Shawlands Retail Study

Report for Glasgow City Council

December 2010

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1. Introduction

In August 2010, EKOS Economic and Social Development consultants, Ironside Farrar Environmental Consultants and GL Hearn Property Consultants were commissioned by Glasgow City Council to undertake a Retail Study for Shawlands in the south side of Glasgow.

The brief outlined the need for a study that addressed three specific work streams:

- preparation of a retail capacity assessment and recommendation on a preferred retail scenario for Shawlands;
- estimation of the potential impacts and benefits arising from the preferred retail scenario; and
- review and recommend a potential place positioning strategy for Shawlands.

The Retail Capacity Assessment (completed by GL Hearn) and Place Making Review (completed by Ironside Farrar) are available as independent reports. These are supported by a comparator review (completed by EKOS) of three areas which have addressed similar issues to Shawlands – High Street Kensington in London, Tollcross in Edinburgh and Clarkston in East Renfrewshire.

The work was also informed by two previous studies undertaken by Glasgow City Council, which provided valuable background information:

- Shawlands Town Centre Health Check, 2010; and
- Shawlands Customer Survey, 2010.

The purpose of this report is to consider the findings of these separate reports, establish the key issues facing Shawlands, and identify key actions to guide future regeneration.

The remainder of this report is structured as follows:

- **Chapter 2** provides background on Shawlands;
- **Chapter 3** contains a SWOT analysis of Shawlands using the information available from each report; and
- **Chapter 4** identifies the key issues and recommended actions for Shawlands.

2. Background

Shawlands is a traditional Glasgow town centre, comprising a mix of traditional units (on the ground floor of tenement properties) and a 1960s shopping mall (fronting onto Kilmarnock Road). It is largely linear in form with a mix of retail and service units. In total there are 260 retail and service units in Shawlands.

The Principal Retail Area (PRA) forms the retail core of the town centre, and it is identified in City Plan 2 as encompassing all of the Shawlands Arcade, and the premises at 14-128 Kilmarnock Road, all of which are on the west side of Kilmarnock Road. The policy approach is to support an appropriate balance between retailing and other uses, to maintain the town centre's vitality and viability.

The majority of the national multiple retailers are located in the PRA, and in particular the modern retail units of the Shawlands Arcade. Independent traders are more likely to be located in the traditional units and the secondary retail area.

As well as retail, Shawlands offers a range of commercial and business services, pubs/clubs/restaurants/take-aways, hairdressers/beauty parlours, leisure facilities, betting outlets, schools, and places of worship. It is a diverse centre primarily (but not exclusively) focused around shopping, attracting users from across the City (though primarily from the local area).

The Retail Capacity study identifies a relatively local catchment area, defined as Shawlands and the surrounding areas of Newlands, Waverley Park, Crossmyloof and Strathbungo. This is confirmed by the Customer Survey, which identifies a broad spread of users from across the city, but a significant dominance from the local catchment, with 45% of customers walking to Shawlands.

Housing in the area consists mainly of traditional tenements, but also includes:

- Victorian villas;
- terraced houses; and
- post 2000 modern flats.

The town centre is located on a main arterial route to the City Centre, some three miles south of the River Clyde on the A77, Pollokshaws Road, becoming Kilmarnock Road at Shawlands Cross. The area is served by excellent bus links to the city centre and the south, and by three train stations: Crossmyloof, Shawlands and Pollokshaws East. However, the Customer Survey shows that these are largely used by residents travelling out, rather than customers travelling in to, Shawlands. Only 12% of respondents reported using public transport to access the town centre.

The community around Shawlands town centre is densely populated and is also supported by smaller town centres such as Strathbungo, Victoria Road, Battlefield and Mount Florida. These provide shops and services of a more local nature than Shawlands, which provides high order facilities.

City Plan 2 supports proposals to develop and renew Shawlands town centre to enhance its vitality and viability. There are no development sites or vacant land within or adjacent to the centre, therefore consideration needs to be given to ways of improving its offer. Redevelopment of the Shawlands Arcade is identified as the biggest opportunity, but this is outwith the control of the Council or other public sector organisations.

City Plan 2 also recognises that Shawlands has a strong night-time economy. This is recognised as a strong feature in the Customer Survey, but some concerns were raised about the associated disruption of noise, litter and safety. There is therefore a need to carefully consider any significant increase in evening economy activity.

The Health Check reports that there are no significant leisure uses within Shawlands town centre with no cinema, theatre or arts facility, but it does have a gym and snooker hall. The town centre is, however, located close to several leisure and tourist attractions including: The Tramway Theatre (and Hidden Gardens), Pollok Park, Pollok House, Langside Hall, Pollokshaws Burgh Hall, the Burrell Collection, Hampden Park Stadium, Newslandfield Park (home of Pollok FC), and Alexander Skirving's Battlefield Monument, erected to commemorate the 1568 Battle of Langside.

The northern end of Shawlands town centre is adjacent to Queens Park which has a number of major attractions and events including the Southside Festival, Glasshouses, tennis and bowling facilities as a well as a farmers market. There is clear potential to improve connectivity (physical and visual) between Shawlands and Queens Park, with Langside Halls in particular offering potential as an activity and events space.

3. SWOT

One of the key elements of the study was the development of a SWOT for Shawlands. This was developed after the desk review, based on previous research, and was updated as the study progressed.

Table 3.1 presents a key issues SWOT for Shawlands taking into consideration the findings from each report – this presents the top three critical issues under each heading, with each discussed in more detail below.

Table 3.1: SWOT Analysis

Strengths	**Opportunities**
Daytime and evening economies with a range of independent traders and bars/restaurants. Strategic location with excellent transport links. Established reputation as a major centre in Glasgow.	Developing Shawlands as a hub/ destination through improved public realm, lighting and events/activities. Enhancement of physical links with Queens Park Attracting quality and niche independent traders.
Weaknesses	**Threats**
The vacant units. The appearance and layout of Shawlands Arcade. Poor quality of streets, pavements and public realm.	Impact from other local centres, large out-of-town shopping centres and superstores. Perception of anti-social behaviour in the evening. Lack of on- and off-street parking and strict parking controls.

Strengths

Shawlands is an important town centre attracting customers during the day and at night through its mixed retail, service and leisure offer. Whilst there is scope to improve its trading performance there is good potential to create a strong destination. This requires focused and sustained action to improve its amenity, attractions and accessibility.

Shawlands benefits from being on one of the main bus routes in and out of the city, as well as having three train stations located throughout the area – these operate on different lines into and out of the city. Road connections are good – Shawlands is a short distance from the motorway network and is at a strategic point for the road network in the south side.

The Customer Survey shows that most town centre customers do not use public transport to access the centre (the vast majority travel on foot or by car). Its connectivity is, however, vitally important in sustaining Shawlands as an attractive residential location – survey responses also show that most customers come from the surrounding area.

The reputation of Shawlands is well established throughout Glasgow and at one time it was dubbed "the new West End." Although the retail catchment for Shawlands is tight (as outlined in the Retail Capacity Assessment), the evening economy draws on a broader area. In the evening Shawlands attracts customers from the south side of Glasgow, as well as across the city, for its mix of bars, restaurants and nightclubs.

Having a good mix of retail, service and leisure uses is critical to the vibrancy of an area – the Customer Survey found that 80% of users combine shopping trips with other uses.

Weaknesses

Shawlands town centre has a number of vacant units – 25 units in 2010, circa 10%. Some of these have unattractive shop fronts and make the area look less appealing. Although the number of vacancies in the area has declined over the last eight years, from 35 in 2002, it remains a visible issue in the Primary Retail Area. Reducing vacancy rates is identified by customers as the most important issue that would improve Shawlands town centre.

One of the main weaknesses in the town centre, as identified in each of the background reports, is the location and design of Shawlands Arcade. This was developed in the 1960s and consists of a T-shaped mall, accessed via a ramp from Kilmarnock Road which conceals the underground car parking (350 free spaces) and servicing area. The ramp also creates a barrier to pedestrian movement and access to the Arcade from Kilmarnock Road.

The Arcade forms the core of the PRA, with 50% of the national multiples located there, and 80% of customer footfall. Improving its access and appearance is likely to have a significantly beneficial impact on customer footfall – a key driver of business/investor confidence. Improving its connectivity with the east side of Kilmarnock Road would also help drive greater footfall between the two areas.

Identified in the GCC survey work and the Place Making Review, the quality of public realm in Shawlands is considered to be poor. The pavements are also in a poor condition, there is a lack of civic space and seating, and there is a distinct lack of a sense of place and character.

The pedestrian environment, in particular, is substantially unwelcoming. Addressing this would therefore create a more pleasant environment for town centre users, helping to boost customer footfall and therefore business attraction/ investment over a longer time frame. The Comparator Review identifies specific lessons from High Street Kensington which undertook a major (and successful) public realm improvement programme, re-balancing priority between vehicle and pedestrian movement, in favour of pedestrians.

Opportunities

Shawlands has the assets and potential to be a vibrant town centre. One of the key opportunities lies in strengthening its distinctive place appeal. This could be addressed through interventions such as a shop front and public realm improvements, and creating new civic spaces for activities and events. The existing lighting, whilst fit-for-purpose, does little to enhance place perception, improve the sense of welcome, or address actual and perceived security concerns.

Shawlands could be significantly enhanced with a lighting scheme that includes:

- building and shopfront facade lighting;
- architecture lighting to enhance the presentation of public buildings with special effect/colour wash lighting; and
- public realm lighting.

Shawlands requires more than just physical improvements to make it a vibrant and successful destination. Action is required to create a climate of confidence and strengthen engagement with the local community. There is potential to hold events (such as turning on Christmas lights, music, community and food events) and to make better use of improved public spaces for new activities and events.

Shawlands is in a good place-making position to provide a complementary offer to the city centre and major out of town centres (particularly the nearby Silverburn Centre). This needs to be supported through creation/ enhancement of a distinctive mixed character, improved vibrancy and better quality public realm (pavements, lighting, buildings, furniture, etc).

Queens Park is situated at the northern end of Shawlands at the junction of Minard Road and Pollokshaws Road. The park includes leisure and recreational facilities and is well used, attracting visitors from all over the city to its range of facilities, but also to specific activities and events hosted in the park. Despite its close proximity, however, the links between the park and Shawlands are poor. Langside Halls and the adjacent taxi rank, in particular, act as physical barriers to the Park. Improving physical and visual links could help to increase footfall in Shawlands town centre. Working with activity and event organisers to promote Shawlands is also a significant opportunity.

There are a large number of independent retailers in Shawlands, particularly clustered around key areas e.g. Skirving Street and Pollokshaws Road. These create an added attraction for visitors, shops that are not available elsewhere and offer distinctive products. There is potential to build on this growing reputation to attract more independents, further diversifying the retail offer.

The Retail Capacity study identifies the need to expand the comparison goods offer to compete more effectively with other areas. This type of retailer is particularly suited to the smaller and more traditional units of the secondary retail area, but may need specific assistance/support/information to encourage them to choose Shawlands as a good location.

The Comparator Review identifies that Clarkston (which has recently established a Business Improvement District) is actively working to enhance its retail mix and create a more friendly retail experience for customers.

Threats

Feedback from business and resident surveys confirms that Shawlands faces competition from not only neighbouring centres such as Giffnock, Clarkston, Strathbungo and Mount Florida, but also from large out-of-town shopping centres. The main threats include Silverburn, The Avenue, Braehead, East Kilbride Shopping Centres and the City Centre.

The Retail Capacity study acknowledges that Shawlands has a varied retail offer with successful independent retailers, but identifies a limited number of national multiple retail operators. In particular there is no comparison goods anchor retailer – this might dissuade potential customers from shopping in Shawlands, and favour competitor centres.

Having a vibrant night-time economy is good for an area as it helps support businesses, employment, and attracts users that may return during the day to sample the area's retail and leisure offer. Feedback from the resident/ business surveys, however, suggests that this has created an element of anti-social behaviour. Improvements to the public realm and street lighting would therefore help to promote a greater feeling of safety, as would increasing police and community warden patrols.

Parking in Shawlands town centre is available on Kilmarnock Road and its side-streets, but is subject to strict parking controls. Payment is required seven days a week up until 8pm. The Arcade provides 350 free parking spaces, but these are not attractive to users. This parking is accessed off Pollokshaws Road (with no left turn from Kilmarnock Road to Pollokshaws Road), into a basement car park.

This puts the town centre on an uneven playing field with the likes of Silverburn and the City Centre which have either no, or fewer restrictions in place.

3.1 Key Issues and Actions

Each of the baseline reports highlighted a number of key issues in Shawlands that affects its current vitality and viability. At this point, we present the critical issues raised and determine the actions required to support the future regeneration of Shawlands.

Issue 1	**Public Realm Improvements**
Description	The public realm in Shawlands is tired looking and there are no attractive open spaces within the town centre.
Actions	A programme of shop front and public realm improvements would greatly improve the appearance and appeal of the town centre. High Street Kensington is a great example of the success these improvements can bring to a town centre. Please see the Comparator Report for further details.

Issue 2	**The Shawlands Arcade**
Description	Situated at the centre of the Primary Retail Area, the Shawlands Arcade is the main anchor for the town centre. However, it is an unattractive building occupying a key site in the town centre.
Actions	Options for the future development of the Arcade should be considered as part of any future Action Plan. Proposals should outline the potential of the development as an anchor destination.

Issue 3	**Creating a Vibrant Night-Time Economy**
Description	Shawlands has a host of restaurants, bars and nightclubs, making the area busy with revellers long after the shops have closed and late into the night.
Actions	Improving the lighting at night would create a more friendly town centre and regular police patrols would help to control any threat of anti-social behaviour. This would help attract further customers as well as a more affluent and older demographic.

Issue 4	**Creating a Sense of Place**
Description	Shawlands lacks creative/distinctive signage to let people know that they have entered the area. There is no open focal point within the town centre, or consistency of street/building pattern within it.
Actions	Erection of entrance signage, better use of banners to promote events, development of more events, and assess options for development of public realm spaces and the introduction of public art.

Issue 5	**The Threat of Other Centres**
Description	Shawlands faces significant competition from neighbouring centres, including Glasgow City Centre and large out-of-town shopping centres.
Actions	Shawlands needs to build on the success of its independent traders creating more opportunity for independent and niche retailers. Branding the town centre as a successful location for niche retail would help to improve its reputation as a distinctive centre.

Issue 6	**Comparison Floorspace**
Description	There is a quantum of comparison goods surplus expenditure within the Shawlands town centre catchment area and it is considered that the majority of this surplus is currently being captured by the large stores and centres that are identified out with the Shawlands catchment. Approximately £41.22m worth of comparison goods expenditure leaks out of the Shawlands town centre catchment area.
Actions	Seek to enhance the town centre's market share and trade retention through the remodelling of existing retail floorspace, the development of additional retail floorspace and co-ordinated town centre marketing.

Issue 7	**Convenience Goods Expenditure**
Description	The retail capacity study identifies that in broad terms the expenditure generated by the Shawlands catchment is below the turnover of the existing convenience retail floorspace with the study indicating that there is an £18.71m deficit of convenience goods expenditure at 2010 extending to £19.73m at 2015.
Actions	There is no need for additional retail floorspace and the existing retail floorspace meets the requirements of the Shawlands town centre catchment area, but there are some issues with quality.

Issue 8	**Parking**
Description	There are currently several parking restrictions in Shawlands town centre. On the main street cars have to pay and display every day of the week and the feedback from the Customer Survey suggests that potential shoppers are using the free car parking at the Shawlands Arcade as a base from which to travel to other parts of the city.
Actions	Reduce parking restrictions, introduce free parking on Kilmarnock Road, and improve the links between car park at Shawlands Arcade and Kilmarnock Road.

Issue 9	**Developing Branding and Events – Farmers Market**
Description	As part of the retail capacity assessment, consideration was given to the potential benefits of a monthly farmers market in Shawlands town centre. The Retail Capacity Assessment reports that a monthly farmers market would not have any significant impact on existing retailers in the town centre and on the contrary could offer existing retailers the opportunity to participate.
Actions	If promoted and marketed appropriately a Farmers Market could assist with increasing footfall in the town centre which could only be to the benefit of existing town centre retailers.

Issue 10	**Establish Shawlands Business Association**
Description	The traders in Shawlands town centre are currently working towards establishing Shawlands Business Association. The Comparator Review outlines the success of the Tollcross traders in Edinburgh and the steps they took towards this and the success it delivered.
Actions	Continue to work towards forming a formal constitution and discussing issues at regular trader meetings.

Issue 11	**Ease of Movement in Town Centre**
Description	There are several parts of the town centre where pedestrian movement could be improved. Particular problems arise because of the safety railings blocking access and restricting crossing points. In addition to this, the layout of Shawlands Arcade and the points of access from the Arcade onto Kilmarnock Road are restricted because of .the upper level access points. Access is only available via each of the end arcade and one central staircase.
Actions	Introduce ground level access to the arcade and remove all pedestrian barriers to improve the pedestrian flow in the area. The Comparator Review highlights a best practice example of this approach as demonstrated by High Street Kensington.

Shawlands Retail Study Comparator Review

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1. Executive Summary

1.1 Introduction

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The brief outlined the need for a study that addressed three specific work streams:

- preparation of a retail capacity assessment and recommendation on a preferred retail scenario for Shawlands;
- estimation of the potential impacts and benefits arising from the preferred retail scenario; and
- review and recommend a place positioning strategy for Shawlands.

This document presents a comparator review (completed by EKOS) of three areas which have addressed similar issues to Shawlands – High Street Kensington in London, Tollcross in Edinburgh, and Clarkston in East Renfrewshire. The purpose of this report is to explore the issues and actions taken, and consider the lessons and findings in the context of Shawlands.

The Retail Capacity Assessment (completed by GL Hearn) and Place Making Review (completed by Ironside Farrar) are available as independent reports. These reports, together with this comparator review, will be used to inform the development of a Centre Action Plan for Shawlands.

1.2 Summary of Findings

The comparators chosen for this analysis were selected because of the issues they faced and the subsequent actions taken to address them.

High Street Kensington

In order to improve the quality of the public realm and maintain and enhance the viability of High Street Kensington as a major shopping destination, improvements have been made along a 1.2 km stretch of Kensington High Street. These improvements include altering the overall layout of the footpath and carriageway.

The work has won a Civic trust Award for Environmental Design 2004, received two nominations at the London Transport Awards 2004, won Best Transport Lighting Scheme 2002 at the Lighting Design Awards, and has received much attention from other local authorities and professionals as an exemplar of UK public realm best practice.

The work was carried out in phases, adopting an evidence based approach for monitoring the impact on pedestrian safety; which enabled changes/ alterations as the scheme progressed. A major success of the project was the change in culture and attitude towards engineering design standards, moving away from abstract safety criteria to an evidence-based approach. This approach created high quality streetscape design that respected the architectural heritage and sense of particular places and welcomed and empowered all users, particularly pedestrians.

Tollcross, Edinburgh

Tollcross is one of nine key town centres identified in the Local Plan for Edinburgh. It is located at the edge of the City Centre, within easy walking distance of Princes Street and benefits from some positive place advantages. In 2007, a report was completed for the Council 'The Tollcross Viability and Improvement Study', which recommended a wide range of measures aimed at underpinning the centre's economic position.

Since 2007, progress has been made on certain key recommendations of the study, including the successful establishment of a new traders' association, and an ongoing forum to address local issues – the Tollcross Working Group.

The Traders Association has been very active, growing from 20 members in 2006 to over 60 in 2010. The Association therefore has a strong mandate as representative of retailers in the area and is able to project forward ideas for a 1-3 year programme with a degree of confidence, based on widespread support. The Traders Association is strong largely because it has a small number of active and talented Champions who have encouraged members to get and stay involved and stay involved.

Clarkston BID

The Clarkston BID was the tenth BID established in Scotland (June 2010) and is sponsored by East Renfrewshire Chamber of Commerce and East Renfrewshire Council (ERC).

The Clarkston BID business plan was developed in consultation with businesses and shoppers and BID projects include the creation of up to six new annual events to bring shoppers to the area, a marketing campaign to promote the area, the introduction of a shop improvement fund, the re-introduction of Christmas lighting, improved signage, and a review of both parking and traffic flow.

The Clarkston BID team conducted extensive research with businesses and shoppers and identified a number of reasons why a BID was required, and using this information developed several key objectives for the BID.

2. High Street Kensington

2.1 Background

Kensington High Street lies at the heart of the Royal Borough of Kensington and Chelsea. It is on the major east-west radial route to the centre of London and is an important commercial/retail street flanked by highly desirable residential areas.

In recognition of this the Borough Council initiated a programme of streetscape improvements in the mid 1990s to improve the quality of the public realm as an attractive place to live and work, and to sustain the vitality and viability of the High Street as a major shopping destination in the face of other competing retail developments.

2.2 Issues

Between 1995 and 1998 the Borough Council commissioned a series of background studies to establish a draft strategy and recommendations for High Street Improvements. Although a high quality destination for residents and tourists alike in the West End of London, there were series issues with both pavement quality and traffic controls which prohibited free flow of pedestrians and vehicles through the area.

The need for action was identified to improve the quality of the public realm to maintain and enhance the viability of High Street Kensington as a major shopping destination. This was exacerbated through threat from neighbouring shopping areas and large scale retail developments.

2.3 What Was Delivered

Improvements have been made along a 1.2 km stretch of Kensington High Street. The overall layout of the footpath and carriageway has been rationalised through the removal of pavement build-outs and the clear definition of the footpath kerb line along one continuous, smooth alignment.

Re-organisation of traffic lanes has allowed footpath widths to be increased on the more heavily used south side of the street, and for the central reserve to be increased to 3 metres or more to better accommodate existing cycle parking and allow the introduction of tree planting.

Movement across the street has been improved with new crossings provided at strategic locations and existing ones simplified, where possible, to accommodate straight, rather than staggered crossings. In areas of the street where this has not been possible, staggered crossings have been radically redesigned with the removal of guardrails and simple definition of the central island using a double, 300mm, raised granite kerb.

Surface materials have been simplified with the carriageway remaining asphalt and the footways paved in sawn Yorkstone flags and edged with 300mm silver gray granite kerbs. Footway crossovers and the central reserve have been paved in Yorkstone setts and are also edged with granite kerbs. Quadrant kerbstone returns have been used to drop kerbs with the surrounding paving laid to gentle gradients, dropping to the crossing point. This has allowed the change in level from footway to carriageway to be accommodated in one visually smooth transition and negates the need to cut the Yorkstone flags ensuring the paving reads as one continuous surface.

The streetscape has been altered with the removal of around 715m of guardrails with just 60m replaced. Standard designs have been avoided in favour of a robust bespoke stainless steel design, which, with just three horizontal railings, is visually less dominant than standard designs.

Litter bins were reduced in number from 40 to five, and these were coordinated in design and location, with stainless steel used throughout. Lighting has also been used to separate carriageway and footpaths.

Low stainless steel hoop mounted road traffic signs have been installed to replace the standard 'keep left' illuminated bollards and no entry signs. These are up-lit by recessed light fittings.

Seating is also provided, but sparingly, and located in areas that do not obstruct pedestrian flows.

2.4 Impact

Redevelopment of the public realm on Kensington High Street has delivered several positive impacts. These include:

- the streetscene, which is simple and easily legible;
- the removal of furniture, which allows pedestrians to move freely along the street without fear of crashing into anything;

- the use of a limited palette of high quality paving materials, implemented with excellent detailing and workmanship, creating a visually coherent floorscape with clearly defined footway and kerblines;
- rearrangement and simplification of pedestrian crossings and the extension of the central reserve, allowing the High Street to be crossed more easily and safely;
- the removal of guardrails, giving the street a more open feel, which is safer for wheelchair users who do not have their view blocked by railings; and
- the work has won a Civic trust Award for Environmental Design 2004, received two nominations at the London Transport Awards 2004, won Best Transport Lighting Scheme 2002 at the Lighting Design Awards, and has received much attention from other local authorities and professionals as an exemplar of UK public realm best practice.

2.5 Lessons

Lessons from Kensington High Street public realm that can be replicated for Shawlands include:

- The simple, classical design techniques used along High Street Kensington as an integrated scheme;
- the removal of unnecessary clutter, and the use of high quality materials and craftsmanship;
- the creation of a vision for Kensington High Street which keep the standards expected by local residents and visitors;
- the work being carried out in phases and adopting an evidence based approach for monitoring the impact on pedestrian safety; which enabled changes/alterations as the scheme progressed; and
- a change in culture and attitude towards engineering design standards, moving away from abstract safety criteria to an evidence-based approach. This approach could create high quality streetscape design that respects the architectural heritage and sense of particular places and would welcome and empower all users, particularly pedestrians.

3. Tollcross, Edinburgh

3.1 Background

Tollcross is one of nine key town centres identified in the Local Plan for Edinburgh. Tollcross is located at the edge of the City Centre, within easy walking distance of Princes Street, and benefits from some really positive place advantages. It forms one of Edinburgh's inner urban centres, offering a distinct centre on a key arterial route in and out of the City Centre and the south of the city.

The area benefits from a strong community and place identity as well good public transport links and access to a range of local amenity. Tollcross sits between Fountainbridge and the Quartermile developments representing two of the biggest reinvestment and regeneration projects anywhere in the City.

In 2007, Ironside Farrar completed a report for the Council entitled 'The Tollcross Viability and Improvement Study', which recommended a wide range of measures aimed at underpinning the centre's economic position. Although the report in part focussed on the impact of the regeneration of adjacent areas on Tollcross, which has to some extent been affected by current economic conditions, it is likely that in the longer term the findings will continue to remain credible.

The study was progressed through a series of consultations with businesses, residents and other stakeholders. In addition to this, questionnaires were distributed to allow the identification of the main issues in Tollcross.

3.2 Issues

Tollcross has been an urban centre undergoing significant change over an extended period. The new developments of today are only part of a long process of restructuring and change, not all beneficial, which started in the 1960s. These included some major demolitions, limited new build and further site redevelopments that often fragmented Tollcross and introduced a level of blight to the area.

Key Issues identified were:

- the role of City of Edinburgh Council in promoting improved vitality in partnership with the community and local businesses;
- understanding better the changing role and opportunities for Tollcross as a result of current and forthcoming major investments in Fountainbridge, Quartermile, Edinburgh Quay and the Financial Services District; and
- how to address constraints, image and environmental detractors which adversely impact on quality of place, retail confidence and vitality of the centre.

Ironside Farrar's report concluded Tollcross needed to move forward and capture the opportunity presented by investment in the local area to offer a Town Centre with greater appeal.

The key recommendations to address were:

- develop a more active, engaged Business Association to support the drive towards Town Centre Regeneration;
- focus on Home Street and Leven Street as the core of the Town Centre;
- address the sense of welcome, image, parking and accessibility as priority actions; and
- establish a 'Town Centre Contract' between public and private sectors, with each committed and responsible for an agreed package of interlocking measures.

3.3 What Was Delivered

Since 2007, progress has been made on certain key recommendations of the study, including the successful establishment of a new traders' association, and of an ongoing forum for addressing local issues; the Tollcross Working Group. This Group was established jointly by the South Central and City Centre Neighbourhood Partnerships to include key Council representatives along with the Traders Association, the Tollcross Community Council and others.

In 2009 the Working Group was able to improve confidence in the town centre by addressing the quality of public realm in Tollcross. This was achieved via a budget of some £200,000, identified from the Urban Centre Programme allocation of both the South and City Centre Management areas for the period 2009-11.

The City of Edinburgh Council (CEC) was able to deliver streetscape and public realm improvements, informed by the Ironside Farrar 2007 study.

The principal aim of the works was to improve accessibility and the quality of the public realm, to underpin the economic viability of the Tollcross Town Centre by making the public realm outside local shops safer, cleaner and more vibrant, thereby enhancing Tollcross as place to live work or visit.

3.4 Impact

So far the improvements in Tollcross have been as follows:

- Tollcross is cleaner and brighter – as a result of an improved approach to waste management promoted through a pact between traders and the Council;
- the Traders Association has been very active and grown from 20 members in 2006 to over 60 in 2010. The Association therefore has a strong mandate as a representative of retailers in the area and is able to project forward ideas for a 1-3 year programme with a degree of confidence, based on widespread support. The Traders Association is strong largely because it has a small number of active and talented Champions who have encouraged members to get and stay involved and stay involved; and
- vitality and vibrancy have also been improved as a result of many simple/small improvements, eg retailers have undertaken to smarten up shopfronts and to improve lighting of shop signs/fascia to ensure that the shops look open and attractive.

3.5 Lessons

There are a number of lessons for Shawlands that can be taken from the community- and business-led approach in Tollcross:

- traders in Tollcross have an informal 'pact' with the Council whereby both parties agree to show commitment to projects and change. For example the Traders agreed that all waste would be put out on the street only on the morning of collection (not the night before) and the Council agreed to collect as early as possible. Traders agreed to smarten up shopfronts and the Council agreed to consider a street lighting review. The Council and traders jointly agreed to target fly posting over a 12 month period to improve the appearance of the area and reduce the sense of dereliction/decay;
- the Traders Association has been able to agree realistic and achievable goals – often simple and small, for example: loyalty cards (including prize draws for holders); Tollcross 'Bag for Life'; Schools and local traders sponsor markers on the local Pitch & Putt course;
- the Traders Association web site http://www.tollcross-edinburgh.co.uk/ has been very successful. It was originally intended as a source of information for residents/potential customers, but it's members have also started to use it as a means of communication and information sharing about local issues e.g. targeting those responsible for petty theft. This is very useful for traders who are too busy to meet face-to-face to discuss local issues;
- organised events have proved a valuable marketing and community tool, jointly organised by the Traders Association, Community Council, Chamber of commerce, eg Community Murals competition at the Canal Festival; and
- an active Traders Association offers a good point of contact for potential investors, and helps to increase confidence in the area, placing it more competitively amongst the other town centres in Edinburgh.

4. Clarkston BID

4.1 Background

Clarkston is a suburban town to the south of Glasgow, part of East Renfrewshire Council and the Greater Glasgow metropolitan area. It has good travel connections to the city centre via bus and train and is close to the motorway network.

The Clarkston BID was the tenth BID established in Scotland (June 2010) and is sponsored by East Renfrewshire Chamber of Commerce and East Renfrewshire Council (ERC). ERC gave a £20,000 cash contribution toward the first year of the BID.

The Clarkston BID business plan was developed in consultation with businesses and shoppers and BID projects include the creation of up to six new annual events to bring shoppers to the area, a marketing campaign to promote the area, the introduction of a shop improvement fund, the re-introduction of Christmas lighting, improved signage, and a review of both parking and traffic flow.

4.2 Issues

The Clarkston BID team conducted extensive research with businesses and shoppers and identified a number of reasons why a BID was required:

- major investment in competitor locations drawing shoppers away from Clarkston – Silverburn, East Kilbride Shopping Centre, Braehead, Glasgow City Centre, The Avenue, and the Giffnock shopping area;
- many people are unaware of what Clarkston has to offer and what businesses trade in the area;
- Clarkston lacks a 'cohesive' identity that can be promoted to potential customers;
- the accessibility of the area, especially parking and traffic management, is a major cause of concern to both businesses and shoppers;
- businesses in the area wanted a forum to act as a 'strong voice' to raise issues and concerns to the appropriate authorities;

- a close, but separate relationship with ERC was required to allow businesses to discuss the issues that impact directly on their businesses; and
- to engage (and consult) all the businesses in the area in the decisions and actions required to help them develop a strong trading platform.

By doing this, the Clarkston BID hopes to achieve the following objectives:

- to improve the perception of Clarkston, raise the awareness and drive more customer ‘footfall’ ;
- to make the Clarkston shopping experience more ‘friendly’ by improving accessibility, providing information on local businesses and promoting a good transport infrastructure;
- to enhance the overall look and feel of the area;
- to provide a strong local voice for the businesses in the BID area and create a forum to allow interaction and decision-making on key issues; and
- to give Clarkston a strong sense of identity and brand that appeals to customers – both within and outside the immediate locale.

4.3 What Was Delivered

The BID is at an early stage but is developing the following key projects, as identified through the survey feedback:

- **accessibility** – review parking arrangements within the BID area, review traffic management within the BID area and improve the signage to ensure that all visitors are aware of the availability and location of parking;
- **enhancing the retail mix** – create a retail forum that meets on a regular basis to allow businesses in the area to discuss issues relating to the retail mix and other businesses, and to assemble a sub committee to look at a ‘Business Incentive Package’ to encourage new and appropriate business to the area;
- **awareness and understanding** – create a marketing campaign to raise the awareness and understanding of the businesses within the Clarkston BID area, introduce branded signage at entry points for Clarkston and introduce shopping mall type signs to view the area on a map;

- **cleanliness and appearance** – a shopfront improvement scheme, introduce banner points to brighten the area and promote key periods, and introduce Christmas lights to the Clarkston area;
- **safety and security** – invite the police to attend the business forum and investigate a 'Shop Alert' scheme;
- **events** – identify and hold a minimum of three (potentially six) new events in the Clarkston area to encourage more visitors and footfall; and
- **additional activity** – membership of East Renfrewshire Chamber of Commerce to be funded by the BID.

4.4 Impact

The Art in the Windows took place during the summer of 2010 as a demonstration project. Clarkston Town Centre was transformed into an art gallery where the work of local artists, groups and schools was displayed in unexpected venues throughout Clarkston town centre.

The implementation of a successful demonstration event raised the profile of the town centre for the two weeks of the event, as well as highlighting the successful project working of the BID.

4.5 Lessons

Clarkston BID is at an early stage, but even at this point there are lessons to be learned:

- extensive consultation with the town centre businesses is essential as the BID has to be driven by them;
- plan for the ballot well in advance;
- understanding what the businesses want for their town centre, they are the people who will have to pay for it;
- highlight projects that are clearly additional to services provided by the LA;
- form a motivated and well organised Steering Group to tackle issues;
- maintain good communications/relationship with the LA; and
- organise a good demonstration event.

From a wider perspective, based on our detailed knowledge of BIDs in Scotland, additional lessons can be learned:

- the BID Manager is key to the process – they need to be committed, enthusiastic and able to work with a wide range of partners;
- funding for the BID is critical – to attract business support, most BIDs have secured cash and in-kind contributions from their local authority partner, including free collection of levy payments;
- the BID Manager should be based in the local town centre, easily accessible to levy payers, and independent from the LA;
- to generate long-term support for the BID, it should clearly identify how it contributes to the strategy and policy objectives of the LA;
- develop and agree a baseline services agreement with key agencies (police and LA) to ensure that BID activities are additional;
- the BID should develop good relationships with media, particularly the local newspaper, which will be an independent source of information and comment on its plans and progress;
- BIDs have been successful at attracting additional funding, levered against the BID levy; and
- most BID projects have focused around the key areas of:
  - clean and safe
  - accessibility
  - marketing and events
  - public realm and environmental improvements
  - shop premises improvements – shopfront/internal.

Further information on establishing a BID is available via the BID Scotland website, and its Good Practice Guide – www.bids-scotland.com.

Shawlands Town Centre Retail Study Retail Capacity Assessment

Report for Glasgow City Council

December 2010

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1. Introduction

The following retail capacity study has been prepared on behalf of Glasgow City Council and forms part of a retail study to inform the Centre Action Plan for Shawlands Town Centre which is being prepared by the City Council with a range of local agencies. As this retail capacity study forms part of a broader retail study it should be read in association with the Shawlands place positioning strategy prepared Ironside Farrar and also with the Shawlands town centre health check undertaken by Glasgow City Council.

This retail capacity study gives consideration to convenience and comparison goods and establishes the current retail capacity position for the Shawlands town centre catchment area over the period to 2015.

Section 2 of this study provides a review of the development plan policies that are relevant to Shawlands town centre and also gives coverage to national planning policy on retailing as set out in the Scottish Planning Policy document. Section 3 of the report considers matters of retail capacity, setting out the findings from the retail capacity analysis, the details of which are provided at Appendix 2 of this study. Section 4 sets out our strategy findings in respect of the Shawlands town centre and our conclusions are provided at Section 5.

2. Planning Policy Context

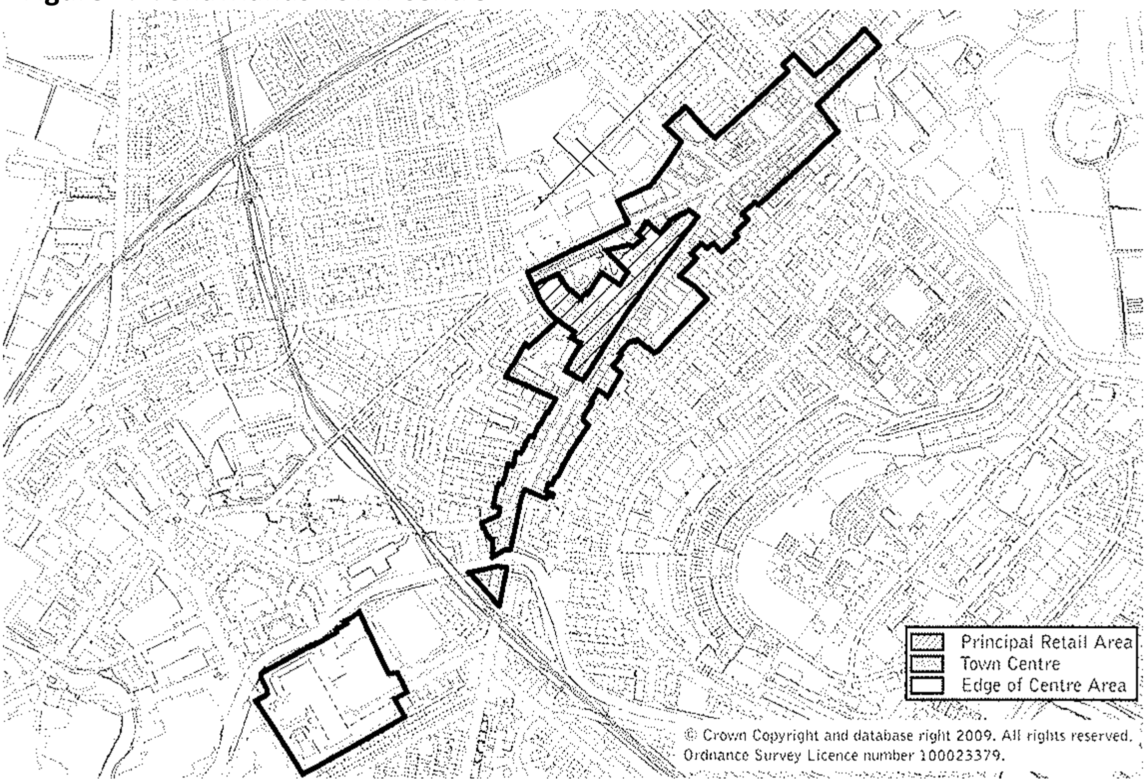
2.1 The Glasgow and Clyde Valley Joint Structure Plan

The approved Structure Plan establishes that town centres provide the focal points of community life and the Metropolitan Development Strategy requires a presumption in favour of safeguarding the network of town centres in Strategic Policy 1(a) of the Structure Plan. Schedule 1(a) of the Structure Plan identifies Shawlands as a town centre to be safeguarded.

2.2 Glasgow City Plan 2 (Adopted December 2009)

Schedule SC(i) of the Glasgow City Plan 2 sets out the City's network of centres and identifies Shawlands town centre as a Tier 2 'Major Town Centre'. Figure 1 below illustrates the defined town centre for Shawlands which is largely linear in form, closely following Kilmarnock Road and Pollokshaws Road. Within defined the town centre, the City Plan 2 identifies a Principal Retail Area which is focused around the Shawlands Arcade while to the south of the town centre, the Morrisons foodstore at Riverford Road is identified as an 'edge of centre area'.

Figure 2.1: Shawlands Town Centre



Source: Glasgow City Plan 2

The Glasgow City Plan 2 clarifies that Tier 1 and Tier 2 town centres have significant office and non-retail employment roles within the urban area, in locations that are well served by public transport, for a wide range of uses.

Policy SC1 of the City Plan 2 establishes that the Council will seek to maximise opportunities for the regeneration of all Tier 1-3 town centres identified in Schedule SC(i) for retail and commercial leisure development, in preference to other locations. The policy advises that this will be achieved by seeking to maintain and enhance their vitality and viability for a range of uses, including shopping, community, entertainment, employment and residential. The supporting text for Policy SC1 advises that the role and range of functions within each of the town centres is reflected in its position in the hierarchy.

Policy SC2 of the Glasgow City Plan 2 sets out the policy objectives for Tier 1 and Tier 2 town centres and establishes that the aim of the policy is to maintain a network of adequate local shopping and related facilities to meet the needs of the whole population of Glasgow. Policy SC2 also advises that although the City Centre is and will remain the dominant retail and commercial location within the City, the next level of town centres (Tier 2) perform a wider range of functions than the smaller Tier 3 centres.

Section 6 of Policy SC2 gives specific consideration to Shawlands town centre and advises that while the town centre has developed a strong night time economy, in addition to offering a range of independent and multiple retailers, it would benefit from a qualitative uplift in comparison retail provision. The City Plan 2 goes on to establish that proposals seeking the redevelopment and renewal of the town centre, and those which contribute to the enhancement of the vitality and viability and range of town centre uses within the town centre, will be supported, particularly where they strengthen the principal retail area and complement the mix of town centre uses, subject to other relevant polices.

2.3 Scottish Planning Policy

Scottish Planning Policy was published in February 2010 and gives specific consideration to town centres and retailing, establishing that town centres are a key element of the economic and social fabric of Scotland, acting as centres of employment and services for local communities and a focus for civic activity, making an important contribution to sustainable economic growth.

The SPP considers networks of centres, advising that development plans should identify a network of centres and that within the network the individual role of each centre should support and be supported by the role of other centres.

In addition, the SPP gives coverage to improving town centres and establishes that the planning system has a significant role in supporting successful town centres through its influence on the type, siting and design of development. The SPP establishes that town centre strategies are key to the delivery of improvements and that they should be informed by the outcomes of regular monitoring of town centre performance including analysis of capacity for change through redevelopment, renewal, alternative uses and diversification based on an analysis of the role and function of the centre.

3. Retail Capacity

In terms of methodology, this retail capacity study has been prepared using the step by step approach which is consistent with the findings of the research paper 'Town Centre and Retailing Methodologies' prepared by Hargest & Wallace Planning Ltd and Donaldsons LLP on behalf of the Scottish Government. In addition to following the step by step approach, this study has been undertaken on the basis of a goods approach as this method allows the separate assessment of quantitative capacity for both comparison and convenience retail floorspace.

3.1 Catchment Area

The plan contained at Appendix 1 illustrates the catchment area of Shawlands town centre which has been agreed with planning officers at Glasgow City Council. The catchment area has been defined taking into account the scale of retail floorspace within Shawlands town centre and by considering those areas which it is likely to have an influence on, given the location of existing retail provision within and outwith the defined catchment and also considering other influencing factors such as accessibility.

The defined catchment area generally corresponds to Shawlands town centre and its immediate surrounds, including the communities of Newlands, Waverley Park, and Crossmyloof. This is reflective of the Council's 2009 Shawlands customer survey which indicates that Shawlands town centre serves a relatively local catchment area.

The western boundary of the catchment is formed by Pollok Park while the northern boundary is formed by an existing railway line. It is considered that those living to the west and north of the catchment are unlikely to undertake convenience shopping trips to Shawlands town centre and will instead undertake food shopping trips to the Morrison stores at Crossmyloof and Riverford Road but may also be drawn to the large Asda store at Helen Street, Govan and to Tesco at Silverburn which are highly accessible from the areas to the west and north of the identified catchment. In terms of non food shopping, many residents to the north and west of the catchment will be drawn to Glasgow City Centre and to Silverburn rather than Shawlands town centre.

The eastern boundary of the catchment is formed by Queens Park and the communities of Langside, Muirend and Cathcart while the southern boundary is formed by Netherauldhouse Road. Those living to the east of the defined catchment are more likely to undertake their shopping trips at other defined centres, including Victoria Road, Battlefield and Cathcart/Muirend while those living to the south of the catchment are likely to be drawn to Giffnock, particularly for food shopping. Glasgow City Centre, Silverburn and East Kilbride also have an influence on these areas, something confirmed by the Shawlands customer survey.

3.1.1 Retail Provision in the Catchment Area

Town Centre Convenience Retail Provision

The Shawlands town centre health check undertaken by Glasgow City Council identifies that the number of convenience retailers in Shawlands town centre has been relatively stable in recent times, with 25 convenience retail units recorded in 2002 and 2005 and with 28 convenience retail units recorded at 2008.

Food retail provision in Shawlands town centre is relatively modest in terms of scale with the largest stores being the Haldanes at Shawlands Arcade (870 sqm net), Farmfoods at Shawlands Arcade (300 sqm net), Co-op at Pollokshaws Road (999 sqm net), Iceland, Kilmarnock Road, (629 sqm net) and Tesco Express at Kilmarnock Road (270 sqm net).

These existing foodstores are located throughout the town centre which assists with ensuring that the town centre has a good distribution of food retail floorspace. However, the existing food retail stores have limited sales floorspace and the nature of the existing stores are such that they predominantly cater for the day to day shopping needs of the catchment and most likely for a walk-in catchment, although they may also benefit from an element of passing trade given the influence of Kilmarnock Road/Pollokshaws Road.

Aside from the above foodstores, convenience retail provision in Shawlands town centre is focused along Kilmarnock Road/Pollokshaws Road where there are a number of small independent convenience stores, including a butchers, a grocers and a bakery.

Town Centre Comparison Retail Provision

Shawlands town centre has a varied comparison goods retail offer and the town centre is home to a number of successful independent retailers that include ladies and men's fashion retailers, gift stores, jewellers, two cycle shops and a golf store. While the town centre has a strong independent retail sector, it has a limited number of national multiple retailers in the comparison goods sector and those represented include Superdrug, Boots, BM Bargains, Semi-Chem, the Sony Centre and the Carphone Warehouse. Overall, the town centre has no comparison goods anchor retailer and taken together with the shortage of non-food multiples, this is something which potentially detracts shoppers from making specific comparison shopping trips to Shawlands town centre.

Other Retail Provision in Defined Shawlands Town Centre Catchment

Outwith Shawlands town centre but within the defined catchment there are a number of large convenience stores, including the Morrisons supermarket at Riverford Road (3,290 sqm net), Morrisons at Titwood Road (2,011 sqm net) and Lidl at Riverbank Street (1,000 sqm net). It is likely that these stores capture the majority of the convenience shopping trade generated by the identified catchment although it is considered that trade may also leak to more distant locations, such as the Asda at Helen Street, Asda at Newton Mearns and Tesco at Silverburn.

In terms of non-food retailing outwith the defined town centre, Auldhouse Retail Park is located within the catchment area identified at Appendix 1. This retail park is essentially a bulky goods retail park, with occupiers currently including Homebase, Comet, Harry Corry, Carpetright and Archers Sleepcentre.

3.2 Retail Study Design Year and Price Levels

For the purposes of the study we have adopted 2010 as the base year. In addition to considering the existing retail capacity position at 2010, the situation in 2013 and 2015 has also been considered in order to examine retail capacity in the longer term and as per the requirements of the study brief. All figures are expressed in 2008 prices which at the time of writing is the most up to date price base available from Experian.

3.2.1 Population

Population levels for the defined catchment are set out in Table 1 (Appendix 2) and base year (2010) population information was obtained from Experian who also provided population projections for the years 2010-2015. These projections are trend based and take account of demography, migration, fertility and mortality rates but do not consider physical land use matters such as housing supply and housing completion forecasts. The total population of the catchment area in 2010 is 21,113 and this is estimated to decline by 149 persons to 20,964 people in 2015.

Table 1: Catchment Area Population 2008-2015

Study Area	2008	2010	2013	2015
Shawlands Catchment	21,113	20,990	21,037	20,964

Source: GL Hearn

It should be noted that no account has been taken of any population that may be generated through existing and potential residential development opportunities which lie within the Shawlands catchment. However, given the limited time period which this study considers (2010-2015) and taking account of the opportunities and the current economic climate, it is considered unlikely that there will be any significant changes in population arising from new residential development in the catchment over the study period.

3.2.2 Convenience Goods Expenditure per Capita

Convenience goods expenditure figures per head for the catchment area have been obtained from Experian and are set out in Table 2A, Appendix 2. The data for 2010 in 2008 prices has been adjusted to remove non-retail store spending made by consumers (known as Special Forms of Trading (SFT). The element of SFT in consumer convenience goods spending in 2009 is advised by Experian to be 3.9%, however the Experian Retail Briefing Note 7.1 (August 2009) advises that since non-store retailing figures include supermarkets that source internet goods sales from store floorspace, the share of non-store retailing is overstated from the point of view of those interested in physical retail outlets, particularly for convenience goods. Accordingly, the 2008 expenditure per head figure sourced from Experian has been deflated by 1.7% rather than the 3.9% Experian forecast.

The 2008 (excl SFT) expenditure is then projected forward at a growth rate of 1.0% per annum. This projected growth rate has been derived from Experian Retail Planner Briefing Note 7.1 which recommends that based on long term trends volume growth per head for convenience goods is estimated at between 0.9% and 1.2%

Table 2: Convenience Expenditure Per Head 2010-2015

2008 Convenience Expenditure Per Head (£)	2008 Convenience Expenditure Per Head Excluding SFT(£)	2010 convenience expenditure per head (£)	2013 convenience expenditure per head (£)	2015 convenience expenditure per head (£)
2,329	2,289	2,335	2,406	2,455

Source: GL Hearn

Tables 3A – 3C (Appendix 2) set out the estimated generated convenience goods expenditure within the catchment area at 2010, 2013 and 2015. These tables represent the result of multiplying the population of the catchment area by the relevant expenditure per capita figures in Table 2A. As can be seen at 2010, the catchment area population generates a total of £49.02m and this convenience goods expenditure is expected to rise to £51.46m in 2015, an increase of £2.44m.

Table 3: Convenience Goods Expenditure 2010-2015

Year	Total Available Convenience Goods Expenditure (£m)
2010	49.02
2013	50.62
2015	51.46

Source: GL Hearn

3.2.3 Comparison Goods Expenditure per Capita

Comparison goods based expenditure per head for the catchment area has been obtained from Experian. This is set out in Table 2B, Appendix 2. The data for 2010 in 2008 prices has been adjusted to remove non-retail store spending made by consumers (known as Special Forms of Trading (SFT). The element of SFT in consumer comparison goods spending in 2009 is advised by Experian to be 7.4%. However, as with convenience goods, Experian indicate that the proportion of non store retailing considered is likely to represent an over-estimate and consequently we have made an estimate of the proportion of SFT based on Experian's guidance of SFT and the proportion we consider appropriate to represent that which is undertaken for comparison shopping (4.5%). Accordingly, the 2008 expenditure per head figure has been deflated by 4.5%.

The 2008 (excl SFT) expenditure per head figure is then projected forward at a growth rate of 2.8% per annum. This projected growth rate has been derived from Experian Retail Planner Briefing Note 7.1 which recommends that based on long term trends volume growth per head is estimated at between 2.7% and 3.0%.

Table 4: Comparison Goods Expenditure Per Head 2010-2015

2008 Comparison Expenditure Per Head (£)	2008 Comparison Expenditure Per Head Excluding SFT(£)	2010 Comparison Expenditure Per Head (£)	2013 Comparison Expenditure Per Head (£)	2015 Comparison Expenditure Per Head (£)
3,676	3,511	3,710	4,030	4,259

Source: GL Hearn

Tables 3D–3F (Appendix 2) set out the estimated generated comparison goods expenditure within the catchment area for 2010 and the design year of 2015. These tables represent the result of multiplying the population by the relevant expenditure per capita figures in Table 2B. As can be seen, there is an increase in available comparison goods expenditure rising from £77.87m in 2010 to £89.29m in 2015, an increase of £11.42m.

Table 5: Comparison Goods Expenditure 2010-2015

Year	Total Available Comparison Goods Expenditure (£m)
2010	77.87
2013	84.79
2015	89.29

Source: GL Hearn

3.2.4 Turnover of Existing and Committed Convenience Retail Floorspace

An estimate based upon company average trading density has been made of the convenience goods turnover of existing facilities within the catchment area. Table 4A (Appendix 2) identifies the existing convenience retail stores within the catchment area and the proportion of each stores turnover that is drawn from the catchment area. This proportion has been assessed by reference to the trading characteristics of the individual stores, their location in relation to areas of population, competing stores and the stores' accessibility. In order to give a comprehensive picture, the table includes all the food retail stores in the defined catchment area.

Table 4A also sets out the net convenience sales area of each of these stores followed by what might be termed the "normal" turnover of these outlets in 2010. As the assessment is undertaken on a goods basis, it is necessary to estimate what percentage of the floorspace is given over to sale of convenience goods. This will vary from store to store, and even during different times of the year. The convenience turnover of the existing stores is then calculated by multiplying the net convenience floorspace with a company average sales density. The average sales densities for the main foodstore operators are sourced from Retail Rankings 2010 and adjusted to a goods basis using company average floorspace/sales information from the Verdict Report on Grocery Retailing. For those stores where average sales density information is not available it has been necessary to take a judgement on the likely average turnover, based upon similar retailers whose turnover data is available from Retail Rankings and by taking into account the general health of the centre in which they are located.

This methodology assumes that all stores (total sales floorspace) trade at company average and the company average turnovers have been re-based to 2008 prices to be consistent with the Experian expenditure data. Table 4A (Appendix 2) establishes that the estimated turnover of the existing convenience outlets drawn from the catchment area is £67.73m in 2010, rising to £71.18m in 2015.

3.2.5 Turnover of Existing and Committed Comparison Retail Floorspace

An estimate based upon company average trading density has been made of the comparison goods turnover of existing facilities within the catchment area. Table 4B (Appendix 2) identifies the existing non-food stores within the catchment area and the proportion of each stores turnover that is drawn from the catchment area. This proportion has been assessed by reference to the trading characteristics of the individual stores, their location in relation to areas of population, competing stores and the stores' accessibility. In order to give a comprehensive picture, the table includes all the non-food retail stores in the defined catchment area.

Table 4B also sets out the net sales area of each of these stores followed by what might be termed the "normal" turnover of these outlets in 2010. As the assessment is undertaken on a goods basis, it is necessary to estimate what percentage of the floorspace is given over to the sale of comparison goods. This will vary from store to store, and even during different times of the year. The turnover of the existing stores is then calculated by multiplying the net floorspace with a company average sales density. The average sales densities for the main non-food operators are sourced from Retail Rankings 2010 and adjusted to a goods basis using company average floorspace/sales information from Verdict (as above). For those stores where average sales density information is not available it has been necessary to take a judgement on the likely average turnover, based upon similar retailers whose data is available from Retail Rankings and by taking into account the general health of the centre in which they are located.

This methodology assumes that all stores (total sales floorspace) trade at company average and the company average turnovers have been re-based to 2008 prices to be consistent with the Experian data. The estimated comparison goods average turnover of the existing comparison outlets drawn from the catchment area is £36.65m in 2010 rising to £38.52m in 2015.

3.2.6 Quantitative Convenience Goods Need (Capacity)

When considering retail capacity data, a surplus of consumer expenditure points to a need for additional floorspace whilst a deficit of consumer expenditure indicates that there is too much retail floorspace and there is no quantitative need for additional floorspace.

Table 5A (Appendix 2) sets out the retail capacity position for convenience goods in the Shawlands catchment and indicates that in 2010, there is a deficit of expenditure of £18.71m, increasing to £19.73m at 2015.

Table 6: Convenience Goods Capacity 2010-2015

Year	Available Convenience Expenditure (£m)	Turnover of Existing Convenience Provision (£m)	Surplus (£m)
2010	49.02	67.73	-18.71
2013	50.62	69.78	-19.16
2015	51.46	71.18	-19.73

Source: GL Hearn

The above findings indicate that the turnover of the existing convenience retail floorspace within the Shawlands catchment area exceeds the convenience goods expenditure generated by the catchment population and as such there is no quantitative requirement for any additional convenience retail floorspace in the Shawlands catchment over the period 2010-2015.

3.2.7 Quantitative Comparison Goods (Capacity)

It was found that comparison goods expenditure within the catchment area will grow by £11.42m between 2010 and 2015 (see Tables 3D-3F, Appendix 2) and taking into account the growth in consumer spending, there is comparison goods capacity within the catchment area of £41.22m in 2010 rising to £50.77m in 2015. This capacity is demonstrated in Table 5B, Appendix 2.

At the request of officers from Glasgow City Council we also ran an alternative comparison goods capacity scenario, applying a lower growth rate to the comparison goods expenditure per head figures provided by Experian. When applying a growth rate of 0.7% per annum, the comparison goods expenditure capacity is reduced, with the results indicating capacity of £38.07m at 2010 and £38.76m at 2015. While it is useful to consider the effects of applying a lower growth rate, particularly given the current economic climate, the results still identify a significant amount of surplus comparison goods expenditure in the Shawlands town centre catchment.

Based on our understanding of the catchment and the results of the Shawlands customer survey, it is considered that the majority of comparison expenditure generated by the catchment leaks to stores outwith the catchment area. This situation is not particularly surprising given the proximity of Glasgow City Centre to Shawlands and also taking into account the quality and quantity of the non food retail offer at other locations such as Silverburn and East Kilbride.

Table 7: Comparison Goods Capacity 2010-2015

Year	Available Comparison Expenditure (£m)	Turnover of Existing Comparison Provision (£m)	Surplus (£m)
2010	77.87	36.65	41.22
2013	84.79	37.76	47.03
2015	89.29	38.52	50.77

Source: GL Hearn

The identified surplus comparison goods expenditure is available for capture by Shawlands town centre and in terms of retail floorspace, if one assumes an average turnover rate of £4,000 per square metre, this equates to 10,306 square metres of comparison goods floorspace (net) at 2010, rising to 12,693 square metres at 2015 (Table 6A-6C, Appendix 2).

While the findings of our study indicate that there is capacity to support additional comparison goods floorspace in Shawlands, as noted above, the reality is that most of this expenditure will be drawn by Glasgow City Centre and other centres and as such it is considered unlikely that all of this expenditure could realistically be captured.

However, if there was an opportunity to deliver new comparison retail floorspace within Shawlands town centre then a considerable extent of floorspace could be supported by the surplus expenditure without there being any significant negative impact on the existing comparison goods retailers in Shawlands town centre.

3.3 Conclusions

In terms of convenience goods, the retail capacity study has identified that in broad terms the expenditure generated by the Shawlands catchment is below the turnover of the existing convenience retail floorspace with the study indicating that there is an £18.71m deficit of convenience goods expenditure at 2010 extending to £19.73m at 2015. In conclusion, there is no quantitative need for additional convenience retail floorspace and the existing retail floorspace meets the requirements of the Shawlands town centre catchment area.

In terms of comparison goods, the quantitative assessment shows that, based on up to date population and expenditure information, there is a considerable quantum of comparison goods expenditure within the catchment area which is potentially available to support additional comparison goods floorspace in the Shawlands town centre catchment area.

4. Shawlands Strategy

The study brief requires the retail capacity study to give specific consideration to Shawlands town centre and in particular the benefits associated with reconfiguring the Shawlands Arcade.

In terms of convenience retailing, we have found that the Shawlands town centre catchment is well provided for, with the existing convenience floorspace in the town centre and the Morrisons stores at Riverford Road and Crossmyloof meeting the food shopping requirements of the catchment.

While we do not consider that the Shawlands catchment area is in a position to support any additional convenience retail floorspace, we acknowledge that if a developer/operator were to come forward with a proposal to develop a new foodstore within the defined Shawlands town centre this would be difficult to resist from a planning policy perspective.

Glasgow City Plan 2 and the study brief both indicate that Shawlands town centre would benefit from a qualitative uplift in comparison retail provision. This position has been confirmed by our retail capacity study which has identified that there is currently £41.22m of surplus comparison goods expenditure within the identified Shawlands catchment and this is expected to rise to £50.77m at 2015.

The scale of the identified surplus is significant and it is likely that this expenditure is currently being captured by stores and centres outwith the Shawlands catchment. The Shawlands town centre catchment is located in close proximity to Glasgow City Centre which is highly accessible from Shawlands by bus and by rail. It is recognised that Glasgow City Centre sits at the top of the City's Network of Centres and that the City Plan's priority is to maximise floorspace delivery in the City Centre. With this in mind it is unrealistic to expect that all of the identified surplus expenditure will be available for capture and that the City Centre will continue to draw a significant proportion of the non food retailing expenditure trade from the Shawlands catchment.

However, aside from Glasgow City Centre, Shawlands town centre also faces competition from other centres, particularly those in East Renfrewshire (Giffnock and Newton Mearns in particular), East Kilbride and from the Silverburn shopping centre which forms part of Pollok town centre and is an identified Tier 2 'Major Town Centre'.

The redevelopment of Pollok town centre through the Silverburn development is a particular threat to comparison goods retailing in Shawlands as it provides a modern covered shopping centre, comprising over 100 stores, the majority of which are large UK multiples and which include two anchor stores in the form of a large Debenhams department store and the largest Marks and Spencer store in Scotland. Silverburn is highly accessible from the Shawlands catchment and its large surface and multi-storey car parks make it particularly convenient for the car bourne shopper.

Taking into account the strength of the comparison retail offer within Glasgow City Centre and at Silverburn, a significant uplift in the comparison goods retail offer in Shawlands is required if it is to capture trade which is currently leaking from the catchment to more distant stores and centres.

In terms of strengthening the comparison goods retail offer of Shawlands town centre, the nature of the defined town centre is such that there are very limited opportunities to create new physical retail floorspace. The defined Shawlands town centre is very linear in its form and the town centre boundary is drawn tightly around Kilmarnock Road / Pollokshaws Road with the majority of the retail floorspace provided in the ground floor of existing tenemental properties.

The nature of the retail floorspace along Kilmarnock Road and Pollokshaws Road is such that the limited sales areas are unlikely to be attractive to national comparison goods retailers, unless vacant retail units or existing non-retail units can be combined to form larger retail floorplates. The town centre health check has identified that there are a limited number of vacant retail units in Shawlands town centre and on this basis it is considered that there will be limited opportunities to create larger retail floorplates through merging existing vacant retail units.

In terms of non-retail units, the town centre health check identified that in 2008, 44% of the retail units in Shawlands town centre were occupied by Class 1 retail uses and 47% were occupied by service uses. In terms of floorspace, 53% of the floorspace is occupied by Class 1 retail uses and 39% is occupied by service uses.

Based on the findings of the health check, if there were to be an uplift in the number of comparison goods retailers and this were to result in a modest loss of some service sector floorspace then this could be accommodated by the town centre. However, the units currently occupied by the service sector tend to be small units (as evidenced by the health check floorspace figures), located outwith the PRA and therefore they are unlikely to be suitable for comparison multiple retailers.

Taking these matters into account, we do not consider the number of service uses in the town centre is a particular problem and in general terms they make a positive contribution to the vitality and viability of the town centre. If there were to a marked uplift in service uses then this would be of concern, particularly if it resulted in the loss of some of the independent retailers that operate outwith the PRA of the town centre.

Moreover, the loss of the small retail units may discourage independent traders from locating in Shawlands town centre and this is something that the emerging strategy for the town centre should seek to avoid as Shawlands town centre successfully supports a number of independent non food retailers and this is one area where the town centre can continue to grow and where Shawlands can potentially provide a different retail offer to that found in the centres with which it is competing. Indeed, we are of the view that in those areas outwith the Shawlands Arcade and the Primary Retail Area, the focus should be on continuing to support existing independent retailers and encouraging others to locate in Shawlands.

The principal development opportunity within the defined town centre is the Shawlands Arcade shopping centre which lies at the heart of the town centre and forms part of the Primary Retail Area as identified by the Glasgow City Plan 2. The Shawlands Arcade is a purpose built pedestrianised shopping centre which dates from the 1960s and combines a series of retail units which overlook Kilmarnock Road together with a small covered shopping centre. The Shawlands Arcade is dated in its appearance and although it provides a series of medium/large retail units, the centre is functionally detached from the town centre, largely because it is raised above Kilmarnock Road.

We have found that the Shawlands Arcade represents the only real opportunity to deliver new large format retail floorspace in Shawlands town centre and it certainly would benefit the town centre if a comparison goods anchor retailer could be attracted here. However, as noted above, we acknowledge that it may be difficult to control the nature of new retail floorspace in the town centre and if the Shawlands Arcade were to be redeveloped to provide a new foodstore then there would be benefits for the town centre, particularly if it were a main food shopping destination which could better compete with the large out of centre stores which currently draw a significant amount of trade from the catchment.

Notwithstanding this matter, the preferred option would be to see the Shawlands Arcade redeveloped with a focus on comparison goods retailing. A redevelopment of the Shawlands Arcade would offer the opportunity to deliver a new retail anchor for the town centre together with a series of retail units that could be attractive to multiple non food retailers. Redeveloping the Shawlands Arcade in this manner would deliver retail floorspace that is currently unavailable in the town centre and would create an environment which would encourage multiple retailers to locate in the primary retail area. If the Shawlands Arcade were redeveloped in this manner it would complement the independent retailers that are found elsewhere in the town centre, helping to create a more balanced retail offer in Shawlands town centre and we are of the view that this would assist in helping to retain retail expenditure within the town centre.

In terms of the likely benefits, the primary benefit would be the retention of trade within Shawlands town centre although it is unrealistic to consider that all of the £50m of identified surplus expenditure could be captured. However, even if a relatively modest proportion of the identified surplus expenditure was retained it would still have significant benefits for the town centre.

In terms of establishing what is achievable, our retail capacity analysis has demonstrated that the existing comparison retail floorspace in Shawlands town centre has a company average turnover of £19.83m at 2010 and £20.84m at 2015. Given the extent of the identified surplus, there is scope to double the comparison goods turnover of Shawlands town centre, although this would be dependent upon redeveloping the Shawlands Arcade with a view to developing out new retail units, including a large anchor store, that would attract multiple retailers and would result in trade being diverted from locations such as Silverburn, Giffnock, East Kilbride and Glasgow City Centre.

In addition to capturing additional retail expenditure, the benefits of improving the centre's comparison retail offer would be significant, giving rise to increased rental levels, attracting more shoppers to the area, boosting investor confidence and increasing the value of local businesses.

In addition to improving the town centre's comparison retail offer through the redevelopment of the Shawlands Arcade, we have discussed with the Council the benefits that could be achieved by a monthly farmers market in Shawlands town centre. While we have not included such a proposal within our retail capacity analysis, due to it being a special form of trading, based on our findings and our understanding of the town centre, we are of the view that a monthly farmers market would not have any significant impact on existing retailers in the town centre and on the contrary could offer opportunities for existing retailers to participate. Moreover, a monthly farmers market, if promoted and marketed appropriately, could certainly assist with increasing footfall in the town centre which could only be to the benefit of existing town centre retailers.

Taking into account the findings of our retail capacity study and considering the preferred retail scenario of targeting an improvement in the town centre's comparison retail offer, we are of the view that there are no significant land use policy issues that require to be addressed at Shawlands town centre. Indeed, the findings of the retail capacity study are consistent with Glasgow City Plan 2 which establishes that the comparison retail offer of the town centre requires improving and the relevant development plan policies direct retail floorspace to defined town centres, including Shawlands.

5. Conclusions

This retail capacity study has been prepared by GL Hearn to inform and guide retail planning in Shawlands town centre and specifically to form a robust evidential base for the preparation of the Shawlands town centre action plan.

This assessment has reviewed the relevant development plan policy background and gives consideration to quantitative retail capacity for both convenience and comparison goods over the period to 2015. An important background element to the assessment has been the Shawlands town centre health check which has examined the shopping choices of the catchment residents.

In terms of retail capacity, the quantitative assessment has shown that, based on up to date population and expenditure information, there is a considerable quantum of comparison goods surplus expenditure within the Shawlands town centre catchment area and it is considered that the majority of this surplus is currently being captured the large stores and centres that are located outwith the identified Shawlands catchment.

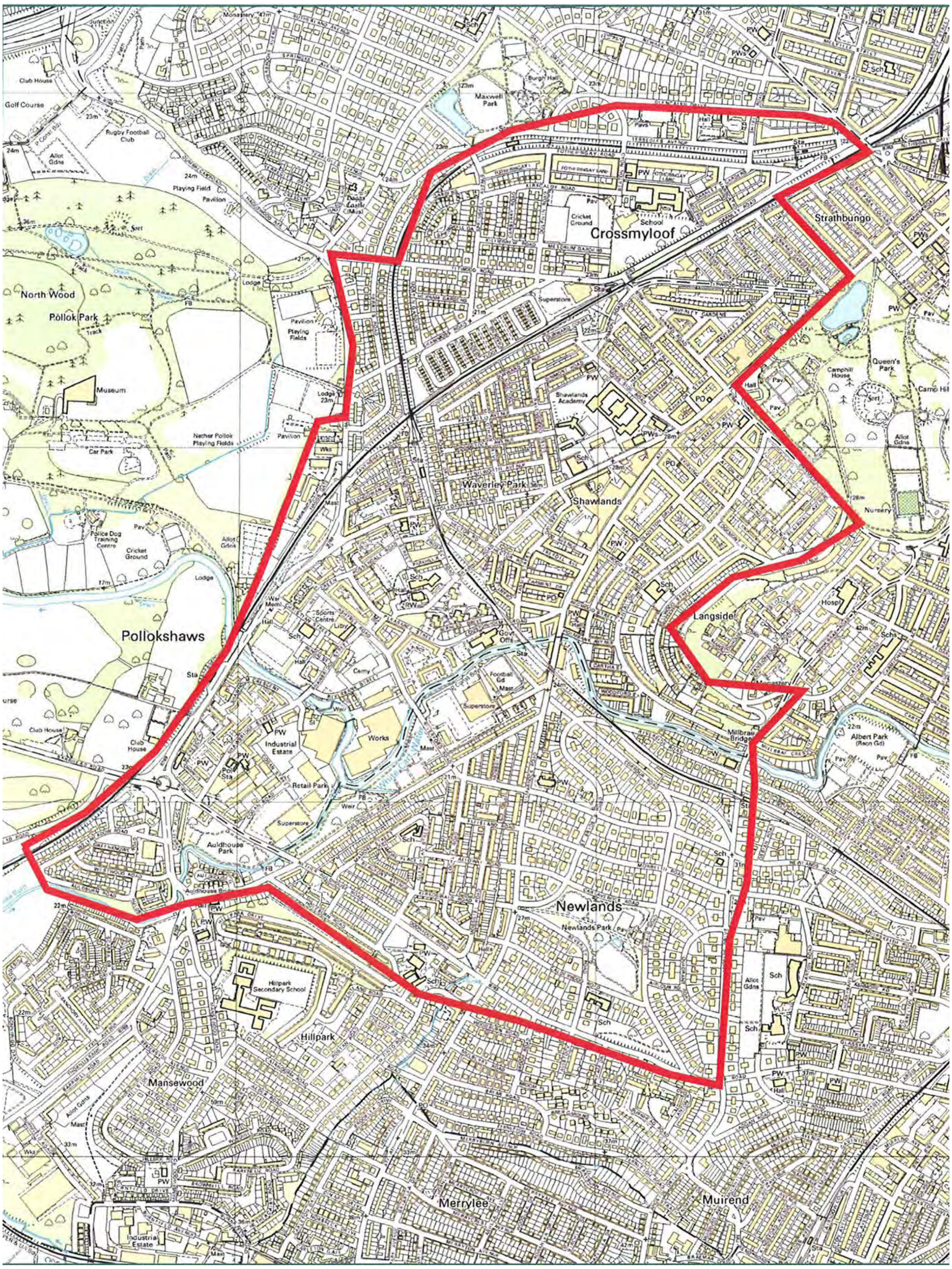
Our assessment has estimated that in 2010 approximately £41.22m worth of comparison goods expenditure leaks out of the Shawlands town centre catchment area and this is consistent with the findings from the findings from the town centre health check and the policy within Glasgow City Plan 2.

Shawlands town centre is defined as a Major Town Centre in the adopted Glasgow City Plan 2 yet it must be recognised that retail hierarchies are dynamic and town centres are competing continually with each other for market share. Within this context, it is important that Shawlands town centre evolves and where appropriate expands in order to remain competitive. We certainly consider it appropriate to seek to enhance the town centre's market share and trade retention through the remodelling of existing retail floorspace, the development of additional retail floorspace and co-ordinated town centre marketing.

In terms of delivering additional retail floorspace, it is evident that there is sufficient expenditure generated by the Shawlands town centre catchment population to support the additional floorspace without having an unacceptable impact on the existing stores within the catchment.

Should the Council be minded to make provision to remodel and/or expand retail facilities in the town centre they should ensure that the scale of any proposed retail floorspace is commensurate with the retail capacity findings and any new retail floorspace should not comprise the future vitality and viability of Shawlands town centre.

Appendix 1: Catchment Area Plan



Appendix 2: Retail Capacity Tables

TABLE 1: CONVENIENCE CATCHMENT AREA POPULATION BY STUDY AREA

Study Area	2008	2010	2013	2015
Shawlands Catchment	21,113	20,990	21,037	20,964

Notes

Experian (2001 Census & 2007 Population Updates)

TABLE 2A: CONVENIENCE EXPENDITURE PER HEAD 2008 - 2015

STUDY AREA	2008 CONVENIENCE EXPENDITURE PER HEAD (£)	2008 CONVENIENCE EXPENDITURE PER HEAD EXCLUDING SFT(£)	2010 CONVENIENCE EXPENDITURE PER HEAD (£)	2013 CONVENIENCE EXPENDITURE PER HEAD (£)	2015 CONVENIENCE EXPENDITURE PER HEAD (£)
A	2,329	2,289	2,335	2,406	2,455

Notes

2010 goods based consumer expenditure per head derived from Experian (2008 prices).

Special Forms of Trading (SFT) of 1 7% used to deflate expenditure per head in order to factor out non retail shop spending.

Expenditure Growth 2008 to 2015 at 1% per annum from Experian Retail Planner Breifing Note.

TABLE 2B: COMPARISON EXPENDITURE PER HEAD 2008 - 2015

STUDY AREA	2008 COMPARISON EXPENDITURE PER HEAD (£)	2008 COMPARISON EXPENDITURE PER HEAD EXCLUDING SFT(£)	2010 COMPARISON EXPENDITURE PER HEAD (£)	2013 COMPARISON EXPENDITURE PER HEAD (£)	2015 COMPARISON EXPENDITURE PER HEAD (£)
A	3,676	3,511	3,710	4,030	4,259

Notes

2010 goods based consumer expenditure per head derived from Experian (2008 prices).

Special Forms of Trading (SFT) of 4.5% used to deflate 2008 expenditure per head in order to factor out non retail shop spending.

Expenditure Growth 2008 to 2015 at 2.8% per annum from Experian Retail Planner Breifing Note.

TABLE 3A: CATCHMENT AREA CONVENIENCE EXPENDITURE 2010

STUDY AREA	2010 CONVENIENCE EXPENDITURE PER HEAD (£)	RESIDENT CATCHMENT POPULATION	TOTAL AVAILABLE CONVENIENCE EXPENDITURE (£M)
Shawlands Convenience Catchment	2,335	20,990	49.02

Notes
Product of Population and Expenditure per Head.
2008 Prices

TABLE 3B: CATCHMENT AREA CONVENIENCE EXPENDITURE 2013

STUDY AREA	2013 CONVENIENCE EXPENDITURE PER HEAD (£)	RESIDENT CATCHMENT POPULATION	TOTAL AVAILABLE CONVENIENCE EXPENDITURE (£M)
Shawlands Convenience Catchment	2,406	21,037	50.62

Notes
Product of Population and Expenditure per Head.
2008 Prices

TABLE 3C: CATCHMENT AREA CONVENIENCE EXPENDITURE 2015

STUDY AREA	2015 CONVENIENCE EXPENDITURE PER HEAD (£)	RESIDENT CATCHMENT POPULATION	TOTAL AVAILABLE CONVENIENCE EXPENDITURE (£M)
Shawlands Convenience Catchment	2,455	20,964	51.46

Notes
Product of Population and Expenditure per Head.
2008 Prices

TABLE 3D: CATCHMENT AREA COMPARISON EXPENDITURE 2010

STUDY AREA	2010 COMPARISON EXPENDITURE PER HEAD (£)	RESIDENT CATCHMENT POPULATION	TOTAL AVAILABLE COMPARISON EXPENDITURE (£M)
Shawlands Comparison Catchment	3,710	20,990	77.87

Notes
Product of Population and Expenditure per Head.
2008 Prices

TABLE 3E: CATCHMENT AREA COMPARISON EXPENDITURE 2013

STUDY AREA	2013 COMPARISON EXPENDITURE PER HEAD (£)	RESIDENT CATCHMENT POPULATION	TOTAL AVAILABLE COMPARISON EXPENDITURE (£M)
Shawlands Comparison Catchment	4,030	21,037	84.79

Notes
Product of Population and Expenditure per Head.
2008 Prices

TABLE 3F: CATCHMENT AREA COMPARISON EXPENDITURE 2015

STUDY AREA	2015 COMPARISON EXPENDITURE PER HEAD (£)	RESIDENT CATCHMENT POPULATION	TOTAL AVAILABLE COMPARISON EXPENDITURE (£M)
Shawlands Comparison Catchment	4,259	20,964	89.29

Notes
Product of Population and Expenditure per Head.
2008 Prices

TABLE 4A: EXISTING CONVENIENCE FLOORSPACE WITHIN CATCHMENT AREA

Stores /Centres	Net (sqm)	Company Average Turnover (£/sqm)	Company Average Turnover 2010 (£m)	Company Average Turnover 2013 (£m)	Company Average Turnover 2015 (£m)	% Derived from Study Area	Turnover from Study Area 2010 (£m)	Turnover from Study Area 2013 (£m)	Turnover from Study Area 2015 (£m)
Shawlands Town Centre									
Newlands Cafe and Convenience Store, 262 Kilmarnock Road	50	2500	0.13	0.13	0.13	100	0.13	0.13	0.13
Key Store, Convenience Store, 254 Kilmarnock Road	120	3000	0.36	0.37	0.38	100	0.36	0.37	0.38
Newlands Delicatessen, 242 Kilmarnock Road	60	3000	0.18	0.19	0.19	100	0.18	0.19	0.19
Key News Plus, 198 Kilmarnock Road	54	3000	0.16	0.17	0.17	100	0.16	0.17	0.17
Weaver Wines, 158 Kilmarnock Road	60	3500	0.21	0.22	0.22	100	0.21	0.22	0.22
Farmfoods, Shawlands Arcade	300	5670	1.70	1.75	1.79	95	1.62	1.66	1.70
Haldanes, Shawlands Arcade	870	6000	5.22	5.38	5.49	95	4.96	5.11	5.21
The Kiosk, Shawlands Arcade	12	3000	0.04	0.04	0.04	100	0.04	0.04	0.04
Iceland, 58 Kilmarnock Road	629	6078	3.82	3.94	4.02	100	3.82	3.94	4.02
Shawlands News, 18 Kilmarnock Road	48	3000	0.14	0.15	0.15	100	0.14	0.15	0.15
Co-op, 1060 Pollokshaws Road	999	6601	6.59	6.79	6.93	90	5.93	6.11	6.24
Shawlands Bookstall Newsagents, 7 Minard Road	64	3000	0.19	0.20	0.20	100	0.19	0.20	0.20
Evelyns Delicatessen, 9 Minard Road	60	3000	0.18	0.19	0.19	100	0.18	0.19	0.19
Weavers Wines, 13 Minard Road	48	3500	0.17	0.17	0.18	100	0.17	0.17	0.18
Newsflash Grocer, 12 Minard Road	64	3000	0.19	0.20	0.20	100	0.19	0.20	0.20
J McGraddie Butcher, 8 Minard Road	42	3000	0.13	0.13	0.13	100	0.13	0.13	0.13
The One Stop Newsagents, 1002 Pollokshaws Road	54	3000	0.16	0.17	0.17	100	0.16	0.17	0.17
BP Petrol Filling Station Kiosk, 910 Pollokshaws Road	180	4500	0.81	0.83	0.85	90	0.73	0.75	0.77
Stalks and Stems Grocers, 1045 Pollokshaws Road	180	3500	0.63	0.65	0.66	100	0.63	0.65	0.66
Howards Butcher, 1093 Pollokshaws Road	64	3000	0.19	0.20	0.20	100	0.19	0.20	0.20
Academy Newsagents, 1117 Pollokshaws Road	60	3000	0.18	0.19	0.19	100	0.18	0.19	0.19
Alan Bevereidge Fishmonger, 1121 Pollokshaws Road	50	3000	0.15	0.15	0.16	100	0.15	0.15	0.16
Candy Love, 1125 Pollokshaws Road	48	2500	0.12	0.12	0.13	100	0.12	0.12	0.13
Oddbins, 7 Skirving Street	72	4000	0.29	0.30	0.30	100	0.29	0.30	0.30
1901 Delicatessen, 13 Skirving Street	120	3000	0.36	0.37	0.38	100	0.36	0.37	0.38
Greggs Bakers, 17 Kilmarnock Road	72	3000	0.22	0.22	0.23	100	0.22	0.22	0.23
Jan De Vries Health Foods, 43 Kilmarnock Road	63	3000	0.19	0.19	0.20	100	0.19	0.19	0.20
Shop Mobile Plus Convenience Store, 45A Kilmarnock Road	60	3000	0.18	0.19	0.19	100	0.18	0.19	0.19
Convenience Store and Post Office, 243 Kilmarnock Road	72	3000	0.22	0.22	0.23	100	0.22	0.22	0.23
Madina Convenience Store, 259 Kilmarnock Road	60	3000	0.18	0.19	0.19	100	0.18	0.19	0.19
Tesco Express, Kilmarnock Road	210	13678	2.87	2.96	3.02	90	2.59	2.66	2.72
Oddbins, Kilmarnock Road	190	4000	0.76	0.78	0.80	100	0.76	0.78	0.80
Other Convenience Floorspace in Catchment									
Shah Newsagents, Minard Road	75	2,500	0.19	0.19	0.20	100	0.19	0.19	0.20
Morrisons, 115 Titwood Road	2,011	12,664	25.47	26.24	26.77	50	12.73	13.12	13.38
Morrisons, Riverford Road	3,290	12,664	41.66	42.93	43.79	65	27.08	27.90	28.46
Lidl, Riverbank Street	1,000	3,295	3.30	3.39	3.46	70	2.31	2.38	2.42
TOTAL	**3,204.00**		**97.41**	**100.36**	**102.38**		**67.73**	**69.78**	**71.18**

Notes

Asda floorspace data dsourced from IGD. Other retail floorspace sourced from GLH on site survey September 2010.

Company Average Turnover Rates Sourced from Retail Rankings 2010 and Verdict Report on Grocery Retailers 2009. Where data no available estaimated turnover rate has been applied.

Company average turnover projected forward by 1% per anum forward to allow for increase in productivity

TABLE 4B: EXISTING COMPARISON FLOORSPACE WITHIN CATCHMENT AREA

Stores /Centres	Net (sqm)	Company Average Turnover (£/sqm)	Company Average Turnover 2010 (£m)	Company Average Turnover 2013 (£m)	Company Average Turnover 2015 (£m)	% Derived from Study Area	Turnover from Study Area 2010 (£m)	Turnover from Study Area 2013 (£m)	Turnover from Study Area 2015 (£m)
Shawlands Town Centre									
Shads Clothing, 278 Kilmarnock Road	48	2,500	0.12	0.12	0.13	95	0.11	0.12	0.12
Affordable Golf, 260 Kilmarnock Road	50	2,500	0.13	0.13	0.13	95	0.12	0.12	0.12
Behind Bars Cycles, 246 Kilmarnock Road	90	2,500	0.23	0.23	0.24	95	0.21	0.22	0.22
Reillys Florists, 222 Kilmarnock Road	80	3,000	0.24	0.25	0.25	95	0.23	0.23	0.24
Branches of Glasgow Furniture, 170 Kilmarnock Road	360	2,000	0.72	0.74	0.76	95	0.68	0.70	0.72
Goldcraft Jewellery, 160 Kilmarnock Road	60	3,000	0.18	0.19	0.19	95	0.17	0.18	0.18
Instore, 128 Kilmarnock Road	600	4,000	2.40	2.47	2.52	95	2.28	2.35	2.40
Adeles Part Shop, 126 Kilmarnock Road	75	3,000	0.23	0.23	0.24	95	0.21	0.22	0.22
Spruce, 114 Kilmarnock Road	75	3,000	0.23	0.23	0.24	95	0.21	0.22	0.22
St Margaret of Scotland Charity Shop, Shawlands Arcade	96	2,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Centre Books, Shawlands Arcade	96	2,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Ed's Emporium, Shawlands Arcade	96	3,000	0.29	0.30	0.30	95	0.27	0.28	0.29
Guardian Jewellery, Shawlands Arcade	84	3,000	0.25	0.26	0.26	95	0.24	0.25	0.25
Picture Framer Art, Shawlands Arcade	84	3,000	0.25	0.26	0.26	95	0.24	0.25	0.25
Paradise Gift Shop, Shawlands Arcade	300	3,000	0.90	0.93	0.95	95	0.86	0.88	0.90
Debra Charity Shop, Shawlands Arcade	230	3,000	0.69	0.71	0.73	95	0.66	0.68	0.69
Jonathan James Shoes	160	3,000	0.48	0.49	0.50	95	0.46	0.47	0.48
JMV Carpets and Flooring, Shawlands Arcade	105	3,000	0.32	0.32	0.33	95	0.30	0.31	0.31
Boots, Shawlands Arcade	140	5,000	0.70	0.72	0.74	95	0.67	0.69	0.70
Sally Health and Beauty, 90 Kilmarnock Road	108	3,500	0.38	0.39	0.40	95	0.36	0.37	0.38
BM Bargains, 82 Kilmarnock Road	450	3,000	1.35	1.39	1.42	95	1.28	1.32	1.35
Superdrug, 82 Kilmarnock Road	175	5,000	0.88	0.90	0.92	95	0.83	0.86	0.87
Thomas Harkins Jeweller, 76 Kilmarnock Road	120	3,000	0.36	0.37	0.38	95	0.34	0.35	0.36
Hallmark Cards, 50 Kilmarnock Road	160	4,000	0.64	0.66	0.67	95	0.61	0.63	0.64
Semi Chem, 48 Kilmarnock Road	105	4,000	0.42	0.43	0.44	95	0.40	0.41	0.42
M&Co Clothing, 44 Kilmarnock Road	200	4,000	0.80	0.82	0.84	95	0.76	0.78	0.80
Barnardos Charity Store, 38 Kilmarnock Road	120	3,000	0.36	0.37	0.38	95	0.34	0.35	0.36
Kalo Jeweller, 26 Kilmarnock Road	60	3,000	0.18	0.19	0.19	95	0.17	0.18	0.18
Fone & PC World Computing, 24 Kilmarnock Road	60	3,000	0.18	0.19	0.19	95	0.17	0.18	0.18
PDSA Charity, 1104 Pollokshaws Road	63	3,000	0.19	0.19	0.20	95	0.18	0.18	0.19
ZigZag Clothing, 1092 Pollokshaws Road	80	3,000	0.24	0.25	0.25	95	0.23	0.23	0.24
Sony Centre, 1084 Pollokshaws Road	80	3,500	0.28	0.29	0.29	95	0.27	0.27	0.28
John Stewart Jeweller, 1052 Pollokshaws Road	35	3,000	0.11	0.11	0.11	95	0.10	0.10	0.10
Buttercup Lane Florist, 15 Minard Road	56	3,000	0.17	0.17	0.18	95	0.16	0.16	0.17
Pearson Brothers Paint, 14 Minard Road	60	3,000	0.18	0.19	0.19	95	0.17	0.18	0.18
Stepping Out Shoes, 1030 Pollokshaws Road	55	3,000	0.17	0.17	0.17	95	0.16	0.16	0.16
Caledonian Lock Safe Company, 1020 Pollokshaws Road	70	3,000	0.21	0.22	0.22	95	0.20	0.21	0.21
Studio L, 1000 Pollokshaws Road	50	3,000	0.15	0.15	0.16	95	0.14	0.15	0.15
Acorn Pet Centres, 992 Pollokshaws Road	80	3,000	0.24	0.25	0.25	95	0.23	0.23	0.24
Eldan, 988A Pollokshaws Road	48	3,000	0.14	0.15	0.15	95	0.14	0.14	0.14
CJ Hayes Records, 6 Springhill Gardens	40	3,000	0.12	0.12	0.13	95	0.11	0.12	0.12
Craig McMartin Cycles, 924 Pollokshaws Road	100	3,000	0.30	0.31	0.32	95	0.29	0.29	0.30
Tackle and Guns, 920 Pollokshaws Road	72	3,000	0.22	0.22	0.23	95	0.21	0.21	0.22
Cancer Research UK, 1073 Pollokshaws Road	120	2,000	0.24	0.25	0.25	95	0.23	0.23	0.24
Regalia Gifts, 1083 Pollokshaws Road	54	3,000	0.16	0.17	0.17	95	0.15	0.16	0.16
Blue Baron Computers, 1089 Pollokshaws Road	50	3,000	0.15	0.15	0.16	95	0.14	0.15	0.15
Glitz and Glamour, 1091 Pollokshaws Road	50	3,000	0.15	0.15	0.16	95	0.14	0.15	0.15
Cardsaver, 1105 Pollokshaws Road	60	3,000	0.18	0.19	0.19	95	0.17	0.18	0.18
Creative Solutions Computer Equipment, 1129 Pollokshaws Road	63	3,000	0.19	0.19	0.20	95	0.18	0.18	0.19
Blush, 1135 Pollokshaws Road	64	3,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Hays Menswear, 1139 Pollokshaws Road	64	3,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Hays Heritage Menswear, 1143 Pollokshaws Road	64	3,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Hays Womenswear, 1145 Pollokshaws Road	105	3,000	0.32	0.32	0.33	95	0.30	0.31	0.31
Cosgrove Care Charity, 70 Skirving Street	70	2,000	0.14	0.14	0.15	95	0.13	0.14	0.14
Young's Interesting Books, 18 Skirving Street	64	3,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Paper Plane Gifts, 12 Skirving Street	64	3,000	0.19	0.20	0.20	95	0.18	0.19	0.19
Butterfly Kisses Ladieswear, 10 Skirving Street	80	3,000	0.24	0.25	0.25	95	0.23	0.23	0.24
Clevercloggs Shoe Repairs, 3 Kilmarnock Road	42	3,000	0.13	0.13	0.13	95	0.12	0.12	0.13
Apollo Blinds, 101 Kilmarnock Road	40	3,000	0.12	0.12	0.13	95	0.11	0.12	0.12
Marie Curie Cancer Care, 109 Kilmarnock Road	72	3,000	0.22	0.22	0.23	95	0.21	0.21	0.22
Cartridge World Computer Equipment, 235 Kilmarnock Road	55	3,000	0.17	0.17	0.17	95	0.16	0.16	0.16
Fun N Feathers, 283 Kilmarnock Road	64	3,000	0.19	0.20	0.20	95	0.18	0.19	0.19
The Carfone Warehouse, Unit 3 The Point, Kilmarnock Road	90	4,000	0.36	0.37	0.38	95	0.34	0.35	0.36
Sub Total	*6611*		*20.88*	*21.51*	*21.94*		*19.83*	*20.43*	*20.84*
Other Comparison Floorspace in Catchment									
			0.00	0.00	0.00	95	0.00	0.00	0.00
Homebase, Auldhouse Retail Park	3407	1,044	3.56	3.66	3.74	95	3.38	3.48	3.55
Comet, Auldhouse Retail Park	1402	6,103	8.56	8.82	8.99	95	8.13	8.37	8.54
Harry Corry, Auldhouse Retail Park	921	1,969	1.81	1.87	1.91	95	1.72	1.77	1.81
Archers Sleepcentre, Auldhouse Retail Park	923	2,000	1.85	1.90	1.94	95	1.75	1.81	1.84
Carpetright, Auldhouse Retail Park	1393	936	1.30	1.34	1.37	95	1.24	1.28	1.30
Store Interiors, Cogen Road	250	2,500	0.63	0.64	0.66	95	0.59	0.61	0.62
Sub Total	*8296*		*17.70*	*18.24*	*18.60*		*16.82*	*17.33*	*17.67*
TOTAL	**14907**		**38.58**	**39.75**	**40.55**		**36.65**	**37.76**	**38.52**

Notes
Company average turnover projected forward by 1% per anum forward to allow for increase in productivity

TABLE 5A: CAPACITY TO SUPPORT ADDITIONAL CONVENIENCE FLOORSPACE

Year	Available Convenience Expenditure (£m)	Turnover of Existing Convenience Provision (£m)	Surplus (£m)
2010	49.02	67.73	-18.71
2013	50.62	69.78	-19.16
2015	51.46	71.18	-19.73

Notes
2008 Prices

TABLE 5B: CAPACITY TO SUPPORT ADDITIONAL COMPARISON FLOORSPACE

Year	Available Comparison Expenditure (£m)	Turnover of Existing Comparison Provision (£m)	Surplus (£m)
2010	77.87	36.65	41.22
2013	84.79	37.76	47.03
2015	89.29	38.52	50.77

Notes

TABLE 6A: COMPARISON GOODS FLOORSPACE REQUIREMENT 2010

Goods	2010 Surplus Expenditure (£m)	Average Turnover Rate (£ per sqm)	Requirement for Additional Retail Floorspace (sqm)
Comparison	41.22	4000	10306

TABLE 6B: COMPARISON GOODS FLOORSPACE REQUIREMENT 2013

Goods	2013 Surplus Expenditure (£m)	Average Turnover Rate (£ per sqm)	Requirement for Additional Retail Floorspace (sqm)
Comparison	47.03	4000	11757

TABLE 6C: COMPARISON GOODS FLOORSPACE REQUIREMENT 2015

Goods	2015 Surplus Expenditure (£m)	Average Turnover Rate (£ per sqm)	Requirement for Additional Retail Floorspace (sqm)
Comparison	50.77	4000	12693

Appendix 3: Glossary of Terms

Glossary of Terms

Catchment Area

Area or areas from which a centre or retail development draws all or a substantial part of its trade.

Comparison Goods

Clothing & footwear; furniture, furnishings & household equipment; medical & pharmaceutical products; therapeutic appliances & equipment; educational & recreation equipment & accessories; books, newspapers & magazines; goods for personal care, goods not elsewhere classified.

Convenience Goods

Food, alcoholic and non-alcoholic beverages, tobacco, non-durable household goods.

Gross Floorspace

The total floor area within buildings which is occupied exclusively by a retailer or retailers

Sales Density

Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.

Special Forms of Trading

All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, partyplan, vending machines, door-to-door, and temporary open market stalls.

Net Floorspace

The area within the shop or store which is visible to the public and to which it has access, including fitting rooms, checkouts, the area in front of checkouts, serving counters and the area behind used by serving staff, areas occupied by retail concessionaires, customer services areas, and internal lobbies in which goods are displayed; but not including cafes and customer toilets.

Shawlands Town Centre Retail Study

Place Making

Report by

Ironside**Farrar**

December 2010

Shawlands Town Centre Retail Study
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Executive Summary

Shawlands has a distinctive character, townscape quality and personality that offers significant opportunities for development and enhancement. Situated on a key arterial and well connected route to local communities and neighbourhoods, Shawlands in terms of place positioning and place quality, probably represents the town centre on the south side with the strongest potential for successful destination building.

Shawlands is a centre with genuine potential to be the „Heart of the Southside', a potential already beginning to be recognised in terms of housing, cultural and retail investment. The centre needs to establish a clear focus on how it can build stronger attractions, improve accessibility, amenity and advance a clear action orientated strategy.

Shawlands, in terms of pubic realm, needs to focus limited resources on it's central area as a priority, building from this over time to extend across the whole town centre. Key issues that need to be addressed include, in order of importance:

- Strengthening local distinctiveness and protecting the assets that offer Shawlands its special qualities of place
- Promote and support an active Shawlands Business Association and the support for a diverse retail/leisure/ cultural offer
- Protect and enhance shop fronts and other trader-related initiatives
- Improve the quality of public realm, civic spaces and legibility of the centre
- Improve signage and other actions to increase the sense of welcome.

The existing quality of townscape is mixed. Overall the centre expresses an eclectic personality that is part traditional Glasgow, part aspiring destination creating a diverse mix that has positive and negative elements, but has a distinct appeal and potential. Over the next few years management should be seeking to enhance and build on the positives to secure a city-wide destination that looks over time to strengthen Shawlands Tier 2 status and build a centre comparable to other destination centres such as exist in Glasgow's West End and those highlighted within the Comparator Review (High Street Kensington, Tollcross Edinburgh and Clarkston BID).

Shawlands needs to continue to compete as a Tier 2 Town Centre and to do so will need to strengthen its profile and brand and build on its place quality and appeal. The aspiration for Shawlands is to be „The Heart of the Southside' is an aspiration based on solid potential and is considered to be very deliverable.

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Report prepared by Ironside Farrar on behalf of Glasgow City Council.
Issue 7582 / December 2010

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1.0 Strengthening Quality of Place

Place making has in recent years emerged as a key process in urban revitalisation. The decline in local / regional town centres and growth of out of town or edge of centre retailing is seen to be unsustainable with area regeneration increasingly focused on town centres as economic drivers and hubs for retailing, services, employment and leisure exploiting a critical mass of inter-related activities and transport connectivity. Urban centres need to make a competitive and distinctive offer. Customers are mobile and are seeking a quality; level of choice and an experience that either matches other centres or offers a distinctive niche appeal.

The most successful urban models, have secured through the balance of land-use, design quality and connectivity a vitality that has made them „urban destinations' creating in the process, new attractions and place references. These help to integrate communities and sustain the mixed use commercial activity, animation and sense of „happening' critical to today's more successful town centres.

The models that have secured these ends have in every case developed through multi-partnered public and private sector partnerships linking often diverse property and land-use interests, developers, entrepreneurs, the planning authority, transport operators, community and stakeholder groups.

An urban framework supported by clear planning briefs and design codes is an essential requirement. This helps to set the agenda and create a clear framework that is dynamic and avoids becoming one-dimensional or overly prescriptive in a way that might constrain individual initiatives, restrict investment and compromise vitality.

Successful destination centres are typically characterised by their special qualities. Important in this regard is personality. The ability to express for a wide range of user groups an appeal, user friendliness and richness that makes a visit more interesting, more vibrant and for many, part of a lifestyle leisure choice. A diverse appeal extends the centres purpose and energy that helps to retain and secure additional footfall and extended dwell times created around:

- A diverse retail offer particularly well represented by independent local retailing
- A diversity of activity, use and events (café culture/ leisure /convenience retail/ gift and niche retail/ restaurants/ licensed leisure /etc) that sustain interest and create leisure and lifestyle choices
- A quality of design and a hierarchy of user/pedestrian friendly environments that captures the distinctive value of the location and assists in providing the infrastructure for exploration, events, markets and cultural activity.

Town centre management needs to facilitate a deliverable and shared agenda that allows all interests to recognise the potential of Shawlands and help to engage retailers / community interests/ property owners/ residents/cultural and specialist groups) in mechanisms that can support change that builds on the qualities of place that will allow Shawlands to flourish. Quality is critical. Glasgow and Shawlands need to set and demand high standards of design and urban planning in all development - public and private sector. It needs to develop an expectation of quality and raise the quality threshold. This is particularly important for long term public funded and/or supported infrastructure and in urban design, shop-front, and streetscape maintenance.



Regeneration Context

2

2.1 Planning Context

Quality of design requires as a starting point an understanding of place and recognition of the importance of the setting and context in which development is proposed. Change is the essential dynamic of all towns and cities. Promoting positive change through quality of design can be a driver for regeneration and help to build a more successful and appealing centre. A key component of addressing change will be the continuing strengthening of the framework for positive change through emerging planning policy (City Plan 3).

In the recent past, planning policy has supported new out of town shopping but not secured positive long term strategies for maintaining a sufficient threshold level of activity in traditional and at risk local town centres. One of the results has been to undermine the competitive capacity of traditional town centres already challenged by changing retail practice and interests of national retailers. Smaller town centres and intra-urban centres have typically sought to adopt strategies that avoid direct competition with edge of centre or mall retail centres and developed strategies that focus on:

- Diversifying the offer (place appeal /attractions/facilities) and experience
- Developing the mix of smaller independent retailers
- Developing cluster activity within specialist niches

In the context of Shawlands this is primarily about building on the sense of opportunity around changing perceptions by consolidating the retail core of Pollokshaws Road/Kilmarnock Road making a visit more attractive including capturing more passing trade and seeking to capitalise on the potential evident from the existing range of niche shops and café culture.

In 2008 Glasgow commenced work on a Town Centre Action Plan for Shawlands by forming a Steering Group chaired by the Depute Leader of the City Council. This instigated a range of interventions including a TCRF bid, a Customer Survey, Business Survey and town Centre Healthcheck. Through the City Council the Group also commissioned the following independent retail study to inform an Implementation Plan to co-ordinate a set of specific actions to drive the Town centre forward.

2.2 Historical Context

In the 18th Century Shawlands was rural and undeveloped and, like many similar areas in the city, grew up as a direct response to improved tram links to the city centre, and the need for working/middle class housing prompted by the city's growth in population and economy.

The 19th and early 20th centuries was a period of intensive building of both residential tenements for middle class homes and grand public buildings, including Langside Hall, Camphill Gate. In the surrounding streets many fine two storey terraces were also built, making this a desirable residential location, well served by shops and facilities including churches, schools, libraries and major parks including Queens Park, which was developed in the late 19th century, one of many Glasgow Parks established at this time in response to the city's expansion as a result of the industrial revolution.

Shawlands Cross 1940

2.3 Shawlands Today

Shawlands is located on a main arterial route to the City Centre, some 3km south of the River Clyde on the A77, Pollokshaws Road, becoming Kilmarnock Road at Shawlands Cross. Served by excellent bus links to the city centre and to the south and by three railway stations; Crossmyloof on the Glasgow – East Kilbride/ Barrhead/Kilmarnock Line and Shawlands and Pollokshaws East on Glasgow – Cathcart Circle/Neilston/Newton line, all offering frequent services to Glasgow Central.

Today, housing in the Shawlands area consists mainly of tenement but there are also 1920s semi-detached houses, 1890s semi-detached villas, terraced cottages, detached houses, council flats with verandas, and post-modern flats.

The area has seen a gradual gentrification over the past 20 years, leading some to dub it "the new West End". South of Shawlands had traditionally been designated „dry areas', where pubs and alcohol were forbidden, so people have traditionally come from miles around to shop, work and have a night-out in Shawlands. On Tantallon Road, there is what was once the largest co-ownership developments in Europe - flats and garages set in manicured gardens, built in the 1970s.

Within walking distance are The Tramway theatre (and The Hidden Gardens), Pollok Park, Burrell Collection; the Victoria Infirmary; Hampden Park; Newlandsfield Park, home of Pollok F.C.; and Alexander Skirving's Battlefield Monument, erected to commemorate the 1568 Battle of Langside.

There are bowling clubs and greens, Queen's Park, which has allotments, a botanical garden glass house, public tennis courts, a public golf course, children's play areas, a boating pond, farmer's markets and a hill affording unrivalled views of the city.

The community around Shawlands town centre is densely populated and is also supported by smaller town centres such as Strathbungo, Victoria Road, Battlefield and Mount Florida. These provide shops and services of a more local nature than Shawlands town centre, which provides higher order facilities.

In considering the place positioning, key neighbouring centres such as Pollokshaws, including extensive new residential developments and settlement growth, needs to be included. Port Eglinton is already underway and Pollokshaws is proposed as a more family orientated „urban village'. The catchment for Shawlands is therefore expanding and this is particularly important as a hub location and town centre with a developing evening economy and cultural / leisure appeal.

2.4 Shawlands Place Qualities

Shawlands has a distinctive townscape and visual structure. The character stems from the simple single defined street form and the individual shops and buildings but the quality of architecture is not consistently high. The Shawlands Arcade, completed in 1968 is acknowledged as of poor architectural quality and in need of significant re-investment and upgrading or re-development.

The high density 19th /20th century 3-4 storey tenements, with retail on the ground floor are retained along the much of Kilmarnock Road and Pollokshaws Road, but the façade is in places broken by newer, often relatively poor quality lower buildings particularly on the west side of Kilmarnock Road and west side of Pollokshaws Road, resulting in a lack of cohesion in streetscape quality.

Buildings include noteworthy civic and commercial buildings (Langside Halls, Camphill Gate, Corona) but also important assemblages of buildings forming strong streetscape elements such as at Shawlands Cross. There is an interesting hierarchy of side streets running off from the spine created by Pollokshaws Road/Kilmarnock Road, including Skirving Street, Mount Stuart Street and Moss Side Road with a change in scale and character. There is also an interesting network of lanes behind Camphill Gate which has significant long-term potential. The integrity and coherence of the centre has historically been damaged by road and transportation measures and inappropriate building developments, façade treatments and signage.

Shawlands lacks a significant urban civic space. The area in front of Shawlands Kirk on the corner of Pollokshaws Road/Moss Side Road is heavily wooded, concealing a key building and potential civic space. The assemblage of buildings, rooflines and the human scale of primary and secondary streets and smaller public realm spaces provide a strong foundation for developing its place qualities to reflect its aspirations to be a more vibrant town centre.
Shawlands architectural character is influenced by a large number of Listed Buildings including:-
Langside Hall, _A-listed
Camphill Gate _B-listed
N 23-53 Camphill Avenue B-listed
Art Nouveau The Corona Bar
Crossmyloof Mansions (The Granary)

Assessing Place

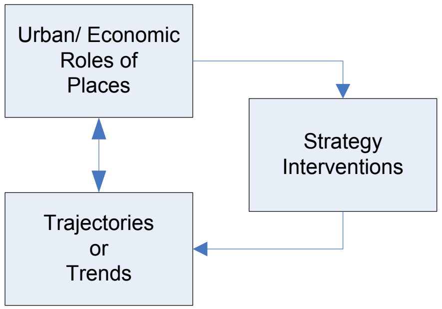
3

3.0 Assessing Place in Glasgow Town Centres

The issue of „place setting' and „place positioning' is important to the economic and social context of the town centres within the metropolitan Glasgow area and the relative roles functions and hierarchy of centres across the city.

The City Plan categorises all centres within the city in relation to their role and functions. The Council seeks to maximise opportunities for the regeneration of all Tier 1-3 Town Centres (see Schedule SC(1)) for retail and commercial leisure development. The tiers are as follows:

Tier 1 Metropolitan Centre - City Centre
Tier 2 Major Town Centres - Shawlands and 4 other centres
Tier 3 Local Town Centres – 12 Local Centres



Amended from Urban Competitiveness Framework and Experian Parkinson et al (2000) State of English Cities.

Planning policy is seeking to pro-actively support Glasgow's town centre locations to ensure that the city is able to retain accessible and sustainable locations that can provide a wide range of goods and services that address and respond to community need.

In the wider context (Scottish Planning Policy) town centres are recognised as playing a key role in attracting and retaining Scotland's skill base and creating towns and cities that can compete globally and support the national policy for sustainable economic growth.

This is also a key driver of economic development policy in Glasgow, see Economic Strategy, however it may be argued that there is a tendency to focus on the „flagship spaces and places' eg IFSD, Merchant City and a lack of recognition that places like Shawlands, West End and Dennistoun also have an important role as residential and town centres for the „skilled' and creative and also present an opportunity for the City's economy.

Scottish Planning policy recognises the importance of place quality in terms of:

"Well-qualified, **creative people are attracted to places** which offer a variety of economic opportunities, a stimulating environment, amenities for a wide range of **lifestyles and good connections** to other **high quality** places." (SPP)

Developing a Simple Typology

Experience in undertaking town centre regeneration studies in Scotland suggests that a broad typology of centres can be readily established. A range of typically anecdotal, but nevertheless relevant benchmarks identify a range of town centres that range from „successful destination urban centres' through to „challenged and failing' centres. A pattern emerges that quickly impacts on regional and local community place perceptions, vitality and vibrancy of the centre and level of investment. An example of such a typology is presented:

The challenge for Shawlands within this context is to move from being an „aspiring vibrant centre' to a „successful destination'. This would nurture Shawlands potential and be beneficial for the City. By becoming a destination that attracts the skilled, creative and entrepreneurial Shawlands would have a positive impact on the City's skill base and ultimately help build the City's economy.

More importantly by becoming a successful destination it would attract additional business, footfall and spending power from the centres affluent southern suburbs that would otherwise go elsewhere, for example Giffnock, Newton Mearns, the City Centre and West End. By building Shawlands as a destination it would also help to underpin the long term vibrancy of nearby niche centres such as Strathbungo and Nithsdale Rd in Pollokshields.

Typology	Successful Destination Town/ Urban Village	Aspiring Vibrant Centres	Stable Town Centres	Centres Seeking New Role	Challenged Declining Centre(s)
Character	Clear Brand Offering Quality Urban Setting	Personality Vibrancy & Mixed Character	Diverse Stable Broadly Based	Changing Mix Under Investment Variable Quality	Weak Offer Poor Environment Closed Units
	Byres Road (Glasgow)	**Shawlands (Glasgow)**	Newington (Edinburgh)	Tollcross (Edinburgh)	Possil (Glasgow)
	Stockbridge (Edinburgh)	Coults (Aberdeen)	Lochee (Dundee)	Parkhead Cross (Glasgow)	Niddrie (Edinburgh)
	Morningside (Edinburgh)	Bruntsfield (Edinburgh)	Portobello (Edinburgh)	Leith (Edinburgh)	
		Great Western Road (Glasgow)	Corstorphine (Edinburgh)		
		Yorkhill (Glasgow)			
		Dennistoun (Glasgow)			

Understanding Trends & Town Trajectories

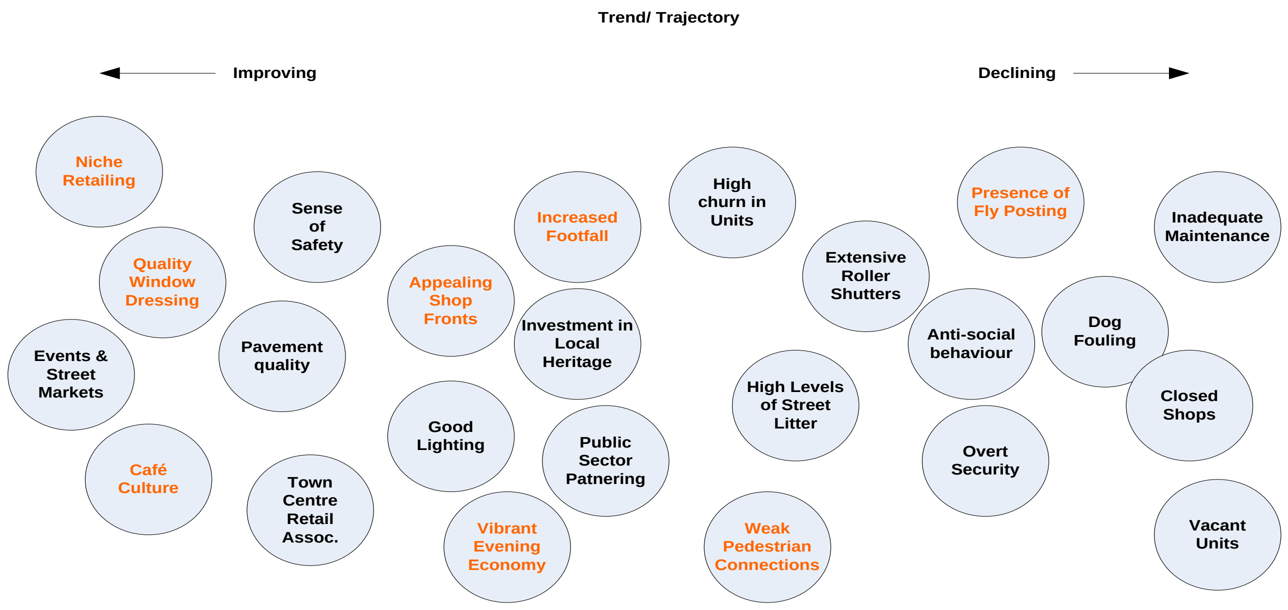
A second key issue in assessing town centres in terms of place quality, place-setting and place-making is understanding the wider trends (retail health check/economic assessments) and local trends and their impact on the place trajectory. Too often the failure to understand trends means inappropriate interventions are identified or palliative solutions are offered to deep seated structural issues and wider are regeneration problems.

To understand the trends or trajectories of places a wide number of research and town centre studies (CABE/ ATCM/ DoE/ NRPF) have highlighted the critical needs to build centres around four key fundamentals. These include

- **Attractions -** a reason to visit based most frequently on retail but also increasingly around the added experience associated with cultural/ civic and services etc
- **Accessibility -** a ready ease of access and mobility within the centre and including the legibility of the centre and sense of connectedness
- **Amenity -** a user friendliness and „pull factor' that makes a visit enjoyable and positive and links to the sense of added experience'
- **Action** - addressing failings and continuously improving the „A's above through broadly based initiatives and partner/ stakeholder activity

Conversely a number of simple indicators indicate centres at risk where the trend/trajectory is downward where, the attractiveness, accessibility and amenity are all challenged and in decline or where indicators are declining and the trend is negative.

In terms of place-setting town centre assessments should seek to understand both the place in the urban typology of the centre and current trend/ trajectory in to define interventions.

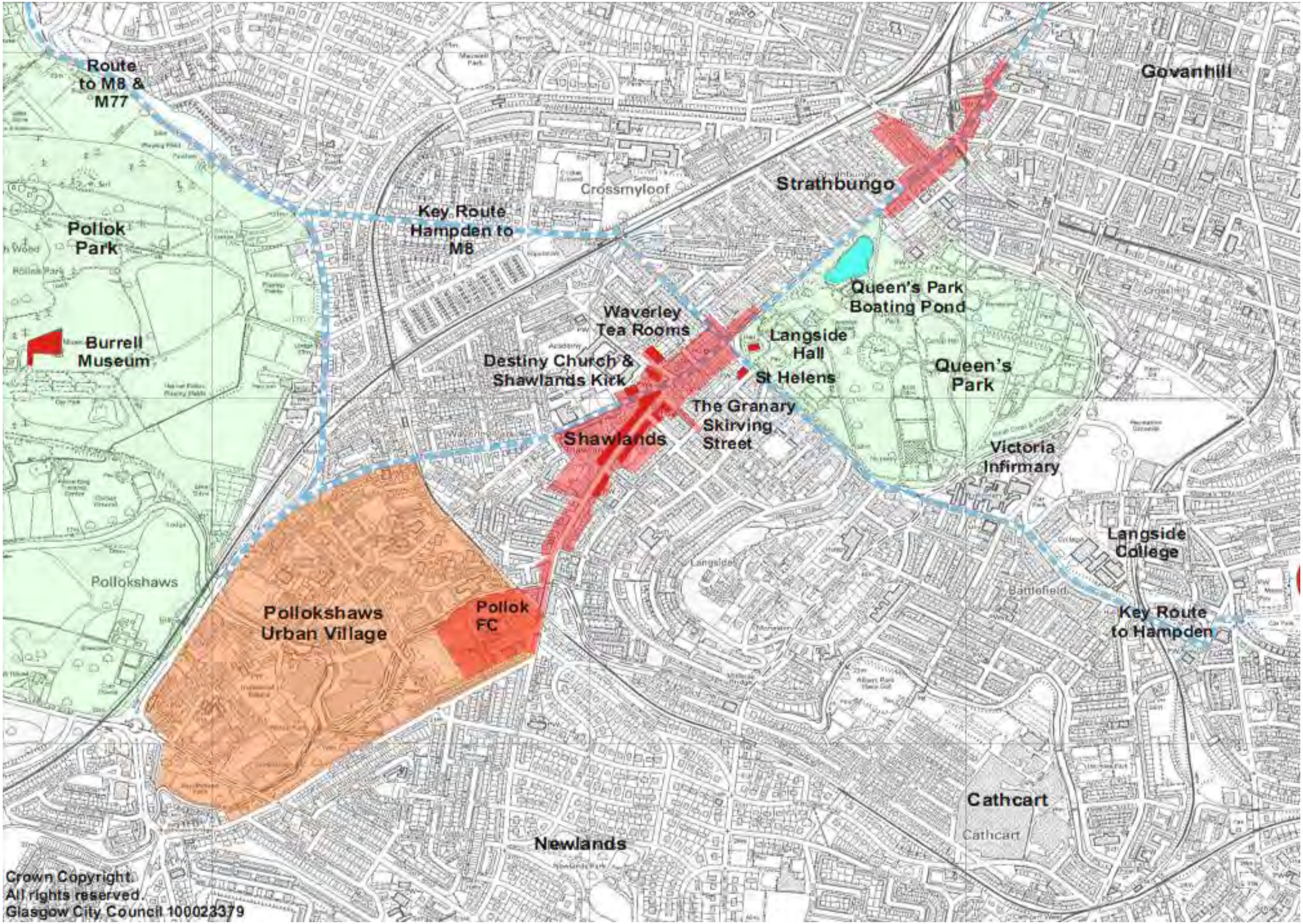


The Glasgow Town Centre studies for Shawlands, Parkhead Cross and Possilpark have used a similar framework. The colour highlighted urban trend indicators are all present in the Shawlands assessment. In place-setting terms Shawlands is a Tier 2 Centre with a culturally and economically diverse catchment.

Glasgow City Council's recent customer survey in Shawlands identified that some of the key issues of concern in relation to place setting were: poor quality public realm (shopfronts/clutter/ Arcade quality); vacant shops; safety; poor pedestrian movement across roads; lack of regular events and lack of local space for events; poor access to Queen's Park.

On the positive side, key assets were identified as: convenience for pedestrians; café culture, good buzz and vitality; feel of a village in the city. A significant asset is its cultural dynamic, its ability to reflect lifestyle aspirations and offer choice.

Not recorded is the physical relationship of Shawlands to the city and the fact that one of its key assets is that it is located on a key arterial corridor which provides easy access into the city and other key destinations and routes. This asset also creates negative impacts in terms of local use associated with road transport congestion; level of vehicle numbers and impacts on air quality.



Route to M8 & M77
Govanhill
Strathbungo
Crossmyloof
Key Route Hampden to M8
Pollok Park
Queen's Park Boating Pond
Waverley Tea Rooms
Langside Hall
Burrell Museum
Destiny Church & Shawlands Kirk
Queen's Park
St Helens
The Granary
Skirving Street
Shawlands
Victoria Infirmary
Langside College
Pollokshaws
Pollokshaws Urban Village
Pollok FC
Key Route to Hampden
Cathcart
Newlands

Addressing the Challenges

4

4.0 Addressing the Challenges

Glasgow City Council is currently preparing a Town Centre Action Plan for Shawlands to help meet its objective of supporting the regeneration of Shawlands as a Tier 2 Centre within South Glasgow. This is intended to address the area's weaknesses, building on its strengths and promoting the aspirations of its community to create a more vital and vibrant town centre.

Shawlands Town Centre has many attributes and the wider health and retail performance of the centre are being addressed in other parts of this study. The SWOT analysis focuses on the specific strengths/weaknesses/opportunities/threats associated with the public realm and place qualities of Shawlands and can be summarised as shown.

Strengths	**Weaknesses**
■ Strategic central southside location ■ Close proximity to Queens Park ■ Good range of quality shops ■ Good bus connections ■ A vibrant evening economy ■ Large walkable relatively affluent community ■ Emerging Traders Association (Shawlands Business Association)	■ Perception of vacant units ■ Physical barriers between Shawlands and Queens Park ■ Poor quality of pavements, public realm ■ Vehicular impacts/congestion ■ Street Furniture clutter, litter, fencing ■ Poor quality and few opportunities for urban open space in town centre area ■ Arcade in need of refurbishment
Opportunities	**Threats**
■ Developing location as a hub / destination ■ Developing character and niche specialist quality ■ The heritage of the area ■ Improvements to public realm ■ Improved links with Queens Park ■ Creation of a Langside Plaza space / Urban Square ■ Strong community/schools ■ Open space(s) for events ■ Enhance importance of secondary streets and lanes ■ Promote „village –in the city' quality ■ Build on lifestyle offer / distinctive place quality and diverse retail/café culture ■ Develop community based response to weaknesses and threat	■ Impact from other local centres and shopping centres in the greater Southside ■ Perceived traffic issues; congestion, noise, air quality, safety ■ Perception of anti-social behaviour in evenings ■ Lack of on-street and off street parking / parking controls

As identified earlier, Shawlands is a town centre with aspirations to grow it's retail offer, to maintain and extend its role as a visitor/ shopper destination and to improve the physical /public realm to help achieve these aims.

Shawlands sits within the typology as a vibrant aspiring centre. The challenges are to maintain a momentum for change and place appeal which continues to build Shawlands as a hub and destination town centre that has for parts of its appeal a catchment that is city wide (aspiring residents / niche retailers / boutique café - restaurateurs / shoppers / cultural interests etc). Shawlands should be seeking to develop as a location of choice for businesses/ residents/visitors seeking a location of added value and appeal.

The challenge is to ensure that regeneration momentum can be sustained across all aspects of place re-building and re-structuring (town centre facilities / housing regeneration/ access / employment / community capacity building/ etc) in a complementary and mutually supportive manner.

The town centre is in a good position in terms of place-setting to be able to compete in a complementary manner with adjacent Tier 2 centres such as Pollok but in our view needs to do so by celebrating its distinctive mixed character, vibrancy, and is able to address and turn around local weaknesses and build on it's strengths.

Interventions need to focus in generic terms on:

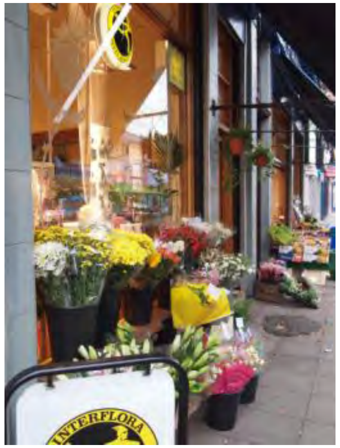
- Expressing the distinctive personality of Shawlands
- Protecting place quality and sense of diversity
- Extending the cultural offer and a positive profile of the evening economy
- Strengthening public realm quality and highlighting the distinctive /eclectic character of local architecture, townscape and parks

Interventions need in more specific terms to address:

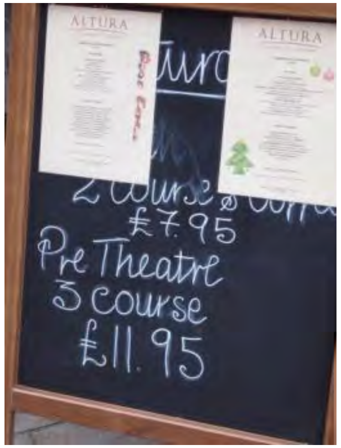
- The creation of a more connected / safer and appealing public realm
- The following locations:
    - Langside Ave/Pollokshaws Rd Junction/Gateway including the entrances to Langside Hall and Queens Park
    - Kilmarnock Road Pollokshaws Road Junction and setting of Shawlands Kirk and Destiny Church
    - Initial Sections/ Connections to Secondary Streets including Skirving Street and secondary streets / lanes and key frontages
- The creation of a more functional „civic / cultural events space at Langside Hall / Queens Park to develop a stronger node/hub that offers a centre for outdoor cultural activity and events/markets / Shawlands Festival activity
- Improving and creation of a distinctive lighting scheme to promote the location and evening economy including new flood and architecture lighting to key buildings and public realm
- Developing a new purpose, connection and activity based around Langside Hall and the public realm space at Langside Avenue (incl. relocation of taxi's)
- The protection and promotion of business signage and introducing specialist art/lifestyle/ humour into shop front signs to build on the distinctiveness of place quality and adding to the sense of vitality
- Developing the quality and distinctiveness of shop-fronts promoting „urban chic' alongside traditional frontages where heritage value is recognised
- Strengthening the connections and activity links with Queens Park

The Community Council has been working in partnership with GCC, Architecture & Design Scotland and others towards a project at the Shawlands Academy School Gate. This is a physical gateway and learning project contributing directly to the new Curriculum for Excellence. This initiative has already made an impact on place-making contribution and can continue to ensure active community involvement.

Approaching Shawlands Cross from Kilmarnock Road



Approaching Shawlands Cross from Pollokshaws Road



Design Principles

5

5.1 Strengthening Distinctive Place Appeal

Urban design is defined as the relationship between different buildings: the relationship between buildings and the public domain; the nature and quality of the public domain; the relationship of between quarters/ parts; and the patterns of movement and activity that result including the complex relationships between all the elements of built and un-built space.

Quality of place requires a clear urban framework that progressively secures changes on which the distinctive qualities of a place can grow and develop. Reinforcing the legibility of places and building on assets and place perceptions are an important part of promoting place quality.

The assessment of Shawlands Town Centre suggests four key place-making design objectives:

- strengthening the distinctive place appeal
- improved connectivity and accessibility
- stronger sense of welcome
- enhanced public realm spaces

The Shawlands framework needs to build upon the existing „special qualities of place' in terms of interventions. These include physical works (design / shopfront improvements/ public realm) ; associated with retail or community interests (retail marketing / shopfront displays / community services / markets); addressing the more mundane issues of streetscape maintenance and management (litter / street cleansing / pavement repairs / street markings).

Shawlands emerging vibrancy and vitality is associated with the sense of change. Change in its residents, businesses, activity, cultural expression. The juxtaposition of delicatessens with traditional greengrocer; hairdresser and bespoke bookshop; second-hand white goods and health food-store create a mix that is attractive to younger housebuyers whilst still meeting the needs of long-established resident communities.

Urban design needs to reinforce this expression of a new urbanism and focus on developing a bespoke and distinctive place quality that acknowledges the variable quality (architecture /retail mix) but focuses on reinforcing positive qualities that reflect and connect to contemporary lifestyles and support local community aspirations. The community and emerging Shawlands Business Association can have a key role in promoting Shawlands place quality.

5.2 Improved Connectivity and Accessibility

Pollokshaws Road/Kilmarnock Road is a busy vehicular through route with a key arrival point from Glasgow City Centre at Shawlands Cross/Langside Avenue at the south west corner of Queen's Park. There is a definite sense of arrival at this point, albeit in a weakly defined and road dominated public realm with the centre of Shawlands lying further south.

Pollokshaws Road offers a pedestrian environment that is substantially un-welcoming as a result of the quality of streetscape detailing; pavement and crossing points; lack of any relieving public realm space and quality of streetscape maintenance. Other contributory factors are the:

- linear nature of the retail centre without any significant anchor or variation in the offer or type of units that would encourage movement and/or exploration
- volumes of traffic, vehicle emissions and congestion associated with the major junctions
- extent of road surfacing eg: frontage to Langside Hall with traffic islands /spaces that do nothing to enhance the setting of important buildings; connect pedestrian streets; or create a pedestrian friendly environment

Pedestrian Accessibility
There are currently 5 pedestrian crossings on Pollokshaws Road/ Kilmarnock Road, numerous central island crossing points supported by generally good pedestrian links to residential areas north and south of Kilmarnock Road. Both Shawlands Primary School and Shawlands Academy are close to the town centre to the west of Pollokshaws Road.

The level of traffic combined with high levels of pedestrian crossing movement (Shawlands Arcade; Kilmarnock/Pollokshaws Road Junction; Langside /Minard Junction) make connections and accessibility an issue with the following 2 locations priorities:

- Pollokshaws/ Langside /Minard Junction
  Creating a new public realm gateway for Shawlands linked to Queens Park, Langside Hall and The Shed with a new streetscape /square opening up Langside Hall frontage and introducing quality lighting
- Pollokshaws Road / Kilmarnock Road
  Creating a stronger sense of public realm to Shawlands Kirk and reducing the impact of traffic on pedestrian movement and accessibility
- Kilmarnock Road
- Strengthening linkages and seeking to extend the character and quality from Langside /Skirving Street end down to the Arcade and beyond
- Creating „breathing spaces' by examining the traffic / parking domination of Skirving Street

Pedestrian connections to the wider area are generally fit-for-purpose and connect by residential streets to other local areas of Strathbungo, Crossmyloof (Station /Transport Interchange), Pollokshaws and Langside. Although Queen's Park is very close to the town centre, the links to the park need improvement. Detailed proposals should be prepared to create a more welcoming, fit-for-purpose public realm designed for people whilst recognising the need for efficient traffic movement and traffic volumes. Skirving Street & Abbot Street which are currently dominated by traffic/parking offer opportunities as breathing spaces if traffic/parking regime is changed.

Creating Safer Streets
The foundation of place making is addressing the quality and functionality of place and for Shawlands this needs to start by making the area a more pleasant, safer and welcoming place by improving the quality (including the maintenance) of its public realm. Safer streets allows residents /customers to better connect to their local centre; complete a greater proportion of their convenience retail whilst accessing other facilities (schools / health services /transport interchange) and help to build a stronger community and a more inclusive, active and involved enthusiasm for the local centre as a place to work, live, visit and enjoy. The local school catchments and access routes suggest that safer pedestrian routes would serve a range of local needs.

Locals and visitors have identified Shawlands as' higher risk' in the evenings as a result of the vibrant evening economy, which can lead to some anti-social behaviour problems and generate concerns regarding security and safety. Safer streets means securing mixed activity and footfall and encouraging more positive use of the public realm alongside other community policing, streetscape management and security measures.

Safer streets means changing the mix of use and encouraging more positive use of the public realm alongside other community policing, streetscape management and security measures. Support in delivering safer streets can include better recording and intelligence on street crime, vandalism, fly-posting and anti-social behaviour. A Neighbourhood Watch Scheme / Retailer Watch Scheme encouraging closer liaison with both police and environmental wardens could assist. Care however should be taken to ensure that security is not „overt' as this can give the impression that relatively safe areas are unsafe and can discourage some group from visiting.

5.3 Improving Sense of Welcome

Shop Signs
Shopfronts have been given specific attention in some Glasgow's town centres but parallel with a shopfront scheme we consider a shop-sign scheme, could also form part of an appropriate strategy for Shawlands building on DiMaggio's and other façade and shopfront detailing to create a loosely themed bespoke solution that seeks to enhance the retail experience and appeal of a visit to the town centre. Shop signs, hanging signs and awnings could all make a contribute and help unite and link the retail mix in a manner that informally raises expectations and added value for retailers. A Shopfront Guide would also be a helpful step forward in inspiring existing and new retailers to raise their attractiveness/appeal.

Shopfront Standards
The quality of shop fronts in parts of Shawlands is variable, highlighted by a number of appealing historic frontages (Di Maggio's / The Corona / Linen 1906) retro frontages (Blue Lagoon) and pavement frontage displays (Stalks and Stems). All add to the vitality of an aspiring destination and all should form references in developing policies and measures in a design framework for protection, enhancement and development.

The variable character and quality of shopfronts does need addressing and an audit of shopfront quality completed to establish an appropriate strategy. Typically shopfronts are categorised within a simple hierarchy based on:

Level 1:
Derelict and visually derelict or closed property typically with security roller shutters with no frontage activity adding to sense of retail failure and strongly negative in terms of place

Level 2:
Active shops with poor / very poor frontages and window displays, overt security and generally in a poor state of maintenance and repair

Level 3:
Active shops with frontages that are neutral to place-perceptions but do little to support place-quality or positively add to sense of heritage

Level 4
High quality traditional and restored frontages that demonstrate a quality and respect for architecture and context

Lighting
Lighting in Shawlands appears fit-for-purpose but does little to enhance place perceptions and improve the sense of welcome, vitality and help to address actual and perceived security. Lighting at night is not sufficient.
Shawlands could be significantly enhanced with a lighting scheme that includes:

- Improved background adopted streetscape lighting using high quality luminaires with white light (halogen / metal halide);
- Building and shopfront façade lighting
- Architecture lighting enhancing presentation of public buildings and potentially allowing special effect/colour wash lighting
- Public realm lighting

Shawlands, with its urban form and mix of quality and single specimen buildings, is very well suited to a lighting strategy that could form a key component of place-making. Lighting was already identified as a key initiative within the Council's TCRF bid in 2009 and one they are keen to progress were funding available..

Events & Displays

The improvement of Shawlands Town Centre requires more than just a series of physical projects and enhancements to shop fronts, cleansing, parking, signage important though they are. Action is also needed to overcome any air of inertia and support for the status quo and to create a climate of confidence and strengthen the engagement with the local community.

Developing a limited events programme for Shawlands through the Shawlands Business Association and Community Council / Community Groups perhaps linked to wider city events should allow for more local activity. This might be the turning on of Christmas Lights; music events and street busking; or simply doing more to encourage all community groups to make maximum use of the public realm spaces for activity, fund-raising, local markets.

Vibrancy involves reconnecting the public realm with community use and the Community Council, schools, churches, (including South Shawlands Church, Shawlands Kirk, Shawlands URC and Destiny Church), retailers and community groups all have a part to play. A limited annual programme of events and more active community use can do much and needs little management once the momentum has been started and perceptions about use of public space has been changed.

Co-ordination and active community members are the key in recognising at all times the limited resource availability and need for collaborative effort and working through existing structures. The Community Council (Shawlands and Strathbungo) web pages are excellent with its links to Community council business, news, retail, jobs and opportunity.

Other measures could include:

- Promote the quality of gateways, primary routes and ensure their varied character and strategic views are maintained
- Promote character improvements in particularly repair and renewal of key building facades
- Developing proposals at gateway locations and locations that impact on the core streets and key side streets
- Improving the street markings and parking zone areas to make on-street parking better defined
- Create signed „gateways' expressing in simple signage a welcome to Shawlands
- Address often overlooked boundary treatments as integral elements of the building and urban design and maintenance of lanes and secondary streets
- Seeking to reduce overt security measures through dialogue with Traders/Local Businesses/Community Groups (roller shutters /etc) and promote neighbourhood level initiatives.

5.4 Enhancing the Public Realm

Shawlands, for all its potential and vibrancy still exhibits a tired and shabby public infrastructure created by a combination of indifferent quality road surfacing and footways, streetscape clutter, signing and pedestrian guardrails all adding to the general lack of public realm quality. Building facades and thresholds require investment. Too much of Shawlands central core has not been maintained to a quality standard and a mechanism to address the legacy of inadequate maintenance needs to be addressed.

The desired quality of the public realm can be achieved through the consistent application of a number of measures. Taken together these will have a significant impact on the appearance of the streets.

Cleansing

- Ensuring that the level of streetscape cleansing can address the problems of litter, dog fouling and abandoned household goods. Cleansing is critical to securing appeal and welcome. The City Council.
- Community Council and others need to work together to ensure cleansing resources can work effectively and are addressing street cleaning not mis-use or poor trader/ retailer site management.
- Ensuring Pavements are Maintained and Serviceable
- Undertaking repairs to pavements and surface finishes
- Reduction of clutter
- The less clutter that exists in a street, the better. Less clutter makes streets more legible and allow greater appreciation of Shawlands townscape, civic buildings and building assemblages
- Use of high quality materials
- High quality natural materials in the public realm sends a positive message to residents and visitors alike that the city cares for its environment. Whilst not recommending a special programme in Shawlands currently as budgets are not available. The focus should be on the core central area from Langside Road extending to Pollokshaws Road/Kilmarnock Road and key side streets
- Minimum palette of materials
- A strictly defined small palette of materials will reinforce the limited set of materials used in the buildings and assist with the provision of a coherent public realm.
- Simple, clean designs
- The streets are part of a wider townscape. An understated design approach to street design that is appropriate that reflects future maintenance and likely use and mis-use. Simple straight kerblines and traditional building/footway/carriageway relationships are important

Place Making Strategy

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6.0 Developing the Place Making Strategy

The process of developing a Place Making Strategy needs to understand the issues and identify the mechanisms which can be put in place to secure the enhanced viability and vitality of Shawlands Town Centre.

Key Issues are:

- The role of Glasgow Council in facilitating enhanced vitality in partnership with the community and local businesses
- Better understanding of the changing role and opportunities for Shawlands as a result of current and forthcoming investments in other local areas
- Addressing constraints, image and environmental detractors that adversely impact on quality of place, retail confidence and vitality of the centre.

Shawlands needs to move forward and capture the opportunity presented by investment in the local area to offer a Town Centre with a growing and greater appeal.

The key issues to address are:

- Developing and supporting the emerging Shawlands Business Association to support the drive towards significant improvements
- Identifying a clear focus on Pollokshaws Road/ Kilmarnock Road as the defined centre of the town and ensuring investment is concentrated to secure maximum impact
- Addressing the sense of welcome, image, parking and accessibility as priority actions with a focus on simple gateways; public realm spaces; better lighting and shop signs and frontages
- Establish a „Town Centre Contract' between public and private sectors, each committed and responsible for an agreed package of interlocking measures.
- Promoting the sense of a special and successful place and destination of choice that signals to visitors and local residents a clear sense of distinctiveness and choice.

An Outline Action Plan has been prepared summarising the key actions to improve and enhance the public realm of Shawlands. The Action Plan is tabulated on following pages.

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Action Plan

Theme	Purpose	Action/Task	Timescale	Project Champion	Priority	*Notes*
Protecting Place Quality	Protect and enhance the essential qualities and special character of Shawlands and the area of Pollokshaws Road/ Kilmarnock Road/ Shawlands Cross					
		Present Place Making/ Place Setting vision to Retail/Business Group(s) / Emerging Shawlands Business Association	2011	GCC Shawlands Business Association	**High**	Key opportunity to build on work of Locational Manager to secure public/ private sector collaboration and engage around vision /action plan
		Building fabric and façade improvements	2011-2015	GCC Heritage Groups Shawlands Business Association	Medium	Prepare initial Shawlands central core area needs assessment to inform scope
		Shopfront and façade Design Guide	2011	GCC	**High**	Shopfront Design Guide needs a bespoke assessment giving recognition to heritage of shop signs / clocks/ artifacts
		Shopfront / Façade safeguarding promoted through emerging Shawlands Business Association	2011-12	GCC Shawlands Business Association	**High**	Non –designated quality shopfronts / retro feature signs to be recognized as important to place quality and character
		Coordinate cleansing and streetscape maintenance with Traders / Businesses	2011-13	GCC Shawlands Business Association	Medium	Secure collaboration of Retail / Business Group and GCC Cleansing

Theme	Purpose	Action/Task	Timescale	Project Champion	Priority	*Notes*
		Complete mini-streetscape study to define priorities/budgets for streetscape improvements	2011-2012	GCC	**High**	Opportunity for limited streetscape works that could offer major benefits. -Skirving Street - Langside Hall -Shawlands Kirk
		Prepare Streetscape Design Guide / Outline Sketch Design for priority areas	2011-2012	GCC	**High**	Design standards and prepare outline scheme to allow for funding bids/ submissions for funding
		Improvements to road and pavement markings and definition on-street parking	2012-2013	GCC	Medium	Ensure Shawlands is user friendly for all modes and users
Enhancing Connectivity	Endure that the pedestrian environment is user friendly for local residents, passing trade and visitors	Pedestrian crossing and local footway improvements	2012-2015	GCC	Medium	Improve road safety and pedestrian access and mobility with local improvements at junctions
		Improving pedestrian links to Queens Park from Shawlands Cross	2012-2013	GCC	Medium / **High**	Significant opportunity associated with Langside Ave / Pollokshaws Rd & Langside Hall
		Identify key connections into local communities and make these as safe well lit and connected, eg Skirving Street	2012-2013	GCC	Medium / **High**	Key opportunity to „Pilot' streetscape improvements

Theme	Purpose	Action/Task	Timescale	Project Champion	Priority	*Notes*
Improving Place Appeal	To improve the public realm, enhance environmental quality with the aim of increasing footfall and place appeal	Undertaking a major spring clean throughout the Area.	2011	GCC Shawlands Business Association	Medium / **High**	Short term benefits but important if linked to emerging Trader Association and demonstration of shared responsibility & action with Traders Group
		Introduce limited new street furniture	2011-2012	GCC/THI	Medium	Limited street furniture with simple robust seating and litter bins
		Promote through Shawlands Business Association a public benefactor scheme for Public Arts / Seating / etc	2012-2015	Shawlands Business Association	Medium	Encourage community to be more actively engaged in promoting arts and „your' town
		Major pavement upgrade resurfacing all paths in natural stone.	2012- 2015	GCC THI Bid	Medium	Long term commitment and phased implementation upgrade reintroducing stone flag paving
		Accelerate shop front schemes through Council funding & other funding initiatives (THI)	2011-2015	GCC/THI Shawlands Business Association	Medium	Support to Traders to encourage participation in shop front/façade treatments
		Upgrade central core with halogen white lighting	2012	GCC / THI	**High**	Improved lighting enhances place quality; improves security and addresses local priorities
		Develop a conceptual design for space in front of Langside Hall to offer a significant new Public Realm project that can form the basis of a future funding bid such as STCF or similar	2011	GCC	**High**	

Theme	Purpose	Action/Task	Timescale	Project Champion	Priority	*Notes*
Enhancing Sense of Welcome	To make visitors more aware of the amenities Shawlands has to offer. Celebrate the qualities of key locations such as Shawlands Cross and express a welcome to visitors to encourage use of the centre.	Encourage Council to increase signage for key amenities in Shawlands. Create a Gateway at Shawlands Cross and improve signage from key arterial routes. Promote safe movement and place security through lighting, shopfronts and community/neighbourhood action	2011-2013	GCC Shawlands Business Association	**High**	Phased implementation of simple signage strategy to promote location
		Introduction of a Cultural Events Posting Drum in Shawlands, similar to those located on Byres Road	2012	GCC Shawlands Business Association	Medium	Promote evening economy, cultural offer and feeling of a „happening place' / local buzz
		Promote appropriate shop façade lighting and engage with Traders around traders promoting distinctiveness and sense of welcome	2012	Shawlands Business Association	**High**	Important that traders understand adverse impacts that negative shopfronts / poor lighting / displays have on locations trading performance
		Operation of a Partnership Litter Scheme that seeks to collaboratively address cleansing between GCC / Business Owners & covers increased litter monitoring	2012-2015	Local Retailers and Business Owners developing collaboration with Shawlands Business Association Trade Waste and general trade/ retail control over wastes / bins etc	Medium	Opportunity to develop clearer responsibilities with Traders / Businesses around waste management. Opportunity to make waste collections more effective / efficient

Appendix 1 - Planning Context

The Glasgow & Clyde Valley Structure Plan (April 2006) sets out a 20 year Metropolitan Development Strategy for Glasgow and the Clyde Valley. In Schedule1 (a)and elsewhere, Shawlands is identified as an established town centre “to be safeguarded”

The Council, in City Plan 2, adopted in December 2009, reflects this approach and states that Shawlands should be the subject of a Centre Action Plan focusing on strategic issues including land uses, urban design, transport accessibility and traffic congestion.

Part 4 of City Plan 2 is a series of Development Guides which include guidance which is relevant to Shawlands on: design for signs and advertising; alterations to shops and commercial buildings; listed buildings and properties in Conservation Areas; landscape in new development; public realm and public art and architectural lighting

Shawlands, as a Tier 2 Centre, represents a very significant opportunity to deliver the Scottish government’s SPP agenda to create successful places and urban destinations that support regeneration of the whole city. Targeting Shawlands as one of Glasgow’s centres with the greatest opportunity and potential should be given further consideration in the development of the next City Plan.