

Appendix 2

Queens Quay Design Codes – Annexe 2 Street Naming Strategy

1. Purpose

This annexe seeks to set out the principles to be adopted by West Dunbartonshire Council in applying a clear, contextualised and scalable street naming strategy to the Queens Quay site in Clydebank.

In line with established good practice, all street names will seek to reference the heritage of the site and surrounding area, layering narratives that will enable the new residents and its visitors to build an engaged and evolving relationship with the town and locality. The street naming approach actively seeks to contribute positively to an overarching sense of place and identity within Clydebank and West Dunbartonshire.

2. Heritage context

Although the immediate heritage context for the Queens Quay site is the redevelopment of John Brown's shipyard, it is notable that the very existence of the shipyard relied on the pre-existing contours of an enduring landscape. While the confluence of the Rivers Clyde and Cart made it possible to launch ships that travelled around the globe, to the north of the town the Kilpatrick Hills are a reminder in their archaeology that this land was settled for reasons of travel and trade long before the arrival of the shipyard.

As conveyed in the Queens Quay masterplan, this new development presents an opportunity to reconnect Clydebank and its residents with the River Clyde; previously a focus for hard industry, and now a leisure and multi-use asset. Equally, a descriptive and imaginative approach to street naming will provide opportunities for residents to follow lines of connection through the urban heart of Clydebank and into the landscapes beyond. Both the riverscape and hillscape of Clydebank have the potential to contribute positively to the health and wellbeing of new residents of the Queens Quay and the Clydebank community as a whole.

Storytelling and strong narrative will be intrinsic to the success of this street naming approach, with names selected to reference key moments in Clydebank's history, bringing focus to people, communities, industry and geography.

3. Overarching Principle

Street names will be chosen that have the potential to draw out an engaging and informative story, celebrating the overarching heritage narrative of Clydebank and the surrounding area. In addition to stories that are likely to be well known.

Applied, this storytelling principle would see a series of 'street stories' develop that engage residents and visitors alike with the history and heritage of the area. As an example:

John Browns/Titan/Tamson's Toon/Tarry Kirk/Bothy School/Foundry/East Yard (accompanied by a series of applicable suffixes, e.g. street, road, way, lane, square etc.)

The first shipyard in Clydebank was owned by J&G Thomson and later taken over by the John Brown & Company, shipbuilders. The fitting out basin of the yard has been retained as part of the riverside walkway, overseen by the Titan Crane – an A-listed monument to Clydebank's industrial past. At this shipyard three of the most famous ocean going liners in the world were built: the RMS Queen Mary, RMS Queen Elizabeth, and RMS Queen Elizabeth 2 (or the QE2).

Through this 'street story', the story of Clydebank from the coming of the shipyard to the international reputation of Clydebank-built ships is conveyed. The suggestions include some of the names as they were known locally, of the buildings lived in and frequented as part of life on the shipyard. By providing additional contextual information on-line, or via other digital platforms, and by identifying links to West Dunbartonshire Council's heritage collections, the story becomes multifaceted. The close proximity of the planned new museum in Clydebank Library and the Titan Crane visitor centre present further opportunities for additional heritage interpretation.

At the other end of the scale, an example of a lesser known story can be told focusing on Ian McHarg, the Clydebank born Landscape Architect of international reputation.

Assuming a hierarchical grouping of connected streets, McHarg's legacy could similarly be celebrated as a 'street story'. As a young man, in the years between the First and Second World Wars, McHarg often took to the Kilpatrick Hills to escape the pollution of industry that then defined Clydebank's townscape. He was involved with a group of like-minded individuals who understood the benefit to be felt from time spent outdoors. The 'Fire-sitters' of Craigallion Loch, near Carbeth, were part of a movement that saw the birth of Scottish mountaineering as it is known today and – for McHarg – a world view that continues to resonate in the field of landscape architecture. This would link into the art strategy for the health and care centre which has referenced the legacy of McHarg.

This 'street story' would therefore include: McHarg / Firesitter / Craigallion / Carbeth, etc.

Further benefit to be derived from such an approach could in turn be realised through the creation of digitally available heritage interpretation and associated learning materials. The aspiration being that by bringing these heritage references into Clydebank's present through street naming, building blocks are laid for the town's renewed identity.

4. General Principles

To further support the overarching approach to street naming in Queens Quay noted above, the principles outlined in the existing West Dunbartonshire Council Street Naming and Numbering Policy will be followed. These include various principles of good practice, including the avoidance of naming streets for living individuals; recommendations in the application of suffixes; duplication of street names; the consideration of pronunciation; and the avoidance of punctuation.

5. Street Story Principles

In order to ensure the depth and relevance of street names proposed in the context of the 'street stories' approach on Queens Quay, further considerations will be applied in the proposals of street names for the development. This will include:

- The extent to which the street story proposed references the heritage of the site and surrounding area.
- The potential to draw out an engaging and informative story that unlocks the overarching heritage narratives of the area.
- Negative associations with groups, companies or individuals that do not reflect the aspirational, forward looking ambition of the development

To assist in the fair application of these principles, a proforma will be developed to capture relevant information and make the case for each street naming proposal. Following due process, final street naming suggestions will be brought forward to the Planning Committee for approval.