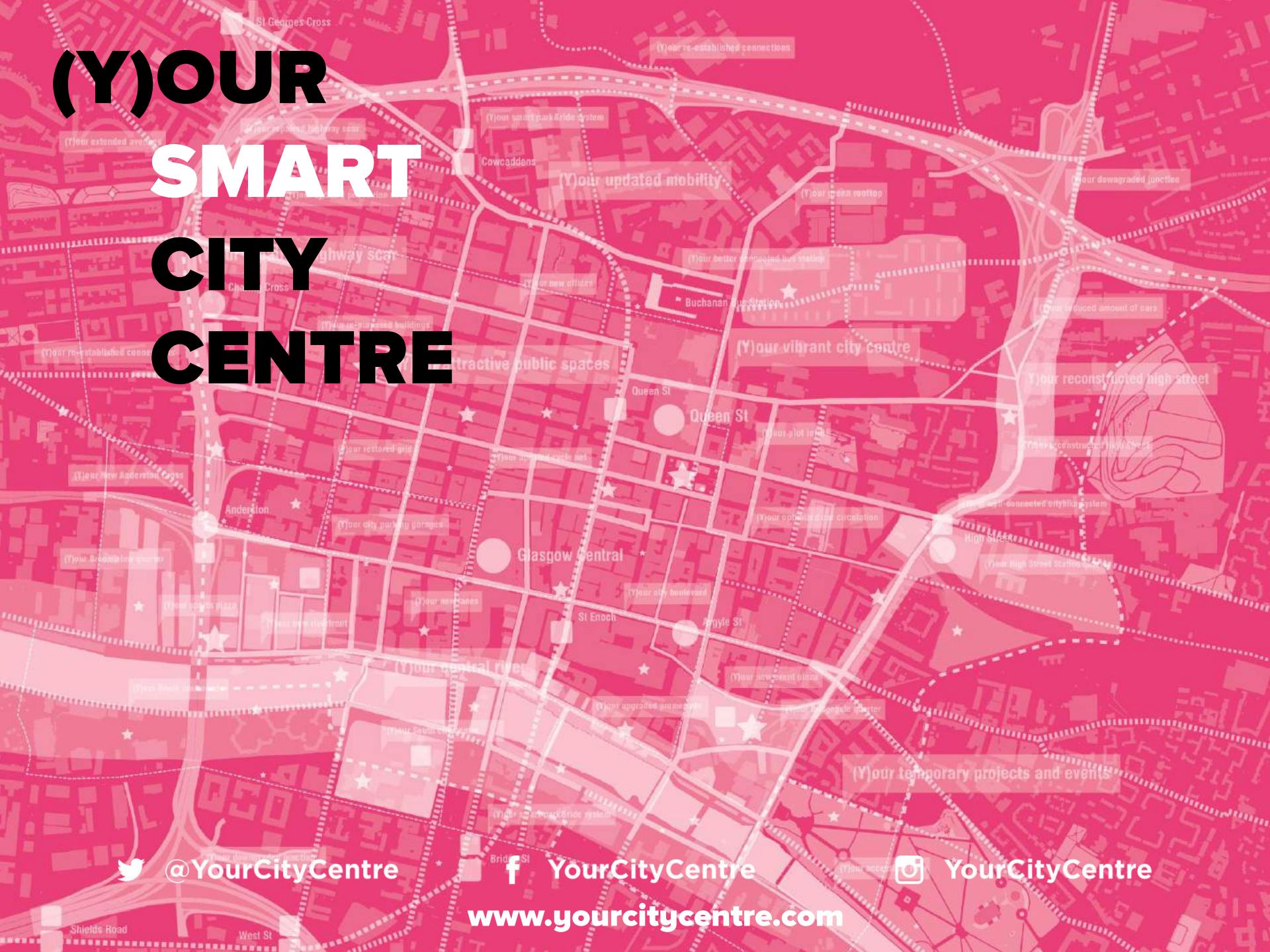


# (Y)OUR SMART CITY CENTRE



@YourCityCentre



YourCityCentre



YourCityCentre

[www.yourcitycentre.com](http://www.yourcitycentre.com)



**Graham Ross**  
Austin-Smith:Lord

**Max Martinez**  
Space Syntax

**Simon Tricker**  
Urban Tide

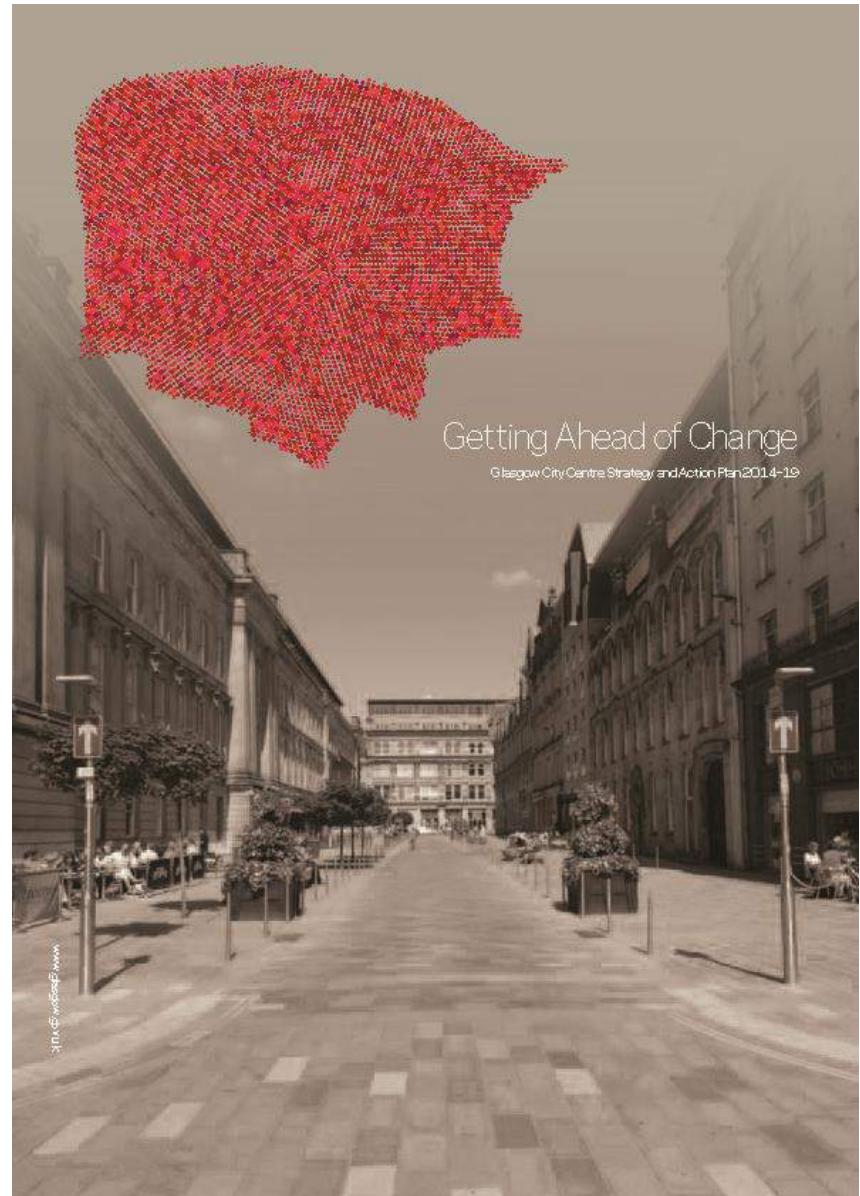


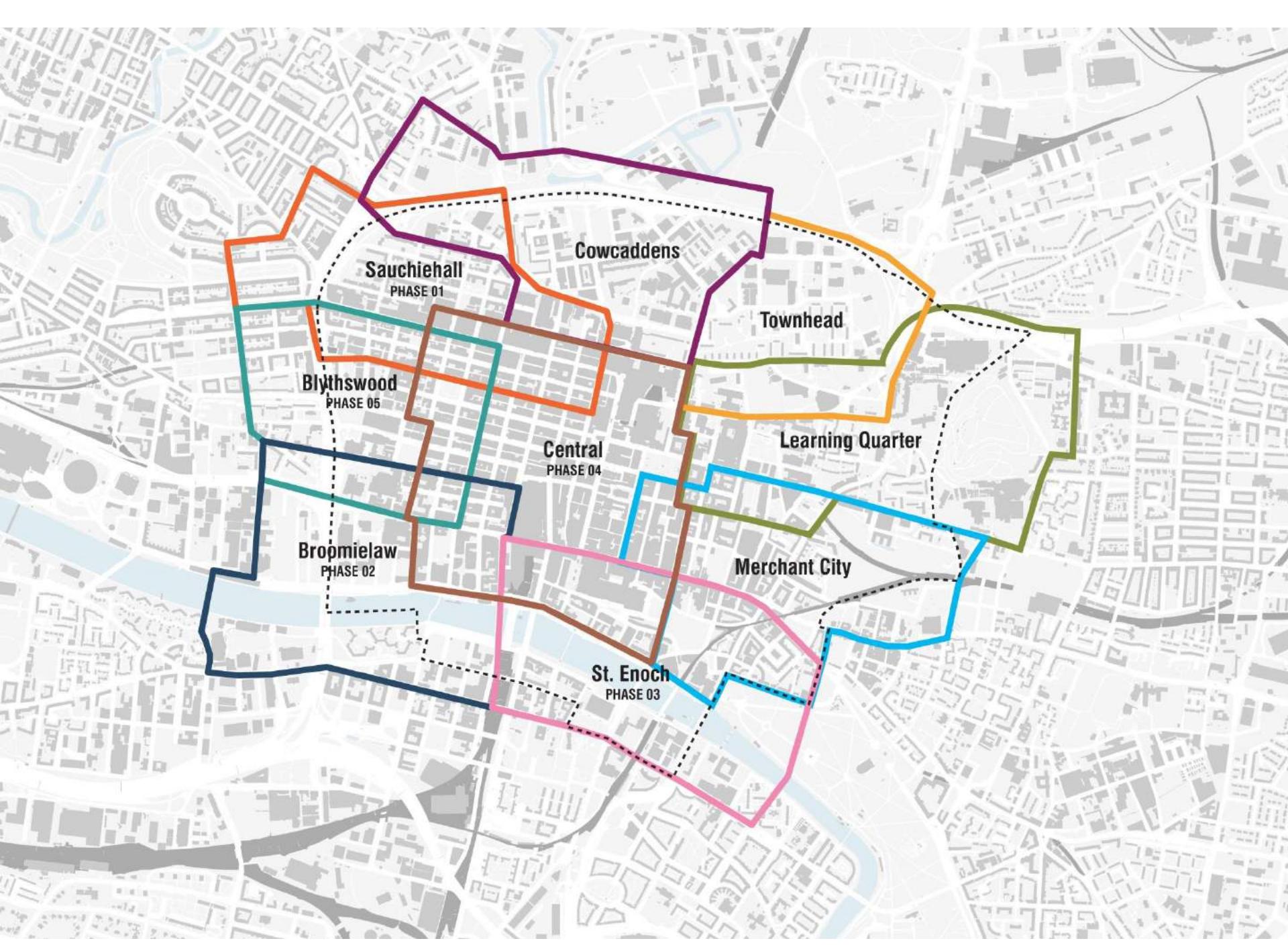
@YourCityCentre



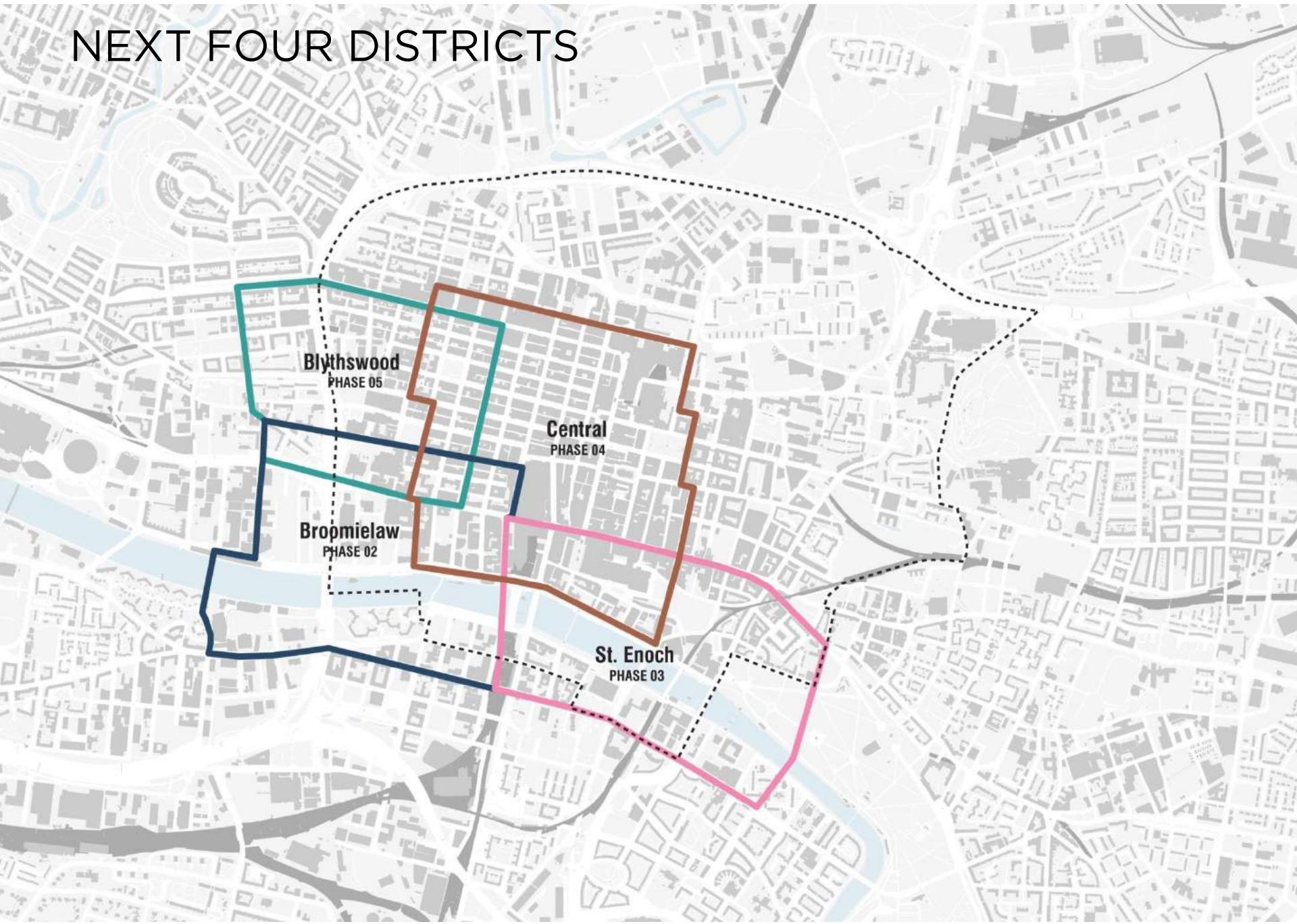
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# (Y)OUR CITY CENTRE STRATEGY





# NEXT FOUR DISTRICTS



# (Y)OUR TEAM



Client - Glasgow City Council

# MVRDV

Lead designer, strategy

# Austin-Smith:Lord

Local consultant, Local designer

# Space Syntax

Connectivity, spatial economics

# Ryden

Property market consultants

# ARUP

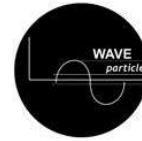
Engineering advice



Cost consultants



Socio-economic  
regeneration consultants

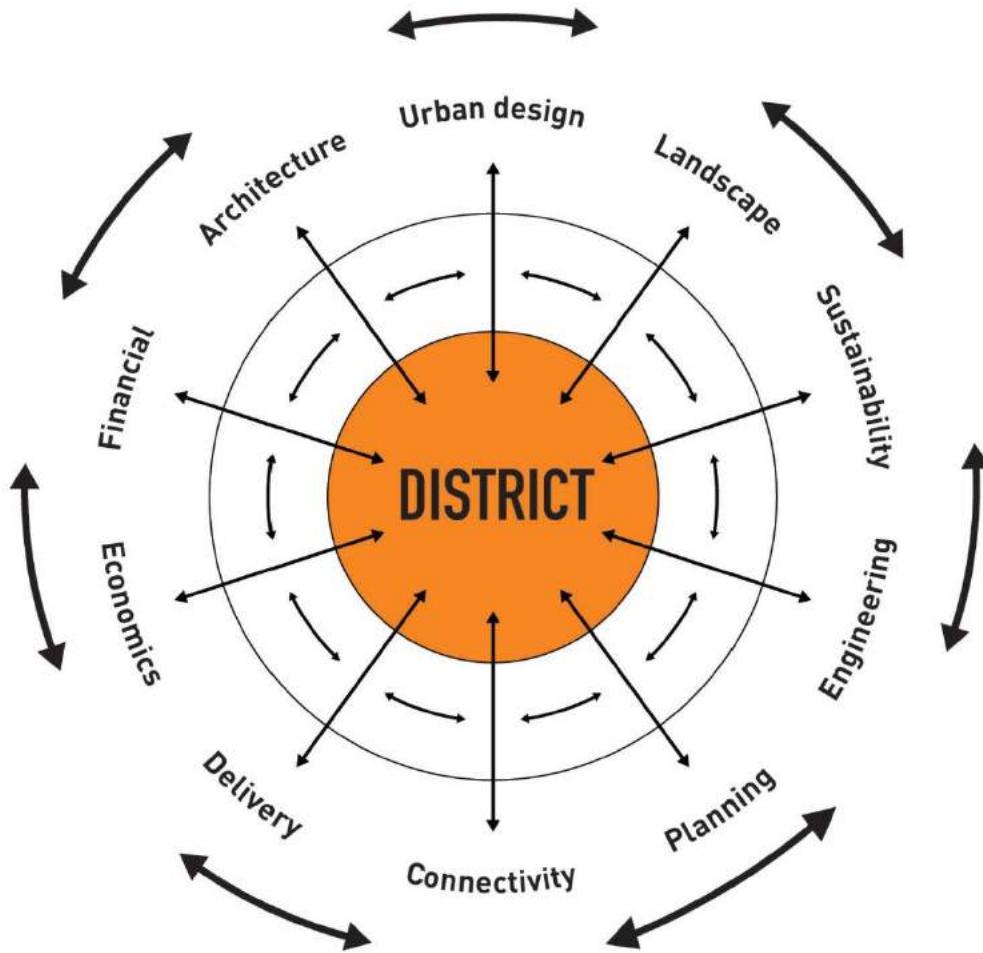


Community animation,  
engagement



Smart city consultants

# (Y)OUR APPROACH



# **OUR CITY CENTRE**

# **(Y)OUR CITY CENTRE**

# (Y)OUR

## IDEAS



# (Y)OUR CITY CENTRE IDEAS

(Y)OUR  
CITY  
CENTRE

[www.yourcitycentre.com](http://www.yourcitycentre.com)

#### (Y)OUR PROJECT

#### (Y)OUR DISTRICT REGENERATION FRAMEWORKS

Glasgow City Council have appointed a team led by HYVIA and Austin-Smith-Lord, supported by an independent advisory team, to develop with stakeholders and local communities, Regeneration Frameworks for four districts within the City Centre.

The exciting opportunity will focus on districts of St Enoch, Broomielaw, Blythswood, and Central to help deliver the Glasgow City Centre Strategy and Action Plan 2014-2019.

"The vision is to create a vibrant, sustainable, liveable Glasgow City Centre"

#### (Y)OUR CITY, (Y)OUR IDEAS

What should Glasgow's City Centre be like in future? What can make Glasgow more special? Share (Y)our ideas and help shape the future of (Y)our City Centre.

[@YourCityCentre](#) [#YourCityCentre](#)



Glasgow City Centre Districts Regeneration Frameworks  
[www.yourcitycentre.com](http://www.yourcitycentre.com)

## (Y)OUR ST ENOCH

**24 MAY      EMERGING IDEAS WORKSHOP**

12.00noon - 9.00PM

LOCATION: St Enoch Centre

2.00PM & 6.30PM

PRESENTATION / WORKSHOP

## (Y)OUR BLYTHSWOOD

**21 JUN      EMERGING IDEAS WORKSHOP**

12.00noon - 9.00PM

LOCATION: ST VINCENT ST. CHURCH

2.00PM & 6.30PM

PRESENTATION / WORKSHOP

## (Y)OUR CENTRAL

**22 JUN      EMERGING IDEAS WORKSHOP**

12.00noon - 9.00PM

LOCATION: THE LIGHTHOUSE

2.00PM & 6.30PM

PRESENTATION / WORKSHOP

# (Y)OUR CITY CENTRE WEBSITE

## (Y)OUR CITY CENTRE DISTRICTS

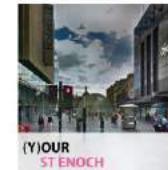


IN PROGRESS

(Y)OUR  
BROOMIELAW



(Y)OUR  
BLYTHSWOOD



(Y)OUR  
ST ENOCH



(Y)OUR  
CENTRAL



(Y)OUR  
SAUCHIEHALL



(Y)OUR  
MERCHANT CITY



(Y)OUR  
LEARNING QUARTER



(Y)OUR  
TOWNHEAD



(Y)OUR  
COWCADDENS

## (Y)OUR PROJECT

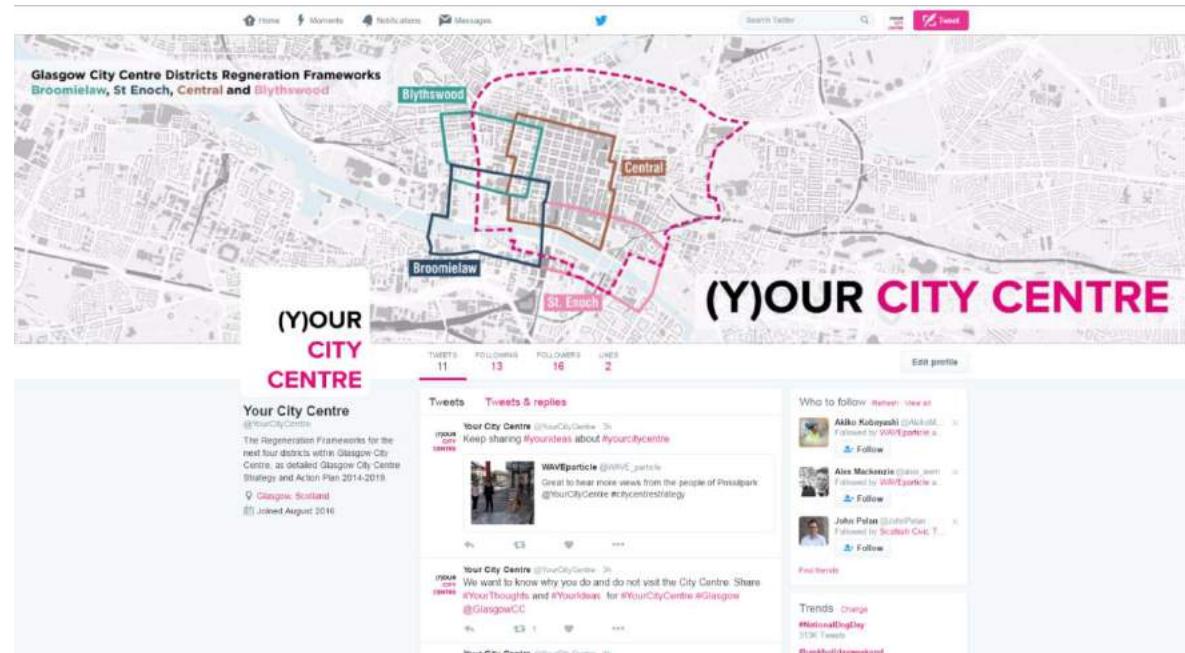
Glasgow City Council have appointed a team led by **MVRDV** and **Austin-SmithLord**, supported by **Space Syntax** and a multidisciplinary team, to develop with stakeholders and local communities, Regeneration Frameworks for four districts within the City Centre.

This exciting opportunity will focus on districts of Broomielaw, Blythswood, St Enoch and Central as detailed in the **Glasgow City Centre Strategy and Action Plan 2014-2019**.



**www.yourcitycentre.com**

# (Y)OUR CITY CENTRE ONLINE



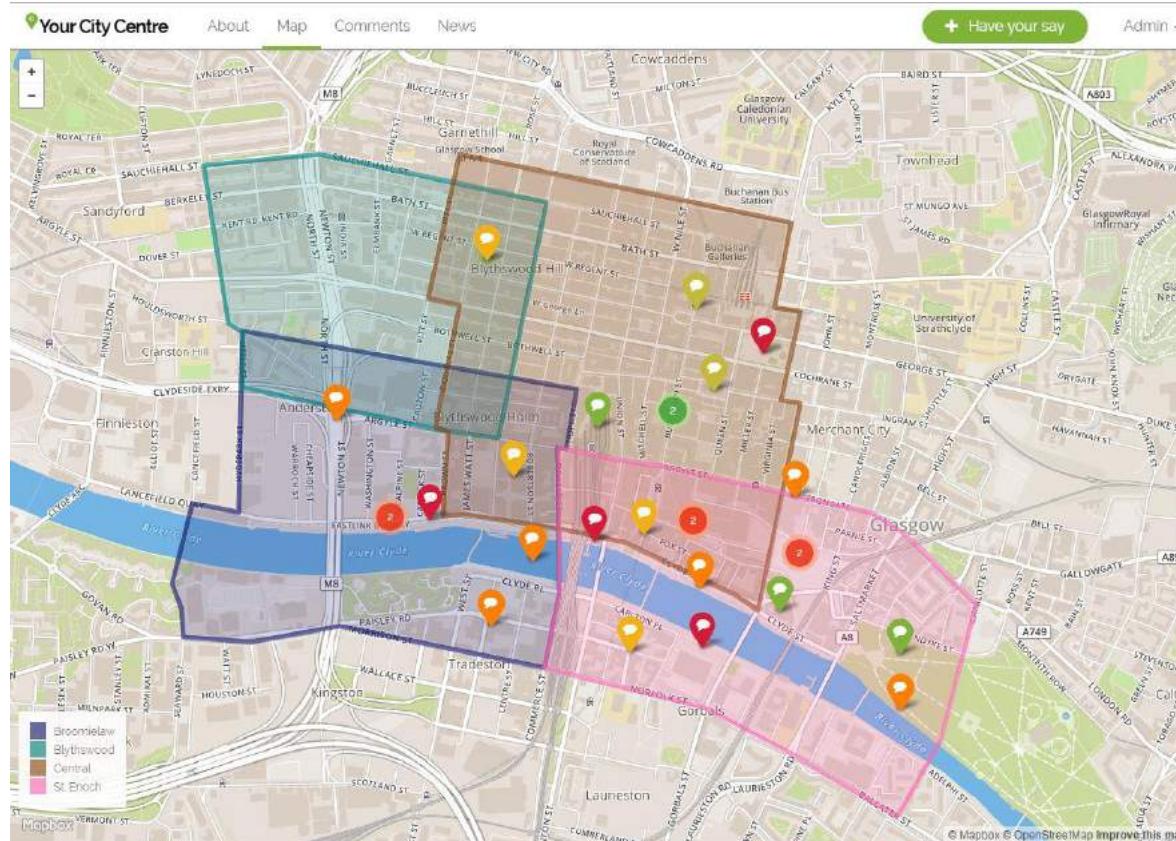
[www.yourcitycentre.com](http://www.yourcitycentre.com)

 [@YourCityCentre](#)

 [YourCityCentre](#)

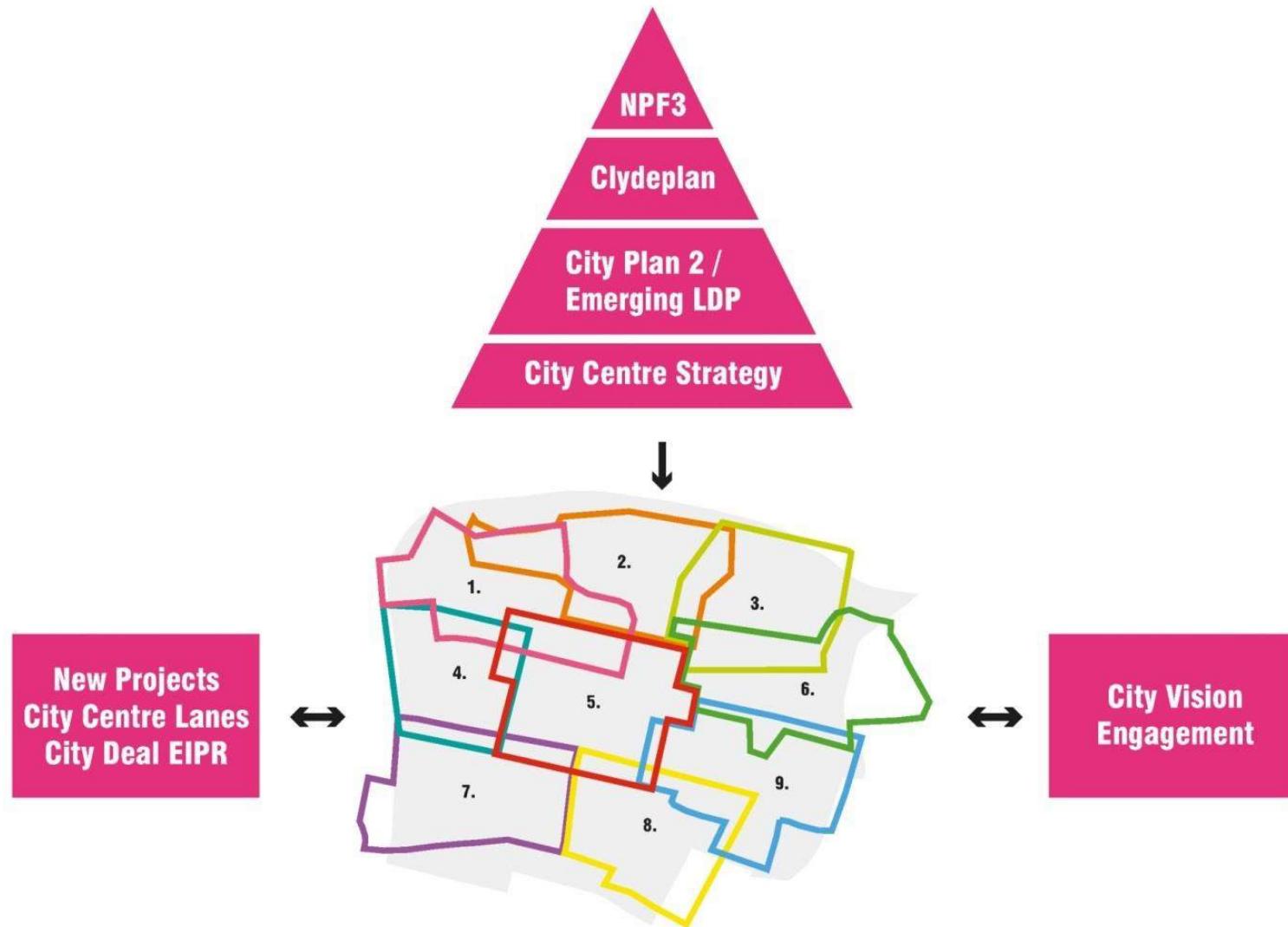
 [YourCityCentre](#)

# (Y)OUR COMMONPLACE



[www.yourcitycentre.commonplace.is](http://www.yourcitycentre.commonplace.is)

# POLICIES + STRATEGIES



# **WHAT OBJECTIVES CAN WE DEFINE FOR GLASGOW?**

# (Y)our key objectives

A series of key objectives have been distilled from the identified challenges and opportunities:

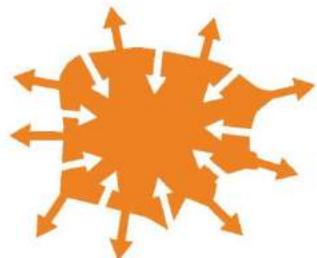
## Key objective 1

**Retain and improve competitive edge of Glasgow City Centre**



## Key objective 2

**A centre for all Glaswegians. Integrate city centre and surroundings.**



## Key objective 3

**Repopulate the city. Increase city density and function mix**



## Key objective 4

**Reduce car dependency. Make space for people and nature**



## Key objective 5

**Create more attractive and remarkable spaces**



## Key objective 6

**Create a seamless transition from a daytime to night-time economy – vibrant, safe, family friendly**



## Key objective 7

**Inform public and private institutions of the urgency in the need of developing the city to a national level**





TO BE  
DEVELOPED  
FURTHER

## Strength - Opportunities

(YOUR CITY CENTRE  
OBSERVATIONS)

(YOUR CITY CENTRE  
OBSERVATIONS)

Heal the M8 scar /  
Reconnect the city centre  
to the surrounding areas

Create more space for  
pedestrians and bicycles

The available development  
space right in the city centre

Leading retail, business investment,  
hospitality and events offer

Incredible heritage and powerful /  
memorable city character

Concentration of  
knowledge institutions

Integrate transport networks /  
services / infrastructure

Potential of the  
riverfront as city park

Legacy of Victorian  
city infrastructure



# (Y)OUR APPROACH



## **(X)S Projects**

Impact on streets  
Lower complexity  
More bottom-up-ish



## **M Projects**

Impact on neighborhoods  
Medium complexity  
Both top-down/bottom-up



## **(X)L Projects**

City-wide impact  
Higher complexity  
More top-down-ish

# (Y)OUR APPROACH

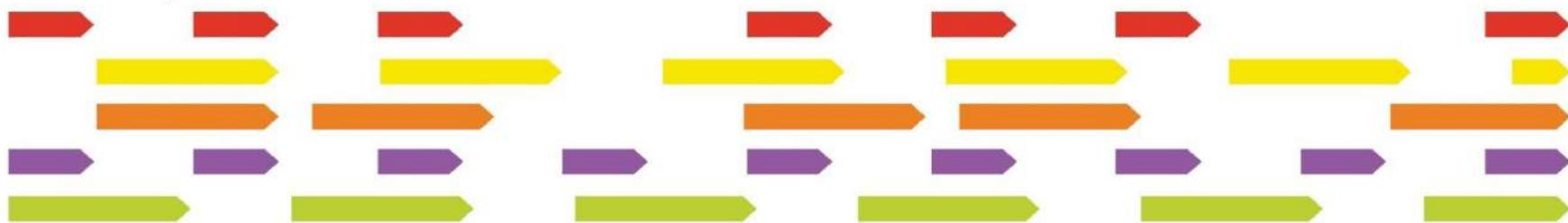
## (X)L Projects



## M Projects



## (X)S Projects



2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

2026

# (Y)OUR ACTIVE CITY CENTRE



# (Y)OUR CONNECTED CITY CENTRE



# (Y)OUR PLAYFUL CITY CENTRE



# (Y)OUR INCLUSIVE CITY CENTRE



# (Y)OUR RIVERSIDE CITY CENTRE



# (Y)OUR SMART CITY CENTRE

