

UNIVERSITY OF GLASGOW

BYRES ROAD

**CONSERVATION OF A MAJOR SHOPPING STREET OF WEST END,
GLASGOW.
(AN ARCHITECTURAL CASE STUDY)**

**A DISSERTATION SUBMITTED TO
THE MACKINTOSH SCHOOL OF ARCHITECTURE, UNIVERSITY OF GLASGOW
AS PART OF THE EXAMINATION FOR THE DEGREE OF
MASTER OF ARCHITECTURE (IN CONSERVATION STUDIES)**

BY

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Summary Outlining the Thesis Proposal

The origins of Byres Road date back to the seventeenth century in which it was a "highway" connecting Partick Cross to the fields to north.

Byres Road recently marked its centennial year as a major shopping street of the West End of Glasgow.

Since the Second World War the role of the Road as a major shopping street has declined together with its physical and visual quality of its character.

The general concern raised by this process prompted this study and its aims are to reverse the decline of the Road.

This study primarily seeks to:

- 1) TRACE AND RECORD THE HISTORICAL DEVELOPMENT AND CURRENT ROLE OF BYRES ROAD.*
- 2) IDENTIFY THE SOURCES AND FACTORS CONTRIBUTING TO THE DECLINE.*
- 3) OUTLINE THE STRATEGIES THAT WOULD ADDRESS THE IDENTIFIED PROBLEMS*

To achieve these objectives the following research has been undertaken:

- 1) Identification of its townscape values
- 2) Data collection on Byres Road regarding:
 - a) the tenant mix
 - b) the change of use
 - c) pattern of ownership
 - d) the influence of rateable value on the mix of tenants.
- 3) the current retailing patterns in Glasgow
- 4) case studies regarding competing shopping centres that are considered as the modern "high streets"
- 5) Study of environmental and physical requirements of High Streets.
- 6) The role of Byres Road within the context of Glasgow and its future.

The study concludes by identifying Byres Road's vital role as a major element in forging a link between Botanic Gardens in the North and River Clyde in the South.

Using the concept of "Open Shopping Mall" the shops along Byres Road would be revitalised as a "Speciality Stretch" between the Enlarged Prime Shopping Area in the North and a major shopping development at Partick Cross in the South.

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PREFACE

1.0 The Aim

In the context of the residential environment of one of the most important roads of Glasgow, the aim is to propose long term strategies to revitalise Byres Road as a major shopping street serving an established residential neighbourhood and University.

In the wider context of architectural heritage, the city of Glasgow and tourism, the aim is to propose ways of enhancing Byres Road and of introducing new recreational activities so that it becomes a complementary and dynamic centre of an outstanding conservation area, namely the West End of Glasgow.

2.0 Understanding the Aim

Byres Road is seen to be the High Street of the West End and central to this outstanding conservation area. However, the amenity of the area has declined because of the arrival of national retailers and companies, particularly charity shops and estate agents, in the 1960s and a surplus of parked cars. Attendant upon this are new developments of mediocre architectural quality which contribute further to the decline. Also the arrival of service industries and offices in Byres Road has outgrown car parking provision.

3.0 Developing the Strategies

Revitalising shopping along the length of BR is central to the proposed strategy.

An understanding of the various socio-economic forces that have been acting on Byres Road since its beginnings is essential to the development of a strategy to ensure a positive future role for Byres Road, (B.R.) both in the local and city context.

The central objective of the West End Local Plan is "*To protect and enhance the West End both as an architectural heritage and as a residential environment of high quality*"

The Glasgow West Conservation Trust, (G.W.C.T.), a local based conservation body, has suggested that revitalising shopping along the length of Byres Road (its socio-economic health) is relevant to the enhancement and promotion of the architectural heritage of the West End, as well as, more obviously, the quality of the residential environment. If Byres Road was once again to become a thriving traditional High Street it would support tourism initiatives which feature the architectural heritage and cultural centres of the West End.

Any strategy to revitalise shopping along the length of Byres Road must consider the planning aims of the City as a whole, taking into account the City's "*Planning Aims for the Next Decade and Century*". Since being voted Cultural Capital of Europe in 1990, the city intends to continue to enhance its image with the further objective of becoming Scotland's foremost shopping and tourist centre. This strategy proposes that the future of Byres Road is as a feature in a network of shopping, cultural and recreational centres throughout the city.

Research for this proposal has identified the need for a strong North- South Physical Framework Axis between proposed new recreational and tourist facilities at the confluence of the River Clyde - River Kelvin, through Partick Cross and Glasgow University, to the Botanic Gardens. This will complete the existing framework formed by the East-West axes of Great Western Road to the Cathedral Precinct (via Sauchiehall Street) to the North, and the River Clyde to the South, and the other North-South axis of Buchanan Street and the River Clyde.

4.0 The Plan of Action

The strategy will be followed through as stated below:-

- a) Socio-economic analysis of the Study Area is used to define the nature of the forces acting upon Byres Road. The necessary socio-economic information has been extracted from a comprehensive field survey supported by the resources of The City Planning Department, Strathclyde Regional Archives and reference to City Valuation Rolls.
- b) Identifying the change in the character of Byres Road since the Second World War as a traditional speciality shopping street. Rather than examining the changes in the appearance of the shops, it is considered much more relevant to analyse the changes in retail use, since 1948.
- c) Identifying the prime and the poorest shopping stretches by examining the commercial tenant mix, the ownership pattern and the rates and rentals of the whole stretch of Byres Road.
- d) Making a study of the commercial strategy of "modern" shopping, particularly "anchor" shop tenants and street management technique, and applying this to Byres Road.
- e) Making a study of competition from other strategic shopping centres within the City. Currently, Byres Road is identified as being one of twenty strategic shopping centres within the City.
- f) The facilities provided by selected centres will be compared to those provided by Byres Road in order to develop a strategy for enhancing the shopping quality of the road within the context of urban conservation. In addition, a general study will be made of the shopping hinterlands of Glasgow

g) Examining and evaluating the major existing planning and conservation policies of the Study Area, in particular those with reference to retailing, housing, entertainment, transport and traffic, tourism, etc. The proposed strategy will continue and develop policies considered to be constructive.

5.0 Criteria for the Proposal

The findings from 4.0 will be translated into a series of drawings which will then be used to illustrate the proposed strategy for Byres Road. The proposed strategy will consider the following:

- a) How to ensure the future of Byres Road as a major shopping street.
- b) The traditional character of the road and to what extent this will determine its future character.
- c) The identity and location its major nodes linking identified routes.
- d) Future developments which would support a, b and c
- e) The extent to which the requirements of "modern" shopping, including support facilities such as car parking, would (interfere) with the existing building fabric of Byres Road
- f) Control of shop mix
- g) Enhancement of the environment by improving shop fronts, signage, hard landscape and street furniture.
- h) Generally anything which will contribute towards improving the environment along the length of the Road.

Strategy of Implementation

The possibility of realising the proposed strategy will be assessed and the necessary physical, administrative, legal action will be identified.

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List of Abbreviations

Strathclyde Regional Council	Regional Council
City of Glasgow District Council	District Council
City of Glasgow District Council, Planning Department	Planning Department
West End Local Plan	Local Plan
Shopping Policy Review, Background Report, 1992	Shopping Policy
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INTRODUCTION

This study on the conservation of Byres Road as a major shopping street is undertaken to fulfill the requirement for an M.Arch. Degree whilst attempting to meet the needs of the Glasgow West Conservation Trust (G.W.C.T.)¹ who initiated it.

The Central Objective stated in the West End Local Plan² is "*To protect and enhance the West End both as an architectural heritage and as a residential environment of high quality*".

For the above to be achieved GWCT has identified that revitalising shopping along the length of Byres Road is vital. This will enhance and promote the architectural heritage of the West End and improve the quality of the residential environment.³ The character of Byres Road has always been associated with its range of speciality retail shops. With the arrival of national retailers and companies, charity shops and particularly estate agents, in the nineteen-sixties the character of this place has declined. Attendant upon this are new developments of mediocre standard and a surplus of parked cars which contribute further to this decline. The arrival of service industries and offices in Byres Road has outgrown car parking provision as well.

¹Glasgow West Conservation Trust also known as G.W.C.T. is a registered company limited by guarantee and a charity registered in Scotland, whose primary purpose is to conserve and promote the unique Victorian Architectural heritage and townscape of the West End and the quality of life enjoyed by the rich mixture of its residents. -*GWCT Annual Review 1990-91*

²West End Local Plan- a written statement and adopted in June 16th. 1988 by the City of Glasgow District Council.

³City of Glasgow District Council, West End Local Plan, Section.3.. p 31

Accordingly, Byres Road's designation as a "District Shopping Centre", supported by the existing policies of both the District and Regional Councils⁴, is not considered to be sufficient to restore the character and ensure the future status of the road. The West End Local Plan supports this judgement:

*"The number of vacant shops has increased and this may indicate that measures are required to restore the attractiveness of the shopping area"*⁵

The incidence of vacant premises prompted this study that developed into an exploration of the ways upon which Byres Road could be developed in order to meet the future requirements of a major shopping centre.

This study identifies, firstly, the status of Byres Road within the West End of Glasgow, beginning with the historical background. Information was drawn from interviews with shopkeepers and resident associations; discussions with and records obtained from relevant authorities; records held by local and regional libraries and archives. Subsequent analysis revealed the extent of the problems, pressures and also the constraints faced by the Road for development opportunities. The situation in Byres Road was also compared to High Streets elsewhere in order to develop the proposed strategy.

⁴District Council means City of Glasgow District Council and Regional Council means Strathclyde Regional Council.

⁵West End Local Plan, Section. 5.2, p.4

Within the context of the proposals the strategy will be:

First, to keep the urban fabric that characterises the Road intact while making adequate provision for new forms of retailing, commercial, social and economic activities.

Second, to highlight the need to develop Byres Road as a tourist route connecting the major centres of West End that is Botanic Gardens and the River Clyde via Partick Cross. The proposals will include improvements to pedestrian amenities such as introducing quality urban spaces and developing selected backlanes.

Within those two strategies, the specific aims of the Study will consist of the following:

a). Identifying the traditional character of Byres Road through a comprehensive historical and architectural survey of the area which would provide evidence to support any proposals to restore its traditional role as a High Street within West End.

b). Highlighting the need for making adequate provision in and around the study area for the current and future demands on the urban fabric within a major conservation area that consists of late Victorian and Edwardian buildings.

2.0 THE WEST END OF GLASGOW

In Britain the West End of any city is generally the best end socially. In Glasgow there were practical reasons for this in that the prevailing winds blow from the West so that with the heavy pollution from industry in the centre and the east end it was the West which had the cleanest and purest air.⁶

The Physical Boundary

The West End of Glasgow covers an area of approximately 390 hectares (963 acres).

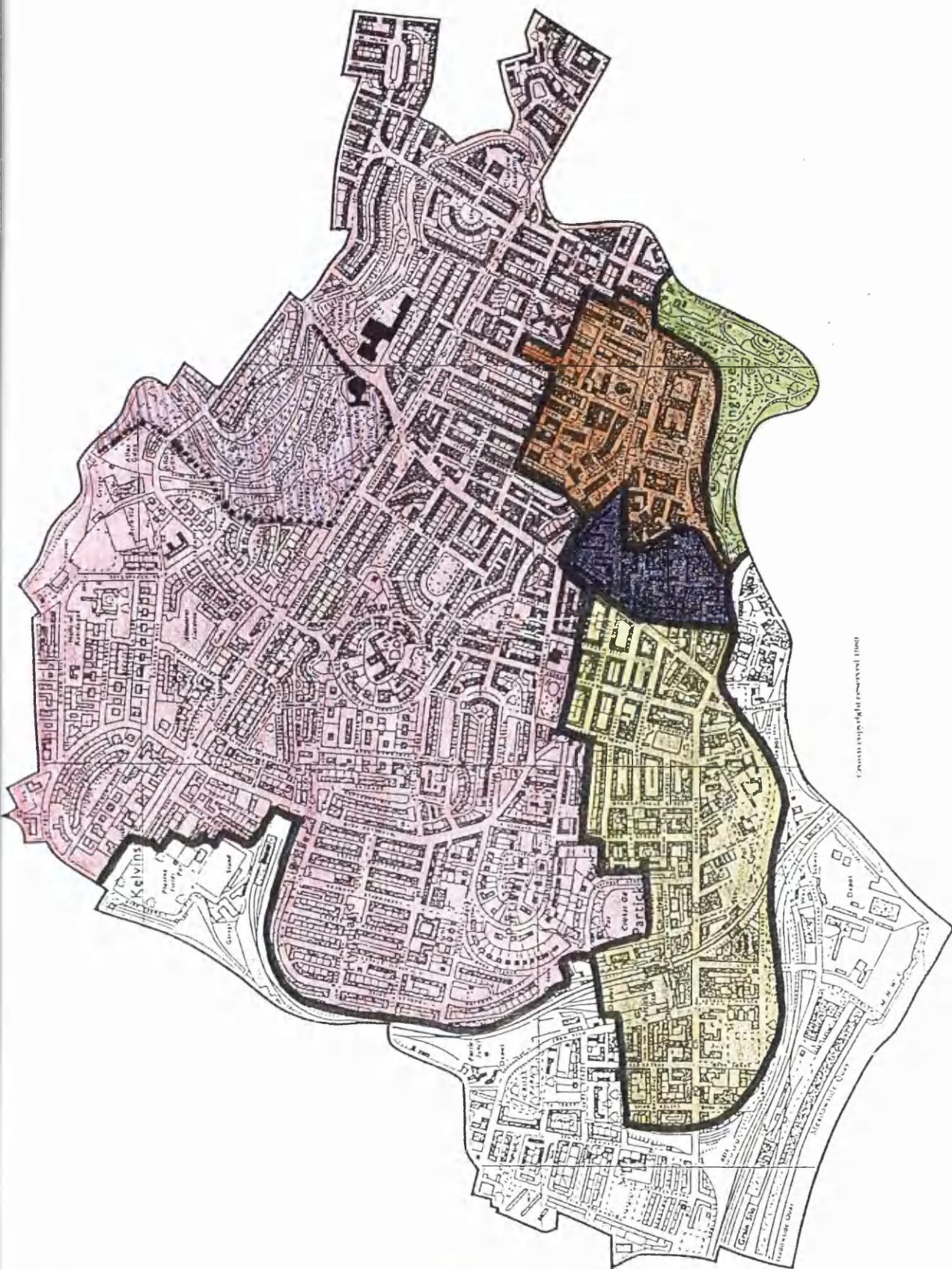
It is bounded on the north and east by the River Kelvin and on the south by the River Clyde, two very important watermarks on the Glasgow map. The western boundary follows Broomhill Drive, Clarence Drive and the existing former Lanarkshire and Dumbartonshire Railway line to Beaconsfield Road and Winton Drive, (Fig.2).

The Character

The Local Plan Area is mainly residential in character although it includes a number of establishments- the University of Glasgow, the Western Infirmary and the British Broadcasting Corporation (B.B.C) Scotland, besides the Botanic Gardens and part of the Kelvingrove Park. The northern half of the area is dominated by the Glasgow West Conservation Area designated since 1972 and is extensively developed with sandstone terraces, tenements, villas and parkland. To the south lies the Partick South Comprehensive Development Area- tenements and light industrial development which has suffered extensive clearance and depopulation since 1971⁷. Hillhead and Partick have some of the best preserved inner-city tenements in Glasgow, while areas

⁶Dr.James Macaulay, " Glasgow Lecture Series", Mackintosh School of Architecture, Jan. 1992.

⁷Glasgow West Conservation Trust Annual Report 1991-92










- | | |
|--|--|
|  Glasgow West Conservation Area |  Partick Comprehensive Development Area |
|  Glasgow University |  Botanic Gardens |
|  Western Infirmary |  B.B.C. Scotland |
|  Kelvingrove Park | |

FIG 2 : BYRES ROAD IN WEST END

like Kelvinside, Dowanhill and Broomhill offer an outstanding residential environment of terraces and villas. Also within the boundaries of the G.W.C.T. and the Hyndland Conservation Areas⁸ there are many buildings listed by the Secretary of State as of Architectural and Historic Interest. Besides containing some of the finest housing in the City, the West End has its share of the worst. These have been mainly attributed to poor ground conditions, abandoned mineral workings, planning blight, absentee owners, multiple occupancy, unsympathetic conversions and infill developments with a history of poor maintenance and neglect which have all taken their toll on the architectural and townscape heritage since 1945. The West End has two prominent district shopping centres: Byres Road and Partick along Dumbarton Road as well as the stretches of shops along Hyndland Road and Great Western Road. The current population in West End is somewhat difficult to ascertain. The 1981 census showed an estimate of around 30,000 people as living in West End. However this figure seems to be misleading when given that the University alone contributes a student population of around 15,000 (which significantly classifies the area around Byres Road as a Student Precinct). This figure is significant since a sizeable number do not live in the vicinity but contribute to the economic life of Byres Road. Similarly the area experiences a large crowd visiting the major establishments the foremost being the Kelvingrove Museum and Galleries and the Transport Museum. Besides these, the West End can be considered as the cultural asset of Glasgow. (Fig. 3).

⁸Since October 1990 the Hyndland Conservation Area has been absorbed into the Glasgow West Conservation Area. The combined area constitutes approximately 25% of the total conservation areas in Glasgow.

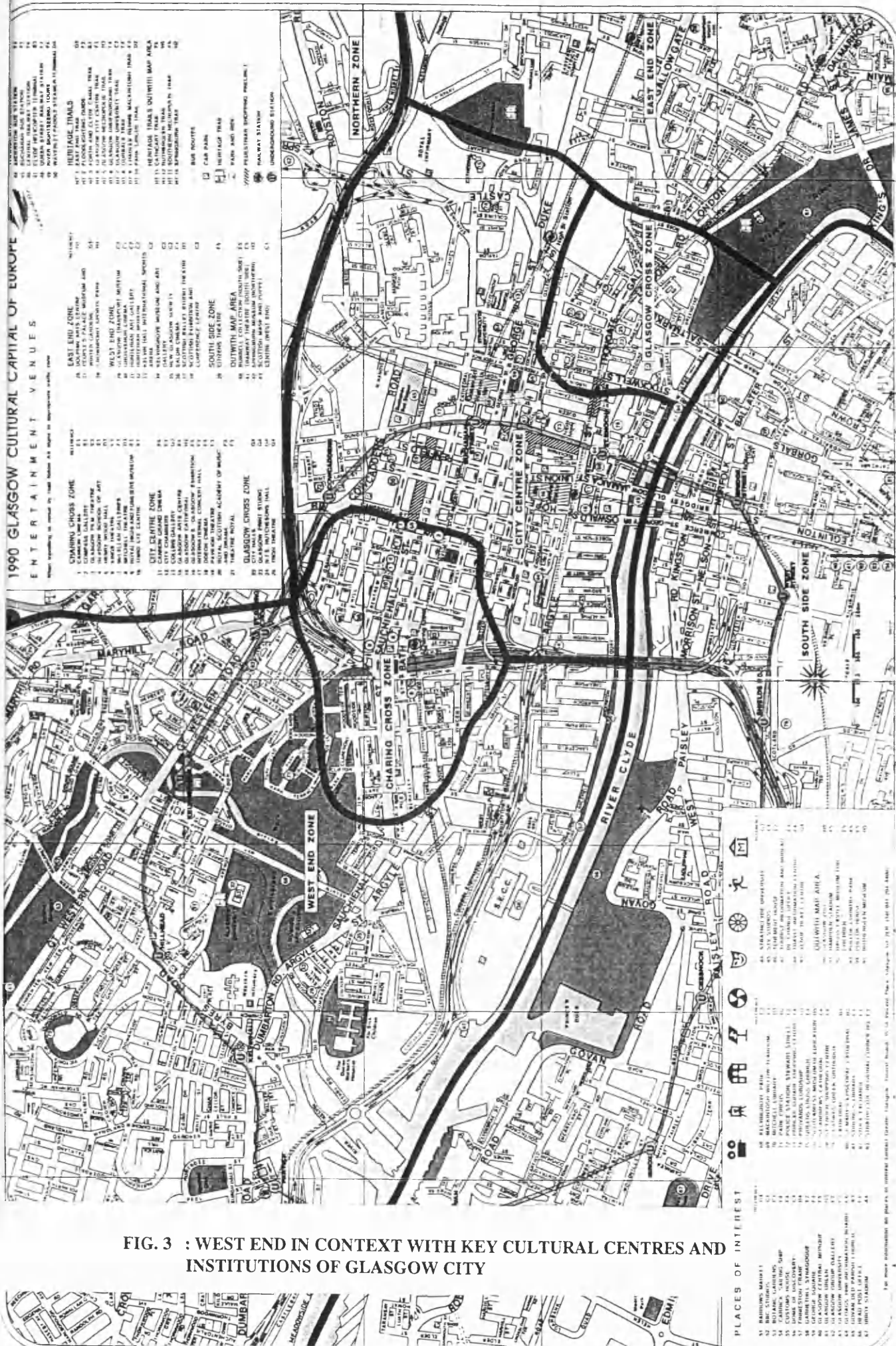


FIG. 3 : WEST END IN CONTEXT WITH KEY CULTURAL CENTRES AND INSTITUTIONS OF GLASGOW CITY

3.0 BYRES ROAD- THE PROPOSED STUDY AREA

The road, almost a kilometre long, linking Partick Cross at Dumbarton Road to Great Western Road is called Byres Road. It is a very popular shopping street and one of the busiest in Glasgow. Termed as the *Heart of West End*, it also has a reputation for providing something for everyone with its array of small and unusual shops alongside bigger retailers.⁹ Its catchment area extends beyond the West End to include peripheral areas of Anniesland, Knightswood, Yoker, Whiteinch and Woodlands. The West End Local Plan classifies Byres Road and Partick as "District Shopping Centers", where together they are ranked second only to the City Centre in Glasgow's shopping hierarchy. In the official maps of the Planning Department only part of the Road or Street (as is found to be in the Glasgow West Conservation Area, the remainder being in the Partick Comprehensive Plan Area. Nevertheless, and rightly so, the Glasgow West Conservation Trust recognises the importance of classifying it as a single entity so that any conservation measures can be carried out with total consideration. However this view has not gained any support as can be gauged from the unpublished West Area Review where this part of the Road is mentioned as part of a potential Partick Conservation Area.

The proposed Study Area (Fig: 4), is confined to the first street or streets that bound the Road including the back lanes, courtyards and "saloon courts".¹⁰

⁹Glasgow Guardian. "Byres Road, the Heart of West End". Dec.1991,p.14

¹⁰Saloon Courts are extended portion of a shop whose flat roof top is used roof terrace.



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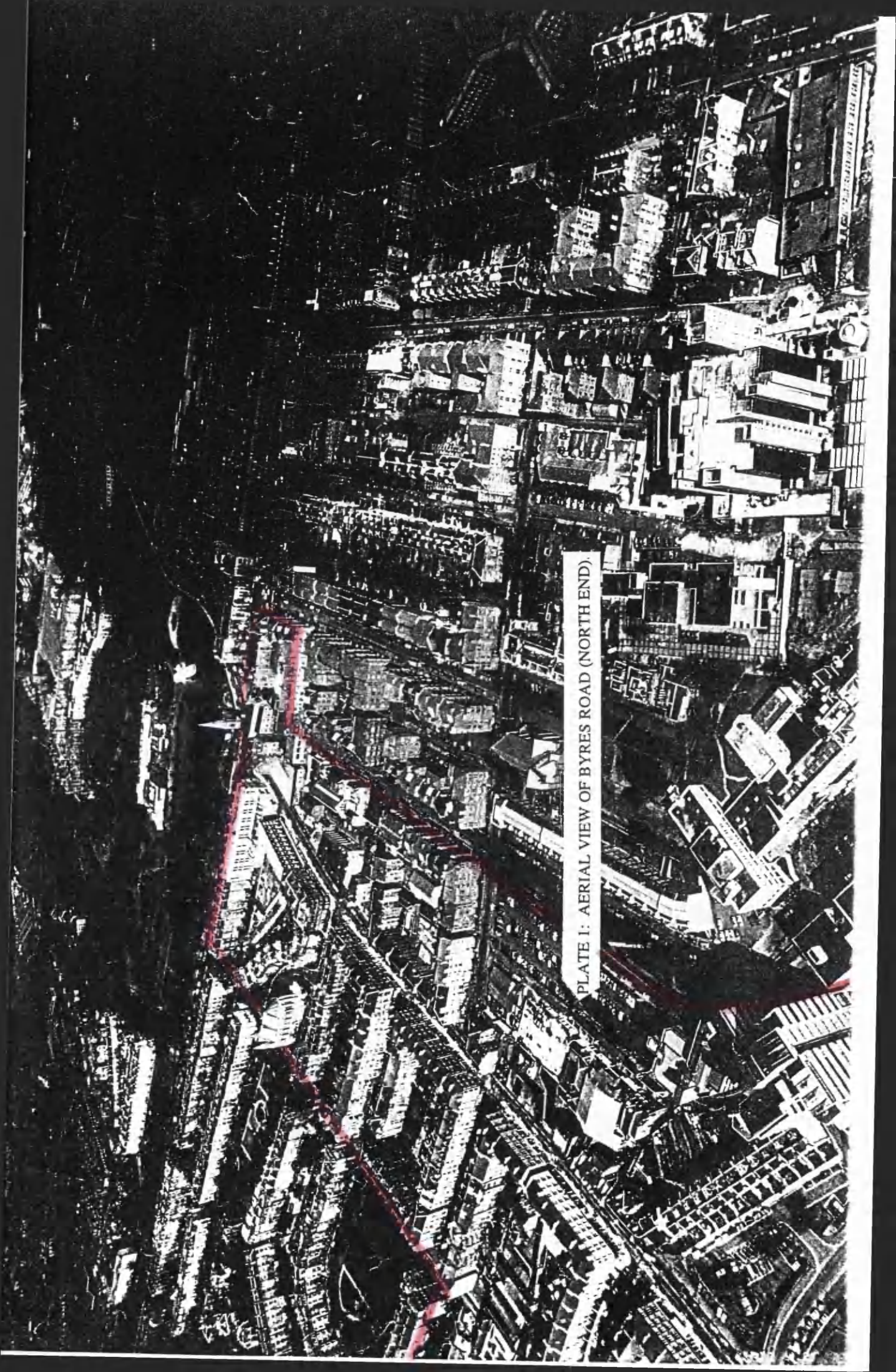


PLATE 1: AERIAL VIEW OF BYRES ROAD (NORTH END).

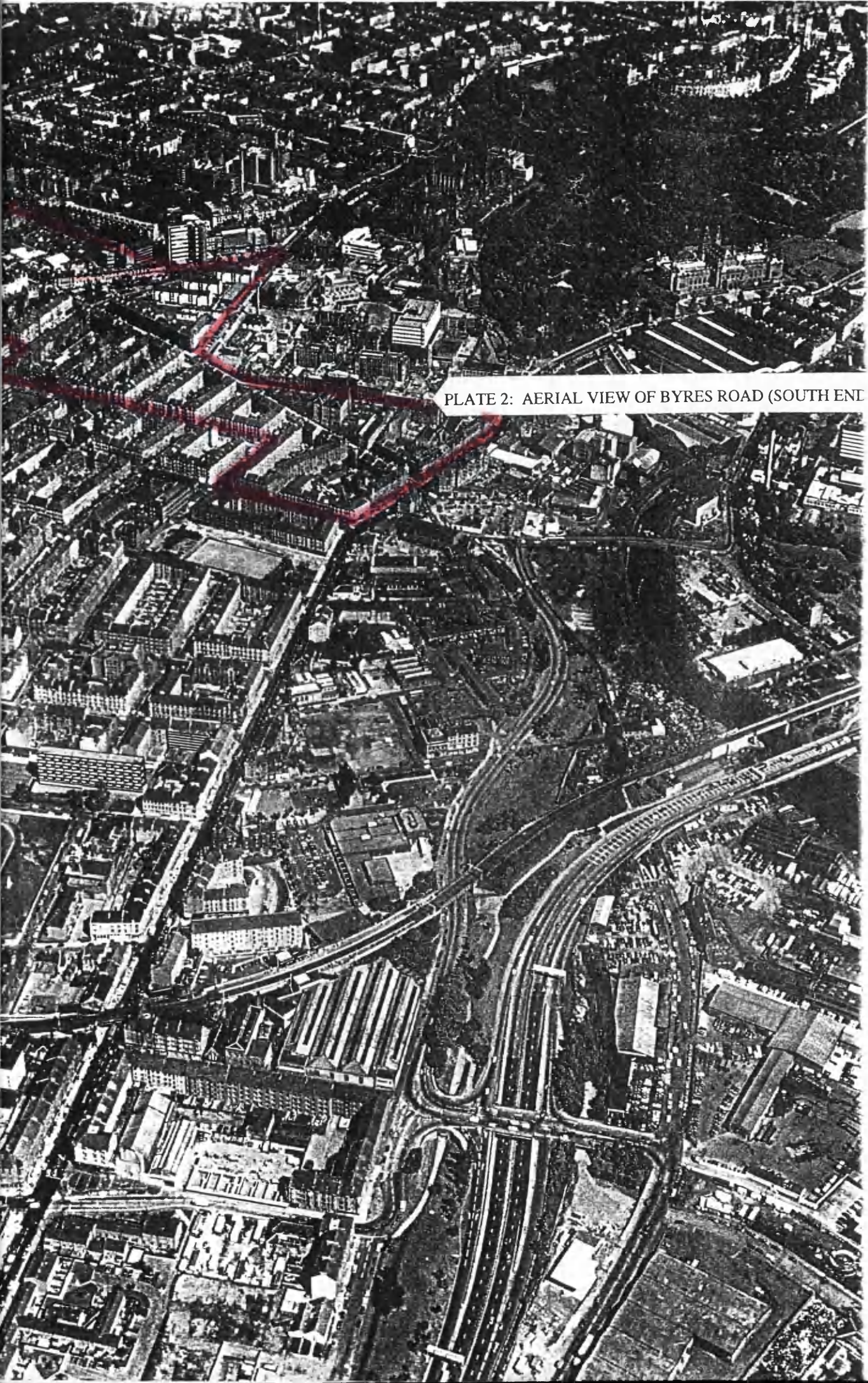


PLATE 2: AERIAL VIEW OF BYRES ROAD (SOUTH END

CHAPTER ONE

HISTORICAL DEVELOPMENT OF BYRES ROAD

1.1 Historical Role as a Connector

A map of Glasgow 's adjoining districts of circa 1650 (Fig. 5) indicates the existence of a settlement with a well defined group of buildings at a cross roads which could very well be the present location of Partick Cross and the beginnings of a road leading north-eastwards into the farmlands, which is probably the Byres Road of today. It is most likely that the road derived its name from the lands known as the Byres of Partik (Partick)¹¹. As shown in *Richardson's map* of 1796 (Fig. 6) the full extent of Byres Road then and its important role as a major connector for areas to the northeast is visibly evident even though only its stretch in the lower or southern end coincides with the present alignment. This role of Byres Road is further accentuated by its description as an ancient highway from the *Hillhead Album*, "*Before 1840 the main approach from Glasgow to Hillhead for horse carriages and wagons was through Sandyford by the Old Dumbarton Road access via the ancient bridge of Partick and up the long defined " highway" of the Byres Road"*.¹²

In 1836, authorisation was given for the Great Western Turnpike Road which undoubtedly led the way to the imminent expansion towards the west where people of substantial standing in society were seeking to set up their residences away from

¹¹Byres Road- Glasgow File series 1987. p.4

¹²Henry B. Morton, A Hillhead Album, 1972. Univ.Press Ltd. Glasgow. 1973 p.8.

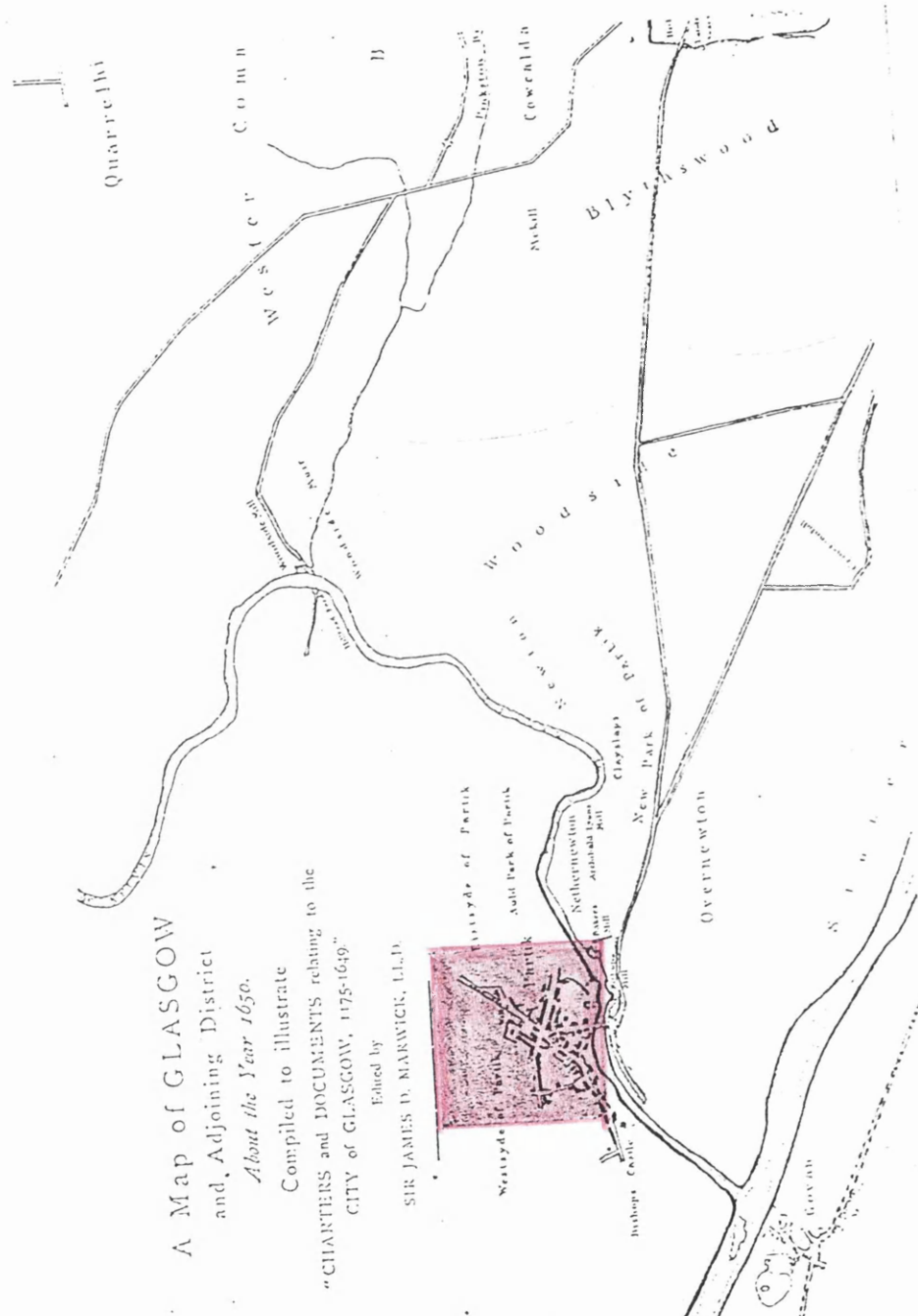


FIG. 5 : A MAP OF WEST END ABOUT 1650

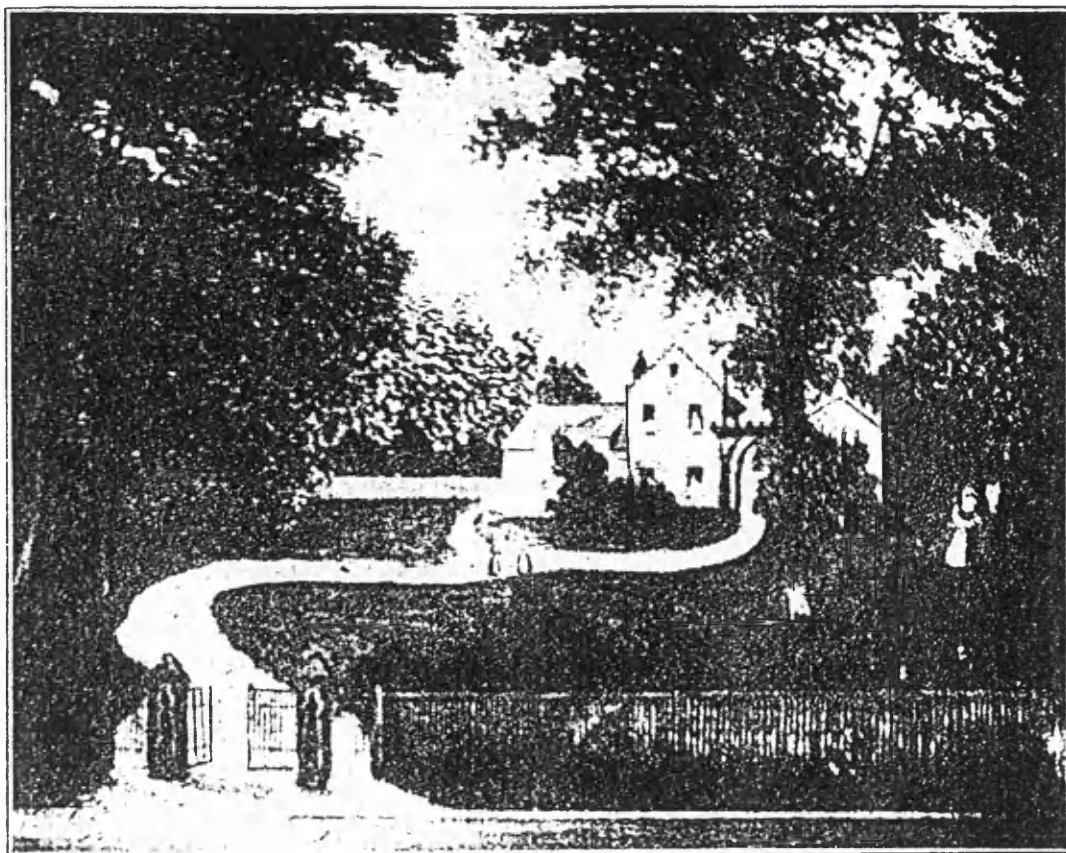
the overcrowded city centre. By the 1840s the construction of a high level bridge across the River Kelvin was completed thus ending the pastoral isolation of areas like Hillhead. However Byres Road was still a very important connector for Hillhead, Dowanhill and Kelvinside and to the ancient burgh of Partick and Govan District across the River Clyde.

1.2 The Growth in Character and Identity

Though it existed very much earlier, Byres Road was officially named only in 1847 along with Great Western Road and Great George Street. Apart from a brief period in the 1880s when it was called Victoria Street, and later only part of it, the Road has always been known as Byres Road. About this time, the following mansion houses (Fig:7) were named; *Hillhead House*, *Saughfield House*, *Florentine House*, *Thornville House* and *Gilmorehill House* (parts of some are still surviving). The only visibly marked building along Byres Road then was "*The Curlers Tavern*" the first and only public house for a long time in Hillhead (Fig:8). Unlike Great Western Road which gained prominence due to its origin as a planned highway from the very beginning, Byres Road evolved from an existing route later widened and realigned to cater for the planned townships of Hillhead burgh and Partick burgh. Thus, while Great Western Road was lined with grand terraces such as Buckingham Terrace and Ruskin Terrace, Byres Road was being given simpler frontage with quadrangular blocks with shops at ground level thus marking the different hierarchy of the Roads. However it is the shops along Byres Road that thrived since it established itself as the centre for shopping in the 1930s. This prominence was greatly due to the increasing influence of the University and the Infirmary through their physical expansion attracting large sectors of the middle and professional class.

*"Even though the westward trend had started it was not until the Glasgow University moved from the High Street to Gilmorehill in 1870, that the area around Byres Road began to develop and from the turn of the 20th century small businesses catering for the influx of people began to prosper."*¹³

¹³Byres Road, Glasgow File series,p.3.



'The Old Mansion House of Hillhead.' Water-colour by Mrs. Hooker, exhibited in Old Glasgow Exhibition of 1894. This rural retreat stood between the south end of Granby Terrace (Hillhead Street) and Sardinia Terrace (Cecil Street) and disappeared when these streets were formed and built up in the sixties and seventies of the 19th century. *Glasgow Herald*



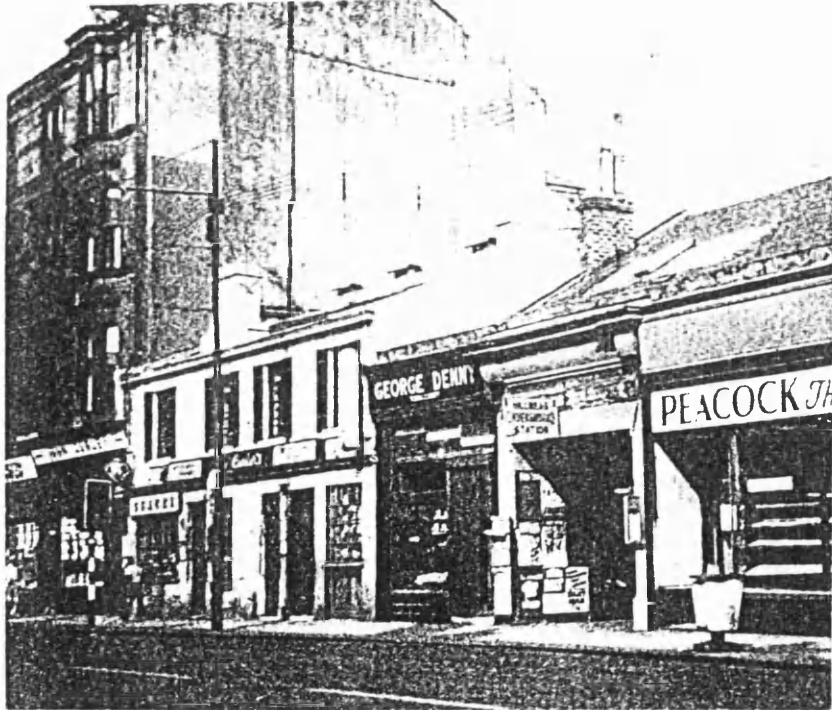
OLD HOUSES · EYRES ROAD

FIG. 7 : HOUSES OF BYRES ROAD AREAS IN HILLHEAD AND PARTICK ENDS SHOWING THE DIFFERENCE IN THE QUALITY OF LIVING

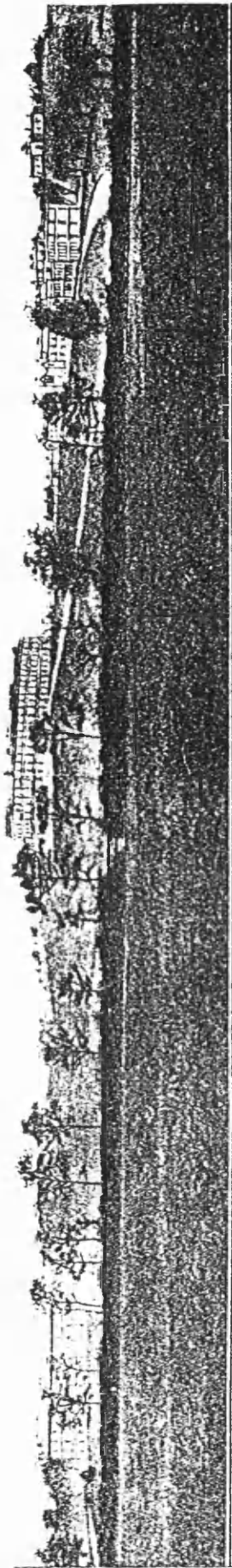


Byres Road
at Lawrence Street.
1908 *Valentine*

Curlers' Tavern



Curlers' Tavern, Byres Road.
The only public-house within Hillhead.
April 1970 •



Observatory

This photographic scene of about 1864 shows Lawrence Place, Crown Circus, Victoria Crescent and the Observatory.
The ancient highway of Byres Road is indicated by the line of hedge. *Glasgow Herald*

FIG. 8 : BYRES ROAD STREETSCAPE OF THE EARLY YEARS.

From the 1870s Byres Road experienced a pattern of development that resembled the meeting of two cultures with a development northwards from Partick Cross in the Partick burgh and a development southwards from Great Western Road in the Hillhead burgh. The area where the two boundaries now meet near Highburgh Road was the last to be developed. The pattern of development depicts the social and economic distinctions that prevailed in British society (with Partick being working class in nature engaged mainly with shipyards, mills and granaries along the River Clyde while Hillhead contained the upper middle class and professionals employed in the Infirmary, and the University in the immediate vicinity). The distinction is very evident today in the nature and size of the shops and the tenement flats. It could perhaps also explain why there was an attempt to rename the northern stretch from Lawrence Street as Victoria Street probably seeking a more prominent name. The class distinction that prevailed is again aptly amplified by the local patriotic feeling or loyalty towards the local shops described in the following extract from *The Hillhead Album*. While mention is made of Kelvinside and its close association with Hillhead, there was no hint or mention of the shops in the Lower or Partick End.

"It may surprise many people to be told that the Hillhead's shops in Byres Road are only those on the East side, extending from Kelvinside Church to Ashton Road. Yet both sides are looked upon generally as being in Hillhead as far down as Highburgh Road. But the feeling of this half of Byres Road belonging to both Kelvinside and Hillhead is amply confirmed in many ways. There is a "family Oneness" about it all, happily exemplified by Hillhead and Belmont Parish Church being in Hillhead. So with equal regards for both sides of this ancient highway".¹⁴

¹⁴Henry B.Morton, A Hillhead Album, by FRP. Ferguson.(1912)p 10

Perhaps in some ways the amalgamation of Hillhead and Partick into Greater Glasgow helped set the tone towards the integration of residential areas which hitherto demanded a total segregation.¹⁵ This is quite evident from the way the area around Byres Road was developed as described earlier.

1.3 The Development and Growth in Importance

Byres Road is important today because it is a major shopping street. It is a role that evolved from the turn of the twentieth century particularly with the rapid development of a middle-class society attracted by the stature associated with the proximity to the University. The expansion of the University into Hillhead in the twenties and the establishment of the B.B.C. in the thirties¹⁶ was particularly responsible for the rapid increase in population which gradually helped to establish the Road as a more of an attractive (shopping) alternative than the stretch of Great Western Road from Byres Road to St George's Cross. When the boundaries of Glasgow grew (Fig:9) to include Gilmorehill in 1872, Hillhead Burgh in 1891 and Partick Burgh in 1912, the Road further gained prominence (as a single entity) with the reconstruction of the Partick Cross in red sandstone with additional new and better shops making it the major shopping street in West End.

¹⁵George Gordon,Perspectives of Scottish Cities " Choice,and considerations : Further perspectives on socio-residential segregation in the 19th.c.Aberdeen Univ. Press. 1985,P.91-121.

¹⁶ibid,p.95

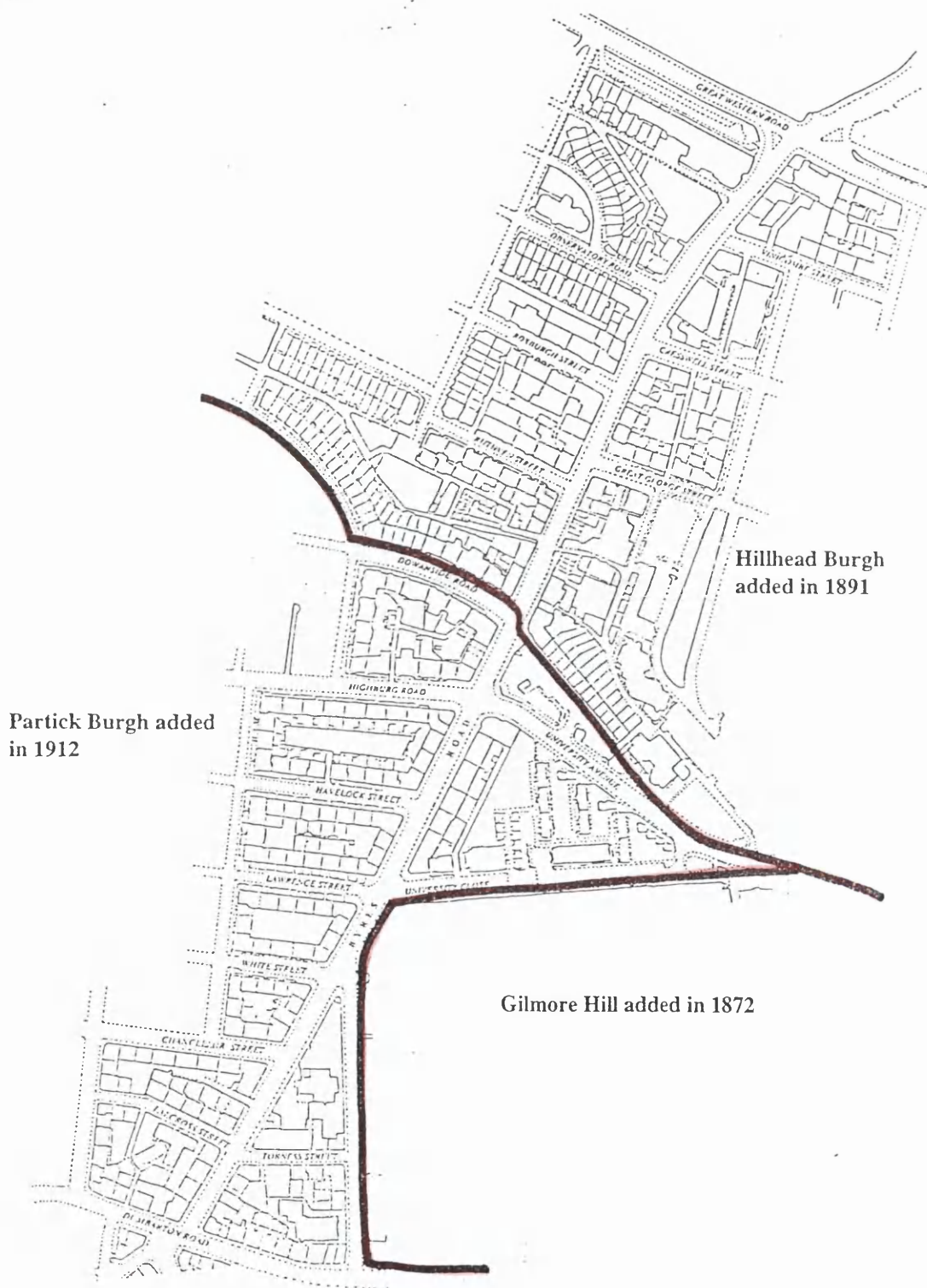


FIG 9 : GLASGOW'S EXPANSION TO INCLUDE ADJOINING AREAS

1.4 The Decline in Traditional Character.

The Road scenario changed in terms of traffic intensity, significantly from the turn of the twentieth century.

"Fifty Years ago it had very little traffic in comparison with Great Western Road, and in the evenings you could look down its whole empty length with nothing to impede your views of the distant minarets of Harland and Wolfs' mighty cranes on the otherside of Govan Ferry, a vista now gone. Apart from a quick trotting horse yoked to a light vehicle the general movement of street traffic was leisurely and safe." "Byres Road was a very quiet road before the Great War of 1914".¹⁷

Writing in the 1980s in *Byres Road-The Glasgow File series(1987)*, mention is made of the street in the nineteen thirties which shows a marked change from the nature of the traffic in the earlier extract.

"Fifty years ago Byres Road was a quieter highway since vehicles could drive unrestricted through the back streets. Life along the main street was taken at an altogether dignified and leisurely paced."¹⁸

After the Second World War, in the fifties and sixties the scenario along the street was changing even more rapidly. The once quiet Road had now become an important artery for the ever increasing vehicles with a profound impact on the street environment. Apart from Crow Road in the further west, it is the only thoroughfare that connects the northeast region to the southwest thus becoming part of the overall

¹⁷Hillhead Album,p.10.

¹⁸Byres Road, P8.

major traffic network to Glasgow. At the same time the collapse of traditional industries which led to the general decline in Glasgow's wealth accounted for many of the social changes. In the West End the middle classes owning large residences which in many cases were at least a hundred years old could not afford the maintenance. Thus, they moved out into the green suburbs which offered houses with modern amenities that did not require much domestic help.¹⁹ This led to notable changes in the population mix. Most significant was the student group who began to dominate the Road and live in the vicinity in larger numbers (as was becoming the trend) replacing the large number of middle class and professional families particularly from Hillhead who headed further westwards into areas like Jordanhill, Scotstonhill, Broomhill, Bearsden and Milngavie. It soon became the chosen place to live for the likes of artists and writers on account of its proximity to the BBC and others who preferred a West End address. Added to this the early seventies saw a growing Asian migrant population in the area particularly in Hillhead.²⁰ This resulted in further multiple occupancies and subdivision of residential units, a factor which placed great strain on the building fabrics and resulted in the gradual decline in visual quality.

The shops began to change from independent, speciality run (mostly as a family businesses) to national chainstores. Thus their quality and the level of service provided began to alter the impression on the shopping environment. It was a

¹⁹Dr.James Macaulay..Lecture Series "West End".

²⁰Bashir Mann, The New Scots-The Asians in Scotland,.Joh Donald Pub. Ltd. Ediburgh. 1992

scenario fast becoming common throughout the British High Streets' shops whose richness in individuality and number once led Napoleon to describe Britain as "a *Nation of shopkeepers*".²¹ Some of the shops were replaced by a growing number of non retail business activities like building societies and the latter day phenomena, the estate agents and mortgage institutions which marked in general terms, the decline of traditional High Streets.

*The shops were then independently owned, speciality shops. "If they don't stock what you wanted they would get it for you- that was the kind of service you got in those days. Local people remember the quality grocers like Colquhouns, Kerr, Hunters and Massey. Similarly there were the butchers, fishmongers, bakers, florists, saddlers, hosieliries, bootmakers and others who made the street the "Speciality Street" where one could fill ones bag with everything one ever wanted.*²²

The establishment of an immigrant population always makes its own mark on the shopping character particularly so if the group is inclined to business activities. Thus the introduction of "cafes" by Italians at the turn of this century brought "*The University Cafe*" to Byres Road. Today it is one of the longest run family business with its shopfront and art deco of the interior maintained in its original character. In the seventies a number of shops mainly restaurants and takeaway shops with a number of confectioneries were beginning to be owned by people of Asian origins. By then the Road, formerly lined predominantly by speciality shops catering not only for westenders but for all those attracted by the West End's Institutions, gave way to a

²¹Alan Powers, Shopfronts,...Chato & Windus, London.1989. p 3..

²²Byres Road..p11

mixture that comprised a large stock of non-retail outlets. That greatly altered the traditional character and rhythm of the road by replacing the looks and sizes of the shop fronts along with the materials and signage. In many ways the inclusion of motor vehicles at the expense of trams led to the major visual and physical changes in the way any High Street was perceived and Byres Road has not been an exception.

1.5 Summary of the Physical Growth and Decline

The following maps dating from 1865, i.e. seventy years since the last dated map of 1650 show the contextual growth of Byres Road in the rapid development of West End. Within the next seventy years or so Glasgow recorded its highest population figures at 1.7million more than 100% greater than when compared to 600,000 in the 1980s²³. In the period between 1890 to 1930 the physical development in the West End reached its maximum coinciding with the zenith of Glasgow's traditional heavy industries.

²³City of Glasgow District Council, Planning Department Hand Book,1992,....p65

In the map of 1865 (Fig:10) the following observations could be noted:-

There is no building along the linearity of Byres Road except at Partick Cross, the well known Curlers Tavern at the top end and a few small houses. Byres Road was just an important highway and was called Victoria Street. The triangular site formed with Church Street has Partick Academy built in 1850 and the Old Parish Church of Partick. The map also shows the location of some of the the earliest mansion houses which soon gave way to middle-class terraces.

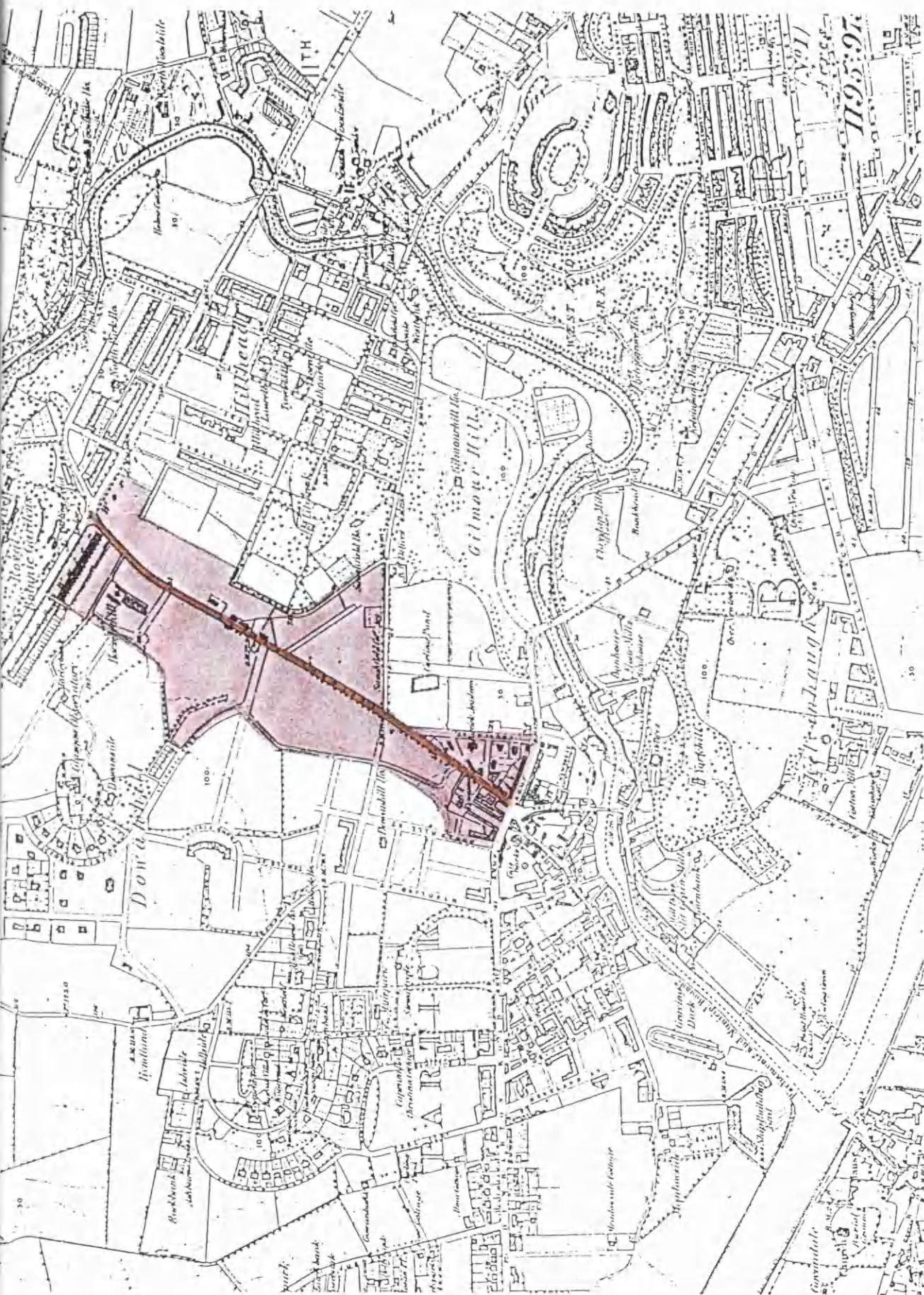


FIG. 10 : BYRES ROAD AND ITS ADJOINING AREAS ABOUT 1865

The map of 1880 (Fig:11) After a period of Fifteen years the following observations could be noted.

The top end or northeast end of Byres Road has begun its formation and the cross at Albion Crescent (Dowanside Road) and Ashton Terrace (Ashton Road) is well defined as an important focus called Victoria Cross. About this time the name of the Road was spelt as *Byars Road* with the south end known as Victoria Street. Almost all the present conurbation of streets adjoining Byres Road had been determined. The main landmark buildings - The University, Western Infirmary, Hillhead Burgh Hall, the churches and some of the prominent terraces had been built which indicates that rapid development took place since the University moved into Gillmorehill in the 1870 s.

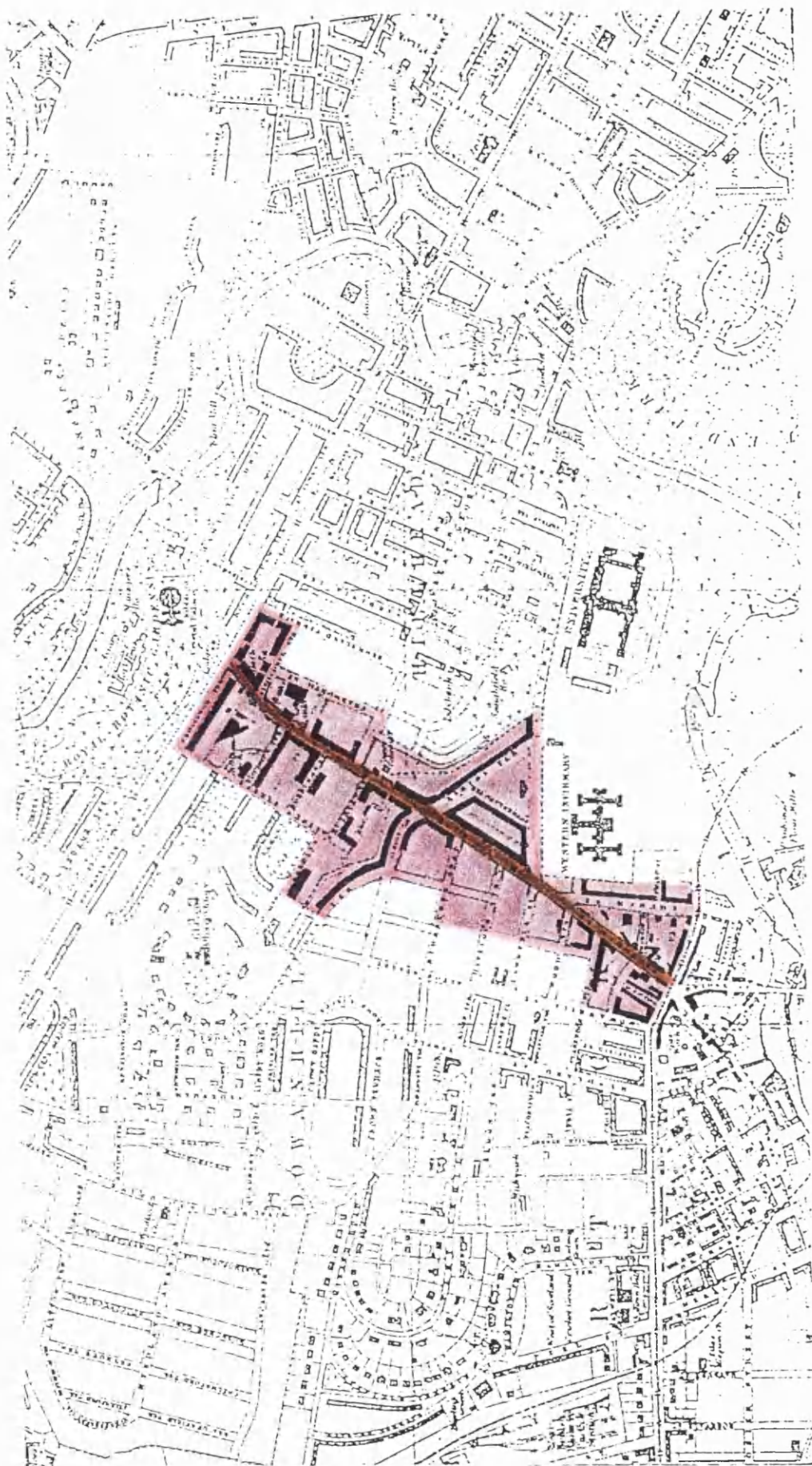


FIG. 11 : BYRES ROAD AND ITS ADJOINING AREAS ABOUT 1880

In the map of 1897 (Fig:12) After a period of Seventeen years the following observations could be noted.

A notable inclusion is the underground train line; the Hillhead and Kelvinhall stations. Most of the adjoining areas have been built with traditional tenements having ground level shopplots. They are also good indicators of the pattern observed in the direction of development leaving only the gap site quadrant at Highburgh and Havelock Streets vacant. Most of the buildings found earlier in the south end are intact except for Partick Academy soon to be replaced by a new school building. Many of the streets bore different names at the south end. However Byres Road had regained its name for the whole stretch perhaps as a result of Hillhead becoming part of Glasgow.

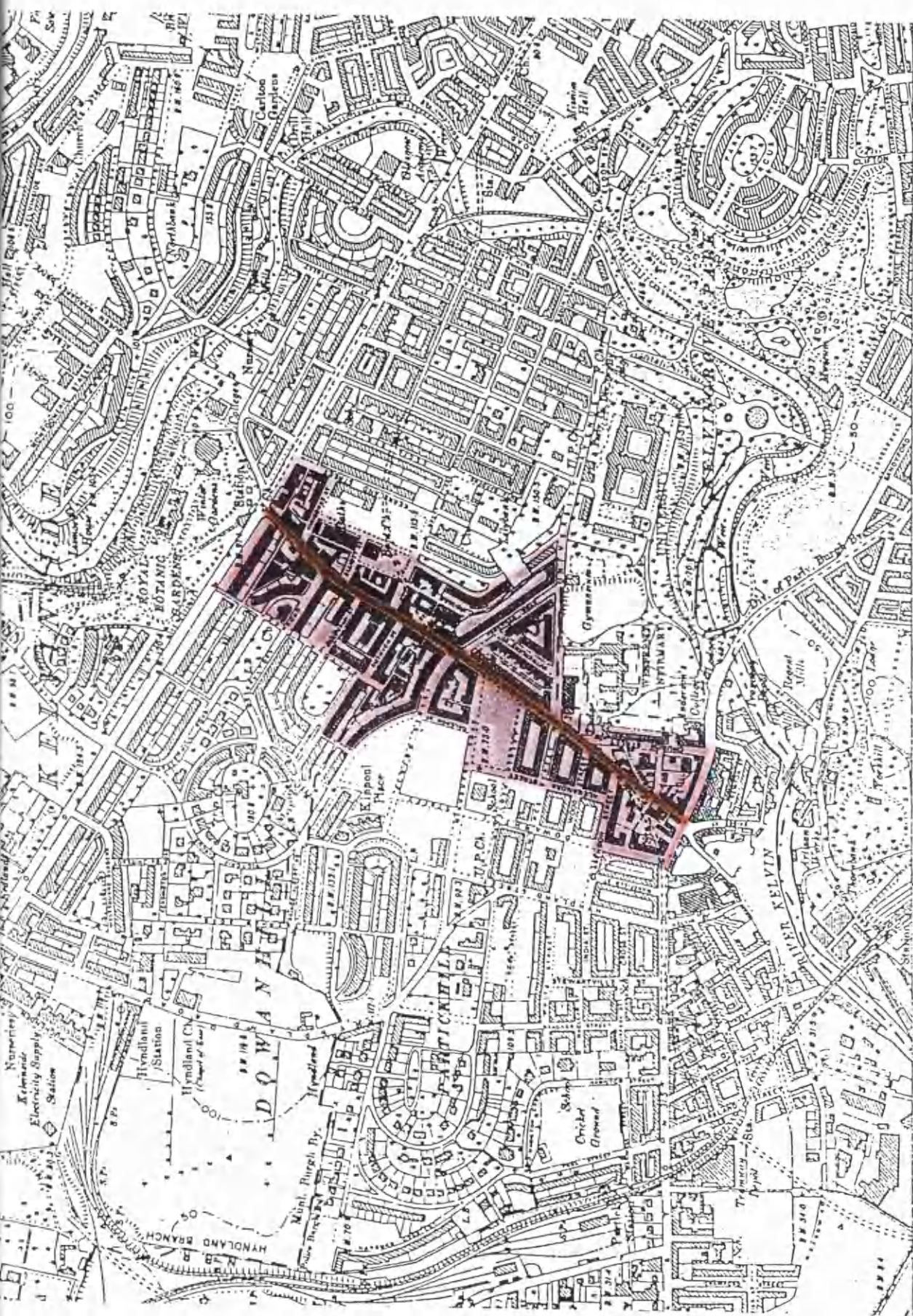


FIG. 12 : BYRES ROAD AND ITS ADJOINING AREAS ABOUT 1897

In the map of 1938 (Fig:13). After a period of Forty years the following observations are noted.

By this time the physical expansion is complete with new tenements replacing the old houses at the south or Partick end and the last tenement building of its kind, *the Grosvenor Mansions* completed at Observatory Road, in 1931. Albion Street and Elliot Street had been renamed as Dowanside Road and Cresswell Street respectively. It is perhaps noteworthy to mention again that this map represents Glasgow's physical stature, during which it recorded the highest population figures ever reached as the Second City of the Empire.

In the map of 1988 (Fig:14) After a period of Fifty years the following changes are noted. The physical decline that has occurred is evident.

Notable changes are the realignment of University Avenue and the loss of the triangular site which housed some of the best inner-city tenement housing. The expansion of the University was also at the expense of some of the fine terraces in Hillhead. The Burgh Hall has been replaced with the Public Lending Library in the early seventies. Most of these profound changes took place in the sixties when some blighting planning policies came to the fore. In the sixties the University acquired large numbers of tenements to be converted into multi-storey teaching blocks. Fortunately, the introduction of the Conservation Movement from the seventies put a stop to demolition of tenements. They were readapted instead to accommodate the spatial requirements of the University. The availability of grants for tenement rehabilitation also helped towards their preservation.

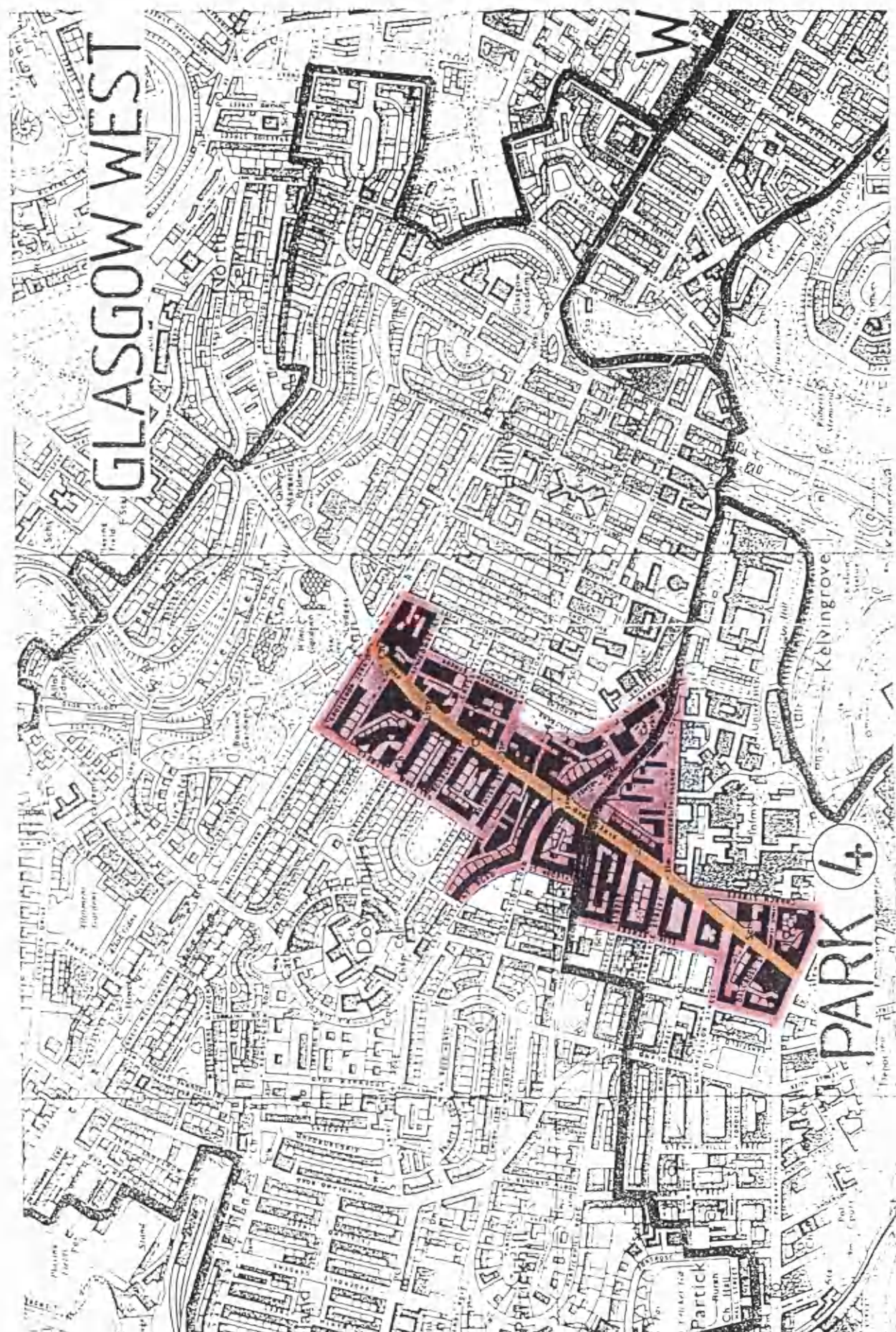


FIG. 14 : BYRES ROAD AND ITS ADJOINING AREAS ABOUT 1988

CHAPTER TWO

ANALYSIS OF THE STUDY AREA

Having defined the objectives of the thesis, in which Byres Road is proposed as a major shopping centre within a framework of a conservation designated area, one needs to consider the various problems that such objectives would involve. The possible nature of these problems or "exerting forces" are briefly, the studies on land use particularly the existing shops and shopping environment and those associated with them. They include studies on urbanscape provisions; traffic and parking; the surrounding conditions and related planning policies for the area. Since the distinctive feature of Byres Road is the existence of these shops in the tenemental building mould, a brief look at the residential aspect will be covered as part of landuse studies. This will include the backlanes and the quadrangular courtyards surrounded by the blocks. A major portion of the study on the shops and shopfronts is covered by the photographic survey of the whole stretch on both sides of the Road. (Refer Appendix I, Vol:2).

2.1 An Overview on the Physical State of the Area

The Study Area is approximately 1.5 to 2.0 Km long from the nearest edge of the city centre from Great Western Road in the north and Dumbarton Road-Sauchiehall Street in the south. However the intervention of the motorway and the immediate ring created by River Kelvin keeps the area in physical isolation from the city centre. (Fig:15).

According to the Planning Department's *Planning Framework* (Fig:16) practically the

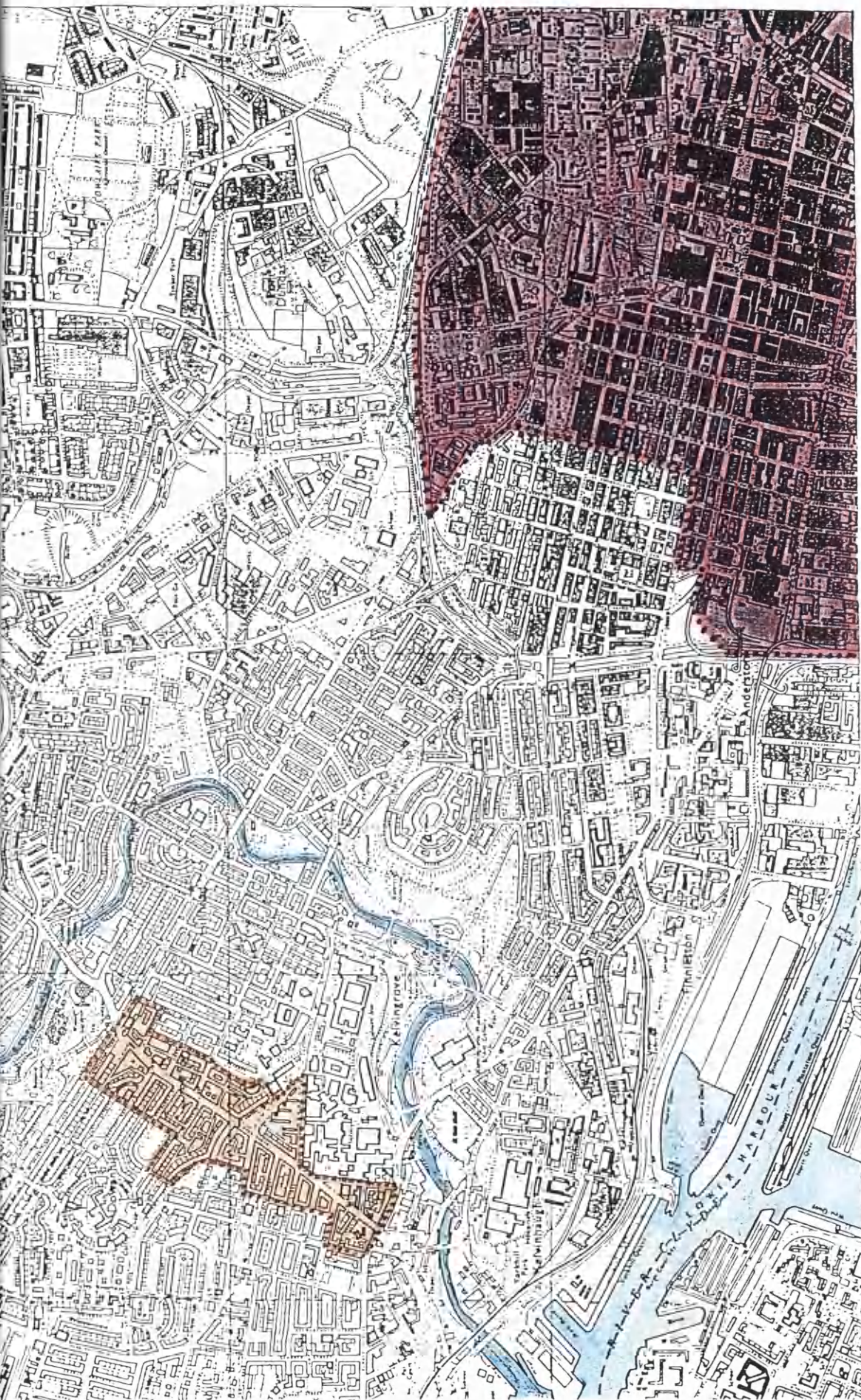


FIG. 15 : STUDY AREA IN RELATION TO RIVER KELVIN, RIVER CLYDE AND CITY CENTRE....(35)

whole West End is considered as "Recognised areas of good built environment". The only area outside this description is the derelict, former industrial site of Partick, south of Byres Road. The plan vividly demonstrates the Road as part of the major arterial of the City Traffic Network system.

Most of the information given below is based on references made to the Local Plan; the West Area Local Plan Review; interviews with city planning department officers; Road Engineers of the Regional Council department; the technical directors of Glasgow West Conservation Trust; and Partick and Hillhead Housing Associations.

2.2 Existing Landuse

The West End landuse plan (Fig:17) shows the dominant feature of the Area as being primarily for residential purposes. It also illustrates the extent of the shopping stretch along Byres Road and Dumbarton Road, the major district shopping centres. The rest of the marked shopping areas are of local neighbourhood types. There are two major park lands- the whole of Botanic Gardens and part of Kelvingrove Park, confined within the western bank of the River Kelvin. Besides these, there are a number of open spaces in the form of public and private recreational grounds and gardens. The industrial belt is confined to the south in the former ship and dockyards. This derelict land is seen as part of the new asset²⁴ of the city where potential riverside redevelopment along Meadowside and Yoker is expected to bring much needed employment. According to the Review Plan, the prospects of new housing areas, substantial job creation and public access to stretches of water front that have been monopolised by the shipping industry for a century, could now be realised.

²⁴Glasgow District Council, Planning Department, West Area Review, Nov.1991p.5

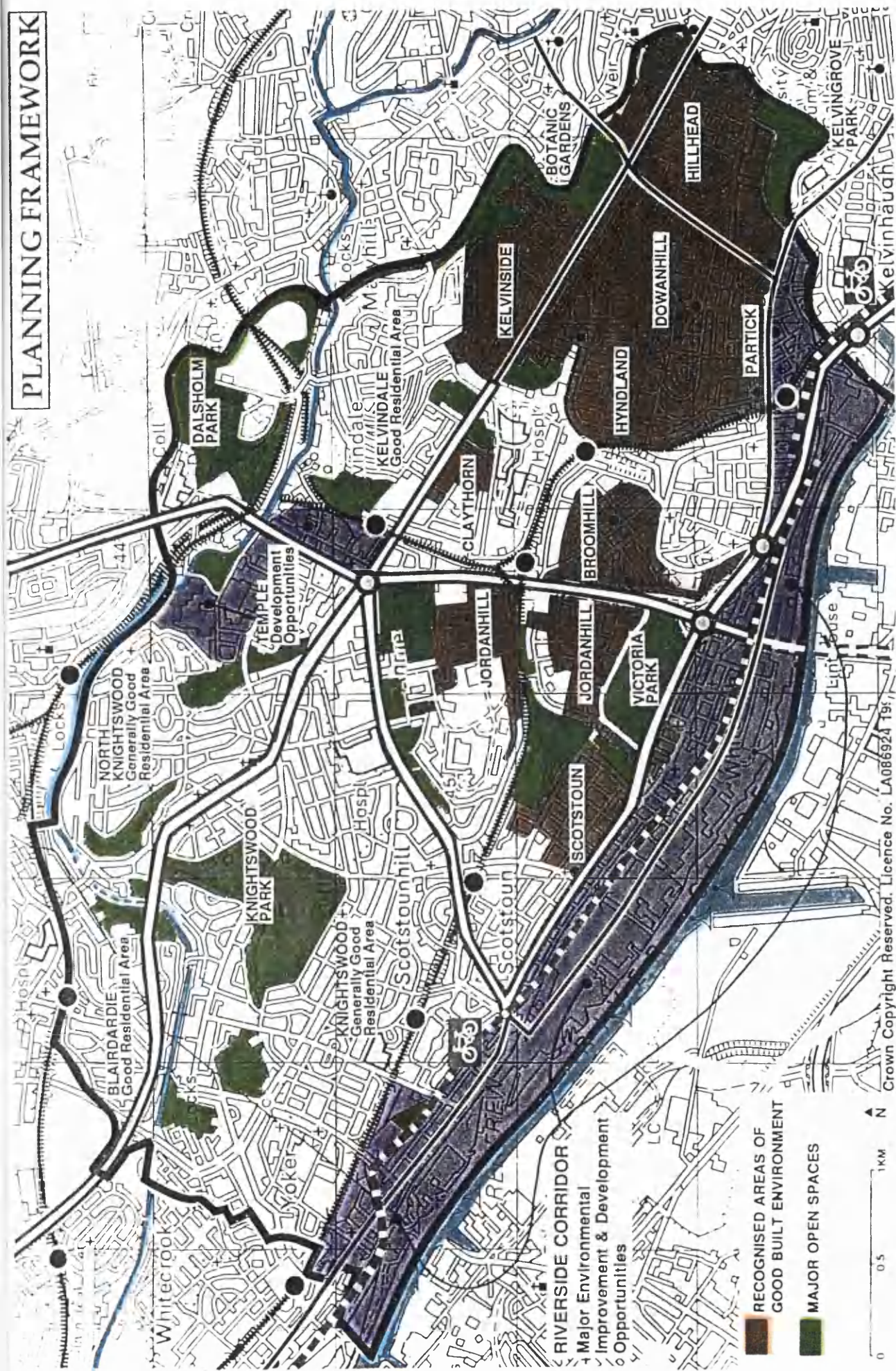


FIG. 16 : THE DEVELOPMENT OPPORTUNITIES OF THE RIVERSIDE..

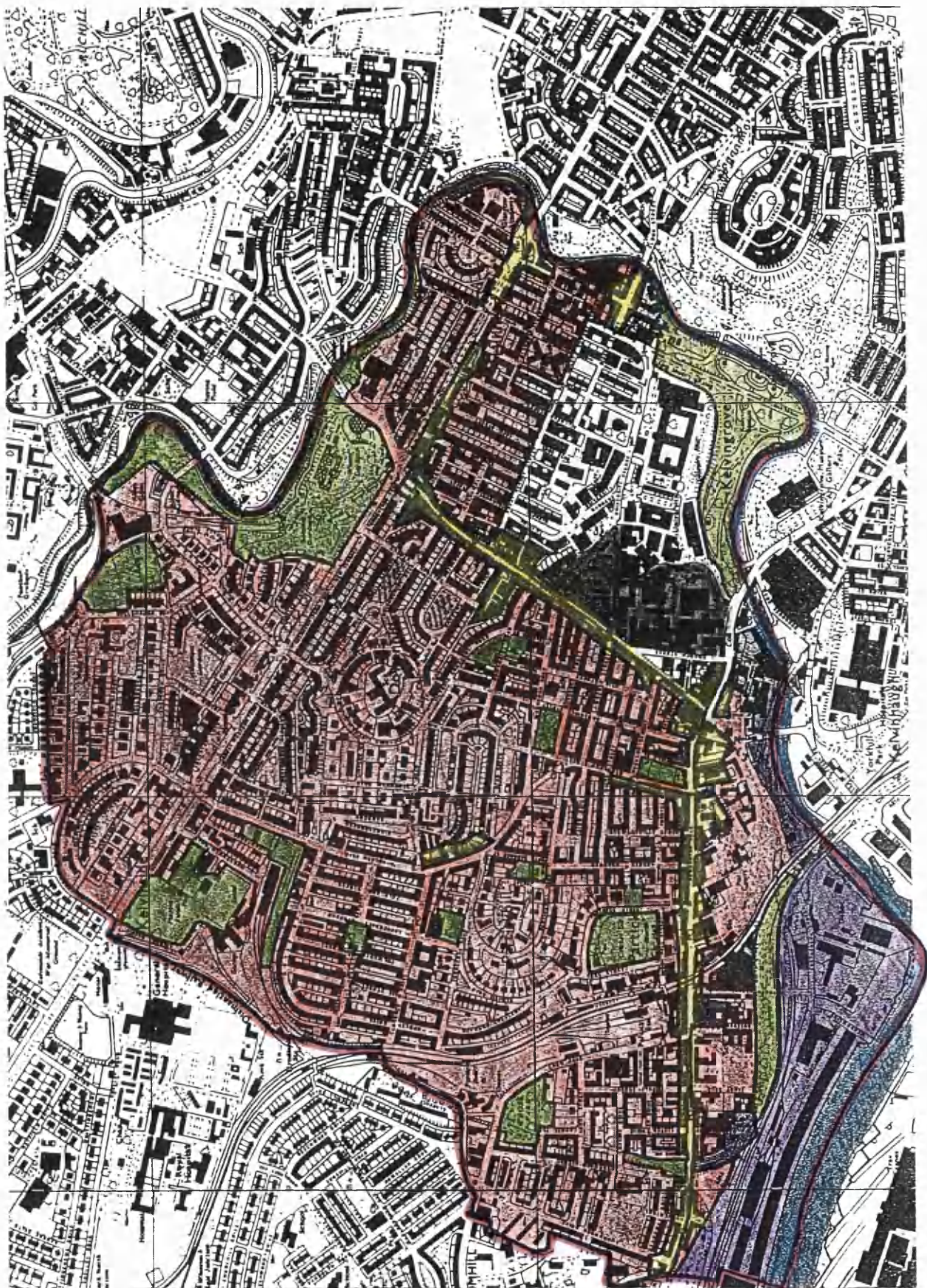
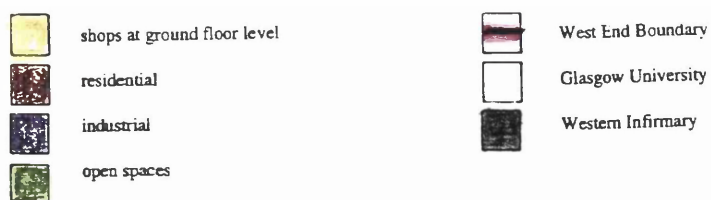


FIG. 17 : WEST END MAJOR LAND USE

BYRES ROAD AS A MAJOR SHOPPING CENTRE IN WEST END



2.2.1 Housing:

Based on the 1988 Local Plan, 50 % of the 13,047 houses which are owner occupied represent double the average Glasgow figure. It demonstrates the demand for houses in this desirable locality. There are two types of housing stock existing in the West End- the traditional housing stock and those blocks of housing owned by the City Council. Most of the traditional stocks are privately owned with very few properties belonging to the City Council. As a matter of interest the largest collection of such council properties in the Study Area are at numbers 94-144 Byres Road.²⁵ Most of the privately owned dwellings belong to the local housing associations. There are about five of them in the West Area of which two are in the Study Area- the Partick and Hillhead Housing Associations. They play vital parts in the repair and maintenance of traditional housing stock. Due to their extensive tenement rehabilitation programme in recent years a large area of West End has recaptured its former townscape quality. This is particularly evident in Partick, north of Dumbarton Road, where implementation of the Comprehensive Planning Programme has largely helped to restore the image of Glasgow as a Tenement City. The Programme to a certain extent, has also helped to preserve the traditional shopping corridor of Dumbarton Road and Byres Road. However, Partick Cross and areas south of Dumbarton Road must be restored to achieve the overall townscape quality. The

²⁵The Terrace is the remains of its original length after the partial demolition in the 60s.

Hillhead area by contrast did not have such programmes and much of the refurbishment was done individually with part finance from council grants.

Coinciding with a greater demand for smaller units of accommodation in the eighties, a number of individually large properties became available, with the result that multiple occupancy and subdivision of properties became particularly relevant to the West End. According to the Review Report *this situation has left an indelible mark on the quality of housing and strain on the architectural fabric of those concerned while exasperating the already existing shortage of parking spaces.*²⁶

2.2.2 Shopping

In terms of the city council's Policy for Shopping on a city wide basis Byres Road and Dumbarton Road are classified as two second-tier shopping areas, second only to the City Centre.²⁷ The shopping stretches at Hillhead, Gibson Street, Kelvinbridge and Hyndland are considered third-tier centres.

To safeguard the retail floor space from possible erosion since the seventies, due to changes of use into non-retail activities such as banks, building societies and catering establishments, the City Planning Department introduced the concept of "Designated Retail Core Areas" concept. Figure 18 shows such a designation for Byres Road. On the whole Byres Road and Dumbarton Road in Partick, considered as the inner-city, tenemental shopping streets have the advantage of being on the underground circuit, with three stations between them.

²⁶West Area Review, p13

²⁷Reference to West Area Local Plan Review- Shopping Hierarchy, page 21.



FIG. 18 : THE DESIGNATED RETAIL CORE AREA AND EXISTING OPPORTUNITIES.

Together they serve a high density population living within walking distance. However these two streets, have the disadvantage of being almost wholly unsuitable for the car shopper due to under provision of parking facilities in these two centres. This is reflected in the meagre 270 car parking lots designated for the whole of the Byres Road Study Area. Only Safeway superstores in both Partick and Byres Road have provided their own car parking spaces. In Byres Road the parking facilities are situated above shopping level within the building. The largest car park belongs to the University at Lilybank Gardens, immediately behind the Hillhead Underground Station. According to the Highway Authority²⁸ this large gap site is temporarily used as a car park while awaiting further decisions from the owners. The Planning Department recognises the above shortcomings in their current Review so *that the only effective way to arrest the decline in shopping intensity is to aim at improving the attractiveness of the shops and shopping related facilities and encourage the use of would be improved public transport system.*²⁹ Such an approach would be a better bet at securing the shopping element than merely depending on the effectiveness of negative control measures like retail core policies.

Some shopping elements like galleries and craft shops are found in the backlanes which are mainly classified as entertainment areas due to their large number of restaurants and a "popular" cinema.

²⁸Interview with Ir.Mortimer, Roads Department, Strathclyde Regional Council. 11.5.92.

²⁹West Area Review Report..p17

2.2.3 Traffic and Transport

Glasgow has developed as a major nodal point of the Scottish Transport System. According to the 1992 facts sheet of Glasgow released by the Planning Department, it also has a comprehensive internal transport network comprising modern motorways, a suburban commuter rail network (which is the largest in the U.K. outside London), and a modernised underground system. The Study Area is well connected by being part of the road and underground circuit particularly for commuting to the city centre. Its proximity to the Clydeside Expressway allows easy access to the M8 and airport which then lead to direct national and international links.

However, being part of this traffic route; being the most desired residential locality and with two well established shopping streets, make the West End's issues regarding traffic two fold. They are traffic congestion and conflict between traffic and amenity, such as the provision of parking spaces. Both are clearly identified in the respective Plans and Objectives of Regional and District Councils.

To seek the improvement of the distributor road system as part of the urban renewal of Partick (which is deemed necessary between River Clyde and Dumbarton Road for the overall improvement of West End).

To reduce conflict between traffic and quality of environment.

To improve public transport to Byres Road and Partick.

The first objective is still outstanding due to various economic and planning reasons. However construction of a new link from Partick Cross to the Clydeside Expressway is seen as vital to relieve Dumbarton Road of its extraneous through traffic and at the same time being a feeder to the various developments proposed for the riverside corridor.

A number of issues pertaining to the next two objectives stem from the following reasons. The tenement rehabilitation programmes particularly in Partick have not been fully complemented by the traditional gridiron street pattern which allows unrestricted penetration of motor vehicles into the residential areas. Although there are some traffic management measures (such as one-way systems) along with improved amenities to the external environment (such as pedestrian friendly streetscape) they are still considered far short of bringing about the desired effect. Currently measures to overcome these are being undertaken through surveys to determine the areas requiring traffic management and the ways to ensure that the shopping and other facilities in Byres Road and Dumbarton Road are readily accessible.

Unlike Dumbarton Road, Byres Road does not have any alternative route to provide relief for congestion and has acute shortage of car parking spaces for its shoppers and residents alike. As such public transport is seen as a crucial factor.

The idea of trying to introduce a microbus system to ply areas inaccessible to conventional size buses, due to the steep gradients is in the positive direction. Similarly other modes of transport that will actively encourage shopping or living in West End without relying heavily on car such as the Light Rapid Transport (L.R.T.) and possible reintroduction of tram cars is well worth of consideration.

Improvements to the backlanes such as Ashton Lane have been initiated to address the spill over of commercial development in these areas. As a result of the problem of servicing, pedestrian-vehicular conflicts have had detrimental effects over the overall environment that is basically residential in character.

2.2.4 The University and Western Infirmary

The physical demand for expansion is very limited for both the above establishments. Any redevelopment is contained within the existing boundary. The areas that concern the study are Lilybank Gardens (presently used as a car park) belonging to the University and the Triangular site (presently used as student nurses' home) belonging to the Infirmary. Both sites are awaiting major development proposals and they present as excellent opportunities to regenerate the area into a major centre.

2.3 Summary of Detail Studies

In reference to Appendix I , Volume Two on

The Current Land Use

The Hierarchy of Shops

The Ownership Pattern

The Accessibility

The Environmental Assessment

the following are concluded;

- a) The main element of the Road is the street level commercial premises. Very few first floor premises are being used for offices such as banks and surgery.
- b) The prime shopping area is centred around the Hillhead Underground Station and their rental values are equivalent to City Centre Shops.
- c) The vehicular accessibility to the back courts are only possible in the Hillhead end of Byres Road.

Generally stone cleaning work has been done yet some of the facades are in need of surface cleaning & repair
(Dotted lines indicate modern buildings)

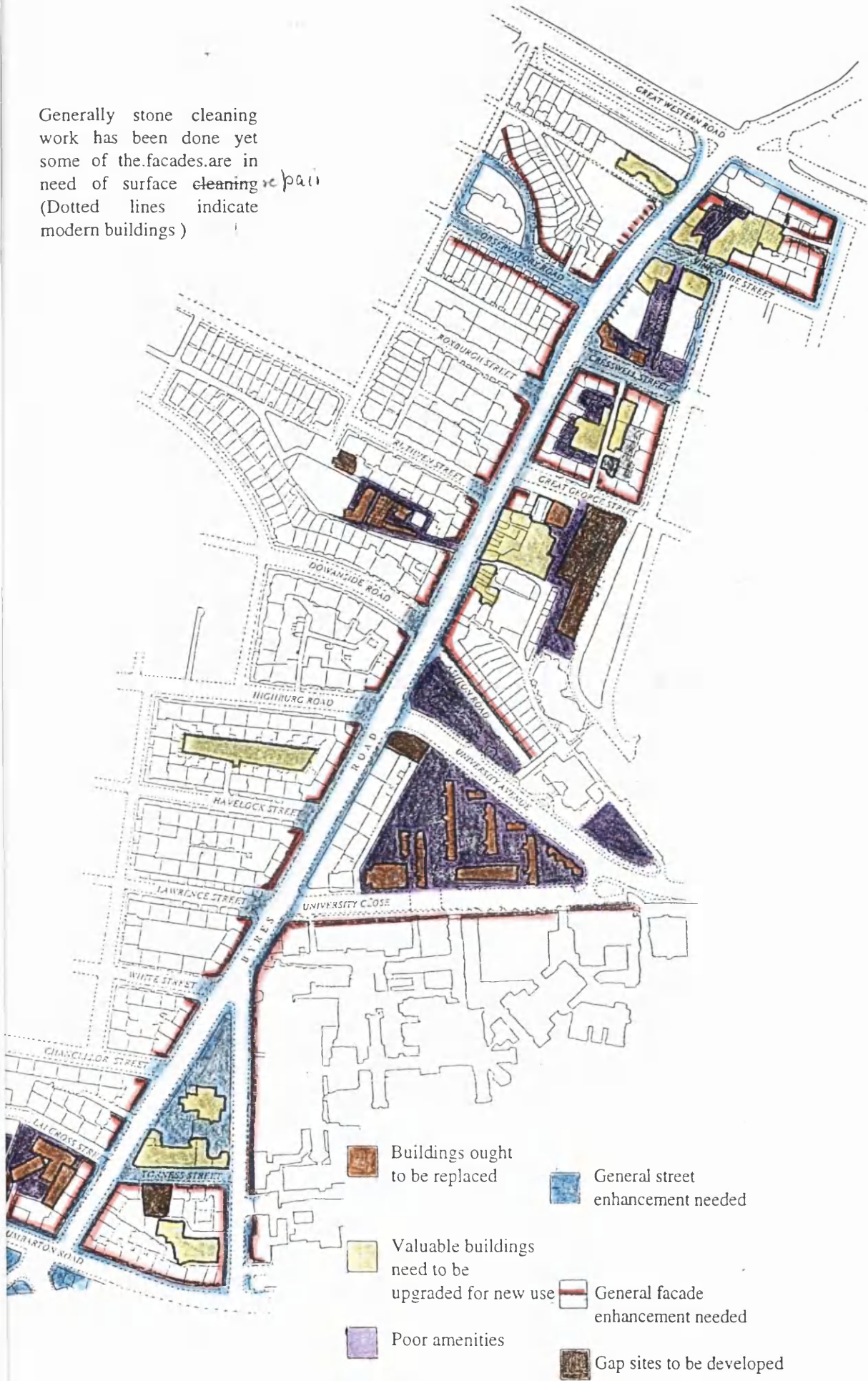


FIG: 19 . ENVIRONMENTAL IMPROVEMENTS NEEDED FOR THE STUDY AREA

LARGE SCALE
Potential Development Areas (new restoration (partial))

HILLHEAD

1. Reintroduce the scale. Additional residential units above.
2. New use for existing structure and continue the Salon cinema - partial club facilities.
3. Reintroduce commercial and residential in the tenement shop style (potential place for major retailers)
4. Additional floor space for a potential major retailer / super store who could be the pulling factor of the area - car parking can be included.
- 5, 6, 7. Potential offices and speciality souvenir shops which cater for weekend fairs and car parking.
8. Public square and prestigious landmark, major attraction to West End, designed parking lots.
9. Conversion to social and recreational clubs (community centre) with public parking - to add amenities in Partick.
- 10, 11. Potential sites for larger departmental stores with parking facilities.
11. Redevelop the underground tube station with additional facilities / amenities.

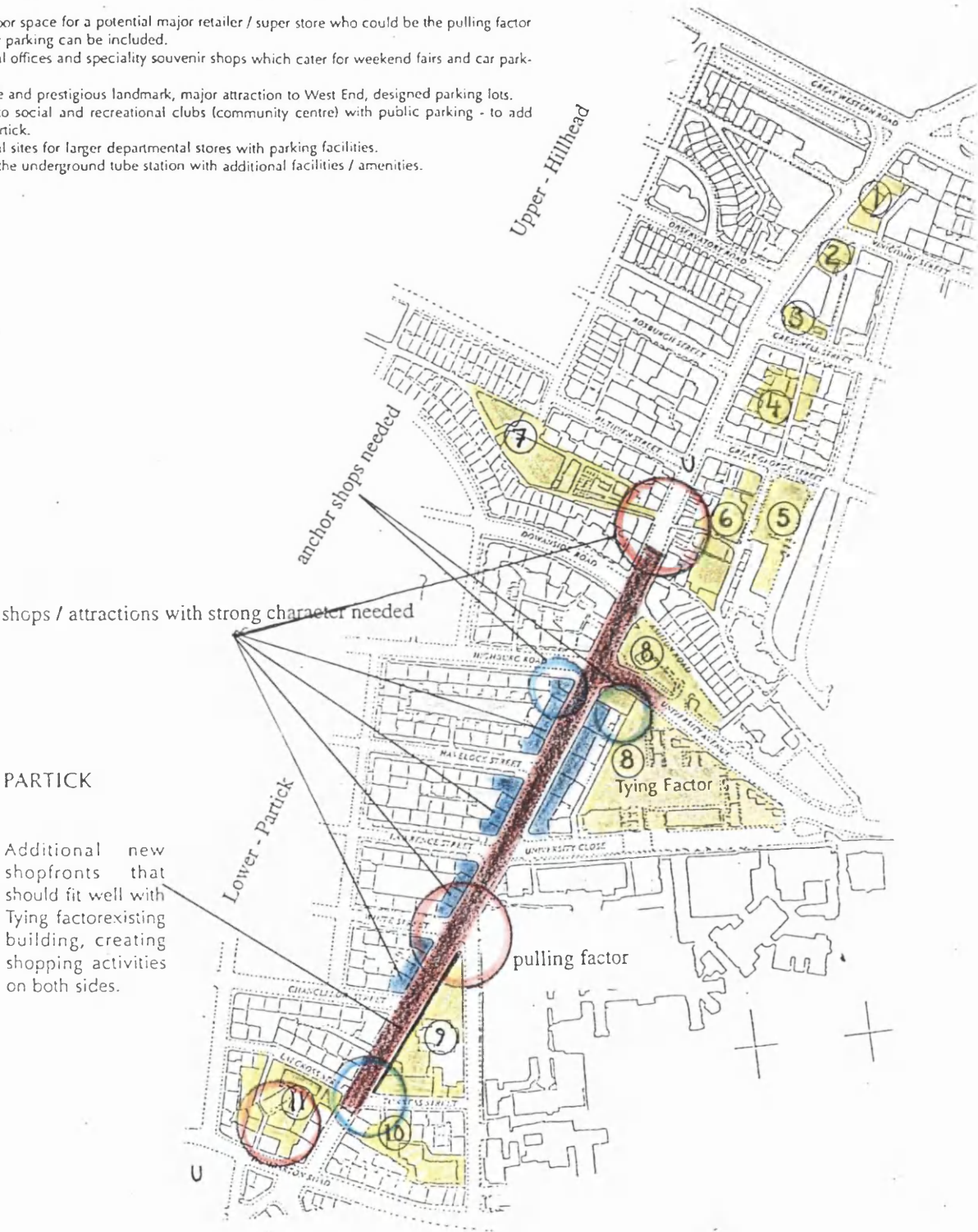


FIG: 20 . DEVELOPMENT POSSIBILITIES

CHAPTER THREE

SOURCES AND FACTORS CONTRIBUTING TO THE DECLINE OF BYRES ROAD

3.1 Sources of Decline

The decline in character identified with Byres Road is both in terms of its shopping qualities and townscape values.³⁰ The sources and factors that led and contributed to the decline were inevitably inter-related. They are:

- a) Change in population mix
- b) Depopulation
- c) Decline due to its role as a major traffic artery

a) Change in Population Mix

The initial decline of the Road was due to the change in population mix. The migration in large numbers of middle class households left a gap in the type of spending power that sustained many of those traditional "family shops". Their departure also resulted in many vacant properties that had to be sub-divided, leading to many cases of multiple occupancies, causing strains and neglect (maintenance) of building fabrics since no one was willing to undertake responsibility.

b) Depopulation

The migration of the City's populace after the collapse of traditional industries had indirect consequences upon Byres Road. This was particularly so in the south end

³⁰Refer Appendix I,II and III, Vol. 2.

where its character had been attributed with the working population of Partick. The lack of spending power due to unemployment and migration, and the decreasing traditional loyalty due to greater mobility to shop elsewhere resulted in poor business. This decline is evident from the survey where certain shops at the Dumbarton Road end were repeatedly replaced by new businesses. (Refer Appendix II, Vol.II.-The Ownership Survey).

c) Its Current Role as the Major Artery

The current role has created a conflict between shoppers' street parking and service vehicles with very little provision for pedestrians.

The analysis from Chapter Two revealed that its current role as an important North-South Link in the overall traffic network induces traffic congestion and constant conflicts with shoppers' requirement of a less strenuous environment. Congestion and unsafe environment are exasperated by the constant loading and unloading service vehicles. The stream of parked vehicles along Byres Road and the side streets also indicate the inadequate parking provision in the study area. An unsightly short stay carpark has been carved out of the triangular site at the junction of University Avenue and Byres Road. This site was a by-product of the realignment of Ashton Road, that fronts the listed Ashton Terrace (1862), with Highburgh Road and it directly contributes to poor environmental value. The above description contributes little to pedestrian friendly environment.

3.2 Factors Contributing to the Decline

3.2.1 General Decline in Shopping

The following discussion on the decline in the shopping quality along Byres Road begins soon after the Second World War.³¹ A series of Shopping and Photographic Surveys were conducted to establish the factors of decline.³² The surveys revealed that:

- 1) decline is attributed to change of use rather than the disappearance of shops.
- 2) decline has been due to economic and social factors.
- 3) however 1) and 2) have not significantly altered the overall builtform of the Road.

The changeover from family run, independently owned shops to national retailers or estate agents, or to some extent the charity shops are evident from the survey conducted from the years 1948 to 1992.

The figures in Tables 1 and 2 are a comparison between surveys for 1948 and 1992. As the figures illustrate, there have been major changes in the shopping provision in Byres Road since 1948. (Also refer Figures 21 and 22).

³¹Information gathered from various sources such as interviews with descendents of some original shopkeepers; reference to City Valuation Roles; Post Office records; materials from Hillhead and Partick Libraries; and from some senior lectures of the University.

³² Refer to Appendix I, Vol 2.- "Current Conditional (photographic) Survey of shops" and Appendix.II, Vol 2.- "Comparative shopping Survey of 1948 and 1992". The surveys were to collect data on the commercial mix of tenants, change of use, pattern of ownership and the influence of rateable value on the mix of tenants.

Table 1 : Retail Core Area

		1948 (%)		1992 (%)		
Units in Class	1	120	(75%)	74	(66.1%)	-7.4
	2	24	(15%)	16	(14.3%)	+1.1
	3	3	(1.9%)	8	(7.1%)	+5.1
	4	6	(3.8%)	1	(0.9%)	-3.1
	5	0	0	0	0	0
	6	2	(1.3%)	0	0	-0.7
	7	1	(0.6%)	0	0	-0.7
Public House	8	2	(1.3%)	5	(4.5%)	+2.5
Vacant Units	9	2	(1.3%)	8	(7.1%)	+5.8
TOTAL		160		112		

Table 2 : Non- Retail Core Area

		1948 (%)		1992 (%)		+/-
Units in Class	1	47	(67.1%)	31	(53.4%)	-13.7
	2	14	(20.0%)	9	(15.6%)	-4.4
	3	1	(1.4%)	7	(12.1%)	+10.7
	4	2	(2.9%)	0	0	-2.9
	5	1	(1.4%)	0	0	-1.4
	6	3	(4.3%)	0	0	-4.37
	7	1	(1.4%)	1	(1.7%)	+0.3
Public House	8	1	(1.4%)	4	(6.9%)	+5.5
Vacant Units	9	0	(0%)	6	(10.3%)	+10.3

TOTAL	70	58
-------	----	----

Table 3 : Retail Floorspace

	1948 (sq.m)	1992 (sq.m)	%
.....			
Retail Core	8,700	10,900	+25
Non-Retail Core	3,900	2,000	-48

a) Economic Factors

Two major changes contributing to the decline clearly emerge from the survey within the Retail-Core Area³³ (See Fig:18).

Firstly, Although the numbers of units have declined since 1948, there has been a 25% increase in retail floor space. Conversely, outwith the Retail-Core area (areas in the south end), there has been a small decline in the number of units but a drop in retail floorspace.

There has been a move from a large number of small units to fewer larger units (230 in 1948 down to 170 in 1992) with the creation of three large shops-*Safeway*, *Woolworth* and *Iceland* in the north end (Retail-Core). Many small units have been swallowed up by their more successful neighbours. This process had already begun

³³According to Plannning Department's classification, Retail Core Area is made up of the Northend

before 1948 but has accelerated in more recent years. Boots, Safeway and Woolworth have bulk purchasing power and long opening hours which make it difficult for small shops, particularly the daily convenience shops to survive.³⁴ At the same time some shops like *Tabak* (Partick End), *Tennents* and a number of banks and building societies have also significantly reduced the total unit figures by expanding into the next door premises; at the expense of traditional shops. For example there were ten butchers in Byres Road in 1948, six in 1977 and only three in 1992.

Secondly, there has been a growth in national retailers selling records or videos and services such as travel agents and TV rental outlets. Although not traditional" shops, these now fall within Use Class 1: Retail.³⁵ The most significant growth is of course the mushrooming of estate agents and building societies who have taken note of the high demand for West End properties.

Besides them are the charity shops numbering six units (considered to be of high percentage), Due to their rate free status, they allegedly had displaced many independent shops who could not otherwise afford the high rates.³⁶

The collapse of many remaining independent shops was also partly due to changes described since the eighties when a rapid rise in commercial rents, a process largely uncontrolled under current legislation, came into effect.

³⁴According to Micheal Harkins the Jeweller and D.I.Y.shop owners.

³⁵According to Use Classification of the Town and Country Planning Act.

³⁶ Glasgow Guardian, " Price Wars" 8.March 1991.p.1.

- Class 1 - Shops
- Class 2 - Financial, professional and other services
- Class 3 - Food and drink
- Class 4 - General industry
- Class 5 - Storage or distribution
- Class 6 - Non-residential institutions
- Class 7 - Assembly and leisure
- Class 8 - Public houses
- Class 9 - Vacant units



FIG. 21: SHOPS ALONG BYRES ROAD IN 1948.

- Class 1 - Shops
- Class 2 - Financial, professional and other services
- Class 3 - Food and drink
- Class 4 - General industry
- Class 5 - Storage or distribution
- Class 6 - Non-residential institutions
- Class 7 - Assembly and leisure
- Class 8 - Public houses
- Class 9 - Vacant units



FIG. 22 : BYRES ROAD SHOPS IN 1992

b.) Social Factors

Changes in social trends are also responsible for the decline.

Firstly, traditional shops have been replaced by public houses. Although public houses have always been present on Byres Road (like the *Curlers Tavern* since 1638 and two more in 1948), there was a marked expansion in the fifties and sixties, particularly towards the south end of Byres Road, where several shop units were taken over.

Secondly, shopping patterns are also changing with increasing trade going to the supermarkets and large retail chains, as shoppers like the convenience of buying all their provisions under one roof and other features such as long opening hours.³⁷

Thirdly, greater disposable income and demands for better living lifestyle profile, in the seventies led to many new types of shops such as electrical and household items' shops, travel and holiday shops and an increase in the number of prominent restaurants.³⁸

Fourthly, a change in the typical attitude of the later generation of shopkeepers' families. As the education system provided better access to higher learning institutes the inclination towards family run independent businesses began to change.

The "modern" generations were less inclined towards their earlier generations' profile

³⁷Refer Appendix V, Vol.2 "The Modern Retailing Structure and Disadvantaged Shopper".

³⁸Refer Appendix V, Vol.2-"The Changing Face of Retailing".

as small shopkeepers; rather the preference was towards white collar jobs.³⁹

3.2.2 Decline of Townscape Qualities

The townscape value of the study area is remarkable by the consistency of architecture applied in the rich blend of commercial within tenement mould buildings. The presence of large numbers of land mark buildings like the University, schools and churches lend credibility to the area as one of the best examples of Victorian and Edwardian architecture. (Refer to Appendix III, Vol:2 -Description of Townscape Values).

An initial architectural impression of the Area is one of unity and harmony despite Byres Road being a major street outside the city centre. The tenements with their closes, sandstone features, colour and texture seem to have been respected and used as a yardstick for urban scale. The width of the Road forms a 1:1 ratio⁴⁰

with the height of the tenement cum shop buildings. The building heights are generally uniform; four stories with ground floor shops establishing a horizontal rhythm. This rhythm is maintained, in the case of the earlier built (white or yellow sandstone) buildings, by simple classical motifs, and in the case of the later built (red sandstone buildings), by regular bay windows.⁴¹

³⁹Interview with Micheal Harkins, shopkeeper, Byres Road.

⁴⁰According to the SCALE analysis by the author.

⁴¹Andore Gomme, Architecture of Glasgow.

However, on closer inspection, the development of Byres Road has in places been careless.

The decline in character⁴² that contributed to poor townscape values is due to factors such as:

- a) Non conforming Architectural style due to Inconsistent use of Materials and Scale**
- b) Planning Blights of the 1960s**
- c) Isolation of Potential Landmark Buildings**
- d) General Environmental Decline**

a) Non Conforming Architectural Style

The most conspicuous examples of disregard for traditional architectural style are the Public Lending Library (1972) with its bold vertical aggregate-faced panels between narrow glazed strips on the east side, and the Safeway superstore (1972) on the west. These "modern" interventions were planned prior to the area being designated as a Conservation Area. Incidentally the last redevelopment in the traditional mould was Grosvenor Mansions (1930) and since then sandstone construction had been

⁴²Refer Appendices I,II,III, Vol 2.-"Townscape Values".

discontinued generally throughout Glasgow until quite recently when the need for local character preservation gained recognition.

Materials and Building Scale

Brick was never used for street fronts in traditional Glasgow. It was only used for the rear elevations and end walls of the less prestigious tenements. The traditional building material in Byres Road is sandstone. However the recent developments have used red brick. The red facing bricks are typical of the seventies' preference for cheap and fast building materials and insensitivity for local townscape values. The impressive northern entry into Byres Road from Great Western Road is marred by the Safeway superstore. (Refer Appendix II, Vol.2, "Townscape Values". Despite the presence of the steeple of the former Kelvinside Parish Church as a dramatic gate to Byres Road⁴³ balanced by the Grade A listed Grosvenor Terrace opposite, the image of the area is momentarily dominated by this late sixties design.

Safeway and Grosvenor Terrace represent the respective attitudes of the early sixties and the eighties when a site became available for redevelopment; the sixties' preference for complete rebuilding to maximise profit and the eighties "sensitive approach" to existing townscape qualities. Grosvenor Terrace is a careful reconstruction using glass reinforced concrete panels after part of the building was gutted by fire in 1978. It is an excellent example of what can be done where enlightened concern; imagination; and money are available to preserve historic

⁴³ Clarification from Dr. John Russell, The 1970 Road Proposals, 21.11.1993.

buildings. The Safeway building ignores tradition whereas, although the reconstructed Grovesnor Terrace is not built of sandstone, it looks as if it is.

The grey or white sandstones used for buildings built between 1840 till about 1890 were carboniferous and as such were not as weather resistant as the latter (1890 till 1914) red sandstones. Since many of the Hillhead end blocks of tenements were built of this variety they pose a serious problem to stone cleaning works. (Refer Appendix I.--Vol.2-"Photographic Survey"). There are ample evidences of abandoned stone cleaning works that are detrimental to the visual qualities.

The use of reinforced concrete for new buildings particularly pre-cast panels as in the University's conspicuous multi-storey *Boyd Orr* (1972), and the Public Lending Library (1972) stand testimony to the injustice inflicted upon the local character.

The scale for the west side of Byres Road is intact despite the presence of Safeway which uses bricks. But the building's overall height and its ability to provide continued dialogue at street level minimises the difference. The intactness is further preserved by the successful restoration works to the Grosvenor Terrace. However, the east side has never been kept intact either in terms of its scale or continuity. It is considerably weakened by small scale buildings such as the Curlers Tavern (the oldest building yet unlisted) which also put restriction on the scale of its recent neighbours. However the scale and continuity was captured through the use of regular windows for the sandstone buildings but this cannot be said for the brick built fenestration.

b) The Planning Blights of 1960s

The surge in rebuilding programmes in the sixties led to many blunders on the part of the local authorities throughout Britain and Glasgow was no exception. (Refer Appendix IV, Vol.2-"Growth of Retail Development in Glasgow"). This led to many gap sites particularly south of Byres Road in areas hemmed between Partick Cross as a result of the construction of Clydeside Expressway and the anticipated (now abandoned) major rewidening proposals for Dumbarton Road and Byres Road.

Gap sites

Cleared sites in poor visual order or without useful urban functions while awaiting permanent development have largely been responsible for the decline in townscape qualities. Most of the gap sites prominently encountered are found at the entrances into Byres Road due to the aborted road widening plans.⁴⁴

The southern entry into Byres Road at the Partick Cross has a formal front, well planned with corner buildings (one of them being the Royal Bank of Scotland). This end of Byres Road, boasts some of the best Victorian tenement cum shop architecture. Unfortunately its strong definition as a Cross (entry) was lost in the sixties when the buildings enclosing on the south side were demolished due to the then new road proposals leaving the entry open onto a poor urbanscape of derelict

⁴⁴Ir. Mortimer, Roads Dept.

mills and store yards. Perhaps an early action of listing the Partick Cross buildings would probably have protected its south enclosure.⁴⁵

The third entry is found midway off Byres Road. It represents the original boundary lines that separated the two former burghs from Gilmorehill. The approach from Highburgh Road in the West is a corridor lined by well-established residential neighbourhood of middle-class tenements. It provides a strong architectural character. In contrast is the entry from University Avenue which is disappointingly characterless. Here, the double storey student nurses' hostels form a very poor closure and an ineffective deflection for the Avenue. Also it is devoid of any suitable scale or texture contributing to the area. Their poor visual quality suggests temporariness where there is a strong need to have a building/buildings that will reassert the potential of the triangular site as a natural linkage.

c) Isolation of Potential Landmarks Buildings

In Byres Road the delight of finding something exiting (landmarks) is a brief one as one realises that there is very little or no attempt at all to include them within the overall streetscape. (Refer Appendix III, VOL.2- "Townscape Description").

Several opportunities exist where individual buildings or buildings with group values could be adopted to create focus for urban squares or precincts.

⁴⁵This area is being considered as part of Partick Conservation Area. "West area Local Plan Review, 1991.

The Hillhead Baptist Church (1883), a neo-Greek style at Cresswell street and the Belmont Hillhead Parish Church (1887), an obvious French influence,⁴⁶ at Observatory Road and Saltoun Street junction regarded as the "invaluable objects or jewels" of the area, could capitalise on their architectural merits to create the much needed focus for urban squares or precincts adjoining Byres Road.

A distinct group value which has been presented by a varied group of buildings between Byres Road and Vinecombe Street could also be taken advantage to improve and enhance the drab streetscape. Currently the Salon Cinema (1913) which has low restrained pilasters and a dome linking it to the "Palladian-cum-Venetian Gothic" Western Baths Club (1876-81) and the "Italianate" Botanical Gardens Garage (1912), which has a boldly arched green and white tiled front, form a very poor impression upon the area. If suitable improvement or enhancement measures are taken they together with the Electricity sub-station (1912) would provide a group value that may become the backdrop to a large urban square.

The former Church Street Primary School (by Bruce & Hay, 1903) bears witness to its historical association with Govan Parish School Board and is a dominant land mark at the southern end of Byres Road. However this magnificent turn of the century red sandstone Italianate style building, is unfortunately, being under used as a social security office. A more suitable accommodation where public could utilise the building better should be explored. Conversion into a possible Health Club to take

⁴⁶Refer Appendix III, Vol 2-"Townscape Description".

advantage of the existing swimming and boxing clubs would activate the southend and improve the leisure and recreational activities. The nearby snooker club could also be integrated thus releasing the present premises for retail activity.

d) The General Environmental decline

The environmental indifference in the study area is seen by:

1. Poor quality and inappropriate shopfronts.

Shop fronts degenerate towards the south end of Byres Road.⁴⁷ Despite maintaining the traditional scale and appearance, the shop fronts here are in desperate need of upgrading to form the basis for a vibrant centre at Partick Cross that will counter balance the north end's shopping facilities.

2. Poor maintenance of streetscape elements

The paving or floorscape of Byres Road is generally poor and there is an urgent need to rectify the obvious eyesores inflicted by vandalised lamp posts, signage and directional boards and litter bins.

There is conspicuous absence of urban nodes providing seating areas or urban space.

The triangular site at the junction of University Avenue and Byres Road is congested

⁴⁷Refer Appendix I, Vol. 2- "Photographic Survey".

with traffic lights and telephone booths. Generally the location or provision of telephone booths has not been well thought of. They are tucked away into pavement spaces that form important returns into the adjoining perpendicular streets. These potential urban spaces between shops in the return and residential properties are under utilised (refer Appendix III, VOL:2). Such urban spaces are vital in linking the commercial and residential aspects of the area. As they are they lack the amenity required for a good public realm at Byres Road. Furthermore the boundary marking the residential and commercial use is unsatisfactorily indicated by dividers ranging from short cast iron railings to shrubs.

3.3 Summary of Townscape Values

In reference to detail studies on Townscape and Description in Appendix III, Volume Two, Figure 23 and Plates 3 and 4 summarises the findings and the image of Byres Road Study Area.



PLATE 3.: MAIN IMAGE OF BYRES ROAD.

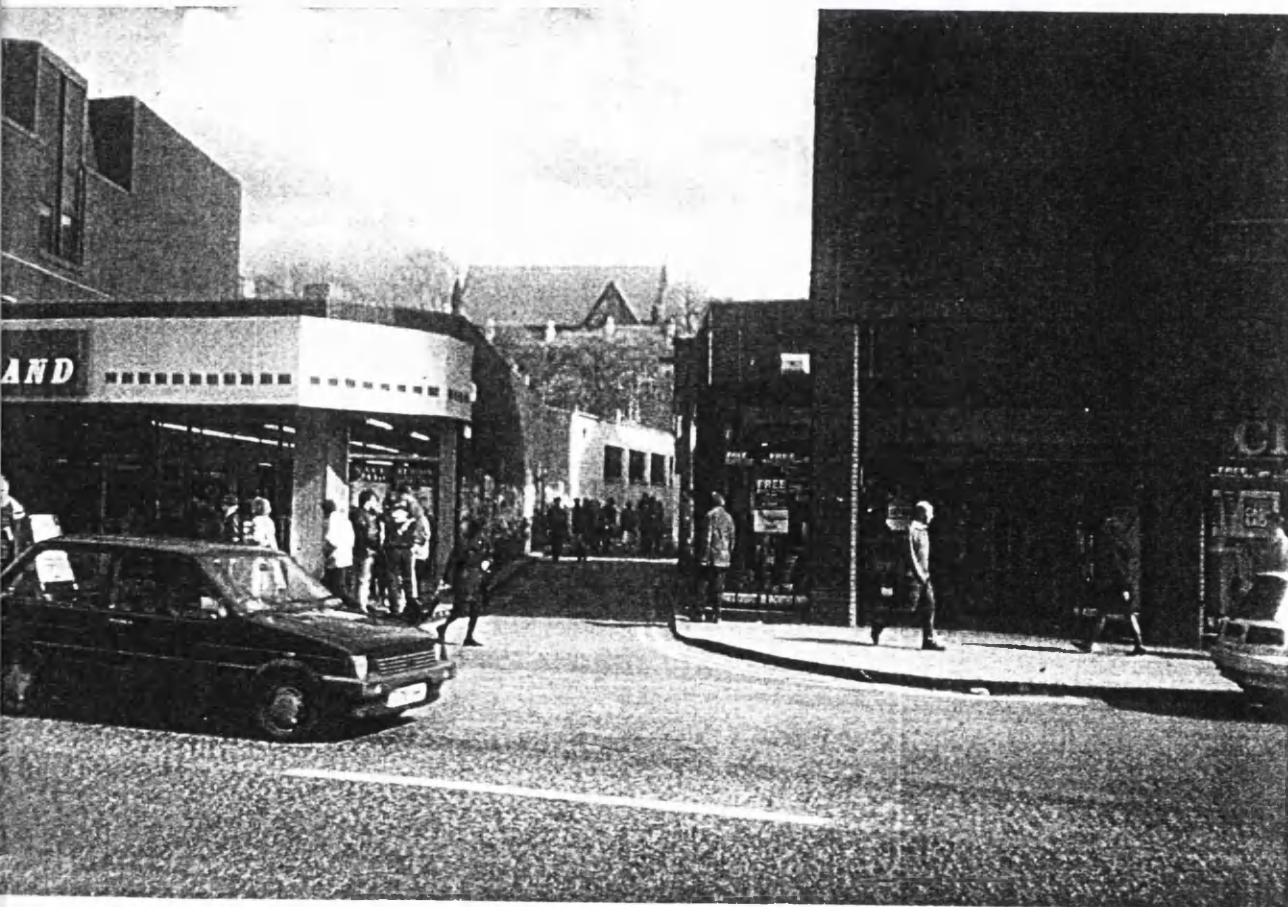


PLATE 4 : THE ADJOINING LANES (ASHTON LANE)

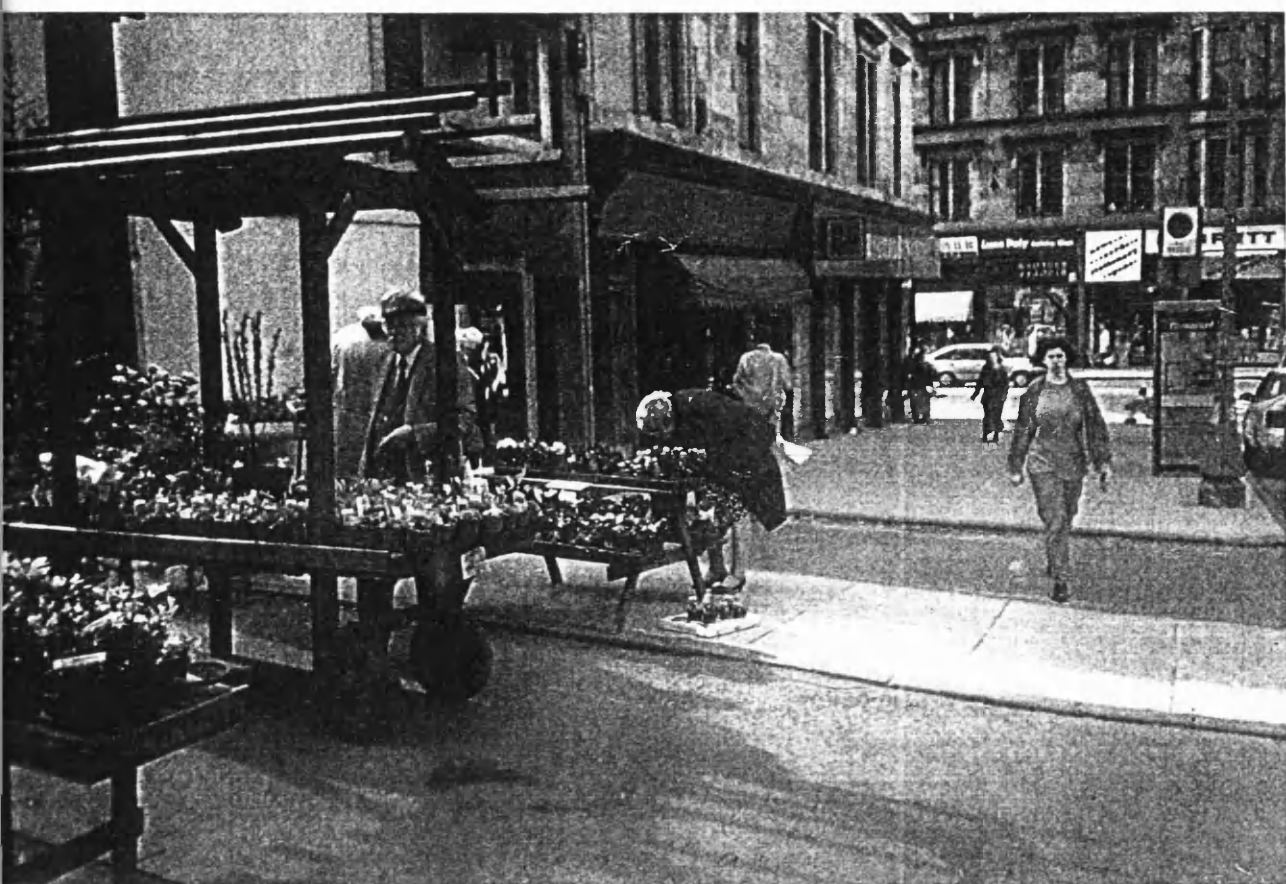


PLATE 5. : ACTIVITIES IN THE SIDE STREETS.(GREAT GEORGE STREET).



PLATE 6 : PHYSICAL DECLINE OF GREAT GEORGE LANE.

CHAPTER FOUR

TOWARDS ESTABLISHING AS A MAJOR SHOPPING STREET

4.1 Options

In promoting the Road as a major shopping street, three options were explored that will most probably determine the future character. They are:

- a) To allow the present climate to continue and let the market forces determine the nature of retail and non-retail qualities offered. (i.e. non intervention) OR
- b) To enforce the existing conservation area designated status and carryout a typical enhancement scheme for the Road by restoring its traditional shopfronts and streetscape. (i.e. minimal intervention) OR
- c) To expand upon its status as a major centre by introducing additional shopping cum leisure facilities while relocating non retail premises that do not contribute towards the character envisaged for the Road. (i.e. major intervention).

The criteria being sought out of the above options is which of these approaches would outline strategies that will arrest the identified decline whilst restoring the status of the Road as the major centre for West End. Initial deliberations revealed that **Options a) and b)** were considered not ideal for the following reasons.

-Although **Option a)** will ensure that there will be no vacant premises due to the high demand created by deregulation, the mere nature of high rateable value will only enable certain groups of shops or agencies to proliferate. As is the case now, the

character of the Road determined by just one single factor could further decline the architectural value of the area.

Option b) will prove to be a short term solution (although the much acclaimed Magdalen Street at Norwich proved otherwise)⁴⁸ until the novelty wears out. In the current and future economic climates a mere cosmetic approach is bound to fail. It does not engage the root of the problems i.e. the lack of patronage especially in the south end of Byres Road. As such the remedy lies in finding a magnet for the area that will draw crowds beyond the present catchment area.

However, **Option c)** needs further deliberation as its viability hinges on various external factors and major capital investment that will be realised in the long term.

Among the most important factors are:-

- i) The Planning Aims Of Glasgow in the next Decade particularly on the aspects of shopping, tourism and conservation, (Refer Appendix XI, Vol.2 on "Direction of Design Proposal"), applies to Byres Road.
- ii) The realisation of the proposed major physical frame works for the City which would enable the ease of movement (particularly that of the pedestrian) between identified strategic centres. In this Byres Road takes the role of one of the north-south axis.

⁴⁸Refer Appendix VII, Vol.2-"Introduction to Conservation".

4.2 Addressing the Sources and Factors of Decline

Having identified the sources of decline as:-

- a) change in population mix and depopulation
- b) change in use of shops
- c) the road becoming a major artery for traffic,

one should realise that they could not be tackled in isolation and also they could not be entirely overcome within a specific time frame. A careful and strategic implementing process done in phases is needed. Major interventions in and around Byres Road need to be included with utmost sensitivity to existing townscape.

Each of the above sources of decline can be reversed using the following strategies.

1) To attract/ induce people to the area, to live in the area, and to patronise the area.

-By reinforcing the mixed-housing element in the south of Byres Road (where such opportunity exists) thus creating a larger local market for single and family group.

-By restoring its townscape qualities and adding public and urban amenities.

-By improving the image of its shopping qualities through expanding its nature of shop types, and varieties. Adding leisure elements would also increase the notion that shopping is a pleasurable experience.⁴⁹

2) To identify specific proposals that will strengthen the weak link along the shopping corridor. This might involve some initial capital outlay and also incentives

⁴⁹Refer Appendix V, Vol.2- "The changing Consumer Preferences".

for pilot programmes to start with from the Local Authority. The weak link identified is the stretch between Dalcross Street to Havelock Street where currently it is concentrated with estate agents who have displaced many traditional retail premises and shopfronts.

3) To ensure ways of reducing the extraneous traffic from the Road. Since there are no alternative routes through which traffic could be diverted, congestion and pollution could only be reduced by adopting an aggressive attitude towards promoting the use of public transport. This could be by introducing new forms of transport modes which are friendly for the environment and pedestrians. (It is recommended that a study specifically on the types of traffic calming measures is necessary for Byres Road).

4.3 Outlining Strategic Proposals to improve the Image of the Road

The various issues pertinent to Glasgow's Shopping Policy were generally considered before outlining the strategic proposals. They are:-

a) What shopping policies are needed to ensure the continued provision of a full range of shopping and related services?

-In Glasgow a Shopping Policy based on the specific needs of the various areas is needed. In the case of Byres Road attention/ emphasis should be given to its nature as being one of the most important tourist and one of the major outstanding conservation areas of Glasgow..

b) What is the function of Byres Road and Patrick Shopping Centres within the City hierarchy and what measures can be taken to reinforce that function?

- They form potentially the next catalyst for economic growth for Glasgow as a major source of tourism where their direct and logical link to riverside opportunities could greatly be exploited and gained from.

c) What action is currently needed to secure the attractiveness of local shopping parades?

In the short term the need is for an enhancement scheme which will boost confidence in the area. For the long term a thematic role evolved from the major developments to the south of Byres Road has to be realised.

d) What policies are needed to regulate commercial activity in the interest of residential and general public amenity?

- As an important link between Botanic Gardens in the north and River Clyde in the south, Byres Road is bound to take on a larger role than the current situation suggests. As such the current stringent regulations, presumably to safeguard the residential needs particularly the use of back courts must be reviewed and priority be given (where necessary) to commercial activity.

From the deliberations it is suggested that the future of Byres Road as a major shopping street lies in identifying it as a unique and popular shopping street providing varied experiences. These could be achieved by infusing specific attentions provided

through the various nodes along its length. These deliberations are supported by research studies on the following areas.

a) Understanding modern shopping requirements and the workings of modern managed centres. Here a comparative case study of two modern shopping centres in Glasgow was done. (Refer Appendix VI, VOL.2 " Managed Centres- Shopping Mall as the -Modern High Streets").

b) Exploring the concept of Byres Road as an Open Shopping Mall by adopting the positive parts such as, the Management techniques, selecting the tenant mix and their strategic locations. (Refer Appendix VI).

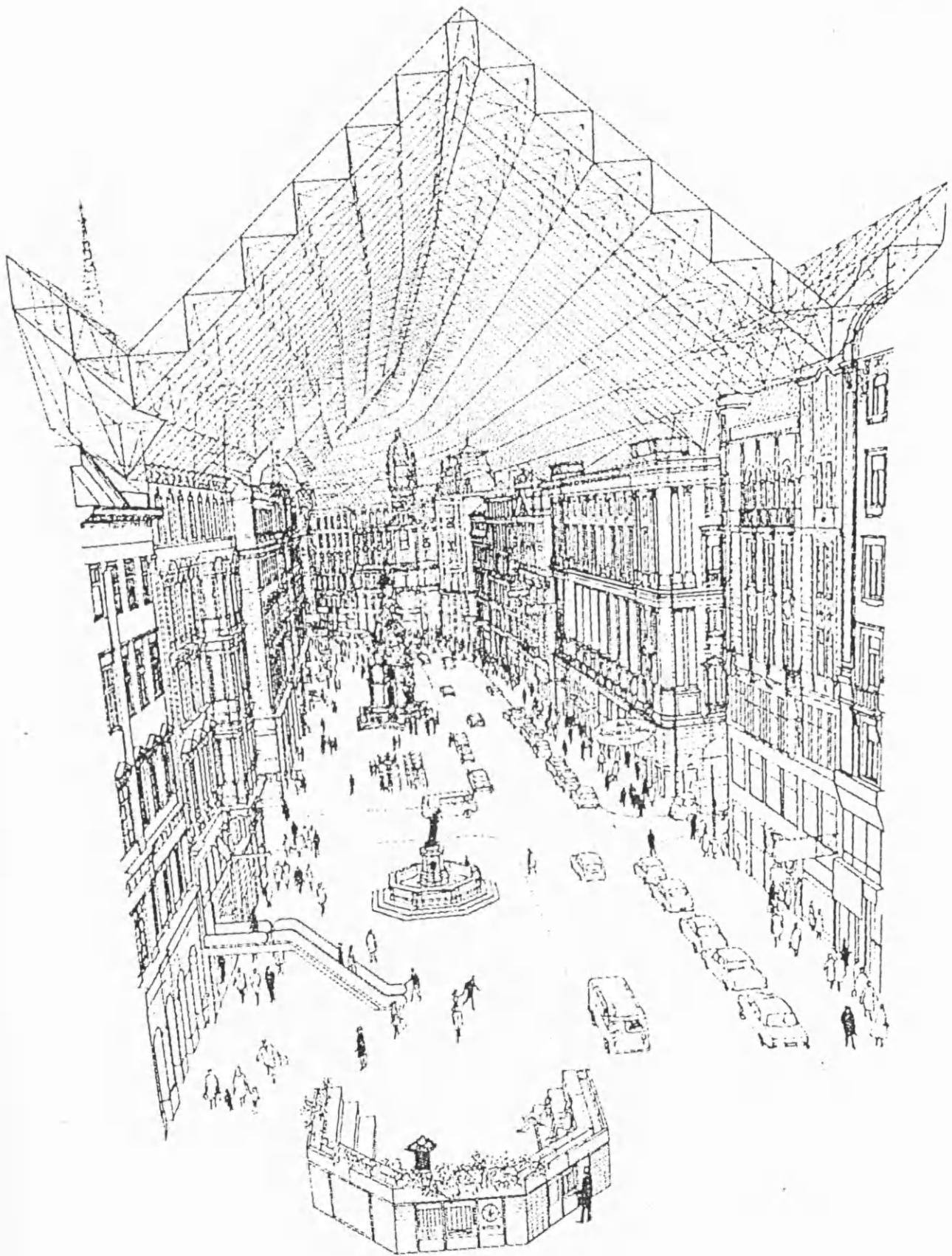
c) Getting a grip on the nature of economic thrust of Glasgow that promotes its strength as major shopping, tourist and conservation city. (Refer Appendix VII, Vol.2-"Development Criteria, (6) Being Part of Glasgow's Response Towards Three Related Issues).

d) Exploring the types of development opportunities existing within the study area that extends to the riverside. (Refer Appendix VII, Vol.2-"Development Criteria,(3) Development Opportunities").

4.4 The Enlarged Role of Byres Road

As a High Street

Byres Road is regarded as *the High Street of West End of Glasgow* where the West End itself could be regarded as a town centre in its own right within a city. A constructive comparison made with Bayswater Road in West End of London could show the vast difference between them. Cosmopolitan Bayswater is totally



Study for Stefansplatz, Vienna, Austria. Gruppe M.

FIG. 25 : HIGH STREET AS A MALL

vibrant, its life extends beyond normal shop opening hours. The comparison is only done to indicate the potential Byres Road holds. The former's problems on urban renewal, infill developments, traffic and parking; public and urban amenities are relatively similar to Byres Road. With its mixture of commercial, institutional, cultural and residential facilities well served and connected to public transport system and its designation as the most outstanding conservation area, the area around Byres Road as a town centre in its own right is still forth coming. To overcome this the suggestion put forward is to give it a role model i.e. an Open air Shopping Mall.

As an Open Mall

The reasons for selecting a mall is due to the success achieved by them in achieving the aims of conducting a business by employing various management techniques. Besides the linearity is very similar and after all malls have been considered as the effective interpretation of a covered High Street.⁵⁰ (Figures 23 and 24).

By employing the simple concept of creating two anchor tenants at both ends of the mall and lining the length with lesser units a model for achieving the desired role for Byres Road could be realised. To support this concept the management techniques would have to be modified and adapted to suit a town centre management. Today there are ample examples that could be derived from fifty or so town centres throughout Britain.

⁵⁰Peter Morgan and Anthony Walker, "Retail Development", London, 1988, p60.

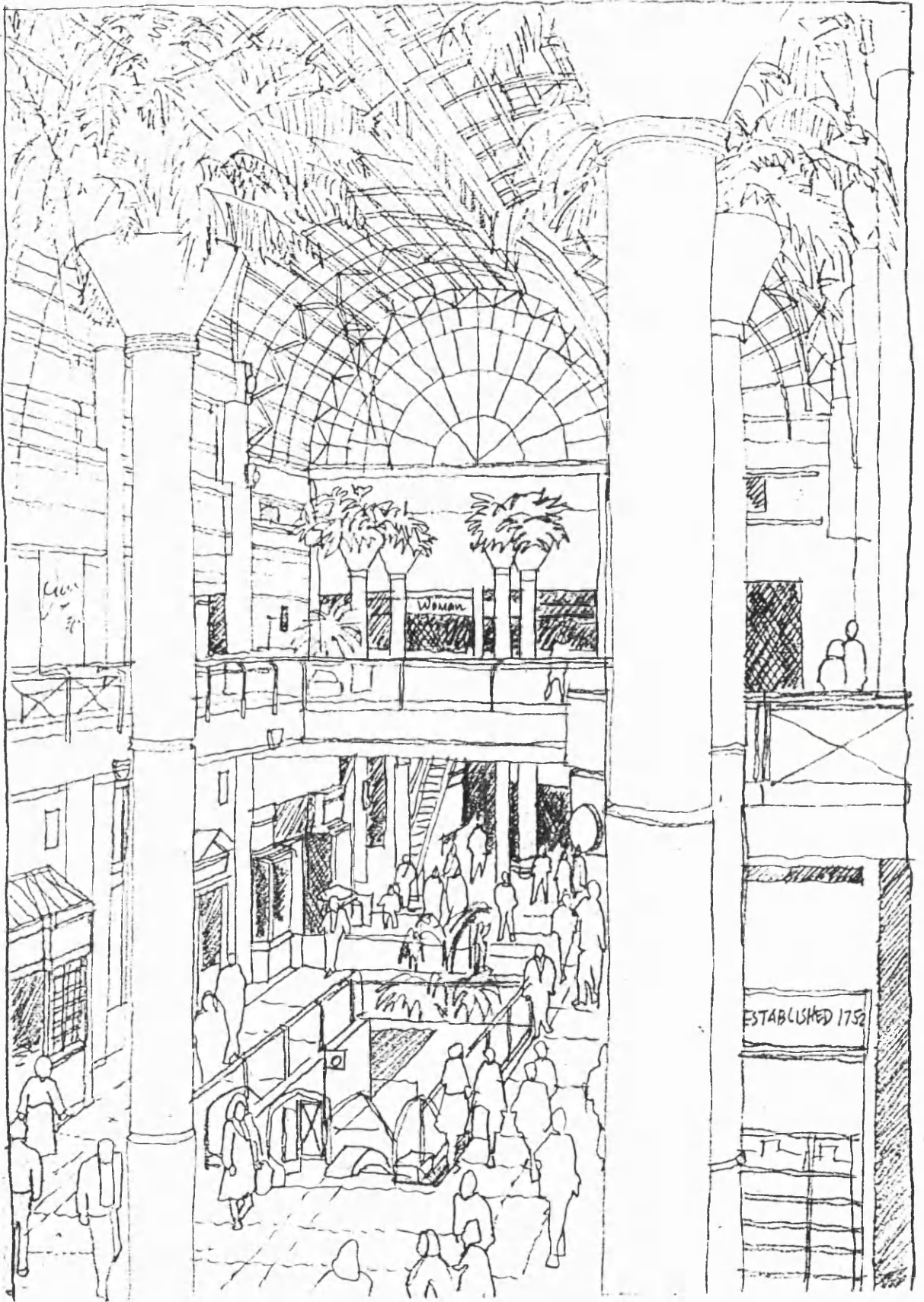


FIG. 24 : A TYPICAL "MODERN STREET" OF A MODERN SHOPPING CENTRE....

(PETER MORGAN & ANTHONY WALKER, RETAIL DEVELOPMENT, 1988)

From the studies of Maryhill Centre and Parkhead Forge (refer Appendix VI) the following pointers are considered for Byres Road to achieve a suitable management technique.

1) As a Revitalising Factor..

In both cases the centres are the focus of regeneration programmes that were aimed at revitalising the respective areas. In the case of Byres Road a role already exists as the centre of West End and revitalisation from its current decline as a shopping and commercial corridor is vital to upkeep the area as a prime property.

2) As Competitors

The Maryhill Centre sees itself as not a serious competitor with Byres Road but as essentially serving a catchment area drawn from its own northern sector which is currently underserved. However Parkhead Forge which was originally aimed at its East end population is able to draw crowds from all over Glasgow. In that sense it is a competitor to Byres Road for those markets outside its established catchment sector particularly the tourists who are even taken in bus loads to Parkhead Forge.

3) Key to success -Management techniques

a) Both have Centre Managers who play key roles in promoting the centre and working closely with letting agents who determine the tenant mix that will ensure a steady draw of shoppers and visitors alike.

b) The reason contributing to the success of the Maryhill Centre is its long opening hours serving office employees, people who shop after office hours and the provision

of facilities such as a Post Office and bank. By providing such convenience in one area they serve as the focus for the local community. Likewise in the case of Byres Road, the long opening hours of Safeway keeps the main corridor area alive uptill its closing time. However what is lacking in Byres Road is the success of Parkhead Forge, attributed to its mixture of tenants where there is a high percentage of comparative shopping. This is very 'transparent' considering that almost all the City Centre retailers have branches there.

c) People are drawn into the Maryhill Centre by the Co-op Superstore (one of the seven largest in Glasgow) aimed at providing a one stop shopping for its customers. Its location caters both for carborne shoppers and public transport users. A mall connects the Co-op to a car park. It essentially caters for essential and convenient goods. Similarly for Parkhead the mall provides the desired experience of a modern shopping centre. With its largest superstore in ASDA in the middle, the mall with well known retailers anchoring at either ends provides basically comparison shopping before getting to the superstore for their essential goods. The figures⁵¹ from comparative facilities and tenant mix study reveal Byres Road as lacking far behind in comparison shopping which is a must for attracting larger shopping crowd.

d) Both provide ample car parks aimed at the carborne shoppers which is again a plus factor in modern shopping provisions.

⁵¹Refer Appendix VII. VOL.2.

4.5 Summary of Criteria⁵²

The following recommendations are given as criteria for development proposals.

A) To identify areas within the study area that would reinforce the magnitude of shops in terms of comparison goods and leisure facilities by creating a balance in the south and inducing movement between major nodes.

B) To capture the tourist market and encourage spending in the area by linking with the potential riverside facilities and connecting it with Botanic Gardens and other significant visitor points identified along the link.

C) To encourage the use of public transport to alleviate the problem of traffic congestion.

D) To promote the Road with positive campaigns regarding its uniqueness which differ with other centres.

E) To improve the townscape qualities by

- i) Identifying and grouping together of areas that require equal attentions**

⁵² For detail studies, Refer Appendix VIII, Vol. 2-"Direction of Design Proposal".

- ii) Restoring the characters of significant sites that were lost due to planning blights. Significant of these are the Partick Cross and Triangular Site.**
- iii) Imposing good design requirements using traditional materials and exploring ways where these could be achieved without making the development a costly affair.**
- iv) maintaining the conducive shopping environment despite bad weather using weather elements like canopy, arcades and covered walkways.**

CHAPTER FIVE

THE PROPOSALS

In preparing the proposals certain assumptions have been made, chief of which is that the land necessary for development could be acquired by parties concerned. The relevant sites currently are in various ownership including the City Council.⁵³ Accordingly, the proposed scheme is hypothetical. However, proceeding with it is an informative illustration of the analyses made and the potential of the area.

5.1 The Development Strategy

In pursuit of a viable development strategy for the Study Area, the background studies identified the role of Byres Road in the context of Glasgow's current development initiatives, mainly in shopping and tourism. Initiatives to attract visitors are supported by the physical assets of outstanding conservation areas such as Glasgow's West End. The proposals put forward in this section continue to identify this role.

⁵³Refer Appendix I, VOL.2-" Ownership Pattern" and " Partick -Kelvin Corridor Project Review Document" May 1991.

5.1.1 Identifying Byres Road as Part of the Overall Physical Framework of Glasgow

Glasgow, as part of a development initiative to be seen as equal in physical and cultural assets to other major European cities such as Milan and Barcelona,⁵⁴ has prioritised specific improvements.⁵⁵ These include identifying a physical network which would allow easy circulation around the city, particularly pedestrian linkage between strategic centres.⁵⁶ (Fig.26).

Fig:26

The Byres Road Axis provides the much needed Western Link that completes the physical framework of the City.

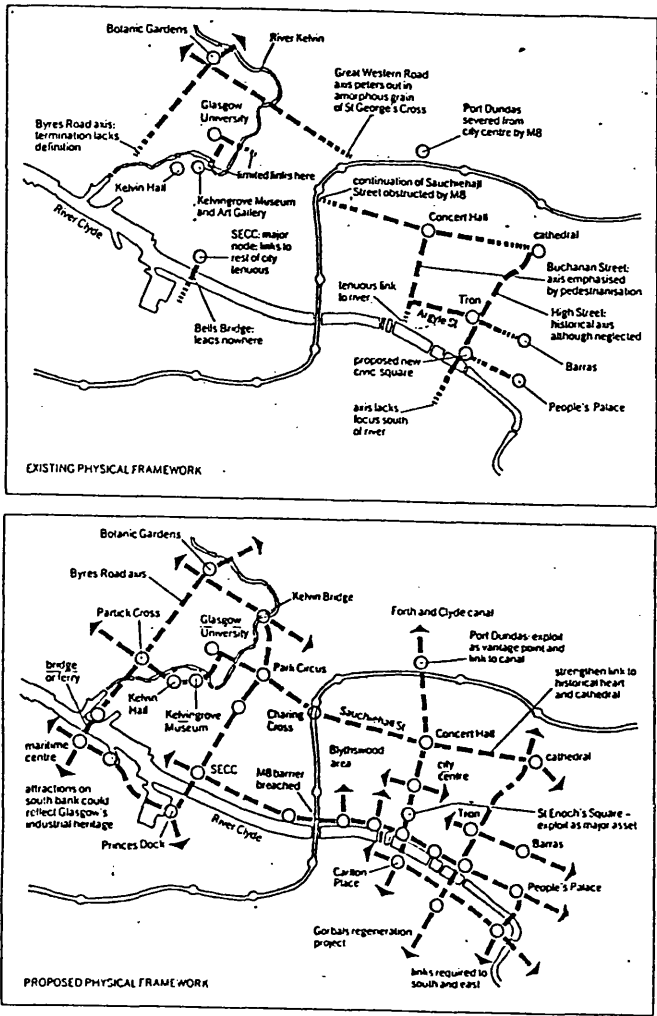
⁵⁴"The European Growth League", Glaswegian , 24 June 1993, p.14.

⁵⁵George Mulvagh and Brian Evans, " Creating the Context". The Architects' Journal, 22, (30 may 1990), pp 45-48.

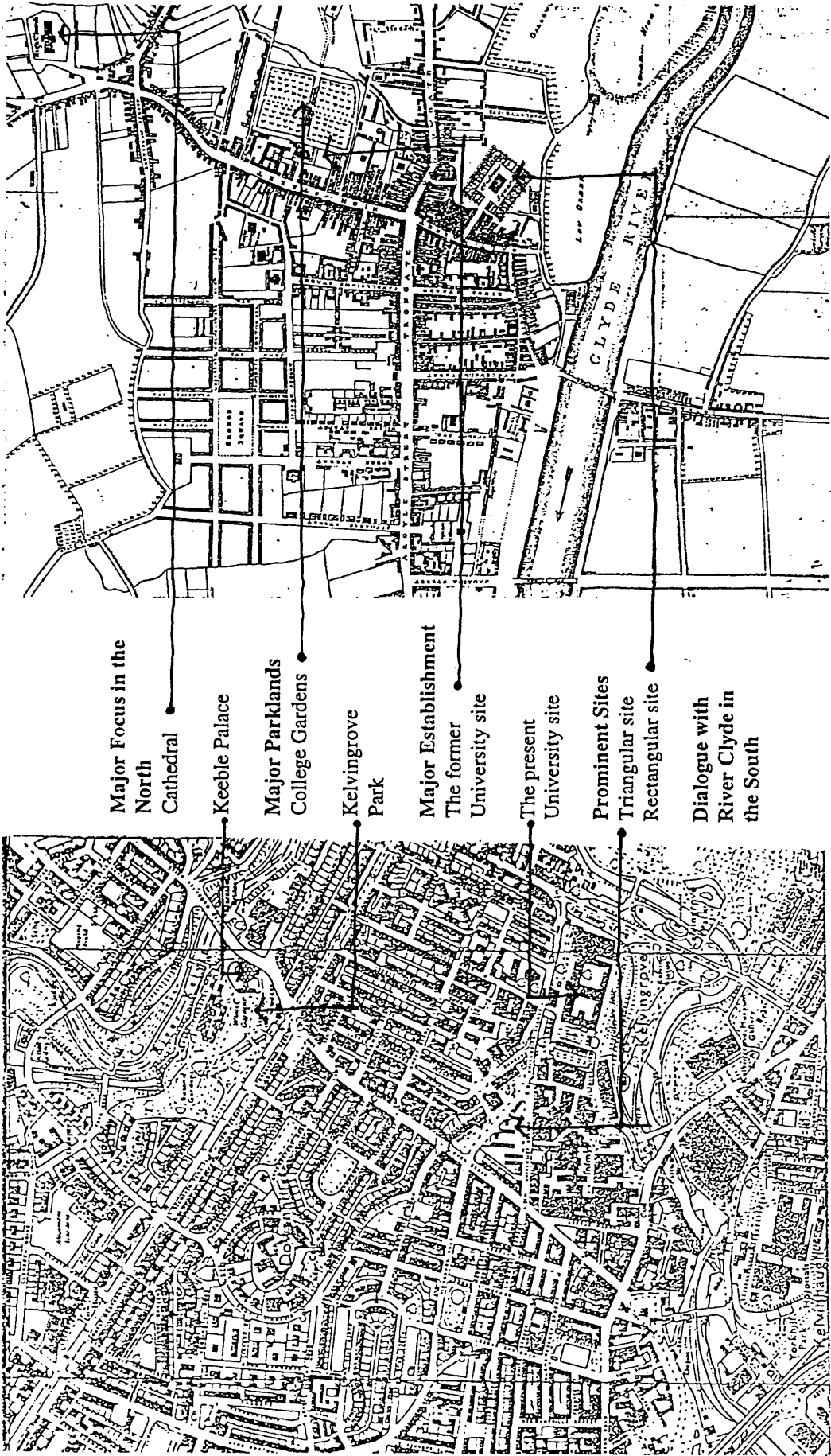
⁵⁶Ibid, p.48.

Figure 26 illustrates the contextual role of Byres Road in the overall planning strategy of the city.

The Byres Road Axis provides the much needed Western Link that completes the physical framework of the City.



Accordingly, Byres Road would form part of the strong axis that connects the Botanic Gardens through Partick down to the confluence of the Kelvin and the Clyde.¹ This North / South Axis will complement the Old Medieval "Historical Thread" of High Street to which (by coincidence) Byres Road, the "High Street of West End", bears a strong physical resemblance. (Refer Fig:27). Counter point to these strong axes, is the strength of the River Clyde running East / West and the link from Great Western Road through Sauchiehall Street and Argyle Street, from the Botanic Gardens through the Park Area, Charring Cross, Garnet Hill, the University Campus to Cathedral Precinct.



BYRES ROAD - THE "HIGH STREET" OF WEST END

THE HIGH STREET OF GLASGOW

Identification and provision of Role Play is vital for Byres Road less it suffers the same fate as the High Street

FIG.27 ::SIMILARITIES BETWEEN BYRES ROAD AND HIGH STREET.

5.1.2 The Overall Physical Proposal

The ideal development strategy is illustrated in Figure:28 and takes into account the issues discussed so far, in particular the redevelopment of the area south of Byres Road necessary to sustain and improve the shopping quality of lower Byres Road. **Central to the proposed development strategy is a pedestrian friendly linkage from the River Clyde to the Botanic Gardens.**

The strategy proposes:

- 1. The creation of two Major and three Minor Nodal points.** These have been selected on account of current desirable use and activity which can be further encouraged. The proposals range from introducing a new component into the existing fabric right down to improving the shop fronts and back lanes. **Most important is the creation of the Botanic Gardens as a Major Node (a Cultural Asset) to the north of Byres Road which essentially forms the natural junction of Glasgow's outer North per South / East per West physical framework.** The other proposed **Major Node is a new shopping centre south of Partick Cross.** This will encourage further, retailing and leisure activities in the West End, supporting the existing district shopping centres of Partick and Byres Road. Also, it will counter balance the *Merkland Court Development* at Partick and the current *Prime Shopping Area* at Byres Road. These two existing Centres have been identified as two of the three minor nodes, the other being Partick Cross.
- 2. To address the changes at certain junctions identified with the Clydeside Expressway** following Glasgow's intention to reduce extraneous traffic along Dumbarton Road and encourage commercial and industrial development along the north bank of the River Clyde.

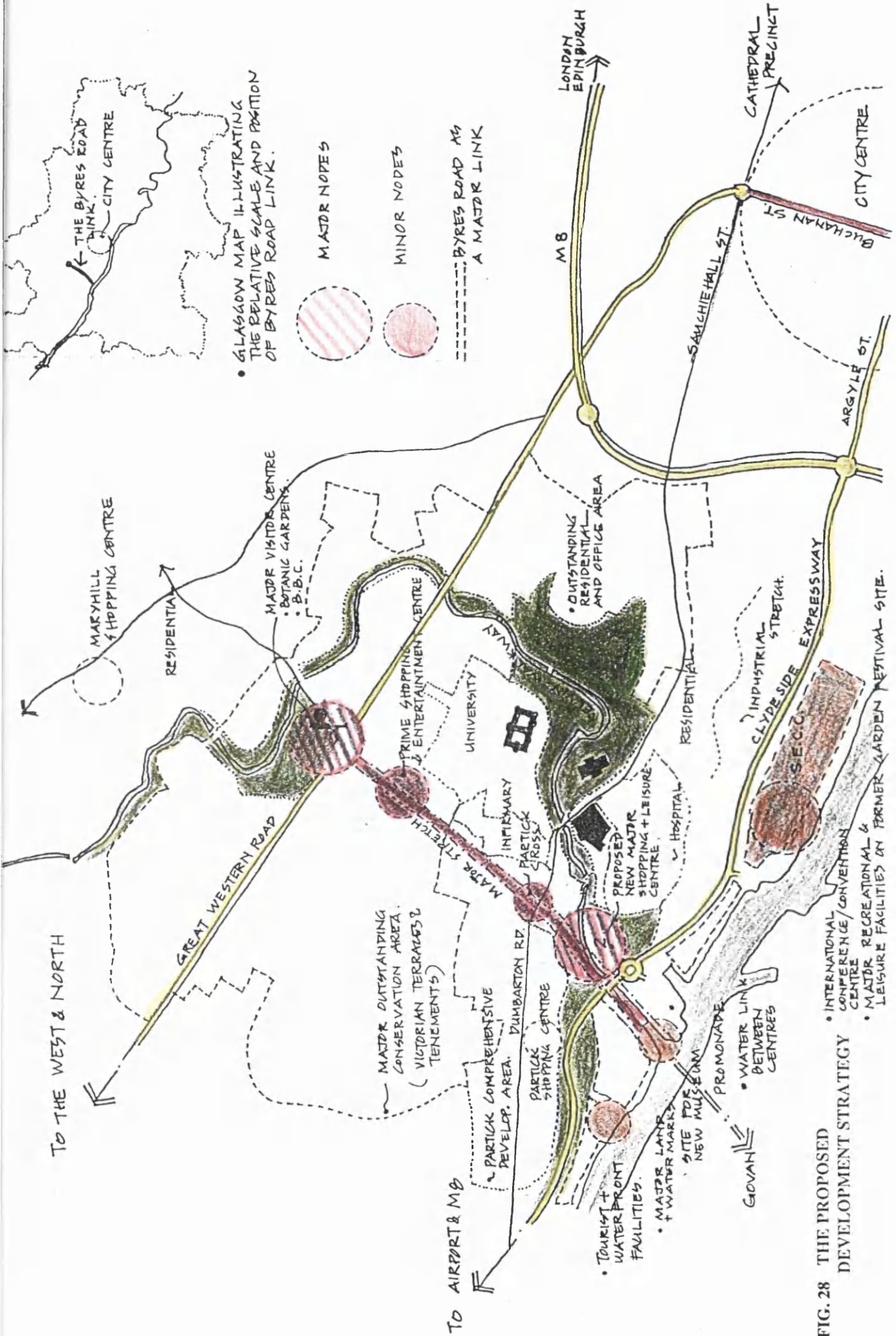


FIG. 28 THE PROPOSED DEVELOPMENT STRATEGY

3. To introduce major amenities and facilities which will exploit the development potential of the both Clyde and Kelvin waterfronts.

They include tourist facilities, such as hotels and a thematic museum. A direct link with the Scottish Exhibition and Conference Centre (SECC) and the City Centre along the Clyde-side Promenade will help to secure the riverside as a quality public realm. Water traffic from SECC, a proposed pier on the west along the Clyde and the restored ferry terminal at Govan, will help to rediscover the potential of the river for entertainment and communication with the South Side.

4. To include within the proposed commercial and industrial development of the area (bounded by the River Clyde and the Clyde Expressway) retail parks and light industrial buildings. Glasgow needs more of both as the relocation of light industry will release many of the back courts within the city for landscaped residential car parks and community gardens.

5. To develop the area between the Clydeside Expressway and Dumbarton Road with leisure and indoor sports facilities alongside the proposed shopping centre and additional residential units. People are currently drawn to the area by the Yorkhill Hospital, Kelvin Hall and the *Kelvin Corridor*. Mixed-use facilities will increase the number and variety of people drawn to the area and establish a vibrant and people friendly centre. The proposed shopping centre will be directly linked to the existing Merkland Court Development at Partick and the proposed redeveloped Partick Cross and south Byres Road.

These proposals will establish the continuous pedestrian oriented movement central to the proposed strategy for the redevelopment of the Study Area.

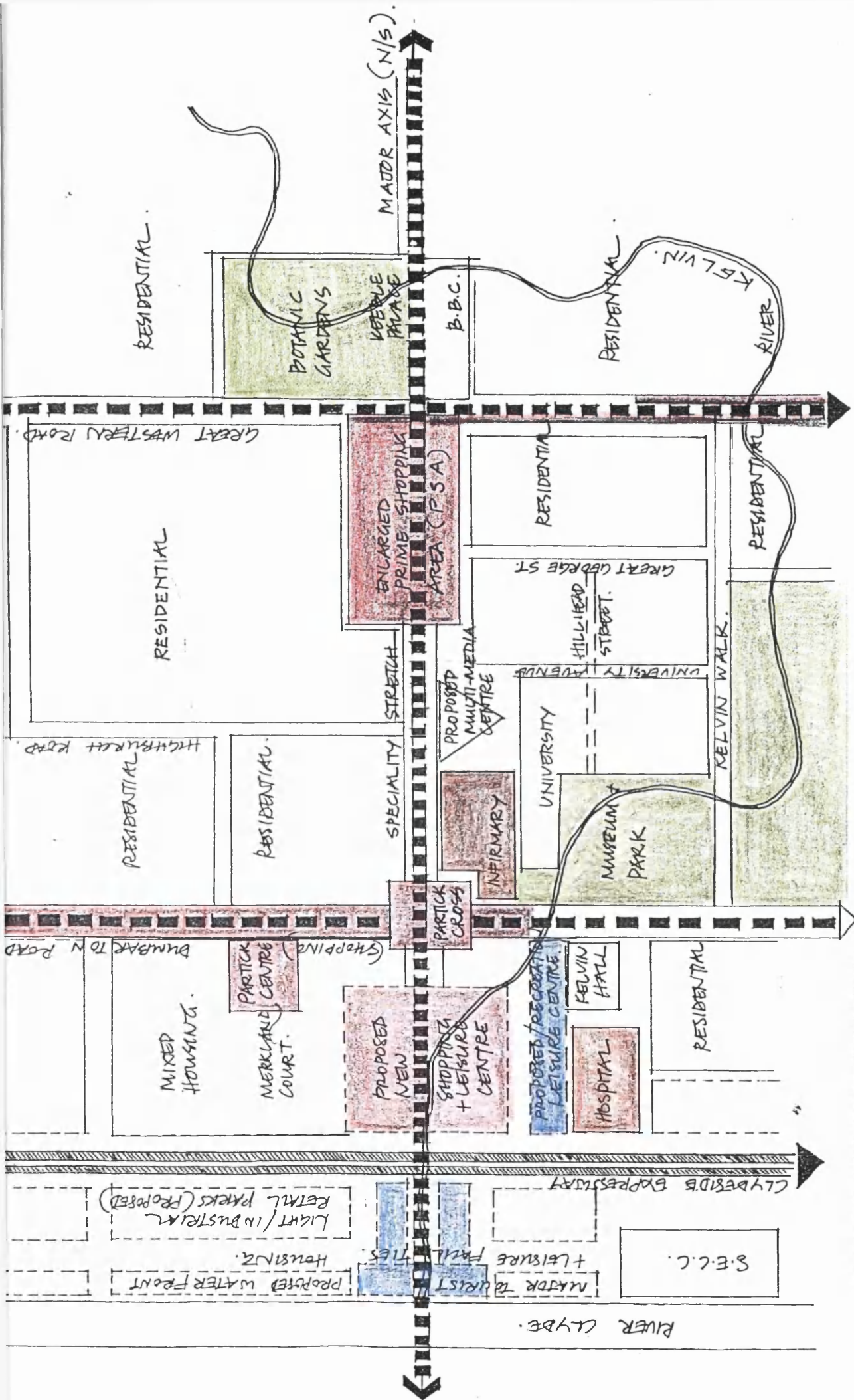


FIG.29 DIAGRAMATIC INTERPRETATION OF THE PROPOSED DEVELOPMENT STRATEGY (NOT TO SCALE)

Sixthly, between Partick Cross and the enlarged Prime Shopping Area of Byres Road will be the proposed Speciality Stretch. This will be characterised by Speciality Shops with traditional shop fronts subject to design and tenant-mix regulations. The intention of the proposal is to recapture and maintain the traditional atmosphere of Byres Road as a thematic experience along this stretch. The shops detail nature will be seasonal and the mix will be determined by the proposed Street Management Association ensuring quality in its shopping and entertainment values.

Seventhly, the Prime Shopping Area of Byres Road will include the current superstore and the typical high street shops within an area enlarged to include identified mixed-use for the back lanes and courtyards with offices and eating and entertainment outlets. The Prime Shopping Centre will extend up to and join with the commercial activity along Great Western Road. There will be a pedestrian friendly link to the Botanic Gardens.

Figures 30 and 31 show the interpretation of the above proposals.

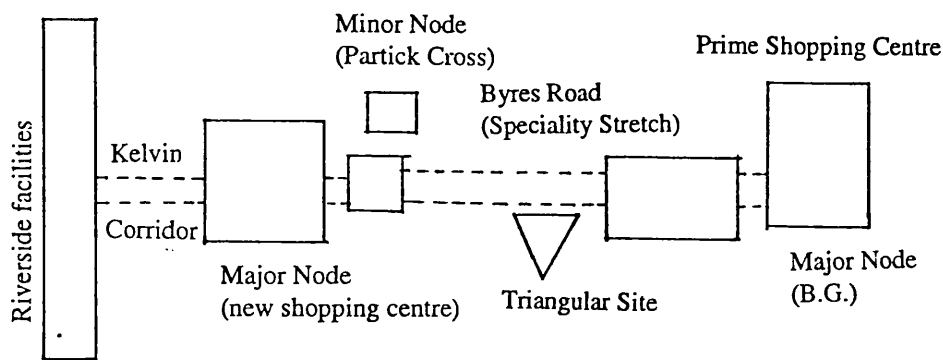
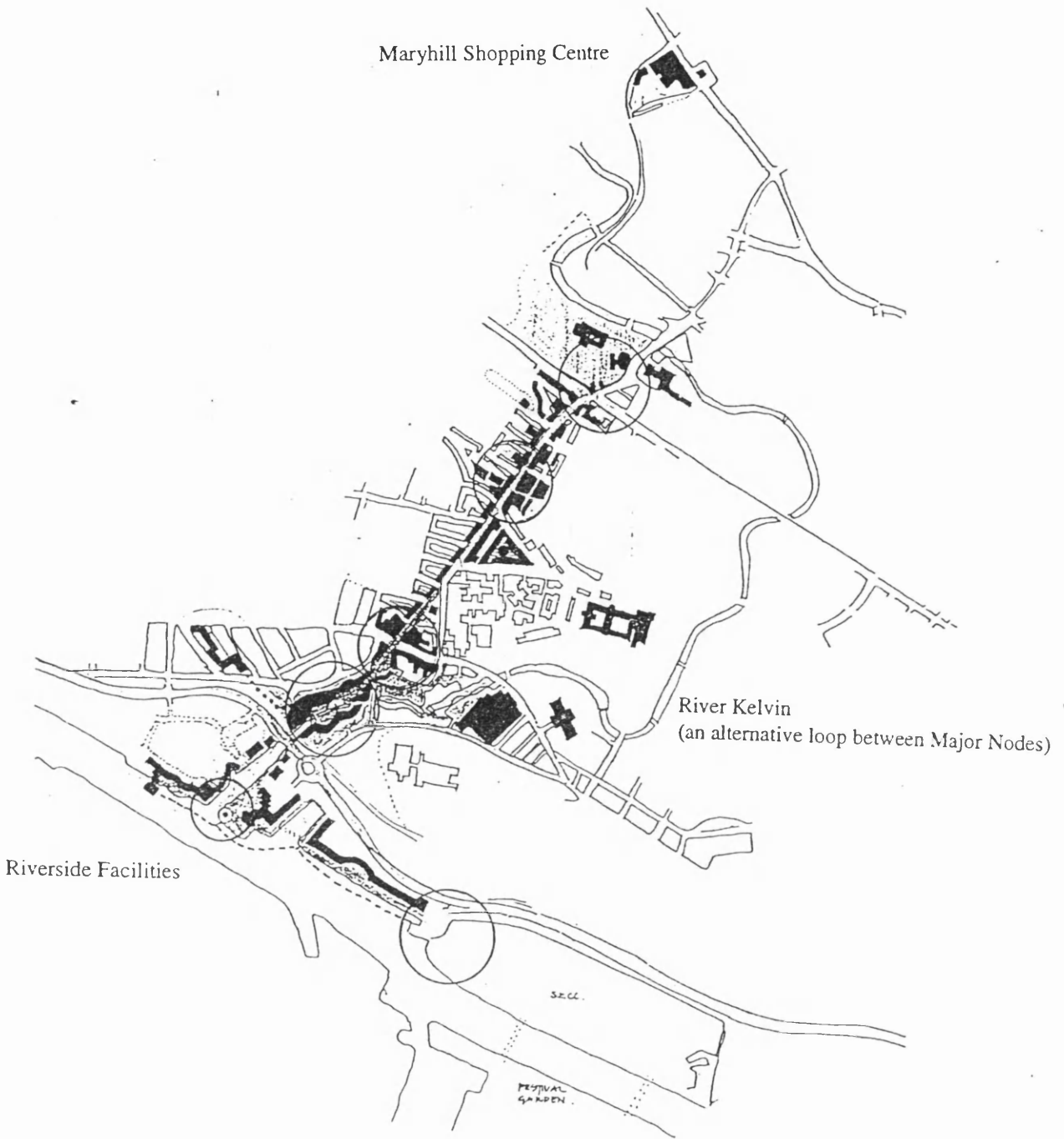


FIG. 30 : SCHEMATIC DIAGRAM OF KEY MOVEMENT BETWEEN NODES



**FIG. 31: INTERPRETATION OF THE SCHEMATIC DIAGRAM MOVEMENT
EXPRESSED AS BUILT FORM..**

C. Traffic and Transport Improvement Strategy

The preceding section illustrated the extent and character of the proposed development along the North / South axis of Glasgow's physical framework.

1. To achieve the desired pedestrian and people friendly environment the proposal recognises the need to modify the transport system, not only along the axis itself but serving the areas around it. Accordingly, the proposed strategy considers the importance of:

- a) improved public transport and pedestrian facilities and
- b) reduced volume of traffic on Dumbarton Road.⁵⁷

Figure 32 show the existing road network system and the location of relative stress points while, Figure 33 shows the realigned distribution system which follows the "guiding principles" as set out in the Council's Report for the south of Byres Road that *seeks a low traffic environment in Central Partick while serving efficiently the new developments in Kelvin Corridor.*⁵⁸

2. To ensure the proposal encourages public access to the river fronts.

3. To enable an appropriate linkage between potential developments in the Study Area and the rest of the West End.

⁵⁷In response to comments from interview with, Ir. Hilary Jones, Strathclyde Roads department. 18.7.1993.

⁵⁸Glasgow City Council, Planning department, "The Partick- Kelvin Project-Guidelines for the Physical and Economic renewal (a consultative Draft), May 1993. p.9.

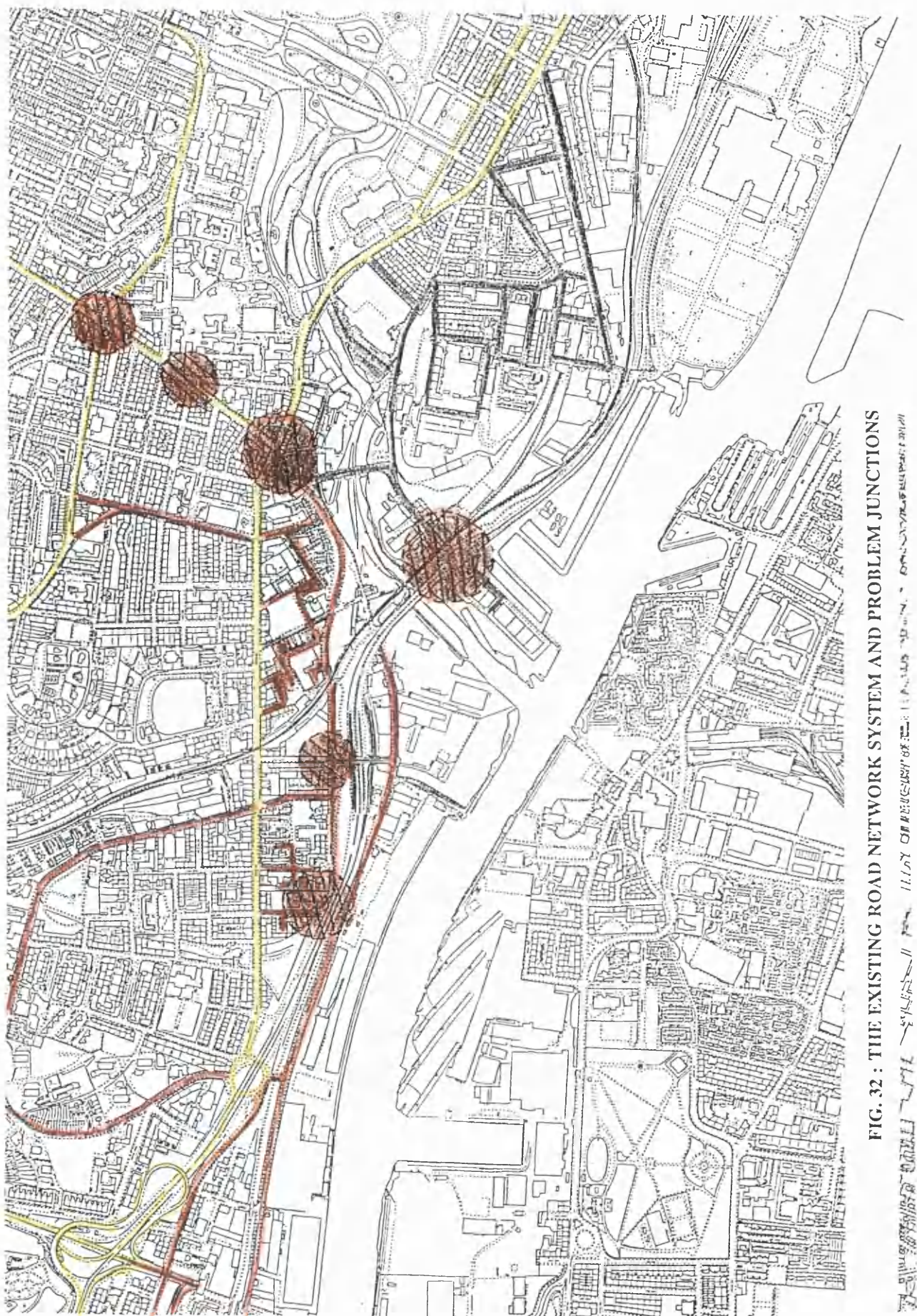


FIG. 32 : THE EXISTING ROAD NETWORK SYSTEM AND PROBLEM JUNCTIONS

4. To provide identified car parking centres. This responds to the Council's *Park and Ride* campaign and, consequently, are located near to public transport nodes, i.e. with the aim of reducing traffic along Byres Road and Dumbarton Road. They are also located in close proximity to major shopping centres. Parking will partly be underground with due design considerations in terms of safer and user friendly environment.⁵⁹

The proposal identifies two modifications to the existing road network in response to The North Clydeside Traffic Study.⁶⁰ (Refer Fig:33).

Firstly, the creation of a loop (distributor road) south of the Clyde Expressway which will connect and access the proposed new developments in this area. It will be necessary to bridge the Kelvin. Interchanges connect the loop and the Expressway. The existing (currently non-accessible) interchange from Ferry Road will directly connect with Partick Cross. To restrict direct entry to Dumbarton Road, the west end of Benalder Street will be pedestrianised. Consequently, the eastern end of Benalder Street will be used for parking areas near Partick Cross and the New Shopping Centre.

⁵⁹Refer To: Micheal Axon, "How to build car parks and win friends?", Shopping Centre Horizons, 22, Spring 1991.

⁶⁰Ir. Donald Carruthers, Director of Roads, " North Clydeside Traffic Study- Environmental Stress Point Assessment", (Interim Report) May 1993.

Public Transport

Maximising the use of public transport is the most important consideration in promoting a "people friendly" environment. The proposed development strategy for the Study Area considers the provision and co-ordination of bus, underground and tram services.

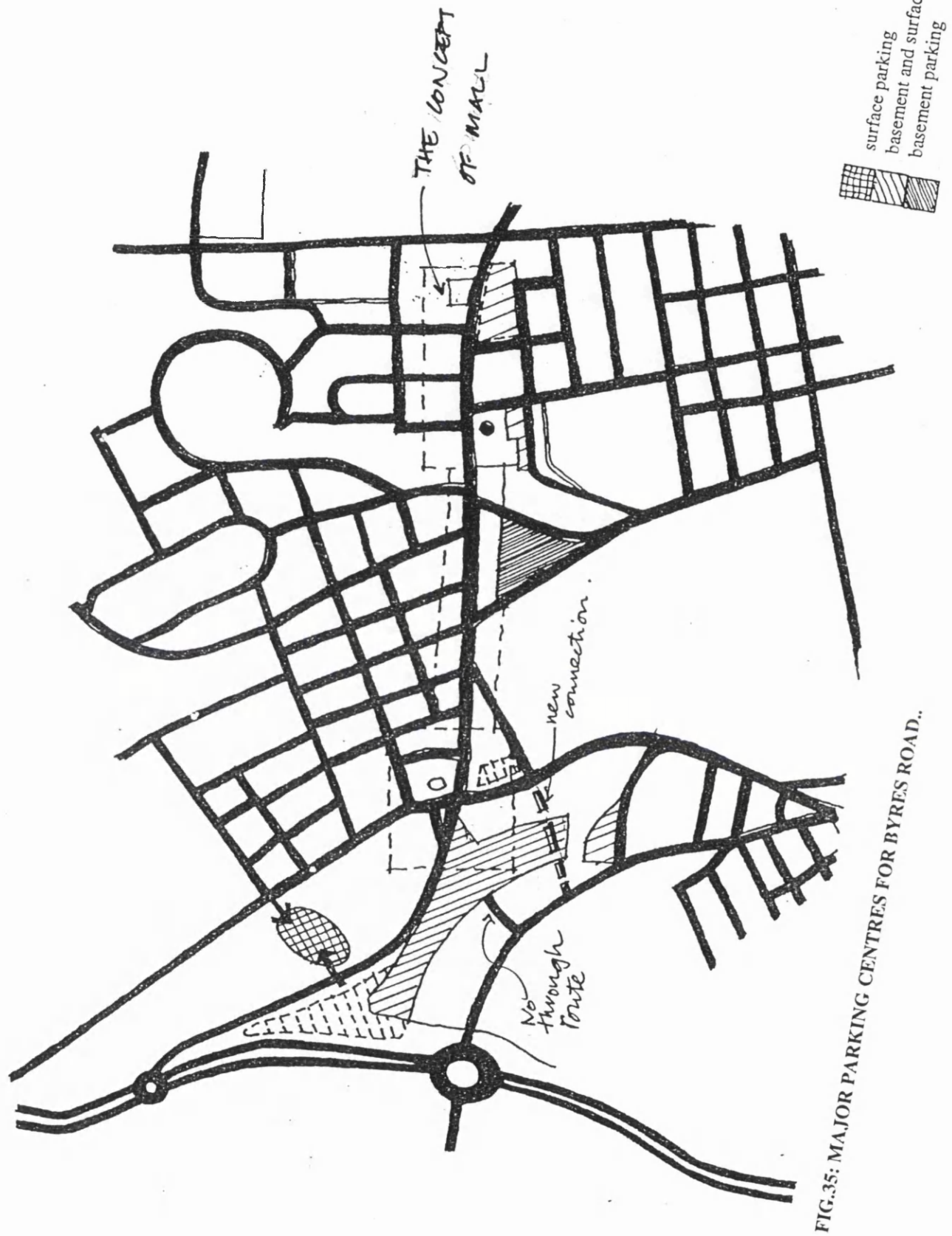
The proposed modification to the road network should provide for an adequate bus service serving all the cultural, tourist and shopping centres. Current transport legislation allows the provision of bus services to be decided by the relevant operators, unless the Regional council decides that a development of the Clyde riverside, which will include housing, would not be served by the existing *bus corridor* along Dumbarton Road.

The underground circuit and trams are considered to be "pedestrian friendly" modes of transport. It will be necessary to construct underground stations making use of existing (disused) and newly identified tram routes. (Refer Fig:34). In their Partick-Kelvin Corridor Project, the Planning Department has identified the site for a new station at Meadowside Street which will serve the proposed Clyde riverside developments. This site lies along the underground route from Govan to Partick.

The tram routes will link all the Cultural Centres of the West End from the Botanic Gardens. The route will also serve as an extension of the loop connecting the two major nodes identified at the onset of the proposals.



FIG 34 : MAJOR TRAFFIC MOVEMENTS AND MAJOR PARKING CENTRES



5.2 Detailed Strategic Proposals

The previous sections proposed a strategy to establish direct access from Byres Road to the River Clyde. Byres Road will only be able to act as a **Corridor** from Botanical Gardens to the River Clyde if more strategic amenities are introduced and the existing commercial and entertainment facilities are upgraded. The physical demands created by the proposals on the fabric of Byres Road are shown in Fig:36.

The following diagrams and figures identify **Three Linked Primary Strategic Areas** within which are a number of **Secondary Strategic Areas**.

The primary strategic areas are:

- I. **Partick Cross (Fig:37)**
- II. **The Pivotal Triangular Site Bounded by University Avenue (Fig: 38) and**
- III. **The Prime Shopping Area.(Fig:39).**

The secondary strategic areas are:

1. **The Island Site Bounded by Byres Road and Church Street**
2. **Identified Back Courts and**
3. **Identified Back Lanes**

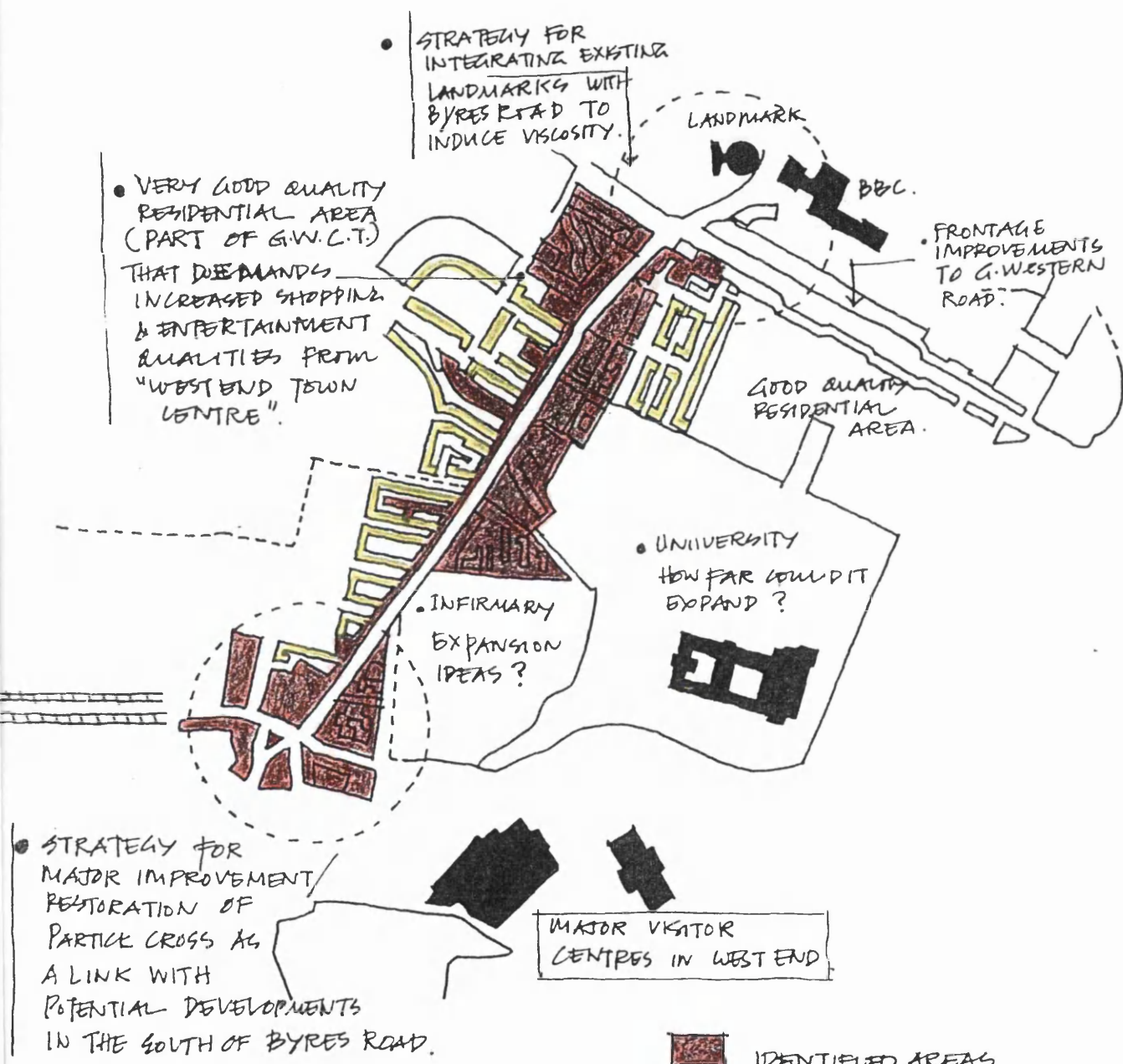




FIG.36

IDENTIFIES THE DEMAND ON THE BUILDING FABRIC BYRES ROAD.

-  IDENTIFIED AREAS AND BUILDING FABRIC THAT WILL BE IN- DEMAND TO PROVIDE TOWARDS "TOWN CENTRE" QUALITIES.
-  RESIDENTIAL BUILDINGS THAT ARE NEAREST TO THIS IDENTIFIED AREAS.

I. Partick Cross

As a Counter Balance

1. The development of Partick Cross aims to establish a focus for a Public Realm and also as a vital link to the Major Node in the south, as a *counter balance* to the large central attraction of Prime Shopping Area of Byres Road.

The focus for this will be the area immediately south of Partick Cross. People will be drawn to Partick Cross primarily by the proposed Shopping Centre. Those from outwith the area will arrive at Kelvin Hall Underground or via the first stretch of the proposed Kelvin Corridor from the River Clyde. It is proposed to develop the open area enclosed by Partick Cross as a *Public Square* which can be used for markets, and large public gatherings such as outdoor entertainment. This will form a much needed public focus for south of Byres Road complementing the new shopping development.

2. The residential quality of the area needs to be re-inforced. The existing semi-redundant industrial premises and gap sites east of Partick Cross will be developed for mixed housing type.

3. The current use of the area east of Partick Cross for car parking needs will be addressed. It is proposed to provide extensive concealed car parking under the square immediately south of Partick Cross. This will accommodate the proposed new Shopping Centre and residential developments. It will also support the City's *Park and Ride* initiative making use of improved public transport facilities.

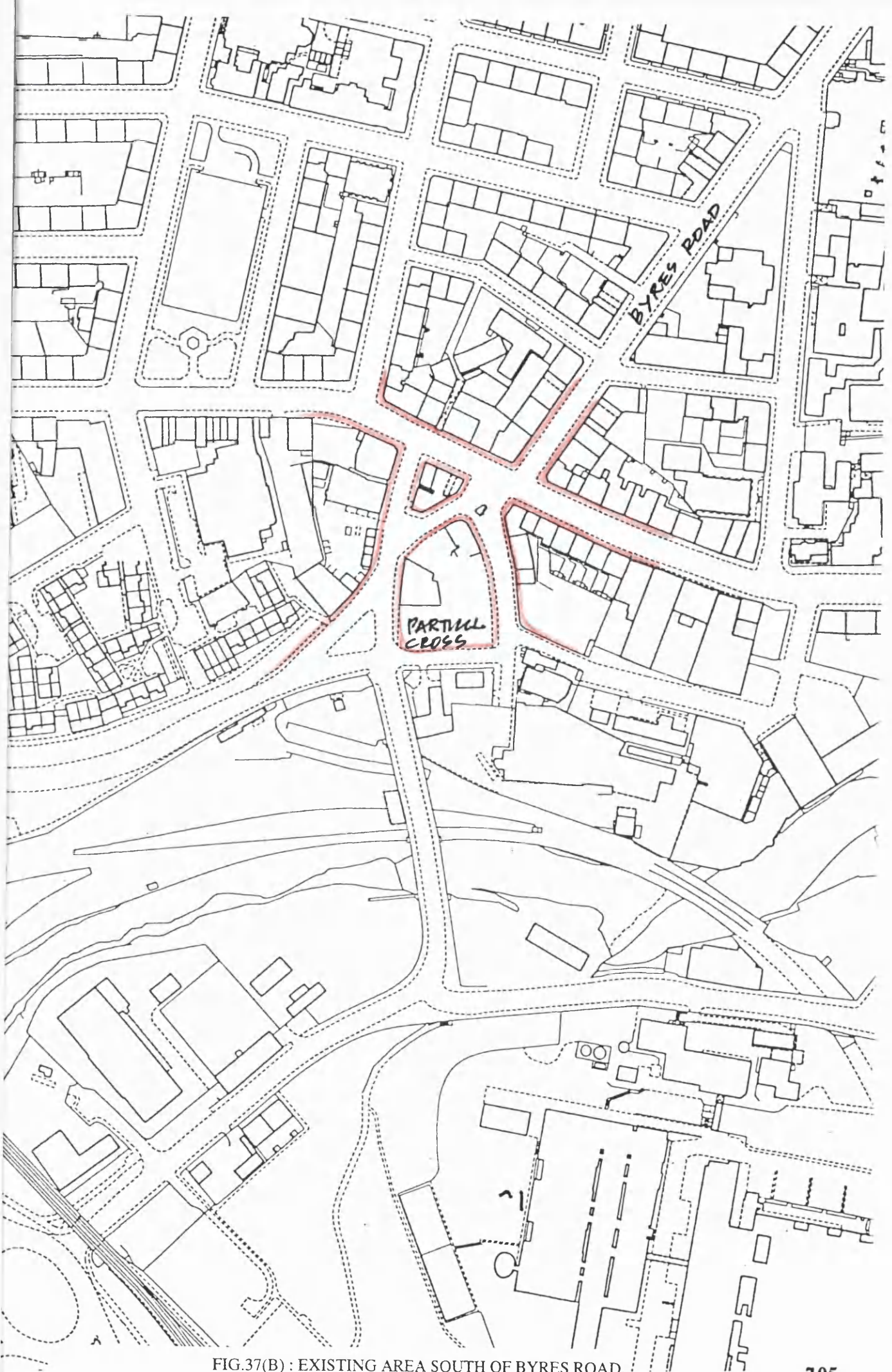


FIG.37(B) : EXISTING AREA SOUTH OF BYRES ROAD.

As a Link 1

Currently there is no incentive for movement up the lowest stretch of Byres Road from Partick Cross. To correct this the overall strategy proposes to develop this stretch of the road as a *Speciality Stretch* accommodating new speciality shops replacing Estate Agents.

The detailed strategy proposes:

1. To Relocate Estate Agents within the Enlarged Prime Shopping Area
2. To redevelop two secondary nodal points bounding the Speciality Stretch which will act as stages in the pulling of people along the Byres Road corridor. The first will be the redevelopment of the island site between Church Street and Byres Road as a Community Health Centre extending the facility of the existing Swimming Pool. This will improve the currently inadequate recreational amenity of the area. The second will be to convert the existing back-court garage between Highburgh Road and Havelock Street into a market hall selling dry goods.

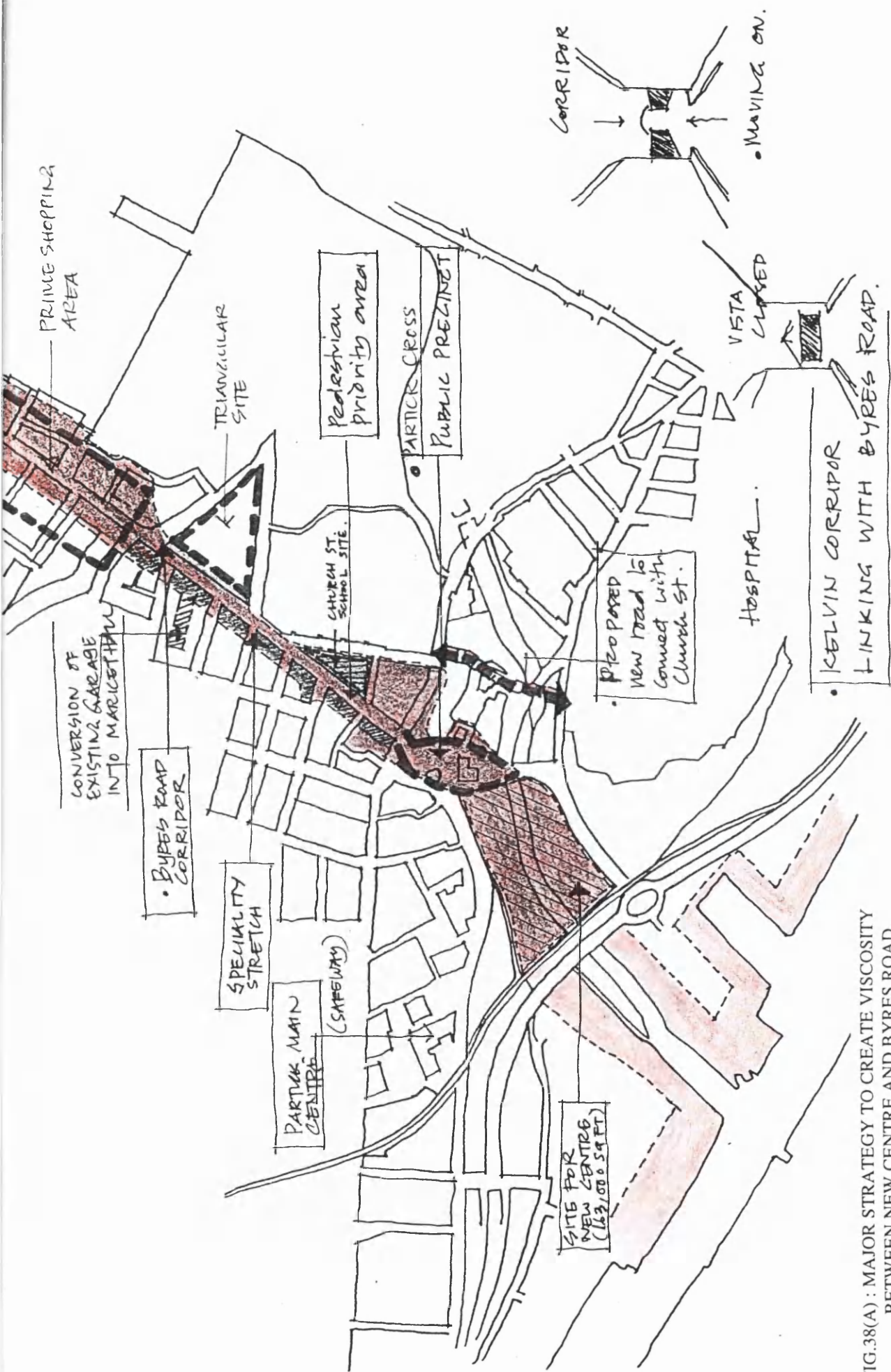
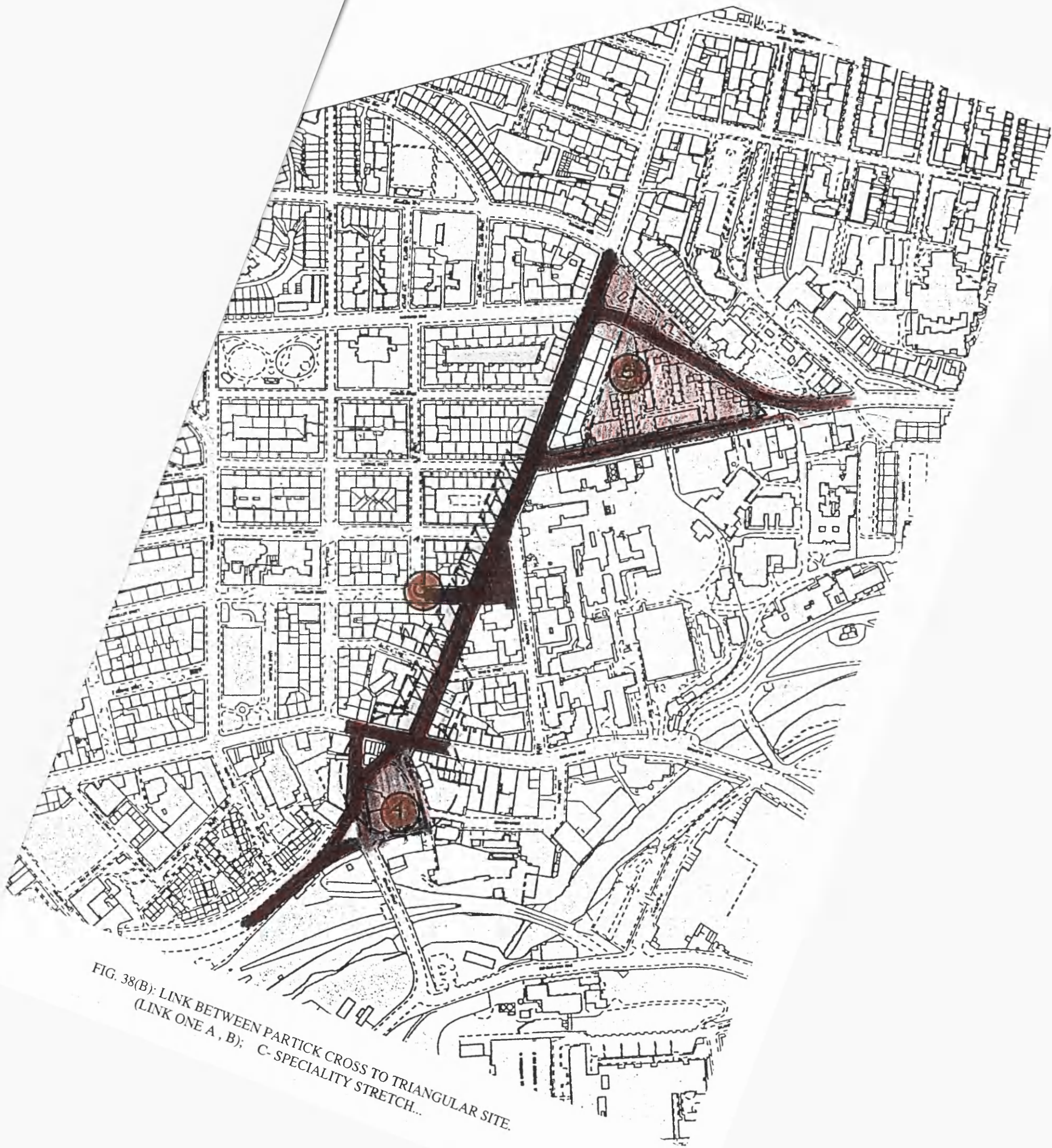


FIG.38(A) : MAJOR STRATEGY TO CREATE VISCOSITY BETWEEN NEW CENTRE AND BYRES ROAD.



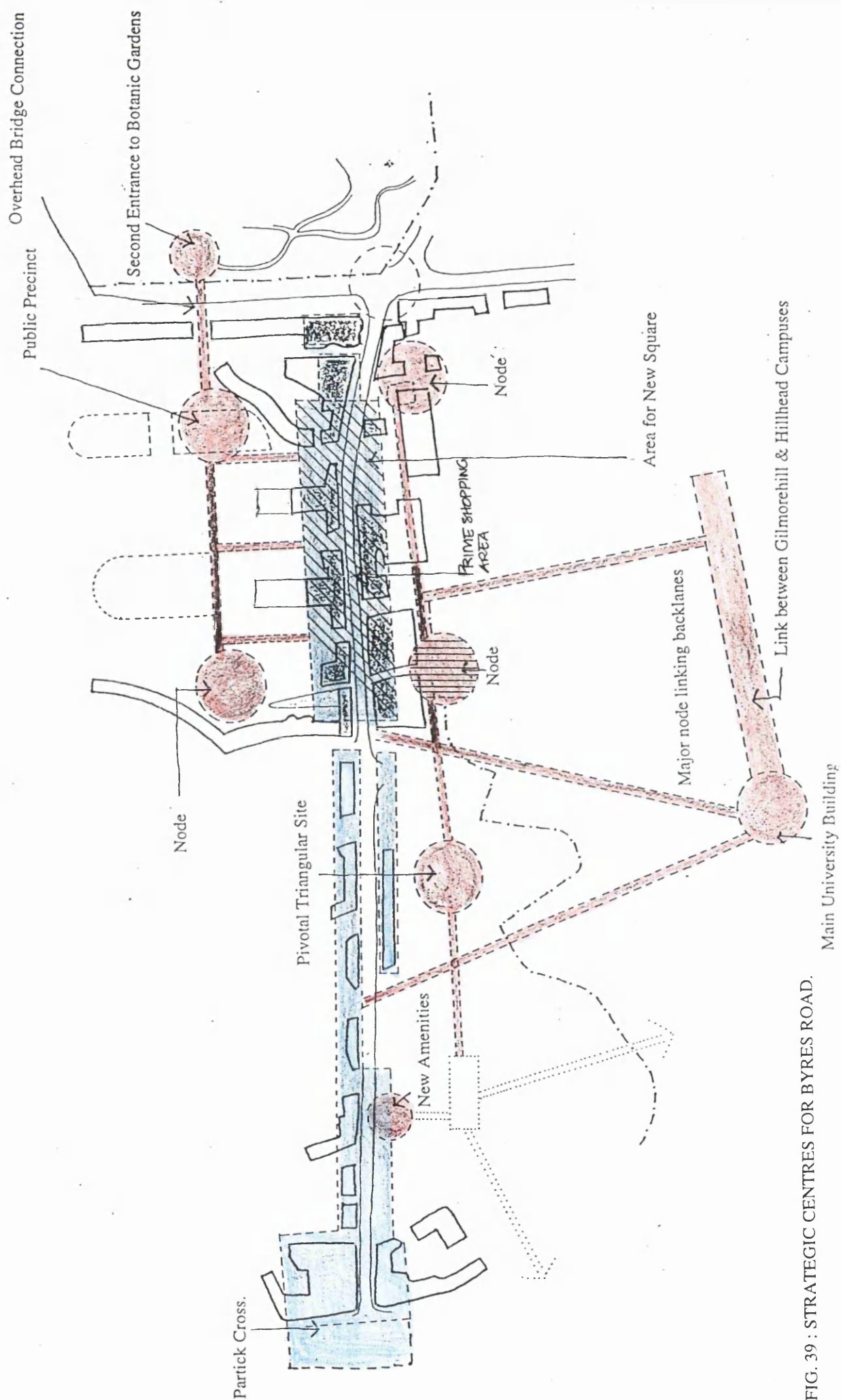


FIG. 39 : STRATEGIC CENTRES FOR BYRES ROAD.

II The Pivotal Site..

To create a catalyst for attracting people to the West End it is proposed to develop the site as a **Multi-Media Centre**. (Fig:40). This will be an innovative facility which will reinforce the identity of the West End as Cultural and Educational Centre. It is proposed to restore the original form of the triangular site to achieve the following results.

- a) The erroneous realignment of University Avenue and the consequent character devaluation of Ashton Terrace will be corrected.
- b) The existing car park will be re-located underground to maximise the floor area for the proposed Centre.
- c) Ashton Terrace's urban frontage will regain its former dignity as a front to an important Urban Building. The logic of a pedestrian route will be achieved by using Aston Road rather than the present University Avenue.
- d) One way traffic around the Triangular Site will achieve a "pedestrian friendly" surround.

The ongoing gap site development at the junction by Hillhead Housing association will be disregarded and the traditional street front of Byres Road will be continued north up to the Ashton Terrace junction with a traditional resolution of the corner which will re-establish the former VICTORIA CROSS.

Link 2

There is no need to provide a link between Nodes II and III as the Prime Shopping Area is already and will become an increased focus, pulling people along the corridor.

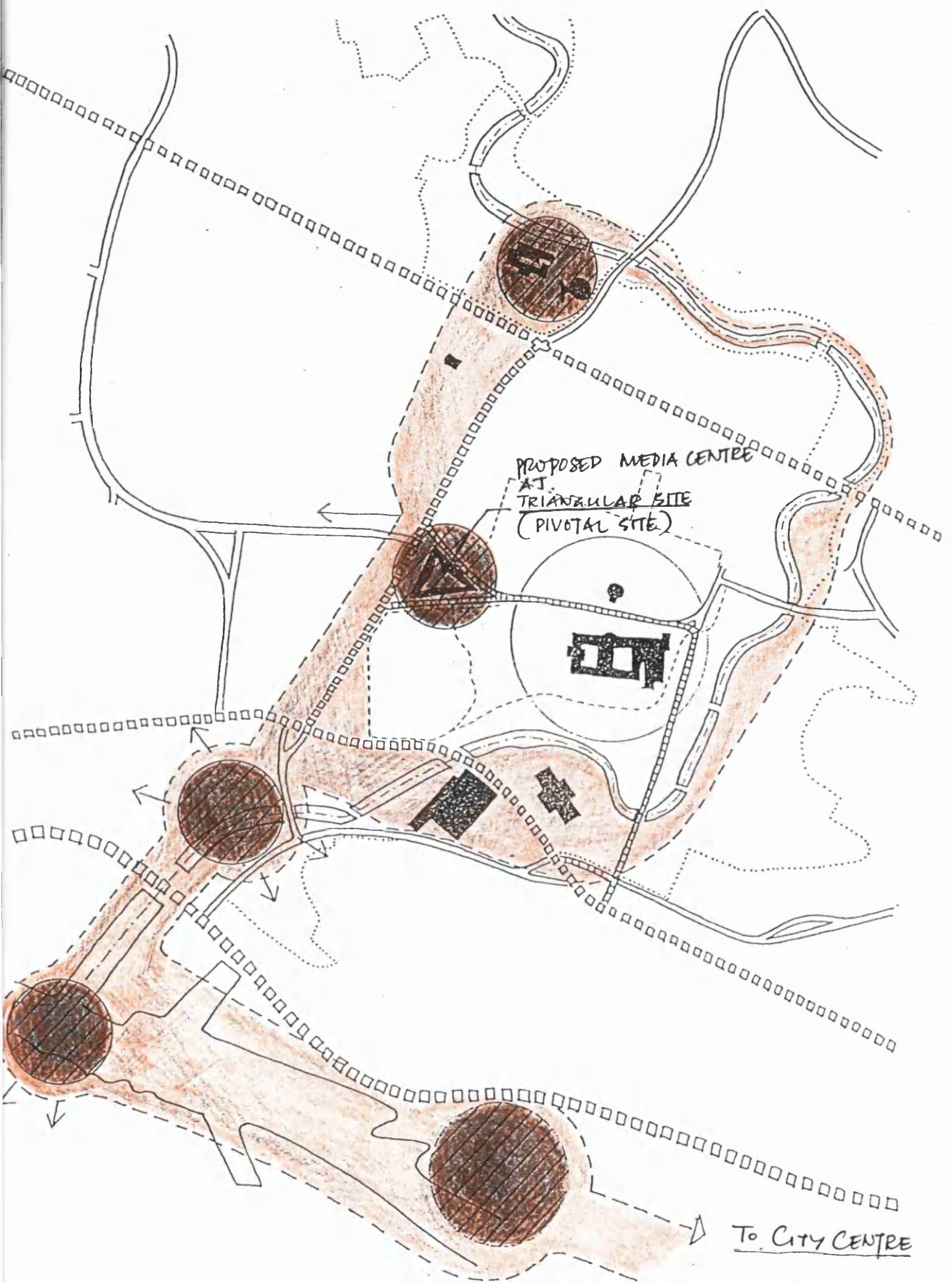


FIG.40(A): TRIANGULAR SITE AS A STRONG PHYSICAL PRESENCE IN WEST END IN
RELATION TO OTHER CULTURAL INSTITUTIONS

2. TRIANGULAR SITE BECOMING ONE OF THE CENTRAL FACILITIES TO
THE CITY

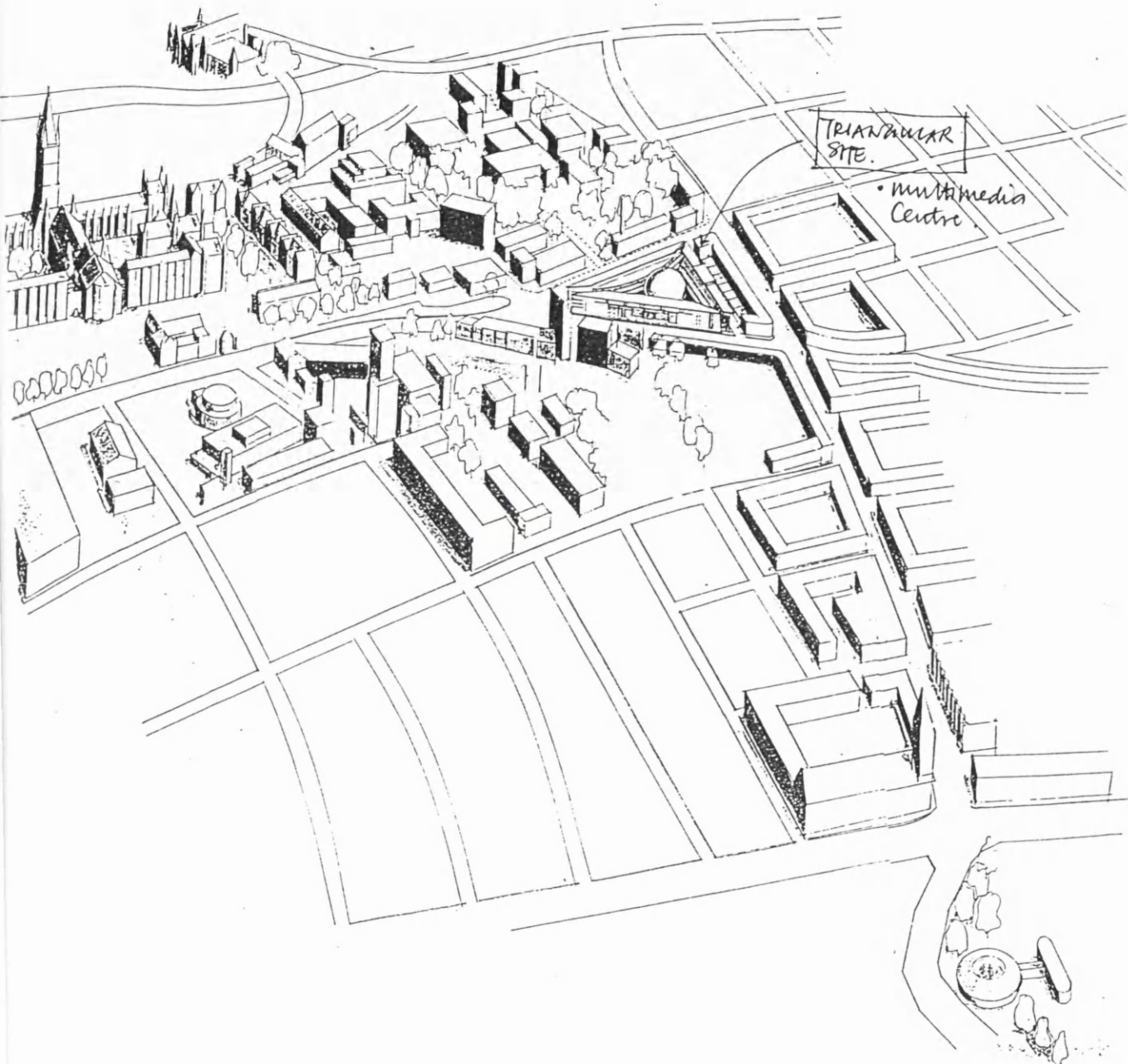


FIG40(B) : TRIANGULAR SITES MULTI-MEDIA CENTRE IN DIALOGUE WITH WEST
END AND BYRES ROAD.

Aim :

Within Byres Road :

1. To identify and link the movements between Infirmary, University, Prime Shopping areas(and underground stations
2. Reinforcing existing amenities.
3. Enhancing physical and environment qualities.
4. Expansion of physical area of prime shopping area by adapting changes to fabric to achieve the primary aim as a centre.
5. Landscaped car parking in the identified courtyards of the Quadrants

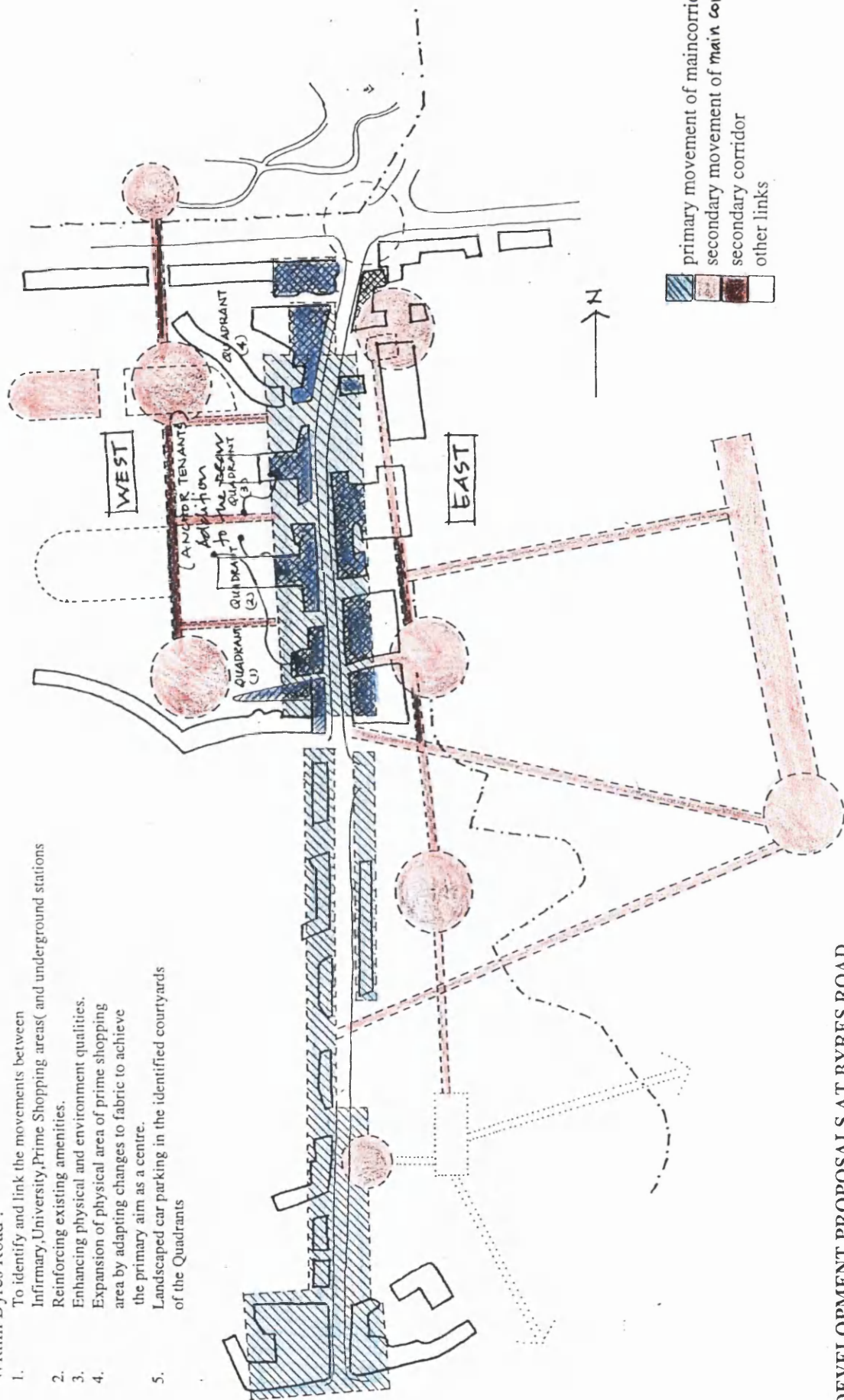


FIG.4(a) THE DEVELOPMENT PROPOSALS AT BYRES ROAD

III Prime Shopping Area

The introduction of new shops is necessary to maintain the vitality of shopping within the Study Area. Currently the variety of shopping is limited by lack of suitable accommodation. The aim is to improve the acute shortage of retail and office accommodation⁶¹ within the existing architectural fabric. The area is divided into two secondary areas. A different strategy is proposed for each as they have different priorities.

1. West Side, Main Corridor: General Strategy

a). The first problem here is that new retail and office accommodation has to be introduced within an intact historical urban fabric. There are no gap sites. Ground floor commercial accommodation is small in scale.

a.1) The Back Courts have been identified as a potential development area. This is in defiance of the City Planning Department's policy.

a.2) It is suggested that all Ground Floor accommodation within the Prime Shopping Area is released for retail and office use. (Refer Figure 41-a).

b). The second problem is attracting the desired quality of retail shops and maintaining this quality through the west side of the Prime Shopping Area. This has been divided into four units-*The Quadrants*. A prestigious rarity *Anchor Tenant* will be encouraged (enticed) to occupy premises in each. The intention is that they will raise the shopping profile of Byres Road and become the magnet to attract other quality retailers and establish the desired retail mix. The Safeway Supermarket will remain as the anchor tenant for the Fourth Quadrant. (Refer Fig: 41-a)

⁶²West End Local Plan ,p 4.



FIG.41(B) : THE PRIME SHOPPING AREA (EXISTING PHYSICAL STATE)....(106)

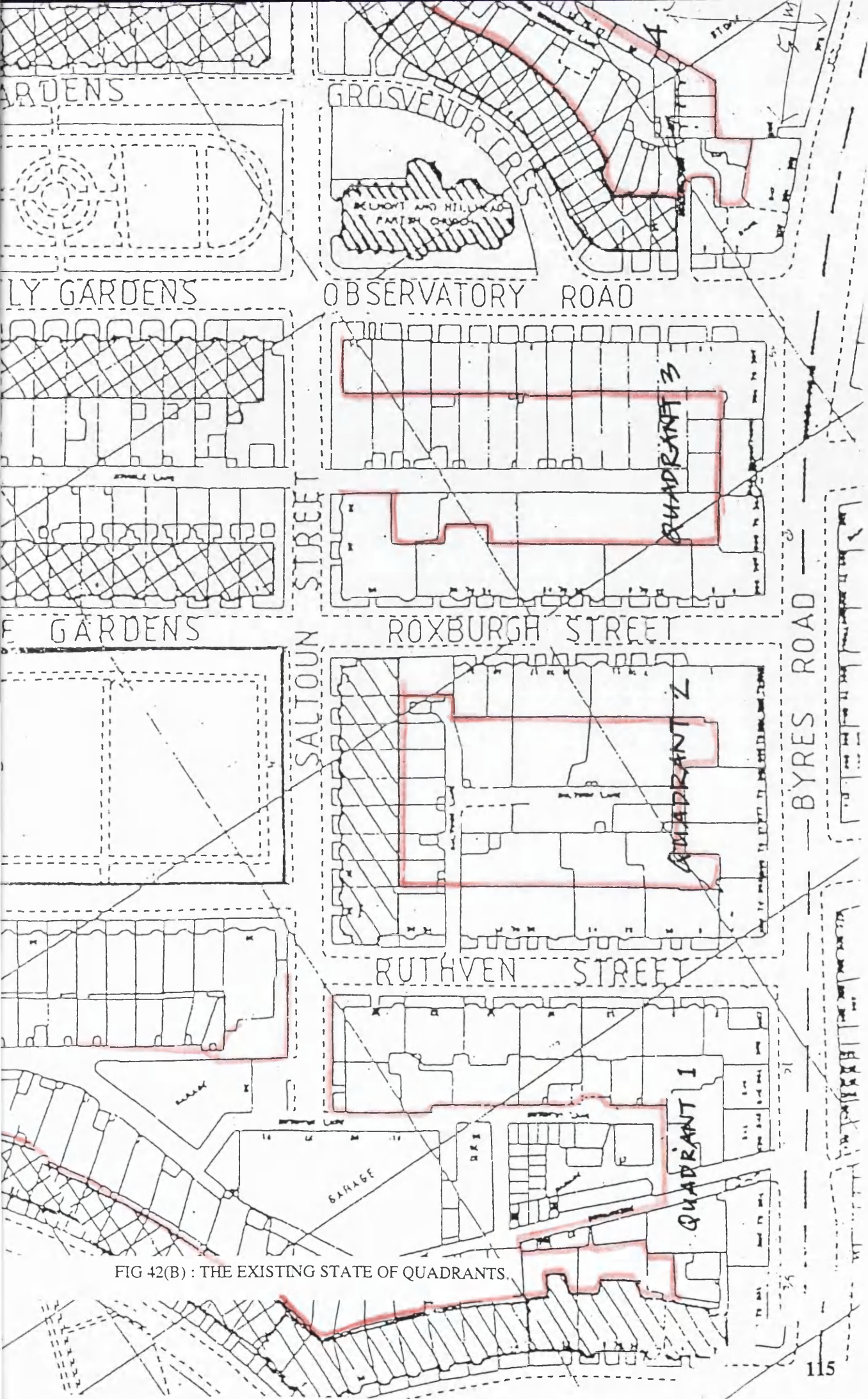


FIG 42(B) : THE EXISTING STATE OF QUADRANTS.

2. East Side, Main Corridor.

The main problem here is the lack of dialogue with the street. It is necessary to correct unsatisfactory development during the 1970s, particularly adjacent to the Hillhead Underground Station, where insufficient consideration was given to the traditional character of the street. The worst offender is the Strathclyde Police Personnel Residential Accommodation which has no dialogue at all with the Main Corridor. Its blank walls, except for its entrance door, has a deadening or sterilising effect on the pedestrian environment. As such some buildings will be replaced, others will be improved.

3. Secondary Corridor Strategies Generally

The secondary corridors will support the Main Corridor:

- A. They will define the physical framework of the extended Prime Shopping Area.
- B. They will provide alternative routes around the Prime Shopping Area which have a different pace and profile.
- C. They will extend the variety of shopping and activity within the Main Corridor providing mixed use accommodation and recreational and entertainment facilities.
- D. The amenity of Classified buildings and identified areas will be opened up to the Main Corridor. A pedestrian friendly environment through streetscaping and other street enhancements which will encourage pedestrian movement through the Secondary Corridor.

All Classified buildings will be highlighted and connected to the Main Corridor as an important matrix of the public realm.

Main Corridor, West Side, Specific Proposals

The Figure 43-a is a schematic diagram of the proposals for the Main Corridor, West Side.

Quadrant 1 / Ruthven Lane

It is important to generate maximum commercial activity here to balance the draw of the Safeway Supermarket at the north end of Byres Road. These two nodes will be linked by Saltoun Street which will itself be promoted to an important unit in the physical framework and as a secondary route to the Botanic Gardens. This is the only quadrant with any existing commercial activities such as restaurants, souvenir shops, arts and crafts and garages in its Back Court. It is proposed to stimulate this activity by enhancing the environment. All derelict and incidental buildings will be cleared and appropriate hard and soft landscaping introduced.

Quadrant 2 and 3 - Ruthven Street / Observatory Road.

Their Back Courts will be released from their current use as gardens and converted to accommodate the physical extension of the "Anchor Tenant" for the area immediately adjacent to the Main Corridor. The remaining area will be considered as landscaped residential car parking.

Quadrant 4

The general strategy of releasing residential accommodation for office or budget guest houses development to increase the commercial vitality of the Prime Shopping Area will be put into practice here. This area has been identified as a suitable new location for estate agents moved from the "Speciality Stretch". Grosvenor Terrace will be targeted as viable small office accommodation to allow the introduction of mixed-use to the area. The architectural amenity of Belmont Parish Church and the adjacent terraces will be the focus of a new Urban Precinct. Huntly Gardens facing Belmont Parish Church will be released for the public and brought under the care of the City Parks creating a green reservoir and relieving the pressure on the Botanic Gardens. This action might receive opposition from certain quarters particularly from those who own the key for entering the Garden. However, the overriding criteria behind this proposal is to open up a wider section of the area to harness the economic benefit that will be drawn from making this place an important matrix of the public realm.⁶²

Grosvenor Lane will become a feature along the Saltoun Street / Botanic Gardens tourist route and an amenity for tourist staying at the Grosvenor Hotel. Given the exceptional quality of these former stables and coachman's' quarters (which have been converted in pleasing residential accommodation) these will be left intact. The hotel and Safeway already account for adequate commercial activity within this area.

⁶²Refer Appendix VIII, Vol.2- "Desired Urban Qualities of an High Street".

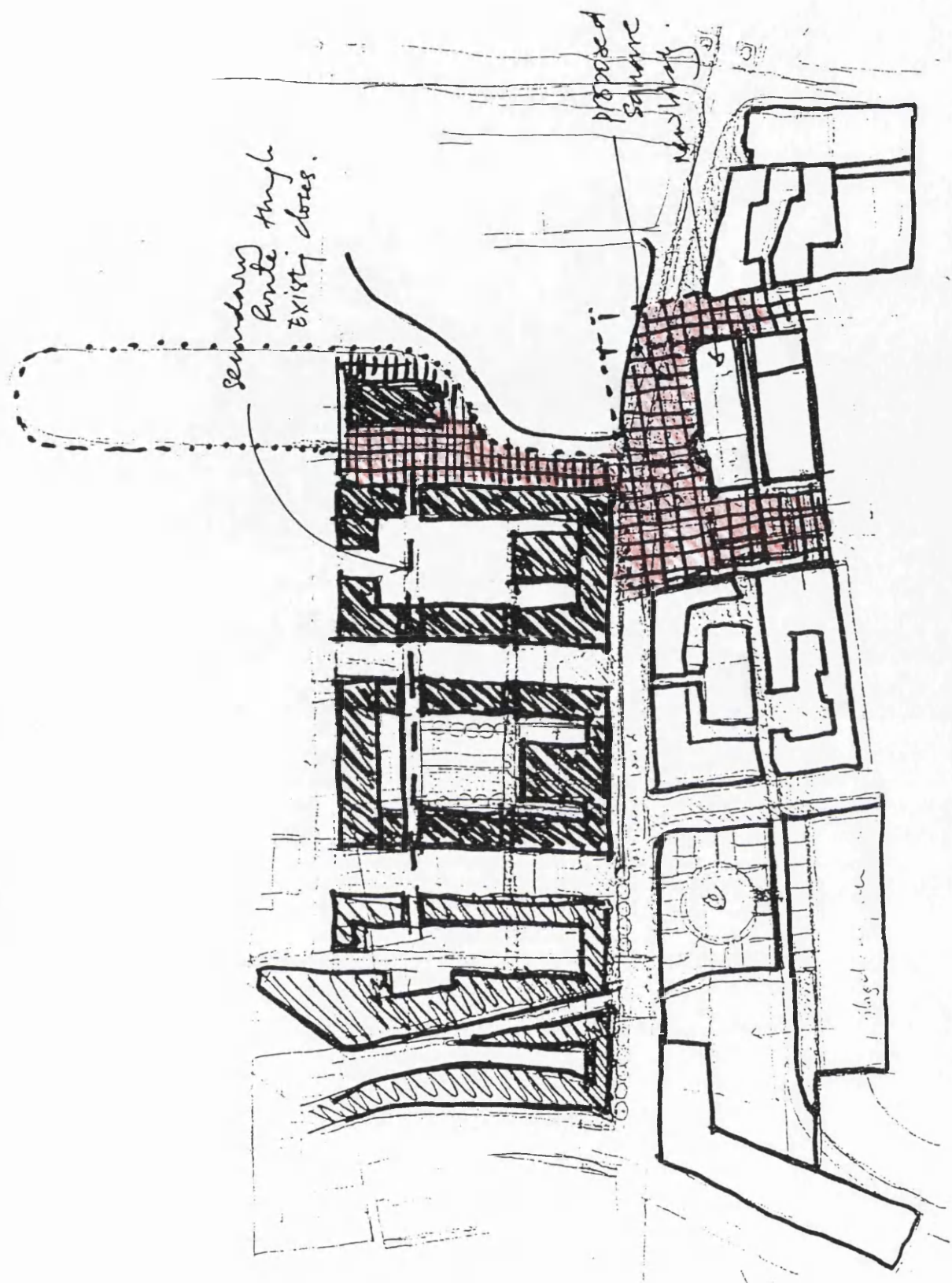


FIG. 43(a): THE PROPOSED "CENTRAL SQUARE"



FIG.43(b) : THE EXISTING "CENTRAL SQUARE".

East Side, Secondary Corridor

The aim is to make this primarily an extensive **Entertainment Corridor**.

The upper section of this is already an (disjointed) entertainment corridor with centres at Ashton Lane and Cresswell Lane. It is intended to unite these and extend the entertainment corridor south linking with the proposed Multi-Media Centre at the Triangular Site. The consolidation of the existing stretch will include the redevelopment of the Lilybank Gardens car park with student accommodation and a new "user friendly" underground car park. The modern fabric around Hillhead Underground Station needs to be reviewed particularly the rear facing Great George Lane in order to form an attractive Back Lane.

It then would draw students from Hillhead Street via Great George Street through the secondary corridor and down to Byres Road. Currently there is no direct access from the Hillhead Under ground to the secondary corridor. It is proposed to provide a covered arcade leading from the Underground Station to the Secondary Corridor.

Moving north into Cresswell Lane it is proposed to convert the redundant Sorting Office of the former Post Office. Currently there is no provision within the Study Area for any art exhibition. However Cresswell Lane is a centre for the purchase of craft goods. This activity will be encouraged and extended to include other art based activities. The former Sorting Office is a large top lit building well suited to an exhibition space.

Currently there is no streetscaping along Great George Lane. The quality needs to be upgraded in line with Ashton Lane.

A major proposal within this context is to relocate the Hillhead Library in the existing Botanic Garage premises. Both the Library building and the adjacent Strathclyde Police Personnel Residence (as mentioned earlier) would be pulled down.

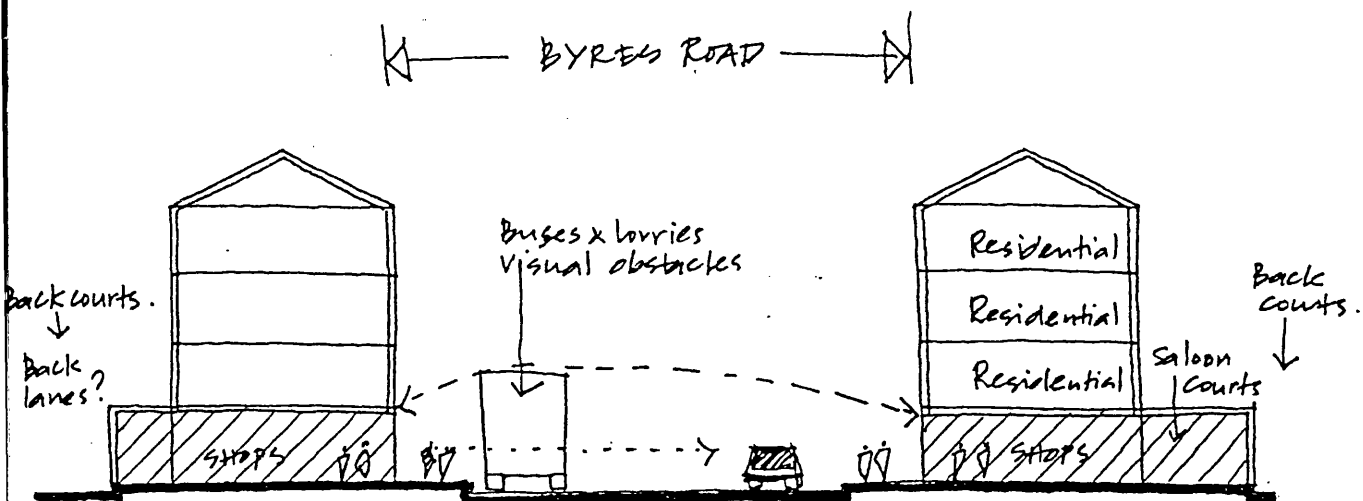
This will release the area for a much needed urban square which will

- a). Be the missing centre of and relieve the pressure on the Prime Shopping Area
- b). Extend the urban precinct around Belmont Church
- c). Balance the urban square at Partick Cross.

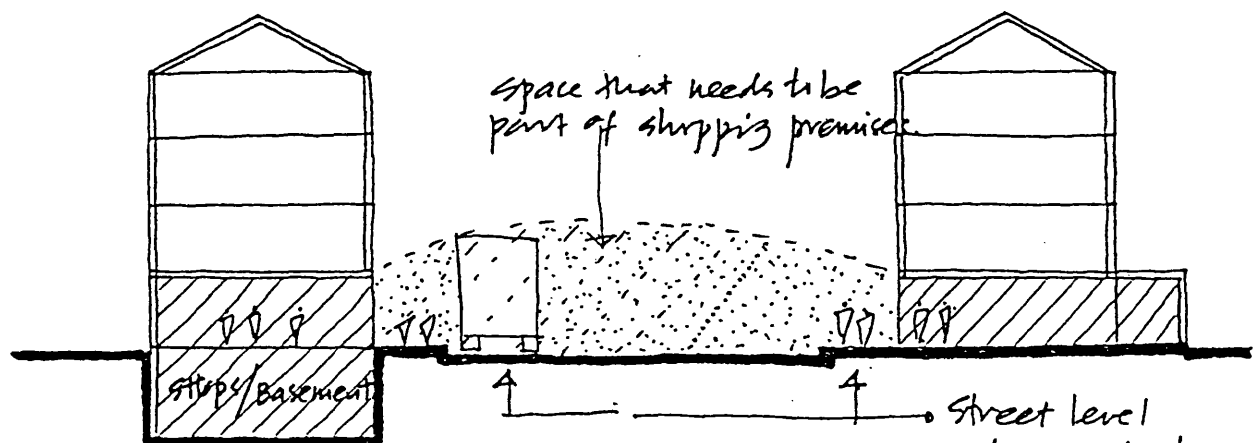
The existing Library building has limited dialogue with the street and is an inadequate terminus for the vista down Observatory Road. The garage introduces obstructive pavement activity into the vicinity. It is proposed to relocate the garage in the light industrial accommodation by the Clydeside Expressway. However, such decisions would raise questions regarding cost justifications. So the proposal might stay as a hypothetical situation for the time being and an intermediate solution would be to encourage the areas around Vinecombe Street and Cresswell Street to be streetscaped and landscaped to provide limited accommodation for public fairs and weekend markets.

Resolve The Square

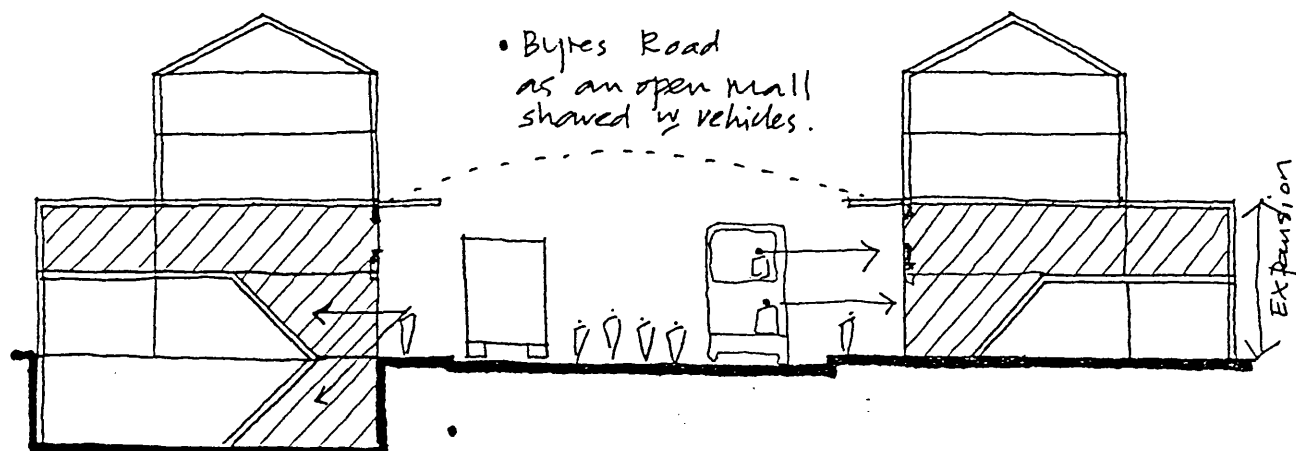
The secondary corridor will terminate at the proposed Square but will continue and filter into the upgraded Vinecombe Lane leading to the Pine Workshop off Kersland Street. (Fig:43-a).



• SHOPS WITHOUT BASEMENTS



• SHOPS WITH BASEMENTS



- New Interventions
of two level shopping in Byres Road.
in the PRIME SHOPPING AREA.
• Bring variety to the street.

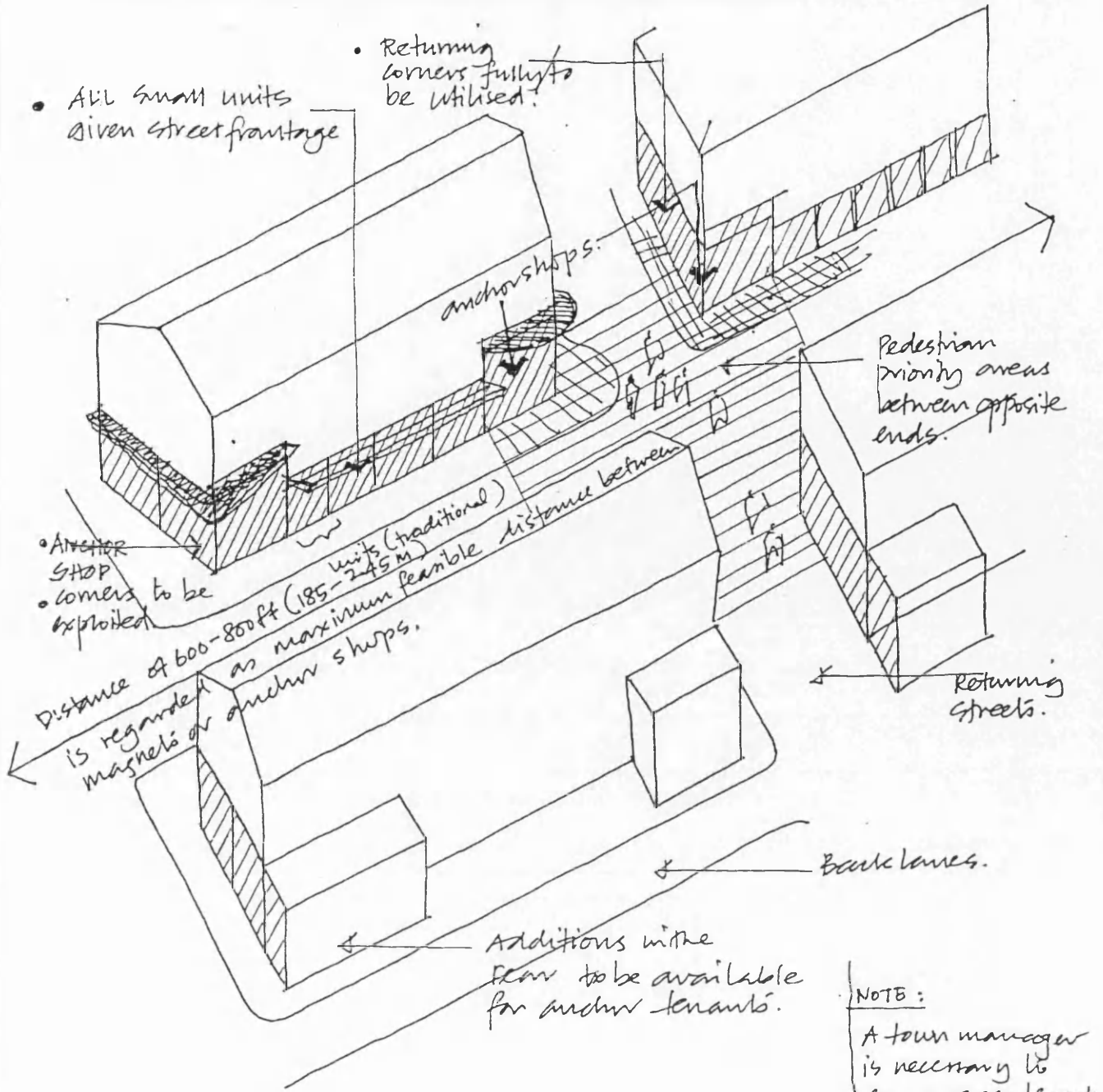
FIG.44: DIAGRAMATIC ILLUSTRATION OF CHANGES ON THE FABRIC OF PRIME SHOPPING AREA'S FACADES.

Great Western Road presents a significant problem obstructing pedestrian access to Botanic Gardens. Although the flow of traffic along Byres Road can be reduced, very little can be done to reduce the heavy traffic along the Great Western Road. An underpass has been considered and rejected as the pavement has insufficient depth. Generally underpasses are not "pedestrian friendly" and attract undesirable elements. Rather it is proposed to build a bridge across the Great Western Road at the terminus of Saltoun Street. A Victorian style (arched metallic) bridge is considered to be the most appropriate. This will mark the Botanic Gardens for tourists entering the city along the Great Western Road. Tourists approaching up Byres Road will be directed along Grosvenor Terrace in front of the hotel screened from the traffic by trees and gardens. The gardens will be developed as a preliminary to the Botanic Gardens.

5.3 Interpretations and Illustrations of Proposals

The following sections are arranged as

- a) Ideas for physical intervention. (Figures 44-48).
- b) Examples of change in townscape values. (Figures 49-63)
- c) An architectural solution for restoring the Triangular Site. (Figures: 64a-e).



NOTE:
A town manager is necessary to encourage tenant promotions, inject new facilities and maintain the environment.

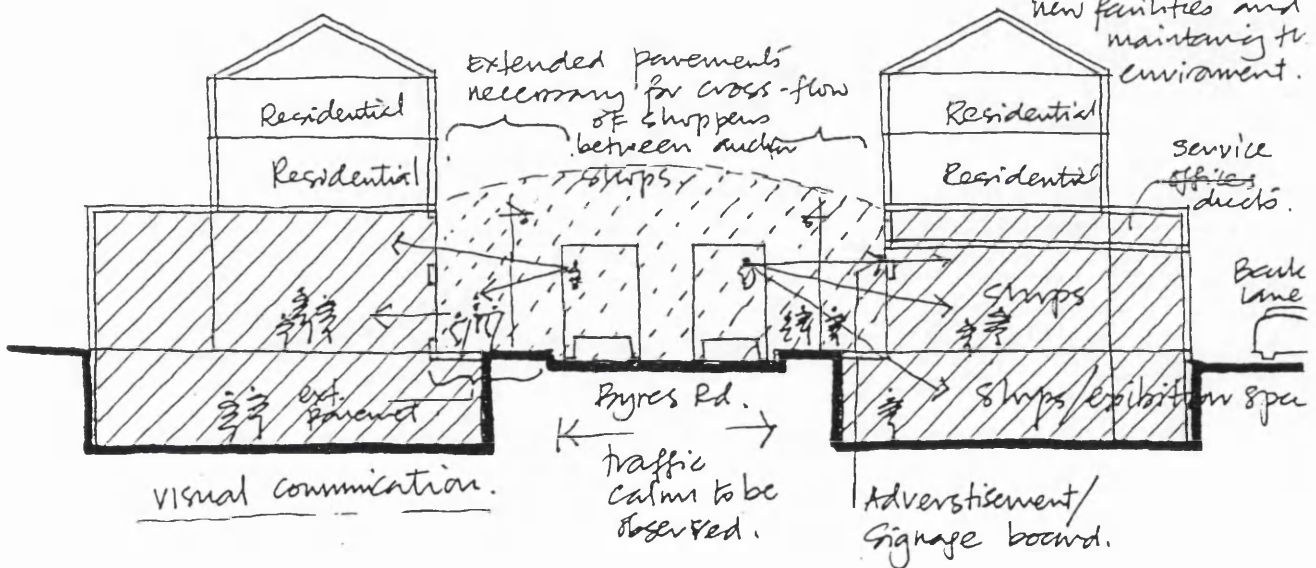
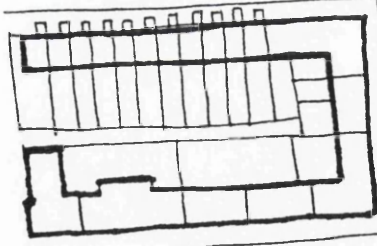
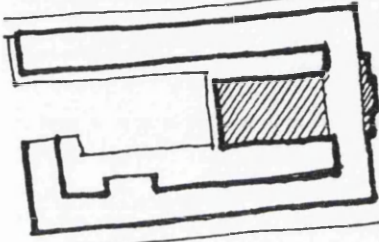


FIG.45: : SOME IDEAS ON UTILISATION OF EXTERNAL SPACE AND ANTICIPATED FUTURE DEMANDS ON THE PHYSICAL FABRIC OF THE BUILDING IN THE PRIME SHOPPING AREA

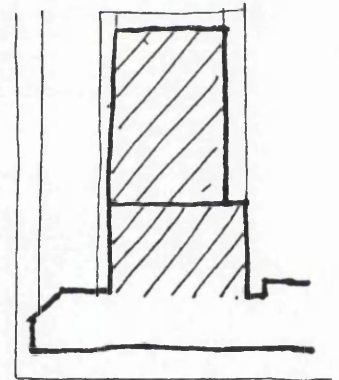
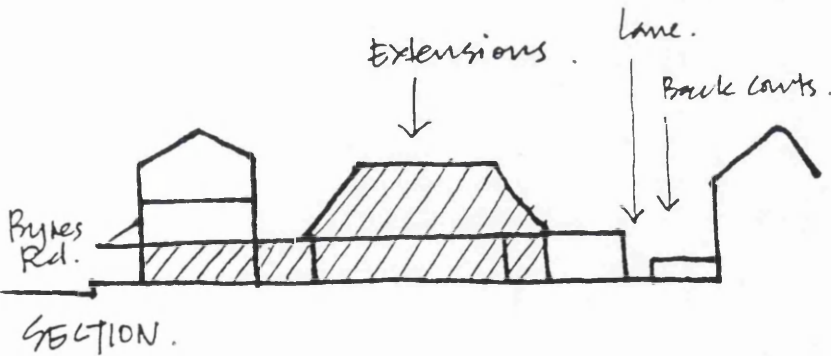


EXISTING (TYPICAL)
QUADRANT.

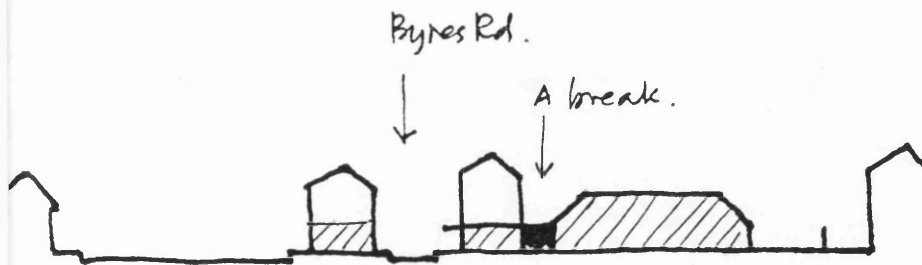


PROPOSED EXTENSION
TO THE QUADRANT.

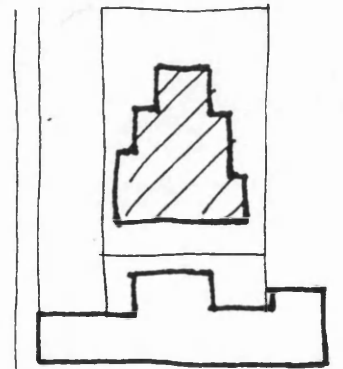
• PLANS.



• integrated extension.



• TYPICAL SECTIONS SHOWING THE EXTENSIONS.



Isolated extension.
RTS.

FIG. 47 : ILLUSTRATING A DIAGRAMATIC APPROACH TO DEVELOPMENT OF
BACKCOURTS....(120)

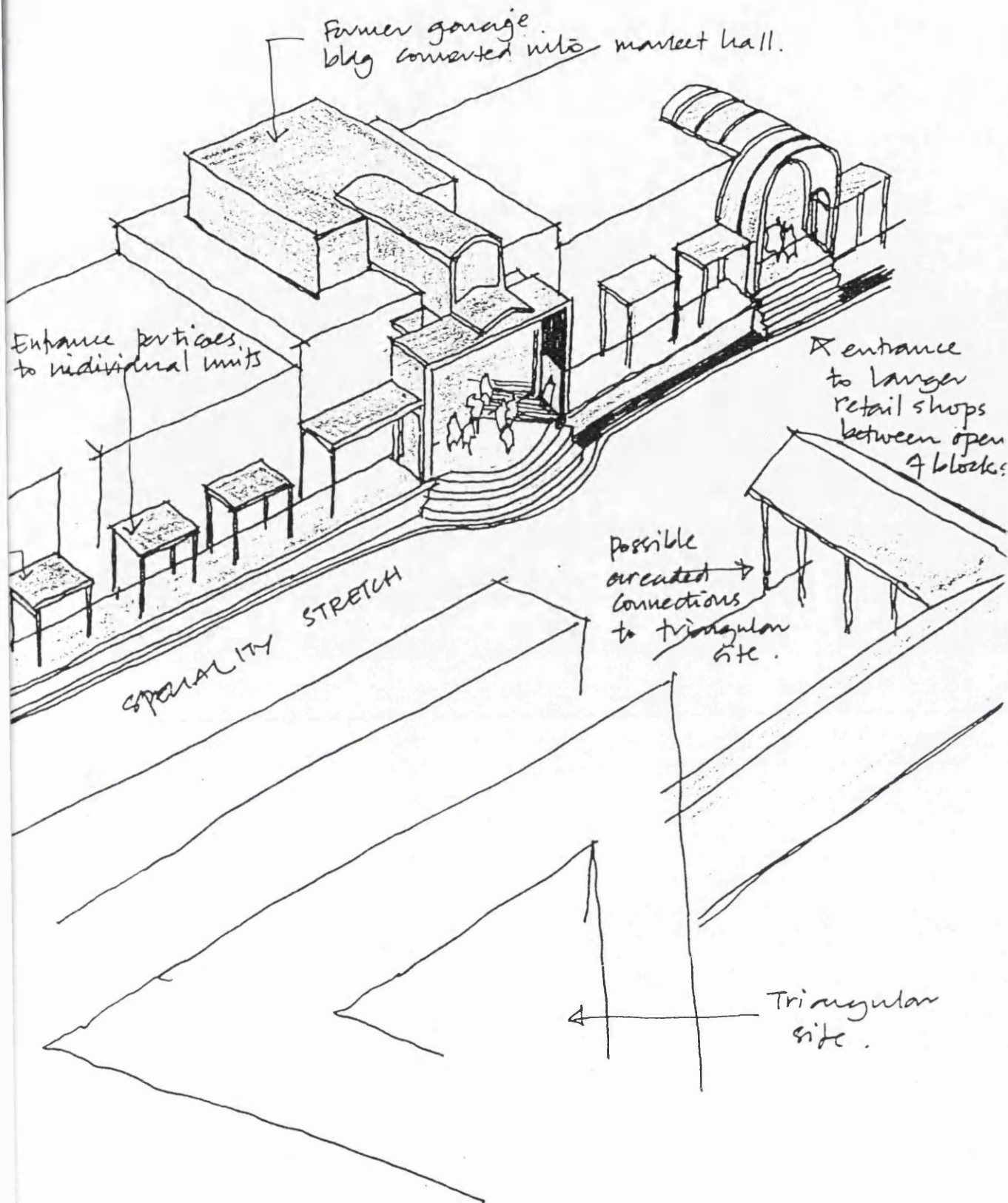
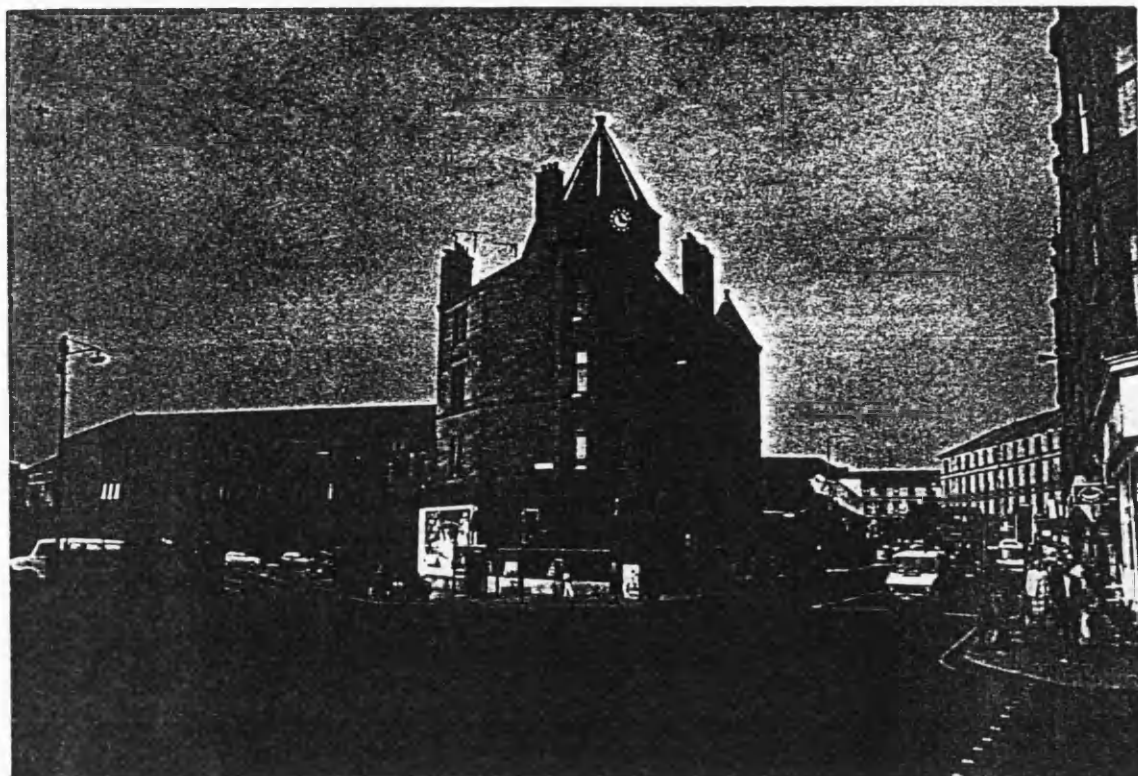
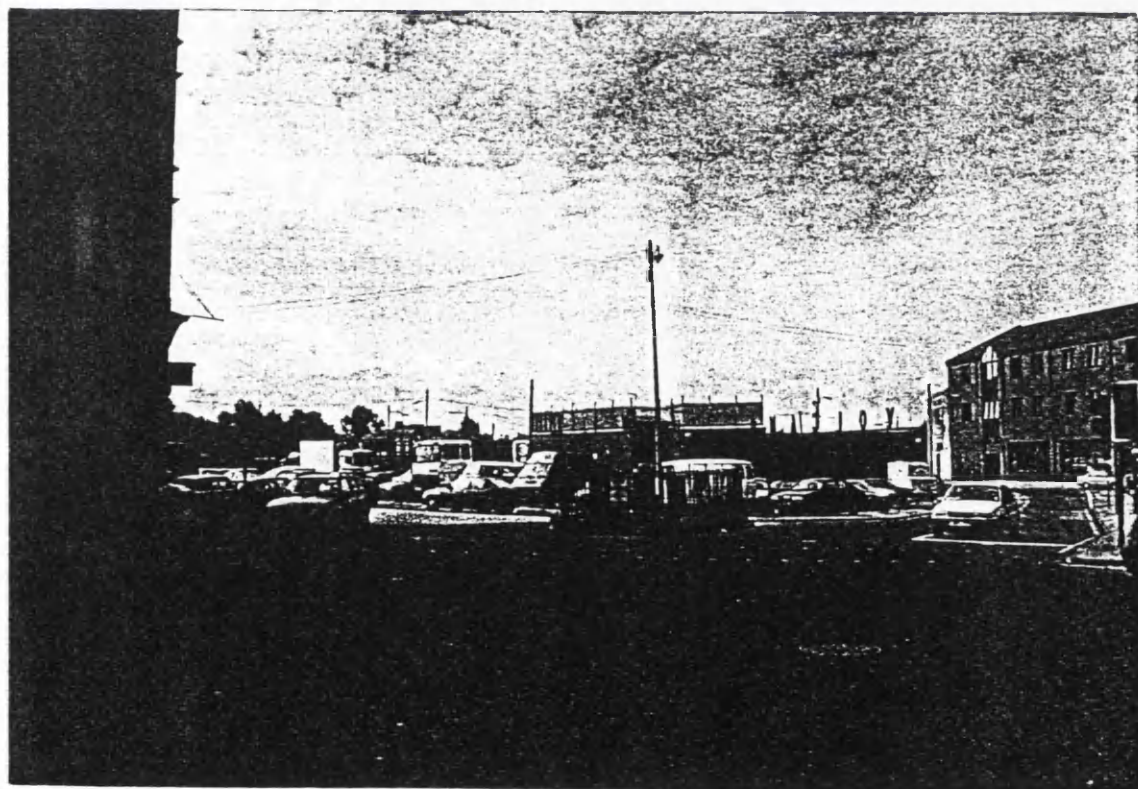


FIG.48 : : ILLUSTRATIVE DIAGRAMS OF POTENTIAL IMPROVEMENTS TO EXISTING FACADES OF BYRES ROAD'S SPECIALITY STRETCH TO INTRODUCE INCIDENTS IN THE / WITHIN EXISTING FABRIC.
RAISING OF LEVELS AT CERTAIN ENTRIES IS PART OF THE IDEA



- Partick Cross is in need of restoration in the South.
A large superstore/retail centre/shopping mall is
ideal to act as the closure in the South end.



- EXISTING VIEWS OF PARTICK CROSS.

FIG.47(A): ILLUSTRATIVE SCHEME FOR PARTICK CROSS.

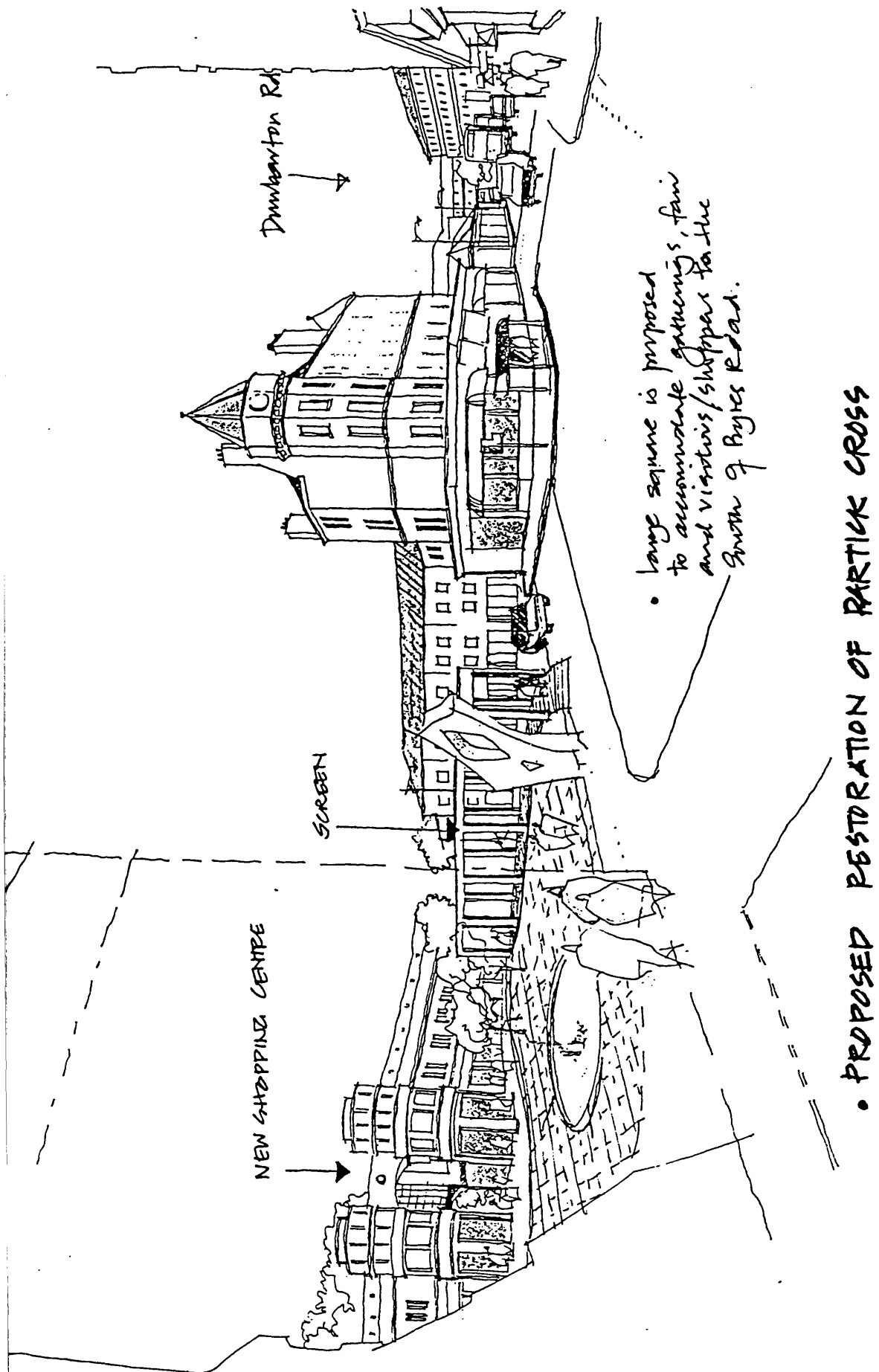
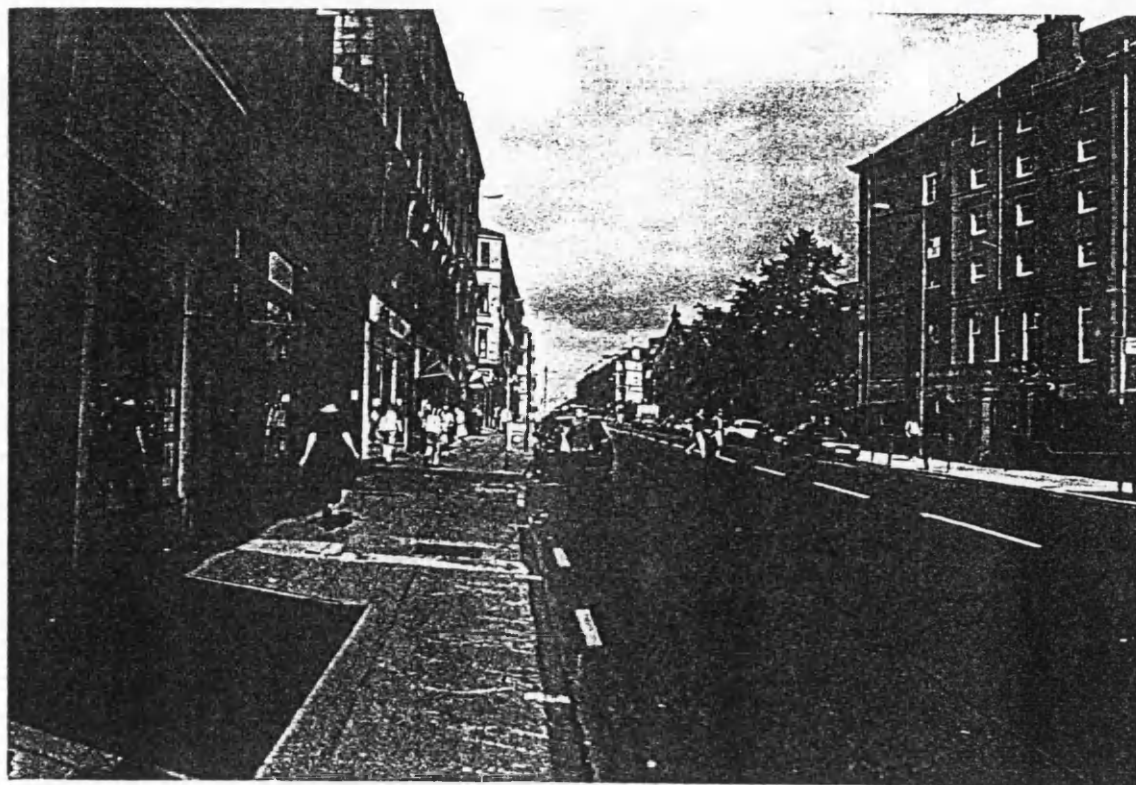
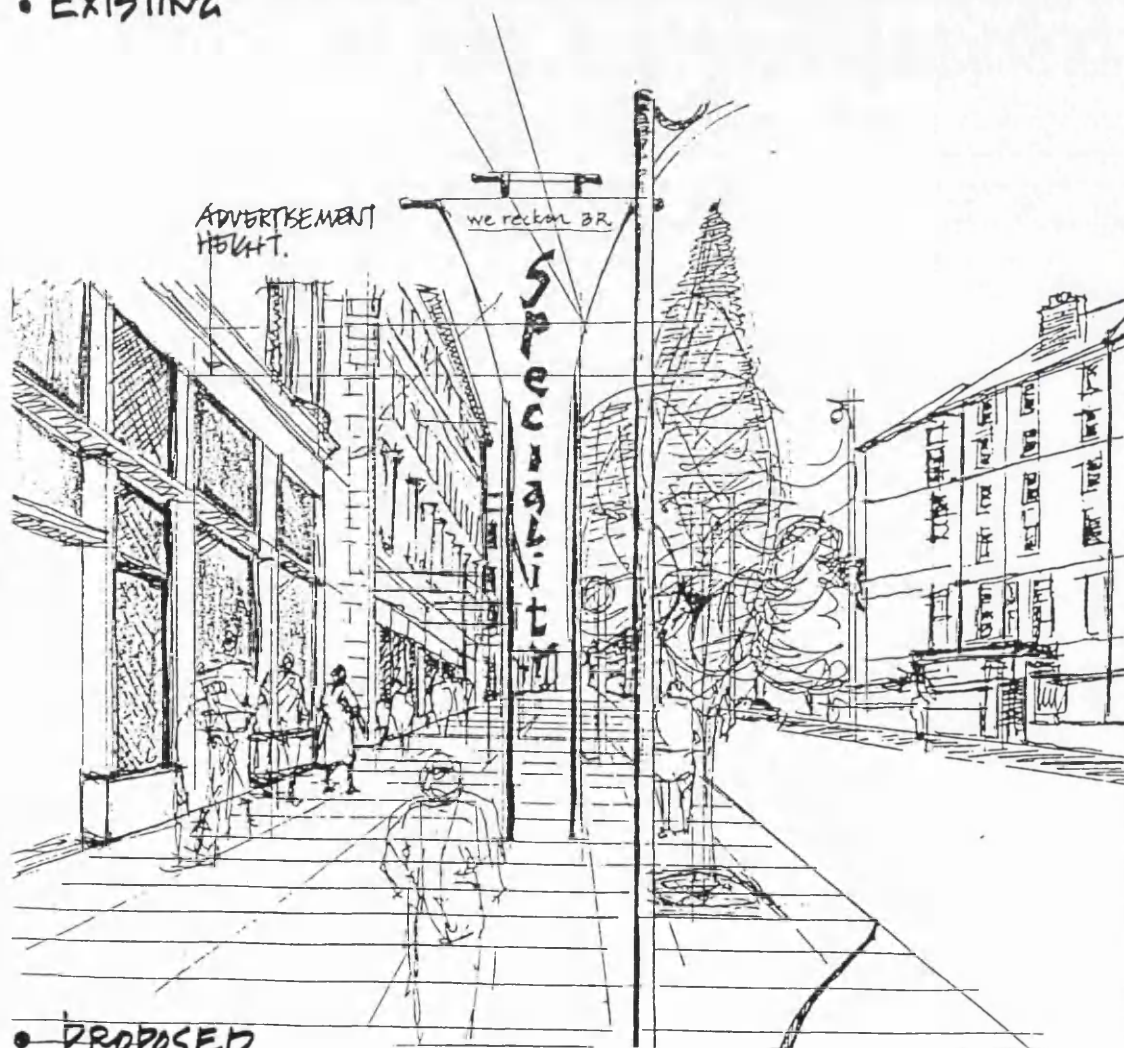


FIG.47(B): ILLUSTRATIVE SCHEME FOR PARTICK CROSS.

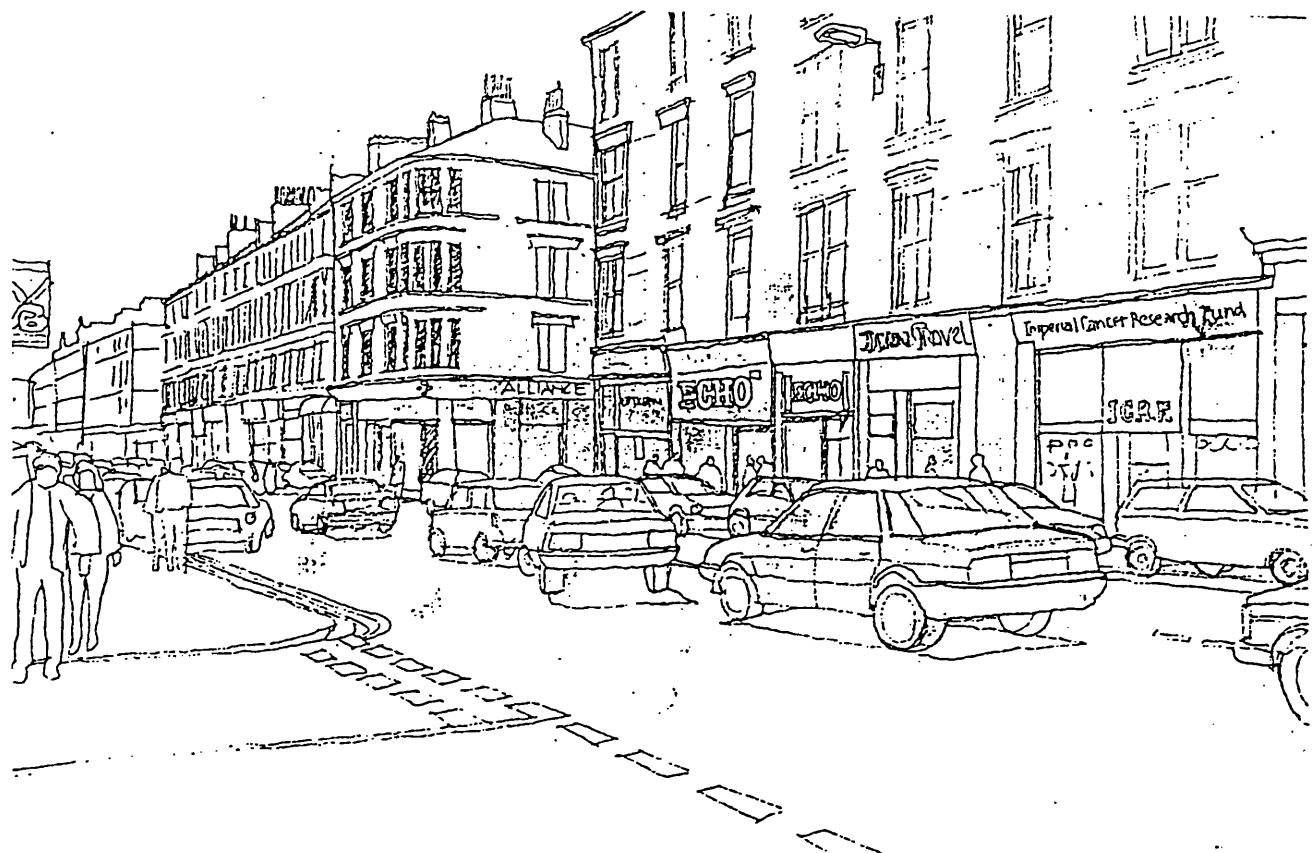


• EXISTING



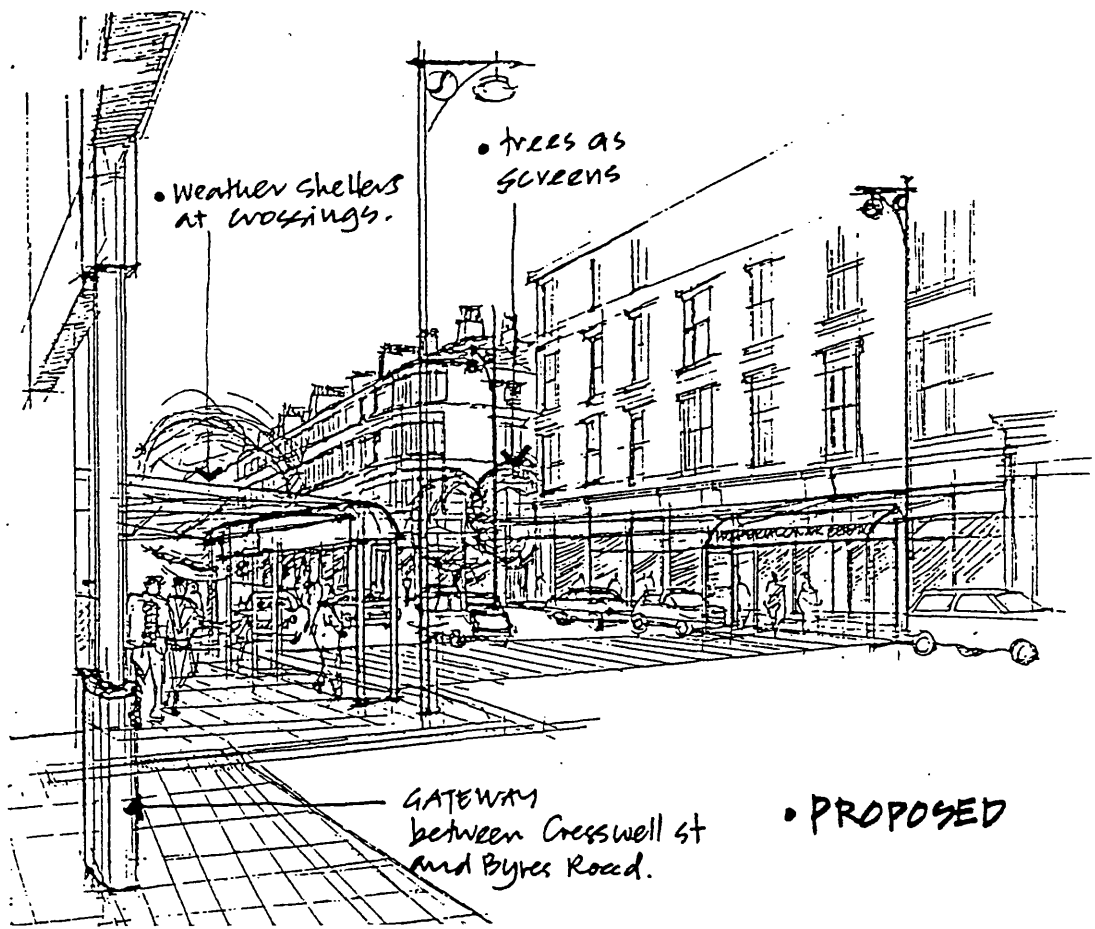
• PROPOSED

FIG.50:: ILLUSTRATIVE SCHEME FOR SPECIALITY STRETCH OF SOUTH OF BYRES ROAD



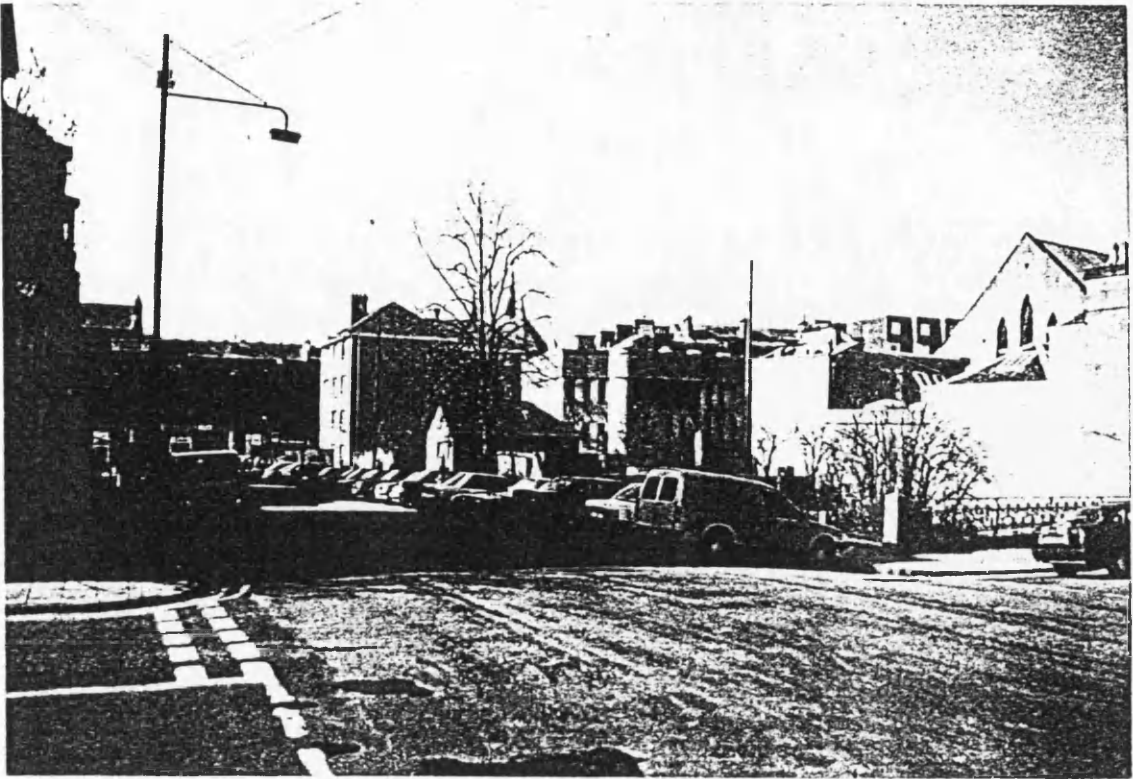
• EXISTING

• BYRES ROAD & CRESSWELL STREET JUNCTION.



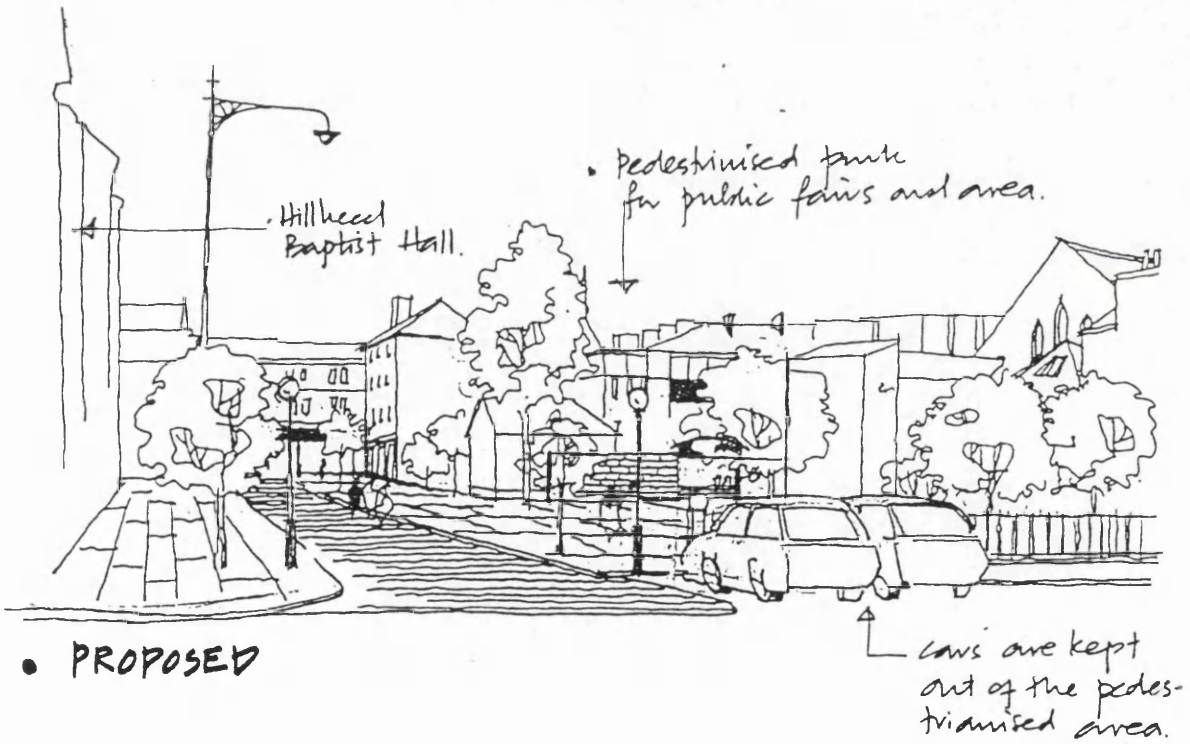
• PROPOSED

FIG.51 : ILLUSTRATIVE SCHEME (VIEW FROM CRESSWELL LANE)



• EXISTING.

TOWARDS BYRES ROAD
FROM CRESSWELL STREET.



• PROPOSED

FIG.52: ILLUSTRATIVE SCHEME (VIEW FROM CRESSWELL STREET)



• EXISTING



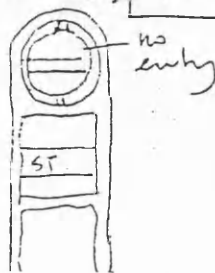
FIG.53: ILLUSTRATIVE DIAGRAM OF CRESSWELL LANE / BYRES ROAD



● EXISTING.



● PROPOSED



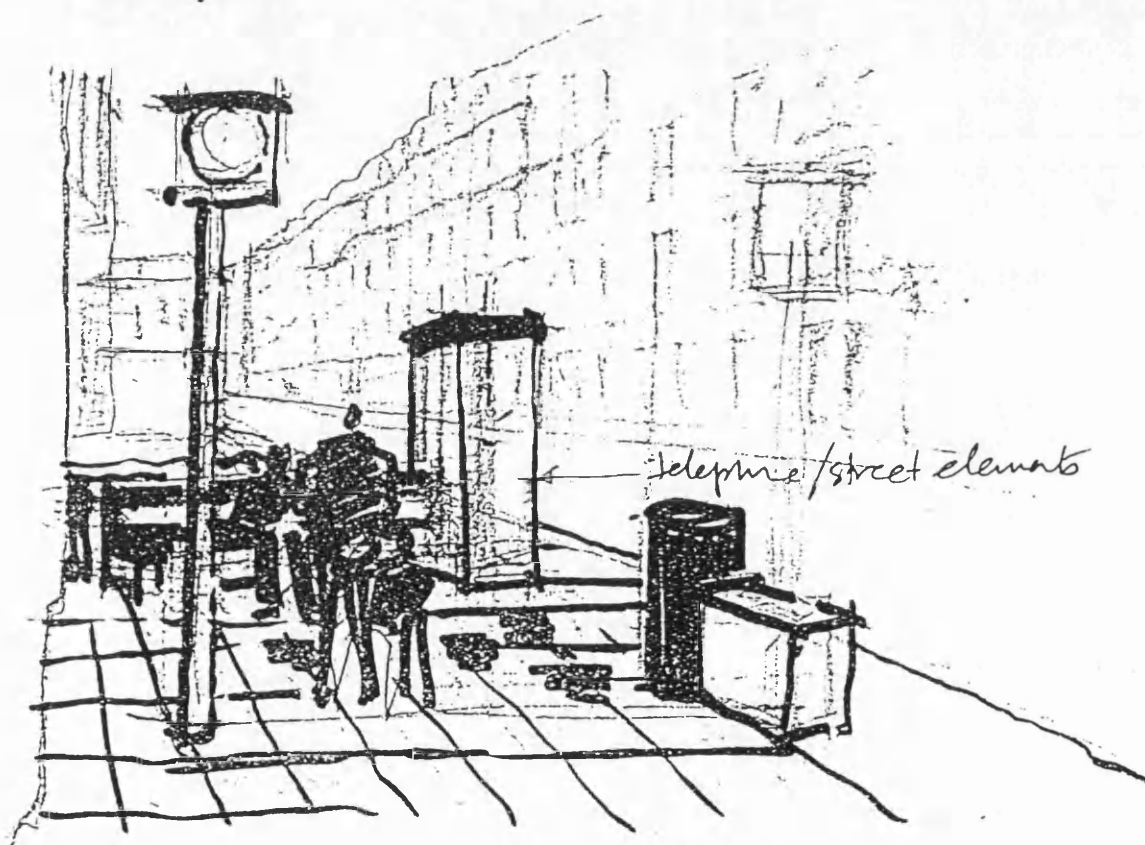
traffic
calming measures.

- spaces between
Adjoining streets and Byres
Road to be improved to
provide better street amenities
shoppers/pedestrians of the Road.

FIG.54: ILLUSTRATIVE SCHEME FOR LEFT OVER SPACES
(ROXBURGH STREET)



• EXISTING

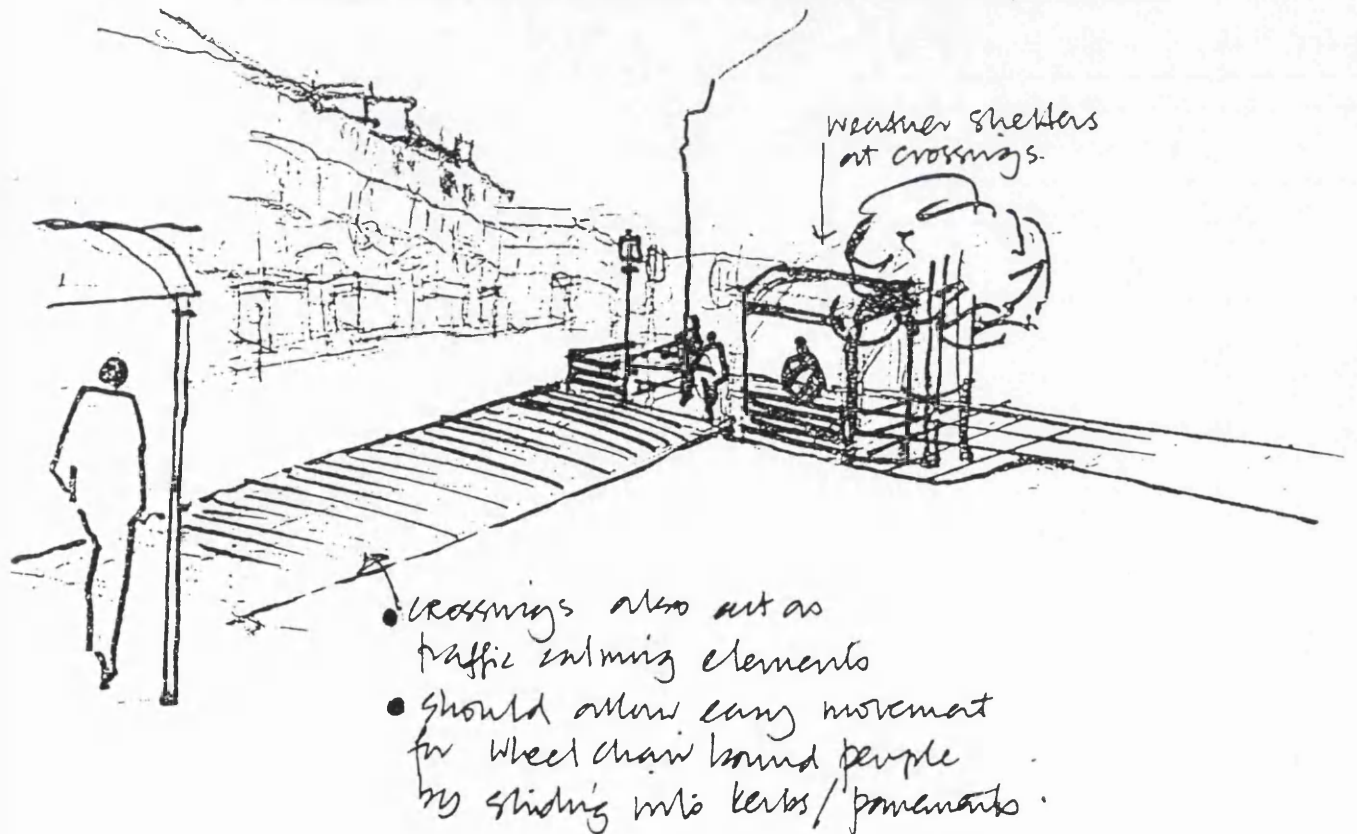


• PROPOSED

- in "left over" spaces should be fully exploited to provide the much needed amenities such as seating telephones and better lighting



- EXISTING CROSSING BETWEEN CHURCH ST & BYRES RD.



- PROPOSED CROSSING & IMPROVEMENT MEASURES AT CHURCH STREET & BYRES ROAD.

FIG.56 : ILLUSTRATIVE SCHEME AT CHURCH STREET / BYRES ROAD

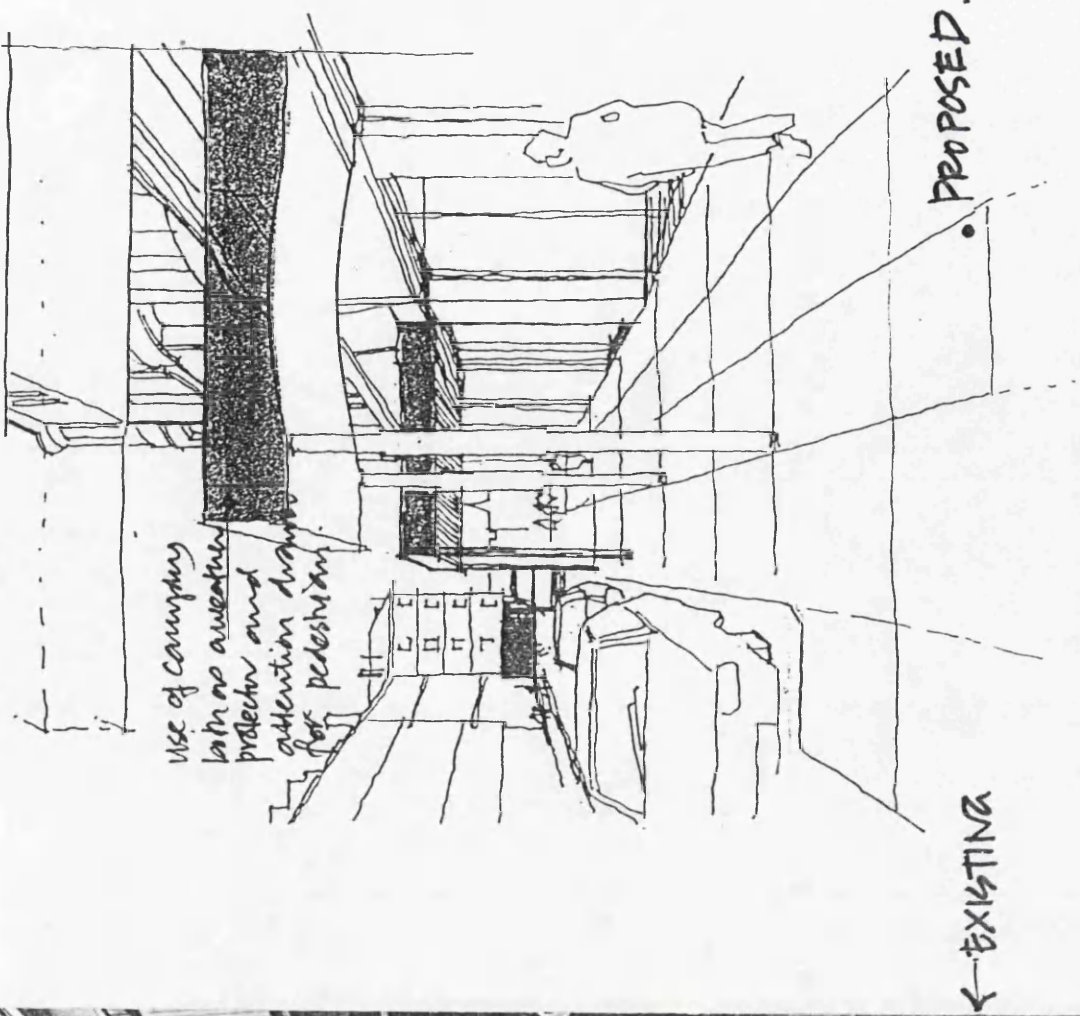
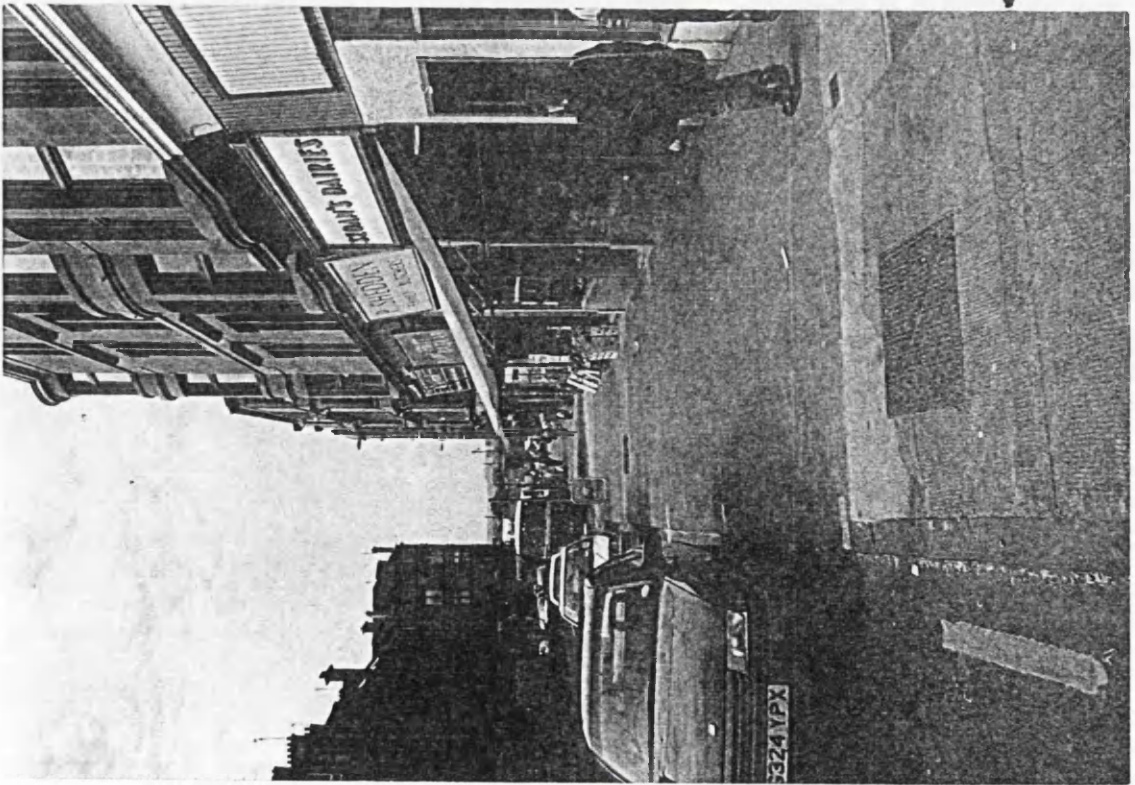
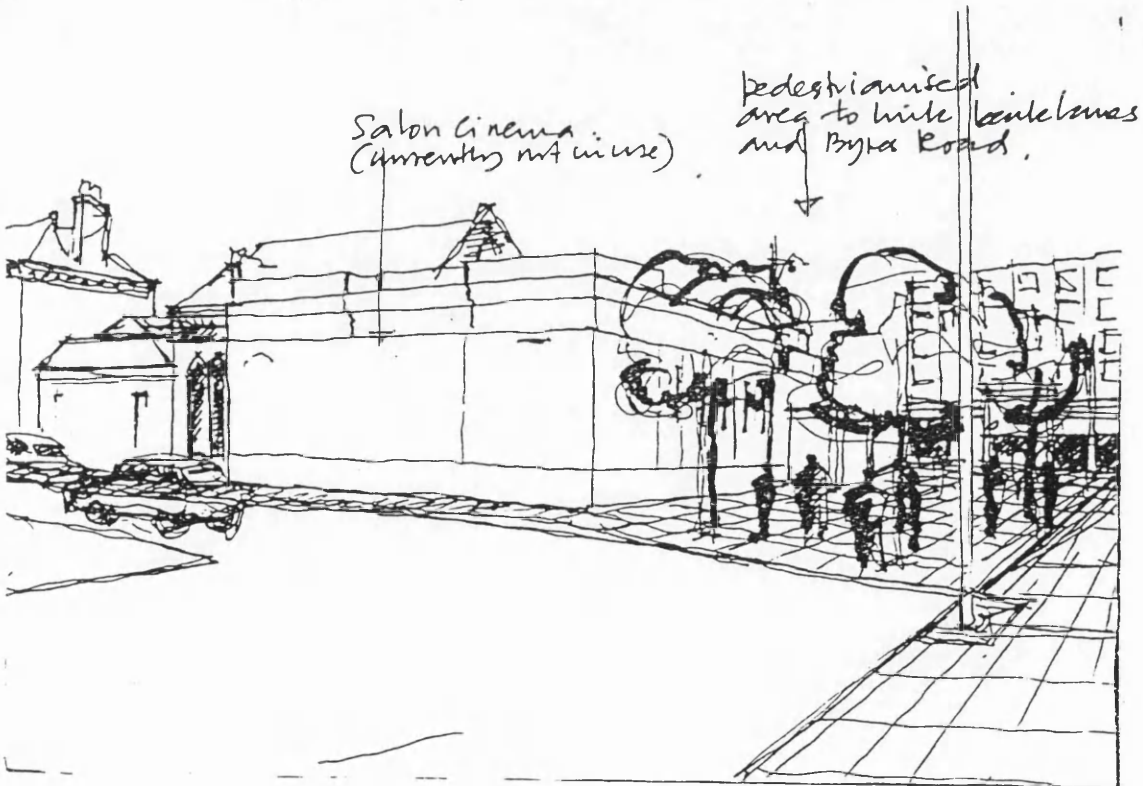


FIG.57 : VIEW TOWARDS PARTICK CROSS

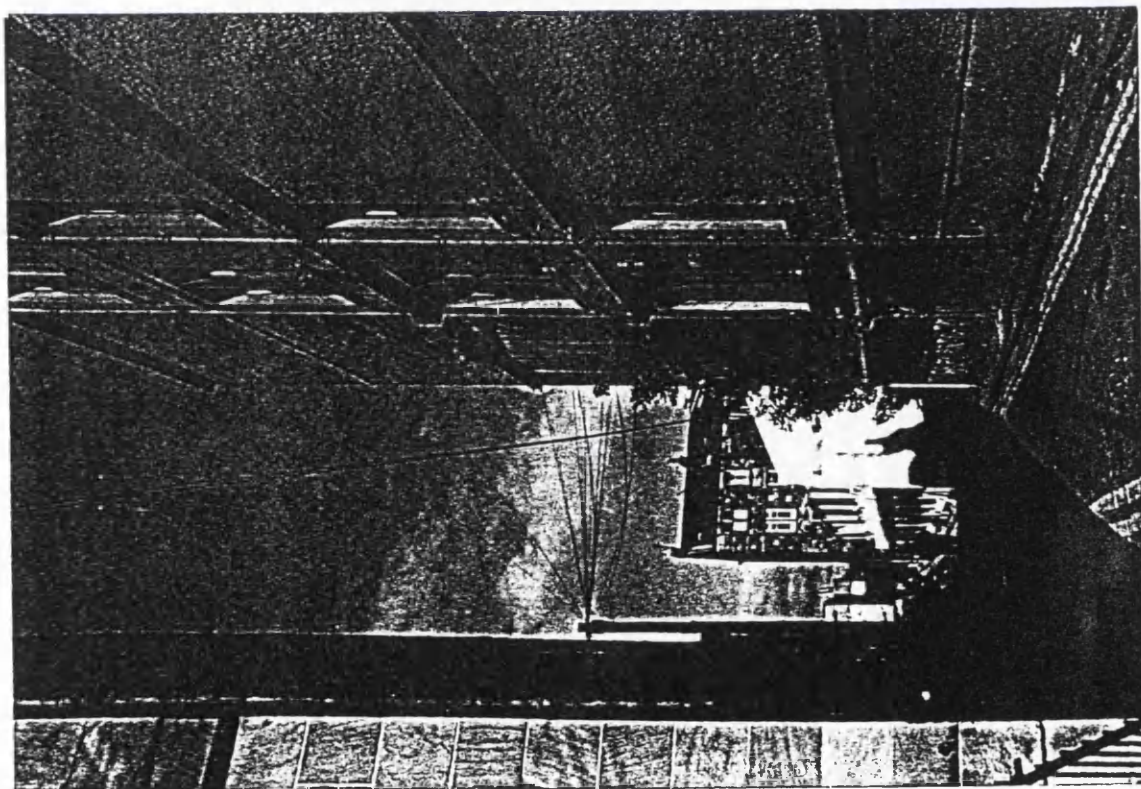


• EXISTING .

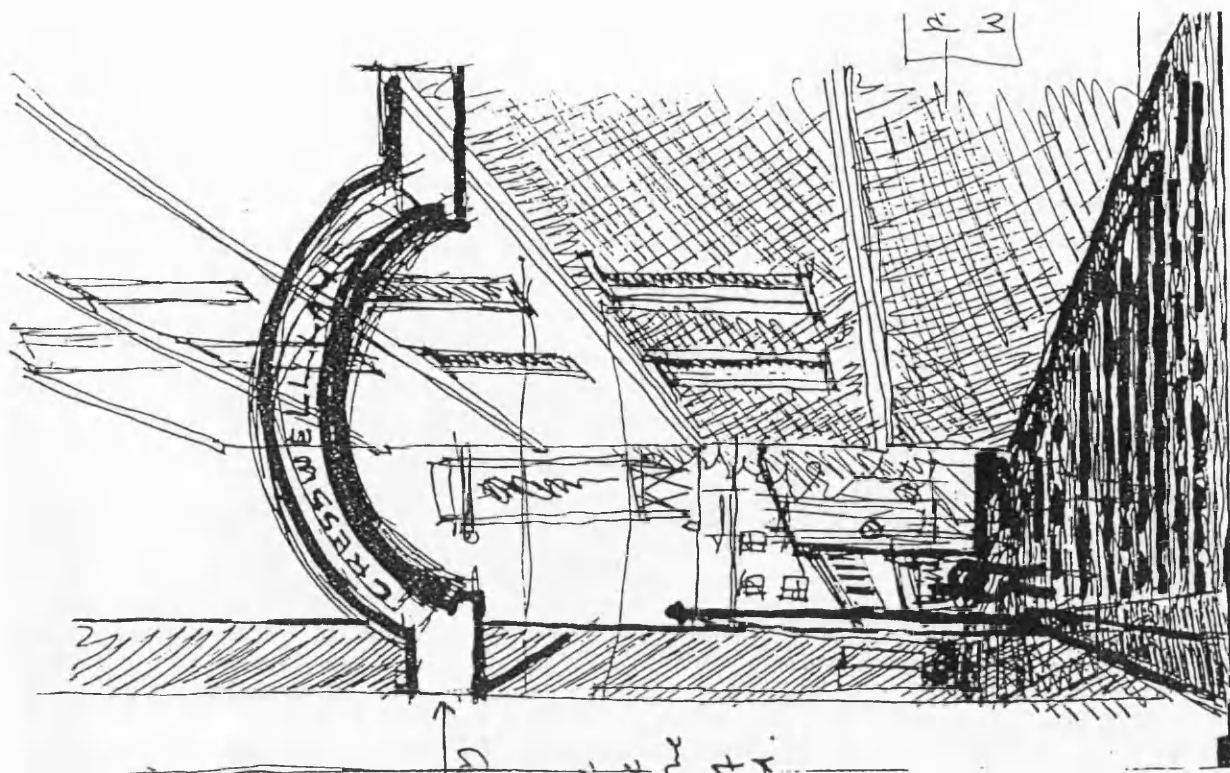


• PROPOSED

FIG.58 : ILLUSTRATIVE SCHEME FOR A BETTER PEDESTRIAN AMENITY (VIEW FROM VINECOMBE STREET)



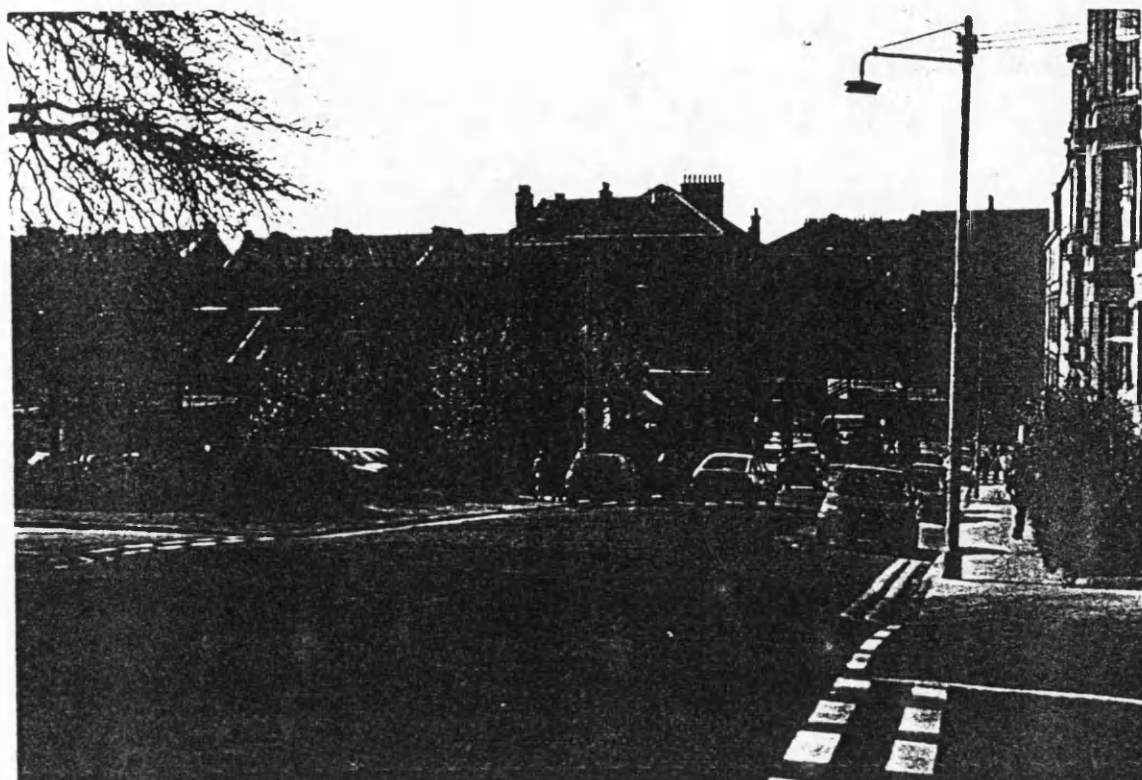
• EXISTING



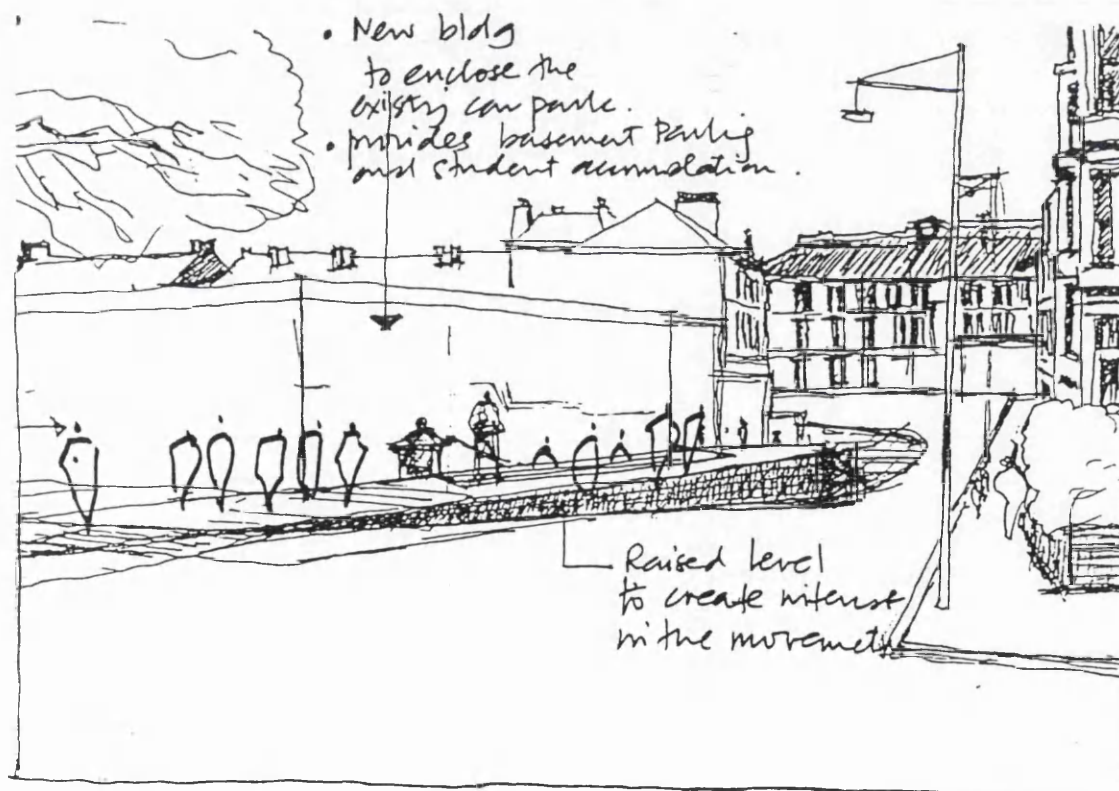
• PROPOSED

improved
with festivity
street more
to forge a
strong link
between the
lanes in the
East side &
Pyper Road.

FIG.59 : ILLUSTRATIVE SCHEME (VIEW FOR GREAT GEORGE STREET

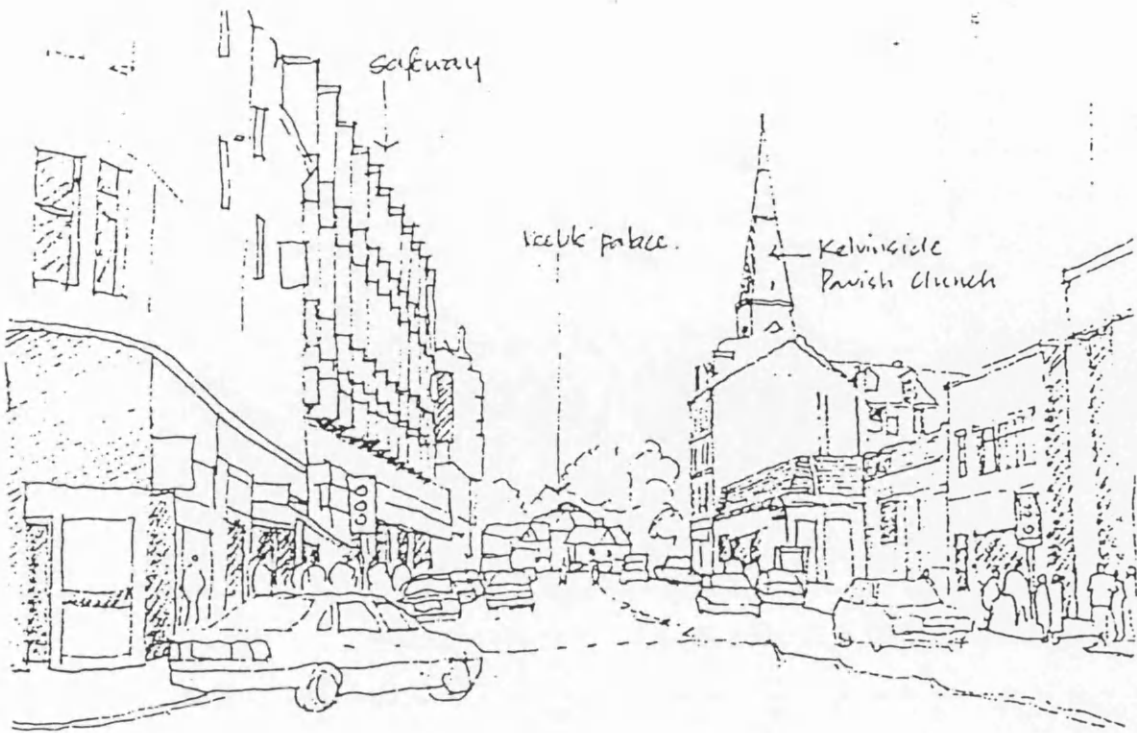


• EXISTING .



• PROPOSED

FIG.60 : ILLUSTRATIVE SCHEME FOR LILYBANK GARDEN SITE

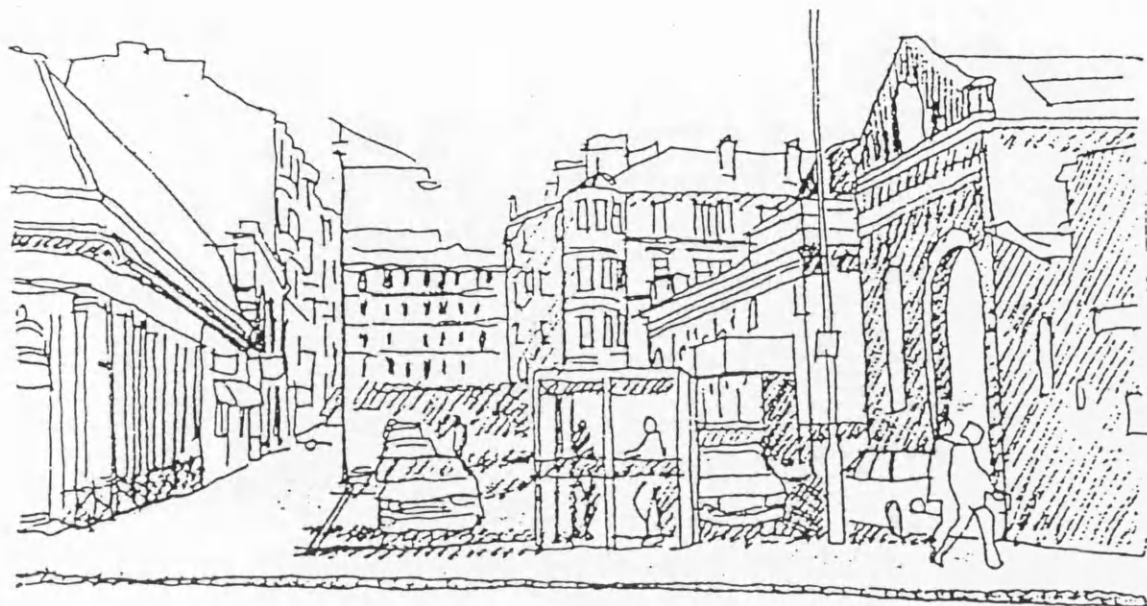


• EXISTING.

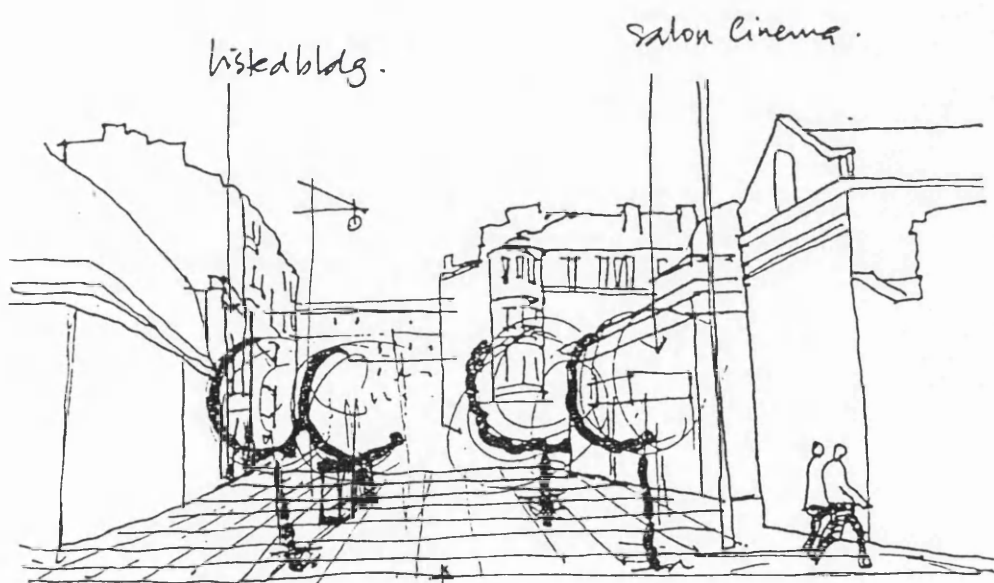


• PROPOSED.

FIG.61: PROPOSALS FOR PAVEMENT WIDENING AROUND SAFEWAY..



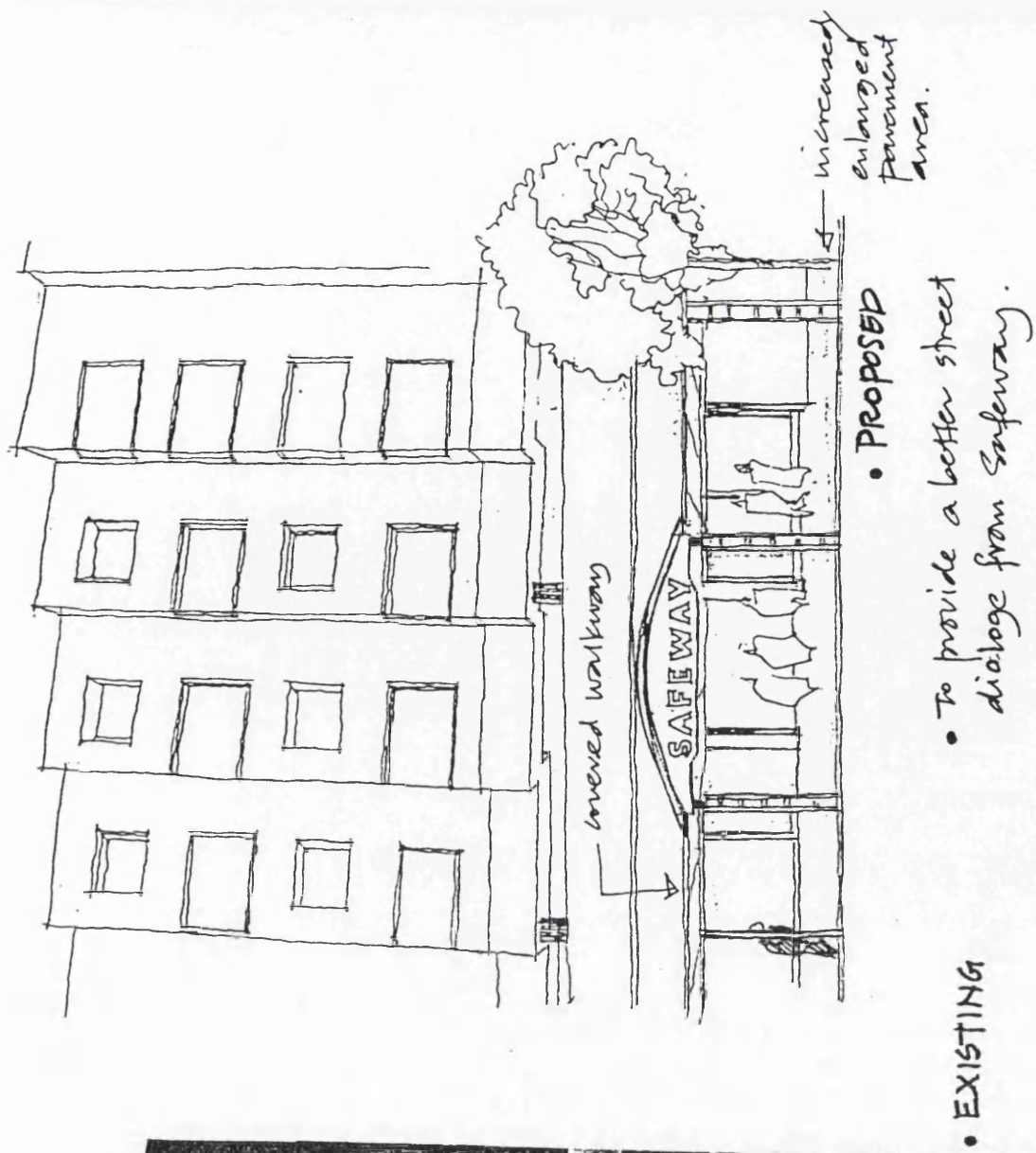
• EXISTING.



• PROPOSED.

- area should be paved + made more pedestrian friendly
- made part of the series of nodes for movement in the back lanes.

FIG.62 : ILLUSTRATIVE SCHEME FOR VINECOMBE LANE AND BYRES ROAD



EXISTING

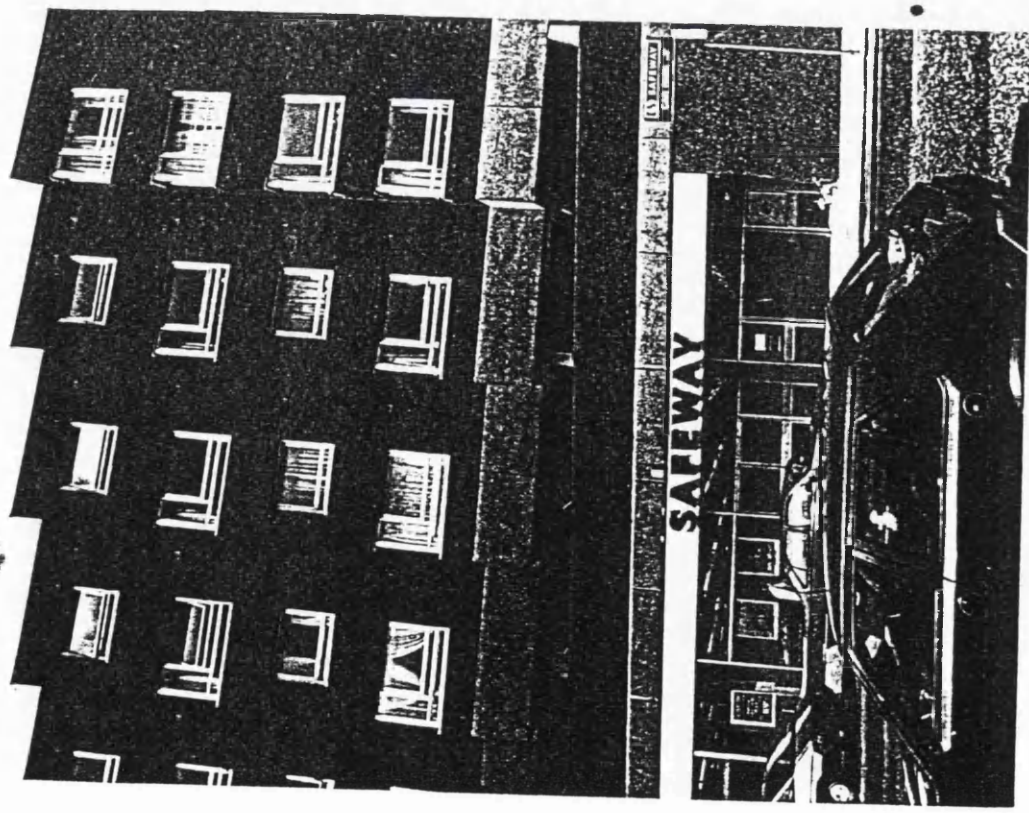


FIG. 6.3 : ILLUSTRATIVE SCHEME (VIEW FROM VINECOMBE STREET)

Design Concept

Helping to promote the much needed urban and economic confidence in the West End.

It will accommodate a 180 multivision auditorium with a capacity of about 360, educational suites and conference rooms, media library and software development bases, production studios and research labs.

Thus the basic form of the building was developed, two dynamic curves ever moving, with the rear kept as a constant static block. At the centre of the triangle will sit the multivision auditorium, the principle space of this building.

The three buildings become functional containers. The activities are organised into three perspectives, juxtaposed around the dome. The two curved wings which will receive the public become educational suites with the rear as a more sound proofed, private technical and admin block.

The entry and basement levels maximise spatial proportions while the upper levels step back into terracing effect exhibiting an institutional hierarchy.

The horizontal stratification is seen to be contrasting with the monolithic central dome.

The trilateral facades are kept as a hard periphery with no major openings so as to reinforce the triangle.

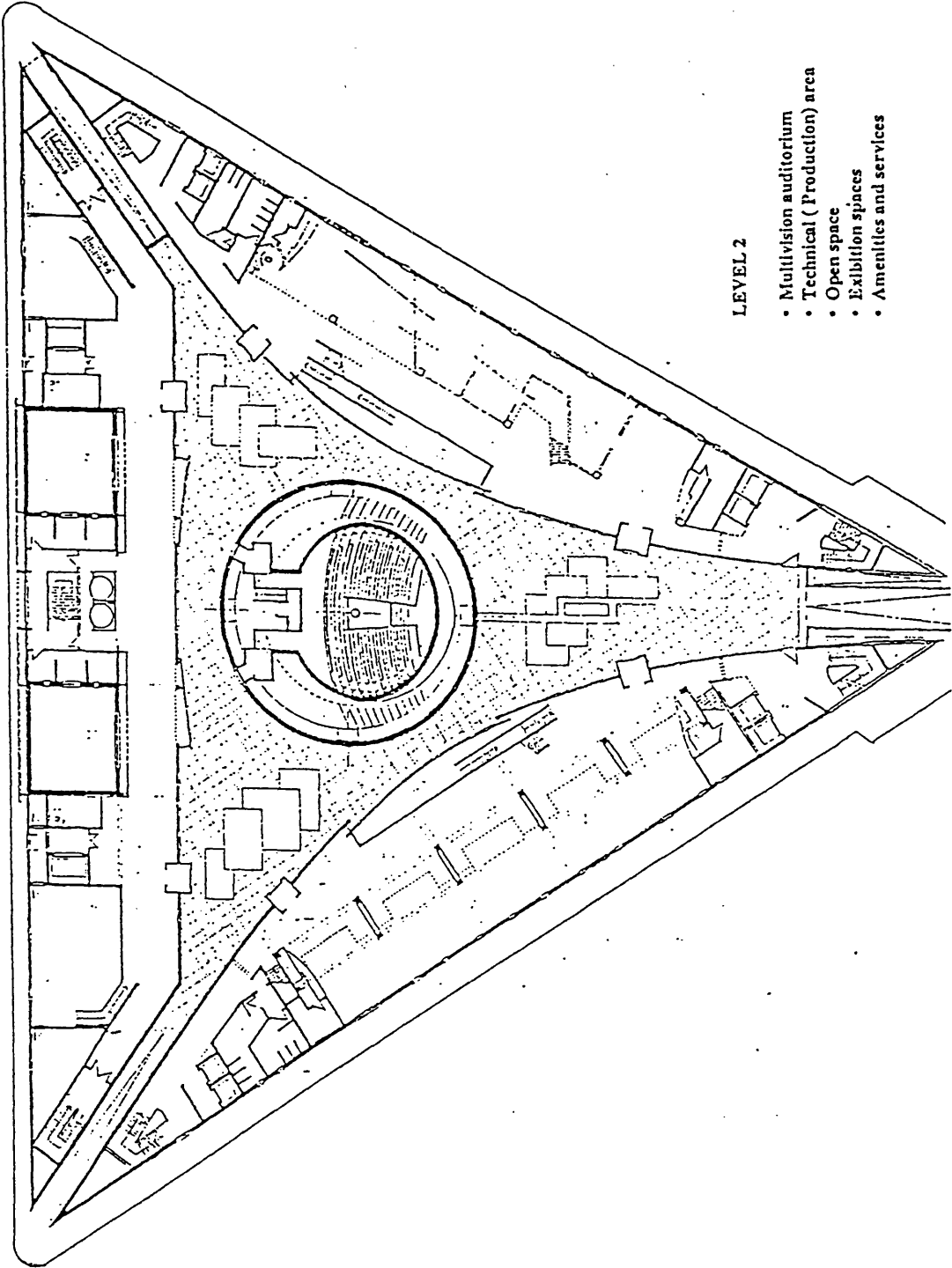


FIG.64(a) : THE PROPOSAL FOR TRIANGULAR SITE: A MULTI-MEDIA CENTRE

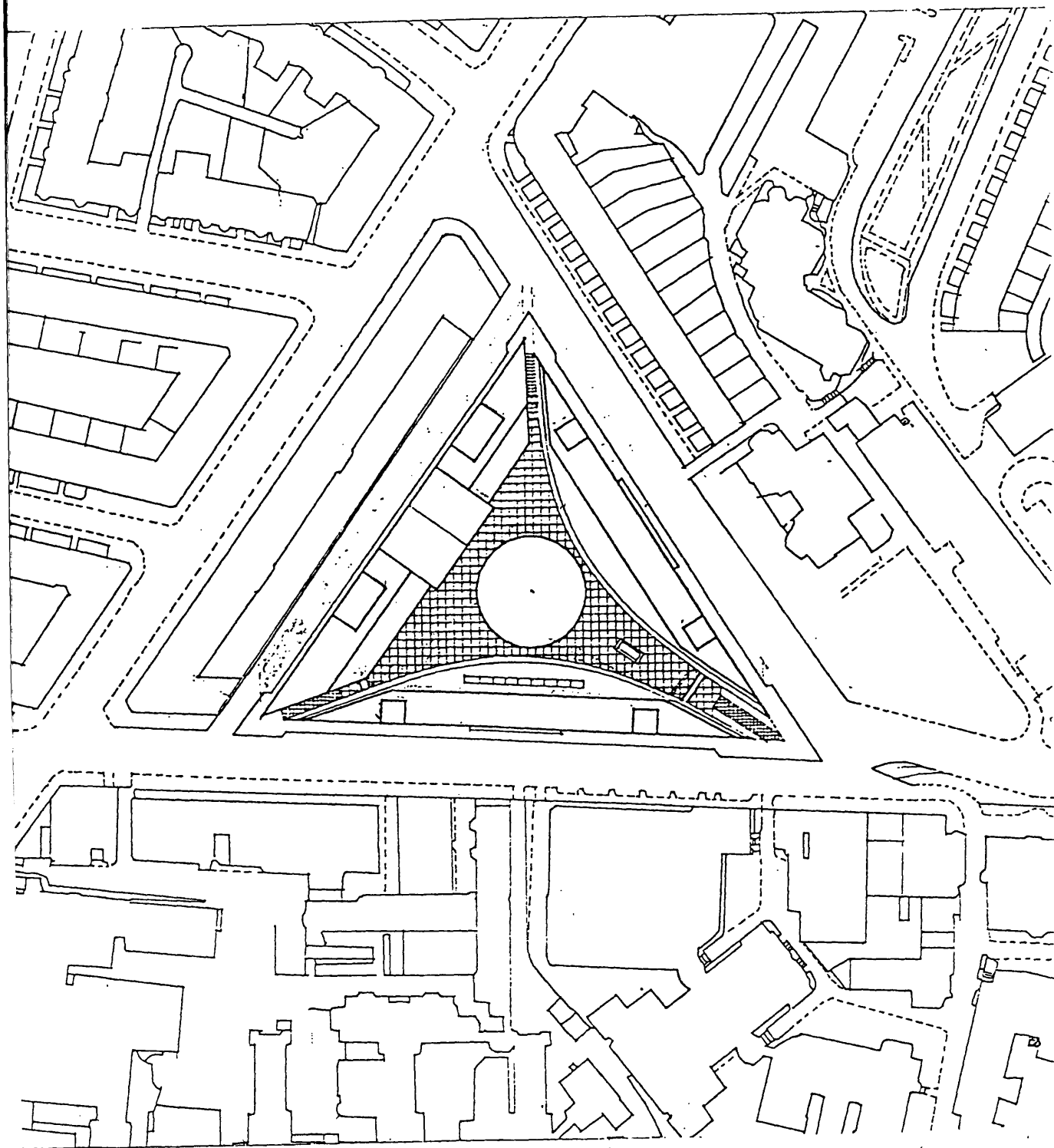


FIG.64(b): PROPOSAL FOR TRIANGULAR SITE-ROOF PLAN....(139)

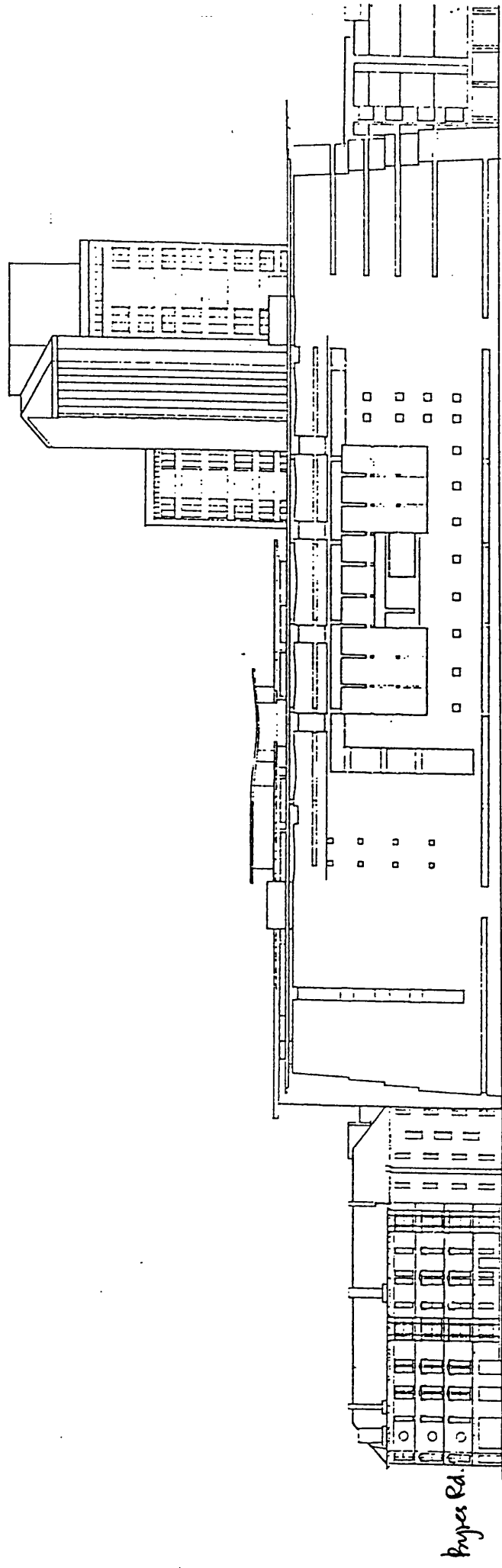


FIG.64(c): SIDE ELEVATION FRONTING UNIVERSITY PLACE

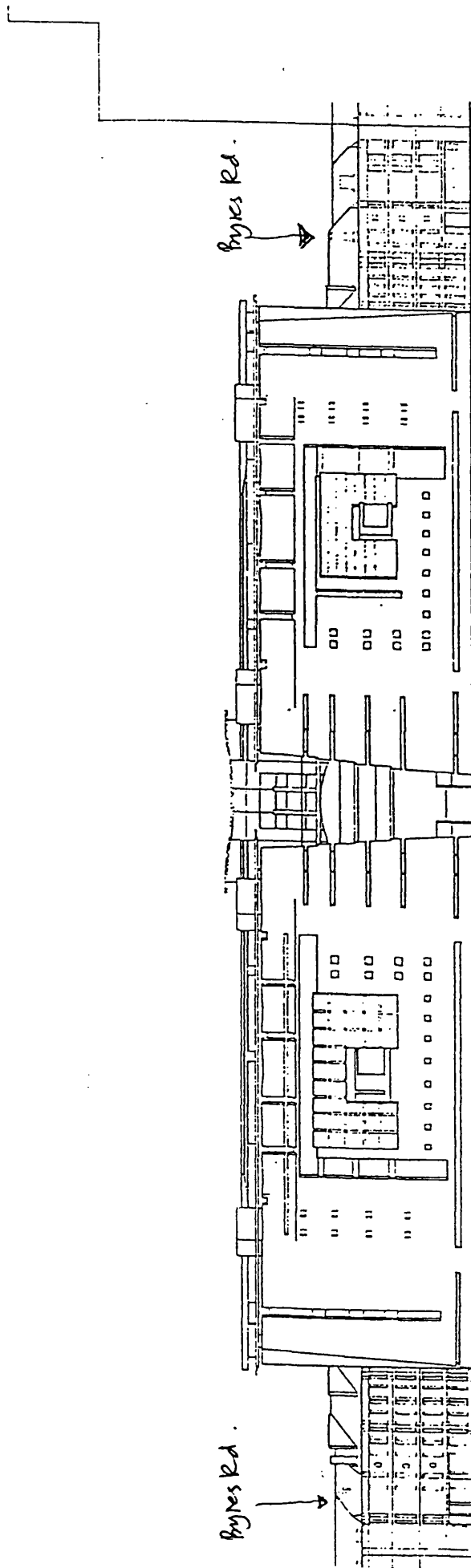


FIG.64(d) : ELEVATIONS FRONTING UNIVERITY AVENUE

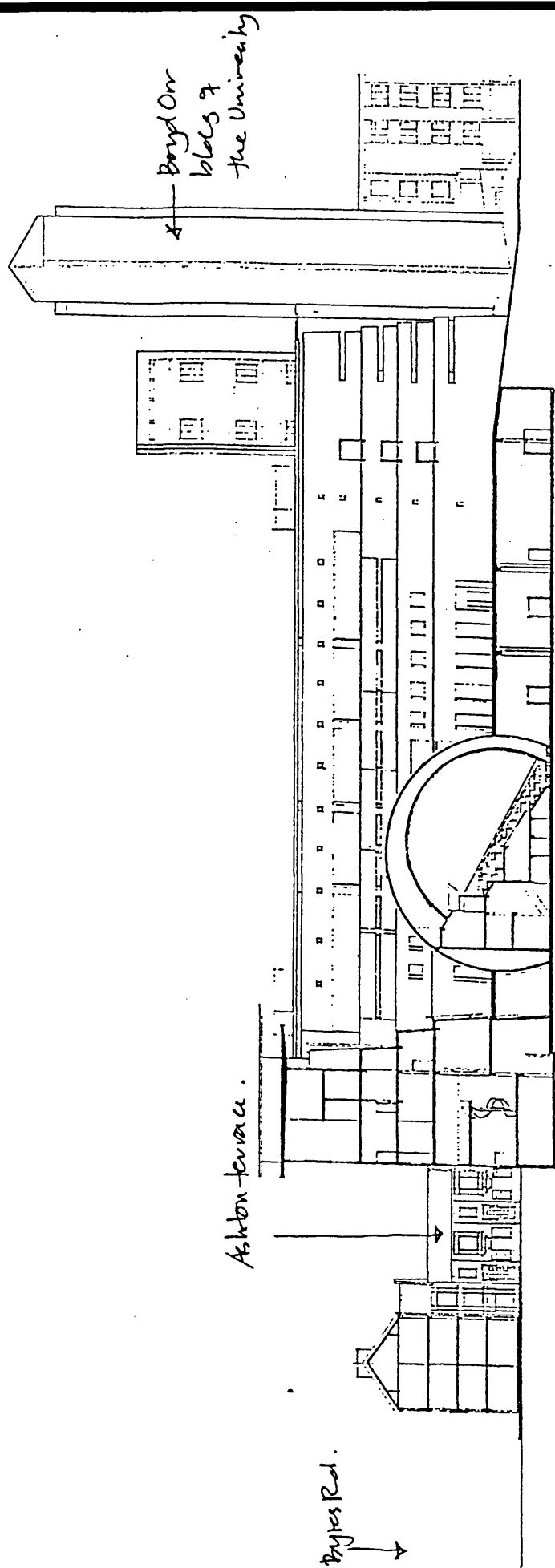


FIG.64(c) : SECTIONAL ELEVATION

CHAPTER SEVEN

STRATEGY FOR IMPLEMENTATION

The proposed implementation strategies, to a certain extent, are based on the opinions of retailers obtained through interviews and also on personal experience of town centres and High Streets generally. It is considered that revitalisation should be undertaken in three stages:

1. All concerned parties must agree on the vision
2. All concerned parties must participate fully in the agreed action
3. Implementing the strategy

*"A positive side effect of the recession is that more attention is at long last being paid to revitalising traditional town centres"*⁶³

The situation in Byres Road is not one of the loss of trade to peripheral or larger centres that has left many High Streets with surplus shops and the challenge of finding a new role. In the case of Byres Road it is still possible to restore the traditional High Street role. As pointed out in Chapter Three, the primary reason for vacant shops is high rates. In many cases retailers have been forced to relocate at Dumbarton Road in premises with a lower rateable value. Also, lack of trade is due to depopulation of the surrounding area. These problems are concentrated in the Partick end of Byres Road. So the primary aim for this area is to strengthen the

⁶³Nicholas Falk, "Revitalising the heart of town centre", Planning, 939, 11 October 1991. pp. 16-17.

residential base by increasing the units through rehabilitation, conversion of existing light industrial buildings or with a total redevelopment of the area.

The second aim has been learnt from the American experience that *"Environmental improvements were of little value by themselves without action to encourage traders to improve their businesses and act together."*⁶⁴

This is not merely a short term scheme improving facades (stone cleaning etc.) and pedestrianising streets. Frequently Local Authorities address the revitalisation of High Streets in this way. This is also true of the City's West End Policy. Too often these prove to be cosmetic measures which fail in the long term. Pedestrianisation, contrary to normal recommendations for town centre improvements, can actually be counter productive if it removes activity from town centres without essential draws.

Rather the proposal should encourage a co-ordinated initiative that addresses underlying economic problems and so improves the vitality of the Study Area. The effects of the Recession can be countered by reconsidering shopping and tourism.

Most important is the co-ordinated initiative. This can be achieved by a *High Street (West End) Management Partnership or (HSMP)*.

It is normal for High Street communities to be bedevilled by conflict. Traders compete with each other and are only united in their opposition to the Council. When

⁶⁴Ibid. p.16.

in a stronger economic base. Extending normal trading hours is a further long term strategy. Unlike in many town centre developments, Byres Road does not have the problem of vacant premises above shops. All upper level units are fully occupied as accommodation in the vicinity of the Road is in great demand. Professional residents wishing to shop outwith normal trading hours should be catered for so maintaining the vitality of the street in the evening.

The second stage of the revitalisation process is to ensure that there is the organisation in place to devise and implement proposals in a number of fronts. This above all, depends on the District Council collaborating with the Area Initiative Group i.e. *High Street (West End) Management Partnership. (HSMP)*.

It is proposed that there should ideally be an Officer Task Force, chaired by an entrepreneur working to a plan that has all party support. Also a dedicated Project Manager would be needed for a period of time to oversee the developments. The participation of representatives from the bodies such as GWCT, the respective Housing Associations, Tourist Board, the Glasgow University in addition to the desired Local Traders Association and the Glasgow City Council, are vital for a successful outcome. Within the High Street Management Partnership, could have a number of sub groups such as improvement associations and development trusts. It is essential that this enjoys the support of both the local authority and the business community.

Once the HSMP has been set up the next step is to identify the priorities of the development. Defined priorities makes it easier to secure funding for the various elements that make up the strategies. The funding often has to be amassed from various organisations, such as Scottish Homes, Historic Scotland, Glasgow Tourist Board, etc., for works that are within their jurisdiction.

One of the broader aims of the study about Byres Road is to generate further detailed studies of the strengths and weaknesses of four main areas of thrust future development i.e. IMAGE, ACCESS, AMENITY and ECONOMY.

This broader aim could be realised if separate programmes for the four main areas mentioned could be propagated. For example further studies could be done to expand on the issue of IMAGE which is concerned with who the Road /Centre is appealing to, and how it can become more attractive to those with spending power, in this case, the tourists and visitors and residents in higher paid employment. This group represents a dynamic sector of consumers who help greatly to raise the profile of the Road. In comparison to this however, residents and students only have a stabilizing effect upon the Road with their repetitive pattern of spending.

People must be made aware of the range of shopping available to them. Publicity via an attractive leaflet produced by the traders' associations, with support from the District Council and the Task Force, to promote the revitalisation strategy and the Road's attractions, with slogan's like "**WE RECKON BYRES ROAD**" would facilitate this.

Regarding ACCESS, the conflict between shoppers and through traffic is a recurring problem in Byres Road. Here the width of pavements is important for traffic calming as well as pedestrian friendly routes. Car parks in strategic centres next to the underground circuit stations and easily identified access to them from the Route will ensure constant movement of people and safer pedestrian oriented connections.

It is important to address the traders' day to day problems, such as street cleaning, straight away before considering environmental improvements. As the illustrative schemes suggest improved street lighting and signage will improve the profile and pedestrian friendliness of the public realm.

Most important is the strength of the local economy. The redevelopment of the south side of Byres Road, creating a tourist and shopping trail that is linked to the Speciality Shopping Area, all are intended to increase spending within the area. In this context it is vital that opportunities for public celebration, A SQUARE is suggested at both ends of Byres Road, the present Public Library site and at the Partick Cross. Each is a strategically placed magnet drawing crowds along the corridor and promoting outdoor activities such as (the present craze in Glasgow) Sunday car boot sales.

Normally, in drawing up the action programmes it is important to have a number of pilot projects that can be launched quickly to create "Early Wins" situations. These would boost the confidence of the potential investor towards the area's strategic goals.

The success of the pilot projects therefore would pave the way for an "easier and speedier implementation" of the "Flagship projects" in the subsequent stages.

The degree of commitment by the initiators would definitely vary greatly in terms of investment for areas south of Byres Road due to their differing physio-economic characters. It is therefore clear that the interest in major infrastructure development be given prior consideration before other results could be achieved. The area is also in need of a major boost from the Regional and District Councils before anything else could be realised out of the Strategic proposal discussed in previous sections. The steps needed are:

- 1) The adjustments to existing traffic layout around Clydeside Expressway and Benalder Street to address the issue of extraneous traffic along Dumbarton Road must be completed.
- 2) The construction of infrastructure (to entice private developers to invest in the riverside developments) must be done by the Regional Council's Roads Department before positive measures along Kelvin Corridor are done to avoid any duplicity in environmental improvement works.
- 3) The completion of the major access to Partick Cross and the adjacent multi level part-underground carpark will open up the area further for the piecemeal improvement of residential and commercial properties around the area. Most of the works would have to be concentrated in building up a strong residential base utilising the conversion of identified existing (underused) former flour mills and others.

4) A possible partnership with the would be major developer of the new shopping centre will expediate the physical infrastructure connecting the Clydeside Expressway as this will be in the interest of the developer.

5) The physical reconstruction of the Partick Cross with its Square will establish the area, opening the way for the crucial link between the Clyde and Byres Road.

For Byres Road a sound strategy is one that is capable of being implemented through balanced incremental development- that is, through a series of stages each of which will require substantial funding. In times of recession, it is alright to "shelve" certain ideas which are potential projects that could be used or ready to go ahead once funding becomes available.

The recent success of Glasgow's Renaissance demonstrates that given its willingness to listen to good ideas and strategies, the City Council would undoubtedly provide the support necessary for setting up the High Street Management Board. It then could help start off some of the Pilot Initiatives as suggested by the Board that are basically adapted from studies such as this which are initiated by Glasgow West Conservation Trust.

The enthusiasm to improve the IMAGE; and facilitate ACCESS to action areas; where willingness to co-operate with all relevant parties in providing the necessary AMENITIES by the City of Glasgow District Council will augur well for the ECONOMY of the West End.

CONCLUSION

Byres Road has been the major shopping street of West End for over a hundred years. Though its physical character based on the traditional Glaswegian shops in the tenement mould is still maintained, the functional and aesthetic characters, however have been declining since 1945.

The change in use from traditional retail shops to many non-retail, notably to estate agents and building societies, has brought a growing concern regarding its fading reputation as a "Speciality Street". The deterioration in shopping due to economic and social factors and the necessity to introduce designated retail-core status to protect shopping elements have prompted remarks that the Road is actually on the way to an overall decline as the High Street of West End.

The thesis is based on studies regarding the sources and factors of this decline. From this study the earlier role of the Road as an "ancient highway" of the seventeenth century to its peak as the centre of West End in the mid-thirties was traced. Subsequent analysis based on the studies regarding the changing faces of the retail structure and consumer preferences established that Glasgow is set to continue its role as a major shopping city and Byres Road, as the second tier strategic shopping centre, has a vital role to play. Attendent upon this is Glasgow's *Planning Aims for the Next Decade* notably in the tourism sector which is based on its tag as the most preserved Victorian City. Based on its strength as having the largest outstanding conservation area and having some of the most visited centres in Glasgow, the West End could

then concentrate on Byres Road as its focus. In this the aim of the thesis is to outline strategies that would revitalise the Road at its weak areas and conserve the whole corridor as a single unbroken length of shopping street.

The Outline of the Strategies for the proposals are:

- a) Identifying the role of Byres Road within the physical frame work of Glasgow as the West most of the North/South Axis by being the major corridor linking Botanic Gardens to the confluence of River Kelvin and River Clyde. These two ends are considered as the visitors focus.
- b) Using the concept of "Open shopping Mall" Byres Road will have two major shopping focuses at its either ends linked by a Speciality Stretch. The north focus would be formed out of the present prime shopping area and the south focus would be Patrick Cross restored with a new major shopping centre strategically located next to the Clydeside Expressway.

Within proposals a) and b), the detail strategies explore and propose the following.

- i) The extent to which the existing physical fabric would have to accommodate the needs of modern shopping.
- ii) The residential fabric that needs to accommodate the change of use to office and estate agents' shops in respect of the enlarged prime centre of Byres Road.
- iii) Means of inducing pedestrian movement between the various nodes identified along the main corridor. In this the introduction of public squares at the north and south ends of the Road is seen as vital.

iv) Restoring the mutilated Triangular site by proposing a new building for the next century behind the reconstructed part of Byres Road's facade. The new Multi Media Centre will help to bring the focus once again back to Byres Road as the case was a hundred years ago with the development of the Glasgow University.

The above proposals are concluded by suggesting the strategy for successful implementation. The formation of High Street (West End) Management Partnership is crucial as the base for a partnership approach by all relevant Bodies and Agencies. The proposals put forward are long term based and their success depends largely on two factors.

- a) The energy, commitment and desire to propose things positively by the Byres Road Management Group and the City's Planning Department.
- b) The ability of Glasgow to maintain its stature as the main shopping and visitor centre of Scotland.

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UNIVERSITY OF GLASGOW

BYRES ROAD

CONSERVATION OF A MAJOR SHOPPING STREET OF WEST END,
GLASGOW.

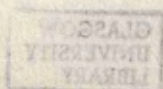
(AN ARCHITECTURAL CASE STUDY)

A DISSERTATION SUBMITTED TO
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BY

MUNIANDY PACHAPPEN DIP.ARCH (HULL)

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VOLUME II

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APPENDIX I

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- a) Types of shops
- b) The visual and physical decline
- c) Upper floors land use plans
- d) Ownership of shop premises
- e) Hierarchy areas for shops
- f) Vehicular and pedestrian accessibility
- g) Front and backcourts
- h) Architectural Importance of buildings



DALCROSS STREET
(Leading to Kelvinhall underground station)

Shop Fronts:
-Collection of shops catering for daily domestic consumer
-Most of the shops retain original frontage and use

Entrances:
-Entrances to units above should be identifiable and well indicated as an architectural feature - to encourage in a major shopping street.

Pavements, signage and street lighting:
-Poor visual quality
-Lack of coordinated design effort
-No public realm
-Location and choice of street lights need rethinking

Shop Fronts:
-A good selection of specialty shops
-Generally lacking the quality lettering and good colour coordination with each other
-Visual continuity and window display needs greater attention.

Storey tenement blocks:
-with corner tower a significant design approach at the height of Victorian Architecture

Dilettant to corner shop character
-80 Shaws (148, Dumbarton Road)
-Shop fronts do not take advantage of its potential window display at a vintage corner
-Poor contribution to the street

Entrance door to tenements (flat) above (No 11, Byres road)
-Dominating height and colour with "satellite" title gives individuality to the shop
-Fair category

NO 5 Byres road:
-Refer to plate for comparison with a 1920's shop front
-Entry door to units above in total confusion with the ground floor shop as a statement to the Street?

Thomas Hordines (No 11, Byres road)
-a long established, specialty shop which uses modern canopy as a traditional feature.

Poor coordination in differentiating the adjacent shop units and the entry to units above.

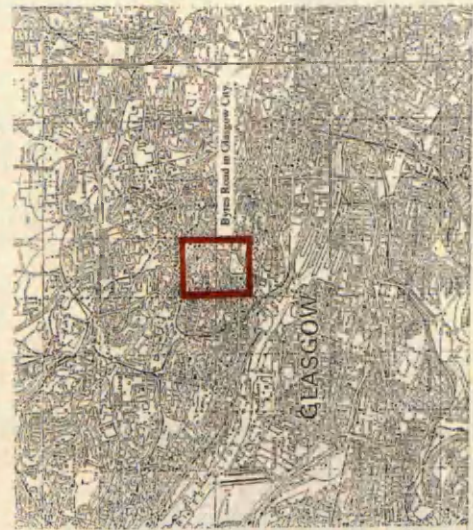
Use of Canopy walls should be maintained to indicate change in the floor level or shop ownership.
-A recent form of window shopping?

Poor vista:
-Size of block in the facade continuity suggests shopping elements could be introduced in the return

Typical Byres Road shops in terms of lettering, use of canopy and scale of shop width suggesting individuality within a community
-A traditional Specialty shop
-Block still retains a fair number of traditional family day

BLOCK 1

BLOCK 2



BYRES ROAD
PHOTOGRAPHIC STUDY

FIG. 65(1-8): THE CONDITIONAL SURVEY OF CURRENT SHOPS (1992) AND GROUND LEVEL USE STUDY (PHOTOGRAPHIC SURVEY)

DALCROSS LANE

The red sandstone block tenements were constructed of *Argillite* and *Dumfriesshire* stone while the carboniferous white or buff colour came from quarries nearby Glasgow

Streetscape-image:
-Needs great improvement
-will be an extension of the effort done in the Dalross and White Streets
-Need to preserve the traditional characters and scale

Could this break in facade for service lanes be improved visually?



Shop front width demonstrates the obvious direction for shop expansion that deprives the traditional shop frontage

Shop front suggests suburban quality and considered out of character
Entrance to units above

CHANCELLOR STREET

Initiatives to street improvement, upgrading of the quality of street furniture and sensitive design inputs by *Scottish Homes* to the remaining streets () have regenerated traditional retail activities



Shops in the remaining streets suggest that depth and additional retail activity space could be achieved within the physical constraints which contribute to the overall shopping facilities available

Shop fronts:
-Indicate the direction of physical expansion
-Comparatively few collections of shops and absence of any shops opposite have led this stretch of Byres Road characterless



Super large window front that denies much of the pleasure of window shopping

Entrance could be indicated better to enhance a quality as well as tenement entrance



Example of *Single window* front shop
Entrance to units above

Example of *Double Window* front shop
One of the long established 'traditional cafe' shops that still closely retains its original frontage and the expansion as taken the form of acquiring the neighbour and maintaining as a separate entity

Having blank wall is not very contributive for a street front

BLOCK 3

O' GREAT WESTERN ROAD

Both the ends of the Top End of Byres Road lack the 'corners' compared to the Lower End.



Entrance to units above

Original height that were demolished and partially retained as a single storey shops due to unstable ground conditions.

VINCOMBE STREET
Potential with a close that could be generated into a major side street.

Garage-Italian Romanesque style building

Salon Chapman With Neo-eclectic plasterwork (that has been chased down under much protest from the public)

Hillhead Library:
-Public leading library that replaced the former Brough Hall building in 1972
-Only major town commercial public building along Byres road



Access to car park and service bay

Entrance to units above

Unusually and unglamorous bills and posters stuck to a beautiful brickwork building of the Electricity Corporation (sub station)

Shop fronts:
-Keeping the letters in line to each other and at their original height and scale to the electricity shops nature keeps this stretch attractive and legible
-Almost all the shops are *chain shops* in nature.



Entrance to units above

SELVINSIDE CHURCH

BLOCK 12

BLOCK 13

Shop fronts:
-Basically private/retail agents core units have replaced the traditional shops in recent years.
-Presence of office units indicate the growing demands for such non-retail premises along the Street front.

Street scape/Signage:
-Some would attempt at some cleaning have left a scar-like effect on facades.
-In need of quality pavements and street furniture that will enhance the stretch and become a desirable link between both ends of the Street.
-Signage for most of the shop fronts are "non-local".

Entrances to units above are not well defined.

Corner retail spaces controlled by Estate Agents' "shops" that are offering competitive products and continuous window shopping.



Office with shop front
Entrance to units above

These shops still offering traditional scale but the choice of paint work is debatable.

Entrance to units above

Much of the Street fronts seem to be alive with only the presence of single purpose shops which will be detrimental to the over all shopping quality.

Street parking the obvious solution to a perennial problem.

Shops of this nature need special protection from the onslaught of "modern Shops"

Entrance to units above
A welcome public house amidst "modern shop"

BLOCK 4

BLOCK 5

CRENSWELL STREET
(Elliot Street)

-Building flats that do not contribute towards commercial activity at street level are out of character by Byres Road.
-Rendered faces and weak attempts to address corner site are also considered as insensitive to the Street.

Good example of a block that have 2 key tenants at the ends and a collection of smaller frontages in between. This ensures movement and business to the block despite the presence of some empty units.

Hillhead Baptist Church



Short stay public parking meter facilities are the current attempt at addressing the acute shortage of parking spaces.

Does a "high corner" bank need to expand at street front stretch without losing scale to the street?

Entrance to units above

Former Hillhead Post Office.
(Refer plate for better times)
A shop to let offering a specific floor area which is considered insufficient even for the likes of medium scale businesses.

entrance to units above

Shop that offers variety in a specialty that marks the character of traditional High Streets might soon give way to the likes of modern retail shops unless positive steps are taken at the policy making level. Nonetheless, still maintaining their traditional shop front.

Nationwide have made a worthwhile attempt at keeping their business expansion to the traditional shop front scale.

Modern shop signs that attempts at better marketing.

Shop fronts:

-Basically a collection of chain shops or established financial institutions.
-The nature of the chain distinction that business expansions should not be at the expense of scale in traditional street setting.

Top End shops of Byres Road have high ceiling level frontages that are a contrast of the chain distinction that prevailed in the society.
Street entrances not well defined.

Signage and Street scape:

are varied category -some good and others poor.
Street entrances not well defined.

Some offices are found
in the first floor.

Block that stands on its own with curved
corners (unlike the adjacent ones) and
double bay windows that houses a mixture
of up market retail chain shops, charity shop,
etc.

HAVELOCK STREET

Stretch of unsuccessful
stone cleaning?



BLOCK 6

GREAT GEORGE STREET
(One of the first streets to be
named along with Byres Road).

Lillybush's Gardens Parking lot
at the rear.



Ashton Lane

Large arch in the facade in response
to the arched dormers of the 'neighbour'

Compare the scale of flanking walls for the
lane to that of the opposite side of Byres Road.

Hillhead Subway Station.

Stretch of block that have been
redeveloped - fails to address
the requirement of traditional "high street".

Carriers Tavern, the oldest building
along Byres Road.

BLOCK 15

Corner features typifies an important junction of (formerly) a major road.

Shop fronts, signage, a mixture of shop types typifies a British high street scene.



Shop front for still retains its original window frame works (refer plate 3).

The original scale of the bank had shopfront scale (refer plate 3)

An idea in continued facade treat

Shops are in the Designated Retail core area - a policy brought about to preserve the traditional shopping element of the Street.

BLOCK 7

BLOCK 8

ASHTON ROAD (Ashton Terrace)

Tower blocks of the University that was seen as the logical solution to the expansion of teaching facilities in the station.

Presence of large number of financial institutions mean the importance of Byres Road to the West End.

Dormers in the attic - a feature unique to only this stretch of Byres Road.

UNIVERSITY AVENUE

(a very recent road that was introduced to accommodate direct vehicle route with High Road Road).



3 storey classical carrying corner with adlar facade that have houses and continued as tenements with shops to the Street.

Car parking and open space facility that came about with the demolition of the triangular site buildings.

Potential stretch of the Street that could be well developed into a desirable future urban space for the lengthy Street.

Student Nurse quarters that have replaced the tenemental housing of a removed triangular site. University Spire in the background.

Cap site

Rutheven Lane
Alleyway leading to some non-retail
business units housed in the courtyard
buildings.

Shops are in the Designated Retail Core Area.
Most of the shops are long-established along Byres Road.
The shops have wider frontages and facades which
distinguishes its intended status as compared to those in the
Lower End.

RUTHEVEN STREET
Office developments have been
allowed around this street.

Shops are in the Retail Core Area.
Typical middle class tenemental
block that has a fairly well defined
entrances to units above.
A collection of typical high street shops.

Streetfronts and signage are comparatively
better at this stretch of the Street.



Chain shops with corporate logos that still
maintain the scale and character to the street.

Compare the years-old shops as in place.

The longest stretch of a block that was once
marked for demolition. The facade has been retained
and adapted with new rear construction successfully.

A collection of basically eating outlets and
public houses.
Entrances to units above are fairly well defined.

BLOCK 9

UNIVERSITY CLOSE/
UNIVERSITY AVENUE
(University Avenue)



Shop front as an "information centre".

Choice of white band seems to have maintained
the scale and character for the stretch of shops.

Choice of facing brick material
in a traditional street seems in appropriate
nevertheless it marks the adaptation of
new materials in a traditional street.
However the fenestration does not address
the street successfully.

Western Infirmary built

The commercial strip houses basically "chain shops" that provide the typical facilities of a high street.



A modern canopy is effective enough against Glaswegian weather?

Shop fronts, signage and streetscape represents a scene typical of an average British District High Street.



Too big a scale which diminishes the scale of traditional street front.

Chain shops that have become a major contributor to the modern retail activity in major high streets - new kinds of "modern shops".



Shops of this nature should be next to similar kinds to offer "comparative shopping". This enhances the Shopping Environment.

This block forms the most unpleasant stretch to the Byres Road with its seemingly different problem in zone cleaning due to the nature of the buildings used.



The high nature of buildings to the Upper End of Byres Road means that this *Artful Dodger* could afford a gallery space for dining.



Kelvinhead-Hillhead Church (Belmont Parish Church)

Western Infirmary Buildings:
Fronting Church Street -
Scots-Renaissance with medieval influences.



This stretch of road is the weakest as a link between the Upper and Lower Ends of Byres Road without a strong definition to the Street especially as a Y-junction.



The former Church Street Primary School building used by the Strathclyde Regional Council as a Regional Centre (The Patrick Academy previous to the School building was sited here in the late 19th c.)

Grosvenor Mansions:

The last tenement block built (in 1931)
along Byres Road that very much represents
the Architectural integrity of the Street.

Safeway Super market cum flats
-40% architectural solution to modern shop cum
residential units with parking facilities at first floor level
-Scale of building in line with Street's requirement
yet fenestration treatment is totally unsympathetic.

Uninteresting, non contributive stretch

Shops that still maintain the traditional
character and function of the units.
(R. Sloan & Son moved from the lower end
of Byres Road in early 1980's)

Entrance to units above which is in
a setback situation (that) is out of character.

"Modern shop" windows keeping in line with traditions?

Service entrance to super market doubled as
major entrance to the food foyer opposite.

The stretch is not contributive to the Street at all.
The modern extensions (replica built to the Grosvenor
Terrace fails to respond to the character and Street's
need.

TO GREAT WESTERN RD

DUMBARTON ROAD
(Looking towards City)

This stretch is not contributive to the streetfront
-a major community building that could be expanded
and offer additional facilities and bring crowd back to this
end of Byres road.

This stretch of red sandstone buildings built about 1900 was a real upgrading
exercise. Unless it is those at this end of Byres Road that also saw the
introduction of double bay windows to the tenement blocks.

Shop fronts:
-Poor coordination in fenestration qualities
-The general qualities of the street needs
to be enhanced to justify the higher rates collected.

Popular swimming pool that needs
a major upgrading.

Originally the returns had shops which were merged
to become a large corner shop.

"Chain shops" characters that seek to impose
themselves in traditional setting.

Bank has moved to Dumbarton Road
due to cheaper rates (A bus to Byres Road?)

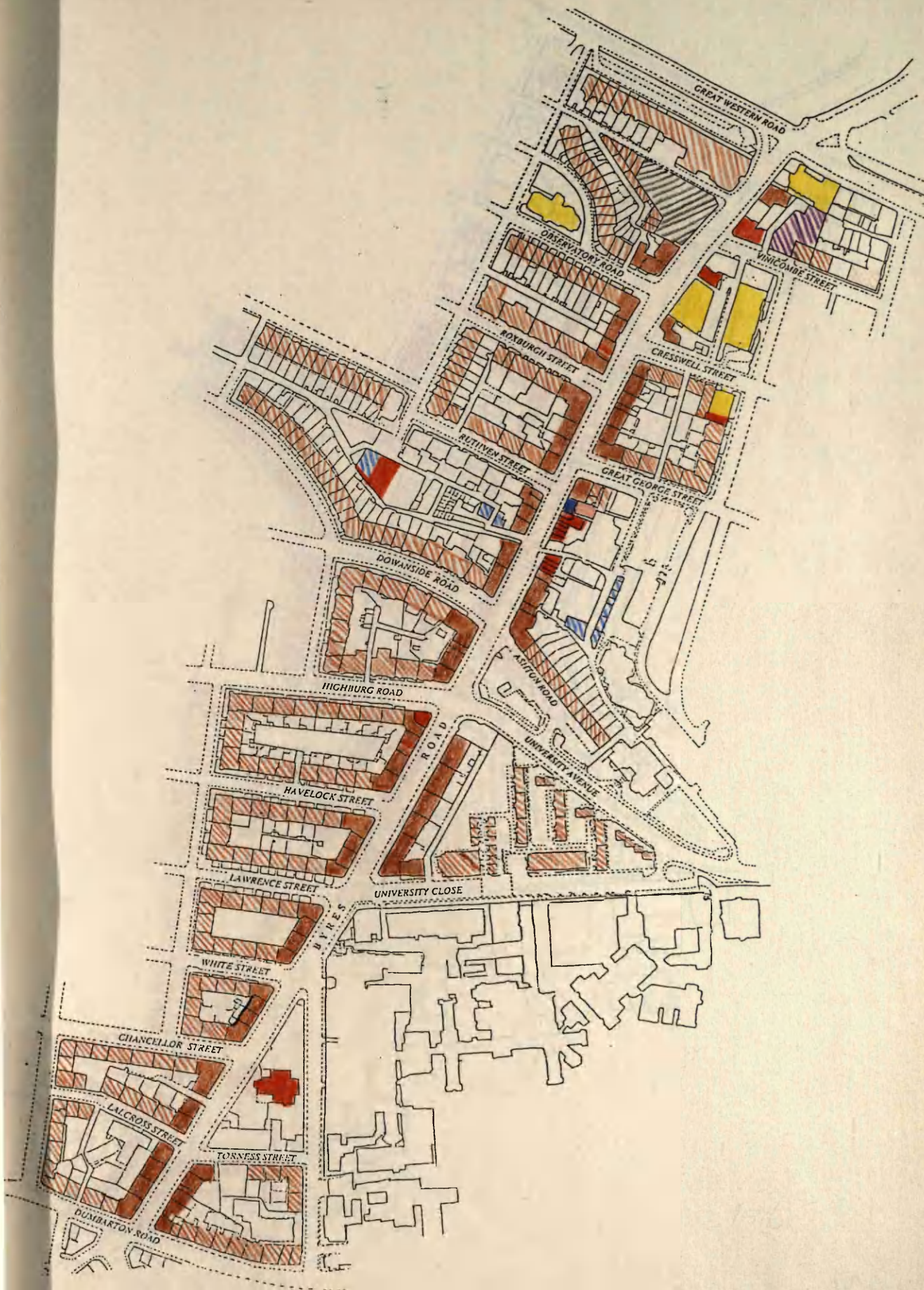


FIG 66(A): LAND USE PLAN (FIRST FLOOR LEVEL)

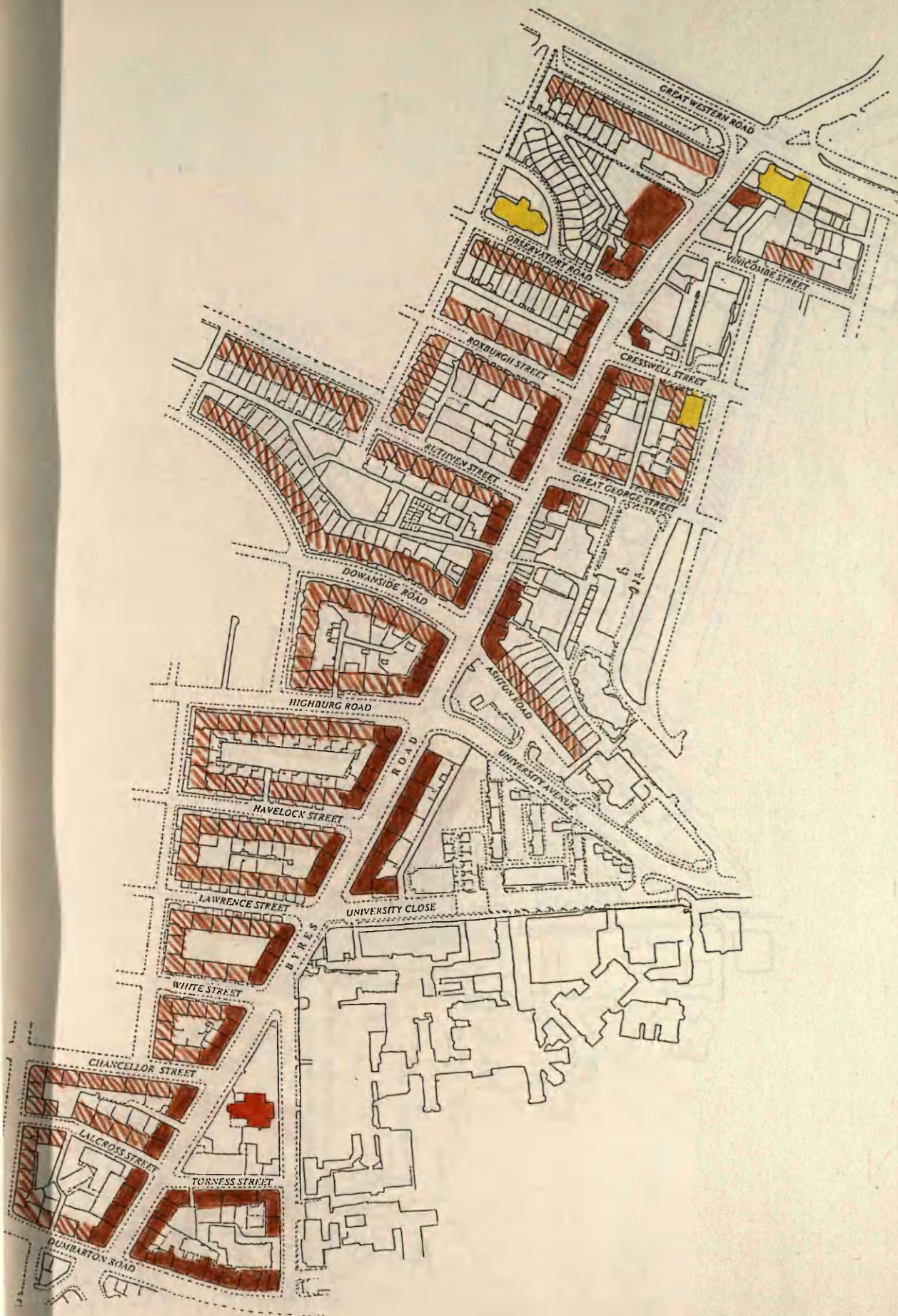


FIG 66(B): LAND USE PLAN (SECOND FLOOR LEVEL)

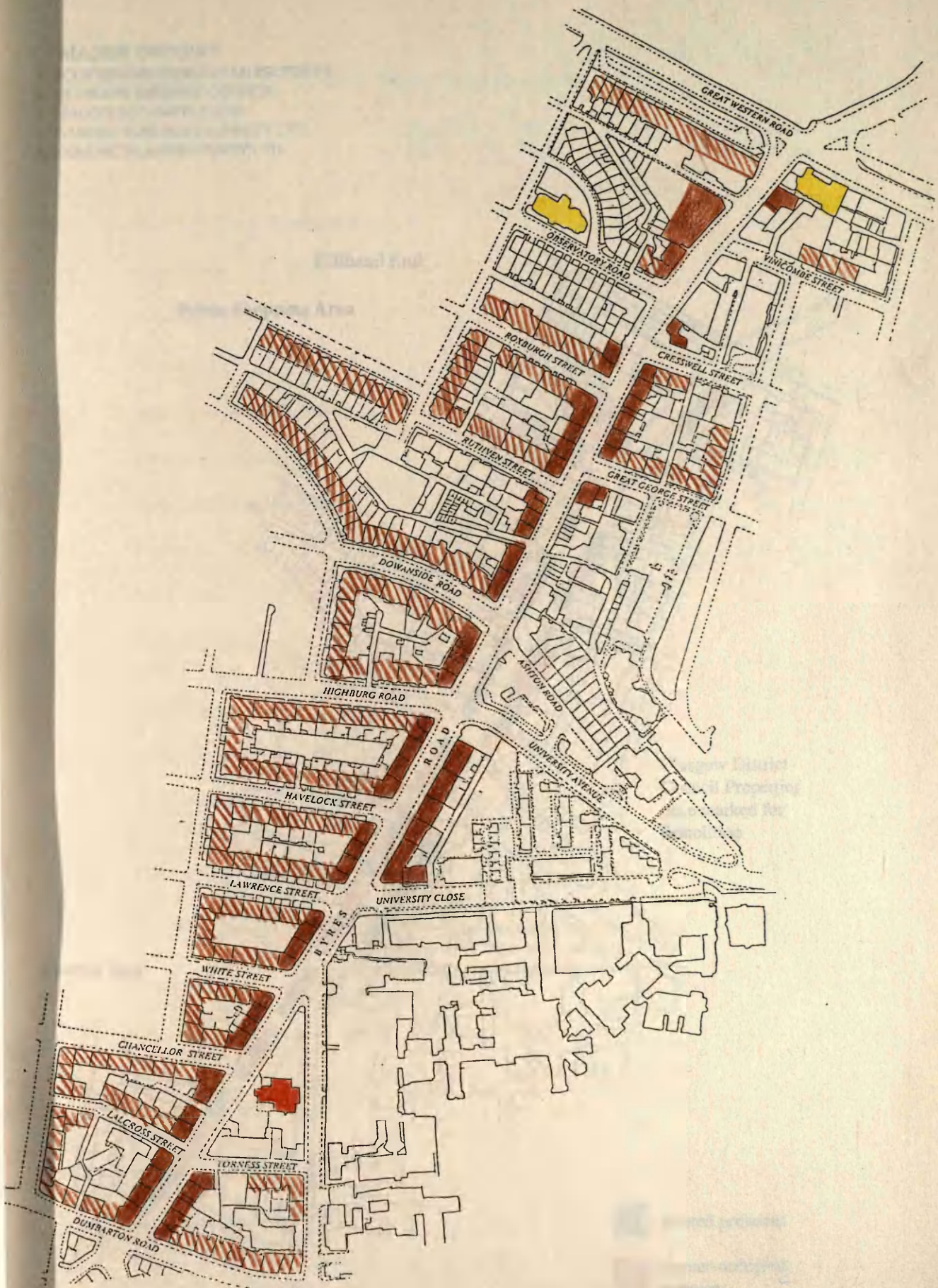


FIG 66(C): LAND USE PLAN (THIRD FLOOR LEVEL)

MAJOR OWNERS

1. SCOTTISH METROPOLITAN PROPERTY
2. GLASGOW DISTRICT COUNCIL
3. MALCOLM CAMBELL LTD.
4. GARNET TERRACE PROPERTY LTD.
5. DOMINIC PLAN PROPERTY LTD.

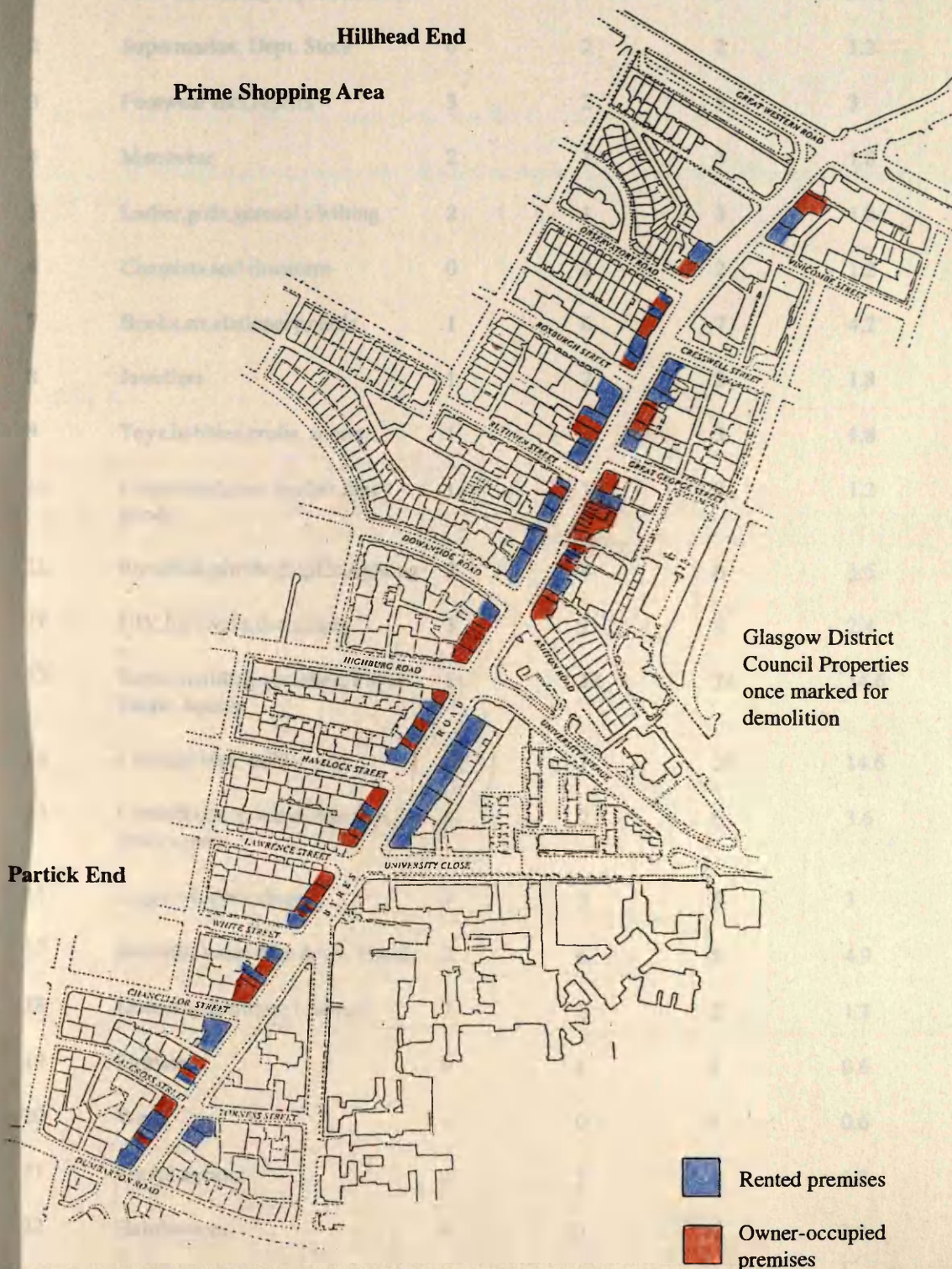


FIG.67: OWNERSHIP PATTERN OF SHOPS

Table 5

Tenant Mix Study of Byres Road Shops as in Dec.1992

No	Type	Partick End	* Hillhead End	Total	% Total
1	Food (excluding supermarkets)	8	9	17	10.3
2	Supermarket, Dept. Store	0	2	2	1.2
3	Footwear incl.repairs	3	2	5	3
4	Menswear	2	1	3	1.8
5	Ladies,girls,general clothing	2	1	3	1.8
6	Chemists and drustores	0	2	2	1.2
7	Books,art,stationery,cards	1	6	7	4.2
8	Jewellers	1	2	3	1.8
9	Toys,hobbies,crafts, sports	1	2	3	1.8
10	Chinaware,glass,leather,fancy goods	1	1	2	1.2
11	Electrical,phothographic,lighting	2	4	6	3.6
12	DIY,hardware,decorating	3	1	4	2.4
13	Banks,building societies, P.O.& Estate Agents	11	13	24	14.6
14	Catering incl. pubs	17	7	24	14.6
15	Confectioners, tobacconists & news agents	4	2	6	3.6
16	Liquor &spirit shops	3	2	5	3
17	Records, video hire & t.v. rentals	2	6	8	4.9
18	Domestic furniture / fabrics	2	0	2	1.2
19	Florists	0	1	1	0.6
20	Wool	1	0	1	0.6
21	Travel agents	0	3	3	1.8
22	Hairdressers	4	0	4	2.4
23	Opticians	1	2	3	1.8

24	Charity Shops	2	2	4	2.4
25	Miscellaneous	8	9	17	10.3
26	Vacant	5	4	9	5.5
GRAND TOTAL		84	111	195	

** Partick End has majority of its shops in the Non Retail Core Area.*

***Source for classification of tenant mix :Retail Development -Peter Morgan & Anthony Walker (page 104)*

Table 6

Breakdown in ownership of premises.

Class*	Owner / Partick	Proprietor / Hillhead	Occupier / Part. End	Tenant / Hill. End	SubTotal	Total (%)
Shop**	22 (14.3)	23 (14.9)	39 (25.3)	32 (20.8)	45+ 71	116 (75.3)
Office	0	5	3	4	5+ 7	7 (7.8)
Pub.House	1	1	5	3	2+ 8	10 (6.5)
Bank	1	2	0	2	3+ 2	5 (3.3)
Miscell.***	2	2	5	2	4+ 7	11 (7.1)

**Source For Classification: Strathclyde Regional Council's Valuation Roll*

*** Estate Agents' premises are considered as shops*

**** Miscellaneous consists of betting office,surgery restaurant, post office, show room,library and car park.*

Rents are good indicators of the demand on prime location of the shops. The prime shops are located in the Hillhead End which has a large collection of comparative shopping. The buildings' depth range varies from 13 meters (Partick End) to 22 meters (Hillhead End) except for the Safeway Superstore that has 45 meters.

Length of blocks= 46m to 116m
 Per shop unit area= 500 sq. m to 2000sq.m.

Total Retail Area = 12,900 sq. m

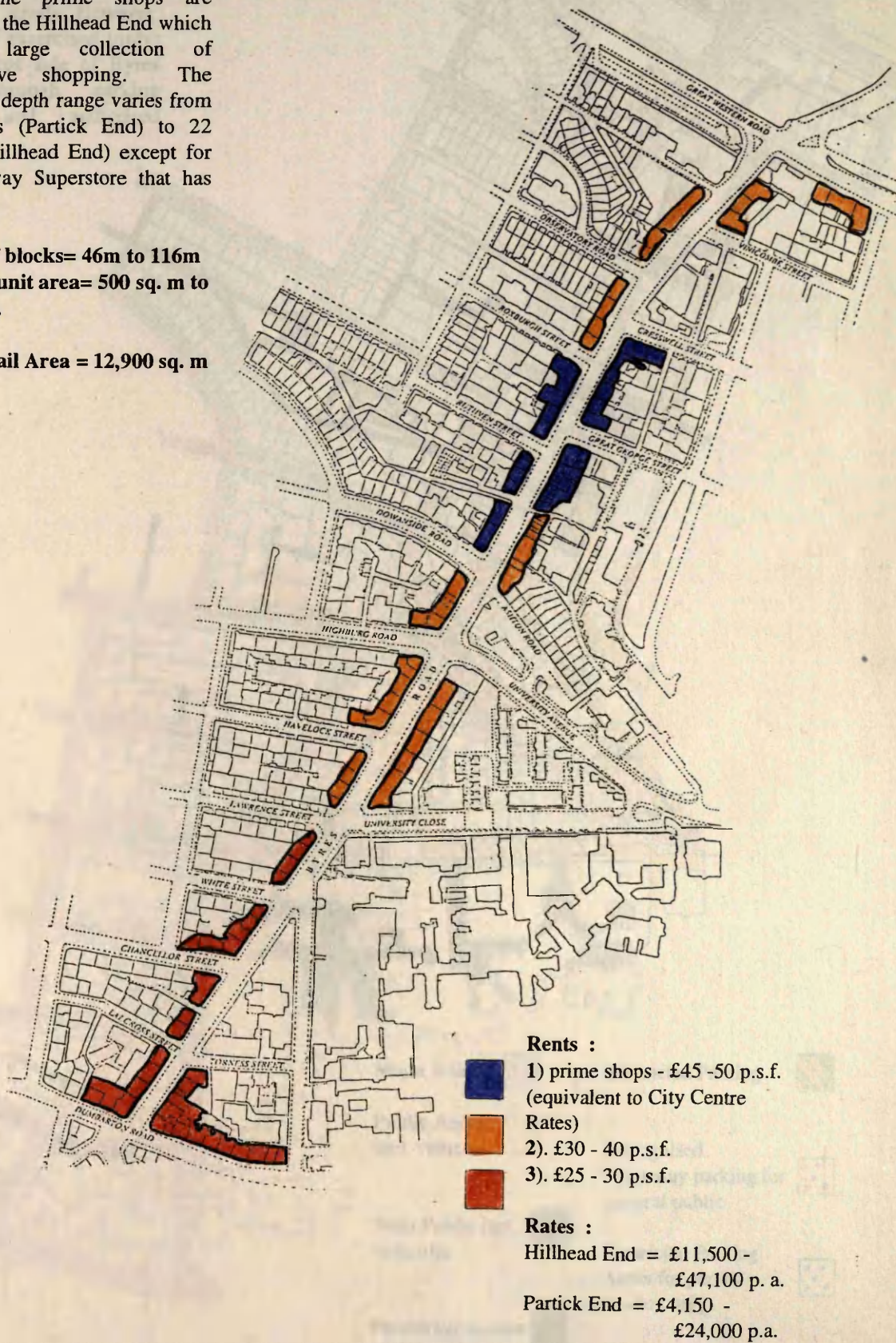


FIG 68: HIERARCHY OF SHOPPING STRETCHES

Generally short stay-parking is allowed along Byres Road and its adjoining streets. However, control is exercised (only) on the East side of Byres Road through parking meters and authorised parking.

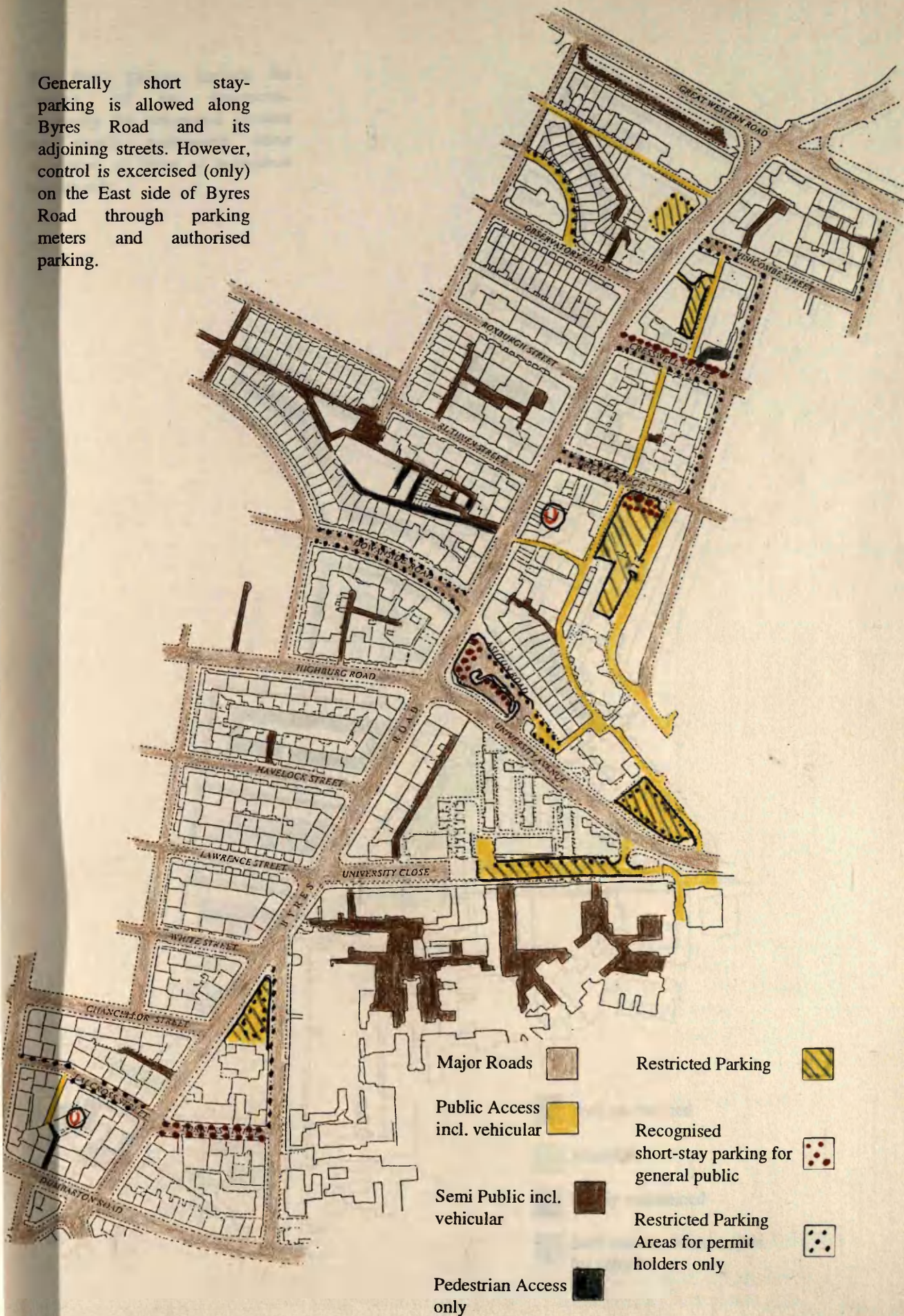


FIG.69: VEHICULAR ACCESSIBILITY AND PARKING

The front gardens include the "moats" of the basements. Generally the communal gardens are poorly maintained when compared to those of individual households

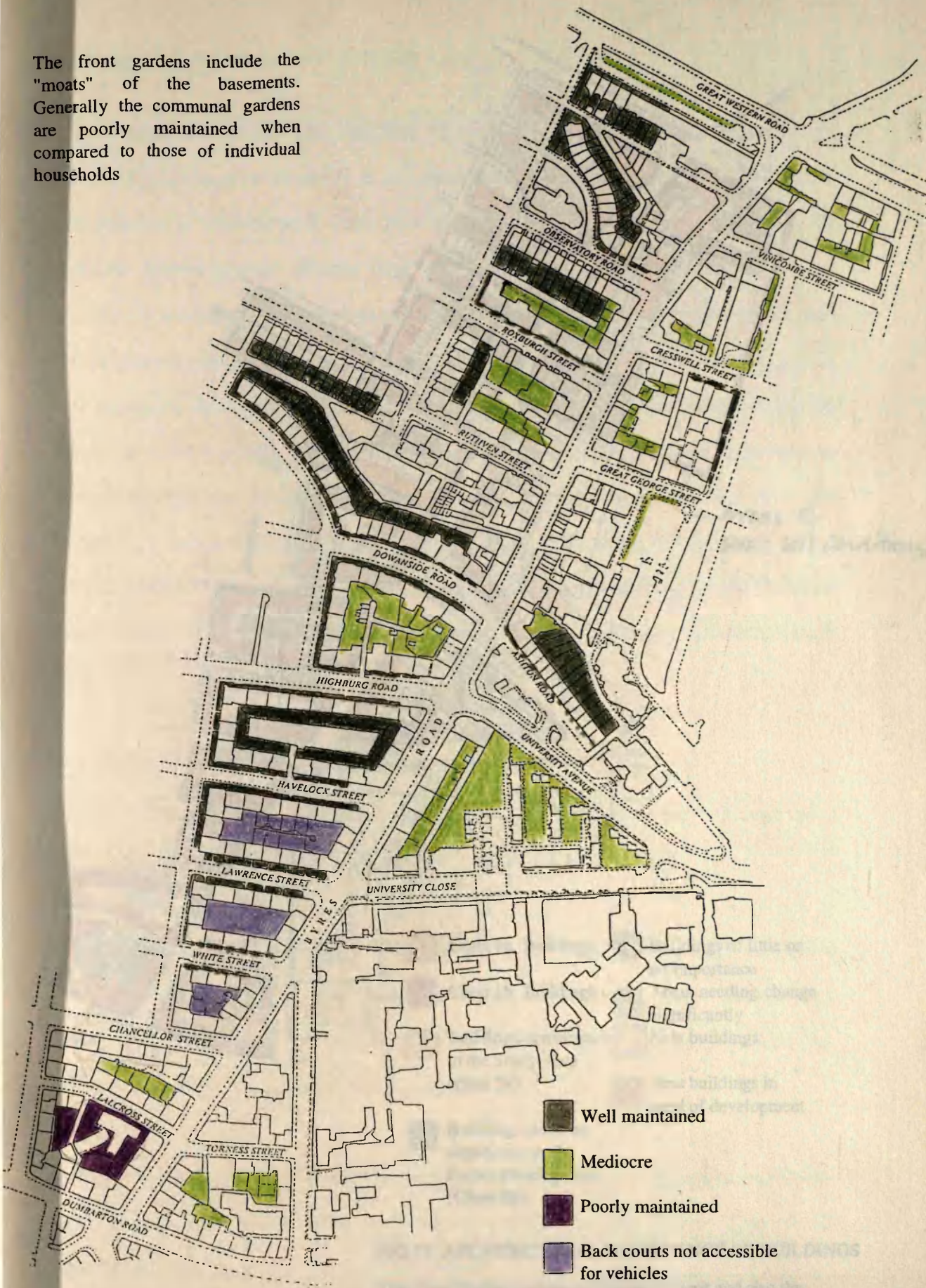


FIG 70: FRONT AND BACKCOURTS

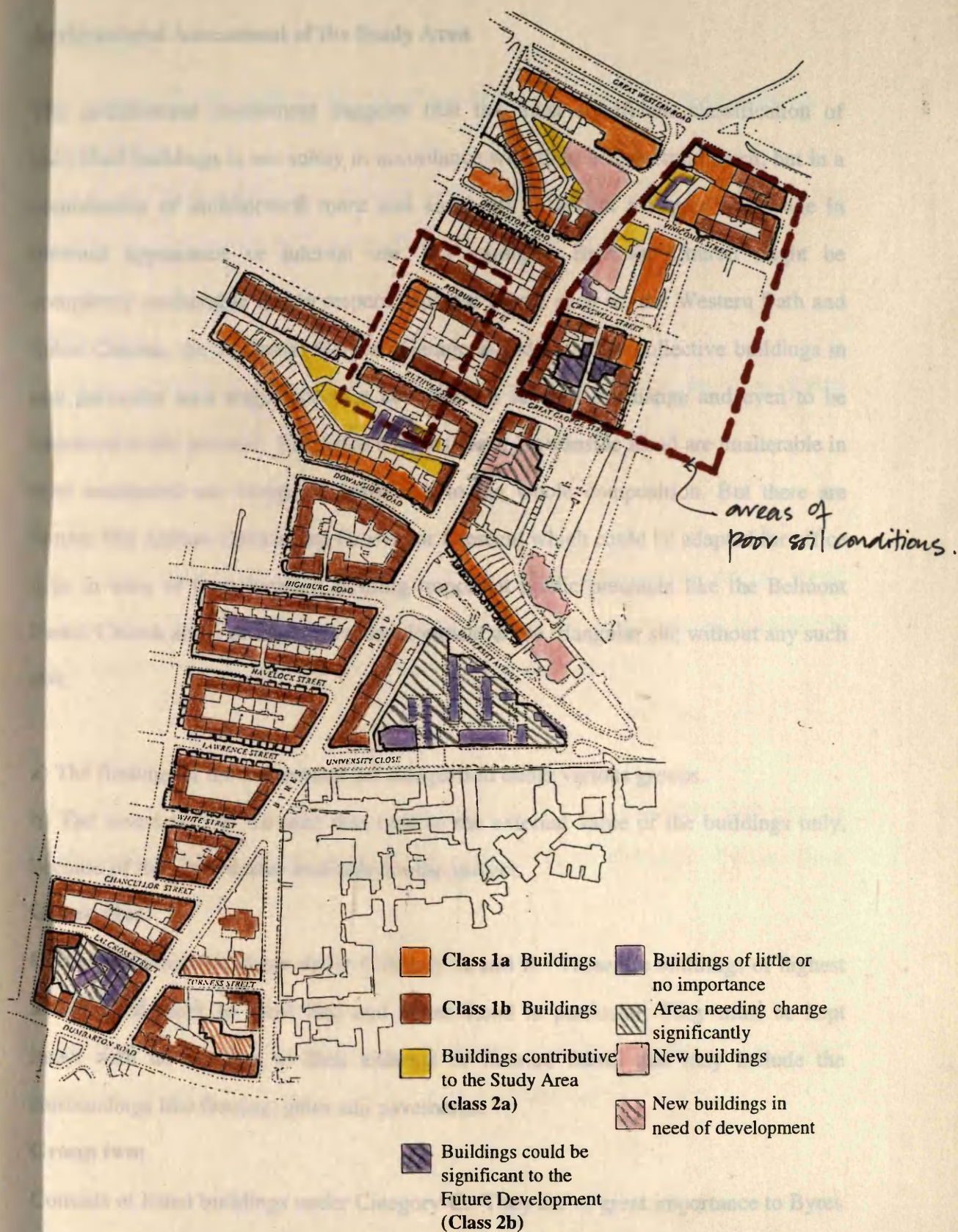


FIG 71: ARCHITECTURAL IMPORTANCE OF BUILDINGS

This classification covers architectural merit and also the degree to which building can accept some changes in their appearance.

Architectural Assessment of the Study Area

The architectural assessment suggests that the most significant classification of individual buildings is not solely in accordance with their architectural merit, but in a combination of architectural merit and an ability to accept a degree of change in outward appearance or internal use. For example, Belmont Church might be completely unalterable in any respect, whereas others such as, the Western Bath and Salon Cinema, the Botanical Gardens Garage as individual or collective buildings in one particular area might accept a considerable amount of change and even to be improved in the process. The listed terraces along Dowanside Road are unalterable in their residential use except at grave risk to the whole composition. But there are houses like Ashton Terrace and Grosvenor Crescent which could be adapted for office uses in view of their location fronting important public precincts like the Belmont Parish Church and a potential new development at the triangular site without any such risk.

- a) The findings of the assessment are categorised under various groups.
- b) The assessment to the area was kept to the external value of the buildings only, because of the limited time available for the project.

Group One:

Consists of listed buildings under Category A and B. These are buildings of highest architectural merit to West End and Byres Road in particular. They must be kept intact with no changes to their external or internal fabric that may include the surroundings like fencing, gates and pavements.

Group two:

Consists of listed buildings under Category C. They are of great importance to Byres Road as they make a significant contribution to the overall townscape. They are of considerable merit and should be kept, but which cannot be significantly changed.

Group three:

They are of sufficient merit to be retained but which can be changed to some extent.

Group four:

Consists of buildings that are of some merit. Whether they should be kept or not depends on other factors, such as the overall strategy for the area.

Group five:

Consists of buildings which are of little or no importance, such as the block of flats next to the Public Library, for their architectural or townscape values.

Group six:

Consists of areas that have either of poor architectural spaces or no visual significance. The most insignificant among them is the triangular site housing the student nurses' hostels which is totally non urban in character.

Group seven:

Consists of new buildings that have considered their scale favourably with existing townscape but which could further be integrated with the character of Byres Road with some additional new ideas.

Group eight:

Consists of buildings located in the backlanes, and have potential for further enhancing the area, for instance, the Ashton Lane buildings.

APPENDIX II

COMPARATIVE CASE SURVEY OF SHOPS IN 1948 AND 1992

The survey was conducted about shops between the 1948 and 1992 and is supported by surveys for 1977 and 1982 generally to determine the following:

- a) To establish the pattern of changes for the types and use of shops
- b) To analyse the reasons behind the changes.
- c) To forecast a likely scenario to happen for Byres Road

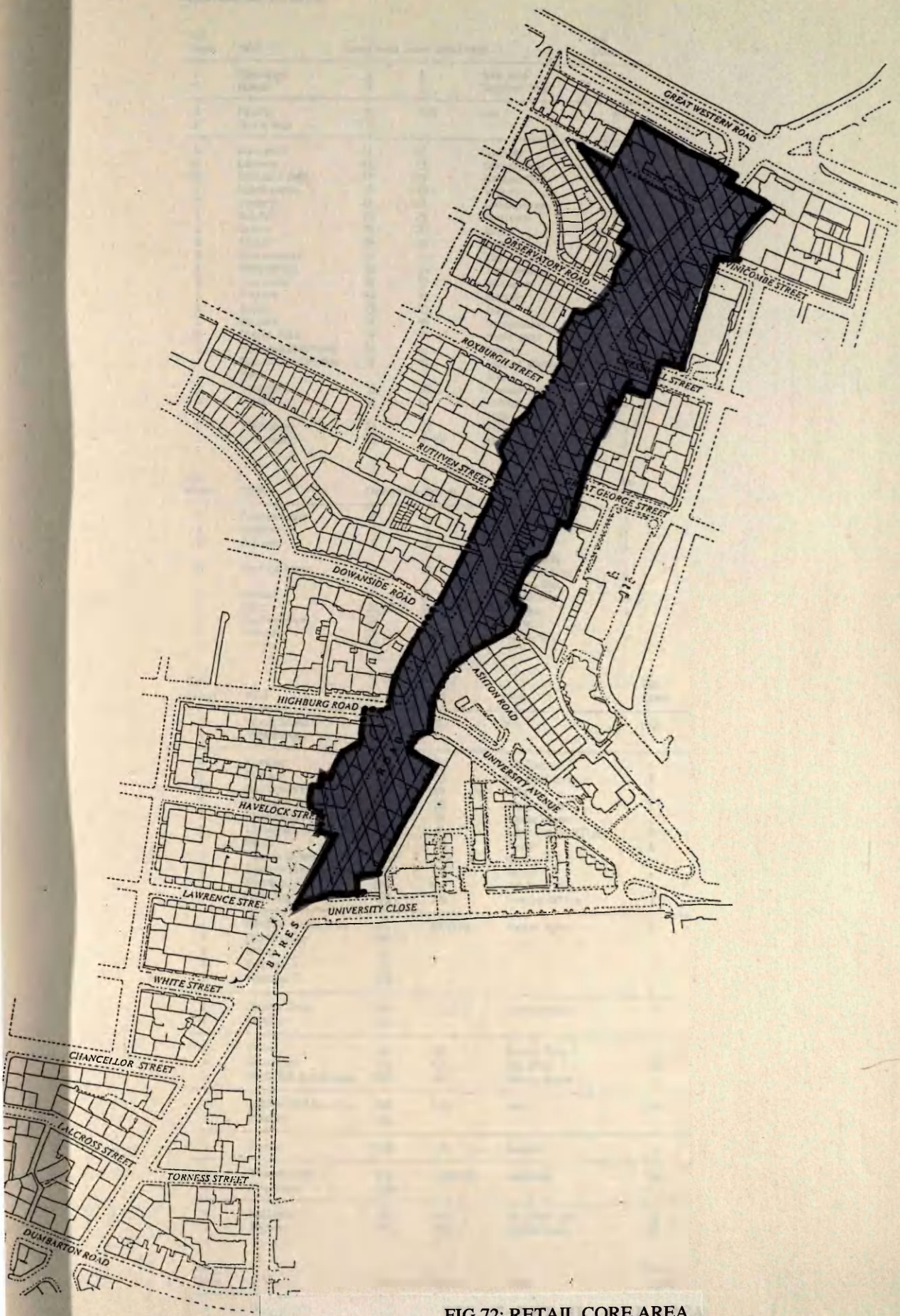


FIG 72: RETAIL CORE AREA

TABLE 7.

BYRES ROAD SHOPPING SURVEY

Use Class	19/8	Byres Road (West Side) 1992			Use Class
1	Newsagent	1	1	Shoe Shop	1
1	Draper	3	3	Hardware Shop	1
2	Plumber	5	5/9	Pub	N/A
1	Cycle Shop	9			
1	Newsagent	11	11	Jeweller	1
15	Library	13	13	Record Shop	1
16	Billiard Room	17	17	Snooker Club	16
1	Hairdresser	19	19	Vacant	-
2	Surgery	21	21	Estate Agent	2
1	Butcher	23	23	Fruiterer	1
1	Draper	25	25	Draper	1
2	Tailor	29	29	Barber	1
2	Electrician	31	31	Electrician	2
1	Tobacconist	35	35	Tobacconist	1
1	Fruiterer	37	37	Fruiterer	1
1	Butcher	41	41	Butcher	1
1	Dairy	43	43	Dairy	1
2	Dentist	45	45	Hairdresser	1
15	Gospel Hall	49	49	Music shop	1
1	Shop and Bakehouse	53	53	Bakery	1
1	Secondhand Clothes Shop	57	57	Ladies' Clothes Shop	1
1	Newsagent	59	59	Newsagent	1
1	Grocer	61	61	Ladies' Clothes Shop	1
1	Fishmonger	63	63	Cobbler	2
1	Fruiterer	65/67	65/67	Grocer	1

Use Class	19/8	Chancellor Street		1992	Use Class
1	Confectioner	4	4	Music Shop	1
1	Butcher	6	6	Butcher	1
2	Painter	8	8	Second-hand Furniture Shop	1
15	Meeting Rooms	12	12	Second-hand Baby Equipment Shop	1
1	Draper	14	14	Hot Food Shop	3
1	Dairy	16/18	16/18	Cycle Shop	1
1	Confectioner	22	22	Residential	-
5	Workshop	24	24	Residential	-

Use Class	19/8	Byres Road		1992	Use Class
2	Electrician	71	71	Pub	N/A
1	Shop/House	75/77			
2	Plumber	81	81	Car Spares	1
11	Store	83	83	Hot Food Shop	3
1	Confectioner	87	87	Cafe	3
1	Hardware Shop	89	89	Comics Shop	1
2	Electrician	91	91	Estate Agent	2
1	Ladies' Clothes Shop	93	93	Solicitor's Office	2
1	Dairy	95	95	Barber	1
2	Window Cleaning	95a	95a	Vacant	-
1	Leather Goods Shop	99	99	Vacant	-
1	Stationer	101	101	Hot Food Shop	3
5	Workshop	103	103	Betting Office	2
1	Leather Goods Shop	107	107/115	Estate Agent	2
1	Hairdresser	109			
1	Dairy	111			
1	Fruiterer	113			
2	Furrier	115			
1	Sports Shop	117	117/119	Estate Agent	2
2	Cobbler	119			
1	Dairy	121	121	Camera Shop	1
1	Newsagent	123	123	Pet Shop	1
1	Shop and Bakehouse	127	127	Estate Agent	2
1	Ladies' Clothes Shop	129	129	Pub	N/A
1	Butcher	131			
1	Grocer	135	135	Vacant	-
1	Tobacconist	137	137/139	Optician	1
1	Fruiterer	139			
1	Milliner	143	143	Hot Food Shop	3
1	Grocer	145	145	Carpet Shop	1

Use Class	19/8	Kewlock Street		1992	Use Class
1	Undertaker	2	2	Travel Agent	1
2	Manufacturer's Agent	4			
1	Grocer	6	6	Vacant	-
1	Grocer	10	10	Launderette	1

Use Class	1948	Byres Road (East Side)		1992	Use Class
N/A	Pub	4	10	Pub	N/A
2	Photographic Studio	10			
1	Fishmonger	12	12	Vacant	-
1	Post Office	14	14	Post Office	1
1	Dairy	16	16	Restaurant	3
3	Restaurant	20	20	Hot Food Shop	3
2	Doctor's Surgery	22	22/24	Vacant	-
-	Vacant	94	94	Pub	N/A
-	Vacant	94a			
1	Hairdresser	98	98	Restaurant	3
1	Dairy	100	100	Grocer	1
1	Stationer	104	104	Newsagent	1
1	Second-hand Clothes Shop	106	106	Vacant	-
			106a	China Shop	1
1	Confectioner	108	108	Hot Food Shop	3
2	Watchmaker	112	112	Locksmiths	2
1	Shoe Shop	114	114	Phone Shop	1
2	Plumber	116	122	Pub	N/A
1	Stationer	120			
1	Grain Store	122			
1	Grocer	124			
1	Milliner	126	126	Videc Shop	1
3	Restaurant	130	130/132	Restaurant	3
1	Music Shop	132			
1	Music Shop	134	134	Fabric Shop	1
2	Cobbler	138	138	Cobbler	2
1	Laundry	138a	138a	Baker	1
1	Tobacconist	142	142	Hairdresser	1
1	Ladies' Clothes Shop	144	144	Charity shop	1
2	Registry Keeper	146	146/172a	DEMOLISHED	
2	Joiner	146a			
1	Butcher	148			
1	Grocer	152			
1	Milliner	154			
2	Painter	156			
1	Optician	158			
1	Bookshop	162			
2	Photographic Studio	164			
1	Confectioner	166			
1	Stationer	168			
1	Hairdresser	170			
1	Furniture Shop	172/172a			
Use Class	1948	Byres Road		1992	Use Class
2	Bank	174	174/178	Bank	2
1	Newsagent	178			
1	Chemist	180	180	Ladies' Clothes Shop	1
15	Library	182	182	Confectioner	1
1	Milliner	184	184	Curd Shop	1
1	Dyers	188	188	Fishmonger	1
1	Confectioner	190	190	TV Rental Shop	1
16	Cinema	192/194	194	Pub	N/A
1	Fancy Goods Shop	196	202	Electrical Goods Shop	1
1	Confectioner	198			
1	Dairy	200			
2	Painter	202			
5	Garage	224/226	226	Frozen Food Shop	1
1	Confectioner	230	230	Underground	N/A
1	Butcher	236			
1	Ironmonger	242			
1	Baker	248	254	Book Shop	1
2	Tailor	250			
1	Tobacconist	252			
N/A	Pub	256	260	Pub	N/A
1	Confectioner	260			
1	Fruiterer	262	262	Newsagent	1
1	Grocer	268/272	272	Building Society	2
Use Class	1948	Grant George Street		1992	Use Class
1	Dairy	170	174	Sports Shop	1
1	China Shop	172/174			
2	Plumber	175	175	Toy Shop	1
Use Class	1948	Byres Road		1992	Use Class
1	Tobacconist	280	280	TV Rental Shop	1
1	Children's Clothes Shop	284	284	Jeans Shop	1
1	Hairdresser	286/290	290/294	Building Society	2
1	Confectioner	294			
1	Confectioner	296	296	Camera Shop	1

Use Class	1948	Byres Road		1992	Use Class
1	Confectioner	147	147/149	Off-sales	1
1	Grocer	149			
1	Chemist	153/155	153/155	Estate Agent	2
1	Ladies' Clothes Shop	157/159	157/159	Menswear Shop	1
1	Butcher	161	161	Butcher	1
1	Ironmonger	165	165	Charity Shop	1
1	Grocer	167	167	Leather Goods Shop	1
1	Newsagent	173	173	Artists' Shop	1
1	Dairy	177/179	177/179	Charity Shop	1
1	Ladies' Clothes Shop	181	181/183	Wine Merchant	1
1	Fruiterer	183			

2	Bank	189	189	Bank	2
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Use Class	1948	Highburgh Road		1992	Use Class
2	Cobbler	1	1/3	Bank	2
2	Servants' Registry	3			
2	Dressmaker	5	5	Hairdresser	1

Use Class	1948	Byres Road		1992	Use Class
N/A	Pub	191	191	Pub	N/A
1	Fishmonger	193	193	Off-sales	1
1	Hosiery Shop	195	195	Newsagent	1
2	Bank	201	201	Bank	2
1	Dairy	203			
3	Tearoom	205	205	Fruiterer	1
1	Chemist	211	211	Chemist	1
1	Grocer	215	215	TV Rental Shop	1
1	Shoe Shop	217	217	Travel Agent	1
1	Fruiterer	221	221	Jeweller	1
1	Chemist	223	223	Book Shop	1
3	Tearoom	225/227	225	Hot food Shop	3
1	Butcher	231/233	231/233	Charity Shop	1
1	Shop and Bakehouse	235			
1	Dairy	239	239/241	Card Shop	1
1	Butcher	243	243/245	Shoe Shop	1
1	Fishmonger	245			

Use Class	1948	Byres Road		1992	Use Class
1	Dairy	251	251	Optician	1
1	Fruiterer	253/255	253/255	Florist	1
2	Bank	257	257	Jeweller	1
1	Tobacconist	259	259	Baker	1
1	Dairy	261	261	Travel Agent	1
1	Fishmonger	263	263/267	Newsagent	1
1	Baker	267			
1	Grocer	271/273	271/273	Building Society	2
1	Chemist	277	277	Chemist	1
1	Dairy	281	281	Vacant	-
1	Hosiery	283	283	Vacant	-
1	Stationer	285	285/287	Cafe	3
1	Jeweller	287			
1	Butcher	291	291	Hot Food Shop/Shop	3
1	Shoe Shop	297	297/299	Building Society	2
1	Grocer	299			
1	Milliner	303	303	Optician	1
1	Radio and Cycle Shop	305	305/309	Record Shop	1
1	Dairy	309			
1	Stationer	311	311	Travel Agent	1
2	Bootmaker	315	315	Charity Shop	1
1	Shoe Shop	319/321	319/321	Shoe Shop	1
1	Confectioner	327	327	Computer Shop	1
1	Laundry	329	329	Grocer	1
1	Cleaners	331	331/35	Electrical Goods Shop	1
1	Hosiery Shop	333			
2	Massage Clinic	335			
1	Chemist	337	337	Cafe	3
2	Plumbers	339	339	Bank	2
1	Fruiters	343	343	Solicitor's Office	2
1	Butcher	351	351	Butcher	1
1	Clothes Shop	355	355	Fruiterer	1
5	Garage	363/381	367/373	Safeway	1
2	Photographic Studio	383	383	Vacant	-
1	Hairdresser	385	385	Grosvenor Hotel	12
1	Baker	387			
1	Confectioner	389			
1	Laundry	391			

Use Class	1948	Byres Road		1992	Use Class
2	Cobbler	300	304	Woolworths	1
1	Wireless Shop	302			
5	Garage	304			
1	Dairy	306	306	Leather Goods Shop	1
1	Post Office	310/314	314	Vacant	-
1	Confectioner	316	316	General Store	1
1	Fruiterer	320	326	Park	2
2	Bank	322/326			

Use Class	1948	Gresswell Street		1992	Use Class
15	Religious Reading Room	61	61	Estate Agent	2

Use Class	1948	Byres Road		1992	Use Class
5	Cleansing Depot	358	358	Record Shop	1

Use Class	1948	Vinecombe Street		1992	Use Class
1	Dairy	14	14	Vacant	-
5	Garage	10/16/24	24	Garage	5
-	Residential	28	28	Restaurant	3

Use Class	1948	Byres Road		1992	Use Class
1	Health Store	374/376	376	Gift Shop	1
1	Chemist	378	378	Cleaners	1
1	Laundry	380	380	Confectioner	1
1	Ladies' Gowns	382	382	Travel Agent	1
1	Tobacconist	384	384/386	Wine Merchant	1
1	Jeweller	388	388	Picture Printer	2
1	Fishmonger	396	396	Vacant	-
1	Ladies' Clothes	398	398	Video Shop	1
5	Cabinet Maker	404	404	Newsagent/FO	1

Use Class 1 : Shops
 Use Class 2 : Financial, professional and other services
 Use Class 3 : Food and Drink
 Use Class 5 : General Industry
 Use Class 11 : Storage or distribution
 Use Class 12 : Hotels and hostels
 Use Class 15 : Non-residential institutions
 Use Class 16 : Assembly and leisure

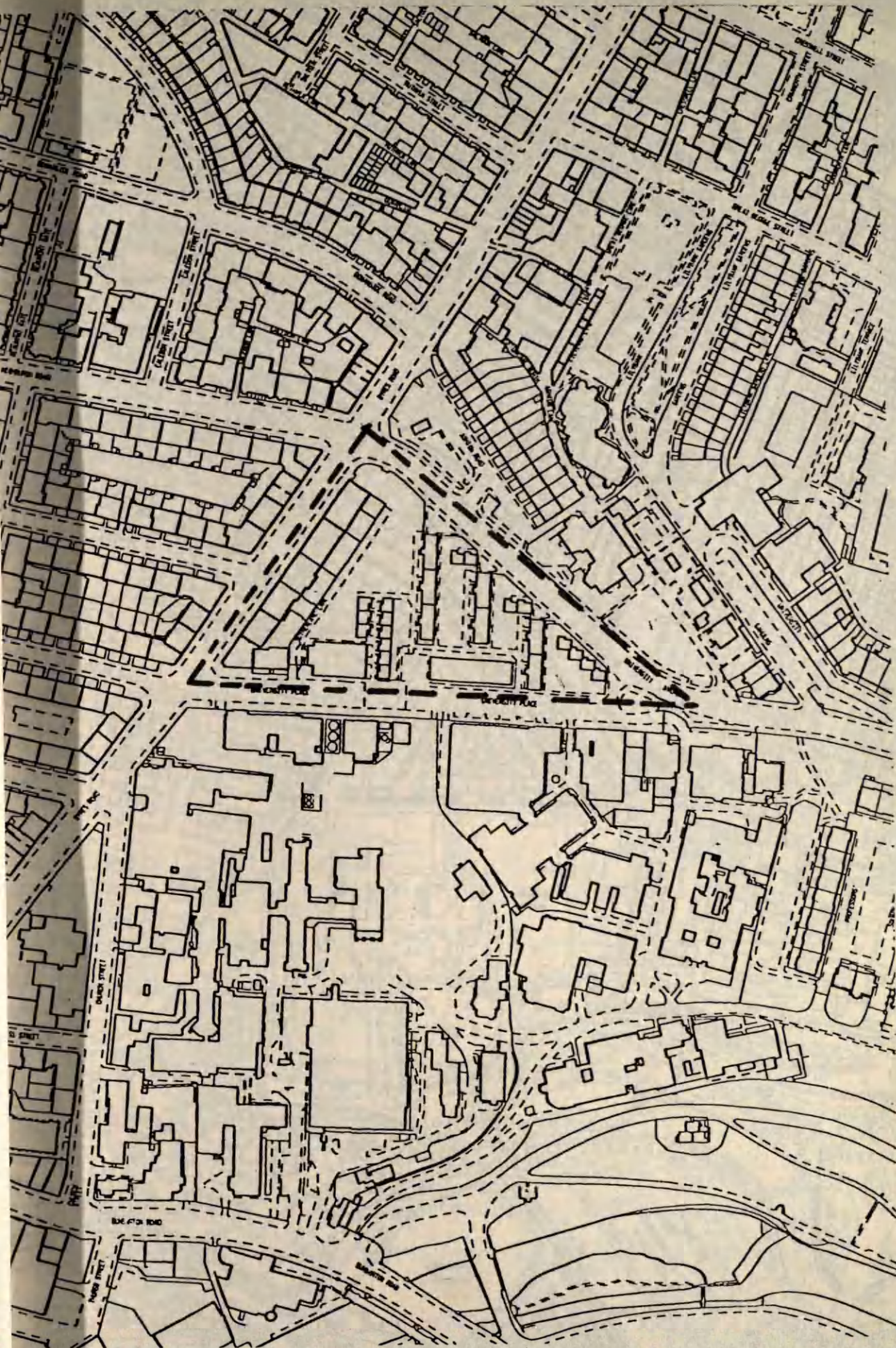


FIG.73(A): THE TRIANGULAR SITE (EXISTING) 1992



FIG.73(B): THE TRIANGULAR SITE AS IN 1938

APPENDIX III

TOWNSCAPE AND DESCRIPTION OF BYRES ROAD AREA

"The value of the Area depends on a subtle blending of Architectural merit, historical associations and character associated with the busy life within it and the incidentals of Townscape"-Younson, A.J. 1968.¹

Today we are witnessing attempts at the preservation of characters of main roads or high streets in many cities or towns throughout Britain. That is part of the overall strategy in improving (particularly in the historic towns), by pedestrianisation or the management of tourism their townscape qualities. In the past, particularly in the sixties a lot of "character assassination" resulting in the fragmentation of the environment was carried out in the name of redevelopment; not just the disappearance of special "historic buildings" from a selected number of towns of special beauty, but a loss of meaning in the whole appearance of what we significantly (accurately) call our "surroundings".

1.1 Understanding the Townscape Study

Imagine a typical scenario of a High Street with its threatening environment; littered, piled with rotting rubbish, covered in graffiti, polluted, congested and choked by traffic, full of mediocre, ugly and poorly maintained buildings, unsafe, populated at night by homeless people living in cardboard boxes, doorways and etc. It is a present phenomenon to many towns and cities. Since the late-seventies, conservation and with it the upkeep of good townscape values has become the norm for all British towns or cities, particularly so when there is the proven record of deriving such economic benefits as tourism out of such efforts.² The High Streets are increasingly beginning to feature in prominent roles for an example, the Royal Mile of Edinburgh.

¹ A.J. Younson, British Historic Towns-The Case for Conservation..

² "Urban Tourism" Daily Telegraph 1.5.1992

Every town or city uses its main shopping streets (regarded as their microcosm) to project their image by exploiting individuality; uniqueness; and the differences between places to draw a large sector of visitors or tourists. Thus, whether it is Buchanan Street in Glasgow, Princes Street in Edinburgh or Tungku Abdul Rahman Road in Kuala Lumpur all share the same aspirations in wanting to capture their commercial image with their individual townscape qualities. Similarly the West End in Glasgow could create its own niche in the tourism factor by enhancing its own townscape qualities using Byres Road just as Edinburgh has used its, the Royal Mile.³

Since the eighties, Byres Road has embarked on attempts to preserve its traditional character after some not so successful redevelopment around the Hillhead Station. Today the Road has its own share of opportunities that if properly utilised could improve its environment and enhance its role as the heart of West End. These opportunities could range from an overall improvement to its visual appearance to complete interventions or infusions into its urban fabric.

1.0 Understanding the Townscape Study

Townscape is the total landscape of a town; Its natural and man-made ingredients, and those which are a combination of both.⁴ In science, townscape consists in the study and recording of all the elements (from buildings, groups, spaces and variations in level, down to details like street furniture and lettering) which give a town its *individual character*. Similarly these elements or invariables apply to the study of a particular area of a town or a particular road or street of the same town. Gordon Cullen in his well-known "*The Concise Townscape*" (1961 Revised 1985) describes townscape as the "*art of giving visual coherence and organisation to the jumble of*

³Piggy in the middle, High Street .Edinburgh...

⁴Yoshinobu Ashihara, *The Aesthetic Townscape*..... ?

buildings, streets and spaces that make up the urban environment".⁵ Accordingly townscape must not be seen merely as a decoration, a style or a device for filling up empty spaces with cobbles; it has to be seen as the art of using raw materials -houses, trees and roads to create a lively and humane scene. Ivor De Wolfe sees townscape as a form of variables put together and is not town planning nor architecture. *"It is the urban scene stock piled with all its impediments, toys, trinkets, tools, services, conveniences, shelters play-pens and people"*.⁶ Using these he draws parallels and comparisons of the ways townscape are perceived in English and Italian urban scenes. Apart from these two well known authors, Yoshinobu Ashihara in *"The Aesthetic Townscape"* explores these same variables in the context of different cultures particularly the eastern and western that tend to perceive traditional urban spaces differently. He views *Townscape as being born of the relationship between man and his culture and a particular natural environment and it is a manifestation of a community's temporal and spatial conception of its existence*.⁷

Generally all three of them agree that the standards of townscape are first the *sense of place* ("I know where I am") the second the *sense of unity*- the town experienced not as a lot of disconnected pieces but as a whole, with one recognisable each leading into another.

2.0 The Need for Townscape Study

According to the *R.I.B.A. Study Group's* paper *"The Architecture of Conservation"*,⁸ there are basically two reasons why such studies are needed. Firstly, to avoid mistakes. Time and again some historic street or square is ruined by unsuitable

⁵Gordon Cullen, *The Concise Townscape*,(1961,Rev.1985).

⁶Ivor De Wolfe, *The Italian Townscape*,.....?

⁷The Aesthetic Townscape.?

⁸RIBA Study Group.-*"What is Townscape?*,pages 168-170,Conservation & Development in Historic Towns & Cities,edited by Pamela Ward,1968.

alterations and additions; clumsy concrete lamp posts, gaps in the building-line, wastes of dreary tarmac, the destruction of a key building (not necessarily historic), the felling of trees, or the sudden unforeseen intrusion of a large new building outside the area. Valuable enclosures are smashed open for traffic, and strident new shopfronts wreck the scale of neighbouring buildings.

Secondly, to realise hidden assets. Without attention to townscape, sound but shabby buildings which are basically important to the form of a town are in danger of being thoughtlessly demolished. Marvellous spaces which are almost invisible on a map may be "tidied " out of existence. Effective changes in level may be ignored. These hidden qualities and possibilities should be identified and brought out. The townscape study is always needed from the outset so as to influence decisions. the townscape survey map will show where opportunities lie, and this evidence should be considered at the same time as the requirements of traffic and use.

3 0 The method used for Townscape Study of Byres Road

Gordon Cullen instructed: " *Turn to Sight (faculty of sight), for its almost entirely through vision that the environment is apprehended*".⁹ Serial vision is used in almost all the townscape studies. The constant change in views heighten interest, involves the viewer consciously in the urban environment, evokes emotions such as mystery, suspense, anticipation and finally provides a sense of movement through space.

To understand the townscape values of Byres Road serial vision is employed at selected stretches of the Road that sum up the image of the study area. The vocabulary from the three mentioned author has been adopted in describing the subsequent

⁹Gordon Cullen, The Concise Townscape, p.8.

townscape values of Byres Road Study Area. However in presenting the essential "feel"¹⁰ required of the Road, the following information in the subsequent townscape survey maps and illustrations has been included.

- a) Buildings and groups of buildings which are important to the Study Area.
- b) Significant street lines, spaces and shapes to be kept- where the proportion, height, alignments, are important to the Area even if some rebuilding takes place. Entrances to the Road.
- c) Areas of unified character which should be safeguarded. Sequences of spaces.
- d) Important views, skylines.
- e) Details: materials, floor spaces, street furniture, lettering, etc.
- f) Opportunities: scope for improvement which will at the same time reinforce the character.

In response to the image mentioned earlier, two factors become important:

- 1) the approach route to the place and
- 2) some background knowledge to the setting of the place that provides its material, colour and texture.

The former creates the degree of impact in the observer with the latter being the source for its resultant townscape character. Both influence the initial impression which is reinforced as one begins to explore the area further.

4.0 Approach Routes' sense of quality

The existence of two distinct burghs (Partick and Hillhead) in the last century through which Byres Road thrived as a major shopping street has left an indelible mark on the way the road is approached today. There are three ways:

- 1) the northern approach from Great Western Road, (Fig: 74)
- 2) the southern approach from Dumbarton Road and
- 3) the east-west approach from Highburgh Road-University Avenue. All three approaches provide varied sense of arrival to the Road. The junction at the northern

¹⁰As defined by the Civic Trust's "Pride and Place"

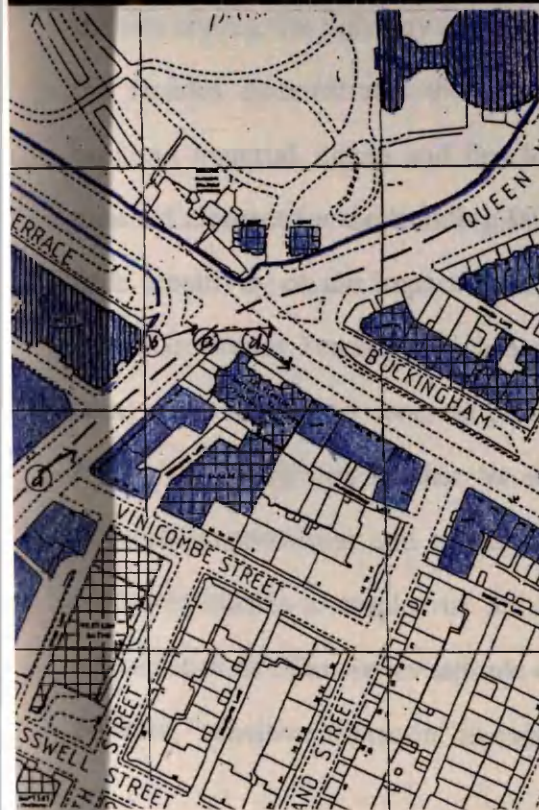
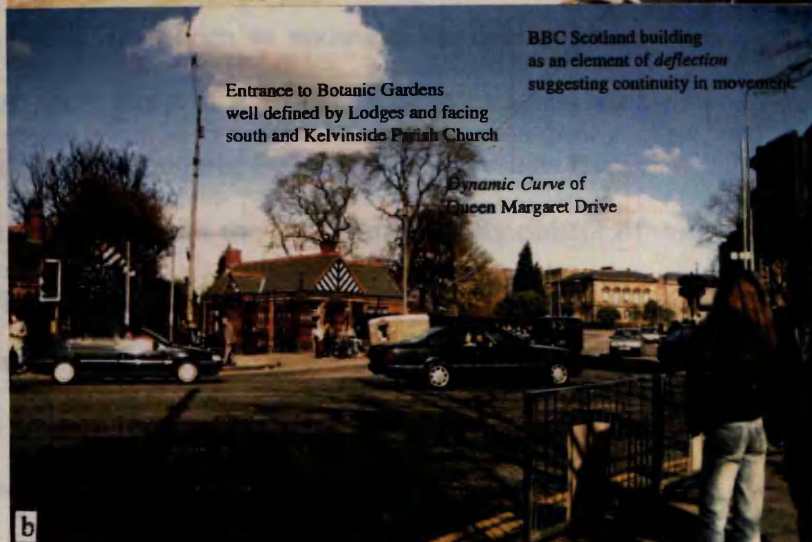
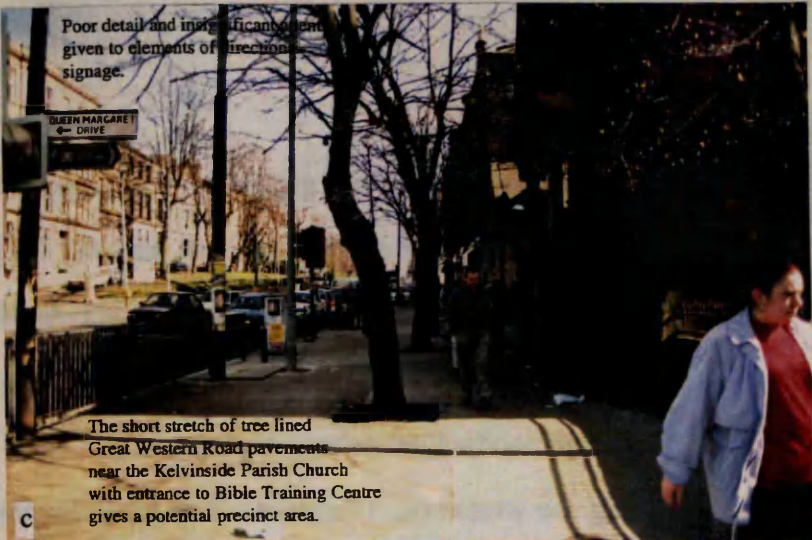


FIG.74: TOWNSCAPE DESCRIPTION (North of Byres Road)

The serial view from Byres Road towards north shows the need for a well articulated entrance which will give prominence for pedestrian movement across Great Western Road .

The junction which forms the Nothem Approach into Byres Road is surrounded by a number of listed buildings whose floorscape are unfortunately one of poor coordination. Providing a good solution on the floorscape will largely alleviate the chaotic traffic junction off its confusion between a pedestrian link across to the Botanic Gardens and the regular vehicular traffic.

approach is rather less formal within a formal setting, having tree lined grand terraces parish church (which houses the Bible Training Institute) whose steeple graces the skyline for the entrance into Byres Road. The junction at this point is a confusion of priority, both for the pedestrians trying to cross to the Gates marking to the Botanical Gardens and the vehicles often with irate drivers trying to understand whose right of entry it is (due to the poorly timed computerised traffic system)¹¹. Somehow one gets the impression that the importance had always been to maintain the continuity of Great Western Road as a boulevard, at the expense of making a formal cross axis with defined entrances to Byres Road and Queen Margaret Drive.¹² The entry into Byres Road brings one immediately in visual contact with the architectural embodiment of the late sixties, the *Safeway* superstore (built in 1972). Its use of red facing bricks for the facades demonstrates the seventies preference of that material as a common building material, cheap and fast to built with. The overuse of this material as an external element for the building fabric is considered typical of that era which placed little sensitivity on the impact of the surrounds. However, its neighbour, the Grade A listed Grosvenor Terrace (which houses a hotel) is in fact, an uncanny reconstruction using glass reinforced concrete panels after part of the building was gutted by fire in 1978. The rebuilding of this terrace shows what can be done where enlightened concern; imagination; and money are available to preserve historic buildings. Both represent classic examples of attitudes of the day when a site was available for redevelopment. The sixties attitude of complete rebuilding to maximise profit and the eighties, "sensitive approach" to existing townscape qualities.

In contrast the southern approach from Dumbarton Road at the Partick Cross has been carefully planned with corner buildings (one of them being the Royal Bank Scotland) that ease the traffic into Byres Road giving the impression of a formal entrance. Unfortunately this entrance with a glaring absence of any visual closure on the south

¹¹ Author's experience reveals the difficulty in turning towards city using a car.

¹² Clarification from Dr. John Russell, The 1970 Road Proposals. 21.11.1993

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side of the Cross (due to the planning blight of the sixties when major road widenings were intended) lacks the earlier strong definition. It overlooks the derelict lands of former mill sites and store yards that pose a poor impression of urbanscape, a fact made worse by not according any listed status to the prominent buildings nearby. However this end of Byres Road, rebuilt at the turn of the century with red sandstone buildings, represents some of the best Victorian tenement cum shops architecture.

The third approach is midway off Byres Road along a line that represented the original boundary lines separating the two former burghs and Gilmorehill. The approach from Highburgh Road, a corridor lined by a well-established residential neighbourhood of middle-class tenements on both sides whereas the entry from University Avenue is one that invokes despair and disappointment at the characterless junction since this part was realigned that destroyed the integrity of the former triangular site. (See Figures 75 and 76)

5.0 Historical Background to Townscape Qualities

Frank Worsdall in "*The Tenement, A way of life*"¹³ describes the growth of burghs as one of the most interesting phenomena of the second half of the nineteenth century. Partick and Hillhead were among such small burghs that were created on the city's edge. They had taken advantage of the Police Acts of 1850 and 1862 which allowed "populous Places" of 1200 or later, 700 inhabitants to become an independent Police Burgh. That enabled them to frame by-laws and set up their own Dean and Guild Courts to supervise the erection of new buildings. The west of the city was the first to be developed starting with Partick including Partick Hill and Whiteinch further northwest. Partick obtained its burgh status in 1852 with a population of 5000 rapidly increasing to 10,917 in 1861 ; 17,693 by 1871. This was due largely to the erection of shipyards and other industries along the River Clyde and River Kelvin.

¹³Frank Worsdall, *The Tenement- A Way of Life*, W.RChambers Ltd., 1979. p.98

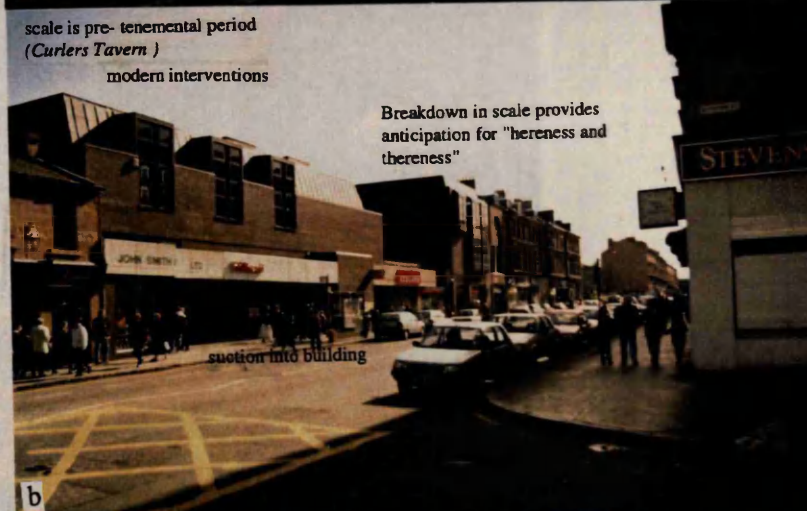
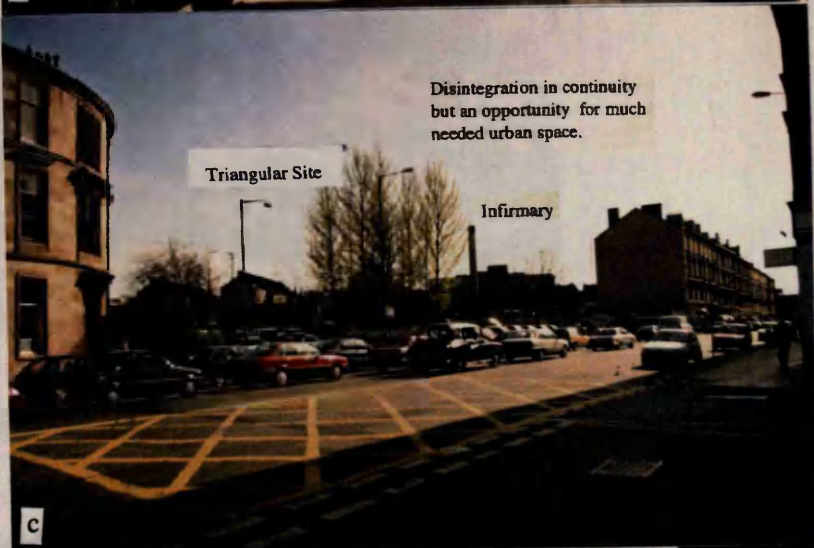


FIG.75: TOWNSCAPE DESCRIPTION

The intactness depicted by the continuous wall of 4-storey tenement shops was never repeated on the East side of Byres Road. Fronting the Hillhead and the University in the North end of the Road it is constantly disrupted by either buildings with lesser heights or those providing punctuations to the road corridor by *object buildings* like the former *Church Street Primary School* in the South end.

The road sides parking are rampant and often create an undesirable screen between the pedestrians and the Road.

vertical hierarchy

tenements

shops

parked cars as buffers



View from South.

View in 1966



View in 1990

FIG. 1 FIG.76: VIEWS OVERLOOKING THE TRIANGULAR SITE.

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"The character of the place changed equally rapidly. The old village of crow- stepped cottage disappeared; to be replaced by working class tenements, while as building spread northwards along Byres Road, an area of middle class tenements grew up beside the new university. Further north at Partick Hill , one of the early garden suburbs developed since the late 1830s with villas and cottages now changed to an area of middle class tenements" - Frank Worsdall.¹⁴

Hillhead, the police burgh, grew along the line of Great Western Road and was formed in 1869. Starting in the early part of the nineteenth century as a garden suburb, it changed about mid-century from villas to high class terraces and tenements to become a desirable and popular residential neighbourhood at the turn of the century. This is evident from the number of public, ecclesiastical and school buildings that form the cornerstones of the current townscape values.

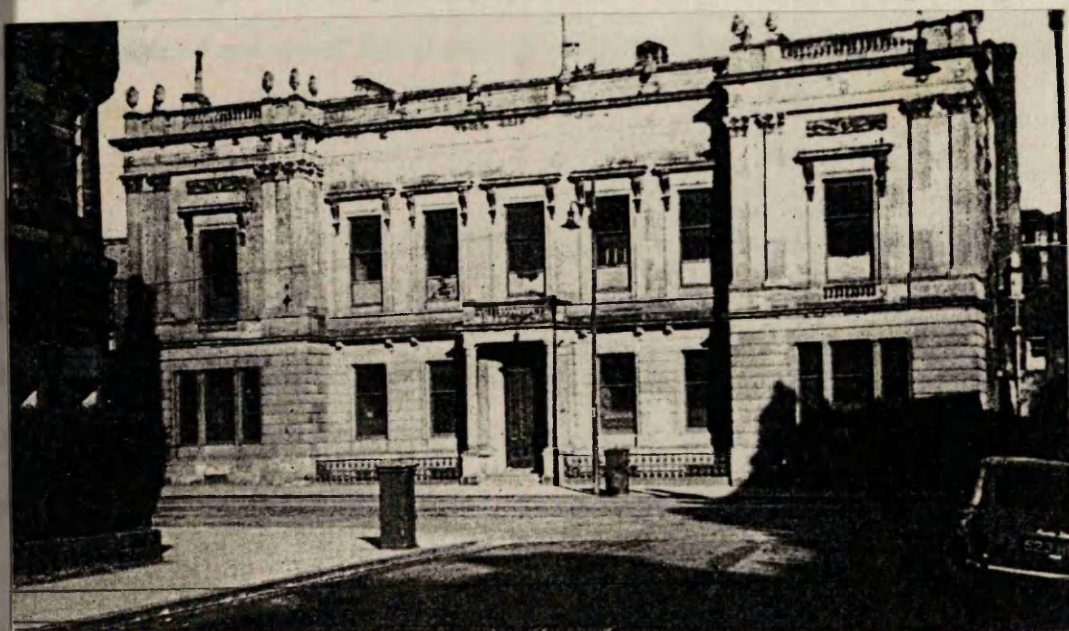
In a trend that typifies the dilemma besieging post-industrial Glasgow, a good number of them are currently being used for different purposes, marking the general decline in population of particular neighbourhood communities. Hillhead finally lost its former Burgh Hall in 1970. (Fig:77). Had this survived it could have been the centre of a fine public precinct for Byres Road.

Sandstone-The Traditional Material

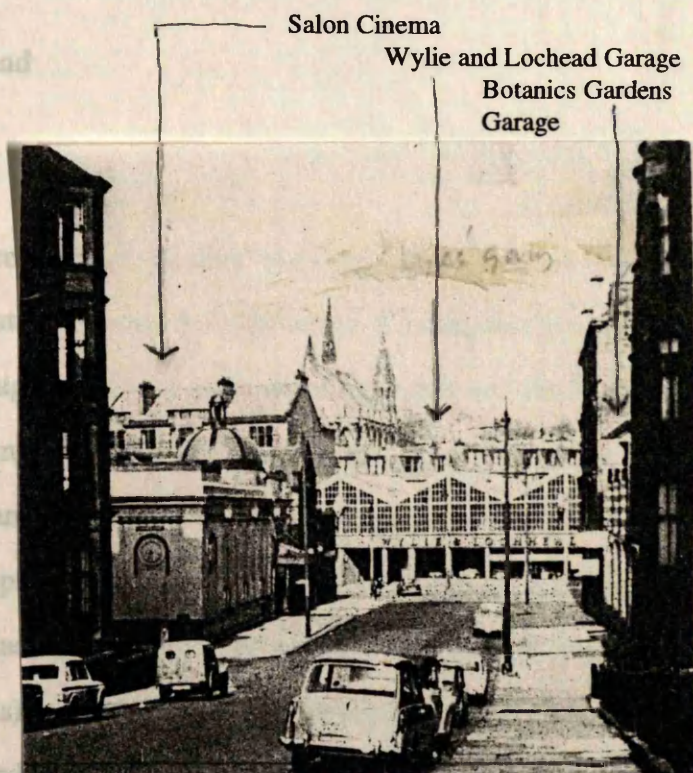
The main traditional materials used for the buildings are sandstone. They were from basically two types; the grey or biscuity coloured (sometimes called white sandstone) carboniferous stock and the purplish red sandstone.¹⁵ The grey or white sandstones were used for buildings built between 1840 till about 1890. They were supplied from quarries around Glasgow. Hillhead and Maryhill had their own quarries to meet the

¹⁴Ibid,pp-98-99.

¹⁵Williamson,,Elizebeth- The Buildings of Scotland.Glasgow.



Burgh Hall was replaced by
Public Lending Library in 1972.



Salon Cinema
Wylie and Lochhead Garage
Botanics Gardens
Garage

Wylie and Lochhead Garage replaced by
Safeway in 1968

FIG.77: SIGNIFICANT BUILDINGS (DEMOLISHED)

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demands during that period of rapid development and most of the buildings of Byres Road at the Hillhead end are of this group. Even Gilmorehill supplied stones from its own quarries for the building of its University.

The red sandstones, basically from Ayrshire and Dumfriesshire quarries were used for most of the Glasgow buildings between 1890-1914. These stones were of better weathering quality and used extensively for buildings in the Partick end of Byres Road that replaced the cottage type houses. Thus, today the south end of Byres Road has better quality stonework than the more affluent north end.

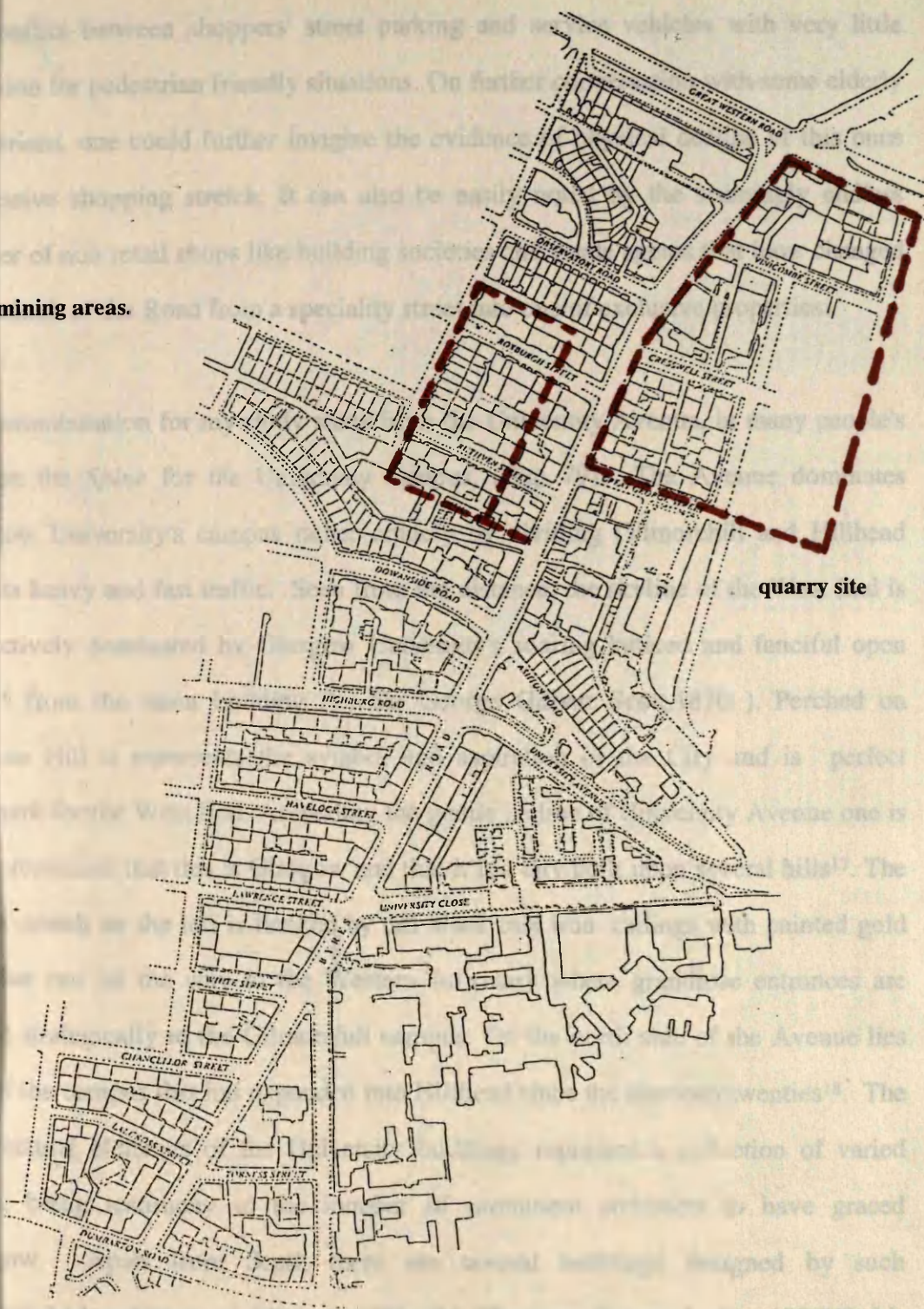
Mineral instability has been caused by these former quarries. The buildings at Vinecombe Street bear evidence to this fact with only the ground level and basements left of the four floors. (Fig:78).

6.0 Imageability of Byres Road

a) The Main Corridor

An initial impression of the Area was one of unity and harmony kept intact amidst this major function of a shopping street outside the city centre. It is impressive to note the way Glasgow has carried through its unique tradition of tenement architecture to such an extent even in main shopping corridors like Byres Road. The tenement is used as an effective yardstick for urban scale with the closes, sandstone features, colour and texture allowing the uninterrupted flow of commercial and shopping activities. Yet on closer inspection the place had been mishandled with either poor recent developments (using red bricks) particularly around the under ground station to some cleared sites in poor visual order or without useful urban functions while awaiting permanent development. These environmental indifference become further deepened by the poor maintenance of streetscape elements (like pavements, lamp posts, signage

Former mining areas.



Hillhead and Gilmorehill were part of quarry grounds at one time. Two such areas have been identified from surveys from Hillhead Housing Association Remit Area.

FIG. 78: IDENTIFIED AREAS OF POOR GROUND CONDITIONS

and directional boards, litter bins); unimpressive or sometimes insensitive shopfronts; the conflict between shoppers' street parking and service vehicles with very little provision for pedestrian friendly situations. On further conversation with some elderly pedestrians, one could further imagine the evidence of physical decline of this once impressive shopping stretch. It can also be easily noted by the seemingly endless number of non retail shops like building societies and estate agents that have changed the outlook of the Road from a speciality street into one of exclusive properties.

The perambulation for my study starts from the University Avenue, in many people's opinion the *Spine* for the University campus. (Fig: 79). The Avenue dominates Glasgow University's campus rather crudely by dividing Gilmorehill and Hillhead with its heavy and fast traffic. Seen from the distance, the skyline of the West End is distinctively dominated by Glasgow University's soaring latticed and fanciful open spire¹⁶ from the main building (by Sir George Gilbert Scott, 1870). Perched on Gilmore Hill it represents the symbol and aspiration of the City and is perfect landmark for the West End. Ascending the gentle incline of University Avenue one is easily reminded that this is Glasgow and that it is a city built upon several hills¹⁷. The whole stretch on the left is flanked by tall black cast iron railings with painted gold tips that run all the way to the Western Infirmary where grandiose entrances are placed strategically to the Gilmorehill campus. On the north side of the Avenue lies part of the campus that has expanded into Hillhead since the nineteen twenties¹⁸. The architectural elements of the University buildings represent a collection of varied styles, being testimony to the number of prominent architects to have graced Glasgow. Apart from Scott, there are several buildings designed by such distinguished architects as Alexander "Greek" Thomson (Pearce Lodge, 1885)¹⁹, J.J.

¹⁶The Spire was designed and added by J. Oldridge Scott in 1890

¹⁷Andre Gomme in "Architecture of Glasgow"

¹⁸ A master plan to such effect had already been prepared by the University by....,

¹⁹ Pearce Lodge is a reconstruction of elements from the 17th. c. College building.

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Burnett (McIntyre Building, 1908), T. Harold Hughs (Reading Room, 1939) to name a few out of many.

...ment sitting side by side rather uncomfortably with the infamous stark architecture of grim reinforced concrete blocks (Rankine Building, c.1969). Passing the Quincentenary Gate (1954) one reaches the zenith of the avenue and the archaic stone gateway next to the MacIntyre Building, one can see Hillhead Street forming a perpendicular axis to the north. Hillhead Street is an important fractional street for students as the library, refectory, and accommodation offices are situated there. It also has the Hunterian Museum and Art Gallery with the interior of Charles Rennie Mackintosh's House. The tall multi-storey library block as a twentieth century monument is a hard contrast to Scott's spire. Obviously a strong visual and physical link is needed to connect both sides of the Avenue due to massive movement of students and visitors alike. This can be achieved by emphasising for a pedestrian priority over vehicular movement along the Avenue. The character of the Avenue itself is further lessened by the closure at the bottom of the descent, towards Byres Road. Here, the double storey student nurses' hostels form a very poor closure or even an effective deflection to the Avenue being devoid of any suitable scale or texture to the area. Their poor quality (visual outlook) no doubt suggests about temporariness and a strong need to have a building that will reassert the character of the triangular site. By virtue of the area of the site and shape, it has contributed a strong historic element to the overall physical layout of the Study Area²⁰. A further poor impression, is created by the multi-storey teaching block. Boyd Orr (1972), a sad testimony to the architecture practised in the sixties. Nevertheless its International style ought to be preserved as a testimony to sixties and seventies folly so that such mistakes, detrimental to the local character are not repeated.

The "character assassination" mentioned in the onset of this chapter is blatantly clear at the characterless junction of Byres Road, University Avenue and Highburgh Road.

²⁰The triangular site formed the distinct cornerstone of the three boundaries of Hillhead, Parkhill and Gilmourhill.

who have practised styles ranging from Scottish Baronial and Scottish Renaissance to the Modern Movement sitting side by side rather uncomfortably with the infamous sixties architecture of grim reinforced concrete blocks (Rankine Building, c.1969).

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The "character assassination" mentioned in the onset of this chapter is blatantly clear at the characterless junction of Byres Road, University Avenue and Highburgh Road,

²⁰The triangular site formed the natural cornerstone of the three boundaries of Hillhead, Partick and Gilmorehill.

congested with traffic lights and telephone booths where an ill defined public space and a short stay carpark have been carved out of the triangular site. This was a by-product of the realignment of Ashton Road, that fronts the listed Ashton Terrace (1862), with Highburgh Road. This curvy three storey terrace was originally longer than it is today, part of it having made way for the Boyd Orr Building. The terrace is classical and one of the earliest to be built in the area for the growing number of upper middle-class families. The ashlar stonework from local quarries is truly Glaswegian in character. Their status as a high-class terrace is obvious by the bowed first floor oriels and rounded dormer windows for the attic used exclusively for such classes.²¹ The three story height also distinguishes the terrace from latter middle-class tenement blocks around Byres Road that have four stories.²²

From this location, one can note that Byres Road dominated by vehicles and it is a major arterial hampered by frequent loading and unloading which underline the servicing problems. Also the problem of underparking is conspicuous by the stream of parked vehicles along Byres Road and the side streets.

In terms of scale the width of the Road forms a 1:1 ratio²³ with the height of the tenement cum shop buildings. The heights are generally of uniform scale; four stories with ground floor shops giving a rhythm of horizontal movement. In terms of style the rhythm and unity of the facade are maintained using the white or sometimes yellow sandstone buildings employing simple classic motifs on their late-Georgian facade while the red sandstone buildings reflect the Victorian influence particularly in the regular application of bay windows.²⁴

²¹ Andore Gomme, The Architecture of Glasgow...?

²² The Buildings of Scotland - Glasgow.

²³ according to the scale analysis by the author

²⁴ Andore Gomme, ...Architecture of Glasgow.

57

On the west of the road one enjoys the full extent of the morning sun and vice-versa on a good day along the shopping stretch making it a pleasant high street activity despite the poor pavement conditions or floorscape and the absence of any urban nodes between certain intervals. The gentle curve of the Road from Ruthven Lane towards Great Western Road provides the drama where, while maintaining a visual continuity in the street fenestration (within the intact nature and scale of the facade), it obscures the constant interruptions of the perpendicular streets that are less obvious but sudden. Despite such problems the streets on the west create varied vistas, closures and punctuation amidst a strong residential environment. Unlike the intact west facade the east side is constantly broken by buildings having non conforming scale with a large numbers of them (new redevelopment) providing very little contribution in terms of traditional character to the Road. The gridiron pattern, unlike that on the west side, is rendered less obvious here by not maintaining the integrity of buildings which are mainly single storey with brick facades. Further north, the conspicuous contrast in architectural styles is provided by two major buildings; the *Public Lending Library* (1972) with bold vertical aggregate-faced panels between narrow glazed strips on the east side and the Safeway superstore (1972) on the west. These "modern" interventions were planned prior to 1972 when the area was designated as a Conservation Area.

Walking up towards the top of the Road the focus of movement is controlled by the Kelvinside Church's spire at the northeast with the punctuation of the gently curving Road done by the glass dome of the Kibble Palace, (a conservatory with Category A listing) taking a centre stage in the Botanic Gardens. Along the route is the *Curlers Tavern* (1847), the oldest public house²⁵ which is also the perfect reminder of the scale of buildings that once graced some parts of the Road.

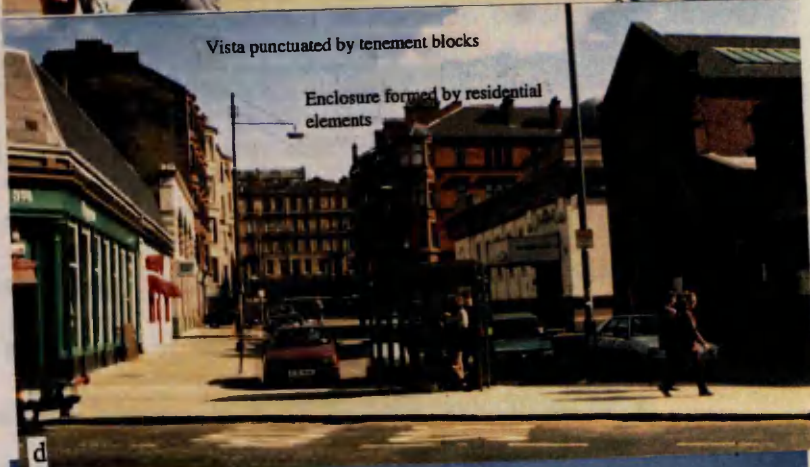
²⁵Hillhead Album,,1972

The poor regard to the provision of public amenities, like telephone booths which are tucked away into pavement spaces forming returns into the adjoining perpendicular streets, so that the Road is in critical need of thoughtful thinking in this area.

The drama provided by the serial vision draws a mixed reaction from a careful observer by the discovery of elements of surprise in the adjoining streets. Here, after the initial joy of finding something exiting, soon turning to a lament at the lack of consideration given either to utilising or incorporating their potential contributions in the overall streetscape activities. First there are the individual contributions by the *Hillhead Baptist Church* (1883), in a neo-Greek style at Cresswell street and the *Belmont Hillhead Parish Church* (1887)-obviously French,²⁶ at Observatory Road and Saltoun Street junction. These are buildings that could be regarded as the "invaluable objects or jewels" of the area, capable of providing potential precincts adjoining Byres Road. Then there is the rare group or collection of buildings posing various styles interposed between Byres Road and Vinecombe Street. The *Salon* (1913), early Cinema has low restrained pilasters and dome tacked to the *Western Baths Club* (1876-81) whose facade is a mixture of Palladian and Venetian Gothic; the Italianate *Botanical Gardens Garage* (1912) with a boldly arched green and white tiled front situated at the opposite end, together with the Electricity sub-station (1912) provide a group value that could form a backdrop to a large urban square. Instead they lack any serious intention or attempt in highlighting their existence and subsequent integration with the main stream activities. Forming part of the scenario in this area according to Professor W.Lever, is the evident example of Glasgow's disastrous habit of demolishing tenements above the lowest storey, in this case keeping just a cast iron columned ground floor and giving it a ridiculous slated hat.²⁷

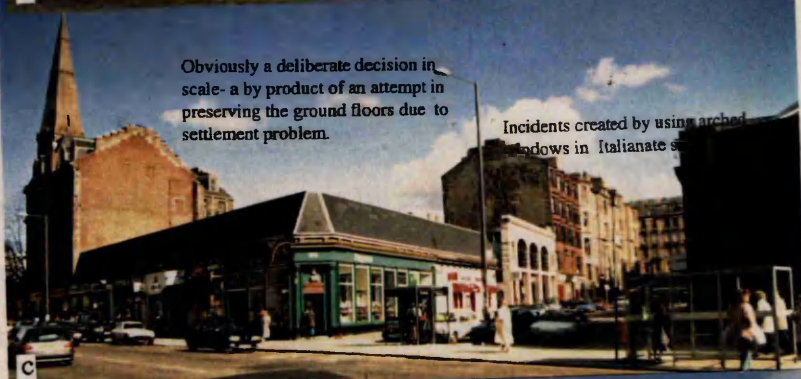


As the view shifts forward the "silent member" (the Electricity Board building) becomes the focus for attention.



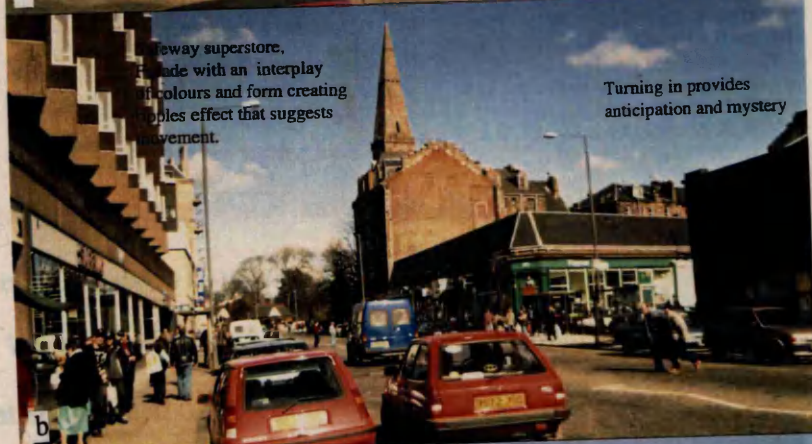
Vista punctuated by tenement blocks

Enclosure formed by residential elements



Obviously a deliberate decision in scale - a by product of an attempt in preserving the ground floors due to settlement problem.

Incidents created by using arched windows in Italianate style



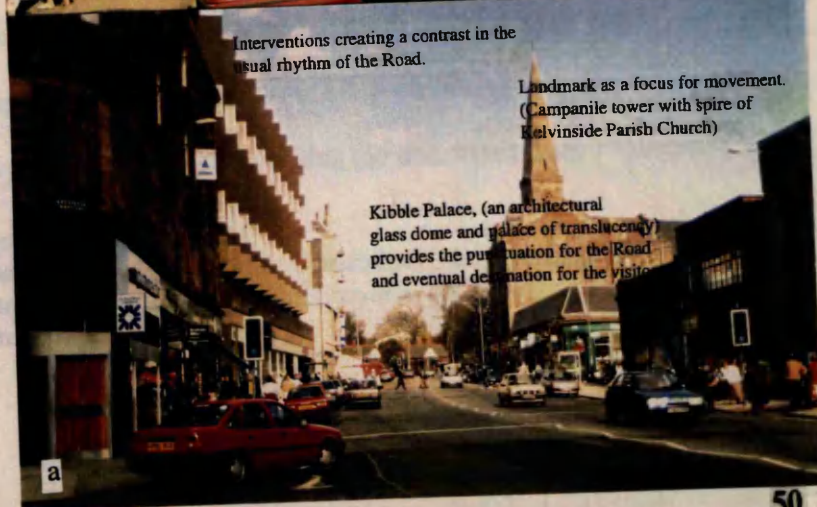
Freeway superstore, facade with an interplay of colours and form creating a complex effect that suggests movement.

Turning in provides anticipation and mystery

FIG. 80 : TOWNSCAPE DESCRIPTION

The serial has the ingredients of townscape qualities that make the place become memorable. The drama that unfolds for the viewer by its interplay of scales, juxtaposition of styles and the joy of discovering potential urban space, that has so far been missing along the Road, is simply disappointing when the due recognition of its architectural group value is not forthcoming.

GROUP VALUES



Interventions creating a contrast in the usual rhythm of the Road.

Landmark as a focus for movement. (Campanile tower with spire of Melvinside Parish Church)

Kibble Palace, (an architectural glass dome and palace of translucency) provides the punctuation for the Road and eventual destination for the visitor.

60

Towards the south end of Byres Road the vista is of a distant Govan industrial area, whose skyline once was dominated by the towering hoists and cranes of the former shipyards. (Fig: 81). On the east side the completeness of the tenement blocks are conspicuously broken or disjointed at a number of locations leaving a few undesirable sights (in particular the exposed gable at the junction of University Avenue. Part of the reason, according to the Roads Department²⁸ was due to the sixties idea of rewidening Byres Road on the east side to solve the problem of traffic congestion at Partick Cross and Dumbarton Road which aroused opposition from the general public and pressure groups. So when the major part of the triangular site was demolished what remained of the simple classical row fronting the Road was left unoccupied for a long time pending further decisions²⁹. Due to the growing conservation awareness and the need to preserve townscape qualities the remaining row was rehabilitated to its former character of shops cum tenements. Such a strong display³⁰ of preservation for local character also came to light, in this block, when the new owners of a local pub house, *The Rubhayat* renamed it and redecorated the interior which caused strong protest from its regular customers so that the owners had to revert to its earlier name and interior. However its exterior, made of facing brick or cladding is for once agreeable.

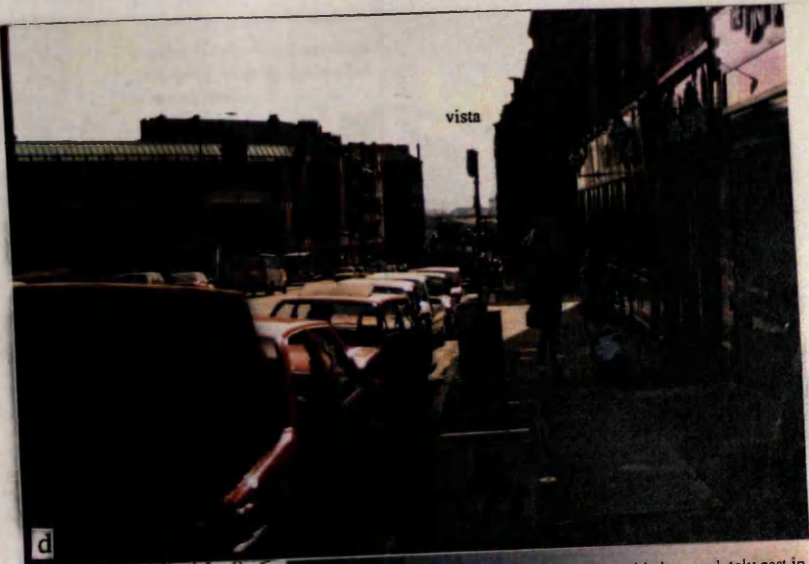
Moving south from the shops at University Avenue /University Place, the junction of Church Street becomes visible where confusion is momentarily experienced as to whether Church Street (lined by the Western Infirmary) or Byres Road (with its continuous simple classical tenement shops lined on its west side) up to Partick Cross takes the prominent role. It is interesting to know that it was Church Street which had the tram routes making it the more significant one³¹. However it is obvious today by the row of shops that the southern Byres Road stretch provides the dominant role.

²⁸According to Ir. Mortimer, of Northwest Glasgow

²⁹According to Mr. Harkins of Thomas Harkins The Jeweller. Subsequently there is a current proposal by Hillhead Housing Association to close the exposed gable with suitable additions.

³⁰According to Mr. Harkins and Proff. W. Lever

³¹According to Tony Voght.



The West side is completely cast in shadow during the afternoon.

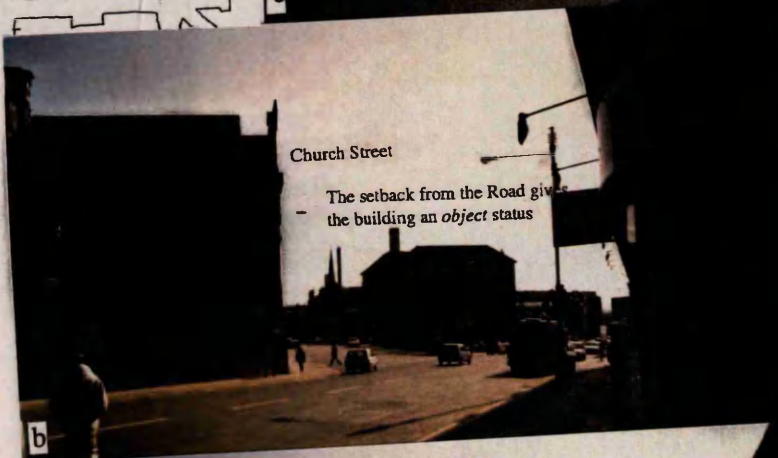
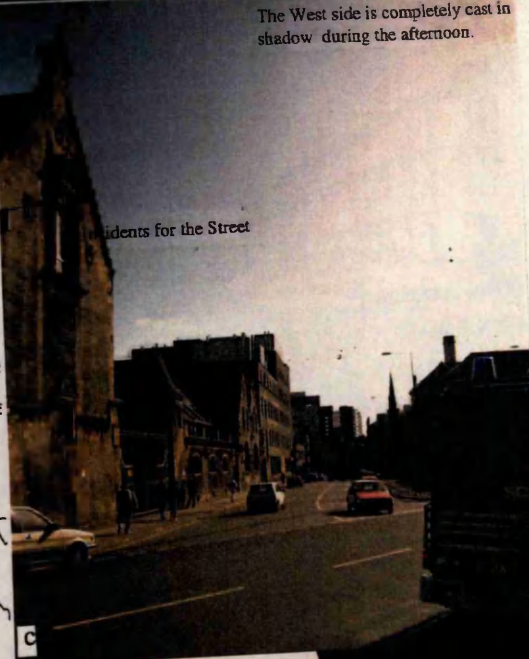
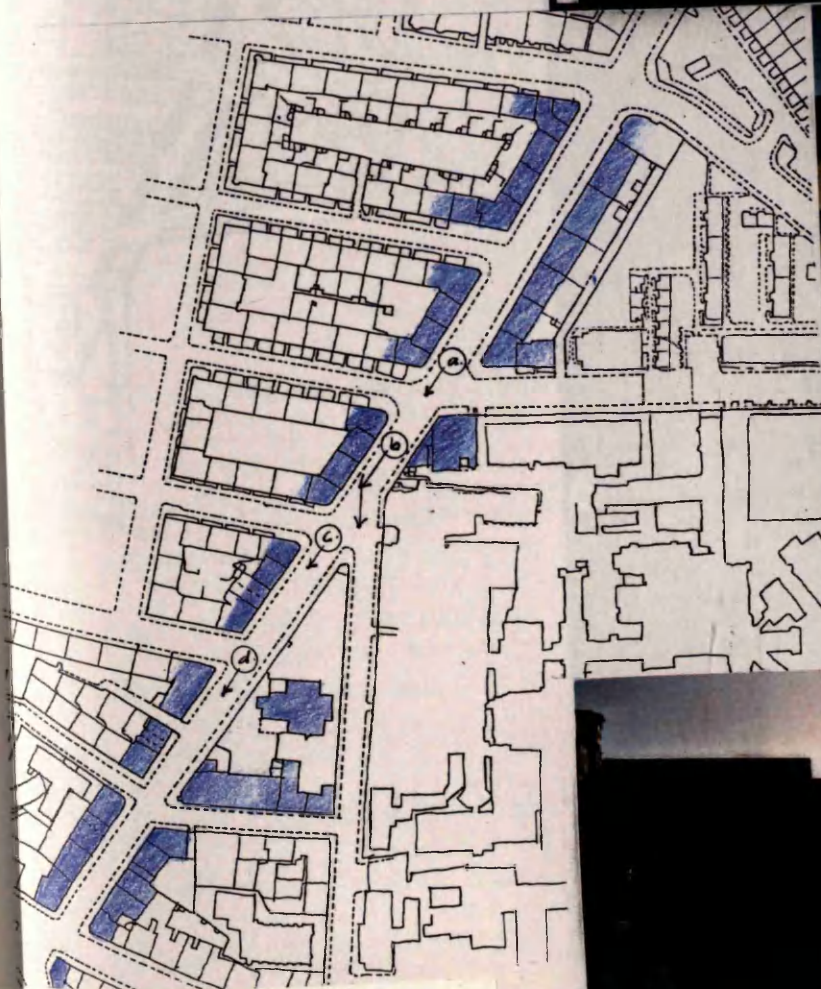


FIG.81: TOWNSCAPE DESCRIPTION

The serial view unfolds the non commercial stretch of the Road. The integrity of the Road as a main shopping street fades away to reveal the Infirmary. The Scots Renaissance style gable with an elaborate aedicule window of the North part of Infirmary (c.1894-6), provides the incident to the Road at the Church Street junction.

The Former Church Street School building is set back as an independent object that is neither directional nor deflective. Seen together with the spire of the former Partick U.P. Church, it characterises the Road's residential neighbourhood.

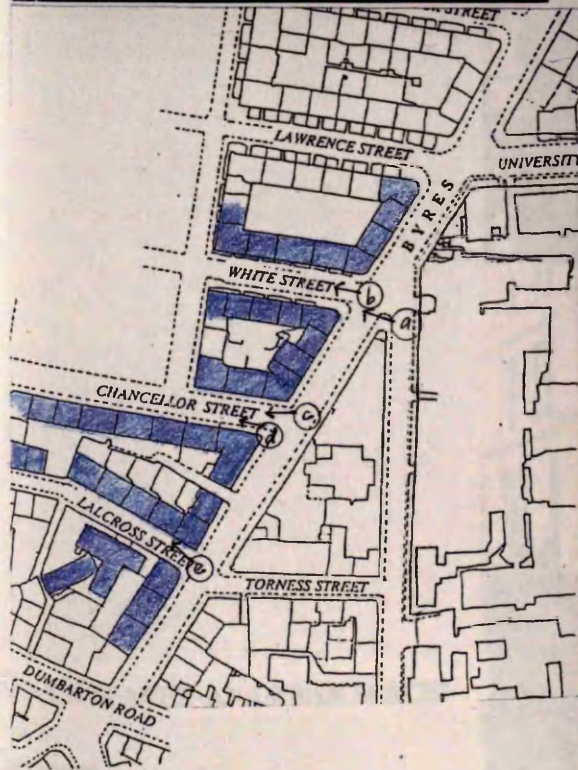
63

The former Church Street Primary School (by Bruce & Hay, 1903) sitting at this junction bears witness to the historical association with Govan Parish School Board and clearly is a major land mark at the southern end of Byres Road. This magnificent turn of the century red sandstone Italianate style building, is unfortunately, being under used as a social security office. Where the shopping stretch occurs only on one side of the Road its quality as a major shopping street is significantly reduced. Despite maintaining the traditional shopfronts in terms of scale and appearance, their quality is in desperate need of upgrading to form the basis for a vibrant centre at Partick Cross that will counter balance the north end facilities while simultaneously becoming a focus to draw shoppers to this end.

b) The Adjoining Streets and Lanes

The adjoining streets are fully residential in character with tenements dominating the pattern. (Fig: 83). The only significant exception is the Western Infirmary in the south-east corner. The elaborate detailing or features such as oriel windows and ornate entrances distinguish the more affluent from the lesser with mundane facades in the Partick. Despite its overwhelming character, some limited premises at ground floors are being used for other uses such as shops and offices.

The demarcation between residential uses and shop premises is by dividers such as fences that range from short cast iron railings to shrubs. The spaces left between shops in the return and the residential property is what seems to be the "left over spaces". (see Fig: 84). In fact they are an important part of urban space and play a vital role in linking the commercial domain with the residential one. However the condition study reveals that they lack the quality to make them part of the desirable public realm of Byres Road.



The architectural strength of the streets lie in the fact that they collectively represent the preserved inner-city tenements of a certain sector of community that gave the character to Partick.

The tenements are modest in style and had recently completed an enhancement programme. Such measures has given an economic boost and confidence to this end of Byres Road. The shops are of convenient in nature with improved street parking.

FIG 83: SIDE OR RETURNING STREETS OF BYRES ROAD'S PARTICK END.



d



c

Window front gives a better contribution to external space

Distinction between territories

Side entrance to public house



b

blunt advertisements

Floor contribution from shop for an urban space

Place with a role to play



a

Shop front contribution to external space

LEFT OVER SPACES - AN URBAN SPACE?

Left over spaces - an urban space ?

The areas between the main road (Byres Road) and the returning streets are presently under used as in some cases to place public phone booths or left as mere spaces between commercial and residential premises.

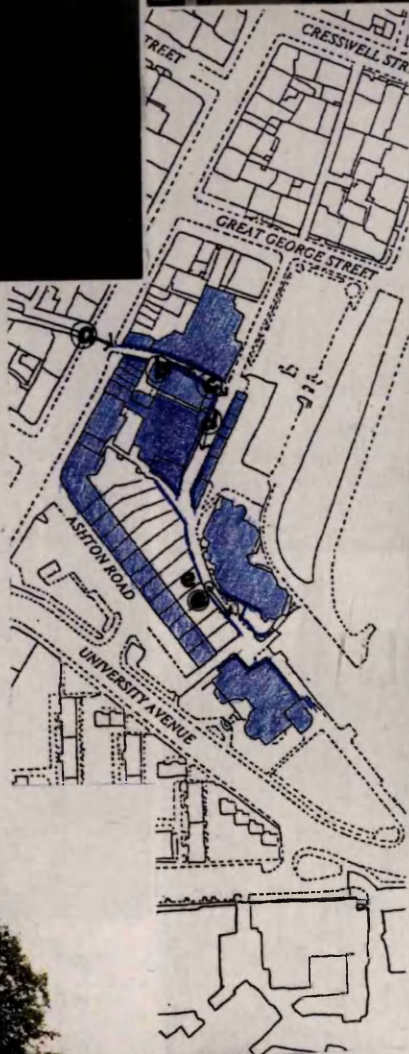
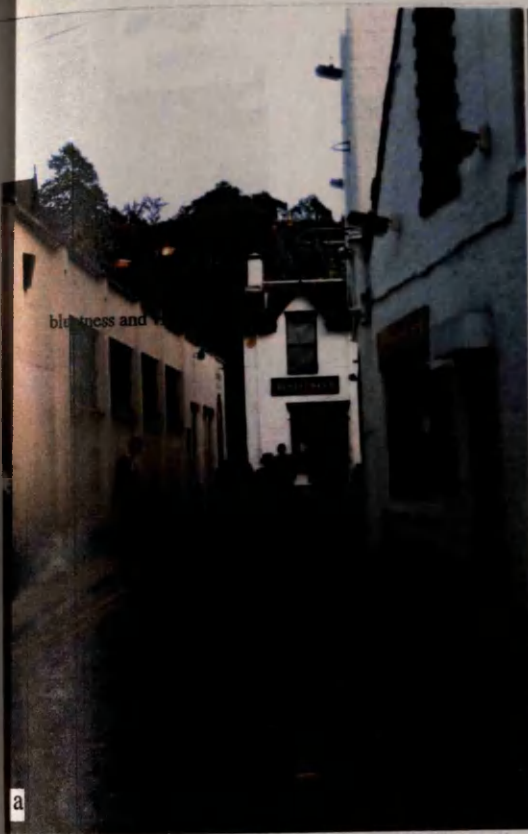
These spaces should be employed to provide series of focal spaces or nodes that could reinforce the pedestrian element and viscosity of the pavements.

c) The Back Lanes

The backlanes of Byres Road offer varied experiences ranging from extension to main shopping activities, as in Vinicombe Street; Great George Street; Chancellor Street to the narrow entry lanes of Ruthven Lane and Ashton Lane that open into spaces of exploratory nature offering a choice of entertainment such as cinema, eating outlets of very good star rating, galleries, cafes, craft centres, souvenir shops, and newly converted office premises.

The buildings are mostly single and double storey and used to be stables and coachmen's quarters, hay lofts, stores and garages. Their conversion into fancy and trendy buildings today offering variety of activities indicate their importance to many of the town centres today.

(Refer Figures 85, 86,87 and 88).



The white wash given to the former red brick buildings give a complete transformation to the character of Ashton Lane's entertainment stretch.

It is a total contrast to the tenement shops with their scale and use of pitch roofed windows. The colour used invokes a "Continental" effect and the use of traditional setts denote a pedestrian friendly environment.

FIG 85 : ASHTON LANE



The former, *coachmen's quarters* above and *stables* below, row is used mainly as "popular" pubs and eating outlets. The scale is reminiscent of the back lane buildings.

Buildings in original texture in harmony to cobbled stone lanes.

Mystery and Anticipation

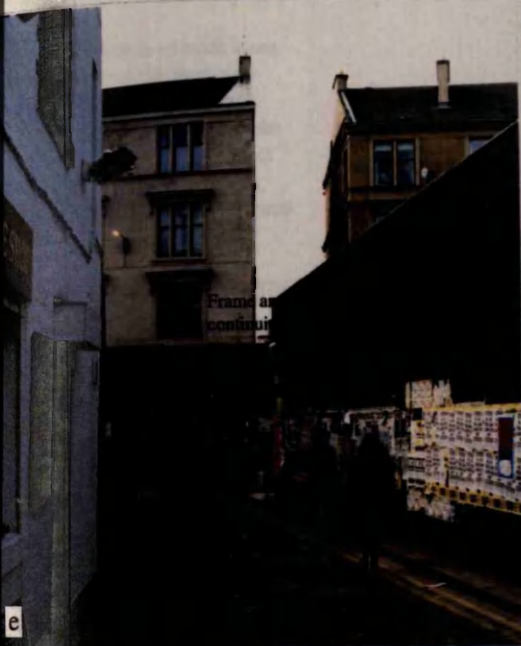
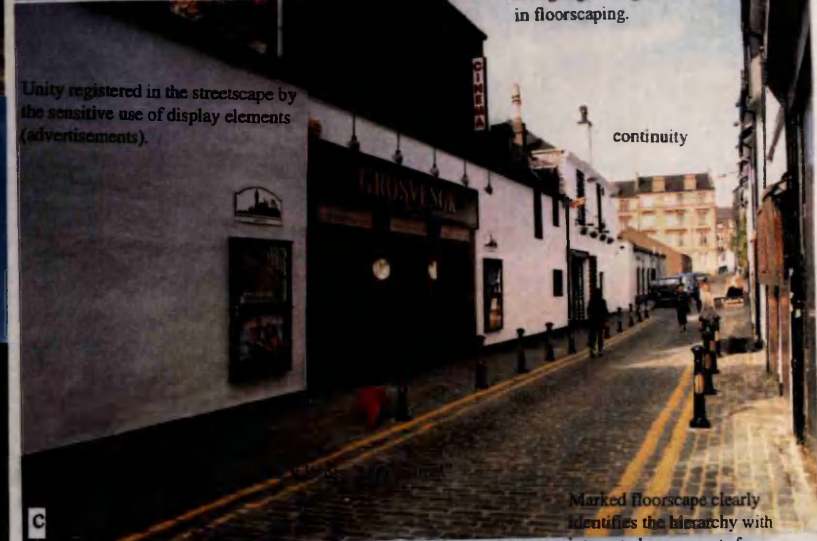
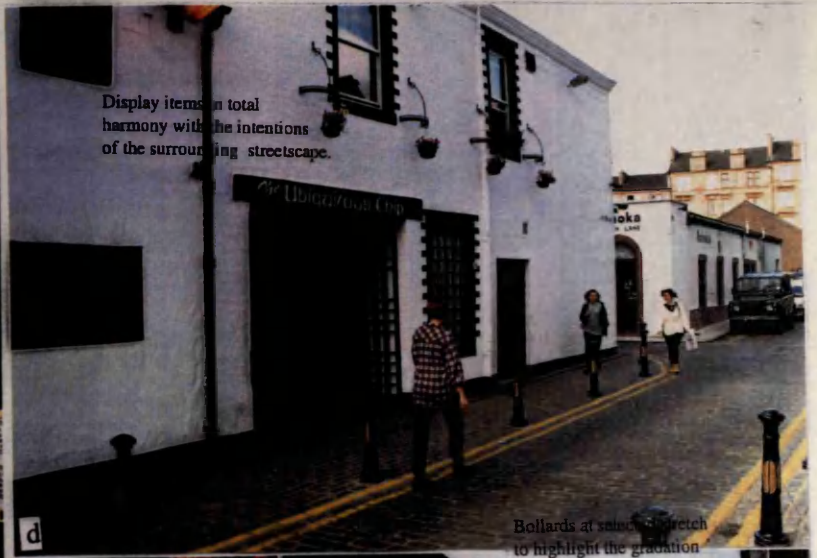


FIG 86 : ASHTON LANE



Continuous stretch of back lanes
found behind the East side
of Byres Road from Ashton
Lane in the south to Vinecombe
Lane in the north. Some aspect
of their architectural qualities
are highlighted through the serial
vision.

FIG 87 : TOWARDS GREAT GEORGE LANE

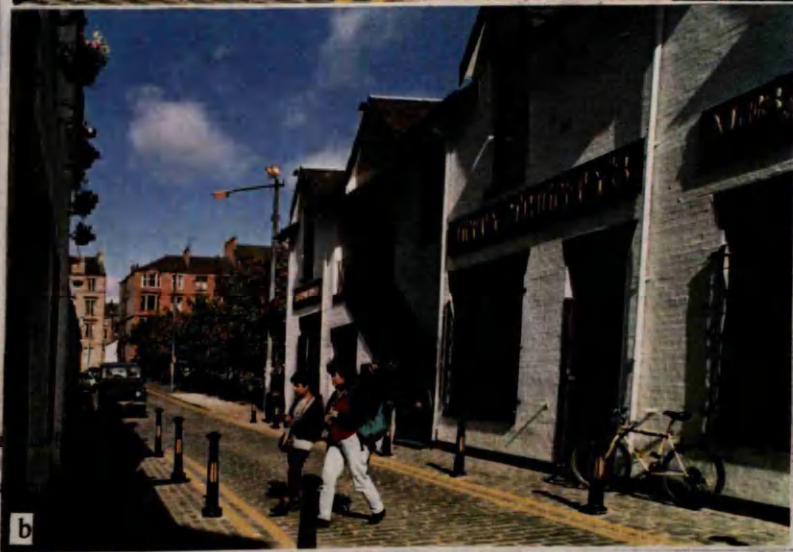
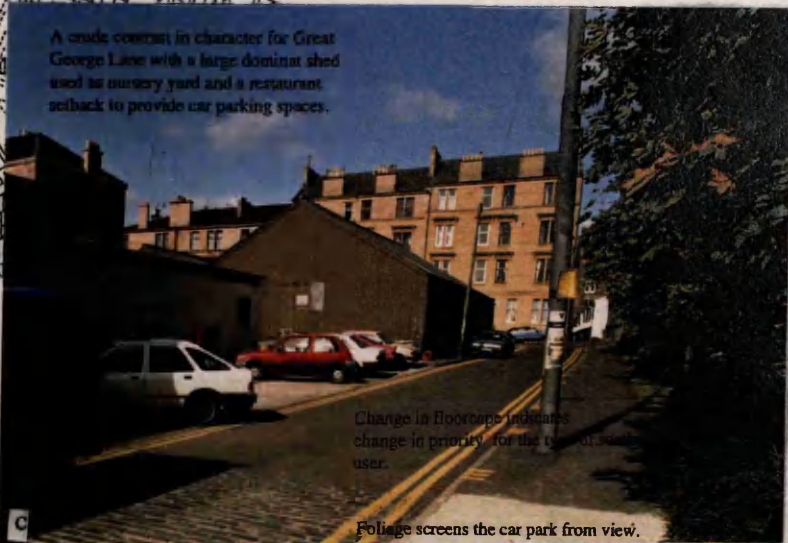
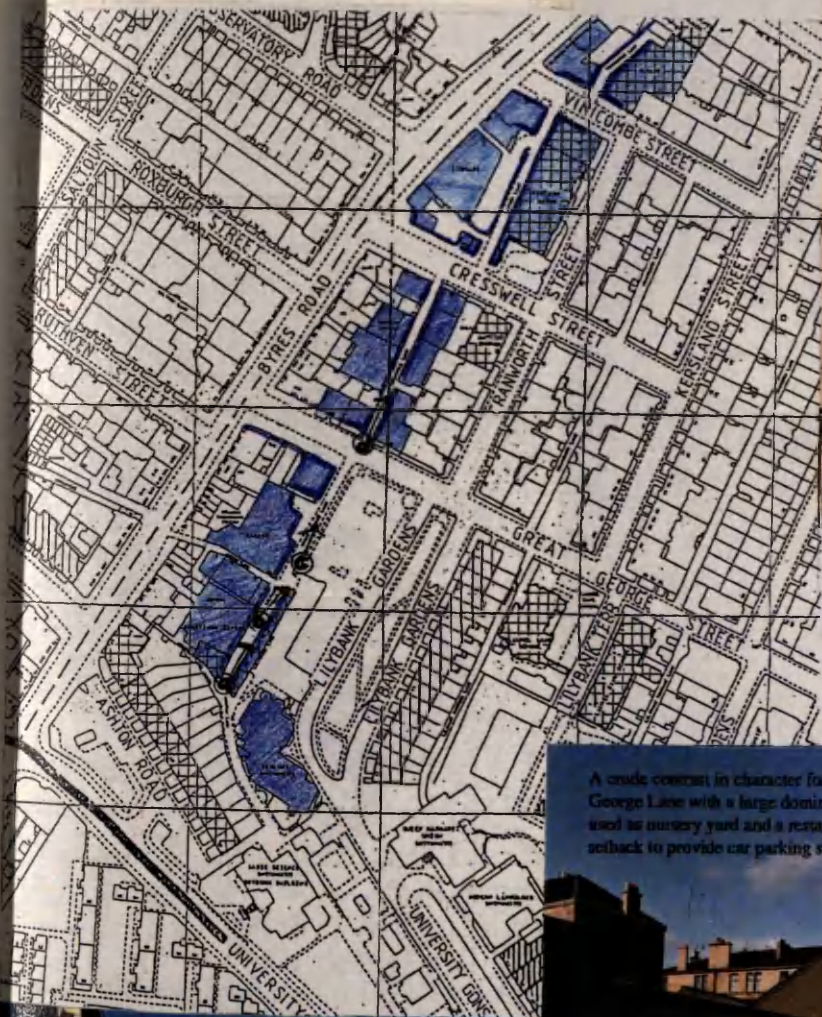
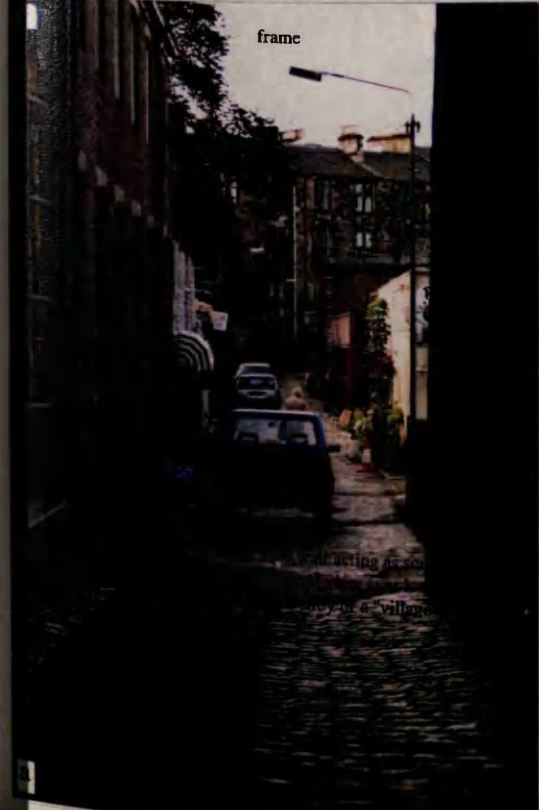
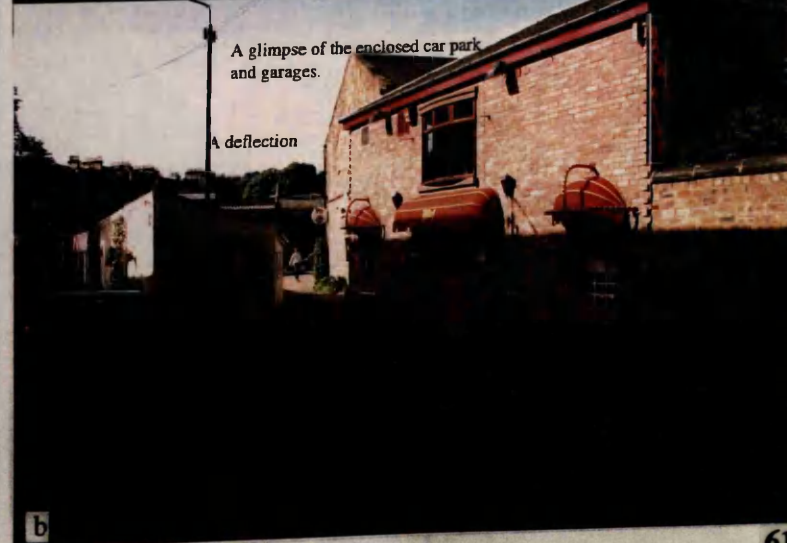


FIG 88: RUTHVEN LANE



frame

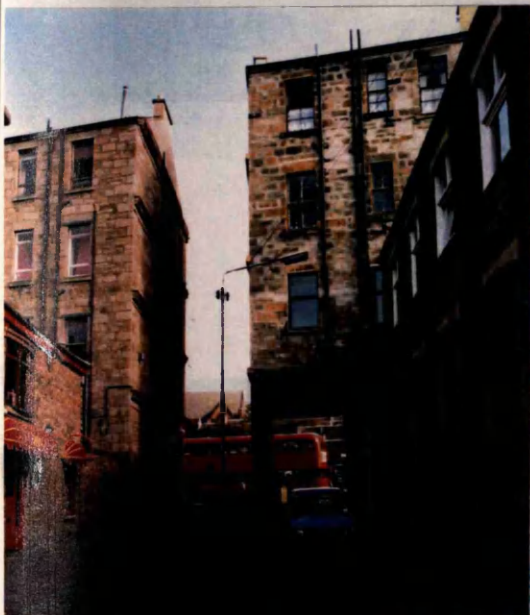
A glimpse of the enclosed car park and garages.

A deflection

PLACE WITH A ROLE TO PLAY

FIG 89: RUTHVEN LANE

Additional photographs of Ruthven Lane showing the nature of the area that seems to await a transformation to take place.





Cresswell Lane towards George Street Lane.



Restaurants.
Art and Craft shops

Cresswell Lane overlooking Vinecombe Lane.

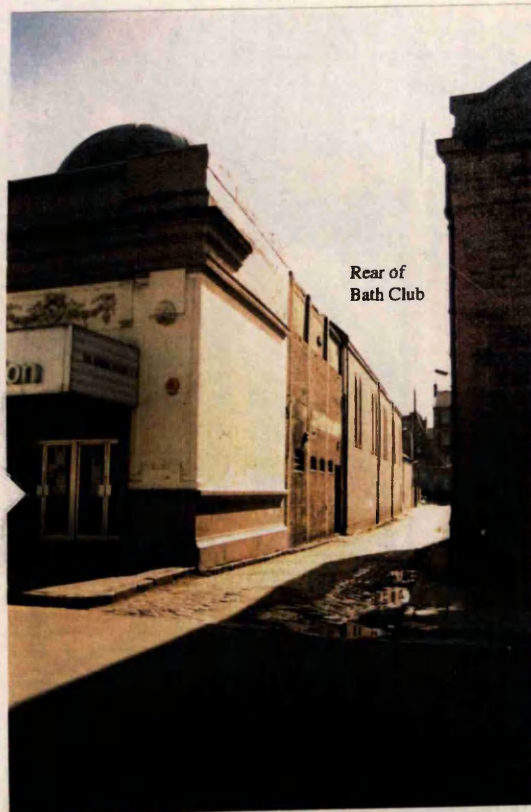


Restaurant

Workshop

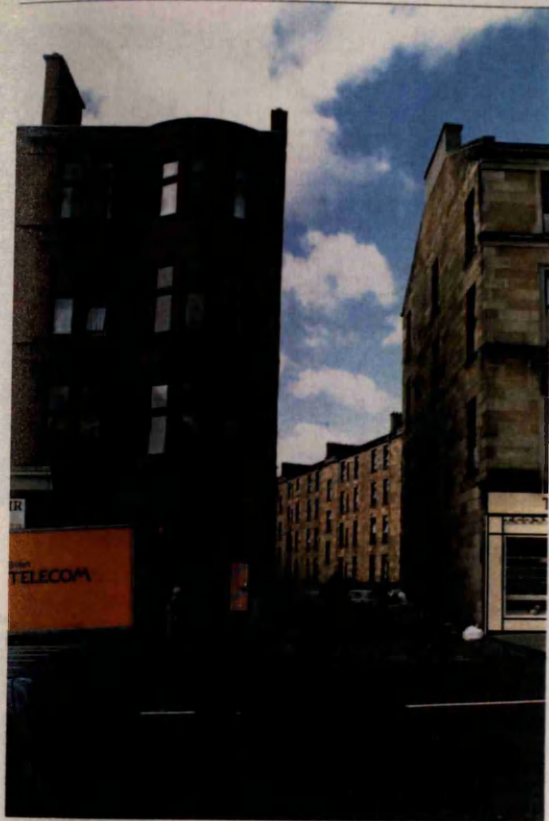
Former Cinema

Vinecombe Lane.

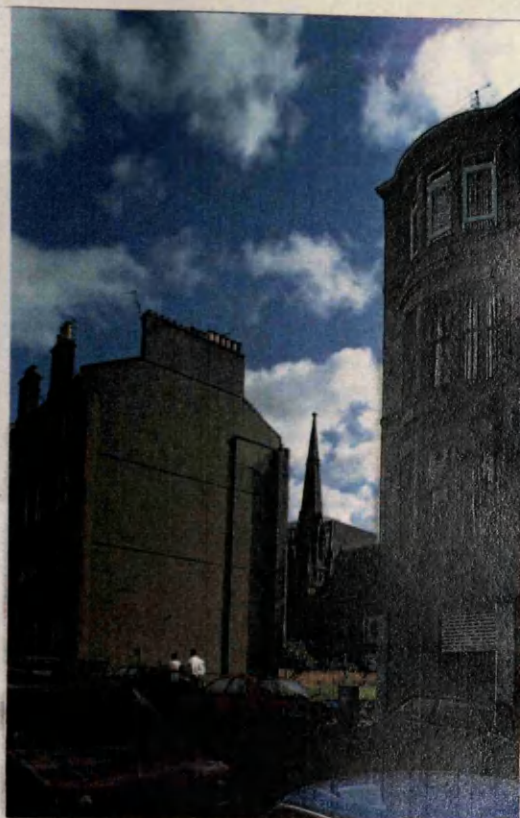


Rear of Bath Club

FIG 90 : CAPTURING THE WIDTH AND QUALITY OF LANES.



Improvements and rebuilding taken place
in the rear for Dalcross Lane



Existing gap site at Torness Street
A view of former Partick Parish
Church.



Use of stone
craft is a
welcome sight.

Entrance into new developments for former
gapsites, @ Elie Street and Chancellor
Street.



Existing entries for closes (left) and
tenements from Byres Road - in need of
visual improvement.



FIG 92: BACK COURTS

A compilation of existing conditions.
A visual decadence.



Some gardens are well maintained.
Examples of traditional materials in the back courts.

d) The Urban Scenes

- 1) Details**
- 2) Materials**
- 3) Lighting**

Strong light creates
contrast of light and dark, the same
contrast which is seen in people.

Hillside Underground
Station (street, pedibus)

streets for shops

FIG 94: PAVEMENT LIFE

PAVING TOWN SQUARE AND THE
STREETSCAPE



Along Byres Road.
Flocks of birds share the same
pavement with groups of people.



Great George Street



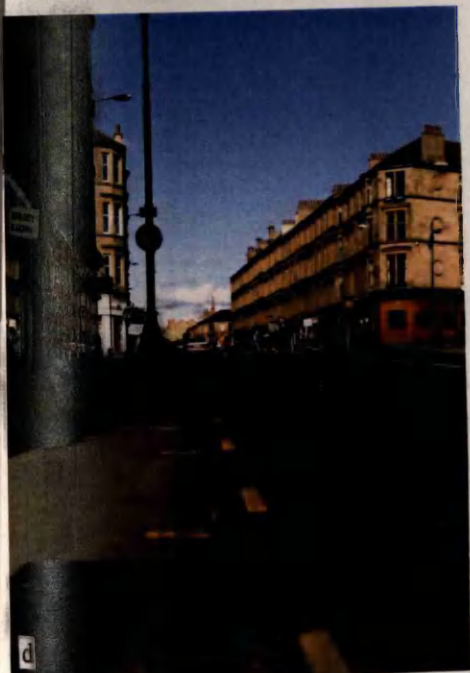
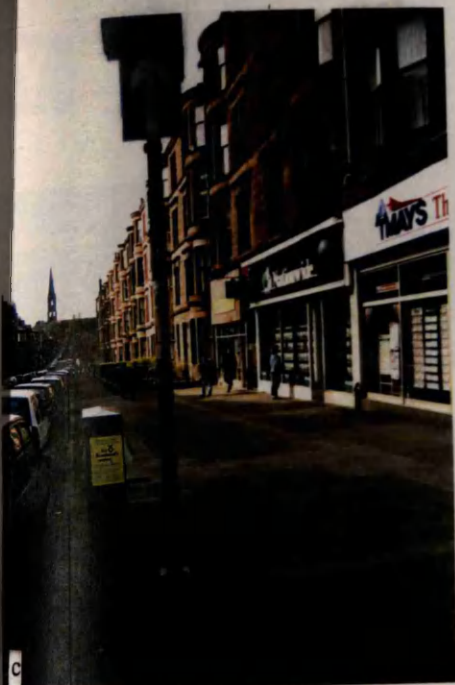
Hillhead Underground
Station.(street peddler)



servicing the shops.

FIG 94: PAVEMENT LIFE

ALONG BYRES ROAD AND THE
RETURNING STREETS.



poor street paving



poor maintenance work



AY



Car finding "shelter" next to poorly maintained street elements

FIG96: SOME STREET ELEMENTS
A VISUAL DECLINE.

Elements of street scene

Generally the street elements are poorly designed or located in areas without understanding the functional needs for them; or used as a poor buffer between vehicles and pedestrians.

The street elements must be clear and make their message at a glance. Must not be obtrusive, and site their messages in spots most easy to see.



Telephone users should have sufficient privacy from noise and intrusion.



Signs are repetitive elements which have to be simple and clear.



Lamp posts should only function as lamp posts.

Grosvenor Mansions
- a statement implanted
in its corner display.
(an indicator of time)

Symbols and Corner statements

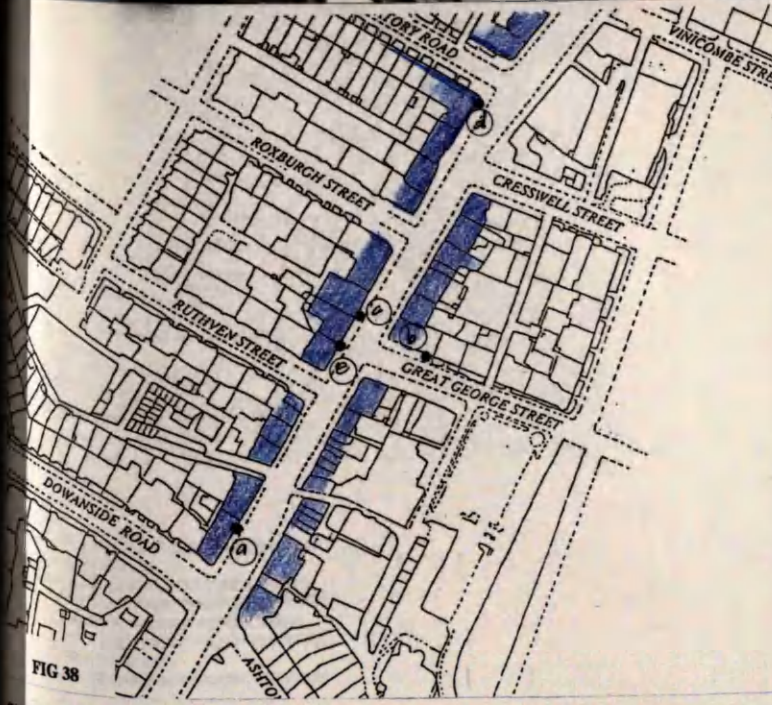


FIG 38

Signage and close panels are
some of the best examples of
such elements that are either
missing or in serious state of
repair.

A well designed and
prominently displayed signage
will have a better appreciation
on the architectural qualities
surrounding them.

FIG 97: SOME STREET ELEMENTS



poor substitutes



could be adopted as a standard design



- A). INSIGNIFICANT SIGNAGE FOR AN UNIVERSITY
- B). UNSIGHTLY CLUTTERS, (WORK CABINS) OUGHT TO BE REMOVED AS SOON AS WORK IS COMPLETED.
- C). LAMP POST AS SIGNAGE HOLDER IS A POOR IDEA
- D). PILLAR BOX IN POOR CONDITION



FIG 98: SOME STREET ELEMENTS



Belmont
Parish
Church -
Jewel of
the night.

Visual scene at 8.00 p.m. on a rainy day.
Absence of people.
Absence of shelter along pavement
Poor visual display of shop windows.

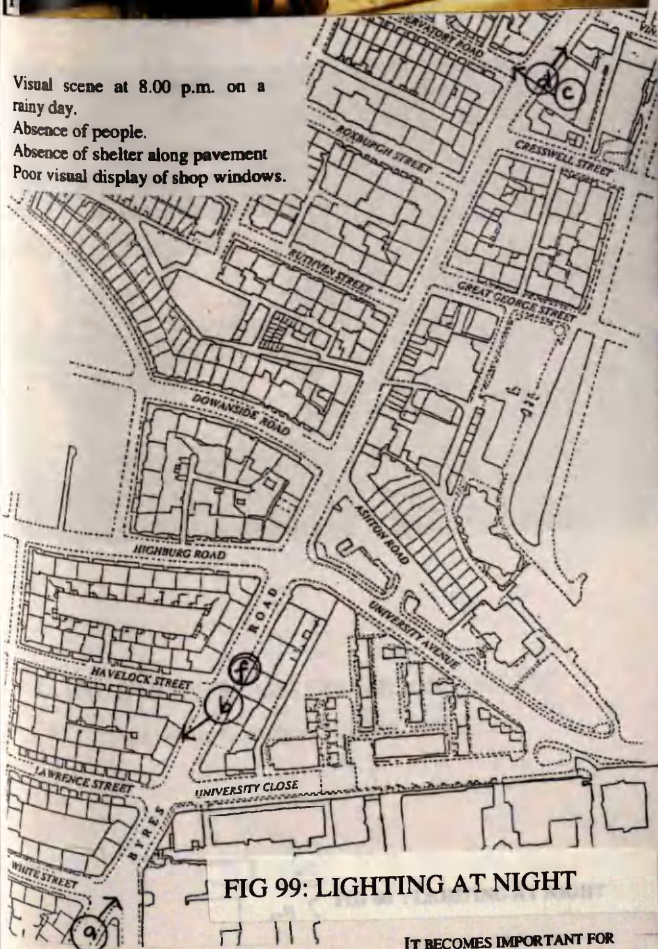


FIG 99: LIGHTING AT NIGHT

IT BECOMES IMPORTANT FOR
REASONS OF KEEPING NIGHT
SCENE ALIVE.
BUT IN BYRES ROAD IT IS
EVIDENT THAT THE
INITIATIVE FOR SUCH MATTERS
ARE LACKING





FIG.100: STREETSCAPE ON A RAINY NIGHT.

POOR LIGHTING AND PROTECTION FROM THE WEATHER.



8.0 The Buildings

Although Byres Road is in the West End Conservation Area (except for *Kelvinside Parish Church*), none of the buildings fronting it has any listing status. However it is the collective contribution as an urban fabric of inner city tenement buildings cum shopping facilities in the midst of a major residential townscape, that has earned Byres Road the status of a major district shopping centre within a major conservation area. Preserving this very nature whilst accommodating the changing needs of the society becomes a very important aspect of urban conservation that necessitates a study of the area which abounds the Road.

The study is briefly divided into:

- a) **The Shops cum Tenements and**
- b) **The Classified Buildings.**

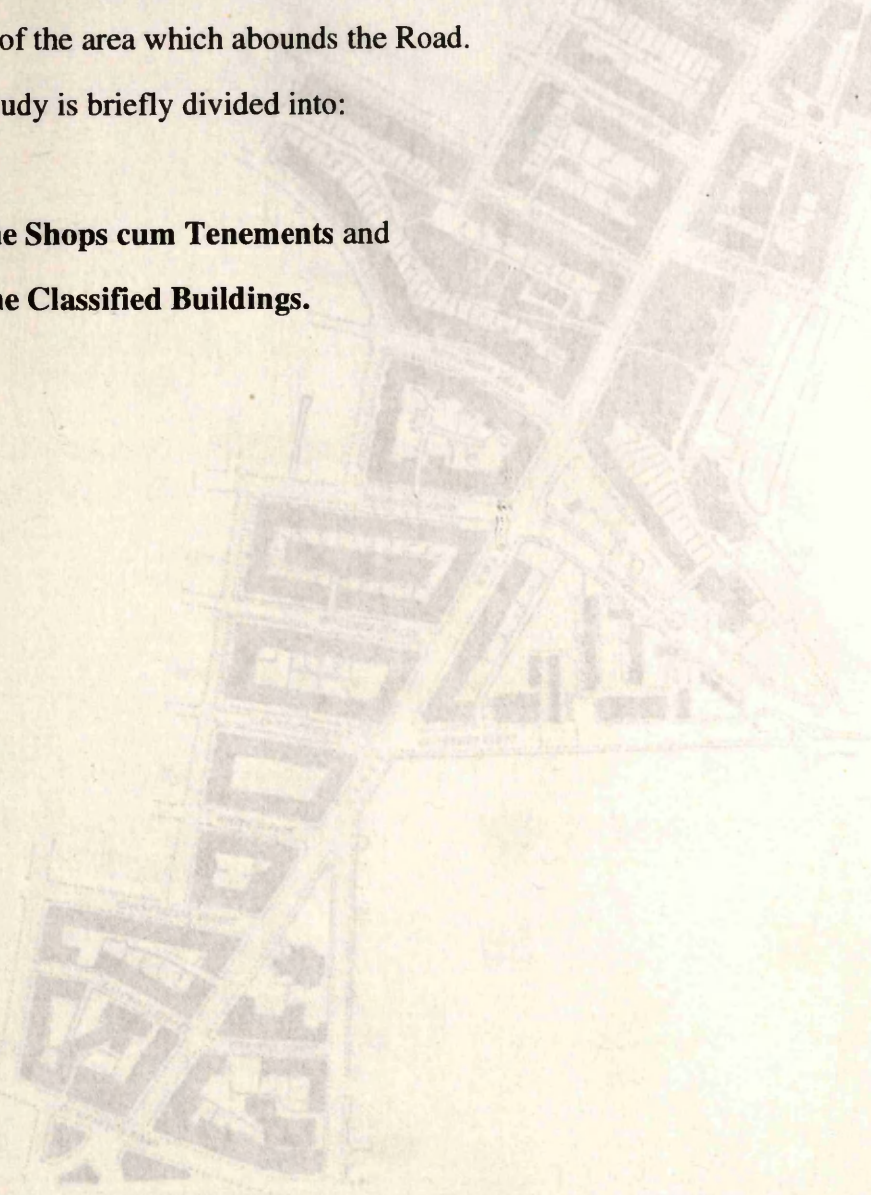


FIG 101 : THE MASSING OF THE STUDY AREA

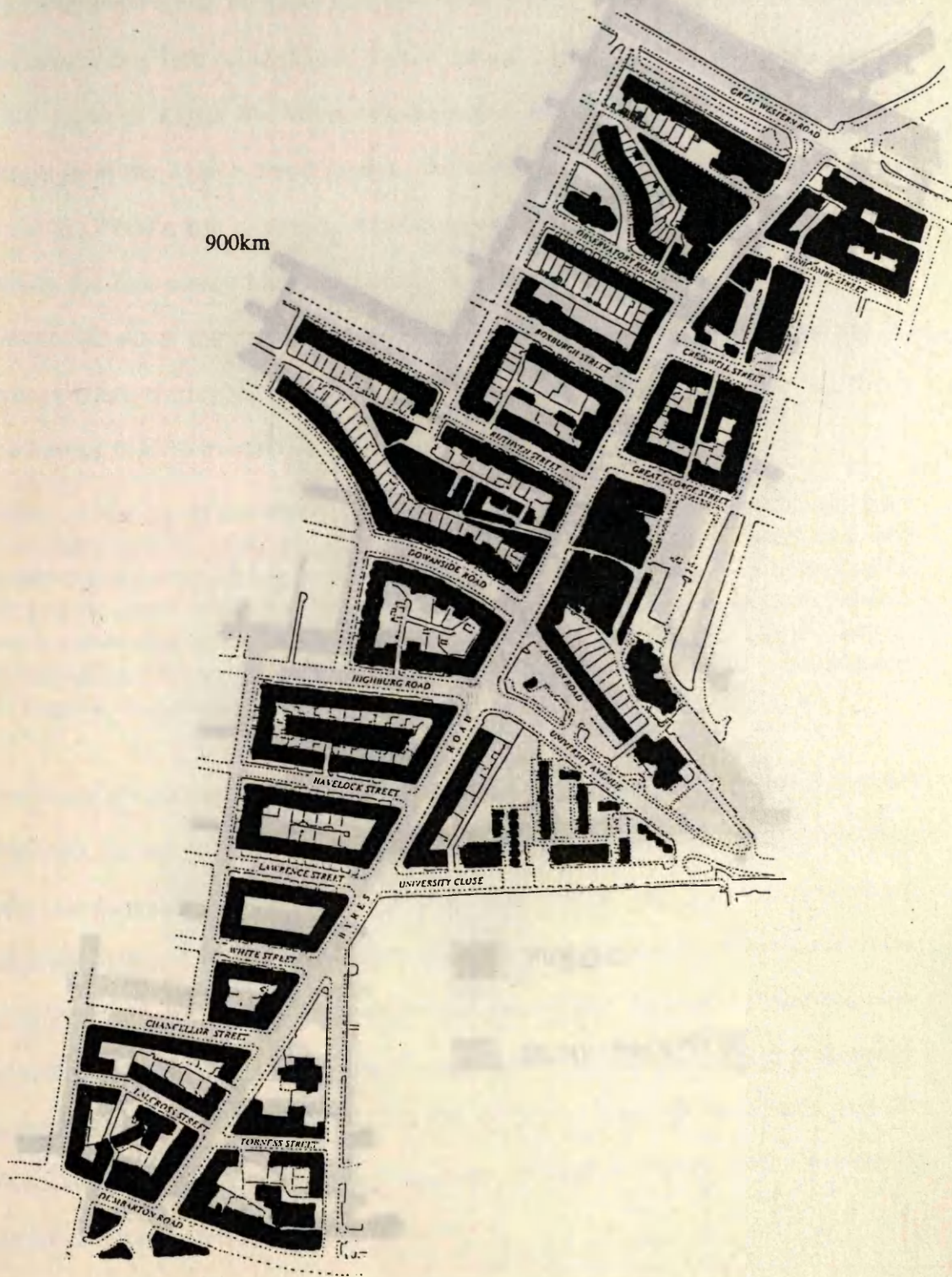


FIG 101 : THE MASSING OF THE STUDY AREA.

Glasgow is a city of monuments
 whose distinction in Glasgow, Scotland
 is not gradually
 flat in a movement within
 was I thirty years ago
 through a door from the
 of Glasgow, And the

satisfaction begins

found 71

Never!



compila

Small lot advantage

■ PUBLIC

☒ SEMI-PRIVATE

FIG 102: THE VOIDS OF THE STUDY AREA

a) The Shops cum Tenements

Byres Road, is a classic case of the socio-economic structure of British society as evident from the shop-tenements existing from north to south. The existence of five storey blocks in the Partick or south end and three storeys in the Hillhead or north end accentuates this fact. As tenement houses became acceptable to middle class families in the eighteenth and nineteenth centuries the height was important in that they seldom exceeded three storeys as in the Ashton Road Terrace. (Refer 174,176 Byres Road). The later period in the late 1800's saw increasing number of four storey blocks along the stretch and equally the four storey blocks becoming a norm for the south end too for practical reasons. However the opening of the shops frontage width was kept larger and the ceilings relatively higher for the Hillhead end. Another significant factor was that it was normal to have basements.

"Glasgow is a city of tenements....Until the 19th century, tenements possibly marked a class distinction in Glasgow, but with the great growth of the city westwards and southwards it was gradually to become accepted that middle class people could own a flat in a tenement without social stigma. However the middle class tenement usually was 3 storey against the common four of the rest;and the middle class dwellers go through a door from the street, rather than a mere hole in the wall." -Architecture of Glasgow, Andor Gomme and David Walker.1967.³²

In contrast the southern end of Byres Road has five storeys' blocks without basements (Fig.104). However they are of better quality stone materials (red sandstone) than their counterparts in the north end as they were rebuilt later when the use of red sandstone became a common standard. The use of double bay windows that was the trend then was added to provide an overall quality that matched the Hillhead end. Nevertheless the detailed design emphasis for corner buildings was less pronounced as would have been expected of Victorian architects. Similarly the shopfronts with console boards and the actual design were more utilitarian in nature whilst keeping to smaller frontage and lower ceilings generally.

³²Andor Gomme & David Walker, The Architecture of Glasgow,1967.

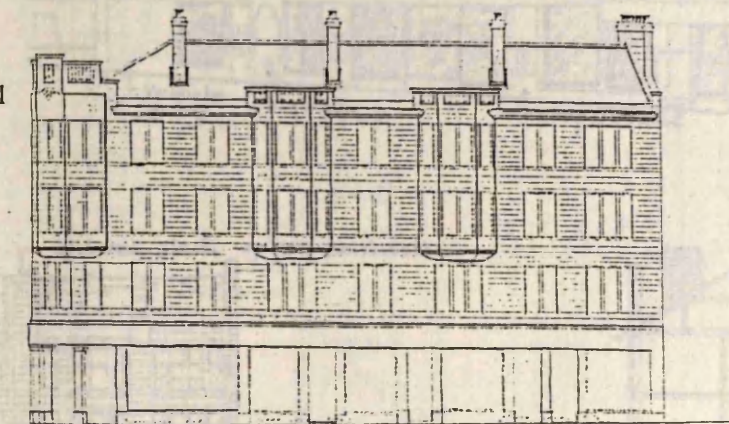
A description of tenemental architecture in *Architecture of Glasgow*, that "Canted bay windows came in 1880's as a more emphatic form" whilst in Byres Road the bay windows were modest and restrained in use, "giving a remarkable background in architecture, quiet unobtrusive; oriels running up the three upper storey corner pair, with six bays of flat walls in between". In Byres Road it was three bays in between bay windows which also mark a strong visual progression in street level.

The following set of drawings are good indicators of:-

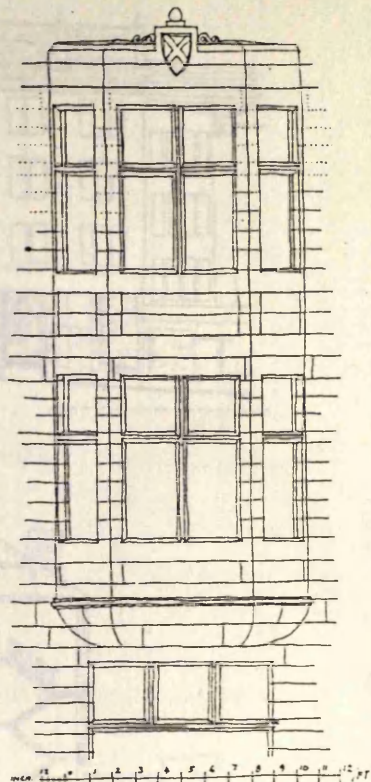
- i) Middle-class and working-class society about the turn of the twentieth century in the rapidly growing urban setting abounding a "traditional high way" as Byres road came to be regarded.
- ii) The architecture of the period before the impending virtual conclusion of tenemental architecture in Glasgow.
- iii) The anatomy of building which interprets its use and purpose.
- iv) The quality of built form. The speed of putting together a complete townscape before 1914 was reflected in the economic boom of the nation which inherited many quality townscapes. The Edwardians not only left the individual contributions of many public and ecclesiastical buildings, but most important of all they left behind a large stock of supportive buildings which collectively provide the background architecture today.

FIG. 108: EXAMPLES OF HILLHEAD END BLOCKS

refer
to detail

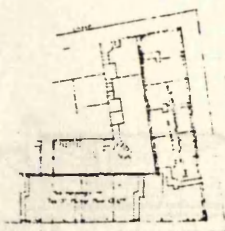
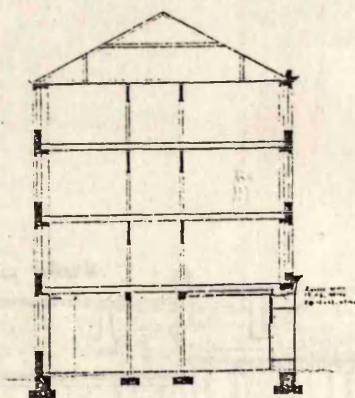
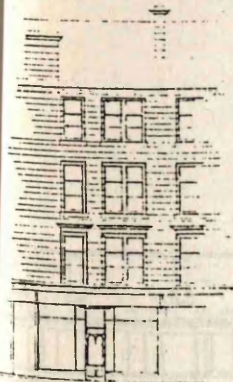


Grosvenor Mansions.-
last tenement cum shops block to be built. (1930)



Detail of bay window

Messrs A & W BATHURST
Shop 284 BYRES ROAD BY THE ST. MARGARET PROPERTY CO. LTD.

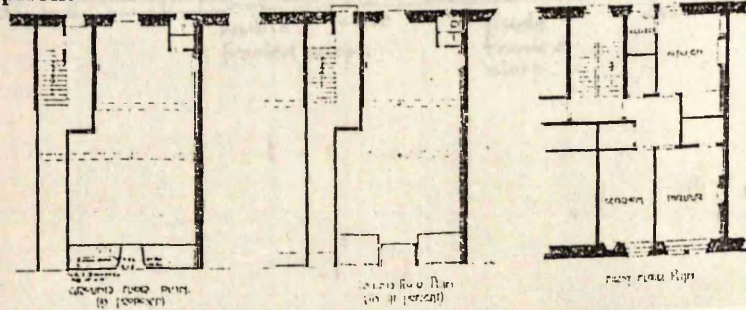


Proposed 24' 6" x 10' 6" shop
to be built on the site
of the old shop and to be
used for the purpose of a
shop and office.

A shopfront

Section

Plans



Proposed 24' 6" x 10' 6" shop
to be built on the site
of the old shop and to be
used for the purpose of a
shop and office.

FIG. 103: EXAMPLES OF HILLHEAD END BLOCKS

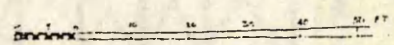
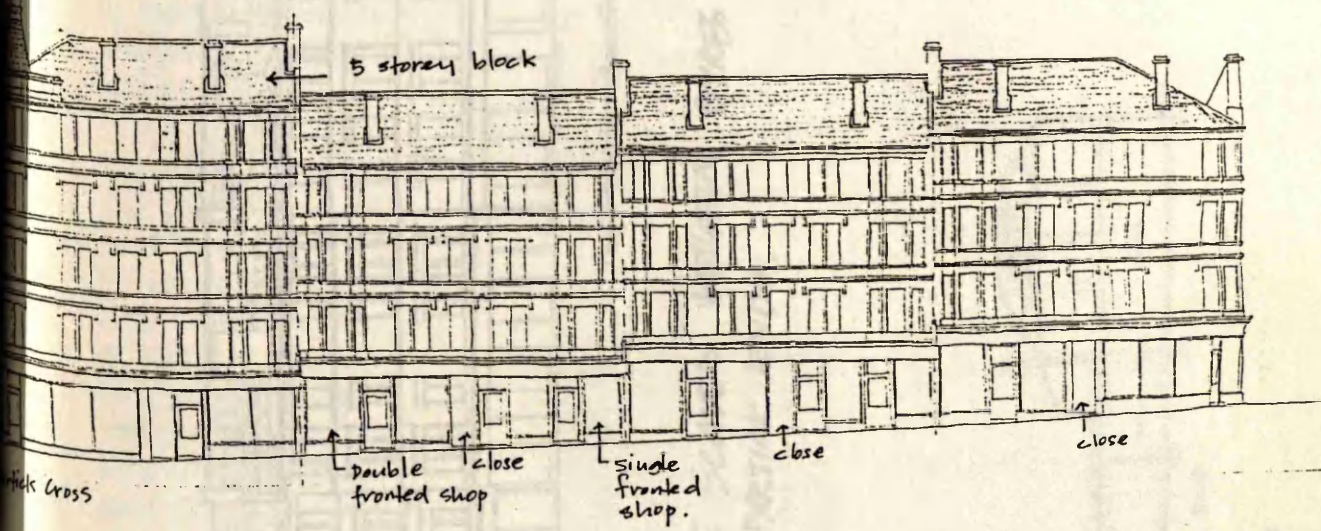
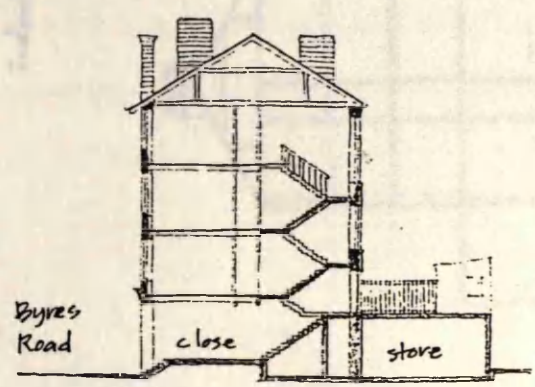
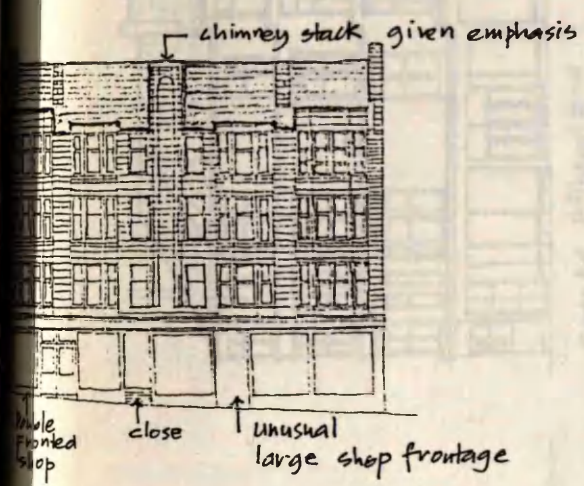
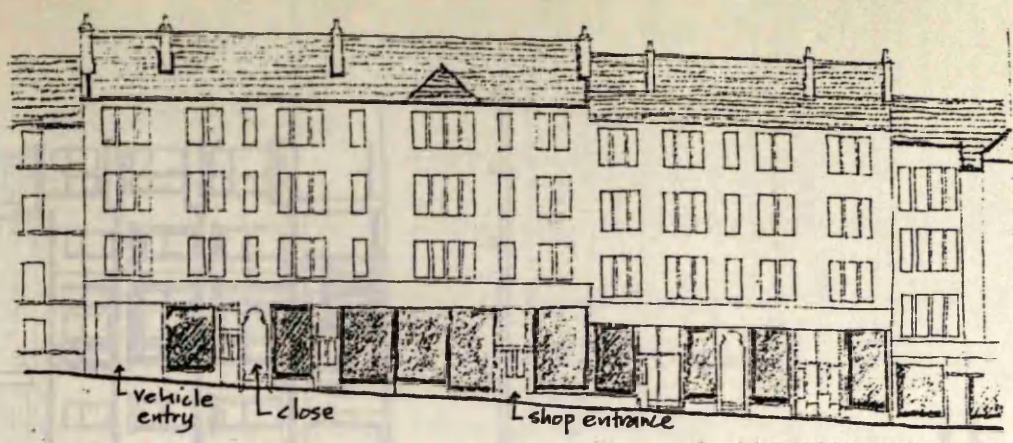
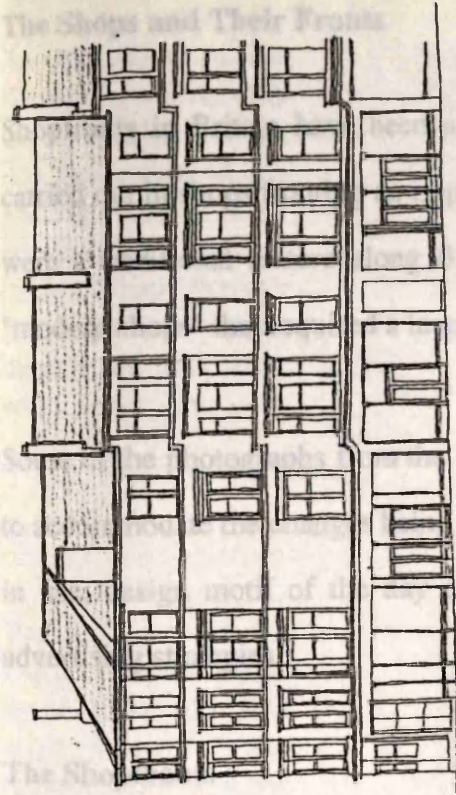
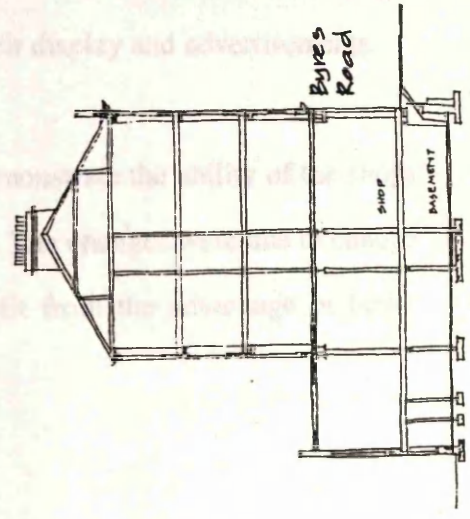


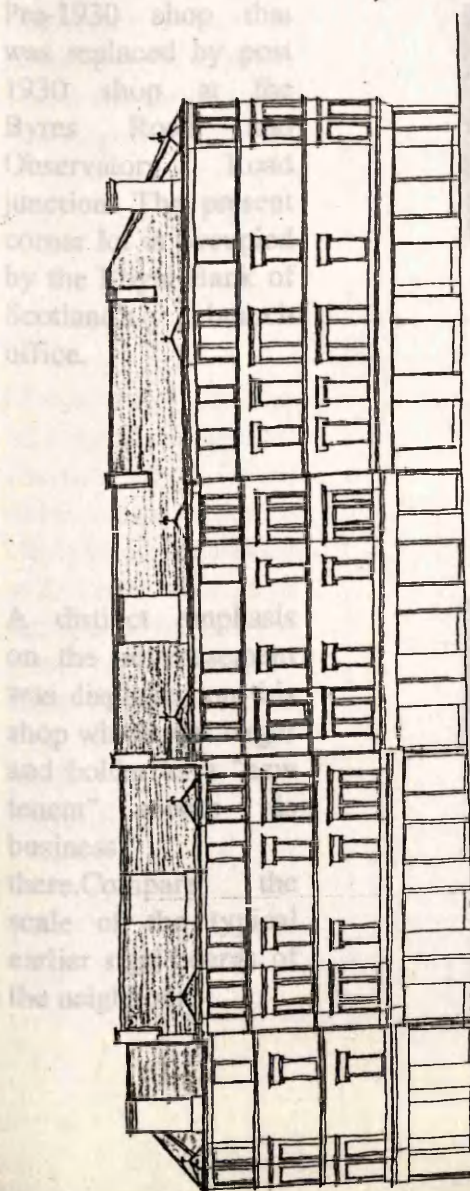
FIG.104: EXAMPLES OF PARTICK END BLOCKS



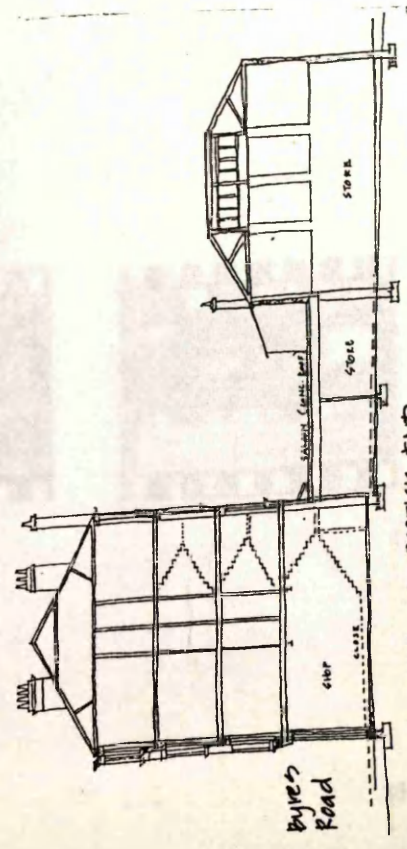
- Byres Rd Hillhead End



HILLHEAD END



- Byres Road Partick End



SECTION OF PARTICK END.

PARTICK END

COMPARATIVE SECTIONS BETWEEN BYRES ROAD'S HILLHEAD & PARTICK ENDS.

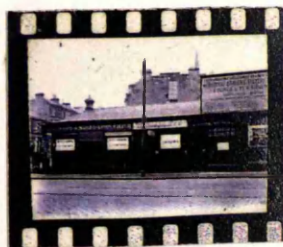
The Shops and Their Fronts

Shopfronts in Britain have been a tradition ever since retailing became an activity carried out in shops fronting an important road or street. Up to the sixties, shop fronts were a traditional feature along Byres Road but were beginning to be replaced by "modern shops" that required a larger frontage for their display and advertisements.

Some of the photographs from the 1920s and 30s demonstrate the ability of the shops to accommodate the changes being thrust upon them. The changes were due to change in use; design motif of the day or simply to benefit from the advantage of better advertising strategies.

The Shopfronts-

Pre-1930 shop that was replaced by post 1930 shop at the Byres Road and Observatory Road junction. The present corner lot is occupied by the Royal Bank of Scotland's branch office.



A distinct emphasis on the advertisement was displayed on this shop which was larger and bolder as a "new tenant" seeks his business there. Compare the scale of the typical earlier sign boards of the neighbour.

An indication of the changes done to the family business from one generation to the generation. The "new" art and deco style of the later front displays a wider advertisement board and better window display.



Typical shop in the Partick end of Byres Road in the 20's. It is most likely that today's shops will not rely on selling a particular type of goods -like fireplaces. Today the shop is part of a larger restaurant.



Shopfronts are easily adaptable to changes in business and their specific needs as seen here from a grocer to a fishmonger in the Florist shop in the 30's shows the typical characteristics of high street shops when a canopy is extended over the pavements to provide cover for the goods and customers alike from weather as well as being more prominent in advertising.



Corner shops which were family owned at the Dowanside Road (Albion Street). The scale of the shops in terms of height were taller to that of south end shops.



Branch offices of banks in the form of "corner shops" with scale comparable to shopfronts. Expansion in commercial activity and emphasis on corporate image means an end to the "shopfronts".



Shopfronts are easily adaptable to changes in business and their specific needs as seen here from a grocer to a fishmonger in the 30s. Today an off licence shop occupies the lot. The adjacent shopfront is still maintained even though it has a different business.



Shops that are good indicators of architectural fashion of the day and important street landmarks.

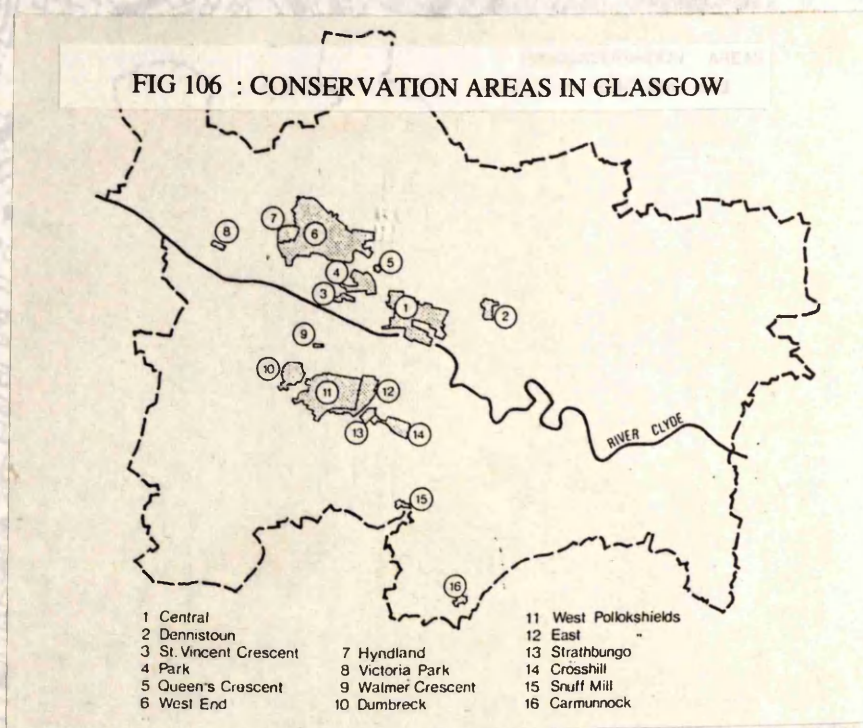


FIG 106 CONSERVATION AREAS IN GLASGOW

b Buildings of Architectural and Historic Importance in the Study Area

Glasgow's considerable number of listed buildings and conservation areas representing a diverse cross section of architectural types. Part of the Study Area falls within an important conservation area and the Glasgow West Conservation Area of 1972 is considered as among the ten most outstanding conservation areas of Glasgow³³. (See Fig:106). There are a number of listed buildings of Categories A and B. Overall the buildings in the West End outwith these two categories are considered as Category C (unless otherwise stated) due to their group value in providing a reasonable intact area of Victorian Architecture.

Buildings of special Architectural or Historic interest, existing in the study area as per the Combined Statutory and Descriptive List³⁴ of the City of Glasgow are as follows.



³³Glasgow in its total has currently 22 designated conservation areas of which ten are considered most outstanding for the purposes of grant allocations. Source: Architectural Conservation in Glasgow, City of Glasgow District Council, Planning Department Hand Book, 1992.

³⁴The Secretary of State for Scotland is required to compile lists of buildings of special architectural or historic interest. the administration of both local and national conservation policies is based on these lists. source: Scotland's Listed Buildings- A Guide to their Protection., Historic Buildings and Monuments, Scotland.7/90.



FIG. 107 :GRADE A AND B LISTED BUILDINGS OF WEST END

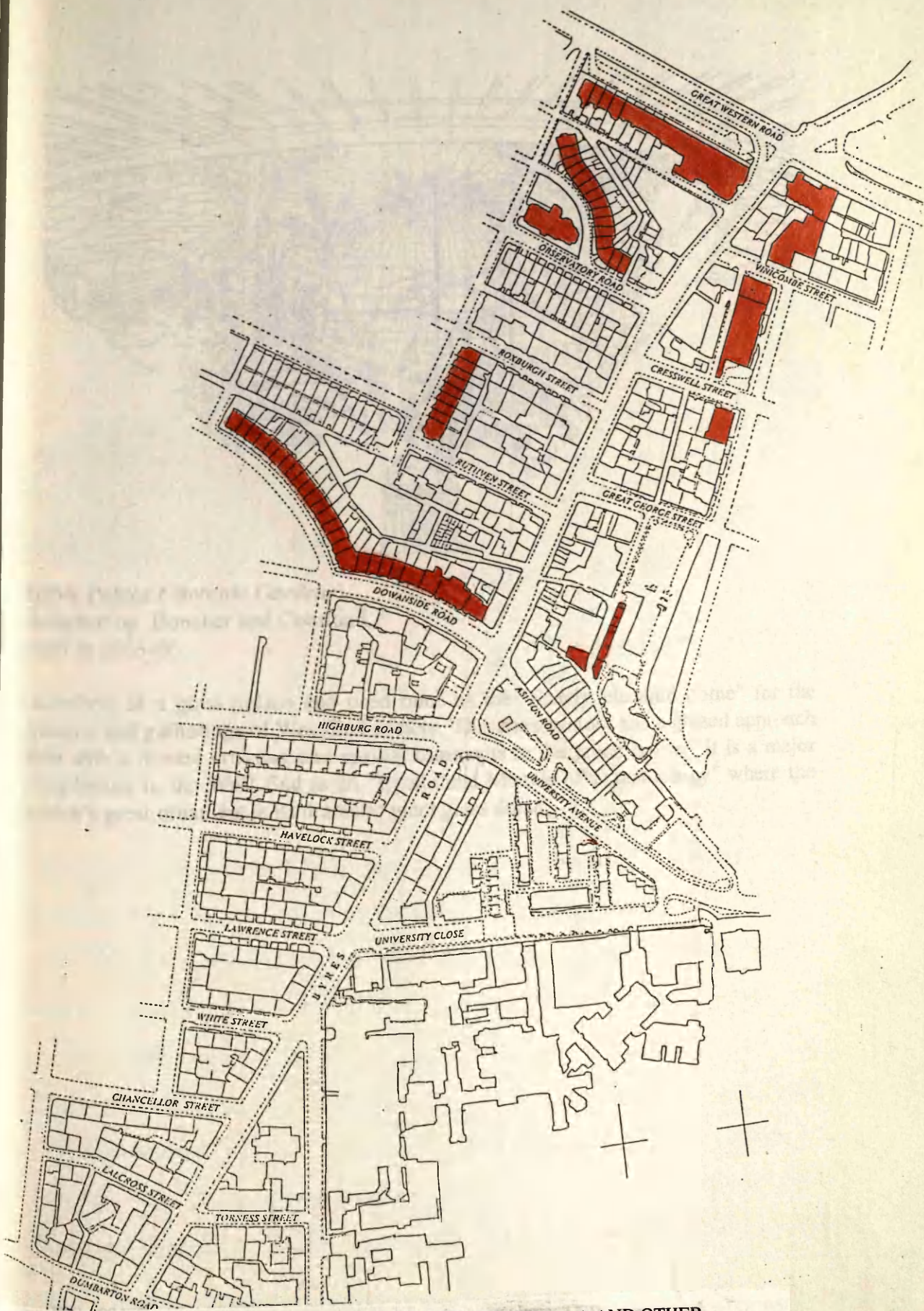
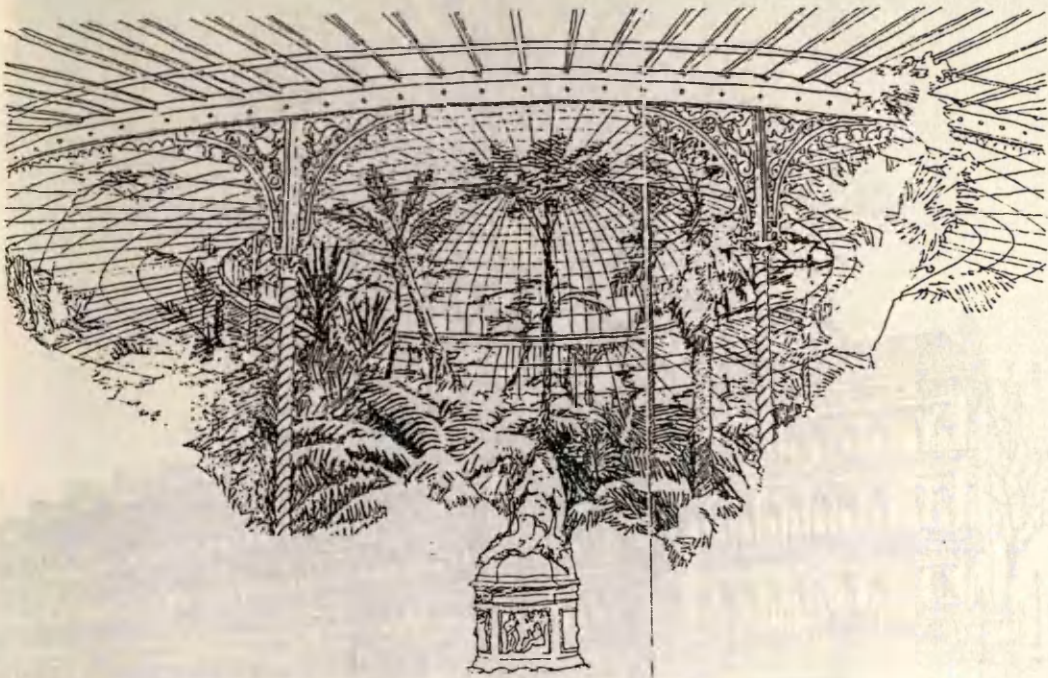


FIG. 108 : THE LISTED BUILDINGS OF THE STUDY AREA AND OTHER KEY BUILDINGS.



Kibble Palace (Botanic Gardens).

-designed by Boucher and Cousland.

-built in 1863-66.

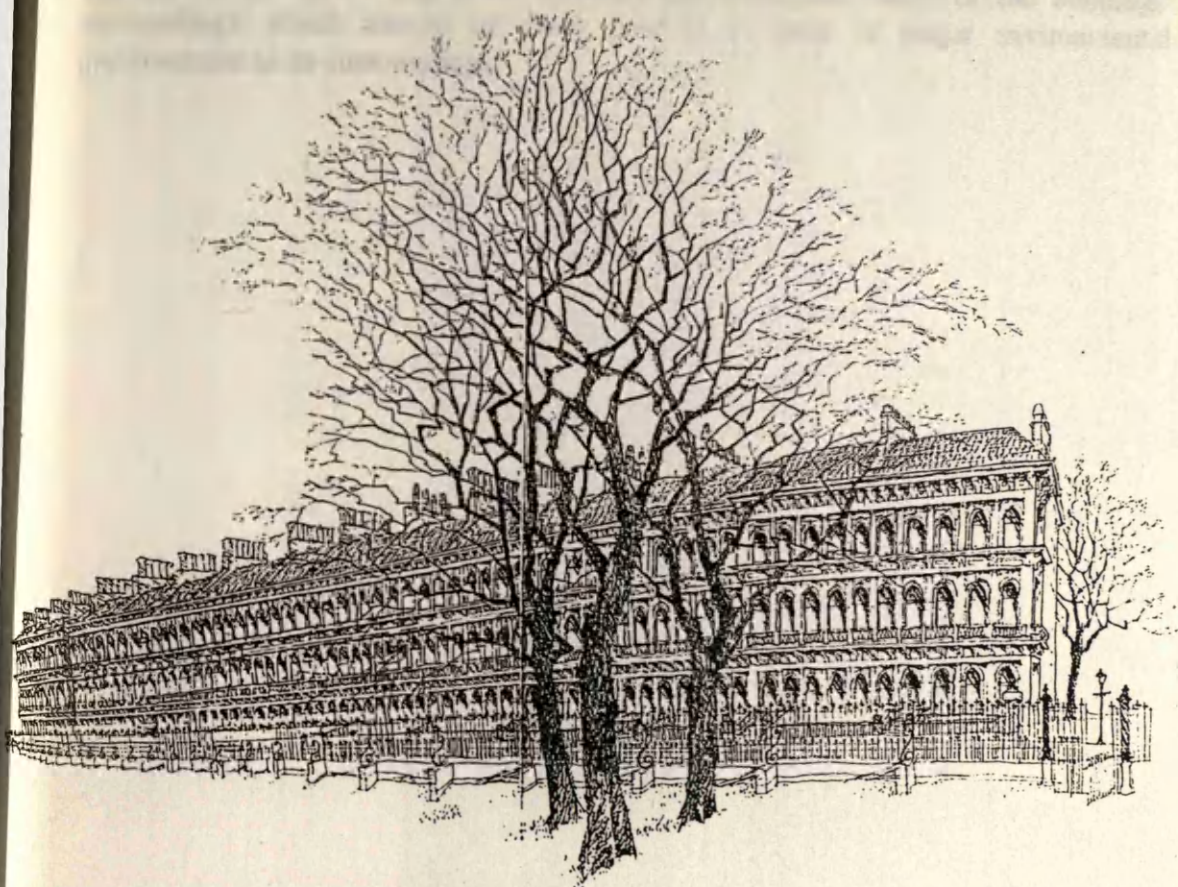
Described as a glass palace and used once as the "Stately pleasure dome" for the concerts and gatherings of West End society. This conservatory has a glazed approach aisle with a domed crossing and apsidal transepts to the green house. It is a major contribution to the West End as an "Exotic and Miracle of Translucency" where the garden's great ornament is its dramatic giant glass dome.

Considered as one of the City's great architectural set pieces,²⁶ it is modelled after Venetian style. This three storey terrace is very striking with its regular repetition of semi-circular headed windows and the attached classical columns. It has eighty-three bays which are identical where the only modulation in the entire length is in the end two bays, which are very slightly advanced, halting the illusion of horizontal lines disappearing into infinity. The East end, converted into a greenhouse in 1971, was seriously damaged by fire in 1978. Its main facade has been successfully recreated by T.M. Miller and Partners using a reinforced-steel and concrete frame clad with glass reinforced concrete. It was also considered as an early use of GRC on such a large

FIG.108A-B : CLASSIFIED BUILDINGS OF THE STUDY AREA.

²⁶Elizabeth Williamson, *The West End*, p.379

²⁷ibid.



Grosvenor Terrace, (1-17), Great Western Road.

-designed by J.T.Rothead.

-built in 1855.

classified as Category A.

Considered as one of the City's great architectural set pieces,²⁶ it is modelled after Venetian style. This three storey terrace is very striking with its relentless repetition of semi-circular headed windows and the attached classical columns. It has eighty-three bays which are identical where the only modulation in the entire length is in the end ten bays, which are very slightly advanced, halting the illusion of horizontal lines disappearing into infinity. The East end, converted into Grosvenor Hotel in 1971, was seriously damaged by fire in 1978. Its main facade has been successfully re-created by *T.M. Miller and Partners* using a reinforced -steel and concrete frame, clad with glass -reinforced concrete. It was also considered as an early use of GRC on such a large scale.²⁷

²⁶Elizabeth Williamson, *The West End*, p.310.

²⁷ibid.

The following figures and plates indicate the contextual study of the buildings' surroundings which almost in every case is in need of major environmental improvement to its surroundings.



PLATE 61

Kebletonside Parish church, Great Western Railway

(now Bible Training Institute)

original design by J.J. Stevenson

built in 1862.

classified as Category B building

It is a bold geometric church built on a *steeply sloping site*. The *pyramidal spire* marks the transition of *Great Western Road* to the *Leamington* Boulevard.



PLATE 6:

Kelvinside Parish church, Great Western Road.)

(now Bible Training Institute)

-original design by J.J. Stevenson

-built in 1862.

-classified as Category B building.

It is a bold geometric church built on a constricted site. The tall campanile tower with its pyramidal spire marks the transition of Great Western Road into the western Boulevard.



PLATE 7:

Belmont Parish Church, Saltoun Street.

- designed by James Sellars.
- built in 1875.
- classified as Category A.

Considered as dramatic interpretation of the Sainte Chapelle in Paris. It is described as a tall apsidal church, ringed round by identical "French gabled windows of combined lancets and rose, and with a slender *fleche*".²⁸ It is the most striking public building with its elevation prominently anchored by the solid buttress turrets with octagonal spires. It overlooks Huntly Gardens and is a perfect setting for a precinct that will add to the townscape value of the area.

Grosvenor Crescent,(1-15)

- built in 1880-3.

This terrace is complementary to the dazzling Belmont Church with its serpentine shaped form suitably enhanced by fanciful bowed oriels on the first floor. It provides along with Belmont Parish Church the perfect setting for creating an urban precinct that would form a focus for public activities.

²⁸ibid, p.354.

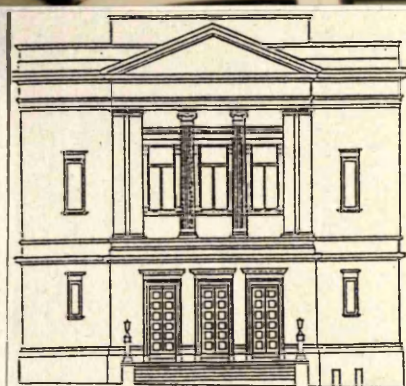


PLATE 8:.

Hillhead Baptist Church and Hall, Cresswell Street.

-designed by T.L.Watson

-built in 1883.

-classified as Category B.

This building is amongst the best in the West End. It provides the closest to the Greek Revival with a majestic setting fronting steps. This tall rectangular church in neo-Greek design has a ground floor acting as a podium for a restrained Ionic-pedimented temple front as the centrepiece. To the right it has a single -storey pilastered and pedimented hall. The simple classism is continued with the paired pilastrade along the Cranworth Street Elevation which also has framed recessed gallery windows which themselves have pilastered reveals.



PLATE 9:

Western Baths Club, Cranworth Street.

-designed by Clark and Bell.

-built in 1876-81

-classified as Category B.

A private club for the gentilefolk of West End. Its facade is as a Palladian villa dressed up in Venetian Gothic.³⁰ Its front facing Cranworth Street and the north side tacked on to Salon Cinema provides a perfect compliment to the grid that is irregular for this quadrant. The south facade is only a blank gable providing the backdrop for the public garden. This poorly used garden assists in providing a respectable open space in front of Hillhead Baptist Church and Hall amidst the public car park.

³⁰ibid. p.348.



PLATE 10 :

Salon Cinema, Vinecombe Street.

(presently not in use).

-designed by Brand and Lithgow

-built in 1913.

-classified as Category B.

It has been the centre of focus for entertainment in Hillhead. Formerly known as the Hillhead Picture House, it was the first most comfortable and up to date cinema in Scotland. Described as a low and restrained building with pilasters and emphasis to the corners, it has a dome and swagged plaster decoration over the door. Its classical Neo-Rococo plaster work is considered unique and also its pink coloured exterior makes the building stand apart from its neighbours. Together with the *Botanic Gardens Garage* opposite, the *Electricity Sub-station (1912)* by W.W. Lackie and the prominent corner of *Papyrus* shop, they provide a group value that is diverse in character and use.



PLATE 11 :

Botanic Gardens Garage, Vinecombe Street.

- designed by D.V.Wylie
- built in 1912.
- classified as Category B.

Its use of green and white tiles on boldly arched fronts renders variety along with the picture house opposite to the street facade. This Italian Romanesque style facade building is well known for its "unusual steel-trussed roof and extensively glazed rear wall, crowned with shaped gables".²⁹

²⁹ibid. p.353.

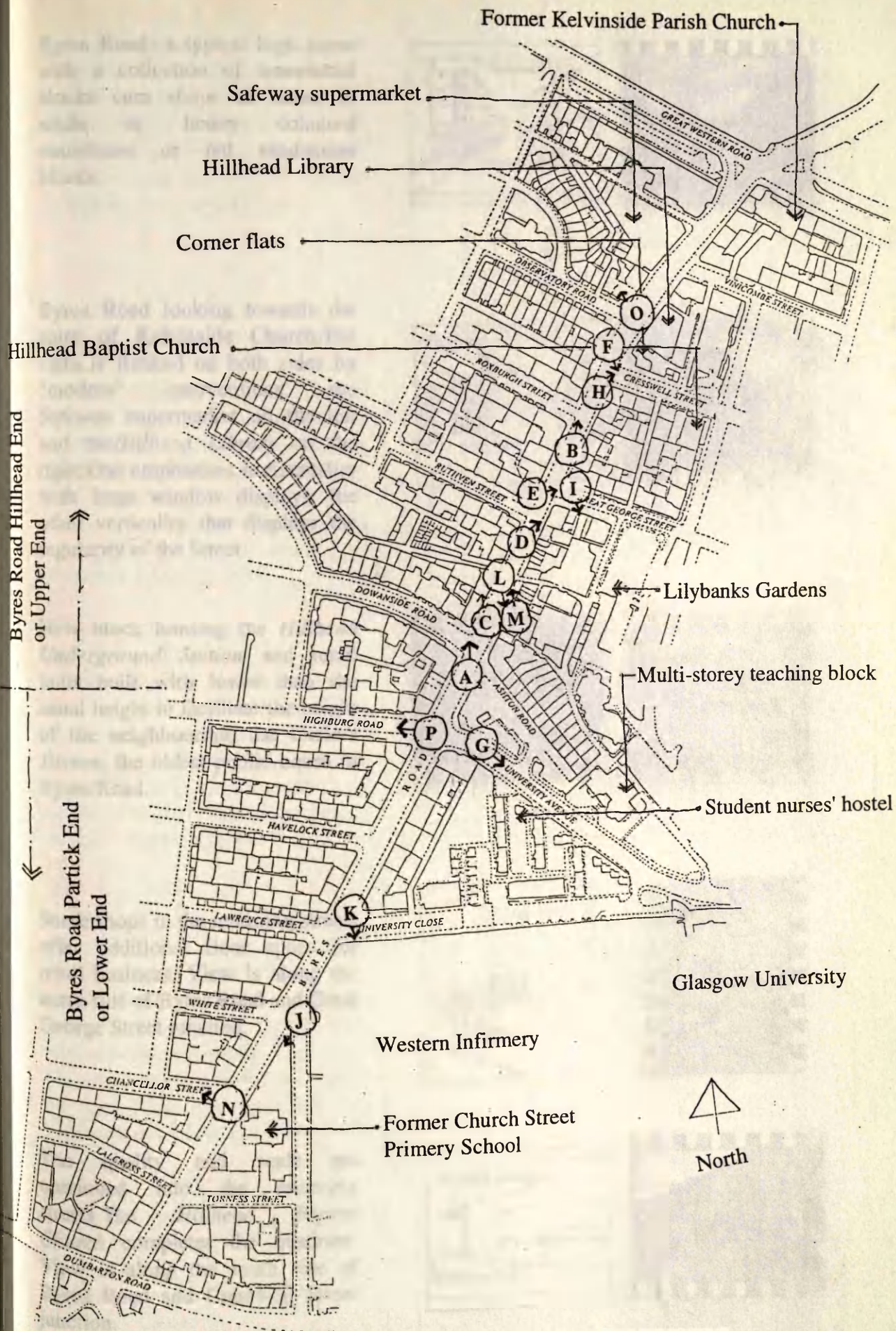
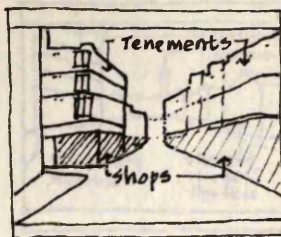


FIG 109 : KEY TO STREETSCAPE VIEWS
-SUMMARY OF TOWNSCAPE DESCRIPTION

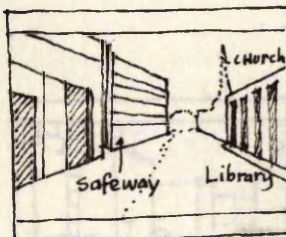
Byres Road- a typical high street with a collection of tenemental blocks cum shops of either in white or honey coloured sandstones or red sandstones blocks.

along the Byres Road and University Avenue junction.



Byres Road looking towards the spire of Kelvinside Church. The vista is flanked on both sides by "modern" interventions, the Safeway supermarket on the left and the Hillhead Library on the right. One emphasises horizontality with large window displays, the other verticality that displays the regularity of the Street.

Road and Crosswell Street junction.



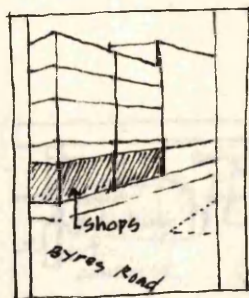
New block housing the Hillhead Underground Station and retail units built with lower than the usual height to facilitate the height of the neighbouring, the Curlers Tavern, the oldest public house in Byres Road.

A garden nursery yard occupies the demolished site behind the main Street frontage.

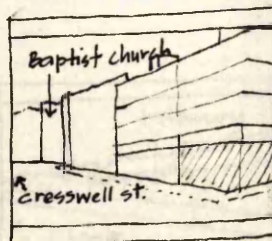


Some shops in the returning streets offer additional floor space for retail business. View is along the north side of Byres Road and Great George Street junction.

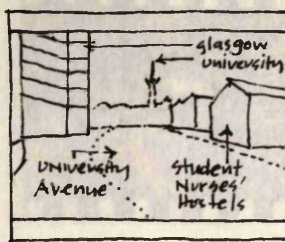
Street primary school and the Western Infirmary buildings flank the east while the west houses continues row of shops.



The quality and scale are continued into the returning streets. The Hillhead Baptist Church completes the quadrant. View is along the south side of Byres Road and Cresswell Street junction.

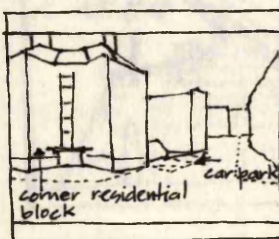


The University spire is an important landmark to the West End. The University's tower blocks and the student nurses' hostels of the 60s and 70s are seen on the foreground. View is along the Byres Road and University Avenue junction.

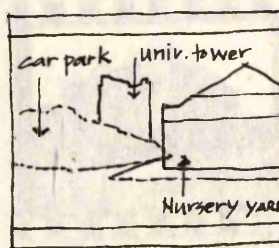


Some street improvements carried

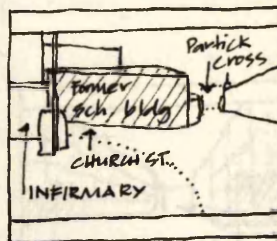
Block of flats occupying a corner site with no commercial units along the road front. A short stay car park is seen here and it is one of the few, most required, amenities available for the shoppers. View is along the north side of Byres Road and Cresswell Street junction.



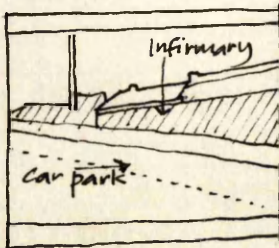
Lilybank Gardens (which had some of the finest terraces in the early 70s) by the largest parking lot available in the area. Site belongs to the University. A garden nursery yard occupies the demolished site behind the main Street frontage.



The junction at Church Street and Byres Road looking towards Partick Cross. The former *Church Street primary school* and the *Western Infirmary* buildings flank the east while the west houses continuous row of shops.



Short stay car parking facilities at University Close.



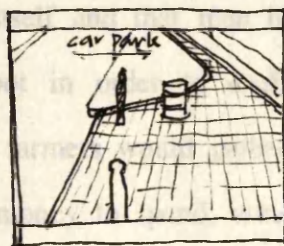
Examples of some shops which represent those with traditional frontage and those with modern frontage. Both signify a typical "High Street" scale.



1.0 Background to Current Retail Pattern

Peter Morgan and Anthony Walker in their *Retail Development* (1971) - p. 92

Some street improvements carried out at the Partick end of Byres Road has significantly contributed towards the enhancement the area. Yet the quality of design input towards the street-scape and street furniture are of mediocre standard.



Grosvenor Mansions was the last to be built in the traditional mould of tenement cum shops in 1930. It replaced a row of single storey shops. The Mackinleys, the owners occupied the corner lot which today houses the Royal Bank of Scotland.

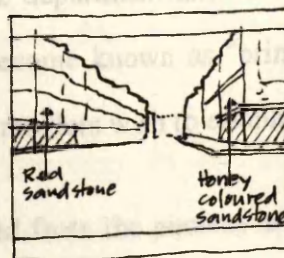


The original shops were from houses with ground floors used for shops.

Victorian and Edwardian times, department stores became a feature of the city.

First chain stores began to emerge. These department and chain stores were a new type of retailing.

The block on the north side Highburgh Road was built using honey coloured sandstones from the quarries around Glasgow which was available up to 1890. The block on the south side was built using the red sandstone from the Ayrshire or Dumfriesshire quarries between 1890-1914.



APPENDIX IV

TYPES OF RETAIL PATTERN AND DEVELOPMENT WITH GLASGOW IN CONTEXT

1.0 Background to Current Retail Pattern

Peter Morgan and Anthony Walker in their *"Retail Development, 1988"*³⁸ claim, Shopping as being old as civilisation itself and that men have always found it convenient to meet at a particular spot in order to exchange their produce. Accordingly in the early Middle Ages, farmers would gather on fixed days at a suitable place, with goods to sell and money to spend, attracted others, such as bankers, innkeepers and blacksmiths, who found it convenient to establish permanent premises where they lived, literally over the shop. These communities attracted others, became market towns and gradually evolved into today's towns and cities, with shopping still at the centre, arranged on either side of a high street or market street, surrounded by other development, these days, office blocks, town halls, fire stations, police stations, libraries, cinemas, railway stations, bus stations, garages, service industries of all kinds, parks and, of course, housing.

The original shops were from houses with ground floors used for retailing, but, in Victorian and Edwardian times, department stores became fashionable, and later the first chain stores began to emerge. These department and chain stores, particularly since the war, have created what have become known as "prime" shopping pitches within town centres, areas where all other retailers wish to establish their shops.

In Glasgow the retailing pattern originated from the nucleus around Glasgow Cross and spread out along the main thoroughfares of the City during the eighteenth and nineteenth centuries. According to the Planning Department's recent Shopping

³⁸ibid Shopping Policy Review 1992, Background Report, pages 3-5

Review³⁹, the predominant pattern until relatively recently has therefore been of linear shopping centres extending in an almost unbroken line along the main routes radiating from the city centre. In the process it absorbed the previously independent and separate centres such as Bridgeton, Govan, Partick and Byres Road. These linear centres were apparently often contiguous with the City Centre itself and the level of functional differentiation was much less than prevails today.

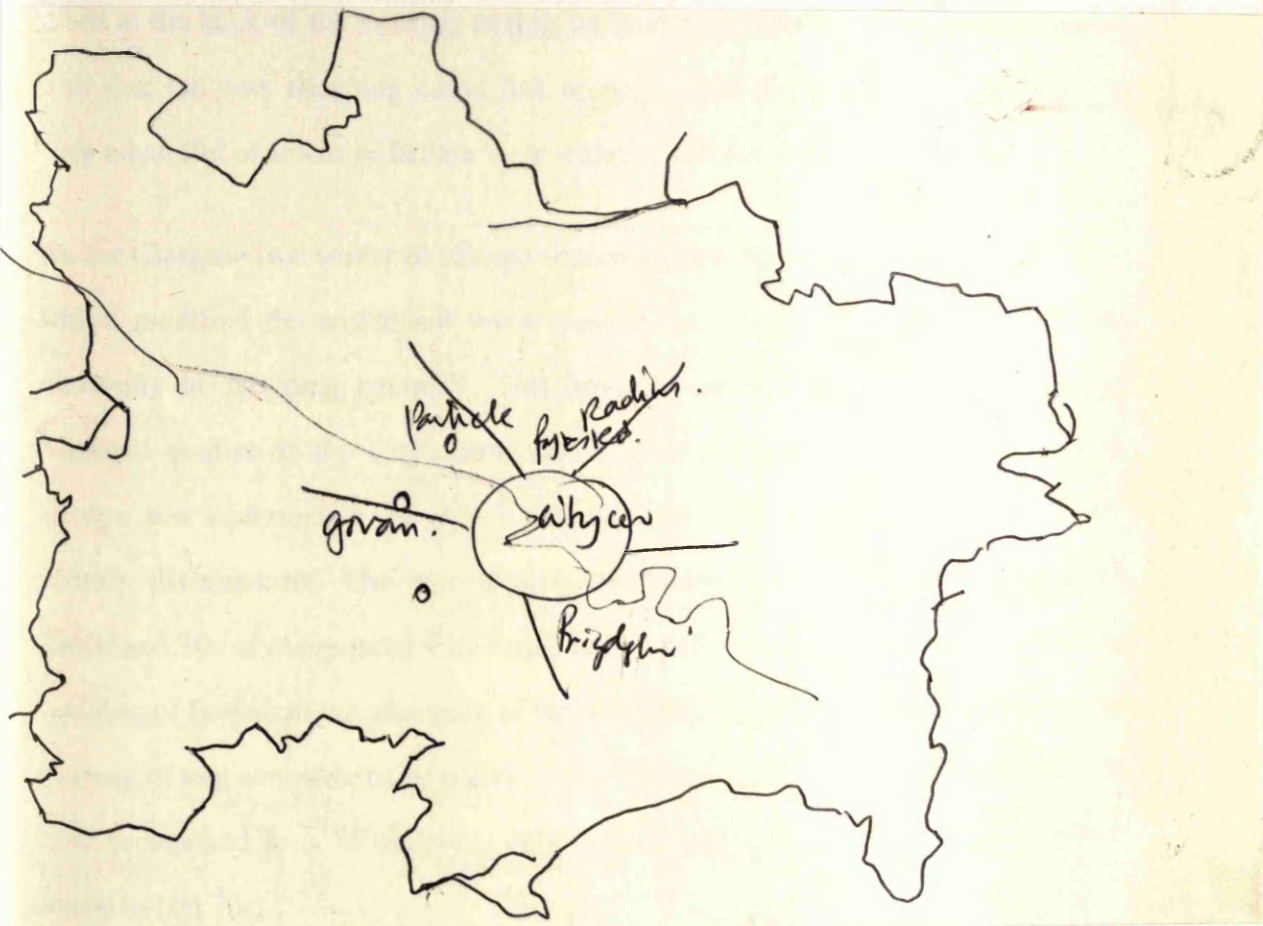


Fig:110 City Centre and its radiating routes prior to motorways.

Typically, shops were small units under independent ownership, located in the ground floors of tenements- a pattern which still survives in some areas of the City like Byres Road. It was a pattern which was eminently suitable for its time, when shopping trips were made day and daily, by foot or by tram. Incidentally to many people it is a pattern that still offers distinct advantages over anything which has appeared since.

³⁹"Shopping Policy Review 1992. Background Report "pages 3-5

Generally, in the late 1960s and 1970s, British cities experienced a tremendous growth in the retail activity due to increase in consumer spending and the expanding range of goods both in demand and availability. In order to stock these ranges ordinary shops had to enlarge. Town centres based upon a linear street development became too small to hold all the different retailers attracted to the major towns and cities. Thus, opportunities for both open and covered developments were explored, often at the back of the existing streets, on land which could be developed in such a way that the new shopping could link up easily with the old. By the early eighties only a handful of towns in Britain were without such developments⁴⁰.

As for Glasgow two waves of change occurred (since the end of Second World War) which modified the traditional linear pattern that led to the crystallisation of the *hierarchy* of shopping centres⁴¹. This hierarchy of shopping centres provides the principal feature of the City's structure of retail activity today. The first wave of change was attributed to the growth of residential suburbs beyond the zone of 19th. century development. The second being the redevelopment, especially during the 1960s and 70s of many Inner City areas. In the earlier case, priority was placed on the building of houses in the aftermath of the war for the returning heroes, however in the absence of any comprehensive policy, many of these peripheral developments, did not have recognised form of shopping until quite recently. Places like Pollock got their centre in late 70s.

In the second case the redevelopment programme which was inherently associated with the extensive road building programme led to the partial or total loss of many important shopping thoroughfares, especially on the fringes of the City Centre. They had the effect of cutting off the City Centre shops from those which continued to serve the inner suburbs. This led to the creation of new centres, some completely by public funding like in Govan and Springburn, while others as Shawlands were by

⁴⁰"Shopping Centre Design"- Scott, N. Keith, page 5

⁴¹ibid. page 3

private initiatives⁴². These influences have shaped the hierarchy of centres which characterises Glasgow's shopping at the present time and according to the Policy Review,⁴³ forms the bedrock of current retail policies.

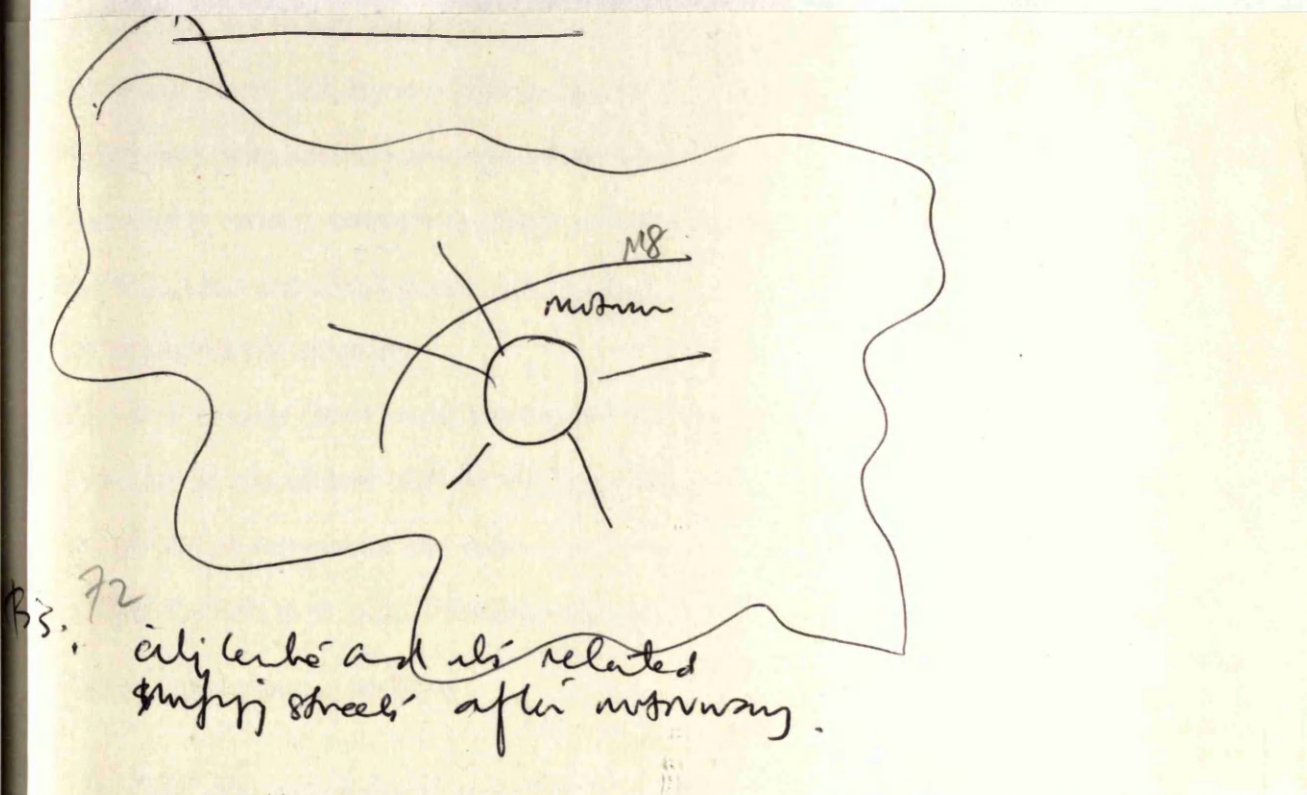


Fig. 111: City Centre and its related shopping streets after the inclusion of motorway

In recent years three particular types of new shopping developments have come to the fore in Glasgow which are discussed in the latter sections. Prior to that, an overview of the types of retail centres and understanding the consumer demands.

⁴²ibid figures are derived from "Retail Development", Glasgow, 1980, p. 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

2.0 Types of Retail Centres and their Requirements

Today retail centres are divided basically into *In-town* and *Out-of-town* centres.⁴⁴ *In-town*-centres involve i) *The High Street shops*, a generic term for the street(s) or area(s) of prime shopping floor space that include covered or open shopping malls as extensions to existing shopping centres. ii) *District shopping centres*, in the form of a shopping street like Byres Road or one that is based upon a large supermarket or superstore (with ancillary shops and surface car parking). Also included are :

- *Speciality centres* comprising small units with a total size of between 10,000 sq. ft.(929 sq.m.) and 250,000 sq.ft. (23,225 sq.m.) sited mainly off busy shopping streets in large towns or cities and

- *Festival centres* like Covent Garden in London which works on the principle that collectively the traders offer an exciting place for people to visit, with a generous sprinkling of restaurants and cafes and plenty of entertainment taking place on and around the area to provide diversions and attractions for customers and their families.

Out of town centres consist of :

- *Regional and sub-regional shopping developments* ranging in size from 250,000 sq.ft. (23,225 sq.m.) to 2,000,000 sq.ft. (185,800 sq.m.), mainly based upon comparison shopping and with substantial car parking facilities.

- Free standing *superstores* or *hyper markets*.

- Free standing *retail warehousing* ranging in size from 10,000 sq.ft. (929 sq.m.) to 200,000 sq.ft.(18,500 sq.m.) and

- *Retail warehouse parks* ranging in size from 100,000 sq.ft.(9,290 sq.m.) to 500,000sq.ft. (46,450 sq. m.).

Most of the high street developments are in the form of infill developments, ranging in size from one shop unit upwards and some are selectively located, covered or open shopping malls. Location as always is of vital importance for the malls and ideally the

⁴⁴ The figures are derived from "Retail Development", Morgan, Peter and Walker, Anthony., 1988. Pages 2-3.



Plate: 12

**Princess Square,
Glasgow. An example
of a speciality centre.**

⁴³Ideally, the UK standards call for ten car parking spaces for each 1,000sq ft, and they are to be "user friendly".

⁴⁴Shop Centre Design...Keith Scott

entrance should be facing the main parts of the high street with a secondary entrance also in a busy place to allow a through flow of people. In discussing the requirements of such developments, Peter Morgan and Anthony Walker point out that the success of these malls will depend on the ability to attract well-known major retailers known as, *anchor tenants* for which there should be sufficient scale or size in the development which will entice them to invest. The second factor is the ability to provide *linking in* with existing large stores which are already well established and popular. The provision of car parking for such developments is a key feature since most towns which need more shopping floor space also require additional car parking⁴⁵. Speciality centres are also known as "focused centres" since they focus on a particular type of goods or on a certain socio-economic grouping. Thus a centre might be built where the lettings are all to retailers who sell goods and services connected with the home or all to tenants specialising in the food business. When focusing on a particular socio-economic grouping there is a tendency to aim at the middle or upper groups, as with Bond Street in London or Princess Square in Glasgow with shops like, *Habitat* and *Laura Ashley*.

Out-of-town shopping is literally shopping which is out of the town centre. It might be sited within a conurbation or out in the countryside. Its essential feature is that it does not physically connect with the traditional existing shopping centre in the middle of town. The first such development to be built in the UK. is the Brent Cross in London followed by Hempstead Valley in Kent and Cameron Toll, near Edinburgh. These sort of developments are modelled after North American ideas which have proven to be a success.⁴⁶.

⁴⁵Ideally, the UK standards call for ten car parking spaces for each 1,000sq.ft. and they are to be "user friendly".

⁴⁶Shop Centre Design...Keith Scott?

2.1 Recent Shopping Developments in Glasgow

In Glasgow, as previously mentioned, three categories of retailing have received major emphasis in the last few years: the mixed retail development (In-town centres) and the large food store or superstore (In-town and Out-of-town centres) and the retail warehouse (Out-of-town centres).

The *mixed retail development* as mentioned previously, covers a wide variety of developments, from enclosed shopping malls, through developments of traditional-style shops, to developments involving food stores in juxtaposition with retail warehouses. It is in this category that the City's most significant recent shopping developments have taken place. In the City-centre⁴⁷, the opening of the St. Enoch Centre and Princess Square, the refurbishment of the former Lewis's (now Debenham's) and the Sauchiehall Centre, and the extensions to both Marks and Spencer stores are the most prominent of many improvements. In the East End the opening of Parkhead Forge has brought a new dimension to that area's shopping.

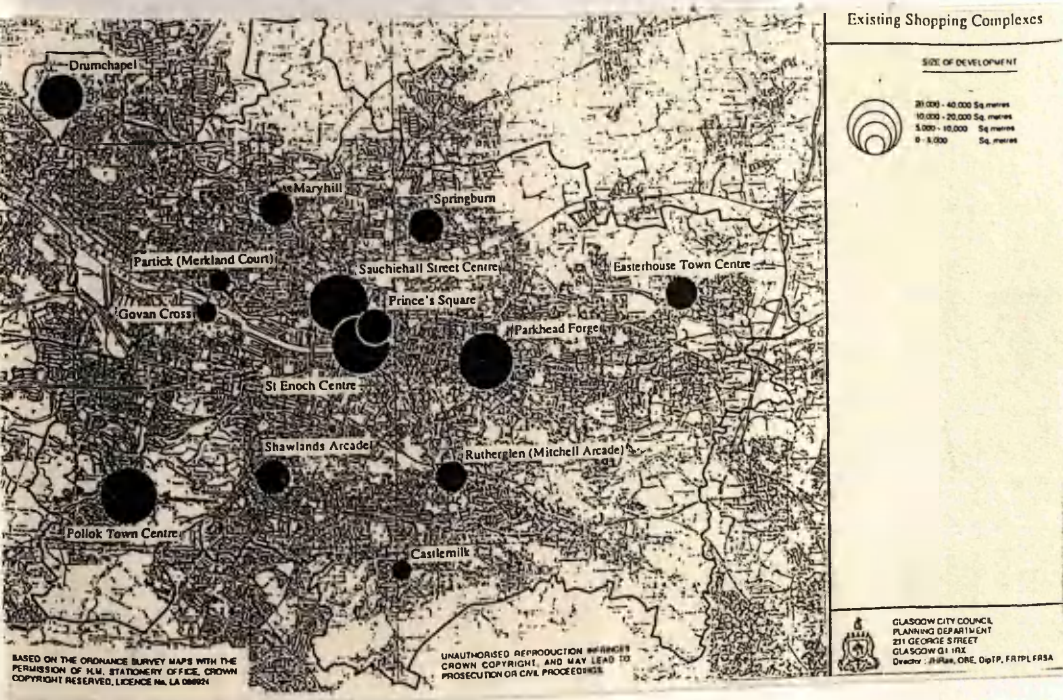


Fig. 112: Existing Shopping Complexes in Glasgow.

⁴⁷Shopping Review Policy , pages 5-6



Plate 13

St.Enoch Centre. A
major shopping
complex in Glasgow.

The large food store also better known as *Superstore*, is the term used to denote substantial self-service retail stores concentrating on the sale of food (i.e. convenience goods), although larger super stores frequently sell wide ranges of non-food (comparison) goods. They are normally built on a single level, with extensive ground level (or occasionally roof top or deck) car parking. Many examples of such stores have been provided in Glasgow since the late 1960s, and nearly every case they have been claimed to have been successfully integrated into existing shopping centres in the course of comprehensive or piecemeal redevelopment.⁴⁸ At the present time, however, the increasing size of stores, the more extensive site requirements of the main food store operators, and the scarcity of suitable sites, mean that further developments within centres have become increasingly difficult to achieve, and pressure for out of centre developments, where these space requirements can be met more readily and cheaply, has intensified.

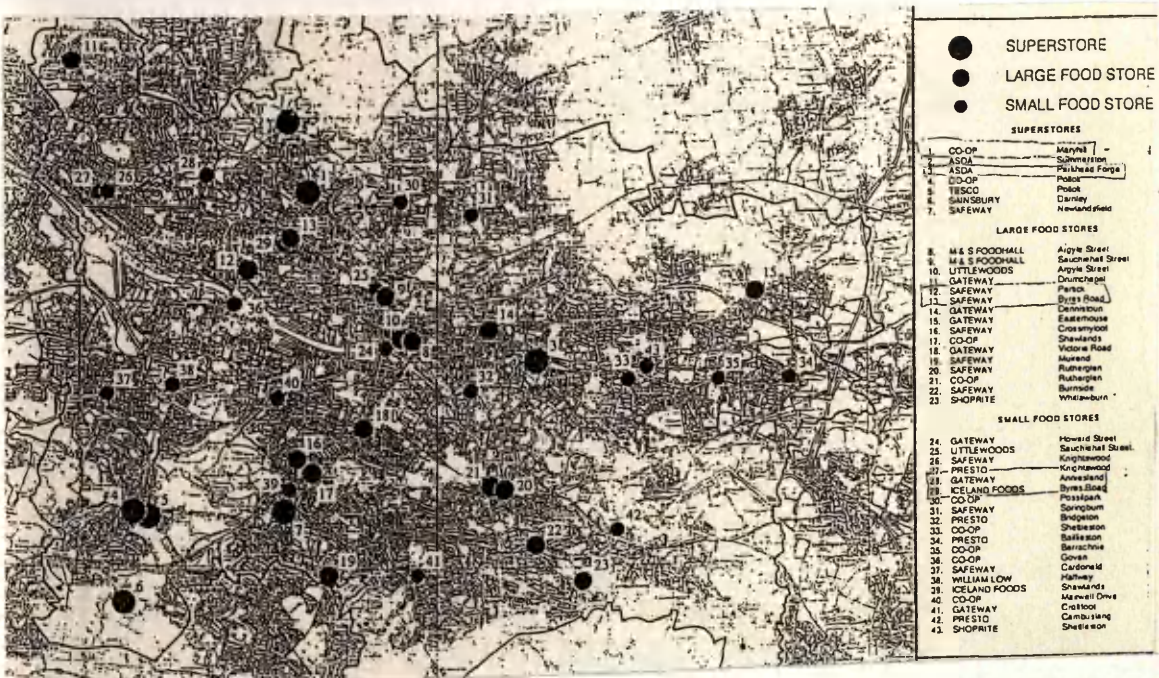


Fig.113: Existing Food stores in Glasgow.

⁴⁸ibid

The *Retail warehouse* has also featured as an important participant in the City's retail scene during the past fifteen years. Originating in the cash-and-carry and wholesale/storage sectors of the distributive trades, this type of retailing concentrated at first on the sale of D.I.Y goods, spreading subsequently to other bulky household goods such as furniture and carpets ("*roof rack goods*") and somewhat later to electrical appliances ("*white goods*"), gardening equipment and vehicle accessories ("*auto goods*"). There are also isolated cases in Glasgow of retail warehouses selling toys, clothes and footwear. In general, however, retail warehouses in Glasgow still concentrate primarily on the sale of DIY goods, with *B&Q* holding the dominant market share. Many existing retail warehouses are "first generation" stores utilising converted industrial or storage premises, usually at some distance from existing shopping centres. According to the Planning Department, consents for such stores were mostly granted in the late 1970s and early 80s, restricted by conditions limiting the permissible ranges of goods, on the *understanding that these outlets would not compete significantly with High Street shops*.⁴⁹

3 0 The Shopping Hierarchy of Glasgow

In its promotional campaign Glasgow is described as having the largest shopping area next to London⁵⁰. According to the Planning Department, in terms of the number and density of its centres, it is probably the most "intensely shopped" of any British city of comparable size. It has a very distinct shopping hierarchy system which is the product of the historical processes described in the preceding sections of this chapter. The resultant effect is a network of shopping centres of different sizes and characteristics, spread unevenly throughout the City with particular concentrations in certain Inner City areas such as the West End, Maryhill Corridor and inner parts of the South side. This wide variety of shopping centres has been classified by the Regional and District Councils into a hierarchy of centres consisting of a number of "tiers" or levels,

⁴⁹ibid

⁵⁰Glasgow's Planning Handbook, 1992, pages...

depending on the size and function of each centre. The hierarchical tiers of the two authorities, although compatible, are different to the extent that the Region's hierarchy is concerned only with the principal centres throughout Strathclyde Region, while the City's covers all centres within Glasgow, down to local shops or group of shops.

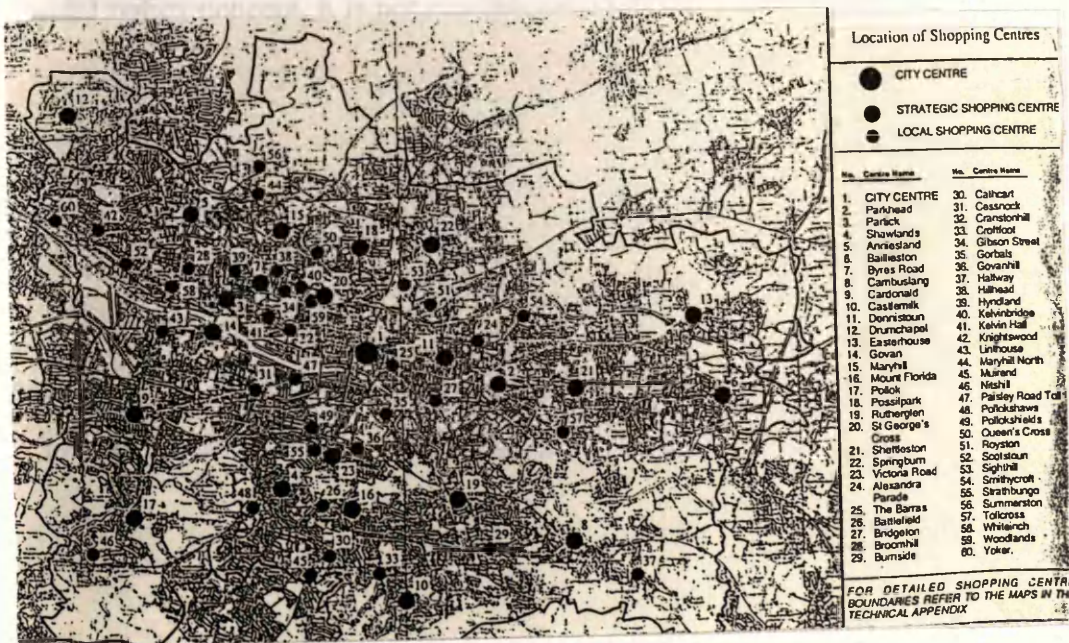


Fig.114: Location of shopping centres

The *City centre* occupies the top tier not only in Glasgow but within Strathclyde Region as a whole. According to statistics⁵¹ on the number of leading multiple comparison goods outlets it is second to Central London and above Birmingham. Below the City centre, the second tier is occupied by about 22 centres termed as *Strategic shopping centres* which is again arranged according to a rank depending on their scale and size. In this ranking, Shawlands occupy the top, with Partick, Byres Road and Anniesland in the West Area occupying the third and ninth places respectively.

⁵¹Shopping Centre Gazette 1991 pages.... , and Shopping Review Policy 1992, page 10

Below these again come the 38 *Local shopping centres* which themselves vary in scale from substantial (Summerston and Cranstonhill) to small groups of shops or individual shops which cannot be ascribed to a particular centre. The Hyndland Road and Gibson Street are grouped under this tier.

According to the Planning Director and his officers,⁵² although the hierarchy is a useful policy concept, it is not possible to generalise the characteristics of the centres themselves- they consider the individual location and history of each centre the most important determinants of that centre's content and function. In general, the strategic centres contain a wider range of outlets for national multiple retailers, than local centres. In addition, services such as banks, catering outlets, and social and community facilities tend to be located within the larger centres, which are also frequently nodal points in the transport network (a study of Byres road in the previous chapters helps to confirm those views). Many strategic centres contain large food stores, so do a number of local centres. Contrary to conventional wisdom, local centres do not consist exclusively of shops selling convenience goods; centres at all levels of the hierarchy show substantial levels of floorspace devoted to sales of comparison goods, and to services. However it is pointed out⁵³ that the City centre is principally devoted to comparison goods outlets.

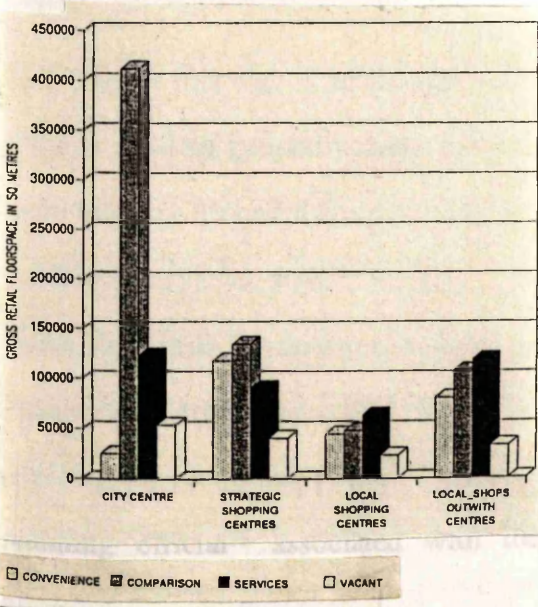


FIG:115 RETAIL SPACE IN THE CITY
CENTRE

⁵²Discussion with Mr. Stuart Buchanan, a planner from the Council date 15.8.93

⁵³ibid

APPENDIX V the Shopping Policy Review; the following scenario has been established. The references from the various sources were used to identify and

THE CHANGING FACE OF RETAILING

In my opinion Barry Maitland⁵⁴ has viewed the importance of retailing function appropriately as an activity that *"offered the most concentrated expression of informal public life, counter balancing the formal civic spaces of forum and maidan"* of our urban set up which *"more than any other single use in the city, has been instrumental in creating novel and ingenious hardware for the definition, protection and enclosure of public space"*. Since the 19th century the characteristics of retailing were greatly reaffirmed with shopping developments in the form of arcades, department stores followed by covered malls and in the last 30 years by the sheer profusion of shopping centres. These developments profoundly illustrate the face of retailing that has been constantly changing to reflect the shopping pattern of the consumers. As pointed out in the preceding chapter, these days there are other forms of retailing like retail warehouses and retail parks that reflect the greater mobility and readiness on the part of the consumers to travel and associate shopping with other things, say leisure.

This chapter in a way is an attempt to capture the changes which are currently taking place in retailing generally in the UK, from points of view of the consumer and of the retail industry. In building up a scenario on the changing consumer preferences, small random interviews were conducted with some shopkeepers and customers along Byres Road with fundamental questions like why they are in Byres Road (in the first instance) and what they would like to see happening to the road as far as shopping and retailing are concerned. From the facts gathered on the field and discussions with a planning official⁵⁵ associated with the Study Area and appropriate references

⁵⁴Shopping Malls- Planning and Design, Maitland, Barry. pages...

⁵⁵Sandra Mackinley date...

particularly to the Shopping Policy Review, the following scenario has been established. The references from the various sources were used to identify and describe the main dynamic forces at work, and the effects these have on different sectors of the community. This will provide a context from which I can deduce the extent of the "modern" shopping or retailing preferences that could be met by the proposed ideas for the Road.

1.0 The Changing Consumer Preferences

Retailing is a service industry serving the needs and demands of consumers, both as a whole and broken down into various identifiable market groups. Changes in consumer tastes, preferences and spending power are of paramount importance to the retail industry in formulating strategy for sales and development. According to the Shopping Review Policy, the size and composition of the population projections, based on birth, death and migration rates, suggest that, significant variations in the composition of the population may occur. In reference to the same document and on further discussions with Planning Department officials, a trend towards increased rates of household formation is expected in Scotland even though the rate of population growth is predictably static as compared to England. Such information is vital for deducing the demand that might be emerging from a particular sector of the consumer market, in this case the household items.

While it is not the intention of this chapter to dig deeply into the market sector nor is it the intention of this study, it is sufficient to include certain indicators which will set up the backdrop for the general understanding of current and future consumer preferences. Among such indicators, it is worth noting the increase in the number of people in the age group, 45 to retirement age as against the 15-45 age group. This in my opinion, in the immediate period, provides the large disposable income group

despite the current recession, an assumption based on the Research Survey conducted by Debenham Tewson (September 1991)⁵⁶. As for the long term, it is assumed that (bearing any recovery in the economy) disposable income and consumer expenditure are expected to decrease. However, the years preceding the onset of the current recession have left a high personal disposable income where not all of them have been translated into retail expenditure; some into house purchases and holidays, while others presumably been saved or invested. Anyhow, according to the survey mentioned earlier, there is an expected retail growth in Scotland which would reach 40% by the year 2005. In this growth the per capita retail expenditure will be concentrated on comparison goods rather than on convenience goods.

The recent increase in personal disposable income has resulted in greater car ownership that has influenced the present climate of retailing and shopping patterns. Greater mobility has revolutionised shopping habits since the war, through widening the choice of shopping locations and greatly expanding the quantity of goods which can be transported on a single shopping trip for a weekly or monthly visit to the superstore. However, this carborne shopping creates "disadvantaged shopping" for those who rely solely on public transport, the public transport network benefits. In Glasgow centres like Byres Road and Dumbarton Road. Consequently, demands for traditional retailing are still very strong.

I agree with those writers who state that the pattern of consumer preferences are greatly affected by lifestyle changes, different socio-economic levels, or life cycle stages of the consumers. Certain goods, like furs and animal fats, might go out of favour, and people might demand better quality goods or novel designs. The constant evolution of technology occasionally introduces completely new products and customers demand higher levels of service and improved shopping ambience. The

⁵⁶Shopping Centre Progress- "Managing Recovery", article from the Estate Gazette. 1991, pages 7-12.

differing socio-economic levels create widely varying consumption characteristics. Increased leisure time and travel opportunities also effect the pattern of demand.

Consumers may also be influenced to a greater or lesser extent by external factors such as the marketing and promotional efforts of retailers, especially advertising. The use of credit cards has facilitated an increased consumerism, particularly during retail boom periods. The combined effect of these influences has been, in the opinion of John A Dawson,⁵⁷ to create a more complex pattern of activity than the traditional distinction between convenience and comparison shopping. His classification identifies five types of shopping:

- **Essential shopping** of basic foodstuffs and clothing;
- **Purposive shopping** for specific products, e.g. major household goods;
- **Leisure (or fun) shopping** where purchases are made often in association with other sociable activities, e.g. fashion shopping or the purchase of gifts combined with a visit to a restaurant or leisure facility;
- **Convenience shopping** which in this context means time constrained or time pressured shopping, e.g. at a late-opening corner shop;
- **Experimental shopping** involving the purchase of an unusual or seldom purchased item, or using a non-conventional method of shopping, e.g. tele-shopping. In furtherance to the classification he considers that over the coming decade, these types of shopping will become more clearly differentiated from each other and will elicit a more differentiated response from retail developers.

Finally a point to note would be the long term trend of rising consumer demand for services of the various types usually associated with shopping centre; financial services (banks, building societies), catering services (restaurants, cafes, pubs, hot-food takeaways), and personal services (travel agents, hairdressers). All of these are

⁵⁷ibid

considered as concerns which compete with shops, for the use of accommodation, causing concern for the future character of many shopping centres.

2.0 The Structure of Retail Industry

These changes in consumer preferences have partly caused, and partly been caused by, equally sweeping changes in the retail industry. In the immediate post-war period, the industry consisted of large numbers of mainly small firms, the great majority of which operated single shop. The last thirty years have seen a marked decline in the number of businesses, but there has been an equally pronounced increase in the market share of larger firms and in the proportion of capital expenditure accounted for by such firms. According to the Review Policy,⁵⁸ the last ten years, has seen the emergence of large retail combines, each with a strong position in its own sector. This has come about through corporate growth within specific areas such as large scale food and fashion retailing, involving the participants in processes such as *outlet expansion, diversification, vertical and horizontal integration, acquisition and mergers*. Firms such as *Sainsbury, Argyll, Tesco, Asda and Safeway* have achieved pre-eminence in food retailing. Conglomerates such as *Burton, Storehouse, Sears and Kingfisher* have joined traditional concerns such as *Boots and Marks and Spencer* as market leaders in the non-food sector. In discussing the consequences of the above change, two pointers have emerged. First it has shifted decision making to a national level, very often based in England rather than Scotland due to the larger number of outlets there and location of head offices. Second, the emergence of these chain multiples has profound effect on the character of any shopping centres. Their presence in almost every High Streets, food stores or retail parks with their standardised format (house style) has created uniformity to the extent that the individuality of each centres have begun to erode. Though, this erosion during the boom periods of mid-to-late 80s, in a way has been checked by the recent recession and higher interest rates, it is

⁵⁸Shopping Review Policy .pp15-16

generally obvious that there should be a more long term (positive) strategy in handling the local shopping characters. The proliferation of chain shops on the back of expanding consumer credit cards was also halted deterring the deterioration of local identity.

From the above inferences it can be deduced that the net result from those changes mentioned have been a significant "shake-out" in the total number of retail outlets. It is noteworthy that according to the survey ⁵⁹ in terms of numbers, there has been a 50% to 70% drop mainly accounting for "independent" shops. Despite this there has reportedly been a marked increase in the total retail space and average unit retail floorspace resulting from the greater number of large outlets provided by recent developments.

3.0 Growth of Modern Retail Developments in Glasgow's Context

Mentioned had been made earlier regarding the recently completed large scale developments in Glasgow. Although individually not as big as *Cameron Toll* (Edinburgh) or *Mega Centre* (Newcastle), they still dominate the local retail scene and collectively are a major impact in Scotland.. This section while giving a national scenario relates itself to the local situation.

The move to decentralise and relocate major retail activity away from central locations towards suburban or out-of-town locations can be attributed to the following reasons:

- **movements of population from inner cities to suburban and rural areas;**
- **increased personal mobility;**
- **limited parking in inner areas;**

⁵⁹Shopping Centre Gazette, p.

Although concentrating primarily on household goods, a category for which there was

- lack of the right shop structures in traditional shopping areas to meet the current needs of retailers;

- lower land costs away from centres, especially significant where extensive ground level development is required;

- failings in the infrastructure of inner areas, especially the transport infrastructure and public services.

However, according to the Shopping Policy Review,⁶⁰ not all of the above mentioned reasons apply to Glasgow's context as they do nation-wide. In Glasgow the decentralisation process has to do with the "three waves" created by the three large scale developments categorised as superstores, retail warehouses and shopping complexes which occurred in or adjacent to centres as well as out-of-centre.

The first wave, which occurred from the 1970 onwards, consisted of free standing food superstores and hyper markets of between 5,000 and 10,000 square meter gross retail floorspace. Although primarily for bulk food shopping, the larger of these stores also carried ranges of non food items. The food store developments in Glasgow, referred earlier, rarely attained these sort of sizes and were in general easily accommodated within existing centres- with exceptions such as Pollock and Summerston. According to the Review this first wave of superstores largely passed the City by.

The second wave consisted of the large non-food stores generally referred to as retail warehouses, and their later offshoots, the retail parks. The latter were especially attracted by the availability of land and lack of planning controls in enterprise zones, but also occurred on greenfield or disused sites on the edges of conurbations⁶¹.

⁶⁰Shopping Review Policy.

⁶¹Selling High Street...comparison with out-of-town-centres.AJ.date

Although concentrating primarily on household goods, a category for which there was great demand in the 80s, retail warehouse operations have in recent years (according to the Planning Department) been allowed to diversify into clothing, footwear, toys and leisure goods and in some instances retail parks have also attracted one or more food stores.

The third wave constituted by the shopping complex phenomena are well written in several books. According to Nadine Beddington in his *Shopping Centres* and Barry Maitland's *Shopping malls-planning and design*, the shopping complex in the form of either the open shopping precinct or the enclosed mall, had its UK origins in the town centre redevelopment schemes which took place from the end of second world war, initially in cities damaged by enemy action such as Coventry, later in the developing new towns, and ultimately, in the 1970s and 80s, in commercially led town centre developments such as the *Arndale Centre* in Manchester and *Eldon Square* in Newcastle. Until very recently Glasgow, according to the Review Policy, was little affected by town centre developments although (as mentioned previously) certain district centres had already such developments especially in the outer housing estates. In Glasgow, town centre and district centre shopping developments are very significant element in the current retail scene where many operators are committed to maintaining and expanding their facilities there.

The move out-of-town of the integrated shopping complex, which comprises the third wave of retail decentralisation, is of very recent origin in the UK, although it has a longer history in the USA and Continental Europe. Usually described as "regional shopping centres" or "megacentres", these are very large scale enclosed complexes offering the full range of comparison shopping that would be found in a major town centre, together with some of the supporting services (catering, banking) which town centres would provide. They are often linked to major leisure facilities, and their proponents claim that the general scale and ambience of the overall package gives them a much wider potential trade-draw than conventional centres⁶². The earliest such

⁶²Better shopping environment Article ,page..?

centre was at *Brent Cross* in North London, but the archetypal megacentre is now considered to be the *Metrocentre*, in an Enterprise Zone to the west of Gateshead on Tyneside. This consists of 150,000 square metres gross retail floorspace, and rivals Newcastle City Centre in the scale of its retail content. Other developments of a similar scale are now in operation at *Merrihill* in the West Midlands, *Meadowhall* in Sheffield, and *Lakeside* in Essex, with others in the pipeline⁶³. In Glasgow, consent has been given for such type of megacentre at *Braehead* near the M8.⁶⁴ In contrast the modern small scale retail developments is marked by five kinds of shop format at the present time.

a) **Convenience stores** selling a wide product range, usually concentrating on food products; these are often late-opening, and one particular variant is the store associated with the petrol filling station.

b) **Specialist stores** with a product range concentrated on a particular specialist market, e.g. toys (*Early Learning Centre*), clothing (*Tie Rack*), specialist food etc. Some companies such as *Next* have subdivided their operations to gain a prominent position in a number of specialist niche markets. This type of retailing is sometimes conducted through franchised outlets

c) **Brand shops**, a variant of (b) where the product range is limited to one particular brand name, e.g. *Benetton*, *Jaeger*, *Thornton Chocolates*.

d) **Discount stores**, aiming at the lower end of the market such as *Shoprite* and *Kwik Save*.

e) **Locality-specific shops**, associated with certain locations such as tourist or holiday locations, railway stations, sports stadia etc.

⁶³British Shopping Centres, 1989-1991.

⁶⁴ibid.1991

Apart from the above category of shops there is another called the non conventional retail shops namely, *market stalls, mobile shops, mail-order type home based teleshopping* and finally but not the least, the *warehouse club*. These kinds are mentioned as mere observations.

4.0 The Consequences of Modern Retailing Structure to the Disadvantaged Shopper in Glasgow

It is a general presumption that recent changes in retailing particularly the out-of-town centres have brought widespread benefits to shoppers, especially to the affluent and mobile. They have, however accentuated the disadvantages experienced by less fortunate shoppers namely the aged, those with physical disabilities and those with special responsibilities like, caring for young children. Although this type of problem is usually amenable to solution by appropriate design measures, the disadvantages flowing from economic circumstances of certain groups, such as low income, area of residence, or lack of access to private transport are more difficult to solve. According to the Shopping Review,⁶⁵ lack of access to private transport is of particular relevance in Glasgow where the average car ownership is much lesser when compared with national average.⁶⁶ Furthermore, many parts of Glasgow have much lower car or ownership levels than the City average. Retail developers have tended to steer new developments towards those sections of the community that have the highest levels of disposable income and which are most likely to undertake shopping trips by car. Their site selection procedures are geared towards identifying locations accessible from the principal road network and proximity to affluent residential areas, rather than sites which, for example, adjoin local authority housing areas or less affluent inner-city areas. The fact that there is a market to be tapped in such areas is illustrated by the

⁶⁵Shopping Review, p..?

⁶⁶In 1990, Glasgow had ownership of 212 cars per thousand population, compared 252 for Strathclyde, 294 for Scotland, and 363 for the United Kingdom. source:

apparent success of *Parkhead Forge*, which is a clear exception to the rule, where it is presumed to be of lower disposable income group. The result is that whereas more prosperous areas benefit fully from better facilities and increased competition, certain other areas become stigmatised and are likely to be relatively starved of new investment in shopping as well as experiencing some loss of existing shopping due to adverse impact from shopping developments elsewhere. There is a danger that a cycle of decline will become established, whereby consumers with limited spending power and lacking the mobility to travel elsewhere become the captive market of existing inadequate retail outlets, having to pay high prices for a limited range of poor quality goods. Thus the anomalous position may arise that, in the midst of a retail boom and proliferation of new shopping developments, certain areas and sectors of the community find that these benefits completely pass them by. It is in this context that existing shopping streets that can survive without depending on the carborne shopper (like Byres Road and Partick) should find strategies within that frame work to allow variety of shopping hitherto discussed in previous areas of this appendix



The Forge – the retail highlight in Glasgow's East End.

Plate.10 Parkhead Forge , a major shopping centre in the East End.

APPENDIX. VI

Managed Shopping Centres :

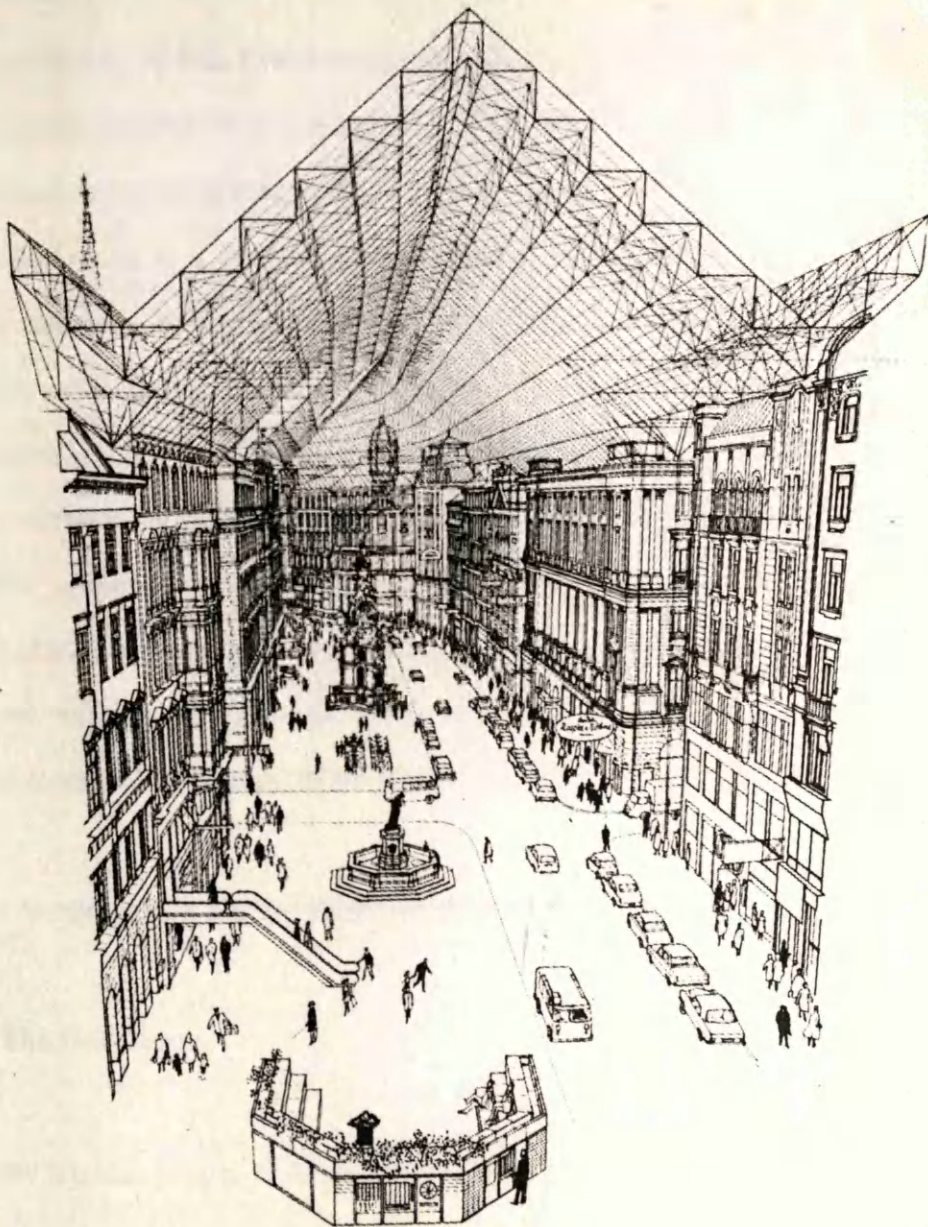
Shopping Mall as an Interpretation of "Modern High Street Shops"

References have been made in previous chapters to recently completed large scale retail developments in Glasgow. While not all of the modern shopping developments are large scaled, those which are, tend to dominate the scene like *St. Enoch Centre*. This research write up selects two shopping malls as case studies, to represent them as interpretations of modern shopping, that are comparable to Byres Road. The selected malls or centres are the *Maryhill Shopping Centre* in Maryhill Road and *Parkhead Forge* in the East End, Glasgow. Both are classified as managed shopping centres. The former is smaller but selected due to its proximity with Byres Road; as such it is also its immediate competitor while the latter is an Edge-of-town district shopping mall, large and popular enough to be considered as a model for comparison.

The reason for selecting a shopping centre with a mall in preference, a retail park or a megacentre, is because it represents the scale, pattern of movement and arrangement of shops typical of a high street and can be described as *the effective translation of high street into the enclosed environment* (P.Morgan & A.Walker). Parkhead Forge could be classified as a district shopping centre in the form of enclosed shopping mall while Maryhill Centre can be termed as a shopping complex which is an extension of town centre shopping. Both, of course, are *managed shopping centres* that epitomise modern shopping concepts.

Fig. 116: High Streets as a modern shopping mall?

This research examines how modern centres work using data on these two centres. This is done by analysing briefly some of the crucial issues; on how the centres are financed for development; how they are managed; and finally making a comparative analysis based on the study of tenants mix.



Study for Stefansplatz, Vienna, Austria. Gruppe M.

Fig. 116: High Streets as a modern shopping mall?

Richard Reddington, *Shopping Centres and Development: Design and Analysis* (Oxford: Basil Blackwell Ltd., Oxford), 2nd ed., p. 11

1.0 The Workings of Managed Centres

According to Nadine Beddington,⁶⁷ the essence of a managed shopping centre, is that of a total concept, anticipating demand and meeting all the shopping needs within parameters set according to the size and type of centre it sets out to be. It will be planned to serve a predetermined catchment area with full range of goods, services and amenities to a prearranged standard. The standards mentioned include among others, adequately connected transport network system to the centre both for customers and for efficient goods delivery and servicing to the retailer. The effect on the surrounding infrastructure and public utilities and supplies like electricity, gas, water, telephone systems and etc., can be quite significant. The main constituents will be individual shop units, interconnected by totally pedestrianised walks, or malls; the centre will be fed from car parks and public transport discharge points, by lifts, escalators and walkways, as necessary.

The factors which play a major role in the decision making and governance of centres are :

a) The Developer

There are many types of development. A new project will start with either a developer looking for a site or a site looking for a developer. The skilled developer who has assembled a team and is looking for sites is concerned with the production of a shopping centre in order to provide, by use of his expertise a satisfactory return on capital investment, this being achieved by adequate rental return from tenants. If the developer is also a contractor, he has the advantage of achieving a substantial building contract as part of the package.

⁶⁷Nadine Beddington, Shopping Centres-retail development, design and management. (Butterworth-Heinemann Ltd., Oxford), 2nd.Ed., p. 11

The developer will provide within the total design concept, shells of shopping units, for tenants who will be responsible for shop frontage finishes and internal fitting out. It is possible that buildings housing large units or "magnets" may be designed not by the developer's architect but by their own design teams. However, the overall effect of design is subject to the control of the landlord.

The private developer

A considerable body of expertise has been built up by successful private development companies in the UK and elsewhere. These developers continue to adjust, develop and adapt transatlantic and European practices to local conditions, and to extend their fields of operation.

The local authority

In the UK climate of comprehensive planning control exercised by consequently powerful local authorities, the private developer has frequently joined forces with the local authority to produce schemes for central area development. Local authorities in the UK, once again according to Beddington, are favourably placed for site acquisition, with compulsory purchase powers and local knowledge of retailing patterns. As free holders they may invite bids from developers to lease sites for shopping centre development accepting that, long-term managing developers will be able to continue along their own well-tried lines of shopping centre design, advising the consortium partners accordingly.

The competitive bid

Schemes prepared by developers with specialised design teams and backing finance, are submitted in financial as well as physical terms for competitive consideration. These projects are assessed in terms of quality, excellence, durability, viability, and long-term financial return. The successful judgement of this method will be largely dependent on the experience and expertise of the assessors in balancing these factors. However it does not always work accordingly. Whoever the developer, he has to find the capital which are normally from big institutions.

The institutes

There is an increasing amount of institutional money such as from pension and insurance schemes seeking high capital growth with an element of control, lacking in equity investment.⁶⁸ Property development offers an attractive long-term alternative for institutions perhaps, with the acceptance of comparatively low starting returns (until the centre matures),⁶⁹ thus forming a major source of shopping centre finance. In the UK the big nationalised and privatised pensions funds such as the National Coal Board, the Electricity Board, the Post Office have entered this field of investment not only through the professional developer but by extending their interest into construction and management.

The Parkhead Forge Centre is an example of such development where the developer is *Buckfield Properties Ltd.*, a wholly owned subsidiary of *Arlington Securities Plc.*

⁶⁸N. Beddington

⁶⁹article, *Selling High Street*

The owner-occupier

In recent years another incentive has risen in the UK amongst the major retailers who, wishing to expand singly or as a consortium, have become interested in developing shopping centres themselves to provide outlets for their own use. This has resulted in the formation of another group, the owner-occupier. This new involvement has altered the emphasis of financing motive, where the whole centre is being designed primarily with the requirements of the major user in mind. The Maryhill Centre is such a case where the *Co-op*, (one of the largest foodstore in Glasgow)- has taken the role of owner-occupier.

b)The Letting Agent

As the scope of shopping centre investment widened, the letting agent, became increasingly involved in the whole project from inception. Agents are responsible for the successful letting of premises, making them specialists in this type of commercial letting. They also offer a management service which is used to good effect by a number of developers. It is acknowledged that the letting agent can exert a powerful influence on the developer's brief and the design- from selection to the tenant mix. A carefully related, correct and convenient location of various traders, to encourage variety of choice and interest, and maximum pedestrian flow is greatly practised. According to Parkhead Forge Management, it is precisely this factor that has been a vital contribution for their sales boom despite the current nation-wide decline in retail business.⁷⁰

⁷⁰"Sales Forge Ahead", Shopping Centre, August 1992

c) Management

The management aspect is a crucial and a key factor in the development of shopping centres from inception to completion. The most satisfactory method according to N. Beddington is for the developer to have a continuing interest in the centre and to be responsible for management. Of all the factors which can affect the success or failure of a shopping centre, the quality of its management is one of the most important coming a close third behind location and design. The shopping centre manager's objective is simple in that he has to provide an environment which is clean, safe, relaxed and secure in which his tenants can trade to maximum levels of turnover thus ensuring maximum rentals which the tenants will be prepared to pay because they are making profits. Both the Maryhill Centre and Parkhead Forge have Centre Managers who are not only responsible for managing their centres but also double up as advisors when coming to letting in.

d) Multi-use Centres

The developer may have to combine with other uses for instance as a co-operative venture with local authority. Thus it may be necessary to incorporate housing, public service buildings for leisure, social or educational use, or commercial offices. This may be a financial or planning requirement, to maximise site use and reduce land costs. Presently there are considerable expansion of interest in the "multi-use" functions as an element in the centre itself, which incorporates various leisure activities as cinemas, restaurants, sports centres, children's parks, skating rinks, water parks, etc. Ultimate examples of this category today are the *West Edmonton Mall* in Canada and in UK, the *Metro Centre-Gateshead*, Newcastle where the "Fantasy Land" forms a major ingredient of the scheme.

e) The Design Team

As an architect, I recognise the importance of adopting a multi-disciplinary approach from the onset of such projects. The shopping centre as a building type offers great opportunities to those with expertise and experience. The study of design centres reveal many useful errors and, it is important not to ignore them. It is agreed by many that it is a specialised field needing expert professional teams, imbued also with ever-present appreciation that shopping should delight the senses and attract the shopper. For that, the ideal team should consist of the project manager, architect, relevant consultant engineers, graphic designer, landscape architect, fire consultant and finally the centre manager.

f) Finance

The fundamental factor in the production of a shopping centre is finance. According to P.Morgan and Anthony Walker,⁷¹ the most common methods of financing retail development are:-

- by forward sale of the property to an institution, either an insurance company, a superannuating fund or a property fund;
- by sale on completion with interim finance provided by a bank or out of developer's own resources;
- by use of a developer's own money, either retained profits, original share capital gained by way of rights issue or debentures;
- by long-term mortgage from a financial institution;
- by sale of whole or part to occupiers;
- by unitisation or securitisation.

⁷¹Retail Development Ch.11, p.93-102, gives full illustration of these methods.

It is important for an architect to understand the principles involved. Though the role is peripheral, he should be aware of the implications of correct advice and information offered in the design of a financially viable scheme. Since the developer's interest is return on investment, the share of equity is important for him. It is relative to the tenure and the freehold and leasehold interests. As an example, N.Beddington⁷² cites a three-prolonged situation where the local authority receives the ground rent and perhaps a modest proportion of rental profit, the remainder being proportionately shared between financier and developer.

Tenure

The shopping centre differs from the totally competitive situation in the high street. Here, individual shops endeavour to maximise their trade, but not at the expense of their neighbours, as the total success of the centre is vital to their own potential. Thus the developer and the retailer share a common aim, that of maximising profit. Again, according to N. Beddington, there is a fundamental difference between the American and UK systems. The typical USA financial concept has been for rental to be variable, on a graduated basis related to turnover, with a minimum turnover to be agreed and guaranteed by the lessee, i.e. "percentage rents". operation of each unit, the retailer and the developer having a continuing common purpose. This system known as the turnover lease is reportedly more difficult to work in the UK where the fixed rental over a given lease period is generally employed. Often this is a long-term arrangement with periodic rent reviews at stated period considered in relation to profitability and may provide for increase up to market levels. The rent will be adjusted to take into account commissioning costs (including shop-fitting) and establishment period. Both systems have their pros and cons which are a detailed study by itself. For the purpose of this thesis's background study it is suffice to mention them as the two most

common types of tenure. Regardless of the tenure system adopted, the developer's trading policy for the centre will be decided on the basis of the financial analysis, incorporating findings of traffic and market surveys carried out at inception of the project. From this a merchandising plan to form the basis of the brief will be drawn up. Accordingly this will be used to produce a target or turnover per square metre of sales for various units- Which having been determined will affect sitting, unit areas, and trading "mix" in planning the layout. Leases are normally executed with major "strong-Credit" tenants in advance, of construction and as part of the financing arrangements. This will ensure a relatively low investment risk, as not only will, well-known names attract better customers and other tenants, these major operators will produce a substantial income base. However, N.Beddington argues that in the speciality centre this "strong-credit" element is normally absent⁷³. He further explains that, whatever the type of tenure, once such commitments are resolved interim financing can more easily be achieved.

g) Site and their selection

For the purpose of this study it is acknowledged as a vital factor to consider the selection of sites and their locations of any shopping centre development.

2.0 An Overview of Development Criteria of The Case Studies

On a national level the move towards decentralisation, i.e. relocating major retail activity away from central locations was due to some or all of the reasons mentioned previously in section 6.3 . However, in Glasgow's case the objective varies greatly in that the emphasis has been to reinforce existing shopping corridors with additional

⁷³ibid.

retail floor space and develop them as strategic shopping centres. Most of these centres contribute as focus for the regeneration process in their respective areas that seek to improve the quality of life for Glaswegians; to attract people to live and invest in the City; and to visit it for business, recreation and cultural purposes.⁷⁴ Among such specific projects, the Parkhead Project covers an area of 150 hectares in the East End aiming to secure the economic, physical and social regeneration of the area. The whole development costs, according to the Planning department, are estimated at around £65 million that includes, streetscape improvements, a traffic management scheme, the development of shopping mall, the creation of improved industrial and housing areas and the creation of some 1700 new jobs.⁷⁵

The map below shows the relative locations of these two centres and their catchment areas.

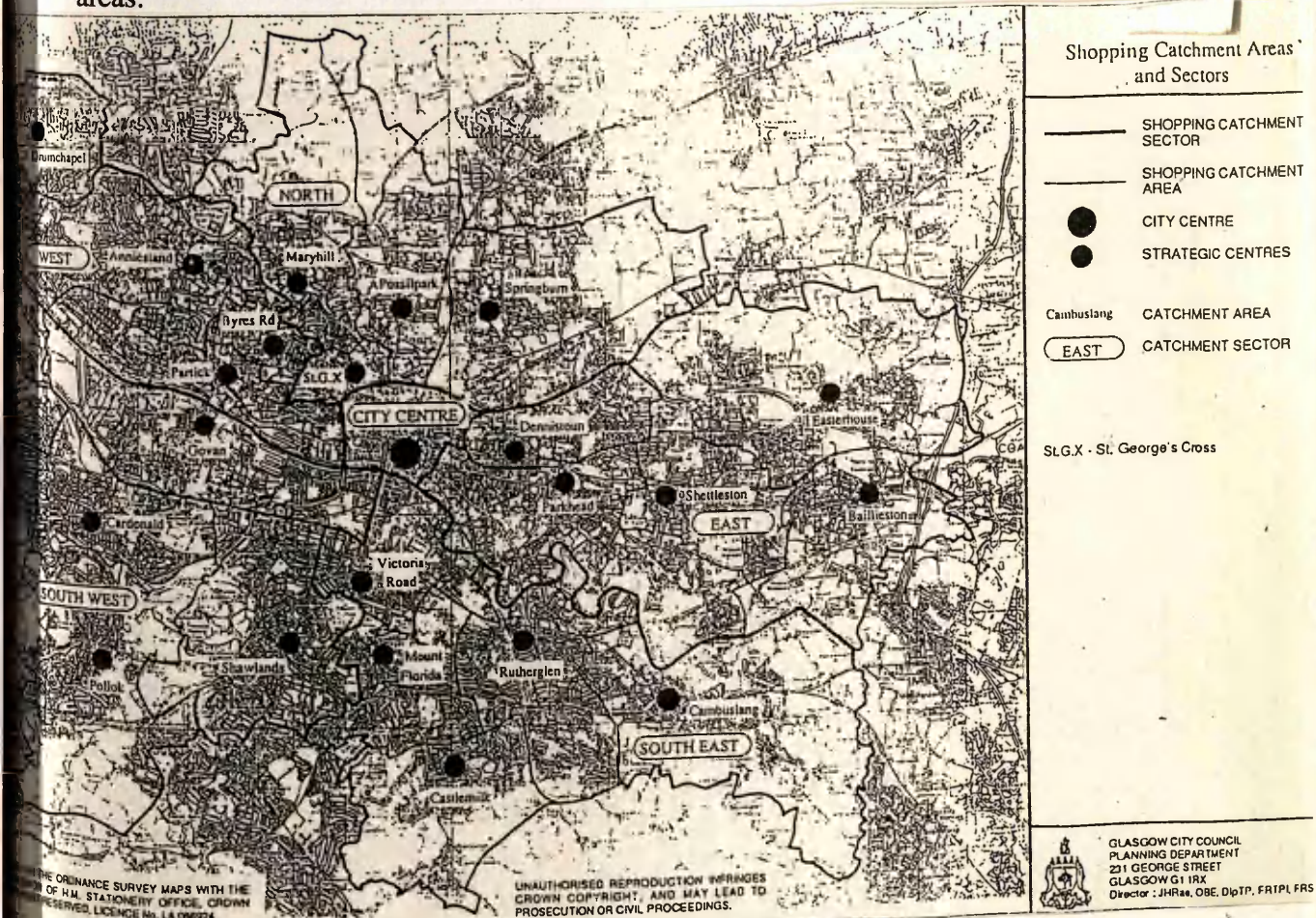


Fig. 117: Shopping Catchment Areas and Sectors

⁷⁴ Glasgow City Council, Planning Department, *Glasgow Planning Hand Book 1993* (Charles Roe House: Cheestergate Macclesfield Cheshire, 1993), p.51.
⁷⁵ibid, p. 54.

Maryhill Centre lies in a strategic route that captures most of the northside outwith West End which is also generally served by Byres Road. Maryhill Centre's key tenant and owner, the *Co-op*, along with *Asda* at Summerston Centre are two of the City's seven existing superstores, reportedly serving a catchment area that has surplus of 47% (one of the highest in Glasgow). Incidentally, Parkhead Forge with its key tenant, *Asda*, too is serving a catchment area that (according to Shopping Policy Review) has a surplus turnover of 47%. In both cases they serve an area that currently experiences deficiency in terms of other local competitors. This observation emphasises the fact that there exists sufficient market for additional retail premises to be included in the West Area of Glasgow.

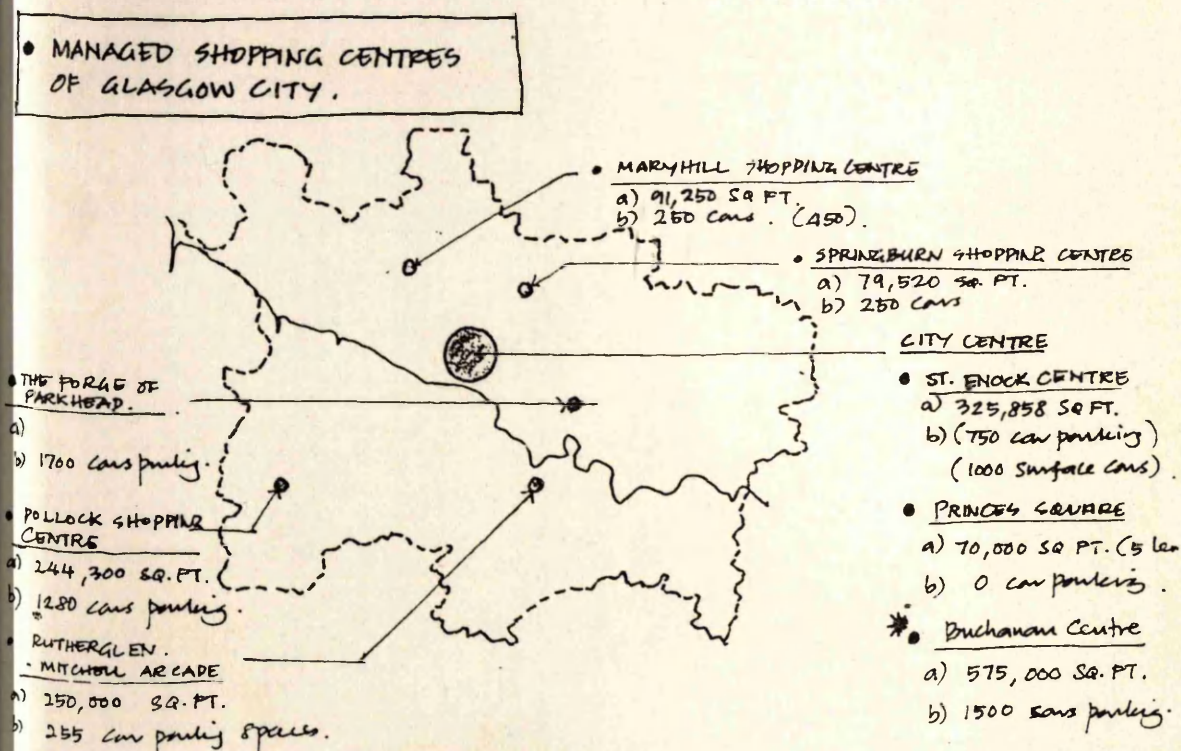


Fig.118: Shopping Complexes in Direct Competition with Byres Road

● MANAGED SHOPPING CENTRES
OUTWITH GLASGOW CITY.

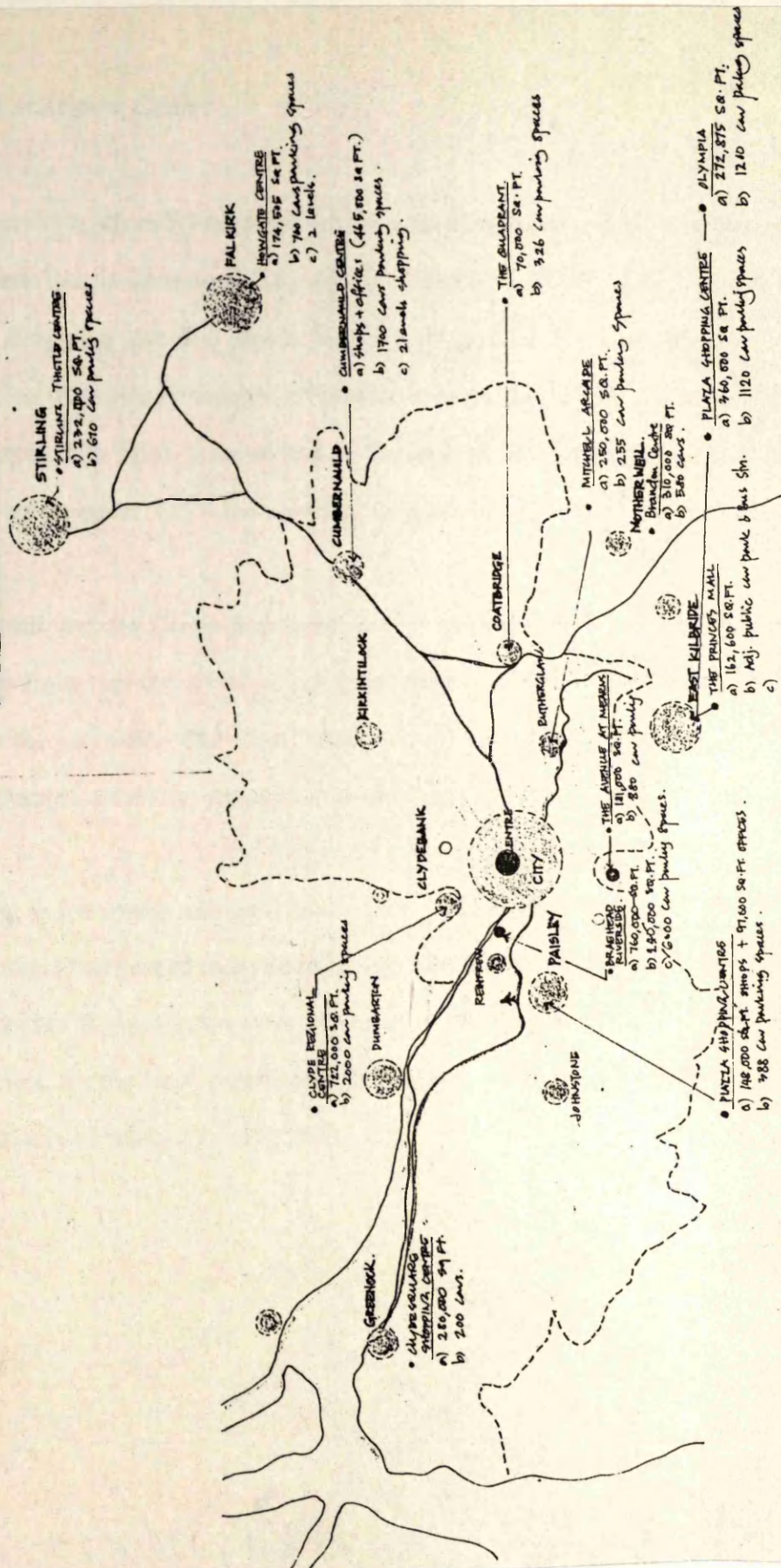


Fig.119: Managed Shopping Centres in Greater Glasgow Area.

Maryhill Shopping Centre

Situated at the north of Byres Road within a ten minute drive, Maryhill Centre serves a catchment that is underserved by shopping facilities. It serves as the focus for the existing shopping corridor along Maryhill Road that has undergone a massive regeneration with new housing so obvious to a visitor. The centre is typical of late 70s kind of style with brick facades that is also inward looking. It offers up to 450 car parks for its shoppers, twice the numbers available in Byres Road.

A short mall and the Co-op Superstore are the principle features. The mall connects the Co-op from one end which is the main pedestrian entrance to the other, which is linked to the car park. The front entrance is prominently displayed for those using public transport, while the entrance from the carpark is made equally obvious.

According to the centre manager, the shopping complex is always busy and its longer opening hours has proved to be popular with those leaving for home after office hours using Maryhill Road. Furthermore its facilities such as the Post Office and the Bank are the focus for the local community, as such, the shopping centre has proved to be popular as a convenient shopping area.

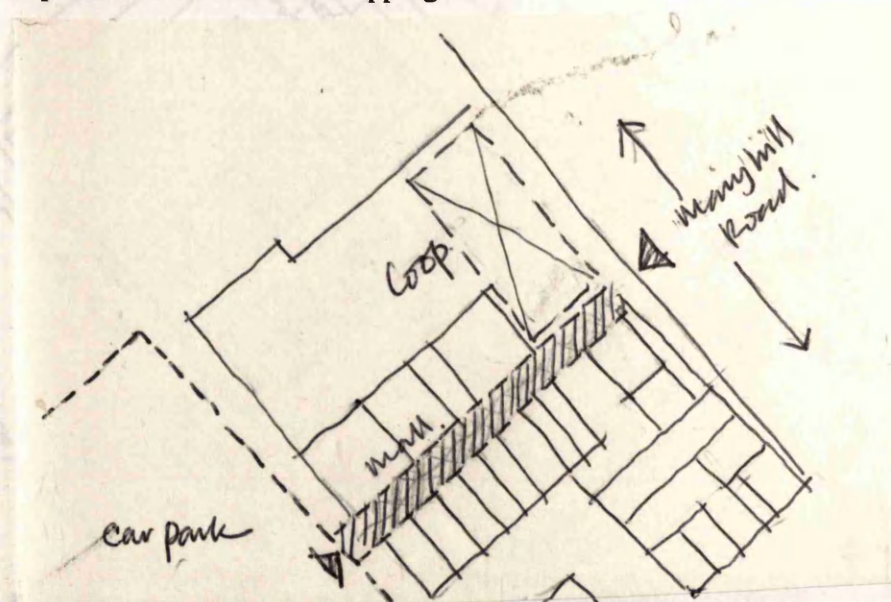


Fig.120: Study of Mall and Tenants Layout.

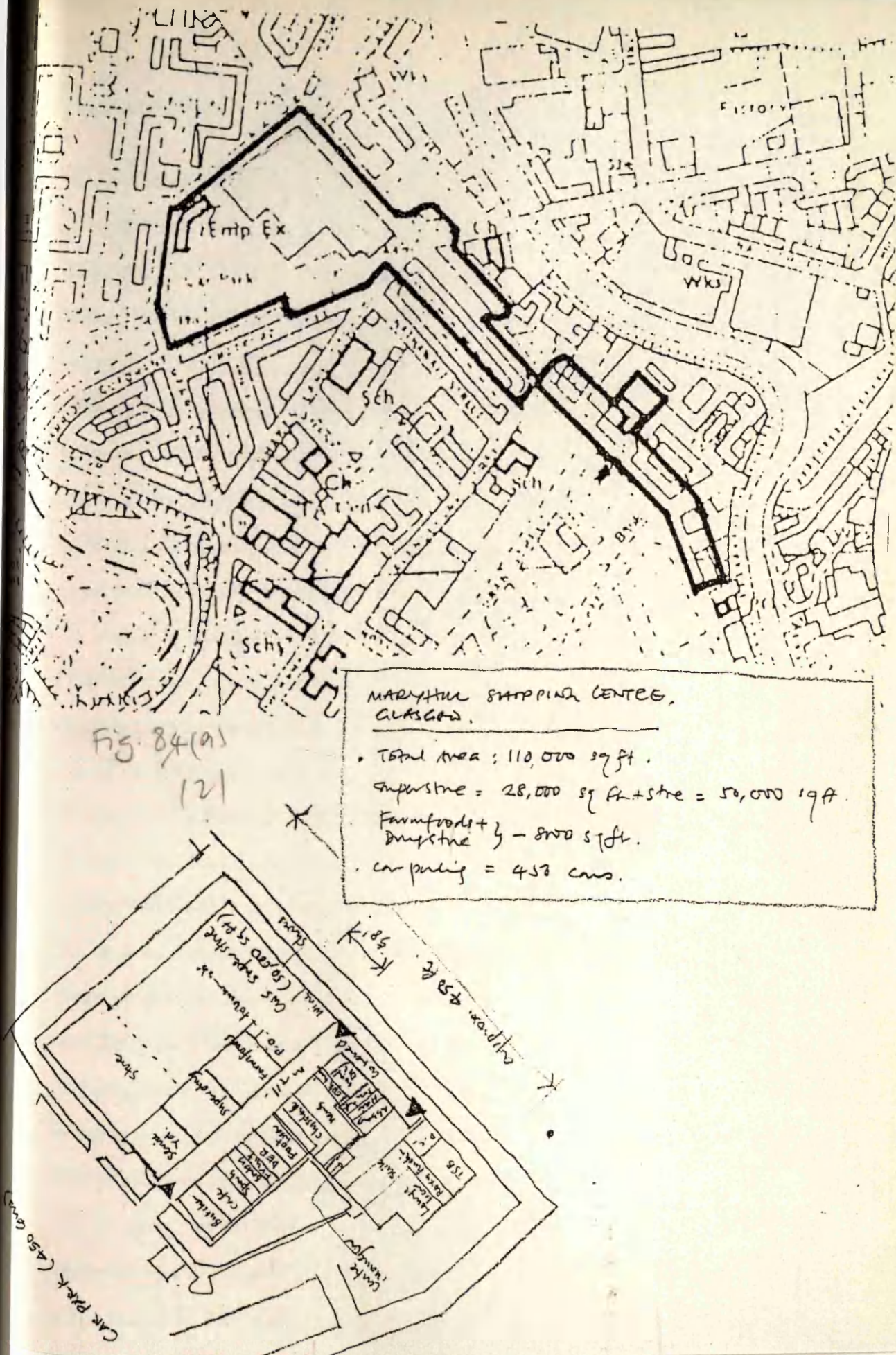


Fig. 121: The plans and tenant-mix study of Maryhill Shopping Centre

Parkhead Forge

The first time that I ever came into contact with "Parkhead" in Glasgow was when reading about Celtic Football Club being the first British club ever to win the European Cup in 1967, while in primary school in Malaysia. Since then, like many others, "Parkhead", to me has always been synonymous with "Celtic F.C." but not anymore. "The Forge" has arrived lately in the scene and from what I understand and observe, it has captured the imagination of many Glaswegians as one of the places to be in, for "a great day out".

Since its opening, this £45 million project, has set consistent standards for both retailing and leisure purposes. The centre is made up of 450,000 sq. ft gross lettable space with *Asda* Superstore being the chief tenant utilising 125,000 sq. ft.; making it the largest in Scotland. Together with the first *McDonald's drive-thru* restaurant, a *Cannon* seven screen multiplex cinema and a substantial food court offers the necessary ambience for today's shopper. It has a reputation for having an excellent mix of national and local retailers, with many major names represented (besides the 56 shop units at the main mall level) including the additional anchor tenants- *In Shop plc* and *Littlewoods Ltd*; (refer to details in Fig:123). The major non-retail users include two banks and a building society. There are reportedly⁷⁶ 300,000 shoppers per week who enjoy their shopping amidst the daily promotional, entertainment and events programme that has become the hallmark of the Centre whose motto seems to echo the famous Windmill Theatre of London's- "We Never Close". This edge-of-town shopping centre has successfully blended the leisure facilities with a good tenant mix that despite a nation-wide slump in sales, it has been experiencing a remarkable boom thus, establishing itself as a major regional centre in Glasgow.

The shopping centre itself is described as an "oasis" It used to be generally a depressed area dominated by traffic congestion. once but today it is well served by public transport, has a car parking facility for 1800 vehicles and a petrol filling

station, all laid out in a rather attractive landscaped area. The immediate catchment comprises mainly "B" and "C"- minus (70%)⁷⁷ profiles but the research by retail consultants, Fripp Sanderman, shows a contrary to popular belief; that East End is a relatively low income area with a correspondingly low retail spend. The outcome of the survey reveals that at the Forge there is an addition of 4% over the UK average retail spend, from its core catchment population. Furthermore, the popularity of the centre is reflected by the growing numbers of shoppers, up by 4%(15 million) since last year, drawn from a total catchment of half a million people whose annual retail spend is some £1.2 billion, making it the most shopped next to the City centre. While the centre looks inviting at close range, as with most other complexes of its kind in Britain, I find it rather inward looking with its collection of pyramidal roofs that shows nothing from the outside. The Architects have not chosen any notable kind of theme in their design as in the case of *Meadowhall Shopping Centre* in Sheffield,⁷⁸ nor does it has any "intimate streets" as an extension of their mall like in *Lake-side Turrock* of London⁷⁹. Despite its reputation for using 5,000 sq.m of pyramid glass and 1,500 sq.m of spandrel glass, (that is sufficient to cover Hampton Park Football Stadium)⁸⁰, I find them intimidating particularly with the wire netting underneath which are there to protect the shoppers from potentially falling glass splinters.⁸¹

In the central square there is a promotional area that is always full of activities particularly to captivate the children, while their parents do their shopping in the nearby *Asda*. The scenic lift and escalators from this square carry the shoppers to the upper level. I find this single source of vertical movement rather congested and too far to reach the toilets which are located on the upper level.

The layout of the mall is the typical dumb-bell shape with its main entrances opening on to the car parks. In addition to this is the emphasis of a central square next to the

⁷⁷ibid., There are 150,000 ABC1's in the Forge catchment population -30% of the total

⁷⁸ George Tate, "Meadowhall Shopping Centre", Journal of British Council of Shopping Centres, 21(winter 1991), p. 21

⁷⁹ Arnold Hammond, "New Centres For East Enders", Journal of British Council of Shopping Centres, ... (....1991), p. 5

⁸⁰, Marketing manager, " Parkhead Forge Facts Sheet", (1992)

⁸¹ Interview with a security guard, source undisclosed, Parkhead Forge, July 1993

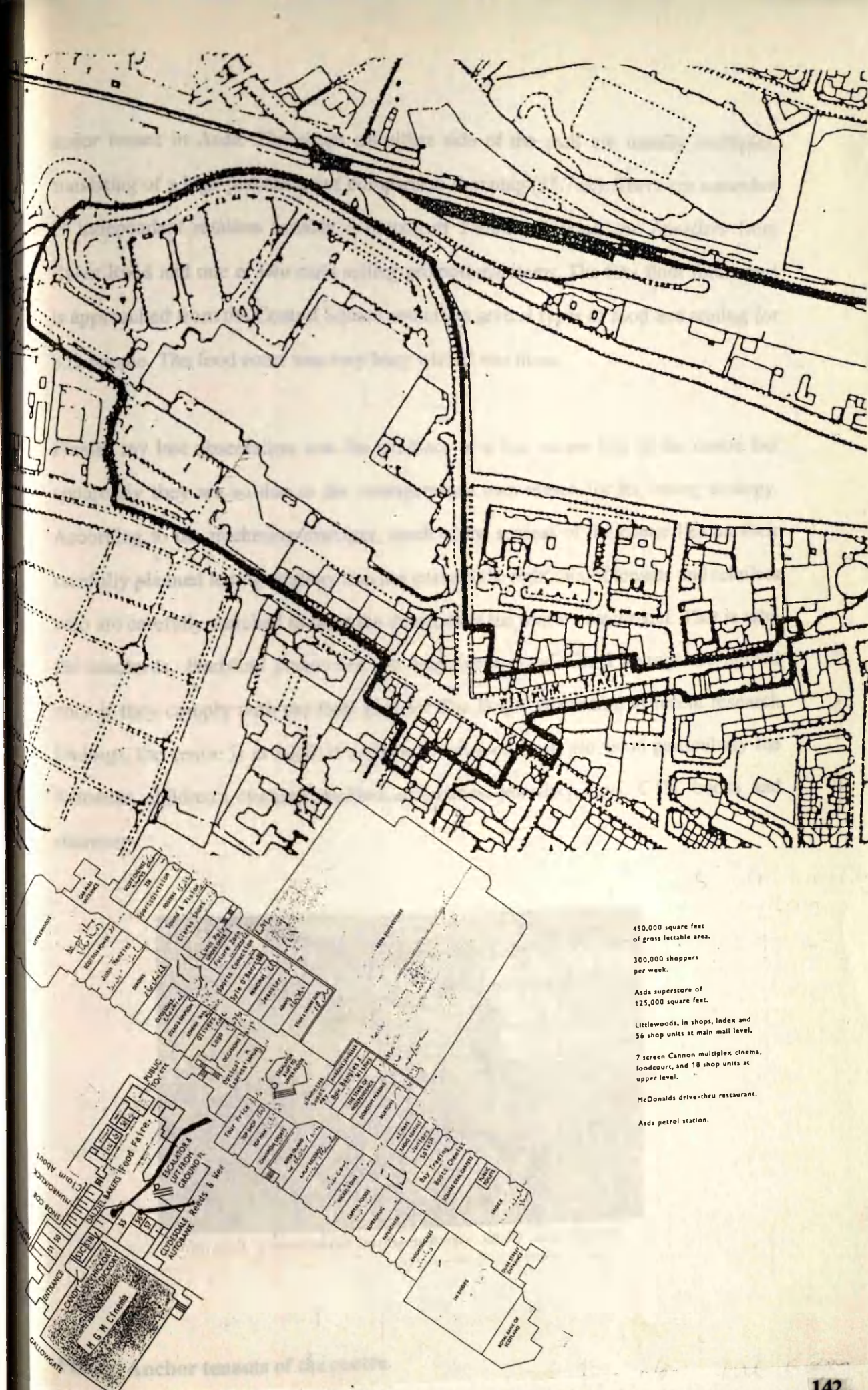


FIG.123 : PLAN SHOWING TENANT MIX-PARKHEAD FORGE MALL

major tenant in *Asda*. The shops on either side of the mall are usually multiples, consisting of a high percentage of comparison shopping (35.7%). There are a number of independent retailers notably a branch of *Thomas Harkins, the Jewellers* from Byres Road and one or two carts selling promotional items. The first floor food court is approached from the Central Square and offers several types of food and seating for 352 people. The food court was very busy while I was there.

Finally my last observation was the evidence of a few vacant lots in the centre but apparently they are so due to the management's own reason for its letting strategy. According to the marketing manager, much of the success of the centre lies on their carefully planned letting strategy that has ensured the right mix of tenants and retailers who are carefully matched to meet the demands of the centre's catchment. That is why the landlords, *Buckfield properties*, are selective and individual lettings are agreed only if they comply with the total plan for The Forge. According to recent research findings, the centre is in need of additional non-food retail provision particularly the footwear, children's clothing, fashion accessories, jewellery, toys, CTN, books and stationery.



Littlewoods' commitment has been borne out by sales figures.

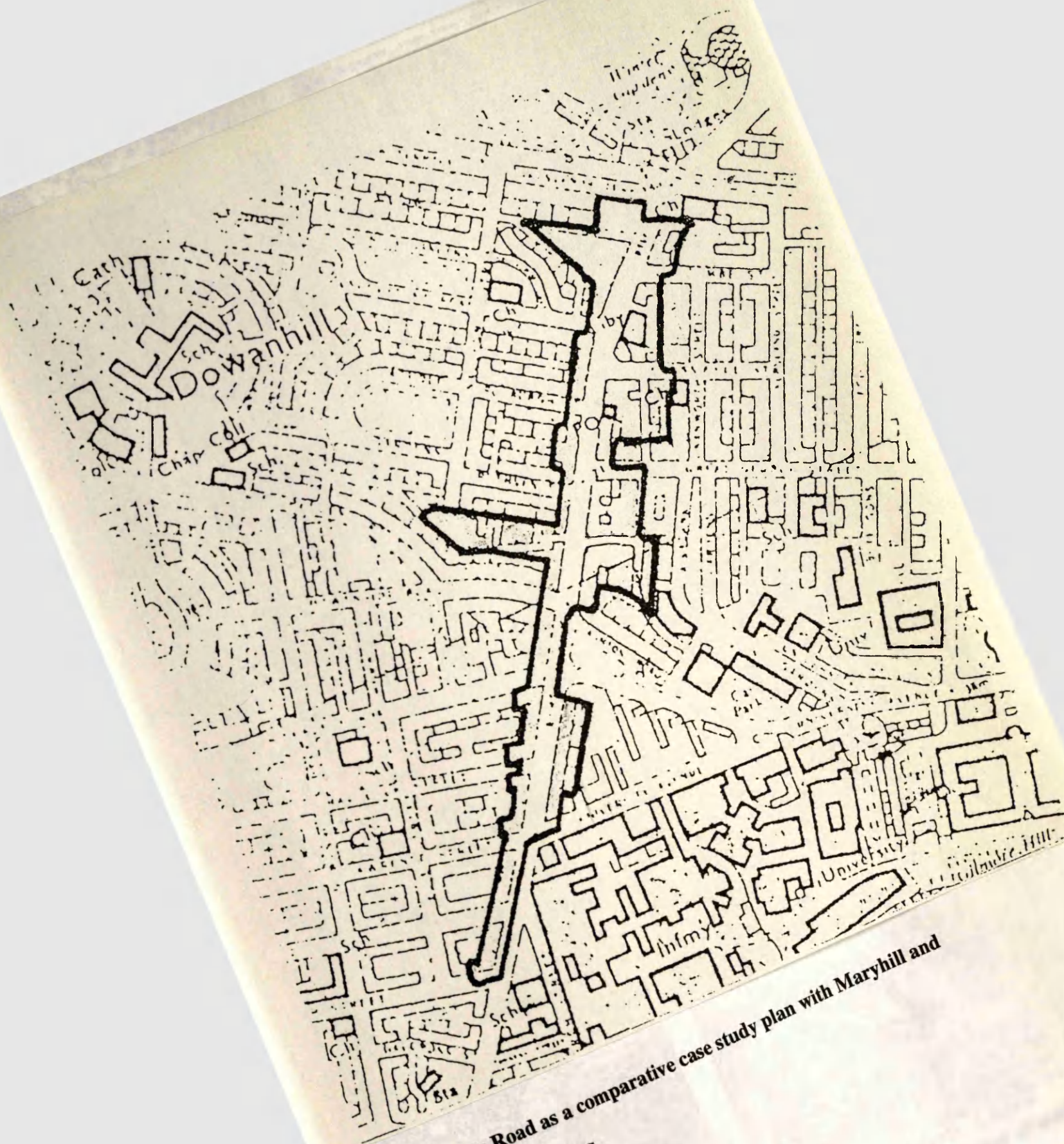
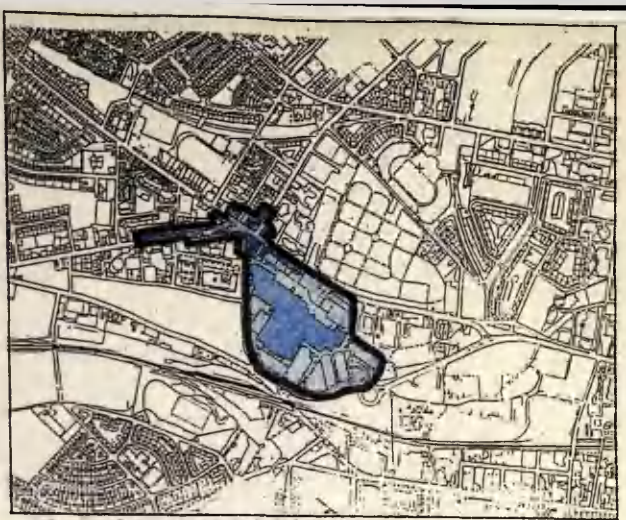


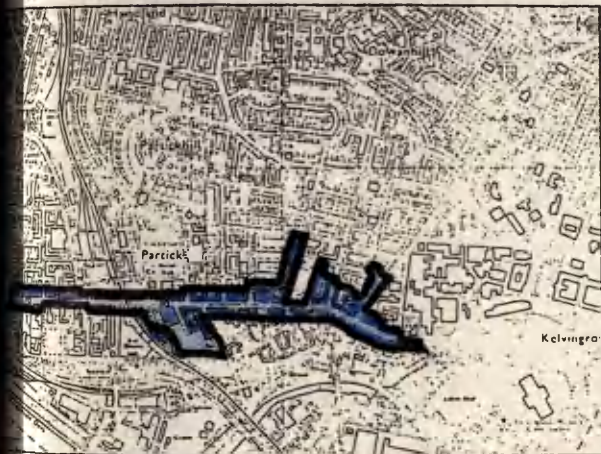
Fig. 124: Byres Road as a comparative case study plan with Maryhill and Parkhead Forge centres



1. CITY CENTRE



2. PARKHEAD FORGE



3. PARTICK



4. BYRES ROAD



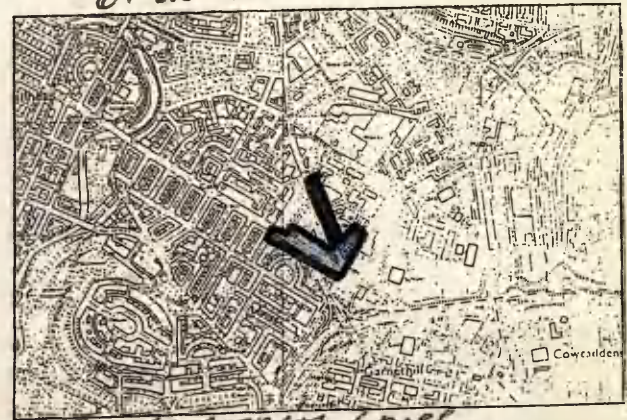
5. MARYHILL



6. GOVAN



7. ANNIESLAND CROSS



8. ST. GEORGES CROSS

Fig.125: Byres Road in comparison of scale with City Centre and other strategic shopping centres

Table 7

Comparison of Tenant Mix with Byres Road

Particulars	Maryhill Shopping Centre	Parkhead Forge Shopping	Byres Rd.
1. Food (excl.supermarkets)	3	3	17
2. Supermarket,Dept.Store	Nil	2	2
3. Footwear incl.repairs	2	3	5
4. Menswear	Nil	11	3
5. Ladies,girls,gen.clothing	1	9	3
6. Chemists & Drugstores	1	3	2
7. Books,art&cards stationery	1	1	7
8. Jewellers	Nil	2	3
9. Toys, hobbies,crafts,sports	1	3	3
10..Chinawear,glass,leather, fancy goods	Nil	2	2
11. Electrical, photographic, lighting	Nil	5	6
12. DIY,hardware,decorating	1	Nil	4
13. Banks,bldg. societies, P.O. & Estate Agents	3	2	24
14. Catering incl. pubs.	2	Nil	24
15. Confectioners,tobacconists & news agents	2	3	6
16. Liquor & spirit shops	2	Nil	5
17. Records, video hire & t.v rentals	2	4	8
18. Domestic furniture / fabrics	Nil	4	2
19. Florists	Nil	1	1
20. Wool	Nil	Nil	1
21. Travel agents	Nil	2	3
22. Hairdressers	1	Nil	4
23. Opticians	1	1	3
24. Charity Shops	Nil	Nil	4
25. Miscellaneous	3	2	17
26. Vacant	1	6	9
Grand Total	28	70	195
Additional Facilities			Nil
27. Centre Manager's Office	1	1	
28 .Catalogue Shop	Nil	1	
29.Cinema and entertainment		7	see miscl
30. Food courts		1 (6 units)	
31. Superstore	1. (50,000sq. ft	1. (125,000sq. ft)	

Conclusion : A significant character about Parkhead Forge is its concentration towards comparative shopping which accounts for 20 numbers of clothing shop, while Maryhill caters entirely for convenient shopping. Byres Road has a mixture of shops equally matching the number of banks and eating outlets.

Table 8
Comparison of Information on the Workings of Managed Shopping Centres

Particulars	Maryhill Shopping Centre	Parkhead Forge Shopping Centre
Developer:	C.W.S.	Buckfield Properties Ltd.
Centre Manager:	Mr. Ivor Bamford	Mr. Vincent Lochrie
Area:	91, 250 sq. ft.(Gross leasable area)	450,000 sq.ft.
Opened:		13.10.1988
Form:	enclosed and L-shaped mall	fully enclosed - edge of town
Shopping levels:	one	two
Total outlets:	23	89
Car parking spaces:	250	1800 (free)
Features:	has a promotional area	food court(6 units) with seating for 352; 7-screen Multiplex cinema;"Drive Thru" Mcdonalds
Ground Landlord:	C.W.S.	
Funding:	C.W.S.	Arlington Securities plc.
Head Lessee:	C.W.S.	
Key food tenants:	Co-op superstore (C.W.S.)	Asda Superstores Ltd. Mcdonalds-"drive thru" in car park MGM Cinemas In Shops plc. Littlewoods Ltd.
Key non-food tenants:	none	
Other retail tenants:		
a) Food retailers	4	
b) Drink & CTN retailers	1	
c) H'hold goods retailers	3	
d) Clothing & footwear	2	
e)Other non-food retailers	6	
f) Cafes, Restaurants	1	
g) Other service outlets	4	
Major non-retail users	TSB Bank Post Office	The Royal Bank of Scotland Abbey National plc. Clydesdale Bank plc. Petrol Filling station £40 per sq.ft. £1.5 million
Zone A Rental (main mall)		
Current Service Charge costs		
Pedestrian Flow Count		In excess of 320,000 people per week
Staffing complement (retailers)		1800 full time 500 part time -Total 2300
Management Staffing		Centre Manager Building Services Engineer Security Manager Marketing Manager Administration-1 senior 1 junior Maintenance - 2 engineers Janitorial-14 FToperatives 4 PT operatives

The Design & Construction**Team****Project Managers:**

Security- 19/29 phased
operation

Arlington Property Services
Ltd. & Project Management

Architects:

Scott Brownrigg & Turner

Main Contractor:

Balfour Beatty (Northern)
Construction Ltd.

Quantity Surveyors:

Gordon Harris & Partners

Structural Engineers:

Waterman & Partners

Services Engineers:

Wallace Whittle & Partners

Design Consultants:

D. I. Design & Development
Consultants (UK) Ltd.

Joint Letting Agents:

Montigue Evans & Healy &
Baker

Managing Agents:

St. Quintin Quantity Surveyors

Additional Information:**Building Costs:**

£40 million (inc. Superstore &
Cinema)

Gross area of site:

32 acres

Duration of construction:

21 months contract

Data Provided By:

Donaldson Properties
Management

⁸²Robert Cowan, "This is the Age of the Doughnut", *Architects Journal*, 21 October 1987, p.17
⁸³*Ibid*

APPENDIX VII

FACTORS OF DEVELOPMENT CRITERIA

"Who wants a town with a hole in the middle? Is there more to life than building society branches and estate agents?" asked Robert Cowan when addressing the issue on the proliferation of out-of town centres at the expense of high street shops.⁸² He was justified in sending the alarm signal particularly when the well known high street shops as the likes of Marks and Spencers and Laura Ashley started establishing branches into the new retail parks.⁸³ He cited the American experience where such movements practically created the "Doughnut Effect", (that is; leaving a gap in town centres) which eventually lead to their near demise. This syndrome however, is unlikely to happen in the British situation where she has less space; less car-based and a richer planning history. Nevertheless it does not give one an excuse for complacency. If one views any town centre facilities closely, one can pick up an almost identical imagery for just about all the high streets; the same multiple retailers, the banks, building societies and more recently charity shops, for which if, heedless, will subdue their individuality This in short is not good for Britain where there is a high degree of movement and travel between towns and cities and more so in recent years when the economy depends very much on the tourism trade.

Byres Road qualifies to be regarded as *the High Street of West End of Glasgow* and the West End itself could be regarded very much as a town on its own within a city just like Bayswater Road is in West End of London. With its mixture of commercial, institutional, cultural and residential facilities well served and connected to public transport system and its designation being the most outstanding conservation area, it leaves no doubt in my mind that the area around Byres Road is a town centre on its

⁸²Robert Cowan, " This is the Age of the Doughnut", Architects Journal, 21.October 1987, p.17

⁸³ibid

own. Even issues such as urban renewal, infill developments, traffic and parking; public and urban amenities are relatively similar to Byres Road.

The following would:

- 1) Identify how Byres Road fits into the overall planning strategy of Glasgow in the context of shopping, tourism and conservation which are the three main areas the City is expanding upon and
- 2) Observing the elements of good urban design which will ensure a desirable quality in terms of potential development and enhancement towards the Study Area

1.0 Conservation in Byres Road

-the existing situation

From the history and current analysis of Byres Road one can observe how the existing places and streets are products of a planning that was achieved by the growing influence of the Glasgow's well-off, in the Hillhead end and the need to house the working population in better quality houses in the Partick end. It also shows that at any given time or period, socio-economic pressures drive towards the adaptation of the urban fabric to contemporary needs, by the removal of what is currently considered to be obsolescent in the light of those needs. The continuing process of adapting the obsolescent urban fabric to contemporary needs is known as "urban renewal".⁸⁴ Accordingly in any town today the process of urban renewal is made up of different degrees of adaptation of obsolete urban fabric in accordance with its overall town and regional plans. (On a comparative note these are obvious and evident in the Byres Road Study Area which goes to demonstrate the above understanding). In this process, the extreme is comprehensive development, whereby large or small areas of buildings and their associated public facilities are swept away and rebuilt to a new and contemporary pattern. This was inflicted upon the Triangular Site where it could be

⁸⁴ Study of York

looked upon as the worst decision done on a significant piece of land. Had this idea of the 60's road rewidening policies been carried out for both Byres Road's south end and the part of the Great Western Road stretch adjacent to the Study area., much of the character of Byres Road would have been completely altered. However its existing contrary solution has largely kept the Study Area away from any comprehensive redevelopment.

Next comes the piecemeal development, where isolated structures are redeveloped but the limited scale of rebuilding does not permit significant change in the local environment: Alternatively there is piece meal adaptation in the environment, for example, by the provision of car park, street widening, tree planting or small open space. To a large extent this has been attempted in Byres Road, by constructing a large food store (*Safeway*) with additional parking spaces replacing the garage (Wylie & Lockhead) and the provision of public car parks at the vacant (demolished) site of Lilybank Gardens, though it is presumed to be only a temporary measure.⁸⁵

Partick, in the south end of Byres Road has one of the most ambitious environmental improvement programmes involving various bodies including the Council, Scottish Homes and local housing association. According to the Planning Handbook⁸⁶ nearly £1 million has since been used in this effort.

Then comes reconditioning, the adaptation or rehabilitation of structures, whereby the shells of the building remain but are adapted literally for some new use or for the continuation of the old use on more efficient lines. Sadly enough the opportunity that might have existed on this aspect was lost in Byres Road when the Former Hillhead Burgh Hall was demolished. Had it been a few years later it might have been saved due to the conservation Designation of 1972. Thus what could have been a focus major of the local heritage was lost forever.

⁸⁵According to this Handbook the site will be used for development of the University's Campus

⁸⁶Glasgow Handbook 1993 p. 61

According to Viscount Esher,⁸⁷ it is this last element in the urban renewal process which is called conservation. It is further elaborated that there is only a thin dividing line between such conservation and complete preservation which is usually defined as the process of monitoring the structure despite the lack of economic use. Conservation, to him, is a common practice in any town which takes on the special features to be retained by an overriding desire to preserve the fabric for future generations. It is dictated by the current considerations relating to their economic obsolescence. Thus the need to preserve the essential fabric and features which are thought to be of long term value act as constraints on the general process of urban renewal. Unlike in historic town situations where the constraints are many and more demanding, Byres Road has by comparison "negligible constraints" due its well laid out planning and a strong architectural character. Nevertheless in my opinion, its demands on conservation form part of the overall aspirations of the City. As such they are crucial and urgent in the current drive to promote Glasgow in a wider European context.

The results of the analysis of the Study Area revealed that conservation in Byres Road, is not entirely the issue on fabric retention or renewal nor is it the re adaptation of use of derelict buildings. Again, it is not a question of retaining the existing uses as these are basically intact in their use i.e. retail or commercial (non-retail) in ground floors with living units (tenement flats) above them. Further, it is not a question of finding tenants for vacant premises. It is, a whole question of providing a new strategy that will ensure Byres Road's existence as more than being a mere street with convenient shopping as it is almost the case now. It has to be a focus for activities in the West End which harnesses the potential benefits of city living. It has to be a vibrant centre where life is exuberant through the mixture of, students, visitors, residents and shoppers It has to redefine its current role and discuss the demands of its traditional role. This will make a difference from its current stagnated outlook and

⁸⁷Viscount Esher, "York - A Study in Conservation, H.M. Stationery office London. 1968.

improve the desired role in the long run. It is precisely what the thesis aims to illustrate. The *issues* raised above would achieve better results if considered in a wider perspective within the confines of the Aspirations and Planning Framework of Glasgow.

with its Post
Industrialised status as it
continues to develop an
efficient modern role.⁸⁸

Today Glasgow is cleaner,
and a brighter place to live
and work. The rate of
population loss has declined
and many parts of the inner-
city have been revitalised.

The City Centre has
strengthened its role as the
main regional office and



FIG. 13- GLASGOW IN WESTERN EUROPE

2.0 Glasgow's Aims in to next decade

has -in the context of West End

tourist and conference venue

" A fairly common perception of Glasgow is of a place which has changed dramatically over the last decade. The reality, of course, is that Glasgow is always changing. It is not unique among cities in this respect; the scale of change has simply been more extensive than in many other cities of comparable size. The recent transformation has lasted not one but more than four decades as the City has contended with problems of poor housing, obsolete infrastructure and the loss of most of its ship building and heavy engineering industries, all the while searching for a new role".

- James H Rae, Director of Planning, Glasgow City Council.⁸⁸

They have in their
planning function, sought to pursue policies that generate inner-city renewal to bring
about more positive and long term strategies which also involve the use of City's

⁸⁸ "Glasgow -A City of Change", The Planning Department, June 1993. p 3

Against this backdrop, as the 21st Century approaches, Glasgow is still coming to terms with its *Post Industrialised* status as it continues to develop an efficient modern role.⁸⁹

Today Glasgow is cleaner, and a brighter place to live and work. The rate of population loss has declined and many parts of the inner-city have been revitalised.

The City Centre has strengthened its role as the main regional office and shopping centre. The City has also become a major tourist and conference venue and its image has been projected throughout Europe.

(Fig.: 126 shows its relative location to Western Europe.)



FIG. 126 : GLASGOW IN WESTERN EUROPE

Glasgow City Council, the largest of Scotland's 53 district councils, is responsible for local services and therefore deals with local planning issues. They have in their planning function, sought to pursue policies that generate inner-city renewal to bring about more positive and long term strategies which also involve the use of City's

⁸⁹Forward, Convenour of Planning Committee, Glasgow Planning Handbook, March 1993. p 37

existing assets and areas, whose qualities have been supported and promoted. In this respect they have sought to work closely in partnership with the various agencies responsible for the process of regeneration and renewal of Glasgow, namely the Strathclyde Regional Council; Glasgow Development Agency; Historic Scotland; Scottish Homes; the amenities societies and the business community.

In charting the course of Glasgow into the next decade and Century the Council has produced a non-statutory City-wide plan; "City Planning Aims for the Next Decade" (1991), which includes general policies for the whole City.⁹⁰ This document seeks to establish two frameworks:

- *a framework of common aims within which future policy can be made; and*
- *the necessity of finding extra resources to accelerate the pace of renewal.*

In this context the document identifies seven (7) areas where specific efforts are needed by all parties as mentioned earlier). These are well debated issues that have been raised and expressed in the West Area Review Policy.⁹¹ For the purposes of my thesis proposal, three (3) of those are mentioned here since they have direct bearing on the outcome. They are:-

- *to promote the City's manufacturing base in a way which complements efforts in relation to services, tourism and the arts, and which also creates additional jobs for local residents;*
- *to obtain a balance between the need to sustain and improve existing shopping centres and the need to make adequate provision for new forms of retailing; and*
- *to encourage improvements which will build on Glasgow's strengths as an important tourist and conference centre.*

⁹⁰Glasgow Handbook, 1993 p.64

⁹¹ The West Area review Policy in its "The Way Forward", p.27-29, under The Main Themes for Future Action, discusses at length the seven areas.

The relevant questions raised in the context of the issues mentioned are given below (with reference to the respective policies given in brackets). They are:-

- a) How major development opportunities can be realised within the context of the Study Area.
- b) What "area initiatives" to be recognised and how should they be promoted?
(E 12)
- c) What are the key opportunities for enhancing the natural environment and how should they be promoted and funded? (E13)
- d) What is the ideal form of the distributor road system in the riverside corridor having regard to development possibilities?
- e) What areas require traffic management? (TT1)
- f) How can commuter and shopper parking demand be satisfied? (TT 4)
- g) What should be done to promote tourism? (T1)
- h) What shopping policies are needed to ensure the continued provision of a full range shopping and related services? (S2)
- i) What is the function of Byres Road and Patrick Shopping Centres within the City hierarchy and what measures can be taken to reinforce that function? (S2)
- j) What action is currently needed to secure the attractiveness of local shopping parades? (S4)
- k) What policies are needed to regulate commercial activity in the interest of residential and general public amenity? (S5)
- l) How can open space provision and environmental quality be preserved in the face of development pressure? (LR1)
- m) What is the appropriate network of indoor facilities (wet or dry) and how can it be realised? (LR2)

These are relevant questions raised in the document, and in the process of development criteria I have considered them and will be duly addressed as best as one could in the context of the proposals.

3.0 The West End Local Plan

- its objectives in the context of Development Criteria

The Local Plan for West End, as required of all such documents, has been prepared in context of Glasgow as a whole. This is necessary for the Council who then can set the priorities in the broader context of City-wide policies. The overall policies and priorities constitute the Council's Corporate Strategy (as set out in detail in the Corporate Plan). For present purposes, it is sufficient to state the Four Strategic Objectives which form the core of the Corporate Plan. They are:-

- a) to increase the number of jobs in the City;*
- b) to tackle urban deprivation;*
- c) to tackle the City's serious environmental problems; and*
- d) to halt the loss of population and encourage more people to live in the City.*

According to the Planning Handbook, in pursuing these four strategic objectives, there are many different strands of action which the Council has at its disposal. The management and direction of the physical development of the City, using the statutory planning process, is one important strand. To co-ordinate this aspect of its Corporate Strategy the Council employs the District Plan which in turn sets out its Development Strategy for the City as a whole.

The Development Strategy, as explained by the Planning Department, provides a general framework within which planning policies at a more local level (such as the West End) can be developed. Against this, the Council can then interpret and review the plans and programmes of other agencies. Using the investment from outside agencies it can then be channelled into achieving the most beneficial result. According to the Development Strategy there are three courses of action under the current economic climate to maintain the momentum already started in Glasgow. They are:-

help to maintain the quality of the area which is at risk of decline unless planned

a) to support existing assets by maintaining the "good parts" and capitalising on their attractiveness;

b) to maintain at least gradual progress in the renewal of the "poorer parts" of the Inner City, while-

c) endeavouring to bring about more positive change within the peripheral estates than has been attempted hitherto.

Development strategy. The substantial progress already made in Partick largely

Out of these three pronged Development Strategy, the Central Objectives for each of the local plans are derived. In the case of West End Local Plan, there are two which broadly outlines the guidance for any subsequent line of action. They are:-

- To protect and enhance the West End, both as an area of outstanding Architectural Heritage and as a Residential Environment of High quality,

- To Maintain the Process of Renewal in Partick.

machinery at work, and their intentions and aspirations through the Local Plan for

From the above, it is obvious that the First Objective clearly serves the first strand of the Development Strategy mentioned. Virtually the entire northern half of the Local Plan Area has already been accorded the protection of Conservation Area status and many individual buildings throughout the Local Plan have received the added protection of being "listed".

(basis) are Shopping, Environment and Traffic objectives. The areas identified as

crucial for improvements in West End/Byres Road are, for facilities in shopping

The West End therefore has already been recognised as a valuable asset whose attractiveness encourages people to live in the City, and can be a decisive factor in the minds of people contemplating making investments (hence creating jobs) in the City.

By now it is evident that protection and enhancement of the West End, accordingly can make a valuable contribution towards the attainment of objectives a.) and d.) of the Corporate Strategy. It is now envisaged (by the planners) that such actions will help to maintain the quality of the area which is at risk of decline unless planned property maintenance is undertaken. Here, what the Local Plan provides, is a comprehensive framework of policies to regulate the use and development of existing and new buildings in the area so that its essential character as high quality residential area is preserved.

The Central Objective Two is obviously directed at the second strand of the Development strategy. The substantial progress already made in Partick largely through the tenement rehabilitation programmes of the local community-based housing associations, has shown the potential quality of its environment. Its attractiveness provides confidence both for its residents and businesses. The remaining areas should be "rejuvenated" in similar fashion otherwise the earlier success would not be sufficient enough to maintain that confidence.

So far the discussion has been very formal, one that vividly illustrates the governing machinery at work, and their intentions and aspirations through the Local Plan for West End. They constitute the various areas relevant to the well execution of actions in the West end. The topics identified are, Housing; Economic (Industry) Activity; Economic (shopping) Activity; Leisure and Recreation Facilities; Environment; Community, Health and Social; education; and Traffic and Transport. Out of these, the objectives that require the most reference (in terms of the approach taken for the thesis) are Shopping , Environment and Traffic objectives The areas identified as thrusts for improvements in West End/Byres Road are, for facilities in shopping,

tourism and leisure in the context of conservation while simultaneously addressing the demands they place on traffic and transport matters

The objectives that have been adapted in the context of the thesis proposals are:-

- *To promote commercial vitality, a good balance of services and environmental improvement in shopping areas.*
- *To safeguard the amenity of residents in shopping areas so far as is consistent with the attainment of the objective above.*
- *To safeguard, improve and encourage the use of existing leisure and recreation facilities.*
- *To reduce current deficiencies and develop new opportunities in the provision of leisure and recreation facilities.*
- *To protect and enhance the physical fabric of the West end so that it remains an area of high architectural and townscape value.*
- *To increase the awareness of local residents as to the value of the physical environment and encourage community involvement and its maintenance and improvement.*
- *To encourage visitors to the City to appreciate the architectural heritage of the West End.*
- *To seek the improvement of the distributor road system as part of the urban renewal of Partick.*
- *To reduce conflict between traffic and quality of environment.*

As previously mentioned all these selected objectives are contained in, what I term as

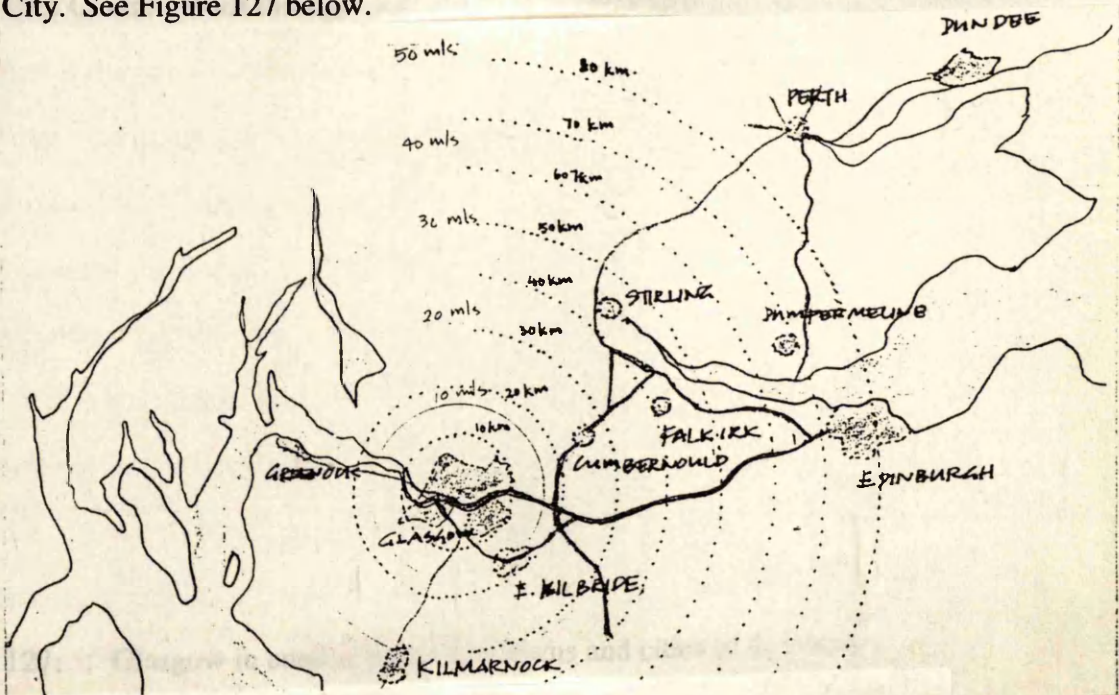
the Three Related Issues i.e. Shopping, Tourism with Leisure and Conservation. They form the base of Glasgow's revival or "Renaissance" and play crucial parts for aspirations for creating a niche in the Europeanisation process.

4.0 Glasgow's Response towards the Three Related Issues of Shopping, Tourism and Conservation

The three related issues which have direct bearings on the outcome for any proposals along Byres Road are Shopping, Tourism and Conservation. They form the three main fronts apart from the service industry in Glasgow's thrust towards economic revival, often called Glasgow's Renaissance. The analyses shows that Byres Road together with Partick are almost the second largest shopping centres in the City, ahead of Shawlands and Parkhead Forge; It has a number of cultural and educational centres and the largest outstanding Conservation Area which attract a large proportion of visitors to the City. It is estimated that of the 1.7 million visitors ,the Art Gallery alone attracts 350,000 people in a year. Thus, in most aspects it is the second centre of focus for Glasgow. As such, the area can easily be targeted as an extension of City Centre facilities while still evolving its own role and identity.

Shopping and its Implications

As previously discussed, Glasgow is the largest shopping centre in Scotland. This potential has been in recognition since Glasgow started achieving its economic revival in the early eighties and today, it forms one of the draw cards in attracting visitors to the City. See Figure 127 below.



127:GLASGOW IN CONTEXT WITH OTHER TOWNS AND CITIES OF SCOTLAND

The City Council in its capacity has embarked upon the maintenance and improvement of retail services that are crucial to its economic and physical well being; and that the public requires diverse range of attractive and convenient shopping facilities to meet its needs and aspirations. As a result, several of the former traditional shopping areas lost due to inner city clearances, have been revived. Among them are areas like Govan, Maryhill and Springburn. At the same time since the late 80s the growth and mergers led to the emergence of large retail combines which are tending to dominate High Streets. As previously pointed out these effects are evident in the increasing numbers and sizes of supermarkets and retail warehouses, and in the development of shopping malls and precincts, often with associated leisure facilities. Where these developments have occurred in, or close to, existing shopping centres, they have generally been absorbed satisfactorily and improved the range and quality of shopping such as Parkhead Forge and Maryhill Shopping Centres.

According to the Planning Department, Partick and Byres Road areas have deficiencies in this sector and obviously will benefit if such developments are envisaged there. Besides the usual "convenient" goods, these strategic centres with their wide range of specialist "durable" goods shops and services, offer a change from the City Centre. With the right and effective strategy they will provide an alternative venue for the potential tourists and visitors.

Although currently affected by the recession it is presumed that Glasgow's shopping will continue to change. and according to the Planning Department, proposed developments and those under construction will lead to a great improvement in the range and quality of shops in the City Centre and other identified areas. From their point of view there is every reason to believe that considerable further retail investment is expected to take place. However, they are also aware of the risks attached in this process, i.e. the new off-centre shopping developments will jeopardise the future prosperity of existing centres. In order to avoid this from happening it is vital that a balanced strategy be pursued. The Council, while encouraging appropriate

new shopping developments have targeted improvements for existing shopping and pledged, through the various Central Objectives of the respective local plans, to ensure that all sections of the community have access to adequate facilities. According to the planners, in order to achieve this (in many instances), it has been necessary to reverse the physical decline of the shopping areas, ensuring that shops are not lost through changes to other uses. This been followed by general improvements to centres providing better environment for the benefit of shoppers and shopkeepers alike. This is often in the form of improved facilities such as parking and servicing areas, and services such as public transport, cleansing, and maintenance. This will undoubtedly require new management arrangements and programme of investment if the necessary measures are to be successfully carried out.

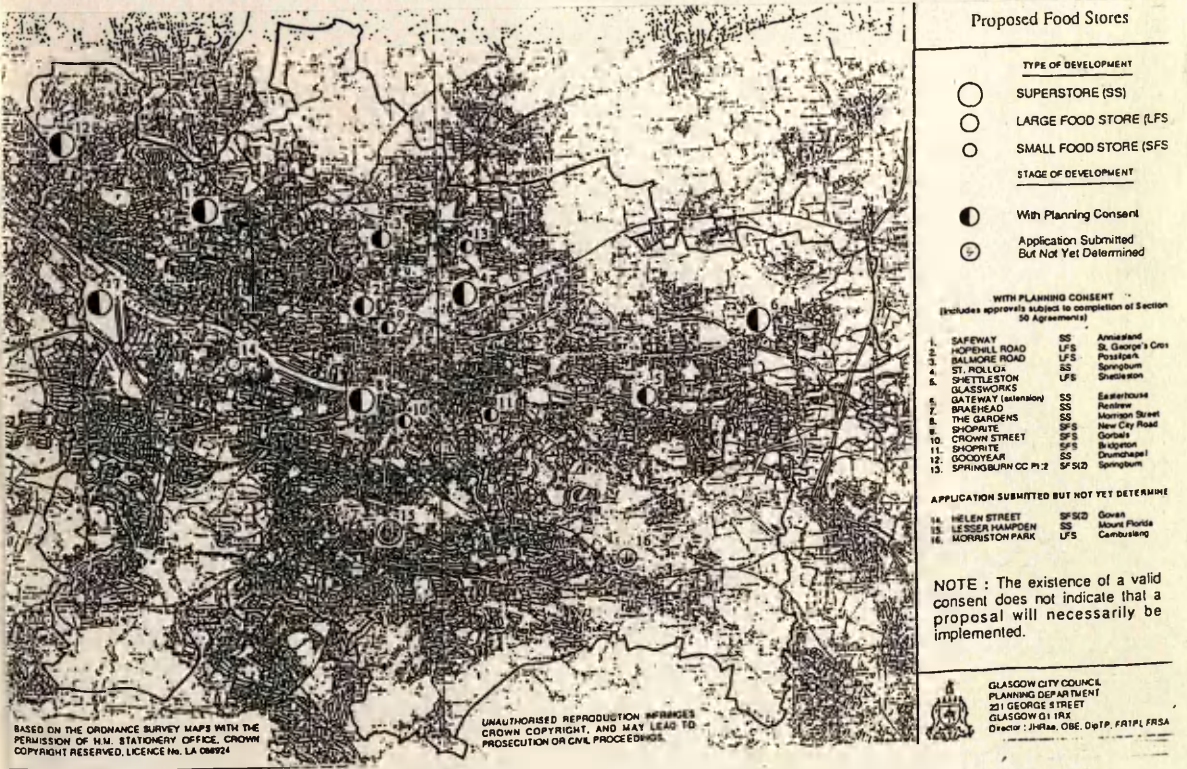


Fig. 128: Proposed Food Stores

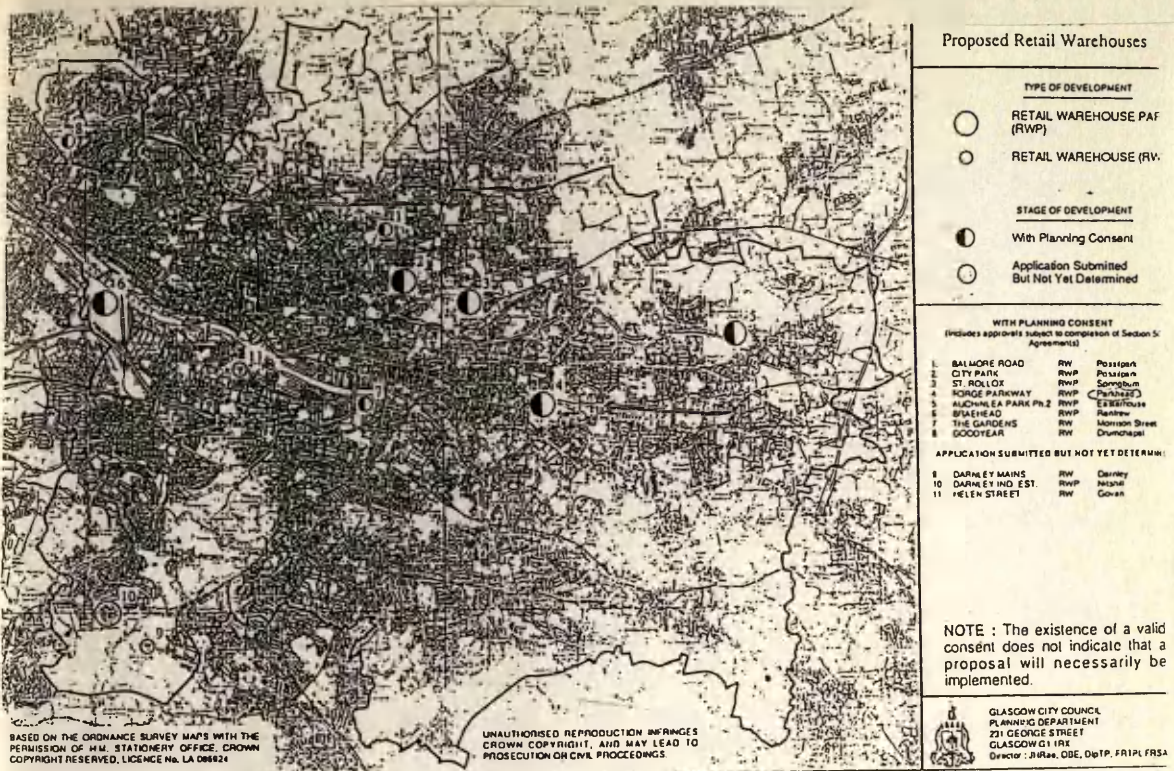


Fig. 129: Proposed Retail Warehouse

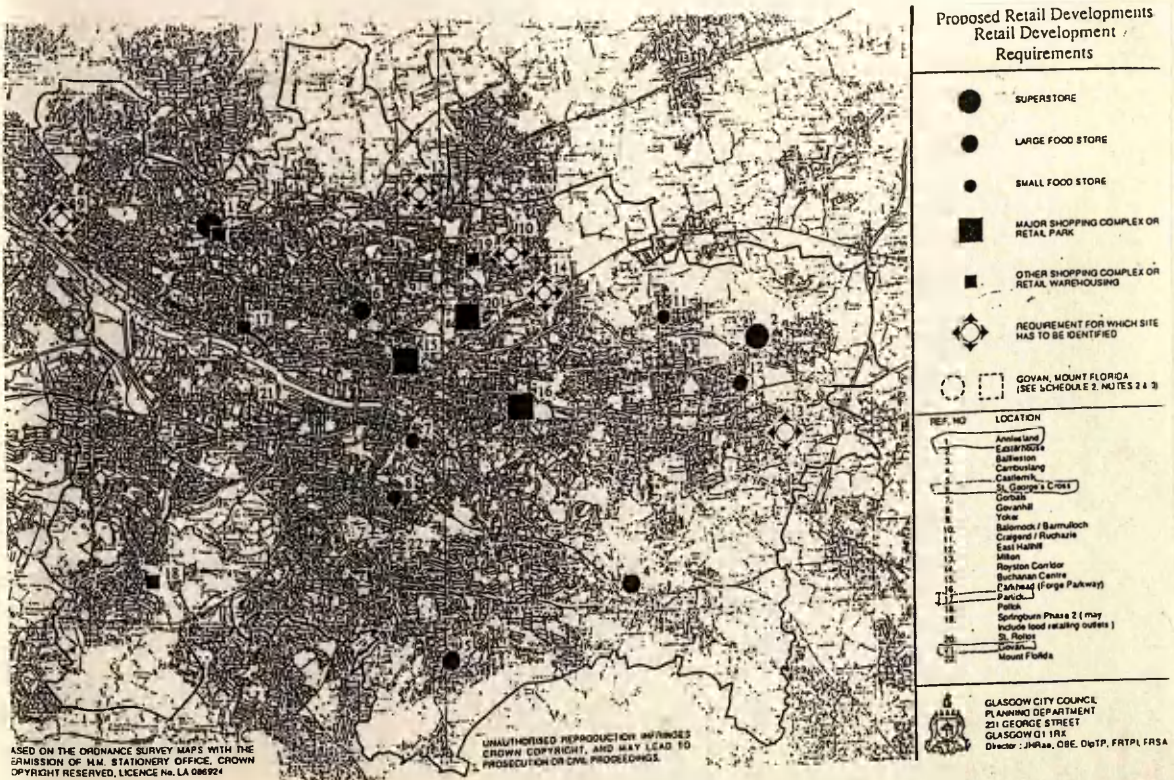


Fig.130: Proposed Retail Development Requirements

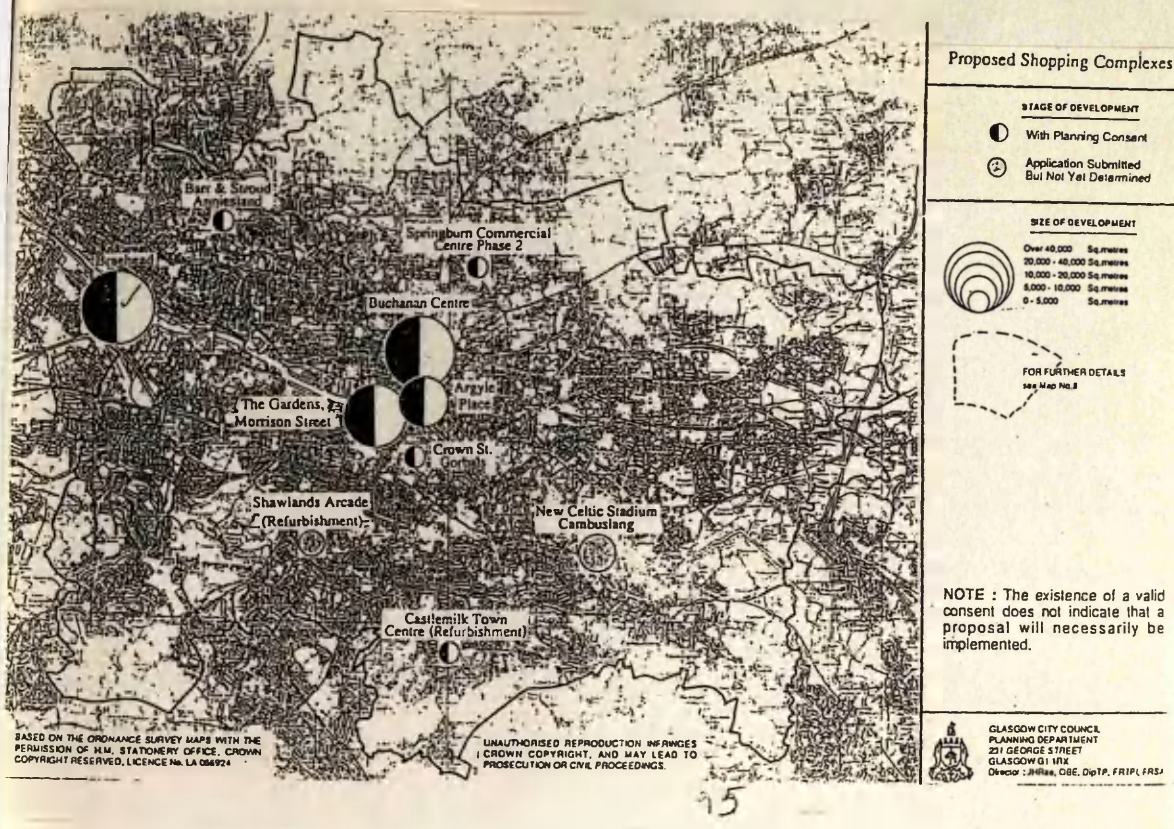


Fig.131: Proposed Shopping Complexes

Benefits of Tourism

The Council through its numerous channels promote Glasgow as a major recreational and cultural centre for the West of Scotland (as Edinburgh is for the East) and, in many ways for Scotland at large. The City itself is an important tourist centre, taking pride in its tag as the most preserved Victorian City in addition to being ideally placed for easy access to some of the country's prime tourist areas. Indeed its wide range of sport and recreational facilities provided by both the public and private sector plus being the premier soccer city has placed it in the forefront of leisure and sports arena. In fact, the next main favourite sport in my country (soccer being the first) is badminton; and knowing that Glasgow will host the next World Badminton Championships and the prestigious Thomas and Uber Cups competitions mean that the City is being targeted by large sports oriented tourism from countries like

Malaysia. To day such signs are seen as a part of the continual strategy the City has successfully embarked upon since the early 80's.

During the 1980's, tourism had emerged as one of the key sectors of the City economy. Since 1982, there has been a remarkable increase in the number of nights spent by tourists in the City, with an apparent increase of over 100% in the overseas market.⁹² According to the statistics from the office of Chief Economic Development Officer, during the period 1989-91, an average of over 1.26 million tourists visited Glasgow each year, resulting in over 5.4 million bed nights per annum and an expenditure of £170 million per annum in to the local economy. Now, that is an important contribution knowing that Glasgow has had a reduced base for tax revenue from its migration oriented populace. The importance of this sector to the local economy is further emphasised by the fact that it supports over 20,000 jobs currently. Like so many other economic development initiatives in Glasgow,⁹³ it is acknowledged that its renaissance has been due to co-operative efforts of the public and private sectors recognising the consequences of opportunism, commitment, partnership and professionalism. These attributes in the words of George Sending⁹⁴, have enabled the City to understand and exploit its growing strengths, tackle its weaknesses, and achieve a consensus between its long-term objectives and between the principal Government Agencies such as the City Council, Regional Council and the Scottish Development Agency. Glasgow's progress towards becoming a place to visit began in the early 1980s, with the image boosting "Glasgow's Miles Better" campaign, the opening of the Burrell Collection (classified as an attempt at target marketing) and the subsequent establishment of a tourism marketing organisation under the Local Government (Scotland) Act 1972. Together with the general cleaning of the City's environment, these activities helped Glasgow realise that it had the foundations of a budding tourist city.

⁹²George Sneddon, "Tourism in glasgow", Glasgow- A City of Change, June 1993.p.14

Since these early developments, there has been significant public investment by various agencies resulting in a series of inter-related initiatives that have produced an attractive tourist product and a more positive image. These have benefited the City with upgraded and new permanent facilities such as the Transport Museum, the McLellan Galleries, the Cathedral Precinct, the Glasgow Royal Concert Hall and more recently, the St Mungo's Museum. Introducing annual events such as, Mayfest, Folkfest, Jazzfest and Streetbiz, as follow up to the successful "Cultural Capital of Europe 1990" have given the Greater Glasgow Tourist board and Convention Bureau* a strong basis for marketing campaigns and the tourist a host of reasons to visit the City. According to the Economic Department, the building on a traditionally strong business tourist market, has not only provided Glaswegians with new leisure and cultural opportunities, but has also stimulated private sector investment in upgrading existing hotels and building new ones, to meet the expansion of leisure segment of the market. *The recently completed Glasgow Hilton has added a further dimension to the quality of accommodation facilities available in the City and I understand* that there are at least three more budget hotels soon to be made available. The tourist product has also been enhanced by significant new investment in modern retail facilities at St Enoch Centre and Princess Square. In recent years tourism has been in the form of delegates to conventions and conferences of national and international status. Glasgow has become successful as a conference destination, with its Scottish Exhibition and Conference Centre (SECC), Glasgow Royal Concert Hall and boasts of the vast array of conference facilities in hotels and Universities, offering attractive and wider range of venues. The marketing of Glasgow and its surrounding areas are the responsibility of the Greater Glasgow Tourist Board and the Convention Bureau. The Convention Bureau in particular has been instrumental in attracting a large number of conferences to the City and it has been pointed out that in 1990 alone the value of conference visitors estimated was in the region of £90 million. Again this has been cited as one of the key revenue earners for the City.

Response to Conservation and the Protection of Environment

Glasgow has done remarkably well in its efforts to conserve its architectural heritage over the last 20 years or so after having lost a substantial part of its Victorian legacy in the midst of the 60's comprehensive programmes. I understood from a lecture by David Martin⁹⁵ that this was specifically attributed to the strategic planning aims which managed to hit the right cord with very one involved in the "Glasgow Renaissance". The two broad aims which have initiated the movement are:-

- a) *to conserve and enhance the architectural heritage of Glasgow, and to promote the City's image as a great historic and cultural centre (and)*
- b) *to integrate conservation policies with the process of urban renewal in its widest sense, particularly with a view to employment.*

Apparently, it was once thought that those two aims might induce a conflict of interest but contrary to this ,it has been proved to be false. According to David Martin:

*"Far less would have been achieved in the field of conservation had economic and other factors not been taken into consideration right from the start, while Glasgow's re-emergence as a major European city would in turn have been considerably less effective without due consideration of its environment in general and of its architectural heritage in particular. The useful life of many fine buildings has been considerably extended, while the dramatic improvement in the City's appearance since its "Facelift" in the early 70s has made a major contribution to the GLASGOW'S MILES BETTER campaign."*⁹⁶

⁹⁵ Lecture by David Martin, Assistant Chief Planner ,Head of Conservation Section, Planning Department, Glasgow City Council, Jan.1991, at the Mackintosh School,"Conservation Works in Glasgow".

⁹⁶"Glasgow Heritage- Caring for the listed buildings and conservation areas",City of Glasgow District Council, Jan 1990, p.2 paragraph 14, line 7.

Glasgow essentially post-dates Industrial Revolution, which caused the town to expand in area from about one square mile in 1800, to over 60 square miles by the middle of the 20th Century. Today, the City has almost 1,800 listed buildings as well as 20 conservation areas that altogether constitute almost 900 hectares, roughly equivalent to a fair sized town. It has been remarked⁹⁷ that the overwhelming architectural characteristic is that of variety, with practically every style of building significantly represented; and that Glasgow has been quick to respond to changes due to political or economical to bring about this collection of buildings. Whether it was the Act of Union in 1707 that opened up the Americas to Glasgow Merchants or the former British Empire in the 1800's that made the City a major workshop and powerhouse or whether it was the aftermath of the dust that had settled following the collapse of the traditional industries since the 1940s Glasgow somehow seems to have found new role (each time) quite customarily. In the present context, David Martin attributes these to the self confidence and positive attitude of all those concerned.

*"A new identity is now rising, phoenix-like from the ashes of the City's former hard-bitten reputation. Any conservation ethic in the City has had to respect this process of change and, in many cases, even actively embrace it. It is not been enough to look back fondly at a glorious past, but a new role has had to be found for many historic buildings and a new image created which has not only responded to changing attitudes but also actively triggered a change in perception. It has, for example, been no accident that, alone of the Scottish cities, Glasgow has encouraged stone cleaning on a wide scale, removing a layer of black industrial grime to expose sparkling pink or honey-coloured sandstone - it has in fact been deliberate tactic in the battle to raise the profile of the City in the eyes of its citizens and in the eyes of the world at large."*⁹⁸

Accordingly, various methods of encouraging (and controlling) changes have been employed.⁹⁹ However for the purposes of this thesis it is suffice to say that apart from

⁹⁷David Martin, "Conservation", in Glasgow - A City of Change. Publicity Brochure, Ed. James H. Rae (Glasgow District Council. June 1993), p.21.

⁹⁸ibid. p.22.

⁹⁹ibid. p.22.

the familiar policy formulation and development control, the conscious marryings of the City Council's responsibilities towards its architectural heritage with the Glasgow Development Agency's remit of economic development and urban regeneration has seen many older buildings given new uses and new life. Simultaneously, the Planning Department's Surplus Buildings register has, since its inception shown that many buildings have been recycled.¹⁰⁰ Glasgow it seems has never hesitated to upgrade its existing stone buildings into one suitable of modern requirements particularly for office accommodation thus enabling it to retain the elaborate street facades. While adopting bold steps in replacing some fine interiors (as happened with much of its 18th and 19th Century blocks) it has on the other hand shown its sensitivity by retaining the impressive interior of Charles Renie Mackintosh's House in a completely new shell in the West End. Though some cases may be debatable such as the precise suitability of the idea about Mackintosh's house being in an alien shell, credit must be given to the innovative approaches taken in many of these works. I think one should recognise the concerted effort of considerable design and constructional skill involved. The two had been developed and expended successfully in bringing together a historic townscape and a totally modern commercial accommodation which will be attractive and competitive well into the next century. Obviously some considerable amount of effort is involved in attracting the necessary large sum of financial grant in repairing and making good works. This particularly so is for buildings and sometimes for a whole area that has been the product of many years neglect and mutilation. The District Council provides the main bulk (£0.3million per annum) to its Historic Buildings budget which apparently represents only a small percentage (25%) of the sums actually spent on restoration schemes each year. However the main aims of the fund are two fold;

1) to improve the quality of materials and workmanship, and raise standards to a more acceptable level and.

¹⁰⁰ Surplus Buildings Register Glasgow Heritage- Caring for the city's listed buildings, p. 6

2) to improve the financial viability of those projects which would not otherwise go ahead.

DIRECTION OF DESIGN PROPOSAL

According to David Martin,¹⁰¹ other grant agencies have played great part in the contribution basing on their own requirements and criteria (e.g. Scottish Development Agency, Historic Buildings Council for Scotland, Strathclyde Regional Council, etc) while the private sector, the banks, building societies, pension funds etc play an equally significant role. The Council's innovation of introducing the Adopt-a-Monument,¹⁰² scheme since 1982 has received positive response from private organisations who were able to sponsor the upkeep of their selective monuments. This according to the Planning Department has been a great source of help in times of constraints on public expenditure. The monuments tend to assume a low priority for finance whence services are cut due to shortage of funds. There is active promotion of preservation societies in Glasgow as is evident from the number of Trusts bodies existing like the Glasgow Building Preservation Trust, the Strathclyde Building Preservation Trust, and Glasgow West Conservation Trust . They work closely with the Council in implementing the planned aims of the conservation and preservation works. One of the bodies co-ordinating the activities of these groups is the Council's Amenity Liasion Commitee. The committee provides the forum for discussion on major planning applications and other issues of importance to the environment and amenity of the City. Briefly one can conclude that the City's response towards conservation is one of the most positive as one can expect and here, the Council not only plays a statutory role, it also does an entrepreneurial one. Working through an effective framework the strategy of using a wide publicity campaign (particularly) using mass media regarding the City's achievements in this field, has helped boost its image world-wide.

¹⁰¹Grants and Finance, *ibid.* p.5.

¹⁰²Adopt-a-Monument, *ibid.* p.7.

APPENDIX VIII

DIRECTION OF DESIGN PROPOSAL

Since the celebrated improvement scheme done in 1959 for Magdalen Street, Norwich, many "Conservation Areas" have attained a lease of life.¹⁰³ According to the Civic Trust, what Magdalen Street proved was that, the surroundings need not be taken for granted. They are man-made, and therefore can be dramatically changed if we wished it, at even a modest cost. The successful transformation of the Street established the scope for a number of potential stimuli for conservation-related works, starting from the most mundane opportunities for improving the surroundings. Whether it is called improvement, enhancement or the more recently "urban renewal" it all addresses this same fundamental issue. Many of these opportunities exist in designated conservation areas. It is required of all local authorities, by virtue of Civic Amenities act 1967, to identify, protect and improve designated areas. This improvement is not limited to some selected, individual buildings (as has happened before the introduction of the *Civic Amenities Act 1967*), it is also mandatory to look after buildings and environment that have group values. The introduction of *Planning Act 1971* made provision for greater public participation in the planning decisions that affected people's environment. It also contains, as does the Civic Amenities Act, better safeguards for, protecting ancient buildings-often the nucleus of designated conservation areas. Similarly the roles played by the various other acts are detrimental to any scope of work envisaged.¹⁰⁴

In order to understand and formulate the strategies towards a commonly desired form for a successful enhancement, it becomes important to harness the development potential available and devise a method that will allow the emergence of. desired urban qualities. Finding these qualities for a potential area inevitably leads to the

¹⁰³Civic Trust, "Place and Pride"

¹⁰⁴Civic Trust, "Place and Pride"

second issue i.e.; the quality of desired urban characteristics needed. This (in many instances) touches several issues particularly the image, function and satisfying the public amenities, , that accentuate any existing role of the Street or Road. This can be illustrated by other areas which demonstrate the need for improving any high street environment in Britain.

According to the Civic Trust, the prerequisite for any enhancement is a thorough understanding of a conservation area which in turn entails the appreciation of its history, development, style of building, landscape and social factors.¹⁰⁵ Apart from demands on skill and sensitivity, a successful conservation scheme also needs careful planning and continued action. Thus, the thrusts employed towards achieving the desired sort of proposals are first set through by exploring the two issues firstly, the Development Opportunities existing for Potential Sites and secondly, identifying the Desired and Essential Urban Qualities (Requirements).

1.0 Development Opportunities

George Gordon¹⁰⁶ believes that the success of substantial schemes of urban conservation depends to a large degree upon persuasive evidence of economic benefits, although there will undoubtedly be additional even crucial, aesthetic and social advantages that accrue from projects. Clearly these benefits can only be extracted, if the schemes envisaged manage successfully to translate the opportunities identified and made avail. Typical opportunities for improvement or enhancement are numerous and varied. At one end of the scale it may involve the total prohibition of traffic in the street. At the other, the elimination of clutter and small scale eyesores

¹⁰⁵This have been clearly covered in the Part One of this document.

¹⁰⁶"Management and Conservation of the Historic City". Ch.9, Perspective of the Scottish City.

may produce a considerable visual gain for very little outlay.¹⁰⁷ For someone involved at this stage of work, the issues would usually cover, building restoration, the removal of clutter, the creation of a traffic free area, tree planting and landscaping and the use of highlighting to feature a distinguished building.

Most of the land in the River Kelvin Corridor is in the ownership of a few public bodies (Glasgow District Council, Clyde →

The Physical Potentials

The major conclusion derived out of the analysis of the Study Area is that whatever strategy proposed for Byres Road cannot be done in isolation. A viable strategy for Byres Road includes the areas hemmed between Dumbarton Road and River Clyde. Identified and described as part of the City's best asset available for major redevelopment¹⁰⁸, this down stretch of River Kelvin corridor pose crucial and tangible link with the River Clyde.

The Opportunities south of Byres Road.

The now abandoned Partick-Kelvin Project¹⁰⁹ views redevelopment of this stretch as being a complement to the efforts being pursued through Council policies to meet the environmental and social needs in Partick. For reasons of historical, political, social and economic, the area consists of various sites and buildings on either side of the River Kelvin and Partick Bridge to the River Clyde including Yorkhill and Meadowside Quays. It occupies a key location relative to the City's established assets (e.g. City Centre, SECC, Kelvingrove and the museums) and Areas of Opportunity as described above. (See Fig.132).

¹⁰⁷There are number of write-ups used as guides as to how one could improve their surroundings. For e.g. The Civic Trusts "Place and Pride"

¹⁰⁸West Area Review Policy

¹⁰⁹City of Glasgow District Council, Planning Department, "The Partick - Kelvin Corridor".

Presently the area is characterised by large tracts of derelict or under-used land and is a conglomeration of unattractive uses (mostly transport/storage/light industrial). The quality of the environment is therefore poor and most existing uses prevent public access to the river frontages without relating in any way to the rivers themselves. Most of the land in the River Kelvin Corridor is in the ownership of a few public bodies (Glasgow District Council, Clyde →

- 1. Areas of interest in the 2000
• Transport Relocation Programme
• Local Authority Acquisition
• Transport Programme in Glasgow
• Priority in the Glasgow 2000 Plan
- 2. The 2000
• Local of Development, Scotland
• Policy and integrated transport
• 2000 Development
- 3. Transport and Development
• Transport and Development
• Transport and Development
• Transport and Development



FIG 135: DEVELOPMENT OPPORTUNITIES ABOUT THE SOUTH OF BYRES ROAD

- SUMMARY OF PLANNING CONTEXT SOUTH OF BYRES ROAD**
- 1 **NORTH OF DUNBARTON ROAD**
 - Tenement Rehabilitation programme.
 - Private Housing Association's improvement programme on the tenements.
 - partly in the Glasgow West Care Area.
 - 2 **THE CROSS**
 - Lack of closure on the Southern Side.
 - Busy and congested road junction.
 - 3 distinct townscape areas.
 - 3 **CENTRAL STN/FOUR MILLS**
 - major opportunity for anti-social improvement, civic amenities and employment generation.
 - 4 **FERRY ROAD/RIVER FELLUW**
 - high industrial site ideally suitable for housing and private use.
 - 5 **MEADOWSIDE GULF**
 - largely vacant except for storage and some small business sites for small scale industrial development.
 - 6 **YORKHILL GULF**
 - Tenement and private housing connecting with SECC & Glasgow Festival site.
 - 7 **NEW SUPPLIERS AREA**
 - focus for private
 - 8 **MEADOWSIDE**
 - improvement potential for vacant & under-used properties.



FIG.132 : DEVELOPMENT OPPORTUNITIES ABOUT THE SOUTH OF BYRES ROAD

Port Authority and private companies).¹¹⁰ According to the Council Report, proposals in the form of large scale mixed-commercial/ residential/ recreational nature would bring widespread effect to the already existing efforts at Partick. It is viewed that any redevelopment of the former Partick Central Station site and the Scotstoun Flour Mill would result in many employment opportunities too. At the same time as stressed in chapter.three, the whole form and function of the road system from Partick southwards would have to be re-assessed. need is the greatest and already identified through Housing Action Areas, Priority Repair Areas (Hillhead) and Areas at Risk of Major Disrepair (North Partick, Dowanhill and Thornwood).¹¹¹ For the purposes

The Opportunities at Byres Road Study Area

Unlike the areas south of Byres Road (as in the the preceding section), Byres Road does not have any major land of a reasonable size for redevelopment. The only recognisable lots are the much discussed Triangular site and the Lilybank Gardens (the car park). Apart from these,the major scope for opportunities would take the form of improvement or enhancement to the building and shops frontages, streetscaping, and innovative solutions to the use of back courts, saloon courts and the back streets and lanes. desirable residential quality within the commercial functions carried out.

The development of the Triangular Site requires a careful thinking since it is the "most priceless" one available.in terms of size and location to the area. The most influencing factors like the shops, the University, the Infirmary and the demand for major parking, provisions exert equal emphasis on this particular property. Though the land belongs to the Infirmary a major solution would entail a consensus opinion from everyone concerned, upon the character preservation of the Road. Therefore, the thesis proposal will suggest something towards this. Most of the properties are under various ownership mainly, property institutions, Glasgow District Council, private individuals. (Refer Appendix I Ownership pattern) So any proposals for the identified

¹¹¹Local Plan pg19

¹¹²ibid.p.34

¹¹³Criteria and objectives.

¹¹⁴ibid. ¹¹⁰Kelvin -Partick project,

sites should only be envisaged if it is seen to produce economic benefit for the majority of the populace in Byres Road.

There are, as it is, numerous scopes for rehabilitation works in the residential properties The Council (in its Housing Policy) in the Local Plan recognises this. However owing to its limited resources, grants are currently recommended to only those parts of the West End where the need is the greatest and already identified through Housing Action Areas, Priority Repair Areas Hillhead) and Areas at Risk of Major Disrepair (North Partick, Dowanhill and Thornwood).¹¹¹ For the premises along Byres Road, the tenement cum shops types, grant assistance are made available by the District Council to owners of non-residential properties who are involved in tenement rehabilitation. This is done so because the upgrading of non-residential premises are considered as important contribution towards the overall improvement of tenement areas.¹¹²

The Local Plan outlines the DO'S and DON'TS very clearly for all aspects of the Councils Objectives, regarding the Study Area¹¹³ Generally the policy hopes to maintain a desirable residential quality within the commercial functions carried out. In fostering an integration of these two distinct functions, the Council recognises the inconvenience where the benefits of living close to facilities must outweigh a certain level of disturbance associated with their presence.¹¹⁴ The policies of both the District and Regional Councils favour the channelling of any substantial new shopping or commercial investment to existing major shopping centres so as to capitalise in existing assets and make these centres better and able to fulfil their role.

¹¹¹Local Plan pg19

¹¹²ibid.p.34

¹¹³Local Plan p.31 Shopping Policy-Criteria and objectives.

¹¹⁴ibid

Along with these effects there are encouragement for the improvement of infrastructure facilities particularly roads and parking provision.¹¹⁵ Similarly the case for handling the new uses or for improved functions for the various backlanes, back courts and saloon courts would have to be taking into account all the common factors derived to bring out the best possibilities for the mutual benefit of all concerned; the large student population, visitors and tourists, shoppers and shopkeepers, residents and those in the non - retail fields.

Some of the constraints in the developments for the identified areas are spelt out in the Local Plan. Significant to take note will be the Council Policies for some of the backlanes and backcourts. They involve Ruthven, Dowanside and Cresswell Lanes where the District Council favours proposals for establishing offices and shops but will not encourage any further changes of use, or expansion of existing, restaurant, cafes, hot food carryouts or public houses or any new uses which would (in their opinion) adversely affect the residential character and amenity of the surrounding area. However proposals for lanes such as Ashton, Lilybank and Great George, changes can be considered on their merits depending on whether they meet the requirements of the Director of Environmental Health and Director of Roads.¹¹⁶ Furthermore, according to Miranda Marshall¹¹⁷, there are restrictions imposed on the change of use for the back courts whereby it prevents new extensions for shop premises. I am sceptical about this particular restriction in Byres Road. In their eagerness to protect the residential amenities they have failed to see the overall economic benefit that could have been derived from suitably converted backcourts. An additional retail space with designed carparks would, I believe, attract quality shops to the area.

Infill developments that have been carried out so far have been insensitive (Refer chapter 2) However, the few remaining sites, if carefully planned could still help to remedy the situation. Foremost, is the gap site at University Avenue/Byres Road

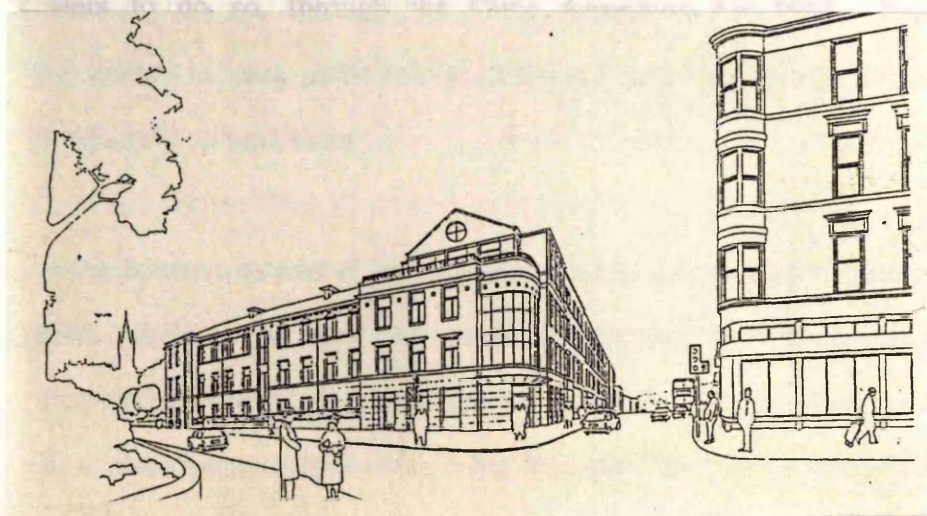
¹¹⁵ibid

¹¹⁶ibid p.35-36

¹¹⁷Interview with Miranda Marshall, Planner in charge of Byres Road.

which is going to be developed as a corner statement with shops and tenements by the Hillhead Housing Association, the logic of which will go against any proposal to restore the Triangular Site

(See Fig.:133).



2.0 Desired and Essential Urban Qualities in an High Street

Over the past twenty years shopping has undergone a revolution with the multiplying of shopping centres and the expansion of high streets, where too often at the expanse good visual and aesthetic values. There are enough examples shown about Byres Road in Part II about cluttered fascias with poor lighting, oversized lettering and garish colours that have been allowed to disfigure. Many high streets in Britain have not achieved the level of decadence that have become typical trademark of many American Main Roads.¹¹⁸ Nevertheless, there are enough evidence of the existence of settings for "visual shouting matches" which destroy not only beauty but defeats the very commercial ends which is intended to promote. The anxieties are typical and shared by the shopkeepers,¹¹⁹ and indications are already there about their willingness to upgrade their quality of their individual shops and radical improvement in the

¹¹⁸American Main Roads

¹¹⁹Interview with Harkins and B.D.shops

relevant environment. Gordon Michell in his "Design in the High Streets"¹²⁰ recognises the above observation and also shares their view that the local authorities have a leading part to play in bringing this about. Their expectations are well justified particularly so when Parliament has conferred upon them adequate powers to do so, through the Civic Amenities Act 1967. However, simple observations in many situations (as in Byres Road), very often indicate that the blame lies squarely on both sides.

Gordon Michell, as part of his recommendations for the overall improvement of High Streets, stressed the need for closer co-operation between the local authorities, merchants and amenity organisations in setting up street associations, that are imbued with a determination to banish what he calls "the widespread indifference to the environment we find all around us" and to substitute a real and continuing concern.¹²¹ His recommendation specifically goes into the need for creating pleasant open spaces, using planting imaginatively to enhance streets and centres, improving window displays and giving every thing variety and sparkle.

a) The Environmental Quality of High Street.

For many of the High Streets the problem is much greater than that of the individual shop unit or the sum of all the shops which make up the street.¹²² Environmental quality is badly lacking in most streets making shopping unpleasant. In these circumstances one can blame retailers for their apparent lack of concern for the appearance of their shops, though they show an obvious interest in the appearance of the goods that they sell within.¹²³

¹²⁰Gordon Michell, "Design in the High Street", The Architectural Press Ltd., London. 1986.

¹²¹

¹²²The West End Local Plan professes about the need to upgrade the shopping environment as an absolute essential in revitalising Byres Road. P.7 Section 7

¹²³Interview with Mr. >>> of B.D. Shoes shop. Date...?

Gordon Michell argues that the root cause of their poor environment is the conflict between feet and wheels.¹²⁴ The very existence of the shops lining both sides of the street naturally attract people to go there. This is the retailers' reason for being in the high street; his main aim is to attract people to his shop and persuade them to buy more than they ever intended to buy.

Shopping should be fun and a pleasurable experience.¹²⁵ Questions are very often raised about this; what fun is there in waiting, in the cold or wet weather to cross from shops on one side of a busy high street to those on the other, just waiting for that gap to occur in the seemingly endless stream of traffic? What fun is there in being Marshall-led across the street in two steps, the journey being controlled by pedestrian light signals and the "reserve" in the middle of the road being surrounded by high fence?

The situation becomes increasingly unpleasant according to the amount of shopping being carried out; if a pram is being pushed with one hand, with a toddler in the other, the situation becomes intolerable.



The continuous stream of traffic could pose a real danger to life and limb. Often the noise drowns the conversation with your accompanying person. Thus, there are numerous excuses that could be found to promote pedestrianisation of

¹²⁴Gordon Michell, "Design in the High Streets"

¹²⁵Article on modern shopping environment, ...?

shopping precincts. There are also sufficient examples to illustrate the advantages of pedestrianisation for the benefit of shopkeepers alike.

The most annoying environmental pollution is caused by the local authorities themselves. The lack of environmental care is pretty obvious (particularly in Glasgow) by the slowness in dealing with the unco-ordinated essential service repairs to underground utilities often resulting in mismatch ground surfaces. The sight of overflowing litterbins, the general public's insensitive treatment of street furniture are all very evident in many high streets and Byres Road is no exception to this.¹²⁶

Besides what has been mentioned above, there are various other amenities which people quite naturally expect to find but very often do not. During the interviews conducted many revealed that they would appreciate having greenery and, perhaps, more seats and suggested the need for more public telephones and toilets, (presumably) in working order.

b) Shopfront in the High Street

According to Alan Powers, Shopfronts can be the making or the undoing of historical streetscapes.¹²⁷ In this context the effort made to consider the scale, colour and detailing of new shop fronts in towns, particularly historic ones such as Bath, York and Harrogate are evident. Even in comparatively recent "Victorian" Glasgow, it is evident in streets like Sauchiehall and Buchanan Streets. (Refer to the following plates)

Some quarters like the Glasgow West Conservation Trust see these efforts as legitimate in Byres Road., however before that is done there should be an "Appropriateness Study" concerning the shopfronts in today's context. The visual chaos caused by the insertion of shopfronts, unrelated both to the buildings which

¹²⁶Refer to Chapter 2 "Townscape Study and Description". p.?

¹²⁷Alan Powers, "Shop Fronts", (Chatto & Windows Ltd. London) 1989. p.?

house them and the street to which they should contribute is in every High Street for all to see. It can also be seen that shopfronts, advertisements, signs and all associated details can have an effect, often very detrimental, on the appearance of an individual building as well as on the character of the street as a whole. It is true that the provision of a new shopfront gives the designer and shop owner an opportunity to add constantly and creatively to the attractiveness and liveliness of the street. The whole business of retailing, of what is being offered for sale, its manufacture, delivery to the shop unit and its eventual use is essentially modern. There is seldom a case for designing the shopfront in anything other than a modern style. In conservation areas, there is however, a strong case for retaining and putting to good decorative use elements of the original building still remaining in the framework within which the new shopfront can be fitted. Here, most importantly, the designer of a successful shopfront will have to take into account the whole building, how it was originally designed and how it was changed. "An objective appreciation of the building and the street should be minimum requirement of any designer, to show that he or she really understands the building." ¹²⁸



Plate 15 : importance

¹²⁸Gordon Michell, "Design in the High Street", p.?



PLATES 15 & 16 : PREFERABLE SIGNAGE FOR SHOPFRONTS

ATTEMPTS TO UNIFY SIGNAGE FOR SHOPFRONTS HAVE GENERALLY BEEN UNPOPULAR WITH SHOPKEEPERS.

THE CONFLICT OF INTEREST BETWEEN CONSERVATIONIST AND SHOPKEEPER

a) "JOHN MENZIES" at central station, discontented with the controlled shop signage

b).both "PICKFORDS TRAVEL " and "LUNN POLY" have resorted to a "corporate image" in Sauchiehall Street.

The character and quality of the street as a whole plays an important part since a good shopfront will not only satisfy the shopkeepers' aims but also enhance the street scene. This is most likely to be achieved if one (designer) is able to control the scale of his insertion and to use materials which have an affinity with those used in the building and in the street generally. Finally, the texture and colour of the materials used are of particular importance.

The following illustrations are some of the salient points on shopfronts (in the context of a typical high street) that I consider generally important for subsequent proposals in Byres Road. For a lasting impression, it is necessary to identify relevant shopfronts.



PLATE 17 : TRADITIONAL SHOPFRONTS NEXT TO MODERN.

The Scale, Height, Materials and the top floor windows vary but still are able to correspond with each other. Sauchiehall Street has a part of its pavement widened.

3.0 Creating People Friendly Environment-The Public Realm.

Improving the street to a desirable level is only part of the solution in seeking good urban qualities. It is the overall character and quality provided by the public realm that make the centres of towns and cities more memorable. The public realm, according to Francis Tibbalds,¹²⁹ *the most important part of our towns and cities. It is where the greatest amount of human contact and interaction takes place. It is all the parts of the urban fabric to which the public have physical and visual access. Thus, it extends from the streets, parks and squares of a town or city into buildings which enclose and line them.* George Mulvagh and Brian Evans call them *the Cohesive Matrix of the*

¹²⁹Francis Tibbalds, "Making People-Friendly Towns", Longman Group UK Ltd. 1992.p.1

City.¹³⁰ A major shopping street like Byres Road arguably ought to rediscover these people friendly public realm that made the Road prominent once, for the benefit of its future role. For a lasting impression, it is necessary to identify existing provisions of urban spaces, and potential areas which will culminate into desirable characters for the Road. Along this there are a number of issues like, protection from weather; dealing with traffic in pedestrian oriented street; reallocating urban space to provide more for pedestrians; and urban landscaping.

The following figures / plates / diagrams illustrate this .



Bologna, Italy
Arcades built for conducive shopping against Northern rains rather than protection of day lighting from the Southern sun.

FIG. 134 : PEDESTRIAN FRIENDLY PUBLIC REALM



Pavement life, Rome, Italy
It is the absence of pavement café society that accounts for the lack of civic warmth in England's urban life. It is due to (these days) the

¹³⁰George Mulvagh and Brian Evans, "Planning The Future-Creating the Context", Architects Journal, 30.5.1990, pp45-49.



Bologna, Italy
Arcades built for conducive shopping against Northern rains rather than protection of day lighting from the Southern suns.

FIG. 134 : PEDESTRIAN FRIENDLY PUBLIC REALM



Pavement life : Assisi, Italy.

It is the absence of pavement cafe society that accounts for the lack of civic warmth in England's urban life. It is due to (these days) the lack of initiatives rather than the unkind weather.

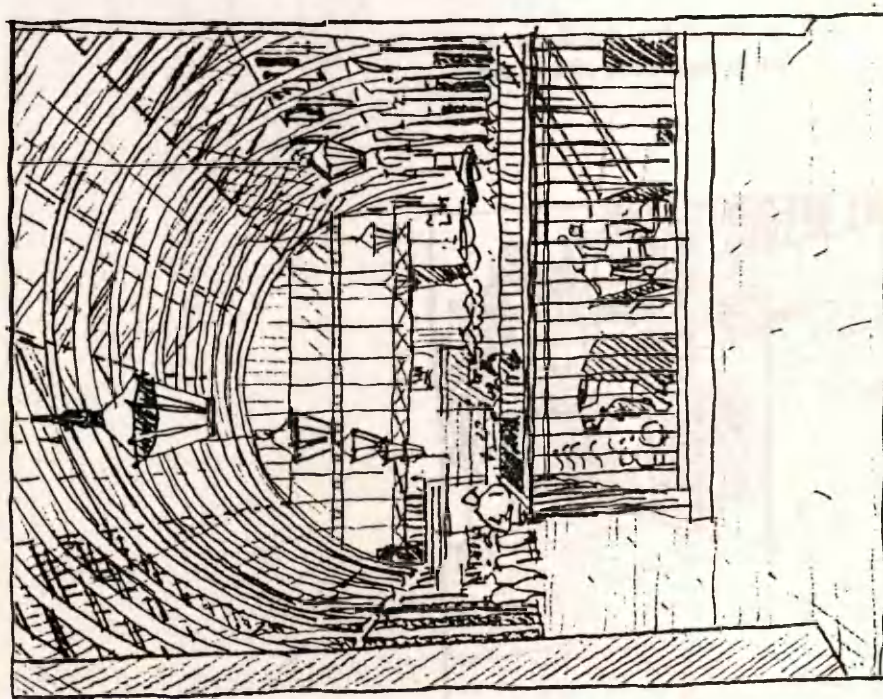
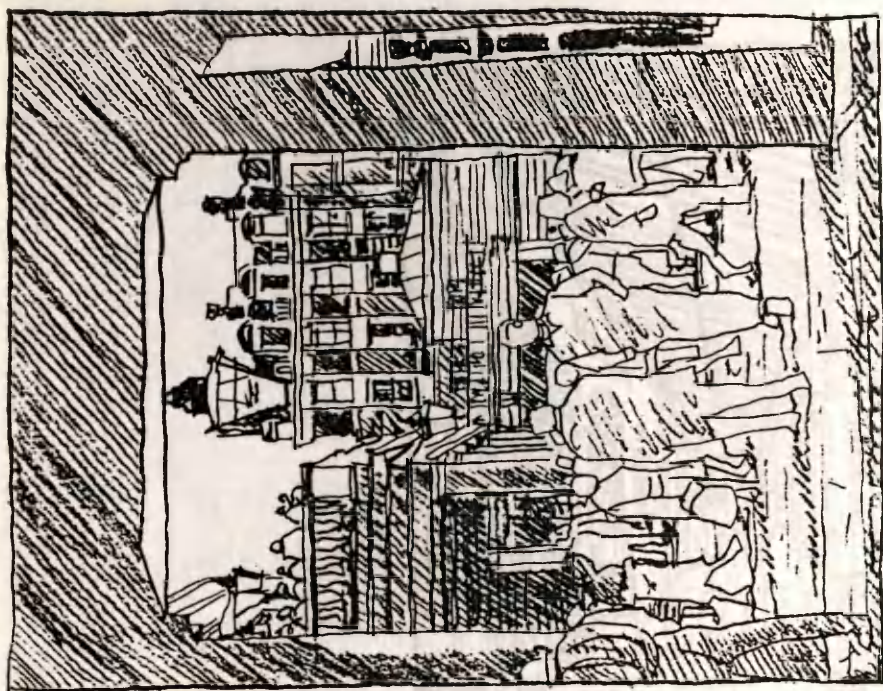
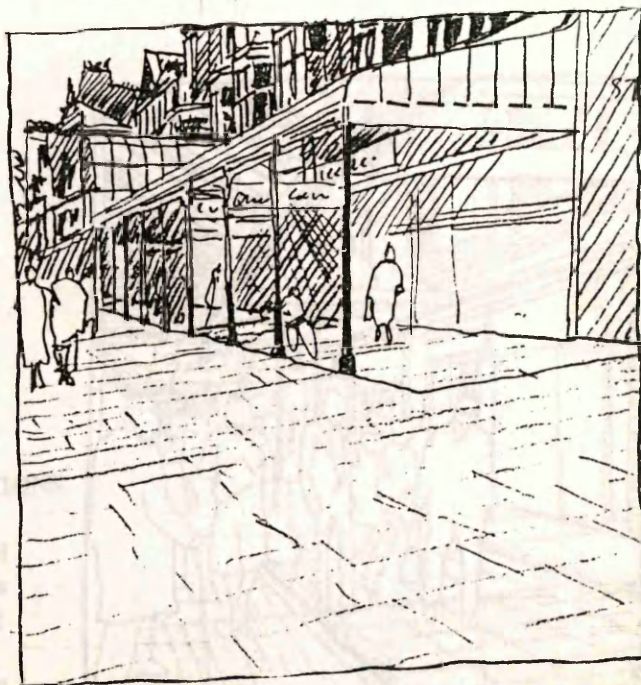


FIG. 135a : THE RE-USE OF OLD BUILDINGS IN AN IMAGINATIVE WAY, TOGETHER WITH PEDESTRIANIZATION HAS TRANSFORMED LONDON'S COVENT GARDENS INTO A PLACE WHICH PEOPLE ENJOY.



A handsome colonnade at Buxton being retained for contemporary use.



The environment of South Port's Lord Street is helped by the generous width of both the colonnade and the pavement beyond.

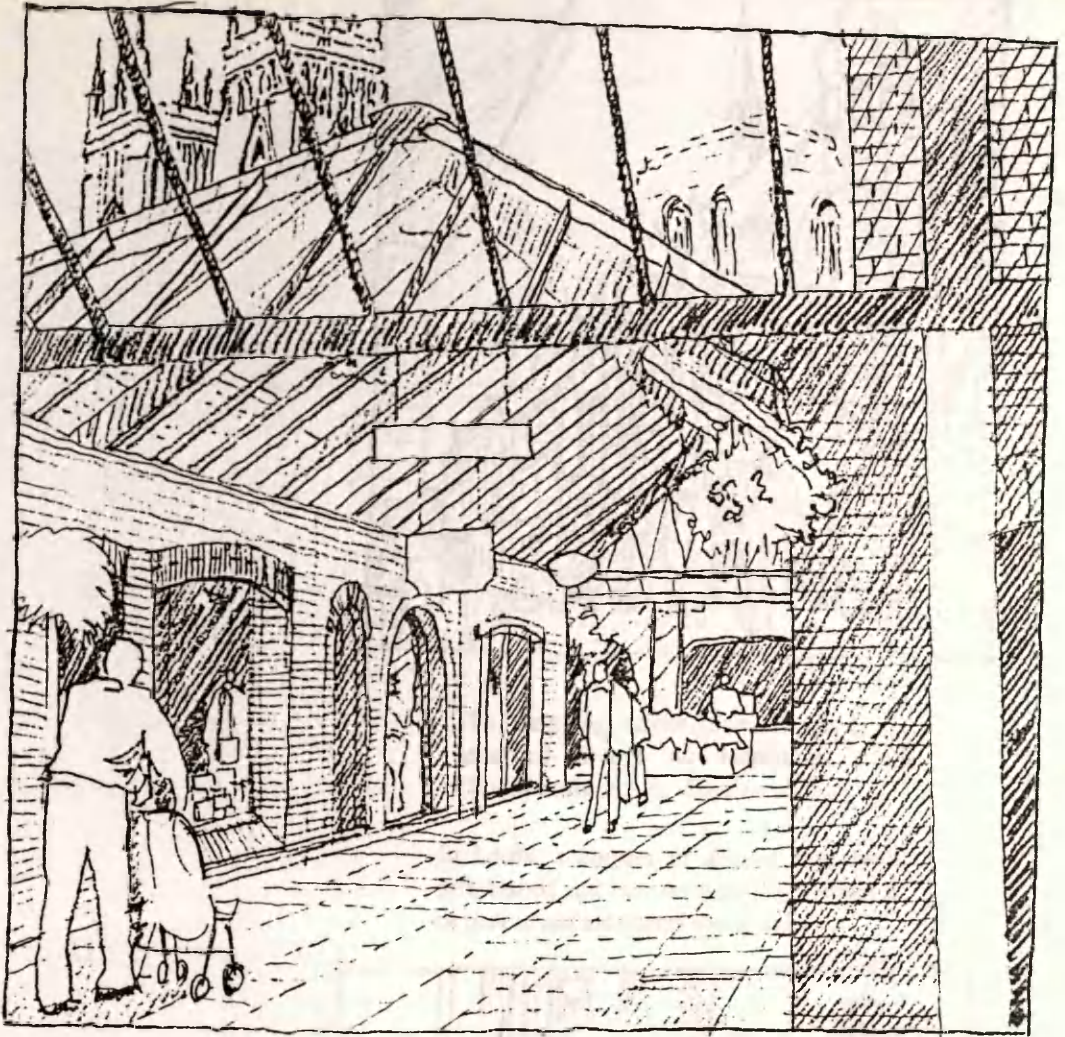


FIG. 135b : SOME IDEAS AND DIRECTIONS

New shops at Stonegate in York have glazed roof coverings to the pedestrian ways offering fascinating new views of the Minster

A new shopping scheme off the high street in Thornbury has its pedestrian ways covered to protect shoppers.

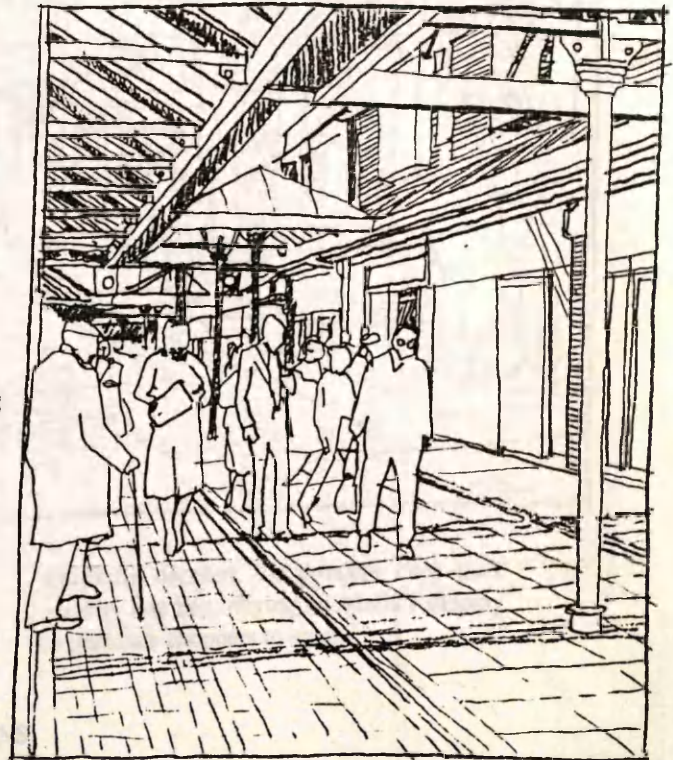
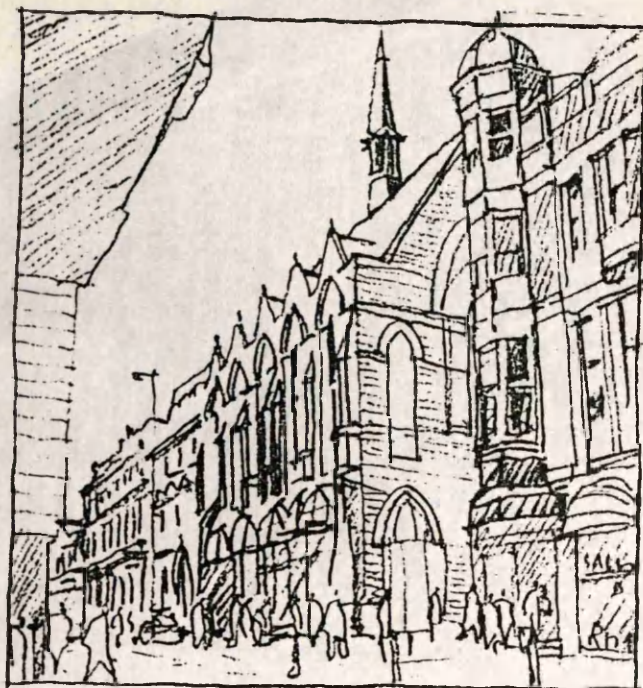
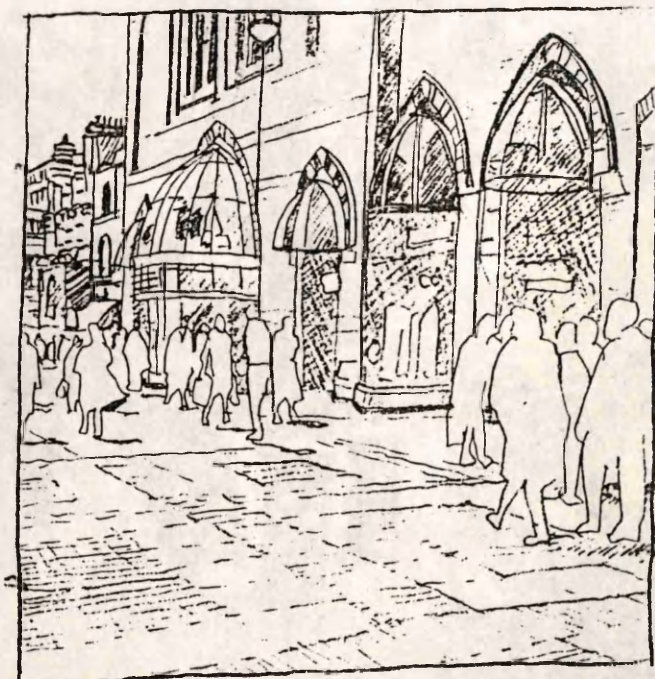


FIG. 135c : SOME IDEAS AND DIRECTIONS



The shopping environment of Leeds has benefited through the adaptation of this Church Institution to shops and offices.

In Leeds, a number of arcades have been refurbished and now form part of a network of pedestrianized streets and arcades



Carefully detailed, the retailers keep their identity low key, relying on window display to persuade shoppers to enter.

FIG. 135e : SOME IDEAS AND DIRECTIONS



ST ENOCH CENTRE :

Large urban building with bold overhanging canopy as protection from weather. Large spaces above for the gathering of people / shoppers



PRINCESS SQUARE, ENTRANCE.:

Friendly and inviting entrances

PLATE 20 & 21 : MODERN ATTEMPTS AT CREATING CONDUCTIVE PEDESTRIAN ENVIRONMENTS

PLATE 18 & 19 : PEDESTRIAN FRIENDLY ENTRANCES INTO SHOPPING CENTRES



ST. ENOCH CENTRE



SAUCHIEHALL CENTRE



PLATE 20 & 21 : MODERN ATTEMPTS AT CREATING CONDUCTIVE PEDESTRIAN ENVIRONMENT



Without wheels and vehicles . Wider pavement . Use of entrance canopy is inviting and provides temporary shelter in bad weather



Pedestrianised stretch with access for service vehicles

PLATE 22 & 23 : PEDESTRIAN FRIENDLY STREETS IN GLASGOW --

SAUCHIEHALL STREET

the Concert Hall - an example of a public house



OFF BUCHANAN STREET.

Arch defines a space making it, visually more friendly when there is breakdown of continuity between or along a street.
Good public realm.



BUCHANAN STREET AND SAUCHIEHALL JUNCTION

The continuity that is in dialogue with the street is broken by the blank walls of the Concert Hall - an example of poor public realm



Windows and access in the side lanes / alleys create life



PLATE 26 & 27

OFF BUCHANAN STREET.

- 1.
- 2.

Example of treating a return for a better public realm
There are shopfronts / windows projecting to catch customer.
Reflecting glass wall to mirror opposite images to make up for unsightly service entry.

4.0 Some Ideas and Direction

This section constitutes what I term as the formula (the design, maintenance and management) that should form the basis for achieving a desirable environment and quality in any given situation whether it is a high street or a town centre. The collection of thoughts from such prominent people like Francis Tibbalds (People Friendly Towns-1992), Ivor De Wolfe, (Italian Townscape-1961). Gordon Michell (Design in the High Street-1990) are good indicators of what one should be keeping at the back of one's mind when faced with a situation like Byres Road. Not only should these collective thoughts be applicable where there is a resurgence of interest in buildings but also, when there is dismay about development or a serious decline in the quality of public realm. However, the extent to which the expressions and desires become useful are situational and should be read in context with particular proposals at hand.

- First and foremost we must exploit individuality, uniqueness, and the differences between places because very often it is the uniqueness or the individuality that constitutes the heritage of a place- *The better endowed towns or cities in Europe have received the benefit of considerable investment in their heritage, making them ever more attractive to tourists and mono culture of hotels, restaurants, cafes, chic shops, and various themed experiences- a sort of ubiquitous Disneyland*¹³¹

- This is followed by the objective for potential vacant sites. As they are brought into use with obsolescent buildings redeveloped, the opportunity must be seized to use these new buildings to create proper urban streets again, with proper frontages-to make a tight-knit urban fabric where public spaces remaining after planning or development are not left visually unattractive and functionally useless; not only are

¹³¹Francis Tibbalds, "Making People Friendly Towns- The Decline of Public Realm", Ch.1,

existing places should be tackled. While this is so, new environments must not only be a pastiche of the old ones, merely to be studied or examined on their technical aspects, or on why the people like them. New buildings must be imaginative and be of high quality, and while being firmly rooted in or respecting their historical context, they must be obviously of their age. They must be decorative and interesting to look at; not bland, like what F. Tibbalds terms as graph paper designs of the 50s and 60s, nor bits of classical pastiche - *a cop out that devalues history*.¹³³ The best architecture of all ages can usually live together despite contrasts of style, scale, use and materials. Above all, we must get well away from the bland International Style that has made so many capital cities all over the world to look so remarkably similar.

This is where a sound appreciation of the context of a project site or area is needed which includes the historical background and townscape studies; its planning status; and its social and economic role both current and potential. In this respect the context should also include any potential client's objectives for a potential site or area.

New development should be part of a continuing tradition of town and city building. However, in a rich, historical context there is an obvious danger of superficial pastiche. New development should provide a contemporary response which is subtle, appropriate to the context and not self conscious.¹³⁴

The buildings in successful towns and cities like Bath, Edinburgh, Paris and Glasgow to certain extent, have a consistency in their design and materials, in which variety is achieved by a limited number of themes. As pointed out by F. Tibbalds, *quality in city design derives more from the nature and memorability of the spaces between buildings than from buildings themselves*.¹³⁵ The street is the city's major public forum and its careful definition and design is a major element of urban design and one of the most

¹³³Ibid, p.?

¹³⁴ibid

¹³⁵ibid

important design would be or has always been to selectively design and place special buildings on key streets in any town or city.

Mixing Uses and Activities

The concept of mixed uses should apply to a whole city centre, an urban block, an individual site or a building. Mixed uses make for lively, safe environments - whether in whole streets or individual buildings. The public realm is safe and enjoyable because it attracts different people at different times for different purposes. This not only makes for lively environment, but it also provides informal surveillance of the public realm. Traffic can be part of it. Some streets have been totally emasculated by being pedestrianised in a crude and bland manner. So it would seem that in a situation like Byres Road (where it is part of the main artery) the Dutch "Woonerf" concept in which essential traffic is not totally excluded, but is just tamed or calmed, by a variety of simple, but effective, physical measures is feasible.

Jane Jacobs¹³⁶ gives four conditions which will ensure the general exuberant diversity in a city's streets or districts. They are:-

1) The area must serve more than one primary function; preferably more than two.

These must ensure the presence of people who are outdoors on different schedules and are in the place for different purposes, but who are able to use many facilities in common.

2) Most blocks must be short; that is, streets and opportunities to turn corners must be frequent.

3) The centre or district must mingle buildings that vary in age and condition, including a good proportion of old ones so that they vary in the economic yield that they must produce. This mingling must be fairly close grained.

4) There must be a sufficiently dense concentration of people, for whatever purposes they may be there. This includes dense concentration in the case of people who are there because of residence.

¹³⁶ibid

All four in combination are necessary to generate city diversity; the absence of any one of the four frustrates a districts potential.

Centres are more than just collections of shops. They provide for culture, entertainment, leisure, recreation, civic life and the exchange of community views, ideas and opinions. It is no accident that ancient cities were built around a major open space like the *Greek Agora* and *Roman Forum*. Nor is it an accident that the tradition survived in the form of square, "place", piazza or plaza, naturally dominated by a church or the town hall, in many more recent towns and cities.

We experience discomfort or unease in certain urban situations. The absence of people in the urban space can make a miserable or dull environment at worst, create a threat, alarm or panic in the solitary wanderer. The walkabout in a relatively, seemingly peaceful street like Byres Road could also be miserable particularly on a rainy night.

Lively atmosphere is also created by having a good mixture of activities. Uses and activities are more important than buildings to the life of a town or city. The advantage of higher percentage of residential floor space in all central area developments mean higher benefits; more efficient public transport and fewer private car trips, greater energy efficiency and better access and proximity to services and amenities like shopping, schools and social facilities. The mixing of uses should not only apply to whole streets but also to single building complex, like the Jubilee Hall in London's Covent Garden which houses (in new and refurbished accommodation) a sports centre, a market, shops, restaurants and bars, offices, accommodation flats and roof gardens.

The Use of Traditional Materials

We must avoid the automatic, standard international solutions and the ignoring or destruction of unique traditional values and qualities by, basically drawing upon appropriate historical precedents. Newer uses are often more acceptable if they are

constructed of traditional materials and we should not hesitate to find inventive ways of using stone, brick and tile whenever appropriate. But, at the same time, we must take full advantage of the possibilities offered by materials such as reinforced concrete, complex glass and glazing materials, steel and plastics, which the builders of old cities did not have at their disposal.

The Human Scale

Fundamentally, a comfortable human scale environment is one which is related to the scale and pace of pedestrians, not to that of fast moving vehicles. Buildings are, of course perceived at different distances. But, getting it right close to eye level, close to people walking about is particularly important. It is largely at this level that we succeed or fail to achieve human scale in place. Building heights are not unimportant, but they are relatively easy to deal with. Height limitations can be set for particular contexts, with exceptions for buildings which by virtue of their use or form, make a positive contribution to the skyline as landmarks. But it isn't just height that matters in consideration of human scale. In parts of Manhattan Forge, a pleasant pedestrian environment has been achieved by the way the street level is handled.;it is largely irrelevant whether the main buildings rise to ten, twenty or hundred storeys. e.g. Lloyds of London.

As previously mentioned , a town or city centre draws its vitality from the activities and uses in the buildings on a street. In this respect, facades and activities provided at street level- closest to eye level- are particularly important. Too often new buildings have bleak and unfriendly frontages at street level. They deaden the adjacent area.

Shopping is obviously a key-pedestrian level use. It can be combined with arcades, courtways and lanes to provide an attractive, semi-protected, human scale, pedestrian environment. It is one of the key activities and building blocks of central areas and should be exploited to the full, for public benefit and enjoyment.

Human scale can be difficult to maintain where large or wide street or spaces are pedestrianised. Many main streets take two, three or even four lanes of vehicular traffic. Exclusion of the traffic leaves a wide, empty space. It is essential not to be daunted or alarmed by this. All too frequently the engineer or urban designer is taken aback by the scale of the resultant space, after traffic has been excluded. There is a tendency to try and fill it up again as quickly as possible- not only with wall to wall red brick paving, but also with all manner of street furniture, bollards, planters, seats, kiosks and spindly trees.

The Alleys and Backlanes

Many conservation areas start off at an advantage. It is essential that they retain their traditional networks of small alleyways, little streets and lanes and the small-scale uses that are associated with these. They can be lost very easily on redevelopment, as bigger and bigger sites are assembled. We must guard against this. Opportunities need be taken to not only to retain and enhance what already exists, but also to extend it and increase the permeability of the urban area.

The enclosure of urban space to make outdoor rooms provides a human-scale environment and a sense of protection and well being. The range extends from such grand spaces as St. Peter's to small domestic courtyards. Some will be wholly public; others semi-private, with public access limited by time or purpose of visit. Some will be wholly private, but capable of being glimpsed from the public realm and therefore capable of contributing there to.

Pedestrian Freedom

The actual arrival point like the tube station needs careful attention in terms of its location, its connection to the rest of the area, and the clarity with which these relationships can be understood by the visitor, without reference to maps and sign posts.

The night atmosphere can be inspired dramatically by the imaginative lighting of buildings, streets, trees, sculptures, monuments and public places.

Major public buildings, richly detailed historic buildings and transport facilities - should be flood lit to create an attractive night time vivacity.

Views and Vistas towards interesting, memorable buildings or features are important in assisting orientation- especially for visitors. They also contribute to the image people form of a place and the image that they take away with them.

All towns or centres have some worthy buildings and usually some topographical features that provide attractive views. These need to be protected and enhanced, particularly where they are seen from major pedestrian or vehicular traffic corridors.

Most town centres also have topographical interest. Traditionally, the builders of towns and cities have known how to exploit topography to the benefit of the town. Topographical variations should be exploited in terms of locating key buildings. Central areas should be structured according to a framework of short and long distance view corridors. The best and most memorable streets are usually those with a closed vista- aligned on a distinctive landmark.

New developments needs to be more sensitive, more friendly, "We do not want anonymous, hostile megalumps. There is room for a lot more fun".¹³⁷ Accordingly, single use buildings on large blocks need to be avoided at all costs and opportunities

¹³⁷ibid,p.?

grasped to enrich the public realm by extending it, where possible, into the ground levels of buildings on all four sides, "as a corollary, adjacent uses should contribute to the vitality and enjoyment of the street. Colour, pattern, decoration, texture, rich materials- as well as technical excellence and innovation must continue to make buildings that are actually enjoyable for laymen to use and look at.

Good landscaping, whether hard and formal or soft and informal, is also vital. It always has a softening, mellowing and humanising effect, knitting together the built fabric to make a coherent, attractive, organic whole.

APPENDICES

APPENDIX 1A

Commercial Tenants in Byres Road as in 1992.

(A Study in Ownership)

Source : Survey By Author

APPENDIX 1B

Ownership and Rateable values of

Commercial Properties

at Byres Road as in 1992

Source : Strathclyde Regional Council's

Valuation Roll of 1992

APPENDIX 1C

Commercial Tenants' Turnover and

Rateable Value Study of

Byres Road as in 1987

APPENDIX 1D

General and Condition Survey

of Byres Road Shops

from 24.8.92

Commercial Tenants in Byres Road as in Dec. 1992

APPENDIX 1A

Commercial Tenants in Byres Road as in 1992.

(A Study in Ownership)

Source : Survey By Author

APPENDIX 1B

Ownership and Rateable value of

Commercial Properties

at Byres Road as in 2.4.92

Source : Strathclyde Regional Council's

Valuation Roll of 1.4.92

APPENDIX 1C

Commercial Tenant's Turnover and

Rateable Value Study of

Byres Road as in 1.4.87

APPENDIX 1D

General and Condition Survey

of Byres Road Shops

from 24.8.92

APPENDIX 1A

Commercial Tenants in Byres Road as in Dec.1992

No.	Address	Name of units	Class	Remarks
		BLOCK 1		Dumbarton Road here
1	1	B. D. Shoes	1B	fronting Dumbarton Road **Bean & Duckett Till 70s
2	3	Your Choice (D.I.Y.) & Household goods	1B	**Apparel shop (30s), Record shop(50-60s)
3	5, 7	Tabak "Estaminet"-restaurant	3B	**Fire place shop(30s),Ladies Fashion (50s),SS snack bar(60s),Gas show room(Millers)
4	11	Thomas Harkins Jeweller	1A	since 1953. *News agent(Macadam)
5	13	Music Mania	1B	**Toy shop (50s-Mrs. Brown)
6	17	Partick Snooker Club	1B(m)	**Bookies(60-70s),
7	19	Master Player "Game Centre"	1B(m)	**Hair dresser (50s-E. Graham)
8	21	Jackson Inglis & Co.-est.agents	1B	**Doctor's Surgery (Since 50s-Dr. Naftalin)
9	23	DeMarco's Fruits, Veg & Flowers	1B	**Baby's cloths(50's-Bunty Allison), Butchers (Alex munro)
10	25	Haberdashery and Wool Shop (quick repair service)	1A	
11	29	Edward Graham -The Barber	1A	**Ladies Barber (E.Graham)
12	31	Electricians-Smith & Mackay	1A	Dalcross Street here
		BLOCK 2		
13	35	News Agent	1A	**News agent (50s-Mrs. Cambell)
14	37	Empty premises		Partick Fruit Bazzar
15	41	P.Shedden-The Family Butchers	1B	Since 50s
16	43	Sloan's Dairies	1A	Since 50s
17	45	Blair-Hair Studio	1B	
18	49	Empty premises		**Card & Craft shop,musical shop

				Dalcross Lane here
19	53	The Pantry- <i>cake shop</i>	1B	** Bakers
20	57	Eunice Whyte- <i>apparel shop</i>	1B	Since 70s
21	59	News Agent	1B	
22	61	DEJA VU- <i>apparel shop</i>	1B	
23	63	HEEL BAR- <i>shoe repairer &key cutting</i>	1B	
24	65-67	Khan & Co. Regal- <i>News agent & household goods</i>	1B	
				Chancellor Street here
		BLOCK 3		
25	71-77	THE CHANCELLOR - <i>public house</i>	3A	
26	81	Graham's Auto Centre	1A	**DIY ,hardware shops
27	83	The Uni Take Away		
			1A	
28	87	The University Cafe	1A	
29	89	Future Shock- <i>comic book shop</i>	1B	
				White Street here
		BLOCK 4		
30	91	G.A. Property Services- <i>est. agents</i>	3B	**Nelson Electrics
31	93	M.G's & Co. Solicitors	1B(m)	**Studio B Hair Design
32	95	The Gentlemen's Barber	1A	**Kelvin School of motoring
33	95a	Fishmonger	1A	**Guise Aquarius
34	99	Archibalds Bootmaker & Shoe Repairer	1B	
35	101	Pizza Perfection- <i>takeaway</i>	1A	
36	103	Surrey Racing- <i>betting shop</i>	3B(m)	
37	107-115	Woolwich Build. Society	2A	**113- pet shop,115-Skinner Macarthur
38	as above	Royal Insurance,Skinner & Macarthur - <i>est. agents</i>	2A	
				Lawrence Street here

BLOCK 5

39	117-119	Ray Slater Est. Agents,	2A	**Offsales & Spirits, 119- Triumph Boot Repair
40	121	Halifax Building Society	2A	Savings Bank of Scotland and partly Sloan Dairies
41	123	Tom Dickson camera Shop	3A	Restaurant and Bakery for 25
42	127	Pets Cetra- <i>pets food shop</i>	1A(m)	**Chemists
43	129	West End Property- <i>est.agents</i>	1B	**Gents out Fitters
44	135	ARAGON-public house	2A	Downside Road here
45	137-139	ROBB Est. Agents	2B	**Diggens the Bakers
46	143	John MacElvanney Opticians	1A	**Grocer (E 40s),Cloths and Tobacconist
47	145	Food rolls to takeaway	1A	Since 1947
		W.M.Mireylees & Sons Floor Coverings	1A	

Havelock Street here

BLOCK 6

48	147-149	Burger King	2B	Agnews spirits (1977)
49	153-155	HADDOWS- <i>liquor & spirits</i>	2B	** Macfarlene the Grocer and sweet shops since 1940s
50	157-159	Slater, Hogg & Harison Est. Agents	1B	Ladies dress shop (1977)
51	161	MAN'S WORLD - <i>dresshire</i>	1A	
52	165	John Stewart - Deep Frieze Supplies	2B	* *ironmonger (1940s)
53	171	Save The Children - <i>charity shop</i>	2B	**grocer (1977)
54	173	Reid & Todd - <i>apparel shop</i>	1B	Koh- I- Noor crafts
55	177-179	Artist's Materials & Picture Frame Maker	2B	** Confectionery (1977)
56	181-183	Barnardos- <i>charity shop</i>	2B	wine merchants
57	189	ODDBINS- <i>liquor & spirits</i>	2A	

Highburgh Road here

BLOCK 7

58	191	The Royal Bank of Scotland	2A	previously under private ownership
59	193	Augustus Barnett - <i>liquor & spirit</i>	2A	*Gray the fishmonger, J.Galloway the butcher

60	195	Halsen The News Agent	3A	Scottish Wool and Hosiery store
61	201-287	T.S.B. Bank	2A	Savings Bank of Scotland and partly Sloan Dairies
62	205-299	Malcolm Campbell- grocer	3A	Restaurant and Bakery for 25 years
63	211	Scott Chemists	1B	Miller the chemist
				Dowanside Road here
				BLOCK 8
64	215	VISIONHIRE- t.v. & video rentals	2B	
65	217	Picfords Travel	2B	Stead and Simpson Ltd.(shoes)
66	221	Henderson The Jewellers	3B	
67	223	Bargain Books	2B	
68	225	Burger King	2B	Rose bakeries
69	231-233	OXFAM -charity shop	2B	
				Ruthven Lane here
70	239-241	MacDonalds-Cards & Gifts	3B	
71	243-245	Stead & Simpson-shoe shop	2B	
72	251	MacGrath's Opticians	1A	
73	253-255	Carole Wilson-florist	3A	florist
74	257	Stevenson Jewellers	3B	**National Bank of Scotland and Lewiss Hannah the jewellers
				Ruthven Street here
				BLOCK 9
75	259	GREGGS the bakers	3B	Crown wall paper
76	261	LUNNPOLY-the holiday shop	2B	Redifussion Ltd
77	263-267	Barrett- Magazines & Stationers	3B	Scottish Gas Board
78	as above	Barrett	3B	Highwalk Shoe & Co
79	271-273	Abbey National -build.society	2A	
80	277	Boots the chemists	2A	one of the oldest established in Byres Road
81	281	Empty premises		piccadilly fashionware

BLOCK 12

82	283	Lorretos-restaurant cafe	1B	Hosiery Manuf. Co.
83	285-287	The California Gourmet-restaurant	1B	Restaurant - Pieri & sons
84	291-299	Alliance Leicester Build. Society	2A	**297 was Saxone shoe Co.
				Roxburgh Street here

BLOCK 10

85	303	INSIGHT- Ophthalmic Opticians	1A	
86	305	ECHO -music & records	3B	
87	309	ECHO	3B	
88	311	Dixon Travel & Sky Travel Centre	1B	
89	315	Imperial Cancer Research Fund-charity shop	2B	shoe shop

BLOCK 13

90	319-321	CLARKS-shoe shop	2A	Bayne & Duckett (shoes)
91	327	Empty premises		BP Micros Computer Centre
92	329	The Byre Delicatessen -restaurant	1B	Aquarius
93	331-335	GLENS- Electrical Goods	2A	
94	337	The Artful Dodger -restaurant	1B	Southern Fried Chicken
				Observatory Road here

BLOCK 11

95	339	The Royal Bank of Scotland	2A	extended to include a stationary shop (C. Bell & D. Bell)
96	343	Brunton Miller Est. Agents & Solicitors	1B	Western Fruit Co.
97	as above	The Leeds Permanent Building Society	2B	Hillhead Post Office
98	351	R. Sloans & Sons - butchers	1B	99p shop, Fishmonger
99	355	Banana Joes-veg & fruits	1B	**Cameo Travel
100	367-373	Safeway supermarket	2B	
				Grosvenor Lane here
101		Grosvenor Hotel	3A	

Great Western Road here.

RADIO RENT

BLOCK 12

102		Bible Training College (Kelvinside Parish Church)	Misc.	
103	404	Post Office & Hillhead Staioners, News Agents,cards & Gifts	1A	
104	398	Ritze Video Film Hire	2B	
105	396	Pet foods & Health foods	1A	Walker the fishmonger
106	388	Fast Frame- <i>frame maker</i>	1B	
107	384-386	Victoria Wine-liquor & spirits	2B	
108	382	La Fondue Chocolat	1B	
109	380	Klick-Munro Cleaners	3B	
110		Papyrus-gifts & souvenirs	3B	

Vinecombe Street here

BLOCK 13

111		Electricity Board	Misc.	
112	360	R.B. Low & Beaton Solicitors	1A	
113	358	FORP -music & records	1B	
114	356	Hillhead Library	Misc.	former site of Burgh Hall
115		S.R.Council Flats	Misc.	

Cresswell Street here

BLOCK 14

116	326	Clydesdale bank	2B	extended to include a stationary shop(C. Bell & D. Bell)
117	316	Empty premises		Western Fruit Co.
118	314	Empty premises		Hillhead Post Office
119	306	RALKA-bags	1B	99p shop, Fishmonger
120	304	WOOLWORTH-dept. store	2A	
121	296	Supa Snaps-camera, film etc.	2B	
122	294-290	Nationwide Build. Society	2A	
123		Nationwide Build. Society		
124	284	Big World Domination-apparel	3B	
125	280	RADIO RENTALS	2B	

125	122	Whistlers' Mother- public house	1B	Great George Street here
126	114	BLOCK 15	1B	
126	272	BRADFORD & BINGLEY-build. society	2A	
127	262	News Agent R.S. MacColl	3B	
128	260	The Curlers Tavern-public house	2A	
129	254	John Smith & Sons -books stationers	2A	
130	242	Hillhead Underground Station	Misc.	
131	226	ICELAND-frozen food dept. store	2A	
132	202	Clydesdale Electric shop	2A	ashton lane here new built replacing Bowie Cleaners and Murray H. dealer
133	194	BONHAMS -public house	2A	* *Grosvenour Picture House
134	190	GRANADA	2B	
135	188	Alan Beveridge fishmonger	1A	* *Brown M & A
136	184	Mary Mortises	1B	Anthea
137	182	THORTHONS	2B	Annabel
138	180	SHIFT-exclusive ladies's fashion	1A	Radio rentals Ltd.
139	178-174	Bank of Scotland	2A	**178- Barratt, 176- Booths, 174 - Bank
140		Bank Of Scotland	2A	Ashton Road University Avenue here
141	144	BLOCK 16	1B	
141	144	G.U.Settlement Thrift Shop	1B	
142	142	Hair Osis -Ladies & Gents	1B	
143	138a	Patisserie Francoise-restaurant	1B	Macleans
144	138	Empty premises		Archibald Bootmaker
145	134	Fabrics Remnants Kings	1B	Glen A.
146	132-130	Amber Restaurant	1B	Berkley Restaurant
147	as above	Amber Takeaway	1B	New World Inn
148	126	Azad Video & Quick Print	2B	

149	122	Whistlers' Mother- <i>public house</i>	1B	120- Ferrari Livio
150	114	The Telephone Box	1B	
151	112	Abacus Locksmiths	1B	
152	108	Three In One - <i>takeaway</i>	3B	Ahmed Cafe
153	106	Orientique- <i>antiques & gift shop</i>	1B	
154	106a	Empty premises		
155	104	News Agent	1B	
156	100	PECKHAMs-Vitners & Victuallers- <i>liquar & spirits</i>	3B	Omega Frozen Foods
157	98	The Sun Restaurant	1B	Chinese Restaurant
158	94	RUBAIYAT- <i>public house</i>	1B	Montgomery the spirit dealer

Univercity Place here

BLOCK 17

159		Strathclyde Regions Homeless Peoples' Dept.	Misc.	Church Street Primary School
160		Public Swimming Pool	Misc.	

Torness street here

BLOCK 18

161	20-24	Farm Foods - <i>Frozen food dept.store</i>	2B	Comett super store, Goodwill charity shop(15 yrs), Car show room(50s & 60s)
162	20	Chappati for Carry out	1A	Guido fish & chips,kebab shop
163	16	Barcelona Restaurant	1A	Sutherland bakeries(50s), Snack bar(70s)
164	14	Byres Road Post Office	1A	
165	12	Empty premises		Bambi (baby wear), Zara hustra Boutique (70s),fishmonger
166	10	Wilson's - <i>public house</i>	1A	Owen Jones Pub, Lounge bar, offsales
167	4	Wilson's Restaurant	1A	
168		Bank of Scotland	2A	Facing Dumbarton Road Dumbarton Road here.

*Source : From Survey carryout by author

** means change in use

Ownership And Rateable Value of Commercial Properties At Byres Road as in 2.4.1992

No.	Add's.	Desc.	Proprietor	Tenant /Occupier	Rates (£)
1	3	shop	The Trust For the Dick Memorial Benevolent Soc.	Mohd Ayub	6300
2	5	pub. h	Emric Landst Minx Shops	Tabak	24000
3	11	shop	Mrs.Agnew Harkins	AM,CP & ME Harkins	5250
4	13	shop	Garnett Terr. Property Co.	P. Geary	7800
5	17	shop	Mr.&Mrs W.G.Lang	George Simons	11500
6	19	shop	Garnett Terr. Property Co.	Un Occupied	4550
7	21	office	as above	E.M.Jackson	4950
8	23	shop	Alex T. Young	proprietor	4550
9	25	shop	William McLoughlin	proprietor	4400
10	29	shop	Colin Graham	proprietor	4150
11	31	shop	Smith & Mackay	proprietor	7400
12	35	shop	Karnail Singh	proprietor	6900
13	37	shop	Partick Keenan	Domenic Demarco	6350
14	41	shop	Thomas Donaldson	proprietor	6350
15	43	shop	Andrew Sloan Ltd.	proprietor	6300
16	45	shop	Dommi Plan Property Co.	Blair Russell	5650
17	49	shop	Scotvale Property Ltd.	R.Sharma T/A R.S. Records	6550
18	53	shop	Glasgow District Council	Mrs Geraldine Tait	8900
19	57	shop	as above	Eunice K. Whyte	5100
20	59	shop	as above	David Johnston	5400
21	61	shop	as above	Elizabeth Murray	3700

22	63	shop	as above	Robert Houston T/A Cambell Engraves	3450
23	65 / 67	shop	as above	Mohd. Haslam & Anwar Khan	10,900
24	71-77	pub. h	Scottish & Newcastle Brewries Ltd.	proprietor	24,000
25	81	shop	Gordon Richardson	proprietor	7550
26	83	shop	Mrs. Pasquale Verrecchia	proprietor	9300
27	87	shop	as above	as above	13,850
28	89	shop	Kelvingrove Property Co.	David Grant	8250
29	91	shop	Jeffrey Josephson	G.A.Properties(Perth)	6750
30	93	shop	Studio "B" Hair Design	proprietor	6750
31	95	shop	Elizabeth Scott	proprietor	5250
32	95a	shop	Mrs Palombo	proprietor	4350
33	99	shop	Woodvale Est. Ltd.	un occupied	4900
34	101	shop	Silvio & James Ferri	proprietor	6250
35	103	bet'ng office	"Exclusively Yours" Mrs Lily Winnick	Coral Racing Ltd.	8700
36	107- 115	office	Eugine & Assunta Saraciro, D.M.Skinner & MacArtur	Royal Life(Scot) Ltd.	24,400
37	117- 119	shop	Lander Grayburn & Co.	Slater Prop. Holding PLC.	11,500
38	121	store	Tom Dickson (Burn Bank) Investment Ltd.	proprietor	6600
39	123	shop	Pet Cetra	proprietor	6600
40	127	shop	The Ann Jane Green Trust (London)	Peter W. Richmond	7250
41	129	pub.h	Scottish Breweries Ltd.	proprietor	19,600
42	135	shop	Robert D. Diggins	proprietor	12,400
43	137- 139	shop	John Macelvanney	proprietor	11,000
44	143	shop	Ian P. Benson	properietor	5700
45	145	shop	Robert F. Mireylees	proprietor	11,500

46	147 / 149	shop	Henderland Investment Co.	Haddows	15,800
47	153 / 155	office	Stewards (Ballymera) Ltd.	Slater Hogg & Howison Est.Agents	16,200
48	157 / 159	shop	Joseph Frisher	Man's World	14,300
49	161 / 241	shop	Colin Stewart T/A John Stewart	proprietor	10,400
50	165	shop	W.M.Mann & Co.	Save The Children Fund	20,000
51	171	shop	Romeo Di Mascio & others	Reid & Todd	15,000
52	173	shop	V. Quigleny T/A Corners	proprietor	10,500
53	174 (1/2)	surge- ry	Telfer, Hadden & Taylor	proprietor	2850
54	177 / 179	shop	B.C.Shops (Glasgow) Ltd.	Barnardo's (Essex)	17,500
55	181 / 183	shop	George Thomson	Oddbins (U.K.) Ltd.	19,300
56	185 (1/2) L	office	Royal Bank of Scotland PLC	Thomson & Co. The Neil Drover Agency	1300
57	185 (1/2) R	office	as above	as above	2450
58	189	bank	as above	proprietor	33,000
59	191	pub.h.	Bass Ltd.	Managed Houses Dept.?	40,600
60	193	shop	Augustus Barnett	Proprietor	9500
61	195	shop	Martin N.A. Ltd.	proprietor	13,000
62	201	bank	T.S.B. Scotland Ltd.	proprietor	30,900
63	205	shop	Malcolm Campbell	proprietor	26,800
64	211	shop	Scottish Metropolitan Property Ltd.	Ian Monachan Ltd.	30,500
65	215	shop	Killylane Properties (Holywood)	Granada	25,800
66	217	shop	Stanads Of Balleymena (N. Ireland)	Pickford	21,000
67	221	shop	Lasnor Ltd.	MM Henderson	18,400

68	223	shop	Scott. Metrop. Prop. Ltd.	David Flatnart Ltd.	27,900
69	225	Rest'n	Dunedin Prop. (U.K.) Ltd.	United Biscuits	65,000
70	227	office	Bowie Castlebank Ltd.	proprietor	28,400
71	231 / 233	shop	Scott. Metropol. Ltd.	Oxfam	27,900
72	239 / 241	shop	Hosier Prop. Ltd. & Alex Munro (Butcher)Ltd.	Alex Munro (Butcher)Ltd.	17,800
73	243 / 245	shop	Glenruth Prop. Ltd.	Stead & Simpson Plc.	39,000
74	251	shop	Gerald MacGrath	proprietor	12,400
75	253 / 255	shop	Carole Wilson Ltd.	proprietor	25,300
76	257	shop	Thistle Reality Ltd.	Lewis Hannah & Sons	19,900
77	259	shop	R.S.Scott. Thomson Develop. Ltd.	Greggs Of Rutherglen	18,900
78	261	shop	HAL Property Co. & Kelvinsome Property Co.	Lunnpoly	11,500
79	263 / 267	shop	Sun Alliance & Leicester Assurance Co. Ltd.(Manchester)	A.F.G.&J. Barrett	36,000
80	271 / 273	office	Abbey National Build.Society	proprietor	32,500
81	277	shop	The Boots Co. Ltd.	proprietor	23,700
82	281	shop	The Hosiery Manuf. Ltd.	Piccadily Fashionware	17,400
83	283	shop	as above	un occupied	15,900
84	285 / 287	shop	F. Pieri & Sons Ltd.	Mr.Mancini	21,800
85	291	shop	Thistle Reality Ltd.	Just Dessrts (Scot.) Ltd.	16,300
86	299	office	The Prudential Assurance Company Ltd.	B.S.C. Footwear Ltd. & Alliance Leicester Building Society	47,100
87	303	shop	Woodvale Optical	proprietor	15,000
88	305	shop	Micheal & Steven Mcnaughton	Tejidene Bedi	13,000

89	309	shop	as above	proprietor	11,300
90	311	shop	Malcolm Campbell Ltd.	Dixon Travel	11,400
91	313 (1/L)	office	Aged Concern Society	proprietor	2500
92	315	shop	Gavin Crawford	Imperial Cancer Society	18,900
93	319 / 321	shop	C. & J. Clark Ltd.	C. & J. Clark , Bayne & Duckett	28,000
94	327	shop	Malindi Ltd.	Save The Children Fund	9600
95	329	shop	as above	Alan Thomson	26,600
96	331 / 335	shop	Glen T.V. Rental	proprietor	21,400
97	337	rest'nt	Amer, Calidonian Capital Management Ltd.	proprietor	31,000
98	339	bank	Royal Bank of Scotland	proprietor	31,000
99	343	office	J.B. & G. Forsyth	Brunton Miller	13,800
100	351	shop	as above	James Campbell	14,400
101	355	shop	as above	A/A Habib T/A Banana Joes	11,700
102	367 / 373	shop	V.Savillae Gordon Property	Argyle Stores Ltd (Middlesex)	157,500
103	375	car park	Ravenstone Securities	Stakis plc.	7700
104	381	shop	Stakis Plc.	Leather & Lace	9650
105	383	shop	Stakis Plc.	proprietor	13,800
106	404	shop	Mr.Ameer	proprietor	29,600
107	398	shop	Luigi Macari	proprietor	17,000
108	396	shop	Ata Torune	proprietor	14,600
109	388	shop	Mrs.Maureen Bell	Frederick A. & Mrs.Norma Finlayson	14,500
110	384 / 386	shop	Malcolm Campbell Ltd.	Victoria Wine	17,500

111	382	shop	Ancol Property Co.	Voyager Travel Ltd.	9100
112	380	shop	Marion Porter Ltd.	V.Kapoor	12,500
113	378	shop	B.C. Shops Glasgow Ltd.	Alex. Keney & Sons Ltd	8400
114	376	shop	Mrs.M.Sandground	proprietor	23,250
115	360	office	R.B.Low & Beaton	proprietor	7350
116	358	shop	Gordon T.Montgomery	F.O.P.Records Ltd.	21,800
117	356	library	Glasgow City District Council	proprietor	73,800
118	326	bank	Scott.Metrop.Prop.Plc.	Clydesdale Bank Ltd.	51,200
119	316	shop	as above	un occupied	11,400
120	314	pos.of	as above	un occupied	34,600
121	306	shop	as above	Malerwood Ltd.	11,100
122	304	dept. shop	Woolworth Properties	proprietor	65,000
123	296	shop	Murphy Brothers	proprietor	10,650
124	294 / 290	office	Natiowide Anglia building Society	proprietor	33,500
125	284	shop	Dickson properties	Hoi Polloi(Retail) Ltd.	17,000
126	280	shop	Scott.Metrop.Prop.Ltd.	Thorn EMI-UK Rental Ltd.	27,200
127	272	office	Bradford & Bingley Building Society	proprietor	35,300
129	262	shop	HMV Fields Prop.Ltd.	Martin The News Agent	15,500
130	260	pub.h	Bass Holdings Ltd. Tennents Tavern	Tennent Calidonian Brewries Ltd.	50,750
131	254	shop	John Smith & Son (Glasgow) Ltd.	proprietor	31,600
132	242	kiosk	Strathclyde Passenger Transport Executive	un occupied	4150
133	226	shop	Iceland Frozen Foods Plc.	proprietor	62,000
134	202	shop	Clydesdale Retail Ltd.	proprietor	49,900
135	194	pub.h	Alloa Brewery Co.	proprietor	28,800
136	190	shop	Essell Security Ltd.	Granada T.V. Rental Ltd.	12,200

137	188	shop	Alan Beveridge	proprietor	14,300
138	184	shop	W.M.Mann & Co. (Invesment) Ltd.	Hall Of Cards (1990) Ltd. (Middlesex)	12,000
139	182	shop	Dickson Properties	J.&W. Thornton Ltd. (Derby)	13,500
140	180	shop	Monica Brown	proprietor	12,800
141	178 / 174	bank	Bank Of Scotland	proprietor	59,400
142	144	shop	Glasgow District Council	Glasgow University Queen Margerat Settlement Asso.	7100
143	142	shop	as above	Sidney Stewart	7150
144	138	shop	as above	Leonard Archibald	7700
145	138a	shop	as above	Mrs. F.E. Locozza	7500
146	134	shop	as above	Remnant Kings East	13,250
147	132 / 130	rest'n	as above	K.P. Tsang	28,500
148	126	shop	as above	Ghulam Sarwar	18,200
149	122	pub.h	as above	Eagle Taverns	36,750
150	114	shop	as above	Paul A.Burns	8550
151	112	shop	as above	Abacus (Locksmiths) Ltd.	8100
152	108	rest'n	as above	Mrs. K.Akhtar	7900
153	106	shop	as above	un occupied	8850
154	106a	shop	as above	Hilton Distributers Ltd.	7900
155	104	shop	as above	Vincent J. Digby	8650
156	100	shop	as above	A. Johnstone	13,800
157	98	shop	as above	Chan Wan Hai	9,500
158	94	pub.h	as above	Bass Holdings Ltd.	27,200
159	24 /20	show room	Dominplan Property Co. Ltd.	Commnet ?	36,900
160	20	shop	as above	Salam Benhiheub & Habib Bonhired	5350

161	16	rest'n	as above	Franco & Josephine Vozza	6000
162	14	pos. o	Mrs.Catherine M. Dunne	proprietor	5800
163	12	shop	Demor Investments Ltd.	proprietor	6050
164	10	pub.h	as above	proprietor	20,800

**Source : Strathclyde Regional Council 's Valuation Roll of 1.4.1992*

Note: Partick Housing Association is the owner of substantial number of tenement flats in Blocks 1 and 2.Hillhead Housing Association holds all the flats in Block 16

APPENDIX 1C

20	59	Thomas Josephson	P/sh.	3150
21	61	Elizabeth Murray	T/sh.	2500
22	63	Mary Sandground	?	2300
23	65/67	Ghulam Mohd.	?	3350
24	71	O.G. Prosser	P/sh.	11,700

Commercial Tenants' Turnover And Rateable Value Study -Byres Road as in 1.4.1987

No.	Addr.	Tenant / Occupier	Status/ Desc.	Rates	Remarks
1	3	Zahir Mulji	T/ sh.	3700	
2	5	Beck's Bar - Gladfell Ltd.	T/ p.h.	16,000	
3	11	Thomas Harkins	P/ sh.	3300	
4	13	Videopark (Glasgow) Ltd.	T/ sh.	5200	
5	17	Store	U.O.	3150	
6	19	Colin Graham	T/sh.	2400	
7	21	Syney S. Naftalin	T/surg.	3000	
8	23	Alex. Young	P/sh.	3000	
9	25	William MacLoughlin	P/sh.	2300	
10	29	Marion Grant	P/sh.	2250	
11	31	Smith & Mackay	P/sh.	4350	
12	35	Karnail Singh	P/sh.	4700	
13	37	Domenic Demarco	T/sh.	4150	
14	41	T.Donaldson	P/sh.	3850	
15	43	Andrew Sloan Ltd.	P/sh.	3800	
16	45	Blair Russell	T/sh.	3850	
17	49	Card Craft	T/sh.	4400	
18	53	Geraldine Tait	T/sh.	5750	
19	57	Eunice Whyte	T/sh.	3100	

T - Tenant
P - Proprietor

20	59	Thomas Josephson	P/sh.	3150	
21	61	Elizabeth Murray	T/sh.	2500	
22	63	Mary Sandground	?	2200	
23	65 /67	Ghulam Mohd.	?	5350	
24	71	O.G.Prosser	P/ p.h.	11,700	
25	81	Gordon Richardson	P/ sh.	4550	
26	83	Pasquale Verreccia	P/ sh.	4500	
27	87	As above	P/sh.	5500	
28	89	Flatman	T/sh.	5000	
29	91	Un Occupied		5300	
30	93	Mignano Hair Stylists	P/sh.	4800	
31	95	Elizabeth Scott	P/sh.	3300	
32	95a	Mrs. Palambo	P/sh.	2650	
33	99	Anne L.Hilley	T/sh.	3250	Reid & Todd Ltd.-(Prop'r.)
34	101	Silvio & James Ferri	P/sh.	4550	
35	103	Coral Racing-"Bett. House"	P/b.h.	7000	
36	107	Skinner & Macarthur Ltd.	T/off.	10,850	
37	113	Mrs. Jeanette Brand	T/sh.	3550	
38	115	Skinner & Macarthur Ltd.	P/sh.	6200	
39	117	Lander Grayburn	P/sh.	4950	
40	119	Triumph Shoe (Co.)	P/sh.	3350	
41	121	Tom Dickson	P/sh.	4400	
42	123	Ronald Walker	P/sh.	4000	
43	127	Peter W. Richmond	O/sh.	5000	
44	129	Scottish Brewers Ltd.	P/p.h.	13,000	
45	135	William Diggins & Sons	P/sh.	7350	
46	137/139	J.Macaulay	P/sh.	7750	
47	143	Ian Benson	P/sh.	2900	
48	145	Mireylees	P/sh.	6800	

49	147/149	Agnew stores Ltd.	O/sh.	10,000	
50	153/155	Slater Hogg	O/off.	9450	
51	157/159	Factory Rejects	O/sh.	9150	
52	161	Colin & John Stewerts	P/sh.	5300	
53	165	Brown & Faulds Ltd.	P/sh.	10,350	
54	171	Reid & Todd	O/sh.	9000	
55	173	Arun Kharbanda	P/sh.	9000	
56	175 (1/2)	Surgey R. Gordon Drummond Ltd.	P/sh.	537	
57	177/179	R.S.MacColl Ltd.	O/sh.	11,200	
58	181/183	Oddbins (UK)Ltd.	O/sh.	13,500	
59	185 (1/2)L	Office (Bank)	O/off.	1850	
60	191	Bass Ltd. (P.H.Safari)	P/p.h.	29,500	
61	195	Malcolm Campbell Ltd.	P/sh.	9250	
62	201	T.S.B.Bank	P/sh.	24,800	
63	205	Malcolm Campbell Ltd.	P/sh.	17,250	
64	211	Ian Monachan Ltd.	O/sh.	24,150	
65	215	Visionhire Ltd.	O/sh.	15,500	
66	217	Pickfords	O/sh.	11,450	
67	221	M.M.Henderson Ltd.	O/sh.	10,250	
68	223/225	Sunblest Bakeries Ltd.	P/sh.	39,700	
69	227	Bowie Castlebank Ltd. City Bakeries Ltd.	O/off.	6350,2900, 6150	inc.upstairs
70	231/233	Oxfam	O/sh.	17,500	
71	239/241	Alex Munro & Sons Ltd.	O/sh.	9500	
72	243/245	Stead & Simpson	O/sh.	21,750	
73	251	Gerald McGrath	P/sh.	6400	
74	253/255	Carole Wilson Ltd.	P/sh.	13,000	
75	257	Lewis Hannah & Sons	O/sh.	11,500	
76	259	Greggs of Rutherglen	O/sh.	10,750	

77	261	Saf.Cre&RD Macaulay	O/sh.	5850
78	263/267	Af & J Barrett	O/sh.	21,000
79	271/273	Abbey National Buil.Society	P/off.	19,200
80	277	Boots	P/sh.	13,350
81	281	Thorn Television Rentals	O/sh.	10,050
82	283	Hosiery Manuf.Co	P/sh.	8800
83	285/287	P.Lazzerini	O/sh.	11,950
84	291	R.Gordon Drummond Ltd.	O/sh.	9450
85	297	B.S.C.Footwear Ltd.	O/sh.	9300
86	299	Alliance Building Society	P/off.	13,900
87	303	Woodwale Optical	P/sh.	11,500
88	305	Tejinder S.Bedi	O/sh.	9400
89	309	Dr.Robert Gailey	O/sh.	8000
90	311	Dixon Travel Ltd.	O/sh.	7700
91	313-1/L	Bovey & Bovey Ltd.	O/off.	1425
92	315	Gavin Crawford	P/sh.	12,800
93	319/321	Bayne & Duckett Ltd.	P/sh.	19,000
94	327	Save The Children Fund	O/sh.	10,000
95	329	Alan Thomson	O/sh.	6050
96	331/335	Glen T.V.Rentals	O/sh.	17,000
97	337	Southern Fried Chicken	O/sh.	12,850
98	339	Royal Bank of Scotland	P/off.	23650
99	343	Brunton Miller	O/sh.	8525
100	351	Robert Sloan & Sons Ltd.	P/sh.	9800
101	355	Denholm World Travel	O/sh.	7200
102	367/373	Argyle Stores Ltd.	O/sh.	123,300
103	375	Car Park -Stakis Plc.	O/c.p.	3850
104	381	Ravenstone Securities	O/off.	5750
105	383	Leather & Lace	O/sh.	6850

106	404	James Grant (Musical Instruments) Ltd.	O/sh.	15,300
107	398	Luigi Macari	P/sh.	10,750
108	396	Ata Toruner	P/sh.	8650
109	388	Raphael Hass	O/sh.	7800
110	384	Malcolm Campbell Ltd.	P/sh.	7100
111	382	Mrs.Pitchens	O/sh.	4650
112	380	Lin Chai Cheng	O/sh.	5900
113	378	Alex Kennedy & Sons Ltd.	O/sh.	4350
114	376	Douglas Weir-show room	P/s.r.	13,750
115	360	R.B.Low & Beaton	O/off.	5200
116	358	Freezway(Byres Road) Ltd.	O/sh.	16,000
117	356	Glasgow Dist.Council (Library)	P/Lib.	45,250
118	330	Strathclyde Reg.Council	P/flats	578-596
119	326	Clydesdale Bank Ltd.	O/bank	35,600
120	316	Scottish Metropolitan Properties Ltd.	unoccupied	6300
121	314	as above	Post office	20,400
122	306	Alan Beveridge Ltd (Fish monger)	O/sh.	6150
123	304	Woolworth	P/sh. etc.	50,000
124	296	Murphy Bros.	P/sh.	6200
125	294	J.Macneil & B.McCaster	O/sh.	9000
126	290	Nationwide Build.Society	P/off.	13,000
127	284	Mackay Wilson Ltd.	O/sh.	10,150
128	280	Thorn EMI T.V.Rentals Ltd.	O/sh.	17,600
129	272	Bradford & Bingley	P/off.	24,250
130	262	R.S.MacColl Ltd.	P/sh.	9300
131	260	Tennent Calidonian Brewries Ltd.-The Curlers	P/p.h.	45,500

132	254	John Smith & Son(Glasgow) Ltd	P/sh.	25,000
133	242	Desmond Harvey -Kiosk (Strath.Passenger Trans.Exec	O/kios.	3800
134	226	Bejam Group Plc.	P/sh.	53,500
135	202	Seconds & First Ltd.	O/Ltd.	31,000
136	194	Caldonian Assoc.Inns Ltd. (Bonhams)	P/p.h.	16,500
137	190	Granada T.V.Rentals Ltd.	P/sh.	7400
138	188	M.A.Brown Ltd.	P/sh.	8250
139	184	Mary Morrison Ltd.	O/sh.	7200
140	182	J.W.Thornton Ltd.	O/sh.	8600
141	180	D.S.Crawford	O/sh.	7650
142	178-174	Bank Of Scotland	P/sh.	44,900
143	144	Queen Margerat Settlement Asso'n.(Glasgow Univ.)	O/sh.	3900
144	142	Sidney Stewart	O/sh.	3900
145	138	Leonard C. Archibald	O/sh.	3950
146	138a	Mrs.F.E.Cocozza	O/sh.	3950
147	134	un occupied	shop	7000
148	132-130	P.Chung	O/rest.	14,900
149	126	un occupied	rest.	10,600
150	122	Richmond Inns (Scot) Ltd. -Mel's	O/p.h.	20,000
151	114	Paul A.Burns	O/sh.	5250
152	112	Mrs.K.Mitchell	O/sh.	4200
153	108	Habib Bowhired	O/rest	4250
154	106	Mrs.Anne Rainey	O/sh.	4650
155	106a	Messrs.Stewart &Johnson	O/sh.	4550
156	104	John J.Benson	O/sh.	4300
157	100	Guy J.Gowen	O/sh.	9600

158	98	Chan Wan Hei	O/sh.	5150	
159	94	Finlay Brothers-(Rubbaiyat)	O/p.h.	16,500	
160	34	un occupied- Strath.Reg.Council Social Work Dept.	P/hse.	646-820	former Church St.Sch
161	24-20	Comet Radiovision Serv.Ltd.	O/ show room		
162	20	Salam Benhiheub & Habib Bonhired	O/sh.	3150	
163	16	Bruno Menoni	O/rest.	3900	
164	14	Cathrine M.Dunne- Post Office	O/p.o.	3150	
165	12	Mrs.Margerat Muir	O/sh.	3600	
166	10	A.Koumis-(Wison's Bar)	O/p.h.	17,000	

Sykes Road Conservation / Restoration / Archaeological Study by Macdougall School of Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date 24/10/92

Property No: ① / 148 Ambleside Rd.

Grade Listing: A/B/C/US

Owner / Occupier Name: J.D. Fortune Ltd

Ownership Type:

Private

Religious/Charity

Current Status of Premises: Vacant

Category:

Local Authority

Statutory Under lease

Market Status: For Sale Not for Sale

Other

Condition Report

used as store room for food under
3 years - 50 years

Comments from Owner / Occupier / Agent

Leased recently - generally well maintained
SDA running for Ponticle
present - 10 years (1990)

General Remarks:

Very pretty Ambleside & Sykes Rd
Barry & sales

mess inside but not serious

poorly finished

interior extremely messy / filthy

at foot end: no D Sykes Rd - back to back with
on the upper floor

Rh1 Shown
3573939 (10)
0231 365727 (11)

* Contact
for some history notes.

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of
Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date: 24/8/92

Property No: ① / 148 Dumbarton Rd. Grade Listing : A / B / C / UL

Owner / Occupier Name : BD Footwear Ltd. Ownership Type :

- Private
- Religious / Charity

Current Status of Premises: used as BD shoes Company

- Local Authority
- Statutory Under taker

Market Status : For Sale / Not For Sale

- Crown

Condition Report: used as shoe shop for good under
7 years - 50 years.

any limit
plans submitted?

Comments from Owner / Occupier / Agent:

rh.
Reroofed recently. - generally well maintained as
SDA money for Ponticle.
present owner last 20 years. (1970)

General Remarks :

shop fronting Dumbarton & Byres Rd.
bury & sales
mess, window box advertisements
putting problem.
untidy, rubbish everywhere / litter

* Foot note: no ① Byres Rd - leads to tenements
on the upper floors.

Retain!

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date:

8/10/92

Property No: 2, Byres Rd.

Grade Listing: A / B / C / UL

Owner / Occupier Name: Md Ayub

Ownership Type:

- Private
- Religious / Charity

- Company
- Local Authority
- Statutory Under taker
- Crown

Current Status of Premises: Used D.I.Y.

Market Status: For Sale / Not For Sale

Condition Report:

structure ok

Comments from Owner / Occupier / Agent:

Been here 5 years. paid for minor repairs only.
Used to be Household / Electrical / Gift shop / ornaments.
Retain the same name.
No variety of shops - no market due to more variety / charity shops E.A.
Wants to start jamming & diversification due to

General Remarks:

questions - to attract customers

Too high rent & rates
as Town Centre. - Byres Rd
above £6500 per year - value fixed for 5 years
existing charity shops - no rates.
lost agents - higher value of income - 1% for commission
Appearance: Display window important - window shopping
must look full - not empty (popular)
- not overcrowded
expansion - within not outside due to non-affordability
incentives: no incentive from District Council
- no rent / rate concession for some years

not uniform of shops/offices but entirely unal-
chip shops etc // retail -
but substitutes / GA - different game.
no money straight away
charity shop - tens money spent in
customers.

amiable under residents living alone.
They use local shops; get their items from here.

competition for big shops:
- They create market for you.
- Cheap + big people for like Safeway,
- would allow similar to ones at the bottom end
- not form of pubs - most money.

* party - no problem - after 9.30 - 1/2 an hour paid

Comments from Office / Occupier / Agent

Concise Report

Market Status: For 2011 Not For 2011

Current Status of Tenants:

Office / Occupier Name: Mr. John

Property No: 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

General and Condition Survey

Visits made in consultation with Glasgow West Coast Association Trust
Bates Road Construction / Restoration / Enhancement Study for Mackintosh School of

Date: 1/10/11

card paper
no. 9000 Quadri

COURIER

Rent \$ 23.00
Pulse \$ 30.00

THOMAS HARKINS JEWELLER
Repairs & valuations jewelry - (Family owned)
Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of
Architecture in consultation with Glasgow West Conservation Trust

windows
not suitable
for carlier

General and Condition Survey

Date: 8/10/92

Property No: 11, Byres Rd

Grade Listing: A / B / C / UL

Owner / Occupier Name: Micheal Hawkins

Ownership Type:

- Private
- Religious / Charity
- Company
- Local Authority
- Statutory Under taker
- Crown

Current Status of Premises: Jewellers shop
Own shop.

Market Status: For Sale / Not For Sale

60's house
70's shopfront
changed.
shows price
over 1000
1979 - price of 1000
note.

Condition Report:

* started as a news agent before 1953. before Macdonald (N. Ags)
* premises for N. Agents. 1960 - closed into Jewellery
* Durbis coming beyond 50's (neighbour) - doing retail
and became E. A. or pubs. & against charity shops
amount of money needed to fit - Barnodolles used to
be done up with questioning the sense
* no suggested for. sense

Comments from Owner / Occupier / Agent:

been here from 1953. Academic class
Byres Rd - 2 ends. / from Church St to Broomfield
Village - Highbridge Rd / University Avenue - / from Church St to Broomfield
Church St school - being Strathclyde K.C. Rd - poorer & working
Top end flats were good - bought over & became class
multiple occupants - students' money - not spent on shops.
Bottom end - Residential. working class, end of River Clyde

General Remarks:

sign doesn't conform to design guidelines.
deposits, ferry connection at Guran to
Meadowside Quay. - to Particle Caves.
60's chryside express way - parking
to closing down the above. Recreation
has been lost 30 years.
Byres Top end - people moved to Dumbarton Rd. Aspirant
from Bottom end to Scotstoun, Jordan Hill. Bearden in
attractive. ambition was to move out people moved in
are from middle class, academics, office staff.
Tend to shop outside at Maryhill & chryside
shopping centres. parking Restrictions have forced to go
outlying centres. Business part of view, identity / loss
used to be can buy anything from Pen 15 point.

Influx of supermarkets changed the types.

Bulk of shops are E.A. + Banks + charity shops.

No more ironmongers etc. One a great shopping area but these people have changed that.

Particularly - pubs around Drumintree Rd plenty - tended to be working class type - pubs are but not very attractive. ~~Especially~~

Expensive only could be afforded at City Centre.

- went sky high recent years - pushing to Blyth Rd - the last connection to City Centre.

- Night business - not good for business to stay

- no more working from this end to that end

- Too many holes - no continuity.

- Though E.A. are offering first to public but

going back to they don't constitute business first

40's, pub
med by
a pub. Between Rubright to Highhigh Rd - last
part of 20 years uncertainty - to widen
the road - like M8 at Cherry Cross.

Finley Improvement of Roads chopped out the city
group of pubs. Too much hassle + inconvenient, combination
of many things.

have lasted
only 2 years
rented back
to Rubright.
Compulsory purchase of properties at Rubright
+ Finley H. Rd - Adam Smith Bldg. - raised by
in the mid sixties. moved a lot of people
out.

Compulsory purchase - unsightly, ~~unpleasant~~ in.

Wylie + Lockhead) was garage.
Safeway (BMC dealers)

* Finley P.C. was a crescent of Tenements with
shops - condemned + knocked down due to
planning ideas on wider roads.

* Business expanded up to 1979 - Enterprising idea brought down
standards, particularly with
shopping complex.

* Uni Take-away

83, Byres Rd.
The Univ. Cafe

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date: 07/07/92

Property No: 83, Byres Rd.

Grade Listing : A / B / C / UL

Owner / Occupier ' Name : Carlo Verrecchia

Ownership Type :

☒ Private
☐ Religious / Charity

Current Status of Premises: Used as a take-away / shop

☐ Company
☐ Local Authority
☐ Statutory Under taker
☐ Crown

Market Status : For Sale / ~~Not For Sale~~

Condition Report:

~~Property~~ Been used as a take-away for the last 2 yrs.
Own property & its easier to determine the use.

Comments from Owner / Occupier / Agent:

- Family concerned. owned property. Been around since 1918. started as a cafe.
- 2nd generation
- not in favour of EBT. Agents.
- Not the "Future Shuck" going to be EBT. Agent as well.
- 1

General Remarks :

- Rents & Rates are high. Owners owned properties, would be difficult to survive.
- Bringing in Big shops may not be good as there already exists another around Drumchapel Rd.
 - Relies mainly on students / infirming people.
 - ~~shops would not~~
 - # mile 85, Byres Rd leads up to Residences also owned by Verrecchia family.

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date:

Property No:

Grade Listing : A / B / C / UL

Owner / Occupier ' Name :

Ownership Type :

Current Status of Premises:

- Private
- Religious/ Charity
- Company
- Local Authority
- Statutory Under taker
- Crown

Market Status : For Sale/ Not For Sale

Condition Report:

Comments from Owner / Occupier / Agent:

* shipping centres / in America
* Bill Lever →

General Remarks :

- ① B.R. could be seen as ~~as a~~ a High St. not just as B.R. - a model of analysis
- ② not beautifulish. neighbourhood shipping centres.
- ③ Competition - where people shop High St model or shipping centre model
- ④ Do go into shops competition
- size of shops.
- adequacy of parking
- charging heads in shopping.
⑤ variety of shop size
⑥ Capital Town shopping.
⑦ corner boutique

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of
Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date: 1/10/93

Property No: 124 Byres Road

Grade Listing : A / B / C / UL

Owner / Occupier ' Name :

Ownership Type :

- Private
- Religious/ Charity

Current Status of Premises:

- Company
- Local Authority
- Statutory Under taker
- Crown

Market Status : For Sale/ Not For Sale

Condition Report:

Comments from Owner / Occupier / Agent:

General Remarks :

fasine.
clothes
Sense in Scotland / charity
Bkshops The National Deaf - Blind & Rubella Assoc.
N.A.
Cafe
Rooms for flower, / Hair rise
(Pub)
waters
Cooperative veg. cafe
my cleaners
fabrics
news agents
Dunston
Scenic
1/10/93
David Biddie Centre

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date:

1/10/92

Property No: 124 Byres Road

Grade Listing : A / B / C / UL

Owner / Occupier Name: AZAD WIL LTD

Ownership Type :

- Private

- Religious / Charity

- Company ☒

- Local Authority

- Statutory Under taker

Current Status of Premises: VIDE PHOTO LABS
PROPERTY

Market Status : For Sale / Not For Sale

- Crown

Condition Report:

Shop = prime site - Byres Road.

VIDE / PHOTOS - marked good.

Shop has been running that business for 6 years

Comments from Owner / Occupier / Agent:

N/A Business problems etc. Shop etc.
No further problems

General Remarks :

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of
Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date:

8/10/92

TABAK, Estaminet (

Property No: 7, Byres Rd.

Grade Listing : A / B / C / UL

Owner / Occupier ' Name :

Ownership Type :

- Private
- Religious/ Charity

Current Status of Premises:

Restaurant bar/

- Company
- Local Authority
- Statutory Under taker
- Crown

Market Status : For Sale/ Not For Sale

Condition Report:

Comments from Owner / Occupier / Agent:

General Remarks :

Recently opened.

Byres Road Conservation / Restoration / Enhancement Study for Mackintosh School Of
Architecture in consultation with Glasgow West Conservation Trust

General and Condition Survey

Date:

8/10/72

Property No: 87, Byres Rd

Grade Listing : A / B / C / UL

Owner / Occupier ' Name :

Ownership Type :

- Private
- Religious/ Charity

Current Status of Premises:

- Company
- Local Authority
- Statutory Under taker
- Crown

University Cafe

Market Status : For Sale/ Not For Sale

Condition Report:

One of the existing shop-front windows of
Byres Rd.
The interior is still intact.

Comments from Owner / Occupier / Agent:

General Remarks :

BYRES ROAD

Byres market!

SHOPPING IN the West End wouldn't be complete without a visit to Byres Road.

There is something for everyone with an array of small and unusual shops alongside bigger retailers.

With Christmas just around the corner, there is a desire to avoid the bustling city centres and keep to areas nearer home.

Byres Road is a must for festive buying from the family's plump turkey and spicy mince-pies to the difficult aunt who is always hard to please.

Christmas is the season of giving as well as receiving and there are a number of charity shops on Byres Road, which would mean buying

presents and helping those less fortunate.

The shops are covered in tinsel and fairy lights adding a magical and fantastical dimension to Byres Road.

Shopping in Byres Road doesn't need to mean hunting for a car space because there are frequent buses and the underground; so you can leave the car at home and forget the worry and stress of bumper-to-bumper traffic.

There are electrical shops with the latest computer games to please the high-tech children in your family and there are craft shops with an array of gifts to please everyone from mum to gran.

Food stores are plentiful to ensure you are well stocked throughout Christmas and well into the New Year.

Everyone makes an effort at Christmas to look nice and there are a number of boutiques with a range of festive clothes, from glittering evening wear to casual (but smart) day wear.

Visit Byres Road and avoid the nightmare of city centre shopping.



■ The busy and bustling Byres Road.

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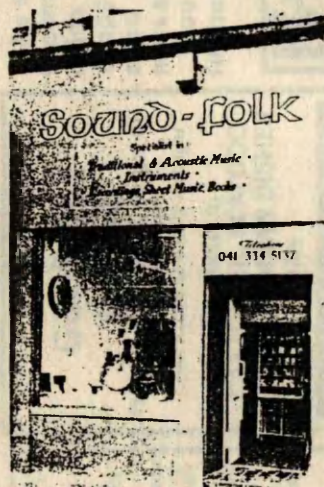
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Owner Graham Dickson caters for people who have either a well-versed knowledge of folk or just have a distant interest.

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Sound Folk will also be ideal for tracking down obscure records and instruments.

Sound Folk aim to deal with enthusiasts' queries on an expert level. You can contact Graham on 334 5137.

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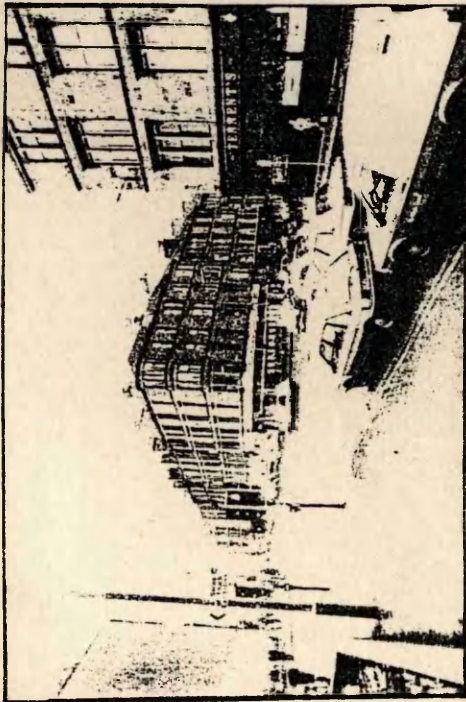
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*"Best wishes and all
the best for the
future"*

BYRES ROAD



THE HEART OF THE WEST END

The legendary Byres Road must surely qualify as the true heart of the West End.

Stretching from Great Western Road right down to Dumbarton Road, it offers a multi-coloured, multi-cultural feast of fashion, food and frolics for the shopper and entertainment seeker.

As one of the city's best known thoroughfares, it holds a huge range of shops and services: book store to off-sales; super-

markets to cobblers. You need stray no further afield to find what

Advertisement Fee

you want in this t

trove. And when the sh night fall upon ti Byres Road still with its own unique of neon brilliance.

It has some of t pubs and restaur the city, and just the main road in Ashto stands the West End cinema.

So why not saunter along Byre and discover what missing.

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