



# Clydebank Can Report

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## Executive Summary

Clydebank Can was a series of placemaking workshops held between March and May of 2018, supported by the Scottish Government's *Making Places* programme. These workshops followed on from the earlier Clydebank Charrette of 2015, and comprised an opportunity for the local community to collaborate with joint promoters, West Dunbartonshire Council and Scottish Canals and their design team, to articulate a greater level of detail on the town centre.

The Clydebank Can workshops included a particular focus on delivering incremental change from a community level. They involved engaging with over 300 people through a series of events, including working with groups in the town centre, and three community design workshops. This engagement drew from a wide cross section of people who might use the town centre, from shoppers and residents, to traders and school pupils. The engagement process also set the tone for some of the future activity that could be generated as outcomes, through the "Afternoon at the Bandstand" event.

The initial pre-engagement phase provided a wealth of background research and study material around which to frame the Community Design Workshops. Discussions at these workshops involved considering what options would be possible on key sites for placemaking, including activities and animation of spaces, as well as 'development'. The placemaking principles and guidance that were derived from each of the options are key to the overall strategy for the town centre.

In addition to setting out these **placemaking principles**, the report also defines projects that will help build up momentum through people taking action, generating activity along the canal and

## Clydebank Placemaking Principles

1. **An active canal** - fronts of buildings by the canal must add to the activity on the banks, the towpath and on the water. Make more use of the canal for education.
2. **Make more of what exists in the town centre** – re-use empty buildings and spaces, share details of community groups/ organisations working in Clydebank.
3. **Work to change the vehicle/pedestrian balance** – create more space for people, make it easier to walk around the whole town centre and not just through the malls.
4. **Diversify the town centre** – more than just retail, there needs to be community activity, arts, culture and an evening economy. All to attract people to spend more time here.
5. **Jobs, employment and training** – space for this in the town centre
6. **Biodiversity** - help the areas that already have good biodiversity to flourish and introduce more in areas that can accommodate it
7. Create spaces and routes that **promote local peoples' happiness, health and enjoyment** of the town centre (placemaking).
8. **Town centre living** – housing in the town centre that has a good mix of types and tenures that grows the population in the town centre. This remains a strong theme.
9. **Inclusion** - all change in the town should seek to enhance Clydebank as an inclusive place where people feel safe and welcome.

culminating in bigger moves that will re-shape the physical place.

The report then provides an action plan that suggests how early momentum can be established. The strategy looks to drive animation in the place through increased use, activities and dwell time, setting up further investment in larger physical interventions that then continue to accelerate further change.

Fundamental to making progress is the series of networks and connections that were built up during the Clydebank Can process, with groups emerging who are well placed either in terms of capacity or geographically to help deliver components of change.

During the workshops the function of the canal as a connector between communities was recognised, including the role that it can play as a safe active travel corridor between communities, their facilities and the town centre. Connections like these can foster the mutual benefit between the town centre and communities, including linking to new or growing communities. For instance, Queen's Quay and the Golden Jubilee Hospital will be critical to the future success of the town centre, while reforming Argyll and Kilbowie Roads to create more friendly routes into the town centre can also help to unlock a growing user base and stimulate a virtuous cycle of use and investment.

Re-imagining Clydebank town centre with different levels of use, all focused on creating a new central area around the canal, provides a clear placemaking driver for scope for this incremental change. The strategy is therefore not dependent on one single big real-estate intervention or project, but rather a sequence of intervention connecting activity in under-used areas.

Finally, the report presents a set of placemaking and design principles for the key sites due to undergo the most change in the

short term, Rosebery Place and the Playdrome. Both seek to ensure that consideration is given to an active canal and that they contribute to the town centre positively through their relationship to it, including how easily people can move through the development sites, and take account of inclusive design elements.





## Introduction

# 1 Introduction

## **Making Places Project Purpose**

West Dunbartonshire Council has taken an innovative approach to the *Making Places Project* by bringing together the Forward Planning, Communities, Performance and Strategy and Regeneration Teams to promote a more cohesive approach to planning for communities and to demonstrate a way forward for other local authorities across Scotland. This has also been undertaken in partnership with Scottish Canals, and with funding support from the Scottish Government.

This project sits within West Dunbartonshire Council's broader '*Your Place, Your Plan*' approach to involving residents in planning their local communities. This partnership approach began with local consultation events in September 2017, where residents from the Clydebank area clearly stated they wanted more community involvement in improving the Town Centre area.

This *Making Places* project follows on from the Clydebank Town Centre Charrette which took place in 2015 and seeks to undertake additional design and implementation work on the projects and actions from these workshops in relation to the key sites and projects surrounding the

Forth and Clyde Canal. These should be Community led where appropriate. The outcomes of the project are aimed at ensuring that the design, layout and walkability of the area is of a high quality due to its prominent location on the Canal and to look at and deliver projects which breathe life back into the Town Centre, especially in the evening.

The project also seeks to undertake new design work on how the Forth and Clyde Canal, outwith the Town Centre boundary, can

become a focal point for communities as a recreational asset by providing facilities which can be used during the day and at night. The project will also look at how the canal can act as a key access link from residential areas in the eastern side of Clydebank to the Town Centre and how the setting of this area can be enhanced to provide a safe, pleasant, well designed route, which can be used for a variety of functions.

# YOUR PLACE YOUR PLAN

Kevin Murray Associates with Oliver Chapman Architects, Harrison Stevens Landscape, Colin Ross Workshop and Community Links Scotland were appointed to undertake this work and are the authors of this report.

We are not working off a blank sheet in these Design Workshops. There is a complex context in Clydebank Town Centre and there is also a desired trajectory for change in the community that was established through the Clydebank Talks, 2015 Town Centre Charrette workshops. This direction of change is being recognised in the Local Plan (LDP2 MIR).

There are other factors influencing change in Clydebank: people's habits change over time, the types of activities that they want to take part in shifts from more traditional retail to other activities. Many town centres are experiencing this change in patterns, however Clydebank as a regional shopping centre may experience this in a different way, less through an overall decline in activity in the town centre, but a sense of lack of vibrancy or community.

Engaging with the people who use the town centre for business, shopping, social or leisure is a key part to the process, as well as engaging with those who do not to understand why not and what might lead them to use the place in the future. Through the inputs of all these groups, over 300 people, there is the opportunity to create buy-in for future change and develop that vibrancy and sense of community.

This report sets out some of this context and the process of the Clydebank Can workshops. Following this, the report sets out a strategy, set of projects and site design guidance that can help the delivery of the vision for a vibrant and dynamic Clydebank Town Centre.

*Figure 1*                      *Afternoon at Three Queens Square Bandstand, 24 March*







## Clydebank Can Process and Events

## 2 Clydebank Can Process and Events

### Pre-engagement work

Prior to the *Making Places* design workshops a series of events and visits took place in Clydebank to raise awareness of the project, gain an early understanding of the issues and future hopes of people, and to directly engage with young people. Other aims of this process were to engage hard to reach groups and to build capacity and skills within West Dunbartonshire Council for engaging with communities.

The pre-engagement work had several connected elements, as shown in the programme table below.

In addition to this activity there were other more informal conversations with local organisations, traders and people. There was also engagement online through social media channels, plus an online survey based on Place Standard hosted on the WDC website.

Figure 2 Participation at the canalside in March 2018



<b>Date</b>	<b>Pre-engagement Session</b>
6 March	WDC Training and capacity building
14 March	Clydebank High School – S3
14 March	Our Holy Redeemer's Primary – P4
21 March	St Peter the Apostle High School – S4
2 May 2018	Y Sort-It
24 March	Afternoon at the Bandstand
March - April	Communities Team Quick Questions
5 May	Centre81 Community Open Day

### **Training and capacity building**

The facilitation and design team ran a training session with WDC staff from Forward Planning, Regeneration, Performance and Strategy, and Communities Teams. This training session covered some of the thinking behind engagement for built environment and placemaking projects, and the methodology for the Clydebank Can project. This was followed by an interactive exercise, in which groups had to construct their own engagement scenario for different groups (youth, elderly, business). This was the first part of the training, with subsequent sessions to be “learning through doing” where members of the team would lead sessions with WDC accompanying, becoming more involved over time.

The “learning through doing” was carried out through the young peoples’ sessions in the primary schools, culminating in a session with a local youth group Y Sort-It, where officers from WDC independently ran sessions through the course of the evening.

### **Afternoon at the Bandstand**

The first event was held in the Afternoon at the Bandstand on March 23, 2018. The purpose of this event was to launch the Clydebank Can project, to raise awareness and have some early conversations, and importantly to test running a mini-event in the bandstand to animate the area and the canal. Scottish Canals supported the event with a team from the Bowling Harbour activity hub. Local groups Awestruck Academy, the Clydebank Sea Cadets and Clydebank Camera Club all made important contributions to the day either through material at the bandstand, providing activities or engaging directly with the public.

The Afternoon at the Bandstand promoted the idea of using the bandstand for community activity and has been successful in generating interest from groups in undertaking similar events.



### Young person's engagement

A combined team from WDC and the design team visited 3 schools in Clydebanks and the Y-Sort It Youth Group.



Figure 3 Young people drawings during the workshop

This used drawing as a way of engaging young people in analysis and planning for the future. Using drawing made this activity very accessible, beginning with the children individually drawing a canal memory. This provided a way for them to analyse the area. This led to a group drawing of the future canal which included their ideas for how they would like the town centre to develop.

In the main, young people would like a place with more activities that were accessible for them, both in terms of cost and them feeling welcome to take part or spend time in particular places. Water-based activities were also a very popular suggestion. Many

children had memories of times they saw boats on the canal and they would like to see more of this, including for special events. Water that was good enough quality to swim in was another idea that came from the children, an idea often sparked from seeing people jump or fall into the canal.

An animation of the drawings from the young people has been combined with audio interviews from the schools and the Afternoon at the Bandstand event.

This is available to view here: <https://youtu.be/W0dmQo9zZZA>

Figure 4 Young people's drawings



## Quick Questions Survey

Ahead of the workshops, the WDC Communities Team did street outreach in the town centre. The design team created a “Quick Questions” survey that would allow the Communities Team to engage in a meaningful way with people who may not have much time to spend whilst out in the town centre.

The Team had some excellent conversations, and gathered 48 responses to the survey.

Ideas coming through from this included:

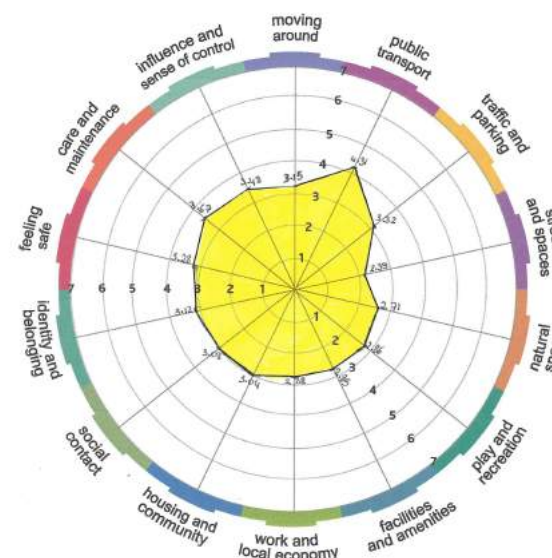
- More use of the canal area, both on the water and the public realm surrounding it
- More activities for children and young people
- Greater variety of shops and businesses needed in the town centre
- Use of public space for events and festivals (related to heritage)
- While improving as a physical place over the years, the town has lost some of its identity.

## Place Standard Survey

As a continuum of the pre-engagement, WDC designed an online questionnaire based on the Place Standard tool to engage residents into articulating their views about Clydebank. It helped to identify the needs and assets of the study area. Overall, 33 responses to the survey were collected from a diverse age, gender and from people who identify themselves having a disability.

The outcome of the Place Standard exercise can be summarised in the graph below.

Overall, the graph highlights the need of improvements in all the areas as the only theme that scored above the average was public transports. The main issues and priorities for change were:



- **Amenities and leisure facilities for families** - have inclusive activities for families at an affordable price
- **Green spaces** these to include playparks and community gardens
- **Social and community improvements** to tackle poverty, crime and anti-social behaviour in the area
- **Housing and social housing**
- **Public transport connectivity and service provision** – have better links to and from the centre
- **Public realm improvements** – to include façade cleaning, better pavements and roads, cleaner roads (dog fouling), public flower display in roads and parks, signage especially for tourists

- **Retail improvements** – have better retail outlets, improve the shopping centre as it has to compete with other retail parks such as Braehead.
- **Active traveling** – to include cycling lanes
- **Activities and events** - animate the town centre with activities and events.
- **Canal improvements**, to include activities, better lighting and make it safer

The main idea was to improve and regenerate Clydebank to return it to its historical prosperity.

### Social Media Reach

Over the course of the project, social media was used to promote events and to engage with the public through a question of the week, sharing ideas from the workshops and allowing an additional forum for people to share their views.

This platform proved to be useful in engaging people who were unable to make it to the design workshops. Sponsored posts had a reach in the range of 1,500 – 1,700 people, and the “Question of the Day” posts drew engagement in the form of 13 comments and responses.

In addition to this, the publicity material and engagement encouraged people to share memories or images of the Clydebank Canal using #clydebankcan. 23 images were supplied in this manner, ranging from historical images of the canal, to canal events such as the Queen’s Baton Relay for the 2014 Commonwealth Games.

### Other discussions

Through other forms of contact with groups (email, calls, in person discussions), by WDC and the design team, other groups were able

to input and participate in the process. Included in this was a key discussion with Market Hall traders:

- There was a sense that they were glad that something is happening and agreement that something does need to be done.
- **Trade, footfall and the centre were viewed as declining** in recent years, particularly at that end of the centre. Low occupancy was mentioned.
- **This was seen to be more noticeable since the closing of the Playdrome**, since the outdoor market went away, since the council offices at Rosebery shut and since BHS and Dunnes closed were all considered to have had a negative impact.
- **External drivers were mentioned too, online, big box retail undercutting on prices, large format supermarkets which sell everything and out of town centres** were all cited. Low employment for young people was also mentioned as having an impact on trade.
- It was mentioned that **the hall probably captures 5 people from every 100 that pass on Sylvania Way**. Footfall was seen to principally be driven by customers who are looking for essentials, services and convenience.
- The **outdoor market had a mixed view**, it was thought to be too expensive for retailers. It was thought that people don’t go to those types of market anymore. It was mentioned that having the market twice a week meant the traders were overstretched and only getting the same people on Saturday that would usually come on Wednesday.
- The **square was mentioned as a wasted asset**. They would like to see more activity in it. A limited return of the market, a craft market, mixture of food events, other events were mentioned. One trader mentioned that when the Christmas lights are switched on there is a dip in trade during the event but a considerable rush after it more than made up for the dip in trade. The question was asked why the fun fair couldn’t be in the centre.



- In terms of other ideas someone mentioned the play area at the centre of the market at the Forge which was the type of thing that could drive footfall.

### **Hard to reach groups**

Through using a wide variety of outreach and engagement methods, the Clydebank Can process was able to reach people who would traditionally not be involved in a process like this. This includes children from vulnerable families through Y-Sort It, people participating through online surveys who may not be out and about, people in communities disconnected from the town centre through the Centre 81 community day and through conversations initiated by email through WDC's stakeholder list. All this activity engaged people through groups and sessions that they would normally attend, rather than having to come to specific sessions on the subject that may have been outside their comfort zone.

This extensive outreach not only got people involved, but also set the agenda for the town centre workshops by having information and material from people who would not normally participate as background intelligence. This helped to set the agenda for discussion, particularly around creating an inclusive place, and a place that is connected to communities. Vulnerable young people and parents set the agenda for play needing to be part of the consideration in the town centre. Information from young people on the canal towpaths set the agenda for discussions around improving these areas as at the moment, some people feel too isolated or afraid to use this route to access the town centre. This was also true for the residents from Syria, who felt good quality connections play a vital role in people feeling included as part of the Clydebank community.

Further work with 'hard to reach' groups will continue to shape the manner in which projects are taken forwards, embracing this inclusive approach.



### **Design Workshops**

The design workshops were divided across 3 days:

- Design Workshop 1 – 18 April
- Design Workshop 2 – 4 May
- Design Workshop 3 – 23 May

Each workshop took place in a different location to have a better scope and target different community members. As well, the pre-engagement sessions were designed to include schools and community groups. The programme is shown in the following table:

<b>Pre-Workshop</b> 18 April 2018	10am – 12noon Place Standard Walk	<b>Business Breakfast</b> 4 May 2018	8am – 10pm Business Breakfast session	<b>Community Design and Review Workshop 3</b> 23 May 2018	10am – 12noon Exhibition and Presentation
<b>Community Design Workshop 1</b> 18 April 2018  1pm – 8:30pm  Clydebank Waterfront Parish Church	1pm – 2pm Framing the Workshops	<b>Community Design Workshop 2</b> 4 May 2018  10am – 8pm  Centre81	10am – 10:30am Presentation of Principles	10am – 8pm  Clydebank Town Hall	
	2pm – 4pm Future Scenarios for Key Sites		10:30am – 12:00pm Options generation – Cycle 1		
	4pm – 5pm Finding the Guidance and Principles		1pm – 2:30pm Options generation – Cycle 2		
	6pm – 8:30pm Repeat Scenarios and Principles exercise		2:30 – 3:00pm Options Review		
			3:30 – 5:00pm Options Generation – Cycle 3		1pm – 3pm Review Workshop
			5:00 – 5:30pm Options Review		3:30 – 5:00pm Refinement of Options
			6:30 – 8pm Options Generation – Catch-up cycle		6:00 – 8:00pm Review and Refinement Workshop

### Design Workshop 1 – 18 April 2018

The first design workshop took place in the Clydebank Waterfront Parish Church, from 1 pm until 8:30 pm and was attended by 24 people from the public and stakeholders plus the facilitator designers. Before the workshop started, a Place Standard Walk took place, the walk started from the Bandstand and was divided into 3 groups whom of each went in a different direction covering the same territory in the map below. The aim of the walk was to use the Place standard tool to prompt the discussion about the area and identify the key issues.

Figure 5 Walking route map

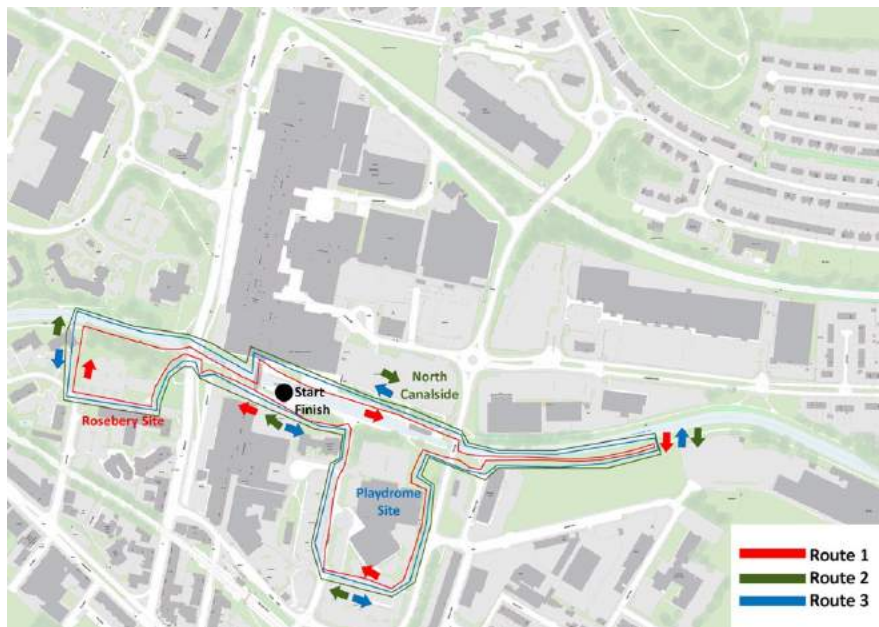






Figure 6 Site Visits

This exercise highlighted the positives and negatives of Clydebank town centre and the canal:

- some of the positive examples were the good footfall through the town centre, a well-connected town centre through public transport,
- some of the negative examples were that there isn't the diversity of shops in the town that there could be, lack of housing in the town centre, residents found it difficult to move around the town centre as they felt the streets and spaces were unfriendly for pedestrians. Finally, they thought that play and recreation was another element missing from the town centre.

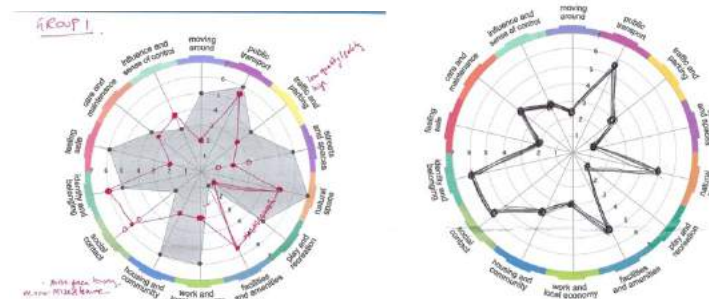


Figure 7 Place standard exercise group outputs

The workshop began with a briefing presentation setting up the context and framing the workshops. The presentation introduced the pre-engagement work, explained in detail the planning context and the previous work that has been undertaken as this workshop is a continuity from the 2015 charrette.

From this a **scenario planning exercise** was undertaken. In this exercise, the future (10-15 years) for the town is imagined, driven by one particular thing.

The drivers of the scenarios were:

- town centre living
- canal and community use
- diverse economy, and
- access and activity.

**Living** - this group came up with a town centre that had housing on all the sites along the south of the canal, sometimes mixed in with shops.

**Access and activity** - this group's scenario had a town centre that you don't need a car to access, which gave space for more shops, which were smaller and more interesting.

**Canal and community use** - this scenario explored re-using empty buildings for community activities, and had a really active canal for travel and water-sports.

**Diverse economy** - this group imagined three extreme examples of change on the Playdrome site, ranging from a marina to a site for leisure and healthy activity.

These scenarios, while not necessarily what any party would look to deliver exactly as imagined, helped inform the principles for change in Clydebank. These principles were the outcomes of the groups discussions that took place.

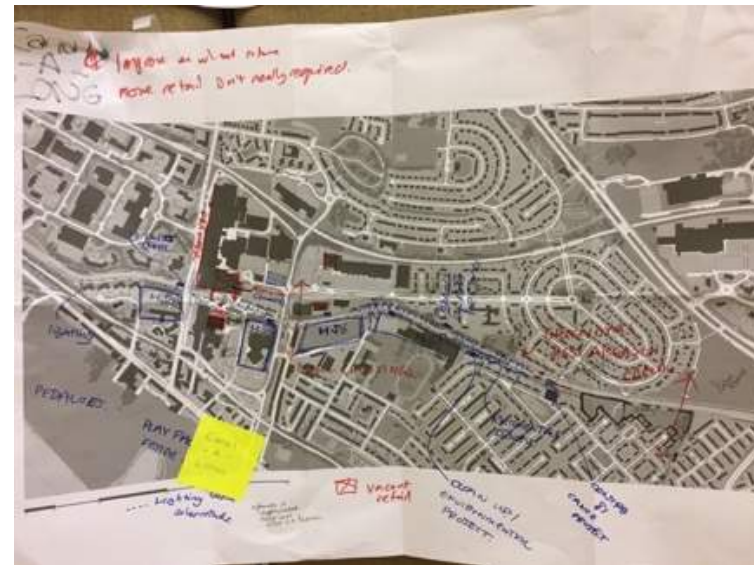


Figure 8 Scenario Planning Exercise Outputs

## Early Clydebank Placemaking Principles

1. **An active canal** – fronts of buildings by the canal must add to the activity on the banks, the towpath and on the water. Make more use of the canal for education
2. **Make more of what exists in the town centre** – re-use empty buildings and spaces, share details of the community groups and organisations working in Clydebank.
3. **Work to change the vehicle/pedestrian balance in the town centre** – create more space for people, make it easier to walk around the whole town centre and not just through the malls
4. **A more diverse town centre** – more than just retail, there needs to be community activity, arts, culture and an evening economy. This town centre attracts people to stop and spend time.
5. **Jobs, employment and training** – space for this in the town centre
6. **Biodiversity** – help the areas that already have good biodiversity to flourish and introduce more biodiversity in areas that can accommodate it.
7. Create spaces and routes that **promote local peoples' happiness, health and enjoyment** of the town centre and canal area.
8. **Town centre living** – housing in the town centre that has a good mix of types and tenures that grows the population in the town centre. Include thinking about living on water.



## Business Breakfast – 4 May 2018

Prior to the workshop starts, a business breakfast took place which was attended by business owners in Clydebank in partnership with Dunbartonshire Chamber of Commerce.



**Clydebank can, Making Places**  
**Business Breakfast Workshop**  
In partnership with Dunbartonshire Chamber of Commerce

**4 May 2018 - 8am – 10am - followed by Community Design Workshop 2, 10am - 8pm**

**Location - Centre 81, Braes Avenue, Clydebank, G811DP**

**Entrance fee - FREE of charge and Morning Rolls & Drinks provided**

**We hope you join us at this event and feed in your views and discuss what changes you would like to see in the town centre and around the canal.**

Find out more about the project here:  
<https://www.west-dunbarton.gov.uk/planning-building-standards/clydebank-can/>

Follow Clydebank Can on social media at  
<https://www.facebook.com/clydebankcan>  
or #clydebankcan on Twitter and Instagram

YOUR PLACE YOUR PLAN  

Figure 9 Invitation for the Business Breakfast Workshop

6 business owners took part of this session, the discussion was around the challenges, opportunities and ideas for Clydebank.

The challenges were about

- the movement of deliveries in/out/around the town centre which highlighted a problem with the connectivity of the town centre.
- the canal walkway in the evening was seen as uncomfortable due to lack of lighting.
- the canal perception as an unsafe and a place for anti-social behaviour
- the lack of restaurants and family friendly restaurant because of licensing problems
- competition from nearby shopping areas and retail parks such as Glasgow city centre and Braehead.

The opportunities and ideas were

- the canal as it can host water activities and animate the area.
- To have more activity for young people such as a skate park
- Have spaces for tech or a hub for artists
- Empty retail sheds can be used by communities.



Figure 10 Group workshop discussion at Business Breakfast

## Design Workshop 2 – 4 May 2018

The second workshop took place in Centre 81, from 10 am until 8 pm and was attended by 45 people from residents, stakeholders and business owners.

A group of Syrian refugees was also invited to take part of the workshop, a creche was organised so parents could leave their children to attend the workshop. An interpreter plus two from the facilitation team (native Arabic speakers) assisted the discussion between the different attendees.

This second workshop used the principles and ideas from Design Workshop 1 to begin drawing up some options for Clydebank. It composed of a discussion of the Principles followed by themed discussions around the major sites.

The themes were:

**Living** - what opportunities are there for more homes in Clydebank? What facilities do local residents need? What makes a place feel like home?

**Activity** - what kinds of activities would make you excited about going to the town centre? What about arts? Sports? What can the canal be used for?

**Movement and networks** - how do we access the town centre? What about in the future? How do we join up facilities and town centre assets? How can these improve our health and quality of life?

During the Principles discussion session, it was broadly agreed that these were the right set of principles for taking forwards in this project, with the addition of inclusion being emphasised across the board. Clydebank should look to become a more inclusive place as it changes and develops. Also, it was pointed out the importance of a night economy, having more affordable amenities, activities and event for families, young people and elderly to result in a more vibrant and welcoming town centre. Comparisons were drawn with other areas where activity is thriving around the canal - Bowling, Falkirk, Helix - and what could be learnt from these places for Clydebank.

In the themed discussion session, using the model was key to conversations around how the town centre might physically change. The model helped examinations around some of the key sites.



Figure 11 Workshop 2 presentation and discussion



**Playdrome Site** - from configurations around the current proposal or more radical proposals that are mixed use, but led by housing. Each option develops a different character for the whole town centre.



Figure 12 Playdrome Site discussion

**Canal and community use** - using the model helped to develop the idea of 'activity clusters' at key points on the canal. Clusters would be for either food and drink, or activities and culture.



Figure 13 Canal and community use

**Access and routes** - Kilbowie Road and Argyll Road are both key north south routes, which there was discussion about what changes could be made. Argyll Road could develop a calmer character for surrounding uses such as housing. How the town centre connects to Queens Quay is also critical.



Figure 14 Access and routes



**Rosebery Place** - the model aided discussions around layout and capacity across the site for residential development. An attractive area for living could be developed here, provided ground conditions allow.



Figure 15 Rosebery Site idea

## Community engagement at Centre 81 – 5 May 2018

On the 5<sup>th</sup> May, at Centre 81, there was a community fair where a number of community groups had a stall. It was an opportunity to discuss with the community about new ideas and community projects they would like to see happen in Clydebank.

Following these workshop and community sessions a list of potential community projects was compiled which includes retail, leisure ideas also, public realm, canal improvements, etc.



Figure 16 Community engagement Centre 81



### Design Workshop 3 – 23 May 2018

The third workshop took place in Clydebank Town Hall, from 10 am until 8 pm. At this final workshop, we set out with those attending to review the progress so far, and to then work on refining and potential project ideas which had been generated over the course of the first two workshops. It consisted in a session of exhibition and discussion the ideas and then followed by a review workshop which focused on how the proposals and ideas might be realised and delivered, afterwards, the team repeated and refined the workshop discussion for the evening session

During the exhibition and discussion session, an exhaustive presentation about what have been achieved so far and the different scenarios of the sites were given. Followed by a prioritisation exercise where each group was asked to arrange the different project based on what they thought was more important and should come first (red dots being very important, green important, yellow less important).



Figure 17 Prioritisation Exercise

In each, the projects that were seen as **very important** were **leisure and activity-driven uses** oriented towards family and young people, such as event strategy, youth activity, canal environment enhancement, **active fronts/ North canal bank**, cycle amenities, canal activities, **family evening economy**, canal connections. Some thought that some activities are interlinked and a continuity of one another.

Following this exercise, a discussion around the model took place where the options were refined in the following:

**Canal and community use** - a key opportunity in turning Clydebank town centre into a really vibrant place. There is opportunity for small scale community led activity to be a catalyst for making the place more attractive with people spending more time here. From **play spaces** and activities for young people to developing **a community events and delivery strategy** to animate Three Queens Square, the Bandstand, cafes and pop-up street food this could all help kickstart a longer term transformation of the central canal area.

**Canal Connections** - Connections to the canal along the corridor were also discussed creating routes to and from the town centre, making it a more accessible area, that feels safer, particularly along to Whitecrook and Linnvale, and increasing access for schools and community facilities

**Evening economy** - creating a place where people who live in Clydebank can go to eat out or go for entertainment is viewed as a high priority. Currently people leave Clydebank for this. This needs to be accompanied by other moves to animate the area, particularly around the central canal area.

**Access and routes** - connecting through to Queens Quay will be critical for the vibrancy of the town centre in the future. This new population must have easy access to the town centre, particularly by foot or bicycle. Attention to Kilbowie Rd and Argyll Rd could make these routes more attractive for walking and cycling, better connecting communities to the north of the town centre.



**Rosebery Place** - exploring a structure for this site included the connection with the water and how to provide both public and private space. Similar principles could be applied to other residential developments along the canal to help make it a more active and safer place.

**Playdrome Site** - the key principle was that the development here needs to face and engage with the town centre, and have clear and direct routes. This ensures that the new development adds value to the town centre rather than competing with it.



*Figure 18 - Discussions around the model*



## Strategic Approach to Canal and Clydebank Town Centre

### 3 Strategic Approach to Canal and Clydebank Town Centre

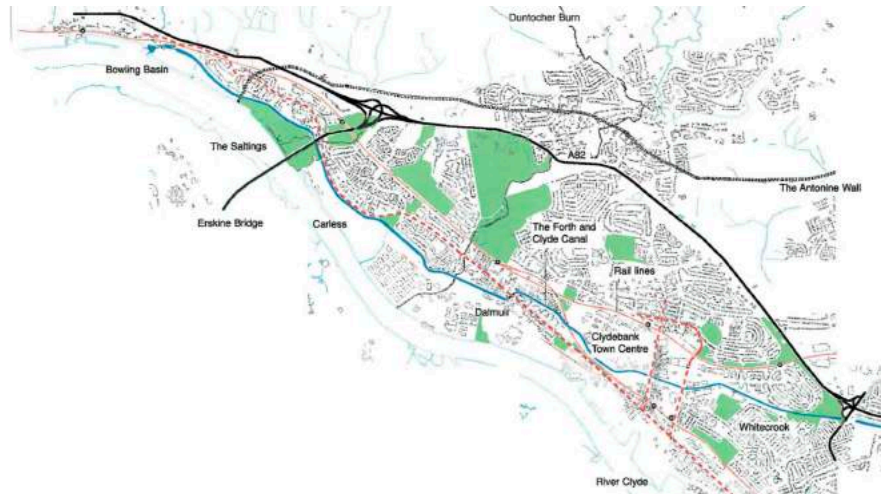


Figure 19 –Strategic canal context. Clydebank Town Centre is a key location on the canal corridor to the west of Glasgow. Image source: "Animating the Canal: Report for West Dunbartonshire Council and Clydebank Rebuilt", City Design Cooperative, September 2005.

#### 2015 Clydebank Charrette 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 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.'*

Having been through a process of working with community and stakeholders, we believe that this vision for Clydebank Town Centre still rings true. What this current piece of work does is create ways within the current context of enabling the delivery of this envisioned town centre from both a community-led perspective in terms of animating, adding value to and building that sense of ownership for the town centre, plus a strategic level delivery of development that may be needed to support the town centre. It does this through a more concerted focus on the Canal corridor, and the key sites that sit along it to drive change in the heart of the town and make important connections to the community around it as well as wider Clydebank. The Canal acts as catalyst for activity, development and ultimately creating a heart in Clydebank Town Centre, that re-establishes the identity of the place as more than a place of economic activity.

This focus is portrayed in 3 organising principles:

- Canal People
- Canal Projects
- Canal Place

This will be unpacked in greater detail. Essentially this captures the strategic approach of generating activity around the canal area; establishing canal area focussed projects; and developing a sense of place at the canal, including through the development of key sites that support the activity and placemaking strategy.



## Placemaking Principles

The principles were drawn together at the end of day 1, and have been tested at subsequent workshops. They have been consistent with minor modification.

1. **An active canal** - fronts of buildings by the canal must add to the activity on the banks, the towpath and on the water. Make more use of the canal for education.
2. **Make more of what exists in the town centre** – re-use empty buildings and spaces, share details of community groups/ organisations working in Clydebank.
3. **Work to change the vehicle/pedestrian balance** – create more space for people, make it easier to walk around the whole town centre and not just through the malls.
4. **Diversify the town centre** – more than just retail, there needs to be community activity, arts, culture and an evening economy. All to attract people to spend more time here.
5. **Jobs, employment and training** – space for this in the town centre
6. **Biodiversity** - help the areas that already have good biodiversity to flourish and introduce more in areas that can accommodate it
7. Create spaces and routes that **promote local peoples' happiness, health and enjoyment** of the town centre (placemaking).
8. **Town centre living** – housing in the town centre that has a good mix of types and tenures that grows the population in the town centre. This remains a strong theme.
9. **Inclusion** - all change in the town should seek to enhance Clydebank as an inclusive place where people feel safe and welcome.

Four zones have also been identified (Figure 35), with different characters and purposes in creating a whole place.

In addition to this, a set of guiding principles that can lead and steer change in the town centre at all scales has been developed. There is also guidance for development of key sites, particularly around how it can be ensured that all new development is adding value to the town centre to create as cohesive a place as possible.



- North Zone
- West Zone
- South Zone
- East Zone
- Charrette Extents

Figure 20 4 different zones

**North Zone** – The Clyde Shopping Centre, and its associated parking and servicing sit within this zone. This area is principally retail, with food and drink and leisure (cinema). The area of focus for the Clydebank Can project in this zone was the North Canal Bank area, as a place that can accommodate additional activity and uses, and through its development bring greater cohesion to the area through linkages between the leisure areas to the Canal, and reduce the impact of the car parking on the area

**South Zone** – Three Queens Square, the Riverside Parish Church and Playdrome Site sit within this zone. This is the area that will be undergoing the most change over the coming years with the redevelopment of the Playdrome site.

**East Zone** – extending along the Canal eastwards to beyond Centre81, this zone contains potential new housing development at Stanford Street, but is also a critical area for connecting communities into the canal corridor, which in turn connects to the town centre. These potential new connections play a role in tackling inequalities in the area, in terms of access to facilities and access to good quality space for leisure and health.

**West Zone** – another area with more change with the Rosebery Place site allocated for redevelopment as housing. The potential to shift the nature of Kilbowie Road to reduce its affect as a barrier is another potentially important move within this zone.

## A Strategy for Delivering Clydebank Town Centre's Vision

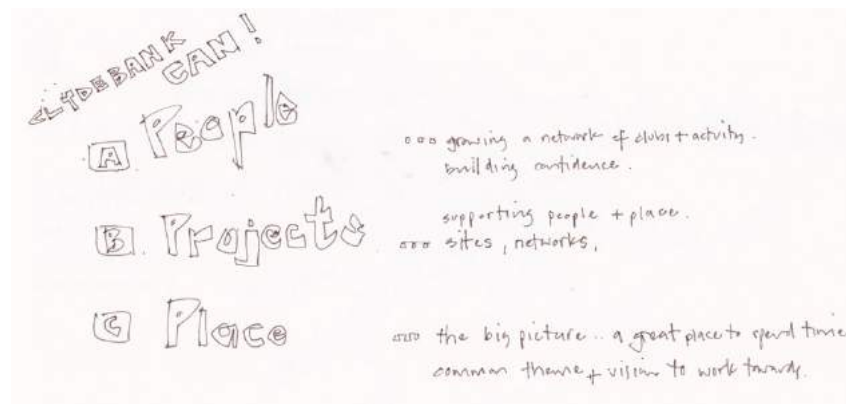


Figure 21 Clydebank Strategy

### Clydebank Can

- A. **People** – growing a network of clubs and activity, building confidence in the area.
- B. **Projects** – supporting people and place through development of key sites and networks.
- C. **Place** – the big picture of Clydebank Town Centre as a great place to spend time, with common goals and a vision to work towards

**People – growing a network of clubs and activity. Building Confidence. The community-led animation of the town centre**

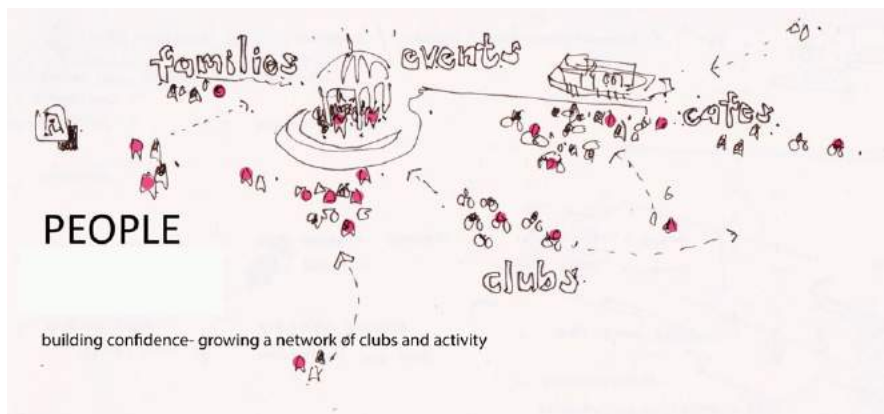


Figure 22 Community led animation of the town centre

Emerging from the pre-engagement work and workshops are a number of opportunities that have been identified that allow community-led initiatives to develop activity around the canal area. This is a key part of the transformation of Clydebank. Community-led animation tackles both the need to create more activity, attractiveness and ‘stickiness’ to the place, whilst also building a collective sense of ownership of the Town centre which is currently an area that needs attention.

This work is something that can proceed immediately. Clydebank already benefits from high quality public space that is ready for community use, as was demonstrated through the Afternoon at the Bandstand event.

This process has begun to develop capacity and networks, and this should be built on through having live discussions with groups that have put themselves forwards through the process on what can be done to support them.

**Projects – supporting people + places, sites + networks**

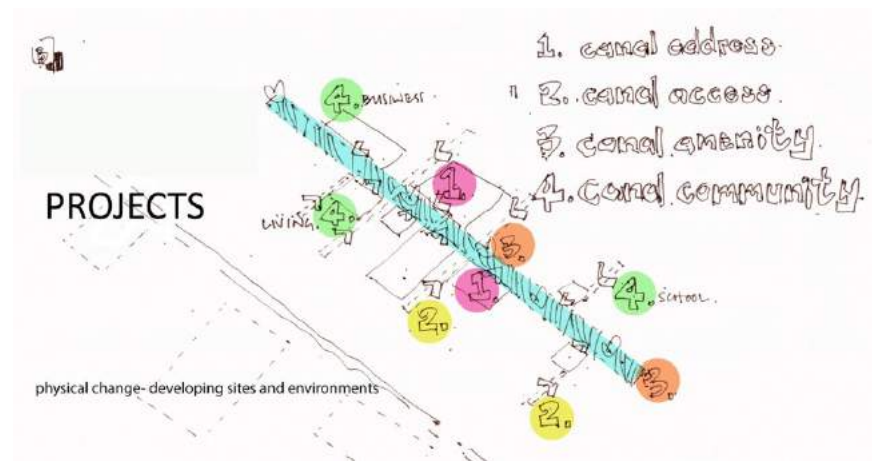


Figure 23 Projects, physical change

The above figure provides a framework for projects that are being taken forwards. Projects that look to be located on or by the canal, a canal address; that enhance and provide access to the canal banks or water; that add amenity to the area; and that build a community around the use of the canal or the canal area. All this serves to strengthen the canal as a thread running through Clydebank Town Centre. This framework provides some guidance on how multiple smaller scale projects might be supported to create a stronger

Resources will be required to enable the development of a programme of events, to be a point of contact for the community and to streamline the process for individuals, groups/organisations or businesses to use the Bandstand or public space would be required to maximise the opportunity. While this may initially be taken forward across a number of council departments alongside current roles and responsibilities, in the longer term funding could be secured for Town Centre/Development Officer to undertake this role full time. This would give an additional degree of cohesion and create the opportunity to secure further project funding as part of this role.



Through a consistent community-led effort to animate the area, the value of the place as a destination and market will grow, which should lead to other enterprise opportunities.

This is explored further in the next section **Community Projects**.

**Place – the big picture, a great place to spend time. Working on common themes and principles towards the vision.  
Strategic level development**

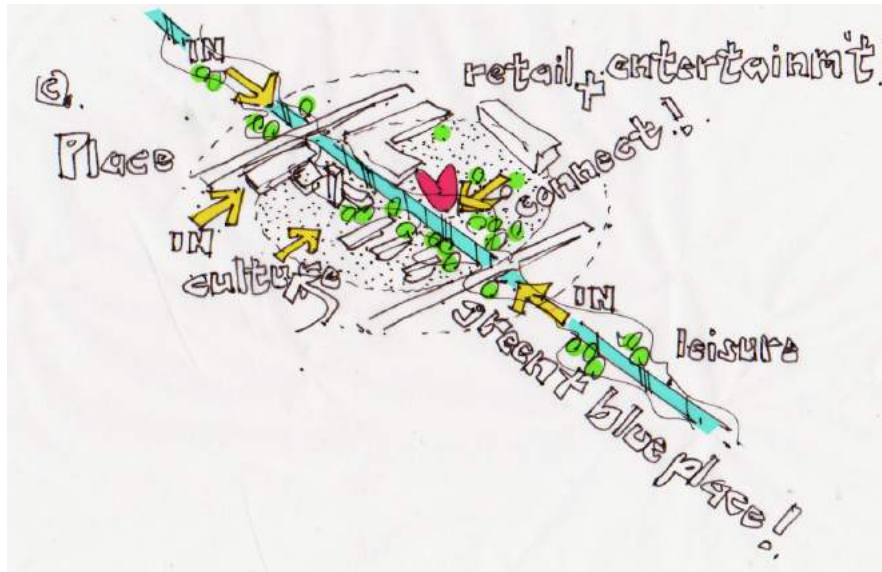


Figure 24 Strategic level development, place.

Town centres function best when there is a density of population and therefore users within close proximity or on good connections. There are numerous opportunities in Clydebank to strategically develop a denser population in and around the town centre, and to connect communities better to it, making the journey to the town centre more appealing.

Within the Town Centre itself changes to connect the canal and the high quality public realm in this area to the food and beverage and leisure areas of the Clyde Shopping Centre. Additionally, the loss of the Playdrome as a community asset has left the community looking for a new heart or core in the town centre that can provide that sort of civic function. The area in Figure 24 presents an opportunity on both sides of the Canal for animating and developing ideas that can provide that civic space.

These areas are close to the town centre could provide more activity in the town centre beyond the existing business hours (at which point there is a marked drop off in any activity taking place). Slightly further away, and in addition to all the existing communities within close proximity, there are two major developments that could provide important 'users' to the town centre.

The first is Queens Quay. This is a significant redevelopment along the River Clyde and will have a population likely in excess of 3000 people (assuming the homes being developed only have two persons per dwelling, therefore the population could be greater). A high-quality town centre within a 15-minute walk, plus all the amenities that the development itself will offer, could make this place a very attractive proposition. There is mutual benefit between the town centre and Queens Quay, they add value to each other and to Clydebank.

The second is the expansions at Golden Jubilee Hospital, which is growing its capacity by around 50%. This growth will mean an increase in staff numbers, patient numbers and visitors to the hospital. A high-quality town centre will attract the time and spend of this increased user group, rather than losing it to Glasgow. There is also the potential that some staff may choose to live in Clydebank if the housing and town centre are competitive with other locations that might be chosen.

An overarching aim of both the community-led and strategic level positions are to add value to the town centre in ways that help to realise the vision that has been set. Increased animation from community activity can add value through greater numbers spending more time and money in the town centre, leading to other events that increase that value at a similar rate.

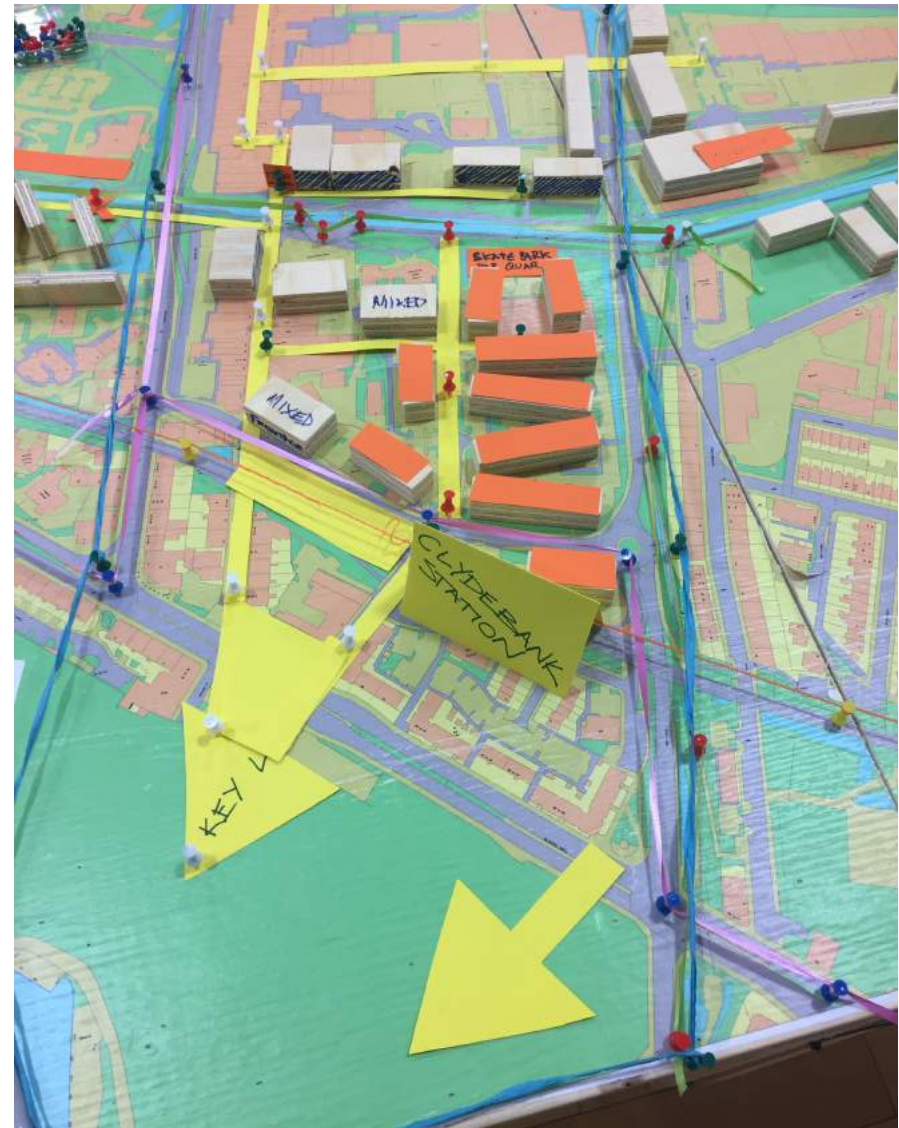
The same applies with the larger strategic developments, where there is a mutual gaining of value through locating near the town centre that is offering more to people than just retail, but also leisure, culture and civic functions.

The key opportunities for placemaking are identified under topic C Canal Place and developed in more detail in section 8.

### Access and routes

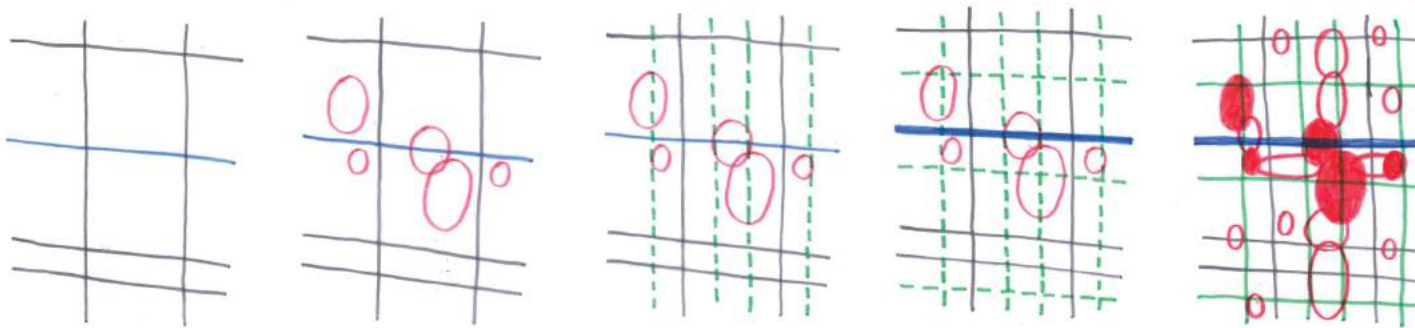
Connecting through to Queens Quay will be critical for the vibrancy of the town centre in the future. This new population must have easy access to the town centre, particularly by foot or bicycle. Attention to Kilbowie Road and Argyll Road could make these routes more attractive for walking and cycling, better connecting communities to the north of the town centre.

Figure 25 - Access and routes modelled



## Strategic Connections

Creating a denser network of connections throughout the town centre allows for the development of a richer town centre, more accessible, with a wider range of opportunity for activity through creating different scales of place. The denser network would create places that have a smaller scale from the shopping malls and create space and opportunity for smaller, niche retail to develop in addition to creating places for activity. In addition to this town centre network, there are a series of important connections, both along the canal and north and south that are key strategic moves for Clydebank.



### 1 - town threads

Clydebank has four strong east to west threads across its centre:

1. Singer railway line
2. Forth and Clyde canal
3. Clydebank railway line
4. Glasgow Road

Kilbowie Road and Argyll Road running north to south provide links across these corridors. The two north to south spines define the current extent of the town centre east to west.

### 2 - patches

Opportunities are presented to knit the town centre more coherently. These possible developments have the potential to enliven, activate and reinvigorate the town centre. They are conveniently located adjacent to the existing loose threads which define the structure of the town centre.

**These patches represents Rosebery Place, North Canal Bank and the Three Queens Square, the Playdrome site and Stanford Street.**

These patches are not quick wins nor mere sticky plaster, they present an opportunity to create a step change for the centre of Clydebank. Supporting the building blocks of community led enterprise in the centre. A series of initiatives bringing activity and diversity back to the centre.

### 3 - connections

In order to support the development opportunities and grass root entrepreneurial spirit the infrastructure needs to improve. A tighter network of north to south routes develop connecting new development to the east to west corridors. **These links can be existing ones such as Abbotsford Road.**

These connecting threads pull the town centre inwards and reinforce links to transport hubs and new developments to the south along the Clyde. Connections which are defined with improved public spaces and streets within the existing town fabric.

An active and healthy pedestrian and cycle core.

### 4 - a tighter weave

Integrated into the towns new connected centre are a series of improved east to west connections. These occur between existing destinations and create safe and attractive accessible routes.

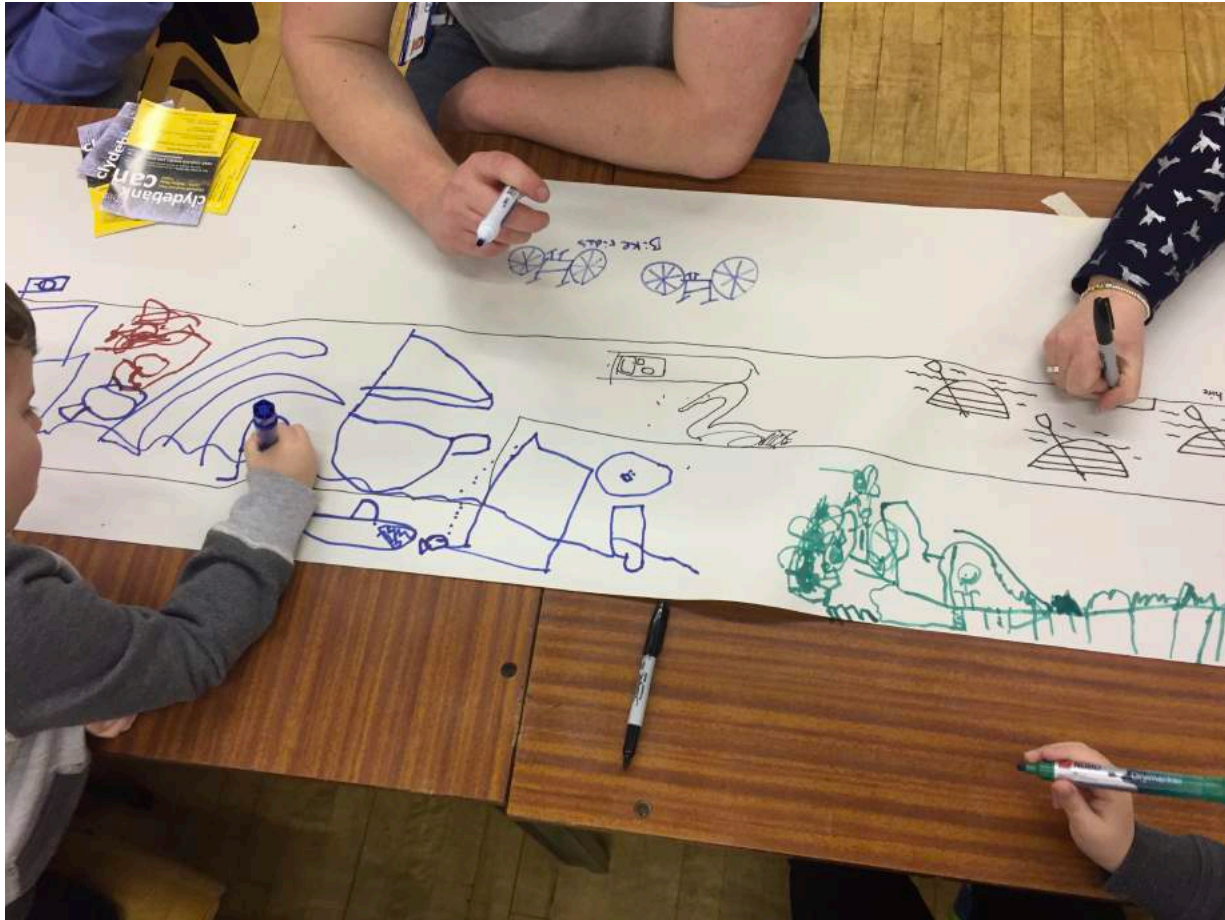
**The town centre is enabled and enhanced as the focal point for community activity. It will provide a unique sense of place as a recreational place, resulting in a vibrant town centre with a unique offer. The green blue network provided by the Canal contribute to the vibrancy of the town centre for leisure activities.**

### 5 - a rich town fabric

The enriched town centre, diverse, colourful, active and healthy, brings new life and opportunity for viable development. Development which does not just mean building, but also improved green spaces, access to the Canal, enhanced public realm and transport links and hubs.

Through sustainable growth, nurtured from the town's existing framework, a new vibrant town fabric emerges. A tapestry underpinned to a proud past, portraying an optimistic future.







## Clydebank Can Actions and Projects

## 4 Clydebank Can Actions and Projects

Throughout the process, from the pre-engagement and through the three community design workshops, ideas for projects or project areas have been put forwards. This section captures those projects that could either be community-led or have a distinct community element to them.

These projects are critical to the future fortunes of Clydebank, as these do not depend on the need for large funding grants or capital investment, but require support, energy, a desire to grow a community network and smaller packages of funding if any. A large part of delivering the town centre vision is around the use of the space and the value that this brings to the town centre.

This type of activity is just as important to ensuring that the vision for 2025 is achieved as the delivery of the key opportunity sites. Animation, activity and use by the people of the town are the essential ingredient to ensure complete delivery of that vision.

As part of Design Workshop 3, groups in both the afternoon and evening sessions were asked to prioritise these projects. Through this exercise the groups constructed a framework of projects that would help the town centre arrive at their main priority. This main priority was to create a town centre that was thriving, with a variety of things to do throughout the day. This section uses the three themes of Canal People, Canal Projects and Canal Place to set out a potential pathway to realising that top priority.

### A. Canal People

These are projects that can be quickly initiated by people and organisations in Clydebank town centre, using the existing spaces, to animate the area, build confidence and demand and generate some momentum for change.

### B. Canal Projects

On a larger scale than (A) these are projects that can support those activities and help them to become more formalised or structured, create connections between areas to ensure that improvements have wider benefits, and to prepare the ground for larger scale projects.

### C. Canal Place

This category contains projects that are the final stage in the process of realising a thriving, multi-use place. Including the key sites, investment decisions can be made with more confidence as there is the activity and demand that has been generated through (A) and (B).



## A. Canal People

### A1 - Bandstand Programme



Figure 26 Activities by the Bandstand.

Making more use of the Bandstand was a popular idea. There is currently a lack of knowledge within Clydebank around how a group or organisation might arrange the use of the bandstand for a performance or event.

Creating a streamlined booking and licensing system would facilitate more regular use of the bandstand. Couple this with a programme of use one weekend a month between March and September combining community events, music and arts showcases, and organisations demonstrating activities, there is a regular draw to the town centre.

While the community are galvanising around using the town centre in this new way, an individual or core team who acting as a point of contact and supports their actions is necessary to keep momentum going. This could be supported with a new role and strategy, detailed in **B1 – Events Strategy and Delivery**.

### A2 - Canal Environment Enhancement (1)



Figure 27 Example of a community cleaning

This idea has projects at different scales, but all with the purpose of creating an animated, well-used canal both on the banks on the water.

At a community scale, organising clean ups along the canal banks can have a high impact for the input of volunteer hours. At the Afternoon at the Bandstand event there was a litter pick that in a short period of time gathered twenty bags of rubbish. The scale of the litter issue has a negative impact on the perception of the canal as a place to spend time, and litter picks could change the perception through improving the environment and creating a way for people who perhaps have not spent time at the canal to engage with it as a positive place.

### A3 - Community Public Art (1)



Figure 28 Example of public arts Dundee

There are multiple opportunities for new public art in Clydebank Town Centre, with particular opportunities for community led art around the canal bridges at Kilbowie Road and Argyll Road. These locations are gateways into the town centre, moving from one type of environment that is green to another that is much more urban in form. There is existing public art in these areas and heritage interpretation, but there is further opportunity to introduce a sense of playfulness and fun that is unique to this area due to the shift in environments and to also act as a piece of art that signals the shift in how this vision intends the area to be used as an area of activity, play, leisure and fun.

### A4 - Canal Activities (1)



Figure 29 Example of canal activities

Animating the canal through better connections and an improved environment creates the opportunity to have more activity along the canal. Using the canal for more activities, events and transforming it for community use, including education could lead to further infrastructure being developed. This might include canal side kiosks for cafes or water sports hire, creating places along the canal.



## A5 - Community Bike Ride or Run



*Figure 30 Example of park run, Cardiff*

The popularity of volunteer-run events such as Park Run has created a proven model of low level investment resulting in high levels of activity and use of parks throughout the UK. In Clydebank the canal provides a great linear route for a Park Run type activity, or extend the idea to a community run bike activity, capitalising on the popularity of the route for cyclists. This would animate the canal towpath on a regular basis helping to change the perception of the place.



## B. Canal Projects

### B1 - Events Strategy and Delivery



Figure 31 Example of farmers market.

Collaboration between organisations, businesses and West Dunbartonshire Council to create, manage and deliver a series of events in public spaces in the town centre. Ideas that have been suggested include:

- Farmers' Market
- Craft Market
- Art Market

- Seasonal events – summer gala, Christmas Light Switch-On

The development of a programme like this builds on the activity from A1 – Bandstand Programme. To continue to facilitate this as it becomes more complex there is scope for a new role in Clydebank, which would support the community-led activation of the town centre. A proposed **Town Centre Community Coordinator or extension of an Events Portfolio** is a necessary part of tying a lot of these town centre elements together. To support this to the next level, a community events officer could support and curate a more detailed programme.

Funding for this type of role could be accessed through a partnership model between the Council, Clyde Shopping Mall, local Housing Associations and other similar organisations, plus grant funding available for this type of work. A role like this could add value across West Dunbartonshire depending on how it might be funded.

Case studies of Town Centre management, and a sample job description are contained in Appendix 3: Town Centre Manager Case Studies.

## B2 - Community Initiative Temporary Uses



Figure 32 the Venture Centre community initiative - North Kensington

Short-term lets for community groups and charities in empty units in the retail park and shopping mall. Working in partnership with the shopping centre management an agreement on a short-term lease that was beneficial to both parties could be made that would allow a head tenant (a registered charity, therefore reducing the rates liability to zero) to take a unit that could then be occupied by others on a rolling programme.

## B3 - Town Centre Heritage Project



Figure 33 Liverpool's Blitz Memorial for civilians

This idea began as an exploration of a town centre memorial that remembers the loss of life during the Clydebank Blitz. As discussions developed the idea grew to creating a town centre 'outpost' for other heritage attractions, artefacts and assets that Clydebank has.

Clydebank has a rich heritage and there are numerous sites, plaques and memorials around the town. A programme that runs in the shopping centre, perhaps in a vacant unit, presents an opportunity to raise awareness of all the heritage assets, give people an opportunity to view them or some interpretation and to encourage a visit to the Town Hall museum or one of the town's other heritage sites.

## B4 - Artwork – Dunnes and Three Queens Square Facades(2)



Figure 34 Option for a green wall on the elevation of the shopping centre

Larger scale public art opportunities exist in the town centre particularly along some of the large facades that either face public areas, such as in Three Queens Square, or the former Dunnes store, or face outwards to the approaches to the town centre, such as the wall along Kilbowie Road on the Northern Mall. These facades present opportunities to dramatically alter the feel of the place. Glasgow has successfully used large scale artwork through the city centre mural trail to shift the perceptions of places in the town centre that would not previously have been visited. Clydebank could follow this approach which is credited with bringing new life to streets and spaces in Glasgow City Centre: *“The murals are having a major impact on our city centre by creating splashes of colour and unique art installations which brighten up lanes and street.”* City Centre Mural Trail Leaflet, Glasgow City Council, <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=19649>

If not artwork there are other ways to animate these facades in the meantime. Previous studies have looked at using these sites for animated advertising, or green walls

## B5 - Pop-up Stalls



Figure 35 Example of Pop-up stall

As more activity is generated so are new markets for providing food and drink and leisure activities. Pop-up or temporary stalls that accommodate businesses selling food and drink, or renting equipment should be located by the canal to tap into new demand, and generating further activity. There are three key locations for this type of activity – the first is the north side of the canal, either on the public space outside the former Dunnes store or further east alongside the green space.

The second location south of the canal on Three Queens Square. This location is already provided with power that could enable this type of activity, plus it has the benefit of capturing passing trade on the canal towpath. This could also connect with activity in buildings/ frontages of Three Queens Square and Waterside Parish Church.

The third location is to use the northern carpark on the Playdrome site. This site could accommodate a large number of pop-up units, but would require new temporary access to be made from the towpath.



## B6 - Cycle and Canal Amenities



Figure 36 Examples of cycling facilities

Clydebank is on a number of popular cycle routes, with many cyclists passing through the town centre. Creating facilities that attract cyclists to stop and spend time and money is a big opportunity for the town centre.

Initially this could take the form of a mobile café that appeals to cyclists as a 'pit stop' on a leisure ride. Once the use establishes itself, this could become something more permanent on Three Queens Square.

Building from this, other cycle related facilities could develop including cycle hire for regular and E-bikes.

Further developments of this could include an activity hub for water-based activity selling rental, experiences and other related services, connecting to project **B10 – Canal Activities (2)**.

## B7 - Youth Activity plus BMX Skate and Parkour Park



Figure 37 Examples of outdoor activities , gym and playpark

Suggested by both young people, families and older people are having activities and places for young people and children in Clydebank Town Centre. This will help to draw people and increase dwell time. These types of activities could be located around Three Queens Square and North Canal Bank. Types of activities that have been suggested include:

- Outdoor play park, with a supporting café
- Outdoor gym
- Water play (an expansion of the interactive water features that are still in situ on north canal bank)
- Trampoline or soft play near Three Queens Square.



Linked to having more activities for young people, the development of a combined BMX, skate and parkour facility in or very close to the town centre as an attraction for young people was suggested.

Developing this in a central location ensures that problems associated with skate parks, such as underage drinking and anti-social behaviour are mitigated. These issues arise usually from parks being placed in isolated locations with little in the way of passive surveillance. Located centrally and in conjunction with other play equipment it could become a draw for people to the town centre and a sociable area for all ages as parents take younger children to the facility and older children use it as a meeting place.



Figure 38 Examples of skate park and parkour facilities

## B8 - Canal Enhancement (2)

This idea has projects at different scales, but all with the purpose of creating an animated, well-used canal both on the banks on the water.

At the mid-point of the scale, partnership between community and Scottish Canals, are improvements to bridge underpasses. Art projects, lighting projects and other installations could be used to make these areas more attractive. The bridges at both Kilbowie and Argyll Road should be viewed as gateways into the town centre and could have special treatment to create that effect.

At the other end of the scale requiring Scottish Canals or other agency delivery, projects that better connect the canal to communities and facilities through new pathways to the canal. Centre 81 is one example of a facility that is located adjacent to the canal and would benefit from a direct connection. In addition to creating easier access to the canal, leading to greater animation of the area, more access increases the feeling of safety by providing multiple 'exit points' meaning nobody would feel trapped.

## B9 - Connecting Shopping Centre Food and Beverage to the Canal

The Clyde Shopping Centre has recently attracted new food and beverage outlets to the centre, with high quality fit outs being completed. These new outlets create a food and leisure area with the cinema in the northern part of the shopping centre. However, due to the service entrances for some shop units, a power transformer and car parking this area is very poorly connected to the public space and the canal.

To create mutual benefit, more attractive routes between this growing area of food and beverage outlets and the canal must be created. This could be in the form of a new route from the canal straight through the car park, creating a green break that provides the visual cue that the route connects to open space and the canal. A second new route that skirts the edge of the shopping mall and connects the North Canal Bank creates another opportunity to provide visual cues, plus softens the edge of the building.

Figure 39 Examples of canal enhancement, London





## B10 - Canal Activities (2)



Figure 40 Examples of canal activities

Animating the canal through better connections and an improved environment creates the opportunity to have more activity along the canal. Using the canal for more activities, events and transforming it for community use, including education could lead to further infrastructure being developed. This might include canal side kiosks for cafes or water sports hire, creating places along the canal.

As with the cycle facilities, the use could be trialled using a mobile facility in the first instance, and should it prove itself become something more fixed.

An aspiration that young people in Clydebank have for the area is that the water quality is good enough for swimming in. Many have taken planned (or unplanned) swims in the canal and creating an area that is suitable for swimming would create an attraction.

## B11 - Waterfront Parish Church



Figure 41 Waterfront Parish Church

A very active building – this however does not contribute much to activity on the canal and Three Queens Square due to entry being on the south side of the building. Working with the church and the organisations that use the building, finding ways to help animate the area should be discussed. This could include a physical development project of creating an entrance/vestibule that allows the building to open up to the canal side.

The church could also promote itself as a centre for community and civic uses should time slots become available. The building is well positioned for it to perform a civic heart function in the town centre, and with some relatively light modification could contribute more to the vitality of the place.

## B12 - Connecting Communities – Canal Strategic Network



Figure 42 Connecting into the canal path network

The canal is a key connector for Clydebank, provided communities can link to the canal, they are then linked to the town centre. There are several points within the project area where strategic connections to the canal can make a big difference for the related community. Key connections identified around the Stanford Street development area, and at Centre 81. There is also the opportunity for canalside improvements on the north bank of the canal by the business park connecting the area to the canal without necessarily having to create a crossing, and so to the town centre.

## B13 - Charities Hub Clydebank



Figure 43 Example of a charities hub

As a progression on the idea of **B2 - Community Initiative Temporary Uses**, but this would be a longer-term feature for the town centre, that could begin to build a civic heart possibly in Waterfront Parish Church. This could provide space for charities to meet, develop networks, provide support mutually to each other, and space to run their activities.

## B14 - Arts Hub Clydebank



Figure 44 Example of a community art hub

A number of arts groups, photographers and other creative/cultural producers were mentioned during the design workshops. Having space for collaboration and developing networks is important for Clydebank to both retain this creativity, but also to give it some structure to build momentum in the town around arts and culture.

This would be complementary and additional to the activity at Awestruck Academy in the old snooker hall at Three Queens Square, their initiative is important and needs to be supported. There may be need for additional space to this, studios etc. In addition to this, facilities on the water could be considered, with arts and crafts on barges.





### C3 - Family Evening Economy



Figure 47 Family friendly restaurant

Growing an evening economy through introducing a variety of food and beverage outlets. This has already begun in the northern mall, with Nando's recently opening. The shopping centre are hoping to attract other family friendly establishments to the town centre.

In order to maximise the benefit of this, connecting areas that have existing capacity for food and drink with the canal is an important first step. A secondary step is creating additional space in locations that front the canal. An intermediate step could be using the public space on the north side of the canal for a street food festival, which tests the demand and can expand from temporary to more established operators.

### C4 – North Canal Bank

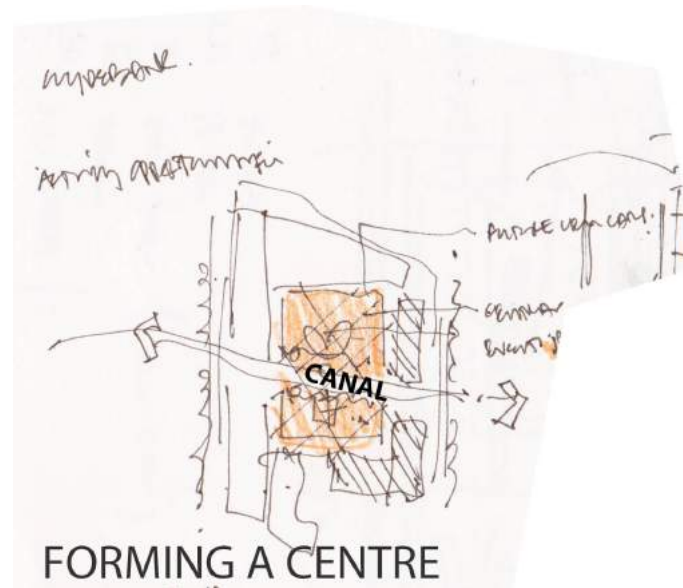


Figure 48 Forming a central canal space

Following pop-up activity and making connections from the food and beverage area further north in the mall, more permanent uses could establish in this area. One big move would be to open up the currently blank frontage of the former Dunnes Store, with smaller units providing further food and drink or other retail, that further activates this space.

Outdoors, further seating and planting to break the space up, a reinstatement and upgrade of the water play 'plumbing' that is already in place, and a play area would all add to the magnetism of this area. Continuing east along the canal, there are opportunities for further pods and other public space enhancements to continue to draw activity along the canal towards Argyll Road.

Pushing this development further would see the car parking consolidated in other areas, and the value of this area can be greatly enhanced as a framing element for a town centre heart, creating a space across the canal, including Three Queens Square. This could be framed with retail units, other leisure and amenities.

### **C5 – Three Queens Square**

The progression for Three Queens Square is to formalise some of the food and drink and service activity that will have emerged through the Canal People and Canal Project works. Opening up the side of the mall to allow a freer flow of movement between the Square and the mall would increase interaction between these places further.

An animated front on the Three Queens Square could then progress through adding pods (an idea from previous work in the 2015 charrette) to this area.

### **C6 – South Mall Upgrade and Consolidation**

The south mall is scheduled to be upgraded in the near future. This should be seen as an opportunity to consolidate its role in the area, through opening up the market areas, and taking the opportunity to think about the role of the Coop building. This building could add more to the area through different functions, such as workspace. Workspace would add to the day time population of the town centre, growing the customer base and level of activity. Lastly, this upgrade should be an opportunity to create a high quality public realm connection between the station and the town centre.

### **C7 – Rosebery Place**

The site is covered in great detail in the next section. The main point for this section is that development on this site should create active frontages along Kilbowie Road and the canal. This would reduce the impact of Kilbowie Road on the area as a barrier, and it would make the canal area feel safer through activity and passive surveillance.

### **C8 – Playdrome site**

Again, this site is covered in greater detail in the next section. Any development on the Playdrome site needs to consider how it is adding value to the town centre through animating the canal area, generating activity and footfall. Development that has mutual development will need to positively address the town centre with active frontages and clear pedestrian access and connections.

### **C9 - Active Travel Routes and Connections**

Part of the strategy is to gear Clydebank Town Centre to shift the emphasis away from private vehicles as the predominant way of moving around to public transport and active modes of travel. Connecting the new development at Queen's Quay to the town centre is key to realising the mutual benefits. This could be achieved through reallocation of road space on Argyll Road and Kilbowie Road to create more space for public transport, cyclists and pedestrians. The reworking of these routes also enables a shift in the character of the area to something softer with trees, which would contribute towards creating a more joined up place, that is not fractured by large A-roads. These projects could function as an extension of the current Connecting Clydebank project. Further detail is in **Section 6 Key Placemaking Opportunities**.





## Getting there - Building the First Year Momentum

## 5 Getting There – Building the first year momentum

Building momentum in the first year will be critical to retaining the community capacity that has been built up through this process. This section provides a targeted set of actions for Year 1 to quickly build momentum. The projects detailed in this section are primarily taken from those in the category **A. Canal People** as set out in Section 5, with indications of how these might then flow into larger scale projects from **B. Canal Projects**. This demonstrates how start points in three key areas, activity, canal and arts can build animation and demand in the town centre for larger scale projects that enhance the area further and continue to build on it as a thriving place.

Large projects will take time to come through the pipeline, but the transformational action will take place within the community activating the space, with support from WDC, the Clyde Shopping Centre and others.









## Events and Activity

Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>A1 - Bandstand programme</b></p> <p>implemented to offer performance space for local bands/choirs/ singers and a regular programme of performances in Clydebank town centre for the community to enjoy. Could tie into the wider programme of events taking place in Clydebank e.g. live music performances alongside farmers market.</p>	<p>The bandstand in Clydebank Town Centre is currently underused but offers an invaluable performance space in the centre of Clydebank adjacent to the shopping centre. This area is often quite busy and the sizeable Three Queens Square, located beside the bandstand, would provide ideal space for community events.</p>	<p>Within first year- After appointment of community events strategist/ coordinator, who will organise activity</p>	<p>Community event strategist/ coordinator will take lead on this project- potential support from local music groups with interest in utilising the bandstand.</p>	<p><b>Scottish Landfill Communities Fund (up to £50,000)</b>- Object F;  <b>Garfield Weston Foundation (regular grants up to £100,000)</b>- awards grants for both capital and activity expenditure;  <b>O2 Think Big - Music and Healthy Minds Projects (up to £500)</b>- up to £500 for social action projects which helps society or your community including live events;  <b>The W M Mann Foundation (up to £10,000)</b>- General charitable purposes, typically organisations based in Scotland and within fields including music and the arts;  <b>Creative Scotland - Youth Music Initiative - Strengthening Youth Music (up to £20,000)</b>- Supports individuals, organisations and networks to undertake strategic action or training;  <b>Creative Scotland- Access to Music Making (up to £40,000)</b>- Creates access to high quality music making opportunities for young people aged 0-25 years outwith school time. Young people must develop their music and music-making skills.</p>	<p><b>West Dunbartonshire Council</b>- owns and manages bandstand currently;  <b>Local bands and singers</b>- potential interest in using the amenity for performances;  <b>Clydebank District Choir</b>- local choral group, potential interest in using bandstand;  <b>Clydebank Burgh Band</b> (possibly no longer operating)- local brass band  <b>Other groups expressing interest:</b> Awestruck Academy; Clydebank Sea Cadets; Clydebank Camera Club.</p>	

Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>B1 - Events Portfolio</b>- New portfolio or staff post(s) in community- potentially employed through council, or new Community Development Trust with responsibility for organising and delivering community events in Clydebank. Key task to create an events strategy designed to engage the community and visitors in a series of high- quality events in Clydebank e.g. gala days, farmers' markets, sports events</p>	<p>Creation of a new portfolio for within a team or staff post with responsibility for events management in Clydebank would be a first step towards delivering a number of other projects as it would provide dedicated staff time for their organisation, coordination, and delivery. Other projects identified which could be supported by a new events strategist may include community clean ups, bandstand sessions, canal activities etc.</p>	<p>Within first year- ideally the first project taken forward as the new staff post would facilitate other projects</p>	<p>West Dunbartonshire Council Yet to be set up CDT Identify where new staff post(s) will be situated- council or newly set up CDT- as this will be the lead organisation and begin recruitment.</p>	<p><u>Staff costs</u>- <b>Big Lottery: Grants for Community Led Activity (up to £150,000)</b> - aims to support communities to improve the places in which they live and the wellbeing of those most in need (would need to be CDT); <b>Garfield Weston Foundation (regular grant up to £100,000)</b>- awards grants for both capital and activity expenditure; <u>Project costs</u>- <b>Big Lottery Awards for All (up to £10,000)</b>- general grants for purposes for community benefit; <b>Cycling Scotland Community Cycling Mapping</b>- training to learn how to map local cycling infrastructure and facilities; <b>EventScotland - National Events Programme (up to £25,000)</b> - available to support sporting and cultural events; <b>Asda Foundation - Local Impact Grants (up to £2,000)</b>- supporting events which will benefit the wider community or supporting local groups with events/initiatives which will have an impact locally. This could include community carnivals and fetes and community clean ups.</p>	<p><b>West Dunbartonshire Council</b>- to coordinate or act as a facilitator to existing organisations; <b>Community Groups</b>- interest in participating in events, existing resources and events; <b>Community Councils</b>- knowledge of existing events; <b>Schools</b>- to get young people involved in designing and participating in events; <b>Local farmers' markets</b> e.g. Milngavie, Paisley, Glasgow- potential interest in expanding to CB one-off to begin with, possibly to become more regular; <b>Awestruck Academy</b>- Local arts based organisation, could coordinate an arts and crafts fair; <b>Clydebank Housing Association</b>- Community anchor organisation with access to residents and community groups;</p>	<p>Potentially similar to Town Centres &amp; Events Team in Renfrewshire Council who organise community events, festivals, clean-ups, sports tournaments. Support other organisations who want to host events and activities in Renfrewshire.</p>



Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>B5 - Temporary/ pop-up unit-</b> New food and drink vendor set up on canal side, potentially in a disused storage container or a mobile van, offering coffee, tea, snacks etc.- encouraging people to stop in Clydebank centre and utilise services</p>	<p>Currently no coffee or snack vendor located directly on the canal side meaning that people travelling along NCN Route 754 are not encouraged to stop in Clydebank centre to spend money and visit local amenities. A new 'pit-stop' would make it easier for people to access the services they need in Clydebank.</p> <p>If the project was a social enterprise, it would be much easier for it to secure funding.</p>	<p>Within first year- ideally by spring 2019 in order to maximise through trade from good weather</p>	<p><b>West Dunbartonshire Council-</b> responsibility for planning and potential support for new business</p> <p><b>New enterprise-</b> potentially brand new or an existing establishment relocates to Clydebank centre</p>	<p><b>Scottish Partnership for Regeneration in Urban Centres (SPRUCE) (no amount given)-</b> offers loans and equity investments to revenue-generating infrastructure and energy-efficiency projects;</p> <p><b>Spaces 4 Change (up to £5,000)-</b> supports and connects young people to start and run social ventures that unlock the potential of unused or under-utilised spaces for the benefit of the local community, especially other young people;</p> <p><b>Virgin Start- Up Loan (no amount given)-</b> start-up personal loan for new businesses;</p> <p><b>Other start-up loans (no amount given)-</b> variety of start-up loans for new; businesses available, range of interest rates;</p> <p><b>The Carbon Trust - Green Business Fund (up to £10,000)-</b> direct funded support through energy assessments, training workshops, equipment procurement support and up to £10,000 capital contribution towards your energy saving equipment purchase</p>	<p><b>Clyde Shopping Centre-</b> Local shopping centre, potential interest in expanding;</p> <p><b>Scottish Canals-</b> responsible for canals in Scotland;</p> <p><b>Sustrans-</b> promoting active travel, NCN Route along canal bank;</p> <p><b>Clydebank Housing Association-</b> key community anchor organisation with properties adjacent to canal bank, including C81 community centre;</p> <p><b>The Bowling Harbour Project-</b> neighbouring canal improvement project, possible joined up working and learning opportunity;</p>	<p>Henry's Coffee House is a take away coffee shop housed in a repurposed container, it is situated just outside of Bathgate station in West Lothian.</p> <p>The Counter- The Counter on the Canal is a restored narrowboat serving coffee and sweet treats, moored just beside the Leamington lift bridge. The Counter also operates three well-placed converted police boxes at the Usher Hall, Tollcross and Morningside.</p>



## Making more of the canal

Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<b>A2 - Community clean up</b> along canal side to enhance local environment	Canal and canal banks currently badly affected by littering. Community clean- up/ litter pick would get residents involved in improving the canal side and help to make it a more attractive place to take park in cycling and walking for local people, visitors, and passers-through. It would also make the canal a safer and more suitable home for wildlife.	Within first year- After appointment of community events strategist/ coordinator, who will organise activity	Community event strategist/ coordinator will take lead on this project with support from West Dunbartonshire Council services responsible for street care and cleaning	<b>Greggs Foundation- Small Environment Grant (up to £2,000)</b> - projects that improve the physical environment in a way that will improve people's lives; <b>Central Scotland Green Network - Community Projects Fund (up to £1,000)</b> - supporting small-scale, community led projects that will increase community involvement in maintaining and enhancing the environment for local communities; <b>Asda Foundation - Local Impact Grants (up to £2,000)</b> - supporting events which will benefit the wider community or supporting local groups with events/initiatives which will have an impact locally. This could include community carnivals and fetes and community clean ups.	<b>Scottish Canals</b> - currently undertake litter picks in local areas such as Bowling; <b>West Dunbartonshire Council</b> - local authority, link to wider regeneration of canal side; Clydebank Housing Association- number of properties in close proximity to canal; <b>Sustrans</b> - responsible for NCN  <b>Scottish Waterways Trust</b> - charity promoting use and care of waterways including the canal.	The Bowling Harbour Project have delivered a number of community litter picks in the past- perhaps useful to approach them to identify any lessons learned or to identify key Scottish Canals/ WDC contacts

Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>A5 - Community bike rides</b> organised in Clydebank, encouraging local people to make better use of the cycle routes available to them. This will increase use of the cycle paths and increase the confidence of residents to participate in cycling activities.</p>	<p>Clydebank has a number of cycle routes in and around the local area which could be used for the delivery of cycling-focussed activities. The project at Centre 81 has had some success with previous bike rides which this project could build on.</p>	<p>Within first year- contact made with CCF funded project at Centre81 to determine capacity to delivery.</p>	<p>Growing Spaces, Growing Skills project staff in Centre81 have experience of hosting community cycles and could take the lead on this with support from events strategist/ coordinator.</p>	<p><b>Climate Challenge Funding (CCF) (already in place)</b>- funding for sustainable transport  <b>Cycling Scotland Community Cycling Mapping</b>- training to learn how to map local cycling infrastructure and facilities;  <b>Paths for All- Community Active Travel Grants (up to £3,000)</b>- to develop, deliver and promote community led active travel projects;  <b>Cycling UK- Big Bike Revival (up to £800)</b>- help you deliver the following: opportunities to get bikes fixed, and people taught how to maintain them; events that showcase a range of bikes that meet different needs; cycle training to help people feel more confident to cycle on the road; led rides that help people find and use their local cycle paths and low traffic routes.</p>	<p><b>Y Sort It</b>- local youth organisation currently delivering a cycling project in Clydebank;  <b>Scottish Canals</b>- NCN Route runs alongside the canal, popular with cyclists;  <b>Lomond Roads Cycling Club</b>- Clydebank based cycling club  <b>Cycleform</b> - already working to deliver in partnership with Centre81.</p>	<p>CCF funded projects with experience of led bike rides include Centre81's Growing Spaces, Growing Skills project, and Inverclyde Community Development Trust's Community Tracks Inverclyde Project Similar events have previously been held in the area- see Sustrans Glasgow led-bike ride:  <a href="https://www.sustrans.org.uk/events/glasgow-canal-festival-led-rides">https://www.sustrans.org.uk/events/glasgow-canal-festival-led-rides</a></p>



Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>B6 - Bike hire and bike maintenance amenity</b> established in, or near, town centre allowing residents and visitors to take full advantage of the cycling opportunities available in the local area. A bank of bikes for hire could be established in a central location and a mobile Dr. Bike pit-stop could be established and could be set up in Three Queens Square on nice days when there are a lot of cyclists passing through.</p> <p>This could extend to include water-based activities and equipment hire, developing into a more rounded <b>activities hub</b>.</p>	<p>NCN Route 754 passes through the centre of Clydebank and on days with good weather it is popular with cyclists travelling between Glasgow and Loch Lomond. This project would provide a Dr. Bike bike maintenance stop in the centre of Clydebank where people can stop to carry out repairs on their bike, and stop for refreshments at the shops and cafes in Clydebank. The establishment of a bike hire service in Clydebank would also allow residents and visitors without bikes to make use of NCN Route 754.</p>	<p>Within first year- contact made with CCF funded project at Centre81 to determine capacity to delivery.</p>	<p>Growing Spaces, Growing Skills project staff in Centre81 have experience of delivering bike maintenance activities and could take the lead on this with support from events strategist/ coordinator.</p>	<p><b>Climate Challenge Funding (CCF) (already in place)</b>- funding for sustainable transport</p> <p><b>Cycling Scotland Community Cycling Mapping</b>- training to learn how to map local cycling infrastructure and facilities;</p> <p><b>Paths for All- Community Active Travel Grants (up to £3,000)</b>- to develop, deliver and promote community led active travel projects;</p> <p><b>Cycling UK- Big Bike Revival (up to £800)</b>- help you deliver the following: opportunities to get bikes fixed, and people taught how to maintain them; events that showcase a range of bikes that meet different needs; cycle training to help people feel more confident to cycle on the road; led rides that help people find and use their local cycle paths and low traffic routes.</p>	<p><b>Y Sort It</b>- local youth organisation currently delivering a cycling project in Clydebank;</p> <p><b>Scottish Canals</b>- NCN Route runs alongside the canal, popular with cyclists;</p> <p><b>Lomond Roads Cycling Club</b>- Clydebank based cycling club</p> <p><b>Scottish Waterways Trust</b> - charity promoting use and care of waterways including the canal.</p>	<p>There are a number of existing bike hire facilities located next to canals across Scotland. There is bike hire available at Bowling Harbour, also located in West Dunbartonshire .</p> <p><a href="https://www.scottishcanals.co.uk/activities/cycling/bike-hire/">https://www.scottishcanals.co.uk/activities/cycling/bike-hire/</a> Community Tracks Inverclyde, a CCF funded project at Inverclyde Community Development Trust, which has established a bike bank using recycled and reclaimed bikes for hire or loan to local people.</p>



## Arts and Culture

Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>B13 - Create a charities/ arts forum</b> in Clydebank to enable similarly focussed organisations within Clydebank to more easily collaborate on joint projects.</p> <p>Over time there is scope for this to grow into a more formal organisation such as a Community Development Trust.</p>	<p>This project will help to establish a shared vision among organisations with similar objectives, be they charity focussed, or arts focussed, in Clydebank and allow them to work collaboratively to achieve better outcomes for all through sharing resources and skills.</p>	<p>Within first year- events strategist/ coordinator to establish contact with a range of organisations to determine if there is interest in such an initiative</p>	<p>Events strategist/ coordinator to take lead on establishing interest from potential participating organisations. Potentially some support from WDC and West Dunbartonshire CVS</p>	<p><b>Henry Smith (up to £60,000)</b>- support small charitable organisations working at grassroots level in the most disadvantaged areas;</p> <p><b>Big Lottery Awards for All (up to £10,000)</b>- general grants for purposes for community benefit;</p> <p><b>Foundation Scotland - Express Grants (up to £2,000)</b>- to help meet a wide range of costs, including general running costs such as rent or staff salaries; activities and events; equipment or materials; marketing and awareness-raising initiatives and training;</p> <p><b>Trusthouse Charitable Foundation (up to £100,000)</b> - Standard Grants- grants for community support, and arts, education and heritage;</p>	<p><b>Local Charities</b>- range of charities currently operating in West Dunbartonshire;</p> <p><b>West Dunbartonshire CVS</b>- local third sector interface, facilitate access to and communication with local organisations;</p> <p><b>Y Sort It</b>- youth focused charitable organisation based in Clydebank;</p> <p><b>Clydebank Housing Association</b>- registered social landlord and key local anchor organisation</p>	<p>Examples of arts forums from around the UK:  <a href="http://pvaf.org.uk/">http://pvaf.org.uk/</a>  <a href="http://www.rdaf.org.uk/">http://www.rdaf.org.uk/</a>  <a href="http://www.hastingsartsforum.co.uk/">http://www.hastingsartsforum.co.uk/</a></p> <p>Charities forums:  <a href="https://www.ukcommunityfoundations.org/news/small-charities-forum">https://www.ukcommunityfoundations.org/news/small-charities-forum</a>  <a href="http://www.gda.scot/">http://www.gda.scot/</a></p>

Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>A3 - Install public artwork</b> along canal side to enhance local environment- ideally working with a range of community members from all demographics in order to increase community ownership and reflects the interests of all local people. Involving young people could help to reduce the risk of vandalism.</p>	<p>Along the canal there is little in the way of interesting public art works to inspire people to stop and look around Clydebank, this project would create attractive pieces of art work along the canal side to brighten it up and make NCN Route 754 a better local amenity.</p>	<p>Within first year- After appointment of community events strategist/ coordinator, who will organise activity</p>	<p>Community event strategist/ coordinator will take lead on this project with support from Awestruck Academy who are a key local arts organisation in the area with links to local artists</p>	<p><b>Sustrans Scotland - ArtRoots Fund (up to £2,000)</b>- to enable and empower communities to make artistic and aesthetic improvements to the National Cycle Network;  <b>Community Paths Your Choice (up to £1,500)</b>- to provide the resources needed to upgrade, promote and maintain path networks close to communities;  <b>Big Lottery Awards for All (up to £10,000)</b>- general grants for purposes for community benefit;  <b>Scottish Landfill Communities Fund (up to £50,000)</b>- Object C;  <b>Scotmid Community Grants (up to £500)</b>- to support activities and projects that make a positive impact on the local community;  <b>Trusthouse Charitable Foundation (up to £50,000)</b> - Standard Grants- grants for community support, and arts, education and heritage</p>	<p><b>Community Groups</b>- opportunity for community to get involved with art works- number of community groups at Centre81;  <b>Schools</b>- young people to get involved with the creation of art works;  <b>Scottish Canals</b>- responsibility for canals in Scotland;  <b>West Dunbartonshire Council</b>- local authority, link to wider regeneration of canal side;  <b>Clydebank Housing Association</b>- number of properties in close proximity to canal;  <b>Sustrans</b>- responsible for NCN</p>	



Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<b>B3 - Clydebank museum</b> utilise empty Clyde Shopping Centre unit	There are a number of empty units currently in the Clyde Shopping Centre, particularly towards the end of the centre adjacent to the canal, this presents a great opportunity for Clydebank Museum to run a temporary exhibit in the centre of Clydebank. This will encourage passers-by, particularly people already visiting the shopping centre and cycle path users, to visit the museum's exhibitions as it will have use of a more central location than the museum's current site.	Within first year- as soon as can be arranged between Clyde Shopping Centre and Clydebank Museum	Clydebank Museum- to produce temporary/ pop-up exhibit in the shopping centre Clyde Shopping Centre- to provide access to available vacant units for temporary/ pop-up exhibition.	<p><b>Garfield Weston Foundation (regular grants up to £100,000)</b>- awards grants for both capital and activity expenditure;</p> <p><b>Trusthouse Charitable Foundation (up to £100,000)</b> - Standard Grants- grants for community support, and arts, education and heritage;</p> <p><b>Firstport - Start It Awards (up to £5,000)</b>- for individuals with an innovative business idea which addresses a social, environmental and/or community issue;</p> <p><b>Foundation Scotland - Express Grants (up to £2,000)</b>- to help meet a wide range of costs, including general running costs such as rent or staff salaries; activities and events; equipment or materials; marketing and awareness-raising initiatives and training;</p> <p><b>Heritage Lottery- Our Heritage/ Sharing Heritage (up to £10,000)</b>- various heritage grants available, most suitable depends on type of project to be delivered.</p>	<p><b>West Dunbartonshire CVS</b>- local third sector interface, facilitate access to and communication with local organisations;</p> <p><b>Clydebank Heritage Centre</b>- based in Clydebank library, Clydebank Blitz particularly well represented in the collection;</p> <p><b>Clydebank Local History Society</b>- local group with interest in history, culture and heritage, encourages the preservation, development and improvement of features of general public amenity and historic interest</p>	<p>Pop- up museum in Lewisham Shopping Centre <a href="http://travellers tails.co.uk/pop-up-museum/">http://travellers tails.co.uk/pop-up-museum/</a> The Open Museum project by Glasgow Life- brings travelling displays to shopping centres, libraries, care homes etc. <a href="https://www.glasgowlife.org.uk/museums/venues/the-open-museum">https://www.glasgowlife.org.uk/museums/venues/the-open-museum</a></p>



Project	Need & Demand	Timescale	Lead Organisation	Funder	Partners	Notes
<p><b>B4 - Install public artwork to the rear of Clyde Shopping Centre adjacent to Seaforth Road and facing Kilbowie Road, creating a more interesting and attractive thoroughfare through the centre of Clydebank. Initially this could be through temporary projections and workshops to create discussion and help consultation- this could then lead onto more permanent fixtures.</b></p>	<p>The rear of the Clyde Shopping Centre facing Kilbowie Road is quite unattractive and not very interesting with only plain brickwork and delivery doors to see. This doesn't create a very dynamic or inspiring town centre for residents or visitors.</p>	<p>Within first year- this project could be relatively quickly undertaken if funding is secured to enable involvement from local arts groups</p>	<p>Awestruck Arts could take the lead on this project- engaging with local artists and arts organisations and facilitating workshops with community members, schools etc. Support from Clyde Shopping Centre would be essential as this would be installed on their property.</p>	<p><b>Big Lottery Awards for All (up to £10,000)</b>- general grants for purposes for community benefit;  <b>Heritage Lottery- Sharing Heritage (up to £10,000)</b>- From recording personal memories to conserving wildlife, a Sharing Heritage grant can help you discover and share your local heritage;  <b>Scottish Landfill Communities Fund (up to £50,000)</b>- Object C;  <b>The Merchants House of Glasgow (no amount given)</b>- funds organisations Organisations connected with the Arts;  <b>Trusthouse Charitable Foundation (up to £100,000)</b> - Standard Grants- grants for community support, and arts, education and heritage;  <b>The ScotRail Cultural and Arts Fund (up to £2,000)</b>- supports themes including promotion of performing arts, visual arts, literature, community arts, and cultural traditions</p>	<p><b>Clydebank Museum-</b> exhibitions focusing on Clydebank's heritage;  <b>Clydebank Heritage Centre-</b> based in Clydebank library, Clydebank Blitz particularly well represented in the collection;  <b>Clydebank Local History Society-</b> local group with interest in history, culture and heritage, encourages the preservation, development and improvement of features of general public amenity and historic interest;  <b>Schools-</b> to get young people involved in creation of public art works;  <b>Arts groups-</b> to increase participation among local people with an interest in art</p>	<p>Projection art has been used by RIG Arts in Inverclyde for their 'Hidden Project' in Broomhill which encouraged young people to use light photography to express themselves.  <a href="https://thebroomhillproject.com/2016/03/08/projection-art-part-2-with-the-hidden-project/">https://thebroomhillproject.com/2016/03/08/projection-art-part-2-with-the-hidden-project/</a>  Knowes HA delivered a similar project called 'Picture This!', whereby they installed sheeting printed with art works on the gable end of their properties</p>



## Key Placemaking Opportunities

## 6 Key Placemaking Opportunities

The key sites in Clydebank present opportunities to further structure the town centre for successful delivery of the Town Centre Vision and action programme, particularly under the place theme. By adding more to the town centre mix through additional housing, mixed use and retail that adds value to the town centre there is more in the way of density of population, activity and locations for these.

The development of each site can add value to the town centre if the development contributes positively by following through on the guiding principles and other design guidance provided within this report. This section of the report details the options that were explored and how these have generated a set of principles and guidance for the sites that ensure this idea of adding value.

### **Rosebery Place Clydebank Can Design Options**

Discussions at the Community Design Workshops had the additional benefit of the site having been discussed by the Place and Design Panel with members of the workshop design team. These discussions were valuable in establishing the possibilities for the site ahead of having further discussions at the community design workshops.

All options indicate different forms of development north and south of the line of Rosebery Place. This acknowledges the likelihood that the sewer will remain and that vehicles (emergency and refuse vehicles at least) will continue to enter the site from Kilbowie Road at a similar location to the present point of access. The larger portion of the site from the lane to the canal has greater

development risk until the findings of the Site Investigation are available.

The site to the south of the lane lends itself very well to a redevelopment that largely follows the form of the original Victorian tenement there, and the peninsula of land within the site boundary to the south, suits use as a parking court. This area is consistent through the options, as it is an area where it is not considered likely to be affected by any abnormal costs arising. Explored through the Place and Design Panel, and in the community design workshops, was the potential to have alternative ground floor uses fronting Kilbowie Road, to animate the area such as a retail unit, nursery or similar use. This would have the important role of ensuring that Kilbowie Road does not become an isolated corridor, especially given the current challenge of shopping centre service yards facing it along its eastern edge.

**1 - north south rows, 3 storey, 'colony' houses.** This is a housing typology that fits in scale between terraced houses and tenements, most commonly by having maisonettes above ground floor flats. The benefit of this housing typology is the increased density while still providing for private gardens are often on both sides of the dwellings creating a particularly 'green' aspect. Rows are indicated here running north south and allow a new pedestrian connection to the canal through the middle of the site. The north gables would need to be treated as a 'special case' so that they overlook the canal.

**2a – three east west rows - 3/4 storeys - intensification along canal towpath - central parking option.** This creates a greater intensification of use along the north edge of the site overlooking the canal. Consideration is required for forming car access to these dwellings. They may have common stairs that link front doors on both sides of the block; ie from parking on south and towpath on



north. An extended leg of apartments is shown reaching from the canal along Kilbowie Road.

**2b – split parking option** – similar to option 2a but splits the north parking courtyard in two, each access from either end of the central ‘mews’ scale wing.

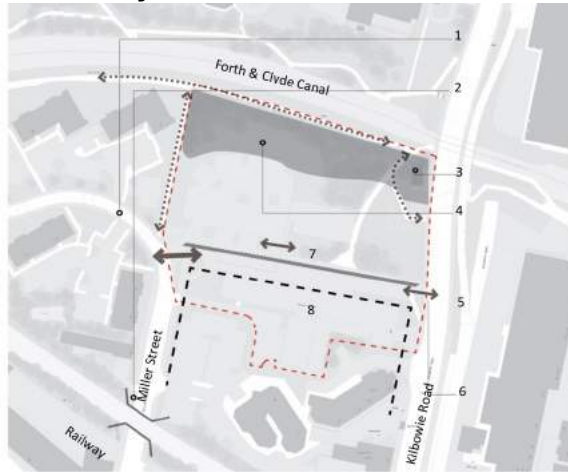
**3a - villa’ apartment short towers, 4-6 storeys along canal edge**  
– this acknowledges the special condition of building along a canal edge and attempts to create distinctive forms with silhouettes that suit this setting.

**3a – leaving the north edge** – if the Site Investigation report indicates onerous site abnormalities that limit development along the site’s north edge then this option indicates a clear differentiation of housing form and typology either side of the lane.

## Rosebery Place - Preliminary site appraisal - Options

All figures are approx only			1		2a		2b		3a		3b	
	South site only		North site		North site		North site		North site		North site	
	Consistent for each option		north south rows		three east west rows		three east west rows		three east west rows		three east west rows	
Residential - gross - approx												
ground	1440	m2	2580	m2	2172	m2	2088	m2	1752	m2	600	m2
first	1440	m2	2580	m2	2172	m2	2088	m2	1752	m2	600	m2
second	1440	m2	1290	m2	1152	m2	1152	m2	1752	m2	600	m2
third	720	m2	0	m2	792	m2	792	m2	600	m2	600	m2
Residential - gross - approx	5040	m2	6450	m2	6288	m2	6120	m2	5856	m2	2400	m2
Residential - net - approx	4032	m2	5160	m2	5030.4	m2	4896	m2	4684.8	m2	1920	m2
No of units (ave 75m2 GIFA)	53.76	units	68.8	units	67.072	units	65.28	units	62.464	units	25.6	units
North Site			68	say	67	say	65	say	63	say	25	say
South Site	53	units	53	units	53	units	53	units	53	units	53	units
			121	units	120	units	118	units	116	units	78	units
<b>Total Units</b>	<b>53</b>	<b>units</b>	<b>121</b>	<b>units</b>	<b>120</b>	<b>units</b>	<b>118</b>	<b>units</b>	<b>116</b>	<b>units</b>	<b>78</b>	<b>units</b>

# Rosebery Place Site Analysis



1. Approx 120 flats have recently been built on Miller Street (single car access). There's generally a 200 homes limit on sites with only a single access road, meaning that Miller Street may have capacity for only a further 80 units unless a proper access can be formed onto Kilbowie Road.

2. The access to the homes on this side is under a bridge. This bridge has a height restriction on it of 3.2m preventing access.

3. There is an existing gas governor serving the wider area. It is unlikely to be economical to move this.  
A ramped path gives access to the canal tow path.

4. Approx 2m embankments likely from made ground related to former railway embankment. This may mean the north part of the site is less economic to develop requiring a greater housing density to balance the cost of 'abnormals' or making parts of the site unviable for development or making parts the site unviable for development.

5. Great view towards main Clydebank landmarks along line of path on site's west boundary.

6. The visibility splay at this junction should be reviewed to establish whether a formal road connection can be made here. Currently it only suits use by emergency vehicles.

7. There is a sewer along this line.

8. Approx line of former tenement (and recently demolished)



## 1.0 North South rows / 3 storey/ "colony" housing



1. 3 storey rows of 'colony' housing (maisonettes above ground floor apartments).

2. 4 Storey apartments

3. Gables to overlook canal

Entrance / Active Frontage

Parking Area

New Residential

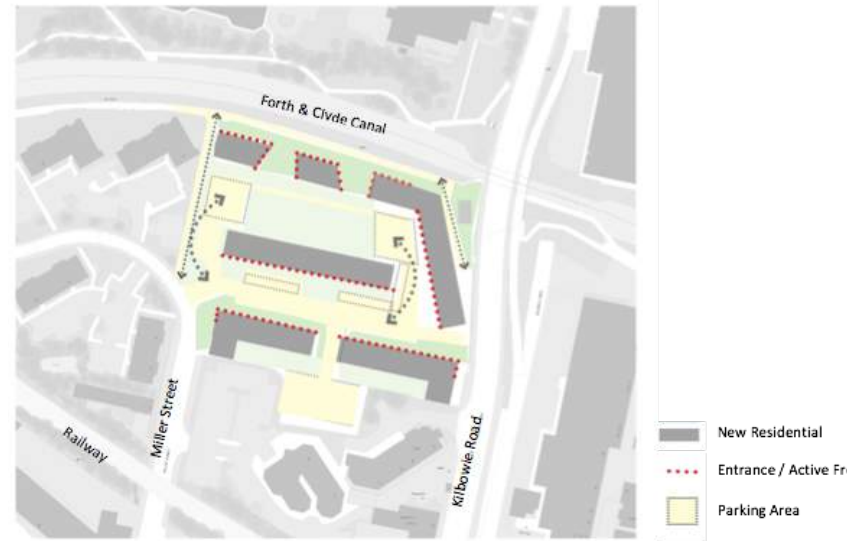




**2a. Three east west rows/ 3-4 storeys / intensification along the canal towpath / central parking option**



**2b. Three east west rows/ 3-4 storeys / intensification along the canal towpath / split parking option**

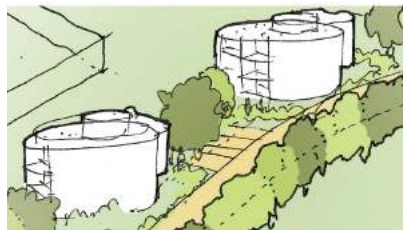


Intensification with taller apartment buildings facing the canal, with gaps between.



Canal boat moorings overlooked by apartment balconies.

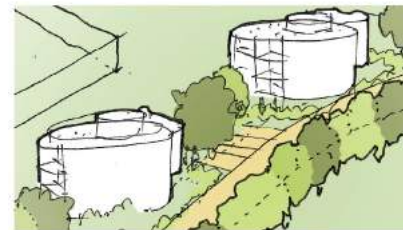
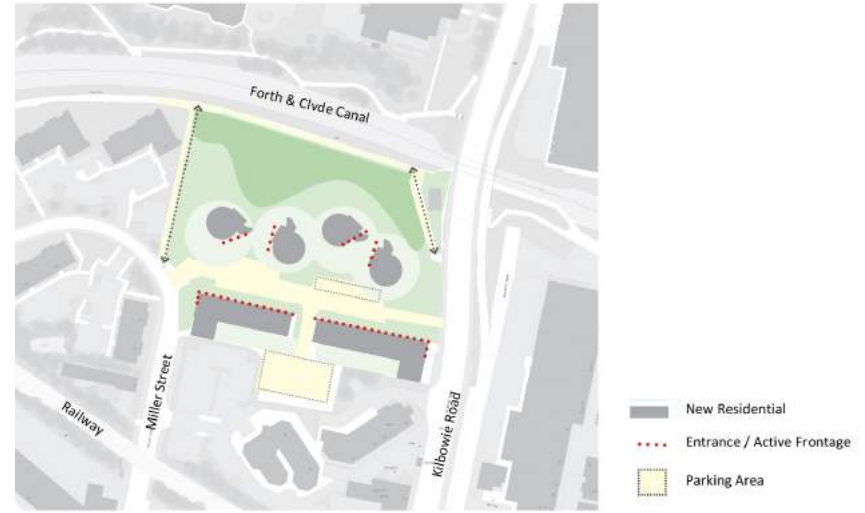
### 3. Villa apartment short towers / 4-6 storey along canal edge



Small apartment buildings with distinctive forms would allow views and light to reach canal towpath.



### 4. Villa apartment short towers / 4-6 storey, leaving the North edge as a green amenity (onerous site investigation outcome)



Small apartment buildings with distinctive forms would allow views and light to reach canal towpath.



## **Rosebery Place Key Design and Placemaking Principles:**

### **1 - Character**

A recognisable positive image of place that can help its visitor and residents identify the neighbourhood and orientate themselves. This should be achieved through a combination of distinctive canalside architecture, good quality public realm and landscape, and potentially public art.

### **2 - Diversity**

The development should not be either monolithic or monocultural. It should provide a diversity of choice through a mix of tenures and building types, and accommodate different age and social groups.

### **3 - Ease of movement**

The development of the site should prioritise walking to ensure maximum convenience for pedestrians near the canal and town centre. It should create a pleasant, well lit, disability-friendly pedestrian network to ensure inclusivity of different users. Segregated cycling routes should be provided throughout some parts of the development, and these should be connected to the wider cycle network to ease the movement to and from key destinations.

### **4 - Scale**

A similar scale adopted to the Miller Street development of 3 - 4 storey buildings. The typology can vary the density, but the scale remains the similar across the options. This scale provides some continuity of built form between the town centre to the east of Kilbowie Road and the Miller Street development.

### **5 - Quality public realm**

The streetscape and open space treatment should provide an attractive, safe and comfortable pedestrian environment while maintaining the overall visual cohesiveness of the area. This should include adequate walking/cycling widths, surface treatment and paving patterns, ground level facade treatments and overlooking, architectural details, seating and planting.

### **6 - Connection to the Canal**

The canal on the northern part of the development site presents a major opportunity for the area. Maintaining visual and physical connection to the canal is a key place-shaping objective for the development. Private spaces and views should relate positively to the wider public realm and the route network to ensure a connected, pleasant place that contributes to the accessibility and quality of the canal corridor.

### **7 - Overlooked ground floor frontages**

The ground floor of the development elements should provide active frontage interface and surveillance (windows with transparent glass providing good views ) in order to contribute a positive sense of habitation, animation and safety - to occupiers, pedestrians and cyclists.

### **8 - Protecting the environment and bio-diversity**

The site has a distinctive position close to the canal, within which any design should preserve and enhance the natural environment and eco-system. Any development should seek to maximise the role of natural resources close to the amenities and facilities of the town centre. Other sustainability elements can include solar design, natural lighting, sustainable water management, etc.



## Playdrome Clydebank Can Design Options

WDC are committed to working with a preferred developer to deliver a number of large scale retail units on the site of the Playdrome. A range of options for balancing positive placemaking objectives with operational requirements of the future retailers are being explored. The operational requirements for retail present a number of constraints on the built form including: a preference for parking to be visible from within the retail units, entrances and branding to be visible to passers by; as well as potentially quite large loading bays and service areas.

This study provides the opportunity to explore ways to create the greatest placemaking benefit from further retail development and address some of the challenges that their operational requirements present as well as identifying other uses that might complement the proposed and existing retail offer in Clydebank. Coupling the retail development with some diversity of uses, such as residential or leisure uses (including food and beverage) can create additional benefits and drive footfall for the proposed development and town centre building in resilience to changing retail habits.

**North:** Forth & Clyde Canal - The workshops have highlighted the wish to capitalise on the unique opportunity of the presence of the Forth and Clyde Canal and its potential to create a positive setting for a range of new activities.

**South:** Transport connections – the site is very close to good public transport connections on Chalmers St.

**East:** Argyll Road is a relatively modern road alignment that principally serves the retail development to the north of the canal. It rises up from south to north creating an embankment along the site boundary that presents a challenge for forming vehicle access into

the site. Discussions with WDC Roads department into how best to form a potential new access will be required.

**West:** The Waterfront Church and Salvation Army Hall rely on vehicles gaining access along the west side of the site using Abbotsford Road. This road was formerly a street but now is poorly defined as it lacks any buildings along its length. The exposed brick rear sides of the retail units and Salvation Army Halls along the east side of the south precinct, form an appearance of an incomplete or broken city perimeter block. The Credit Union building makes a positive architectural contribution in this context.

### **All retail (large format) – A**

This outlines the proposals submitted by the preferred developer at the time of offer. It forms a highly visible parking area to Argyll Road and has its service lane on the westside, so it is back-to-back with that of the south precinct.

- There is no connection from this development to the canal
- Whilst there is merit in the relative concealment of the service access (although still visible from Chalmers St), it limits the possibility of there being a positive pedestrian link from Chalmers St to the canal through the centre of this very large block (ie along line of Abbotsford Rd)
- The retail unit at the north turns its blank back to face the canal

### **All retail (large format) – B**

Much as option A but forms a pedestrian link from new parking area to the canal.

### **Split site – 1 - Retail (large format) & residential (west)**

Uses Abbotsford Road to split site to form residential development on west, retail on east. Use of Abbotsford Road as a service lane undermines opportunities to make this a positive residential street.

### **Split site – 2 - Retail (large format) & residential (west)**

This turns the retail units around so that the parking faces Abbotsford Road and there is a separate service lane along the west boundary concealed by landscaping, advantaged by the site's topography. There is an acknowledgment that this and subsequent options, make the retail frontages less visible from Argyll Road where there is passing traffic but they all allow Abbotsford Road to have a slightly more positive streetscape for residential use and open the possibility of forming a new bridge over the canal at its north end to connect to existing parking areas

### **Split site - 3a - Retail (large format) with loading access off Argyll Road + Residential (west)**

This attempts to minimise the visual impact of the service yard from Argyll Road by forming a service 'courtyard' accessed directly from the south end of Argyll Road where there is less embankment.

### **Split site – 3b Retail (large format) with loading access off Argyll Road + Residential (west)**

This indicates service vehicles crossing the car park and accessing loading area via a gap in the retail development

### **Split site – 3c - Retail (large format) with loading access off Argyll Road + Residential (west)**

This places the principal retail tenant at the south rather than north end of the site giving it high visibility at the entrance to the wider retail area from the south. It allows the greatest possibility for the north corner to be used for leisure / food and beverage use where it can contribute to activity along the canal.

### Mixed use emphasis

Further options were explored in order to widen discussion about the ways in which this site could contribute to Clydebank town centre. Looking at how a mixture of residential, leisure and commercial uses can create positive places and linkages highlighted the importance of creating a positive relationship with the canal as well as opportunities to enhance the north south connections through the site. The discussions about the types of development that could take place on the site moved beyond what the council is committed to delivering with the preferred developer but have informed the design guidance for the site



Figures 49 & 50 Existing suggested option for the site (left), option 1 (right)





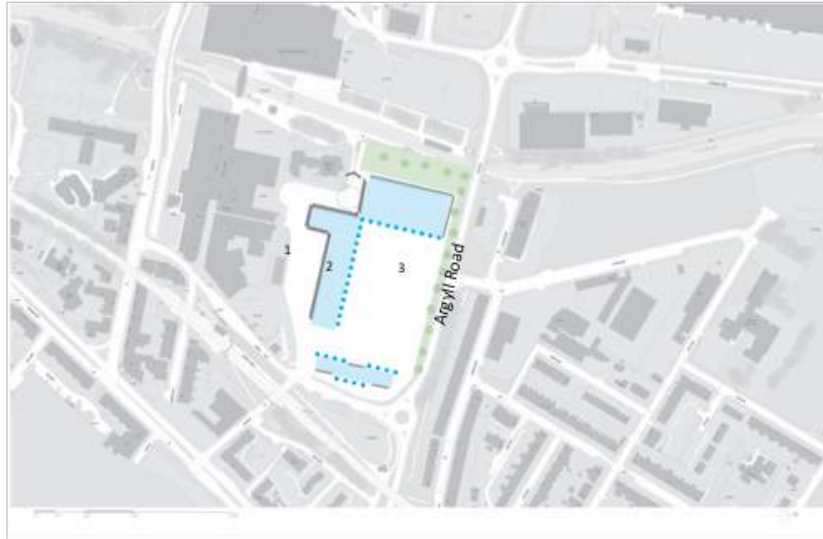
Option 2 (above), option 3 (below)



Option 4 (above and below)



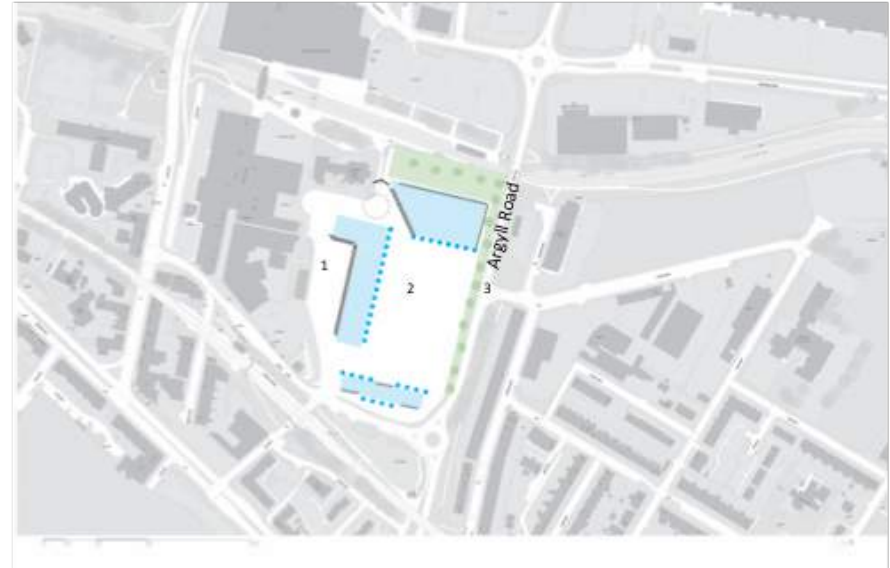
All retail (big shed)



- Retail Units
- New residential
- Active frontage
- Retail loading facade
- Retail – inactive facade
- Retail only - frontage

1. Service access lane
2. Retail fronting carpark
3. visually dominant surface parking

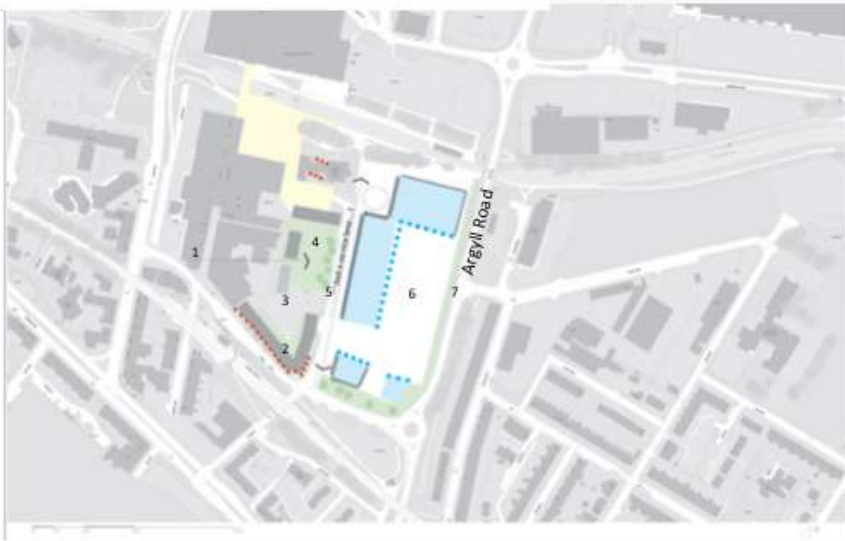
All retail (big shed)



- Retail Units
- New residential
- Active frontage
- Retail loading facade
- Retail – inactive facade
- Retail only - frontage

1. Service access lane
2. Retail fronting carpark
3. Visually dominant surface parking

Split site – 1 Retail (big shed) +residential (west)



- Retail Units
- New residential
- Active frontage
- Retail loading facade
- Retail – inactive facade
- Retail only - frontage

1. Avoids residential directly opposite retail loading
2. 3/4storey
3. Parking
- 4.3/4 storey
5. Service lane
6. Surface parking
7. Visually dominant surface parking

Split site – 2 Retail (big shed) +residential (west)

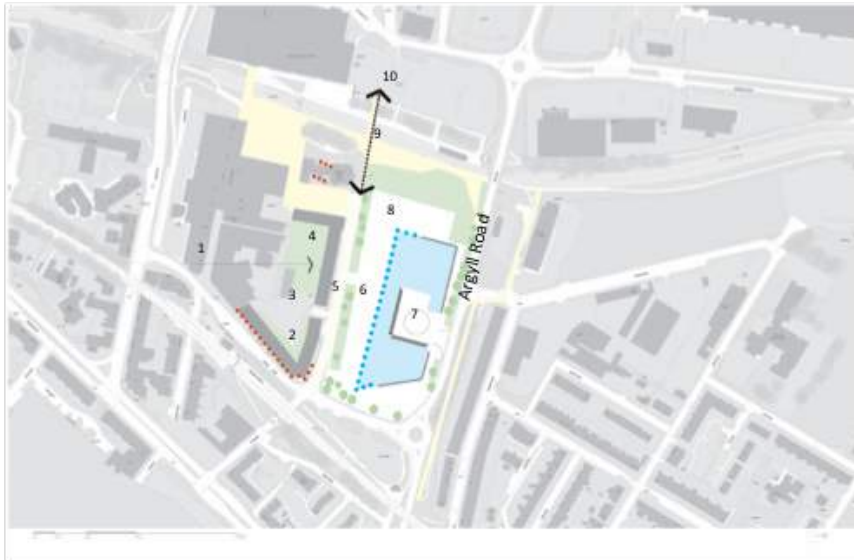


- Retail Units
- New residential
- Active frontage
- Retail loading facade
- Retail – inactive facade
- Retail only - frontage

1. Avoids residential directly opposite retail loading
- 2.3/4 storey
3. Parking
- 4.3/4 storey
5. Service lane
6. Surface parking



Split site – 3a Retail (big shed) with loading access off Argyle Road + Residential (west)



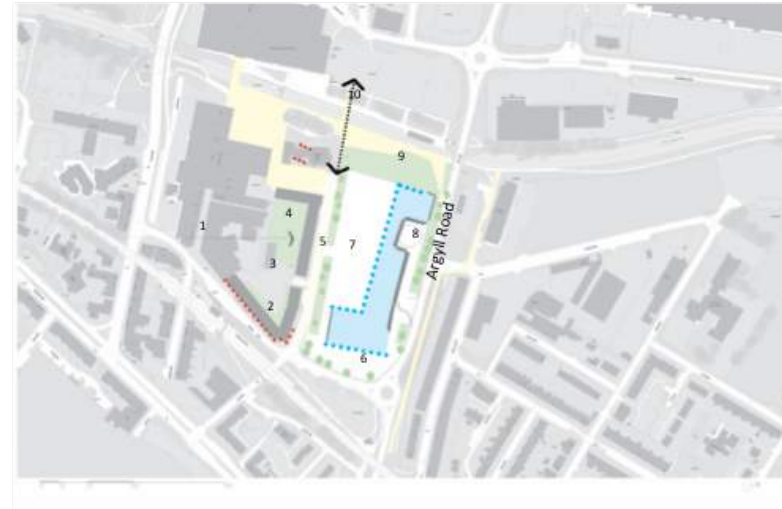
- Retail Units
- New residential
- Active frontage
- Retail loading facade
- Retail – inactive facade
- Retail only - frontage



Example - Retail with fringe of car parking, linked to larger adjacent parking area - H Boot development at South Shields

1. Avoids residential directly opposite retail loading
- 2.3/4storey
3. Parking
- 4.3/4 storey
5. Half a street – resurfacing parking
6. Surface parking
7. Loading
8. Surface parking
9. Retail areas 'linked'
10. Surface parking

Split site – 3b Retail (big shed) with loading access off Argyle Road + Residential (west)



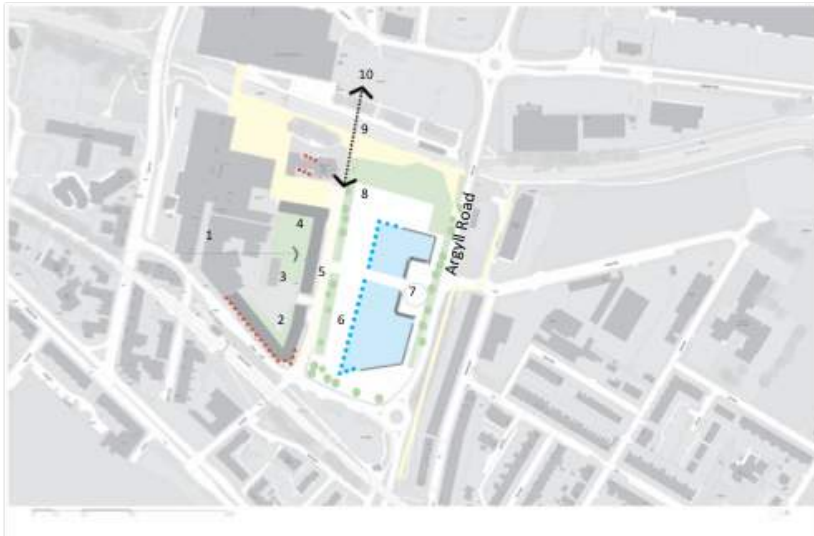
- Retail Units
- New residential
- Active frontage
- Retail loading facade
- Retail – inactive facade
- Retail only - frontage



Example - Retail with fringe of car parking, linked to larger adjacent parking area - H Boot development at South Shields

1. Residential perimeter resolves the block and faces outwards
- 2.3/4 storey
3. Parking
- 4.3/4 storey
5. Half a street – resurfacing parking on Abbotsford Road
6. Surface parking
7. Surface Parking
8. Loading
9. Corner suits food and beverage use facing canal
10. Retail areas 'linked'

Split site – 3b Retail (big shed) with loading access off Argyle Road + Residential (west)



<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: lightblue; border: 1px solid black; margin-right: 5px;"></span> Retail Units</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: grey; border: 1px solid black; margin-right: 5px;"></span> New residential</li> <li><span style="display: inline-block; width: 15px; border-top: 1px dotted red; margin-right: 5px;"></span> Active frontage</li> <li><span style="display: inline-block; width: 15px; border-bottom: 1px solid grey; margin-right: 5px;"></span> Retail loading facade</li> <li><span style="display: inline-block; width: 15px; border-bottom: 1px solid grey; margin-right: 5px;"></span> Retail – inactive facade</li> <li><span style="display: inline-block; width: 15px; border-bottom: 1px dotted blue; margin-right: 5px;"></span> Retail only - frontage</li> </ul>	<ol style="list-style-type: none"> <li>1. Residential perimeter resolves the block and faces outwards</li> <li>2. 3/4 storey</li> <li>3. Parking</li> <li>4. 3/4 storey</li> <li>5. Half a street – resurfacing parking</li> <li>6. Surface parking</li> <li>7. Loading</li> <li>8. Surface parking</li> <li>9. Retail areas 'linked'</li> <li>10. Surface parking</li> </ol>
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Example - Retail with fringe of car parking, linked to larger adjacent parking area - H Boot development at South Shields

## **Playdrome Site Key Design and Placemaking Principles are:**

### **1 – Use**

The working assumption is that the development will be mixed use, including retail and other uses, and that there will be ancillary parking and servicing.

### **2 – Scale**

The scale should be at least two storeys in height, potentially rising to four, depending on the upper level uses. There can be higher accent points or features to add to the skyline articulation.

### **3 – Character and materials**

A positive recognisable image that can help visitors and residents clearly identify the Clydebank Town Centre neighbourhood. This can be achieved through distinctive architecture, public art and attractive public places. Given the north facing canalside, it is recommended that the main material colours are light, rather than dark.

### **4 - Ease of movement**

The development area should, as a key part of the town centre, prioritise walking to ensure optimum convenience for pedestrians and mobility impaired. It should contribute a pleasant, well lit, inclusive development. Segregated cycling routes should be provided throughout the development, connecting to the wider cycle network and destinations.

### **5 - Quality public realm**

The streetscape and landscape treatment should provide an attractive, safe and comfortable pedestrian environment while maintaining the overall visual cohesiveness of the area. This can be achieved through adequate footways and user-friendly paving, attractive ground level facade and shopfront treatments, seating, planting and other features.

### **6 - Creating lively public realm**

The public places within the development should provide civic spaces/squares that can be used and adapted for various events, festivities, market, etc. Except for service areas, these spaces must be public, accessible to all, free of charge, and some of them in the north should interact with the canal to guarantee the vitality and vibrancy of the development, and links with the towpath to east and west.

### **7 - Connection to the Canal**

Having the canal on the northern part of the site presents a distinctive opportunity for the area's identity and attractiveness. Maintaining visual and physical connections to the canal should be a primary objective for the development. Canalside spaces should be integrated within the wider public realm and the route network to ensure a vibrant, accessible pleasant place.

### **8 - Signing and lighting**

The development area should include signing that helps integrate it into the wider town centre, canal corridor and also River Clyde Waterfront. There should also be adequate lighting to ensure the public realm and walking and cycling routes are safe after dark.

### **9 - Active frontages**

The ground floor of the development should provide active frontage (shopfronts and windows with transparent glass providing views to the interior, to contribute to the sense of security and safety, particularly for pedestrians and cyclists. Any cafes and restaurant should provide outdoor seating areas for use and animation in better weather.

### **10 - Protecting and enhancing the environment and bio-diversity**

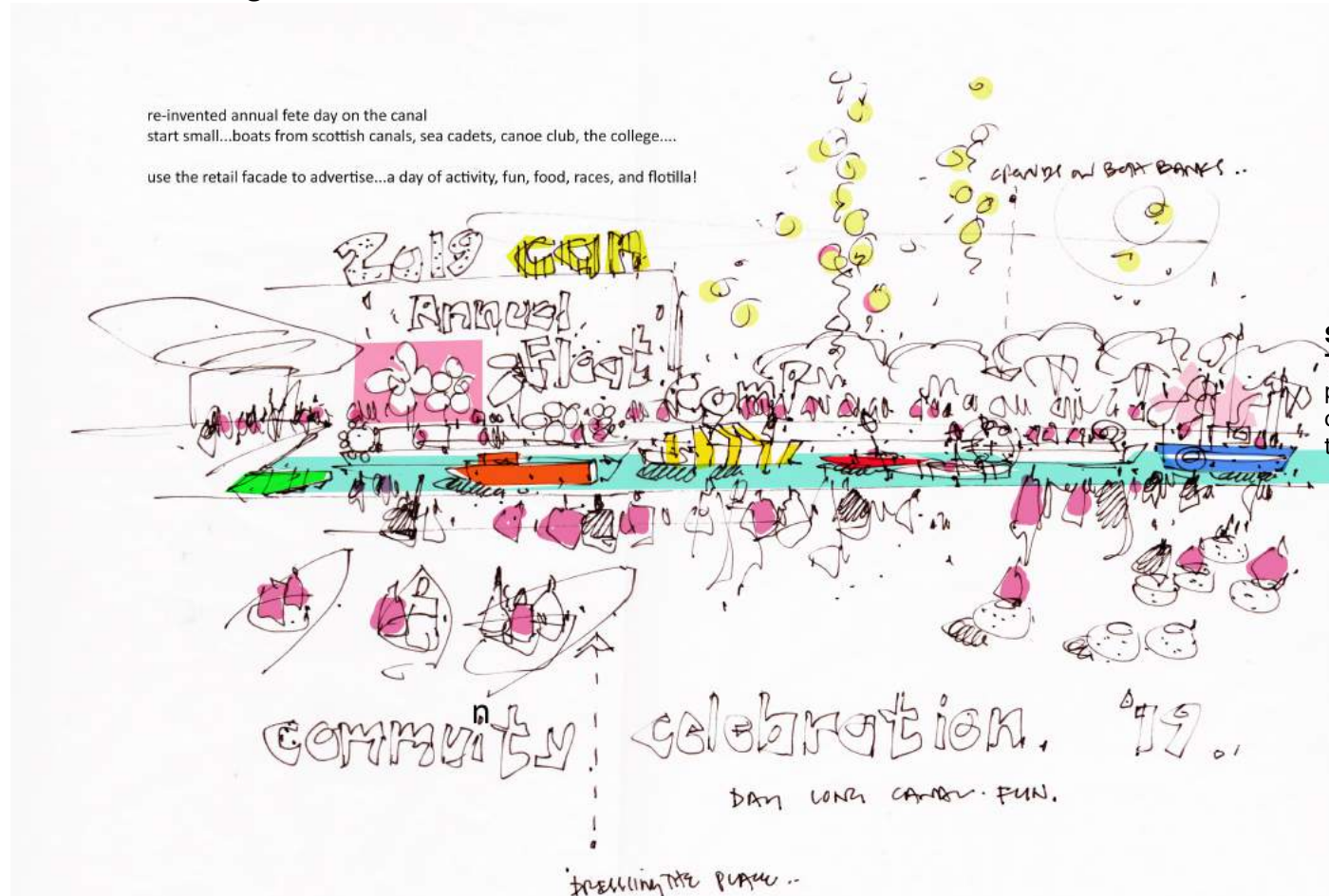
The site has a very distinctive position close to the canal and its wider blue-green corridor, so any design should be sustainable, preserving the natural environment and eco-system, and access to these. Other key elements might include solar design, natural lighting, and sustainable water management.



## North Canal Bank and Three Queens Square

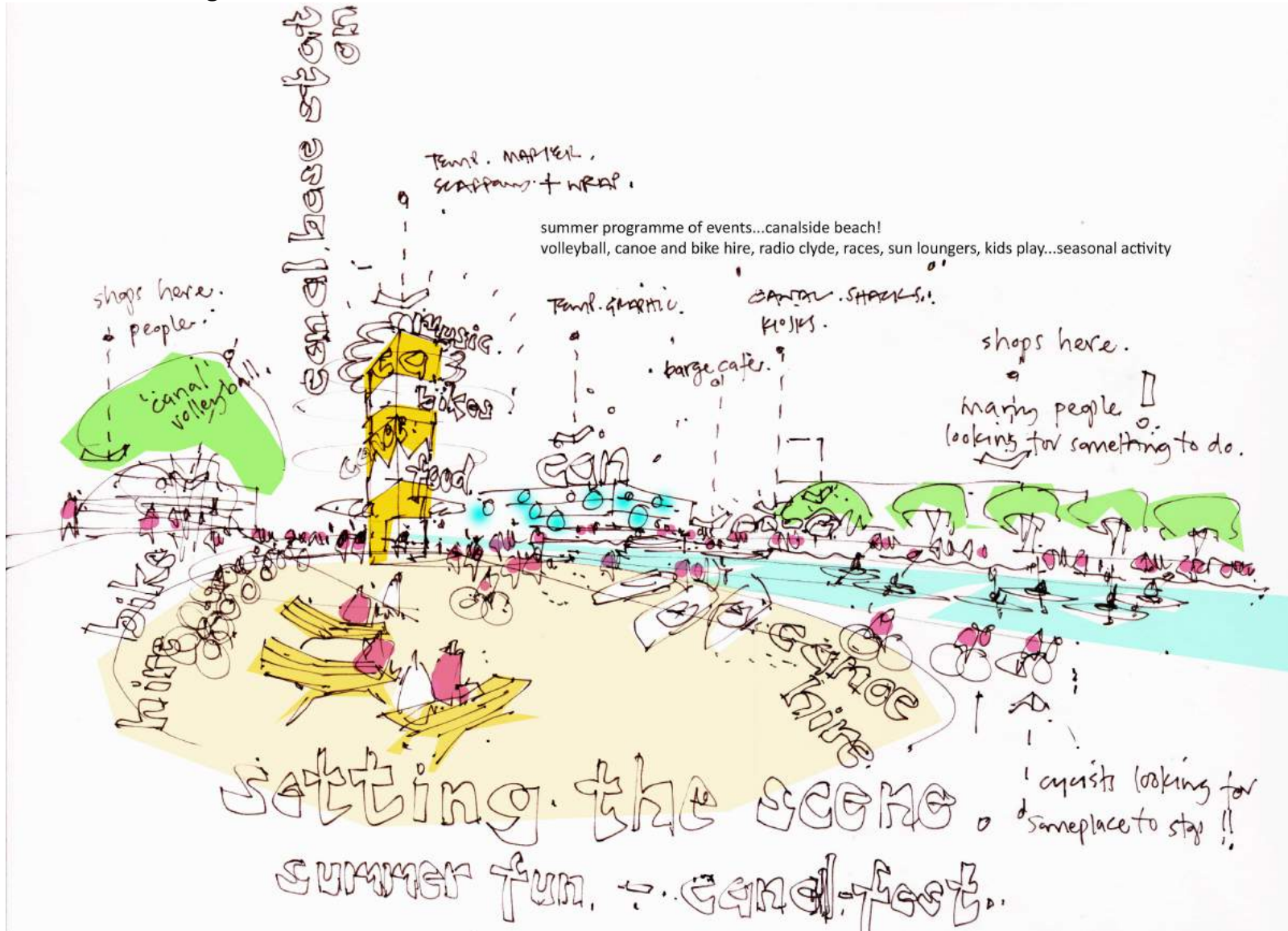
The key to development of both the North Canal Bank and Three Queens Square is generating activity that proves the use and demand and builds a dynamic place. We have illustrated this progression through the sequence of sketches below that demonstrate the shift from community activity to a place that has been established as a centre for activity, leisure, food and drink and retail.

### Canal life re-imagined *Figure 51*

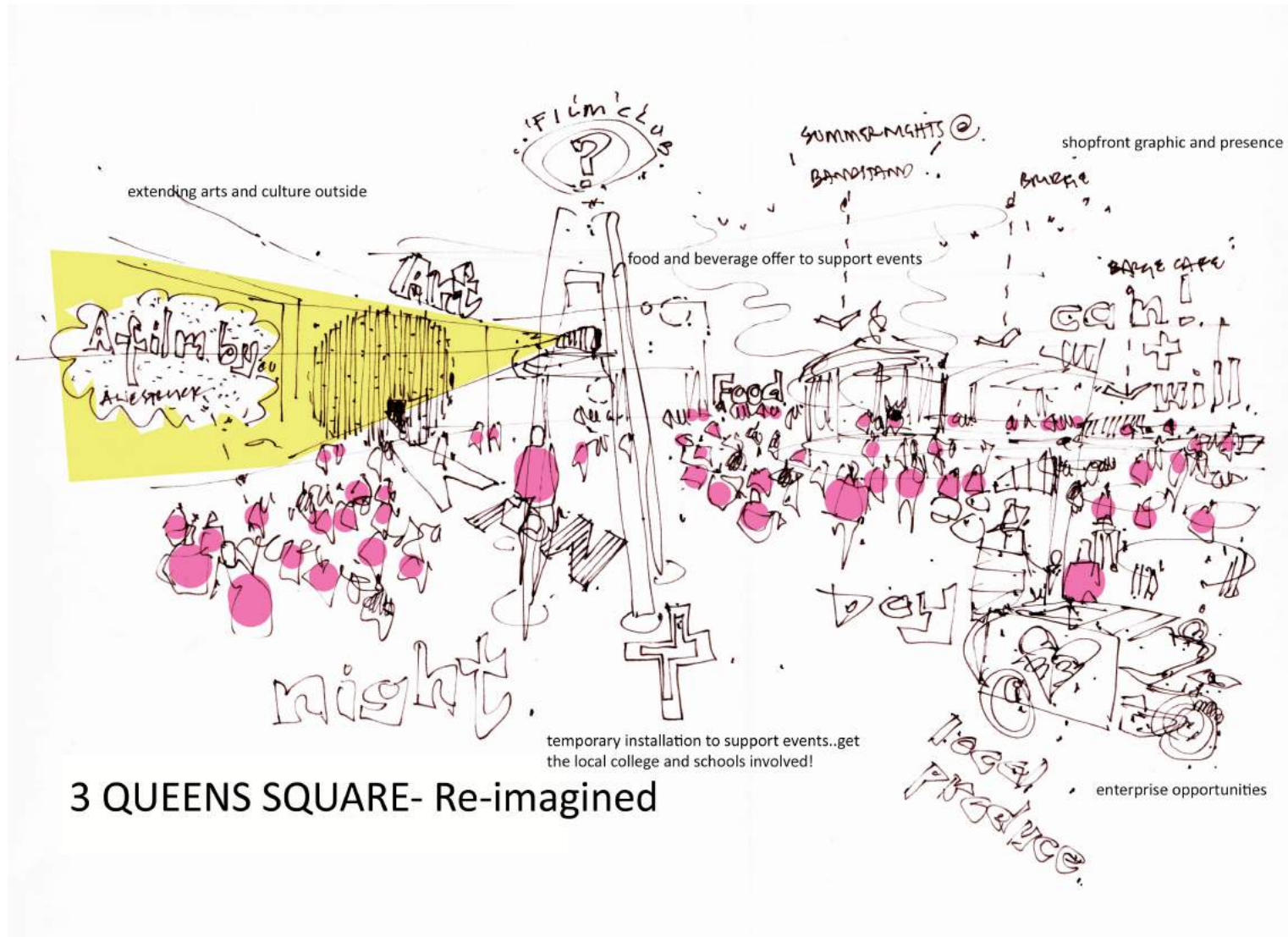


**Scottish Waterways Trust** - charity promoting use and care of waterways including the canal.

Canal life re-imagined summer Figure 52

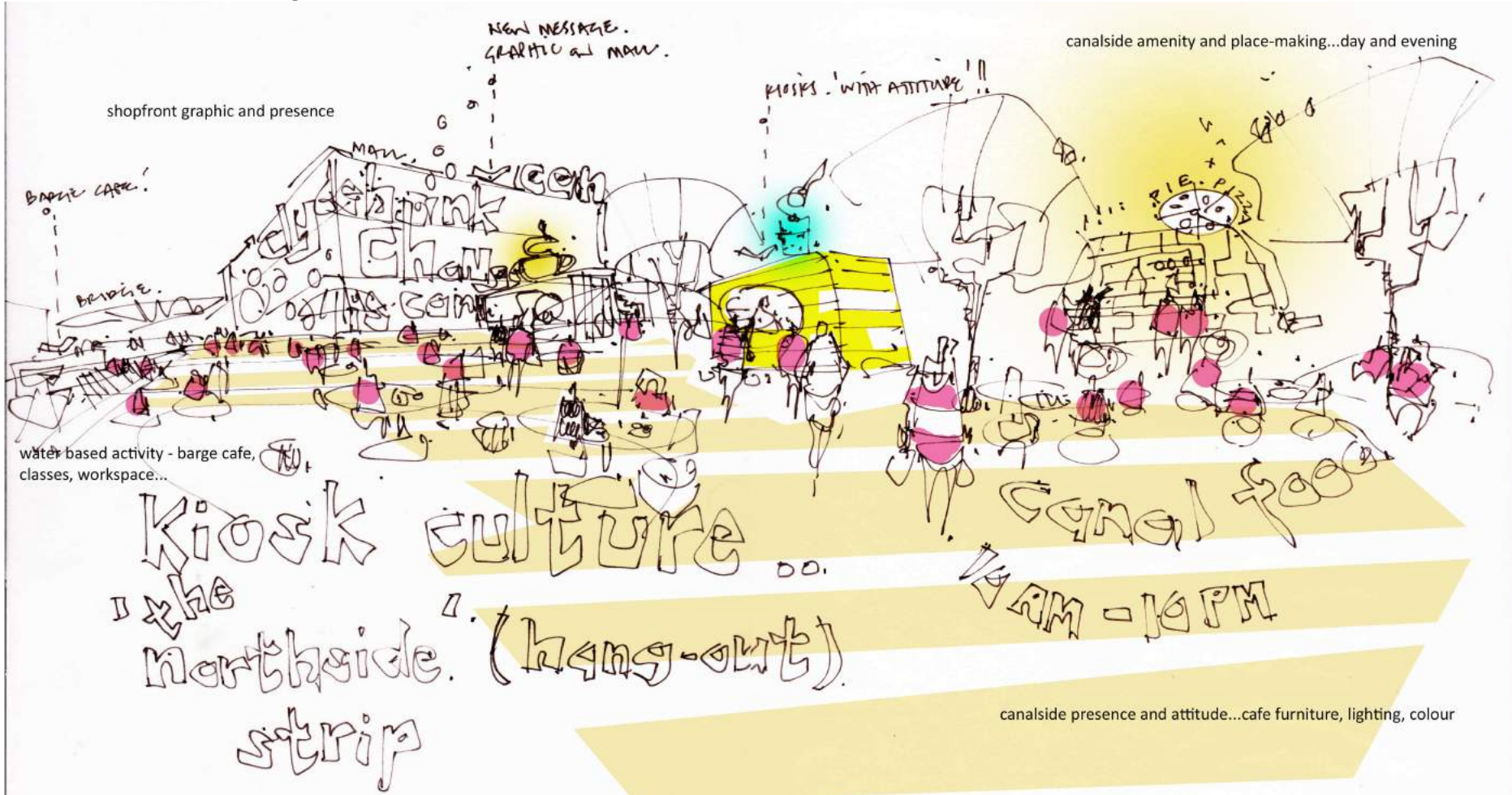


3 Queens Square re-imagined *Figure 53*





North Canalside re-imagined Figure 54





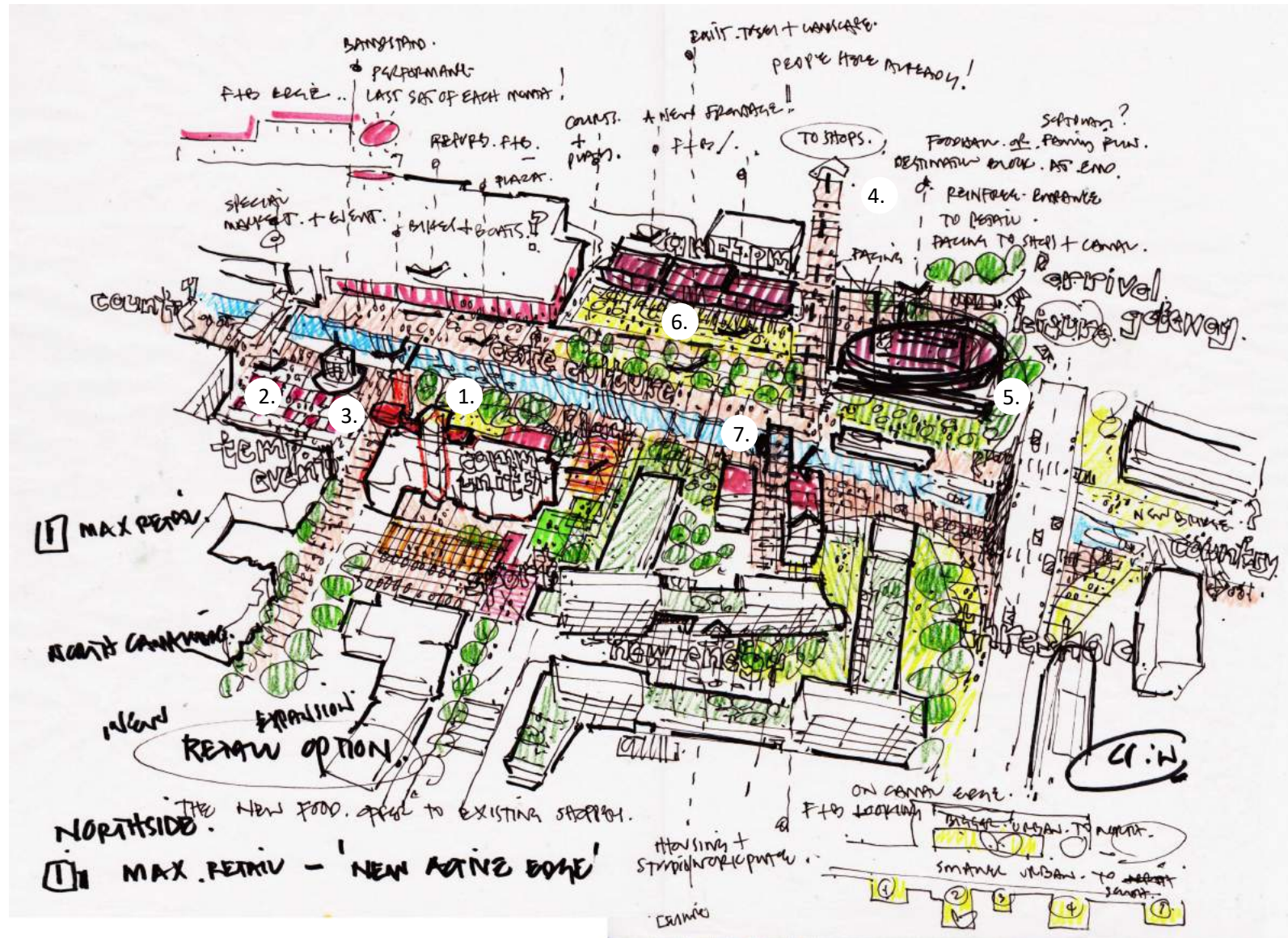


Fig 55: Northside-  
Maximising Retail

1. Bikes and boats- hire, clubs, events
2. Special market and events
3. Bandstand performance- the last Saturday of every month!
4. Shopping centre- people already here... waiting for new activity!
5. Reinforce entrance to retail, mark corner and celebrate arrival
6. Retail- a new frontage and formal address to canal
7. New crossing to improve N/S connection





Fig 56: Northside-  
Medium Retail

1. Refreshed frontage-  
small scale kiosks
2. New soft landscape to  
church and hall  
frontage- playcourts  
and public space
3. New canal address to  
church- café and  
external activity space  
for clubs
4. Retail unit- food and  
beverage offer serving  
public space
5. Playpark next to  
shops and cafes
6. Smaller scale retail,  
screen post office, f+b  
focus
7. Adventure play  
attraction, commercial  
activity destination and  
skyline impact.



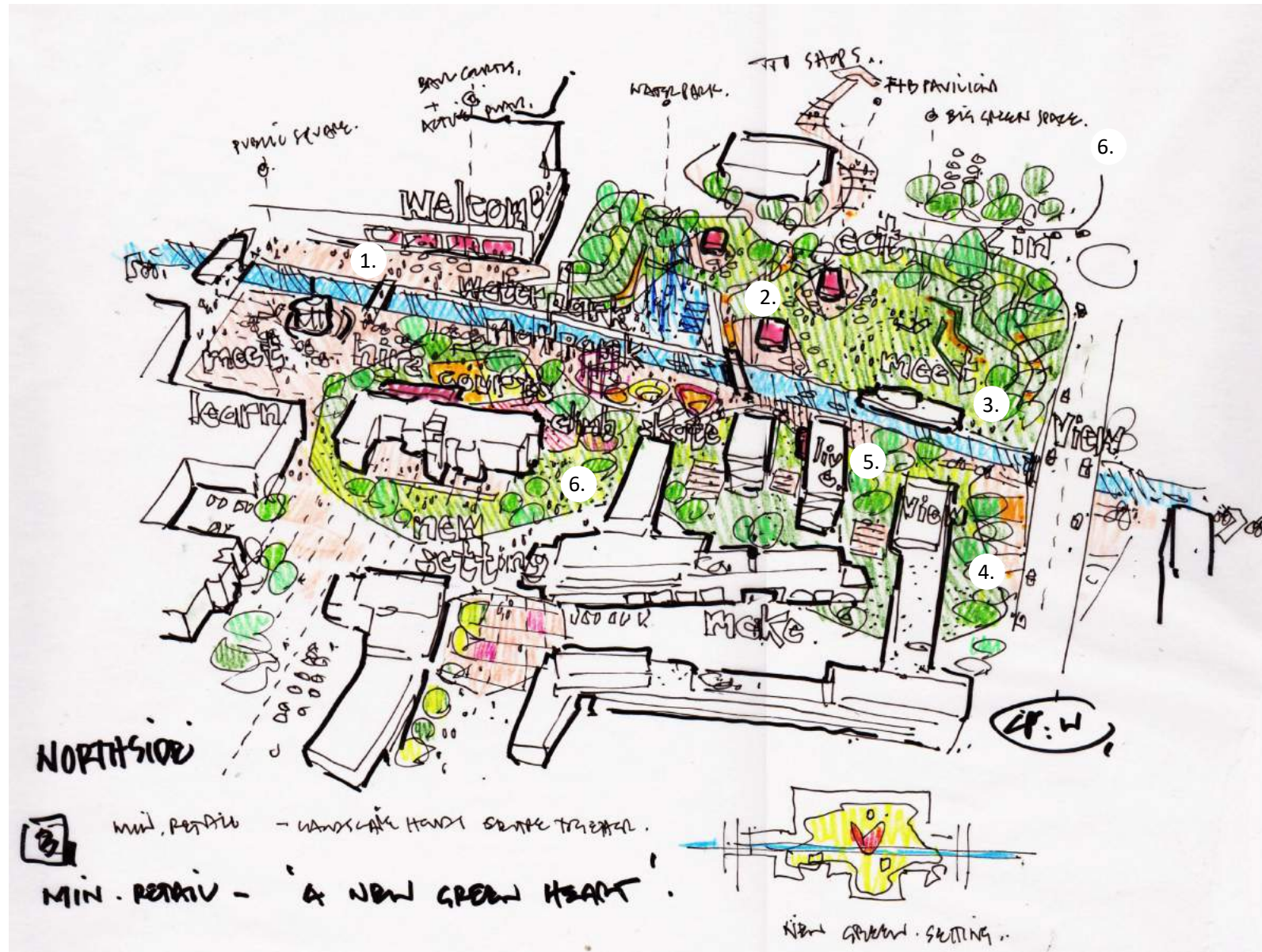


Fig 57: Northside-  
Minimum Retail

1. Interesting shop frontages, display, vinyl graphics, roof-profile additions
2. Food and beverage pavilions in a parkland setting- waterpark for children
3. Diverse green park landscape, play, relax, perform, gather
4. Improved access and landscape at bridge crossings
5. Canal address and outlook- retail offer integrated in newbuild developments
6. Parkland extends around buildings of importance..church in pleasant setting and natural link to canal. New courts, active play space.

## Stanford Street Strategy

The site on Stanford Street has been allocated for housing, and presents an opportunity, as identified in the first community design workshop, to positively address the canal. Through creating frontages on the canal, it contributes to an area that has more passive surveillance and therefore feels safer for users. It also has the benefit of giving the housing development a double aspect, opening up connections for active travel, leisure and health.

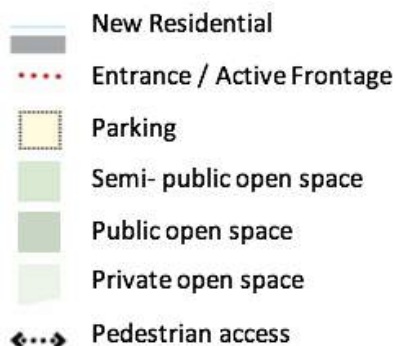
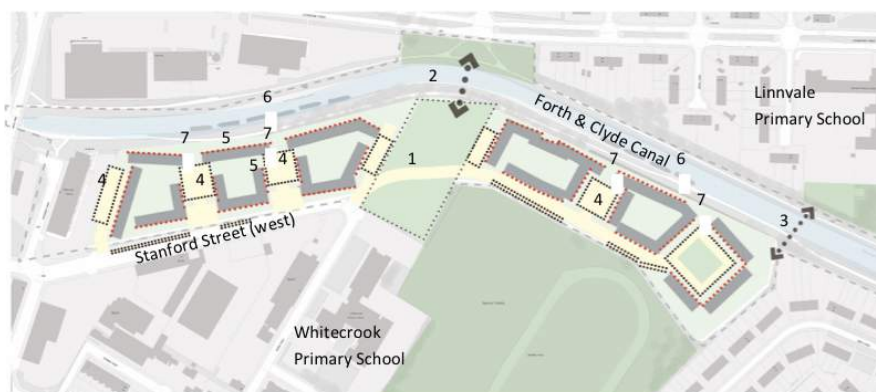


Figure 58 - Stanford Street layout study

- A. Park / community gardens / allotments (safeguard for link to canal). Forms a green link between neighbourhoods north and south of canal connecting primary school green amenity spaces.
- B. Potential new foot bridge for improved connectivity
- C. Alternative location for new footbridge
- D. Parking in clusters / courtyards.
- E. Dwellings overlook canal / passive surveillance and positive aspect
- F. Development contributions for future potential boat moorings
- G. Pedestrian access to / from canal towpath – clear nodes and greater access increases sense of personal security.

## West side of site:

Whilst its immediate neighbouring sites are not currently in residential use, there is housing within 100m of the site's south west corner. It is currently adjacent to a small industrial estate (south), a retail park (north over canal) and a 3 storey commercial building (west) and, within this context, this half of the site would suit 3-4 storey development.

## East side of site:

This side of the site has two storey housing (4 in a block) directly opposite it (over the canal) and on its south east side. It would suit 2-3 storey development



## Canal Connections

As part of a placemaking strategy for Clydebank Town Centre, improved connections are critical to maximising the place benefit. Following on from the Connecting Clydebank project that is currently underway, a focus on the north-south connections is required. Analysis of the town centre has shown that it is currently fractured and the nature of Argyll Road and Kilbowie Road contributes to this fracturing with the emphasis on these routes for carrying heavy traffic. There is an opportunity to begin to heal some of these fractures through the softening of Argyll and Kilbowie Roads - connecting from Queen's Quay to the town centre, and the route of the canal.

By redistributing road space on these main roads, opportunities for public transport and active travel open up, in addition to creating a different character, as illustrated below.

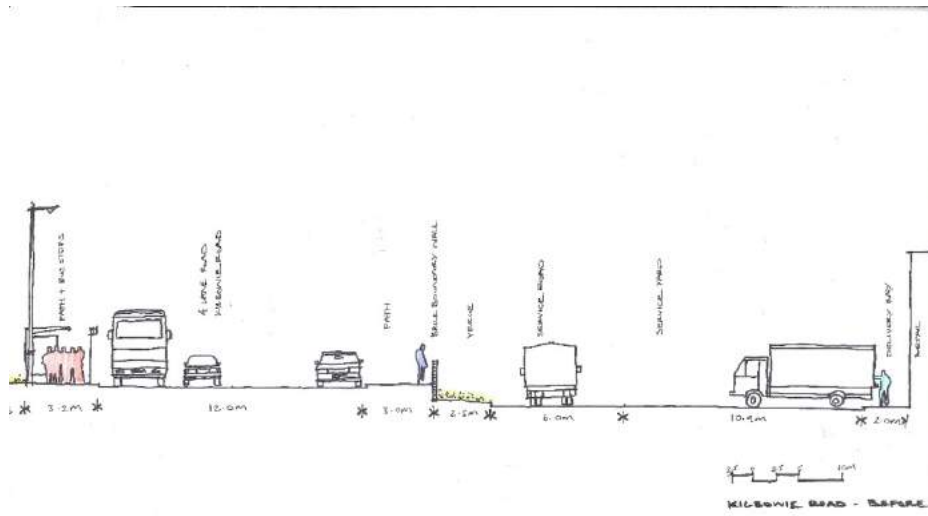


Transport Infrastructure

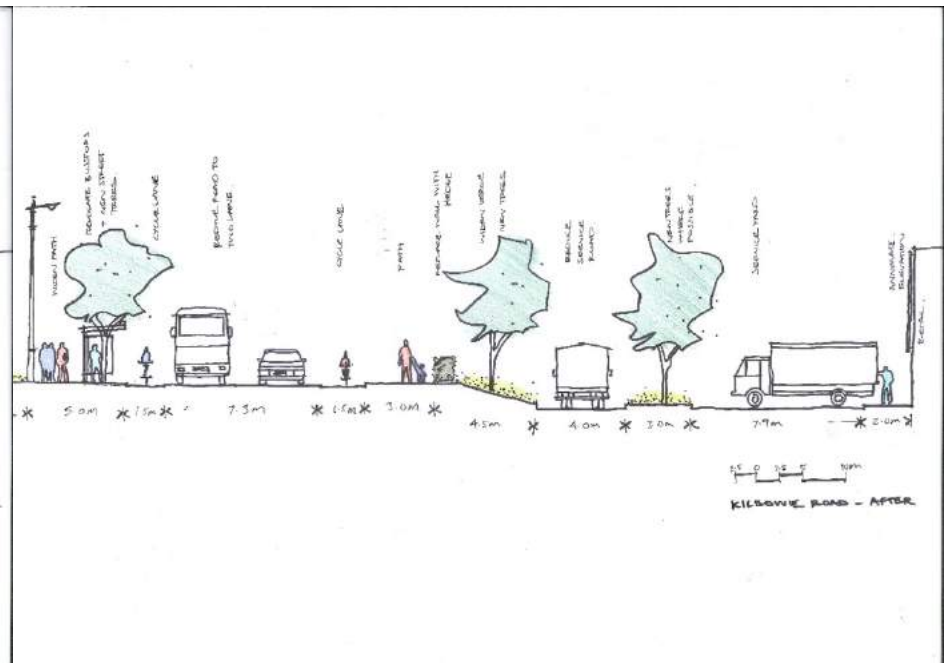


Major Public Realm Links

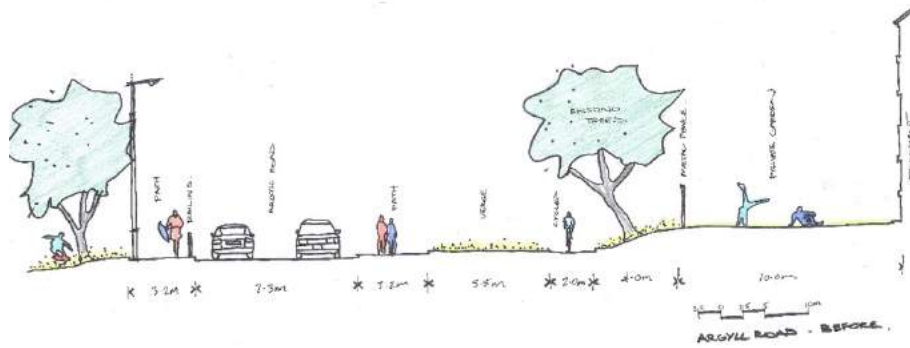




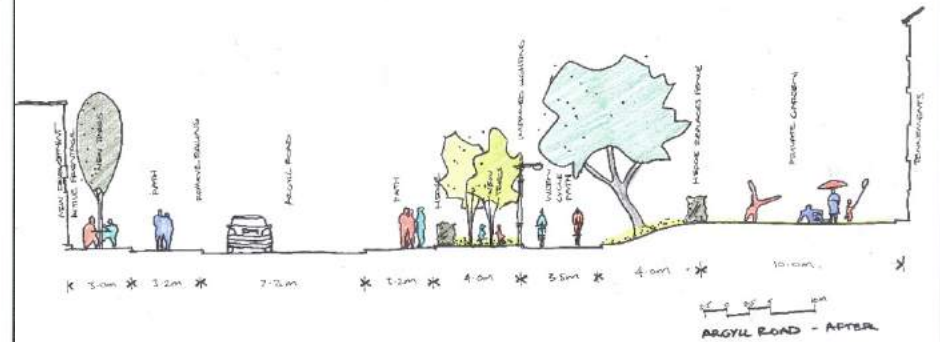
Kilbowie Road - Before



Kilbowie Road - After



Argyll Road - Before



Argyll Road - After



## Conclusions & Recommendations



## 7 Conclusions & Recommendations

### Next Steps

The projects and ideas from Clydebank Can will be taken forward by the Council in three different ways, through providing the strong policy framework to guide planning decisions for sites within the town centre and along the canal; continuing the high level implementation which has been ongoing since the 2015 Clydebank Town Centre Charrette; and supporting community action by piloting the Neighbourhood Working Approach in the communities along the canal to the east of the town centre. Further details of these three strands are provided below.

Clydebank Can further develops the ideas from the 2015 Clydebank Talks, town centre charrette and together they have been embedded within the strategy for the town centre within Local Development Plan 2: Proposed Plan (2018). The Proposed Plan sets out the Council's commitment to take forward the proposals from this report within Clydebank Can supplementary guidance, as well as, design briefs for Rosebery Place and the former Playdrome sites. This supplementary guidance will give statutory weight, which will form part of Local Development Plan 2, to the outputs of both Clydebank Can and the 2015 charrette to support the delivery of the strategy for the town centre and canal corridor. It is intended that this report will act as non-statutory guidance until the Supplementary Guidance is adopted as part of LDP2.

Since the completion of the Town Centre Charrette, the Council's Clydebank implementation group has met regularly to take forward the proposals. Significant progress has been made, including Connecting Clydebank, the Dumbarton Road and Glasgow Road Corridor Project in partnership with Sustrans, as well as, ongoing work being undertaken in partnership with SPT and Network Rail around the Clydebank Station. This group will continue to progress with the projects from the 2015 charrette in light of the outcomes of Clydebank Can.

The Communities team are currently piloting a Neighbourhood Working Approach within the Clydebank East and Linnvale and Drumry communities which were part of the Clydebank Can due to their location next to the canal. Through a commitment to the principles of co-production, this approach is intended to assist local people to bring about positive change in the place they live and services they receive by making full use of their rights under the Community Empowerment act 2015. This continues the place based approach developed within the Your Place Your Plan and Your Community initiatives, as well as, Clydebank Can. The neighbourhood approach will continue these conversations as well as supporting the development of active, resilient communities which have the capacity to drive forward priorities which they identify.

The neighbourhood working approach is a key step on the way to empowering communities to produce and help deliver a vision for how their neighbourhood and the services they access might better meet their needs. Ultimately the communities in Clydebank East or Linnvale and Drumry may wish to give their priorities a statutory weight as part of Local Development Plan 2 by preparing a Neighbourhood Plan as part of the Locality Place Plan for their community. The policy framework for the preparation and adoption of these as part of the Local Development Plan is set out in the Proposed Plan as well as the Council's commitment to work with communities to deliver these plans.

### **Clydebank Can has progressed Clydebank Town centre through this process by:**

- Connecting to and advancing the previous thinking on the town centre from the 2015 Clydebank Charrette.
- Creating the connections between spatial and community planning for Clydebank Town Centre through joint working throughout the Clydebank Can process.
- Connecting to ongoing discussion and debate on town centre design guidance and principles, including those coming from the West Dunbartonshire Design Panel.
- Clydebank Can has built community and organisational capacity within community groups, individuals and within WDC around specific projects, actions and other momentum building factors such as new networks.



## Appendices

## Appendix 1 – Project Background and Site Context

### Regional Context

In Clydeplan, the Strategic Development Plan 2017, the Clyde Waterfront is a large scale mixed use community regeneration and restructuring development opportunity, which includes Clydebank within its extents.



Figure 59 Clydeplan, Strategic Development Plan

The Forth and Clyde Canal is considered an opportunity which offers a range of economic development, visitor economy, regeneration and surface water management opportunities. It

is part of the Scottish Government's Canals Strategy in collaboration with Scottish Canals to ensure the revitalisation of the canal and the delivery of the associated wider social and economic benefits. The Rosebery Place site, the Three Queens Square, the Playdrome Site, the Canal Corridor and the North Canal Bank should benefit and follow the strategy.

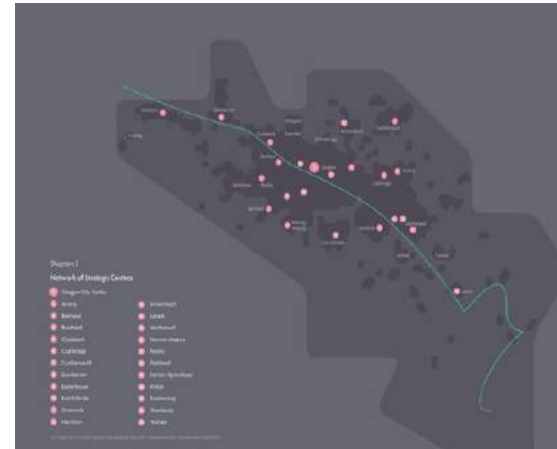


Figure 60 Clydeplan Strategic Centres

Moreover, Clydeplan identifies Clydebank Town Centre as part of the network of strategic centres at the regional level. Several challenges that Clydebank needs to address to remain competitive with comparable strategic centres identified within Clydeplan are:

- The quality of retail offer
- The quality of public realm and environment,
- The quality of the evening/night time offer
- Public transport facilities
- Flood risk



The future actions identified by Clydeplan are that the development of the opportunity sites (Rosebery place and Playdrome site) must be done in a way that enhances the retail and leisure offer, increases town centre population and enterprise while animating and interacting with the Forth and Clyde Canal. Improvements are suggested to public transport connectivity through upgrading the current Clydebank Transport Interchange and creating important connections between the development at Queens Quay and the town centre.

Clydebank riverside is considered as a Strategic Economic Investment Location; therefore, connectivity is key to linking and reconnecting the town centre to the riverside as noted in Clydeplan's suggested future actions.

Green network delivery priorities for Clydebank are Health, Access, Climate Change and Habitats. These have been identified as areas in which Clydebank offers potential to deliver these themes within the Glasgow and Clyde Valley Green Network.

### **Local Context**

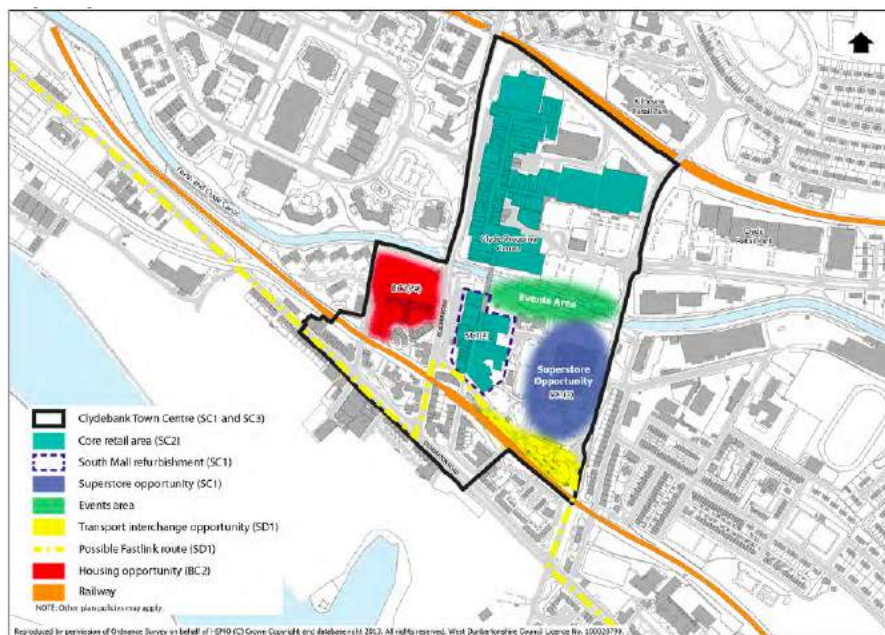
The town centre of Clydebank is part of the "Changing Places" areas of West Dunbartonshire which are expected to see change over the next 5-10 years. The aim of these areas is to overcome the challenges by remaining an "attractive destinations for our residents and visitors, both in terms of the shops and other facilities and the physical environment" (Proposed Plan, 2016).

The Proposed Plan (2016) as well as LDP2 Main Issues Report and Monitoring Statement (April 2017) highlight the strategy for Clydebank Town Centre which is:

- To maintain Clyde Shopping Centre as an attractive retail core;
- To support modernisation of the southern part of the shopping centre;
- To support a new superstore on the site of the existing Playdrome leisure 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
- There is scope to reconsider the retail core (see Policy SC2) to have less restrictions for uses which we would deem as complementary to the town centre, such as cafes (LDP MIR, April 2017).

In the Monitoring Statement for the LDP 2 (April 2017), since 2011, only 267 houses were completed in Clydebank which is considered a low number. However, this concern will be addressed once the new development at Queens Quay comes on stream, with WDC supporting the delivery of 1000 new homes on the site through the delivery of enabling infrastructure. In 2015-2016, more social housing (54) was built in Clydebank than private (9), mostly on brownfield sites. In terms of housing land, in Clydebank, the entire land supply is previously developed land which allows regeneration and renewal of the urban area. In terms of effective land supply, according to the WDC Housing Land Audits, in 2016, it is 660

units and will help to meet the housing supply targets of West



Dunbartonshire.

Figure 61

Clydebank town centre map (LDP, 2016)

According to the Adopted Local Plan (2010), Clydebank is an important town centre in West Dunbartonshire as it is the largest of the three town centres and draws user from East and West Dunbartonshire, western areas of Glasgow and beyond, particularly for non-food shopping. The town centre is comprised of the retail core through a shopping area of Clydebank divided between an enclosed mall on the northern part and a covered, unenclosed pedestrianised shopping area on the southern part. It is adjoined by a large supermarket, other retail units, cinema and a large parking area. Clydebank town centre also has more traditional mixed-use streets with

commercial uses on the ground floor and residential flats above to the south of the shopping mall. The Forth and Clyde Canal divides the town centre between the northern and southern parts of the shopping centre.

The product of this pattern of development is a fragmented urban form characteristic of post-war redevelopment, identified as part of the urban challenge during the 2015 Clydebank Charrette which noted the following:

- The River Clyde establishing the linearity to the various transport modes as it runs south-east to north-west.
- The Forth and Clyde Canal dividing the town centre creating public spaces known as the Three Queens Square.
- The former shipyard site to the south is currently empty and the early phases of the redevelopment will take place on the riverfront rather than towards the town centre.
- The large format office development of the Clydebank Business Park to the west.
- The residential housing of inter-war and post-war era on the North-side over the railway at Singer station and to the East-side beyond Argyll Road.

Therefore, the overall surrounding of the sites can be characterised as a “Big box” retail park, with a lack of street and road hierarchy and poorly defined pedestrian routes except through the shopping mall. The analysis ahead of the 2015 Clydebank Charrette was that the end result is a location that lacks coherence and clarity.

### Town centre performance

In order to assess the performance of town centre, a monitoring of the vacancy rate is undertaken annually. From the Monitoring Statement 2017, Clydebank has the lowest vacancy rate in West Dunbartonshire as shown in Figure 6 below. Clydebank's relative performance is considered to be a product of the town centre primarily being contained within a modern shopping mall offering a range of unit sizes.

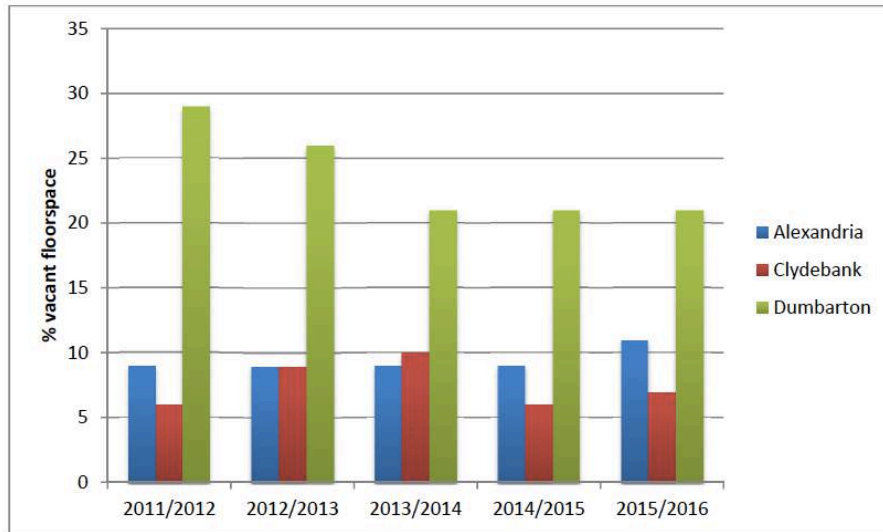


Figure 62 West Dunbartonshire Vacant Floorspace, LDP Monitoring Statement, 2017.

### Open Space

In terms of usable open spaces, Clydebank central has 6.42 ha of accessible open space per 1,000 population, with the average in West Dunbartonshire being 6.60Ha per 1,000

population. This shows a deficit of accessible open spaces as it is below the average (Monitoring Statement, April 2017). Rising population with accessibility to the town centre may further grow this open space deficit.

### Transport and Accessibility

In terms of transport, according to the Scottish Household Survey (SHS) in 2013/2014 and 2009/2010, about the travel behaviour of sample of adults (16+) living in private households across Scotland, shows a high reliance on public transport in West Dunbartonshire compared to the rest of Scotland, with almost 50% of households having no car. Clydebank town centre is served by two stations, Singer and Clydebank, and two bus interchanges at the shopping centre and at Clydebank train station. While being well served, the connectivity from the Clydebank train station to the town centre was noted in need of upgrade in the 2015 Clydebank Charrette report. It is particularly difficult to negotiate the height difference between platform and street level, and way-finding could be improved.



Figure 63 Clydebank station access



## Wider Site Context

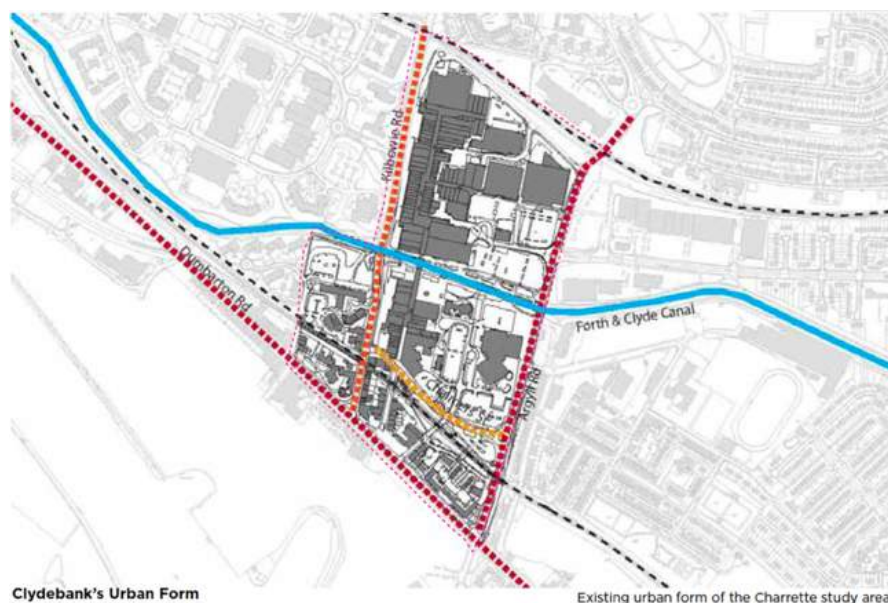


Figure 64 Clydebank Urban Form, extracted from 2015 Clydebank Charrette Report.

The northern portion of the Clyde Shopping centre was renovated to meet retailer requirements and create a more pleasant year-round environment by roofing over the central area in 2003. This part of the shopping centre benefits from good parking and public transport accessibility. It has more modern units in comparison to West Dunbartonshire other town centres, with some potential for reconfiguring unit sizes to accommodate changing retailer requirements. It is a key location within West Dunbartonshire for attracting national 'high street' retailers (Proposed Plan, 2016).

The Proposed Plan (2016) plan also supports the refurbishment of the southern part of the shopping centre as it is viewed as outdated and lags behind the northern portion of the centre in terms of quality. The plan points out the limited availability of large food store provision (supermarket) in Clydebank and identified the Playdrome site as an opportunity. The Playdrome site was also identified as suitable for a range of other town centre uses, such as non-food retail and leisure. Furthermore, it states that the town centre has limited leisure and evening activities.

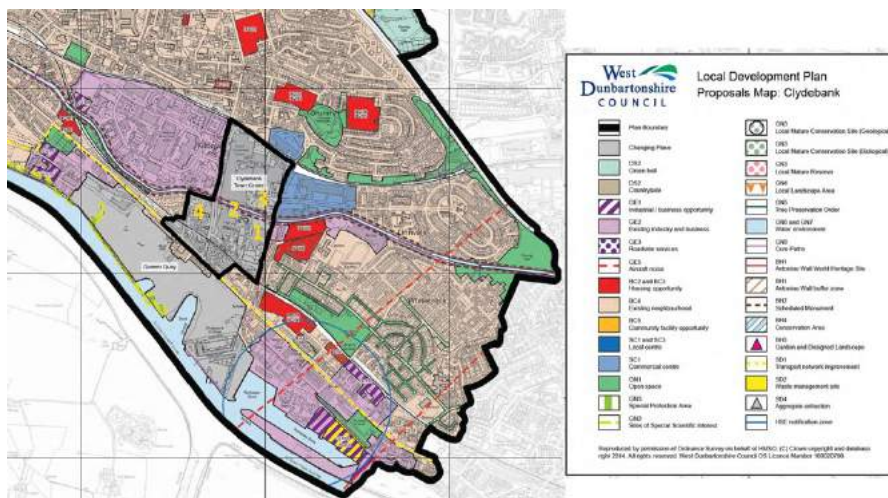
In the town centre, the Forth and Clyde Canal has undergone public realm enhancement, with the bridge canopy, North Canalside and Three Queens Square public realm works to create an events area. The intent of these spaces was to host events and markets which could boost the interaction with the canal, contribute to the economy and offer of the town centre. To ensure that the canal continues to generate activity and feels like a safe and attractive corridor, any proposal adjacent to the canal area should provide the opportunity for interaction with the canal such as facing or providing access onto it or outdoor seating areas.

### Queen's Quay

To the south of the town centre, the Queen's Quay masterplan development is underway. The masterplan objectives are to create a quality public realm with safe pedestrian and cycle connections, improve connections especially towards the town centre, creating a special place as a key destination on the bank of the River Clyde, and finally regeneration through creation of employment and residential development for over 1000 new homes. There will be 3 major uses, Council uses

divided between residential, including community housing (orange), care home and health centre (blue), mixed use (yellow).

This will be a key development in the regeneration of Clydebank. Growing the population close to the town centre, both residential and working population, could have a positive impact on the town. This is crucial context to the Making Places project, as the success of the town centre will depend on excellent connections with Queens Quay.



1 - Playdrome Site      2 - 3 Queens Square  
 3 - North Canalside      4 - Rosebery Place  
 Figure 65      Developments around the town centre



Figure 66 Summary Masterplan, Queens Quay, Clydebank

## Stanford Street

In June 2008, a planning permission was granted with conditions for the erection of 92 two-bedroom flats with associated car parking on the site located between Stanford Street and the south side of the Forth and Clyde Canal towpath. In 2013, an amendment to the planning permission was granted to extend the commencement time for a further 3 years. The plan is presented below:

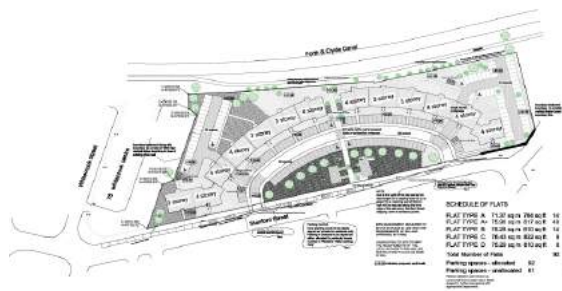


Figure 67 Stanford Street development

Any future plans brought forward for this site could be further enhanced through making more of the canal side setting, with connections to the canal towpath.

## Established Direction of Change

The 2015 Clydebank Charrette workshops have provided an extremely useful baseline for the Making Places project, particularly on the desired direction of change. Some of the emerging issues expressed by the local community from the 2015 charrette were a lack of ownership of the town centre by local communities, and a limited evening economy. The Playdrome site was identified as a site that can host food and

leisure outlets, a landmark leisure destination or a residential led, mixed-use urban block.

A brief digest of the Clydebank Charrette (2015) outcomes are as follows:

- Playdrome – an opportunity for food and leisure or residential development providing active frontage onto all surrounding streets and the canal. A pocket park, with destination play facilities, suggested for the canalside part of the site, adjacent to 3 Queens Square;
- Rosebery Place – an opportunity for residential development, creating frontage onto Kilbowie Road and enhanced open space along the canal;
- Transport interchange on Chalmers Street – an accessible interchange linking bus and train facilities, creating a positive gateway for the town centre;
- Co-operative building – ideas suggested for bringing upper floors back into use included creative studios and business incubator spaces;
- A814 public realm – creating better links across the A814 to improve connectivity between the town centre and Queens Quay;
- North canalside – introducing pavilions to enliven the canalside;
- Queens Square – introduce a food/drink unit to front onto the square, breaking up dead frontage and bringing activity;
- Kilbowie Road enhancements – examine the opportunity of retail/ commercial units fronting onto Kilbowie Road at both the northern ramped entrance to the Clyde Shopping Centre and in the service yards to rear of South Sylvania Way;



- South Sylvania way – refresh the public realm. Issues were also highlighted with regard to the number and clustering of payday loan and betting shops in this location;
- Abbotsford Road – potential creation of a tenemental block along Abbotsford Road (on opposite side from Playdrome), with residential uses above ground floor non-residential uses. This would help ‘repair’ the urban form;
- Chalmers Street – development on the Co-op car park to front onto Chalmers Street and help repair urban form. Potential for ground floor of such a development to be part of transport interchange;
- Clyde shopping centre car park – recognition of confusing and fractured nature of Clyde Shopping centre car park and problems with access to it from Livingstone Street roundabout.



- Can the retail core policy be applied less restrictively? Allowing for evening uses etc.
- Consideration of how the Canal area around the shopping centre can be better used and stimulate night time uses.

In the Supplementary Planning Guidance for the LDP, Green Network (2015), the Forth and Clyde Canal was considered to be a green network and important corridor within the wider green network for active transport and recreational use (walking and cycling). Due to the presence of multiple crossing points, the canal is not considered to act as a barrier to movement as it does in some locations.

## Appendix 2 – Historical Development

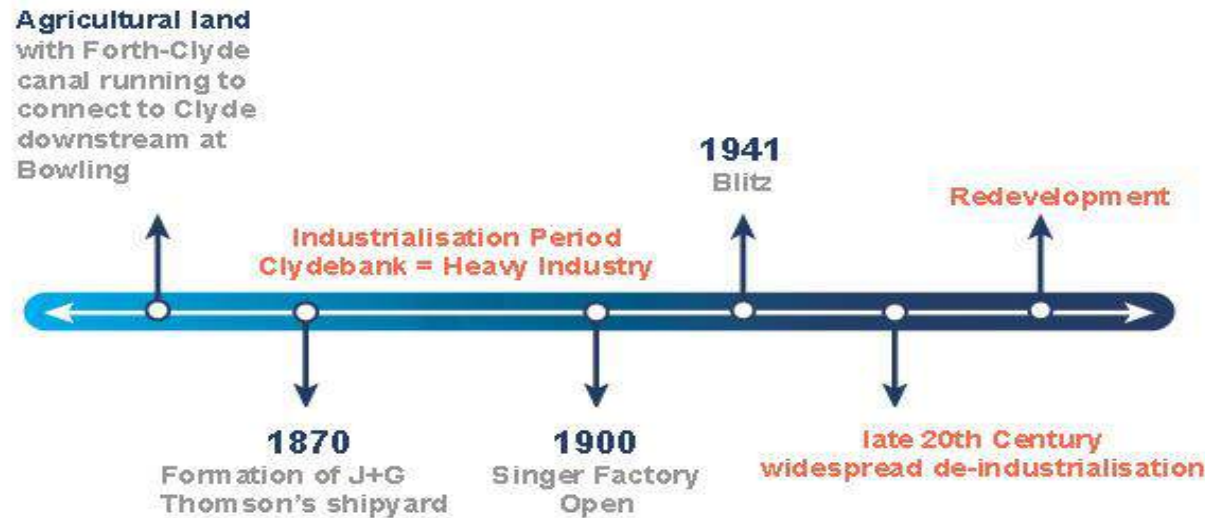


Figure 68 Timeline of key incidents

Clydebank has been a hub of innovation and industry for well over 100 years. This has shaped the town that exists today, and the community that inhabits it. The historic legacy of Clydebank should be manifested in its future development through its regeneration and re-invention as an attractive town centre which will continue to draw visitors and residents to it and grow that user base.

A fuller digest of the town's historical development is in the Full Report from the 2015 Clydebank Charrette which can be found online: [https://www.west-dunbarton.gov.uk/media/4308886/cdc-final-report\\_15-09-07.pdf](https://www.west-dunbarton.gov.uk/media/4308886/cdc-final-report_15-09-07.pdf)

The Forth and Clyde Canal runs through the town centre, between the northern and southern parts of the shopping centre, and has events space on either side, with Three Queens Square which has been regularly used for markets and public events.

*Figure 69 Clydebank canal*



*Figure 70 Finishing on the canal*

*Figure 71 Clydebank Canal town centre area, including Singer's, from above*



The Canal has been revitalised in the last 18 years, following the Millennium Links project. The role the canal has played historically as a means of transporting materials and goods across the country has shifted towards a leisure amenity, a route connecting communities both locally and across Scotland, and often providing a green space in close proximity to dense urban areas. The canal running through Clydebank provides all of these, plus it creates a unique town centre setting.

A major change in the town centre was the development of what was at the time named the Clyde Regional Shopping Centre. This development took place where properties that had been badly damaged in the Clydebank Blitz had been cleared and provided a retail centre with regional impact. Developed between 1978 and 1982, this shopping centre originally comprised of two open air precincts north and south of the canal. The north portion of the centre was refurbished and roofed in 2003.





Figure 72, 73, 74 Clyde Regional Shopping Centre

Around the Clyde Centre there has been significant investment in the public realm, including the canopy over the bridge, along the north bank of the canal and Three Queens Square.



Figure 75 & 76 Town Centre public realm investments

## Appendix 3 – Site Studies

### Forth and Clyde Canal

The full length of the Forth and Clyde Canal is a scheduled ancient monument, therefore any works on or by the canal require Scheduled Monument Consent in addition to any other consents (planning etc) required. That being said, the canal offers far more opportunities than constraints.

Unique town centre setting - the canal offers a unique setting to the town centre, with opportunity for an attractive waterside setting for cafe or restaurant activity, plus opportunities for water-based activities and events.

Leisure use - the canal offers significant leisure amenity on its towpaths, the water and in the water. The canal in Clydebank has been well used for angling and still is.

Wildlife corridor - the canal provides a wildlife corridor with many species of birds, fish and other animals present. Outside its immediate urban town centre context the canal is a significant greenspace with a wide variety of flora and fauna.

Connecting communities - the canal towpath functions as a significant route for people travelling both locally and regionally on foot or bicycle.



Figure 77 Forth and Clyde Canal in Clydebank Town Centre



## Rosebery Place

The recently cleared site was most recently offices for West Dunbartonshire Council, the offices have now relocated. The relocation is based on the business case for rationalisation to Dumbarton, closure of Clydebank and relocation of some Council staff to Queens Quay. Rosebery Place is now vacant and to be marketed as a housing site by the council (LDP2, Monitoring Statement). The site is just over 1.3Ha in size, as is identified as one of the main housing opportunities in Clydebank (Policy BC2) LDP2. Capital assumptions for the land value were based on the immediately adjacent housing scheme on Miller Street.



Figure 78 - Site clearance on Rosebery Place

The Charrette brief in 2015 worked on the basis that the site would be redeveloped for housing. Several layout options were developed during the charrette based on a visual survey of the site. Furthermore, it was pointed out that there may be “made ground” (reclaimed ground) with poor bearing capacity at the Canalside and underground utilities/service located along the car park access road. The options for redevelopment of the site suggested were:

- Preserving the existing building and retrofitting / remodelling it to accommodate flatted development including recladding the existing structure
- Demolish the existing building and erect preserving its footprint a new flatted development (3 to 4 storeys) or 3 storey townhouses.
- 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



Figure 79 - the proposed layout during the 2015 charrette

### Site constraints

- A main sewer runs under the line of the access road
- Right of access needs to be maintained to the housing development.
- The Miller Street Railway bridge access point is too low for access by fire engines, bin lorries and any delivery or removal lorries (3.2m clearance).
- Non-adopted road, but would likely become one
- Unknown what ground conditions are under the surface car park.
- Could be contaminated ground requiring remedial work.

### Opportunities

- New development that should seek to enhance Kilbowie Road, contribute to redefining its character as a pedestrian friendly street and enhanced open space along the canal.
- Increasing residential population in the town centre.

## Playdrome Site

The leisure centre that was on the site has been relocated to Queen Quay, therefore, freeing up a significant piece of land (totalling approximately 8.58 acres (3.47 hectares)) for redevelopment in Clydebank town centre.



Figures 80 & 81 Vacated Playdrome Site

### Opportunities:

- Frees up a significant, high profile site on Argyll Road adjacent to the rail and bus stations
- Largely flat site
- Opportunity to repair the fractured urban fabric of the south-eastern portion of Clydebank Town Centre
- Opportunity to help contribute to redefining the quality and human scale of Clydebank town centre
- 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.

### Constraints (MIR report 2017)

- Demolition of existing leisure centre will be required.
- Given town centre location, impact on traffic and existing parking provision likely to be key consideration.



- Railway line to the south and canal to the north act as physical boundaries.

### Planning history

In 2004, an Outline Planning Consent was granted for development of a Class 1 Foodstore of 84,000 sq ft (7,804 sq m); Retail units extending to 2,500 sq ft (232 sq m); petrol filling station and associated car parking. In June 2010, a planning permission was granted for the same proposal as an amendment to the outline planning permission of 2004. In 2011, a formal screening was asked for the project as part of the Town and Country Planning (Scotland) act 2006, Environmental Impact Assessment Regulation 2011. This has not been progressed any further.

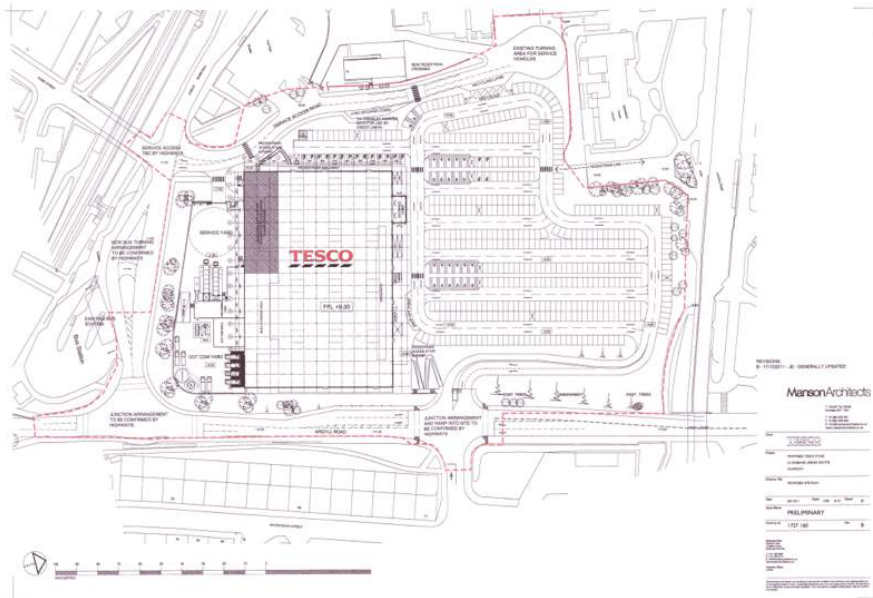


Figure 82 Proposed food store class 1, 2011

The charrette (2015) outcome for the site was to have a pocket park with destination play facilities on the Canalside (Northern part of the site) and any development happening on the rest of the site should have active frontages that overlooks and engage with the park. The site options worked up looked to accommodate a combination of uses:

- A mixed-use residential led layout of tenemental flats creating a perimeter block fronting the principal streets and open spaces
- Food and leisure outlets
- Landmark leisure destination, perhaps with associated pavilion restaurant/cafes along the park edge

Any development should provide a positive, active frontage to all four sides.



Figure 83 - Layout of the Playdrome Site as suggested in the Charrette (2015)

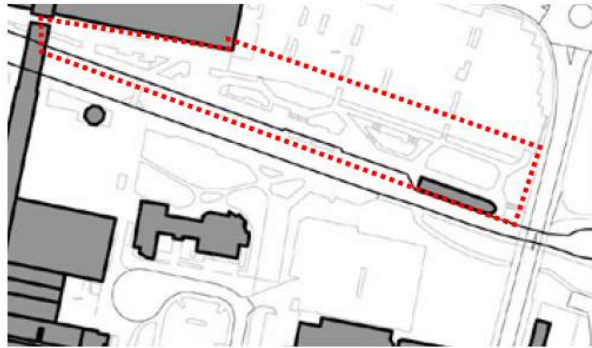
The current market conditions reflect no demand for a superstore (Monitoring statement, 2017), therefore, the site now presents an opportunity for a high quality mixed use Development. The Council agreed the disposal of the site in December 2016.

The Playdrome site has been marketed and a preferred bidder chosen, (Monitoring Statement, April 2017). The proposal of the preferred bidder is based on a retail park format with surface car parking. The original proposal on which the bidding process was won, was for 7 retail units, food and drink outlets, a pocket park leading to the canal edge and realignment of Abbotsford Road, plus an additional access onto Argyll Road.

This proposal has since been amended to retain the original road layout, which creates an opportunity site for housing to the west of Abbotsford Road. Henry Boot, the preferred bidder, needs fluidity to meet retailer requirements.

## North Canal Bank

As Existing



Suggested

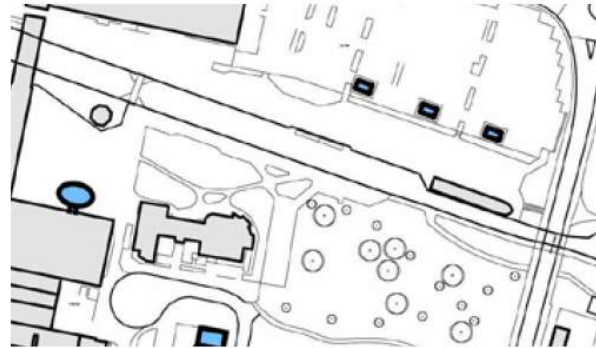


Figure 84 - North Canal Bank Interventions suggested in the Charrette (2015)

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 Three Queens Square which itself has been refurbished. However, the refurbishment alone does not attract footfall, nor encourage dwell time nor support a range of events, as intended. Areas of the Canalside (e.g. Dunnes Stores and at Three Queens Square) have blank facades that further dissuade footfall and activity.

### Site Challenges

- Canal although had major investment, it fails to capitalise on its locations
- Dead frontages of the shopping centres
- Attracting additional footfall to the area
- Lack of green space in Clydebank
- Although there is a high passing footfall of pedestrian and cyclist there is a lack of reason for people to stop and dwell in either of these public spaces.

The 2015 charrette proposals were:

- High quality design pavilions that can accommodate cafe, bar and restaurants that can be placed within an improved car park landscape setting. These pavilions should have external terraces to interact with the canal. They can be part of a new experience of retail in Clydebank,



which will attract visitor during the day and evening. Quality lighting will be used as part of the setting to maximise the experience while providing a waterside spectacle. The pavilion ideas was suggested to be tested through a pop-up process

- 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 to enhance the shop-front experience along the canal frontage of the Shopping Centre. This should be subject to a detailed feasibility study.



Figure 85 - Looking towards the North bank of the canal



Figure 86 Examples of pop-up units as proposed during the Charrette (2015)

## Three Queens Square



Figure 87 - Three Queens Square interventions as proposed in the Charrette (2015)

Although the area has been subject to public realm improvement and the (re)provision of external venues for events, the lack of an events programme with sufficient interest to draw people to the area is a continued challenge. Similar to the North Canal side, creating an appealing draw is needed.

The LDP2 (monitoring statement) advocates for the introduction of a food/drink unit to front onto the square, breaking up dead frontage and bringing activity. This aligns with the 2015 Charrette proposal, it suggested the creation of a signature building on the southern edge of Three 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 Three Queens Square should be considered in parallel with the Canalside 'Pocket Park' referred to for the Playdrome Site.

## Appendix 4 – Town Centre Data

The Supplementary Planning Guidance on Payday Lending and Betting Offices Premises (August 2016), used the results of a Citizen’s Panel Survey. This survey took a sample of 443 people in Clydebank who were asked to rank what they thought was important for creating a vibrant town centre. Notably Payday Lenders and Bookmakers (currently clustered around South Sylvania Way) were of a very low priority for those surveyed.

This survey provides some useful data on recent attitudes to Clydebank town centre.

Type of facilities and amenities	Clydebank sample of 443 people
1 - Wide range of shops	76%
2 - Good Quality shops	72%
3 - Banks	60%
4 - Pharmacy/ Health facilities	60%
5 - Libraries/ museums/ art galleries	46%
6 - Leisure facilities (cinema, etc.)	46%
7 - Green open space	41%
8 - Cafe and restaurant	30%
9 - Local Government and civic uses	25%
10 - Fast Food outlets	10%
11 - “Pound shops”	9%
12 - Charity shops	4%
13 - Pubs	2%
14 - Pay lenders and pawn brokers	1%
15 - Betting office	1%



Furthermore, the table below show that around 48% of the 443 Clydebank residents visits their town centre 2 to 3 times a week which higher than the average of West Dunbartonshire. Moreover, these people thought that a vibrant town centre is very important to have.

**How often would you visit your local town centre?**

	Dumbarton	Clydebank	Alexandria	West Dunbartonshire
Daily	12%	8%	16%	12%
2-3 times a week	27%	48%	45%	41%
Once a week	33%	22%	23%	25%
2-3 times a month	20%	12%	9%	14%
Once a month	6%	6%	0%	4%
Less than once a month	2%	4%	7%	4%
Never	0%	Under 1%	Under 1%	Under 1%

**How important do you think it is to have a vibrant town centre?**

	Dumbarton	Clydebank	Alexandria	West Dunbartonshire
Very important	74%	67%	78%	72%
Quite important	25%	30%	21%	26%
Not very important	1%	1%	2%	1%
Not important at all	0%	0%	0%	0%
Don't know	0%	2%	0%	1%

From Appendix 1 - supplementary guidance on Payday Lending and Betting Offices Premises (August 2016)

In Clydebank there is a higher satisfaction with the following amenities and facilities as demonstrated by the table below. This survey was conducted ahead of moving the Leisure Facilities to Queens Quay, therefore the statistic on “Leisure facilities” may have changed.

Type of amenities and facilities	respondents stating “very satisfied” or “quite satisfied”
Banks	89%
Pharmacy, Health facilities	78%
Leisure facilities	70%
Cafe and restaurant	68%
Libraries, museum, art galleries	67%
Local Government and civic uses	58%
Charity shops	51%
Green open spaces	49%
The range of shops	44%
The quality of shops	42%
“Pound shops”	41%
Fast food outlets	40%
Pubs	26%
Betting office	12%
Pay lenders and pawn brokers	7%

Table from Appendix 1 - supplementary guidance on Payday Lending and Betting Offices Premises (August 2016).

## Appendix 5 – Town Centre Manager Case Studies

### 1.0 East Ayrshire Council

[Kilmarnock](#) and [Cumnock](#) town centres have a dedicated Town Centre Manager whose role is to organise and support a range of initiatives to boost town centre footfall with the aim of developing the towns' economic potential. Each initiative is designed to target and attract new visitors whilst ensuring that regular shoppers and visitors can find something to tempt them back time and time again.

Our Town Centre Manager's role includes:

- Organising and managing events to attract visitors
- Organising a range of marketing activities to encourage people to support their local shops and businesses
- Liaising with local traders primarily through the Town Centre Liaison Group and the Retail and Trade Association
- Organising ad hoc projects which help support a clean, attractive and vibrant town centre

Events with music, entertainment, street theatre and markets add to the colour and vibrancy of the town centres and include global and farmer's markets children's entertainment and the annual Christmas lights switch on - all designed to help make Kilmarnock and Cumnock attractive shopping destinations.

Ad hoc projects include artworks which create interest and improve the town centre environment. These small scale projects such as the murals in Sandbed Street, Kilmarnock, the decoration of a container at Glaisnock Shopping Centre and the ceramic tiles in Kilmarnock Bus Station, are delivered in conjunction with local schools and community groups

### 2.0 Oadby and Wigston Borough Council

#### Town Centre Manager

Improving the vitality and viability of Oadby, Wigston and South Wigston Town Centres is one of the current key corporate priorities for the Council. As such the Council employs a Town Centre Manager to co-ordinate and facilitate the work for the three centres. Oadby & Wigston Town Centre Management comes under the Planning Policy and Regeneration team.

#### Business Groups



The Town Centre Manager is currently working with business groups in each town, so that businesses in each town have representation when it comes to Local Authority matters. Currently there is the South Wigston Chamber of Trade and Commerce, the Oadby Town Centre Association and the Wigston Business Group. The Chambers/Associations are non-political bodies, led by local business representatives for the benefit of each town centre, supported by both the Borough and County Councils and other local stakeholders.

### **Events**

The Town Centre Manager has assisted each business group to put on events in each centre. The events planned for 2018 are as follows:

#### **Oadby**

Oadby Motor Fest - Sunday 12th August, from 10:30am to 3pm along The Parade, Oadby.

Oadby Festive Lights Switch on - Saturday 10th November, from 3pm to 8pm along The Parade, Oadby.

#### **South Wigston**

Christmas Capers Event - Saturday 1st December 2pm to 6pm along Blaby Rd, South Wigston

#### **Wigston**

Wigston Christmas Lights Switch on - Saturday 24th November 12pm to 7pm, Bell Street, Wigston

## **3.0 Hitchin Initiative**

### **North Hertfordshire District Council**

The Hitchin Initiative is a highly effective and award winning town partnership whose aim is to ensure that the town thrives through the efforts of businesses, community organisations, residents and the local authority.

Established in 1995, the Initiative, run by a Town Centre Manager aims to maintain and enhance the economic, cultural and social vitality of the town. By becoming a member, local businesses demonstrate their support for the town, and are able to take advantage of a number of benefits including free business training across a range of business skills, opportunities to network with a whole raft of potential customers and information, guidance, advice and mentoring.

The Initiative also provides essential information for all members on local services, events and issues within Hitchin and the surrounding rural areas

#### **4.0 Falmouth Town Manager**

The Town Management function is public sector funded, via Falmouth Town Council. Roles includes:

**Communication** – we now have a substantial database for the town and communicate weekly, current activities and updates.

**Street environment and standards** within the town, forming close working relationships with Cornwall Council/Cory and other operational bodies to ensure a decent standard is maintained throughout Falmouth.

**Events development** such as leading on [Falmouth Week and Falmouth Sea Shanty Festival](#).

The role has also forged an excellent relationship with the [Falmouth BID](#) programme developing a strong [Falmouth Town Team](#) ensuring a good public/private partnership for the town and all its businesses.

#### **Job description**

##### **Town Centre Community Coordinator**

**Salary:** £25,440

**Hours of Work:**

**Responsible to:**

##### **The purpose of the role**

The purpose of this post is to engage and support town centre businesses and residents, public agencies and the voluntary and community sector in the planning and delivery of improvements to the Town Centre.

The post holder will be expected to work both strategically and operationally and have a flexible approach to work.

This will include attending occasional evening and weekend meetings.

##### **Main Responsibilities & Key Tasks**

1. Establishing a Town Centre Working Group that has the task of planning and delivering improvements to the town centre as a place to visit, shop, work in, enjoy events and generally socialise in.

2. Engaging all stakeholders in the town centre including businesses, residents, the voluntary and community sector and public partners to plan and deliver projects that will secure a marked improvement in:

- the cleanliness of the centre
- promotion of the town

- the welcome for visitors
- sustainable transport links
- town centre events
- performance of the independent retail sector including markets

3. Investigating the potential for establishing a Clydebank Community Centre Trust to access funding and undertake activities in partnership with others.

### **Person specification**

#### **Town Centre Community Coordinator**

#### **Qualifications – essential**

4. Educated to degree level or equivalent experience

#### **Knowledge and skills – essential**

5. Knowledge of facilitation and consultation techniques
6. Strong negotiating / influencing / motivating skills
7. Strong written and oral communication skills
8. Ability to communicate with different stakeholder groups within the community
9. Ability to manage projects and budgets
10. Ability to take on a diverse workload
11. Database management skills

#### **Knowledge and skills - desirable**

12. Knowledge of the key issues, opportunities and challenges facing town centres generally and Clydebank in particular
13. Knowledge of Community Development Trusts
14. Business planning skills
15. Knowledge of the public and voluntary and community sectors

#### **Experience – essential**

16. Experience of working with groups in a facilitative manner
17. Experience of fruitful partnership working
18. Experience of analysing complex data and producing clear and precise reports



- 19. Experience of developing consultation plans and managing consultation processes
- 20. Experience of organising and managing events

**Experience – desirable**

- 21. Experience of managing town centres/Town Teams



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