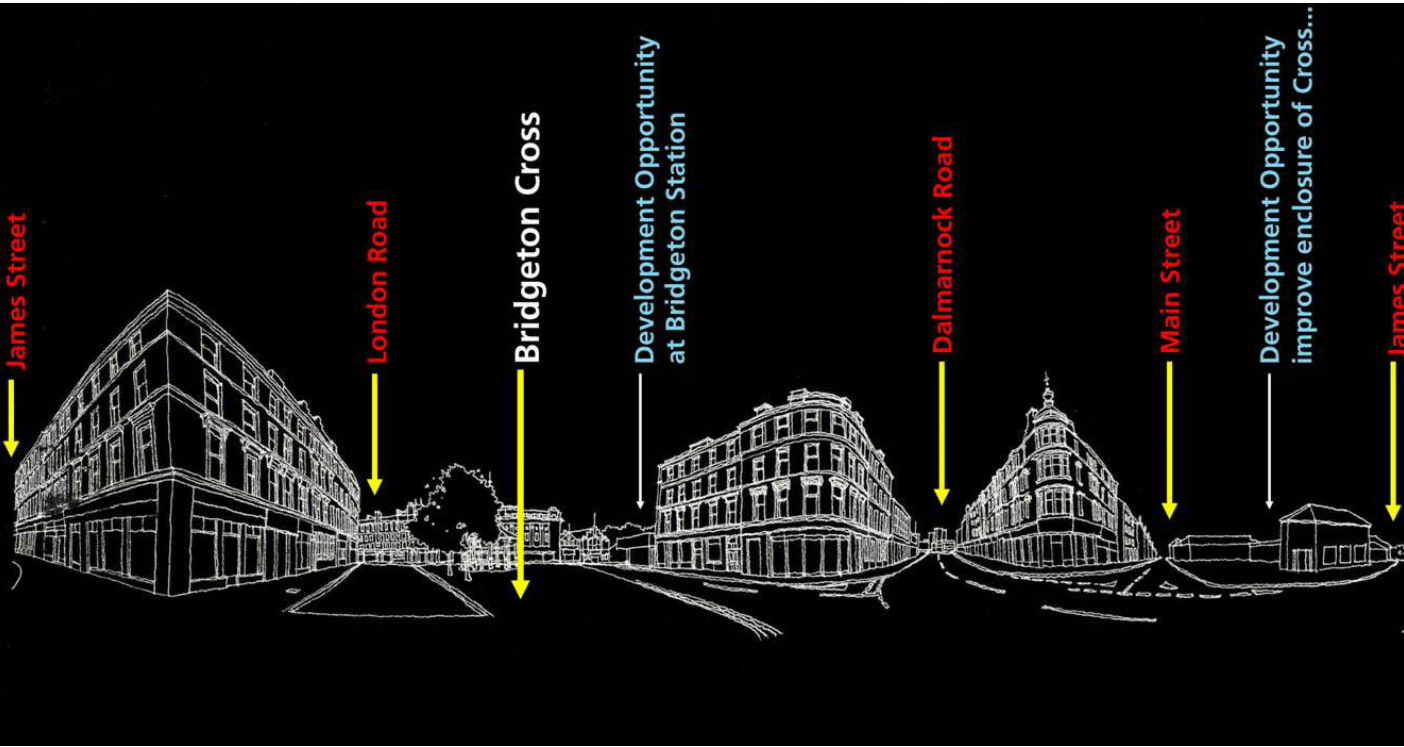
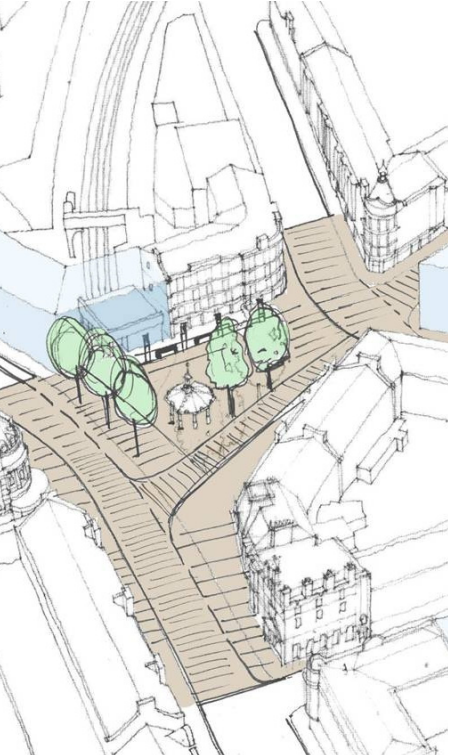


BRIDGETON URBAN DESIGN STUDY, GLASGOW



LOCATION:	GLASGOW
CLIENT:	GLASGOW CITY COUNCIL
VALUE:	N/A
COMPLETION:	2008
SERVICE:	URBAN DESIGN, MASTERPLANNING
SECTOR:	URBAN DESIGN

Austin Smith Lord was commissioned to undertake an urban design study for the revitalisation of Bridgeton Cross in Glasgow's East End. The study involved the development of a vision for Bridgeton which would deliver physical, social and economic regeneration within the wider Clyde Gateway initiatives.



The aim of the urban design study was the revitalisation of Bridgeton Cross in Glasgow's East End. It developed a vision for Bridgeton which would deliver physical, social and economic regeneration within the wider Clyde Gateway initiatives. Based on an understanding of Bridgeton's role within the city and its architectural heritage the study sought to repair and reinvent this key node within Glasgow.

Public realm proposals and illustrative montages were developed for key selected areas, including Bridgeton Cross and James Street.

The area suffered from decay and poor design resulting in an area with poor legibility and unappealing public spaces. The study aimed to combat the negative image of Bridgeton that discouraged positive use of open space.

The proposals for each area aimed to enhance the area's assets, highlight the existing quality of spatial enclosure, improve legibility and orientation, and rationalise and mitigate against the impact of the car (parking and

moving), therefore creating higher quality spaces with an appropriate sense of scale.

The Study was incorporated in the East End Local Development Strategy so is a "material consideration" for planning applications.

The study's recommendations have result in positive outcomes including a conservation area appraisal for Bridgeton Cross, the regeneration of the Olympia Cinema, Tullis Memorial Gardens, Calton Burial Grounds and public realm improvements at Bridgeton Cross.