundings											
<b>(Y)OUR GREAT BUILDINGS</b>	Design guidelines											
	DRF Planning Policy: Higher Density, Increase Building Heights, Flexible Broomielaw											
<b>(Y)OUR VIBRANT BROOMIELAW</b>	Neighbourhood Identity Strategy											
	Community Amenity and Infrastructure Plan											
	DRF Planning Policy: Mixed and Repopulated Broomielaw											
<b>TRANSFORMING (Y)OUR BROOMIELAW</b>	Development Health Check											
	Repopulated Broomielaw											
	Broomielaw Masterplan											
	Tradeston Masterplan											
	Broomielaw Brand											
	Broomielaw Conservation and Heritage Assessment											

# (Y)our Broomielaw Key Projects



## Planning Policy

### LOCAL DEVELOPMENT FRAMEWORK

The principal purpose of this District Regeneration Framework (DRF) is to guide forthcoming physical, social and economic regeneration and development in the area of the city centre designated by the City Centre Strategy 2014-19 as the Broomielaw district. The City Centre Strategy states that each DRF will contribute to Supplementary Planning Guidance.

### BROOMIELAW DISTRICT REGENERATION FRAMEWORK OBJECTIVES

The aims of this DRF are to:

- To outline the vision and ambition for the Broomielaw DRF
- To create an attractive and vibrant mixed-use urban district
- To provide a planning and delivery framework to support and enable the delivery of regeneration of the Broomielaw district
- To support and encapsulate the Placemaking Principles outlined in the CDP.

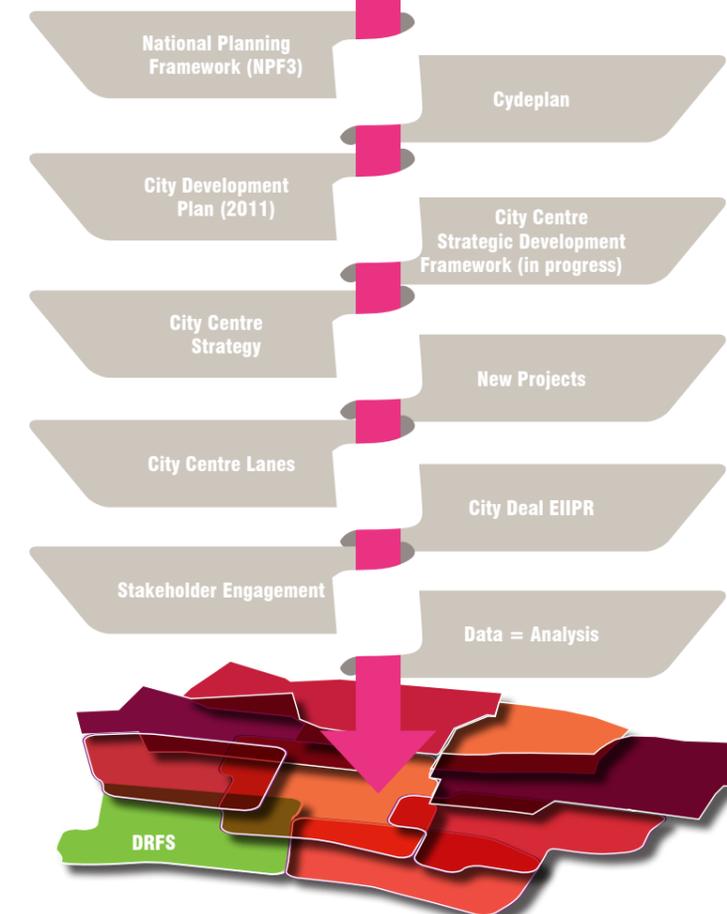
### GLASGOW CITY DEVELOPMENT PLAN

Glasgow City Development Plan (CDP) establishes the spatial strategy for the city with the key aims of creating 1) a healthy, high quality place and 2) a compact city form that supports sustainable development.

A number of detailed planning policies within the CDP, are particularly relevant to the DRF, in particular CDP 1: Placemaking Principle, CDP 2: Sustainable Spatial Strategy, CDP 3: Economic Development, CDP 4: Network of Centres, CDP 5: Resource Management, CDP 6: Green Belt and Green Network, CDP 7: Natural Environment, CDP 8: Water Environment, CDP 9: Historic Environment, CDP 10: Meeting Housing Need, CDP 11: Sustainable Transport, CDP 12: Delivering Development.

For more detail on how the DRF reaches its objectives by addressing each of the policies listed above, please see the planning section on the full DRF **(Y)our Broomielaw** document.

Policy Context





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