

## Character Area 1

Character area 1 reinforces Govan's unique identity with the creation of a major public space at the new bridge landing point. The new pedestrian crossing point will attract people to create a vibrant and lively public realm area with a positive relationship to the river.

The development approach future proofs the opportunities to reinstate the historic slipway, making reference to the slipway through the introduction of shallow water pools and water jets, building on the opportunity to enhance the quality of the public realm.

The new bridge landing point at Water Row will create a diverse place with multiple uses, offering various activities and experiences.

## Form new bridge landing and distinctive Clyde waterfront



## Character Area 2

Character area 2 enhances and strengthens the historic character of Water Row. Spaces are easily navigable and existing points of interest such as Govan Old and the Pearce Institute can be viewed from a wide range of different perspectives.

The variety of proposed open spaces improve connections throughout the site and provide flexible and welcoming spaces for people to visit and socialise.

A lively street environment is created along Water Row through the provision of mixed use active frontages. The variety of uses along the street helps to increase the activity on the street, contributing to the safety of the public realm for different users throughout the day.

## Reinforce Govan Old with Water Row and new waterfront workspace



## Character Area 3

Character area 3 redefines the historic character of Govan Cross by strengthening the existing square and creating an active, high quality open space with improved amenity and opportunities for people to meet and socialise.

Whilst being of contemporary design, the new development proposals are of high quality, reflecting the local character with building scale and proportions derived from their immediate context. A varied roofscape adds interest to the urban environment whilst knitting into the historic skyline.

## Re-frame Govan Cross with links to new and existing amenities



# WATER ROW MASTERPLAN / Govan

January 2019

**Water Row – heart of Govan riverside town. An inspiring neighbourhood and destination ranged around the Govan-Partick Bridge.**

Exciting designs have been published for the lively and attractive waterfront development to be created at Water Row, Govan.

The proposals, which were shaped through a series of community consultations during 2018, will deliver stylish riverside flats and townhouses, together with smart commercial space at prime ground floor locations, all set amongst high quality streets and appealing new public spaces, each with a different character to discover and for people to enjoy. The stunning mixed-use development is designed to offer a diverse range of commercial, leisure and community uses that meet local needs and attract new visitors, residents and business to Govan.

Ranged around, and capitalising on, the planned Govan Partick Bridge, the Water Row Masterplan proposals aim to rejuvenate Govan's waterfront, reconnecting the town centre with the river to create a thriving city destination of unrivalled heritage, character and quality that is distinctly Govan for Govan.

This newsletter offers a summary of the Water Row Masterplan proposals, which remain illustrative as a guide to future development until detailed design, permissions and funding are secured. All the latest project details, including the full masterplan and related documents can be found at [www.getintogovan.com](http://www.getintogovan.com). The masterplan proposals are also on display at Elder Park Library, the Community Hub at 901 Govan Road, the



Pearce Institute, Govan Cross Shopping Centre and Orkney Street Enterprise Centre. You can send any comments or queries direct at anytime to: [susan.hanlin@glasgow.gov.uk](mailto:susan.hanlin@glasgow.gov.uk), OSEC, 18 Orkney Street, Govan, G51 2BX

### What's proposed?

- 200 stylish new homes, 149 flats and 41 townhouses mainly for mid-market with some social rent.
- 3500 sqm of lettable space at prime ground and first floor locations mainly for commercial but also civic uses.
- A major new public space at the bridge landing point as well as other attractive gathering places including a pocket park.

### What type of activity and uses will emerge at Water Row?

- **New homes** will boost the local population, bringing new life to Govan that will help sustain a thriving town centre with attractive shops, services and jobs.
- **Commercial space** at ground floor level has an important dual purpose to bring activity to the streets and renewed enterprise and employment to the area. A study is underway to fully identify and test the viability of the types of ventures that would best suit this space, with findings available in April 2019. Meantime the aspiration is to provide a mix of smart

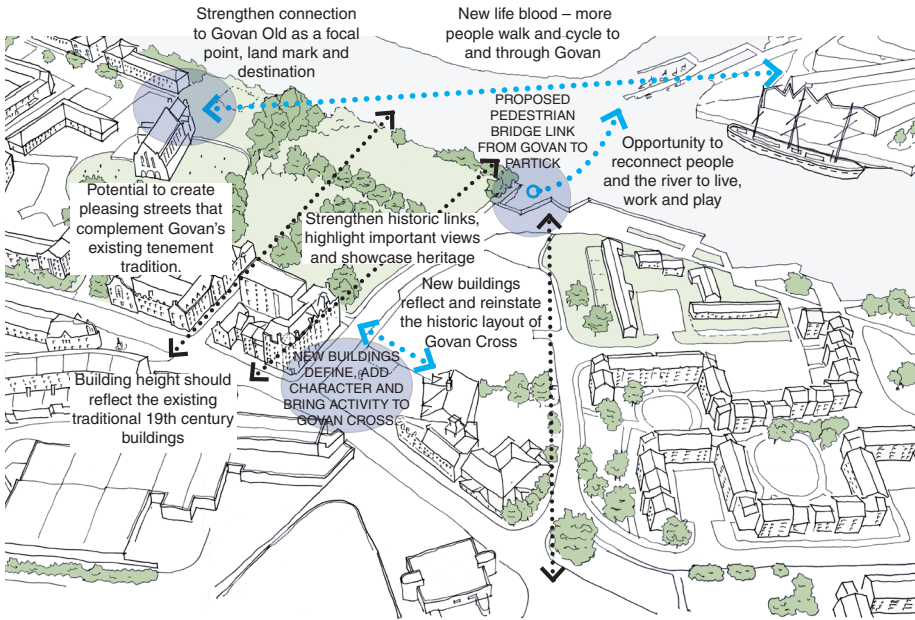


offices and workspaces that will entice more businesses to choose Govan, along with other leisure and retail offerings that cater for locals and attract more visitors. Options currently being investigated include:

1. Office and Workspace - for new businesses in the Creative Industry and Innovation Sectors and for Govan Housing Association's relocated headquarters including an expanded Community Hub.
  2. Leisure & Retail - a restaurant, bakery, gym and perhaps other independent retail, all of which would be attracted by the unique waterfront location and close proximity to the Govan-Partick Bridge, the Riverside Museum and the thousands of visitors, locals and commuters who will pass through Water Row each year.
- **High quality outdoor spaces** will attract people to Water Row and encourage a wide range of enjoyable activity throughout the day, evening and in all seasons. Whether that's taking in the unrivalled views of the river and the spectacle of the bridge opening, getting some riverside exercise on foot or cycle, shopping at the Govan Saturday Market, or taking the family to enjoy a waterfront event, fairground attraction or sunset meal overlooking the river, the aim is for Water Row to become a vital, go-to destination with plenty of leisure and entertainment options to suit all tastes and budgets.

**How will this benefit Govan?**

All the eventual uses and activity at Water Row must bring real benefits to the people of Govan and reflect local needs and diversity. That's why it's proposed that all residential and non-residential space will be developed, owned and managed by community organisations,



The diagram above highlights initial opportunities explored at Water Row.



in particular Govan Housing Association, to ensure the local community controls and benefits from any value created.

**Will the bridge happen?**

Yes! The new pedestrian/cycle bridge reconnecting Govan and Partick is scheduled to complete by 2021 and we've included a sneak peek of the current design. The new bridge will help transform Govan's fortunes as it becomes a well connected place on a busy new city route used by hundreds of people each day.

**Who produced the Masterplan?**

Govan Housing Association, Central Govan Action Plan and Glasgow City Council produced the plan with a design team led by Collective Architecture. Proposals are based

on wide-ranging consultation undertaken during 2018 that is fully documented in the Stakeholder Consultation Report found online.

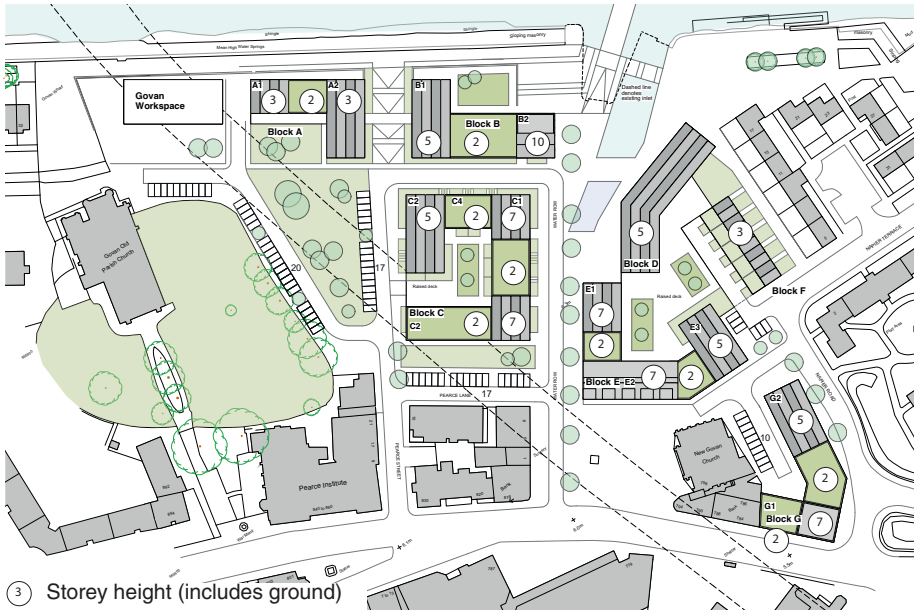
**What about the Showpeople?**

The Masterplan option appraisal concluded that the Showpeople Yards could not be retained because the large land area required for both constrained development and restricted the desired population growth too much. Both Showpeople families were fully informed of this outcome in writing and the Council continues to liaise with both families to identify suitable alternative locations in Govan and the city.

**What's the timescale for development at Water Row?**

The Masterplan was published in January 2019. The proposals

within it are illustrative, as future implementation is subject to detailed design, planning permission and future funding. It's anticipated that the site will be developed in three phases. Design work is underway for Phase 1, which includes 80 new homes and 1850 sqm of commercial space. This will be built on the east of the site on the land that is currently a temporary car park. Phase 1 is expected to complete by May 2021, in line with the completion of the Govan Partick Bridge. Negotiations are ongoing to minimise the impact of commuter car displacement from the car park and to confirm a permanent location for the Govan Saturday Market at Water Row.



Above and below represents the preferred masterplan. Clearly defined streets, reinstating Govan Cross, new park and major civic place at the bridge landing point.

