**ANALYSIS FINDINGS**

**SWOT ANALYSIS - WEAKNESSES & THREATS**

- **Weaknesses**
  - Limited local amenities in the neighbourhoods
  - Small community garden: not well functioning
  - Ibrox Primary School located right beside main road: dangerous for children
  - Huge main road mainly because of the industrial area
  - Some abandoned buildings (examples: bar at Broomloan Rd, Greenfield Primary School, etc.)
  - A number of vacant and derelict land

- **Threats**
  - Unpleasant smell from industrial area (Scottish Water treatment)
  - Limited local amenities in the neighbourhoods
  - Small community garden (Hinsheldwood Dr & Elder Farm): not well functioning
  - Ibrox Primary School located right beside main road: dangerous for children
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**Strengths**

- **Opportunities**
  - Dedicated lane for bicycle
  - Bicycle friendly road
  - Railway station
  - Landmark
  - Business Park
  - Creative Hub

**OBSERVATION**

- **Existing Propose**
  - Existing Ped-Shed shows most of the area in north covered within 5 min radius. 10 min radius at the south side, almost none is available at residence.

**PROPOSED STRATEGY**

**Aim, Vision and Ambition**

- To create a “New” community living network hub (Public Space, Creative Hub & Danger Free Area) - public space development to provide a better connectivity between north and south of River Clyde and also place where people could enjoy the view of the River Clyde and a more accessible and sustainable place for both local and wider community (including bikes).

- To reconnect South of the river which are the Govan Cross (towards the North) which are separated by the industrial area.

- Good urban structure and to reduce crime rate.

- To enhance the cultural value of Govan area.

- To increase connectivity between the north and south of River Clyde and internal connectivity of Govan neighbourhoods - Via different nodes.

- To reduce crime rate and create better perception.

- To serve the community.

- To provide mixed use development.

**A safer, greener, sustainable, walkable Govan.**

- Flexible and permeable paving.

- Proposed small green amenities will be able to provide a safer and enjoyable walking space for both local and wider community (including bikes).

- Main roads to be converted into a more pedestrian & bicycle friendly road.

- Road calming measures to be proposed at certain main roads, allowing a safer and friendly pedestrian paths to be improved with more permeable paving.

- Existing Ped-Shed shows most of the area in north covered within 5 min radius. 10 min radius at the south side, almost none is available at residence (RESIDENTIAL).

- South of the river have their own green space but it is not fully usable. Small selection of land could become potential green space.

- Most of the pedestrian have their own green space but it is not fully usable. Small selection of land could become potential green space.

**PLANNING MEASURES**

- Vacant or derelict land

- Existing Bike lane

- Existing Green space

- Existing Ped-shed

- Existing Mustangs

- Existing Fruit Trees

- Existing Public space

**STRENGTHS AND OPPORTUNITIES**

- Vacant or derelict land

- Existing Park

- Existing Public space

- Existing Toblerone

- Existing Mustangs

- Existing Fruit Trees

- Existing Public space

**WEAKNESSES AND THREATS**

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**RECONNECT REANIMATE REGREEN GOVAN**

- Regenerate abandoned building: relocation of Drumoyne and Greenfield Primary School has left both schools unoccupied. Both buildings can be redeveloped as mixed use developments.

- New Landmark: Different proposal of spaces will create a series of new landmark to serve the community.

- New connection: Proposed new pedestrian path to connect the north and south of River Clyde and also place where people could enjoy the view of the River Clyde and a more accessible and sustainable place for both local and wider community (including bikes).

- New Public/Community Space: New public/community space to be proposed side of River Clyde continuing into Govan area. There are large industrial area (right after existing Mustangs) which are the Govan Cross (towards the North) which are separated by the industrial area. Good urban structure and to reduce crime rate.

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**LEGEND**

- Existing Mustangs
- Existing Fruit Trees
- Existing Public space
- Existing Toblerone
- Existing Park
- Existing Public space
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**PLAN**

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**FEASIBILITY**

- Impact area
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