



OUR FUTURE CITY CENTRE

DUNDEE STRATEGIC INVESTMENT PLAN 2050

Across the world, city centres are at a crossroads...

Online sales, out of town retail and most recently the COVID-19 pandemic have resulted in a dramatic decline in town centre retail. In Dundee alone four of our largest retailers have closed. However, Dundee has always reinvented itself, responding to every challenge by developing new approaches. 30 years ago, we created the most comprehensive pedestrianisation scheme of any Scottish city, and that helped attract significant external investment to create exceptional modern retail space such as the Overgate Centre.

We have also invested heavily in our cultural sector through the creation of the V&A Dundee, Dundee Contemporary Arts and the refurbishment of The McManus: Dundee's Art Gallery & Museum.

Our challenge for the next three decades is to reinvent the heart of the city once again. But this time we know that regeneration is unlikely to be led by retail.

Not everything in this plan will happen. It is intended to start a conversation about options for the future.

The next stage of the city centre's journey will be led by people. We need to have more people living and working in the centre and more people visiting by foot, bicycle, or on clean, modern public transport.

Increasingly, growing businesses prefer to be based in city centres rather than out-of-town business parks because it is easier to attract and retain new talent. Despite the move to hybrid working, employment levels in the city centre will grow, driving our ambitious target to create 3,000 new jobs.

We all want to enjoy our free-time, and the centre of Dundee is growing into a confident destination. This plan will shape our future leisure and tourism offering, including the night-time economy.

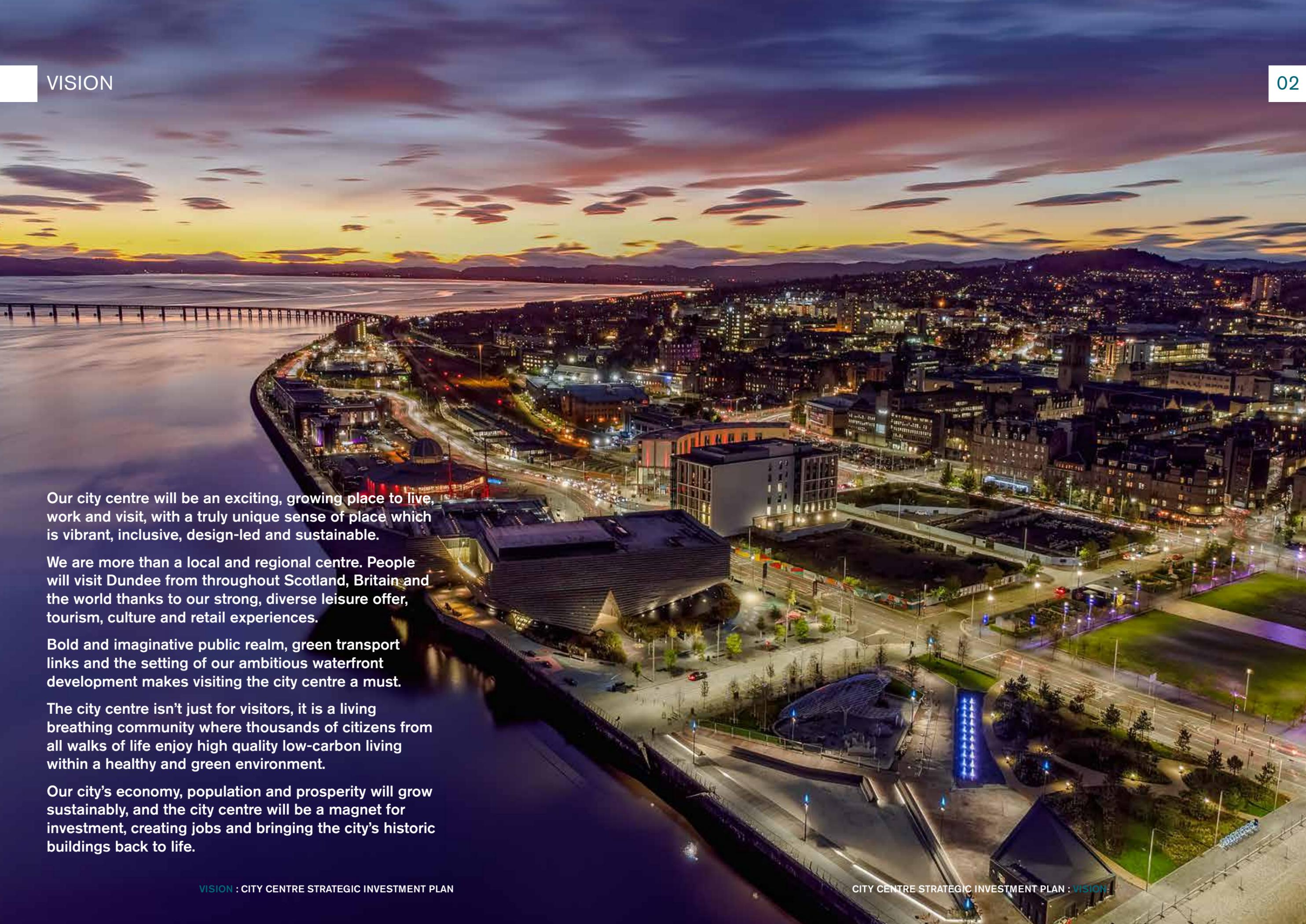
The City Council and its public partners cannot deliver this vision alone, and we will need to attract significant levels of private investment to create new homes, leisure and business properties. We will use the City Centre Strategic Investment Plan as a prospectus to secure external investment by providing a clear vision of the future.

Reinventing the heart of our city needs sustained focus, long term commitment and significant early investment. The Council is committed to this agenda. Will you join us?



Cllr John Alexander
Council Leader
Dundee City Council



An aerial night view of Dundee, Scotland, showing the city centre and waterfront. The city is illuminated with lights, and the waterfront features modern buildings and a large stadium. The sky is a mix of dark blue and orange, suggesting sunset or sunrise. A long pier extends into the water on the left side of the image.

Our city centre will be an exciting, growing place to live, work and visit, with a truly unique sense of place which is vibrant, inclusive, design-led and sustainable.

We are more than a local and regional centre. People will visit Dundee from throughout Scotland, Britain and the world thanks to our strong, diverse leisure offer, tourism, culture and retail experiences.

Bold and imaginative public realm, green transport links and the setting of our ambitious waterfront development makes visiting the city centre a must.

The city centre isn't just for visitors, it is a living breathing community where thousands of citizens from all walks of life enjoy high quality low-carbon living within a healthy and green environment.

Our city's economy, population and prosperity will grow sustainably, and the city centre will be a magnet for investment, creating jobs and bringing the city's historic buildings back to life.

Dundee’s city centre has undergone a transformation over the last three decades thanks to large-scale infrastructure and development projects, including the Central Waterfront and our long-term focus on culture-led regeneration. This has irrevocably changed any remaining outdated perceptions of the city. Today Dundee is rightfully recognised as one of the most dynamic cities in the United Kingdom.

This paves the way for Dundee to become even more successful, and we will focus our work to build on this success in the next chapter of the city’s development. The city centre’s true potential is only beginning to be realised and we have an opportunity to rethink what its long-term role and purpose should and could be.

The city centre needs to become more diverse and accommodate the needs of as many different people from all ages as possible. It needs to be more orientated towards living, socialising, play, leisure, entertainment, tourism, broader employment opportunities and create an inclusive community.

To make this happen we need an increased number and range of homes in the heart of the city; better quality office accommodation; more services, such as primary health care provision; and more activities, events and destinations to give people more reasons to want to visit during the daytime and evening. To support these ambitions we must continue to strengthen our commitment to the Town Centre First Principle to drive new footfall generating uses towards the city centre.

As a major regional employment centre, around 25,000 people come to work here every day. Many more come to shop, socialise and enjoy the city’s cultural offerings. We need to improve the range and quality of the city centre’s transportation to ensure that as Dundee’s regional role grows, this is supported by sustainable transport, improved air quality and reduced carbon emissions. Active travel networks, and the public realm also need to be further improved to support these ambitions.

Our journey of change takes place within the context of the climate emergency and the nation’s transition towards net-zero carbon by 2045. We need to capitalise on our natural and distinct local assets, our skills and knowledge base, and the relationships and opportunities the city has established, including our UNESCO City of Design status, to create a unique, authentic and sustainable place which inspires people.

This plan sets out a response to the key challenges the city centre faces, and it marks the start of a 30-year journey and dialogue towards redefining its role and improving its quality. We will now produce an implementation plan to shape the delivery of the plan’s strategic outcomes and actions. The plan will be reviewed every five years and stakeholders will be re-engaged during this process.



THEMES

To prepare and guide our future vision, this plan sets out a long-term strategic investment plan for the next three decades to 2050, structured around five key connected and ambitious themes.

LIVING

Double the resident population living in and around the city centre, ensuring that a diverse range of people and families choose to live in the heart of the city, supported by key services.

WORKING

Support the creation and safeguarding of 3,000 jobs in the city centre.

VISITING

Develop Dundee city centre into a world class destination loved by locals and visitors alike, doubling the number of visitors and visitor spend in the next 10 years.

CONNECTIVITY

As the city grows as a regional centre, we will ensure that this does not necessitate more car journeys. We will support sustainable transportation such as walking, cycling and improved public transport and build on our world-leading reputation for the promotion of electric vehicles.

PUBLIC REALM

Develop the city centre’s unique network of public spaces into a vibrant, attractive, and accessible destination to enhance the city centre’s liveability.

CLIMATE CHANGE & CARBON REDUCTION

The city centre has a key role to play in helping to reduce carbon emissions. The plan will help reduce Dundee’s carbon footprint by increasing population density around the city’s core, focusing services centrally to minimise travel, making better use of vacant and underused land and buildings, improving active travel, and strengthening public transportation. Future development, implementation and review of the plan will be guided by sustainable thinking, carbon reduction and the Dundee Climate Action Plan. We will pursue sustainable energy solutions, such as district heating and renewable energy generation.

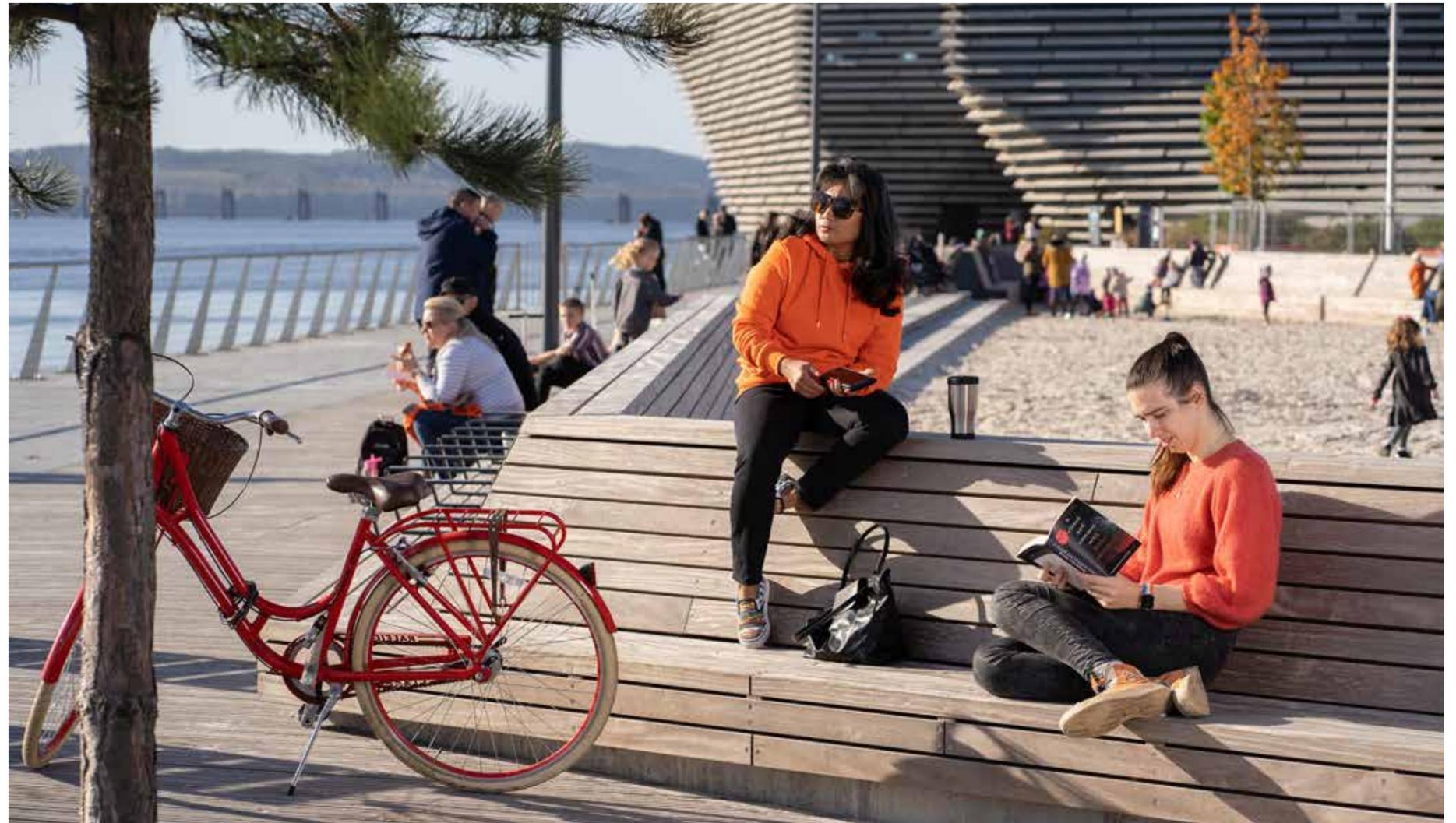
PLACEMAKING

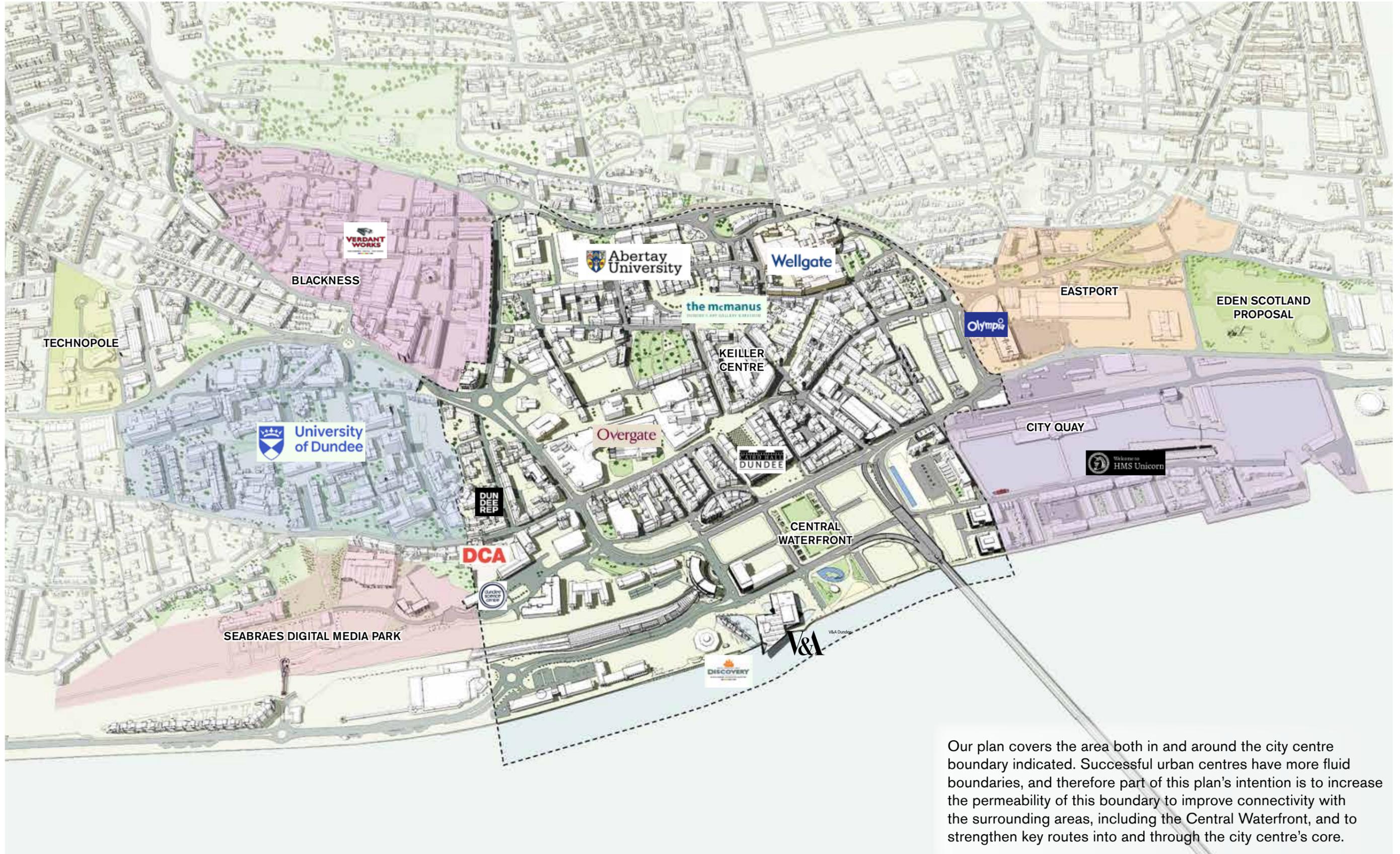
People are attracted to great places because they enable their social, economic and cultural life choices. Adopting a placemaking approach puts people at the centre of our plan. We want our city centre to be a more diverse, positive and social place for everyone. It needs to be a place that supports more mixed-use development, celebrates culture and heritage, and prioritises people and events. This means planning for everyone, including children, families, young people, and older generations. Our streets and spaces should better support everyday life, including socialising, people watching, playing, performing and learning.

Successful places are also defined by the quality of the built environment and its architecture, including the squares, courtyards, streets, wynds, furniture, public art, materials and finishes. We must ensure that our historic built heritage is better protected, and repurposed where required. New development within the built environment must strengthen the character of the city centre and be designed to a high standard.

DESIGN

Design shapes the world, whether the physical environment we live in, the experiences we enjoy, or the systems that underpin how we live our lives. It uses creativity to collaboratively solve problems and reimagines new ways of living. As a UNESCO City of Design we believe in using the transformative power of design to improve and redefine our city centre: to create liveable neighbourhoods; enhance education, business and employment opportunities; grow our visitor and tourism numbers; improve our active travel and transport networks; enhance our built environment; and to establish a more sustainable, attractive, and people oriented place.





Our plan covers the area both in and around the city centre boundary indicated. Successful urban centres have more fluid boundaries, and therefore part of this plan's intention is to increase the permeability of this boundary to improve connectivity with the surrounding areas, including the Central Waterfront, and to strengthen key routes into and through the city centre's core.

In addition to the established central waterfront development sites, seven strategic development opportunities have been identified within the city centre. All of these sites and opportunities are considered to have great potential to support the transformation of the city centre and can make significant contributions to the success of the plan's five interconnected themes. Case studies of these opportunities are included throughout the plan. Separate design and development guidance on the central waterfront sites is available on our [website](#).

We have worked with a team of award-winning urban designers and included some radical ideas for how our future city centre could look and function. This urban design thinking has helped us to imagine some head-turning urban redevelopment which will inspire us going forward. These are early-stage concepts and ideas, but they illustrate the scale of the transformative ambition that we have.

The design consultant's supplementary 'Masterplan' and 'Transport and Connectivity - Technical Note', containing the full range of ideas and thinking, is available on the plan's webpage via the Council's website.

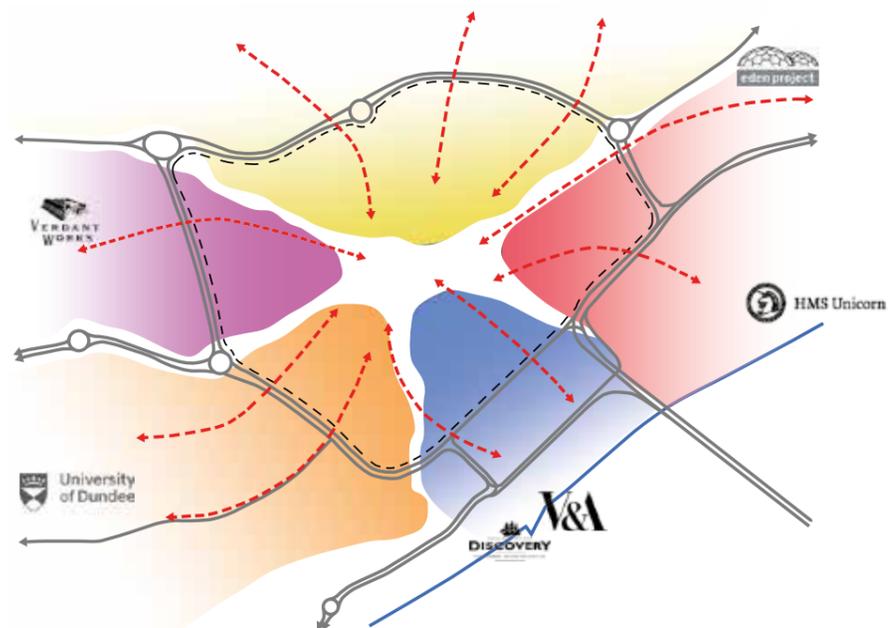
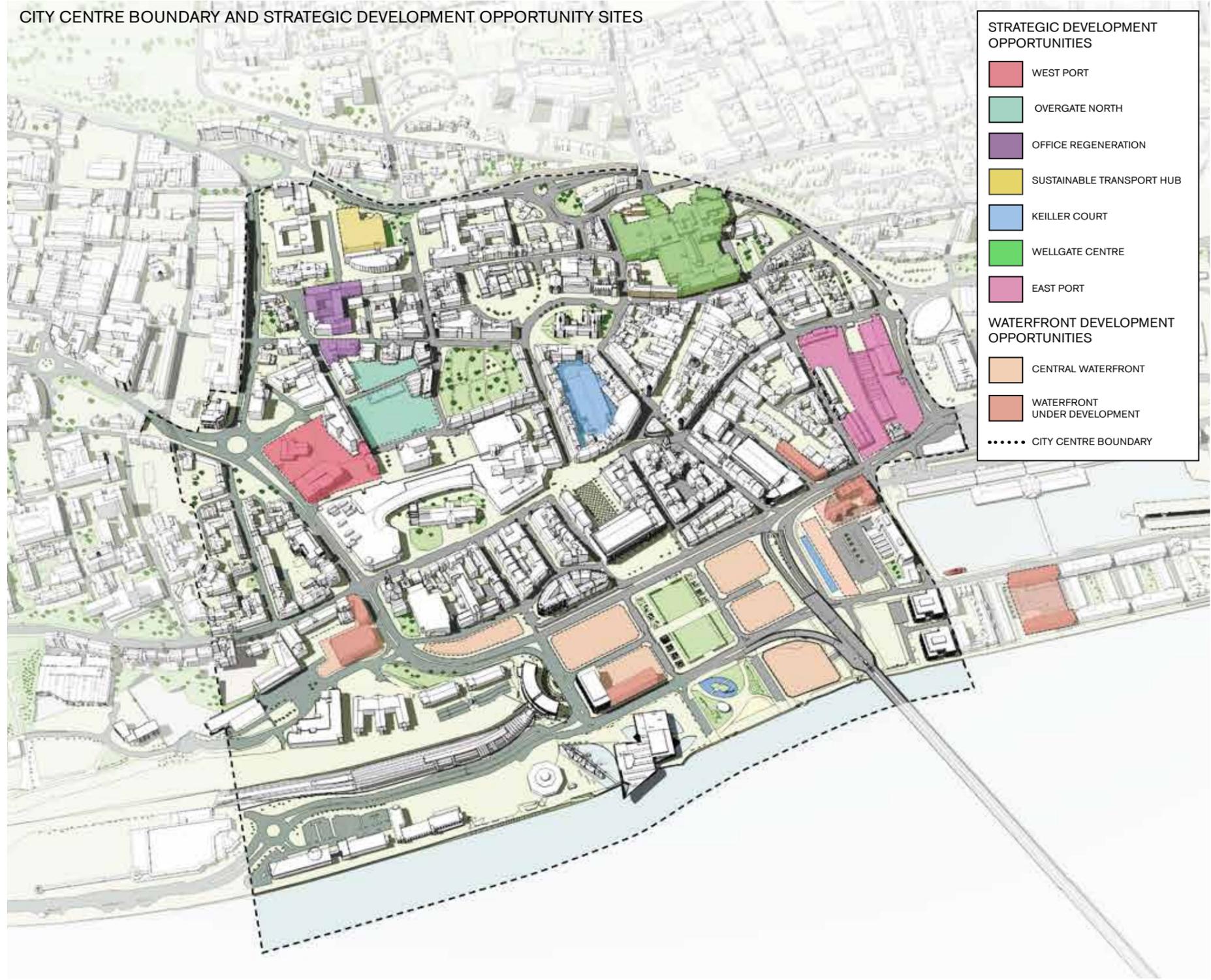


Diagram demonstrating the need to break down the barrier created by the inner ring road and reconnect to the surrounding areas.

We need a collaborative Team Dundee approach between stakeholders to deliver the development, investment, improvements and initiatives outlined in this plan, recognising that it is everyone's city centre. We want to work with our partners in the Scottish and UK governments and their agencies, the private sector, the third sector, landowners and individuals – we all have a key role to play in creating and maintaining our successful city centre.

We will work in partnership with the key institutions, organisations and cultural destinations which define our city centre, including the University of Dundee, Abertay University, V&A Dundee, DCA, HMS Unicorn, RRS Discovery, Verdant Works, Dundee Rep Theatre, Caird Hall, Dundee Science Centre, and The McManus: Dundee's Art Gallery & Museum. We will help deliver the bold masterplan ambitions of Abertay University to transform its campus and integrate it into the north of the city centre.

The Council will support external investors to deliver the plan's targeted actions. We will help deliver the bold ambitions of other stakeholders such as Abertay University to transform its campus and integrate it into the north of the city centre.

This plan will act both as a prospectus to attract private investment and to identify relevant funding opportunities and initiatives as they emerge. We will use public sector funding to pump-prime private sector development where required.

Many of the ambitious projects in the plan require substantial funding and will take time to deliver. Not all projects will happen for technical or financial reasons, or through lack of community support. However, to ensure that improvements are delivered rapidly, the plan includes short and medium-term actions.

Introducing new development to the city centre has the potential to create conflict between uses, particularly where noise and smell is a concern. To protect the viability of established uses and businesses, we will adopt the 'agent of change' principle, which places the responsibility of mitigating any impacts onto the proposed development.

We will review the plan every five years. Priorities and projects will evolve, and the positive vision and the ambitions in this plan will guide the future development and prosperity of the city. The population, economy and prosperity of the city centre will grow throughout the delivery of this plan, in a managed and sustainable way.

Abertay University - proposed sports, health and wellbeing hub, viewed from Constitution Road.



Ambition: Double the resident population living in and around the city centre, ensuring that a diverse range of people and families choose to live in the heart of the city, supported by key services

With city centres across the country adapting to meet changing consumer demands, a fresh perspective is vital to create a thriving and attractive place. One aspect of this change is to significantly repopulate the central area by encouraging more people to live here. This will increase footfall that supports and attracts additional activity and increases vibrancy.

Strategic Outcome 1 Deliver high-quality residential development by promoting vacant and underused sites and buildings.

The central area has a population of around 3,400 people and this plan sets an ambitious target to double that number over the lifetime of the plan. The Council has carried out initial analysis which indicates that capacity exists to meet this target. The city centre is the original “20-minute neighbourhood” and has a range of underused sites and buildings that can be developed to accommodate additional high-quality residential development, in conjunction with Registered Social Landlords and the private sector.

We will remove barriers to the conversion of existing buildings and the redevelopment of unoccupied or underused upper floors for residential use. This will involve working with local agencies and lobbying both governments for policy changes to help unlock the potential of vacant properties. The development of well-located, well-designed new-build residential proposals will be promoted to contribute to wider placemaking aspirations. Where necessary, the strategic use of Compulsory Purchase Orders will be used to secure positive outcomes.



Existing view of the Wellgate Centre from the Hilltown.



Conceptual view from the Hilltown towards the redevelopment of the Wellgate Centre. See case study 2 for further information.

Action 1.1 Identify opportunity sites for residential development, creating a working database of buildings and land that are underused or vacant within the city centre.

Action 1.2 Unlock barriers to the re-use and redevelopment of vacant sites and buildings for residential use.

Action 1.3 Acquire land or buildings for residential redevelopment, using Compulsory Purchase powers if necessary.

Action 1.4 As part of the preparation of the next Dundee Local Development Plan, review relevant policies to help secure further new residential development and conversions in the city centre.

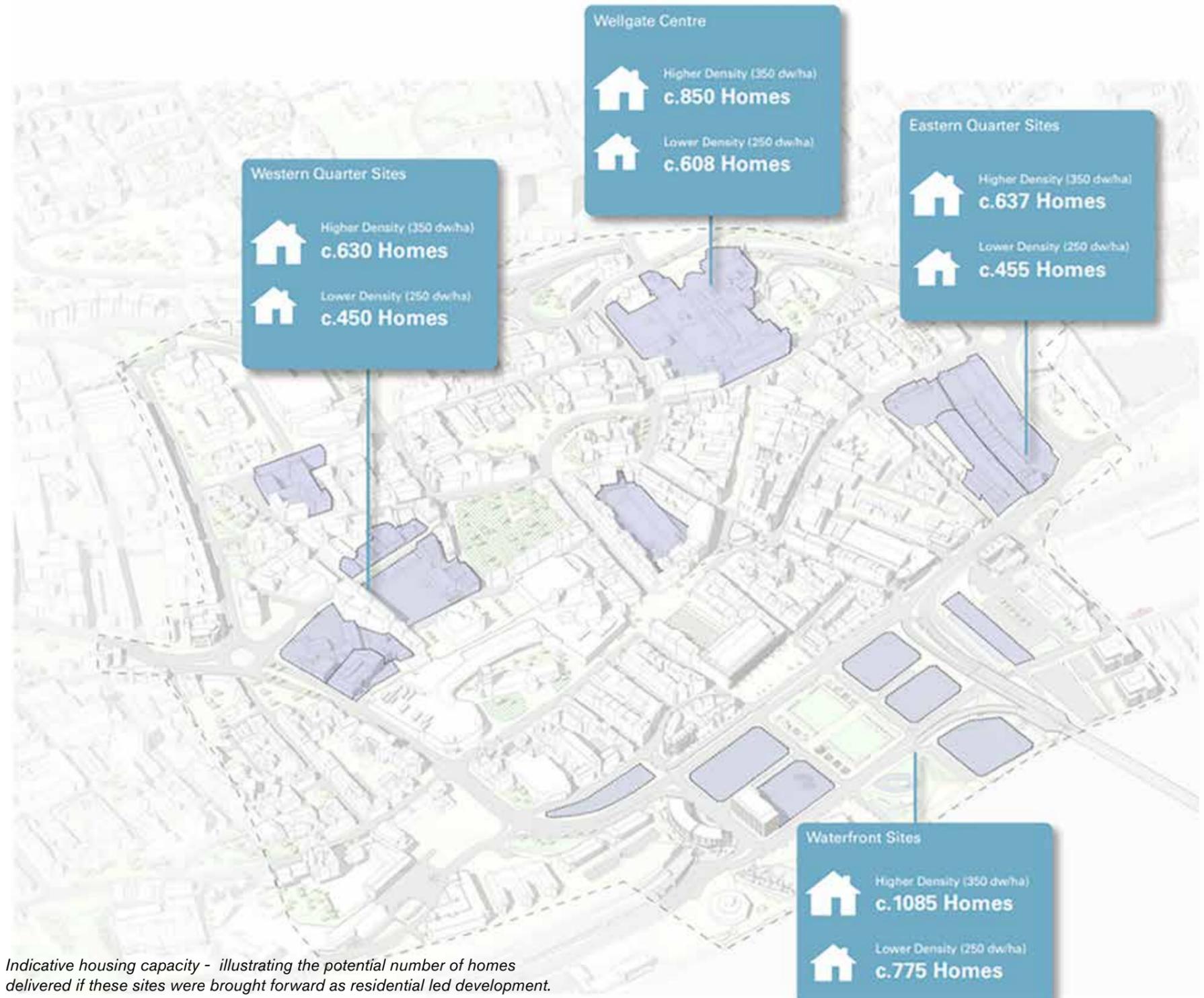
Strategic Outcome 2 Provide a variety of residential types and tenures to meet the needs of different households and to create a diverse community.

Choice of house type is important to encourage a broader range of households and to help create a diverse community. We will make the city centre desirable and liveable with a choice of attainable high-quality residential properties with a variety of size, type and tenure. This will attract a wide demographic including opportunities for older people and family homes.

We will support the growth of our two universities by promoting the regeneration and reuse of existing buildings for student accommodation whilst encouraging an improvement in the quality of Houses in Multiple Occupation in the city centre. Working with social and private housing providers, we will encourage greater housing choice.



“The development of well-located, well-designed new build residential proposals will be promoted to contribute to wider placemaking aspirations.”



Indicative housing capacity - illustrating the potential number of homes delivered if these sites were brought forward as residential led development.



LIVING : CITY CENTRE STRATEGIC INVESTMENT PLAN

We will target new housing tenures such as 'Build to Rent' to cater for all. The Dundee Strategic Housing Investment Plan now prioritises investment in the city centre to help deliver more affordable housing.

Action 2.1 Encourage housing that will be attractive to families and retirees within the city centre.

Action 2.2 Stimulate affordable and mid-market housing through a long-term Lead Developer partnership with a Registered Social Landlord to accelerate investment in the city centre.

Action 2.3 Prioritise grant funding from the Strategic Housing Investment Plan towards the delivery of affordable and mid-market housing within the city centre.

Action 2.4 Target Build to Rent and Private Rented Sector developers to stimulate investment for a broad demographic of residents.

Action 2.5 Monitor the proportion of Houses in Multiple Occupation within the city centre to maintain a healthy tenure balance, while ensuring that the standard of accommodation is improved.



CITY CENTRE STRATEGIC INVESTMENT PLAN : LIVING

“Opportunities to create well-designed mixed-use developments with supporting infrastructure will be explored with community partners.”



Strategic Outcome 3 Attract a range of centrally located services and facilities to support city centre living.

We will support the development of an accessible network of key services such as nurseries, schools, play facilities and medical/dental practices as an essential element of a growing, vibrant and sustainable community. This will support and encourage people to live in the city centre and create focal points of activity. The provision of local services will help reduce travel requirements. Opportunities to create well-designed mixed-use developments with supporting infrastructure will be explored with community partners.

Action 3.1 Explore and identify opportunities with the NHS for additional primary health care provision in the city centre.

Action 3.2 Encourage partners to explore the potential for additional education and training facilities, including further education, in the centre.

Action 3.3 Identify further opportunities for nursery care provision.

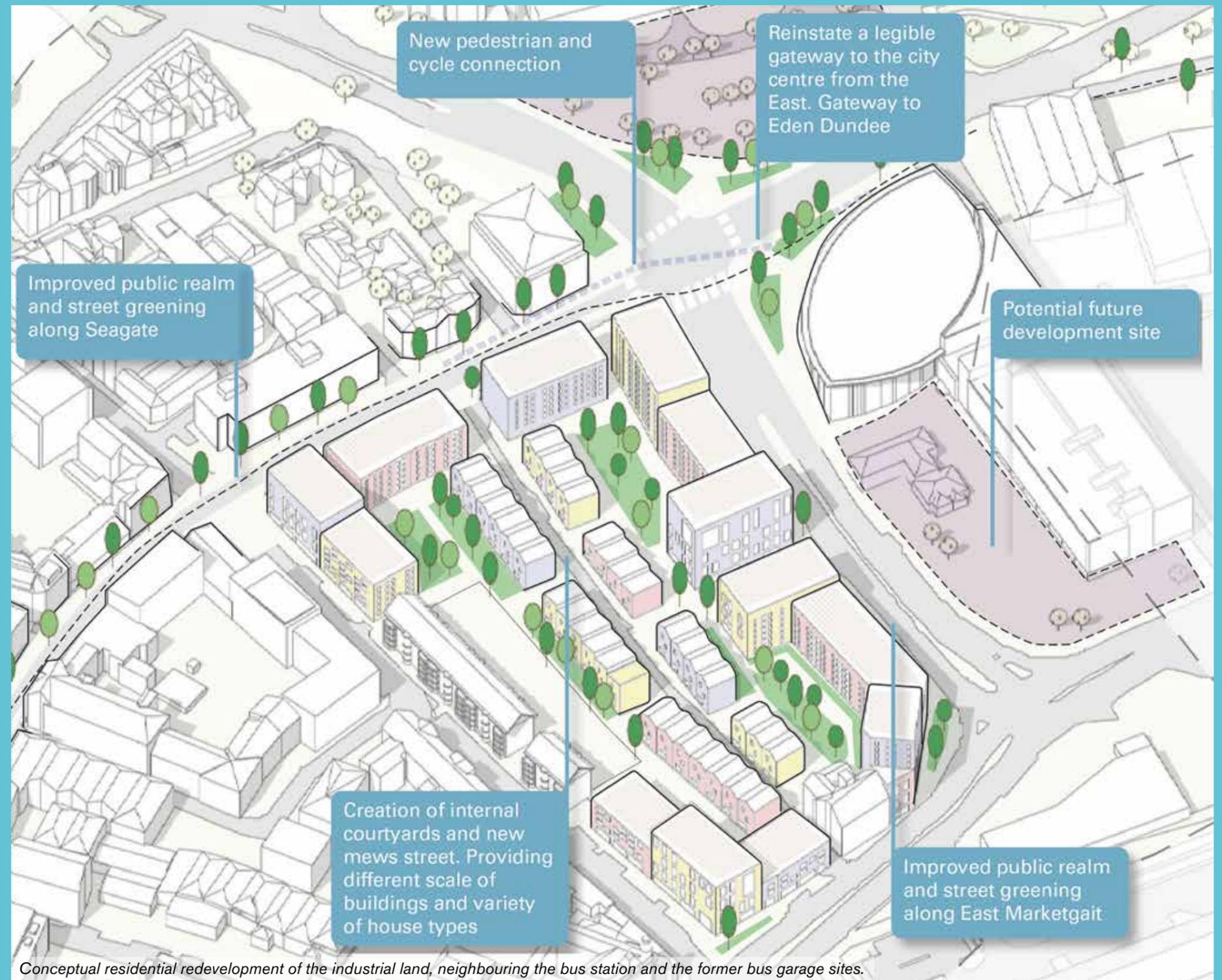


Strategically located at the south-east entrance to the city centre, redevelopment of this vacant and semi-industrial land, with more appropriate city centre uses, would help to redefine this important gateway location and strengthen links to City Quay and the proposed Eden Scotland project. Residential uses would be suited to the site, with Mary Ann Lane providing a great opportunity to vary the scale and residential type. Equally, leisure uses would be suitable given the level of accessibility and proximity to the Olympia swimming pool and ample parking.

Site redevelopment would contribute to the proposed connectivity and public realm improvements to the Seagate and the East Port roundabout, whilst acting as a catalyst for future development of neighbouring sites. Collectively, these improvements would help establish important pedestrian links to the east and between the city centre and the proposed Eden Scotland project, allowing the city centre to benefit from the associated growth in tourism.



Aerial view identifying the potential East Port sites for redevelopment.



Conceptual residential redevelopment of the industrial land, neighbouring the bus station and the former bus garage sites.

New pedestrian and cycle connection

Reinstate a legible gateway to the city centre from the East. Gateway to Eden Dundee

Improved public realm and street greening along Seagate

Potential future development site

Creation of internal courtyards and new mews street. Providing different scale of buildings and variety of house types

Improved public realm and street greening along East Marketgait

The Wellgate Centre provides a significant, long-term, opportunity for the city centre. The Council supports increased leisure uses within the centre, which, in combination with the central library's function, could provide an alternative future for this asset. Retail trends are changing rapidly, and the owners will periodically review the viability of their retail assets. In the event that the centre owners wish in the longer term to consider a comprehensive redevelopment of the site, including refurbishment, partial or wholesale demolition, the Council will work collaboratively to explore this. The images shown in the plan are purely conceptual and are intended to help stimulate debate.

Redevelopment of the site has the potential to address multiple issues with the building's current use and its relationship to the surrounding streets, buildings and spaces. By exploring the replacement of the existing building with city blocks akin to the city's historic layout, we could re-establish key pedestrian links to the Hilltown, improve permeability, incorporate and celebrate St Andrew's Church, and introduce a significant new mixed-use and residential quarter. The scale of the site would allow the inclusion of landscaping, courtyards and amenity spaces to create an attractive setting for residences, greatly supporting the plan's goal of increasing residential density.



Existing view of the Wellgate Centre from the Murraygate.



Conceptual view from the Murraygate through the redevelopment of the Wellgate Centre site and linking to the Hilltown.

Ambition: Support the creation and safeguarding of 3,000 jobs in the city centre

Dundee is reinventing itself, becoming a beacon for the knowledge economy, driven by the three Universities in the City Region and the wider research sector. The city will become a talent magnet, attracting and retaining the next generation of entrepreneurs, scientists and technologists who will shape our future.

We will help re-energise the city centre with new approaches to the modern workplace. Hybrid working means that employees have more choice of where and how they work. We will shape the property market to stimulate the creation of contemporary, modern, and flexible properties that encourage staff and clients to come into the city centre.

The city is a powerhouse of the knowledge economy; tech, games, digital and cybersecurity. To help these sectors grow, our digital infrastructure must meet the needs of our business, academic and research base. We are at the leading edge of the rollout of fibre and 5G infrastructure, and will be the first community in Scotland to have 90% gigabit connectivity.

Strategic Outcome 1 Stimulate investment in high-quality workplaces in the city centre.

We need to deliver the workspaces of the future to attract and grow leading-edge businesses. During the lifetime of the plan, many of the existing business premises will need to be repurposed or replaced. New developments must meet the fast-evolving needs of the knowledge economy to ensure that we retain and attract jobs in these areas.



“The city will become a talent magnet, attracting and retaining the next generation of entrepreneurs, scientists and technologists who will shape our future.”

Action 1.1 Use our influence as a landlord, regulator and economic development agency to shape the property market, accelerating investment that meets the needs of emerging sectors.

Action 1.2 Work with the developer and investment community to stimulate the creation of 300,000 square foot of prime Grade A office accommodation.

Action 1.3 Target new investment to ensure the city centre offers the mix of production and collaboration space, business incubator, accelerator, and training facilities.

Action 1.4 Support the city’s creative sector to progress opportunities to repurpose vacant city centre spaces.

Strategic Outcome 2 Attract private sector investment in future growth sectors.

We have identified a number of strategic development sites in this plan, and we will promote these opportunities to help transform them into new business premises to drive our future growth sectors.

Action 2.1 Develop a prospectus of development opportunities and deliver a proactive campaign targeting investors, developers, and operators.

Action 2.2 Target investment by partners seeking to expand leisure opportunities within the city centre.





WORKING : CITY CENTRE STRATEGIC INVESTMENT PLAN

Action 2.3 Work with the developer and investment community to explore a new arena and event/conference facility in the city centre area.

Action 2.4 Collaborate with utility companies to remove constraints to economic growth priorities in the central area, and to explore sustainable energy solutions, including district heating and solar power.

Strategic Outcome 3 Attract further investment in our excellent digital infrastructure; Gigabit fibre, public Wi-Fi and 5G testbed

We will build on our universities' global recognition and attract the next generation of tech employers by making sure we have world class digital connectivity, taking Dundee further on its journey to become a "smart city". We will utilise digital infrastructure and technology to optimise urban experiences, and smart management of transportation, connectivity and energy.

Action 3.1 Capitalise on the 5G testbed in the Waterfront, and deliver a series of 5G use case trials in partnership with the academic, private and third sectors. Support 5G citywide rollout by 2025.

Action 3.2 Become the first city in Scotland with 90% of premises receiving ultra-fast broadband through Gigabit fibre.



CITY CENTRE STRATEGIC INVESTMENT PLAN : WORKING

“We will increase skills and employability activity in the city centre and develop new skills development, employability, and tertiary education facilities.”

Abertay University - entrance foyer visual of the new on-campus cyberQuarter.



Strategic Outcome 4 Develop a thriving cluster of knowledge economy businesses in the city centre and help attract new talent to the city.

Dundee has a track record of innovation across diverse sectors such as digital, biotech, fintech and the creative industries. The city has an existing network of innovation hubs, and we will build upon this in the city centre.

We will increase skills and employability activity in the city centre and develop new skills development, employability, and tertiary education facilities.

Action 4.1 Support the University of Abertay to develop the city centre as a nationally recognised Cyber Security Centre of Excellence and hubs in fintech and legal tech.

Action 4.2 Deliver a Tech Hub in the city centre which focuses on business incubator, accelerator, and training facilities.

Action 4.3 Deliver a City Centre Skills & Employability Campus in partnership with Dundee & Angus College and other employability providers.

Action 4.4 Position the city centre as Dundee’s creative heart by working with the city’s cultural agencies to develop a creative industries hub to support entrepreneurship, and innovation.



Both Telephone House and Lindsay House may become available in the short-term for redevelopment as BT and the Department of Work and Pensions relocate to alternative premises. The significant scale and nature of these dated properties requires a comprehensive redevelopment approach. Similar buildings elsewhere in the country have been successfully repurposed into positive uses, including hotels, and co-working spaces. Dundee's own Hampton by Hilton hotel is an example of such regeneration of former office space. The City Council will work with the building owners to secure a positive outcome for the buildings or sites, to deliver major investment in the western half of the city centre.



Ambition: Develop Dundee city centre into a world class destination loved by locals and visitors alike, and double the number of visitors and visitor spend in the next 10 years.

The city centre's visitor offer has grown significantly with the development of the central waterfront, with more bedspaces, visitor attractions and an expanding food and drink sector. However, there is still more to be done to develop the city centre for all ages, genders, abilities, and ethnic backgrounds, and to encourage overnight and repeat visits. The Caird Hall, Dundee Contemporary Arts and Dundee REP offer quality cultural opportunities in the evening however, more generally, beyond them the current evening offer is principally bars, restaurants and clubs. More cultural and entertainment venues are needed as well as a more diverse and improved food and drink offer, and we will develop our evening economy for people of all ages.

Strategic Outcome 1 Develop a wider range of activities for locals and visitors of all ages including leisure, entertainment, cultural, live music, and evening economy initiatives.

In preparing for this plan, key stakeholders highlighted the need to provide better facilities for children, young people and families. Further cinema capacity, new entertainment such as “competitive socialising” and private sector-led leisure could all help address this gap.

Action 1.1 Encourage new leisure activities, such as soft play and bowling, in former retail units to create more reasons to visit and reduce the oversupply of retail space. Work with property owners and agents to target and attract new leisure businesses to the city centre. Explore the potential for additional city centre cinema provision and other entertainment opportunities.



Action 1.2 Make Dundee come alive in the evening, by developing programmes and promotional initiatives with all stakeholders. Increase footfall in the city centre after 5pm and achieve Purple Flag status which demonstrates a standard of excellence in the evening and night time economy.

Action 1.3 Enhance the city centre events programme by working with our cultural, arts and entertainment organisations to support further overnight stays, stretching the weekend. We will target traditionally quieter periods and create a calendar of events throughout the year.

Action 1.4 Ensure a Team Dundee approach to stimulating growth in leisure facilities and an improved food and drink offer, including better engagement across all of the Council's regulatory functions, including Planning, Environmental Health and Licencing.

Action 1.5 Develop our streets into destinations in their own right, with authentic local retail and food offers, and street dressing. We will do this by encouraging and supporting traders' groups and other street stakeholders, as we have done in Union Street.



“The city centre's visitor offer has grown significantly with the development of the Central Waterfront”

Concept visual of the proposed Eden Scotland project



Strategic Outcome 2 Big attractions like V&A Dundee, and potentially Eden Scotland, bring significant numbers of people into the city, which benefits the tourism and hospitality sector overall. Support the development of new and existing visitor attractions, to extend the city centre's reach at national and international level and increase overnight stays.

Action 2.1 Work in partnership with key projects with transformational potential, including Eden Scotland's internationally recognised brand, the potential for a new arena in the Waterfront, the upgrading of Discovery Point, a Comic Centre and the development of the Unicorn in an upgraded Camperdown/Victoria Dock..

Action 2.2 Develop our marketing and communications presence and improve linkages between our attractions, expanding the offer to our visitors e.g. promoting and facilitating joint ticketing, and joint promotions across the visitor and hospitality sector.

Action 2.3 Attract signature events, conferences and festivals to the city centre and secure national and international publicity. We will do this by working with partners to identify opportunities and offer support packages.

Action 2.4 Live music and clubs should be key parts of the evening economy, but in recent years we have seen a reduction in the number of venues. We will work proactively with the private sector to explore the viability of further commercial spaces.



“Develop our visitor offer in a sustainable way, recognising and balancing the needs of locals, visitors and the environment.”



Strategic Outcome 3 Develop our visitor offer in a sustainable way, recognising and balancing the needs of locals, visitors and the environment. We want sustainable growth which brings in more visitors but not at the expense of local amenity.

Action 3.1 Develop improved digital opportunities which can better engage our visitor audiences in a cost-effective way. We will develop a digital platform locally to host our city centre visitor information.

Action 3.2 Encourage our hospitality sector to use locally produced food and drink products through the Dundee Eats network and continue to support the protection of Dundee Cake through the Geographical Indication process.

Action 3.3 Further develop the Council's hospitality taskforce, to ensure a co-ordinated approach to removing unnecessary barriers and support growth in visitor numbers, improving the public realm and safeguarding the amenity of residents.

Action 3.4 Continue to support the Dundee Loves Local brand which uses the digital high street concept and the Dundee Gift Card to drive traffic and spend to city centre retail businesses.

Action 3.5 Improve the active travel experiences for visitors moving between our attractions and city centre offers by working with public realm opportunities and our sustainable transport partners

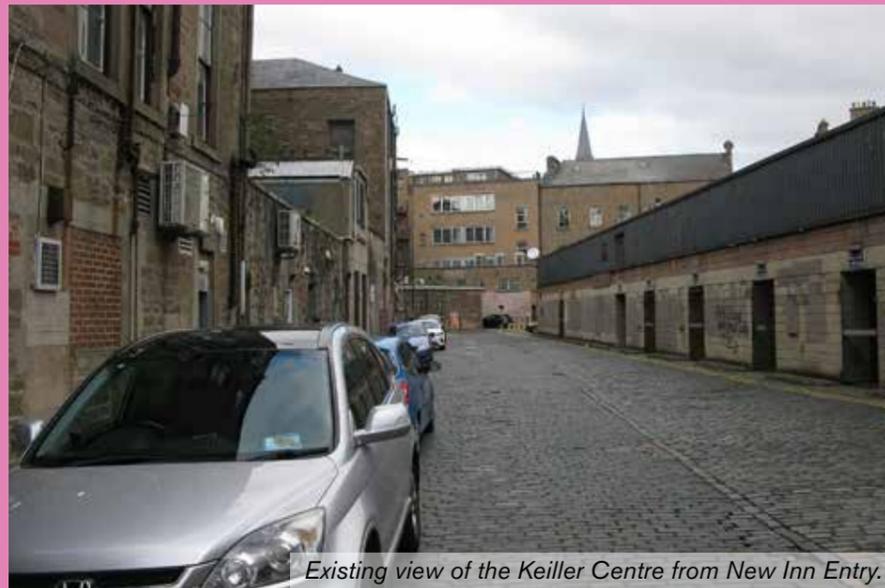


Situated within the heart of the city centre, the Keiller Centre site has great potential to contribute more to activity, vibrancy, and the local economy. The Council are open to and supportive of opportunities which will secure the future of the centre. In the event that the centre owners wish to consider a comprehensive redevelopment of the site, including refurbishment or wholesale demolition, the Council will support them to explore this. The images shown in the plan are conceptual to help stimulate debate.

The Council will continue to explore conceptual ideas and uses that could transform the entire Keiller Centre and the surrounding courtyard spaces into a positive and welcoming destination, providing a unique opportunity to establish a new cultural destination or food court.

Through strategic greening and new-build development, the courtyard space could be reshaped into an intimate collection of outdoor spaces, animated by a blend of cultural, performance, work, and food and drink uses. This could be a truly one-off area – the Dundee equivalent of Covent Garden – which would provide a much-needed boost to the evening economy.

As well as being a very protected and enclosed site, it also benefits from high pedestrian permeability, which we will explore further through potential connections to Reform Street. This would enhance proposed links from the Westport, as set out in case study 5. Redevelopment of the site would also strengthen the links between the High Street, Albert Square, and the The McManus: Dundee’s Art Gallery & Museum.



Existing view of the Keiller Centre from New Inn Entry.



Conceptual view from New Inn Entry through the redeveloped Keiller Centre site, towards The McManus Galleries.

Ambition: As the city grows as a regional centre, we will ensure that this does not necessitate more car journeys. We will support sustainable transportation such as walking, cycling and improved public transport and build on our world leading reputation for the promotion of electric vehicles.

The city centre plays an important regional role, attracting more than 25,000 local and regional commuters and shoppers every day. As more people visit and work in the heart of the city, we will make it easier for them to get here sustainably. We need to cater for a growing number of city centre residents and businesses with a welcoming outdoor environment that is clean, accessible to all, and reduces the environmental impact of vehicular traffic. Low emission private cars and delivery vehicles will play a continuing, but more limited role in the future and pedestrians will be given priority where feasible. We will address constraints within the city centre, improve accessibility for commercial vehicles serving the needs of city centre businesses, and explore greater connectivity to support the evening economy.

Most travel to work journeys originate within Dundee itself but around 8,500 city centre workers arrive from neighbouring local authority areas, and for them the private car remains the principal mode of travel. Our future city centre will cater for all, improving accessibility for those arriving on foot, by bike and by public transport. Those who do arrive by car will be encouraged to use car parking opportunities on the periphery of the city centre and to accelerate the shift to electric vehicles, to ensure the success of our Low Emission Zone.

Strategic Outcome 1 Improve active travel routes and infrastructure for walking, wheeling and cycling into the city centre, targeting the inner ring-road and connections to the Central Waterfront.

Dundee's centre is surrounded by the Marketgait dual carriageway. Although this ring-road moves vehicles quickly around the centre it also acts as a physical barrier, severing the city centre from adjacent communities and amenities. We must improve active travel links across the ring-road to improve connections between the city centre and its surroundings.

The Council will produce a Sustainable Transport Delivery Plan which will identify measures to enhance public health, air quality and road safety, including introducing corridors for bus priority. We will improve links leading north through our proposed Bell Street Sustainable Transport Hub, making it easier for residents and commuters to choose active and sustainable travel modes. The hub will link up with a network of active freeways that stretch across the city, providing segregated space for pedestrians and cyclists.



Conceptual view along the Seagate showing the redevelopment of the Eastport roundabout and residential development on adjacent industrial land.

“We need to cater for a growing number of city centre residents and businesses with a welcoming outdoor environment”

Action 1.1 Carry out an early review of pedestrian crossings to inform improvements to the pedestrian experience, including the rephrasing of traffic lights to create pedestrian friendly crossings.

Action 1.2 Reduce severance caused by the Marketgait by providing improved crossing points at high use desire lines for pedestrians and cyclists, with a specific focus on crossings to the west (towards the University of Dundee), east (towards the proposed Eden Scotland Project), and south to the Central Waterfront.

Action 1.3 Provide a network of active travel freeways that provide strategic routes to the heart of the city.

Action 1.4 Support our regional partners to explore Park & Choose, where feasible, in locations such as the south side of the Tay Road Bridge.

Strategic Outcome 2 Improved pedestrian prioritisation while accommodating appropriate vehicle access to support economic activity.

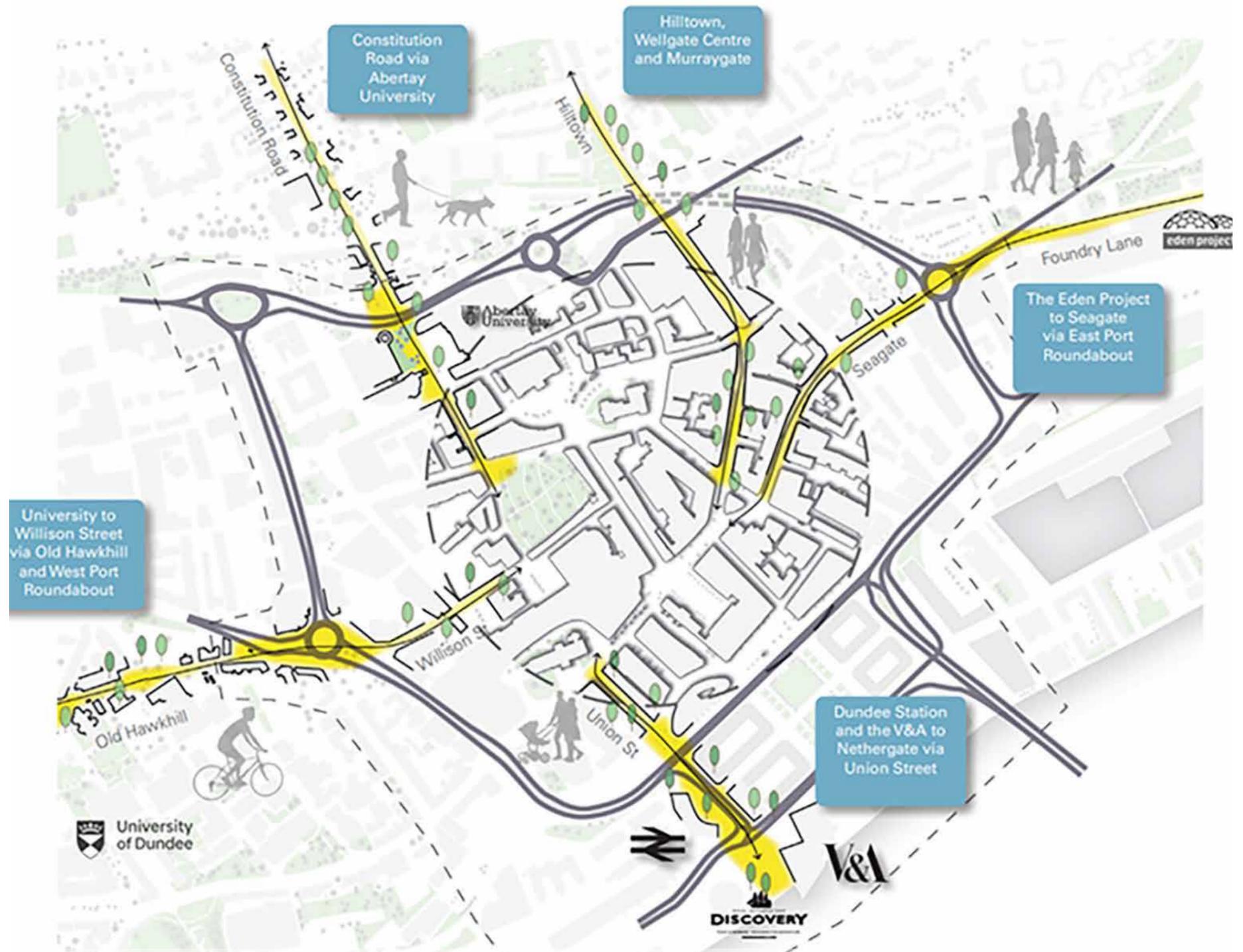
Dundee was one of the first cities to introduce a fully pedestrianised central core and has one of the highest proportions of fully pedestrianised streets of any major city in Scotland. Removing vehicles from streets improves the environment, but can also affect businesses by reducing passing trade and making deliveries more difficult. We will consider the economic impact of any changes on business viability and engage fully with the business community and residents as we develop further proposals to limit access to non-essential traffic, and prioritise walking, wheeling and cycling.

We will build on the city centre’s existing pedestrianised areas to create more enjoyable places to spend time and experience the city’s growing hospitality offer. Union Street’s transformation during the pandemic shows that on-street parking can be successfully replaced with opportunities for traders to extend their business outside, and for residents to benefit from external seating, more greenery, reduced noise and better cycle parking.

Action 2.1 Develop plans to make the successful pedestrianisation of Union Street permanent with a new street design, using creative design concepts which build on Dundee’s UNESCO City of Design status.

Action 2.2 Ensure that businesses and residents are formally consulted about any potential changes to vehicular access on their street.

Action 2.3 Secure funding to allow the creation of a low carbon



Enhancing key gateways into the city - identifying a number of strategic routes that can enhance connections to the city centre and surrounding areas.



Conceptual view from the Westport towards the city centre, showing the redevelopment of the Westport roundabout, adjacent road network, and neighbouring sites.

transport hub, located in the north-west quadrant of the city centre that will support sustainable travel choices and create improved public realm.

Action 2.4 Improve the availability of secure cycle parking and cycle storage within the city centre for workers, visitors and residents by delivering proposals that include the repurposing of areas within our multi-storey car parks.

Strategic Outcome 3 Undertake a comprehensive review of vehicular movement within the city centre using the latest modelling techniques and introduce measures that will create a safer and more accessible city centre.

Current traffic restrictions in the city centre contribute to poor driver behaviour and unsafe manoeuvres. We will review the current approach, with the potential to reconnect streets, open up routes and allow for safer and more efficient circulation within the core city centre.

There is a need to find an appropriate balance between the needs of competing roads users, supporting bus users and enhancing pedestrian and cyclist connectivity, particularly on the Marketgait and its key junctions. We will explore whether the long-term vision of reductions in road space on the Marketgait could be achieved, enhancing the public realm.

We aim to reduce the volume of cars entering the central core of the city, complementing the objectives of the Low Emission Zone by creating more shared space and moving away from traditional highway road layouts that reinforce the dominant status of cars over more sustainable modes of travel. Traffic modelling will help us assess these combined objectives while minimising congestion that might negatively impact on public transport journey times and the displacement of traffic to adjoining streets.



Existing view towards Westport roundabout and the city centre.

“Our future city centre will cater for all, improving accessibility for those arriving on foot, by bike and by public transport.”



Action 3.1 Undertake a multi-option traffic modelling study to identify a transport network arrangement which prioritises active travel and public transport while supporting businesses and service requirements of those living, working and operating in the city centre.

Action 3.2 Develop a series of low-traffic street interventions to prioritise active travel and address current requirements for three-point turn manoeuvres for vehicle egress from streets such as Bell Street and Albert Square / Commercial Street.

Action 3.3 Consider options to change traffic flow within the city centre, with particular emphasis on Seagate and Nethergate, where the public realm requires significant investment.

Action 3.4 Redesign the Commercial Street/Murraygate junction to improve pedestrian priority and reduce illegal vehicle movements..

Strategic Outcome 4 A fair transport system, providing appropriate city centre connectivity to a wider geographic area and improved access for bus users.

Bus travel needs to be given a higher priority relative to the private car by prioritising the flow of buses as they approach and leave the city centre. The Bus Partnership Fund provides an opportunity to help shorten journey times and highlight the visible priority that buses are given over other vehicular traffic, to encourage modal shift away from cars. This will also support the 40% of Dundee households that don't have access to a car. Key arrival points such as the Nethergate require public realm improvements to enhance the experience of using public transport.

Action 4.1 Prioritise sustainable transport over private car usage by creating bus priority and active travel corridors leading into and out of the city centre.

Action 4.2 Review the provision of bus stops, taxi ranks and passenger waiting facilities in the south of the centre, to improve the connection between the railway station, V&A Dundee and the city centre, working in partnership with transport operators.

Action 4.3 Produce a Sustainable Transport Delivery Plan to set out transport objectives for prioritised investment in sustainable modes of travel to the city centre.

This project will deliver active travel routes to the north of the city centre and transform the Bell Street multi-storey car park into a low-carbon, multi-modal, transport hub, and introduce new public realm landscaping.

The site sits at a strategic point on the inner ring-road, which provides a great opportunity to improve pedestrian connectivity via Constitution Road, while also helping to establish Abertay University's campus through the new landscaping which ties the two sites together.

Electric vehicle parking and charging will be a key aspect of the hub, including active travel options, which will reduce general car parking in the hub by 50%. Photovoltaic solar panels will be installed on the entire roof of the building to generate electricity for the grid. We aim to accommodate last-mile delivery services to reduce delivery vehicle size and emissions within the city centre. This will help the city transition to a low carbon future and support the implementation of its Low Emission Zone.

Development of this highly visible asset will also transform its appearance through new cladding panels, living walls, new access stairs and lifts, and the opening up of the ground level to create a safer and more attractive space.



Conceptual view from Constitution road towards the proposed Bell Street Sustainable Transport Hub.

Ambition: Develop the city centre's unique network of public spaces into a vibrant, attractive, and accessible destination to enhance the city centre's liveability.

The public realm is more than just spaces that people move through. It is everywhere that people visit to socialise, work, explore, and experience events – our streets, lanes, wynds, pends, squares, gardens and parks. This forms the backdrop for how people experience and understand the city centre.

Dundee is already a national leader in this field, with extensive pedestrianisation combined with celebrated public art, street trees, bespoke furniture, and high-quality materials. We need to enhance the liveability, character, attractiveness, greenery, biodiversity, cleanliness, and safety of the public realm by investing in its development, and better maintenance.

Strategic Outcome 1 Improve the quality and function of the public realm to better support living, businesses, leisure, education, and the local economy.

By making our public spaces greener, more welcoming and attractive we can support more cultural activities, events, on-street cafés and restaurants, play spaces, and informal meeting areas. Local businesses have a key role to play. On-street hospitality seating makes a positive contribution to the city centre's streets and we will continue to support this. We can make better use of the city centre's lanes, pends, wynds and courtyards to animate these interesting spaces. Businesses are considering how these spaces can expand their business model and we will support ideas which make a positive contribution.

Action 1.1 Encourage businesses to enhance and make better use of the “hidden” spaces, such as the lanes, pends, wynds and courtyards associated with their businesses.

Action 1.2 Support the owners of the Keiller Centre in exploring options to develop it as a green, urban quarter that will add to the experience of visiting Dundee.

Action 1.3 Produce a public art framework to shape and guide the next 10 years of public art within and around the city centre and carry out a condition audit of existing art to inform scheduled maintenance.

Action 1.4 Work with Abertay University to develop and implement a long-term masterplan for its campus, including new public realm on Constitution Road between the University and the proposed Bell Street Sustainable Transport Hub.



“The quality and appearance of the city centre’s buildings are an important element of the character of the city.”

Action 1.5 Explore ways to enhance greenspace and biodiversity within the city centre, including greening along major streets, and enhancing the Howff as a public green space.

Action 1.6 Develop a prioritised list of environmental improvements and public realm projects, allowing the city to submit rapid bids for external funding as new short-life funds emerge.

Strategic Outcome 2 Improve the cleanliness, maintenance, and attractiveness of the city centre’s public spaces.

Having a well maintained, clean, green and attractive city centre is essential to the first impressions of visitors and residents alike. We intend to introduce more regular cleaning and maintenance regimes, including the management of tree growth and decluttering pavements. Part of the decluttering agenda involves ongoing changes to waste management practices, including the introduction of a pilot scheme to reduce on-street Euro and wheelie bins.

People make a big difference to the cleanliness and attractiveness of the city and the “Take Pride in Your City” campaign highlights the great work that is done by volunteers.

Action 2.1 Accelerate the delivery of Take Pride in Your City action plan.

Action 2.2 Review the City Council’s operational management arrangements for street scene maintenance, and identify the necessary resources required to deliver the highest standard of cleanliness, street furniture and green infrastructure maintenance, including trees, planting beds, and on-street planters.

Action 2.3 Develop a comprehensive street furniture maintenance programme, including working with employability partners and Community Justice Services.

Action 2.4 Review the city centre treescape to ensure that tree size, location, and species are compatible with safety requirements and CCTV operations.

Action 2.5 Introduce a new trade waste management pilot to reduce the on-street presence of Euro bins and wheelie bins.





Strategic Outcome 3 Require building owners to ensure that buildings are well maintained, celebrated and repurposed where needed.

The quality and appearance of the city centre's buildings are an important element of the character of the city. Introducing a 'stitch in time' maintenance initiative will facilitate liaisons with landlords and businesses to ensure that those responsible are carrying out regular maintenance on private property. We must also use the Council's regulatory powers to target neglected buildings.

Historic listed buildings within the city centre which are registered as Buildings at Risk will be a priority for repurposing and restoration. We will work with stakeholders, including Dundee Historic Environment Trust, to secure the maintenance of the historic built environment and strengthen traditional building skills within the local workforce. Illumination of key buildings provides an opportunity to celebrate our historic landmarks. We will target strategic buildings and structures for new or upgraded illumination.

Action 3.1 Support owner/agents by sharing best practise associated with building upkeep and maintenance.

Action 3.2 In collaboration with private landlords and businesses, develop a 'stitch in time' programme of general upkeep and maintenance of buildings on key streets; for example the removal of buddleia.

Action 3.3 Use the City Council's Building Standards and safety powers to target neglected buildings with Defective Building Notices, Dangerous Building Notices, and Charging Orders to reclaim any costs associated with remedial works.

Action 3.4 Target key building frontages with a façade enhancement scheme, including Union Street, Reform Street and the Murraygate.

Action 3.5 Introduce new or upgraded exterior illumination on strategic buildings and structures within the city centre. Potential projects include The McManus: Dundee's Art Gallery & Museum (renewal), Caird Hall (Dock Street elevation), The Shore, City Churches, St Paul's Cathedral, City Chambers, and the Telford Beacon.

“Make the city centre accessible and welcoming to everyone, by enhancing social experiences and accessibility”



Strategic Outcome 4 Make the city centre accessible and welcoming to everyone, by enhancing social experiences and accessibility within the city centre, while strengthening support for our most vulnerable citizens.

Buskers add welcome vibrancy and animation to the city centre's streets. A code of conduct exists to regulate specific aspects of busking, such as defined busking pitches, time limits, and the use of amplification. The city is one of the UK's top accessible cities, and we will continue to work with the Dundee Access Group to improve access for all. As with many cities, central Dundee is a focal point for the city's most vulnerable people. Many of these people have complex and varied needs, often associated with trauma, mental health issues, and drug and alcohol use. We need to do more to help and work towards a city centre that is safe and supportive for all.

Action 4.1 Strengthen accessibility, co-location of services and support mechanisms for vulnerable people within the city centre through partnership working between the City Council's Services, the Health and Social Care Partnership, third sector services, local institutions, and businesses.

Action 4.2 Enhance partnership working with Police Scotland to increase the police presence within the city centre as a deterrent to anti-social behaviour.

Action 4.3 Working in partnership with Dundee Access Group, deliver projects and initiatives to improve accessibility options, evening and event access to existing Changing Places Toilets, and better promotion of existing accessibility assets.

Action 4.4 Work with Access Able to expand the city centre route guidance provided through their online service.

Action 4.5 Review the Buskers' Code of Conduct to ensure that the city centre is enjoyable for everyone.

Redevelopment of both of these sites provides a fantastic opportunity to reintroduce a strategic western axis into the city centre. This would establish stronger links to the surrounding areas, particularly the University of Dundee Campus and the Blackness economic development area.

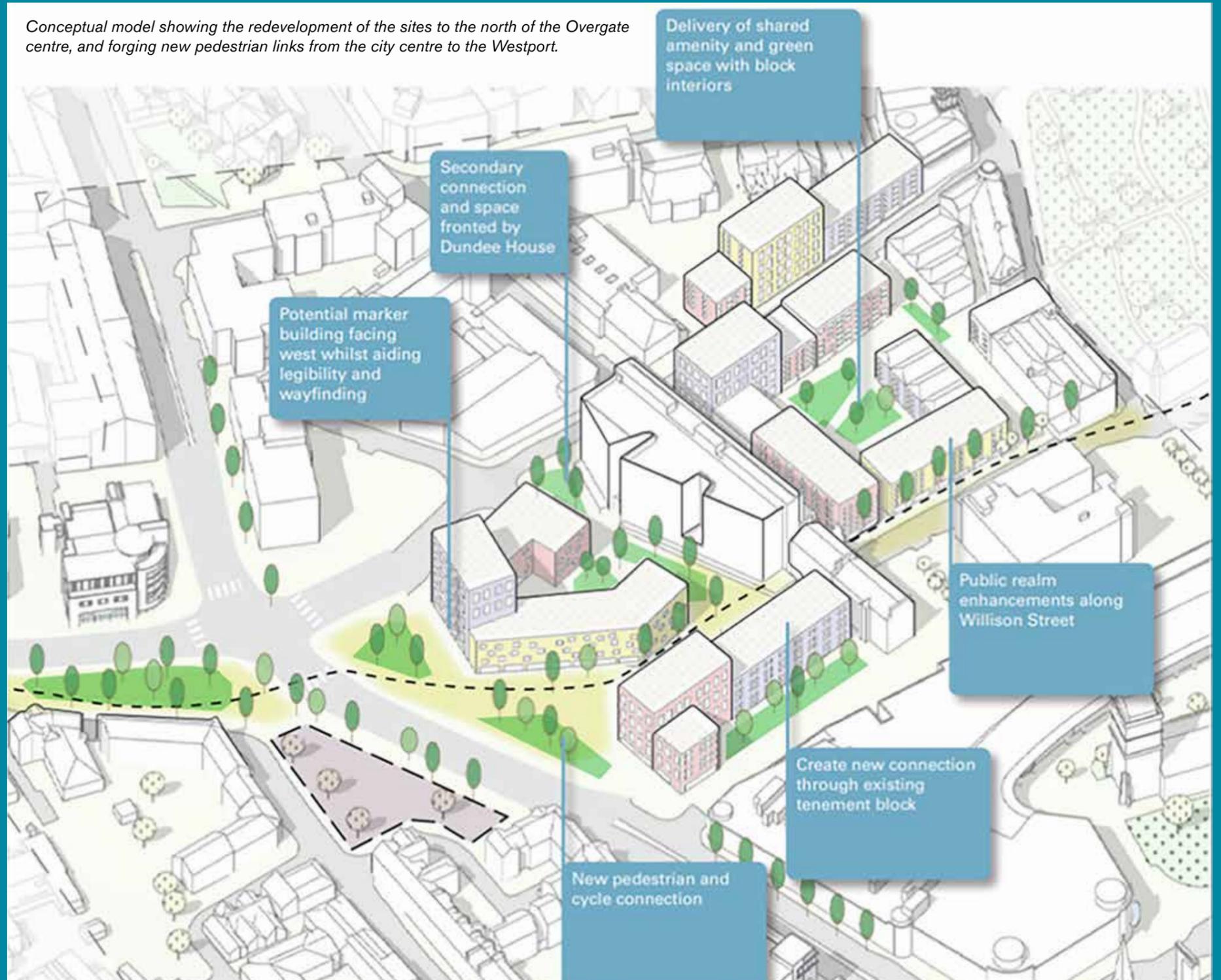
This could be further enhanced with connectivity and public realm enhancements that will be explored around the Westport roundabout, Willison Street, and linking through to Bank Street and Reform Street,

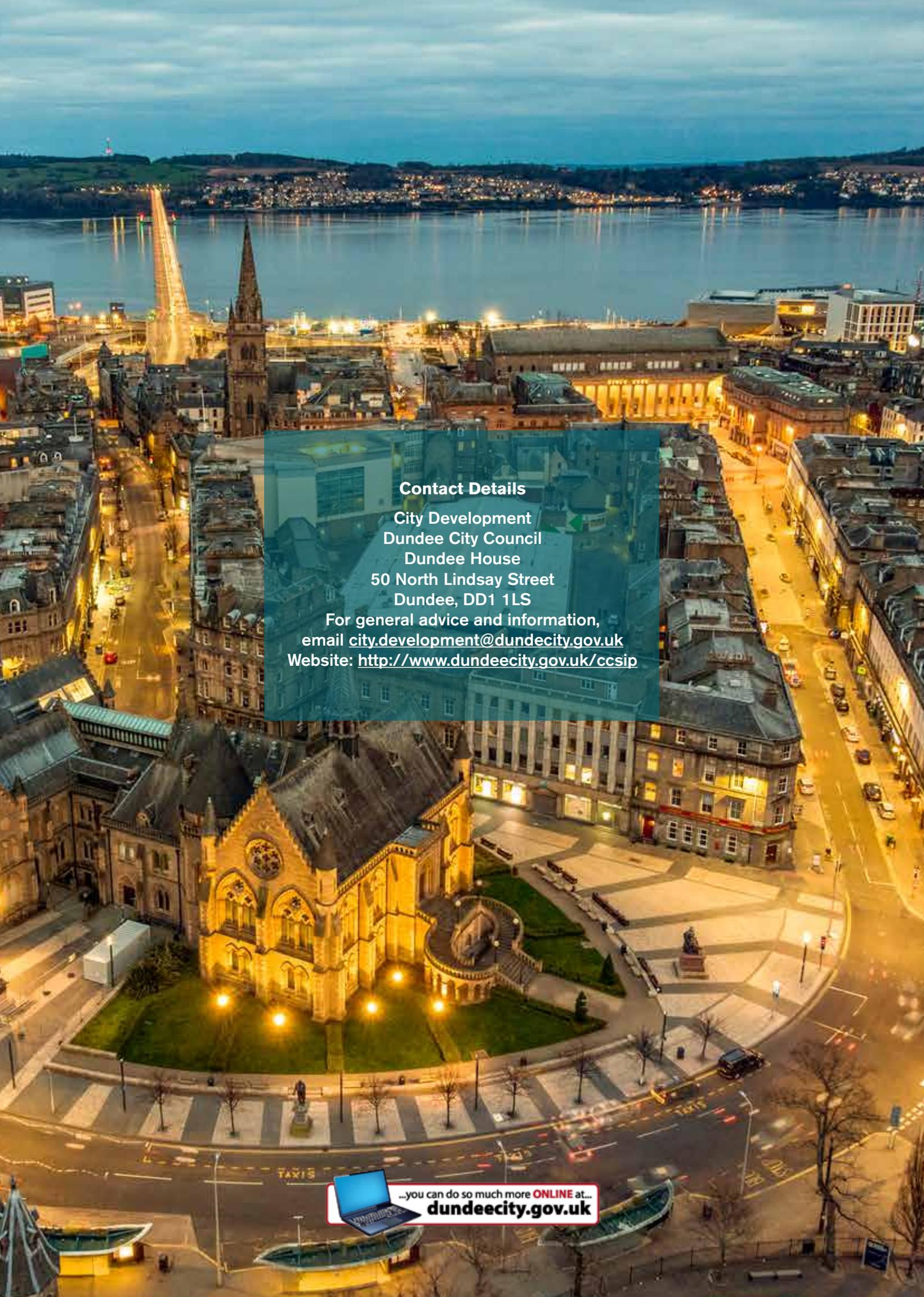
The Westport site could become a gateway to the city centre, providing commercial and residential development opportunities, and helping to define the threshold and access to Dundee House through new landscaping and green infrastructure. In the long term, reconfiguring the Westport roundabout into a pedestrian and cycle friendly junction could free up more valuable development land, public space and green infrastructure. The City Council has a significant stake in this site and will work with landowners to stimulate development.

The Overgate North site provides a significant portion of development land, which is partly vacant and underutilised through its use as a surface car park and low-rise development. Redevelopment could provide a great opportunity to redefine the entire city block with more appropriate building densities, introduce new public realm and provide further residential and commercial opportunities.



Conceptual model showing the redevelopment of the sites to the north of the Overgate centre, and forging new pedestrian links from the city centre to the Westport.





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