



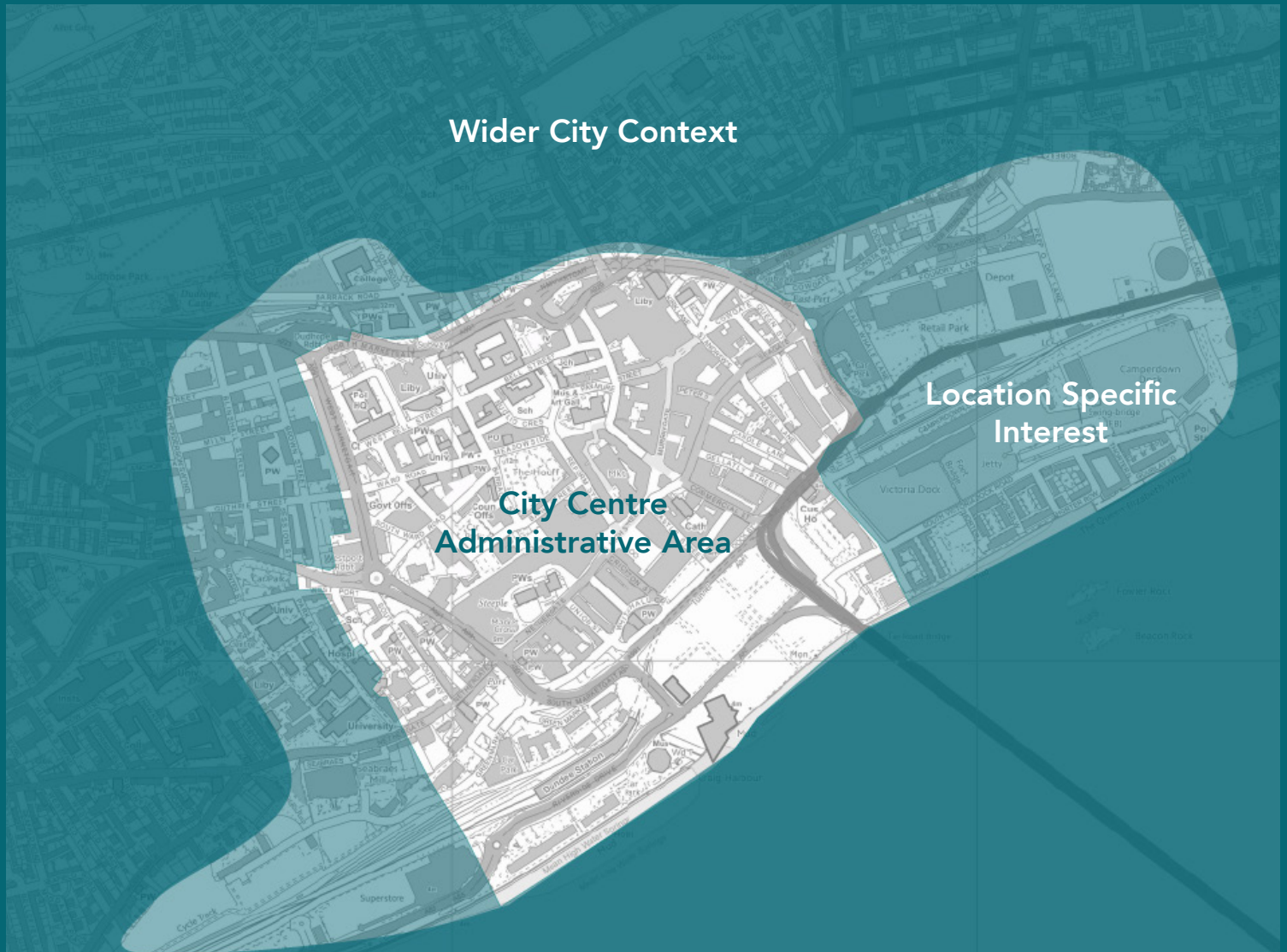
Our  
**Future**  
City Centre



Strategic Investment Plan 2020 - 2050



# Strategic Investment Plan Scope



This consultation is primarily concerned with the city centre area defined by our administrative boundary, as shown in the clear area in the middle of the map. However, we appreciate that in reality such boundaries are not hard and fast when considering the notion of the city centre and therefore we are also interested in specific locations within the areas surrounding the administrative boundary, as shown in light blue. In some instances, such as the connectivity theme, our attention stretches into the wider city context, as identified in the dark blue area.

# Introduction

## What should our city centre be like in 2030...2040...2050?

These are the big questions we are tackling in this consultation. We can't plan for exactly how the future is going to unfold, but we can set out our intentions for what we want to achieve and the kind of city centre we want to create. This is the start of an ongoing process and we want to know your thoughts now and throughout the journey towards 2050.

Feedback from this consultation will help shape the proposed strategic investment plan for the city centre. Agreement to prepare this plan was approved at Committee during March 2019. The plan is intended to best prepare for future development and investment opportunities, and to inform development around major sites, transportation, active travel, pedestrianisation, environmental improvements and public realm enhancements. Further detail on the plan's intentions can be found in the following [Committee report](#).  
**Report No 78-2020**

The role and nature of town and city centres is changing significantly as the digital and online era progresses. Covid19 has accelerated this change and brought about its own restrictions to the way we access and use town and city centres. Resilience and flexibility will be necessary to get through the pandemic as we look forward to a new chapter in the city centre's development. It is this new chapter that we are focusing on in the consultation.

We believe that our city centre needs to be more about supporting and celebrating people, public life and business. It needs more people living, working and visiting, during the daytime and evening, to ensure that it thrives into the future. Therefore, we need more reasons to want to be in our city centre, which requires more homes, businesses, facilities, services, creativity, diversity, community and participation. How people access the city centre and the quality of its public realm is vital to supporting these intentions.

To structure the broad thinking involved in undertaking this plan and consultation, we are using five key themes: living, working, visiting, connectivity and public realm. An introduction to the five themes and key statements are outlined in the following pages. This should help provide an understanding of the themes and assist with the consultation survey. This is your opportunity to help shape the future of Dundee city centre and we thank you for your participation.

The six-week consultation period runs from Friday 27th Nov 2020 to Friday 8th Jan 2021.



# Living

## Ambition

To significantly increase the city centre population by promoting city centre living. This will be achieved by encouraging private developers and social rented landlords to undertake new development and conversion of existing buildings, and improving the public realm to create vibrant and attractive places to live.

## Introduction

Dundee has for many years had a reputation for providing excellent value for money for residential accommodation when compared with the other main Scottish cities. Our city provides a wide variety of accommodation choice and has demonstrated that regeneration can create neighbourhoods that thrive.

With city centres across the country adapting to meet changing consumer demands, a fresh perspective on what we want our city centre to look like in the future is vital to create a thriving and attractive place. One aspect of this change is the desire to encourage more people to choose to live in a city centre location. To do this, we need to provide attractive accommodation through the re-use of existing buildings, as well as new-build developments. Choice of home type is important to encourage a broader range of households including students, young professionals, families and those in later years.

The space around these buildings is vital in creating attractive places for people to unwind, socialise and play. We need to introduce more green spaces, play areas, and street trees, while introducing safe active travel routes that encourage walking and cycling; contributing to improved health and wellbeing. With a wide variety of services and facilities on the doorstep, the city centre provides an ideal location for sustainable and accessible living.



Upper floor residential opportunities on the corner of Commercial Street and the High Street.



Residential development opportunities at Robertson's Whisky Bond on the Seagate.

Rethinking the role of our city centre provides an opportunity to repurpose vacant buildings and sites to provide places for people to live, work and socialise. In order to create a socially sustainable place, identifying opportunities for mixed-use development will be key. By identifying development opportunities, removing barriers and working collaboratively with developers we can attract inward investment to create high-quality residential development within and around the city centre.

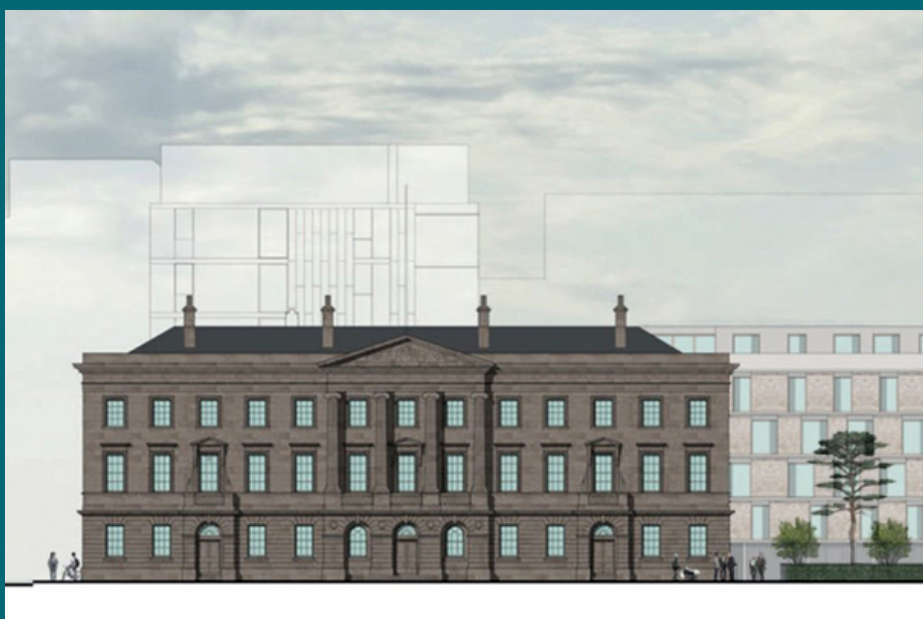
A variety of house types, sizes and tenures will be key to creating a diverse community within and around the city centre. Opportunities to support an ageing population as well as choice for families will be encouraged and explored. We will work with social and private housing providers to encourage greater housing choice.

To create a vibrant and sustainable community, adequate access to a range of services and facilities is essential. Opportunities to create attractive mixed used spaces will be explored in collaboration with community partners. The provision of these services and facilities will support people to live in the city centre and create focal points of activity and vibrancy to support placemaking.

To set some context for discussion, we have established the following statements that we feel need to be considered as we progress the plan.

- Increase the city centre residential population through high-quality development of vacant and underused sites and buildings.
- Provide a variety of residential types and tenures to meet the needs of different households and to create a diverse community.
- Enable access to services and facilities to support city centre living.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



**Proposed residential redevelopment of Customs House. Granted planning permission in October 2020.**



**Successful redevelopment through flats on the Cowgate.**

# Working

## Ambition

Dundee needs to attract around 3,000 new jobs to the city centre area during the life of the Strategic Investment Plan. We will do this by ensuring a full range of modern business premises are created, our digital infrastructure meets the evolving needs of our business community, and by attracting a greater range of activities and uses in the city centre. We will focus on initiatives aimed at attracting the best talent and opportunities in computer gaming, cyber security, digital and fintech, and by working with our Universities and making the city centre the hub of the city's knowledge economy.

## Introduction

Dundee city centre has always been a lively place and following significant investment in the pedestrianisation of key streets and enhanced city scape, it has continued to be a key focus for the city's economy.

After the experience of the 80s and 90s, when many businesses moved to out of town business locations, many economic sectors are now keen to move back into city centres as it is often easier to recruit key talent in the heart of the city. This is particularly true of emerging industries and sectors of the future, driven by the digital connectivity and the knowledge economy. We must continue to support our retail sector, recognise the changing retail environment and the further changes and opportunities that technology will bring to ensure the city centre remains varied and vibrant.

We have to ensure the city centre offers an environment that meets modern and future requirements by developing innovative ways of repurposing our office space, retail offering and shopping centres. We want to attract new leisure and hospitality use that helps us grow the evening economy, including restaurants, pubs, clubs and live music venues.



**The Central Waterfront's new Earl Grey Building. Social Security Scotland will be the first tenants, with space for up to 600 employees.**



We need to build on the work with our key stakeholders to cement Dundee's position as a world leading city for the digital sector, and by working in partnership grow our skills base to support this sector and attract and retain talent. We also need the type of incubator space and workshops that the digital sector needs.

We will work with our universities to ensure we can meet their ambitions and growth in the future at the heart of higher education and research and development in Scotland and beyond. Abertay is our city centre university, and we will work to support the university in developing a long-term vision for their campus.

To start the discussion, we have prepared the following statements to consider as we progress the plan.

- The business environment in the city centre needs enhanced to ensure that we can offer the right type of spaces for businesses that will look to locate there in the future – through the provision of infrastructure and mixed-use developments.
- It will be important to promote the city centre to investors and companies outwith those traditionally located in the city centre if we are to ensure it remains a vibrant place.
- Utilise Dundee's world class digital connectivity (installation of enhanced broadband across the city through City Fibre, free public wi-fi in the city centre and the development of a 5G testbed in the central waterfront) and existing skills in key sectors, such as games and life sciences, to promote the city centre as an ideal location for business, investment and talent attraction.
- Developing a thriving hub/cluster of knowledge economy businesses in the city centre will help to create high-value jobs for local people and help us to attract new talent to the city.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



**Development group Northern Lights Arena Europe's proposed e-sports arena in the Central Waterfront.**



# Visiting

## Ambition

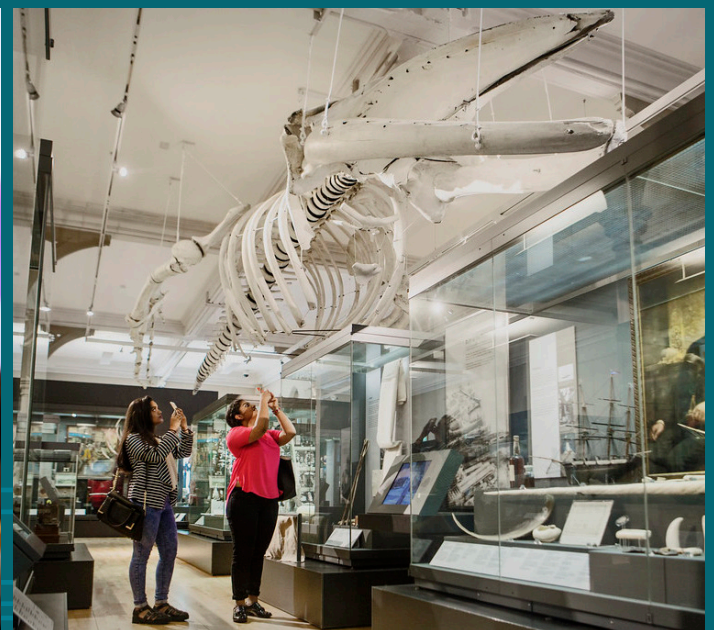
Develop Dundee's city centre into a welcoming, vibrant, sustainable "must see" destination for local visitors and those from further afield, offering an experience of leisure and tourism which is both authentic and memorable. Support a retail and hospitality experience which is unique, showcasing local talent alongside top national brands, attracting growing numbers of day and evening visitors throughout the year.

## Introduction

Dundee has developed its tourism offer substantially in recent years. With 5-star visitor attractions and the opening of the internationally acclaimed V&A Dundee, visitor numbers have increased by 53% in the last 5 years and visitor expenditure by 41%. On the back of this, the city has developed and nurtured an increasing reputation as one of the "must see" cultural and creative destinations in the UK. Many of the world's top influencer brands have highlighted Dundee as the place to visit in recent years, including Conde Nast, National Geographic, the Lonely Planet, CNN, Bloomberg and the Sunday Times.

Visitor infrastructure in the city centre has developed alongside this tourism offer with an independent food and drink scene emerging to meet the growing demands of increased visitors. Physical infrastructure development, including the opening of Slessor Gardens and the new railway station, have amplified the development of the city centre, and the Waterfront development sites continue to offer further potential visitor opportunities.

The location and geography of the city centre lends itself to continuing to be a successful visitor destination. Dundee sits within an area of outstanding beauty surrounded by coast and countryside. It is also the ideal base to further explore Scotland. The city is compact and city centre attractions are easily walkable. Its growing reputation as a low carbon city will be important for visitors going forward.





Within the strategic investment plan, the visitor theme is focused on developing the visitor experience and encouraging the growth of the visitor economy. This includes the leisure, tourism, hospitality and retail the city centre offers both local visitors and those from further afield. Whilst much has been achieved to date, there is significant work to be done to ensure that the city sustains this progress and grows in the longer term. This theme does not stand in isolation and is linked to other elements of this plan with complimentary themes including connectivity and public realm in particular.

We must recognise that COVID 19 has had a devastating effect on the retail, hospitality and visitor attraction businesses and organisations, more so than any other sector of the economy. In the immediate term we must look to ways to help those within in this sector survive this crisis, but beyond this we must look to create a city centre where visitors will come in increasing numbers and over extended periods. To set some context for discussion, we have established the following statements that we feel need to be considered as we progress the plan.

- We need to create distinctive and vibrant destinations within the city centre through “great streets” and event space (e.g. Union Street and Downtown Dundee), while working with the private and third sector to maintain these going forward.
- Dundee is an all year destination with attractions and events across the whole calendar. We must maintain and develop our seasonal events and build on the night time economy offer to help sustain this approach and attract more visits to the city centre over longer times.
- We should tell the story of our city to visitors in a variety of ways so that each interaction they have in our city centre gives them a sense of who we are and where they are.
- We should encourage and create new and authentic, memorable city centre experiences for locals and visitors which are responsive to current and future expectations and demands.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



# Connectivity

## Ambition

Helping make Dundee city centre successful both economically and environmentally by ensuring strong, sustainable transport links, accessibility for vulnerable groups and businesses, prioritising low emission transport, and strong pedestrian links to good quality off-street parking.

## Introduction

Dundee has for many years had a reputation as an innovator in sustainable transportation. We were one of the first cities to remove through traffic from key streets in the city centre, and to this day we have perhaps the highest proportion of pedestrian priority streets in Scotland.

Connectivity means different ways of accessing our city centre, for work, leisure or shopping. This includes walking, cycling, buses, trains, cars and delivery vehicles, and relates to the movement of both people and goods. Creating the conditions for easy and convenient movement of people and goods will help us to regenerate the city centre and maintain a thriving local economy.

We need to encourage more people to visit the city centre during both the daytime and the evening. The city's evening economy in particular is a target for growth, and we need to support the cultural attractions, restaurants and pubs with better transportation.

In line with the Scottish Government's health, wellbeing and zero carbon aims, our ambition seeks to make sustainable travel to and from the city centre a more viable option for residents, businesses, commuters and visitors.



The active travel options of walking, and cycling, and journeys by train, bus and e-vehicles are all part of this sustainable mix. Improving air quality in our city centre is an important consequence of increasing sustainable transportation. Through increased use of e-vehicles and the future introduction of the city centre's Low Emission Zone, air quality in the city centre will continue to improve, and we will reduce our carbon dioxide emissions in line with Dundee's declaration of a climate change emergency.

Throughout the coming decades we are likely to see significant changes in the way people and goods are moved around. E-vehicles, driverless vehicles and drones will increasingly shape our city's transportation systems and infrastructure. We need to make sure we are doing all we can to facilitate positive change through the introduction of supporting infrastructure.

To set some context for discussion, we have established the following statements that we feel need to be considered as we progress the plan.

- Active travel routes and infrastructure for walking, wheeling and cycling to and from the city centre need to be improved.
- Pedestrian and vehicular access throughout the city centre needs to be reconsidered to ensure that it is supporting businesses, public life and the daytime and evening economy.
- Low-carbon, innovative and sustainable modes of transportation, such as e-vehicles, e-bikes and e-scooters, must be supported through enhanced infrastructure.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



# Public Realm

## Ambition

The city centre's public realm is vital to supporting all of the other themes. A successful public realm supports and attracts more people to visit, work, socialise, play and live in the city centre. Therefore, we aim to enhance the quality, function, attractiveness and sense of place within the public realm by investing in and maintaining its network of streets, buildings and spaces, further developing our famous public art programme, and conserving our historic buildings and structures.

## Introduction

Through a legacy of ambitious and award-winning public realm improvement works, our city centre provides a successful environment that has positively served Dundonians and visitors for decades. Extensive pedestrianised streets and spaces with unique furniture, high-quality finishes, renowned public art and green infrastructure create an attractive and welcoming place.

Continual investment is delivering further upgrades to street finishes with high-quality materials and the current improvements taking place through the Town Centre Fund will provide additional street furniture, planting, digital infrastructure, public art, and improvements and local venue advertising.

Collectively, we must care for and maintain our successful public realm. This includes reducing and managing litter and graffiti; improving waste management systems; controlling our seagull problem; maintaining street furniture, hard landscaping and green spaces; managing tree growth; and decluttering where appropriate.

The extensive historic built environment is of great value to the city centre's sense of place and its upkeep is a priority. More needs to be done to ensure that buildings are cared for and maintained, particularly the regular removal of invasive vegetation and graffiti, and the repair of rainwater goods, stonework, windows and roof coverings. Celebrating key historic and landmark buildings through feature lighting is also very beneficial to the city centre's image and attractiveness, and in particular the contribution it makes to the evening nightlife and economy.



Several of our key historic buildings need redevelopment to safeguard their future, including the former King's Theatre, Royal British Hotel and Robertson's Whisky Bond, which are all listed on Historic Environment Scotland's Buildings at Risk Register. We intend to work more closely with businesses, developers and the Dundee Historic Environment Trust to secure new uses for these valuable assets.

Care for the public realm also extends to the people who inhabit its streets and spaces. People visit the city centre for various reasons and we need to ensure that the environment is safe, accessible and welcoming for locals, commuters, visitors and tourists. Part of this will involve new approaches to care for the city's vulnerable and homeless citizens.

As the role of town and city centres continues to move away from traditional functions, such as shopping, we need to ensure that our public realm supports new uses and the local economy; provides more reasons to visit; and strengthens its position as a regional centre and a focal point for the Dundee community. To this end, we believe that our city centre must be a more flexible, accessible and dynamic environment, which encourages public activity, participation, ownership and a sense of pride for all Dundonians.

To set some context for discussion, we have established the following summary statements that we feel need to be considered as we progress the plan.

- As the role of our city centres changes, our public realm must continue to improve and evolve to better support the local economy and public life.
- The management of our public realm assets and challenges should be reconsidered to ensure that innovative and efficient measures can be put in place.
- Maintenance programmes and partnership working should be considered to ensure that the buildings which define our public realm are well maintained, celebrated and repurposed where at risk.

A consultation questionnaire has been created to explore the above statements further and to gather your support and recommendations. You can access the questionnaire via the following [web link](#).



**Redevelopment opportunities at the former King's Theatre.**



**Redevelopment opportunities at the former Royal British Hotel.**



Our  
**Future**  
City Centre



Strategic Investment Plan 2020 - 2050



**Dundee**  
City Council

[www.dundee.gov.uk](http://www.dundee.gov.uk)

**CHANGING  
FOR THE FUTURE**