

**WEST DUNBARTONSHIRE COUNCIL  
CLYDEBANK TOWN CENTRE  
DEVELOPMENT FRAMEWORK  
EXECUTIVE SUMMARY**





This document is an executive summary of the main 412 page report that contains information on project context and analysis together with a detailed exploration of the development framework proposals.

## CLYDEBANK: A TOWN WITH A HEART

This document shows a vision of Clydebank town centre in 15 years' time and the transition from reducing retail dominance to a vibrant mixed use and inhabited town centre that meets the needs of the whole community. In short, it is about creating a real centre to the town – a town with a heart.

Within the various engagement events we asked the question – what will Clydebank be known for in 15 years' time? What is its narrative that reflects the values of its people

and what story does it project to the outside world? Amongst all the rich answers that came back, possibly the most poignant was from the youngest person present: "a town that looks after each other". This is not only a powerful ambition; it perfectly captures what a real, functional town centre delivers: opportunity, inclusion, and wellbeing.

This future narrative of caring about each other reflects the real sense of community of Clydebank past

and present born from a highly industrialised heritage where people worked and lived with intensity and closeness; a closeness forged stronger by the shared memory and trauma of the Clydebank Blitz.

With this industrialised past and worldwide recognition comes well-deserved pride alongside a history of political radicalism that should demand a town centre that succeeds because it puts the wellbeing of its people first- a town with a heart.



# THE VISION FOR CLYDEBANK TOWN CENTRE – PRIORITY PHASE 1: PROPOSED DISTRIBUTION OF USES



“ This vision for the town centre of Clydebank will be transformative and act as a catalyst for further positive change.



# A HEART TO GATHER

The town centre is important. It's where we gather to celebrate. It's where we memorialise events and notable sons and daughters. It's a community's collective identity and it's the familiar landscape of our memory – the one we connected with as a child and are least likely to forget in later years. This vision creates the heart for the community to gather – a civic space set against the impressive backdrop of the Co-op building, one of the few remaining heritage assets (and the largest) in the core study area.

This public square and redefined Sylvania Way are lined by new mixed-use blocks that are outward looking and active to all sides, particularly to the Forth and Clyde canal, Three Queens Square and Kilbowie Road. There are views into this new heart from the surrounding streets and routes under the railway viaduct. There is also direct visibility from the main Glasgow train line into the heart of the new centre; the front face of Clydebank: open, active and welcoming.

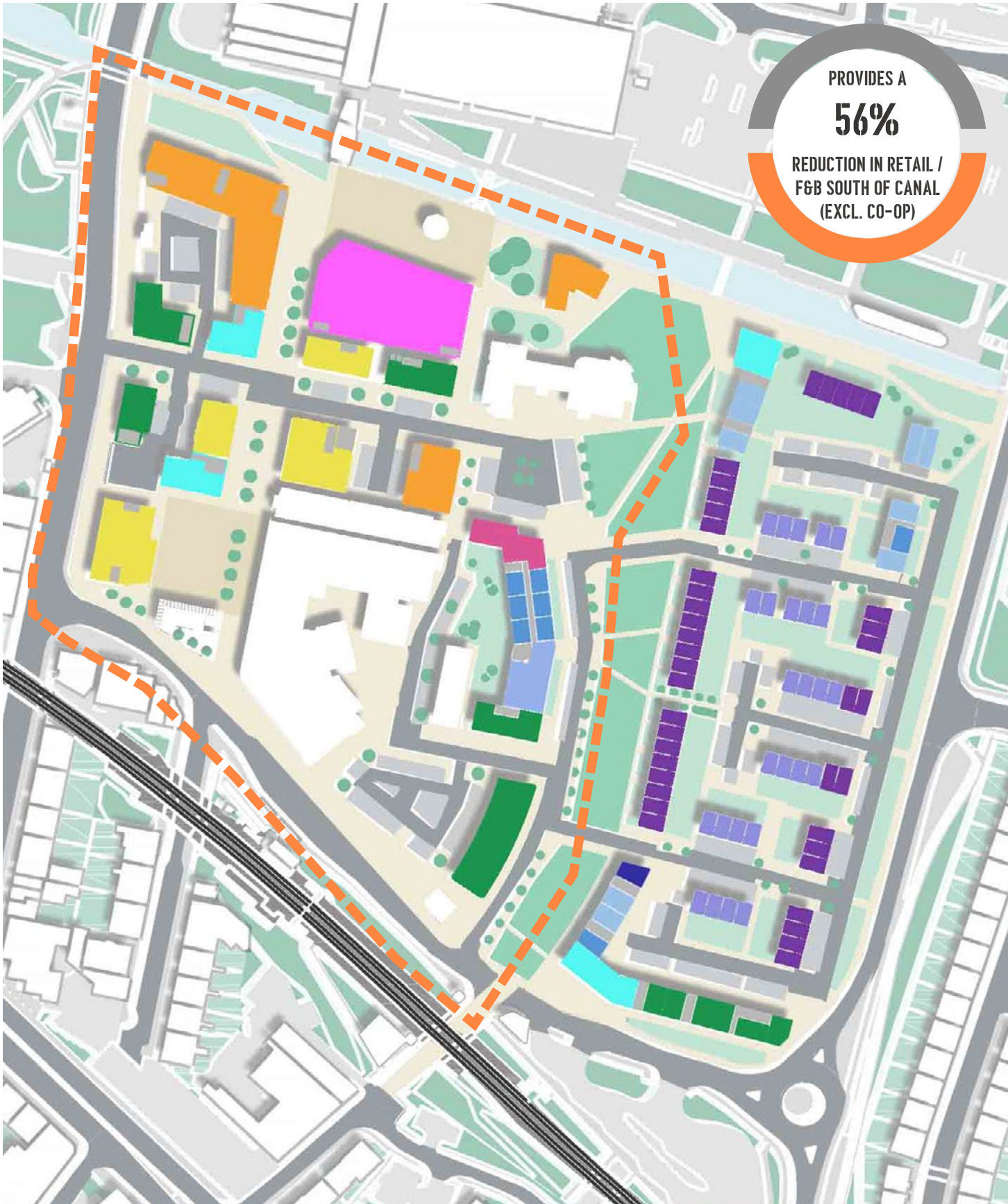
# A HEART OF REINVENTION

This is a town centre that has moved from the grime and pollution of heavy industry and builds on the world class energy centre to drive a green economy that attracts and powers new businesses and homes. It is a town where businesses want to be because of its green credentials and it is rich with green open space and vibrant public space where workers can enjoy all the benefits of

a thriving town centre where workers can enjoy all the richness of a thriving town centre. It is a town that more than meets its responsibilities and addresses the ever increasing issue on everyone's agenda, and fulfils West Dunbartonshire Council's stated ambition to make Clydebank Scotland's 'Greenest town'.

## Active Ground Floor Uses: A Diverse Town Centre

- Retail
- Market
- F&B /
- Cinema
- Commercial / Workspace
- Community
- Nursery / Daycare



Proposed Ground Floor Uses





## AN ECONOMIC HEART

This is a vision of a real town centre with heritage, variety and identity. It also has the Clyde Shopping Centre offering a scale of retail unachieved by similar sized towns. The retail requirement will significantly decrease but not as drastically as elsewhere and this vision manages that transition to bring a richness and variety of uses that drive footfall. This is combined with the repopulation of the heart of the town and Queens Quay, the introduction of workplace and the expansion of

the RGJ Hospital to ensure vibrancy. Retail goes where people go – the rebalancing of retail strengthens retail and makes all businesses more resilient, jobs are secured and opportunity created.

Beyond that, we have a 16 hour day 7 days a week town centre that doesn't close at 5:30pm. It is a town centre that is resilient, adaptable and relevant for the next 100 years. It is a destination that is authentic.

## A HEART TO LIVE IN

We can live in the centre and have everything on our doorstep: shops, cafes, cinema, and activities. Living extends out to parkland, communal gardens, rich urban space, active canal side living and the river. The transport interchange is within

minutes to take you into Glasgow or west and north to Loch Lomond and the Highlands. It is a well populated and passively safe environment that is overlooked and trafficked. It has all the benefits of living in the heart of a real and functional town centre.

## A CONNECTED HEART

Arterial routes from Queen's Quay, The Golden Jubilee Hospital, the new transport interchange, the Clyde Centre and the wider community all connect and meet at the new heart of the town. It is a town built around everyone. There are different structured routes with shelter, gardens and activities for young families pushing prams, senior citizens out for a stroll, dogs to walk and runners to run. There are

places for teenagers to hang about free of charge where they can be active without feeling unwanted and unwelcome.

It is a town for everyone no matter their age or disability. When the paths cross, we have a truly intergenerational town that promotes safety, activity, inclusivity and wellbeing.



# THE VISION FOR CLYDEBANK TOWN CENTRE – AERIAL VIEW OF PRIORITY PHASE 1 WITH PHASES 2 & 3 MASSING ADDED







Threesixty  
Architecture



savills

