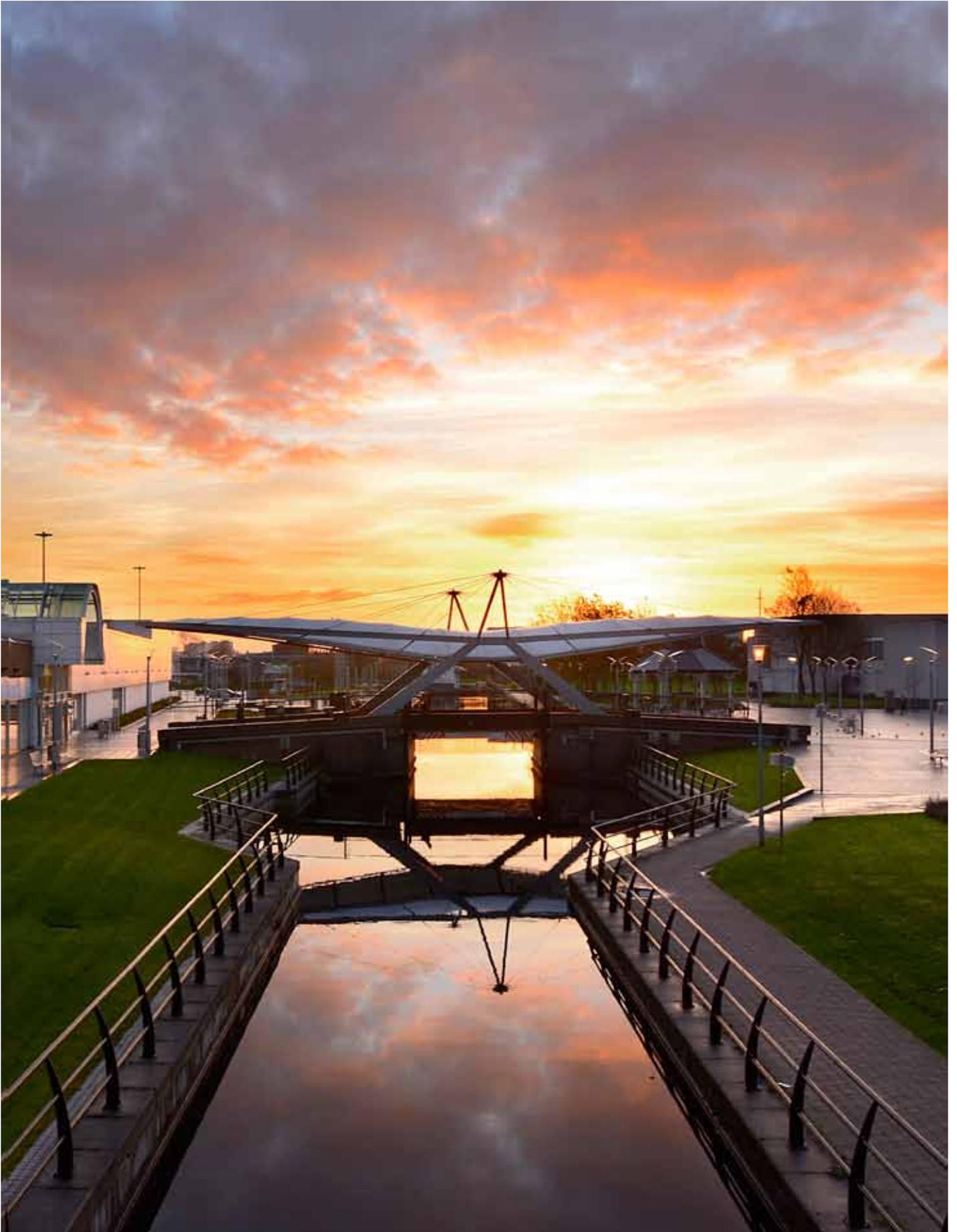


# CLYDEBANK TOWN CENTRE: DESIGN CHARRETTE

FINAL REPORT  
AUGUST 2015







# CONTENTS

EXECUTIVE SUMMARY	4
1. INTRODUCTION	11
2. CLYDEBANK TOWN CENTRE PAST & PRESENT	15
3. DESIGN CHARRETTE DESIGN PROCESS	31
4. CLYDEBANK TOWN CENTRE VISION & REGENERATION STRATEGY	41
5. CLYDEBANK TOWN CENTRE ACTION PLAN	69
6. OVERALL CONCLUSIONS AND NEXT STEPS	89
APPENDICES	93

# EXECUTIVE SUMMARY

## PUBLIC DESIGN CHARRETTE CONTEXT

**A Charrette is an intensive consultation that engages local people in the design of their community.**

As part of the Scottish Government's Charrette Mainstreaming Programme, West Dunbartonshire Council, supported by the Scottish Government, sponsored a locally driven town centre design Charrette in Clydebank, over four days in February and one day March 2015. West Dunbartonshire Council appointed a design team to facilitate the Charrette, led by Glasgow based Austin-Smith:Lord LLP (urban designers & architects), Douglas Wheeler Associates Ltd (economic regeneration specialists), Ryden (property consultants), Transport Planning Ltd and WAVEparticle (Public Engagement / Arts Consultants).

**Over 250 local residents, business, local and national agencies and stakeholders attended** planning and design workshops in Clydebank Town Hall from 11-14 February 2015 and a 'report back' session on 25 March 2015. Many more local people engaged with pre-Charrette 'community animation' events in locations through the town centre, at local schools and clubs in a series of in-situ activities. The public, designers and specialists worked together, 'hands on', to prepare a **long term vision, development framework and action plan for Clydebank Town Centre**, with the ideas translated into plans and drawings.



Futurewalk  
4

## CLYDEBANK TOWN CENTRE CONTEXT

The Charrette study area was set in accordance with the Local Development Plan town centre designation boundary.

Clydebank is the largest of the three town centres in West Dunbartonshire, larger than Dumbarton and Alexandria. It serves the whole of West Dunbartonshire, western areas of Glasgow and beyond as a retail destination, particularly for non-food shopping. To the south of Clydebank town centre, across Dumbarton Road is Clydebank Town Hall and library, and to the south of these is Queens Quay (the former John Brown's shipyard) which is a 41 hectare residential-led mixed-use redevelopment opportunity; one of the most significant regeneration projects in west-central Scotland.

Clydebank has good access links with a rail station in the town centre and another nearby, designated bus and taxi areas, and parking adjoining the shopping centre. The historically significant Forth-Clyde canal bisects the town centre Charrette study area.

Retail activity in the town centre is focused on the Clyde Shopping Centre, the northern part of which is a modern enclosed mall, and the southern part a partially covered and fully pedestrianised, shopping avenue. The northern mall is adjoined by some larger retail units including a superstore, a cinema and restaurant uses, and car parking. To the south of the town centre Charrette study area are more traditional tenemental streets with non-residential uses at ground floor, street level.

At the time of the Charrette the town centre also included Council offices at Rosebery Place and the Playdrome leisure centre, both due to relocate to Queen Quay. The Council has subsequently moved to office accommodation adjacent to West College Scotland. A new leisure centre is to be constructed overlooking the River Clyde on a neighbouring site.

The Council's Local Development Plan includes the following strategy for Clydebank town centre:

- to maintain the Clyde Shopping Centre as an attractive retail core;
- to support modernisation of the southern part of the shopping centre;
- to support the evening economy and leisure offer of the town centre;
- to protect the setting of the Forth and Clyde Canal and increase activity around it;
- to improve public transport facilities and accessibility.

## CHARRETTE BRIEF AND EMERGING ISSUES

The Charrette brief recognised a series of headline issues facing Clydebank Town Centre, namely;

- A perceived **lack of 'ownership' of the town centre** by the local community, linked in part, to the majority of town centre units being located within a private, covered mall
- An increasingly **unattractive environment at South Sylvania Way**, where there is a clustering of betting shops, pay day lenders and amusement arcades
- The **under-occupied Co-operative** department store on South Sylvania Way
- A **limited evening economy** and leisure offer
- **The need to make more of the Forth and Clyde Canal** given its location at the heart of the town centre
- **Enhance public transport** facilities and integration
- The opportunities and challenges arising from the **future development of the Queens Quay** site
- A limited large food store presence in comparison to equivalent towns

The above issues were tested, reinforced and extended by Charrette participants to include the following observations;

- **Town Centre needs to be about far more than retail** - Clydebank needs a better town centre. There is scope to blend social, culture, community, civic, employment and residential uses to create vibrant, convivial place
- **Provide more employment opportunities in central Clydebank** - reinforce links to College and Business Park and support enterprise, especially amongst young Bankies
- **Clydebank has a distinctive story** - make the town equally memorable : create a Town Centre with 'a sense of place and of itself'
- **Raise the bar** - Clydebank has produced excellent quality before. 21<sup>st</sup> Century Clydebank needs to emulate this excellence
- **Clydebank has significant opportunities** (eg. Queen Quay) - let's make the most of them to the wider benefit of the town
- **Improve first impressions and the sense of arrival** - transport, connections and points of access.
- **From Canal to Clyde Quayside** - enhance linkages between the Town Centre and Queens Quay
- **Improved greenspace** - provide family friendly outdoor amenity for active uses / play / leisure in the Town Centre
- **Better walking / cycling networks** with safe routes to and through the Town Centre.



Aerial Image of Clydebank Town Centre



Chalmers Street

## RECURRING TRANSFORMATIONAL THEMES

In response to the issues and observations emerging from the Brief and early discussions in the Charrette, a series of overarching transformational themes recurred including;

- **Enrich the Town Centre:** Successful, convivial town centres are more than just retail destinations. There is a need to revitalise Clydebank Town Centre with a richer mix of uses and facilities. It's vital to apply a 'Retail Plus' approach; retaining a higher quality retail offer as part of **a broader mix of commercial and employment uses, leisure, civic, community services and residential.**
- Clydebank Town Centre has to **capitalise on its loyal local customer base**, provide civic and community functions, accommodate events/festivals that would help **to build more civic pride in what should be the heart of the Clydebank.** Focus and prioritise on the improvement and reuse of signature space and buildings, notably the Co-operative Building and 3 Queen Square.
- There is a need to **refresh Clydebank Regional Shopping Centre** and cinema as a regional retail and leisure destination serving West Dunbartonshire and west Glasgow, recognising the current market context where there is much more competition than when it was originally constructed.
- **Connected Clydebank:** maximising the benefit the Town Centre has with regular bus and train services by **significantly enhancing the quality of integrated passenger facilities** that provide a safe, welcoming, barrier-free interchange with clear and helpful information that encourages public transport patronage.
- **Improving open space, walking and cycling connections** to and through the Town Centre to encourage active, healthy living and sustainable transport. A fundamental aim is to improve pedestrian and cycle links between the Forth and Clyde Canal and the River Clyde; connecting the Town Centre and Queens Quay to create a compact, walkable Town Centre with excellent access to the waterfront. This would lock-in the benefit of the Forth-Clyde canal as a major asset at the heart of Clydebank.
- **Develop Queens Quay to complement the Town Centre,** ensuring mutual benefit from the mix of uses envisaged on the waterfront that supports and enlivens the existing Town Centre. The introduction of new facilities and residents within walking distance of the Town Centre and its public transport facilities should be a **powerful driver for positive transformation of central Clydebank.**
- The need to **focus on health, well-being and social justice:** tackling disadvantage and issues like community safety, proliferation of 'non retail uses' (eg. bookmakers and payday lenders) and fear of crime. Deliver more family friendly events and facilities in the centre could help improve civic pride in Clydebank Town Centre.
- Ensure Clydebank is a more vibrant **social destination where the public, commercial & social functions can overlap.** Prioritise projects that promote enterprise, business incubation/ start-ups, creativity, culture, leisure and arts/ music. These activities would **stimulate the evening economy** and appeal to young people.
- Support new **employment opportunities in Clydebank.** Optimise the positive benefits of links between established employers, West College Scotland and entrepreneurs. Provide further skills development, support and advice to prospective new business or social enterprises.

## CLYDEBANK TOWN CENTRE: 2025 VISION

As a result of the Charrette discussions the 2025 vision that was presented on the final day of the Charrette was:

### **2025 Vision**

***'In 2025 Clydebank Town Centre is a lively, thriving destination of choice serving West Dunbartonshire and the west Glasgow city region. Benefitting from a waterside location on the Forth-Clyde canal with great connections to the regenerated Clyde riverfront, the Town Centre has been refreshed creating a very positive first impression.***

*The Town Centre has been transformed with well designed streets and new buildings, an enhanced public transport interchange and a higher quality, more diverse mix of leisure, retail, creative and community uses. A family friendly evening economy has emerged and there's a greater sense of 'ownership' and sense of pride amongst Bankies about their Town Centre. The success of the Queens Quay redevelopment has complemented the Town Centre, attracting a new community that enjoys excellent connections to a walkable, compact mixed-use town centre and waterfront district.*

*Clydebank Town Centre is now recognised as an ambitious and enterprising place. It has a friendly, clean and green Town Centre: a community focussed, safe and dynamic place to live, work, visit and invest'*

## CLYDEBANK TOWN CENTRE: DEVELOPMENT FRAMEWORK & ACTION PLAN

The 2025 vision for Clydebank Town Centre aims to inspire, shape and direct the identification of projects and priorities across the overarching themes of place, business and community. The vision has helped shape the integrated Development Framework and Action Plan that were the main outputs from the Charrette. The action plan themes were identified, discussed and refined over the first three days of Charrette events (See page 12).

The four main **Action Plan themes** are;

- **Boosting Enterprise:** Existing and New Business; Clydebank Town Centre needs to evolve as a retail and leisure **destination** but where commercial, enterprise, public, cultural and social functions overlap. In this context projects that promote enterprise, business incubation, creativity, culture, arts/music and appeal to young people will be crucial.
- **Consolidating and Extending Town Centre Living:** Part of the challenge is to tackle the declining population in West Dunbartonshire by offering more housing choice. New homes for affordable rent, mid-market rent, Low Cost Home Ownership and sale should all be possible subject to Scottish Government funding and accessing private finance.
- **Delivering Business Infrastructure:** There is an opportunity to 're-set the office market' in Clydebank to provide a wider range of employment space and to build on the recent investments like West College Scotland, WDC locating at Queens Quay, Golden Jubilee / Beardmore and target niches like arts / creatives.
- **Investing In Health and Well Being:** Community Infrastructure and Third Sector. The need is to continue to improve local access to health services, better co-ordinate existing services and improve awareness / provision of information. In addition there needs to be support for an increased economic contribution of an **enterprising third sector** through the delivery of programmes aimed at building the capacity and

sustainability of the sector in Clydebank.

The Action Plan supports, and is supported by, the Development Framework. The principal projects within the Development Framework can be summarised as:

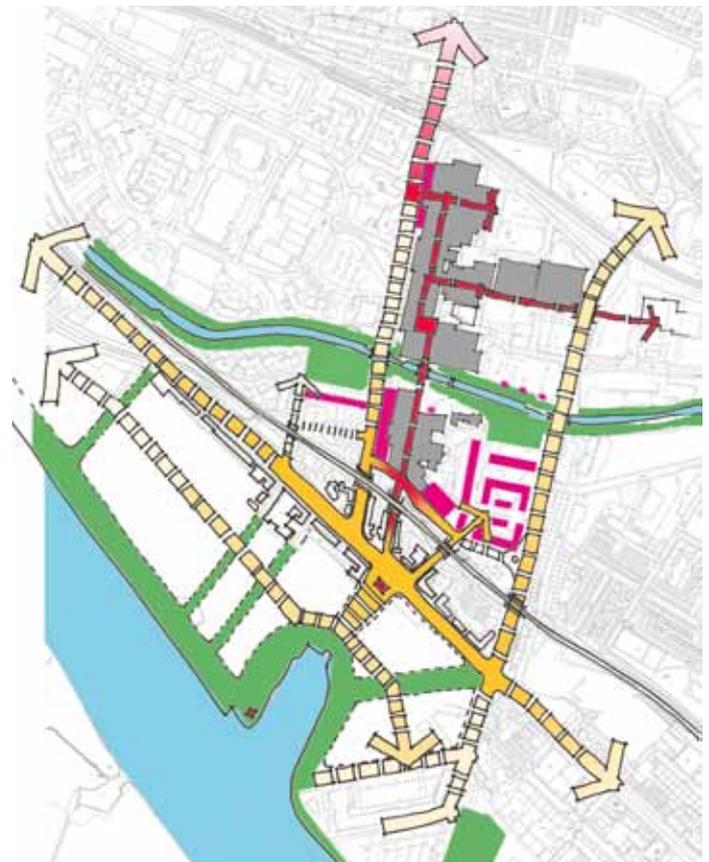
- **Playdrome Site:** the Charrette outlined options for replacing the Leisure Centre (which is being relocated to Queen Quay) with a range of potential new uses. These could be new food and leisure outlets, a landmark leisure destination or a residential-led, mixed use urban block. Regardless of use, this site is a high profile location that has to provide a positive, active frontage to the Canalside, Argyll Road, Abbotsford Road and Chalmers Street. There is also scope for a small pocket park on the Canalside.
- **Rosebery Place Development:** the Charrette considered options to reuse or redevelop the office block at Rosebery Place for residential property. Previously occupied by the Council this site should be redeveloped to create a positive frontage on Kilbowie Road and setting for enhanced open space along the Canalside.
- **Transport Interchange:** participants at the Charrette were firmly of the opinion that existing rail and bus stations require enhancement. They fall short of current standards for high quality, barrier-free passenger interchange facilities. The rail and bus station are well placed to serve a rejuvenated town centre. Enhancing these facilities would make a significant impact and transform this key gateway into central Clydebank.
- **Co-operative Building:** this is one of the most cherished buildings in central Clydebank. Many participants spoke fondly of one of the few listed buildings in the Town Centre. The building is currently under occupied, with upper floors vacant. The challenge is to adapt the upper floors to accommodate alternative uses whilst retaining activity at ground floor. The Charrette considered a range of uses including creative studios, business incubator spaces or student accommodation.
- **A814 Public Realm:** the links between the Town Centre and Queens Quay are critical to the shared future success of both. Dumbarton Road (A814) was the heart of Clydebank pre-WW2 but currently the dual carriageway road creates severance between the Town Centre and the riverfront regeneration area. Creating better links, north-south across the A814 was a topic that the Charrette focussed upon as a priority, considering scope to create improved public realm at principal crossing points/desire lines (eg Alexander Street).
- **North Canalside:** the canal is a great asset in the heart of Clydebank. It has benefitted from significant public realm investment in recent years. However the layout of the Shopping Centre and associated car parks undermines the setting along the Canalside. The Charrette recommended introducing pavilions with external terraces along the northern Canalside to accommodate food / drink / leisure outlets associated with the wider retail / leisure offer. These pavilions would enliven the Canalside and screen the car park. Adjustments to the retail frontage facing the canal would also enhance this area of the Town Centre.
- **3 Queen Square:** despite significant public realm investment this public space on the southern bank of the canal is underperforming. Events have not flourished for a variety of reasons. The lack of active frontages around the square deters footfall and dwell times. The Charrette considered scope to create active frontage with the introduction of a food/drink unit (perhaps a cycle cafe?), overlooking the square and catering for passing trade in the shopping centre and along the Canalside. This would also make the space more compact with an anchor/landmark destination.
- **Kilbowie Road Enhancements:** Kilbowie Road is a harsh and unprepossessing road. It is blighted by the service yard/backside of the Shopping Centre. The Charrette considered opportunities to create additional retail/commercial spaces fronting Kilbowie Road at the northern end of the Shopping Centre at the footbridge entrance (above the service road) as well as infill development to the rear service yard at South

Sylvania Way, also fronting Kilbowie Road.

- **South Sylvania Way:** the retail arcade would benefit from a refresh with improved public realm, better quality and range of retail offer. The issue of clustering of betting shops and payday lenders was the subject of a workshop in the course of the Charrette and is covered in detail elsewhere in the report. The Charrette also considered the possibility of frontage servicing to enable redevelopment of the underused rear service space (see above)
- **Abbotsford Road Development:** east of South Sylvania Way, behind the Co-op, Abbotsford Road lacks any definition as a street in the Town Centre. The Charrette proposals sought to create an urban block with infill development on Abbotford Road creating a tenement development of town centre flatted residential units over non-residential uses at ground floor.
- **Chalmers Street Development:** in tandem with Abbotsford Road redevelopment infill development on Chalmers Street (opposite the rail station at the Co-op Car Park) would complete the urban block and create a street setting along Chalmers St. It was suggested that development at this location could provide street level accommodation associated with the on-street bus station.
- **Clyde Shopping Centre Car Park (incl. Sorting Office):** many Charrette participants raised concern about traffic congestion at the Livingstone Street roundabout and the confusing layout (for drivers and pedestrians) once in the Shopping Centre car park. The location of the Royal Mail Sorting Office in the midst of the car park is incongruous and compounds the incoherence of the area. To enhance the quality of the Shopping Centre visitor experience it was suggested that the car park be more clearly laid out with better structure landscape, clearer pedestrian routes and better wayfinding signage for drivers.

## FUNDING AND DELIVERY

The Development Framework and Action Plan are aimed at **all partners across the public, private/ business community and third sectors** for their support and commitment. It is intended that the Development Framework and Action Plan priorities can be used as a basis for partnership working and collaboration to secure funding. An array of funding options and opportunities is set out, alongside details of short, medium and longer term next steps.



Development Framework



# 1.INTRODUCTION



**WEST DUNBARTONSHIRE COUNCIL & SCOTTISH GOVERNMENT CONTEXT**

In late 2014, the Scottish Government selected Clydebank town centre for a major locally driven design Charrette, through their Charrette Mainstreaming Programme 2014-15. The fundamental aim was to involve local residents, business and stakeholders in planning the future of the town centre. **A Charrette is an intensive consultation that engages local people in the design of their community.**

West Dunbartonshire Council sponsored the Charrette and a design team led by Glasgow based Austin-Smith:Lord LLP (urban designers & architects) and Douglas Wheeler Associates Ltd (economic regeneration specialists), with Ryden (property consultants) and Transport Planning Ltd were commissioned to facilitate the Charrette. Planning and design workshops were held in the Clydebank Town Hall over a four day period running from the **11th- 14th February 2015**. The public, designers and specialists worked together, ‘hands on’, to prepare a long term vision, development framework and action plan for Clydebank Town Centre, with the ideas translated into plans and drawings.

**WEST DUNBARTONSHIRE COUNCIL BRIEF**

The fundamental aim was to prepare a future vision with a **realistic, integrated development framework for Clydebank town centre**. This would establish the priorities for regeneration investment and the character and form of development over the next ten years and ensure the support of local residents, businesses and key stakeholders.

In particular the Charrette aimed to:

- Develop a **shared long-term vision** for the future of Clydebank town centre and establish a commitment from the local community, businesses and stakeholders to delivering the changes required to achieve the vision.
- **Identify proposals** for the different town centre development sites, look to increase the range and choice of uses and improve transport interchange facilities, traffic circulation and parking as well as making more of the potential of the Forth and Clyde Canal.
- Establish a clear, agreed **integrated development framework** and action plan for turning the outputs from the Charrette into a longer term delivery strategy.

The **Charrette outputs** will also help to inform future Local Development Plans, Housing Plans and other significant local policies and investment plans.

**CLYDEBANK TOWN CENTRE: DESIGN Charrette: APPROACH: EVENTS & ATTENDANCE**

Early discussions and briefings with West Dunbartonshire Council officers were undertaken during December/ January in preparation for the Charrette Events that were held Clydebank Town Hall from the 11th- 14th February 2015. The Charrette was structured around the following events:

Event	Attendance
<b>11 February</b>	
1. Schools Event:	17 pupils + 6 adults
2. Launch Event:	34
<b>12 February</b>	
3. Futurewalk:	15
4. Agencies Workshop:	25
5. Payday Lending/Bookmakers Clustering Discussion:	10
6. Businesses & Community Reps:	7
<b>13 February</b>	
7. Landowners / Developer’s Forum:	12
8. One to One Sessions:	4
9. Traffic & Transport Walkabout :	15
10. ‘Sensecheck’ Session with West Dunbartonshire Council:	10
<b>14 February</b>	
11. Interim ‘Pin-up’ presentation	10
12. Drop in Studio + Incidental Meetings in the Town:	NA

On 25 March 2015 two ‘report back’ sessions occurred at Clydebank Town Hall. There were 32 attendees in the afternoon and 14 attendees in the evening sessions.

## PARTICIPANTS

The Design Team formally acknowledge and thank the individual 'Bankies' and groups who took time to get involved in the Charrette. The stakeholders involved in the Charrette are recorded in Appendix 3 (Sign-In Sheets) and included:

- West Dunbartonshire Council Councillors
- Clydebank High School
- St Peter the Apostle High School
- Gavinburn EECC
- Clydebank Seniors Forum
- Chamber of Commerce
- Clyde Shopping Centre
- Strathclyde Passenger Transport
- Police Scotland
- Various community organisations
- Various sport groups
- Individual business owners
- Dalmuir Credit Union
- Clydebank Independent Resource Centre
- West College
- Transport Scotland
- Historic Scotland
- Scottish Natural Heritage
- Scottish Environmental Protection Agency
- Scottish Government
- West Dunbartonshire Council officers (Regeneration & Economic Development, Planning & Building Standards, Community Safety, Housing, Communications, Roads & Transportation, Greenspace, Corporate Assets)

## PROJECT TEAM

Alan Williamson Team Leader – Forward Planning & Building Standards,; WDC  
 Pamela Clifford- Planning & Building Standards Manager: WDC

### Consultant Design Team

**Graham Ross** - Austin-Smith:Lord LLP: Project Director

**Neil Chapman** - Austin-Smith:Lord LLP

**Colin Miller** - Austin-Smith:Lord LLP

**Alexandros Veloudis**- Austin-Smith:Lord LLP

**Doug Wheeler** – Douglas Wheeler Associates Ltd: Project Manager & Regeneration Strategy

**Dr Mark Robertson** – Ryden: Property Market

**Stuart Livingstone**- Transport Planning Ltd: Transportation

**Peter McCaughey** - *WAVEparticle*

**Lauren Coleman** - *WAVEparticle*

**Lizzy O'Brien** - *WAVEparticle*

**Harald Turek** - *WAVEparticle*

### Design Charrette : Final Report

The Final Report is presented in the following five chapters:

- Clydebank Town Centre: Past & Present
- Design Charrette Process
- Clydebank Town Centre: Design Charrette Outcomes: Development Framework
- Clydebank Town Centre: Action Plan
- Overall Conclusions & Next Steps



CLYDEBANK CO-OP

CENTRAL WAREHOUSE

Chalmers Street

## 2. CLYDEBANK TOWN CENTRE: PAST & PRESENT



## DEFINING THE STUDY AREA

The Clydebank Town Centre Charrette brief outlined the core 'study area'. This boundary was defined by the Local Development Plan designation of Clydebank's town centre.

The study area is contained by the A814 Dumbarton Rd to the south west, Argyll Road to the east, the railway at Singer to the north and the western edge defined by Kilbowie Road north of the canal. South of the canal the western boundary of the study area incorporated the 'Rosebery Place' site and adjacent mixed use areas south of the canal and west of Kilbowie Road.

The Charrette study area is 39 hectares in total.

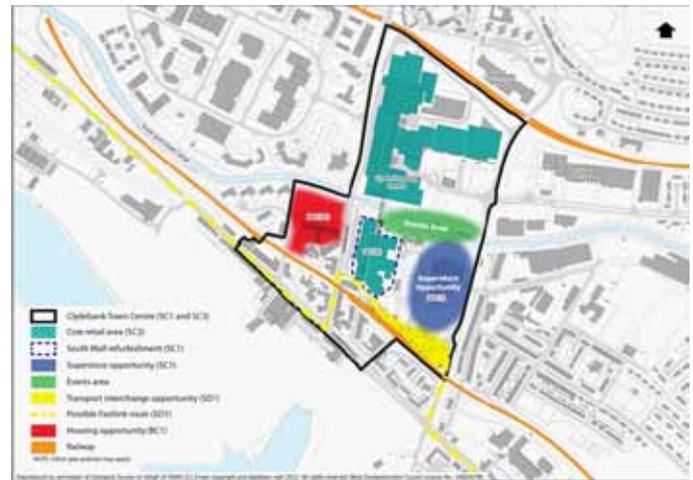
In line with pre-Charrette discussions it was evident that any discussions regarding Clydebank Town Centre, as defined by the study area boundary, had to take cognisance of this location in relation to the wider Clydebank settlement. Most importantly, given the extensive changes planned at Queen Quay, it was agreed that the Charrette would consider the inter-relationship between the study area and Queen Quay, as well as the 'civic hub' comprising the Town Hall and Library, and being aware of the proximity of Clydebank Business Park, Singer Station and Clyde Retail Park all just beyond the boundary.

### Study Area Overview: Description

The study area is a relatively shallow sloped area, rising from the River Clyde to the south of the study area to the Singer railway line which forms its northern boundary. Significant areas of the site have been platformed to accommodate large scale development.

The study area is bisected by the Forth-Clyde Canal. North of the canal is an enclosed, privately operated retail mall; Clyde Shopping Centre. East of the mall is the Empire multiplex cinema, a large ASDA foodstore and beyond that (and outwith the study area) the Clyde Retail Park on the east side of Argyll Road. Within the large surface car park there are bus stops and a Royal Mail sorting office.

The Forth-Clyde Canal has enjoyed significant investment, with a landmark 'swan-canopy' bridge connecting Clyde Shopping Centre mall with South Sylvania Way. The Canalside is a high quality public realm between Argyll Road and Kilbowie Road. The towpath along the south bank extends beyond the study area connecting to national cycle and footpath routes.



Clydebank Town Centre

South of the canal there is a perceptible change in the townscape. There are fragments of pre WW2 Clydebank, notably the Cooperative Building on Chalmers Street and the tenements around Alexander Street. Whilst the historic street grid can still be traced across the southern part of the study area much of the sites to the east are large surface car parks serving the large, colour banded Playdrome leisure facility with its masts and tensile cable-stay roof supports, the Modernist 1960s Church with its concrete campanile and the retail units along South Sylvania Way.

South Sylvania Way is a partially covered retail parade that connects North-South between the Clyde Shopping Centre mall to the north and Alexander Street to the south. Unlike the enclosed mall it is open outwith retail opening hours. At the southern end of South Sylvania Way is the under-occupied Cooperative building, with vacant upper floors of the red sandstone clad former department store. Adjacent to the Cooperative is the Salvation Army and at the rear, off Abbotsford Street, a recently constructed Credit Union.

Chalmers Street is a very busy and cluttered street, with numerous bus stances nestled beneath the railway embankment and Clydebank Station. South of the railway embankment are a series of streets comprising three storey tenements interspersed with newer infill development. The south of the study area is defined by Dumbarton Road, one of the principal two lane carriageways through Clydebank along which is located the civic hub of Town Hall and adjacent Library, just outwith the study area.

## HISTORICAL DEVELOPMENT

On-site survey, a review of historical photographs, analysis of historic map progression, initial research and discussions with local folk helped to shape an understanding of the historic context of central Clydebank, and the study area in particular.

This analysis was augmented during the Charrette by a 'Futurewalk' tour of the study area led by Andrew Graham, of West Dunbartonshire Council's Culture and Creative Learning team.

Prior to the industrialisation of this stretch of the north bank of the Clyde the area was agricultural land with the Forth-Clyde canal running to connect to the Clyde downstream at Bowling.

Clydebank is relatively young, in comparison to many settlements in Scotland. Following the formation of J+G Thomson's shipyard in the 1870s and the location of the Singer Manufacturing Company sewing machine factory the town of Clydebank became a 'populous place' and was established as a 'police burgh' in 1886. The shipyards and Singer factory grew to become some of the largest industrial complexes in Europe.

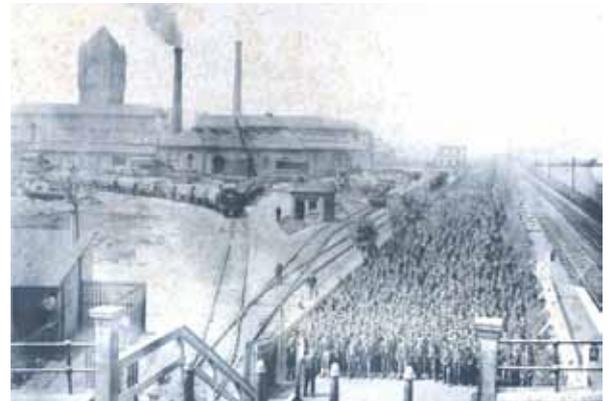
Clydebank was therefore a town synonymous with heavy industry from its start. With industrialisation and the shipyards came the rail and road infrastructure to service the town. The legacy of canal, rail and road routes is still very apparent in the 21st Century townscape of Clydebank, and these arterial routes all run through the study area.

In the wake of the Blitz in March 1941 significant areas of tenemental housing in the study area were cleared. The area was eventually redeveloped several decades later as a modern shopping centre, in line with similar types of contemporary development in Scotland's New Towns.

In line with the widespread de-industrialisation of west-central Scotland the Singer factory and Clyde shipyards eventually closed in the late 20th Century, leaving significant social and economic challenges and some massive areas of land in the heart of Clydebank available for redevelopment.

The Singer factory site was redeveloped as Clydebank Business Park whilst the Breadmore shipyard was remediated and was the site for a major new private hospital, now the Golden Jubilee National Hospital.

In the wake of the John Brown Shipyard closing Clydebank re-built Urban Regeneration Company was established and commenced masterplanning and regeneration of the waterfront at Queens Quay which now accommodates West College, several offices and the refurbished Titan Crane visitor experience.



Industry in Clydebank



Ship Construction in Clydebank



Singer industrial Complex



After the Blitz

## PLACE ANALYSIS



View of the City Hall and the Titan

### **Clydebank: Place Change**

As borne out of the historic analysis, Clydebank is a relatively new town, constructed in the late 19<sup>th</sup> Century principally to serve the heavy industry that emerged along the north bank of this stretch of the River Clyde. Located on south facing slopes between the Kilpatrick Hills and the Clyde, the town is situated on the Glasgow city region's principal western arterial routes north of the River. The array of linear east-west routes characterise Clydebank; first the River and the roads heading to Dumbarton and the Vale of Leven, then the Forth-Clyde Canal, then a series of railways (several of which remain) overlain across the increasingly dense townscape of late 19<sup>th</sup> and 20<sup>th</sup> Century Clydebank.

As is typical of many equivalent towns industry dominated the waterfront and vast tracts inland. The shipyards and the Singer factory were synonymous with Clydebank; providing work for the townsfolk and emblematic landmarks for the town.

In the aftermath of the Blitz, that caused extensive damage to central Clydebank, the enthusiastic application of post-war town planning and road engineering radically transformed the Town Centre. The de-industrialisation of the west central Scottish economy and the redistribution of population to Comprehensive Development Areas throughout the Glasgow city region had massive repercussions for many towns in the area, not least Clydebank.

In the wake of these events significant change occurred. The area between Kilbowie Road and Argyll Road was redeveloped as a regional shopping mall and leisure complex, the vast Singer factory site was redeveloped as a Business Park supported by inward investment incentives and the former shipyards on the Clyde were cleared around the Millennium and became the focus of planning and investment by the Clydebank re-built urban regeneration company and partners.



Clydebank Past - Aerial Image



Clydebank Present - Aerial Image

### **Clydebank's Genius Loci: Recovering a 'Sense of Place'**

This legacy of change and churn in Clydebank has created an established town centre with a 'New Town' look and feel. The self evident spirit and enduring soul of the Bankies' communities is not mirrored by a physical environment that evokes a strong sense of place.

However, despite the radical transformation of Clydebank in the later 20<sup>th</sup> Century history has left a physical legacy that provides some challenges, fixed elements and terms of reference with which Town Centre regeneration must grapple with and, where possible, maximise benefit from.

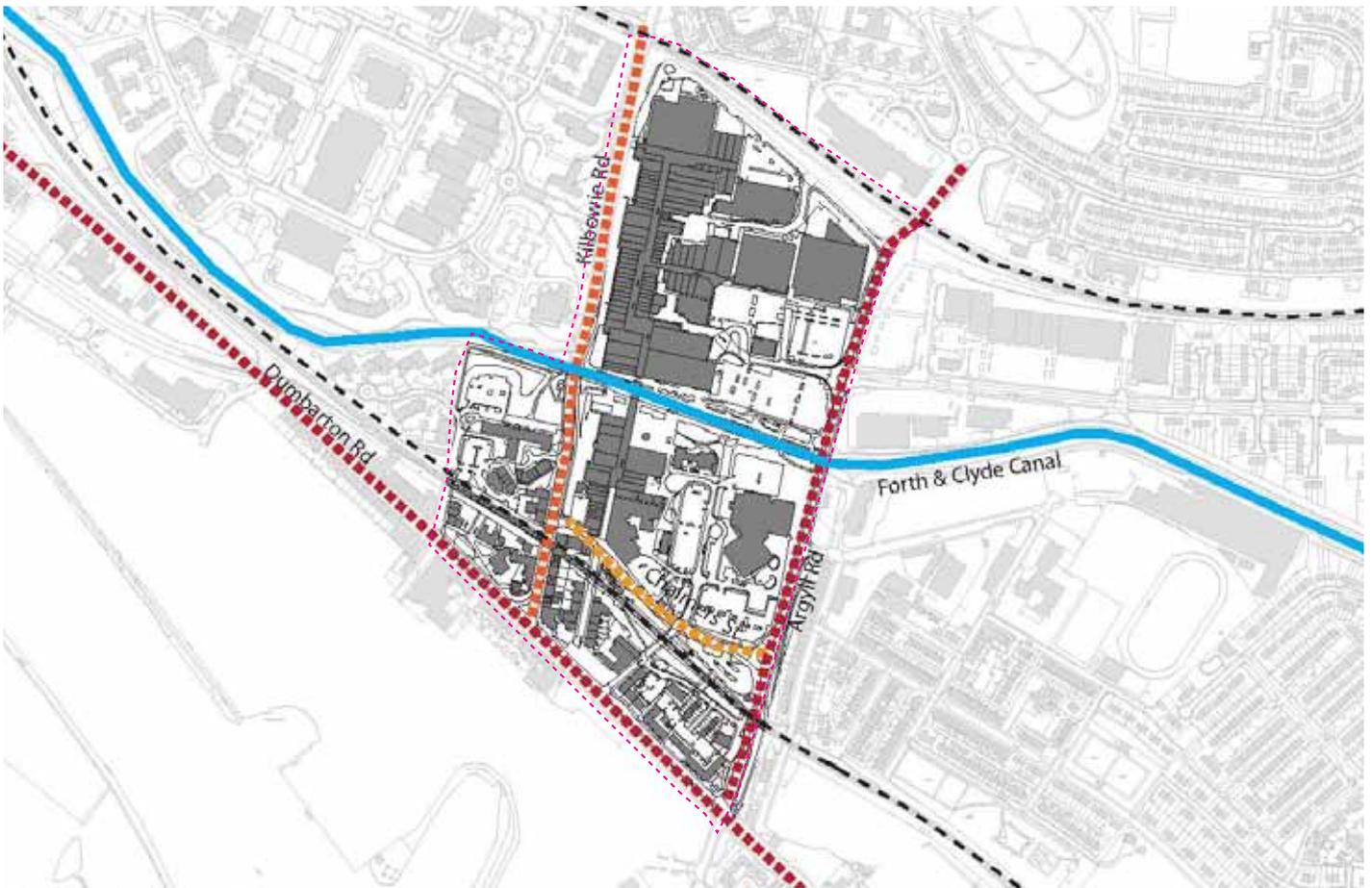
### **Maximising the benefits of Clydebank's Past:**

The canal, rail and principal arterial roads traverse the site east-west, essentially parallel to the River. Historically this network of transport infrastructure has separated parts of the Town Centre. Moreover the location of the shipyards and Singers restricted access to large areas of the town, most crucially its south-facing waterfront.

However these former industrial sites open up possibilities to re-imagine Clydebank's relationship with the Clyde. The railways, whilst an imposition on the Town Centre urban form, provide two stations (Clydebank and Singer) on two lines with frequent services between Glasgow, the city region and the Loch Lomond and Trossachs National Park. And the Forth-Clyde canal has been transformed with significant investment to create an amenity along Scotland's longest Scheduled Monument running throughout the Central Belt. And despite the extensive urban clearance fragments remain of the town's proud past and listed built heritage with the civic splendour of the Library and refurbished Town Hall, the industrial might of the Titan Crane and the communitarian focus of the Clydebank Cooperative.

With the demise of the shipyards the waterfront has been opened up and ambitious plans for a residential-led, mixed use development at the former John Brown's shipyard at Queens Quay follow on from the pioneering development of West College and the Titan Enterprise and Aurora House office redevelopments.

Creating links north-south over the canal, under the railway and across the A814 Dumbarton Rd / Glasgow Rd to link the Town Centre to the River Clyde will be vital.



### Clydebank's Urban Form

Existing urban form of the Charrette study area

Analysis of Clydebank's layout reveals the extent of its historic legacy of infrastructure and the fractured urban form resulting from post-war redevelopment.

The River Clyde, running south-east to north-west establishes the linearity of the various, principal modes of transportation that run along the River corridor. The Forth-Clyde canal meanders, along the contours, towards its destination at nearby Bowling. The canal bisects the study area.

The drawings of Clydebank's urban form are revealing. To the south of the study area the former shipyard site is all but vacated, with early phases of its redevelopment occurring near the riverfront rather than the town centre. To the west of the study area is the large format office development of the Clydebank Business Park. North, over the railway at Singer station, and east, beyond Argyll Road, the residential housing of inter-war and post-war housing is evident.

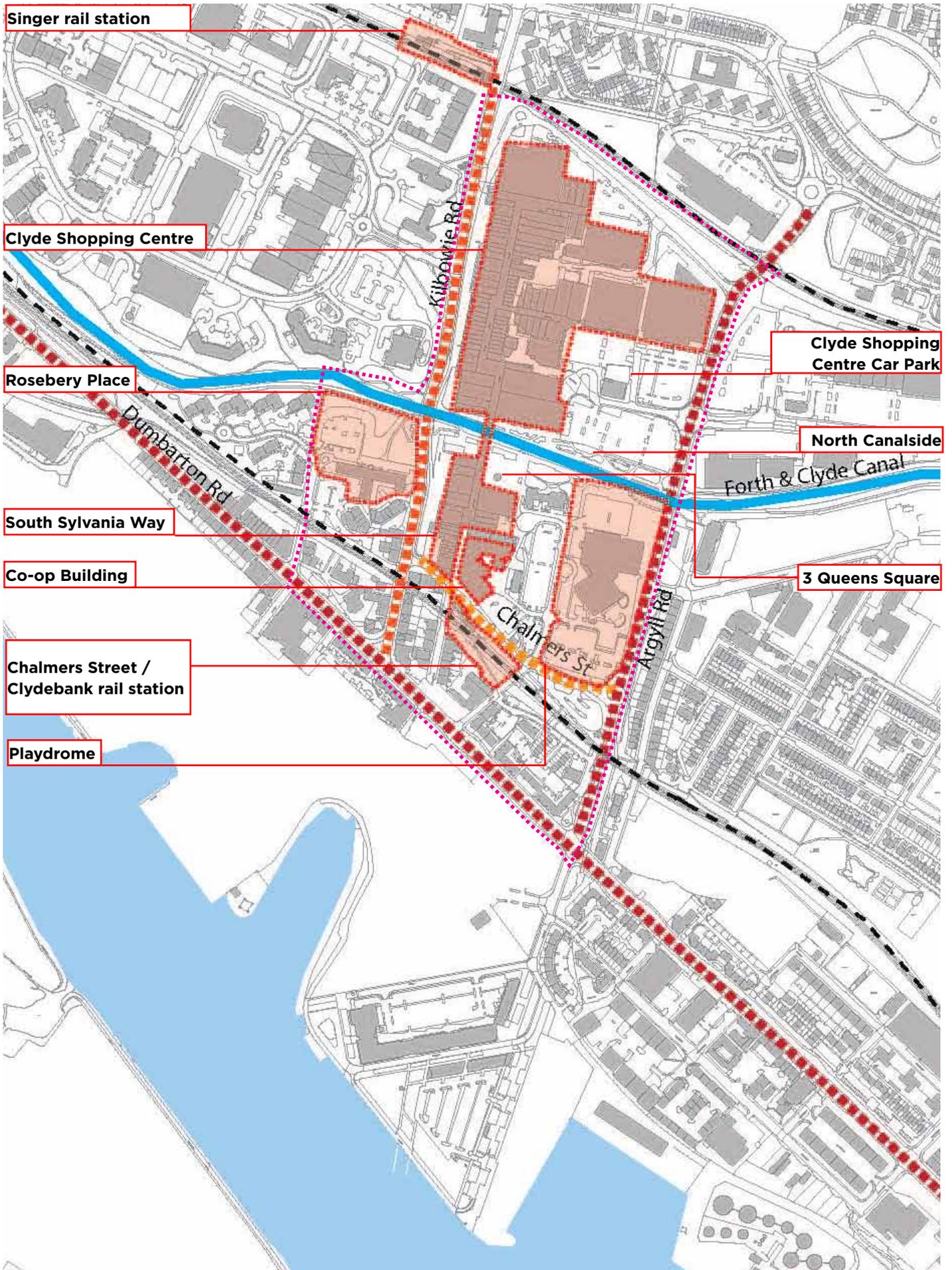
Within the study area the large expanse of the Clyde Shopping mall is immediately apparent, as is the adjacent 'big box' retail park to the east of the mall. South of the canal, within the study area, the urban form is more varied. The shopping arcade of South Sylvania Way, coalescing with the Co-op building is the largest building footprint in the area, with the soon to be vacated Playdrome a large, standalone presence to the south-east.

Between the railway embankment at Clydebank station and the Dumbarton Road is the last remnants of tenemental Clydebank, notably around Alexander Street, whilst Dumbarton Road itself has a combination of new and original tenements creating a strong linear edge to the south-west of the study area that encapsulates, just beyond the study area, the civic jewels of the Town Hall and Library.

The road network in and around the study area is typical of post-war comprehensive redevelopment and planning. The previous network of streets, lanes and rail sidings in the heart of the study area was removed and the town centre redeveloped within an area framed by two north-south roads (Kilbowie Rd. and Argyll Rd.) and the principal railways running east-west.

Within this parallelogram shaped zone there are no through roads, excepting Chalmers Street which operates as the de facto bus station for Clydebank. Otherwise the road network is limited to access roads to extensive surface car parking and circuitous service access.

The lack of 'streets' and predominance of 'roads' coupled with the lack of an obvious street hierarchy creates a location with a lack of coherence and clarity. Pedestrian routes, out-with the very pronounced north-south route through the shopping malls, are haphazard, informal and poorly defined.



Key Sites - location of principal sites considered during the Charrette

## KEY SITES AND ISSUES

### The Playdrome

The relocation of the Playdrome facilities to a new Leisure Centre at Queens Quay redistributes existing town centre activity to the riverfront. However it also frees up a significant, high profile site on Argyll Road adjacent to the rail and bus stations. Stretching from the rail embankment and Chalmers Street to the Canalside the site is largely flat and offers an opportunity to repair the fractured urban fabric of the south-eastern portion of Clydebank's Town Centre and the Charrette study area. The Playdrome is a large landmark building situated with expansive surface car parking and therefore fails to create a positive urban setting. Any redevelopment of this site has to help contribute to redefining the quality and human scale of Clydebank town centre.

Whilst there's scope for a range and mix of uses at this location following the demolition of the Playdrome it is vital that the opportunity to provide an enhanced setting for the historic canal, improved visual presence and interaction with Argyll Road and the repair and reinstatement of Abbotsford Road with carefully integrated urban design is not missed.



The Playdrome

### Rosebery Place

The Rosebery Place site has been largely vacated by West Dunbartonshire Council since the Charrette. Alongside the planned relocation of the Playdrome the move to new Council offices at Queen Quay is further redistribution of functions and key destinations within central Clydebank, which shifts the character and points of emphasis of the Town Centre.

This site has a high visual profile and is dominated by an unprepossessing Modernist office block. There is clearly scope to redefine this key site on Kilbowie Road, on the western fringe of the Town Centre and with a presence on the Canalside with which it needs to better integrate and engage. Regardless of land use any new development should seek to enhance Kilbowie Road and contribute to redefining its character as a pedestrian friendly street.



Rosebery Place Offices Building

### Chalmers Street / Clydebank Train Station

Chalmers Street is the de facto bus station for Clydebank. It is well located to serve the town centre, notably South Sylvania Way, and is located directly north of Clydebank Train Station. Whilst the location is good the quality of passenger waiting facilities and real-time customer information on-street is poor and could be greatly enhanced. Moreover road and path widths restrict access and waiting bus passengers can congest the footpaths thwarting general pedestrian access along Chalmers Street.

The Train Station is located on an embankment with level changes taken up by an array of external stairs and ramps to provide access to platform and ticket office level. Many aspects of these routes do not meet best practice design standards with respect to barrier-free inclusive access.

The prospect of an integrated transport 'interchange' within the heart of Clydebank that provides a safe, sheltered, attractive and welcoming environment within which to purchase tickets, obtain information and wait for bus and train services is a high priority.



View to the Clydebank Train Station from Chalmers Street

### South Sylvania Way / Coop Building

During retail opening hours South Sylvania Way is a bustling pedestrian street. After hours there is very little pedestrian activity and no 'evening economy' to speak of. Whilst the standard and range of retail offer is low there is a good level of activity in and around the shopping arcade during the day. At the southern end the Clydebank Co-operative is one of the town's landmark buildings; a cherished building and institution amongst the local community. The ground floor is currently in use but the upper floors are vacant.



The Coop Building - View from South Sylvania Way

### **A814 Public Realm**

Dumbarton Road/Glasgow Road used to be the heart of Clydebank; its 'High Street' and town centre. Historic photographs convey a sense of a lively town centre. It was also the interface between the town and the shipyards and with the closure of the industries the footfall has massively reduced. The 'High Street' has become a road, the A814, running parallel with the river and creating severance between Clydebank and the Queen Quay regeneration area in the former shipyard.

Dumbarton Road no longer fulfils the function of Clydebank's town centre, with the retail centre shifting northwards to the shopping mall and arcade. However it retains a civic presence with the refurbished Town Hall and the Library still landmark buildings on Dumbarton Road.

With the redevelopment of the shipyards, Dumbarton Road's role within Clydebank will shift again. It can become the link and interface between the existing town centre with its shops, leisure activities and public transport links and the mix of residential and non-residential uses envisaged at Queen Quay.

### **Forth-Clyde Canal**

Both banks of the canal in the study area have benefited from very high specification public realm investment, with quality materials and designed landscaping along the Canalside. The historic bandstand has been relocated at the edge of 3 Queens Square which itself has been refurbished, though it fails to enliven the Town Centre as it does not attract footfall, encourage dwell time nor support a range of events, as intended. Areas of the Canalside (eg. Dunnes Stores and at 3 Queens Square) have blank facades that further dissuade footfall and activity.

### **Kilbowie Road / Argyll Road**

Kilbowie Road (like Argyll Road) frames the existing Town Centre (and study area). Both are busy roads that are not pedestrian friendly, nor give a good first impression of Clydebank. Kilbowie Road is a particularly harsh setting compounded by the fact that the scene is dominated by views overlooking the rear service yards of Clyde Shopping Centre and South Sylvania Way.

Argyll Road is congested at peak times for the Shopping Centre and Retail Park, especially at the Livingstone Street roundabout. This, as well as the car parking, further discourages pedestrian connections around the periphery of the Town Centre.



A814 - View to the East



Forth-Clyde Canal Public Realm



A814 View to the East

### Clyde Shopping Centre

The Centre is laid out with a central mall running north-south perpendicular to the canal and parallel with the adjacent Kilbowie Road. The Centre is serviced by an access road that loops around the north and west, providing an unappealing frontage to Kilbowie Road. The mall generates significant levels of internal footfall, especially North-South towards South Sylvania Way and the canal bridge.

In common with other town centre malls the Shopping Centre is closed outwith retail opening hours which restricts 24/7 pedestrian access, diminishes any sense of 'public space' through the northern portion of the study area and reduces the prospect of 'evening economy' activity beyond the existing leisure uses including multiplex cinema east of the mall, away from Singer Station and Kilbowie Road.



Inside Clyde Shopping Centre

### Clyde Shopping Centre Car Parking

The eastern flank of the study area, both sides of the canal, is dominated by expansive surface car parking. Regardless of the redistribution and reallocation of parking to enable redevelopment of some of these sites (as referred to elsewhere in this report) the enhancement of the quality and layout of remaining surface car parking is required. The current car parking provision is unwelcoming, difficult to orientate around as a driver or pedestrian and has a very harsh and unappealing landscape setting.

Participants at the Charrette noted that they were dissuaded from coming to Clydebank town centre because of the confusing layout and pinch points on the road network. Whilst every effort has to be made to encourage increased patronage of public transport given good level of bus and train penetration into the heart of Clydebank, the improvement of an appropriate level of retained car parking (at grade and multi-storey) with better footpath connections, improved structure planting and real-time parking signage should be invested in to enhance the experience and orientation of visitors to the Town Centre.



Entrance to the Clyde Shopping Centre Car Park

## **TRANSPORT & ACCESSIBILITY ISSUES**

Transport Planning Ltd. undertook a series of site visits to survey, observe and analyse key issues in Clydebank Town Centre. Meetings / discussion were undertaken during the pre-Charrette period with West Dunbartonshire Council and other stakeholders. During the early stages of the Charrette numerous opinions were canvassed through structured workshops and drop-in events. Based on these initial discussions with Charrette participants, the following headline issues were identified, each requiring further consideration during the Charrette;

### **Existing Transport Interchange**

There was widespread opinion that the bus station and rail stations need to be significantly improved and the interchange between both needs to be better integrated. Most participants recognized that having a bus and rail interchange in the heart of the Town Centre was a significant asset but that enhancements are required to improve disabled access, lighting and passenger comfort. The frequency of train services stopping at Clydebank station was also raised by several participants.

### **Key Bus Stops**

Many Charrette discussions focused on issues at the key bus stops on Chalmers Street, the low usage of the old bus station and the lack of provision on Glasgow Road.

### **A814 Glasgow Road/ Dumbarton Road**

The section of the A814 Glasgow Road between Argyll Road/Cart Street and Miller Street/Hall Street is dual carriageway with a solid central reservation and limited crossing points. There is often parking on the nearside carriageway making pedestrian penetration to and from the town centre difficult.

At the time of the Charrette it was understood that existing traffic count data along the A814 Glasgow Road/ Dumbarton Road was dated and consequently timings at some of the traffic signal junctions on this corridor are inefficient and thus adding to peak hour congestion.

### **Argyll Road/Livingstone Street/Coldstream Road**

A recurring topic raised by many participants was that congestion at this roundabout is a major problem as it is the confluence for Linnvale residents as well as commuter and shopping traffic. Congestion at this roundabout during weekday peak hour and associated with access to the retail parks.

### **Argyll Road/Stanford Street Traffic signals**

Queueing traffic from these traffic signals can affect the operation of the Argyll Road/ Livingstone Street/ Coldstream Road (Clyde Shopping Centre) roundabout.

### **Argyll Road/Chalmers Street roundabout**

Progression through this roundabout can be challenging due to narrow entry lanes coupled with the significant amount of buses using this route.

### **Signage for those on Foot/ Cycle**

Some aspects of local signage in the town centre is poor, specifically when compared to the new signage erected around the canal.

### **Car Park Signage**

Parking signage is disjointed and signage showing car park capacities non-operational.

### **Alexander Street/ Hume Street**

Alexander Street and Hume Street were revised by Clydebank re-built. There was a new traffic signal junction formed from Hume Street onto Glasgow Road while the connection from Hume Street onto Chalmers Street was closed to through vehicular traffic. Alexander Street became a cul-de-sac at the same time. Scope to review / revisit this arrangement, at least the public realm treatment of Alexander Street, was discussed by several Charrette participants.

## SOCIO-ECONOMIC PROFILE

### Population

In the 2011 census the total population of Clydebank was **44,103** which was a **2.8%** decrease in comparison to the 2001 census (Source: GRO). By 2022 the population of West Dunbartonshire is projected to be 88,400, a **decrease of 2%** compared to the population in 2011. The population of Scotland is projected to increase by 4% between 2010 and 2022. (Source: SDS Regional Skills Assessment Glasgow & Clyde Valley: Nov 2014)

### Clydebank Ward Socio-Economic Profiles

Table 2.1 includes a summary socio economic profile of the three multi member wards that make up Clydebank. The population of the Waterfront ward that contains Clydebank Town Centre is 16,177. The % of children is 18.22% in Waterfront and near the Scottish average of 17.38%. The % of working age population at 64.22% in Waterfront is higher than the Scottish average of 62.79%. The % of pensionable age at 17.66% in Waterfront is lower than the Scottish average of 19.83%. The % aged 16-24 claiming benefits at 21.1% in Waterfront is considerably higher than the Scottish average of 12.7%. The higher % figures are also reflected in the 25-49 and 50-64 age groups and highlight some of the particular challenges of tackling disadvantage and inequalities in Clydebank. Average tariff score of pupils on the S4 roll: 2012/2013 at 188 in Waterfront is also lower than the Scottish average of 201. West Dunbartonshire headline economic indicators are summarised in Table 2.2 below.

18 of the 90 data zones or 20% in the Clydebank & Milngavie Scottish Parliamentary Constituency are in the 15% most deprived in Scotland based on the 2011 Scottish Index of Multiple Deprivation (SIMD).

**Table 2.1 Clydebank Town Centre:  
Multi Member Ward: Socio-Economic Profile: 2011**

1. Population	Central	Waterfront	Kilpatrick	Scotland
Total Population: 2011	14,647	16,177	12,719	5254800
Total Population - Children (%): 2011	17.61	18.22	19.34	17.38
Total Population - Working Age (%): 2011	59.77	64.12	61.54	62.79
Total Population - Pensionable Age (%): 2011	22.62	17.66	19.12	19.83
2. Economic Activity: Benefits				
% population aged 16 to 24 Claiming Key Benefits: 2012 Q04	20.7	21.1	19.9	12.7
% population aged 25 to 49 Claiming Key Benefits: 2012 Q04	27.8	23	21.8	15.4
% population aged 50-64 claiming Key Benefits: 2012 Q04	29.6	29.6	22	19
3. Education Skills & Training				
Average tariff score of pupils on the S4 roll: 2012/2013	176	188	183	201
4. Housing				
% of dwellings in Council Tax band A: 2012	35.65	20.73	20.91	21.85
House sales mean price	90,045	100,164	94,985	158,491
<i>WDC Ward Profiles 2011</i>				

**Table 2.2: West Dunbartonshire: Headline Indicators**

<b>Median Weekly Earnings</b>	<b>£497</b>	98% Scottish average
<b>Business Base</b>	<b>2,100</b>	-3% 2008-2013
<b>Total Employment</b>	<b>29,900</b>	-9% 2009-2012
<b>Projected Population (2022)</b>	<b>88,400</b>	-2%
<i>Source: SDS Regional Skills Assessment</i>		

## ECONOMIC & COMMUNITY DEVELOPMENT POLICY CONTEXT

The three relevant community and economic development policy documents that set the context for the Clydebank Town Centre Charrette and provided a number of assumptions that were used during the Charrette discussions were:

### 1. National Review of Town Centres: SG Action Plan (2013) & One Year On (2014)

The main focus of the review is on Community and Enterprise and the main themes highlighted are:

- Town centre living
- Vibrant local economies
- Enterprising communities
- Accessible public services
- Digital towns
- Proactive planning

The Plan includes **44 Actions** and sets an up to date context for Clydebank Town Centre. The '*Town Centres Action Plan*' recommends a 'town centre first' approach, encouraging pro-active planning in support of town centres. This approach is to be delivered through radical and innovative management, new generation action plans, health checks and new funding models being developed.

### 2. West Dunbartonshire: Economic Development Strategy & Action Plan 2011-16

The Action Plan Vision is:

**'To develop West Dunbartonshire as a place where people choose to live, work, visit & invest.'**

Key strategic drivers are:

- Stimulating economic growth & strengthening the business base
- Improving the skills of people & supporting them into work
- Creating a place where people choose to live work & invest
- Building stronger partnerships & new approaches to delivery

### 3. Community Planning West Dunbartonshire

The Priority Delivery & Improvement Groups are:

- Employability & Economic Growth: regeneration, supporting business formation & growth & development of tourism industry
- Children & Families: Early Years agenda: clear focus on Children & Young People
- Safe, Strong & Involved Communities: focus community safety & reducing any organised crime threat
- Older People: focused on delivering improved outcomes: national priority on 'Reshaping Care'

## DEVELOPMENT PLANNING CONTEXT

The two most relevant development planning policy documents are:

### **Clydeplan: Glasgow & The Clyde Valley Strategic Development Plan (2012)**

The Plan focuses on strategic issues up to 2030 and beyond, with the **Network of Strategic Centres, including Clydebank**, a Strategic Development Priority. Clydebank's challenges are identified as retail offer, expenditure leakage and its mix of non-retail uses. Future actions are identified as linking to the waterfront, promotion of development sites, and a new/improved public transport hub. Clydebank is identified as a Green Network Spatial Priority

### **West Dunbartonshire Local Development Plan (2013)**

The Proposed Plan has been modified to reflect the Examination Report and the Council now intends to adopt the Plan in early summer 2015. The main priorities for Clydebank town centre are to:

- Maintain attractive retail core
- Modernise town centre south
- Support redevelopment of the Playdrome site
- Support the evening economy and the leisure offer
- Protect the setting of the Forth & Clyde Canal
- Improve public transport facilities and accessibility

## PROPERTY MARKET ANALYSIS

The property market analysis is presented in Appendix 2 in the following sections:

- Context: economy and development plan
- Market Reviews
- Land and property projects

In summary the main findings were:

- Housing in Clydebank is found on the periphery of the town centre, with no large concentration in the immediate centre. However, there is a high demand for new housing in the area, particularly council-led social housing and family housing which would help to retain and increase the population in the town.
- Queen's Quay, the former John Brown Shipyard, extends to some 41 hectares and is an emerging residential location.
- Clydebank ranks 5th among Glasgow city-region retail destinations and operates not only as a convenient town centre and transport hub for the residents of the town, but as a major comparison shopping centre within the western quarter of the Glasgow city-region.
- However, Clydebank town centre, no different from many small to medium sized towns across Scotland, has lost trade and investment to newer, large shopping centres such as Braehead, Silverburn and Glasgow Fort. These newer centres have also secured leisure investment in the form of cinemas, restaurants and a broader range of fashion retailers.
- Clydebank currently exhibits substantial business space vacancies at Clydebank Business Park and Queens Quay. There are presently 81 available office spaces within 15 properties in Clydebank.



### 3. DESIGN CHARRETTE PROCESS



## PRE-CHARRETTE COMMUNITY ANIMATION & SCHOOLS INVOLVEMENT

In the two weeks running up to the Charrette, a team from arts organisation WAVEparticle hosted a number of community consultation events in and around Clydebank Town Centre. These events included:

- **Playdrome** at lunch time **Wed 4th Feb.** and **Clydebank Shopping Centre** on the afternoon of **Wed 4th Feb.**, striking up conversations with local people about aspects of Clydebank Town centre.
- **Y Sort It** Workshop with 12-15 year olds who attend the centre on **Wed 4th Feb 7-8.30pm**

After a briefing session in early January, on Thursday 22nd January creative workshops (1hr 40mins) were held in Clydebank High School (a.m.) and St. Peter The Apostle High School (p.m.) - with S1 to S6 pupils - hosted by Peter McCaughey, with Lizzy O'Brien, Lauren Coleman and Harald Turek from WAVEparticle and Chris Terris from URTV. Using a giant vinyl aerial photo of Clydebank Town Centre and the pre-printed 'Postcard from the Future', pupils were encouraged to envisage Clydebank in 2025.

After a presentation by Peter McCaughey explaining the concept of a Charrette and putting the workshop in context, followed by a group discussion, pupils were given a 'Postcard From The Future' and invited to write their ideas for the town centre on one side of the postcard and address it to themselves in 2025, when they would be approximately between 22-27 years old. The pupils were then invited to fill-in the blank space on the front of the postcard with drawings/ideas about how they wanted the town-centre to look in 2025.

The pupils and local people were also interviewed using the giant vinyl aerial photo. The resulting photos and recordings were used in an audio/visual presentation at the Launch & Closing Event.



Students Participating in the Charrette



Students participating in the Charrette



'Postcards from the Future'

**PUBLICITY**

The Charrette was publicised with articles in the Clydebank Post in the weeks prior to the events and on the West Dunbartonshire Council web site, with a dedicated page and Twitter account. Posters and flyers were distributed to local shops and community buildings. The Council's Facebook page was utilised to promote the Charrette and dedicated Twitter account (@CbankCharrette) was set up that had 82 followers. Two briefings were also e-mailed to more than 160 contacts on a database that was compiled by the Design Team.



Social Media activity



**CLYDEBANK TOWN CENTRE DESIGN Charrette: DAY BY DAY SUMMARY**

**Overview of Relevant Meetings**

The Design Studio was set up in the Reception Hall in Clydebank Town Hall and was operational from Wednesday 11 February late afternoon. Public presentations were the 'milestone' events at the launch on the Wednesday, Work in Progress Review on Saturday 14 February and the final presentation on 25 March and all three included exhibitions. Five targeted working sessions were organised through the four days. The Charrette also offered opportunities for the public and interested parties to 'drop in' to the Design Studio to have their say about the future development of Clydebank Town Centre. At the end of the process the Design Team presented a comprehensive Development Framework and Action Plan that included a series of development options for the main opportunity sites that had been agreed.

**Wednesday 11 February**

Prior to the Launch events an interactive discussion was held with 17 pupils and 6 adults from Clydebank High School, St. Peter The Apostle High School and Gavinburn Nursery. The young people highlighted opportunities in Clydebank Town Centre to:

- Provide more green space for active uses
- Further improve cycling facilities: safe routes and bike hire
- Improve the evening offer (café/restaurant) places to hang out other than McDonalds and the cinema
- Provide more employment opportunities in the town centre
- Ensure Queens Quay includes cafes and other public uses as well as the new Leisure Centre
- Titan Crane needs other supporting facilities
- Promote family facilities/events focussing on the Canal
- Provide space for young people starting a business
- Improve the train/bus interchange: better information/facilities
- Use the Town Hall for more events.

Flyer listing the Charrette events

**CLYDEBANK charrette**  
11-14 february 2015  
**@ Clydebank Town Hall**

**Launch Event** **Wed 11 Feb: 7.30pm**  
Set the agenda and share your views on Clydebank's Town Centre future Vision

**Design Studio** **Thur 12 Feb + Fri 13 Feb: from 9am**  
Drop-in to the Design Studio to discuss your ideas for Clydebank Town Centre

**Futurewalk** **Thur 12 Feb: 9.30am – 12 noon**  
A walk and talk tour considering Clydebank Past, Present, Possible.....

**Key Agencies + Council Officers Workshop** **Thur 12 Feb: 1.30pm – 4pm**  
Review of local, regional and national initiatives + policies

**Business + Community Workshop** **Thur 12 Feb: 6.15pm – 7.45pm**  
Opportunity to discuss achievements, challenges + opportunities

**Land/Building Owners + Developer's Forum** **Fri 13 Feb: 10.30am – 12 noon**  
Opportunity for interested parties to discuss development opportunities

**Traffic + Transport Walkabout + Workshop** **Fri 13 Feb: 10.00am – 12 noon**  
Opportunity to review challenges, opportunities and a way forward

**Weekend Pin-Up** **Sat 14 Feb: 10.00am – 12 noon**  
Work in progress presentation towards Clydebank Town Centre Vision + Action Plan

**CLYDEBANK charrette**  
11-14 february 2015  
**@ Clydebank Town Hall**

**Launch Event** **Wed 11 Feb: 7.30pm**  
Set the agenda and share your views on Clydebank Town Centre's future Vision

**Design Studio** **Thur 12 Feb + Fri 13 Feb from 9am**  
Drop-in to the Design Studio to discuss your ideas for Clydebank Town Centre

**Business/Community Workshop** **Thur 12 Feb: 6.15pm – 7.45pm**  
Opportunity to discuss achievements, challenges + opportunities

**Weekend Pin-Up** **Sat 14 Feb: 10.00am – 12 noon**  
Work in progress presentation of Clydebank Town Centre Vision + Action Plan

**Have Your Say about Your Town Centre**

The **Launch Event** was held at 7.30pm. Around 34 people attended the event. A brief welcome was made by West Dunbartonshire Council Councillor Lawrence O'Neill. After a short presentation from the Design Team, the plenary session focussed on a series of 'big questions' including:

- **What is Clydebank Town Centre's role in the city region?**
- **What is the Town Centre? 'Where is the heart?' - Now + 2025**
- **Where is Clydebank Town Centre going?**
- **What challenges/opportunities given relationship to Queens Quay, Business Park and other places?**

The outcomes of the discussion helped shape a vision for Clydebank Town Centre 2025 that is presented in Chapter 4

After the plenary session the attendees went into four smaller groups, who then helped set the agenda for the rest of the Charrette, by discussing an emerging **2025 Vision for Clydebank Town Centre and the main challenges**. The key issues that were identified are summarised in the Table below:

In 2025 a successful Clydebank town centre will be based on:
<p>1. Need a clear understanding of the town centre's <b>primary functions within the wider West Dunbartonshire/West Glasgow Metropolitan Area economy now &amp; in the future</b></p> <p>2. Need a wider employment base: business offer &amp; promote West College</p> <ul style="list-style-type: none"> <li>• Civic &amp; community role: events: civic heart: pride &amp; identity</li> <li>• Improved leisure: destination</li> <li>• Mix &amp; quality of retail</li> </ul> <p>3. Move away from a reliance upon retail to the provision of a <b>broader mix of commercial &amp; employment uses, leisure, community services &amp; residential</b>.</p> <ul style="list-style-type: none"> <li>• QUALITY places, uses, buildings</li> <li>• Transport interchange: rail/bus/taxi</li> <li>• Focus: Canal: routes &amp; linkages</li> </ul> <p>4. Ensure more of a <b>social destination where the public, commercial &amp; social functions can overlap</b>. Projects that promote enterprise, business incubation, creativity, culture, arts/music <b>stimulate the evening economy</b> &amp; appeal to young people will be crucial.</p> <ul style="list-style-type: none"> <li>• Joined up &amp; better connected town centre that encourages walking &amp; cycling</li> </ul> <p>5. Put a <b>focus on health well-being &amp; social justice</b>: tackling issues like community safety, proliferation of 'non retail uses' &amp; fear of crime: deliver more family friendly events &amp; facilities in the town centre. Safe, accessible &amp; friendly</p>
Transport, Access + Traffic Issues
<ul style="list-style-type: none"> <li>• <b>Linkages to and through</b> the core area and links towards other areas of the town including Queens Quay</li> <li>• <b>Crossing principal roads</b> e.g. Glasgow Road/Dumbarton Road/Argyll Road/Kilbowie Road Cycle facilities and links to the cycle routes</li> <li>• The <b>operation of the bus</b> services/facilities in the heart of the town, facilities at key stops (including footway widths/shelter provision/seating/lighting and provision of real time information) and the connectivity between foot/cycle/bus and rail.</li> <li>• <b>Train station facilities</b> and step free platform access</li> <li>• A broad review of <b>junction operation/car parking</b> and access points</li> <li>• A similar review but for <b>servicing access</b></li> <li>• Barriers to <b>movement/wayfinding</b></li> </ul>

**Thursday 12 February**

The morning of the second full day of the Charrette involved a **Futurewalk** led by Andrew Graham (Collections Officer, Heritage Team, Culture and Creative Learning, West Dunbartonshire Council). This was an ideal opportunity for the 15 attendees to go on a walk and talk tour of Clydebank Town Centre's past, present and possible. Andrew's insightful comments and anecdotes on key sites and building brought the town centres past life and highlighted the important role of companies like John Brown and Singer.



Futurewalk



Futurewalk



Futurewalk

37 people attended the early afternoon **Agencies Workshop** held at the Town Hall and this included the various statutory, voluntary, community organisations that have an interest in Clydebank Town Centre. Marco Biagi MSP Minister for Local Government & Community Empowerment also attended the event.

Big Themes that were discussed included:

- Clydebank has a distinctive story – let's make the town equally memorable : 'a sense of place and of itself'
- Raise the bar – Clydebank has delivered excellent quality before need to emulate
- Clydebank has significant opportunities – let's make the most of them to the wider benefit

The focus for the Workshop was a series of technical briefings and detailed discussion to refine some of the implications of the emerging Development Framework and Action Plan including in particular:



Futurewalk



### Emerging Areas of Focus / Opportunity

Charrette discussions

1. Town Centre + Queen Quay Connections
  - Canal to Clyde – water’s edge to water’s edge
2. Queens Quay is Key: Complementing not competing
  - Capitalising on investment
3. Town Centre Mixed Uses: Retail + much more
4. Evening Economy
5. Sense of Arrival / 1st Impressions: Transport + Access
6. Phasing + Delivery

10 people including Gemma Doyle (West Dunbartonshire MP) attended the **Tackling Pay Day Lending & Gambling Discussion** held on late Thursday afternoon. The discussion had been arranged because of local concerns about the number and clustering of some non-retail uses, such as betting offices and high interest money lending premises in Clydebank Town Centre. Evidence of the concern was the 4,792 reads & 63 comments on the Council Facebook account up to 11 Feb. WDC along with Glasgow City Council have been identified by Scottish Government to receive targeted support as a pilot to explore how supplementary guidance and local good practice could be established. The main aim of the facilitated discussion was to **scope out the initial** approach that WDC could take.

7 people attended the **Businesses & Community Representatives Workshop** on Thursday evening at the Design Studio. A wide range of issues were discussed particularly around the need to focus on local economic and community regeneration projects that will complement the physical Development Framework. The emerging four integrated themes were discussed namely:

- a. Boosting Enterprise: Existing & New Business;
- b. Consolidating & Extending Town Centre Living;
- c. Delivering Business Infrastructure;
- d. Investing In Well Being: Community Infrastructure & Third Sector.

The outcomes from the discussion were used to refine the Action Plan that is presented in Chapter 4. The strong overarching themes included:

- Focus on Placemaking, Business and Community
- Town Centre needs to offer more than just retail: residential can widen the mix of uses
- Respond to higher expectations: ensure town centre provides value service entertainment: back to being a destination: improve evening economy offer
- Improving connections to Queens Quay & tackle severance of Dumbarton Road: town centre is disjointed
- Promote more enterprise & entrepreneurship: use ‘meanwhile’ uses like TestTown
- Improve what is already good public transport provision: rail/bus interchange: cycle routes
- The Design Team continued to prepare plans, drawings and illustrations based on the emerging structuring principles that would be presented at the Interim ‘Pin Up’ Presentation on the Saturday.



Charrette participation

### Friday 13 February

The third full day of the Charrette included a Traffic + Transport walkabout led by TPL and attended by 15 people. Among the issues discussed were linkages **to and through** the core area, crossing Glasgow Road/ Dumbarton Road/Argyll Road/Kilbowie Road, congestion accessing the shopping centre car parks at busy times, and improving bus/train interchange.

**A Land/Owners & Developers Forum** was also held in the morning held at the Design Studio and attended by 12 people. This was an ideal opportunity to engage directly with individual property owners, housebuilders and developers to hear first-hand their view of Clydebank Town Centre and the emerging recovering property market. It was clear from the discussions that there was interest in residential development and specifically in Queens Quay. Local evidence was highlighted in the form of Barratt Homes who have seen good sales for recently released development in Kilbowie Road. Part of the challenge was to tackle the declining population in West Dunbartonshire by offering more housing choice. The forum agreed that the target markets in Clydebank town centre were affordable flats/houses and older peoples accommodation. A representative from Edinburgh House attended (who with Cerebus) have just acquired the Helical Bar interest in the Shopping Centre. The representative was part of a lively discussion on improving the evening economy including ideas for commercial leisure, family restaurants and improved cinema provision to appeal to a younger demographic and a wider catchment and introducing new uses in the Co-op building.

A **'Sense Check' Meeting** was held with 10 West Dunbartonshire Council technical officers and stakeholders at the Design Studio. This was an opportunity to review the strategic principles driving the Development Framework and Action Plan and some of the detailed emerging layouts. A result was that there was an opportunity for the Design Team to revise and refine the proposals to take on board some of the technical issues that had been identified. Meanwhile the Design Team continued to progress the Development Framework and the final presentation material.



Charrette discussions

### Saturday 14 February

14 people attended the **Interim 'Pin-Up' Presentation** and Exhibition on Saturday morning at the Design Studio in Clydebank Town Hall. The discussion focussed on the fundamental strategic interventions including:

- Playdrome site/Rosebery Place
- Sylvania Way South: Co-op building & Clustering of pay day lenders/betting
- Extending the range of uses - retail & promoting 24/7 access
- Public transport interchange
- Traffic circulation + parking
- Linking Forth & Clyde Canal to Queens Quay: walking/cycling network & Linkages
- Action Plan should include specific economic and community development projects.

Early studies for the potential development sites were shown. A number of people stayed on to hold one to one discussions with the Design Team.

### Thursday 25 March

44 people attended the two Final Presentations(3.00 & 7.00pm) **and Exhibition** at Clydebank Town Hall. The events included an exhibition of the Design Team's work and a final opportunity for one to one discussions with the Design Team and this was followed by a presentation of the emerging final Development Framework and Action Plan that is summarised and illustrated in Chapter 4 and 5. The Design Team's presentation included town centre context analysis and fundamental issues, spatial strategy, illustrated key strategic moves, Action Plan, schematic and layouts and diagrams that highlighted proposals to improve connectivity and develop key sites. This was final opportunity for individuals to interrogate the main strategic principles.



# 4. CLYDEBANK TOWN CENTRE: VISION & REGENERATION STRATEGY



#### **CLYDEBANK TOWN CENTRE: 2025 VISION**

As a result of the Charrette discussions the 2025 vision that was presented on the final day of the Charrette was:

**‘In 2025 Clydebank Town Centre is a lively, thriving destination of choice serving West Dunbartonshire and the west Glasgow city region. Benefitting from a waterside location on the Forth-Clyde canal with great connections to the regenerated Clyde riverfront, the Town Centre has been refreshed creating positive first impressions.**

*The Town Centre has been transformed with well designed streets and new buildings, an enhanced public transport interchange and a higher quality, more diverse mix of leisure, retail, creative and community uses. A family friendly evening economy has emerged and there’s a greater sense of ‘ownership’ and sense of pride amongst Bankies about their Town Centre.*

*The success of the Queens Quay redevelopment has complemented the Town Centre, attracting a new community that enjoys excellent connections to a walkable, compact mixed-use town centre and waterfront district.*

*Clydebank Town Centre is now recognised as an ambitious and enterprising place. It has a friendly, clean and green Town Centre: a community focussed, safe and dynamic place to live, work, visit and invest’*

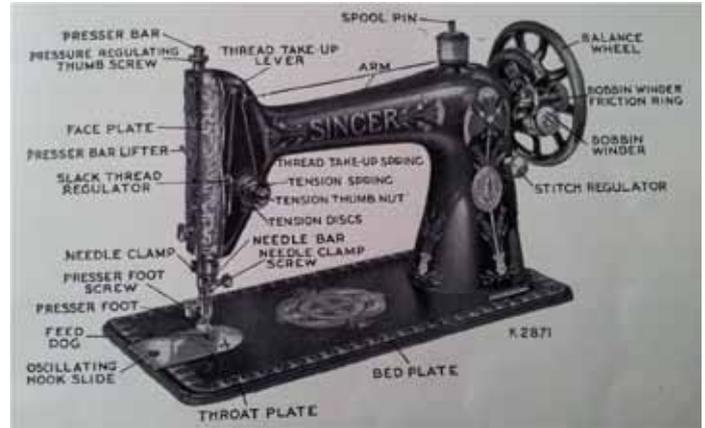
## CHARRETTE DISCUSSIONS: RECURRING TRANSFORMATIONAL THEMES



Big Ideas

The initial discussions at the Clydebank Town Centre Design Charrette launch event set the agenda in terms of responding to the ‘big questions’ that were identified in Chapter 3. Over the course of the Charrette a number of overarching transformational themes recurred including:

- The need to **refresh Clydebank Regional Shopping Centre** and cinema as a retail and leisure destination. Attendees referred to the attraction and catchment penetration that the Centre originally had when it first opened in 1982 but this ambition has to be set today’s context where the retail hierarchy is stretched and there is much more competition.
- At the same time there is a need to move away from a reliance upon retail to the provision of **a broader mix of commercial and employment uses, leisure, community services and residential in Clydebank Town Centre.**
- Clydebank Town Centre also has to **build on its loyal local customer base**, provide civic and community functions, accommodate events/festivals that will help **to build more civic pride in what could be the heart of the Clydebank.**
- **Improving walking and cycling connections** in what is a very compact Clydebank Town Centre will be crucial. A fundamental aim is to better link the Forth & Clyde Canal to the River Clyde and Queens Quay.
- The need to **focus on health well-being and social justice**: tackling disadvantage and issues like community safety, proliferation of ‘non retail uses’, fear of crime. Deliver more family friendly events and facilities in the centre could help improve civic pride in Clydebank Town Centre.



Fine Detail

### Big Ideas / Fine Detail

Given the Charrette’s scope and brief it was vital to consider a vision for Clydebank that was visionary and ambitious. However there was an equal emphasis on devising a development framework and action plan that was realistic and deliverable.

Given Clydebank’s heritage it was noted that Charrette participants were considering a place with a proud history of delivering big ideas and making things with a fine attention to detail. Participants were encouraged to seek to emulate this ability to think large scale and deliver in small increments to realise the overarching ‘big idea’.

## CLYDEBANK TOWN CENTRE: DEVELOPMENT FRAMEWORK & ACTION PLAN

The 2025 vision for Clydebank Town Centre aims to inspire, shape and direct the identification of projects and priorities across the overarching themes of place, business and community. The vision has helped shape the integrated Development Framework and Action Plan that were the main outputs from the Charrette and are summarised in Chapters 4 and 5.

The four main **Action Plan themes** are:

- Boosting Enterprise: Existing & New Business;
- Consolidating & Extending Town Centre Living;
- Delivering Business Infrastructure;
- Investing In Health & Well Being: Community Infrastructure & Third Sector

The main foci of the Development Framework are:

- Playdrome Site: Options for redevelopment;
- Rosebery Place: Design guidance for residential development
- Transport Interchange: Identification of a preferred site for public transport interchange
- Co-op Building: Upper Floors
- A814 Public Realm
- Canal-side Pavilions
- Clyde Shopping Centre Public Realm: Proposals for a sustainable future for the shopping mall
- South Sylvania Way: Opportunities & demand for a wider range of uses of existing sites:
- Kilbowie Road Enhancements
- Options for improved traffic circulation & parking management

The Development Framework and Action Plan are aimed **all partners across the public, private/business community and third sectors** for their commitment.

Emerging Design Proposals consider the following topics

- Town Centre + Queen Quay Connections
- Canal to Clyde – water’s edge to water’s edge
- Queens Quay is Key: Complementing not Competing
- Capitalising on investment
- Town Centre Mixed Uses: Retail + much more
- Evening Economy
- Sense of Arrival/1st Impressions: Transport + Access
- Phasing + Delivery

As far as possible the land uses proposed are commercial propositions based upon realistic prospects of development market demand for site disposals. These comments apply to the disposals of the Rosebery House and Playdrome sites, both of which are in the control of West Dunbartonshire Council.

Less commercial projects which are likely to require public sector intervention and funding support are:

- the re-use of the Co-operative building’s upper floors as the likely mix of users would not provide a commercially viable proposition;
- potentially, the assembly / coordination of land use interests to deliver Abbotsford Road and South Sylvania Way blocks; and
- creation of Canalside pavilions as these are likely to have high specification for leisure and / or cultural uses unable to fully fund commercially.

To the west of the core town centre, there may also be a case for market intervention in Clydebank Business Park, which is economically vital to Clydebank but is ageing and in multiple ownership with approximately one-quarter of the park vacant.



1. Existing Clydebank context: east-west transport routes segregating town centre from waterfront redevelopment including College and Hospital



2. Emerging Clydebank context: north-south routes extend to link town centre to proposed riverfront development



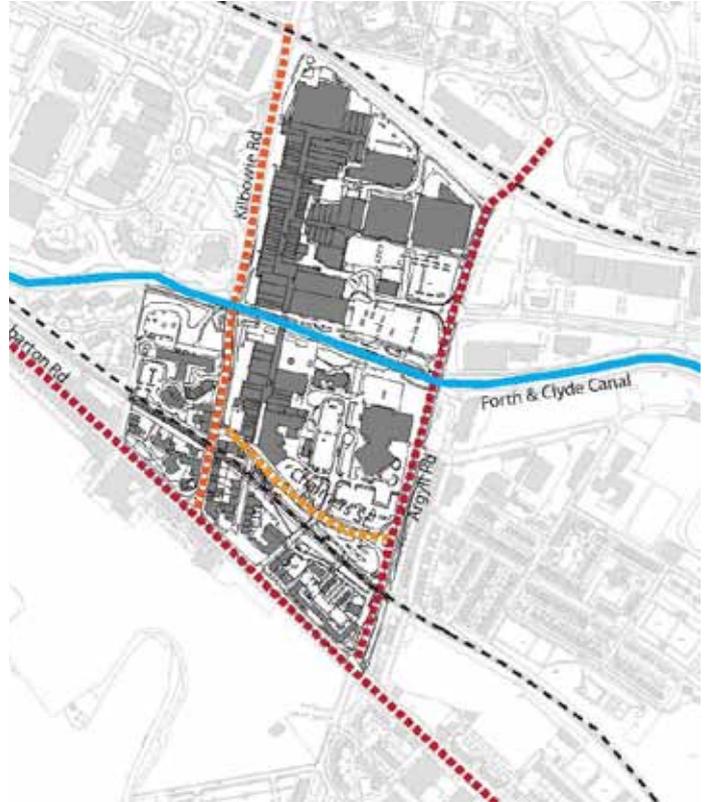
3. Town Centre + Queens Quay: existing and proposed development combines to create a mixed use town centre that links to the waterfront. The combined activities in the established town centre and the emerging mixed use development at Queens Quay should complement each other to increase activity in the town centre and linkages to the waterfront.

## SUGGESTED DEVELOPMENT FRAMEWORK

Clydebank Town Centre: As Existing



Study area framed by Kilbowie Road, Argyll Road, Dumbarton Road



Critical to the emerging Development Framework for Clydebank Town Centre is the need to improve connections to and through the Town Centre. This has to be considered within the changing context of Clydebank with the ambitious plans for Queen Quay being promoted by others at the time of the Charrette.

The prospect of approx. 1000 new homes at Queens Quay, a new Leisure Centre and relocated Council offices adjacent to the existing College building and potential other public and non-residential uses on the sites immediately south of the Charrette study area will shift the emphasis of the Town Centre in Clydebank and open up a new relationship for the town with its riverfront.

The Framework considers enhanced north-south connections through the study area and beyond, extending them across Dumbarton Road and into the heart of the Queens Quay development as a priority. The existing shopping mall and arcades already provide a pedestrian priority route that acts as the spine to the existing Town Centre and that encounters the bus and train stations and aligns with Alexander Street. This 'town centre spine' route is a very busy thoroughfare during the day that offers scope to extend into Queens Quay, culminating at a set piece space at the head of the former fit-out basin.

Enhancing this existing **north-south 'spine' route**, considering scope to encourage public access for its full length around the clock and encouraging positive evening economy and leisure opportunities at key locations from the Shopping Centre to riverfront is a fundamental challenge.

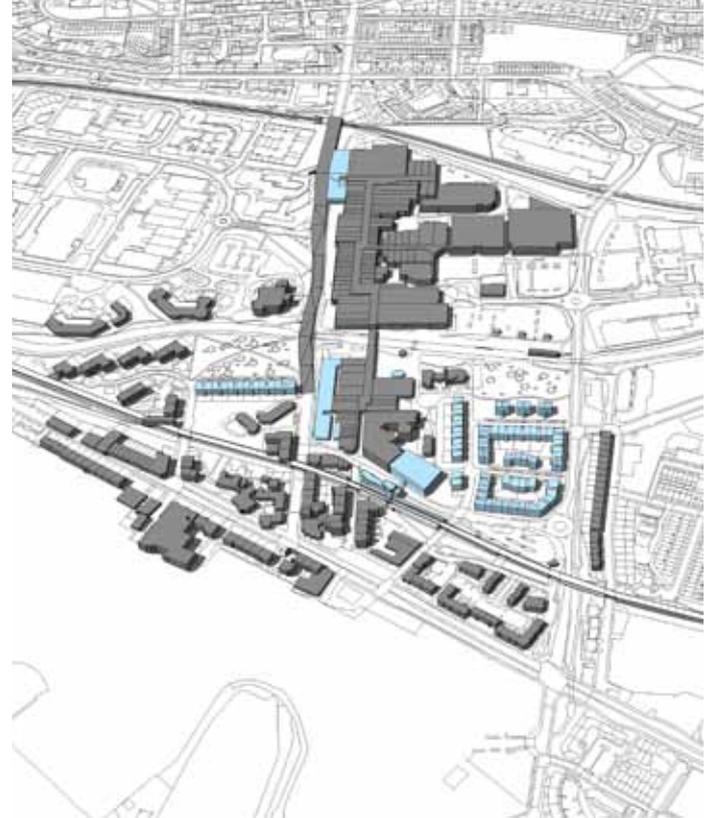
Altering Dumbarton Road to reimagine it as a pedestrian friendly street with ample opportunities to cross it at principal desire lines (notably on the 'spine' route at Alexander Street into Queen Quay) is crucial. Adjustments to Dumbarton Road to maintain adequacy of traffic flows whilst enhancing the public realm and reducing pedestrian crossing distances at key locations is vital. Similarly the crossing/underpass points to pass over the canal and under the rail lines need local enhancement to encourage north-south footfall.

Running parallel to the 'spine' route are the **north-south 'framing' routes** of Kilbowie Road and Argyll Road. These 'roads' need to be reconsidered as 'streets'. This is a significant challenge given the level of traffic and the lack of active building frontage on both routes. A programme of environmental enhancements, lighting improvements and future development opportunities fronting both streets are key to transforming their existing perception as negative edges to the Town Centre to redefine positive first impressions of a new central Clydebank.

Clydebank Town Centre: Suggested Development Framework



Clydebank Town Centre: Suggested Development Framework 3D Representation



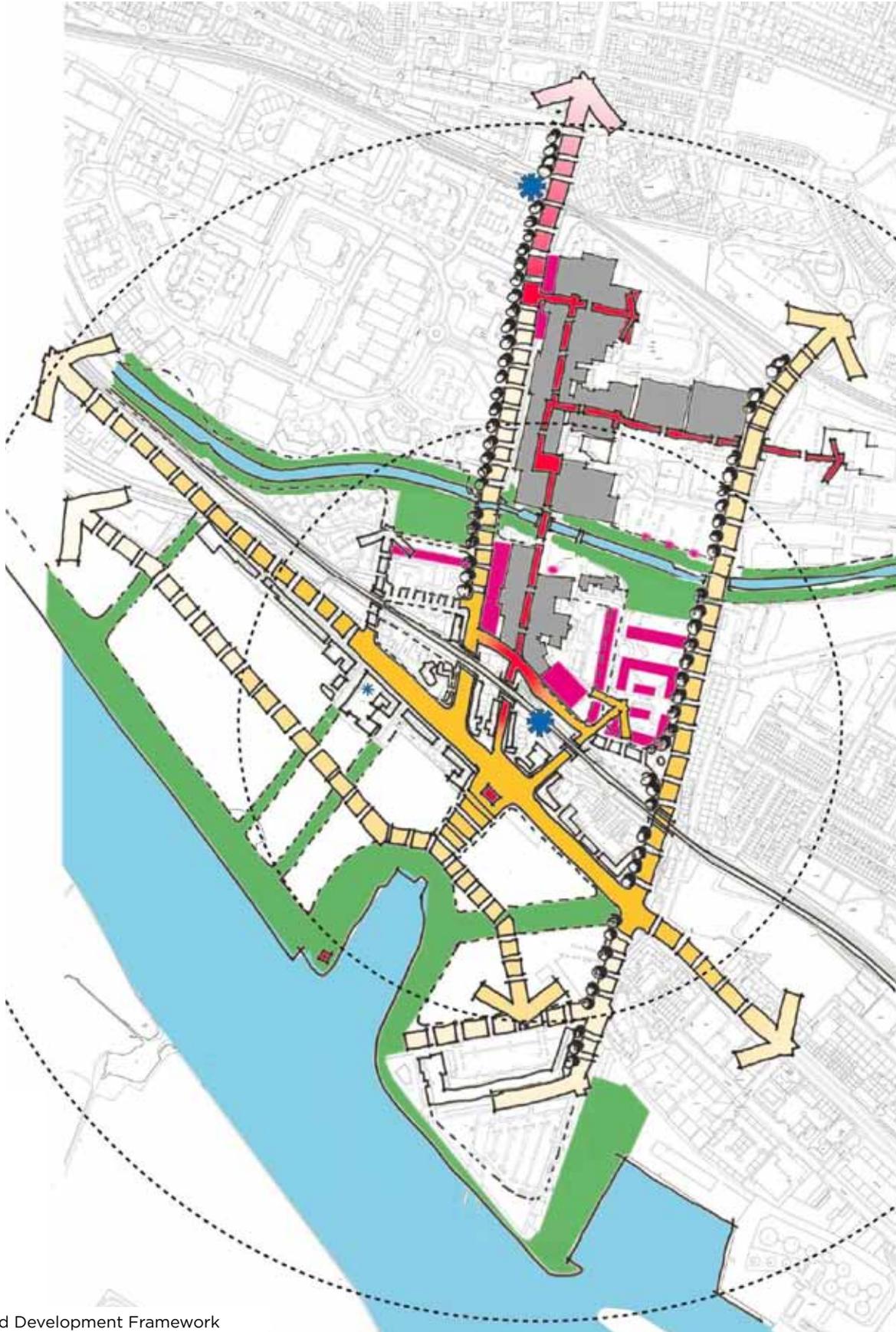
The warp and weft of routes crossing through the Town Centre require enhancements to the established east-west routes and edges that interface with the redefined north-south 'spine' and 'framing' routes considered above.

The **canal is one of central Clydebank's principal assets**. It has enjoyed recent public realm investment that has greatly improved its appearance. However, whilst it has a level of footfall and cycle traffic by virtue of its location on a wider regional path network, it fails to capitalise on its location. The Development Framework envisages retrofitting the dead frontages of the shopping centres north and south of the canal to enliven the existing setting, coupled with high quality pavilions extending the mix and duration of daily activity along the Canalside so that it becomes a destination in its own right. The lack of greenspace in central Clydebank was identified by participants in the Charrette and the Development Framework envisages that in parallel with an **extended green network** through Queen Quay that the Canalside is the natural location for a pocket park and destination play to create a vibrant, family friendly environment in the heart of Clydebank.

The Development Framework retains **an enhanced public transport interchange** served by bus and train at the heart of the Town Centre, in its current location. This is directly adjacent to the 'spine' route that binds the whole Framework together and serves Queens Quay as well as the Town Centre.

Dumbarton Road is the other principal east-west route that intersects with the main north-south routes listed above. Given the emergence of Queens Quay, Dumbarton Road will increasingly become central to the place again; the interface between the town and its regenerating riverfront. With the anchor of the civic hub of Town Hall and Library the redefining of **Dumbarton Road as a place that connects** the existing and new should result in it becoming a more attractive introduction to central Clydebank as experienced from the city regional arterial route of the A814.

Within this gridded framework of routes there are a series of sites that present themselves and, via incremental redevelopment, can redefine the centre of Clydebank. The larger sites of the Playdrome and Rosebery Place, dovetailed with the smaller infill development sites on Abbotsford Road would transform the southern portion of the study area, creating a **distinctive street hierarchy**. This urban repair would augment priority action to sustain uses in existing buildings, most importantly encouraging **greater use of the Co-op building and reconfiguration of South Sylvania Way** to present positive frontage to Kilbowie Road as well as the existing pedestrian precinct.





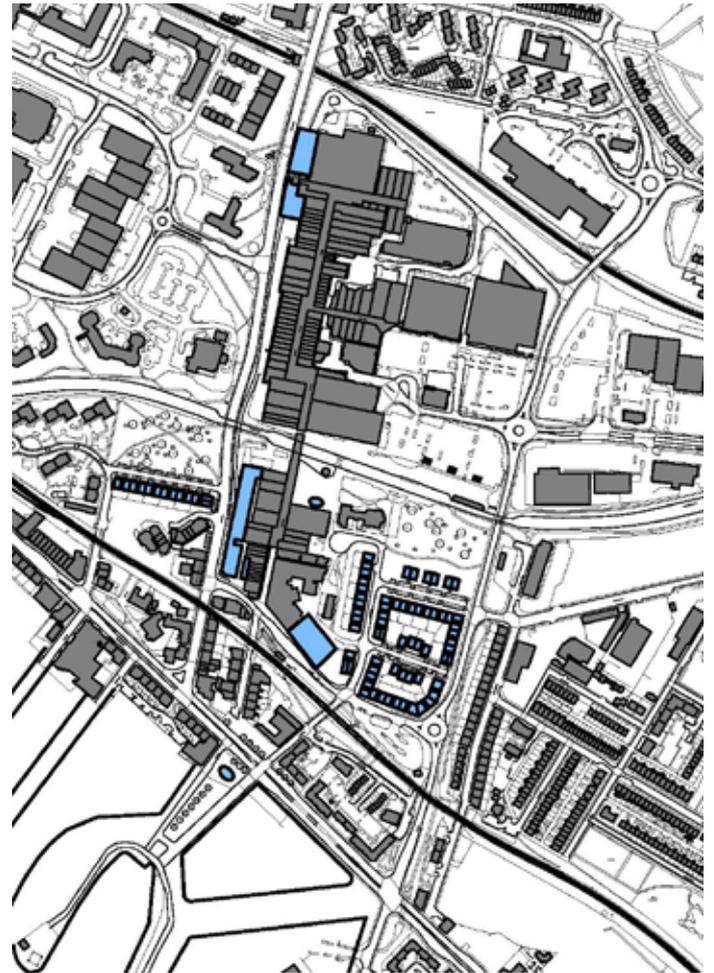
Clydebank: As Existing



Clydebank: Suggested Development Framework as Implemented



Clydebank: As Existing

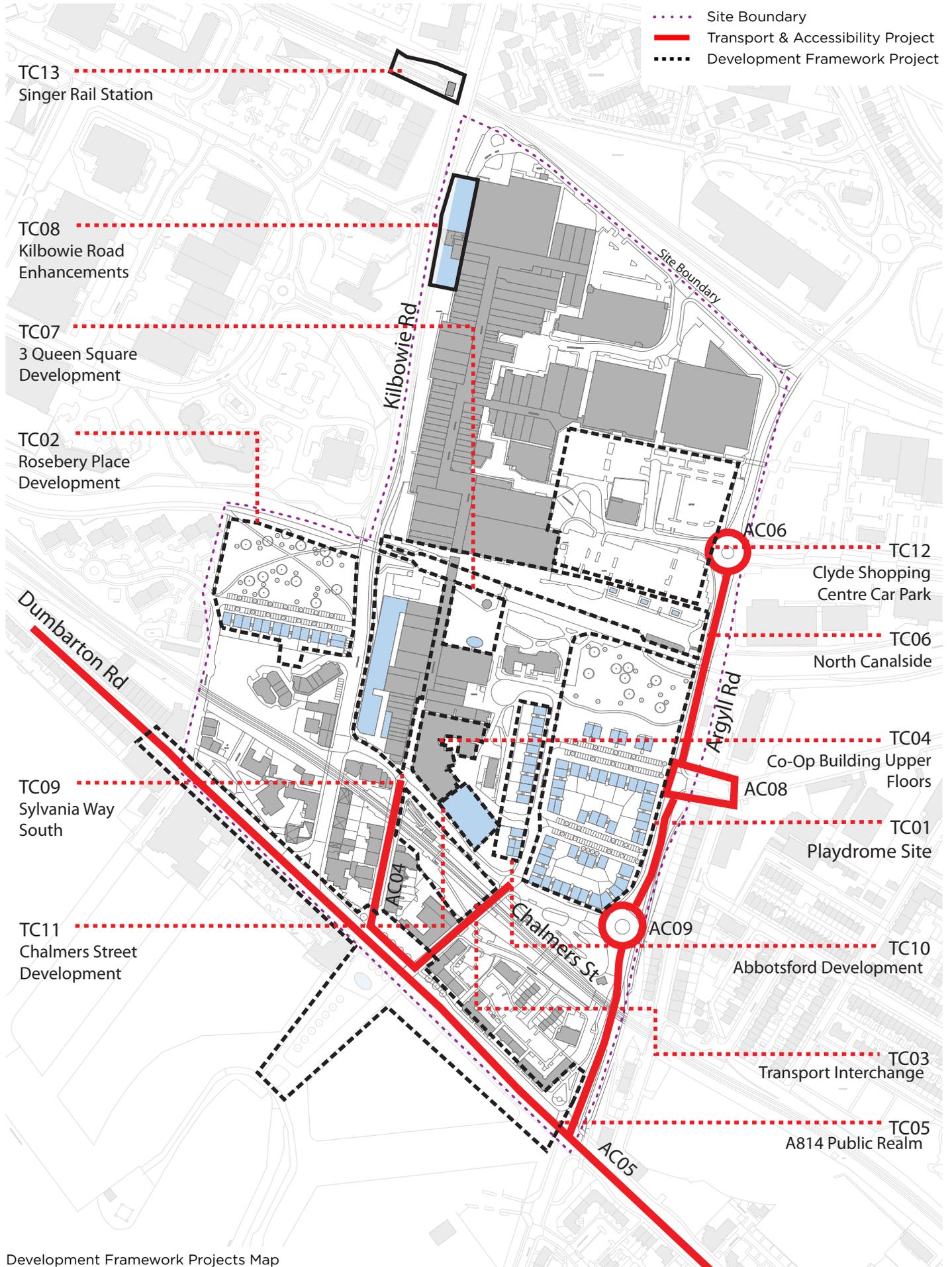


Clydebank: Suggested Development Framework as Implemented

Within the overarching Development Framework context there are therefore a variety of potential sites and physical interventions that have been identified by the study brief and in the course of the Charrette. These physical projects within the Development Framework support, and are supported by, the themes and initiatives outlined in the Action Plan.

The physical projects are considered in turn in the following section. Each can be taken forward separately but combine together to support the overarching Development Framework. Each project has been considered with regards to how it helps deliver the objectives of the Charrette Action Plan. The principal projects have been prioritised and are annotated on the facing page for cross reference. The projects are;

- TC01: Playdrome Site
- TC02: Rosebery Place Development
- TC03: Transport Interchange
- TC04: Co-op Building Upper Floors
- TC05: A814 Public Realm
- TC06: North Canalside
- TC07: 3 Queen Square Development
- TC08: Kilbowie Road Enhancements
- TC09: Sylvania Way South
- TC10: Abbotsford Development
- TC11: Chalmers Street Development
- TC12: Clyde Shopping Centre Car Park including Royal Mail Sorting Office / Argyll Road
- TC13: Singer Rail Station



Development Framework Projects Map

## TC01 - PLAYDROME SITE

This site, currently occupied by the Playdrome leisure complex, is the largest development site identified in the Clydebank Town Centre Charrette. It extends from Chalmers Street to the south to the Forth-Clyde to the north, between Abbotsford Road and Argyll Road. The site has been earmarked for redevelopment and was previously being considered for a food retail store.

The current Playdrome building is isolated from the rest of the urban fabric of central Clydebank. Any redevelopment should front Argyll Road, Chalmers Street and Abbotsford Road. Moreover, in response to recurring comments throughout the Charrette, and to augment other initiatives on the Canalside, it is suggested that the northern portion of the site is transformed into a pocket park with destination play facilities. The development on the remainder of the site should have a positive active frontage overlooking and engaging with the Pocket Park.

The site could accommodate a range of uses. Various scenarios considered during the Charrette included a mix-used residential led layout of tenemental flats creating a perimeter block fronting the principal streets and open spaces. An alternative was to envisage a large footprint, landmark leisure facilities, perhaps with associated pavilion restaurant/cafes along the park edge. The Charrette exercise illustrated the site's scope to accommodate a range of uses and building footprint, so long as the redevelopment provides a positive, active frontage to all four sides.



As Existing



Park Example



Playdrome Exterior



Residential Development: Illustration



Commercial/Leisure Development: Illustration



Examples of Similar Developments



## TC02 - ROSEBERY PLACE

Rosebery Place currently accommodates a four storey office block, which based on appearance was designed in the 1960/70s. The concrete frame building was occupied by West Dunbartonshire Council who have recently relocated. The building is also used by the Council's One Stop Shop (which is also scheduled to relocate elsewhere in central Clydebank).

The Charrette brief required that Rosebery Place be considered for residential development. There were a number of layouts developed in the course of the Charrette based solely on a visual survey of the site. Subsequently there was advice offered indicating that there may be areas of made ground with poor bearing capacity at the Canalside and that buried utilities/service are located along the car park access road to the north of the building. As with all site any development would require full site investigation to assess viability.

Options for redevelopment of the site could include;

- Retrofitting / remodeling the existing building to accommodate flatted development including recladding the existing structure
- Flatted development (3 to 4 storeys) or 3 storey townhouses on a footprint similar to that taken up by the existing building
- Subject to establishing the geo-technical characteristics of the site locating landmark residential 'pavilions' along the northern edge of the site to obtain views of the canal and to frame views from new development on the site of the existing office.

In all cases it is vital that the aspect from the Canalside is enhanced, that open space associated with the development, particularly to the north, positively contributes to the Canalside setting and that the site's relationship to Kilbowie Road is improved with frontage access and an appropriate 'landmark' corner at the eastern edge of the site.



Charrette Sketch - Development Option



As Existing



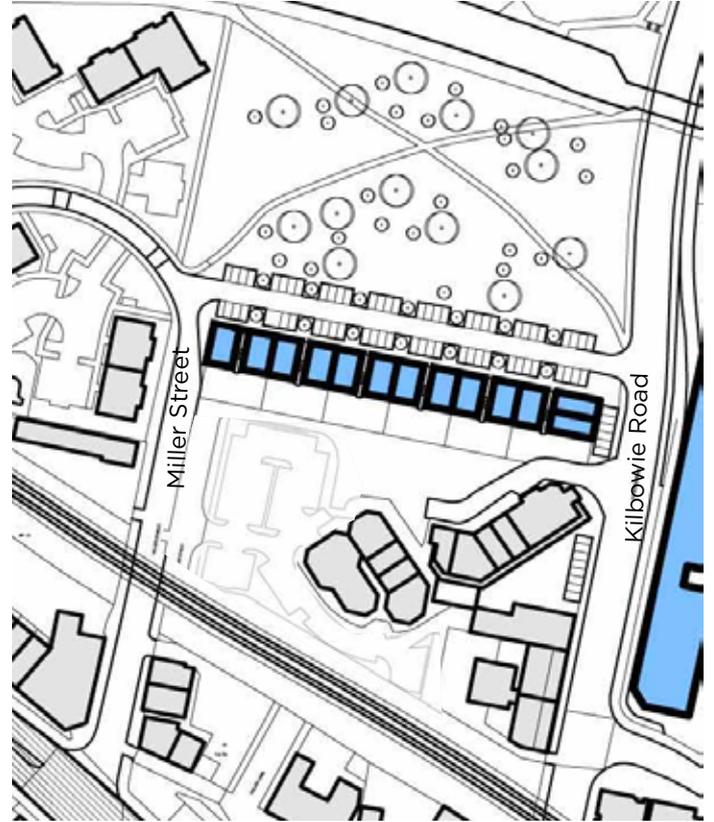
As Existing



Past: View to the South



As Existing



Illustration



Residential Developments by A-S:L



### TC03 - TRANSPORT INTERCHANGE

Clydebank is fortunate to have public transport facilities located right at the heart of the town. However, as noted elsewhere, neither the bus nor train station adequately meet current standards or passenger expectations. Nor do they provide a seamless interface between bus and rail travel, despite their proximity.

The Charrette Development Framework recommends that Clydebank needs to capitalise on this existing asset. As part of a wider initiative to encourage healthier active living, increased patronage of public transport, and reduce dependency of access by private car Clydebank Town Centre should be considered a walkable, pedestrian friendly environment well served by a quality public transport interchange.

Subject to detailed technical feasibility work there is clearly scope to improve a fully inclusive, step-free passenger environment fully accessible. The design solution sketched out in the Charrette envisages a combined bus and train ticketing and waiting concourse at Chalmers Street level, accessed at the junction with Alexander Street. Bus stances, with real-time passenger information for train and bus and enhanced, sheltered waiting facilities could then be located along Chalmers Street.

Both train station platforms would be accessible by lift and compliant stairs, beyond a revenue protection gateline. Waiting facilities would be provided on both platforms. The rail station would provide real-time travel information for both trains and buses serving the interchange.



View of the Co-op Building from Clydebank Station

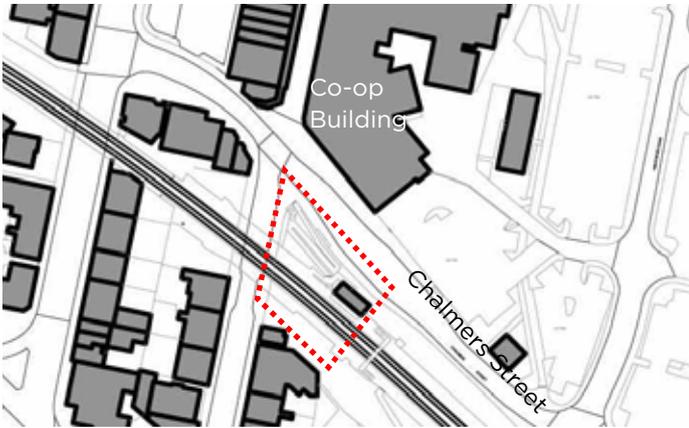


View From Clydebank Train Station

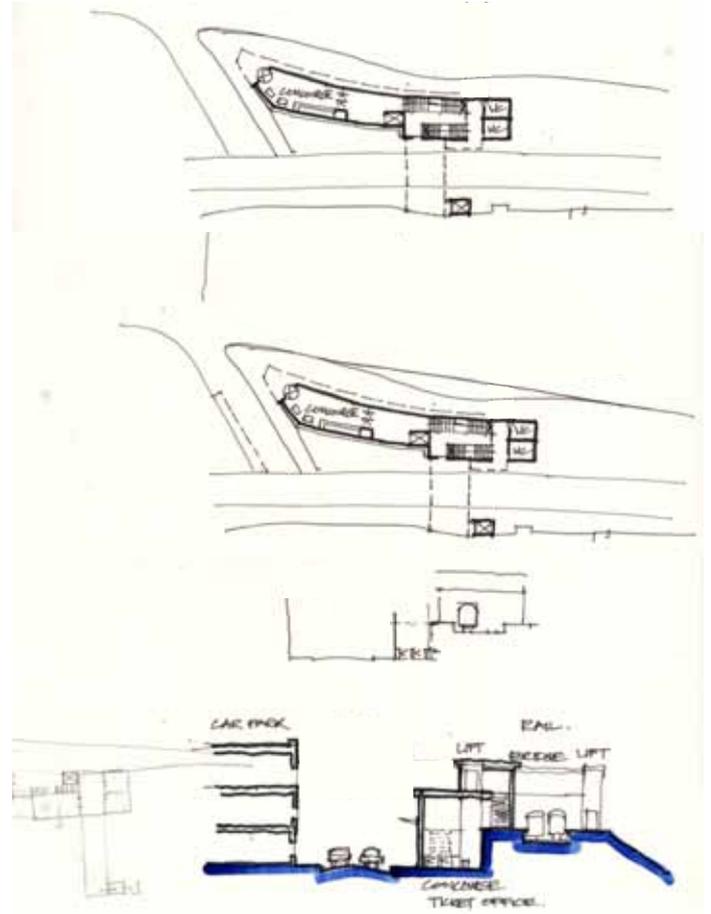


View of the Clydebank Train Station Entrance

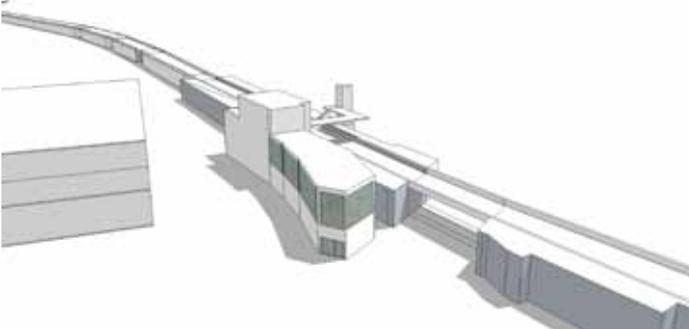
Charrette Sketches - Train Station



As Existing



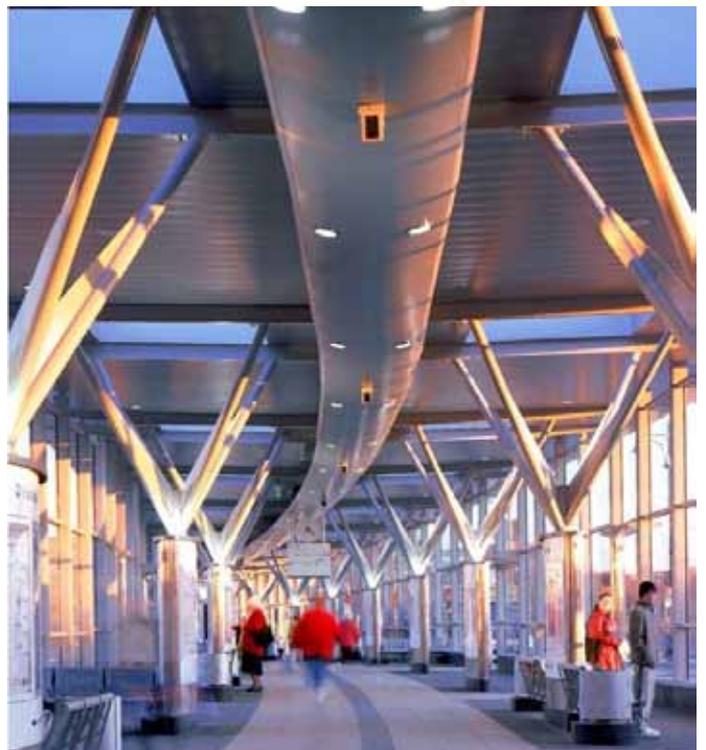
3D Illustrations of Train Station



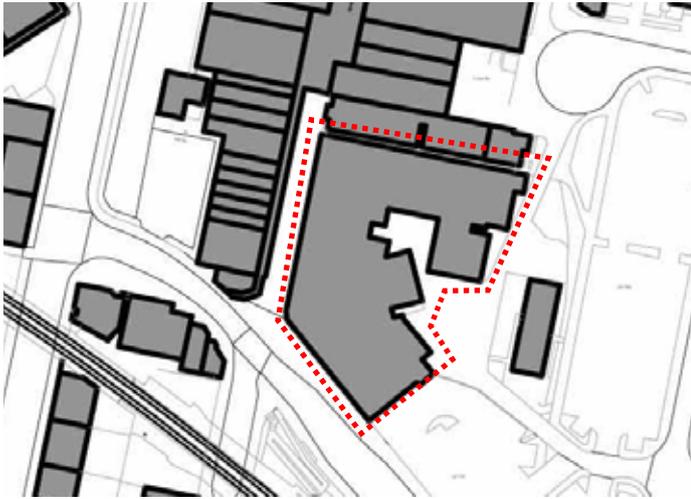
3D Illustrations of Train Station



Oldham Bus Station - A-S:L



### TC04 - CO-OPERATIVE BUILDING UPPER FLOORS



As existing



Co-op Building Past

The B Listed Clydebank Co-operative building is one of the most cherished in the Town Centre. It occupies a high profile corner location at one of the busiest junctions in the Town Centre and is one of the few pre-WW2 buildings in the retail core. It's a handsome 4 storey, red sandstone clad building with generous floor to ceiling heights, a full height atrium with rooflight and a deep-plan, as would be expected of a former 'department' store.

Currently the ground floor is occupied with some retail and a cafe. However the upper floors are vacant and the building is under-utilised. Concerns about its future were repeatedly expressed throughout the Charrette and there is an enthusiasm to ensure that the building remains and provides a positive use as one of the anchor points in Clydebank Town Centre's regeneration.

The building layout may, subject to a more detailed feasibility study, lend itself to vertical and horizontal subdivision. There could be a range of uses accommodated 'under one roof' and it may be there is scope, subject to agreement with the Clydebank Co-operative, for trial/meanwhile uses to be established in the short term to test the space and the demand for a range of facilities that may include; artists/creative studio workspace and display space; incubator units for new private or social enterprises; life-work units; flats; commercial or leisure uses and other functions, eg. West College Scotland.

The Co-op is a vital building in central Clydebank that provides an historic connection and holds a collective memory for many Bankies. It is vital that it continues to be a positive asset in the Town Centre and new, more intensive uses need to be established to maximise its potential.



Co-op Building Present



Example of Refurbishment

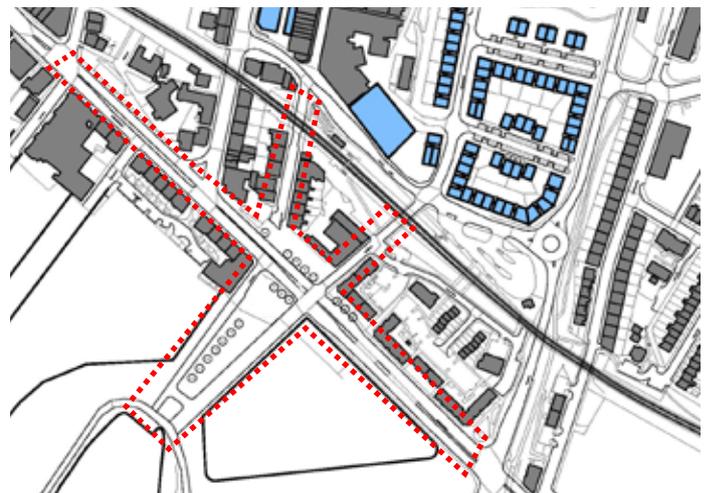


Example of Refurbishment

**TC05 - A814 / DUMBARTON ROAD PUBLIC REALM**



As existing



Suggested Urban Form

The Dumbarton Road creates ‘severance’ between the Town Centre to the north and the civic facilities, residents and services located on its southside. This issue will become more pressing as Queen Quay redevelopment progresses south of the A814. Connecting the Town Centre and Queens Quay is the highest priority emerging from the Charrette.

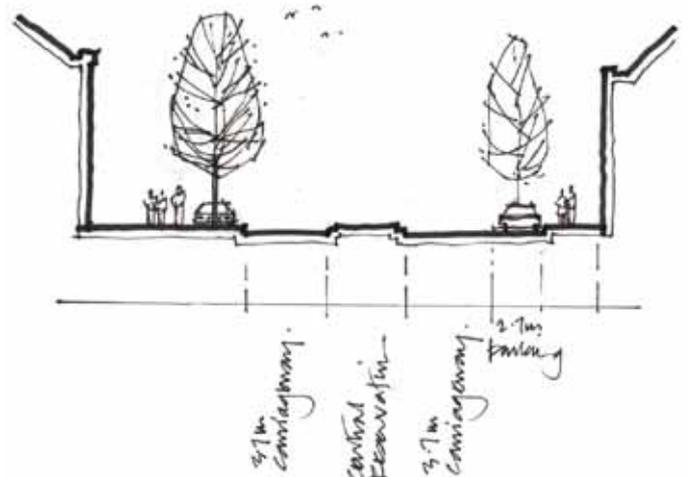
Dumbarton Road is a hostile environment for pedestrians. It is a dual carriageway with filter lanes for right turning vehicles at principal junctions. There is a raised central reservation along much of the length of the area of the A814 in the study area that creates a deterrent to pedestrians seeking to cross at location other than designated signalised crossing points. Much of the road through the study area, principally to the west of the study area accommodates on-street car parking that reduces the road width to a single carriageway. This stretch of Dumbarton Road has a sense of being car dominated and needs to be transformed to become pedestrian friendly whilst maintaining sufficient road capacity for current and projected traffic flows.

On key desire lines (most importantly on the key ‘spine route’ south from Alexander Street to Queen Quay) reduced crossing distances and improved public realm is required. Any signalised junctions need to be timed to enable ease of movement for pedestrian and cyclists. There needs to be better, connected cycle network infrastructure along and across the A814 to encourage non-car transport. Scope to reduce parts of this stretch of Dumbarton Road to single rather than dualled carriageways was discussed at the charrette to enable formalised on-street parking between pedestrian crossing build-outs, essentially formalising the on-street parking that already occurs. This needs further technical investigation and updated traffic counts are apparently being undertaken post-Charrette.

Dumbarton Road need to connect rather than sever two key components of Clydebank’s future Town Centre. The Charrette highlighted this and a programme of incremental improvements, coinciding with the phased progress of Queen Quay needs to be established. It would be beneficial if a pedestrian link from the head of the Queen Quay fit-out basin to Alexander Street could be taken forward as a priority, opening up pedestrian access to the waterfront and giving a more attractive route to the College and the Titan Crane.

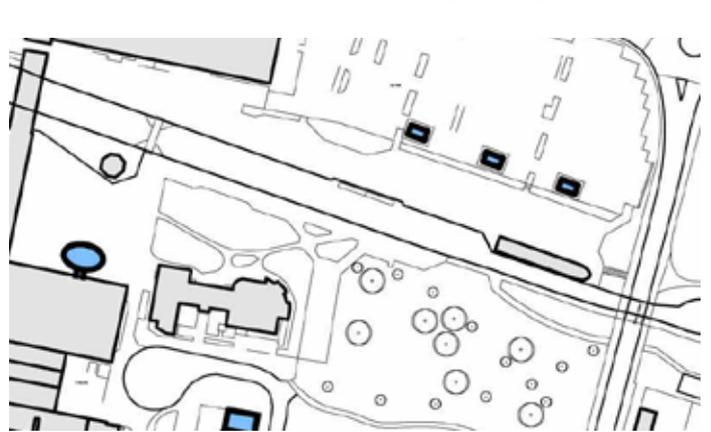


View to the North



Illustrated Section of Dumbarton Road with Street Parking

## TC06 - NORTH CANALSIDE



Both banks of the canal have benefitted from high quality, designed public realm. However both banks also need to attract and warrant a greater level of activity and footfall. There is currently significant footfall across the swan canopy pedestrian bridge linking the shopping mall and arcade, and there is also many pedestrians and cyclists passing east-west along the canal towpath and linking to the national path network along the Forth-Clyde canal routes. However, despite this 'passing trade' there are not many reasons for people to stop and dwell.

Along the northside of the canal there are two edge situations; the southern gable of the Clyde Shopping Centre and the southern fringe of the at grade car parking. Neither provides an active edge or backdrop to the public realm along the canal.

The Charrette proposals were therefore two-fold.

Opportunities, within an improved car park landscape setting, for high quality, well designed pavilions that could accommodate Canalside cafe/bar/restaurants with external terraces to enjoy a southerly aspect overlooking the canal should be explored. These pavilions could form part of the wider retail/leisure experience providing a draw through the day and evening; with quality lighting creating a waterside spectacle. They could also encourage passing walkers/cyclists on the canal network to stop and spend time (and money) in Clydebank as part of their route. The pavilion idea could be trialled on a 'pop-up' basis to test its viability. However it is felt very likely that providing a destination and 'wet-weather' draw to the area would enliven the Canalside.

In parallel with establishing pavilions on the canal there is scope to enhance the shop-front experience along the canal frontage of the Shopping Centre. Subject to more detailed feasibility it would be beneficial to provide canal frontage access to the anchor units at the southern end of the shopping mall, as well as improving the edge along the service yard and access to Kilbowie Road itself.



Examples of Temporary Pods



Examples of Temporary Pods

**TC07 - SOUTH CANALSIDE INCLUDING THREE QUEENS SQUARE DEVELOPMENT**

As Existing



Suggested



Similar issues persist on both sides of the canal. The recent public realm interventions are very welcome and enhance the landscape setting. There has been the (re)provision of external venues for events however many at the Charrette bemoaned the lack of an events programme with sufficient interest to draw people to the area, and this continues to be an issue.

As with the north side of the canal it was proposed that creating a more appealing 'draw' to the canal is needed. This could involve creating a signature building on the southern edge of 3 Queens Square to provide a more active edge, rather than the existing blank brick facade. These facilities would enhance the setting and encourage a diverse array of facilities as part of the 'visitor experience' to the retail and leisure core of the Town Centre. The reconfiguration of 3 Queens Square should be considered in tandem with the Canalside 'Pocket Park' referred to in TC01 Playdrome Site.



Three Queens Square As Existing



Clyde Shopping Centre Bridge at Night

## TC08 - TC09 - TC13 - SOUTH SYLVANIA WAY/KILBOWIE ROAD/SINGER STATION

Kilbowie Road creates a harsh, unappealing first impression of central Clydebank. It is characterised by clear views across the service yards of the Clyde Shopping Centre and the rear of South Sylvania Way, often from a higher vantage point given the road topography as it rises to clear the railway at Singer Station.

The northern stretch of Kilbowie Road is particularly busy as pedestrians access the Shopping Centre at higher level from Kilbowie Road.

Softening this harsh environment is a significant challenge. Without radical realignment of the shopping centre layout the western edge of the study area will continue to be a service yard, overlooked from Kilbowie Road. There were four principal proposals that emerged from the Charrette;

1 – the provision of improved landscape treatment to the site boundary. This will require further detailed investigation but there may be scope to provide planters along the western boundary to create a green / soft edge to the site screening views across the service yard. Any intervention would have to maintain service access to the Centre and should be coupled with a programme of lighting enhancements.

2 – creation of a new platform with additional retail space fronting Kilbowie Road and the access to the mall (at the location and level of the existing pedestrian footbridge accessing the mall). Given the bridge demonstrates that there is adequate clearance for service vehicle access at the lower level there should be scope to investigate the feasibility of extending the mall with units at Kilbowie Road 'street level'. This would create a positive frontage in a location with high footfall and give a far better 'first impression'.

3 – the reconfiguration of the shopping arcade between South Sylvania Way and Kilbowie Road to create dual frontage to both (developing the service yard) creating active street frontage to Kilbowie Road, Chalmers Street and South Sylvania Way, with front service access. There would be scope to put non-retail use at first floor level.

4 – enhance visual presence of Singer Station. Make environmental, lighting and signage enhancements at Kilbowie Road level for the entrance points into Singer Station.

Individually and in combination these measures would transform Kilbowie Road into a far more appealing western edge for the Town Centre.



North Entrance of the Clyde Shopping Centre



Kilbowie Road



Clyde Shopping Centre Facade on Kilbowie Road

As Existing



Suggested Frontage



**TC10 - ABBOTSFORD ROAD DEVELOPMENT**



As Existing



Suggested Residential Development

Abbotsford Road currently lacks any definition. It is essentially an access road to car parking and service yards. The rear service yard areas of the buildings on South Sylvania Way are revealed in full view. There is a reasonably recent Credit Union building that has been located without any regard for a restoring the historic street pattern.

The Charrette proposals recommend creating a perimeter block with the existing buildings by placing development along the western side of Abbotsford Road, facing the redeveloped Playdrome Site. These projects, in parallel, would restore Abbotsford Road. It would also create a secure and screened service courtyard. It may be that there is scope to incorporate the Credit Union building into the new urban block.

Frontage access on Abbotsford Road for flatted development over non-residential uses would encourage an active street and help repair this area of Clydebank and assist in extending the gridded network of streets throughout a regenerated Town Centre.

The incorporation and reprovision of displaced parking would be part of a wider parking strategy in the Town Centre, as mentioned in the Transport & Accessibility section.



Chalmers Street



Chalmers Street

**TC11 - CHALMERS STREET DEVELOPMENT**



As Existing



Suggested MSCP

In a similar vein to Abbotsford Road there is scope to develop on or over the existing Co-op car park on the north side of Chalmers Street. This would help 'complete the block' and would extend active frontage along Chalmers Street. It may also provide accommodation for passenger facilities associated with an on-street bus station at this location. Upper Floor could accommodate a range of uses.

There is a large electricity sub-station in this location and it would have to be factored in to any feasibility study to redevelop this site.



View from Argyll Road



View of the Site from the Train Station

**TC12 - CLYDE SHOPPING CENTRE CAR PARK INCLUDING ROYAL MAIL SORTING OFFICE/ ARGYLL ROAD**

The Clyde Shopping Centre Car Park is located north of the Forth and Clyde Canal, on the eastern flank of the study area. It is accessed through Coldstream Road, via the roundabout on Argyll Road and Livingstone Street. It is described as a difficult to orientate car parking provision, for drivers and pedestrians alike. Its vast size and undivided layout create a very harsh and unattractive setting. Additionally, congestion at the Argyll Road - Livingstone Street roundabout during weekday peak hours make parking in the Clyde Shopping Centre even less welcoming. This was a recurring concern raised by Charrette participants.

Improvements to the roundabout would assist with traffic circulation and significantly reduce congestion and pollution.

In order to enhance the shopping experience, it is recommended that a more attractive car park is introduced on this site, within a greener structured landscape setting, with clearer routes for pedestrians and cars. Better footpath connections would be beneficial not only for the pedestrians moving through the car park but also for the public space along the north side of the Forth and Clyde Canal, connecting it with the Commercial facilities on the northeast of the study area.

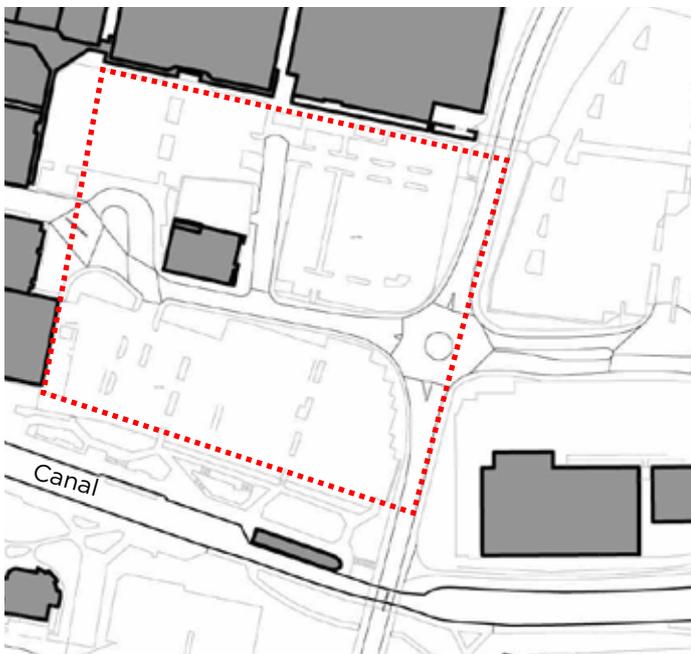
The presence of the Royal Mail Sorting Office is incongruous. When assessing the scope to re-arrange the car park and bus stances layout, the Sorting Office site should be considered as part of a comprehensive review.



Car Park North of the Canal



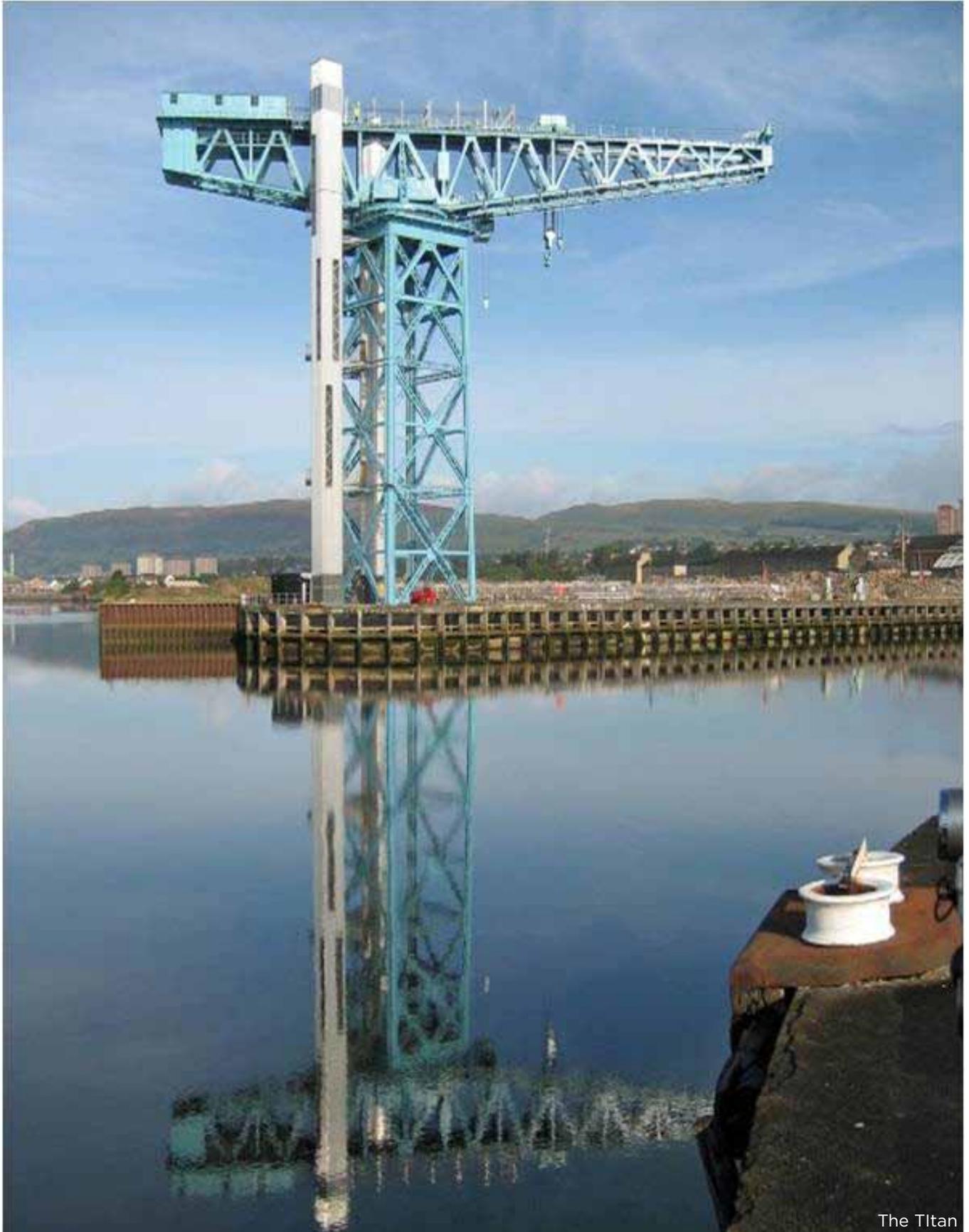
As Existing Aerial Image



As Existing



Suggested Traffic Arrangement for Parking Access



The Titan



3D  
GUINNESS  
BRING IT TO YOU

John Browns

Acoustic Night  
Summer 2016  
Function  
Line

STIRLING & GILMOUR  
solicitors & notaries

Looking Good

0141 851 240  
SKIN HEALTH & BEAUTY CENTRE

Low bridge  
4.1m  
13'6"

S062 MWF

## 5. CLYDEBANK TOWN CENTRE: ACTION PLAN & DEVELOPMENT FRAMEWORK

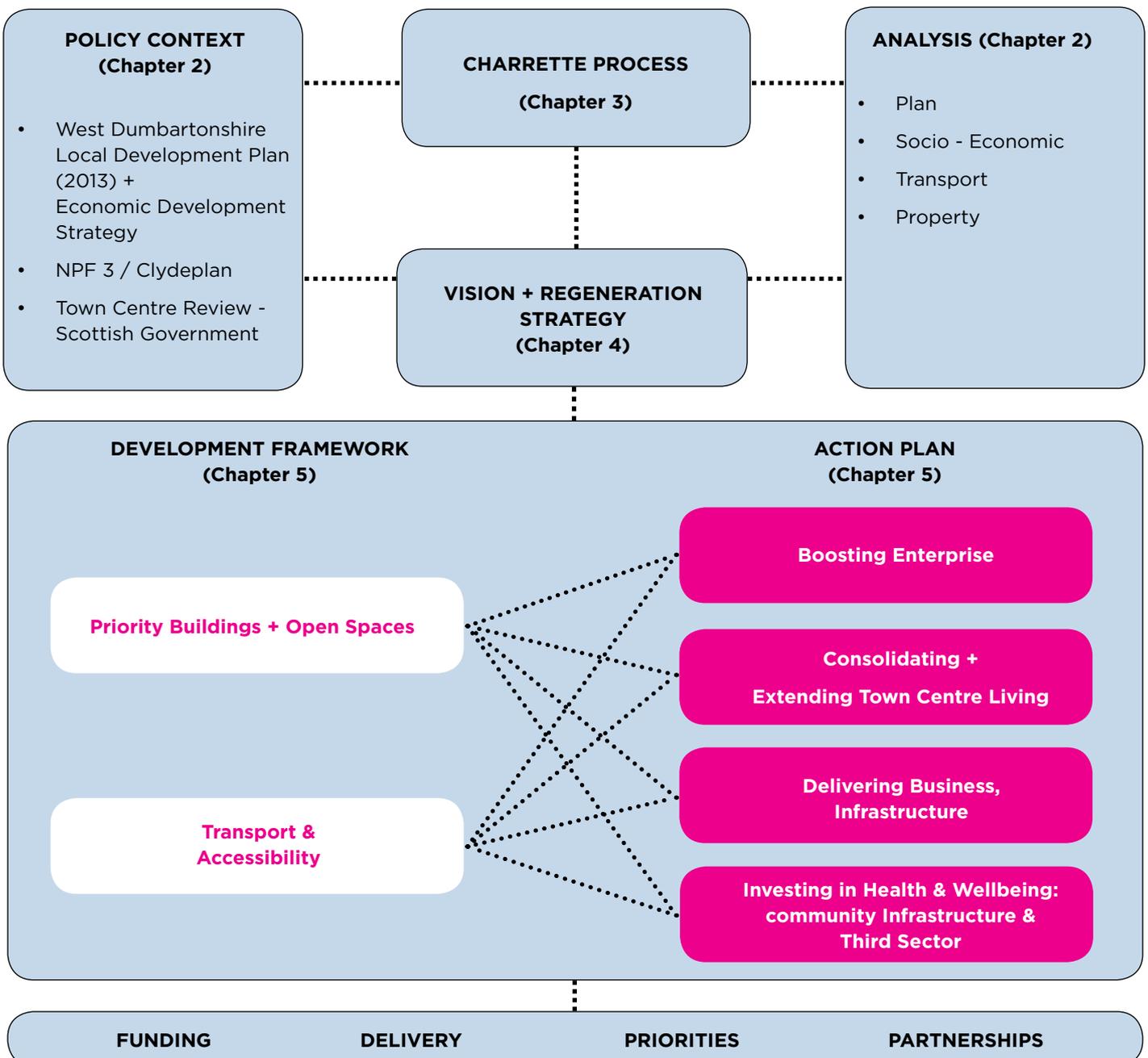


## INTRODUCTION

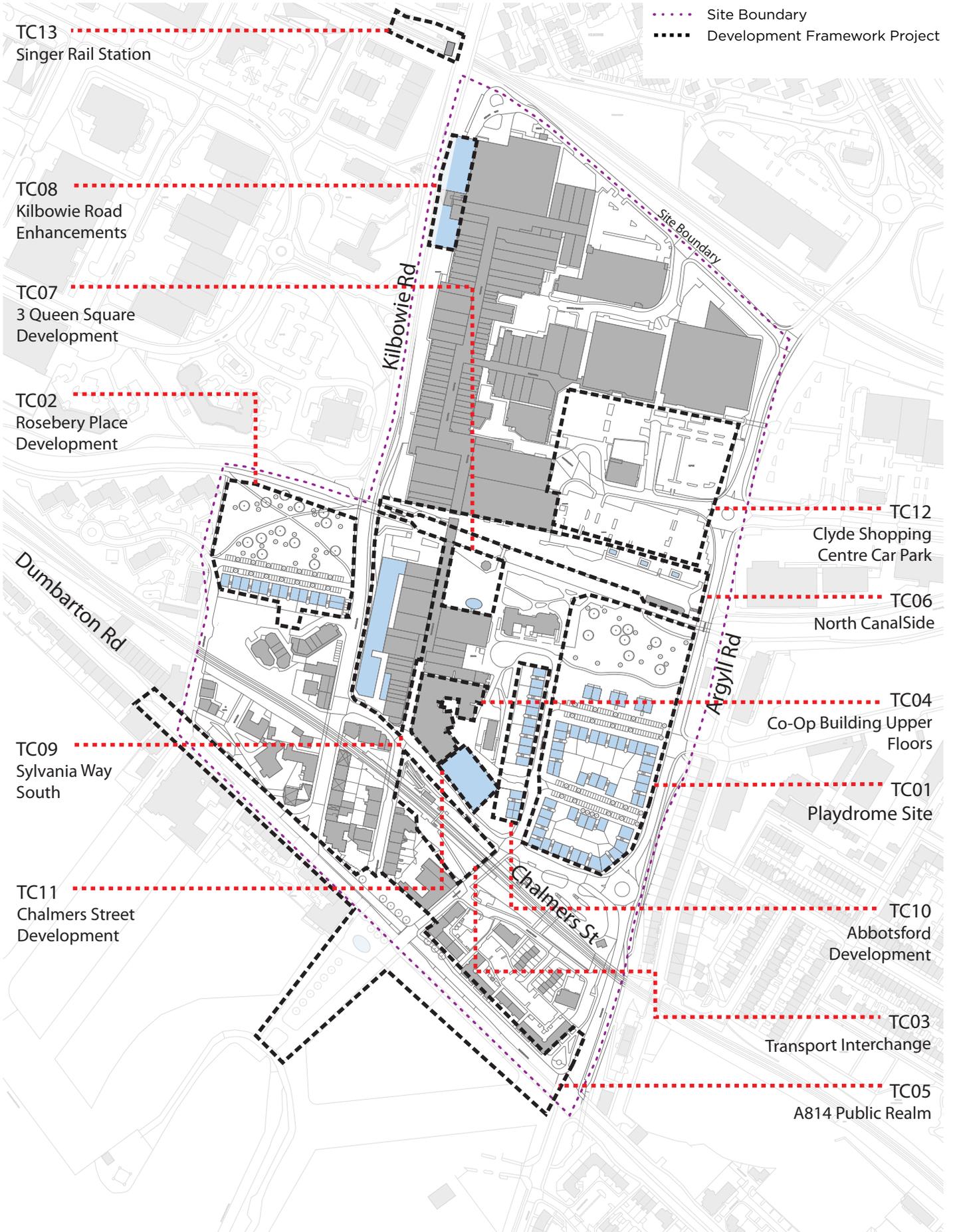
This Chapter outlines the outcomes from the Clydebank Town Centre Charrette. The suggestions for future development and action cover physical, social and economic projects. These have been arranged into a Development Framework for physical interventions and an Action Plan covering economic development initiatives.

The Development Framework and Action Plan inter-relate and support each other to ensure a coherent, whole-place approach. Both the Development Framework and Action Plan are organized into themes with short, medium and long term actions outlined for each project listed in the schedules.

These suggested actions are aligned with national and local policy and work towards the Vision and Regeneration Strategy developed through the Charrette process. The diagram, adjacent, confirms the relationship between the Development Framework and Action Plan.



**CLYDEBANK CHARRETTE DEVELOPMENT  
FRAMEWORK PROJECTS MAP**



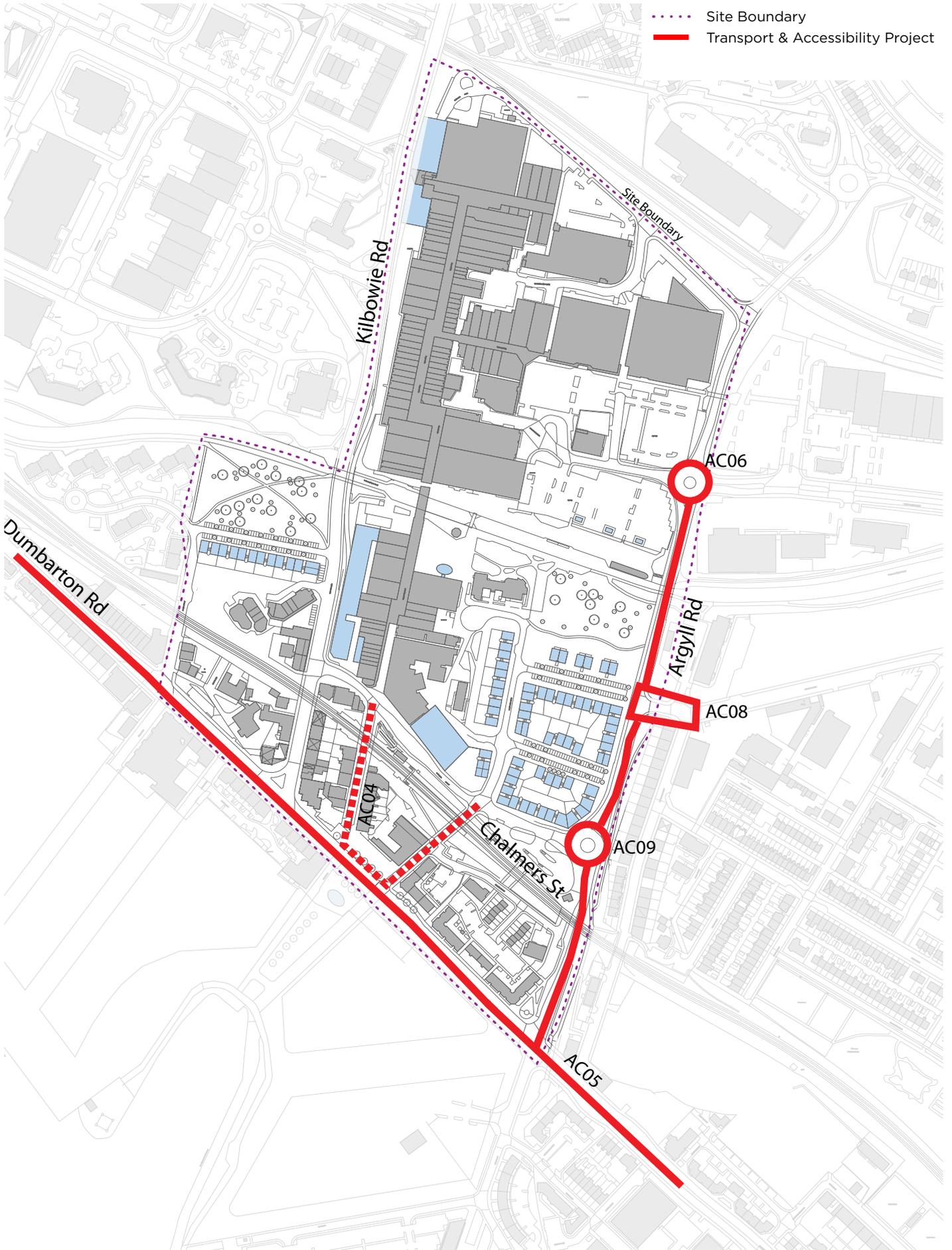
**CLYDEBANK CHARRETTE DEVELOPMENT  
FRAMEWORK TABLE**

Project	Description / Justification	Next Steps	Timescale	Participants
TC01 - Playdrome Site	<p>Site of Playdrome which is being relocated to Queen Quay. Largest single development site in the Town Centre. Important setting on Forth-Clyde canal.</p> <p>Vital to improve frontage / relationship of redeveloped site with positive, active frontages to Argyll Road, Chalmers Street, Canalside and Abbotsford Road. In response to Charrette participant comments scope to provide pocket park on south side of canal should be considered as part of site redevelopment.</p> <p>Variety of land uses and building layouts possible at this location within mixed use town centre.</p>	<p>Prepare a Development Brief confirming site capacity, indicating key urban design and place-making principles.</p> <p>Market the site considering mix of uses with respect of the wider, suggested Town Centre Development Framework.</p>	2015/16 - 2016/17	<p>WDC</p> <p>Developers</p> <p>Scottish Canals</p>
TC02 - Rosebery Place Development	<p>Site of former Council Offices. Identified in emerging Local Development Plan as being available for redevelopment for residential uses, within the wider context of residential led regeneration of Queen Quay.</p> <p>Charrette sketches tested a range of potential layouts considering known and assumed site constraints and requirement to benefit and respect the canalised setting and make a positive contribution to the redefinition of Kilbowie Road.</p>	<p>Prepare a Development Brief confirming site capacity, indicating key urban design and place-making principles.</p> <p>Market the site considering mix of uses with respect of the wider, suggested Town Centre Development Framework.</p>	2016/17 - 2017/18	<p>WDC</p> <p>Developers</p>
TC03 - Transport Interchange	<p>Existing Train and Bus Stations require enhancements. Scope to better integrate interchange between transport modes and with the surrounding Town Centre.</p> <p>Provide step-free access to both rail platforms and bus stances. Consider scope for combined customer information / ticketing / passenger waiting facility.</p>	<p>Bring stakeholders together (building asset owners, train operator, planning authority) to discuss scope for new public transport interchange.</p> <p>Develop brief and undertake costed feasibility study.</p> <p>Develop and review Business case. Proceed with implementation.</p>	2016/17 - 2019/20	<p>SPT</p> <p>Network Rail</p> <p>Abellio</p> <p>WDC</p>
TC04 - Co-op Building	<p>Clydebank Town Centre's most prominent (B) listed building. Currently under-used, notably at upper floor level.</p> <p>Scope to optimise use of floor space by reconfiguring and redefining the building's role within the Town Centre.</p>	<p>Liaise with Clydebank Co-op and canvass opinion / interest amongst potential partners interested in occupying space within heart of Clydebank.</p> <p>Undertake feasibility study of existing building to ascertain scope for building reconfiguration.</p> <p>Trial potential new uses on surplus space.</p>	2015/16 - 2017/18	<p>Clydebank Co-op</p> <p>WDC</p>

Project	Description / Justification	Next Steps	Timescale	Participants
TC05 – A814 Public Realm	Dumbarton Road cuts off the Town Centre from the Queen Quay waterfront regeneration area. Scope to greatly enhance pedestrian and cycle connectivity across Dumbarton Road. Opportunities to enhance quality of public realm at locations along Dumbarton Road. Maximising mutual benefit of Queen Quay and Town Centre regeneration initiatives vital to combined success of both.	Undertake traffic surveys and assess feasibility of introducing reduced width crossing points at key pedestrian desire lines.  Develop and review business case. Proceed with implementation.	2015/16 – 2017/18	WDC  Queen Quay developers
TC06 – North Canalside	Following recent public realm enhancements there exists an opportunity to further enhance the north Canalside by introducing pavilions to activate the waterside, attract businesses (and evening economy activity) into the centre of Clydebank and maximise the asset of the historic canal. Pavilions would also enhance the setting of the Shopping Centre car park (see TC 12).  There is also scope to improve the facade facing the canal at the Shopping Centre.	Liaise with Scottish Canals and the Shopping Centre owners to discuss initiative. Consider a 'pop-up' trial and monitor results. Develop initiative in parallel with TC07.  Undertake feasibility study and test the market for potential interested parties.	2017/18	WDC  Clyde Shopping Centre owners  Scottish Canals
TC07 – 3 Queen Square Development	In parallel with TC06 investigate opportunities to introduce a pavilion / cafe on 3 Queen Square to enliven / activate the space. This could also be undertaken on a trial basis to test the impact and assess feasibility.  Develop a calendar of events and promote the space as an event space.	Liaise with Scottish Canals and the Shopping Centre owners to discuss initiative. Consider a 'pop-up' trial and monitor results. Develop initiative in parallel with TC06.  Undertake feasibility study and test the market for potential interested parties.	2017/18	WDC  Clyde Shopping Centre owners  Scottish Canals
TC08 – Kilbowie Road Enhancements	Address harsh / unwelcoming traffic dominated environment with environmental improvements (short term / low cost) to screen service yard and enhance setting of road. In addition scope to introduce new retail units extending the Shopping Centre at footbridge at north entrance to mall opposite Singer Station. This would provide active frontage at Kilbowie Road 'street- level.	Liaise with Shopping Centre owners to establish extent of need for additional floorspace.  Test technical feasibility of creating new units on bridge over service access road.  Develop Business case and implement if deemed viable.	2016/17	Clyde Shopping Centre owners  WDC
TC09 – Sylvania Way South	In tandem with TC08 there may be scope to reconfigure the retail block on South Sylvania Way with new development on the existing (under used) service yard to provide 'back to back' layout thereby creating new retail / commercial space fronting Kilbowie Road (all serviced from the front of units).  Reconfiguration would be undertaken in parallel with upgrades to the existing / retained units.	Liaise with Shopping Centre owners to establish extent of need for additional floorspace.  Test technical feasibility of creating new units on service yard fronting Kilbowie Road.  Develop Business case and implement if deemed viable.	2016/17	Clyde Shopping Centre owners  WDC

Project	Description / Justification	Next Steps	Timescale	Participants
TC10 - Abbotsford Road Development	As part of a wider initiative to repair the street pattern / urban blocks east of South Sylvania Way (in parallel with TC11) the site on Abbotsford Road opposite the Playdrome site lends itself to a mixed use, perimeter block of tenemental type development to front Abbotsford Road and screen the existing service yard.	Establish landownership and promote the site for redevelopment with Development Brief in line with TC01.  Encourage promotion / market the site accordingly.	2015/16 - 2016/17	WDC  Developers
TC11 - Chalmers Street Development	In line with TC10 this site adjacent to the existing Co-op building and nearby substation would be redeveloped as infill to help repair / reinstate an urban block. Consideration of preparing a Development Brief aligned with TC01 and TC10 would ensure a coordinated and coherent approach. It may be there is scope for public transport related passenger facilities at ground floor level.	Liaise with the Co-op (assumed landowners) and consider scope to develop the site. Prepare a Development Brief in line with TC10.  Undertake technical feasibility, especially given proximity to electricity sub-station.	2016/17 - 2019/20	WDC  Co-op  Developers
TC12 - Clyde Shopping Centre car park (incl Royal Mail Sorting Office)	Improve car park layout, landscaping and signage to enhance the pedestrian and driver experience. Need for improvements at Livingstone Street roundabout to address peak congestion. In tandem with TC06 look to create a more positive interface with the Canalside. Consider opportunities to reconfigure the car park and public transport facilities if / when the Sorting Office site is vacated.	Liaise with the Shopping Centre owners, Royal Mail and public transport operators with respect to scope for phased enhancements in the short and longer term. Undertake a feasibility study to test cost / benefit - notably of the roundabout (higher priority)  Implement initial environmental improvements as part of a phased approach.	2017/18	Clyde Shopping Centre Owners  Royal Mail  WDC
TC13 - Singer Rail Station	In parallel with other improvements on Kilbowie Road (TC08 and TC09) enhancing Singer Station signage and access points (as part of wider public transport infrastructure improvements - eg. TC03) would enhance Kilbowie Road and encourage patronage of rail travel.	Liaise with Abellio and SPT to discuss / scope out possible improvement as part of a rolling programme of station enhancements.	2017/18	Network Rail  Abellio  SPT  WDC

TRANSPORT & ACCESSIBILITY PROJECTS MAP



**TRANSPORT & ACCESSIBILITY PROJECTS**

Reference	Name / Site	Existing Situation	Development Framework Proposal	Justification / Additional Comments	Timescale	Participants
AC01	Review of Signage for those on Foot/ Cycling	Some local signage in town is poor, specifically when compared to the signage erected around the canal.	Carry out local signage review and replace signage to help wayfinding to and between town attractions including names/ distances/ times.	Additional Signage for those on foot/ cycling required	2015/16	WDC
AC02	Review of operation and usage of key town centre bus stops	Some issues revealed at Charrette around issues at the key bus stops on Chalmers Street, the low usage of the old bus station and the lack of provision on Glasgow Road.	Review of key bus stop usage and demand and investigate if an alternative solution would be feasible making better use of the old bus station and Glasgow Road bus stops.	The old bus station and Glasgow Road could accommodate some services reducing the demand on the Chalmers Street bus stops.	2017/18	SPT
AC03	Car Park Signage Review	Parking signage disjointed and signage showing car park capacities non-operational.	Review parking directional signage to give better definition of town car parks as well as the signs showing the number of spaces available (or full/ spaces).	Would assist with traffic circulation and wayfinding to available car parking areas	2016/17	Clyde Shopping Centre
AC04	Alexander Street / Hume Street	Alexander Street and Hume Street were revised as part of Clydebank Rebuilt project.	Develop business case to examine pedestrianisation of or shared surface for Alexander Street and Hume Street.	Business case could be developed around the enhancement of the main linkages from the town centre and Glasgow Road.	2015/16	WDC
		Alexander Street and Hume Street public realm.	Implement public realm improvements to create enhanced pedestrian / shared spaces on Alexander Street and Hume Street.	Pedestrianisation of or shared surface for Alexander Street and Hume Street.	2017/18	WDC
AC05	A814 Glasgow Road/ Dumbarton Road	Traffic count data is historic and timings at some traffic signal control junctions require to be updated	Review of the operation of the traffic signals along the A814 Glasgow Road/ Dumbarton Road corridor to improve traffic flow/ circulation	WDC has a series of traffic turning counts commissioned along the A814 corridor from the City Boundary to the A82.	2015/16	WDC
		The section of the A814 Glasgow Road between Argyll Road/ Cart Street and Miller Street/ Miller Street is dual carriageway with a solid central reservation with parking on the nearside carriageway present along sections of the route	Develop business case for the possibility to reduce carriageway widths along the A814 Glasgow Road/ Dumbarton Road to reduce severance	Business case could be developed around the enhancement of the main linkages from the town centre (Alexander Street and Hume Street) and Queens Quay.	2017/18	WDC

Reference	Name / Site	Existing Situation	Development Framework Proposal	Justification / Additional Comments	Timescale	Participants
AC06	Argyll Road/ Livingstone Street/ Coldstream Road	Congestion at this roundabout is a major problem as it is the confluence for Linnvale residents as well as commuter and shopping traffic.	Develop business case to review of the operation of the Argyll Road/ Livingstone Street/ Coldstream Road (Clyde Shopping Centre) roundabout.	Investigate improvements to roundabout to increase capacity/ throughput of vehicles based on the indicative layout developed during the Charrette.	2017/18	WDC Developers
		Weekday peak hour and shopping congestion at this roundabout.	Implement improvements to roundabout	Would assist with traffic circulation, significantly reduce congestion and pollution	2017/18	WDC Developers
AC07	Improvements to Public Transport Offer	Existing bus and rail offer needing revitalised with better connectivity being the two forms of transport required	Business case for the development of an improved public transport interchange.	Need for better DDA compliance access (e.g. lifts) and covered waiting areas to enhance passenger experience for both bus and rail	2016/17 – 2019/20	SPT  WDC
AC08	Argyll Road/ Stanford Street Traffic signals	Queueing traffic from these traffic signals can affect the operation of the Argyll Road/ Livingstone Street/ Coldstream Road (Clyde Shopping Centre) roundabout.	Review of the operation of the Argyll Road/ Stanford Street traffic signals to investigate improvements to increase capacity	Would assist with traffic circulation in and around the town centre	2017/18	WDC Developers
AC09	Argyll Road/ Chalmers Street roundabout	Progression through this roundabout can be challenging due to narrow entry lanes coupled with the significant amount of buses using this route.	Review of the operation of the Argyll Road/ Chalmers Street roundabout to investigate improvements to roundabout to increase capacity	Would assist with traffic circulation in and around the town centre	2017/18	WDC Developers

## CLYDEBANK TOWN CENTRE: ACTION PLAN

The Clydebank Town Centre Action Plan focuses on local economic and community regeneration projects that will complement the physical development framework investment. The Action Plan provides clear guidance in relation to prioritisation of initiatives, who should lead/support delivery and funding sources.

The Action Plan includes fifteen projects organised in four integrated programmes namely:

1. Boosting Enterprise: Existing & New Business;
2. Consolidating & Extending Town Centre Living;
3. Delivering Business Infrastructure;
4. Investing In Health & Well Being: Community Infrastructure & Third Sector

## PROGRAMME 1. BOOSTING ENTERPRISE: EXISTING & NEW BUSINESS

Clearly Clydebank Town Centre, including the Shopping Centre, needs to evolve as a retail and leisure **destination** but where commercial, enterprise, public, cultural and social functions overlap with a **stronger evening economy**. The Clyde Shopping Centre is now under the new ownership of Edinburgh House Estates Ltd and Cerberus and therefore there is an opportunity to collaborate with the new owners on fresh initiatives.

In this context projects that promote enterprise, business incubation, creativity, culture, arts/music and appeal to young people will be crucial. Clydebank Shopping Centre needs to evolve with investment in the centre as a retail and symbiotic leisure **destination**. In terms of **business space** Clydebank currently exhibits substantial vacancies at Clydebank Business Park and Queens Quay. There are presently 81 available office spaces within 15 properties in Clydebank. Similarly, the Titan Business Centre, which was completed in 2007 has never been fully occupied, but provide serviced office space and acts as a 'business incubator.

Overall the aim is to look for business investment and improvements to the existing town centre offer focussing on value, service, entertainment and experience. It will also be vital to use the Titan Business Centre to continue to actively encourage new start businesses with growth potential as well as looking to improve business survival rates. Priorities include promoting enterprise and exploiting the availability of fast broadband and engaging with local schools and West College Scotland. Collaborating with the new owners of the Clyde Shopping centre to encouraging new start up retail/service businesses as 'fresh blood' and continuing to promote a wider more varied and distinctive retail offer in Clydebank Town Centre will be necessary.

The town centre will have to continue to change to meet the broader needs of the communities that it will serve in the future and visitors with a focus on people and how they interact with and use places in the town centre. This could mean an improved Shopping Centre and independent retail/service business supplemented by the introduction of a wider range of uses such as increased number of small businesses, housing, as well as accessible and affordable transport and more public/civic functions. Town centres of the future need to move beyond retail and be proactive centres for enterprise, business, living, culture, entertainment, symbiotic leisure and civic activity as well as shopping.

Business Gateway should continue to promote and deliver specialist business development, social media marketing and training events/workshops targeted specifically at independent retail and service businesses in Clydebank. Evidence from the consultations and the Charrette showed particular interest in social media, shared marketing and events based marketing.

### Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Next Steps	Timescale	Participants
<b>AP1.1 Retail/ Service Business Start Up Initiative / Youth Enterprise Competition</b>	<p>Promote a competition-based programme which engages with the local community by giving start up retail businesses the opportunity to open in vacant units in Clydebank town centre.</p> <p>Establish a local competition to identify 3/4 of the best retail/service business ideas. Giving the start-up businesses the opportunity to open in a vacant town centre units. This would include provision of business mentoring support.</p> <p>This will enhance the potential for entrepreneurship in Clydebank Town Centre and encourage new innovative entrants to the retail/service mix.</p>	<p>Explore possibilities with West College Scotland, PSYBT &amp; Carnegie Trust.</p> <p>Approach agencies to get broad agreement in principle.</p> <p>Establish rules/ target property &amp; approach owners.</p> <p>Launch competition.</p>	2016/17	<p>Dunbartonshire Chamber of Commerce</p> <p>Clyde Shopping Centre</p> <p>Clydebank Co-operative Society</p> <p>Business Gateway</p> <p>West College Scotland</p> <p>Clydebank/ St Peter the Apostle High Schools</p> <p>National Skills Academy Retail</p>

Project	Principles & Justification	Next Steps	Timescale	Participants
<p><b>API.2 Existing Independent Business Master class&amp; 1-1 Visits</b></p> <p><b>Promote Internet/ Facebook Site/ Social Media Marketing</b></p>	<p>Motivational and informative retail master class workshops targeted at existing local independent businesses to raise awareness of the need for continuous improvement and overcome apathy and complacency.</p> <p>Issues to be covered in the master class would include:</p> <ul style="list-style-type: none"> <li>- Making the most of good customer service;</li> <li>- using social media to market more effectively;</li> <li>- Increasing customer spend;</li> <li>- Maximising display space and layout.</li> </ul> <p>This would be followed by 'one to one' visits; businesses will also receive a comprehensive business action plan report with a clear set of detailed recommendations focused on helping re-energise each of the individual businesses taking part. Aim is help independent traders increase turnover, advertise and market their business more effectively and to work collaboratively to improve the independent offer in Clydebank</p>	<p>Draw up a brief</p> <p>Invite tenders/ interview from specialists like:</p> <ul style="list-style-type: none"> <li>- Shop Doctor: Bill Smith</li> <li>- Real Retail Solutions: John Cowan</li> <li>- The Retailer: Gordon Bell</li> <li>- Retail Mentors Ltd.</li> </ul>	<p>2017/18</p>	<p>Dunbartonshire Chamber of Commerce</p> <p>WDC</p> <p>Business Gateway</p>
<p><b>API.3 Café/Bar Opportunity: Evening Economy:</b></p> <p><b>Bridging daytime and evening economies.</b></p> <p><b>Improving cultural offer.</b></p>	<p>Initiative to promote a quality product in terms of cafe/bar, restaurant/microbrewery with quality food and community facilities possibly located one of the proposed 'canal pavilions'.</p> <p>This would be part of a wider move to promote better and broader entertainment. 'Highbrow' and 'lowbrow' entertainments often meet after-hours. Both need to be championed and strengthened to revitalise and diversify the Clydebank town centre economy, contribute to employment and to improve image.</p> <p>In due course could include, retailers extending opening times, hosting activities (musicians, entertainers) with café/bar operators' in particular indoor/outdoor venues to increase activity.</p>	<p>Insert Agree approach principles (column two opposite), identify locations, negotiate with owners / stakeholders, market opportunities and secure approvals.</p> <p>Market the opportunity.</p>	<p>2018/19</p>	<p>WDC</p> <p>Scottish Canals</p> <p>Clyde Shopping Centre</p>

Project	Principles & Justification	Next Steps	Timescale	Participants
<b>AP1.4 Clydebank Business Park: Investing Collectively: Developing &amp; Delivering A Business Improvement District</b>	<p>Develop and deliver a Clydebank Business Park BID to revitalise the Park where the environment has become tired and there are a number of vacant units.</p> <p>The Park hosts a number of significant companies like NMMS and NAB/Clydesdale Bank. The BID would provide a sustainable financial model to deliver the key agreed Action Plan improvement programmes and priority projects for Clydebank Business Park. The initiative would build on WDC experience at Vale of Leven Industrial Estate.</p>	<p>Establish BID Steering Group.</p> <p>Agree Priorities</p> <p>Businesses would vote to invest collectively in local improvements.</p>	2015/16	<p>WDC</p> <p>Occupiers like NMMS &amp; NAB</p> <p>BIDS Scotland</p>

## **PROGRAMME 2: CONSOLIDATING & EXTENDING TOWN CENTRE LIVING**

Part of the challenge in Clydebank is to tackle the declining population in West Dunbartonshire by offering more housing choice. There is market interest and clearly there are opportunities to consolidate and extend town centre living so as to increase the residential population by promoting a 'housing hug' on the edge of the town centre. Queen's Quay, the former John Brown Shipyard, extends to some 41 hectares and is an emerging residential location. Development opportunities for new build on sites like Rosebery, Abbotsford and the Playdrome should be explored. New homes for affordable rent, mid-market rent, Low Cost Home Ownership and sale should all be possible subject to Scottish Government funding and accessing private finance.

Demand for quality properties is good and the timing may be right for investing in Mid-Market Rent (MMR). Improving the housing offer (including MMR) may help to increase the attractiveness of Clydebank Town Centre for in-commuters, migrants and those with a former connection to the area and to retain reluctant leavers (e.g. young graduates). Clydebank could also benefit from improved demand, especially from the 'young professional' and 'first-time buyer' markets seeking affordable rents and sustainable mortgage packages.

The Scottish Government's recently announced a Town Centre Empty Homes Fund to regenerate empty commercial spaces and convert them into affordable residential accommodation either for rent or sale. The fund is a mix of £2m grant and a £2m nil interest loan and targets 'problem' empty commercial spaces. Initial eligible criteria stated are: town centre commercial properties must have been vacant for 6 months or more be in a state of repair not suitable for letting, with an expectation that the space would remain empty long-term if support not available. West Dunbartonshire Council should explore this new funding opportunity in Clydebank focussing on properties on the edge of town centre and outside Clyde Shopping Centre (e.g. Glasgow Road) so as to accelerate the proposed 'housing hug' investment.

### **Priority Projects:**

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Next Steps	Timescale	Participants
<b>AP2.1 Affordable Flats &amp; Houses: Across All Age Ranges</b>	<p>Part of the challenge in Clydebank is to tackle the declining population in West Dunbartonshire by offering more housing choice particular for families in addition to Queens Quay. Initial assessments identify a continued demand for quality properties to suit all age ranges. Development opportunities for new build on sites like Rosebery, Abbotsford and the Playdrome should be explored.</p>	<p>Actively market sites &amp; buildings.</p> <p>Use 'outline planning permissions': see AP2.3 below.</p> <p>Approach potential developers and look to secure partnership arrangements.</p>	2015/16-2016/17	WDC House builders Housing Associations Owners Private Sector
<b>AP2.2 Target Vacant Space: Ground &amp; Upper Floors: Demonstration Project</b>	<p>To provide housing in vacant or underused floorspace at both ground floor level and above shops and commercial premises as part of the WDC Asset Management Disposal Strategy.</p>	<p>Undertake design feasibility to identify a 'pilot' and promote the initiative with building owners.</p>	2016/17	WDC SG Town Centre Empty Homes Fund Chamber of Commerce Housing Associations Owners Private Sector Owners Private Sector
<b>AP2.3 Proactive Planning Initiative</b>	<p>Involves actively contacting land owners and encouraging them to bring their property back into use. Helping owners to source grants and loans and to navigate through the consents that they need, particularly for historic buildings.</p> <p>If landlords and leaseholders do not behave responsibly, WDC could use statutory powers such as Planning Section 179 notices, the Power to Advance Well-Being, repairs notices and Compulsory Purchase Orders.</p> <p>WDC could also submit 'outline' planning applications for key sites to gain planning consents for speculative proposals which can then be used to market sites.</p>	<p>Agree principles (column two opposite) and formalise approach.</p>	2016/17	WDC Owners

### **PROGRAMME 3: DELIVERING BUSINESS INFRASTRUCTURE**

Ryden has identified the opportunity to 're-set the office market' in Clydebank to provide a wider range of employment space and to build on the recent investments like West College Scotland, WDC locating at Queens Quay, Golden Jubilee Beardmore. There are also opportunities to target niches like arts/creatives. There are also **specific vacant buildings that require investment**. The aim is to make Clydebank Town Centre more adaptable and improve its economic resilience by promoting mutually supportive activity.

The aim should be to include promoting a 'ladder of business accommodation' that actively widens the choice available to include: home-office, pop-up accommodation, small business centre), small own front door dedicated offices and workshop space. The Federation of Small Businesses in Scotland published a survey in June 2011 that demonstrated unmet demand from home based businesses to 'move up the ladder' using suitable affordable business space in town centres. In Clydebank Town Centre there is an opportunity to proactively identify suitable premises and collaborate with the owners and potential partners' to deliver choice of business accommodation. At the same time in the consultations there was recognition that local property owners and landlords need to be targeted so as to start to explore how issues like upward only rent reviews, onerous lease terms and vacant ground and upper floor space can be tackled.

A parallel initiative to reactivate vacant / under-used space would be the provision of workspace / studios for creative industries. Two relevant models that may be applicable in Clydebank include:

- **Art Village** in Shawlands (Glasgow) is a community interest company that inhabits empty commercial buildings and transforms them into 'viable centres of artistic excellence that bring popular focus back to the High Street while promoting education and community engagement'.
- **WASPS** (Workshop and Artists' Studio Provision Scotland Ltd) is charity that provides affordable studios to support artists and arts organisations. WASPS currently house 800 artists and 23 arts organisations at 17+buildings across Scotland.  
<http://www.waspsstudios.org.uk/about-us>

The roll out of 4G and the need to continuing to improve the quality, speed and reliability of broadband in Clydebank Town Centre will result in greater capacity to send and receive data electronically, allowing files/ emails to be downloaded and uploaded faster. This can particularly beneficial for companies that regularly need to send large data files and can lead to the development of a new business model, access to new markets, improve customer relationships and operational savings.

#### **Priority Projects:**

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Next Steps	Timescale	Participants
<b>AP3.1 'Ladder' of Business Accommodation: Offering Choice</b>	<p>Promote a real choice of business accommodation in the form of a ladder of affordable business space starting from 500 to 1,000 square feet targeted at small and growing businesses</p> <p>Could include workspace targeted at the creative industries to include low rentals, fast broadband / Wi-Fi, flexible rental terms, supportive shared services, rooms with good natural light.</p>	Prepare business case & identify potential sites/buildings.	2016/17	WDC to explore the possibilities of a partnership to deliver a ladder of workshop accommodation in conjunction with Project AP2.3 above.
<b>AP3.2 Co-operative Building: Creative Workspace</b>	<p>Workspace targeted at the creative industries to include low rentals, fast broadband / Wi-Fi, flexible rental terms, supportive shared services, rooms with good natural light.</p> <p>The WDC One Stop Shop could also be relocated in the building. (see project AP4.4)</p>	Contact Art Village and/or WASPS to discuss the potential in Clydebank.	2016/17	<p>WDC Clydebank Co-op</p> <p>West College Scotland</p> <p>Art Village</p> <p>WASPS</p> <p>Explore the possibilities of a partnership to deliver affordable space to support artists in Clydebank.</p>
<b>AP3.3 Improve Quality, Speed Reliability of Broadband&amp; Improve Digital Connectivity</b>	<p>Look to continue to improve digital connectivity and the quality, speed and reliability of broadband and roll out of 4G in Clydebank Town Centre. Aim should be to continue to improve and provide fast reliable access to broadband for businesses residents &amp; visitors. Includes link-ups with town centre businesses, info/interpretation of built cultural heritage attractions, publicising events and active promotions using an existing mobile phone app.</p>	Initiate discussions with broadband and 4G providers to ensure fast reliable access.	2016/17	<p>Clyde Shopping Centre</p> <p>Broadband / Wi-Fi providers</p> <p>SG Town Centre Action Plan Funding</p> <p>Sponsorship</p>

**PROGRAMME 4: INVESTING IN HEALTH & WELL BEING: COMMUNITY INFRASTRUCTURE & THIRD SECTOR**

There are some clear gaps between the health and wellbeing of people living in Clydebank and other areas of West Dunbartonshire and Scotland. The need is to continue to improve local access to health services, better co-ordinate existing services and improve awareness/provision of information. Good health in mind, body and spirit and well-being are fundamental. There are also issues around the lack of community pride in and association with Clydebank Town Centre and the very limited use of the improved events space at Three Queens Square.

This programme is also designed to build more awareness of, and celebrate, the skills, creativity and rich heritage and 'backstory' of the people of Clydebank. This is not an inward-looking approach rather it recognises that Clydebank has a series of 'tight knit' communities, some of whom face greater barriers to participation in than others. The programme is also based on the concept of hospitality - that Clydebank welcomes those from outside who may be visitors/tourists, businesses or artists. The barriers to engagement need to be tackled, by developing accessible local venues in the town centre which local people feel comfortable attending and are financially affordable. Engaging children and young people in participative activities arts and sports activity will be essential.

The Scottish Government is supporting the growth and increased economic contribution of an enterprising third sector through the delivery of programmes aimed at building the capacity and sustainability of the sector. WDC's **Social Enterprise Challenge** fund already provides financial support of up to a maximum of £15,000 to new social enterprises who have the ability to create sustainable local job opportunities. At the same time new providers are being encouraged to deliver public services. Financial constraints also place significant responsibility on local authorities to find new, more innovative ways of working and to develop strong partnerships with communities and third sector organisations so that effective local interventions are made by the right organisations.

This new context raises a number of opportunities for third sector organisations in Clydebank to actively contribute to the town centre economy and unlock funding from sources like the Big Lottery (Investing in Ideas/Awards for All) and Heritage Lottery Fund (Heritage Enterprise). West Dunbartonshire Council should also look to continue to introduce a sustainable procurement duty that consider how the procurement process can facilitate the involvement of third-sector bodies and supported businesses with the aim of making it easier for them to tender for public contracts.

**Priority Projects:**

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Next Steps	Timescale	Participants
<b>AP4.1 Health &amp; Wellbeing: Key Component Of Economic Growth</b>	Health and well-being are fundamental components in a competitive Clydebank economic growth offer for existing and new business, residents and visitors. Actions include:  - Promote successful health and wellbeing outcomes including increasing physical activity levels to increase life expectancy and decreasing health inequalities  - Support further investment and improved facilities in Clydebank Town Centre	Agree details & deliver a health and wellbeing programme to be promoted in the Clyde Shopping Centre e.g. lunch time 'canal walk / fitness trail'	2016/17	WDHSCP Clyde Shopping Centre  Scottish Government Strengthening Communities

Project	Principles & Justification	Next Steps	Timescale	Participants
<b>AP4.2 Clydebank Town Centre Events &amp; Festivals: Development Coordinator</b>	<p>Work with Clyde Shopping Centre and others to unlock support to establish a coordinated programme of local/district/national events in the town centre initially using <b>Thee Queens Square</b>.</p> <p>Aims:</p> <ul style="list-style-type: none"> <li>- to lead on development of strategic programme of events/festivals, unlock longer term corporate sponsorship</li> <li>- to develop and deliver collaborative projects and initiatives which support creative industries growth, evening economy, leadership and audiences and build community pride in Clydebank Town Centre.</li> </ul>	<p>Agree principles (column two opposite).</p> <p>Make the case for funding based on a clear job description.</p>	2016/17	<p>WDC</p> <p>Clyde Shopping Centre</p> <p>Creative Scotland</p> <p>VisitScotland</p> <p>Scottish Government Strengthening Communities</p>
<b>AP4.3. Arts &amp; Heritage: Social Enterprises &amp; Third Sector Opportunities</b>	<p>Existing 'Social Enterprise Challenge Fund' needs to be better promoted. Aim to establish more social economy organisations and increase the level of social entrepreneurship in Clydebank and support individuals to adopt an enterprising approach to social opportunities.</p> <p>E.g. childcare: bicycle hire &amp; maintenance: energy reduction &amp; tackling fuel poverty. The initiative could include the following components:</p> <ul style="list-style-type: none"> <li>- Interpretation: signage &amp; trail;</li> <li>- Activities Events &amp; Festivals;</li> <li>- Marketing programme;</li> <li>- Digital infrastructure to make industrial/cultural heritage more accessible;</li> <li>- Activities to ensure wider community involvement &amp; engagement</li> </ul>	<p>Identify specific opportunities to actively promote 'Social Enterprise Challenge Fund'.</p> <p>Aim to retain income and spending in the local economy.</p>	2016/17	<p>WDC</p> <p>Social Enterprise Challenge Fund</p> <p>Scottish Government Strengthening Communities</p> <p>BLF Investing in Communities</p> <p>Just Enterprise</p>
<b>AP4.4 WDC One Stop Shop</b>	<p>The WDC One Stop Shop that offers access to a wide range of Council services should be located with Clydebank Town Centre (Shopping Centre or Coop Building) and should continue to develop and expand on services delivered to customers in the local community.</p>	<p>Finalise location &amp; negotiate appropriate terms.</p>	2015/16	<p>WDC</p> <p>Clyde Shopping Centre</p> <p>Clydebank Coop</p>
<b>AP4.5 Pay Day Lenders &amp; Bookmakers: Community Planning Partnership Initiative</b>	<p>Ensure <b>Community Planning Partnership</b> strategies highlight concerns about economic/health well-being and the importance of prevention &amp; early intervention on pay day lenders/bookmakers. Strategy, policies &amp; priorities to be drafted with Planning input and be easily accessed as evidence for planning appeals.</p> <p><b>Improved local evidence base</b> on negative impact pay day lenders/bookmakers on economic/health well-being: WDC to work with Clydebank Independent Resource Centre, Dalmeir Credit Union and other third sector partners to maintain an up-to-date evidence base with key statistics.</p>	<p>Progress the agreed principles (Column two opposite).</p>	2015/16	<p>WDC</p> <p>Clydebank Independent Resource</p> <p>Dalmeir Credit Union</p>



## 6. OVERALL CONCLUSIONS & NEXT STEPS



## **CLYDEBANK TOWN CENTRE DESIGN CHARRETTE: OVERARCHING TRANSFORMATIONAL THEMES: SUMMARY**

In response to the issues and observations emerging from the Brief and early discussions in the Charrette a series of overarching transformational themes recurred including:

- **Enrich the Town Centre:** Successful, convivial town centres are more than just retail destinations. There is a need to revitalise Clydebank Town Centre with a richer mix of uses and facilities. It's vital to apply a 'Retail Plus' approach; retaining a higher quality retail offer as part of **a broader mix of commercial and employment uses, leisure, civic, community services and residential.**
- Clydebank Town Centre has to **capitalise on its loyal local customer base**, provide civic and community functions, accommodate events/festivals that would help **to build more civic pride in what should be the heart of the Clydebank.** Focus and prioritise on the improvement and reuse of signature space and buildings, notably the Co-operative Building and 3 Queen Square.
- There is a need to **refresh Clydebank Regional Shopping Centre** and cinema as a regional retail and leisure destination serving West Dunbartonshire and west Glasgow, recognising the current context where there is much more competition than when it was originally constructed.
- **Connected Clydebank:** maximising the benefit the Town Centre has with regular bus and train services by **significantly enhancing the quality of integrated passenger facilities** that provide a safe, welcoming, barrier-free interchange with clear and helpful information that encourages public transport patronage.
- **Improving open space, walking and cycling connections** to and through the Town Centre to encourage active, healthy living and sustainable transport. A fundamental aim is to improve pedestrian and cycle links between the Forth and Clyde Canal and the River Clyde; connecting the Town Centre and Queens Quay to create a compact, walkable Town Centre with excellent access to the waterfront. Lock-in the benefit of the Forth-Clyde canal as a major asset the heart of Clydebank.
- **Develop Queens Quay to complement the Town Centre**, ensuring mutual benefit from the mix of uses envisaged on the waterfront that supports and enlivens the existing Town Centre. The introduction of new facilities and residents within walking distance of the Town Centre and its public transport facilities should be a **powerful driver for positive transformation of central Clydebank.**
- The need to **focus on health well-being and social justice:** tackling disadvantage and issues like community safety, proliferation of 'non retail uses' (eg. bookmakers and payday lenders), fear of crime. Deliver more family friendly events and facilities in the centre could help improve civic pride in Clydebank Town Centre.
- Ensure Clydebank is a more vibrant **social destination where the public, commercial & social functions can overlap.** Prioritise projects that promote enterprise, business incubation / start-ups, creativity, culture, leisure and arts/ music. These activities would **stimulate the evening economy** and appeal to young people.
- Support new **employment opportunities in Clydebank.** Optimise the positive benefits of links between established employers, West College Scotland and entrepreneurs. Provide further skills development, support and advice to prospective new business or social enterprises .

## OVERALL CONCLUSIONS: RECOMMENDATIONS & NEXT STEPS

The 2025 vision for Clydebank Town Centre in Chapter 4, page 42, aims to inspire, shape and direct the identification of projects and priorities across the overarching themes of place, business and community. The vision has helped shape the integrated Development Framework and Action Plan that were the main outputs from the Charrette and are summarised in Chapters 4 and 5. The Development Framework and Action Plan are aimed at **all partners across the public, private/business community and third sectors.**

The vision, Development Framework and Action Plan that have emerged from the Charrette will help establish the priorities for investment, the character and form of development in Clydebank Town Centre over the next ten years. A fundamental aim is to better link the Forth & Clyde Canal to the River Clyde and Queens Quay. The wide community involvement during the process will help to ensure the future support of young people, local residents, businesses and key stakeholders as proposals progress.



Clydebank Town Hall

### Recommendations

West Dunbartonshire Council is invited to approve the **Clydebank Town Centre Regeneration Development Framework and Action Plan**: longer term vision, development principles, strategic programmes and projects as the basis for wider consultation so as to guide future investment decisions in Clydebank Town Centre over the next ten years.

### Next Steps

The immediate next steps are as follows:

- West Dunbartonshire Council to formally approve Clydebank Town Centre Development Framework and Action Plan: vision, strategic programmes and projects, so as to guide future investment decisions in Clydebank Town centre over the next ten years.
- West Dunbartonshire Council to acknowledge the 'fit' between the Clydebank Town Centre Development Framework and Action Plan and the West Dunbartonshire Local Development Plan and to identify sites in Clydebank Town Centre for Development Briefs/Supplementary Planning Guidance.
- West Dunbartonshire Council to undertake wider business and community dissemination of the Clydebank Town Centre Development Framework and Action Plan and publish an online Executive Summary. West Dunbartonshire Council to consider a 'wrap up' presentation of the Final Report as requested at the Charrette.





# APPENDICES

**APPENDIX 1 - Participants: Sign-in Sheets**

**LAUNCH EVENT**

**Wednesday 11 February: 7.30pm**

Name	Resident / Organisation
Valerie Corbett	RESIDENT
Michael McNulty	
Pefnf Shale	GLASGOW UNI STUDENT
Lesley Hutton	RESIDENT
David Hutton	RESIDENT
Craig Edward	RESIDENT
Robert Edwardss	RESIDENT
Sandra MacVean	RESIDENT
Robert Lockhart	SALVATION ARMY
T Brady	CECC
G Howatson	PNCC
J Lindsay	PNCC
M McAleer	CLYDEBANK SENIORS
M Kennedy	CLYDEBANK SENIORS
Neil Etherington	PHKOE C COUNCIL
J Sweeting	CS FORUM
Sam Gibson	RESIDENT
A Meechan	RESIDENT
Ian French	RESIDENT/SALVATION ARMY
T Whitelaw	RESIDENT
K Stewart	E FORUM
C Bryson	DRUMRY
Mary Theresa Doherty	101 LENNOX ROAD, FAIFLEY
Hugh Maguiness	FAIFLEY
Jim Anderson	SALVATION ARMY
Rosemary Degnay	SALVATION ARMY
Geraldine Hesketh	CLYDEBANK CO-OP

**SENSE CHECK**

**Friday 13 February: 9.00am**

Name	Resident / Organisation
Stuart Gibson	WDC
Rm Walsh	WDC
Marnie Ritchie	WDC
C Bathgate	WDC
Allan Williamson	WDC
Pamela Clifford	WDC
Michael McGuiness	WDC

**FUTUREWALK**

**Thursday 12 February: 9.30am**

Name	Resident / Organisation
Valerie Corbett	RESIDENT
John Hainey	RESIDENT/STH DRUMRY CC
Christopher Breslin	SCOTTISH CANALS
Davina Lavery	WDC
Alison O'Kane	WDC
Claire Taylor	WDC
Keith Bathgate	WDC
Karen McChesney	WDC
Derek Mansen	SNH
Kerry Wallace	SNH
Peter, Neil Doug & Alan	HERITAGE TEAM
Andrew & Sarah	HERITAGE TEAM
Michael McGuiness	WDC
Jim Finn	WDC

**KEY AGENCIES & COUNCIL OFFICERS/ MEMBERS  
WORKSHOP**

**Thursday 12 February: 1.30pm**

<b>Name</b>	<b>Organisation</b>
John Hainey	RESIDENT/LIGHTING
Christopher Breslin	SCOTTISH CANALS
Davina Lavery	WDC
Alison O’Kane	WDC PLANNING
Claire Taylor	WDC
Keith Bathgate	WDC
Karen McChesney	WDC
Derek Mansen	SNH
David Hutton	RESIDENT
Jamie McCrachan	WDC
Lorna Ramsay	WDC
David Alexander	WCS
Gemma Doyle	
Richard Cairns	WDC
John Rushton	LIBRARIES & CULTURE
RM Walsh	WDC ROADS
Gordon Hulley	WDC CON. SERVICES
Sarah Christie	WDC HERITAGE
Ally Corbett	GCU
Jim McAloon	
Brian McColgan	WDC
S MacCallum	WDC
N Allan	
Amanda Coulthard	WDC
Stuart Watson	SCOTTISH GOVERNMENT
Marnie Ritchie	
Colin Newman	
Peter	SCOTTISH FUTURES TRUST
Linda McConachie	
Ashleigh Ross	
Michael McGuinness	
Neil McDougall	
Donald Petrie	
Paula Allsod	
Patrick McGlinchy	WDC
J White	WDC
Elizabeth Mackay	SPT
Craig Maxwell	WDC
Anna Chambers	WDC
Gemma Doyle	MP
Jim McAloon	WDC
N Allan	CHAMBER OF COMMERCE
Marnie Ritchie	WDC
Colin Newman	WDC

<b>Name</b>	<b>Organisation</b>
Ashleigh Ross	WDC
Michael McGuinness	WDC
Neil McDougall	WDC
Donald Petrie	WDC

### TACKLING PAY DAY LENDING & GAMBLING

**Thursday 12 February: 4.00pm**

Name	Organisation
Danny McCafferty	INDEPENDENT RESOURCE CENTRE
T Brady	DALMUIR CREDIT UNION
Jim McAloon	WDC
Gemma Doyle	West Dunbartonshire MP
Pamela Clifford	WDC
Alan Williamson	WDC
Sam Taylor	GLASGOW CITY COUNCIL
Susie Stirling	SCOTTISH GOVERNMENT
Kristen Anderson	SCOTTISH GOVERNMENT

### TRAFFIC & TRANSPORT WALKABOUT & WORKSHOP

**Friday 13 February: 10.00am**

Name	Resident / Organisation
Lucy Clarke	SUSTRANS
Neil Sturrock	SPT
Allan Macleod	CPHA
Claire Taylor	WDC
Alison O'kane	WDC
Jamie McCracken	WDC
Keith Bathgate	WDC
Tom McColgan	CLYDE SHOPPING CENTRE
Michael O'Brien	POLICE
Dale Logan	POLICE
M McGuinness	WDC

### BUSINESS & COMMUNITY WORKSHOP

**Thursday 12 February: 6.15pm**

Name	Resident / Organisation
Denis Blackwood	CLYDESDALE BANK
Jennifer Gold	ASDA CLYDEBANK
Nick Unreadable	
Stuart Anderson	
Janie McAllister	
Lesley Shaw	DUNBARTONSHIRE CHAMBER

### WORK IN PROGRESS: REVIEW WORKSHOP & EXHIBITION

**Saturday 14 February: 10.00am**

Name	Resident / Organisation
John Hainey	RESIDENT/STH DRUMRY CC
Val Corbett	RESIDENT
Tony Meechan	RESIDENT
Lynn Asher	RESIDENT
Margaret McGregor	RESIDENT
John McGregor	RESIDENT
R Barry	
M McGuinness	
+2	

### LAND/BUILDING OWNERS & DEVELOPERS FORUM

**Friday 13 February: 10.30am**

Name	Organisation
Jim McAloon	WDC
James Neathercoat	EHE
Craig Maxwell	WDC
Gordon Cummings	GMC PROPERTY
Ray Doherty	PERSIMMON HOMES
Dean Logan	SALVATION ARMY
Nick Allan	DUNBARTONSHIRE CHAMBERS
Russell Sim	SIM PROPERTY GROUP
Stewart Rennie	DUNBARTONSHIRE CHAMBER OF COMMERCE
Alastair Campbell	DAWN DEVELOPMENTS
Duncan Graham	CRL
Steve McConnell	DAWN
Neil McDougall	SPC

**FINAL PRESENTATION OF CLYDEBANK TOWN CENTRE  
VISION, DEVELOPMENT FRAMEWORK & ACTION PLAN  
Wednesday 25 March: 3.00pm**

<b>Name</b>	<b>Resident / Organisation</b>
Nick Allan	DUNBARTONSHIRE CHAMBERS
John Hailey	RESIDENT/STH DRUMRY
Dean Logan	SALVATION ARMY
Hugh Maguinness	FAIFLEY
Andrew Forrester	CLYDE SHOPPING CENTRE
Jim McAloon	WDC
David Alexander	WCS
Neil Sturrock	SPT
Michael O'brien	POLICE
Dale Logan	POLICE
Claire Taylor	WDC
Colin Newman	WDC
Rm Walsh	WDC
Craig Maxim	WDC
Lesley Shaw	DUNBARTONSHIRE CHAMBERS
Ann Marie Quinn	SNH
Sarah Christie	WDC HERITAGE
M McGuinness	WDC
Keith Bathgate	WDC
S MacCallum	WDC
Mark Ferrier	ST PETER THE APOSTLE
Carol Feeney	ST PETER THE APOSTLE
Jamie McCracken	WDC
Pamela Clifford	WDC
Fiona Stirling	SNH
Thomas Brady	DALMUIR CREDIT UNION
Marnie Ritchie	WDC
Davina Lavery	WDC
J O'Donnell	GAVINBURN EECC
C Gallacher	GAVINBURN EECC
Gordon Hulley	WDC
Neil Etherington	PHKOE COMMUNITY COUNCIL
Stuart Gibson	WDC

**FINAL PRESENTATION OF CLYDEBANK TOWN CENTRE  
VISION, DEVELOPMENT FRAMEWORK & ACTION PLAN  
Wednesday 25 March: 7.00pm**

<b>Name</b>	<b>Resident / Organisation</b>
Laura Doherty	RESIDENT - DALMUIR
Leo Doherty	RESIDENT - DALMUIR
Lynn Asher	RESIDENT - CLYDEBANK
W Gallacher	RESIDENT - CLYDEBANK
Kath Ryall	COUNCILLOR WDC
Joseph Henry	CLYDEBANK EAST COM. COUNCIL
G Howatson	PARKHALL NE COM. COUNCIL
Sam Gibson	RESIDENT - HARDGATE
Amy King	RESIDENT
Douglas King	RESIDENT

**APPENDIX 2**

**ECONOMIC CONTEXT**

West Dunbartonshire Council (WDC) instructed a team led by Austin-Smith: Lord to deliver a Charrette for Clydebank Town Centre. Ryden is providing property market analysis and advice.

The Charrette was held from Wednesday 11 February to Saturday 14 February 2015 in Clydebank Town Hall, with pre-Charrette events taking place the week previous. The events included a wide range of participants and developed potential responses to challenges and opportunities facing Clydebank town centre.

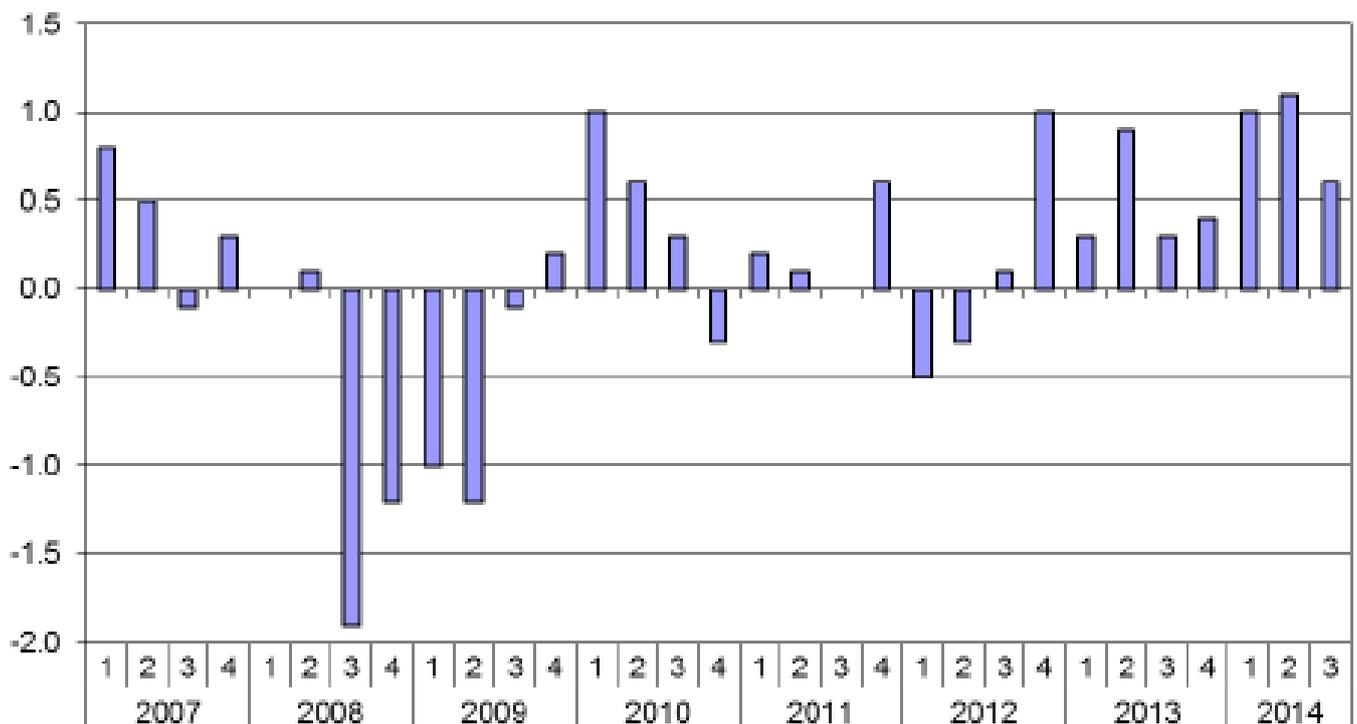
The purpose of this report is to show identified property market options and provide a broad identification of how these might be delivered, taking evidence from desk research, market knowledge and from the Charrette.

The analysis is presented in the following sections:

- Context: economy and development plan (Section 2)
- Market Reviews (Section 3)
- Land and property projects (Section 4)

**Figure 1 Source: Scottish Government**

**GDP Quarterly Growth Rates 2007 - 2014 Q3**



## ECONOMY AND DEVELOPMENT PLAN

### Economy

The Scottish economy has now achieved nine quarters of sustained growth. GDP grew by 0.6% during the fourth quarter of 2014. Over the twelve month period since quarter 4 2013, total GDP growth was 2.8%. Steady economic growth, shown on Figure 1 from late 2012 onward, is re-kindling confidence and activity in Scotland's property markets.

The West Dunbartonshire Economic Development Strategy 2011- 2016 highlights the vision for the area, which is to develop West Dunbartonshire as a place where people choose to live, work, visit and invest. Enabling the delivery of major regeneration sites and town centres are key objectives within this part of the economic strategy. Along with Alexandria and Dumbarton, Clydebank is a major priority and focus for WDC.

West Dunbartonshire's economic growth 2013-14 is estimated at 3.2%, which is 8th highest of Scotland's 32 local authority areas. However, the area has higher unemployment at 3.8% than the Scottish average of 2.9% and notably has a low job density (job per head of population) of 0.58 compared with Glasgow's 1.2, indicating significant out-commuting. The West Dunbartonshire Economic Strategy's target of 10% more business start-ups by 2016 would help to redress this, particularly in the small business economy.

## DEVELOPMENT PLAN

Clydeplan (2012) sets out a regional development strategy to 2032 and provides the strategic context for new local development plans (LDPs). The Main Issues Report has been published for the new Clydeplan to 2035 and is presently under examination.

Clydebank is noted in Clydeplan as a part of the 'Network of Strategic Centres'. Challenges highlighted are; retail offer, expenditure leakage and mix of non-retail uses. Looking to the future, actions include; linkage to waterfront, promotion of development sites and a new improved public transport hub. In addition, Clydebank Riverside is noted as a 'Strategic Economic Investment Location' opportunity. It is acknowledged that the LDP should be the primary vehicle for taking forward the management and development of the network of Strategic Centres.

*'The Town Centres Action Plan'*, Scottish Government (2013) recommends a 'town centre first' approach, encouraging pro-active planning in support of town centres. This approach is to be delivered through radical and innovative management, new generation action plans, health checks and new funding models being developed.

Clydebank is the largest of three town centres in West Dunbartonshire and serves the whole of West Dunbartonshire, western areas of Glasgow and beyond, particularly for non-food shopping. Clydebank is a retail-dominated town centre with the Clyde Shopping Centre and adjacent retail parks as the focus. To the south of the centre, Clydebank College, Queen's Quay (the former John Brown Shipyard) and Clydebank Town Hall are also key focal points for the town which arose during the Charrette process.

### EMERGING LOCAL DEVELOPMENT PLAN

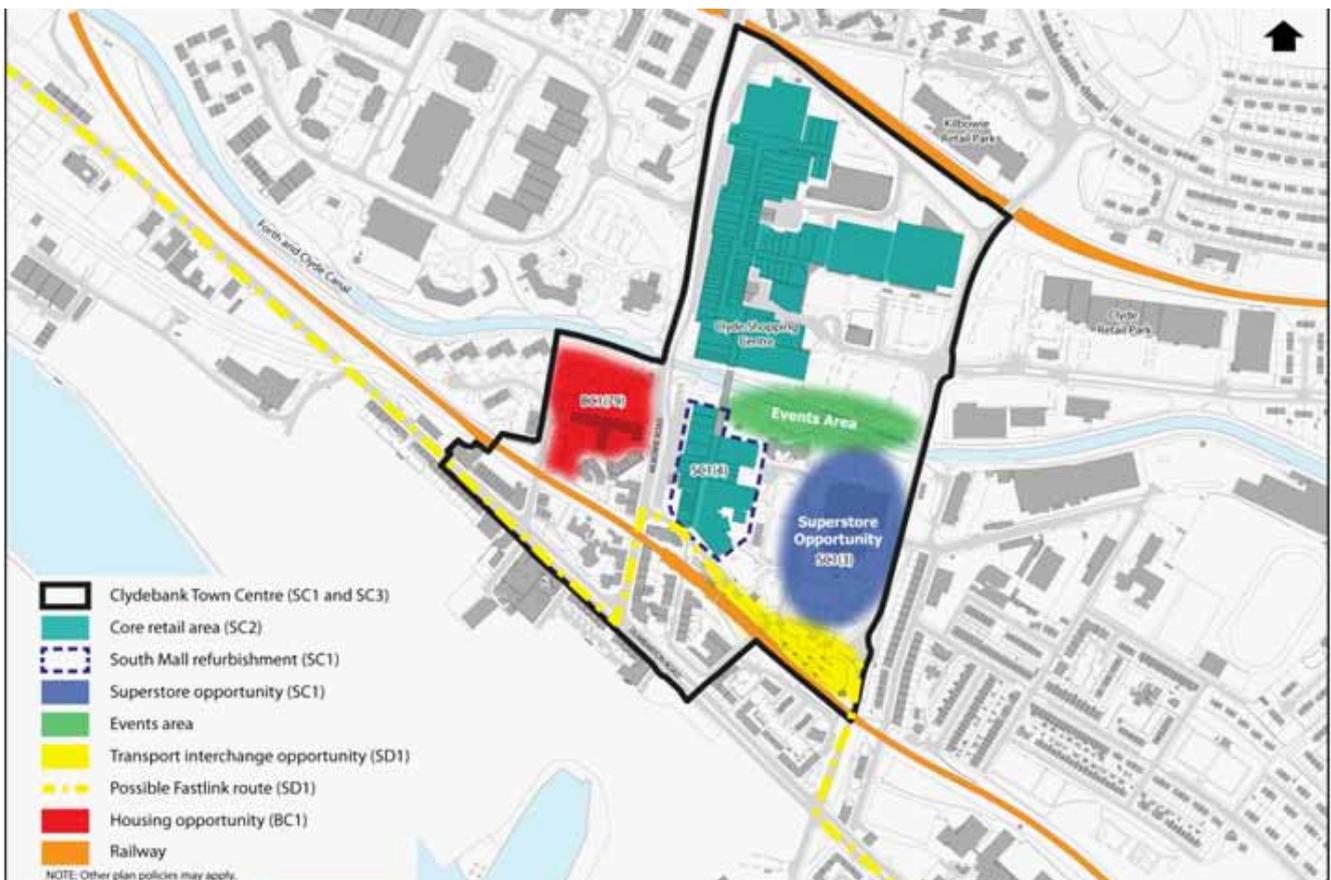
The Proposed West Dunbartonshire Local Development plan Examination was received by the Council in January 2015 and is expected to be published Spring 2015, replacing the 2010 Local Plan. In line with national policies, Clydebank town centre is a key focus for regeneration and identified in the proposed plan as a ‘changing place’.

The LDP’s strategy for Clydebank town centre is to:

- Maintain the Clyde Shopping Centre as an attractive retail core
- Support modernisation of the southern part of the shopping centre
- Support a new superstore on the existing Playdrome leisure centre
- Support the evening economy and leisure offer of the town centre
- Protect the setting of the Forth and Clyde Canal and increase activity around it
- Improve public transport facilities and accessibility (including Chalmers Street).

Clydebank Town Centre (as proposed in the Local Development Plan) is illustrated in Figure 2, which highlights sites of particular interest for the Charrette.

Table 1 lists housing opportunity sites in Clydebank documented in the proposed West Dunbartonshire LDP. Queens Quay to the south of the town centre is a major housing land release for Clydebank. Among the new allocations, Rosebery Place is within the core Charrette study area.



## MARKET REVIEWS:

### Residential Property

Housing in Clydebank is found on the periphery of the town centre, with no large concentration in the immediate centre. However, there is a high demand for new housing in the area, particularly council-led social housing and family housing which would help to retain and increase the population in the town.

Average house prices in Scotland increased by 3.4% in 2014, from £159,712 to £165,197 according to Registers of Scotland, or 7.7% (Q1 2015) according to Lloyds Banking Group (Halifax). Nationwide suggest a lower annual rise of 4.2% (or 1.3% Q1 2015). Overall these show a broad trend averaging above-inflation annual price growth. Meanwhile, Q3 2014 saw the highest level of loans for house purchases since 2008.<sup>1</sup>

Registers of Scotland notes that West Dunbartonshire during 2014 is roughly in line with the national average growth with a 4.8% rise in house prices, from £116,626 to £122,224. On this measure house prices are around one quarter below the national average.

According to Zoopla, the average price paid for a property in Clydebank (G81) in 2014 was £101,922, a substantial increase in value of 9.8%. The current average value of detached properties in Clydebank is £247,152; the average value of a semi-detached house is £139,811; the average value of a terraced house is £110,444; and the average value of a flat is £86,918.

Across Scotland, the rate of new house building has increased only a little as the market has slowly recovered (Figure 3). Both starts and completions are hovering around 15,000 per annum in Scotland, just over half the volume of activity at the most recent market peak 2005-2008. West Dunbartonshire sits in the lower half of the completion rates for 2014.

Registers of Scotland analyses housing sales volumes. Sales in Scotland increased by 9.1% between Q3 2013 and Q3 2014, from 24,178 sales to 26,380. House sales in West Dunbartonshire experienced smaller growth of only 2.8% over the same period, from 326 sales to 335.

West Dunbartonshire Council Local Housing Strategy has an annual target to provide 320 new homes across West Dunbartonshire, 70 of which are to be for Social Rent, indicating that there is both housing need and market demand across the local authority area.

West Dunbartonshire Council has entered into a Strategic Housing Investment Partnership (SHIP) with the Wheatley Group to aid in the delivery of affordable housing. In Clydebank, 33 social rented units at Granville Street, Radnor Park phases 1 & 2 have been completed. A further 54 social rented units in Beardmore Place are due for completion in summer 2015, also by the Wheatley Group. Future SHIP priority projects in Clydebank 2015/16- 2017 are listed in Appendix 2.

A review of recent residential sales in the G81 2 area shows house prices span a very wide range from extremely low value to homes priced at around £200,000.

In terms of private housing developments, house builders are generally selecting proven market areas. Work has recently completed on a residential development at the former Clydebank College site for 33 flatted dwellings and 91 houses (detached, semi-detached and terraced) built by Cube and Barratt West working in collaboration to provide mixed tenure housing.

Queen's Quay, the former John Brown Shipyard, extends to some 41 hectares and is an emerging residential location. The Local Development Plan's strategy is for the site to be subject of a Development Framework exercise with predominantly housing development on the site as well as a mix of leisure uses and infrastructure enhancements. There may be total capacity for up to 1,500 houses in this riverside location and active house builders are understood to have expressed interest.

1. Council of Mortgage Lenders

**Commercial: Retail&Leisure**

Retailing has long been the principal source of activity and economic viability in town centres. However, the retail hierarchy has changed in recent decades as consumers have sought a wider range of goods and services at larger destinations. This is a virtuous circle for cities and large centres as more customers attract more investment. It is a more challenging trend for medium to larger towns which had traditionally been major local shopping destinations.

Retailing faced a period of very weak expenditure following the 2008/09 recession, with growth only resuming in 2013 (Figure 4). The recession was a watershed for retailers, with the loss of names such as Woolworth (including from Clydebank) and continuing contraction by groups such as Arcadia (Burton, Dorothy Perkins, et cetera). Supermarkets initially flourished but are now retrenching, with Tesco announcing its first store closures and pulling back from new developments, marking the end of the superstore cycle. In contrast, convenience outlets and discounters Aldi and Lidl as well as brands such as B&M and Poundland are thriving.

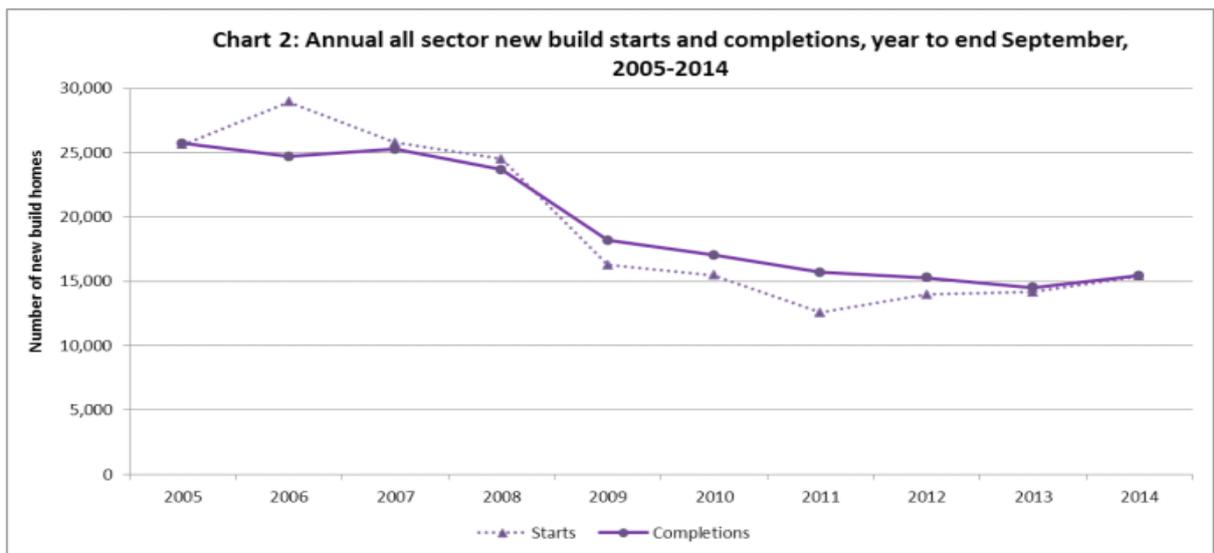


Figure 3

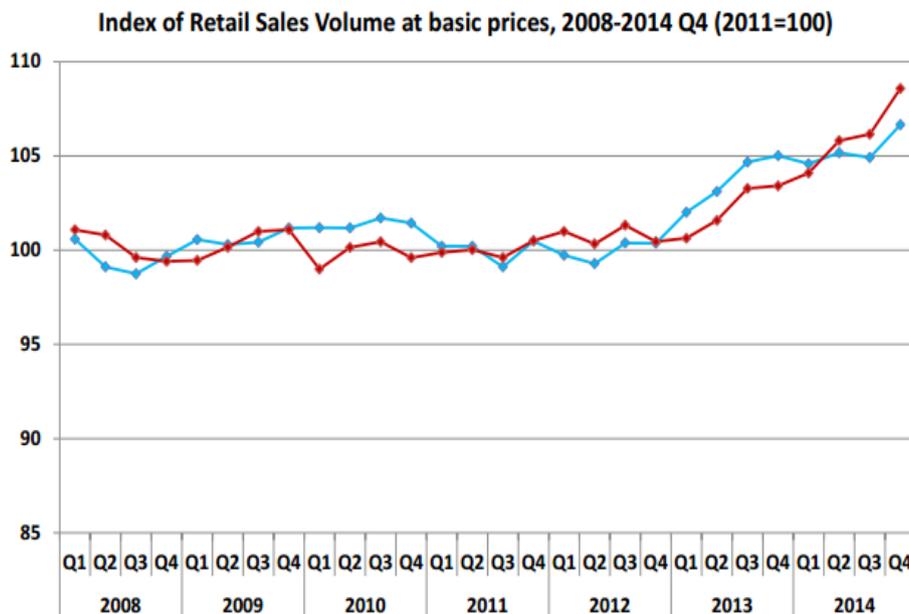


Figure 4 - Source: Scottish Government

On-line retailing has a growing market share, currently estimated at 12% of expenditure. While this is widely recognised as directly affecting town centre retailing, there is a less visible effect where financial and business services such as banks and estate agents increasingly operate on-line and will also gradually require fewer town centre premises.

According to the Scottish Retail Consortium / KPMG, in March 2015 total retail sales decreased by 0.1% compared with March 2014. Like-for-like sales decreased by 1.0% from the previous March. Real growth in incomes and higher employment should in due course transmit to the retail sector.

Clydebank ranks 5th among Glasgow city-region retail destinations and operates not only as a convenient town centre and transport hub for the residents of the town, but as a major comparison shopping centre within the western quarter of the Glasgow city-region.

However, Clydebank town centre, no different from many small to medium sized towns across Scotland, has lost trade and investment to newer, large shopping centres such as Braehead, Silverburn and Glasgow Fort. These newer centres have also secured leisure investment in the form of cinemas, restaurants and a broader range of fashion retailers.

The northern part of the Clyde Shopping Centre is a modern enclosed mall, and the southern part an unenclosed, but partially-covered and fully pedestrianized, shopping avenue. Acquisition of the Centre at an early point following the market crash by Helical Bar in 2010 allowed the centre to gradually re-position itself within an improving town centre environment, while other Scottish centres struggled to find their new market level. Helical Bar's interest was fundamental in the upgrading of the centre; including refurbishment and extension works, the addition of a new gym and disposing of the Asda supermarket within the centre to Aviva for £12.14m. In February 2015, Helical Bar sold its long leasehold interest in the shopping centre to Edinburgh House Estates Ltd and Cerberus for £70m.

A range of mainstream national and independent retailers are present within the shopping centre including: Primark, Game, British Home Stores, Specsavers, Pound World, Royal Bank of Scotland and Bank of Scotland as well as a variety of cafes. The most notable recent lettings are to Pure Gym (2013, at a rent of £124,000 p.a.) and Boots the Chemist (2014, £95,000 p.a.).

Outside the shopping Centre, Sylvania Way has a range of retailers, however, there is a high concentration of betting shops and payday lenders, including Ladbrokes and Cash Generator.

There are two retail parks adjacent to Clydebank town centre which offer larger format retailing; Kilbowie Retail Park and Clyde Retail Park. Kilbowie includes Poundstretcher, Gala Bingo and Aldi, while Clyde consists of Matalan, TK Maxx, Next Clearance, Sports Direct and Halfords plus a KFC Drive-thru restaurant.

Supermarkets in Clydebank are: Asda Superstore, Farmfoods, Scotmid, Co-op; Iceland, Aldi, Lidl, Costcutter and Tesco Express. Of these, only Asda is a larger format superstore and the others are smaller extra or discount stores. The previous Playdrome leisure centre site is included in the development plan for a new superstore and planning permission exists for this investment, however interest in the site for that use has now lapsed.

There are two retailers with known requirements to open a store in Clydebank: The Fragrance Shop (37-65 sq.m.) and Warren James Jewellers (65 sq.m.) Additionally, the national pub/restaurant chain Marstons has requirements for development land in the area.

There are 25 spaces vacant and currently available within 5 commercial properties in Clydebank Town Centre, listed in Table 4.

A key building and focus of Charrette discussions is the future opportunities for the former Co-op department store located on Sylvania Way South. This is a B-listed building extending to 7,300 sq.m. over 4 storeys. A significant proportion of the floor space lies vacant with no immediate prospects of re-use and is available to let/for sale.

Over the last year, there have been regular small deals in Clydebank town centre concentrated on the High Street and Clyde Shopping centre. A total of 5 sales and 20 lease deals have taken place. The shopping centre dominates the lease deals with businesses on leases of 1 to 10 years at rents averaging £150 per sq. m. Dumbarton Road has both lease and sales activity.

## **Employment Property**

Demand for office property across Scotland has strengthened as markets recover in line with the wider economy, increasing to record levels for Scottish cities in 2014 and accelerating again in early 2015. Industrial property is also experiencing high demand and low vacancy levels which in the case of some prime estates have now fallen to zero. The current development phase of the market is, however, focused upon prime locations in the major cities of Glasgow, Edinburgh and Aberdeen and has yet to ripple out to other locations in any meaningful way.

West Dunbartonshire's demand for offices and business space is characterised by the public sector, small businesses and comparatively few medium to larger businesses. There is a gravitational pull among medium to larger businesses towards Glasgow.

Clydebank currently exhibits substantial vacancies at Clydebank Business Park and Queens Quay. There are presently 81 available office spaces within 15 properties in Clydebank.

Clydebank Business Park is West Dunbartonshire's major business location, incentivised by Enterprise Zone status during 1981-1991. However, as Business Park activity has diminished in recent years both in response to the 2008 market crash and also more generally, out of the 44,079sq.m business space, 11,003 sq. m (25%) is currently vacant. Similarly, the Titan Business Centre, which was part of the Clyde Rebuilt project was built in 2007 and never been fully occupied. However, West Dunbartonshire Council are relocating staff from their current Rosebery Place offices to the Titan Business Centre, freeing up more space in the town centre.

In the last year under 10 businesses have taken on office space in Clydebank, all with very short leases and low rent, meanwhile there have been as little as 3 office sales in the last 2 years in Clydebank. Businesses taking office space include small local services such as community youth services.

The modern industrial property market is driven by a diverse range of sectors, including: manufacturing, distribution, ICT, and utilities and services. Trade counters, food & drink, motor vehicle and services also occupy traditional industrial estates. Industrial units in Clydebank are concentrated in Clydebank Business Park, Beardmore Business Centre, Riverside Industrial Estate, Alpha Business Centre and Clyde Street Business Centre.

Similar to the office market, across Clydebank, there is a high vacancy rate of industrial properties, with 22,959 per sq. m vacant in 23 properties.

There have been 11 industrial deals in the past year in Clydebank. Take-up is predominantly made up of light industrial uses such as fish food warehouse and solar and wind manufacturers on leases ranging from 1-3 years.

**Table 1: West Dunbartonshire LDP Housing Sites**

Address	Tenure Type / Mix	Indicative Capacity (2012-2025)
The Ceramics	Private	92
Clydebank College	Private	123
North Douglas Street	Private	12
Graham Avenue	Private	45
John Knox Street	Private	30
834 Dumbarton Road	Private	14
Queens Quay	Private / Affordable	968/ 120
Former Transfer Station	Private	10
Cable Depot Road	Private	280
St Andrews HS	Private / Affordable	50
Braidfield HS	Private housing	50 / 50
St Eunans PS	Private / Affordable	30 / 50
Granville Street	Affordable	33
354 Dumbarton Road	Affordable	10
Salisbury Place	Affordable	25
NEW ALLOCATIONS		
Rosebury Place	Private	100
Stanford Street	Private	120
Rothsay Dock	Private	40

**Table 2: Strategic Housing Investment Partnership projects in Clydebank**

Address	Housing Association / developer	No. of units
Second Avenue/ Singer Street, Clydebank	Council Housing	40 units
Auld Street Phase 1, Dalmuir, Clydebank	Wheatley Group	27 units
Auld Street Phase 2, Dalmuir, Clydebank	Wheatley Group	24 mid-market rent units
Clydebank School site	Developer still to be agreed	50 units

**Table 3: Recent House Sales**

Address	Property Type	Price
20 Clarence Street	Detached	£225,000 Aug 2014
24 Drumry Road	Detached	£170,000 Apr 2014
9 Bannerman Place	Semi-detached	£104,000 Sept 2014
72 Bannerman Place	Flat	£10,800 June 2014
308 Kilbowie Road	Terraced House	£147,000 Jul 2014
40 Mossgiel Drive	Flat	£52,000 June 2014
105 Robert Burns Ave	Semi-detached	£56,000 Oct 2014
12 Bedford Avenue	Flat	£36,500 Nov 2014
50 Morrison Quadrant	Semi-detached	£95,000

**Table 4: Clydebank Commercial Property Availability (April 2015)**

Address	Availability	Comments
Kilbowie Road, Clyde Shopping Centre	4,058 (spaces range from 8.9 to 1,161)	17 retail units available within Shopping Centre for lease, asking rent £6,500 - £113,000 p.a.
16-22 Kilbowie Road	133	Ground floor retail space available to rent £11,700 p.a.
2-26 Sylvania Way	6605sq.m across 4 floors. Spaces from 139 to 2,369	Retail spaces over ground to 3rd floors within B listed former Co-op department Store to let/ for sale
Clyde Retail Park	372	Ground floor retail unit within retail park, £80,000 p.a. asking rent
Unit 2 Clydebank Retail Park, Livingstone Street	930	Ground floor retail unit available within retail park, Previously occupied by Brantano, asking rent £140,100 p.a.

**Table 5: Clydebank Retail Sales Deals (April 2014- April 2015)**

Address	Size (sq.m)	Comments
75 Kilbowie Road	131	Undisclosed buyer purchased long-leasehold interest in retail space for £10,000 in February 2015
110 Dumbarton Road	441	Undisclosed buyer purchased interest in space (price n/a)
477 - 481 Dumbarton Road	25	Ralph Russell purchased space from BalharDingh Rai for £32,000 in November 2014
84-88 Dumbarton Road (2 units)	179	SIPP Pension Trustees purchased retail space at an auction, asking price £85,000 in September 2014
84-88 Dumbarton Road (2 retail units)	170	Undisclosed purchaser acquired first floor retail space for £90,000 in January 2014

**Table 6: Clydebank Retail Lease Deals (April 2014- April 2015)**

Address	Size (sq.m)	Comments
33-43 Dumbarton Road	65	Private purchaser has taken ground floor retail lease in March 2015 from Arcadia Business Centre on a 3 year lease.
16-22 Kilbowie Road	118	Leased to Dolled up Boutique in January 2015 on a 5 year lease at £10,200 p.a £86.50 per sq.m.
Clyde Shopping Centre	126	Leased to Warren James Jewellers in November 2014 on a 10 year lease at £51,000 p.a.
Clyde Shopping Centre	22	Leased to Mr Mustaq from Market Village Company on a 6 month lease at £18,200 p.a. in October 2014
Suite 44 Clyde Shopping Centre	11	Leased to Mr Shautut from Market Village Company on a 3 month lease at £9,360 p.a. in October 2014
Suite 58 Clyde Shopping Centre	11	Leased to Mr Harris from Market Village Company on a 6 month lease at £9,360 p.a. in October 2014
Clyde shopping Centre	84	Leased to D Clothing on a 1 year rolling FRI lease at £37,200 p.a in August 2014
Clyde Shopping Centre	175	Leased to FoneCustomize Ltd on August 2014 on a 5 year lease at £27,500p.a (£156 per sq. m) subject to a break in year two.
Clyde Shopping Centre	117	Let to Bella Mani Salons in August 2014 on a 10 year lease at £35,500p.a (£303 per sq. m)
Clyde Shopping Centre	189	Leased to DEBRA in July 2014 on a 1 year rolling FRI lease at £68,700 p.a.
16 - 22 Kilbowie Road	35	Leased to Elizabeth Sinclair in June 2014 on a 5 year lease at £6,000 pa (£170.80 per sq. m)
Clyde Shopping Centre	255	Retail unit leased to West Coast Retail Services, in June 2014 on a 5 year lease at £55,000 p.a (£236.90 per sq. m)
Suite 50 Clyde Shopping Centre	89	Leased to Mala Accessories in May 2014 on a 1 year lease at £39,000 p.a.
Suite 52 Clyde Shopping Centre	89	Leased to Card Choice in May 2014 on a 1 year lease at £38,600 p.a.
Suite 48 Clyde Shopping Centre	88	Leased to Clyde Candy Ltd on a 1 year lease in May 2014 at £38,400 p.a
Clyde Shopping Centre	808	Retail unit let to Boots the Chemist in May 2014 on a 10 year lease at £95,000 p.a (£117.50 sq. m)
Suite 55 Clyde Shopping Centre	138	Leased to Greetings World on a 1 year lease in May 2014 at £51,700 p.a.
Clyde Shopping Centre	51	Leased to Gravity Clothing Glasgow on a 1 year lease in April 2014 at £30,200 p.a.

**Table 7: Clydebank Office Availability (April 2015)**

Address	Availability	Comments
11A Alexander St	79	2 spaces available for lease in former church, asking rent £143 - £215 persq. m
Titan Business Centre	845	18 spaces available to lease in titan business centre, built in 2007 on Aurora Ave, asking rent £182 per sq. m
Change House, Cable Depot Road	975	2 units for sale in Change House, built in 2010 never been occupied, asking price £140,000 - £310,000
Clyde Street Business Centre	232	6 spaces available for lease with average rent of £75 per sq. m
Concept House, 582 Glasgow Road	119	1 space available for lease in industrial building with average rent of £113
Tasman House, Clydebank Business Park	199	1st floor office space for lease with average rent of £107.64 sq. m
Arcadia Business Centre, 1 Miller Lane	104	6 spaces available for lease with average rent of £209 per sq. m
Erskine House, Clydebank Business Park	2,512	12 units for sale within property, asking price £100,000
Spectrum House, Clydebank Business Park	2,812	8 spaces available for lease (currently 0% occupied), asking rent £32.29 per sq. m
Blair Court, Clydebank Business Park	3,892	Office building for sale as investment at £500,000 per 2478 sq. m available for lease at £80.73 per sq. m
Stirling House, Clydebank Business Park	1,989	3 spaces available to lease with average rent of £80.73 per sq. m
Phoenix House, Clydebank Business Park	836	4 spaces available for lease, with average rent of £102 per sq. m
10 South Ave, Clydebank Business Park	1,306	Office building for sale (price negotiable) with full building for lease (3 spaces)
Whitcrook Business Centre	204	3 available spaces for lease with average rent at £87.2 per sq. m
Beardmore Business Centre	73	1 space available for lease

**Table 8: Clydebank Office Leases (April 2013-2015)**

Address	Size (sq.m)	Comments
Suite 11 Arcadia Business Centre, 1 Miller Lane	19	Insulate Energy Services Ltd took on a 1 year lease, £271.35per sq. m in March 2015
Suite 10 Clyde Street Business Centre	39	West Dunbartonshire Minority Ethnic Association took on a 1 year lease at £76.89per sq. m in December 2014
Suite 17 Clyde Street Business Centre	39	Ola Molik Photography took on a 1 year lease at £76.89per sq. m in November 2014
Suite 18 Clyde Street Business Centre	18	Malcolm Dees took on a 1 year lease at £65.90per sq. m in November 2014
Suite 3+4 Arcadia Business Centre	46	WDC for Voluntary Services took on a 1 year lease with no rent/ no reviews or breaks/ no incentives in October 2014
Suite 21 Clyde Street Business centre	20	Month to month lease at £81.11per sq. m from WDC in September 2014
Suite 3 Clyde Street Business Centre	39	Columbus Facility Management Ltd took on a rolling lease from WDC at £76.88 in July 2014
Blair Curt 5 North Ave	222	Pastdue Credit Solutions limited took on space in April 2014 on a lease expiring in October 2017 for £75.67per sq. m

**Table 9: Clydebank office sales (April 2013-2015)**

Address	Size (sq.m)	Comments
Erskine House. Clydebank Business Park	3,660	Private investors purchased the freehold interest in office space from Grant Thornton UK LLP for £75,000 in June 2013
40 Cable Depot road	278	Undisclosed buyer purchased freehold interest in office space for £55,000 in January 2014
5 West Thomson Street	183	Y Sort-IT purchased the freehold interest in office space from WDC for £35,000 (quoting price was £70,000) in March 2014

**Table 10: Clydebank industrial availability (April 2015)**

Address	Size (sq.m)	Comments
Units 1-4, Beardmore Way, Clydebank Industrial Estate	214	Space available to lease, with average rent at £53.70 per sq. m
102-116 Cable Depot Road	306	3 spaces available to lease, with average rent of £59.70 per sq. m
103-109 Cable Depot Road	102	1 space available for lease, average rent of £61.80per sq. m
Units 5-6 Anthony Court, 41-43 Clyde Street	362	Industrial unit, previously manufacturing use for sale at £89,500
588 Glasgow Rd	222/ 1027/ 222	3 buildings as portfolio sale for £275,000
52-62 John Knox Street	520	3 spaces available for Light industrial/ manufacturing with average rent of £80.73 per sq. m
Unit 1-3 Fleming Court, Clydebank Business Park	185	1 unit available for lease rent of £51 per sq. m
Units 15-18 Fleming Court, Clydebank Business Park	284	3 spaces available for lease with average rent of £53.06 per sq. m
Units 8-14 Clydebank Business Park, 2 North Ave	1,289	4 spaces available to lease in industrial building, rent £43 per sq. m
Unit 1-9 Baird Court, Clydebank Business Park	687	3 spaces available to lease in industrial building, rent £46.90 per sq. m
Units 1&2 Clydebank Business Park	1,068	1 space available to lease in industrial warehouse, rent £32.70per sq. m
Unit 1-9 Bleasdale Court Clydebank Business Park	5,924	5 spaces available to lease in industrial warehouse with average rent £42per sq. m
Units 5-6, Simpson court, Clydebank business park	72	1 space available to lease in light industrial unit, rent £52.70per sq. m
Units 7-8 Simpson Court Clydebank Business Park	342	1 space available to lease in light industrial unit, rent £43per sq. m
Unit 11 Simpson Court, Clydebank Business Park	203	1 space available to rent in light industrial unit, rent £48.30per sq. m
Unit 13-14 Simpson Court	271	2 spaces available to rent in light industrial unit, average rent £51.20per sqm
Unit 2 Simpson Court, Clydebank Business Park	167	1 space available to rent in light industrial unit, rent £50.50per sq. m
Units 1-4. Alpha Centre, Clydebank Business Park	230	1 space available to rent in light industrial/manufacturing unit, rent £42.80per sq. m
Unit 6 Alpha centre, Clydebank Business Park	755	Industrial unit for sale at £250,000 -300,000 / for lease at £33per sq. m
Units 18-20 Andrew Court, 12 South Douglas Street	140	1 light industrial / manufacturing space for lease at £54per sq. m
Units 1-5 Andrew Court, 12 South Douglas Street	264	2 spaces available for lease in light industrial/distribution unit, average rent of £54per sq. m
Unit 1-3, block 13 Symington Drive	7,522	2 spaces available to lease in industrial unit with Clydebank business park
588 Glasgow Road	219	1 space available to lease within industrial warehouse

Address	Size (sq.m)	Comments
44&58 Beardmore Way, Clydebank Industrial Estate	3,796	2 properties sold for £492,000 in June 2014
127-131 Riddell Street	140 / 81	2 properties sold for £90,000 in March 2015
Units 1-4, Anthony Court South Elgin Industrial estate	97	Light industrial unit sold for £45,000 in August 2014
Suite 7 North Elgin Place	44	Vinyl Asylum took on space from WDC on a 1 year lease at £75.46per sq. m in November 2014
Unit 1-9 Baird Court, 10 North Avenue	185	Unknown tenant took on industrial space on FRI lease - quoting rent £48.39per sq. m in November 2014
Unit 14, 12 South Douglas Street	119	Mr McShane took on ground floor industrial space from Ashwood Scotland on a 2 year lease for £54.28per sq. m in Oct 2014
Units 4-7, 2 North Ave	92	A tenant took on ground floor industrial space at £54.57per sq. m in August 2014
Suite 15 Telford Court, 9 South Avenue	186	Absolute Solar & Wind Ltd took on industrial space on a 3 year lease, asking rent was £59per sq. m in August 2014
Suite 1 Block 14 units 1-3 59 Beardmore Way	938	Almac Group Ltd took on industrial space on a 3 year lease at £31.97per sq. m in June 2014.
Suite 5, 52-62 John Knox St	46	Moniques Live Fish Foods took on industrial space from Clydebank Rebuilt on a confidential lease, quoting rent £80.70 per sq. m in May 2014.
Suite 6, 52-62 John Knox St	137	SARA (UK) ltd took on industrial space from Clydebank Rebuilt on a confidential lease, quoting price £80.73 per sq. m in May 2014.
Unit 1-9 Baird Court, 10 North Ave	177	Tenant took on industrial space, quoting rent £50.91per sq. m in April 2014.

**CLYDEBANK CHARRETTE: PROPERTY MARKET POTENTIAL**

Land Use	Market rationale and development format	Site(s) / location(s)	Delivery
Housing	<p>Principal catalytic land use in regeneration of Clydebank, bringing investment, resident population (perhaps two-thirds of whom may be new to the area) and restoring market confidence.</p> <p>Town centre and immediate periphery population to cluster more closely to support diversification of commercial sector particularly leisure (as with former College site and proposals for Queens Quay).</p>	<p>Rosebery Place (short term)</p> <p>Abbotsford Road blocks (medium to long term)</p>	<p>Phased release of town centre housing sites in volumes and residential formats and tenures complementary to plans for major new housing at Queens Quay and other allocations and surplus land releases in Clydebank (eg. former school sites).</p> <p>Rosebery Place is indicated as an opportunity site to be released as housing in the proposed LDP, with a capacity of 100 private units. Rosebery Place can provide a demonstration project for new housing in canal-side location in close proximity to the core town centre.</p>
Retail	<p>The retail development sector is currently not active other than in super-prime city centres and malls, and for small convenience operators. The superstore market cycle has concluded.</p>	<p>Sustain Clyde Shopping Mall for “High Street” retail and the adjacent retail parks for warehousing.</p> <p>Active ground floor frontages along reinstated Abbotsford Road blocks and new South Sylvania Way / Kilbowie Road frontage buildings (potential medium to long term)</p>	<p>Continue to support and promote core town centre as sub-regional retail centre, aided by market re-alignment undertaken by landlords and including addition of leisure use pods and destination (see below). Maintain supportive planning policy and promote town centre enhancements to incrementally improve retail mix at South Sylvania Way.</p>

Land Use	Market rationale and development format	Site(s) / location(s)	Delivery
Leisure	<p>Sub-sectors within the commercial leisure category include restaurants, cafes, cinema, hotels and health clubs. Each offers a wide range of formats suitable for different locations and is currently active in the market.</p> <p>Clydebank town centre is under-served in the commercial leisure sector and can attract new investment and grow the local expenditure base, while also supporting the retail sector.</p>	<p>Canalside pavilions for leisure, arts and culture uses. (short to medium term)</p> <p>Playdrome site, following its release from current use. The site's scale and central location has the capacity to facilitate major, prime leisure sector investment in Clydebank town centre (medium term).</p> <p>Abbotsford Road frontages, complementary to re-use of Playdrome site opposite (medium to long term).</p>	<p>Prepare Council brief for disposal of Playdrome site for leisure use, potentially retaining control through a ground lease. There are two broad delivery formats:</p> <ul style="list-style-type: none"> <li>• Retail park-format, with stand-alone leisure unit sites sold separately by a lead developer</li> <li>• Urban format with enclosed public areas in a leisure building, requiring pre-lets to enable the development to be funded</li> </ul>
Business	<p>Modern business space is provided on the western edge of the town centre at Clydebank Business Park and in new office buildings at Queens Quay.</p>	<p>Medium to larger business investment should continue to be focused upon the business park where there are significant vacancies and at Queens Quay to capitalise upon the Council's relocation.</p> <p>Small scale, creative industries and start-ups should be considered for the core town centre, specifically the upper floors of the Co-op building.</p>	<p>Feasibility study and market intervention to support re-use of the upper floors of the Co-op building for employment uses.</p>

### **APPENDIX 3 - Report regarding WAVEparticle schools visits for the Clydebank Town Centre pre-Charrette.**

**Thursday 22<sup>nd</sup> January - creative workshops (1hr 40mins) in Clydebank High School (a.m.) and St. Peter The Apostle High School (p.m.) - with pupils ranging from S1 to S6 pupils - hosted by Peter McCaughey, with Lizzy O'Brien, Lauren Coleman and Harald Turek from WAVEparticle and Chris Terris from URTV\***

With the aid of a giant vinyl map of Clydebank Town Centre and the pre-printed 'Postcard From The Future', pupils were encouraged to envisage Clydebank in 2025.

After a presentation by Peter McCaughey explaining the concept of a Charrette and putting the workshop in context, followed by a group discussion, pupils were given a 'Postcard From The Future' and invited to write their ideas for the town centre on one side of the postcard and address it to themselves in 2025, when they would be approximately between 22-27 years old. The pupils were then invited to fill-in the blank space on the front of the postcard with drawings / ideas about how they wanted the town-centre to look in 2025.

Pupils were also invited to stand on the giant vinyl floormap of Clydebank, and place a gold star on their favourite place and a red star on their least favourite place- vox pops were taken of the pupils placing their stars / dots on the large-scale map. In addition video portraits were taken of the pupils reading their *Postcard From The Future*.

A photographer from The Clydebank Post took a series of photographs of the workshop in Clydebank High School- WAVEparticle has drafted a press release (attached) to accompany the photographs taken.

Pupils in both schools spoke eloquently and honestly about what they did and didn't like about their area - from their disillusionment with the Play Drome - to how they view wasteland in the area, it really steals their energy and they had many ideas about how to deal with derelict land - ranging from a Singer Theme Park to a BMX skatepark, to a riverside development with restaurants etc. The Titan Crane was seen as a big plus, with many pupils having been to the top, as was The Beardmore Hotel and the Golden Jubilee Hospital.

A pupil at Clydebank High School said she felt 'very powerful' as a result of being asked to contribute her ideas for the town centre.

Suggestions and ideas from the pupils included the following:

- *create a communal space in the town centre a bit like George Square (pupil from Clydebank High School)*
- *'my mum works in a coffee shop the shopping centre and she says something needs to be done for all the small businesses in **there'** (pupil from St. Peter The Apostle High School)*
- *There is nothing in Clydebank, we have to travel to go to anything, either into Glasgow or to Braehead (pupil from Clydebank High School).*
- *create a BMX park on the derelict land at the back of the shopping centre, as although the vacant land is sometimes used for markets, it's mainly used by kids on bikes - "a BMX trail because I feel stuck inside all the time' (pupil from St. Peter The Apostle High School)*

Pupils also suggested everything from an art gallery, to a theatre, to a better shopping centre, to a university - and some felt that the museum in the Town Hall needed to be better advertised.

The staff in both schools were immensely helpful and invested in the workshops and are keen to bring pupils to the Charrette on 11<sup>th</sup> February. See below:

*"It was great to meet you all yesterday. I think I can speak on behalf of everyone involved here at CHs when I say that we really enjoyed the event and felt it was a very positive and worthwhile activity. We're looking forward to finding out which ideas will be taken forward to the next event on the 11<sup>th</sup> Feb."* **Laura McNiven, Teacher, Clydebank High School**

\* Also in attendance at both workshops was Chris Terris from URTV who are working with West College in Clydebank with a view to setting up URTV Clydebank. Chris did some filming of the workshops with a view to this being the college's first local story if and when the URTV Clydebank initiative goes ahead.

## APPENDIX 4 - Clydebank Pre-Charrette - Report

"I am putting you guys forward for an Amazing Things award, which is run by WDC..... we are hoping to submit this year with our Charrette and Intergenerational learning work. We are encouraged to recognise any partners who have supported our work, and I feel that the support we received from you all was excellent. The children, staff, parents and elderly have gained so much from their experience, and this will continue in ways that are hopefully just beginning to become apparent. Had we not received the encouragement, information and time from WAVEparticle, we would have struggled to become so involved in something that is so important, and perhaps our motivation would not have been so strong. I also believe that our participation was accepted by the community as a result of the backing you gave to us." **Jaqueline O'Donnell, Gavinburn, Early Education and Childcare Centre.**

In the run up to the Charrette, the team from WAVEparticle hosted a number of community consultation events in and around Clydebank to invite local people to be a part of it all and to reflect on the changes in the area that have happened in their lifetime, the things that have made or would make a difference to the area and to consider how key dates and stories from the local community about people, places and events, can inform and be added into the plans for development of Clydebank Town Centre.

The pre-Charrette saw local people take part in what were an exciting and engaging few days across a number of venues. The first of these kicked-off on Thursday 22<sup>nd</sup> January when the WAVEparticle team visited Clydebank High School and St. Peter the Apostle High School, and invited pupils, ranging from S1 through to S6, to take part in 'Postcards From The Future' workshops. The workshops involved pupils looking ahead to the year 2025 and sharing ideas as to how they imagine their town centre may have changed and what changes they would like to see ten years from now. **(Detailed schools report already sent).**

The WAVEparticle team also visited local venues / community organisations with vox pops, film interviews and still images taken during each visit. The places visited included Y Sort It Youth Centre; the Clydebank Shopping Centre; The Play Drome; Gavinburn Early Education and Childcare Centre and Second Avenue Sheltered Housing. The WAVEparticle team invited all participants at the different venues to take part in a 'Postcards From The Future' activity, and look ahead to the year 2025 - as well indicate on a giant floormap of Clydebank Town Centre, places of significance to them, for example a favourite gathering place or an historic place that has a story attached to it.

### **Gavinburn Early Education and Childcare Centre - 10.45 -11am, Wed 4th Feb - with two dozen 4-5 yr olds -**

Met with Jacqueline O'Donnell who introduced the WAVEparticle team to 2 groups of 4-5 year olds (24 children in total) and to some of their parents. This school is based in Old Kilpatrick but Clydebank would be their local town centre. Jacqueline was keen to involve a sheltered housing group at Second Avenue, Clydebank, that the children would visit as part of the Charrette activity.

### **Clydebank Shopping Centre - 1-3pm - Wed 4<sup>th</sup> February, with the shoppers / general public**

Comments from the public included the following:

- Shopping centre feels very uninspired and unwelcoming.
- It was felt by a lot of the public that the shops in the Centre were of low value to the community: Poundshops, Cash Convertors, tanning/ nail salons etc.
- Many people WAVEparticle spoke to said they visited the shopping centre mainly because there was nowhere else to go in the town but they weren't attracted by what was on offer within the Centre.
- One elderly couple were particularly angry about the new leisure centre development, as they use the **indoor bowling green** at the Play Drome and were told this wouldn't be reproduced in the new space.
- There was a general consensus that no public space addresses the rich history of Clydebank and it would be of real benefit to showcase this in some way.
- 90% of the public WAVEparticle met at the Shopping Centre had physical health issues and in some cases learning disabilities. Why is there such a concentration of this in Clydebank and in the shopping centre? Nowhere for people to go during the day to socialise or keep active.
- there is still a sense of community and pride about Clydebank and about Clydebank's rich history history but there just needs to be opportunities / spaces for this to be reflected.

**The Play Drome -- 4-6pm Wed 4<sup>th</sup> Feb**

WAVEparticle met with a range of local people at The Play Drome from the Manager to the general public- and the overriding comment was that the existing leisure centre was no longer fit for purpose and that people were looking forward to the new leisure centre.

**Y Sort It Youth Centre: 7-8.30 pm - Wed 4<sup>th</sup> Feb -** the young people were very engaged - some of them created their own “raps” about Clydebank which were recorded and presented at the Charrette. When asked to indicate their favourite place on the map many of them put their gold star on Y Sort It as they felt it was one of the few places for young people in Clydebank - they felt that more opportunities / facilities needed to be created for young people.

The youth leader felt that the floormap was such a great tool that he borrowed it for a series of additional workshop activities with the young people.

**Second Avenue Sheltered Housing - 12.30 - 2pm, Wednesday 25<sup>th</sup> March** WAVEparticle visited the sheltered housing group with Jacqueline O'Donnell and 6 of the children from the Gavinburn Early Education and Childcare Centre on Wed 25<sup>th</sup> March - a very successful visit connecting young and old within the community.



Pre-Charrette Activities organised by WAVEparticle



## APPENDIX 5: FUNDING OPPORTUNITIES

Table 1 summarises possible sources of funding for the Clydebank Town Centre Development Framework and Action Plan priority projects.

**Table 1: Clydebank Town Centre Development Framework & Action Plan: Potential Funding Sources**

Funding Source	Specific Opportunities
<b>PUBLIC</b>	
<b>1.Scottish Government</b>	i. Regeneration Capital Grant Fund - deprivation & disadvantage -transformational change -private sector investment  ii. Town Centre Action Plan e.g. Digital Towns, simplified planning  iii. Town Centre Empty Homes Fund iv. People & Communities Fund: Strengthening Communities v. A+DS ‘Stalled Spaces’
<b>2. Historic Scotland &amp;Heritage Lottery Fund</b>	Scotland’s Urban Past Heritage Enterprise
<b>3. Big Lottery Fund</b>	Investing In Ideas Awards for All Investing in Communities
<b>4. Community Empowerment</b>	Awards for All Scottish Land Fund Investing in Communities: Growing Community Assets
<b>5. Next European Funding programme (2014 - 2020)</b>	European Structural & Investment Funds (ESIF) Themes: -Competiveness Innovation Jobs -Environment Resource Efficiency Low Carbon -Social Inclusion Local Development
<b>6. Creative Scotland</b>	Cultural Economy Programme Public Art Sited & Youth Arts Hub Creative Place Awards

Funding Source	Specific Opportunities
<b>PRIVATE</b>	
<b>1. Local business &amp; investors: owners</b>	<ul style="list-style-type: none"> <li>- WDCto be proactive: de-risking &amp; packaging discrete market ready opportunities includes using ‘ghost planning applications’</li> <li>- Offer smaller development packages that sit within the Development Framework to Clydebank based businesses and investors</li> </ul>
<b>2. Local Asset Backed Vehicle: Development Agreements: Property Leases</b>	<ul style="list-style-type: none"> <li>- Local Asset-Backed Vehicle (LABVs) could combine private investment with public sector assets;</li> <li>- Development agreements are a simpler approach where the private sector builds on public sector land.</li> <li>- Property leases as a security for investors may suit specific uses</li> </ul>
<b>3. Town Centre Investment Zone</b>	Opportunity use the Development Framework to agree an approach that would be endorsed by Scottish Government
<b>4. Local Benefactors &amp; Opportunistic Sources</b>	Use the Development Framework and Action Plan to market opportunities and make the case for investment (e.g. Clydebank Coop and Shopping Centre)
<b>COMMUNITY LOCAL SOURCES</b>	
<b>1. Community ownership of assets:</b>	Development Trust or Community Interest Company
<b>2. Tridos Bank</b>	Offer loans to organisations working to bring positive & lasting change.
<b>3. Robertson/Gannchy Trusts</b>	Focus on innovative approach to arts/sport provision particularly targeting young people
<b>4. Opportunistic</b>	E.g. crowd sourcing

## **APPENDIX 6 - FUTUREWALK, Clydebank Walking Tour**

The roots of Clydebank as a powerhouse of Scottish industry does not begin too far back in history, indeed before the 1870s the area now known as Clydebank was merely a greenfield site, known as the Barns O’Clyde, the largest population centres were Dalmuir, Duntocher, Hardgate and Faifley, the County of Dumbarton, except for the exclave to the east, only had one large population centre, that being Dumbarton.

The industry of the town, and the town itself can be traced back to two brothers James and George Thomson, who had previously worked for the renowned engineer Robert Napier at the Vulcan Foundry and Lancefield Works in Glasgow. In 1847 the brothers founded the Clyde Bank Foundry in Anderston and later the Clyde Bank Iron Shipyard in Cessnock in 1851. As land beside the Clyde became a premium with the increase in trade using the river The Clyde Navigation Trust compulsorily purchased the shipyard in 1871 paying over ninety thousand pounds for the Cessnock site, which later became the Prince’s Dock. After looking at sites further down the river, such as Greenock the management of the shipyard decided on the agricultural water frontage of West Barns O’Clyde owned by Miss Hamilton of Cochno. The site was perfect, not only for being flat land, but also due to the proximity of the confluence of the Clyde and Cart, which would allow the launching of larger ships into the River.

The work of establishing the yard was complex, largely in part due to the lack of any amenities nearby. Whilst the yard was being built works was being carried out to construct tenements to house 700 people, the workers and their families, as workers had been transported to the new site by boat from their homes in Govan. These tenements formed Clydebank Terrace (or Thomson’s Buildings) and became the core of the new town. Workers continued to be ferried to the yard from Glasgow until the coming of the Glasgow, Yoker and Clydebank Railway in 1882. A large shed was erected in 1873 to serve as a canteen for those travelling to the yard, but at other times as a meeting place and on a Sunday a church. Known as “The Tarry Kirk” it functioned as the church until the first churches were built nearby, St James Parish Church in 1876 and the Union Church in 1877. A penny savings bank was founded in 1872, a school followed in 1874, with 64 pupils and in 1875 the Thomsons introduced a horse drawn omnibus service from the Glasgow Tramway Terminus at Whiteinch.

As you can see the basis for a town was forming over the years, with an increase in the building of homes, commerce within the town grew and by 1880 2000 men were employed by the yard. Further industry arrived, such as Singer, which we will come to later, and in 1886 the settlements became a Police Burgh, with the new commissioners adopting the name of the yard as the name of the town, Clydebank was born, but only by two votes. Incidentally the first Provost of the town was James Thomson, son of the founder of the shipyard.

**Singer Station** - one of two stations in Scotland named after a company, one of four in Britain.

Singer Railway station is the last remnant of the former Singer Manufacturing Company's factory. Once the largest sewing machine factory in the world and the site of the iconic clock tower, the largest four faced clock tower in Europe. Singer opened a branch office in Glasgow in 1856 with a decision being made in 1867 to open an assembly plant in the UK. The original site was chosen by the Scottish born George Ross McKenzie at Love Loan, in High John Street, Glasgow with tools and machinery being sent over from the states. By 1872 a new factory was under construction in James Street, Bridgeton and as sales began to steadily rise, a cabinet works was opened in Govan Street, now Ballater Street on the south side of the Clyde.

Sales continued to rise and Singer went in search of a larger site for production, having failed in an attempt to acquire a site near Stirling in 1881, they settled on 46 acres of farmland at Kilbowie in 1882, with the first sod being cut on 18<sup>th</sup> May 1882 and opening in 1885. The Glasgow News described the site as "one of the most desirable in the kingdom". The cost of £300,000 was estimated for the work by McAlpine and Richmond, later known as MacAlpines, owned by the famous Concrete Bob. 500 tons of cement and 20 million bricks were used in the construction of the factory, with all areas of production on site and the construction of the iconic Clock Tower. Further housing was constructed by Singer, but only two tenements for firemen, foremen and watchmen. McAlpine constructed many more tenements, becoming the largest landlord in the burgh.

After the Singer Strike of 1911 Singer invested a large sum of money in the creation of leisure facilities for their staff, taking a paternalistic view of the workforce and providing the Singer Hall, sports pitches and the creation of the Singer Gala Day, the highlight of the social calendar for the town.

Throughout both World Wars Singer manufactured war supplies, such as aircraft part, and the post WW2 era saw changes to the working pattern of the factory. Buildings were removed, including the clock tower in 1963, with the factory finally closing in 1980. With the closure of the factory the area was used in the creation of the Clydebank Business Park.

## The Blitz

As a massive producer of war supplies throughout the Second World War Clydebank would be a key target in the German Airforce's bombing campaign of Britain. Reconnaissance photographs taken by German planes over the town in 1937 show that in preparation for a possible future war the Germans were making plans of the town and the main industrial sites within the town. The Clydebank Blitz took place on the nights of the 13<sup>th</sup> and 14<sup>th</sup> March 1941, when 439 bombers dropped over 1000 bombs on the town aiming for sites such as John Browns Shipyard, the ROF at Dalmuir and the Singer Factory. The town was largely destroyed, out of 12000 houses only seven remained undamaged, with 4000 completely destroyed and 4500 suffering serious damage. Sadly 528 people were killed and 617 people were seriously injured. Many hundreds more also suffered injury. Hundreds of people were moved from the town, with a large number never returning. The Blitz as a German plan of attack on industry largely failed. Production continued at all three key sites, with only one industrial plant being completely destroyed, the Strathclyde Hosiery Company.

### **Clydebank Shopping Centre**

The Shopping Centre is built on the site of the former railway sidings and short branch line into the Singer Factory, The Kilbowie Iron Works, later D & J Tullis, machine tool makers and producers of industrial laundry machines. We are also on the site of Graham, Livingstone, Gordon and Stanley Street, as can be seen in the photograph. To the rear of the shopping centre, where the current bingo halls sits was the site of Kilbowie Park, former home of Clydebank F.C.

### **Forth and Clyde Canal**

Designed by John Smeaton, construction for the Forth and Clyde Canal began in 1768 with completion in 1790. At 35 miles in length to link the Firth of Forth at the River Caron at Grangemouth with Bowling on the River Clyde. The canal also linked with Edinburgh through the Union Canal and the industrial areas of Lanarkshire through the Monklands Canal. A further Canal was also constructed, which we will discuss later. An Act of Parliament in 1842 transferred ownership of the canal to the Caledonian Railway, being nationalised by the Labour Government in 1948. The rise of railways led to the demise of the canals, as seen throughout Britain. The death knell of the canal came with the construction of the M8 motorway, rather than construct a bridge over the canal it was decided to cut through it. Thankfully a greater appreciation of the canal in the later years of the last century saw a rebirth of the canal and an increase in its use as a recreational asset to the country.

### **Playdrome Site**

Former railway sidings, there is evidence that in the late 1920s/30s the area was used for temporary housing, with some people living in railway carriages and tents in this area, due to housing issues. We can also see the area the site of the former Stanford Chemical Works, still commemorated in the name Stanford Street, with the founding Stanford also being one of the first people to sit on the town council after it became a police burgh.

### **Forth and Cart Canal**

As we walk down Argyll Road towards the college we are following the route of what could be called Scotland's Forgotten Canal, the Forth and Cart Canal. This half a mile long canal was authorised by parliament in 1836 and completed in 1840. The route short canal would allow access to the Forth and Clyde Canal from Paisley, using the navigable River Cart and removing the need for vessels to travel up the Clyde to Bowling and then double back on themselves. As happened to the Forth and Clyde Canal this canal was also taken over by the Caley railway and closed due to lack of profits in 1893. The closure of the canal provided an opportunity for the Glasgow Clydebank Railway destroying the first section of the canal. A short section of the canal survived until 1919, with some remains still evident until 1985.

**John Browns Shipyard.**

We have previously looked at the shipyards move to the area and the creation of the yard. John Brown and Company, of Sheffield, purchased the yard in 1899, for £923, 255 3 shillings and 3 pence, which is current value ranges between £88 million and £509 million, depending on which index you use. The yard produced many famous vessels, such as the ground breaking Servia for the Cunard Line, there was a steady stream of Cunard vessels built by Browns over the life of the yard. Thankfully we still have a reminder of the yard in the Titan Crane, the 150 foot cantilever crane built in 1907, with work carried out by Sir William Arroll and Company. The crane was the first electrically powered crane in the world and at the time the largest crane of its type at the time of construction. The crane and the confluence of the two rivers allowed Browns to construct very large ships, although in 1938 the lift capacity was increased to meet the needs of HMS Duke of York. Ships to have been built using the crane include HMS Hood, RMS Queen Mary, RMS Queen Elizabeth and the Royal Yacht Britannia. Four Arroll cranes remain on the Clyde, at Finnieston, Barclay Curle's Yard, Clydebank and Greenock, with the Fairfields Crane being removed in 2007.

As is well known in 1968 the yard was merged into Upper Clyde Shipbuilders, made famous by the work-in of 1971. Ultimately shipbuilding on the yard was drawing to an end, with the last vessel launched being the MV Ailsa in 1972. The yard was later owned by Marathon Oil and UiE to construct oil rigs. I think it's very important to understand the importance of this site in the industrial heritage not only of West Dunbartonshire, nor the UK, but the world!

Andrew Graham

Collections Officer  
Heritage Team  
Culture and Creative Learning  
West Dunbartonshire Council

**Cardiff**

one Dunleavy Drive  
Cardiff CF11 0SN

+44 (0)2920 225 208  
cardiff@austinsmithlord.com

**Glasgow**

296 St Vincent Street  
Glasgow G2 5RU

+44 (0)141 223 8500  
glasgow@austinsmithlord.com

**Liverpool**

Port of Liverpool Building  
Pier Head L3 1BY

+44 (0)151 227 1083  
liverpool@austinsmithlord.com

**[www.austinsmithlord.com](http://www.austinsmithlord.com)**