



Item 4

17th November 2022

Glasgow City Council

Anderston/City/Yorkhill Area Partnership

Report by Executive Director of Neighbourhoods, Regeneration and Sustainability

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New Vision and Plan for the Golden Z – Report

Purpose of Report:

To provide the Partnership with:

1. Information on the nature of the Golden Z Vision and Plan project, its background and timescales, and
2. An opportunity to discuss the project with the consultant team and feed in views on the Golden Z study area or the project.

Recommendations:

It is recommended that the Partnership

- (1) notes this report; and
- (2) utilise this opportunity to engage with the consultants for the Golden Z Vision and Plan an early stage in the project and contribute any views on the Golden Z study area or project.

1. Introduction

- 1.1 The City Council, on 1st November 2022, appointed a multidisciplinary consultant team to produce a new Vision and Plan for Glasgow City Centre's retail core; in and around the 'Golden Z'. The Vision will establish a renewed regeneration direction for the Golden Z that will provide confidence to businesses, residents, investors and developers and support its successful evolution as the thriving and vibrant heart of the city.
- 1.2 The project will engage stakeholders, (landowners, businesses, institutions, agencies, residents, visitors), in a collaborative process to consider how the Golden Z, as a place for all, should improve and develop in future. The project aims produce an ambitious and deliverable new Vision and Plan that proactively responds to the post pandemic challenges and opportunities facing the City Centre and facilitates its successful recovery and growth.
- 1.3 Preparation of the new Vision and Plan will allow for key issues (including changing retail and leisure trends, growing City Centre living and repurposing of vacant sites) and the contribution of significant regeneration proposals, (such as those for St Enoch and Buchanan Galleries), to be considered in a coordinated and holistic manner. It will identify priorities for intervention and investment, by the public and private sectors, that will both stimulate economic recovery and support longer term holistic resilience.

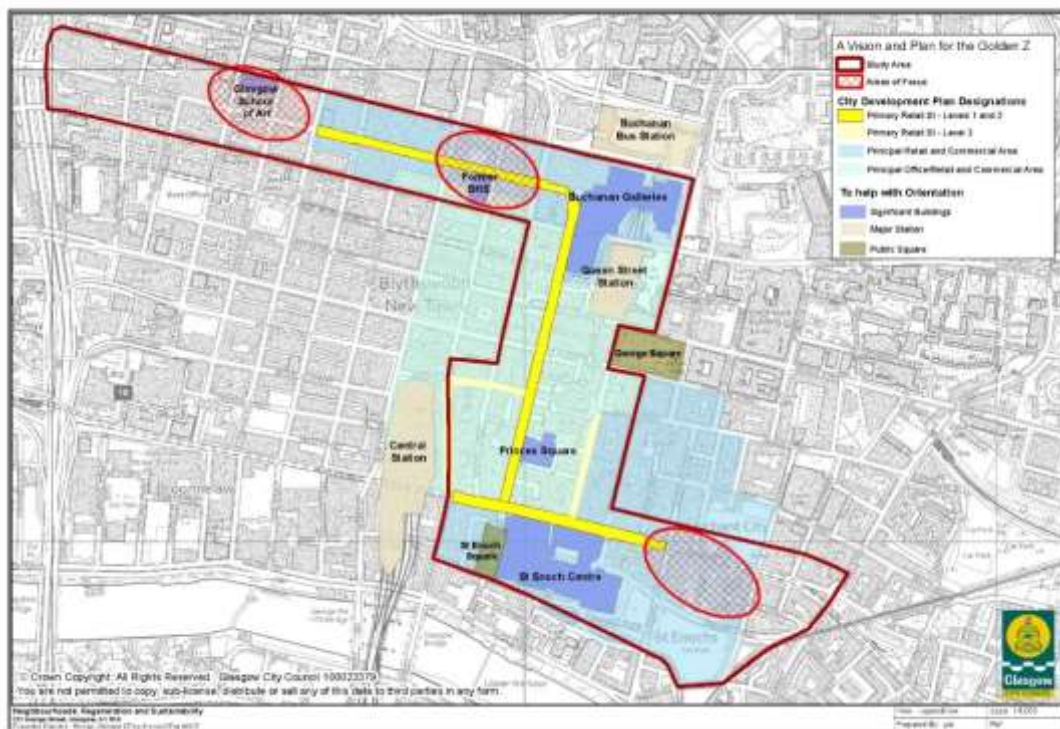
2. Background

- 2.1. On 27th September 2022 Neighbourhoods, Housing and Public Realm City Policy Committee considered a progress report on actions in the City Centre Recovery Plan 2022-2024 (that was approved by the City Administration Committee on 2 December 2021) and the City Centre Strategic Development Framework, (adopted as Supplementary Guidance to the City Development Plan in May 2021).
- 2.2. The report updated on projects funded by the Scottish Government, through the Scottish City centre Recovery Task Force, towards the recovery of Glasgow City Centre. The projects are overseen by the Glasgow City Centre Task Force, whose priorities for 2022 have been focussed on the post-pandemic city centre recovery effort.
- 2.3. The project to prepare a New Vision and Plan for the Golden Z is one such funded project. The new Vision will deliver on actions to support the retail and leisure economy and improve the place quality and functioning of the retail core, identified in the Strategic Development Framework.
- 2.4. Following a procurement process, the project was awarded on 1st November 2022 to a team of Glasgow-based consultants led by Stantec (UK) and including Threesixty Architecture and Kevin Murray Associates.
- 2.5. The funding for the project necessitates its completion by 31st March 2023. The consultant team has started work on the project immediately, as timescales are tight to engage stakeholders and produce final design reports by this deadline.

3. Project Area

3.1 Spatially, the project comprises a two-tiered approach to provide:

- an overarching Vision and Plan showing the regeneration trajectory for the Golden Z, the study area for which is outlined in red on the plan below. The focus is the Golden Z of Buchanan, Sauchiehall and Argyle Streets and key adjoining streets and lanes, including Gordon Street, Royal Exchange Square, Ingram Street, Mitchell Lane and Princess Square environs. While not directly on the Z, Union Street and Queen Street (CDP Primary Retail Streets) are of key importance and their contribution will be explored.
- more detailed design options for three 'areas of focus', shown in the red ellipses below, the boundaries for which are indicative.



4. Project Scope

4.1 The new Vision and Plan will outline the regeneration direction for the 'Golden Z' to enable it to thrive in future at various scales; as an international destination and as a centre that serves the needs of its metropolitan region and city community. The vision will be co-designed with in a collaborative process that can unlock new opportunities and ensure successful coordinated delivery.

4.2 The Vision and Plan will comprise **three components**:

1. An overarching Vision and Placemaking Plan for the Golden Z and environs

This will provide a clear picture of what a vibrant, sustainable and successful 'Golden Z' of the future will look, feel and be like. It will visually represent regeneration ambitions and trajectory of future change, as the Z transitions to become a more

diverse mixed-use centre. It will provide a shared statement of intent to guide future investment. It will advise on the following :

- The composition and distribution of uses across the Z, that enables a greater diversity of uses, functions and offer, with reference to scale, and mix of uses
- Spatial design principles and parameters for repurposed, redeveloped, and new buildings, spaces and streets (form, scale, massing, location, orientation, activity etc) that will ensure high quality development and sustainable densification (promoting good internal and external space /design standards)
- Opportunities to reinvigorate and repurpose heritage assets to maximise their positive contribution towards enhancing character and identity of the Centre
- Repurposing opportunities for vacant, derelict and underused land and buildings assets, including upper floors, and the optimisation of their development potential
- Maximising urban design opportunities presented by significant development proposals, such as those for St Enoch and Buchanan Galleries, and the successful integration of any new development
- The identification of opportunities to create a range of new homes and associated community infrastructure to promote city living ambitions, (considering mix of type, tenure, pricing points)
- Key moves to drive greater footfall and activity in the short, medium and longer terms, (with consideration given to public space creation, cultural attractions, leisure activities, environmental art and so on), and highlighting high impact quick wins and meanwhile uses to promote recovery
- Sustainable Design and the contribution of the future Z towards the city's net-zero carbon ambitions. Priority should be given to adaptation and repurposing of existing buildings to productive use and their sustainable retrofit
- Moves to enhance permeability and connectivity, and encourage active travel and the use of public transport
- Opportunities to create an exceptional 'greened' public realm that incorporates feature public spaces, nature, water management, child friendly design and caters for a variety of user needs, including events
- Performance of regulatory planning policy in guiding the distribution of uses and promoting good placemaking, and future policy recommendations.

2. **Design options for 'Areas of Focus'** - on Sauchiehall and Argyle Streets that are facing particular stress. Options for the regeneration and/or repurposing of vacant land and buildings should be explored with local owners and occupiers that seek to unlock any barriers to redevelopment. Opportunities for meanwhile uses and other interventions to support economic and place recovery in the shorter term should be identified, as well as longer term sustainable regeneration options.

3. **A Delivery Plan** - that outlines how all stakeholders can support the delivery of the vision. It should explore innovative and creative forms of delivery and draw on best practice in proposing working / partnership structures, the delivery of common infrastructure, and where investment and other interventions should be prioritised in the short medium and longer terms. The delivery plan should seek to quantify benefits of interventions to aid prioritisation and prepare the way for any future business cases that may be needed to progress infrastructure, including public space/realm projects.

The phasing and sequencing of interventions should be aligned with short term recovery and longer-term resilience objectives; clear recommendations should be included for high-impact quicker wins and meanwhile uses to support recovery.

- 4.2 The resultant Vision and Plan for the Golden Z will feed into the preparation of the new City Development Plan (CDP). The city council's Planning Service will assess the best route to enshrine the new Vision and Plan in planning policy, such as progressing it to become Supplementary Guidance to the current CDP, in advance of its review.

5. Next Steps

- 5.1 The consultant team are working closely with Council officers to timetable a programme of stakeholder engagement, with the first workshop anticipated to be held around the end November. Workshops will likely be held in The Lighthouse.

- 5.2 The project is also an opportunity to action all the valuable public engagement feedback that has been gathered in recent years regarding the future of the city centre, (e.g. for the District Regeneration Frameworks, the Avenues, City Centre Transformation Plan, and even for Future Glasgow longer ago). Additional public consultation will be taking place over the project period for George Square by the council and by Landsec for their Buchanan Galleries proposals, that will provide further insight in to the needs and issues of centre users.

- 5.3 The consultant team and council officers welcome the views of the Area Partnership at the outset of the process.

6. Policy and Resource Implications

Resource Implications:

Financial: This report updates on a project that utilises funding secured from Scottish Government.

Legal: None

Personnel: None

Procurement: None

Equality Impacts:

EQIA carried out:

Outcome: -

Sustainability Impacts:

Environmental: The project will contribute towards the improved holistic

(environmental, social and economic) sustainability of the city centre.

Social: as above

Economic: as above

9. Recommendations

9.1 It is recommended that the Partnership:

- (1) notes this report, and
- (2) utilises this opportunity to engage with the consultants for the Golden Z Vision and Plan an early stage in the project to contribute any views on the Golden Z study area or project.