

**REPORT TO: PLANNING AND TRANSPORTATION COMMITTEE  
24 APRIL 2000**

**REPORT ON: AMBASSADOR ROUTES STRATEGY - 2000/2001**

**REPORT BY: DIRECTOR OF PLANNING AND TRANSPORTATION**

**REPORT NO: 236/2000**

## **1 PURPOSE OF REPORT**

- 1.1 To seek approval of the Ambassador Routes Strategy - Budget for 2000-2001.
- 1.2 This is year 4 of the proposed 7 year programme approved by the Council and SET. Already completed are the Esplanade, Phase 1 at Arbroath Road/Claypotts, and award winning Design Guide and Signage Strategy. SET's contribution to date has been £1,067,000 and Dundee City Council £530,000. This year SET's contribution is expected to be £206,000.

## **2 RECOMMENDATIONS**

- 2.1 The Committee is recommended to approve the following Budget as the Council's contribution to the strategy for 2000-2001.

Signage Ph 1A and 1B	£25,000
Signage Ph 2 (Car Parks)	£15,000
Claypotts Ph 2	£25,000
City Gateways	£35,000
	<hr/>
TOTAL	£100,000

## **3 FINANCIAL IMPLICATIONS**

- 3.1 The total contribution required to be made by Dundee City Council in 2000/2001 in order to carry out the proposed programme of works is £100,000 and allowances for this sum will require to be included in the 2000/2001 Capital Estimates. Appendix 1 gives a breakdown of the contributions.

## **4 LOCAL AGENDA 21 IMPLICATIONS**

- 4.1 The upgrading of the major access corridors into the city centre will have considerable benefits for the visual elements of the environment and accessibility.

Better tourist signage will improve accessibility to cultural, leisure, recreational and tourist facilities for all.

## **5 EQUAL OPPORTUNITIES IMPLICATIONS**

- 5.1 The outline proposals for the Ambassador Routes Concept are developed around seven key components of design aimed at providing greater customer care for the visitors, residents and business investors. These components will take into consideration the requirements of the disabled and disadvantaged groups.

Better tourist signage will improve accessibility to cultural, leisure, recreational and tourist facilities for all.

**6 BACKGROUND**

- 6.1 The Committee is aware that the Dundee Partnership is presently implementing the Ambassador Routes Strategy aimed at attracting visitors to Dundee, be they tourists, business people or local residents. One of core aims of the Project is to achieve a consistent good image across the whole city and provide a high standard of customer care from arrival at the city boundary, to actual destinations. New signage is a key component of the Ambassador Routes Strategy.
- 6.2 A contract for Phase 1A of the Signage Strategy, which consists of new tourist signs, has been let. The tender was approved by the Planning and Transportation Committee on 24 January 2000. Phase 1B consists of interpretative signage at Esplanade, new City boundary signs and industrial estate signs. These signs will incorporate the distinctive Dundee City of Discovery logo. The logo which is used to market and brand Dundee, will be used wherever possible on all new signage.
- 6.3 A second phase of works on the Claypotts route, mainly at the Scott Fyffe end of Arbroath Road, is presently being designed and is about to go to consultation with frontagers. Work on this phase is expected to begin in September.
- 6.4 The Committee will recall that the Ambassadors Routes Concept includes as the first of its seven project components City Gateways. Last years budget funded a limited design competition and the Committee will be informed of progress on this in due course. However it is expected that the first of the Gateways at the Swallow Roundabout will start on site this financial year, and an allowance for this has been made in the budget.

**7 CONSULTATIONS**

- 7.1 The Chief Executive, Director of Finance, Director of Support Services, Director of Corporate Planning, have been consulted and are in agreement with the contents of this report.

**8 BACKGROUND PAPERS**

- 8.1 Agenda Note for Planning and Transportation Committee 26 May 1988.  
Ambassador Route Project  
Report No 43/2000, Planning and Transportation Committee, 24 January 2000 - Signage  
Tender Report

---

Mike Galloway  
Director of Planning and Transportation

---

Keith Winter  
Poilcy and Regeneration Manager

KW/PMJ/KR Temp26/2

13 April 2000

Dundee City Council  
Tayside House  
Dundee

## APPENDIX 1

The funding and timescale of the above projects over the next two years is as follows:

Project Title	Total Cost (000's)	1990/00		2000/01		2001/02	
		SET	DCC	SET	DCC	SET	DCC
Signage Ph 1A & B	180	10	26	112	25	-	7
Signage Ph 2 (Car Parks)	138	-	-	19	15	52	52
Esplanade Gateway	195	-	-	50	35	110	-
Claypotts Ph 2	170	-	-	-	25	120	25
TOTAL	683	10	26	181	100	282	84

Note: SET are also expending £25,000 on City Centre Signage in 2000/2001 making their total contribution for 2000/2001 £206,000.