

REPORT TO: PLANNING AND TRANSPORTATION COMMITTEE – 25 JUNE 2001

REPORT ON: PRINTING WORKS AT WEST MARKETGAIT/LONG WYND

REPORT BY: DIRECTOR OF PLANNING AND TRANSPORTATION

REPORT NO: 329-2001

1 PURPOSE OF REPORT

- 1.1 The Cultural Quarter Strategy report by consultants EDAW identified the Printing Works as a prominent key opportunity site within the Cultural Quarter and city centre.
- 1.2 A Design Brief to develop the potential of this site is brought before Committee for consideration.

2 RECOMMENDATIONS

The Committee is asked to:

- 2.1 approve the content of the Design Brief;
- 2.2 commend the Design Brief to the Development Quality Committee as a material consideration for development control purposes;
- 2.3 remit the Director of Planning and Transportation to engage in consultations with the local Community Council and other interested parties.

3 FINANCIAL IMPLICATIONS

- 3.1 There are no direct financial implications arising from the approval of this Design Brief.

4 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 The redevelopment of this site will help to contribute to the viability and vitality of the city centre's emerging Cultural Quarter. With the successful improvement of an important city centre site the distinctive character of the Cultural Quarter and city centre will be enhanced and assist in addressing a key theme of Dundee 21 "Places, spaces and objects combine meaning and beauty with utility!"

5 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 The promotion of a mix of uses at a site well served by public transport supports the objectives of Social Inclusion. Pedestrians permeability is an important objective within the Cultural Quarter, access for the disabled is thus an issue which will be addressed.

6 BACKGROUND

- 6.1 Members will be aware that the Dundee Partnership has outlined an area which is emerging as the City's "Cultural Quarter". The area proposed has no clearly defined boundaries but is focussed on the South Tay Street, West Port and Nethergate area and has identified links to other parts of the City which could be developed further. One of the main aims of the Cultural Quarter Strategy is to prepare a robust development and investment strategy and action programmes in order to accelerate the Cultural Quarter's future development.
- 6.2 The former Burns and Harris printworks at Long Wynd, West Marketgait is presently being marketed. Adjacent properties to the north and west are also believed to shortly be available for sale (see plan). These properties occupy an extensive key opportunity site within the Cultural Quarter and as such a development brief requires to be prepared in order that opportunities can be unlocked and to ensure that an optimum design and development approach can make a substantial contribution to the future development of the Cultural Quarter.

7 CONSULTATIONS

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

8 BACKGROUND PAPERS

- 8.1 Report – Dundee Cultural Quarter EDAW by Director of Arts and Heritage to Arts and Heritage Committee 16 October 2000 – Item 2 refers.

Mike Galloway
Director of Planning & Transportation

Keith Winter
Policy and Regeneration Manager

24 May 2001

KW/PMJ/KR DP12/1

Dundee City Council
Tayside House
Dundee

DUNDEE CULTURAL QUARTER BURNS AND HARRIS BRIEF

1 PURPOSE OF BRIEF

- 1.1 The former Burns and Harris printworks at Long Wynd, West Marketgait is presently being marketed. Adjacent properties to the north and west are also believed to be available. These properties occupy an extensive key opportunity site within the Cultural Quarter and as such a development brief requires to be prepared in order that opportunities can be unlocked and to ensure that an optimum design and development approach can make a substantial contribution to the future development of the Cultural Quarter.

2 THE CULTURAL QUARTER CONTEXT

2.1 The Cultural Quarter

The Dundee Partnership has outlined an area (see plan) which is emerging as the City's "Cultural Quarter". The area proposed has no clearly defined boundaries but is focussed on the South Tay Street, West Port and Nethergate area and has identified links to other parts of the City which could be developed further. The principal aim of the Cultural Quarter Strategy has been to prepare a robust development and investment strategy and action programmes in order to accelerate the Cultural Quarter's future development.

2.2 The Cultural Quarter defined

Dundee is of a size that provides the people, and the markets necessary to support viable cultural activity. This kind of activity can help reinvigorate the city economy, and also provide opportunities for people to set up in business. The emerging Dundee Cultural Quarter has the potential of achieving this status and it is the role of the Strategy to further focus and develop this potential.

2.3 The Present Situation

An impressive start has been made. The area has achieved much to date with the development of DCA, the Dundee Rep and Science Centre. World class educational facilities focusing on design, media, computer games development, contemporary dance and multi media exist within the area. Creative industries have or are looking to locate within the city. New speciality retail and eating and drinking facilities are developing in the area. The area is also an Outstanding Conservation Area with good quality public realm. Its city centre location provides high catchment potential with its easy access.

2.4 Long Term Vision

To set the context for this brief the long term vision for the Cultural Quarter is as outlined below. This will give a pointer to the development/land use approach required for the Burns and Harris site.

- The Quarter will have developed to become a vibrant mixed use place with a wide range of venues, bars, cafes and specialist shops and other uses.

- The Quarter will also be a thriving cultural industries production zone and a centre of national significance for cultural activities and experience, drawing in a steady flow of start-up businesses each year.
- The Cultural Quarter's core will be connected to a wide range of cultural activities and production throughout the City.
- A wide range of cultural businesses will be accommodated.
- It will be an exciting urban environment and a good place to live.
- It will be a mixed use urban quarter.

3 THE EXTENT OF THE SITE

3.1 For the purposes of this Brief, the site comprises (see Plan):

- The site of Burns and Harris printing works
- The site of Hertz Car Hire rental firm
- 31 South Tay Street and the properties in Tay Street Lane
- Access roads such as Tay Street Lane and Long Wynd.

This site taken as one promotes a significantly increased developable area and widen the scope for linkages through to South Tay Street from the Marketgait.

- 3.2 Burns and Harris former printing works comprises single storey premises constructed for industrial purposes with a four storey building in brick and sandstone along its northern boundary. The properties front Long Wynd which have direct access from Marketgait. Also included within the Burns and Harris property are a number of two storey sandstone 'mews' type properties which front onto Tay Street Lane, a cul-de-sac which runs north from Nethergate. Tay Street Lane is primarily used for service purpose and access to private non residential car parking to the rear of South Tay Street.
- 3.3 The property has within the city centre context a reasonably well defined scale and massing. The 'mews' properties in Tay Street Lane although in poor condition have considerable townscape potential and are Listed Category (C) Statutory. The site lies within an Outstanding Conservation Area.
- 3.4 The Hertz Car Rental properties occupied long narrow site, primarily a vehicle storage yard but fronted with a modern but under distinguished modern infill building used for offices.
- 3.5 To the rear of this property lies a building fronting onto South Tay Street at No 31. This property is a Category B Listed Building and part of Dundee's best surviving Classical terrace. Its significance within the Cultural Quarter is the fact that as the former Palais ie the Hertz yard to the rear, it provides an excellent opportunity to provide a link from South Tay Street to the Burns and Harris area which if developed will help cement the all important permeability of the area.

4 PRINCIPAL CONSIDERATIONS

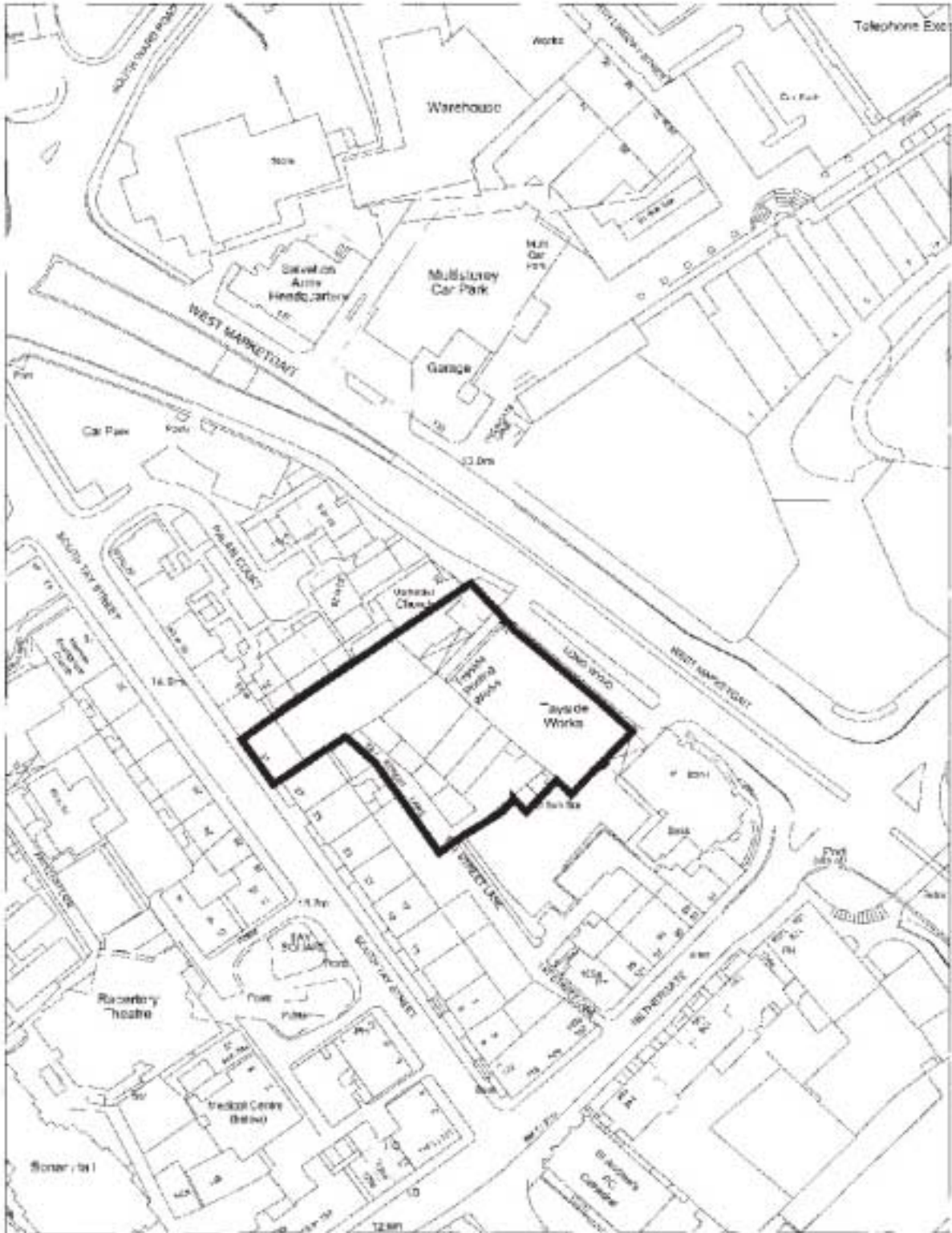
Broad Approach

- 4.1 A mixed use approach to the development of the site will require to be adopted which will contribute to the required land use diversity for the Cultural Quarter. These could incorporate employment, cultural, educational, commercial, residential and recreational uses. This may include Cultural businesses such as digital media companies, speciality shopping, bars and restaurants, residential and cultural venues for music, galleries, workshops etc. It is important that land use activity is of sufficient critical mass to draw people into the site. It is also important that no single use dominates the site.
- 4.2 The objective is to create an enhanced and more distinctive identity for the Cultural Quarter and this site, close to its core, will require to contribute to this. The aim is to provide a lively, attractive, ambient and secure environment for the Quarter.
- 4.3 The retention and re- use of the printing works buildings could be considered. However with the exception of the mews type property in Tay Street Lane and the property fronting South Tay Street, ie the Listed Buildings, there is no requirement to retain any of the properties. However, in considering any new buildings, the existing character and townscape strengths will require to be built upon.
- 4.4 If the former print works is to be redeveloped, then any new building fronting Marketgait should be of a similar scale and massing to the Bank of Scotland and Overgate buildings.
- 4.5 The layout of the site should develop new public spaces linked to the pedestrian network. Activities/uses particularly at ground floor should be encouraged to colonise these spaces.
- 4.6 This site comprises courtyard spaces and back lanes eg Tay Street Lane and Hertz car park, which are full of interest and character and have been used historically for car parking and servicing. These are significantly undervalued as components of the public realm and any proposals must address this.
- 4.7 Long Wynd will require to be retained as the principal vehicular access to the site. Car parking for customers, proprietors, visitors and users should not be provided.
- 4.8 A pedestrian link through to South Tay Street should be developed as should greater pedestrian permeability within the site. Access for pedestrians to the site from Tay Street Lane and Marketgait should be further enhanced. Increasing the sites permeability and therefore its potential footfall, in turn increases the sites economical viability. It is important that a pedestrian regime dominates.
- 4.9 Design statement - Any prospective developer will require to submit a design statement outlining their approach to the development of the site.

5 CONCLUSIONS

- 5.1 The Printing Works and adjacent sites are the first major sites to become available for redevelopment since the Cultural Quarter was created and the Partnership wish

to see the present platforms for growth eg DCA, Sensation, etc continued. The Brief for the site is ambitious but realistic. The foregoing considerations for the site should be viewed as directions setting rather than a fixed blueprint for its development. The aim is to attract more visitors to the Quarter to make it a place of interest and preferred destinations for people from well beyond the confines of Dundee



Project Name:
 Development Brief
 Location Plan
 1/1 Address:
 Prilling Works,
 Low Wynd, Marketgate, Dundee

HADDFIELD
 Drawn By:
 MJC
 Date:
 24/06/21
 Scale:
 1:1250


 Dundee
 City Council
 Working for Dundee

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