

# PAISLEY IS OPEN

A Vision for  
Paisley Town  
Centre 2030

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Paisley



Scottish Government  
Riaghaltas na h-Alba  
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SITIP

SCOTLAND'S  
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PARTNERSHIP



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Architecture



# Preface

The Paisley Town Centre Vision (published in September 2019) sets out ideas for how a traditional town centre of scale (Paisley, Renfrewshire) could potentially be repurposed and reconfigured over the next decade or so. Aiming to inject vitality and vibrancy back into a centre that means so much to so many, that holds and evokes extensive memories and stories, and that resonates over generations.

The concept for a pilot long term vision came about through discussions between Scottish Government, Scotland's Towns Partnership and Renfrewshire Council over a period of time and in the context of Scotland's numerous town centres facing similar challenges in terms of: weak or no demand for floorspace, the growth in popularity of online retail purchases, the physical configuration of traditional centres and others. The Paisley Vision set out to explore whether the demise of town centres as we have known them was inevitable and likely to continue or whether a different scenario could be set out.

The result is the Paisley Town Centre Vision. It was approved by the Future Paisley Partnership Board in June 2019 as a basis on which stakeholders could begin to re-think some of the key buildings and spaces around Paisley High Street.

It should be noted that whilst the approach to preparing a Vision to examine the long term potential of Paisley Town Centre is endorsed by Renfrewshire Council, the ideas and specific proposals for individual buildings and land included in the Vision do not represent Council commitments. The content of the Vision document emerged from numerous sessions with stakeholders where ideas and thoughts were gathered about the "art of the possible".

Renfrewshire Council owns only a very small number of the properties within the Paisley Vision area and almost none of the ones which the Vision document expresses ideas about future change. Whilst the Council wishes to support ambition and investment in all its town centres it should be noted that each of the proposals and ideas in the Vision will require to be tested against a range of criteria including: property ownership, deliverability, funding, economic feasibility as well as community and stakeholder support.

The Council hope that the Paisley Town Centre Vision can become a baseline document for the commencement of discussions about how a popular historic town centre can be transformed to play an active role in the area for many generations to come.

Alasdair Morrison  
Head of Regeneration  
Renfrewshire Council  
September 2019

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1. The Partnership Board is made up of key organisations that have a stake in the future of Paisley. It was first formed to develop a bid for the UK City of Culture title and has continued, mandated to ensure that the momentum and partnership created by that work sustains in the long term to deliver significant step changes in the communities, culture, economy, town centre and reputation of Paisley.

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Thank you also to REVO for their assistance and for providing access to their market leading research information.

# Paisley is Open

Open to....  
Everyone,  
Collaboration,  
Radical Ideas,  
Influencing,  
Learning,  
Investment.

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We have a vision for the town centre of Paisley: open, vibrant, optimistic, community and future focused.

A place to gather, a place to connect, a place to visit, a place to belong. The framework for this vision can be supported by master planning and architecture, but at its heart, it will be powered by people.

All proposals are created to achieve this vision, to provide the context for positive human interaction, exchange of ideas and nurturing the heart and soul of Paisley.

Many elements of this new town centre already exist. This vision is about encouraging the good, creating space and frameworks for the best of our town to flourish and where needed, we must introduce new elements and create new opportunities.



“Let’s call it ‘The Factory’...  
I keep seeing signs everywhere saying ‘Factory  
Closing’ and thought we could put up a sign saying  
‘Factory Opening’ and reverse the trend.”

- Anthony H Wilson, Founder  
The Factory / Factory Records

## Paisley is Open

This vision study for 2030 reverses the perception of a Paisley that is closed, unwelcoming and stuck in the past and weaves a unifying principle of openness to bring a concentrated vibrancy and richness into our town centre to once again become the cultural

and economic engine for the whole town. This core promise and principle of openness sets a guideline to assess the appropriateness of future town centre development.



## Open to Everyone

There is a specific Paisley attitude that is recognisably distinct from nearby towns and cities: A welcoming and open attitude.

There is a humour and friendliness that is perhaps born from the compactness of this large town and its intensely industrialised past. There is no polished façade to Paisley town centre; it is an authentic mix of society and experiences within easy reach of all.

This vision puts community and social inclusion at its heart to propose a centre that is no longer just the province of low car ownership groups, but appeals across our population and uses its compactness to ensure no one is excluded.

“ This vision puts community and social inclusion at its heart

## Open to Collaboration

Buddies have a fierce loyalty to their town and there is a strong sense of belonging and rootedness to place.

We often denigrate it with “the High Street’s a disgrace” etc. but this is born out of a memory of a bustling 70’s/80’s retail-led centre which isn’t coming back (to any town). Our frustration is also born out of a sense of powerlessness to fix our problem when in a national context the internet is dissolving main-stream retail at an ever-increasing pace.

This vision is built on the wide-ranging community engagement from the 2021 UK City of Culture bid and subsequent stakeholder and community workshops and meetings. For our town centre to thrive all stakeholders need to push forward together. In particular, there needs to be intense collaboration between public and private and ongoing community intervention, transparency and feedback. There needs to be real openness.



For our town centre to thrive all stakeholders need to push forward together

## Open to Radical Ideas

Paisley is a town built on innovation, ambition and the fight for social justice. We have the opportunity to now show the ambition of a big city, using our compact size to our advantage and creating an exemplar physical environment for community, education and commerce to flourish.

This vision asks Paisley to take the initiative to not prop up an outdated model of retail-led town centres, but to focus on what we want – a people-led town centre that is authentic to our community and our history and not appropriated or an applied formula. This vision focuses on physical and spacial change that radically changes both our perception of the urban landscape and our (and others) perception of our town.

“ This vision asks Paisley to take the initiative to focus on what we want – a people-led town centre.





## Open to Influencing

This vision project is supported by the Scottish Government and is a pilot study to lead the way in setting an approach for the evolution required for other Scottish towns facing similar town centre issues.

We aim to inspire and be inspired by other town centres in Scotland and beyond, making this

transition to resilience, relevance and regeneration in the 21st century.

Working with Scotland's Towns Partnership, the study embraces the national policies of Town Centre First and The Place Principle. A separate guidance document on town centre visioning will be published based on lessons learned in Paisley but it doesn't end there – Paisley will be a prototype, a test bed or beta project that is organic and constantly adapting to achieve its vision. Once again you can "Keep your eye on Paisley".

“ We can be the leading light for regeneration and for putting what our whole community needs at the heart of our agenda.

## Open to Learning

Paisley has a relatively unique advantage in having both a university and a college. The college is on the edge of town but the university is central. Both have the opportunity to increasingly benefit the town and, in turn, benefit from association to an attractive and vibrant urban centre.

This vision considers how the evolution of both might grow into "loose" space within the town and how by housing facilities and activities their students are attracted to might greatly increase footfall and vibrancy. Beyond this, the principles of learning for all and lifelong learning are key to social inclusion for all demographics. We can have a town of opportunity and social contact for industry related apprenticeships, sixth year students, school placements and older learners.

Beyond institutional learning, this is the time to start learning and sharing with other towns. Our opportunity is to support individuals and groups learning from each other. Setting a framework for the open exchange of ideas for the benefit of the town and its people.



The fate of the town centre and the major education providers must be seen as intrinsically linked around an inclusive and place making approach.





## Open to Investment

Retail goes where people go. The mainstream retail of clone towns with the same retailers isn't coming back, but if we can show this vision of how the town centre will be re-energised, the private sector will take notice.

This vision illustrates a town centre that focuses on attracting the wider community by giving them what they need. It also proposes the repopulation of the centre with residential and workplace. Positive moves are already happening in the town centre with new residential development, restaurants and cafés; this vision proposes an intensification of this and, through this study, national private sector residential funds have already shown interest.

The vision of what our town centre will become and its connectivity to our larger neighbour will be increasingly attractive to private investment and we need to openly embrace this.

“...attracting the wider community by giving them what they need.”

## A Town for Everyone: A People Centred Approach

Our town centre offers a rich and authentic environment that for generations has been the backdrop to the ceremonies and memorable events of our community. Furthermore the health of our town centre reflects the health of our wider community or society. An energised town centre that is open to all and where there is alignment, engagement and transparency on decision making will combat isolation, create opportunity and enrich all our lives.

It is critical that we achieve a perception shift in our community and stakeholders and reposition Paisley in people's psyche and at the core of this proposal is the need to reconnect all of us to our town centre. This study shows a vision of a better Paisley that meets the requirements of all regardless of age, ability or wealth.

In the process of this study we asked the community and stakeholder representatives "What do I need from my town centre?" and "What would make me live in the High Street Area". To follow is a focus on the imagined pattern of usage for a number of age groups based on the response to these questions.

“...combat isolation, create opportunity and enrich all our lives.”



# Patterns of Paisley

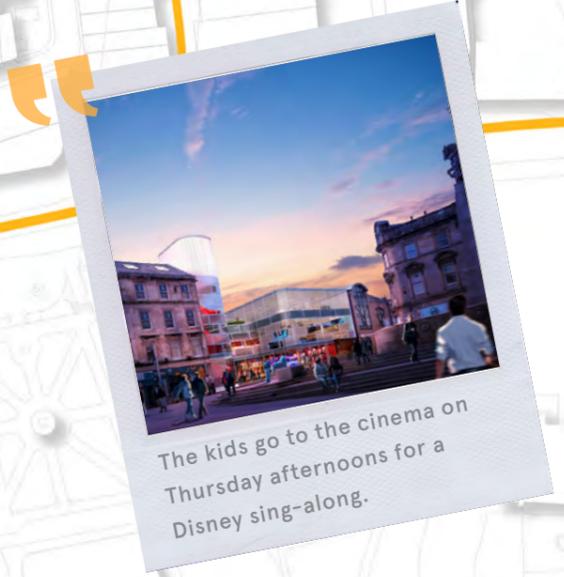
## Families with Young Children



I feel safe on the High Street and the wardens are always helpful.



It's so easy to get to the doctors surgery now it's in the centre of town.



The kids go to the cinema on Thursday afternoons for a Disney sing-along.



The new play park at the museum is great on a sunny day.



The kids visit their grandparents who live on the High Street while I go to the gym.



It's great to have a family friendly flat in the heart of town and spend time in the new place with other families.

# Patterns of Paisley

## Teenagers [13-17]



# Patterns of Paisley

## Young Adults [18-25]



Had a great night at a gig at the Coats. Can't believe we're getting such big name acts on our doorstep.



I still go to the Lagoon for a swim but Gilmour St Gym is really handy.



It's great to be able to walk to the station and get to Glasgow for a gig though more and more bands are coming here.



I love my flat on the High Street, I thought I'd never be able to leave my parents.



It's so handy staying in student accommodation on the High Street. I can walk everywhere in minutes.



Went up to the sculpture exhibition with my girlfriend. Don't understand it all, but it's a great venue!



I'm studying catering at the college and we work in the food hall as part of our course - and we get paid!

# Patterns of Paisley Adults [25-60]



All the wee shops & cafes open late now because of the food hall & the cinema. It means I can get home from work and still enjoy the town.



There's an amazing number of venues for gigs and comedy and now my friends are travelling to Paisley rather than Glasgow.



We stay right in the centre of town and love it, we can walk anywhere and gave up the car and the expenses.



The streets are well-lit and busy at night and feel safe. It's now a great night out!



The drop-in collaborative work place is great to get some work done when I'm home visiting my dad.



I've got a wee jewellery studio and shop in the old YMCA. It's great to work with the other artists and the business support is fantastic.

# Patterns of Paisley Seniors [60+]



The new museum is great for a wee cup of tea and a wander round.



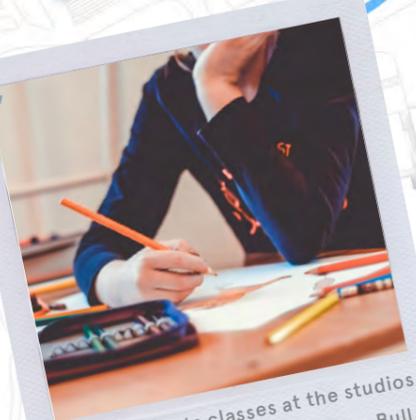
The new library is great for getting help with the internet and other techy stuff.



My son and his family stay in the County Square Hotel when they visit which is just round the corner.



It's great to be able to get to the doctors without getting a lift or a taxi!



We got the arts classes at the studios in the old YMCA and nip into the Bull for the 80's quiz after.



I love living on the High Street, I can watch the world go by and I can walk anywhere I need to go.



We love the cinema as it's so near and we get in half price with the grand kids.

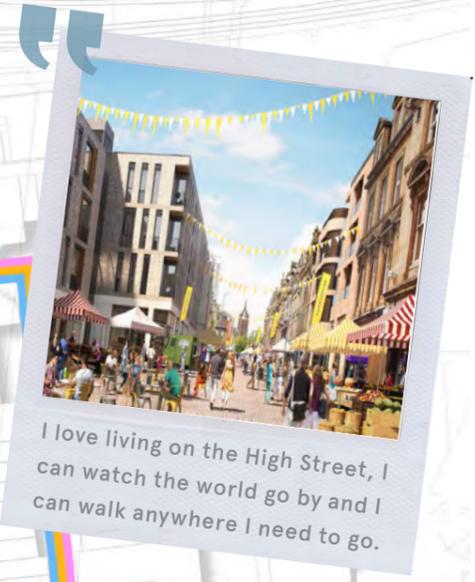
Patterns of Paisley

# Interactions not Transactions

When our town meets the needs of all sections of society, the patterns of usage intertwine and intersect where key activities happen. This is where community truly occurs.



I've got a wee jewellery studio & shop in the old YMCA. It's great to work with the other artist & the business support is fantastic.



I love living on the High Street, I can watch the world go by and I can walk anywhere I need to go.



The new play park at the museum is great on a sunny day.



Had a great night at a gig at the Coats. Can't believe we're getting such big name acts on our doorstep.



The food hall is great and really affordable. We can all get something different and hang about. Still waiting for Nando's though!



# Paisley Today



## Our Town

Renowned for creativity, innovation, industry, radical politics and social justice, Paisley with a population of 76,000, is the largest town and fifth largest urban area in Scotland after Glasgow, Edinburgh, Aberdeen and Dundee.

Paisley is home to two major education providers, the University of the West of Scotland and West College Scotland, and is also blessed with a proliferation of listed buildings and cultural institutions that make its town centre one of the most attractive in the country.

## Part of Scotland's Largest City Region

Glasgow City Region is Scotland's economic powerhouse – it accounts for 32% of Scotland's GVA, 33% of jobs and 29% of businesses. Almost three million people live within a 60-minute commute. Paisley is the largest urban settlement outwith Glasgow City within the region.



## Principle Settlement of Renfrewshire

Renfrewshire borders the south-west of Glasgow. The region also has boundaries with North Ayrshire, East Renfrewshire, Inverclyde and West Dunbartonshire. Although by area one of Scotland's smallest unitary authorities (excluding the cities), it is one of the country's most populous areas, being the fifth largest unitary authority and the ninth largest including the city authorities.

Paisley is the largest town in a region that includes Renfrew and Johnstone, smaller towns such as Erskine and Linwood, and

villages such as Bishopton, Bridge of Weir, Elderslie, Houston, Inchinnan, Kilbarchan, Langbank, and Lochwinnoch.

Almost 175,000 people live in the area, in nearly 81,000 households. There are more females (52%) in the area than males (48%). Over two-thirds of the Renfrewshire population are of working-age.

Paisley Today

# Innovative & Well Connected

## GAIA, Home to AMIDS Innovation District

The Glasgow Airport Investment Area (GAIA) is a signature project of the £1.13 billion Glasgow City Region City Deal.

GAIA is home to the £65 million (€72.8 million) National Manufacturing Institute for Scotland, the location of the Lightweight Manufacturing Centre opened in May 2018 to support the aerospace and automotive industries.

The Advanced Manufacturing Innovation District Scotland (AMIDS) will be an internationally recognised centre for innovation, research and manufacturing in Scotland's industrial heartland. It will be home to the new National Manufacturing Institute for Scotland, which will be the catalyst for the development of Scotland's advanced manufacturing sector, providing support for manufacturers and connecting all of Scotland's engineering universities and colleges.



## Glasgow Airport / AMIDS Connectivity

Fast and reliable public transport between Paisley and Glasgow Airport has been a long-held ambition. A further signature project of the Glasgow City Region City Deal is the delivery of the Glasgow Airport Access Project that will link Glasgow Central, Paisley town centre with the airport and potentially serve AMIDS as well.

Business case work is now focussed on rapid transit systems, examples of which can be seen at Stanstead and Heathrow airports.

# What Happened to Paisley High Street?



We created a town imbalanced towards retail and surrounded it with more accessible options. It became the poster boy for high street decline...



Paisley Today

# Competing Retail Offers

## Out of Town Convenience and Glasgow City Centre within Easy Reach

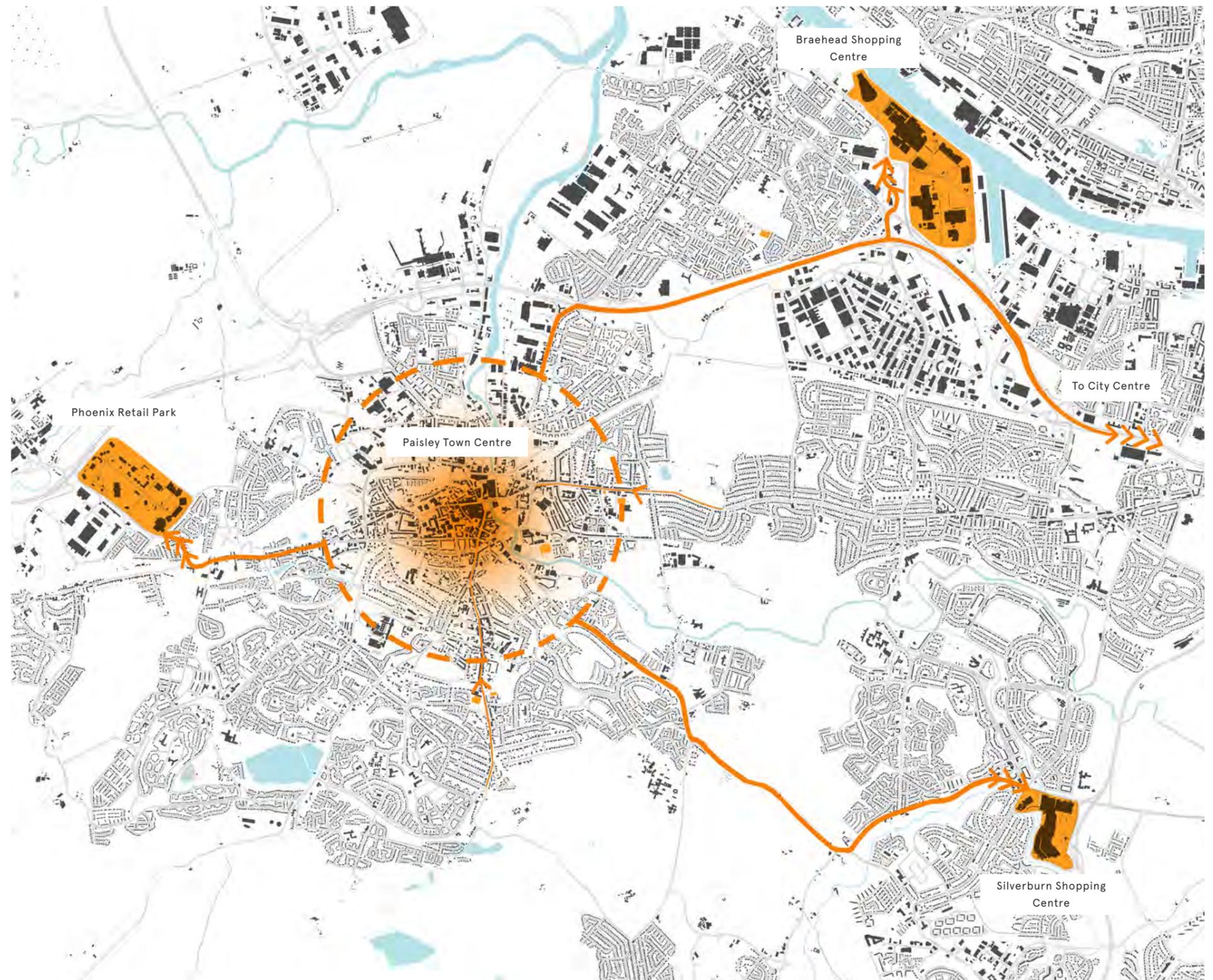
Paisley, like most towns, has an over reliance on retail at its core. Where Paisley has particularly suffered has been at the hands of a number of large scale out of town developments.

Both Braehead and Silverburn are within a 15 minute drive of the town and the recent expansion of Phoenix Retail Park in Linwood, together with new 'out of town' style developments within Paisley itself have also exacerbated the decline of a High Street that simply cannot compete with the offerings these locations provide.

Being only 10 minutes by train from Glasgow City Centre, one of the UK's best performing retail environments outside London also provides a great challenge to Paisley.

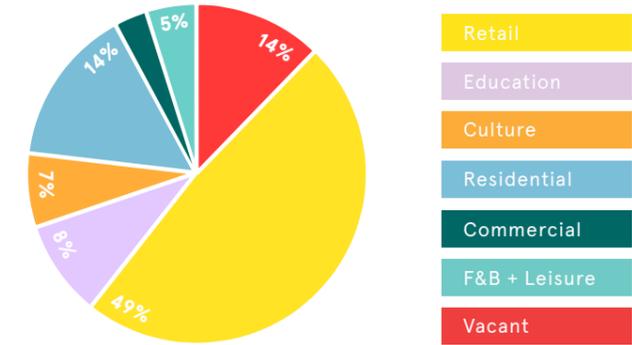
Finally, and perhaps most significantly, the rapid expansion of online shopping will continue to put pressure on High Streets, not unique to Paisley.

If we can divert even a percentage of this spend back to the town centre it would have a potentially transformative effect on its fortunes.



# Paisley Today

## Existing Uses

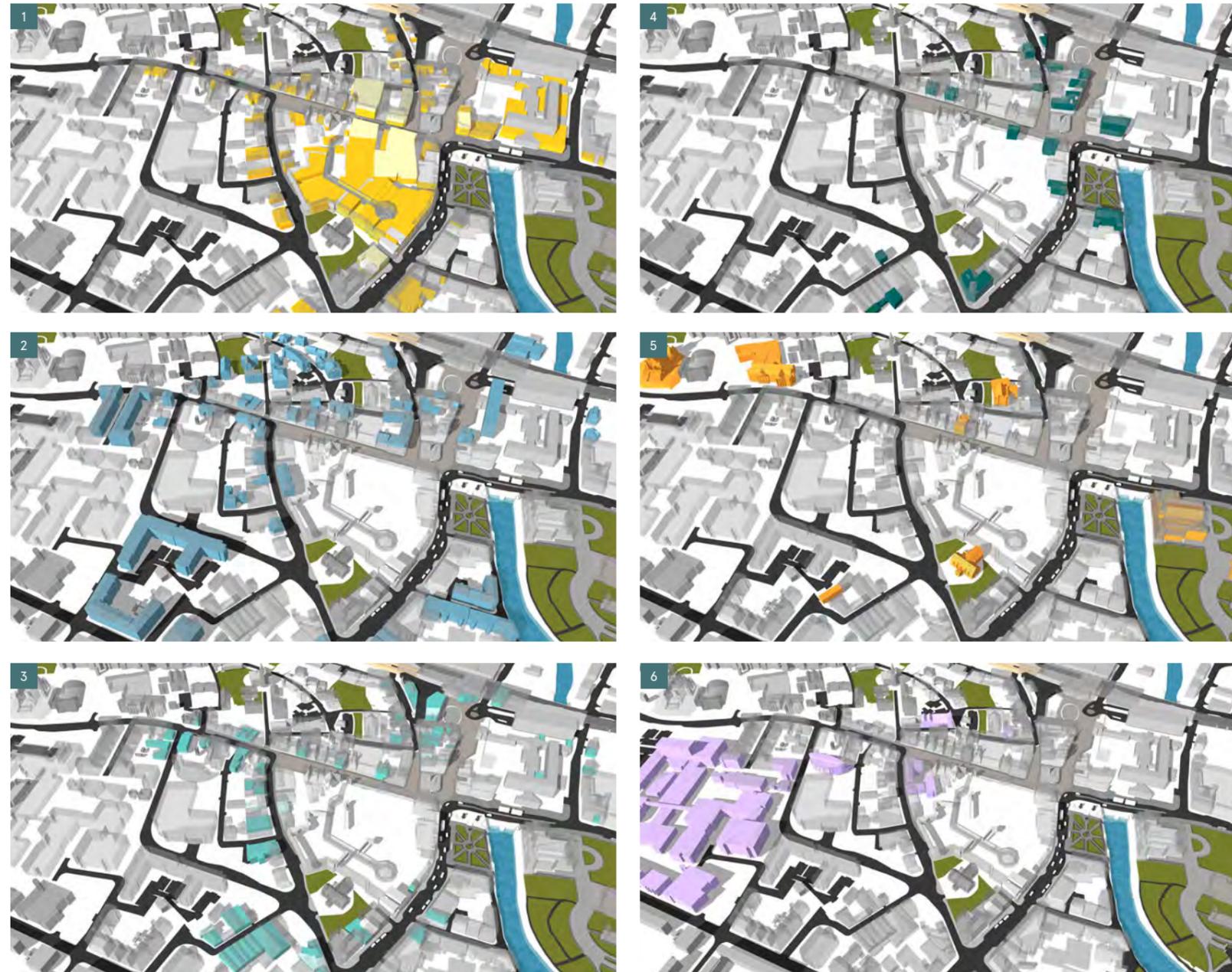


Paisley Town Centre Uses as Existing  
 (based on primary level floor areas)

### Significant Over Provision of Retail Space

A recent study of similar size Scottish towns shows an average of between 10% and 14% of retail space is unoccupied and, even before factoring in the floor space that is under occupied (short term rental, discounted rents, rates only) it is clear that Paisley is over-provided with retail. This is an endemic issue across the UK and beyond reflecting changed shopping patterns and the requirement for retail (particularly large format retail) is likely to keep reducing.

Whereas the figures above relate to primarily ground floor usage, modelling the 3 dimensional occupation of the town centre gives a better understanding of mix of uses and a clearer understanding of the opportunities.



- 1 Retail
- 2 Residential
- 3 F&B / Leisure
- 4 Commercial
- 5 Culture / Community
- 6 Education



Vacant Spaces

## Combined Town Centre Uses

The combined 3D model demonstrates that there is already a level of mixed use in the town centre but the dominance of retail and vacant retail is evident and a healthy town centre will offer a greater level of diversity. A key outcome of this study is to rebalance the high street through the re-purposing and reduction of existing retail space.

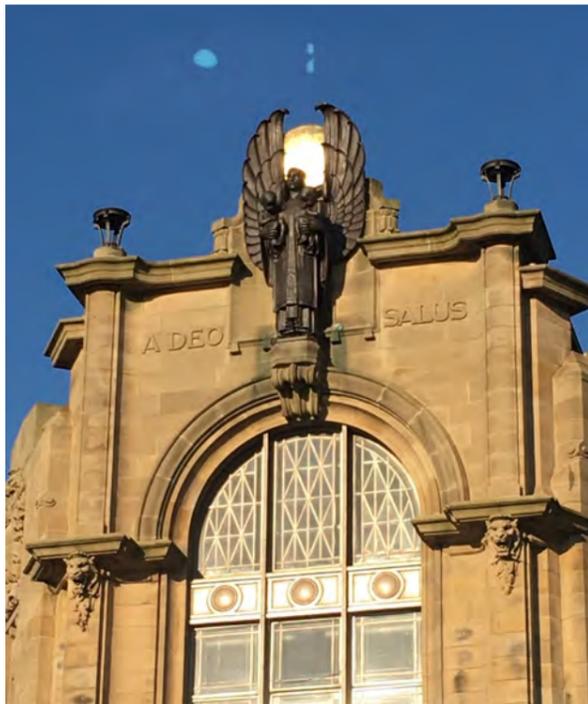
Paisley Today

# Built Heritage

Paisley has the largest concentration of listed buildings per capita in Scotland outside Edinburgh

Paisley has a rarely rivalled legacy of quality of built environment which we sometimes take for granted or perhaps we don't lift our eyes above empty shopfront level to see. This legacy is a reminder of a strong economic past and in no small part an outcome of benevolent mill owners dynasties competing to the

benefit of the townscape. The vision for Paisley will celebrate and showcase this legacy while firmly looking to the future. The quality of architecture and place that we have should be the yard stick for the quality of the built environment we introduce and help decide on what we need to remove.



Paisley Today

# Frontages

## The Backdrop to Town Centre Life

Paisley has a wide variation of frontages of both a positive and negative nature.

The High Street in particular contains a large number of high quality listed facades on its northern side, contrasted with the relatively negative modern frontages of the large retail units on the southern side.

Some buildings however may have poor quality shopfronts at street level but provide a positive contribution to the streetscape due to the quality of the overall facade.

This exercise has assisted in the identification of a number of potential development sites where the removal of negative frontages would be beneficial to the town centre streetscape.



Paisley has a wide variation of frontages of both a positive and negative nature.



Paisley Today

# Urban Grain

## Mapping the Development of the Town Centre

Historically, the High Street has always been a relatively narrow thoroughfare. The first efforts to create a wider space can be seen on the adjacent 1910 map, where the YMCA building has been constructed on the southern side of the street, set back from the building line.

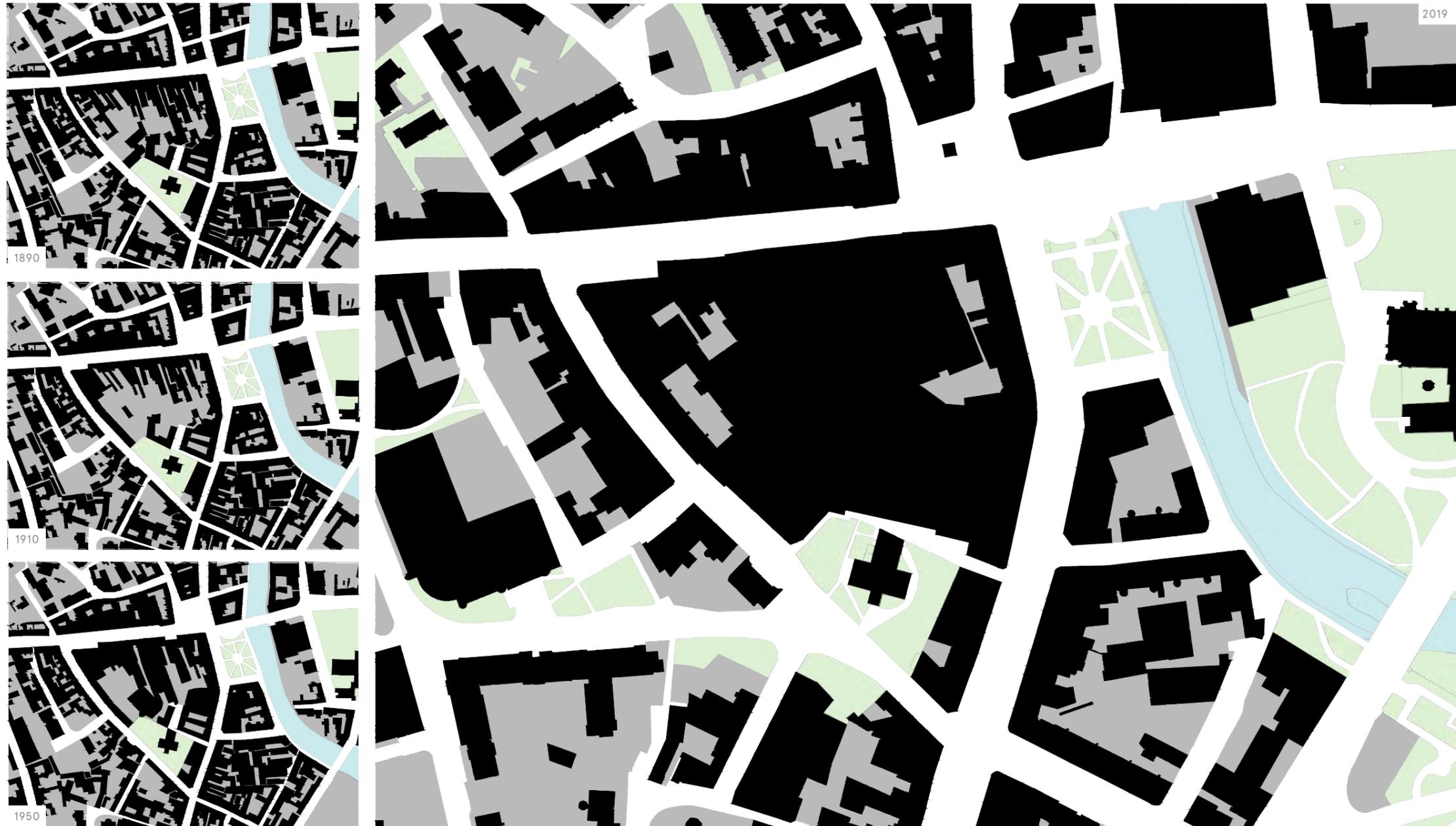
By 1950, only the adjacent building and the La Scala Cinema create additional width. The M&S store, constructed in the 1960's was built containing a 9m deep sacrificial zone to allow further widening but this was not continued with later developments.

The urban blocks to both the north and south of the High Street have always been relatively impermeable with no discernible pedestrian routes through.

The southern block once contained 'Cumberland Place' to the rear of the congregational church building but this was lost, as was the vast majority of external space upon the development of the Paisley Centre in the late 80's - early 90's as can be seen in the 2019 map.

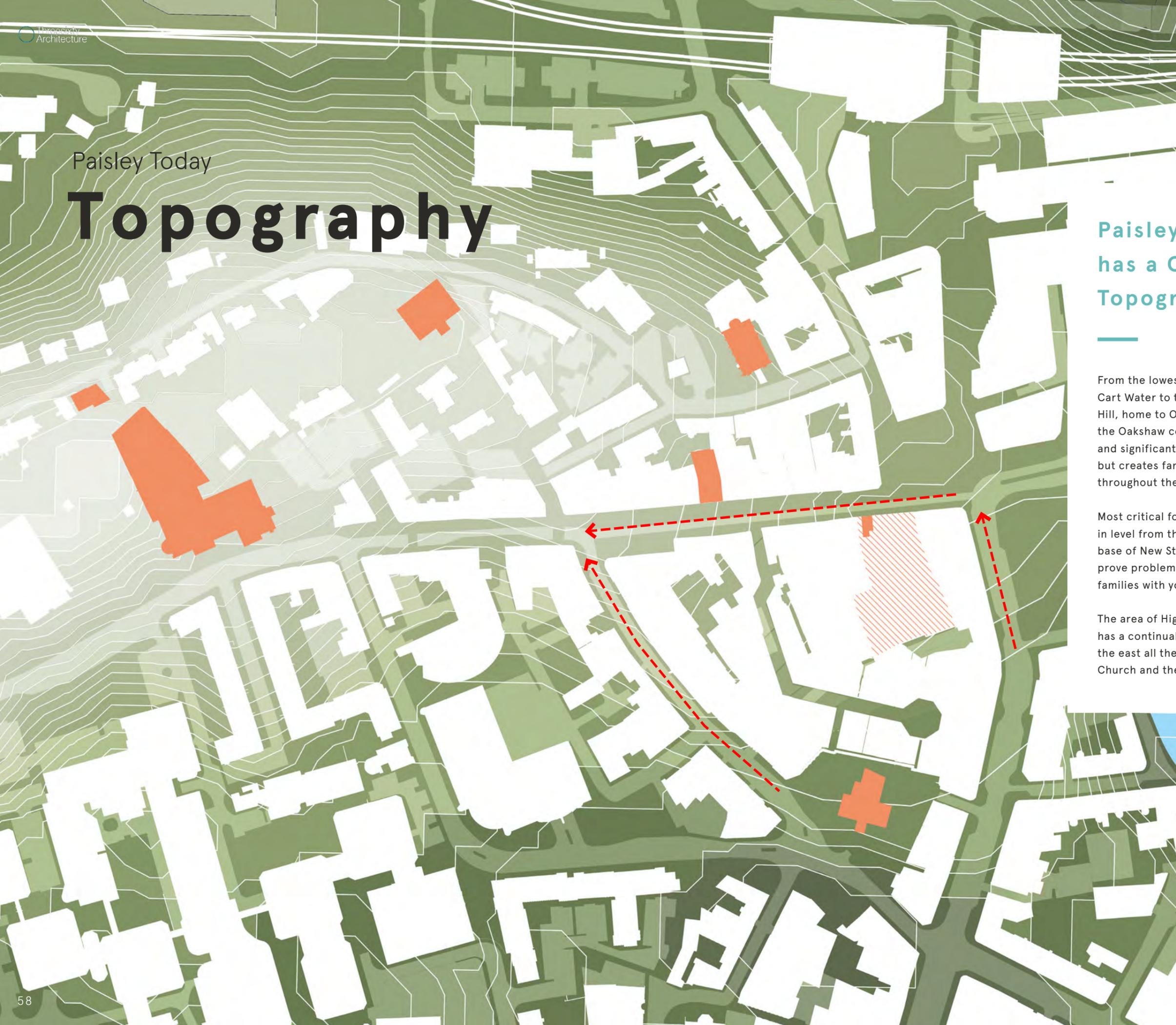


The urban blocks to both the north and south of the High Street have always been relatively impermeable with no discernible pedestrian routes through.



Paisley Today

# Topography



## Paisley Town Centre has a Challenging Topography

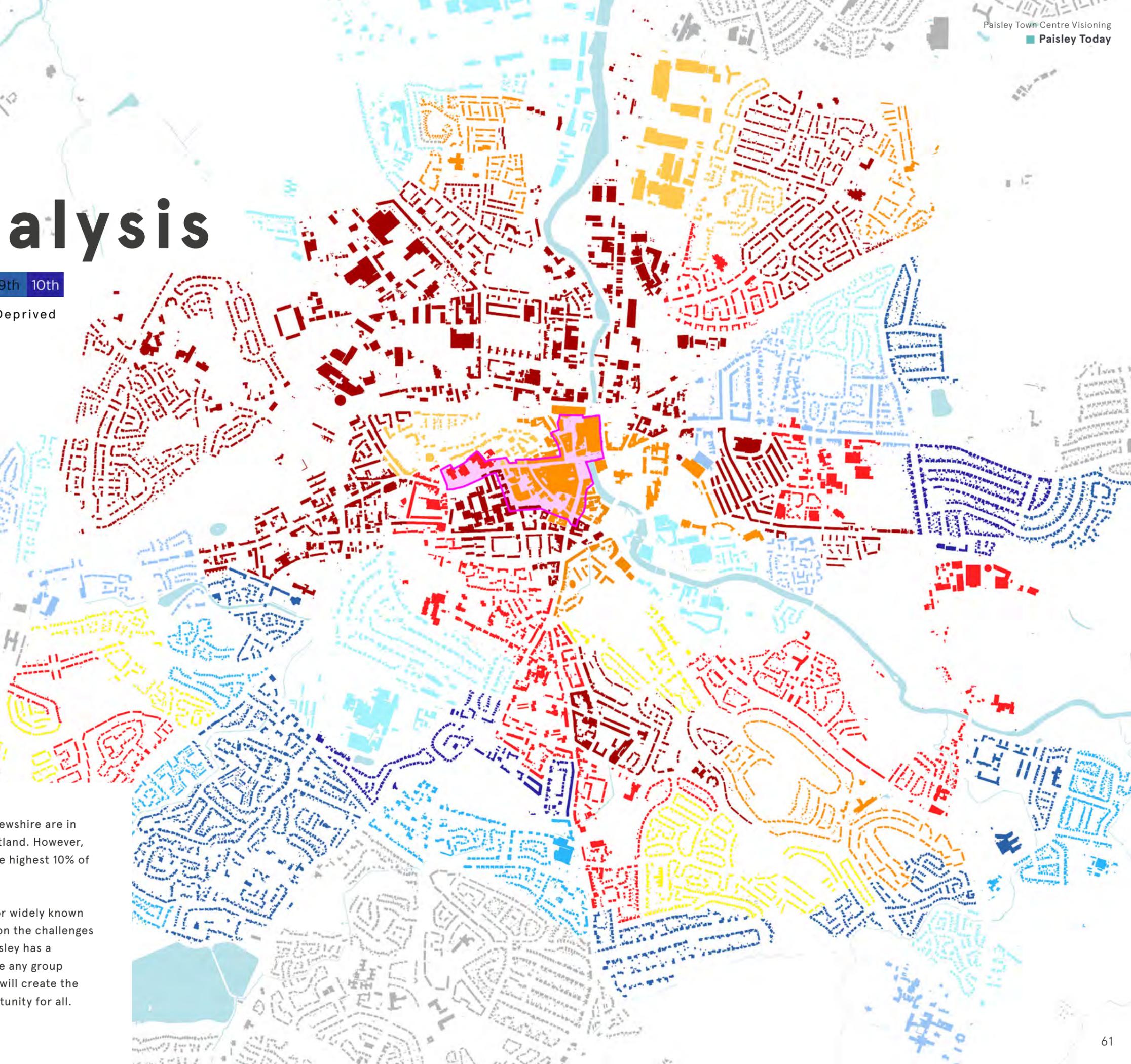
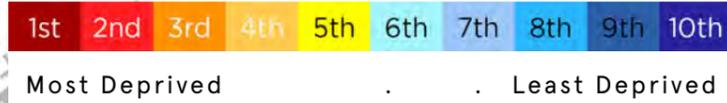
From the lowest point on the banks of the White Cart Water to the highest point at the top of Church Hill, home to Oakshaw Trinity Church at the heart of the Oakshaw conservation area, there is a dramatic and significant change in level that has its challenges but creates fantastic layered views and vistas throughout the town centre.

Most critical for this study, there is a 9 metre change in level from the middle of the High Street to the base of New Street / Causeyside Street that could prove problematic to those with mobility issues or families with young children.

The area of High Street itself within the study area has a continual gradual climb from the Cenotaph to the east all the way to The Thomas Coats Memorial Church and the UWS campus to the west.

Paisley Today

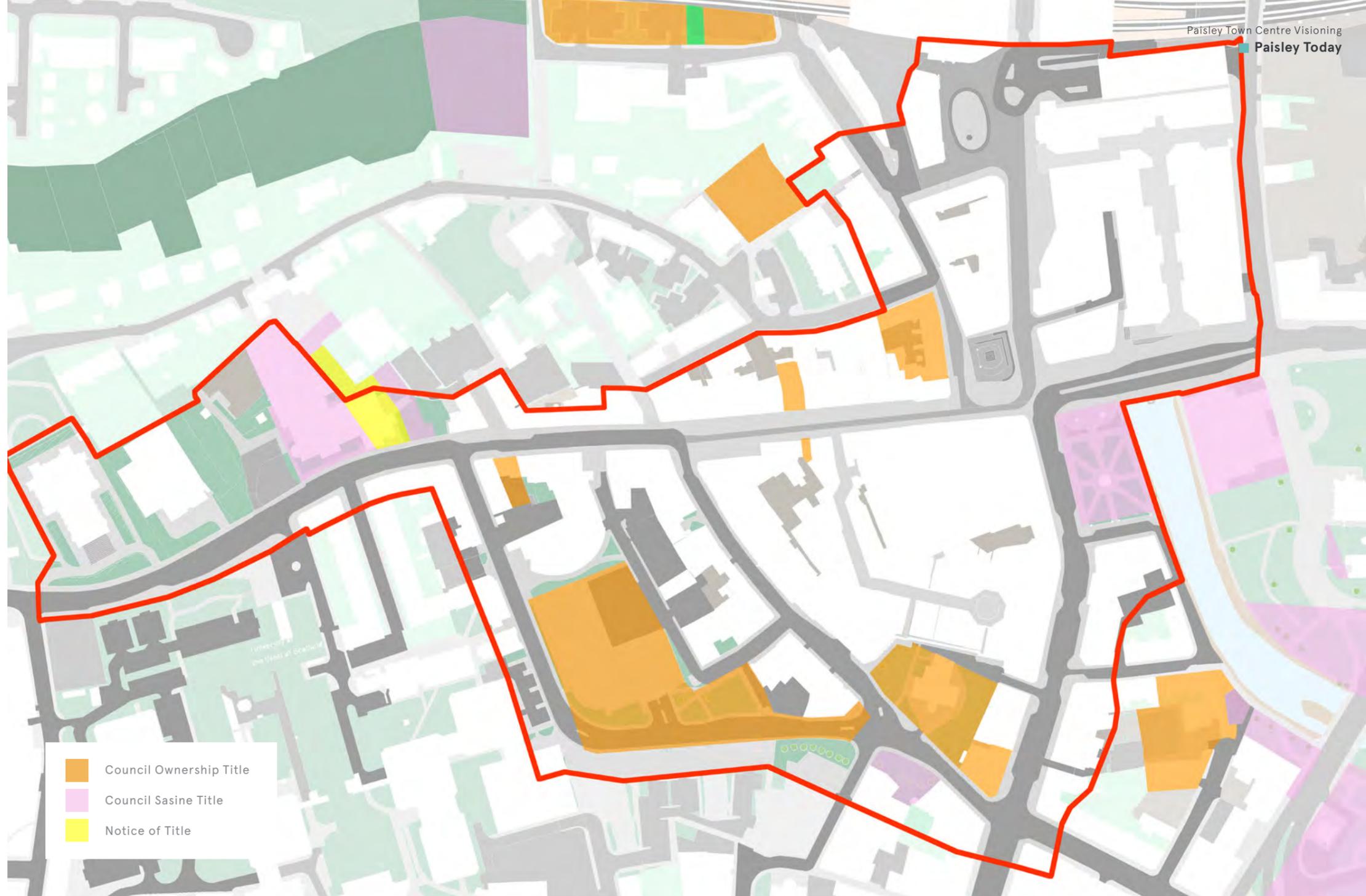
# SIMD Analysis



It has been well publicised that 12 areas in Renfrewshire are in the lowest 5% of the most deprived areas in Scotland. However, less well known is the fact that 13 areas are in the highest 10% of the least deprived areas in Scotland.

The balance of prosperity is not always evident or widely known with a characteristic and understandable focus on the challenges of deprivation. However, unlike bigger cities, Paisley has a compactness that does not physically marginalise any group from the town centre and the engagement of all will create the economic circumstances for vibrancy and opportunity for all.

Ownerships within the study area are predominantly private and fragmented



Paisley Today  
**Council Ownership**

**Council Ownership Within the Study Area is Limited**

The lack of widespread council ownership within the study area could prove challenging when looking to deliver truly transformative change to the High Street.

It should not however be considered a barrier to the ambition that we have to re-imagine our town.

Paisley Today

# Cultural Investment

## A Greatly Improved Cultural Offer

A number of significant cultural and community projects have recently been or are being delivered by Renfrewshire Council within the town centre;

- Paisley Town Hall Refurbishment
- Paisley Museum Project
- Paisley Arts Centre Refurbishment
- New Central Library & Learning Hub
- Paisley Museum Store: The Secret Collection

“ ..once in a generation £100 million investment in the town centre - transforming Paisley Museum and Town Hall, key outdoor spaces and more...life changing cultural experiences on our doorstep and our heritage preserved..”



- 1 Paisley Town Hall
- 2 Paisley Museum
- 3 Paisley Arts Centre
- 4 Paisley Library



Paisley Today

# Recent Residential

Recent years have seen the completion of several successful residential developments within Paisley town centre. Additionally, there are a number of new projects either in the pipeline or nearing completion, proving that there is demand for town centre living and the convenience it brings. This is multi-generational, popular with both young professionals, families and downsizers alike.



Paisley Today

# Future Leisure

## Paisley Community Trust: Town Centre Cinema

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Paisley Community Trust have spearheaded the drive to bring a cinema back in to the town centre.

They have embarked upon a study in conjunction with Renfrewshire Council to identify the most appropriate location within the town centre.



## Thomas Coats Memorial Church

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Led by the Coats Memorial Preservation Trust, this icon of the Paisley skyline will be transformed into a multi-purpose arts venue. Fundraising is underway with an aim to be operational by April 2020.



# Why is the High Street important?

## A Place of Shared Stories

The town centre is the place of our shared history and stories. It was there long before the retail parks and out of town malls and will no doubt be there long after they are gone, dissolved by technology. It is the physical manifestation we remember when thinking of home and it is where we hold ceremony and celebration. It is where we gathered to celebrate St Mirren win the cup for the 3rd time in 1987 and it is where we paraded the statue of St Mirin. It is where we memorialise our good and our great and those who gave everything and it is open to everyone. For generations the town centre has been the shared landscape of memory and youth and as such, a dementia friendly, positive environment for an aging population. We need to reconnect to the town centre as a whole community to nurture our sense of belonging to place and enrich our lives by doing so.

Scotland's Towns Partnership and the Scottish Government are key partners in this study and recognise the importance of town centres in the Town Centre First policy and this is further reinforced in the "Place Principle". They are leading the way in the championing and regenerating our town centres and are seen as being at the forefront of this aspect throughout Europe.



We need to reconnect to the town centre as a whole community to nurture our sense of belonging to place and enrich our lives.





# Project Brief



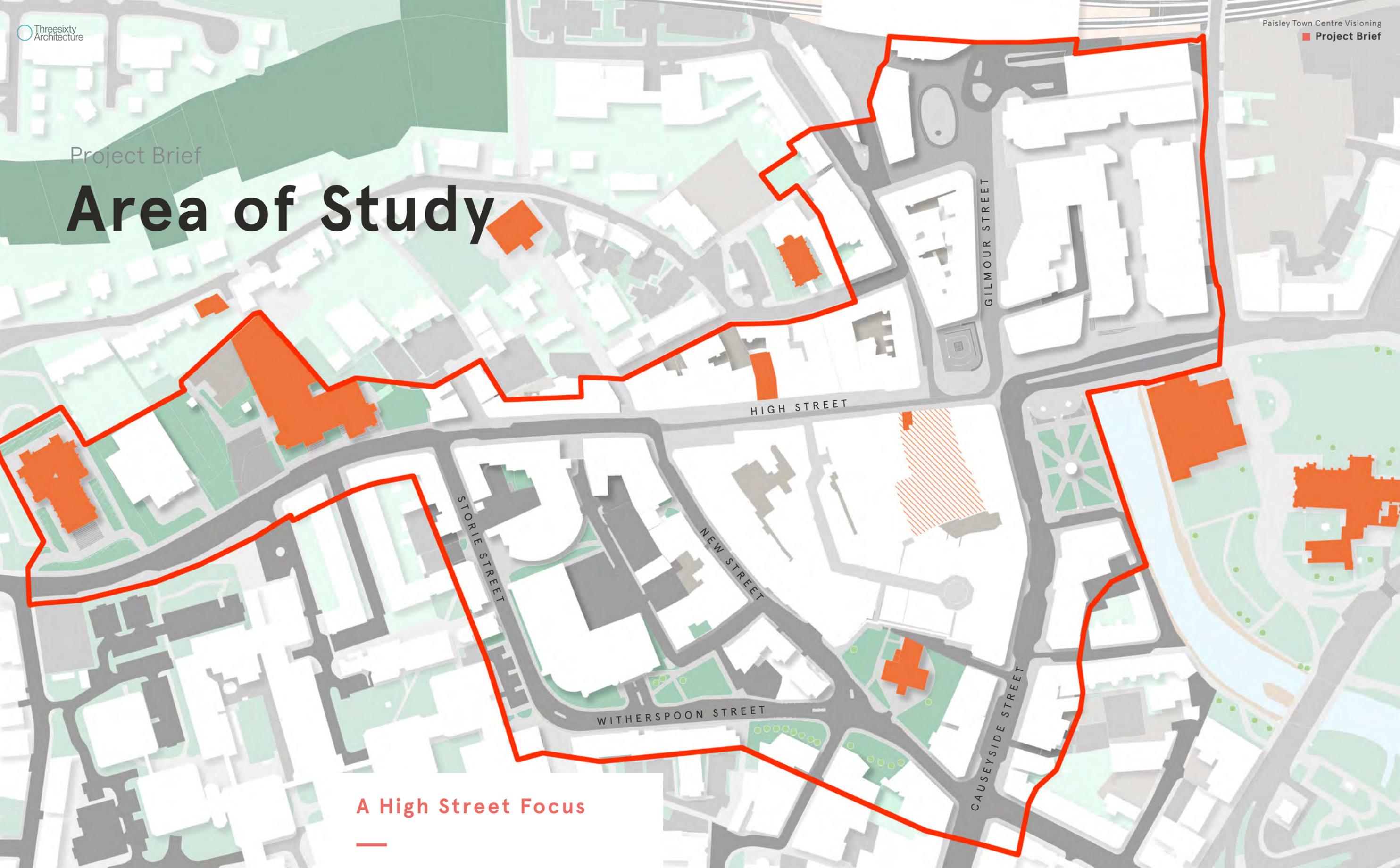
## Key Principles

The core brief of this visioning study is to demonstrate physical and spatial moves that show the approach, ambition and attitude that will deliver a re-energised High St and re-position Paisley as a town known for reinvention and inclusion.

The key principles that are developed in this response tackle the over reliance on retail by repurposing retail space and repopulate the centre to rebalance the uses within the town centre. This is a Scottish Government pilot study where the lessons learned will allow Paisley to lead the way in the renaissance of Scottish town centres.

Project Brief

# Area of Study



## A High Street Focus

The identified study area centres on the High Street and other directly connected streets that make up the heart of the town centre.

## Project Brief

# Brief Development

It was clear that the success of this project was dependent on creating a common vision with broad appeal and support from all significant stakeholders and the wider community.

The initially issued client brief was developed to review the mass of information detailing context, constraints and opportunities and identify project outcomes. Key references were the specific ambitions of the Town Centre Action Plan and the Paisley 2021 bid document both of which had benefitted from an unrivalled depth of community consultation. Beyond this reference was made to government guidance (Town Centre First and The Place Principle) and input from Scotland's Towns Partnerships. A wider study of industry best practice was fed in with the assistance of Revo (the property and place making community).

The draft strategic outcomes formed the basis of the wider stakeholder workshops and individual consultations. Following this, the final project brief was published.



## Paisley Town Centre Action Plan - Vision Goals

This document creates a vision for Paisley town centre. The vision goals are to create;

- High street vibrancy
- Improving the built fabric and urban realm
- Opportunities for town centre living
- Opportunities for business
- A centre for education and innovation
- A connected and accessible place

## Key Narrative Threads from Paisley 2021 Bid

The Paisley 2021 UK City of Culture Bid called for Paisley to be repositioned as a place for cultural entrepreneurship and cultural tourism, to be reconnected to its people and to transform its reputation and image. It proposed 5 key step changes to achieve these goals;

- Grow a significant new dimension to Paisley's economy
- Radically change Paisley's image and reputation in Scotland and internationally
- Make Paisley synonymous with cultural excellence
- Lift Paisley's communities out of poverty
- Transform Paisley into a vibrant cultural town centre

Project Brief

# Stakeholder Engagement

## Stakeholder Event 8th February 2019

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The stakeholder event was attended by a wide cross section of those with an interest in the Town, including Secondary School Pupils from both Paisley Grammar & Castlehead Schools, members of Community groups, representatives of the business community, private developers and from the further education establishments UWS and WCS. It was explained that the event had been set up to help shape the brief for a visioning project for the High Street area in Paisley Town Centre and to understand where the key stakeholders can contribute to the process.

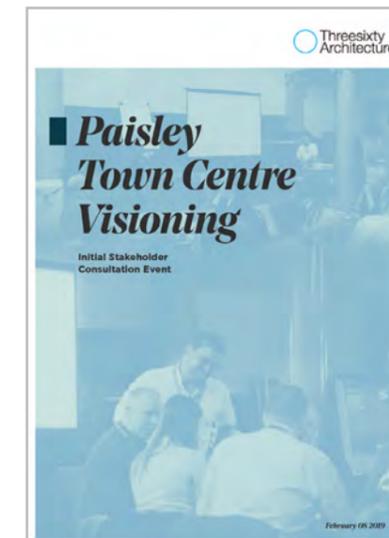
The purpose of the day was not to educate but to gather the ideas of those in attendance. It was hoped that everyone in attendance would approach the series of workshops with the best interests of Paisley at heart and that they would become ambassadors for the visioning project within their respective organisations and communities.

The invaluable and extensive consultation undertaken as part of the Paisley 2021 UK City of Culture bid was acknowledged and it was hoped that the groups in attendance who had been involved in this process would retain their enthusiasm for this new visioning exercise.



The purpose of  
the day was not  
to educate but  
to gather the  
ideas of  
those in  
attendance

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Four workshops were run over the course of the day with the following titles;

Workshop 1  
**SWOT Analysis**  
 (Strengths, Weaknesses, Opportunities, Threats)

Workshop 2  
**What is Paisley's Future Story?**

Workshop 3  
**What do I Need from my Town Centre?**  
 What would make me live in the High Street area?  
 For this workshop, attendees were split into 5 demographic groups, to obtain responses from specific perspectives.

Workshop 4  
**How can my Organisation Invest More in Paisley Town Centre and why Should we?**  
 In order to take full advantage of the disciplines represented by key stakeholders present, this exercise looked to create three groups, each focussed on a particular interest; Education, Commercial and Residential, with community-based attendees then distributed amongst them.

## Published Stakeholder Event Report Document

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The outcomes of the workshop sessions were summarised and published in a report document that in turn informed the development of the detailed project brief for the visioning study.

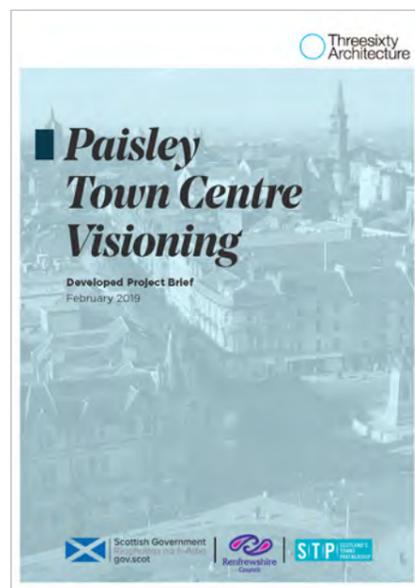
## Project Brief

# Paisley: Project Brief

The developed project brief is summarised in the following main moves and required the vision show the bold physical and spatial interventions that enshrine the principles to be applied to re-energise the High Street area.

It was recognised that in order to achieve a step change in how we perceive, value and prioritise our High Street, the proposals within this vision could not get bogged down in the complexities and minutiae of ownership and legal burdens.

Some proposed moves may not be easily / readily achievable due to ownership but they will be shown to be relevant (economically, socially and culturally). It was understood that the identification of the moves and "building blocks" would be the true value of this ten year vision project.



# Opportunities for physical and spatial change to demonstrate:

- What a re-invented and re-energised High Street will look and feel like
- Unique stories and narrative that will positively position the High St
- Viable commercial potential, attractive to investors
- Opportunities for town centre living
- How the High St area can further support events
- How to accommodate work place and collaborative working
- How the quality of the townscape can be capitalised on
- How to improve the accessibility and legibility around the High St area

Solutions that put the needs of the community first based on value not cost

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Project Brief

# Expert Panel Review



## 29 April 2019

A select panel of property industry professionals was assembled to discuss the emerging work on the development of a vision for the future Paisley town centre. Attendees were invited who had experience in delivering regeneration in urban centres – and who also know Paisley and its qualities as well as its issues. A full minute of this workshop/review is included in the appendices.

Following an in-depth presentation on brief and progress the agenda was structured around the following questions:

- How do we best present the proposals working around sensitivities to deliver physical change?
- What is Paisley's Narrative – what is the story / narrative that we test all proposed and future moves against?
- How do we give this vision relevance and how do we move the vision forward after this first phase?

## Summary of Comments & Feedback

### Key Moves: Prioritise What Really Matters

Establish and prioritise the key moves and core elements of the vision. These need to hold up long term and crucially, need to be bought into by the wider public.

### Look 'Longer Term'

Whilst the exercise as commissioned is a 10-year vision, a longer-term approach provides opportunity for elements to evolve and change.

### Repopulation of the Town Centre is Vital

Bringing people back to live in the town centre is a key element of the vision and the opportunity offered by the low value of the Paisley Centre should be taken.

### Evolving Workplaces

The introduction of commercial spaces was viewed very positively, particularly the creation of co-work space and "maker spaces" and fits well with Paisley's strong tradition for manufacturing, creativity and innovation.

### Ensure Stakeholder / Investor Buy-in

Continue to engage with key parties – UWS, WCS, Abellio Scotrail, M&S, Housebuilders etc. Use outcome Vision proposals to show what can be delivered for them and why they should engage/invest.

### Change Behaviours

The success and deliverability of the vision will be dependent on changed behaviours and habits. This may prove to be difficult but must be tackled head-on.

### Evocatively Describe the Delivery of the Vision in 2030

Show that Paisley in 2030 has a town centre that demonstrates a modified built environment that marries its heritage with considered, high quality contemporary architecture.

### The Narrative is More Than a Simple Strap-line

Any narrative must contain multiple messages, resonating differently with different groups. A simple strap-line should be the last thing considered. It was agreed that branding, strap-lines etc. were not to be developed as part of this exercise, though it is important to establish narrative and purpose.

### Make The Vision Key Consideration for Funding Decisions

A benchmark against which to judge any proposed public sector investment.

### Create an Action Plan

Allows easy wins to be delivered in the short term while establishing pathways to deliver more ambitious and challenging elements. Establish a series of steps that progress the vision and avoid stagnation. Testing of interventions is crucial.

### Find the Best Delivery Model

Consider the appropriate model for delivery of the vision – URC, Trust, Council. The delivery of the vision must not be allowed to become a party-political approach and needs strong leadership with the support of the community. If the project is multi-agency and is to draw on multiple funding streams, is there a case for a dedicated vehicle?



# Vision Strategy



## Key Principles

The ongoing decline in the requirement for physical retail space and its reducing dominance of the High St presents an opportunity to recreate a town centre to an agenda that puts the needs of the wider community first. In turn, re-energising our town centre will also make a consolidated retail offer more successful.

Vision Strategy

# Rebalancing, Repopulating, Repositioning

## A Re-energised High Street

Like most historical town centres, the change in shopping patterns has led to a surplus of retail floorspace and, in particular, large floorplate users are becoming increasingly thin on the ground.

Our town centres must adapt to this new environment and the solution lies in reducing and concentrating retail space rather than propping up an old retail led approach. This consolidation of retail will allow us to rebalance our town with the reintroduction of the uses squeezed out by previous retail dominance. These uses will then be in the centre – the most universally accessible location for our community and the highest quality and most meaningful backdrop. Long ago the logistics of retailing stock systems made the upper floor storage areas fallow and there is now the opportunity to populate this “airspace” and some of the repurposed retail with town centre living and work-place to further energise the town. Retail goes where people go – there will always be a place for it in the High Street but it will be increasingly independent and compact and experiential and it will add to the unique experience of our town centre to evolve it from the 80’s/90’s “Clone Town” it once was.

“Retail goes where people go.”



## Then: In Town Centres

- All Retail
- Banking
- Civic
- Offices
- Healthcare
- Education
- Sports
- Residential



## Now: After 60 Years Erosion

### Mainly in Town Centres

- 20% Non-Food Retail / 20% Food Retail, Civic

### Mainly not in Town Centre

- 63% Non-Food Retail / 74% Food Retail
- Cinema
- Education
- Healthcare
- Residential
- Offices

### Increasingly on Internet

- 17% Non-Food Retail / 6% Food Retail
- Banking
- Education
- Cinema (Streaming)



## Next: What we need Back

- Cinema
- Education
- Healthcare
- Residential
- Offices
- Maker Spaces



## Vision Strategy

# Rebalancing

### Reduce Retail Dominance:

Replace with a spectrum of other activities that reduces empty and under-let units and better serves the existing community that use the High Street.

### Position Attractors:

Bring the massive and increasingly suburban population back to their High Street through introduction of Cinema, Food Hall etc.

### Consolidate Retail & Leisure Space:

Relocate to street edges not buried in the block.

## Vision Strategy

# Repopulating

### Create a New Residential Quarter

Introduce significant levels of urban living to the town centre through mixed use blocks and a variety of tenures (private for sale, affordable, social housing, elderly - supported / sheltered, student).

Introduce residential to upper levels over retail space within existing buildings.

### Introduce New Workplaces:

Collaborative work space, student touch down space, maker spaces - artisan / artist studios and complementary exhibition space.

Vision Strategy

# Repositioning

## A New Narrative and Celebration of our Town

Paisley is open. Paisley is fair and inclusive. Paisley is vibrant and safe. We need to reposition Paisley in people's psyche and project the right narrative that supports our ambition. If Paisley doesn't project its own positive narrative it will be projected onto it by others – a confused perception at best and often negative.



### Provide Places to Gather:

Places to hold events that attract from outside the town. Create external 'rooms' that support the much lauded series of events that Paisley hosts so successfully.

### Social Justice:

Integration & inclusion. Not exclusively for low car ownership groups but everyone.

### A Safe Place:

Passive surveillance & wardens – well lit & active at night.



### New Permeability:

Open up lanes & views that dramatically changes what you remember the town to be and provides greater connectivity.

### Promote Learning for All:

Strengthen connections with WCS, UWS & community groups – alleviate digital deprivation.

### Repair the Street(s):

Remove poor quality buildings that offer nothing to the urban environment and replace with contemporary architecture that matches the existing historic facades in quality and ambition.

### An Accessible Place

For the elderly and all aspects of disability.

## Vision Strategy

# A Repurposing Model

“in one bold move... rebalance the uses in a town centre”

The authors of this report, Threesixty Architecture have carried out studies into repurposing that looks at several Scottish towns, analyses the comparative proportion of uses and demonstrates the level of over-provision of retail. In particular, the study considers the area prescribed for Paisley and presents the balance in both unit numbers and floor areas.

From this a critique and approach has been developed that proposes how a struggling shopping centre can save a High street. In essence, the strategy is that an under-performing High street shopping centre is a land bank under one ownership that, in one bold move, can rebalance the uses within a town centre. Beyond the scale, the ownership aspect is the key benefit; the fragmented ownership of a traditional High street presents a far more challenging prospect in terms of strategically rebalancing a town. Furthermore, the over provision of retail in town centres often means that a large asset is under let and distressed and continuing to drop in value and increase in liability. Such assets are at their lowest value in their lifetime and this is the right time to make wholesale repurposing viable.

### The principles of Repurposing these large single use assets:

- Consolidated retail on the street edge not buried in the urban block
- Repopulation of the heart of the town centre
- Increased permeability with large blocks broken down into new streets and lanes
- The introduction of new uses that will attract a greater proportion of the community



## Case Study: Bargate Southampton, New Mixed-use Quarter

The Bargate Centre in Southampton, a failing mostly vacant shopping centre has been demolished and the site re-balanced as a mixed use quarter comprising 22 street facing retail / F&B units at ground level with 152 apartments and 13,000 sqm of student accommodation at the upper levels. It has transformed the area and reinvigorated the town centre.



Vision Strategy

# Town Centre Living

## Bringing People Back to the Heart of the Town Centre

A key element to rebalance our town centre will be the introduction of significant levels of urban living in mixed use blocks.

It is imperative that in order to match the people focused inclusive ambitions of the vision that a variety of tenures [private for sale, affordable, social housing, elderly - supported / sheltered, student] is encouraged to engender a sense of belonging within all user groups.



“ We all used to live in town centres, why can't we live there again? ”

- Phil Prentice, Scotland's Town Partnerships

## Student Residential

As student numbers increase there will be a need to provide quality residential accommodation that meets their needs and the town centre is the ideal location for this, particularly when the proximity of the UWS campus to the High Street is considered.

## Urban Retirement

Town centres are proving increasingly popular as locations for retirement living. They afford the convenience and accessibility of local amenities and are often a place of familiarity and memory. Recent residential developments at Abbey Close on Cotton Street have proven very popular with downsizers and those of retirement age.



Vision Strategy

# Introducing Attractors

## Catalysts for Positive Change

Many of the uses a town centre once had have been marginalised to out of town locations or “dissolved” by the internet. This vision report identifies what uses can be brought back into or introduced to the town centre.

Much can be learned from exemplar case studies and the reintroduction of uses including community services and civic uses such as primary health care, customer service centres, etc. but also including some bold commercial uses such as cinema and contemporary European style food hall. They are all important opportunities to drive visits into the town centre from the wider community and, as developed later in this report, they offer the opportunity to bring new life to old cherished buildings.

It is critical to consider the positioning of these attractors and how they can work together to achieve the critical mass to energise a High Street. Visibility/ presence, radial influence and approach routes should drive the location of these “Attractors” as they are a major catalyst for positive change and often a once in a generation opportunity to get right.



## Cinemas

Across Scotland, cinemas are being reintroduced into our city and town centres. At their best they are experimental and experiential and often community led. The new players like Everyman and Light Cinemas continue to expand harnessing the power of digital media to stream live concerts and theatre from afar and provide an experience that people still increasingly want. Beyond that avoiding travel costs to out of town and other towns makes it accessible to all not to mention the benefits of “wash through” spend in surrounding businesses and extended evening activity.



## Food Halls

Threesixty Architecture have published the only UK research and guidance on the design of the European food hall typology and, in particular, the commercially regenerative effect of the model. Food halls respond to a greater interest in food culture and offer affordable variety in an environment of texture and vibrancy. They have great potential for incubating small start-up businesses and, in Paisley, the opportunity to work with the College to give students hands on experience and employment.

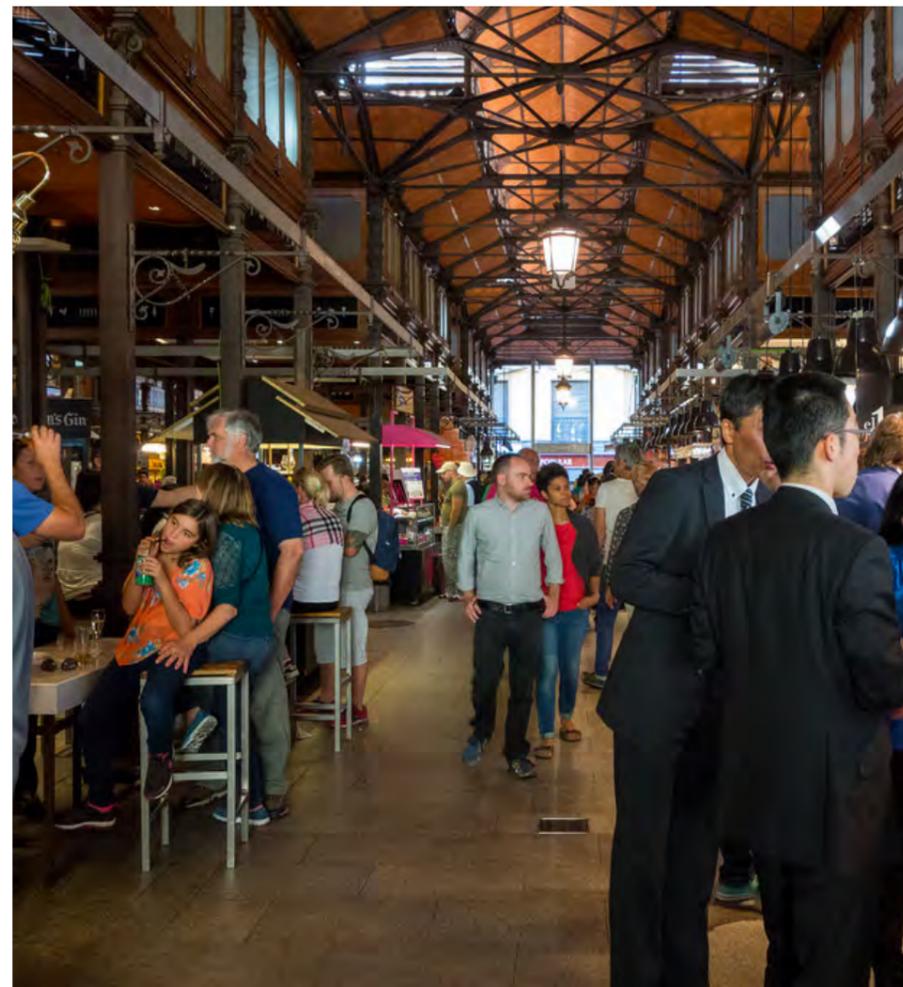


A food and drink narrative that reversed a town in decline and reduced vacancies by 73%



## Case Study: Altrincham, A Town Saved by Food

Altrincham was suffering a seemingly terminal decline due to changing shopping habits and its relative proximity to Manchester City Centre and the Trafford Centre. The traditional market was reinvented as a European style food hall in 2014, won market of the year in the Observer Food Monthly Awards in 2015 and has led to a significant upturn in the fortunes of this once failing town centre.



Vision Strategy

# Introducing Workspaces

Fantastic Opportunities for Repurposing & Repopulating



## Vibrancy & Flexibility Through New Working Models

Repopulation of our town centres cannot be achieved through the introduction of residential alone, as this could lead to areas devoid of life and activity during working hours.

The introduction of workspaces in tandem with residential creates vibrancy during the day and opportunities for flexible working and a healthy live / work balance.

### Co-Work Spaces

There is growing global demand for the 'WeWork' model of collaborative work-space which provides shared space with admin and technical support. Many models offer business support and help promote business growth. The model can be short term lets but is also increasingly 'pay as you go' and it offers small or one person companies work space, meeting space, reduced isolation and greater opportunity to collaborate. In other instances it can offer a productive middle ground between lengthy commutes and working from home.

### Artist / Maker Spaces

Spaces that provide a home for artists, artisans and creative people can be powerful drivers for regeneration. The nurturing of a community through shared facilities encourages collaboration and can provide outlets for art works and craftsmanship. A particularly successful example of this is WASPS. They provide artists, makers & creators inspiring spaces and places to work from. They operate and manage eighteen character filled buildings across the country, providing space for over 900 practitioners & businesses.



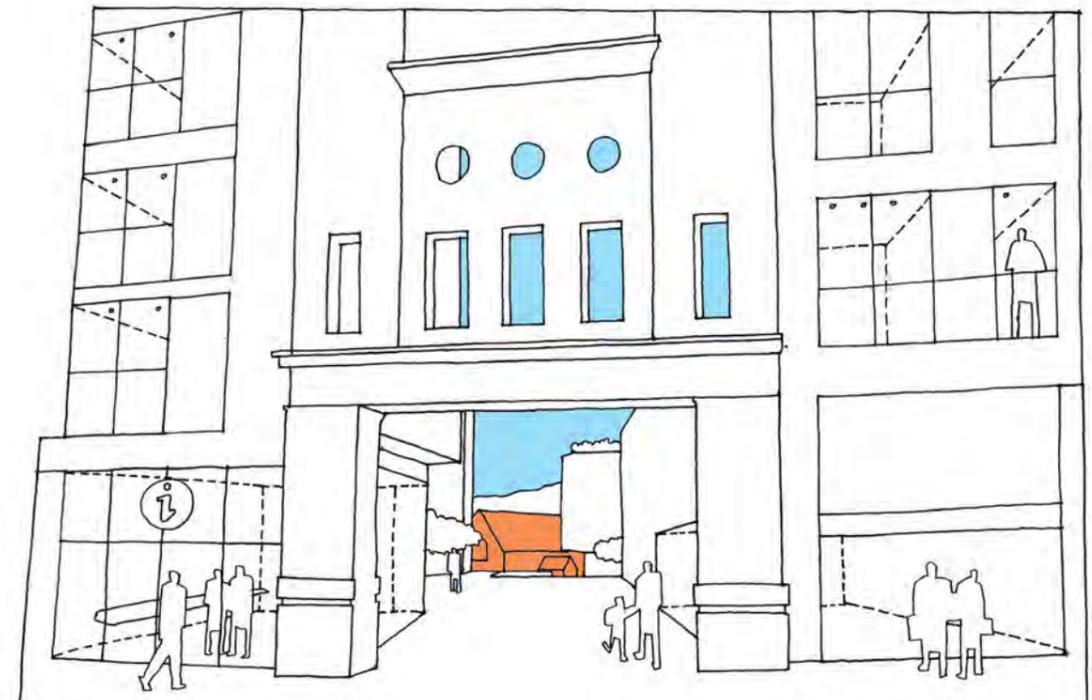
New view from High Street to the Wynd Centre

Vision Strategy

# Physical Repositioning

## New Views That Transform Perceptions

Investment in Physical and Spatial change can change a community's perception of their town centre. This can often achieve a literal change in perception where a new route is opened up to reveal a view or a valued building and create both development opportunity and greater permeability. A fundamental positive change to how we move through a physical environment that has been unchanged for generations is a powerful tool in re-energising the High Street.



New view from High Street to the Arts Centre

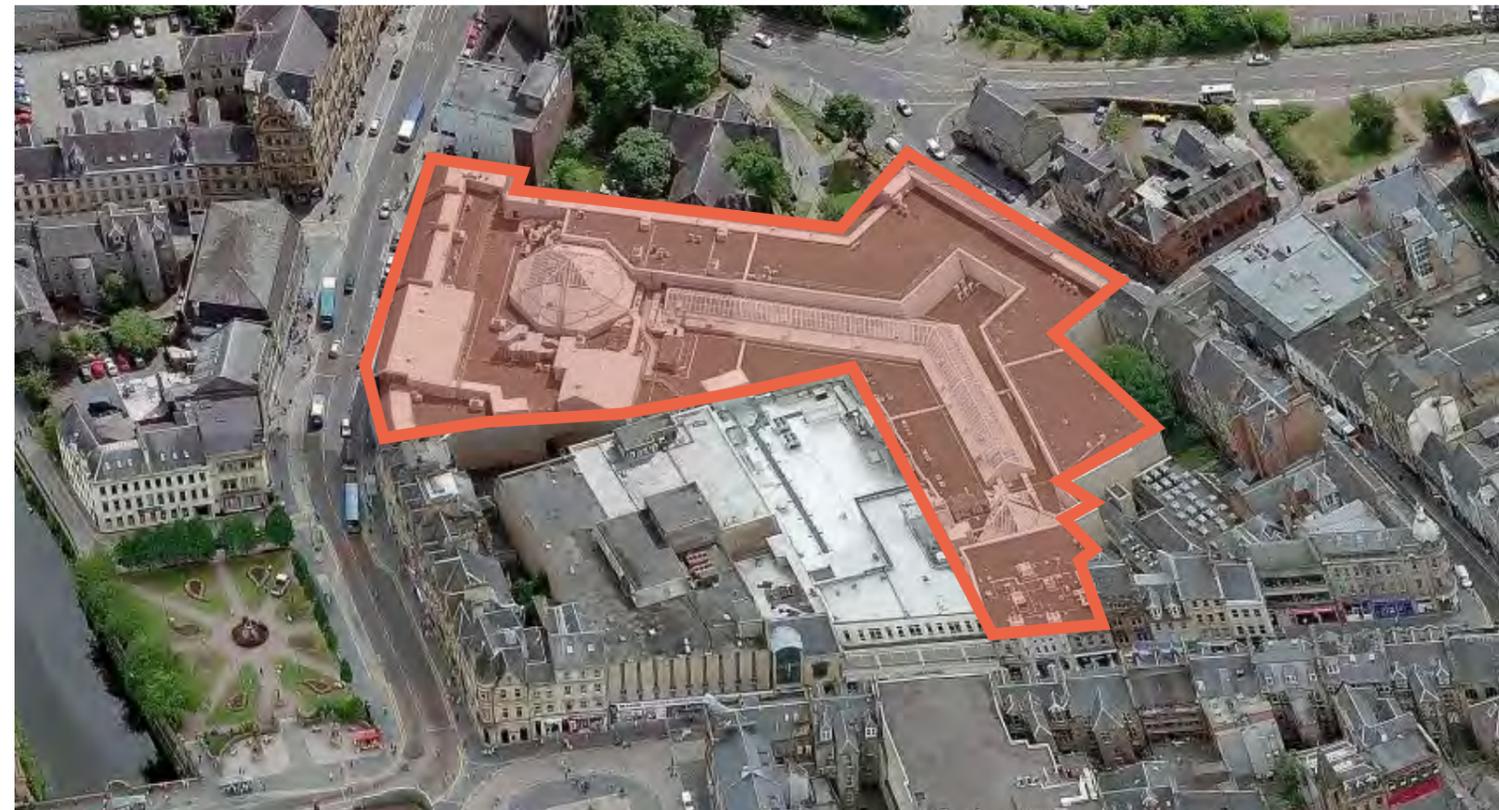
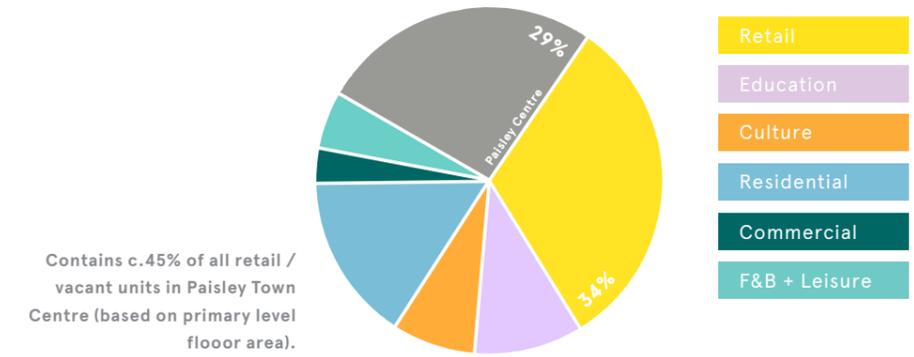
Strategy in Practice

# Paisley Centre Repurposing

Out of the 2 shopping centres in the town, The Paisley Centre is faring far less well. It is under-let and the situation is worsening. At c. 17,070sqm sales level area, the centre contains c. 45% of the town centre retail. Reversing the Piazza's covering up of the river is a long held ambition but this vision study does not propose that is achievable in the next 10 years as it is relatively well let with student accommodation, offices and parking over. Conversely, The Paisley Centre is losing value to the owning fund and they have positively engaged with a view to wholesale repurposing and have progressed costed feasibilities to create a residential led mixed use quarter on the centre footprint.

To follow are several proposals that demonstrate the potential of introducing residential into the heart of the town with consolidated retail that allows the retention of the remaining key retailers currently in the Centre. This is presented over several options and shows a new residential development around a North/South wynd creating permeability from the High street and reverentially addressing the Laigh Kirk [Arts Centre] as a centrepiece. The proposals also show the street facing ground floor space as consolidated retail alongside other active frontage uses. Key to the viability to all these proposals is the need to achieve adequate density with a mix of single and dual aspect units and development heights appropriate to the centre of Scotland's largest town.

“ This one move will be instrumental in fixing our High Street.



# 'Small' Option

In this option, the redevelopment is contained within the current footprint of the Paisley Centre, allowing for the retention of key retailers on the High Street.

The existing listed Paisley Centre facade is retained and re-purposed as the entrance gateway to this new residential quarter, leading to a new public route that travels down through the site to the Arts Centre on New Street.

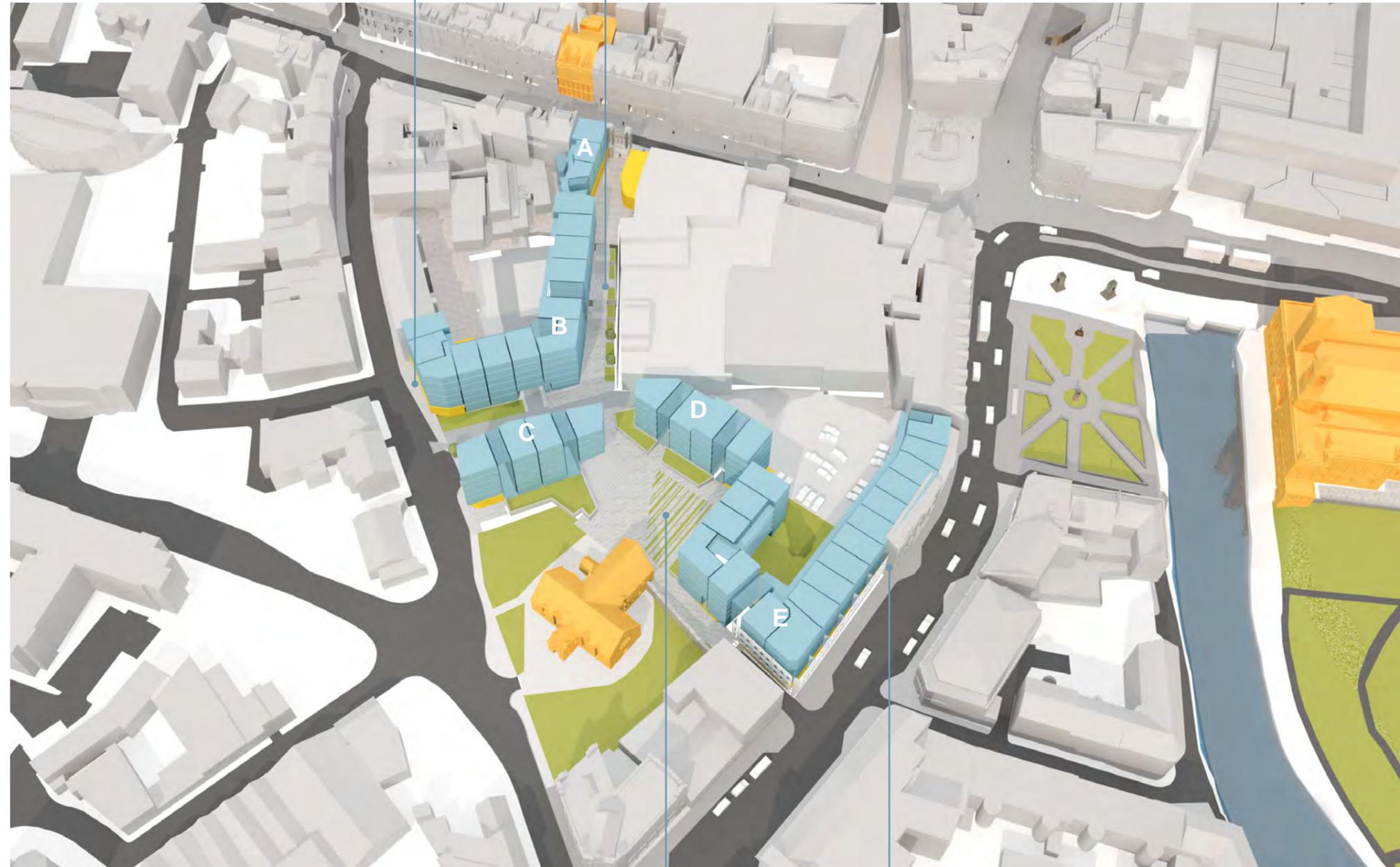
Retail / F&B units are retained as part of the masterplan at key corners to maintain street vibrancy but the proposals provide a reduction in Retail Space from 17,070 sqm to 3730 sqm (78% reduction).

New blocks seek to tie in with the existing urban grain and a new civic space is proposed to the rear of the Arts Centre, replicating the historic 'Cumberland Place' that was absorbed into the footprint of the shopping centre.



New block with retail at ground floor continues existing tenement line to New Street

New pedestrian lane driven through site linking High Street to Arts Centre



New public space reflects historic courtyard previously part of site layout

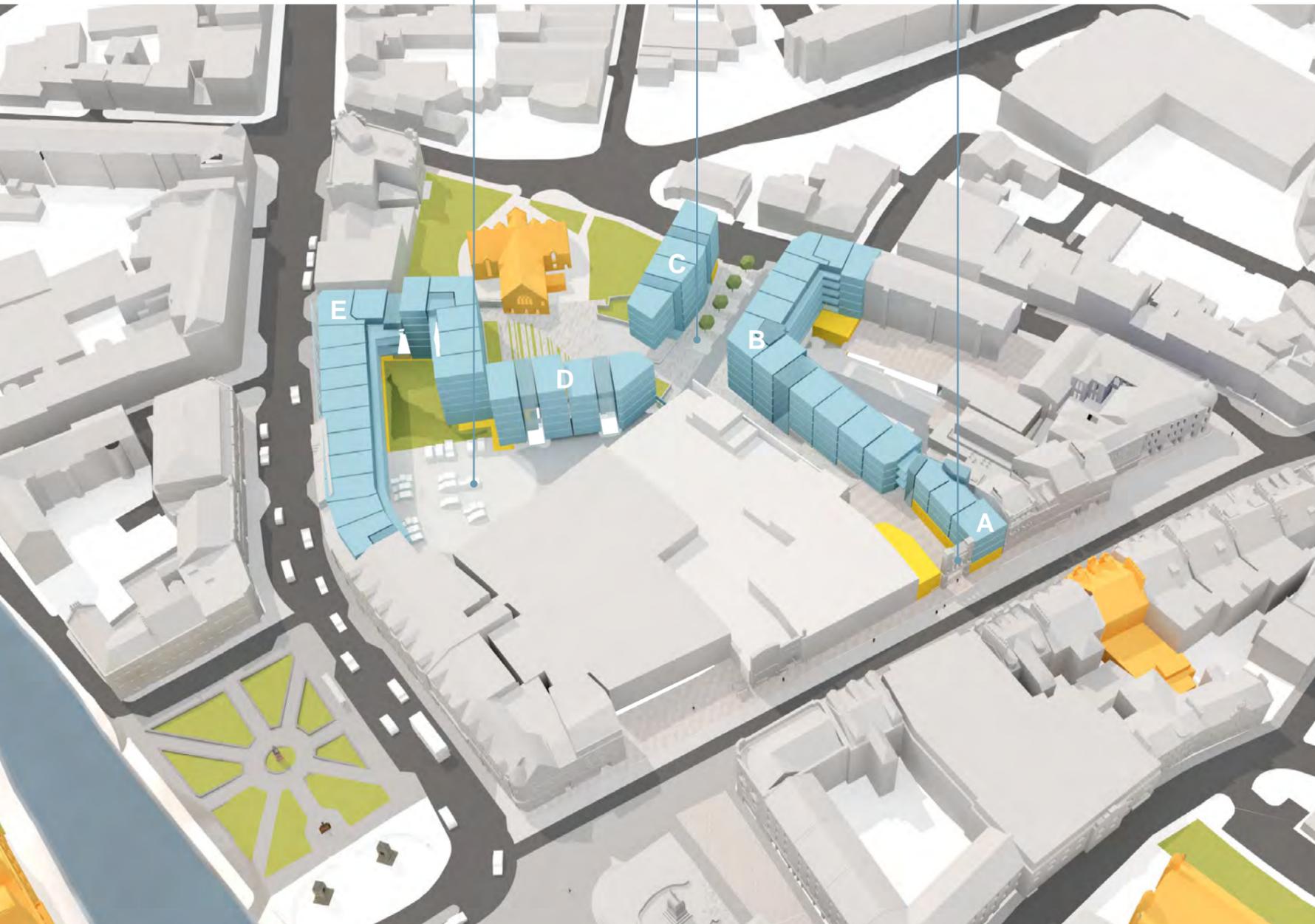
Facades retained to St. Mirren Street, retail preserved at ground floor with residential units above

“ The existing listed Paisley Centre facade is retained and re-purposed as the entrance gateway to this new residential quarter

Parking / service yard concealed behind new residential blocks to Causeyside Street

New street formed providing shared surface access to parking / service areas

Existing listed former cinema facade retained as 'gateway' to new pedestrian route from High Street



## Schedule of Accommodation

### Block A

Retail / Food & Beverage  
 Unit 1 200 sqm / 2150 sq.ft  
 Unit 2 245 sqm / 2635 sq.ft.

Apartments  
 1 Bed 7 no.  
 2 Bed 4 no.

### Block B

Retail / Food & Beverage  
 Unit 3 225 sqm / 2420 sq.ft

Apartments  
 2 Bed 61 no.

### Block C

Retail / Food & Beverage  
 Unit 4 85 sqm / 915 sq.ft.

Apartments  
 2 Bed 21 no.

### Block D

Apartments  
 2 Bed 22 no.

### Block E

Retail / F&B  
 Unit 5 2975 sqm / 32,020 sq.ft.

Apartments  
 2 Bed 78 no.

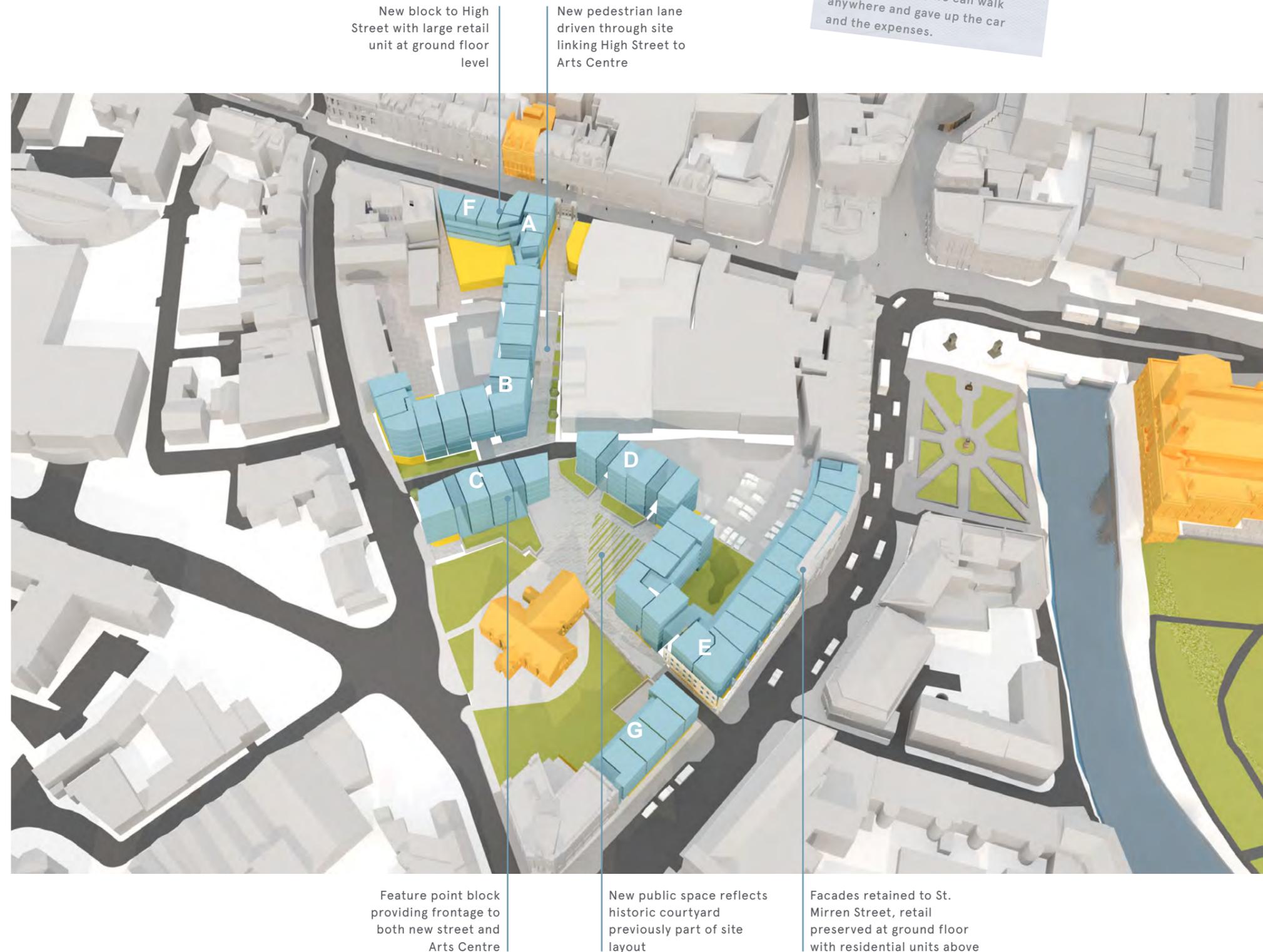
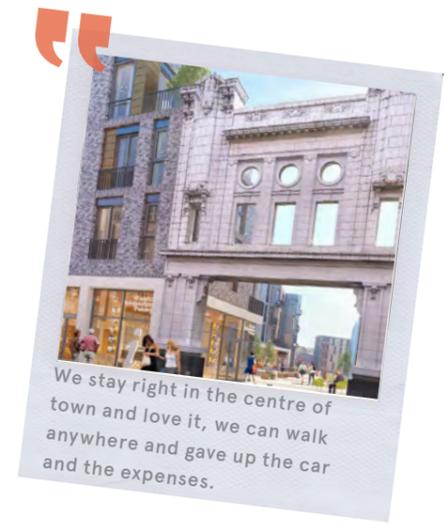
**Total Apartments 193 no.**

# 'Medium' Option

In this option, a natural additional phase to the previously described proposals, the existing buildings on High Street to the west of the retained facade together with the former Mothercare building on Causeyside Street are incorporated to increase residential unit numbers.

The incorporation of the High Street units provides the opportunity to create a large retail unit on this new High Street site that permits the retention of key retailers and to widen the High Street to create a meaningful events space adjacent to the YMCA and Liberal Club buildings.

This option provides a reduction in Retail Space from 18,295 sqm to 5015 sqm (72% reduction).



New block to High Street with large retail unit at ground floor level

New pedestrian lane driven through site linking High Street to Arts Centre

Feature point block providing frontage to both new street and Arts Centre

New public space reflects historic courtyard previously part of site layout

Facades retained to St. Mirren Street, retail preserved at ground floor with residential units above

“ Retail / F&B units are retained as part of the masterplan at key corners to maintain street vibrancy.”



Mothercare site incorporated into proposals to increase flat numbers

New street formed providing shared surface access to parking / service areas

Existing listed former cinema facade retained as 'gateway' to new pedestrian route from High Street

New block to High Street with large retail unit at ground floor level

## Schedule of Accommodation

### Block A

Retail / F&B

Unit 1 200 sqm / 2150 sq.ft

Unit 2 245 sqm / 2635 sq.ft.

Apartments

1 Bed 7 no.

2 Bed 4 no.

### Block B

Retail / F&B

Unit 3 225 sqm / 2420 sq.ft

Apartments

2 Bed 61 no.

### Block C

Retail / F&B

Unit 4 85 sqm / 915 sq.ft.

Apartments

2 Bed 21 no.

### Block D

Apartments

2 Bed 22 no.

### Block E

Retail / F&B

Unit 5 2975 sqm / 32,020 sq.ft.

Apartments

2 Bed 78 no.

### Block F

Retail / F&B

Unit 6 800 sqm / 8610 sq.ft.

Apartments

2 Bed 12 no.

### Block G

Retail / F&B

Unit 7 485 sqm / 5220 sq.ft.

Apartments

2 Bed 16 no.

**Total Apartments 221 no.**

**Total Parking Spaces 76no.**



## 'Saucel View Wynd' Pedestrian Lane

The new pedestrian route through the residential quarter not only provides greater permeability and connectivity from the High Street but also never before seen views to the wider landscape, creating views to Saucel Hill over the Arts Centre.

## Laigh Kirk Lane

Laigh Kirk Lane is enhanced and enlivened with new residential blocks providing passive surveillance. It also takes on increased significance as the main link from Causeyside Street to the civic space 'New Place', hosting events and performances.



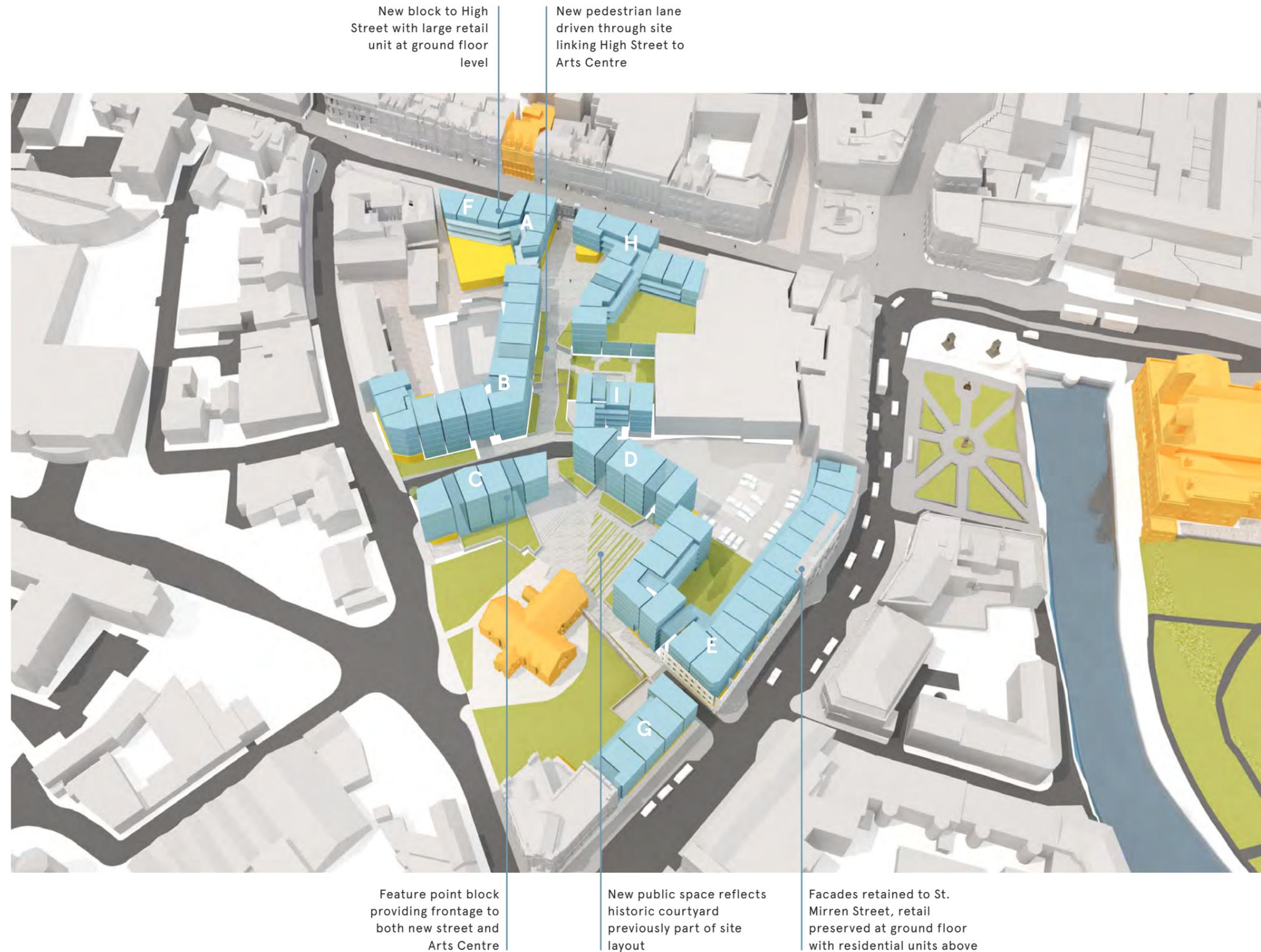
# 'Large' Option



This option envisages the retention of existing key retailers including M&S on a reconfigured High Street.

It creates the opportunity to further widen the high street and create further frontages and amenity spaces on the proposed pedestrian wynd through the site leading down to the Arts Centre.

This option provides a reduction in Retail Space from 23,745 sqm to 6085 sqm (74% reduction).



New block to High Street with large retail unit at ground floor level

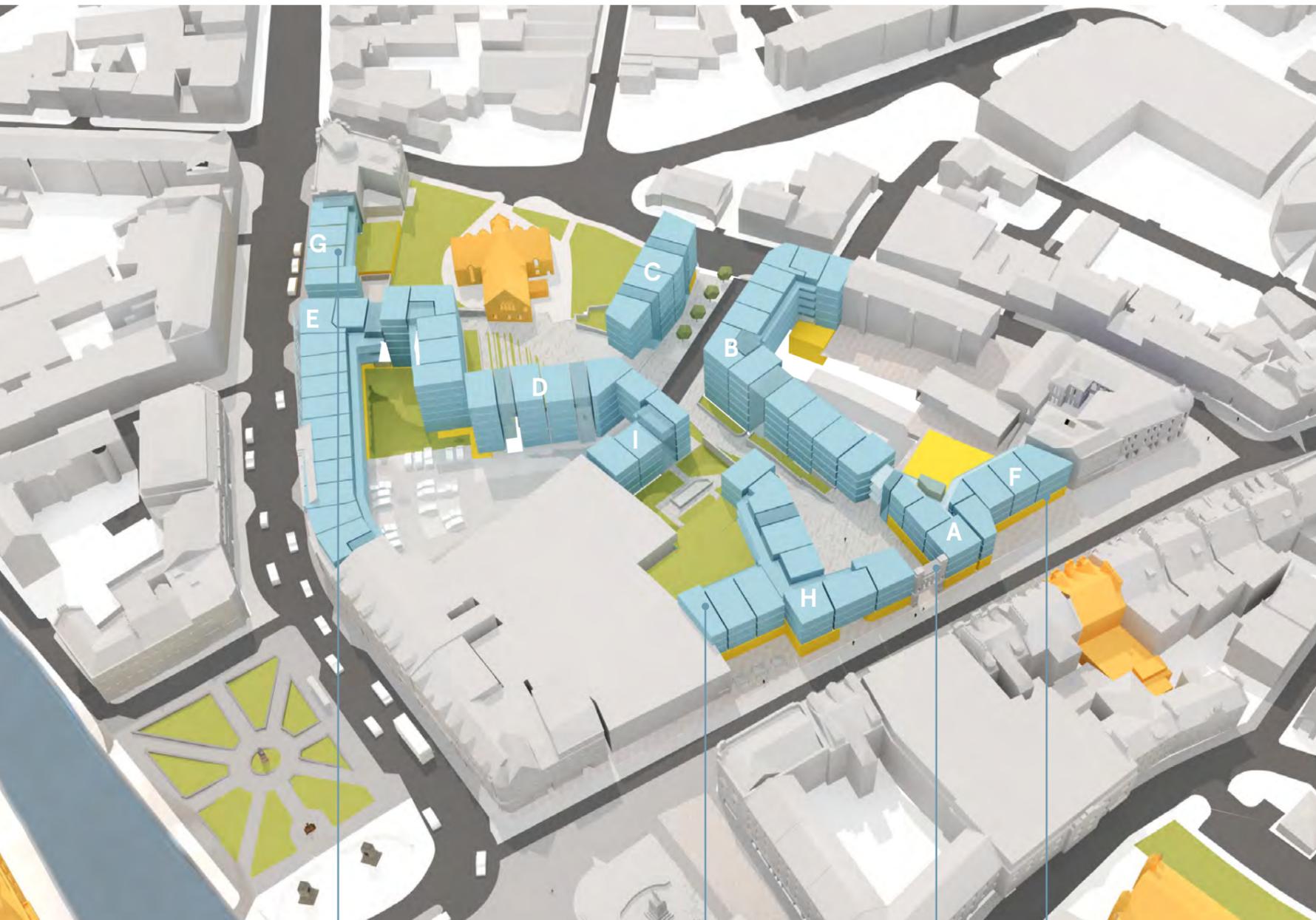
New pedestrian lane driven through site linking High Street to Arts Centre

Feature point block providing frontage to both new street and Arts Centre

New public space reflects historic courtyard previously part of site layout

Facades retained to St. Mirren Street, retail preserved at ground floor with residential units above

“ New blocks seek to tie in with the existing urban grain and a new civic space is proposed to the rear of the Arts Centre



Mothercare site incorporated into proposals to increase flat numbers

New block to High Street complete with large retail unit at ground floor level

Existing listed former cinema facade retained as 'gateway' to new pedestrian route from High Street

New block to High Street with large retail unit at ground floor level

## Schedule of Accommodation

### Block A

Retail / F&B  
Unit 1 200 sqm / 2150 sq.ft.  
Unit 2 245 sqm / 2635 sq.ft.

Apartments  
1 Bed 7 no.  
2 Bed 4 no.

### Block B

Retail / F&B  
Unit 3 225 sqm / 2420 sq.ft.

Apartments  
2 Bed 61 no.

### Block C

Retail / F&B  
Unit 4 85 sqm / 915 sq.ft.

Apartments  
2 Bed 21 no.

### Block D

Apartments  
2 Bed 22 no.

### Block E

Retail / F&B  
Unit 5 2975 sqm / 32,020 sq.ft.

Apartments  
2 Bed 78 no.

### Block F

Retail / F&B  
Unit 6 800sqm/8610 sq. ft.

Apartments  
2 Bed 12 no.

### Block G

Retail / F&B  
Unit 7 485 sqm / 5220 sq.ft.

Apartments  
2 Bed 16 no.

### Block H

Retail / F&B  
Unit 8 960 sqm / 10,330 sq.ft.  
Unit 9 110 sqm / 1185 sq.ft.

Apartments  
1 Bed 6 no.  
2 Bed 24 no.

### Block I

Apartments  
2 Bed 17 no.

**Total Apartments 268 no.**  
Total Parking Spaces 93no.

# Private Rented Sector (PRS) Option

The PRS / BTR (Build to Rent) model is proving increasingly popular across all ages but particularly to Millennials and younger as it provides a means to move out into their own space. The predicted trend is that the rental market will grow across the UK and the model is also attractive to ageing downsizers with the opportunity for capital release. They also prove very popular with students.

PRS developments generally consist of circa 200+ units, primarily one-bedroom, single aspect apartments and have shared amenity spaces including a reception area, residents lounge, work / meeting space and possibly, a gym. In this instance the proposal would appeal to the demographics who both seek the convenience and experience a town centre location and the social inclusivity and interaction of the managed communal amenities.

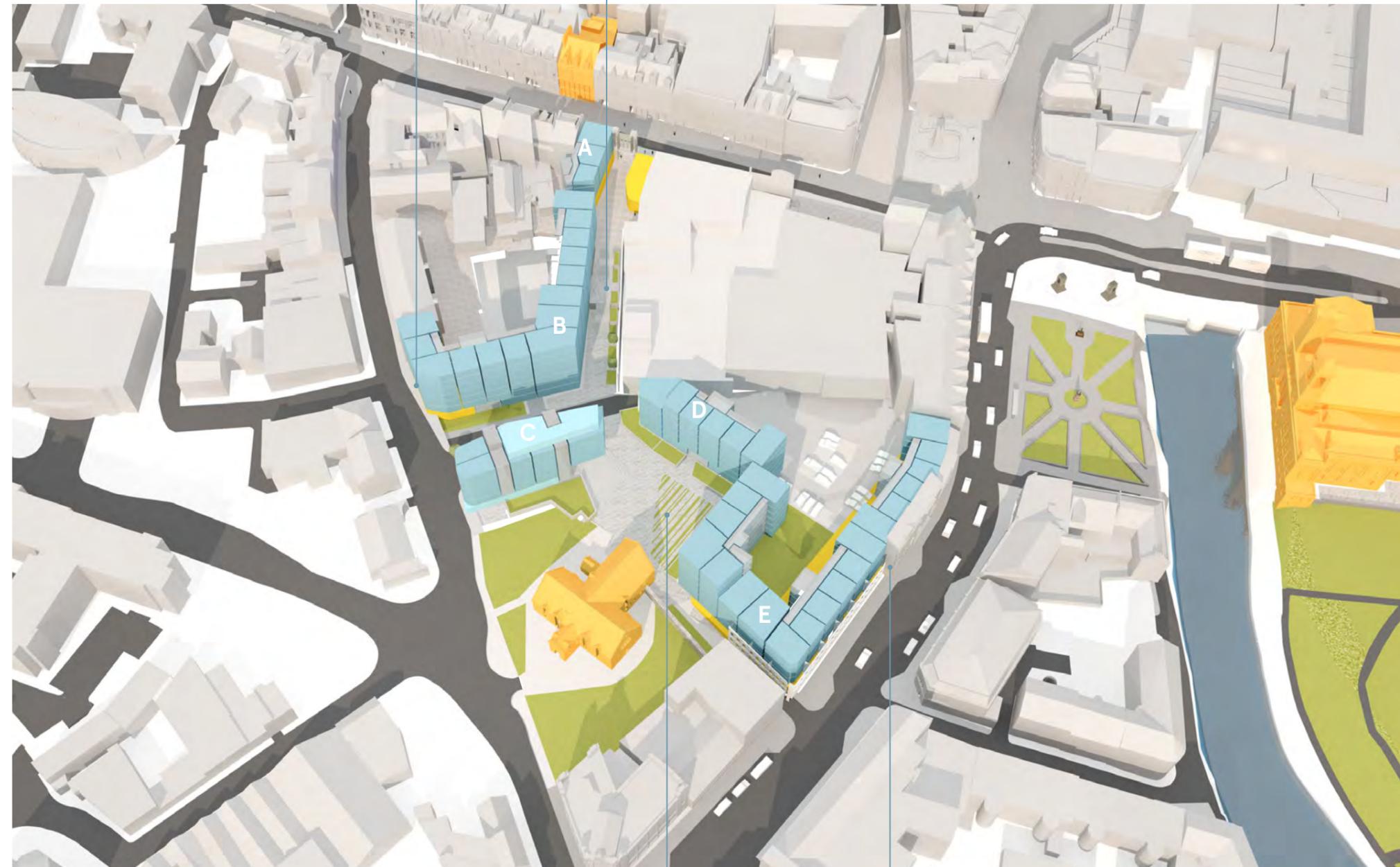
There are a number of specific funds interested in secondary cities and large towns who are very keen to work with local authority and social landlords and, through discussion, it has been established that the proposed scale, demographic, economic context and proximity to transport and town centre amenity is of significant interest.

This is a valuable opportunity for the town as the financial model may be more viable than other options (eg private for sale).



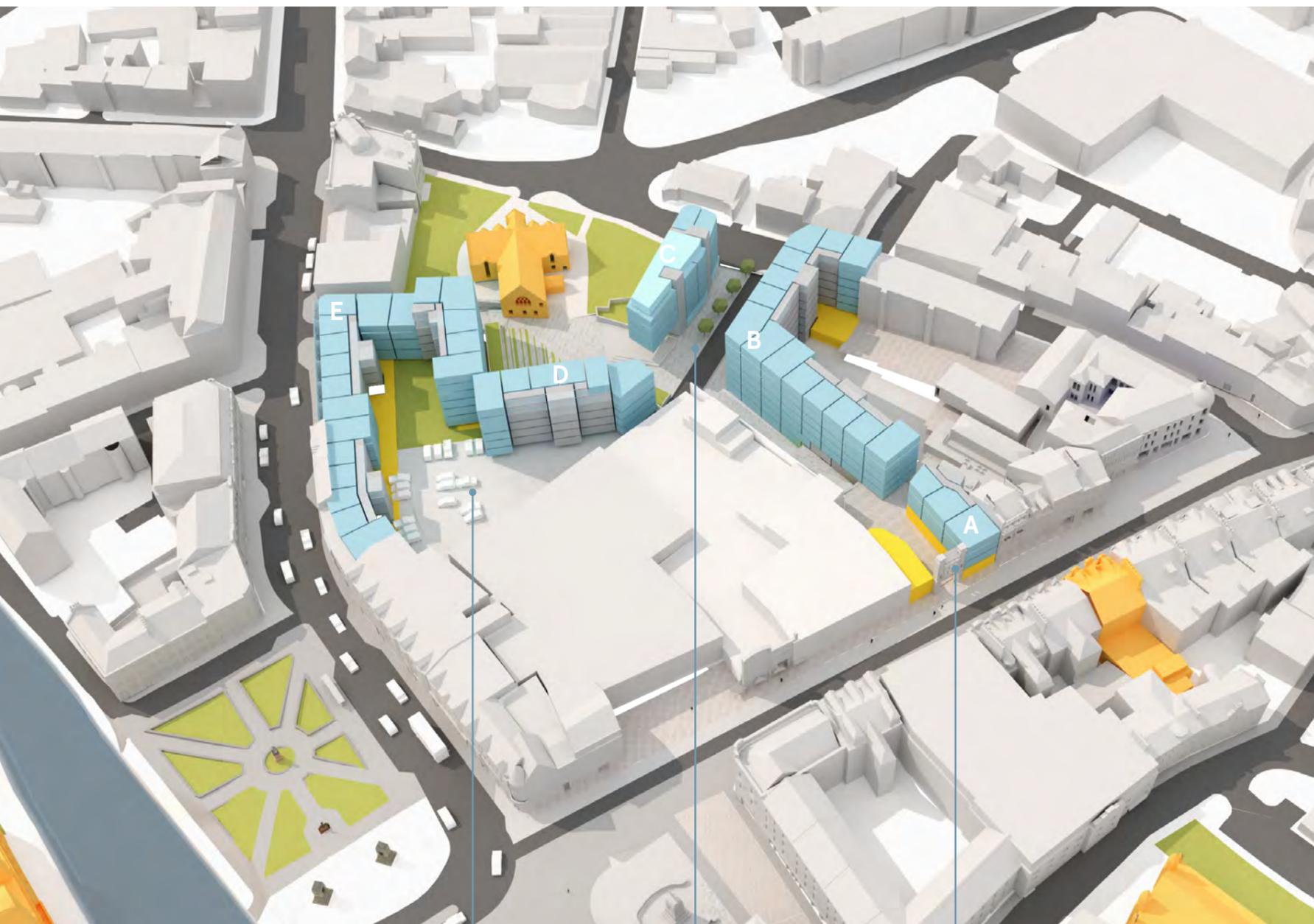
New block with retail at ground floor continues existing tenement line to New Street

New pedestrian lane driven through site linking High Street to Arts Centre



New public space reflects historic courtyard previously part of site layout

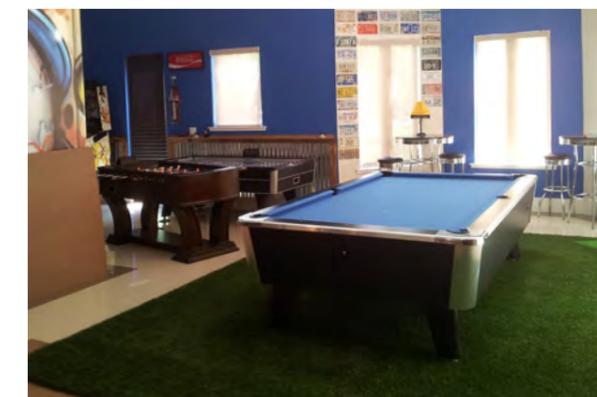
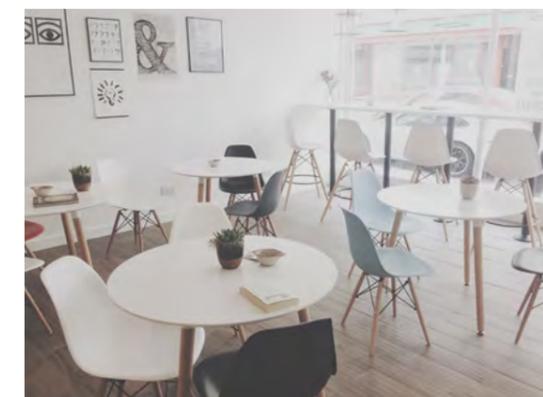
Facades retained to St. Mirren Street, retail preserved at ground floor with residential units above



Parking / service yard concealed behind new residential blocks to Causeyside Street

New street formed providing shared surface access to parking / service areas

Existing listed former cinema facade retained as 'gateway' to new pedestrian route from High Street



## Schedule of Accommodation

### Block A

Retail / F&B

Unit 1 200 sqm / 2150 sq.ft

Unit 2 245 sqm / 2635 sq.ft.

Apartments

1 Bed 3 no.

2 Bed 8 no.

### Block B

Retail / F&B

Unit 3 225 sqm / 2420 sq.ft

Apartments

1 Bed 46 no.

2 Bed 26 no.

### Block C

Reception / Amenity

500 sqm / 5380 sq.ft.

Apartments

1 Bed 10 no.

2 Bed 14 no.

### Block D

Apartments

1 Bed 30 no.

2 Bed 6 no.

### Block E

Retail / F&B

Unit 5 2975 sqm / 32,020 sq.ft.

Apartments

1 Bed 47no.

2 Bed 33 no.

**Total Apartments 223 no.**



## Aerial View of new Residential Led Quarter

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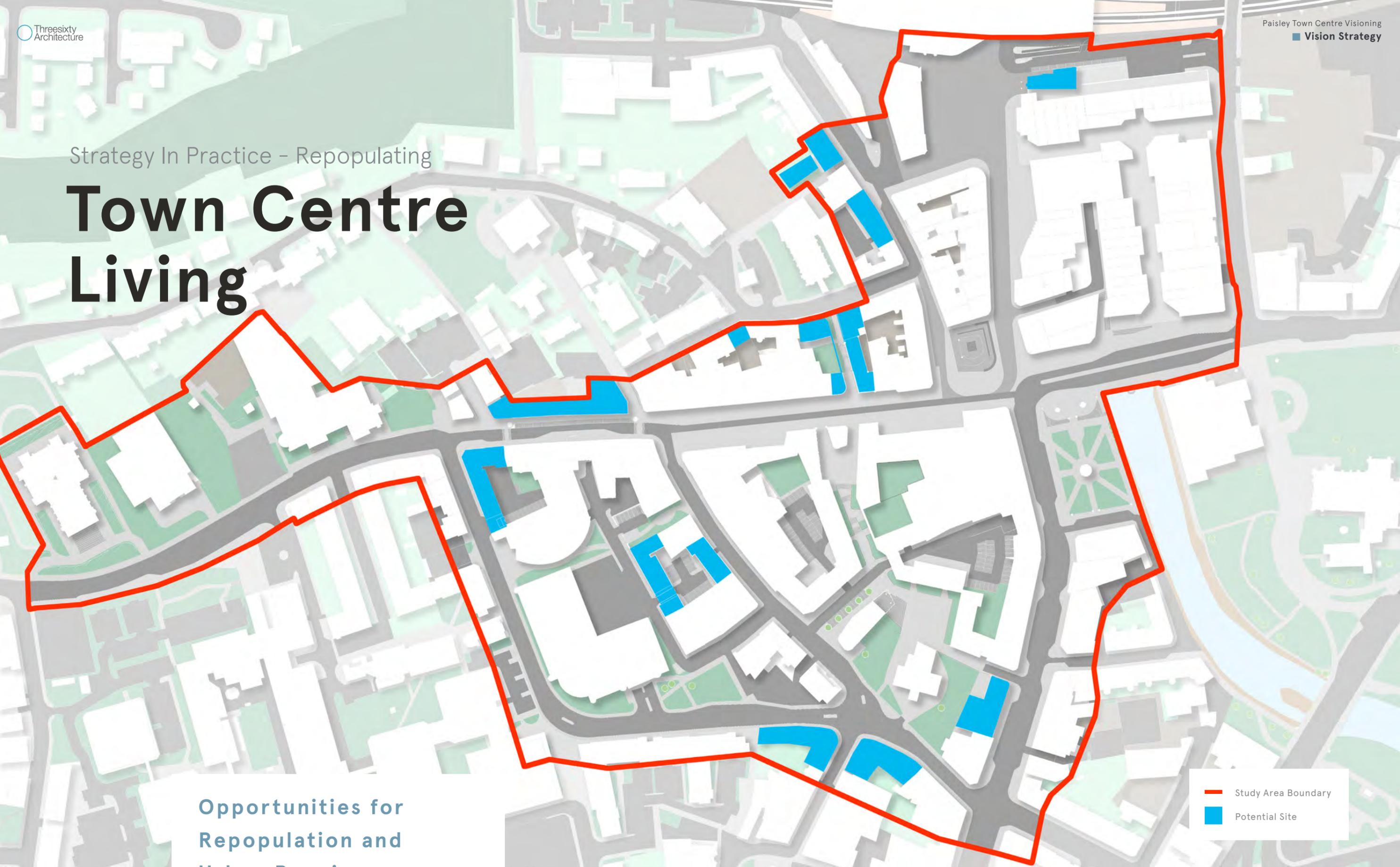
The proposals have a truly transformative effect on Paisley town centre, repopulating and greatly increasing permeability.

# The Gateway to a New Residential Quarter



Strategy In Practice - Repopulating

# Town Centre Living



Opportunities for  
Repopulation and  
Urban Repair

- Study Area Boundary
- Potential Site

Town Centre Living

# Woolworths Site

## Introduction of a new Town Centre 'Wynd'

The existing 'Woolworths' building on High Street is a 3/4 storey flat roofed building that extends back and completely fills the block through to School Wynd. It is currently home to 2 Retail units. The building is of little architectural merit when judged against its neighbours and the opening up of this site could provide a new pedestrian route and framed view to the Wynd Centre building from High Street, improving permeability and connectivity within the wider town centre and reminiscent of existing lanes and vennels throughout the study area.

The new through route creates the opportunity for 2 new buildings, fronting onto the High Street and School Wynd and framing this new connection.

### Schedule of Accommodation

Site Area 1438 sqm / 15478 sq.ft.

**Commercial Units**

Unit 1 226 sqm / 2432 sq.ft.

Unit 2 366 sqm / 3939 sq.ft.

**Residential Units**

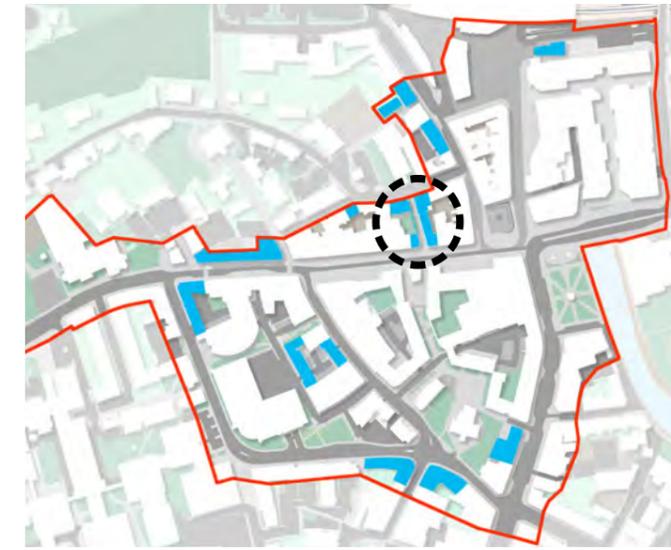
1 Bedroom Apartments 8no.

2 Bedroom Apartments 22no.

Total 30no.

**Parking**

No Spaces



“ The opening up of this site provides a new pedestrian route and framed view to the Wynd Centre building, improving permeability and connectivity within the wider town centre



Town Centre Living

# Leisureland Site

## Completion of the Urban Block

The existing Leisureland building on the corner of High Street & Storie Street is a 4 storey flat roofed building of poor quality, currently home to an Amusement Arcade, Pool Hall and cafe. The site also extends to a rear parking / service area adjacent to the UWS Union Building.

A narrow undeveloped gap site sits immediately adjacent to the existing building on High Street. The consolidation of both sites creates an attractive development site for town centre living over a ground floor commercial unit.

### Schedule of Accommodation

Site Area 1340 sqm / 14423 sq.ft.

#### Commercial Units

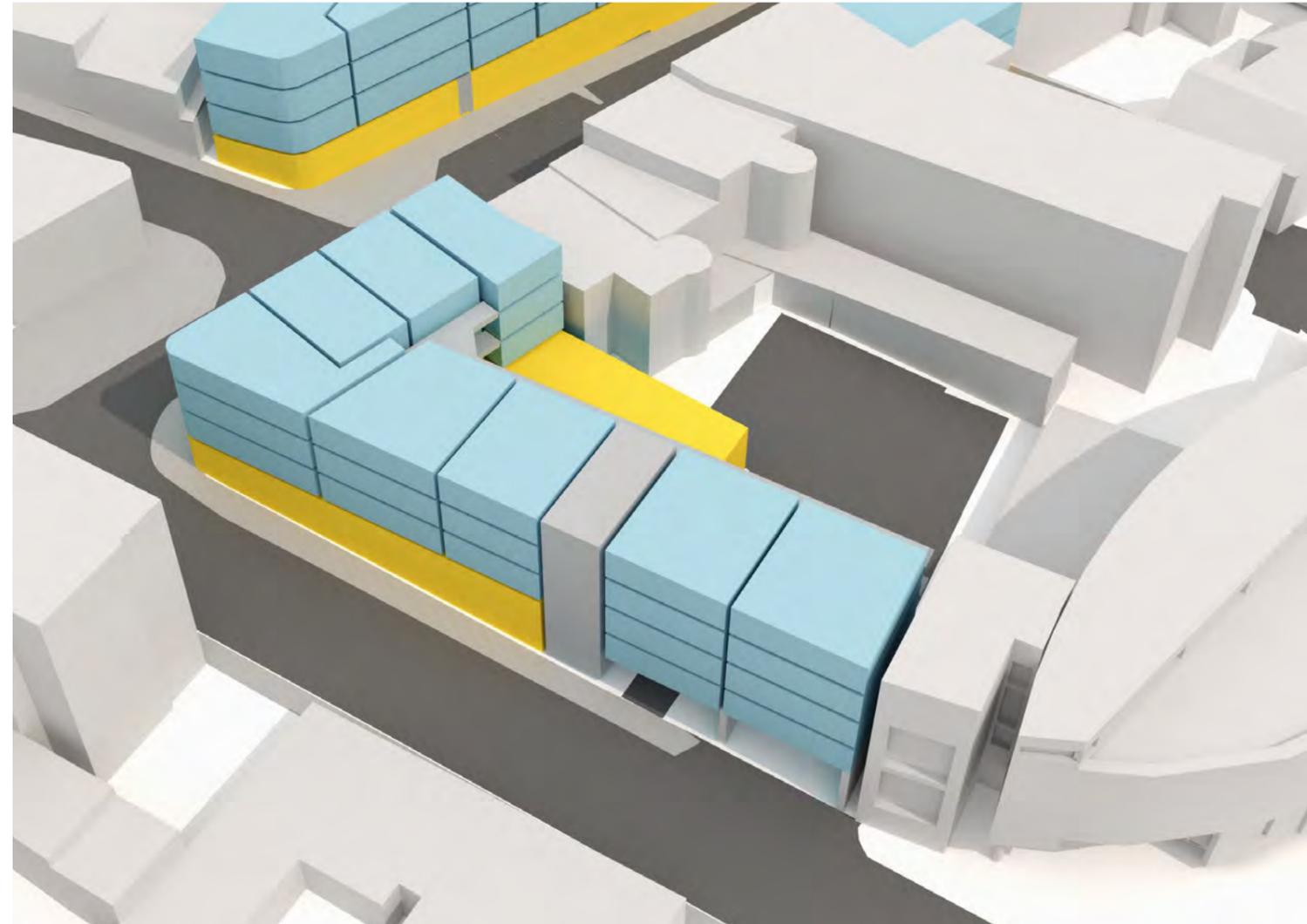
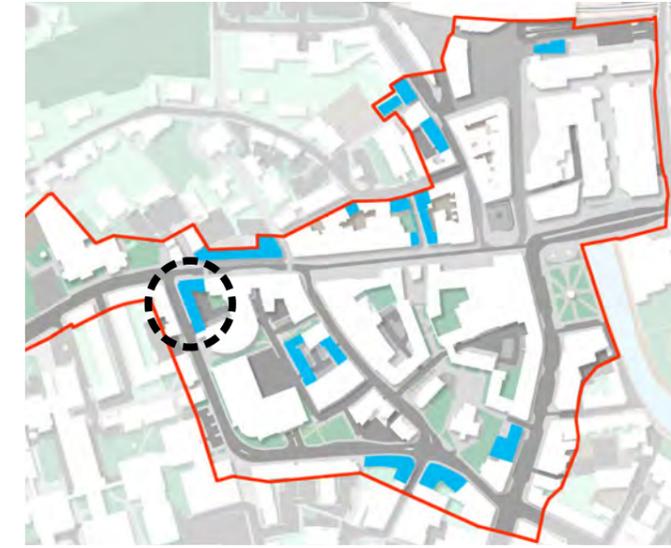
Unit 1593 sqm / 6383 sq.ft.

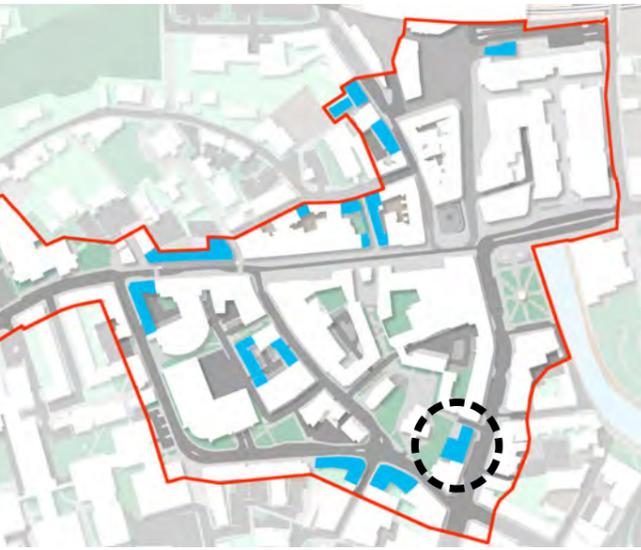
#### Residential Units

2 Bedroom Apartments 26no.  
(GIA 75sq.m approx).

#### Parking

18no, Spaces





Town Centre Living

# Mothercare Site

## A More Sympathetic Addition to the Streetscape

The existing Mothercare building on Causeyside Street is a 3 storey flat roofed building of poor quality and is currently on the market, owing to the imminent closure of the Mothercare and Early Learning Centre units at ground floor.

2 adjacent buildings are only two storeys high and vacant at first floor level and once the 3 buildings are consolidated an attractive development site for town centre living over a ground floor commercial unit / units is created.

The proximity of the Grade A listed Russell Institute building requires careful consideration in any proposal and the views to the rear of the site overlook the green space surrounding the Arts centre.

### Schedule of Accommodation

Site Area 1340 sqm / 14423 sq.ft.

**Commercial Units**  
Unit 1 805 sqm / 8664 sq.ft.

**Residential Units**  
2 Bedroom Apartments 16no.  
(GIA 75sq.m approx).

**Parking**  
No Spaces

## Town Centre Living

# Moss Street

## Bringing Appropriate Scale to Key Town Centre Thoroughfare

The consolidation of 2no currently badly dilapidated vacant buildings together with 2no. 2 storey buildings currently occupied at ground floor only on Moss Street, a key connecting route to the High Street creates a site that provides opportunity for new commercial / medical unit at ground floor with flats above, complete with rear car parking accessed via a pend.

Limiting the height of this block to 4 storeys maintains the current view upon approach from County Square of the Wynd Centre Church beyond on School Wynd. This 'layering' provides a richness to the urban environment and would be enhanced through the introduction of a high quality contemporary addition in this location.

### Schedule of Accommodation

Site Area: 793 sqm / 8535 sq.ft.

#### Commercial / Medical Unit

Unit 1: 273 sqm / 2938 sq.ft.

#### Residential Units

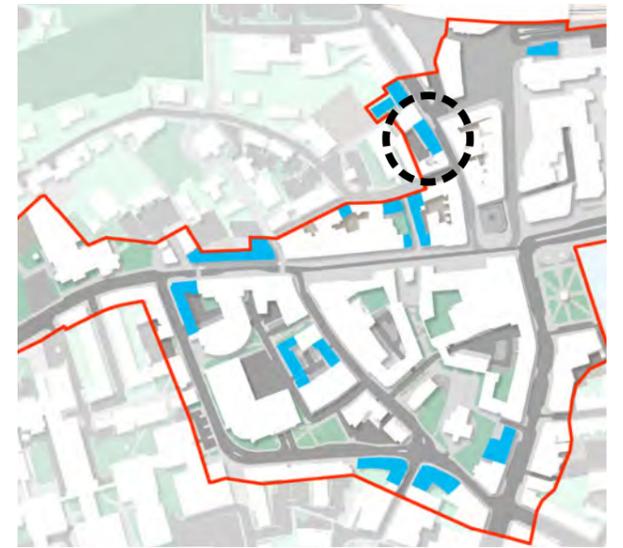
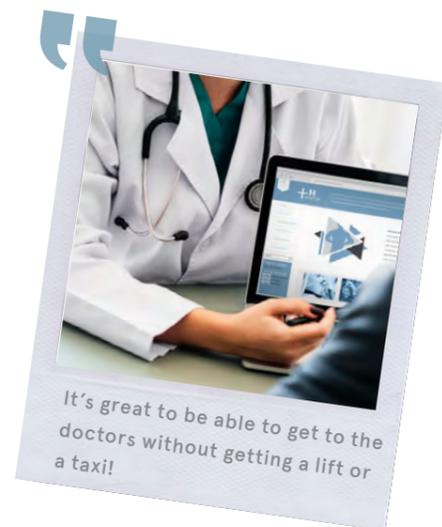
1 Bedroom Apartments: 3no.

2 Bedroom Apartments: 8no.

TOTAL: 11no.

#### Parking

10 no. Spaces



Town Centre Living

# Meetinghouse Lane

## Repairing the Urban Fabric and Providing Activity to the Historic Lane

This site, formerly home to a 4 storey tenement property currently consists of a single storey retail unit and a gap site adjacent to the steeply sloping pedestrian route of Meetinghouse Lane that connects Moss Street to the Oakshaw Conservation area.

The proposals here seek to repair the building line to Moss Street with a new tenement building complete with a commercial unit at street level. Additional residential units are proposed to the rear stepping up the site fronting onto Meetinghouse Lane, providing passive surveillance to this route.

### Schedule of Accommodation

Site Area: 632 sqm / 6800 sq.ft.

**Commercial Unit**  
Unit 1: 277 sqm / 2980 sq.ft.

**Residential Units**  
2 Bedroom Apartments: 18no.

**Parking**  
No. Spaces



Town Centre Living

# Weighhouse Close

## Creation of a New Urban Block and Pedestrian Route

This site is created through the consolidation of an existing surface car park and single storey office building on Weighhouse Close with a number of poor quality buildings on Moss Street.

A new retail / F&B unit is created on Moss Street with new residential units above. Weighhouse Close is fronted by residential units and the centre of the site contains 18no. parking spaces, serving both blocks.

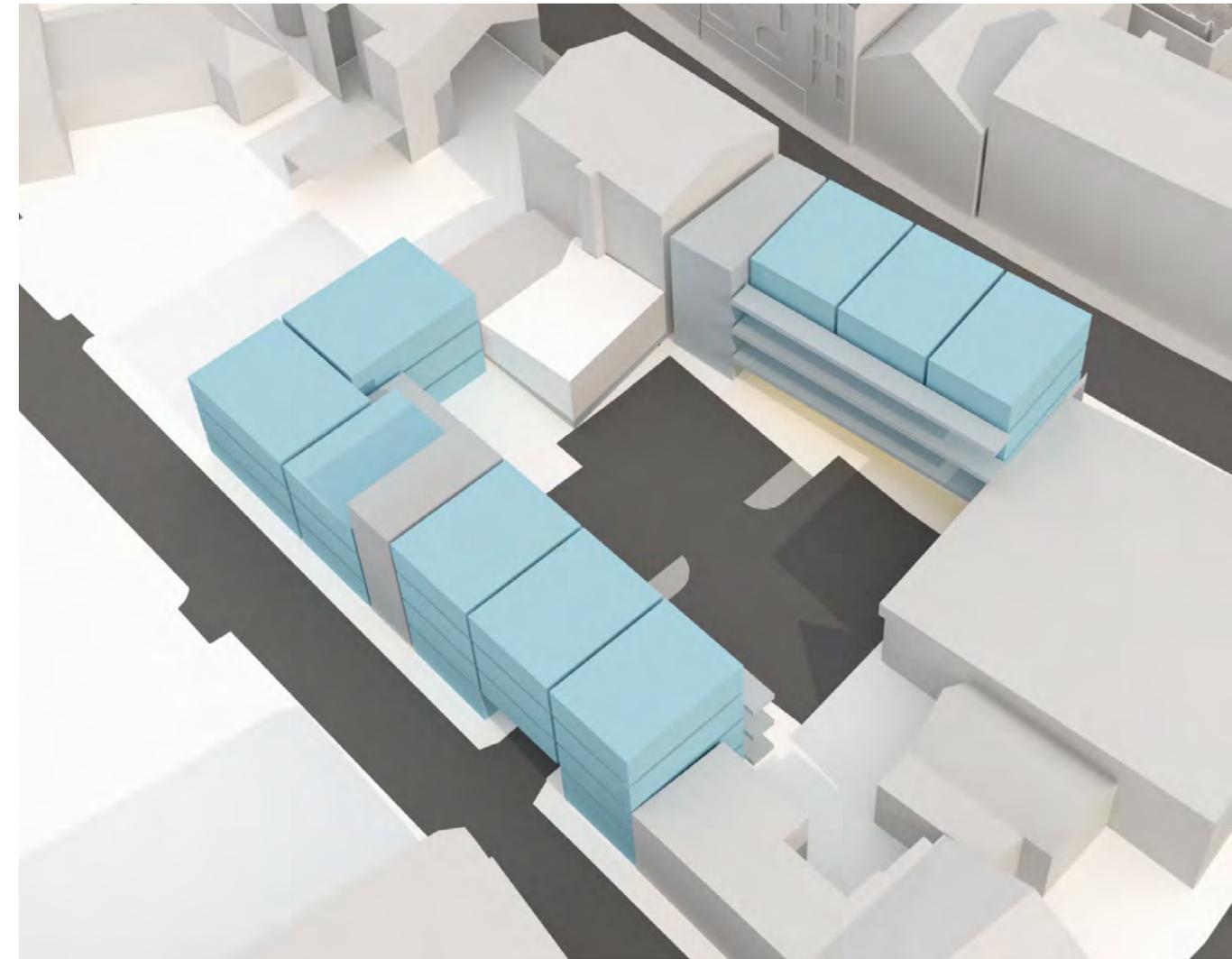
### Schedule of Accommodation

Site Area: 1443 sqm / 15,530sq.ft.

**Commercial Unit**  
Unit 1: 260 sqm / 2800 sq.ft.

**Residential Units**  
2 Bedroom Apartments: 29no.

**Parking**  
18no. Spaces



Town Centre Living

# Witherspoon Street

## Framing Shuttle Street View to St. Georges Gate

These sites, framing access to Shuttle Street are currently landscaped areas. The addition of 1no. adjacent building to either site provides opportunities for new residential developments that provide activity to the street and frontage and a sense of enclosure to the existing Arts Centre.

These sites may also be suited for student residential use, owing to their proximity to existing UWS campus and student housing blocks.

### Schedule of Accommodation

Site Area: 1281 sqm / 13,788sq.ft.

#### Commercial Unit

Unit 1: 521 sqm / 5610 sq.ft.

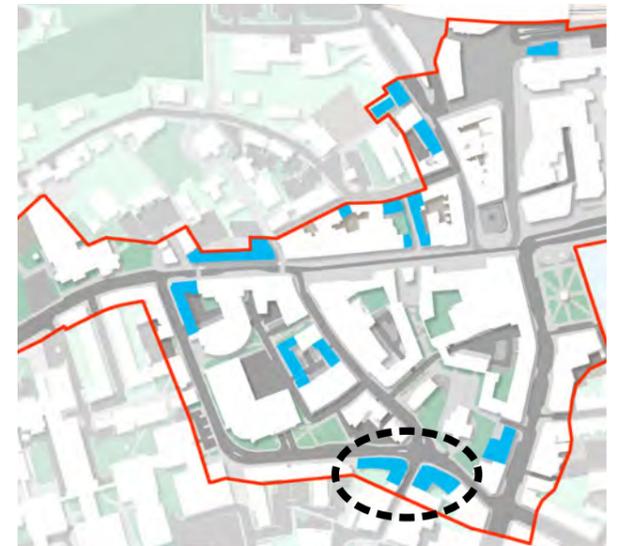
Unit 2: 602 sqm / 6479 sq.ft.

#### Residential Units

2 Bedroom Apartments: 36no.

#### Parking

No Spaces



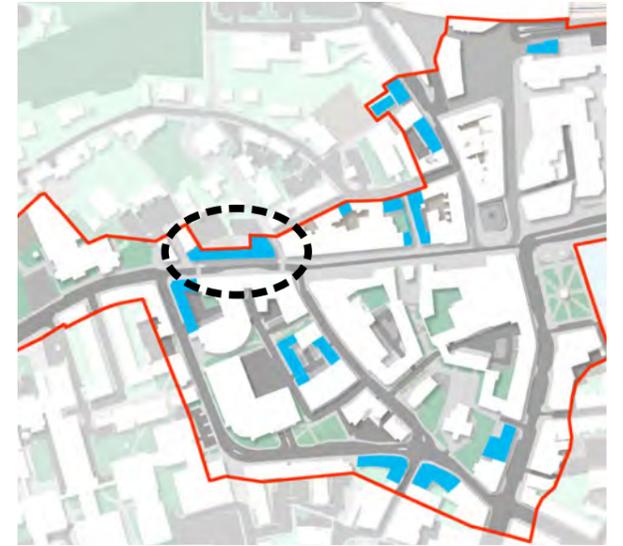
Town Centre Living

# Student Residential / Hotel Options

**Meeting Potential Student / Tourism Demand at the Heart of the Town Centre**

The demand for student accommodation within Paisley is increasing, owing to the desire of UWS to increase their numbers of foreign students.

A revitalised town centre with a stronger cultural offer and extended events programme will greatly increase tourist numbers and quality hotel accommodation will inevitably be required to provide hospitality to our new guests.



## High Street West

This site is formed through the consolidation of a number of partly vacant buildings, a large number of which are in a dilapidated state. The sites location, right on the high street and close to both the UWS campus and Paisley Museum make it an ideal prospect for a student residential or Hotel development.

The site has limited parking to the rear and can be services from this area via School Wynd at first floor level.

### Schedule of Accommodation

Site Area: 1047 sqm / 11,269sq.ft.

**Commercial Unit**  
Unit 1: 902 sqm / 9710 sq.ft.

**Residential Units**  
Student Studios / Hotel Rooms: 100no.

**Parking**  
12no. Spaces



It's so handy staying in student accommodation on the High Street. I can walk everywhere in minutes.



## Paisley Centre Site

The redevelopment of the Paisley Centre site provides the opportunity to incorporate a large block of student residential accommodation fronting New Street and the pedestrian route through the heart of the site.

This potentially allows UWS to expand further into the town centre.

### Schedule of Accommodation

Site Area: 1331 sqm / 14,326sq.ft.

#### Commercial Unit

Unit 1: 529 sqm / 5705 sq.ft.

#### Residential Units

Student Studios: 194no.

#### Parking

Spaces available [shared with adjacent resi]

## County Square Hotel

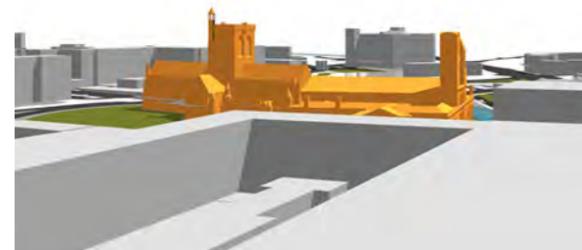
The site in front of the Piazza Car Park provides a great opportunity to locate a new hotel immediately adjacent to the key arrival space of the town, County Square. This would further enliven the public realm and could provide a rooftop bar / viewing area, affording never before seen views of the town and surrounding landscape.

The convenience of the location, immediately outside Gilmour Street Station would make this an ideal hotel location for tourism and those travelling via Glasgow Airport, once the Airport Access Project is delivered.

Approximately 120no. bedrooms could be provided.



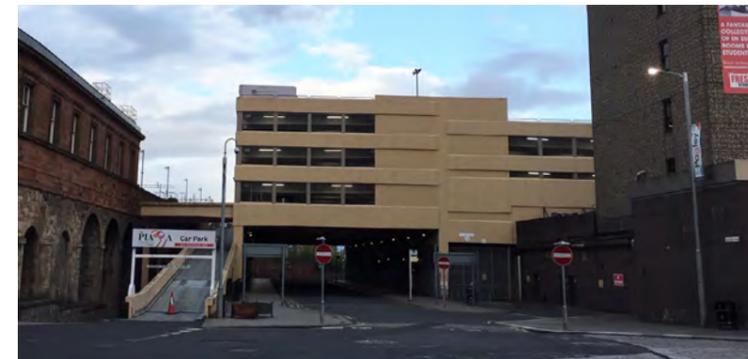
1



2



1 View toward Abbey & Anchor Mill from 'Skybar'  
2 View toward Oakshaw Hill from 'Skybar'





Leisureland Site

High Street West Student Resi

Weighhouse Close

Witherspoon Street

Moss Street

Meetinghouse Lane

Woolworths Site

Paisley Centre Site  
(Large Option)

## Aerial View of Combined Town Centre Living Proposals

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## Strategy in Practice

# Repurposing Above Retail



## Bringing Life Back to Vacant / Under Let Buildings

There are a number of opportunities throughout the study area to repurpose the upper levels of buildings of architectural merit with new uses.



## Potential Opportunities

A number of candidates have been identified above in buildings of differing sizes and types. Residential conversion, co-work / creative spaces and leisure uses such as gyms would be welcome additions to further diversify and re-energise the town centre.

Strategy In Practice - Attractors

# Where Should We Put a Cinema?



## Location is Key

Attractors are vital to re-energise the High Street by maximising footfall, increasing dwell time and encouraging complementary uses to flourish alongside. To that end, three potential sites within the central area of the High Street have been considered.

- Study Area Boundary
- Potential Location
- Culture / Community

## Potential Location 1

# Woolworths Site

The site is currently occupied by an unlisted 1960's 4 storey building that fills the block and has presence on both High Street and School Wynd to the rear.

The building does not reflect the quality of the surrounding listed buildings on the north side of the High Street and the new cinema may provide an opportunity to replace with a new high quality contemporary addition to the townscape.

The site is sloping with a 4 metre change in level occurring from School Wynd to the rear down to the High Street at the front.

The High Street frontage is 24 metres wide and south facing.

The site area is 1490 sqm.



## Evaluation of Location

### Positive Attributes

- Prominent Location on High Street with great visibility and south facing aspect connecting to public realm.
- Stacking of front of house spaces to High Street provides appropriate 'urban' massing and frontage.
- Opportunity to replace a poor quality building on High Street with an appropriate, more sympathetic contemporary addition.

### Negative Attributes

- Only accommodates 4 screens and has limited front of house space engaging with High Street - no room for cafe/bar at ground floor level to take advantage of aspect.
- Cinema Boxes to rear of site present blank frontage to School Wynd and a lack of height as accommodation over cinema boxes technically difficult and undesirable.
- Difficult to service due to change in level to School Wynd and a lack of storage.



## Potential Location 2

# YMCA Building

The site is formed from the Grade B listed YMCA building and adjacent commercial properties on the High Street.

The YMCA building is a key component of the High Street. The addition of the adjacent buildings creates a site area that could accommodate the programme whilst protecting significant areas of the YMCA frontage at upper levels for complementary uses.

The rear of the site consists of a single storey building of poor quality which, if removed could provide a south facing external space.

The combined High Street frontage is 60 metres wide and north facing.

The total site area is 2585 sqm.



## Evaluation of Location

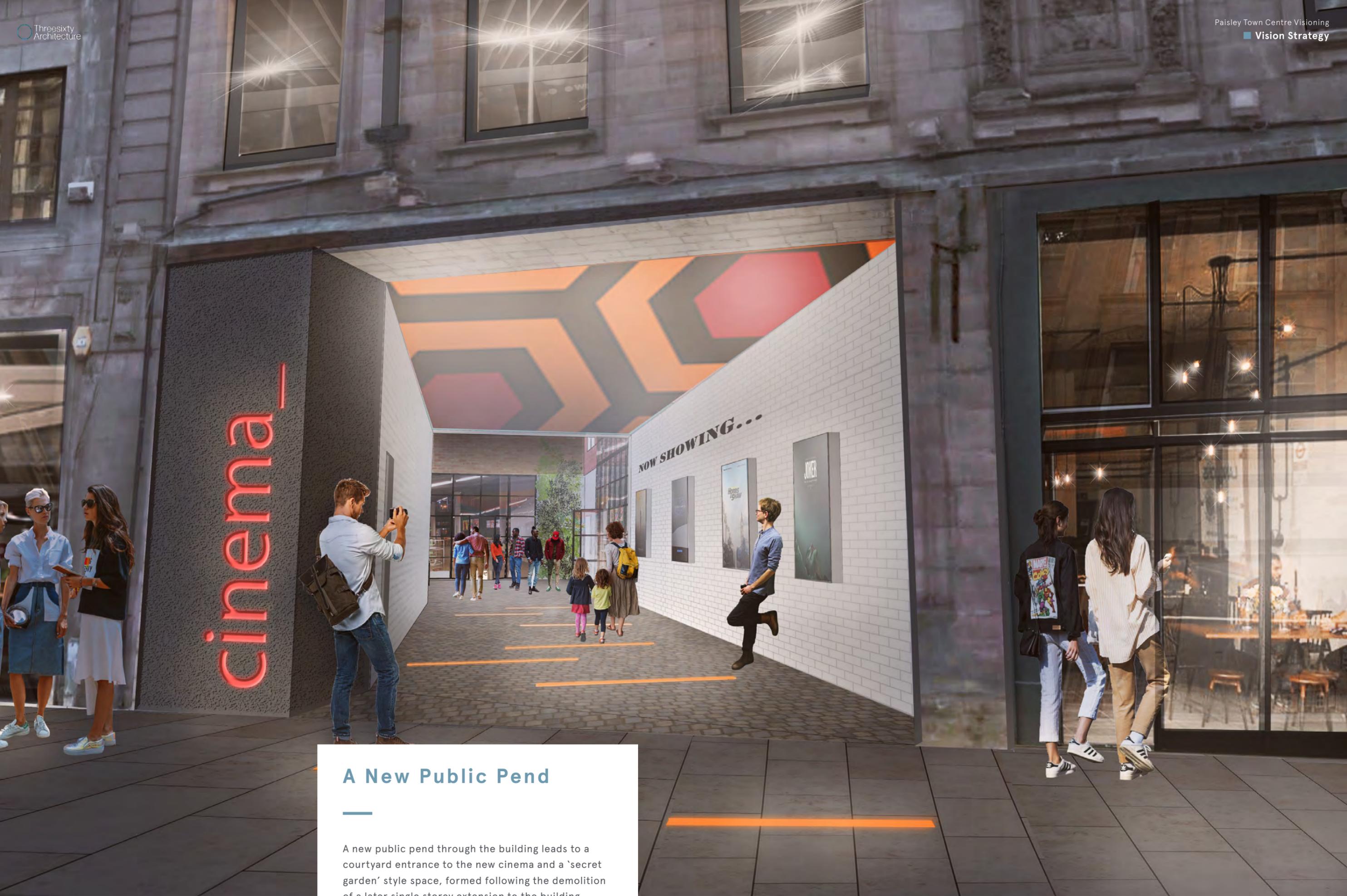
### Positive Attributes

- Attractive frontage to High Street for front of house activities and office / meeting spaces.
- Cinema Boxes can be buried toward rear of site, away from High Street frontages.
- Opportunity to incorporate additional community / commercial uses on upper floors of existing buildings not required for cinema programme.

### Negative Attributes

- Creation of Cinema Boxes would require significant demolition / alterations to rear sections of existing listed building.
- Servicing difficult due to lack of vehicular access to rear of site. Building surrounded by listed facades or pedestrianised urban realm.
- North facing aspect for front of house engagement with external public realm to activate and populate street.
- Limited visible presence of cinema use or identity.





## A New Public Pend

A new public pend through the building leads to a courtyard entrance to the new cinema and a 'secret garden' style space, formed following the demolition of a later single storey extension to the building.

### Potential Location 3

# Littlewoods Building

The site is currently occupied by an unlisted 1960's 2 storey building. The Basement level is home to the 'Secret Collection' publicly accessible Museum storage facility operated by Renfrewshire Leisure.

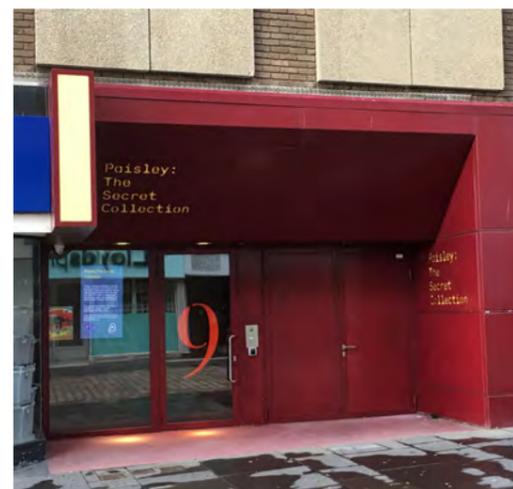
The site has excellent visibility on High Street and on approach from Gilmour Street Station.

There is some historical resonance as this was the location of the La Scala Cinema which had a set back from High Street creating a public space.

The site is sloping and as a consequence can be serviced from the rear at basement level.

The High Street frontage is 30 metres wide and north facing and incorporates the Museum entrance.

The site area is 2370 sqm.



## Evaluation of Location

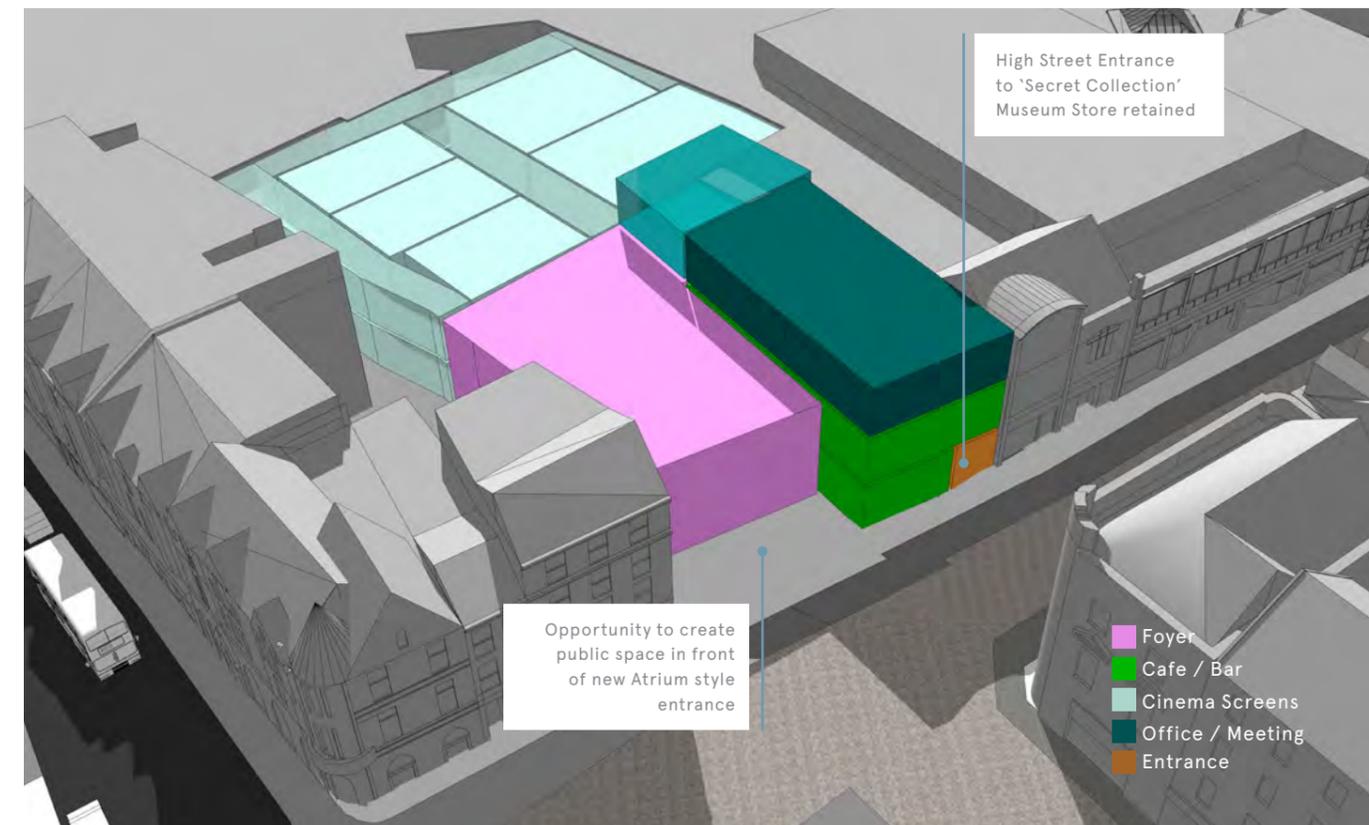
### Positive Attributes

- Prominent location on High Street with great visibility on approach from Gilmour Street Station.
- Cinema Boxes can be buried toward rear of site, away from High Street frontage.
- Size of site allows creation of public space in front of entrance to provide appropriate setting.
- Cinema can be serviced from rear away from High Street.

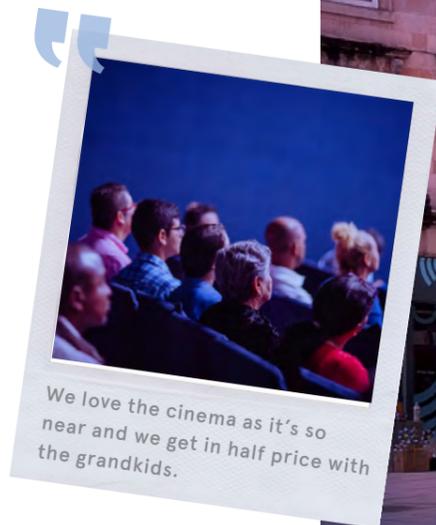
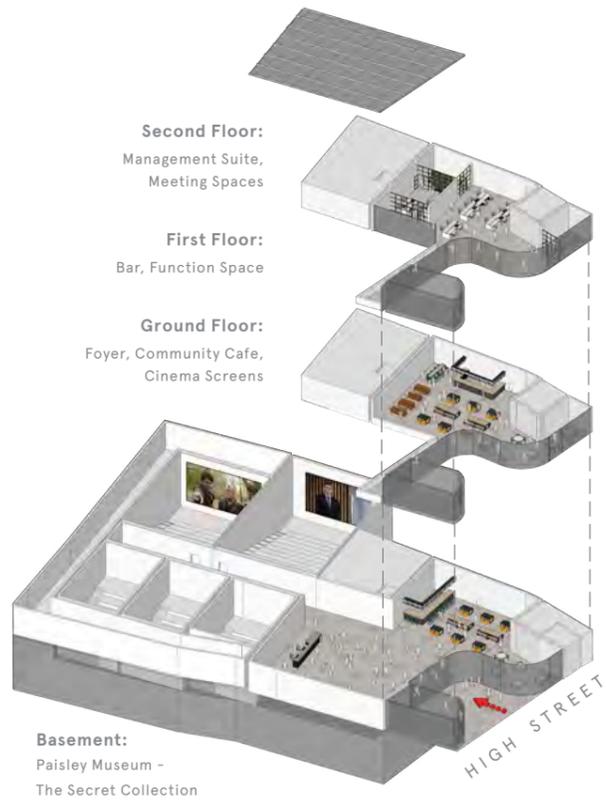
- Provides synergy with Museum store below from a leisure / cultural offer perspective.
- Potential to replace poor quality building with a considered, contemporary addition to the High street.

### Negative Attributes

- North facing aspect for front of house engagement with external public realm.



# A High Street Cinema

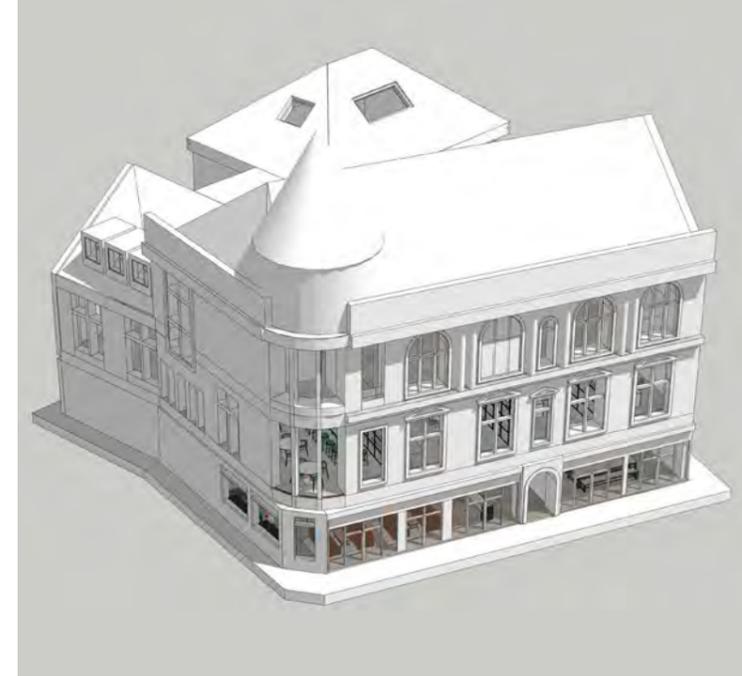


We love the cinema as it's so near and we get in half price with the grandkids.



Strategy In Practice - Attractors

# What Should We do with the Liberal Club?



## A Key High Street Asset

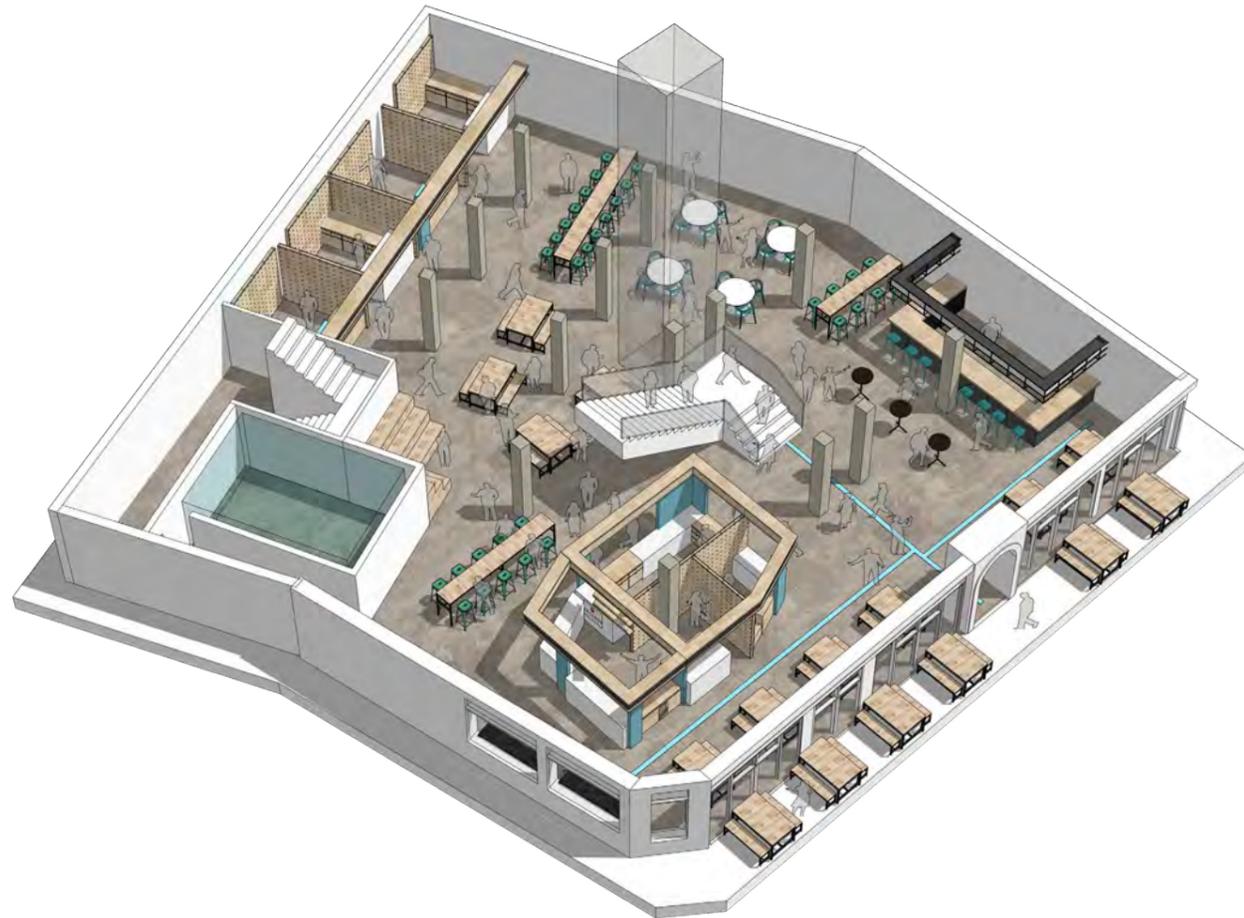
The Liberal Club building is Grade C listed and has a prominent corner location at the head of the central section of the High Street, benefitting from entry points on both High Street and School Wynd to the rear. It also frames the view up Church Hill to Oakshaw Trinity Church with its distinctive spire.

A number of retail units on High Street form the base and the floors above are home to a series of large spaces suitable for large functions and gatherings.

The opportunity exists create a non-binary building of varied yet complementary uses.



“ The opportunity exists create a non-binary building of varied yet complementary uses.

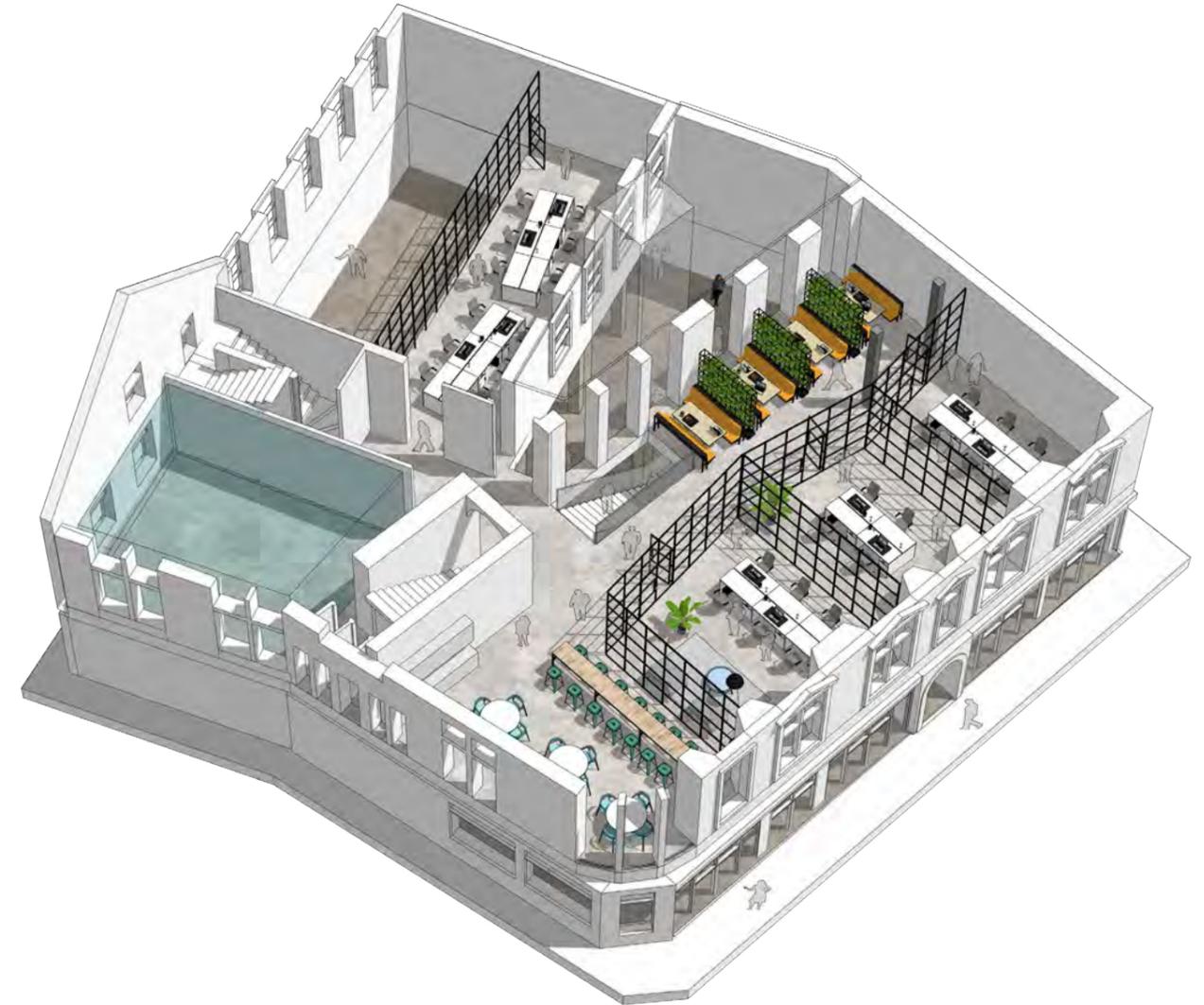


## Ground Floor: Food Hall

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We would propose to amalgamate the 4 small retail units on the ground floor and create a bustling European style food hall. The extensive south facing frontage to the High Street allows for extensive cafe style seating to further enliven the High Street.

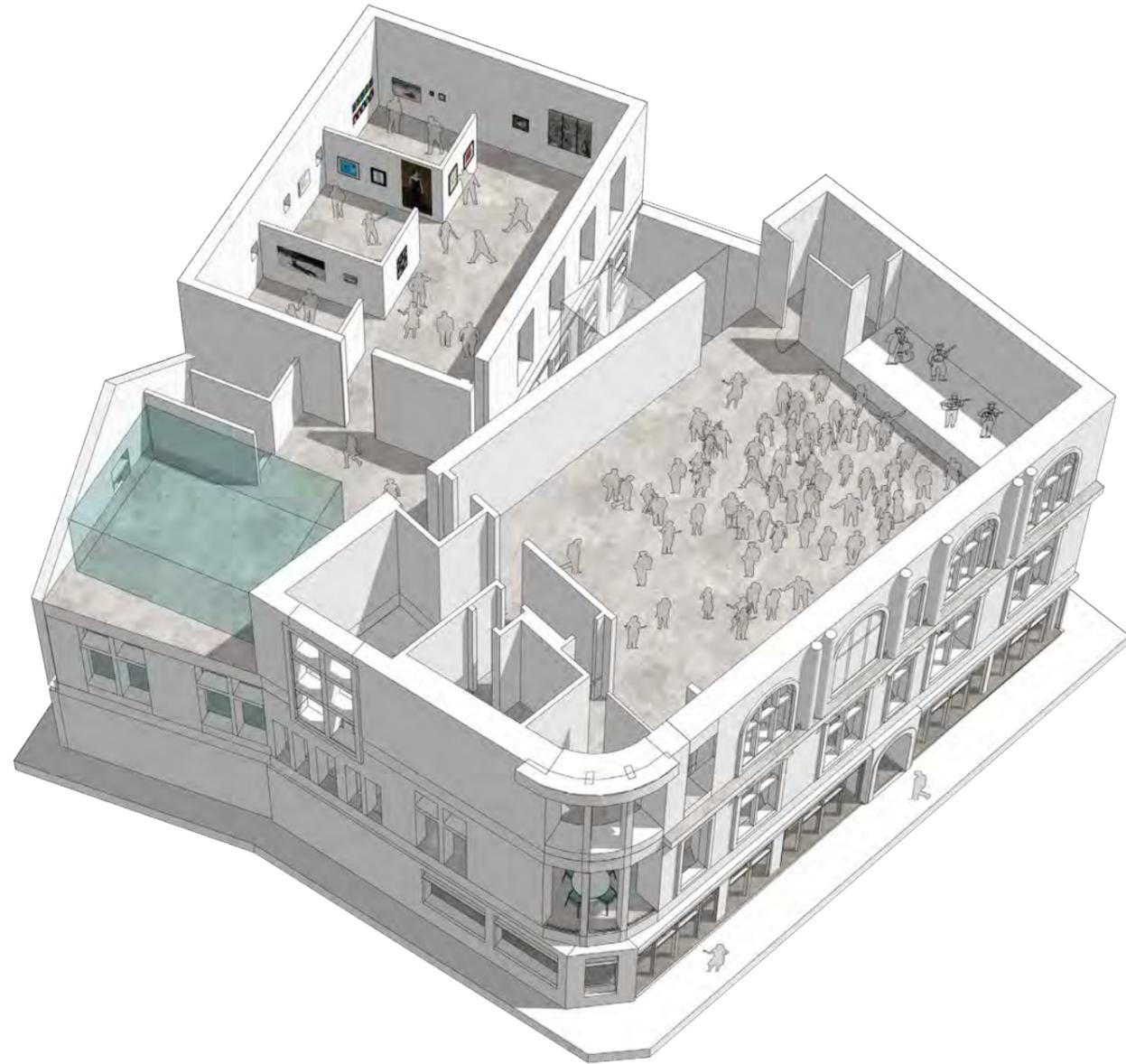
Light would be brought deep into the plan through the creation of a central atrium space.



## First Floor: Co-Work Space

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The first floor spaces provide a great opportunity for co-working, owing to their open plan nature and period features, so beloved of this new style of workplace. The floorplate is flooded with light thanks to large windows overlooking High Street and School Wynd and the new central atrium space.



## Second Floor: Exhibition Space & Venue

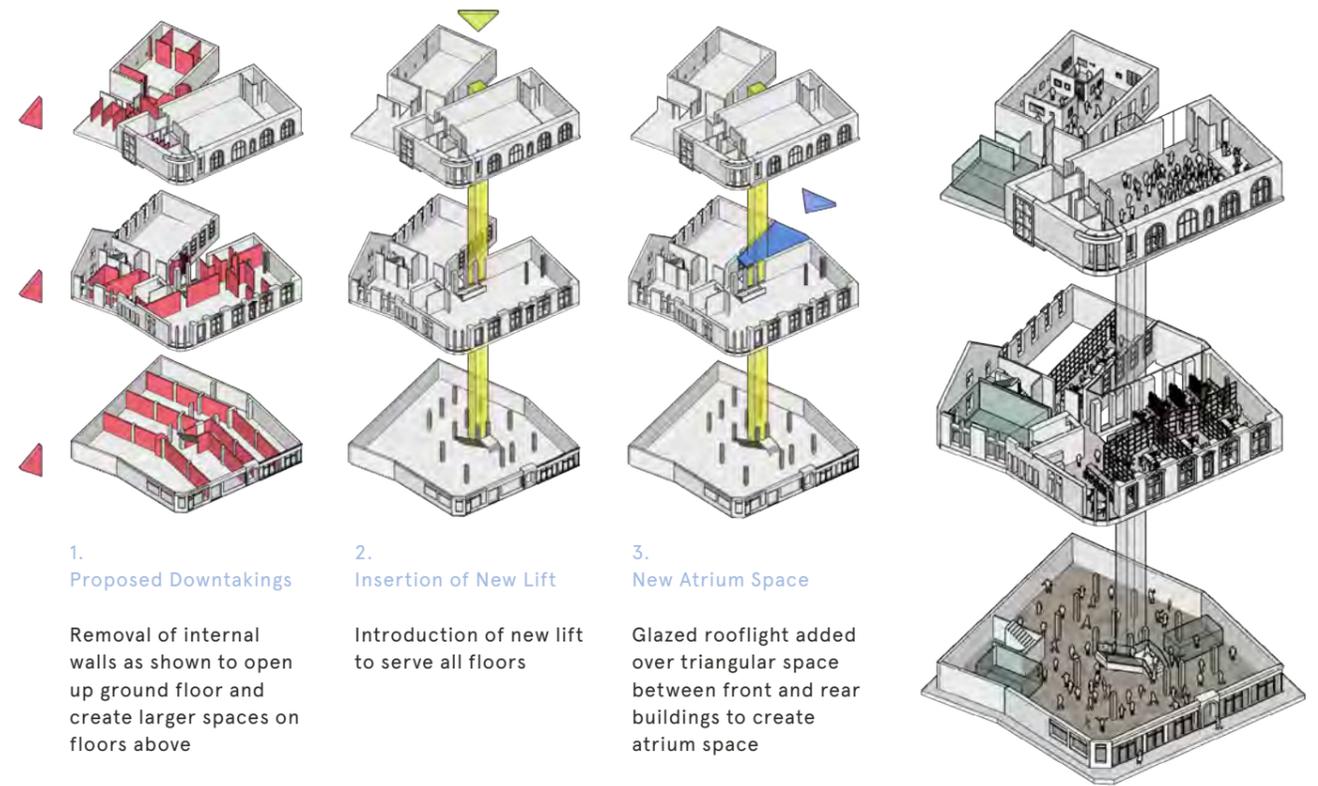
With minimal intervention, the top floor spaces provide a fantastic events venue and top lit exhibition space, with a detailed roof structure reminiscent of the Glasgow School of Art central gallery space.

These uses complement both the foodhall and the co-work spaces.

With minimal intervention, the top floor spaces provide a fantastic events venue and top lit exhibition space

## Transformation Methodology

The diagram below outlines the moves required to repurpose the building. The principle moves are the removal of a number of partitions at each level, the installation of a new passenger / goods lift and the roofing over of the central lightwell to form an atrium space.



1. Proposed Docketings

Removal of internal walls as shown to open up ground floor and create larger spaces on floors above

2. Insertion of New Lift

Introduction of new lift to serve all floors

3. New Atrium Space

Glazed rooflight added over triangular space between front and rear buildings to create atrium space

4. Completed Transformation

Building transformed to provide food hall, co-work space and events venue / exhibition space

## A Multi-use High Street Attractor

The transformed building becomes a key attractor on the high Street and is part of the burgeoning evening economy of Paisley town centre.





## A Vibrant Food Offer

A textured, light filled space with a curated collection of independent food offerings complete with an extensive external seating area on High Street.

Strategy In Practice - Attractors

# What Should We Do With the YMCA?

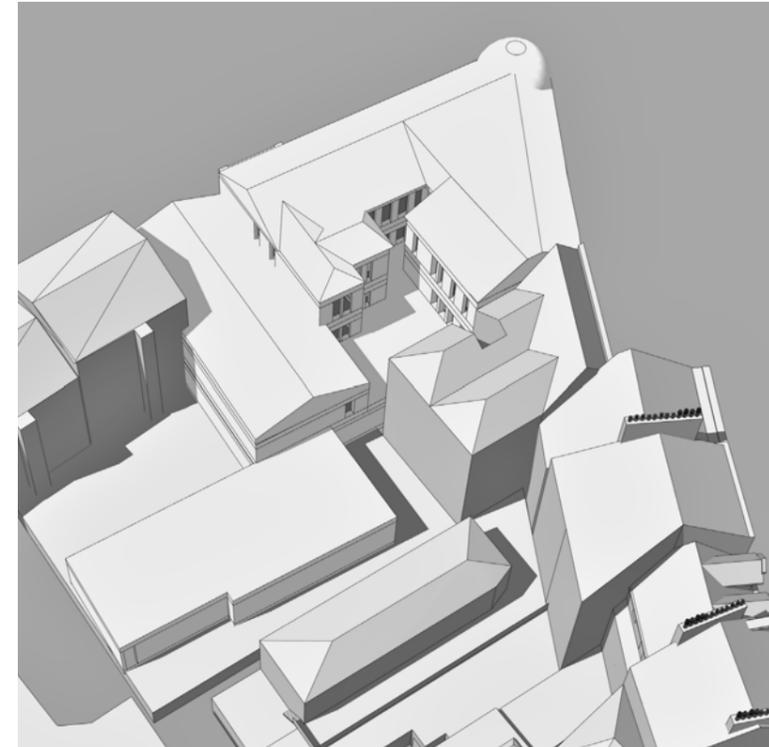
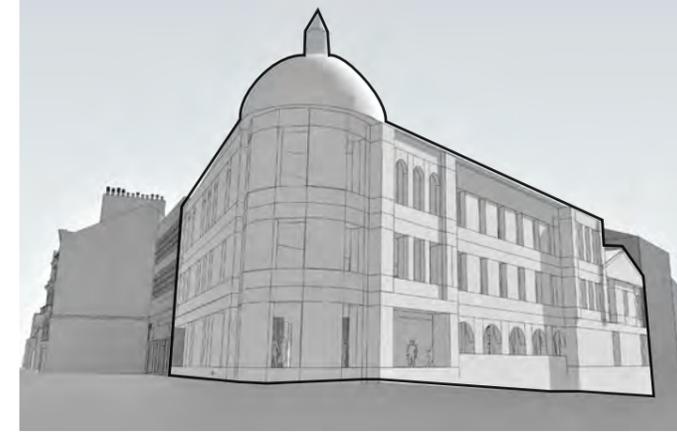


A rare example of quality on the South side of the High Street



The YMCA building is Grade B listed and has a prominent corner location at the head of the central section of the High Street, benefitting from entry points on both High Street and New Street to the side.

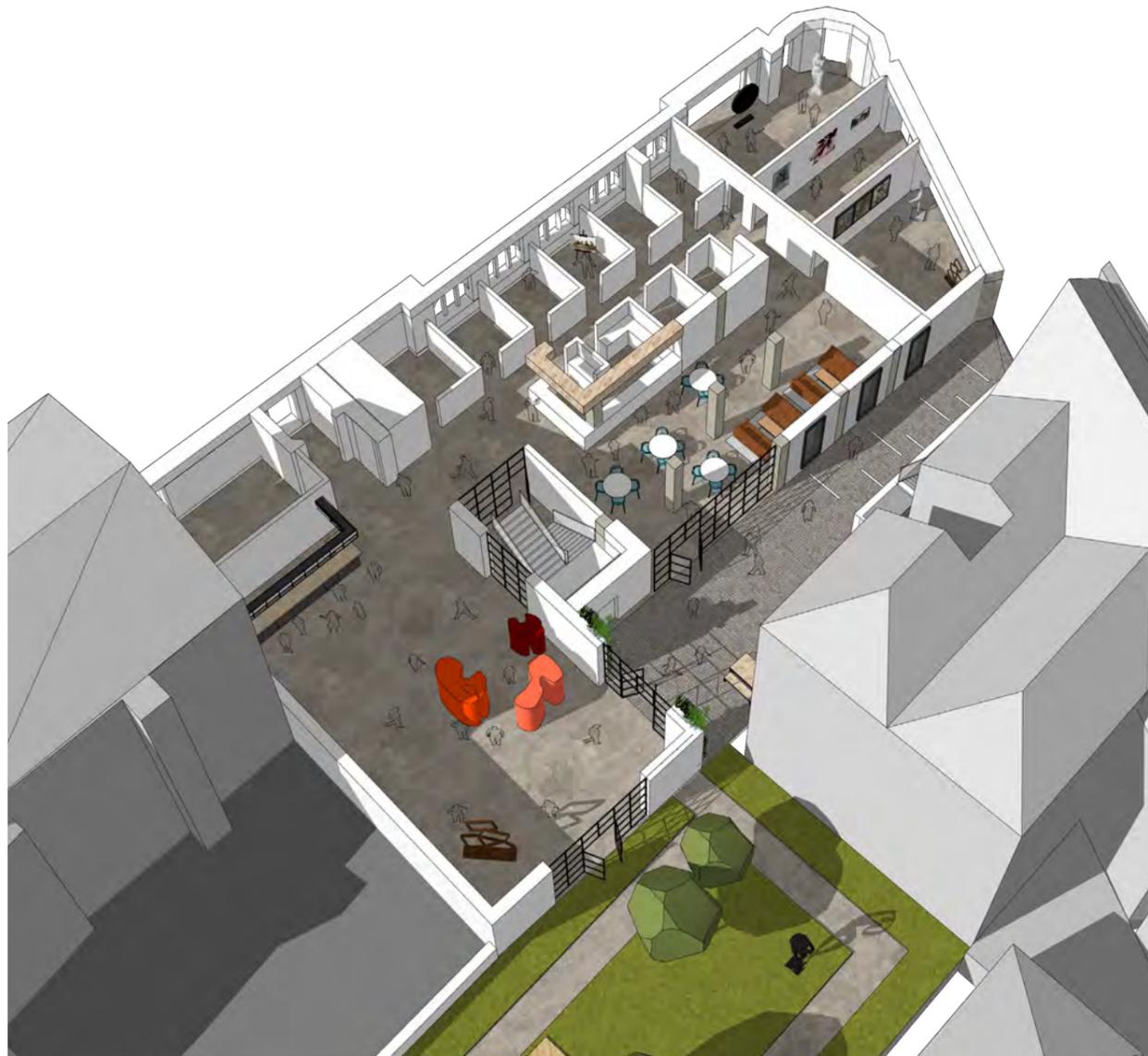
The building is currently home to the WCS Performing Arts Academy however it will become vacant when this department relocates to the main college campus in 2020.



## Ground Floor: Maker Spaces & Exhibition / Venue

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A new pend access is driven through the building thanks to the removal of one of the High Street retail units. This leads to a courtyard and garden space providing access to a series of Artist / creative studios and a flexible exhibition / events space. Small maker space units are introduced to the High Street frontage.



## First Floor: Creative Co-Work Space & Gallery

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The first floor is re-imagined as a series of creative co-work spaces for those working in graphic design, illustration, web / game design etc and has access to the upper level of the flexible events / exhibition space.



## Second Floor: Artists Studios / Creative Spaces

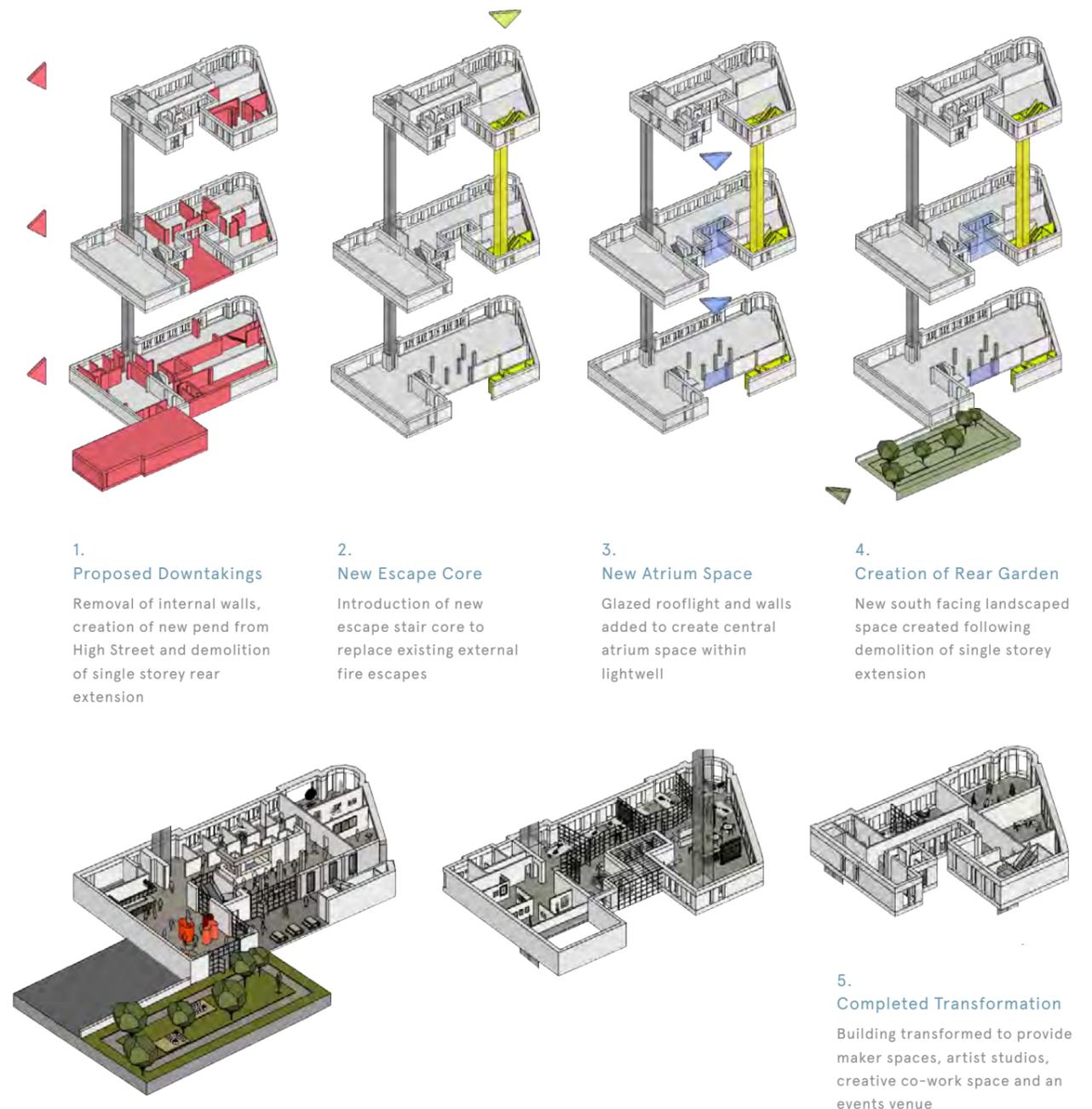
The large spaces on the top floor are preserved and repurposed as bigger artist studios, with the opportunity to introduce north facing rooflights.



I'm doing my Advanced Higher Art at the studio in the old YMCA working with an artist and I'm going to be in an exhibition.

## Transformation Methodology

The diagram below outlines the moves required to repurpose the building, the biggest of which are the creation of a new pend access from High Street and the demolition of a single storey extension to the rear.



## YMCA Building: Creative Workspace

---



hive



I've got a wee jewellery studio & shop in the old YMCA. It's great to work with the other artist & the business support is fantastic.

Strategy In Practice - Attractors

# How do we save the TA Building?

## A Historic Building in a Perilous State

The TA Building and Drill Hall is located on the High Street and sits between Coats Memorial Church and Paisley Museum. It has laid vacant for a number of years and its condition has deteriorated considerably in the past few years. A workable solution needs to be found to safeguard its future.

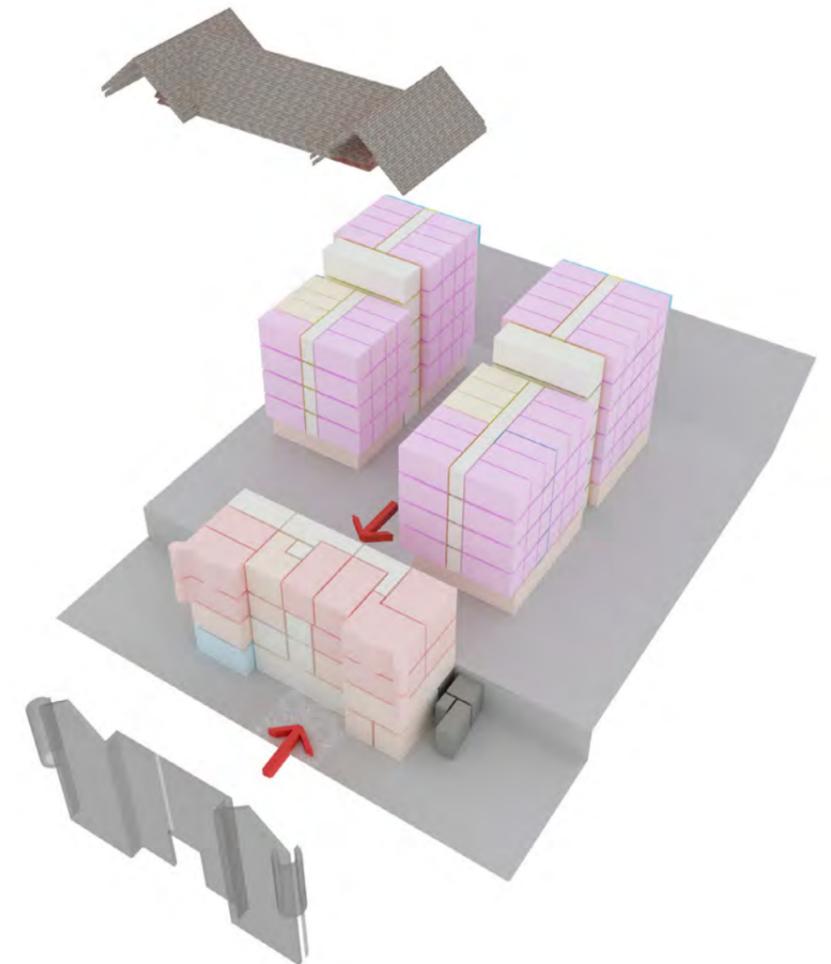


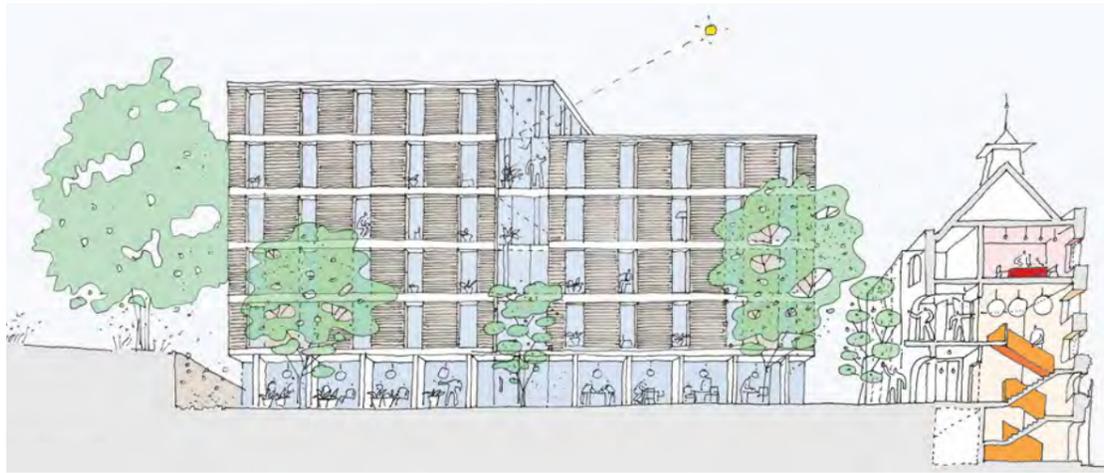
Its condition has deteriorated considerably in the past few years. A workable solution needs to be found to safeguard its future.

## Option 1: Student Residences

Due to its proximity to the UWS campus [it is located immediately opposite the main campus welcome building], the TA site could provide a site for student accommodation, through the refurbishment of the Street facing building and the demolition of the rear drill hall that would provide adequate site area to construct blocks of new build accommodation.

### Ideal Location Close to UWS Campus





## Marketed Proposals

The sketches above demonstrate recent proposals for the TA building and are taken from the marketing brochure prepared by Ryden on behalf of the current owners.

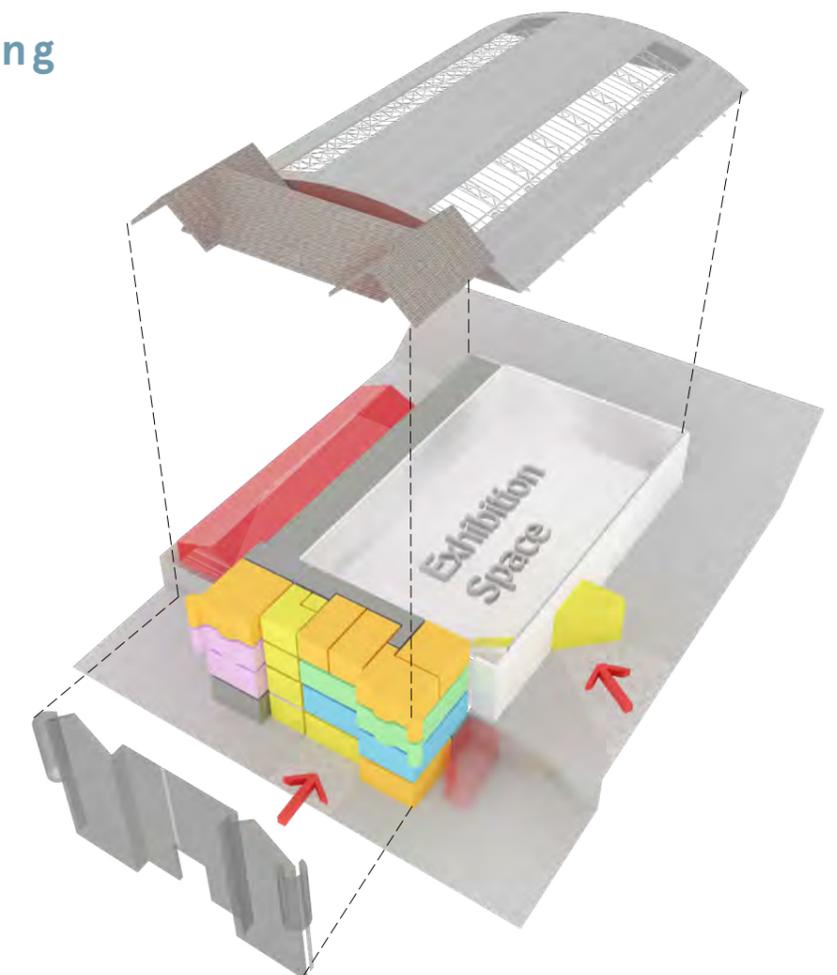
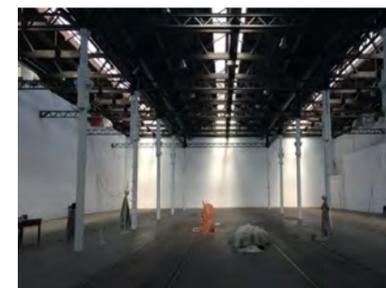
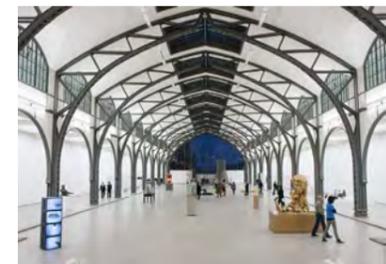
The proposals show the conversion of the front building to form 11 studios and the creation of 2 new build blocks that provide a further 162 rooms with shared kitchen facilities.

## Option 2: Exhibition / Event Space

Temporary / touring exhibitions have proven to be very successful in the past [particularly the record breaking Brick City Lego Exhibition] and the TA building, located immediately adjacent to Paisley Museum could provide the ideal flexible location for all manner of exhibitions and events.

The rear drill hall, a single large volume top lit space could be transformed to create a 'Tramway' style space for the town and, together with the Museum and Coats Memorial form a new 'Cultural Campus' on the High Street.

## A Home for Touring and Temporary Exhibitions



## Drill Hall: Exhibition / Event Space

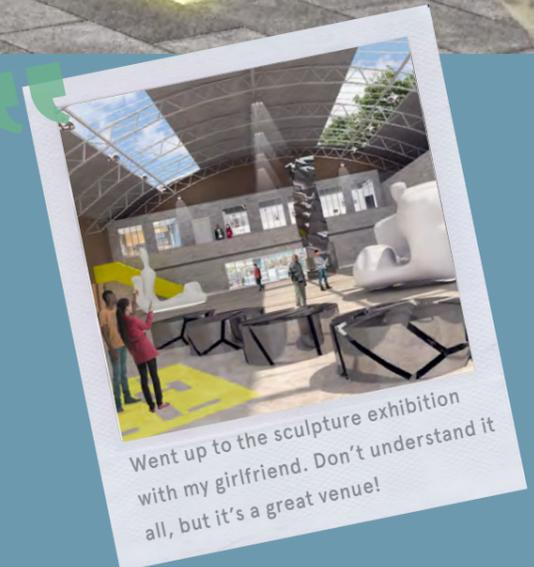
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“ Together with the Museum and the proposed Coats Memorial Venue, the TA Building could form a new ‘Cultural Campus’ on the High Street.





## Drill Hall: A Flexible Exhibition Space and Venue for Paisley



Went up to the sculpture exhibition with my girlfriend. Don't understand it all, but it's a great venue!



# Spaces & Connectivity



## Key Principles

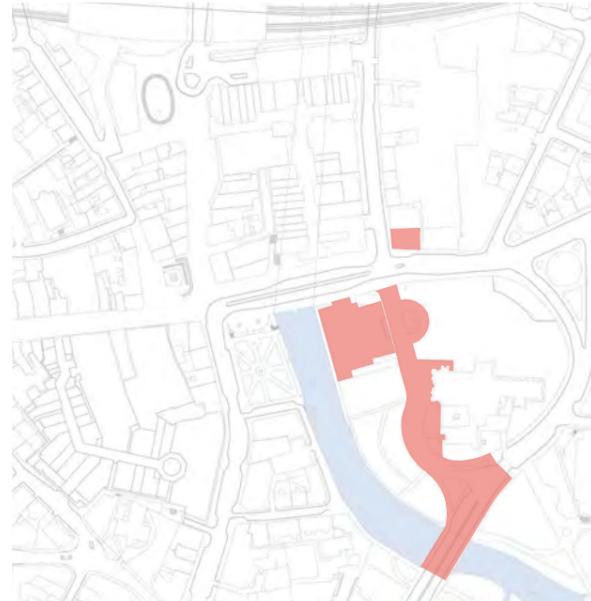
The vision draws on the quality of the built environment in our town centre to create new and enhance existing public spaces to both improve day to day experience and to more effectively support the already successful events programme hosted by the town. County Square is a key asset that with a redesign and with a re-worked station will be an enviable asset for the town. Another key aspiration is to elevate the core stretch of High St into a place rather than a route and to create new routes in this location to change perception, permeability and increase accessibility.

# Paisley: A Town of Events

## Spring: Food & Drink Festival

Paisley Food & Drink Festival is held every year in Abbey Close and until this year, the Beer Festival was held in the Town Hall.

The festival attracts thousands of locals and visitors to the heart of the town centre and is getting bigger and bigger every year.



Paisley currently plays host to a wide variety of events throughout the year, all focused on the Town Centre



## Summer: Sma' Shot Festival Carfest

The Sma' Shot celebration takes place on the first Saturday in July – to mark the time of year when the weavers and their families would traditionally take their holidays.

A colourful parade leaves Brodie Park, heading for Paisley Arts Centre led by the tuck of the Charleston Drum.

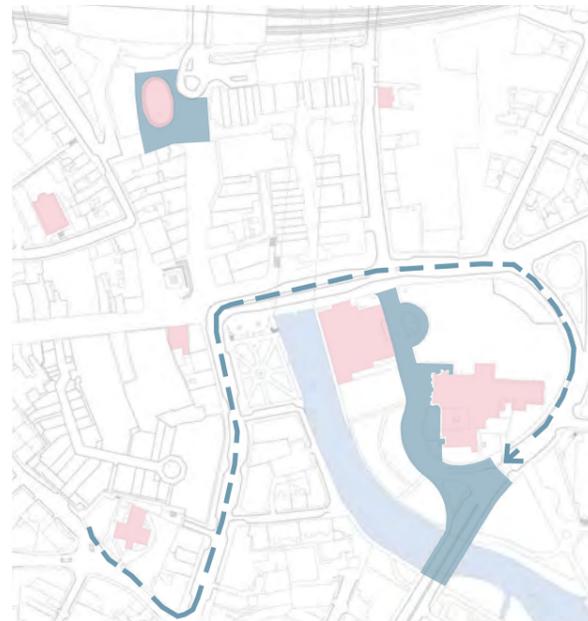




Autumn:  
**Halloween Festival**  
**Spree Arts Festival**

Tens of thousands of people attend Paisley's Halloween Festival every year. So successful, there are plans to market the event as 'Scotland's Halloween: the definitive destination' by Event Scotland.

The Spree is a major Music, Comedy and Drama festival held over a ten day period in various venues through the town centre.

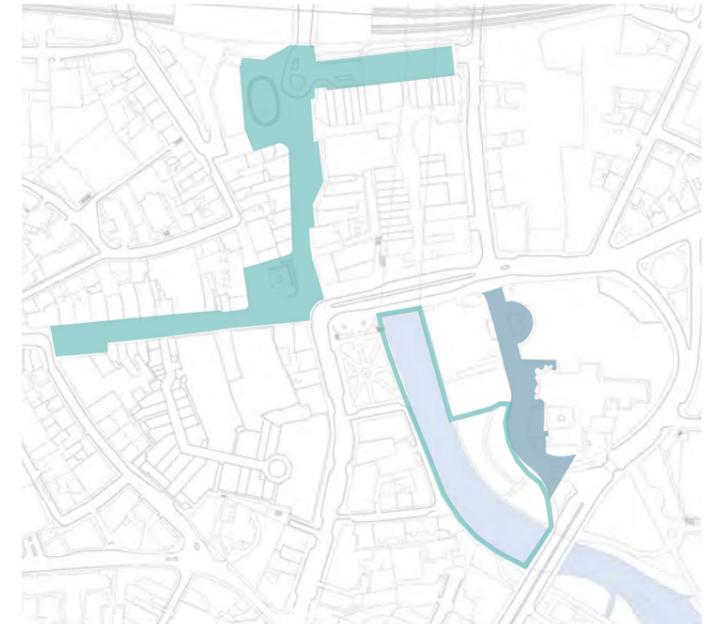


Winter:  
**Fireworks Spectacular**  
**Winterfest & Christmas Lights**

Paisley's Fireworks Spectacular is one of the largest of its kind in the country and takes place around Abbey Close, with the sky filled with light over the mediaeval Abbey.

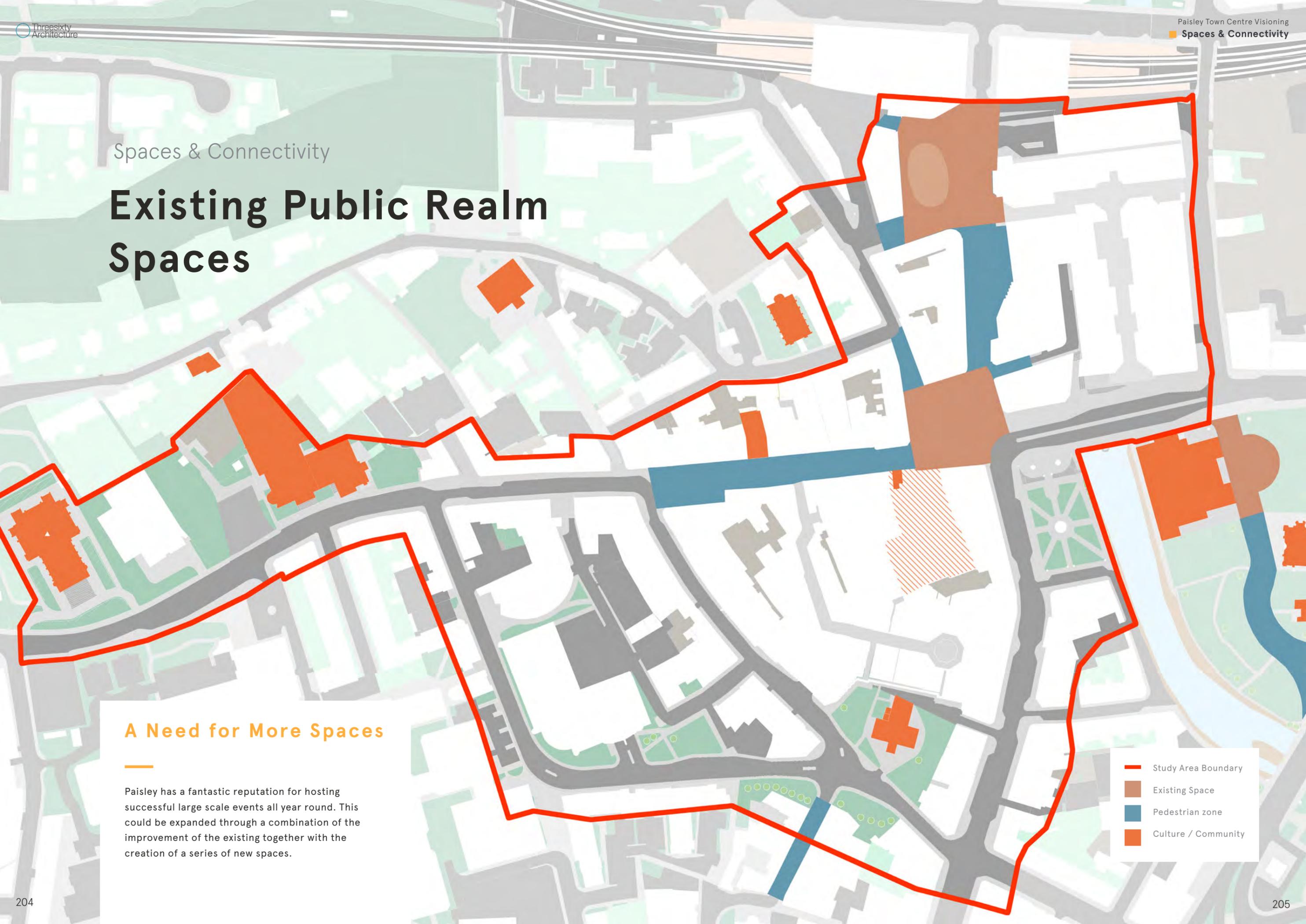
Winterfest is an initiative by Paisley First, Paisley's BID and runs for the month of December. The event brings an outdoor ice rink, Big Wheel and continental Christmas Market to the town centre.

Winterfest begins just one week after the annual Paisley Christmas Lights Switch-On, organised by Renfrewshire Council, complemented by live music and entertainment watched by thousands.



Spaces & Connectivity

# Existing Public Realm Spaces



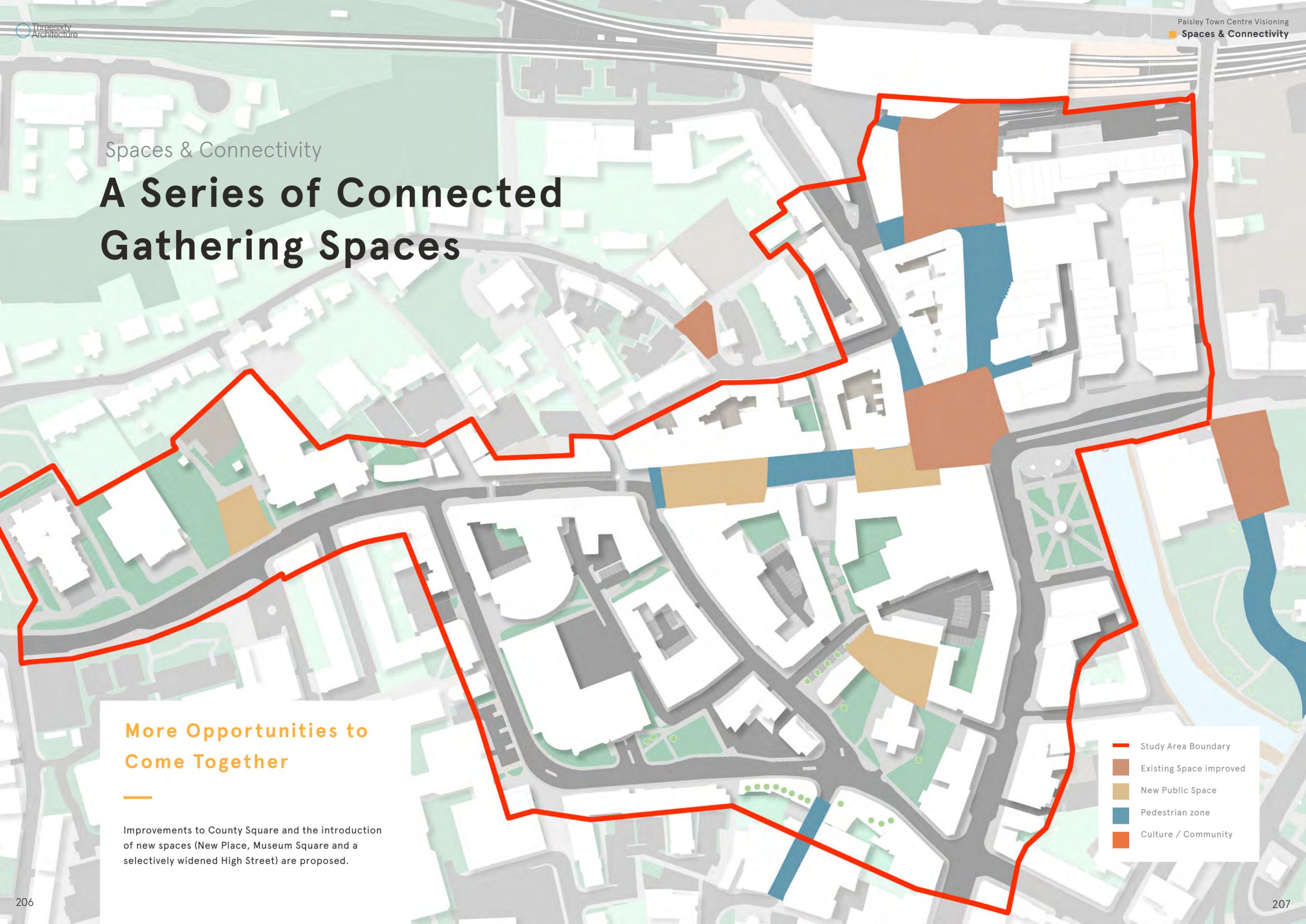
## A Need for More Spaces

Paisley has a fantastic reputation for hosting successful large scale events all year round. This could be expanded through a combination of the improvement of the existing together with the creation of a series of new spaces.

- Study Area Boundary
- Existing Space
- Pedestrian zone
- Culture / Community

Spaces & Connectivity

# A Series of Connected Gathering Spaces



## More Opportunities to Come Together



Improvements to County Square and the introduction of new spaces (New Place, Museum Square and a selectively widened High Street) are proposed.

- Study Area Boundary
- Existing Space improved
- New Public Space
- Pedestrian zone
- Culture / Community

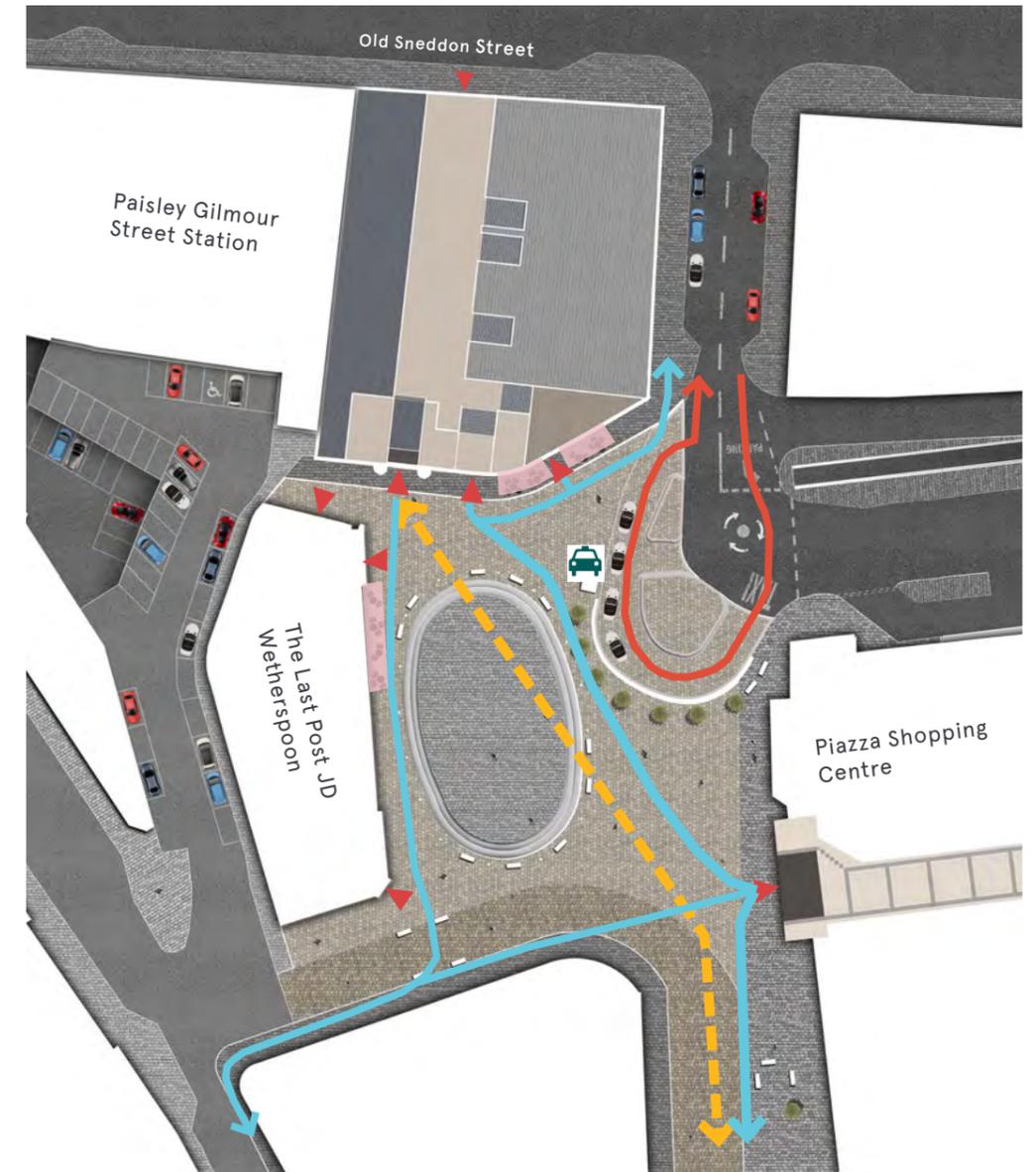
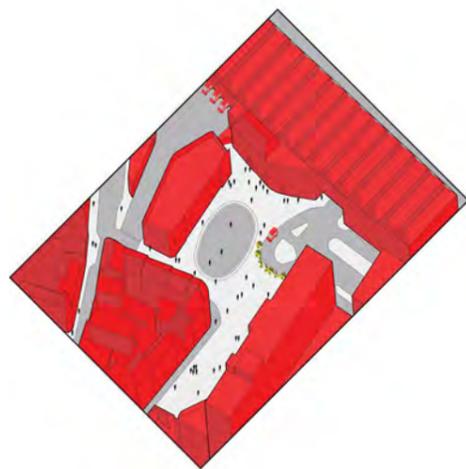
# Spaces & Connectivity

## County Square

### A Vital Civic Engagement Space for the Town

County Square performs a multitude of functions, a place to gather for events, a welcome space for visitors and a busy thoroughfare for commuters / tourists due to the presence of Gilmour Street Station and the town's main taxi rank.

It also serves as an access to the basement service yard of the Piazza Shopping Centre and to their multi-storey car park.



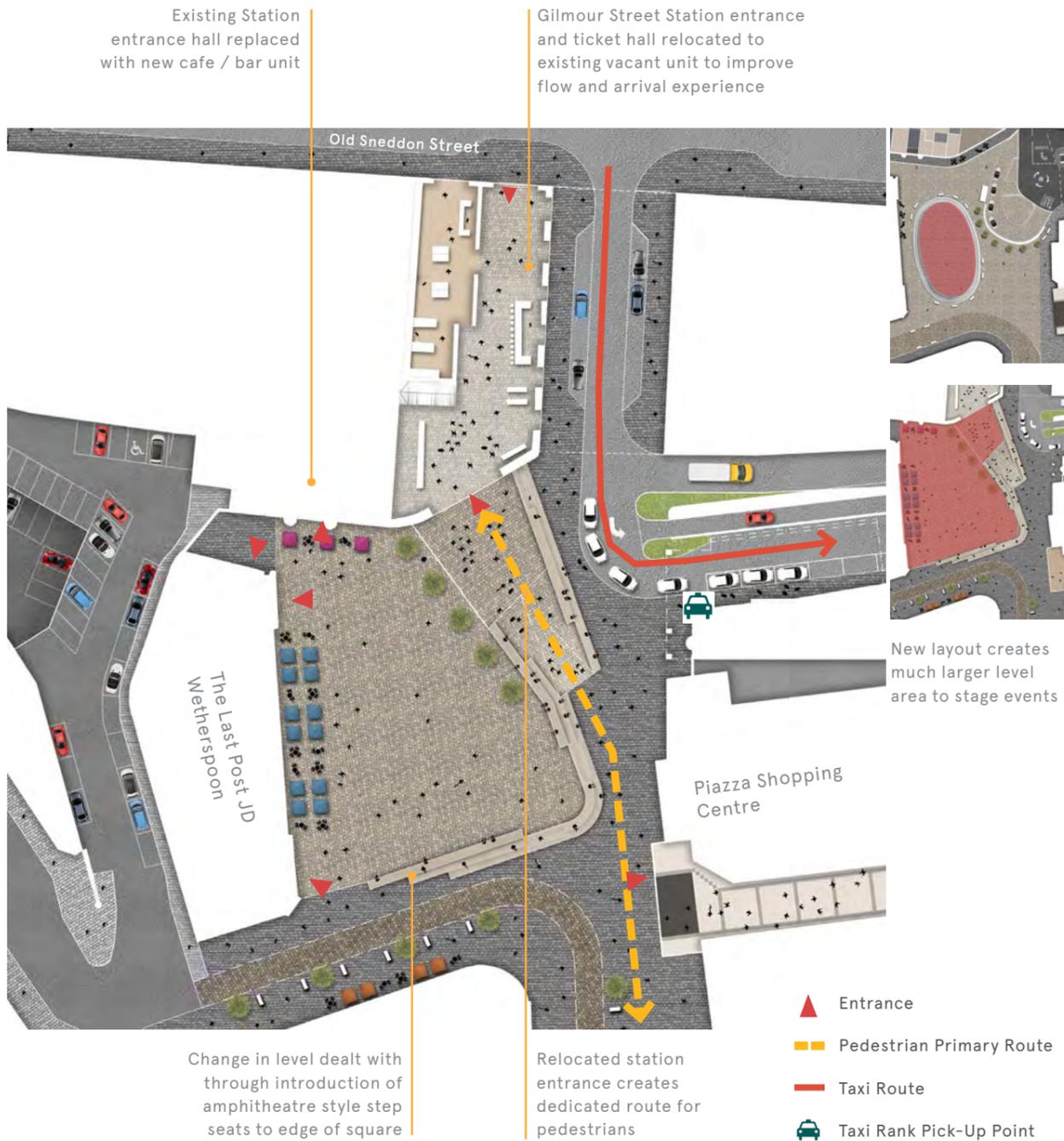
### Existing Layout

The space is currently dominated by an elliptical flat surface surrounded by steps of varying heights and a large taxi rank and turning area.

- ▲ Entrance
- Pedestrian Primary Route
- Pedestrian Secondary Route
- Taxi Route
- 🚗 Taxi Rank Pick-Up Point
- Pavement Cafe

## Proposed Layout: A Larger Flexible Level Event Space

In order to maximise the flexibility of this key civic space within the town centre, it is important to simplify the level challenges and complicated geometry of the current layout. The relocation of the station entrance also removes the complication of huge numbers of train passengers having to cross through or be corralled around any events being held.



## Spree: Spiegeltent

The new layout permits better placement of the Spiegeltent and allows further complementary venues / support spaces to be constructed alongside.



## Outdoor Gig / Event

Large open air music events can be better accommodated with a larger level area, free from a constant stream of rail passengers looking to traverse the space.





Events can be better accommodated with a larger level area, free from a constant stream of rail passengers looking to traverse the space.

**County Square: A Community Hub Destination for the People of Paisley**



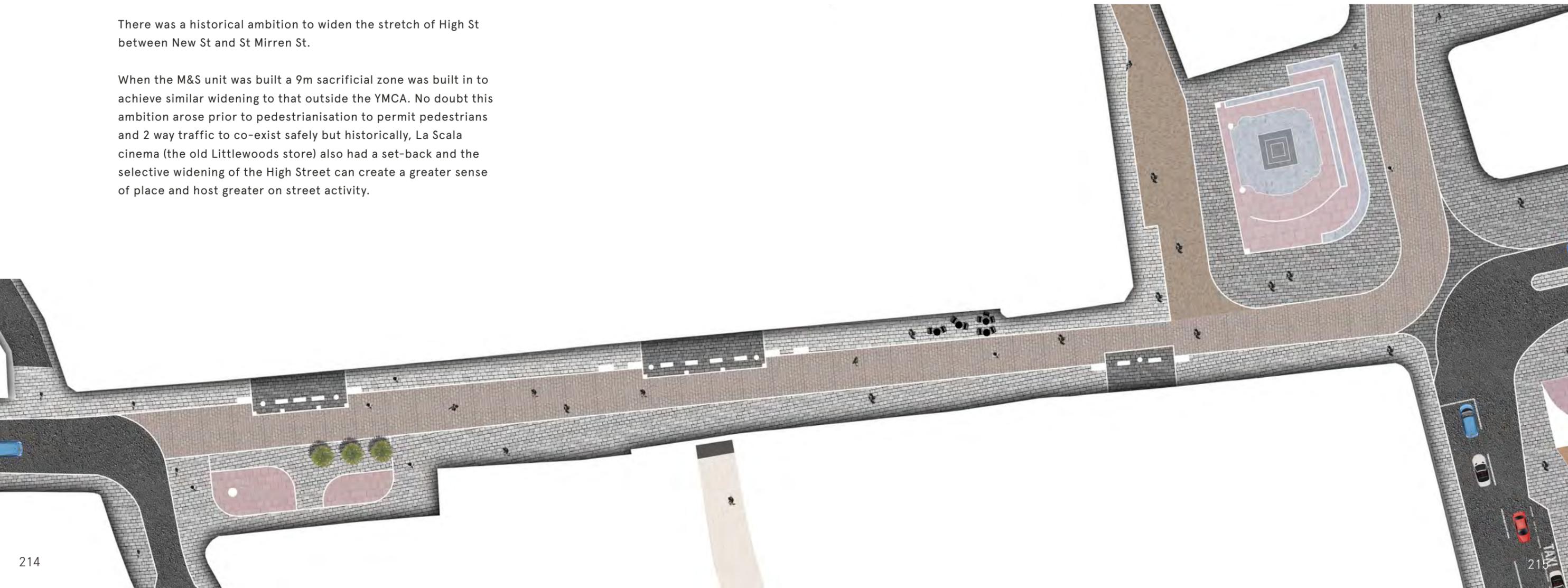
Spaces & Connectivity

# A Widened High Street

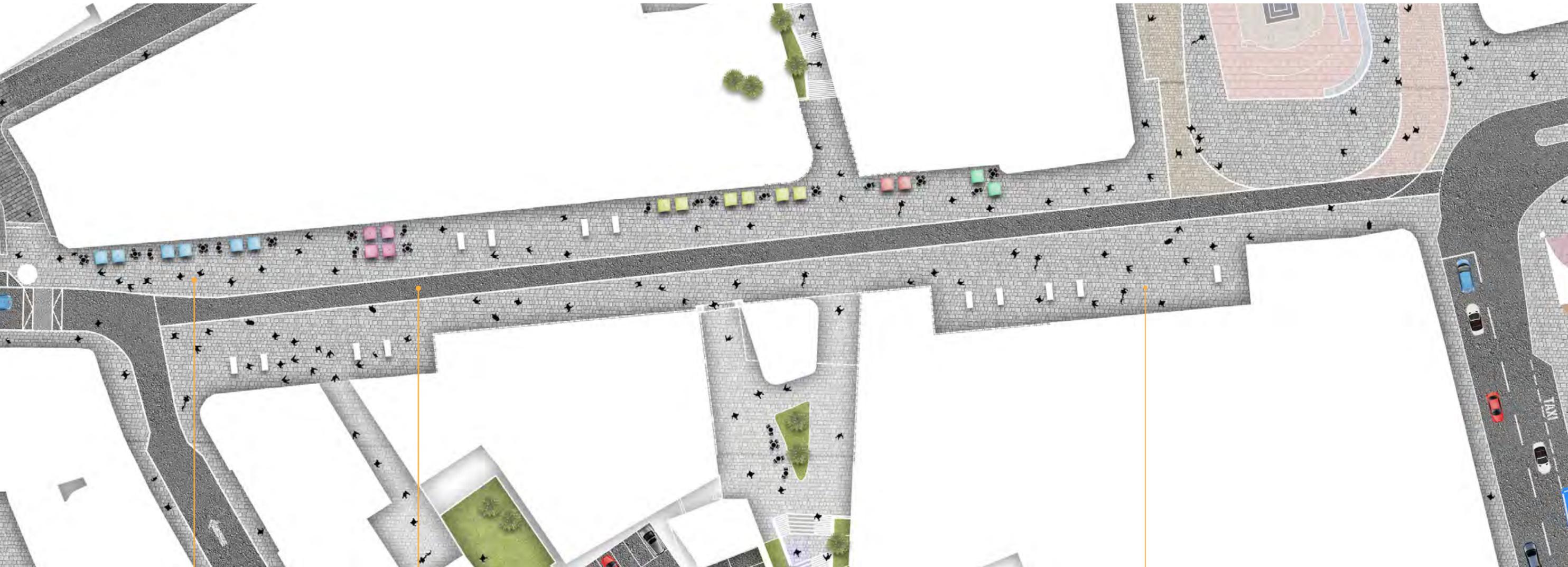
The Widening of the High Street can Create a Greater Sense of Place

There was a historical ambition to widen the stretch of High St between New St and St Mirren St.

When the M&S unit was built a 9m sacrificial zone was built in to achieve similar widening to that outside the YMCA. No doubt this ambition arose prior to pedestrianisation to permit pedestrians and 2 way traffic to co-exist safely but historically, La Scala cinema (the old Littlewoods store) also had a set-back and the selective widening of the High Street can create a greater sense of place and host greater on street activity.



## A Historical Ambition to Widen the High St Realised



A narrowed traffic lane permits the creation of a wider south facing area for pavement cafe seating

A narrowed one way traffic lane for use of service vehicles out of hours and perhaps by public transport to improve visibility and accessibility

Widened section of High Street creates a new external 'room' in front of new cinema and a space better equipped to host large events

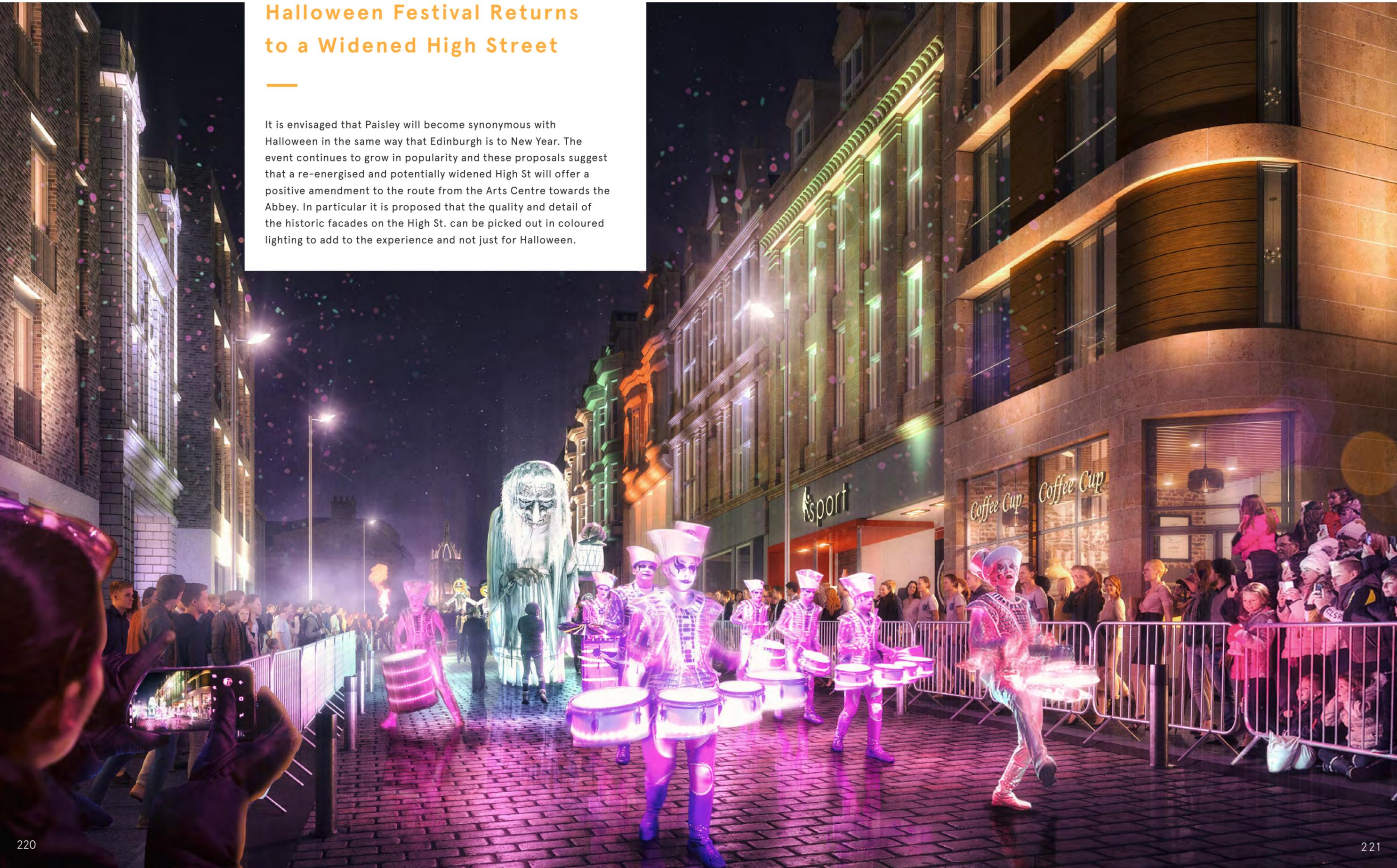


The Selective Widening of  
the High Street Can Create  
a Greater Sense of Place and  
Host Greater on Street Activity.

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## Halloween Festival Returns to a Widened High Street

It is envisaged that Paisley will become synonymous with Halloween in the same way that Edinburgh is to New Year. The event continues to grow in popularity and these proposals suggest that a re-energised and potentially widened High St will offer a positive amendment to the route from the Arts Centre towards the Abbey. In particular it is proposed that the quality and detail of the historic facades on the High St. can be picked out in coloured lighting to add to the experience and not just for Halloween.



Spaces & Connectivity

# New Place

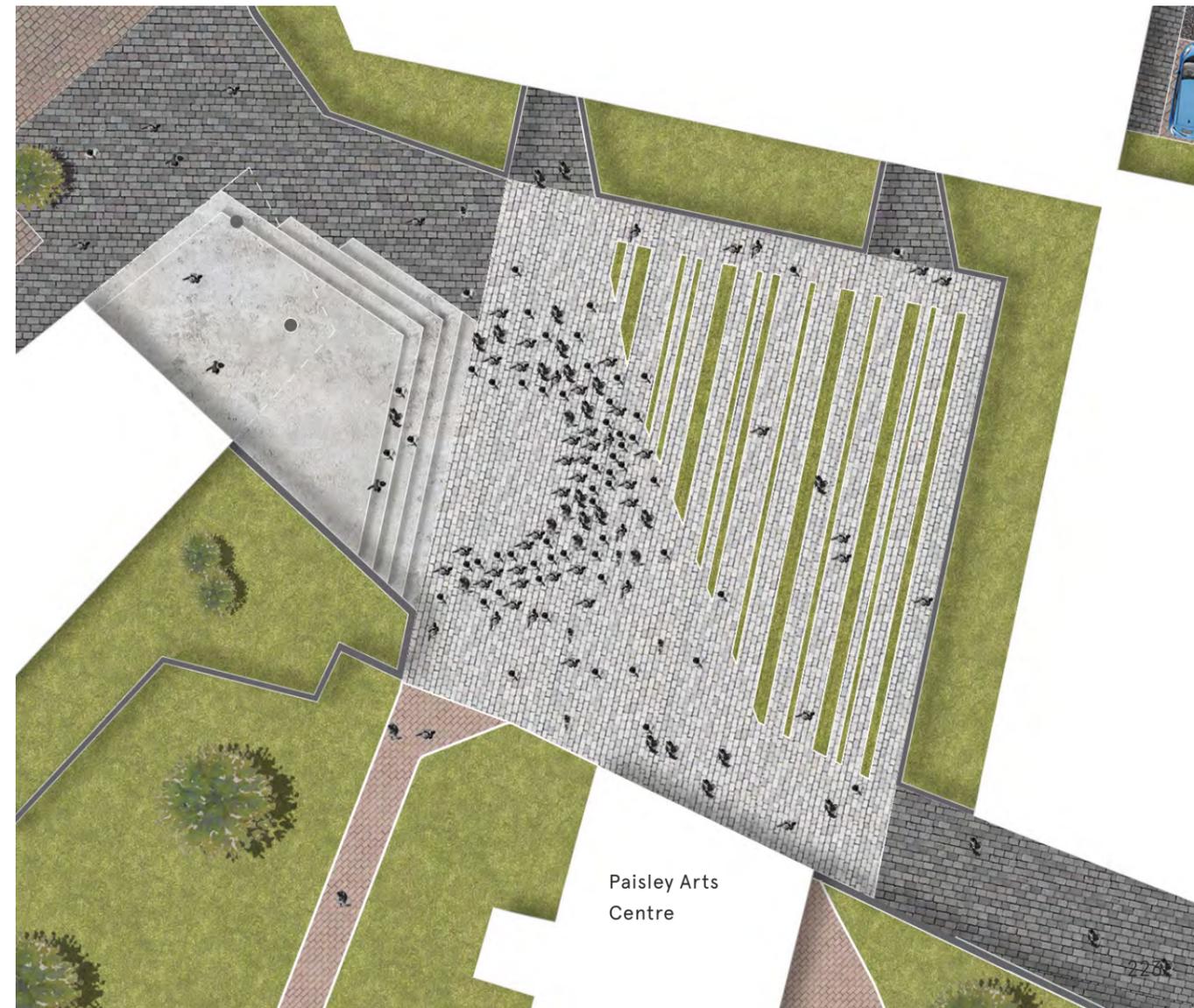
## Recreation of a Historic Space Within the Town



The proposals for the repurposing of the Paisley Centre allow for the creation of a new public space for the town, located on the site of a space that was lost when the shopping centre was developed in the late 80's / early 90's.

This 'New Place' provides an external meeting and performance space overlooked by new residential blocks that could work in tandem with the Arts Centre and provides a more fitting setting for this significant cultural asset.

New Place provides a new meeting and performance space in the town centre.





## New Place

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This new square provides a safe and welcoming space for people to gather and enjoy their town centre.

## Spaces & Connectivity

# A Town of Venues

**Paisley has an  
Abundance of Great  
Venues**

Paisley plays host to a wide variety of gigs, recitals, comedy nights and dance and drama events all throughout the year, culminating in the annual Spree Festival.

Existing venues, combined with proposed new venues and improved external spaces could be brought together to host even larger multi-venue events.



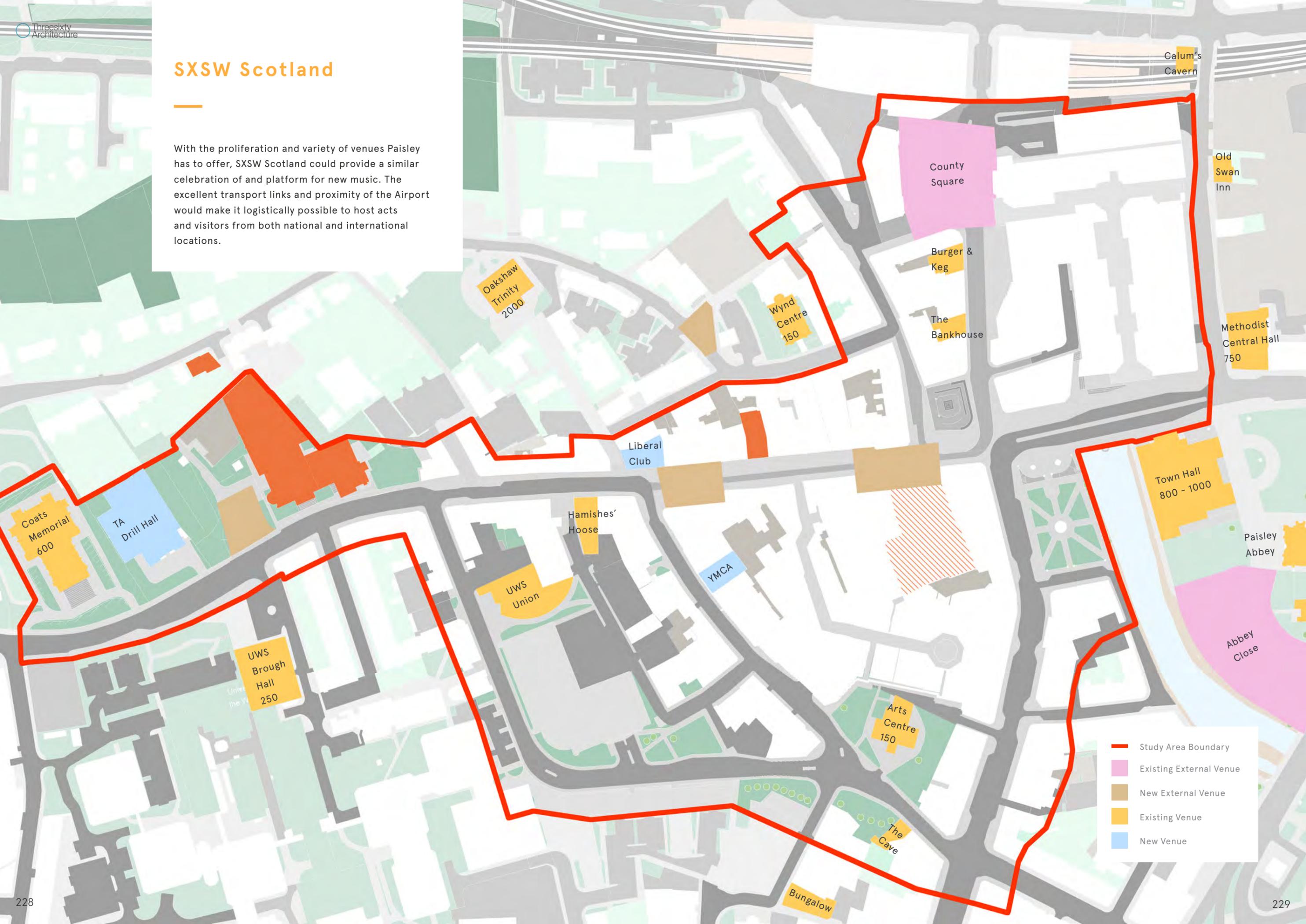
## SXSW, Austin Texas

SXSW Music is the largest music festival of its kind in the world, with more than 2,000 acts as of 2014. Bands and musicians from all over the world descend on Austin annually for a 10 day celebration of new music.

The music event has grown from 700 registrants in 1987 to over 28,000 registrants and is a fantastic advert and revenue generator for the city of Austin.

## SXSW Scotland

With the proliferation and variety of venues Paisley has to offer, SXSW Scotland could provide a similar celebration of and platform for new music. The excellent transport links and proximity of the Airport would make it logistically possible to host acts and visitors from both national and international locations.



- Study Area Boundary
- Existing External Venue
- New External Venue
- Existing Venue
- New Venue

Spaces & Connectivity

# Pedestrian Accessibility

## Existing Lanes, Vennels & Wynds

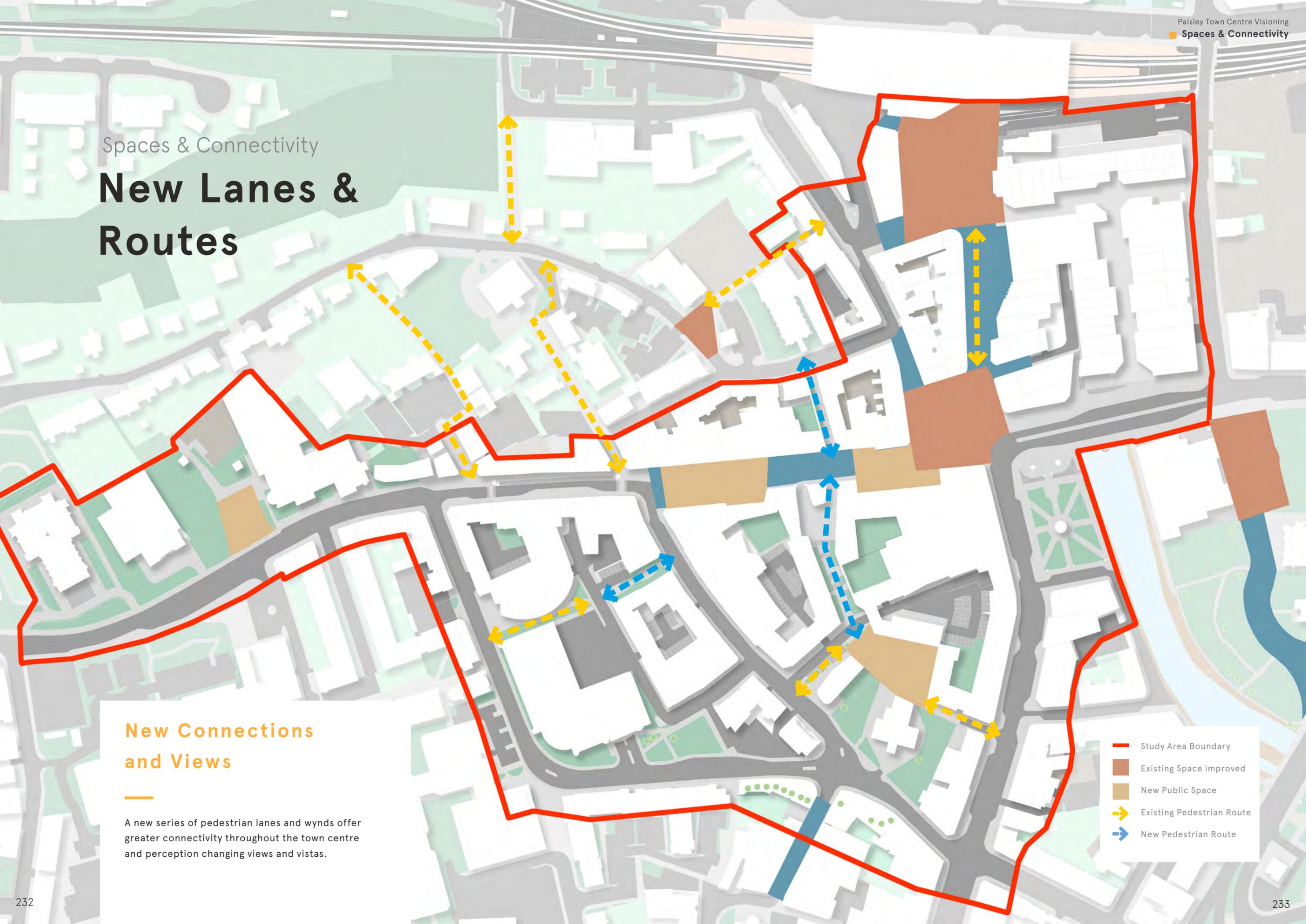
Paisley town centre has a number of historic wynds and lanes that provide attractive pedestrian routes and vistas from Oakshaw Hill to the heart of the town centre.

The vision looks to extend this language through the study area to offer greater permeability and accessibility.



Spaces & Connectivity

# New Lanes & Routes



## New Connections and Views

A new series of pedestrian lanes and wynds offer greater connectivity throughout the town centre and perception changing views and vistas.

- Study Area Boundary
- Existing Space improved
- New Public Space
- Existing Pedestrian Route
- New Pedestrian Route



A new series of pedestrian lanes and wynds offer greater connectivity throughout the town centre and perception changing vistas

Spaces & Connectivity

## Transformed Urban Grain

### Greater Pedestrian Permeability and Views

The areas to the north and south of the High Street are currently devoid of permeable routes, mainly due to the mass of the Paisley Centre and its internalised mall areas. The adjacent plan illustrates a revised urban grain that contains a new series of pedestrian lanes and wynds, combining to offer greater accessibility and connectivity. These interventions

create new vistas that physically transform perceptions of our town centre, opening view corridors connecting to forgotten buildings of merit and the wider landscape and further extend the established language of historic pedestrian routes from Oakshaw Hill to High Street.

Spaces & Connectivity

# Public Transport Accessibility

## A Well Connected Town Centre

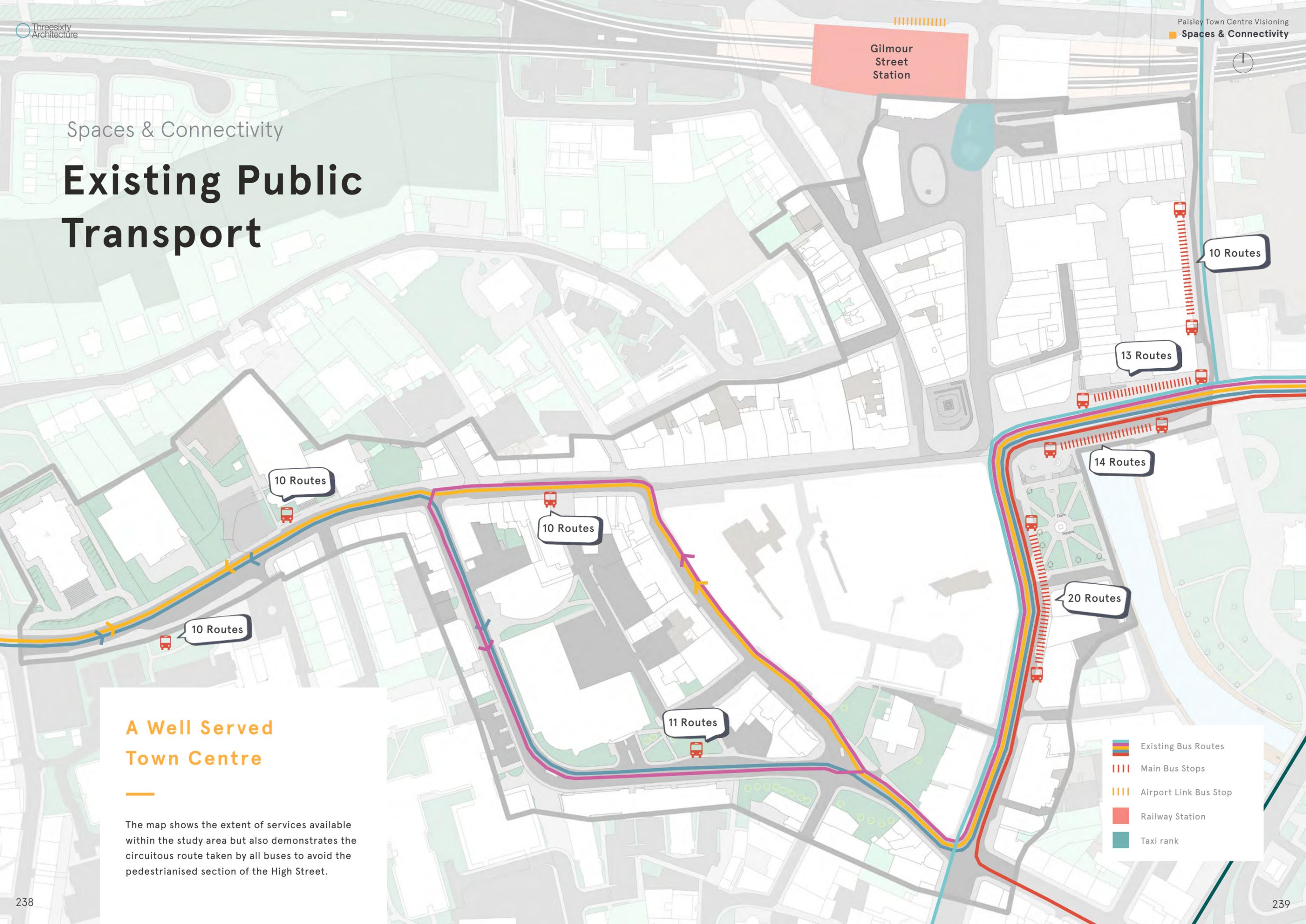
Paisley town centre is very well served by all forms of public transport. A variety of regular bus services connect the town centre to greater Renfrewshire and beyond. Gilmour Street Railway Station, the fourth busiest in Scotland, offers plentiful services connecting to Glasgow in 10 minutes and the Ayrshire Coast and Prestwick Airport, as well as a daily direct service to Edinburgh Waverley.

Glasgow Airport is currently connected to the town centre via a dedicated bus service from the rear of Gilmour Street Station.



Spaces & Connectivity

# Existing Public Transport



## A Well Served Town Centre

The map shows the extent of services available within the study area but also demonstrates the circuitous route taken by all buses to avoid the pedestrianised section of the High Street.

- Existing Bus Routes
- Main Bus Stops
- Airport Link Bus Stop
- Railway Station
- Taxi rank

Spaces & Connectivity

# Can we introduce public transport to the High Street?



## Enhanced Accessibility and Visibility to the High Street

As part of the "Clone Town" movement in 80's and 90's, high streets all over Scotland were in part pedestrianised. This made sense in Paisley at the time as the narrow pavements and 2 way traffic were tricky to manage safely and the pollution was high. However, the down-side is that the units on the High St are "invisible" or, at least much less visible. It also creates an unnerving quiet stretch at night that lacks the passive surveillance and activation of passing traffic.

Opening up the High St to cleaner forms of public transport in one direction (East West) would counter this and reduce the detour (and vehicle loading) down St Mirren St and up New St.

It would be further made possible with the introduction of further widening of the High St and it could be closed off and transport re-routed for festival events.



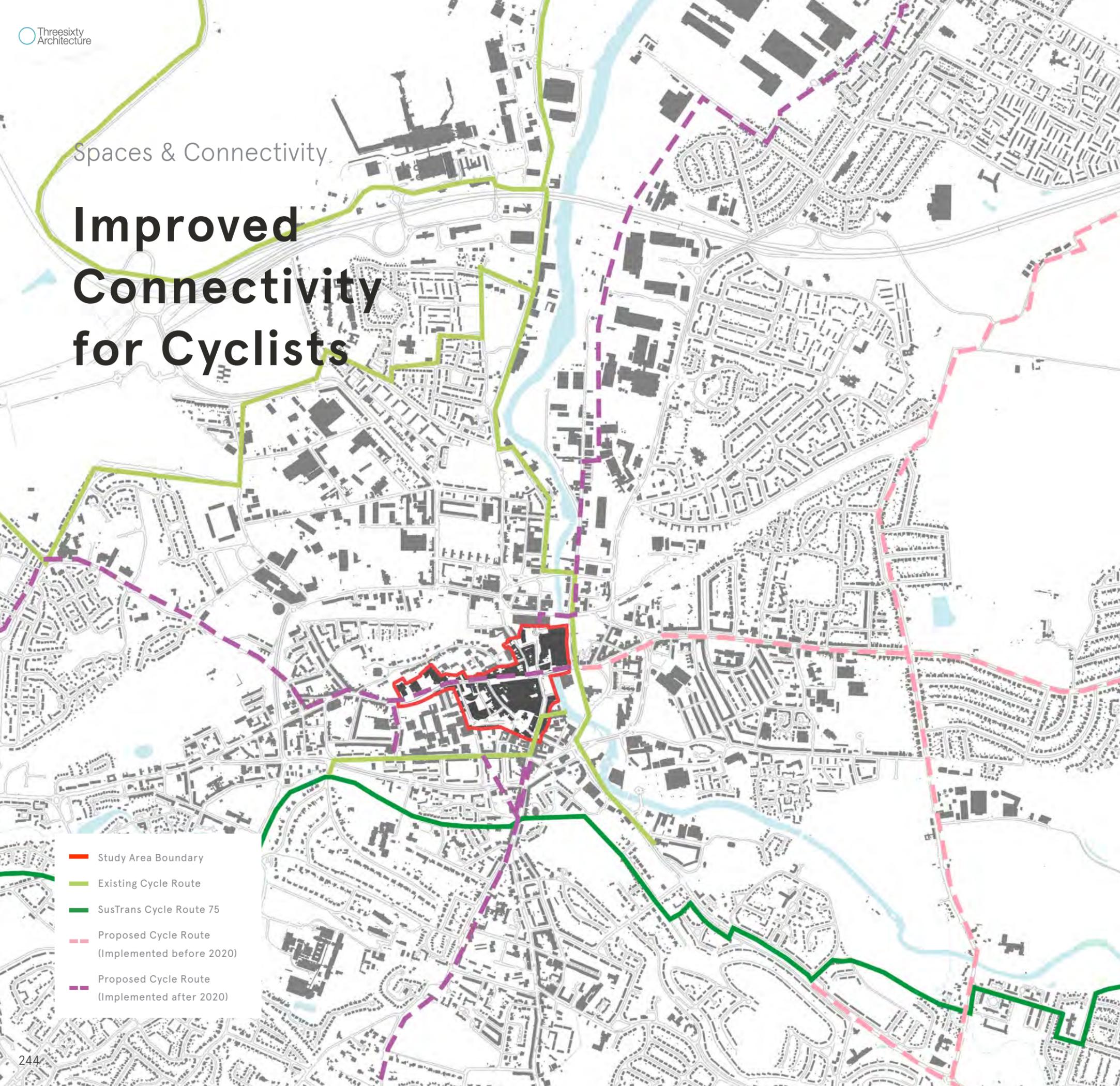
## A Visible and Accessible High Street

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Spaces & Connectivity

# Improved Connectivity for Cyclists



- Study Area Boundary
- Existing Cycle Route
- SusTrans Cycle Route 75
- - - Proposed Cycle Route (Implemented before 2020)
- - - Proposed Cycle Route (Implemented after 2020)

Cycling has become an increasingly popular leisure activity and method of transport enjoyed by people of all ages and types.

Paisley town centre is located close to national cycle route 7/75 that connects the town to Linwood, Johnstone etc. and on to the Ayrshire coast to the west and to Edinburgh and beyond to the east. Currently, there is a disconnect between the study area and this cycle route, however this missing link forms part of proposals to expand the cycle path network beyond 2020.

Plans are at an advanced design stage for a largely off-road route between Paisley and Renfrew. This route will serve commuter and leisure users and provide a link to employment opportunities in both towns. This route provides a stronger connection to West College Scotland and the GAIA South development area.

Connectivity in future years will be transformed by the new multi-modal road bridge across the Clyde between Renfrew and Yoker, planned as part of the Clyde Waterfront and Renfrew Riverside project, which is due to be delivered in 2020.

Plans are also in place to introduce a cycle route through the heart of the study area, connecting east-west to residential neighbourhoods and providing greater connectivity to these areas and better opportunities to reach the town centre without the need for car or public transport.

Appropriate cycle storage facilities will be required at key areas, such as Gilmour Street Station and on or adjacent to the High Street to actively encourage cycle travel to, and dwell time within Paisley town centre.

Spaces & Connectivity

# How can Gilmour Street Station better engage with the public realm?

## A Poor Arrival Experience

Paisley Gilmour Street is the fourth busiest railway station in Scotland behind the two main Glasgow and Edinburgh Stations. Thousands of commuters, tourists and airport passengers pass through every day. The arrival experience is currently poor, with narrow entrances and very little visible connection to County Square, Paisley's key civic space.



Existing station entrance is narrow and tucked into corner of Square. Limited views into station

Current exit door is extremely narrow and incorporates step



Station entrance relocated complete with new glazed facade to County Square

Large openings formed in wall to new ticket hall to provide light and activity to space beneath tracks

New decorative lighting and murals to viaduct and upper station facade

## Gilmour Street Transformed

The relocation of the entrance and ticket hall to a currently vacant retail unit provides the opportunity to create a much more open, light and welcoming connection to County Square and allow the station to be more visible from distance on approach via Gilmour Street from High Street.

Spaces & Connectivity

# How do we improve the key arrival experiences beneath the railway viaduct?

## Transforming a Negative Attribute into a Positive

The elevated railway lines form a significant barrier between the High Street and the one way system that brings a large number of visitors to the town centre. There are three key locations where the 'gateway' experience could be greatly improved, the most important of which is the access to Gilmour Street.

The introduction of new murals / artwork and lighting could transform these spaces and provide a recognisable, 'instagrammable' series of entry points into the town centre.



- 1 Smithhills Street
- 2 Gilmour Street
- 3 Moss Street





## Spaces & Connectivity

# Car Access & Parking

The future trends are likely to be reduced car ownership, driverless cars, etc. but, in the meantime, if the ambition is to encourage the wider suburban community and ensure all parts of society use and invest in our town centre we need to recognise that parking is, for now, important.

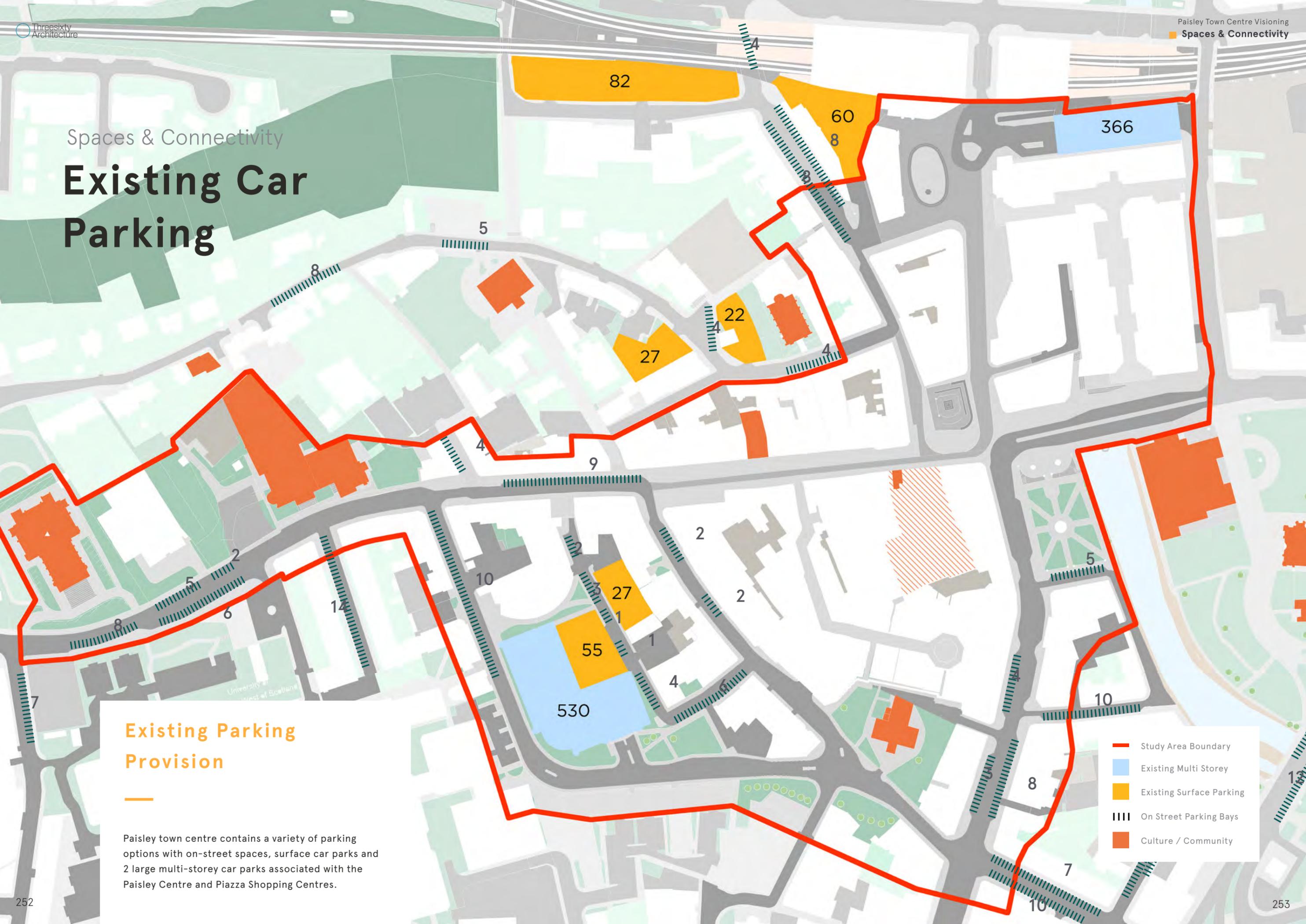
Generally Paisley is well provided for with parking but, like large shopping centres, it needs to be managed in terms of visibility and usage e.g. there's no point using all the nearest spaces for shop and restaurant staff – manage it to leave them for customers. Also, if you consider how Silverburn and Braehead SOAR capitalise on the footfall on the journey from car park to cinema for example, we may develop very deliberate strategies for the routes between concentrated parking and future key attractors.

There are various campaigns for town centre parking [e.g. 3 for Free] and this scope is outwith this exercise.



Spaces & Connectivity

# Existing Car Parking



## Existing Parking Provision



Paisley town centre contains a variety of parking options with on-street spaces, surface car parks and 2 large multi-storey car parks associated with the Paisley Centre and Piazza Shopping Centres.

- Study Area Boundary
- Existing Multi Storey
- Existing Surface Parking
- On Street Parking Bays
- Culture / Community

# Are there ways to reduce the impact of car use in our town centre?



## Case Study: Roeselare, Belgium

Roeselare has introduced a number of digital signs showing availability of parking and improved wayfaring for those travelling by car into the town centre.

More recently, they have introduced 'shop and go' a scheme that through the use of sensors permits 30 minutes of free parking in the town centre. There is no need for ticket machines and wardens are sent a signal via an app to inform them when a car has overstayed its allotted time. This has proved particularly popular with residents.

## Car Clubs: Access without Ownership

Car Clubs are proving increasingly popular throughout the UK and beyond, providing people with the convenience of a car when they need it without the requirement for ownership and, from a spatial perspective, without the need for large areas of additional parking.

This type of scheme has been successfully implemented in other towns of similar scale to Paisley [Durham, pop. 65,000 / Hastings, pop. 90,000] and could be a welcome addition to the town centre to complement the new residential developments proposed.





# Safety & Inclusion



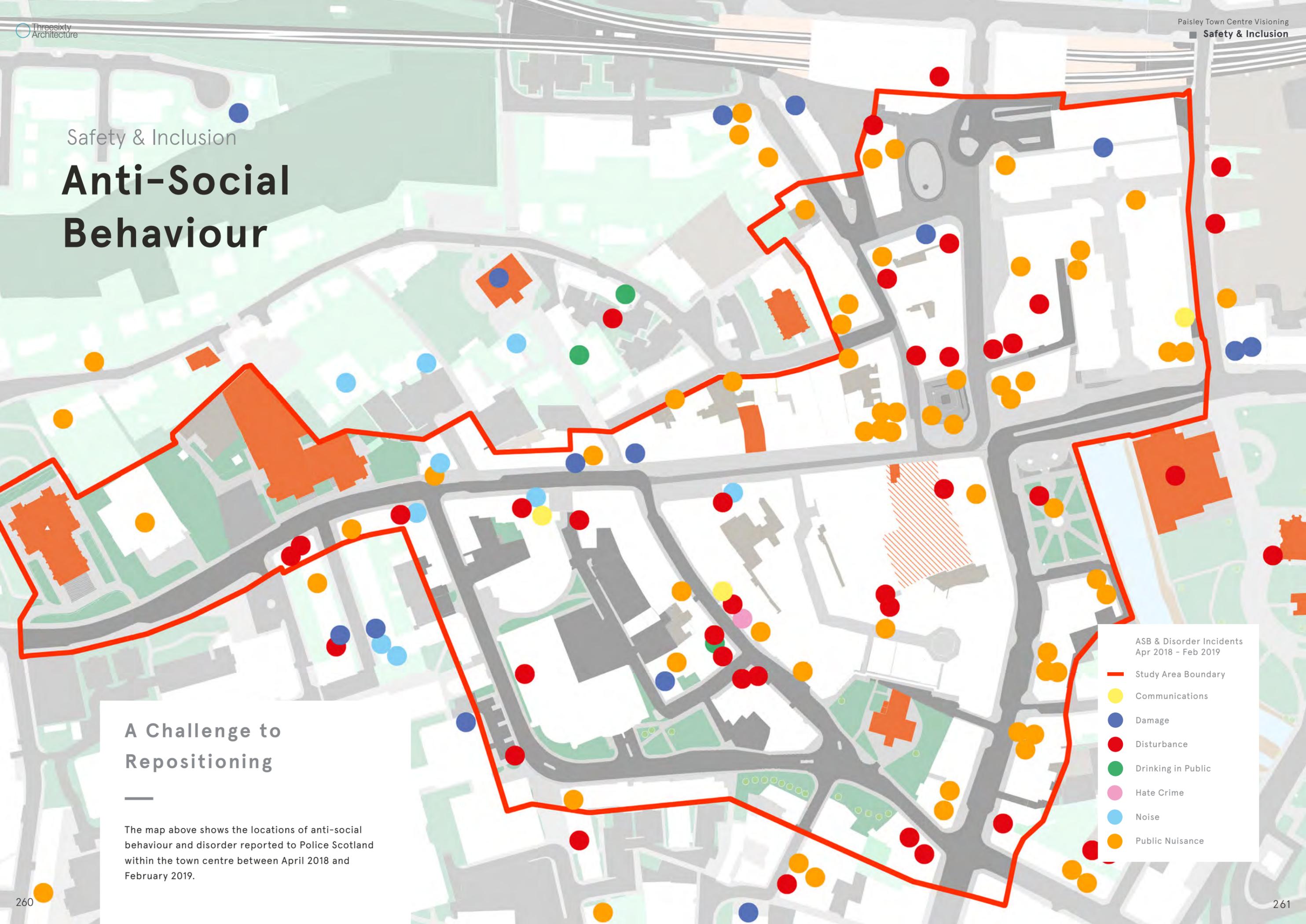
## Key Principles

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The increased repopulation of the High Street area will resolve the “deadzone” effect in the evening and provide passive surveillance but, for the residential to be successful and for the High St to attract the wider community we must ensure the environment and behaviour is safe and welcoming. Beyond this, to be truly inclusive there needs to be specific welfare provision that supports age specific requirements and all abilities.

Safety & Inclusion

# Anti-Social Behaviour



ASB & Disorder Incidents  
Apr 2018 - Feb 2019

- Study Area Boundary
- Communications
- Damage
- Disturbance
- Drinking in Public
- Hate Crime
- Noise
- Public Nuisance

## A Challenge to Repositioning

The map above shows the locations of anti-social behaviour and disorder reported to Police Scotland within the town centre between April 2018 and February 2019.

Safety & Inclusion

# How do we make the Town Centre safer & more welcoming?



- 1 Falkirk Street Ambassadors
- 2 Leeds Welcome Ambassadors [BID]
- 3 Leeds Evening Ambassadors [BID]
- 4 Sheffield Street Ambassadors

## Street Ambassadors: Welcoming yet vigilant, providing a necessary presence

The introduction of street ambassadors would transform the town centre for both visitors and residents. This initiative has been adopted by a multitude of towns and cities throughout the UK with great success.

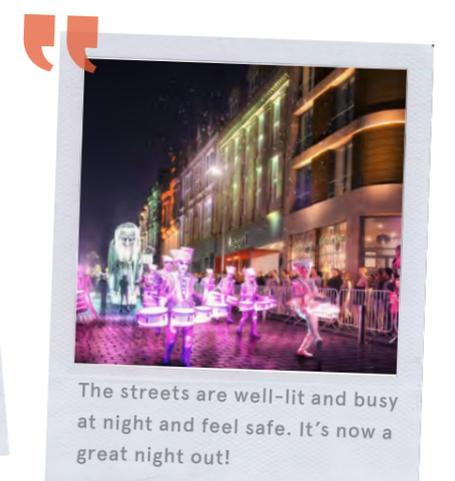
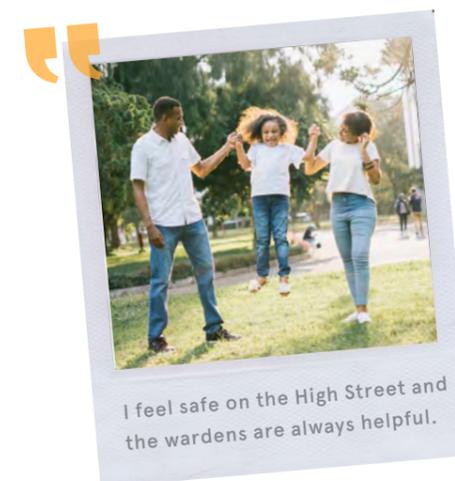
They can transform peoples perceptions of a place as more safe and welcoming and would be an essential component in attracting people back to living in the town centre.

Street ambassadors are often an initiative of local councils or BID groups. They provide a welcoming face for all town centre users and work alongside key relevant partner agencies such as the Police to report crimes / vandalism and anti social behaviour and in the case of those appointed by BID's, liaise with local businesses.

A number of towns and cities also employ evening ambassadors to assist those visiting the town centre for entertainment, leisure and pleasure after hours. This would again greatly help as Paisley develops a stronger evening economy.

## Town Centre Living: Creating activity & providing passive surveillance

A repopulated, re-energised town centre would be a safer and more welcoming place to be due to the increase in activity and extensive passive surveillance offered by new residents who have made it their home.



Safety & Inclusion

# Providing public welfare facilities suitable for all

## Essential to Town Centre Inclusivity

As part of our stakeholder discussions, we posed the question 'what do I need from my town centre?' and elicited responses from the attendees based on their demographic groupings. The provision of welfare facilities was brought up by the majority of groups but particularly by families with young children and by seniors.

Welfare facilities are of great importance also to people of all ages with mobility and medical issues and the availability of spaces to facilitate adult changing etc are increasingly being provided in public buildings and in retail centres as they are viewed as attractors and a means to increase dwell time.

This same principle would be applicable to the High Street.

The adjacent diagram demonstrates the average time spent by the demographic groups to perform the functions described and rather than return home, if these can be accommodated it would encourage longer stays in the town centre.



Safety & Inclusion

# Proposed Welfare Facilities



## Case Study: Richmond Upon Thames Community Toilet Scheme

The scheme encourages local authorities and businesses to work together to meet the demands for welfare facilities in their communities. Local business such as bars, cafes, restaurants and shops provide both customers and non-customers with access to their toilet facilities. With financial aid of the local authority, the toilets are kept clean, safe and to hygienic standards.

Local businesses are not only providing a service to the public but may also experience an increase in trade from the potential customers that use the facilities.

Several local authorities in the UK are now taking part in community toilet schemes, Richmond Upon Thames being one of the first. They currently have nearly 70 premises signed up to the scheme, with 34 providing disabled access and 22 with baby changing facilities. The council attributes £600 annually to each member of the scheme to maintain and help run the facilities. Participant businesses receive stickers for the window of their premises and street signage indicating the location of facilities is provided by the local authority.





## Lifelong Learning is Key to Social Inclusion for all Demographics

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We can have a town of opportunity and social contact for all citizens; college and university students, industry related apprenticeships, sixth year students, school placements and retirees.



Education for All

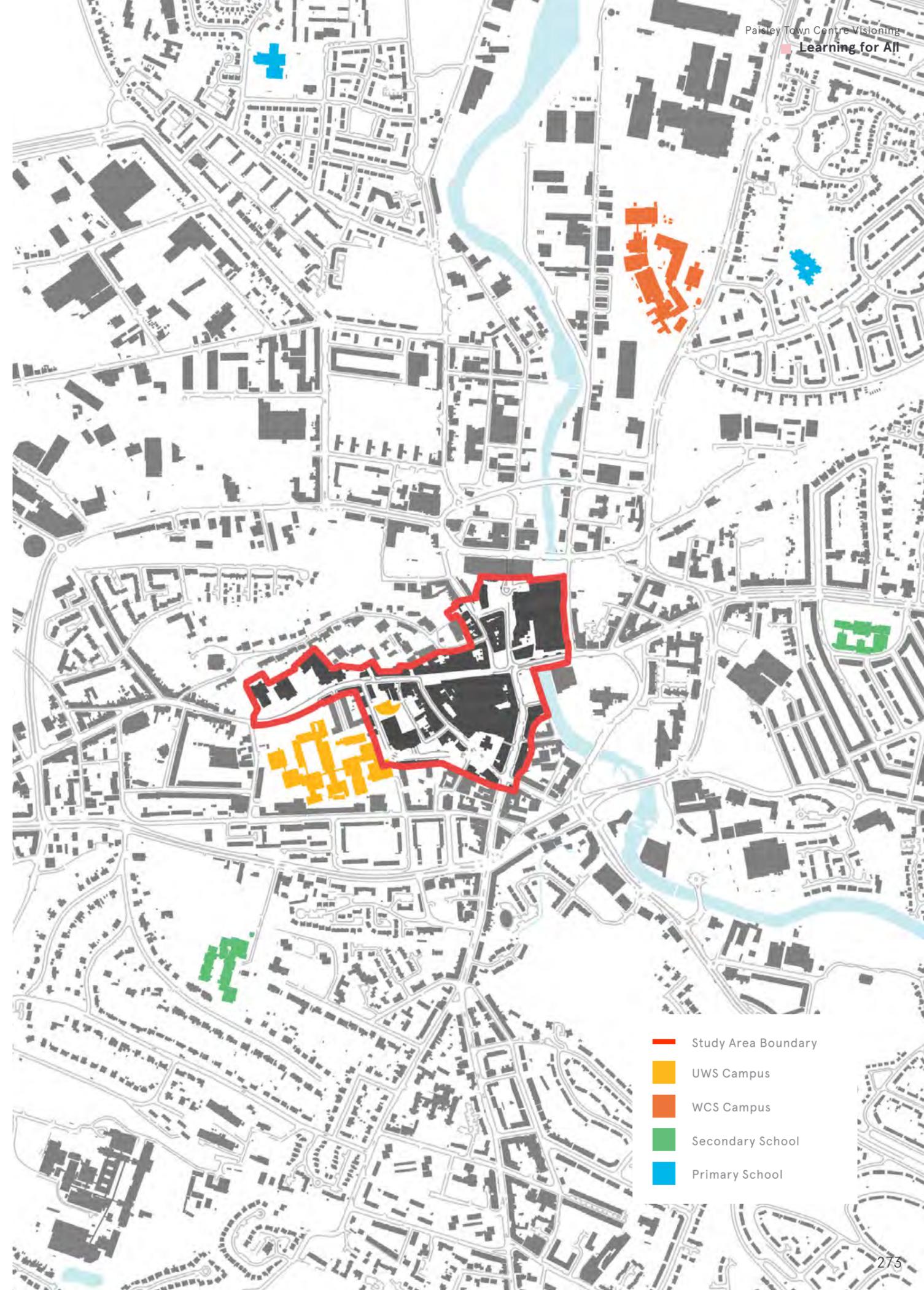
# Can Paisley be a Learning Town?

Building on the Presence of both College and University

Paisley has a relatively unique advantage in having both a university and a college. The college is edge of town but the university is central. Both have the opportunity to increasingly benefit the town and, in turn, benefit from association to an attractive and vibrant urban centre.

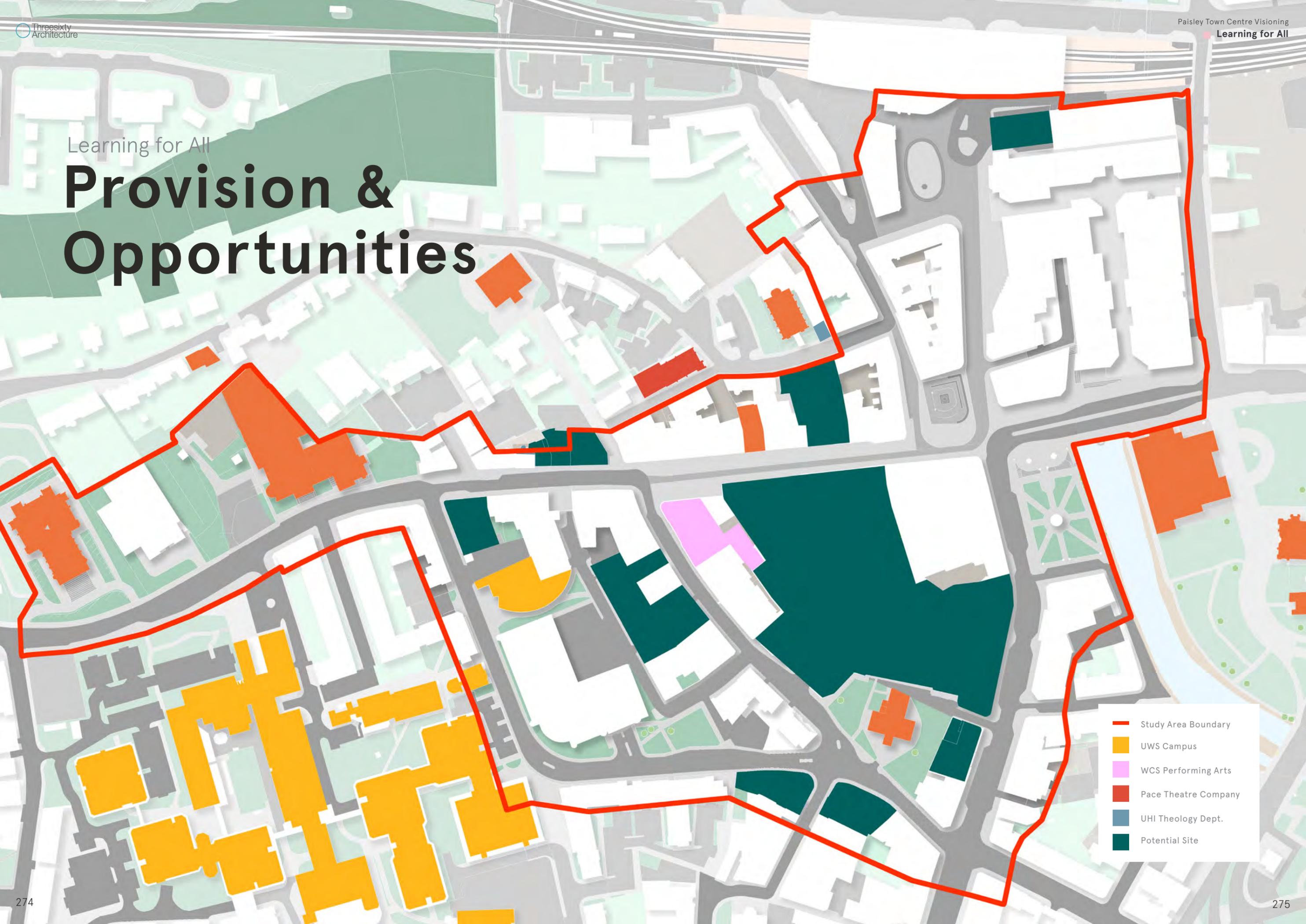
We have considered how the evolution of both might grow into "loose" space within the town and how by housing facilities and activities their students are attracted to might greatly increase footfall and vibrancy.

The fate of the town centre and the major education providers must be seen as intrinsically linked around an inclusive and place making approach.



Learning for All

# Provision & Opportunities



- Study Area Boundary
- UWS Campus
- WCS Performing Arts
- Pace Theatre Company
- UHI Theology Dept.
- Potential Site

Learning for All

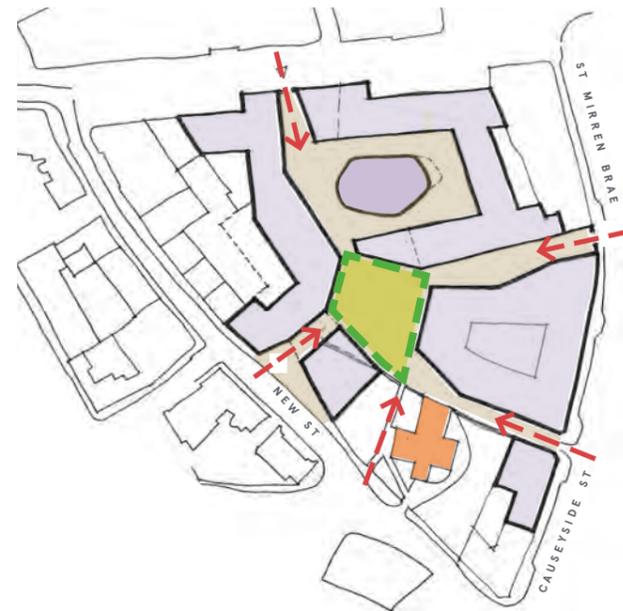
# A New Town Centre Learning Campus

## Placing Education at the Heart of Paisley's Regeneration

As part of our stakeholder engagement we met with representatives of both major educational establishments, UWS and WCS. They both have ambitions to transform their respective campuses, with UWS reporting that they have the most dilapidated campus of its type in Scotland.

This study has explored the possibility of the creation of a new education campus on the site of the Paisley Centre, at the heart of the High Street that could provide a new home for either establishment, or a location for shared facilities where curriculum crossover occurs.

This would potentially free up either one or both of the existing campus locations as large scale residential sites, both in the town centre and, in the case of WCS on Renfrew Road close to established neighbourhood communities.



This is a bold vision for the long-term future of the University's estate which will enhance the presence and profile of the University in at the heart of the City and support its wider regeneration and development.

Prof. Sir Chris Husbands, Vice Chancellor,  
Sheffield Hallam University



## Case Study: Sheffield Hallam, Urban Campus

Sheffield Hallam University is located at the heart of the city centre

It has recently launched a new campus masterplan, a 20-year proposal to create a sustainable and flexible campus that will allow Sheffield Hallam achieve its ambition of becoming the world's leading applied university, actively contributing to the city centre.





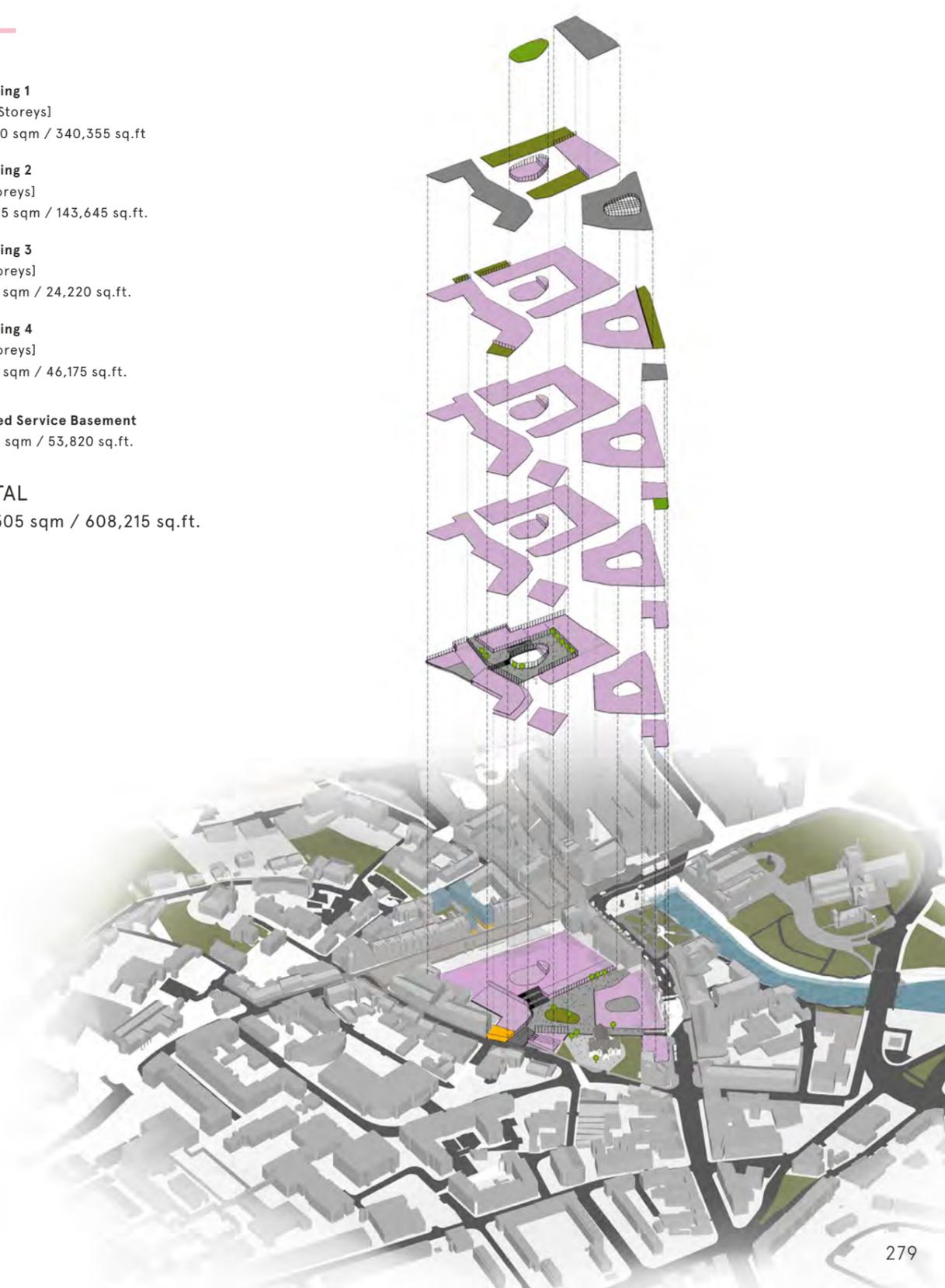
## A Large Scale Campus Permeated by Pedestrian Routes

The proposals consist of a number of buildings of varying heights and types that are arranged to maximise views and permeability from the High Street down to New Street and Causeyside Street.

A large 'college green' is placed at the heart of the campus, providing a significant civic space for the town.

## Potential Schedule of Accommodation

|                                |
|--------------------------------|
| <b>Building 1</b>              |
| [4-6 Storeys]                  |
| 31,620 sqm / 340,355 sq.ft.    |
| <b>Building 2</b>              |
| [5 storeys]                    |
| 13,345 sqm / 143,645 sq.ft.    |
| <b>Building 3</b>              |
| [4 Storeys]                    |
| 2250 sqm / 24,220 sq.ft.       |
| <b>Building 4</b>              |
| [4 Storeys]                    |
| 4290 sqm / 46,175 sq.ft.       |
| <b>Shared Service Basement</b> |
| 5000 sqm / 53,820 sq.ft.       |
| <b>TOTAL</b>                   |
| 56,505 sqm / 608,215 sq.ft.    |





## Aerial View of Potential Campus

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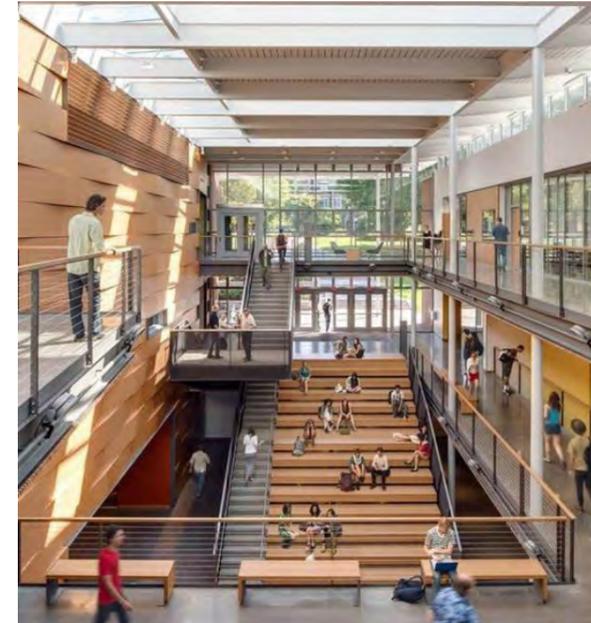
Learning for All

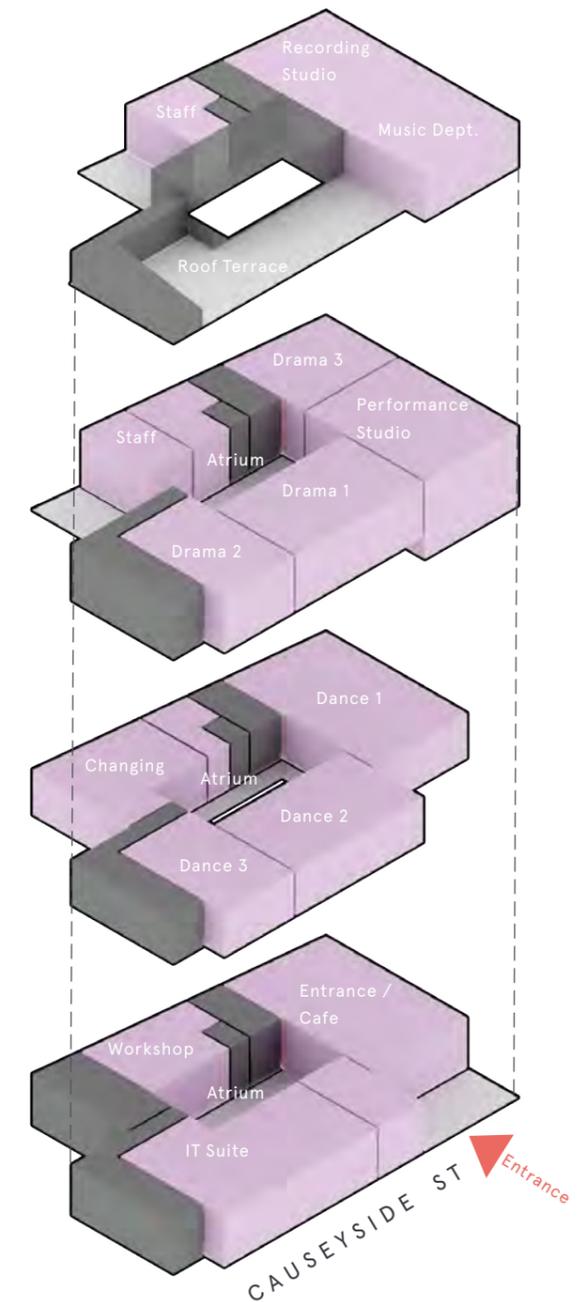
# WCS Performing Arts Academy

A Purpose-built Replacement Retains the Facility in the Heart of the Town Centre

West College Scotland currently house their performing Arts Academy within the YMCA building at the junction of High Street and New Street. They intend to vacate and relocate to their edge of town campus in 2020.

Adjacent to Paisley Arts Centre, and overlooking New Place, the site of the former Mothercare store on Causeyside Street could be an ideal location for a new purpose built facility.





## The New Building

The proposals provide all of the accommodation currently housed in the YMCA building with additional dance and drama spaces. A fully glazed set back entrance permits views through to the Arts Centre from Causeyside Street. The building is topped with a large roof terrace providing break out / external rehearsal space.

AND  
BREATHE

A Re-energised  
Town Centre

# Paisley 2030

TA Building: Exhibition Venue  
Page 188

Leisureland Site  
Page 138

High Street West: Student  
Accommodation  
Page 150

Weighhouse Close  
Page 146

YMCA: Maker Spaces, Co-Work,  
Exhibition, Studio & Venue  
Page 180

Widened High Street  
Page 214

New Place  
Page 222

Witherspoon Street  
Page 148

WCS: Performing Arts Centre  
Page 282

Liberal Club: Food Hall, Co-Work  
& Venue Space  
Page 170

Meetinghouse Lane  
Page 144

County Square Urban Realm  
Improvements  
Page 208

County Square Hotel  
Page 153

Medical Centre

Moss Street  
Page 142

Gilmour Street Gym

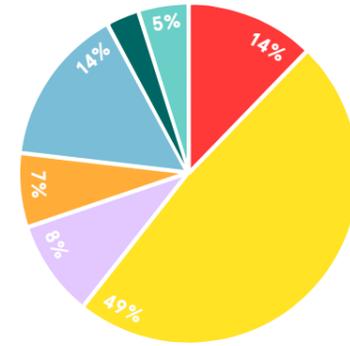
High Street Cinema  
Page 166

Woolworths Site  
Page 134

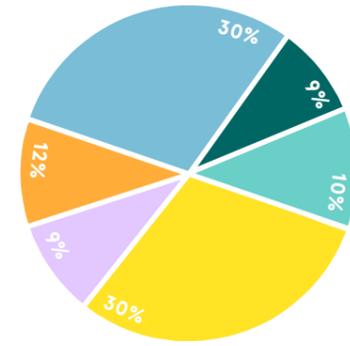
Abbey Close Urban Realm  
Improvements

Paisley Centre Site -  
Residential Development  
Page 110

**A Thriving, Inclusive &  
Accessible Town Centre**



Paisley Town Centre Uses as Existing



Paisley Town Centre Uses as Proposed



## Paisley 2030: A Rebalanced Town Centre

The combination of moves and interventions shown on the previous page creates a town centre no longer dominated by retail but balanced with healthy amounts of new residential space and increased elements of commercial, leisure and community uses.

FAC51 THE FACINGS



Paisley

# rebalancing

# repopulating

# repositioning



I love being able to get to the cinema easily rather than spending my money travelling to Braehead every time.



THE SHOPS & CAFES OPEN LATE NOW BECAUSE OF THE FOOD HALL & CINEMA. I GET HOME FROM WORK AND STILL ENJOY THE TOWN.



THE STREETS ARE WELL-LIT AND BUSY AT NIGHT AND FEEL SAFE. IT'S NOW A GREAT NIGHT OUT!



I LOVE MY FLAT ON THE HIGH STREET, I THOUGHT I'D NEVER BE ABLE TO LEAVE MY PARENTS.



MY SON AND HIS FAMILY STAY IN THE COUNTY SQUARE HOTEL WHEN THEY VISIT WHICH IS JUST ROUND THE CORNER.



THE KIDS GO TO THE CINEMA ON THURSDAY AFTERNOONS FOR A DISNEY SING-ALONG.



It's great to be able to walk to the station and get to Glasgow for a gig though more and more bands are coming here.



The drop-in collaborative work place is great to get some work done when I'm home visiting my dad.



I still go to the lagoon for a swim but the spin classes at Gilmour St gym are really handy.



The food hall is great and really affordable. We can all get something different and hang about, still waiting on a Nando's though!



Went up to the sculpture exhibition with my girlfriend. Don't understand it all, but it's a great venue!



It's great to have a family friendly flat in the heart of town and spend time in the new place with other families.



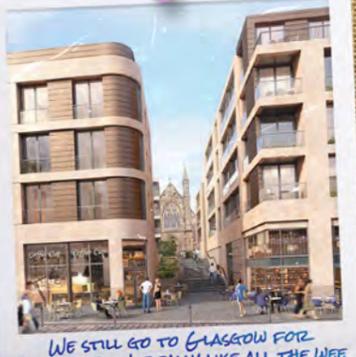
I MEET MY FRIENDS AFTER SCHOOL IN THE LIBRARY TO DO HOMEWORK BUT MAINLY JUST CHAT.



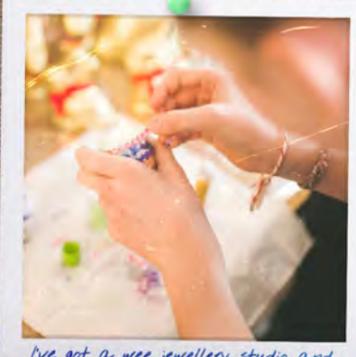
I FEEL SAFE ON THE HIGH STREET AND THE WATDENS ARE ALWAYS HELPFUL.



THE KIDS VISIT THEIR GRANDPARENTS WHO LIVE ON THE HIGH STREET WHILE I GO TO THE GYM.



WE STILL GO TO GLASGOW FOR BRANDS BUT I REALLY LIKE ALL THE WEE SPECIALIST AND VINTAGE SHOPS WE NOW HAVE ON HIGH STREET.



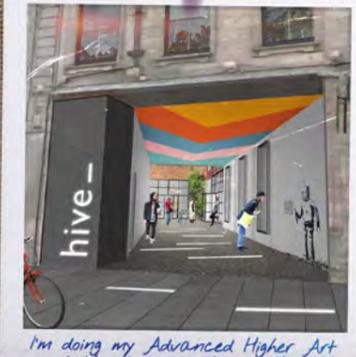
I've got a wee jewellery studio and shop in the old YMCA. It's great to work with the other artists and the business support is fantastic.



THE NEW PLAY PARK AT THE MUSEUM IS GREAT ON A SUNNY DAY.



THE NEW LIBRARY IS GREAT FOR GETTING HELP WITH THE INTERNET AND OTHER TECHY STUFF.



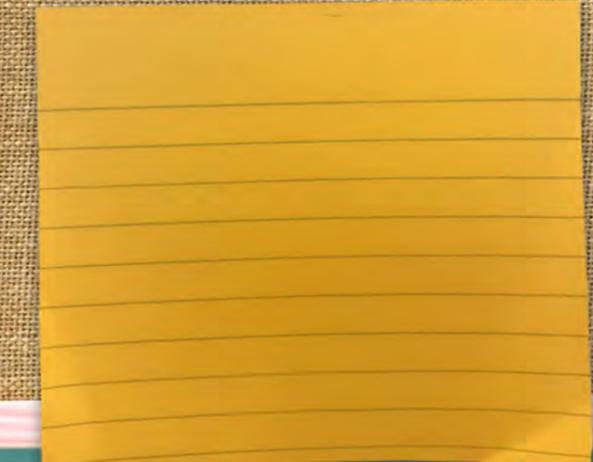
I'm doing my Advanced Higher Art at the studio in the old YMCA working with an artist and I'm going to be in an exhibition.



The new museum is great for a wee cup of tea and a wander round.



THERE'S AN AMAZING NUMBER OF VENUES FOR GIGS & COMEDY AND NOW MY FRIENDS ARE TRAVELLING TO PAISLEY RATHER THAN GLASGOW.



IT'S SO HANDY STAYING IN STUDENT ACCOMMODATION ON THE HIGH STREET. I CAN WALK EVERYWHERE IN MINUTES.



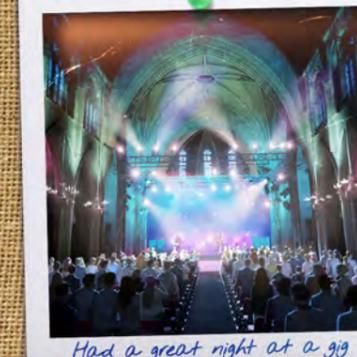
I LOVE LIVING ON THE HIGH STREET, I CAN WATCH THE WORLD GO BY AND I CAN WALK ANYWHERE I NEED TO GO.



It's so easy to get to the doctors surgery now it's in the centre of town.



I'M STUDYING CATERING AT THE COLLEGE AND WE WORK IN THE FOOD HALL AS PART OF OUR COURSE - AND WE GET PAID!



Had a great night at a gig at the Coats. Can't believe we're getting such big name acts on our doorstep.



WE GOT THE ARTS CLASSES AT THE STUDIOS IN THE OLD YMCA AND NIP INTO THE BULL FOR THE 80'S QUIZ AFTER.



# Conclusion & Moving Forward

## Conclusion & Moving Forward

# What is the Vision?



### Focussed

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This document sets out a series of physical and spatial change in the town centre to achieve the social and cultural ambitions of the community. It has a deliberate focus around the pedestrianised stretch of the High Street as this is the heart of the town, where we can repurpose and protect a valued legacy of buildings and support an improving local economy and opportunity. Some proposed moves may not be easily / readily achievable due to ownership; the value lies in the identification of these interventions and how they are positioned on the High St and in relation to each other, not specifically where they are shown.

### At the Right Time

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There are many underlet and struggling Shopping Centres in towns across the UK and their value is at its lowest ever. They offer the "big move" to reintroduce significant residential into a town and consolidate fit-for-purpose, consolidated retail on the street and not buried in the block. This is not about bailing out the private sector – it is an unprecedented opportunity for our community that Renfrewshire Council and Central Government should continue to find ways to capitalise on.

### It Enshrines Scottish Government Policy

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The Vision records and responds to the requirements of the community. The co-ordinated Vision is a clear statement of ambition that can achieve alignment of intent and stand as a guideline to assess the appropriateness of future development.

Probably the 2 key policies concerning the built environment are Town Centre First and The Place Principle. Along with the environmental agenda, the proposals enshrine the principles of these policies and recognise the imperative to ensure key players such as the University and Scotrail stay focussed on the town centre in what they can contribute (vibrancy and connectivity) and how they will benefit.

### It Sets the Direction of Travel

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### Bold

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The changing patterns of retail have given us a once in a lifetime opportunity to rebalance retail dominance by reintroducing uses that meet the community's needs and by repopulating our town centres with workplace and town centre living. This won't be achieved without significant redevelopment to repurpose or demolish and rebuild.



## Conclusion & Moving Forward

# Creating and Maintaining Momentum

### Attracting Investment

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The published Vision is a statement of intent and positivity about the town and reinforcing it is "open for business". Even through the stakeholder consultation the process has nurtured ambassadors for the re-energised town centre of the vision and we can use the content to attract further investors through a series of developer days and alumni awareness programmes (many property industry decision makers have fond memories of Paisley from studying Land Economics at the university).

### Securing Funding

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The public purse is tight just now but there is a growing focus on town centres e.g. South of the border the Future High Streets Fund has identified 50 towns to share an initial £675M and there has been a recent £50M Scottish town centre fund (although this also included cities). We should use the Vision to develop and showcase "oven ready" projects that can effect transformational change and ensure Paisley is best placed to benefit from the release of any future funding.

### Engaging the Community

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Success will require the buy in of the wider community and the published vision should be used to engage, excite and nurture buy in from community groups. Building on the vision and the Academy of Urbanism award a significant conduit could be the upcoming Future Paisley exhibition and associated social media.



## Conclusion & Moving Forward

# Implementation

### In The Right Place

Some of the proposed moves may be frustrated by ownership and may need to happen in another guise. It is the identifying of the moves and “building blocks” to achieve a re-energised High Street that is the true value of the project. Beyond this, the Vision study highlights the importance of positioning uses (attractors) where they can have the highest impact e.g. we are not just trying to put a cinema into our town centre, we are trying to put it in the right place in the town centre. We are likely to get one chance in this lifetime to get these decisions right

### Embrace the University

A university is a fantastic asset for a town centre and, in turn, a town centre (and all its amenities) can enrich the student and academics experience. University towns and cities like St Andrews, Cambridge, Oxford and even Glasgow’s west end all demonstrate this positive symbiotic relationship. The example used in the Vision of Sheffield Hallam demonstrates what can be achieved when a university recognises the benefit and shares responsibility for the town they are in. To lose UWS from the town centre to an edge of town or out of town location as has happened with UWS in Hamilton would have grave impact (for both). Public funding will take account of Town Centre First, carbon reduction and the Place Principle policies and there must be a mutually beneficial solution for the town and the university where high-quality buildings in a vibrant town centre outweigh a business park environment with increased car borne journeys by students (like 70% of the students at West College). Glasgow City Council have drawn up a Memorandum of Understanding with 2 Universities and this may be the way forward.



### Staying the Distance

This is a ten-year vision and perhaps some of the moves will take longer so it is important to identify the quick wins (e.g. wardens and welfare) and programme out the longer-term projects. A stalled spaces strategy and temporary locations can be identified e.g. can we temporarily locate a community cinema in an unused building while looking for a permanent home? Can we set up artist’s studios or collaborative working in unused space within the YMCA or the Liberal Club? Some moves will blossom, others may fail. We need to see our town as a beta project or test bed for re-invention. This Vision is a government sponsored pilot project to create an agenda for other Scottish Towns; Paisley can continue to lead by example over the coming years.

### Gilmour Street Station

This is the 4th busiest station in Scotland and needs investment to reflect this and to recognise it is the gateway to Scotland’s largest town. Dialogue should be sought with Abellio Scotrail to reach agreement to overhaul the station alongside the Glasgow Airport Rail Link. This should seek to address the dead face of the underpass and both Gilmour Street and Old Sneddon Street.



## Lean and Effective Leadership

The expert panel review stressed the importance of a concentrated team to deliver the Vision. At its core this might have community “third sector” representation and Renfrewshire Council with “executive” members from UWS, West College, Scotrail, Shopping Centre owners, Paisley First public partners and key retailers, etc. It should focus only on the High Street and town centre.

## Behavioural Change

The current procurement mechanisms and decision-making approach to investment need to change if they are to be able to recognise the real value of development that safeguards our town centres rather than favouring the easier answer of edge of town and out of town development that has seen public sector funded education, healthcare and services marginalised when they could contribute to a vibrant town centre. This traditional “best value” approach has been changed in both the Public Sector Finance Manual and the NHS Transaction Handbook in favour of Town Centre First, Place making and Carbon Reduction. We need all decision makers to presume for town centre investment and to understand the value to our town and our community.

## What Will the Vision Achieve?

When we deliver the Vision we will have reprofiled our town centre and High Street to be the vibrant focus for the whole community with wellbeing, inclusion and opportunity at its heart. We will have a consolidated and successful retail offer and new uses that meet the needs of the community and extend into an evening economy. We will have repopulated the centre and provided workplace and creative space. We will be proud of our town centre.





# Appendices



## Appendices

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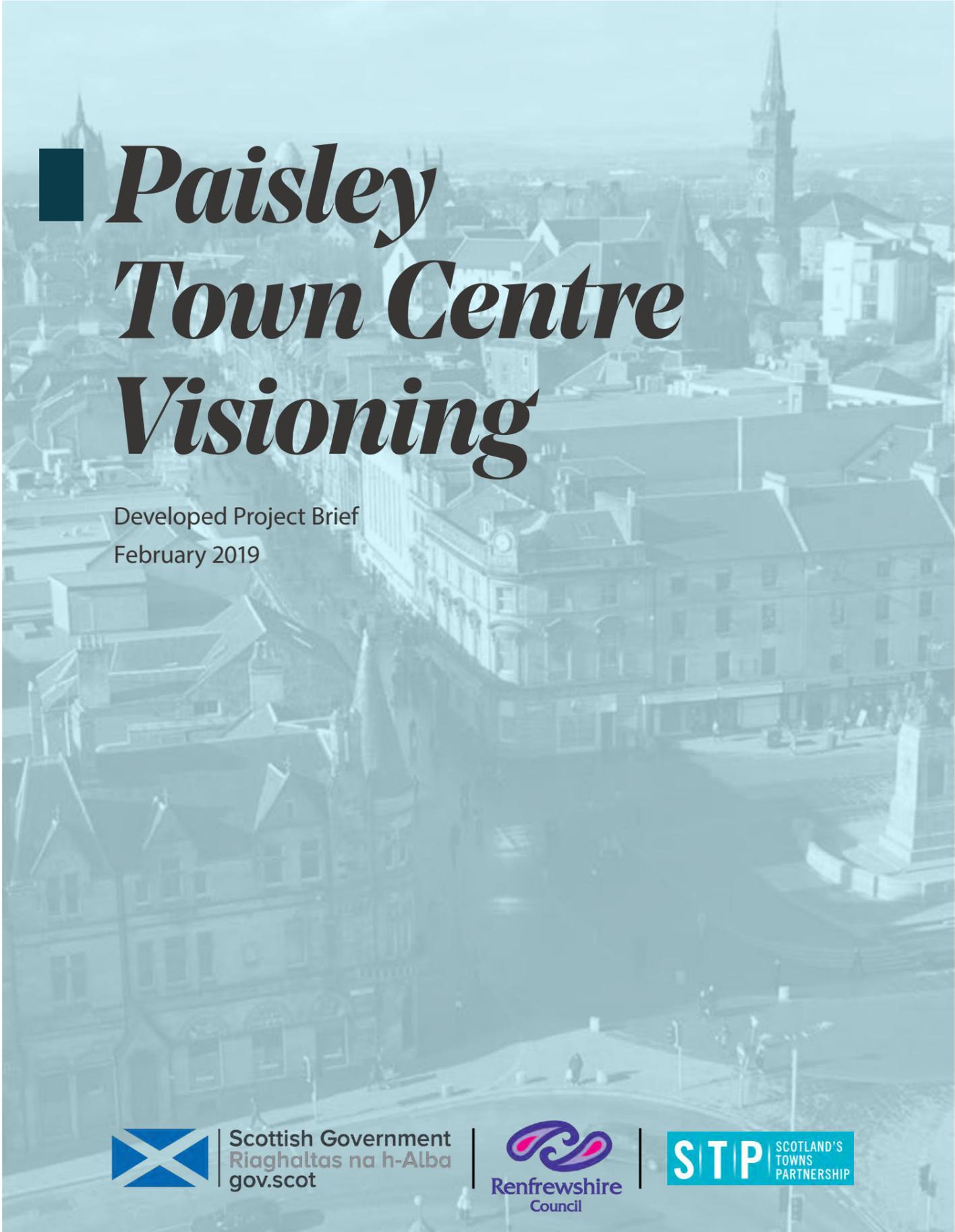
- **Detailed Project Brief -**  
Issued February 2019
- **Stakeholder Event Report -**  
Issued February 2019
- **Expert Panel Review Report -**  
Issued April 2019

Appendices

# Detailed Project Brief

Issued February 2019

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# ■ *Paisley Town Centre Visioning*

Developed Project Brief  
February 2019



Scottish Government  
Riaghaltas na h-Alba  
gov.scot





This document sets out the expanded Project Brief for the Paisley Visioning Study. It covers various key headings including the Client's Objectives, Anticipated Project Programme and Deliverables.

This document will form the agreed brief prior to the progression of the visioning study. This project brief has been developed from the outline briefing document received from the client and subsequent dialogue at the inception of the project and has been informed by further consultations held with Renfrewshire Council, Scottish Government and Scotland's Towns Partnership.

Information gleaned from both a collective key stakeholder event of 8th February and individual meetings have also informed the development of this project brief.

# Project Aims

The visioning exercise will support Renfrewshire Council in re-positioning Paisley as a town that turned itself around; not a poster boy for High Street decline but one for reinvention and inclusion. It is clear that the lessons that can be learned from Paisley can form the basis of an agenda for town centre revitalisation across Scotland that sees the guidance and tools developed by STP / Scottish Government and industry body, Revo achieve their potential.

The Paisley Town Centre Action Plan 2016 - 2026 is based on an extensive consultation exercise and forms the basis of the strategic brief on the key aspirations for Area C relevant to the High Street;

- High Street Vibrancy
- Improving the Built Fabric and urban Realm
- Opportunities for Town Centre Living
- Opportunities for Business

The objectives of the surrounding activity areas will be a secondary but relevant consideration (the published project brief concentrates on the High Street area which will create a healthy heart to grow from).

The study will deliver a visual representation and narrative of what a re-invented and re-energised High Street will look and feel like. It will grow from the specific opportunities in the town that are identified in the agreed brief (Heritage, University, dormitory suburbs, etc) and be grounded on known exemplar success stories. This response will:

- Propose the stories and narrative unique to our town that will position it in the wider community's psyche and stimulate footfall.
- Show the opportunities to re-purpose retail and present a balanced town that offers what the community needs and

creates vibrancy.

- Demonstrate viable commercial potential that will excite the market (with engagement and encouragement of potential investors).
- Identify the opportunities that are there for town centre living and explore how to package up residential potential to a scale that attracts PRS funds or RSL's (or both).
- Show how the quality of the townscape can be enhanced and capitalised on.
- Present high-level proposals on how the High Street can better support and host a planned events programme working hand in hand with cultural heritage and new narrative (e.g. artisanal, food culture, leisure entertainment).
- Show how the town can be more easily navigated and how we can both enhance the accessibility and parking and help the community understand how easy it is / will be to access the town.
- Identify the opportunities to provide work place and collaborative working.

The study will also apply the principles of lessons learned methodology to identify preliminary regenerative strategies / agenda that could be employed to effect positive change to the High Streets of the other key Renfrewshire towns of Renfrew and Johnstone.

# The 'Big Idea'

## An authentic narrative thread for Paisley

It is of paramount importance that we achieve a perception shift in stakeholders and the wider community. The study needs to convince them that the presented vision will create a better Paisley; that celebrates its unique character and values and is once again a vibrant and engaging town.

In an electronic age, the authenticity that a historic High Street offers is increasingly important, hence the rise of vinyl, the resurgence of books, the interest in artisanal foods, etc. Town centres can offer their community an authentic environment that has traditionally been the back drop to the ceremonies and memorable events of that community; sometimes for generations. We have the opportunity here to reap these benefits thanks to Paisley's rich heritage story.

The narrative we develop as part of this vision exercise will reposition Paisley in people's psyche. We have not pre-empted what the narrative for Paisley will be, but it will be true to the spirit of the town, weaving together all strands of the vision into a cohesive whole. We will explore various narratives that may support physical and spatial interventions. These may include best practice examples, embryonic ideas gleaned from Stakeholder engagement and other concepts we feel have merit.



## Physical & Spacial Solutions

There are many examples of best practice interventions we can record that have contributed to High Street regeneration. Beyond that, many positive ideas came out of the stakeholder event. We will seek

out industry leading thinking and research available from Revo and will present our own thoughts on how to bring about meaningful transformation.

# Movement & Legibility

We will investigate the existing situations for both pedestrian and vehicular movement in tandem with perceived legibility throughout the study area. We will propose solutions to create improvements as part of the wider vision with particular focus on the following elements;

## High St. pedestrianisation

Investigate the possible removal of the pedestrian section of the High Street to reintroduce controlled vehicular access and assess the benefits this may bring in terms of improved visibility and opportunities for short term parking. Identify the moves required to permit the area to be temporarily closed to traffic for events etc.

## Existing ring road

Assess the existing proposals to alter key junctions on the ring road adjacent to the study area and how they relate to the vision.

## Parking & accessibility

Explore the existing parking strategy within the study area and suggest improvements or alternatives based on current best practice and European exemplars (eg. Roeselare, Belgium).

## Pedestrian Legibility and desire lines

Improve wayfinding throughout the study area to create a better user experience, reinforce existing desire lines and exploit others that are identified through analysis.

## Permeability

Gilmour Street Station arches and the elevated rail line form a physical and visual barrier to the town centre for those approaching by car, particularly to County Square, one of the key urban spaces of Paisley. Propose moves to mitigate this and create a more open and welcoming gateway.

Introduce new routes through existing dense blocks to better connect the streets and spaces within the study area where opportunities can be identified.

## Connections with UWS and WCS

Examine ways to improve physical connections between the established campuses of both UWS and WCS and the study area to provide easier access and potentially increase footfall.

# Urban Spaces

We will review existing urban spaces within the study area (County Square, High Street) against exemplars and assess how they may be improved to better support the activities and events in a vibrant town centre. We will explore opportunities for the creation of new spaces as part of the overall visioning exercise.



**THE VISIONING EXERCISE WILL SUPPORT RENFREWSHIRE COUNCIL IN RE-POSITIONING PAISLEY AS A TOWN THAT TURNED ITSELF AROUND; NOT A POSTER BOY FOR HIGH STREET DECLINE BUT ONE FOR REINVENTION AND INCLUSION**

# Rebalancing The High Street

We will consider the bold moves that could address the dominance of retail use in an environment of continuously reducing demand for retail space. It is anticipated that the ambition to achieve vibrancy and footfall on the High Street will be achieved by introducing more town centre living and accommodating new uses that will attract a substantial suburban population to their High Street. We will create a High Street that is inclusive and diverse, reflecting the social and economic diversity of Renfrewshire.



## Retail Consolidation

Create the right offer through the reduction in overall retail capacity and, just as critically, explore right sizing of the remaining retail space to meet the changing demands of the market.

## Town Centre Living

Investigate new opportunities to encourage living within the study area, to provide vibrancy, increased footfall and passive surveillance through the consideration of the following;

- Existing vacant upper levels over retail
- Creation of larger sites through the merger of smaller adjacent plots / buildings
- Varied housing types & tenure mix
- Retirement Living - convenience and familiarity of location
- Student Accommodation - Providing for the large student population present in the town

## Workplace

Assess the potential introduction of new workplace types within the town centre to accommodate changing trends and latest innovations in this field, future proofing the High Street area and encouraging a resurgence in innovation and creativity through collaborative workspaces, creative spaces and facilities to aid business incubation.

## Culture / Leisure / F&B

Assess current proposals and explore the introduction of new cultural, leisure and F&B spaces to both meet existing known demands and encourage new uses within the study area to assist in the creation of an evening economy and act as attractors to the wider Renfrewshire community. The list of uses in this area to be explored will include (but not be limited to) Cinema, Theatre / Music Venue, Artisanal Food Hall, Bars & Restaurants.

## Learning

Look for ways to accommodate intergenerational learning on the High Street in partnership with existing education providers and the creation of new spaces / buildings to encourage the regenerative effects learning can bring, particularly playing to existing perceived strengths in the fields of technology, arts, craft and design. The following elements will be explored;

- Teaching Spaces - College & University
- Urban School Campus
- Community Education

## Social / Health & Wellbeing

Explore the introduction of health and wellbeing focused uses to the High Street as a catalyst for regeneration. Seek opportunities to incorporate spaces that encourage social inclusion and combat both financial and digital deprivation, placing this at the heart of the study area.

# Deliverables

The vision has to show bold interventions that enshrine the principles the vision study identifies as positive building blocks to achieve a re-energised High Street area. In order to show a vision that will achieve a step change in how we perceive, value and prioritise our High Street we will, to some extent, have to not get bogged down in the complexities and minutiae of ownership and legal burdens. Some proposed moves in the vision may prove to not be easily achievable on ownership but they will be demonstrated to be viable and relevant (economically, socially and culturally). It is the identifying of the moves and 'building blocks' that is the true value of the vision project.



# Finalising the Vision

In the home stretch, we will direct our resource to preparing a fully illustrated vision document and presentation using mixed media graphics, visuals and narrative that will weave all the strands of positive activity together – one complex but legible story that means different things to different people but has broad appeal. This will allow the engagement of investors who will be better convinced if they can see a well thought out direction of travel under a co-ordinated vision for the next 10 years and can be used as a tool to support and influence planning decisions.

We anticipate that we will provide outline briefs and programmes for the individual opportunities that arise through the project. We also recognise that there is opportunity for local companies carrying out smaller scale urban development similar in scale to Gordon Street Fire Station or Mirren House and the study should identify where these opportunities lie and engage and sell the opportunities.

# Programme

## 1A RESEARCH & PREPARATION

|                                  | <u>WHEN</u>   |
|----------------------------------|---------------|
| Inception Meeting                | w.c. 07.01.19 |
| Client(s) Briefing Workshop      | w.c. 14.01.19 |
| Physical Context & Data Analysis | w.c. 28.01.19 |

## MILESTONES

Draft Strategic Brief  
and presentation

## 1B STAKEHOLDER ENGAGEMENT AND CONSULTATION

|                                  |                   |
|----------------------------------|-------------------|
| Group Stakeholder Event          | w.c. 04.02.19     |
| Individual Stakeholder Workshops | 04.02.19-22.03.19 |
| Finalisation of Brief            | w.c. 04.03.19     |

Signed off Brief

## 2A PREPARING THE DRAFT VISION

|  |                   |
|--|-------------------|
| Preparation of Draft including<br>fortnightly meetings | 04.03.19-26.04.19 |
| Presentation of Draft Vision to<br>Client              | w.c. 29.04.19     |

Draft Vision  
Presentation

## 2B FINALISING THE VISION

|                               |                   |
|-------------------------------|-------------------|
| Expert Panel Review           | w.c. 29.04.19     |
| Finalise the Vision           | 06.05.19-14.06.19 |
| Presentation to Client        | w.c. 17.06.19     |
| Amend as required and publish | w.c. 24.06.19     |

Final Vision published

## 3 LESSONS LEARNED

|  |               |
|--|---------------|
| Client workshop on content to<br>transfer to generic vision agenda | w.c. 24.06.19 |
|--|---------------|

Lessons Learned  
document published

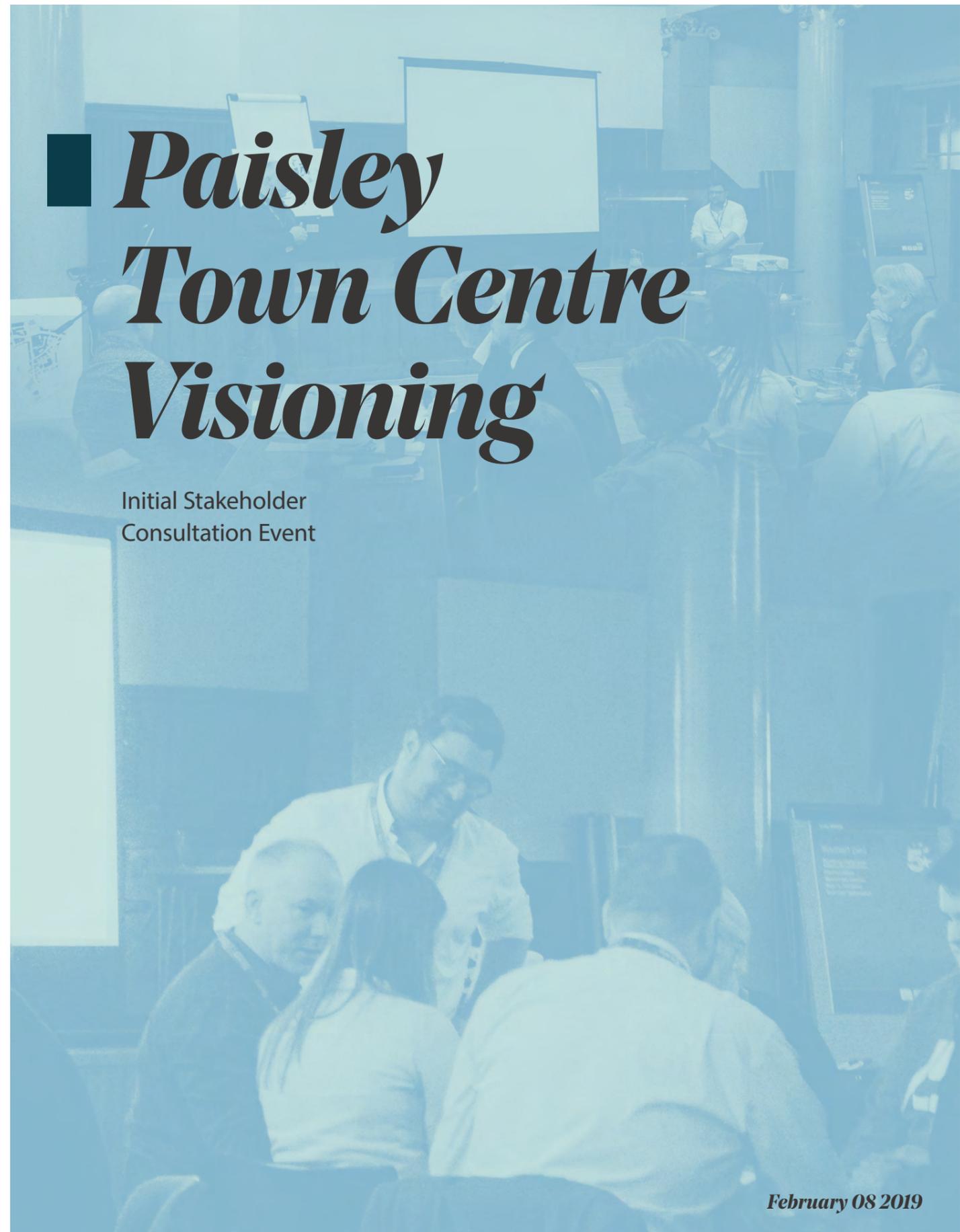


Appendices

# Stakeholder Event Report

Issued February 2019

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# Our Changing Towns

The problems of the High Street are not unique to Paisley. Research undertaken by Threesixty was shown highlighting the current condition of the High Streets of five notable Scottish Towns; Irvine, Ayr, Perth, Falkirk and Paisley. In every example, the over provision and reliance on retail could clearly be seen, with vacant units plaguing all five High Streets.

The question 'how did we get here?' was posed and the underlying reasons were identified together with a consideration of what the High Street could become in the future.

The condition of Paisley High Street was explored in greater detail with the impact of changing retail patterns, the proliferation of alternative out of town offers, the proximity of Glasgow and the decline of Local Industry and the well-paying jobs it provided shown as major contributing factors.

The importance of the Town Centre as a concept was also demonstrated. It is more than a transactional space but experiential and important for many reasons;

- Shared history and stories
- Ceremony and celebration
- It's where we memorialise
- Familiarity - the landscape of our youth
- Inclusive to all (low income, old, young)

The wider Scottish context in terms of Town Centre regeneration was described, with two of the key partners in the Visioning exercise identified – STP, Scotland's Town partnerships and the Scottish Government who, through their implementation of the 'Place Principle' are seeking to lead the way in the regeneration of our Town Centres and are seen as being at the forefront of this area throughout Europe.

Finally, in order to introduce those present to new possibilities for the High Street, a number of alternative uses were shown through examples and exemplars both UK and European. The concepts of Urban Food Halls, Retirement Communities, Residential Communities, Schools and College Campuses located at the heart of the High Street were described.

## WELCOME & INTRODUCTION

Alan Anthony opened the event by thanking all of those in attendance for giving up their time and explained that the event had been set up to help shape the brief for a visioning project for the High Street area in Paisley Town Centre and to understand where the key stakeholders can contribute to the process.

The purpose of the day was not to educate but to gather the ideas of those in attendance. It was hoped that

everyone in attendance would approach the series of workshops with the best interests of Paisley at heart and that they would become ambassadors for the visioning project within their respective organisations and communities.

The invaluable and extensive consultation undertaken as part of the Paisley 2021 City of Culture bid was acknowledged and it was hoped that the groups in attendance who had been involved in this process would retain their enthusiasm for this new visioning exercise.

## Agenda

|       |  |       |            |
|-------|--|-------|------------|
| 11:00 | Welcome & Introduction                 | 13:15 | Workshop 2 |
| 11:10 | Our Changing Towns                     | 13:45 | Workshop 3 |
| 11:30 | What is the Paisley Visioning Project? | 14:15 | Workshop 4 |
| 11:00 | Workshop 1                             | 14:45 | Close      |
| 12:30 | Lunch                                  |       |            |

# *What is the Paisley Visioning Project?*

The purpose of the visioning exercise was stated as a design-led, high street focused study creating physical and spacial change to Paisley High Street and the surrounding Town Centre area.

The study area, as defined by the initial Scottish Government brief was shown to the group. One of the key project drivers was the delivery of the already established 'Renfrewshire Council Town Centre Action Plan 2016-2026.' The principle objectives for the study were outlined as follows;

- Show what a re-invented and re-energised High Street will look and feel like
- Unique stories and narrative that will positively position the High St.
- Viable commercial potential, attractive to investors
- Opportunities for town centre living
- How the High St area can further support events
- How to accommodate work place and collaborative working
- How the quality of the townscape can be capitalised on
- How to improve the accessibility and legibility around the High St area

The exercise cannot be merely economically driven but considered from cultural and societal standpoints. It has to however, be realistic and deliverable. There are no preconceived solutions and it will not be project specific, it must consider any individual element as part of the bigger picture. The overarching narrative is key.

The assembled group were asked to 'Think Differently', to consider counter-intuitive ideas that did not rely on merely propping up an old retail dominated model.

Paisley's context was then explored, its population, unique built and cultural heritage and current economic statistics for the town centre and the wider Renfrewshire catchment. It was acknowledged that Paisley does have areas of deprivation but that it is also home to some of the most prosperous areas in the country, in order to give a more positive outlook to those in attendance who may be encouraged to invest in the town.

This section was concluded by highlighting many of the positive moves already made or in the process of being delivered from a civic / cultural perspective, together with recent / new residential developments and a celebration of the fantastic community events the town already plays host to.

# Workshop 1

## SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

For this workshop, the attendees were split into four equally representative groups and asked to concentrate on one aspect of the SWOT analysis per group, to minimise repetition and to get as many opinions as possible on each element. Following their table discussions, one member of each team reported back their findings to the wider group and further input was requested from all attendees on each topic. The findings can be summarised as follows;

### Group 1 - Strengths:

- Visible history and heritage stories
- Active communities keen to engage
- Connections to Glasgow, Edinburgh and Central Scotland – commuting to and from the town
- Architecture and townscape quality
- River
- Schools
- College and University in town – potential of student base
- Established retirement housing and residential sector
- Events and the infrastructure to support them
- Arts and culture
- Access to amenities

### Group 2 - Weaknesses:

- Lack of activities / facilities for young people
- Lack of cinema
- Negative perception and image issues hard to shift
- Absent and/or multiple owners of property
- Inaccessibility – e.g. level difference up New St. and St. Mirren Brae is challenging for some
- Physical condition of buildings is a barrier to investment
- Poor quality of urban space in which to gather
- Lack of public toilets
- Structural changes in tenements prevents regeneration of upper floors
- Poor arrival experience at Gilmour Street Station
- Invisible High Street (due to pedestrianisation)
- No sport / play facilities
- Lack of social spaces for young people
- Rental / Rates are too high
- Too few people living in the town centre
- Community engagement
- Perception of safety and drug related problems



### Group 3 - Opportunities:

- The River - more should be made of it
- Better Information for tourists
- Introduction of night time uses to expand economy
- More Public Art, celebrate connection to Sandy Stoddart
- Improvements to traffic flow and parking
- Proximity of Gilmour Street Station to High Street
- Paisley Architecture
- Continued development of large scale events with
- Paisley as backdrop
- Pedestrian / cycle connectivity
- Improve visibility of pedestrianised area - gateways, careful control of car access
- More town centre living
- Positive cultural 'anchors' (Abbey & Town Hall / Museum & Coats Memorial) to High Street (view as a shopping centre asset)
- Paisley as a University Town

### Group 4 - Threats:

- Reducing employment levels in town
- Business Rates
- No clear offer - lack of differentiation of Paisley to other town centres
- Wallneuk retail park
- Lack of night time activity on High Street
- Lack of communication between stakeholders
- Confused town centre parking & servicing
- Vehicular Access & One-way system
- Landlord contracts
- Perception and reputation
- Decreasing retailer demand
- Investor confidence
- Lack of Funding
- Access for people
- Topography

# Workshop 2

## What is Paisley's future story?

For this workshop, the attendees remained in their initial four groups and were asked to consider the creation of a bold new narrative for Paisley that could weave the existing cultural legacy with new initiatives to create a solid framework for a convincing transformative story.

Groups were encouraged to spend some time to come up with a number of ideas / concepts and then to look at what they considered to be the strongest and develop a pitch for their chosen narrative. The concepts that were pitched were varied and took their basis from several different aspects of Paisley and are summarised below;

### Group 1 - 'Textile Town':

The group believed that their strongest concept was to make Paisley synonymous with textiles, owing to its rich heritage in this area. This would incorporate the design and manufacture of materials together with clothing and upholstery etc, encouraging fashion and artisan uses into buildings on the High Street.

The built 'fabric' would also be integral to the 'Textile Town' narrative. A more contemporary approach would be taken, centred around the themes of upcycling, recycling and repurposing to ensure environmental awareness would be at its core.

### Group 2 - 'Heritage Mile':

Here, the big idea was the creation of a 'Heritage Mile' – linking this notion with the existing built fabric of the Museum, Abbey, Town Hall etc. and build on the unique selling points that these afford the town. The key buildings are already benefitting from a circa £100 million investment and should be capitalised on. Paisley could create an area that attracts people similar to a 'University Avenue' type space.

Paisley should build on the great work done as part of the Paisley 2021 bid and also incorporate the existing large scale events; these would fit in well with the new narrative.

Audio visual elements could be incorporated, with a guide available from arrival at Gilmour Street Station active throughout the heritage mile, linking both heritage attractions and local businesses.

Finally, the group considered how to improve the 'core area' of the heritage mile, the High Street. It was felt that it needs more life and activity and that this could be achieved by introducing urban living and more co-working opportunities, where the possibility exists to attain government funding.

### Group 3 - 'Makers Town / A Place of Makers':

In order to come up with a future story for Paisley, the group looked back to what the town was renowned for in terms of its industrial heritage and at what is currently being pioneered in manufacturing in Inchinnan etc, Paisley was and is 'a place of makers' - of producers, not consumers. With a rich heritage in textiles, why can't the town be home to a new generation of pioneering, world leading textile designers and manufacturers.

'Makers' would also be applicable to other fields;

Music - as a town Paisley has long punched above its weight, create an environment that supports and encourages this.

Gastronomy – Paisley is surrounded by tremendous produce and home to great education establishments that could educate people to make great food.

All of this feeds into the cultural picture; Art, heritage, music and performance, ensure that 'Makers Town' is used as a brand, ethos and spirit.

Paisley could be a place of discovery, becoming the place to discover the next breakthrough talent in a variety of fields. Create an environment where people can take their first steps into enterprise / experimentation – a start-up eco system with Back of House spaces to produce and front of house spaces to showcase.

Finally, create a 'Paisley Mark' brand that would be attached to anything produced in the town, acting globally as an identifier encouraging recognition and tourism.

### Group 4 - 'Learning Town / A Place for Learners'

The group believe that the challenge for any narrative is to be authentic and ambitious at the same time. Their conversation explored the different age groups and what would attract them into the town centre and the need for a truly intergenerational approach.

The one thing that is authentic and ambitious about Paisley is its learning. Paisley is in a unique position for a 'town' in Scotland in that it is home to well known, well established, high reputation education providers.

The proposition is to explicitly build on this as the key element to change peoples views on Paisley and create 'a place for learners'. Paisley's USP would be the creation of a true High Street campus as the epicentre for learning in Paisley, bringing together and tying in all the institutions as providers, linking together arts, commerce, business and design. The default in this place is that learning is part of what you do, learning informs how you develop. This could be the one thing that transforms people's views of Paisley.

'The world's leading education facility'.

# Workshop 3

What do I need from my Town Centre?  
 What would make me live in the High Street area?

For this exercise, the attendees were split into five groups and asked to role-play to consider the questions posed from the point of view of someone from their given age category. The purpose was to ensure that the needs of all user groups were considered, not just those represented at the event. The age groups chosen and the responses received are summarised below:

## Group 1 - Families with Young Children:

- Initial leap of imagination required to envisage families choosing to live in the High Street area
- Green Space
- Medical / Health Facilities
- Cinema
- A safe but not sanitised environment - No anti-social behaviour (beggars, addicts, chuggers)
- Accessibility & family size parking spaces
- Proximity to extended family - parents and grandparents
- Support for businesses
- Larger family housing – minimum 3 bedrooms

## Group 2 - Teenagers 13-17:

- Activities - Cinema, Bowling, sport and leisure facilities, Music Venue (for under 18s)
- Social Spaces
- Retail - Variety / clothing options / Brands (brands are important)
- Restaurants / Cheap eating options / Street food / Nandos
- Town centre school campus
- Student accommodation
- Public transport and active travel



## Group 3 - Young Adults 18-25:

- Affordable housing for first time buyers / rental options
- Gym
- Places to eat and drink
- Cinema / Music Venue
- Collaborative workspace/café/art space/tech space (like Glasgow CCA)
- Public transport and car parking options

## Group 4 - Adults 26-60:

- Public realm improvements
- A safe, better lit environment
- Transportation - hassle-free access by car and public transport
- An evening economy - currently everything closes at 5:30
- Entertainment venues
- Restaurants / cafes

## Group 5 - Seniors 60+:

- Connectivity - ease of movement
- Medical facilities
- Appropriate town centre living accommodation
- Access to public toilets
- Community education (Art & computing)
- Activities, Cinema

# Workshop 4

## How can my organisation invest more in Paisley Town Centre and why should we?

In order to take full advantage of the disciplines represented by key stakeholders present, this exercise looked to create three groups, each focussed on a particular interest; Education, Commercial and Residential, with community-based attendees then distributed amongst them. Here the question posed could be debated from both the standpoint of those representing the specialist groups identified in terms of their needs, and the wider community in terms of what they would like to see these groups deliver. The outcomes of these debates were as follows;

### Group 1 - Education Providers:

- The right forum - shared direction and vision
- Consider wider place - include current campus locations in study thinking
- Learning mile - anchored by University and College, creates footfall for amenity on High Street
- Provide Business and social enterprise space
- Think about places and sites to accommodate education uses

### Group 2 - Commercial Interests:

- Put the Town Centre first - No more Wallneuk style edge of town developments
- Clearly define Paisley's purpose
- How can Paisley be different and stand out - consider lighting and music
- Involve the wider community - they must be part of the solution
- Changes to Planning approach - flexible approach to uses to allow agile adaptation e.g. to listed buildings
- Confidence in leadership of town
- Improve gateways into town centre - these set the tone for all of Paisley
- Improve presence of Railway Station and facilities - Railway arches give grim first impression on approach and are barrier to town centre
- More public toilets



### Group 3 - Housing Providers:

- Change Perceptions of Town - A catalyst (bold move) for this is required
- Existing fragmented ownerships are challenging and risk for potential developers
- Grant funding may be essential to get projects off the ground due to condition of existing buildings in town centre
- Financial risk is a potential barrier to development
- Bring investors in and tell a better story

## Attendees

Liz Connolly (Principal)  
West College Scotland

David Alexander (Vice Principal)  
West College Scotland

Donna Vallance (Dir. of Estates)  
University of the West of Scotland

Natalie McShane  
Paisley First BID

Graeme McGowan (Chairman)  
Paisley First BID

Julie Pears (Development Director)  
Ellandi (The Paisley Centre)

Emma Mackenzie (Director)  
New River REIT plc (Piazza)

Sophie Shannon (Assoc. Director)  
New River REIT plc (Piazza)

John Wilson (Community Liaison)  
Abellio Scotrail

Colin Culross (Director)  
Link Group Ltd

Brian Clarke (Director)  
Park Lane Developments

David Blair (Land Director)  
Taylor Wimpey

Gary Kerr (Chairman)  
Paisley Community Trust

Andy Campbell (Dep. Chairman)  
Paisley Community Trust

Ian Henderson  
Thomas Coats Preservation Trust

Joyce Bunton  
Paisley North Community Council

Dr. David Williams (Secretary)  
Oakshaw Residents Association

Sam Cassels (Associate Director)  
Scottish Futures Trust

Susan Bolt  
Scottish Government

Stuart McMillan  
Renfrewshire Council

Mark Hughes  
Renfrewshire Council

Sophie Hutchison  
Paisley Grammar School

Rachel Hepburn  
Paisley Grammar School

Ben Smith  
Castlehead High School

Alex Ranking  
Castlehead High School

Alan Anthony  
Threesixty Architecture

Stefano Faiella  
Threesixty Architecture

Anthony Hubbert  
Threesixty Architecture

Christy Doherty  
Threesixty Architecture

Ben Brodie  
Threesixty Architecture

## Apologies

Craig Mahoney (Principal)  
University of the West of Scotland

Bob Grant (Chief Executive)  
Renfrewshire Chamber of Commerce

Mark Hurst (Director)  
Ellandi (The Paisley Centre)

Gillian Lavety (Director)  
Sanctuary Scotland

Robert Moore  
Paisley East Community Council

Stephen Cullis (Managing Director)  
Westpoint Homes

David Leese (Chief Officer)  
NHS Health & Social Care Partnership

Lesley McVeigh  
Taylor Wimpey

Matt Hillin  
Thomas Coats Preservation Trust

Phil Prentice  
Scottish Towns Partnership

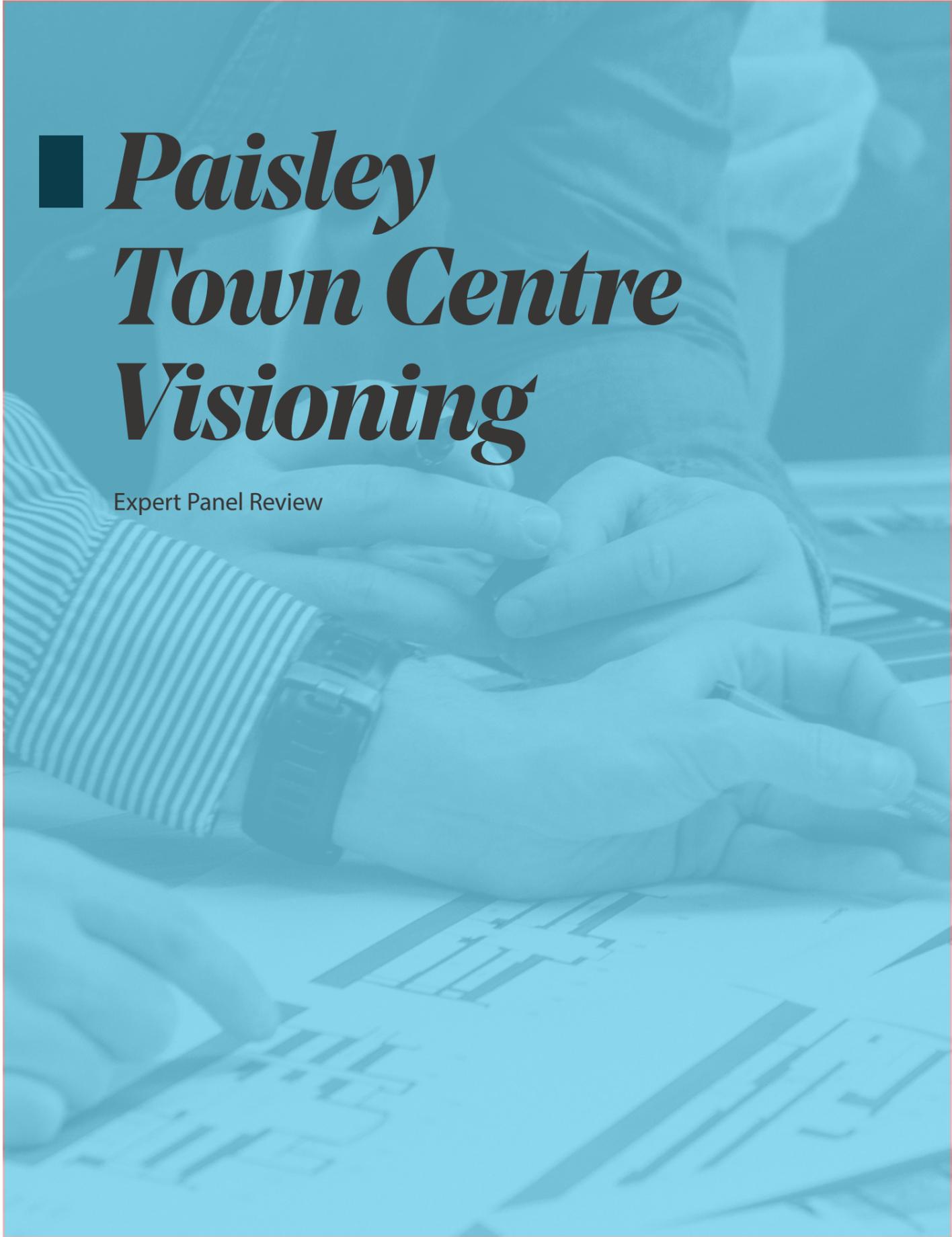
Colin McIntyre (Director)  
Nixon Blue

Appendices

# Expert Panel Review Report

Issued April 2019

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# ■ *Paisley Town Centre Visioning*

Expert Panel Review

## File Note – Expert Panel Workshop



Job Title: 18161GA: Paisley Town Centre Visioning

Date: 29 April 2019

Reference: 18161GA-190429-CL-OR01AH

|                 |                         |                                |
|-----------------|-------------------------|--------------------------------|
| Attendees:      | Alison Taylor           | Avison Young                   |
|                 | Andy Milne              | SURF                           |
|                 | Angela Coia             | Gardiner & Theobald            |
|                 | Barbara Cummings        | Historic Environment Scotland  |
|                 | Brian Evans             | Glasgow City Urbanist          |
|                 | Gary Mappin             | Iceni Projects                 |
|                 | Mike Galloway           |                                |
|                 | Paul O'Neill            | UMUM Architects                |
|                 | Raffaele Esposito       | GCC City Design Manager        |
|                 | Alasdair Morrison       | Renfrewshire Council           |
|                 | Mark Hughes             | Renfrewshire Council           |
|                 | Stuart McMillan         | Renfrewshire Council           |
|                 | Susan Bolt              | Scottish Government            |
|                 | Phil Prentice           | Scotland's Towns Partnership   |
|                 | Alan Anthony            | Threesixty Architecture        |
| Stefano Faiella | Threesixty Architecture |                                |
| Anthony Hubbert | Threesixty Architecture |                                |
| Gerry Grams     | Threesixty Architecture |                                |
| Christy Doherty | Threesixty Architecture |                                |
| Apologies:      | Brian Clarke            | Park Lane Developments         |
|                 | Alastair Brand          | Stallan Brand Architects       |
|                 | Diarmaid Lawlor         | Architecture & Design Scotland |
|                 | David Cowan             | Scottish Government            |

### NOTE:

It was agreed that the workshop would be held under Chatham House Rules, therefore the opinions and views expressed are not attributed to any specific attendee.

### Describing the Vision

- **Welcome & Introduction** - Alasdair Morrison welcomed everyone to the workshop and introduced the visioning exercise to those in attendance. He requested that anything shown or discussed be treated in strictest confidence as details of the work undertaken to date had not yet been shared with the executive or elected members of Renfrewshire Council. AM then handed over to Alan Anthony to run through a presentation of the vision study, split into three sections
- **The Project Brief** - Alan outlined the project brief and how it had been developed from information received from Renfrewshire Council, the Town Centre Action Plan and the Stakeholder Event held in February 2019. Alan stated that the aspiration was to demonstrate how a new Paisley High Street and town centre would work for all demographic groups, from families with young children through to seniors of age 60+.

- **Methodology & Analysis** - The question 'What happened to Paisley High Street?' was addressed and the need for a change in the perception of the town through a new narrative was introduced. Finally, in this section, an analysis of Paisley today was shown, its cultural and built heritage, SIMD statistics, existing uses throughout the buildings of the town centre and the positive moves already happening, from the significant cultural investment to recent residential developments.

- **The Developing Vision and Options** - Alan explained that the key moves had been identified, grouped around the following headings;

#### ***'Rebalancing + Repopulating + Repositioning = A Re-energised High Street'***

A new series of public spaces and lanes was proposed to provide a better backdrop for the very successful events already held in the town, to increase permeability and connectivity throughout the town centre and to literally change perception. Precedents for improving existing 'gateways' into the town centre from the ring road were shown to demonstrate that these could be transformed without the need for significant investment.

Repopulating the town through the introduction of significant new residential developments was described, with particular focus given to the Paisley Centre site, home to 46% of all retail space within the town centre study area.

The diversification of uses through the use of 'attractors' was also highlighted. Proposals to provide a European style food hall and cinema to the High Street were shown, together with the creation of new workspaces – co-work, artisanal workshops / maker spaces and Artists Studios with complementary exhibition / event spaces. These new uses were identified as possible ways to repurpose some of the significant historic built fabric on the High Street and preliminary studies of the Liberal Club and YMCA buildings were shown.

'Learning for all' was described as a key element of the vision, building on the positives of already having a University Campus in the town centre and a further education college in the vicinity. The possibility of forging greater links with these institutions was mooted and the creation of a new learning campus at the heart of the town centre was identified as an option to be developed further as the study progresses.

### Comments & Feedback

- **Arrival from Gilmour Street Station** - The current arrival sequence is poor and would benefit from improvements to create a more welcoming and easily navigable experience. It was noted that Network Rail take the view that the station is fit for purpose as they prioritise health and safety and appear unwilling to invest in large scale improvements to the below platform areas. The new station in Dundee was discussed and it was only made possible through the investment of the local authority, not Network Rail. It was agreed that potential improvements would be investigated as part of the visioning study.
- **Glasgow Airport Link** - This could prove to be very important to Paisley moving forward, potentially leading to a massive increase in footfall through the station and into the town centre.
- **Visibility & Accessibility** - The proposal to perhaps reintroduce vehicular traffic in one direction to the High street was discussed. In terms of positives, this would bring visibility to the High Street, remove buses from New Street by negating the need for a circuitous loop to avoid the current pedestrianised area and provide greater accessibility for those with mobility issues to the entire High Street. In terms of negatives, the environmental impact, the effects this move may have on the street environment and the contentious counter intuitive nature of the proposal may dominate any discussions of the wider vision.

The example of the works to Sauchiehall Street were discussed but it was felt that these are part of a much wider strategy and in a City significantly greater in size to Paisley.

The possibility of the introduction of green forms of mass transport, electric buses, trams etc may be more palatable as vehicle ownership and use changes in the future.

Greater research / investigation into public transport would be beneficial. Good public transport links result in activity, visibility and accessibility and can draw people into the town centre.

It was agreed that de-pedestrianisation would be shown as a potential option but that it would not be a central or critical tenet of the vision.

- **Involvement of UWS & WCS is Key** - The significance of having a University and Further Education College in the town should not be underestimated. Stakeholder meetings had already taken place with these institutions and both could be better engaged with the town centre, particularly UWS who remain rather insular in their outlook, despite having an urgent need to improve their built fabric. Any consideration of a relocation out of town to a 'Hamilton' style campus should be actively discouraged by central government.

The argument that in an increasingly competitive market a strong, energised town centre would act as an attractor to students is a compelling one and needs to be reinforced through the vision.

It was stated that all Glasgow tertiary education establishments have signed a memorandum of agreement with the City Council to commit to a series of 'areas of innovation' and that a similar approach could be adopted by Renfrewshire Council.

- **Key Moves: Prioritise What Really Matters** - Establish and prioritise the key moves and core elements of the vision. These need to hold up long term and crucially, need to be bought into by the wider public. *'What is the simple, understandable clear vision for Paisley?'*
- **Look 'Longer Term'** - Whilst the exercise as commissioned is a 10-year vision, it may be pertinent to extend this to a longer period for more sensitive elements so as to provide reassurance to elected members and existing businesses on sites earmarked for transformation. A longer-term approach provides opportunity for 'wiggle room' and for elements to evolve and change. The correct balance however, between ambition vs kicking something into the long grass must be found.
- **Alignment is Crucial** - All proposed vision moves should demonstrate alignment in three main strands; physical, fiscal and story / narrative.
- **Vision Must be Part of a Wider Picture** - This exercise calls for 'physical and spatial change' but should integrate with social and cultural ambitions for Paisley.
- **Repopulation of the Town Centre is Vital** - Bringing people back to live in the town centre should remain a key element of the vision.

The time has never been better to deliver the largest move contained in the vision as the value of the Paisley Centre site is at its lowest point. It is now potentially viable to make the necessary investment to acquire the asset, clear the site and develop a residential led scheme.

- **Evolving Workplaces** - The introduction of commercial spaces was viewed very positively, particularly the creation of co-work space. 80% of new office developments in the US are now underpinned with an element of collaborative space. These developments drive creativity and forge loyalty to a location.

The establishment of 'Maker Spaces' also fits well with Paisley's strong tradition for manufacturing, creativity and innovation.

- **See Proximity to Glasgow as a Positive** - Quick and frequent access to Glasgow is a good story to tell, makes Paisley an ideal place to live with the facilities of the town on your doorstep but still close to the city. Location of Glasgow Airport is fantastic asset also.
- **Make Paisley a Desirable Destination** – Consider what makes a place cool and attractive, why would I want to spend time here?
- **Ensure Stakeholder / Investor Buy-in** – Continue to engage with key parties – UWS, WCS, Abellio Scotrail, M&S, Housebuilders etc. Use outcome Vision proposals to show what can be delivered for them, demonstrate the positives for their organisations / businesses to be actively involved.
- **Change Behaviours** - The success and deliverability of the vision will be dependent on changed behaviours and habits. This may prove to be difficult but must be tackled head-on.
- **Consider Climate Change** – Climate change is the biggest issue we face in the next 20 years. How can this be manifested in the vision in terms of the physical and spatial proposals?

'Metropolitan Glasgow Strategic Drainage Partnership' have been charged with delivering a strategy to deal with drainage in the wake of climate change and are in the process of assessing sites for viability for development in this context. Large scale infrastructural changes may be required and they have the budget to carry these out. This may be a route to investment in large scale urban / civic regeneration that is normally difficult to fund.

Dundee Waterfront regeneration was driven by a need to raise ground levels to protect against flooding and to facilitate large scale sewerage infrastructure works. Could any similar infrastructure requirements aid the delivery of the vision for Paisley?

- **Evocatively Describe the Delivery of the Vision in 2030** – Show that Paisley in 2030 has a Town Centre that demonstrates a modified built environment that marries its heritage with considered, high quality contemporary architecture and is a leader in demonstrating how run off water has been dealt with and how environmental awareness has been a key driver of its transformation.

### What is Paisley's Unique Narrative?

- Alan Anthony talked of the desire to find an authentic, unique narrative to underpin all moves within the vision. A number of examples were shown, demonstrating the power of a good narrative to reinvent and reinvigorate a town or wider place – 'Wigton, Scotland's Book Town' and the 'North Coast 500'.

Ideas had been initially explored around Paisley's rich cultural heritage - Paisley Pattern, Radicalism, Poetry, Visual Arts, Music, Dance.

Some initial thoughts were shown, reflective of the spirit of 'radicalism' but without the explicit use of the word -

- People then Profit - A Town of Value(s)
- A Town Centre for Everyone
- Fit for Purpose and Forward Looking
- Demand Better Architecture, Better Quality, Better Experiences
- Make it Paisley / Made in Paisley

The following Questions were posed to the panel;

*What is the glue that can bind all of these vision moves?*

*What is the story / narrative that we test all proposed and future moves against?*

- **The Creation of a Narrative** - This is a complex project and the creation of an appropriate narrative should be tackled in conjunction with marketing and branding experts. Mike Benson of Berliner Benson, a New York based global marketing and branding consultancy has already been consulted as he has an interest in Paisley through family connections, is keen to remain involved and may be commissioned to assist moving forward.
- **More Than a Simple Strap-line** - Any narrative must contain multiple messages and be chameleon like, resonating differently with different groups. A simple strap-line should be the last thing considered. It was agreed that branding, strap-lines etc. were not to be developed as part of this exercise though it is important to establish narrative and purpose.
- **Consider Existing Branding Campaigns** - Paisley, beyond the unsuccessful 2021 bid launched a new branding campaign 'Paisley **is**'. The significant cultural investment and burgeoning cultural programme is being united under the banner 'Make It Paisley'.
- **Basis for a Narrative** - There are many parts to the Paisley story that could provide a basis for an authentic narrative – Heritage / Manufacturing / Craft / Academia / Innovation / Radicalism. It can't be based on only one of these elements. The richness of the narrative will come from the blend of a number of these strands.
- **It's Not All About Heritage (But it is Important)** - All towns, to a greater or lesser extent have a 'heritage angle'. Paisley shouldn't ignore this rich part of the story, but it needs to be about more than this.

More needs to be made of the great assets of the Abbey and Coats Memorial etc. who get a fraction of the visitors they deserve in comparison with similar examples in other towns and cities in Scotland.

Paisley is famed for its '**pattern**' but there is a risk that over dependence on this may hold the town back. Dundee has transformed its fortunes and perceptions, but it had to work hard to rid itself of the '**Jam, Jute and Journalism**' narrative it was previously famous for.

Paisley is 'real', a mixture of society and experiences, the facilities of a city but in a compact footprint where you are never anonymous. Can this be used to inform the narrative?

- **Can Work Define a Narrative?** - With changing patterns in how we work and interact, what is the future of work in Town Centres? Can Paisley be the first town to define this and become synonymous with it?

An outcome of the Stakeholder Event was the desire for a 'Made in Paisley' mark to distinguish products produced in the town to raise the profile and increase desirability.

- **Work with What You Already Have** – Multiple themes were developed at the Stakeholder Event and considerable consultation was undertaken as part of the Paisley 2021 Bid, the worlds largest online conversation. Distil this information down to create a convincing High Street story.

### How Do We Give This Vision Relevance Moving Forward?

- The following questions were posed to the panel;

*What guidance can the panel give to ensure the vision isn't left gathering dust on a shelf?  
What is the way forward for the vision after this first phase?*

- **Make Vision Key Consideration for Funding Decisions** - Use the vision as a benchmark against which to judge any proposed investment. If the outcome of any funding does not meet the values and aspirations set down, then it should be rejected and encouraged to change.
- **Create an Action Plan** - Allows easy wins to be delivered in the short term while establishing pathways to deliver more ambitious and challenging elements. Establish a series of steps that progress the vision and avoid stagnation. Testing of interventions is crucial.
- **Make Information Available to Encourage Investment** - Create site specific packages of information on identified sites and investment opportunities. Perhaps make available through the 'Invest in Renfrewshire' website.
- **Demonstrate Wider Benefits** – The benefits inherent in the vision need to be clearly shown to positively impact beyond the study area. Particular emphasis should be placed on telling a positive story about the benefits of the vision to Renfrew, Johnstone and Linwood town centres.
- **Galvanise Support** – Having the support of the community, stakeholders and elected members of all political persuasions will be essential to drive the vision forward.
- **Find the Best Delivery Model** – Consider the appropriate model for delivery of the vision – URC, Trust, Council.

The use of a URC was not advised. The delivery of the vision must not be allowed to become a party-political approach.

### Summary Note

The brief and area of this study are defined and focussed and although much of the discussion, comment and guidance is immediately relevant and valuable, much of it is outwith the scope of the study but nevertheless important to embed the vision within the wider strategic context.

Beyond this, a great deal of advice was gained on actions for after the vision exercise has been completed and, moving forward, will prove valuable.

## Post Meeting Comments Received

- **The Marketing Dimension** - There is probably a marketing dimension to this – ‘Developers Days’ or similar may prove useful. Glasgow City Council are running a ‘Real Estate Showcase’ week commencing 6<sup>th</sup> May where developers / investors can come and meet senior officers / politicians on a one-to-one basis. Could something similar be offered for Paisley? Could an ‘Opportunities Map’ be generated?
- **Consider Gap Sites and Vacant Buildings** - Is there a ‘Stalled Spaces’ strategy? ‘Meanwhile’ uses for these sites / buildings should be considered.
- **Collaborative Space** - Spaces for collaborative working (Office / Studio etc.) don’t need to be in shiny buildings, often the exact opposite is more attractive. These are often most successfully located in a building of character with a cheap / flexible cost base, a ready supply of power and ICT connectivity, clean toilet facilities and top-notch caffeine. This may not strictly require to be a public sector initiative (but may require an element of seeding).

Renfrewshire Council could really seize the opportunity as when it is done well it can be a fantastic business start-up initiative. A great example is The Sharp Project in Manchester – [www.thesharpproject.co.uk](http://www.thesharpproject.co.uk).

- **Alumni / Ambassadors** - There are an amazing number of Paisley folk who are in property (either from the town or former students of the University’s Estates Management Course). This is a resource that could be tapped into. They could be asked to provide their expertise and perhaps encouraged to come and look at Paisley to identify opportunities.

An Alumni Programme could help spread the word of what the vision could deliver for the town.

Create an ‘Invest in Paisley’ portal (web / social media / video) if this doesn’t already exist.

- **UWS** – The University is clearly a key stakeholder, whatever happens. Do they have an estates plan? Can this be taken, deconstructed, and re-presented in a different way? If the current funding / procurement model still demonstrates a likely outcome similar to the UWS Hamilton project, then there’s work to do.

High-quality buildings in a thriving town centre seem a much better investment (and better from a marketing perspective) than out-of-town clip-on cladding / business park architecture that would perhaps not even get close to being considered a ‘place’.

- **Delivery is Always Key** - Any investment plan or project needs an exit. Once you have the objectives, how do these get delivered? A URC may ultimately not be the right vehicle, but there are lessons to be taken from these (probably the original URCs, not the more beige efforts of more recent times).
- **There Will Be Politics** - This is inevitable, however, if the project is multi-agency and is to draw on multiple funding streams, is there a case for a dedicated vehicle? This might not need to be external, or indeed be big and flabby - it could be a tight unit be within the Regeneration team at Renfrewshire Council. If a healthy town centre is good for the wider community, doesn’t it deserve to be resourced accordingly? Public money will be needed but assume this will be tight - focus on enabling, partnership.



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