



Glasgow City Council

Development and Regeneration Services Committee

Report by Director of Development and Regeneration Services

Contact: Eleanor McAllister Ext: 77211

Merchant City Five year Action Plan

Purpose of Report:

To inform members of the development of the Five Year Action Plan for the regeneration of the Merchant City and Trongate Areas of the City Centre.

Recommendations:

Committee is asked to:

- note the contents of the Five Year Action Pan for the Merchant City
- approve the establishment of a member/officer working group to progress the implementation of the actions detailed in the Action Plan Document
- instruct the Director of Development and Regeneration Services to develop a property marketing and letting strategy for its retail holdings within the Trongate and Merchant City areas which satisfies the overriding objective of the Plan of 'increasing footfall through improving the quality of the Merchant City and Trongate Experience' by attracting retailers of good quality and value to the area.

Ward No(s): 27

Citywide:

Local member(s) advised: Yes No

Consulted: Yes No

1 BACKGROUND

- 1.1 The development of an Action Plan for the Merchant City was conceived as an extension to the Merchant City Townscape Heritage Initiative (THI), seeking to deal with those issues not relating to the historic fabric of the area for which the THI is responsible. This has since emerged as a crucial mechanism for uniting the concerns of the residential and business communities in the area in seeking to reverse the general downward trend in economic activity.
- 1.1 Despite new major housing developments on site at the present time – Merchant Village and the Rothead Building – there are still many more blocks of unused and semi - derelict buildings awaiting a site start. Retail trading, particularly in Trongate, declined significantly and it is difficult to see how many existing business will be able to sustain their activity while waiting for the market to redress the situation. The Action Plan outlines a number of projects to be implemented by the Council, and its partners, which will intervene to help overcome some of the issues identified as core to the area's regeneration. The aim is to build on the wide variety of exciting new architecture in housing and the burgeoning cultural sector by addressing issues such as the large tracts of dimly lit, poorly populated areas which are intimidatory and deter visitors from entering the area.
- 1.3 The Action Plan was prepared by officers of DRS in close consultation with representatives of the business community in the area. Some aspects of the specialist study requirements were outsourced to property experts, artists and marketing consultants.

2 THE MERCHANT CITY ACTION PLAN IN BRIEF

- 2.1 The Action plan has four broad themes and has fifteen specific actions. ***All the actions are focused on delivering the overriding objective : to increase footfall to the area through improving the quality of the Merchant City and Trongate experience.*** The themes are:
- **Physical and Environmental:** These actions are most closely related to the work of the THI and seek to use the Council's statutory powers more robustly to prevent the loss of more of the area's historic buildings. The Council's roles as owner of substantial property; major funder of the public realm; and the organisation responsible for lighting enable a range of actions to be developed where the Council improve the environment and performance of the area. The related Arts Property strategy is of particular relevance to these actions and to the Council's role as development catalyst.
 - **Economic and Social:** these actions seek to use the resources of the Council and Scottish Enterprise Glasgow in helping individuals seeking to locate their business in the area to access business support programmes. Of particular interest is the growth of those businesses in the cultural industries of design, media and the visual and performing arts, which are already targetting the area. For new retailers wishing to offer a good value, comprehensive service to the local people, there will be assistance for accessing property through a streamlined service in letting procedures with advice on shop front design and window displays. The requirement will be that all users in shops have to display an animated façade to the street. These actions also commit the Council to working closely with the local business and residential communities when developing its programmes.

- **Image and Identity:** These actions are focussed on improving the access to the area through new, attractive and significant signage and artworks. The area will also benefit from the first phase of the new City Wide Lighting Strategy. A new comprehensive marketing strategy will be developed, to improve the knowledge of the area's diverse cultural activities and its many cafes/bars.
 - **Location and Integration:** This will involve the Council in being proactive in terms of robust advocacy of Crossrail which, if the interchange was located at Glasgow Cross, would be the single most important factor in boosting the economic activity in the area. There is also a commitment to work closely with local residents and businesses on any further development of the traffic management system.
- 2.2 These proposed actions are summarised in Chapter Four of the attached Report and are expanded in Appendix 1. This will be the framework will guide principals for officers within DRS who will be responsible for the delivery of individual components of the Plan.
- 2.3 The Budget for the capital works involved has already been approved by the Council for the 2002/2003 financial year. Key early projects are:
- refurbishment of interiors and shopfronts to Trongate shops, using the apprenticeship scheme in Building Services. Work is set to start in July;
 - signage and art works proposals are being worked up in preparation to go out to tender;
 - and the marketing brief for the refurbished shops, targeting new types of activity for the area, is underway. This will require a proactive and focused approach to marketing and a new approach to letting retail property.
- 2.4 The delivery of the Action Plan requires a commitment to integrate service provision within DRS and the departments of the Council, and to continue to work closely on individual projects as they are worked up with local businesses and residents to ascertain their views DRS will establish an member/officer working group supplemented by an invited representative from SEG and the City Centre Partnership. This team will be led by the Depute Director of DRS who will report back to Committee on progress on a regular basis.

Development and Regeneration Services
EMcA
14 May 2002

FIVE YEAR ACTION PLAN

FOR THE MERCHANT CITY

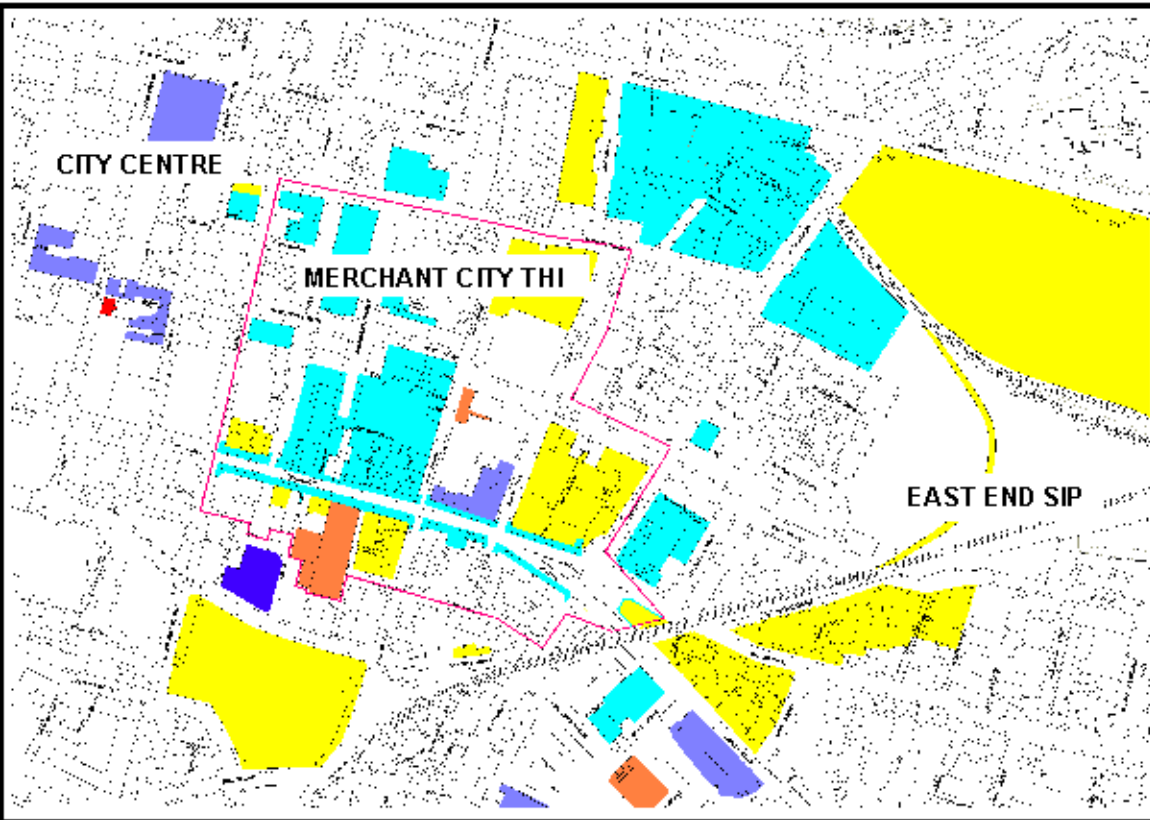
INDEX

		Page
	Executive Summary	3
One:	The Need for an Action Plan	4
Two:	The Civic Context	5
Three:	A Five Year Action Plan <i>Physical and Environmental</i> <i>Economic and Social</i> <i>Image and Identity</i> <i>Location and Integration</i>	6 - 9
Four:	Implementation <i>Management</i> <i>Funding</i> <i>Monitoring</i> <i>Resources and Responsibility</i>	10 11
	Appendices	
1.	Expanded Action Plan	12-17
2.	Shopfront Design Guidance	18
3.	Map of Current Developments	19
4.	Overviews on Related Studies	20

EXECUTIVE SUMMARY

The Merchant City and Trongate stand at a crossroads in terms of their future as economically active and attractive parts of the City Centre. This Action Plan has been assembled as part of the City's commitment to the Townscape Heritage Initiative (2000–2005) and sets out a strategic approach to future development in tandem with a commitment from the public sector to directly intervene in those areas where it is empowered and often uniquely positioned to do so. The Department of Development and Regeneration Services will assume the lead role for the Council within the THI.

The Action Plan assumes that the Merchant City will remain an area of mixed use—a unique urban quarter where artistic and cultural can mix with retail and a growing and much valued residential sector to generate activity, where quality architecture re-inforces the sense of place and where boldness and innovation is positively encouraged at the expense of blandness and mediocrity. In doing so the ability of the Merchant City to sustain and extend employment opportunities, attract tourism, provide homes and offer an unrivalled quality of urban environment will both enhance the reputation of Glasgow as a whole and re-inforce a vital link back into both the City Centre and the adjacent East End Social Inclusion Partnership area.



— THI boundary

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STRENGTHS AND OPPORTUNITIES

The Merchant City is at the core of Glasgow City Centre creating a link between the thriving commercial zone and the regenerating East End. It's success and unique character as a place where people have once again moved back to live, engage in business and spend their leisure time is an invaluable asset and enhances Glasgow's reputation as a cosmopolitan, dynamic urban City in Europe. The consolidation, protection and development of this asset would do much to strengthen the attractions of Glasgow and create a solid framework for the expansion of a sustainable mixed use city centre. Foremost amongst the Merchant City's strengths are the following:

- This is the earliest area of historic Glasgow to survive. Architecturally and historically the area has an extraordinarily rich heritage of medieval, Victorian and Edwardian buildings and is rapidly being further enhanced by strong, contemporary infill development.
- Thus the area has strong tourism potential, which is not yet fully exploited.
- Flexible and well positioned floorspace exists in the area for small to medium sized businesses—and may be particularly attractive to those enterprises with a strong design theme
- It is an ideal location for a mixed use urban quarter providing interest, vitality and sustainability. Office, commercial, light industrial, retail, healthcare, cultural (creative industries) community, leisure and tourism all share space with a residential population of approx. 3,000 householders.
- The residential community itself is creating a growing demand for small service sector groceries, cafes, etc. and is expected to continue to increase in size and aspiration.
- Recent upturns in the economy have assisted property investment with several schemes either having planning approval or awaiting decisions



WEAKNESSES AND ISSUES:

The Merchant City is strategically important to Glasgow but there are serious threats to this progress.

- Footfall for businesses in the area is low, and has suffered from the polarisation of commercial activity; the small scale, traditionally local businesses which trade from this area cannot compete with their larger, often multinational neighbours located only a few blocks away and as businesses have declined or left so there is less reason to visit the area.
- For all the acclaim of recent years when the Merchant City was hailed as one of the UK's best examples of urban renaissance, large swathes of the Merchant City have remained undeveloped;
- This has had a knock on effect on the image of the area, and on personal security, levels of lighting, the continuing under densification of the area and the corresponding low level of support for local business and services.
- There is a glut of vacant retail floorspace in the area—largely owned by the City Council itself—which rarely finds new tenants with good covenants, whilst the floorspace itself has become degraded and obsolete for new businesses.
- The condition of the public realm—aside from the exemplar project on Candleriggs—is extremely degraded and well below the standards now set for the City Centre.
- The effect of the above is to further isolate the Merchant City from the commercial and marketing success of the Centre; other linkages are also weak, including that to the East End Social Inclusion Partnership or to the River to the south and University campuses in the North; all represent a potential pool of customers, visitors and labour and should be encouraged into the area in the City's drive to 're-connect' its urban core.

CHAPTER TWO: The Civic Context

Regenerating the Merchant City fits within a strong policy framework:

Glasgow City Plan

The City Plan (Finalised Draft April 2001) places great importance on the success of the City Centre, with the aim of maintaining it as 'one of the most successful, dynamic, safe and accessible business, tourism and cultural centres in the UK and Europe', this would be achieved by:

- Maintaining and developing the City centre as the strategic focus for Glasgow and the Clyde Valley, promoting the City centre as a competitive location via flagship retail and commercial development and enhancing the rich fabric of its physical environment;
- Encouraging high standards of urban design that will contribute to sustainable economic regeneration;
- Promoting or enhancing buildings and areas of special quality and promoting Glasgow's built heritage'

The City Plan also makes formal a commitment to land reservations relating to the potential implementation of Crossrail, and a new interchange station at Glasgow Cross in future years.

Glasgow City Council and S. E. Glasgow Joint Economic Strategy

The strategic partnership between Glasgow City Council and S E Glasgow has as a main objective to: 'build on Glasgow's distinctive qualities to develop a dynamic internationally competitive economy which creates wealth and provides quality, sustainable work opportunities for all residents of the City'. This is to be achieved by maximising the growth areas where Glasgow excels such as culture and design and by:

- Generating sustainable economic growth ... and fostering innovation and creativity;
- Creating jobs
- Tackling social exclusion
- Developing a competitive workforce, and developing a world class urban product for visitors.



Glasgow Alliance

Under the banner 'Vibrant City', the Alliance, has specific aims for the city centre, including:

- Encouraging mixed use developments
- Improving the quality of visitor attractions and cultural facilities
- Enabling the growth of new media and cultural business quarter
- Generating private sector involvement to create/refurbish properties for cultural/creative activity
- Improving the quality and maintenance regime of public spaces and public realm
- Mitigating pedestrian and vehicle conflict
- Improving the quality and choice of residential property and tenure
- Promoting development and conversions to create flats, lofts and family accommodation
- Improve community security and personal safety through increased usage of spaces.

Glasgow Tourism Action Plan

This sets out the priorities for tourism development up to 2006 and is driven by the aim of maximising the economic contribution of tourism through the positioning of Glasgow as a competitive and appealing destination in the global tourism market.

This would be guided by the need to nurture, sustain and capitalise on Glasgow's 'city buzz' and the desire to maximise the quality of life for Glasgow residents. Great emphasis is placed upon the employment opportunities presented by a buoyant tourism scene and the importance of consolidating and building upon the City's existing strengths and infrastructure—including its distinctive built heritage.

The following Action Plan fits strongly within the strategic context which has been described above.

CHAPTER THREE: A Five Year Action Plan

Physical and Environmental

Background: Sizeable areas of vacant or underused space exist within the area; some of which has not been in productive use for over 2 decades. Despite statutory protection a number of historic buildings have been recently lost and several others are deemed at risk; this is partly due to a shortage of budgetary resources at local authority level to take enforcement action, combined with historically low property values attached to properties at the south and east end of the area, development inertia, and land banking. At ground floor level the problem is especially visible in the high level of shop vacancies, many council owned and experiencing serious difficulties in attracting new tenants to what has become unattractive retail space.

Such inertia adds to the perceptions of dereliction and lack of security, high incidences of vandalism and antisocial behaviour; in economic terms it also represents a loss to the City's income base through rents and rates and to the local retail sector through loss of potential local customers.

The underuse of the Council's own properties in this area is also a cause for concern and is not a best value use of resources. Environmentally also there is a need for a cohesive approach to street surfaces, lighting and landscaping, with excellent standards already set in the public realm work along Candleriggs.

Private sector interest in sites and development opportunities is evident in the area, amounting to over £169 Million of (confirmed and likely) inward investment in the area (excluding City Science). Clearly the long to medium term impact of these projects will be considerable **IF** all materialise within the timescales promised. The role of the public sector meanwhile should be to sustain market confidence through intervention where best placed, in the infrastructure of the Merchant City.



Actions 1 : The Council's Heritage and Design Section (assisted by Building Control and Environmental Health divisions) will undertake a rigorous survey of all listed buildings within the Merchant City on a pilot basis and where appropriate instruct the serving and enforcement of Statutory Notices on building owners.

Action 2 : The Council will undertake (through the THI, DRS Property, and CLS) a complete audit of its own major property holding's in the area—in particular—North and South King Street, 20 Trongate, City Hall, and the old Fruitmarket—with a view to rationalising and consolidating optimum usage of the buildings and potentially freeing up surplus property for sale or conversion/re-use.

Action 3 : The Council (through the THI) will undertake a systematic upgrading and re-marketing of Council owned retail units using the City's Building Services apprentices and the THI grant programme to transform the interior and exterior image of the units.

Action 4 : The Council (through Land Services and DRS) will extend the Public Realm Programme along Trongate to improve street surfaces, signage and furniture;

Action 5 : The Council will implement as a priority the City Wide Lighting Strategy on a phased basis throughout the area, and explore opportunities for the integration of this with a public art programme

Action 6 : The Council, through the THI will promote a major design competition for Glasgow Cross.

CHAPTER THREE: A Five Year Action Plan

Economic and Social

Background: The Merchant City offers strong opportunities for a flourishing cultural industries sector.

It is central, thus benefiting from the buzz and activity of close quarter urban living, it is mixed use so allowing both studio, workspaces and living units to be closely located to centres of production and consumption, possess a range of small to medium sized premises, much in flexible warehouse style floor plates allowing for expansion and subdivision. In addition, the impact of the proposed move of the Scottish Youth Theatre to the former Sheriff Courts and the BBC Scottish Symphony Orchestra into the City Halls will result in a major influx of both staff, students, players and associated activity in the heart of the area which could create considerable demand for services in the area. The creative industries (design, software, graphics, film, fashion) offers particular opportunity as a growth sector.

In addition, the Merchant City is Glasgow's most central location for small, niche, local and independent shopping in the city from and despite the current difficulties in the area's retail performance and commercial footfall the 'design' theme is likely to be encouraged.

By achieving a sensible balance and dynamic mix of the above, the sustainability of the area's economy will be supported by increasing perceptions of security, liveliness and of the Merchant City as a destination. The City Plan has policies which aim to deal with the amenity of local residents and environmental amenity in general—particularly in regard of waste disposal/collection methods, late night noise and traffic management/accessibility.



Action 7 : The Council in partnership with Scottish Enterprise Glasgow will implement a programme of targeted business support mechanisms and incentives to encourage new business start-ups, particularly amongst growth clusters in the design, media and 'cultural industries, to include assistance with location/ premises, access to venture capital, the support (via the City Centre Partnership) of a Merchant City Business Forum, an ongoing review of rent and rates, and a continued marketing campaign to attract visitors to the area.

Action 8 : The Council, through the THI, will engage on a regular basis with the local community and residents via means of attendance at Community Council and Civic Society meetings, publication of a monthly newsletter and assistance with establishing and updating a Merchant City website.

Action 9 : The Council will implement the recommendations of the Retail and Marketing Survey of the Merchant City and Trongate to create a new retail destination characterised by streamlined letting procedures and secure, well managed shopping streets.

Image and Identity:

Background: The Merchant City has a strong identity but struggles to attract sufficient people to sustain its retail businesses and there is a clear need for more proactive marketing of the area. Bringing people into the Merchant City and giving them a reason to stay, wander, browse, be entertained and ultimately spend both quality time and – hard cash, is a prime factor to be addressed in the long term role and sustainability of the area.

The marketing of the area as a destination in its own right is a difficult task because of the strong 'pull' of the adjacent commercial core around Buchanan Street. Nevertheless the area has certain distinctive selling points which may be used creatively to brand its unique appeal and highlight the existence of the area from other parts of Glasgow and wider afield.

Activities focussing on niche design and interior 'lifestyle' shops, music, comedy clubs, varied bar and restaurant venues, the arts and the pink pound, etc all create a strong if still slightly fragile image for such marketing but have an important role to play in attracting tourists and visitors to the Merchant City and in characterising and colouring positive impressions of the area. Such impressions must be further strengthened by promotion of compatible events such as street theatre, 'alternative' fringe festivals, support for the already established traditional, folk and jazz culture, and reasons to browse such as open air art around the Tron, craft fairs, continental markets, etc. The marketing and promotion of the area requires to find a locus for these activities so that information is both comprehensive and high profile. The development of the Merchant City website will be central to this.

The contribution of the distinctive architectural character of the area has a strong role to play in attracting visitors and may be sustained by a commitment to high quality and distinctive development in the future combined with safeguards to protect and enhance the best of the historic townscape. Interpretation and awareness raising material requires to be produced to maximise this asset.



Action 10 : The Council (through the THI /DRS) will promote the visibility of the Merchant City by implementing the conclusions of the Signage and Entry Points Study and by undertaking a series of architectural lighting commissions in association with the City wide Lighting Strategy.

Action 11 : The Council (through the THI and CLS) will work with the City Centre Partnership to undertake marketing initiatives to highlight the unique appeal of the area to locals and visitors alike.

Action 12 : Investigation will be made into the use of a specific information point for cultural and public events in the area within the Tron Theatre.

Location and Integration

Background: The efficient movement of people into and through the Merchant City whether by car, public transport, on foot or by cycle is given a clear policy lead in the Glasgow City Plan (Finalised Draft) which seeks to reduce private car journeys into the city centre and to promote other more environmentally responsible means of transport so as to reduce congestion, pollution, and road traffic accidents.

However as the future of the area is to a large extent driven by its ability to attract footfall, facilitating all forms of access, and striking a balance between these different forms so as to create a pleasant environment will be critical. Decisions as to traffic management, particularly private car journeys must therefore be based on full local consultation, particularly with local traders whose livelihoods depend upon maintaining high levels of visibility and accessibility, including parking facilities.

Considerable strategic advantage can be brought to this issue if the area had its own dedicated rail hub, as could be created at Glasgow Cross under the Crossrail/Glasgow Airport link initiative, whereby a major interchange station would be created linking both main line services and wide coverage of the low level Strathclyde west coast lines. The radial, regenerative impact of such a scheme would have major repercussions both for Glasgow Cross/Merchant City and the inner East End Social Inclusion Partnership, effectively creating the conditions for a Transport Development Zone. The strategic significance of this is recognised and given support in the City Plan

The connectivity of the Merchant City to its adjacent neighbourhoods has considerable but as yet untapped potential, particularly to the east and south, into already residential areas of the city where the a strong Merchant City could serve to strengthen the mixed use sustainability of these areas through good design, meeting latent demand for city centre housing, and creating a better basis for local business turnover. To the north is the sizeable campuses of both Strathclyde and Caledonian Universities whose students could form a valuable customer base particularly for the independent fashion sector of the area.

In a broader context it should also be recognised that the Merchant City is effectively on the Edinburgh 'side' of the city and may be able to capitalise on its strong economic performance. For the Merchant City to capitalise on commercial successes closer to home however it will be imperative that the physical and graphic links between Buchanan Street and the golden 'Z' are translated into people movement via the main routes and supplemented by maximum use of the network of wynds and vennels that have survived and offer considerable scope for animation and commercialisation.



Action 13 : The Council will facilitate the optimum conditions for a balance between commercial access needs, the amenity of local residents and the city centre policy to minimise unnecessary private car journeys via full public consultation on a range of traffic management proposals to include the re-introduction of short stay parking along selected streets e.g. Trongate;

Action 14 : The Council will engage with Scottish Executive, Strathclyde Passenger Transport and the strategic rail authority to promote the delivery of an interchange station and Crossrail solution to the site at Glasgow Cross.

Action 15 : The Council will explore means to strengthen the physical and economic connections between the Merchant City and the East End, the River, Student campuses and the central commercial zone; in particular—support will be given to the Council's Merchant Wynds policy.

CHAPTER FOUR: Implementation

Management

Responsibility for implementing the Action Plan will lie with a steering group composed of all the partners and stakeholders active within the area, chaired by Development and Regeneration Services who will convene bi-monthly meetings to progress the Action points and monitor progress.

It is intended that public and expert consultation on the Action Plan will inform its progress as a 'dynamic' and regularly reviewed instrument for the regeneration of the area and operation of the Heritage Lottery sponsored Merchant City Townscape Heritage Initiative. Such consultation will be undertaken at the outset and at regular intervals over the next 5 years of its currency, involving:

The Merchant City Civic Society
The Merchant City Community Council
Trongate and Glasgow Cross Community Council
Merchant City Business Forum
The City Centre Partnership

The Strategy must also engage central government, local retailers, residents, property owners, developers and inward investors and it will be one of the aims of the steering group to promote a genuinely 'joined up' approach to the implementation of the Plan.

Funding

The financial implications of implementing the Five Year Action Plan are laid out in the table overleaf.

In addition to core, public sector funding there are a number of other potential sources of funding exist and will be explored on a case by case basis, e.g.

- Merchant City Townscape Heritage Initiative administer a range of grants for eligible works to properties within the boundary of the initiative, concentrated on:
 - Historic building repair
 - Re-use of vacant historic floorspace, and
 - Re-instatement of architectural detail including shopfront restoration
- Glasgow City Council – Conservation grants
- SE Glasgow Training grants, business start up/inward investment incentives
- Europe (ERDF/ESF) for training and accommodation needs of small to medium sized enterprises
- Private Sector/Joint Ventures/Sponsorship/Charitable funds e.g. Phoenix Fund
- Historic Scotland – Building Repair Grants for repair/restoration



Monitoring and Evaluation

Clear and measurable performance indicators will be put in place to enable the progress of the Action Plan to be assessed. These will include :

- Number of derelict buildings/ buildings at risk in the area?
- Number of buildings which have been brought back into productive use
- Square metres of floorspace improved/upgraded
- Value (£)of inward investment brought into are
- Number of new residents
- Number of new business start-ups
- Number of employees in area

ACTION	FIT WITH STRATEGY	RESPONSIBLE BODY	COST
<i>Build on Glasgow's distinctive qualities to develop a dynamic, internationally competitive economy which creates wealth and provides quality, sustainable work opportunities for all the residents of the City'</i>	Main aim of Glasgow and Scottish Enterprise's JOINT ECONOMIC STRATEGY		£
GENERATING ECONOMIC ACTIVITY			
Action 1: Survey of all listed buildings within the Merchant City and enforcement of Statutory Notices on building owners where appropriate.	Improve Glasgow's competitiveness by reducing dereliction and developing a world class urban product.	GOC Heritage and Design (plus Building Control/Environmental Health)	£ 60,000 per annum
Action 2: Audit of its own major property holdings in the area.	Provision of appropriate infrastructure to attract inward investment. Maximise capital receipts to Council.	GOC (through the THI, DRS Property, and CLS)	DRS H&D to bid Core Budget (£20,000)
Action 3: Undertake systematic upgrading and re-marketing of Council owned retail units.	Improve City Centre environment	GOC DRS, Building Services and THI	E&SI approved bid £320,000 E&SI approved bid Est. £100K THI
Action 4: Extend Public Realm Programme along Trongate and relaying the original setted surface of the Merchant City Streets wherever possible.	Part of Council's City Lighting Strategy	GOC Land Services	£187,500 LS current bid £250,000
Action 5: Implement architectural Lighting Strategy, & explore opportunities for a public art programme	Build world class urban product Generates sustainable economic growth, innovation & creativity.	GCC DRS (E&SI & H&D), LS, THI, CLS. (SE.G/SAC bid £)	E&SI approved
Action 6: Launch design competition for Glasgow X	Support residential base & ease access to jobs	DRS, THI	£115,000 E&SI app. bid SEG bid £50K SAC bid £30K
Action 7: Implement programme of targeted business support mechanisms and incentives to encourage new business start-ups.	Support labour intensive growth sectors eg. retail	GOC DRS (E&SI), SE Glasgow, CCP, GOC/TB	£60,000 E&SI app. bid
Action 8: Engage with the local community, publish newsletter and establish website.	Build distinctive image for city to attract tourists & investment. Improve networks between businesses.	GOC via THI	£40,000 E&SI app. bid
Action 9: Implement the recommendations of Retail and Marketing Survey.	Develop co-ordinated programme of events and festivals.	GOC DRS & Land Services, THI.	Core budget activities £40,000 E&SI app. bid
Action 10: Implement conclusions of Signage and Entry Points Study and undertake architectural lighting commissions. Action 11: Undertake marketing initiatives including Eat Shop & Bop, website & other literature	Improve competitive - ness and provide ne cess. infrastructure	GOC THI, CCP, MQMF	£180,000 E&SI app. bid SEG bid £25,000 SAC potential
Action 12: Support Merchant City events including info. point within Tron Theatre Box Office.	Link City with its major economic neighbour as part of an international urban network	GOC DRS, CLS, THI, CCP, Tron Theatre Ltd	£30,000 E&SI bid 2002-3
Action 13: Improve accessibility into and protect amenity of community, via range of traffic management proposals and full consultation.	Acts to re-connect city centre back into remote inner east End.	GOC DRS, Land Services	£10,000 E&SI bid 2002-3
Action 14: Engage with Scottish Executive, Strathclyde Passenger Transport and the strategic rail authority to promote the delivery of a Crossrail interchange station at Glasgow Cross.		GOC DRS, Land Services, SPT, Sc Exec.	Core budget activities
Action 15: Strengthen the connections between the Merchant City and the East End, the River, Student campuses and the central commercial zone.		GOC DRS, SE Glasgow Universities, E E LEC	Core budget activities
			Via planning controls. Core budget activities.



ACTION	DETAILED PROPOSALS	FIT WITH STRATEGY	RESPONSIBLE BODY	COST
<p><u>Actions 1 : Buildings @ Risk</u> Council's Heritage & Design Section (assisted by Blg. Control & Environmental Health divisions) will undertake a rigorous survey of all listed buildings within the Merchant City on a pilot basis and where appropriate instruct the serving and enforcement of Statutory Notices on building owners.</p> <p><u>Action 2: Property Audit</u> The Council will undertake (though the THI, DRS Property, and CLS) a complete audit of its own major property holding's in the area—in particular—North and South King Street, 20 Trongate, City Hall, and the old Fruitmarket—with a view to rationalising and consolidating optimum usage of the buildings and potentially freeing up surplus property for sale or conversion/re-use.</p>	<p>More rigorous application of statutory instruments, e.g. enforcement, repairs notices CPO's through targeted Buildings at Risk budget.</p> <p>GCC to devise and implement a pilot Empty Properties Strategy</p> <p>Explore Housing Legislation CPO's</p> <p>Rationalise all major city council owned land holdings in area and actively seek JV partners to deliver strategic building projects.</p> <p>Support SE Glasgow in establishing client group for delivery of former Sheriff Courts and establishment of Scottish Youth Theatre into the area.</p> <p>Support CLS in delivery of City Halls as a base for the BBC SSO and SCO</p> <p>Examine role of Scottish homes in grant aiding creation of lower cost and rented sector homes to meet latent demand from the arts quarter, potential residents and low income groups</p> <p>Council continue to grant support operation of Tron Theatre on annual basis subject to acceptable business planning</p> <p>Positive assistance is given to the Scottish Youth Hostel Association (or equivalent) to identify a property in or adjacent to Merchant City suitable for conversion or development for these requirements.</p>	<p>Improve Glasgow's competitiveness by reducing concentrations of dereliction and developing a world class urban product; enhance ability of city to attract inward investment using quality of and cohesion of Victorian centre.</p> <p>Maximise capital receipts to Council.</p> <p>Improve Glasgow's competitiveness and provide appropriate infrastructure including premises for inward investment.</p> <p>Stabilise and increase residential base of City with effects on tax revenue</p> <p>Developing the cultural infrastructure of the City and investing in current cultural assets to the highest international standards</p> <p>Improve City Centre environment</p>	<p>GCC Heritage & Design (Building Control, Environmental Health)</p> <p>GCC (though the THI, DRS Property, and CLS)</p>	<p>£60,000 per annum</p> <p>DRS H&D to bid Capital bid 2002-3</p> <p>Core Budget (£20,000)</p> <p>E&S I bid approved</p>

<p>Action 3: Shop Upgrading The Council (through the THI) will undertake a systematic upgrading and re-marketing of Council owned retail units using the City's Building Services apprentices and the THI grant programme to transform the interior and exterior image of the units.</p>	<p>Undertake recommendations of <i>Retail Survey into vacant shop units in Trongate</i> – specifically:</p> <ul style="list-style-type: none"> • Clear and fit out to shell all vacant council owned shop units in target area • Work with apprentices from Building Services to undertake work at reduced cost • Undertake basic repair and redecoration on approved frontages • Work with tenants undertake improvements to poor grade frontages in line with advisory note • All new leases to be offered on condition of tenant participation in shop frontage improvement programme – where required <p>Work with shop owners to train staff in field of window display.</p> <p>Publish advisory note on shop frontage alterations Review of rent and rate position (Assessors Office).</p> <p>Council to take lead role in undertaking exemplar frontage upgrading work to empty units, capitalising on funds available via repair and maintenance budget</p> <p>Develop a set of criteria for marketing and selection of new retail tenants for the area and initiate a moratorium on new lets for a period of one year to market test this approach.</p> <p>Specific assistance given to council owned shops to adopt upgraded, standardised security systems designed to minimise environmental clutter/harmonise with façade/streetscape</p>	<p>Support growth sectors which are labour intensive e.g. retail</p>	<p>GCC DRS, Building Services and THI</p>	<p>£320,000 E&SI approved bid Est. £100K THI</p>
<p>Action 4: Public Realm The Council (through Land Services) will extend the Public Realm Programme along Trongate to improve street surfaces, signage and furniture; and investigate the potential for uncovering and re-laying the original setted surface of the Merchant City Streets wherever possible.</p>	<p>Extend Millennium Plan Public Realm programme to take in entirety of Trongate with high grade lighting and street furniture.</p> <p>To insert compliance clause into all contracts for public works – most specifically proposed Public realm programme for Trongate to ensure that contractors are vetted on their recruitment policy and willingness to work with local economic initiatives – East End Partnership etc to train local people in vocational skills</p> <p>Programme by LS to uncover existing covered setts throughout streets of Merchant City, and re-clean/lay as standard finish for secondary street surfaces</p>	<p>Improve Glasgow's competitiveness by developing a world class urban product</p> <p>Improve City Centre environment through completion of City Centre Millennium Plan</p> <p>To create jobs where major investment by public sector creates opportunities for economic growth; to support the creation of a competitive workforce through specific skills training in areas of demand</p> <p>Improvement of civic image, engagement with local community and business sectors, more robust ability to compete with other cities in terms of attractiveness, quality of public realm etc</p>	<p>GCC Land Services</p>	<p>£187,500 LS current bid £250,000 E&SI bid approved</p>

<p><u>Examine potential of area for greening of public spaces</u> Undertake audit of secondary streets in terms of street furniture and rationalise clutter</p> <p>Secure greater use of Section 87? Agreements to deliver enhanced community and public realm benefits from all major developments Draft up an environmental checklist in conjunction with local Community Council and Civic Society and Merchant City Business Forum to be monitored over period of 3 months by environmental task force and offenders fined – new by-laws required?</p> <p>Daily washing of streets to encourage pavement café operators.</p> <p>Action 5: Lighting Strategy The Council will implement as a priority the City Wide Lighting Strategy on a phased basis throughout the area, and explore opportunities for the integration of this with a public art programme</p> <p>Action 6: Glasgow Cross The Council, through the THI will promote a major design competition for Glasgow Cross.</p> <p>Action 7 : Business Support The Council in partnership with Scottish Enterprise Glasgow will implement a programme of targeted business support mechanisms and incentives to encourage new business start-ups, particularly amongst growth clusters in the design, media and 'cultural industries, to include assistance with location/premises, access to venture capital, the support (via the City Centre Partnership) of a Merchant City Business Forum, an ongoing review of rent and rates, and a continued marketing campaign to attract visitors to the area.</p>	<p>Upgrade lighting as part of first phase of Citywide Lighting strategy of dimly lit areas and launch lighting strategy pilot project for entire area to address standardisation of all fitting to approved high quality, feature lighting, landmark floodlighting etc</p> <p>Assessment of need to extend (and fund?) CCTV system throughout area</p> <p>Commission international architectural competition for re-imaging and re-making of the Cross.</p> <p>Work with Council to ensure timely delivery of development scheme for gap site at NE Quadrant</p> <p>Multi-sectoral support to encourage 'cluster' group activity in areas such as fashion – specifically identification of premises and marketing aid to Glasgow Apparel Project; design and media – e.g. architects quarter where loft style/warehouse premises ideal for flexible well lit working.</p> <p>Positive consideration of time limited re-use of units by charitable/arts uses, as studios/galleries etc – but with commitment to public presentation of shop window area</p> <p>Support Merchant City Marketing Group and City Centre partnership to continue addressing grassroots needs of business in area and provide forum for regular dialogue.</p> <p>Targeting of specific retail sectors to consider re-location into area in addition to diversification to allow for non-retail users to take up a proportion of formerly Class 1 space e.g. credit unions, surgeries, childcare, etc.</p>	<p>Project will form part of Council's City Lighting Strategy</p> <p>Improve Glasgow's competitiveness by developing a world class urban product</p> <p>Improve City Centre environment</p> <p>Acts to re-connect city centre back into remote inner east End.</p> <p>Support graduates in formation of new firms</p> <p>Generates sustainable economic growth with balance between support for local industry and inward investment, fostering innovation and creativity and offering support for key growth sectors.</p> <p>Delivers new focal measures in support of key growth sectors including industries related to the City's research strengths and creative content industries including film and design</p> <p>Capitalise on innovation and commercial opportunities of centre of excellence</p> <p>Build a strong City Centre Partnership.</p> <p>Improve the networks between Glasgow's businesses.</p>	<p>GCC DRS (E&SI & H&D), LS, THI, CLS. (SE.G/SAC bid £)</p> <p>DRS, THI</p> <p>GCC DRS (E&SI), SE Glasgow, CCP, GGCVTB</p>	<p>£115,000 E&SI approved bid SEG bid £50K SAC bid £30K</p> <p>£60,000 E&SI approved bid</p> <p>£40,000 E&SI approved bid</p>
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<p>Action 8: Consultation The Council, through the THI, will engage on a regular basis with the local community and residents</p> <p>Action 9: Retail Strategy The Council will implement the recommendations of the Retail and Marketing Survey of the Merchant City and Trongate to create a new retail destination characterised by streamlined letting procedures and secure, well managed shopping streets.</p> <p>Action 10: Signs & Gateways The Council (through the THI) will promote the visibility of the Merchant City by implementing the conclusions of the Signage and Entry Points Study and by undertaking a series of architectural lighting commissions in association with the City wide Lighting Strategy.</p> <p>Action 11: Visitor Marketing The Council (through the THI and CCP) will undertake marketing initiatives to highlight the unique appeal of the area to locals and visitors alike.</p>	<p>Attendance at Community Council and Civic Society meetings, publication of a monthly newsletter and assistance with establishing and updating a Merchant City website.</p> <p>As per <i>Retail Survey</i>:</p> <p>Re-focussed and more dynamic marketing and letting procedure with automatic mailings of high quality information sent to search fields on database – e.g. arts outlets, coffee franchises etc. Development of Merchant City Property database (initiated under THI) and available on-line through web site to contain images, floorplans, rateable values etc.</p> <p>Undertake conclusions of Survey into <i>Signage and Entry Points in the Merchant City</i> to create distinctive locational awareness of the place. Implement chosen pilot project to mark out and highlight area, to include proposals for public art, icons/landmarks, its products and its character.</p> <p>Promote key connector routes from City Centre retail core via public transport improvements and range of signage and marketing schemes as per results of <i>Signage Survey</i>.</p> <p>Implementation of selected recommendations of 'Fieldwork' project addressing the legibility and identity of the urban form through environmental and artistic interventions including development of virtual city programme with Strathclyde University.</p> <p>Council to support production of targeted publicity and awareness raising literature e.g. – Eat, Shop & Bop, etc.</p> <p>Develop and expand Merchant City website as major tool for visitors, inward investors, and property searches.</p> <p>Support for Merchant City Marketing Group – via CCP to coordinate marketing, specifically market Merchant City as destination for conference, seminar and convention planning offering distinctive and prestigious venues for accommodation and catering</p>	<p>Improve connectivity</p> <p>Improve productivity; increase investment in development and training in local companies.</p> <p>Develop new joint support mechanisms to champion social entrepreneurs e.g. social economy growth business such as credit unions, childcare and recycling.</p> <p>Support growth sectors which are labour intensive e.g. retail and thereby create jobs and improve Glasgow's competitiveness and improve the City's marketing</p> <p>Building a distinctive image for city to attract tourists, visitors and investment. Redressing the weaker international image of the City as against its strong internal awareness and 'buzz'</p> <p>Improve Glasgow's competitiveness by developing a world class urban product.</p> <p>Improve Glasgow's competitiveness by developing a world class urban product; enhance ability of city to attract inward investment using quality of and cohesion of Victorian centre.</p> <p>Develop the conference market</p> <p>Upgrade the tourist product, attract an increased range of quality accommodation.</p>	<p>GCC via THI</p> <p>GCC DRS, THI, CCP</p> <p>GCC DRS & Land Services, THI.</p>	<p>Core budget activities</p> <p>£40,000 E&SI approved bid</p> <p>180,000 E&SI approved bid SEG bid £25K SAC potentia</p> <p>£30,000 E&SI to bid 2002-3</p>
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<p>Action 12: Events The Council (through DRS in partnership with CLS and CCP) investigate use of a specific information point for cultural and public events in the area within the Tron Theatre.</p>	<p>GCC Markets and CCP office to work with Merchant Square to develop range of fresh food, organic produce, continental market events within the courtyard</p> <p>Design quality as a hallmark of area developments</p> <p>Promote Merchant City events in conjunction with local businesses</p> <p>Development of Tron Theatre box office as one-stop information point for all city cultural/arts events, expanding also to take information on local businesses and shops etc – tied into restoration of Tron Steeple by GBPT, floodlighting and signage opportunities etc.</p>	<p>Agree a co-ordinated programme of events and festivals for the City</p> <p>Upgrade the tourism product and attract inward investment by supporting distinctive cultural infrastructure.</p> <p>Support growth sectors which are labour intensive such as tourism and attract visitors through the distinctive culture of the City.</p> <p>Develop co-ordinated programme of events and festivals.</p>	<p>GCC THI, CCP, MCMF</p>	<p>£10,000 E&SI to bid 2002-3</p>
<p>Action 13: Transport & Access The Council will facilitate the optimum conditions for a balance between commercial access needs, the amenity of local residents and the city centre policy to minimise unnecessary private car journeys via full public consultation on a range of traffic management proposals to include the re-introduction of short stay parking along selected streets e.g. Trongate, and designation of a residents on-street parking scheme .</p>	<p>Potential for use of former police box on Wilson Street to act as touch screen outpost of this/GGCVTB</p> <p>Area is in fact well supplied with off-street and multi-storey parking but relatively little on-street spaces combined with a number of residential developments with 0% provision. Proposal to increase accessibility of area via public transport means and re-introduce some limited areas of short stay parking on specifically Trongate to assist retailers; introduction of residents parking scheme</p> <p>Produce route plan for cycle network into and out of Merchant City</p>	<p>Improve accessibility to jobs through the provision of a good, frequent and reliable public transport network</p> <p>Opportunity to link Glasgow with its major economic neighbour as part of an international urban network and to re-define the City's role in a self governing Scotland</p>	<p>GCC DRS, CLS, THI, CCP, Tron Theatre Ltd</p>	<p>Core budget activities</p>
<p>Action 14: Crossrail The Council will engage with Scottish Executive, Strathclyde Passenger Transport and the strategic rail authority to promote the delivery of an interchange station and Crossrail solution to the site at Glasgow X.</p>	<p>Council to promote establishment of interchange rail station at Mercat Building on Glasgow Cross linked to connection to Glasgow Airport.</p>	<p>Improve connectivity</p> <p>Improving and extending the opportunities of areas of economic growth and potential to residents of adjacent socially excluded area.</p>	<p>GCC DRS, Land Services</p>	<p>Core budget activities</p>

<p>Action 15: Conn The Council will exp to strengthen the cc between the Mercha the East End, the R campuses and the c commercial zone.</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Appendix 1</p> <p>ans ns and ident</p>	<p>Establish Glasgow Cross as a Transport Development Zone/Area i.e. the structuring of a strategic approach to development and investment based on the functioning of</p> <p>Glasgow Cross as a major public transport hub and the opening of a new station.</p> <p>Additionally – extend and strategically re-map the inner East End as meeting strong market demand of Merchant City for high quality homes in mixed use high densification of radial area.</p> <p>Specific marketing of Merchant City as possessing excellent transport links to capital – rail, M8 etc., lower property costs and a range of sites for investment – (role of inner East End to meet overspill demand) . GCC to lobby Scottish Executive for decisions as to inward re-location of further executive functions to Glasgow e.g. new section of Development Department dealing with Area Regeneration and Social Justice</p> <p>Construction of Crossrail to permit direct access to Edinburgh shuttle service.</p> <p>Protect via planning controls existing N/S vennels and pedestrian through routes from Merchant City. RE-launching of Merchant City Wynds Strategy. Enshrine route of linkages via Trongate through planning guidance/conditions for proposed development of St. Enoch East to River.</p> <p>Create physical connectors – routes down off the hill to the Merchant City via targeted public realm works.</p> <p>Support consideration of reconfiguration of High Street Station to allow for access/egress from west side of street – link to campuses and Merchant City location</p>	<p>Improve connectivity</p> <p>Improvement of Glasgow's international transport connections, link to Airport.</p>	<p>GCC DRS, Land Services, SPT, Sc Exec.</p> <p>GCC DRS, SE Glasgow, Universities, E E LEC</p>	<p>Via planning controls. Core budget activities.</p>
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APPENDIX 2 : Shopfront Design

The shops and commercial frontages of the Merchant City and in particular, the Trongate have a vital role to play in ensuring the healthy economic activity and interest of this area, whether as shop windows, café and restaurant frontages or other public services such as banks. All have certain elements in common:

- they are invariably ground floor, and therefore highly visible to the passer-by,
- they require to advertise their goods through large, usually glazed frontages displays, and advertising/signage,
- they require to be particularly accessible to the public during hours of operation, and
- seek to be particularly impenetrable to the public outwith these hours via security measures, etc,

Within the Merchant City there are numerous examples of excellent shopfronts, some original/traditional in design, some entirely contemporary. There are also many examples of extremely poor shop frontages which pay little attention to the building in which they are located either in proportion, materials or overall design. Replacement shopfronts will require to be based on good design which respects the period, material and style of the building it is located within and beyond that to respect the rhythm and character of the street and area. In addition it should be characterised by an individuality of style, a uniqueness of place (and product) and broad public appeal – all the hallmarks of a good, successful and sustainable commercial sector.

Signage:

Corporate house styles, graphics and robust security measures are a commercial reality which require to be flexibility incorporated and/or adapted for locations within the outstanding Conservation Area of the Merchant City. Installation of internally illuminated box fascias or projecting box signs which adversely affect the character of the area will be discouraged, as will materials colours or proportions which are out of keeping with the building, and any illumination which might affect the amenity of residential property. Traditional canvas awnings may be used but dutch canopies, obscuring fascia/shop front will not be encouraged and the use of plastic or plastic coated material is generally inappropriate.

Windows should not be used as advertising billboards alone but as display showcases. Accordingly – owners should avoid covering more than 10% of the glazed frontage with advertising posters and temporary notices.



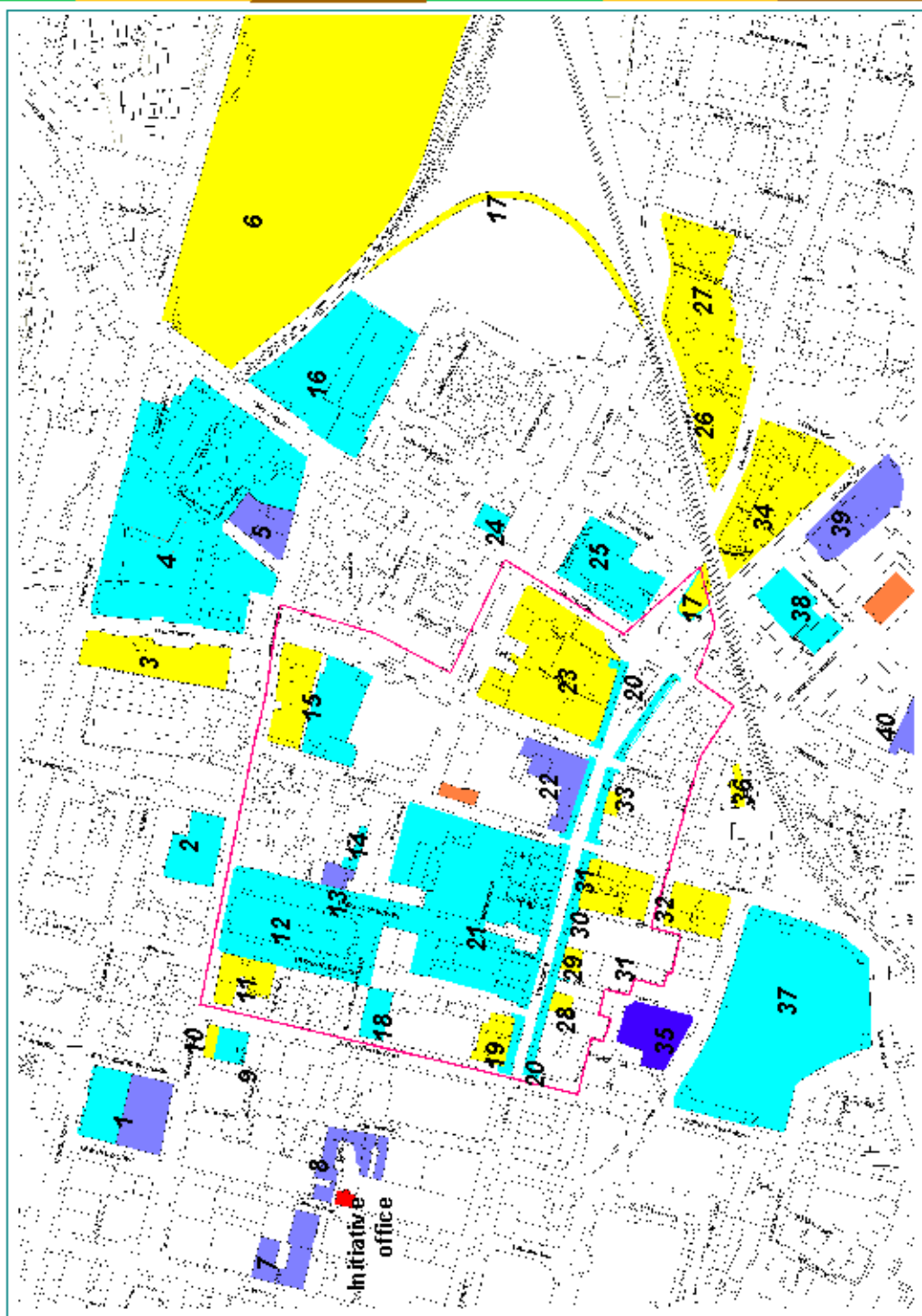
Shop Lighting:

Generally speaking there is little requirement to illuminate the actual shop fascia when located within a well lit street and it is probably more effective to concentrate lighting on internal illumination which both showcases the goods on sale after hours of darkness and allows light to 'spill' out onto the street thus increasing the pedestrian friendly nature of the area and its perceived safety, etc. In such a context the appearance of the behind window display takes on an added significance. Proposals to extend ground floor display lighting after retail hours will be encouraged as a means of enlivening the pedestrian journey and extending the hours of window shopping.

Security:

The traditional and still reasonably common form of securing windows within the Merchant City is by means of demountable grilles which can still provide an effective and not overly obtrusive means by which security may be provided to commercial property in the area. Solid aluminium or metal shutters (roller shutters) which create a dead appearance in the street after hours are not desirable and will be resisted. A compromise situation is the installation of a lattice or brick bond roller grille installed behind (often toughened or laminated) glass. In all instances where security shutters are being replaced or installed there will be a presumption that the application should reflect either an approved design or an improvement in the current situation.

APPENDIX 3 MAP OF CURRENT DEVELOPMENTS



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- Potential development
- Proposed development
- On Site
- Recently Completed
- Boundary of Initiative area

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Date: 12th March 2002. For information Only

1. Fomer Post Office Building



Front: Devo. of Apart/ Hotel by Crown Dilmun—run by G1 Grp. Planning being Processed.

Rear: 1 George Square 38k sq.ft commercial and 30 residential units by Crown Dilmun Currently on site

2. Ingram Street/ Cochrane St



Application for demolition of façade and erection of mixed use development refused. Cochrane Sq. Developments appealing decision and forwarding new proposals

3. Albion St Glasgow Herald Bld



Building recently sold by Scottish Media Group—No planning application received to date

4. City Science Quadrant



Planning Permission for Phase 1 and Masterplan for site being processed. Phase 1 Software Centre projected site start summer 2002

5. Shuttle/Ingram/ College St.s

Miller Homes currently on site with residential and commercial development incorporating redevelopment of a listed building and new build.

6. Fomer College Goods Yard



Redevelopment potential for business park. Owners Glasgow City Council

7. 53—59 Miller Street/Queen St



Conversion of existing building to Miller Street and new build to Queen Street for residential/ hotel and retail. currently on site. Halladale Developments

8. Virginia Court



Residential over new 2 level restaurant with new public square. Currently on site. Developers: Virginia Court Developments and McGurn Architects;

9. 99 Glassford Street



Conversion of offices to flats currently on site Value £0.9 m

10. 177 Ingram Street

Former TSB Bank - advanced discussions regarding prestige fashion outlet

11. Ingram Street/ Garth Street



Glasgow City Council seeking authorisation to serve a Repairs Notice on the owners Manor Kingdom Properties. Planning permission for residential and commercial development

12. Fomer Sheriff Court



Persimmon Homes £20 M scheme to convert to residential/commercial, location for Scottish Youth Theatre and extensive public realm works. Planning Permission being sought for summer start

13. 100 Brunswick Street



Conversion to residential use by Calmont Plc currently on site. Projected completion summer 2002.

14. 104 Brunswick St and rear of 100 (Patrick Thomas Court)



Planning Permission granted and THI grant offered for residential above offices. Developer: Spectrum Properties; Architect: Marshall Jewitt

15. Fruitmarket, City Halls and Ingram Street car park



City Halls: Arts Lottery bid submitted by GCC CLS for conversion to site for BBC SSO. Completion '04.

Marketing brief for redevelopment of Fruitmarket and North Salon site being prepared by GCC for mixed use conversion/ redevelopment.

16. 170 High Street

Planning Application for erection of student accommodation with leisure club, shop and bar restaurant.

Developer: Merchant City Properties

17. Crossrail



Draft Parliamentary Order for link between city's N & S networks and potential reuse of Mercat Building as interchange station.

Proposed shopfront renewal as part of THI grant and Planning approved. Site start April 2002

18. 44 Glassford Street



Planning Application for conversion of upper storeys and addition of three storeys to roof for residential use.

19. Former Royal Bank Trongate



Redevelopment potential with main bank and adjacent buildings actively being marketed (a period of lease on the shops is still outstanding)

20. Trongate—Public Realm



Merchant City THI together with GCC Land Services have submitted an ERDF bid for public realm improvements. Decision due in April 2002. Site start projected 2003

21. Merchant Village: Trongate/ Hutcheson Street/ Candleriggs



Planning Permission granted for Mixed use development inc. residential in upper floors, retail, leisure and hotel to ground. PathFinder developers and architects Conran Assoc. Value £62 million. Proposed site start summer 2002.

22. The Rothead Building



Planning Approval for Apartment Hotel by Crown Dilmun. Noted as 'critical project for Merchant City THI. Downtaking work currently on site THI grant awarded Value £14 m

23. Trongate/ High/Albion/ Bell St



GCC reviewing options incl. sale and joint proposals with N & S King St ongoing.

THI grant and Planning Permission for shopfront renewal at 16 Trongate. Application for TH grant made for shopfront at 46 Trongate

24. High St/ Parsonage Square.

Proposals for single storey extension to roof of McChulls shortly to be submitted for planning permission.

25. High Street/ Watson Street/



Planning Application for mixed use/ residential development of listed building on part of the site. Developers: LDC Ltd. Part Granted.

26. Gallowgate/ Molendinar St



Glasgow City Council preparing development brief with marketing of site in summer for mixed use scheme with residential component.

27. Gallowgate/ Little Dovehill

Molendinar Park Housing Association currently in negotiation with Glasgow City Council with a view to development of site for residential use.

28. 159 Trongate



Opportunity for re-use of vacant upper floors for residential or commercial development. Currently being marketed.

29. 137—143 Trongate



Opportunity for mixed use development of residential/ commercial above retail/ leisure. Two separate sites for sale.

30. 117 Trongate The Britannia



GBPT Study into possible restoration and ownership with plans for early façade improvements in 2002. Initial approach to THI

31. 97—101 Trongate



Opportunity for re-use of vacant upper floors.

32. North and South block King Street



GCC CLS/ DRS Arts Led Property Strategy being undertaken to consolidate use of buildings with potential Lottery bids for 'Arts Factory' and link to Brigait

33. Tron Steeple & 73—75 Trongate



Tron Steeple GBPT £300K restoration RMJM Arch. - site start 2002.

73-75 Trongate GBPT potential restoration delayed due to difficulties over Historic Scotland funding possible sale.

34. Gallowgate/ London Road

Site being cleared—Glasgow City Council preparing marketing brief for site.

35. Osborne Street



Development of site for mechanical car park currently on site.

36. Osborne Street Baths

Glasgow City Council currently assessing site for marketing potential. Problem of asbestos removal

37. St Enoch East



SE Glasgow have a Preferred bidder for a mixed use Development of residential. Commercial and car park. Projected site start 2003.

38. 24 James Morrison Street

Site acquired for £4 million new build residential development. Planning application submitted. Architect: Zoo Architects

39. London Road



Residential development by The new Housing Association and Page & Park Architects Value £3.5 m Currently on site.

40. Tent Halls - James Morrison

Persimmon Homes currently on site with a residential development of Grade B Listed Building.

APPENDIX 4 : Overviews on Related Studies

As part of the research that has been conducted to inform the Five Year Action Plan, a series of studies were commissioned of external practitioners. These covered the themes of Lighting, Signage and Entry Points and a Retail Survey. All commissions were competitively tendered and interviewed. All the consultants were asked to bring an innovative, design conscious and distinctive approach to this work. The main areas covered by the successful consultants and their conclusions are as follows:

LIGHTING: Consultant—Gillespies

Brief:

- Undertake a street based survey and inventory of the existing lighting provision within the area;
- Address issues of perception of area as darkly lit, insecure, and unwelcoming (liaise with civic and business groups)
- Make suggestions as to supplementary lighting provision including specific features, buildings, spaces which could be lit artistically or as focal points within the area.
- Liaise with statutory providers i.e. GCC Land Services Dept. re. practical implementation of lighting strategy.

Conclusion:

- Survey of area revealed great disparities between levels of public illumination throughout area, compounded by low levels of incidental light from gap sites and derelict or underused buildings
- Proposal to introduce a family style of standard lamp (post) and wall mounted lamp to distinguish between the hierarchy of streets, using white light to better define the architectural backdrop with capacity to carry banners, planters etc
- Use of coloured floodlights, neon and L.E.D. to be considered on key buildings, corners, thresholds and within footpaths.

SIGNAGE AND ENTRY POINTS: Consultant—Graven Images

Brief:

- To examine the opportunity/need to improve street signage directing people to the Merchant City and the possible creation of Gateways, to re-inforce, either physically or perceptually, when people are entering the area;
- Specific proposals for signs, gateway features, plaques etc to be capable of approval by statutory organisations and be presented as costed proposals

Conclusion:

- Existing motor way signage a little inconsistent and therefore confusing—requiring upgrading and therefore standardisation to achieve clear directional signage from both East and West approaches to the City;
- Local signage generally well catered for via blue enamel posts—but gaps were identified for supplementary posts;
- Proposal to utilise/appropriate the various arches on the edge of the area to act as gateways and display newsigns into the area—specifically the arches from Buchanan St. through Royal Exchange Square and in John Street.
- Pavement plaques to mark corners and specific events in history of area;
- Artwork icon to be placed at end of Ingram Street vista on High Street to draw visitors East along street
- Use of neon e.g. re-introducing iconic signage to blank gables etc;
- Lighting up of banners on scaffolding, facades etc.

RETAIL SURVEY: Consultant—Zoo Architects with Griffin Webster Partnership

Brief:

- Identify essential repairs and suggest improvements to the façade that would enhance lettable of units;
- Identify vacant and occupied units with potential for subdivision or alternatively connections to other floors;
- Liaise with statutory providers re. practical implementation of all suggestions.
- Quantify costs associated with improvement of 2 'typical' units, each with different requirements.
- Assess potential of area to support diversified use class order activity e.g. light industrial (crafts production)
- Comment on likely future retail demand after private development is completed
- Identify specialist marketing image for the area so as to secure its future performance as part of sustainable city centre
- Comment on anticipated rental levels as the refurbishment scheme progresses over a five year period.
- Make suggestions as to specific retailers, companies, that could be attracted to the area and any incentives required.

Conclusion:

- Majority of units surveyed not in readily lettable condition re. state of repair, image, security etc
- New image and role for area should focus on provision of themed services to meet anticipated residential and business growth e.g. health, design, arts and fashion sectors
- Letting procedures require to be streamlined to effect quick turn around of units and minimise periods of vacancy;
- Internal shell out of units to basic standard should combine with assistance (grants) to improve external image and with Council retaining a greater level of ability to intervene on matters of repair and maintenance ;
- Consideration should be given to open market sale of certain, difficult to let units so as to attract freehold investors.