

Our Future City Centre: Strategic Investment Plan 2050 - Draft

Consultation Outcomes Report

Online Questionnaire Responses



Dundee City Council
April 2023

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1.0 Introduction

1.1 Consultation and Report Overview

Following publication of the draft 'City Centre Strategic Investment Plan' on the 1st November 2022, public consultation was carried out during November to December 2022 via an online questionnaire. A consultation web page, hosting the draft plan, youth consultation engagement, and the external consultant's reports, was provided to support the consultation process. See web page link below.

[Our Future City Centre - Strategic Investment Plan | Dundee City Council](#)

The following section 2 of this report provides general demographic information and Section 3 presents the key comments and recurring themes on the public questionnaire responses.

1.2 Feedback Summary

Overall, the feedback from the online questionnaire responses is very positive. 85% to 94% of the responses either agree or strongly agree with the ambitions, strategic outcomes and actions set out for the plan's five key themes. These responses have provided a variety of views and suggestions on the plan content, implementation, and potential initiatives and projects. Many of these comments reinforce and endorse our overall vision for the future of the city centre, while there are also various views on the detail of how we arrive at this vision.

The proposed plan has now been amended in response to the strategic comments received. It is important to bear in mind that this is a strategic plan, which sets out a response to the key challenges the city centre faces, and marks the first milestone on a 30-year journey towards redefining the city centre's role and improving its quality. All of the ideas and projects submitted will be considered further as the plan develops. It is anticipated that this plan will also influence future plans and initiatives, which will provide further opportunity to shape the city centre's development.

1.3 Implementation and Future Consultation

One of the consultation's cross-cutting comments highlighted the absence of delivery timescales for the strategic outcomes and actions. As per the October 2022 City Development Committee Report (290-2022), which approved the launch of the plan consultation, further detail on the proposed actions will be developed, covering responsibilities, resourcing, financial implications and delivery timeframes. An implementation plan will now be produced to monitor action development and delivery progress. We will report on the progress and delivery of the plan's actions through annual updates to the City Development Committee.

Throughout the plan's lifetime it will be reviewed every five years to assess progress and relevance. All stakeholders will be re-engaged during the review process.

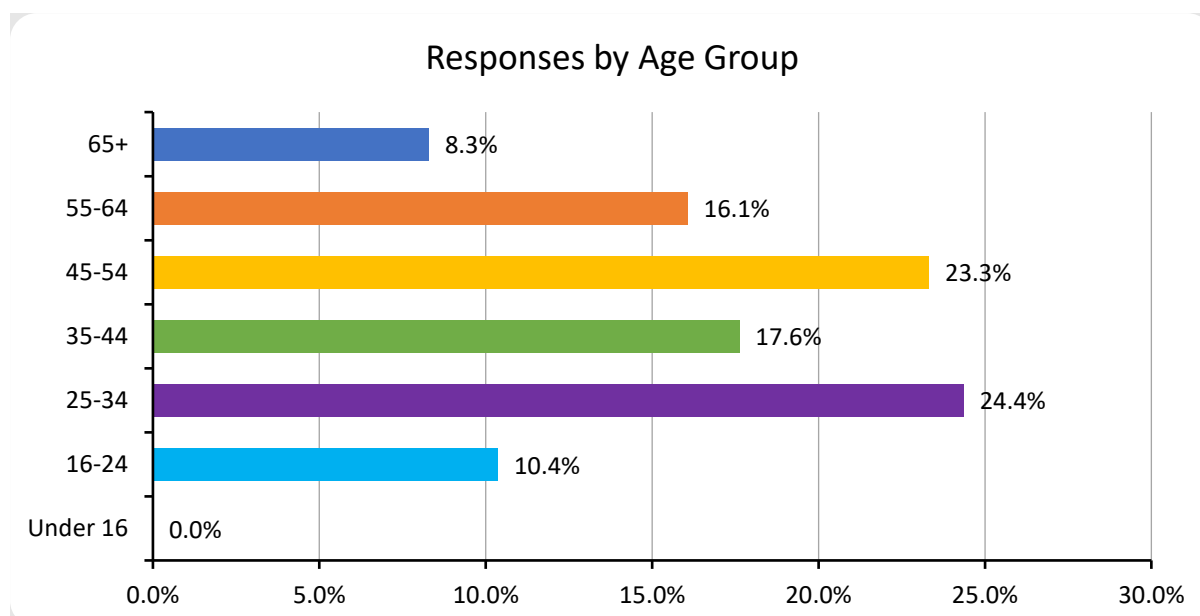
2.0 Questionnaire Consultee Demographics (Questions 1 to 3)

Positively, **193 responses** were received through the online questionnaire. The following tables and graphs provide a general breakdown on the response demographics.

Response Distribution by Postcode Area (Question 1. Please provide your postcode)

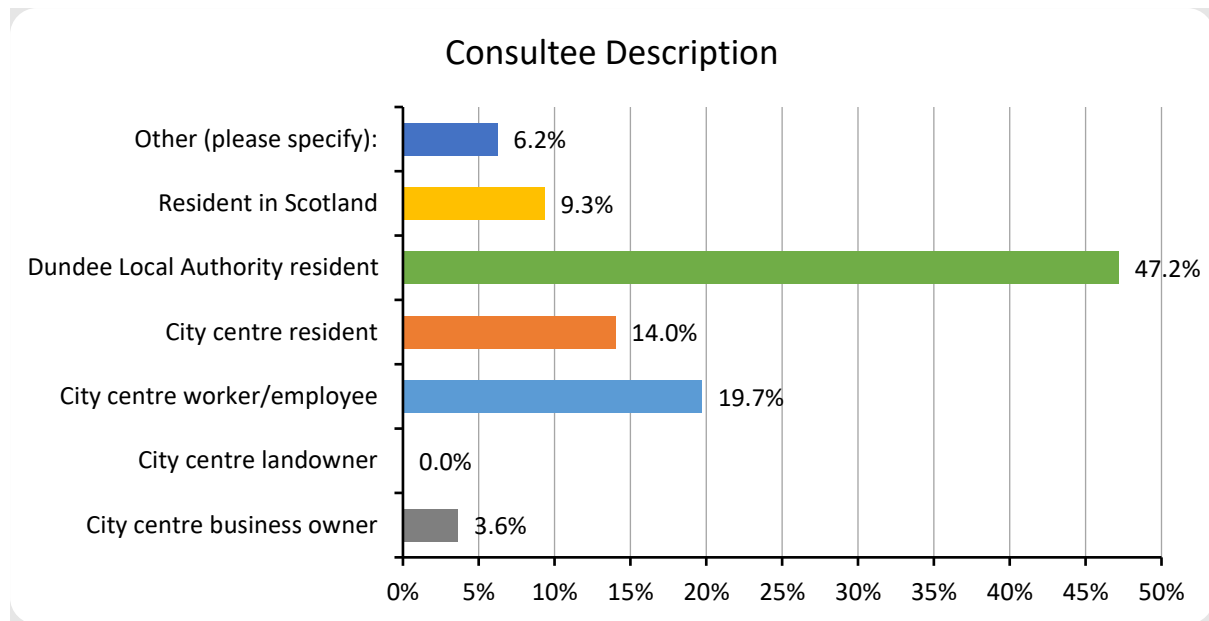
Response Location by Post Code	No. of Responses	Response Location by Post Code	No. of Responses
Dundee	174	Montrose	1
Tayport	3	Cupar	1
Newport-on-Tay	3	Forfar	1
Edinburgh	3	Blairgowrie	1
Perth	2	Larbert	1
Carnoustie	1	Biggar	1
Arbroath	1	Total	193

Responses by Age Group (Question 2. Please select your age)



In comparison with the first stakeholder consultation that was conducted during 2021, there is a positive increase in the number of responses from both the 16 to 24 age group (7.2% increase) and the 25 to 34 age group (9.4% increase). During the first stakeholder consultation there was particular concern around the lack of engagement from the 16 to 24 group, which led to specific work by the Service Design Academy at Dundee and Angus College to engage with a variety of young people in Dundee. It is an anecdotal observation, however it could be inferred that the increase in responses from Dundee's youth is attributable to the Service Design Academy's engagement.

Consultee Description (Question 3. Please let us know which of the following describes you best?)



Where consultees specified 'other' the following entries were notable:

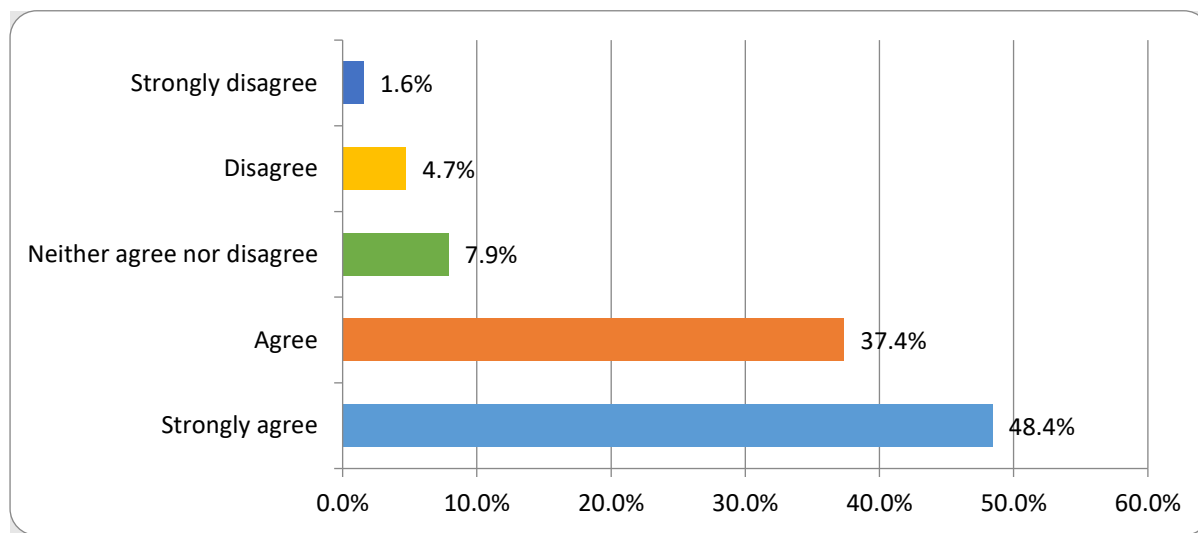
- Charity organisation
- Work in Dundee schools
- Unemployed
- Dundee born and bred just no longer living in the city but frequent visitor.
- Daily on-foot commuter across city centre
- Dundee land owner and business owner
- Surround Angus/Dundee area
- Business owner (not town centre)
- Housing Developer
- Property development company (with an interest in taking forward projects in Dundee)
- Historic Environment Scotland
- City Centre Business Director

3.0 Questionnaire Theme Responses

The online questionnaire is split into six sections, which cover the plan’s five interconnected themes: living, working, visiting, connectivity, and public realm; plus a final question on the strategic development sites. All responses for each question have been considered and the key comments and recurring themes are listed in the summaries below.

3.1 Living Theme (Questions 4 to 5)

Question 4. To what extent do you agree with the proposed ambition, strategic outcomes, and actions presented in the draft plan’s Living theme?



86% of respondents agree/strongly agree with the proposed ambition, strategic outcomes, and actions.

Question 5. Please provide any comments or feedback on the Living theme?

The following table summarises and condenses the questionnaire responses into key comments and recurring themes. Our response to the comments is provided and it is indicated where the plan has been amended.

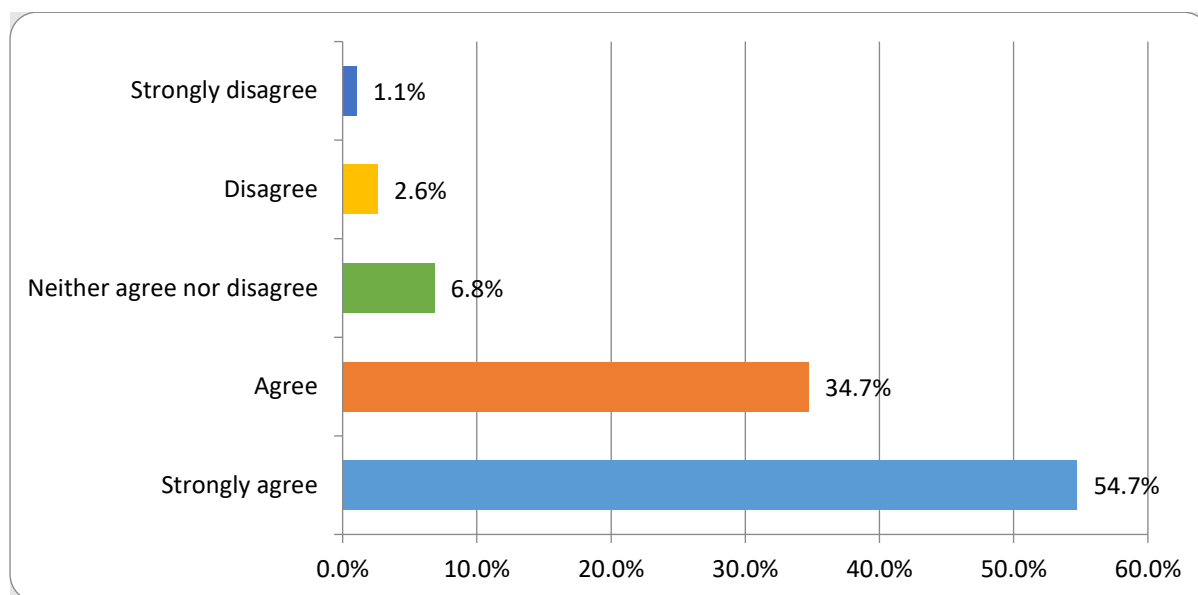
Key Comments and Recurring Themes	City Council Response
Bringing families and working people to live in the city centre can only be beneficial to support businesses and leisure uses and will encourage more of these uses to the city	Support noted
Excellent idea to create a more vibrant and diverse city centre supported by increasing residential population and more facilities	Support noted
City centre housing is more suited to professionals and students and wouldn’t be attractive for families to locate there.	This is a long term 30-year plan which seeks to encourage a range and variety of housing types and supporting facilities and suitable amenities to support opportunities for city centre living for a broader demographic and families.

Unlikely that vital facilities and services such as doctors and schools will be located in the city centre and there is no capacity for schools in the city centre.	Strategic Outcome 3 includes actions to explore opportunities for primary health care provision and education provision to locate within city centre.
Important to renovate vacant historic buildings along with high quality development of new housing in order to attract people to live in the city.	This is reflected in the plan's guiding principle 'Climate Change and Carbon Reduction' and a key part of Strategic Outcome 1 to reuse vacant/underused buildings along with the development of well-designed new build.
Wishes to see range of housing within the city centre and not just rented accommodation.	The actions in Strategic Outcome 2 encourage a range of housing tenures and are not limited to rented accommodation.
People are unlikely to move to the city centre without suitable car parking options.	The overall aim is to improve the liveability of the city centre, while also improving public transportation and active travel opportunities. The city centre Resident Parking Permit offers annual low-cost parking in any on street pay and display bay or any City Council car park within the City Centre Controlled Parking Zone and also within the Hunter Street Car Parks.
Requirement for housing provision to be affordable for those wishing to locate to city centre.	Action within Strategic Outcome 2 refers to stimulating affordable and mid-market housing through lead developer partnership with a Registered Social Landlord. Other tenures will also be sought to offer mix of housing choice.
It is only a good idea to increase central residential buildings if there is also an increase in green spaces, community space etc for them to use and a plan for transport that doesn't add cars and parking.	Strategic Outcome 3 includes actions to attract a range of centrally located services and facilities to support city centre living. Green space and transportation is addressed through the public realm and connectivity themes.
Would like to see timescales embedded into the outcomes as to when they would be delivered by. If it'll take 30 years to double residential population then say so.	As per the October 2022 City Development Committee Report (290-2022), which approved the launch of the plan consultation, an implementation plan will be developed throughout 2023. This has now been clarified within the introduction section of the plan.
As a residential developer, we support the strategic outcomes documented in the plan. Methods of facilitating new brownfield residential development across a variety of tenures will need innovative funding solutions. Many brownfield sites are not delivered due to the additional costs associated with remediation, services, and other construction constraints. We welcome that Dundee City Council would use funding and other initiatives to pump prime further new development.	Support noted
The approach and strategy that you are proposing is at a dichotomy of interests. Whilst creating attractions for people to come visit increased nightlife etc when you start increasing residential areas into the equation you have a conflict of	Successful, vibrant, and resilient cities rely upon a mix of uses which coexist for mutual benefit. We appreciate there are challenges associated with this, therefore to protect

<p>interest increased evening entertainment will increase pedestrian generated noise and you will have new residents not understanding that part of a vibrant city is a vibrant noise level.</p>	<p>the viability of established uses and businesses, we will adopt the 'agent of change' principle, which places the responsibility of mitigating impacts on the proposed development. Text on the 'agent of change' principle has been included within the plan's Partnership and Delivery section.</p>
<p>Needs more ambition. There should be a moratorium on out-of-town developments until all the brownfield sites in the city centre are properly used. Section 75 contributions must always be collected and used to promote social cohesion by developing inclusive public spaces and facilities. Existing facilities must be maintained with communities and access in mind.</p>	<p>The current Local Development Plan (LDP) strategy allocates housing sites across the city to provide residential choice. Our future LDP will set a city wide strategy for development as per action 1.4 of the living theme.</p> <p>For non-residential, footfall generating uses, the LDP embraces the 'Town Centre First Principle' to direct these uses to our urban centres. Text on the Town Centre First Principle' has been included in the introduction to strengthen our commitment to the principle.</p>

3.2 Working Theme (Questions 6 to 7)

Question 6. To what extent do you agree with the proposed ambition, strategic outcomes, and actions presented in the draft plan's Working theme?



89% of respondents agree/strongly agree with the proposed ambition, strategic outcomes, and actions.

Question 7. Please provide any comments or feedback on the Working theme?

The following table summarises and condenses the questionnaire responses into key comments and recurring themes. Our response to the comments is provided and it is indicated where the plan has been amended.

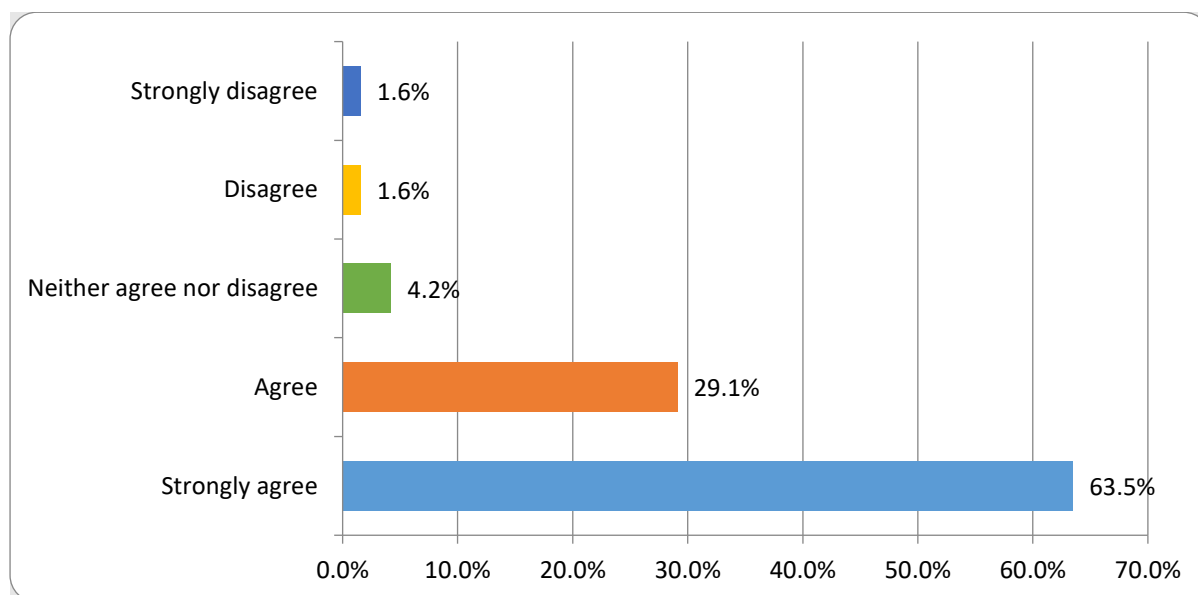
Key Comments and Recurring Themes	City Council Response
The section has an emphasis on new accommodation, has this been tested against new working practices in a post COVID era.	The Plan emphasises the need for modern, flexible and dynamic workspace that will accommodate hybrid working required by employers in the future.
Provision of flexible office accommodation that supports a range of businesses from start up to established SME's and modern hybrid working – touchdown facilities, meeting spaces with excellent connectivity.	Strategic Outcome 1 will see the stimulation of investment in high-quality workplaces in the city centre and Action 1.3 refers to space supporting high quality, flexible, connected spaces.
There was also commentary on repurposing existing office accommodation where appropriate rather than new development. Where new development is required, it should complement the city's existing architecture and incorporate enough green spaces.	Existing office accommodation will be repurposed where viable and the Council will work closely with building owners to secure positive outcomes for these buildings and sites.
Ensure that creation of new working environments would be led mainly by local companies, and for instance, if construction was required, employing local tradespeople to achieve these goals.	The delivery of the plan will align with the Council's Community Wealth Building approach where possible,

	encompassing contributions such as local procurement, apprenticeships, community benefits and education work.
The city needs to focus on being “unique, cool & inspiring” – waterfront location, lower cost base, car free, arts and green space will improve the Cities attractiveness.	Addressed in Connectivity and Public Realm themes – improving active travel routes, infrastructure for walking, pedestrian prioritisation, and appropriate vehicle access.
Provision of appropriate car parking mentioned but more important is proximity of office accommodation within close walking distance to main public transport hubs/ corridors.	Dundee benefits from a compact city centre which is conveniently walkable. Locating office space and businesses within the city centre benefits from the proximity to a wider variety of local services, amenities and public transportation hubs.
Provision of welcoming “Living Infrastructure” – diversity of restaurants, bars, theatres, cinemas in the heart of the city centre not on the outskirts.	Addressed in Visiting theme. The plan will oversee the development of programmes to increase footfall to the city centre, improve local and food retail offers, and will create a flourishing evening and night-time economy.
There was regular commentary on the need for a diverse and unique independent based retail, in well maintained / upgraded buildings, offering that complements other services and makes the city centre more attractive for employers.	Consideration will be given to widening of activity in the City Centre Investment Programme which has supported a Façade Improvement Grant Scheme initially focused on Union Street.
Focus on retention of talent and the attraction of jobs from outside the service or retail sectors, has been broadly welcomed. The emphasis is on making the city attractive to both employers and to graduates.	Support noted. The development of well-located, well-designed residential option in the city centre will play a key role in retaining/attracting employers and graduates. Action 4.3 refers to creation of City Centre Skills & Employability Campus in partnership with College and other Employability providers.
A number of comments have been made on 5G - from its purpose to perceived problems with its use and impact of other mobile connectivity.	No change to plan – however issues and perception surrounding 5G to be picked up by DCC Team and their continuing activity in this area.
The focus on digital infrastructure & connectivity has been welcomed as it is seen as key to attracting private sector investment that underpins future growth sectors.	Strategic Outcome 3 will see Dundee become the first city in Scotland with 90% of premises receiving ultra-fast broadband through Gigabit fibre.
The emphasis on creating job opportunities welcome however employers should be incentivised to provide apprenticeship schemes, support for young people from Dundee City area to grow local talent and improve employability. In addition reinforcement of the Living Wage – all employment should be good employment.	The delivery of the plan will align with Councils Community Wealth building approach where possible encompassing the City’s Living Wage Commitments. The approach followed in the Central Waterfront area will be considered and adopted.

<p>Organisations may lack, cool, inspiring spaces for external meetings. Could shared spaces be created to impress external visitors and investors? Good public workspaces/hot desks may also tempt home workers into the city. Forge better connections between council and other sectors (via an ambassador?) to enhance workplaces.</p>	<p>Suggestion noted.</p> <p>Action 1.3 will target new investment to ensure the city centre offers the mix of production and collaboration space, business incubator, accelerator, and training facilities</p>
<p>How to retain graduate talent? Many leave for opportunities in bigger cities. Suggestion to appoint successful, high-profile companies/individuals as ambassadors</p>	<p>Private sector investment in future growth sectors will be identified which in turn will create more attractive jobs for graduates. New city centre residential developments will also contribute. Strategic Outcome 2 focuses on attracting private sector investment in future growth sectors.</p>
<p>Focus on knowledge economy is risky and insufficient. Concern that Scotland as a whole is too dependent on service economy</p>	<p>The plan is to attract private sector investment in future growth sectors which will encourage diverse job opportunities.</p>
<p>There is a strong need for more creative workspaces. WASPS has a long waiting list. Creative spaces and housing should be affordable to reflect lower earnings of artists.</p>	<p>Strategic Outcome 4 supports the positioning of the City Centre area as the cities creative heart and work with partners to develop a creative industries hub.</p>
<p>New buildings will worsen the issue of empty offices. Repurpose or replace existing offices, which is also the greener option. Look at example of how Manchester repurposed old warehouses.</p>	<p>Redevelopment of “end of life” properties is referred to in Plan – example given of Telephone House and Lindsay House</p>
<p>Calls for increased opportunities to create job opportunities for young people and to identify and grow local talent, including supporting the creation of SMEs by Dundonians</p>	<p>Training and education of young people remains a priority for the Council, reflected in the allocation of funding from UK Shared Prosperity Funding for Dundee and ongoing activity through Discover Work.</p>

3.3 Visiting Theme (Questions 8 to 9)

Question 8. To what extent do you agree with the proposed ambition, strategic outcomes, and actions presented in the draft plan’s Visiting theme?



93% of respondents agree/strongly agree with the proposed ambition, strategic outcomes, and actions.

Question 9. Please provide any comments or feedback on the Visiting theme?

The following table summarises and condenses the questionnaire responses into key comments and recurring themes. Our response to the comments is provided and it is indicated where the plan has been amended.

Key Comments and Recurring Themes	City Council Response
<p>Retail units need to be repurposed and need to look at rent and rates empty units.</p> <p>Retail units would benefit from rent rates being lowered to encourage useful services to Dundee and to be more competitive with other towns and cities. There are currently regular reports of services (particularly local ones) being unable to afford the rent in Dundee city centre. This is likely one of the reasons behind so many empty units.</p> <p>Restructure rates and rents for small creative spaces.</p> <p>The council are charging extortionate rents and rates for city centre shops.</p>	<p>The majority of rents in the city centre are set by the private sector. The limited amount of Council owned property in the city centre is let at competitive rent levels.</p> <p>Business rates are set by the Scottish Government. Various forms of rate relief are available and the Scottish Government continues to review and align rates with current market values through more frequent revaluations. For further information on rates: Non Domestic Rates Dundee City Council</p>
<p>Should consider capping short term rental properties to protect local residents and prevent skyrocketing rents in the private sector.</p>	<p>The Scottish Government has introduced a new mandatory licensing scheme for short-term lets in Scotland. Due to relatively low numbers, Dundee does not suffer from the common problems associated with high numbers of</p>

	short-term lets. We will continue to monitor the situation and take action where required.
<p>The city centre needs more street activity, e.g. traditional kiosks serving food and drink with acoustic music sessions. The city square, rear of the Caird Hall outside St Andrews Brewing Company, McManus Galleries and the waterfront would be prime sites. More mobile food trucks. There is currently one mobile food truck in Murraygate and one at V&A. This is bordering on non-existent. They should be lined up at weekends to entice people to come and try foods on offer.</p> <p>Bars and restaurants should be given free rein to create outside spaces in streets and squares.</p>	<p>We agree that the city centre’s streets need more activity and more reasons for people to want to be there. This will have to be considered in relation to the viability of existing ground floor cafes, bars and restaurants, where food kiosks can displace trade from existing businesses, which is particularly problematic where the customer base is low.</p> <p>The City Council supports cafes, bars and restaurants in making the most of outdoors spaces where the proposals are high-quality and meet health and safety requirements. From April 2023, new permitted development legislation permits the placement of furniture on a public road (including the pavement) adjacent to class 3 (food and drink) premises, pubs and bars.</p>
<p>Multiple comments were submitted regarding the need to improve and expand the city centre’s offer and attractions, including culture, social events, sporting events, live music (concert venues), festivals (food/ performing arts/ music), museums, leisure (bowling/ multiplex cinema/ games), markets, hospitality, and food and drink establishments.</p> <p>These attractions need to be more inclusive, including for children/ families (Disney on Ice), young adults (20s/ early 30s), and local people, and the weather should be factored in for outdoor events through covered outside areas.</p>	<p>The actions within strategic outcomes 1 and 2 all support our plans to expand the daytime and evening offer across a wider array of uses, attractions and events to accommodate a broader range of ages. By increasing the city centre’s offer, further business will be supported and expanded, including local shops and the range of cafes, bars and restaurants.</p> <p>The city’s Events Strategy and Tourism Strategy are currently being revised and this will also play a role in supporting and increasing further attractions and events in the city centre.</p> <p>The Tay Cities Deal is also supporting opportunities to improve existing and develop new visitor attractions in and around the city centre.</p>
<p>The range of current and future potential attractions is very diverse, which is good as that ought to appeal to a broad range of potential visitors. The Eden Project has a massive potential in bringing visitors into the city. However, there is a risk of visitors visiting only their chosen destination. Dundee should better promote the less famous attractions including McManus Galleries, the Unicorn, DCA, Verdant Works, Dundee Steeple and City Churches and lesser-known historical buildings etc. Perhaps providing information points at Dundee’s many historical buildings and forming an interconnecting route (e.g., green walkway) would highlight the attractions. There is not a great cost, however, potentially a great benefit.</p>	<p>The actions within Strategic Outcome 2 specifically deal with the marketing, promotion and ticketing of attractions, venues and events to help increase and extend the length of day visits and number of overnight stays in the city.</p>

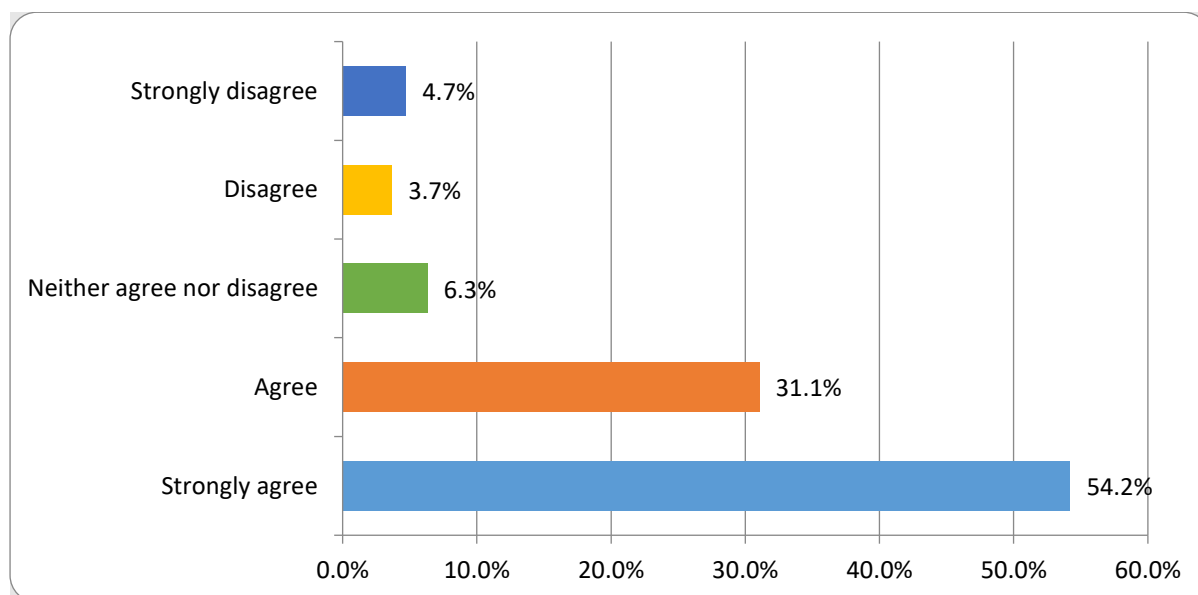
<p>Key thing to bear in mind with this planning is to ensure attractions are developed not only to increase visitor numbers but to ensure they spend longer in Dundee and support the local economy.</p>	
<p>If every empty shop front was utilised as a free gallery or workshop space for local artists until it is let again. That would improve the city feel as a whole as well as helping the arts community.</p>	<p>There are various challenges associated with private landlords granting free and temporary uses in unlet shops. It is ultimately at their discretion.</p> <p>Through an ongoing Vacant to Vibrant project the Council is working in partnership with the creative sector to identify opportunities to repurpose vacant shop units on a more sustainable basis.</p>
<p>A proper play area in city centre would be nice.</p>	<p>The plan's living and public realm themes both recognise the importance of increasing play and play space within the city centre.</p>
<p>I agree in general terms. However, I'm not sure big projects from outside are the best strategy. Why not create attractions based on the unique history of Dundee (particularly those aspects not yet 'celebrated', such as the trades, whaling, jam...)?</p>	<p>The plan aims to build on both our unique and distinct offer, while supporting larger attractions that bring in local, national and international visitors.</p> <p>It is worth highlighting that The McManus: Dundee's Art Gallery & Museum does celebrate the city's unique history.</p>
<p>Multiple comments were submitted regarding the need for more joined up thinking to improve the active travel links and transportation between the city centre's key attractions, including:</p> <ul style="list-style-type: none"> • A distinct, pleasant, safe and accessible walking, wheeling and cycling loop connecting all attractions. • Joint smart card use for both residents and visitors to be able to access a high-quality joined up transport service in the area, bus to bike to walking etc. 	<p>Active travel connectivity to, through and from the city centre is a key aspect of the plan's Connectivity theme. Tackling the barrier of the inner ring-road is a key aspect of this challenge. By improving connectivity between the city centre and its surrounding areas we can improve the connections between the key attractions in and around the city centre. Please see the connectivity theme and the consultant's reports for further opportunities.</p>
<p>Bus links to places out with the city are also important. A good regular bus link to say Camperdown and attraction in that area will give both visitors and residents more activities. Unless you move people around the city how will the whole of Dundee benefit from the investment made.</p>	<p>Strategic Outcome 4 of the plan's Connectivity theme seeks to improve bus links across the city and connections to the city centre.</p>
<p>V&A Dundee is the only named attraction and yet the combined tourism economy is much, much bigger. The Eden project is not confirmed. The plan should refer to investment into 'existing' 'world class' heritage attractions beyond V&A.</p> <p>Furthermore, demolition of the Wellgate centre would include the destruction of the Library - is this to be replaced? Where will budget come from to do this? Demolition of a large structure like Wellgate is also not in line with zero-carbon re-use of buildings philosophy.</p>	<p>The plan makes reference to various heritage attractions both in and around the city centre. Public and private investment will be required in new and existing offers and attractions.</p> <p>The conceptual proposals in the plan are all indicative, there are no plans to demolish the Wellgate Centre. We recognise the carbon issues associated with demolition and therefore state that we also support the owner in redevelopment and refurbishment of the existing building. The external consultant's</p>

	reports also covers the option to repurpose the existing building.
I liked the idea of having various multi-use public spaces in the city centre that could play a big role in the theme of visiting the city. I think there is scope for attractions like V&A Dundee and Eden Project (and Dundee's other attractions) to bring their expertise to contribute to this theme of the masterplan. I also believe new attractions to showcase Dundee's heritage, especially around comic design history and connection to the city would be a fantastic asset to bring into the city centre.	All of the city centre's key stakeholders were consulted during the plan's early research phase and on the proposed draft of the plan. Many have also contributed and commented on the draft plan and we will continue to have dialogue with these attractions.
Ensure all council contracts for leisure/hospitality pay at least the living wage and offer flexible working.	The delivery of the plan will align with Councils Community Wealth building approach where possible encompassing the City's Living Wage Commitments.
There definitely needs to be a huge focus on things to do in the evening in Dundee. Especially for families, there is next to nothing compared to similar cities. Dundee becomes really quiet during the evenings apart from the clubs in city centre and the west end, if you go to Edinburgh you will see people on the street at night. This would also make it safer for women. The evening economy - late night openings and variety of entertainment would increase tourism beyond a day visit.	The actions within strategic outcome 1 highlight the need to improve the night time economy, and a night time economy pilot project is currently being developed.
Need to consider a smaller scale indoor concert/performance venue.	DCC continues to work with commercial partners on the opportunities in this area.
To increase the visitor offer you need to provide more support to the tourism and heritage sector, by way of enhancing the job opportunities and recognising these financially in an enticing way.	The private sector has a key role to play in enhancing job opportunities within these sectors. Dundee is a living wage city; encouraging employers to provide this as a minimum. Tourism and workforce hospitality skills is also a priority of the Dundee Tourism Partnership. Support for the tourism and heritage sector are covered within the Council's Tourism Strategy: City Promotion Dundee City Council
Agree with this proposal entirely. However, the planning and orchestrating the "events" over the past year has been entirely underwhelming and not to the standard a bustling and upcoming city would present.	An ambitious events plan for 2023 has been created, which includes signature, city centre and community events, such as the Karate World Championships (WUKF 2023), Cycling World Championships, Slessor Garden concerts, and the Big Weekend.
Strongly agree with this but we also need a focus of bringing good retailers to Dundee. Look at the St James Centre in Edinburgh - the shop options are amazing and as a result it's busy and people travel for a day of shopping. That's a big thing Dundee is currently missing	Ongoing attempts are made to attract retailers to the Dundee's city centre, however many retailers are only locating their physical shops within key cities, such as Edinburgh, where the local population, visitor numbers and tourism draw are far greater than in Dundee. Dundee

	city centre maintains a local and regional draw for shopping, and we will continue to build on this through Dundee Loves Local and by attracting in new retailers.
Upgrade the docks to include a decent cruise terminal.	Increasing numbers of cruise ships are scheduled to arrive in the city and the Council is working in partnership with Forth Ports on improving the visitor welcome and offer for cruise passengers.
It's very important to bring money into the city be it via residents or visitors. However if it all becomes about money to get into places you are already excluding part of Dundee's population. Yes we all need more things to do but it has to be balanced with free access recreation opportunities as well.	The Council seeks to balance free amenity alongside paying attractions, and the events planned for 2023 includes various free and low-cost opportunities.

3.4 Connectivity Theme (Questions 10 to 11)

Question 10. To what extent do you agree with the proposed ambition, strategic outcomes, and actions presented in the draft plan’s Connectivity theme?



85% of respondents agree/strongly agree with the proposed ambition, strategic outcomes, and actions.

Question 11. Please provide any comments or feedback on the Connectivity theme?

The following table summarises and condenses the questionnaire responses into key comments and recurring themes. Our response to the comments is provided and it is indicated where the plan has been amended.

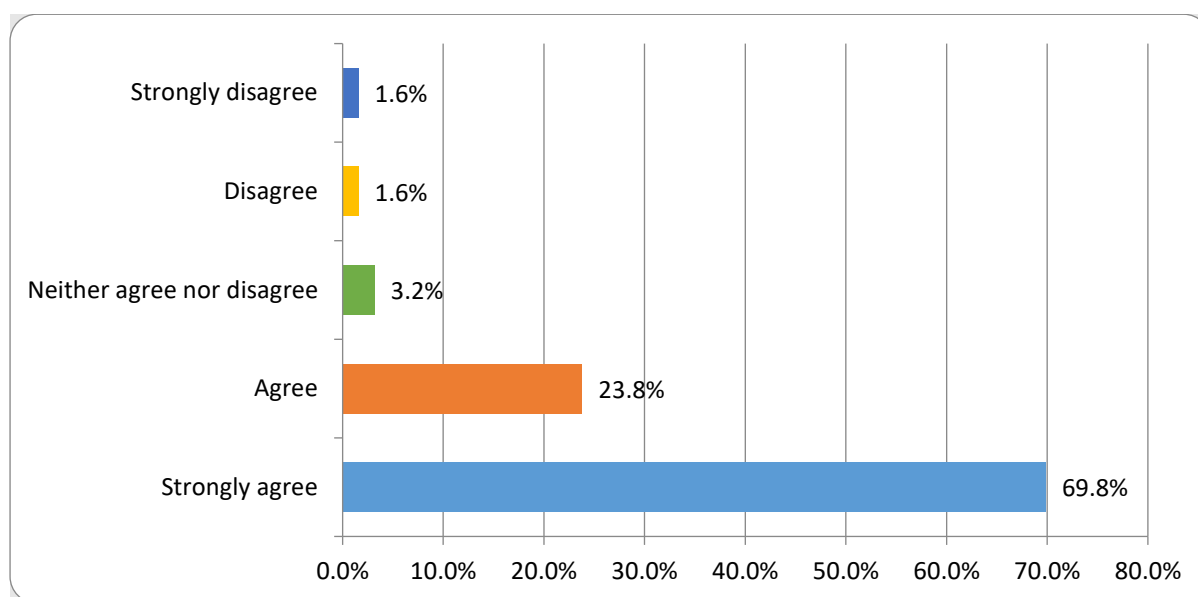
Key Comments and Recurring Themes	City Council Response
Public transport options in Dundee are poor and can be improved with increased affordability, simpler ticketing, more bus priority measures and increased integration with other sustainable travel modes.	DCC are exploring options for bus-priority corridors across the city. Joint ticketing (ABC) already exists, and contactless payment options have been introduced. https://www.stagecoachbus.com/promos-and-offers/east-scotland/abc#
Improved travel infrastructure and links from city centre to other areas in Dundee to encourage all citizens to use city centre, including early mornings and late nights.	Strategic Outcome 4 aims to create a fair transport system, providing appropriate city centre connectivity to a wider geographic area and improved access for bus users.
The city centre needs a new bus station.	The bus station is privately owned by Stagecoach. DCC will work with the owner to ensure the facility is as high-quality as possible.
A tram/light rail system should be introduced	Noted, but not likely to offer value for money in a city of Dundee’s size and compact nature.
Improved cycle routes are very important – the active freeways are a welcome and urgent	A Sustainable Transport Infrastructure Delivery Plan will be published in 2023/24, which will set proposals

measure to enable people to cycle across the city and connect the city centre to outlying communities. These must be included within a delivery plan with deliverables and timescales.	for cycling infrastructure developments and improvements throughout the City over the next decade, including the locations identified for six Active Freeways; long-distance and high-quality walking, wheeling and cycling routes which will connect the city centre to outlying communities. This will be a 10-year plan which will include deliverables and timescales. The Sustainable Transport Infrastructure Delivery Plan is also referenced within the introduction text to strategic outcome 1.
As a resident of Lochee Road, one of the most polluted in the country, I would value the active travel hub at Bell Street being linked via a new segregated cycle path. This would provide a vital active travel route from the Lochee Area into the city centre.	Lochee Road has been identified as an Active Freeway corridor, which will incorporate a high-quality, segregated walking, wheeling and cycling route with associated public realm improvements. This route will stretch from the Kingsway at Liff road, down Coupar Angus Rd, Logie Rd and Lochee Rd, connecting in to the Sustainable Travel Hub and the rest of the Active Freeway network. This will improve air quality on Lochee Road and Dundee in general. Explore Dundee's introduction of electric buses on the Lochee route is also helping to reduce air pollution.
Further pedestrianisation of the city centre is welcomed. Possible streets for further pedestrianisation are Castle Street, Reform Street (north), Shore Terrace car park and Exchange Street.	We plan to build on the success of Union Street, using it as a model to deliver further pedestrianisation in meaningful co-design with local residents and businesses.
Current pedestrian facilities are poor and need improved. The wait time to cross is too long and pedestrians need to be given greater priority.	The actions under Strategic Outcomes 1, 2 and 3 aim to address these issues and prioritise pedestrians.
Improved pedestrian links and routes between attractions, opening up historic alleyways and with improved lighting, would be welcomed.	Improved lighting, routes and wayfinding, including along alleyways in the city centre, will form part of further actions.
Slessor Gardens and the rest of the Waterfront needs to be more accessible and better connected by sustainable modes to the city centre. This could be achieved through road space reallocation/traffic rerouting. The Waterfront roads are poorly designed and requires comprehensive review.	Improved connections between the Waterfront and the City Centre for walking/wheeling/cycling is a manifesto commitment of the administration and this will be explored – Action 1.2 specifically covers this.
Improved crossings over the Marketgait are welcomed, but the road itself requires further work to reduce both traffic speed and volume to address the issue. The implementation of controlled crossings and the benefit this would have for pedestrians at East and West port is welcomed.	Current traffic flows on the Marketgait and A991 require dual carriageway capacity. In the longer term we will continue to monitor transportation trends and capacity to inform changes to the road infrastructure. With regard to 20mph speed limits the Council set out proposals for 20mph in Committee Report (Road Safety Report to Sept 2022 Committee) which aligns with both national guidance for the implementation of 20mph speed restrictions and a public consultation on 20mph in 2016, both of which conclude that strategic routes are not suitable for 20mph.
Plans for restricting vehicles within the city centre should go further – could all vehicles apart from deliveries and blue badge holders be banned? This	Further traffic restrictions within the city centre are an option which can be explored but DCC would not seek

could include all bus stops being on the Marketgait.	to push buses out of the central core. This is covered by action 3.2 - develop low-traffic street interventions.
On-street car parking should be removed.	In order to create more space for sustainable modes, and discourage driving, we are open to exploring the removal of on-street car parking spaces at some locations. The refurbishment of Bell Street multi-storey car park could support this.
Whilst restricting car traffic is welcomed, without high-quality alternatives, this may harm the city centre.	Dundee is a regional centre, as it grows we need to achieve a balance that does not necessitate more car journeys, including high-quality alternatives to encourage and enable sustainable transport modes.
How will the Bell Street proposals facilitate city centre parking for Abertay University students and staff?	The proposals will leave ample car parking under current demand, while provide EV charging, cargo-bike and e-bike hire, and further sustainable modes, encouraging people to travel by modes other than car, further reducing demand for car parking.
Enforce parking restrictions and pedestrian only areas. Make Commercial Street more pedestrian friendly - the crossing looks more like road than pavement and buses drive at some speed through it.	<p>Parking restrictions/pedestrian areas are currently enforced, and with the upcoming pavement parking ban, DCC will be employing further enforcement officers.</p> <p>Commercial Street will be improved to increase pedestrian priority, reduce carriageway width and reduce vehicle speed.</p>
Driving and parking in the city centre is already too expensive and should be made easier.	There is sufficient capacity to meet current and future needs and tariffs are informed by local and national policy to reduce car mileage; DCC will continue to work on rebalancing priority on the streets towards more sustainable modes of transport.

3.5 Public Realm Theme (Questions 12 to 13)

Question 12. To what extent do you agree with the proposed ambition, strategic outcomes, and actions presented in the draft plan’s Public Realm theme?



94% of respondents agree/strongly agree with the proposed ambition, strategic outcomes, and actions.

Question 13. Please provide any comments or feedback on the Public Realm theme?

The following table summarises and condenses the questionnaire responses into key comments and recurring themes. Our response to the comments is provided and it is indicated where the plan has been amended.

Key Comments and Recurring Themes	City Council Response
Shrink the city centre retail footprint and invest in the public realm over a more condensed area which allows the place to feel busy.	The shrinkage will occur naturally and it will be formally shaped and reinforced by the retail policy in the next Local Development Plan.
There should be a presumption against demolition of any historic building fabric, including facade retention.	This is controlled through Local Development Plan policy and Historic Environment Scotland guidance and consultation.
The prohibitive costs of maintaining historic buildings is a concern, there needs to be more support and incentives to restore historic buildings.	The repair of historic buildings which are listed or located within the conservation area are eligible for grant funding from the Dundee Historic Environment Trust. https://dhet.org/ The potential to reclaim VAT for works on existing buildings is being considered at National government level.
The city centre needs more street cleaners and more recycling bins.	The actions within Strategic Outcome 2 of the public realm theme are intended to improve the cleanliness of the city centre.
New areas and attractions require care and maintenance after installation. There are so many examples where this	This emphasises the need to increase public realm maintenance across the entire city centre

is not happening, e.g. waterfront beach, city centre street furniture, Riverside Drive's rusting columns with sail design etc. First impressions are everything and the areas surrounding all main logistics hubs, and entry to the city from main arterial routes should be maintained to the highest of standards.	and the main arterial routes. The actions within Strategic Outcome 2 of the public realm theme are intended to improve the maintenance of the city centre.
Efforts have been made to make Reform St more attractive but something more permanent (e.g. trees, frontage arcades) and better uses at ground level might turn it into a place where people might want to linger, rather than just pass through.	There is the potential for a more comprehensive redesign of Reform St, which is likely to be informed by the ongoing developing plans for the redesign and permanent pedestrianisation of Union Street.
Licensed busking should be introduced, like Glasgow.	Glasgow does not have licenced busking, like Dundee they have a code of conduct. Significant issues and complaints are passed to the police to enforce under Section 54 of the Civic Government (Scotland) Act 1982
Police cadets/wardens should be introduced in the city centre area.	Through ongoing dialogue with the Dundee police the presence of police officers in the city centre has been increased.
The city centre needs a Community/Family Health Centre. We need more spaces and opportunities for families to receive support to help teach them how to look after a family including possibly ways to handle challenging situations and budgeting. Including education on the responsibility we all have for the cleanliness of the city.	Throughout the lifetime of the plan we will work with our NHS colleagues to establish a health centre in the city centre. Other services in the city centre include: Wellbeing Works (wellbeingworksdundee.org.uk) The Corner Dundee Health & Wellbeing Services for Young People
Supporting vulnerable citizens is paramount and the Council has not acted appropriately in getting to the heart of the issue. Clean and safe shelters and step programmes to empower people are required.	The actions within Strategic Outcome 4 of the public realm theme are intended to further strengthen improvements in this area.
It is critical that the connecting streets and public spaces are safe, secure and comfortable to use because people are less willing to walk, cycle or use public transportation if they feel unsafe in the public domain. Include the term 'safe' in the ambition. The perception of safety or the lack of it, particularly at night, is often the biggest deterrent to many people enjoying the City Centre and the links into it.	There are five references to public safety in the Connectivity theme, and four references to public safety in the Public Realm theme. Improving the pedestrian connections to the city centre is a key ambition of the plan. By increasing the residential population, improving active travel routes, increasing and diversifying local activities and uses, and creating people oriented streets will all help to increase safety for all users.
The city centre needs an equivalent to Friends of Baxter Park, or Friends of Magdalen Green, where local residents are engaged with the green spaces. There is an opportunity to replicate the Tayview Community Garden, allotments, and to get the Universities, Botanic Gardens and the James Hutton Institute involved.	This is a positive idea. Importantly, the Baxter Park and Magdalen Green examples have formed through the interest of local people. This model is challenging to establish in the city centre with its more transient residential population. This strengthens the plan's vision to evolve the city centre into a place to live with a more involved local population and community.
Increase the greenery in the city centre and commission a new city centre park.	The plan's ambitions to redevelop significant sites and the reconfiguration of the public realm

	and pedestrian routes will provide opportunities for more green infrastructure and public spaces.
The same level of intent and standard as seen with Waterfront Place needs to be implemented within the various quarters of the city centre.	This is the intention and the developing plans for Union St will provide an indication of what's possible in our historic street network.
There needs to be more emphasis on blue and green infrastructure and improving the biodiversity of the city centre.	Green and blue infrastructure is mentioned regularly within the plan, however biodiversity is not mentioned. We are aware of the importance of biodiversity and its correlation with green and blue spaces. Biodiversity has now been referenced in the public realm theme.
De-culvert the waterways of the city (Dens, Scouring, Lochee burns) and create real wild corridors that offer havens for suffering wildlife as well as people. Open waterways plus active travel routes would utterly transform our urban landscape. Micro-hydro schemes could also be incorporated, harvesting the otherwise-wasted energy for ultra-local power generation.	Re-opening culverts in and around the city centre is being explored by our city engineers and Scottish Water.
The ambition has lots of buzzwords but feels lacking in substance. A number of the SOs and Actions are things that should be done anyway particularly in the space of cleanliness and maintenance. The ambition is not measurable and has no timescales.	As per the October 2022 City Development Committee Report (290-2022), which approved the launch of the plan consultation, an implementation plan will be developed throughout 2023. This has now been clarified within the introduction section of the plan.

3.6 Strategic Development Opportunities (Question 14)

Question 14. Please provide any comments or feedback on the plan's conceptual ideas for the seven strategic development opportunity sites?

The following table summarises and condenses the questionnaire responses into key comments and recurring themes. Our response to the comments is provided and it is indicated where the plan has been amended.

Key Comments and Recurring Themes	City Council Response
<p>The Keiller site should be focused on an open area food court/market area that can facilitate performance arts and music.</p> <p>Turn the Keiller Centre into a permanent food market - with fruit and veg, a bakery, butcher and fishmonger and the kind of retailers that set up in the square during 'Farmers Markets'. Inverness has recently opened a food hall concept and the Victorian Market. This local, permanent market is an area Dundee is lacking in. The city could develop and capitalise on the natural larder and produce both in the city and wider Angus/Perthshire/Fife regions. Could this tie into the ideas around the redevelopment of the Keiller Centre?</p> <p>Join the Family - Victorian Market (thevictorianmarket.com)</p> <p>Victorian Market - Explore Inverness (explore-inverness.com)</p> <p>The public and private sector need to come together to release the untapped potential of Keiller Court - the potential here to provide a market, similar to those found in many great European cities where people congregate to shop, eat, drink and attend cultural events is significant.</p> <p>Where will the covered market go? Keiller Centre is the obvious place but nice to convert to mews streets. Need a daily covered market somewhere central, preferably repurposing an older, disused building. Maybe one floor of the Bell St multi-storey?</p>	<p>The current building could be adapted to accommodate a market use, or a mix of complimentary uses. The Council are open to and supportive of opportunities which will secure the future of the centre.</p> <p>In the event that the centre owners wish to consider a comprehensive redevelopment of the site, including refurbishment or wholesale demolition, the Council will support them to explore this.</p> <p>The conceptual images in the plan are purely indicative to stimulate interest in the site's potential.</p>
<p>The Overgate Centre should be more like Union Square in Aberdeen, with more leisure uses and a cinema.</p>	<p>Such ideas have been considered for the Overgate Centre. The Council are open to and supportive of opportunities which will secure the future of the centre.</p>
<p>To facilitate demolition of the Wellgate Centre, move the central library into the lower floors of the old Arnott's building.</p>	<p>Noted.</p>
<p>The Keiller and East Port should be the top two priorities. There is already a degree of momentum in the West Port / University area whereas Keiller and East Port really need significant change.</p>	<p>The Keiller and East Port areas are a priority for the Council.</p>
<p>The Overgate Centre has turned North Lindsay Street into a backwater. It would be a major improvement to reconnect North Lindsay Street back with the town centre through the Overgate.</p>	<p>Noted.</p>
<p>Future development should not be identikit flats like Manchester or London's Docklands, or Western Harbour in Edinburgh.</p>	<p>Control over residential types and tenures is a significant point and will be managed through planning policy, pre-application enquiry and the planning permission</p>

	process. The CCSIP will be a material consideration in determining applications.
Unsure if just by creating 3000 new homes in the centre when the vast majority of Dundee's 145,000 population live outside of this area that it will have the intended impact. Much more engagement with the wider third sector including social enterprises is required in order to ensure wider community buy in and engagement.	The plan is about much more than creating homes. All towns and cities benefit from strong, diverse and inclusive centres. As with most post-industrial cities, too many people were displaced from urban centres. We are trying to address this by establishing a critical mass of people living, working and visiting the city centre to diversify and make it more successful. The plan also aims to improve public transportation and active travel links for the population living outside of the centre.
I do agree on the re-development of Wellgate. However, in my opinion it would be important to support the process of it becoming a sort of 'charity/social project shopping centre' which has already started spontaneously rather than thinking about it in the terms of the usual shopping centre.	This is a positive concept, which could support the repurposing of the centre as a community/social hub containing multiple uses: library, primary healthcare, social care, wellbeing centre, community/family health centre, support for vulnerable citizens, charities, social enterprises etc. The Council are open to working with the centre owners and supportive of opportunities which will secure the future of the centre.
We would note that most sites lie either within or adjacent to the Central Conservation Area so the relevant character appraisal will be an important and useful tool for positive placemaking.	Noted, and this will be picked up at the pre-application and planning application stages.
The harbour is in desperate need of investment and development and is not included in the City Centre vision. Why?	The harbour area is of vital importance to the city centre and it is included within the Dundee waterfront website within the City Quay zone. Redevelopment of the harbour is being considered through the Tay Cities Deal fund. The City Quay area is now more clearly referenced, alongside other peripheral interests, on the plan's scope map.