

DUNDEE CITY COUNCIL

REPORT TO: Policy and Resources Committee - 14 April 2008

REPORT ON: Dundee East Local Community Plan - Riverfront Sub Area -
"A Vision for Broughty Ferry"

REPORT BY: Director of Leisure and Communities
Director of Planning and Transportation

REPORT NO: 159-2008

1.0 PURPOSE OF REPORT

1.1 The purpose of this report is to appraise councillors of a community initiative and progress in respect of that part of the emerging Dundee East Local Community Plan which specifically relates to the Riverfront area.

2.0 RECOMMENDATIONS

It is recommended that the Policy and Resources Committee:

- 2.1 notes the content of the attached report 'A Vision for Broughty Ferry'.
- 2.2 asks the Local Community Planning Partnership to consider the 'Vision for Broughty Ferry' in the preparation of the Local Community Plan for the Broughty Ferry (Dundee East) area 2008-2011.
- 2.3 expresses its thanks to the author group for the time, effort and expertise in preparing the Vision document.

3.0 FINANCIAL IMPLICATIONS

3.1 The financial implications arising from this report will be aligned to the implementation of the Local Community Plan. This is conditional on the outputs being contained within the existing resources of the Dundee Partnership. Budgets of the Local Community Planning Partners shall be aligned to accommodate actions identified through community consultation. In some cases, proposals will only be achievable by the Council and community working in partnership to access external funding.

4.0 BACKGROUND

- 4.1 Community Planning is a statutory requirement placed on local authorities in Scotland. In the context of Community Planning, it is a requirement that communities are engaged in the process at a local level. Dundee Partnership is committed to ensuring communities are at the heart of community planning.
- 4.2 As part of the Community Planning process, a public event was held in March 2006. Residents were provided with an interactive map which allowed them to express how they wished to see Broughty Ferry in the future. In addition to the use of interactive maps, they were invited to identify "actions" and "issues" and to consider how open space could be used, changed or improved.
- 4.3 An extensive list of actions and issues were identified. Almost exclusively, the comments related to the need to upgrade the Riverfront, in particular, the need for a strategy. As a way forward a group of local professionals, each with individual skills to contribute to the process, was invited to consider the various comments, put them into a context and prioritise issues. The document 'A Vision for Broughty Ferry' is the product of that exercise.

4.4 This report identifies issues from the Esplanade to Stannergate and sets out clear priorities for action, including a strategy for future developments.

4.5 During the last six months the report has been the subject of public consultation within the community, including Broughty Ferry Community Round Table Event, Broughty Ferry Community Council, Broughty Ferry Traders' Association, Grove Academy Pupil Representative Council and Broughty Ferry Environment Project. The report has been adjusted to accommodate points made.

5.0 POLICY IMPLICATIONS

5.1 This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

5.2 The objectives of local community planning are:

- to empower all sections of the community to participate in decision-making;
- to encourage collective action; and
- to encourage engagement in the political process and the representation of interests.

These accord with the principles of Sustainable Development.

6.0 CONSULTATION

6.1 The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance), Assistant Chief Executive (Community Planning), Head of Finance, Head of Waste Management, Dundee Community Health Partnership, NHS Tayside and the Chief Constable, Tayside Police have been consulted in the preparation of this report and are in agreement with its contents.

7.0 BACKGROUND PAPERS

7.1 None

Stewart Murdoch
Director of Leisure & Communities
Date: 3 April 2008

Mike Galloway
Director of Planning & Transportation
Date: 3 April 2008



IMAGINE BROUGHTY FERRY



Towards a Collective Vision

April 2007



Walkway west towards Grassy Beach



The Castle



The Esplanade

TOWARDS A COLLECTIVE VISION FOR BROUGHTY FERRY

Introduction

As part of the ongoing review of the Broughty Ferry Community Plan an event was held on 25 March 2006 at which residents were invited to place cards expressing thoughts of how open space could be used or suggesting changes on an interactive map of Broughty Ferry. These views were then captured on an issues and action board which details the views and aspirations that residents have for the area. These are detailed at Appendix three and four:

In order to further engage with the community, the officers of the Neighbourhood Partnership Network (NPN) invited a small group of appropriately qualified members of the local community to analyse the comments and bring forward a report for consultation purposes.

The annual Broughty Ferry Round Table Meeting is convened by the Council to facilitate dialogue between residents, community organisations and the Neighbourhood Partnership Network which is made up of officials from Dundee City Council, NHS Tayside and Tayside Police. At the meeting held on 20 September 2006 it was pointed out that there was a considerable opportunity to develop a "brand" which would benefit Broughty Ferry as a retail, visitor and tourist destination as well as raising community confidence and awareness. In the course of a lengthy discussion, it was agreed that the development of a brand was inevitably linked with the development of a collective vision for the waterfront/esplanade area for the next 20 years.

The Consultation Process

In the course of preparing and implementing the local community plan, various events were held throughout 2006 to identify the needs and requirements of stakeholders in the Broughty Ferry area. Publicity leaflets were distributed to approximately 2,000 households in central Broughty Ferry with media advertisements informing the wider population of the public events held on 25 March and 24 June 2006. At these events residents were invited to Castle Green and Dawson Park respectively to provide comments on the future of Broughty Ferry. Further meetings were held with community groups including the Friends of Barnhill Rock Garden on 1 August and the Grove Academy pupil representative council on 25 October 2006. A summary of the results of this wide ranging consultation process is provided as an Appendix.

This study goes some way towards the provision of a vision by drawing together and conducting an initial assessment of the views of stakeholder groups and residents in Broughty Ferry as they have been provided during a wide ranging consultation process. We offer this study to the Traders Association, the Community Council and other community groups in the hope that they will find it useful, in whole or part, as a building block for a strategic plan which sets out the way ahead for Broughty Ferry as a whole. It presents an array of possibilities to be progressed by the Council and others through relevant vehicles including the Beach Management Group, the Ferry Local Community Plan, and the Dundee Local Plan.

The Scope of this Study

In this modest piece of work it was essential that the topics addressed and the geographical area be limited and clearly defined.

As far as the branding of Broughty Ferry is concerned, that would be greatly facilitated by the introduction of a coherent underlying theme running through the provision of signage and the provision of street furniture.

Turning to the development of a collective vision for the waterfront/esplanade area, in order to keep the study manageable and capable of completion within a realistic time frame and within the available resources, it covers the land uses only in the waterfront area from the Monifieth boundary to the east to Margaret Crescent to the west. However, our suggestions for the way forward are presented bearing in mind the context provided by the built up area of Broughty Ferry to the north and, in particular, the designated Conservation Area.

For convenience we have divided the area covered into 3 components: Margaret Crescent to Castle Green; the Castle Green and its immediate vicinity; and The Esplanade extending as far as the Monifieth boundary.

Aims of this Study

Building on the consultation process, the aims of our study are:

- to take forward the notion of a distinctive brand for Broughty Ferry,
- to assist in the implementation of Council's commitment to release the potential of the Esplanade area and to build on the achievement of Blue Flag status for the beach,
- to assist in the implementation of the Council's commitment to develop the area at and around Castle Green as an attractive area for leisure and recreation,
- to relate the regeneration of these areas to the activities already underway in the Broughty Ferry Central Area and extend the approach along the length of the frontage onto the Tay as far as Margaret Crescent, and
- to take up the Council's commitment to work in partnership with local residents in the public interest.



The Structure of the Report

This report has been prepared bearing in mind all of the suggestions which emerged from the consultation process tempered by our own investigations undertaken with the advice of Council officials on what realistically it may be possible to achieve given resource constraints. Working on the assumption that it will provide the basis of discussions from which will emerge a programme of implementation, the report takes the following form:

Section 2 which follows this one, sets out in summary form the challenges facing the waterfront area seen as a whole, a SWOT Analysis, and our general approach to the way forward.

Section 3 presents some preliminary views on how the branding of Broughty Ferry could be facilitated by the provision of themed approach to the provision of signage and street furniture along the length of the waterfront and related to current provision notably in the Central Area.

Section 4 addresses 3 issues which have relevance for the area as whole: erosion and deposition along the shore line; the treatment of the designated conservation area; the creation of a hub for sports activities.

Section 5 sets out some of the particular problems and potentials in the area from the entrance of the walkway to Grassy Beach in the west to the Life Boat shed in the east. The area covered together with associated notes is presented as Map 1.

Section 6 looks at the area from the Lifeboat shed to the start of The Esplanade emphasising the pivotal role which Castle Green plays in linking the other elements of the study area and with Central Broughty Ferry. The area covered together with associated notes is presented as Map 2.

Section 7 sets out particular problems and potentials in The Esplanade extending as far east as the boundary with Monifieth. The area covered together with associated notes is presented as Map 3.

Section 8 offers some suggestions on what the next steps might be.



Section 2 The Challenges

Introduction

We take as our starting point the fact that any vision for Broughty Ferry and its waterfront must be realistic and forward looking, while using to best advantage the assets inherited from the past. Although still retaining a distinctive identity Broughty Ferry is now an integral part of the City of Dundee. Any vision should be compatible with the strategies being evolved for the city as a whole. It should emerge within an understanding of the ongoing imperatives for the regeneration of the City as a whole and the contribution which Broughty Ferry and its waterfront can make to their achievement.

There is no dispute that Broughty Ferry can contribute to the regeneration of Dundee in three main ways: first, as a high amenity residential suburb; second, as a place of employment in its own right; and third, compatible with and supportive of the other two functions, as a destination for leisure and recreation.

The Residential Area in the Vicinity of the Waterfront

Taking first the importance of Broughty Ferry as a residential area, it is obvious that initiatives which seek to promote economic development through job creation and tourism should not be at the expense of residential amenity. The demographic structure of Dundee remains fragile. There is a continuing migration of residents to other nearby areas within commuting distance. Broughty Ferry and its waterfront have the assets to attract and retain some of the highly educated and skilled workforce required to complete the transformation of Dundee into a post-industrial city. These assets should be protected and enhanced.

A Place of Employment

Broughty Ferry has a long tradition of providing locations for a limited range of mixed uses including offices, small commercial businesses and retailing. However, for all of these the underlying trend is for fewer larger operations and Broughty Ferry is not well placed to accommodate many of these. The growth of major supermarkets poses a particular threat and retaining Broughty Ferry as more than a couple of shopping parades will depend on the provision of a shopping experience which meets most local needs and is attractive and distinct from that available elsewhere. Castle Green and the waterfront to the east and west have a part to play in all of that. We make particular suggestions in the sections which follow.

A Place of Leisure and Recreation

Fifty years ago Broughty Ferry was still able to attract tourists from all over Scotland. However, these days are gone and there is no evidence that they will ever return. Broughty Ferry has an array of small hotels and bed and breakfast accommodation. Most are locally owned and purchasing in the local area has a greater beneficial multiplier effect than could be generated by national chains.

However, many of the establishments have poor occupancy rates; and some are physically deteriorating. We suggest that there is much to be gained by assisting the owners of existing accommodation to move up market than by introducing new developments.

It is estimated that around 30% of Dundee families do not take an annual holiday away from the city. A realistic strategy which incorporates a worthwhile element of social inclusion is to make Broughty Ferry an interesting and pleasant place for this group and others to spend time and money and so avoid the expenditure on leisure and day trips leaking away to other nearby areas outwith the city. Again this suggests reinforcing the existing assets: interesting shops; places of quality for the family to eat and drink; well maintained buildings; and a Blue Flag beach. In short a generally pleasant high amenity leisure environment for the family.



The Contribution of the Waterfront: SWOT analysis

As the next step in our consideration of the responses to the consultation process we undertook a simple SWOT analysis. This yielded the following results:

- **Strengths**

1. Potential to contribute to objectives set by the Council within the policies of the Scottish Executive.
2. Adjacent to, and part of, the local economy and existing facilities of Broughty Ferry.
3. Largely unspoiled coastal location with panoramic views.

- **Weaknesses**

1. Absence of long term strategy for its use and enjoyment.
2. Deficiencies in routine maintenance.
3. Lack of appropriate upgrading of facilities.

- **Opportunities**

1. Contribution to local economy, community health and welfare.
2. Amenity open space, nature reserve and garden grounds.
3. Formal sport and informal physical recreation

- **Threats**

1. Disjointed, isolated development initiatives to the cumulative detriment of the area.
2. Hi-jacking of the agenda by private developers and/or single interest groups.
3. Alienation of residents/visitors who are the natural allies of the Council in releasing the potential of the area in the interest of citizens of Dundee as a whole.

The Way Forward

A strategic overview of the Broughty Ferry Waterfront and its immediate vicinity is required in order to place initiatives within a framework sufficiently robust to stand the test of time and capable of incorporating worthwhile projects as these emerge to be implemented within existing resource constraints.

We are convinced that there is much that can be achieved through the co-ordination of existing resources, within the current statutory framework, and without significant consequences for either revenue or capital budgets.

Section 3 Towards a Brand for Broughty Ferry

Introduction

Discussion of the potential for establishing a “Broughty Ferry brand” has been the subject at Officer level within the Council. While the matter has been raised with the Community Council and with the Traders neither of these groups has shown much appetite for taking the lead in what is likely to be a complex and controversial journey towards the desired end. Within that general context we have an opportunity to awaken, and then contribute to, the debate.

The Purposes of Branding

Branding has at least 3 inter-related purposes:

1. to be used as a marketing tool for local business,
2. as a common thread to run through the promotion of events,
3. as an underlying theme for environmental improvements.

Given our limited resources, it must be for others to investigate such diverse matters as the drawing together of the websites of the various businesses (Traders) and the co-ordination of events (Department of Leisure and Communities). At this stage, our work must remain focused and concentrate on the third of these. Of course if our notions are well founded they will make a substantive contribution to the other two.

Turning to the street scene and moving out from that, review of the current situation confirms a situation which is confused, unsightly and failing to achieve any of the 3 purposes of presenting Broughty Ferry as a distinctive location. To the clutter of signage in the streets of the predominantly built up area is now added the eco-clutter left behind in the parks and open spaces.

Experience confirms that there are 3 well established routes to achieving “quick wins” of lasting value:

1. a hierarchy of signage which directs to the locality and thereafter within the locality,
2. a theme for street furniture (including waste bins, seating, lighting, etc)
3. a strategy for the interpretation of the built and natural environments.

Taking first the hierarchy of signs, this matter is under discussion at Officer level within the Council. There is little that we can contribute to the rationalising of trunk road signage, however main road signage and in particular directional signage to and within Broughty Ferry is seen as a major issue. The problems related to all of these are Dundee wide and are best tackled by the Officers who may care to invite our views.

Turning to locality signage, there is an opportunity for the exercise of local discretion; and it is closely related to the matters of street furniture and the interpretation of the built and natural environments. There are already numerous examples of good practice. Those traders and others who have an

interest in these matters should be encouraged to exert peer pressure with a view to raising the general standard of signage and shop frontages.



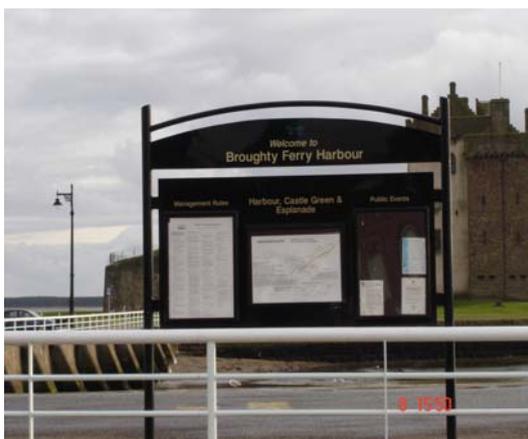
Poor practice



Good practice

Turning to the second matter, there is a *theme for street furniture* which is emerging from the programme of improvements to the Central Area and what has been achieved around the Harbour. It would appear that what is required is a programme of maintenance to ensure that the quality of what has been accomplished is maintained, an extension of that achievement into the neighbouring areas, and a rationalisation of existing clutter to achieve an underlying theme.

Moving on to the third matter of interpretation of the built and rural environments, there is ample scope for improvement. The current clutter is unsightly and fails to achieve the various purposes they set out to achieve. There should be a moratorium on any further initiatives until a theme has been established. There are numerous examples of good practice to draw on including the treatment by Historic Scotland at the Castle. There is no need to re-invent the wheel. What is required is decisive action to determine a theme and then implementation can proceed.



Good practice



Poor practice

Section 4 Some Matters of General Concern

Introduction

In this section we draw attention to 4 matters which are of such importance that they could set the context for the successful implementation for other ideas, which we float in subsequent parts of the report.

These are: erosion and deposition along the length of the shore line from Stannergate to Monifieth and beyond; the nature and extent of the Broughty Ferry Conservation Area; the creation of a hub for sports activities linked to existing facilities at Orchar Park; and the proliferation of littering, graffiti and dog fouling all to the detriment of local environmental quality. We leave until Section 6 the strategic matters relevant to the pivotal Castle Green vicinity.

Erosion and Deposition along the Waterfront

Recent storms and high tides have drawn attention once again to the associated difficulties of erosion and deposition along the full extent of the littoral from Stannergate to the boundary with Monifieth and beyond. There is an obvious risk that some desirable but costly improvements to the study area such as the provision of sea defences and others less costly but no less desirable such as the replacement of the groynes at The Esplanade would be undone by the power of the sea.

Too little is known about underlying trends in erosion and deposition in the tidal estuary of the River Tay. With this in mind we suggest that it would be money well spent if a piece of research were commissioned to improve knowledge and provide a greater understanding of the direct and indirect effects of interventions, such as the building of sea defences and altering the existing configuration of the dunes along the Esplanade.

In this context we note that The Tay Estuary Forum brings together organisations and individuals with a common interest in the Tay Estuary and adjacent coastline. It has a Steering group comprising representatives from key organisations including the Council and a Secretariat based at the University of Dundee. We wonder whether that Forum could be used as a vehicle for the necessary research either directly or as a commissioning body.



The Broughty Ferry Conservation Area

Much of the Broughty Ferry area is designated as a Conservation Area. That designation recognised the following: “The character of Broughty Ferry is defined by a strong urban grid iron street pattern and also has a definite maritime quality due to its location on the Tay Estuary. The western end of the Conservation Area contains large Victorian villas while moving eastwards the rugged cottages of the old fishing village are encountered. Further east, past the pilot pier and the lifeboat station, the buildings become larger again and are dominated by the harbour and the Castle. Here the atmosphere is that of a seaside resort with landscaped open space bounded by pleasant two-storey terraces.”

We suggest that the Council should undertake the following helpful actions:

1. Acting under section 61 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 reconsider the area covered by the present designation paying particular attention to the areas to the north and to the east on The Esplanade insofar as it affects the setting of the conservation area and the listed buildings within it.
2. Acting under section 63 of the Act formulate and publish proposals for the preservation and enhancement of the existing Broughty Ferry Conservation Area.
3. Explore the inclusion of Brook Street within the Conservation Area

We are pleased to note that since preparing this report the Council has approved a programme for the preparation of Conservation Area Appraisals for all Conservation Areas. This will include the review of existing boundaries.

4. Take a robust approach to applications for alterations covered by the Article 4 Direction and enforce those which are unauthorised.
5. Exercise the powers at its disposal to protect Listed Buildings such as Barometer Cottage, which has lain empty and derelict and, by its designation, is recognised as being of regional importance.

We are pleased to note that the cottage has recently changed hands, is now wind and watertight and improvements, if slow, are being carried out by a restoring purchaser.



A Hub for Open Air Recreation

By far the most popular participation sport in Broughty Ferry is Association Football; and there is a consequent demand for pitches and the related appropriate facilities. There are now no fewer than 16 club teams in the area and to that must be added the teams from Eastern School involved in the Dundee Primary Schools League and the Soccer Sevens for 5-14 year olds within the Community Development Programme. In addition there is enthusiasm for establishing girls' teams.

At present there are only two local pitches: one full-size pitch at The Esplanade and one junior-size pitch within Orchar Park. There are no changing facilities for any of the teams and no dedicated training areas. As things stand, locally based teams, including those composed of young persons, have to travel to facilities at some distance from Broughty Ferry including Dawson Park, Claypotts Park and Monymusk. We suggest that what is currently available falls well below the minimum which those, of all ages, who wish to engage in outdoor recreation, have a right to expect. However, there is much that can be achieved, and at relatively little cost, by making better use of existing facilities and realising the potential of assets which are already in place.

With that in mind we propose that to the existing facilities at Orchar Park and The Esplanade now be incorporated the area currently occupied by the former putting green and the tennis courts. Neither of these has been well used and they could be converted without net detriment to the area available for outdoor recreation. What we envisage is that this location could be the venue for one of the Local Football Centre currently being considered. This would be of sufficient calibre to meet the needs of all local teams and sufficient to act as a magnet to attract to Dundee schools and other tournaments. This could comprise several pitches within the existing area at Orchar Park and The Esplanade together with an all-weather training facility on the existing tennis courts together with adequate toilet and changing facilities based on the present tennis accommodation.



Littering, Dog Fouling and Graffiti

In moving towards a “vision for Broughty Ferry” we have attempted throughout to identify projects which would command a wide degree of public support and be capable of implementation at little or no additional expense to the Council. We are in no doubt that the waterfront is to reach its potential and investments of private and public money are to be protected then a robust approach must be taken to those guilty of littering, defacing property with graffiti, and allowing dogs to foul the streets and other public places.



Competitions such as Beautiful Scotland in Bloom, in which Broughty Ferry is entered, allocate 25% of the points awarded to local environmental quality: litter free parks and gardens, absence of graffiti, absence of dog fouling and well maintained street furniture. In our review of the current position in the study area it is disappointing to record that standards in all of these areas are poor and, on occasion, shocking to visitors and residents alike. Standards should be maintained and, as necessary, enforced by the Council and the Police making full use of the existing administrative and legal frameworks available to them.

In the case of littering which is a particular difficulty notably, but not exclusively on the walkway to the west of Douglas Terrace, the Environmental Protection Act 1990 places an unambiguous duty on the Council and other owners of land to which the public have access in respect to clearance of litter and refuse. Indeed, we are in no doubt that the Council and the Police have adequate powers to deal with all of these matters; and there are dedicated teams which are tasked with remedying deficiencies. It is difficult to understand why these powers are not enforced and existing resources put to good use with greater energy. Performance of these duties is necessary to enhance the existing assets of Broughty Ferry and to protect the proposed new investments which will underpin the collective vision for its future.

Section 5 Margaret Crescent to Castle Green (Map 1)

Introduction

The waterfront path from Margaret Crescent to Castle Green should play an integral part in the regeneration of Broughty Ferry. Not only is it a part of the Green Circular route but it is the link for pedestrians and cyclists with the rest of Dundee. It is currently the subject of considerable capital expenditure; and we are aware that there are moves afoot to reorganise and enhance the facilities for sailing at Grassy Beach. We are in no doubt that what, in time, will emerge will make a substantial contribution to the facilities and amenities of the area. Accordingly, in this report we restrict ourselves to other matters which, taken together with what may emerge as the result of the efforts of others, will enhance the general environment of this part of the Dundee waterfront.

We take as our starting point that this part of the Green Circular, which lies entirely to the south of the Dundee to Arbroath railway, should be seen as a “gateway” to Broughty Ferry. It follows that all of the efforts at “branding Broughty Ferry” should start here and that the high standards applicable to all other parts of the study area in terms of amenity and design of the built environment should be applied.

As things stand, the approach is painfully fractured by the variety of materials/designs used notably in fencing and the provision of street furniture including litter bins and signposting. We consider that there should be a programme of planned refurbishment underpinned by a theme which links seamlessly to Central Broughty Ferry including Castle Green. This suggestion relates back to our thoughts on the signage and street furniture which would be a part of “branding Broughty Ferry”.

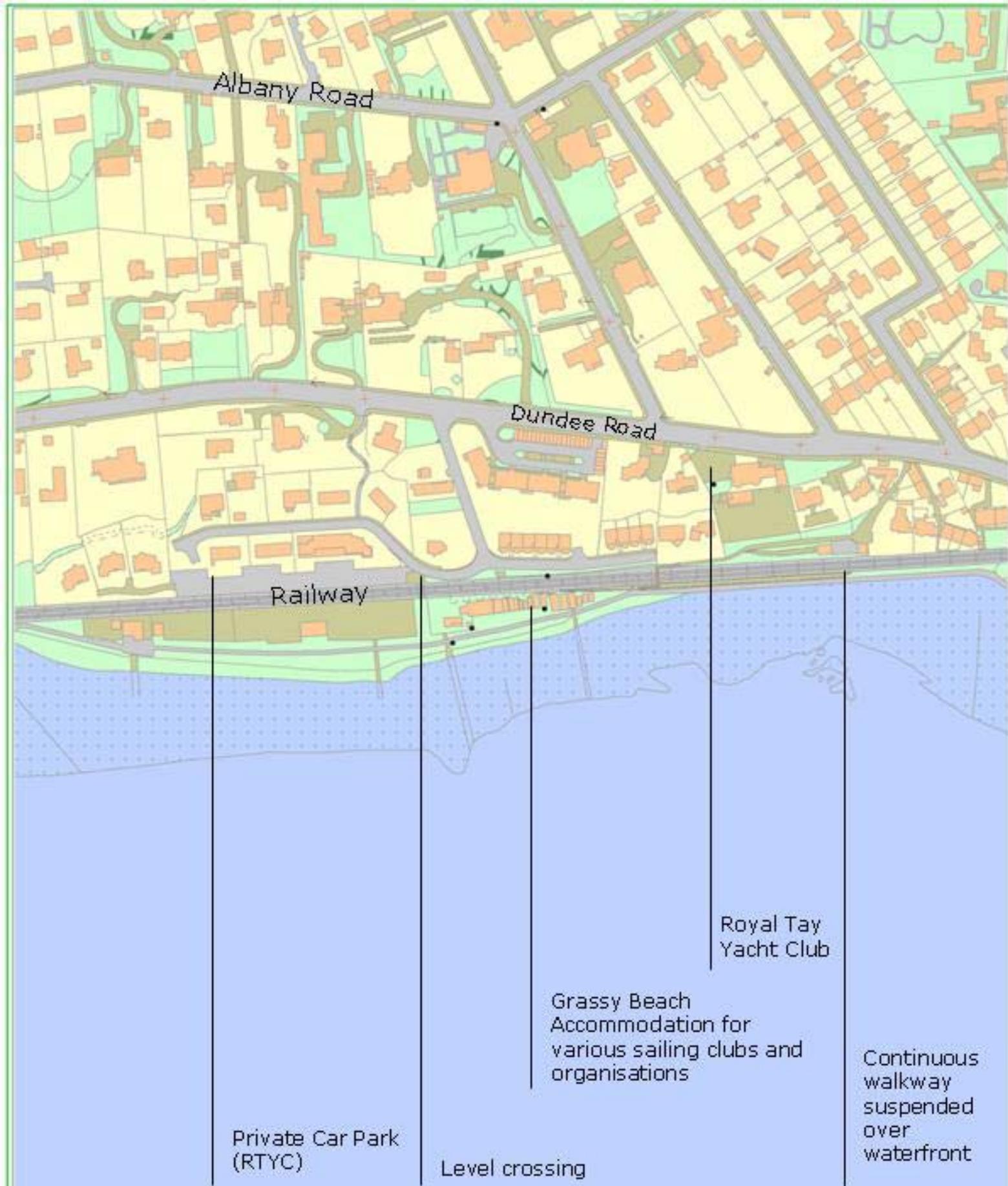
When we reviewed The Walkway and its immediate vicinity (i.e. moving east from the Fairfield Road area to the area around the Life Boat shed we were able to distinguish particular lengths each of which has distinctive problems and potentials.

Moving West to East we have identified 5 components: the “gateway” and associated car parking; the Walkway/cycle track to the Grassy Beach area; the Grassy Beach area itself and the associated sheds; and the Walkway/cycle track to Douglas Terrace and beyond

For each we have made a number of suggestions for improvements. We understand that the vast majority of these can be dealt with by Departments of the Council without capital expenditure and/or by the effective management of existing budgets.

The Gateway and associated car parking

1. Despite relatively recent capital improvements including the provision of dedicated parking, seating, litter bins and signage the area suffers from lack of routine maintenance, littering, dog fouling and graffiti.



Map 1 Margaret Crescent to Church Street

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Victoria Road

Claypotts Road

Railway

Church Street

Douglas Terrace

Rest and recreation space

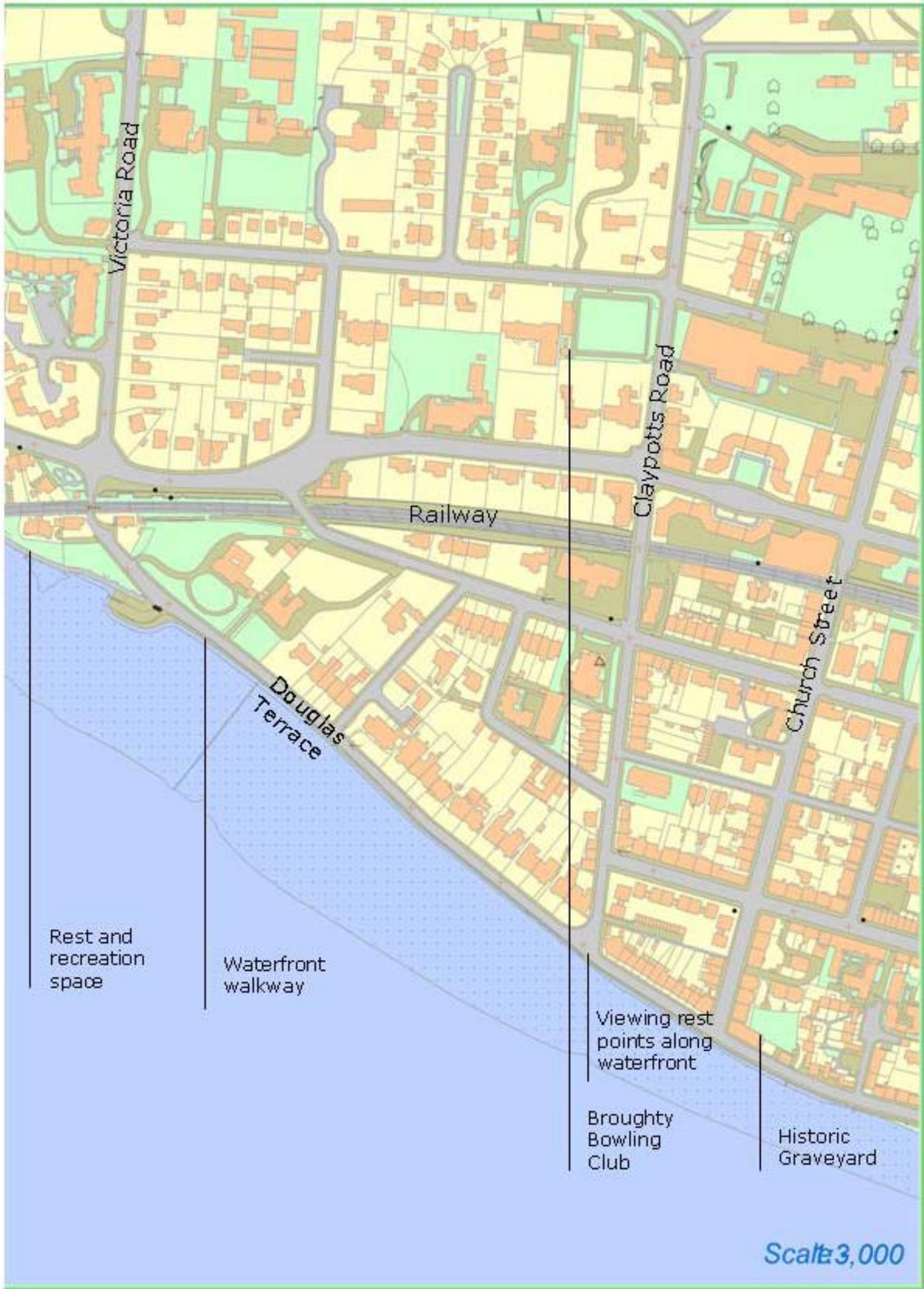
Waterfront walkway

Viewing rest points along waterfront

Broughty Bowling Club

Historic Graveyard

Scale 3,000



Create a Gateway by introduction of planters and an information board. Thereafter, routine maintenance and a management plan involving the relevant Council Departments and the Police designed to maintain the investment, discourage anti-social behaviour and enforce the law.



The Walkway/Cycle Track to the Grassy Beach Area

2. The enhancements currently underway are to be welcomed.

The programme of improvements should include the planned provision of litter bins, bins for dog excrement, and the removal of vestiges of graffiti. All seating, including that already in position, and any other “furniture” should link seamlessly with the provision on Douglas Terrace and beyond.

3. There are the remains of former outfalls littering the foreshore.

These should be removed as unsightly and obsolete.

4. The over bridge across the Dundee–Arbroath railway appears to be in need of refurbishment.

Approach Network Rail concerning this and the safety implications of the deteriorating fencing on the north side of this section of track.

The Grassy Beach Area and the Associated Sheds

5. The planned programme of enhancements is to be welcomed and we make no observations on that.

In the meantime the users of Grassy Beach should be encouraged to remove the debris on the foreshore and generally keep the area clear of litter.



6. The over bridge across the Dundee–Arbroath railway appears to be in need of refurbishment.

Approach Network Rail and invite a dialogue.

The Walkway/Cycle Track to Douglas Terrace and Beyond

7. The enhancements currently underway are to be welcomed.

The programme of improvements should include the planned provision of litter bins, and bins for dog excrement.

8. The entrance to Grassy Beach stretch is now cluttered and there is evidence of graffiti. The enhancements currently underway are to be welcomed.

All seating should link seamlessly with the provision on Douglas Terrace and beyond. An information board should be introduced.

9. The historic grave yard behind the junction of Church Street and Fisher Street remains hidden. There is nothing whatsoever to give a clue to the interesting history of this corner of Broughty Ferry, e.g. the former ropeworks and the long demolished Chapel.

Improved signposting and managed access arrangements could open up an area of considerable historical interest. This is one example of the introduction of an “outside-inside museum.”



Section 6 Castle Green, the Harbour, and the Vicinity (Map 2)

Introduction

In this section we draw together some issues which are ongoing at Castle Green and the immediate vicinity. We recognise that this area is the link between the other two components of the Waterfront/Esplanade area which is the focus of our study. In addition, it is intimately linked with the Central Area of Broughty Ferry for which a scheme of refurbishment has only recently been completed. In short, the appearance and use of this location is pivotal to the success of any “branding of Broughty Ferry” and the creation of an image that will retain residents to live and work in Dundee and also attract visitors with their associated spending power.

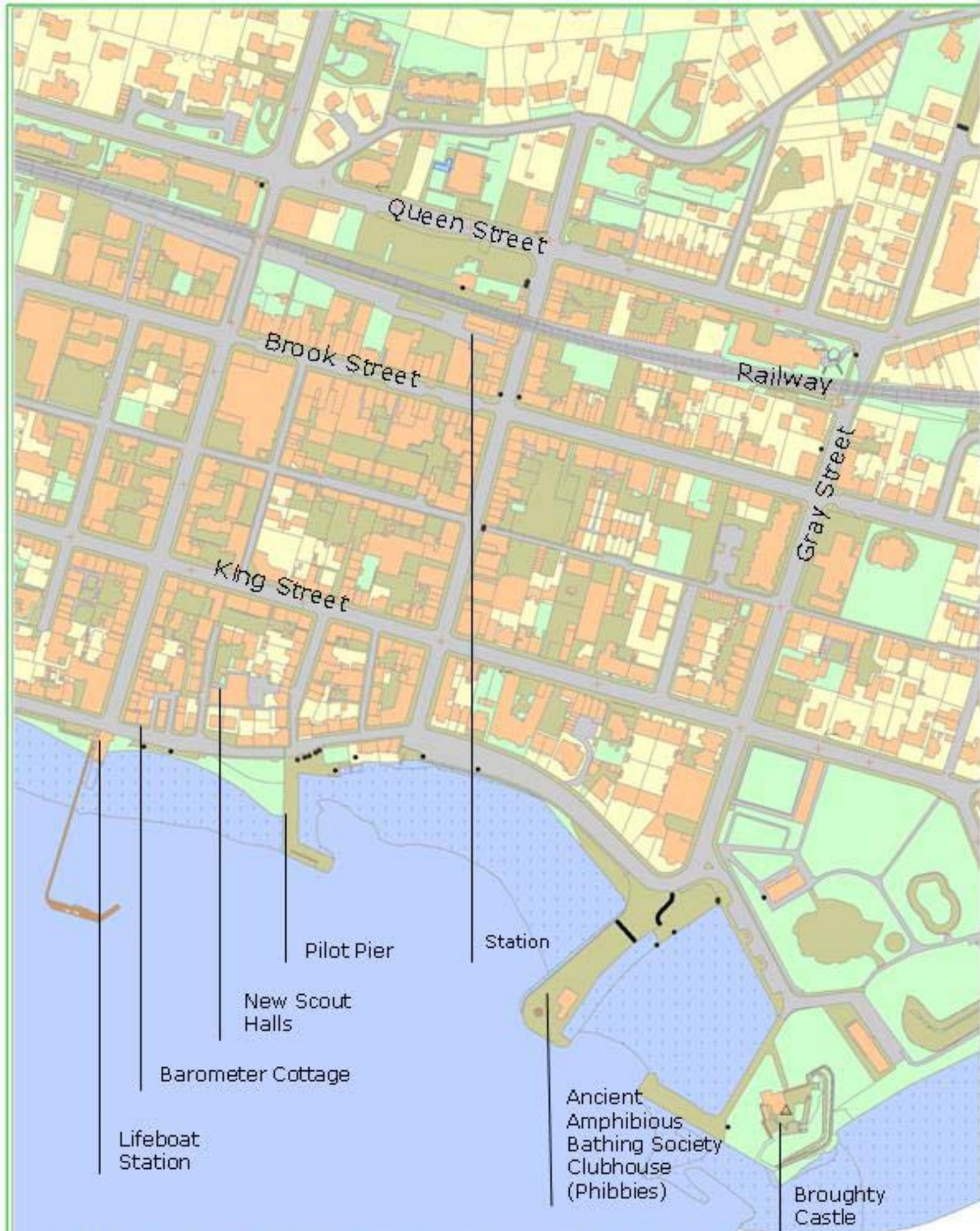
It comes as no surprise that the Castle Green area has been the subject of detailed study by the Council. Thus, for instance, it was the Central Area Study (2001); there is Phased Master Plan for physical improvements to the area (2003); and, of course, the area is dealt with as a part of the adopted Local Plan. Nothing that we suggest within this section is intended to conflict with the thrust of any of these documents many of whose proposals have been implemented all to the benefit of the vicinity.

Nevertheless, as time moves on, new problems emerge along with further opportunities for progress. Within this section we raise, for discussion, only a few of the many matters which are of concern.

Broughty Ferry Castle

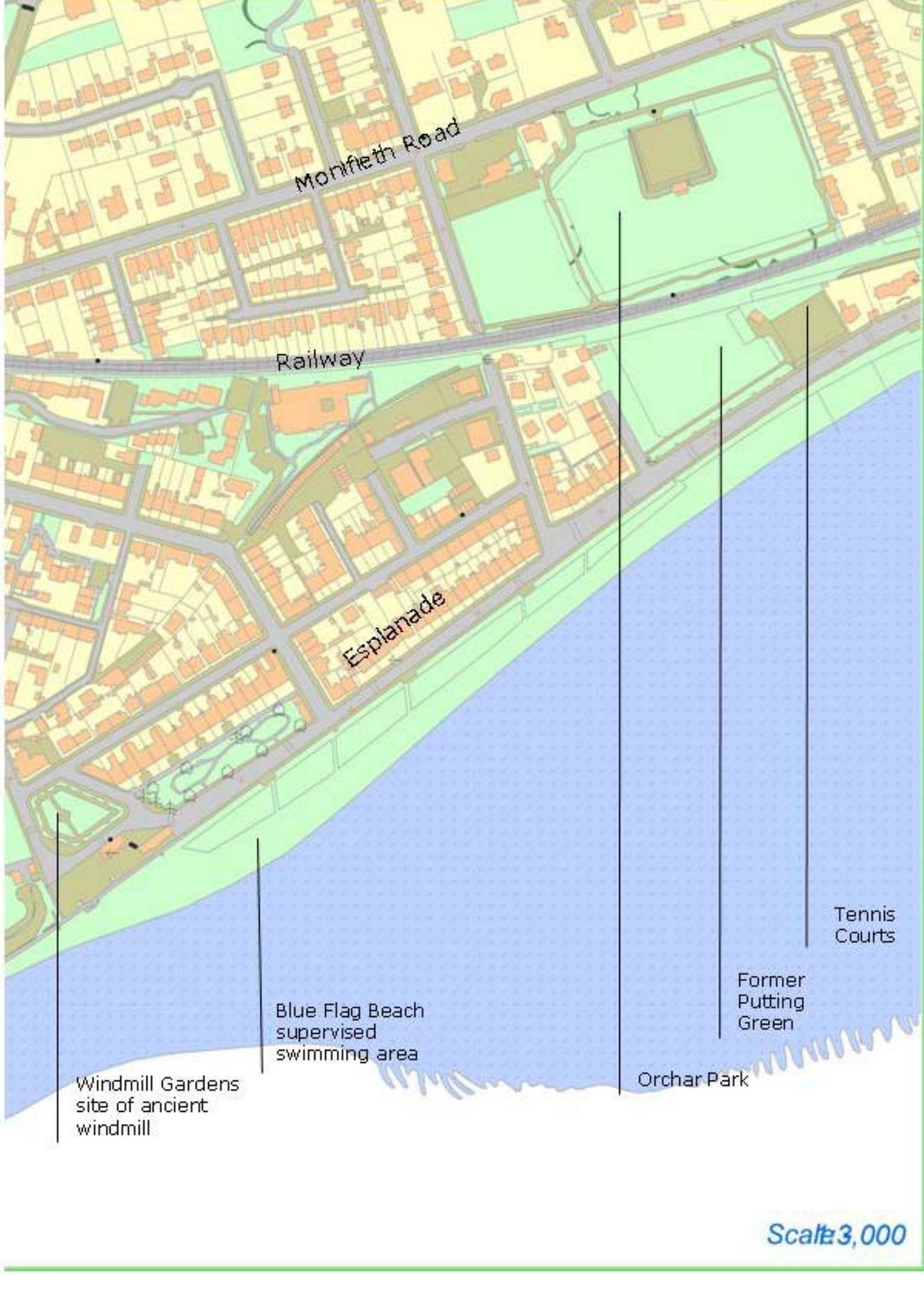
The castle holds a commanding position at the mouth of the Tay, it can be seen readily from a distance, and it marks out the general location of Broughty Ferry as visitors approach from the centre of Dundee. There is a consensus that the Castle is the lasting image which visitors and residents alike have of Broughty Ferry. Not surprisingly, it figured on the former Burgh Coat of Arms; and we consider that there is no better alternative to be placed centrally within any logo that might emerge as a part of the process of “branding Broughty Ferry”.

We understand that the completion of the refurbishment of the McManus Galleries (Albert Institute) will provide an opportunity for a re-organisation of available space there and at the Castle. That could include the return to Broughty Ferry of some part of the collection formerly held in the Orchard Gallery. It could also provide a base for a “Waterfront Research Facility” to complement and extend the proposed “dolphin watch” unit in the soon-to-be vacated top floor. In addition we understand that there are substantial underground chambers at the castle which may be capable of being brought into use; and there is the possibility of developing the courtyard as a venue for performing arts events.



Map 2 Broughty Ferry Central and Castle Green

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Monifieth Road

Railway

Esplanade

Tennis Courts

Former Putting Green

Orchar Park

Blue Flag Beach supervised swimming area

Windmill Gardens site of ancient windmill

Scale 3,000



Looking to the immediate vicinity, we suggest that further consideration should be given to evolving the Master Plan to treat Broughty Ferry Castle, the Castle Green, and the Harbour Area as an entity with easy circulation by pedestrians between its components. This would involve revisiting the arrangements for traffic flows and car parking as far as Castle Lane.

It is suggested that there be dialogue with the Royal Tay Yacht Club in order to promote outside working on craft which currently takes place in the adjacent sheds on the pier. This activity could be of particular interest to and an attraction for, visitors.

There is room to extend the provision of public art; and we are aware of the proposal to introduce a sculpture of a leaping dolphin at an appropriate site. Mention has also been made of the possibility of lightwashing the castle as a beacon in the river.

The recent investments at Castle Green have been undertaken at considerable expense. We regard it as imperative in the public interest that they be protected from anti-social and, on occasion, criminal behaviour. To that end CCTV cameras should be installed to monitor behaviour and assist in securing convictions.

Three Difficult Buildings

There are three buildings within the immediate vicinity whose futures will have a determining influence on the image and attraction of this part of Broughty Ferry as a place of leisure and recreation.

The building which currently houses the Castle Green Leisure Centre has a history extending back to its use as part of the former roll-on roll-off rail ferry from Tayport to Broughty Ferry Harbour and, for that reason alone, requires special care in any proposed renovation or replacement. However, the building is not listed; it is in poor condition internally; and there is an overwhelming need for indoor leisure and recreation facility in this vicinity to run parallel with what is coming available out doors.



Of less importance is the now decayed shed (former ice cream shop) on the corner of King Street and New Road. That has been the subject of previous enforcement action; and should be again. Of much greater significance is the unsightly pavilion adjacent to the newly formed car park, owned by the council, and currently used for water sports.

There are no easy solutions. However, that does not shake our conviction that until the future of all 3 of these properties is settled, the vicinity will retain something of the image of a down-at-heel, decaying holiday resort of yester year. That has no place in our vision of the future for Broughty Ferry. Proposals for investment and any related planning permissions should be approved by the Development Quality Committee only after full engagement with the community. It is essential that future developments are of the highest quality of design and capable of fitting comfortably in terms of scale and sitting into the existing townscape.

Beach Crescent

This stretch of foreshore is the length most often seen by visitors. With this in mind it is essential that it be the subject of regular cleaning throughout the year.

The iconic lamp standards are now becoming decayed. They are worthy of refurbishment to secure their retention for the long term.



We understand that there was a “pensioners’ bench” tucked into the curve of the pier wall at the east end of Beach Crescent and we suggest it might be brought back as an echo of the past.

Historic Built Environment

Broughty Ferry is a long established settlement with an interesting history. There are echoes of that to be found throughout the Central area in particular. Thus, for instance, the designation of the Conservation Area recognises the Victorian heritage as worthy of protection and enhancement; there is an array of buildings listed by Historic Scotland for their architectural merit and/or historical interest. The Community Council has worked up an excellent Town Trail that introduces the pedestrian to points of interest. We suggest that this provides a sound basis from which to take matters further.

One possibility is to develop the concept of the “inside out museum” starting with the introduction of strategically placed information boards. As we noted elsewhere these should have a common theme; be placed at sites which are overseen and, hence, less open to graffiti; and avoid adding to existing clutter within the street scene. A further suggestion is the introduction of small plaques to be discretely attached to buildings of note drawing attention to their historic and/or architectural interest. If that found favour then examples of note might include, for instance: Herschel House on Hill Street; Red House; Loftus House and its associated Holm oak; and St Aidan's Church.

There is much that can be achieved by the private sector in conserving and then drawing attention to the historic fabric from which they now conduct business. Experience elsewhere confirms that the cumulative effect of even minor improvements is a potent weapon in attracting visitors and the trade they bring with them. We have already drawn attention to the disappointing appearance of the shop fronts in Brook Street. Elsewhere, in sites such as the former Regal Cinema in Church Street, a little care and attention would offer a marked improvement.

Traffic Circulation and Related Matters

The enhancements in the Central Area have brought with them some unresolved issues of traffic circulation. We suggest that the area in the vicinity of Ambrose Street should be revisited in order to monitor and evaluate the present arrangements. In particular, Ambrose Street is difficult to navigate with parked cars on either side and the junction with Fisher Street is relatively difficult to manoeuvre. With that in mind we wonder whether, in the interest of public safety, should be made one way travelling north.



We note also that alterations to the alignment of the pavement at the junction of Church Street and Brook Street along with the parking of cars has changed the sight lines and requires a related alteration in the road markings.

The provision of public transport in the centre of Broughty ferry is to be welcomed; but it is necessary that buses be of dimensions which can be accommodated without risk to pedestrians, other vehicles or property. An enhanced role for public transport within Broughty Ferry should be explored.

The above points could be covered in a review of the traffic management changes which have, in the main, been welcome and beneficial.

A Thriving and Evolving Community

In our review of the Waterfront area in the vicinity of Castle Green, the Harbour and their immediate hinterland, we have been struck by the rapid process of change in recent years. Much of this has been market driven and some by strategic interventions by the Council and others in enhancing the facilities available and the general amenity of the area. Looking to the future it is clear that further change is inevitable and that is to be welcomed where it respects the past while contributing to the collective vision of the future for Broughty Ferry.

There are numerous challenges to be met. These include: the number of vacant units in the Central Area; the number of gap sites with potential for residential development; and the use of redundant buildings including those at St Aidan's Church. In addition there is an array of notable buildings which appear to us not to be fulfilling their potential. These include the former Police station, the Burgh Halls and the nearby YMCA and its associated out buildings.



The adopted local plan provides the land use policy framework within which change can be managed. Recent experience suggests that there is considerable disquiet in Broughty Ferry about the quality of applications for development and the subsequent permissions granted by the Development Quality Committee. More heed should be paid to the requirement that within the designated conservation area proposals should protect or enhance the vicinity within which they are to be sited. We are also surprised that the Council has made little or no use of section 75 Agreements with private developers in order to secure its legitimate land use objectives. A better understanding of all the issues involved and decision making could be achieved through the sort of community engagement envisaged by the most recent advice from the Scottish Executive.

As one example we draw attention to the state of Barometer Cottage at 115 Fisher Street. This privately owned property, which was once a local landmark, has lain empty, vandalised, and without the barometer. This is a listed building at risk and a worthwhile component of the “inside–outside museum” concept which we advocate. That potential has, for some time, been ignored; however it is noted that the property has recently changed hands and that works of refurbishment, although slow, have commenced. The nature of works and a programme for their implementation is being discussed with their restoring purchaser. The situation should be monitored and, should works stop, existing powers under the Planning Acts be used to remedy matters.

Section 7 The Esplanade (Map 3)

Introduction

The Esplanade, and the associated littoral, is a largely undeveloped amenity open space. Contrary to some opinion, this is not an area just waiting to be developed as part of the built environment; nor is any element of it an area of waste ground in urgent need of remedial action. Rather it is an area of valuable and valued amenity open space, incorporating a few examples of non-conforming uses. Taken as a whole it contributes to the amenity, ambience and, hence, attraction of the City of Dundee. Nevertheless, within that benign overall context, there are numerous particular and inter-related challenges each demanding a sensitive solution.

To date, the assortment of proposals for change has been considered without the benefit of a strategic context. Individual decisions have been taken without a frame of reference, and without adequate assessment of the cumulative effect of particular projects on the economic, social and physical environments considered as a whole. The Esplanade is not making its full contribution to the future of the City of Dundee. That runs contrary to good planning practice; and it is contrary to the Council's commitments to urban regeneration and sustainable development.

A General Approach to the Way Forward

There is a tradition of open amenity public spaces in Scottish coastal resorts and lessons have been learned as these have come under decades of pressure for development. The lessons of good practice elsewhere which have revealed the potential for preserving and enhancing existing land uses while recognising the desirability for beneficial change. The Esplanade is not unique in being the subject of pressure for unwise development. It provides an opportunity to implement best practice and to shun the second best.

Experience throughout the country confirms that in complex and fragile areas, such as The Esplanade, incremental change, patiently and sensitively progressed within a strategic framework, will achieve better longer term outcomes than major projects which have irreversible consequences for the built and natural environments. Experience also confirms that individual initiatives pursued in isolation do not fulfil their potential in the short term; and that they fail completely in the longer term when pursued in isolation and without local support.

Maintaining and Enhancing the Environments

Despite the beach cleaning between April and September and the regular litter picking, the general appearance is shabby and rather down at heel. It is fractured by the variety of materials/designs used notably in fencing and the provision of street furniture including litter bins and signposting. We consider that there should be a programme of planned refurbishment as and when renewal takes place, underpinned by a theme which links seamlessly to Central Broughty Ferry including Castle Green.



Abertay Street

Moriffeth Road

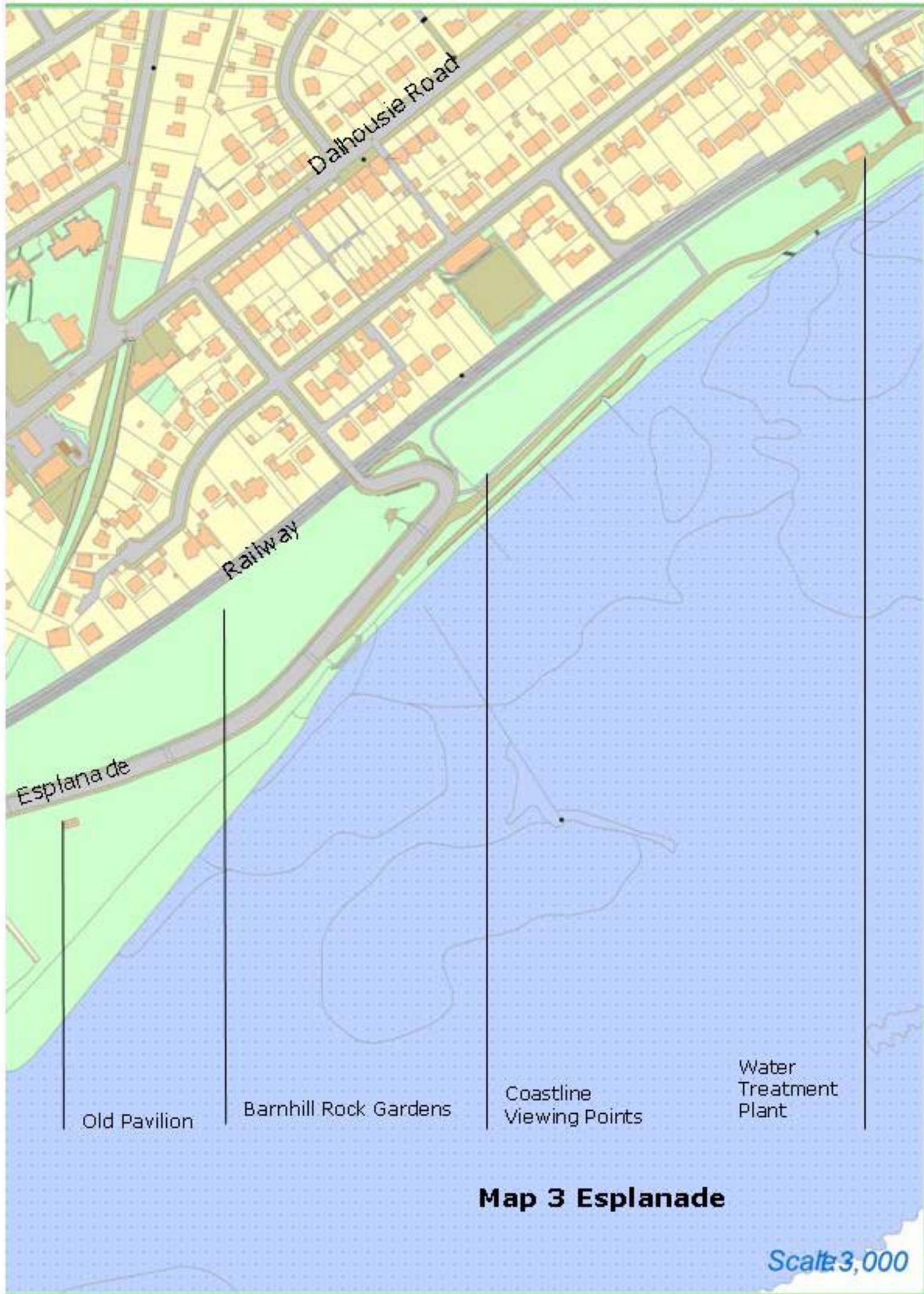
Route of old Railway Line

Nature Trail

Old Railway underpass

Reres Hill linking to Orchar park and Esplanade

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This suggestion relates back to our thoughts on the signage and street furniture which would be a part of “branding Broughty Ferry” and relating the leisure and recreation assets of The Esplanade to what is available at castle green, the castle and the central area.

The Variety of Local Experiences When we reviewed The Esplanade and its immediate vicinity (i.e. east to the boundary with Monifieth and west to the Castle Green area) it became clear to us that the area is made up of a number of separate environments each with its own distinctive character. The variety of local experiences which are available within a very short walking distance are remarkable. We consider that every effort should be made to retain and encourage the differences.

We have identified the following components:

Moving West

1. The formal Barnhill Rock Garden,
2. The Shiel Street Nature Reserve,
3. The Area for Leisure and Recreation including the tennis courts, the former putting green and the associated building,
4. The built up area within the Broughty Ferry Conservation Area.

Moving North

5. Open space accommodating car park and area to west,
6. Football Pitch,
7. Open space accommodating beach shelter,
8. Open space from Bridge Street to the Monifieth boundary.

The Shore Line and Road

9. The Beach,
10. The dunes and sea defences,
11. Road ways and Footpaths.

We conclude that The Esplanade and its vicinity incorporate a number of valued and valuable components. We are in no doubt that maintaining the distinctive environments should be the principle which underpins the enhancement of The Esplanade and its vicinity. Each component area listed above requires its own sensitive treatment. The general programme of refurbishment which we envisage should resist the pervading trends towards suburbanisation, the development of the scarce open space, and the confusion of the distinctive environments by ill advised intrusions.

Towards an Early Programme of Refurbishment

The vast majority of the matters to which attention is drawn below can be dealt with by Departments of the Council without capital expenditure and by the effective management of existing budgets.

North Side Travelling East:

1. Poor state of footpath on corner of The Esplanade and Brook Street.

Routine maintenance.

2. Appearance of Conservation Area is deteriorating.

Extend to the east to incorporate land as far as Eastcote/Glass Pavilion on the grounds that this provides the setting for the Conservation Area.

3. Deterioration at 5 Esplanade/parking on footpath by those resident there/parking in front garden ground/bins stored in front garden ground/parking on the footpaths.

Joined up action by the relevant Council Departments and sections within them.

4. Footpath and signage at corner of The Esplanade and Rugby Terrace.

Routine maintenance.

5. Amenity Ground/Tennis Courts: an area of amenity open space at risk of development.

Investigate the possibility of linking with Orchard Park by means of a foot bridge over railway to create a complex of sports facilities including a further football pitch at Orchard; replacement of tennis courts by a kick- a bout area for local youth and football teams; use of building for storage of materials etc. Provision of picnic tables.

- 6 Rock Garden.

Further support for Friends of the Rock Garden.



7. Signage at Rock Garden.

Enhancements to include: interpretation boards at the western entrance, at the water feature discouraging removal of spawn, and adjacent to toilets.

8. Land extending as far as Angus Boundary:

Graffiti on building at pumping station to be removed and building lit to discourage recurrence.

Local Nature Reserve

9. Local Nature Reserve (Shiel Street).

Maintain solely as largely unspoiled nature reserve with its own Management Plan protected from intrusion of benches, paths, "peace poles" and other clutter.



10. Former lamp post.

Of historical interest but, refurbish as currently unsightly and possible safety hazard.

11. Use of former railway line and the land to the south of that outside the Local Nature Reserve.



Possible walkway but what would be the effect on Local Nature Reserve.

12. Entrance to Local Nature Reserve and bridge.

This area could be simply transformed into a much more lively exploration space by recognising its assets and making better use of them.

Some possibilities are: the heritage of the railway; improving the fabric of the underpass itself; and taking advantage of the distinctive topography of the built and natural environments in the immediate vicinity.

The Roadway and Footpaths

13. Trees along the edge of the Esplanade.

Planned programme of replacement.

14. Road way.

Planned programme of road maintenance along The Esplanade including filling of major potholes at corner with Panmure Street.

15. Drains and gutters.

Regular schedule for removal of sand blocking.

16. Road Humps.

Retain to control speed of vehicles or seek other innovative ways to achieve same.

Beach

17. Debris on beach.

Extension of area beach cleaning to avoid debris being washed back onto Blue Flag Beach.

18. Height of dunes.

Investigation of physical consequences from wind blown sand etc of removal, reduction reshaping of dunes to provide views for walkers on the Esplanade or glimpses for drivers.

19. Damaged and unsightly groynes.

Planned programme of replacement consistent with preferred dune height and erosion.



South Side Travelling West:

20. Unsightly path to pumping station.

Improve appearance.

21. Unsightly, poorly maintained; litter baskets.

Planned programme of sea gull proofed replacements to fit with those elsewhere in Broughty Ferry.

22. Unsightly and damaged fencing including chestnut palings along the length of The Esplanade,

Planned programme of replacements to fit with those elsewhere on the Esplanade.

23. Football Pitch.

Investigate use and relate to investigation under 5 above.



24. Unsightly area around sand martin nesting area.

Re-appraisal of the uses of area and removal of unsightly/dangerous/temporary eco-clutter.

25. Car park:

Grass over all, or in part, seek less intrusive, more innovative ways of providing parking space, incorporate area into riverfront park area.



26. Unsightly signage for dog exclusion zone:

Replacement as part of overall review of the clutter of signage on The Esplanade and to fit with signage elsewhere in Broughty Ferry.

27. Bus service:

Review routing of bus to include Glass Pavilion and parking near there. Advertise widely the scheduling of bus to increase usage and assist trading in Central Broughty Ferry.

28. Pooling of water on footpath/ safety issues particularly between Brook Street and Panmure Street

Complete replacement as a matter of urgency.



Section 8 The Next Steps?

This modest study was undertaken at the invitation of the officers of the NPN, in response to a public event in March 2006. Agreement was then reached at the Broughty Ferry Round Table Meeting 20 September 2006 that there was a considerable opportunity to develop a “brand” which would benefit Broughty Ferry as a destination for shoppers and visitors seeking leisure and recreation. It has recognised that the successful development of a brand must be linked with the evolution of a collective vision for the Waterfront/Esplanade area for the foreseeable future.

We have taken up a number of the challenges raised. Our work has convinced us that an overview the Waterfront/Esplanade area is the essential prerequisite of efficient and effective use of scarce resources in order to make full use of the assets of the area for the benefit of residents and visitors alike. Piecemeal developments have not always been successful and have lacked a framework within which their contribution to the common interest. We are in no doubt that much more can be done with existing resources than is achieved at the moment. And more still can be accomplished if the energies, skills, and enterprise of all those with a stake in the future of Broughty Ferry are harnessed for the common good.

We offer this study to the Traders Association, the Community Council and other community groups in the hope that they will find it useful, in whole or part, as a building block for a strategic plan which sets out the way ahead for Broughty Ferry as a whole. It presents an array of possibilities to be progressed by the Council and others through relevant vehicles including the Beach Management Group, the Dundee East Community Local Plan, and the Dundee Local Plan.

This draft has been the subject of consultation with a variety of local groups, organisations and stakeholders.

As the next steps in developing a collective vision for Broughty Ferry, we suggest that the essence of the study be made available by the Council for **public awareness** at events such as the Broughty Ferry Gala Week and thereafter, it should be the subject of discussion at the next annual Meeting of the Broughty Ferry Round Table at which residents and other stakeholders will have the opportunity of discussing its content with officials of the Council, Police and other relevant bodies.

Once the next phase of consultation has been completed we envisage the preparation by the Council of what amounts to a “**business plan**” which sets out, inter alia, the projects to be undertaken, the party or parties responsible for implementation, and the time period for completion. That plan will have matters which will be dealt with within the short term (one year); that which will be completed within the medium term (3 years) and that which forms part of a strategic view (3-5 years).

It is a continuing theme running through our work that **any suggestions brought forward should be capable of implementation** within the resources likely to be available from the private, voluntary and public sectors. Indeed, we are convinced that the vast proportion of what we have in mind does not require substantial bending of revenue or capital spends in favour of the study area.

What is required is the effective use of existing resources well managed with additional funding for a limited range of projects pivotal in building the Broughty Ferry brand and the assets necessary to underpin that image.

Nevertheless looking to the longer term we recognise that there is an array of projects which may only be achievable by making use of innovative arrangements. Amongst these is the **possibility of transfer of assets** from the Council to the community to be managed by it. For the Council to forgo the benefits of market disposal of its assets it would have to be convinced that there would be benefits accruing from the contribution to community planning objectives. For the community to accept responsibility for the assets it would have to be convinced that the likely rewards outweighed the risks and that the transfer opened the way for outcomes which could not otherwise be achieved.



APPENDIX TWO

IMAGINE BROUGHTY FERRY

1. INTRODUCTION

At the beginning of 2006 a relative gap in information was identified by the Broughty Ferry Neighbourhood Partnership Network. This information had mainly developed due to a lack of public consultation over previous years. As a result public perception was often misinterpreted by representative groups in the community. Plans were put in place to organise a number of events and mechanisms were established for receiving feedback from residents of Broughty Ferry.

Two public events were held on 25 March and 24 June where residents were invited along to either Castle Green or Dawson Park respectively to provide comments on their wishes for the future of Broughty Ferry. This visioning exercise focused around residents providing views and sticking that onto a map of the Broughty Ferry area. This concept was continued with the establishment of postcards which provided an aerial picture of Broughty Ferry on one side and an opportunity to comment on ideas for the next 20 years in Broughty Ferry.

In addition to this more general mechanism of establishing views, some meetings were held with groups in the community e.g. Grove pupil representative council on 25 October and Friends of Barnhill Rock Garden on 1 August 2006.

Through these systems and processes the views of residents are listed below.

2. VISION

The postcard exercise contained the following views:

a) Beach and Esplanade

Keep the beach dog free during summer, encourage wild life and restrict activities that impact on this, continue to develop a biodiversity theme along the Esplanade, create information boards for interpretation reasons, establish a refreshment kiosk, cafe or cafe bar along the Esplanade/ Castle Green area, ensure no further development along the Esplanade (five or six comments), more outdoor seating and tables along the waterfront/ Esplanade area, dolphin watching trips from Broughty Ferry, more facilities for stylish eating areas/cafes/bars, rid the beach of reeds and broken fences which are dangerous, keep dogs to one particular area of the beach, upgrade park beside Castle Gardens (three comments), establish permanent attractions for children e.g. trains, trampolines (three comments), ensure that beach area is kept to a

high standard of cleanliness (three comments), make sure that there is a clear view from the Esplanade to the sea, ensure that deckchairs and windbreakers can be hired on the beach in summer, establish a permanent carnival along the Esplanade, create a sculpture trail to add interest to walkers, establish projects that attract wildlife or plant life, toilets should be kept clean and more attractive (four comments).

b) Harbour

Six comments were received about establishing better facilities at the harbour. These ranged from creating a specific tourist focal point at the harbour with information and interpretation right through to the majority of feelings which was re-developing the harbour as a marina for pleasure craft. A number of comments were also made about enhancing the walkways from the harbour along Beach Crescent and Douglas Terrace e.g. widening the walkway.

c) Wider Broughty Ferry

A number of comments were made about enhancing Broughty Ferry's reputation as a visitor's site and improving marketing of activities and facilities in the area e.g. better signage. Comments were made about upgrading or ensuring better maintenance of railway bridges and railings around the Ferry. Three people commented on the poor design of modern buildings in central Broughty Ferry or the decision to allow flats to be built at the Night Club site along the Esplanade.

d) Young People

A number of comments were passed on by the pupil representative council and by young people at various events held in and around Broughty Ferry. The majority of young people are looking for a facility for young people. This would provide a space for young people to hang about and do their own thing, which is indoors and off the streets (especially at times of the year when weather is poor). Some young people said this type of youth centre should be developed by young people whereas others felt that it should be provided for them.

Comments made at the Imagine Broughty Ferry events are attached for information. In addition the postcards are available for reading anytime.

APPENDIX ONE

IMAGINE BROUGHTY FERRY BUILDING A COLLECTIVE VISION FOR BROUGHTY FERRY

**25 MARCH 2006
11.00 AM - 2.00 PM**

INTRODUCTION

Over the past few years, while the local community plan has been in operation, various events have been held to identify the needs and requirements of stakeholders in the Broughty Ferry area. Particular stakeholder groups have been heavily involved in dialogue over this two year period, but it has been identified that residents of the area haven't had much of an opportunity to comment on the types of improvements and changes they wish to see in future.

As a result of this, and to encourage residents engagement in developing ownership of the area, the first of a number of public events was held in the Castle Green Centre. Publicity leaflets were distributed to approximately 2,000 households in central Broughty Ferry with media advertisements informing the wider population of the invitation to attend.

EVENT

Over 100 residents attended the event plus approximately 20 young people. A number of stalls were set up to describe improvements that are planned in Broughty Ferry e.g. Castle Green improvements, Brook Street environmental improvements. Other local initiatives were in attendance describing activities around the beach/nature reserve by countryside rangers, community safety initiatives planned by the police/Broughty Ferry Safer Communities and health checks/discussion by local health visitors in partnership with the Healthy Living Initiative.

The main focal point for residents was an interactive map of Broughty Ferry. This overhead pictorial view allowed residents to place cards expressing thoughts of how open space could be used or suggesting changes. These views were then captured on an issues and action board which details the views and aspirations that residents have for the area. These were as follows:

APPENDIX THREE

Broughty Ferry Visioning Exercise 25 March 2006 - Action Board

| <i>Environmental Development</i> | <i>Facilities/Initiatives</i> | <i>Community Safety/Roads</i> |
|---|--|---|
| <ul style="list-style-type: none"> ▪ <i>Environmental screening at Castle Green to cushion winds.</i> ▪ <i>Improved Recycling Centre similar to Monifieth.</i> ▪ <i>More seats along Esplanade.</i> ▪ <i>Create a shelter along Esplanade.</i> ▪ <i>Increased quality of signage along Esplanade.</i> ▪ <i>Better quality street furniture.</i> ▪ <i>Re-establish tennis courts at Esplanade.</i> ▪ <i>Remove or grass over car park opposite Jacques Night Club.</i> ▪ <i>No built environment along Esplanade at putting green/tennis courts.</i> ▪ <i>Retain open space east of Rugby Terrace.</i> ▪ <i>Repair wooden groynes on the beach.</i> | <ul style="list-style-type: none"> ▪ <i>/indoor play centre at Castle Green Centre.</i> ▪ <i>Community Centre for older people.</i> ▪ <i>Gathering/meeting place for older people during day.</i> ▪ <i>Community use of ex-police stations.</i> ▪ <i>Increased use of ex-water sports centre in Esplanade e.g. cafe.</i> ▪ <i>Café facility at Castle Green.</i> ▪ <i>Youth Centre (use as Community Centre).</i> ▪ <i>Youth Café /Centre.</i> ▪ <i>Strategic vision needed for Esplanade/Ferry.</i> ▪ <i>Safe areas for young people to hangout - shelters.</i> | <ul style="list-style-type: none"> ▪ <i>Railings along water front footpath along Douglas Terrace.</i> ▪ <i>Speed sensors to monitor traffic speed around central Broughty Ferry - Eastern Primary School/King Street.</i> ▪ <i>Two level car park in Queen Street.</i> ▪ <i>Pedestrian Crossing for new Tesco Metro - Dalhousie Road.</i> ▪ <i>Policing of taxi rank on Friday/Saturday nights.</i> ▪ <i>Residential areas should be 20 mph zones.</i> ▪ <i>Yellow crosses zone under bridge at St Vincent Street.</i> ▪ <i>Fix flooding in St Vincent Street (under bridge).</i> ▪ <i>Speed cameras at Eastern Primary School.</i> ▪ <i>One way traffic at Eastern Primary School.</i> ▪ <i>Speed sensors that indicate speeds to motorists.</i> ▪ <i>More effective sequencing of traffic lights through Broughty Ferry.</i> |

APPENDIX FOUR

Issues Board

| Environmental Development | Facilities/Initiatives | Community Safety/Roads |
|---|--|---|
| <ul style="list-style-type: none"> ▪ Dunes on beach are becoming too high - used to have good views. ▪ No development of land east of existing nightclub. ▪ Protect Esplanade from housing development. ▪ Black bags on Esplanade signs are an eyesore. ▪ Issues over planting hedge on Esplanade. ▪ Quality of signage at dog exclusion zone. ▪ Poor architectural quality at waterfront development. ▪ Houses in place of nightclub or creation of community/visitor facilities. ▪ Youth Centre. | <ul style="list-style-type: none"> ▪ Play facilities at Orchar Park have gone. ▪ Castle Green Toilets are closed too early. ▪ No wheelchair access at nature reserve. ▪ Removal of key facilities (Petrol Station) in place of housing. ▪ Inequitable investment of funding in Ferry compared with the rest of Dundee. ▪ More recycling facilities. ▪ Ask traders to open toilets to members of the public. | <ul style="list-style-type: none"> ▪ Inconsistencies in dropped kerbs, particularly in King Street. ▪ Pavement repairs needed - Dundas Street, Esplanade. ▪ Castle Lane is disintegrating. ▪ Puddles at Eastern primary School. ▪ Increased traffic - King Street. ▪ No controlled crossing on Nursery Road. ▪ Excessive traffic speed in King Street. ▪ Condition of Castle Lane. ▪ Pavement build out at Costsavers restrict reversing movement. ▪ Conflict between pedestrians and parking/loading spaces in Brook Street. |

CONCLUSION

Residents showed a great deal of interest in the event, however efforts must be made to continue seeking views on the aspirations for the area that will allow a clear strategic vision to be built for "The Ferry". This process should be given at least one year to progress the thoughts which were given at this event, whilst considerations of pursuing actions through the local Neighbourhood Partnership Network and the Broughty Ferry Local Community Plan is given on achievable outputs.