

# SHAWLANDS DRAFT TOWN CENTRE ACTION PLAN

## REPORT OF CONSULTATION PROGRAMME



**Shawlands- Heart of the Southside**



**Development and Regeneration Services**

**For further information and an opportunity to get involved in the Shawlands Town Centre Action Plan  
Please write to:-**

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Development and Regeneration Services  
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Phone David Dunlop at 0141-287-6097  
Email [shawlands@drs.glasgow.gov.uk](mailto:shawlands@drs.glasgow.gov.uk)

or visit your local Facebook communities @

- Shawlands and Strathbungo Community Council
- Shawlands Business Association
- Southside Happenings





The Council's Vision for Shawlands is by 2014:

*To re-establish Shawlands as the Heart of the Southside by balancing the needs of place people, business and sustainable living!*

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## CHAPTER 1 INTRODUCTION

In December 2011 Glasgow City Council published the Shawlands Town Centre Action Plan Consultative Draft.

The Draft Plan is intended to:-

- Help ensure Shawlands becomes a more desirable place to live and invest.
- Address economic, place-making and urban management issues.
- Propose specific ways in which the Shawlands can become a successful, thriving city destination.
- Recommend a number of improvements to place management, public spaces, streets, buildings and the role played by business and customers in helping it to become more successful.

In support of Shawlands Town Centre, stakeholders were invited to tell the Council what they thought of the draft plan and how it captured their views on the issues and priorities.

This report of consultation therefore presents the feedback and key improvements to be made within the Final Draft Action Plan and the measures taken by the Council to gather opinion.



## CHAPTER 2 CONSULTATION PROGRAMME

The consultation programme for the Draft Town Centre Action Plan commenced on 7<sup>th</sup> December 2011 and continued formally until 1<sup>st</sup> February 2012.

Within this a range of techniques were used to secure as much feedback as possible:-

- A web-link was uploaded onto the front page of the Council Website under Glasgow City Council Consultations.
- Council Departments and ALEO's received letters and e mails and staff were targeted
- An e mail-shot was circulated to all 700 customers who responded to the Council led survey of the retail centre in 2010
- Letters to stakeholders and residents were sent out and this included writing to members of both Shawlands & Strathbungo Community Council, neighbouring Community Councils and the Shawlands Town Centre Steering Group
- E mails, and letters were sent out to 230 businesses, the Shawlands Business Association and landlords throughout the Town Centre
- A Facebook and Twitter campaign was launched by the Council and on a personalised basis by David Dunlop the Shawlands Area Planner. This was able to target over 2000 'friends' active in the area with targets including the Shawlands Business Association, Destiny Church, Southside Happenings, Southside Sessions, The Shed, The Mooch together with local restaurants such as Bella Napoli and Di Maggio's who have a strong, current, Facebook following
- Posters were erected in public buildings, key local supermarkets, cafes and Shawlands Arcade
- PR coverage was also supported by the Evening Times, STV, the Extra, online forums, [localnewsglasgow.co.uk](http://localnewsglasgow.co.uk) and the Glasgow Reporter.
- PR was targeted to churches, clubs and local societies
- Shawlands Academy staff and pupils were invited to become involved
- An all day workshop event at Langside Hall and an evening meeting hosted by Shawlands & Strathbungo Community Council.
- A freepost address, telephone hotline and E Mailbox [Shawlands@glasgow.gov.uk](mailto:Shawlands@glasgow.gov.uk) was made available
- Local politicians endorsed the Plan and urged constituents to respond.

In addition to asking respondents if the Council had captured the key issues in the Draft Action Plan and its first priorities, respondents were asked to reflect upon a series of Frameworks within the Plan and consider the following:-

### **Economic Development Framework**

How well does Shawlands Town Centre work as a 'Business'?

How should Shawlands Town Centre improve as a Business in the next 5 -10 years?

### **Place Management Framework**

How well is Shawlands Town Centre managed?

How should the management of Shawlands Town Centre improve in the next 5 -10 years?

### **The Movement Framework**

How easily do you move around Shawlands Town Centre?

How can movement be improved in the Town Centre in the next 5-10 years?

### **The Urban Design Framework**

How does Shawlands Town Centre look?

How should Shawlands Town Centre look in 5 -10 years?

Respondents were also asked to consider

### **Get Shawlands**

In what ways do people use Shawlands Town Centre?

In what ways should people use Shawlands Town Centre in 5-10 years?

### **The spatial priorities of change**

Where are the key activities of Shawlands Town Centre currently concentrated?

Where should key activities be concentrated in 5-10 years time?

### **Methodology**

- E mail responses were gathered and each comment grouped into the above categories and a general list.
- On 23<sup>rd</sup> January DRS booked Langside Hall for an all day workshop and six tables were set out displaying copies of the Draft Action Plan and maps outlining the Council's thinking about each of the above themes. Attendees were then provided with pens and invited to note their comments, ideas and points of clarification on each of map. Prior to leaving the event, they were asked to send the Council a 'postcard from the future' telling them from the perspective of 2022 how the town centre had changed for the better and in what way.
- On 9<sup>th</sup> February Council officers also attended a public meeting at Shawlands Academy convened by Shawlands & Strathbungo Community Council and were invited to discuss the plan, its key issues and proposals. Again maps were available for comment together with a series of flyers on which attendees could share their thoughts with the Council.
- In addition the Shawlands Business Association circulated a questionnaire among town centre businesses inviting them to identify specifically what the key priorities of the action plan should be.



## CHAPTER 3 THE RESULTS

Many customers had ideas about the type of products and services they would like to see in the town centre and how they would like it to change. Many also revisited many of the points raised in the Customer Survey.

The main observations, together with who would potentially be responsible for taking forward action are as follows:-

### ECONOMIC DEVELOPMENT FRAMEWORK

#### MARKET RESPONSIBILITY

The Arcade remains the number one issue, with many respondents of the view it either needs to be replaced or refurbished with the inclusion of an anchor, ideally food store and signature building. Respondents have endorsed the TCAP view the centre needs to attract and encourage shops which are unique, independent, clustered and distinctive. There were a range of replies which focused upon a 'less/more' scenario with estate agents, fast food outlets, charity shops and betting shops being least popular and a desire to see more unique shops, leisure or quality attractions. There was also a strong lobby which asked the Council to consider those without a car in the retail decisions affecting the city.

In general, respondents would like to see Shawlands become 'more like the West End'. They would like to see more local employment opportunities and a focus on leisure and services within the town centre. In terms of the offer, they felt not enough was available which allowed trips to be 'linked' and there needed to be more than one reason to visit. They also wanted to see a better combination of value and quality and a more pragmatic approach by landlords to begin to get empty units reoccupied. Respondents agreed Shawlands should not try to compete against Silverburn or Braehead but should seek to differentiate itself by proactively targeting its catchment area, building loyalty and focusing on older retired, young couples, young couples with toddlers.

As such it should seek to encourage restaurants that are family friendly, diversify the general retail and evening offering and improve occupancy

In terms of specific proposals, respondents would like to see higher quality food outlets within a specific restaurant café quarter. They would ideally like to see more independent shops and unique attractions, the introduction of a multi purpose small venue/exhibition space within which films could be screened. They would like to see the Council or SBA approach the owners of vacant shops and be more proactive in either making them more visually attractive or securing a re-let. It was felt City Property could do more to secure tenants within Council owned properties perhaps by encouraging pop up shops.

### **ACTION BY GCC & PARTNERS**

Respondents were of the view access to Shawlands by car was difficult. It wasn't easy to stop or intuitive to navigate around. As part of this, people also felt the town centre did not cater well for cyclists, the relationship and potential of the Queens Park and its sense of safety could be strengthened and public realm improvement could assist in building greater footfall around the core area of Shawlands Cross. The spaces around Langside Hall, Skirving Street, Abbot St and Kilmarnock Rd were considered as offering significant potential along with the broad pavements at the southern end of the town centre. It was suggested the public sector should seek to consolidate community facilities within the town centre and there was agreement with the TCAP spatial approach, and the zone based 'USP' approach recommended within the draft plan. Businesses remain of the view the rates regime within town centre is unfair and does not reflect how the market has changed. As many are working hard to survive they are unable to invest in the way they would like or progress with initiatives such as a Business Improvement District. It was felt the introduction of a Saturday market in Shawlands and a modest grants scheme providing investment incentives would be a helpful step forward.

### **POLICY & REGULATION BY GCC & PARTNERS**

Respondents felt there is too much emphasis on alcohol within the evening economy and would like to see a far broader evening offer that would include more leisure and retail. Many potential customers were working during the day and were of the view retailers did not fully recognise the significance of this as an opportunity when considering their opening hours. There was also strong representation against the rigid planning policies implemented by the Council with too much emphasis on City Plan 2 and a 'use class' numbers game. It was felt the world had now changed and the way forward for the town centre was about building reasons to visit, spend and increase footfall. It was considered there was an urgent need to redesign the parking regime around the need for customers to stop and spend money rather than making it easy for people to travel through the centre to somewhere else

### **BUSINESSES/ CUSTOMERS & OTHERS**

There were a number of suggestions about the partners doing more to encourage customer loyalty and various ideas around the theme of cards or websites to support this. This was supported by specific proposals for 'pop up/test shops' and a desire to see better visual merchandising perhaps through specialist advice or a tie up with a marketing or design faculty within a university. There continues to be a strong local lobby for improved public toilet facilities.

## **MOVEMENT FRAMEWORK**

### **MARKET RESPONSIBILITY**

Respondents felt the change in level and permeability of the Arcade was a real problem. Once it was closed it was difficult to walk from Kilmarnock Rd to Pollokshaws Rd without a significant detour. There was the high wall barrier fronting onto Kilmarnock Rd and the rear was also unattractive. It was suggested that if the arcade was to be redesigned then the creation of a link should be a key priority. If in future the arcade was open in the evening then improved permeability would be a helpful improvement. Disabled respondents were of the view their parking needs were not adequately catered for and felt this could be improved.

### **ACTION BY GCC & PARTNERS**

It was felt pavements and road surfaces were poor and there was an opportunity to develop more pedestrian friendly spaces by broadening pavements and improving the public realm in specific pockets. It was agreed getting across the road was difficult and natural desire lines were not catered for in the frequency of crossings and number of metal barriers.

### **POLICY & REGULATION BY GCC & PARTNERS**

There was a need for an independent traffic study of the town centre which would focus on improving connections, making the town centre more intuitive to navigate around for both vehicles and pedestrians, regulating speed and making it more pedestrian friendly. Respondents were particularly concerned about traffic flow past Shawlands Academy via Frankfort Street, left and right turns at Minard Rd, bus lanes at the Co-op and the lack of opportunity to double back into the centre to park. They also felt there was a need to encourage safer cycling on the road and to shift cyclists off pavements

### **BUSINESSES/ CUSTOMERS & OTHERS**

Respondents felt there was an opportunity to improve buses services and connections for University/college students and were particularly concerned about being unable to travel by public transport to the new Southern General or from Battlefield and Cathcart to Shawlands. They would also like to see strengthened connections between the town centre and potential the 'festival space' of Queens Park

## **PLACE MANAGEMENT FRAMEWORK**

### **MARKET RESPONSIBILITY**

It was agreed the necessary level of coordination needed to turn around Shawlands Town Centre required the set up of a formal Shawlands Partnership mirroring the recommendations of the Portas Review that successful town centres required a 'town team'. Respondents wanted the owners of the Arcade, landlords and agents to be more fully engaged in the regeneration of the wider town centre. It was recommended opportunities be explored for merging small retail units to make them more marketable and concern with the impact of residential subletting on the amenity of housing on the immediate periphery of the shopping centre e.g.; street dumping, lack of garden maintenance, lack of investment and absentee landlords.

### **ACTION BY GCC & PARTNERS**

Respondents considered successful regeneration would not take place without a budget and agreed with the Draft TCAP the Shawlands Partnership ideally needs to secure a five year fund and be bid ready to lever in additional support. It was recommended a detailed traffic study be undertaken in the town centre to consider how movement and regulation could be reconfigured to support its regeneration. This should also include proposals for pedestrian and crossing arrangements and recommendations for cycling, prams and wheelchairs.

Feedback underlined the Council's belief there is an opportunity in the town centre to develop pocket green spaces which could include on the one hand targeted removal of street clutter and on the other introduction of quality furniture, ambient lighting and streetscape. An early action project should also ideally include the removal of trees in front of Langside Hall,

There was an opportunity to improve shop fronts via the introduction of artwork, window vinyl and better displays. This could be achieved via a combination of grant support and advice possibly via GRA or via a possible partnership with the Glasgow Caledonian University Retail Marketing faculty. In addition, respondents suggested a range of other measures including the re-designation of Queens Park as a City Park, the removal of existing vacant public toilets and opening up of the adjacent space.

### **POLICY & REGULATION BY GCC & PARTNERS**

General town centre cleanliness was considered a major issue and emerged as a key theme of the public meeting hosted by the Community Council on 9<sup>th</sup> February. There is a particular need to address the issue of industrial sized bins as they undermine the potential use of public spaces such as Skirving Street. The unsightly appearance and day to day management of the recycling facility on Abbot Street in the view of respondents, undermines the potential of the space to develop and attract footfall. This is further exacerbated by street dumping from fast food takeaways, sub-lets, general litter, dog fouling and chewing gum.

Many feel the streets are simply not cleaned thoroughly or frequently enough and say there is a need for more rigorous enforcement.

Further regulatory concerns centre around the need for a supportive parking regime, the impact of outside drinking and smoking on other customers using the town centre. There is also concern about residents taking more responsibility for the condition and appearance of the side streets for example hedge cutting and garden maintenance, unsightly Sky dishes, the regulation of hot food takeaways and removal of out of date to let signs.

### **BUSINESSES/ CUSTOMERS & OTHERS**

Feedback on the Draft Town Centre Action Plan underlined the need to develop a solution to the lack of public toilets, how to develop the identity and brand of Shawlands and make it greener and more sustainable.

## **URBAN DESIGN FRAMEWORK**

### **MARKET RESPONSIBILITY**

Under the Movement Framework the permeability of the Arcade was raised as an issue. In broader urban design terms, respondents felt there is a need to invest in the general appearance of this building by making it brighter, safer and by introducing a more contemporary makeover. Aside from attracting unique, distinctive small business to the town centre there was agreement that in the longer term 'the lanes presented an opportunity' similar to the Hidden Lane in Finnieston. Significant impact could be achieved through a coordinated lick of paint and simple window vinyl which would cost very little. A number of respondents also suggested a temporary community orchard or garden could help enhance underused communal land pockets such as the area between Deanston Drive and Kilmarnock Road.

### **ACTION BY GCC & PARTNERS**

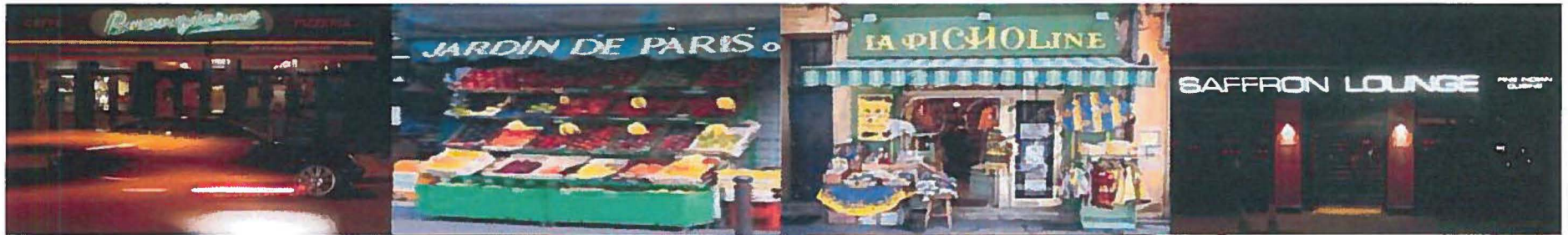
Glasgow Life suggested there was perhaps an opportunity to dress the public realm and this could promote local cultural facilities such as the Burrell and celebrate the history and unique creative identity of the Southside. There was also potential to improve spaces such as Skirving Street by introducing public art, greening the street and within the wider town centre targeted shop-front improvements, floral planting and ambient lighting.

### **POLICY & REGULATION BY GCC & PARTNERS**

Further measures to reduce the threat of anti social behaviour such as better lighting were encouraged along with a simple but 'aspirational' shop front design guide. In addition a Townscape Analysis would be required to highlight local areas for building repair, re-presentation, including painting, signage design, feature lighting etc; with a focus on place presentation at Langside Hall, the Shed, Shawlands Kirk, the Granary and Moss Side Road

### **BUSINESSES/ CUSTOMERS & OTHERS**

In general, respondents wanted to see a brighter, more welcoming town centre and to encourage charity shops to improve their visual merchandising. A design competition targeting young architects to re-imagine key local spaces was suggested along with a customer loyalty card scheme



## CHAPTER 4 CONCLUSIONS

Closing observations can be summarised as follows. In essence, there needs to be an assessment of shop opening times and coordinated action to develop the Shawlands offer. A significant budget needs to be secured and the Action Plan needs to move forward with SMART targets and strong buy in from all who have a stake in the future of the Shawlands Town Centre.

There remains scope to explore a Business Improvement District in future and also to be bid ready to secure and investigate other funding sources.

It is crucial to promote Shawlands as a shopper choice, a house buyer's choice and business investor's choice.

It is essential to improve its presentation via place management, better shop fronts, cleansing, key buildings and spaces



# APPENDICES

Shawlands shows the way in Town Centre planning

Local News GLASGOW HOLIDAY @ HOME COMING SOON

January 27, 2012 by Sarah F. Clarke



Shawlands Business Association was well in force at the consultation day from last Rachel Smith, Chair Cllr David Dunlop, Cllr Planning, Eddie Spink, SEI Headmaster, Tim Mitchell, Cllr for Shawlands and Amy Drummond, The Shaw Trust

Editor's Corner  
As party conferences chunter on, the people living in the real world are going about their daily lives untroubled by political polemics. That is, until change is thrust upon them. Then the campaigning starts and can go on for many weary years. Those who feel passionate as the beginning can loose faith or momentum. Be Seizable. Share!

Read this month's Editor's Corner

Search Local News Glasgow

Save our Shawlands!

By Gregor Holman  
Published on Thursday 16 February 2012 17:04

MORE than 100 people joined together in a public meeting to discuss the future of Shawlands

Andrew Montgomery, chair of Shawlands and Strathbungo community council believes the message of the meeting was clear

"People are fed up. The town is slowly declining," he said. "There is a feeling that nothing can be done."

It's dirty and businesses — especially takeaway food outlets — need to take more responsibility

"We welcome the action plan but it's pointless if Glasgow city council

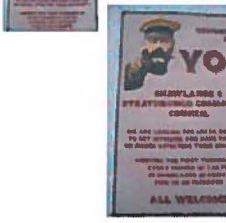
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Passionate public debate about future of Shawlands Town Centre

February 10, 2012 by Sarah F. Clarke



Around 90 members of the public gathered for a passionate debate on the future of Shawlands' and the Shawlands Deal Town Centre Action Plan at Shawlands Academy last night

Lider was discussed again and again by those present at the meeting. Shawlands was called 'stinky', 'manky' and a dump by residents upset with the amount of litter being left in the town centre

Led by the former Chair of Shawlands & Strathbungo Community Council, Scott Mackay, the meeting was also attended by Councillors Karen Mary Anne Graham, David Mollie and Paul Coteshill. Council Planning Officers Tim Mitchell and David Dunlop were also there and they outlined the history of research and consultation which has led to the current draft [Shawlands Town Centre Action Plan](#)

The Town Centre Action Plan seeks to re-establish Shawlands as the Heart of the Southside, by balancing the needs of place, people, businesses and sustainable living. Using a holistic approach to address the challenges the district faces, it hopes to "create that

November 2011  
October 2011  
June 2011  
May 2011  
April 2011  
March 2011  
February 2011  
January 2011  
December 2010  
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October 2010

STV Local Glasgow

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News

By Katy McCloskey  
Source: STV Local 23 January 2012 07:00 GMT

In this section  
Rangers administrators and Tereus heating for asphalte over £24.4m season ticket deal  
Fire destroys homes in south side of Glasgow  
No sign that Craig Whyte has paid any money into Rangers

Council bosses want your views on the future of Shawlands

Salmond lauds Bhandra's factory  
By Katy McCloskey 7 hours ago



Remains of hostage to come home



Alan McManus... The remains of the victim who died of a heart attack...

Chinese treat for fans of jazz legend Carol



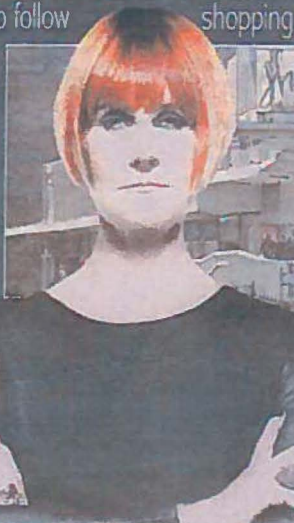
Carol O'Connell... The legendary Scottish jazz singer...

200 victims of Farepak die without refund

Farepak... The online retailer's collapse has left 200 victims without their money...

Town centre steering group plan to follow shopping

MARY'S IDEAS COULD SAVE



By Sarah Dixon

CITY DOCKERS are using the team's conclusions of telly shopping expert Mary Purvis to revive a suburb in the South Side of Glasgow...

The team trying to turn around Glasgow's city centre... Mary Purvis is a telly shopping expert...

Residents and businesses are keen to see the action plan for Glasgow... Glasgow City Council...

FACTFILE: THE SHAWLANDS ACTION PLAN



THE ACTION PLAN ADDS TO a range of other... Glasgow City Council...

guru's telly advice on how to win back customers



CITY SHOPS

YOUR VIEW

CHRIS TAYLOR asked locals how they think Glasgow's town is improving... CARTER ANDERSON, 40, designer...

When people start the improvements... PANIELLA CONNORHAM, 44, owner of Paper Palace...

Jewel heist firm offers £10k reward

Auctioneer puts up bounty in bid to recover haul... A GLASGOW auction house is offering a £10,000 reward for information that leads to the return of stolen jewellery...

MY 10K FOR FUN... SUNDAY 13th MAY 2012, BELL HOUSTON PARK, GLASGOW. Includes photos of runners and event details.



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