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GLASGOW

Glasgow's Avenue Strategy
&
The Role Of Beauty In Public Spaces

PEOPLE
MAKE
GLASGOW

C

CONTENTS

- Covid 19: rapid change
- Temporary measures
- The importance of beauty
- The Avenues programme
- Conclusions



C

I M P A C T

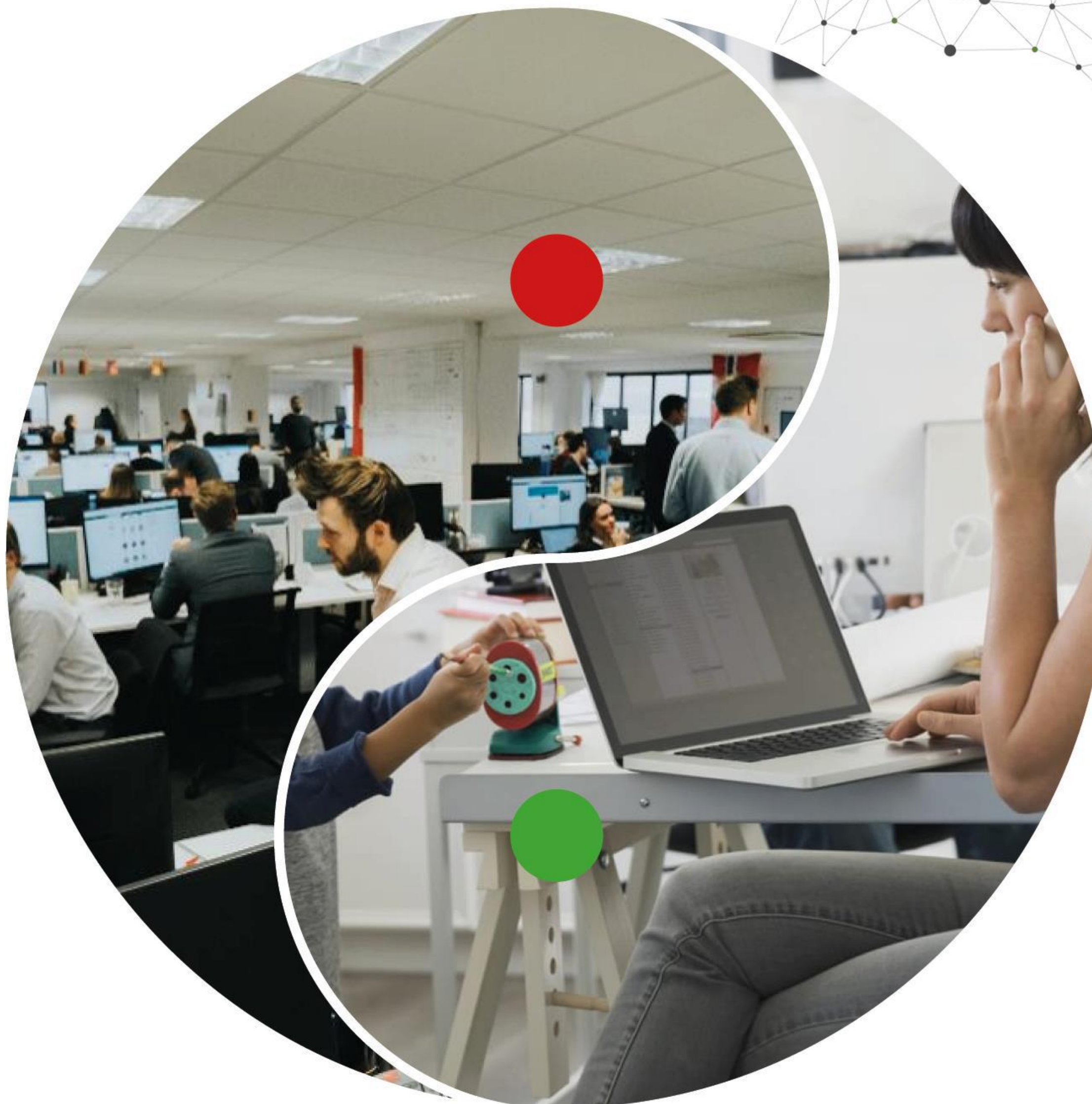
- Where we spend time
- Where we work
- How we move
- Where we want to live





I M P A C T

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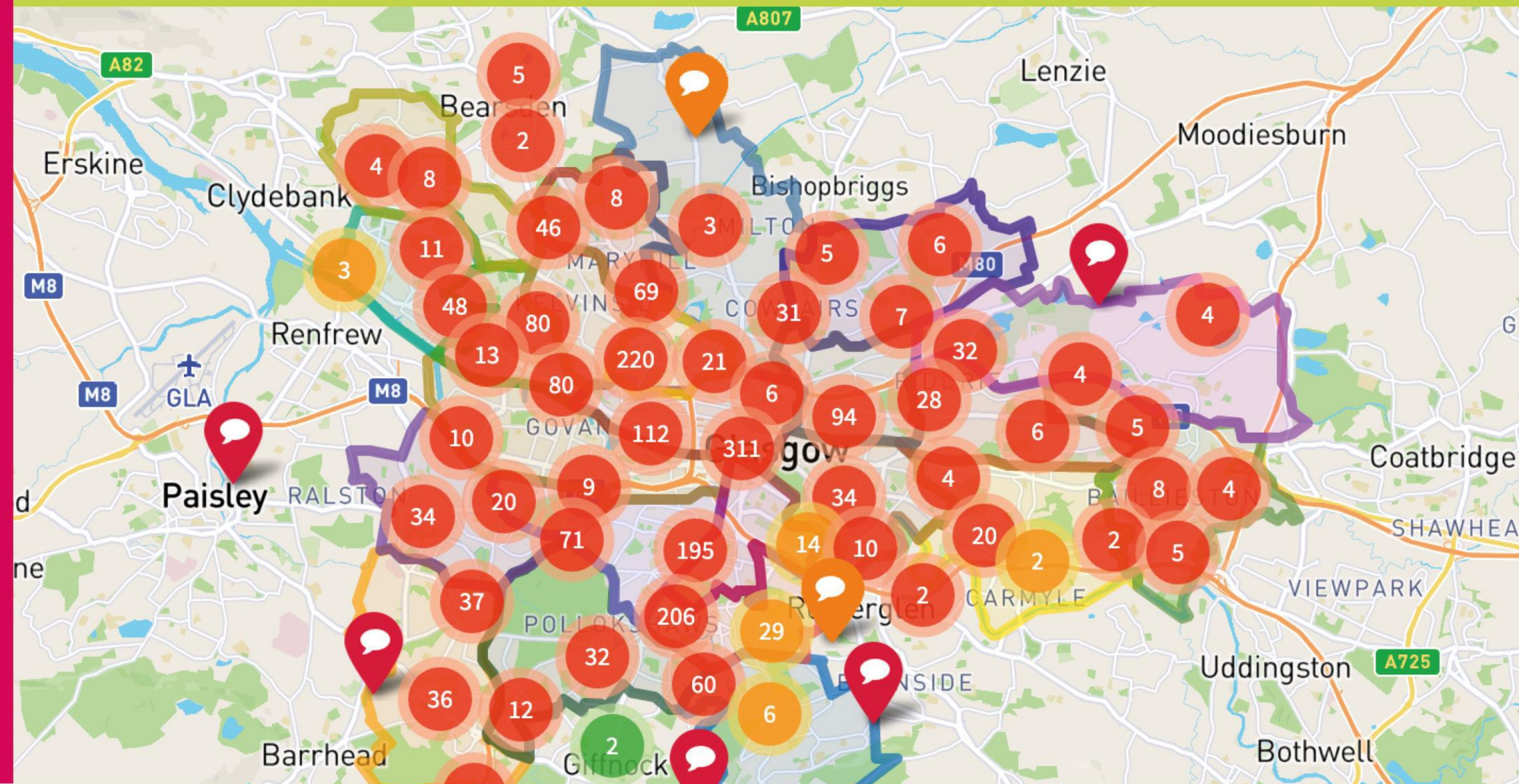


TEMPORARY

- Spaces for People

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Learn more about the project



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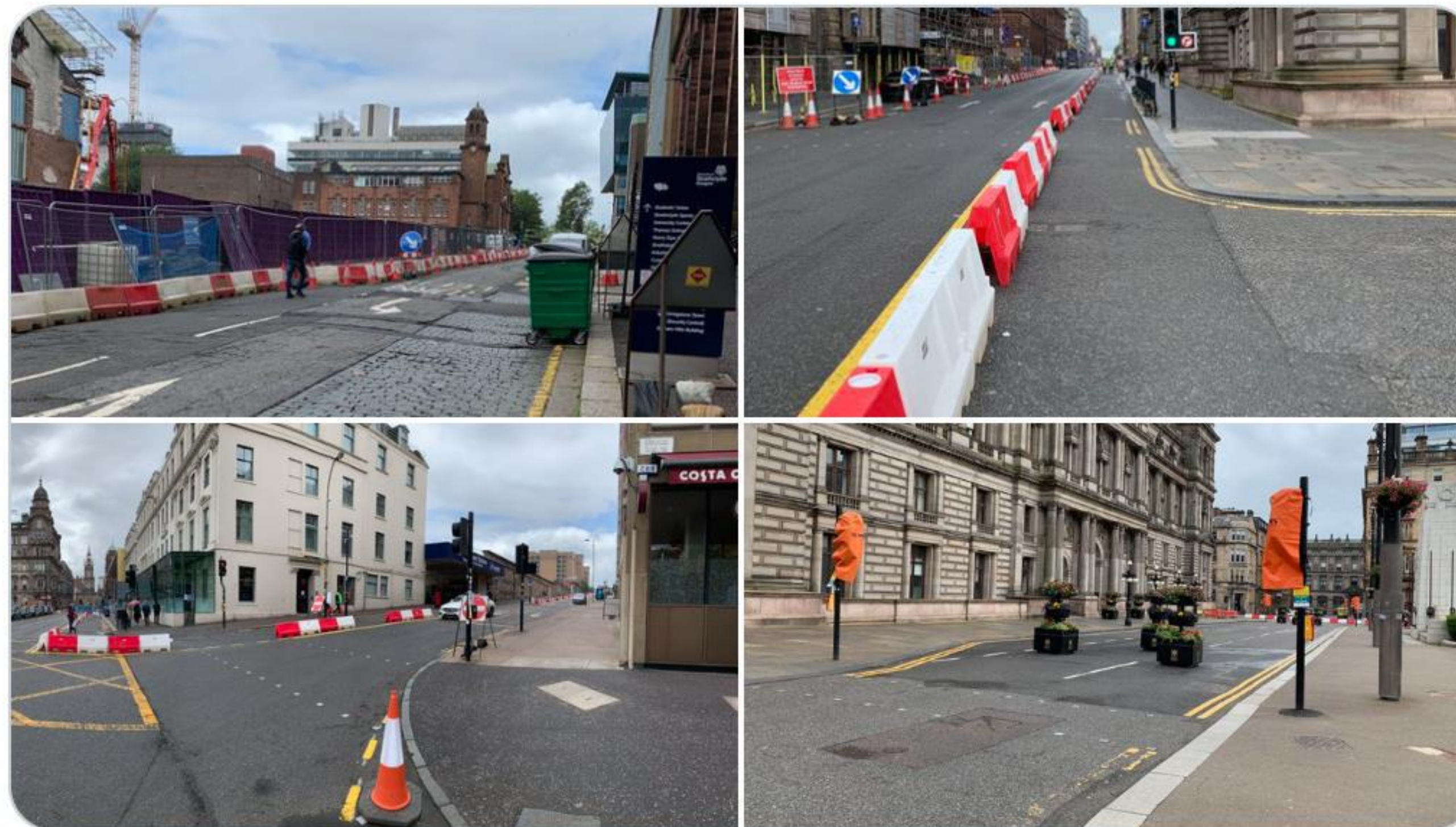
TEMPORARY

- Spaces for People



roddyUoS @roddyUoS · 7 Jul

Seen **for** myself the **Spaces for People** works in **Glasgow** city centre. Good to have them even if not very pretty. Thanks @GlasgowCC @Strath_Eco @UniStrathclyde #bikeisbest



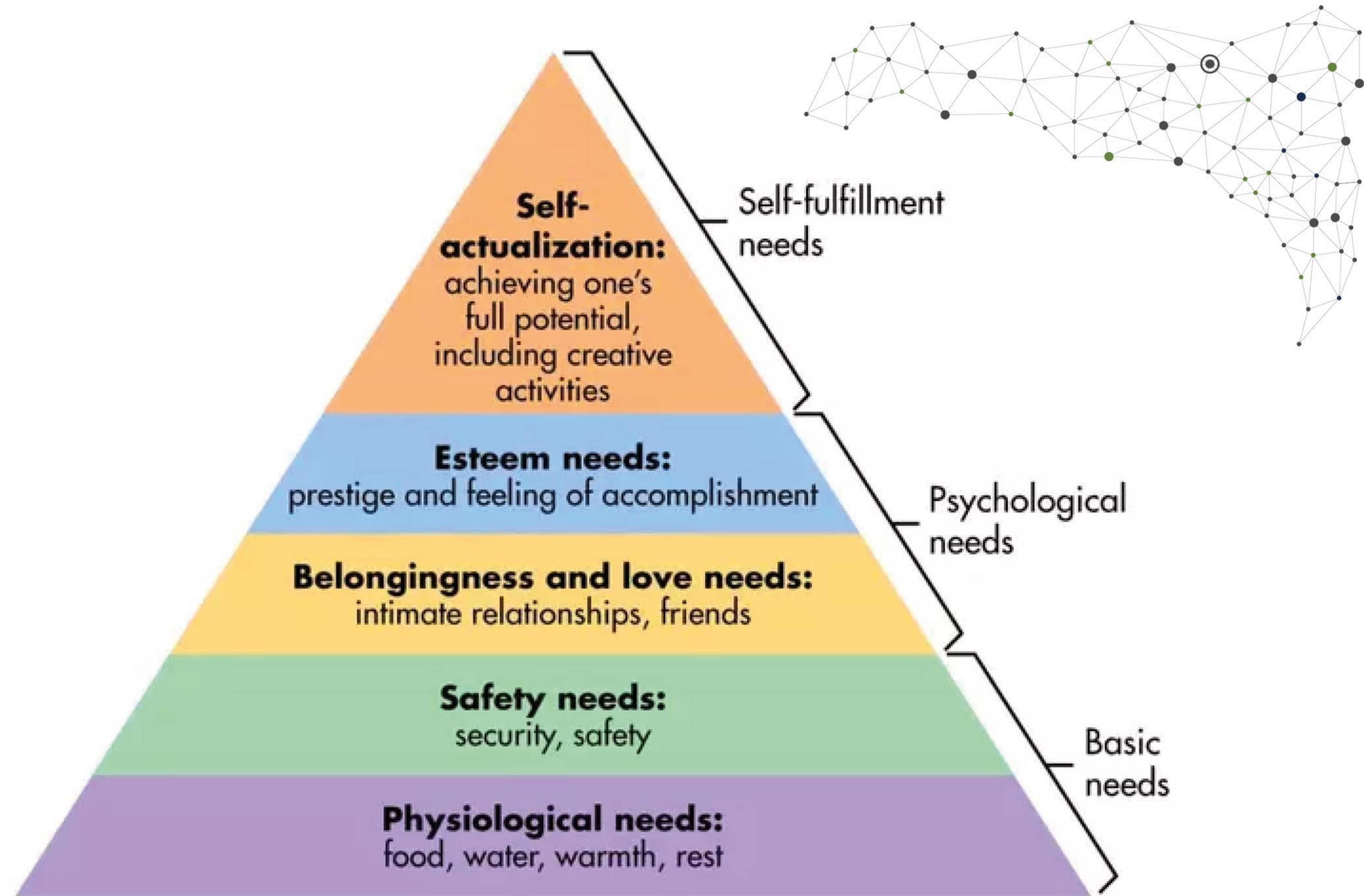
& do get it's right now... 🤔





TEMPORARY

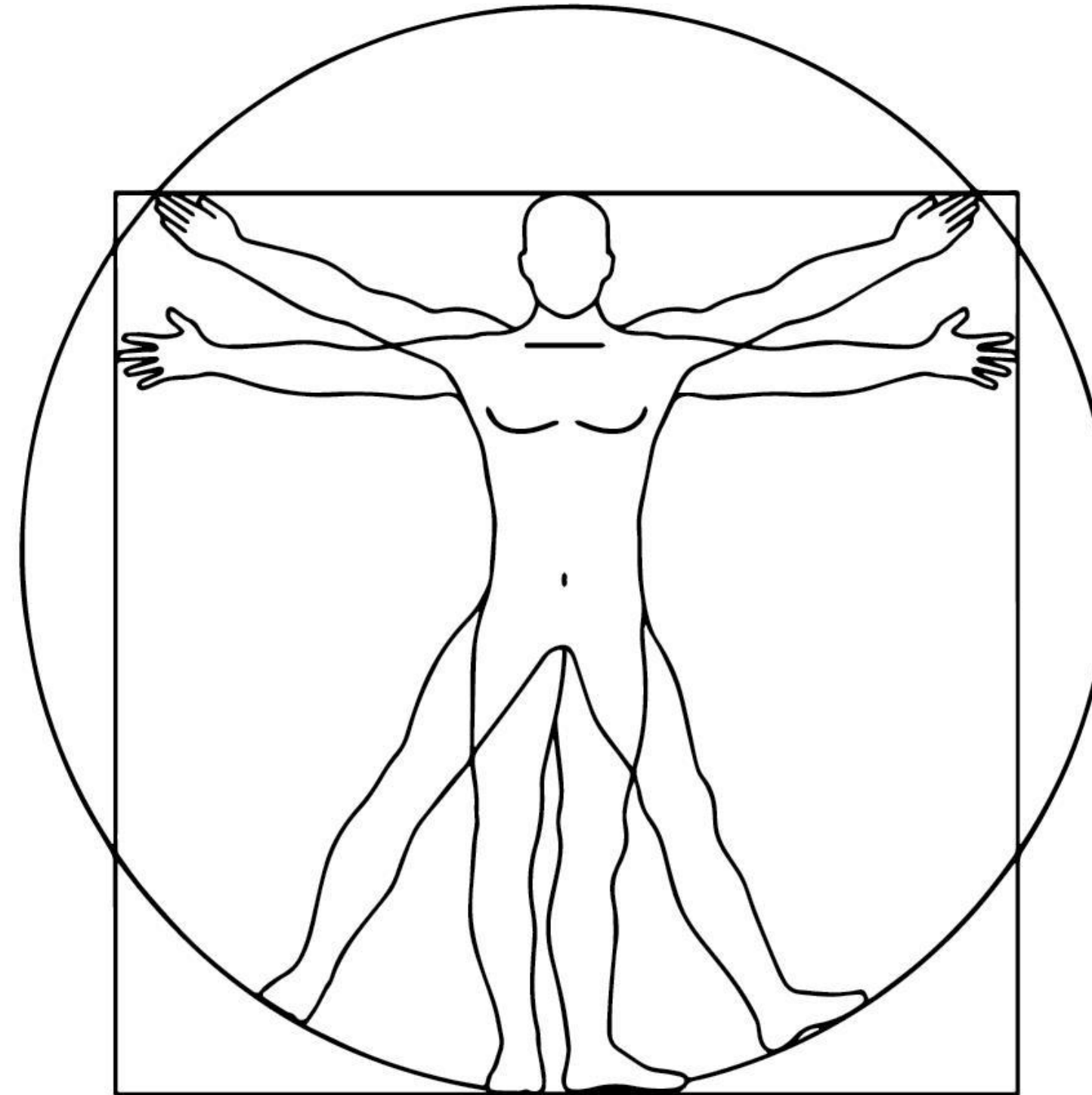
- Basic Needs
- Hierarchical/ Holistic





TEMPORARY

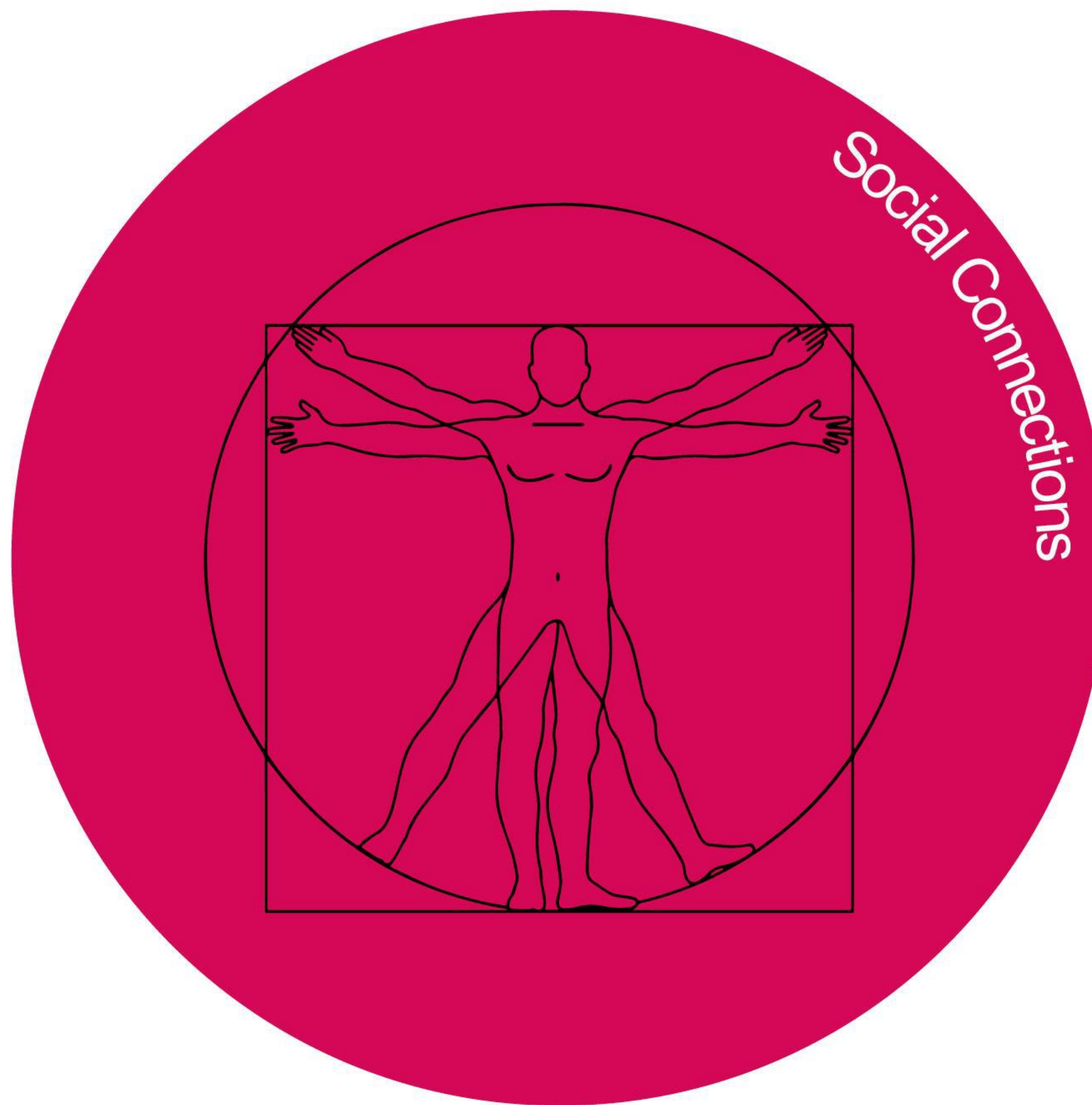
- Basic Needs
- Hierarchical/ Holistic





TEMPORARY

Create places able
to foster **social
connections**

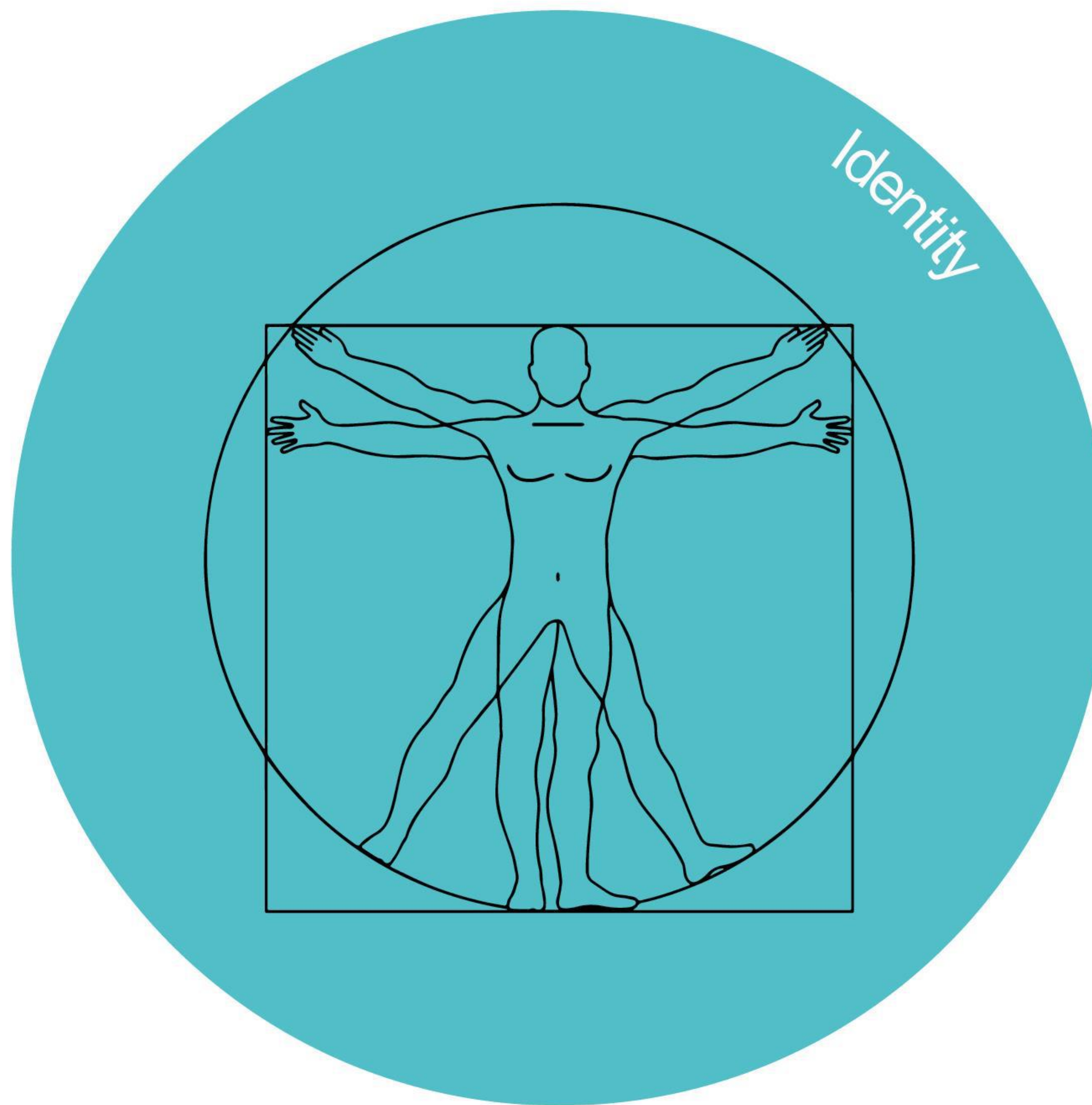


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TEMPORARY

For Lynch, **identity of a place** is a response to identification and recognition of objects in space, which is to distinguish one space from another.

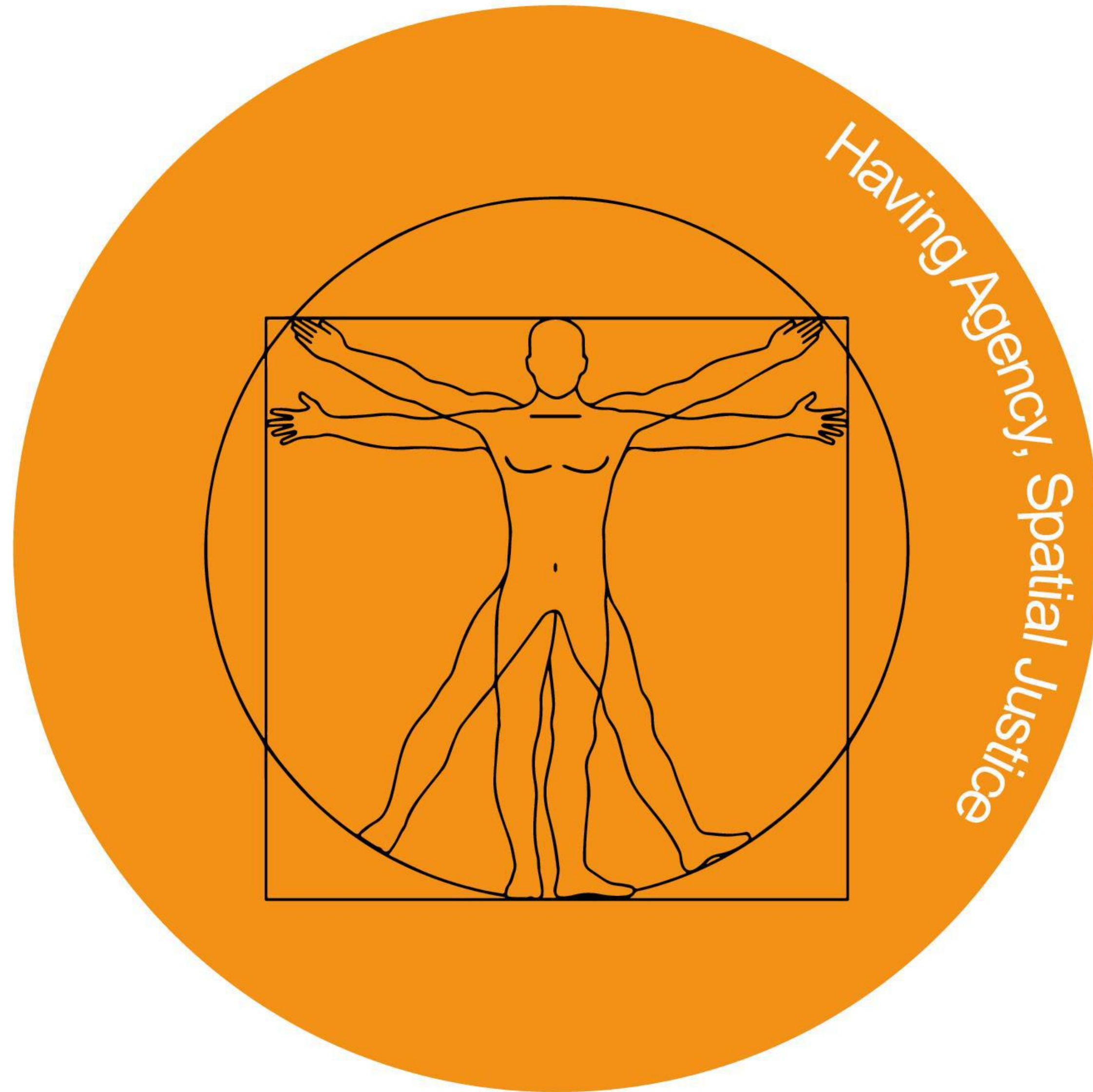
The **meaning of the objects for the observer** enhances the **quality of spatial and pattern relation of space**.





TEMPORARY

Spatial justice is about public culture. It's about who has the right to be, thrive, express, and connect in and across public space.

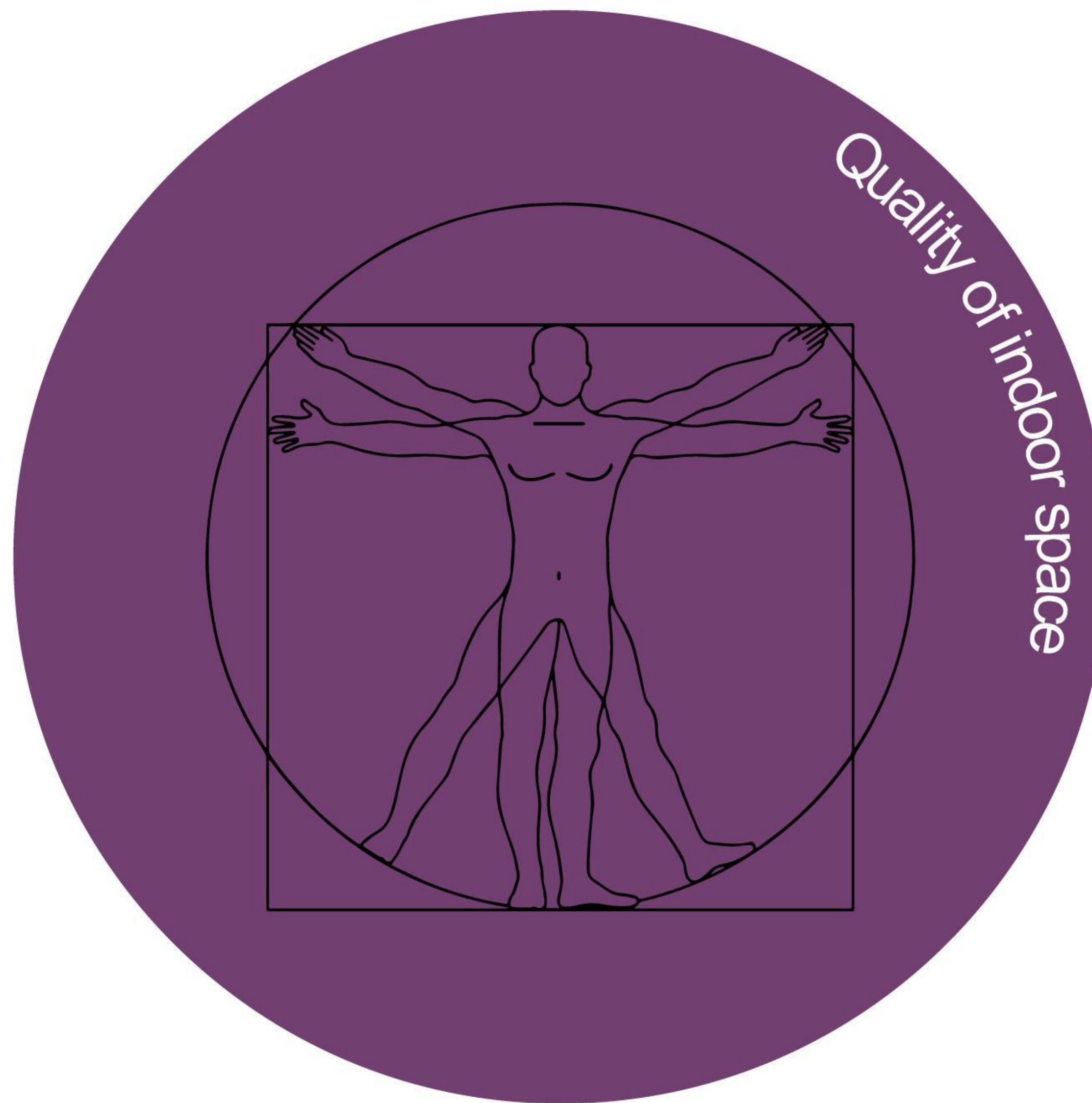


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TEMPORARY

Lockdown has not been experienced in the same way by all.

Those living in homes that are substandard, overcrowded, at times unsafe, are living through lockdown with a very different perspective.

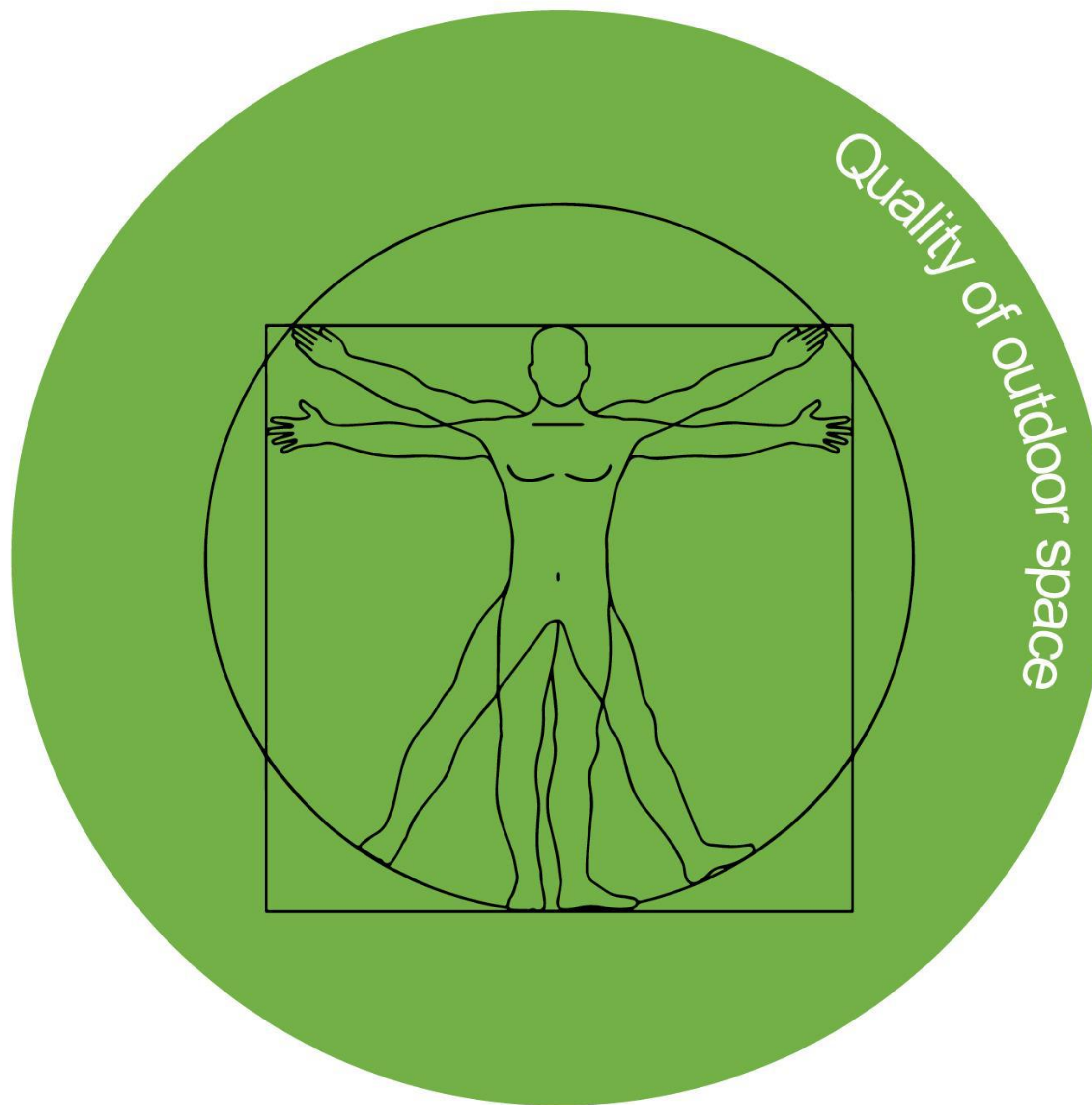




TEMPORARY

Spending time in nature within the guidelines provided by the government directly and positively affects our cognitive function.

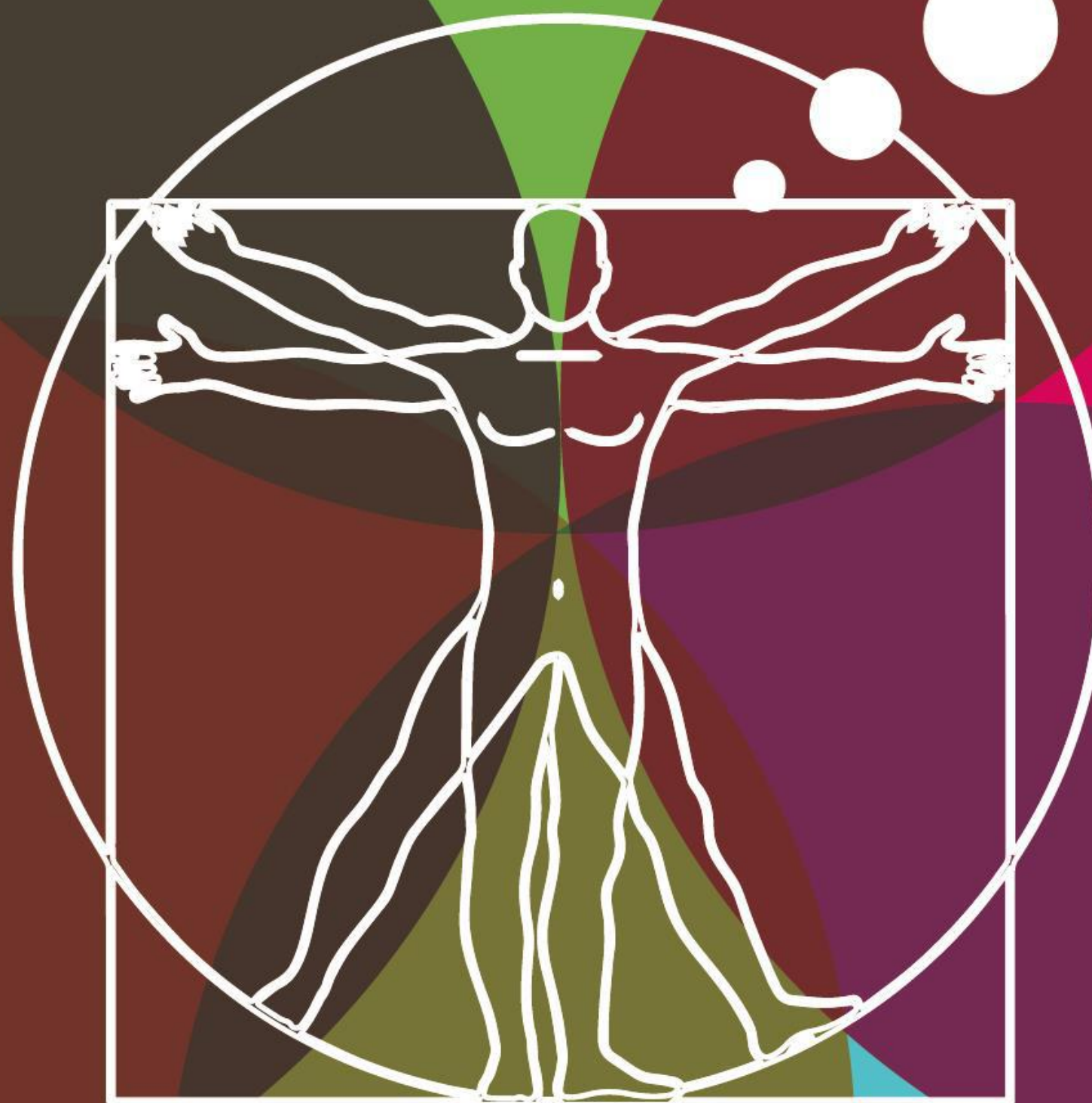
Cities must ensure equal access to quality green space



B

B E A U T Y

What about
Beauty?

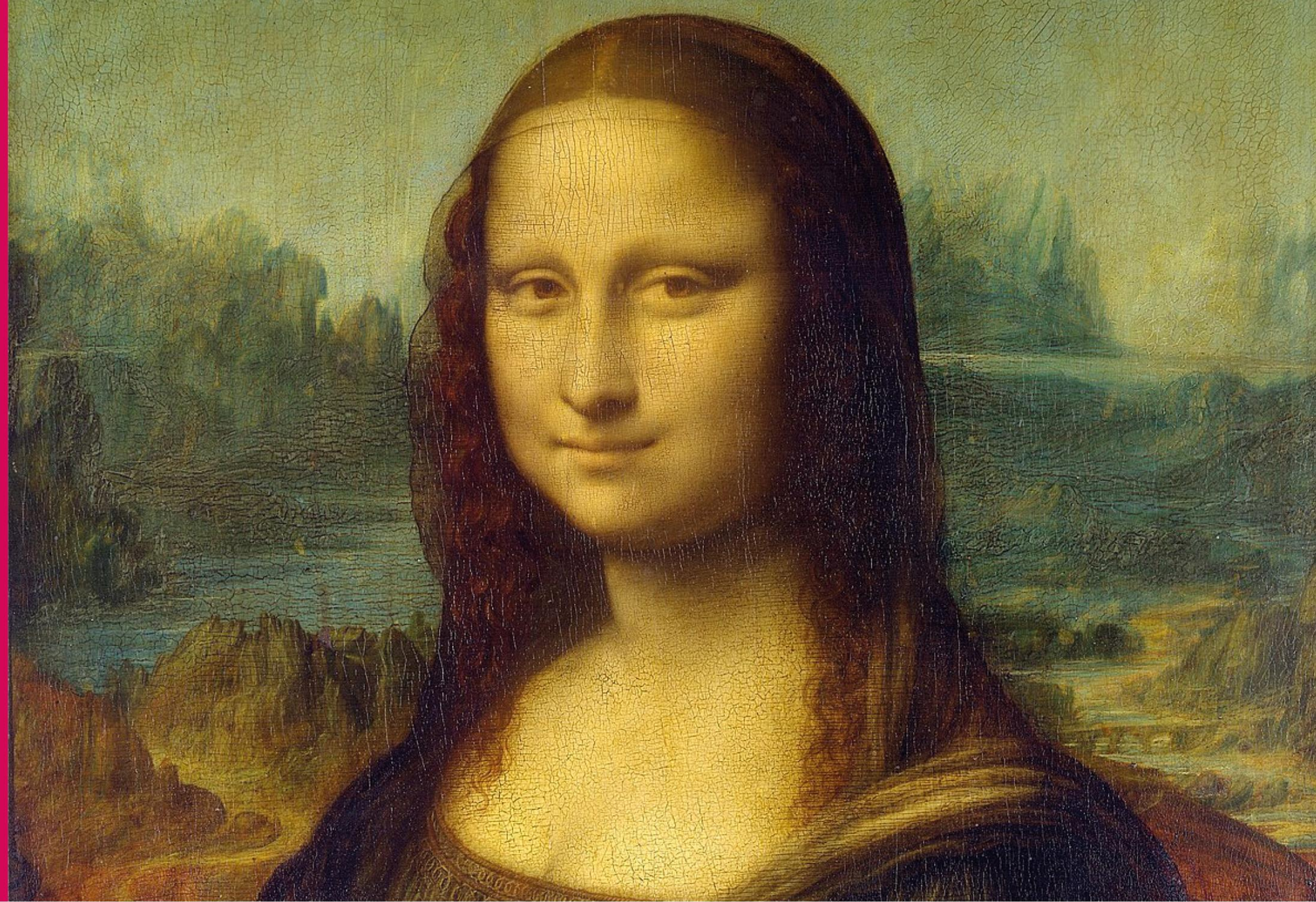


B

B E A U T Y

Beauty is an elusive but nevertheless universally acknowledged concept;

It may inhabit objects, ideas, experiences, people, and the capacity to recognise it is tied with perceptions and subjective taste.



B

B E A U T Y

Beautiful in Latin is “bellus” which means good, well.

An urban area is **beautiful** when it is well planned and can enhance the quality of life/well being of its users.

Calafiore, Alessia. “Measuring Beauty in Urban Settings.” (2020).

Historical
Properties and
the Character
of Place

Walkability

Size and Sense of
Order

Greenness

Gehl et al. (2011)
Jacobs (1961)
Alexander (1977)
Rossi et al. (1982),

“Good cities need infrastructure, efficiency and economic activity, and smart cities give equally strong attention to sustainability, arts and culture, and social compassion. But great cities need more than that. They need beauty”
(Toderian, 2007)

Sechseläuten Square in Zürich, Switzerland



B

B E A U T Y

Ask for Beauty.

Beauty includes everything that promotes a **healthy and happy life**, everything that makes a collection of buildings into a **place**, everything that turns anywhere into somewhere, and nowhere into home.

It is not merely a visual characteristic, but is revealed in the deep **harmony** between a place and those who settle there.

Living with beauty: report of the Building Better, Building Beautiful Commission

We do.

Glasgow City
Development Plan

The Avenues

Place
Commission

City
Centre
Living
Strategy





The Avenues strategy was originally conceived in the CCS as an integrated network of continuous pedestrian and cycle priority routes, with avenues of green infrastructure.

The Avenues will connect key areas and transport nodes within Glasgow city centre, as well as improving connections and interfaces with surrounding neighbourhoods and areas.

This initial Avenues concept was further developed into the **EIIPR programme** :

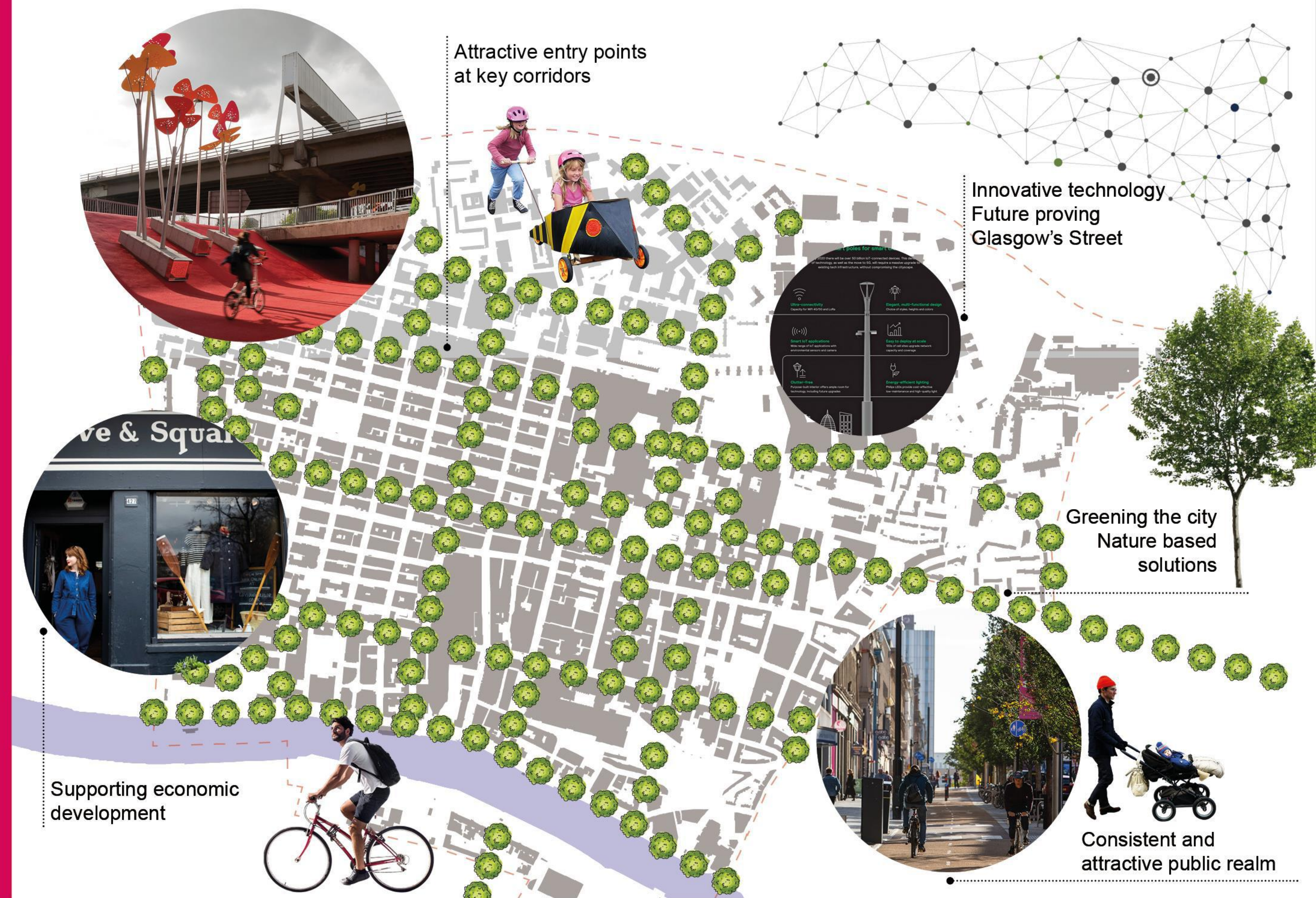
- **21 Avenues** in EIIPR programme
- **5 Blocks** of work
- **Deliver by December 2027**





AVENUES

- Creating attractive points of entry at key corridors
- Greening the city through the provision of quality landscape and environments
- Embracing innovative technology and future proofing Glasgow's streets
- Encouraging commercial, retail, leisure and residential property development
- Providing consistent and attractive public realm



Objectives

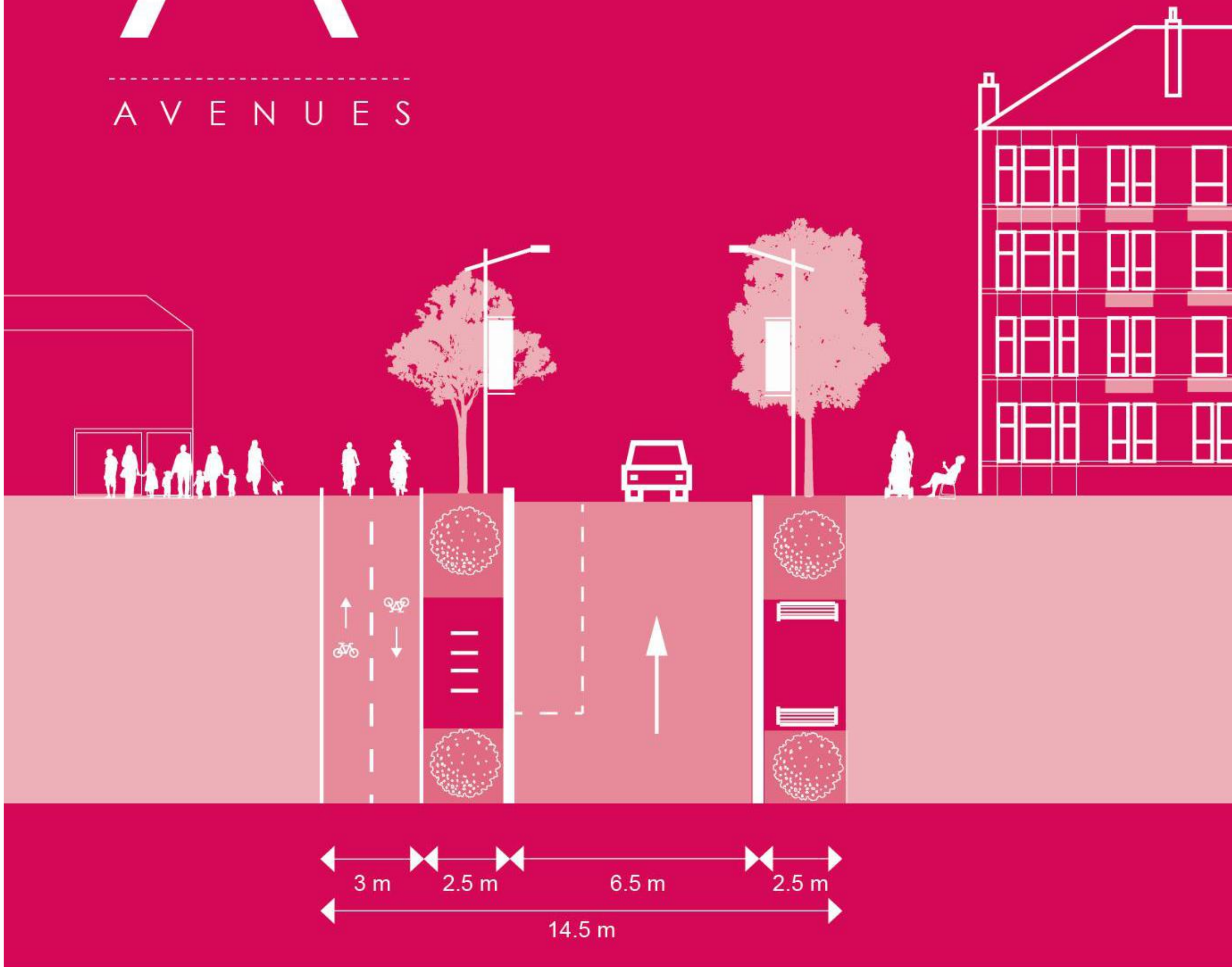


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A

AVENUES



One way street layout



Two way

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B E F O R E



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CONCEPT



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CONCEPT



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A F T E R





People-first solutions

Attractive public realm

Active frontages

Improved lighting features

**Integrated green and
blue infrastructure,
climate mitigation
solutions**

**Improved connectivity /
A balanced approach to
motorised vehicle, pedestrian
and cycle networks.**

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A F T E R



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A F T E R



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A F T E R



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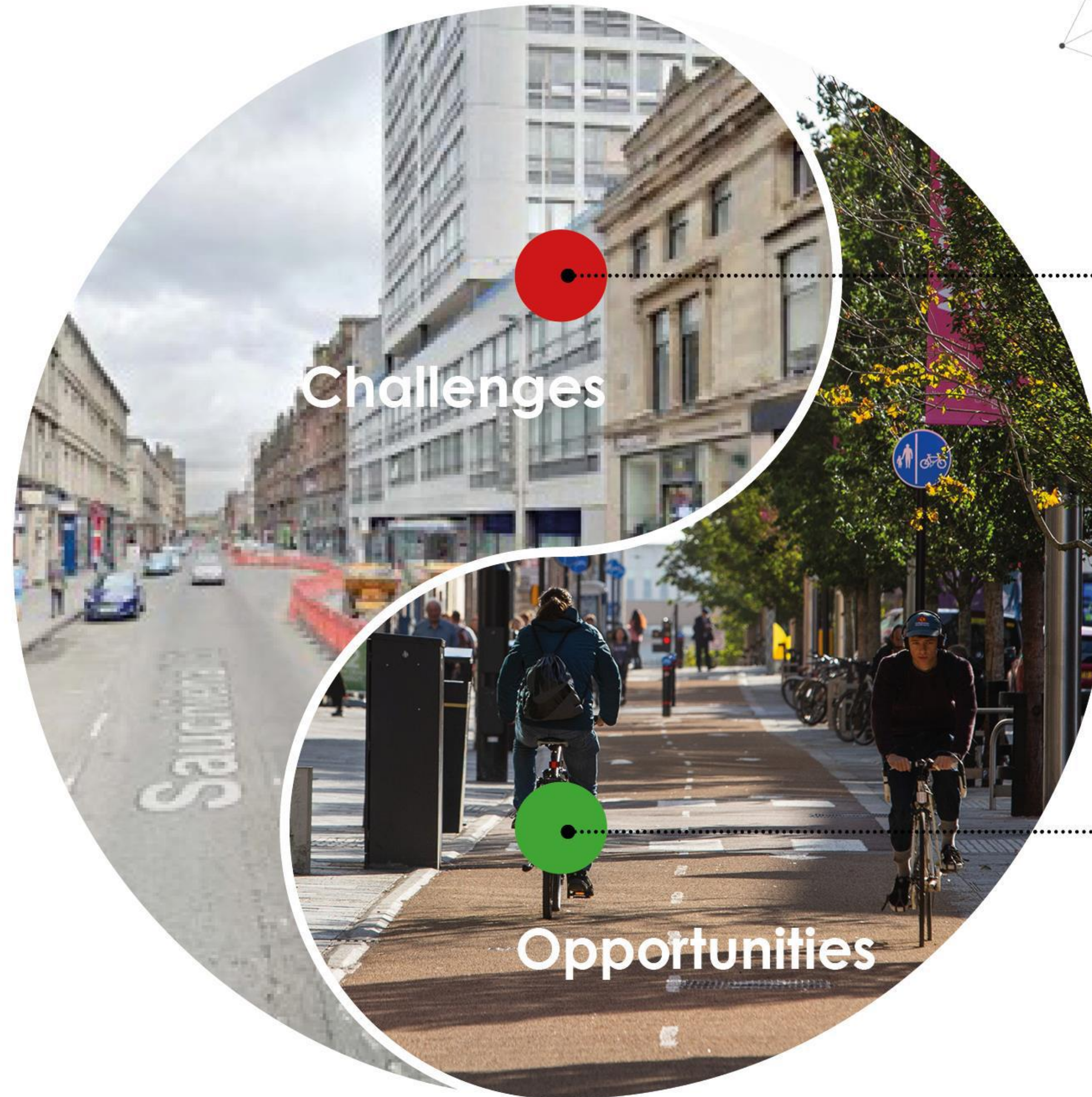
A F T E R





A V E N U E S

- Challenges
- Opportunities



- 30% to 35% reduction in traffic
- How do we protect footfall and accessibility?
- Saturation of the market
- Management of the wider road network
- Understanding the future of Glasgow post Covid

- Low Emission Zone
- Promote Modal Shift
- Development of the public realm framework
- Revised programme of works
- Supporting mode shift
- Partnership Working
- Space for People



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