



PERTH ROAD DISTRICT CENTRE

ARE YOU A BUSINESS OWNER, LANDOWNER OR RESIDENT IN DUNDEE?

The Development Plans and Regeneration Team would like you to have your say on how you see the Perth Road developing.

HAVE YOUR SAY!

Why this Consultation Now?

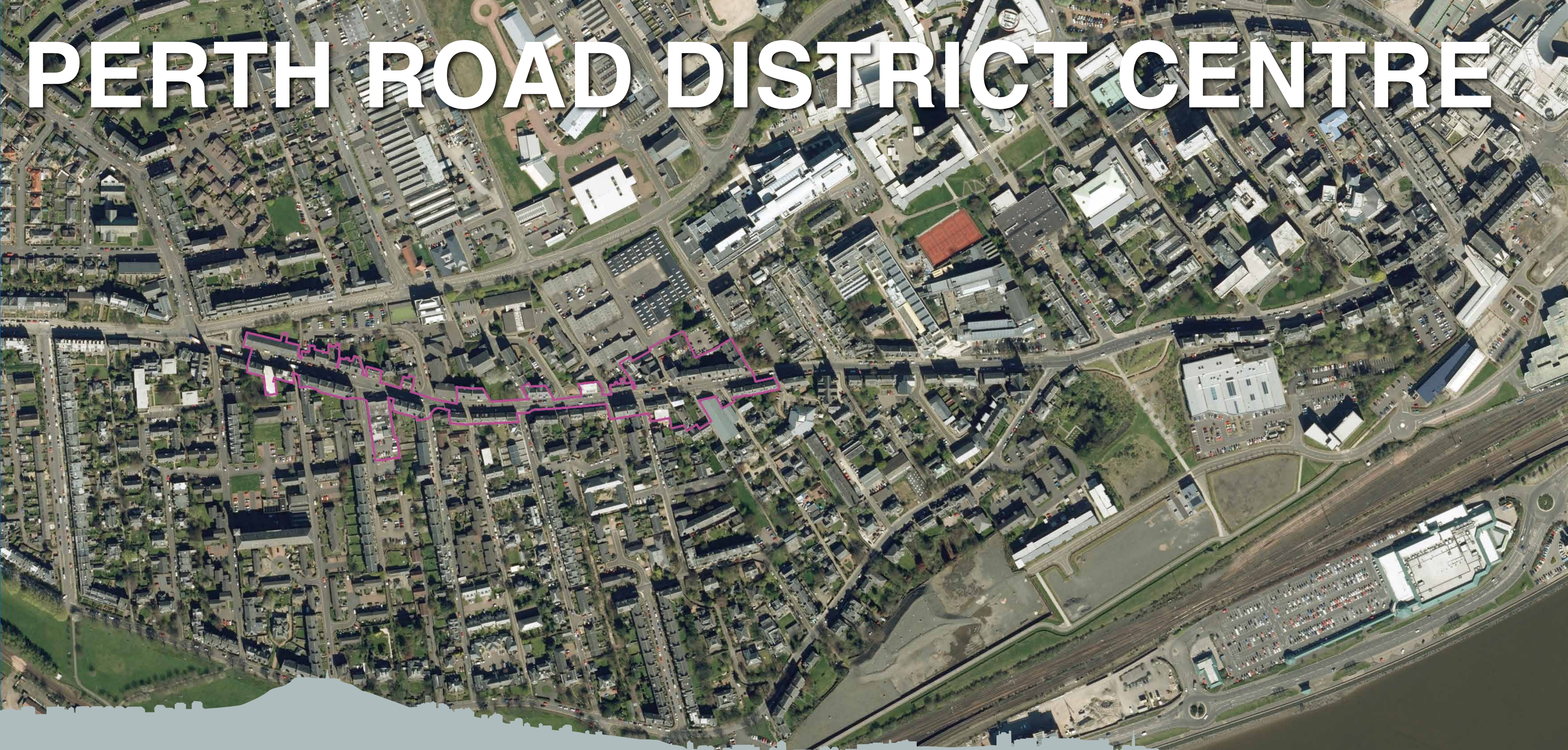
Due to recent closures and concerns raised locally, it is considered an appropriate time to consult with business owners, local traders and residents to give everyone the chance to discuss the strengths of the Perth Road District Centre and to understand the various issues. This consultation event will encourage everyone to think about ways to resolve the issues and to build on the strengths of Perth Road District Centre.

It is important to maintain, enhance and strengthen the vitality, viability and vibrancy of Perth Road District Centre so the community as a whole has the benefit of convenient access to the full range of shopping and related services. It is important that Perth Road District Centre retains a strong representation of key retailers and services and its more specialised retail functions are maintained.

HAVE YOUR SAY

Drop in to **The Tartan Café**,
53 Perth Road, Dundee DD1 4HY
on **Tuesday 8 November**
12.00-6pm.

PERTH ROAD DISTRICT CENTRE



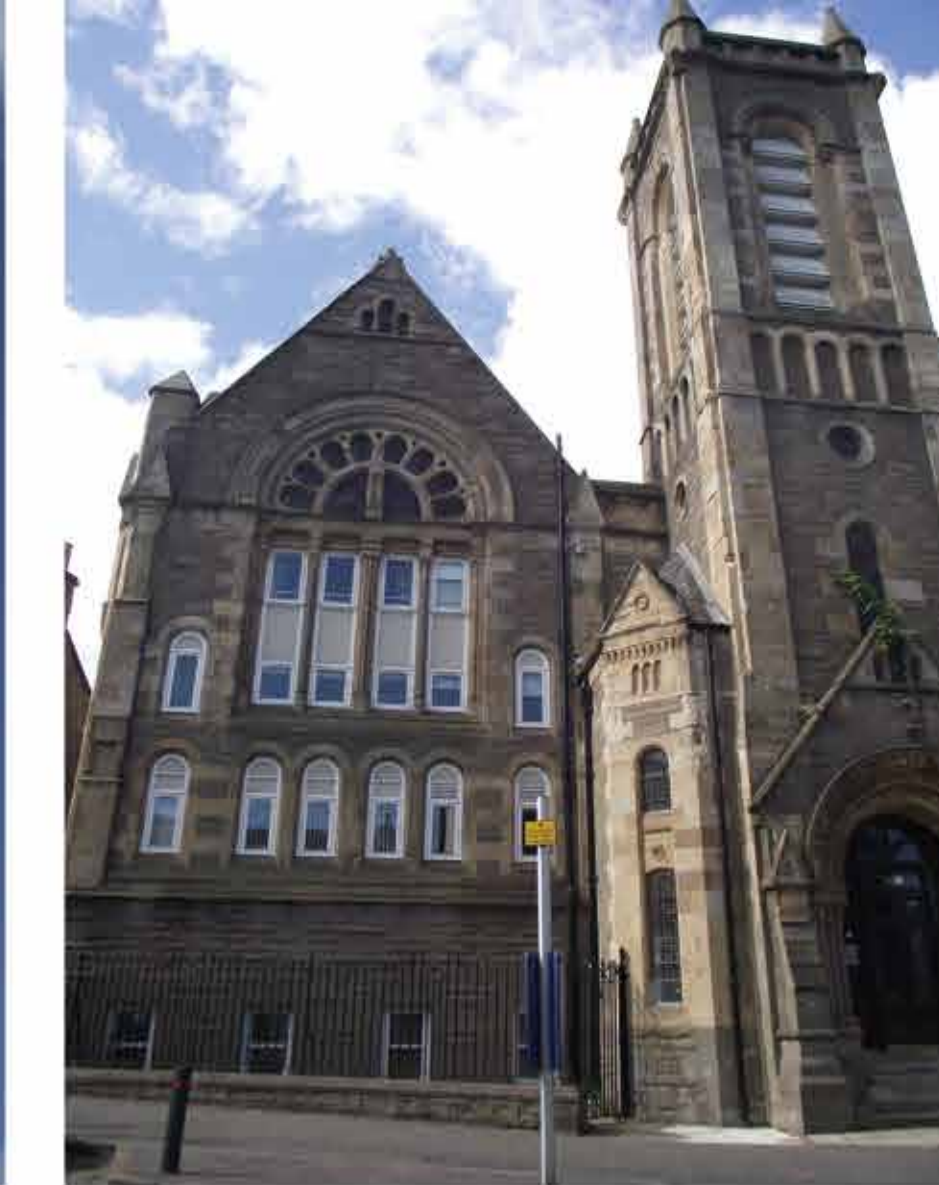
Perth Road District Centre

Dundee's District Centres are part of a historic legacy of shopping and service centres which have traditionally served as the focus for distinct communities within the City. Perth Road District Centre is located within the West End Lanes Conservation Area; it contains multiple listed buildings; and is located close to the City Centre and the University of Dundee. It extends in a linear form and is characterised by traditional tenement buildings with mainly small shops on the ground floor, interspersed with residential use.



An important strength of the retail offer at Perth Road is the high quality of the independent retailers, including many small specialists, with an emphasis on arts, crafts, antiques, jewellery etc. The range, choice and quality of retailing was rated highly in the household survey completed for the Dundee Retail Survey 2015. There are high proportions of non-retail service and comparison floorspace. The quality of the environment was rated highly, and as a pleasant place to visit in the household survey. Parking availability is an issue and improved parking may increase the potential for more custom. The main potential threat to the District Centre would be any significant loss among the specialist offer.

SWOT ANALYSIS



Strengths

- Small specialist retailers/ Niche shopping offer/Diversity in mix
- The environment
- Conservation Area Status
- Architectural Heritage (Category B & C Listed Buildings)
- Public transport & walkable
- Affluent catchment
- Large student population and adjacent to University of Dundee

Opportunities

- Build on the niche shopping offer
- Improve parking provision
- Promote development sites
- The environment
- Listed Buildings within the Conservation Area provide increased opportunities to access restoration funding:
 - Business Premise Renovation Allowance
 - Dundee Historic Environmental Trust

Weaknesses

- Parking provision – limited opportunity to improve
- Recent increasing number of vacant units
- Impact of University term
- Street furniture / bins

Threats

- Significant loss among the specialist offer
- Out-of-centre leisure and retail
- Internet expenditure
- Competition with City Centre
- Slow demand for new business premises
- Lack of development interest

This SWOT is based on the Dundee Retail Study 2015 and concerns raised with Dundee City Council City Development.

IDEAS:



Perth Road District Centre has the potential to improve and accommodate further development as it benefits from a central location, connectivity and a high student population in the surrounding area. New and existing businesses could benefit from investment in buildings

and improvements to the public realm. These improvements could increase footfall, and in turn increase the economic attractiveness of the area as a place to invest and do business.

Transportation is looking at revised parking, bike racks and reducing through traffic. Dundee City Council will consider environmental improvements and support working together and business support.

HAVE YOUR SAY!

DRAW ON THE MAP OR STICK ON A POST-IT NOTE TO SHARE YOUR THOUGHTS AND IDEAS

